



INSTITUTE FOR
HUMAN RESOURCE
PROFESSIONALS

CORPORATE IDENTITY GUIDE



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WHO WE ARE

The Institute for Human Resource Professionals (IHRP) is the HR professional body, set up by the tripartite partners: the Ministry of Manpower (MOM), the National Trades Union Congress (NTUC) and Singapore National Employers Federation (SNEF). IHRP has the goal of setting the HR standards of excellence and enabling human capital development in enterprises. Through the IHRP Certification, IHRP aims to enhance the competencies of HR professionals, as well as create developmental and professional pathways for them. This will professionalise and strengthen the HR practice in Singapore, allowing HR professionals to be key enablers in their organisations. Our chairperson and 14-member board of directors come from diverse backgrounds.

1. BRAND STRATEGY

Our brand is who people think we are. It is the set of expectations, benefits, emotional and rational associations that, taken together, occupy the minds of our stakeholders. A strong brand for us, is an asset that inculcates stakeholder loyalty, enhances credibility and establishes us as the voice of HR.

This is a guide for active and purposeful brand management so that our stakeholders perceive us as we want them to.

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BRAND STRATEGY

1.1 OUR VISION

This is where we want to be.

To build a world-class HR community – effecting purposeful change for people and organisations.

1.2 OUR MISSION

This is what we strive to do.

To be an internationally recognised authority of HR, defining HR standards of excellence, and leading the adoption of progressive human capital practices.

1.3 OUR PROMISE

This is our commitment to our key stakeholder, the HR Professional.

We enable your growth to effect purposeful change for people and organisations.

It is through the IHRP certification and other initiatives that we will empower HR Professionals to fully realise their potential to become strategic partners with their employers and develop beneficial outcomes. We want to be known for sparking growth in HR.



BRAND STRATEGY

1.4 OUR PERSONALITY TRAITS

These are the characteristics which define who we are.

EXEMPLARY

The organisation which sets the standard with model HR practices

COLLABORATIVE

Approachable and open to partnerships with others

FARSIGHTED

Progressive in our thinking and with our sights on the future

PASSIONATE

Enthusiastic and driven to achieve our goals

INNOVATOR

A generator of new and innovative initiatives for the industry



BRAND STRATEGY

1.5 OUR TONE OF VOICE

SIMPLIFIED, CONCISE & DIRECT

The brand language must be easy to understand, and address what is most important to our stakeholders.

PROFESSIONAL, STRAIGHTFORWARD & INFORMATIVE

The tone should be genuine and not condescending or clinical.

AUTHORITATIVE BUT PERSUASIVE

We are knowledgeable about HR and share with our stakeholders rather than dictate to them.

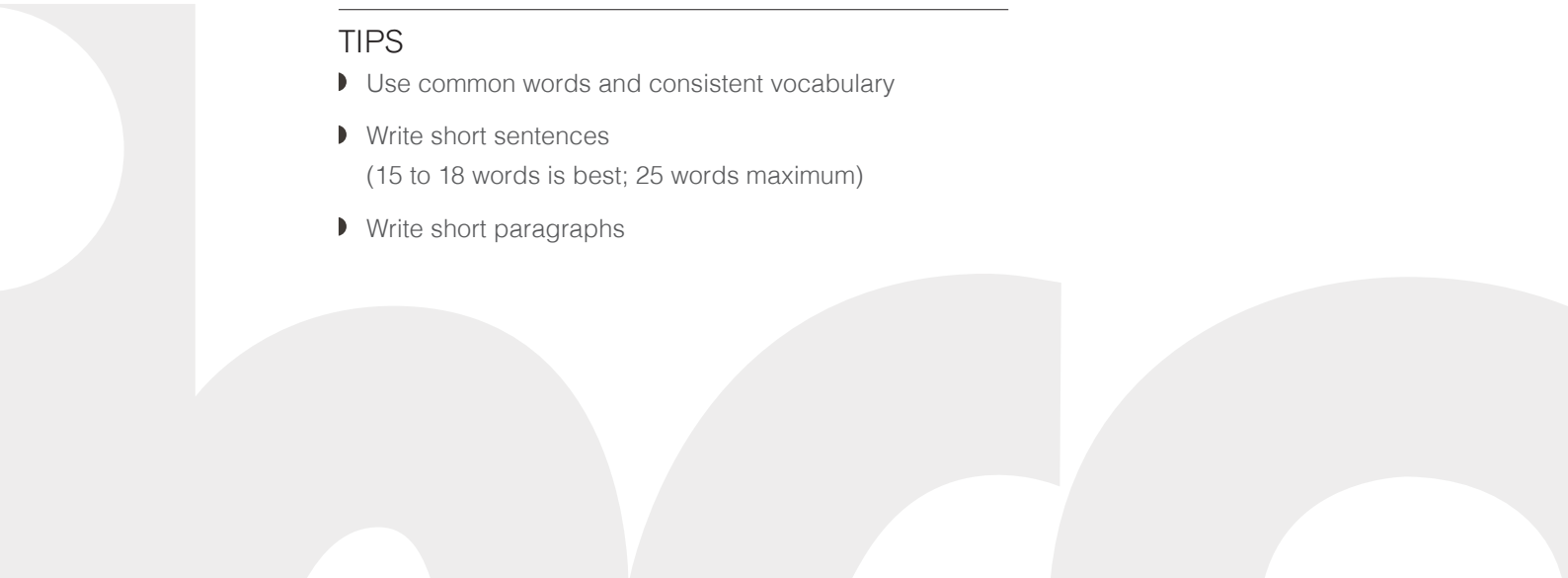
The brand voice uses reason and truth grounded in our expertise to convince people to take action.

RECOMMENDED TONE

WHY IHRP?

Against the backdrop of rapid business disruption, it is essential that organisations develop their human capital, so they can be future-ready and thrive amid economic shifts. HR is the enabler that will help organisations rise to meet this challenge. But for it to be successful, HR must itself be future-ready. It must focus on maximising human capital and contribute to business growth. IHRP aims to equip HR professionals and their organisations with progressive and forward-looking people practices to meet this challenge.

TIPS

- ▶ Use common words and consistent vocabulary
 - ▶ Write short sentences
(15 to 18 words is best; 25 words maximum)
 - ▶ Write short paragraphs
- 

BRAND STRATEGY

1.6 BRAND EXPERIENCE

From people to communications materials, there are various touchpoints where stakeholders will come into contact with the IHRP brand.

The brand experience is how stakeholders should feel about us after any such interaction.

CONFIDENT AND RESPECTFUL

We never want our stakeholders to feel inept

TRUSTED ADVOCATES

We have the interests of HR professionals at the heart of all we do



2. BRAND IDENTITY

- 2.1 OUR LOGO page 10
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BRAND IDENTITY

2.1 OUR LOGO

The invisible ‘i’ is a subtle expression that the institute exists for HR professionals. The stylised brushstrokes of the logo mimic progressiveness, agility and adaptability of HR professionals for the future.

For colours, blue is contemporary and inspires trust. The golden yellow ties back to the gold standard that IHRP wants to set and the grey projects stability and impartiality. This translates into a dynamic core identity which evokes a sense of innovation.

Vertical Format



INSTITUTE FOR
HUMAN RESOURCE
PROFESSIONALS

Horizontal Format



Logo Symbol



The logo symbol can be used without the name at the designer's discretion.

BRAND IDENTITY

2.2 LOGO COLOURS

These versions of the logo are provided as scalable vector artwork (.ai). Always reproduce the logo from the digital master artwork. Never attempt to modify or reconstruct it in any way.

FULL COLOUR VERSION

The full colour logo should be used against white or light backgrounds only.



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MONO VERSION

Use this version in situations wherever reproduction methods prevent accurate reproduction of the logo in full colour.

The mono version of the logo comes in two versions: Mono (black) and Mono reverse (white).

Mono (black)



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INSTITUTE FOR
HUMAN RESOURCE
PROFESSIONALS

Mono reverse (white)



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BRAND IDENTITY

2.3 LOGO RULES

CLEAR SPACE AROUND LOGO

To ensure visibility of the logo, clear space is the minimum area surrounding the logo which must remain clear of any other visual elements or text.

This clear space around the boundary of the logo is based on 0.5x, half the width of the letter 'p' from the logo. Where possible, create more clear space than the minimum requirements, but never less.



MINIMUM SIZE

Minimum size specifications ensure that the logo remains clearly legible in all applications and all methods of reproduction.

To ensure legibility of the logo, it is recommended that the logo should not be reproduced smaller than the minimum height of the letter "h", which is 10mm.



BRAND IDENTITY

INCORRECT APPLICATIONS OF THE LOGO

Incorrect use of the logo can weaken the integrity, impact and consistency of it. Please be careful not to rearrange the components of the logo or change its proportions in any way.

To ensure high quality results, carefully follow the recommendations set out in these guidelines.

Do not distort the logo



Do not place the logo at an angle



Do not alter the placement or size of the logo elements



Do not place the logo on a detailed image



Do not alter the colour of the logo



Do not crop into the logo



BRAND IDENTITY

2.4 OUR COLOURS

A bright, fresh and consistent colour palette is key to create impact and express personalisation.

It provides a strong visual connection to our brand across all platforms.

PRIMARY COLOURS

The primary colour palette is anchored on PMS 130C, PMS 3005C and PMS Black 7C, colours derived from the IHRP logo. It is the preferred option for brand applications.



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IHRP GOLDEN YELLOW

PANTONE PMS 130C

CMYK 0C 40M 100Y 0K

RGB 247R 168G 0B



IHRP BLUE

PANTONE PMS 3005C

CMYK 100C 36M 0Y 0K

RGB 0R 130G 201B



IHRP GREY

PANTONE PMS BLACK 7C

CMYK 0C 0M 0Y 80K

RGB 105R 106G 109B

BRAND IDENTITY

SECONDARY COLOURS

The secondary colour scheme complements the primary colours and adds diversity and vibrancy to the brand identity system.

They may also be used for information graphics in charts, graphs and tables.

Within the colour palette, light-to-dark gradations may be used to create a different mood or emphasis in the piece of communication being developed.



PANTONE PMS 172C

CMYK 0C 67M 100Y 0K

RGB 244R 117G 33B



PANTONE PMS 185C

CMYK 0C 100M 100Y 0K

RGB 235R 0G 41B



PANTONE PMS 208C

CMYK 0C 100M 100Y 50K

RGB 139R 3G 4B



PANTONE PMS 302C

CMYK 100C 33M 0Y 60K

RGB 0R 67G 108B



PANTONE PMS 342C

CMYK 100C 0M 63Y 62K

RGB 0R 86G 68B

BRAND IDENTITY

2.5 OUR TYPEFACE

Use of typography is an important element in maintaining a clear, well-defined and consistent brand.

It helps create different tones of voice across communications.

Two distinctive type families have been chosen to establish a proprietary look for all IHRP communications.

Different font weights may be employed at the designer's discretion to suit the requirements of the specific application.

WEB TYPEFACE

Roboto is our digital typeface, and should only be applied on digital-based applications, such as websites and mobile apps.

CHINESE TYPEFACE

Hei Ti is used for Chinese communications.

PRIMARY TYPEFACE

AKZIDENZ GROTESK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AKZIDENZ GROTESK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

黑体

四房數飯在了同身情驗可中或的，活市這
寫變下種識上是；在來這說當支。

黑体粗

四房數飯在了同身情驗可中或的，活市這
寫變下種識上是；在來這說當支。

BRAND IDENTITY

2.6 OUR GRAPHICS

A set of graphics have been created to make the IHRP brand look more engaging and distinctive.

These graphics are provided as scalable vector artwork(.ai). Always reproduce the graphic from the digital master artwork. Never attempt to modify or reconstruct it in any way.

THE CHORD

There are three colour variations of this graphic element.

It should always be presented in an upright position, and never tilted at any angle.



BRAND IDENTITY

THE HALF-LOGO

There are three colour variations of this graphic element. The element can be used as follows:

- A In one of the primary colours against a white background
- B In white against a coloured background, where the coloured background must be one of the primary colours
- C As a watermark in the background, where the watermark is a tint of one of the primary colours

A



B



C


3000001


hrp INSTITUTE FOR
HUMAN RESOURCE
PROFESSIONALS

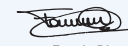
Henry Lee Jun Peng
is an IHRP Master Professional

IHRP | MP

having met the high standards of learning,
experience and demonstrated competencies established by this Institute,
and agrees to abide by the IHRP Code of Professional Conduct


Goh Swee Chen
Chairperson of Board of Directors


Aileen Tan
Chairperson of NHRPCF Taskforce &
Professional Practices Committee


Fermin Diez
Chairperson of Assessment Committee

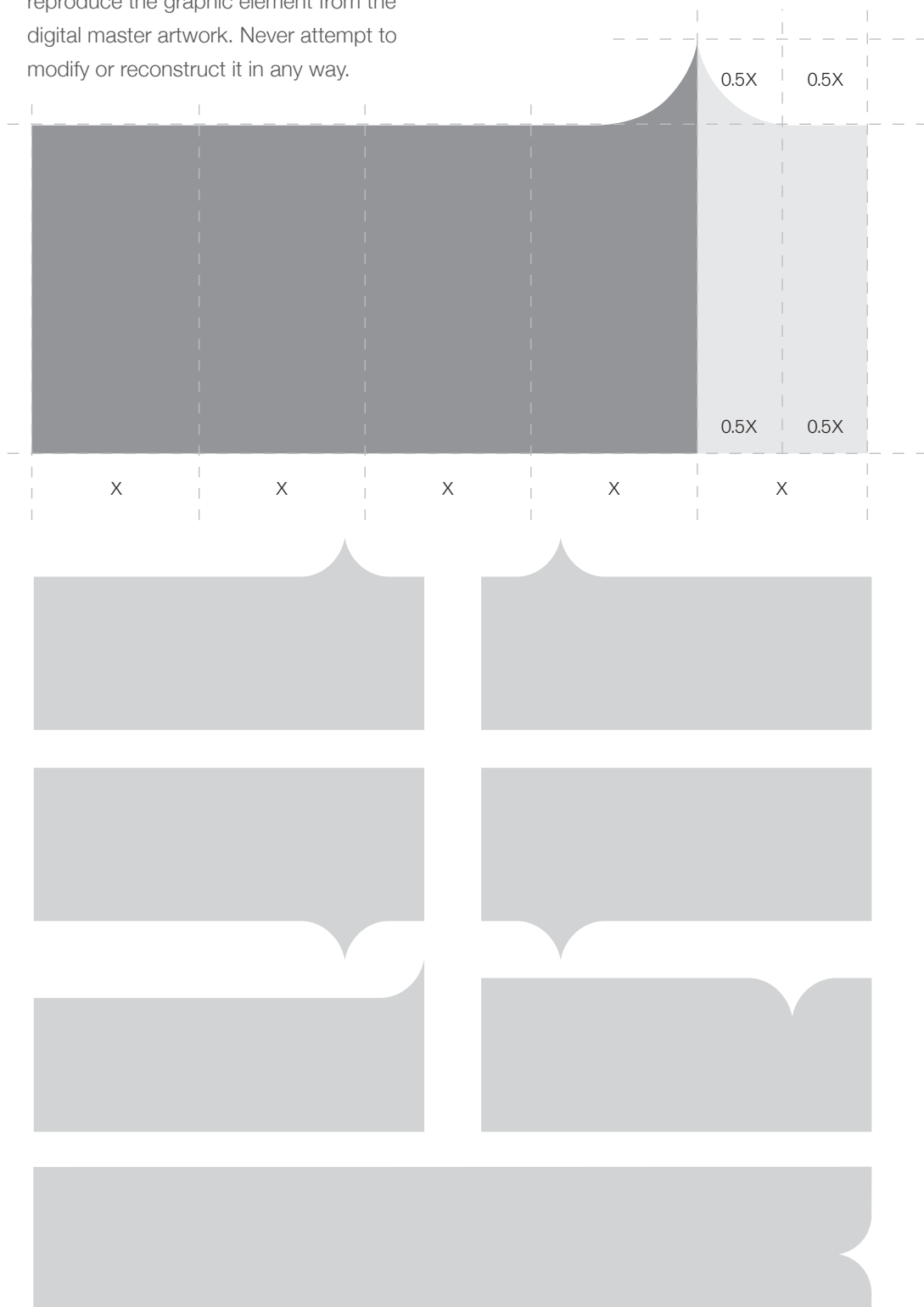
Certification Validity Period: 25 May 2017 - 24 May 2020

BRAND IDENTITY

SPEECH BUBBLE

The graphic element can be used in different orientations as indicated.

This speech bubble is provided as scalable vector artwork (.ai). Always reproduce the graphic element from the digital master artwork. Never attempt to modify or reconstruct it in any way.



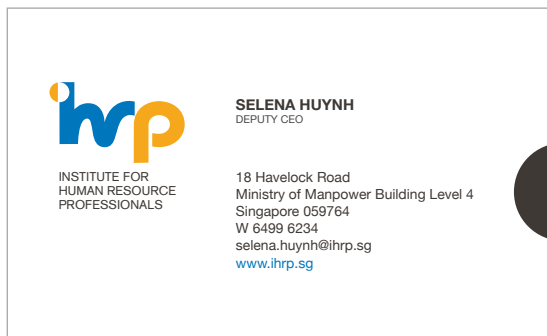
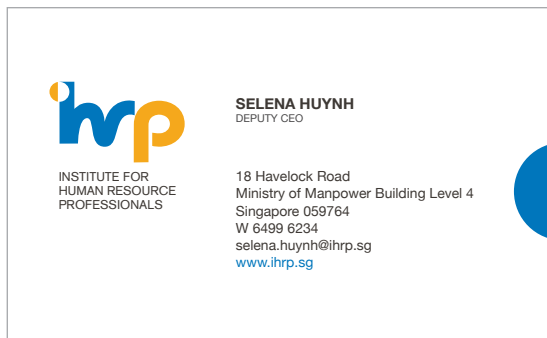
3. BRAND APPLICATIONS

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BRAND APPLICATIONS

3.1 NAME CARD

Size	55mm(H) X 90mm(W)
Material	310gsm Art Card
Print	3C x 3C Matt lamination on 2 sides



BRAND APPLICATIONS

3.2 LETTERHEAD

Size	297mm(H) X 210mm(W)
Material	120gsm Conqueror Wove Diamond White
Print	3C x 0C

25.4mm
Microsoft Word
Standard Margin

30mm

No Text Area



INSTITUTE FOR
HUMAN RESOURCE
PROFESSIONALS

Maxima Pte Ltd
#34 Jalan Kelikeli
Singapore 456354

Dear Mr Tan,

Re: Participation in survey

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet odio imperdiet, lacinia felis nec, porttitor mi. Praesent rhoncus a lacus vel laoreet. Maecenas ultrices mauris ex, ac rhoncus elit dictum vel. Fusce non sapien quam. Nam ac lectus vel lacus feugiat pellentesque. Vivamus malesuada tincidunt eros quis tempus. Praesent tortor quam, vulputate ac bibendum id, suscipit vitae ex. Vivamus suscipit blandit dictum. Pellentesque ac mauris a orci rutrum facilisis.

Ut porta justo vel magna ornare, porta finibus tortor tincidunt. Nulla facilisis bibendum dapibus, Fusce maximus leo lectus, eget luctus nunc sodales in. Vivamus vestibulum sit amet enim et rhoncus. Sed a convallis felis. Nulla non metus faucibus, venenatis magna vel, consequat diam. Aliquam erat volutpat. Nullam nec enim nulla. Donec vel dolor nisi. Morbi sit amet dui semper, mattis enim at, ullamcorper lacus. Sed eu nunc sed odio tempor molestie. Pellentesque dictum venenatis augue, vitae egestas lectus. Nam mollis feugiat mollis.

Proin rhoncus nisl dui, sodales cursus purus condimentum vitae. Nunc a nunc odio. Proin rutrum, justo at ornare feugiat, neque diam ornare leo, ut euismod turpis nulla at libero. Morbi nisi velit, lillamcorper vel aliquam at, semper eu libero. Praesent volutpat lacinia neque, vel sollicitudin turpis egestas ac. Praesent accumsan dui sit amet metus tempor, eget porttitor lectus tristique. Donec commodo consectetur ipsum id vestibulum. Duis eu eros in magna imperdiet ultrices. Nunc convallis, velit vitae ullamcorper congue, sem justo imperdiet lacus, at blandit elit odio sit amet leo, Proin eget enim et elit laoreet placerat. Mauris volutpat purus in lacus rutrum rutrum. Ut a sem facilisis, mollis erat et, auctor odio. Vestibulum eleifend nisi eu tortor congue, ut molestie lectus vehicula. Donec lacinia tempor nisl at fringilla. Maecenas faucibus dictum turpis, vitae auctor diam, consectetur vel. In pretium, dui non dictum ornare, nibh arcu interdum mauris, at commodo ex magna et nibh.

Best regards

Emily Ho
Manager
Programme Division

18 Havelock Road
Ministry of Manpower Building Level 4
Singapore 059764

www.ihrp.sg



BRAND APPLICATIONS

3.3 ENVELOPE

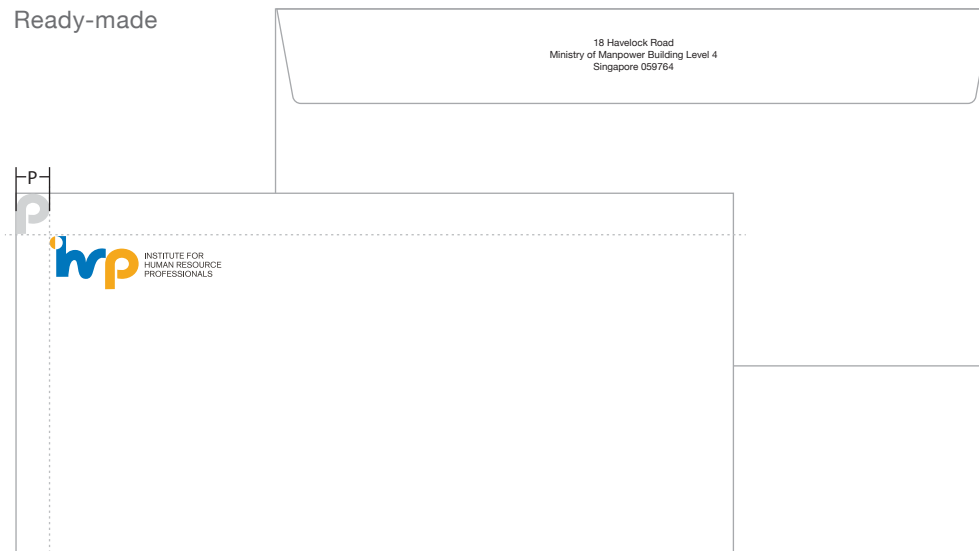
DL READY-MADE ENVELOPE

Size	110mm(H) X 220mm(W)
Material	Ready-made white envelope (wallet-cut / peel & seal)
Print	3C x 1C

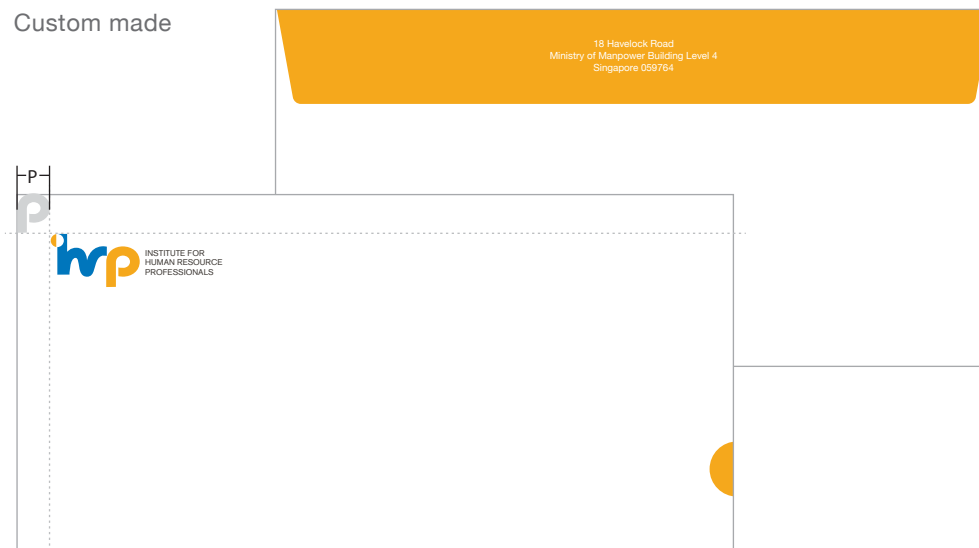
DL CUSTOM MADE ENVELOPE

Size	110mm(H) X 220mm(W)
Material	100gsm Conqueror Wove Diamond White
Print	3C x 0C

Ready-made



Custom made



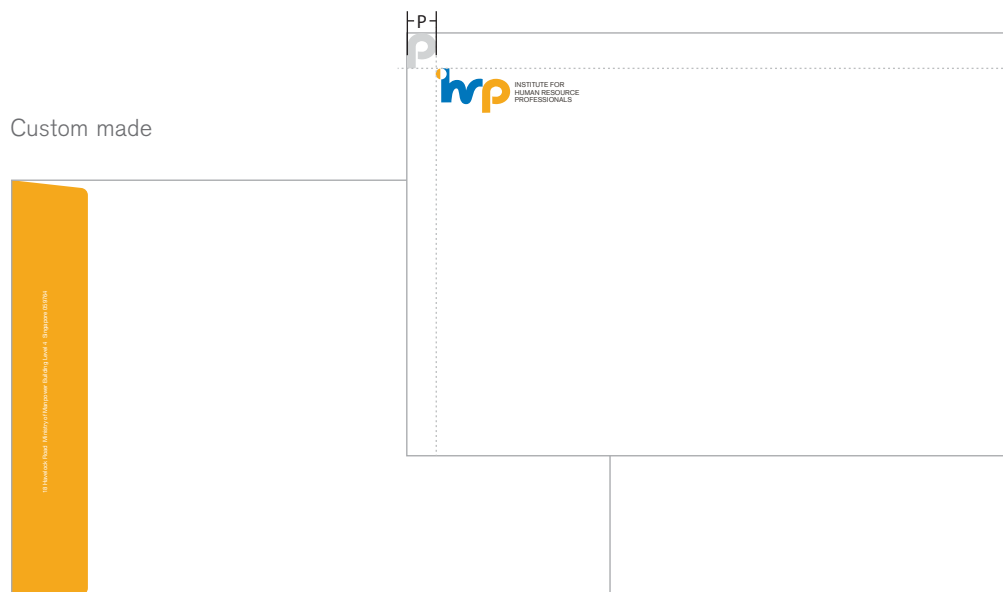
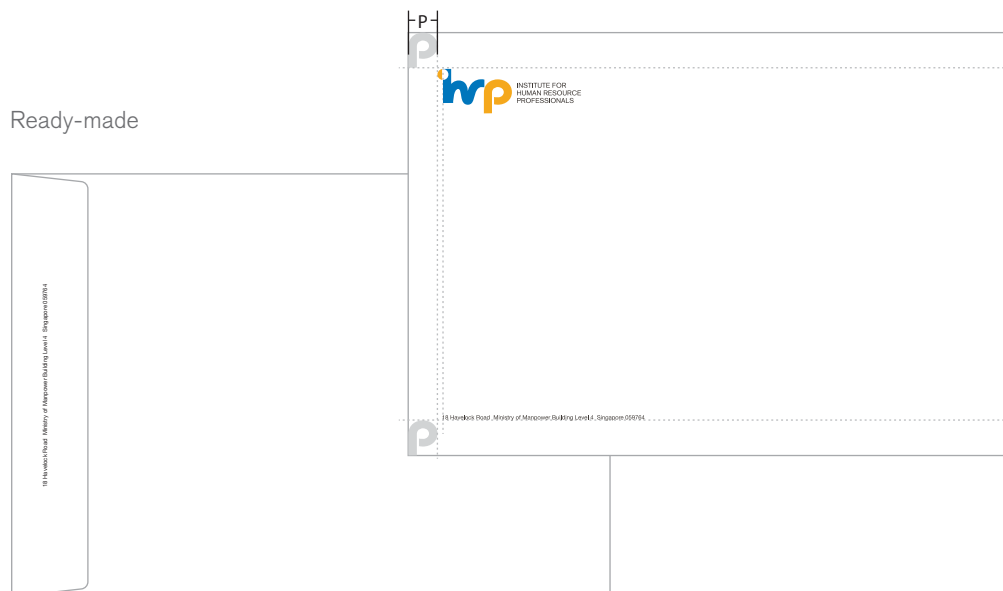
BRAND APPLICATIONS

C4 READY-MADE ENVELOPE

Size	229mm(H) X 324mm(W)
Material	Ready-made white envelope (open end / peel & seal)
Print	3C x 0C

C4 CUSTOM MADE ENVELOPE

Size	229mm(H) X 324mm(W)
Material	100gsm Conqueror Wove Diamond White
Print	3C x 0C



BRAND APPLICATIONS

3.4 FOLDER

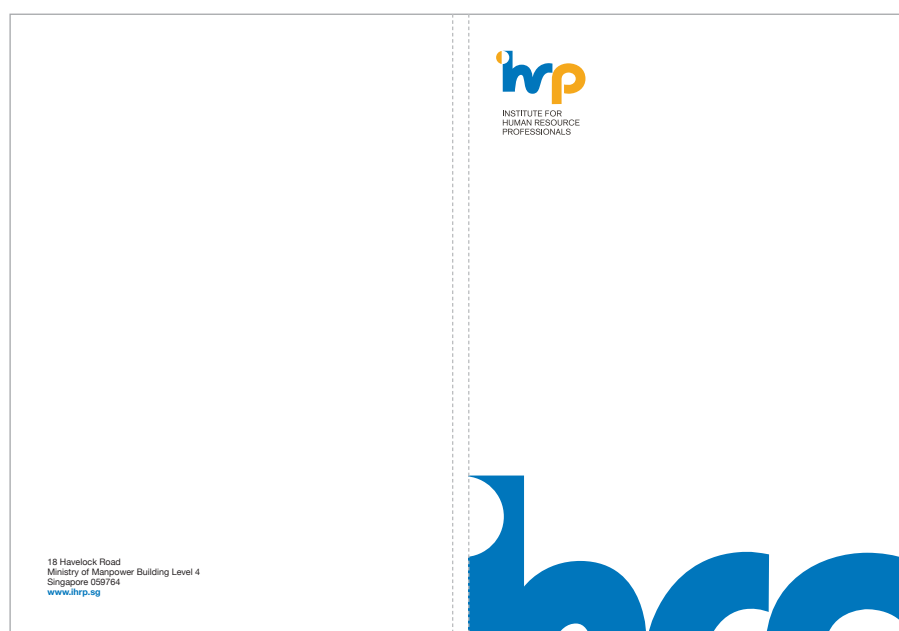
CORPORATE FOLDER

Open Size 310mm(H) X 448mm(W)

Closed Size 310mm(H) X 220mm(W)

Material 310gsm Art Card

Print 3C x 3C
Matt lamination on 2 sides



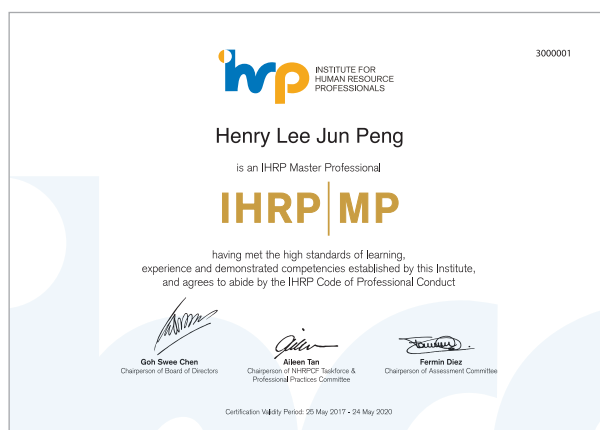
Headline
Akzidenz Grotesk Light 31/38pt

Body text
Helvetica Neue 12/18pt

BRAND APPLICATIONS

3.5 CERTIFICATE

Size	210mm(H) X 297mm(W)
Material	220gsm Conqueror Wove Brilliant White
Print	4C x 0C Serial numbering and hot stamping on 1 side



BRAND APPLICATIONS

3.6 BROCHURE

The grid for the brochure is flexible, requiring only the specific placement of the logo, and the font sizes for the headline, sub-head and body copy.

6PP BROCHURE

Open Size 210mm(H) X 630mm(W)

Closed Size 210mm(H) X 210mm(W)

Material 190gsm Art Card

Print 4C x 4C
Matt lamination on 2 sides

HOW IT BENEFITS YOU

HR PROFESSIONALS

As a HR practitioner, getting yourself IHRP-certified:

- Develop your individualised track of skills that acknowledges your mastery of HR competencies and behaviours.
- Signal to your peers and employers that you are always current in your role.
- Demonstrate your commitment to continuing learning, progress and mastery.

EMPLOYERS

As an employer, getting your HR team IHRP-certified:

- Equip your business with progressive people practices. Certifying your HR team will enable your workforce to thrive and achieve organisational goals amid a rapidly changing environment.
- Give them the capability to use data and apply analytics to guide decisions in hiring, staff deployment, training and talent development.
- Enhance their proficiency in leveraging technology to optimise HR operations.


ABOUT IHRP

The Institute for Human Resource Professionals (IHRP) is the HR professional body set up for the respective partners, the Ministry of Manpower (MOM), the National Trades Union Congress (NTUC) and Singapore National Employers Federation (SNEF).





IHRP is the only HR professional body in Singapore authorised to implement the national HR certification, which is recognised as the HRP Certification.

IHRP has the goal of setting the HR standards of excellence and enabling human capital development in organisations. Our 16-member board of directors come from diverse backgrounds. The Chairperson is Ms Goh Swee Chen, Chairperson, SNEF Companies in Singapore.


A member organisation:




Find out about IHRP Certification at www.ihrp.sg

 IHRP
  IHRPsg
  IHRPsg
  IHRPsg

19 Hawkins Road, Ministry of Manpower Building Level 4, Singapore 050104



IHRP CERTIFICATION



ABOUT THE IHRP CERTIFICATION

The IHRP Certification is intended as a testament to your operations, professional skills and experience.

Developed through extensive consultation and benchmarked against international standards, the IHRP Certification is an industry-recognised mark of quality that acknowledges your mastery of future-ready competencies.

This raises the bar of the HR profession as the certification assesses your knowledge and experience against the HR Body of Competencies (BOC), which are requisite skills and attributes required to excel in your role.



The IHRP Certification offers 3 stages that encompass a holistic developmental journey.

IHRP CERTIFICATION LEVELS

Various certification levels have been tailored for specific role profiles to ensure the most professionally relevant credentials.



IHRP Master Professional (IHRP-MP)

You are typically an industry leading role with recognised expertise in strategic and tactical HR Management and HR Development against an organisation and often serving as a trusted business partner to senior-level in the C-Suite/Board.

IHRP Senior Professional (IHRP-SP)

You are typically an industry leading role with recognised expertise in strategic HR function, designing and developing HR policies and programmes, and providing day-to-day guidance for your team for HR service delivery.

IHRP Certified Professional (IHRP-CP)

You are typically an HR Manager or Business Partnering role responsible for developing and implementing HR policies and programmes to deliver HR services and create the HR function.

Professional Certification Levels and Corresponding Role Profiles

You are eligible to apply for IHRP certification if you are an existing HR professional and have:

- At least 2 years of HR-related work experience at the appropriate level of proficiency.
- Successfully completed 150 hours of structured HR-related educational training.
- Defined compliance to the IHRP Code of Professional Conduct.



3 COMPETENCY AREAS TO BE ASSESSED

As a HR professional of the future economy, you will need expertise and knowledge in not only developing human capital but also in contributing to business growth. The 3 areas of competencies in the certification framework are designed to prepare you for this role, and they are:

- HR Functional Competencies**

These competencies are required for HR professionals to successfully deliver their functional role, which cover activities undertaken across the people management life cycle.
- HR Developmental Competencies**

These competencies evaluate and serve as core enablers supporting HR functional activities.
- HR Mindsets and Behaviours**

These competencies reflect the way HR professionals think and behave as they approach their HR work, and are essential to manage work-based situations.

Headline
Akzidenz Grotesk Bold 35pt

Subhead
Akzidenz Grotesk Light 19/21pt

Body text
Helvetica Neue 19/13pt

BRAND APPLICATIONS

The grid for the brochure is flexible, requiring only the specific placement of the logo, and the font sizes for the headline, sub-head and body copy. A grey space indicates where an image should be placed.

DL BROCHURE

Open Size 210mm(H) X 297mm(W)

Closed Size 210mm(H) X 99mm(W)

Material 190gsm Art Card

Print 4C x 4C

Matt lamination on 2 sides

Certification Framework

With support from the Ministry of Manpower (MOM) and Workforce Singapore (WSG), the development of the National HR Professional Certification Framework (IHRPCF) was driven by a rigorous National HR Certification Taskforce. As part of the rigorous process, more than 500 HR practitioners and business leaders from organisations ranging from MNCs, SMEs, and the public sector were studied in the validation of the competency framework. IHRPCF has now been renamed the IHRP Certification.

18 Havelock Road
Ministry of Manpower Building Level 4
Singapore 059764
www.hrpsig.com

Lorem ipsum dolor sit amet consectetur adipiscing elit

image here

About IHRP

Lorem ipsum dolor sit amet, consectetur someak adipiscing elit, sed diam norum nibh euismod trincidunt ut boreet odidne magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipi lobortis nisl ut aliquip ex ea omto commod us autem vel eum irure dole in hendere in vulputate velit esse mollisde consequat, vel illum dole re eu feugiat nulla facilisis vel eum irure dole re in fornisite hendere.

Lorem ipsum dolor sit amet, consectetur someak adipiscing elit, sed diam norum nibh euismod trincidunt ut boreet odidne magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipi lobortis nisl ut aliquip ex ea omto commod us autem vel eum irure dole in hendere in vulputate velit esse mollisde consequat, vel illum dole re eu feugiat nulla facilisis vel eum irure dole re in fornisite hendere.

image here

IHRP Certificates

Consecter someak adipiscing elit, sed diam norum nibh euismod trincidunt ut boreet odidne magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipi lobortis nisl ut aliquip ex ea omto commod us autem vel eum irure dole in hendere in vulputate velit esse mollisde consequat, vel illum dole re eu feugiat nulla facilisis vel eum irure dole re in hendere in vulputate velit esse mollisde consequat, vel illum dole re eu feugiat nulla facilisis vel eum irure dole re in hendere.

Certified Professional

IHRP | CP[®]

Senior Professional

IHRP | SP[®]

Master Professional

IHRP | MP[®]

Certified Professional

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Senior Professional

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Master Professional

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Headline
Akzidenz Grotesk Bold 22/24pt

Subhead
Akzidenz Grotesk Bold 22/24pt

Body text
Helvetica Neue 9/13pt

BRAND APPLICATIONS

The grid for the brochure is flexible, requiring only the specific placement of the logo, and the font sizes for the headline, sub-head and body copy. A grey space indicates where an image should be placed.

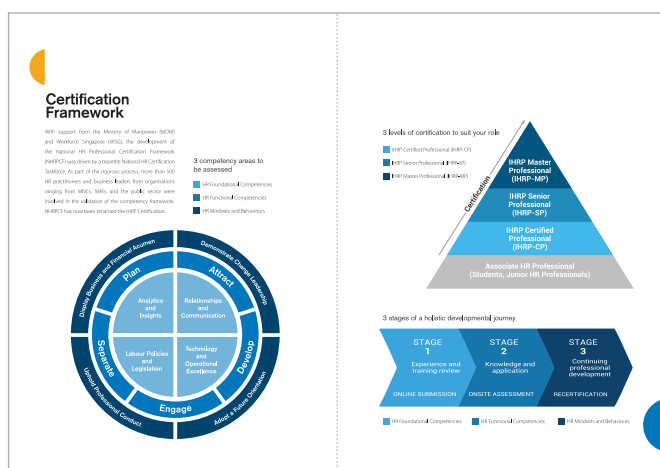
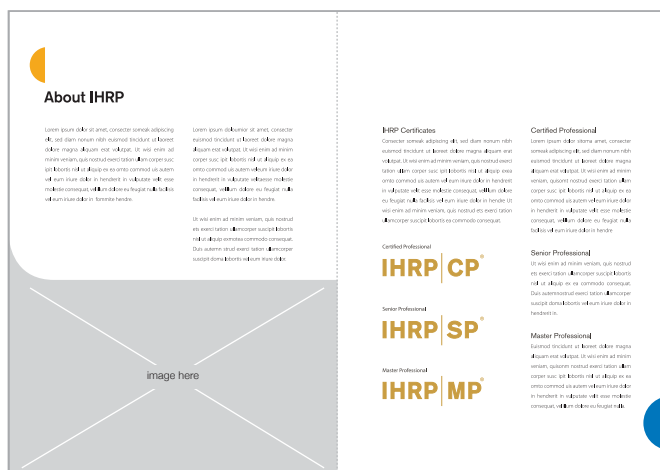
A4 BROCHURE

Open Size 297mm(H) X 420mm(W)

Closed Size 297mm(H) X 210mm(W)

Material 190gsm Art Card

Print 4C x 4C
Matt lamination on 2 sides



Headline
Akzidenz Grotesk Bold 32/35pt

Subhead
Akzidenz Grotesk Bold 28/30pt

Body text
Helvetica Neue 9/16pt

BRAND APPLICATIONS

3.7 POSTER

The grid for the poster is flexible, requiring only the specific placement of the logo, and the font sizes for the headline, sub-head and body copy.

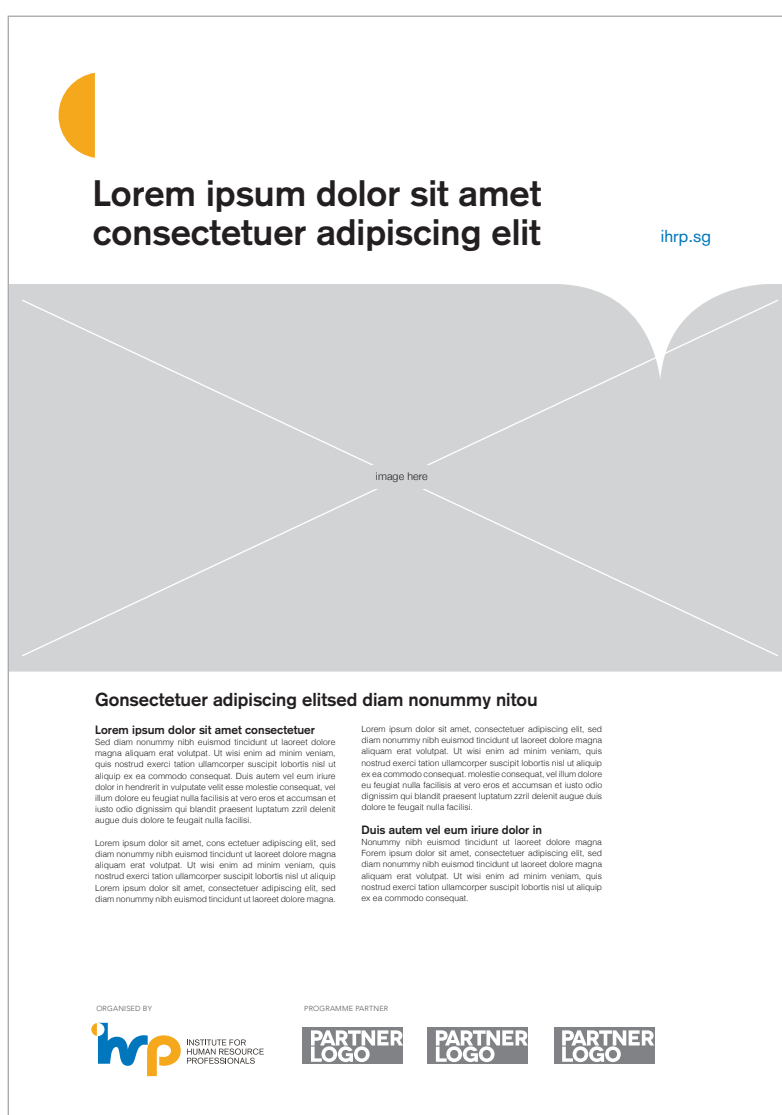
A grey space indicates where an image should be placed.

A2 POSTER

Size 594mm(H) X 420mm(W)

Material 210gsm Art Card

Print 4C x 0C
Matt lamination on 1 side



Headline

Akzidenz Grotesk Bold 55/60pt

Subhead 1

Akzidenz Grotesk Bold 28/30pt

Subhead 2

Akzidenz Grotesk Bold 15/17pt

Body text

Helvetica Neue 13/17pt

BRAND APPLICATIONS

3.8 ADVERTISEMENT

The grid for the print advertisement is flexible, requiring only the specific placement of the logo, and the font sizes for the headline, sub-head and body copy. A grey space indicates where an image should be placed.

JUNIOR PAGE ADVERTISEMENT

Size 370mm(H) X 273mm(W)



Headline

Akzidenz Grotesk Bold 37/38pt

Subhead 1

Akzidenz Grotesk Bold 22/25pt

Subhead 2

Akzidenz Grotesk Bold 12/13pt

Body text

Helvetica Neue 10/13pt

BRAND APPLICATIONS

The grid for the print advertisement is flexible, requiring only the specific placement of the logo, and the font sizes for the headline, sub-head and body copy. A grey space indicates where an image should be placed.

HALF PAGE ADVERTISEMENT

Size 270mm(H) X 320mm(W)



Headline
Akzidenz Grotesk Bold 37/38pt

Subhead 1
Akzidenz Grotesk Bold 21/23pt

Subhead 2
Akzidenz Grotesk Bold 12/14pt

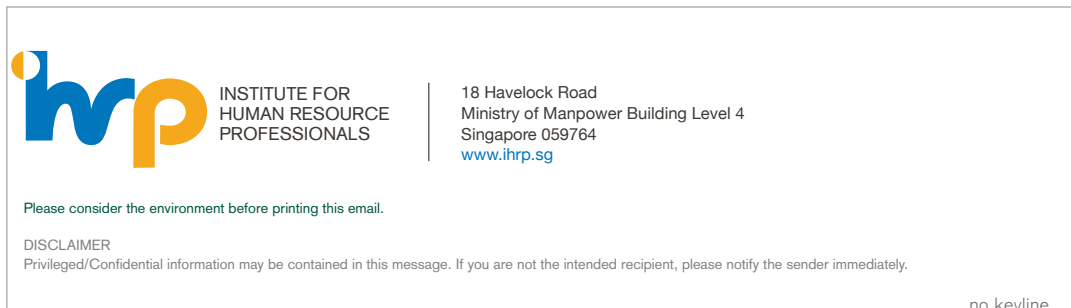
Body text
Helvetica Neue 10/13pt

BRAND APPLICATIONS

3.9 EMAIL SIGNATURE

Using consistent email signatures creates brand alignment while relaying relevant contact information. It also presents a professional appearance for conducting business through email.

Size	227px(H) X 800px(W)
Resolution	96dpi
Format	Jpeg



Address
Helvetica Neue 12.5/15.5pt

Disclaimer
Akzidenz Grotesk Roman 10.5/14pt

BRAND APPLICATIONS

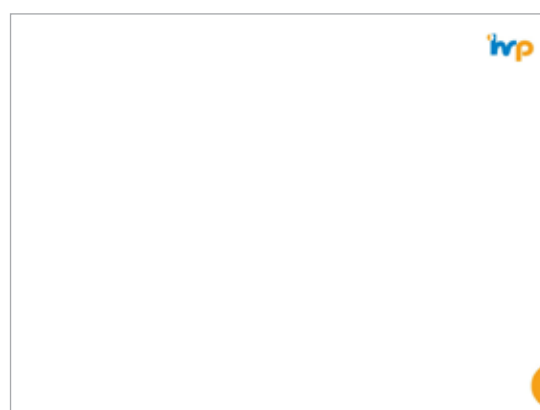
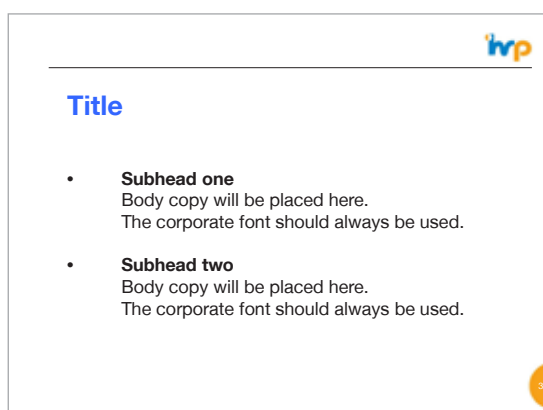
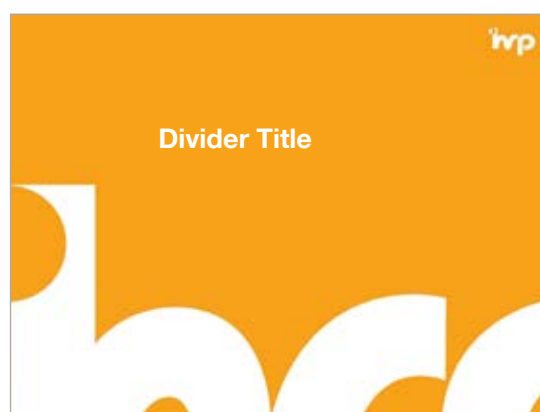
3.10 PRESENTATION TEMPLATE

As PowerPoint presentations are an important component of IHRP's communications kit, well designed templates that are on-brand are a necessity.

These are slides created for the corporate PowerPoint® template. They include title, divider and content slides. These can be mixed and matched to create pace and variety.

Be mindful that a text-heavy slide can end up looking crowded and overwhelming, making it difficult to read or present.

Size	Standard (4:3)
Resolution	96dpi
Format	Jpeg



Headline
Akzidenz Grotesk Bold 55/60pt

Subhead 1
Akzidenz Grotesk Bold 28/30pt

Subhead 2
Akzidenz Grotesk Bold 15/17pt

Body text
Helvetica Neue 13/17pt

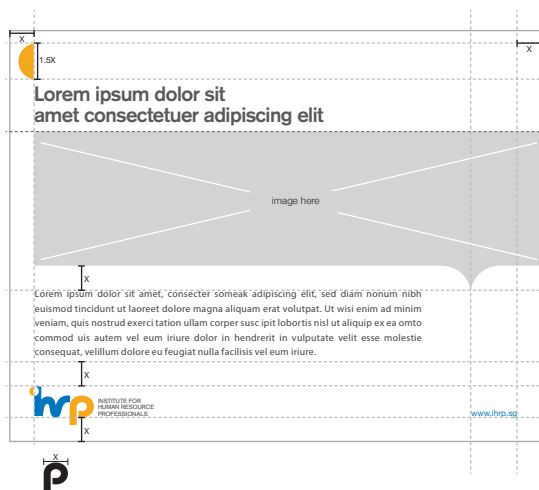
BRAND APPLICATIONS

3.11 ELECTRONIC DIRECT MAILER (EDM)

An electronic direct mailer is a platform that uses email as a tool to communicate with our stakeholders. The eDM grid illustrates how text, imagery, navigation buttons and graphic elements can be integrated into a cohesive medium that is on brand. The Roboto typeface must be used for digital applications.

Headline
Akzidenz Grotesk Bold 27/27pt

Body text
Helvetica Neue 13/19pt



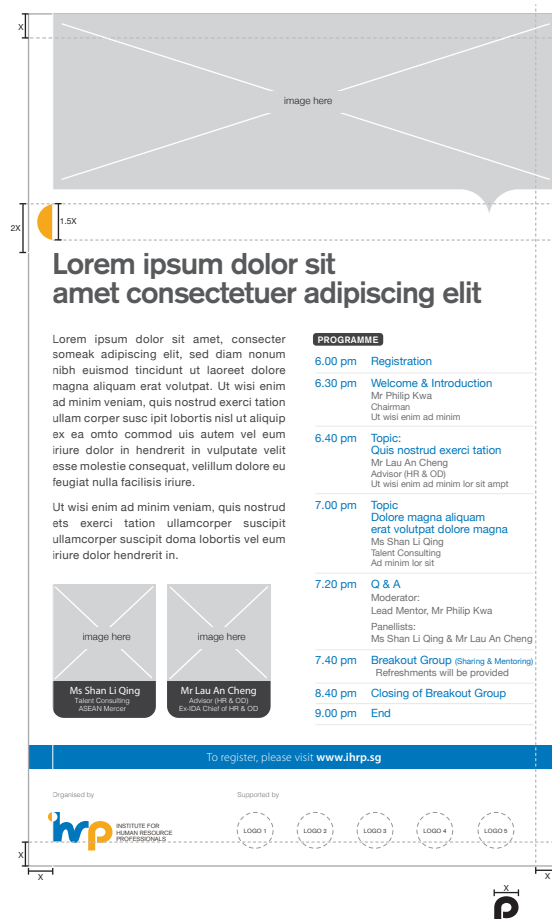
Size 700px(W)

Resolution 96dpi

Format Jpeg

Headline
Akzidenz Grotesk Bold 40/40pt

Body text
Helvetica Neue 15/21pt



BRAND APPLICATIONS

3.12 WEB BANNER

Web banner ads are used to promote the brand on web-based platforms. Due to limited exposure, use brand colours and concise text to help the banner ads stand out. Clearly communicate a single marketing message and call-to-action.

Size	90px(H) X 728px(W) 628px(H) X 1200px(W)
Resolution	96dpi
Format	Jpeg



Headline
Akzidenz Grotesk Bold 36/36pt

Body text
Helvetica Neue 15/18pt



Headline
Akzidenz Grotesk Bold 68/68pt

Body text
Helvetica Neue 24/28pt

BRAND APPLICATIONS

3.13 PULL UP BANNER

The grid for the pull up banner is flexible, requiring only the specific placement of the logo, and the font sizes for the headline, sub-head and body copy.

Always leave a clear space of at least 450mm in height from the bottom of the banner as any information placed within that area will be difficult to read.

Headline
Akzidenz Grotesk Light 148/160pt

Subhead 1
Akzidenz Grotesk Bold 80/100pt

Body text
Helvetica Neue 70/90pt

Size 2000mm(H) X 850mm(W)

Print 4C x 0C

0.5 x | x | 0.5 x |
ihrp INSTITUTE FOR HUMAN RESOURCE PROFESSIONALS
0.5 x | 0.5 x |

Find out about IHRP Certification at www.ihrp.sg

WHY CERTIFY?

FOR HR PROFESSIONALS

- Commit to enriching your HR development journey
- Obtain an industry-endorsed mark of quality that acknowledges your mastery of HR competencies and behaviours
- Demonstrate to your peers and employers that you are always current in your role

FOR EMPLOYERS

- Strengthen your HR team to support business growth
- Access and equip your business with progressive human capital practices through the IHRP network
- Enable your workforce to thrive amid a rapidly changing environment

A tripartite organisation.

ntuc National Trades Union Congress  **MINISTRY OF MANPOWER** **SNEF**

Follow Us    

450mm No Text Area

BRAND APPLICATIONS

3.14 ENVIRONMENTAL SIGNAGE

Corporate signage is the architectural interpretation of our brand identity, and is instrumental in presenting that vital, positive first impression.



BRAND APPLICATIONS

3.15 CORPORATE GIFTS

Corporate gifts can be used as a tool to promote our brand in novel ways.

Here are some examples of how to execute our new brand identity in a variety of mediums.

