

Sport Singapore Pantone Guide

Colour Palettes

The colour palette is anchored on red, reflecting the passion for sport and the potential for harnessing sport in nation building.

Primary Colour Palette

The primary colour palette is derived from the Sport Singapore logo. It provides a strong visual link to the brand identity across a wide range of applications.

Secondary Colour Palette

The secondary colour palette is selected to complement the primary colour palette and to add vibrancy to the brand identity system.

The primary colour palette is the preferred option for leading brand applications. Hence, the secondary colour palette should be used with discretion.

Primary Colour Palette

PANTONE 200	PANTONE 173	PANTONE 144	PANTONE 375	PANTONE 300
CMYK C3 M100 Y70 K12 RGB R186 G12 B47 Web #BA0C2F	CMYK C0 M82 Y94 K2 RGB R207 G69 B32 Web #CF4520	CMYK C0 M51 Y100 K0 RGB R237 G139 B0 Web #ED8B00	CMYK C46 M0 Y90 K0 RGB R151 G215 B0 Web #97D700	CMYK C99 M50 Y0 K0 RGB R0 G94 B184 Web #005EB8
				

Secondary Colour Palette

PANTONE 306	PANTONE 326	PANTONE 116	PANTONE Rhodamine Red	PANTONE 527
CMYK C75 M0 Y5 K0 RGB R0 G181 B226 Web #00B5E2	CMYK C81 M0 Y39 K0 RGB R0 G178 B169 Web #00B2A9	CMYK C0 M14 Y100 K0 RGB R255 G205 B0 Web #FFCD00	CMYK C9 M87 Y0 K0 RGB R225 G0 B152 Web #E10098	CMYK C69 M99 Y0 K0 RGB R128 G49 B167 Web #8031A7
				