



BUSINESS EXCELLENCE CERTIFICATIONS AND AWARDS

IDENTITY GUIDE

Enterprise
Singapore





THE BUSINESS EXCELLENCE INITIATIVE

In the last 26 years of the Business Excellence (BE) initiative, over 2,000 organisations were recognised and attained the BE Awards and Certifications. Many leveraged this internationally benchmarked BE Framework to strengthen business fundamentals and have achieved robust standards in their management practices.

Following consultation with key stakeholders, it was concluded that the BE initiative has achieved its intended purpose and will be discontinued with effect from 30 September 2020.

All BE certified organisations may continue to use the SQC logos during the 3 year validity period and 4 year validity period for the SQC Star logos to ensure relevancy of the certification.

All BE award winners may continue to use the logos, which indicate the year these awards were attained.

For more details, please refer to Enterprise Singapore's website [here](#).

CERTIFICATIONS AND AWARDS

In a dynamic business landscape and with new management trends, it is important for organisations to strengthen their business fundamentals to keep pace with these changes and seize new market opportunities. The existing four BE frameworks have been streamlined into a single holistic framework encompassing all the core business fundamentals of an excellent organisation. This is to provide a more rigorous assessment of the organisations. As such, for BE Certifications, all organisations are required to pursue the Singapore Quality Class (SQC), as a foundation before deepening their niche capabilities focussing on People, Innovation and Service. Being certified to the SQC validates the organisation's commitment and achievement of sustainable business performance and robust management systems and processes. The rigour of BE assessments ensures that the SQC recognition serves as a trust mark for Singapore enterprises. The BE Awards include the Singapore Quality Award and the three niche awards — the People Excellence Award, Innovation Excellence Award and Service Excellence Award. The SQA with Special Commendation is conferred to past SQA winners for scaling greater heights of excellence, (five) 5 years after attainment of the SQA.

RULES GOVERNING THE USE OF BUSINESS EXCELLENCE CERTIFICATION AND AWARD LOGOS

Organisations, conferred any of the BE certifications/awards, may use the relevant Certification/Award logo(s). Organisations may use the Certification logo(s) for the period of validity. Awards logo(s) should be used in conjunction with the year of the award.

These logos can only be applied on corporate materials, brochures, publicity materials and premises of the awarded organisation. Materials outside those mentioned here that bear these logos must be submitted to the Business Excellence Secretariat to seek written approval prior to their usage and/or release to the public.

These logos must be used or applied as an entity and not in parts. The graphics and wordings cannot be used separately or in different proportions. The individual elements cannot be enlarged or reduced separately. No distortions or modifications are permitted to either a part or the entire logo. The colours used in these logos must strictly adhere to the specifications in the communication guide.



SINGAPORE QUALITY AWARD

The logo symbolises business excellence in Singapore. The lion head illustrated in fluid and bold strokes represents the drive and dynamism of Singapore organisations ready and capable to take on the global stage.

The words 'SINGAPORE QUALITY AWARD' signify the pursuit of business excellence. The typography conveys the sense of quality with elegance and refinement.

LOGO'S COLOUR GUIDE



SINGAPORE
QUALITY
AWARD



SINGAPORE
QUALITY
AWARD

PANTONE COLOUR

- GOLD
Pantone 871C
- BLACK
Pantone Process Black

PROCESS COLOUR

- GOLD
Process Colour: 20C 25M 60Y 25K
- BLACK
Process Colour: 100K



SINGAPORE
QUALITY
AWARD

-
- BLACK
Pantone Process Black
Process Colour: 100K

LOGO'S COLOUR GUIDE

FULL COLOUR

As far as possible, use the full colour version of the logo and on a light background, preferably white.



BLACK

Where it is not possible to have the logo in colour, the logo should be reproduced in black. Also shown here is the application of the logo in reverse white over a very dark background.



LOGO'S CONFIGURATION

CLEAR SPACE

For the clear reproduction of the logo, a clear space must be maintained. This provides a clean area to ensure the legibility and clarity of the logo.

The clear space will be the letter height of the title.



MINIMUM SIZE

To preserve the clarity of the logo, the logo should not be reproduced smaller than the minimum size of 15mm in height.



INAPPROPRIATE REPRODUCTIONS

BACKGROUND

For clarity of the logo, please maintain good contrast between the logo and the background. Do not place the logo on dark toned or on distracting backgrounds.



LOGO LOCKUP

The logo must be reproduced in its original lockup. The components that make up the logo must not be rearranged in an unauthorised manner.



LOGO RESIZING

The logo must always be resized proportionately.



SINGAPORE QUALITY AWARD SPECIAL COMMENDATION

SINGAPORE QUALITY AWARD (WITH SPECIAL COMMENDATION)

The Singapore Quality Award (with Special Commendation) recognises past Singapore Quality Award winners that have sustained their business excellence journey and attained greater heights of excellence.

YEAR OF AWARD

This is displayed in 'Trajan Pro' font with letter heights equivalent to $\frac{2}{3}X$ and in 80% black.

CLEAR SPACE

Always maintain a clear space of 'X' around the logo. 'X' is the letter height of the title.

MINIMUM SIZE

To preserve the clarity of the logo, the logo should not be reproduced smaller than the minimum size of 17mm in height.





INNOVATION
EXCELLENCE
AWARD



PEOPLE
EXCELLENCE
AWARD



SERVICE
EXCELLENCE
AWARD

Excellence Awards in Niche Standards are for businesses which have attained to the standards in these business capabilities - Innovation, People or Service, they are conferred the respective Excellence Award.

The rules governing the application of these logos follow that of the SQA.

EXCELLENCE AWARD
NICHE STANDARDS

INNOVATION EXCELLENCE AWARD

The Innovation Excellence Award recognises organisations for outstanding innovation capabilities



INNOVATION
EXCELLENCE
AWARD

PEOPLE EXCELLENCE AWARD

The People Excellence Award is the highest accolade given to organisations for people excellence.



PEOPLE
EXCELLENCE
AWARD

SERVICE EXCELLENCE AWARD

The Service Excellence Award recognises organisations for outstanding service capabilities.



SERVICE
EXCELLENCE
AWARD

EXCELLENCE AWARD
NICHE STANDARDS



INNOVATION
EXCELLENCE
AWARD



INNOVATION
EXCELLENCE
AWARD

PANTONE COLOUR

- GOLD
Pantone 871C
- BLACK
Pantone Process Black

PROCESS COLOUR

- GOLD
Process Colour: 20C 25M 60Y 25K
- BLACK
Process Colour: 100K



INNOVATION
EXCELLENCE
AWARD

-
- BLACK
Pantone Process Black
Process Colour: 100K

APPLICATION OF EXCELLENCE AWARD LOGO
NICHE STANDARDS AWARDEE

YEAR OF AWARD

Organisations awarded with the Excellence Award Niche Standards can reproduce the logos on their corporate collaterals with the inclusion of the year of award.

This is displayed in 'Trajan Pro' font with letter heights equivalent to $2/3X$ and in 80% black.



CLEAR SPACE

Always maintain a clear space of 'X' around the logo. 'X' is the letter height of the title.

MINIMUM SIZE

To preserve the clarity of the logo, the logo should not be reproduced smaller than the minimum size of 15mm in height.



SINGAPORE QUALITY CLASS



Singapore Quality Class certifies organisations which have attained a commendable level of performance in three niche standards - Innovation, People & Service. The lion head illustrated in fluid and bold strokes and in a deep green represents the dynamism of a organisation building a firm foundation for growth.

The words "SINGAPORE QUALITY CLASS" with an emphasis on 'SINGAPORE' underscore the high standards that have become synonymous with this nation and convey the commitment towards building a vibrant economy made up of strong local enterprises.

SINGAPORE
QUALITY CLASS

INNOVATION



SINGAPORE
QUALITY CLASS

PEOPLE



SINGAPORE
QUALITY CLASS

SERVICE



Organisations who are recognised to have robust business fundamentals and excellence in a niche area will be conferred the Singapore Quality Class Certification with either People, Service or Innovation.

SINGAPORE
QUALITY CLASS



INNOVATION • SERVICE

SINGAPORE
QUALITY CLASS



INNOVATION • PEOPLE

SINGAPORE
QUALITY CLASS



PEOPLE • SERVICE

Organisations who are recognised to have robust business fundamentals and achievement of excellence in 2 niche areas will be conferred the Singapore Quality Class Certification with a combination of 2 out of the 3 niche areas of People, Service or Innovation.

SINGAPORE
QUALITY CLASS
STAR★



The Singapore Quality Class STAR recognises
Singapore Quality Class (SQC) certified organisations that have
made further improvements in their BE journey.

SINGAPORE
QUALITY CLASS
STAR★



INNOVATION

SINGAPORE
QUALITY CLASS
STAR★



PEOPLE

SINGAPORE
QUALITY CLASS
STAR★



SERVICE

Singapore Quality Class Star with Niche Standards certify organisations which have attained a high level of performance in either one of the niche standards or a combination of two out of the three niche categories.

SINGAPORE
QUALITY CLASS
STAR★



INNOVATION • SERVICE

SINGAPORE
QUALITY CLASS
STAR★



INNOVATION • PEOPLE

SINGAPORE
QUALITY CLASS
STAR★



PEOPLE • SERVICE

Singapore Quality Class Star with Niche Standards certify organisations which have attained a high level of performance in either one of the niche standards or a combination of two out of the three niche categories.

LOGO'S COLOUR GUIDE



PANTONE COLOUR

- GREEN
Pantone 560C
- BLACK
Pantone Process Black
- NICHE
70% Pantone Process Black

PROCESS COLOUR

- GREEN
Process Colour: 90C 30M 70Y 70K
- BLACK
Process Colour: 100K
- NICHE
Process Colour: 70K

LOGO'S COLOUR GUIDE



-
- BLACK
Pantone Process Black
Process Colour: 100K

LOGO'S COLOUR GUIDE

FULL COLOUR

As far as possible, use the full colour version of the logo and on a light background, preferably white.

SINGAPORE
QUALITY CLASS



SINGAPORE
QUALITY CLASS

INNOVATION



SINGAPORE
QUALITY CLASS

INNOVATION • SERVICE



SINGAPORE
QUALITY CLASS
STAR★



SINGAPORE
QUALITY CLASS
STAR★

INNOVATION



SINGAPORE
QUALITY CLASS
STAR★

PEOPLE • SERVICE



LOGO'S COLOUR GUIDE

BLACK

Where it is not possible to have the logo in colour, the logo should be reproduced in black. Also shown here is the application of the logo in reverse white over a very dark background.

SINGAPORE
QUALITY CLASS



SINGAPORE
QUALITY CLASS



INNOVATION

SINGAPORE
QUALITY CLASS



INNOVATION • SERVICE

SINGAPORE
QUALITY CLASS
STAR★



SINGAPORE
QUALITY CLASS
STAR★



INNOVATION

SINGAPORE
QUALITY CLASS
STAR★



PEOPLE • SERVICE

LOGO'S CONFIGURATION

CLEAR SPACE

For the clear reproduction of the logo, a clear space must be maintained. This provides a clean area to ensure the legibility and clarity of the logo.

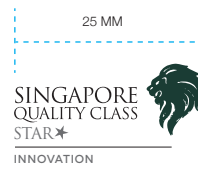
The clear space will be the letter height of the title.



LOGO'S CONFIGURATION

MINIMUM SIZE

To preserve the clarity of the logo, the logo should not be reproduced smaller than the minimum size of 25mm in width.



INAPPROPRIATE REPRODUCTIONS

BACKGROUND

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www.enterprisesg.gov.sg