



# THE GREAT SINGAPORE REPLAY

## Quick Start Guide

TEMASEK



# Table Of Contents

<b>Introduction</b>	<b>3</b>	<b>Design Tools</b>	<b>17</b>	<b>Social Media Guidelines</b>	<b>26</b>
<b>System at a Glance</b>	<b>4</b>	Colour Usage		Social Media Platform Snapshot	
<b>Brand Equities</b>	<b>5</b>	Typography		Social Media Partner Ecosystem	
Brand Mark Naming Conventions		Typography Pointers		Social Media Considerations	
Brand Mark Variations		Typography Do Nots		Social Media Copywriting	
Brand Mark with Partnership Logo Variations		<b>Tone of Voice</b>	<b>21</b>	Tone of Voice Across Partner Platforms	
Brand Mark Space and Size		<b>Photography</b>	<b>22</b>	Social Media Platform: Facebook	
Brand Mark Do Nots		<b>Brand Mark Lockup Placement and Size</b>	<b>23</b>	Social Media Platform: Twitter	
		Print		Social Media Platform: YouTube	
		Digital		Social Media Platform: Direct Video Post	
				Social Media Platform: Share Video Post or Link Post	
				Social Media Design Guidelines : Facebook & Twitter	
				Social Media Platform: Instagram	
				Social Media Design Guidelines : Instagram	
				Content Calendar Framework	
				Additional Information on Hashtags	
				Do's and Don'ts	

# WELCOME TO THE GREAT SINGAPORE REPLAY

Welcome to The Great Singapore Replay, a program designed to inspire the public to rediscover the classics from Singapore's past, reimagined by emerging artists of today and to enable young artists to take centre stage and reach their goals. This document is The Great Singapore Replay Quick Start Guide, a document covering all the basics on bringing the program to life.

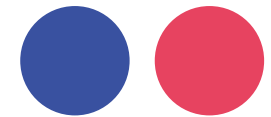
The visual identity system in this guide was built upon a set of Design Principles, reinforcing our history with modernity and purpose. It will guide the creation of designs that can be catered to any context. The Brand Equities (Brand Mark, Naming Conventions, Colour, etc.) plus the Design Principles integrate all our communications so that The Great Singapore Replay becomes one brand with one voice.

We look to you to becoming advocates of the program's vision, and curators of best practices.

Design Principles

- Dynamism
- In the Moment
- Clarity
- Musicality

Brand Equities



Design Tools



Aa  
01

**SET HEADLINES IN  
ROBOTO CONDENSED**

Set subheader with **Roboto Bold**

Use Roboto Regular for body copy, build hierarchy using **Roboto Bold** for emphasis, leading is set at 18pt with font size at 12pt. Tracking set at Zero.

## Brand Mark

The Great Singapore Replay Brand Mark brings together both old and new styles together. Old script typography (RE) meets more modern sans-serif typography (PLAY). The replay icon is a bold circle that holds the marque together with a classic mic – the tool that so many artists have shared across generations.



## Brand Mark Naming Conventions

To maintain a high level of integrity our brand mark needs to be treated with care and respect. It should always be referred to in full.

For ALL communications including official press releases, advertising and public events and/or concerts, the mandatory official brand naming convention is:

### Pop-Up Noise: The Great Singapore Replay

For all social media content, the official hashtag is:  
**#TGSR2017**

## Brand Naming

---

~~A Pop-Up Noise Event: The Great Replay~~

~~A Pop-Up Noise Event: TGSR~~

~~The Great RE-Play~~

~~A Pop-Up Event: The Great Replay~~

## Hashtag

---

~~#TGSR2017~~

~~#TGSGR~~

~~#CSGR~~

## Brand Mark Variations

The neon or coloured brand mark is always the preferred mark for most communications.

Multiple versions of the Brand Mark ensure legibility over a variety of backgrounds – including the secondary colour palette, gradients and use over photography.

Primary Use



### 4 Colour Brand Mark

*This is our primary mark. Always use this mark as it is supplied.*



### Reverse Brand Mark

*Use on colour backgrounds and when set against photography for maximum legibility.*

Restricted Use



### Flat

*Use the flat brand mark when the 4 colour brand isn't legible.*



### Black

*Use in very limited circumstances such as for embroidery, screen printing, etc. or when colour printing is not available.*

## Brand Mark with Partnership Logo Variations

Brand mark and partnership logo variations must follow the same rules and match up, as demonstrated here.

Partner logos reflect each respective brand's status as a quiet enabler rather than an attention grabber.

Primary Use



4 Colour Brand Mark

Restricted Use



Flat

Black



## Brand Mark

### Clear Space

To maximize the visual impact of the Brand Mark, we surround it with clear space. The clear space may be white or the natural colour of the background. This area should be free from other elements including text, graphics, borders or other logos.

### Minimum Clear Space

$X$  = Width of the R  
Apply 1X clear space around all sides of the Brand Mark when possible.



### Minimum Size

To ensure clarity in all spaces, the minimum size of the Brand Mark is **25mm** in printed materials and **160 pixels** in digital environments. The logo proportions should be maintained in all instances.

When the Brand Mark microphone is not legible, use the flat version of the Brand Mark.

### Minimum Size

The minimum size of the Brand Mark is 25mm for print, or 160 pixels in digital applications.



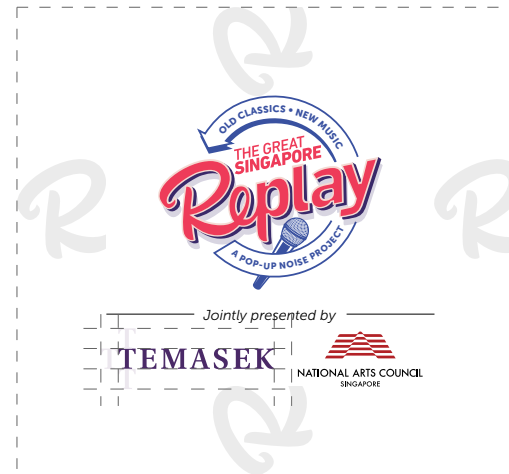
### Note

If final reproduction method (ie. embroidery, silk screening, etc. limits legibility, it is OK to increase the minimum clear space to accommodate.)

## Brand Mark with Partnership Logo

### Clear Space

To maximize the visual impact of the Brand Mark, we surround it with clear space. The clear space may be white or the natural colour of the background. This area should be free from other elements including text, graphics, borders or other logos.



### Minimum Clear Space

$X = \text{Width of the R}$   
Apply 1X clear space around all sides of the Brand Mark when possible.



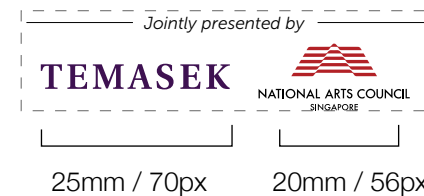
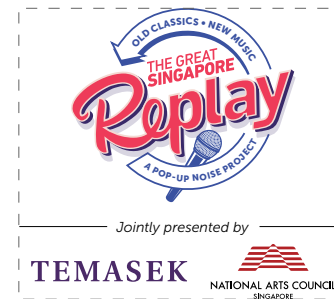
### Minimum Size

To ensure clarity in all spaces, the minimum size of the Brand Mark is **53mm** in printed materials and **151 pixels** in digital environments. The logo proportions should be maintained in all instances.

When the Brand Mark microphone is not legible, use the flat version of the Brand Mark.

### Minimum Size

Scale the Replay and NAC logo based on the minimum size requirement of the Temasek Logo: 25mm for print.



**Note**  
If final reproduction method (ie. embroidery, silk screening, etc. limits legibility, it is OK to increase the minimum clear space to accommodate.)

## Brand Mark Do Not



**Do Not** distort.



**Do Not** place in containing shapes.



**Do Not** change the colour or pattern.



**Do Not** substitute other fonts or change the lettering.



**Do Not** place over busy backgrounds or patterns.



**Do Not** add outlines or borders.



**Do Not** separate the logo elements.



**Do Not** rotate the logo.

## Brand Mark Do Nots



**Do Not** mix elements from different logos together: ie. use the detailed microphone on flat design.



**Do Not** mix or alter partner logos.



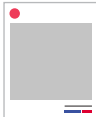


**Do Not** stack partner logos.

## Brand Mark and Brand Mark with Partnership Logos:

### Usage

The following chart indicates what logo to use for each touchpoint. There may be exceptions to these rules, however, so also use your own judgement on distinguishing the most appropriate logo.

Touchpoint	Brand Mark with Partnership Logo 	Brand Mark (without Partnership Logo) 	Partner Logos at Bottom Lock-Up 
Press Release: Print			✓
Press Release: Digital			✓
Video	✓		
Media Interviews: Print			✓
Event Signage			✓
Outdoor (standees, billboards, etc)			✓
Ticketing			✓
Press Ads			✓
KOL Articles		✓	
Website		✓ (Partners included in section of website.)	
Social Media Posts		✓ All social posts to carry tgsr.sg link and #TGSR2017 in post copy. )	

## Brand Mark

### Brand Mark with Partnership Logo

When the partner logos should be displayed prominently, such as for sign-offs, we use the brand mark with partnership logo. Please observe the page on Usage for the complete list of touchpoints.

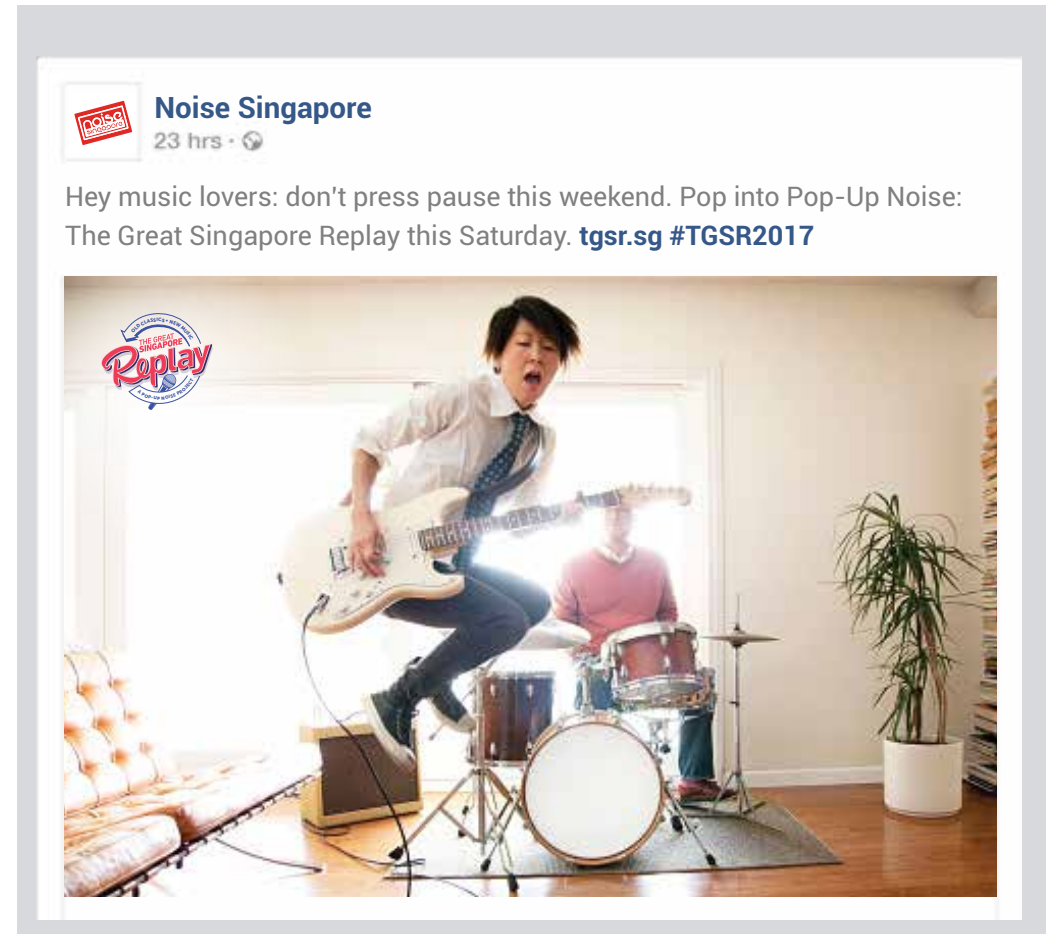


Video Sign-Off

## Brand Mark

### Brand Mark (without Partnership Logo)

Some executions may not include partner logos, particularly in instances where space is at a premium, such as on social media posts.



## Brand Mark

### Partner Logos at Bottom Lock-Up

In some instances, the brand mark appears at the top, while the partnership logos appear at the bottom. Please observe the page on Usage for the complete list of touchpoints.





## Colour Usage

The primary colours for The Great Singapore Replay are **Pantone Coated 2117 C (Blue)** and **Pantone Solid Coated 198 C (Red)**.

### Print

#### Primary Colours



Pantone Solid Coated 2117 C



Pantone Solid Coated 198 C

#### Secondary Colours



Pantone Solid Coated 7478 C



Pantone Solid Coated 319 C



Pantone Solid Coated 109 C



Pantone Solid Coated 1235 C



Pantone Solid Coated 239 C



Pantone Solid Coated 2587 C

### RGB

#### Primary Colours



#3951A0  
R 57 G 81 B 160



#EE3B59  
R 238 G 59 B 89

#### Secondary Colours



#73FFA3  
R 115 G 255 B 163



#41D6D2  
R 65 G 214 B 210



#F9D006  
R 249 G 208 B 6



#FFB10B  
R 255 G 177 B 11



#F41CCB  
R 244 G 28 B 203



#8D4CD3  
R 141 G 76 B 211

## Typography

Consistent use of typography unifies The Great Singapore Replay brand. It works to communicate not only a message, but also how the message is conveyed. Always keep typography clean and simple.

*Roboto Fonts have a wide range of styles that can offer versatile usage - consisting of condensed and regular families. They are legible at small and large sizes and offer a clean and simple look for communication needs.*

### Roboto Family

Roboto Bold Condensed or Roboto Black should be used for all headings and key information.

For headings and "call to actions" it is best suited in Capital letters. Special cases like headers being too long can be used in Sentence Case.

#### Headline: Roboto Bold Condensed

AaBbCcDdEe  
0123456789

#### Set subheader with Roboto Bold

#### Body Copy: Roboto Regular

Use Roboto Regular for body copy, build hierarchy using **Roboto Bold** for emphasis, leading is set at **18pt** with font size at **12pt**. Tracking set at **Zero**.

## Typography

### Typography Pointers:

Always keep type left aligned.

Do not justify type.

Tracking should be set to 0.

Use space-after to create breathing space.

Any type over 48pt should be set with leading equal to the point size of the type.

Build hierarchy by using

Roboto bold for emphasis.

Set body copy in **Roboto Regular**, using sentence case. Keep your tracking set to **Zero**. This paragraph is left aligned, set at **36pt** with **40pt** leading.

## Typography Do Nots

~~Do not set the leading or tracking of either headline or body text too tightly.~~

It doesn't provide enough space for legibility.

~~Do not set the leading of either headline or body text too loosely.~~

It interrupts the flow of the reader.

~~DO NOT SET BODY COPY IN ALL CAPS.~~

Try not to make your copy sound shouty by using all-caps.

~~Do not track text too loosely.~~

It compromises legibility, and adds visual complexity to headlines and paragraphs.

## Brand Voice

### Never Skip a Beat

No iconic brand comes without an iconic tone of voice. We will compose our copy with a youthful voice of today, while still giving a nod to yesterday, too. The right balance between yesterday and today needs to be achieved through the words we select, and the way we phrase our statements. Our mantra? Embrace new communication trends and avoid clichés, repetition and excesses.

### Friendly

**Just the right amount of approachability.**

We want to sound like someone you'd be happy going to a concert with: someone warm, playful and genuine. Our language should never sound forced or unnecessarily artificial.

### Bold

**Not shy in front of an audience.**

We're passionate about music, and it shows. So our writing should be bold – just like our music. That's why we use confident language that is as inspired as we are.

### Inclusive

**Different notes for different folks.**

Like music, language is continually evolving. Today's beat demands shorter, to-the-point messages.

Avoid language that's overly technical and prefer simple phrases that are relatable to our diverse audience.

### Thoughtful

**Not the notes, but the silence in between.**

We want to give meaning to people and help them understand even better. That's why we'll always try to be provocative, thoughtful and insightful to pique their curiosity.



#### **Important Reminder**

*Always speak in the active voice!  
It adds more energy, simplicity and clarity to all our communications.*

## Creative Journeys Unfolding

### Capturing the Creative Process

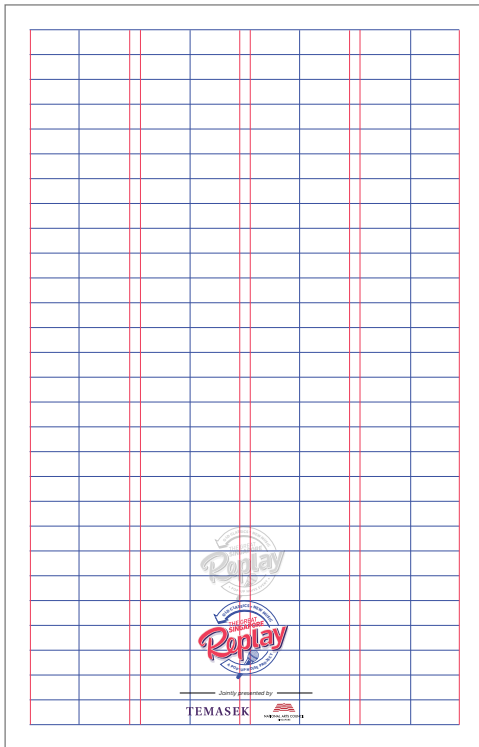
Photography is a powerful medium for storytelling and infusing humanity into an experience. It should be flexible enough to keep a brand fresh over time, and specific enough to pique interest. Our photography represents the journey of creation. We capture scenes that are in-the-moment and teeming with life. We feature those who are in the midst of action, never posing. Slices of real musical expression. Small nuggets of goodness that tell a story. Always natural. Never clichéd.



## Print: Lockup with Partnership Logo Placement and Do Nots

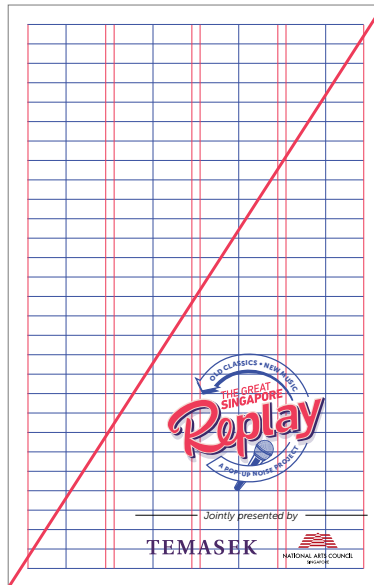
### Correct Lockup Placement and Size

Grey Brand Mark shows the relationship between the Brand Mark and the grid.

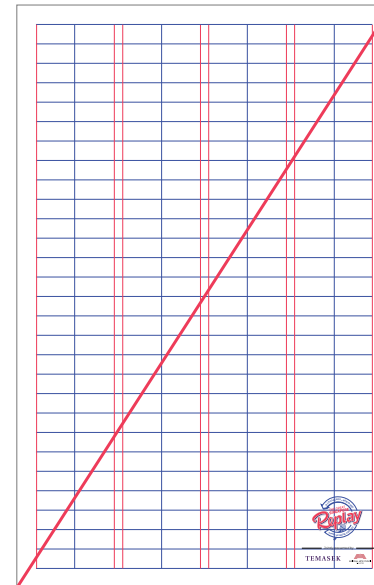


Poster example of 24 inches by 36 inches

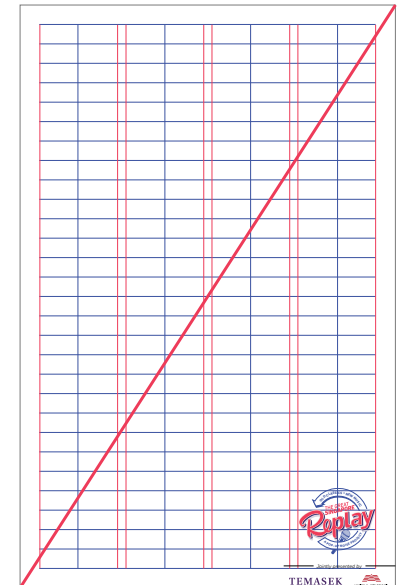
Do Not make the lockup too large



Do Not make the lockup too small



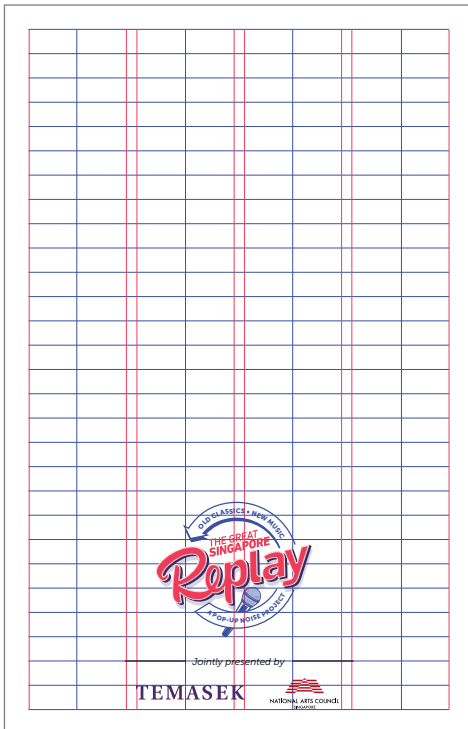
Do Not violate clear space rules



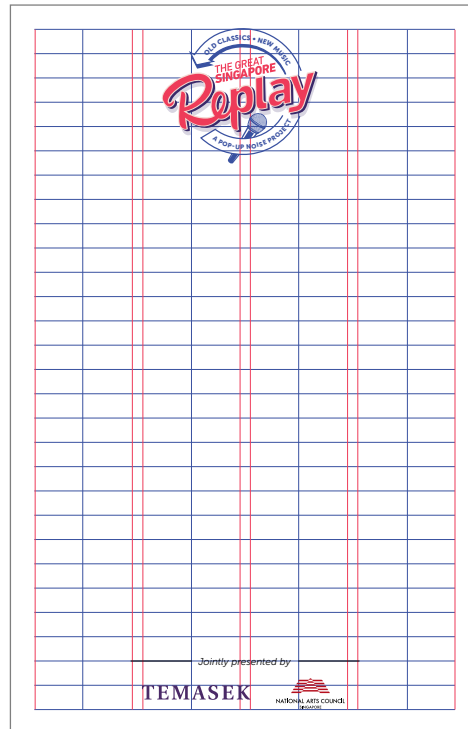
These are examples only. Apply best practices to individual design elements as necessary.

## Print: Lockup with Partnership Logo Placement and Size

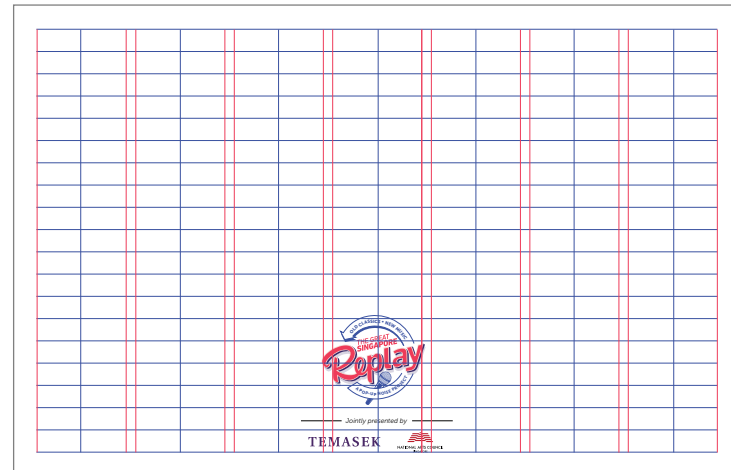
A centered logo is preferred (Portrait)



Partnership logo should appear at the bottom



A centered logo is preferred (Landscape)



Poster example of 24 inches by 36 inches

These are examples only. Apply best practices to individual design elements as necessary.

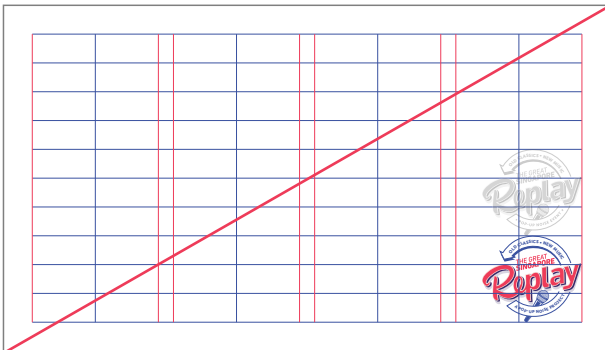


## Brand Mark Lockup

### Digital: Lockup Placement and Size

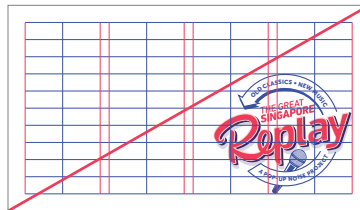
#### Correct Lockup Placement and Size

Grey Brand Mark shows the relationship between the Brand Mark and the grid.

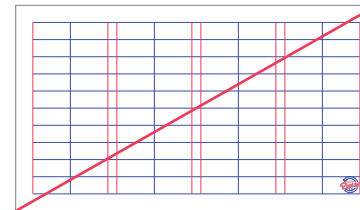


Digital example of 589 pixels by 467 pixels.

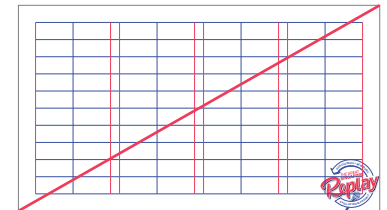
Do Not make the lockup too large



Do Not make the lockup too small



Do Not violate clear space rules



These are examples only. Apply best practices to individual design elements as necessary.

# SOCIAL MEDIA GUIDELINES

## Social Media Platform Snapshot



**Facebook** is the key channel due to its scale across Singapore. It is our biggest window to an audience who may be unfamiliar with the exciting program we are bringing to life.

Facebook will be the main driver of all social content.



**YouTube** is a supporting platform that will allow us to leverage our own film content (webisodes) along with the music videos and sizzle reel.



**Instagram** is a supporting channel for the campaign of special importance due to the fact that our campaign will be reaching out to a younger demographic with an interest in the arts. It's a great place for engaging music clips, and special behind-the-scenes snackable content.



**Twitter** is a supporting channel for the campaign. It serves as the best location to source for advocates, create conversations and help to nurture commentary.

However, each partner will approach each respective platform in a different manner.

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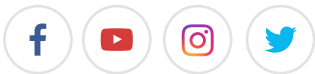
## Social Media Partner Ecosystem

Each partner provides an important role in our communications.



Noise will be driving the majority of content for The Great Singapore Replay. Noise is the best social platform to host the majority of the campaign content, from inspiring people to vote for their favorite song, to sharing the final music videos and webisodes. It will also be the most important driver for getting people to attend all events.

Key Platforms:



The only channel publishing video content related to the campaign on Youtube will be Noise.



NATIONAL ARTS COUNCIL  
SINGAPORE

The National Arts Council will share, comment or engage with content published via Noise. They may also publish some limited original content about the partnership. However the main focus will be on the Noise social profiles.

Key Platforms:



TEMASEK

Temasek will share, comment or engage with content published via Noise. They may also publish some limited original content about the partnership. However the main focus will be on the Noise social profiles. Temasek may also focus on how they empower young Singaporean artists by providing them with the platform for expression nationwide or on how the campaign showcases the organisation's core values.

Key Platforms:



## Social Media Considerations

The Great Singapore Replay social media component of the overall quick start guide is a holistic system, functioning uniquely across paid, owned and earned media.

Each property has a different KPI guiding the objective of the design.

Facebook 20% rule creates strict limits on how we're able to use type or incorporate branding\*.

Approaches are not rigid – as situations arise, TGSR elements can adapt to the new channel formatting or messaging and branding needs into the future.

\* While the 20% rule has been eliminated by Facebook, visuals with more text receive lower distribution. As such, for this campaign, we will adhere to the rule.



## Social Media Considerations

For photography, please remember to view the branding guidelines on **page 17** and remember these additional points for social media:

- Authentic: never staged or fake.
  - Unadulterated: resist the temptation to incorporate unnecessary photo effects or filters.
  - Genuine: should never feel like stock photography.
  - Purposeful: each photo should have a purpose: resist the urge to share event photos with just crowds of people.
  - Inspiring: inspires you to take action and showcases human achievement.
  - When possible, a human element helps bring a photo to life, even if only a hand, a leg, or a blurry figure in the background.
  - TGSR photographs should maintain a consistent look and feel within each channel.
- 





## Social Media Copywriting


For social media copywriting, please remember to view the branding guidelines about the importance of our four key attributes: Friendly, Bold, Inclusive and Thoughtful.


On social media always keep the copy crisp, stay in the active voice, and make the content fun and relatable. The following are a few examples.


Please follow the guide on hashtags on **page 6**.


 What are friends for, if not to share a great concert together?

 We've fallen in love with 80s indie rock all over again. Check out how Johnny Koh made retro sounds new all over again with a little help from Susan Goh.

 Life's too short to listen to boring music. See what happens when Singapore's legendary Bryan Foong strikes a chord with emerging pop-star Sarah Wu in this week's Great Singapore Replay.


 They don't spot music trends – they make them! Meet the classic artists who will be collaborating with the chart-toppers of tomorrow!

 They don't spot music trends – they make them! Meet the classic artists who will be collaborating with the chart-toppers of tomorrow!

 Don't press pause this weekend. Pop-Up Noise: The Great Singapore Replay has arrived!

## Tone of Voice Across Partner Platforms

When writing social media content for Temasek, National Arts Council and Noise social platforms, the values we all share should shine through. Shared values like enabling young people to reach their goals, celebrating Singapore’s rich and diverse creative talent pool, and our shared ambition to build the next generation of creative leaders.



**Important Reminder**  
*Always speak in the active voice!  
It adds more energy, simplicity and clarity to all our communications.*

Follow our **four simple rules** of engagement:

### Disclose

Your honesty – or dishonesty – will be quickly noticed in the social media environment. Please represent TGSR and all its partners ethically and with integrity. Your presence on social media must be transparent, truthful, genuine and authentic.

### Protect

Take extra care to act respectfully both to TGSR and all its partners. Do not publish online content that could be opposed to the values of all partners. Avoid gossip, secrets, criticizing other festivals or oversharing.

### Common Sense

Add value by being thought-provoking and helpful. Be genuine and use common sense.

### Be True to TGSR

Remember to follow the overarching tone of voice focusing on friendliness, boldness, inclusiveness and thoughtfulness.

Follow our **four simple rules** on tone of voice:

### Friendly

**Just the right amount of approachability.**

We want to sound like someone you’d be happy going to a concert with: someone warm, playful and genuine. Our language should never sound forced or unnecessarily artificial.

### Bold

**Not shy in front of an audience.**

We’re passionate about music, and it shows. So our writing should be bold – just like our music. That’s why we use confident language that is as inspired as we are.

### Inclusive

**Different notes for different folks.**

Like music, language is continually evolving. Today’s beat demands shorter, to-the-point messages.

Avoid language that’s overly technical and prefer simple phrases that are relatable to our diverse audience.

### Thoughtful

**Not the notes, but the silence in between.**

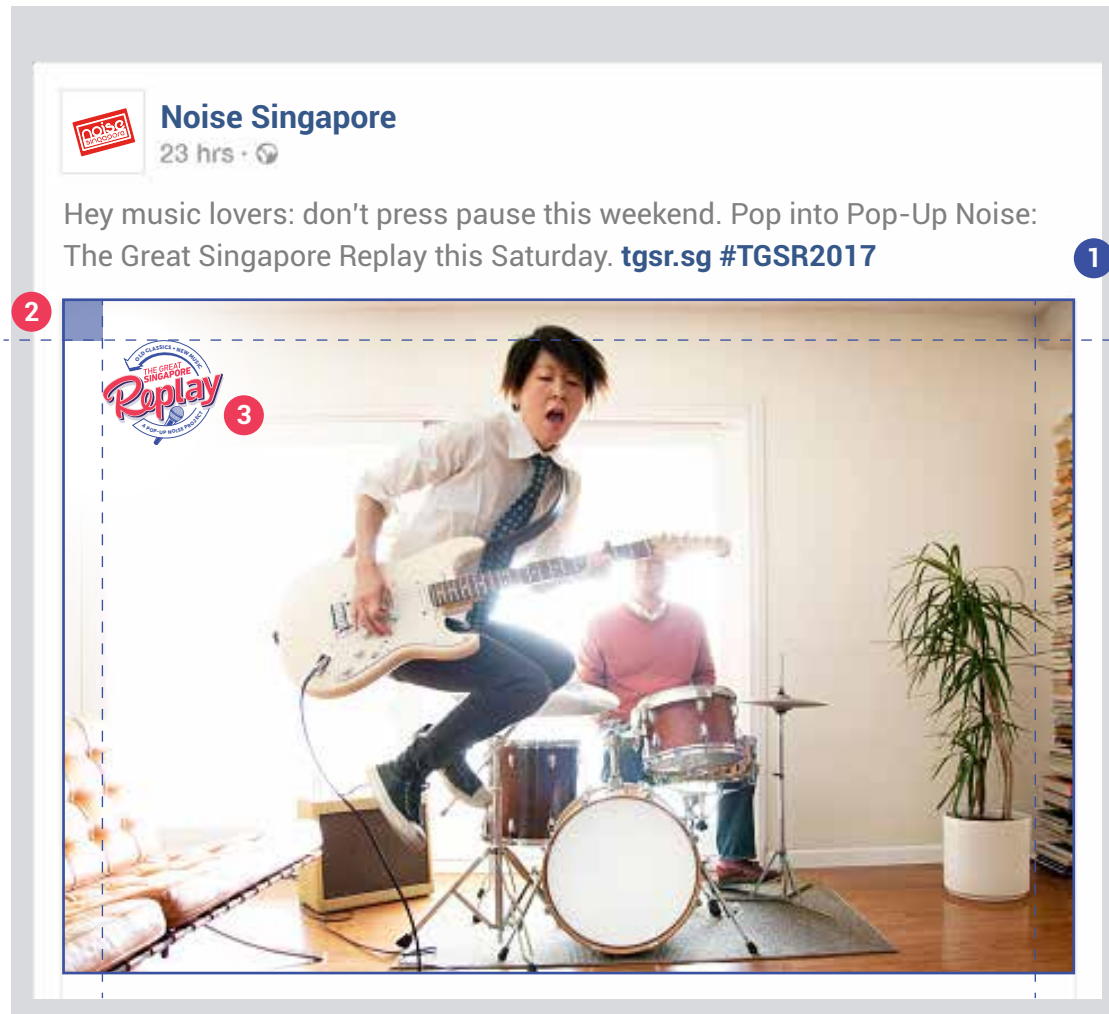
We want to give meaning to people and help them understand even better. That’s why we’ll always try to be provocative, thoughtful and insightful to pique their curiosity.



## Social Media Platform: Facebook

**Direct Facebook Post**  
1200px x 900px

Each page should follow this basic placement for design.



### Status Copy

- 1 Post link to be included in copy.  
  
Official hashtag to be included. #TGSR2017

### Logo Specifications

- 2 Margins (top/bottom/sides)  
38px
- 3 Logo  
160px X 139px

These are examples only.  
Apply best practices to individual design elements as necessary.

## Social Media Platform: Facebook

Shared Link Facebook Post  
1200px x 628px

Each page should follow this basic placement for design.

TEMASEK **Temasek**  
23 hrs · 🌐

Hey music lovers: don't press pause this weekend. Pop into Pop-Up Noise: The Great Singapore Replay this Saturday. [tgsr.sg](#) **#TGSR2017**

**1**

**2**

**3**

**Yesterday's classics. Tomorrow's hit singles.**  
Pop-Up Noise: The Great Singapore Replay has arrived!  
Jointly presented by Temasek and National Arts Council Singapore.

The Great Singapore Replay

👍 Like    💬 Comment    ➦ Share

### Status Copy

- 1** Post link to be included in copy.

Official hashtag to be included. #TGSR2017

### Logo Specifications

- 2** Margins (top/bottom/sides)  
38px
- 3** Logo  
160px X 139px

These are examples only.  
Apply best practices to individual design elements as necessary.

## Social Media Platform: Twitter

**Direct Twitter Post**  
1024px x 512px

Each page should follow this basic placement for design.



### Status Copy

- 1 Post link to be included in copy.

Official hashtag to be included. #TGSR2017

### Logo Specifications

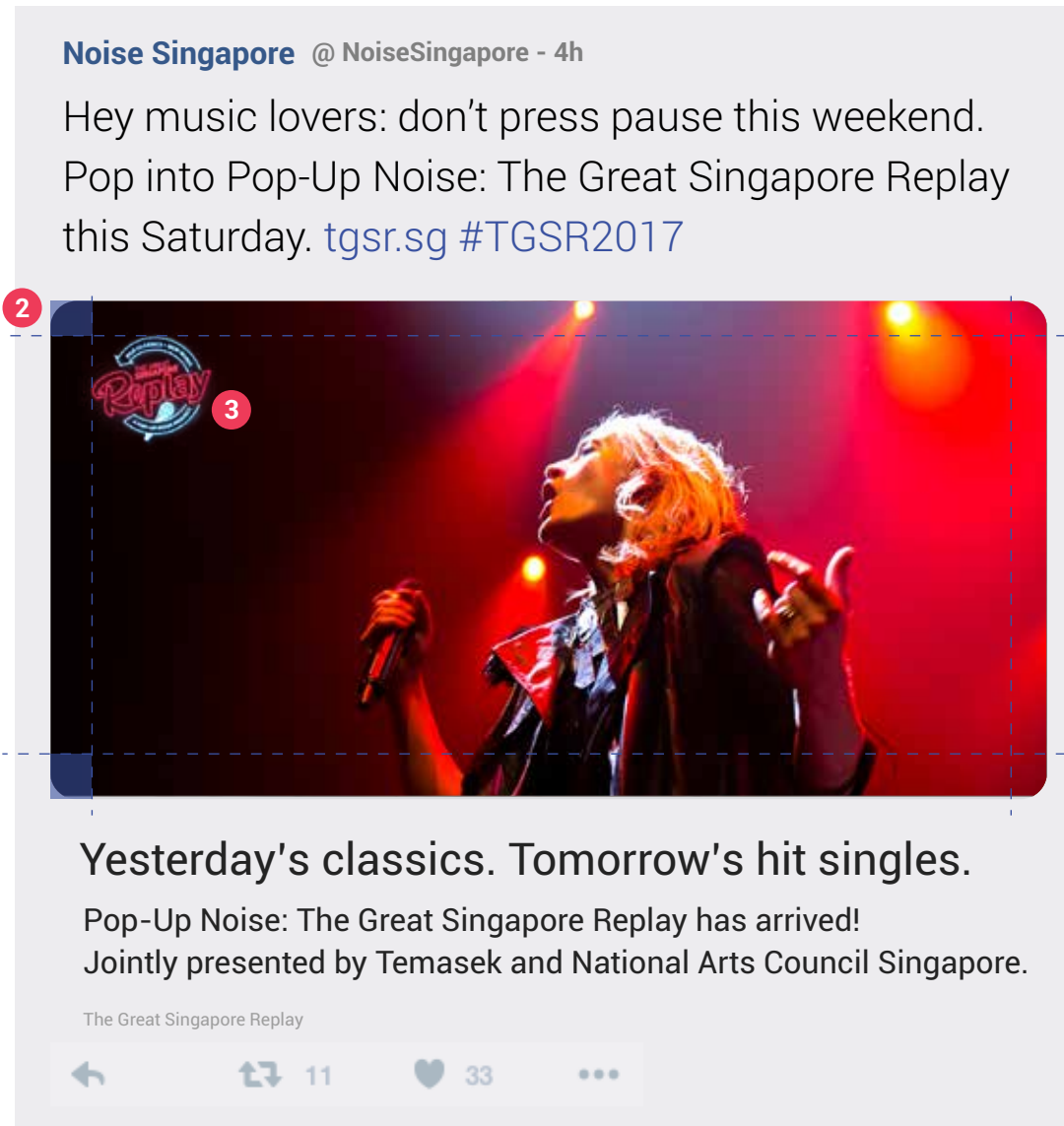
- 2 Margins (top/bottom/sides)  
38px
- 3 Logo  
160px X 139px

These are examples only.  
Apply best practices to individual design elements as necessary.

## Social Media Platform: Twitter

Shared Link Twitter Post  
1200px x 480px

Each page should follow this basic placement for design.



### Status Copy

- 1 Post link to be included in copy.

Official hashtag to be included. #TGSR2017

### Logo Specifications

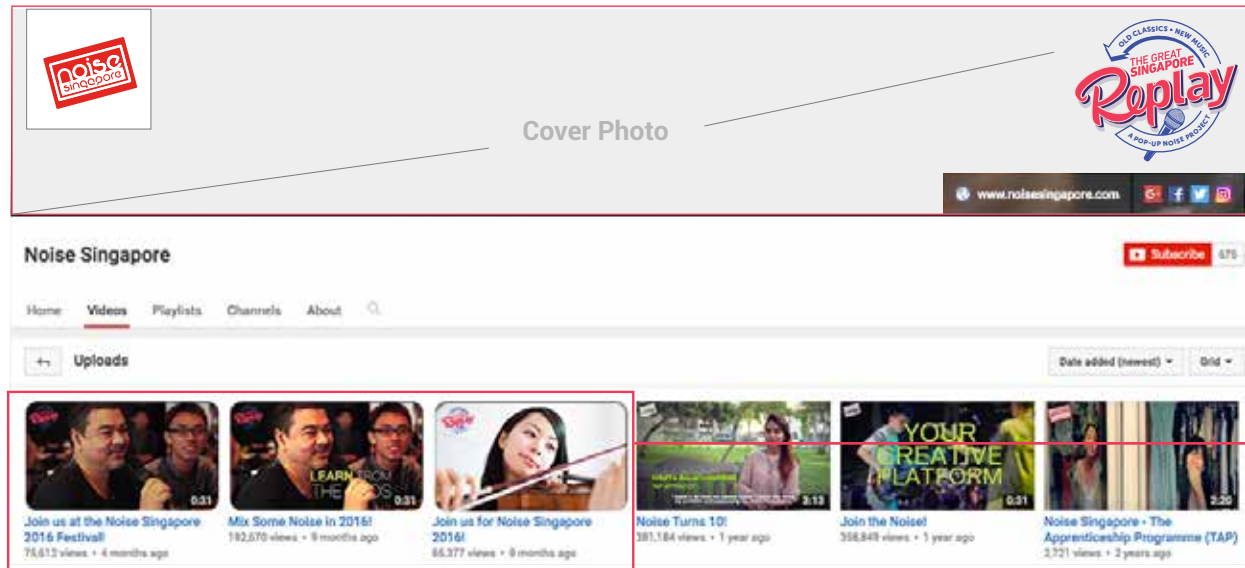
- 2 Margins (top/bottom/sides)  
38px
- 3 Logo  
160px X 139px

These are examples only.  
Apply best practices to individual design elements as necessary.

## Social Media Platform: YouTube

**YouTube Cover Photo**  
1853px x 306px

Each page should follow this basic placement for design.



### Cover Photo Logo Placement

Logo placement to be at top right corner of the visual.

Neon is preferred on dark background.

Avoid the logo from touching the social share bar in Youtube.

### Video Screen Logo Placement

Logo placement to be at top left corner of the visual.

Use flat version of the logo for better visibility.

### Photos

Round corner screen to differentiate the video to others.

These are examples only.  
Apply best practices to individual design elements as necessary.

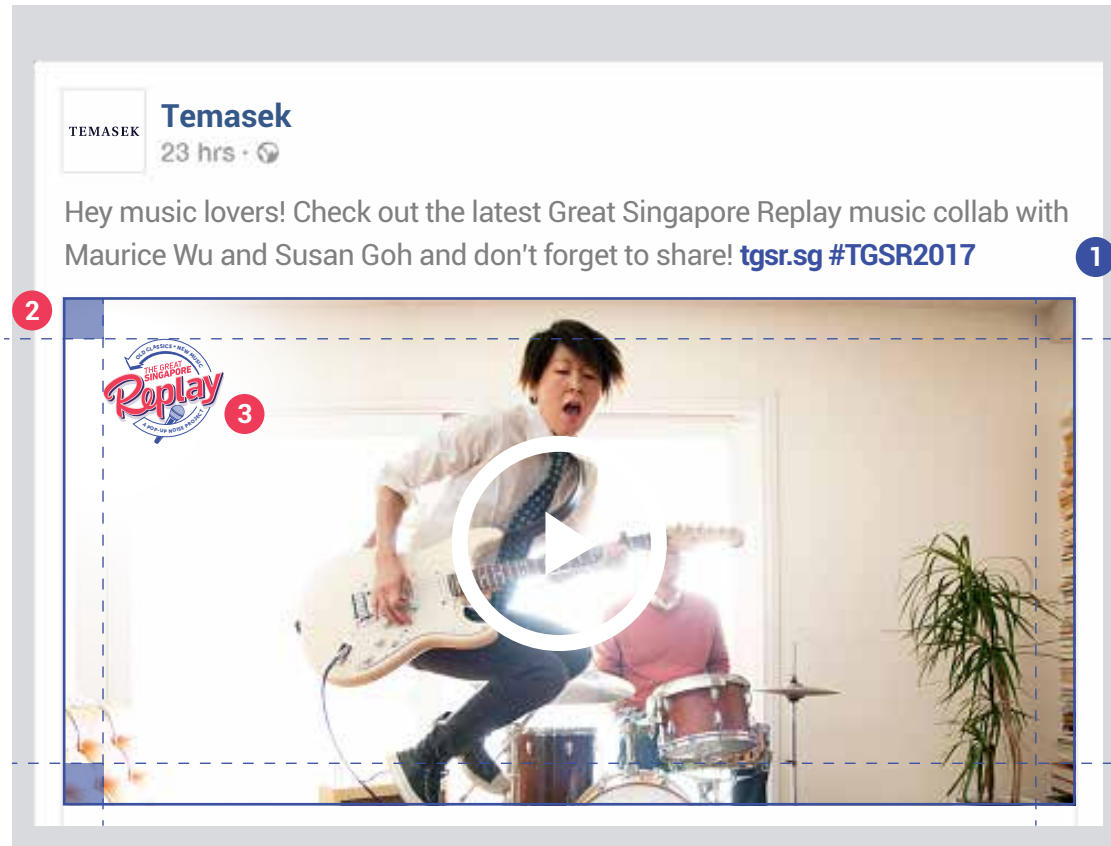
# Social Media Platform: Share Video Post or Link Post

For Facebook, Twitter  
and Instagram

**Video Size**  
1200px x 675px

All video content not posted to Noise social profile should be posted as links or shared posts.

Each page should follow this basic placement for design.



## Status Copy

- 1 Post link to be included in copy

Official hashtag to be included. #TGSR2017

## Logo Specifications

- 2 Margins (top/bottom/sides) 38px
- 3 Logo 160px X 139px

These are examples only.  
Apply best practices to individual  
design elements as necessary.



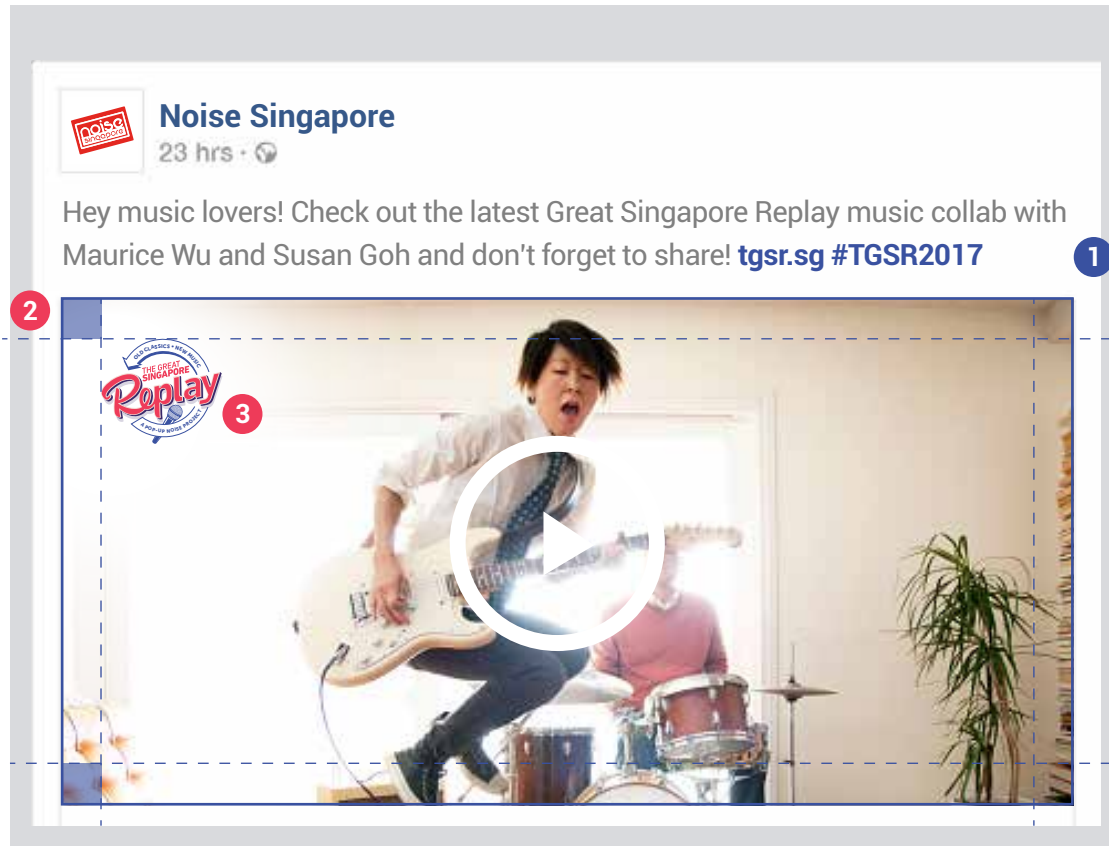
## Social Media Platform: Direct Video Post

For Facebook, Twitter,  
YouTube and Instagram

**Video Size**  
1200px x 675px

Video content posted on Noise social profile should be posted natively and not as links or shared posts.

Each page should follow this basic placement for design.



### Status Copy

- 1 Post link to be included in copy

Official hashtag to be included. #TGSR2017

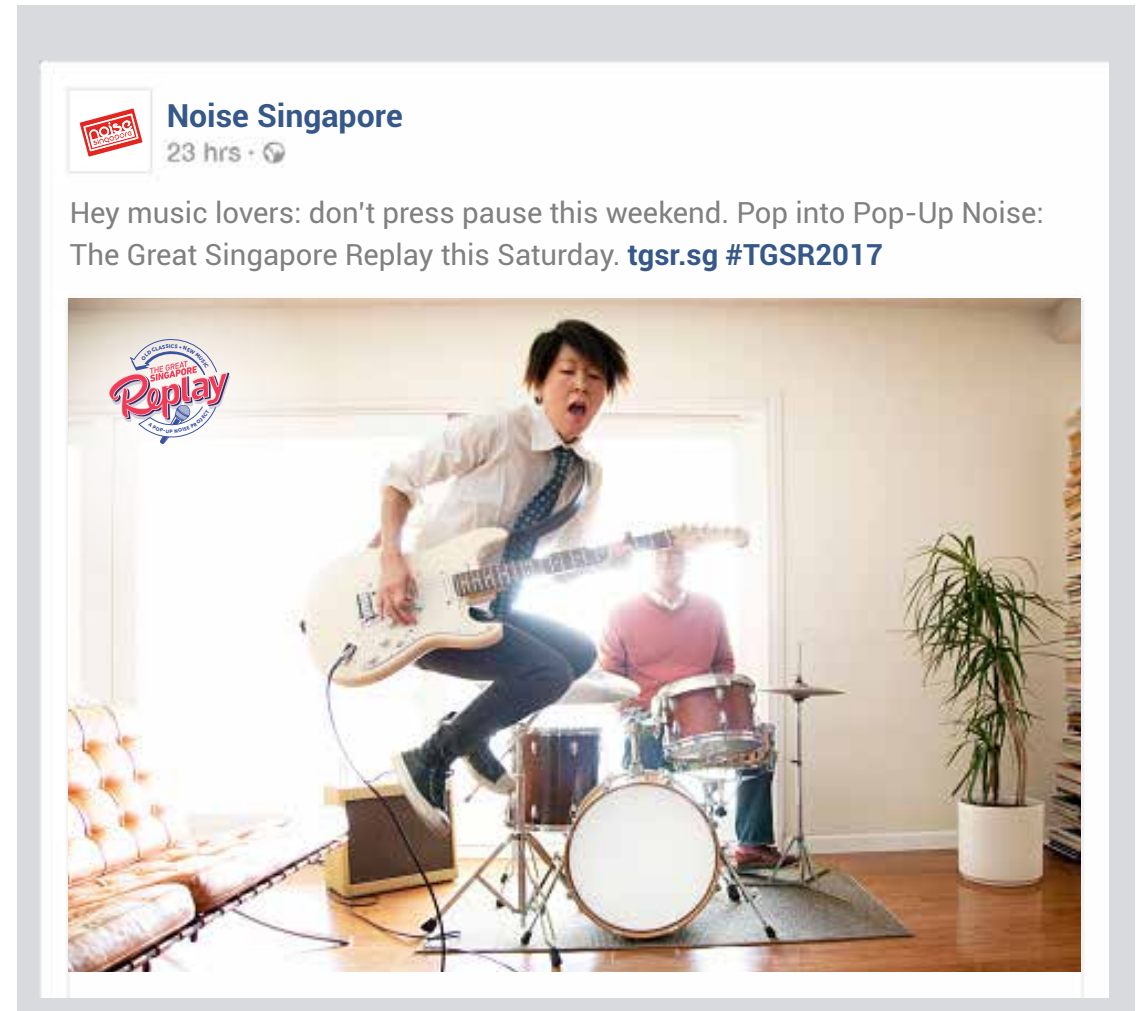
### Logo Specifications

- 2 Margins (top/bottom/sides) 38px
- 3 Logo 160px X 139px

These are examples only.  
Apply best practices to individual design elements as necessary.

## Social Media Design Guidelines: Facebook & Twitter

- Shows a sense of energy, musicality or engagement.
- Natural, real and 'in the moment'.
- Positive and upbeat, no artificial poses or expressions.
- Always feature an artistic element and/or twist relevant to the message
- Not too cluttered or busy and easily scalable to different sizes.
- Any filters should follow the grading of the webisodes.
- Sensitive and respectful to all.





## Social Media Platform: Instagram

### Instagram Post Size

1080px x 1080px

Each post must use consistent design and adhere to the placement



Maintain a square visual for consistency  
1080px x 1080px

Official hashtag on every post in Instagram  
#TGSR2017

## Social Media Design Guidelines: Instagram

- Natural and real images that are well composed and subtly enhanced with Instagram tools such as filters and saturation.
- Images should look like they're shot from a phone camera as opposed to a professional camera.
- No overt logo or branding. Subtle elements like hashtags are allowed when deemed necessary.
- Interesting, unusual crops.
- Positive and upbeat, no artificial expressions.
- Visually arresting.
- Not cluttered or busy.
- Sensitive and respectful to all.



## Content Calendar Framework

As the program is launched, the purpose of our social communications must change to meet audience expectations and accomplish specific marketing tasks.

### Content Category

#### Voting

Content focusing on getting the public to vote on their favorite songs.

#### Events

Content driving people to attend the events, along with the big concert finale.

#### Webisode & Articles

All film and written content around the webisodes and songs.

Content Emphasis	Phase 1	Phase 2	Phase 3.1	Phase 3.2
Voting	High	Low	Low	Low
Webisodes & Articles	Medium	High	High	Low
Events	Low	Medium	Medium	High

## Additional Information on Hashtags

For ALL communications including official press releases, advertising and public events and/or concerts, the mandatory official brand naming convention is:

### Pop-Up Noise: The Great Singapore Replay

For all social media content, the official hashtag is:

**#TGSR2017**

**#TGSR2017**

Builds brand equity for new audiences and helps make the campaign more searchable and sharable across different social platforms.

Ensure letters are capitalized for easier recognition.

Can be used with additional partner hashtags when needed.

Ensure content links back to TGSR website or partner pages.

## Do's and Don'ts

The following is a general list of do's and don'ts regarding all social content.

### Do

- Create content according to TGSR brand voice
- Adhere to overall brand & social strategies
- Listen to your audience and identify the most resonant topics
- Pay attention to upcoming events or trends that we could tap into
- Ensure you have adequate social ad support for key pieces of content (organic reach is often inadequate, particularly on platforms like Facebook)
- Do manage your social communities and feedback
- Use the social media template for all pictorial content you develop

### Do Not

- Post a high volume of content without consideration for its quality (ie. does not match the brand voice)
- Post a high volume of repeated content (ie. event footage)
- Post information that does not reflect the overall campaign (individual artist promos, individual bios, etc. without laddering back to the overarching campaign).



For queries surrounding these guidelines or for any additional graphic assets, please contact **[teamztgsr@zenogroup.com](mailto:teamztgsr@zenogroup.com)**