



Brand Guidelines

UPDATED 11/01/2025



www.pcs.org.sg



About PCS

PCS offers a wide range of services in areas of senior services and special needs services, including a special needs school, training institute for the special needs community, home care service for frail and homebound seniors, residential home for vulnerable teenage girls, youth-at-risk programme, emergency relief scheme and other services to meet the multi-generational social needs of the community.

PCS has been approved as an Institution of a Public Character (IPC) under the Charities Act (Cap 37) which enables us to issue tax-deductible receipts for donations.

PCS is also a foundation member of St Luke's Hospital.

Vision

That we will honour and magnify the name of our Lord through the services of PCS

Mission

To meet the challenges and needs of the community in Christian witness to touch lives.



Leadership Values

- Leadership by Example
- Integrity that is Earned
- Servanthood with a Heart
- Quality that Exceeds Expectations

Strategic Positions

- Education and Prevention
- Early Detection and Intervention

Service Values

- Purpose with Passion
- Care with Commitment
- Service with Significance

Strategic Thrusts

- Shaping a Values-Inspired Culture (Character)
- Embracing an Inclusive Ethos (Compassion)
- Ensuring Sustainable Services (Cost-effectiveness)
- Developing Innovative Initiatives (Creativity)



CONTENT

Brand Identity

- 1.1 Brand Pillars & Intent
- 1.2 Brand Signature
- 1.3 Emblem Signature
- 1.4 Colour Guidelines
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- 1.6 Typeface

Visual System

- 1.7 Collaterals
- 1.8 Social Media
- 1.9 Uniforms

1.1 Brand Pillars & Intent



The Symbolism of the Burning Bush

The burning bush is a biblical symbol that represents God’s miraculous presence, sacred light and transformative love. Rooted in the story from Exodus 3:2-5, it serves as a reminder of divine purity, clarity and the enduring call to faith.

Brand Pillars

Spiritual Significance. This symbol reflects God’s miraculous work in the lives of individuals through the Holy Spirit.

The three reach-out branches social group pillar

- 1 SENIORS
- 2 YOUTH
- 3 SPECIAL NEED

Embracing the resilience to serve and faithfully follow His path even in the face of challenges.

Brand Intent

The colours of the logo—red and green—enhance its message with their powerful symbolism:

- **Heartfelt Red:** Represents passion, love, and a deep commitment to creating positive change.
- **Nature’s Green:** Reflects growth, renewal, and a commitment to sustainability in the charity’s mission.

Together, the burning bush and its colours encapsulate PCS’ vision of enduring hope, transformative action and faith-driven impact.



BRAND IDENTITY

1.2 Brand Signature

Brand Signature

The brand signature comprises the PRESBYTERIAN COMMUNITY SOCIAL SERVICES type to be apply as the primary lock-up.

We refer to the combined elements as the 'brand signature' throughout this guide.

All elements in the brand signature are fixed by design and should not be altered.





BRAND IDENTITY

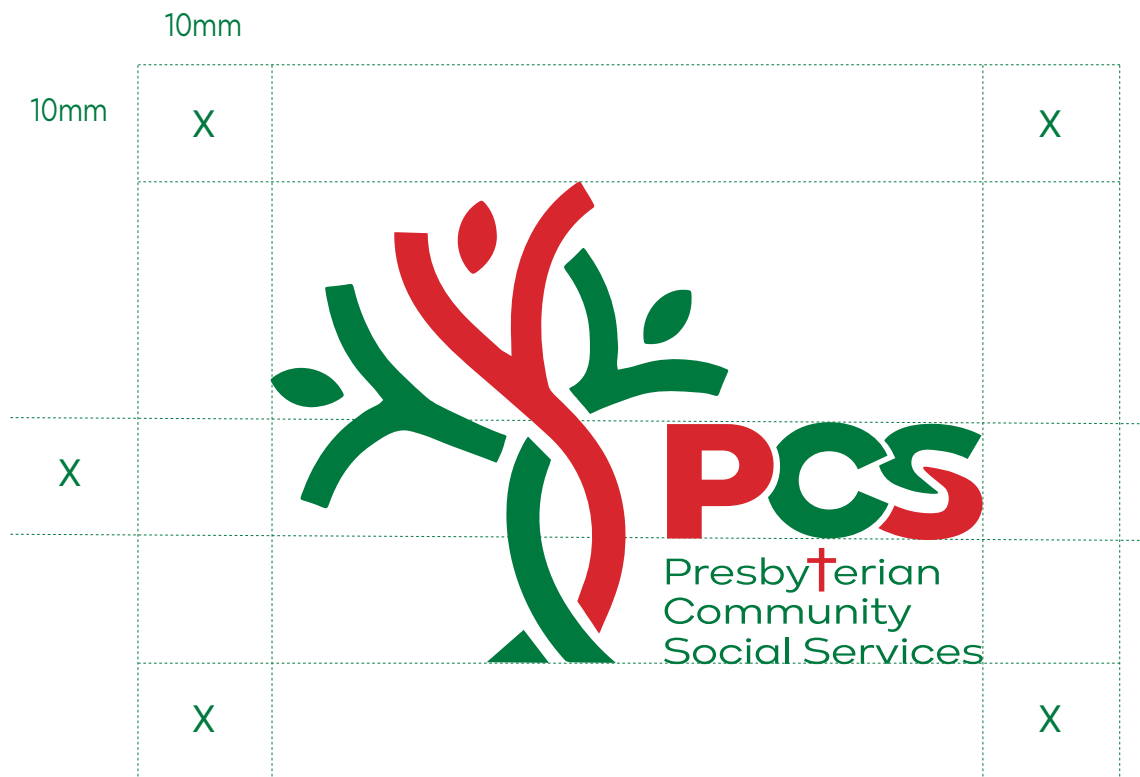
1.2 Clear Space

Clear Spacing

When using the brand signature, the recommended clear space must be applied around it to ensure clarity and maintain the visual integrity of our brand.

The height from the top to bottom of the brand signature refers to X.

The specified X should be used as the exclusion zone on all sides of the brand signature.





BRAND IDENTITY

1.3 Emblem Signature

Emblem Signature

PRESBYTERIAN COMMUNITY SOCIAL SERVICES emblem signature to be used as a secondary sub-header that element fit in instances, where space application determine. (e.g. landscape layouts or website headers).

We refer to the combined elements as the 'emblem signature' throughout this guide.

All elements in the emblem signature are fixed by design and should not be altered.





BRAND IDENTITY

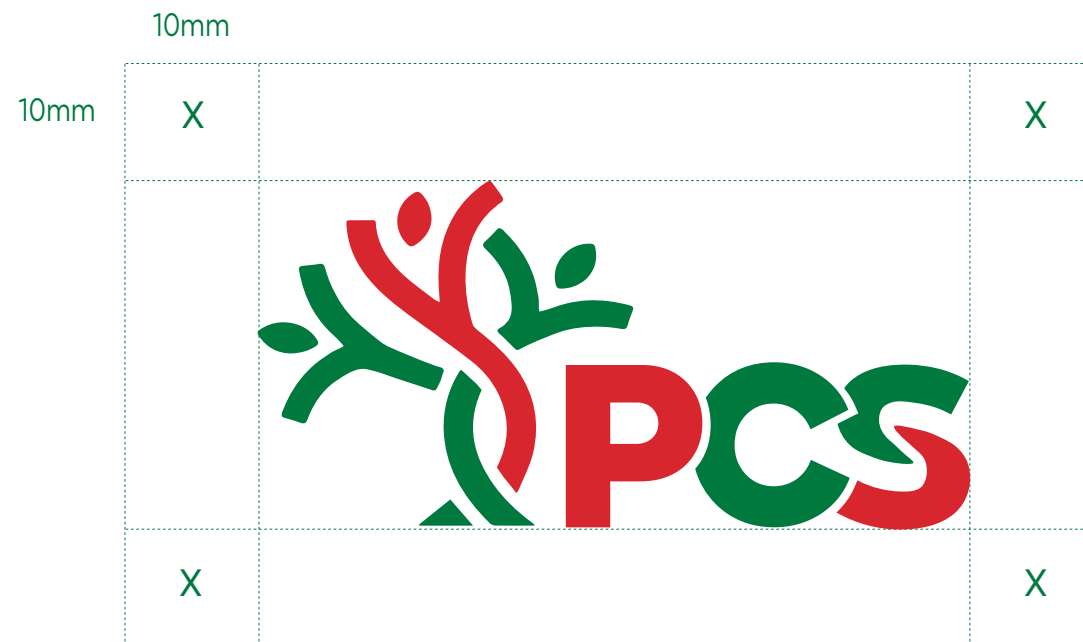
1.3 Emblem Clear Space

Clear Spacing

When using the emblem signature, the recommended clear space must be applied around it to ensure clarity and maintain the visual integrity of our brand.

The height from the top to bottom of the brand signature refers to X.

The specified X should be used as the exclusion zone on all sides of the emblem signature.





BRAND IDENTITY

1.4 Colour Guidelines

Colour Guidelines

Our primary brand colour:

Heartfelt Red: Represents passion, love, and a deep commitment to creating positive change.

Nature's Green: Reflects growth, renewal, and a commitment to sustainability in the charity's mission.

These are the colour specifications of the brand signature variations to create the physical or digital assets that are aligned with our brand.

 **Heartfelt Red** (Pantone 1795)
C008 M098 Y092 K002



 **Nature's Green** (Pantone 7732)
C093 M027 Y100 K016



 **Black**
C000 M000 Y000 K100





BRAND IDENTITY

1.5 Variations Guidelines

Variations Guidelines

There are official logo variations of the brand signature. Wherever possible, the brand signature should be presented in full colour.

Where the circumstances do not permit the presentation of the brand signature in full colour, the other options, such as White and Reverse, can be considered.





BRAND IDENTITY

1.5 Emblem Variations Guidelines

Variations Guidelines

There are official logo variations of the brand signature. Wherever possible, the brand signature should be presented in full colour.

Where the circumstances do not permit the presentation of the brand signature in full colour, the other options, such as White and Reverse, can be considered.





Typeface

The official typeface for text is Kinetika. It is distinctive, corporate and highly legible.

It comes in different weights to provide versatility for application. Some examples of usage:

- Header text are to be set in Kinetika Heavy.
- Kinetika family to be use as body text.
- Captions and small areas of text are to be set in Kinetika Light.

BRAND IDENTITY

1.6 Typeface

HEADER FONT

Kinetika Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BODY TEXT

Kinetika Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Kinetika Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Kinetika Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Kinetika Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Kinetika Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Kinetika Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



VISUAL SYSTEM

1.7 Collaterals

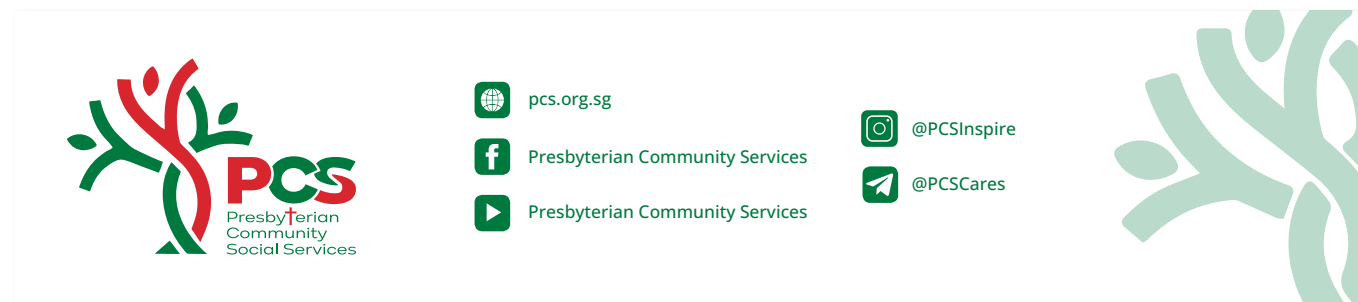
Digital Banner

Digital banners are essential for online marketing and communication. They should adhere to the brand's color palette, typography, and imagery style. Banners used in email campaigns or on websites should be visually appealing, concise, and aligned with the overall brand message. Ensure that the banners are optimized for different screen sizes and devices to maintain consistency and readability across various platforms.

Opt. 1



Opt. 2






Social Media

Social media visuals should align with the brand's overall aesthetic and messaging. For platforms like Facebook, Instagram, and YouTube, visually appealing graphics, engaging videos, and captivating images can be used. Ensure that the content is optimized for mobile viewing. For Telegram, a more text-based approach can be effective, using clear and concise messages. Remember to maintain a consistent brand voice and tone across all social media platforms.

VISUAL SYSTEM

1.8 Social Media

Ratio 1:1 & 9:16 (Instagram, Facebook, LinkedIn)



Empowering Every Ability

Providing people with special needs the ability to thrive at work

“
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy “

— James, 30






Give the Gift of Hope

"This Christmas, let's give back. Donate to support our elders, children, and those with special needs."

Compassionate Care, Reliable Support

How our medical escorts pave the way to healthcare for seniors with mobility concerns

Story of Shan Wei



VISUAL SYSTEM

1.8 Social Media

1280 x 720 px (YouTube Cover)

Social Media

Social media visuals should align with the brand's overall aesthetic and messaging. For platforms like Facebook, Instagram, and YouTube, visually appealing graphics, engaging videos, and captivating images can be used. Ensure that the content is optimized for mobile viewing. For Telegram, a more text-based approach can be effective, using clear and concise messages. Remember to maintain a consistent brand voice and tone across all social media platforms.



Ensuring Safe and Timely Healthcare Access for Seniors

Story of Shan Wei



VISUAL SYSTEM

1.9 Uniforms (Staff)

Logo Applications

These are the recommended colour variations when using the brand signature against different coloured backgrounds.

The brand signature should be in full colour or white when using against dark coloured backgrounds.

The application of the Reverse brand signature will be assessed on a case-by-case basis.



Front

Back



Front

Back

VISUAL SYSTEM

1.9 Uniforms (Volunteer)

Logo Applications

These are the recommended colour variations when using the brand signature against different coloured backgrounds.

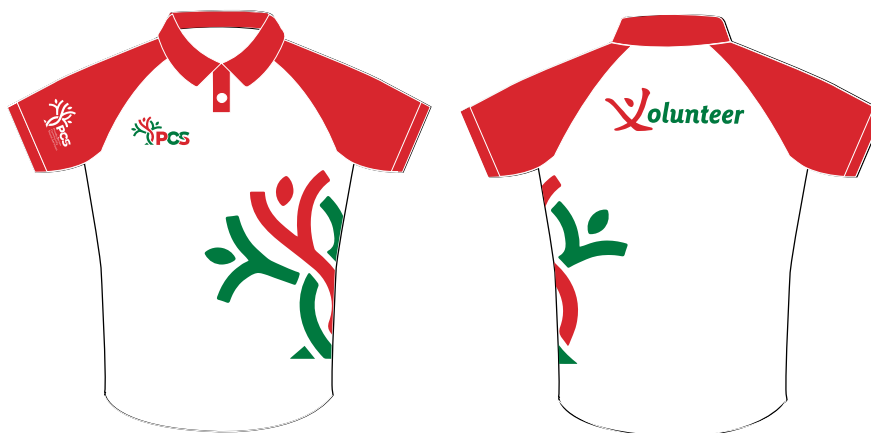
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Front

Back



Front

Back

CONTENT

Framework

- 2.1 Framework Architecture
- 2.2 Seniors Services
- 2.3 Special Needs Services
- 2.4 Youth Services
- 2.5 Community Support Services
- 2.6 Framework Mapping



FRAMEWORK

2.1 Framework Architecture

Framework

Services Framework Architecture drive the corporate brand initiative to achieve its key objectives:

Encompasses the differentiate long-term positioning focus of each **SENIORS, YOUTH, SPECIAL NEED** and **COMMUNITY SUPPORT** social group.

The variations of the brand signature. Wherever possible, the brand signature should be presented in full colour.



Engage and empower seniors to age-in-place the H.I.P. way (Healthily, Interdependently, and Purposefully) for as long as possible.



Equip and empower the special needs community with education and a continuum of care, beyond their formal schooling years Provide curated educational, vocational training, and support programmes to benefit their educators and caregivers.



Equip youths in need or at risk with support and a safe environment for them to learn how to overcome adversities and succeed in daily learning and living.



Foster early detection and intervention to support at-risk seniors and their families referred by our Active Ageing Centres (AACs), and provide temporary financial assistance to individuals and families without discrimination. These services are provided through our AACs.



FRAMEWORK

2.2 Framework Architecture

Framework

Services Framework Architecture drive the corporate brand initiative to achieve its key objectives:

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The variations of the brand signature. Wherever possible, the brand signature should be presented in full colour.



SENIORS SERVICES



HOME CARE SERVICES

Supports frail and homebound seniors through home help services such as our Medical Escort & Transport (MET), Meals On Wheels (MOW), and Interim Caregiver Service (ICS).



ACTIVE AGEING CENTRES

Enables seniors to lead Healthy, Interdependent, and Purposeful (H.I.P.) lives by providing them with a vibrant environment. Each AAC is staffed with a social worker.



MAINTENANCE DAY CARE CENTRES

Provides seniors with a full-day care programme that aims to promote aging in place for the service user in our community.



COMMUNITY OUTREACH PROGRAMME FOR ELDERLY

Provide programmes that would enhance the life of the senior and in turn promote a spirit of continuous learning among them



FRAMEWORK

2.3 Framework Architecture

Framework

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SPECIAL NEEDS SERVICES



SPECIAL EDUCATION SCHOOL

Grace Orchard School is an MOE-approved school catering to students aged 7 to 18 years old and have been diagnosed with Mild Intellectual Disability (MID) or Mild Autism Spectrum Disorders (ASD).



TRAINING INSTITUTE

The PCS Institute of Special Programmes and Continual Equipping (iSPACE) provides training and equipping for post-18 persons with disabilities/ special needs and the community closest to them – educators/professionals and caregivers.



EMPOWERMENT AND LEARNING HUB

With a holistic approach to learning and development. Our student care programme has a strong commitment to the whole child and seeks to foster each child's intellectual, physical, emotional and social well-being within a stimulating and safe environment.



FRAMEWORK

2.4 Framework Architecture

Framework

Services Framework Architecture drive the corporate brand initiative to achieve its key objectives:

Encompasses the differentiate long-term positioning focus of each **SENIORS, YOUTH, SPECIAL NEED** and **COMMUNITY SUPPORT** social group.

The variations of the brand signature. Wherever possible, the brand signature should be presented in full colour.

Preserve PCS Identity using emblem signature

Tier 1: Sub-Group frame PCS into Social Group but is not conflict or intent to create another identity

TIER 1



Tier 3: Is apply when center have its own application/collateral that focus on Center Brand activities eg. center brochure or where main center Identity must present like which more significant

TIER 3



[GLADIOLUS PLACE] RESIDENTIAL HOME FOR GIRLS

Non-profit Christian healing home dedicated to help teenage girls and their families work through challenging situations, giving hope and direction to their lives.



[PROVIDENCE CARE] YOUTH CENTRE

Provides support for preschoolers to have a head start in primary school. Help youths to build self-esteem, cope better, and succeed in daily learning and living.



Framework

Services Framework Architecture drive the corporate brand initiative to achieve its key objectives:

Encompasses the differentiate long-term positioning focus of each **SENIORS, YOUTH, SPECIAL NEED** and **COMMUNITY SUPPORT** social group.

The variations of the brand signature. Wherever possible, the brand signature should be presented in full colour.

FRAMEWORK

2.5 Framework Architecture



COMMUNITY SUPPORT SERVICES

EMERGENCY RELIEF SCHEME (ERS)

The Emergency Relief Scheme (ERS) provides short-term relief to individuals and families in need of temporary financial assistance, regardless of race, religion, or nationality. The scheme enables them to meet their immediate needs while they seek long term help from other sources.

GERONTOLOGICAL SOCIAL WORK AND COUNSELLING

Our social work and counselling team provides early detection and intervention work to support the seniors living within our service boundaries.

These include:

- Early detection of at-risk seniors,
- Information and referral for social care services,
- Providing case management support for frail and vulnerable seniors.

FRAMEWORK

2.6 Framework Mapping

USAGE OF THE PCS IDENTITY



Main Identity

TIER 1: LOCK UP as Sub-Group

Tier 1: Sub-Group frame PCS into Social Group but is not conflict or intent to create another identity



TIER 2: LOCK UP with Center

TIER 2: LOCK UP with Center

TIER 2: LOCK UP with Center

Tier 2: Is apply when PCS Brand need to associated with the Center
eg. Shared Event, Share Collateral, Supported by, Recognition where both need to be present.

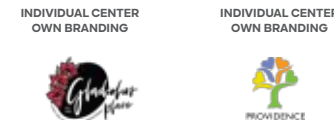


TIER 3: CENTER LEVEL OWN BRAND

TIER 3: CENTER LEVEL OWN BRAND

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Tier 3: Is apply when center have its own application/collateral that focus on Center Brand activities
eg. center brochure or where main center Identity must present like which more significant



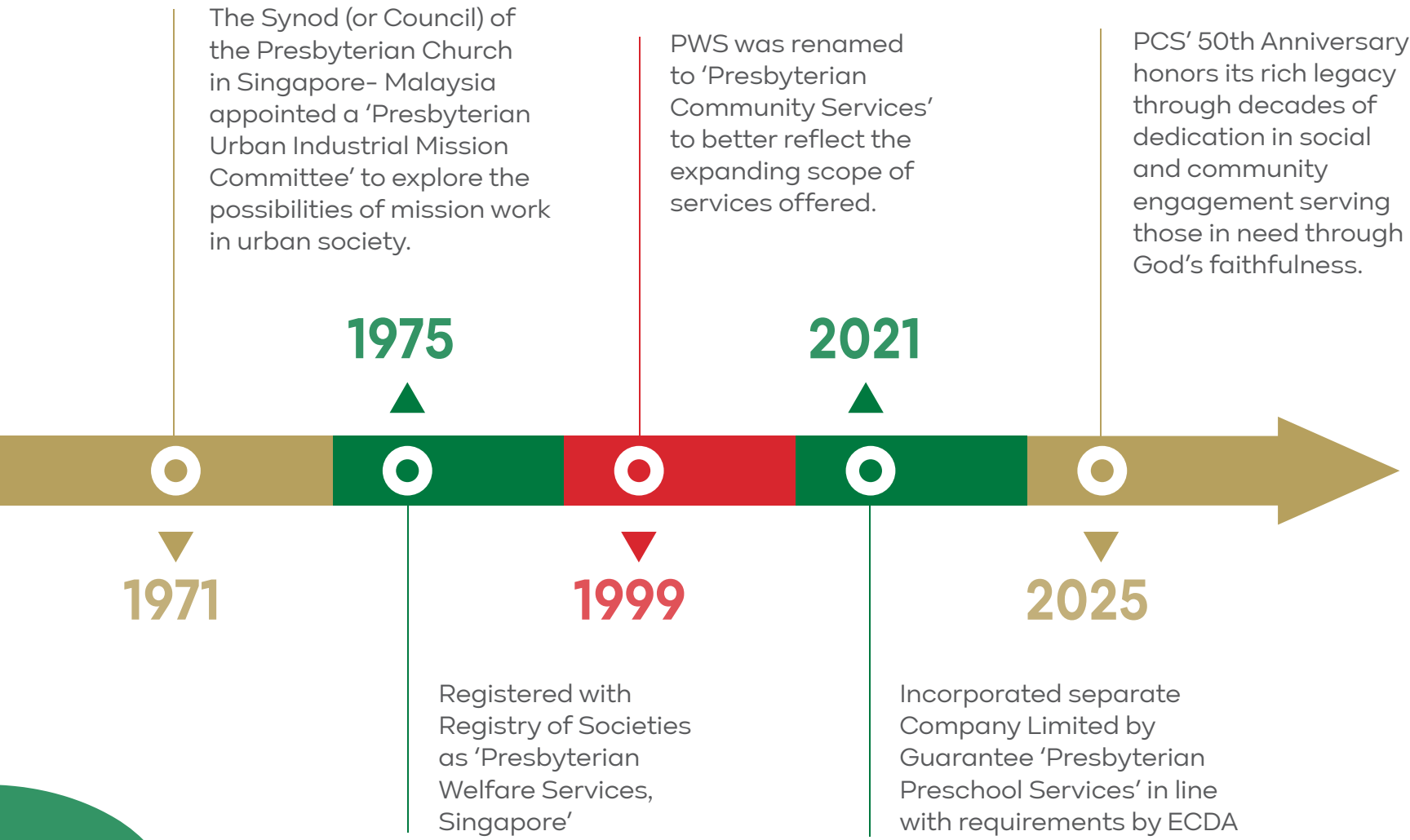
CONTENT

50th Anniversary Identity

- 3.1 50th Anniversary Signature Logo
- 3.2 50th Anniversary Colour Guidelines

Visual System

- 4.1 Collateral
- 4.2 Gold Edition Uniforms



ANNIVERSARY
PCS Presbyterian
 Community
 Social Services

Looking Ahead

In 2025, PCS will commemorate its 50th anniversary, a significant milestone that reflects our unwavering commitment to providing compassionate care and empowering communities.

BRAND IDENTITY

3.1 50th Anniversary Signature



ANNIVERSARY

PCS PresbyTerian
Community
Social Services

BRAND IDENTITY

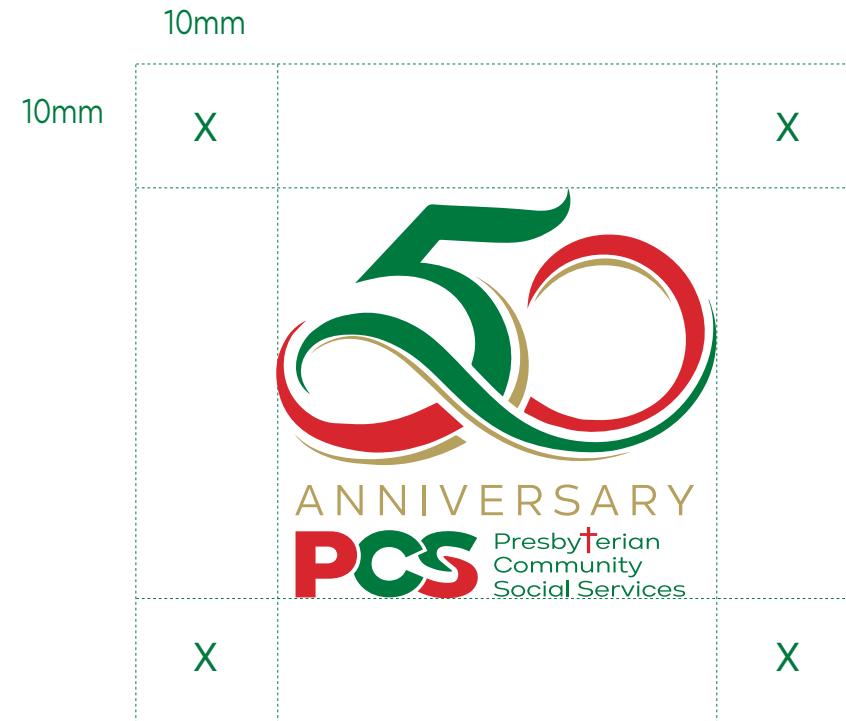
3.1 50th Anniversary Clear Space

Clear Spacing

When using the brand signature, the recommended clear space must be applied around it to ensure clarity and maintain the visual integrity of our brand.

The height from the top to bottom of the brand signature refers to X.

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BRAND IDENTITY

3.2 50th Anniversary Colour Guidelines

Colour Guidelines

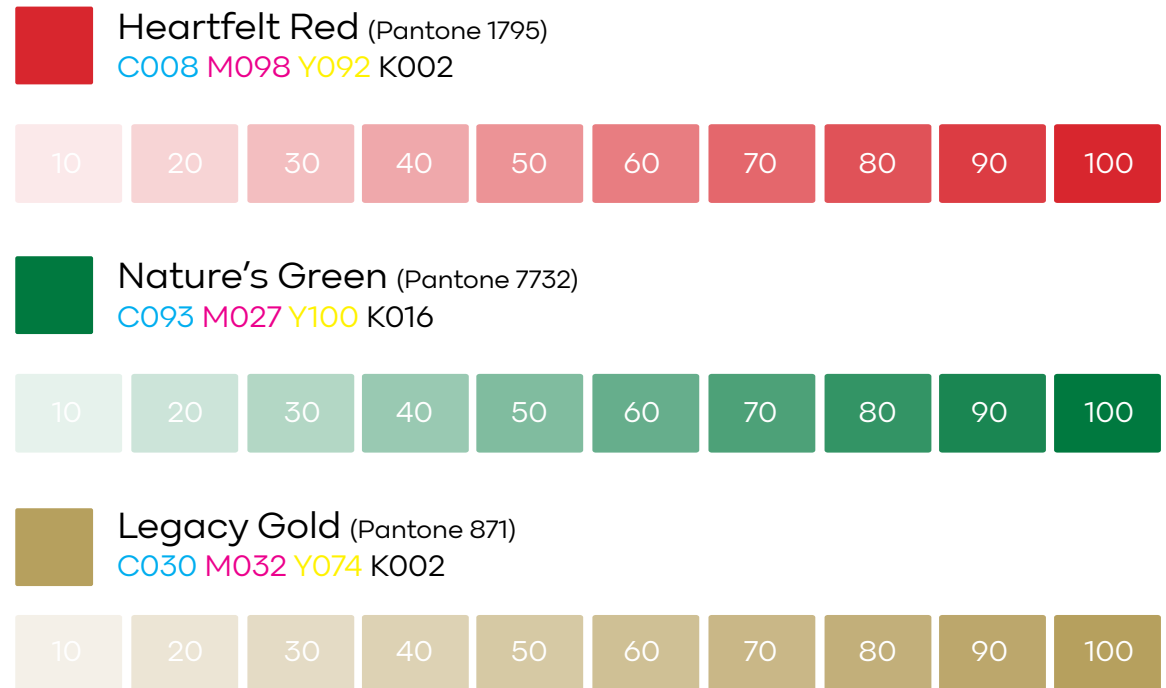
Our primary brand colour:

Heartfelt Red: Represents passion, love, and a deep commitment to creating positive change.

Nature's Green: Reflects growth, renewal, and a commitment to sustainability in the charity's mission.

Legacy Gold: Honors the rich legacy through decades of unwavering dedication serving those in need through God's faithfulness.

These are the colour specifications of the brand signature variations to create the physical or digital assets that are aligned with our brand.



VISUAL SYSTEM

4.1 Collateral

Logo Applications

These are the recommended colour variations when using the brand signature against different coloured backgrounds.

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VISUAL SYSTEM

4.1 Collateral



VISUAL SYSTEM

4.2 Gold Edition Uniforms (Staff)

Logo Applications

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Front

Back



Front

Back

VISUAL SYSTEM

4.2 Gold Edition Uniforms (Volunteer)

Logo Applications

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Front

Back



Front

Back

CONTENT

PCS cedar tree Identity

- 5.1 PCS cedar tree Clear Space
- 5.2 PCS cedar tree Colour Guidelines
- 5.3 PCS cedar tree Variations Guidelines

A Good Place Identity

- 6.1 A Good Place Clear Space
- 6.2 A Good Place Colour Guidelines
- 6.3 A Good Place Variations Guidelines

BRAND IDENTITY

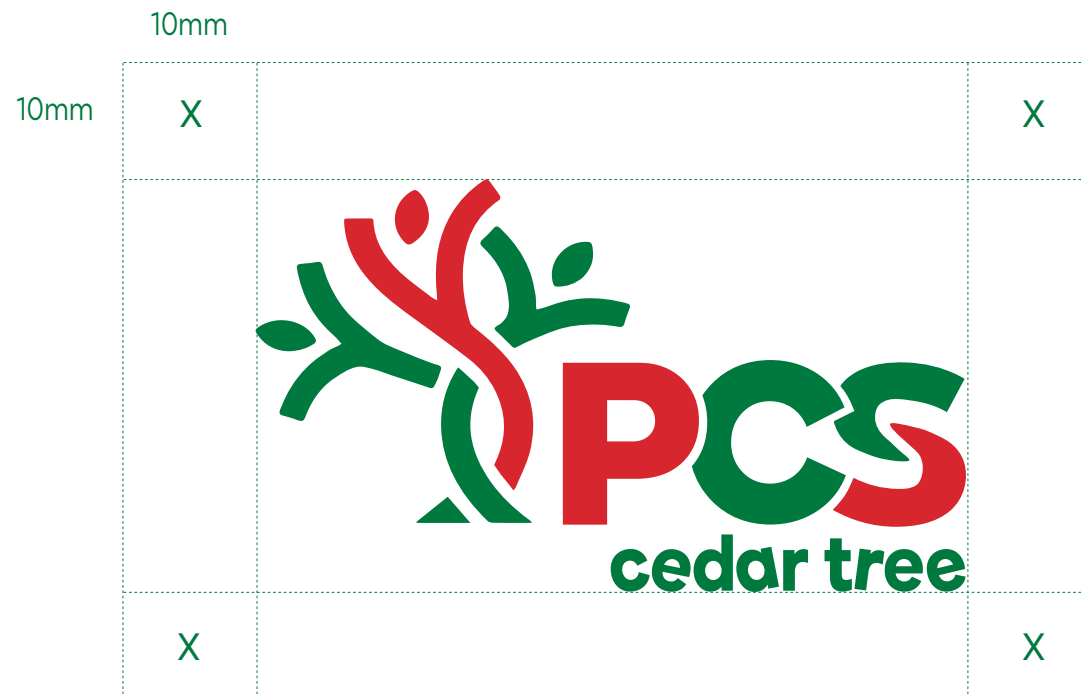
5.1 PCS cedar tree Clear Space

Clear Spacing

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BRAND IDENTITY

5.2 PCS cedar tree Colour Guidelines

Colour Guidelines

Our primary brand colour:

Heartfelt Red: Represents passion, love, and a deep commitment to creating positive change.

Nature's Green: Reflects growth, renewal, and a commitment to sustainability in the charity's mission.

These are the colour specifications of the brand signature variations to create the physical or digital assets that are aligned with our brand.

 **Heartfelt Red** (Pantone 1795)
C008 M098 Y092 K002



 **Nature's Green** (Pantone 7732)
C093 M027 Y100 K016





BRAND IDENTITY

5.3 PCS cedar tree Variations Guidelines

Variations Guidelines

There are official logo variations of the brand signature. Wherever possible, the brand signature should be presented in full colour.

Where the circumstances do not permit the presentation of the brand signature in full colour, the other options, such as White and Reverse, can be considered.





BRAND IDENTITY

6.1 A Good Place Clear Space

Clear Spacing

When using the brand signature, the recommended clear space must be applied around it to ensure clarity and maintain the visual integrity of our brand.

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BRAND IDENTITY

6.2 A Good Place Colour Guidelines

Colour Guidelines

Our primary brand colour:

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C008 M098 Y092 K002



 **Nature's Green** (Pantone 7732)
C093 M027 Y100 K016





BRAND IDENTITY

6.3 A Good Place Variations Guidelines

Variations Guidelines

There are official logo variations of the brand signature. Wherever possible, the brand signature should be presented in full colour.

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ANNIVERSARY

PCS Presby[†]terian
Community
Social Services

Presby[†]terian Community Social Services

533 Geylang Road, Singapore 389489 | T: 6334 4445 | F: 6338 7153 | E: info@pcs.org.sg

