

IMDA Pre-Approved Solution

Lockup Usage Guidelines

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ABOUT IMDA PRE-APPROVED SOLUTIONS GUIDE

This guide is designed for vendors who have attained Pre-Approved status for their submitted solutions.

As part of SMEs Go Digital programme, IMDA partners the Infocomm Media (ICM) industry to pre-approve digital solutions suitable for mass adoption by broad based SMEs, based on the different SME sector needs defined in Industry Digital Plan (IDPs). These pre-approved solutions, make technologies such as cloud, data analytics or AI accessible to the broad base of SMEs as they are embedded within solutions where relevant.

IMDA Pre-Approved Solution Lockup

Chapter 2



IMDA PRE-APPROVED
SOLUTION LOCKUP

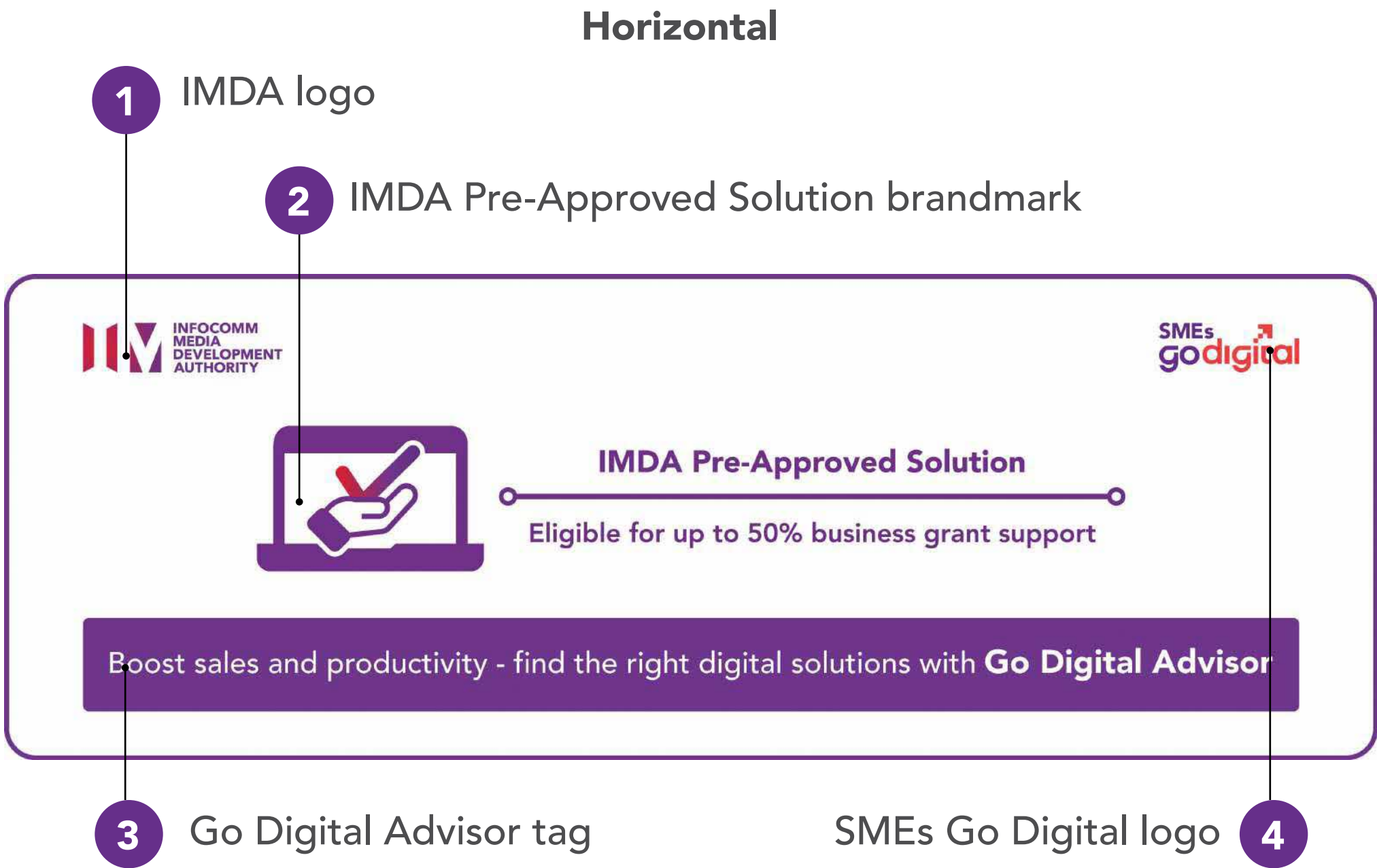
The IMDA Pre-Approved Solution lockup guide outlines two main versions: **horizontal** and **vertical**.

The lockup integrates four elements:
“IMDA logo”,
“IMDA Pre-Approved Solution”,
“Go Digital Advisor Tag”, and
“SMEs Go Digital logo”.

For detailed guidance on when and how to apply each version effectively, refer to [Chapter 6 — Digital Application](#) and [Chapter 7 — Print Application](#) for comprehensive instructions and examples.

As a vendor, **you play a critical role** in promoting digital adoption among SMEs.

By correctly applying the IMDA Pre-Approved Solution lockup, you help **maintain the initiative’s integrity** and encourage more SMEs to adopt digital solutions confidently.



IMDA PRE-APPROVED
SOLUTION LOCKUP

Ensure clear distinction between IMDA Pre-Approved Solutions and non-Pre-Approved solutions, ideally by **separating them into distinct boxes.**

All usage of Pre-Approved Solution lockup and write-up must be forwarded to **smes_go_digital@imda.gov.sg** for approval. Should there be any exceptions from the guide, please send your final artwork to **smesgodigital_comms@imda.gov.sg**, copy smes_go_digital@imda.gov.sg, with **5 business days** lead time.

For detailed guidance on the correct tone and language to be used alongside the IMDA Pre-Approved Solution lockup, refer to **Chapter 5 — Tone and Language (For Promotion)** for comprehensive instructions and examples.

Mandatory mentions for IMDA Pre-Approved Solution marketing materials

1 **IMDA Pre-Approved Solution write-up**

This write-up is **compulsory and to be placed in the same section where IMDA Pre-Approved Solution is mentioned.**

Use this **exact write-up:**

SMEs are eligible for up to 50% business grant support for the adoption of <solution name>, a Pre-Approved Solution under the IMDA SMEs Go Digital programme.

2 **IMDA Pre-Approved Solution lockup**

By displaying the IMDA Pre-Approved Solution lockup, we assure SMEs of the solution’s credibility and alignment with government standards.

Refer to **Chapter 4** for more information on lockup placement and guidelines.



Visual Identity

Chapter 3



VISUAL IDENTITY

Brandmark

The white-gloved hand holding a tick represents exceptional service in digital solutions. It implies a commitment to providing SMEs with high-quality support, ensuring a smooth adoption process.

Colour

The lockup should always be displayed in full-colour to ensure brand consistency.

Full-colour IMDA Pre-Approved Solution lockup (on light background)
— digital use

IMDA Pre-Approved Solution horizontal lockup



IMDA Pre-Approved Solution vertical lockup



VISUAL IDENTITY

Colour

For light or white backgrounds, use the black lockup version.

Black and white IMDA Pre-Approved Solution lockup (on light background)
— digital use

IMDA Pre-Approved Solution horizontal lockup



IMDA Pre-Approved Solution vertical lockup



VISUAL IDENTITY

Colour

For dark or black backgrounds, use the white lockup.

Black and white IMDA Pre-Approved Solution lockup (on dark background)
— digital use

IMDA Pre-Approved Solution horizontal lockup



IMDA Pre-Approved Solution vertical lockup



LOCKUP USAGE

Colour

The lockup should always be displayed in full-colour to ensure brand consistency.

Full-colour IMDA Pre-Approved Solution lockup with QR code (on light background)
— print use

IMDA Pre-Approved Solution horizontal lockup with QR code



IMDA Pre-Approved Solution vertical lockup with QR code



LOCKUP USAGE

Colour

For light or white backgrounds, use the black lockup version.

Black and white IMDA Pre-Approved Solution lockup with QR code
— print use

IMDA Pre-Approved Solution horizontal lockup with QR code



IMDA Pre-Approved Solution vertical lockup with QR code



LOCKUP USAGE

Colour

For dark or black backgrounds, use the white lockup.

Black and white IMDA Pre-Approved Solution lockup with QR code
— print use

IMDA Pre-Approved Solution horizontal lockup with QR code



IMDA Pre-Approved Solution vertical lockup with QR code



VISUAL IDENTITY

Colour

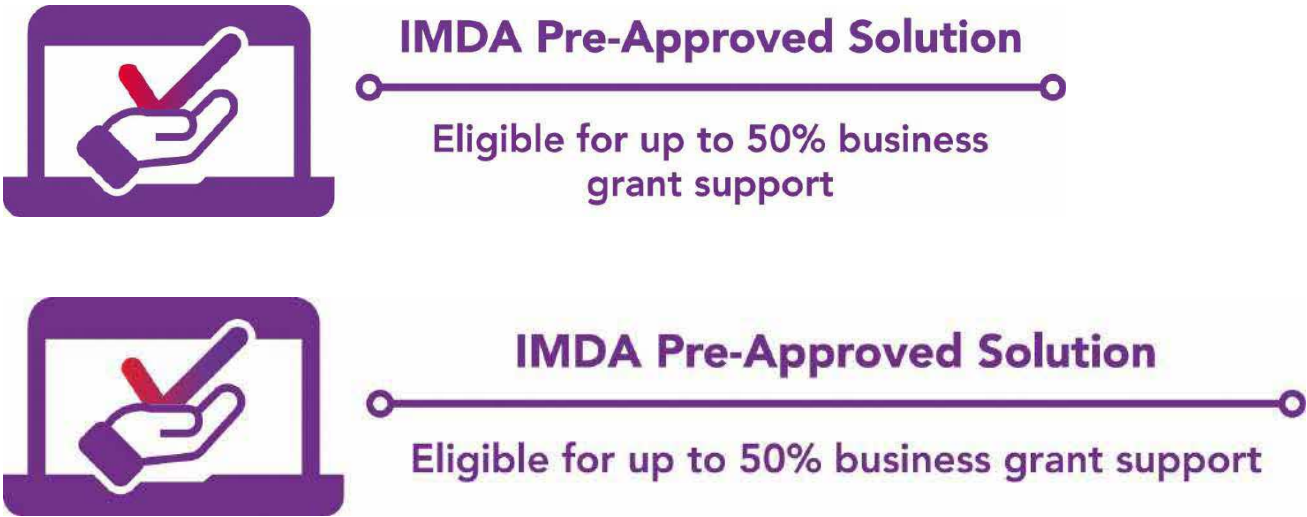
When full-colour is not possible, such as with certain printing techniques, a single-colour version of the brandmark is allowed.

Refer to example of such use on [page 36](#).

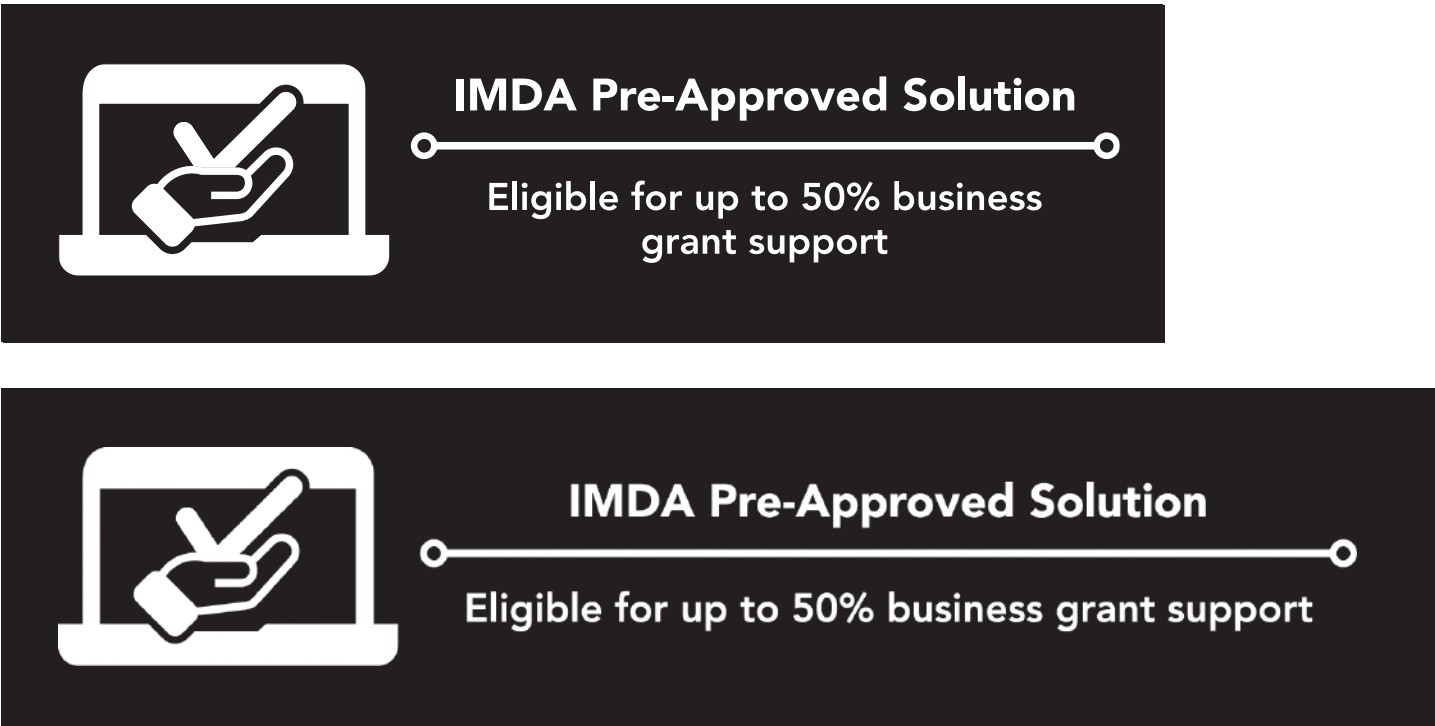
IMDA Pre-Approved Solution brandmark

Brandmark to be used only in the event that the pre-approved solution(s) is mentioned alongside other solution(s) that are not pre-approved, and the **lockup provided does not fit within the creative**.

IMDA Pre-Approved Solution brandmark
(on light background)



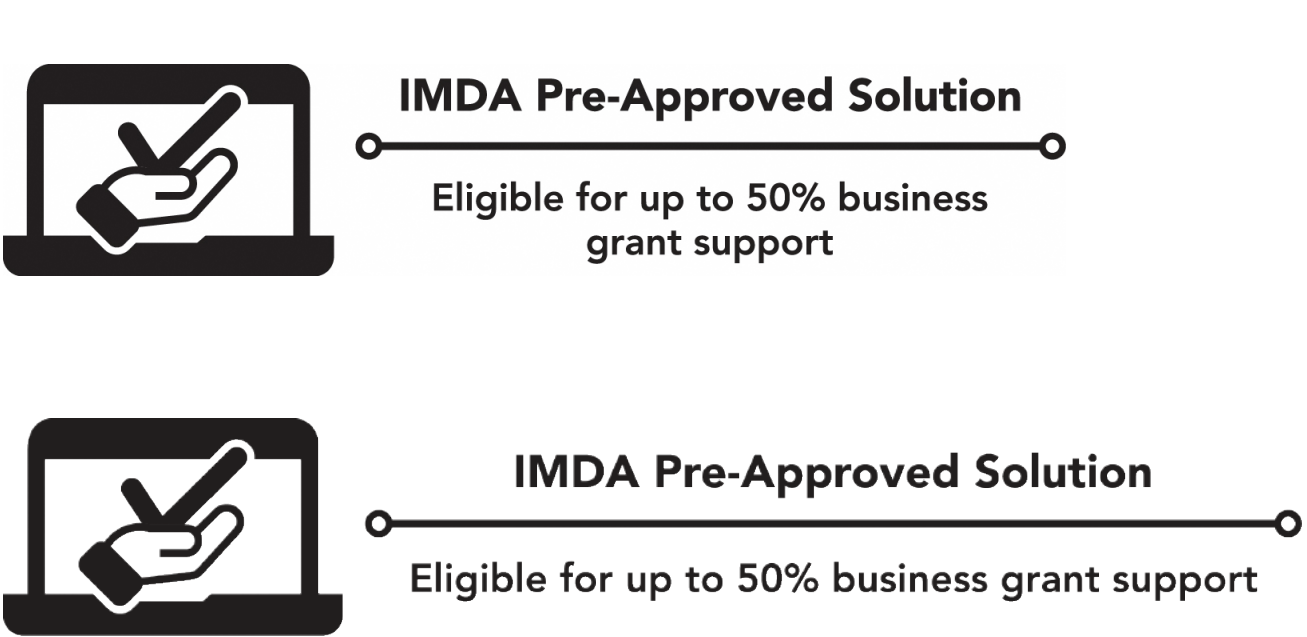
IMDA Pre-Approved Solution brandmark
(on dark background)



IMDA Pre-Approved Solution brandmark
(single colour + on light background)



IMDA Pre-Approved Solution brandmark
(single colour + on light background)



VISUAL IDENTITY

Note

Prioritise PANTONE colours for printing to maintain standardised shades and ensure colour consistency.

If PANTONE is unavailable, opt for the nearest CMYK equivalents, bearing in mind that variables like paper type and printing techniques can affect the match. Always verify the accuracy with a PANTONE colour chip for the best possible match.

Colour usage guide

Core Colours

Pantone Solid Coated
Pantone 526C

4-Colour Process (CMYK)
C70 M95 Y05 K00

RGB (Web-safe)
R112 G47 B138

Hex
#702F8A

Pantone Solid Coated
Pantone 185C

4-Colour Process (CMYK)
C00 M100 Y95 K00

RGB (Web-safe)
R228 G00 B43

Hex
#E4002B

Neutral Colours (Used for black and reverse white)

Black

4-Colour Process (CMYK)
C00 M00 Y00 K100

RGB (Web-safe)
R00 G00 B00

Hex
#00000

White

4-Colour Process (CMYK)
C00 M00 Y00 K00

RGB (Web-safe)
R225 G225 B225

Hex
#FFFFFF

Colour Gradient of Tick



VISUAL IDENTITY

The use of the Avenir LT typeface in IMDA’s visual identity, particularly **Avenir LT Std Heavy** for the IMDA Pre-Approved Solution brandmark, ensures crisp, unambiguous visibility across various mediums.

This typographical choice enhances brand recognition, maintaining consistency and readability — ensures that all communications, from digital to print, maintain a consistent, professional appearance.

In a case where Avenir LT Std typeface is not available, use **Montserrat** as the alternative typeface.

Typography

Avenir LT Std Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lockup Usage

Chapter 4



LOCKUP USAGE

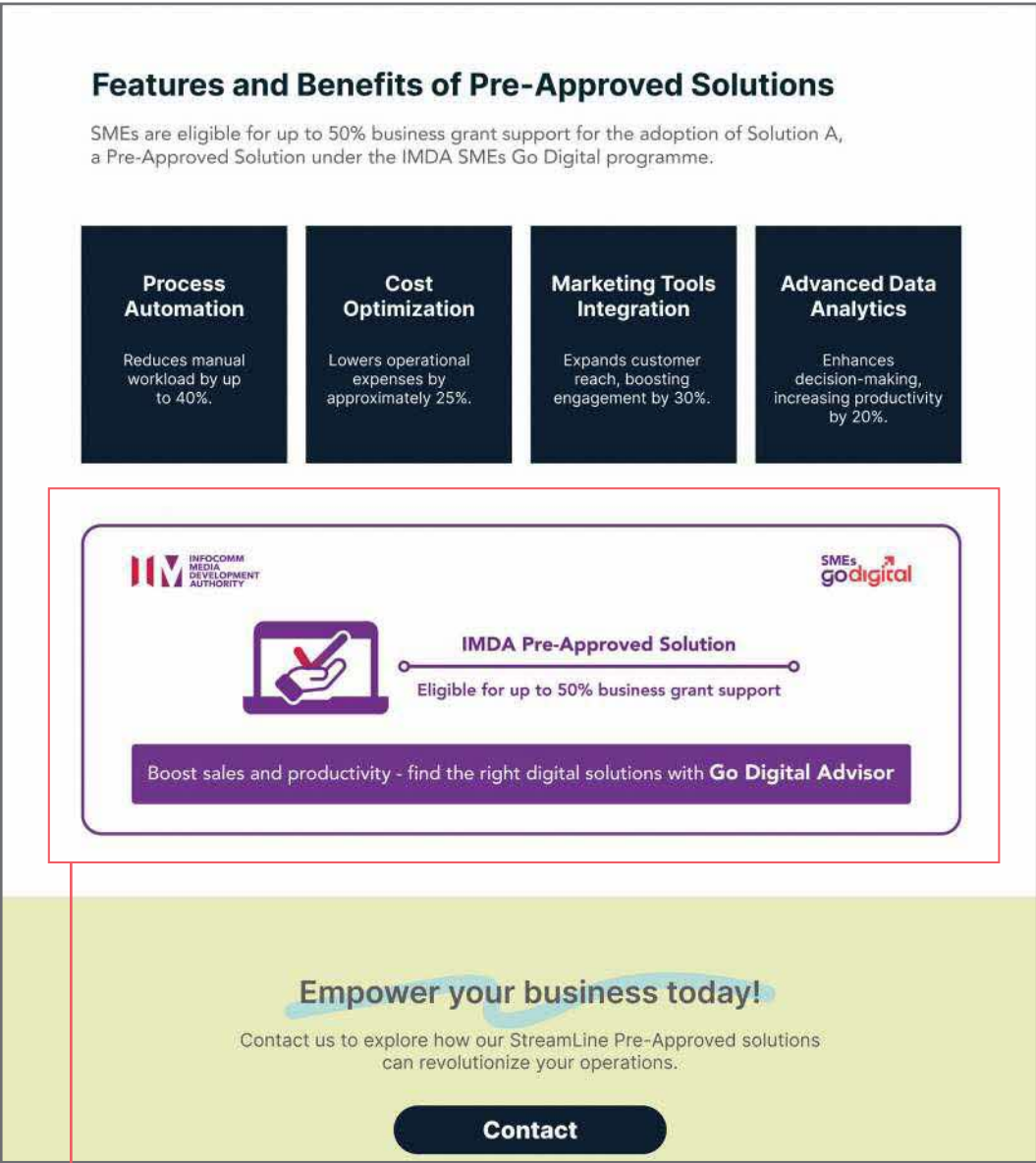
Refer to [Chapter 6](#) for more details on minimum size for options provided on this page.

For web page applications, the lockup must hyperlink back to the Go Digital Advisor web page. Vendors will receive a unique UTM link to embed within the lockup for tracking purposes.

Important note (web page application)

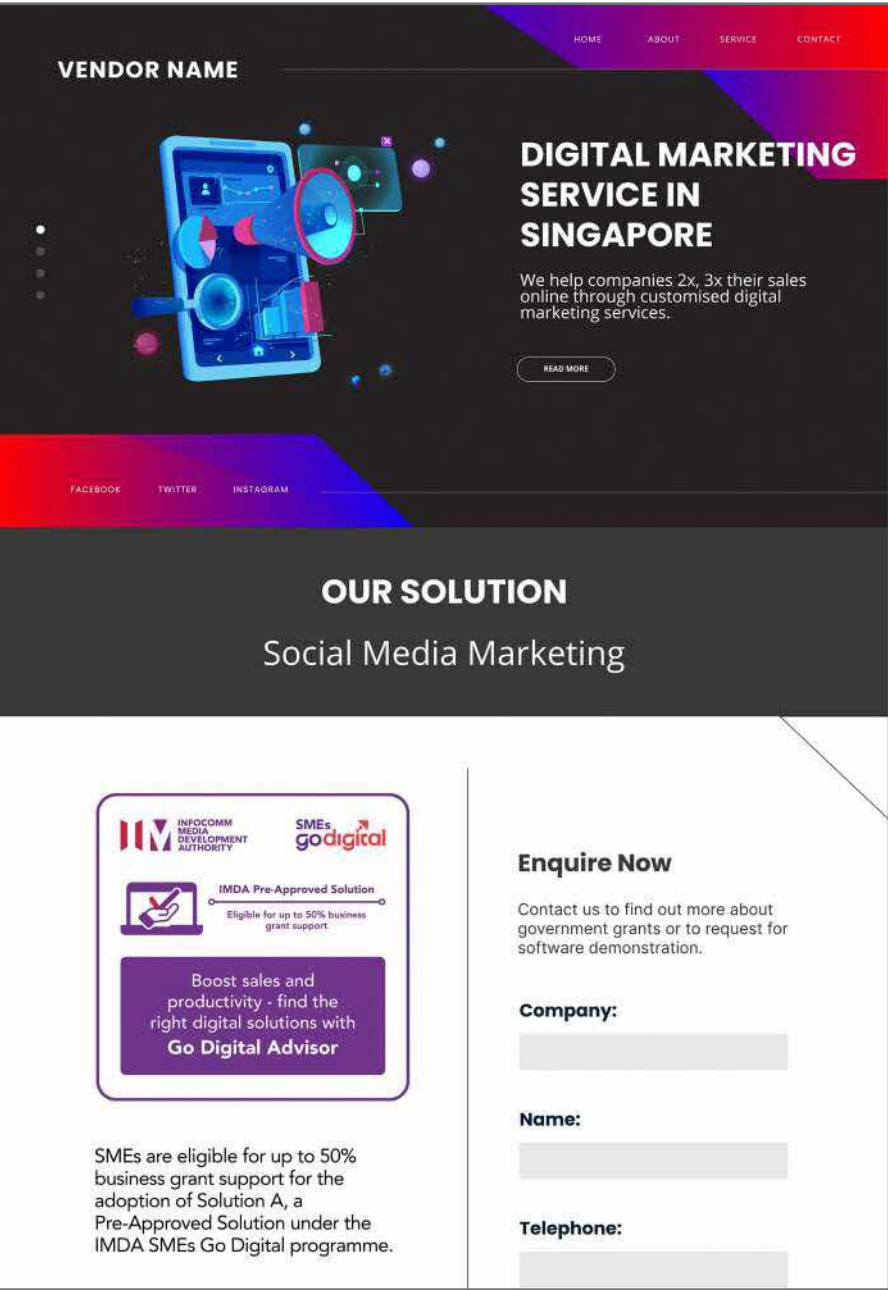
The IMDA Pre-Approved Solution lockup should **only be placed on the same page** as the solution(s) that received the Pre-Approved status. Vendors are required to **embed the Urchin Tracking Module (UTM)** with the Pre-Approved Solution lockup when used on a web page.

Example 1— Horizontal



Use the IMDA Pre-Approved Solution lockup on dedicated pages featuring solutions that have been Pre-Approved by IMDA.

Example 2 — Vertical



LOCKUP USAGE

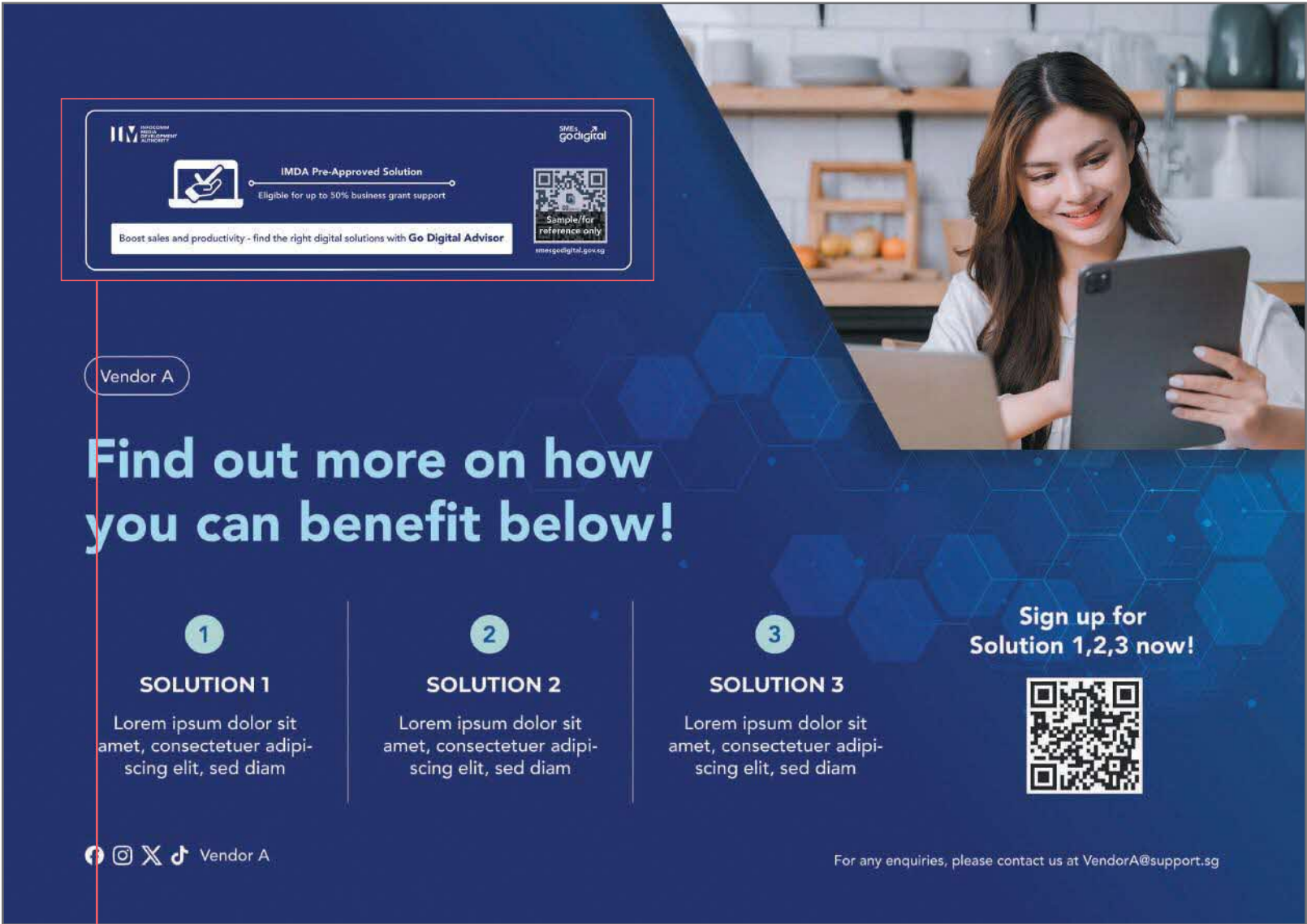
Refer to [Chapter 6](#) for more details on the minimum size for options provided on this page.

For print applications, vendors must use the lockup with a designated QR code area. IMDA will provide vendors with a unique QR code to be placed in this area.

Important note (print application)

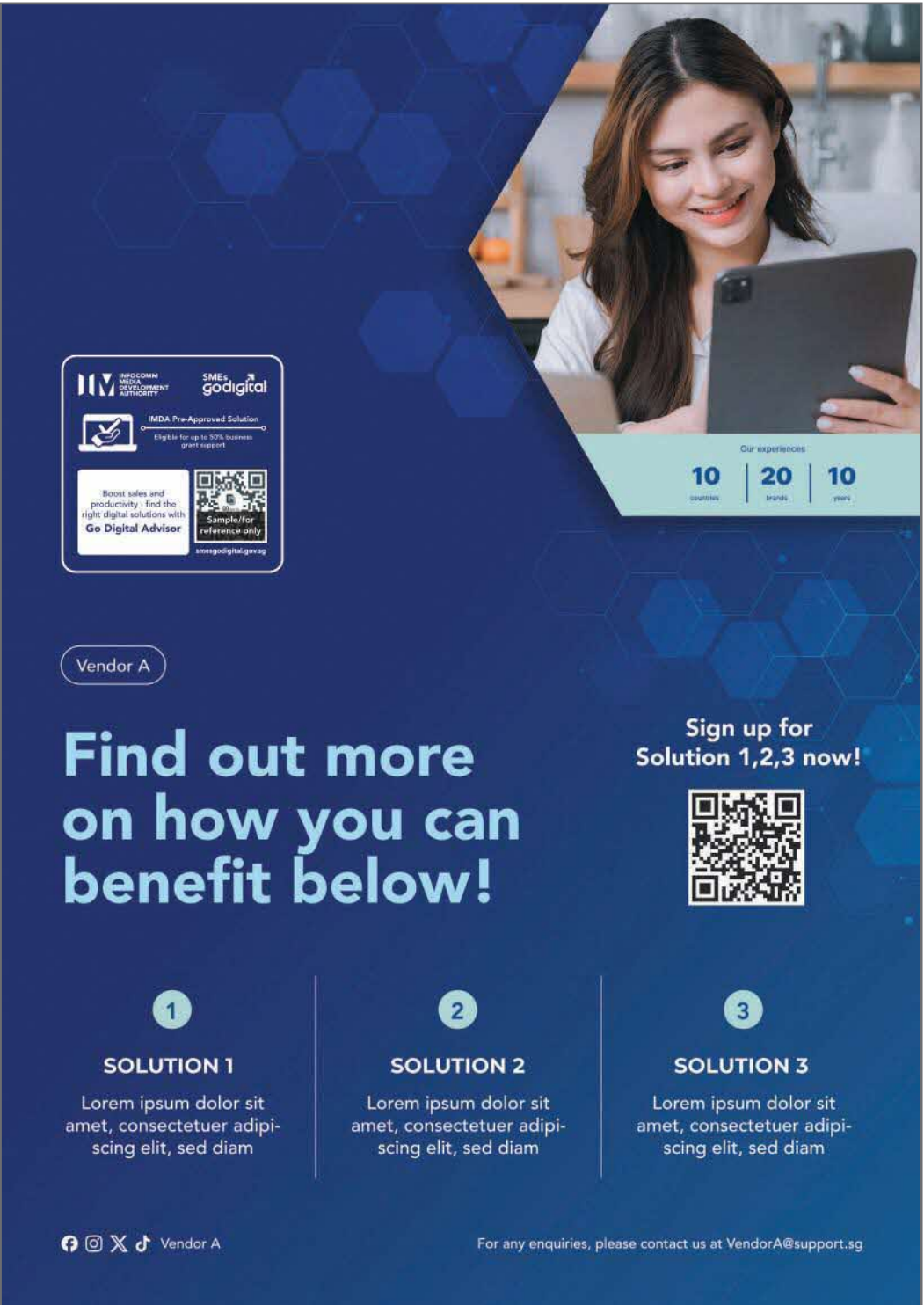
The IMDA Pre-Approved Solution lockup should **only be placed on the same page** as the solution(s) that received the Pre-Approved status. Vendors are required to insert a QR code when the Pre-Approved Solution lockup is used on printed materials.

Example 1— Horizontal



Use the IMDA Pre-Approved Solution lockup with a QR code for dedicated printed materials related to solutions that have received pre-approval from IMDA.

Example 2 — Vertical



LOCKUP USAGE

Examples of correct vs incorrect lockup usage.

Refer to [Chapter 5](#) for more details on tone and language provided on this page.

Important note

Do not mention a grant as a standalone term next to a pre-approved solution. Always introduce IMDA Pre-Approved Solution brandmark or lockup together with an approved solution.



LOCKUP USAGE

Examples of correct vs incorrect lockup usage.

Refer to [Chapter 5](#) for more details on tone and language provided on this page.

Important note

Do not mix non-IMDA vendors and grants with IMDA Pre-Approved Solution under the general label of “x% government funding.” **Non-IMDA offerings should be clearly outlined in a dedicated section.**

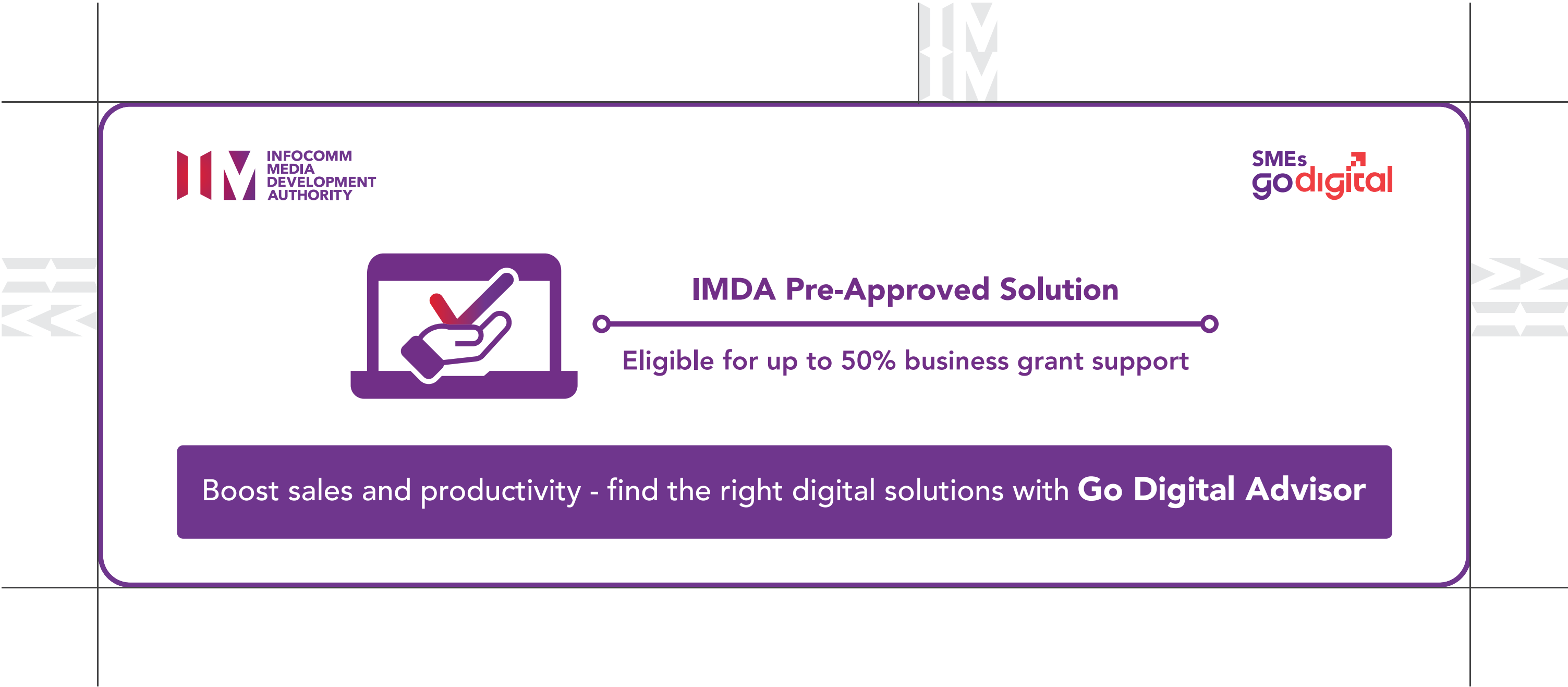


LOCKUP USAGE

Clear space around the IMDA Pre-Approved Solution horizontal lockup should be **two times the height of the IMDA logo**.

IMDA Pre-Approved Solution horizontal lockup (digital use) — clear space

Keeping clear space around the IMDA Pre-Approved Solution lockup is crucial for preserving the brand’s distinctiveness. This clear space helps the lockup stand out and remain recognisable.



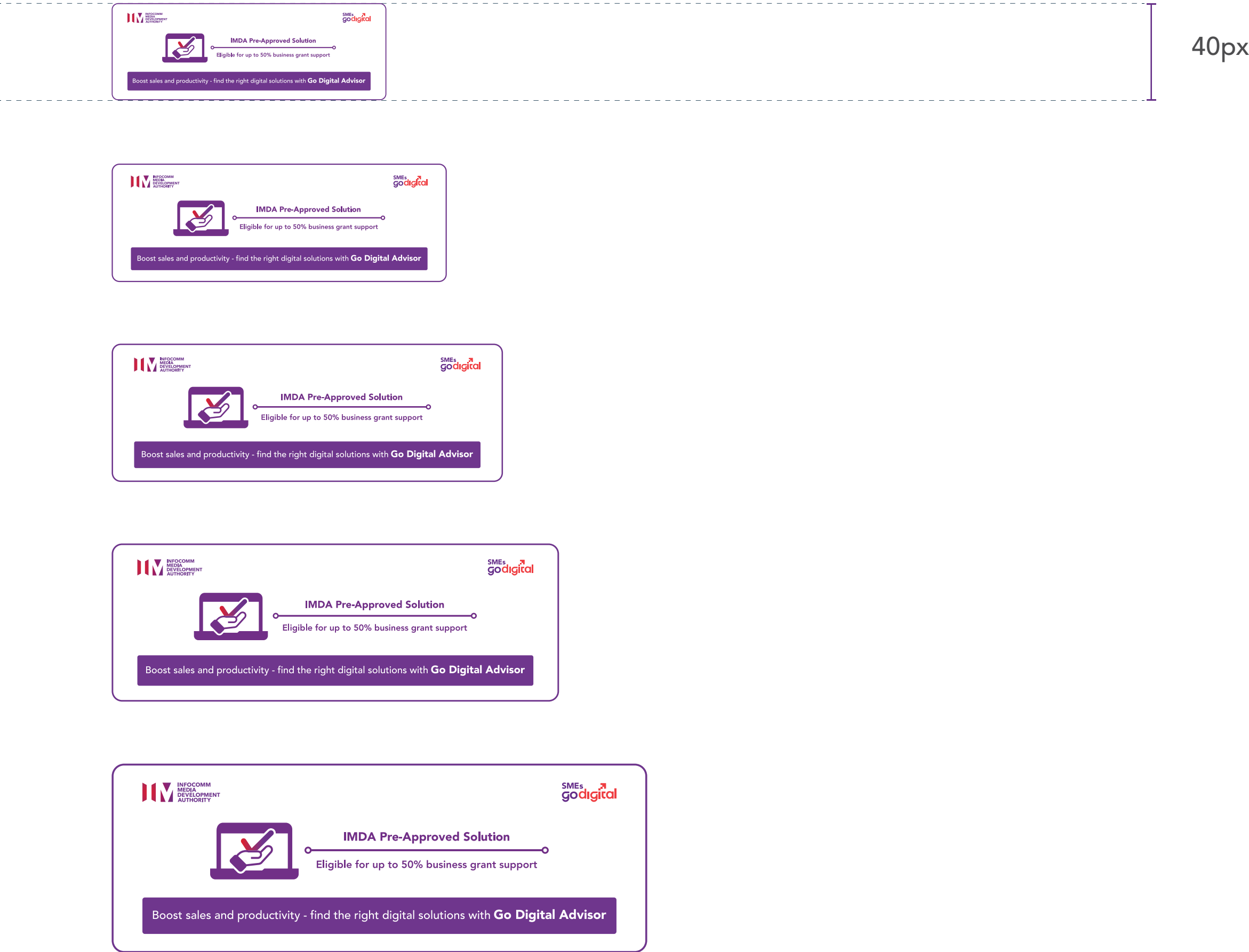
LOCKUP USAGE

The smallest size for the horizontal lockup is set to keep it clear and recognisable. Everyone needs to see and read the lockup easily, printed or on a screen.

For the horizontal lockup, the minimum size is **40px** for digital use, like websites or online ads.

This minimum size ensures the lockup looks clear and can be easily identified at small sizes. Follow these size guidelines to maintain the lockup’s visibility and effectiveness in all forms of media.

IMDA Pre-Approved Solution horizontal lockup (digital use) — minimum size



LOCKUP USAGE

As a general rule, do not adjust or alter the lockup in any way.

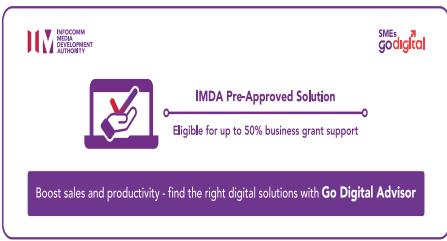
The IMDA Pre-Approved Solution lockup must maintain its form and presence. The sizing and proportions of the lockup must stay in proper form and not be stretched, skewed or used in the wrong colours.

The following section describes the various incorrect applications of the IMDA Pre-Approved Solution lockup. The usage of such applications exemplified in these instances must always be avoided.

IMDA Pre-Approved Solution horizontal lockup (digital use) — common mistake to avoid



Do not alter the colour of the lockup.



Do not compress/expand/distort lockup.



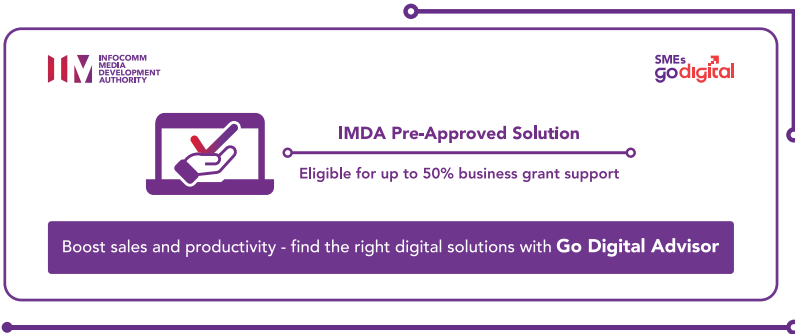
Do not modify the elements of the lockup.
i.e. change of typeface, symbol, etc



Do not skew the lockup in any way.



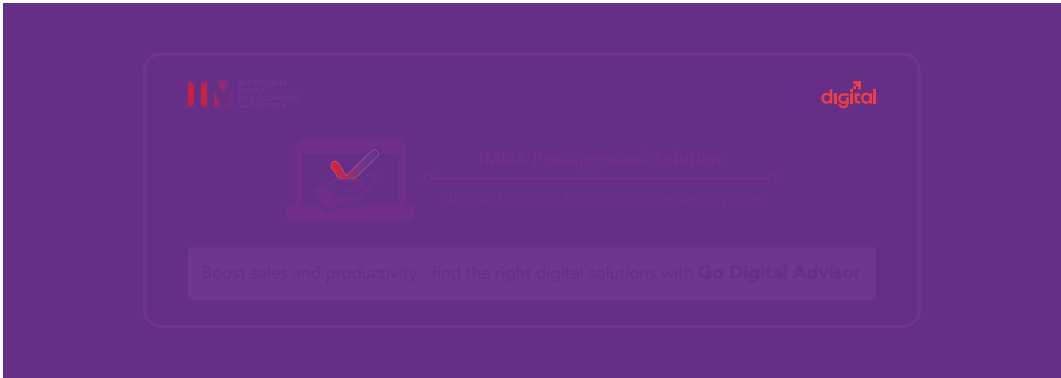
Do not add effects to the lockup.
i.e. shadows, etc



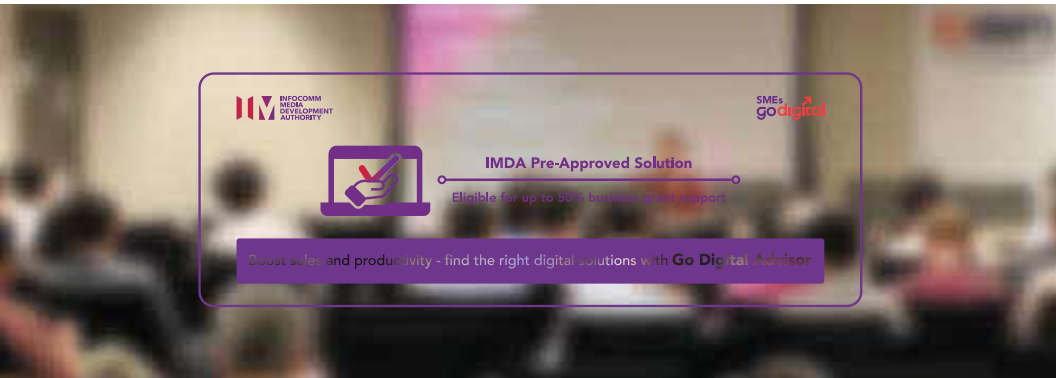
Do not add additional elements to the lockup.



Do not change the orientation of lockup.



Do not use the lockup on backgrounds that lack contrast. Refer to [Chapter 3](#) for appropriate lockup to use for dark backgrounds.



Do not place the lockup over a busy background.
i.e. photos, patterns, etc

LOCKUP USAGE

Clear space around the IMDA Pre-Approved Solution vertical lockup should be **two times the height of the IMDA logo**.

IMDA Pre-Approved Solution vertical lockup (digital use) — clear space

Keeping clear space around the IMDA Pre-Approved Solution lockup is crucial for preserving the brand’s distinctiveness. This clear space helps the lockup stand out and remain recognisable.



LOCKUP USAGE

The smallest size for the vertical lockup is set to keep it clear and recognisable. Everyone needs to see and read the lockup easily, printed or on a screen.

For the vertical lockup, the minimum size is **113px** for digital use, like websites or online ads.

This minimum size ensures the lockup looks clear and can be easily identified at small sizes. Follow these size guidelines to maintain the lockup’s visibility and effectiveness in all forms of media.

IMDA Pre-Approved Solution vertical lockup (digital use) — minimum size



LOCKUP USAGE

As a general rule, do not adjust or alter the lockup in any way.

The IMDA Pre-Approved Solution lockup must maintain its form and presence. The sizing and proportions of the lockup must stay in proper form and not be stretched, skewed or used in the wrong colours.

The following section describes the various incorrect applications of the IMDA Pre-Approved Solution lockup. The usage of such applications exemplified in these instances must always be avoided.

IMDA Pre-Approved Solution vertical lockup (digital use) — common mistake to avoid



Do not alter the colour of the lockup.



Do not compress/expand/distort lockup.



Do not modify the elements of the lockup. i.e. change of typeface, symbol, etc



Do not skew the lockup in any way.



Do not add effects to the lockup. i.e. shadows, etc



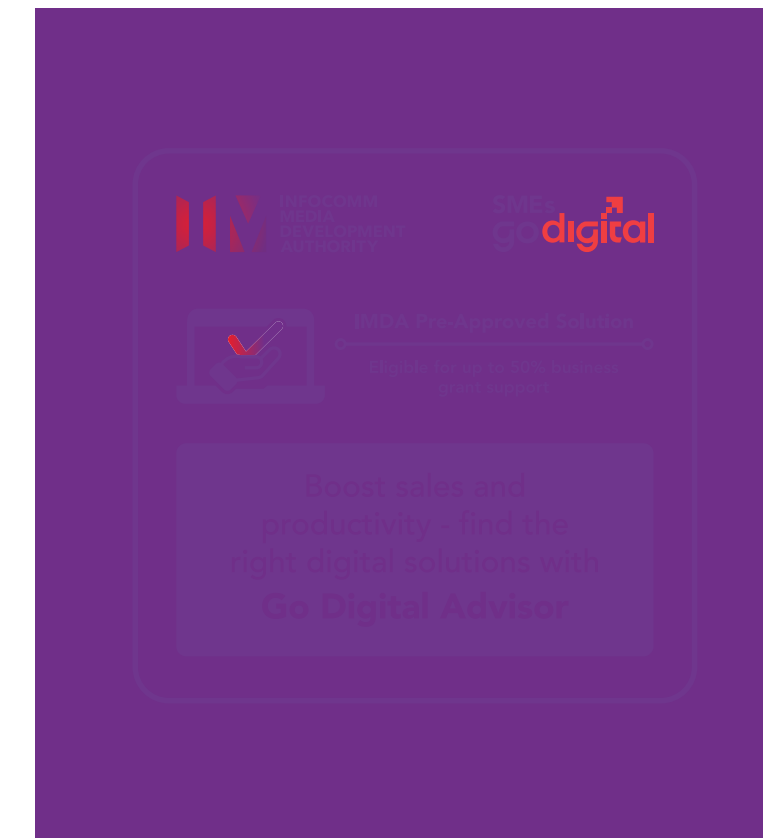
Do not add additional elements to the lockup.

LOCKUP USAGE

IMDA Pre-Approved Solution vertical lockup (digital use) — common mistake to avoid (con't)



Do not change the orientation of lockup.



Do not use the lockup on backgrounds that lack contrast. Refer to [Chapter 3](#) for appropriate lockup to use for dark backgrounds.



Do not place the lockup over a busy background. i.e. photos, patterns, etc

LOCKUP USAGE

Clear space around the IMDA Pre-Approved Solution horizontal lockup should be **two times the height of the IMDA logo**.

IMDA Pre-Approved Solution horizontal lockup with QR code (print use) — clear space

Keeping clear space around the IMDA Pre-Approved Solution lockup is crucial for preserving the brand’s distinctiveness. This clear space helps the lockup stand out and remain recognisable.



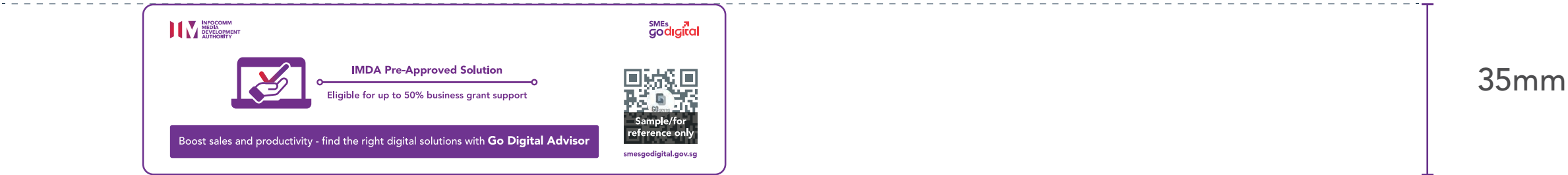
LOCKUP USAGE

The smallest size for the horizontal lockup is set to keep it clear and recognisable. Everyone needs to see and read the lockup easily, printed or on a screen.

For the horizontal lockup, the minimum size is **35mm** for anything printed, like posters or brochures.

This minimum size ensures the lockup looks clear and can be easily identified at small sizes. Follow these size guidelines to maintain the lockup’s visibility and effectiveness in all forms of media.

IMDA Pre-Approved Solution horizontal lockup with QR code (print use) — minimum size



LOCKUP USAGE

As a general rule, do not adjust or alter the lockup in any way.

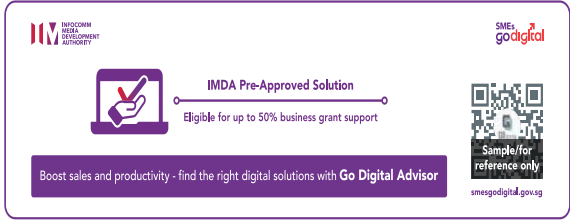
The IMDA Pre-Approved Solution lockup must maintain its form and presence. The sizing and proportions of the lockup must stay in proper form and not be stretched, skewed or used in the wrong colours.

The following section describes the various incorrect applications of the IMDA Pre-Approved Solution lockup. The usage of such applications exemplified in these instances must always be avoided.

IMDA Pre-Approved Solution horizontal lockup with QR code (print use) — common mistake to avoid



Do not alter the colour of the lockup.



Do not compress/expand/distort lockup.



Do not modify the elements of the lockup.
i.e. change of typeface, symbol, etc



Do not skew the lockup in any way.



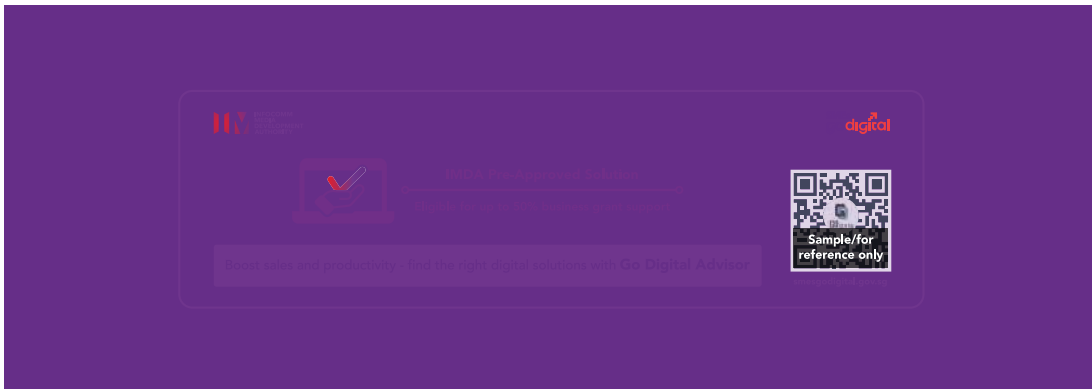
Do not add effects to the lockup.
i.e. shadows, etc



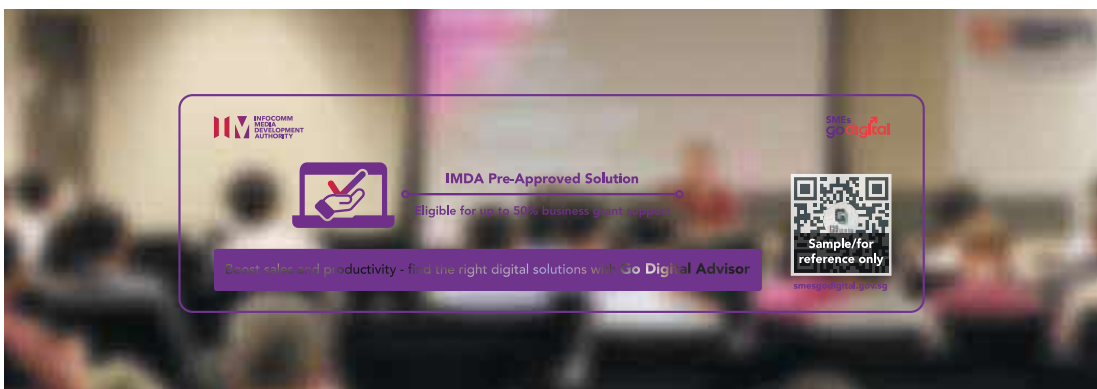
Do not add additional elements to the lockup.



Do not change the orientation of lockup.



Do not use the lockup on backgrounds that lack contrast. Refer to [Chapter 3](#) for appropriate lockup to use for dark backgrounds.



Do not place the lockup over a busy background.
i.e. photos, patterns, etc

LOCKUP USAGE

Clear space around the IMDA Pre-Approved Solution horizontal lockup should be **two times the height of the IMDA logo**.

IMDA Pre-Approved Solution vertical lockup with QR code (print use) — clear space

Keeping clear space around the IMDA Pre-Approved Solution lockup is crucial for preserving the brand’s distinctiveness. This clear space helps the lockup stand out and remain recognisable.



LOCKUP USAGE

The smallest size for the vertical lockup is set to keep it clear and recognisable. Everyone needs to see and read the lockup easily, printed or on a screen.

For the vertical lockup, the minimum size is **45mm** for anything printed, like posters or brochures.

This minimum size ensures the lockup looks clear and can be easily identified at small sizes. Follow these size guidelines to maintain the lockup’s visibility and effectiveness in all forms of media.

IMDA Pre-Approved Solution vertical lockup with QR code (print use)— minimum size



LOCKUP USAGE

As a general rule, do not adjust or alter the lockup in any way.

The IMDA Pre-Approved Solution lockup must maintain its form and presence. The sizing and proportions of the lockup must stay in proper form and not be stretched, skewed or used in the wrong colours.

The following section describes the various incorrect applications of the IMDA Pre-Approved Solution lockup. The usage of such applications exemplified in these instances must always be avoided.

IMDA Pre-Approved Solution vertical lockup (print use) — common mistake to avoid



Do not alter the colour of the lockup.



Do not compress/expand/distort lockup.



Do not modify the elements of the lockup. i.e. change of typeface, symbol, etc



Do not skew the lockup in any way.



Do not add effects to the lockup. i.e. shadows, etc



Do not add additional elements to the lockup.

LOCKUP USAGE

IMDA Pre-Approved Solution vertical lockup (print use) — common mistake to avoid (con’t)



Do not change the orientation of lockup.



Do not use the lockup on backgrounds that lack contrast. Refer to [Chapter 3](#) for appropriate lockup to use for dark backgrounds.



Do not place the lockup over a busy background. i.e. photos, patterns, etc

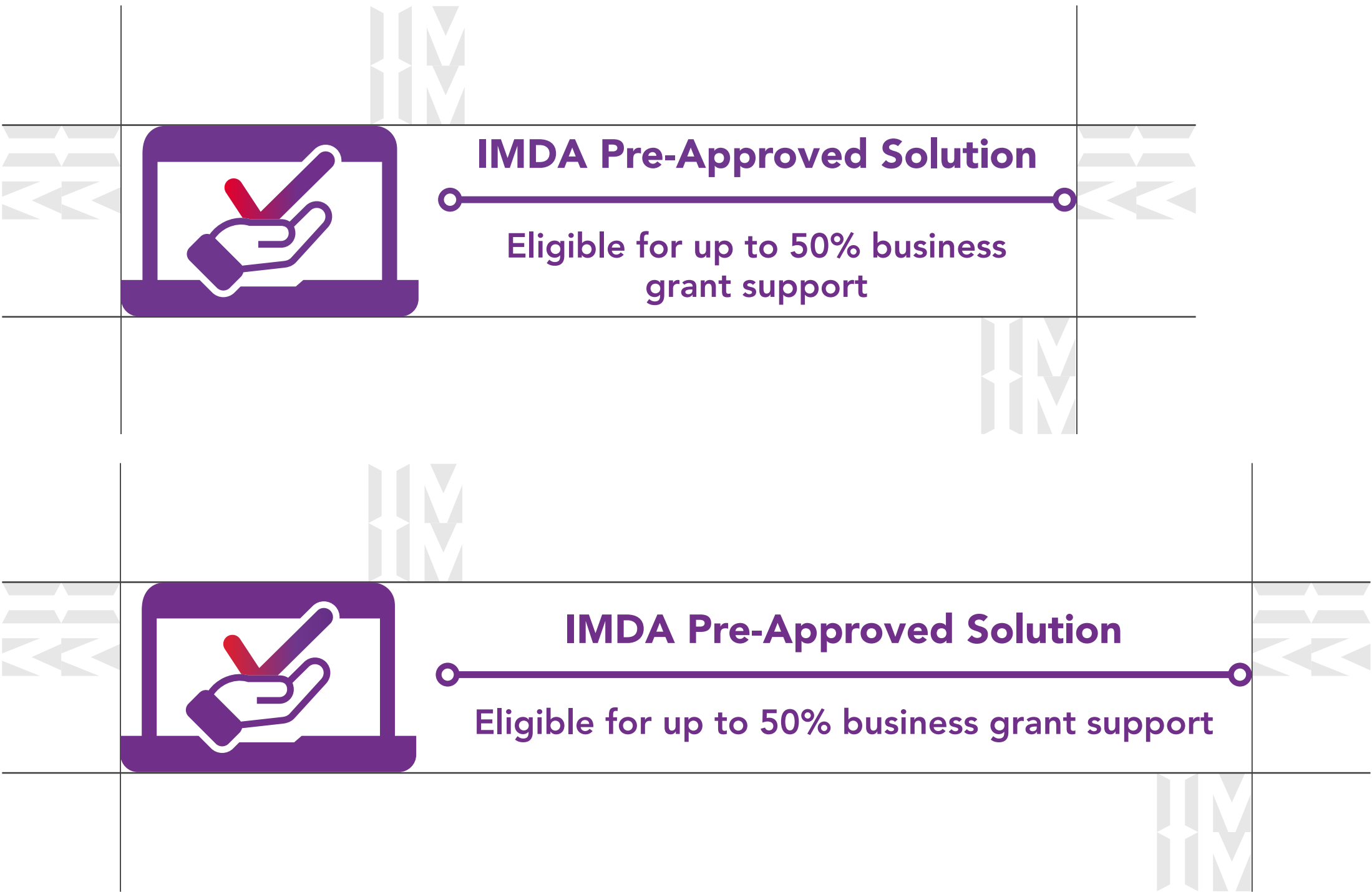
LOCKUP USAGE

Clear space around the IMDA Pre-Approved Solution brandmark should be **two times the height of the IMDA logo**.

IMDA Pre-Approved Solution brandmark — clear space

Keeping clear space around the IMDA Pre-Approved Solution brandmark is crucial for preserving the brand’s distinctiveness. This clear space helps the brandmark stand out and remain recognisable.

Brandmark to be used only in the event that the **lockup provided does not fit within the creative**.



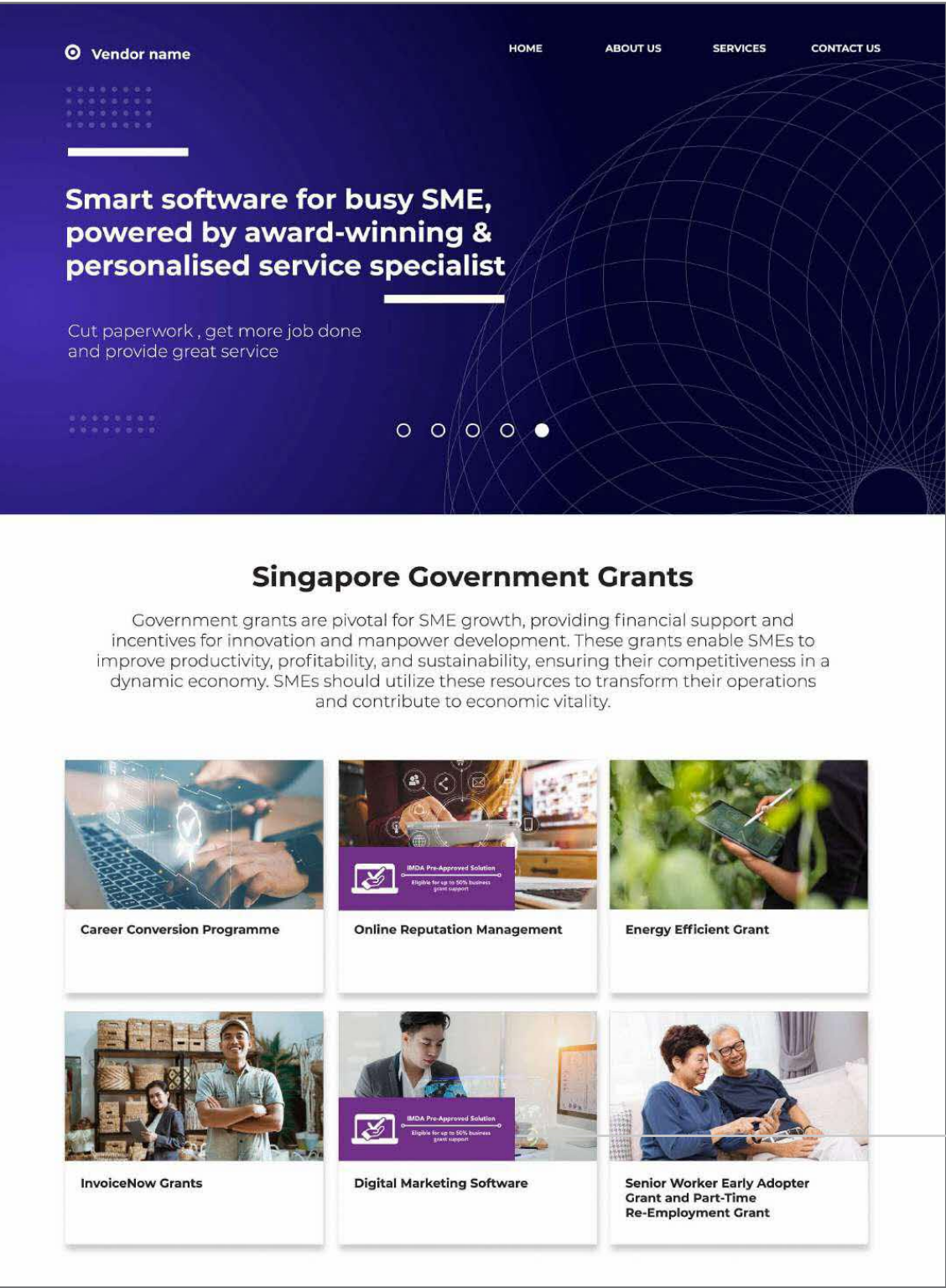
LOCKUP USAGE

Refer to [Chapter 6](#) for more details on minimum size for options provided in this page.

IMDA Pre-Approved Solution brandmark — important note

If a static artboard or section contains both approved and non-approved solutions, **the separation must be made obvious**. Use only the IMDA Pre-Approved Solution brandmark.

Example 2



IMDA Pre-Approved Solution brandmark

Tone and Language (for Promotion)

Chapter 5



TONE AND LANGUAGE
(FOR PROMOTION)

Precise language is crucial in branding.
It conveys the grant message clearly and professionally, ensuring understanding and compliance.

This page highlights the importance of using correct language for conveying clear, consistent messages to SMEs.

By following these prescriptive language rules, we ensure that the brand’s message is professional and accessible, particularly to SMEs who rely on this information for making informed decisions about solutions adoption.

Language

Using phrases like ‘**Up to XX%**’ ensures clarity in messaging, avoiding over-promises.

When grant support percentages are mentioned in any public-facing copy, including website titles and meta descriptions, it’s **mandatory to use the phrase ‘Up to XX%.’**

This wording is crucial because it sets realistic expectations. For instance, saying ‘Up to 50% of Grant Support’ is more accurate than just ‘50% Grant Support,’ which could mislead or misinform.

SMEs are eligible for up to 50% business grant support for the adoption of **<solution name>**, a Pre-Approved Solution under the IMDA SMEs Go Digital programme.

The IMDA Pre-Approved Solution write-up must be used exactly as provided.

It provides a clear, concise description of the grant support available to SMEs, ensuring that the information is consistently communicated across all platforms.

TONE AND LANGUAGE
(FOR PROMOTION)

Using precise language is crucial to maintain the brand’s integrity and prevent misinformation. Careful choice of words ensures that SMEs receive a clear and correct understanding of the brand’s initiatives.

Correct language use in public communications is key to preserving brand trust. Phrases like “up to 50% funding” or “supported by IMDA SMEs Go Digital” can mislead, causing misunderstandings about the grant support.

It’s important to **avoid exaggerations** or **ambiguous terms** that may misrepresent the grant’s nature or the role of endorsing organisations.

Common mistakes to avoid

Vendors should avoid phrases that exaggerate or ambiguously describe the grant support to maintain clarity and honesty. Phrases such as “up to XX% off”, “endorsed by”, or “sponsored by” can **create false expectations** or **imply a level of support that may not align** with reality.

Incorrect Phrases

Up to XX%...

- Up to XX% funding...
- Up to XX% off
- Up to XX% discount
- Up to XX% reduction
- Up to XX% savings
- Up to XX% less...
- Up to XX% slashed rates
- Up to XX% price cuts

...by IMDA SMEs Go Digital

- Supported by IMDA SMEs Go Digital
- Endorsed by...
- Sponsored by:
- Promoted by:
- Backed by:
- With assistance from
- In collaboration with
- In partnership with

TONE AND LANGUAGE
(FOR PROMOTION)

Ensure clear distinction between IMDA Pre-Approved solutions and and other solutions that have not been pre-approved, ideally by **separating them into distinct boxes.**

Common mistakes to avoid

1 Inclusion Write-up

The words and phrasing portray an incorrect representation of the grant, which may cause SMEs to misinterpret the grant support.

Phrases to avoid:

up to 50%...

- Up to 50% funding...
- Up to 50% off
- Up to 50% discount
- Up to 50% reduction
- Up to 50% savings
- Up to 50% less...
- Up to 50% slashed rates
- Up to 50% price cuts

...by IMDA SMEs Go Digital

- Supported by IMDA SMEs Go Digital
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- Sponsored by:
- Promoted by:
- Backed by:
- With assistance from
- In collaboration with
- In partnership with

2 IMDA Pre-Approved Solution lockup

The IMDA Pre-Approved Solution lockup should not be placed on a generic page that fails to mention the pre-approved solution (e.g., a landing page with only basic information about the vendor, an about us page, etc.)



3 Body Copy

Adding features and benefits unrelated to IMDA Pre-Approved Solution.

Long paragraphs filled with technical jargon that are hard to understand for the average reader.

Digital Application

Chapter 6



DIGITAL APPLICATION

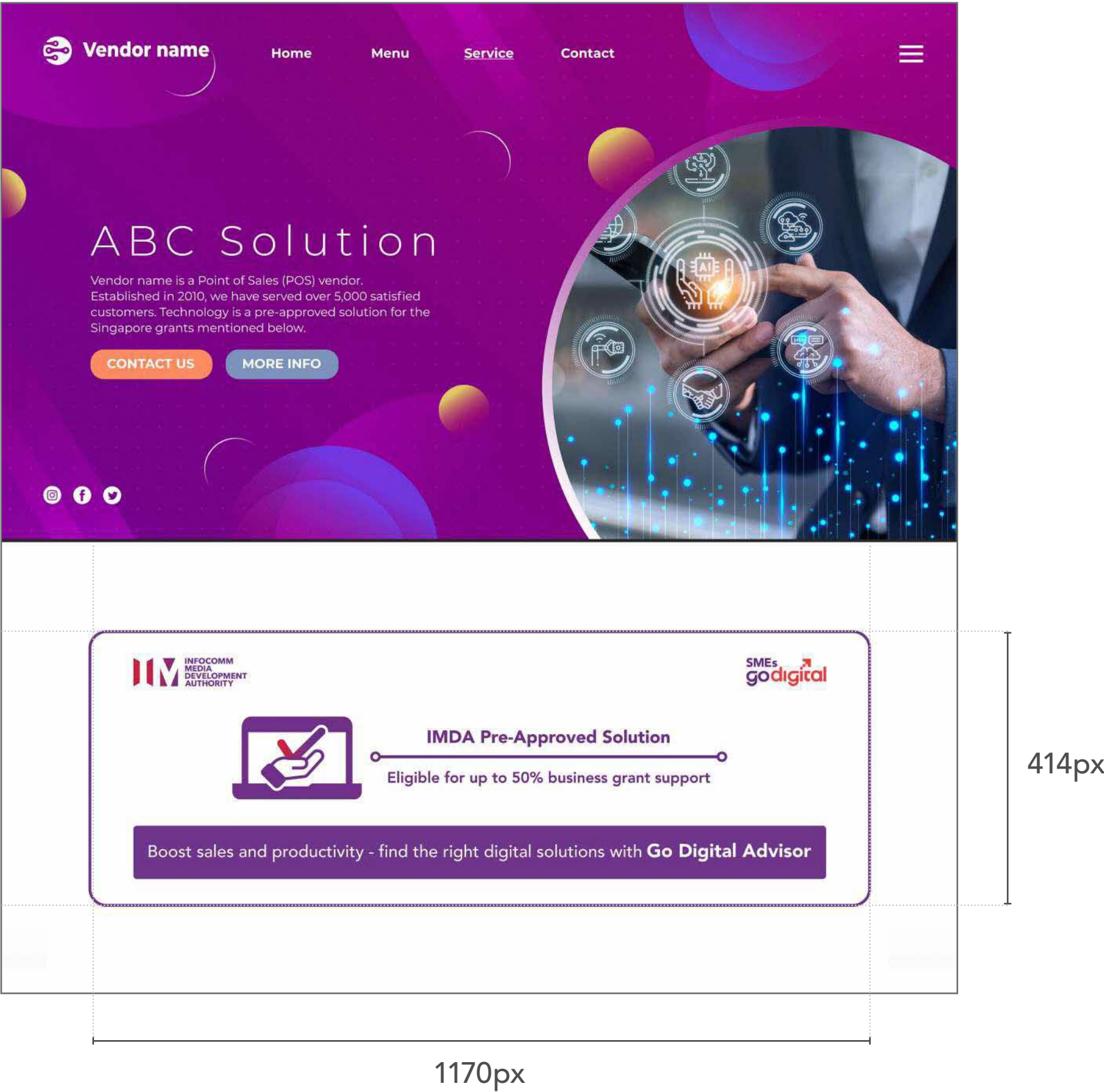
Example 1A

Vendors must use the IMDA Pre-Approved Solution lockup on web pages detailing solutions pre-approved by IMDA.

Proper lockup application in digital formats is crucial for maintaining a consistent and professional IMDA brand presence online, aiding clear communication with SMEs.

Website solution page

- It is recommended that the horizontal lockup occupies **100% of the view port width** if possible (for both desktop and mobile viewing) and **should not be smaller than 1170 pixels in width**.
- Use full-colour lockup and follow the clearance space specified in [Chapter 4](#) lockup usage.
- For web page applications, the lockup must hyperlink back to the Go Digital Advisor web page. Vendors will receive a unique UTM link to embed within the lockup for tracking purposes.



DIGITAL APPLICATION

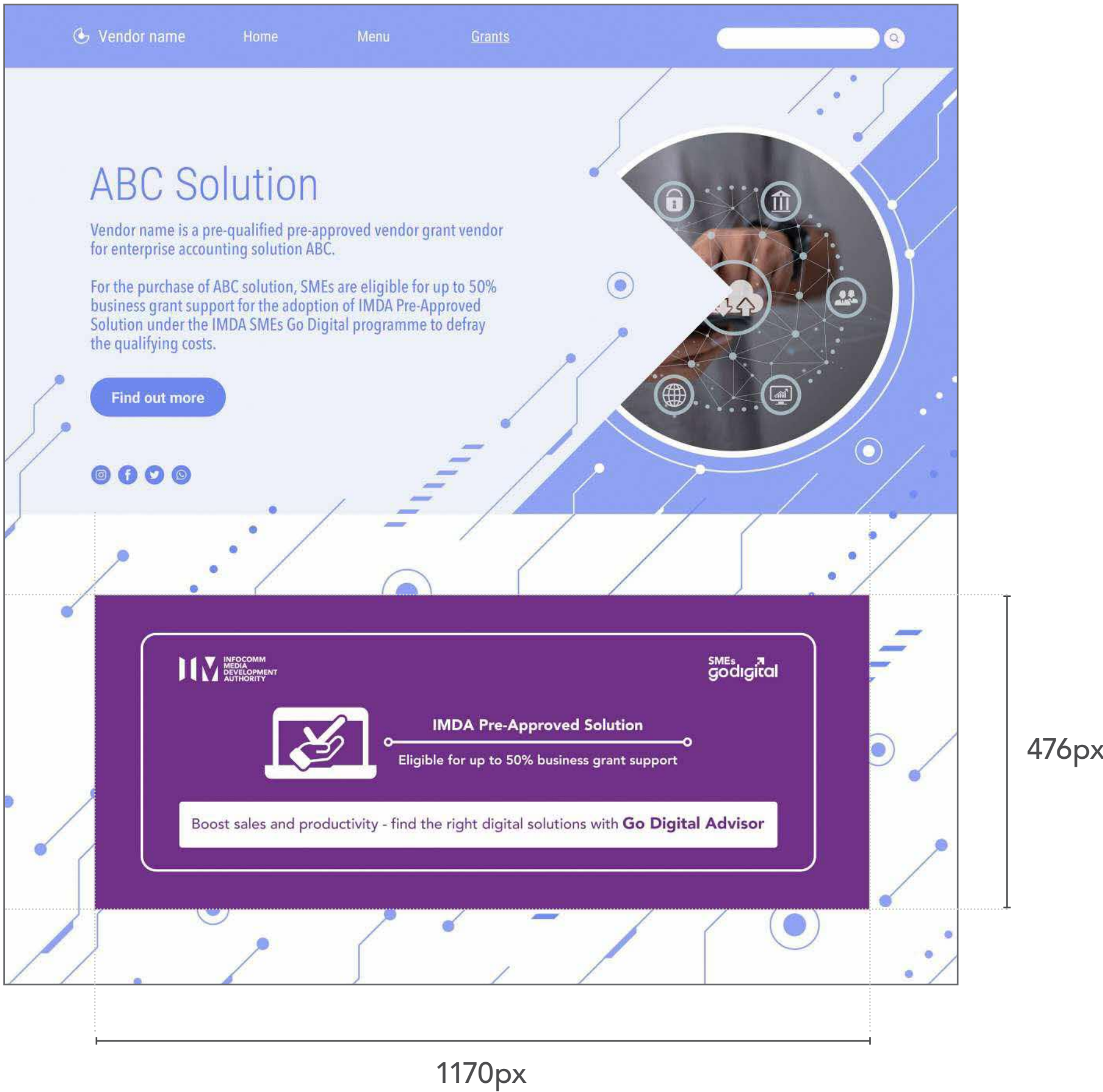
Website solution page

- In scenarios where the web page background is intricate or busy, implementing a solid colour block behind the lockup is advisable to preserve its readability, as demonstrated in example below.

Example 1B

Vendors must use the IMDA Pre-Approved Solution lockup on web pages detailing solutions pre-approved by IMDA.

Proper lockup application in digital formats is crucial for maintaining a consistent and professional IMDA brand presence online, aiding clear communication with SMEs.



DIGITAL APPLICATION

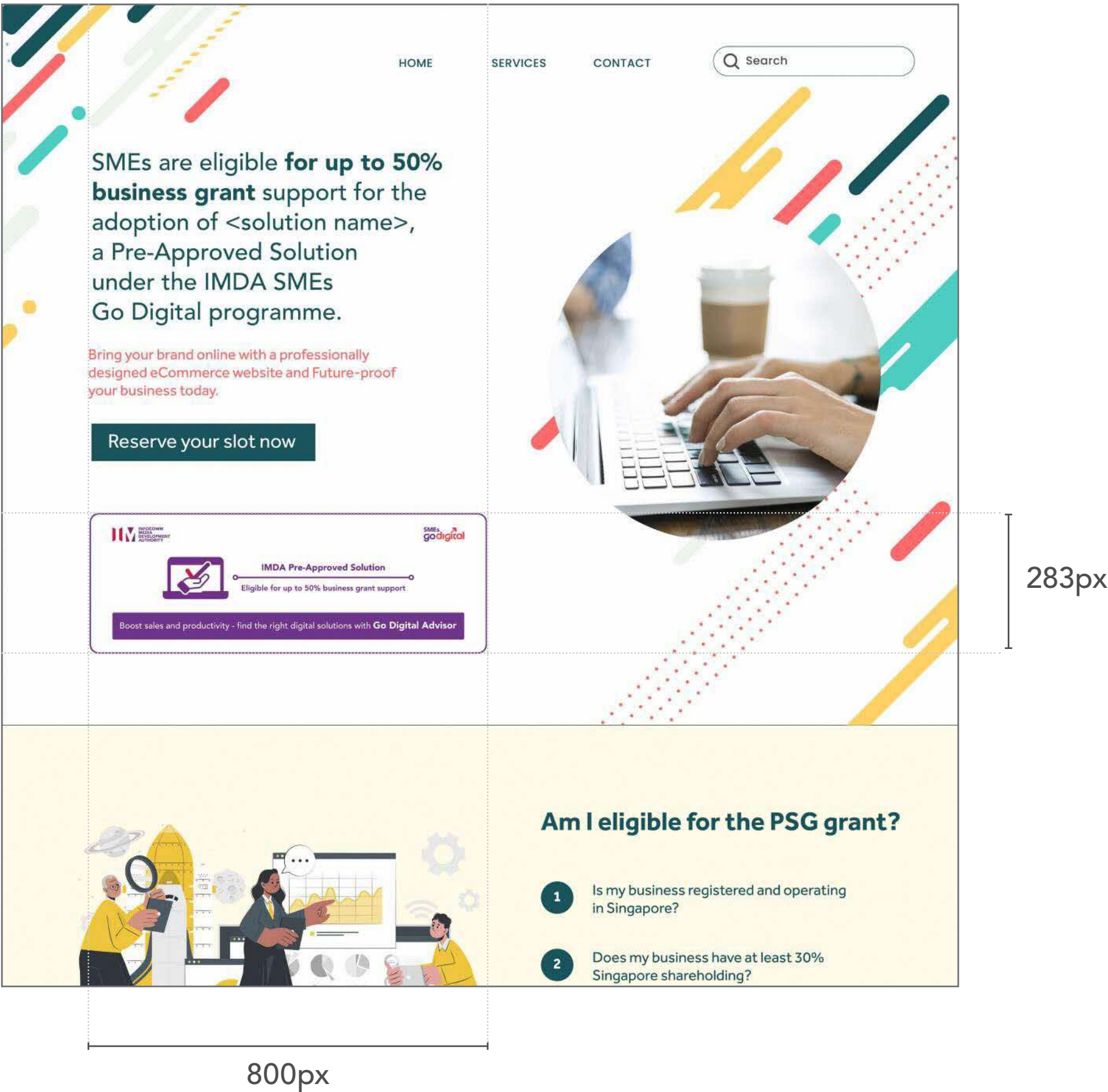
Example 2

Vendors must use the IMDA Pre-Approved Solution lockup on web pages detailing solutions pre-approved by IMDA.

Proper lockup application in digital formats is crucial for maintaining a consistent and professional IMDA brand presence online, aiding clear communication with SMEs.

Website solution page

- For websites built on two-columns, the horizontal lockup must **occupy 30–40% of the view port height** (for both desktop and mobile viewing) and **should not be smaller than 800 pixels in width**.
- Use full-colour lockup and follow the clearance space specified in [Chapter 4](#) lockup usage.



DIGITAL APPLICATION

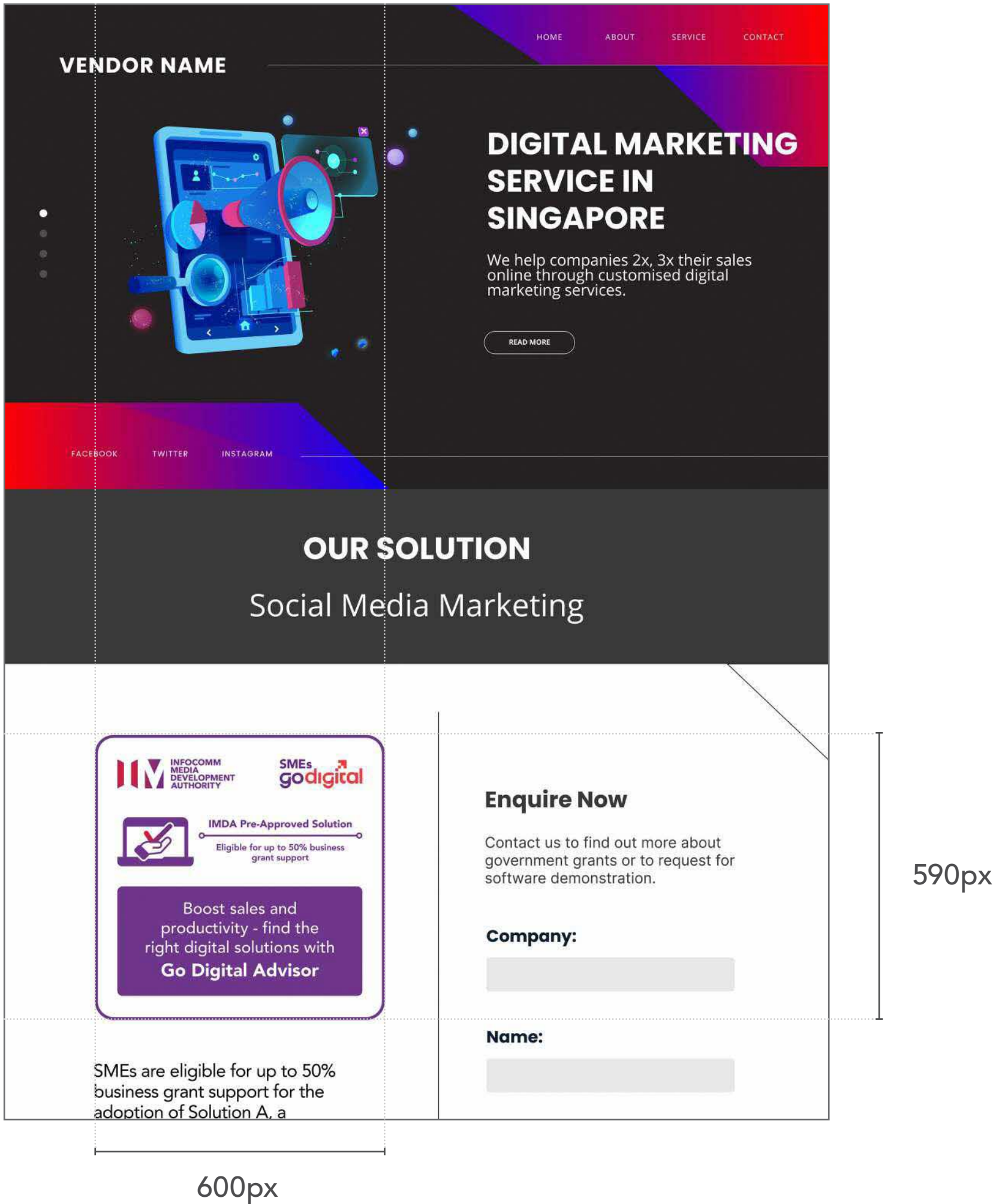
Example 3A

Vendors must use the IMDA Pre-Approved Solution lockup on web pages detailing solutions pre-approved by IMDA.

Proper lockup application in digital formats is crucial for maintaining a consistent and professional IMDA brand presence online, aiding clear communication with SMEs.

Website solution page

- For two-column websites with columns under 50%, use the vertical lock-up, ensuring it extends according to the column’s width and **should not be smaller than 600 pixels in width**.
- Use full-colour lockup and follow the clearance space specified in [Chapter 4](#) lockup usage.



DIGITAL APPLICATION

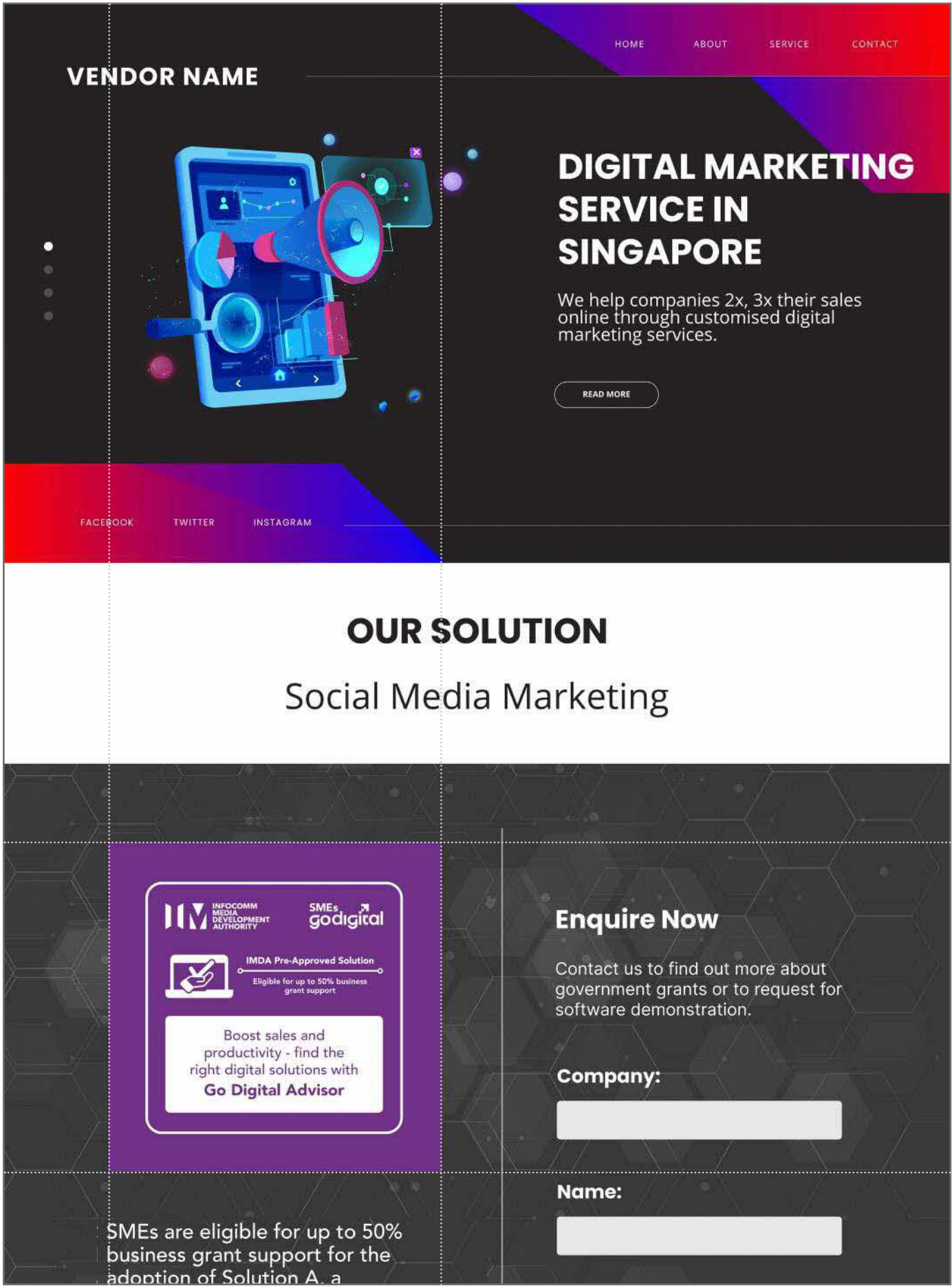
Example 3B

Vendors must use the IMDA Pre-Approved Solution lockup on web pages detailing solutions pre-approved by IMDA.

Proper lockup application in digital formats is crucial for maintaining a consistent and professional IMDA brand presence online, aiding clear communication with SMEs.

Website solution page

- In scenarios where the web page background is intricate or busy, implementing a solid colour block behind the lockup is advisable to preserve its readability, as demonstrated in example below.



600px

590px

DIGITAL APPLICATION

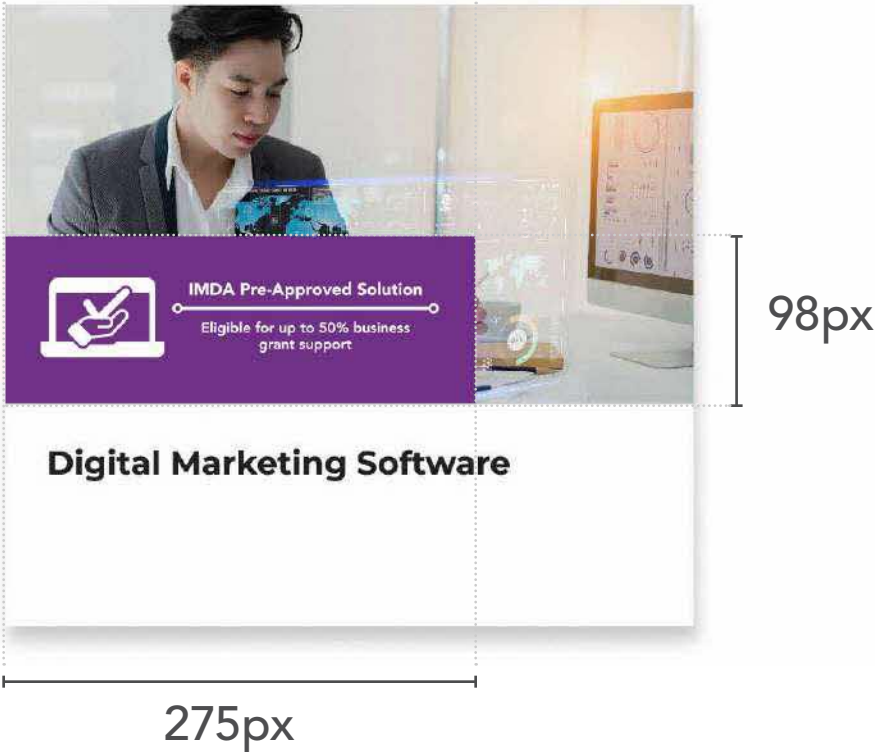
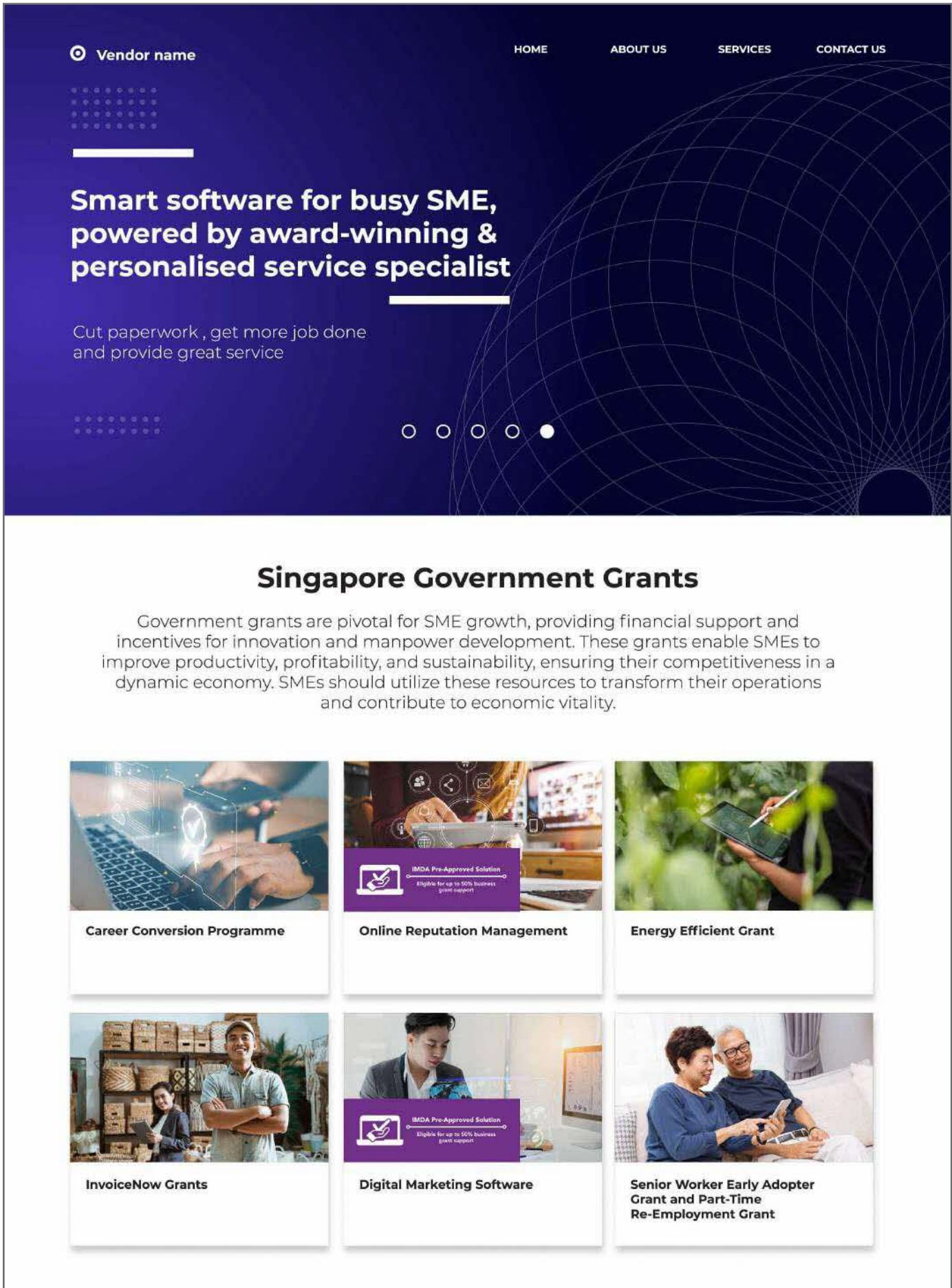
Website solutions page

- The IMDA Pre-Approved Solution brandmark should be used for highlighting officially endorsed solutions.

Example 4

Vendors should clearly differentiate solutions that have been pre-approved by IMDA and non-pre-approved solutions.

Proper lockup application in digital formats is crucial for maintaining a consistent and professional IMDA brand presence online, aiding clear communication with SMEs.



IMDA Pre-Approved Solution brandmark

DIGITAL APPLICATION

Proper lockup application in digital formats is crucial for maintaining a consistent and professional IMDA brand presence online, aiding clear communication with SMEs.

For digital applications, lockup must hyperlink back to the Go Digital Advisor web page. Vendors will receive a unique UTM (Urchin Tracking Module) link to embed with the lockup for tracking purposes.

Email direct mailer

SMEs are eligible for up to 50% business grant support for the adoption of <solution name>, a Pre-Approved Solution under the IMDA SMEs Go Digital programme.



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Eligible for up to 50% business grant support

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Vendor A

CyberGuardian Solution: Ensuring Digital Safety

Our mission is to ensure digital safety for all, making it not just a necessity but a fundamental right. Embrace a secure digital future with **CyberGuardian**, a cybersecurity solution, where your peace of mind is our paramount concern.



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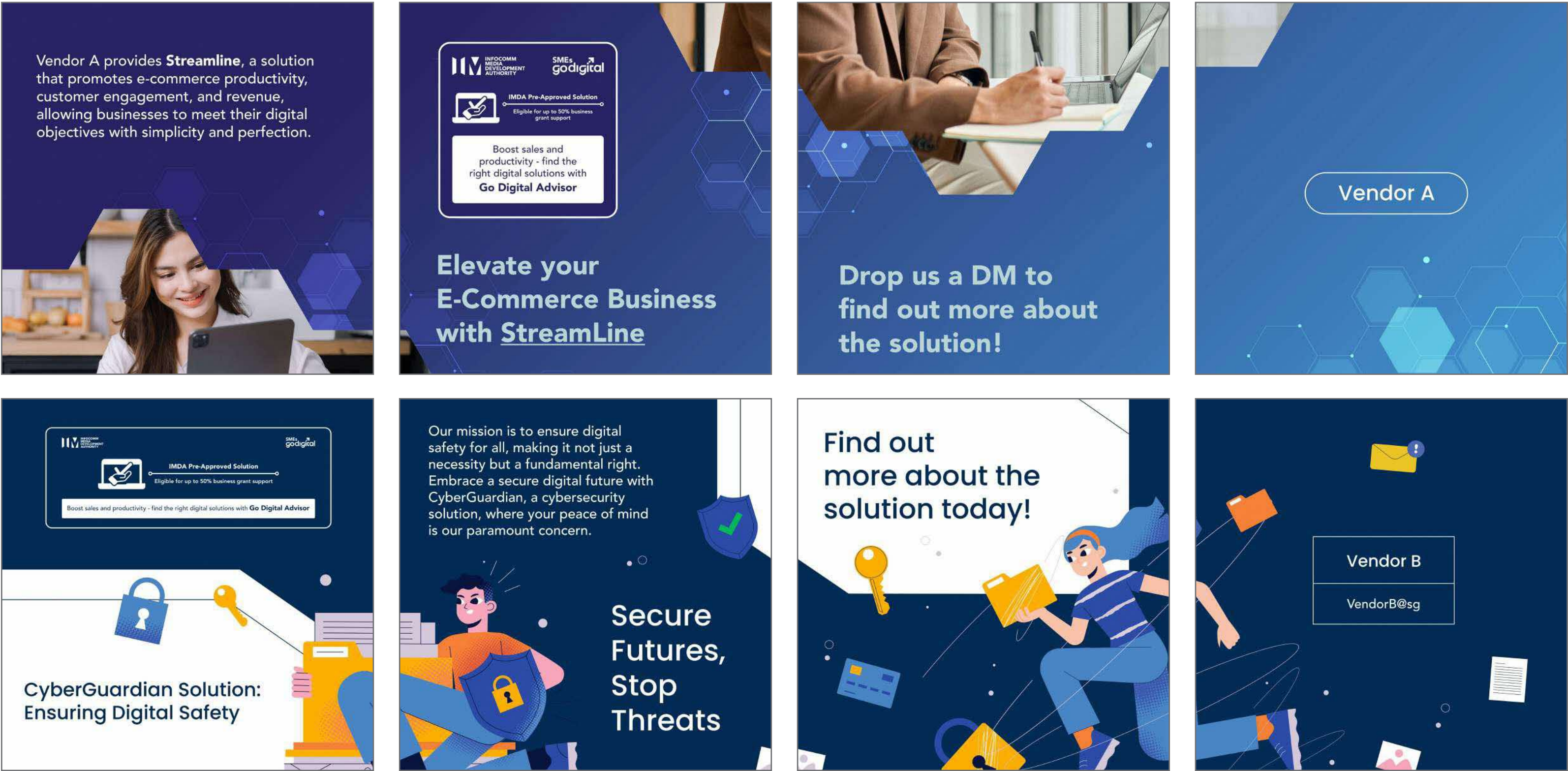
Vendor B

DIGITAL APPLICATION

Follow the recommendations for IMDA Pre-Approved Solution lockup placement, this ensures consistency across all communications.

For digital applications, lockup must hyperlink back to the Go Digital Advisor web page. Vendors will receive a unique UTM (Urchin Tracking Module) link to embed with the lockup for tracking purposes.

Social media ads



Frame 1

Frame 2

Frame 3

Frame 4

DIGITAL APPLICATION

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Banner ads

CyberGuardian Solution: Ensuring Digital Safety

Our mission is to ensure digital safety for all, making it not just a necessity but a fundamental right. Embrace a secure digital future with CyberGuardian, a cybersecurity solution, where your peace of mind is our paramount concern.

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DEVELOPMENT
AUTHORITY

 SMEs
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DIGITAL APPLICATION

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Banner ads

ABC
Solution

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Vendor B

ABC
Solution

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ABC
SOLUTION

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Vendor C

ABC
Solution

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Vendor B



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IMDA Pre-Approved Solution lockup Usage Guidelines

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DIGITAL APPLICATION

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Banner ads

ABC
SOLUTION



Vendor C

INFOCOMM MEDIA DEVELOPMENT AUTHORITY

SMEs go digital



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INFOCOMM MEDIA DEVELOPMENT AUTHORITY

SMEs go digital



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Ensuring Digital Safety

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SMEs go digital



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SMEs go digital



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Ensuring Digital Safety

DIGITAL APPLICATION

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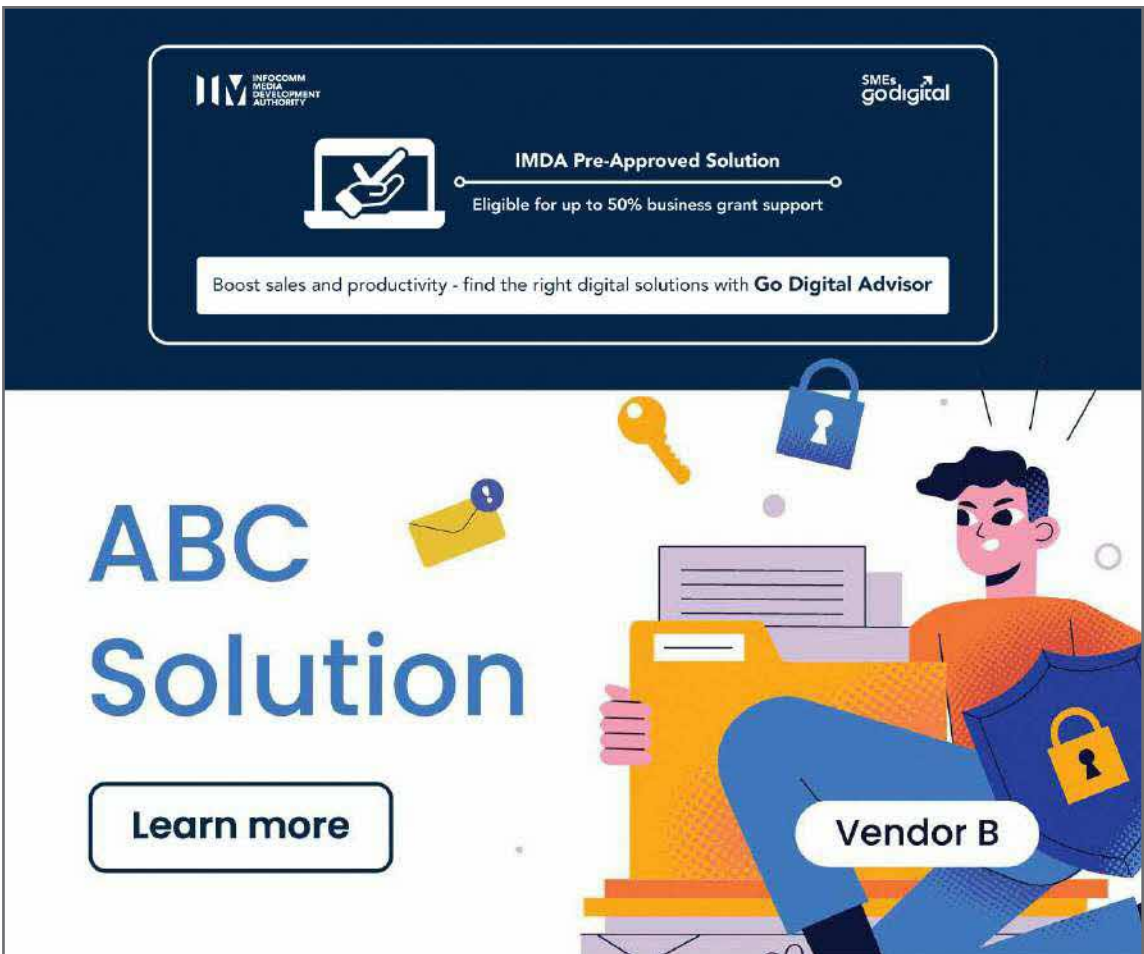
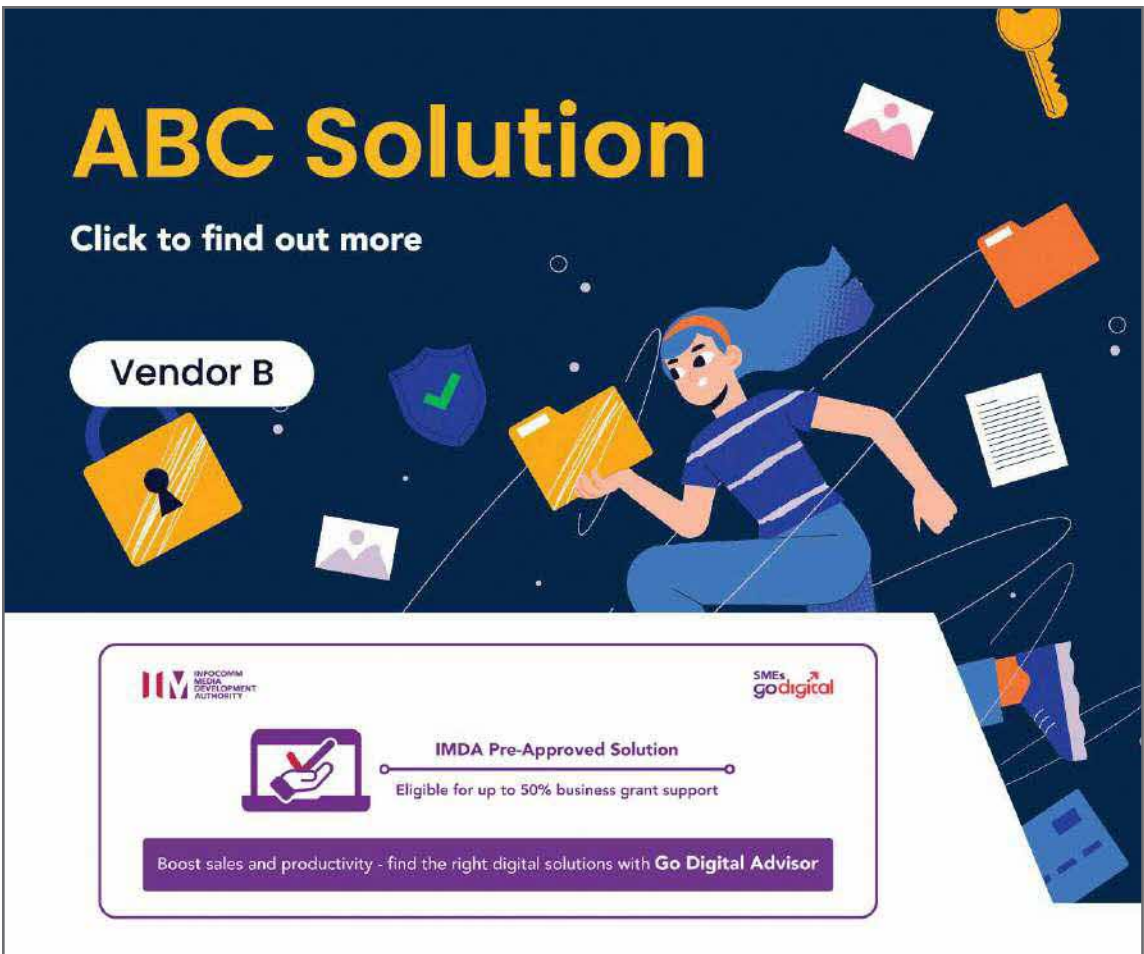
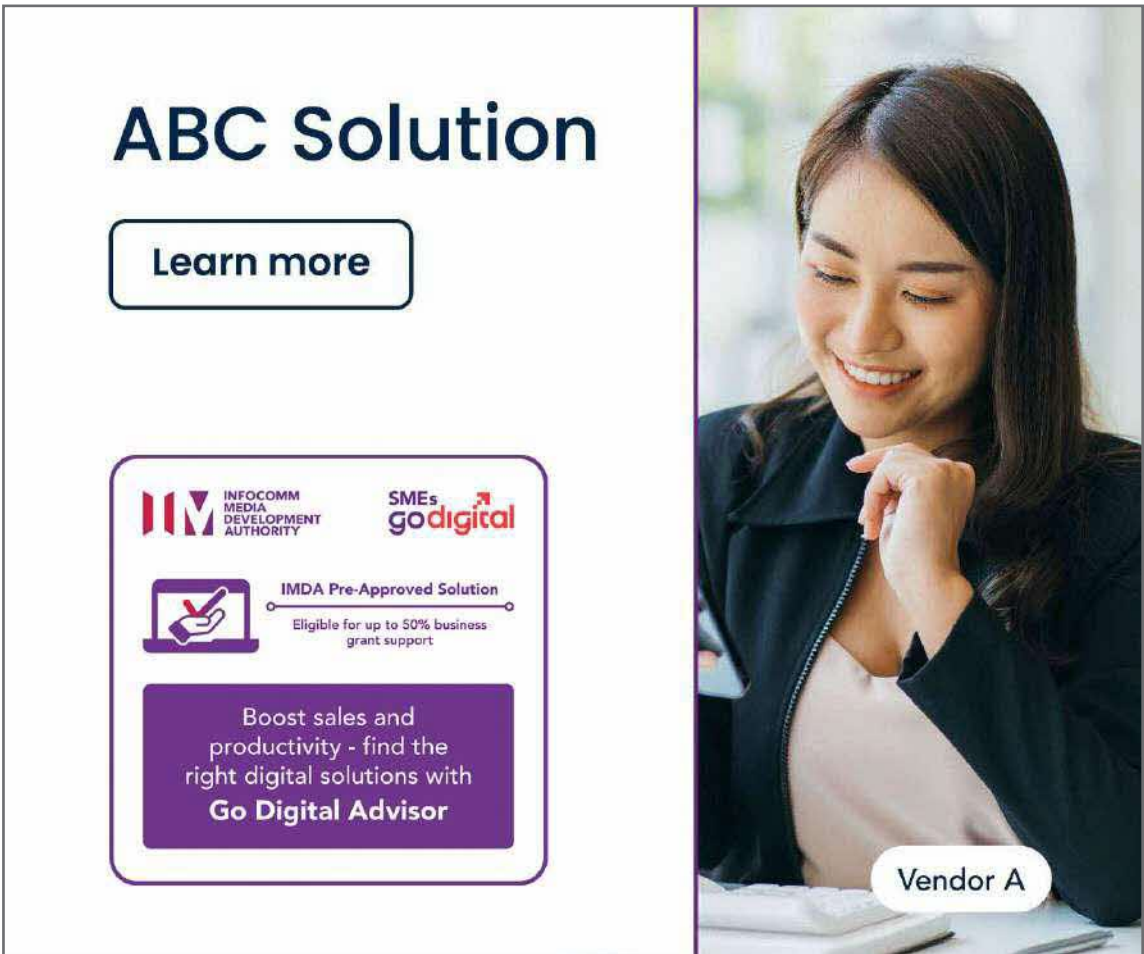
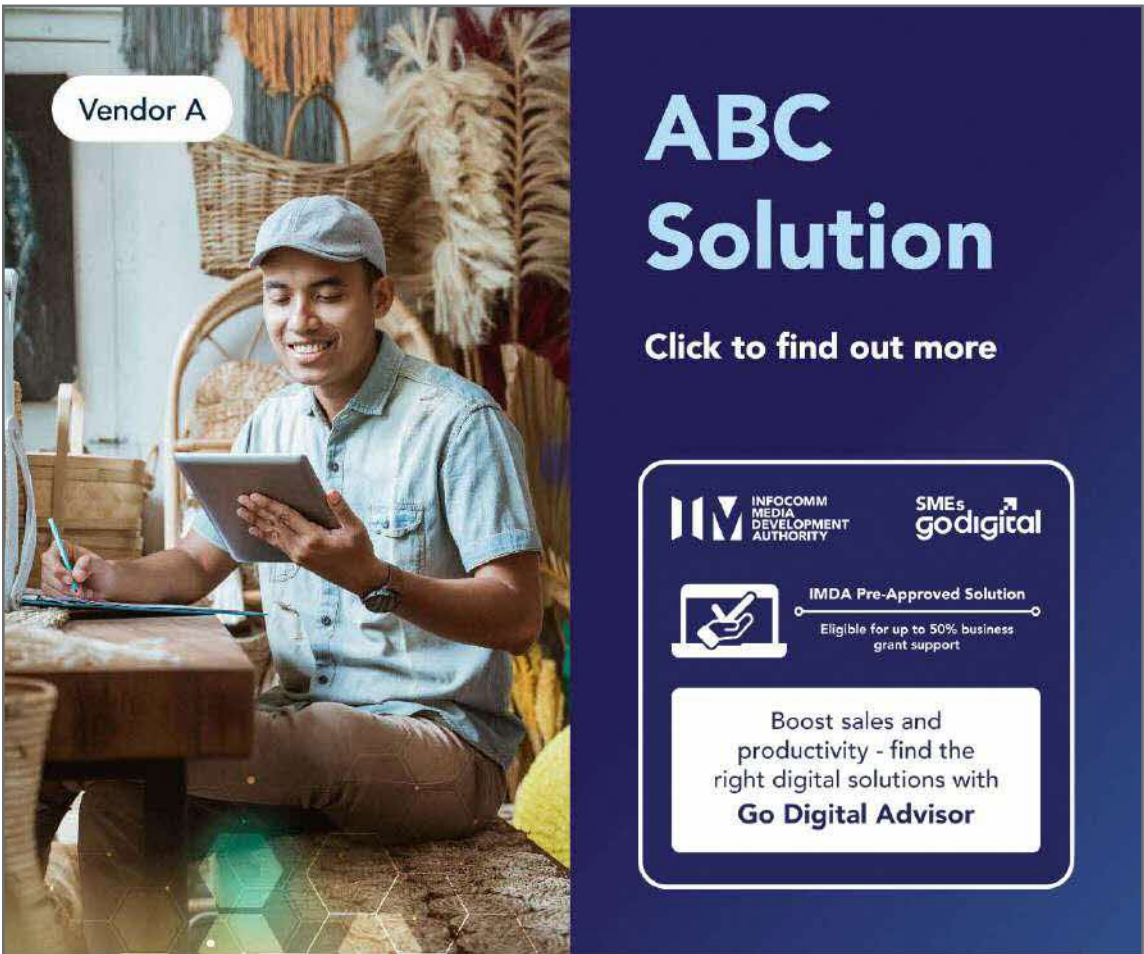
Banner ads



DIGITAL APPLICATION

Follow the recommendations for IMDA Pre-Approved Solution lockup placement, this ensures consistency across all communications.

Banner ads



DIGITAL APPLICATION

Follow the recommendations for IMDA Pre-Approved Solution lockup placement, this ensures consistency across all communications.

Google ads (frame by frame)



Frame 1



Frame 2

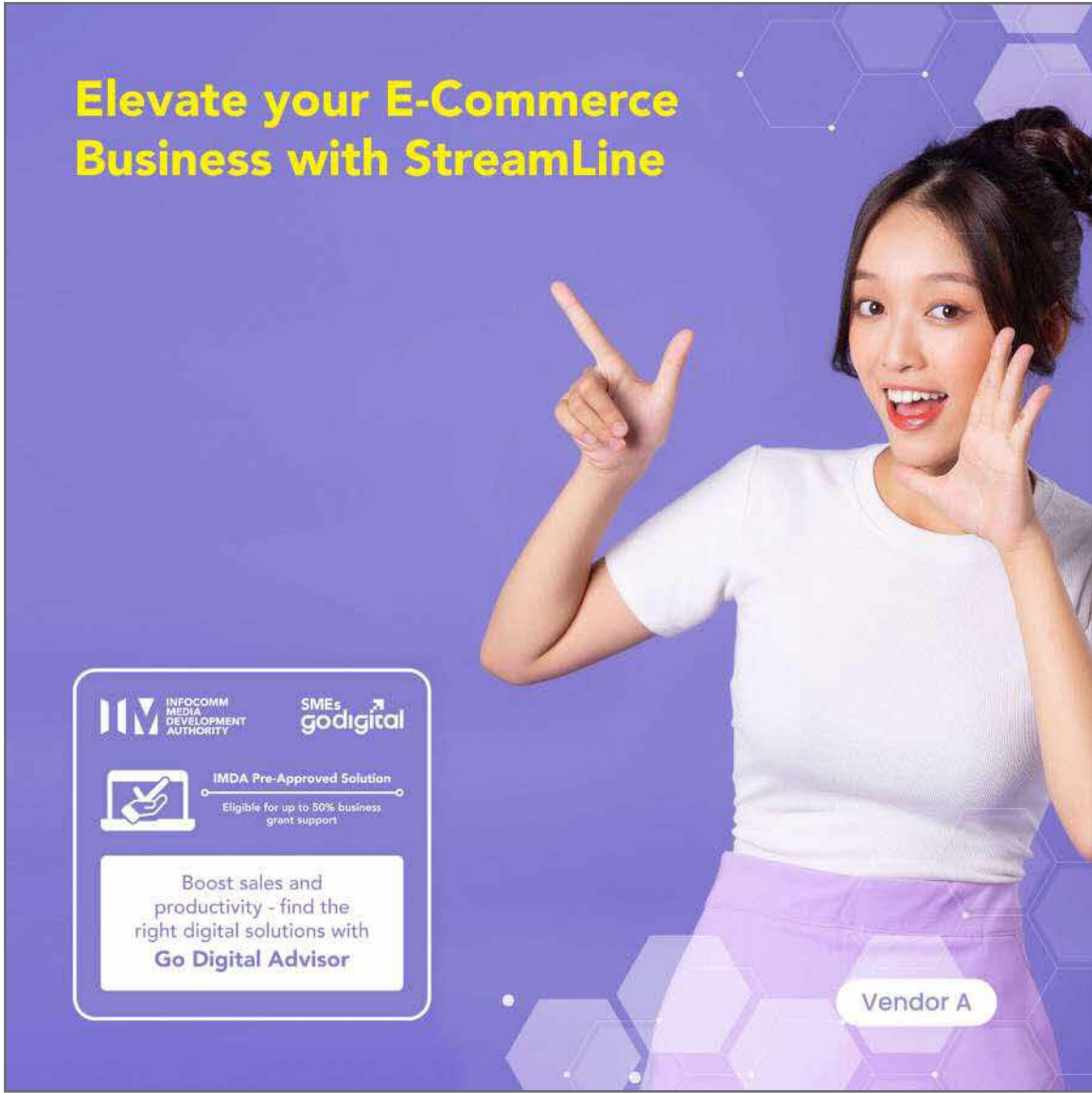


Frame 3

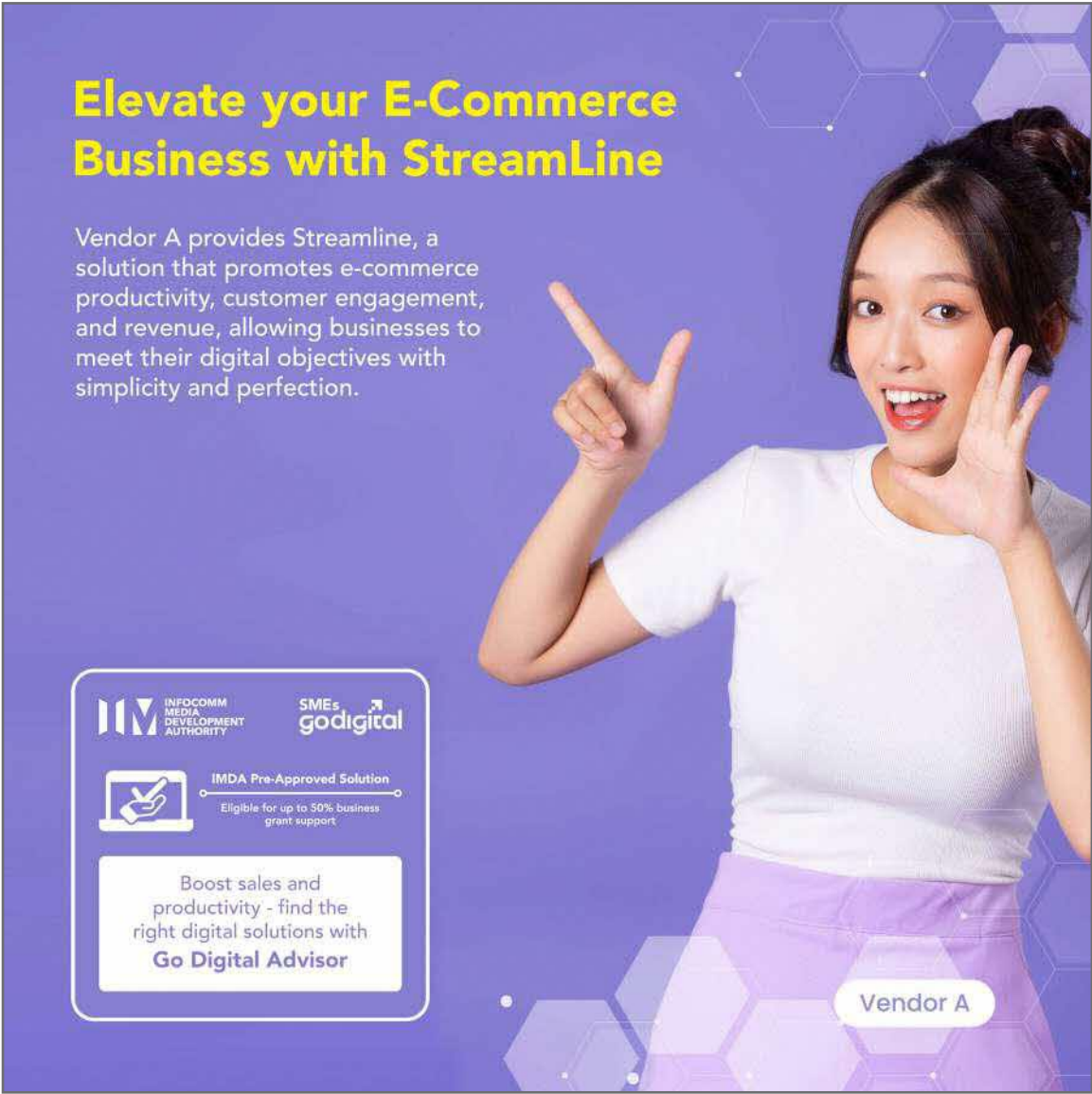
DIGITAL APPLICATION

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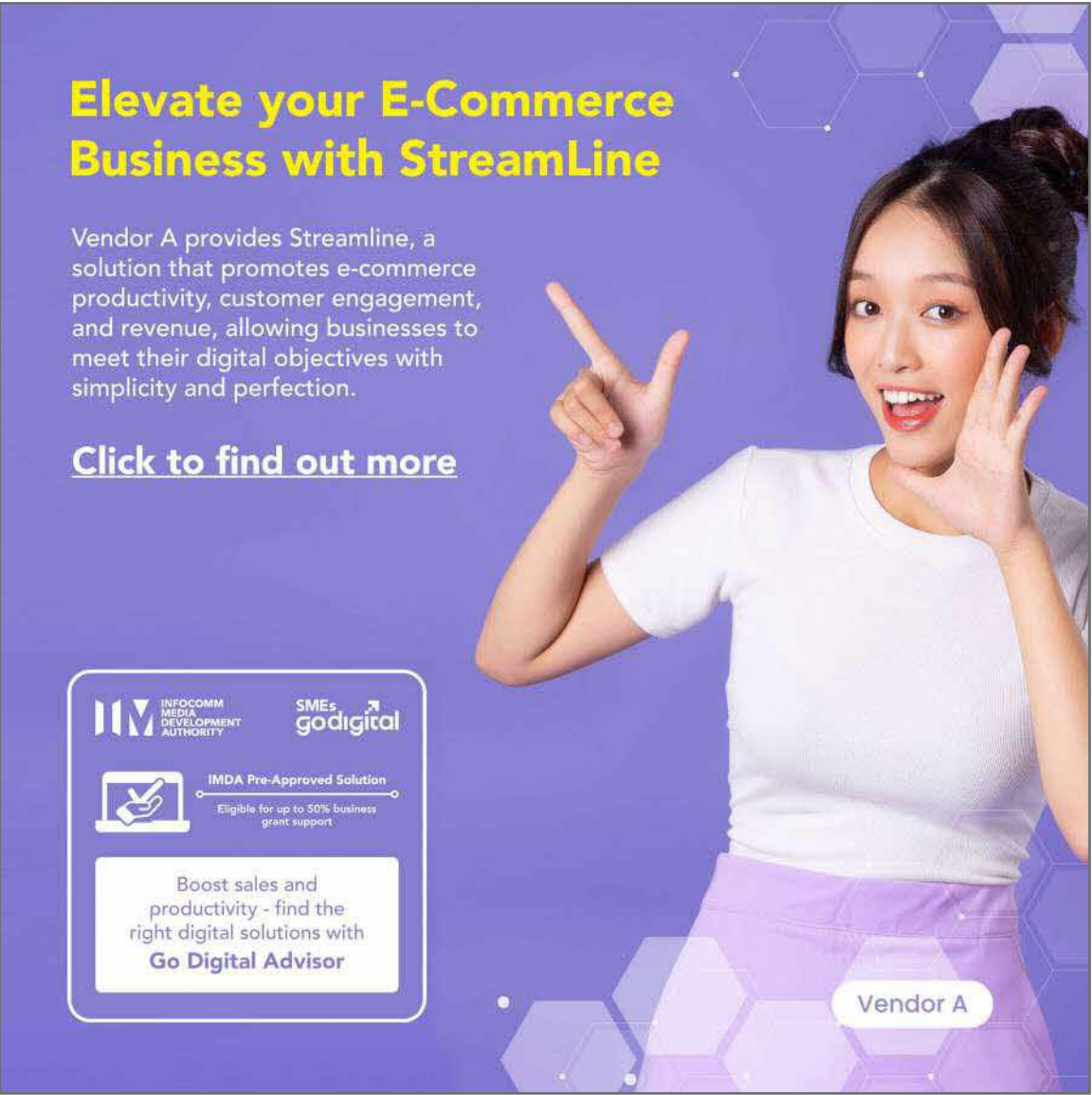
Google ads (frame by frame)



Frame 1



Frame 2



Frame 3

Print Application

Chapter 7



PRINT APPLICATION

Follow the recommendations for IMDA Pre-Approved Solution lockup placement, this ensures consistency across all communications.

For print applications, vendors are required to use lockup with a QR code area indicated. IMDA will provide vendors with a unique QR code, which they must put into the lockup’s QR code area.

A4 printed brochure

Vendor A

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Vendor A

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Inventory Management

Q Search Inventory

Category	ID	Description	Product Image	Qty
Speakers	4509	Compact Bluetooth Speaker		20
Headphones	4510	Wireless Noise-Cancelling Headphones		66
Shoes	1019	Breathable Running Shoes		51
Jackets	1020	Waterproof Casual Jacket		12

Website Traffic Analysis

Q Search database

Sales

Site A

Site B

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Q Search database

Sales

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Site B

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A4 printed brochure



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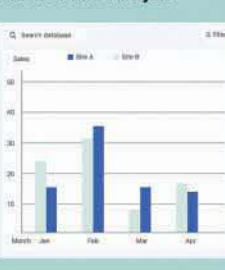


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Website Traffic Analysis



Inventory Management

Category	ID	Description	Product Image	Qty	Active
Electronics	0001	Smartphone X Series		120	Yes
Electronics	0002	Tablet Y Series		80	Yes
Electronics	0003	Smartwatch Z Series		30	Yes
Electronics	0004	Wireless Earbuds		150	Yes
Electronics	0005	Smart Home Hub		50	Yes
Electronics	0006	Smart TV 55 inch		10	Yes

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Benefits

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Benefits

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Vendor A





Vendor A

PRINT APPLICATION

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Pull-up banner

Vendor A

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Inventory Management

Website Traffic Analysis

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Benefits

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Streamline

IMDA Pre-Approved Solution lockup Usage Guidelines

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End of Lockup Usage Guidelines

All usage of Pre-Approved Solution lockup and write-up must be forwarded to **smes_go_digital@imda.gov.sg** for approval. Should there be any exceptions from the guide, please send your final artwork to **smesgodigital_comms@imda.gov.sg**, copy **smes_go_digital@imda.gov.sg**, with **5 business days** lead time.

 smesgodigital.gov.sg

    IMDAsg

Updated on 22 September 2026