

10. CURRENCY

Guidelines

Local Currency

The Monetary Authority of Singapore (MAS) revised its guidelines on the reproduction of currency in advertisements with effect from 11 August 2006.

Generally, the guidelines have been relaxed. However, the principles to preserve the dignity of currency and to protect the public are maintained.

Essentially, no permit is required (including portrait and older series currency) if the reproduction of the currency adheres to the following:

(A) General Conditions

- No distortion of the President or any national symbol.
- Currency is not shown in a manner that is offensive or against public interest.
- Reproduction on materials distinguishable from genuine coins, paper notes or polymer notes.

(B) Technical requirements

- 150% larger or 60% smaller in size.
- Depiction is done proportionately.
- If whole note is depicted "flat to camera", the text "SPECIMEN" is required (but shall not cover any part of the portrait). However, partial depiction of currency need not carry the text "SPECIMEN".
- Cannot be duplex (i.e. nothing on the reverse to give impression it is a genuine note).

Foreign Currency

- a. Advertisements featuring currency of United Kingdom (UK) require approval from the Bank of England via the online application form.
- b. The reproduction of the currency from other countries does not require any approval.

Reference

*Monetary
Authority of
Singapore (MAS)
– Section 20 (1)
Currency Act*

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MAS
Currency Dept
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Services Unit
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