

## About SPH's new logo



The new logo's design portrays SPH's initiative in engaging and connecting with all its stakeholders. The interlocking letters (the overlap) in this design suggest SPH's initiative in engaging and connecting with its brand audience, and enriching their lives as reflected in SPH's brand essence.

Its colours and typeface reinforces SPH's stature as a leading media organisation – confident, authoritative, yet approachable. The shade of blue portrays stature and stability, reflecting SPH as a professional and respected organisation delivering trusted and relevant content which brand audiences can rely on.

With this new logo is SPH's brand statement: "SPH is Southeast Asia's Leading Media Organisation, Engaging Minds and Enriching Lives Across Multiple Languages and Platforms."

Our new brand essence is "Engaging Minds, Enriching Lives".