

GUIDELINES FOR OUTDOOR EVENT SIGNAGE IN CENTRAL AREA

The guidelines for outdoor event signage aim to ensure that the signs are well placed and designed and contribute to an attractive urban environment along our streets and public spaces in the city.

1) Signs on Temporary Event Structures

- a) Signs are to be mounted neatly on the event structure/ tentage/ stage and should be of appropriate scale and proportion.



- b) Supporting elements such as brackets, timber strutting, wiring, etc. are to be properly secured, hidden from view or visually screened. Signs are not to be cantilevered from the event structure.



- c) Brand names and logos (i.e. without event details) are allowed.



- d) Direct sales and promotional messages highlighting discounts, prices, etc. are not allowed.



- e) The rear of all event structures is to be properly treated to screen the structure, e.g. with panelling or graphic designs. Blank walls are not allowed.



- f) Fixtures that form part of the display, e.g. props or event mascots outside a pop-up can be supported.



2) Signs on Temporary Event Barriers

- a) Signs can be mounted on temporary event barriers that are required for the event and shall display the name and details of the event.



- b) Product placement and advertisements including direct sales and promotional messages highlighting discounts, prices, etc. are not allowed.



- c) For events not exceeding three days, corporate branding signs can be supported on its own, i.e. without sponsorship text or event details.



- d) For events exceeding three days, corporate branding signs can only be supported when displayed together with event signage:
- If displayed together with event details on the same sign, corporate branding signs shall not form more than 50 percent of the total signage area;
 - If displayed as individual signs, corporate branding signs shall not exceed 50 percent of the total number of event barrier signs. Corporate branding signs can be displayed individually or in groups to alternate with the event signs.



3) Flags, inflatables and other standalone signs

- a) Standalone / freestanding signs such as inflatables, balloons, flag poles, banners and standees can be supported for events. All counter weights for the

signs are to be properly treated on all sides, i.e. no exposed concrete blocks and sandbags.



Inflatable



Balloon sign



Giant flag



Teardrop banner



Exposed counterweight/
sandbags & brackets



Standees



Gantry sign

- b) Product placement and direct sales and promotional messages such as “Buy One Get One free” and “20% off” are not allowed.



- c) For events not exceeding three days, corporate branding signs can be supported on their own, i.e. without sponsorship text or event details.



- d) For events exceeding three days, corporate branding signs can only be supported when displayed together with event details:

- If displayed together with event details as part of the same sign, corporate branding signs shall not form more than 50 percent of the total signage area;
- If displayed as individual signs, corporate branding signs shall not exceed 50 percent of the total number of standalone signs. Corporate branding signs can be displayed individually or in groups to alternate with the event signs. In particular, for Marina Bay, the distance between the signs e.g. flags, tear drop banners, balloons shall not be less than 4m apart.



4) Standalone 3D Advertisements/ Product Replicas

Standalone 3D displays can be supported only in conjunction with an event, e.g. movie promotion, flagship store opening, festive display.

Only the name/ logo and details of the event, and the sponsor name/ brand logo can be allowed as part of the display. Direct sales and promotional messages such as “Buy One Get One free” and “20% off” are not allowed.



Standalone billboards are not considered 3D displays and are not allowed, exception in conjunction with a gala movie premier event, for the duration of the event only.



5) Car Advertisements

Car displays are considered as a form of standalone product advertisements.

While there is no restriction on car displays at Orchard Road for car promotions/sales, for other locations in Central Area, car displays are only allowed in conjunction with events.

Event related messages such as “Official car sponsor of XXX event” or event title / information / details would need to be displayed on the car or the backdrop, and advertisements on the car / car functions, car manufacturer / distributor would not be permitted.



Orchard Road Only

Car promotion/ sales



Car display as part of an activity within an event



Car display as an integral part of an interactive event

6) Floor Stickers

Floor stickers are not allowed unless they are displayed as a form of public art e.g. trick eye or graphic signs without commercial messages.



Floor art not containing commercial branding



Floor advertising

7) Event Signs on Buildings

Event signs are allowed on building facade to promote an event held within the building, subject to technical agencies requirements, for a display period up to the duration of the event. In general, name / logo and details of the event are to form part of the signage content. Direct sales and promotional messages such as “Buy One Get One free” and “20% off” are not allowed.

