

## SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

These guidelines are applicable along the lampposts on roads managed by the Singapore Tourism Board (STB). Street banners are to be used strictly for the promotion of events and not for product launches or advertisement of brand names.

### 1 General Installation & Dismantling Guidelines

- 1.1 The onus lies with Event Organiser (EO) to conduct a site recce and verify the number of banner spaces available on-site.
- 1.2 Unless otherwise stated, the maximum display period is one month. For decorative lampposts, vertical banners must be tied to the metal rods provided. Otherwise, (for non-decorative lampposts), a U-Clamp with PVC sleeving must be used to mount the banner onto the lamp post.
- 1.3 All banners must be installed **between 2300 hrs of the previous day of the banner display period to 0600 hrs of the next day**. If the first day of the banner display period is 1<sup>st</sup> February, then, the banners must be installed by 0600 hrs of 1<sup>st</sup> February.
- 1.4 All banners must be dismantled **between 2300 hrs of the last day of the banner display period to 0600 hrs of the following day**. If the last day of the banner display period is 31<sup>st</sup> January, then, the banner must be dismantled before 0600 hrs of 1<sup>st</sup> February.
- 1.5 It is the EO's responsibility to ensure that banners are installed in a safe and proper manner. STB is not liable for any damage or injury caused by the banners. Kindly ensure your banner contractor has public liability. STB reserves the right to request EOs to dismantled / replace banners that are not installed in an acceptable manner.
- 1.6 In the event a contractor fails to dismantle their event banners on time, the contractor may have to reimburse dismantling and other associated costs should the contractor of the next event have to incur additional costs in the course of putting up their own event banners. In such instances, the EO of the previous event would mediate to ensure that the previous contractor who caused the delay reimburses the contractor of the next event. Alternatively, the previous contractor who failed to dismantle the banners on time, would have to collect the banners of the next event from the contractor and install it at no cost.
- 1.7 Orchard Road (named as OR 1 to OR 9) refers to the decorative lampposts along Orchard Road and part of Scotts Road and part of Tanglin Road. Other roads managed by STB may have a mixture of decorative and non-decorative lampposts.

#### A. Installation Guidelines at Orchard Road

Orchard Road	Banner Specifications
<p><b>Decorative Lampposts (Please refer to Annex A)</b></p> <ul style="list-style-type: none"><li>▪ Comprising Orchard Road, and Part of Scots Road(LPs#1A to 30) and Part of Tanglin Road (LPs#1 to 40)</li></ul>	<ul style="list-style-type: none"><li>▪ Size: 120 cm (W) x 350 cm (H)</li><li>▪ Two double-sided banners</li><li>▪ All banner spaces must be fully utilized by the event. Empty banner spaces are not allowed.</li><li>▪ Co-sharing of banner spaces is strictly not allowed.</li><li>▪ Orchard Road banner spaces come in clusters of lampposts.</li></ul>

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### **Banner Specifications for Configurations OR 1 to OR 8 (Tanglin Post Office to Concorde Hotel)**

Each lamp post must carry two double-sided banners on its left and right wing (above the vehicular road & pedestrian pavement). If an event has been allocated 30 lampposts, the EO needs to produce a total of 60 double-sided banners.

### **Banner Specifications for Configuration OR 9 (Plaza Singapura to MDIS Dhoby Ghaut)**

Only one event is allowed to be displayed along OR 9. The EO needs to produce a total of 28 double-sided banners.

#### **B. Installation Guidelines at Non-Orchard Roads**

Non-Orchard Road	Banner Specifications
<b>Decorative Lampposts (Please refer to Annex A)</b> <ul style="list-style-type: none"> <li>▪ Bras Basah Road (74 lampposts)</li> <li>▪ Penang Road (8 lampposts)</li> <li>▪ River Valley Road (32 lampposts)</li> <li>▪ Stamford Road (22 lampposts)*</li> </ul>	<ul style="list-style-type: none"> <li>▪ Size: 120 cm (W) x 350 cm (H)</li> <li>▪ One double-sided banner</li> </ul>
<b>Non-Decorative Lampposts (Please refer to Annex A)</b> <ul style="list-style-type: none"> <li>▪ Cuscaden Road: (19 lampposts)#</li> <li>▪ Grange Road : between Orchard Road &amp; junction of Devonshire Road (8 lampposts)</li> <li>▪ Grange Road : between Orchard Road &amp; Tanglin Road (5 lampposts)</li> <li>▪ Mohd Sultan Road (22 lampposts)</li> <li>▪ Nicoll Highway (198 lampposts)#</li> <li>▪ Orchard Boulevard (70 lampposts)</li> <li>▪ Orchard Link (10 lampposts)</li> <li>▪ Paterson Road (16 lampposts)#</li> <li>▪ Penang Road (28 lamp post)</li> <li>▪ Raffles Avenue (23 lampposts)</li> <li>▪ Raffles Boulevard (21 lampposts)</li> <li>▪ River Valley Road (66 lampposts)</li> <li>▪ Saiboo Street (18 lampposts)</li> <li>▪ Somerset Road (10 lampposts)</li> <li>▪ Scotts Road (38 lampposts)#</li> <li>▪ Tuas Causeway (40 lampposts)</li> <li>▪ Woodlands Causeway (9 lampposts)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Size : 100 cm (W) x 300 cm (H)</li> <li>▪ Single-sided banner</li> <li>▪ Non-Orchard Roads with non-decorative lampposts can carry one or two single-sided banner each</li> <li>▪ Please note that some roads (such as Penang Road &amp; River Valley Road) have both decorative and non-decorative lampposts. The onus is on EOs to conduct site visits to confirm the number of available decorative and non-decorative lampposts for their events.</li> </ul>

**Note:** \*The National Arts Council (NAC) has taken over the management of banner spaces along Esplanade Drive, Fullerton Drive and part of Stamford Road (as part of the Civic District) since 1 July 2016.

#STB has taken over the management of banner spaces along Cuscaden Road, the whole of Nicholl Highway, Paterson Road and the non-decorative lampposts at Scotts Road since 1 November 2016.

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### C. Installation Guidelines at Causeways

The EO is required to obtain security clearance from Immigration & Customs Authority (ICA) before installation and dismantling of banners at Woodlands & Tuas Causeways at least a week before the installation of the banners. The contact person for the respective causeways are as follows:

**Tuas Causeway - Mr Philip Foo**

Tel: 6865 4607      Fax: 6861 5707      Email: [FOO\\_Chee\\_Yin@ica.gov.sg](mailto:FOO_Chee_Yin@ica.gov.sg)

**Woodlands Causeway - Mr Hong Fu Shun**

Tel: 6767 5785      Fax: 6894 8952      Email: [fu\\_shun\\_hong@ica.gov.sg](mailto:fu_shun_hong@ica.gov.sg)

### 2. STB Banner Design Template / Guidelines

- 2.1 The EO has to strictly adopt STB's banner template for banners installed at lampposts along roads managed by STB and for STB supported events along LTA roads.

Please refer to STB's representative for your event.

#### A. Primary Event Details in Banner body:

- The Event Name, Venue and Date need to be very prominent and legible.
- Event Name - Minimum 20% of banner size; font size 600 - 700 pts.
- Event Date and Venue - Minimum 15% of banner size; font size 350 - 450 pts. EOs should indicate event dates instead of "Now Opens" or "Now Showing."
- Font Type - EO to ensure font used is legible for "audience in motion"; Vertical fonts are not allowed on street banners. **Tip:** Serif (cursive) and italic font types are not legible for some categories of "audience in motion" and should be avoided.

Event logo(s) incorporating the brand is only allowed if the use of the name/brand is crucial in the identity of the event and not incorporating it may render the event name meaningless. eg. 2016 Formula 1 Singapore Airlines Singapore Grand Prix. However, the event logo should be legible to 'audience in motion.' EOs are to incorporate the website if the event is held at various locations.

#### B. Secondary Event Details

Secondary event details such as the official tagline and official website is allowed, but should not over-ride primary event information. The URL should not be a subset of other websites, but only contain information limited to the particular event. Secondary event details will only be allowed if they do not clutter the banner design.

#### C. Content not allowed

- Commercial messages are NOT allowed.
- All sponsors' and organisers' logos are strictly to be featured in the bottom section of banner within the colour block; they are not allowed in the main banner body.
- Information on ticket prices or call-to-action messages are strictly NOT allowed.

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## D. Language Banners

- The designs of Non-English language events should include the English name of the event on the banner. Alternately, the EO can produce two sets of banner: One in English and the other in the language version. (Please refer to **Annex B** for samples).

## 3 Production Guidelines

### 3.1 Production Quality

- All banners should be printed on PVC or more superior **opaque material**. Electrostatic, Direct-to-Media, high grade silkscreen printing or more superior printing technique should be used to ensure clear images to prevent fading.
- Banners must incorporate a sturdy wooden/plastic/metal strip at the bottom to hold the material.
- Banners must incorporate an eyelet with a steel/wire cable to be securely tied to the lamp post to prevent flagging.
- Banner space applicants or EOs are responsible for ensuring that loosely secured banners are rectified before they pose a danger to motorists and pedestrians.

**Note:** In the event that STB inspects the banners and deems them of an unacceptable quality, STB reserves the right to reject the banners and EOs may be required to replace them with banners of acceptable quality.

## 4 Banner Approval: Key Deadlines and Necessary Applications

### 4.1 Submission Period for Banner Spaces

Period	Submission Period
Q1 / Jan to Mar 2018 events	4 to 25 September 2017
Q2 / Apr to Jun 2018 events	4 to 26 December 2017
Q3 / Jul to Sept 2018 events	5 to 26 March 2018
Q4 / Oct to Dec 2018 events	5 to 25 June 2018

### 4.2 Deadline for Cancellation of Banner Spaces

Withdrawal from all or part of the allocated banner spaces must be made in writing at least six (6) weeks before the installation date. Otherwise, a cancellation fee of S\$5,000 will be imposed and the EO may not get his / her future allocation of banner spaces.

### 4.3 Deadline for Approval of Banner Design

Banner designs are to be submitted at least six (6) weeks prior to the first display date of the display period. Upon STB's approval, STB will forward the banner design to LTA for their final approval and copy the STB representative in the email. STB will not accept any more changes to banner designs / additional banner designs once the approval letter has been issued to stakeholders.

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### 4.4 Application of BCA License

Under the Building Control (Outdoor Advertising) Regulations, all signs to be displayed outdoor on any premise must have a license granted by the Building and Construction Authority (BCA). You may contact BCA (at 1800 342 5222 / email: [bca\\_enquiry@bca.gov.sg](mailto:bca_enquiry@bca.gov.sg)) to enquire if a license or charges are applicable. If yes, please proceed to make an application to display a licence, with the approved banner designs and STB's and /or LTA's approval letter. You need to include the licence number on each banner. The cost incurred for the license will be borne by the EO. BCA's guidelines are at [www.bca.gov.sg/Advertisement/bca\\_outdoor\\_advertising\\_regulations.html](http://www.bca.gov.sg/Advertisement/bca_outdoor_advertising_regulations.html)

### 5 LTA Guidelines

- 5.1 EOs with STB's letter of support are required to use STB's banner template for banners installed on LTA roads. They should inform STB of the LTA roads that they have acquired and should send the proposed banner designs to STB and LTA roads concurrently (where applicable). The event name on the banner should tally with the event name given in STB's letter of support. Details of LTA's banner guidelines, are found at [www.lta.gov.sg/content/dam/ltaweb/corp/Industry/files/Guidelines%20on%20the%20application%20for%20display.pdf](http://www.lta.gov.sg/content/dam/ltaweb/corp/Industry/files/Guidelines%20on%20the%20application%20for%20display.pdf)

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