

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

These guidelines are applicable for 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 Applicants must comply with LTA's banner guidelines on installation/maintenance of vertical banners. Please refer to LTA's website for more information.
- 1.2 The onus lies with Event Organiser (EO) to conduct a site recce and verify the number of banner spaces available on-site. They are to update STB should there be discrepancies with lampposts numbers on-site.
- 1.3 Unless otherwise stated, the maximum display period is one month. For decorative lampposts, the 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 lamppost (Please refer to the picture below).
- 1.4 All banners must be installed **from 2300 hours of the day before the start of the banner display period. Installation work must be completed by 0600 hours of the first day of the banner display period.** For e.g. if the first day of the banner display period is 1st February, then, the banners must be installed by 0600 hours of 1st February.
- 1.5 All banners must be dismantled **between 2300 hours of the last day of the banner display period to 0600 hours of the following day.** For e.g. if the last day of the banner display period is 31st January, then, the banner must be dismantled before 0600 hours of 1st February.
- 1.6 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 dismantle / replace banners that are not installed in an acceptable manner.
- 1.7 The applicant shall ensure the following:-
 - (i) the banners remain in good condition/ cleanliness during the period of display; and
 - (ii) conduct daily inspections to ensure that the structures/ banners are adequately secured, clean and safe. Any banners, which in the view of the authorities pose safety concern must be removed/ replaced immediately.
- 1.8 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.
- 1.9 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.

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A. Installation Guidelines at Orchard Road

Orchard Road	Banner Specifications
<p>Decorative Lampposts</p> <ul style="list-style-type: none"> ▪ Comprising Orchard Road, part of Scotts Road (LPs# 1A to 30) and part of Tanglin Road (LPs# 1 to 40) 	<ul style="list-style-type: none"> ▪ Size: 3.5m (H) x 1.2m (W) ▪ Two double-sided banners ▪ Orchard Road banner spaces come in clusters of lampposts.

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

Each lamppost 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 60 double-sided banners. All banner spaces must be fully utilized by the event. Empty banner spaces are not allowed. Co-sharing of banner spaces is strictly not allowed.

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 28 double-sided banners. All banner spaces must be fully utilized by the event. Empty banner spaces are not allowed. Co-sharing of banner spaces is strictly not allowed.

B. Installation Guidelines at Non-Orchard Roads

Non-Orchard Road	Banner Specifications
<p>Decorative Lampposts</p> <ul style="list-style-type: none"> ▪ Bras Basah Road ▪ Penang Road ▪ River Valley Road ▪ Stamford Road * 	<ul style="list-style-type: none"> ▪ Size: 3.5m (H) x 1.2m (W) ▪ One double-sided banner
<p>Non-Decorative Lampposts</p> <ul style="list-style-type: none"> ▪ Cuscaden Road ▪ Grange Road: between Orchard Road & junction of Devonshire Road ▪ Grange Road: between Orchard Road & Tanglin Road ▪ Mohd Sultan Road ▪ Nicoll Highway # ▪ Orchard Boulevard ▪ Orchard Link ▪ Paterson Road # ▪ Penang Road ▪ Raffles Avenue ▪ Raffles Boulevard ▪ River Valley Road ▪ Saiboo Street ▪ Somerset Road ▪ Scotts Road# ▪ Tuas Causeway ▪ Woodlands Causeway 	<ul style="list-style-type: none"> ▪ Size: 3m (H) x 1m (W) ▪ Single-sided banner ▪ Non-Orchard Roads with non-decorative lampposts can carry one or two single-sided banner each ▪ Please note that some roads (such as Penang Road & 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.

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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 along Scotts Road since 1 November 2016.

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

Leong Hoong Sheng Tel: 9118 3604 Email: Hoong_Sheng_Leong@ica.gov.sg

Ngan Wei Jie Tel: 8121 8935 Email: Wei_Jie_Ngan@ica.gov.sg

Woodlands Causeway

Mr Lin Jingyuan Tel: 6767 5785 Email: LIN_Jingyuan@ica.gov.sg

2. STB Banner Design Template / Guidelines

- 2.1 The EO has to strictly adopt STB's banner template for banners installed on lampposts along roads managed by STB and for STB supported events along roads managed by Land Transport Authority (LTA). Please refer to Annex A for the banner templates.

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 that the font used is legible for "audience in motion";
- **Tip:** Serif (cursive) and italic font types are not legible to "audience in motion" and should be avoided.

Event logo(s) incorporating the brand is (are) 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. e.g. 2018 Formula1 SIA Singapore Grand Prix. However, the event logo should be legible. 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.

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C. Prohibitions

- ✘ No over cluttering of texts
- ✘ No call-to-action messages
- ✘ No message in vertical orientation
- ✘ No commercial messages e.g. information on ticket prices
- ✘ No graphics that are immoral, indecent, obscene or inappropriate in nature or racially or religiously offensive to the public
- ✘ No design and colour which is similar to any road-related and traffic signs and traffic lights

Note: All sponsors' and organisers' logos are strictly to be featured in the bottom section of the banner; they are not allowed in the main banner body.

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 banners: one in English and the other in the language version.

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 for STB roads

Period	Submission Period
Q3/ Jul to Sep 2020 events	1 st to 3 rd week of March 2020
Q4 / Oct to Dec 2020 events	1 st to 3 rd week of June 2020
Q1/ Jan to Mar 2021 events	1 st to 3 rd week of September 2020
Q2 / Apr to Jun 2021 events	1 st to 3 rd week of December 2020

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STB is not obliged to accept banner applications that reach us seven (7) weeks before the first date of display.

Note: EOs applying for roads under multiple-agencies should submit their applications via LTA at LTA_Licensing_TDS_VBanner@lta.gov.sg, with a letter of support from the relevant Government Agency.

4.2 Deadline for Cancellation of Banner Spaces

Withdrawal from all or part of the allocated banner spaces must be made in writing at a month before the installation date. Last-minute withdrawals may result in EOs not receiving priority for future allocation of banner spaces.

4.3 Deadline for Approval of Banner Design

Banner designs are to be submitted at least five (5) 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 will not accept any more changes to banner designs / additional banner designs once the approval letter has been issued to stakeholders.

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). LTA will assist the applicant to enquire with BCA if a license is required. LTA will inform the applicant if a license is required and the applicant may apply for it through BCA's Advertisement Licensing System at this website: <https://eservices.bca.gov.sg/advertisementlicence>.

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 for 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, can be found [here](#).

Ms Lau Lai San Tel: 6585 3340

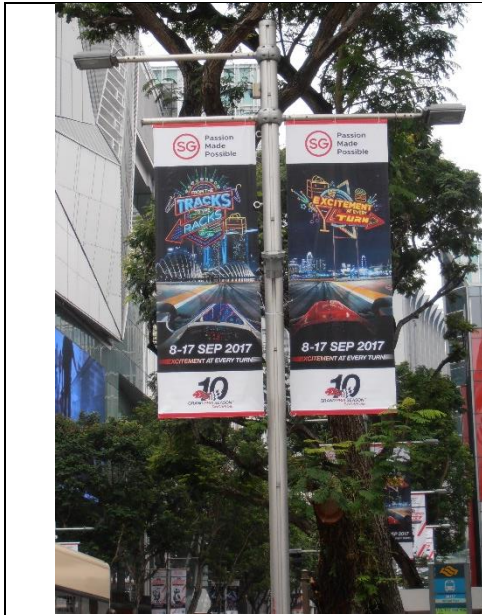
Email: Lai_San_LAU@lta.gov.sg

Mr Dayan Zainuddin Tel: 6585 3349

Email: Dayan_ZAINUDDIN@lta.gov.sg

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Pictures of Lampposts Managed by STB



Decorative lamppost with two double-sided banners (e.g. Orchard Road)



Non-decorative lamppost with one single-sided banner (e.g. Cuscaden Road)