

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. These guidelines are to be used concurrently with the LTA guidelines, indicate at

https://www.lta.gov.sg/content/dam/ltagov/industry_innovations/industry_matters/development_construction_resources/Street_Work_Proposals/PDF/Submission_Guide_and_Technical_Requirements_15122022.pdf

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. They are to update STB should there be discrepancies.
- 1.2 Unless otherwise stated, the maximum display period is one month. For smart poles/decorative lampposts, the vertical banners must be tied to the metal rods provided. Otherwise, a U-Clamp with PVC sleeving must be used to mount the banner onto the lamppost (Please refer to the picture below).



Clear sleeve on the U-clamp to protect the lamppost



- 1.3 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.
- 1.4 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.
- 1.5 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 dismantle / replace banners that are not installed in an acceptable manner.
- 1.6 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 a safety concern must be removed/ replaced immediately.
- 1.7 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

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event have to incur additional costs while 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.

1.8 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. They are divided into 9 clusters. Other roads managed by STB may have a mixture of decorative and galvanised lampposts.

A. Installation Guidelines at Orchard Road

Orchard Road	Picture	Banner Specifications
<p style="text-align: center;">Smart Poles</p> <ul style="list-style-type: none"> ▪ Orchard Road (OR1-8) [Lp#1 to 144], ▪ Tanglin Road (Lp# 1 to 40) 		<p style="text-align: center;">Size: 3.5m x 1.2m</p> <ul style="list-style-type: none"> ▪ Two double-sided banners
<p style="text-align: center;">Decorative Lampposts</p> <ul style="list-style-type: none"> ▪ Orchard Road (OR 9) [Lp# 165 to 196] 		<p style="text-align: center;">Size: 2.2m x 0.85m</p> <ul style="list-style-type: none"> ▪ Single double-sided banners
<p style="text-align: center;">Decorative Lampposts</p> <ul style="list-style-type: none"> ▪ Scotts Road (Lp# 1A to 30) 		<p style="text-align: center;">Size: 2.2m x 0.85m</p> <ul style="list-style-type: none"> ▪ Two double-sided banners

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

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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 can be displayed along OR 9. The EO needs to produce 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

All banner spaces allocated to must be fully utilized by the event. Empty banner spaces are not allowed. Co-sharing of banner spaces is strictly not allowed.

Non-Orchard Road	Picture	Banner Specifications
<p style="text-align: center;">Decorative Lampposts</p> <ul style="list-style-type: none"> ▪ Bras Basah Road (Lp#1 to 69) ▪ Penang Road (Lp#8 to 20) ▪ River Valley Road (Lp# 2 to 40) ▪ Stamford Road (Lp# 24,26,28,30,32,34,36) 		<p style="text-align: center;">Size: 2.2m x 0.85m</p> <ul style="list-style-type: none"> ▪ One double-sided banner ▪ EOs are to conduct site visits to confirm the type and number of available lampposts for their events
<p style="text-align: center;">Galvanised Lampposts</p> <ul style="list-style-type: none"> ▪ Cuscaden Road ▪ Grange Road (Between Orchard Rd & junction of Devonshire Rd) [Lp#6,8] ▪ Grange Road (Between Orchard Blvd & Tanglin Rd) [Lp# 81F to 86] ▪ Mohd Sultan Road ▪ Nicoll Highway # ▪ Orchard Boulevard ▪ Orchard Link ▪ Paterson Road # ▪ Penang Road (Lp# 2/2 to 30) ▪ Raffles Avenue ▪ Raffles Boulevard ▪ River Valley Road (Lp#41 to 114) ▪ Saiboo Street ▪ Somerset Road ▪ Stamford Road (Lp#37 to 44) ▪ Tuas Causeway 		<p style="text-align: center;">Size: 2.2m x 0.85m</p> <ul style="list-style-type: none"> ▪ Single-sided banner ▪ These lampposts can carry one or two single-sided banners each ▪ Please note that some roads (such as Penang Road & River Valley Road) have different type of lampposts

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Non-Orchard Road	Picture	Banner Specifications
<p style="text-align: center;">Galvanised Lampposts</p> <ul style="list-style-type: none"> ▪ Scotts Road # (Lp# 31 to 68) 		<p style="text-align: center;">Size: 0.85m x 0.85m</p> <ul style="list-style-type: none"> ▪ Single-sided banner
<p style="text-align: center;">Galvanised Lampposts</p> <ul style="list-style-type: none"> ▪ Grange Road (Between Orchard Blvd & Tanglin Rd) [Lp# 87 to 90] 		<p style="text-align: center;">Size: 0.85m x 0.85m</p> <ul style="list-style-type: none"> ▪ Single-sided banner

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

#The banner spaces along Cuscaden Road, the whole of Nicholl Highway, Paterson Road and the galvanized lampposts along Scotts Road are managed by STB since 1 November 2016.

C. Installation Guidelines at Causeways

The banner contractor is required to obtain security clearance for their workers from Immigration & Checkpoints Authority (ICA) before installation and dismantling of banners at Tuas Causeway at least 3 working days before the installation of the banners. The contact details are as follow:

Tuas Command, ICA

Mohammad Nur Afiq Bin Udin (Afiq) H/p: 8183 6467
 Email: Mohammad_Nur_Afiq_UDIN@ica.gov.sg

Banners can no longer be installed at the lampposts along Woodlands causeway due to the presence of electronic monitoring devices.

2. STB Banner Design Template / Guidelines

2.1 The EO must 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.

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- 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. 2023 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.

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 same 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.

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- 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.
- In the event of a feedback on dislodged or damaged street banners, banners contractors are to remove them immediately & update STB and LTA with relevant photographs.

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

4 Banner Approval: Key Deadlines and Necessary Applications

4.1 Submission Period for Banner Spaces managed by STB

Period	Submission Period
Q3 / Jul to Sep 2023 events	1 st to 3 rd week of Mar 2023
Q4 / Oct to Dec 2023 events	1 st to 3 rd week of Jun 2023
Q1 /Jan to Mar 2024 events	1 st to 3 rd week of Sep 2023
Q2 / Apr to Jun 2024 events	1 st to 3 rd week of Dec 2023
Q3 / Jul to Sep 2024 events	1 st to 3 rd week of Mar 2024
Q4 / Oct to Dec 2024 events	1 st to 3 rd week of Jun 2024
Q1 / Jan to Mar 2025 events	1 st to 3 rd week of Sep 2024
Q2 / Apr to Jun 2025 events	1 st to 3 rd week of Dec 2024

STB is not obliged to accept banner requests that **reach us seven (7) weeks before the first date of display** as EOs are not likely to meet the banner design & installation timelines.

Note:

EOs applying for roads under multiple agencies should submit their applications to LTA at LTA_Licensing_TDS_VBanner@lta.gov.sg, with a letter of support from the relevant Government Agency. For more information on Street banners managed by STB, EOs may refer to <http://www.visitsingapore.com/mice/en/plan-your-event/planning-toolkit/street-banners-location/>

4.2 Deadline for Cancellation of Banner Spaces

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

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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 via 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 road managed by LTA. The event name on the banner should tally with the event name given in STB's letter of support. They should inform of the roads have acquired from NAC/ and LTA (where applicable) so that approval can be sought concurrently. Below are the contact persons from LTA.

Contact Person	Email
Mr Andrew Cham	Andrew_CHAM@lta.gov.sg
Ms Jannah Salleh	Jannah_SALLEH_ISKANDAR@lta.gov.sg
Ms Morrie Liu	Morrie_LIU@lta.gov.sg
Mr Lim Yong Qi	LIM_Yong_Qi@lta.gov.sg