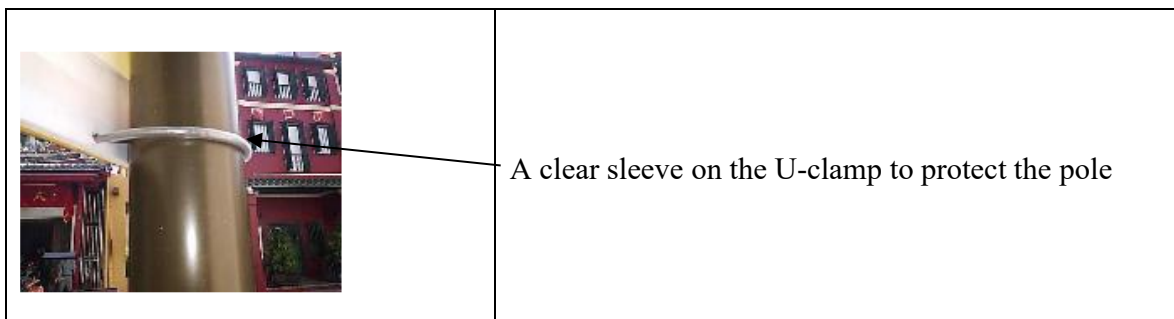


SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

These guidelines are applicable for banners displayed on roads managed by the Singapore Tourism Board (STB) and are to be followed concurrently with the Land Transport Authority's (LTA) street banner guidelines, found at the [last page of this document](#). Street banners are to be used strictly for the promotion of events and not for product launches or advertisements of brand names.

1 General Installation & Dismantling Guidelines

- 1.1 The onus lies with the Event Organiser (EO) to conduct a site visit and verify the number of banner spaces available on-site. They are to update STB should there be discrepancies.
- 1.2 Banner spaces may not be accorded to events that are not open to the public except on a case-to-case basis.
- 1.3 Unless otherwise stated, the maximum display period is one month. For smart poles, 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 pole (Please refer to the picture below).




- 1.4 All banners must be installed **at 2300 hours one day before the first date of banner display period. Installation work must be completed by 0600 hours of the first day of the banner display period.** E.g., if the first day of the banner display period is 1st February, then, the banners must be installed by 0600 hours on 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 example, if the last day of the banner display period is 31st January, then, the banner must be dismantled 0600 hours on 1st February.
- 1.6 The applicant or your appointed contractor shall provide temporary traffic warning signs and control devices in accordance with the LTA Code of Practice for Traffic Control at Work Zone during the installation/ dismantling/ maintenance. For more information, you may download the latest version of the Code of Practice for Traffic Control at Work Zone in LTA website under sub-sections, “Industry Matters”, “Development Building, Construction & Utility Works”, “Street Proposals and Works on Public Streets”.
- 1.7 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

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

contractor has public liability insurance. STB reserves the right to request EOs to dismantle / replace banners that are not installed in an acceptable/ safe manner.

- 1.8 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.
- 1.9 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 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.
- 1.10 **Orchard Road (named as OR 1 to OR 9)** refers to the Smart Poles along Orchard Road and part of Tanglin Road and to the Special Poles along Scotts Road [#1 to #30]. They are divided into 9 clusters. Other roads managed by STB may have a mixture of special poles and galvanised poles.

Orchard Road	Picture	Banner Specifications
Smart Poles <ul style="list-style-type: none"> Orchard Road (OR1-8) [Lp#1-144] Tanglin Road (Lp#1-40) 		Size: 3.5m x 1.2m <p>Two double-sided banners</p> <ul style="list-style-type: none"> EOs are to conduct site visits to confirm the type and number of available poles for their events
Special Poles <p>E.g. Orchard Road (OR 9) [Lp#165-196]</p>		Size: 2.2m x 0.85m <p>Single double-sided banners</p> <ul style="list-style-type: none"> EOs are to conduct site visits to confirm the type and number of available poles for their events
Special Poles <p>E.g. Scotts Road (Lp#1A to 30)</p>		Size: 2.2m x 0.85m <p>Two double-sided banners</p> <ul style="list-style-type: none"> EOs are to conduct site visits to confirm the type and number of available poles for their events

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

A. **Installation guidelines for Smart Poles along Orchard Road & Tanglin Road & Special Poles along Scotts Road [OR 1 to OR 9]**

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 poles, 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 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>Special Poles</p> <ul style="list-style-type: none"> Bras Basah Road (Lp#1-72) Penang Road (Lp#8-20) River Valley Road (Lp#2-40) Stamford Road (Lp#21-28) 		<p>Size: 2.2m x 0.85m</p> <ul style="list-style-type: none"> These poles can carry one or two double-sided banners each EOs are to conduct site visits to confirm the type and number of available poles for their events
<p>Galvanised Poles</p> <ul style="list-style-type: none"> Bras Basah Road (Lp#73F,75F,&76F) Cuscaden Road Grange Road (Between Orchard Rd & junction of Devonshire Rd) [Lp#6,8] 		<p>Size: 3m by 1m</p> <ul style="list-style-type: none"> Single-sided banner These poles can carry one or two single-sided banners each

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

Non-Orchard Road	Picture	Banner Specifications
<ul style="list-style-type: none"> Grange Road (Between Orchard Blvd & Tanglin Rd) [Lp#81F-90] Mohd Sultan Road Nicoll Highway 1 to 7 Orchard Boulevard Orchard Link Paterson Road[#] Penang Road (Lp# 2/2-30) Raffles Avenue Raffles Boulevard River Valley Road (Lp#41-114) Saiboo Street Scotts Road # (Lp#31-68) Somerset Road Stamford Road (Lp#14-20) 		<ul style="list-style-type: none"> Please note that some roads (such as Penang Road & River Valley Road) have different types of poles EOs are to conduct site visits to confirm the type and number of available poles for their events

Note: *LTA has taken over The National Arts Council (NAC's) banner spaces w.e.f. 2 April 2025. STB is managing the banner spaces along Cuscaden Road, Nicholl Highway, Paterson Road and the galvanized poles along Scotts Road since 1 November 2016.

2. STB's Banner Design Template / Guidelines

- 2.1 The Event Organiser (EO) must strictly adhere to STB's banner template for banner spaces managed by STB. For banner spaces managed by LTA, the EO must use STB's banner template with STB's letter of support. For exceptional cases, the EO can utilise LTA's banner template and incorporate STB's "Passion Made Possible" (PMP) logo at the bottom section of the banner. If an EO wishes to include the Singapore Exhibition & Convention Bureau (SECB) logo or the STB corporate logo within the banner, permission must be sought from the relevant STB team. The event name on the banner should match the name provided in STB's letter of support. The EO should update STB upon acquiring banner spaces from LTA (where applicable) to enable STB to seek concurrent approval for all banner designs. LTA or STB would advise the EO on the appropriate banner template to use on all roads. Please refer to **Annex A** for the banner templates and visuals of the logos.

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 points
- Event Date and Venue - Minimum 15% of banner size; font size 350 - 450 points. EOs should preferably indicate event dates instead of "Now Opens" or "Now Showing"

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

- 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

An Event logo incorporating the brand is only allowed if the use of the name/brand is crucial in the identity of the event and if not incorporating it, may render the event name meaningless. e.g. 2025 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 are allowed but should not over-ride the 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 also 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

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

- 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
- 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:** Should STB inspect the banners and deems them to be unacceptable, 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
Q2 / Apr to Jun 2026 events	1 st to 2 nd week of Dec 2025
Q3 / Jul to Sep 2026 events	1 st to 2 nd week of Mar 2026
Q4 / Oct to Dec 2026 events	1 st to 2 nd week of Jun 2026
Q1 / Jan to Mar 2027 events	1 st to 2 nd week of Sep 2026
Q2 / Apr to Jun 2027 events	1 st to 2 nd week of Dec 2026

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.

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.

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.

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

4.4 Application for a BCA License

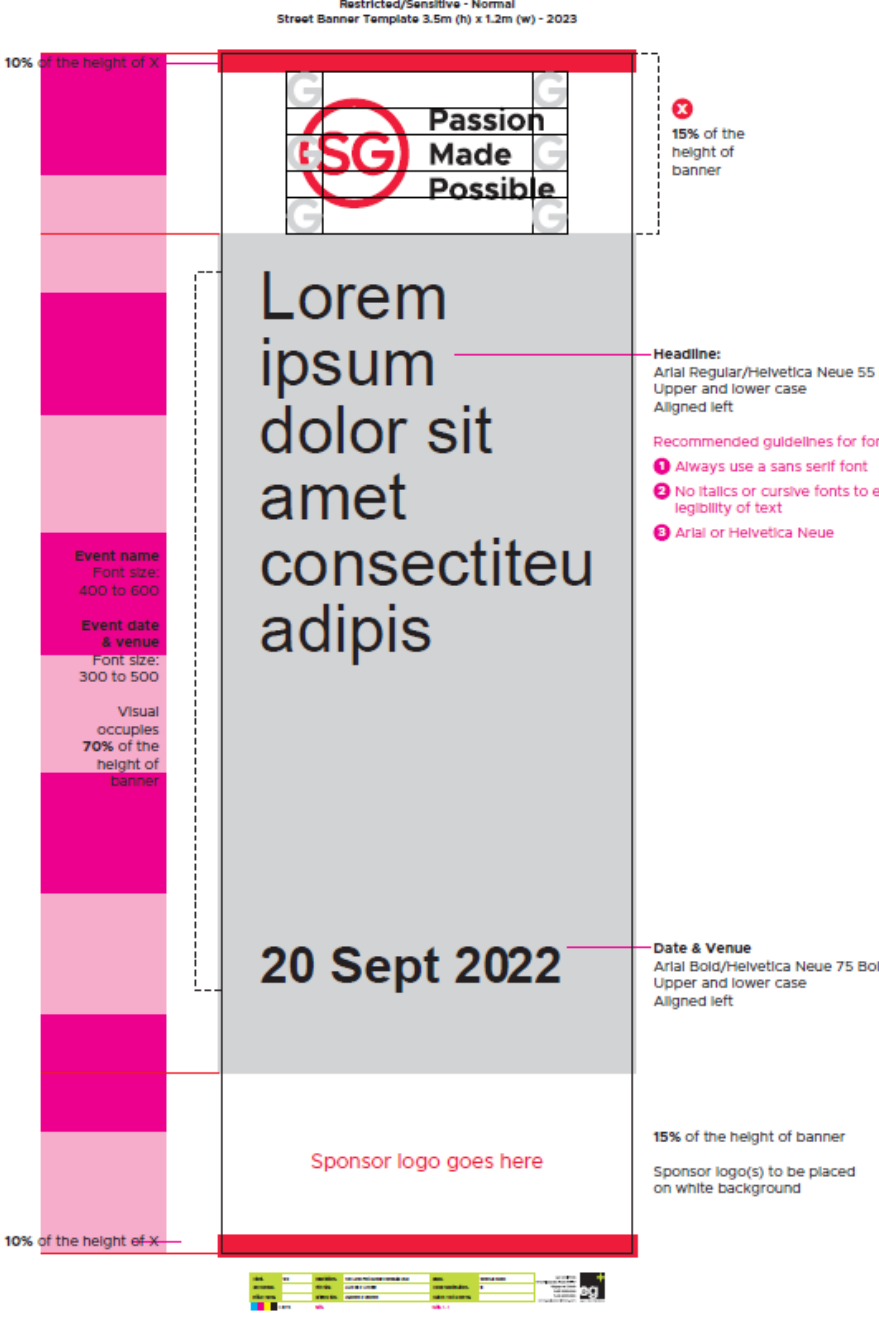
Under the Building Control (Outdoor Advertising) Regulations, all signs to be displayed outdoor on any premise must have a license granted by the Building and Construction Authority (BCA). The applicant must submit a consultation via BCA's Advertisement Licensing System at <https://eservices.bca.gov.sg/advertisementlicence>. LTA will assist to check if a BCA license is required (where applicable) for multiple precinct banner applications.

5 Letter of Support

- 5.1 All EOs are to provide a letter of support from a relevant government agency should they approach LTA for banner spaces. For enquiries on banner spaces managed by LTA, you may email LTA_Licensing_TDS_VBanner@lta.gov.sg.

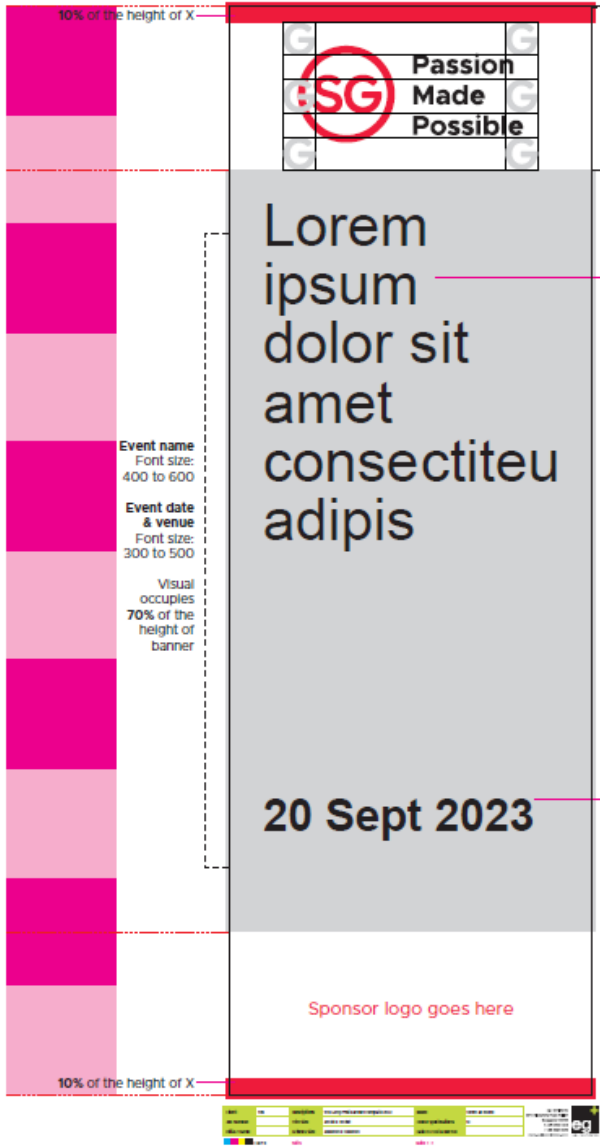
SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

Annex A

Banner Dimension	If Using STB's Banner Template
<p>3.5 metres (L) by 1.2 metres (W)</p>	 <p>The diagram illustrates the layout of a 3.5m (L) by 1.2m (W) street banner. It is divided into several horizontal sections with specific guidelines:</p> <ul style="list-style-type: none"> Top Red Bar: 10% of the height of X. SG Logo: A red circle with 'SG' inside, positioned over the text 'Passion Made Possible'. Headline: Lorem ipsum dolor sit amet consectetur adipiscing. Guidelines: Arial Regular/Helvetica Neue 55, Upper and lower case, Aligned left. Event name: Font size: 400 to 600. Event date & venue: Font size: 300 to 500. Visual: occupies 70% of the height of banner. Date & Venue: 20 Sept 2022. Guidelines: Arial Bold/Helvetica Neue 75 Bol, Upper and lower case, Aligned left. Sponsor logo goes here: 15% of the height of banner. Sponsor logo(s) to be placed on white background. Bottom Red Bar: 10% of the height of X. <p>Additional guidelines for the banner:</p> <ul style="list-style-type: none"> Restricted/Sensitive - Normal Street Banner Template 3.5m (h) x 1.2m (w) - 2023 15% of the height of banner (indicated by a red X). Recommended guidelines for font: <ol style="list-style-type: none"> Always use a sans serif font No italics or cursive fonts to ensure legibility of text Arial or Helvetica Neue

Open/ non-sensitive

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES


Banner Dimension	If Using STB's Banner Template												
3 metres (L) by 1 meters (W)	<p>Restricted/Sensitive - Normal Street Banner Template 3m (h) x 1m (w) - 2023</p>  <p>The diagram illustrates a 3m x 1m street banner template. It features a vertical stack of 10 horizontal bars on the left side, alternating between pink and white. The banner is divided into several sections: a top red bar (10% of height), a top white bar (15% of height) containing the 'SG' logo and the text 'Passion Made Possible', a large central grey area (70% of height) for the headline and date, a bottom white bar (15% of height) for the sponsor logo, and a bottom red bar (10% of height). The headline 'Lorem ipsum dolor sit amet consectetur adipiscing' is in a large sans-serif font. The date '20 Sept 2023' is in a bold sans-serif font. The sponsor logo area is labeled 'Sponsor logo goes here'. A small table at the bottom right contains contact information for the Singapore Tourism Board.</p> <p>10% of the height of X</p> <p>15% of the height of banner</p> <p>Headline: Arial Regular/Helvetica Neue 55 Roman Upper and lower case Aligned left</p> <p>Recommended guidelines for fonts: <ul style="list-style-type: none"> 1 Always use a sans serif font 2 No italics or cursive fonts to ensure legibility of text 3 Arial or Helvetica Neue </p> <p>Event name Font size: 400 to 600</p> <p>Event date & venue Font size: 300 to 500</p> <p>Visual occupies 70% of the height of banner</p> <p>20 Sept 2023</p> <p>Date & Venue Arial Bold/Helvetica Neue 75 Bold Upper and lower case Aligned left</p> <p>Sponsor logo goes here</p> <p>15% of the height of banner</p> <p>Sponsor logo(s) to be placed on white background</p> <p>10% of the height of X</p> <p>SG</p> <p>Passion Made Possible</p> <p>eg</p> <p>Table 1: Contact Information</p> <table border="1"> <thead> <tr> <th>Part</th> <th>Details</th> </tr> </thead> <tbody> <tr> <td>SG</td> <td>Singapore Tourism Board</td> </tr> <tr> <td>Address</td> <td>100 Robinson Road, Singapore 068913</td> </tr> <tr> <td>Phone</td> <td>+65 6339 2222</td> </tr> <tr> <td>Email</td> <td>sg@sg.com.sg</td> </tr> <tr> <td>Website</td> <td>sg.com.sg</td> </tr> </tbody> </table>	Part	Details	SG	Singapore Tourism Board	Address	100 Robinson Road, Singapore 068913	Phone	+65 6339 2222	Email	sg@sg.com.sg	Website	sg.com.sg
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SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

Banner Dimension	If Using STB's Banner Template
2.2 metres (L) by 0.85 metres (W)	<p>Restricted/Sensitive - Normal Street Banner Template 2.2m (h) x 0.85m (w) - 2023</p> <p>10% of the height of banner</p> <p>Passion Made Possible</p> <p>Headline: Arial Regular/Helvetica Neue 55 Roman Upper and lower case Aligned left</p> <p>Recommended guidelines for fonts: • Always use a sans serif font • No italics or cursive fonts to ensure legibility of text • Arial or Helvetica Neue</p> <p>Event name: Font size: 200 to 500</p> <p>Event date & venue: Font size: 200 to 400</p> <p>Visual elements: 70% of the height of banner</p> <p>20 Sept 2023</p> <p>Date & Venue: Arial Bold/Helvetica Neue 75 Bold Upper and lower case Aligned left</p> <p>Sponsor logo goes here</p> <p>10% of the height of banner Sponsor logos to be placed on white background</p>
Banner Dimension	If using LTA's banner template
<p>This would depend on the type of poles LTA allocates for the event. EOs are to incorporate STB's "Passion Made Possible" logo (see below) at the bottom section of the banner template.</p> <p>EOs should seek permission from the relevant STB team(s) if wish to incorporate STB's corporate logo</p>	<p>The specifications for the banner design is as shown below:-</p> <p>- Key Message (i.e. Event Name, Date and Venue).</p> <p>- Event logo is allowed on the main body of the banner design.</p> <p>The key message shall cover at least 50% of the banner design</p> <p>- All names and logos of the sponsors and organisers in this space only.</p> <p>- Mandatory to include the name or logo of the government agency supporting your event at the bottom of all banners.</p> <p>The name or logo of sponsors and organisers can only cover 15% of the total design space</p>

SINGAPORE TOURISM BOARD'S STREET BANNER GUIDELINES

<p>or the Singapore Exhibition & Convention Bureau (SECB) logo within the banner.</p>  <p>The logo of the Singapore Exhibition & Convention Bureau (SECB) is displayed. It features a stylized blue emblem consisting of four interlocking circles arranged in a square pattern. Below the emblem, the text 'SINGAPORE EXHIBITION & CONVENTION BUREAU' is written in a bold, sans-serif font, with a small 'TM' trademark symbol to the right of the emblem.</p>	
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Pls refer to the below link for the visuals and dimensions of the various types of poles:

lta.gov.sg/content/dam/ltagov/industry_innovations/industry_matters/development_construction_resources/Street_Work_Proposals/Guidelines/Submission_Guide_and_Technical_Requirements_Mar2025.pdf