

PRESS RELEASE

Ministry of Culture, Community and Youth Logo Unveiled

Designed in-house, MCCY logo reflects the vibrancy and diversity in the communities the Ministry engages and the unity it fosters



The Ministry of Culture, Community and Youth (MCCY), unveiled its logo today. The design of the logo depicts the diversity in Singapore society as well as the wide range of communities the MCCY engages with, including the arts, sports and youth sectors – while providing a distinctive emblem that signifies unity and cohesion.

2 The MCCY, helmed by Acting Minister Lawrence Wong, aims to inspire Singaporeans through the arts and sports, strengthen community bonds, and promote volunteerism and philanthropy. The Ministry also seeks to create an environment where Singaporeans can pursue their aspirations for a fulfilling life and contribute to building a caring and gracious society, making Singapore a better home for all.

3 Acting Minister Wong said: “The MCCY covers a broad range of areas, including the arts, sports, community, volunteerism and philanthropy. The design of the logo captures the vibrancy in this diversity. The logo was designed in-house, based on ideas received from the people who make up our Ministry. This very much reflects the ground-up approach that we also aim to foster as we work with stakeholders to create an environment for Singaporeans to create new opportunities, and to build a gracious and caring society.”

4 The logo was conceptualised and developed by a team of officers, including a designer from the National Heritage Board, through a process of consultation with staff. It is a stylised acronym of the Ministry's name, bearing a range of colours and fonts to represent the rich diversity of Singapore society. The rationale behind the design elements is as follows:

"m" and the Ministry of Culture, Community and Youth

The logo's anchor component, the "m" and the Ministry's name written in full, is in a solid grey. It signifies the Ministry's commitment to work with stakeholders in the various sectors to build the best home for all Singaporeans.

Brush stroke / gold "C"

This first "C" written in a bold brush stroke symbolises the richness of Singapore's arts, cultural, and heritage scene. Gold is also the colour of excellence, be it in the arts or sports.

Red "C"

The colour red represents energy, passion and patriotism. This is the colour of Team Singapore and of a sporting people. This "C" in red also symbolises the "heartware" that MCCY seeks to foster, so as to build a strong community united by shared values and a desire to contribute.

"Y" in human-form

The letter "Y" takes a dynamic human-form, symbolising the joy and optimism of youth. It is in yellow, a colour commonly associated with sunshine and happiness, energy and vibrancy.

**Ministry of Culture, Community and Youth
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