

SBF Rebranding Fact Sheet



Figure A: SBF's new brand logo

SBF embarked on a brand refresh in April 2024. The new identity is consistent with the refreshed Vision, Mission, and Corporate Strategy.

Vision:

Globally Competitive and Sustainable Economy
Future-Ready Businesses
Impactful Trade Associations and Chambers.

具有全球竞争力的可持续经济
面向未来的企业
有影响力的商协会

Mission:

Shape Solutions,
Build Partnerships and
Foster Capabilities with businesses to advance Singapore

携手商界共同制定解决方案、建立合作伙伴关系、
提升竞争力,以推动新加坡的发展

Corporate Strategy:

Action Agendas (行动策略) – We believe that future-ready businesses need to possess the following attributes:

- (i) Scaled Internationally (拓展全球)
- (ii) Skills-Empowered (强化技能)
- (iii) Smart-Enabled (推动智能科技)

(iv) Sustainability-Centric (以可持续发展为中心)

(v) Socially Impactful (回馈社会)

(vi) Synergistic TACs (协同增效的商协会)

Please refer to www.sbf.org.sg/about-us for details.

Being the nexus between the business community and the government, enabled by its position of influence in policies, platforms and programmes, SBF is an invaluable multiplier to the enterprises it partners with.

The brand refresh, beyond a cosmetic change, is a commitment from SBF to amplify initiatives that drive exponential growth and widen opportunities for the business community. Rather than work through SBF as an intermediary, businesses will now work with SBF as a partner to shape solutions.

As expressed in the new brand tagline, “Mobilising Business, Magnifying Opportunities” (带动商界, 开拓商机), SBF is dedicated to mobilising the whole of business to magnify a world of opportunities towards future-readiness and global competitiveness, in this increasingly challenging and ever-changing landscape.

SBF, through our policies, platforms and programmes, continues to Shape Solutions, Build Partnerships and Foster Capabilities with businesses to advance Singapore.

About the New SBF logo

The new SBF brand identity is a visual statement, underlining our commitment to mobilise the whole of business and magnify the world of opportunities for our stakeholders.

The emphasis on the acronym "SB", which stands for Singapore Business, symbolises the strong partnership and trust between Singapore and the Singapore business community, providing a foundation upon which businesses can thrive.

The colour Cyan (a blend of blue and green) signifies the convergence of Singapore's professionalism (blue) and SBF's commitment towards a sustainable economy (green). The updated colours reflect technological advancement while honouring the original brand identity of blue and red.

The stylised letter 'F' symbolises a ripple effect, akin to the widespread impact that SBF creates. The "red dot" of Singapore, the heart of the Federation, is origin of impact.



Together with SBF, Singapore businesses can achieve greater opportunities within and beyond Singapore'.

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