

11. EXHIBITIONS / TRADE FAIRS/ ITINERANT ADVERTISERS

Guidelines

- a. Mail orders, direct response, exhibitions, trade promotions and on-line advertisements should state clearly the name and permanent address of the organiser.

Reference

*SCAP
Section iii (15.2)*

*SCAP
Appendix B
(3.1)*

12. FLAGS / NATIONAL SYMBOLS

Guidelines

Singapore National Flag

- a. The reproduction of the Singapore flag requires approval from the National Heritage Board before the advertisement can be published.
- b. Advertiser must seek the above approval and provide the permit along with the advertisement copy for vetting before publication.
- c. The flag must be displayed in a dignified fashion. No graphics or text should be superimposed onto the flag.

Merlion

- a. The reproduction of the Merlion requires approval from Singapore Tourism Board (STB) before the advertisement can be published.
- b. Advertiser must seek the above approval and provide the approval letter along with the advertisement copy for vetting before publication.
For more information and updates, please visit www.visitsingapore.com

Reference

*Contact
National
Heritage Board
Assistant Manager
(Psychological Defence)
Tel : 6332 4495
Fax : 6332 3525
Website :
<http://www.nhb.gov.sg/>*

*Contact
Singapore
Tourism Board
Tel: 6736 6622*