



The logo design is based on the idea of the ancient Chinese seal carving technique but with the injection of contemporary elements to it. The whole logo is set within a square, the characters 'SUKA' are then re-positioned within this area to form a one-single continuous stroke of calligraphic icon.

The new inter-connected and 'all united' characters of the logo translates SUKA's fundamental aim of promoting social interaction, and to create communal relationships within the Singaporean community and to celebrate Singapore's utterly unique multi-cultural identity in the UK.





SUKA Logo Design Competition

Dear Mr Wong,

The Singapore UK Association (SUKA) Executive Committee invites you to be part of their evolutionary history. We are looking for creative talents to Re-design, Re-brand or Re-interpret the SUKA logo and brand identity. The new look and feel should reflect both SUKA values and philosophy; which are to promote social interaction and communal relationships within the Singaporean community and to celebrate Singapore's utterly unique multi-cultural identity in the UK. This competition is open to all members of Singaporean Societies in the UK.

This re-branding will help to reposition SUKA as the foremost non-political and not-for-profit association for Singaporeans living in the United Kingdom and also as a launch-pad for SUKA into a new age, making it more relevant to all our members.

All participants will be invited to the launch party of the new SUKA logo and brand identity on the 24th of April 2009. The new brand identity will be officially unveiled to approximately 11,000 people at Singapore Day on April 25th 2009.

Participate in the Competition Now!
The closing date for entries is 15 March 2009.

The Competition brief
Re-design, Re-brand, Re-interpret the Singapore UK Association (SUKA) logo/ brand identity.

Creative Guidelines
The proposed logo/ brand identity should best represent and express the SUKA values and philosophy. Please take into consideration how the new logo/ brand identity will be applied across the SUKA brand collateral (i.e.

Yours Sincerely,

Vice President



About Us

History

SUKA is a non-profitable and non-political organisation formed by a pioneer group of eight Singaporeans in 1988 with an initial of 60-70 members who had been living in UK for several years and were missing their beloved country of origin and the contact with fellow Singaporeans.



Since then, SUKA's membership rose rapidly in numbers throughout the years and now its membership has expanded to more than 300 in the past years. The majority of the members are still Singaporeans or past Singaporeans who continued to maintain interest in the Singaporean culture. Memberships are also extended to non-Singaporeans from the ASEAN and Europe region. All united in SUKA by their common interest in Singapore.

What We Do

SUKA is aimed primarily for overseas Singaporean families and friends to interact, develop friendship and to continue to support and celebrate Singapore's multicultural events. Therefore, the nature of SUKA activities has always been revolving around organising social events such as annual D&Ds, Summer Parties and cultural events like Vesak Day, Deepavali and Hari Raya to bring these Singaporeans together and to keep the culture of Singaporean lifestyle very much alive in UK.

Executive Committee

The SUKA Executive Committee are a board of members who are volunteers elected by the SUKA members at the annual SUKA AGM to run the organisation.



Singapore UK Association



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