

NUS-ISS' New Brand and Logo

The new NUS-ISS logo



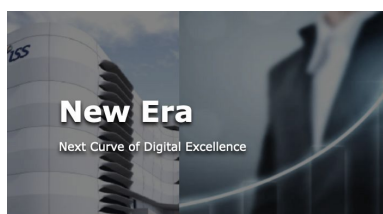
NUS-ISS' refreshed logo aims to capture its new purpose: to be the best-in-class guide to shape learners and organisations for the next curve of the digital economy.

It consists of the abbreviation "ISS" stylised in an iconic and simple silhouette, with bold, dynamic curves that signify the institute's forward-thinking spirit and innovation, as it leads the way in creating multiple and stackable pathways for digital talent to shape the next curve of change.

The logo refresh comes alongside NUS-ISS' brand transformation as it phases out the use of its former name, Institute of Systems Science at the National University of Singapore. Moving forward, the institute will go by its abbreviated name "NUS-ISS", as it repositions itself with a bold, new brand promise to become the best-in-class guide in equipping future-ready learners and organisations with the skills and mindsets to ride waves of disruptions and excel in a complex world.

Designed in consultation with: Kingsmen Creatives Ltd.

NUS-ISS' new brand story



As NUS-ISS celebrates its 40th anniversary, the institute is renewing its brand promise and commitment to bridging new possibilities for the next generation of digital talent.

The strategic focus ahead for NUS-ISS is on guiding individuals and organisations in Singapore and beyond across bridges towards the future of infinite potential. It will lead the way by building multiple pathways to shape the next curve of digital excellence. This will be done through:

- Diverse modalities of learning including blended learning programmes and stackable programmes
- Equipping learners and organisations with the knowledge and confidence needed for successful digital transformation
- Working with industry partners and associations to co-create a digital learning ecosystem that can inspire and shape solutions for the digital economy

Narrative crafted in consultation with: Consul.us.