

Sing Investments & Finance Limited

Brand Refresh Rollout

21 March 2024



SingFinance

SING INVESTMENTS & FINANCE LIMITED

Brand Refresh Rollout

The transformation....



Brand Refresh Rollout

Meet a refreshed Sing Investments & Finance Limited

Over the past 60 years, Sing Investments & Finance has served the interests of both companies and individuals with distinction and pride.

Whether it is partnering with the business community to meet their aspirations or providing a safe haven for individuals to protect and grow their funds, Sing Investments & Finance has always sought to be a trusted partner to our clients.

To mark our 60th anniversary, we have refreshed our brand and our logo, while remaining steadfast to the values that have marked our journey.

Our new brand name is SingFinance, and our refreshed logo will feature a gemstone, symbolising trust and simplicity, made up of four hexagons that come together to form a robust octagon of strength and unity.

Committed to stellar service for our customers, Sing Investments & Finance will continue to uphold our three core values – Sincerity, Integrity, and Flexibility – each one represented by one of the three blue hexagons of the new logo.

The last hexagon, in gold, is symbolic of the bright and prosperous future Sing Investments & Finance aims to create for our customers. The four hexagons also form a star in their centre, reminiscent of our original star symbol.

But even as we are changing the way we look, we are still Sing Investments & Finance Limited, a name that resonates with integrity, trust, and reliability over the years.

Brand Refresh Rollout

We began our journey in 1964 as a finance company that provided a tailored, thoughtful, and trustworthy experience to small and medium enterprises. Listed on the Singapore Exchange in 1983, we have since expanded our services to retail consumers by providing secured loans and deposit services.

We have grown our footprint across the island by setting up four branches in strategic locations to ensure that we are always within reach of our customers.

Sincerity, integrity, and flexibility are also a crucial part of our DNA and we have always subscribed to the importance of strong corporate governance. To this end, our work in creating strong structures has been validated by multiple wins at the Singapore Corporate Awards and Securities Investors Association Singapore Investors' Choice Awards.

But while we have been steadfast in keeping to our values, Sing Investments & Finance has always stayed flexible and nimble to continually adapt to the changing business landscape.

In 2019, we launched SIF Mobile for our retail customers. With a flick on the phone, they can access services like savings accounts and fixed deposits.

Three years later, we launched SIF BIZ in 2022. The app is a one-stop platform for business owners to review their finances and create online transactions such as placing fixed deposits and making loan repayments with Sing Investments & Finance.

We have evolved and will continue to do so. Staying still is not an option as we confront a future that remains clouded with uncertainty. But we are clear on one thing: we will continue to seize opportunities together with our partners, stakeholders, and clients.



Brand Refresh Rollout



LOGO RATIONALE

The SingFinance Logo features a gemstone symbolic of trust and simplicity. Four hexagons converge to form a robust octagon, symbolising strength and unity. While the three blue hexagons represent SIF's core values of Sincerity, Integrity and Flexibility, the gold hexagon surging upwards represents the future we wish to radiate and create together. At the heart of the logo is the star of excellence, reminiscence of SIF's original star symbol since our inception in 1964. Beaming light in all directions, it symbolises our unwavering commitment to illuminating partnerships and bridging futures in every relationship we go into. Blue represents confidence, trust and valour, while Gold symbolises prosperity and the future we wish to create. The SIF emblem underscores our founding principles, our empowerment to people, bonds to relationships and possibilities to futures.

Brand Refresh Rollout



*Different,
Yet Same.*

SAY HELLO TO OUR NEW BRAND IDENTITY

This year marks our 60th anniversary as a homegrown financial institution. Having grown with Singapore for six decades, we are celebrating our new chapter with something different - a refreshed identity with the abbreviated 'SingFinance' brand name.

The market has evolved, customers' needs have changed, our business has grown. We've long introduced our digital apps, enabling customers to access their financial needs 24/7. We've a wider array of products and services for a more diverse group of customers.

Our new identity is a strategic reflection of our transformation and the new chapters we are embarking on with you to bridge futures.


Although our logo is now different, you will be glad to know that some things are reassuringly the same. We are still Sing Investments & Finance Limited, the trusted chap whom you can have kopi with, or latte if you prefer, to talk possibilities anytime. The same one who will look ahead with you, not just at where you are now. And despite digitalisation, our branches are always there because we understand the value of friendly and personal communication.

Whether you have been journeying with us or we are new to you, we look forward to creating many more new possibilities together.

THE NEW LOGO features a gemstone, symbolising trust and simplicity, made up of four hexagons that come together to form a robust octagon of strength and unity. The three **Blue Hexagons** uphold our three core values - Sincerity, Integrity and Flexibility. The **Gold Hexagon** reflects the bright and exciting future we aim to create with our customers. Together, the four hexagons form a star in their centre, reminiscent of our original star symbol.

Head Office 96 Robinson Road, #01-01, SIF Building, Singapore 068899 Tel: 6305 0300
Ang Mo Kio Branch Block 715, #01-4006, Ang Mo Kio Ave 4, Singapore 560715 Tel: 6456 0588
Bedok Branch Block 202, #01-479/481, Bedok North Street 1, Singapore 460202 Tel: 6445 9596
Jurong Branch Block 131, #01-255, Jurong Gateway Road, Singapore 600131 Tel: 6775 7248

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Bridging Futures[★]



Thank You

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