Annex A - Land Transport Master Plan Refresh Logo

Brand Logo

Inspired by the everyday journeys of Singaporeans, the logo symbolises the seamlessly connected journeys that we can look forward to in the refreshed LTMP. Every line represents a different way of moving, with its own distinct character, speed and appearance. Together, they represent different modes of transport coming together harmoniously to form a shape close to our hearts – the outline of Singapore.

As the visual identity for the LTMP Refresh, the logo represents our shared aspiration for a transport system that is not only efficient, but also comfortable, inclusive and people-centred.

WALKING PATHS
Sequence of steps that connect people to places, amenities and one another.

CYCLING AND SHARED PATHS
Safe, seamless, uninterrupted movement

PUBLIC RIDES
Moving within a shared system