
Singapore Management University



Singapore Management University (SMU) was incorporated in January 2000 and is the country's first publicly funded autonomous university. Located in the heart of downtown Singapore, SMU offers a more flexible, broad-based course credit education system modeled on the Wharton School of the University of Pennsylvania. The state-of-the-art campus is home to more than 7,000 students and faculty from around the world.

discover

The issue – How to create a brand from scratch to compete in world that reveres traditional institutions with reputations built over centuries. Singapore's newest institute needed an identity that would not only be taken seriously but that spoke to students and faculty alike of the promise of the 'Pacific Century'. If SMU were to be a game-changing university, it would require an identity that looked like nothing that had come before.

develop

Our solution – The Tangram Lion was born from inspiration of the ancient Chinese puzzle *qi qiao tu* or 'ingenious puzzle of seven pieces', formed from a creative arrangement of scattered geometric elements into an integrated whole. Quite different from the traditional heraldic devices of universities in Singapore and other international institutions. It's a dynamic perspective drawn from Asian wisdom but directed towards students with a global vision and for the ambition to become global business leaders.

deliver

Sustainable impact – The University has grown to become a highly respected institution in Singapore and beyond. It has been ranked in the top 10 of all business schools in the world. The identity itself has garnered awards and accolades for its distinctive construct, at once established and also strikingly unusual. The school attracts students and faculty who choose to pursue a more challenging and interesting path in business and in life.

