

ANNEX

新加坡中华总商会 120 周年会庆标志的设计理念 Design Concept of SCCC 120th Anniversary Logo



总商会 120 周年会庆标志的设计理念，是致敬于总商会创立的核心使命，即一个“商”字。

在中心部分，由上至下将阿拉伯数字“一、二、零”完美融入于中文的“商”字之内，象征总商会兼具丰富的华商精神，以及与时俱进的现代化视野。

彩虹般的缤纷色彩，则象征总商会的年轻化和蓬勃活力，期许新一代华商企业承前启后，发扬光大。

The design of the SCCC 120th Anniversary Logo pays tribute to the Chamber’s mission which is encapsulated in the Chinese character “商”, meaning commerce.

The Arabic numerals “1”, “2”, and “0” are seamlessly integrated into the strokes of the character “商” from top to bottom. This symbolises how the Chamber embodies both the rich heritage of Chinese entrepreneurial spirit and a forward-looking, modern vision.

The vibrant rainbow colours represent the youthful energy and dynamic vitality of the Chamber, carrying the hope that the new generation of Chinese entrepreneurs will build upon the past and achieve even greater success in the future.