

“Power EVery Move” campaign logo and key visuals

Logo



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The logo calls on everyone to participate in the adoption of EVs for a greener and more sustainable future. The energy bolt built into “EV” represents cleaner energy sources that power electric vehicles, including taxis and buses, and the use of different shades of green bring out the campaign’s drive to promote a cleaner, greener Singapore.

Key Visuals

MY QUIET RIDE POWERS OUR VIBRANT STREETS

HOP ON AN
ELECTRIC VEHICLE
FOR A GREENER
TOMORROW.



Land Transport Authority
We keep you on the Move

MY ELECTRIC RIDE POWERS OUR GREEN CITY

GET YOUR FAMILY
ON BOARD FOR
A GREENER
TOMORROW.



Land Transport Authority
We keep you on the Move

MY GREEN DRIVE POWERS OUR CLEANER FUTURE

DRIVE AN
ELECTRIC VEHICLE
FOR A GREENER
TOMORROW.



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