

Friendly Streets Logo

Brand Logo

The key element of our logo is the smiling sun. It reflects Friendly Streets as the source of sunshine and smiles that fills our neighbourhood.

The logo distinguishes Friendly Streets from the regular streets of Singapore's roads and is also created in two variations to seamlessly support the diversity of platforms that it would be used on.



Primary Logo



Secondary Logo

Our Friendly Community

Meet our Friendly Community! They are a series of illustrated characters created to convey the diversity of people that would benefit from Friendly Streets in a fun and playful manner. Spot the sunshine and smiley icons incorporated within our characters to reinforce and maintain a strong tie to our Friendly Streets brand.

