



Logo created by Spell (www.spell.com.sg)

Design Rational

From the time a seed germinates, leaves are usually present. Similarly, from the time a child is born, questions about their future arise. While a tree typically represents a shelter or network, a leaf by itself may reflect a person. This is why leaves have been applied to our logo.

We chose leaves from the Ketapang tree (a tropical mangrove coastal tree) because the tree traces back to our roots as a fishing village. Her leaves have many traditional medicinal uses signifying youths having the power necessary to make a difference. The leaves turn reddish when they come of age. The colour red is symbolic of Singapore and in our case, also stands for the youths in need of our services.

The leaves are placed in a 'Y' shape for 'Youth'. The 3 leaves represent the tripartite partnership which YES is engaged in: with other non-governmental organizations; the local government and the private sector. This partnership is essential to YES achieving our vision.