

PRESS RELEASE

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Singapore Institute of Management rebrands to reflect a new era of learning



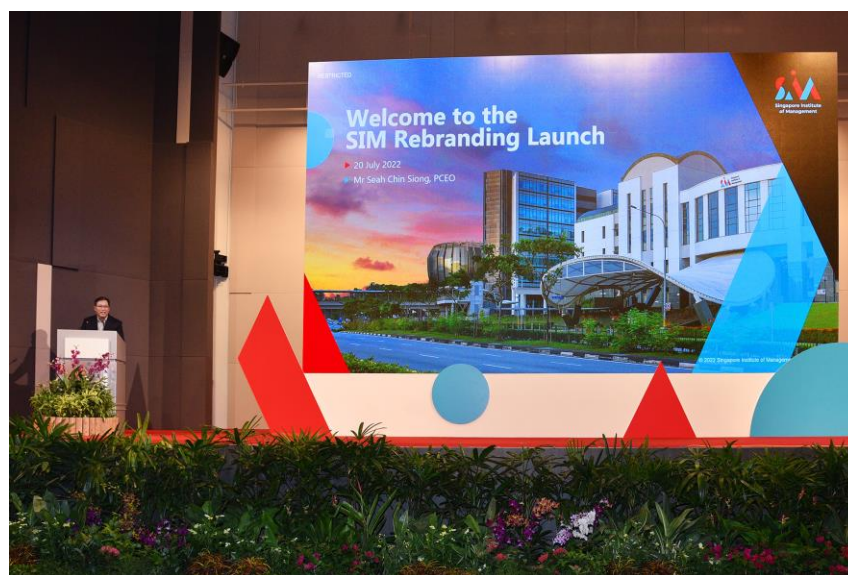
*The rebranded image of SIM reflects its mission to future-proof the workforce and to deliver positive impact for learners, enterprises and society at large.
Photo credit: Singapore Institute of Management.*

20 JULY 2022, SINGAPORE – [Singapore Institute of Management](#) (SIM), one of the region's leading education and lifelong learning institutions, has today revealed a rebranded identity to reflect a new industry-focused and skills-based era of lifelong learning.

The [new face of SIM](#), which is visible across its website, materials and social channels, features the tagline 'Learn for Life, Thrive for Life', with a vibrant red and blue colour palette, with red representing the 'little red dot' and blue as a nod toward the future. Further, circular and triangular elements reflect SIM's well-rounded approach to education, as well as its drive to help all learners reach their peak potential and to go higher in their pursuits of self-defined success.

The new look comes as many industries have undergone a well-documented rapid transformation brought about by accelerated technological innovation, increased automation, and a heightened need to be agile and adapt to the external environment.

Against this backdrop, SIM's mission today is to deliver positive impact for learners, enterprises and society at large; a mission it strives for by helping people of all ages accelerate their learning, professional development and employability throughout their different life stages, with a range of programmes on offer that cater to the needs of each and every learner through its core business entities, SIM Academy and SIM Global Education.



*Mr Seah Chin Siong, President & Chief Executive Officer (PCEO), SIM, addressing the audience.
Photo credit: Singapore Institute of Management.*

Commenting on the rebrand and his future vision for SIM, PCEO of Singapore Institute of Management, Mr Seah Chin Siong, said: “SIM has been at the forefront of encouraging lifelong learning and upskilling Singapore’s and the region’s workforce since its inception almost 60 years ago.

“Our new logo with its vibrant colours and strong identity is a testament to our dynamic approach to education and learning, and our understanding of the industry skills needed for the rapidly-changing working environment now, and in the future. It is my hope that this new identity will resonate with learners of all ages, encouraging and inspiring them to embrace lifelong learning throughout their different life stages, and that an education from SIM will deliver a lasting positive impact for these learners, and society at large.”

The new logo was revealed today at a hybrid event for SIM's internal stakeholders which took place at SIM's 110,000sqm campus in Clementi.

SIM consists of two core entities, SIM Academy and SIM Global Education. SIM Academy includes SIM's Professional Development and Enterprise Solutions programmes which are tailored to prepare learners for the future of work. Enterprise Solutions is SIM's offering to help organisations develop their talent and human capital through SIM's Integrated Learning Model, enabling them to build strategic roadmaps, customised deep skilling and coaching solutions that optimise human talent to support business objectives. Professional Development is SIM's offering of critical skills programmes for professionals and enterprises, in line with the evolving needs of industries and enterprises, helping to drive business value and achieve peak personal and enterprise performance.

Global Education connects learners with some of the world's best higher education programmes that have been developed in collaboration with leading educational institutions from the United Kingdom, the United States, Australia and Europe.

Founded on the initiative of the Economic Development Board in 1964, SIM has a track record that spans close to 60 years in developing talent and upskilling Singapore's workforce. Today, SIM is recognised in the Asia Pacific region for empowering individuals and enterprises to be fit-for-future and to thrive across life stages.

To find out more about SIM, visit sim.edu.sg.

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