

Celebrating 50 Years

Encapsulating its 50th anniversary theme “Defining Moments, Inspiring Our Future”, Kingsmen’s commemorative logo pays tribute to its indomitable spirit and ability to build upon its successes to shape a dynamic and innovative future, where creativity is central to its continued growth.

Anchored on the number ‘50’, the fluid gradient lines of the sleek logo reflect the company’s evolution, embodying the forward momentum that has defined its journey and achievement of significant milestones. Its curved forms and warm glow convey continuity and optimism. Clean typography grounds the design, reflecting Kingsmen’s sharp focus and clarity of purpose. The logo celebrates what Kingsmen has built and energises us to push the boundaries to reach for new possibilities.

Created by Ng Chi Yuen from KR+D in Singapore, this winning logo was selected from over 100 submissions to Kingsmen’s regional 50th Anniversary Logo Design Competition.



With Heartfelt Thanks

1st April 2026 marks 50 years since the founding of Kingsmen Designers & Producers, our original vision of providing quality; in design and fulfilment. Since then, we have experienced an exhilarating period of progress and exposure to exciting projects, which we could never have dreamed of.

Over the last 5 decades, the Group faced unprecedented speed of change which impacted nearly every aspect of life in our society. We embraced positive trend and technological shifts, top of which was analogue to digital, resulting in the internet connecting the world. Owing to the creative prowess and undaunting spirit of all Kingsmen members, the company conquered seemingly unsurmountable obstacles, in projects large and small. As a result, over the years, the team has achieved a myriad of exciting and noteworthy projects over diverse genres.

As founders, we wish to express our honour and gratitude for the opportunity of working with so many great people, our team members and our valued clients, in the last 50 years. It brought us immeasurable happiness by what the whole team has achieved – through trials and tribulations. With this, a Big “Thank you” to each and every person that we have been fortunate to interact with over this long period of time. We would like to wish Kingsmen and all stakeholders, many more good years to come.....

BENEDICT SOH & SIMON ONG
Kingsmen Founders