

BRAND GUIDELINES

SHORT VERSION

COLOUR PALETTE

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Brand colors are the colors that symbolize a brand, including the logo. They play an important role in achieving visual unity and are set to highlight the originality of the brand. When used effectively, the color itself becomes an identity associated with the brand and can enhance brand recognition.

PRIMARY COLOUR

CMYK
RGB
PANTONE
HEX

0/0/0/0
255/255/255
-
ffffff

0/0/0/100
0/0/0
BLACK C
000000

COLOUR PALETTE

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Do not use more than one Secondary colour on the same page, section, or area to avoid multi colour. Use these secondary colours as accent to enhance white or black base colour.

SECONDARY COLOUR

LIGHT

LIGHT TREE

CMYK	40/0/40/20
RGB	143/184/150
PANTONE	4172C
HEX	8fb896

LIGHT

0/25/82/0
255/200/60
129C
ffc83c

DARK

DARK TREE

0/0/0/100
25/54/38
3305C
193626

SOIL

53/80/100/24
117/55/0
7601C
753700

BACKGROUND

BACKGROUND

Use a black logo for light backgrounds and a white logo for dark backgrounds.

LIGHT
LIGHT

DARK
DARK



BACKGROUND

BACKGROUND

Use a black logo for light backgrounds and a white logo for dark backgrounds.

LIGHT
LIGHT



DARK
DARK



TYPEFACE VIET

TYPEFACE VIET

Noto is a global font collection for writing in all modern and ancient languages. Noto Sans is an unmodulated (“sans serif”) design for texts in the Latin, Cyrillic and Greek scripts, which is also suitable as the complementary choice for other script-specific Noto Sans fonts. It has italic styles, multiple weights and widths, and 3,741 glyphs.

<https://fonts.google.com/noto/specimen/Noto+Sans>

Noto Sans

Light

Dự án The TEN được hình thành để ghi nhận và tôn vinh các thành tựu, phản ánh sự thành công và mang lại niềm tự hào cho cư dân.

Regular

Dự án The TEN được hình thành để ghi nhận và tôn vinh các thành tựu, phản ánh sự thành công và mang lại niềm tự hào cho cư dân.

SemiBold

Dự án The TEN được hình thành để ghi nhận và tôn vinh các thành tựu, phản ánh sự thành công và mang lại niềm tự hào cho cư dân.

TYPEFACE ENG

TYPEFACE ENG

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<https://fonts.google.com/noto/specimen/Noto+Sans>

Noto Sans

Light

The TEN was created to acknowledge and celebrate the achievements of its residents, fueling a sense of accomplishment and providing a home that mirrors their success.

Regular

The TEN was created to acknowledge and celebrate the achievements of its residents, fueling a sense of accomplishment and providing a home that mirrors their success.

SemiBold

The TEN was created to acknowledge and celebrate the achievements of its residents, fueling a sense of accomplishment and providing a home that mirrors their success.

THANK YOU