BRAND GUIDELINES

SHORT VERSION

COLOUR PALETTE COLOUR PALETTE

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 COLOUR PALETTE

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

DARK

DARK TREE

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

SOIL

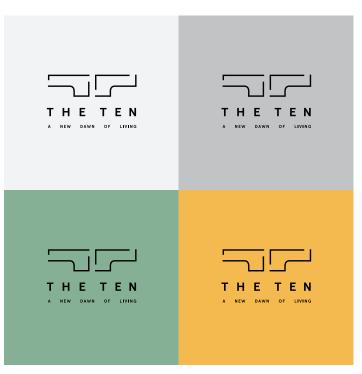
53/80/100/24 117/55/0 7601C 753700

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.
Court Polish	
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