

BRAND GUIDELINES



LOGO



From the overview, the logo brings up big idea of the legendary dragon in the history of Vietnam, the one and only. It contains many characters in one single effigy.

Richness - Beauty - Strength, 3 core values of Asia Dragon have been symbolized through the image of cordage. 3 times of tied thickness, strong together, twisted up to imply the growth, rise and success.

Last but not least, the beauty of cordage is expressed in the delightful shape in order to spread out the story of the spearhead product industry.

Inspiration



Start with the basic shape of cordage, Asia Dragon's logo symbolize the key element in the procedure boosting business to the dominating peak in market. This also brings up the idea of the legendary dragon in the history of Vietnam, the one and only.



Mark



Logotype

Logo should not be placed too close to letters or other images. This instruction shows the smallest distance for the objects around the logo. The space of the. The Logotype must be in the middle of the Mark and must be half of it. Logotype and Mark is double the space of the words.

COLOR SYSTEM



Light gold

CMYK: 0 25 60 0
RGB: 240 190 120
Web: #F4BF75



Dark gold

CMYK: 25 50 100 0
RGB: 190 130 50
Web: #BA802C



Light blue

CMYK: 80 40 0 0
RGB: 0 130 200
Web: #0580C4



Dark blue

CMYK: 100 90 25 10
RGB: 30 60 120
Web: #223E78



GRID SYSTEM



Clear Space

To Ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark. Often referred to as 'runaround,' type, image and/or document edge should not be placed closer than the x-height surrounding the Logo. The minimum size for a logo printing is 4 cm.

LOGO INVERTED



In the printing industry, a Reverse refers to any text, logo or graphic that is produced using ink to form its outline, allowing the underlying paper color to form the actual image.

A Reversed Logo is another version of the icon typically placed on a colored background. For now, we just duplicated your Original icon, but you can simply upload another version to update it. Note that there are actually three colors present: white, black, and the gray of the background. Moreover, it would also be acceptable to substitute any other color of ink for the black and correctly reverse the campus logos.

FONT

OPTIMA

Modern but sophisticated font should be applied. Body of the chosen font honors not only Vietnamese women by illustrating lovely fragility but also the blooming of Vietnamese soul, the lotus.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * ()
, . ? / : " ' { } ;
! @ # \$ % ^ & * ()
, . ? / : " ' { } ;

Bold

For titles & headlines

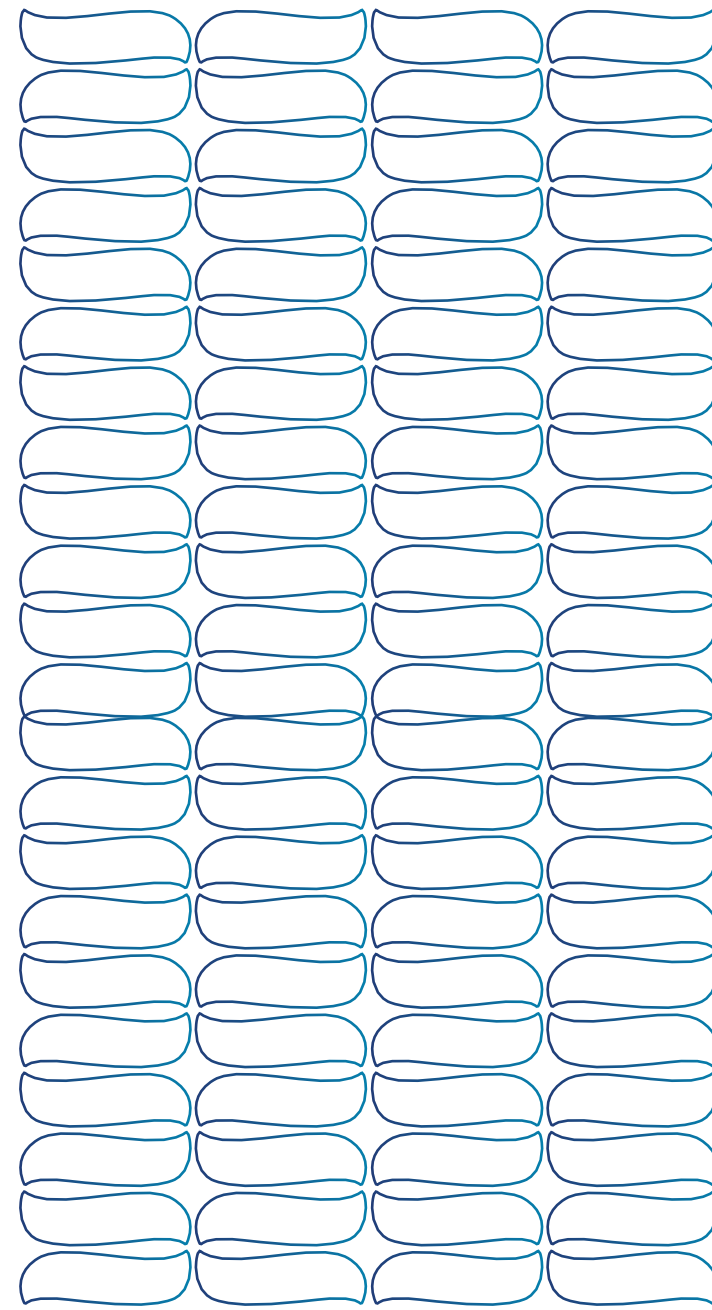
Regular

Only for paper

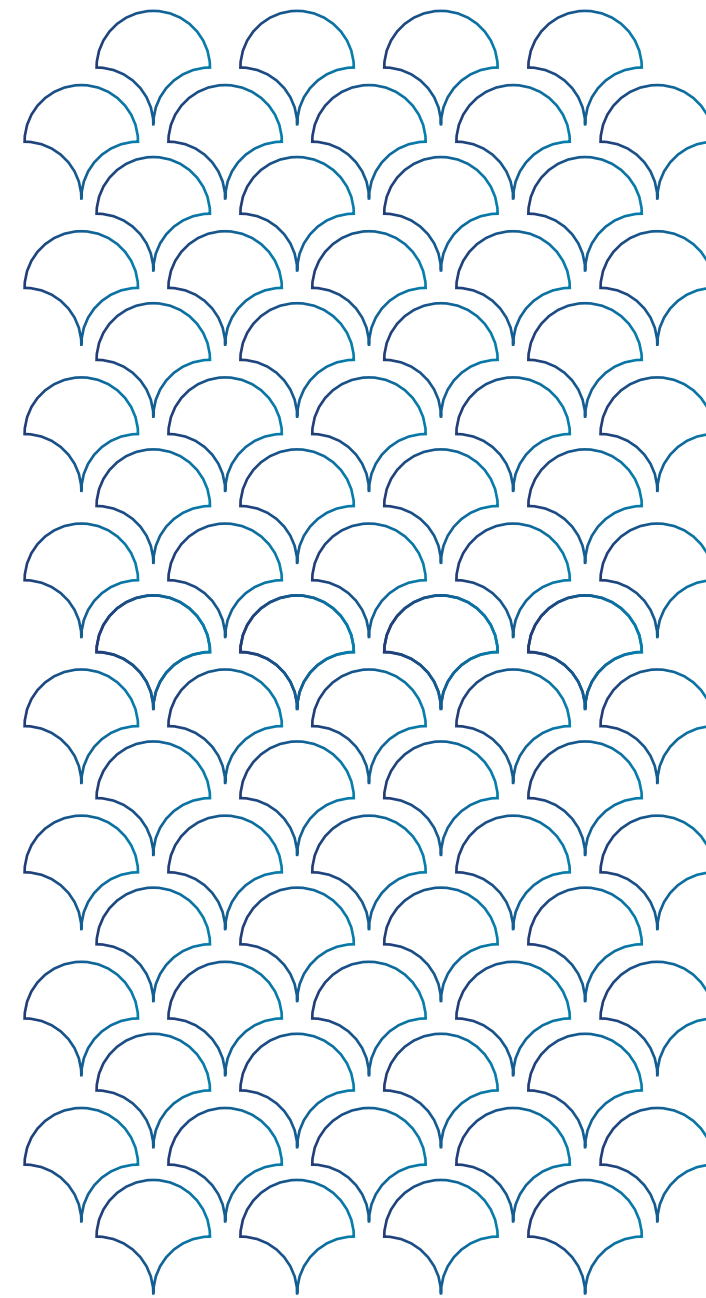
Figures

Special characters

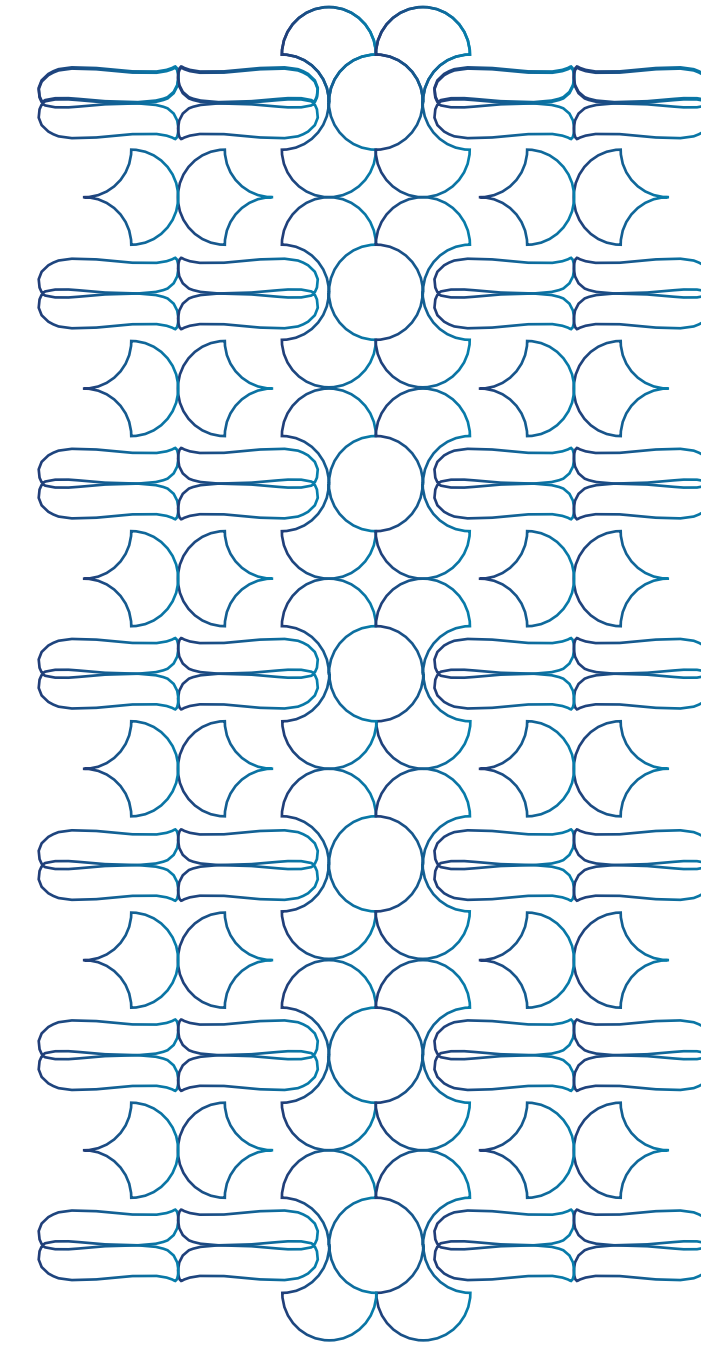
PATTERN



This pattern is used for paper, letter head and folder only.



This pattern is used for office publications such as notebooks, book covers, banners and pictures.



This pattern will be use for wallpaper, office decoration, exhibition and corporation event.

LOGO PROHIBITION



Do not stretch the logo



Do not change the position of the logo



Do not place logotype or mark alone



Do not change the position of the type



Do not change the color of the logo



Do not mix the color of the logo



Do not scale the logo



Do not put logo on weak contrast background



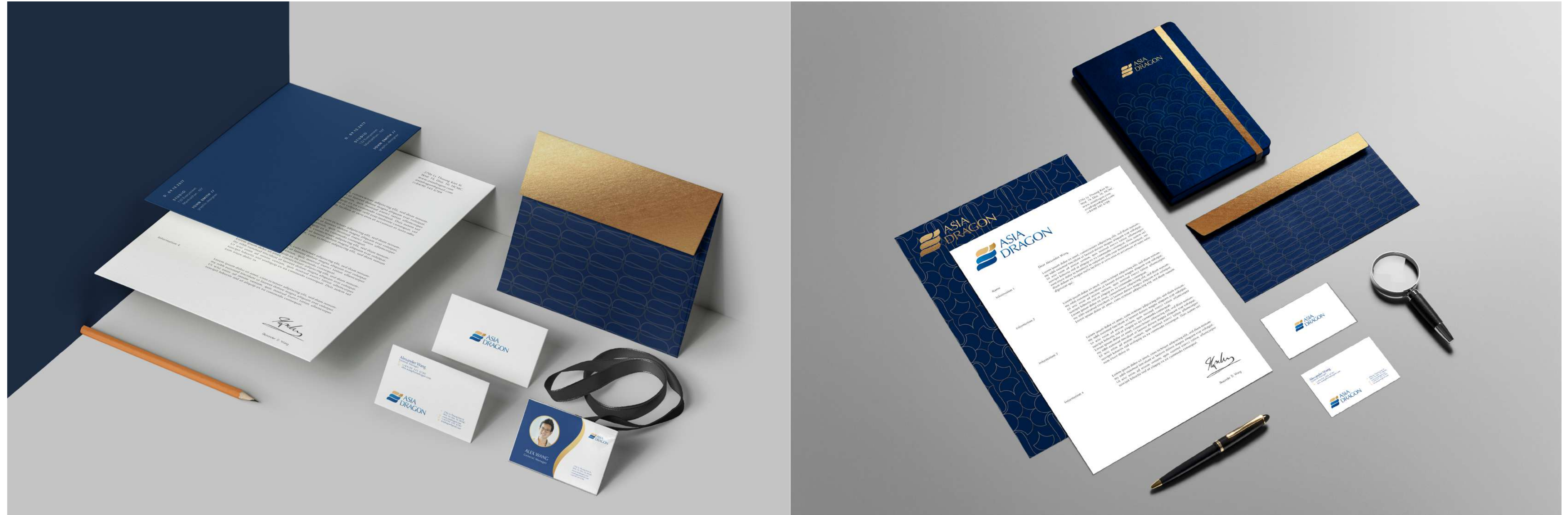
Do not put logo on pattern/confuse background

LOGO PRESENTATION



From the brilliant Lotus - a symbol of the purity and noble life of the people of Vietnam, accompanied by the image of a Vietnamese dragon with a strong will to live, Asia Dragon Capital represents the belief of brave Vietnamese people who will reach out to the sea. Never give up, but always rise to become the best.

STATIONARY

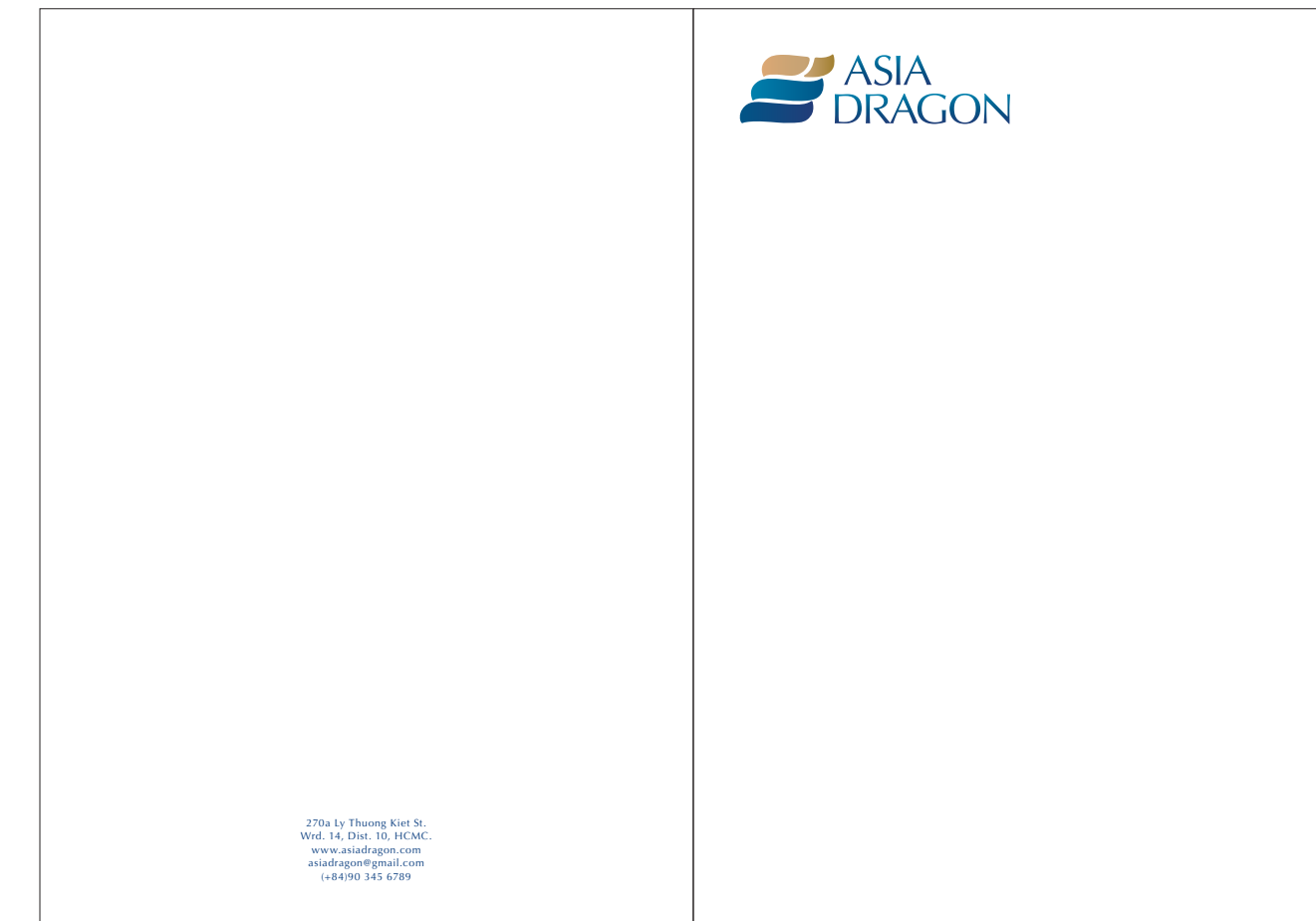


A4 ENVELOPE



(32.4 cm x 22.9 cm)
Information's font size: 10 px

A4 FOLDER

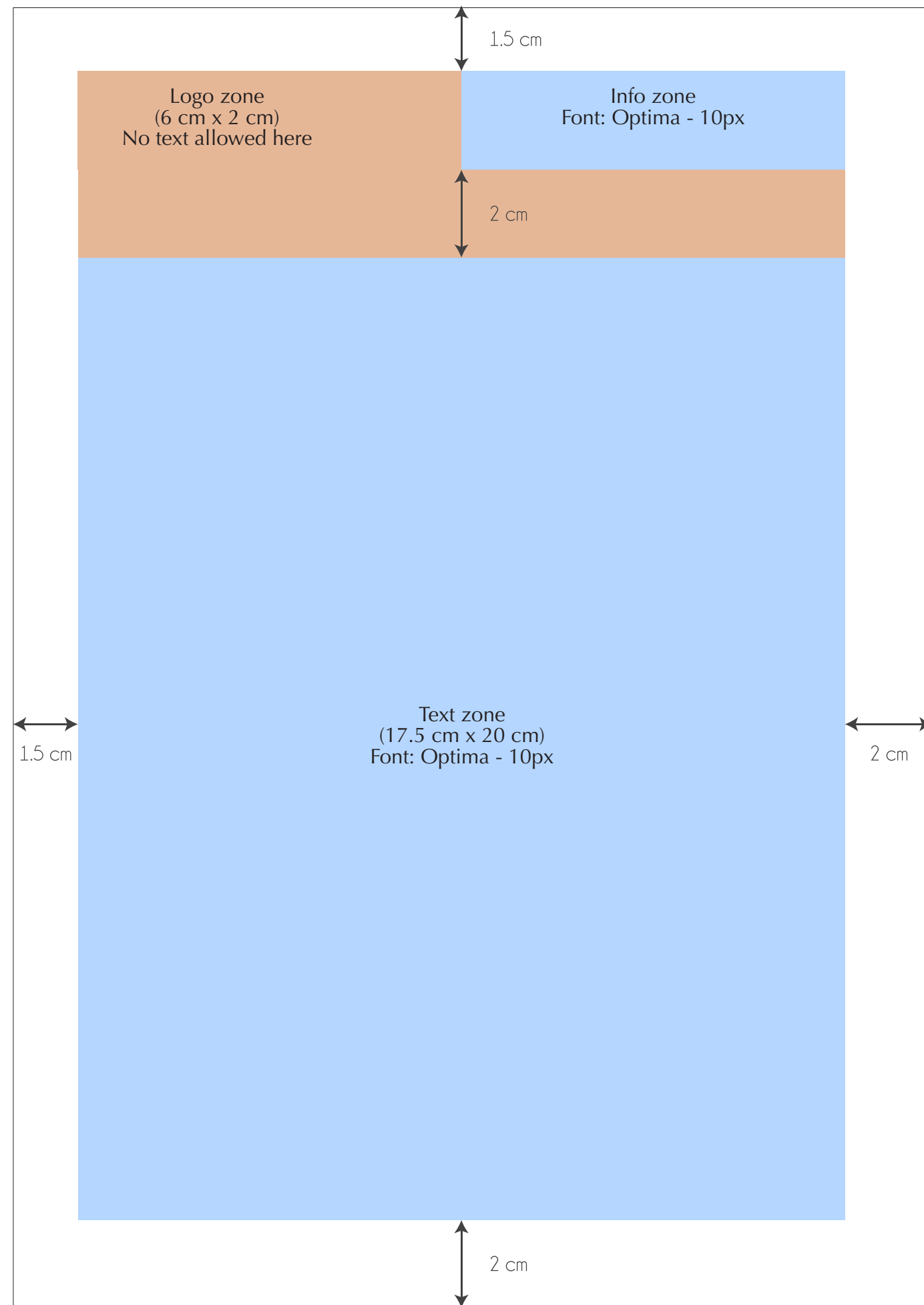


21.5 cm

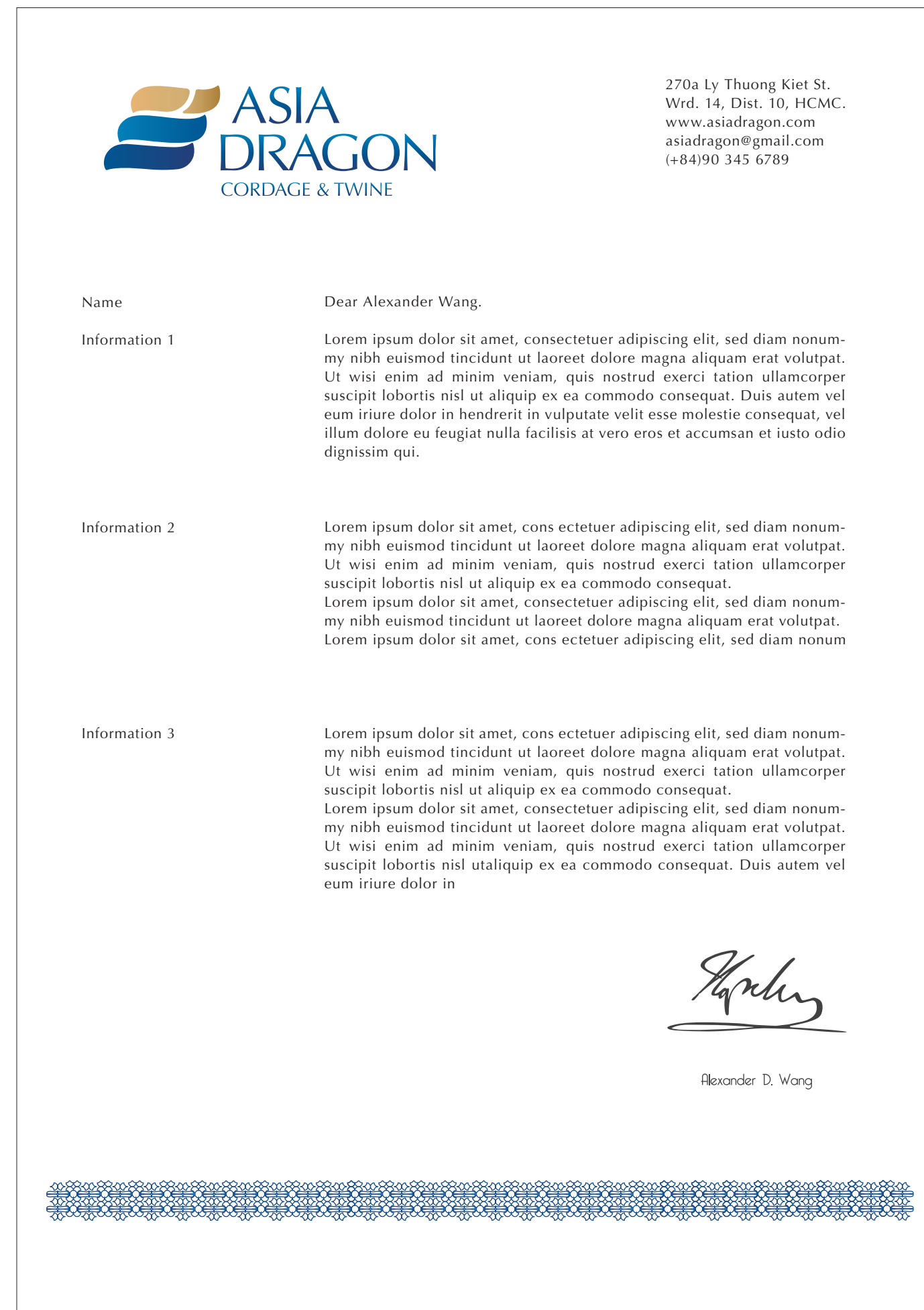
18 cm

25 cm

LETTERHEAD



Interpretation

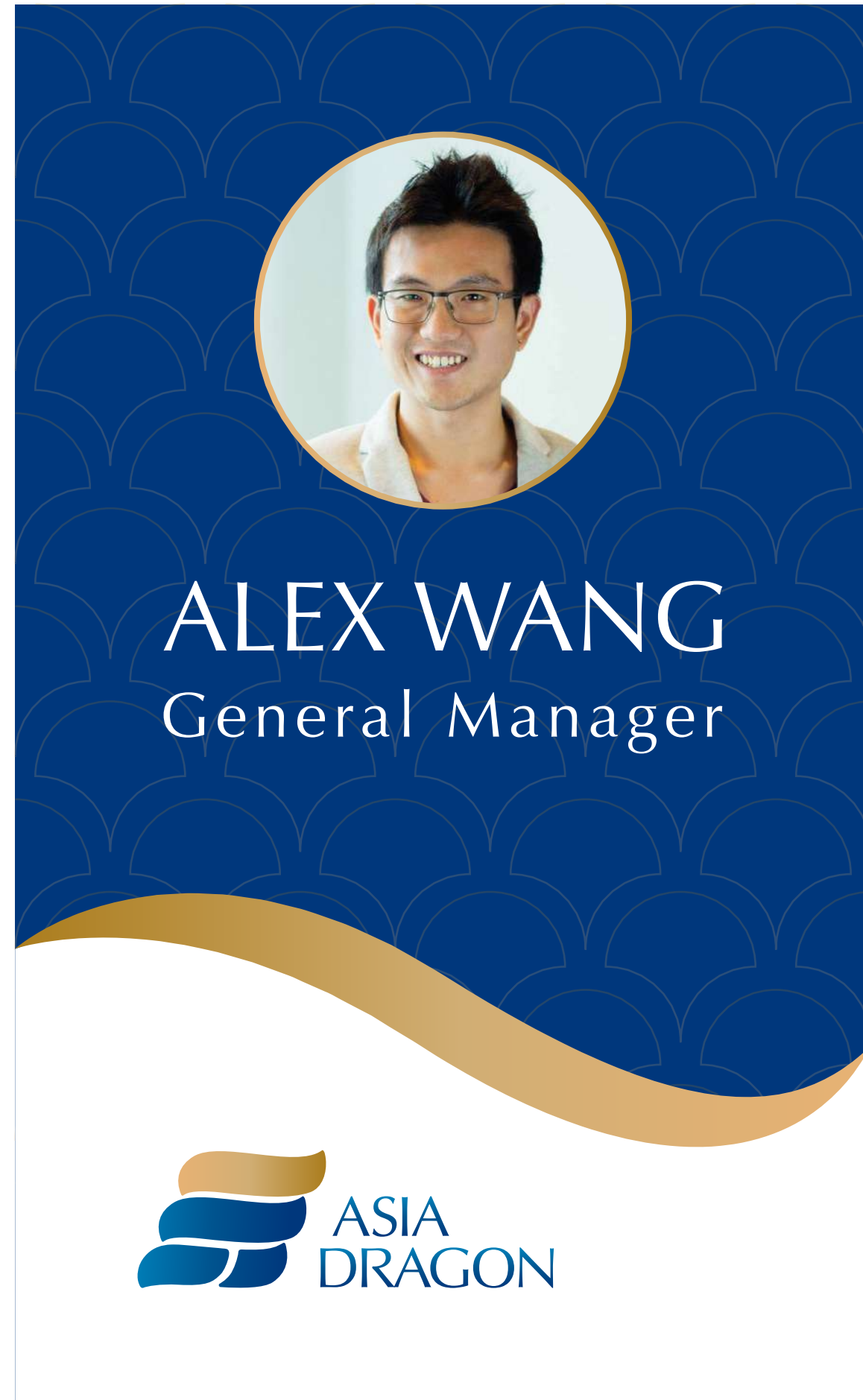


Cordage & Twine



Capital

NAME TAG



1.5 cm

4.0 cm

0.5 cm

2.0 cm

3.0 cm

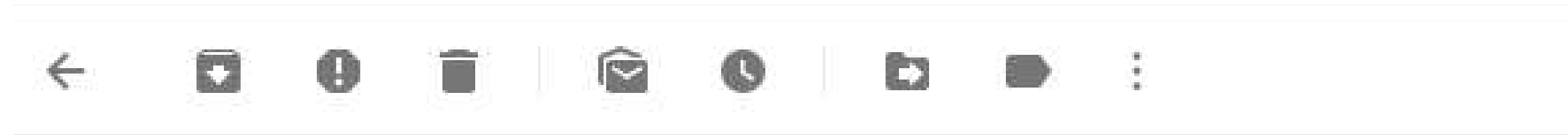
2.5 cm

1.0 cm

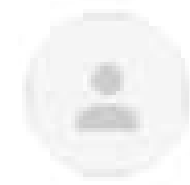


EMAIL SIGNATURE

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ASIA DRAGON Inbox x



Alexander Wang <AW@baristaschool.com>
to me ▾

Dear,

Have a nice day.

Best Regards,
Alexander Wang.

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UNIFORM

White uniform



Blue uniform



Other color uniform



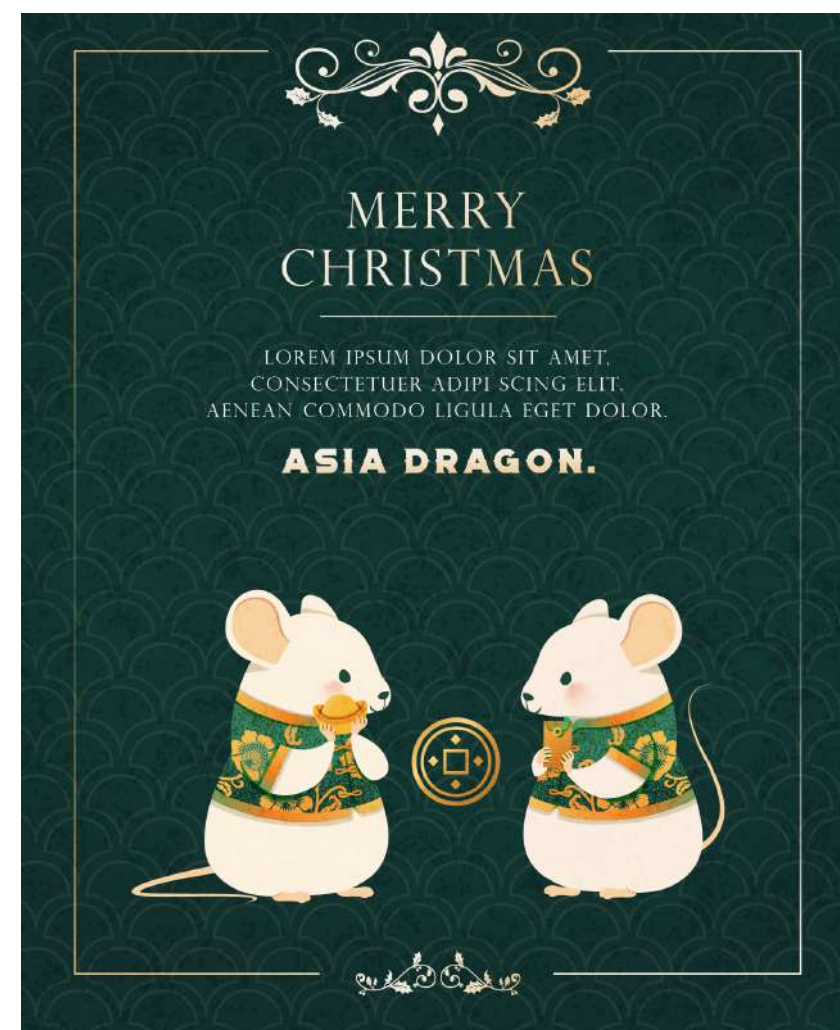
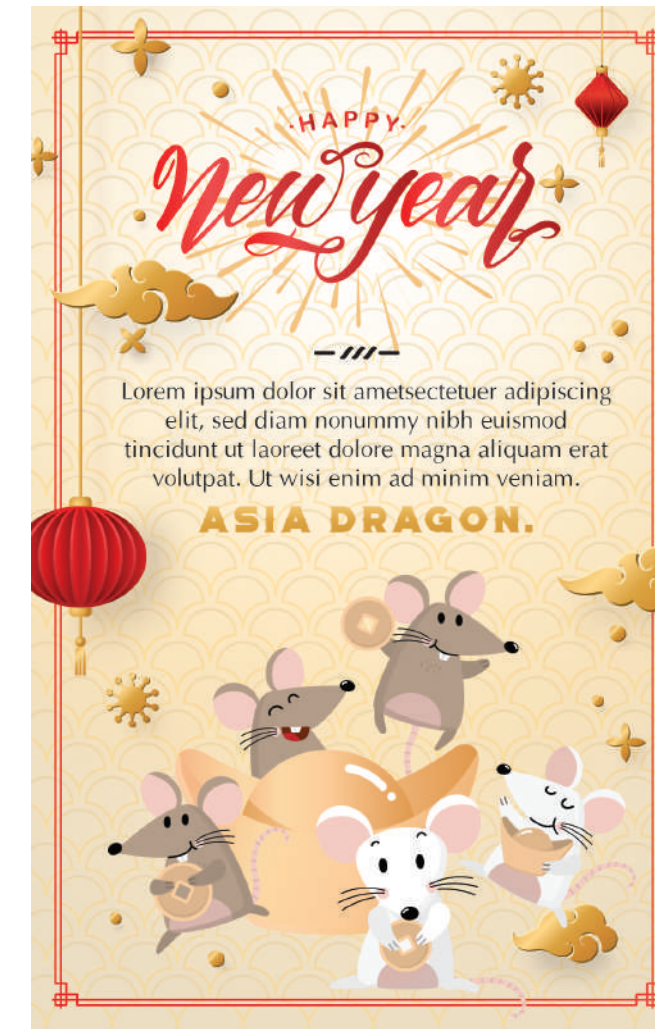
PACKAGING



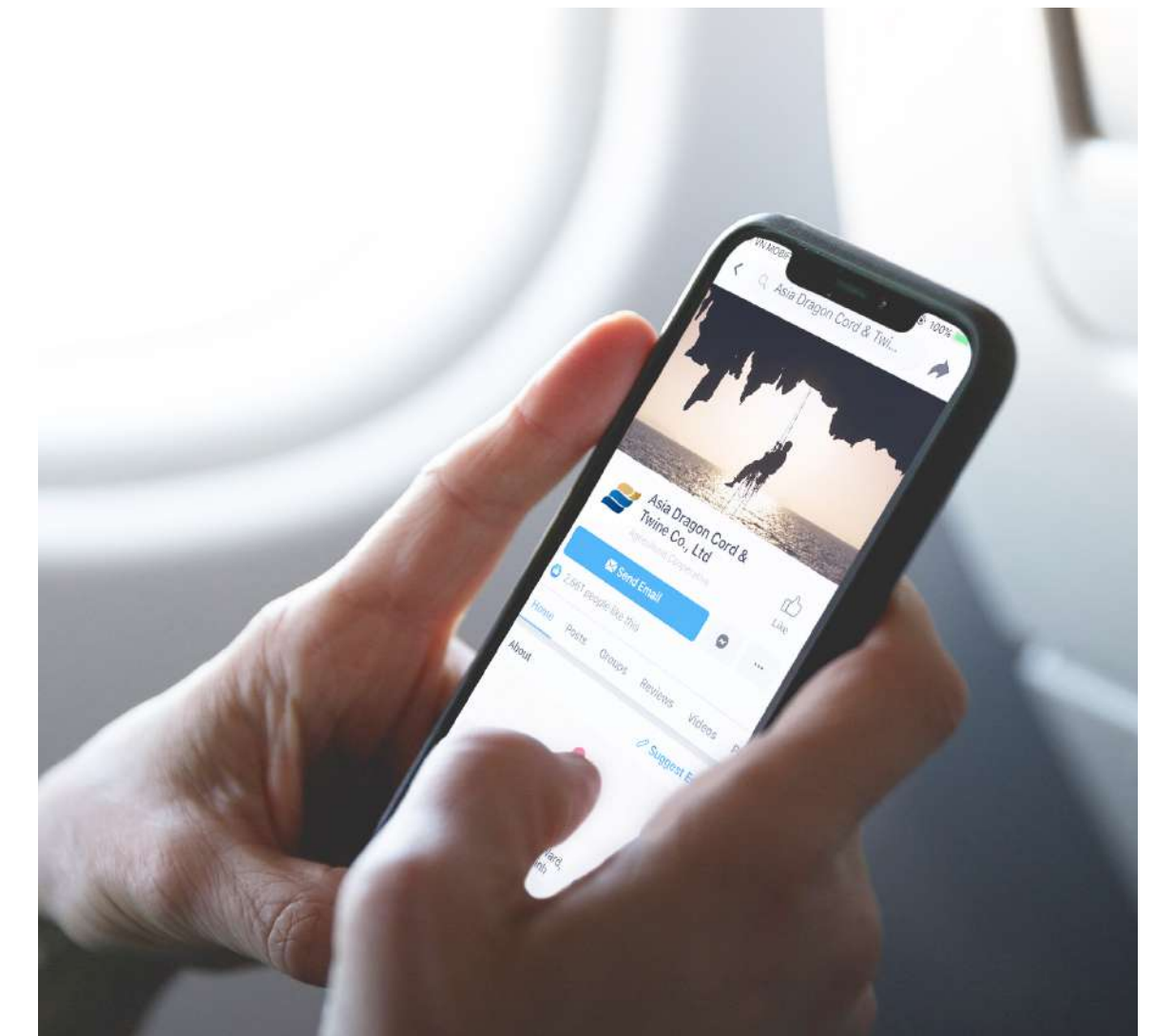
BAGS

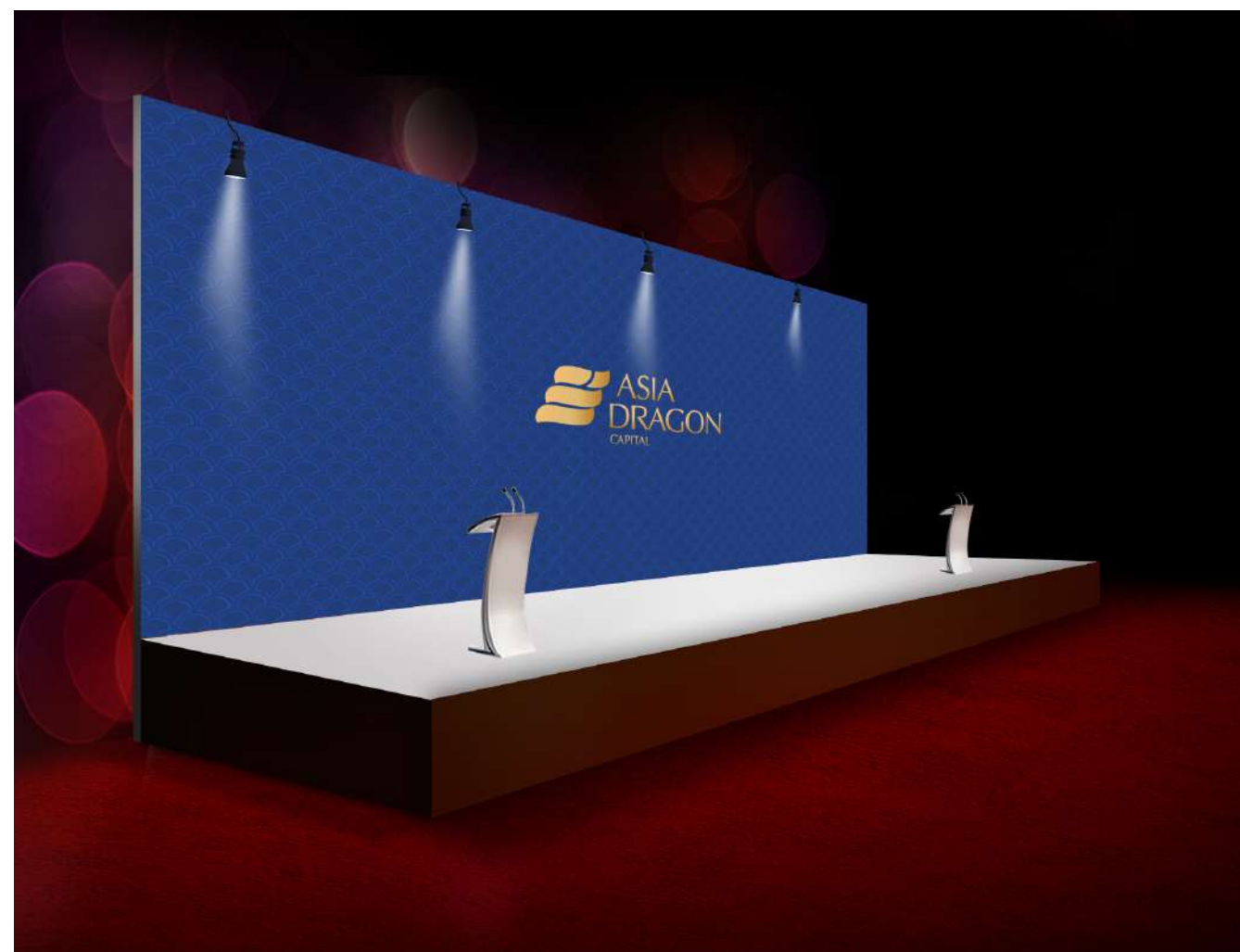


CARDS



OTHER MOCKUPS







THANK YOU