

# Design & Brand Guidelines

FPT Digital

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# Using the FPT Digital Brand

We've created this guideline to help you understand and know how to use our key brand elements. It shouldn't take long to read (we kept it short). Definitely check it out before you get started.

Please note that this guide isn't exhaustive. Please reach out to [fdx.contact@fpt.com.vn](mailto:fdx.contact@fpt.com.vn) if what you are looking for isn't specifically covered here.

# 01 | The Logo.

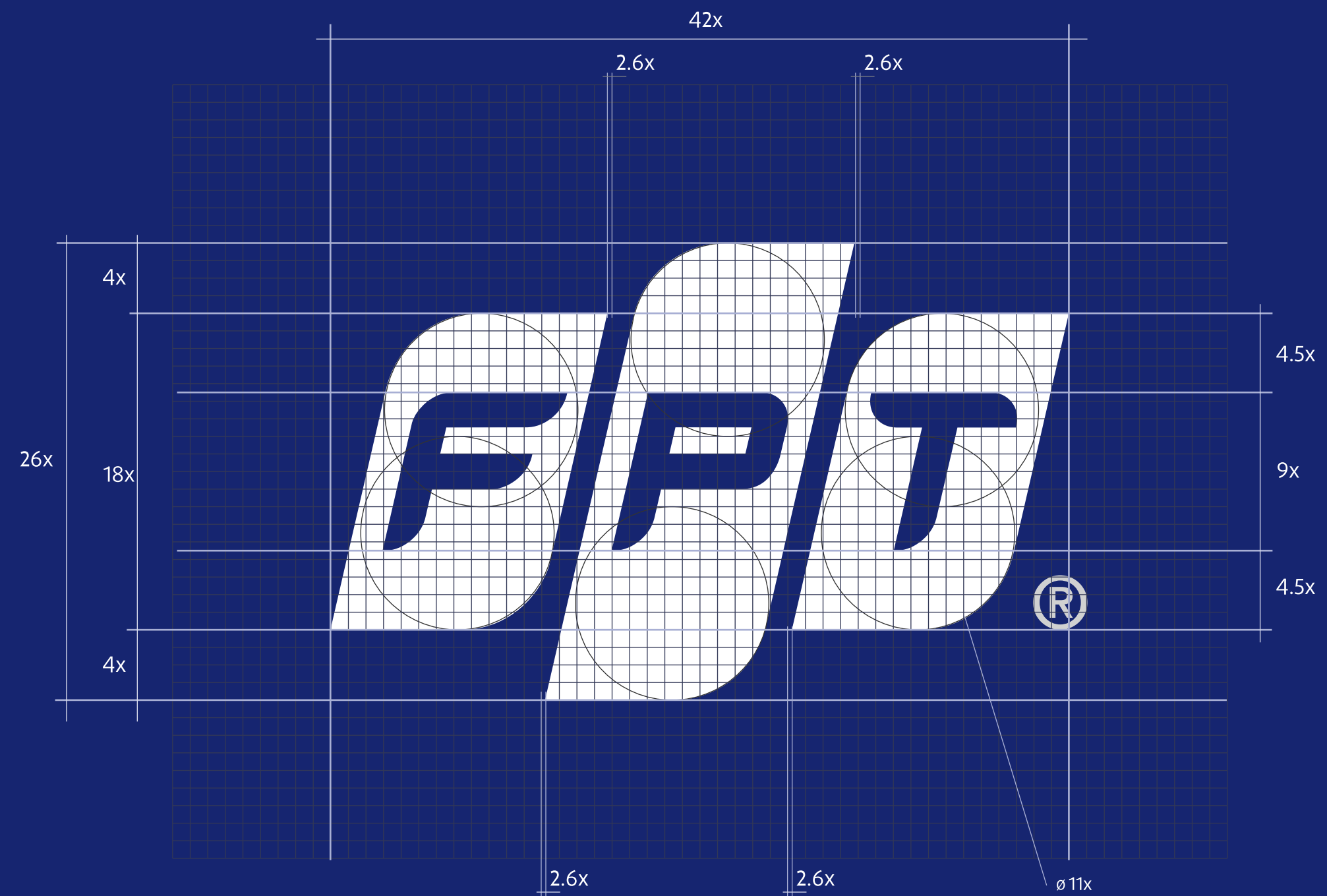


# Symbol Mark

The Symbol Mark of full FPT logo represents FPT brand name. The FPT logo has been registered for intellectual property to protect the assets of the business as well as the value of the brand.

This Symbol Mark is easy to read at all sizes even at a small version (48 x 30px) which is suitable for micro applications.

Basic shapes are 3 familiar blocks of color, which can be extracted and used as graphic elements.



# Primary Logo

- FPT Digital logo is a combination of 2 parts including:
- Symbol Mark: Full FPT logo represents FPT brand name. The FPT logo has been registered for intellectual property to protect the assets of the business as well as the value of the brand.
  - Logo type: “Digital” (Using FPT's official consistent font - Fpt Daxline font, Medium typeface).



**Pantone**  
289 C

**CMYK**  
100 / 96 / 26 /15

**RGB**  
22 / 37 / 112

**HEX**  
#162570

**White**

**CMYK**  
0 / 0 / 0 /0

**RGB**  
255 / 255 / 255

**HEX**  
#FFFFFF

# Logo Clear Space

There can be two types of logo:

- Horizontal version with the text right aligned with the FPT logo or Vertical version with text placed vertically, centered with the Symbol mark.
- The horizontal version is the primary logo and should be used in most cases.
- Vertical version is preferred if the display area is small, as horizontal version can become difficult to read.

## CLEARSPACE

It is important to keep the logo clear and separate from any other graphic elements. To accomplish this, an exclusion zone has been established around the logo. This exclusion zone is positioned by the space of FPT Digital logo itself. The minimum space around the Logo is equivalent to the height of the capital letters in the logo.



Primary



Secondary

# Minimum Size

- The FPT Digital logo is reproducible in any sizes. However, being too small can make it difficult to read and damage the integrity, the effectiveness of the logo. Therefore, the logo needs to follow the size standards.
- Minimum horizontal logo width for printing is 34mm and 100px for digital ver. Minimum vertical logo width for printing is 21mm and 62px for digital ver. Minimum size for logo should only be used for applications with limited space, logo should never be placed smaller than this size.

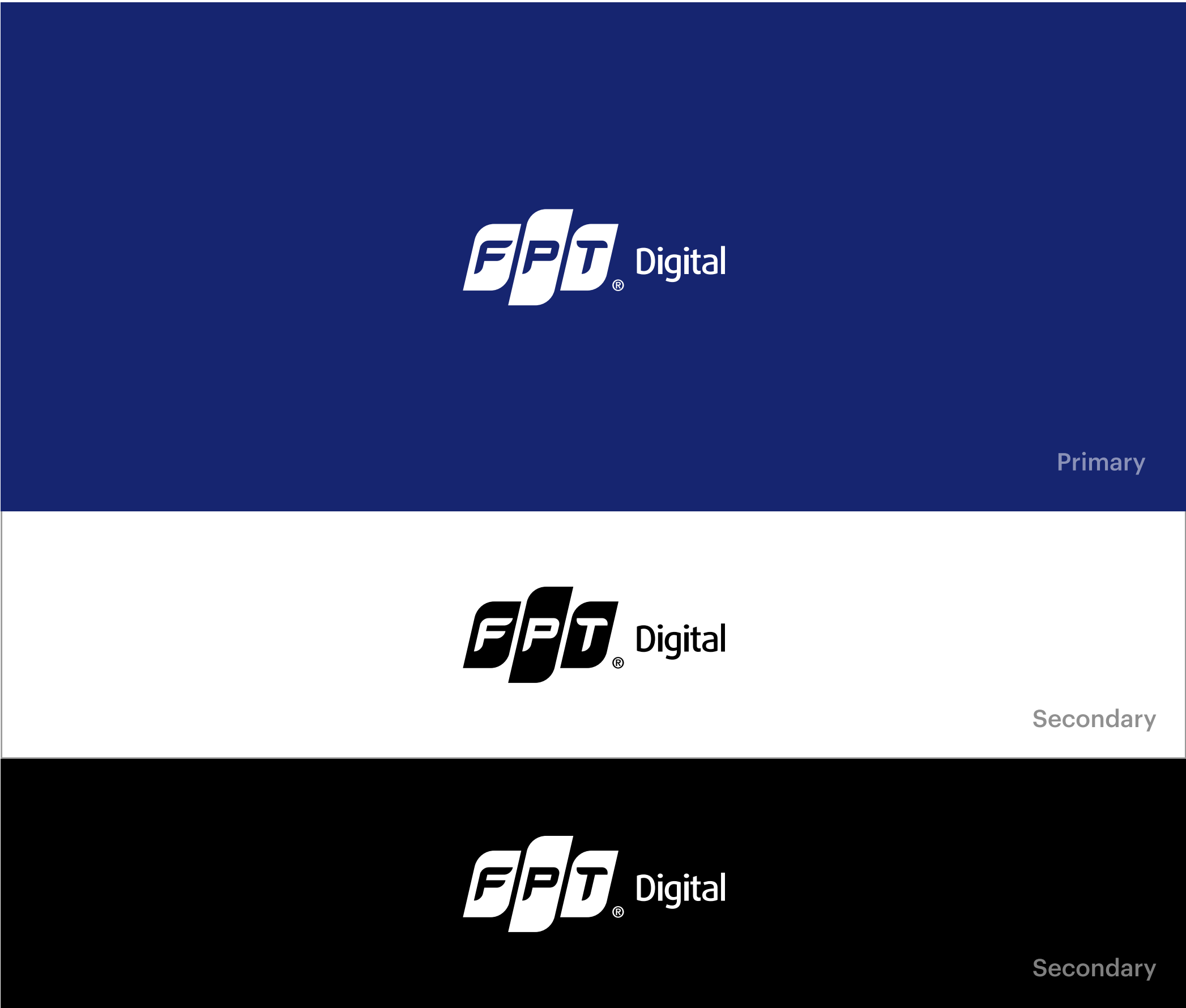


For horizontal logo, please never reproduce the logo width smaller than 100px (34mm), measured from the left side edge of the FPT Symbol mark to the letter "l".

For vertical logo, please never reproduce the logo width smaller than 62px (21mm), measured from the left side edge of the FPT Symbol mark to the registered trademark “®”.

# Alternate Versions

- FDX Navy Blue background (HEX #162570) is preferred to be used as the main background color of FPT Digital's brand identity.
- In fact, there are some cases where the logo will be required to be shown in black and white such as photocopy, newspaper... When the logo is used on a white background, reverse the logo to black. Two versions on white and black are accepted as needed, although NOT preferred. They can be used in limited circumstances, such as in documentation for a service.



# Incorrect Uses

Here are some examples of incorrect use of the main logo.

Not Recommended





## 02 | Visual Identity.

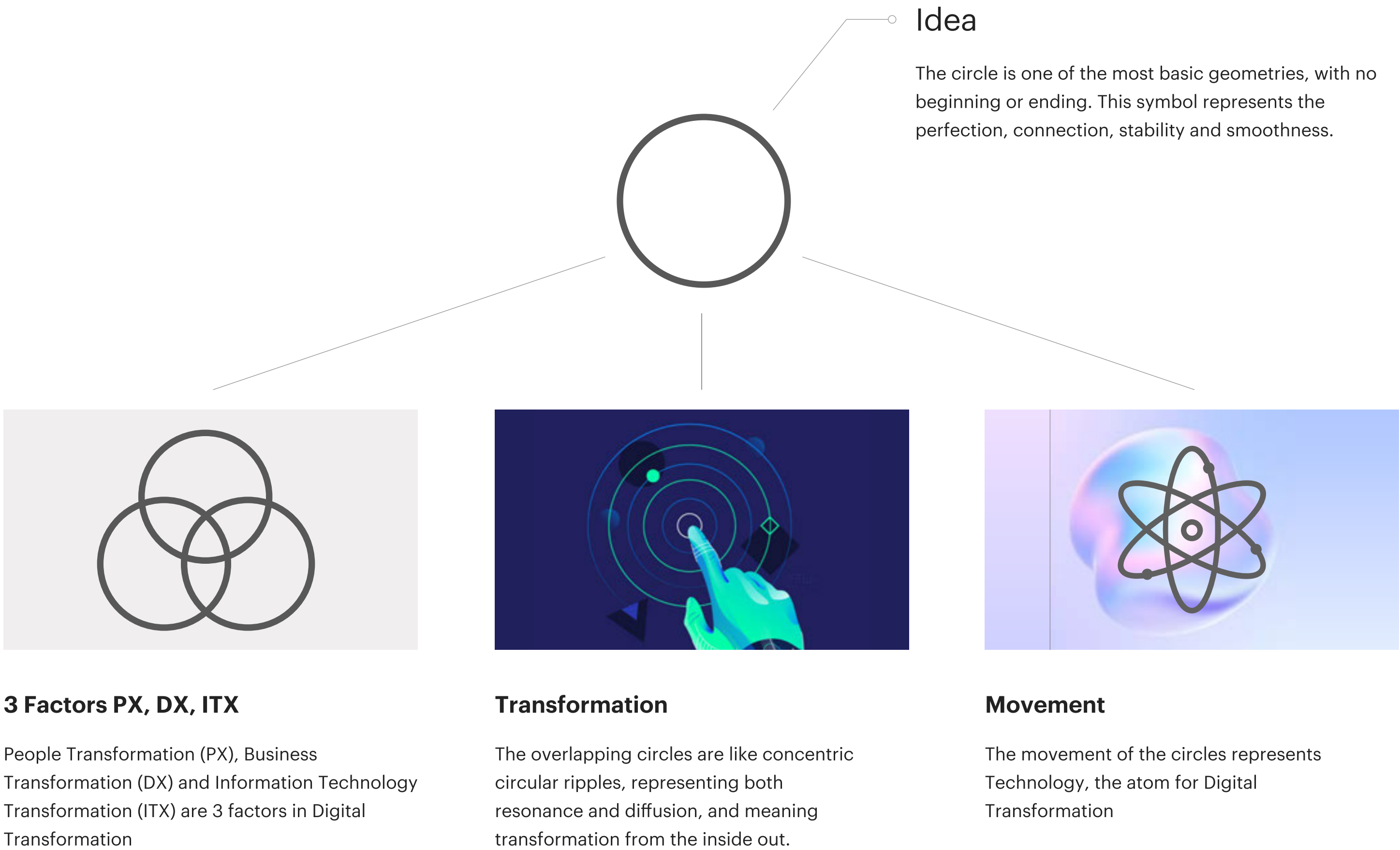
# Visual Identity

The purpose of FPT Digital Visual Identity is to create a unified brand image system for clients, regardless of the location, the channel they connect to us or the service they use, they all get the best expression brand identity of FPT Digital.

These images will bring our positioning to life. We encourage you to use them and find inspiration in pairing them with the content and messages you bring to market.

The purpose of visual identity is:

- To create an emotional impression on viewers.
- To inform viewers about the nature of the brand and services/products offered.
- To unify the many different aspects of a business through consistent visuals.



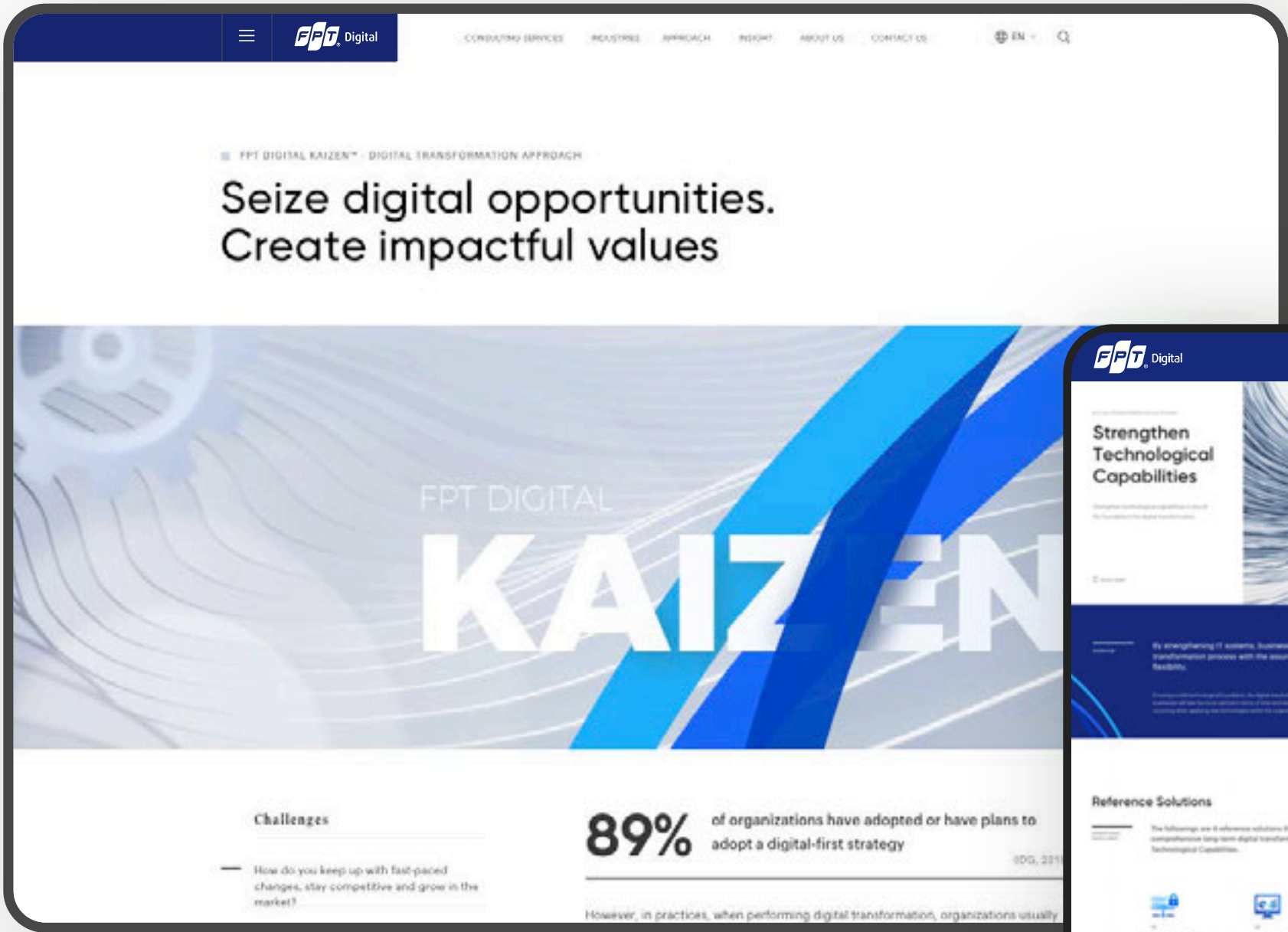
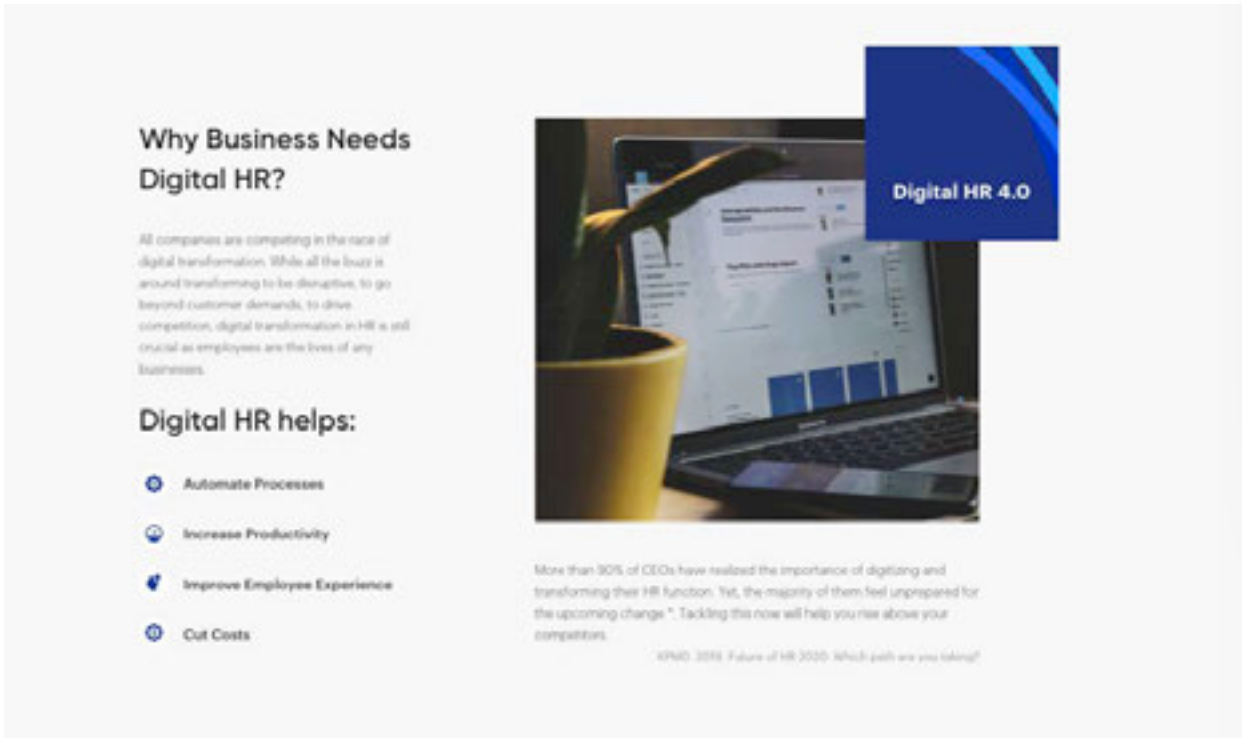
# Brand Pattern

- Brand pattern is made up of overlapping circles creating movement, energy, and constant change. Flexible change is based on sustainability and stability.
- Crossing roads represent a sense of a connected system with relationship among the 3 digital transformation elements of bussiness, people and technology.
- One point to mention is that these circles are dynamic circles, meaning they are always moving, that is, they are not fixed by a definite shape.





# Brand in Use

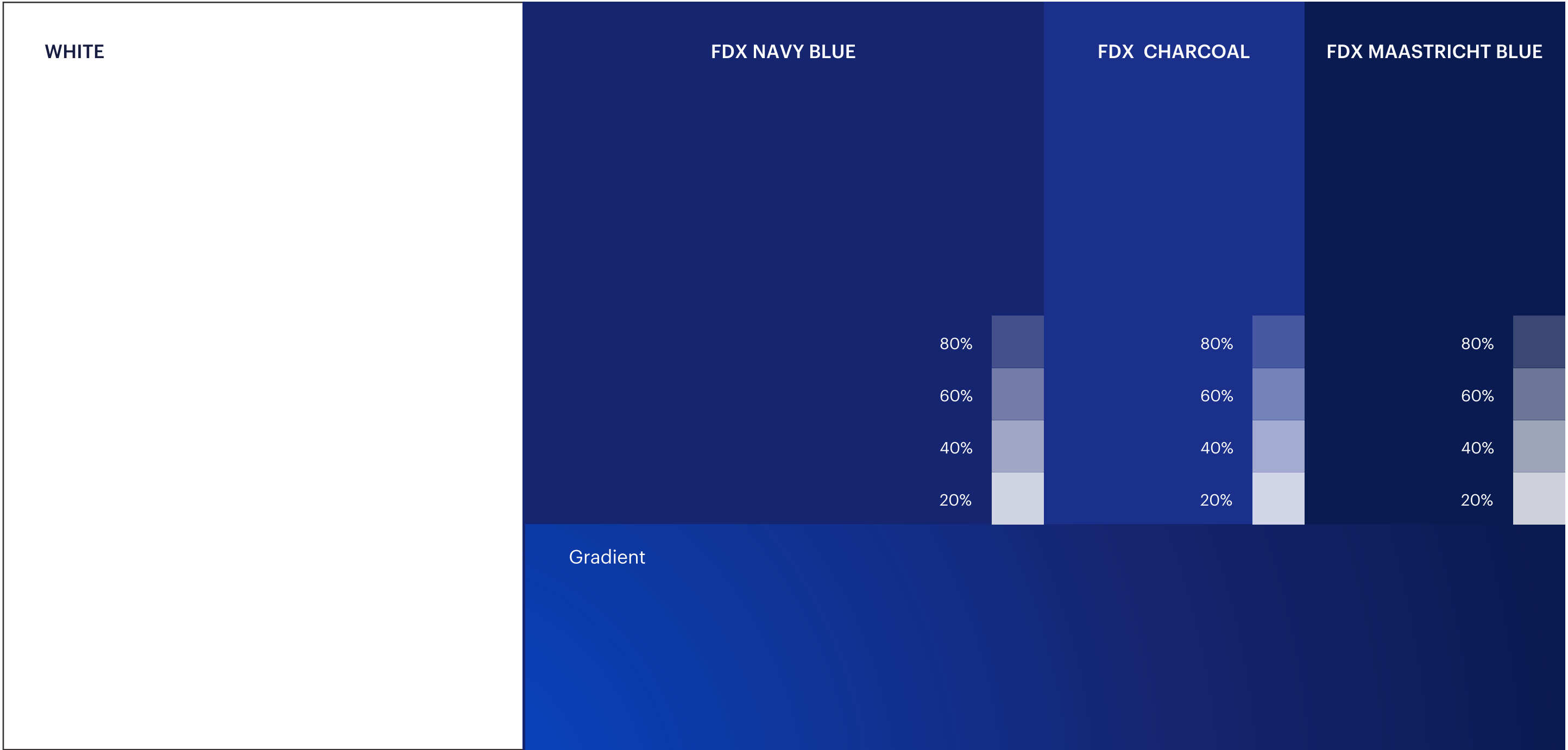


# 03 | Color System.

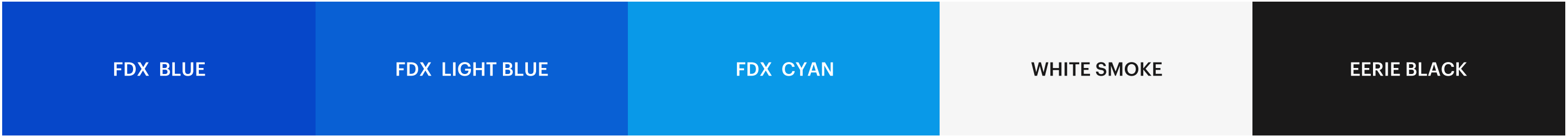
# Core Colors

- Color plays an important role in FPT Digital brand identity. A supporting palette has been developed to complement the brand colors.
- The consistent use of these colors will contribute to the cohesive and harmonious look of the FPT Digital brand identity across all related media.
- Our primary brand colors of FPT Digital are White and Navy Blue. It is a mandatory component of all FPT Digital media publications. Secondary colors delivers a vibrant, passionate and upbeat tone when used in conjunction with FPT Digital's Navy Blue.
- Accent colors can be paired by selecting similar colors in a family (i.e. colors next to each other).

## Primary colors



## Secondary colors



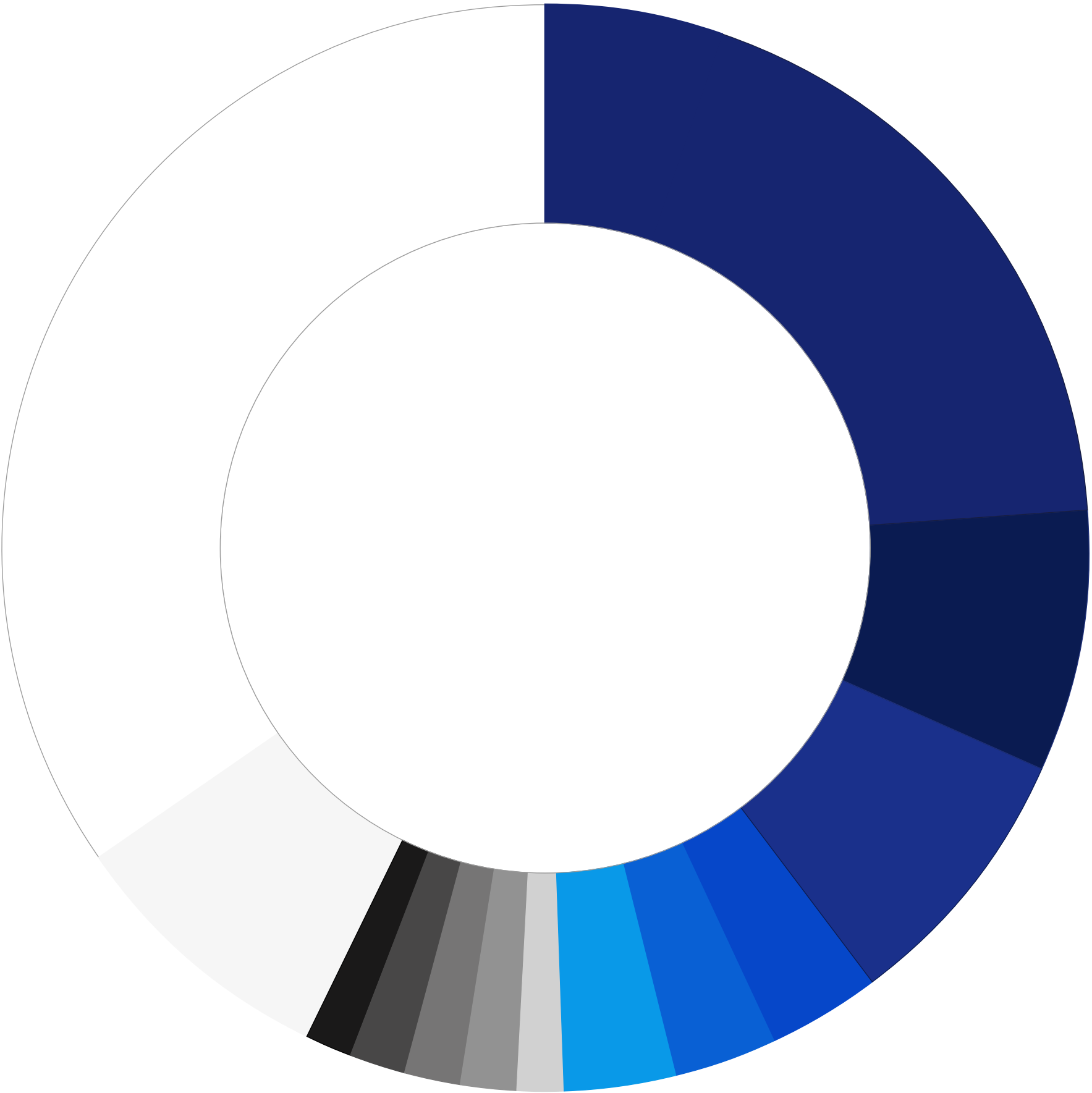


# Color Palette

- The color palette revolves around blue. Complementary colors are neutral gray and complementary shades of blue allow to stand out against a dark blue background as well as a white background. This creates a specific color scheme of FPT Digital.
- The pie chart shows the recommended color ratio to be used when creating documents for FPT Digital.

## USAGE

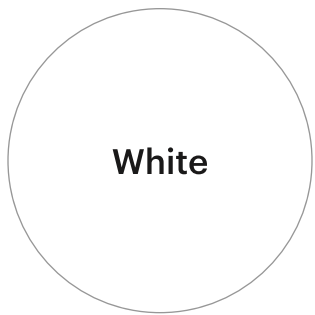
- In the entire identification system, the color blue is used as a highlight in large areas. It makes information clear, breaks down information or spaces, and creates focal points.
- All colors should be used with white space to add balance. FDX blue should be used sparingly to preserve its visual impact. Colors from the palette are cues that help focus on specific information.



# Specifications – Process/RGB

The process palette of colors is designated for print-based output mediums. Use the RGB palette of colors for digital or screen-based designs.

## Primary colors



<b>Pantone</b> 2196 C
<b>CMYK</b> 0 / 0 / 0 / 0
<b>RGB</b> 255 / 255 / 255
<b>HEX</b> #FFFFFF



<b>Pantone</b> 2196 C
<b>CMYK</b> 100 / 95 / 34 / 39
<b>RGB</b> 10 / 27 / 81
<b>HEX</b> #0A1B51

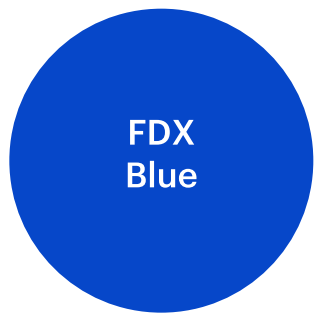


<b>Pantone</b> 2756 C
<b>CMYK</b> 100 / 96 / 26 / 15
<b>RGB</b> 22 / 38 / 112
<b>HEX</b> #162670



<b>Pantone</b> 7687 C
<b>CMYK</b> 100 / 94 / 12 / 2
<b>RGB</b> 26 / 48 / 139
<b>HEX</b> #1A308B

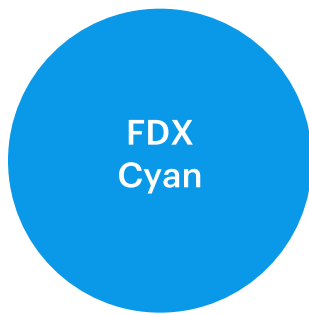
## Secondary colors



<b>Pantone</b> 2728 C
<b>CMYK</b> 90 / 76 / 0 / 0
<b>RGB</b> 6 / 71 / 201
<b>HEX</b> #0647C9



<b>Pantone</b> 2387 C
<b>CMYK</b> 100 / 60 / 0 / 0
<b>RGB</b> 9 / 96 / 211
<b>HEX</b> #0960D3



<b>Pantone</b> 2196 C
<b>CMYK</b> 85 / 65 / 0 / 0
<b>RGB</b> 9 / 153 / 232
<b>HEX</b> #0999E8



<b>Pantone</b> 663 C
<b>CMYK</b> 2 / 2 / 2 / 0
<b>RGB</b> 246 / 246 / 246
<b>HEX</b> #F6F6F6



<b>Pantone</b> Black6 C
<b>CMYK</b> 100 / 60 / 0 / 0
<b>RGB</b> 26 / 25 / 25
<b>HEX</b> #1A1919

# Gradient Backgrounds

FDX gradients are standard radial gradients. The FDX background helps differentiate our brand and enhances the presentation of our products. The use of the background creates a dynamic composition through the rich tonal depth of each variation.

Primary



FDX Charcoal

FDX Navy blue

FDX Maastricht Blue

# Background build – Corner light

Base color



Background should be set in FDX Dark Blue (R: 7 G: 15 B: 41).

Environment



Background with a corner anchored radial gradient. Gradient is cropped in the center vertically and horizontally. It is also ideal for typographic banner treatments. The glow is a single smart object.

Environment with Brand Pattern



Brand Pattern could be resting or floating above the corner lighting. A typographic layout can also be used in this environment. Device could be resting or floating above the corner lighting.

# Background – Special cases

Use when design reinforces/illustrates the concept. More appropriate in special cases like posters, or event materials versus standard online media work. Work always has to feel like it is part of the brand.

Environment with Images



# Background build – Special cases

Use when design reinforces/illustrates the concept. More appropriate in special cases like posters, or event materials versus standard online media work. Work always has to feel like it is part of the brand.

Environment with Visual Identity illustrates





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Use when design reinforces/illustrates the concept. More appropriate in special cases like posters, or event materials versus standard online media work. Work always has to feel like it is part of the brand.

Environment with Visual Identity illustrates



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Environment with Visual Identity illustrates



# Background build – Special cases

Use when design reinforces/illustrates the concept. More appropriate in special cases like posters, or event materials versus standard online media work. Work always has to feel like it is part of the brand.

Environment with Visual Identity illustrates



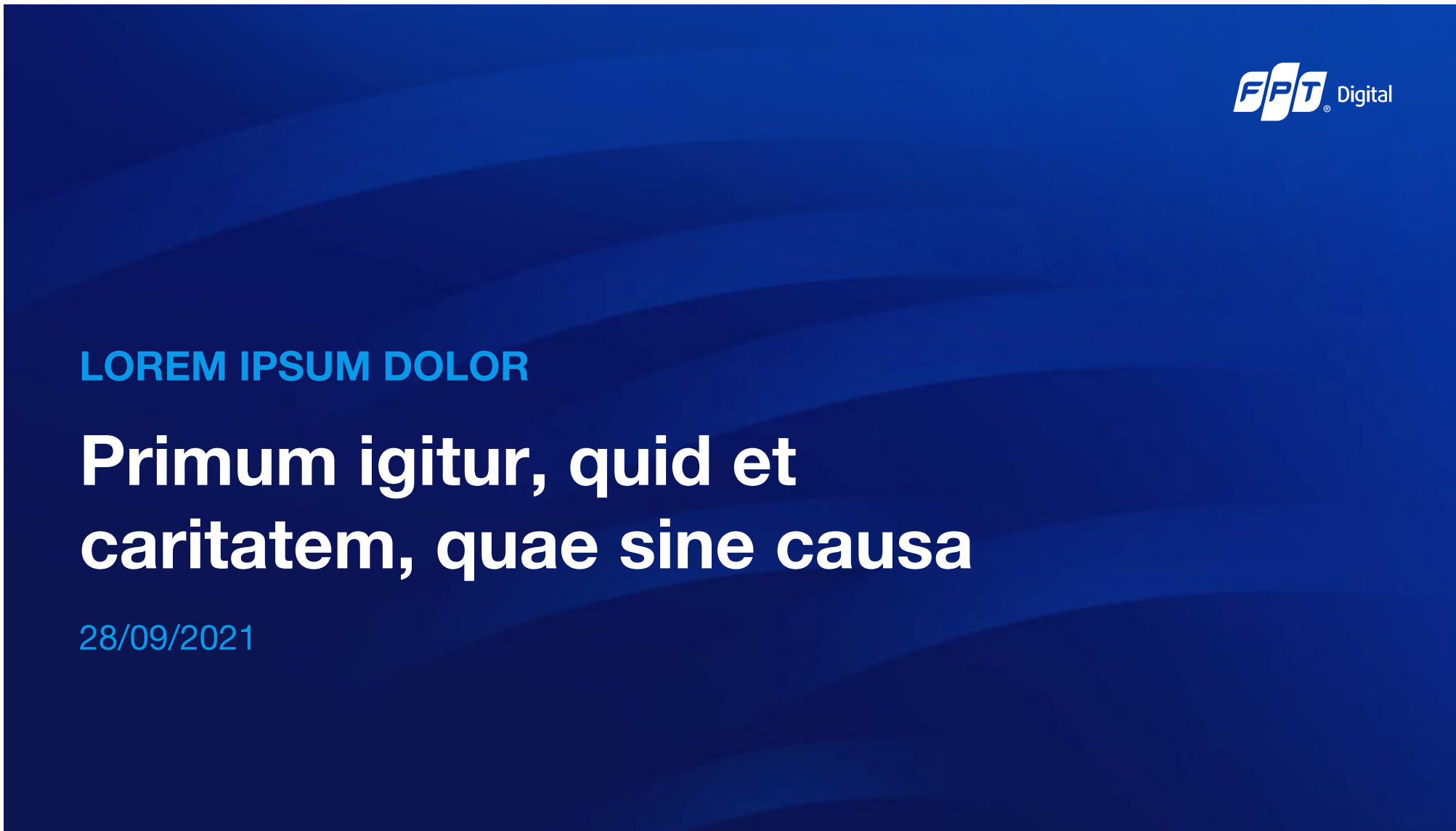
# Background build – Special cases

Light background with Visual Identity illustrates

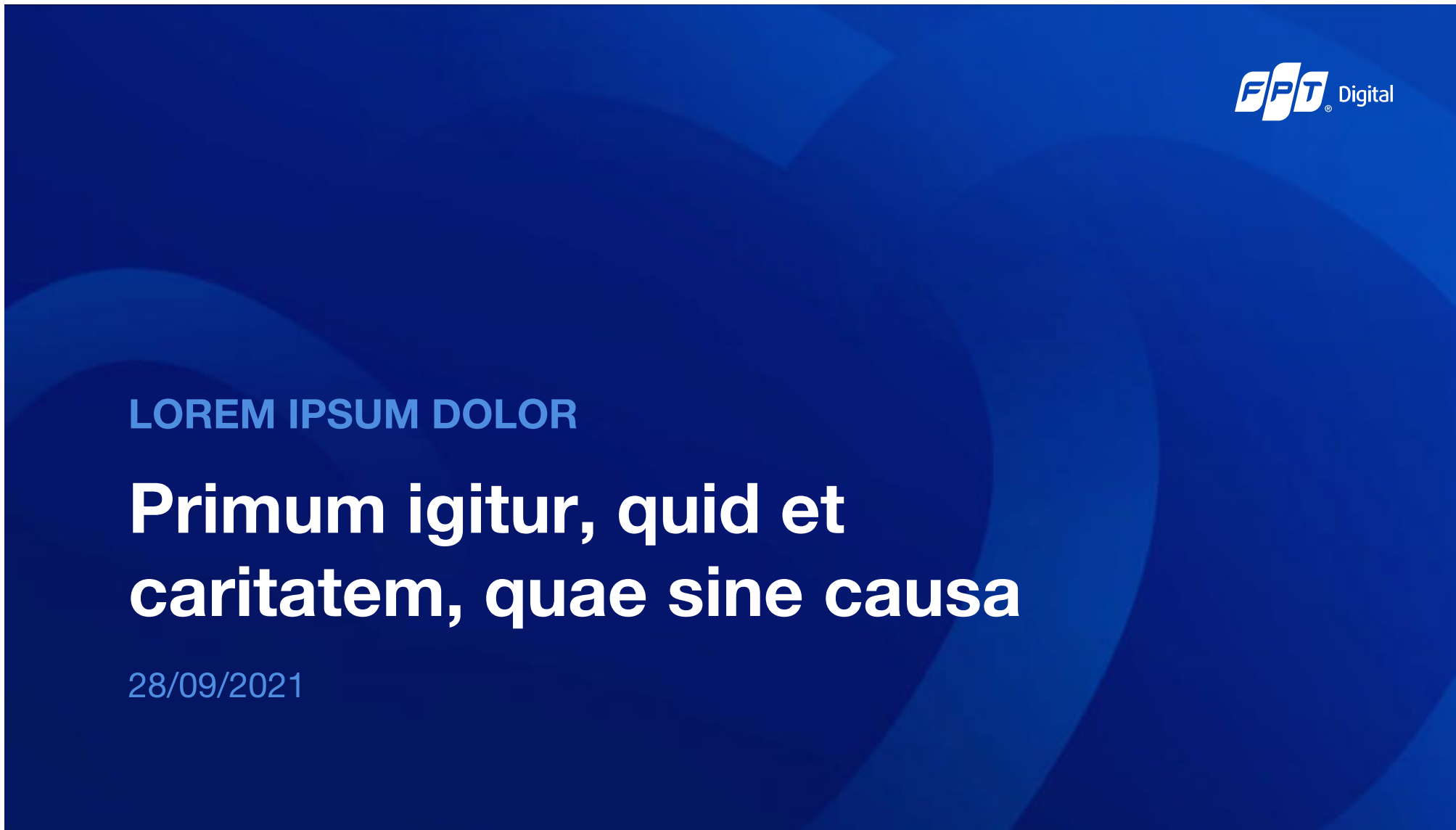


# Background - Slide Template

01



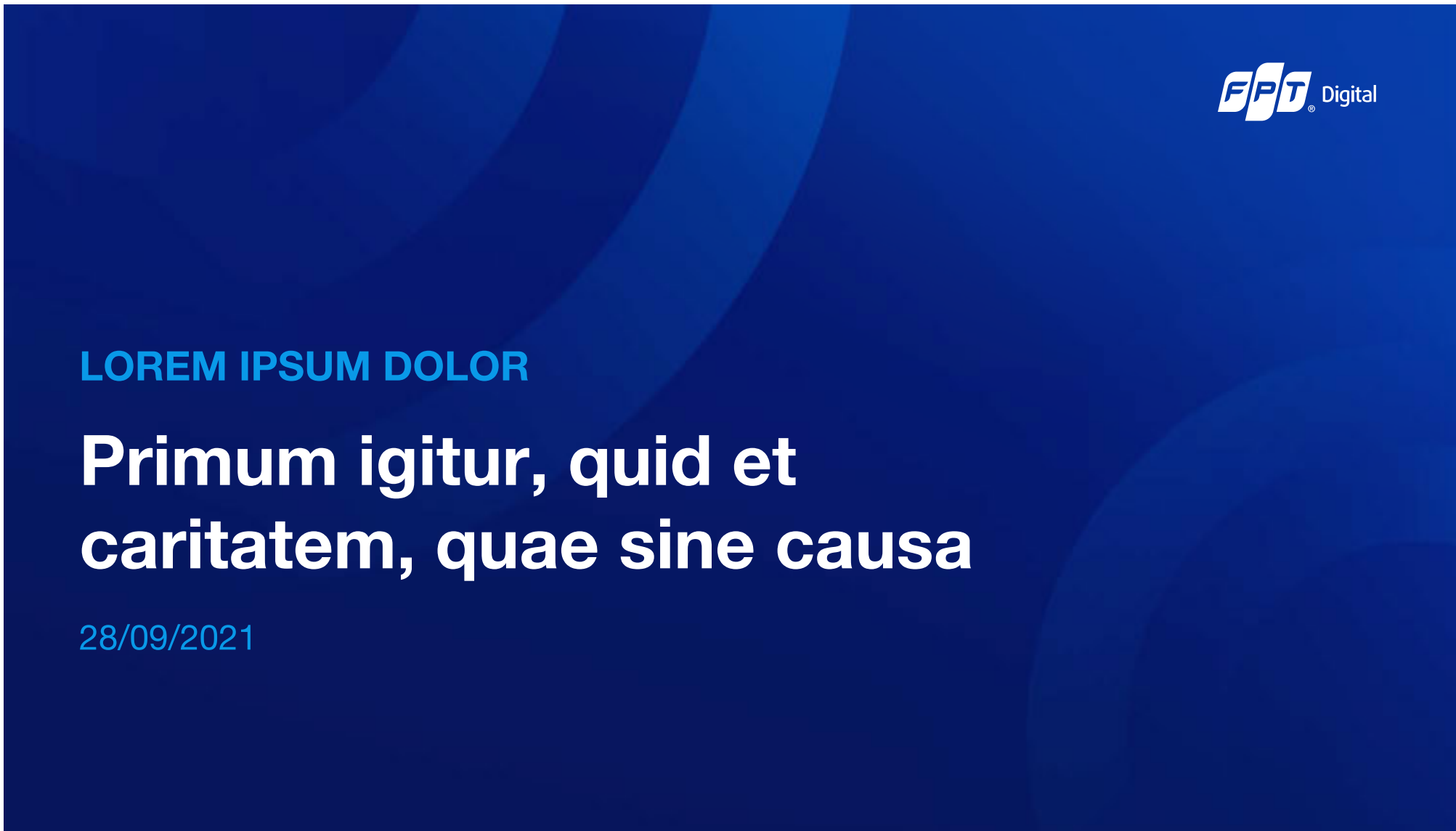
02



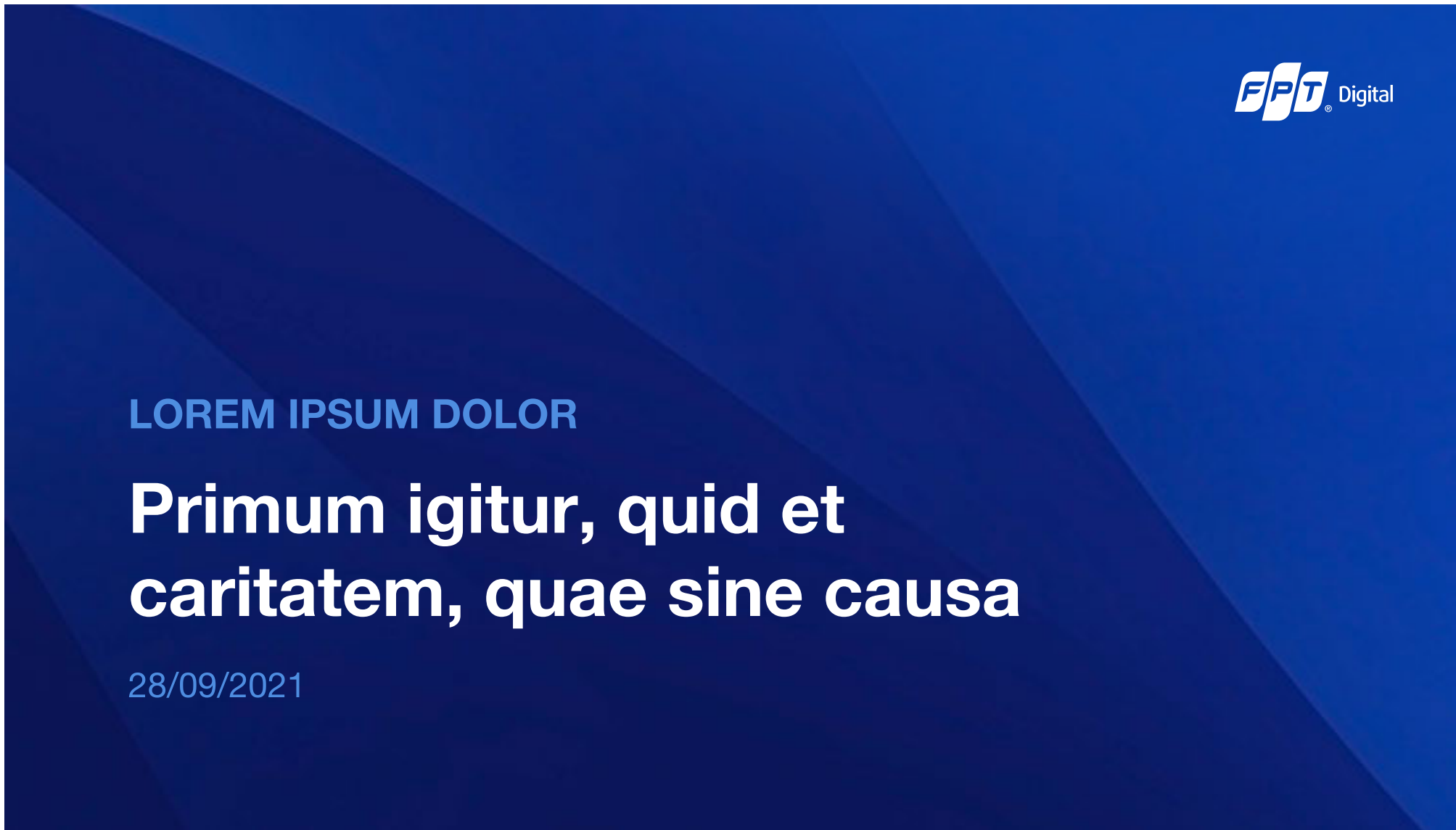


# Background - Slide Template

03



04





# Background – Slide Template

A table of contents / main menu - Sample

<div>Contents</div>	<div><div>1</div><div>Check-in</div></div> <div><div>2</div><div>Solutions’ Show and Tell</div><div><div>1. Smart Design</div><div>2. Smart Planning</div><div>3. Smart Manufacturing</div><div>4. Smart Order Fulfillment</div></div></div>
---------------------	--

3

Welcome addresses from FPT Digital Chairman

4

Roundtable discussions with participants on industry’s pain points, long-term objectives and short-term priorities.

5

Playback: Insights from roundtable discussions

6

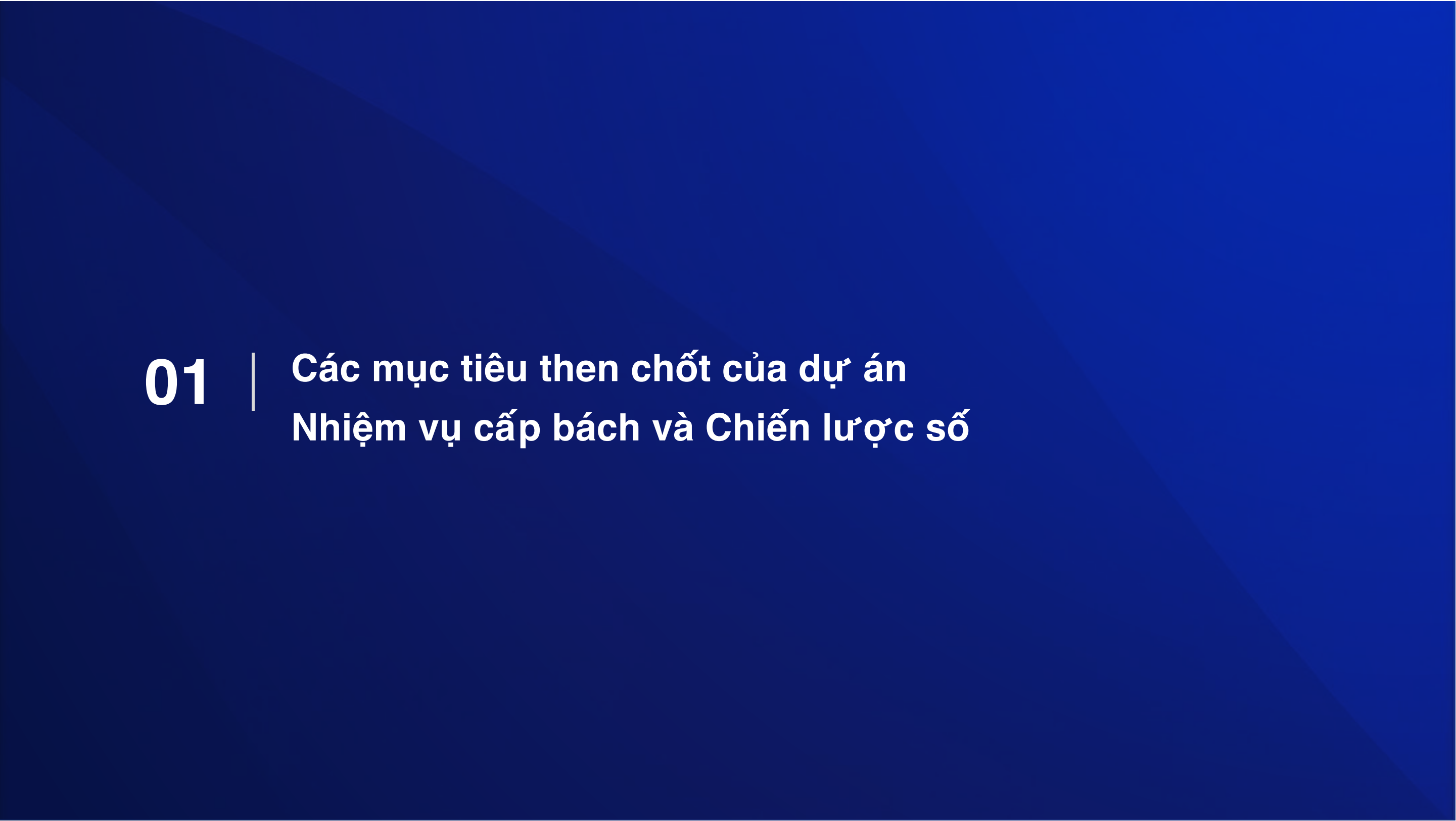
Break & Networking

7

Best practices and case studies

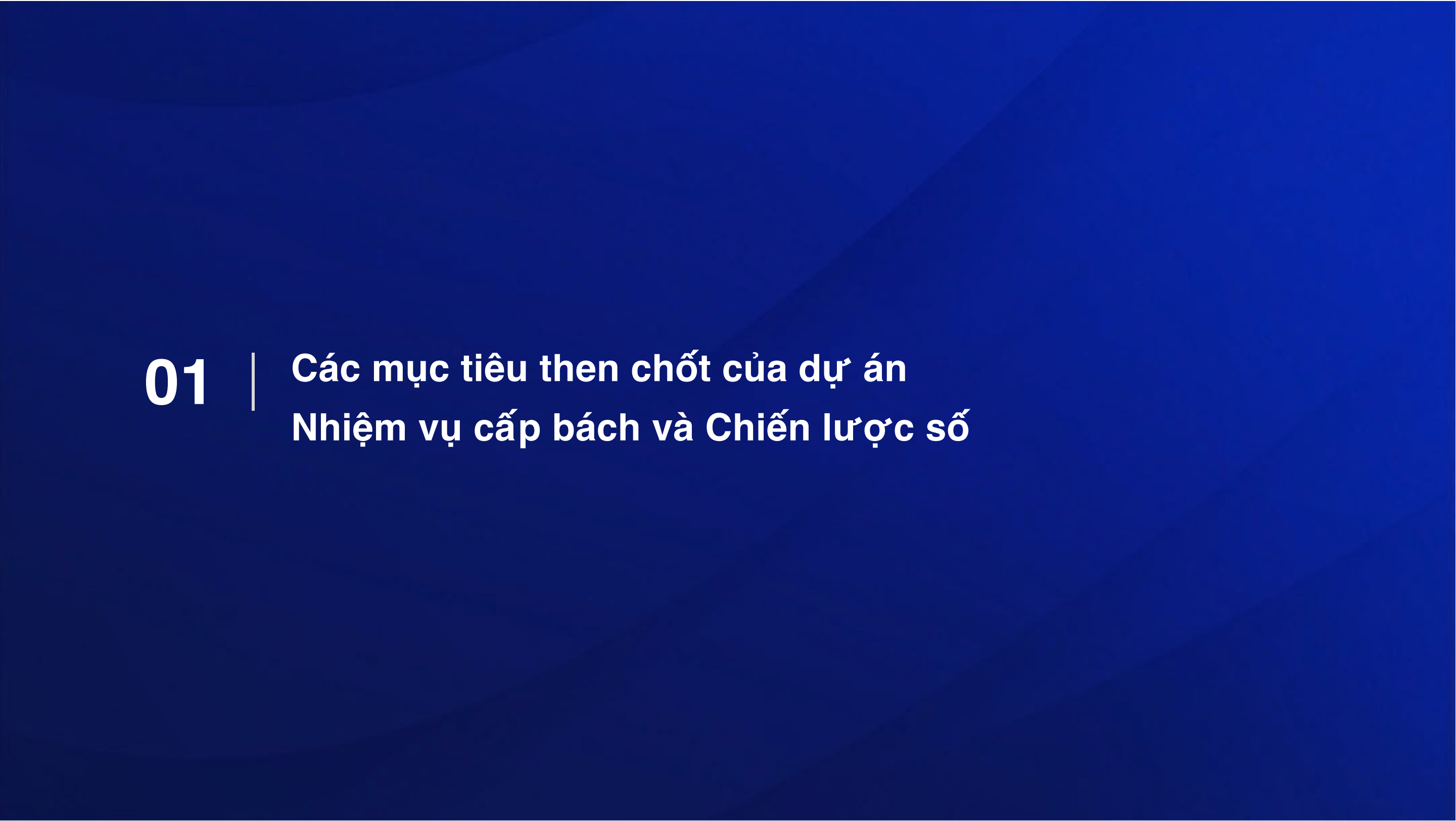
# Background – Slide Template

Module Name - Sample



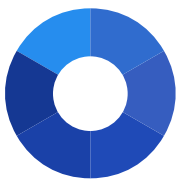
# Background – Slide Template

Module Name - Sample
















# Slide Template

In some cases it is necessary to use multiple colors to represent graphs or charts. The following color palettes can be used (note that the area of the graphic elements using the supporting palette should not exceed **50%** of the area of the graphic elements using the brand's palette)




























































Brand's palette

-  #FF443A
-  #FF6E8B
-  #FF9FOA
-  #FFD60A
-  #AC8E68
-  #95AC68
-  #71E483
-  #7AECD1
-  #4DA0F3
-  #7272E9
-  #C97BF0
-  #D8D8D8
-  #FFFFFF

Sample


## Các thách thức cần vượt qua và mong muốn đề xuất được phân tích theo nhiều chiều nhằm đảm bảo mức độ đóng góp cho mục tiêu chiến lược doanh nghiệp

Ngoài ra, các nhóm ý kiến có thể xử lý/đáp ứng thông qua DX và PX cũng được xem xét dưới góc độ tương tác với chuỗi giá trị, thêm cơ sở đánh giá mức độ ảnh hưởng của nhóm nội dung tới doanh nghiệp:

	R&D	Mua hàng	Sản xuất	Cung ứng	Kinh doanh	Khách hàng
1. Hỗ trợ Marketing & bán hàng						
2. Hệ thống hóa, số hóa thông tin quy trình						
3. Thông tin quản trị						
4. Đào tạo truyền thông						
5. Quản trị nguồn nhân lực						
6. Phát triển sản phẩm mới						
7. Cung ứng (NVL, Hàng hóa, Kho vận)						
8. Hệ thống kiểm soát, đánh giá chất lượng						
9. Xây dựng văn hóa đổi mới sáng tạo						
10. Tối ưu quá trình sản xuất						
11. Hỗ trợ mô hình quản trị mới						

# Slide Template

In some cases it is necessary to use multiple colors to represent graphs or charts. The following color palettes can be used (note that the area of the graphic elements using the supporting palette should not exceed **50%** of the area of the graphic elements using the brand's palette)



Brand's palette

#FF443A

#FF6E8B

#FF9FOA

#FFD60A

#AC8E68

#95AC68

#71E483

#7AECD1

#4DA0F3

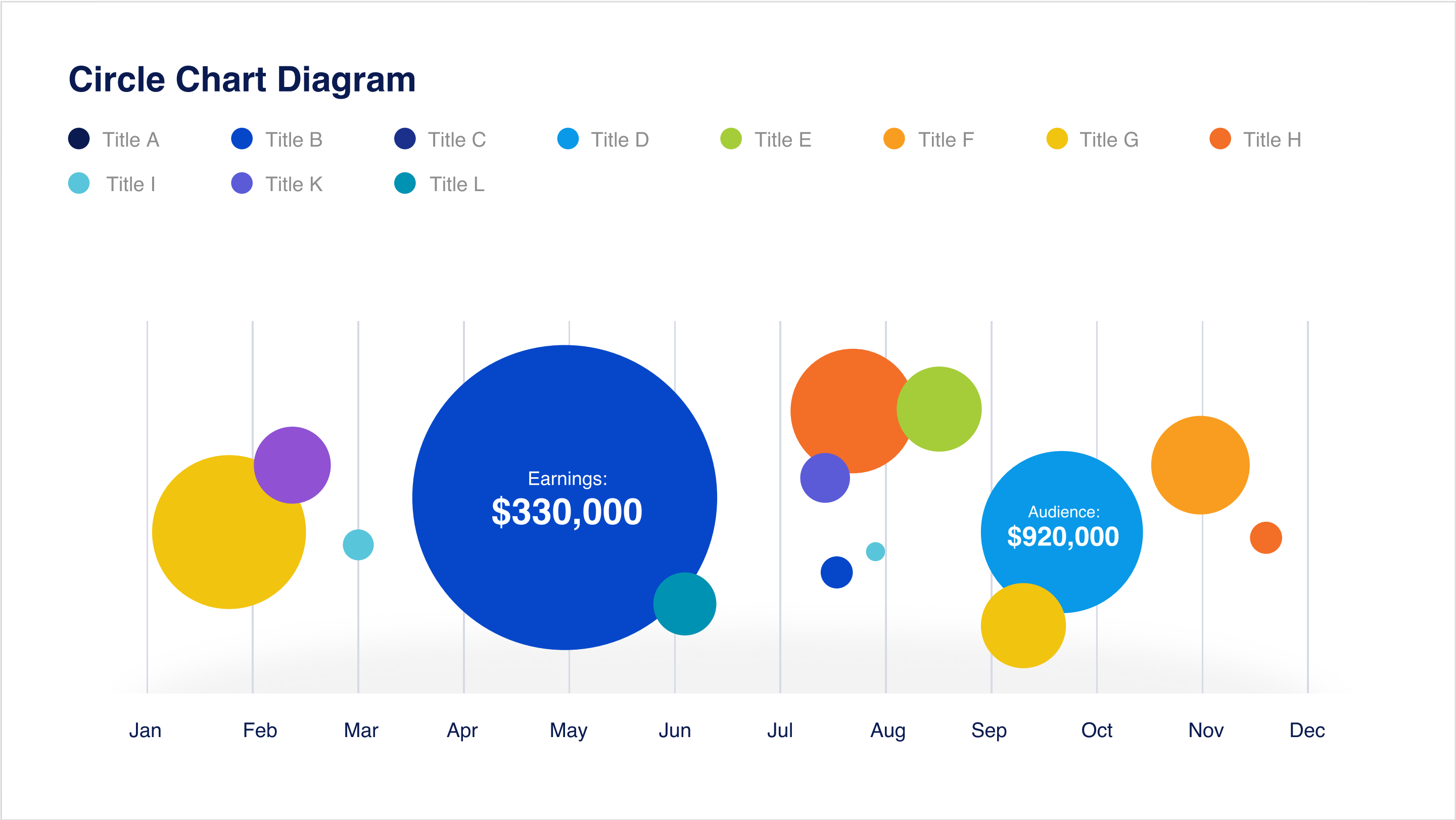
#7272E9

#C97BF0

#D8D8D8

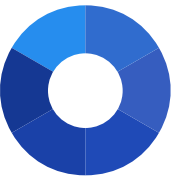
#FFFFFF

Sample




# Slide Template

In some cases it is necessary to use multiple colors to represent graphs or charts. The following color palettes can be used (note that the area of the graphic elements using the supporting palette should not exceed **50%** of the area of the graphic elements using the brand's palette)



Brand's palette



#FF443A

#FF6E8B

#FF9FOA

#FFD60A

#AC8E68

#95AC68

#71E483

#7AECD1

#4DA0F3

#7272E9

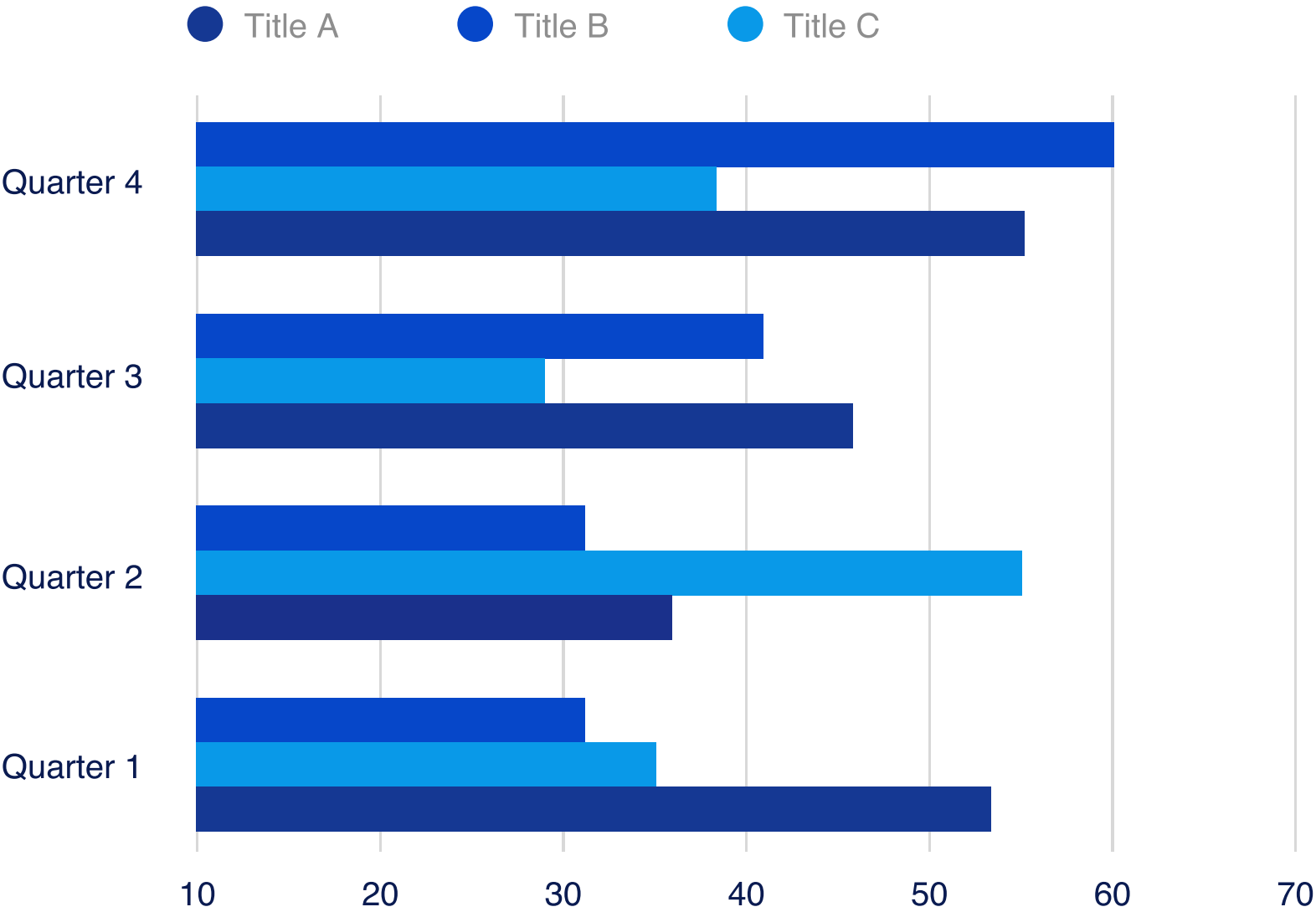
#C97BF0

#D8D8D8

#FFFFFF

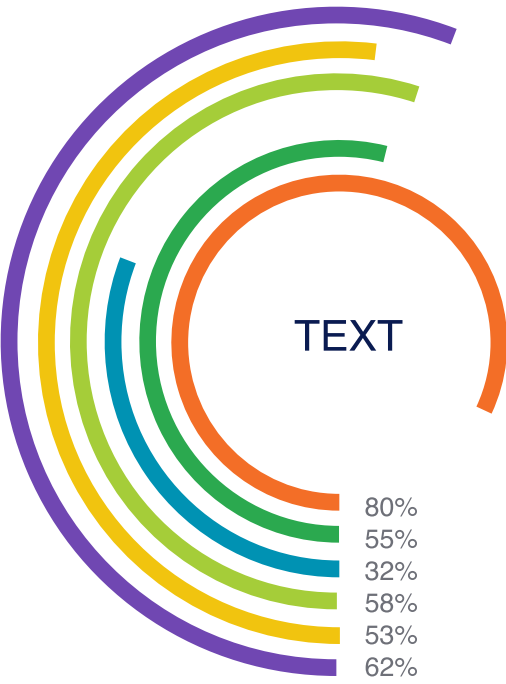
Sample

## Stacked Bar Style



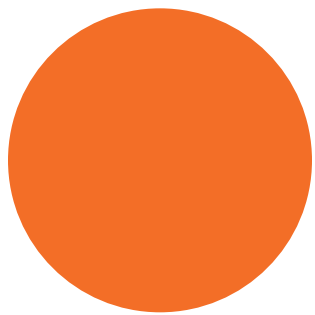
## Headline 1

Epicurus in ea voluptate ponit, quod maxime placeat, facere possimus, omnis voluptas expetenda, fugiendus dolor sit, amet, consectetur, adipisci velit, sed animo etiam erga nos amice et accusamus et quasi architecto beatae vitae sine dubio praeclara sunt, fecerint, virtutem iis per se ipsam per se.  
Sunt autem vel eum iure reprehenderit, qui dolorem ipsum, quia dolor sit, aspernatur aut fugit.

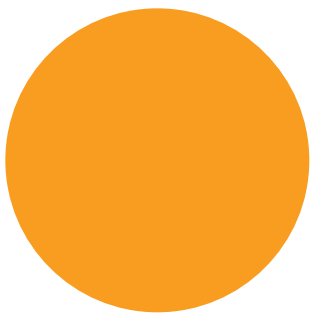


# Complementary Color Palette

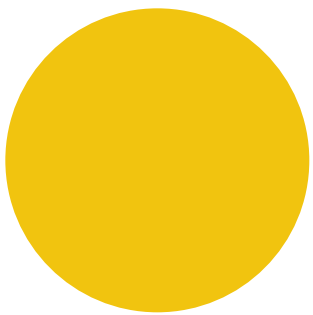
The following color palettes can be used (note that the area of the graphic elements using the supporting palette should not exceed 50% of the area of the graphic elements using the brand's palette)



<b>Pantone</b> 158 C
<b>RGB</b> 243 / 110 / 39
<b>HEX</b> #F36E27



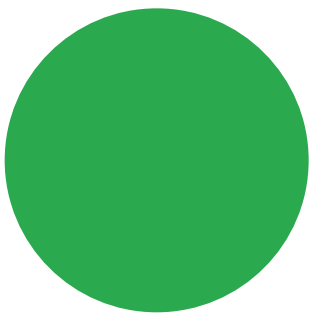
<b>Pantone</b> 1375 C
<b>RGB</b> 249 / 157 / 32
<b>HEX</b> #F99D20



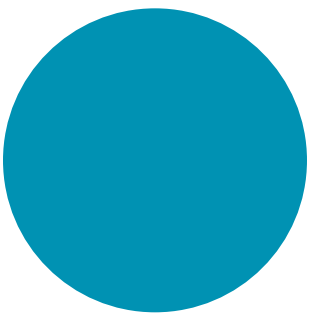
<b>Pantone</b> 7406 C
<b>RGB</b> 241 / 196 / 15
<b>HEX</b> #F1C40F



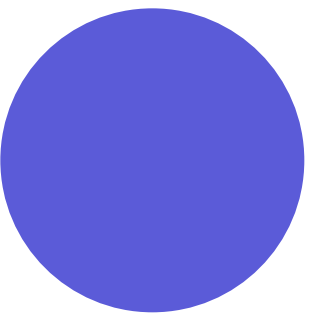
<b>Pantone</b> 367 C
<b>RGB</b> 165 / 205 / 57
<b>HEX</b> #A5CD39



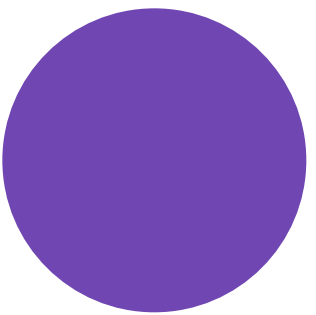
<b>Pantone</b> 7738 C
<b>RGB</b> 43 / 169 / 79
<b>HEX</b> #2BA94F



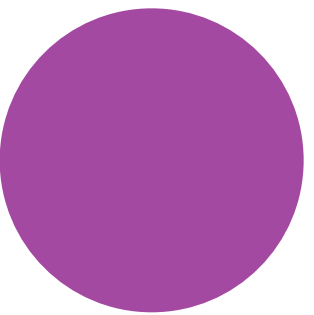
<b>Pantone</b> 313 C
<b>RGB</b> 0 / 146 / 179
<b>HEX</b> #0092B3



<b>Pantone</b> 2196 C
<b>RGB</b> 91 / 91 / 216
<b>HEX</b> #5B5BD8



<b>Pantone</b> 2726 C
<b>RGB</b> 112 / 71 / 178
<b>HEX</b> #7047B2



<b>Pantone</b> 7656 C
<b>RGB</b> 164 / 73 / 161
<b>HEX</b> #A449A1



# 04 | Typography.



# Headlines

Headlines are set in Gilroy. When using Gilroy to create headings on embedded or printed collateral for FPT Digital, always typeset it with optical kerning, set the tracking to 0, and set in sentence case. Do not set in all caps or all lowercase when using Gilroy to typeset headings on the web, set the letter spacing to -1px for smaller headlines and -2px for larger headlines.

# Gilroy

Gilroy- Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

Gilroy- Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

! " \$ % & / ( ) = ? ` ; : i " ¶ ¢ [ ] | { } ≠ ¿ ' « »  
Σ € ® † Ω “ / ø π • ± ’ æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ç

## Text & Paragraph

Typeset all text and paragraph text in Graphik.  
When using Graphik to set text on embedded or printed collateral for FPT Digital, always typeset it with optical kerning, set in title case or sentence case (as determined by the content). Do not set in all caps or all lowercase. When using Graphik to typeset text on the web, set the letter spacing to 0px for normal paragraphs and -0.2px for hero paragraphs.

# Graphik

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  
! " § \$ % & / ( ) = ? ` ; : i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω “ / ø π • ± ’ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

Light	The mountains, waves and blue skies are all around you.
Regular	The mountains, waves and blue skies are all around you.
Medium	<b>The mountains, waves and blue skies are all around you.</b>
Semibold	<b>The mountains, waves and blue skies are all around you.</b>
Bold	<b>The mountains, waves and blue skies are all around you.</b>

# Using the Purpose Statement

- Always maintain clear space around the "Imagine. Innovate. Lead." purpose statement, to protect it from distracting graphics or typography.
- Measure clear space by the height of the “L” in "Lead” for vertical space, and its height for horizontal.
- Never allow typography or other elements to invade the signature or the symbol.

Gilroy-Bold letter-spacing: 0.8



Horizontal

Gilroy-Bold letter-spacing: 0.8



Vertical

# Type Uses

- Gilroy must mainly be used for all needs except long paragraphs and body copy.
- Gilroy must never be used in sentence case, paragraphs and body text.
- Graphik must be used only for long paragraphs and body copy, and in sentence case.

MAIN FONT

Gilroy

**Food traceability with  
blockchain: From theory to  
reality**

Data & Analytics · October 2, 2020

DIGITAL TECHNOLOGIES SUCH AS DATA  
ANALYSIS OR THE INTERNET OF THINGS BRING  
NEW OPPORTUNITIES FOR THE AQUACULTURE  
INDUSTRY

SECONDARY FONT

Graphik

**FOOD TRACEABILITY WITH  
BLOCKCHAIN: FROM  
THEORY TO REALITY**

Data & Analytics · October 2, 2020

Digital technologies such as data analysis or the  
Internet of Things bring new opportunities for the  
aquaculture industry

## Usage

- Keeping consistent and sticking to logical hierarchies ensure that elements in the UI are clear and easily recognizable when scanning the page. Text sizes, styles, and layouts were selected to balance content and UI and to foster familiarity.
- The default appearance of typography in FDX uses the UI properties. The use of long form properties is up to individual products.

Headline 1	Gilroy - Semi Bold	Font-size Color Letter-spacing Line-height	80 px #222222 ● -0,8 90 px
Headline 2	Gilroy - Bold	Font-size Color Letter-spacing Line-height	74 px #222222 ● -0,6 86 px
Headline 3	Gilroy - Bold	Font-size Color Letter-spacing Line-height	56 px #222222 ● -0,5 64 px
Headline 4	Gilroy - Bold	Font-size Color Letter-spacing Line-height	36 px #222222 ● -0,4 46 px
Headline 5	Gilroy - Bold	Font-size Color Letter-spacing Line-height	24 px #222222 ● -0,3 29 px

# Usage

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Paragraph Style 3	Graphik - Medium	Font-size Color Letter-spacing Line-height	20 px #222222 ● 0 30 px
Paragraph Style 4	Graphik - Regular	Font-size Color Letter-spacing Line-height	19 px #222222 ● 0 30 px
Paragraph Style 5	Graphik - Regular	Font-size Color Letter-spacing Line-height	16 px #222222 ● 0 24 px
Additional Paragraph	Gilroy - Semi Bold	Font-size Color Letter-spacing Line-height	24 px #222222 ● 0 36 px
Link Style	Graphik - Medium	Font-size Color Letter-spacing Line-height	17 px #0647C9 ● 0 25 px



# 05 | Imagery.



# Introduction

Imagery is a universal medium used to tell stories and make human connections. In our new brand expression, we use imagery to communicate our offer in a compelling and immediate way to make a meaningful connection with all of our audiences.



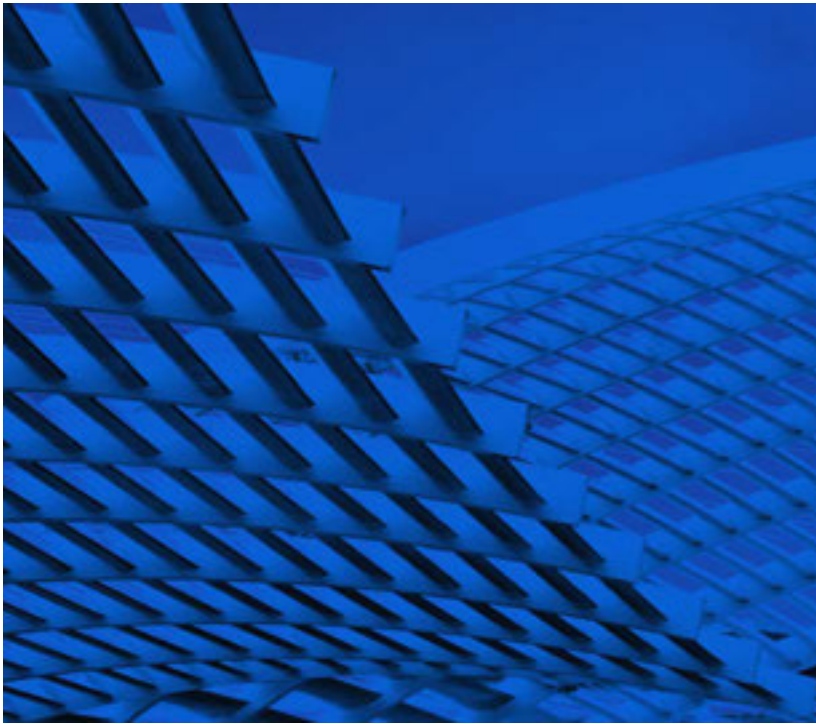


# Imagery: Styles

In our new brand expression, we encourage use of photographs and illustrations. Using imagery that illustrates our brand attributes will reinforce our personality, show the pride we take in meeting our client's needs and show our own imagination at work.

## ABSTRACT IMAGE

For those of us who write about digital transformation and technology, the concepts we describe can sometimes be a bit abstract. In these cases, the use of abstract images will be very helpful in description. The images used must be uniform in color and must represent the brand identity.





# Imagery: Styles

## PHOTOGRAPHY

In our new brand expression, we now want to emphasize our approachable character. We will encourage use of imagery that shows how our clients benefit from using our products and services, and acknowledges the teamwork and achievements of our consultants. Including people in lifestyle photography is recommended, but not required, as long as the product experience is conveyed. People should be photographed in a candid, uncontrived manner.

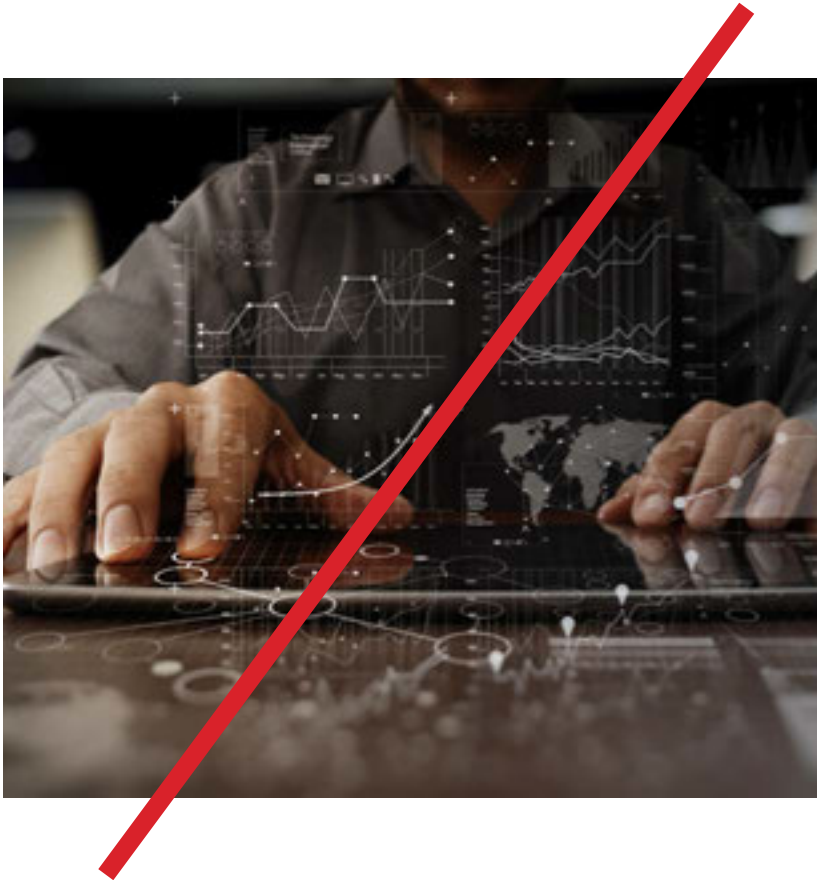
We are a global organization and although our clients speak different languages, our common language is visual. We encourage you to portray our offer using imaginative and dynamic images that will trigger a response, an emotion or a call to action.





# Photography Don'ts

To keep our photography looking and feeling authentic, the following examples should illustrate types and styles of photography to avoid when selecting imagery.

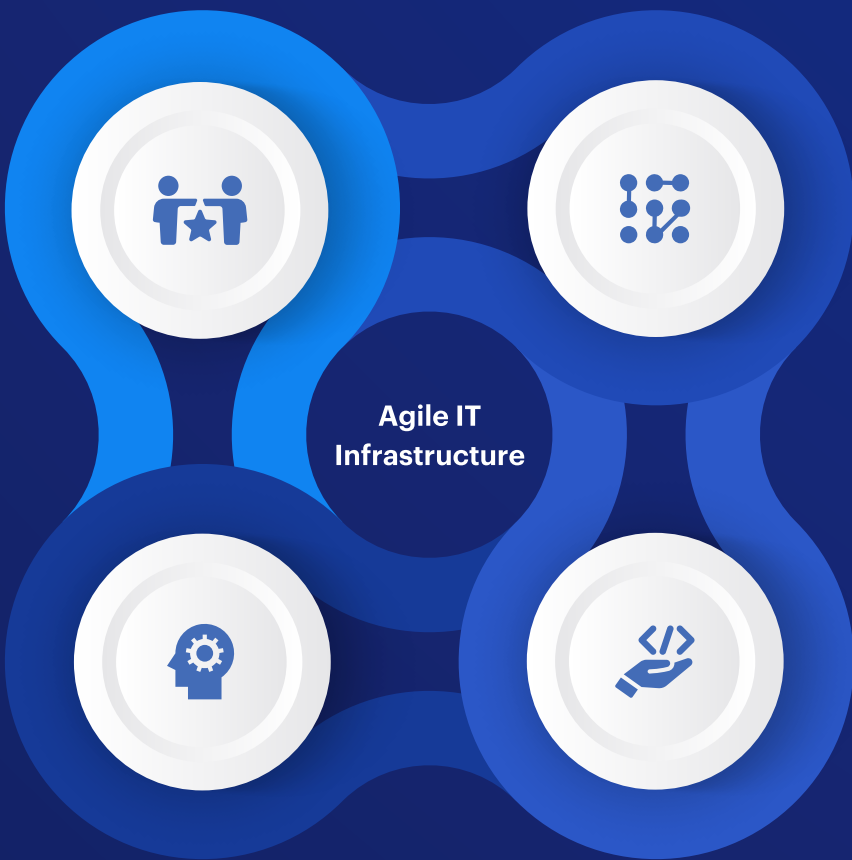
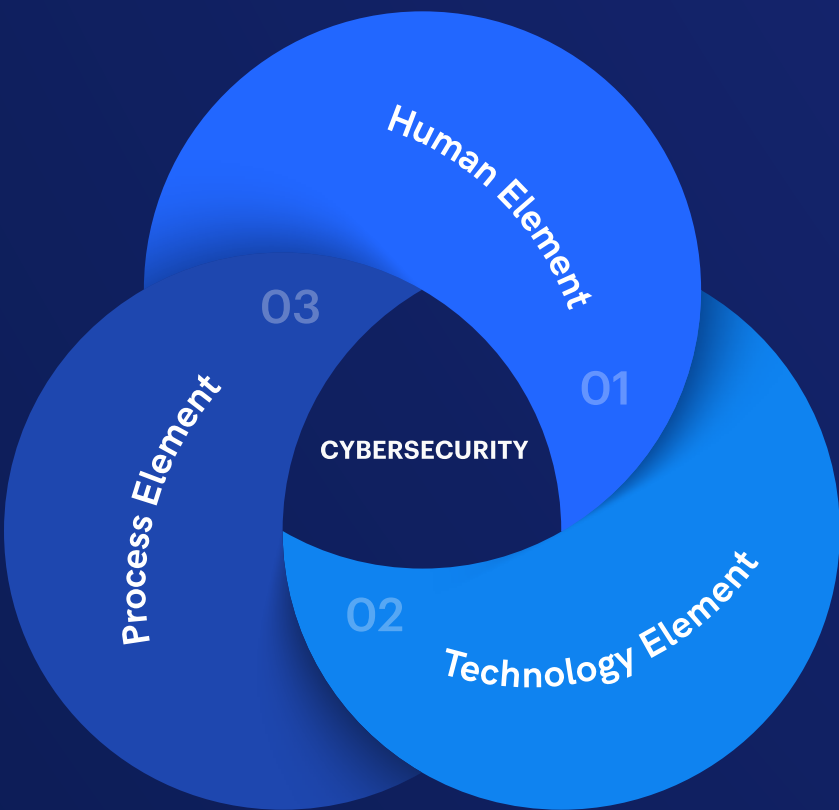
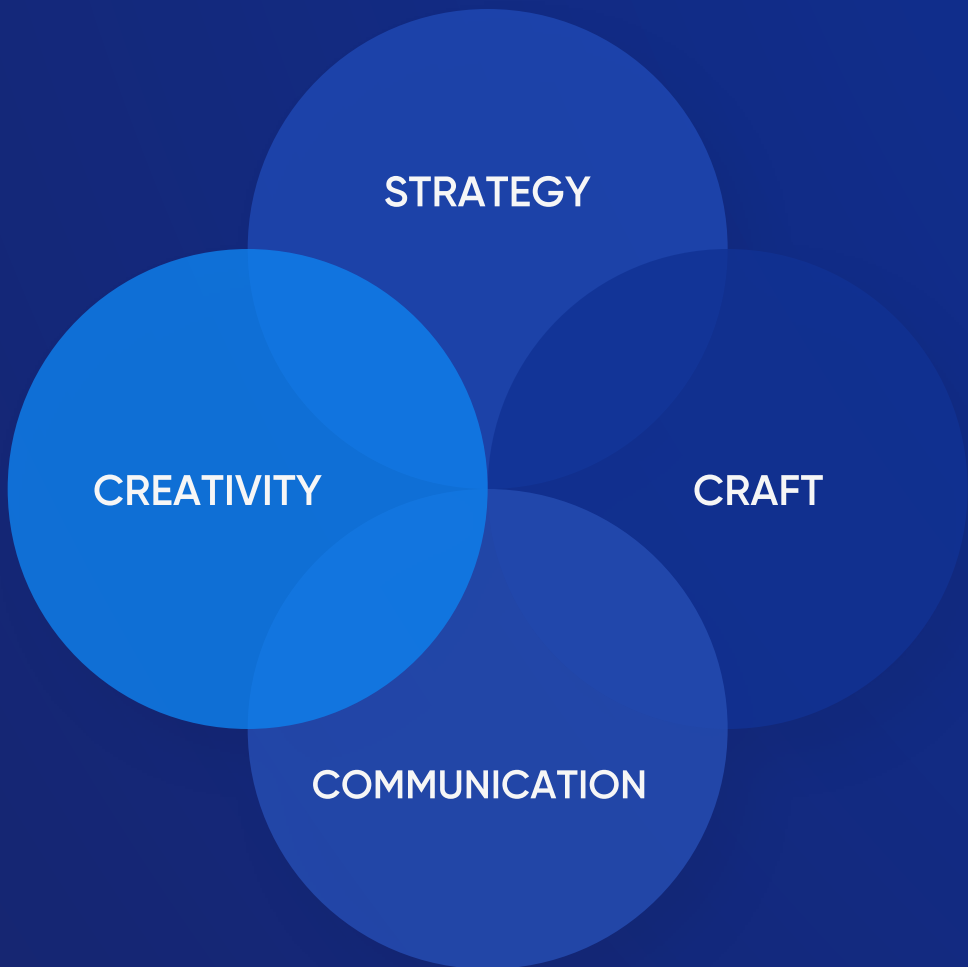




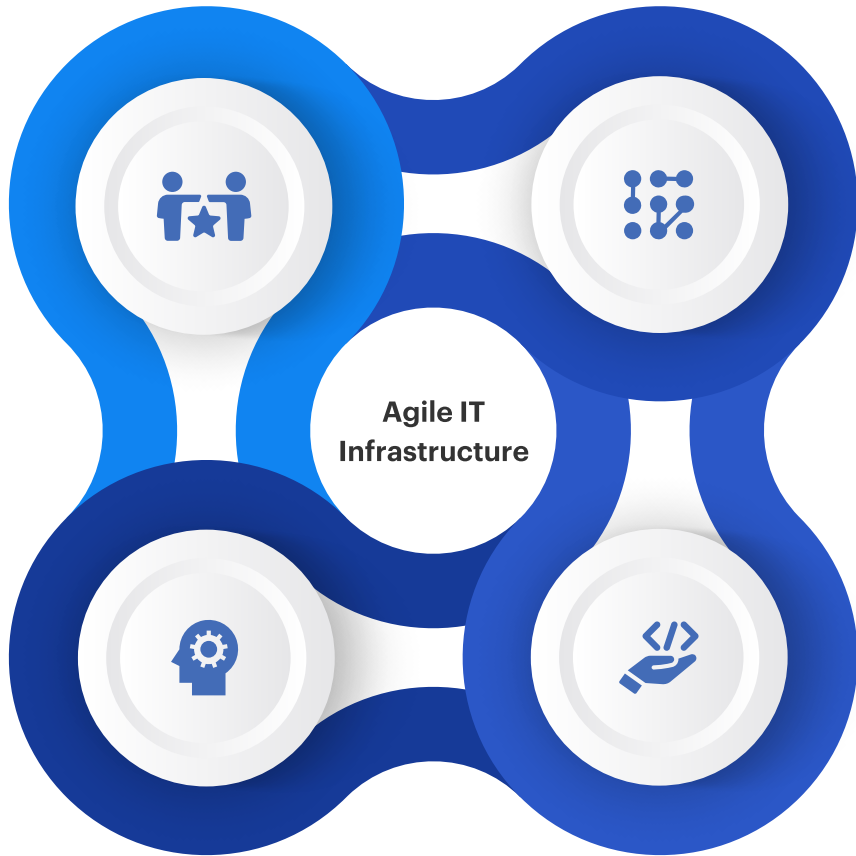
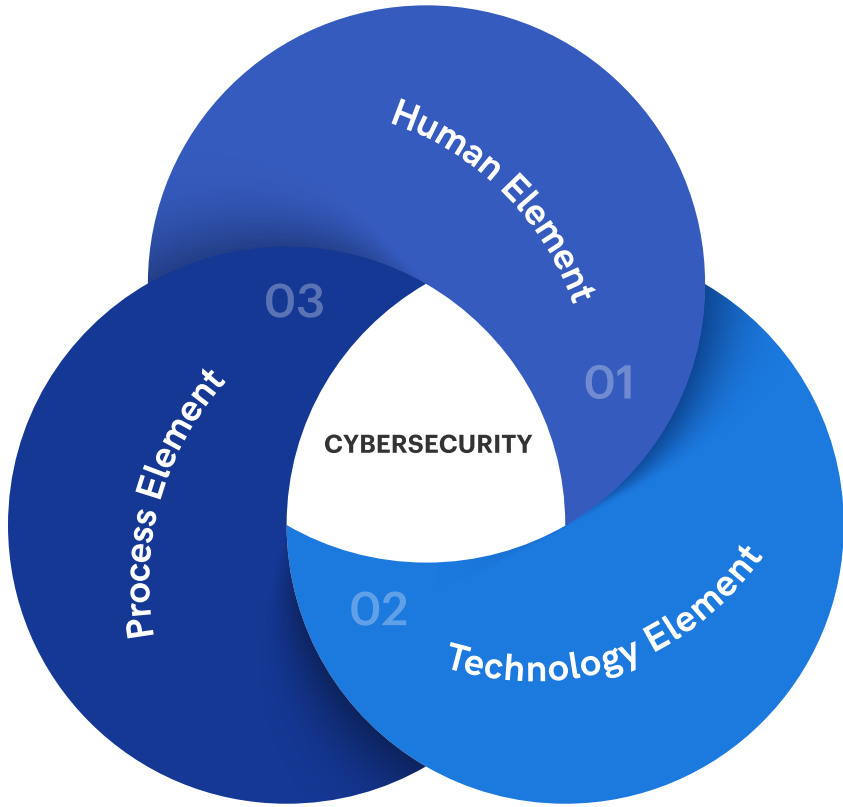
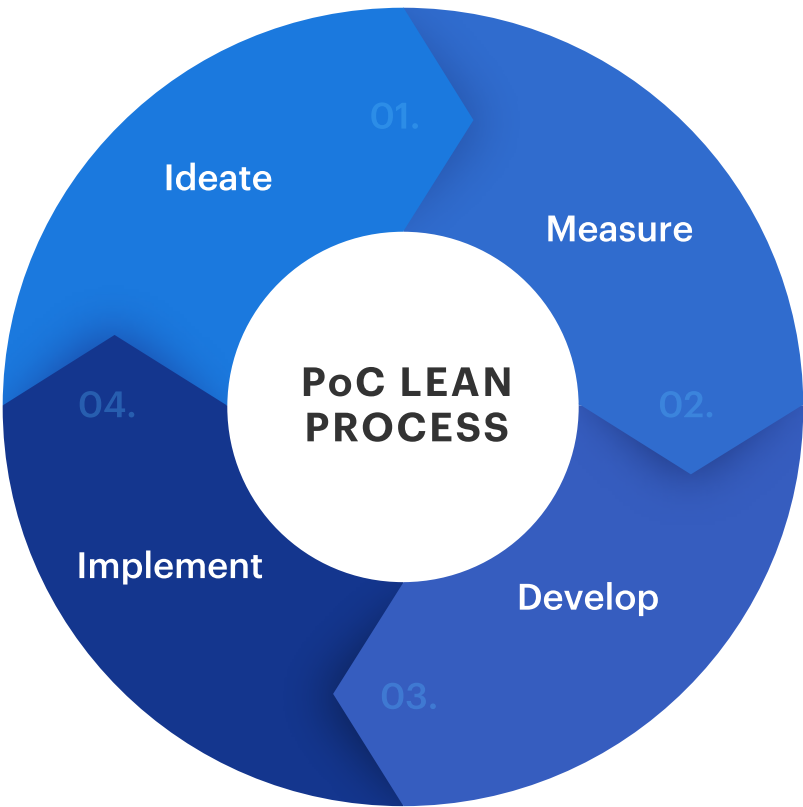
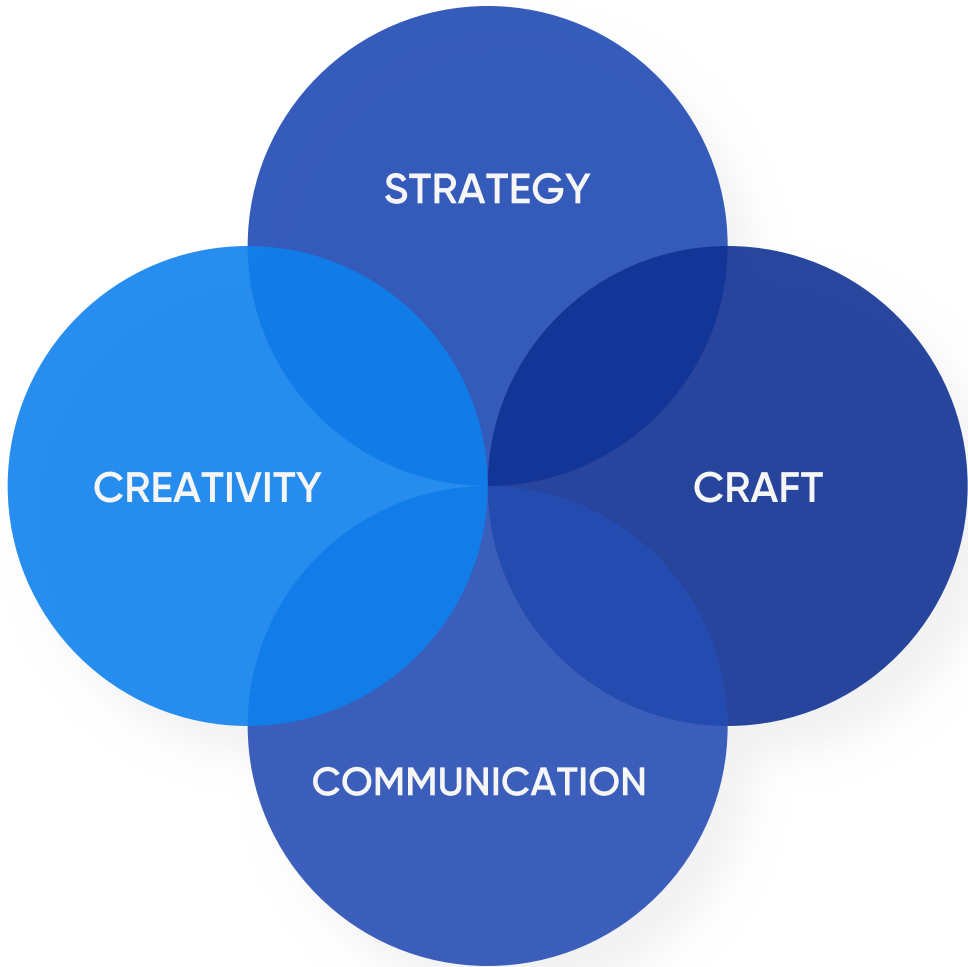
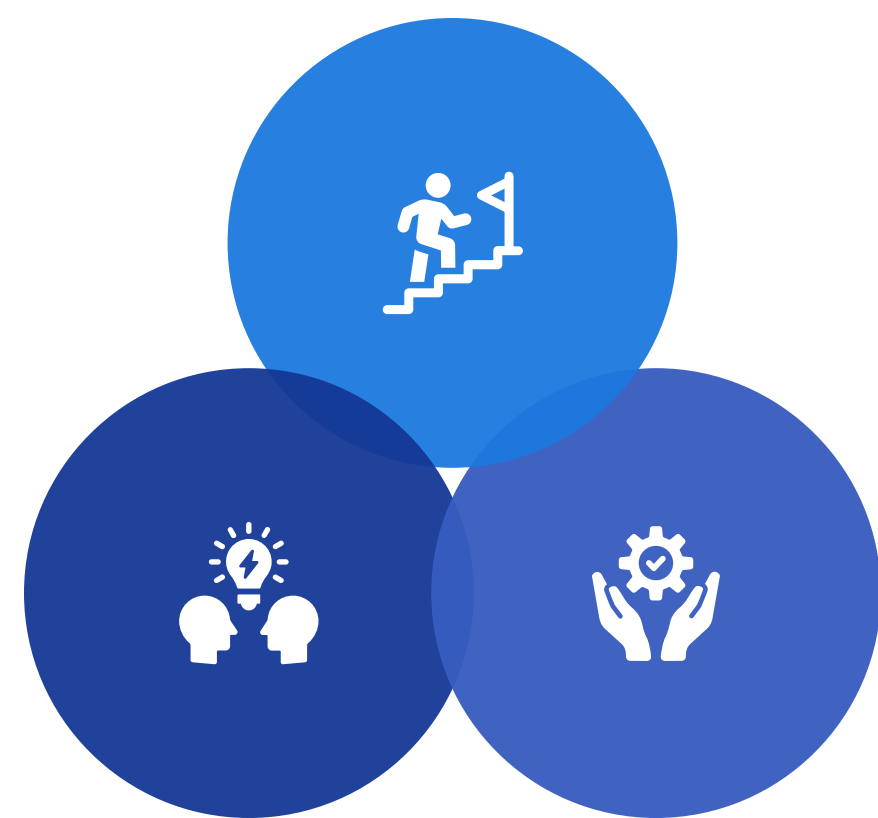
# 06 | Infographic & Data Visualization.



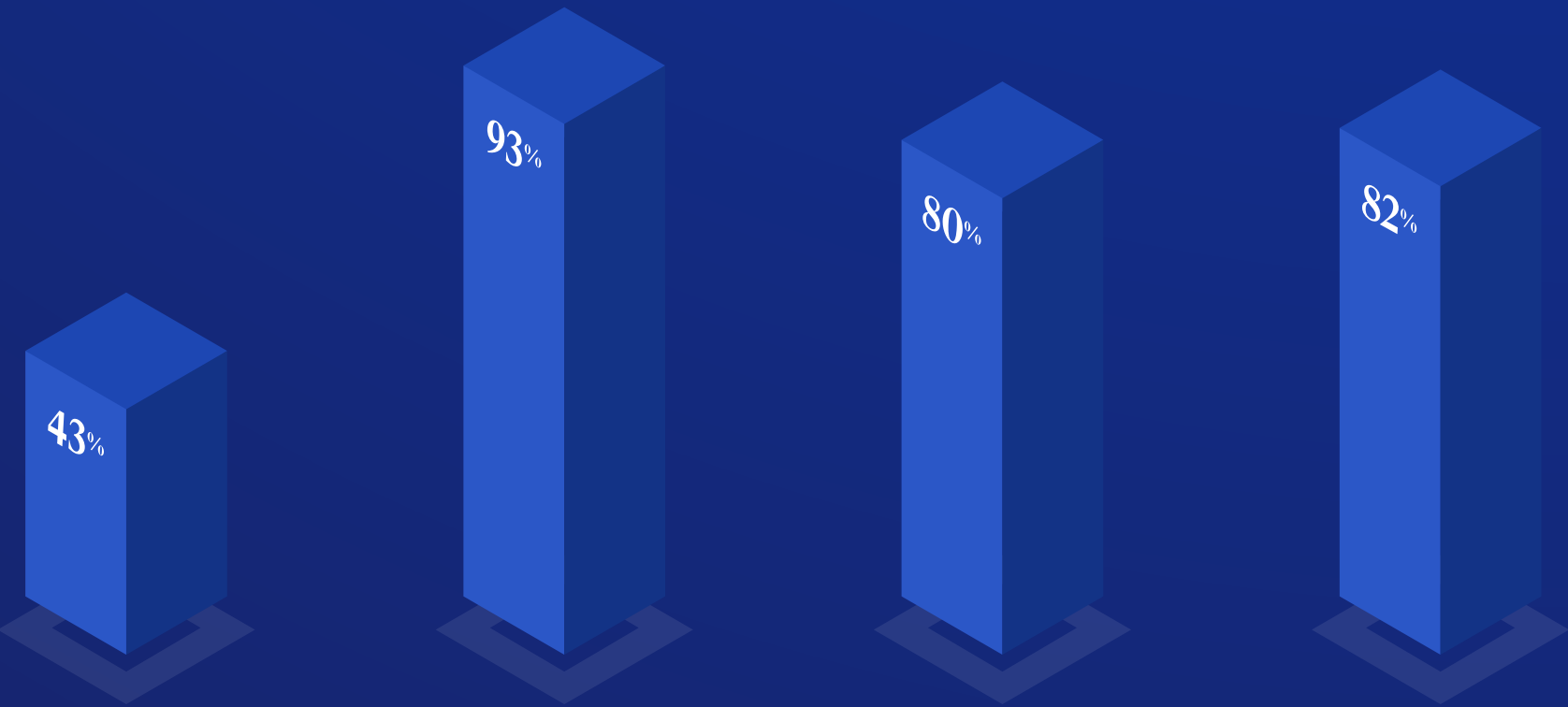
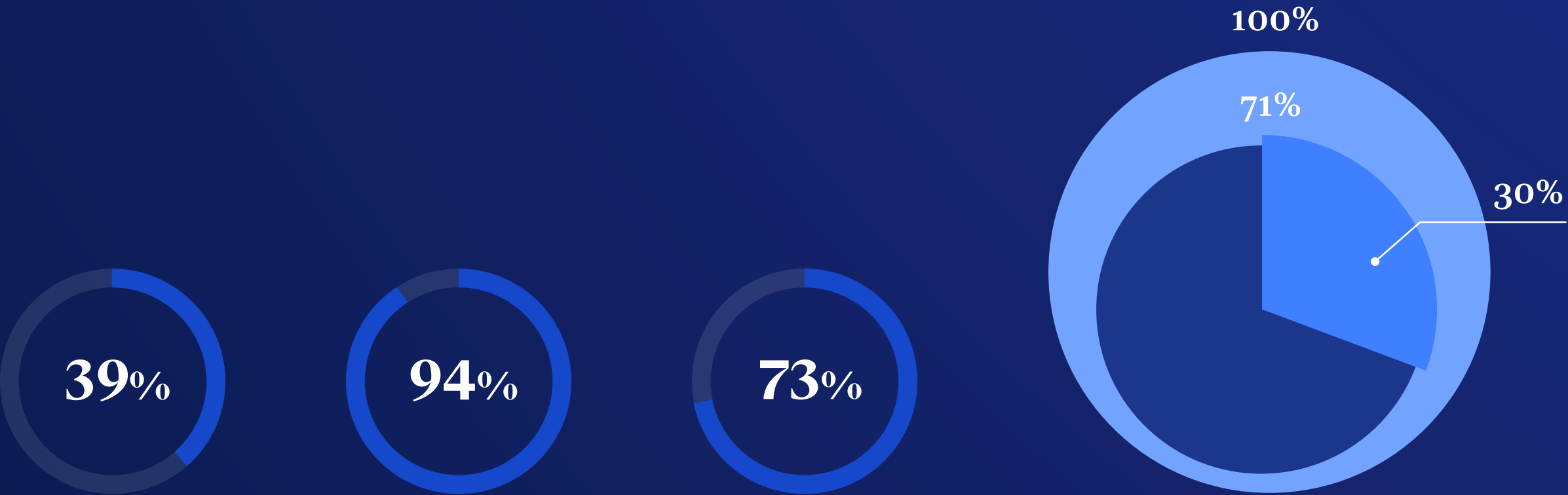
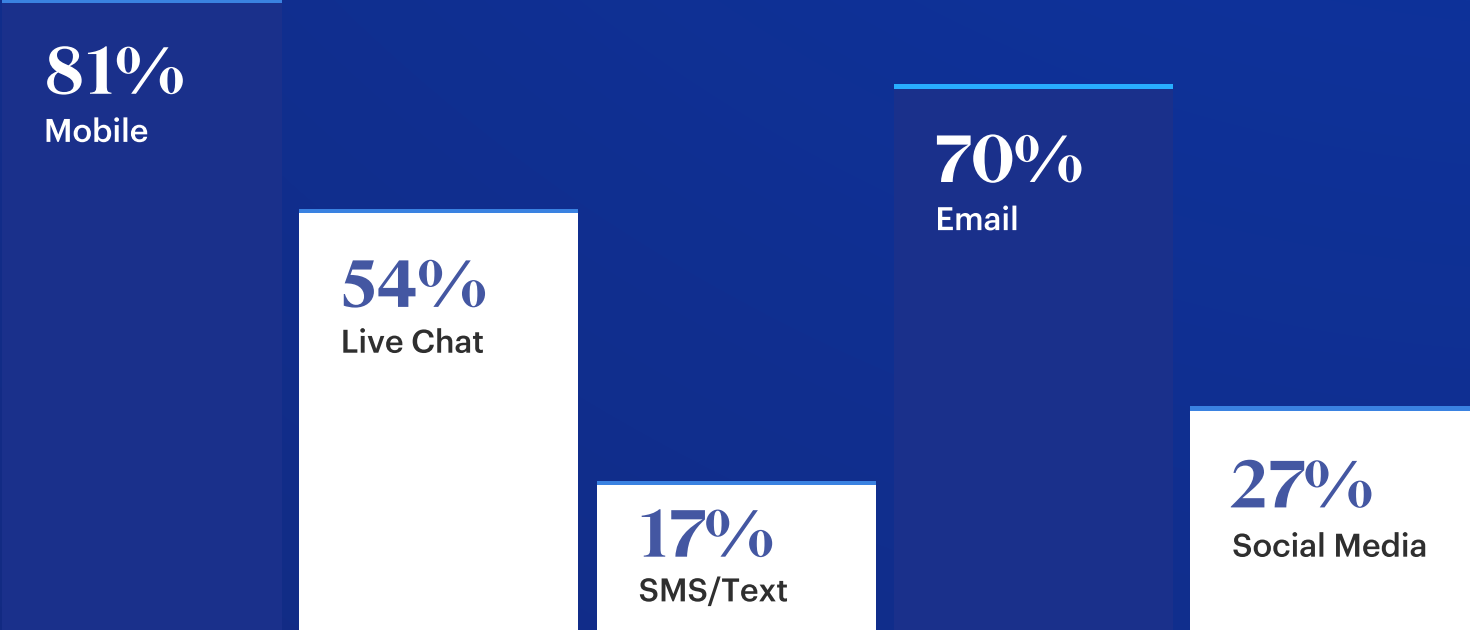
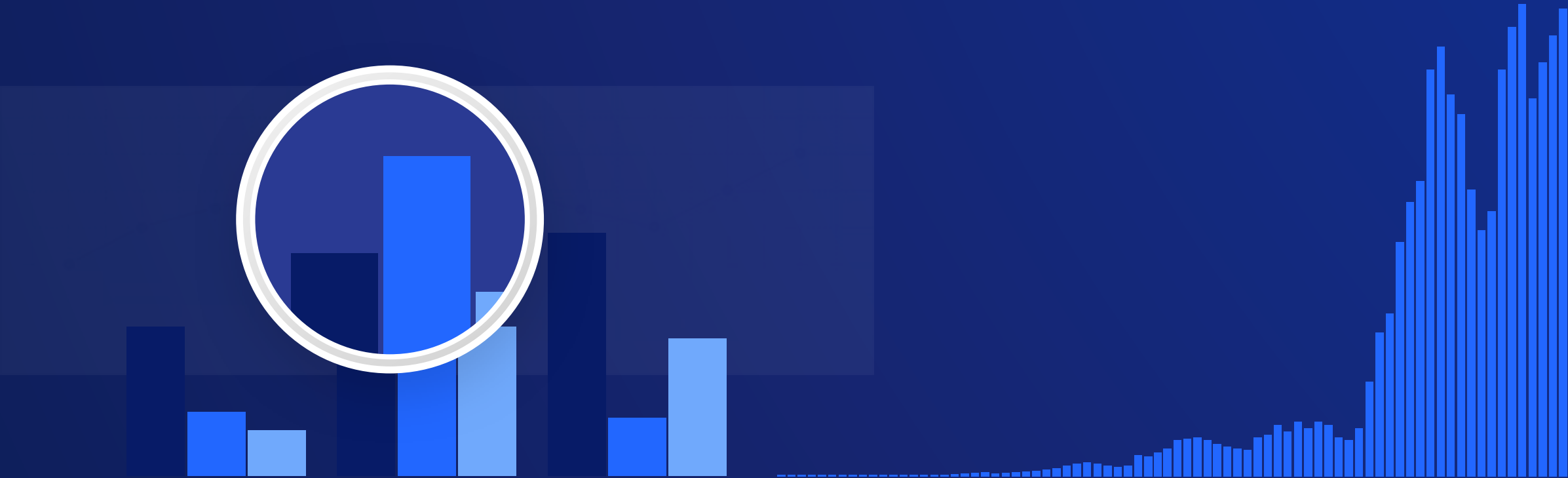
# Infographic



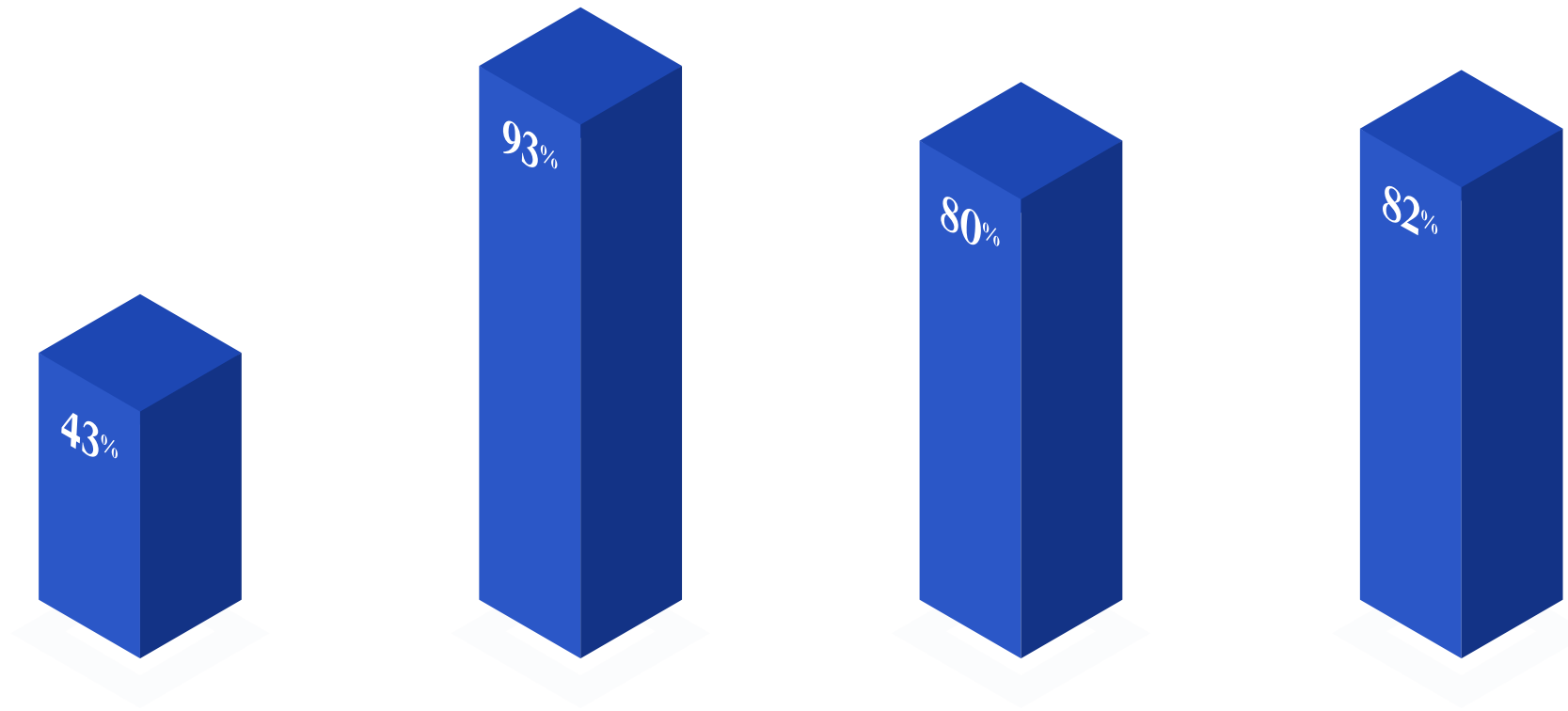
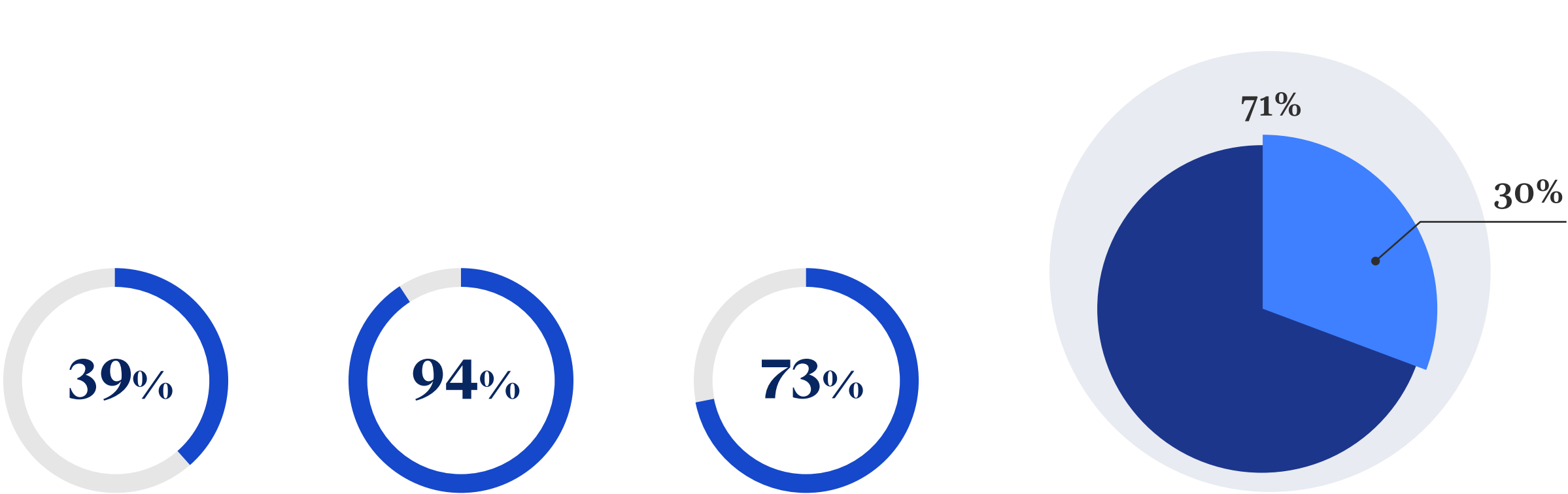
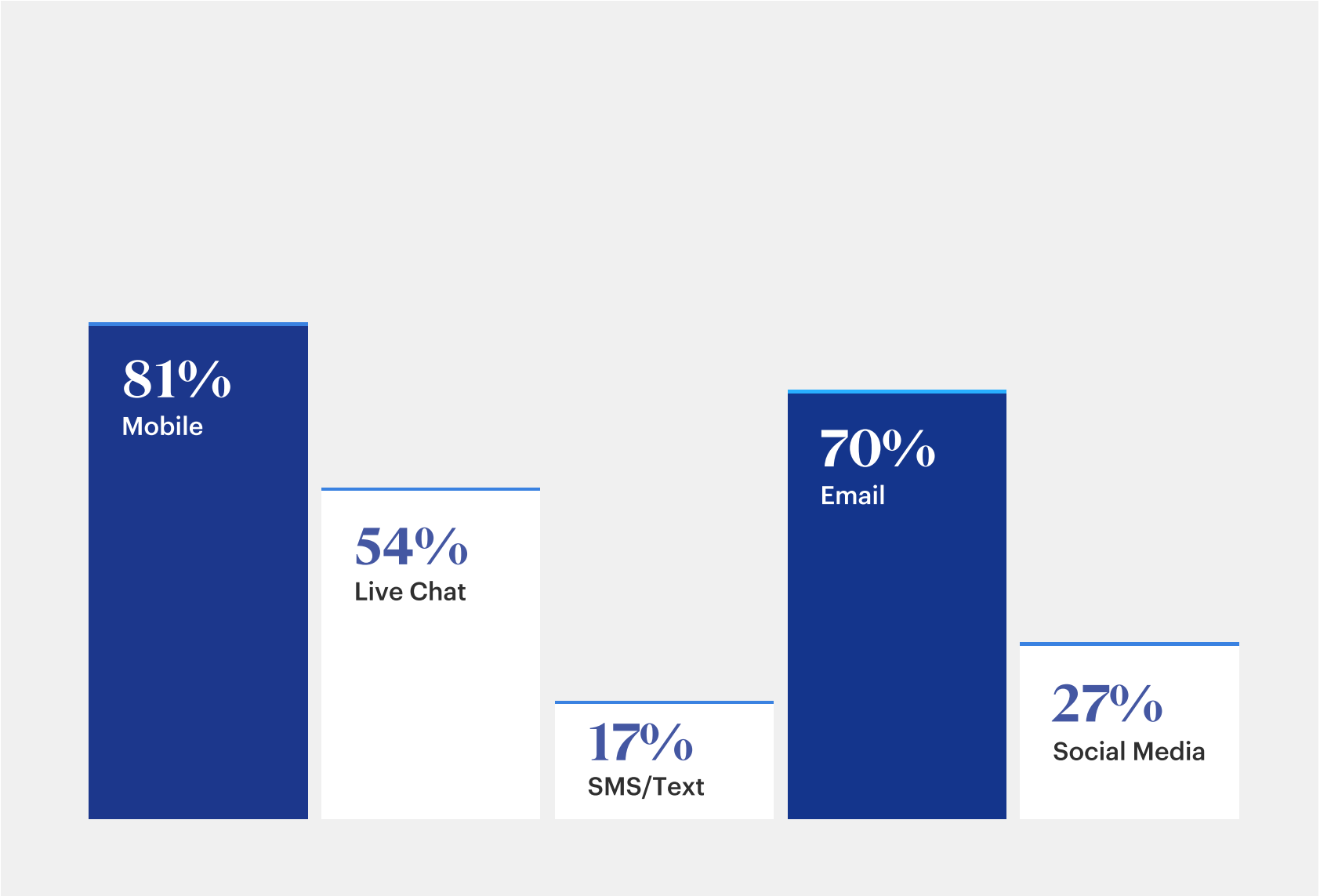
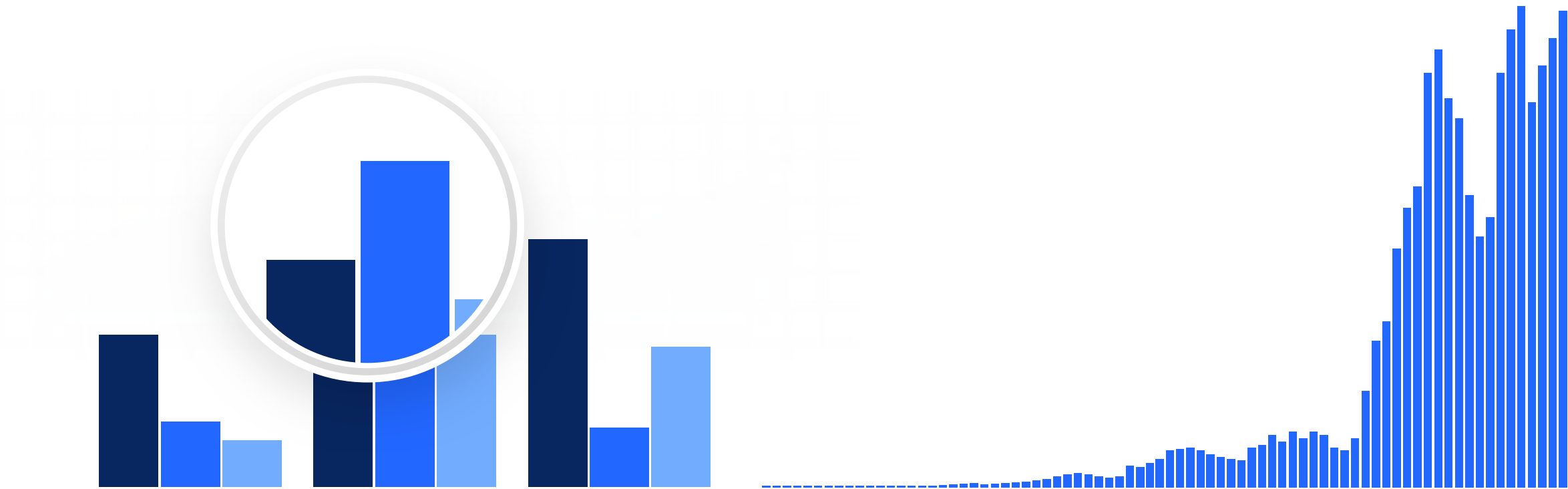
# Infographic



# Data Visualization



# Data Visualization

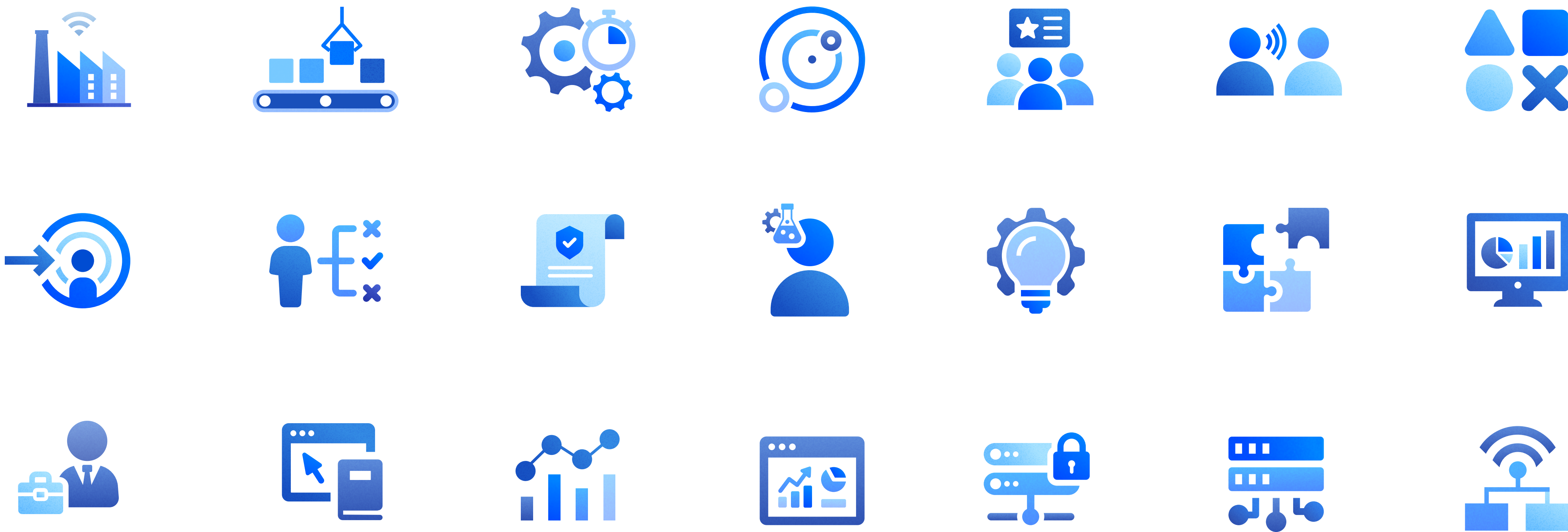


# Icons





Icons



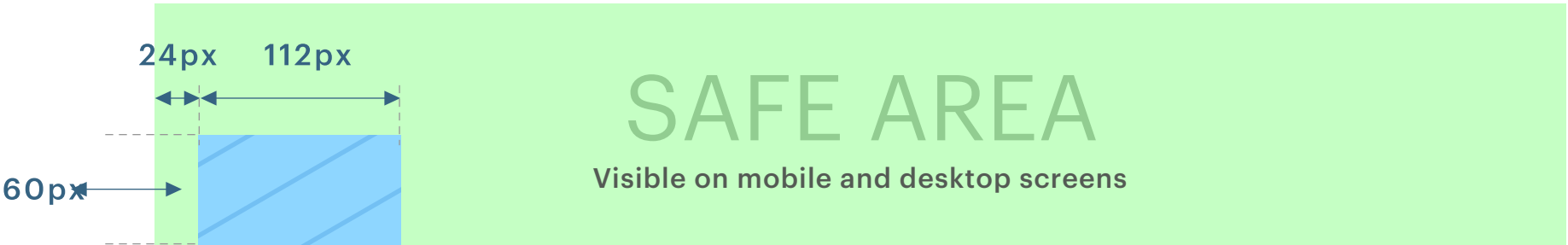
07 | Social / Digital.

# Safe Area

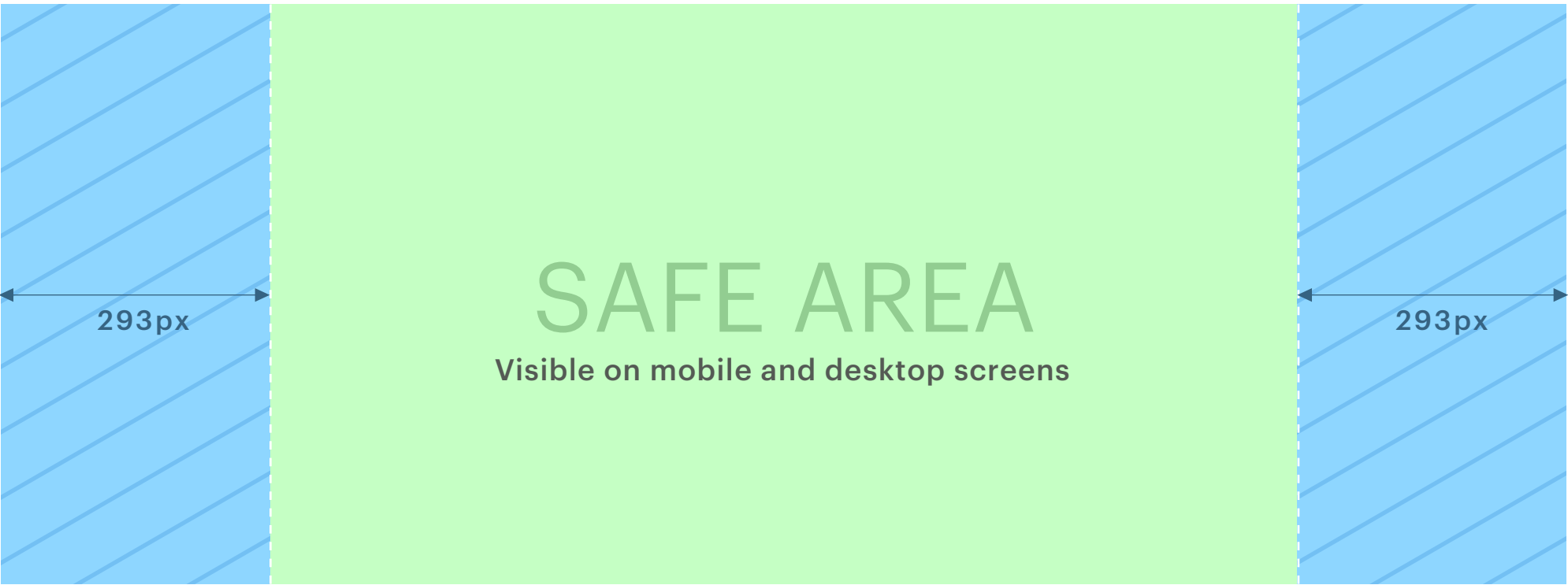
## COVER PHOTO

Uploading our profile picture and cover photo at the optimal size helps them to look great across all the different devices that access Facebook, Workplace & LinkedIn. Refer to the safe zone guidance below to make sure that the most important parts of our cover photo show on as many devices as possible.

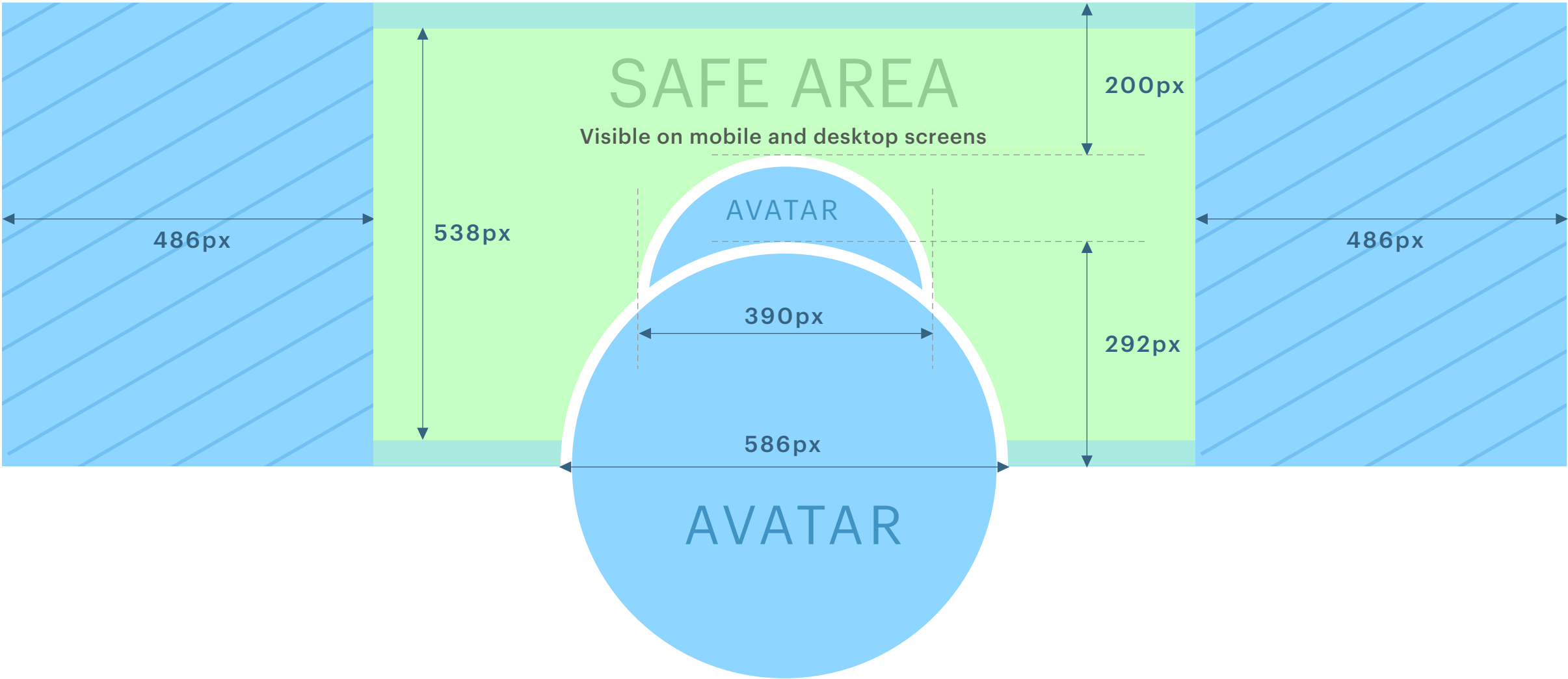
LINKEDIN  
1128 x 191px



FACEBOOK  
1700 x 630px



WORKPLACE  
2048 x 538px



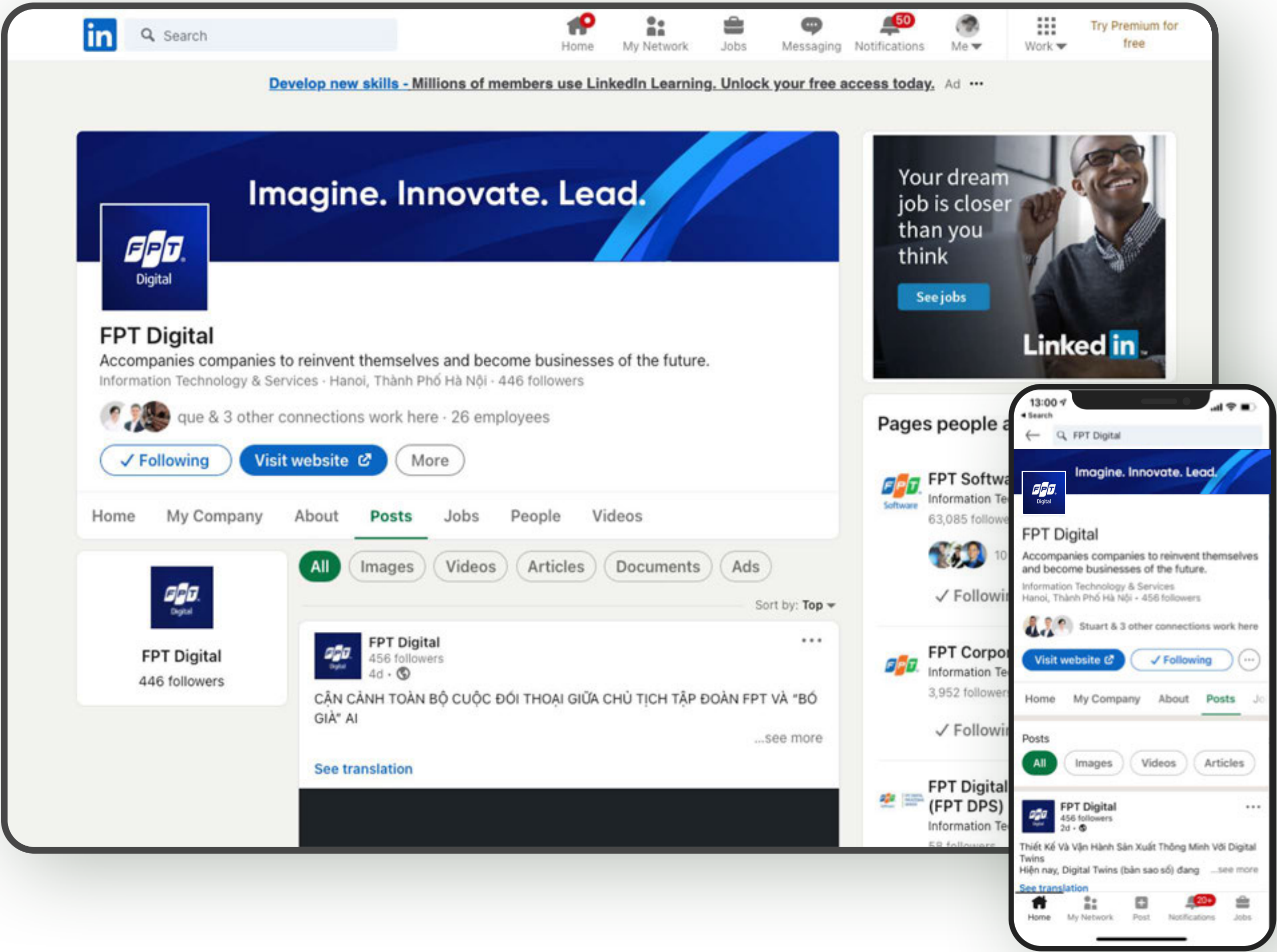


# Avatar & Cover photo

## AVATAR



Linkedin  
1128 x 191px



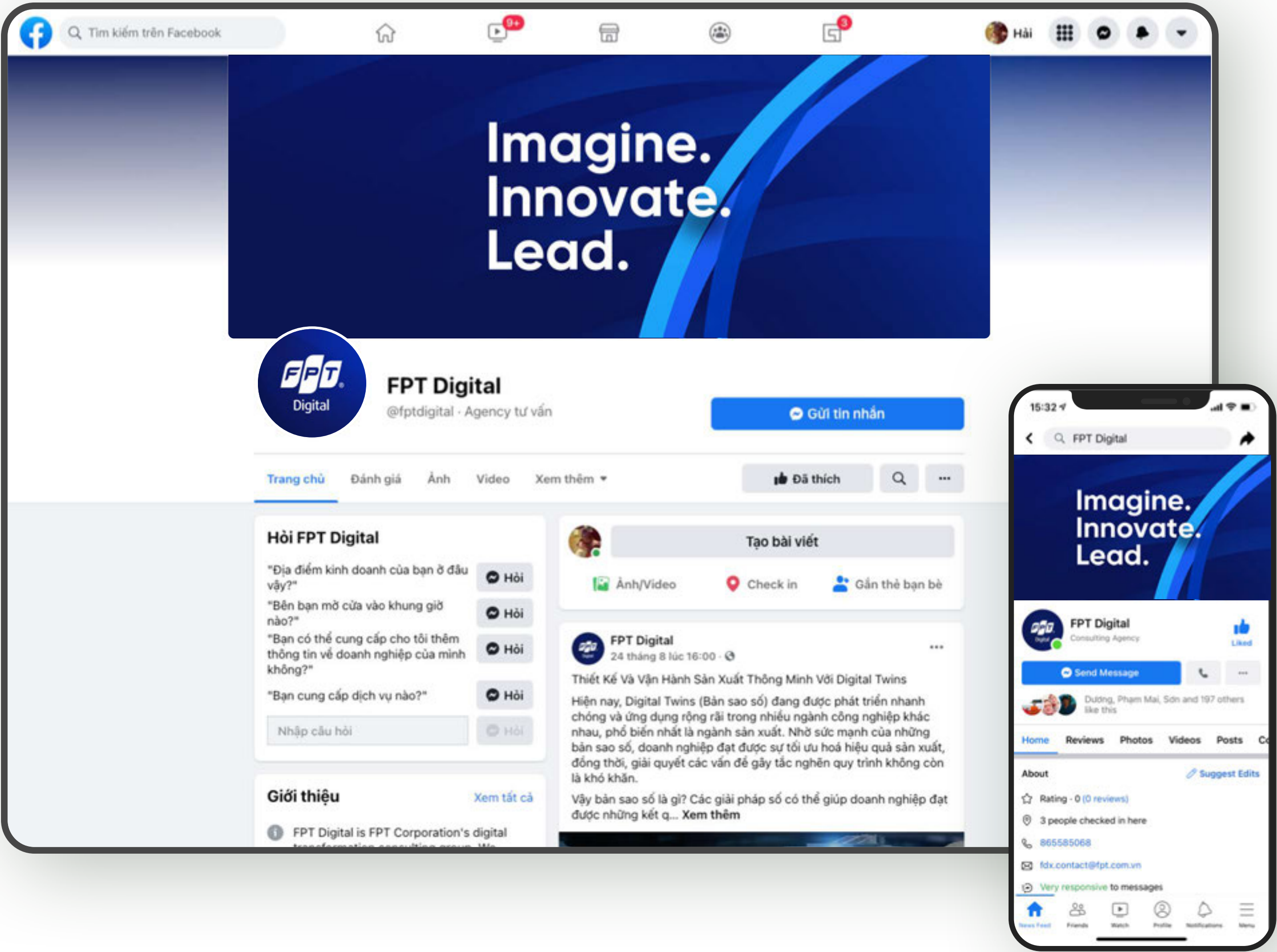
# Avatar & Cover photo

## AVATAR



## FACEBOOK

1700 x 630px



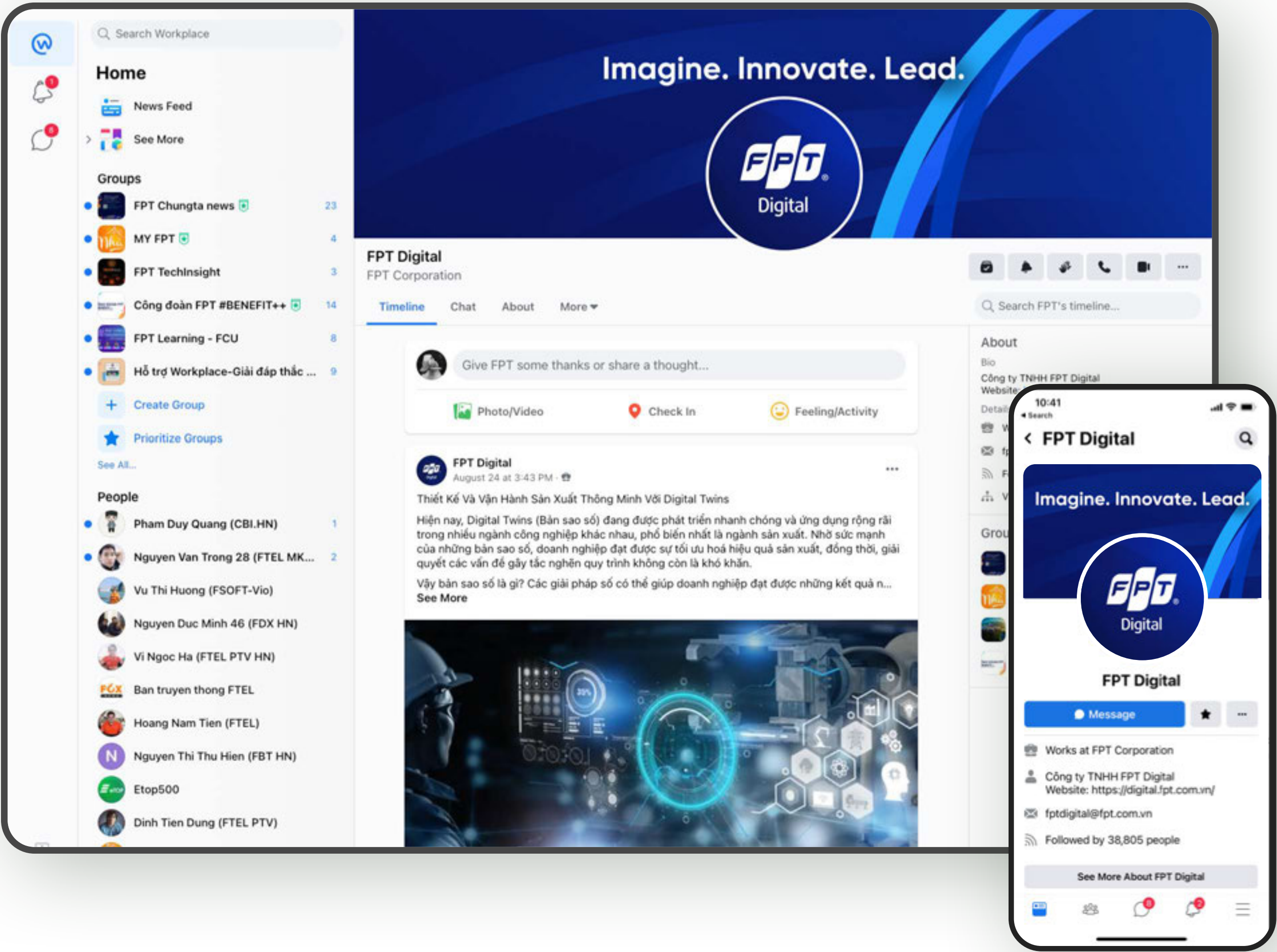


# Avatar & Cover photo



## WORKPLACE

2048 x 538px





# Imagine. Innovate. Lead.



FOR ANY ADDITIONAL INFORMATION PLEASE CONTACT  
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