



VIB brand signature

# Myriad Pro

Light Regular Bold

Corporate font



Imagery

## The heart of banking

Tagline



Corporate colors



Touch graphic

### Brand signature

The brand signature comprises the letters VIB and the star symbol.

### Corporate font

Myriad Pro has been specially selected for its contemporary and friendly expression. A customized version of Myriad Pro has also been created for the Vietnamese language.

### Imagery

Imagery selection must be driven by the brand positioning.

### Tagline

The tagline can be used as a lock-up with the brand signature or on its own.

### Corporate color

Blue and orange are VIB's corporate colors.

### Touch graphic

The touch graphic represents VIB's relationships and genuine commitment to their valued partners.

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The VIB brand signature comprises the logotype and the star symbol. We refer to these combined elements as the brand signature throughout these guidelines.

The brand signature is a principal element in our visual identity. The logotype is uniquely drawn and letter spaced.

The brand signature must never be altered under any circumstances. Do not scan, manipulate or reproduce any elements of the brand signature. Always use the brand signature artwork provided in the master artwork CD.



#### Clear zone

In order to protect its integrity, the brand signature must be kept clear of any other elements. This clear space surrounding the brand signature is known as the restricted zone. It is the minimum space that must be provided around the brand signature.

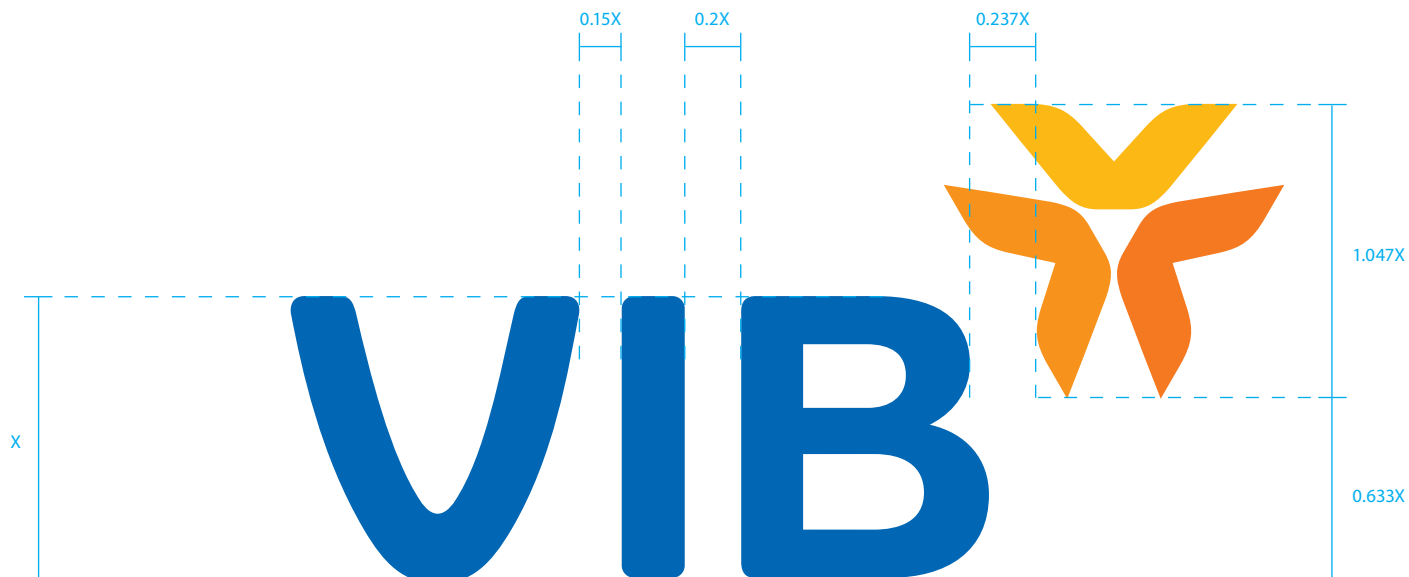
#### Minimum size

To ensure legibility, a minimum size restriction has been placed on the brand signature. It should not be reproduced at sizes smaller than 12mm in width.

The brand signature must never be altered under any circumstances. Do not scan, manipulate or reproduce any elements of the brand signature. Always use the brand signature artwork provided in the master artwork CD.

#### Minimum size





There is no foolproof way to measure the distance between each of the elements that make up the VIB brand signature. What's demonstrated here is only a guide. The most important thing to remember is that the brand signature master artwork must always be used.

A basic checklist helps make sure the brand signature is used correctly. Always give clear instructions and ensure that only the most reliable and professional vendors are awarded the job.

Before producing any piece of communications, always ensure that the correct brand signature artwork is provided and that the guidelines are adhered to.

#### Brand signature checklist

- ☐ Is the artwork provided correct?
- ☐ Are the proportions correct?
- ☐ Is it legible? (Check that the logo is no smaller than the minimum size ie. 12mm in width)
- ☐ Are the colours correct? (Please refer to the corporate colors details on page 1.14)
- ☐ Has the brand signature been altered or distorted
- ☐ in any way?
- ☐ Is it used on the correct background?
- ☐ (Please refer to page 1.11 to 1.13)
- ☐ Does it adhere to the guidelines set out?

The brand signature must never be altered under any circumstances. Do not scan, manipulate or reproduce any elements of the brand signature. Always use the brand signature artwork provided in the master artwork CD.



Tagline

The VIB brand signature and tagline can be used in a locked-up form. We refer to this combination of elements as the brand signature with tagline throughout these guidelines.

The brand signature with tagline is used mainly for external communications, eg. advertisements.

The brand signature must never be altered under any circumstances. Do not scan, manipulate or reproduce any elements of the brand signature. Always use the brand signature artwork provided in the master artwork CD.



#### Clear zone

In order to protect its integrity, the brand signature with tagline must be kept clear of any other elements. The surrounding clear space is known as the restricted zone. It is the minimum space that must be provided around the brand signature with tagline.

#### Minimum size

To ensure legibility, a minimum size restriction has been placed on the brand signature with tagline. It should not be reproduced at sizes smaller than 20mm in width.

The brand signature must never be altered under any circumstances. Do not scan, manipulate or reproduce any elements of the brand signature. Always use the brand signature artwork provided in the master artwork CD.

#### Minimum size





There is no foolproof way to measure the distance between each of the elements that make up the VIB brand signature. What's demonstrated here is only a guide. The most important thing to remember is that the brand signature master artwork must always be used.

A basic checklist helps make sure the brand signature with tagline is used correctly. Always give clear instructions and ensure that only the most reliable and professional vendors are awarded the job.

Before producing any piece of communications, always ensure that the correct brand signature artwork is provided and that the guidelines are adhered to.

#### Brand signature checklist

- ☐ Is the artwork provided correct?
- ☐ Are the proportions correct?
  - Is it legible? (Check that the logo is no smaller than the minimum size ie. 12mm in width)
- ☐ Are the colours correct? (Please refer to the corporate colors details on page 1.14)
- ☐ Has the brand signature been altered or distorted
  - in any way?
- ☐ Is it used on the correct background?
  - (Please refer to page 1.11 to 1.13)
  - Does it adhere to the guidelines set out?

The brand signature must never be altered under any circumstances. Do not scan, manipulate or reproduce any elements of the brand signature. Always use the brand signature artwork provided in the master artwork CD.



Full color



Single color: black

Metallic: silver  
(Pantone 877C)**Full color version**

The full color version of the brand signature should be used for all communications if possible.

**Single color version**

Use the single color version only when printing restrictions occur.

**Metallic colour version**

Since metallic ink is more costly and perceived to be more prestigious, it should only be used on selected items.

Examples of such items include:

- Premium category products, eg. Wealth Management products
- Gift items

The brand signature must never be altered under any circumstances. Do not scan, manipulate or reproduce any elements of the brand signature. Always use the brand signature artwork provided in the master artwork CD.



The heart of banking

Full color



The heart of banking

Single color: black



The heart of banking

Metallic: silver  
(Pantone 877C)

# The heart of banking



Clear zone

In most instances, the tagline appears locked-up with the brand signature, eg. on advertisements.

However, it may sometimes be used as a stand-alone with the VIB brand signature present separately eg. on the namecard.

The tagline is specially letterspaced and must never be altered under any circumstances. Always use the tagline artwork provided in the master artwork CD.



Identity type:		Areas of usage/ Specific collaterals:	Rationale	Usage period
VIB brand signature (main)		<ul style="list-style-type: none"> <li>General banking collateral eg. Forms Banking cards Cheque books</li> </ul>	This is the standard VIB brand signature and does not require a tagline when used internally or on bank materials. Consistent use reinforces VIB's masterbrand.	Permanent
VIB brand signature with English tagline lock-up		<ul style="list-style-type: none"> <li>VIB brand signature with English tagline lock-up</li> </ul>	This should only be used when advertising in English to external audiences. This will probably have limited use.	Permanent
This should only be used when advertising in English to external audiences. This will probably have limited use.		<ul style="list-style-type: none"> <li>Local advertising eg. Posters Billboards TV Web</li> </ul>	This should be used in all advertising where Vietnamese is the main language. The tagline helps express VIB's brand idea to key local audiences.	Permanent
VIB brand signature with Vietnamese registered name		<ul style="list-style-type: none"> <li>ONLY for retail signage and ATM booths and internal stationery</li> </ul>	This is only to be used on signage and internal stationery to help customers through the name transition from VIB Bank to VIB.	1 year from launch
VIB brand signature with English registered name		<ul style="list-style-type: none"> <li>ONLY for retail signage, ATMs and internal stationery for foreign customers</li> <li>ONLY for advertising outside Vietnam</li> </ul>	This should only be used when addressing foreign audiences and may be phased out after 1 year.	1 year from launch



Full colour on white background



Full colour negative on VIB Blue background



Full colour negative on VIB gradient background



Full colour negative on star patterned background (For more information on the star pattern, please refer to page 1.16)



Black on white background



Reverse white on black background

The brand signature must always be legible. It must have maximum visibility at all times.

The full color brand signature is only used on the corporate backgrounds.

The examples demonstrated here show how the brand signature should be used as well as what not to do. These principles apply to both brand signatures with and without tagline.

#### Incorrect usage



The full color brand signature should not appear on any other color backgrounds other than the VIB blue.



The single color blue positive does not exist.



The negative brand signature does not exist on the VIB Blue, VIB gradient or VIB star patterned background.



Do not place the brand signature on its side, except on signage.

## Reverse white on dark color backgrounds



## Black on light color backgrounds



When the brand signature needs to be used on non-corporate backgrounds, eg. co-branding cards and sponsorship ads, the brand signature can only appear in single color black or reverse white.

## Never use the full color brand signature.

The brand signature must always be legible. It must have maximum visibility at all times.

The examples demonstrated here show how the brand signature should be used as well as what not to do. These principles apply to both brand signatures with and without tagline.



The brand signature should not appear on any backgrounds that may cause illegibility.



Do not change the colors of the brand signature



Do not alter or resize any of the elements of the brand signature



Do not add holding shapes or boxes around the brand signature



Do not add keyline to the brand signature



Do not add effects to the brand signature



Do not place brand signature on image backgrounds



Do not distort the brand signature



Do not swop any of the colors of the star symbol



Do not change the position of the star symbol



Do not alter the brand signature

In order to protect its integrity, the brand signature must never be modified in any way.

These principles apply to both brand signatures with and without tagline.

The brand signature must never be altered under any circumstances. Do not scan, manipulate or reproduce any elements of the brand signature. Always use the brand signature artwork provided in the master artwork CD.



VIB Blue  
C100 M60  
G102 B179  
#0066b3

Light Orange  
M30 Y100  
R253 G185 B19  
#fdb813

Mid-Orange  
M50 Y100  
R247 G147 B30  
#f7941d

Dark Orange  
M65 Y100  
R244 G121 B32  
#f47920

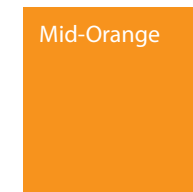
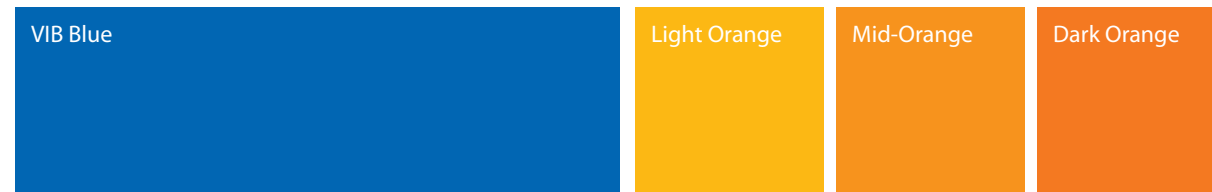
The color palette is one of the VIB key design elements. Color is an important identification factor in all communications. Therefore care must be taken to ensure that the usage and reproduction of these colors are correct.

The corporate color palette consists of both the VIB Blue and VIB Orange. VIB Blue is the primary and dominant color, while the VIB Mid-Orange is the accent color.

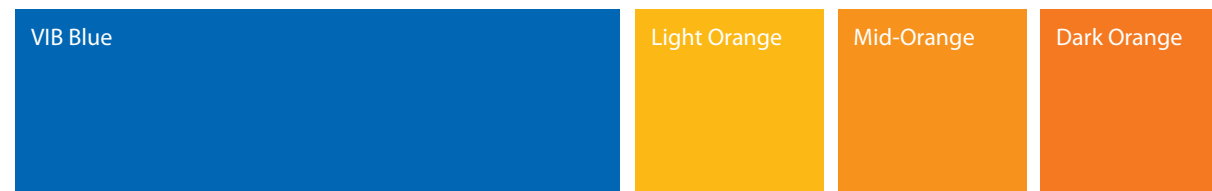
However, the metallic silver (Pantone 877C ) can be used as a single color to replace the VIB Blue in some cases, eg. silk screening on gift items.

## Corporate colors

## Segment color



## Personal Banking



## Business Banking

The color palette is one of the VIB key design elements. Color is an important identification factor in all communications. Therefore care must be taken to ensure that the usage and reproduction of these colors are correct.

**Personal Banking**




Mid-Orange is used as a segment identifier. It is also a key color of the retail banking environment.

**Business Banking**

Sky Blue is used as a segment identifier.

**Future Segment Extensions**

Do not introduce extra colors to the color palette when VIB extends to other segments/services. However, the following colours provide a guide:

	Consumer-related segments
	Wholesale, Corporate Commercial, Capital
	Wealth Management, Premier Banking

These color coding principles may be extended to incorporate new segments, however do not introduce extra colors without consulting Brand and Communications Division for advice and approval.

Always refer to the Brand and Communications Division for advice and approval.



Star symbol

Rotating or flipping the star symbol  
is not permitted



The star symbol is specially drawn and is unique to VIB, encapsulating the essence of the VIB brand. It is an integral element in VIB brand signature.

However, it is important to limit the usage of the star symbol strictly to only selected applications, eg. bank cards, free standing signs and gift items.

Do not use the star symbol without first seeking permission from Brand and Communications Division.

Never attempt to reconstruct the star symbol.  
Always use the star symbol artwork provided in the master artwork CD.



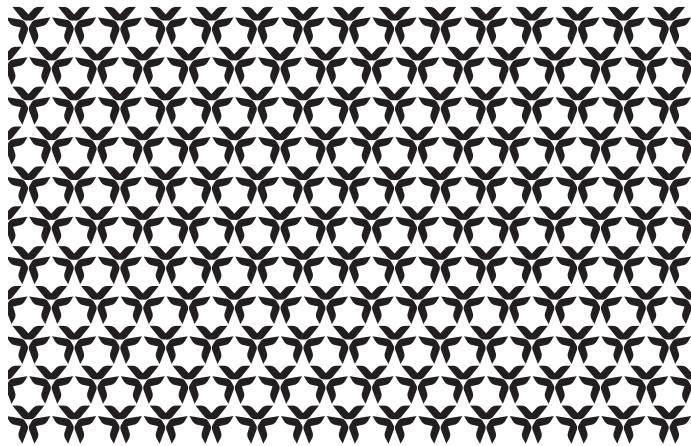
Bank card



Coffee mugs



Free standing sign



VIB Star pattern

The star pattern is unique to VIB. It is important to limit the usage of the star symbol strictly to only selected applications, eg. bank cards, security pattern, uniforms and carpets.

Do not use the star pattern without first seeking permission from Brand and Communications Division.

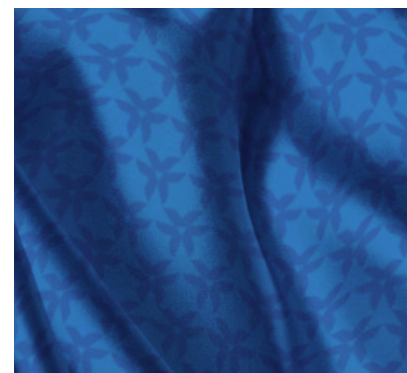
Never attempt to reconstruct the star pattern.  
Always use the star pattern artwork provided in the master artwork CD.



Credit cards



Marketing folder



Uniform

### The touch graphic orientation and proportions



### Colors



### Masterbrand and Personal Banking



### Business Banking

The touch graphic represents VIB's relationships and genuine commitment to their valued partners.

The touch graphic appears on all communication materials, eg. advertisements, product leaflets and brochure covers. Please refer to the relevant sections of these guidelines on how the touch graphic is applied to specific collaterals.

### Orientation

The touch graphic is very versatile. It can be flipped horizontally depending on the placement of the brand signature. However, it must always appear horizontal and not vertical.

### Proportions

The two sides of the touch graphic should always be of equal height on the left and right (measured as the X height).

The short side of the touch graphic (measured as the Y width) is the side in which the brand signature should appear.

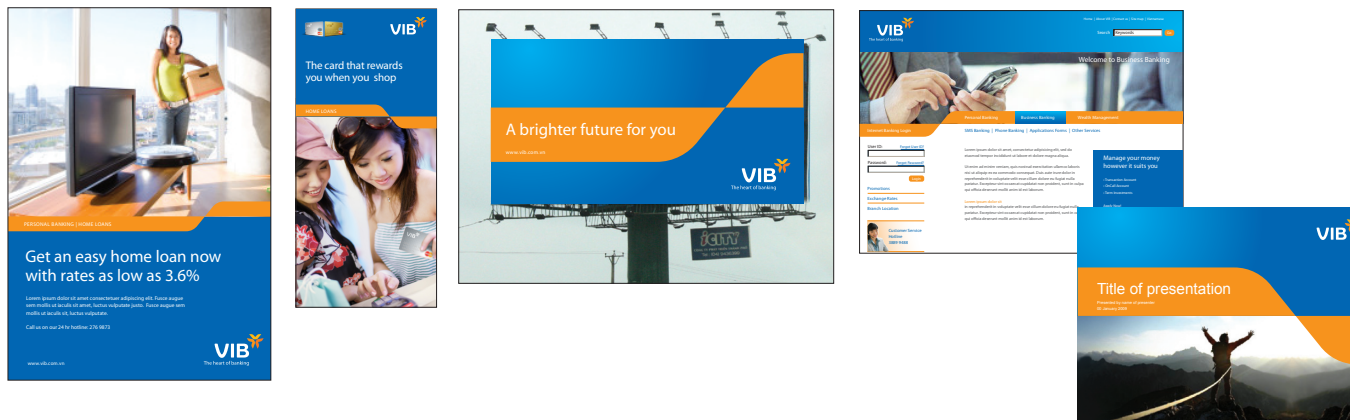
### Colors

The color of the touch graphic is also used to differentiate between Masterbrand, Personal Banking and Business Banking.

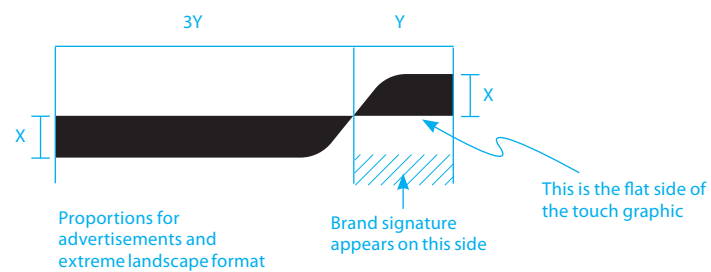
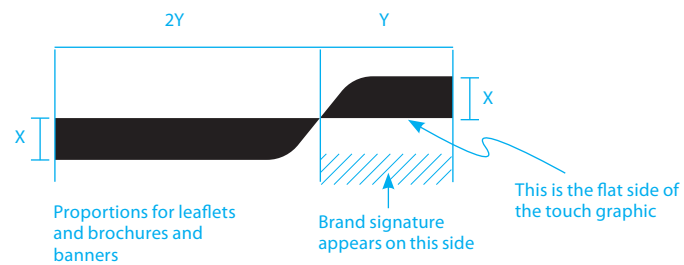
Masterbrand and Personal banking - Mid-Orange  
Business banking - Sky Blue

Never attempt to reconstruct the touch graphic.  
Always use the touch graphic artwork provided in the master artwork CD.

### Examples



## The touch graphic and the brand signature



The touch graphic has a special relationship with the brand signature. Generally, the short side of the touch graphic (represented by Y) marks the column in which the brand signature should appear.

The brand signature always appears on the short side of the touch graphic. However, the long side of the touch graphic may not always be on the left, it can also be on the right.

To maintain the integrity of the brand signature, it always sits opposite the flat side of the touch graphic, as demonstrated in the examples here and throughout the guidelines.

Never attempt to reconstruct the touch graphic. Always use the touch graphic artwork provided in the master artwork CD.



The brand signature must never appear on the long side of the touch graphic



The brand signature must never appear on the curve side of the touch graphic



The brand signature appears on the short and flat side of the touch graphic



The brand signature appears on the short and flat side of the touch graphic

# Myriad Pro Light Regular Bold

Corporate font

## Myriad Pro Regular Bold

System font

### Corporate font

Myriad Pro Light, Regular and Bold are selected as the VIB corporate font. It should be used for all communications in English.

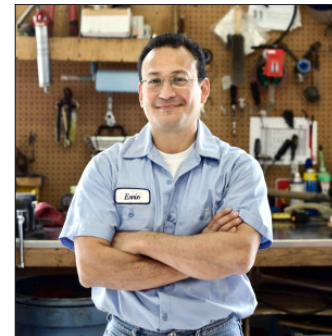
A customized version of Myriad Pro is also available in Vietnamese. Please refer to the [Brand and Communications Division](#) for advice and approval.

### System font

Myriad Pro is the selected system font and is commonly pre-installed on most computer systems. Both the Myriad Pro Regular and Myriad Pro Bold types are to be used for screen-based media such as powerpoint presentations and ATM/Cheque Deposit Machines/Cash Deposit Machines/Qmatic screens.

Myriad Pro may also be used on internally-produced documents in word processing applications such as letters and faxes.

The use of these fonts are demonstrated throughout these guidelines in more detail. Please refer to the relevant applications for specific usage guidance.



A picture speaks a thousand words.

It is important to select the appropriate image for the job whether it is to sell a product or communicate a message.

#### Photographic style

Photography must never be overly stylized. The use of special effect filters/lenses, color gels, etc. should be avoided. Photographs should not be too saturated and colorful. Try to use images with natural lighting as much as possible.

#### Talents

It is encouraged to use Vietnamese and Pan-Asian talents whenever possible. The talent should be 'candid' and not posed. Try to avoid direct eye contact, unless the message requires it, eg. in a testimonial. Talents should be dressed smartly, avoiding multi-color clothing.

#### Overall impression

The photograph should be uncluttered, with a single focus and focal point. Most importantly, it should be warm, honest, 'human', positive and inspiring.

In short it must reflect the VIB brand idea: Human Connection.

VIB does not have the copyright to any of the images (photography or illustrations) shown in these guidelines. They are for demonstration purposes only and should not be reproduced in any way prior to the purchase of the copyright.



It is important to select the appropriate image for etch-outs.

#### Photographic style

Photography must never be overly stylized. The use of special effect filters/lenses, color gels, etc. should be avoided. Photographs should not be too saturated and colorful. Try to use images with natural lighting as much as possible.

#### Talents

It is encouraged to use Vietnamese and Pan-Asian talents whenever possible. The talent should be 'candid' and not posed. Talents should be dressed smartly, avoiding multi-color clothings. Choose photography that is easy to etch out.

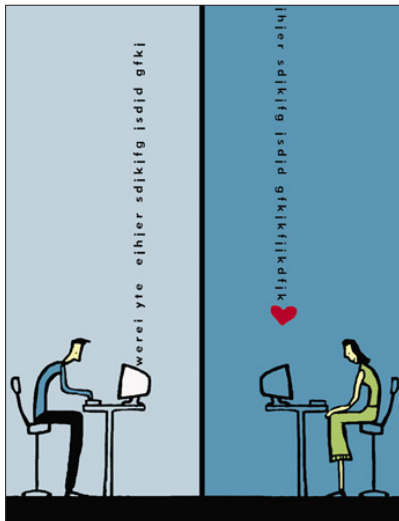
#### Abstract objects

There are many royalty-free images available from photo libraries. Choosing an image shot on a white background makes it easier to work with. Also remember that a little bit of humour will make an object look more warm and positive.

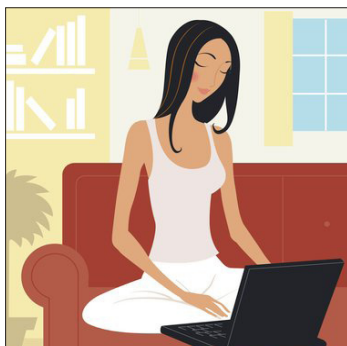
#### Overall impression

Etched-out photography should be clear and direct. Most important, it should be warm, honest, 'human', positive and inspiring.

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Illustrations may be used in place of photography. However, the illustrations should be simple, clean, positive, soothing and not overly stylized. Avoid using too many colors.



Unsuitable illustration styles



Avoid being overly trendy or stylized.



Avoid psychedelic colors.

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