BRAND COLOR PALETTE

Color palette is a Brand Identity element that can make a strong impression on the customers' minds. To create a comprehensive and memorable Brand Identity, NAPAS uses dark and light blue along with green.

Blue and green combination conveys the proactive, modern personality that suits the finance sector and fit the quantitative points of difference of the Brand. They also allow flexible but consistent application.

C100 M80 Y10 K20 R10 G63 B127 PMS 7692C	**Blue NAPAS 1**
80%	
60%	
40%	
20%	
C85 M20 Y0 K0 R0 G155 B218 PMS 639C	**Blue NAPAS 2**
80%	
60%	
40%	
20%	
C40 M0 Y100 K0 R166 G206 B57 PMS 376C	**Green NAPAS**
80%	
60%	
40%	
20%	

HORIZONTAL LOGO

NAPAS logo originates from the idea of convergence. The logo is a combination of brand name and symbol, representing the notion that many cards meet at the center point to convey the message **"One connection. All payments."**

Two cards making up an arrow is embedded in the symbol, signifying the future of Vietnamese payment market through the use of young leaf color.

The core element of Brand Identity System is the logo. NAPAS logo contains two separated elements in a harmonious way to convey the Brand personality traits as Close – Modern – Intelligent.

The brand name is set in a sans-serif typeface, all lowercase to ensure the close feeling of the brand.

The Logo Proportion

$3\frac{4}{9}$ N

13N

Clear Space

The minimum distance between NAPAS logo and its surrounding is the height of letter "n" in "NAPAS."

Minimum size

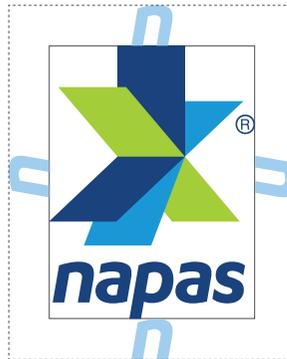The minimum width of NAPAS horizontal logo is 2cm.

2cm

VERTICAL LOGO

The Logo Proportion

$6\frac{3}{5}N$

5N

Clear Space

The minimum distance between NAPAS logo and its surrounding is the height of letter "n" in "NAPAS."

Minimum size

The minimum width of NAPAS vertical logo is 1.5cm.

1.5cm

Note: The vertical logo is the special form of NAPAS logo. Only use when the horizontal logo could not be used. Horizontal logo is the official NAPAS logo.

LOGO & SLOGAN COMBINATION

In the situation combining with logo, brand positioning phrase (or slogan) should not be too long; since the size of slogan has to be really small to fit in the overall proportion. Furthermore, in order to be appropriate with the word's size, the logo's expandability might be limited. On the other hand, if the company name contains more than two or three words, the combination of logo and slogan might lead to complicated brand identify, negatively affecting the ability to identify the brand. Thus, separated logo and slogan would be a great choice and worth considering option, since it satisfies all visual, proportion and brand awareness aspect. Incase you must use the logo and slogan combination, make sure to use the approved logo artwork for brand consistency.

Slogan below Logo
Align left with Logo on the design space.

The distance from Logo to Slogan is double the height of the "O" in "One."


Slogan offsetting from Logo
Placed below the logo, center aligned to the brand name NAPAS.

CORRECT USE OF THE LOGO

To ensure the visual standard, as well as the consistence within the Brand Identity System. NAPAS logo artwork only use in different color versions under EPS file format (Encapsulated Post Script) for different situation.

Note: Avoid converting NAPAS logo to different file formats, such as JPG or TIFF, as these files do not allow enlarging the logo without the design distortion.
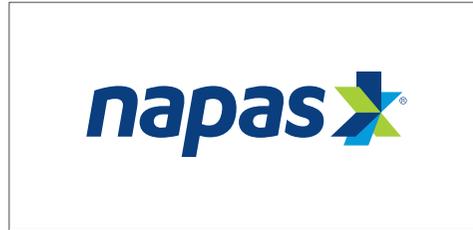
Positive CMYK

Negative CMYK

Positive Black & White

Positive RGB

Negative RGB

Negative Black & White

Positive 3 colors PANTONE

Negative 2 colors PANTONE

White logo on brand core color background

Positive 1 color PANTONE

Black logo on white background

INCORRECT USE OF THE LOGO

NAPAS Logo was carefully designed to ensure visual impression and legibility. Always follow the guideline to protect the logo and prevent it from other visual elements interference. Avoid modifying the logo under any circumstances. The examples below demonstrate incorrect uses of logo.

Do not shear the Logo

Do not outline the Logo

Do not change the Logo symbol colors

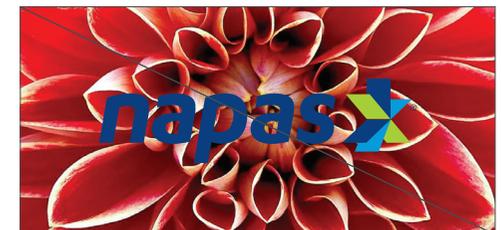Do not distort the Logo

Do not add effects to the Logo

Do not alter the positions of brand name and symbol

Do not remove any Logo details

Do not place Logo on low contrast backgrounds

Do not change the Logo wordmark colors

Do not change the size Logo symbol

Do not change the Logo's details

Do not use Logo to create patterns