



LONG SON SECURITY

BRAND GUIDE

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VOICE AND TONE

tone

Formal tone, masculine context with seriousness

POINT OF VIEW

Email: The company as a whole, make sure to use first person (chúng tôi). Avoid third person (công ty) under normal circumstances

Case Study, Contracting: Third person (Chúng tôi)

TENSE

Present and past tense

BRAND FONTS

TYPE / LOCATION	FONT	SIZE
Header	Lato BOLD	25
SUBHEADER / SUBTITLES	Lato Semibold	17
STANDARD / BODY TEXT	Lato Regular	11

FONT EXAMPLES

ABCDEFGH

abcdefgh

ABCDEFGH

abcdefgh






ABCDEFGHI

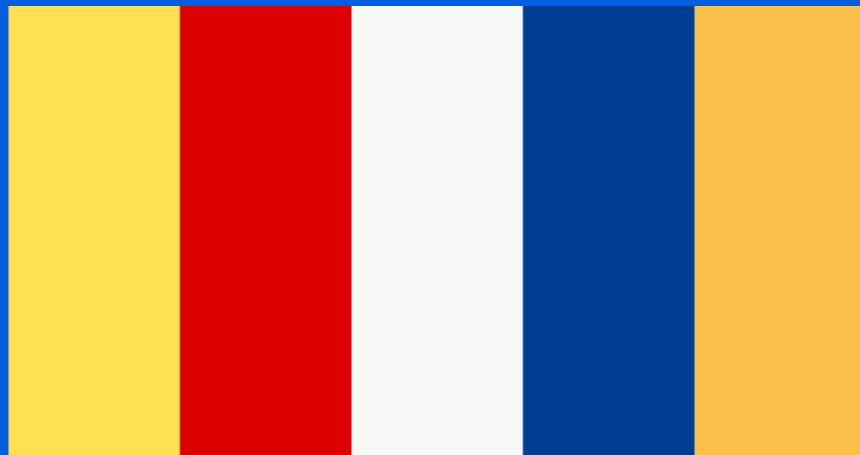
abcdefghi

123456789

123456789

BRAND COLOURS

COLOUR NAME	COLOUR BLOCK	RGB	HEX CODE	USAGE	%
Flickr Blue		0, 94, 224	#005EE0	Primary color (background)	40%
Mustard		255, 223, 83	#FFDF53	Secondary (Headers)	30%
Baby Powder		247, 249, 247	#F7F9F7	Passages on Onyx/ dark blue background	15%
Cadmium Red		232, 16, 34	#E81022	Posters, banners	8%
Dark Cornflower Blue		0, 62, 147	#003E93	Tabs	4%
Maximum Yellow Red		61, 61, 61	#FCBF49	Casual passages	3%



COMPANY LOGO(S) AND LOCATIONS



1.1: Logo

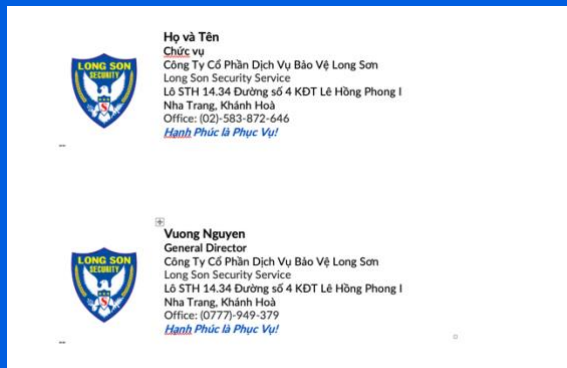


1.2: Transparent Logo

Link: <https://utdallas.box.com/s/fl1csv17g70t4xjj0ht0597qrrwvxmyl>

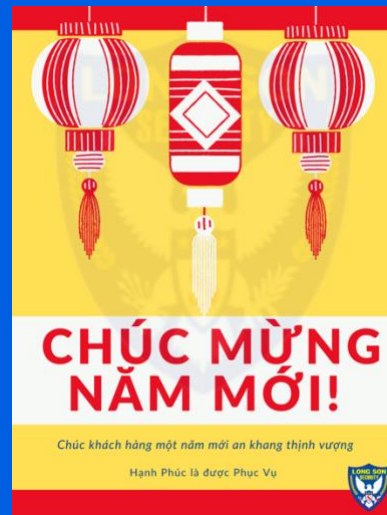
Instruction: Long Son Rebranding/logos/LONG SON TRANSPARENT.svg (LONG SON.svg)

SIGNATURE TEMPLATE



LINK: [../Desktop/School/Long Son Plan/Long Son signature.docx](https://utdallas.box.com/s/fl1csv17g70t4xjj0ht0597qrrwvxmyl)

LOGO LOCATIONS



COMPANY LANGUAGE

MISSION STATEMENT	Hạnh Phúc là Phục Vụ
VOCABULARY	Khi viết slogan, chữ "H" và "P" trong "Hạnh Phúc", chữ "P" và "V" trong "Phục Vụ" cần phải viết hoa

IMAGE STANDARDS

IMAGE LOCATION	SIZE
BLOG FEATURED GRAPHIC	800 x 450px
BLOG POST GRAPHICS (facebook)	1024 x 1024px
Websites images	1500 x 740px