

# Thien Kim Invesments

Brand Guidelines

## Brand Goals

Define a clear, concise and memorable brand image that instills trust and confidence in current and potential customers.

## **Brand Features**

### **Trust, Strength, Reliability**

Strong vertical lines, bold colours and clear typography and images underline the importance of these attributes to the TKI brand. Consistency is essential to the projection of the brand.

# Brand Design Principles

## Intuitive

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The TKI brand should be simple, digestable, it shouldn't alienate or confuse customers. It should be clear and concise, it's message should be immediately understandable

## Consistent

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Consistency is vital to the strength of the brand image, colours, shapes and typography should be kept consistent across all media.

## Defined

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No wobbly-ness, the brand should be presented clearly, confidently. TKI isn't a business built around "maybe" and it's brand image is the same.

**TK Invest**

CÔNG TY TNHH ĐẦU TƯ DỊCH VỤ THIÊN KIM

## The Logo

The logo is the main point of representation for the Thien Kim Investments brand.

It's the first impression and the main point of reference for returning clients.

Consistency in how it is displayed is vital to the consistency of the brand.



Wordmark

Logo

Descriptor



The logo should where possible be shown including the descriptor, but at smaller sizes where it may become illegible it can be omitted.



To create maximum impact the logo must be displayed with at least 20% of the width of the logo as surrounding margin.

**TKin**  
THIEN KI



**vest**  
M INVESTMENT SERVICES LIMITED

## Colour

The Thien Kim Investment brand uses a simple, carefully chosen colour palette and should be used consistently.

These are the main colours of the brand and should be used within branding materials.

R = 0 G = 138 B = 201	#222222	
R = 51 G = 161 B = 212	#555555	
R = 102 G = 185 B = 223	#888888	#ffffff

## Logo & Colour

The brand colours are both incorporated into the logo, and to be used to compliment the logo.

The logo can be display in the three colour configurations to the right. It shouldn't be displayed on any other coloured backgrounds, except for in the case of image backgrounds.

# TKinvest

THIEN KIM INVESTMENT SERVICES LIMITED

# TKinvest

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## Visual Motif

To accompany the logo, and increase its presence a simple visual motif was designed to echo the angle of the arrow in the wordmark.

## Icons

TKI uses the fontawesome icon library. These should be used alongside information relating to email addresses, phone numbers and other contact details.

<http://fontawesome.io/>



On branding materials the logo can be displayed on a background with one angled side, this angle should always be exactly 40 degrees upwards, travelling from left to right to echo the angle of the arrow with the wordmark.

**TKInvest**  
CÔNG TY TNHH ĐẦU TƯ DỊCH VỤ THIỆN KIM

[www.tkinvest.com.vn](http://www.tkinvest.com.vn)

176 Nam Ky Khoi Nghia  
Ward 6, District 3  
Ho Chi Minh City , Vietnam  
Tax Code: 0313231171





# Typography

TKI uses two fonts, Futura Bold and Helvetica Neue.

These were chosen for the simple, bold aesthetic that feels grounded and reliable.

Futura should be used for headings, whilst Helvetica Neue should be used for body copy, lists and other written content.

# Headings are in Futura Bold

With a fallback to Helvetica Bold (700) on web

Sub-headings & paragraphs are in Helvetica Neue

With a fallback to Helvetica (400) on web





Dear Johnny Jonh,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Warm Regards,

Marky Mark.

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## Layouts

To maintain consistency within TKI's marketing materials a simple 12 column grid layout should be used.

Each column should contain a gutter equal to 1.6% of the total document width.

Elements should start, and finish at the point where the gutter and columns meet wherever possible.

