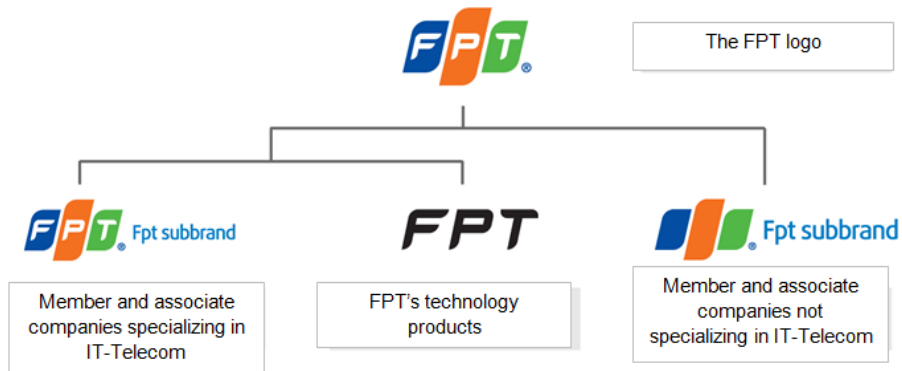**TRADEMARK**

I.   Brand Foundation

1. Brand Vision

FPT – Energizing Life

FPT's strength is IT. With this strength and passion for high technology, FPT energizes corporate clients and individual customers with smart IT solutions while fueling the sustainable growth of Vietnam.

2. Brand Architecture

3. Brand value

Innovation – Cooperation – Respect

FPT encourages continuous innovation in order to create better value in each technology solution. We not only respect the personalities of individuals, we also are ready to co-operate and work for the common goals of the company. Therefore, together we grow and together we succeed.

4. Brand personality

Passion – Understanding – Inspiration

FPT expresses its passion for IT in its dedication to detail and the deep research it carries out to be aware of customer and community insight. This inspires FPTers to do their best and fully satisfy customers.

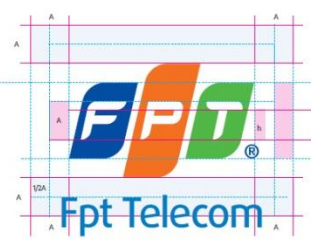## II.   Logo and directions for use
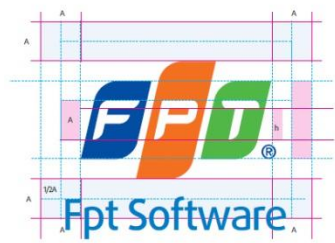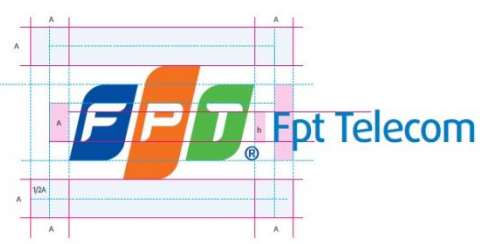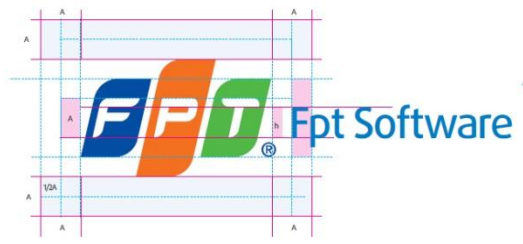
1. Regulation of safe space for logo

The height proportion of letters F, P, T (8x = A) is a variable parameter which can serve as a short measure for quick checks. The minimum safe distance for signs associated with the logo = 1/2A, or 1/4B (without A). The minimum safe distance for signs not associated with the logo = 1A, or 1/2B (without A).
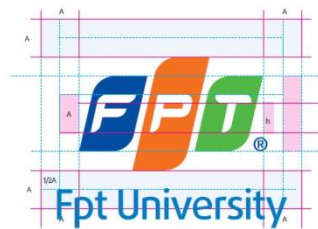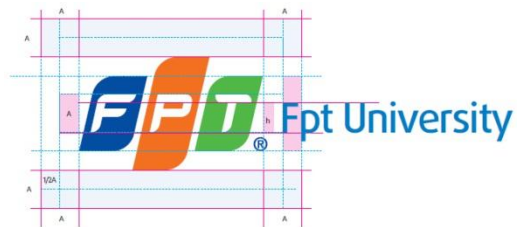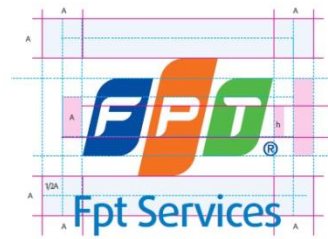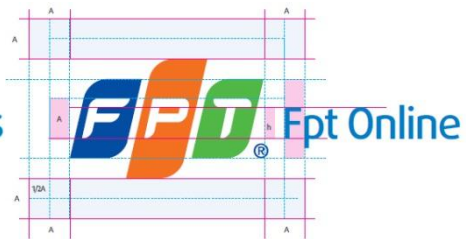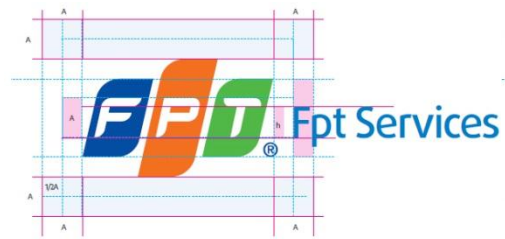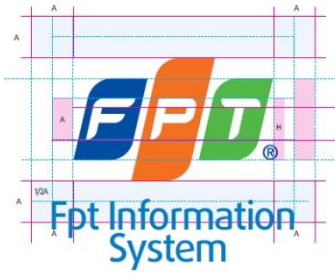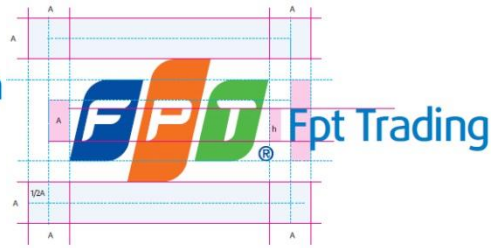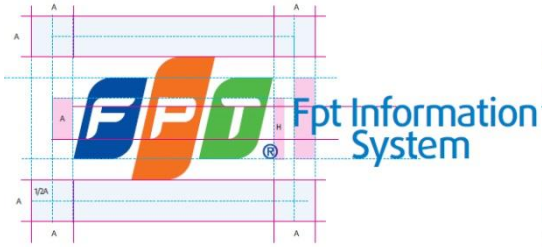
The minimum safe space for information linked with the FPT logo is understood to be the name of member companies or branches.
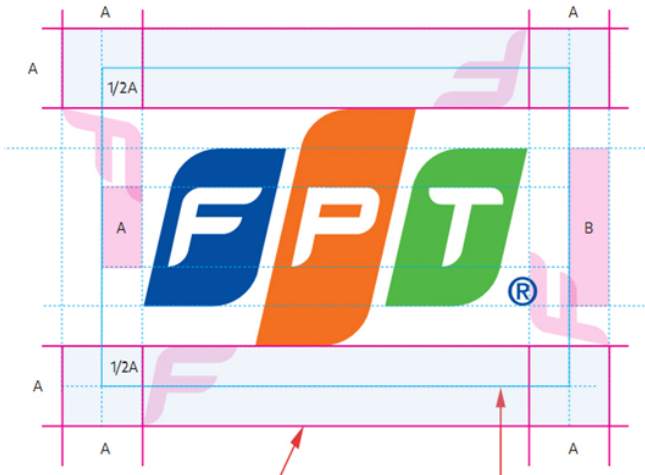
Minimum clear space required for other graphics or typography.

Minimum clear space required for names of FPT's member and associate companies.

Fpt Software

Fpt Telecom

Fpt Software

Fpt Telecom

Fpt Information System

Fpt Trading

Fpt Information System

Fpt Trading

Fpt Services

Fpt Online

Fpt Services

Fpt Online

Fpt University

Fpt University

2. **Logo colors**

C: 100 M: 80 Y: 0 K: 0	C: 0 M: 70 Y: 100 K: 0	C: 70 M: 0 Y: 100 K: 0

Pantone Solid 280 PC	Pantone Solid 1665 PC	Pantone Solid 361 PC

R: 10 G:82 B:160	R: 240 G:110 B:40	R: 80 G:185 B:70

034ea2	f37021	51b848

3. Minimum proportion – Standard font

Logo less than 2 cm in size need not be accompaniedby the symbol R.

1 cm

For prepressing

1 cm

For prepressing

Standard fonts for the whole brand identity system are FPT Daxline and Myriad Pro.

Fpt Daxline	Myriad Pro	Arial
Fpt Daxline	**Myriad Pro**	**Arial**
Fpt Daxline	**Myriad Pro**	**Arial**

In the absence of an FPT Daxline font, Myriad Pro can become the replacement for consistency in style and popularity in apps of graphics software. For text documents, it is agreed that Arial, using a font size of 10.5, will be used for content.

4. Background

The FPT logo is strongly shaped with three characteristic colors and should be used in 2 cases:
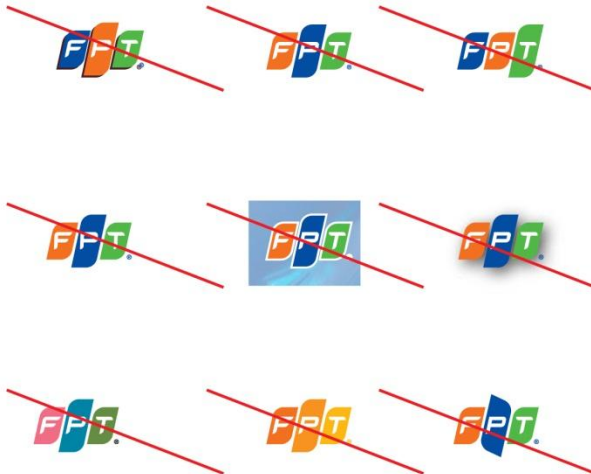
a/ Logo in 3 colors on a black background 100%
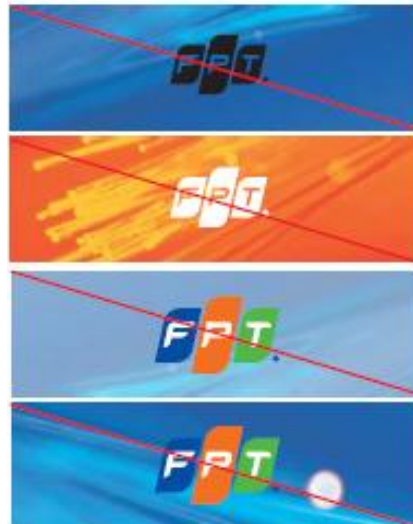b/ Logo in 3 colors on a white background
A logo with full 3 colors must be on a white background.


Samples of an inappropriate logo:

Examples of incorrect uses

When printing the logo on a black or white background or on materials as glasses or emulsion printing, users must use the standard logo in positive type (black) or negative type (white).

For example, with the dark background (over 70% of color quantity), users should use the negative type. If the background is light (under 40% of color quantity), the positive type is encouraged.
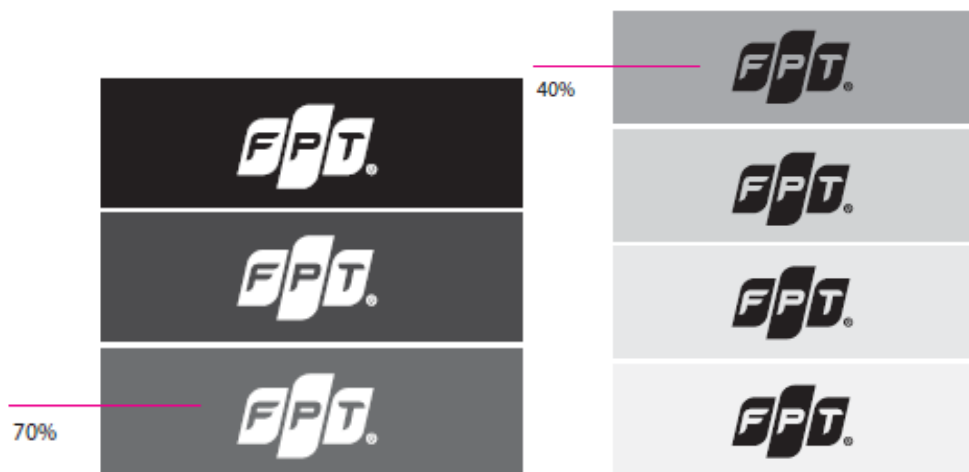
5. Using the FPT logo as a sponsor brand

Member companies' use of the FPT logo in the mass media:

The FPT logo is used as a sponsor brand for products and services of member companies in the mass media in the following cases: newspaper ads, TVCs, shop signs and POS

(FPT University and member companies not in the ICT bloc do not need to apply this rule)

Recommendation for logo usage: The FPT Logo should be placed in the top left hand corner or the bottom right hand corner.

Vertical and horizontal layout for magazine ads:

Vertical and horizontal layout for banner/billboardads

6. Regulations for using the FPT logo by member companies and endorsed companies