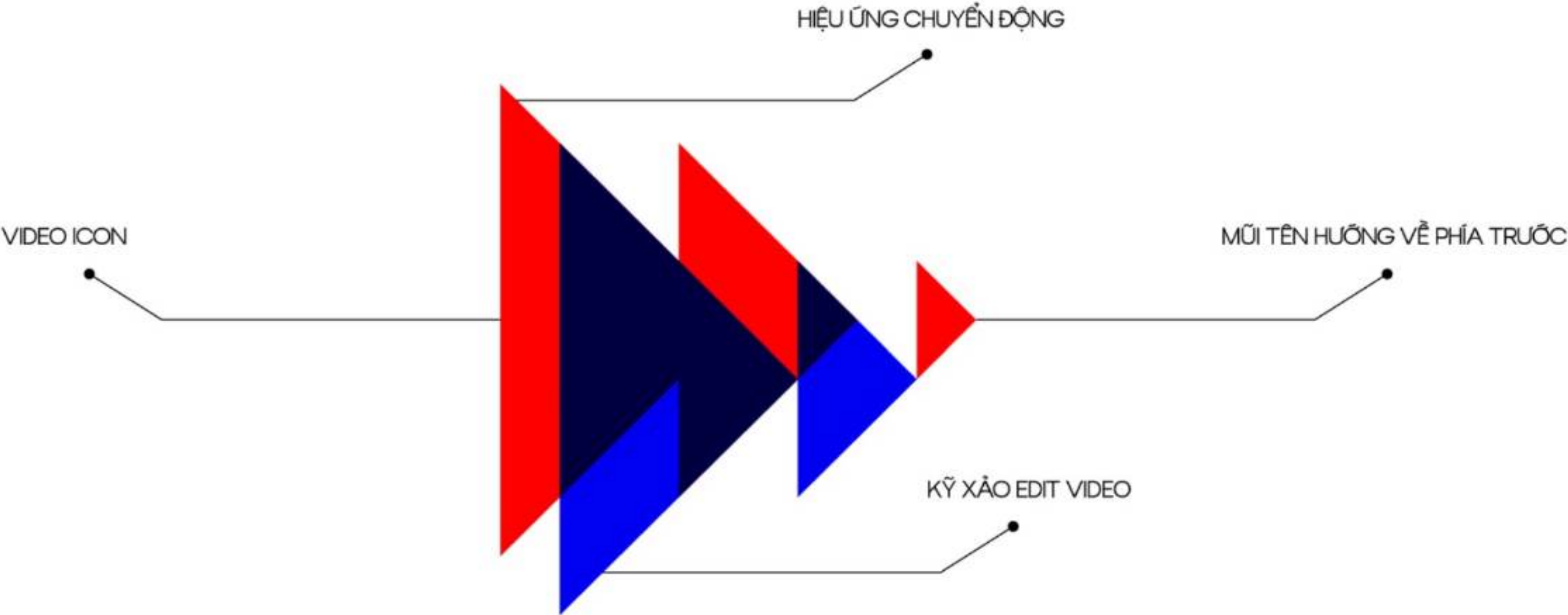


BRAND GUIDELINE

LOGO IDEA



LOGO IDEA

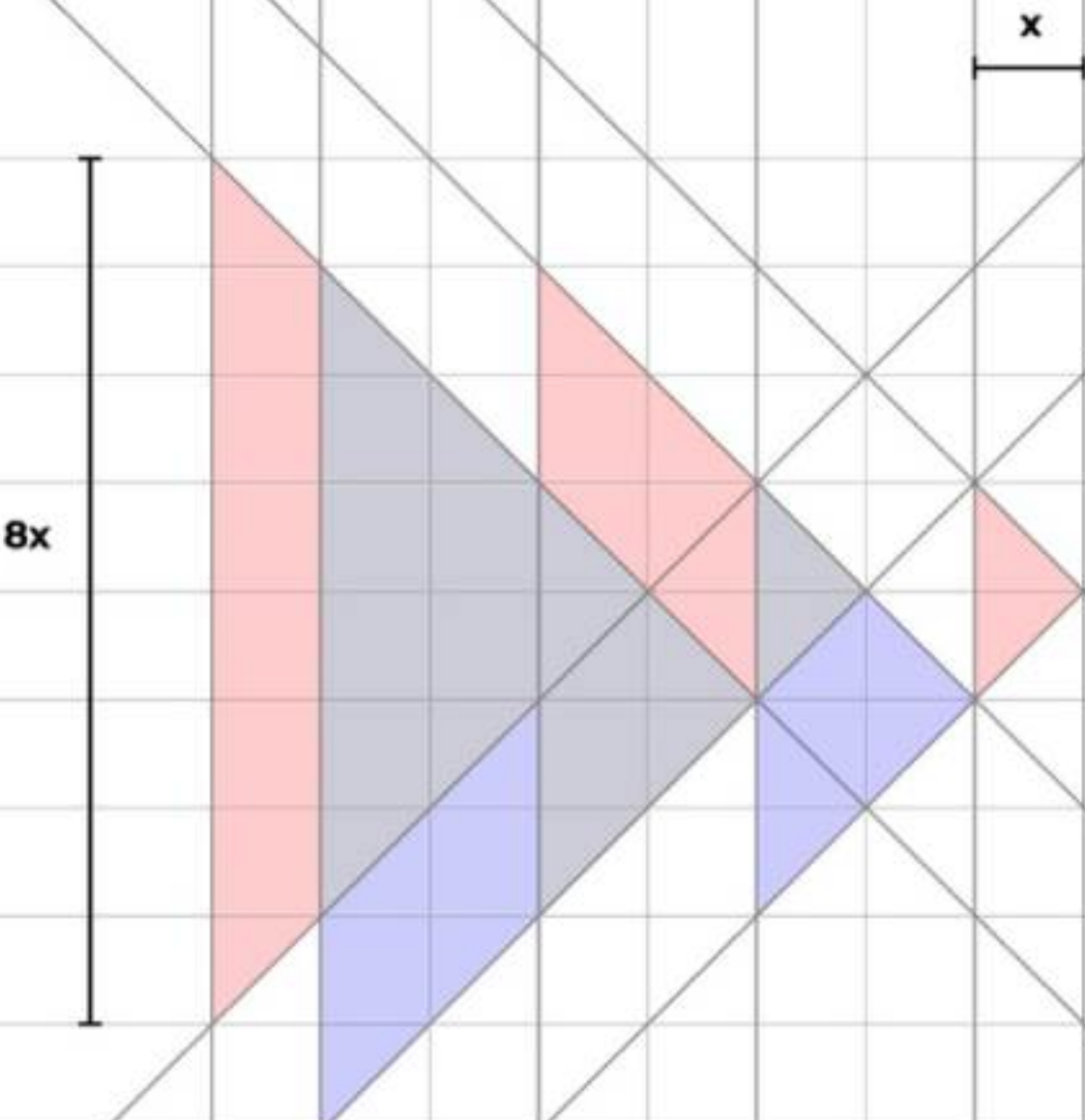
**LUCA
MEDIA**

CÁCH ĐIỀU TÍNH GIẢN NÉT FONT
SWISS 721 BLACK EXTENDED BT



**LUCA
MEDIA**

MARK LOGO
GRID SYSTEM

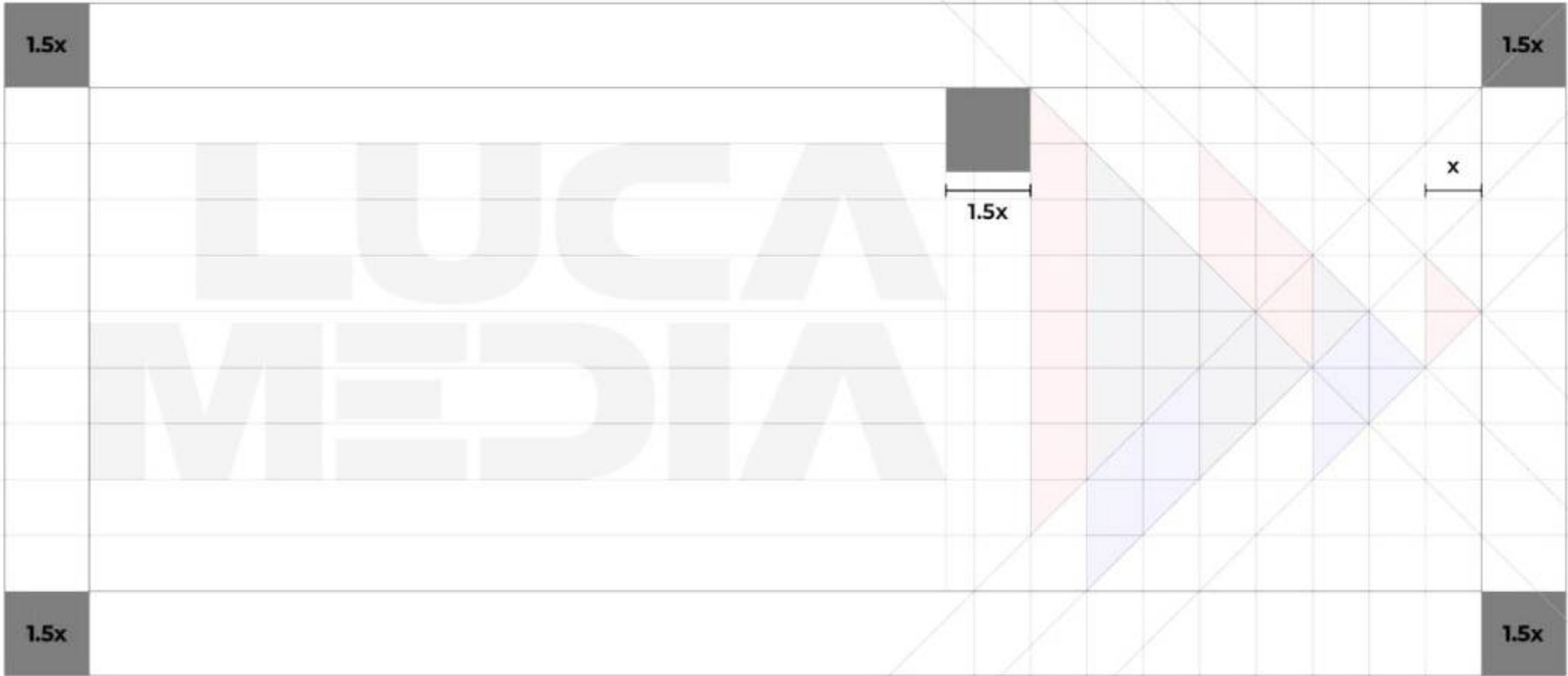


TEXT LOGO
GRID SYSTEM

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MEDIA

— — — — —

PRIMARY LOGO
GRID SYSTEM

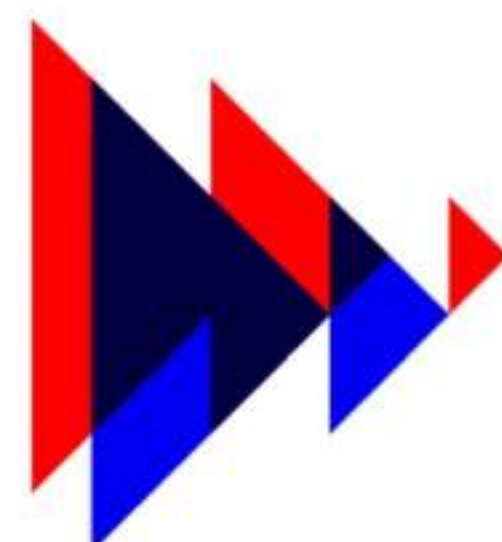


1.5x CLEAR SPACE - KHOẢNG CÁCH AN TOÀN

LOGO SYSTEM



LOGO TIÊU CHUẨN



LOGO KÝ HIỆU



LOGO CHỮ

LOGO SYSTEM



LOGO TRÊN NỀN MÀU



LOGO TRÊN NỀN MÀU



LOGO ÂM BẢN



LOGO DƯƠNG BẢN

DO NOT
USE



LOGO TRÊN NỀN MÀU ĐEN



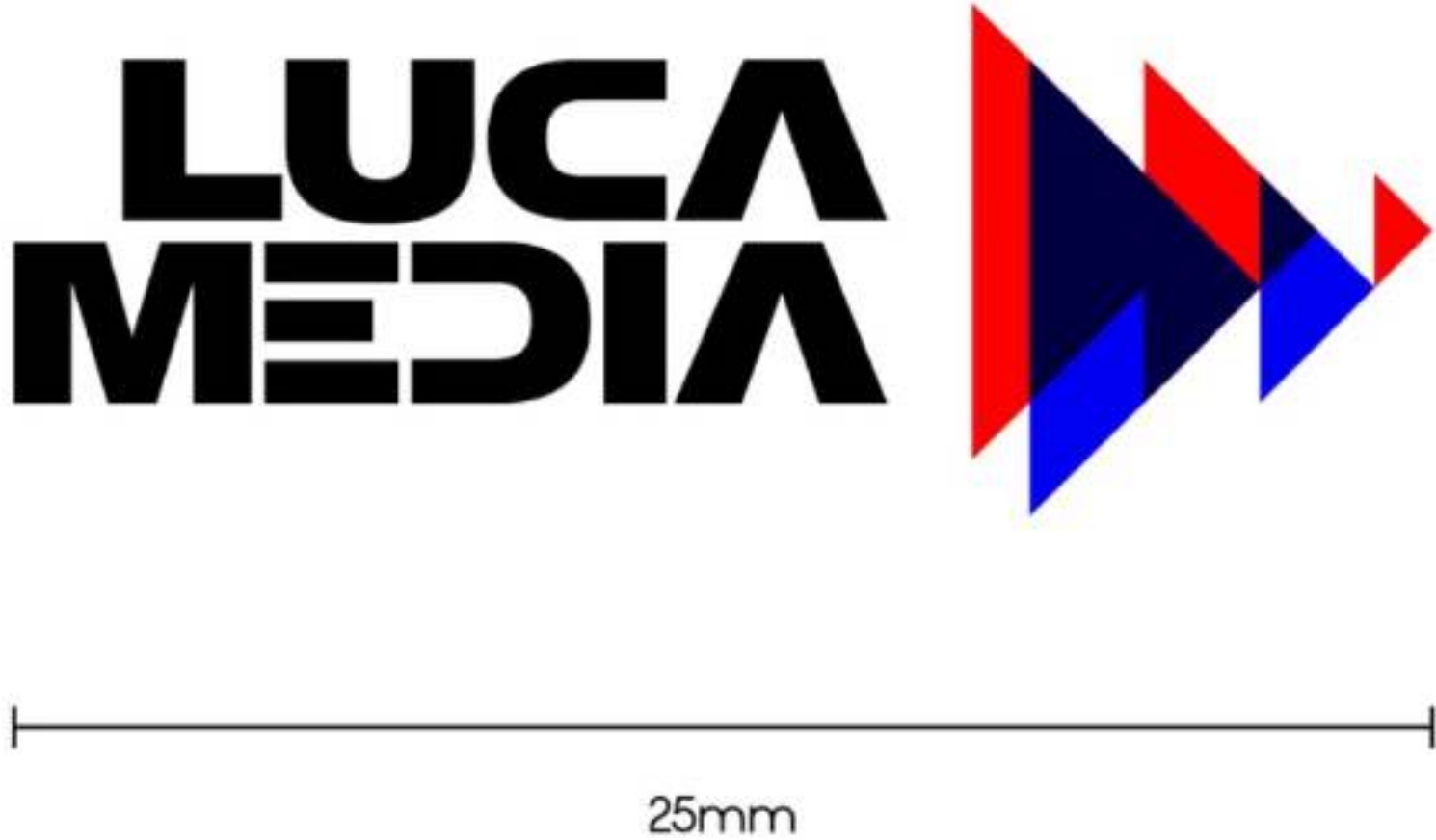
LOGO TRÊN NỀN MÀU KHÁC



KÉO DẪN SAI KÍCH THƯỚC LOGO



MINIMUM SIZE



COLOR

WHITE

HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

BLACK

HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

GREY

HEX: BFBFBF
RGB: 191, 191, 191
CMYK: 25, 20, 20, 0

ELECTRIC BLUE

HEX: 0001F1
RGB: 0, 1, 241
CMYK: 89, 79, 0, 0

NAVY BLUE

HEX: 000040
RGB: 0, 0, 64
CMYK: 98, 93, 33, 58

RED

HEX: 0001F1
RGB: 0, 1, 241
CMYK: 89, 79, 0, 0

TYPOGRAPHY

TITLE

TEXT

MONSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.;:”/?<>~@#\$\$%^&*()-_+=+{}[]

GANH

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.;:”/?<>~@#\$\$%^&*()-_+=+{}[]

c c c c c

Aa

MOCK UP





TRUNG THỰC VÀ HIỆU QUẢ



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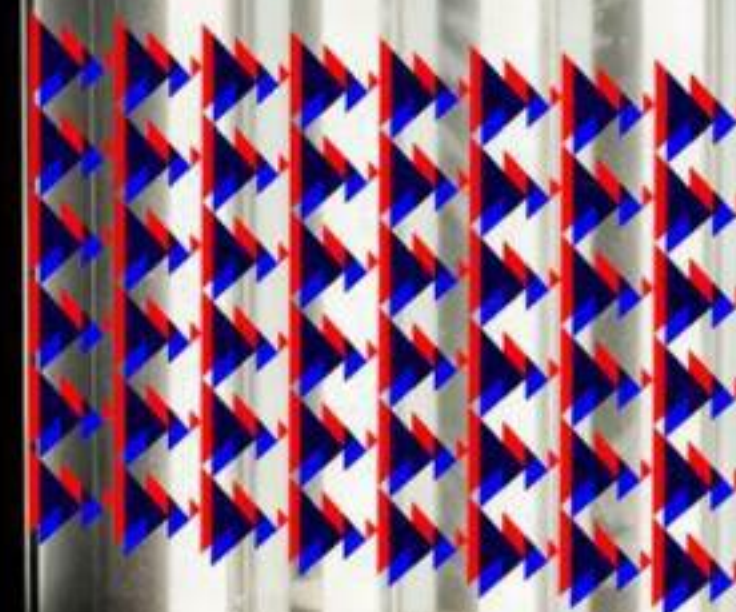








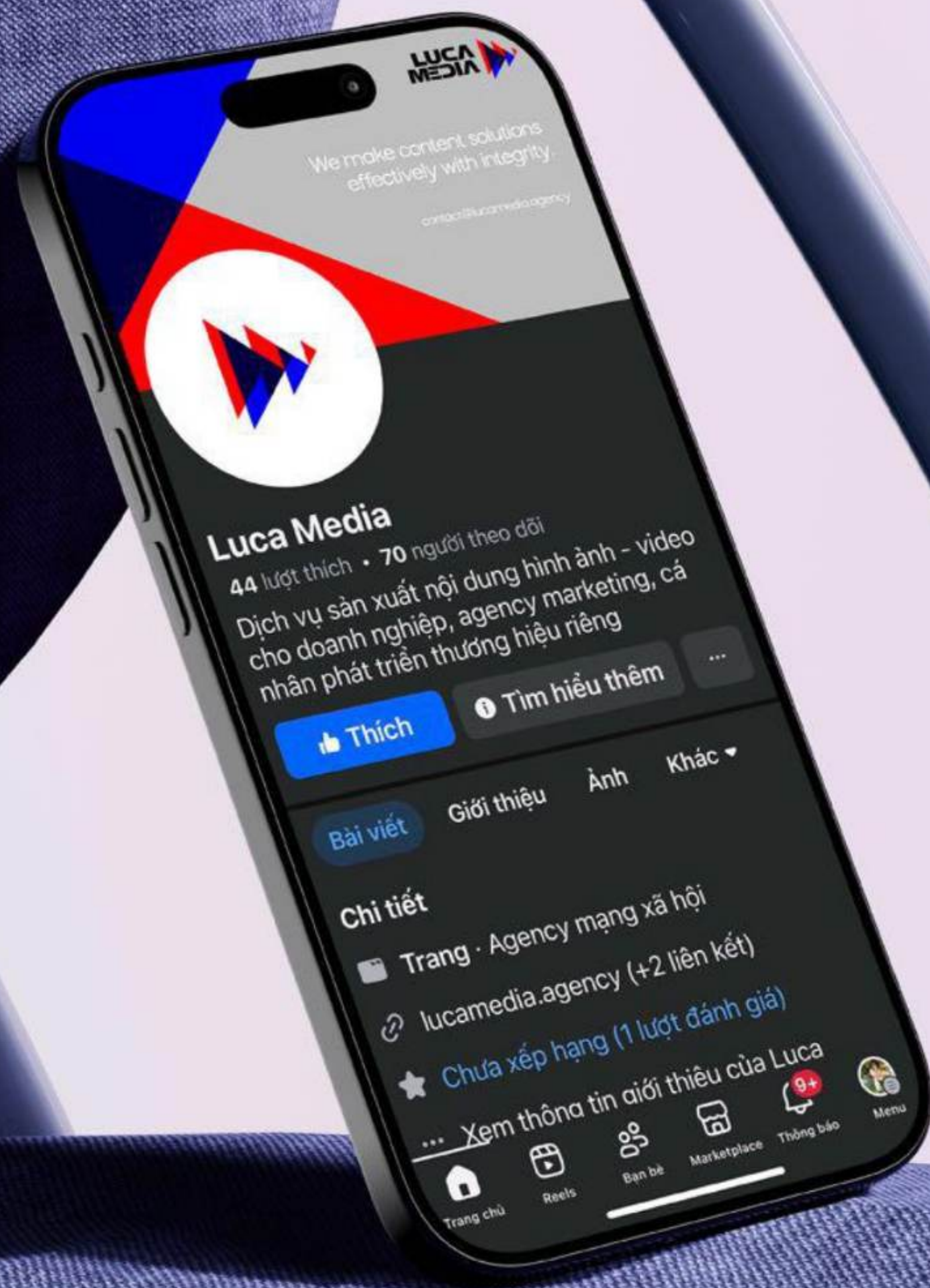
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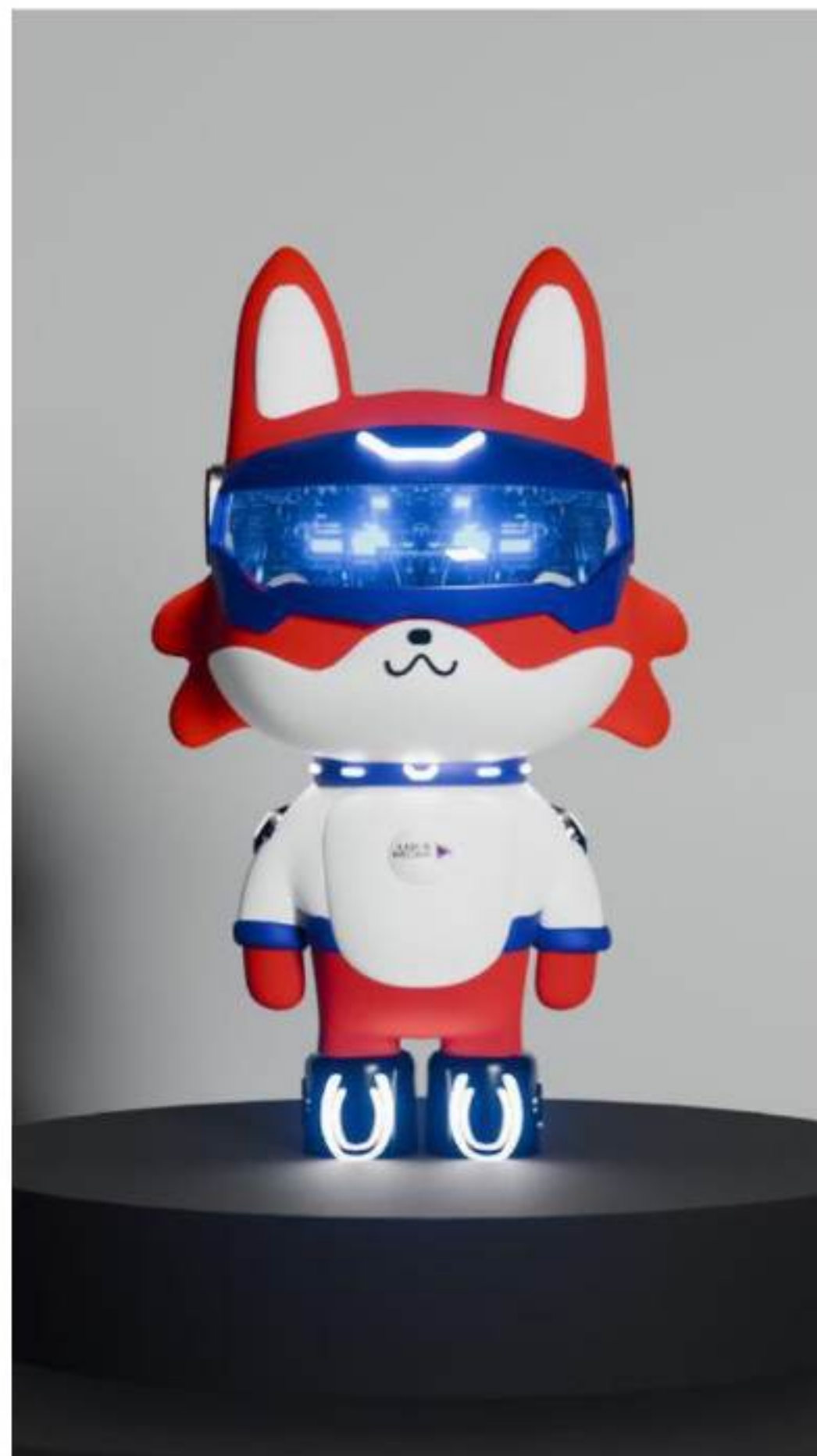
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MASCOT





THANK YOU!