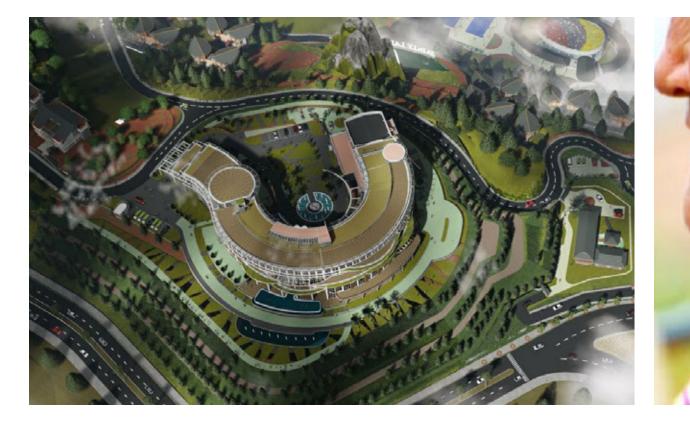
# BRAND GUDELNE



1 LOGO

# the amulet of hidden hill



Unique building design

Unique amulet

# The unique icon stands for local spirit





# Logo with tagline



Used in big construction, infrastruction, name card, brochure,...

Logo without tagline



Used when we need to emphasize that the brand name, in social media post... and in small-spaced zone/are



# Safe zone

Logo with tagline



Logo without tagline



size

Logo with tagline

Logo without tagline

# Minimum





# Color palette





mist

rice field



# reflection of sunlight

# Logo on solid color/image



# Typography

# qwertyuiopasdfghjklzxcvbnm 1234567890

# qwertyuiopasdfghjklzxcvbnm

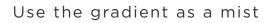
# qwertyuiopasdfghjklzxcvbnm

# butler regular FAHKWANG SEMI BOLD

Fahkwang light, lorem lpsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.



# Visual direction



Two style of background : with and without the gradient



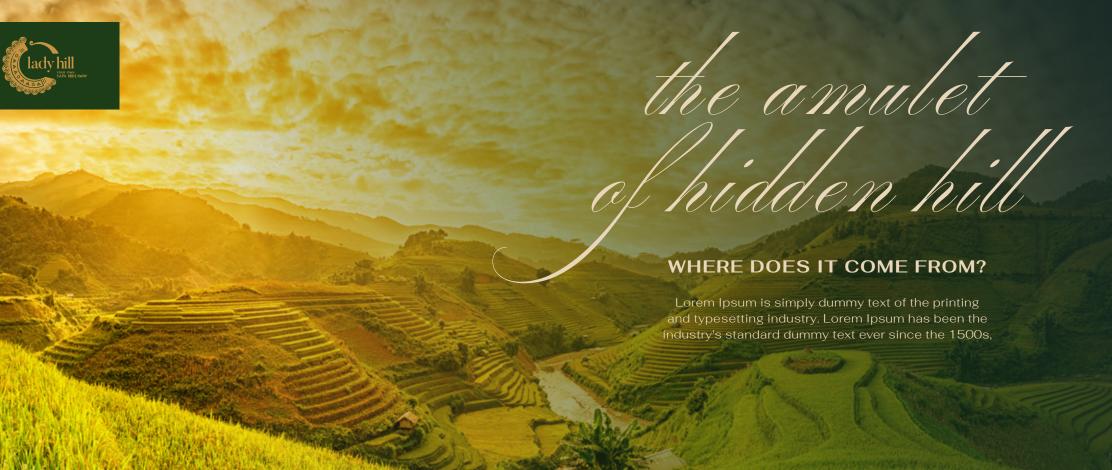




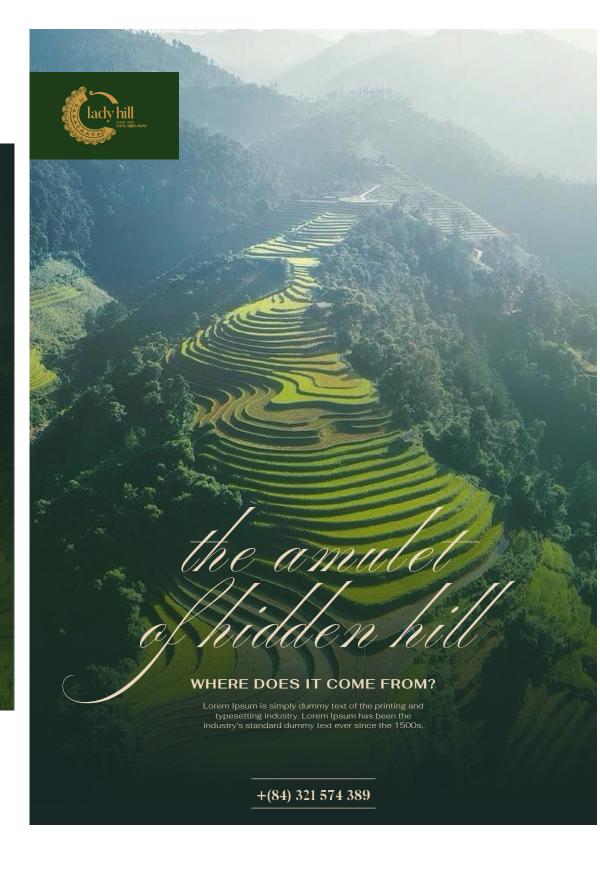
Different style of gradient

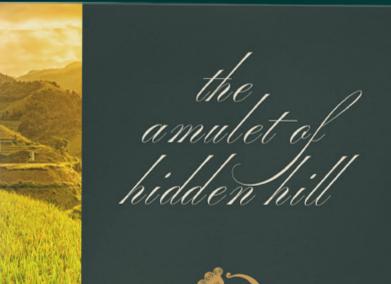






+(84) 321 574 389







where does it come from?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it 45 BC. This book is a treatise on the theory of ethics, very popular during the Renalssance. The first line of Lorem lpsum, "Lorem lpsum dolor sit amet.", comes from a line in section 1.10.32. crassical Lotin Interbule trom 45 BCs, making it own 2000 years olds, Richard McChinock, a Latin professor at Hampden-Sydney College in Virginia, locked up one of the more obscure Latin words, consecteur, from a Loren Inpum pressage, and going through the class of the word in classical Manateme diverse manatements.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen type and scrambled it to make a type specimen-book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Adus PageMaker including versions of Lorem Ipsum.

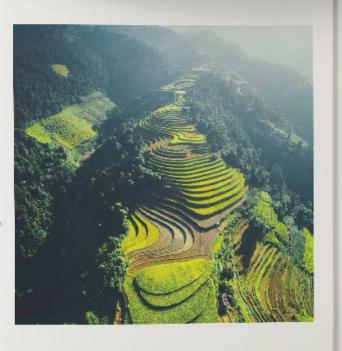
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# where can i get some?

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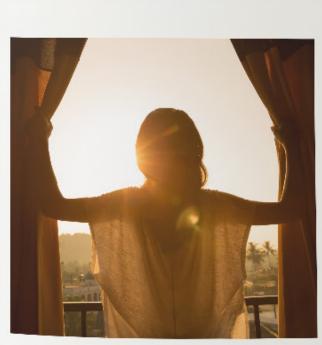
### WHERL DOES IT COME FROM?

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where does it come from? Lorem (psum is simply during test of the printing

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## where does it come from?

Lorem losum is simply dummy text of the printing and typesetting industry. Lorem (psum has been the industry's standard dummy text over since the 1500s, when an uninown printer tack a galley of type and accumulated it to make a type specimen book. It has survived net only five centurities, but also the loss into electronic in sectors. electronic typesatting,





# 5 ADAPTATION



# WHERE DOES IT COME FROM?

the amulet

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the Industry's standard dummy text ever since the 1500s,







lady hill

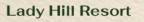
# Nature is the best

FAHKWANG SEMI BOLD

Fahkwang light, lorem lpsum is simply dummy text of the printing and typesetting industry. Lorem lpsum has been the industry's standard dummy text ever since the 1500s







Đường Nguyễn Chí Thanh, Thị xã Sapa, Tỉnh Lào Cai

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the amulet of hidden hill



### WHERE DOES IT COME FROM?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

### WHERE CAN I GET SOME?

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

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# 5 ADAPTATION



please clean up my room lady hill







404

# STAIRS

408

