



Brand Guidelines

August 2019



OVERVIEW

The purpose of this brand guideline is to maintain brand consistency in all communications used to represent Navigos Group. It is important that we communicate with a unified image and one voice to all stakeholders. This document has instructions to ensure the image of the brand as the logo, color, logo placement,... will be used most appropriately in all internal and external documents or materials. No alter actions should be made to these specifications. These guidelines also provide multiple pictorial examples of typical applications. While these guidelines should cover all the basic information for users like designers and marketers to use, all applications and concerns should be properly discussed with the Corporate Communications Department to ensure correct use and consistency.

BRAND ESSENCE EXPLANATION

While there are many different characteristics behind any organization, a “brand essence” refers to the core identity of one company. At Navigos Group, we understand that determine this intangible concept will further enhance our brand power and separate us from others through affinity-focused factors. By perceiving the strong connection among our philosophy, vision, mission and the ambition to become the most desired platform, we present the core of Navigos Group brand, called “Unleash the Next”.



Not solely providing partners with employment opportunities and recruitment consultancy service, Navigos Group operates on the concept of 3E-Methods: Employment, Education, Evaluation – a full circle-platform for talents and businesses to maximize their potentials, to reach the higher stage and achieve dreams. Therefore, Navigos Group concentrates on our partner development rather than just providing employment services. This means that we are responsible for assisting our partners to explore their new chapter through the provision of a wide range of services and products following the company's product development model. In other words, our ambitions for the future is to step into uncharted territory, utilizing high-quality human resources and advanced technology to unleash all possibilities of a bigger & brighter future for all.

All of these are shortened in the sentence “Unleash the Next” and it is true to the philosophy, vision, mission, as well as the ambition and the resources of Navigos Group. By this, Navigos Group becomes the human-centric ecosystem; where talents are found, developed, retained and dreams become reality.

SLOGAN EXPLANATION

Our Brand Essence is condensed in the phrase “Unleash the Next”, which is also the slogan of Navigos Group. This slogan shows most precisely what behind the Navigos Group brand and how we see ourselves and how others

see us. So what does “Unleash the Next” mean to all parties involved?

To Talents: Navigos Group offers a new opportunity and unfolds the potential of each person, of which, be required to open his Next successful pathway.

To Customers: Navigos Group provides a strong human resources system to utilize the full potential of the business that helps explore the Next business achievement.

To Navigos Group: Navigos Group represents the role of not only as a services provider but also as a visionary leader who opens up the new field, and strives for the Next goals.

LOGO EXPLANATION

The logo design is a crucial part of a corporate identity, it serves as the foundation for the entire narrative on which the brand is built. The logo of Navigos Group is built in accordance with the brand strategy and fully linked with the Brand Essence. This logo is the ideal combination of the visual part and the typeface part.

The visual part of the logo is the most vital part as it thoroughly expresses our philosophy: human-centricity (putting people at the core), and our ambition to transform ourselves and our companions to a higher

level. This part symbolizes a human-being leaping forwards and upwards with full-on force to unleash his next achievements in career and life. It also demonstrates an image of the stairs to-the-higher-level or the continuous development diagram. Furthermore, this visual also associates with the letter N - the first letter in the brand name Navigos Group, making it clear for audiences to remember and easier to attach the logo to the brand name.

The typeface part is the name of the brand, emphasizing on the word “Navigos” with a larger size. This typeface has been tailor-made for the brand to represent the authenticity and the italic shape also shows the spirit of “moving forward”, which is also our brand's call-to-action to all stakeholders to constantly moving and unleashing next success.

The color used in the logo is put together with two different shades of blue, which separates the visual part and the typeface part, to simplify the process for the audiences in reading and understanding the logo. The lighter blue as the azure sky and the darker blue inspired by the deep ocean, establishes the two “limitless” concepts, which are also positively true to the Navigos Group's essence: deny limitation, endeavor more and unleash the next. This color usage also works as an homage to Navigos Group's parent company: en group.

Logo

Introduction

A visual identity has been created for Navigos Group, and this visual identity guide has been written to help you implement it. Inside you will find the design guidelines and specifications, which not only ensure consistency across all applications but also help to maintain a high standard of design and production at all levels. No alter actions should be made to these specifications.

The visual identity elements

The main identification elements of the visual identity are color shapes that been combine between the human and the transformation create to “a man stepping into the higher stairways”:

- The “N shaped” human: represent the name of Navigos Group.
- The man: represent the partner or candidate that accompanying Navigos Group to achieve their higher goals. The man is leaping up implying the transformation and progression in his future career.



Logo typeface

This version is customized for how the Brand Logo put in the limited space or the layout with full of different patterns.

NAVIGOS GROUP

Logo with slogan

English version



Vietnamese version



Color options

These examples are the approved color variations for how the Brand Logo should always be used.

The Full-Color version is always the preferred option. When color is not available, the White scale version is recommended on these 4 background tones.



Color options – Logo Typeface

These examples are the approved color variations for how the Brand Logo Typeface should always be used.

The Full-Color version is always the preferred option. When color is not available, the White scale version is recommended on these 4 background tones.

NAVIGOS GROUP

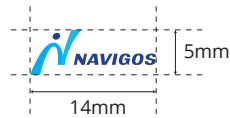
NAVIGOS GROUP



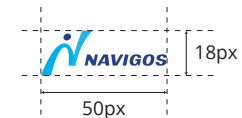
Logo guidelines and clear space

The minimum clear space for the Brand Logo is the height and width of the letter “N” and “Navigos Group” in the logo. This applies to both vertical and horizontal versions of the Brand Logo.

The minimum size allowed to reduce the Brand Logo in vertical format is 5mm. The horizontal version minimum is 14mm. This helps avoid any legibility or registration issues in the color reproduction process.



Minimum logo size - Print



Minimum logo size - Digital

Logo typeface guidelines and clear space

The minimum clear space for the Brand Logo Typeface is the height and width of the letter “Navigos Group” in the logo. This applies to both vertical and horizontal versions of the Brand Logo.

The minimum size allowed to reduce the Brand Logo in vertical format is 2mm. The horizontal version minimum is 26,6 mm. This helps avoid any legibility or registration issues in the color reproduction process.



Minimum logo size - Print



Minimum logo size - Digital

Logo with slogan guidelines

English version

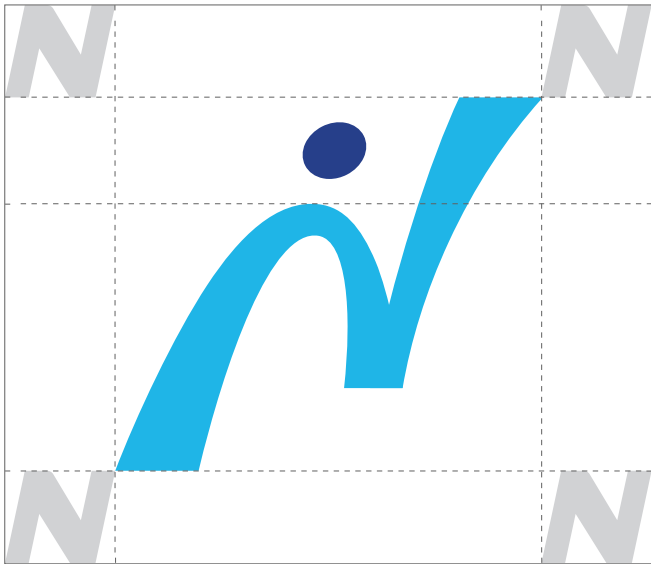


Vietnamese version



The N Motif

The N motif, taken from the first letter of the word “Navigos”, is stylised to convey the message of “human-focus”. The stylised N resembles a person leaping forwards and upwards to the future, indicating career progress and acceleration. The different hues of blue is meant as an homage to en-Japan – Navigos Group’s parent company.



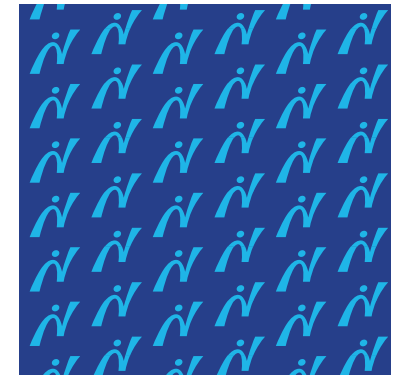
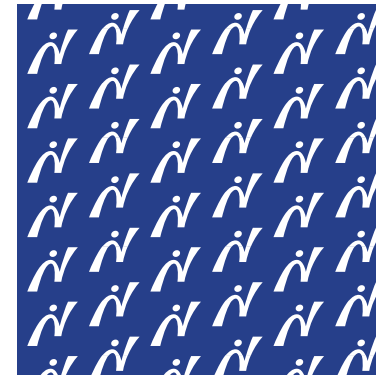
Brand Graphic Logo

For media publications, there are 3 different customizations for brand graphic logo. These customizations will be used to strengthen and iconize the logo visual into viewers' mind such as partners and customers.



Brand Graphic Pattern

For media publications, there are 2 different customizations for brand graphic pattern. These customizations will be used to strengthen and iconize the logo visual into viewers' mind such as partners and customers.



Navigos Pattern 01

Navigos Pattern 02

Navigos Pattern 03

Corporate Color

Primary color

Primary color is always included in visual to ensure Brand identity. While primary color is a must, it does not need to be the main color of the visual in order not to limit creativity in various types of visuals or campaign.

DARK BLUE C 100 M 90 Y 15 K 0 R 23 G 60 B 165	LIGHT BLUE C 70 M 7 Y 2 K 0 R 0 G 180 B 247		
WHITE C 0 M 0 Y 0 K 0 R 255 G 255 B 255	GREY C 0 M 0 Y 0 K 30 R 190 G 190 B 190	DARK GREY C 0 M 0 Y 0 K 80 R 96 G 96 B 96	BLACK C 0 M 0 Y 0 K 100 R 0 G 0 B 0



Secondary colors

The secondary colors set supports to highlight N primary color while maintaining a vibrant look. Vibrant secondary colors add freshness and vibrant vibe to our communications, illustrations and graphics.

GREEN C 60 M 0 Y 90 K 0 R 111 G 202 B 82	LIME C 30 M 0 Y 90 K 0 R 194 G 221 B 73
TEAL C 90 M 40 Y 30 K 0 R 0 G 127 B 158	CYAN C 60 M 5 Y 5 K 0 R 75 G 192 B 232
RED C 20 M 100 Y 100 K 0 R 203 G 31 B 37	ORANGE C 0 M 70 Y 100 K 0 R 250 G 114 B 34
MAGENTA C 30 M 100 Y 50 K 0 R 188 G 32 B 94	PINK C 0 M 80 Y 10 K 0 R 245 G 87 B 149

