

Other symbols in Vietnamese culture include.

- Bamboo
- Music
- Banyan Trees / rice fields.
- Mostly Rural symbols.

Balance of maiun Buddhism and balance and intyegraton between many Buddhist beliefs. Pure Land Buddhism in the Common People. There is also a combination with Taoist Buddhism. Aspects of self lilberation.

Folklore and music are indicative of a "rich moral life".

National Emblem.
Round Shape.
Red with Yellow.
5 point Yellow Star.
Solidarity of the country.
Bright Future led by the communist party.

Combines with Pentagram on National Flag.

5 Points to represent the 5 main classes

intellectuals / farmers / workers / businessmen / military.
This is also indicative of the the solidarity of and the nation as a whole.

Two Rice Water Shoots : agriculture
Gear for Industry: Industry



The combination of these two due to process development for whole country.

Purity and enlightenment / commitment and optimism

Flower of the dawn
Lotus – 8 point lotus

"herat of beings is like an unopened lotus" esoteric Buddhism
Eight petals represent the nobile 8 fold path

8 Petals then 2 / 4 / 6 / 10 / 12 / 16 / 1000



TH  trueemart

Together With Time
National and Cultural and personal state of mind.

True Hapiness

Bank's philosophy
"Pure heart lighting like a star"

Symbol

Simple

Wordmarque

Wordmarque underpinned by Ngu sac

Bank's philosophy "Pure heart lighting like a star"
also requires new visual.

To work within TH Group / Family ?

client comments

Colours as per V1 Guides



Primary colours in example



Trigrams and their associated Feng Shui Colors

- Zhen – Wood – Green
- Xun – Wood – Green
- Li – Fire – Red or purple
- Kun – Earth – Tan or light brown
- Dui – Metal – White or silver
- Qian – Metal – White or silver
- Kan – Water – Blue or black
- Gen – Earth – Tan or light brown

philosophy of the five basic elements called ngu hanh (metal, wood, water, fire, earth)

Complimentary to muted suggested palette

Harmony of Colour in the East, not only combinations of similar colours but also of contrast ones are praised, because both the tuong sinh and the tuong khac are present.

Birth	Opposition
Light	Shade
Yang	Yin

Fire Element (forceful energy) – The colors that represent the element of fire (expansion and transformation) are red and orange or any other bright color that bounces light and energizes. The shapes that create the energy of fire are angular such as pyramids, triangles, diamonds, and sunbursts. These shapes send energy quickly in all directions and therefore create movement and change.

Earth Element (grounding and support) – The element Earth is associated with muted tones such as yellows and brown. These colors slow the energies. Shapes of the earth energy are squares and rectangles; they are horizontal shapes that encourage the grounding of energy. Changing artwork and windows from portrait to landscape can increase the earth energy in a home.

Wood Element (personal growth) – This element encompasses colors that are clear and energizing. These colors are greens associated with growth and purples inviting abundance. Wood represents energy that moves vertically and is therefore associated with cylinders and columns.

Water Element (release and renewal) – The element of water is expressed in dark blues and black. These colors invite personal wisdom. The energy of water element is represented by any shape that produces flow. Still water energy is represented by any shape that would hold water and creates a womb like effect. Moving water shapes are drawn as cascades or ripples. This energy flows to the sides and down.

Metal Element (mental power) – The metal element is introduced through the colors of white, silver and gray. These colors are sharp and influence intelligence. The metal colors are also represented by the powerful rainbow and bring both healing and creativity. The circle is the shape that brings in the metal element. In a circle, energy is constantly moving in an expanding cycle sending energy outward. This flow of energy often brings individuals into a collective commune.

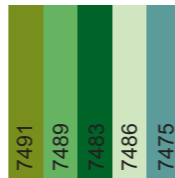
Ngu sac - The 5 colours

- White (Metal)
 - Green (Wood)
 - Yellow (Earth)
 - Red (Fire)
 - Black (Water)
- Currently Retail V1 Guides

Also seen as **personal growth**.
Possible re Retail Banking BU ?

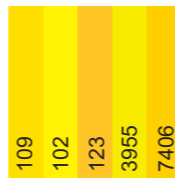
Green (Wood)

Feng Shui
Zhen – Wood – Green
Xun – Wood – Green



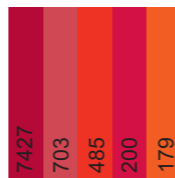
Yellow (Earth)

Feng Shui
Kun – Earth – Tan or light brown



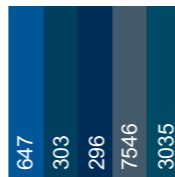
Red (Fire)

Feng Shui
Li – Fire – Red or purple



Black (Water)

Feng Shui
Kan – Water – Blue or black



Blue can interchange with Black
So... should Coporate / SME be Blue in this case ?

Suggestion of colour change for BU

POTENTIAL ISSUE

Earth is Yellow in Ngu Sac
Sun is not an element
Fire is Red and an element.
Li (Fire in Feng Shui) is Red / Purple

The sunrise is the symbol of Fire element.

From V1 Guides:
Gold - A cousin to **golden yellow is associated with the Sun** which is a symbol of happiness, success, attainment, prosperity and true friends. Gold is intimately linked with Divinity and those gods associated with the Sun. It symbolizes wealth and success.

Corporate Colour V1 Guide

Yin Colors & Feng Shui

Yin colors according to Feng Shui are the colors that bring about healing and relaxation. The relation between colors and Feng Shui can be better understood by taking the example of some colors as given below.

Blue: Blue color according to Feng Shui has yin energy. It is calm and soothing. This color has great significance in Feng Shui as it reflects love as it heals and relaxes. Blue creates a feeling of peace and trust. Since it is the color of the sea and sky, Feng Shui associates it with adventure and exploration. Navy blue is the color of intellect and wisdom.

Black: Black color in Feng Shui symbolizes money and income, black is great for careers, especially when combined with metal. It is the Feng Shui color of emotional protection and power.

Purple: Purple, the color that lies at the end of the spectrum, has a great significance in Feng Shui. The color is excellent for physical and mental healing and Feng Shui associates it with spiritual awareness.

White: In Feng Shui the white color represents poise, confidence and purity. Because of its yin energy, Feng Shui uses this color mostly in combination with gold or silver to generate an calm atmosphere.

The other yin colors of Feng Shui are pink and green. These colors also have their individual properties that are used in Feng Shui practice.

Yang Colors and Feng Shui

Yang colors according to Feng Shui belong to tend to be fire and wood elements. Feng Shui believes that these are the colors that provide you the enthusiasm or the positive energy required to do something or be motivated. The description that Feng Shui provides for each color is given below to help you in using them for your advantage.

Yellow: Yellow color in Feng Shui is considered to be as auspicious as red. Yellow represents sunbeams, warmth, motion, cheerfulness and friendliness. However, according to a noted 'Color Feng Shui' consultant, prolonged exposure to large amounts of intense yellow can cause anxiety.

Orange: With a lot of yang energy the orange color has great significance for Feng Shui practice as it strengthens your concentration. You might use this color when your creative well runs dry. Orange color in Feng Shui is used to give you a sense of purpose. Orange is the color of organization.

The other yang colors of Feng Shui are Tan/Beige, Brown, Red, Mauve, Maroon and lavender and gold. Each color has its significance such as money, luck or romance.

Most stable of all the elements.
Earth as in th whole planet
NOT just dirt...

Retail Colour V1 Guide

White (Metal)
Black (Water)
Current selected Purple
The Feng Shui color of royalty.

Green (Yin) - Green is refreshing, nurturing, balancing and normalizing as in being surrounded by the lush green of nature. It is the Feng Shui color of harmony, balance, healing and health; physical, emotional and spiritual. The color is good for growth and expansion, and it is peaceful and calming.

Gold (Yang) - The Feng Shui color of God consciousness

Yellow color in Feng Shui is considered to be as auspicious as red. Yellow represents sunbeams, warmth, motion, cheerfulness and friendliness. "Prolonged exposure to large amounts of intense yellow can cause anxiety."

Red (Yang) - This is the Feng Shui color of good fortune as it attracts recognition and respect for the person who uses it, especially in the winter. A color of confidence, if you ever need one! The color of luck, money, joy, protection and physicalness.

Seen as **expansion and transformation** due to Fire element.
Could make sense to have Coporate / SME as Red or Purple.

Possible re Corporate / SME BU ?

Ngu sac - The 5 colours

“Ngu sac”. It represents the long-lived and stable foundation.

Feast (Vietnamese: cỗ) is a significant event for families or a villages, usually 4 or 6 people for each table (5 people is unacceptable).

Philosophical influences on Vietnamese cuisine

Yin Yang balance

The principle of yin and yang is applied in selecting the ingredients of a dish and the dishes of a meal, in matching dishes with seasonal or climatic conditions, with the prevalent environment and with the current physical well-being of the diners.











Five element correspondence

Vietnamese cuisine is influenced by the Asian principle of five elements and Mahābhūta.

Many Vietnamese dishes include five spices (Vietnamese: ngũ vị): spicy (metal), sour (wood), bitter (fire), salty (water) and sweet (Earth), corresponding to: five organs (Vietnamese: ngũ tạng): gall bladder, small intestine, large intestine, stomach and urinary bladder.

Vietnamese cooks try to have five colours (Vietnamese: ngũ sắc): white (metal), green (wood), yellow (Earth), red (fire) and black (water) in their dishes.

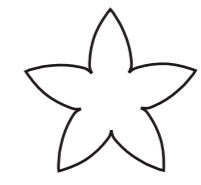
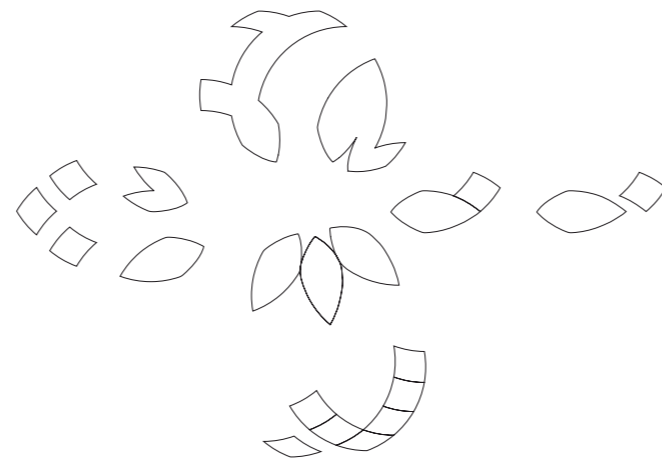
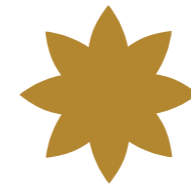
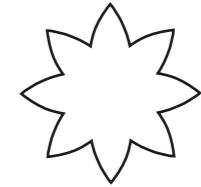
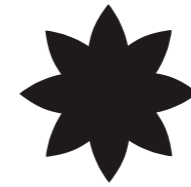
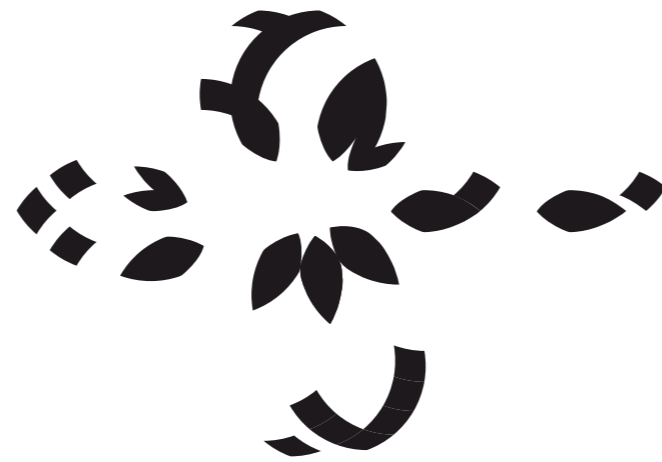
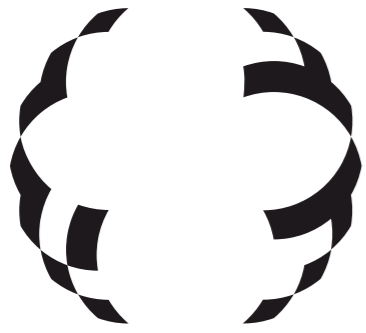
Dishes in Vietnam appeal to gastronomes via five senses : five spices detected on the tongue....

	Primary colours in example	Colours as per V1 Guides	
Black (Water)		 	Money and income
		Feng Shui Kan – Water – Blue or black	
White (Metal)			Confidence and purity
Yellow (Earth)			Grounding and Supportive
	As auspicious as red. Represents sunbeams, warmth, motion, cheerfulness and friendliness.	God consciousness	
Red (Fire)			Seen as expansion and transformation due to Fire element. Could make sense to have Coporate / SME as Red or Purple.
		Feng Shui Li – Fire – Red or purple	
Green (Wood)		Green is not used in V1 Guide	Also seen as personal growth . Possible re Retail Banking BU ?



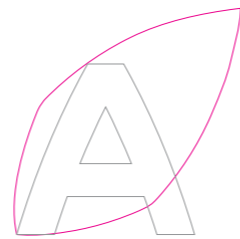
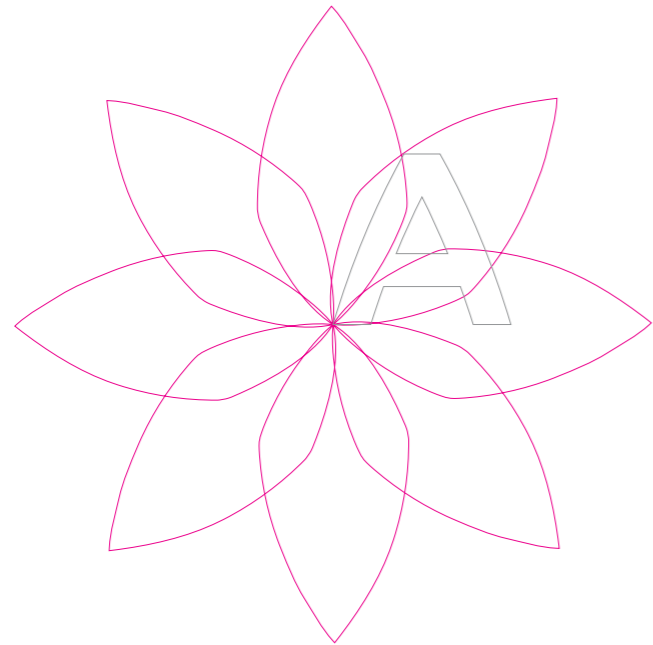
BACABANK

A K

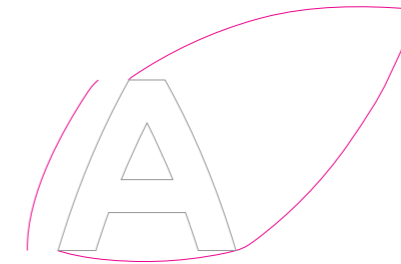
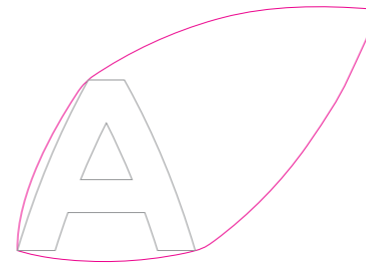


BACABANK

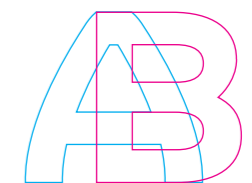
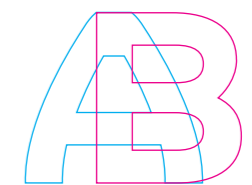
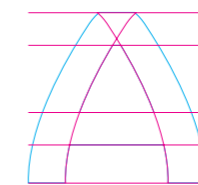
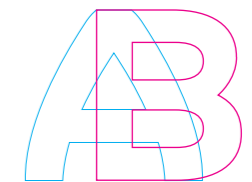
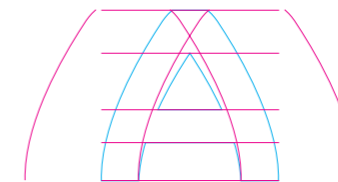
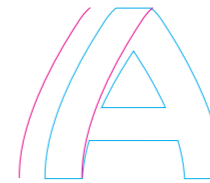
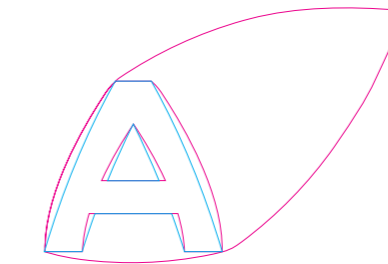
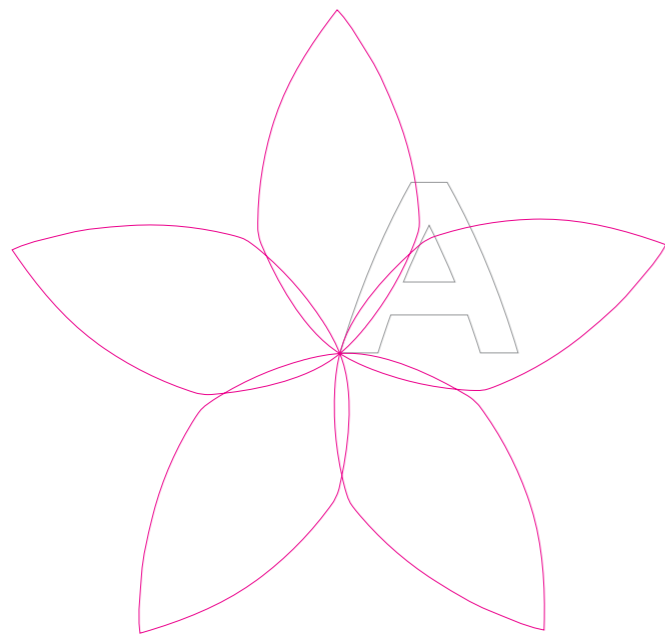
8 Petal Lotus Angle

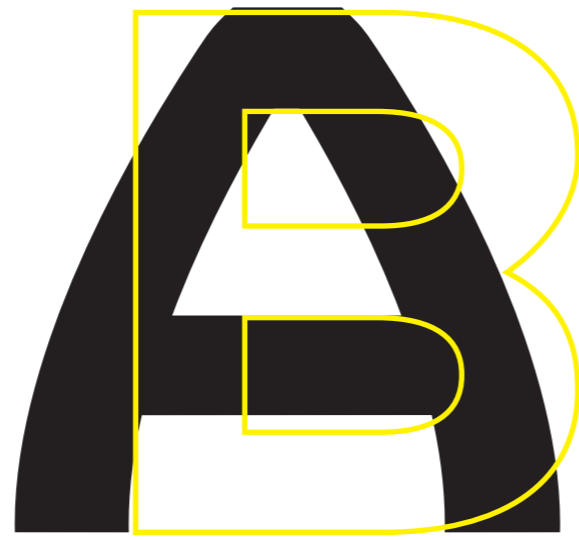
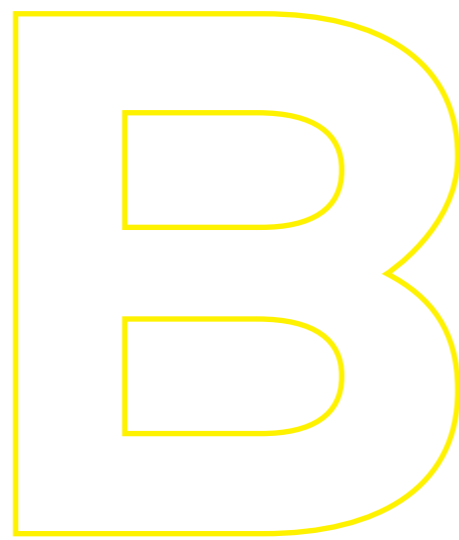


Lower curve of petal is the X height then angled to touch.



5 Star as 5 Pillars of Society Angle





BACABANK

BA BACABANK

BACABANK

BACABANK

BACABANK

BACABANK

BACABANK

BACABANK

BACABANK

BACABANK

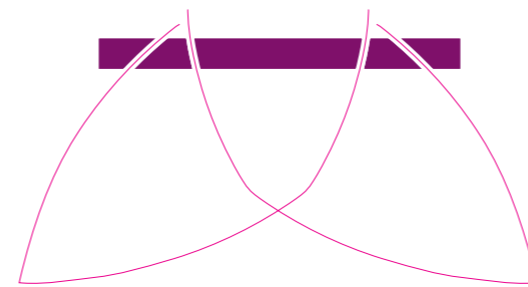
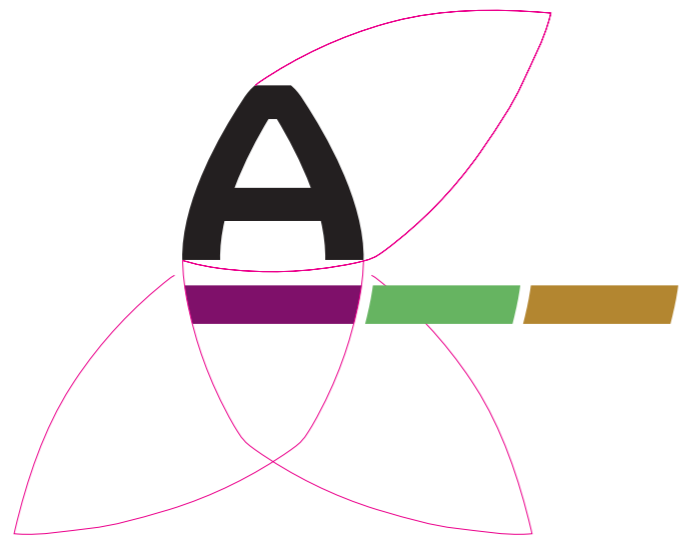
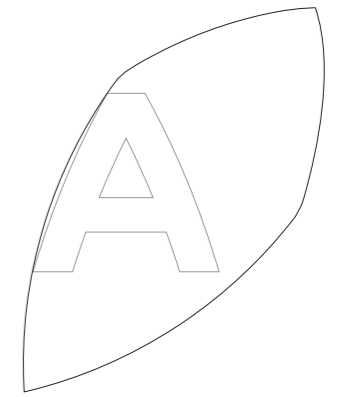
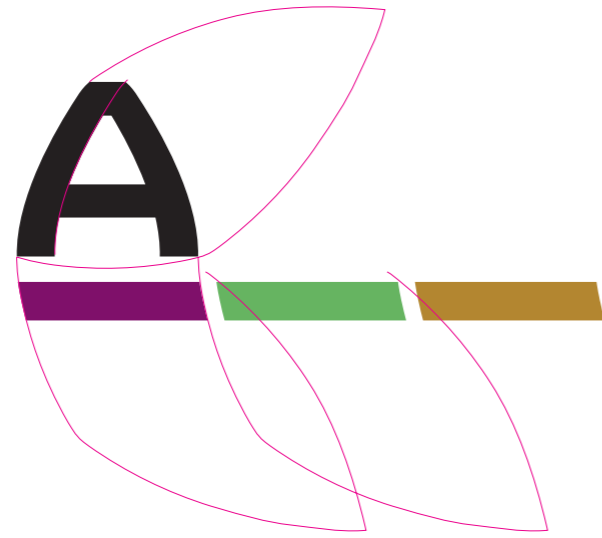
~~**BACABANK**~~

~~**BACABANK**~~

BACABANK

~~**BACABANK**~~

~~**BACABANK**~~



Mãi mãi cùng thời gian

BACABANK



BACABANK

Mãi mãi cùng thời gian

Mãi mãi cùng thời gian

Mãi mãi cùng thời gian

K

ời gian

ời gian

ời gian

BACABANK

Mãi mãi cùng thời gian

K

ời gian

BACABANK

The logo features the word "BACABANK" in a bold, black, sans-serif font. Above the letters "A", "B", and "A" are three horizontal bars in purple, green, and gold respectively. A pink outline of a leaf is positioned behind the text, overlapping the "A" and "B" bars.

BACABANK

The logo features the word "BACABANK" in a bold, black, sans-serif font. Above the letters "A", "B", and "A" are three horizontal bars in purple, green, and gold respectively.

BACABANK
Mãi mãi cùng thời gian

The logo features the word "BACABANK" in a bold, black, sans-serif font. Above the letters "A", "B", and "A" are three horizontal bars in purple, green, and gold respectively. Below the text is the slogan "Mãi mãi cùng thời gian" in a smaller, grey font.

BACABANK
Mãi mãi cùng thời gian

The logo features the word "BACABANK" in a bold, black, sans-serif font. Above the letters "A", "B", and "A" are three horizontal bars in black. Below the text is the slogan "Mãi mãi cùng thời gian" in a smaller, grey font.

BACABANK



BACABANK



BACABANK

Mãi mãi cùng thời gian



BACABANK

Mãi mãi cùng thời gian



BACABANK

Mãi mãi cùng thời gian



BACABANK



BACABANK



BACABANK



Mãi mãi cùng thời gian

BACABANK



Mãi mãi cùng thời gian

**BACABANK**
Mai mãi cùng thời gian

**BACABANK**

**BACABANK**

**BACABANK**
Mai mãi cùng thời gian

**BACABANK**

**BACABANK**

**BACABANK**
Mai mãi cùng thời gian

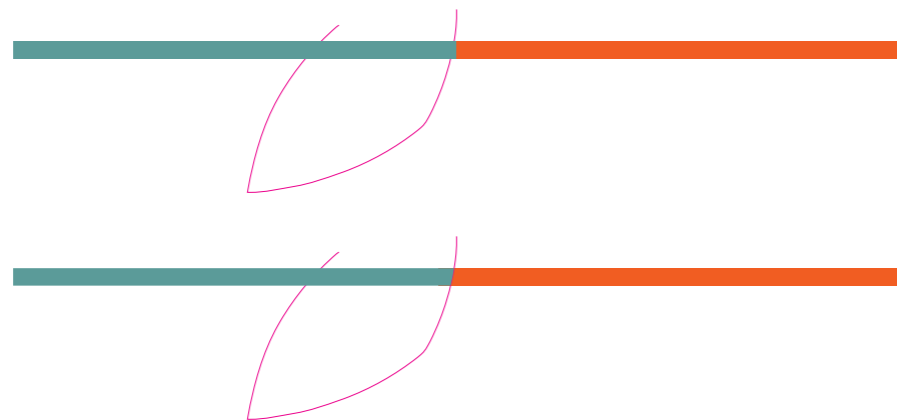
**BACABANK**
Mai mãi cùng thời gian
Mai mãi cùng thời gian

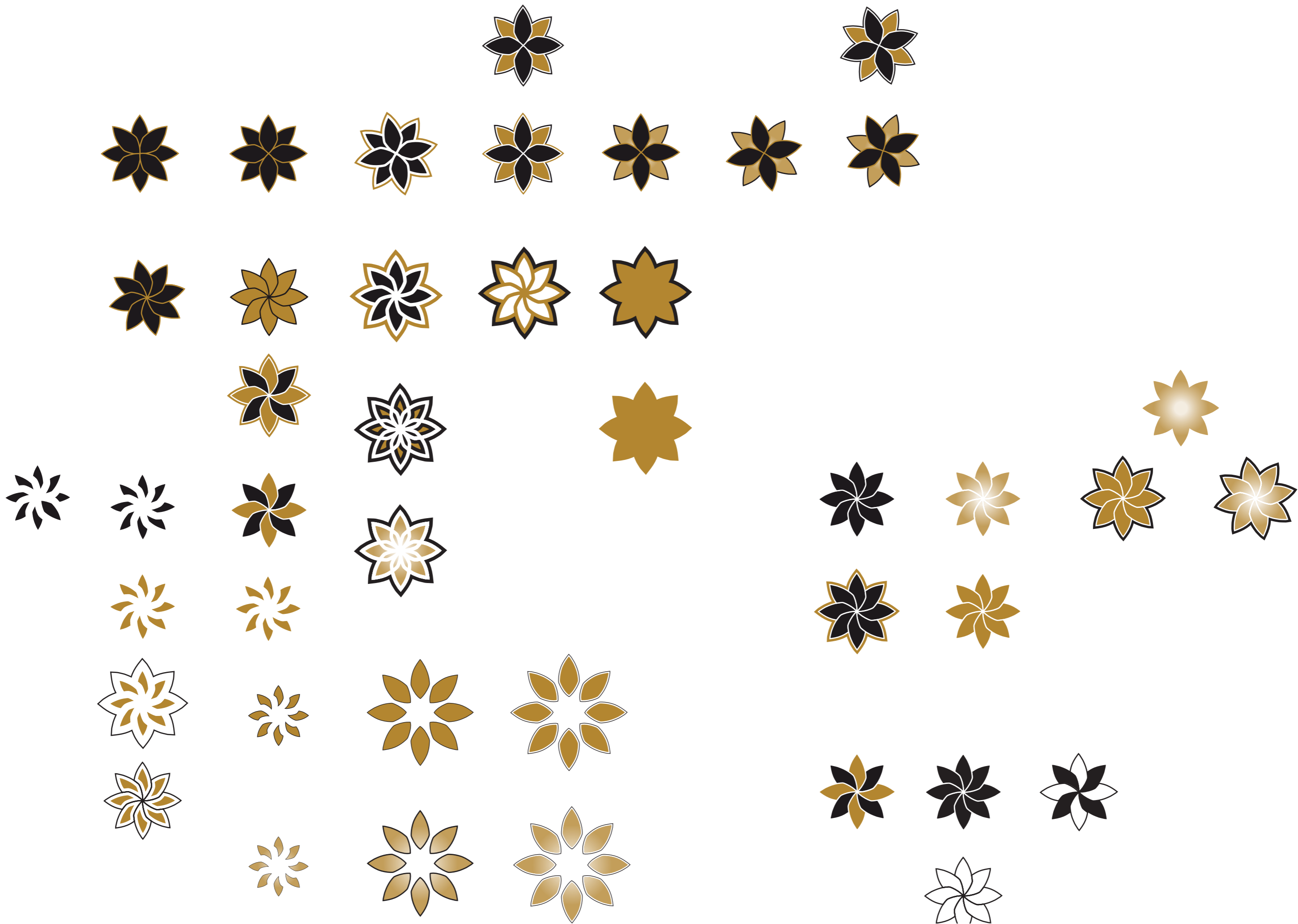
**BACABANK**



literal

**BACABANK**





BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian

BACABANK
Mãi mãi cùng thời gian



BACABANK
Mãi mãi cùng thời gian



BACABANK
Mãi mãi cùng thời gian



BACABANK
Mãi mãi cùng thời gian



BACABANK
Mãi mãi cùng thời gian





BACABANK

Mãi mãi cùng thời gian

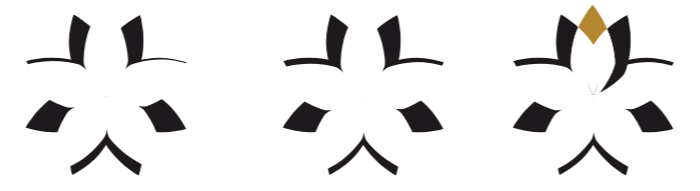
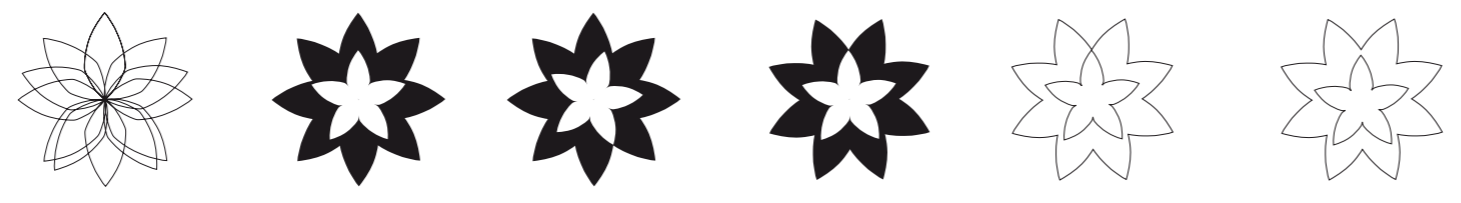
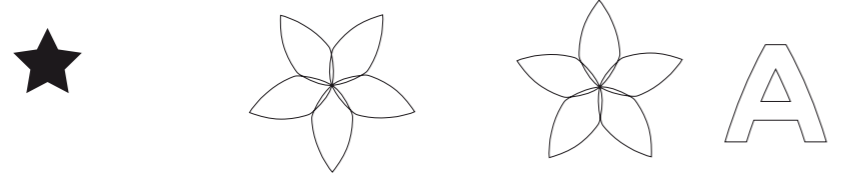


Ngu Sac would be represented in part through the logotype and in full by Business Unit usage.

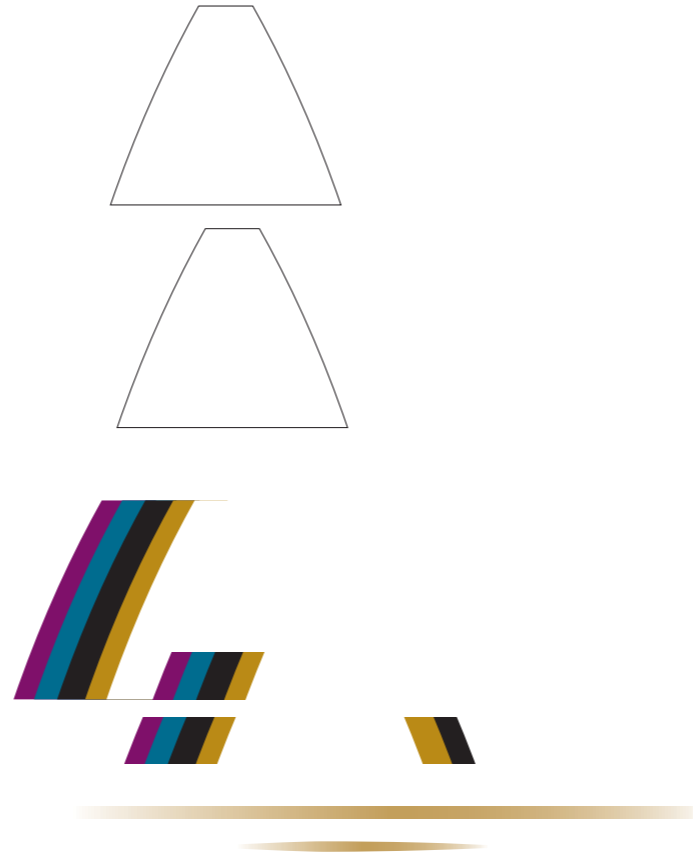


8 point multi layer with 5 star overlay will be too complicated and intense









Trigrams and their associated Feng Shui Colors



Primary colours in example



BACABANK

