

# Corporate Identity Guidebook

Last update: February 2010



**VIVABLAST**  
INDUSTRIAL ASSETS LIFE SOLUTIONS





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# VIVABLAST

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## STANDARDS

### ■ Foreword

This document aims to give to the reader or any one who has to create a Vivablast document the main guidelines and rules to display Vivablast corporate identity.

As this document may be updated regularly, please refer to Sales & Marketing Team to make sure you are using the latest version, or if you have any questions.

Any external marketing document should be approved by Sales & Marketing team before release.

### ■ Vivablast Communication General Objectives

#### ■ To express Vivablast's brand foundation through its main characteristics:

- **Who we are:** Vivablast is a global industrial assets life solutions provider operating in Vietnam and its neighboring countries. For more than 15 years, we have been servicing industry leaders in major regional industrial projects from construction phase to maintenance programs. Our vertical expertise includes all industry sectors and particularly oil & gas, power & utilities, marine and manufacturing industries.
- **Our Vision:** To be the most preferred & trustful solutions provider for industrial assets preservation
- **Our Mission:** To secure, protect, maintain, sustain industrial assets through efficient and reliable specialty services and integrated solutions
- **Our values:** safety, sustainability, ethics, results, reliability, passion

#### ■ To efficiently support Vivablast's development amongst targetted companies and industries:

- Regional leaders in following industries industrial sector in general, civil works sector, agro-industrial sector (including food and beverage), power generation sector, manufacturing sector, oil and gas sector (onshore), offshore exploration and production sector, petrochemical sector, cement manufacturing sector (including construction materials, ships building sector)
- Foreigners customers and mostly French, German, Japanese, Korean, Vietnamese, Australians, Norwegian, British, Malaysian, Singaporean.
- Major VN projects with VN major VN players and their subsidiaries
- Scope of action: VN + neighboring countries

### ■ Creative Guidelines

#### ■ Key elements:

- A constant visual signal : red square with VB
- A focus on the brand name
- Give metal color more presence
- A constant base line
- A slogan
- Withdraw reference to homeland for international development

#### ■ Style:

- Modern
- Contemporary
- Dynamic
- Movement
- Human

# 1.1 GRAPHIC SYSTEM

---

## 1.1.1 Graphic Signature

### ■ a. Signature elements & contents

- 3 indispensables elements



- 1 client promess

**anytime . everywhere . everyday . preserving your assets**

### ■ b. Graphic guidelines

- White background
- Color bars usage

## 1.2 LOGO SIGNATURE

### 1.2.1 Vivablast Logo

#### ■ a. Logo basic guideline

##### ■ Logo elements proportion



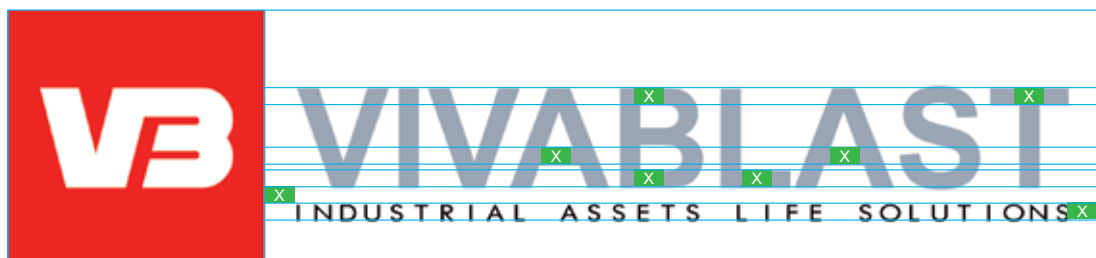
##### ■ Minimum free space around logo



#### ■ b. Logo construction



- is the exact height of the baseline.
- is the exact height of every horizontal bars of letters of the brandname.
- is the space between the brandname and the baseline.



**A**

- is the exact height of the top bar of the letter B in the watermark logo.
- is the space on the right and on the left to center the VB of the watermark logo.
- is the space on the right and on the left to center the brandname and the baseline.
- is the minimum free space around the logo.
- is the exact height of the red bar we find in some others applications.



**B**

- is half of the height of the VB of the watermark logo and of the brandname.



**C**

- is the height of the space above and below the VB of the watermark logo and of the brandname.

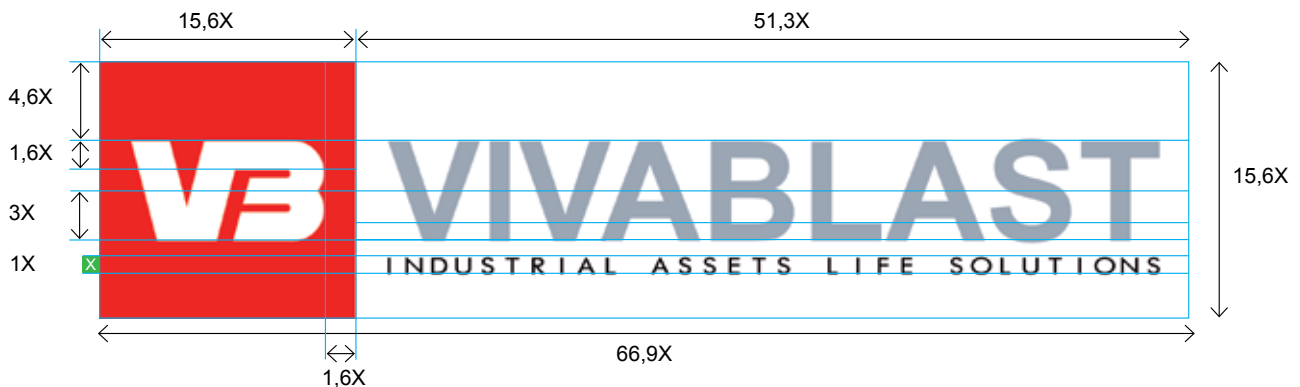


■ c. Logo dimension



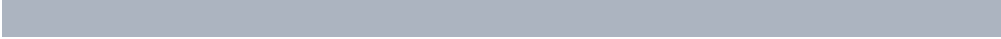
**A=1.6X**

**B= 3X**

**C= 4.6X**



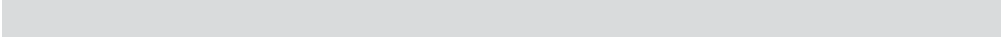


## ■ d. Logo color palette

		
<b>RGB #FF0800</b>		<b>Color Chart</b>
		RGB 255, 8, 0
		CMYK 0, 97, 100, 0
		HSV 2°, 100%, 100%
		HSL 1, 255, 128
		
<b>RGB #000000</b>	Websafe 000000	<b>Color Chart</b>
	NCS B	RGB 0, 0, 0
	black	CMYK 0, 0, 0, 100
	gray 0	HSV 0°, 0%, 0%
	grey 0	HSL 0, 0, 0
	Grayscale 0%	
		
<b>RGB #96B5C9</b>		<b>Color Chart</b>
		RGB 150, 181, 201
		CMYK 25, 10, 0, 21
		HSV 204°, 25%, 79%
		HSL 144, 82, 176

## ■ e. Complementary color palette

These color bars can be used as a complimentary visual element in select communication materials (sample in succeeding pages).

		
<b>RGB #333333</b>	Websafe 333333	<b>Color Chart</b>
	gray 20	RGB 51, 51, 51
	grey 20	CMYK 0, 0, 0, 80
	Grayscale 20%	HSV 0°, 0%, 20%
		HSL 0, 0, 51
		
<b>RGB #8C8C8C</b>	gray 55	<b>Color Chart</b>
	grey 55	RGB 140, 140, 140
	Grayscale 55%	CMYK 0, 0, 0, 45
		HSV 0°, 0%, 55%
		HSL 0, 0, 140
		
<b>RGB #CCCCCC</b>	Websafe CCCCCC	<b>Color Chart</b>
	NCS 2000-N	RGB 204, 204, 204
	gray80	CMYK 0, 0, 0, 20
	grey80	HSV 0°, 0%, 80%
	Grayscale 80%	HSL 0, 0, 204

### ■ Important reminders

No copy or visual element to occupy free space around brand logo.

Transformations of the logo are not allowed. It must never be skewed, distorted, warped, rotated or re-shaped in perspective.

The proportion of the color bars must not be altered and proportions should be used consistently across all applications.

■ f. Grey & White logo option ( Black & White situation)



<b>RGB #000000</b>	Websafe 000000 NCS B black gray 0 grey 0 Grayscale 0%	<b>Color Chart</b> RGB 0, 0, 0 CMYK 0, 0, 0, 100 HSV 0°, 0%, 0% HSL 0, 0, 0
--------------------	--	---

<b>RGB #333333</b>	Websafe 333333 gray 20 grey 20 Grayscale 20%	<b>Color Chart</b> RGB 51, 51, 51 CMYK 0, 0, 0, 80 HSV 0°, 0%, 20% HSL 0, 0, 51
--------------------	---	---

<b>RGB #8C8C8C</b>	gray 55 grey 55 Grayscale 55%	<b>Color Chart</b> RGB 140, 140, 140 CMYK 0, 0, 0, 45 HSV 0°, 0%, 55% HSL 0, 0, 140
--------------------	-------------------------------------	---

## 1.2.2 Fonts

Arial:

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@&\*(!+~?/!

Arial bold:

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890@&\*(!+~?/!**



## 1.2.3 Logo Watermark

- a. Color Logo watermark



- b. Grey & White Logo watermark



# 1.3 ■ OTHER ELEMENTS

## 1.3.1 Images & Pictures Guidelines

### ■ a. Do

- Use image to depict a true, professional, competent environment, whether showing an individual or a team (only Vivablast people).
- Only use Vivablast projects pictures.

**People**  
only from Vivablast Staff  
with a clear identification



**Work landscape**  
only from Vivablast projects



**Work environment**  
only from Vivablast projects



**Black & White photographs**  
only from Vivablast projects



### ■ b. Don't

- Show images from image data bank
- Situate the members in an informal setting or environment

**People**  
unpersonnal business situation

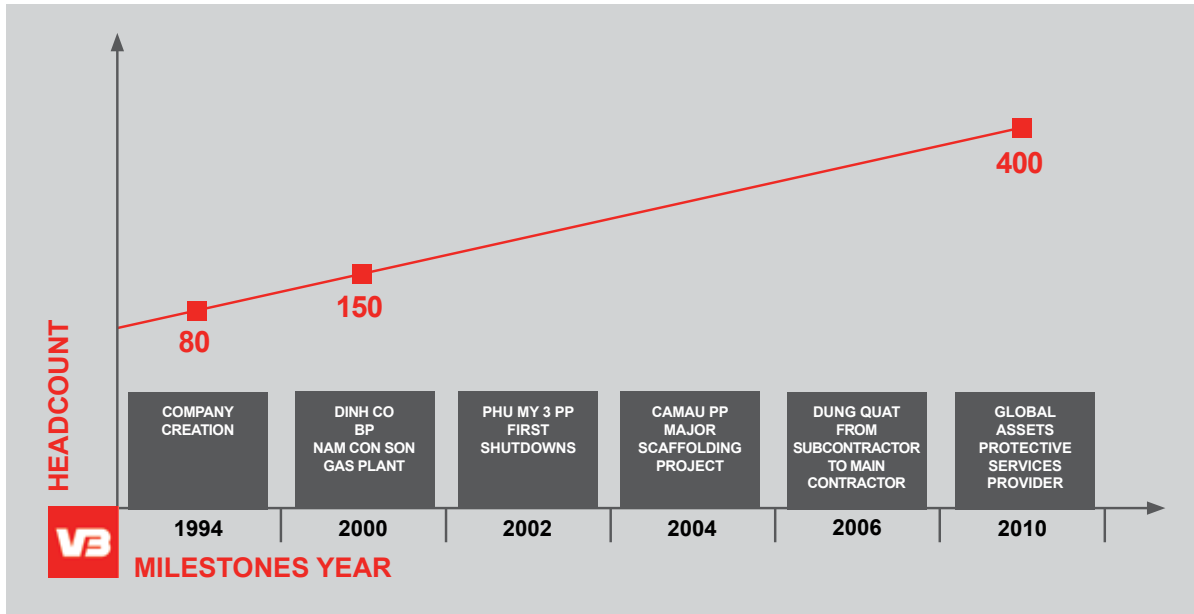


**Work environment**  
picture of landscape that cannot identify  
any work from Vivablast



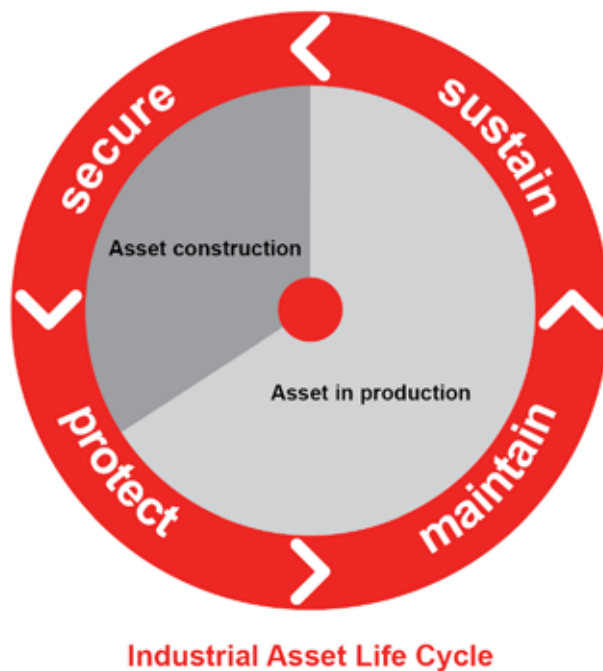
## 1.3.2 Charts & Graphs

### ■ a. Bar chart sample

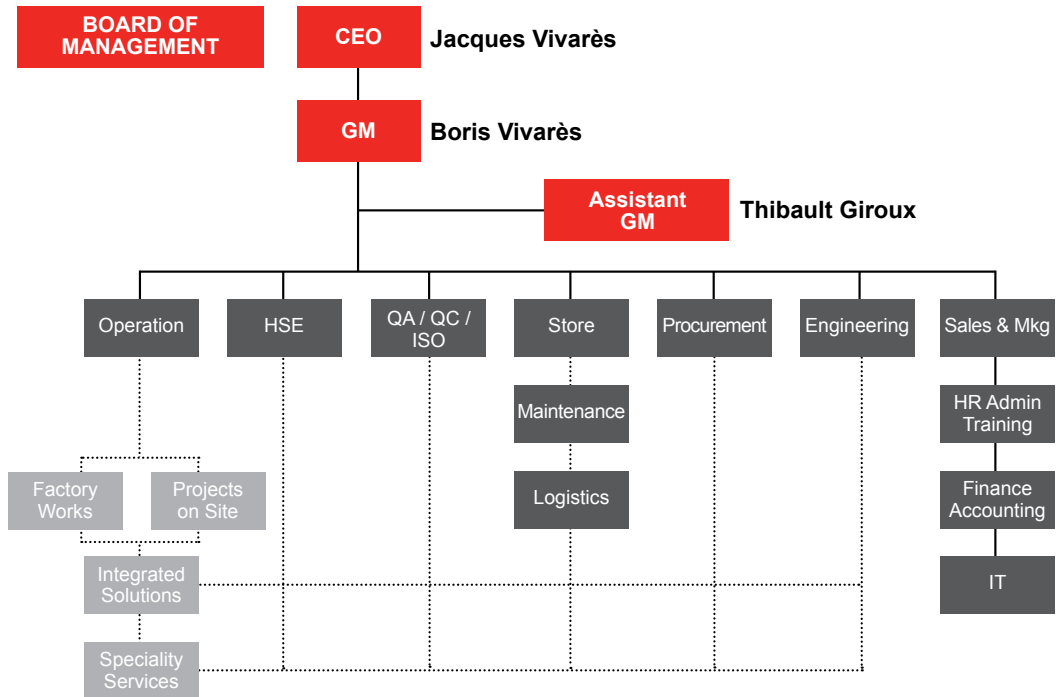


VIVABLAST - HEADCOUNT EVOLUTION & KEY DEVELOPMENT MILESTONES

### ■ b. Pie Chart sample



■ c. Org chart sample

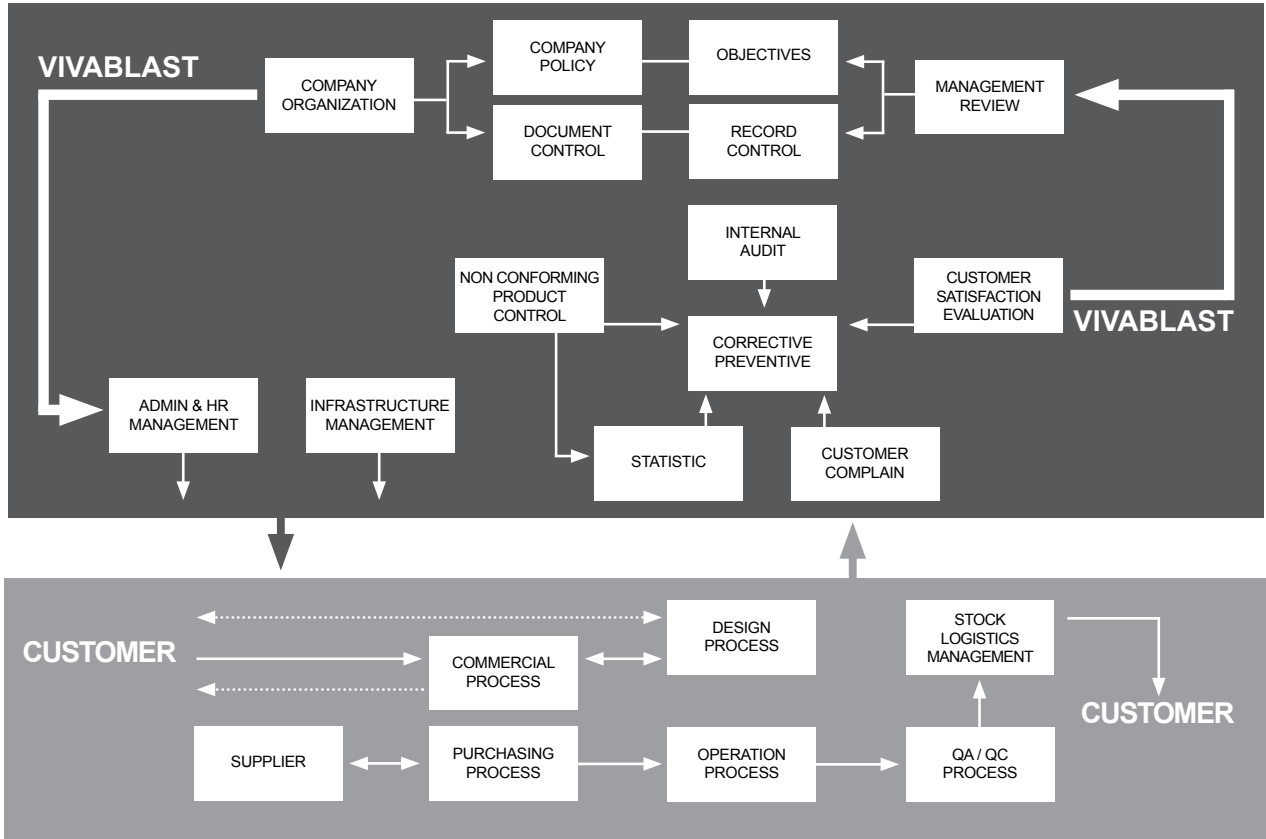


■ d. Table chart sample

YEAR	2006		2007		2008		2009	
INCIDENT / ACCIDENTS	Number	Frequency %	Number	Frequency %	Number	Frequency %	Number	Frequency %
Fatalities	0	0	0	0	0	0	0	0
Near Misses	6	0.0167	2	0.0056	5	0.0139	5	0.0139
Unsafe Acts/ Unsafe Conditions	11	0.0306	15	0.0417	12	0.0333	12	0.0333
First Aid Case	3	0.0083	2	0.0056	3	0.0083	1	0.0028
Medical Treatment Case	2	0.0056	1	0.0028	2	0.0056	2	0.0056
Restricted Work Case	0	0	0	0	0	0	0	0
<b>LOST TIME INJURY (Day)</b>	<b>17</b>	<b>0.0472</b>	<b>5</b>	<b>0.0139</b>	<b>46</b>	<b>0.1278</b>	<b>39</b>	<b>0.1083</b>
Motor Vehicle Accident	2	0.0056	1	0.0028	1	0.0028	0	0
Equipment / Property Damage	0	0	2	0.0056	1	0.0028	5	0.0139
Environment / Incident / Spills	1	0.0028	4	0.0111	3	0.0083	4	0.0111
<b>MAN HOUR WORKED - Company / Project (MHW)</b>	<b>446,695</b>	<b>1,240.82</b>	<b>742,073</b>	<b>2,061.31</b>	<b>1,233,131</b>	<b>3,425.36</b>	<b>908,389</b>	<b>2,523.30</b>
STOP HAZARD Observation Cards	0	0	1	0.0028	1	0.0028	5	0.0139
Emergency Drills	20	0.0556	12	0.0333	12	0.0333	10	0.0278
Tool Box Talk Meeting (Weekly)	127	0.3528	212	0.5889	208	0.5778	191	0.5306
Safety Meetings (Daily)	688	1.9111	1,138	3.1611	1,132	3.1444	1049	2.9139
Site Inspections (Monthly)	25	0.0694	26	0.0722	30	0.0833	82	0.2278
Risk Assessment	12	0.0333	7	0.0194	6	0.0167	15	0.0417
Safety Audits (Internal)	2	0.0028	2	0.0056	2	0.0056	1	0.0028
Safety Induction / Awareness Trainings (Monthly)	14	0.0056	234	0.65	403	1.1194	77	0.2139
Development & Progress of HSE Plan (Yearly)	0.75		0.7		0.8		0.8	
<b>LTI Rate*</b>	<b>3.8</b>		<b>0.7</b>		<b>3.7</b>		<b>4.3</b>	

\* LTI Rate = (LTI x 100,000) / MHW  
 Frequency / Day (= Number / 360 days)

■ e. Flow chart sample





# APPLICATION

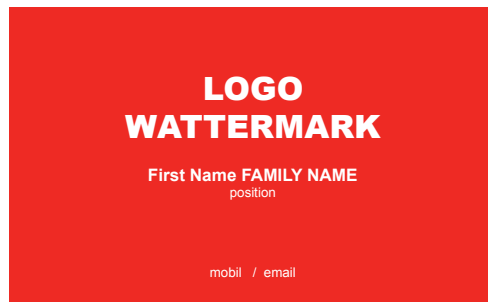
## STANDARDS

## 2.1 EXTERNAL COMMUNICATIONS

### 2.1.1 Business Cards

#### a. Guidelines

- Dimensions 9cm x 5.5cm



#### b. Examples

front



back



## 2.1.2 Corporate Brochure

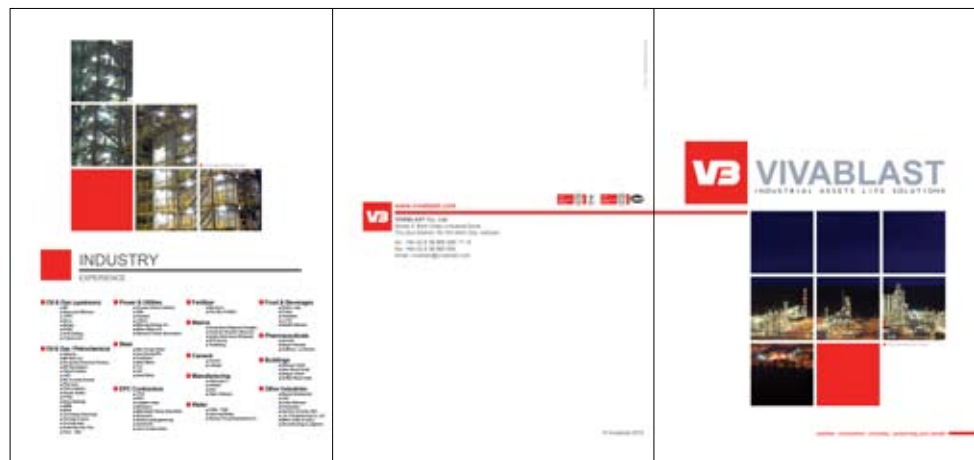
### ■ a. Guidelines

- Printing version: 630 mm x 297 mm, 3 A4 pages/side
- Web and PDF version: 6 pages in A4 paper
- Paper: 300 g for printed version

### ■ b. Examples

- Printing version:

outside



inside



- Printing version:

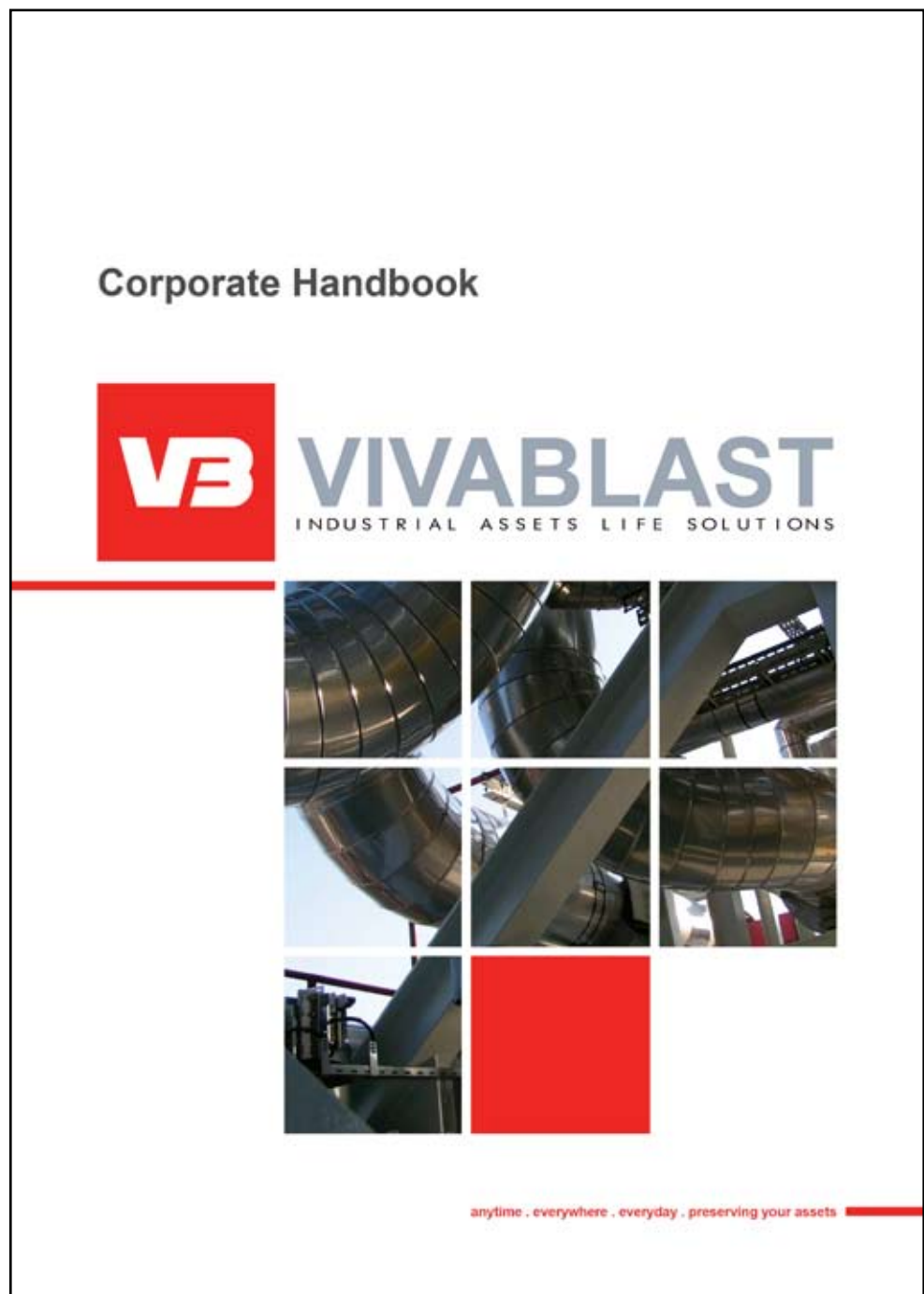


## 2.1.2 Corporate Handbook

### ■ a. Guidelines

- Printing version: 210 mm x 297 mm, 60 A4 pages
- Web and PDF version: 60 pages in A4 paper
- Paper for printed version: 300 gsm for cover & 120gsm for inside pages

### ■ b. Examples







**" We design and deliver professional services & integrated solutions to preserve our Clients' assets sustainably."**



anytime . everywhere . everyday . preserving your assets

## COMPANY PROFILE

### About us

Vivablast is a global industrial assets life solutions provider operating in Vietnam and its neighboring countries. For more than 15 years, we have been serving industry leaders in major regional industrial projects from construction phase to maintenance programs. Our service expertise includes all industry sectors and particularly oil & gas, power & utilities, marine and manufacturing industries.

### Our mission

We design and deliver professional services to preserve our Clients' assets sustainably. Our mission is to secure, protect, maintain and sustain industrial assets through efficient and reliable specialty services and integrated solutions.

### Our vision

Our vision is to be the most preferred and trusted solutions provider for industrial assets preservation. As a leading industrial services provider operating for more than 15 years from Vietnam, we have already played an active role into the sustainable industrial development of Vietnam and we will continue. As a responsible corporate citizen, we promote safety and ethics in our working and business environments.

### Preserving your assets

#### Anytime

From construction phase to maintenance programs, shutdowns and outages, we assess, design and execute the right technical solutions, maximizing industrial assets life.

#### Everywhere

From our base in Vietnam, we operate onshore and offshore in South-East Asia supporting our Customers wherever they need.

#### Everyday

Driven by our values and code of business conduct, we deliver results-oriented services daily, valuing long-term vision and fair partnerships.

### Our values

#### Safety

Our Teams deliver performance in challenging working conditions. Since protecting their life is our top priority, we enforce HSE international standards through regular trainings.

#### Sustainability

Our solutions are designed for long-term performance. We strive to respect the environment in everything we do.

#### Ethics

We believe business cannot be done sustainably without committing rules of engagement. We do business through transparency, loyalty and integrity for the benefit of all Stakeholders of our projects.

#### Results

Results-oriented, we challenge ourselves everyday to meet our Customers' expectations.

#### Reliability

Managed by experienced Expatriates and Vietnamese, our professional Teams are trained to deliver professional asset life solutions.

#### Passion

We serve our Customers with passion and enthusiasm, valuing spirit of entrepreneurship motivating our Teams since Vivablast's foundation.

VV VIVABLAST

## INTEGRATED SOLUTIONS

SECURE PROTECT MAINTAIN SUSTAIN

### Maintenance programs

As a professional maintenance services provider, we implement a systematic and documented methodology for any maintenance programs.



We mainly proceed to onshore and offshore corrosion, insulation and access surveys to evaluate our Clients' maintenance needs, determine corrective actions as well as procedures to be implemented.

- Our Certified NACE International Coating Inspectors deliver corrosion surveys.
- Our Insulation Specialists perform insulation surveys in compliance with ASTM, ENMAA and BS standards.
- Our CITS Certified Inspectors execute rope access surveys (RS scaffolding).
- Our IRATA trained Specialists execute rope access surveys.

We define and execute labor-made onshore and offshore maintenance programs, based on our assessments on-site. We can dispatch our multi-skilled Technicians to perform several complementary services during outages, shutdowns, overhauls and hook-ups.

- HPI/HP services for a safe surface preparation works onshore and offshore / wet dry blasting.
- Dry blasting and all other types of surface preparation.
- Repair and renewal of all types of protective and marine coatings.
- Removal of damaged insulation systems and reinstallation.
- BS scaffolding, rope access and other types of accesses to perform works at any location.
- Other maintenance services such as thermal sprayed coatings, flux coatings, waterproofing, passive fire protection.

As professional Contractor, we comply with onshore and offshore site regulations in coordination with our Customers (safety, environment, production), providing trained, certified and experienced Technicians as well as proper equipments and materials.



anytime . everywhere . everyday . preserving your assets



### On site quality control & insurance implementation

#### Total Quality Control

As ISO operating Company, our extensive Quality Management Systems defines all procedures and rules enforced in all aspects of our organization, to deliver quality services only.

Our whole organization is oriented towards Total Quality Control. Our Quality Control Inspectors on site enforce international quality standards and our Clients' procedures and specifications.

For each project we undertake, we ensure a proper implementation of our ISO quality procedures. Strict compliance with quality specifications is permanently monitored, recorded on site and reported to our Management.

#### Quality Control Program

Our whole organization fully complies with international quality standards. Our Quality Control Program defining all rules related to daily quality control inspection and documentation is strictly implemented.

Our QA/QC Manager is a certified NACE coating Inspector and supervises our system and equipment inspection inventory.

Our Technicians, Foremen and Supervisors are regularly trained with quality inspection courses and are familiar with quality control instrumentation.

#### Organization, Procedures and specifications

Our QA/QC Inspectors produce quality documentation daily, which is properly checked and recorded by our Project Managers and HSE Officers.

Project documentation and forms are shared by our Project Managers, QA/QC Officers as well as Supervisors.

Each stakeholder on any project can stop work whenever quality is compromised and until corrective actions are defined.

All materials, equipments and tools we purchase meet our ISO quality specifications. We manage material storage and handling in compliance with the highest safety and environmental standards.

VV VIVABLAST

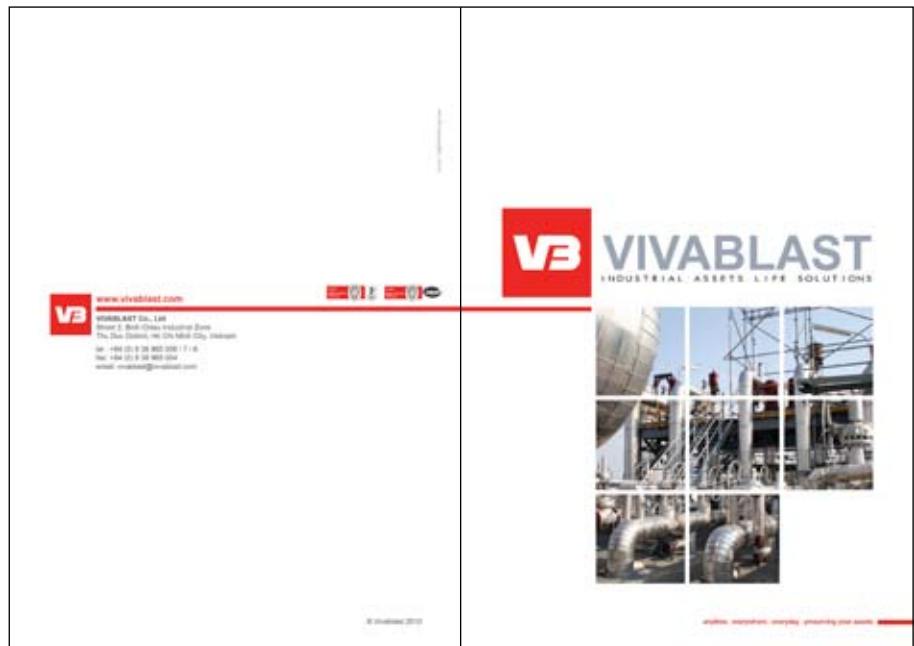
## 2.1.4 Folder

### ■ a. Guidelines

- Printing version: 220 mm x 320 mm
- Paper: 300 g for printed version

### ■ b. Application

cover outside

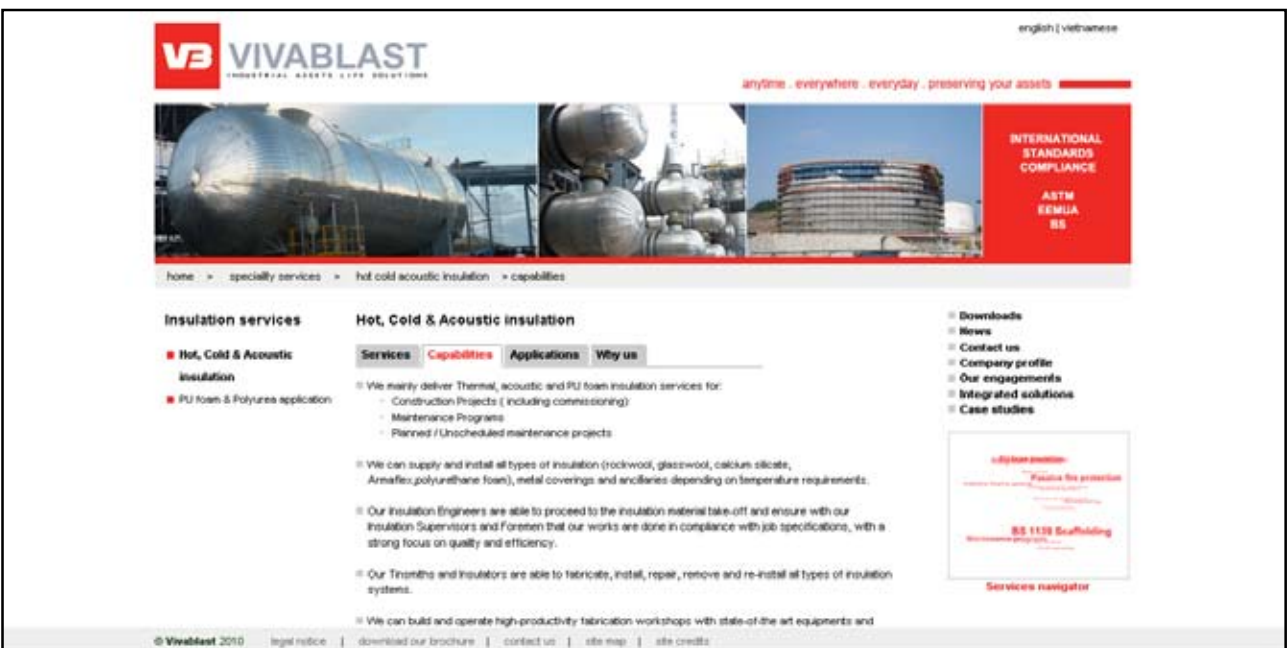
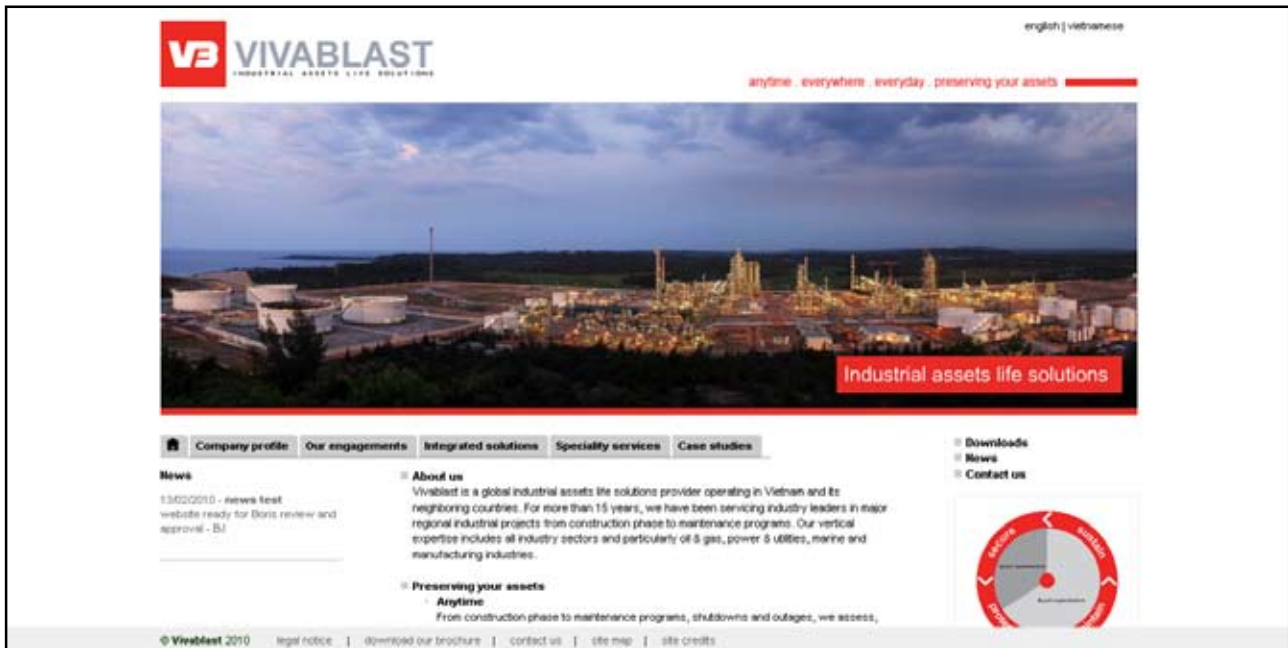


cover inside



## 2.1.5 Online: vivablast.com/

### 2.1.5.1 website pages samples





- Company profile
- Our engagements
- Integrated solutions
- Speciality services
- Case studies

- Mission statement
- Facts & figures
- Organization
- Facilities
- Why us
- Our clients

**Facilities for remote site**

- Capabilities**

  - We operate 10x Vietnam with regional capabilities.
  - We design, build and operate large grit / shot blasting and painting factories equipped with automatic recovery system, dedusting integration (dust-free) system, and of free air supply with air cooling system, moisture separator system and air drying system.
- Blasting & painting mobile factories**

  - We offer comprehensive blasting & painting services for remote sites thanks to our mobile factories.
  - Shot / grit blasting chamber (12,15, 20 meters length)
  - Painting line under shade



Regional coverage (click to enlarge)



Mobile factories (click to enlarge)

- Downloads
- News
- Contact us

**integrated solutions**

Hot coating systems

Quality control & insurance

Services navigator



All types of insulation

- Company profile
- Our engagements
- Integrated solutions
- Speciality services
- Case studies

**Protection services**

- Metal substrate site
- Surface preparation
- HFAHP® water jetting
- Protective & marine coatings
- Thermal spray coatings
- Passive fire protection

*Concrete substrate*

- Industrial flooring systems
- Waterproofing

**Insulation services**

- Hot, cold, acoustic insulation
- PU foam & Polyurea application

**Access services**

- BS 1139 scaffolding
- Rope access

- Downloads
- News
- Contact us

## 2.1.5.2 email signature

### ■ a. Guidelines

The font should be set as:

- **7 pt, Arial, Regular and 100% black** for detailed contact
- **7 pt, Arial, Regular and 97% red** for website contact
- **6pt, Arial, regular and 80% black** for the company informations paragraph
- **6pt, Arial, regular and 75% green** for the environment notice
- **6pt, Arial, italic and 45% black** for the Vivablast ext presentation

as below example:

First Name LAST NAME (GENDER)  
Function

mobile:  
email:

**LOGO**

website:



adress:

tel:  
fax:  
email:

Please consider the environnement before printing this email

*legal disclaimer*

### ■ b. Application

Jacques VIVARÈS Mr  
chief executive officer

mobile: +84 (0) 903 914 844  
email: jacques@vivablast.com



[www.vivablast.com](http://www.vivablast.com)

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fax: +84 (0) 8 38 965 004  
email: vivablast@vivablast.com

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## 2.1.6 Pictures

### ■ a. Guidelines

Any logo signature on pictures will be with the logo watermark.  
The position of the logo watermark will depend on designer appreciation.

### ■ b. Examples

- Using color logo watermark:



- Using grey & white logo watermark:



## 2.1.7 Advertising

### ■ a. Guidelines

In the specific case of some cohabitation of Vivablast logo with some other logos on any advertisings, the designer has to respect a minimum free space with other elements.

### ■ b. Example on a white background

#### ■ Do



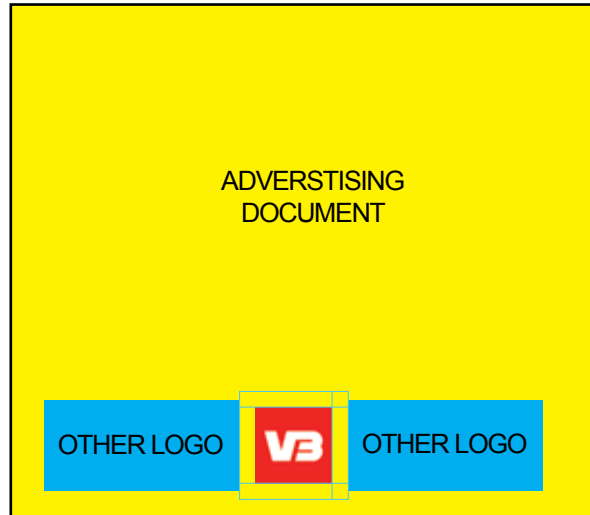
#### ■ Don't do



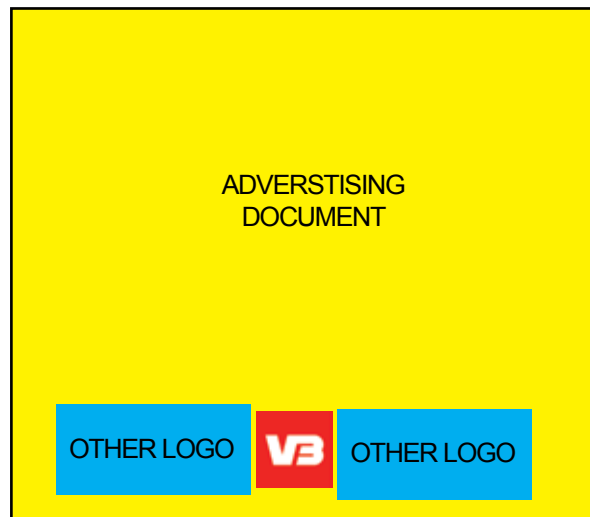
■ b. Example on a picture background

only use logo watermark

■ Do



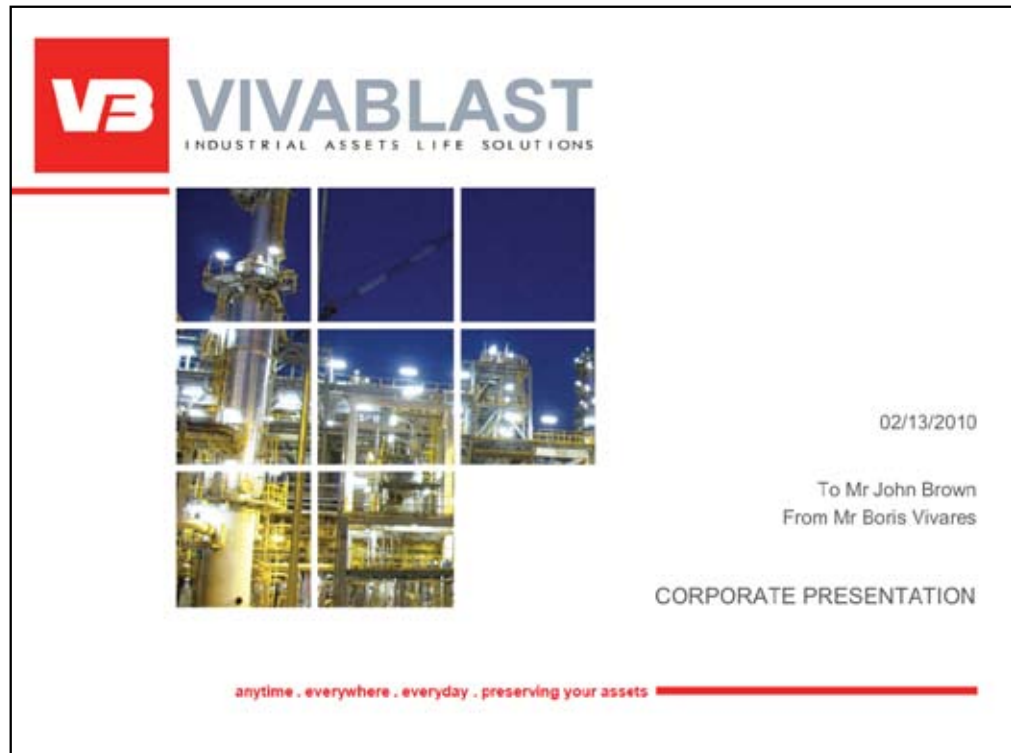
■ Don't do






## 2.2 PRESENTATION MATERIALS

### 2.2.1 Powerpoint Template



**VB VIVABLAST**  
INDUSTRIAL ASSETS LIFE SOLUTIONS



02/13/2010

To Mr John Brown  
From Mr Boris Vivares

CORPORATE PRESENTATION

anytime . everywhere . everyday . preserving your assets



**VB COMPANY PROFILE**



- **About us**
  - A global industrial assets life solutions provider
  - Operating in Vietnam and its neighboring countries
  - +15 years involvement with industry leaders in major regional industrial projects
  - Intervention from construction phase to maintenance programs
- **Our mission**
  - To secure, protect, maintain, sustain industrial assets through efficient and reliable specialty services and integrated solutions
- **Our vision**
  - To be the most preferred & trustful solutions provider for industrial assets preservation

anytime . everywhere . everyday . preserving your assets

3



## OUR SOLUTIONS & SERVICES



### ■ Integrated solutions

- Construction projects (study & execution)
- Maintenance programs (study & execution)
- On site quality control & insurance implementation
- Main or Subcontractor for turnkey projects

### ■ Insulation services

- Hot insulation
- Cold insulation
- Acoustic insulation
- PU foam insulation

### ■ Protection services

- All types surface preparation
- HP/UHP water jetting
- All types protective & marine coatings
- Thermally sprayed coatings
- Floor coatings
- Water proofing
- Passive fire protection

### ■ Access services

- BS 1139 Scaffolding
- Rope access
- Powered & other equipments

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## SURFACE PREPARATION

All types



### ■ Services

- Surface preparation of all types of metals as per ISO 8501-1-1988, NACE, SSPC, AS/NZS 1627 standards and cleaning methods (*solvent, chemical stripping, hand tool, power tool, white metal blast, flame, industrial blast, commercial grade power tool, wet abrasive blast, commercial blast, brush-off, pickling, and near-white blast cleaning*)
- All type of substrate cleaning methods (*scarifying, dust free captive blasting, diamond disk grinding, none metallic, grit and shot blasting, HP / UHP water jetting*)

### ■ Capabilities

- Design, building and operation of large grit / shot blasting and painting factories equipped with automatic recovery system, dedusting integration (dust-free) system, air cooling system, moisture separator system and air drying system.
- Our factories capabilities: 24/24, 7/7 depending on output requirements

### ■ Why us ?

- +15 years of experience in surface preparation
- Cost-effective & high productivity services, both at workshop & on site
- Large production capacities
- Compliance with international quality and safety standards

**INTERNATIONAL  
STANDARDS  
COMPLIANCE**

ISO 8501-1-1988  
NACE  
SSPC  
AS/NZS 1627




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## 2.2.2 Word Template (business proposal, external report or document)

**VIB** VIVABLAST  
INDUSTRIAL ASSETS LIFE SOLUTIONS

**Document title**

Author: First name LAST NAME

Approved by: First name LAST NAME

**SUMMARY**

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**1. ABSTRACT**

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**2. SECTION 1**

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2.1. Part 1

2.1.1. Option 1

Document title - Version xxxx - Date month / day / year      Page 1 of 3      Copyright Vivablast ©. All rights reserved.

2.1.2. Option 2

2.2. Part 2

2.2.1. Option 1

2.2.2. Option 2

### 3. SECTION 3

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3.1. Part 1

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3.1.2. Option 2

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#### 4. SECTION 4

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#### 5. SECTION 5

##### 5.1. Part 2

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##### 5.1. Part 2

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#### 6. SECTION 6

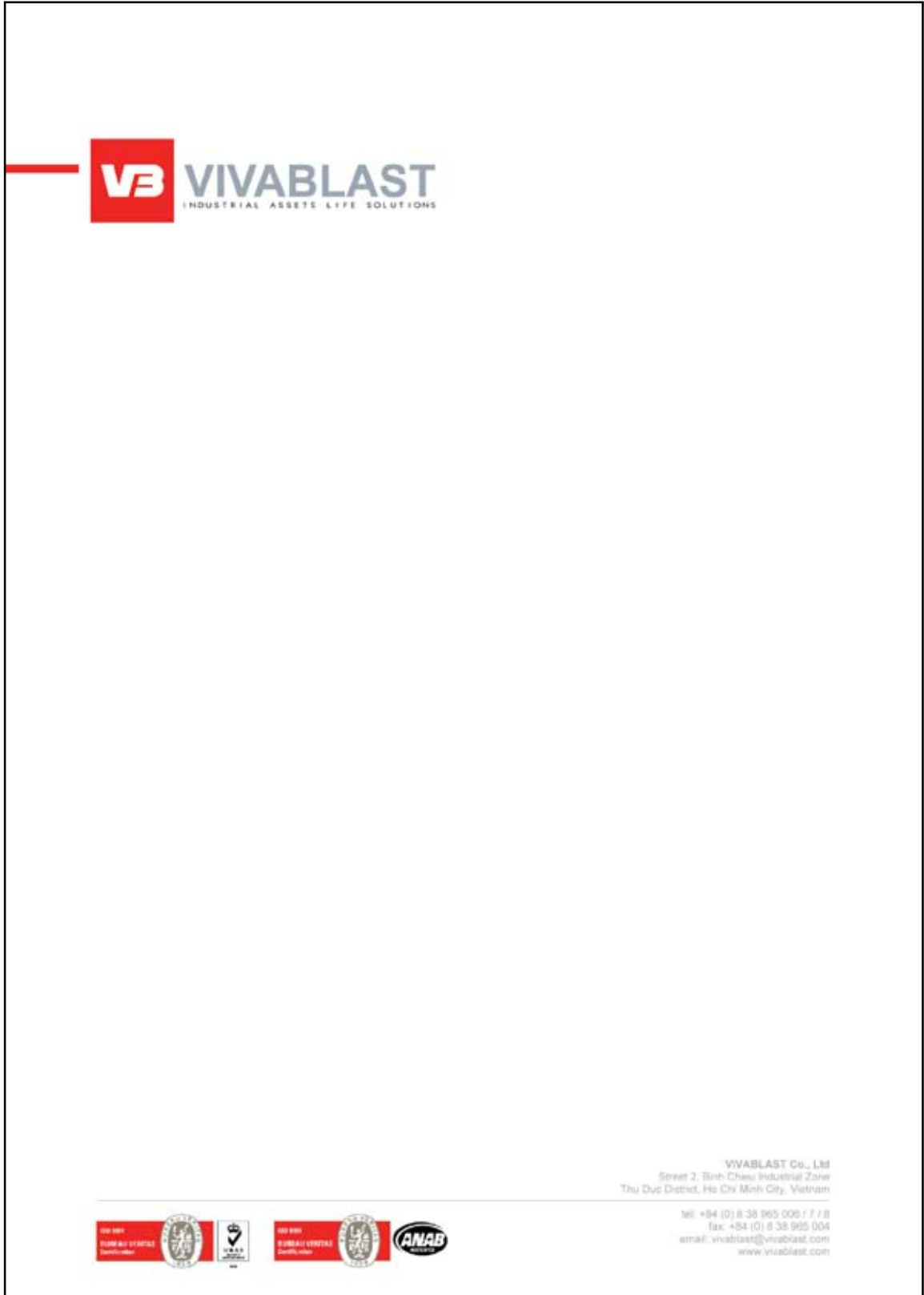
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## 2.2.3 Stationery

### 2.2.3.1 Standard Letterhead



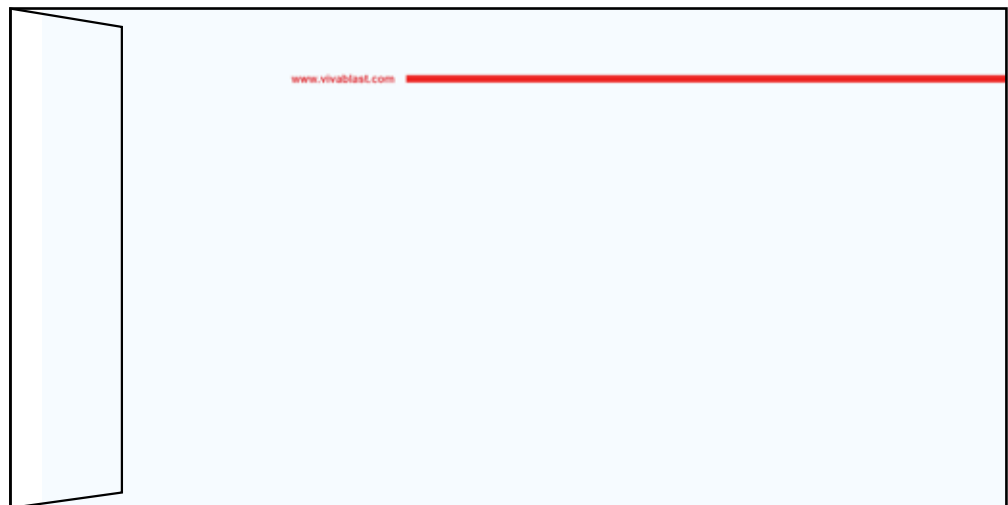
## 2.2.3.2 Standard Envelope

- Small envelopes dimensions: 220 mm x 120 mm

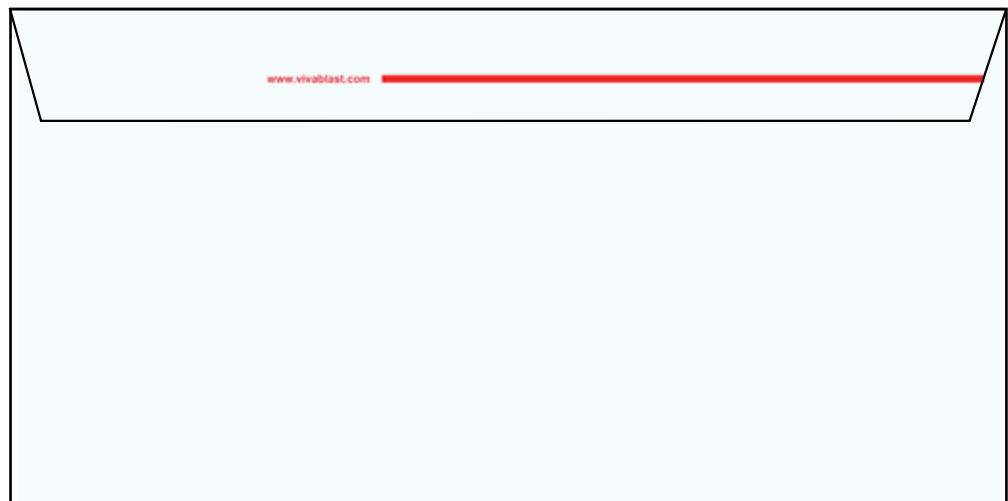
**front**



**back**  
option1



**back**  
option 2



- Big envelopes dimensions: 320 mm x 230 mm

front



back

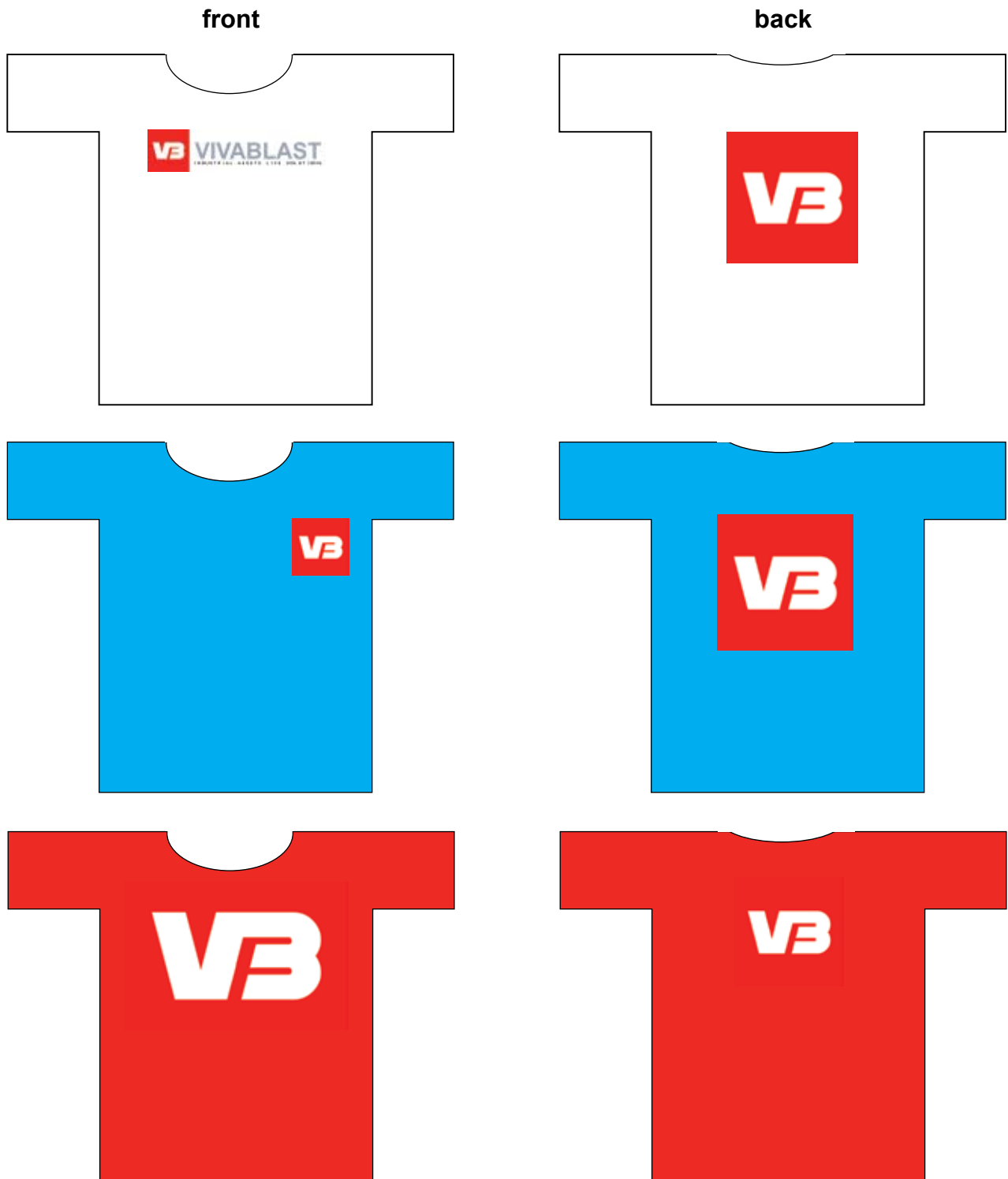




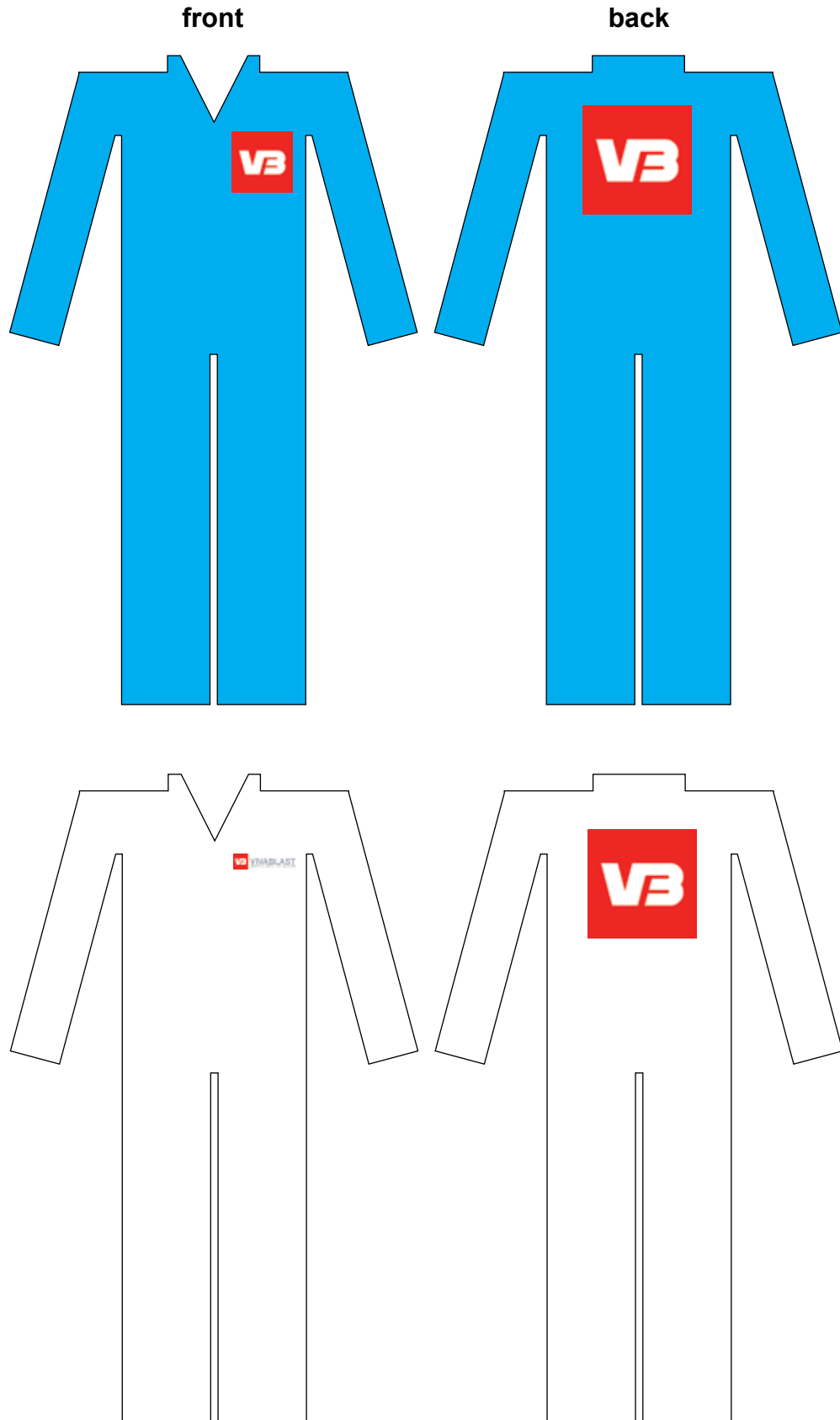
## 2.3 PRESENTATION EQUIPMENTS

### 2.3.1 Branded Outfit

#### 2.2.4.1 T-shirts



## 2.2.4.2 Working clothes



### 2.2.4.3 Helmets



### 2.2.4.4 Examples of Equipment





[www.vivablast.com](http://www.vivablast.com)

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