

# Brand Guide

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## Colour

Hex: #0A70C1

RGB: 31 | 112 | 184

CMYK: 86 | 54 | 0 | 0

# APB Logo

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## Spacing

Clear space: One “compass star” radius

Left: from the letter “A”

Top, bottom, right: from the tangent of the APB star.

Half a radius distance between wordmark and landmark



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## Colour

Hex: #0A70C1

RGB: 31 | 112 | 184

CMYK: 86 | 54 | 0 | 0

# *APB Logo*

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## Reverse colour

ASIAN PRIVATE BANKER



## Brand Guide

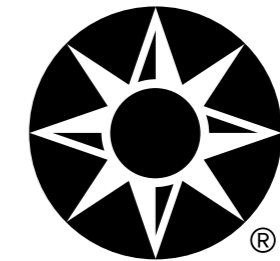
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## *APB Logo*

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Black on white & Reverse white

ASIAN PRIVATE BANKER



ASIAN PRIVATE BANKER

