ENGLISH

COMITOR

TOGETHER FURTHER

BRAND GUIDELINES

VERSION

1.1 · November 2026

ISSUED BY

Thien Minh Software Co., Ltd

CONTENTS

Contents

Standards for the name, logo, palette, typography, and usage of the Comitor / Thiện Minh brand.

01. Brand foundation 03

02. Logo system 05

03. Construction rules 08

04. Colour system 09

05. Typography 12

06. Do’s & Don’ts 14

07. Applications 15

01 · FOUNDATION

Brand foundation

Name

Thien Minh Software Co., Ltd operates in enterprise software development and publishing, digital transformation consulting, and the application of artificial intelligence to business management. The brand uses **Thiện Minh** in Vietnam and **Comitor** in international markets.

Meaning

Comitor is Latin for “companion” — one who walks alongside. The name reflects our commitment: we do not merely deliver products; we stand with our customers throughout the journey.

Tagline

“Together Further” · **“Cùng nhau tiến xa”** — a promise of long-term, durable partnership.

Three core pillars

01

COMPANIONSHIP

We do not merely deliver software — we accompany our customers throughout their digital transformation.

02

GOING FURTHER

Every Comitor product lays a foundation for sustained growth through AI, automation, and durable architecture.

03

WISDOM & INTEGRITY

The union of compassion and intellect. Technology must serve people; it must be ethical and transparent.

The three pillars are the only public set of values of Comitor / Thiện Minh. The website, the company profile and company documents use these three names and no other set of values.

Mission

To walk with our clients through their growth — bringing clarity to their decisions and effectiveness to their execution.

Names, domains and contact

The brand is **Thiện Minh** in Vietnam and **Comitor** in international markets. The official name is the legal name: **Thien Minh Software Co., Ltd** (Vietnamese: **Công ty TNHH Phần mềm Thiện Minh**), enterprise

code 0111033882. The company has two domains and two e-mail addresses, each with its own role; do not merge them into one.

	Company (legal entity)	Comitor products and international contact
Website	`www.thienminhjsc.com` — company website, listed in the business registration	`comitor.ai` — website of the main product, Comitor SaaS
E-mail	`info@thienminhjsc.com` — listed in the business registration; used to verify the legal entity (Apple, Google Play…)	`contact@comitor.ai` — for customers of Comitor products and international contact
Phone	Published on the company website	Not published
Used on	Company website (both languages), legal documents	Company profile, design system, brand book, product website

Registered address: No. 26, Sky Oasis 2, Ecopark Urban Area, Phung Cong Commune, Hung Yen Province, Vietnam

> “Comitor” is the international brand name and is **not registered**. Do not add ® or ™ after Comitor. Copyright lines and legal documents carry the legal name, for example: © 2026 Thien Minh Software Co., Ltd.

02 · LOGO SYSTEM

Logo system

The identity comprises an **icon**, a **wordmark**, and a **tagline**. The icon's shape is fixed and must not be modified. Wordmark and tagline are chosen by language (Vietnamese or English) and by context.

Anatomy



Icon — a modern, isometric three-faced cube in the brand's signature gold tones. Each face carries a geometric detail that evokes connection — fitting the brand's "companion" concept.

Wordmark — "COMITOR" (English) or "THIỆN MINH" (Vietnamese). Set in **Inter, weight 800**.

Tagline — Sits beneath the wordmark. Set in **Inter, weight 600**, with extended letter-spacing for visual balance.

Vietnamese — Thiện Minh



Horizontal · Light
White websites, business cards, print on white paper



Horizontal · Warm
Cream surfaces #EDE8D8 — packaging, brochures



Horizontal · Dark
Presentation slides, video intros, dark-mode UI



Vertical · Light
White websites, business cards, print on white paper



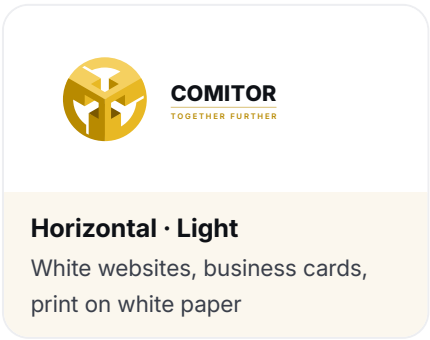
Vertical · Warm
Cream surfaces #EDE8D8 — packaging, brochures



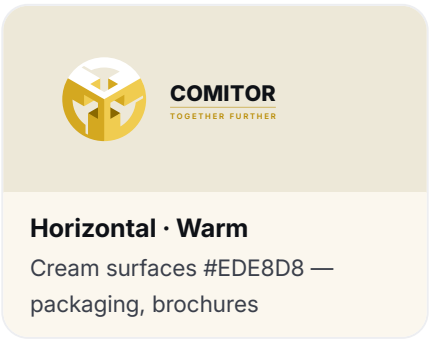
Vertical · Dark
Presentation slides, video intros, dark-mode UI

02 · LOGO SYSTEM

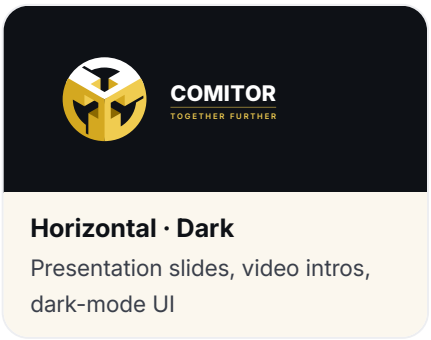
English — Comitor



Horizontal · Light
White websites, business cards, print on white paper



Horizontal · Warm
Cream surfaces #EDE8D8 — packaging, brochures



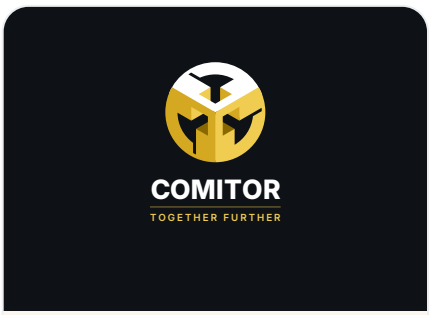
Horizontal · Dark
Presentation slides, video intros, dark-mode UI



Vertical · Light
White websites, business cards, print on white paper

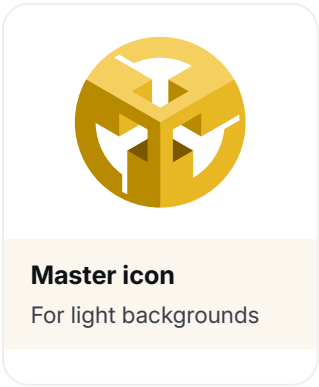


Vertical · Warm
Cream surfaces #EDE8D8 — packaging, brochures

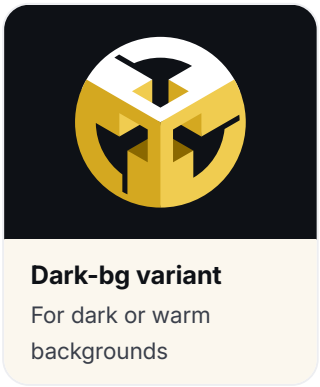


Vertical · Dark
Presentation slides, video intros, dark-mode UI

Icon variants & Grayscale



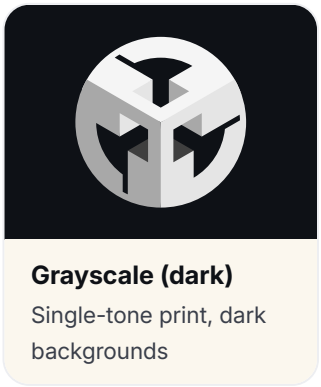
Master icon
For light backgrounds



Dark-bg variant
For dark or warm backgrounds



Grayscale
Single-tone print, light backgrounds



Grayscale (dark)
Single-tone print, dark backgrounds

02 · LOGO SYSTEM

Interface lockup

In product interfaces and websites the lockup is the `ComitorLockup` component of `@comitor/ui`, not an SVG file. The interface lockup has its own proportions so the type stays legible at small sizes: the wordmark is 0.375–0.417 of the icon height (SVG lockup: 0.257), and the icon-to-text gap is 0.28 of the icon height, as in the SVG lockup. Smallest icon: 36 px. Do not pair the icon with hand-set text.

The SVG lockups (the twelve files above) are for print, covers, slides and documents. Minimum width 140 px · 28 mm (horizontal), 100 px · 20 mm (vertical).

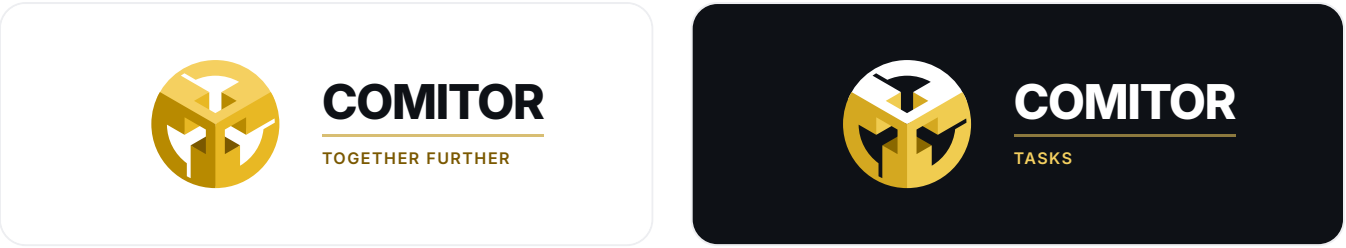


Illustration built in HTML from the measurements of `ComitorLockup` at size md: 80 px icon, 22 px gap, 30 px wordmark.

Product lockup

Comitor SaaS modules use the Comitor logo: the wordmark stays COMITOR and the app name takes the place of the tagline under the gold rule, e.g. COMITOR · TASKS. Do not add the module name to the wordmark. In running text, a product is written “Comitor + name”: Comitor SaaS, Comitor Tasks. The icon does not change by product.

Transparent-background lockups

The `-light-transparent` (ink type, light-background icon) and `-dark-transparent` (white type, dark-background icon) files have no background rectangle; both languages and both orientations are provided. Place them only on a neutral light or a neutral dark background. On photos or coloured backgrounds, use a lockup with a solid background.

03 · CONSTRUCTION

Construction rules

Clear space — Minimum margin

Minimum clear space around the logo equals **0.5 × icon height (X)**. No text, image, or border may enter this region. Recommended: **1 × X**, especially in print.



MINIMUM SIZE

Icon-only: Digital: 24 px · Print: 10 mm

Horizontal lock-up: Minimum width 140 px · 28 mm

Vertical lock-up: Minimum width 100 px · 20 mm

Interface lockup (ComitorLockup): Minimum icon 36 px

Selecting the icon variant by background



Light (white / paper)
Original master icon `icon.svg`



Dark (ink)
Dark-bg variant — white top face for contrast `icon-on-dark.svg`



Warm (#EDE8D8)
Same dark-bg variant as for dark surfaces `icon-on-dark.svg`



Gold
Dark-bg variant — required to preserve contrast `icon-on-dark.svg`

04 · COLOUR

Colour system

The palette extends the icon's native gradient. Primary tokens preserve the brand's gold character; Secondary and Neutrals expand the system for UI, print, and data visualisation.

Gold scale — 7 steps (50 → 600)

	Gold 50	#FBF5DC	Faint tint: selected items, highlighted cells
	Gold 100	#F8E89D	Gold badge background
	Gold 200 · Gold Light	#F5D060	Icon highlight face; main accent on dark surfaces
	Gold 300 · Gold	#E8B824	Brand primary: primary buttons, focus rings
	Gold 400 · Gold Deep	#B88A00	Primary hover; SVG lockup tagline; gold text from 18 pt, decorative strokes
	Gold 500 · Gold Darkest	#7A5800	Gold text under 18 pt on light backgrounds
	Gold 600	#5C4006	Text on Gold 50–100 (gold badges)

Brand colour and theme palettes

The brand colour of Comitor / Thiện Minh is gold. The logo, the brand book, the company website, the company profile and company documents always use gold. The design system also serves products of other organisations and is open to outside use, which is why it has nine theme palettes. A Comitor product may choose the palette that suits it — the Hán Thông app, for example, uses vermilion; Comitor SaaS lets each user choose. The Comitor mark never changes colour with the theme palette.

Gold text on light backgrounds

Gold text under 18 pt on a light background uses **#7A5800** (Gold 500): 6.51:1 on white, 6.09:1 on Paper. **#B88A00** (Gold 400) reaches only 3.15:1 on white and 2.94:1 on Paper, so use it only for text of 18 pt and above, for decorative strokes, and for the tagline in SVG lockups. The logo is exempt from contrast rules; labels are not.

Ink · Paper · White

#0E1116 — **Ink**
Primary text, dark surface

#3A3F4A — **Ink Soft**
Secondary text

#FBF7EE — **Paper**
Warm light surface

#FFFFFF — **White**
Light surface / type on dark

Brand surfaces

#FFFFFF

Light
Pure white — default

#EDE8D8

Warm
Warm cream

#0E1116

Dark
Primary dark surface

Secondary · Semantic

Navy	#0F1E3D
Teal	#1F8A8B
Red	#D64545
Green	#2EA56A
Yellow	#F2C94C

Ash — grey scale

Ash 50	#F7F7F8
Ash 100	#EDEEF1
Ash 300	#C8CBD3
Ash 500	#7E8290
Ash 700	#3A3F4A
Ash 900	#16181D

The grey scale is called **Ash** (formerly Gray) and has only 6 steps: 50, 100, 300, 500, 700, 900. In code use `ash-*`, not `gray-*`: declaring 6 steps under `gray-*` leaves steps 200, 400, 600 and 800 falling back to Tailwind's default greys, which have a different tone.

Page backgrounds

Paper (#FBF7EE) for hero bands and printed material. **White** for product interfaces and websites; on websites, Paper is used only for the hero band.

Greys for printed documents

Printed documents on warm backgrounds use three colours outside the Ash scale: **#5C6672** for small secondary text (5.84:1 on white; Ash 500 reaches only 3.83:1, too low for 7–8 pt text), and **#E3E0D6** and **#EFEDE6** for rules on warm backgrounds.

	Muted	#5C6672	Small secondary text in print
	Line	#E3E0D6	Rules on warm backgrounds
	Line Soft	#EFEDE6	Light rules on warm backgrounds

05 · TYPOGRAPHY

Typography

Typeface for **the logo (wordmark + tagline)**: **Inter**. Typeface for **document body, website, and collateral**: **Inter**. Both fully support Vietnamese diacritics and are free on Google Fonts. Fallbacks: Inter → Be Vietnam Pro → Helvetica Neue → Arial. Code and technical figures use the companion monospace face **Geist Mono**.

DISPLAY H1 — INTER / 36PT / 800 — LOGO & HERO

Together Further.

HEADLINE H2 — INTER / 22PT / 700 — SECTION HEADING

Enterprise software powered by AI.

SUBHEAD H3 — INTER / 14PT / 600 — PARAGRAPH LEAD

Digital transformation with a trusted companion.

BODY — INTER / 11PT / 400 — PARAGRAPH TEXT

We believe great organisations deserve great tools and a long-term partner. Comitor stands beside our customers from the first line of code to large-scale deployment — and beyond.

Usage rules

✔ **01**
Letter-spacing — The wordmark is tracked at 1/72 of its size (about 0.014em). The tagline is widely tracked, and its size is calculated so that it is exactly as wide as the wordmark.

✔ **02**
Hierarchy — H1 800 · H2 700 · H3 600 · Body 400 · Captions 500. Weight 300 is not used.

✔ **03**
Vietnamese — Inter carries the full Vietnamese diacritic set at every weight; do not substitute a different typeface for Vietnamese text.

Eyebrow labels

Interfaces (products, websites): uppercase text tracked at 0.18em, no background. Printed and published material (brand book, profile, slides): a gold pill, like the section labels on this page.

INTERFACE LABEL

PRINT LABEL

06 · RULES

Do’s — Don’ts

Do

✔ **01**
Preserve the ratio between icon and wordmark. Always scale them together.

✔ **02**
Use the correct icon variant for the background. Light → master; dark or warm → icon-on-dark.

✔ **03**
Pair the tagline with the wordmark in official marketing materials.

✔ **04**
Respect minimum clear space (0.5 × icon height on every side).

Don't

✕ **01**
Do not stretch, distort, rotate, or flip the logo. The icon stays at a 1:1 aspect ratio.

✕ **02**
Do not add effects (shadow, glow, outline, bevel) to the logo. It is a flat vector mark.

✕ **03**
Do not substitute the wordmark or tagline typeface. Inter is the only permitted face.

✕ **04**
Do not recolour the icon or repaint its three cube faces.

✕ **05**
Do not place the gold icon on a same-tone gold background — use icon-on-dark for contrast.

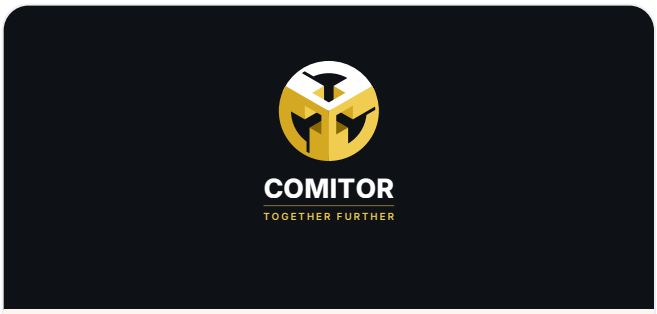
07 · APPLICATIONS

Applications

A selection of common application contexts:



Website header · Business card
Horizontal · Light. Clear space ≥ 0.5X.



Cover slide · Event
Vertical · Dark · English wordmark.



Favicon · App icon
Icon-only, minimum size 24 px.



Sticker · Merchandise
Dark-bg icon on gold.

Brand contact

For questions about brand usage, update requests, or external-partner approvals, please contact the Marketing team — **contact@comitor.ai**. Legal documents and legal-entity verification use the company address **info@thienminhjsc.com**.

Brand Guidelines v1.1, issued November 2026. Earlier versions are retained in the internal brand archive. Interface tokens and components: design-system.comitor.ai.