



ATOMY CENTER INTERIOR GUIDE BOOK

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2016 | MALAYSIA

GUIDE INTRO

01 & 02. EXTERNAL SIGNAGE

External Signage is very important in showing the Atomy Imagery. Hence, everyone should follow the regulations when installing the signage which include a specific size and color combinations. There are two design choices that we recommend for the banner, **TYPE A** uses a *blue background (Pantone 2995C) and white font color*. For **TYPE B**, it's *white background and uses a blue font color (Pantone 2995C)*.



03. OUTER DOOR SHEET

When making a color for outer door sheet, it's recommended to have a translucent finish with the exclusive Atomy logo to maintain a simple and minimalist design. If it's necessary, the size of the door can be adjusted but make sure to stick with the regulations.

04. INTERNAL BANNER

As the name suggests, the use of internal banner is for Education Center's premises only. It's better to install it above the center of the stage for wider visibility and maintain the corporate image.

05. INTERNAL POSTERS

Internal posters includes the company motto, vision and mission of the company, the role of education centers, the mission statement of the education center as well as its code of ethics. For some details like the company motto, vision and mission, you may check our website (www.atomy.com/my) and download the copy on the resources folder. Using your *own format* is **strictly prohibited**.

06. BUSINESS CARDS

Business cards are used to introduce yourself and atomy to all the members and future members. It's the basic medium for communication and must be presented well that's why a standard formatting is given - *specific font type, font size, and scale*. If your contact details are long, spacing and size can be adjusted as long it does not affect the total image of your card. Do not use *designations* in your name to avoid confusion with other members.

FREQUENTLY ASKED QUESTIONS



1. How many centers are allowed per city and what are their corresponding distances?

- There are no limit on the number of Education Center per city, as long as they maintain a minimum of 2km distance with each other. In cases where more than one (1) centers are occupying the same building, or within small distances, they must combine and decide which center will remain to cater the members.

2. Who is responsible in getting the government permits for the Education Center? Will the company help us?

- The center leader/branch owner will be responsible in getting the necessary government permits to operate the education center. The company will only be providing a certification to prove that the branch is an authorized Education Center.

3. Are we allowed to use a residencial space for the education Center? How about if we rent a mall space?

- The location of Education Center Must not be set up in a place originally for residential purpose, ground floor of a property, shopping mall. Kindly seek approval and advise from Company before signing tenancy agreement.

4. Will there be a theming for the Education Center

- YES. This is the primary purpose of this manual, to set a standard theme to our Education Centers which is essential to our brand's image. We already included the sample images and measurements from signboard, door sheet, internal banners, posters and business cards. Product display will be allowed inside the center premises only. Any activities of product selling is strictly prohibited.

5. Do the company require a minimum number of LCD/Laptops/TV/Projector per Education Center?

- No. The company does not require any minimum the number of equipments that will be used by the Education Center. This decision is based on the center's discretion. They're free to decide on the number/brand/type of equipments, which they think will be beneficial or their respective members.

6. Can we sell products or accept orders in our Education Center?

- NO. Educational Centers are meant to educate the members about "the company" and enhance their knowledge so they can participate in the Atomy system effectively. Another purpose of these centers is to serve as a pick up point for their members' orders, in case they like to personally claim their orders, avoid confusion and this also speed up the delivery process for Atomy Malaysia .

7. How frequent should we conduct seminars in our Education Center?

- As needed. The frequency of seminars of the Education Center is subjected to the decision of center leader, but, they need to report their scheduled seminars to the company because we're maintaining a monthly calendar for this. Further, the company may give them some presentations or VOD's that can be useful to their seminars.



Contents

Guide Intro

01 Atomy Signboard (Type A)

02 Atomy Signboard (Type B)

03 Atomy Exterior

04 Atomy Banners

05 Atomy Poster

06 Atomy Business Card

Signboard Design Guideline

Design

1



C : 83 M: 1 Y: 0 K: 0

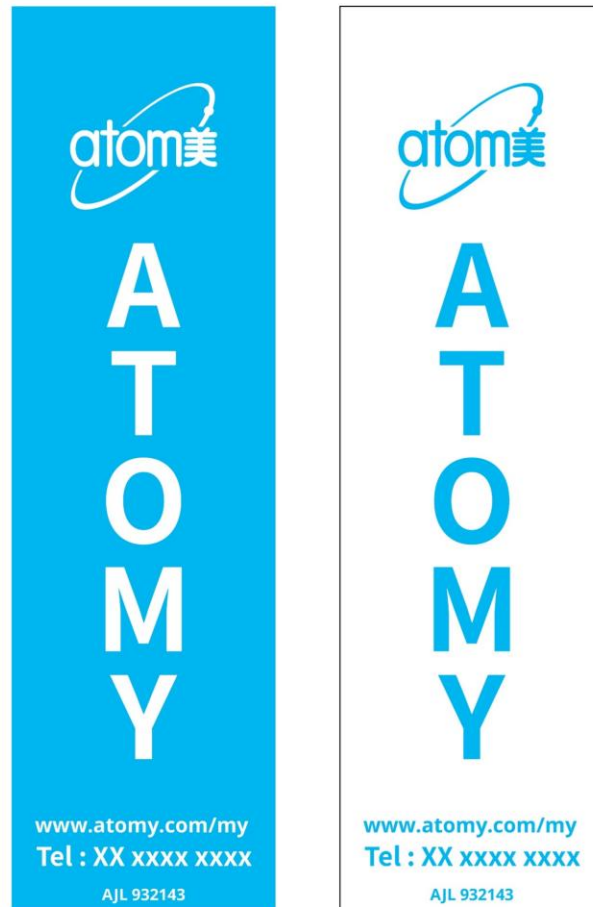
SIZE : 4500mm x 950mm

Font: Noto Sans CJK KR

NOTE: The signboard design below served as a general guide. As requirements varies by state, therefore please refer to Atomy Malaysia Sdn Bhd Marketing Department for your design before proceed further. AI file will be provided to approved centers.

Signboard Design Guideline

Design
2



Design
3



NOTE: The signboard design below served as a general guide. As requirements varies by state, therefore please refer to Atomy Malaysia Sdn Bhd Marketing Department for your design before proceed further. AI file will be provided to approved centers.

03 Atomy Exterior (Office Entrance)

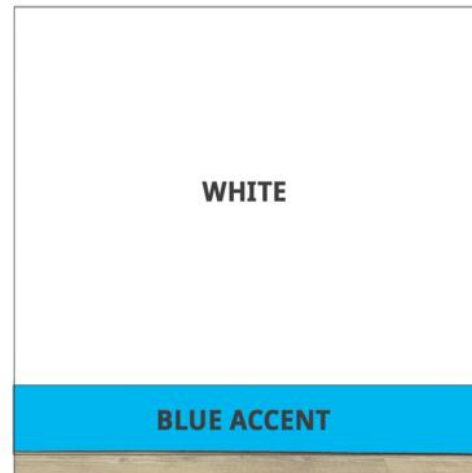
외부 출입문 시트

■ APP. Pantone 2995C Sheet FIN
APP. Translucence Sheet FIN.

MATERIAL (재 질) : FOG/TRANSLUCENT (안개/반투명)
SIZE (사이즈) : 400 MM ABOVE HORIZONTAL STAGE (가로 × 400mm)



Atomy Interior

SUGGESTED WALL COLORSCHAIRS

You can use *any* type of chair for the center but we require that you use only **ONE** color for all the chairs. Provided above are the color choices - white, blue or black.

NOTE: This manual serves as a guide for the theming of Education Centers which includes the exact measurements, color combinations, font, font size, and sample look for compliance. These collaterals shall be produced by the center.



NOTE: Poster will be provided by the company to approved center.



Company Motto


Cherish the Spirit
Create the Vision
Follow the Faith
Serve in Humility

Vision

Customer
Success

Distribution
HUB

Premier
Company



Role of Center Leader at Education Center

Atomy Education Center is the first line of member management for its role as a Member's Hub

Atomy Education Center provides members with beneficial information to enhance profit and convenience of its members.
 The role of the Center Leader that Atomy expects of is as follows:

“A Friendly Center Leader”


The most valuable asset Atomy has is each and every one of its members. Every member must feel that they are treated valuably and therefore must respond to customer's query with friendliness.

“A Smart Center Leader”

Education Center is an education field to provide valuable information to its members and therefore the Center Leader must always be capable of relaying information accurately and possess precise understanding of its operations. Accordingly the Center Leader must have full knowledge of Atomy business in order to provide correct information to its members.

“A Fair Center Leader”


Atomy Center manages information of many members and hence must securely manage its member's information in a clear manner for its members, while forbidding enticement of or gathering of members through the internet and other illegal activities.



Mission Statement of Education Center

“Our Promise”

- 1.We shall value customer's information with great care.
- 2.We shall not decline customer's request with a "NO" .
- 3.We shall try our very best to resolve inconvenience faced by the customer.
- 4.We shall uplift service image of Atomy with friendly and gentle service.
- 5.We shall think from the viewpoint of the customer and respond with firm attitude and gentle expressions.
- 6.We shall work hard to attain full knowledge and familiarity in order to respond to customer's query accurately.
- 7.We shall comply with Atomy's Code of Conduct.
- 8.We shall take pride as personnel of Atomy and equip our mind with reasoning that conforms to Atomy's Code of Conduct based on principles.
- 9.We shall form teamwork with positive spirit and develop attitudes that uphold mutual respect.



Code of Conduct

Atomy members shall upkeep "principle driven mindset" as the leading code of conduct for their business practices.

1. Atomy members shall upkeep "principle driven mindset" as the leading code of conduct for their business practices.
2. Atomy members shall reject "profit driven mindset" that breaks down trust between members.
3. Atomy members shall not trade personal connection in any way, by recruiting members between members, change member lineage, use fictitious name, etc.
4. Atomy members shall not perform any form of monetary exchange between its members, cash or credit card, except direct transaction with companies.
5. Atomy members shall drive out and be strictly forbidden from all forms of disorderly conduct while performing business activities, such as soliciting inappropriate relationships, drinking, etc., between opposite sexes that may cause public criticism.
6. Atomy members shall not make unnecessary purchase comparable to "betting", such as intentional price breaking, dumping, and other activities that disrupt genuine consumption and genuine resale.
7. Atomy members shall work upon the uncompromising conviction that "the history of network marketing shall be rewritten by Atomy", and lead the standard for top-tier distribution culture.
8. Atomy members shall endeavor to establish perfect distribution ethics. Ethics are not relative but absolute!
9. In the case of breach of Code of Conduct, none shall object to the decision of "Committee on Standards of Conduct" to impose due penalties.

NOTE: Poster will be provided by the company to approved center.

**contents**

Notosans Korean (Demilight / Bold)

size : 7pt

Horizontal Scale: 95%

Tracking: -20

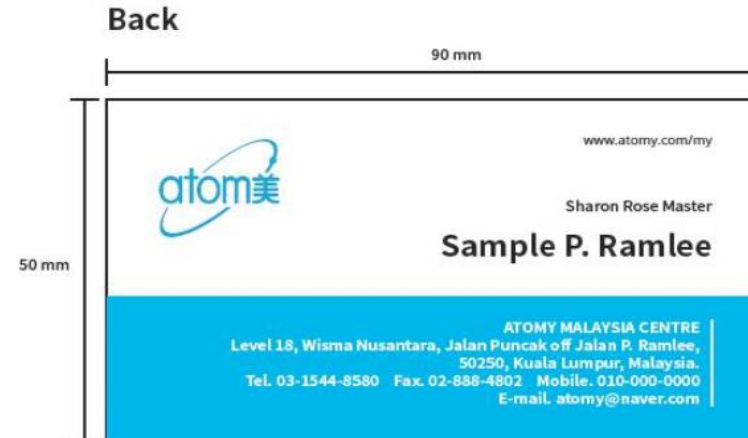
name

Notosans Korean (Bold)

size : 15pt

Horizontal Scale: 95%

Tracking: 250

**contents**

(Education Center Name : Address : Number / Fax Number / Mobile Number : Email Address)

DIN (Regular / Bold)

size : 7pt

Horizontal Scale: 95%

Tracking: -20

name

Notosans Korean (Bold)

size : 15pt

Horizontal Scale: 95%

Tracking: -20

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