

# Brand Identity



Logo guideline

# Logos

Logos is based on the typeface which is modern, full of personality formal style

Focus on perfect communication only seeing once can remember, that we come from, who we are. The meaning of the logo itself the horizon of the world is like doing for the public thinking everything for the people on earth. For the Thai government that we have to worry about about the use of many times add a descriptive letter to the logo. Making it still modern and professional.

NORMAL LOGO



THAI-FORMAL LOGO



# Monochrom version : Logo

The primary color of the CMU-SPP  
Logos is black ( #000000 )

When the logo appears in black,  
It should be placed against a white or  
Light background

When the logo appears in white,  
It should be placed against a black or  
dark background

## NORMAL LOGO



## THAI-FORMAL LOGO



# Color version : Logo

The secondary colours of CMU-SPP,  
Logo are blue, green, orange

For use over a photograph please be sure  
There is sufficient contrast and logo is easily legible.

C 72 M 8 Y 6 K 0	#00B1DB	C 58 M 4 Y 51 K 0	#6DBC98	C 0 M 79 Y 94 K 0	#F15B2C
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## NORMAL LOGO



## THAI-FORMAL LOGO



# Clear spaces

Everything's calculated in our designs.  
Even the amount of white space.

Having sufficient space around the logo and Monogram makes our designs look better, and Gives the logos the appropriate visual hierarchy.

The clear space of the logo is determined by the “ x-height”, which is a typography unit that is Measured from the baseline to the mean line.



NORMAL LOGO



THAI-FORMAL LOGO



# Minimal size

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Our logos should be always visible. Always!!

While our logos can be resized to fit different types of collateral, it's important that you never scale them down below the recommended sizes.

## ONLINE



40 px



160 px

## PRINTING



15 mm



56 mm

# Incorrect use

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These are a few examples of how  
Our logos should never be used.

- Don't stretch or condense.
- Don't use other colours.
- Don't rotate.
- Don't use gradients.
- Don't use 3D effects or shadows.



# Incorrect use

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These are a few examples of how  
Our logos should never be used.

Don't use as a pattern.

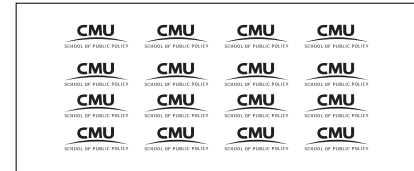
Don't lock in a single unit.

Always maintain the correct clear space around.

Don't place over color gradients or photo where

there is not enough contrast between the logo

and the background.

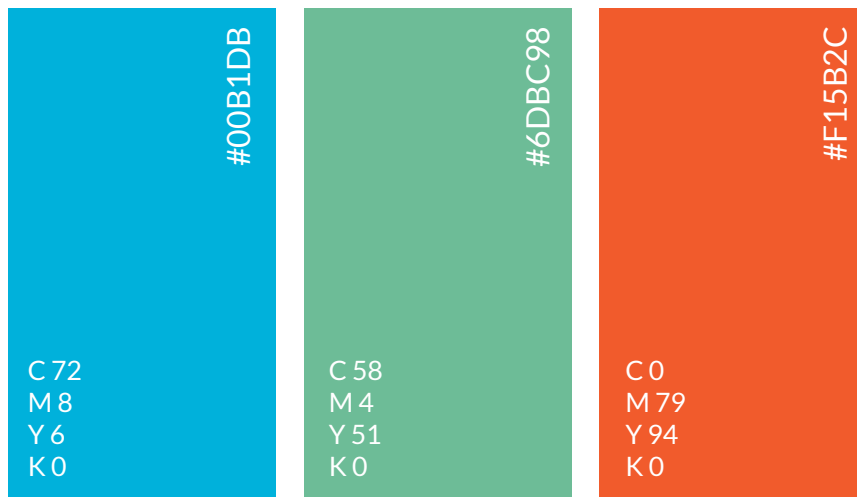




# Color palette

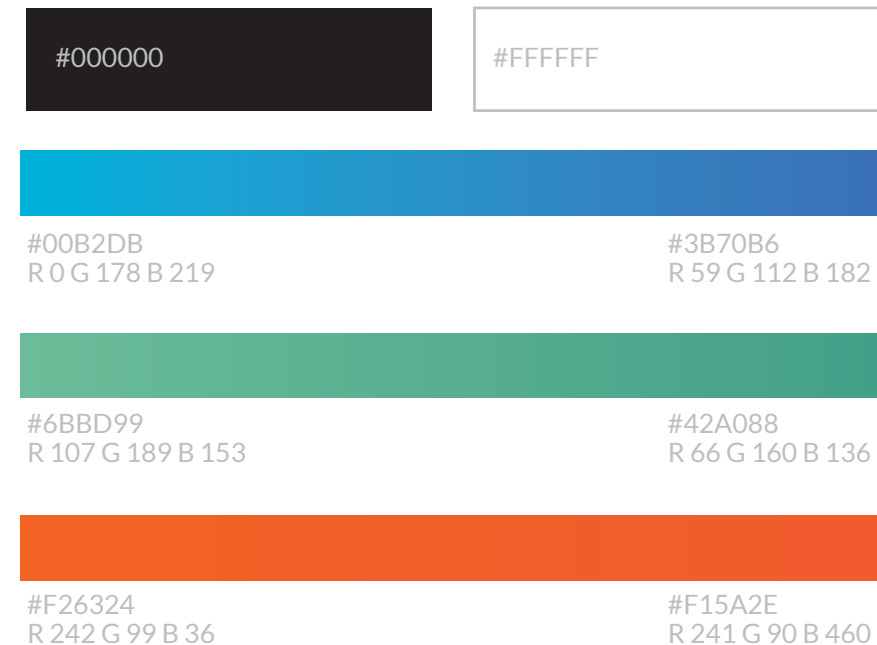
A color palette  
with many possibilities

## PRINTING



Black is the foundation of our color palette.  
Three more colors form the core palette.

The monochrome and supplemental colors  
complement the palette and provide an international  
school of public policy



# Typography : English

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Our primary English typography brand font is Lato.

We use it in print and on the web. Lato serves us mainly in digital designs. Thanks to it, they're clean and easy to read.

Aa

Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#\$%^&\*()\_+ = : ; ' { }

Aa

*Hairline Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#\$%^&\*()\_+ = : ; ' { }

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#\$%^&\*()\_+ = : ; ' { }

Aa

*Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#\$%^&\*()\_+ = : ; ' { }

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#\$%^&\*()\_+ = : ; ' { }

Aa

*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#\$%^&\*()\_+ = : ; ' { }

# Typography : English

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Our primary English typography brand font is Lato.

We use it in print and on the web. Lato serves us mainly in digital designs. Thanks to it, they're clean and easy to read.

**Aa**

**Blod**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+-.':;()[]{}

**Aa**

**Blod Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+-.':;()[]{}

**Aa**

**Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+-.':;()[]{}

**Aa**

**Black Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+-.':;()[]{}



# Typography : Thai-Informal

Our primary Thai-Informal typography brand font is Prompt.

We use it in print and on the web. Prompt serves us mainly in digital designs. Thanks to it, they're clean and easy to read.

**กขค**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+ = . ' ; () [] }

กขคคคขงจฉชฌฉลญฎฏฐฑฒณดตถทธ  
บบปพฝฟฝภมยรลวงศษหฬอฮ  
: 1-2-3 4 5 6 7 8 9 0 ' ; : ( ) [ ] }

*กขค*

*Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+ = . ' ; () [] }*

*กขคคคขงจฉชฌฉลญฎฏฐฑฒณดตถทธ  
บบปพฝฟฝภมยรลวงศษหฬอฮ  
: 1-2-3 4 5 6 7 8 9 0 ' ; : ( ) [ ] }*

**กขค**

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+ = . ' ; () [] }

กขคคคขงจฉชฌฉลญฎฏฐฑฒณดตถทธ  
บบปพฝฟฝภมยรลวงศษหฬอฮ  
: 1-2-3 4 5 6 7 8 9 0 ' ; : ( ) [ ] }

*กขค*

*SemiBold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+ = . ' ; () [] }*

*กขคคคขงจฉชฌฉลญฎฏฐฑฒณดตถทธ  
บบปพฝฟฝภมยรลวงศษหฬอฮ  
: 1-2-3 4 5 6 7 8 9 0 ' ; : ( ) [ ] }*

**กขค**

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+ = . ' ; () [] }

กขคคคขงจฉชฌฉลญฎฏฐฑฒณดตถทธ  
บบปพฝฟฝภมยรลวงศษหฬอฮ  
: 1-2-3 4 5 6 7 8 9 0 ' ; : ( ) [ ] }

*กขค*

*Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 - !@#%^&\*()\_+ = . ' ; () [] }*

*กขคคคขงจฉชฌฉลญฎฏฐฑฒณดตถทธ  
บบปพฝฟฝภมยรลวงศษหฬอฮ  
: 1-2-3 4 5 6 7 8 9 0 ' ; : ( ) [ ] }*



