



---

# Brand Guideline

1 September 2023

## Table of contents

---

**Who we are**

1

**Our Logo**

2

**Corporate Color**

4

**Typography**

5

## Who we are

### Purpose-driven Organization

Life at MFEC is full of creativity and determination for endless self-development. We aim to create state-of-the-art technology and innovations that improve everyone's lives. We are surrounded by up-to-date tools in this trendy digital environment and atmosphere that will always keep your passion alive.

### Brand Purpose

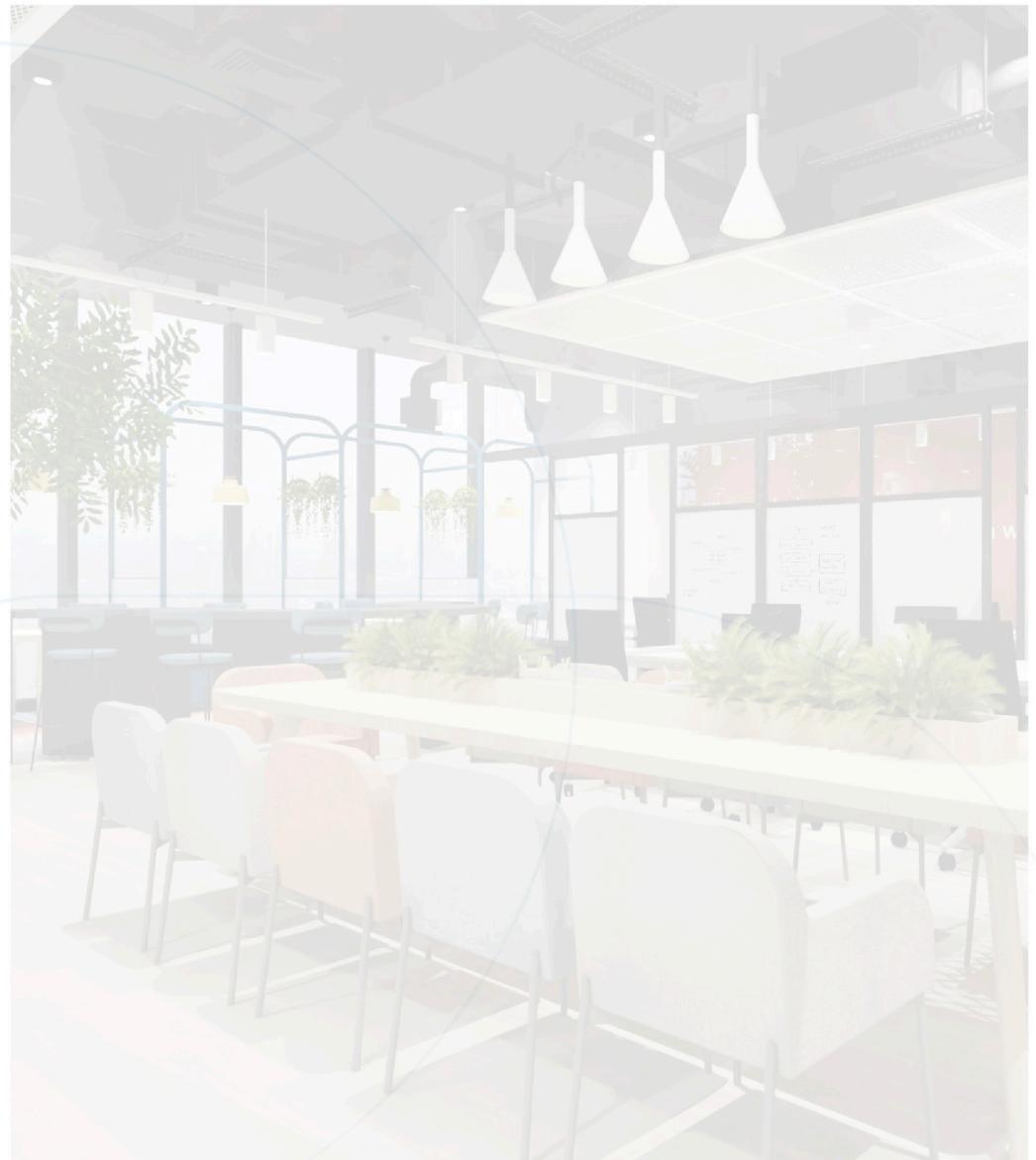
- Strive to unleash the **boundless potential** of our employees.
- Aim to be a tech company dedicated to **uplift the quality of life** for the Thai people

### Vision

To become the best technology company  
that **unleashes employees' full potential**  
to create and innovate solutions that **uplift your digital life**

### Mission

To drive innovations that **enhance people's digital life**



## Our Logo

---

### The letters 'MFEC'

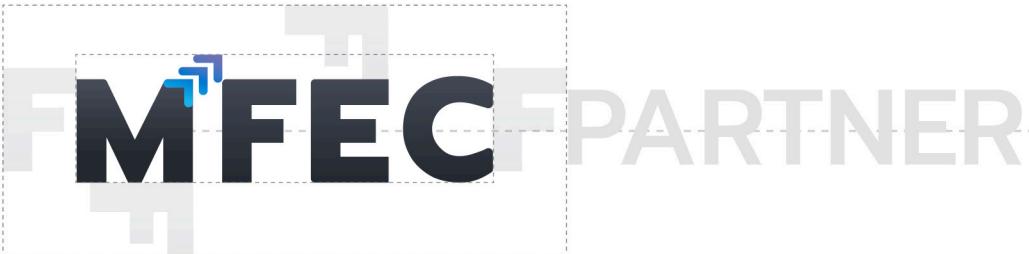
The typography is designed in bold, conveying a sense of solidity, stability, and determination of the company's commitment to develop and innovate the best possible technology.

### Arrow Symbol

The three-tiered arrows represent elevation, propulsion, and momentum. They signify MFEC's dedication to advancing as a leader in technology and continuous development without stagnation.

### Spacing for Usage

The minimum clear space for the logo is equivalent to the width of the "F" in MFEC. When positioning a partner logo alongside, it must be placed within the designated minimum clear space and be aligned symmetrically.



### Primary Logo



### Secondary Logo

only used on a dark background where appropriate



### Usage of Small-sized Logo

The smallest size for the logo should maintain clarity even in limited space. The minimum height of the logo is set at 0.5 centimeters.



## Our Logo

### Inappropriate Logo Usage

Do not modify, swap, or relocate any of the logo components. Do not stretch or shrink. Do not change, swap the color palette, or the specific color values of the logo beyond what is specified.



Do not use the primary logo  
on dark backgrounds.



Do not use the secondary logo  
on light backgrounds.



Do not remove the arrow  
symbol from the logo.



Do not crop the logo's edges.



Do not alter the logo's  
proportions.



Do not modify the typography.



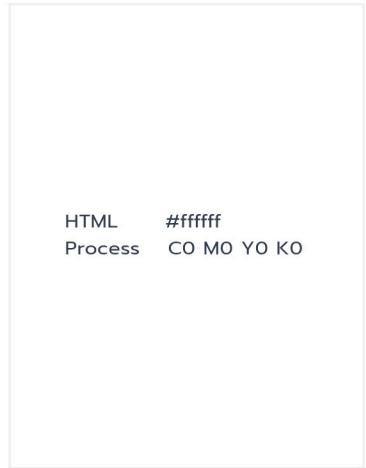
Do not change the logo's design.



Do not use logo colors  
other than what is specified.

## Corporate Color

---



HTML #ffffff  
Process C0 M0 Y0 K0



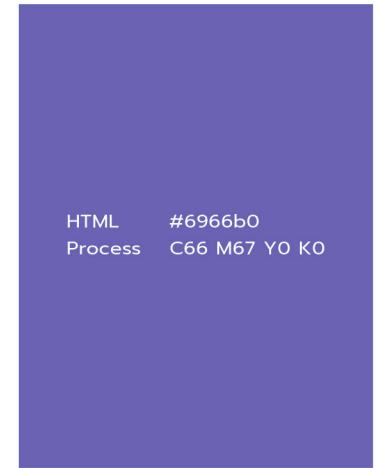
HTML #449ddf  
Process C73 M24 Y0 K0



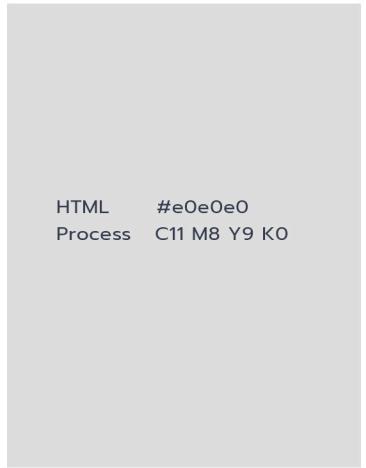
HTML #0231b0  
Process C97 M87 Y0 K0



HTML #042f81  
Process C100 M91 Y18 K7



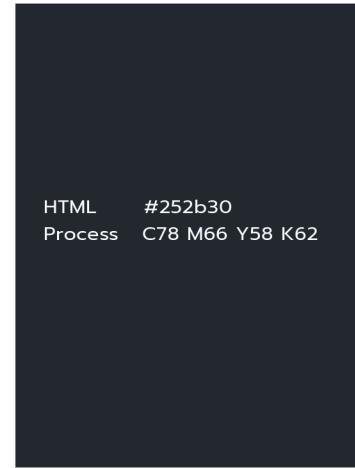
HTML #6966b0  
Process C66 M67 Y0 K0



HTML #e0e0e0  
Process C11 M8 Y9 K0



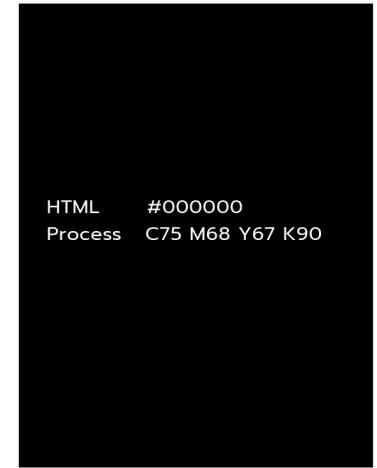
HTML #484d57  
Process C72 M62 Y49 K32



HTML #252b30  
Process C78 M66 Y58 K62



HTML #001838  
Process C100 M85 Y43 K58



HTML #000000  
Process C75 M68 Y67 K90

## Typography

---

### Typography : Prompt

When designing and arranging various promotional materials, it's essential to create distinct and easily communicable content. The organization must have its primary typography in both Thai and English languages. This helps foster recognition and understanding among the target audience. The chosen typography should be solid, user-friendly, and compatible with both Windows and macOS systems.

#### Thai Typography

บางเบา	บางพิเศษ
บาง	ธรรมดា
ปานกลาง	กึ่งหนักแน่น
หนักแน่น	หนักแน่นพิเศษ

กขคគງຈຈະຈະລຸງມູນຂອງຕາມລົດຕະ  
ກຣບບປັພພພ/ກມຍຣລວສບສຫພອ່

0123456789!@#\$%&\*+=

ກຂຄງ

#### English Typography

Thin	ExtraLight
Light	Regular
Medium	SemiBold
<b>Bold</b>	<b>ExtraBold</b>

A B C D E F G H I J K L M N O P Q R S T U W X Y Z  
a b c d e f g h i j k l m n o p q r s t u w x y z

0123456789!@#\$%&\*+=

AbC12



Contact us: Corporate Communication and Branding Division

 [cc@mfec.co.th](mailto:cc@mfec.co.th)

---

Head Office: 349 SJ Infinite One Business Complex, Vibhavadi-Rangsit Rd.,  
Chompol, Chatujak, Bangkok 10900, Thailand Tel: 02-821-7999

Branch 1: 199 S-Oasis 21 Floor, Vibhavadi-Rangsit Rd., Chompol  
Chatujak, Bangkok 10900, Thailand