

thePlatform

BRAND MANUAL

INTRODUCING MS. PAT PERSONA

Ms. Pat is a 35-year-old woman. She is a Generation Y, who is active and caring for other people. She works as a social event organizer. She loves to help people planning and managing their unique lifestyles that's full of hectic schedules to have a perfect work-life balance. She is also like to connect people of different interests to exchange new ideas and embracing wholesome living.

CHARACTERISTICS

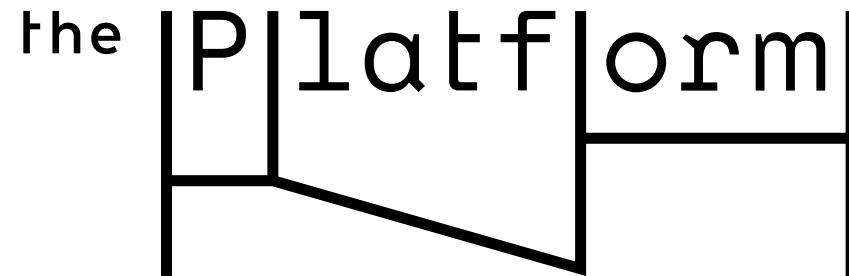
- / Active
- / Caring
- / Reliable
- / Responsible
- / Confident
- / Companionship
- / Fast Learner
- / Well-Managed
- / Enthusiastic
- / Open-Minded



01 LOGO SYSTEM OFFICIAL LOGO

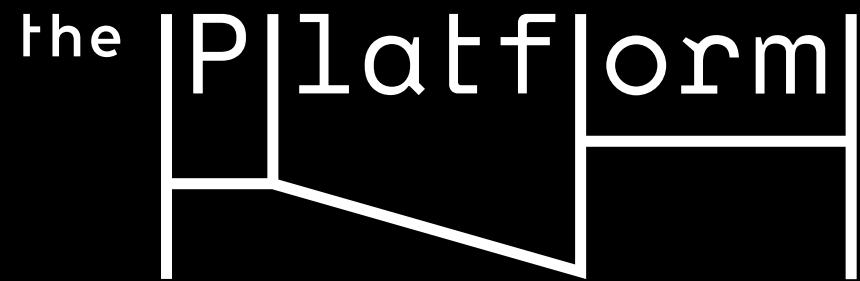
03

The official logo was designed to represent thePlatform's flexible and dynamic spaces where thePlatform brings various kinds of knowledges from talents to enrich the community.



In headline, subheadline, and body text,
the brand name must be written: thePlatform.

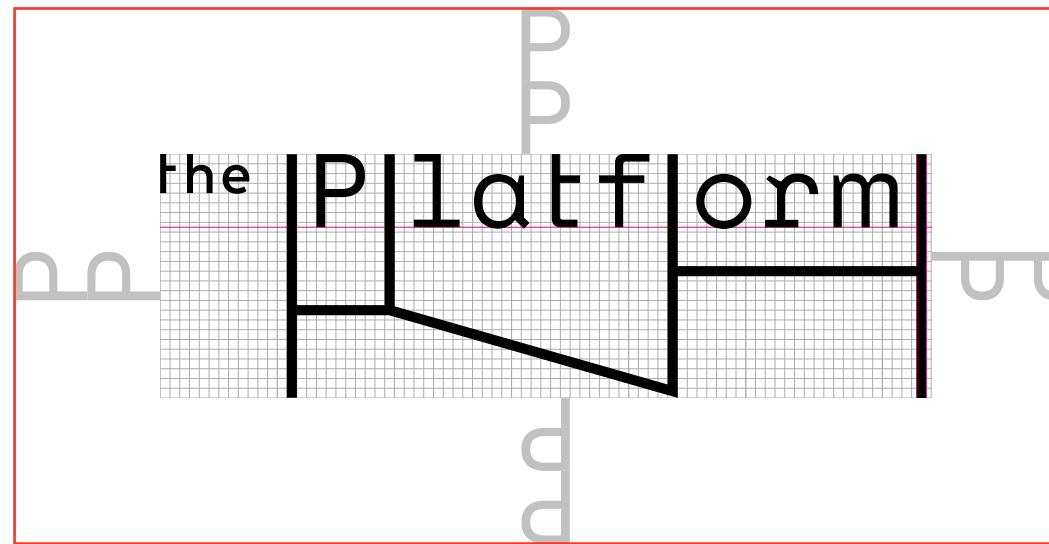
the |Platform|



**OFFICIAL LOGO ON GRID
& MINIMUM SIZING**

The minimum clear space required on all sides of the logo are equal to double size of letter "P" in thePlatform logo.

It should be kept away from pictures, texts, or any elements.

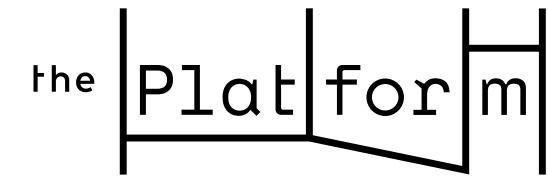
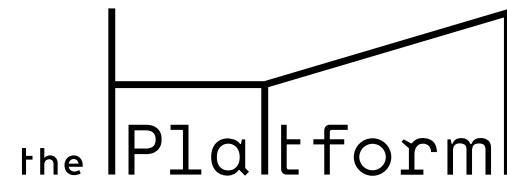


For maximum visibility and to function properly on every applications. The logo must not be smaller than the minimum sizing shown here.



**OFFICIAL LOGO VARIATIONS
& MINIMUM SIZING**

These are another two variations of official logo.
They can be applied on all
thePlatform's communications.



For maximum visibility
and to function properly
on every applications.
The logo must not be
smaller than the minimum
sizing shown here.



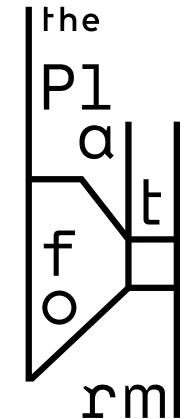
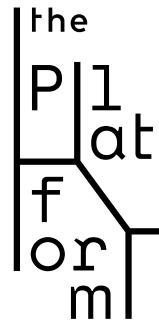
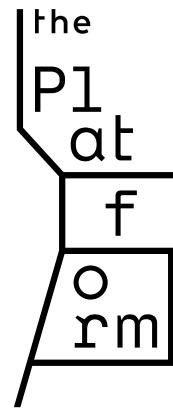
0.7cm



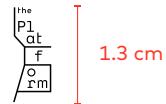
0.7cm

VERTICAL LOGO VARIATIONS & MINIMUM SIZING

Vertical logo variations are allowed to be used for small application usages.



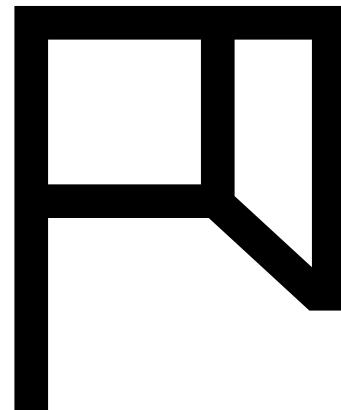
For maximum visibility and to function properly on every applications. The logo must not be smaller than the minimum sizing shown here.



01 LOGO SYSTEM SYMBOL

Symbol is used for social media profile picture.
It can also be applied for pin or embroidery.

08



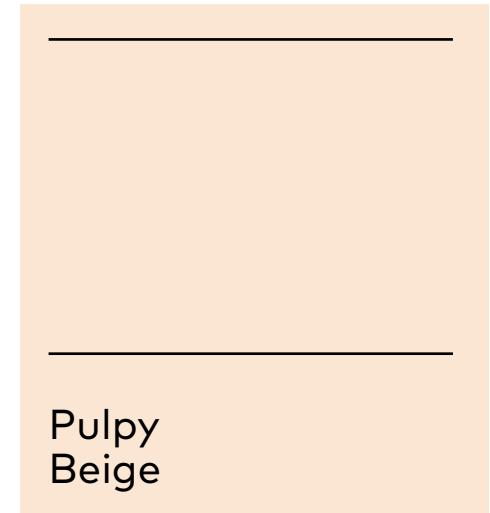
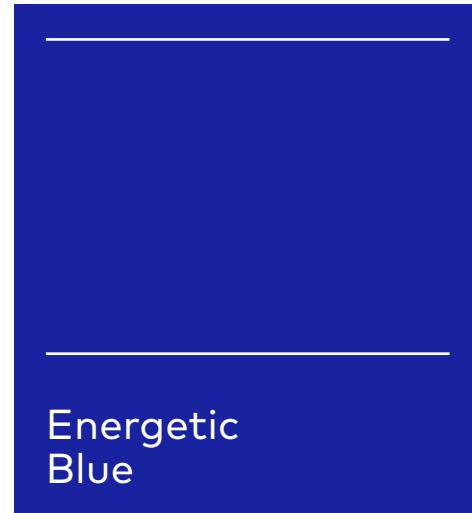
thePlatform corporate color palette is used for all corporate communications.



thePlatform seasonal color palettes are used for all seasonal and promotional communications.

The palette should have a combination of one of thePlatform's corporate colors and two or more seasonal colors which relate to the season or content.

thePlatform's Corporate Color



Songkarn Festival



Chinese New Year



Jazz



Father's Day



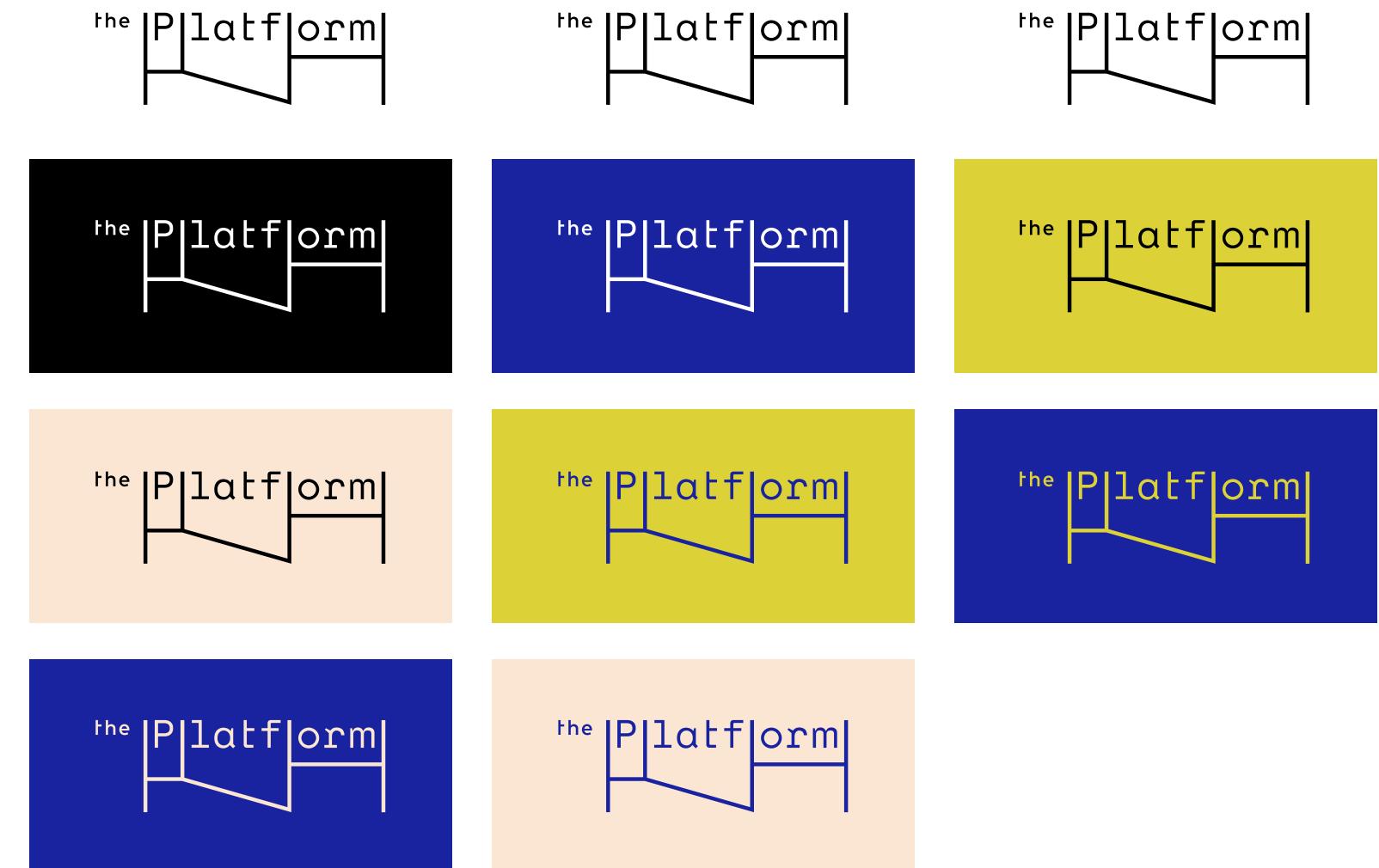
Christmas



02 COLOR SYSTEM COLOR LOGO

11

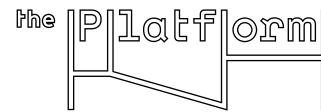
The color version of logo must never be displayed in a tone that lacks sufficient contrast with the background, and it should always be distinctively visible.



03 LOGO MISUSE DOS & DON'TS

12

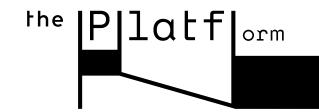
Making sure to follow these rule when using the official thePlatform logo in all communications.



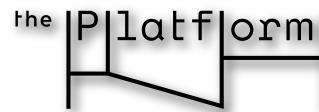
DO NOT outline the logo



DO NOT add any photos in the logo.



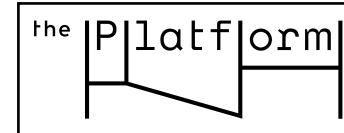
DO NOT fill any graphic or solid color into the logo



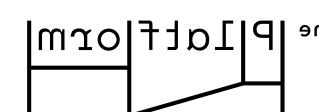
DO NOT add effects to the logo.



DO NOT squeeze or stretch the logo.



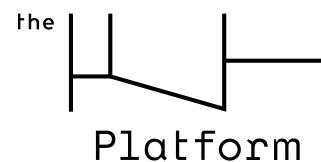
DO NOT create any frames around the logo.



DO NOT flip the logo.



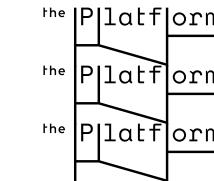
DO NOT place a logo on partial low and high contrast area of the image or a complex area of the illustration.



DO NOT rearrange any elements of the logo.



DO NOT rotate the logo.



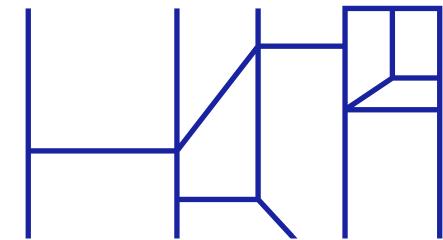
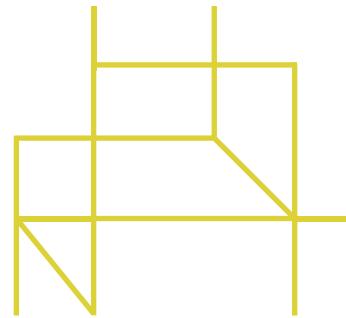
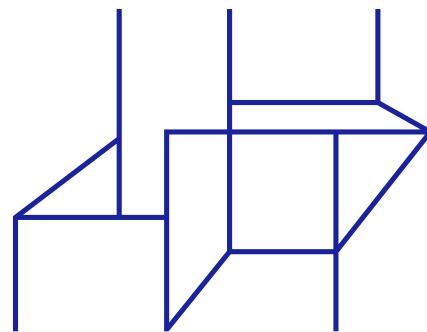
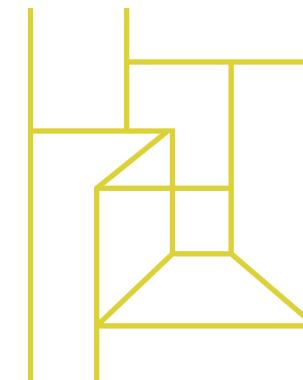
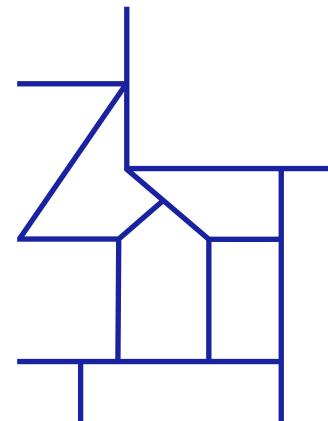
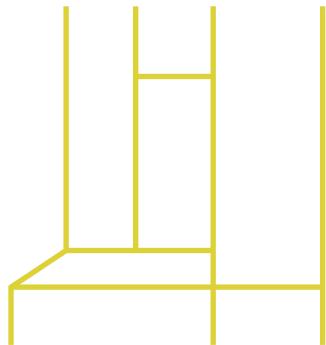
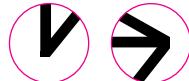
DO NOT stack the logo.

the Platform

DO NOT delete any elements from the logo.

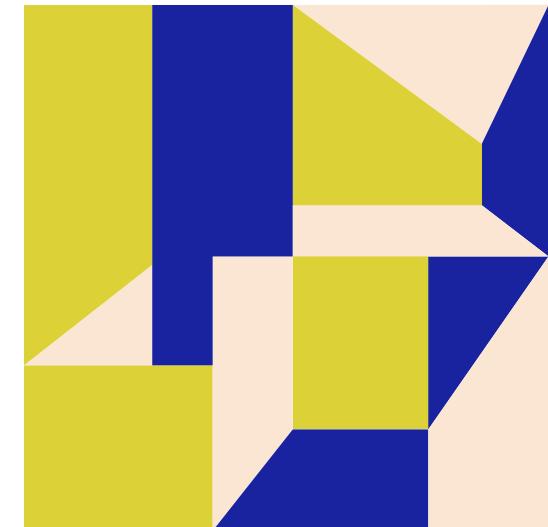
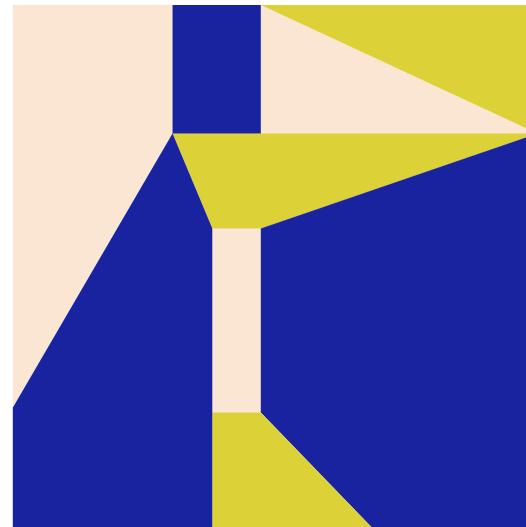
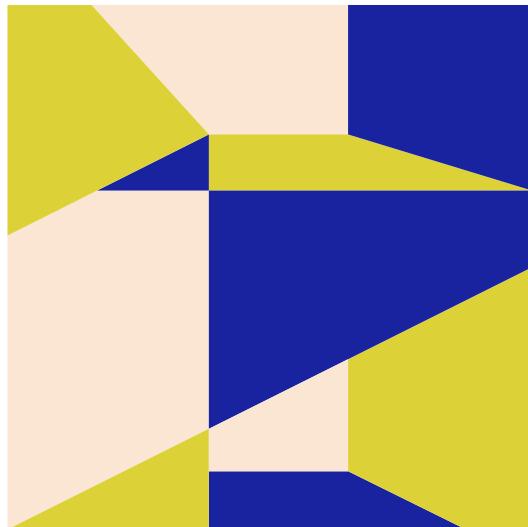
Since the Platform line graphic represents the Platform's flexible and dynamic spaces, they must have at least one depth area.

The angles of outlines have to be cut straight as these examples shown here.



GRAPHIC SYSTEM THE PLATFORM SOLID GRAPHIC

Since the Platform solid graphic represents the Platform's flexible and dynamic spaces, they must have at least one depth area.



05 TYPOGRAPHY SYSTEM PRIMARY TYPEFACE

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Electronica and DB Airy fonts
are thePlatform's voice.

Electronica is used as a primary
English typeface. And
DB Airy is used as a primary
Thai typeface.

The system only utilizes
up to two weights as
the following example.

For Headline

Electronica
Bold | Kerning 0

The uniqueness of thePlatform

For Body Text

Electronica
Regular | Kerning 0

thePlatform's uniqueness is that it is a place where all different kinds of activities intersect - a hub for learning and sharing experiences regardless of the type of activity. It allows people of different interest to come together in one space and break down the walls both amongst different businesses and the people who are involved in that space, both literally (physical boundaries) and metaphorically (mental boundaries).

Font DB Airy
Medium | Kerning +20

ເດອະ ແພລຕຟອຣົມ ພື້ນຖ່າສໍາຮັບຜູ້ຄົນໃນຊຸມຊັບ

Font DB Airy
Regular | Kerning +20

ເດອະ ແພລຕຟອຣົມ ພື້ນຖ່າສໍາຮັບພບປະໂຫງຜູ້ຄົນທີ່ອ່າກນາແຊ່ງ
ປະສະກາດນີ້ ແລະຄົນທີ່ຕ້ອງການເຮັນຮູ້ສິ່ງໃໝ່ ໄກຮົກສາມາດຮ
ນາເຂົ້າຮ່ວມໄດ້ ໂດຍຫ້ອງແລະພື້ນຖ່າສ່ວນຕ່າງໆ ຈະສລັບສັບເປົ້າຢັນ
ໄປຕາມການເສັງການທີ່ແຕກຕ່າງດັນໄດ້ ສິ່ງຈະຄອບຄລຸມໃນຫລາຍ
ກົງຈົກກຽມຂອງຄົນຫລາກຂ່ວງອາຍຸ ຕັ້ງແຕ່ເດັກຈົນລຶ່ງວ່າຍກໍານານ
ເພື່ອຕ້ອງກາຣເຊື່ອນໂຍ່ງຜູ້ຄົນຫ້າຫາດັນໃຫ້ນາກຫັ້ນ ພັກອົມທີ່
ຈະເປີດໃຈຮັບພິງ ເຮັນຮູ້ ພົບໜ້າພຸດຄຸຍດັນ ແລະຜົກນິຕ

05 TYPOGRAPHY SYSTEM SYSTEM TYPEFACE

16

When thePlatform primary typeface is not available, Arial and CordiaUPC are allowed to be used instead of thePlatform primary typeface.

For Headline

Arial
Bold | Kerning +10

The uniqueness of THE PLATFORM

For Body Text

Arial
Regular | Kerning +10

thePlatform's uniqueness is that it is a place where all different kinds of activities intersect - a hub for learning and sharing experiences regardless of the type of activity. It allows people of different interest to come together in one space and break down the walls both amongst different businesses and the people who are involved in that space, both literally (physical boundaries) and metaphorically (mental boundaries).

CordiaUPC
Bold | Kerning +10

เดอะ แพลตฟอร์ม พื้นที่สำหรับผู้คนในชุมชน

CordiaUPC
Regular | Kerning +10

เดอะ แพลตฟอร์ม พื้นที่สำหรับพบปะของผู้คนที่อุยกามาและร่วมประสบกាលน และคนที่ต้องการเรียนรู้สิ่งใหม่ ให้ก็สามารถ มาเข้าร่วมได้ โดยห้องและพื้นที่ส่วนต่างๆ จะสลับเปลี่ยนไปตามการใช้งานที่แตกต่างกันได้ ซึ่งจะครอบคลุมในหลาย กิจกรรมของคนหลากหลายอายุ ดังเด็กจนถึงวัยทำงาน เพื่อต้องการเชื่อมโยงผู้คนเข้าหากันให้มากขึ้น พร้อมที่จะเปิดใจรับฟัง เรียนรู้ พบหน้าพูดคุยกัน และผูกมิตร

Headline placement option 1 can be stacked and gradually scale down to visualize the depth of spaces. It can be stacked in various angles. All the letters have to be in uppercase only. They are allowed to be used with thePlatform line & solid graphics. Please refer to page 13 - 14 before using.

TYPOGRAPHY SYSTEM

HEADLINE PLACEMENT OPTION 1

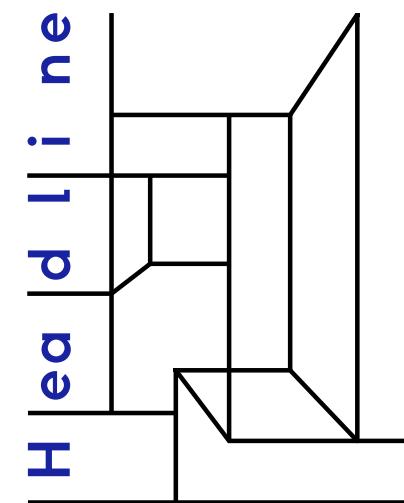
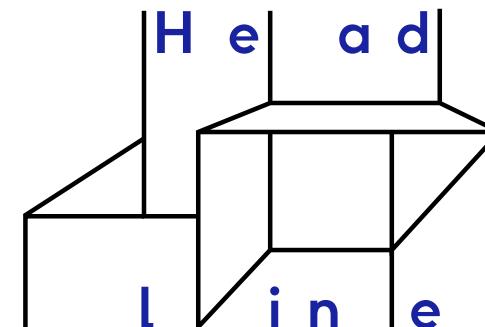
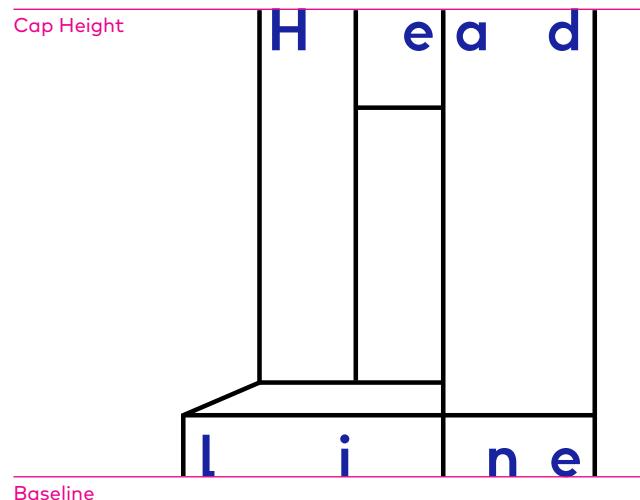
Headline placement option 1 can be stacked and gradually scale down to visualize the depth of spaces. It can be stacked in various angles. All the letters have to be in uppercase only. They are allowed to be used with thePlatform line & solid graphics. Please refer to page 13 - 14 before using.



Headline placement option 2, in order to represent the concept of flexible and dynamic spaces, the spacing between letters can be placed far apart from each others. They have to be placed inside the platform line graphic only. Either their cap height or baseline has to be lined up with the platform line graphic.

The headline must be in sentence case only.

Please refer to page 13 before using.

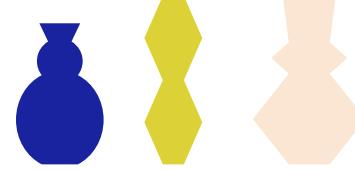


PICTOGRAM SYSTEM THE PLATFORM PICTOGRAM

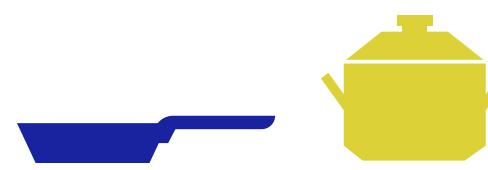
We use pictogram to represent the activities inside the Platform.

The pictogram must be in a silhouette shape of objects which are related to the contents. They could be made of geometry shapes or solid free forms. It has to be bold, clear, and have less details as possible.

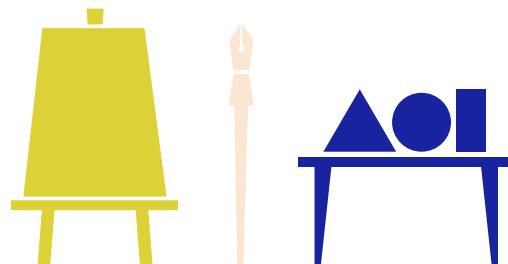
Please refer to page 19 & 21 before using.



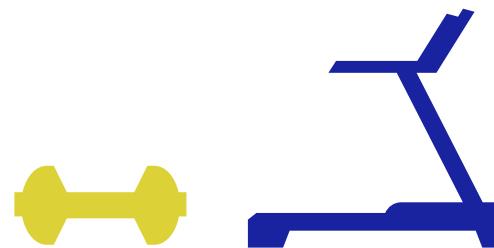
Pottery Class



Cooking Class



Art Class

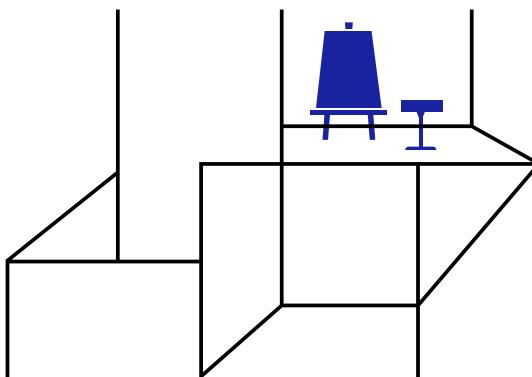
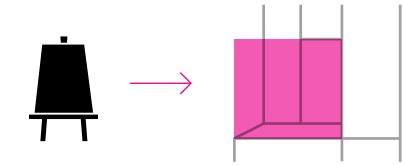


Health Class

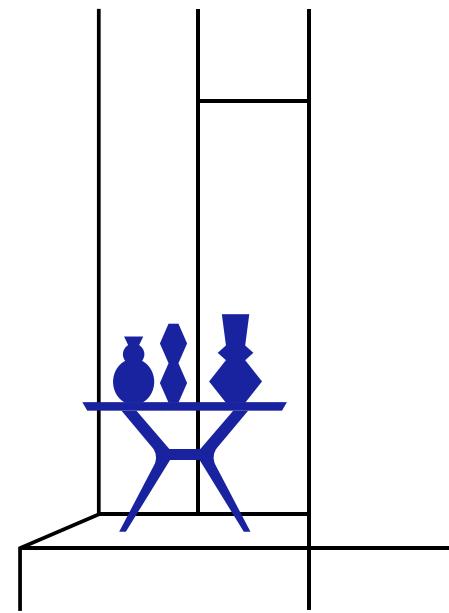
PICTOGRAM SYSTEM THE PLATFORM PICTOGRAM PLACEMENT

thePlatform pictogram should be placed on the depth areas of thePlatform line graphic as if the activity is happening in the room or on the space.

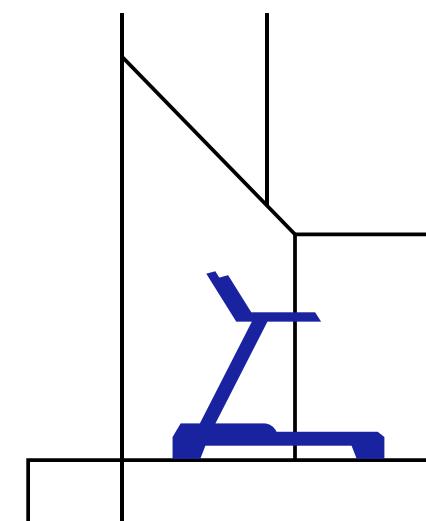
Please refer to page 13, 19 & 20 before using.



Drawing Class



Pottery Class



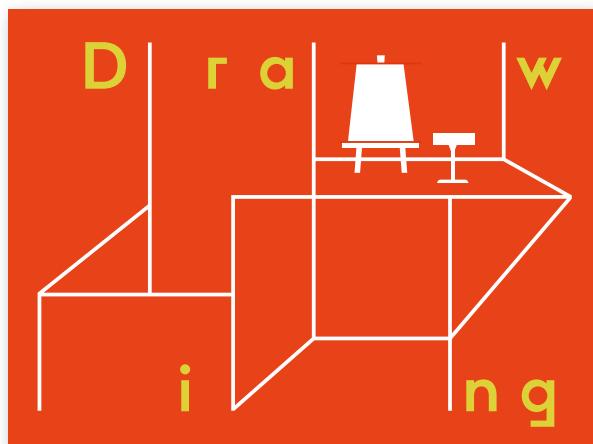
Wellness Class

PICTOGRAM SYSTEM

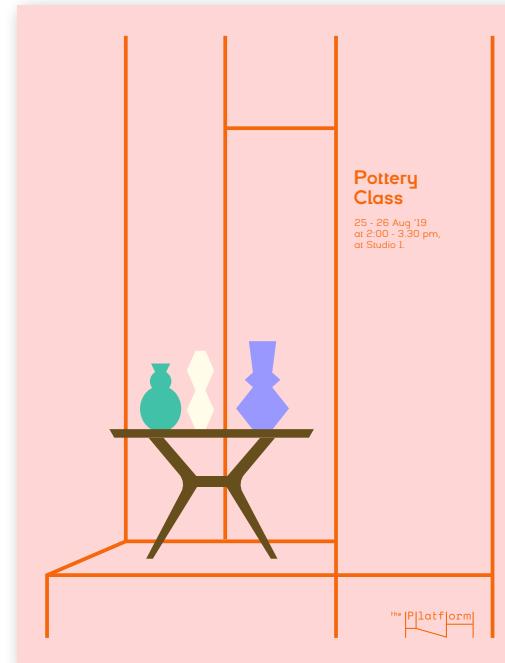
THE PLATFORM PICTOGRAM PLACEMENT

thePlatform pictogram should be placed on the depth areas of thePlatform line graphic as if the activity is happening in the room or on the space.

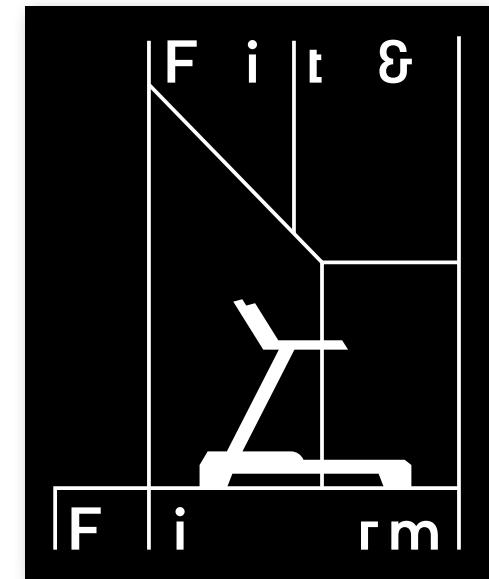
Please refer to page 13, 19 & 20 before using.



Drawing Class



Pottery Class



Wellness Class

PHOTOGRAPHY SYSTEM GUIDELINE

The photography style has to be in a warm-beige and modern with little pinkish tone.

We add some green contrast and reduce some of vibrance tone as to emphasize the lifestyle that is active, fresh and friendly.

The photos should represent and relate directly with activities and community of people.

Therefore, the content has to tell a story of enjoyable moment through people who participate in thePlatform activities.



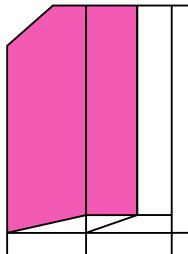
PHOTOGRAPHY SYSTEM

PHOTOGRAPHY IN THE PLATFORM LINE GRAPHIC

Photos are allowed to be incorporated inside the Platform line graphic.

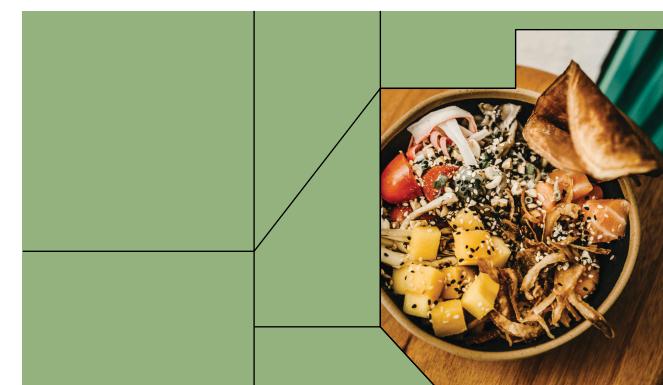
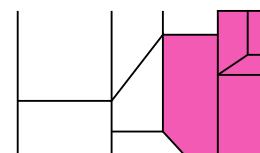
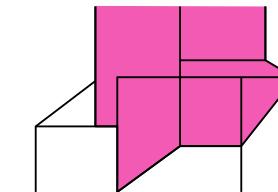
The photo area can be applied to one single cell or merging cells from the Platform line graphic.

Please refer to page 13 before using.



Bartender
101

At The Kitchen,
Monday 24th Aug.
14:00 - 17:00
All attendees
are welcome.



FOR FURTHER QUESTIONS OR INQUIRIES
PLEASE CONTACT: INFO@TNOP.COM