





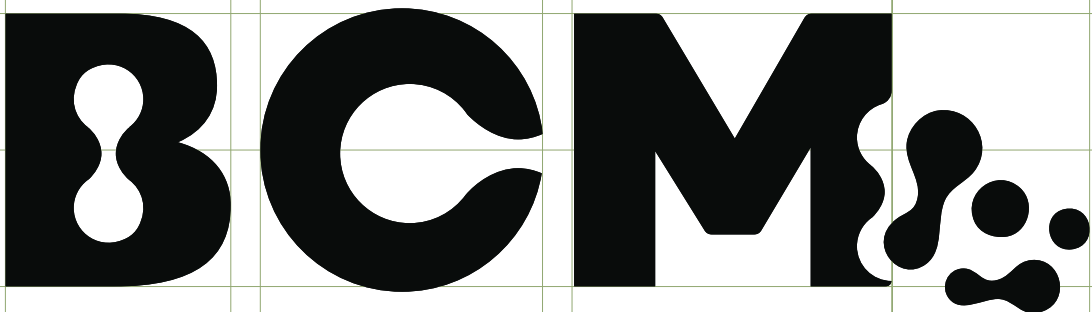
# Logo Design & Concept

The logo is designed using a molecule in the process of breaking apart as the core concept, combined with the initials of the academic discipline.

For the full name font used alongside the logo, the English font is Poppins, and the Thai font is LINE Seed Sans TH.

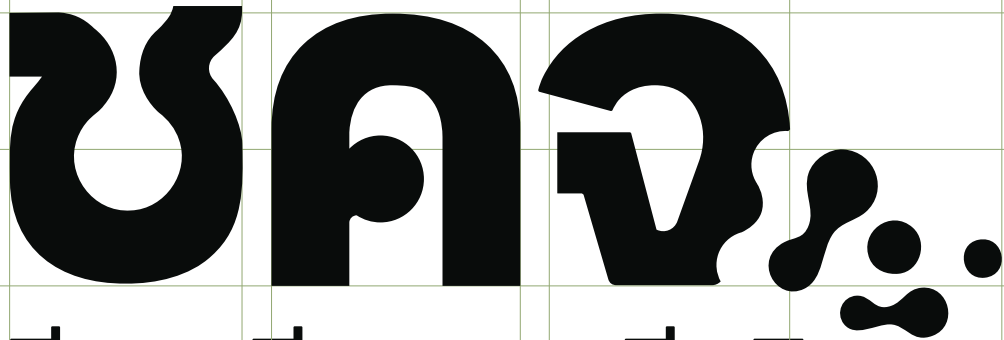
This logo is expertly crafted and shouldn't be changed in any manner.

ENG



Biochemistry and Microbiology

TH



ชีวเคมีและจุลชีววิทยา

# Primary Logo

The primary logo can be used independently without the full name in either language. The main color of the logo is the color shown on the right side..

This logo is expertly crafted and shouldn't be changed in any manner.



MINIMUM SIZE  
For print applications, the minimum height when scaling proportionately is .35" whereas for digital purpose, it is 25px

# Color Variation

Using the logo's several color combinations effectively is essential to keeping a consistent brand presence.

The logo is available in various color variations, each with a different purpose.

These modifications are compatible with every iteration of the logo.



Colored logo on White background.



Black logo on white background



Colored logo on light background.



White logo on black background



White and lighter green color on dark background.  
Ensure sufficient contrast between the logo and the background to maintain visibility.

# Logo Color Variation

Full Colors

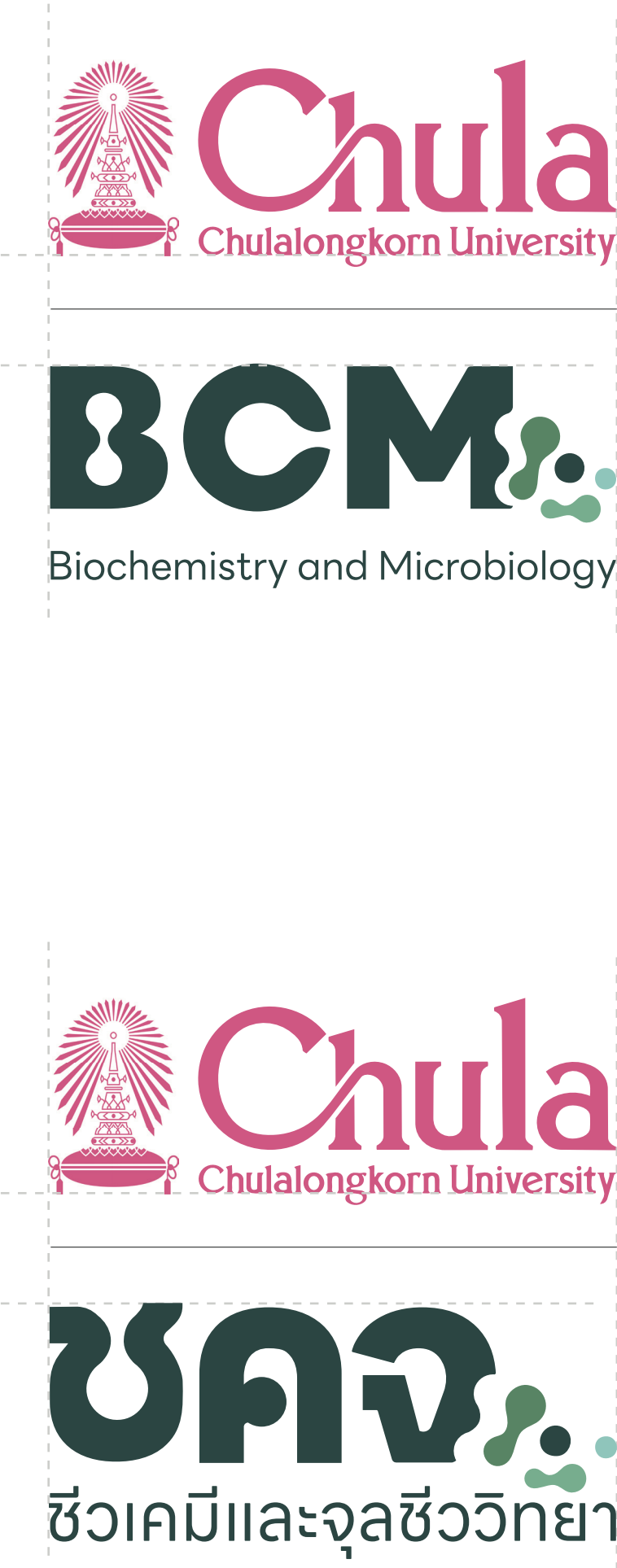


Biochemistry and Microbiology

Optional



# Placement with CU Logo



## VERTICAL CO-BRANDING

The primary logo is always placed on top.



## HORIZONTAL CO-BRANDING

The primary logo is always placed first

# Placement Co-Branding

When two or more brands work together or associate their logos for mutual gain, this is known as co-branding in logo design.

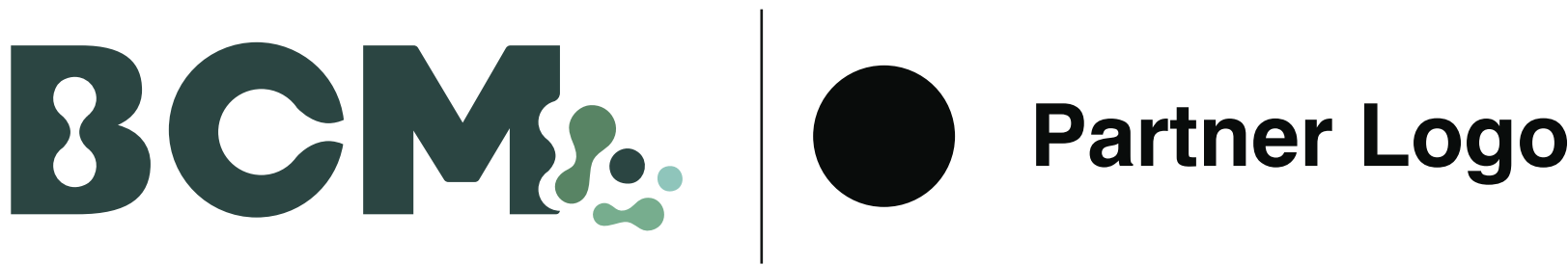
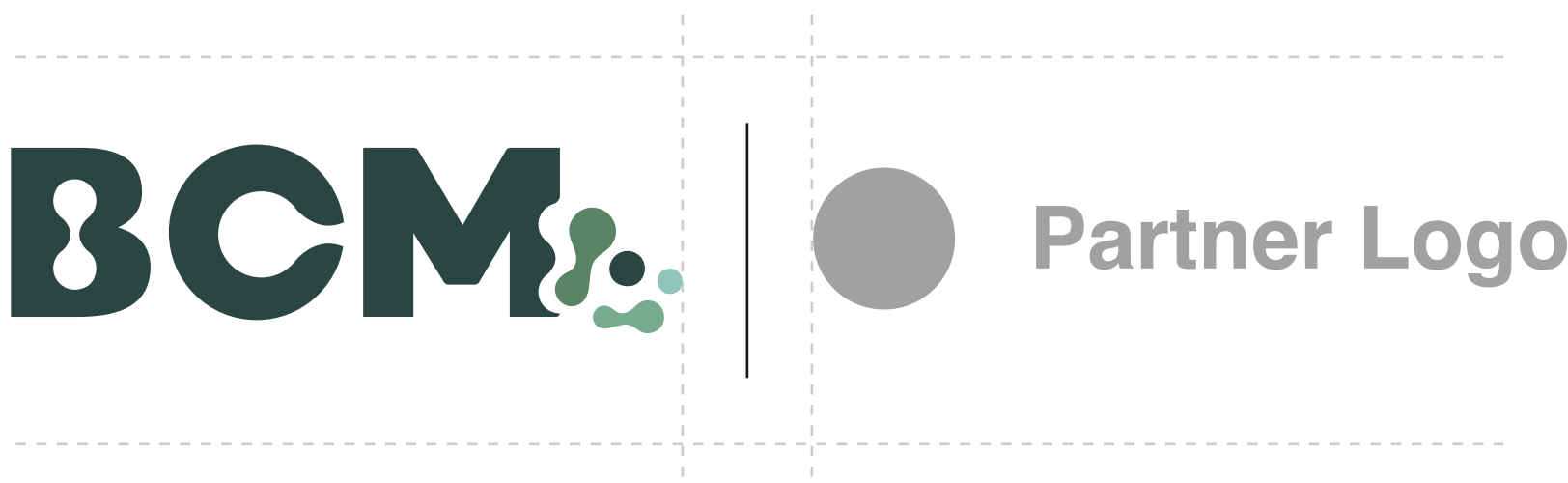
This partnership may be for shared goods, services, occasions, or advertising initiatives.

Making ensuring that both logos enhance each other without losing their own personalities calls for considerable thought.



## VERTICAL CO-BRANDING

The primary logo is always placed on top.



## HORIZONTAL CO-BRANDING

The primary logo is always placed first

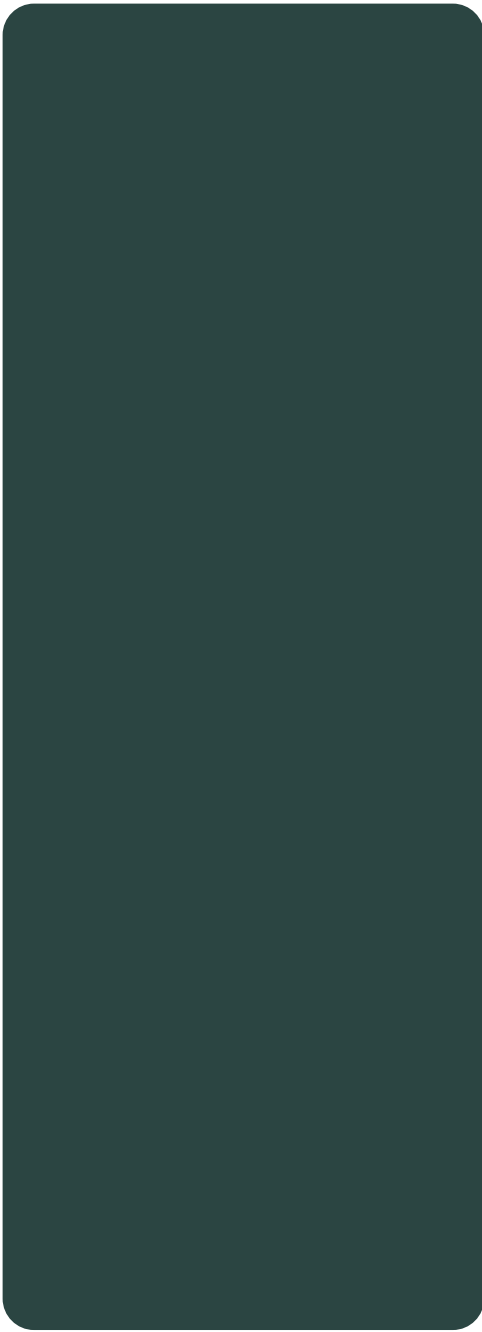


# Color Palette

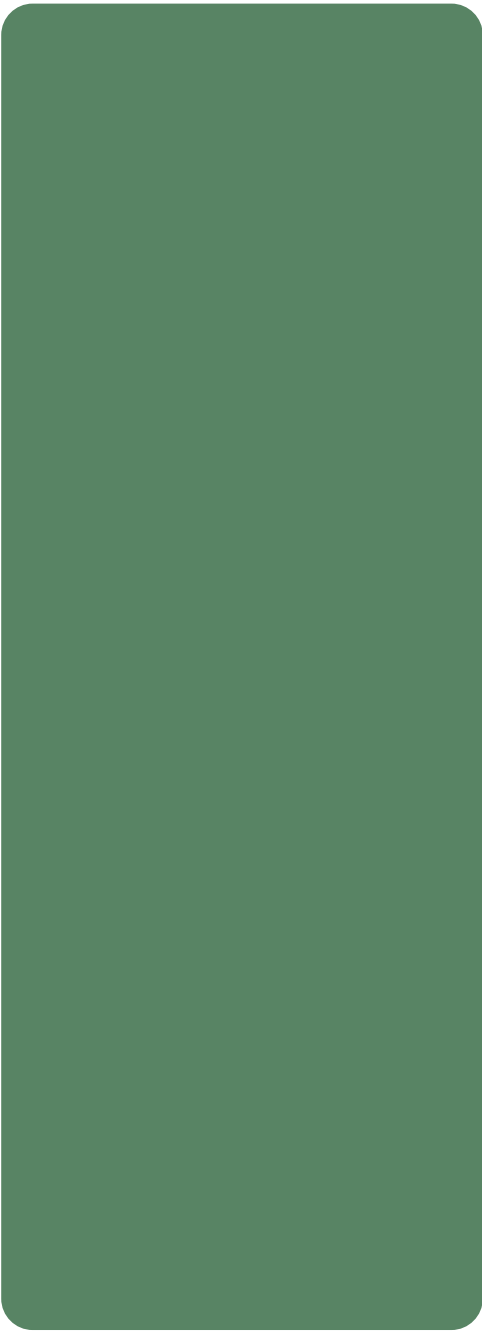
These colors represent the personality and ideals of the brand and go beyond just aesthetics. Our graphic identity is based on the main colors, each of which was carefully selected.

Allow these colors to impart the unique vitality and personality that defines the brand into the designs.

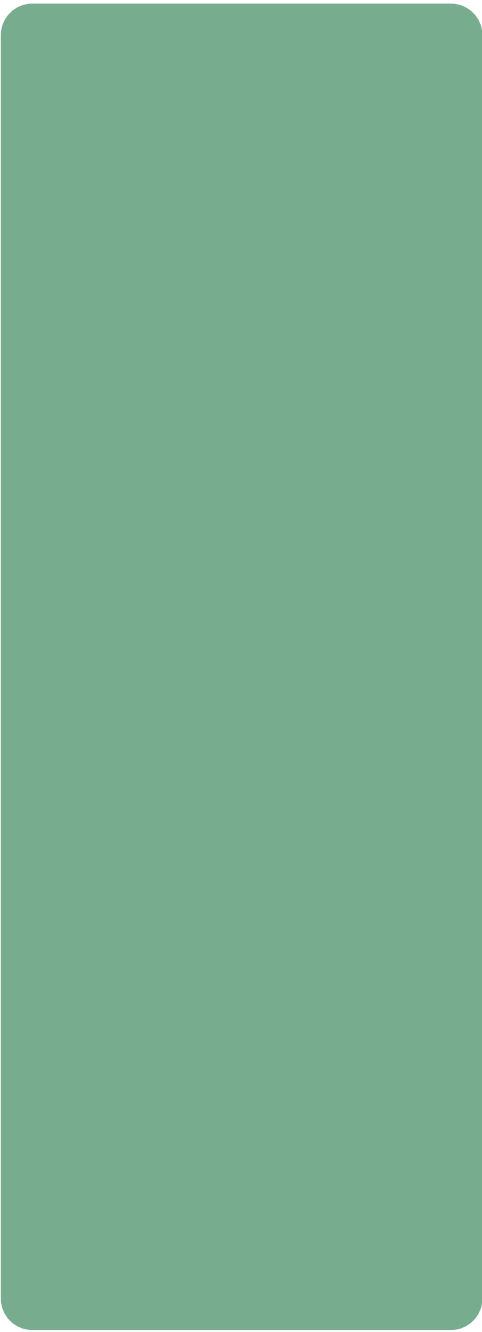
Primary Color



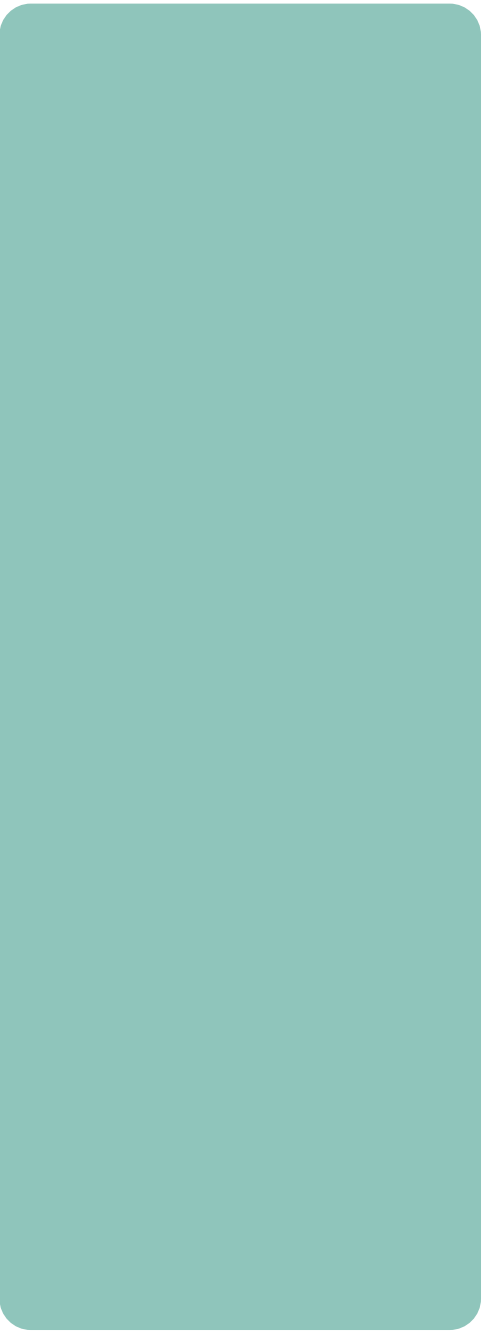
Dark SLATE  
R46 G76 B74  
C80 M52 Y61 K40  
HTML 2e4c4a



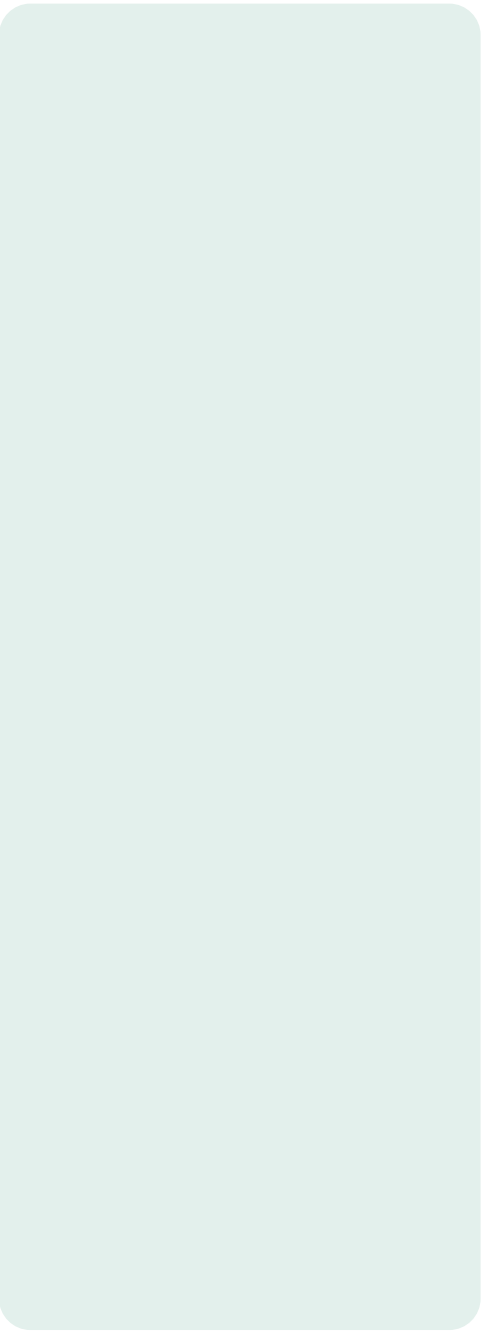
Russian Green  
R93 G138 B105  
C33 M0 Y24 K46  
HTML 5d8a69



Green Sheen  
R125 G181 B152  
C53 M11 Y48 K0  
HTML 7db598



Light Teal  
R146 G201 B196  
C43 M5 Y24 K0  
HTML 92c9c4



Snow Vendredi  
R228 G239 B238  
C10 M2 Y5 K0  
HTML e4efee

# Black And White

Despite not being colors in and of themselves, black and white play important roles in color palettes.

In design, they provide contrast, balance, adaptability, timeless appeal, and efficient communication, laying the groundwork for other hues to flourish.



BLACK  
Pantone 567 C  
R22 G62 B53  
C88 M24 Y66 K74  
HTML 163E35



WHITE  
Pantone 567 C  
R22 G62 B53  
C88 M24 Y66 K74  
HTML 163E35

# Color Tints

Color tints are made by adding different amounts of white to main colors to create lighter tones.

a delicate but effective expansion of the primary color palette. These precisely calculated color variants will give your design versatility and refinement.

