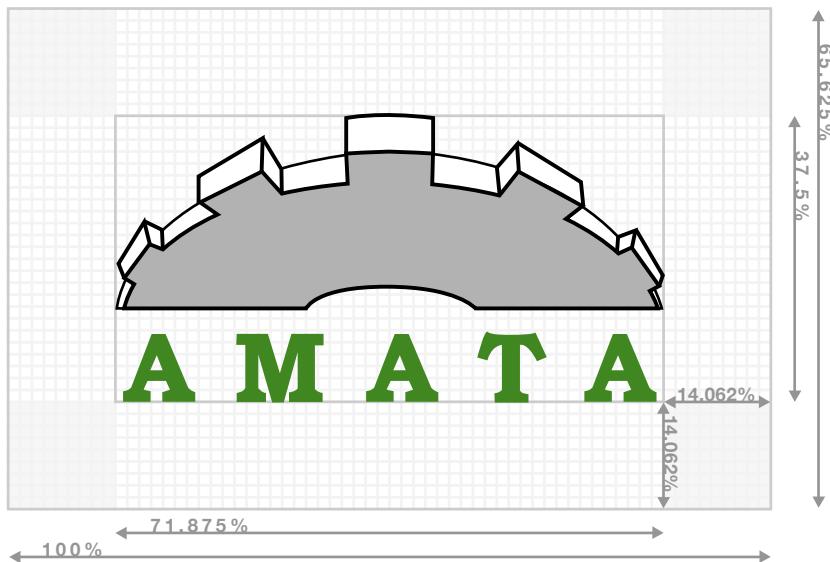


1.0	The mark	3
1.1	Minimum clear space	4
1.2	Unacceptable treatments	5
2.0	Identity colors	6
2.1	Print and Web colors	7
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3.0	Typefaces	9
3.1	For print in english and thai	10
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6.3	Unacceptable treatments	22
7.0	Signs	23
7.1	Amata city sign	24
7.2	Amata city distance sign	25
7.3	Unacceptable treatments	26



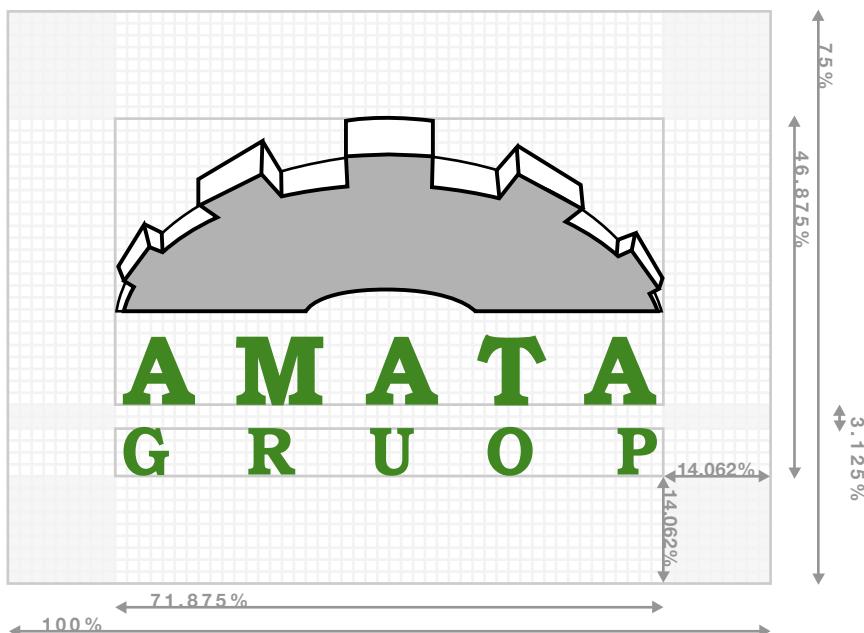
The clear space around the mark is important to not establish it's presence and separate it from other graphic languages. Maintaining clear space is necessary for developing brand awareness with the mark. Never crowd this mark or integrate it with other graphic elements.

The Amata mark is going to be split up it should be in first place used without the symbol if the mark. The symbol may also be used by it self without "AMATA" but in that case it is important that the people that see the symbol knows that it is Amata's.

In this example above the numbers at the arrows is percent.

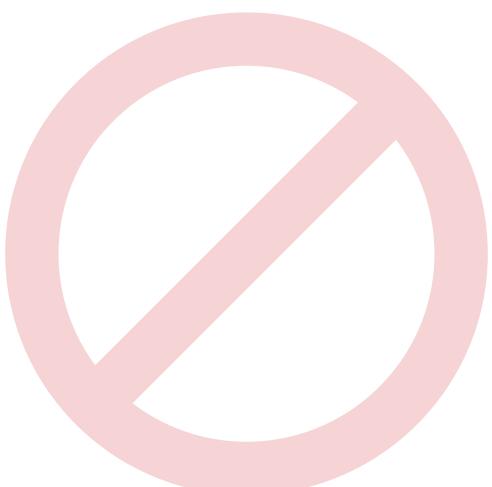
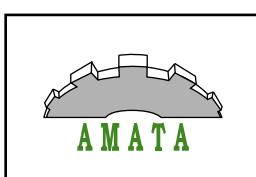
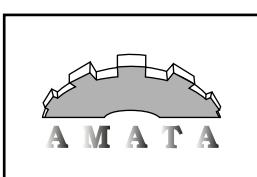
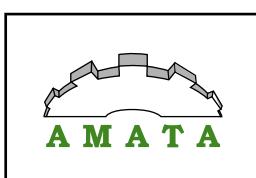
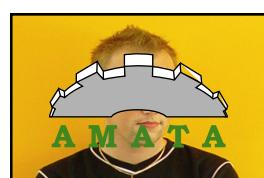
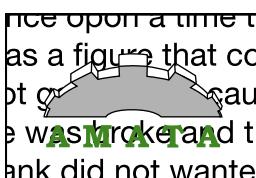
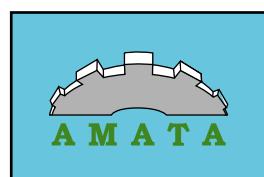
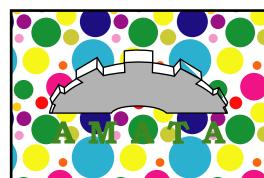
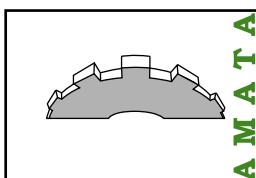
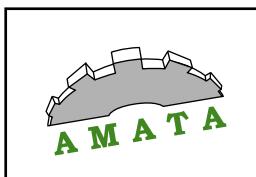
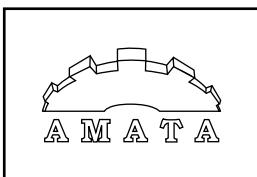
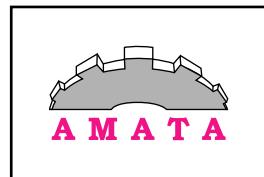
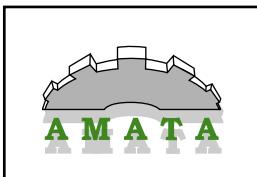
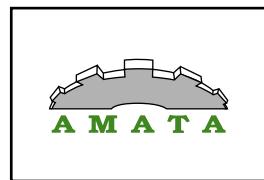
100% = The total width,
logotype + clear space.
(64 squares)

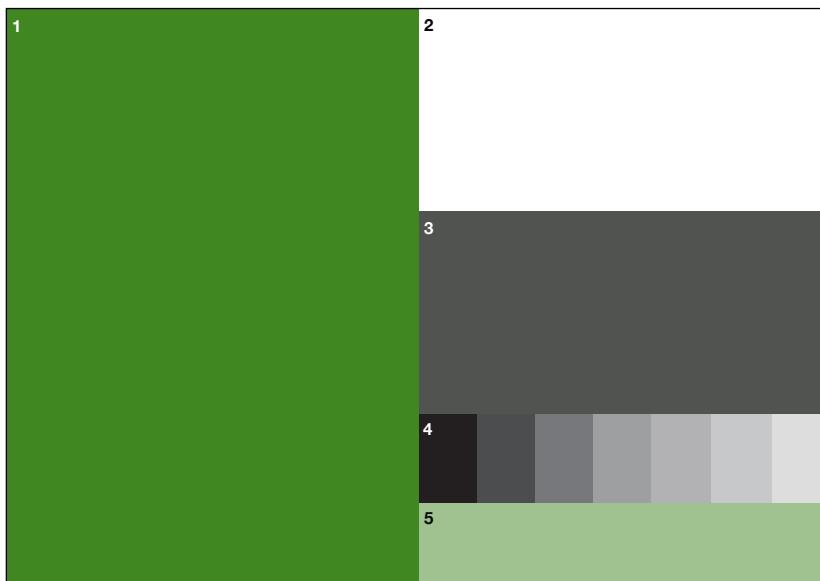
1 square = 1,5625%



In this example above you can see how to create the logotype with an undergroup, like "AMATA [GROUP]".

Use judgement when applying the mark. Follow the clear space and color rules. Here are some examples of what never should happen...





Using consistent set of colors will help recognition of the Amata identity. Different mediums will effect the color choices available. Choose the appropriate color specification based on media, manufacturing and viewing environment.

This color map is based on the proportion, or hierarchy of colors used in the Amata identity. Samples 1 and two is the primary colors. Always try to maintain the proportion illustrated here.

Primary



Secondary



Tertiary



CMYK

C 77
M 25
Y 100
K 11

RGB

R 64
G 134
B 33

CMYK

C 65
M 55
Y 58
K 33

RGB

R 81
G 83
B 81

CMYK

C 39
M 9
Y 53
K 0

RGB

R 161
G 194
B 144

HEX

408621

HEX

515351

HEX

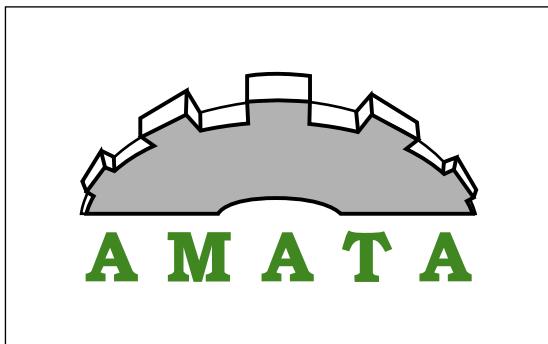
A1C290



Use white for the background or as negative space.



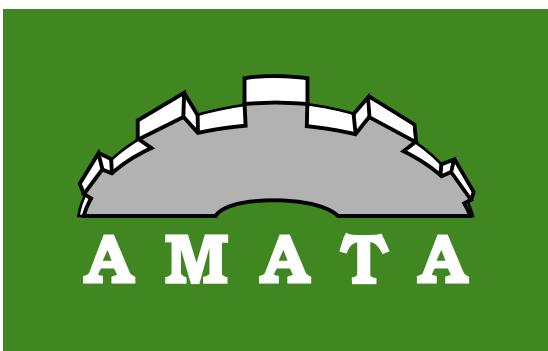
Shades of the Pantone Cool Gray family may be used for the background as well.

Positive

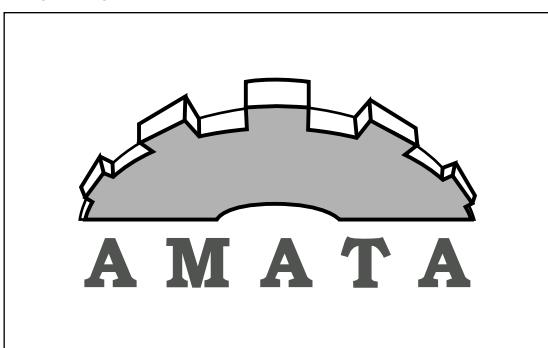
On white background always use the green color.

The Amata mark uses the green color as primary color. The mark can be green on white or white on green. When printing use the tritary identity color, the dark gray from the color map.

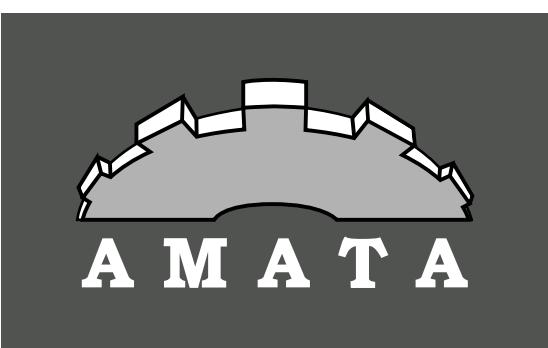
The colors in the symbol, white, black and lightgray, should never be changed.(!)
If changes in colors change only the background-color and the color "Amata" has in the mark.

Reversed out on primary green

The green color is preferred color for reversing the mark.

B/W printer, positive

When printing positive marks in black and white, use the dark gray in the mark.

B/W printer, reversed

When printing the mark in reverse, make it 100% white.

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890(~!
@#\$%^&*_+{}"<>?/'[].[.;;..])

Helvetica is one of the most popular typefaces of all time. It was designed by Max Miedinger in 1957 for the Haas foundry of Switzerland (the name is derived from Helvetia, the latin name of Switzerland).

Helvetica Neue is very easy to read in all sizes and it has a industrial look as a none serif typeface.

Jackdaws love my big sphinx of quartz.
Victors flank gypsy who mixed up on job
quiz. Wolves exit quickly as fanged zoo
chimps jabber. Five jumbo oxen graze
quietly with packs of dogs.

Helvetica Neue 35 Thin

To the left is the Helvetica Neue family. To the right you can see the different styles this family.

The primary typeface is Helvetica Neue 55 Roman.

Jackdaws love my big sphinx of quartz.
Victors flank gypsy who mixed up on job
quiz. Wolves exit quickly as fanged zoo
chimps jabber. Five jumbo oxen graze
quietly with packs of dogs.

Helvetica Neue 35 Thin

Jackdaws love my big sphinx of quartz.
Victors flank gypsy who mixed up on job
quiz. Wolves exit quickly as fanged zoo
chimps jabber. Five jumbo oxen graze
quietly with packs of dogs.

Helvetica Neue 35 Thin

G G
G G
G G

Century Regular

ABCDEFGHIJKLMNPQRS
TUVWXYZabcdefghijklmnopqrstuvwxyz1234567890(~!
@#\$%^&*_+{}"<>?/'[].[.;;..])

Century Regular may be used for
more classic events as diploma,
distinction, etc.

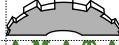
Verdana

ABCDEFGHIJKLMNOPQRS
TUVWXYZabcdefghijklmnopqrstuvwxyz123456789
0(~!@#\$%^&*_+{}"<>?
?/'[.]::;,;...)

Verdana is the most used typeface on the web. The reason is that it is the most easy typeface to read on screen. It is also the fact that every newer PC and Macintosh has Verdana installed.



To the left is an example of how Verdana seems on the screen in a explorer window.

	0	60	179	539
0				
92.5				
117	 A M A T A Type address Hit 2x "Return"	Termrak Khumsupa Marketing Promotion AMATA 212 Kromadit Bldg., New Petchburi Rd., Huay Kwang, Bangkok 10320 THAILAND		
	Type date Hit 3x "Return"	19 september 2002		
	Type salution Hit 2x "Return"	Dear Yong Sukijaki		
		We know from experience that the sum of our parts makes us a greater creative engine than the parts alone. Together we make design happen. We are a small firm. A well-oiled machine. We will stay that way. We will work at a human scale, building long-standing partnerships with our clients and with each other. Small gives us the freedom to manage our destiny, to say no when we want to. Small keeps our own community tight, fun, caring.		
		We are a learning company. We stay curious. We stretch ourselves. We play in the areas where design, technology, art, and science overlap. We follow our noses, learning and teaching each other, making room in our days to explore. We share what we know with our colleagues and our clients.		
		We are not competitors. Ask us who our competitors are, and we'll draw a blank. We'd rather talk about the firms whose work we admire and why. We celebrate good design wherever it happens. There's plenty of work to be had where the application of careful thinking and good design could make a real difference for people. Our focus is on getting that kind of work and executing it well.		
		Best regards,		
		Yong Sukijaki		
760	Do not type any text below this line			
	21/1105 Block D., RCA, Soi Soontivijai, Rama 9.	tel 0-2203-0982-3 fax 0-2641-4175.	www.amata.com info@amata.com	

The values in this construction is points/pixels. The arrows with the values can not be moved.

Use Helvetica Neue 55 Roman
10 pt/12 pt leading address, web and telephone.



The values in this construction is
points/pixels.

Helvetica Neue 55 Roman
10 pt/12 pt leading.

Business card

Address/Telephone>Title/URL
Helvetica Neue 55 Roman
7 pt/10 pt leading

Name
Helvetica Neue 75 Bold
7 pt/10 pt leading

Envelope

Address
Helvetica Neue 55 Roman
7 pt/10 pt leading

The front of the business card uses the basic stationary design elements: the mark and a thick rule bleeding of the bottom. The back is a solid hit of green with type reversed to white. Information pertain to individuals is on the front, corporate information on the back.



Type: Helvetica Neue
55 Roman. Type size:
10 pt/12 pt leading.

All values in points.

The press release letterhead differs from the standard letterhead by the addition of the green headline. Do not use these two letterhead interchangeably.

0	60	179	539	
0				
29		press release		Helvetica Neue 75 Bold. Type size: 18 pt
97				
118.5	AMATA	Amata releases their new graphic profile 20 september 2002 We know from experience that the sum of our parts makes us a greater creative engine than the parts alone. Together we make design happen. We are a small firm. A well-oiled machine. We will stay that way. We will work at a human scale, building long-standing partnerships with our clients and with each other. Small gives us the freedom to manage our destiny, to say no when we want to. Small keeps our own community tight, fun, caring. We are a learning company. We stay curious. We stretch ourselves. We play in the areas where design, technology, art, and science overlap. We follow our noses, learning and teaching each other, making room in our days to explore. We share what we know with our colleagues and our clients. We are not competitors. Ask us who our competitors are, and we'll draw a blank. We'd rather talk about the firms whose work we admire and why. We celebrate good design wherever it happens. There's plenty of work to be had where the application of careful thinking and good design could make a real difference for people. Our focus is on getting that kind of work and executing it well. We know from experience that the sum of our parts makes us a greater creative engine than the parts alone. Together we make design happen. We are a small firm. A well-oiled machine. We will stay that way. We will work at a human scale, building long-standing partnerships with our clients and with each other. Small gives us the freedom to manage our destiny, to say no when we want to. Small keeps our own community tight, fun, caring. We are a learning company. We stay curious. We stretch ourselves. We play in the areas where design, technology, art, and science overlap. We follow our noses, learning and teaching each other, making room in our days to explore. We share what we know with our colleagues and our clients. We are not competitors. Ask us who our competitors are, and we'll draw a blank. We'd rather talk about the firms whose work we admire and why. We celebrate good design wherever it happens. There's plenty of work to be had where the application of careful thinking and good design could make a real difference for people. Our focus is on getting that kind of work and executing it well.	Start the height of the body below this line. Hit 1x "return" after the headline and date.	
760				Do not type any text below this line
		21/105 Block D., RCA, Soi Soontijai, Rama 9.	tel 0-2203-0982-3 fax 0-2641-4175	www.amata.com info@amata.com

The PowerPoint template is designed to create consistency of brand by providing an organized information presentation format. There are a variety of page forms so that users can have flexibility when creating presentations.

Chapter titles should go in this field.	
Start writing the content below this line.	<h1>Amata City's - Developing the environment</h1>
Start writing the address, title, telephone and URL below this line.	<p>Yong Sukkijaki Brand marketing manager</p> <p>0-2203-0982-3 yong@amata.com</p>
Place the logo Amata logotype here.	 The Amata logo consists of a stylized arch or bridge structure above the word "AMATA" in a bold, sans-serif font.

Cover page

Presentation header

Type: Helvetica Neue 75 Bold, 32 pt

Address/title/telephone/URL

Type: Helvetica Neue 55 Roman, 24 pt

Page footer

Type: Helvetica Neue 55 Roman, 9 pt

In addition to the cover page, two additional templates are available. The first is a chapter separator which can be used if a presentation requires multiple sections.

The second is a content page which can be used for text or graphics. Please use the recommended type and outline formats to ensure consistency.

Chapter Title

Page 2

Chapter separations**Chapter title**

Type: Helvetica Neue 75 Bold,
32 pt

Page footer

Type: Helvetica Neue 55 Roman,
9 pt

Chapter Title

Enviroment effect people

- * New lifestyle
- * Green circle

How to create the perfect circle

- * Build recycle stations
- * Clean water from sea

Page 3

Content pages**Chapter title**

Type: Helvetica Neue 75 Bold,
24 pt

Content title

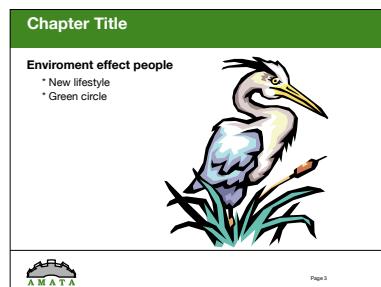
Type: Helvetica Neue 75 Bold,
24 pt

Content

Type: Helvetica Neue 55 Roman,
18 pt

Page footer

Type: Helvetica Neue 55 Roman,
9 pt



In addition to the cover page, two additional templates are available. The first is a chapter separator which can be used if a presentation requires multiple sections.

The second is a content page which can be used for text or graphics. Please use the recommended type and outline formats to ensure consistency.



No use of clipart
No fancy text treatment
No use of Microsoft PowerPoint designs
Use only template
Use only corporate colors in graphics
Mind proportions
Don't use "word-art"

