



Mahidol
Collection

BRAND
IDENTITY
GUIDELINE

OUR BRAND SIGNATURE IS A VIBRANT REPRESENTATION OF WHO WE ARE AND WHAT WE STAND FOR. THE PURPOSE OF THESE GUIDELINES IS TO PROTECT AND ENHANCE THIS INVALUABLE BRAND ASSET.

KEY DESIGN ELEMENTS

MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

LOGO



COLOR



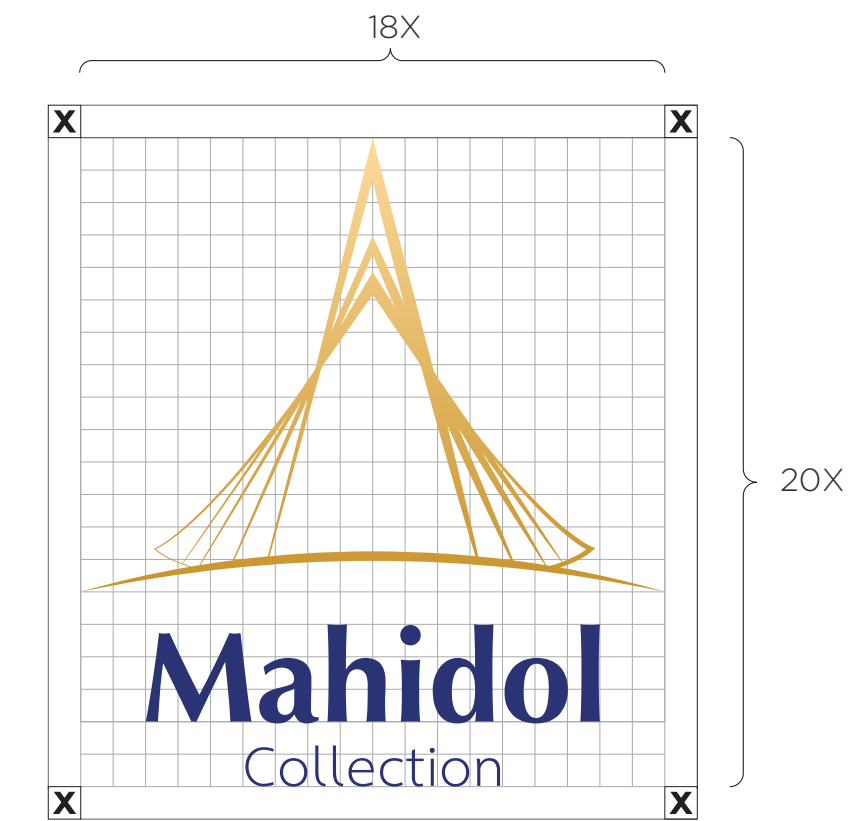
THE PURPOSE OF CLEAR ZONE AND MINIMUM SIZE OF LOGO ARE TO PROTECT AND ENHANCE THE INVALUABLE BRAND LOGO.

CLEAR ZONE AND MINIMUM SIZE

MAHIDOL COLLECTION'S VISUAL SYSTEM

CLEARZONE

THE CLEAR ZONE SHOULD NEVER BE ENCROACHED UPON BY ANY DESIGN ELEMENT WHETHER TEXT IMAGES OR GRAPHICS, UNLESS EXPLICITLY DOCUMENTED IN THIS DOCUMENT.



MINIMUM SIZE

A MINIMUM SIZE HAS BEEN ESTABLISHED TO MAINTAIN OPTIMUM LEGIBILITY AND QUALITY IN EVERY EXPRESSION OF THE BRAND.

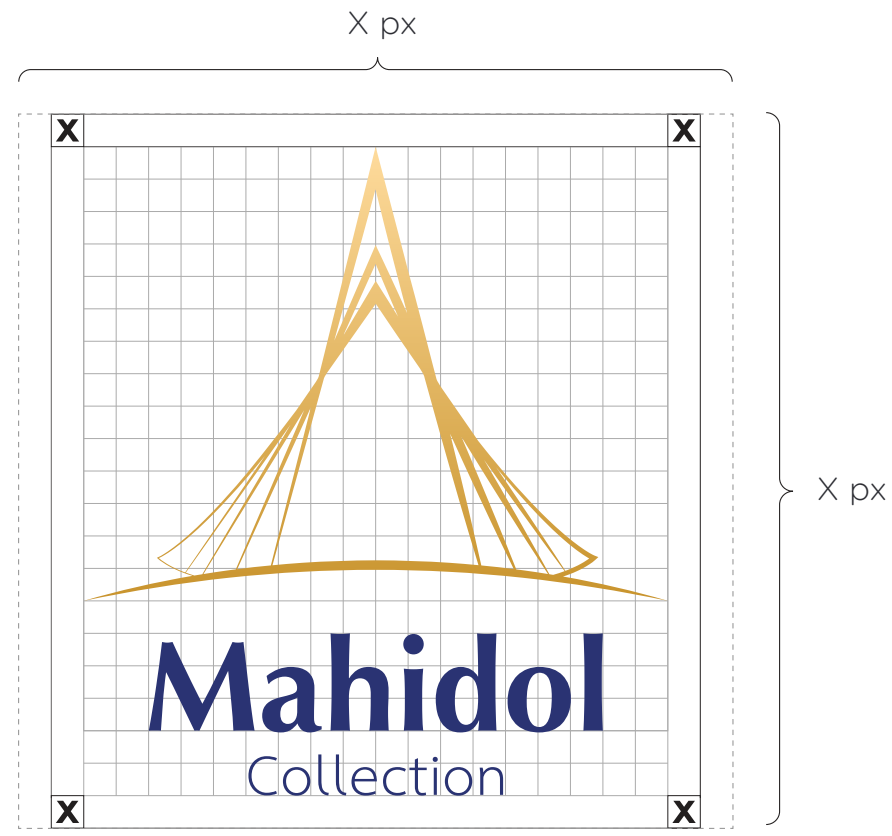


ALL LOGO COLOR VERSIONS MUST BE USED AS THE SAME AS SAMPLE SIZING BELOW. THE SMALLEST SIZE OF LOGO FOR DIGITAL MEDIA IS 24PX IN HEIGHT.

LOGO FOR DIGITAL MEDIA

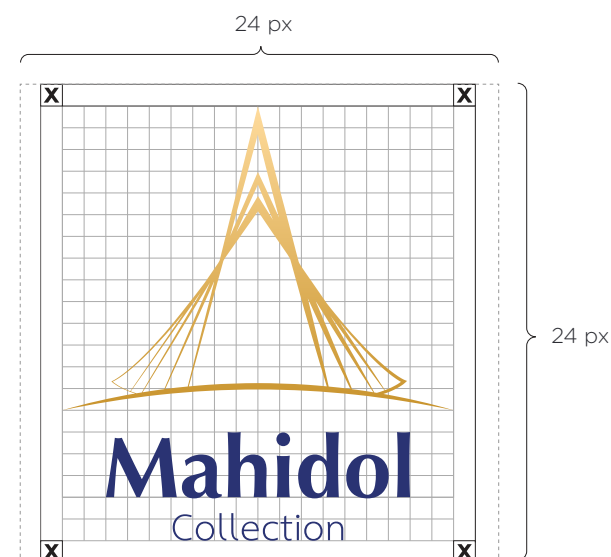
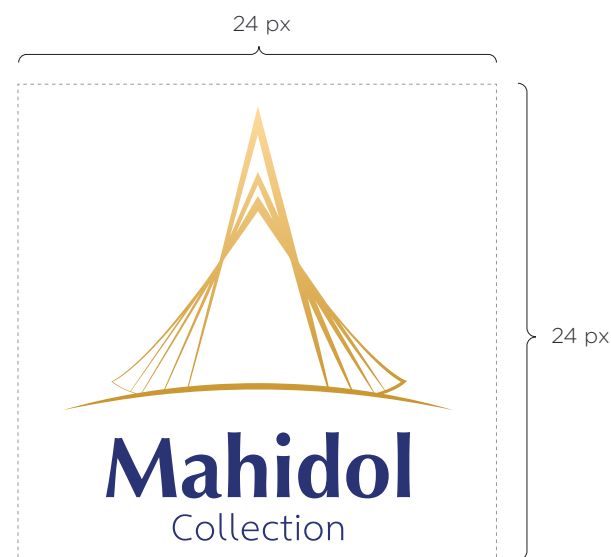
MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

LOGO FOR DIGITAL MEDIA



EXAMPLE

MINIMUM SIZE & CLEAR SPACE



IN ORDER FOR THE SYSTEM TO BE PRACTICAL AND FUNCTIONAL ACROSS ALL TOUCHPOINTS, THERE ARE BOTH FULL COLOR AND SINGLE COLOR IDENTITY VARIANTS.

LOGO'S COLOR VERSIONS

MAHIDOL COLLECTION'S VISUAL SYSTEM

PRIMARY COLOR



SINGLE COLOR



COLOUR CAN BE A SIGNIFICANT BRAND EQUITY - ALLOWING US TO CREATE CLEAR DIFFERENTIATION FROM OUR COMPETITORS.

CORPORATE COLORS

MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

PRIMARY COLORS (FULL COLOR)

MAHIDOL NAVY

#2a3373
CMYK : 100 95 25 10
RGB : 42 51 115

MAHIDOL GOLD GRADIENT

GRADIENT START

#d09b2c
CMYK : 20 40 100 0
RGB : 208 155 44

GRADIENT END

#ffe3a6
CMYK : 0 10 40 0
RGB : 255 227 166

THE FULL COLOUR MAHIDOL COLLECTION LOGO SHOULD BE USED WHENEVER POSSIBLE. USING IT CORRECTLY WILL ENABLE A CLEAR AND RECOGNISABLE EXPRESSION OF THE BRAND.

PRIMARY COLOR



FULL COLORS
BACKGROUND COLORS WHITE

LOGO SYMBOL
MAHIDOL GOLD GRADIENT

LOGO TEXT
MAHIDOL NAVY
PANTONE® BLACK P100-8C
CMYK 100/95/25/10
RGB 42/51/115
WEB #2A3373

BACKGROUND
WHITE
CMYK 0/0/0/0
RGB 255/255/255
WEB #FFFFFF

SINGLE COLOR



SINGLE COLORS ON
BACKGROUND COLORS BLACK

LOGO SYMBOL
WHITE
CMYK 0/0/0/0
RGB 255/255/255
WEB #FFFFFF

LOGO TEXT
WHITE
CMYK 0/0/0/0
RGB 255/255/255
WEB #FFFFFF

BACKGROUND
BLACK
CMYK 0/0/0/100
RGB 0/0/0
WEB #000000

CORPORATE COLOR USAGE

MAHIDOL COLLECTION'S VISUAL SYSTEM

PRIMARY COLOR



FULL COLORS
BACKGROUND COLORS NAVY

LOGO SYMBOL
MAHIDOL GOLD GRADIENT

LOGO TEXT
WHITE
CMYK 0/0/0/0
RGB 255/255/255
WEB #FFFFFF

BACKGROUND
MAHIDOL NAVY
PANTONE® BLACK P100-8C
CMYK 100/95/25/10
RGB 42/51/115
WEB #2A3373

SINGLE COLOR



SINGLE COLORS ON
BACKGROUND COLORS WHITE

LOGO SYMBOL
BLACK
CMYK 0/0/0/100
RGB 0/0/0
WEB #000000

LOGO TEXT
BLACK
CMYK 0/0/0/100
RGB 0/0/0
WEB #000000

BACKGROUND
WHITE
CMYK 0/0/0/0
RGB 255/255/255
WEB #FFFFFF

TO PRESERVE AND REINFORCE THE INTEGRITY OF THE IDENTITY, IT IS VITAL THAT WE DO NOT ALTER THE ELEMENTS WITHIN IT.

INCORRECT USAGE

MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

DO NOT STRETCH IN ANY WAY.



DO NOT ALTER THE LOGO.



DO NOT APPLY ANY EFFECTS.



DO NOT ADD KEYLINE



DO NOT SUBSTITUTE ANOTHER FONT.



DO NOT APPLY BUSY IMAGERY AS BACKGROUND.



DO NOT ADD A HOLDING SHAPE



DO NOT REMOVE ANY ELEMENTS.



DO NOT USE FOREIGN BACKGROUND COLOURS.



DO NOT RE-ARRANGE AND ALTER ANY ELEMENTS



DO NOT RESIZE ANY ELEMENT.



COLOR BACKGROUND & INCORRECT USE

ALLOWANCE BACKGROUND COLORS BACKGROUND COLORS FOR LOGO USAGE MUST BE ONLY THESE COLORS BELOW.

MAHIDOL COLLECTION'S VISUAL SYSTEM

CLEAR SPACE COLOUR BACKGROUND



PROJECT LOGO SYSTEM

MAHIDOL COLLECTION'S LOGO'S VISUAL SYSTEM

THE PRODUCT SYSTEM SET HOW TO APPLY ANY AREA NAME INTO OUR LOGO STARTING FROM SHORT AREA NAME, LONG AREA NAME AND INTERNATIONAL PROJECT.

PRODUCT NAME



PRODUCT NAME WITH REFERENCE NAME

