



Mahidol
Collection

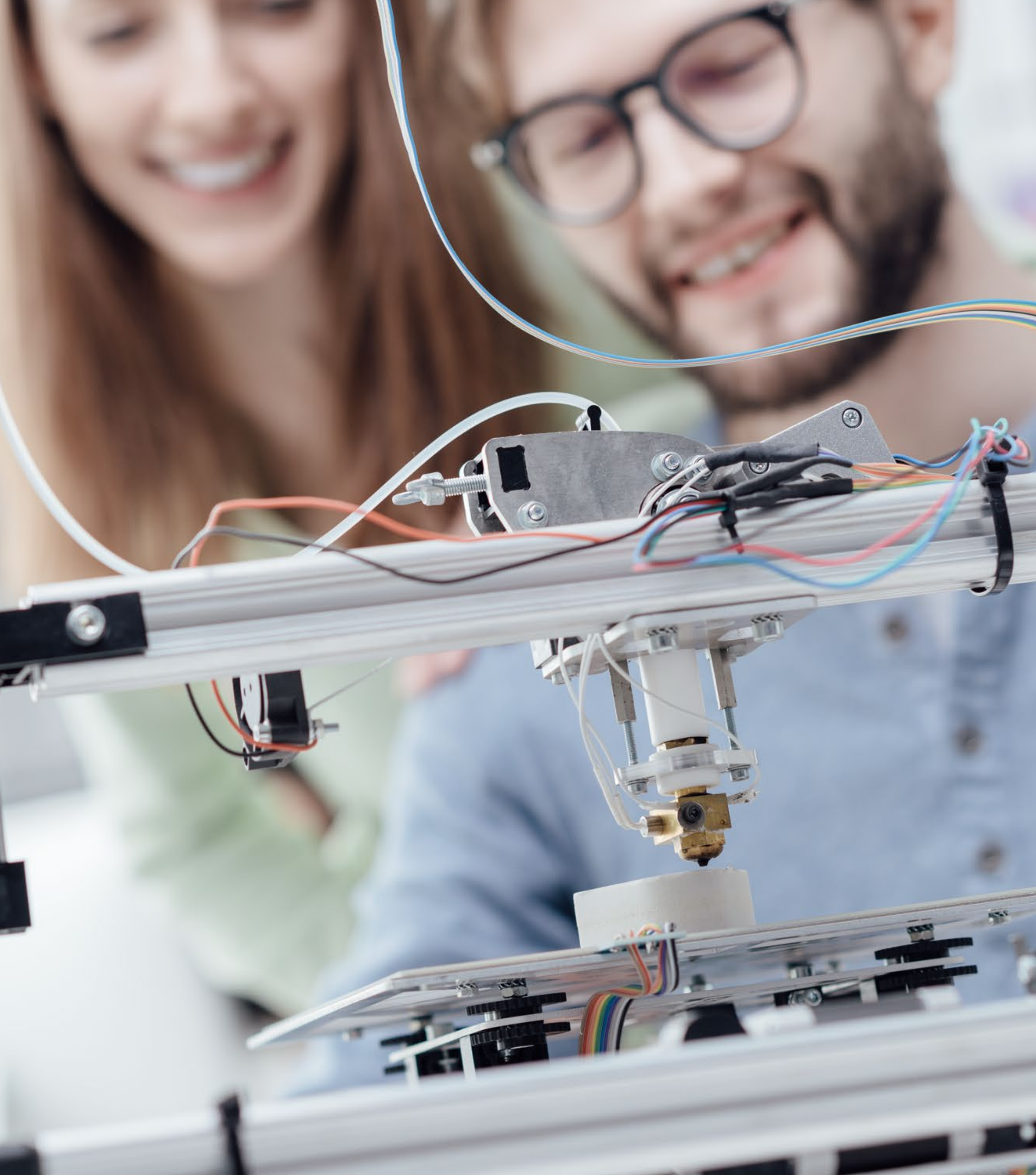
BRAND
IDENTITY
GUIDELINE
2020

An aerial photograph of a city skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the buildings and streets. The sky is filled with soft, wispy clouds. In the foreground, a multi-lane highway with traffic is visible. The city is densely packed with buildings of various heights and colors. A semi-transparent white text box is overlaid on the right side of the image.

BRAND GUIDELINES FOR MAHIDOL COLLECTION

OUR VISUAL IDENTITY IS A VITAL PART OF OUR NEW PROJECT. IT IS THE VISUAL REPRESENTATION OF MAHIDOL'S BRAND THAT CAN BE SUMMED UP IN THESE WORDS "MAHIDOL COLLECTION".

THESE GUIDELINES AIM TO SHOW YOU HOW TO BRING THE WISDOM OF MAHIDOL TO LIFE ACROSS A WIDE RANGE OF TOUCHPOINTS.



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IF YOU HAVE ANY QUESTIONS ABOUT THE CONTENT OF THIS DOCUMENT, OR THE IMPLEMENTATION OF THE MAHIDOL COLLECTION BRAND, PLEASE CONTACT OFFICE OF THE PRESIDENT - MAHIDOL UNIVERSITY.

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1.0 \\ BRAND PLATFORM

THIS SECTION PROVIDES AN OVERVIEW OF OUR BRAND PROPOSITION, BRAND PILLARS, THE PERSONALITY AND STORY THAT PROVIDE THE STRATEGIC FOUNDATIONS OF OUR BRAND.

- 1.1 BRAND PLATFORM
- 1.2 BRAND POSITIONING



1.1

\ BRAND PLATFORM

BRAND PLATFORM

Our brand platform provides the strategic foundation for the way our brand acts and speaks. All communication, written or visual must be guided by these principles to truly deliver the Mahidol brand experience.

OUR CORE PROPOSITION

The best product
for a better tomorrow

1.2

\ BRAND POSITIONING

BRAND POSITIONING

Leader of innovative, high quality product that evoke the emotion which combine human understanding & technical know-how through advanced research.

MOODBOARD





2.0 VISUAL SYSTEM

FOR MAHIDOL COLLECTION IDENTITY DESIGN

THIS SECTION WILL GUIDE YOU THROUGH HOW EACH OF OUR KEY IDENTITY ELEMENTS SHOULD BE USED TO CREATE A BRAND IMAGE THAT IS UNMISTAKABLY MAHIDOL COLLECTION.

- 2.1 KEY DESIGN ELEMENTS
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- 2.3 LOGO FOR DIGITAL MEDIA
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- 2.11 PROJECT LOGO SYSTEM - HUB

2.1

\ KEY DESIGN ELEMENTS

MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

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.

LOGO



COLOR



2.2

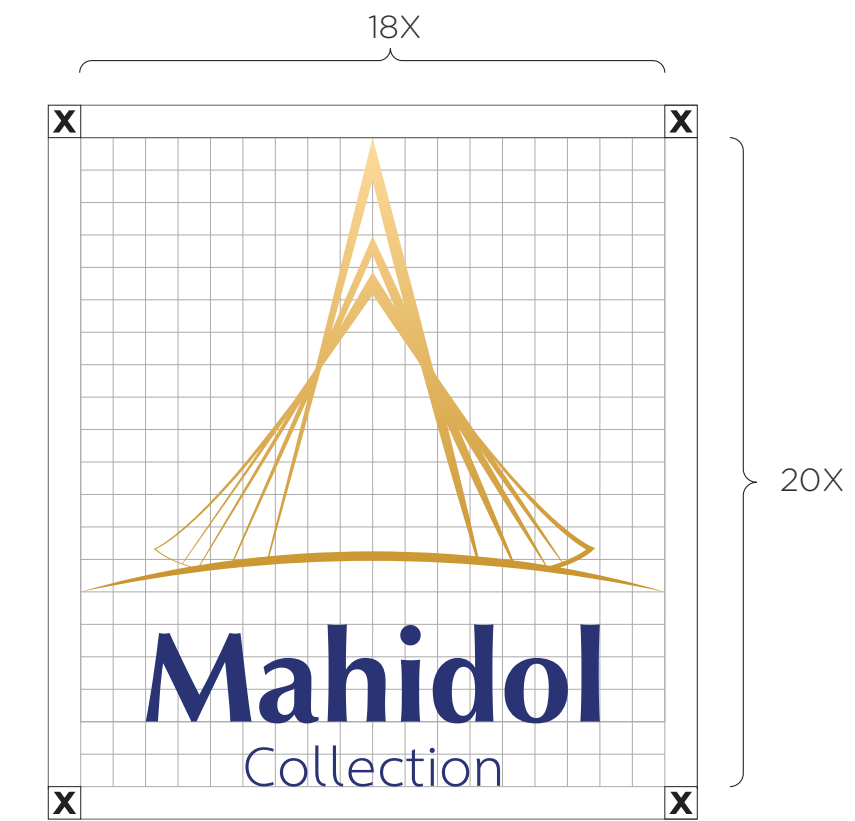
\ CLEAR ZONE AND MINIMUM SIZE

MAHIDOL COLLECTION'S VISUAL SYSTEM

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

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.



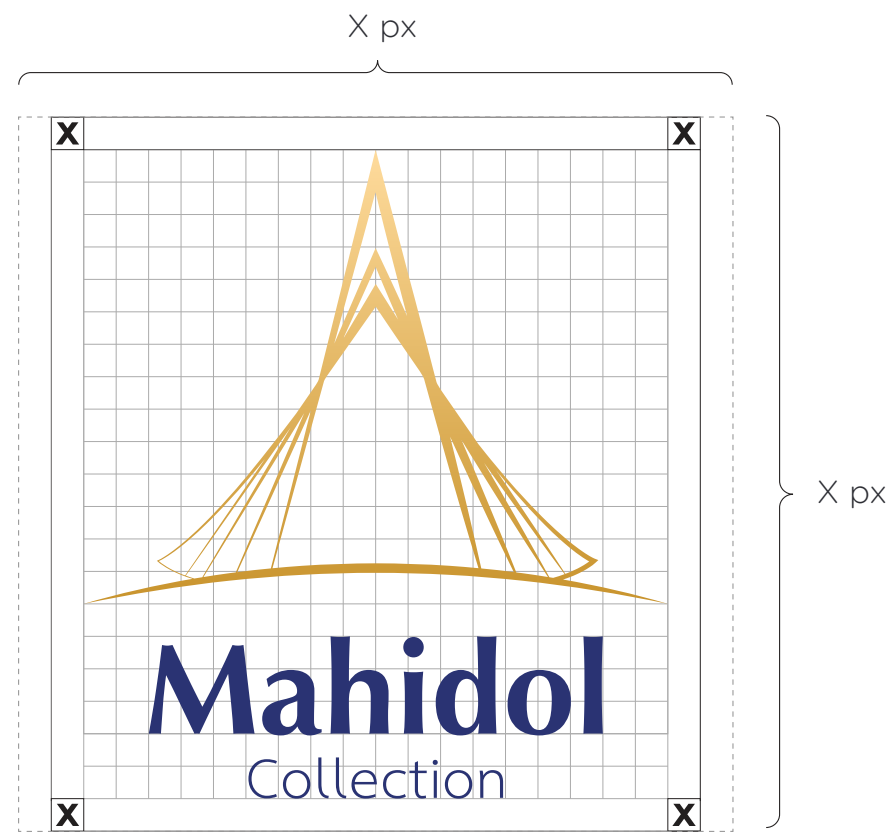
ALL LOGO COLOR VERSIONS MUST BE USED AS THE SAME AS SAMPLE SIZING BELOW. THE SMALLEST SIZE OF LOGO FOR DIGITAL MEDIA IS 24PX IN HEIGHT.

2.3

\ LOGO FOR DIGITAL MEDIA

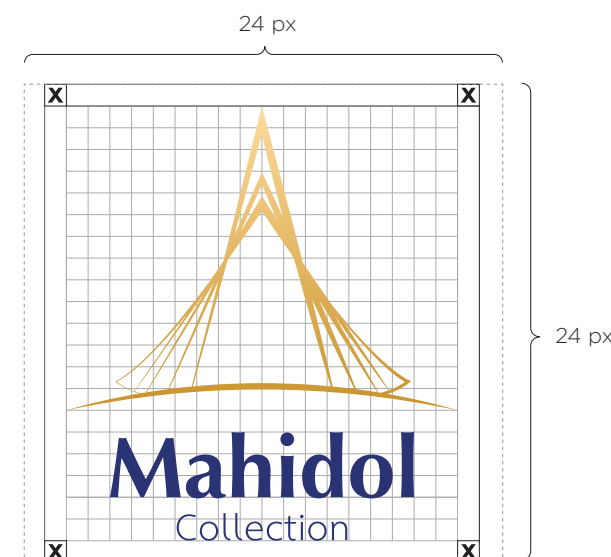
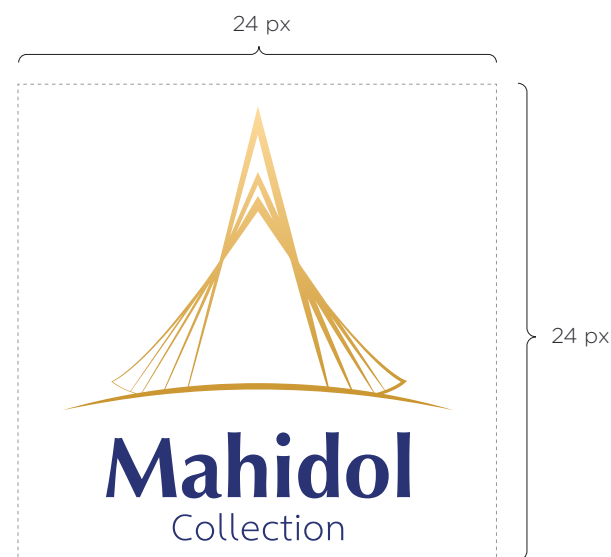
MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

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.

2.4

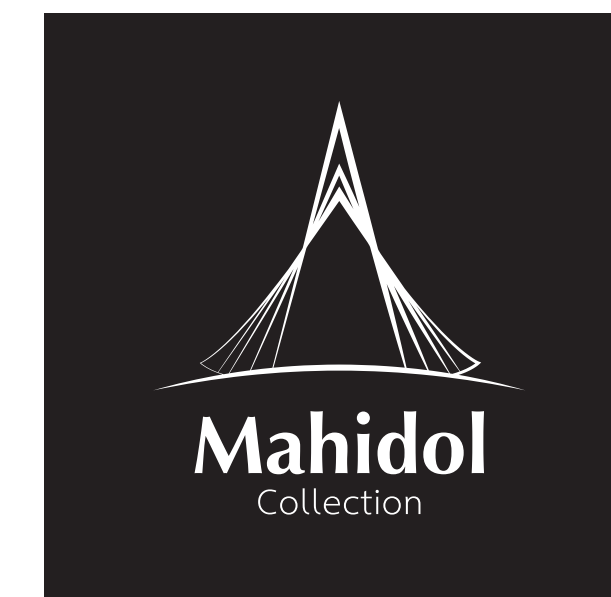
\ LOGO'S COLOR VERSIONS

MAHIDOL COLLECTION'S VISUAL SYSTEM

PRIMARY COLOR



SINGLE COLOR



2.5 CORPORATE COLORS

MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

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

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

2.6

CORPORATE COLOR USAGE

MAHIDOL COLLECTION'S VISUAL SYSTEM

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

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 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

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

2.7

\ INCORRECT USAGE

MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

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

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.



2.8

\ COLOR BACKGROUND & INCORRECT USE

MAHIDOL COLLECTION'S VISUAL SYSTEM

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

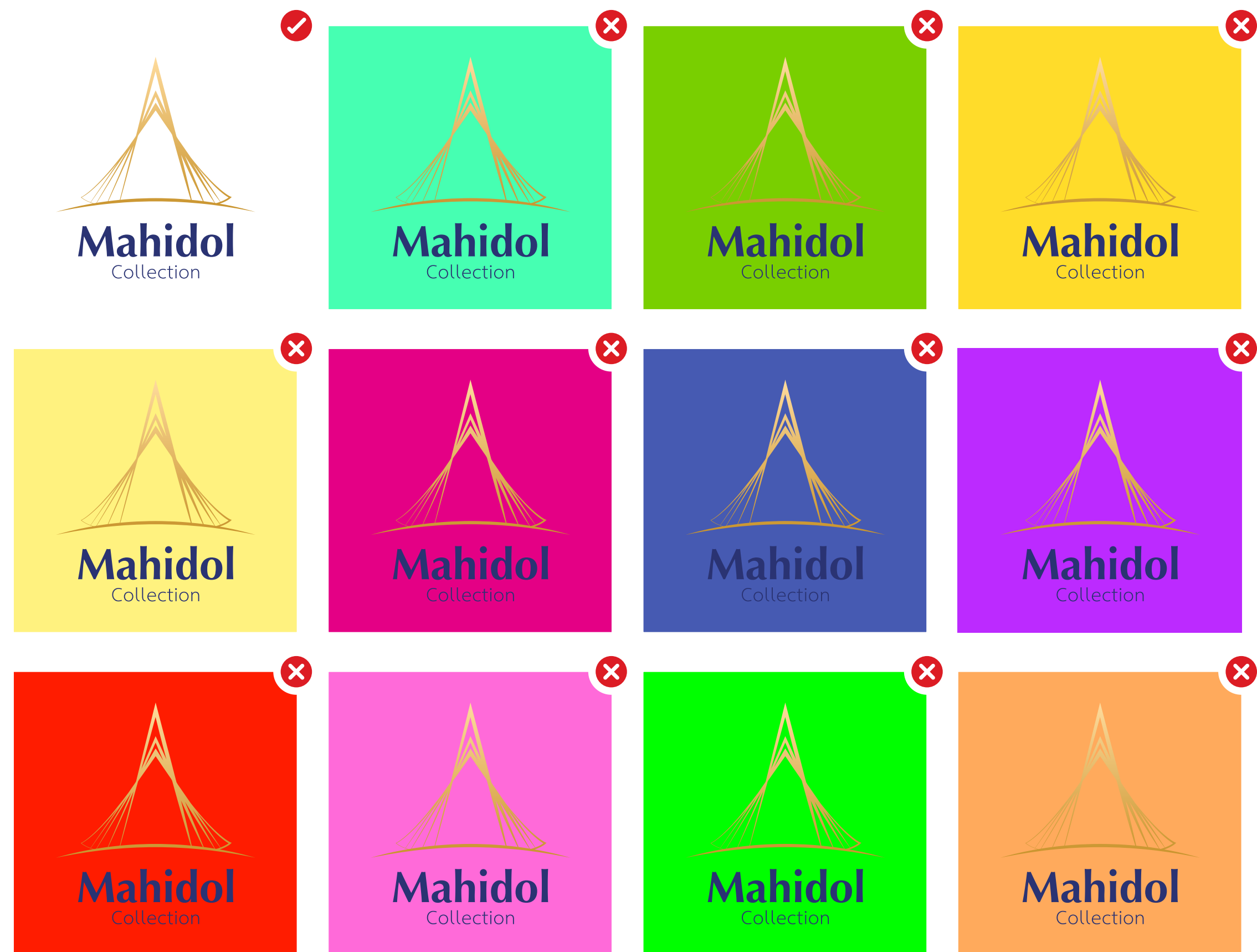
CLEAR SPACE COLOUR BACKGROUND



\ COLOR BACKGROUND & INCORRECT USE

MAHIDOL COLLECTION'S VISUAL SYSTEM OVERVIEW

INCORRECT USAGE COLOUR BACKGROUND



2.9

\ CORPORATE TYPEFACE

MAHIDOL COLLECTION'S VISUAL SYSTEM

GOTHAM ROUNDED & DB GILL SIAM X HAS BEEN CHOSEN AS THE PRIMARY FONT FOR THE WHIZDOM VISUAL IDENTITY SYSTEM FOR ITS CLARITY AND LEGIBILITY ACROSS A RANGE OF TOUCHPOINTS AND VISUAL FORMATS.

Gotham Rounded

HEADLINE / SUBHEADLINE / ADDRESS AND CONTACT (STATIONERY)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 uvwxyz 01234567890
 =~!@#\$%^&*()+[\|}{|:;:'>?>,./

HEADLINE	:	BOLD
SUBHEADLINE	:	MEDIUM
ADDRESS AND CONTACT	:	BOOK

DB Gill Siam x

HEADLINE / SUBHEAD / BODY TEXT / EMPHASIS

n v

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HEADLINE	:	BOLD
SUBHEADLINE	:	REGULAR
BODY TEXT	:	LIGHT
EMPHASIS	:	Light / LightIt

2.10

\ PHOTOGRAPHY STYLE OVERVIEW

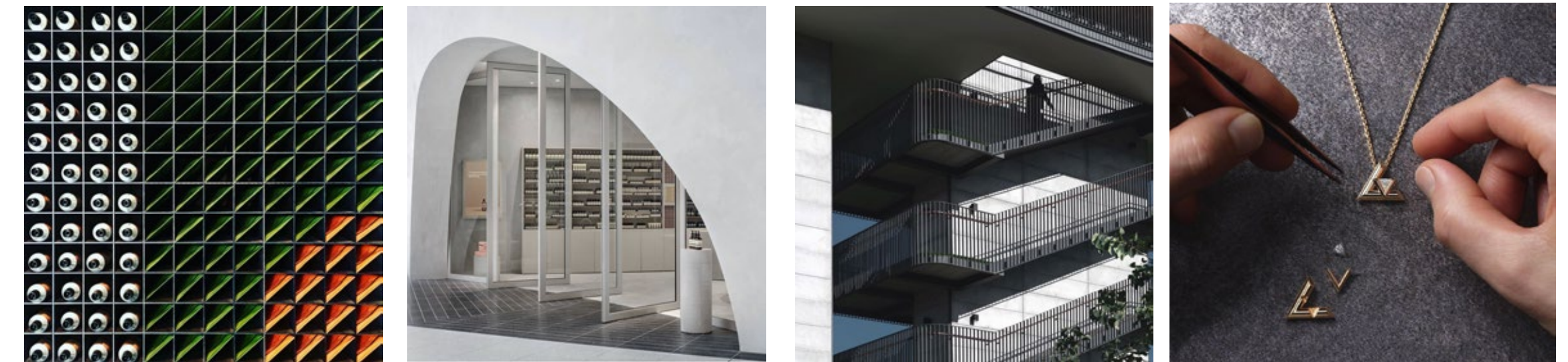
PHOTOGRAPHY PLAYS A VITAL ROLE IN EXPRESSING A BRAND'S PERSONALITY, CREATING EMOTIONAL CONNECTIONS BETWEEN THE BRAND AND CUSTOMER.

MAHIDOL COLLECTION'S PHOTOGRAPHY SYSTEM OVERVIEW

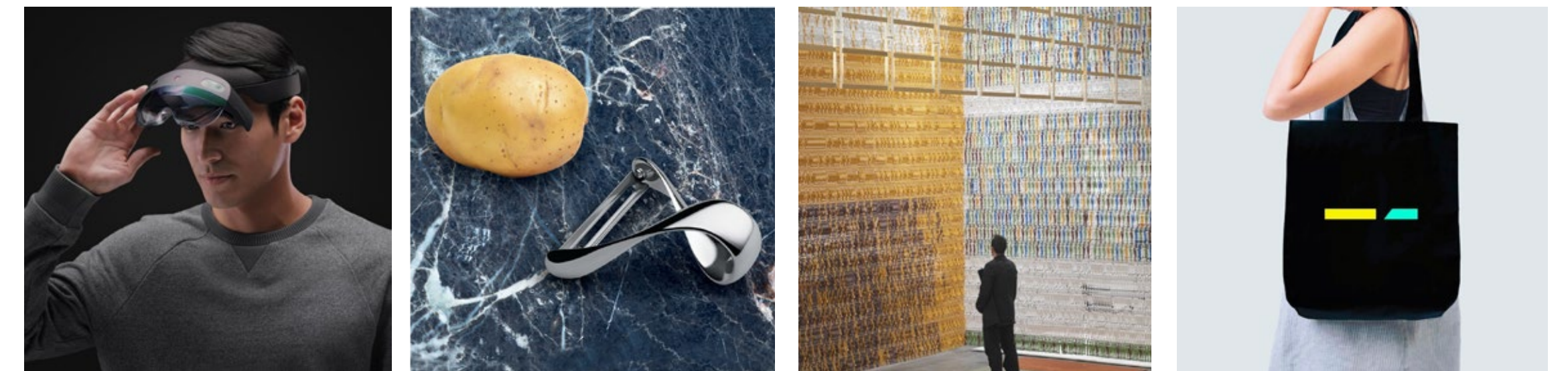
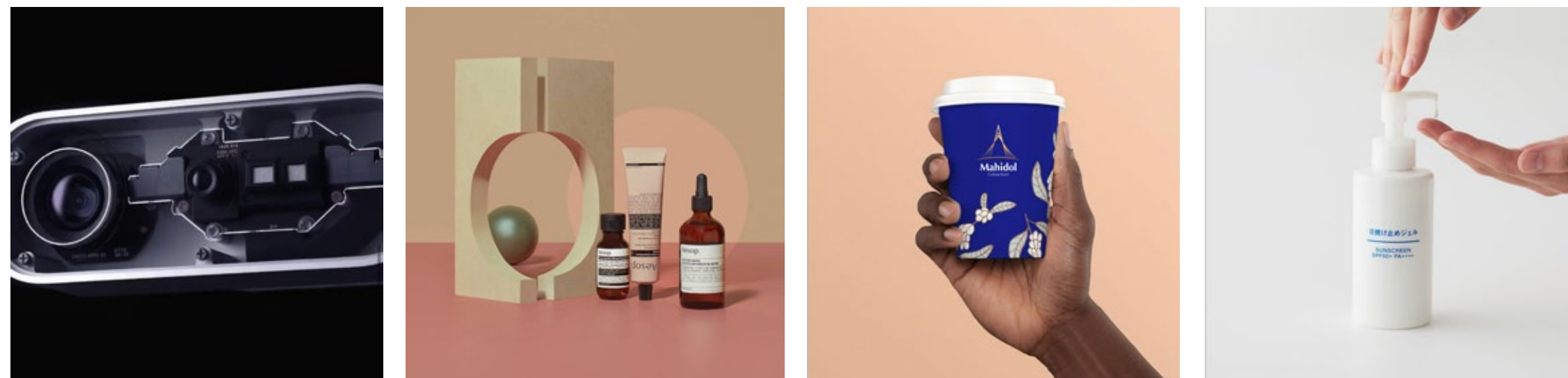
RESEARCH AND DEVELOPMENT



OTHER



PRODUCTS



2.10

\ 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

