



Thailand Science Research and Innovation

Corporate Identity Guidelines

Signature Mark with EN Full Name



Signature Mark with TH Full Name



- **The Corporate Signature (Brand Mark)**

The corporate signature is the foundation for our brand identity system. Proper use of the signature is fundamental to the success of all applications. The primary corporate signature is a unique combination of the customized logotype.

This is the only single approved corporate signature formats and is the preferred signature format for all high visibility applications.

Signature Mark with EN Full Name
Alternative Width



Signature Mark with TH Full Name
Alternative Width



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Signature Mark with EN Initial
Horizontal



Signature Mark with TH Initial
Horizontal



Signature Mark with EN Initial
Vertical



Signature Mark with TH Initial
Vertical

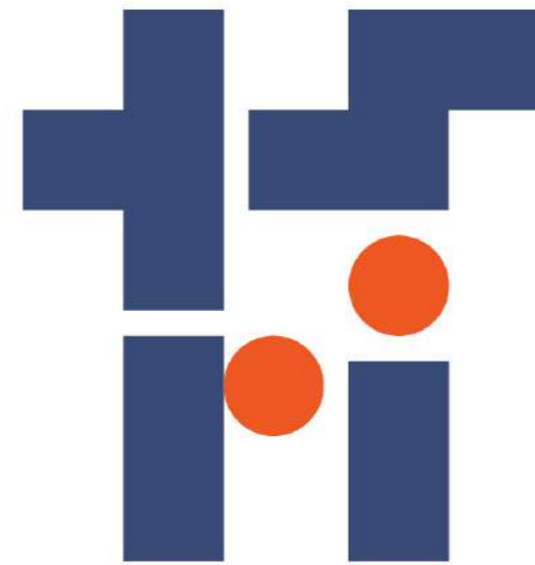


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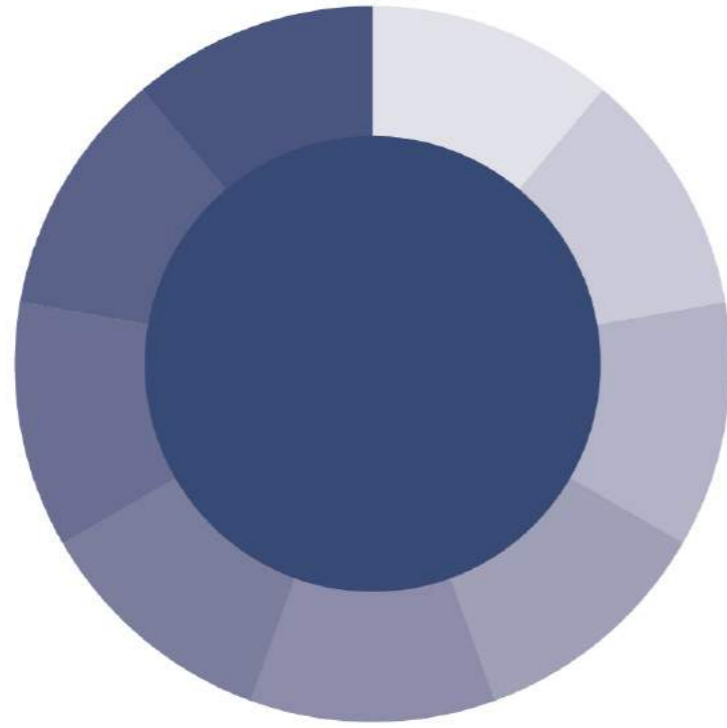
Symbol Signature Mark



- **The Corporate Signature (Brand Mark)**

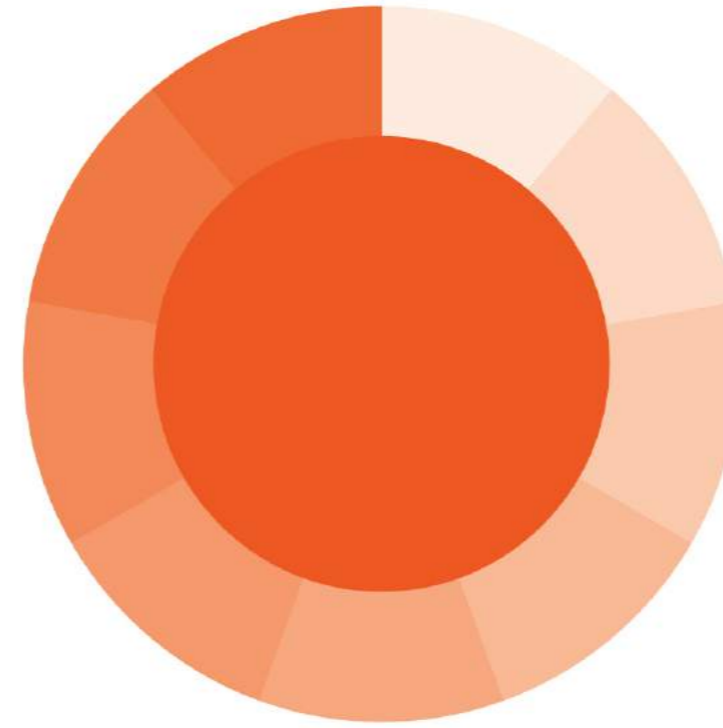
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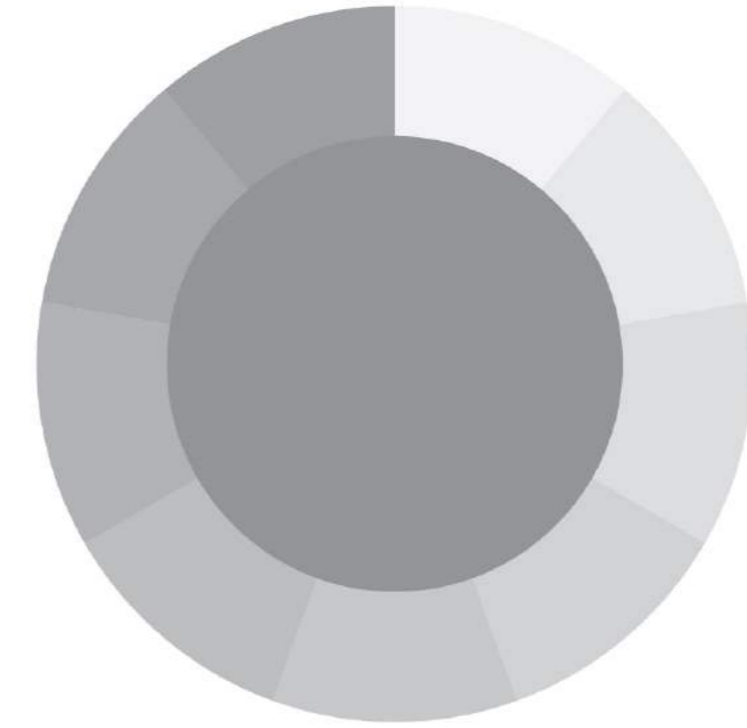
TSRI Blue

PANTONE	TBC
CMYK	88 76 29 14
RGB	57 74 118
#	394A76



TSRI Orange

PANTONE	TBC
CMYK	2 80 100 0
RGB	236 89 36
#	EC5924



Process Black 50

PANTONE	-
CMYK	0 0 0 50
RGB	147 149 152
#	939598

● The Corporate Signature Colors

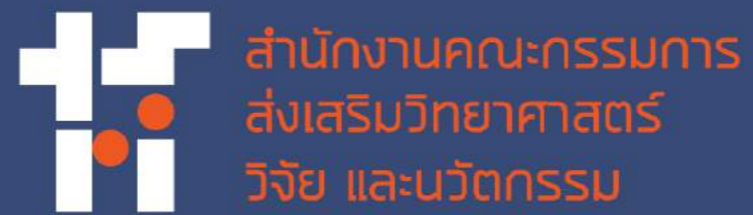
Next to the signature itself, color is one of the most important components of our brand image. SELECTED PMS COLORS , generally specified as TSRI Blue, and TSRI Orange, have been established as our primary support colors. Use of the approved support colors in print, signs, vehicles, and building color schemes will enhance the effectiveness of the primary colors. Guidelines for the proper use of the primary support colors as well as the approved.

PMS refers to Pantone Measurement System; the current editions of the PANTONE Color Publications for the current coated and uncoated color formulation and density match.



- **Color Reproduction**

Providing the strongest color signal and signature visibility is vitally important to establishing a strong, equitable brand identity. Use of our corporate colors, either in positive or reverse application, is always recommended.



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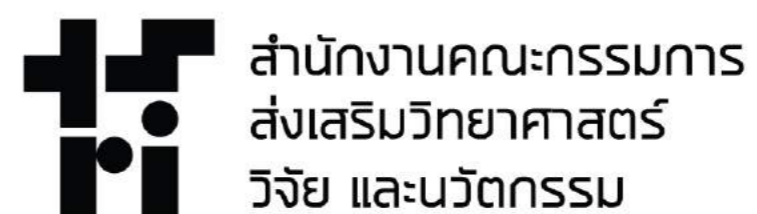
When using the corporate signature marks on the TSRI Blue background, the Katamino signature mark will be converted to white color with TSRI Orange circles and typeface. This is an optional usage to emphasize the corporate color.



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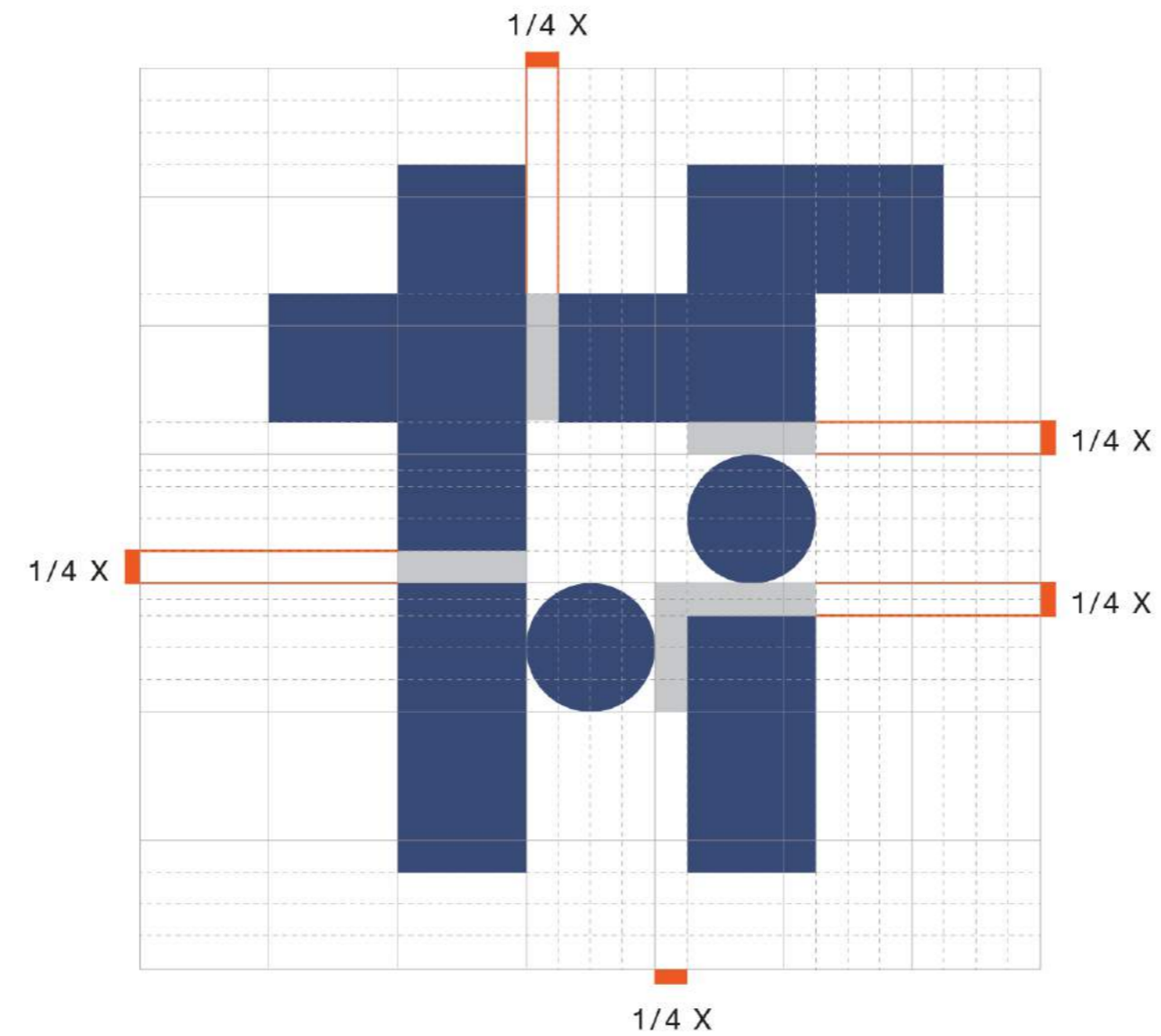
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● **Minimum Size**

The minimum size of the signature marks are specified to ensure the legibility and proper usability.



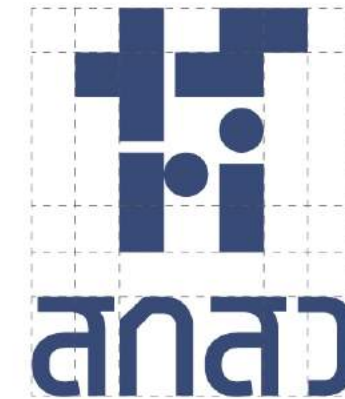
● Grid, Proportion

The addition of the full corporate legal name or division name to the corporate signature display area is approved for advertising and promotional identifications that require a clear communicative disclosure. When displayed in proximity to the signature, the size, style and positioning of this disclosure should not be arbitrary. Although it is not an integral part of the corporate signature itself, when displayed in close proximity to the identifier, the disclosure should be typeset and positioned in a style that is complimentary to our brand image.



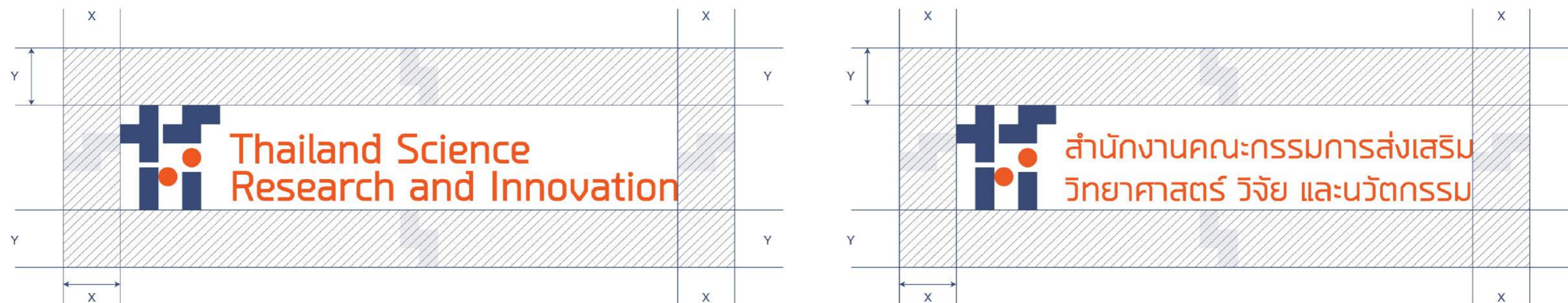
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- **Grid, Proportion**

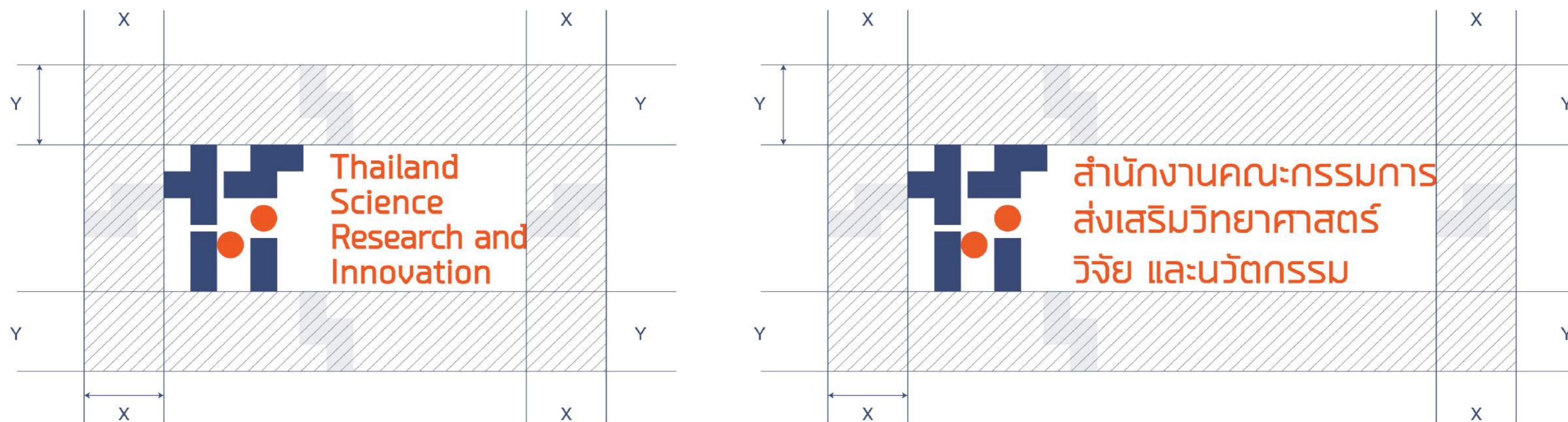
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● Exclusion Zone

Our logo must appear prominently and legibly on every piece of communication. Please apply the clear space rule to help it stand out from other graphic elements.

The example shown indicates the minimum clear space and preferred positioning for Masterbrand logo. This applies for both color, one color and black Masterbrand logos.



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DB Heavent

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

‘?’“!”(%)[#]{}&\<

-+÷×=>®©\$€£¥¢:;,.*

Ultra Light

Ultra Light Italic

Thin

Thin Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Black

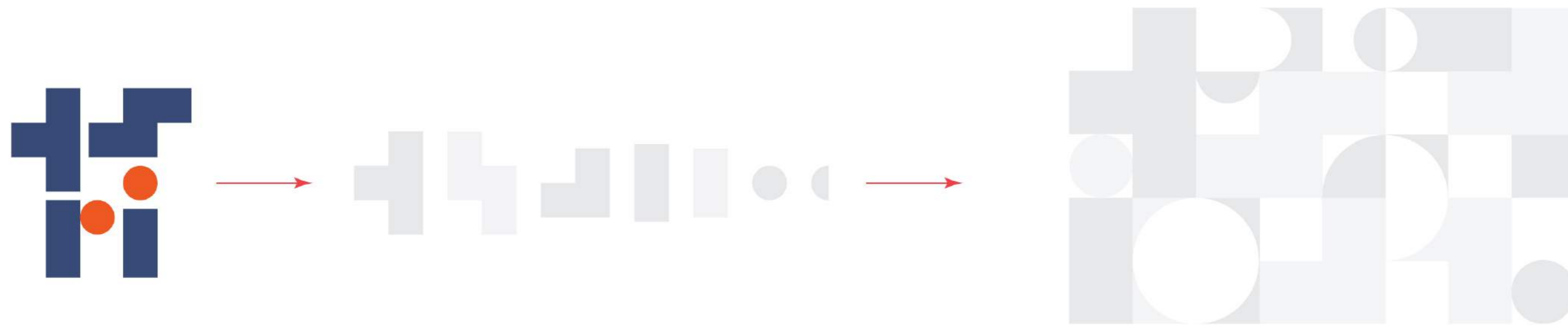
Black Italic

- **The Corporate Text**
English Typography

Typography style plays a very important role in the creation and maintenance of an effective corporate design style. From stationery to packaging, a consistent use of typography is necessary to create a strong family association that is both memorable and functional.

Two typeface families have been approved for use in this program. The DB Heavent family has been selected as the primary supportive typestyle and will be specified throughout the application sections of this manual for use in address blocks, titles, and body copy.

Please only use the master artwork supplied.



- **Auxiliary Graphics**

Auxiliary Graphics derived from a puzzle game, Katamino. The geometric shapes and forms make the corporate identity unique and recognizable. This pattern will use throughout corporate applications including business card, letterhead, and folder. The size and proportion could be altered to serve the purpose of various function.

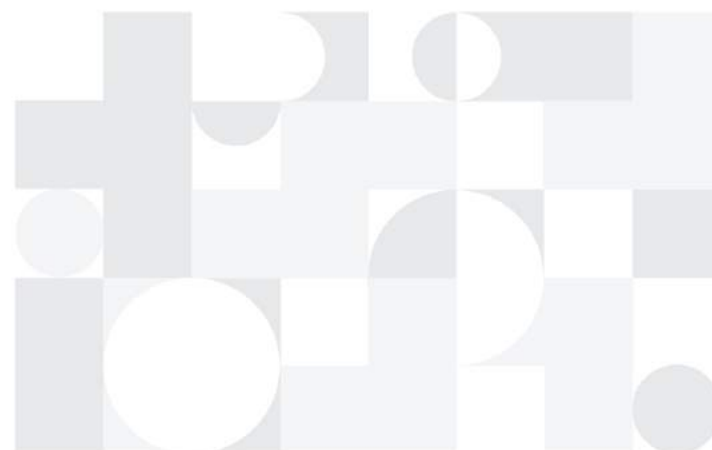
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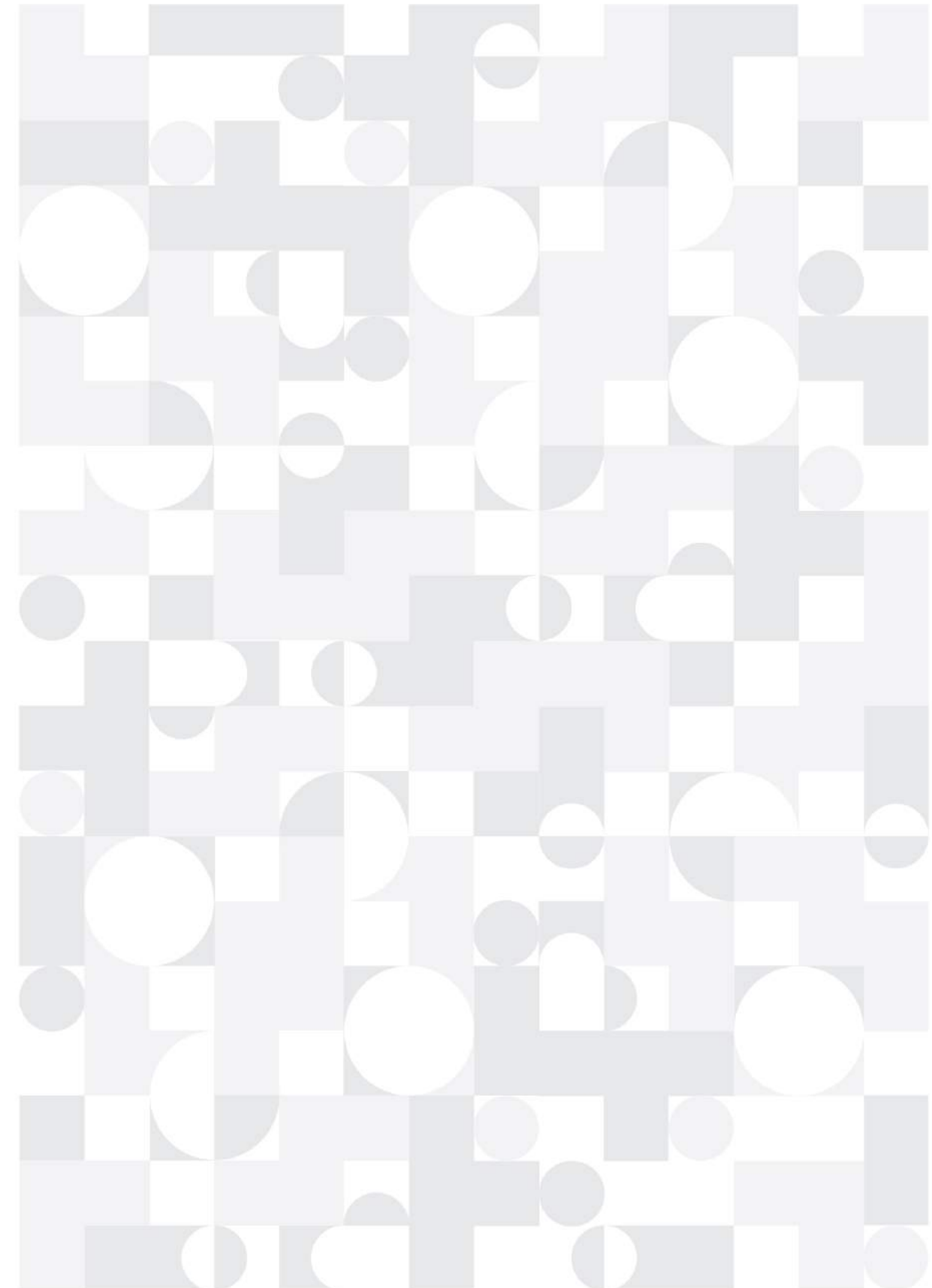
● Auxiliary Graphics

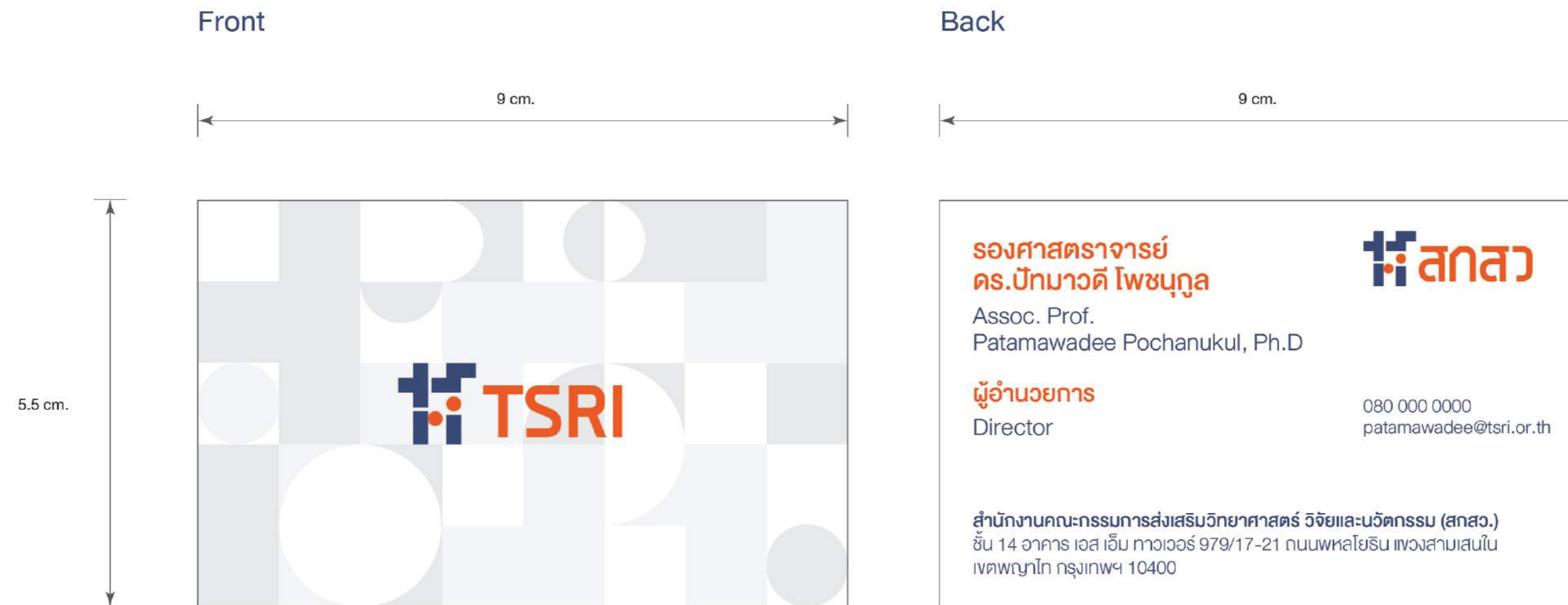
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Business Card - Front Side



Letterhead - Back Side





- **Business Card**

The business card system should be consistent with the rest of Corporate Identity. The front side uses spot UV printing on the pattern. The backside includes two colors, navy and grey, increase the variety of usage.

Please apply the information following the images above.



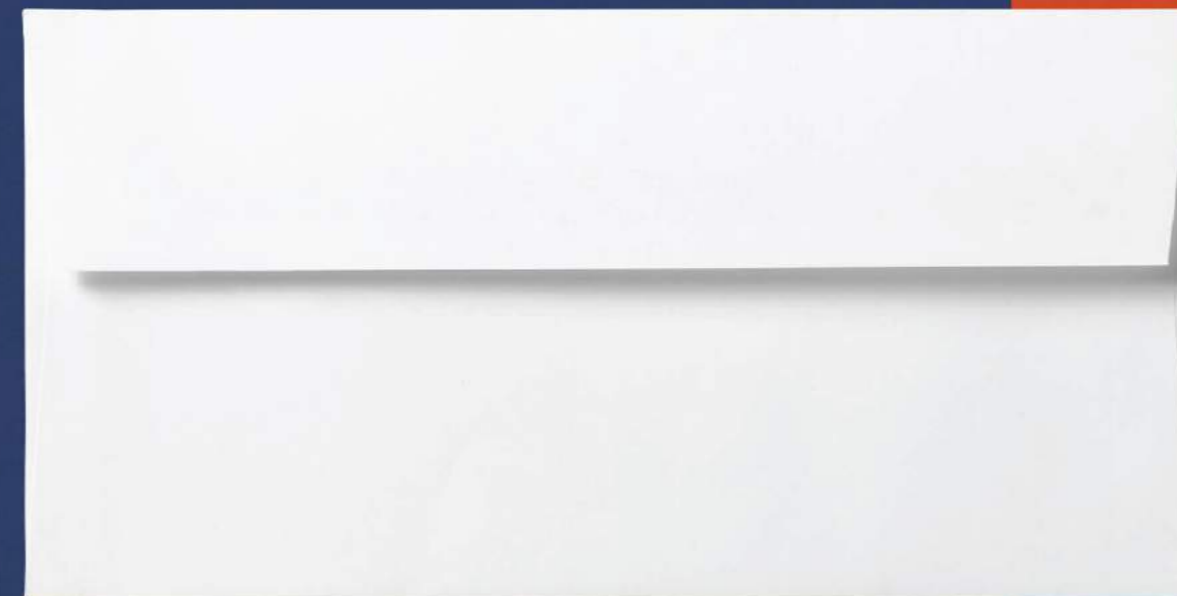
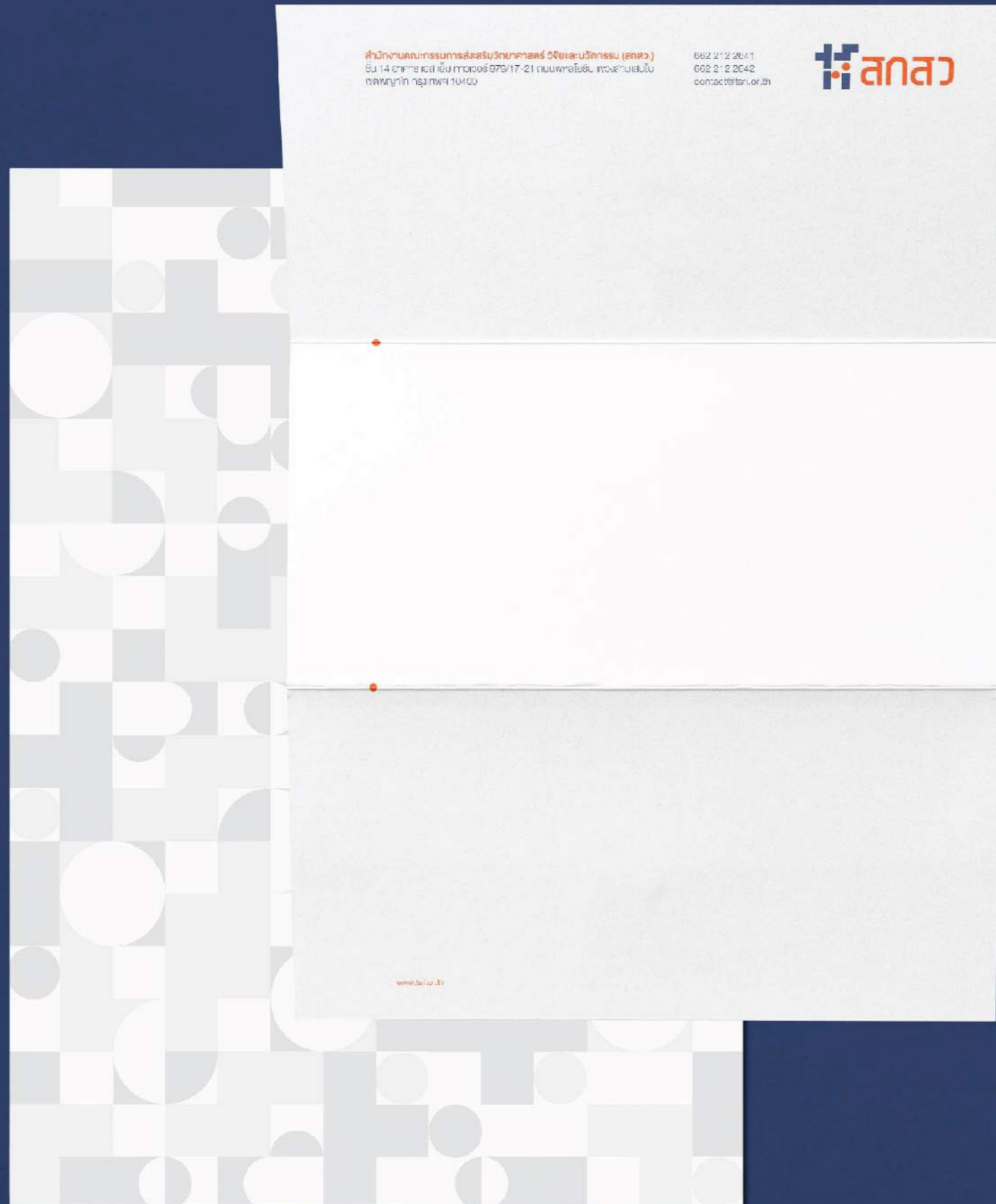
● Business Card



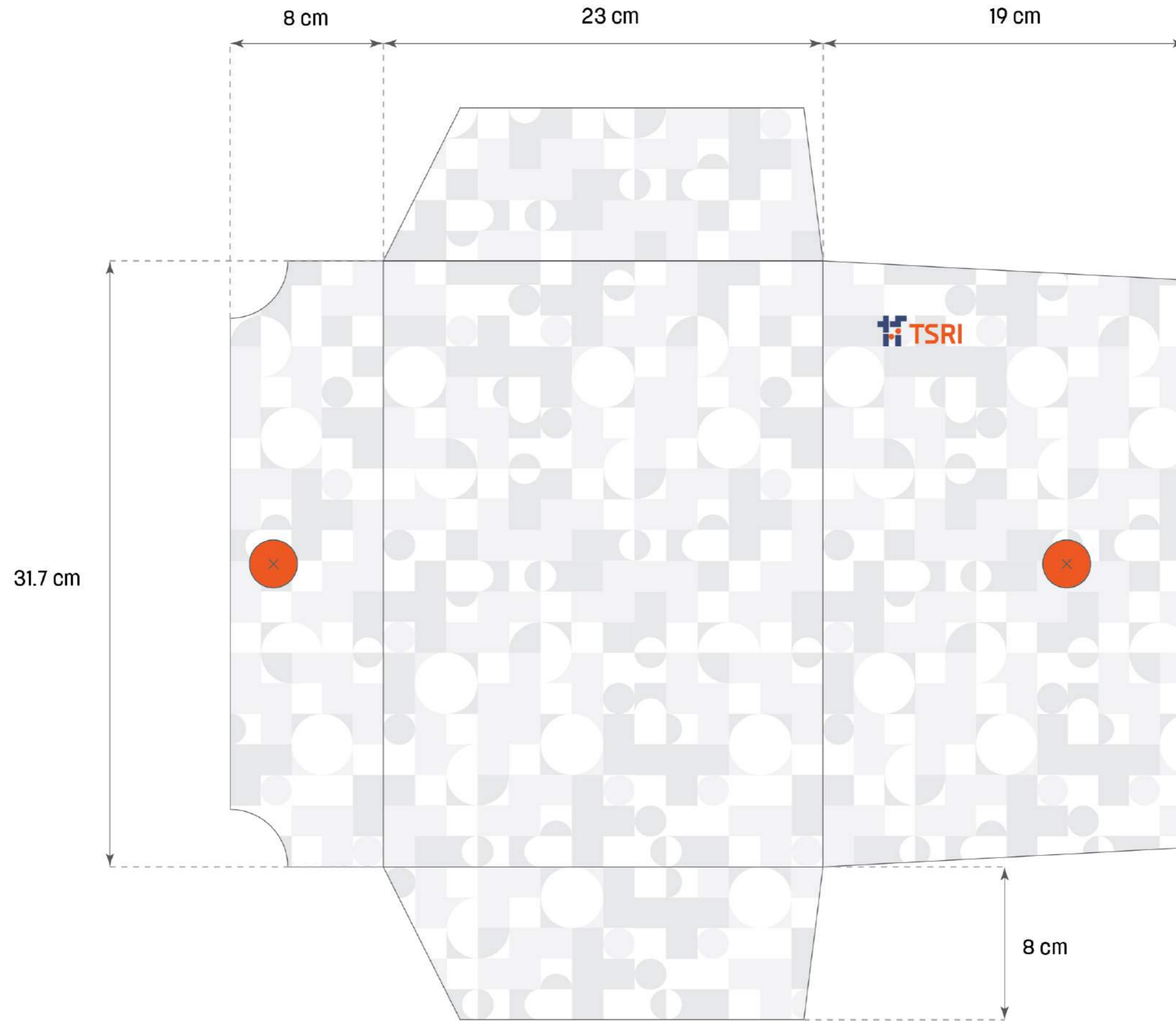
● Letterhead



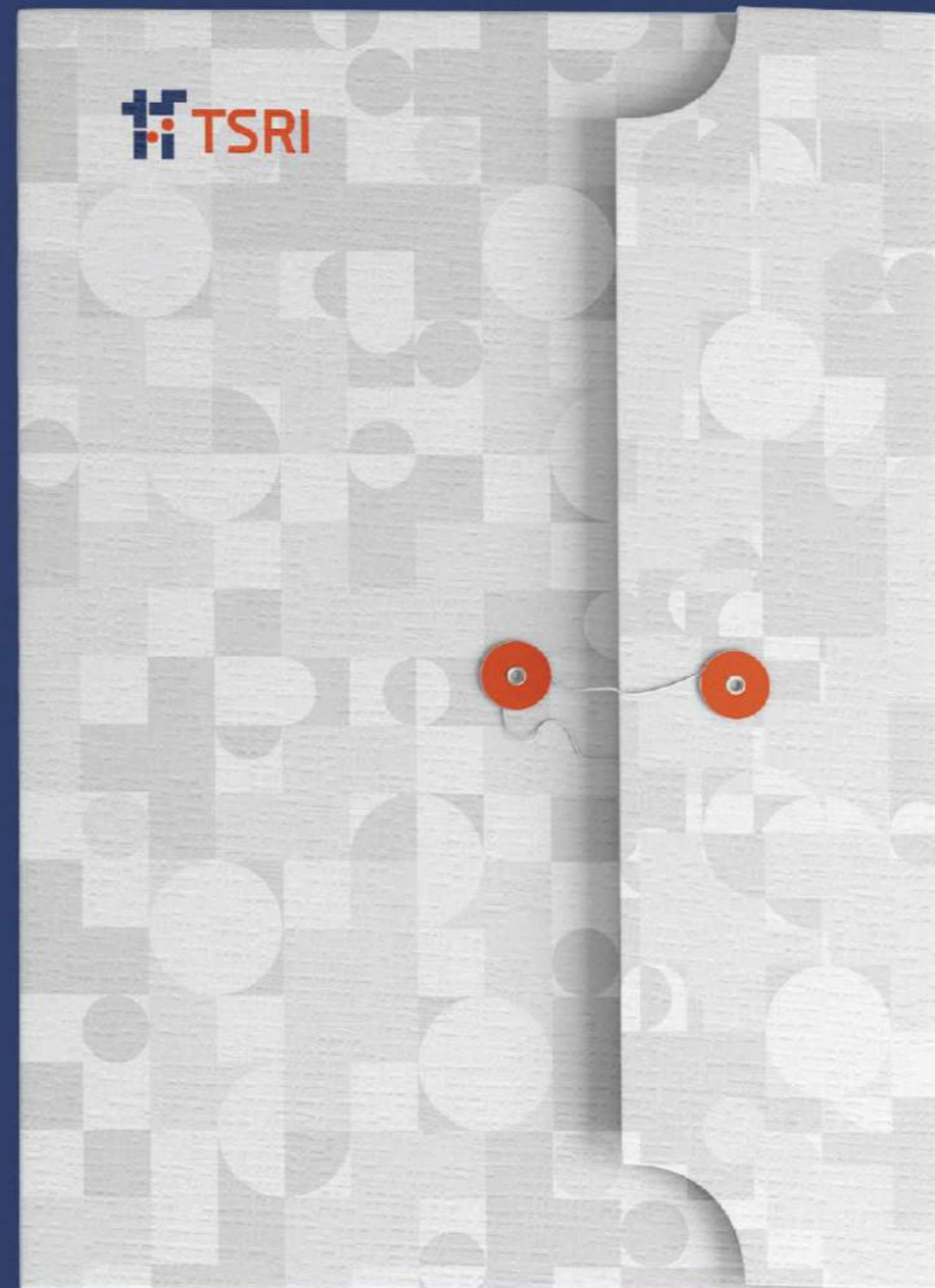
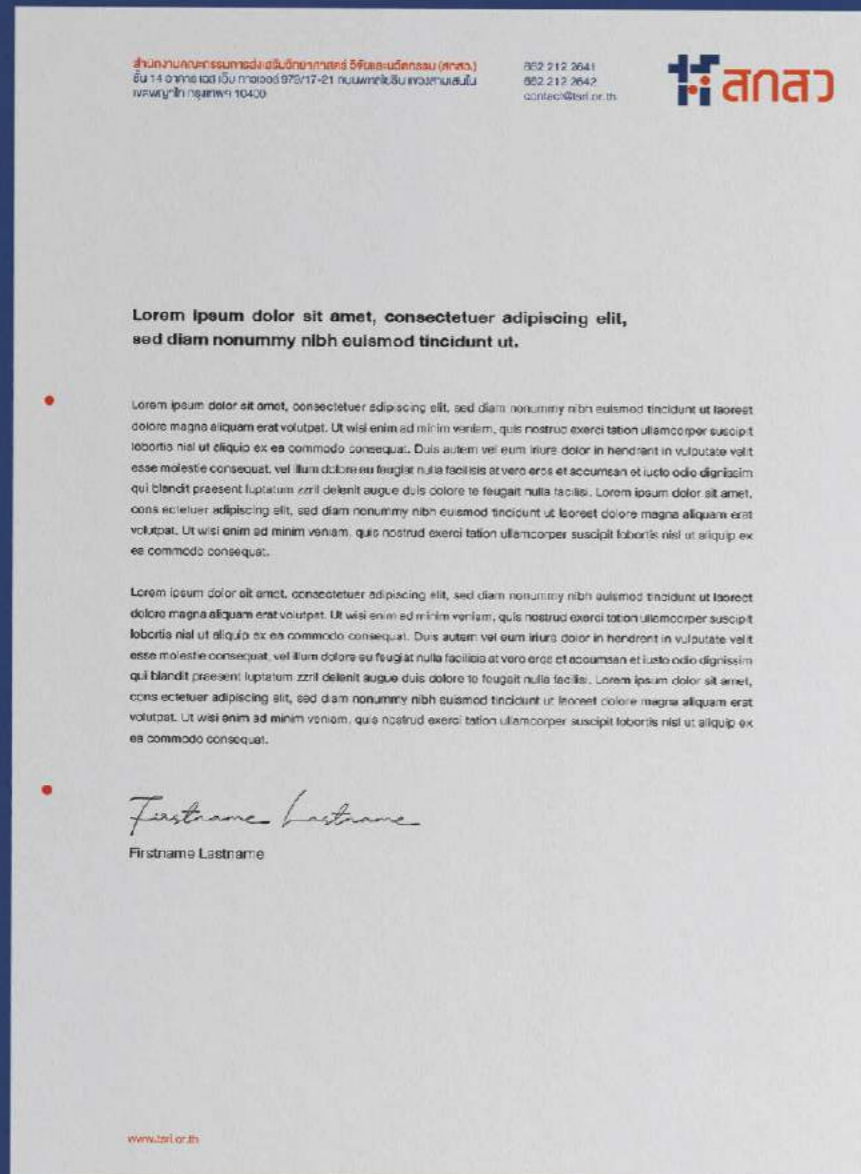
● Envelope



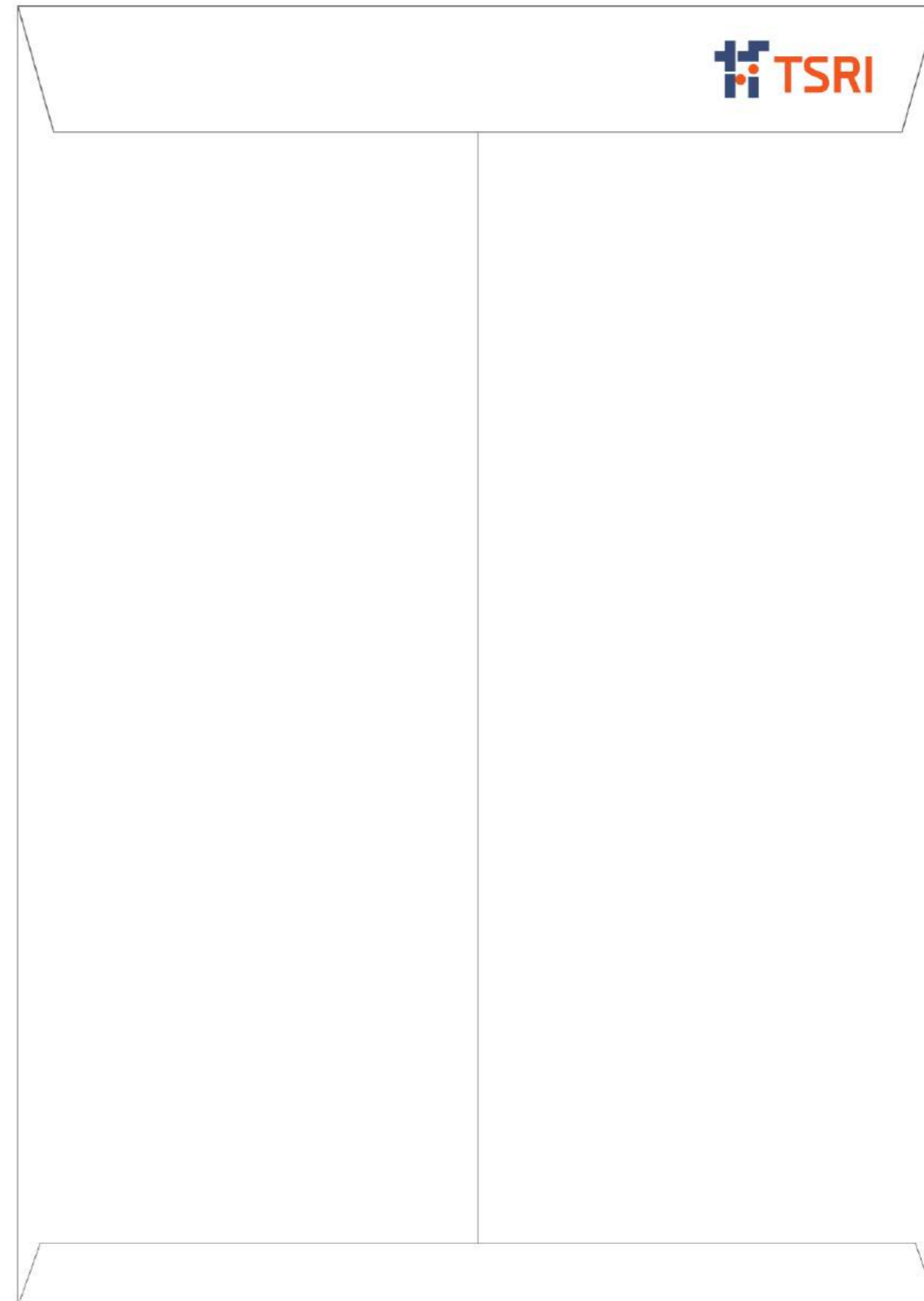
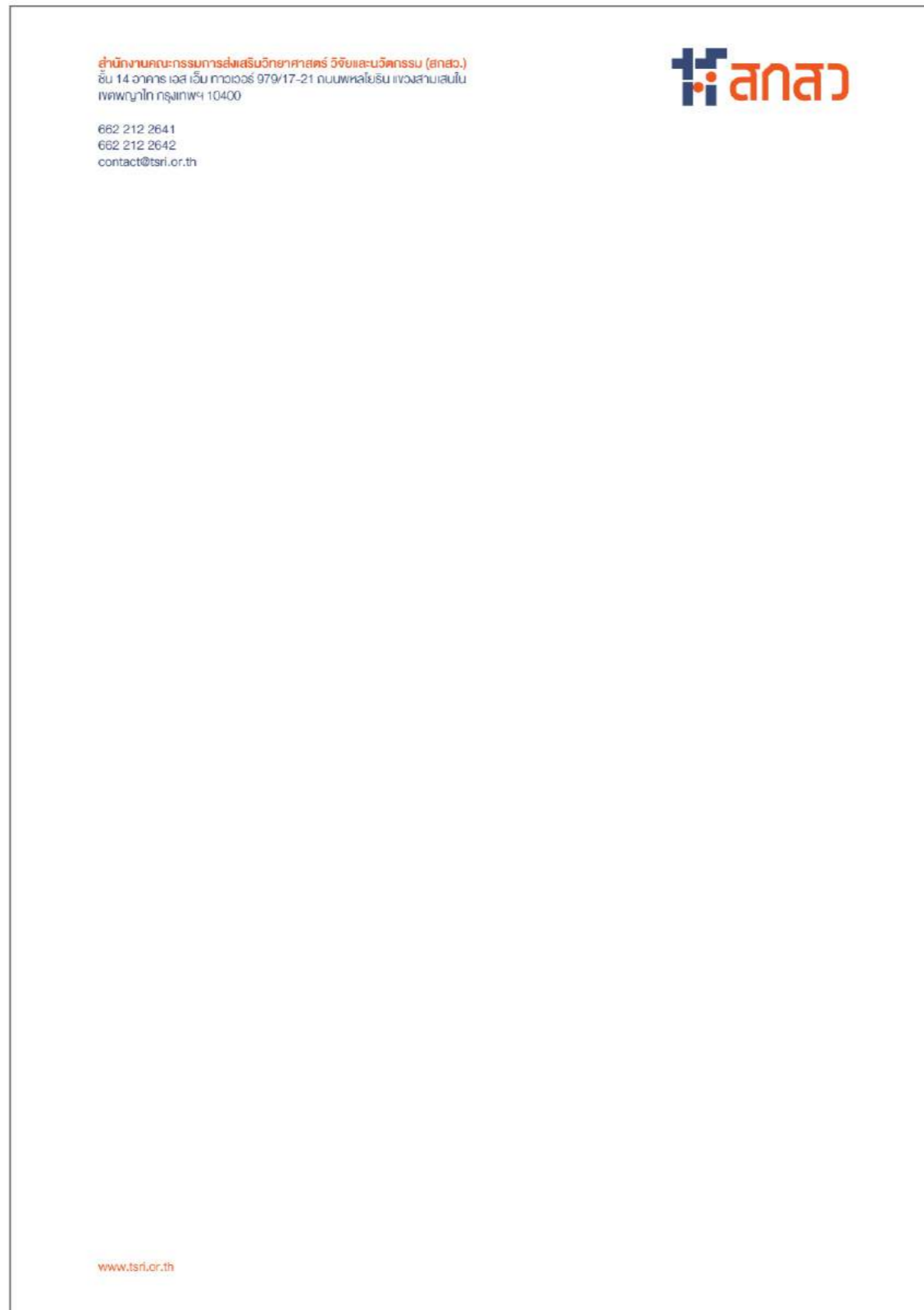
● Letterhead and Envelope



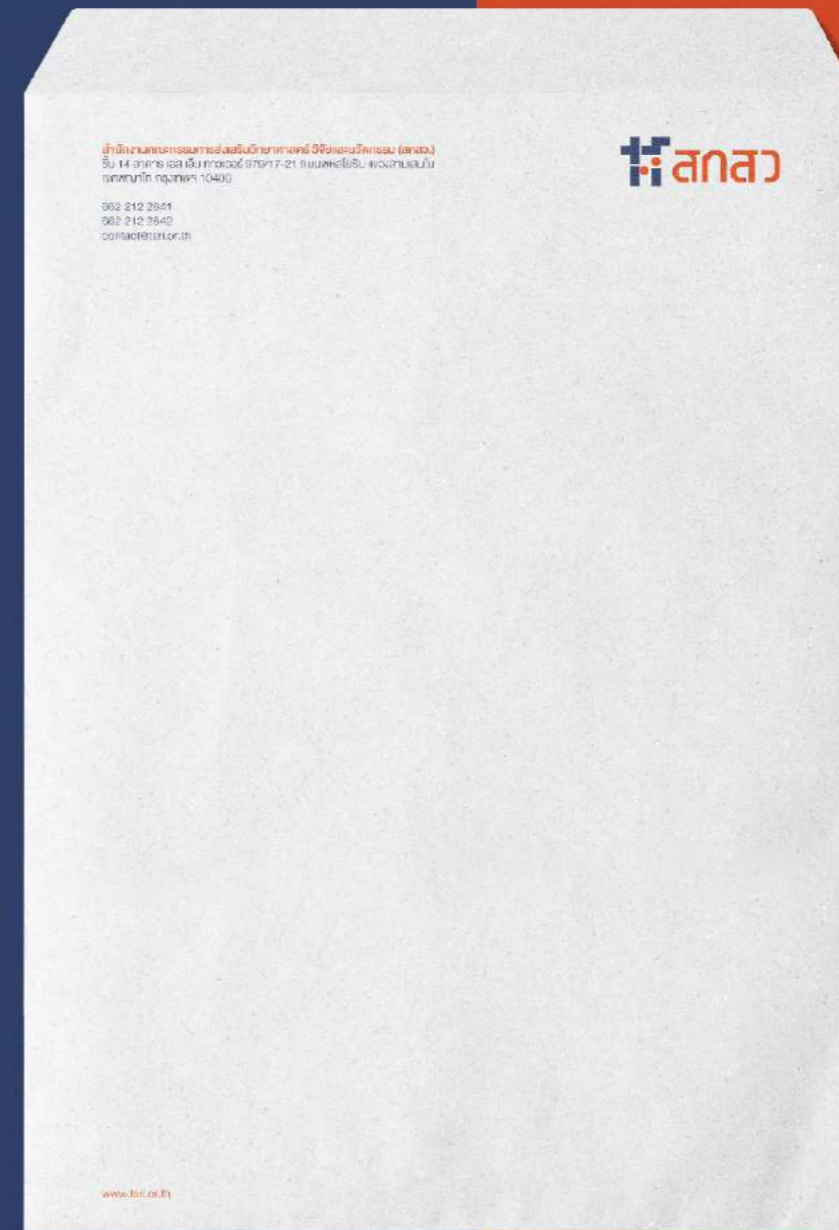
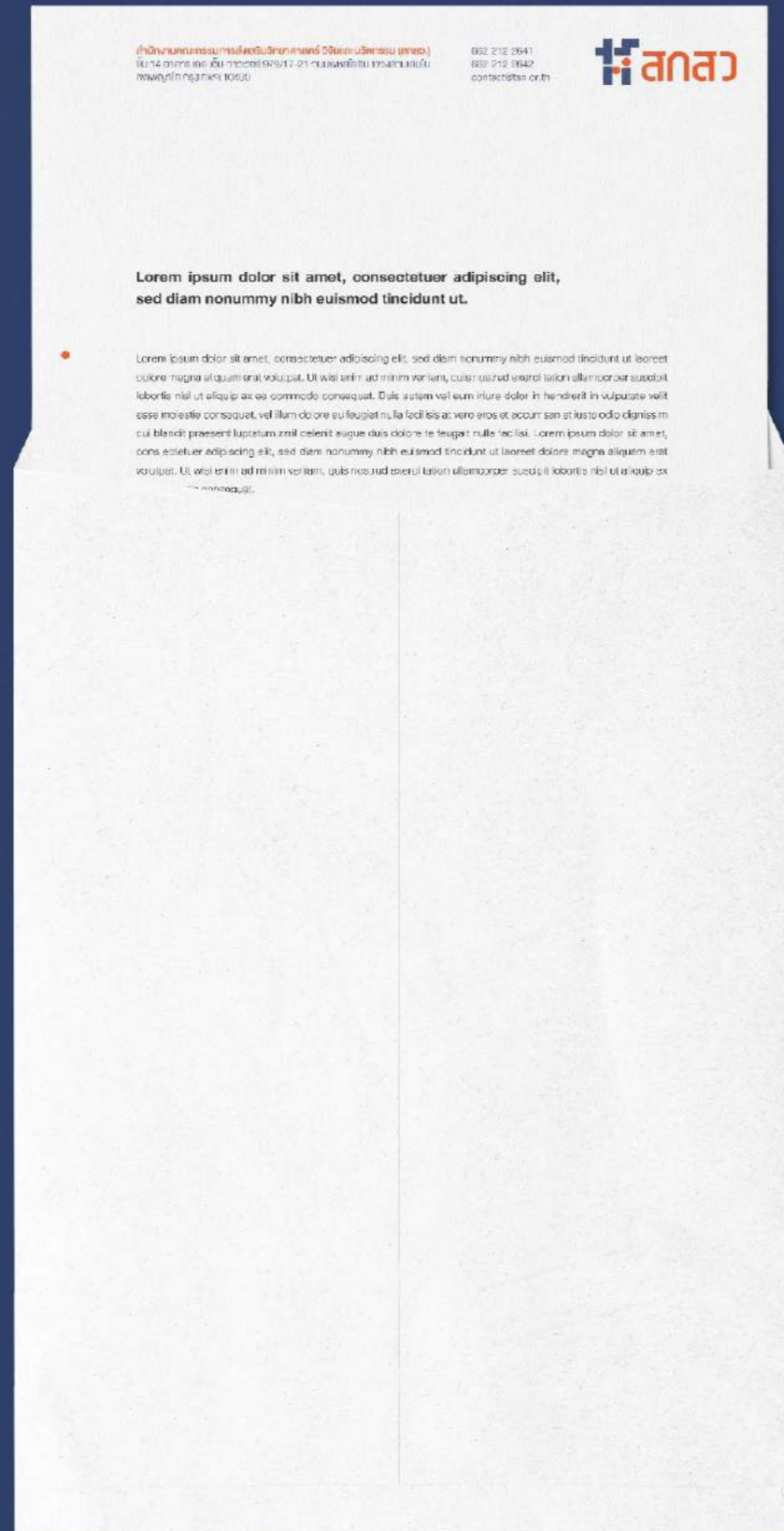
● Folder



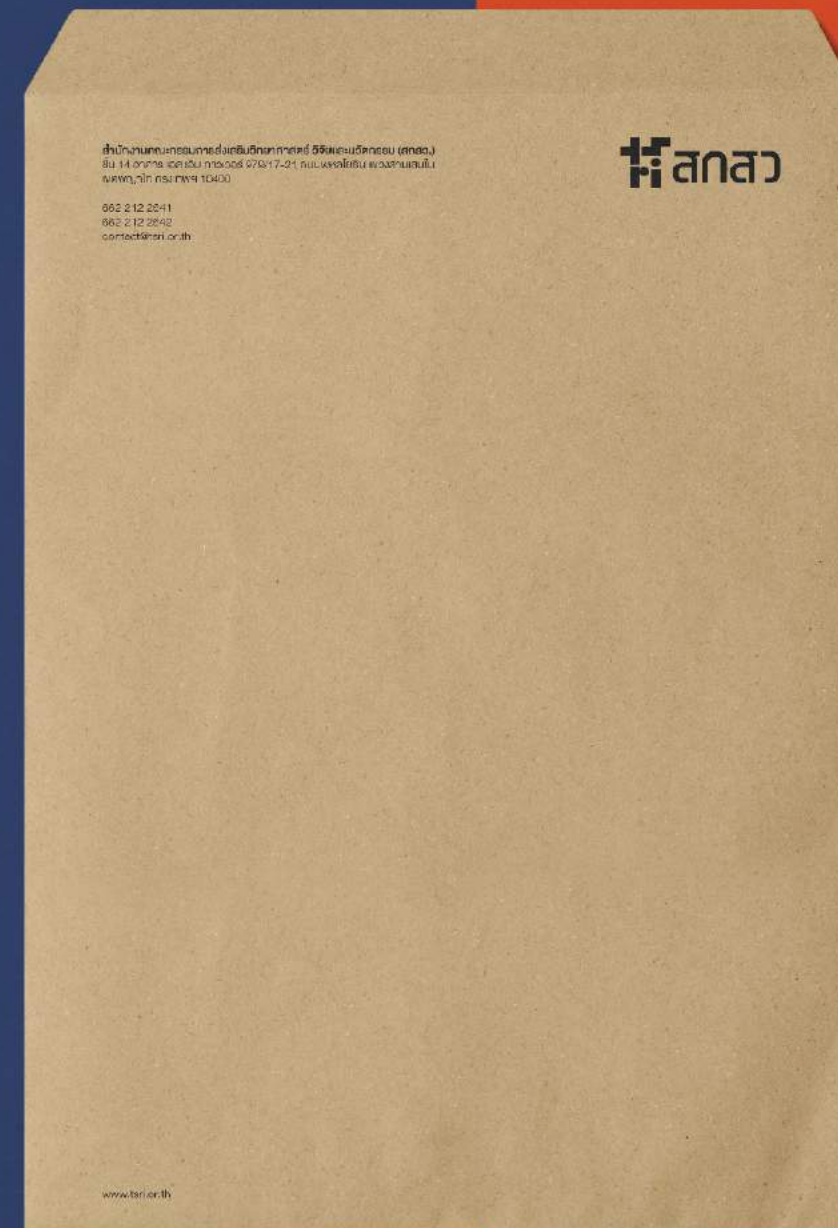
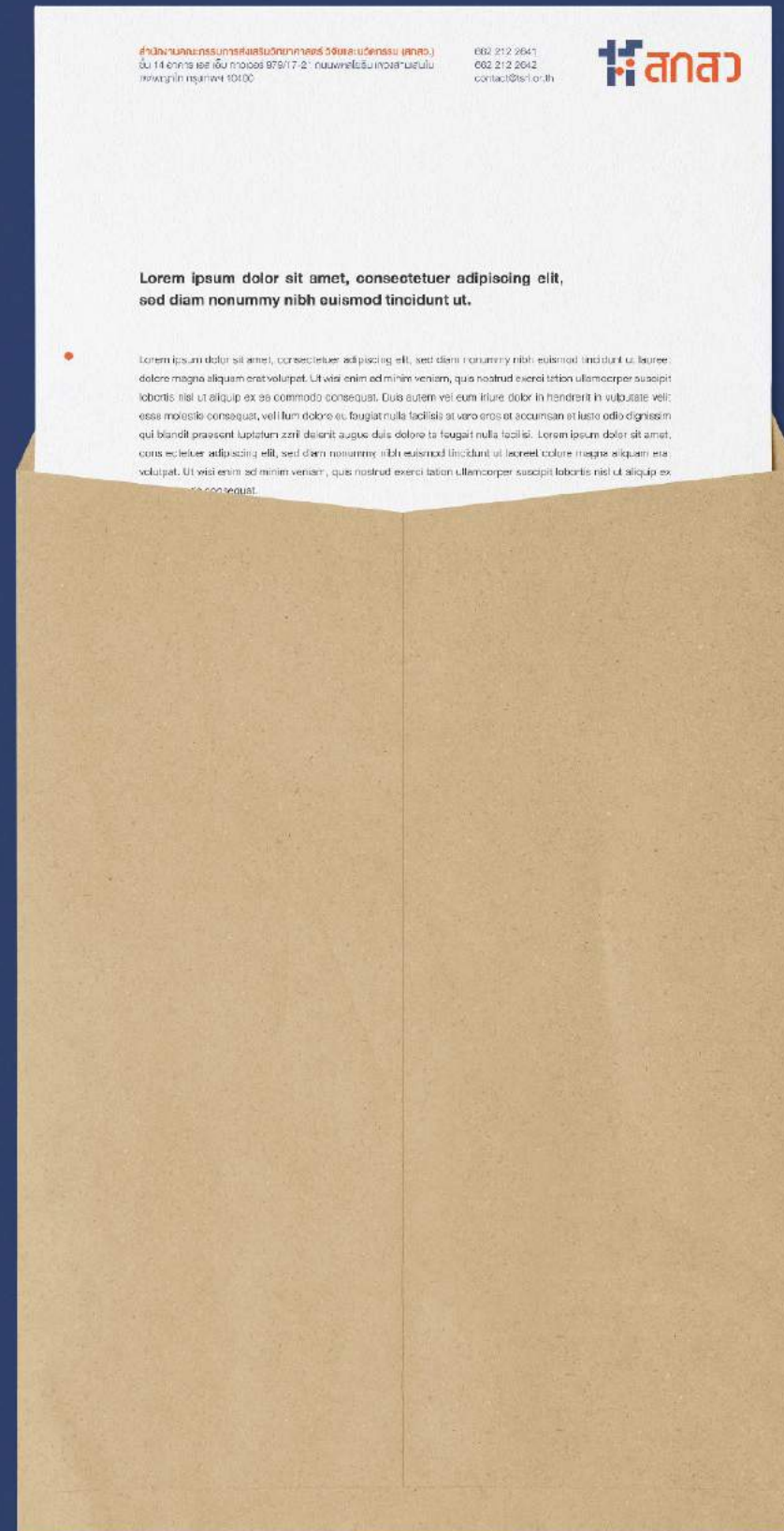
● Folder



● A4 Envelope



● A4 Envelope



● A4 Envelope



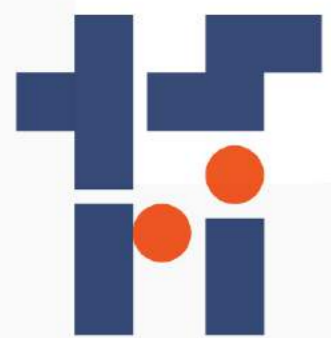
● A3 Envelope



● Enamel Pin



● Embroidery



National Science Research and Innovation Fund

Corporate Identity Guidelines

TSRI



NSRF



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- สกสว. และ กองทุน สกสว.

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สทสว.



กองทุน ววน.



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TSRI



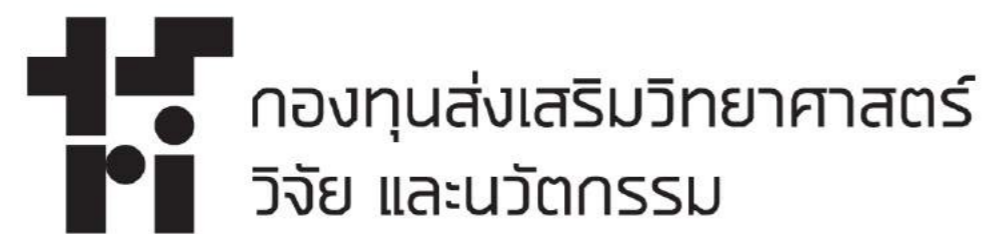
NSRF



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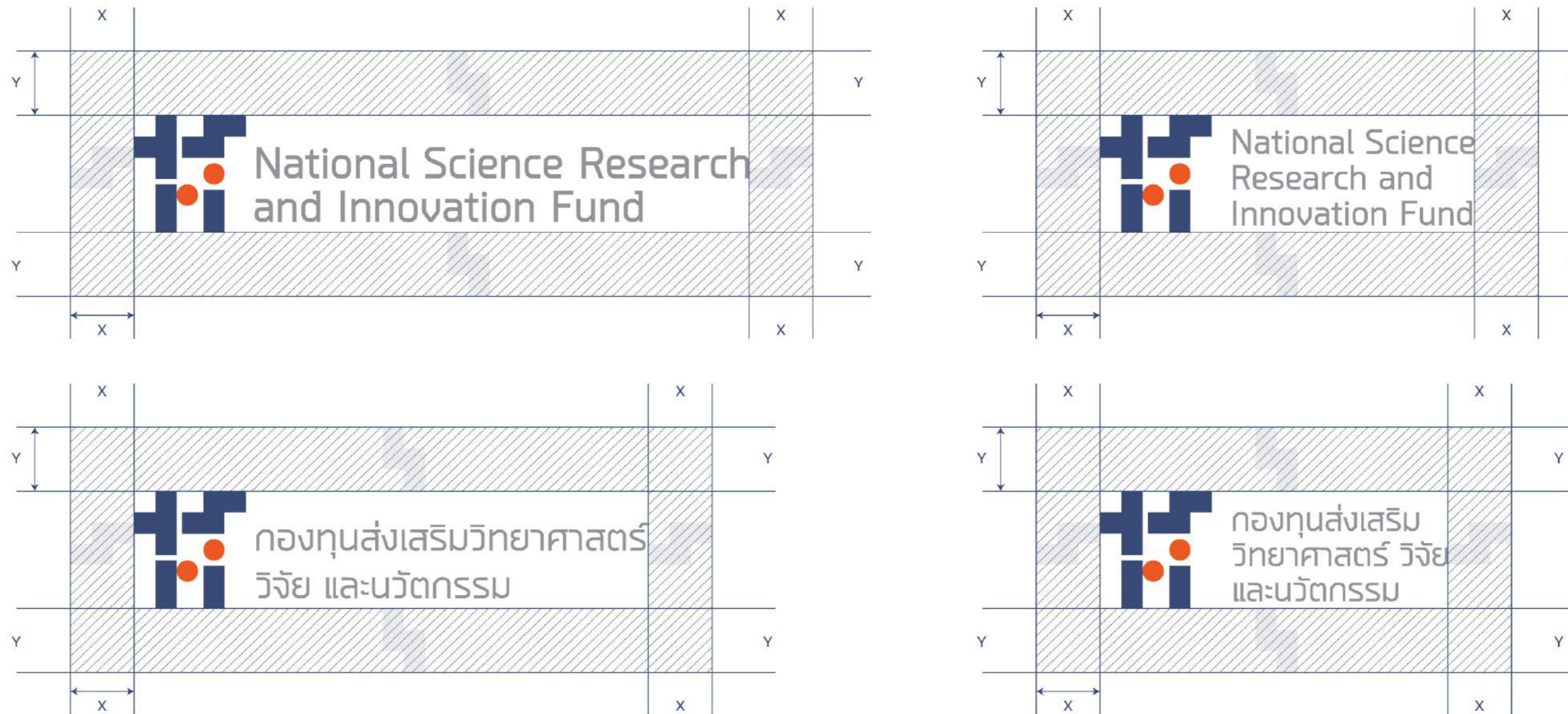
- **Minimum Size**
- กองทุน จวบ.

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- **Grid, Proportion**
- กองทุน ววน.

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Designed by GA49 Limited