

TCDC



Corporate Identity Basic Guideline

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1.1 IDENTITY ELEMENTS

CONCEPT

The logo is a key element in our visual identity. The TCDC logo has been developed specially to promote strategic information and its use and to reinforce our brand and image. The logo features the prominent use of a "Khanom".

1.1.1 DEVELOPED LOGO

Khanom is a name given to countless sweet or savory Thai "dumplings", imaginatively "invented" and made for generations by hand, from locally found ingredients. Khanom comes in hundreds of shapes, styles and flavors and is made from a myriad of ingredients. It is a strong and simple icon relating our Thai value creation to the natural use of raw materials.

The Thailand Creative & Design Center has adopted the Khanom as its symbol because it succinctly describes the goals of the organization. That is, "**To develop and promote human imagination and creativity to create new products of usefulness, beauty and value by utilizing inherent skills and local resources.**"

1.1.1.a LOGO FUNCTION

The main function of the logo is to identify and build a brand of TCDC. The logo also contributes greatly to the public's awareness of the Thailand Creative and Design Center. That is to say, the logo must always be portrayed consistently. Use the logo with respect and creativity - the following corporate identity guidelines will show you how to make use of it.

1.1.1 DEVELOPED LOGO

TCDC

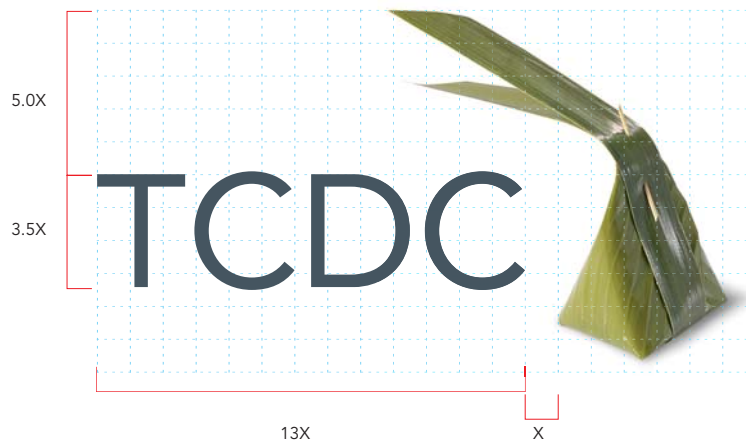


This identity lies at the heart of our marketing efforts, informing people that TCDC stands for Thailand Creative & DesignCenter. It is the primary visual expression of character and attitude of our organization. This identity will be applied in two different signature versions:

- Official Signature
- Consumer Signature

The first signature comprises two elements: the abbreviation 'TCDC' and the image of Khanom. The proportion between the two elements should never be altered in any way.

1.1.2 OFFICIAL SIGNATURE

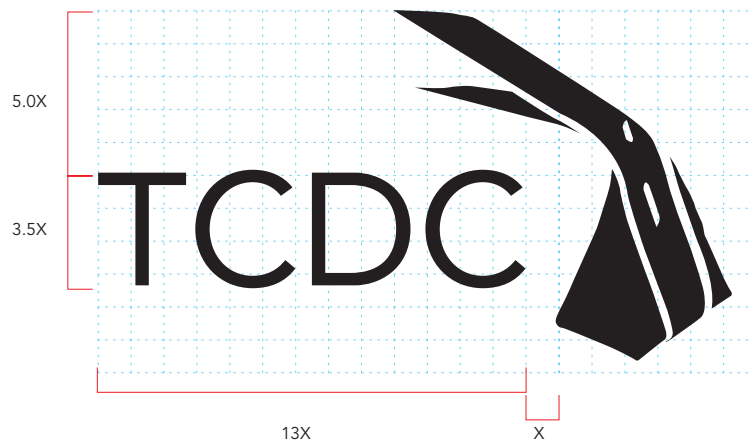


Applications for Official Signature

Business Card, Letterhead, Envelope, etc
(see Stationery System 2.1)

Consumer signature also comprises two elements: the abbreviation **'TCDC'** and the graphic illustration of Kanom form. The proportion between the two elements should never be altered in any way.

1.1.3 CONSUMER SIGNATURE



Applications for Consumer Signature

Member card, ticket, shopping bag, ID card publications, collateral materials.
(see Applications 2.1)

The second signature is the strapline of our full name 'Thailand Creative & Design Center' in our corporate font - **Avenir Heavy**. This version is applied in the initial branding stage.

The proportion between the elements should never be altered in any way.

1.1.4 SINGLE-LINE VERSION

Avenir Heavy
Letter Spacing 25

Thailand Creative & Design Center

1.2 LOGO MINIMUM SIZE

This page shows the minimum size of logo that is allowed. In exceptional circumstances where the logo needs to be reproduced smaller than the minimum, you should run reproduction tests to ensure that legibility will not be compromised.

1.2 LOGO MINIMUM SIZE



15mm

Official Signature



15mm

Consumer Signature

Thailand Creative & Design Center

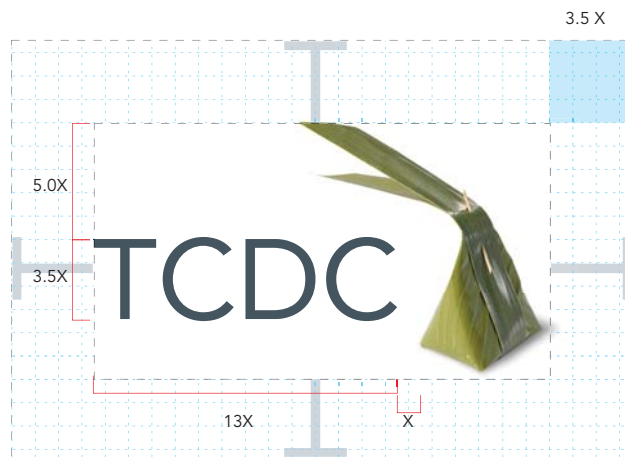
Single-line Version

Avenir Heavy
Size = 5 pt
Tracking = 25

1.3 CLEAR SPACE SPECIFICATIONS

To ensure that the logo will be seen clearly at all times and retain a powerful visual impact, it should not be obscured by any other visual elements such as types and images. It therefore needs to be placed inside an area of blank or white space to maintain maximum impact. If possible, even more space should be left around the logo.

1.3.1 MINIMUM AREA OF CLEAR SPACE



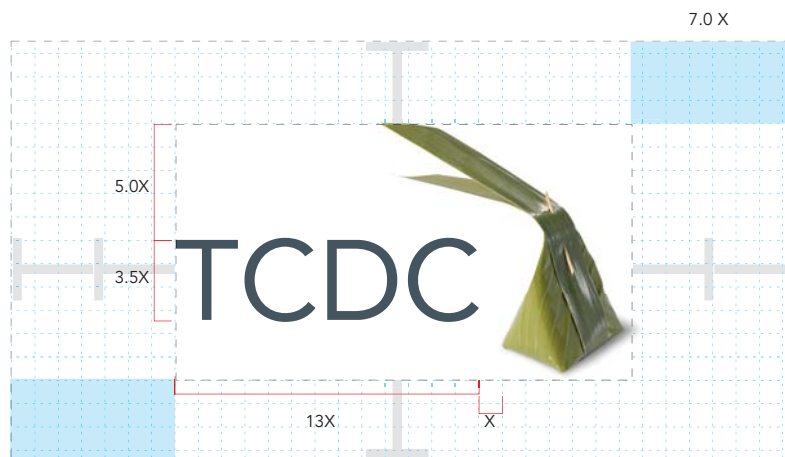
Minimum area of clear space is determined by the height of TCDC alphabet.



The preferred area of clear space that shown below is determined by the height of TCDC alphabet. If possible, more space should be left around.

More clear space around the TCDC logo will help its legibility and enhance its visual impact.

1.3.2 PREFERRED AREA OF CLEAR SPACE



Preferred area of clear space

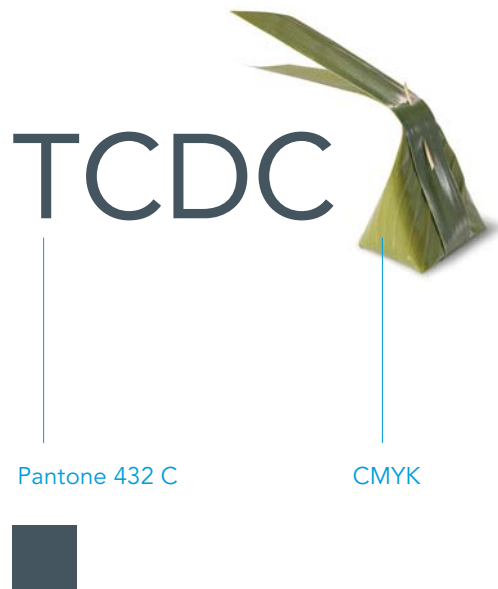
1.4 LOGO COLOR

The full-color TCDC logo is the official version. Use it appropriately with any media and content. It can be produced in either special color (from Pantone., Inc) or in the four-color printing process.

1.4.1.a CMYK + 1 PANTONE VERSION

This version of the logo may be used on official publications and materials. For example, TCDC stationery, TCDC annual report.

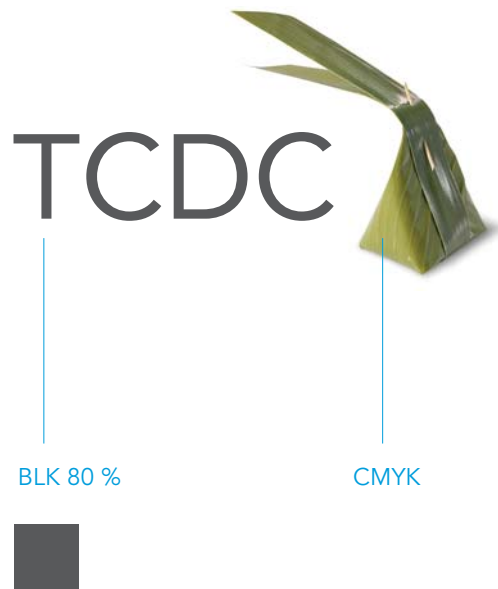
1.4.1 OFFICIAL SIGNATURE [A]



1.4.1 OFFICIAL SIGNATURE [B]

1.4.1.b CMYK VERSION

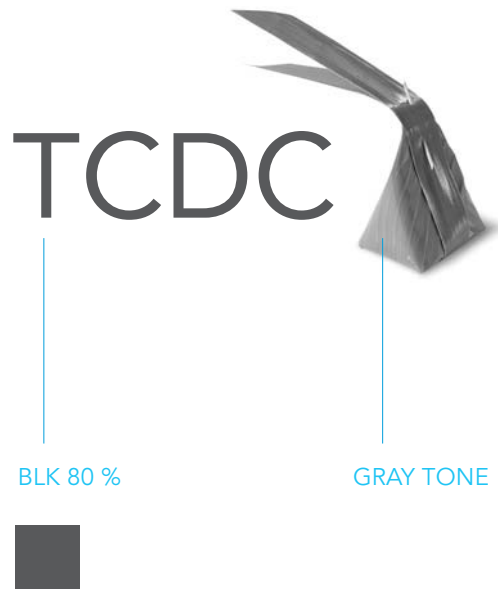
This version of the logo may be used on four-color printing publications.



1.4.1 OFFICIAL SIGNATURE [C]

1.4.1.c GRAYSCALE VERSION

This version of the logo may be used on black & white publications, as long as it remains clearly visible.

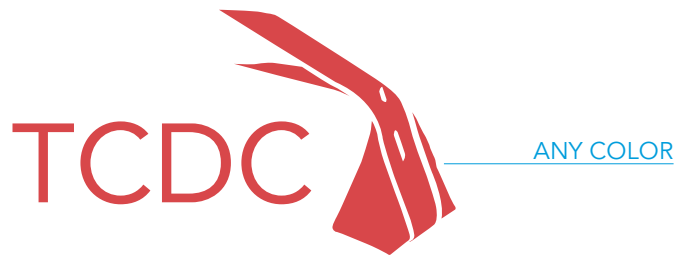


1.4.2.a ANY COLOR VERSION

The consumer signature can be **ANY COLOR** as long as its color combinations can establish and strengthen the TCDC visual impact (see the sample at Corporate Color 1.6.2).

This version of the logo may be used on non-premium publications and materials, for example, shopping bag, folder, access card.

1.4.2 CONSUMER SIGNATURE [A]



1.4.2 CONSUMER SIGNATURE [B]

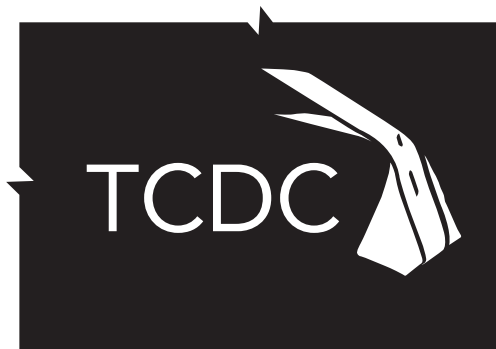
1.4.2.b BLACK AND WHITE VERSION

This version of the logo may be used in specific cases such as the use on color background, the use for rubber stamp, Powerpoint presentation, etc.



REVERSE VERSION

The one-color reversed black version can be used on black and white layouts where color is not available. It is suitable for using on a black background.



1.5 LOGO USAGE

This section focuses on the incorrect logo usage. It is separated into 3 main styles : proportion & composition, position & style, and background.

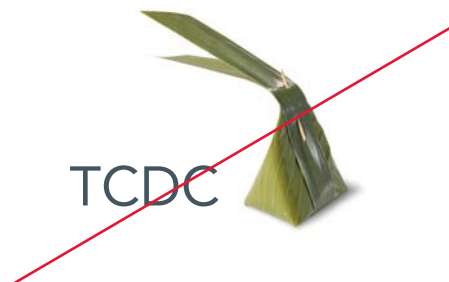
Our logo is the most important visual statement. It is essential not to alter in any case.

1.5.1 PROPORTION & COMPOSITION

Don'ts



Do not put the strapline of full name under the logo.



Do not alter the size of any of the elements in the signature.



Do not invade the clear space of the signature.



Do not alter the composition of any of the elements in the signature.

1.5.2 POSITION & STYLE

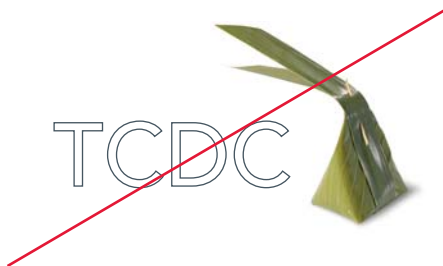
Don'ts



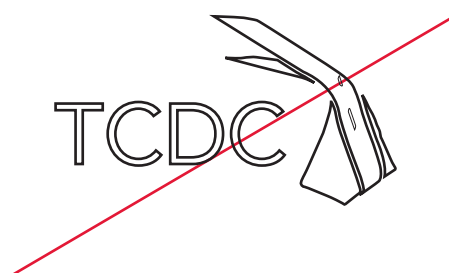
Do not put the signature at an angle.



Do not reset the logotype.



Do not create or reset an outline version of the logo type.



Do not create an outline version of the signature.

LOGO USAGE

Here is a summary of dos and don'ts when using official and consumer signature on various backgrounds.

1.5.3.a OFFICIAL SIGNATURE

When this signature is put on an image, the logo should remain in preferred white space (see 1.3.2)

The logo works best on white and very light color background. It must never appear on gradient or multi-colored texture backgrounds or over images (unless surrounded by blank space, as shown)

1.5.3 BACKGROUND [A]

Dos



Place the logo with white space on any images.

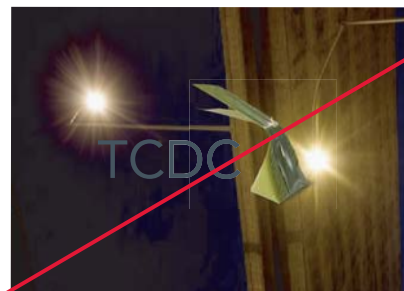


Place the logo with white space on dark background.



Put the logo on very light background.

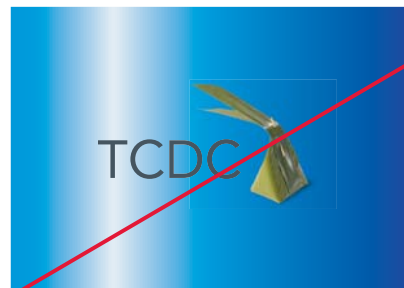
Don'ts



Don't put the logo on any images..



Don't put the logo on dark background.



Don't put the logo on gradient or multi-color texture background.

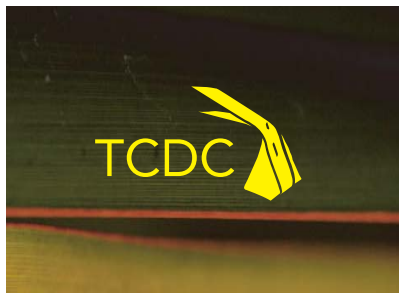
1.5.3 BACKGROUND [B]

1.5.3.b. CONSUMER SIGNATURE

This signature is more flexible with different backgrounds. It can be applied either on image or dark background as long as it is not interfered.

It must never appear on gradient or multi-colored texture backgrounds. Use the color chart (see 1.4.2) as a guide for the color combination between logo and background.

Do's



Place the logo on any images.

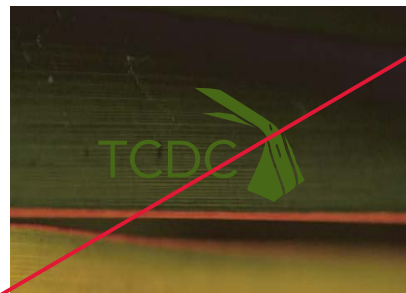


The logo should be distinguishable from the background.



Put the logo on one-color background.

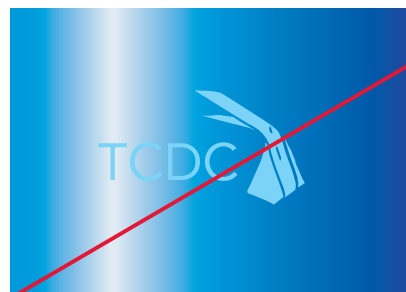
Don't



Do not apply the logo color that is similar to the tone of the image.



Do not apply the logo color that is similar to the background color.



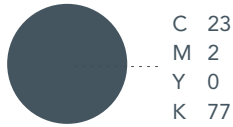
Do not put the logo on gradient background.

1.6 CORPORATE COLOR

For our visual identity system to be easily recognized and maintain a strong image, its use of colours should be consistent and specific. We will use variations of our TCDC green and grey, along with black, white and red to establish a pronounced 'mood and tone' for our communications.

1.6.1.a PRIMARY COLORS

1.6.1 OFFICIAL COLORS [A]



Pantone 432 C
Index: #333333



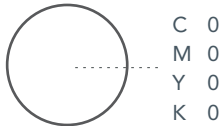
Pantone 391 C
Index: #999900



Pantone 186 C
Index: #FF0000



Pantone 364C
Index: #336600



Index: #FFFFFF



Index: #000000

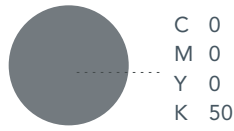
1.6.1 OFFICIAL COLORS [B]

1.6.1.b SECONDARY COLORS

The secondary colors set helps in expanding color variations on our corporate design materials.



Index: #333333



Index: #666666



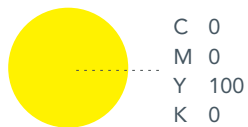
Index: #CCCCCC



Pantone 389C
Index: #CCFF33



Pantone 144 C
Index: #FF6600



Pantone Process Yellow C
Index: #FFFF00



Pantone 466 C
Index: #999900

1.6.2 CONSUMER COLORS

Consumer signature color can be **ANY COLOR** that create and strengthen TCDC's visual identity. The variations of these samples are easily used. The following page will show the color combination.



COLOR SAMPLES

1.6.3 COLOR COMBINATION SAMPLES

HARMONY COMBINATION



CONTRAST COMBINATION



1.7 CORPORATE TYPEFACE

It is necessary to keep the typeface controlled and consistent. This helps strengthen our identity and our style. Our typography sends a message about our brand.

1.7.1.a PRIMARY ENGLISH FONT

Our primary English font is Avenir. It provides a clean and timeless modern style. Various weights can be used for headings to create style but it should be consistent in each publication. Use Light and Book for body copy. If consistently used, this will create a familiar visual style for the TCDC.

1.7.1 ENGLISH FONTS [A]

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Avenir Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Avenir Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

1.7.1.b SECONDARY ENGLISH FONT

Garamond has been chosen to provide a contrast to clean modern look of Avenir. It is ideal as an alternative to Avenir for body copy in collateral materials, i.e. the annual reports, brochures, leaflets. Garamond is not used in any of our stationery.

1.7.1 ENGLISH FONTS [B]**Garamond Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Garamond Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.7.2.b DB THAI TEXT

DB Thai Text has been chosen to provide a contrast to clean modern look of Kittithada. It is ideal as an alternative to Kittithada for body copy in collateral materials, i.e. the annual reports, brochures and leaflets. DB Thai Text is not used in any of our stationery.

1.7.2 THAI FONTS [B]

DB Thai Text Regular

ก ข ฃ ค ฅ ง จ ฉ ช ซ ฌ ญ ฎ ฏ ฐ ฑ ฒ ด ต ถ
ท ฒ น บ ป ผ ฝ พ ฟ ภ ม ย ร ล ว ศ ษ ส ห ฬ อ ฮ
1 2 3 4 5 6 7 8 9 0

DB Thai Text Bold

ก ข ฃ ค ฅ ง จ ฉ ช ซ ฌ ญ ฎ ฏ ฐ ฑ ฒ ด ต ถ
ท ฒ น บ ป ผ ฝ พ ฟ ภ ม ย ร ล ว ศ ษ ส ห ฬ อ ฮ
1 2 3 4 5 6 7 8 9 0

1.7.3.a ENGLISH FONT

For electronic communications, i.e. internally produced documents, text of letters, faxes, memos, and e-mails, use Arial for san-serif option and Times New Roman for serif option.

1.7.3 ELECTRONIC COMMUNICATIONS [A]

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

1.7.3.b. THAI FONT

Our Thai font is Cordia. Various weight can be used.

1.7.3 ELECTRONIC COMMUNICATIONS [C]

Cordia UPC

ก ข ฃ ค ฅ ง ฉ ช จ ญ ฎ ฏ ฐ ฑ ฒ ณ ด ต ถ
ท ธ น บ ป ผ ฝ พ ฟ ภ ม ย ร ล ว ศ ษ ส ห ฬ อ ฮ
1 2 3 4 5 6 7 8 9

1.8 GRAPHIC PROPERTIES

Khanom is our main signature which is simplified into graphic elements in order to be more practical in usage. Cropping parts of this Khanom logo is another way to create the value and aesthetic of its shape and meaning. It also builds the visibility and recognition of the TCDC brand.

1.8.1 CORRECT CROPPING

The proper way to crop the Khanom logo is on the top left of the image. This way keeps and remains the aesthetic of **'its shape and form'**.
(Application 2.2, 2.3)

1.8 GRAPHIC PROPERTIES [A]

Dos

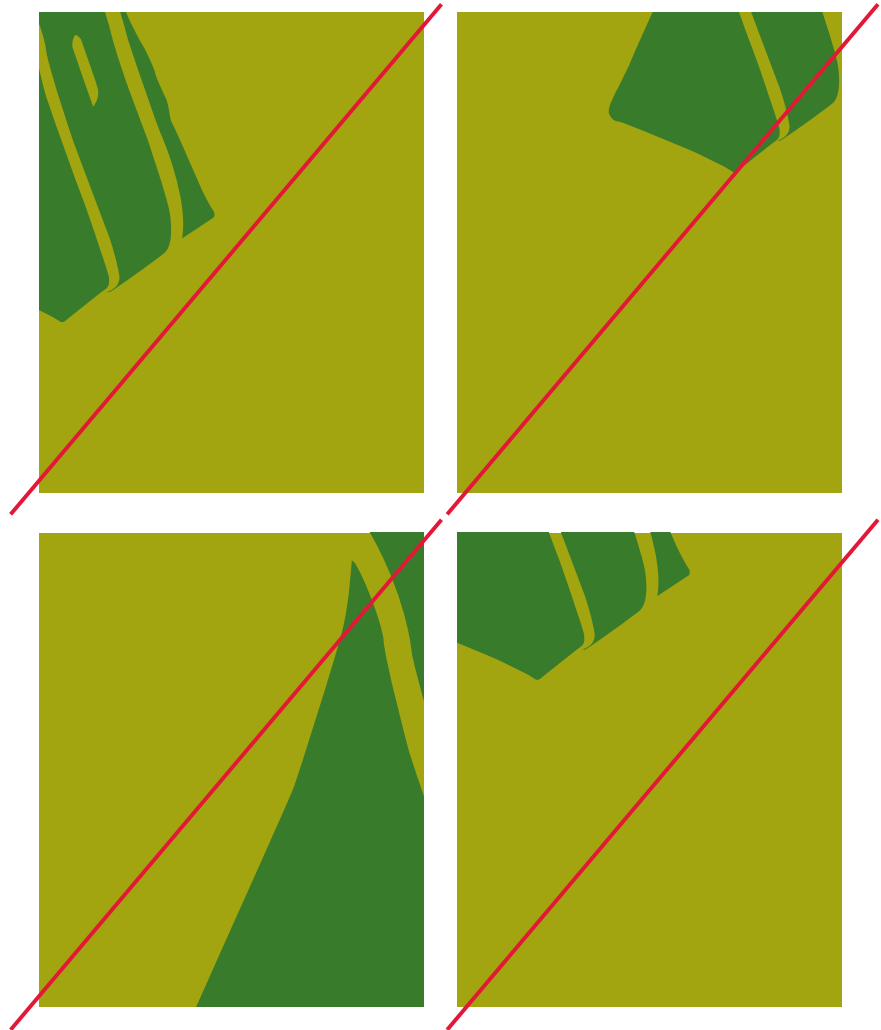


1.8.2 INCORRECT CROPPING

Cropping in the right and bottom part of the Khanom logo is not recommended. This way does not reflect the aesthetic of shape and form of the logo.

1.8 GRAPHIC PROPERTIES [2]

Don'ts



APPLICATIONS

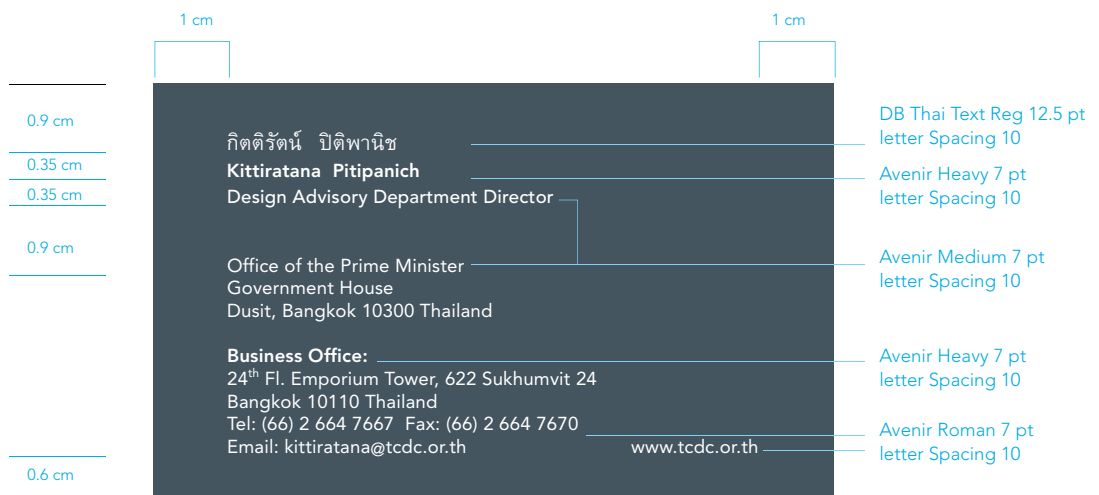
- 2.1 STATIONERY SYSTEM
 - 2.1.1 Business Card
 - 2.1.2 Letterhead
 - 2.1.3 Envelope A4
 - 2.1.4 Envelope A5
 - 2.1.5 Envelope Standard
 - 2.1.6 Memo A5
 - Full color
 - One color
 - 2.1.7 Folder
 - 2.1.8 Rubber stamp
- 2.2 CARDS
 - 2.2.1 Access Card
 - 2.2.2 ID Card
- 2.3 PACKAGING
 - 2.3.1 Shopping Bags

2.1 STATIONERY SYSTEM

2.1.1 BUSINESS CARD

Our stationery system should be consistent as the rest of our applications. All rules regarding our corporate typefaces and logos must be applied to our stationery.

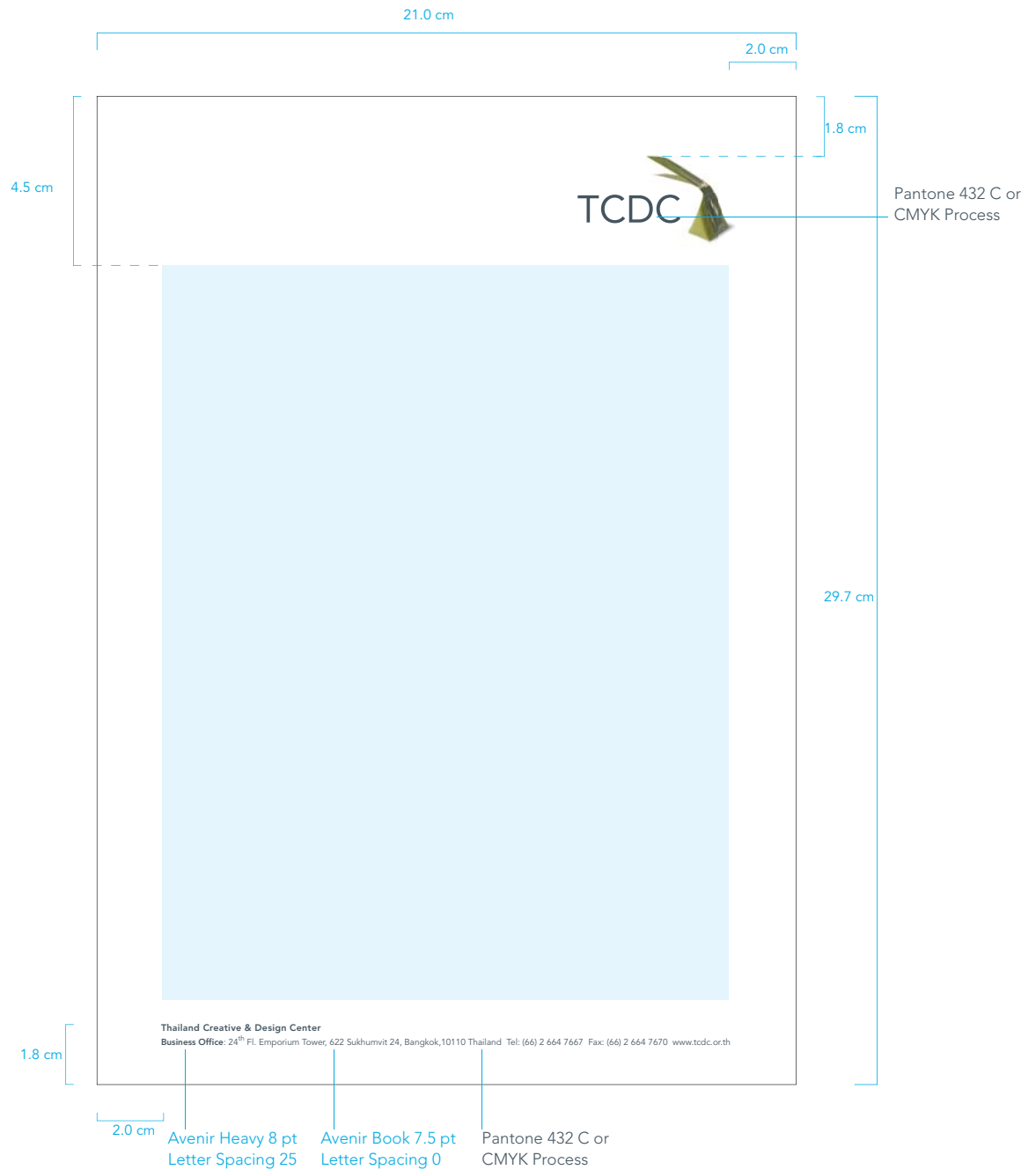
The official signature is used on main corporate stationery : business card, letterhead, envelope, signage system.



Paper Specification : Marchmallow 232 gsm

2.1.2 LETTERHEAD - A4

Our letterhead uses A4 standard size (21 x 29.7 cm).
Typed or written text should be placed inside blue area.



Paper Specification : Pound Paper White 100 gsm

SCALE 50 : 100

2.1.3 ENVELOPE - A4 (32.2 x 22.8 cm)



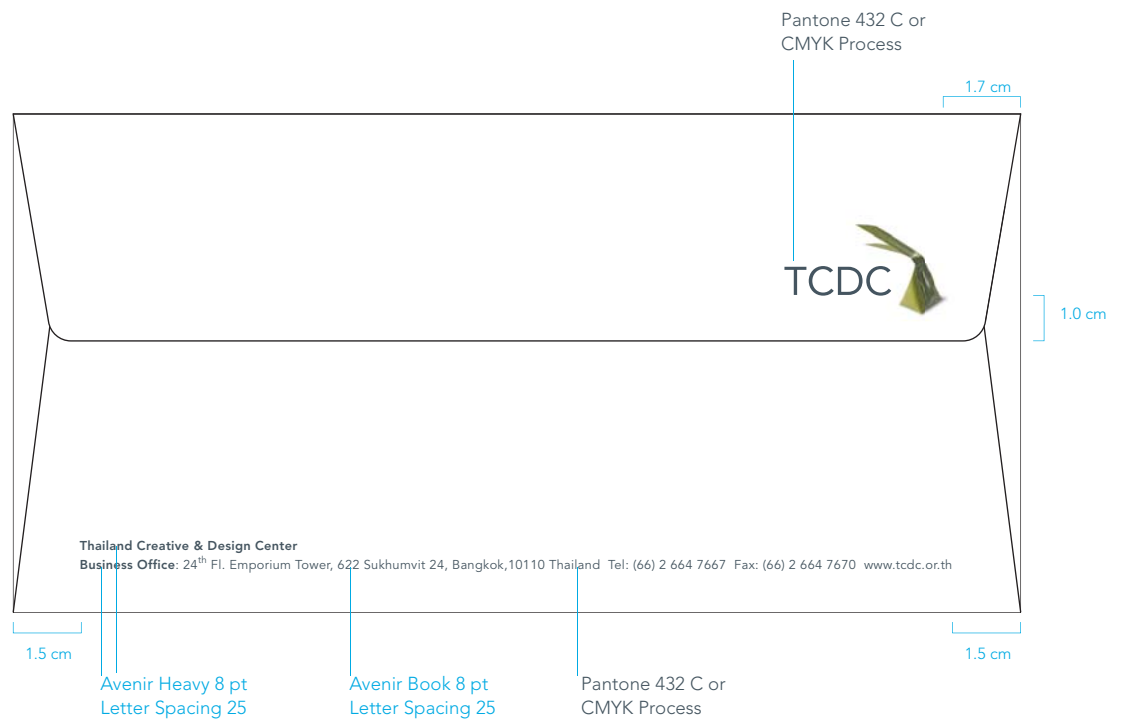
Paper Specification : Pound Paper White 100 gsm

SCALE 50 : 100

2.1.4 ENVELOPE - A5 (25.5x 18.0 cm)



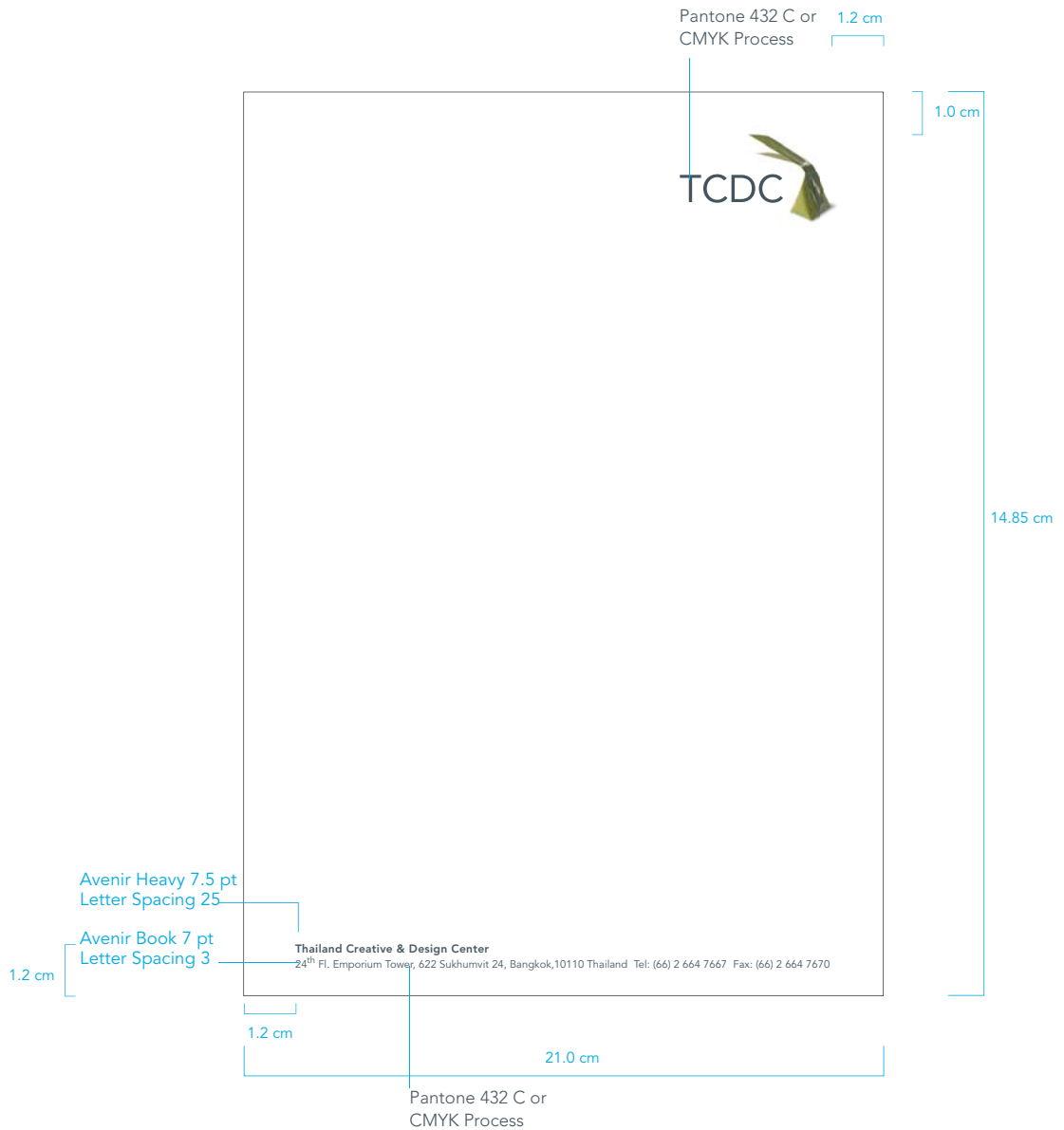
2.1.5 ENVELOPE STANDARD (22.2 x 11.0 cm)



Paper Specification : Pound Paper White 100 gsm

SCALE 60 : 100

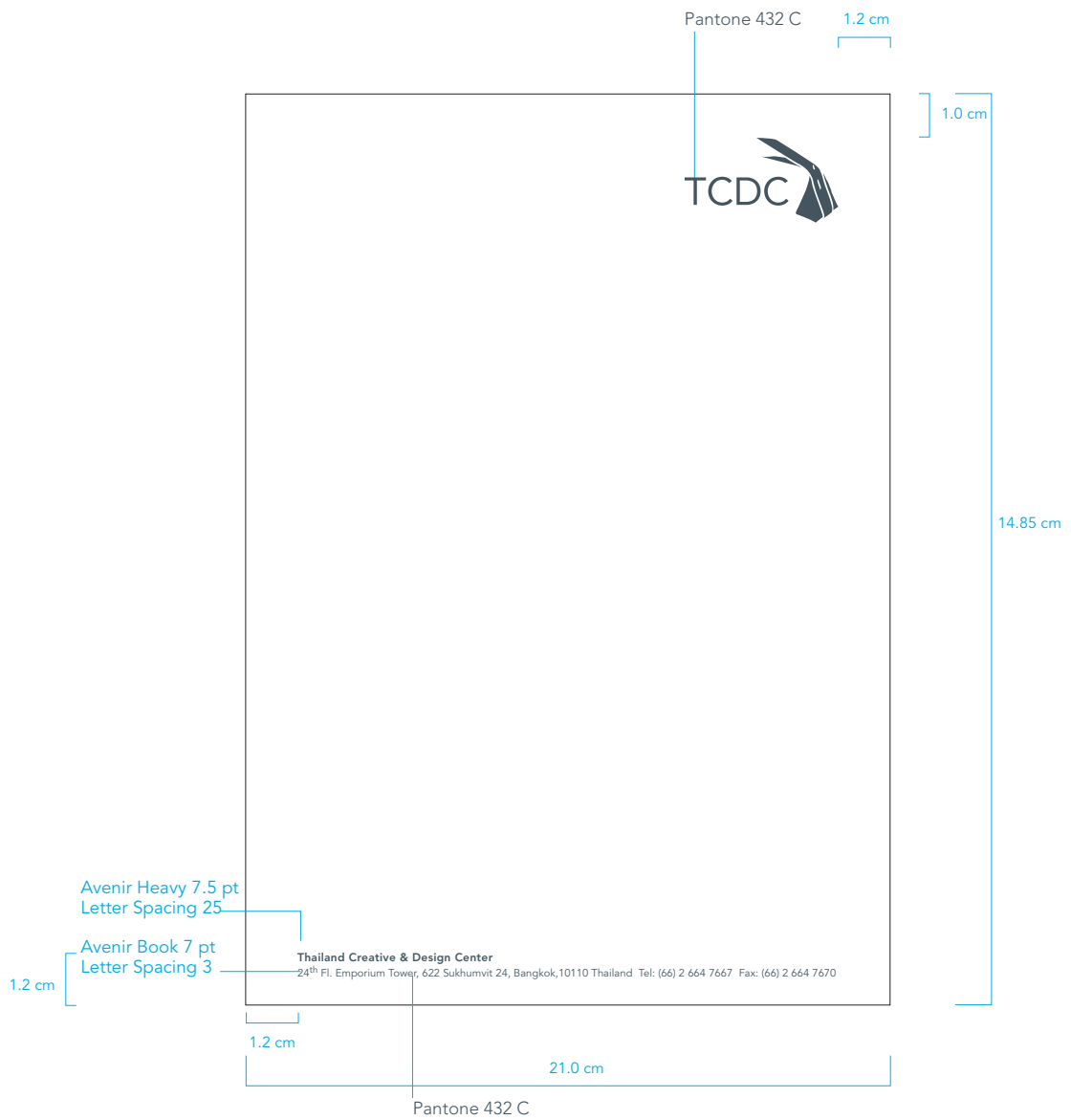
2.1.6 MEMO A5: FULL COLOR



Paper Specification : Pound Paper White 100 gsm

SCALE 60 : 100

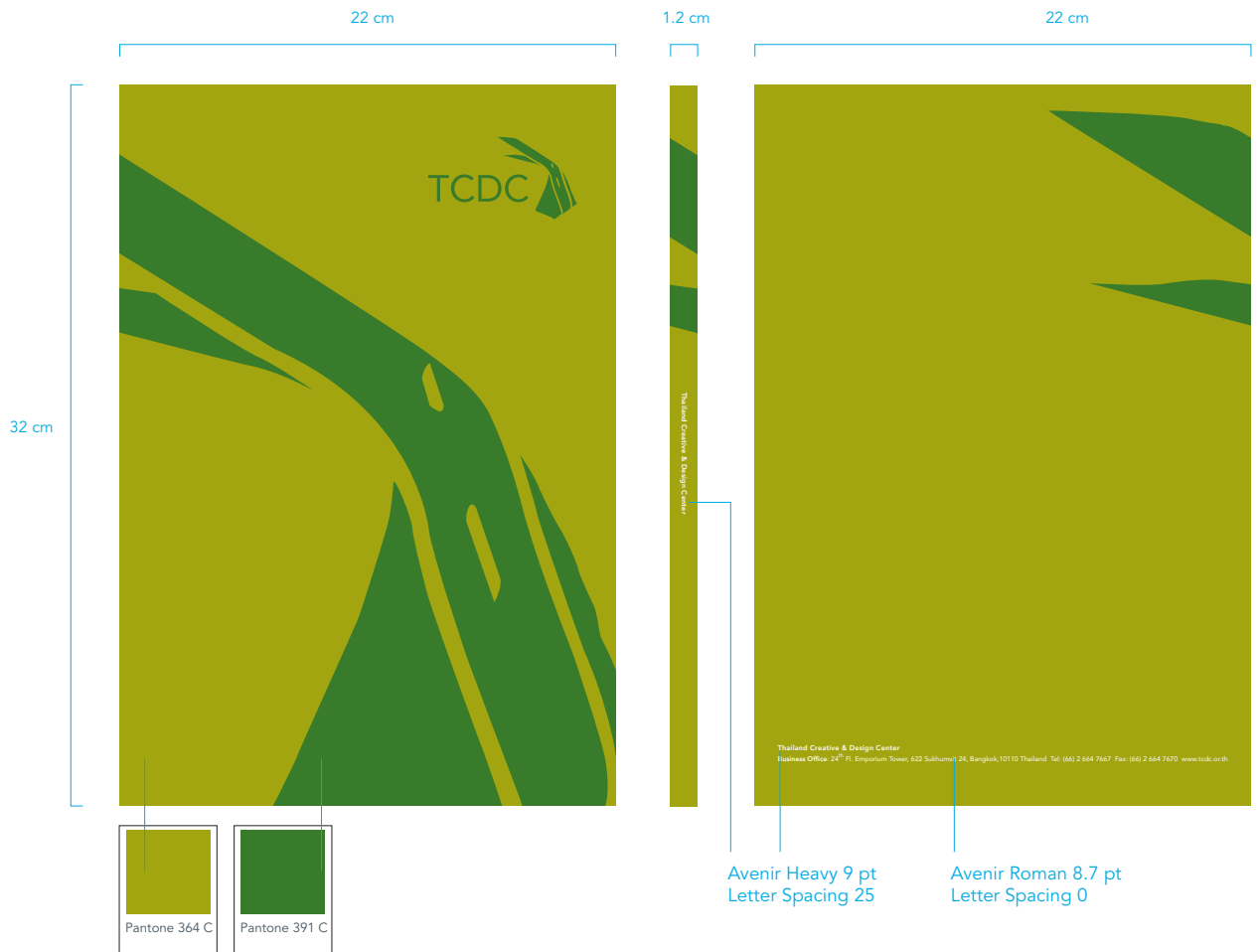
2.1.6 MEMO A5: ONE COLOR



Paper Specification : Pound Paper White 100 gsm

SCALE 60 : 100

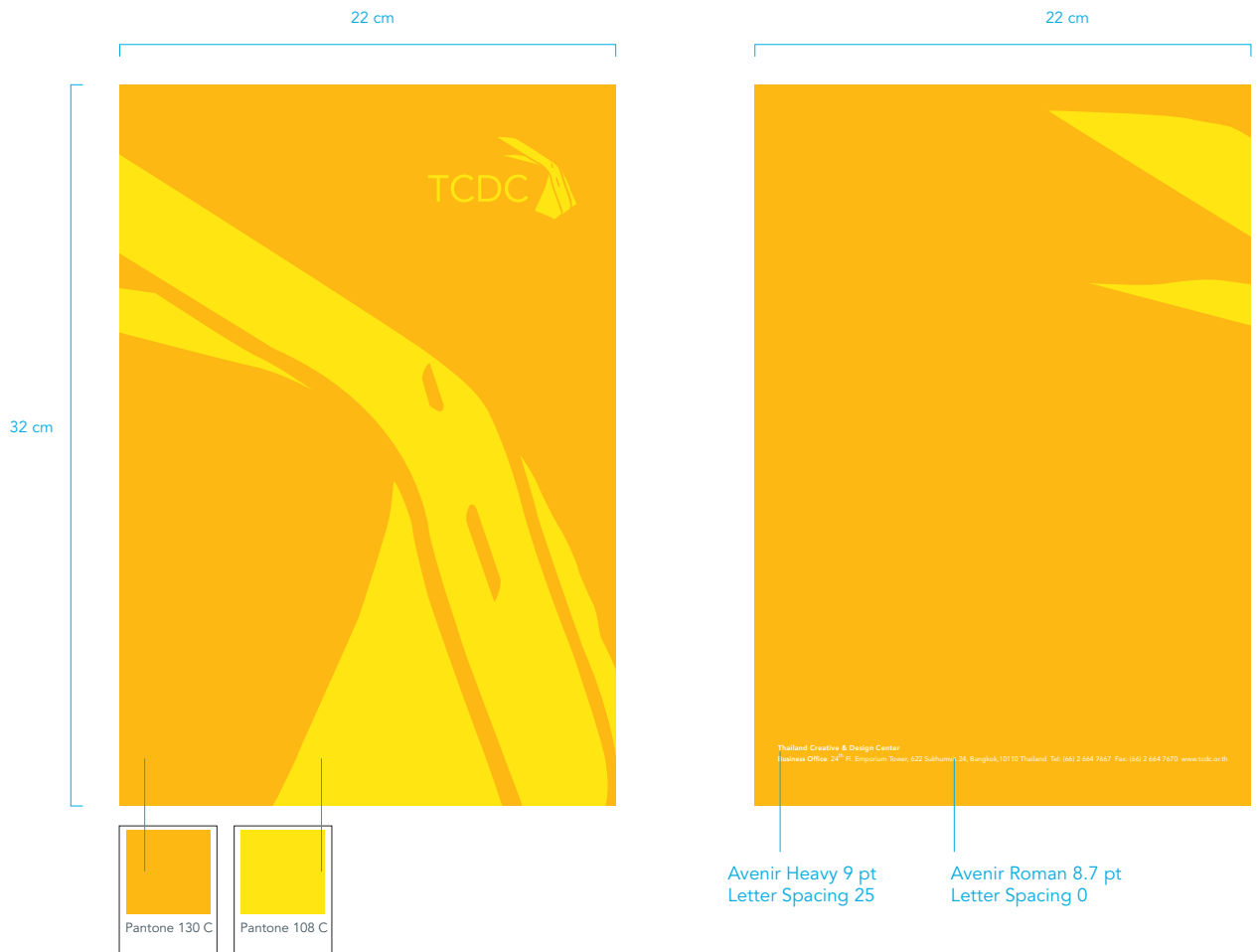
2.1.7 FOLDER : GREEN (22 x 32 cm)



Paper Specification : Art Paper 310 gsm

SCALE 30 : 100

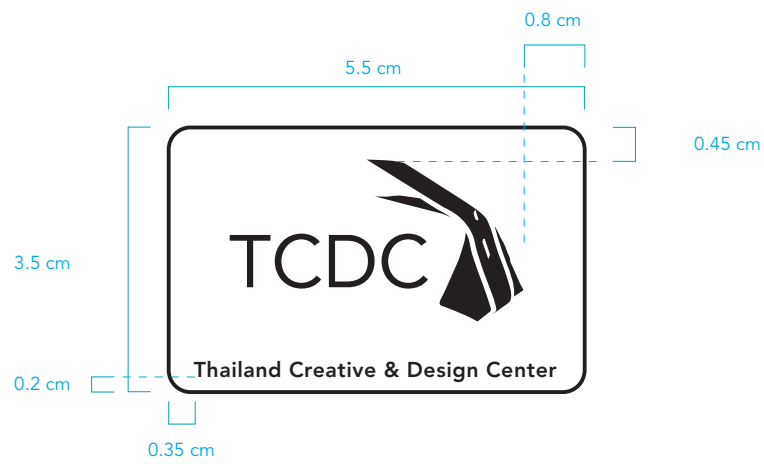
2.1.7 FOLDER : ORANGE (22 x 32 cm)



Paper Specification : Art Paper 310 gsm

SCALE 30 : 100

2.1.8 RUBBER STAMP

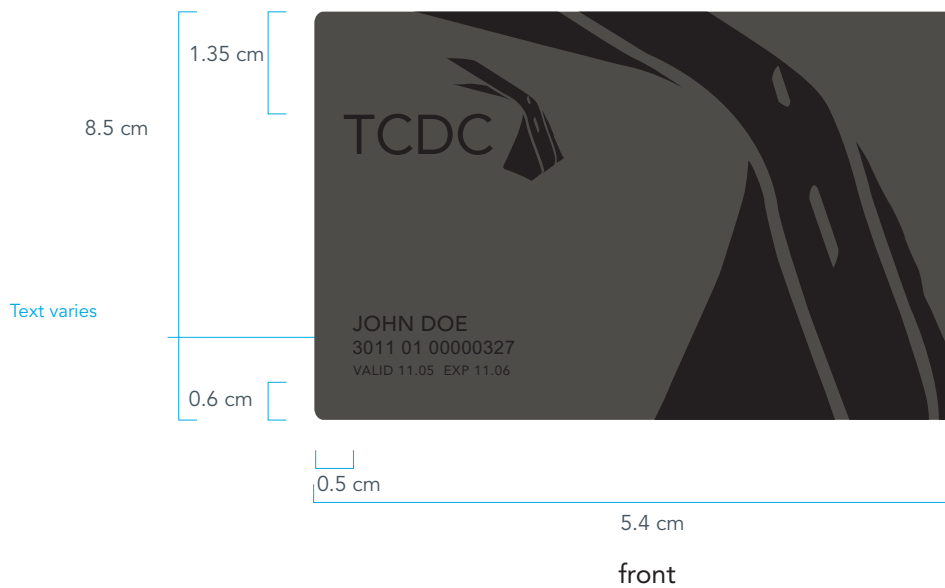


2.2 CARDS

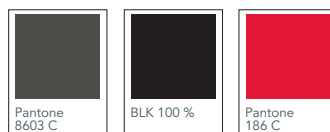
Access Card has 5 categories. Each category is defined by duo colors combination.

- Black Card - Exclusive
- Silver Card - Corporate
- Green Card - General
- Orange Card - Group Visitor
- Yellow Card - One-Day Pass

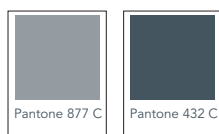
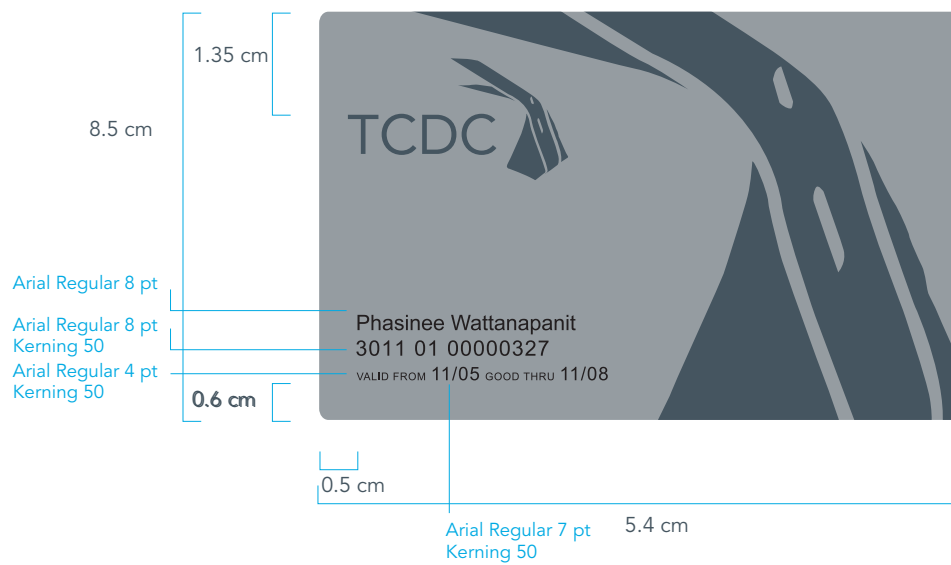
2.2.1 ACCESS CARD : EXCLUSIVE CARD



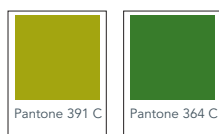
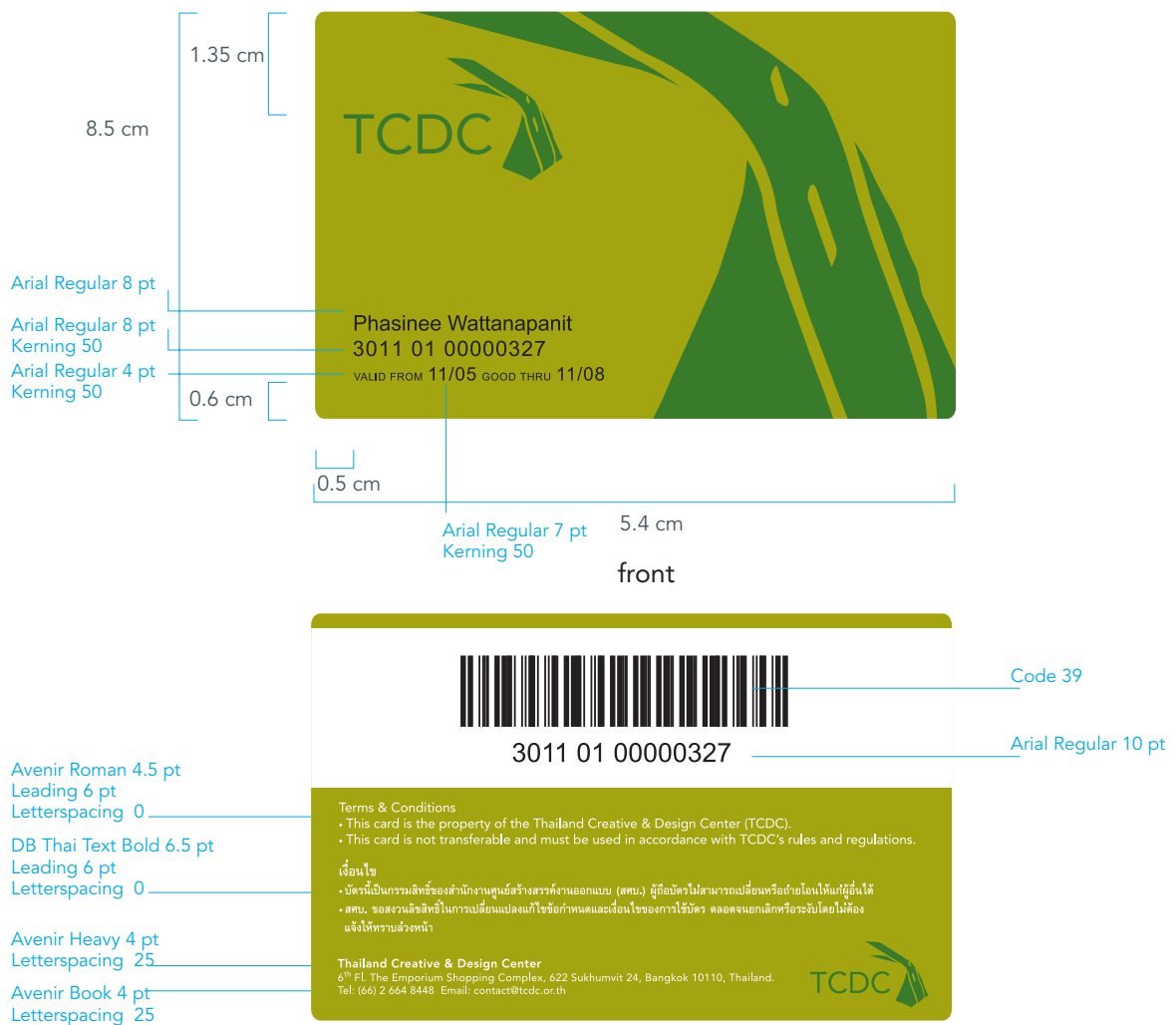
Metallic background on TCDC side. Percentage to be determined



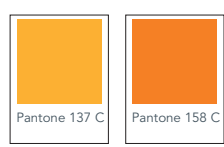
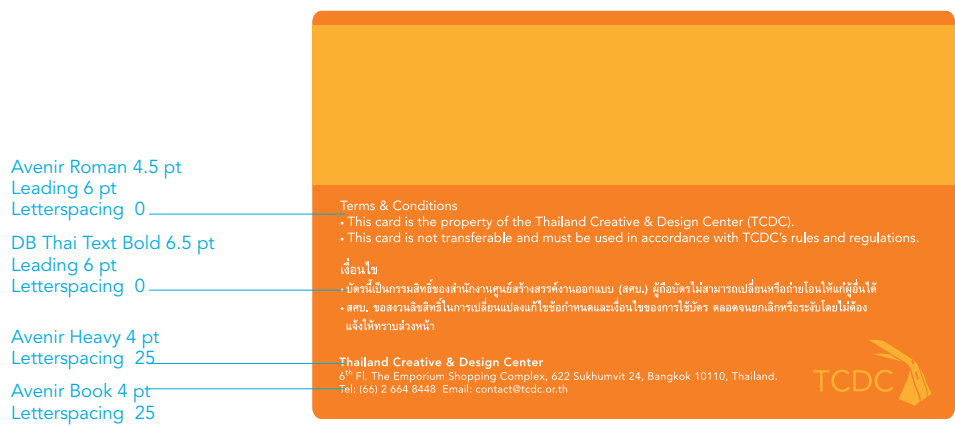
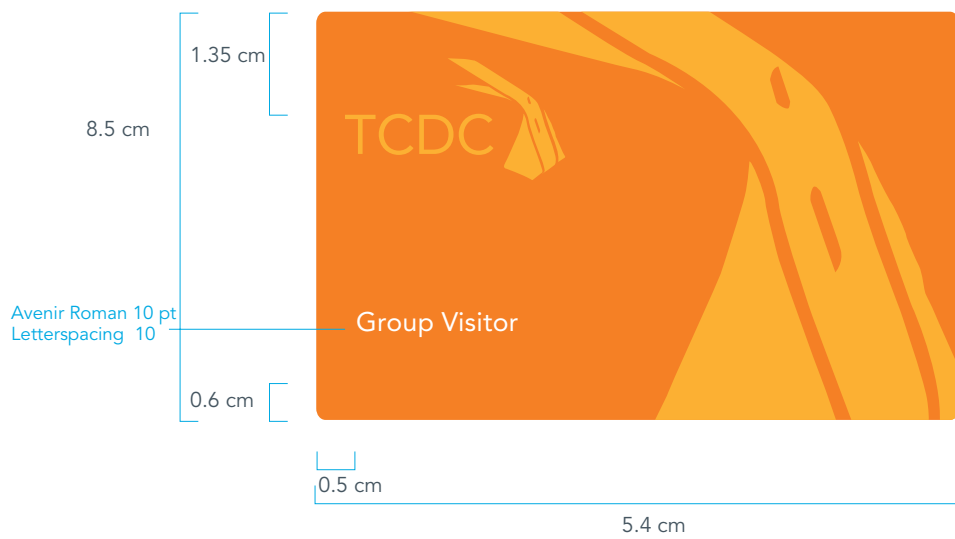
2.2.1 ACCESS CARD : SILVER CARD



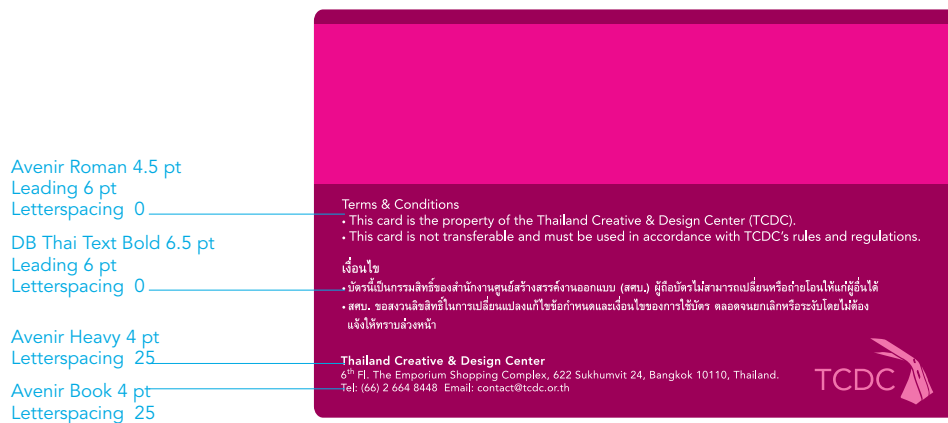
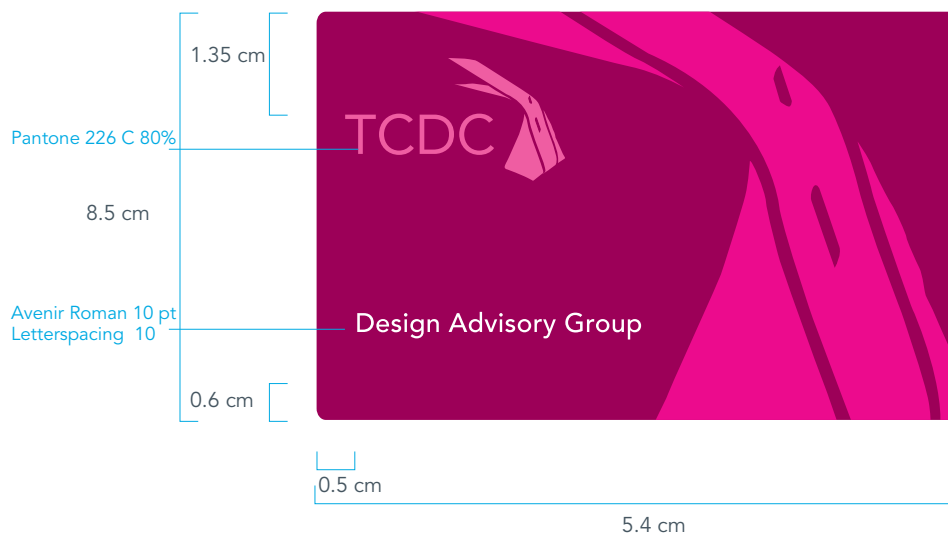
2.2.1 ACCESS CARD : CORPORATE CARD



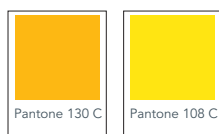
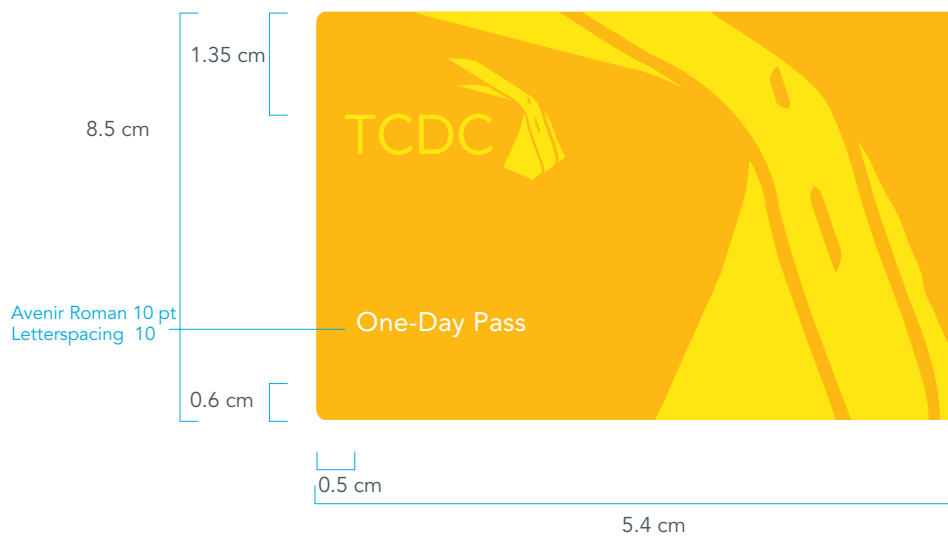
2.2.1 ACCESS CARD : GROUP VISITOR



2.2.1 ACCESS CARD : DESIGN ADVISORY GROUP



2.2.1 ACCESS CARD : ONE-DAY PASS

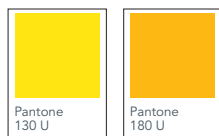
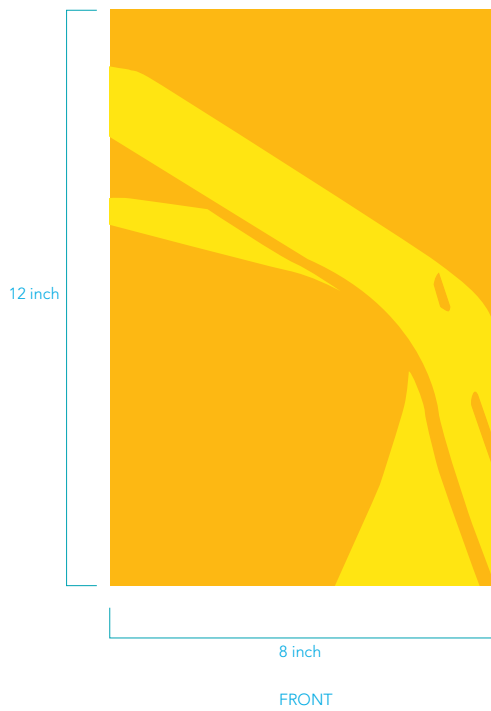


2.3 PACKAGING

The consumer signature is used on all shopping bags. The crop of graphic property is applied to the design. Six different sizes are identified by different color combination.

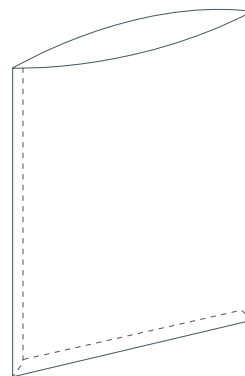
2.3.1 SHOPPING BAG [A]

2.3.1.a ENVELOPE BAG (8x12 inch)



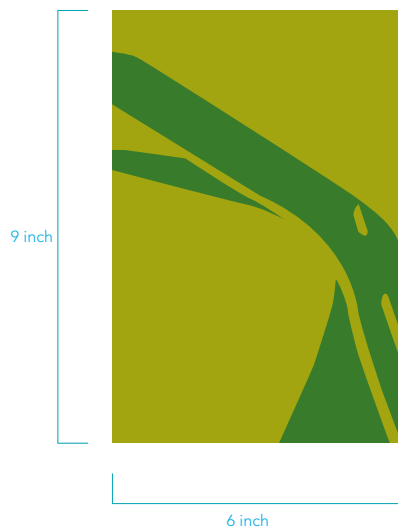
Paper Specification : Pound Paper 80 gsm

SCALE 50:100

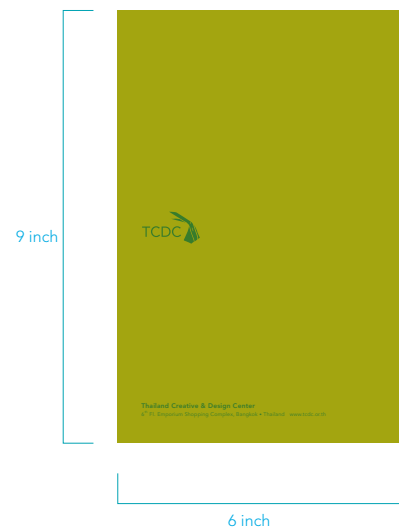


2.3.1 SHOPPING BAG [B]

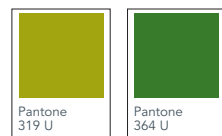
2.3.1.b ENVELOPE BAG (6x9 inch)



FRONT

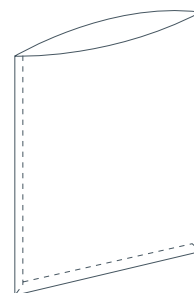


BACK



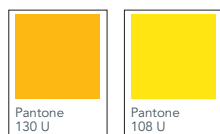
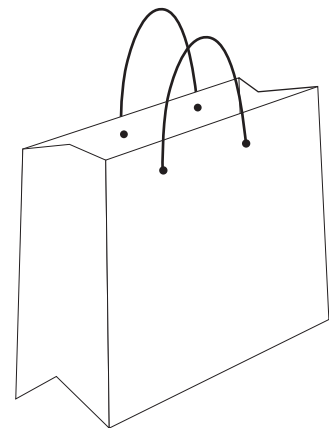
Paper Specification : Pound Paper 80 gsm

SCALE 50:100



2.3.1 SHOPPING BAG [C]

2.3.1.c CARRY BAG (9x9 inch)

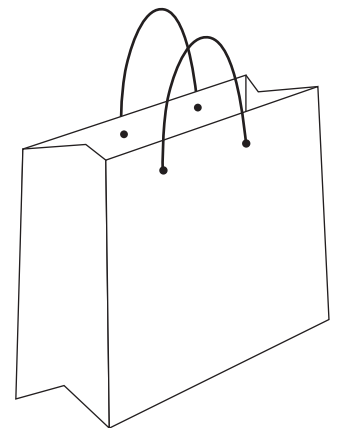
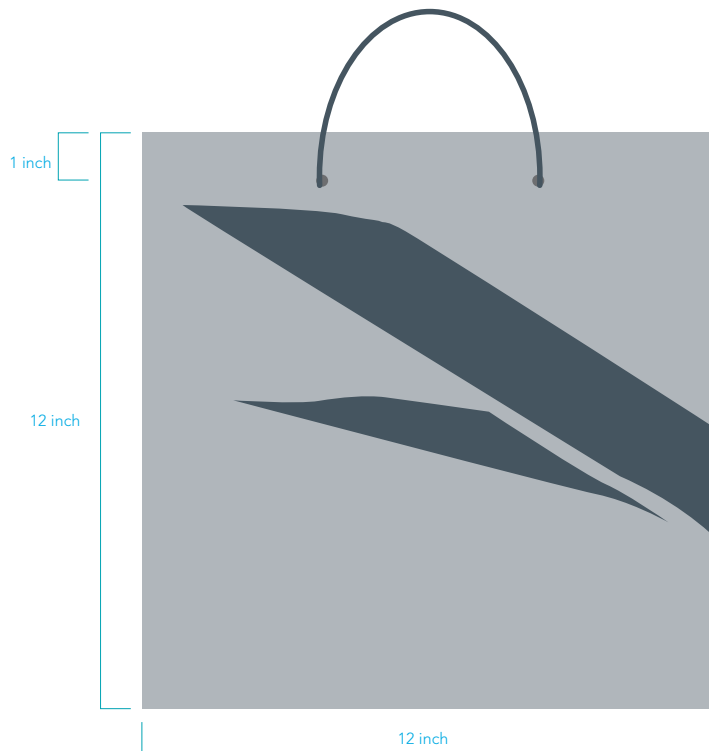


Paper Specification : Art Paper 180 gsm

SCALE 20:100

2.3.1 SHOPPING BAG [D]

2.3.1.d CARRY BAG (12x12x7 inch)

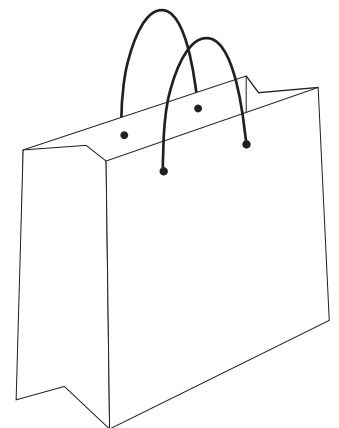
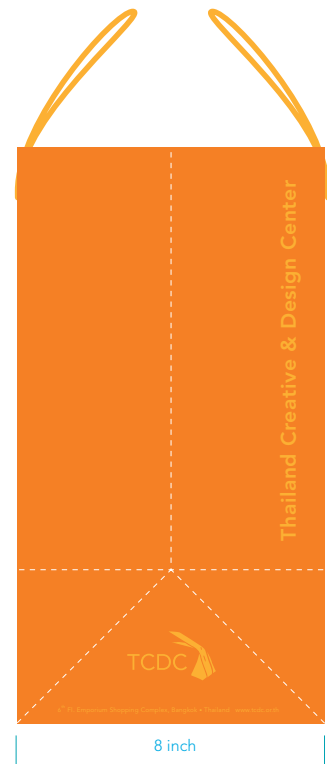
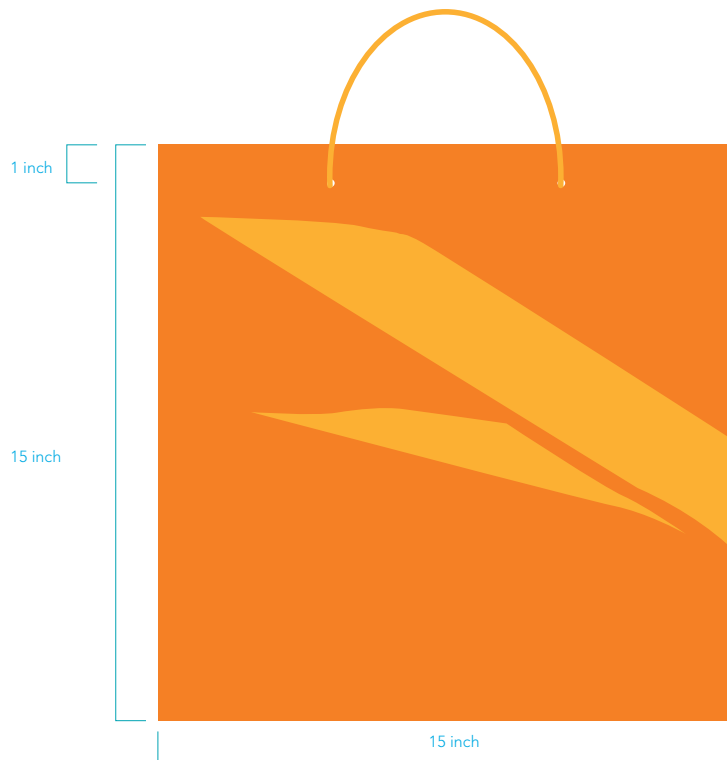


Paper Specification : Art Paper 180 gsm

SCALE 30:100

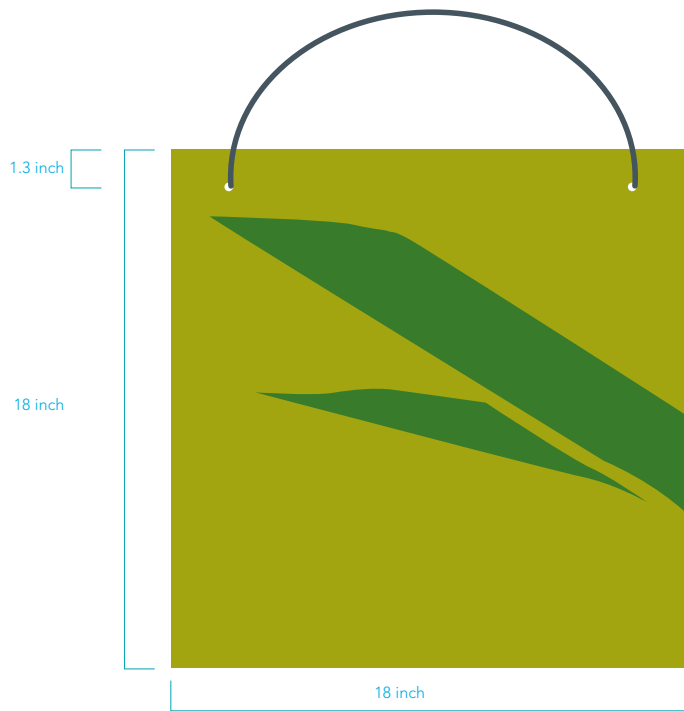
2.3.1 SHOPPING BAG [E]

2.3.1.e ENVELOPE BAG (15x15x8 inch)

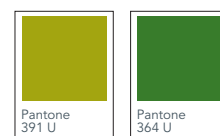
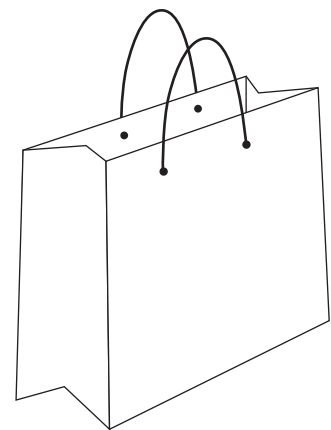


Paper Specification : Art Paper 180 gsm
SCALE 20:100

2.3.1 SHOPPING BAG [F]



2.3.1.f CARRY BAG (18x18x9 inch)



Paper Specification : Art Paper 180 gsm
SCALE 15:100



Corporate Identity Basic Guideline

CORPORATE IDENTITY

- 1.1 IDENTITY ELEMENTS
 - 1.1.1 Developed Logos
 - 1.1.2 Graphic Version
 - 1.1.3 Single-line Version
- 1.2 LOGO MINIMUM SIZE
- 1.3 CLEAR SPACE SPECIFICATIONS
 - 1.3.1 Minimum area of clear space
 - 1.3.2 Preferred area of clear space
- 1.4 LOGO COLOR USAGE
 - 1.4.1 Pantone Version
 - 1.4.2 CMYK Version
 - 1.4.3 Grayscale Version
 - 1.4.4 B&W Version
- 1.5 LOGO USAGE
 - 1.5.1 Proportion and Composition
 - 1.5.2 Position and Style
 - 1.5.3 Background

1.1 IDENTITY ELEMENTS

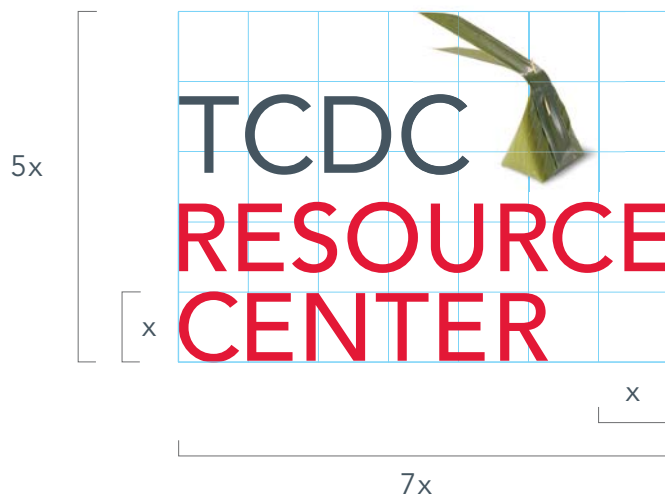
The TCDC Resource Center is a logo for a library department. The TCDC Resource Center identity is composed of two elements : the TCDC logo and Logotype (Resource Center).

1.1.1 DEVELOPED LOGO



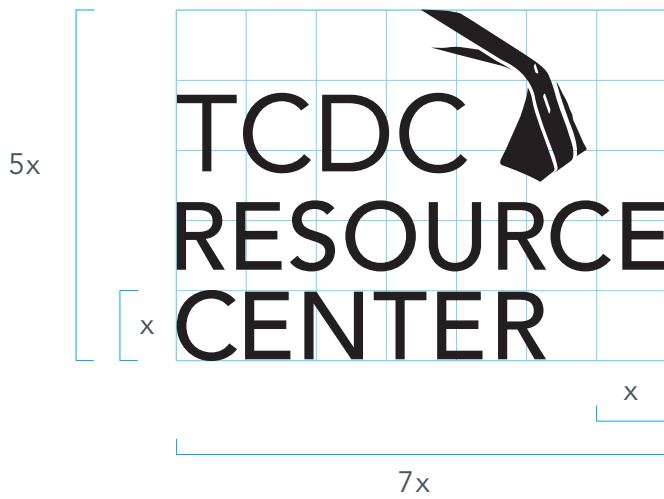
1.1.1 DEVELOPED LOGO

The proportion between the elements should never be altered in any way.



1.1.2 GRAPHIC VERSION

The graphic version is an option for usage in any proper material. The proportion between the elements should never be altered in any way.



1.1.3 SINGLE-LINE VERSION

This version is composed of the abbreviation "TCDC" and strapline of "Resource Center" in Avenir Medium and Avenir Book. This version can be applied properly to some material which has few space to fit in such as price tag.

The proportion between the elements should never be altered in any way.

Avenir Medium
Tracking = 0

Pantone 432 C



Avenir 45 book
Tracking = 0

Pantone 186 C



TCDC RESOURCE CENTER

1.2 LOGO MINIMUM SIZE

This page shows the minimum size of logo that is allowed. In exceptional circumstances where the logo needs to be reproduced smaller than the minimum, you should run reproduction tests to ensure that legibility will not be compromised.

1.2 LOGO MINIMUM SIZE



20 mm

The Official Logo



20 mm

Graphic Version

tcDC RESOURCE CENTER

Size = 4 pt
Letterspacing 0

Single-line Version

1.3 CLEAR SPACE SPECIFICATIONS

To ensure that the logo will be seen clearly at all times and retain a powerful visual impact, it should not be obscured by any other visual elements such as types and images. It therefore needs to be placed inside an area of blank or white space to maintain maximum impact. If possible, even more space should be left around the logo.

1.3.1 MINIMUM AREA OF CLEAR SPACE



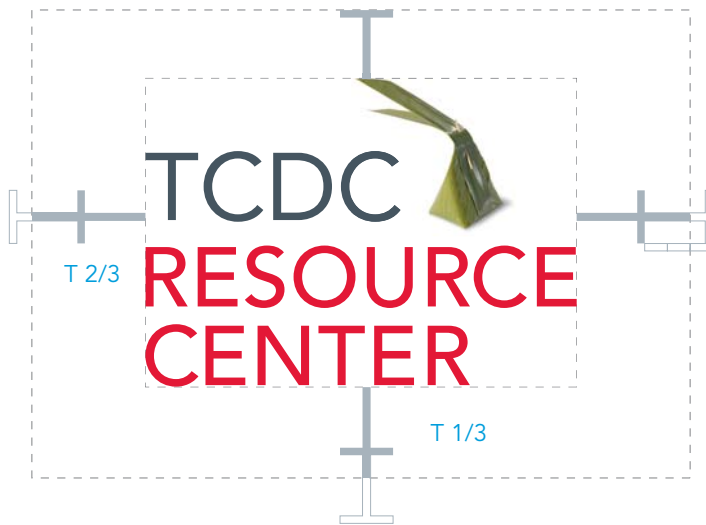
Minimum area of clear space is determined by the height of TCDC alphabet.



The preferred area of clear space that shown below is determined by the height of TCDC alphabet. If possible, more space should be left around.

More clear space around the TCDC logo will help its legibility and enhance its visual impact.

1.3.2 PREFERRED AREA OF CLEAR SPACE



Preferred area of clear space

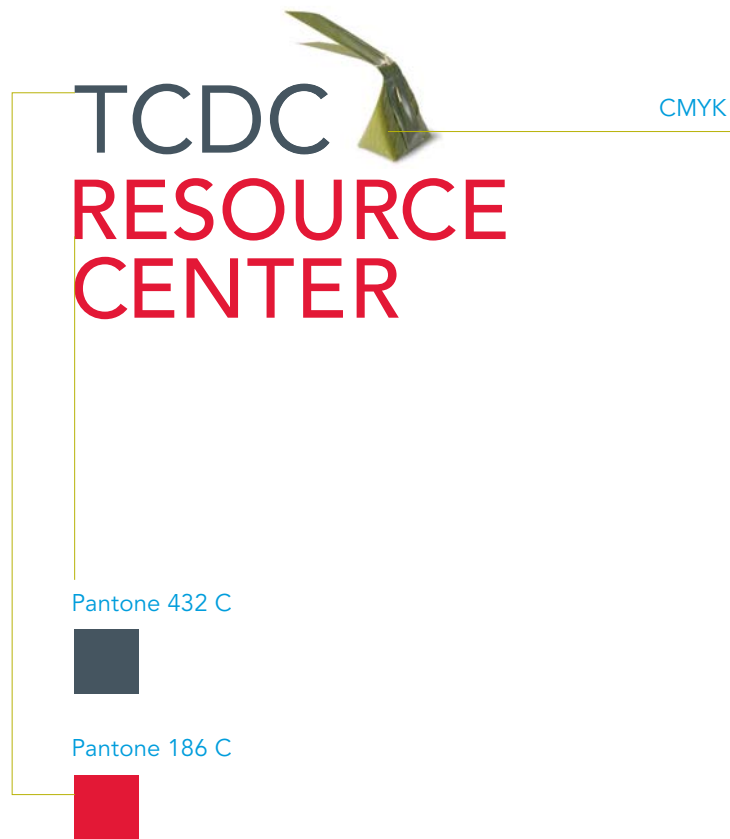
1.4 LOGO COLOR

The full-color TCDC Resource Center logo is the preferred version. Use it appropriately with any media and content. It can be produced in either special color (from Pantone., Inc) or in the four- color printing process.

CMYK + 2 PANTONE COLORS

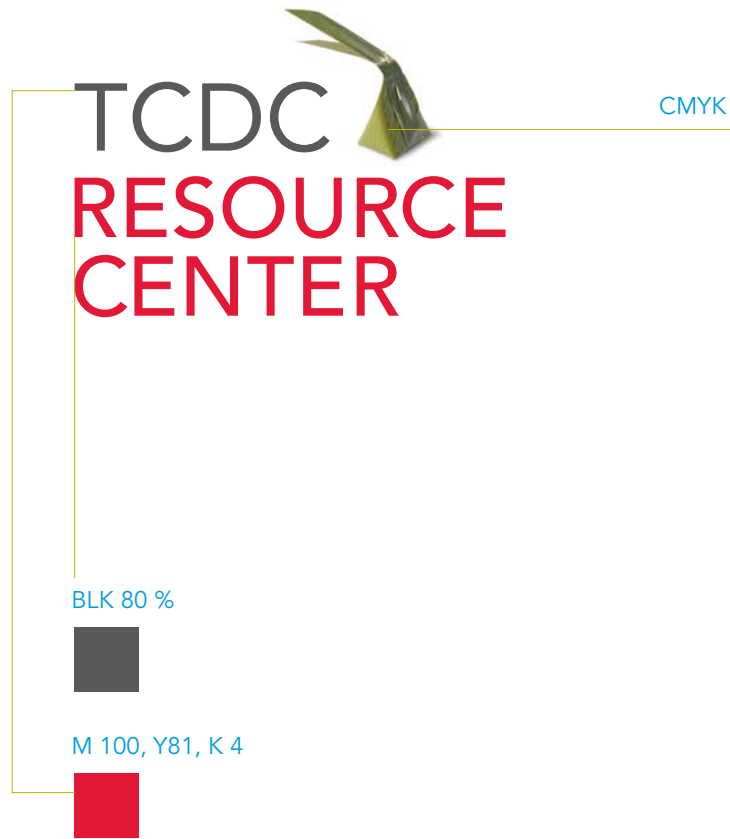
This version of the logo may be used on official publications and materials. For example, TCDC Resource Center stationery.

1.4.1 PANTONE VERSION



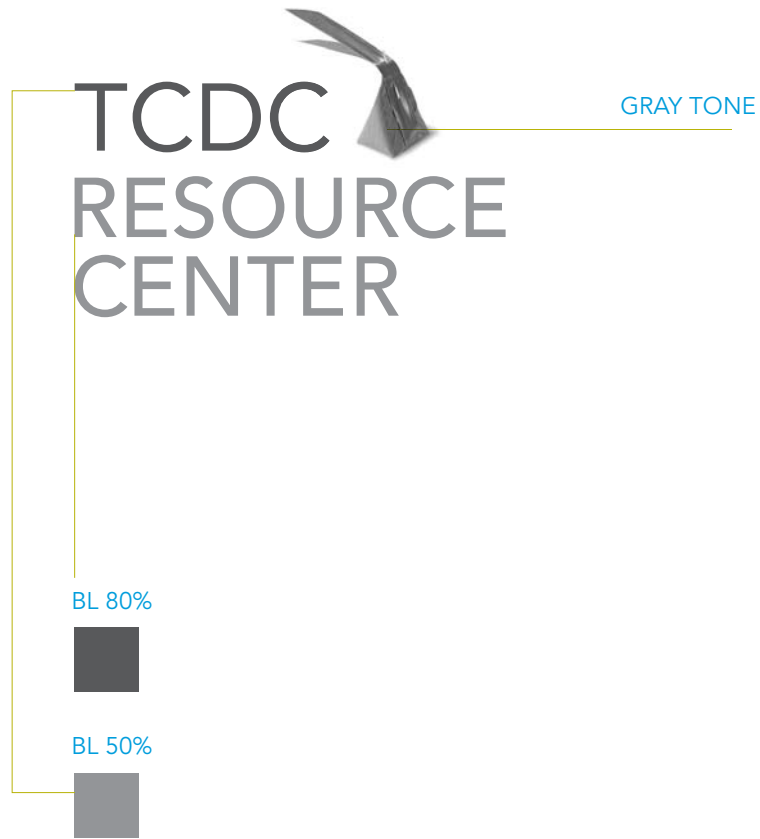
1.4.1 CMYK VERSION

This version of the logo may be used on four-color printing publications.



1.4.1 GRAYSCALE VERSION

This version of the logo may be used on black & white publications, as long as it remains clearly visible.



1.4.2 BLACK AND WHITE VERSION

This version of the logo may be used in specific cases such as the use on color background, the use for rubber stamp, Powerpoint presentation, etc.



REVERSE VERSION

The one-color reversed black version can be used on black and white layouts where color is not available. It is suitable for using on a black background.



SINGLE-LINE VERSION

This version of the logo may be used in specific cases such as the use on color background, the use for electronic communications, fax, tag, etc

1.4.2 BLACK AND WHITE VERSION

TCDC RESOURCE CENTER

BL 50%



BL 100%



1.5 LOGO USAGE

This section focuses on the incorrect logo usage. It is separated in 3 main styles : proportion & composition, position & style, and background.

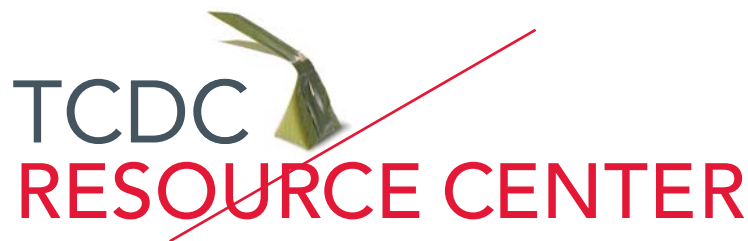
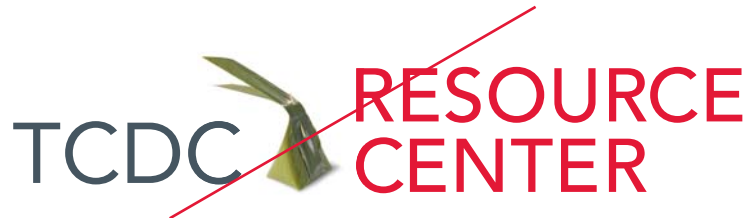
Our logo is the most important visual statement. Therefore it is essential not to alter in any case.

1.5.1 PROPORTION & COMPOSITION

Don'ts



Do not alter the size of any of the elements in the signature.



Do not alter the composition of any of the elements in the signature.

1.5.2 POSITION & STYLE



Always use this correct scale version to ensure accurate reproduction, legibility as well as high visual impact within the TCDC brand.



Do not put the logo at an angle.



Do not reset the logotype.



Do not create an outline version of this logo.

LOGO USAGE

Here is a summary of dos and don'ts when using official and graphic version on various backgrounds.

1.5.3.a OFFICIAL VERSION

When this version is put on an image, the logo should remain in preferred white space (see 1.3.2)

The logo works best on white and very light color background. It must never appear on gradient or multi-colored texture backgrounds or over images (unless surrounded by blank space, as shown)

1.5.3 BACKGROUND [A]

Dos



Place the logo with white space on any images.



Place the logo with white space on dark background.



Put the logo on very light background.

Don'ts



Don't put the logo on any images.



Don't put the logo on dark background.



Don't put the logo on gradient or multi-color texture background.

1.5.3.b. GRAPHIC VERSION

This version works more flexible with different backgrounds. It can be applied either on image or dark background as long as it is not interfered.

It must never appear on gradient or multi-colored texture backgrounds. Use the color chart (see 2.3) as a guide for the color combination between logo and background.

1.5.3 BACKGROUND [B]

Dos



Place the logo on any images.



The logo should be distinguishable from the background.



Put the logo on one-color background.

Don'ts



Do not apply the logo color that is similar to the tone of the image.



Do not apply the logo color that is similar to the background color.



Do not put the logo on gradient background.

APPLICATIONS