

credential for download

**in:***formal*

**MULTI-DISCIPLINARY  
DESIGN  
& BRANDING  
STUDIO**

Focused on brand communication through  
creative thinking & design process



# Branding Strategy

## 360° Media Communication

# Brand Development

We are a group of specialized designers from different design disciplines; creative, graphic designers, photographers, editors, and design strategists.



**MOTION**

**VISUAL ART**

**COMMUNICATION**

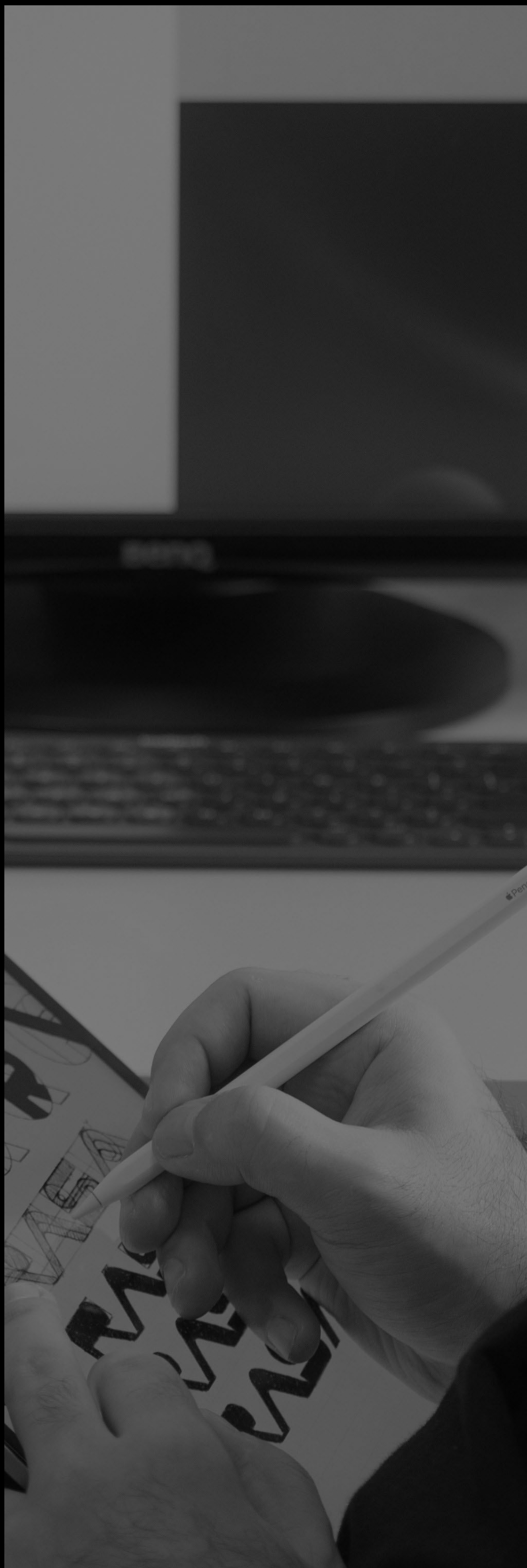
**PHOTOGRAPHY**

**CREATIVE**



We connect the dots across media.  
PR and Digital Communications combination.  
Creativity starting point from consumer insight.  
Having perfect balance of creative and execution strategy.

# Our core competencies



## Brand Development

Branding and Corporate Identity  
Marketing collaterals  
Sale collaterals  
Information design  
Packaging

## 360 ° Media Communication

VDO presentation  
Radio spot  
Publication design and layout  
Online publications  
Online Content  
Facebook pagepost

## Creative Process

Strategic planning  
Print and web advertisements  
Event Concept  
Website development  
Advertisement





<u>05</u>	<b>Branding</b>
<u>05</u>	<b>Graphic design</b>
<u>13</u>	<b>Advertising</b>
<u>15</u>	<b>Motion graphic</b>
<u>18</u>	<b>Packaging</b>



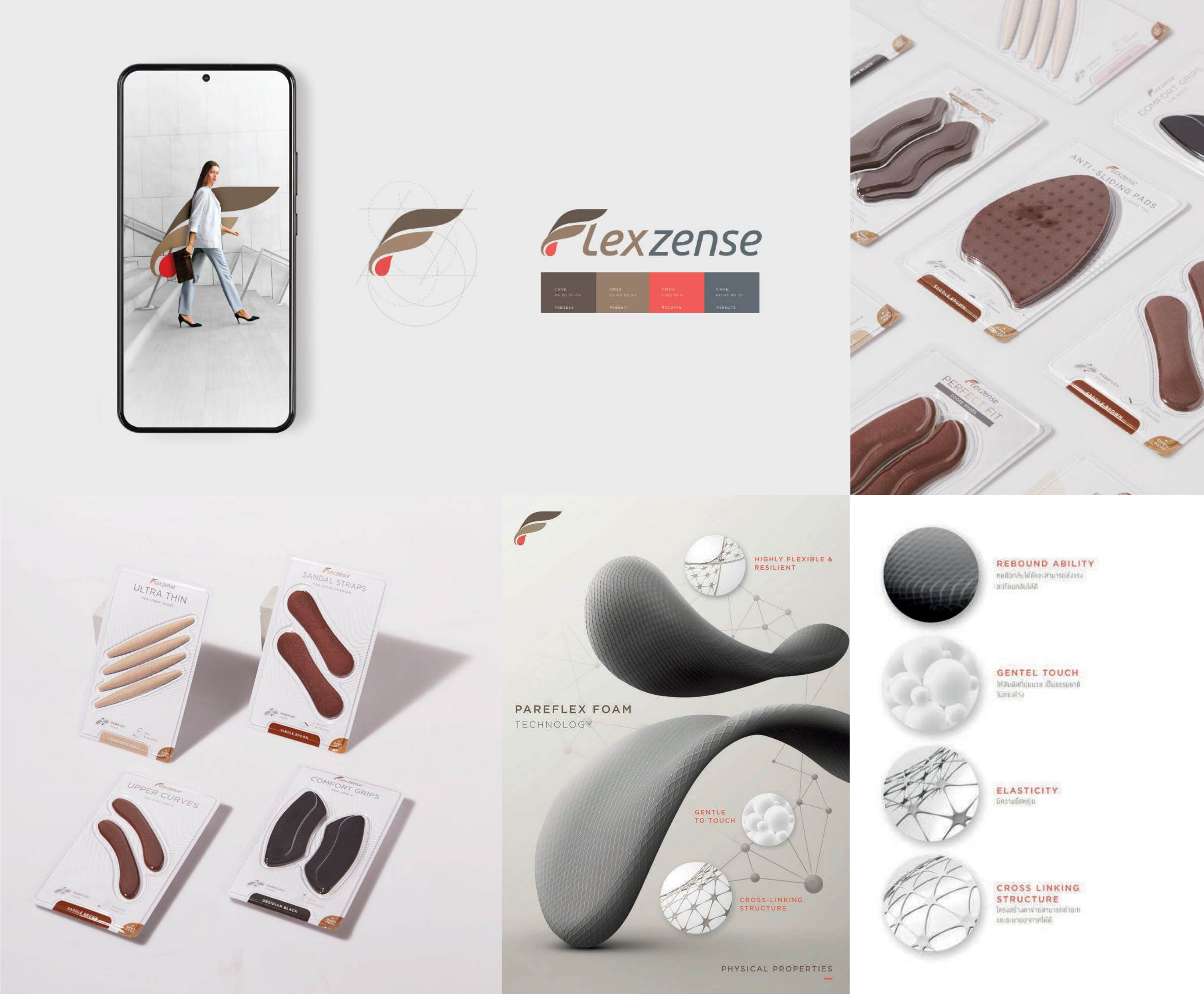
# branding

## graphic design

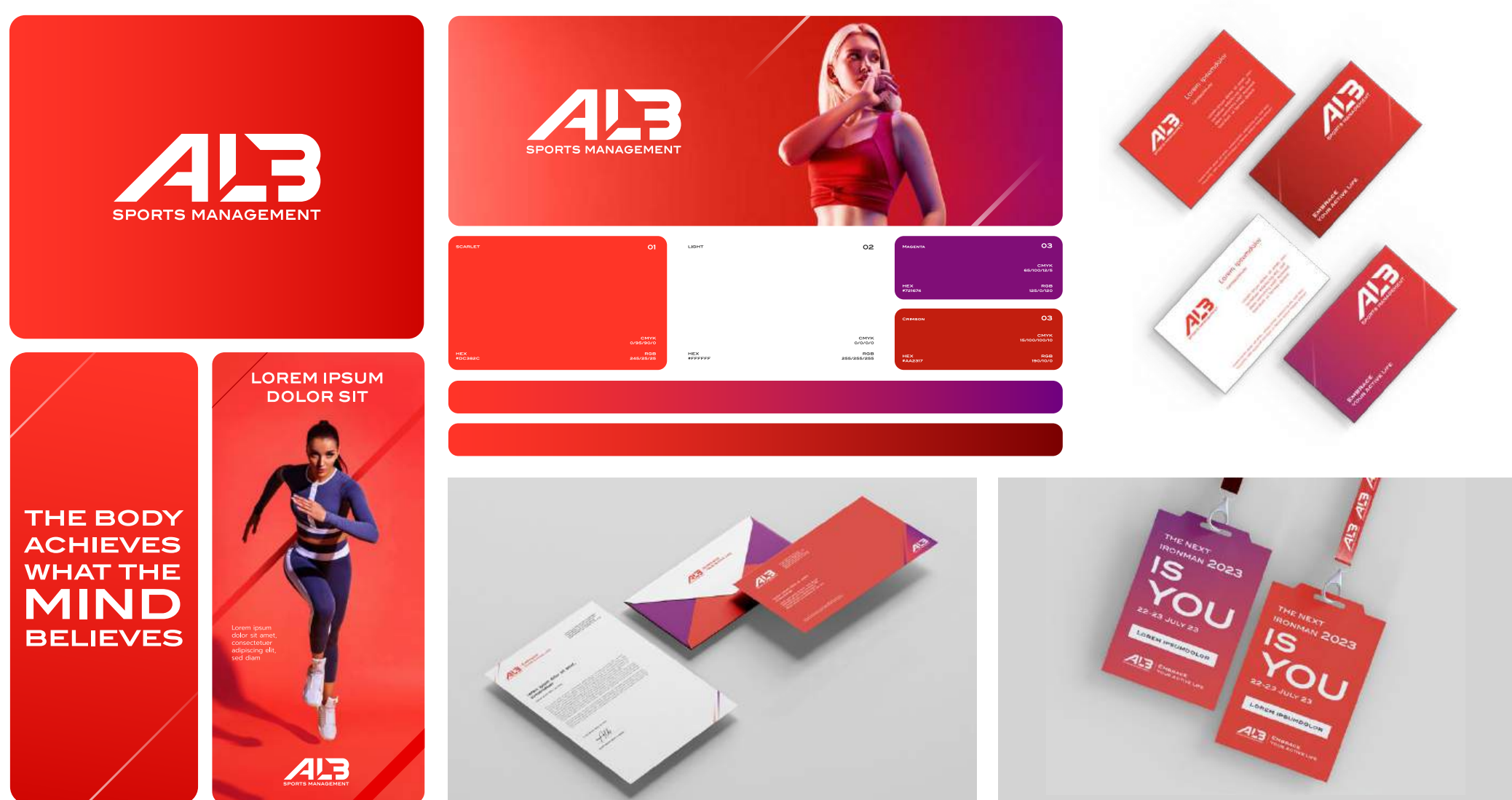
## layout

## printing

Branding design should reflect the company's values, personality, and target audience. It includes elements such as color palette, typography, and imagery.







# Branding Identity Guideline

01	The logo	page 03
02	Icon	page 04
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22	ID Card Holder	page 30
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05 **Exclusion zone around the logo**

To enable the logo to appear prominently and without interference from other written or illustrative material, a minimum area of clear space has been defined around it.



The capital letter 'N' helps to define the zone. Where possible, the minimum exclusion zone should be increased to strengthen the impact of the logs.

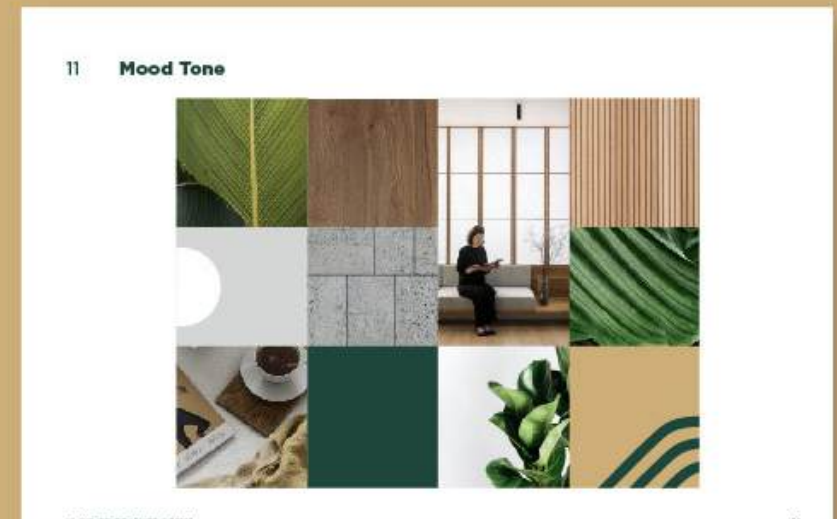
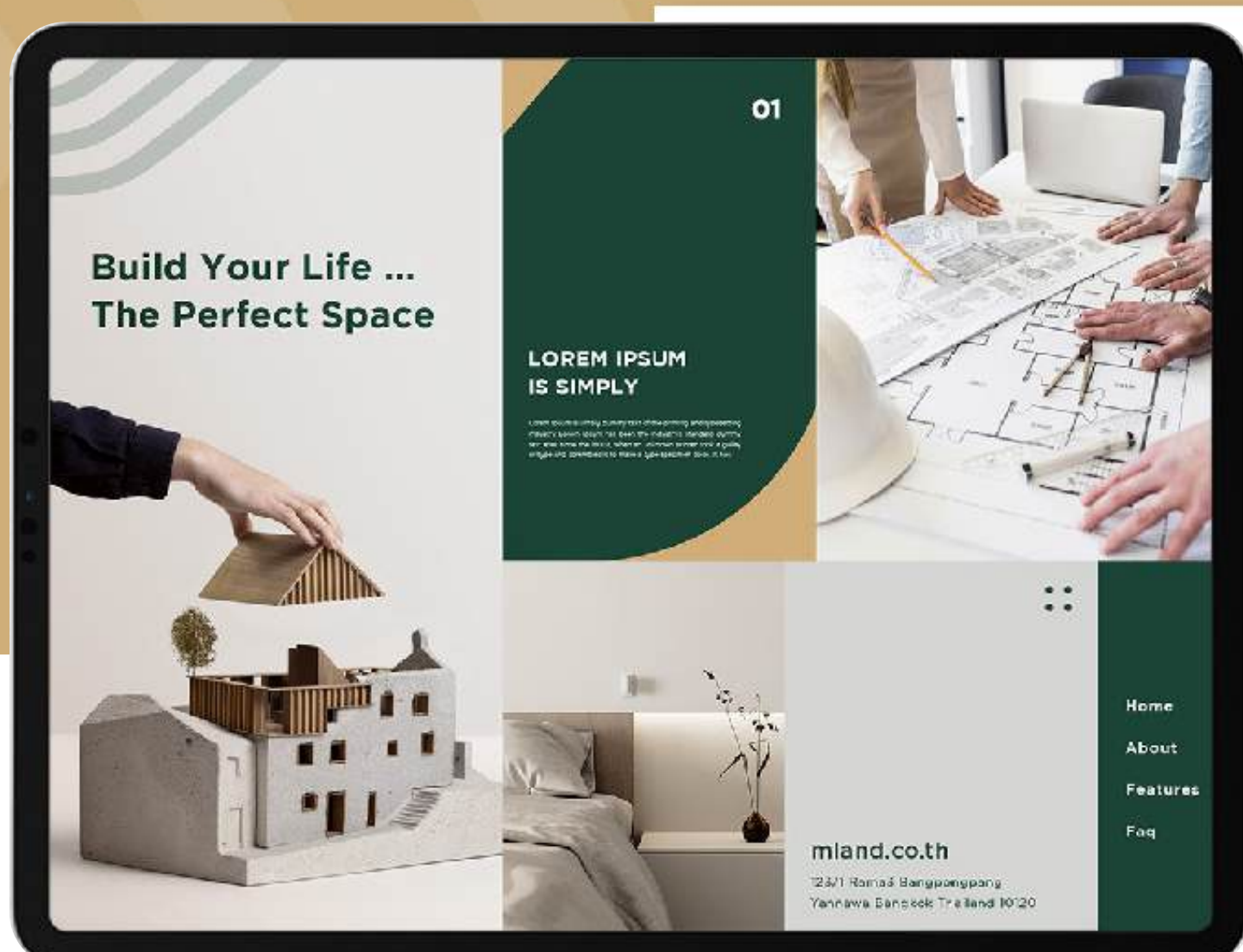
## 06 Color Palette

**Primary Colors**

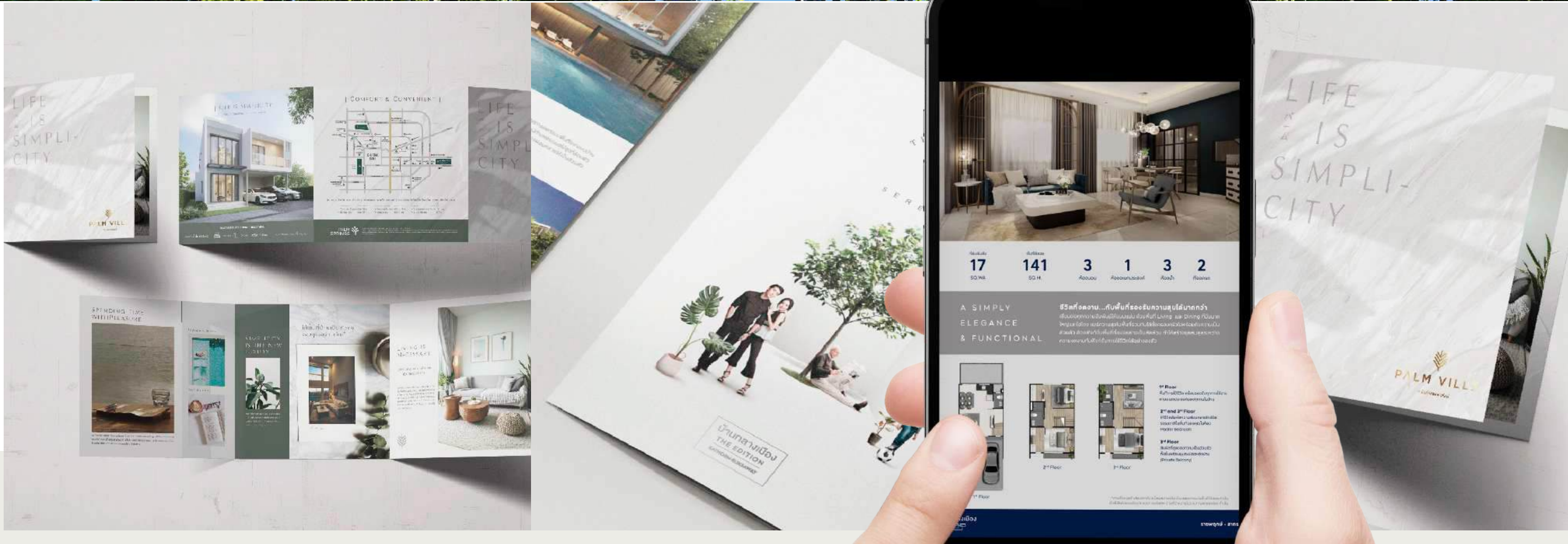
Color	Hex Code	RGB
Primary Blue	#1E463C	R: 30, G: 70, B: 60
Primary Gold	#CCA75B	R: 204, G: 167, B: 91

**Secondary Colors**

Color	Hex Code	RGB
Secondary Blue	#0A1E1E	R: 10, G: 30, B: 30
Secondary Gold	#28645F	R: 40, G: 100, B: 95
Secondary Grey	#D2D7D2	R: 210, G: 215, B: 210











# BRAND GUIDELINE



## Logo Identity



## Master Logo

What will be displayed on most consumer focused products, T-shirts, menus, tags. Considered more informal



## Clear space

Clear space around the logo ensures our logo is always visible on all applications. Increase the integrity of our logo with no interference of other visual elements.

## Minimum size

The MGAS logo forms the core of the MGAS brand DNA. It is imperative that the brandmark is always recognisable to strengthen brand integrity, and to build brand awareness and recall.

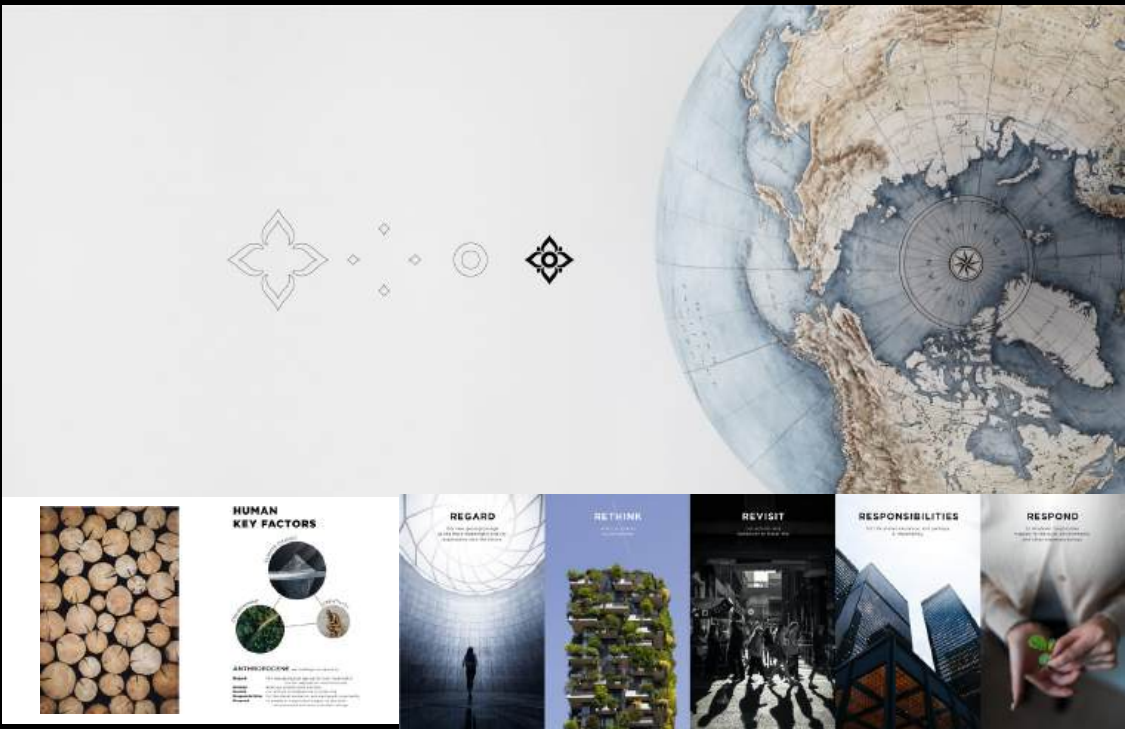
Ensure this by using the logo in a size no smaller than 5mm in height.



MGAS LOGO Minimum Size  
1cm







POP PILATES

POP PILATES

POP PILATES

POP PILATES







advertising  
key visual  
campaign







TAKE YOUR SENSES  
TO NEW HEIGHTS

GRILL BAR

7<sup>th</sup> Floor @ centralwOrld

CENTRAL  
FOOD HALL  
Truly World Class

Gifts That Give Back  
Season's Giving 2019

GIVE BACK TO  
SUSTAINABLE HAPPINESS

GIVE BACK TO  
COMMUNITY

GIVE BACK TO  
SUPREME QUALITY OF LIFE

Real Saving  
Get Discount  
up to  
**35%**

CENTRAL  
FOOD HALL  
Truly World Class

7 NOV 2018 - 8 JAN 2019  
www.tops.co.th • www.centralfoodhall.com

\*Condition apply



PRECHAMON BURENSIRI  
Customer since 2015

VACHARA LEEGOMONCHI  
Customer since 2010

PHONGTAWAT CHALERMLAKITTHAI  
Central Food Hall Cooking Class

A FEAST FOR THE  
**SENSES**  
CENTRAL FOOD HALL

CENTRAL  
FOOD HALL  
Truly World Class  
@ Central Chidlom

เข็มนรธา พุฒ ๑๑๑๑

Porapat Rodphothong  
Customer since 2017

Daniel Reisi  
Customer since 2007



บ้าน ฌรา

วงแหวน-รามอินทรา

LIVE LEGENDARY

บ้าน ฌรา วงแหวน-รามอินทรา

บ้านเดี่ยว 3 ชั้น Modern European Style

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บ้านเดี่ยว 3 ชั้น Modern European Style

บ้านเดี่ยว 3 ชั้น Modern European Style

TASTE OF MASTERPIECE LIVING

บ้านเดี่ยว 3 ชั้น Modern European Style

LIVE LIFE PERFECT SYMPHONY

บ้านเดี่ยว 3 ชั้น Modern European

Yip Yip Kritti

นักแสดงและ Youtuber

SEALECT

SINCE 1992

Premium

ซีเล็คสิ่งดีดี ซีเล็คทูน่า

ซีเล็คทูน่าเยลโล่ฟีน

3 สูตรพรีเมียม

#ซีเล็คสิ่งดีดี #หุ่นแบบยิปซีหุ่นแบบซีเล็ค

ใหม่!

เปลี่ยนชีวิตให้ซล

กลิ่นสดเฟรช เสร็จทุกคราบ ปราบเชื้อร้าย

พลังออกซิเจน O2 POWER

ล้างออกซิเจน O2 POWER

ฆ่าเชื้อไวรัส SARS-Cov-2

ที่ก่อให้เกิดโรค โควิด-19

ใหม่

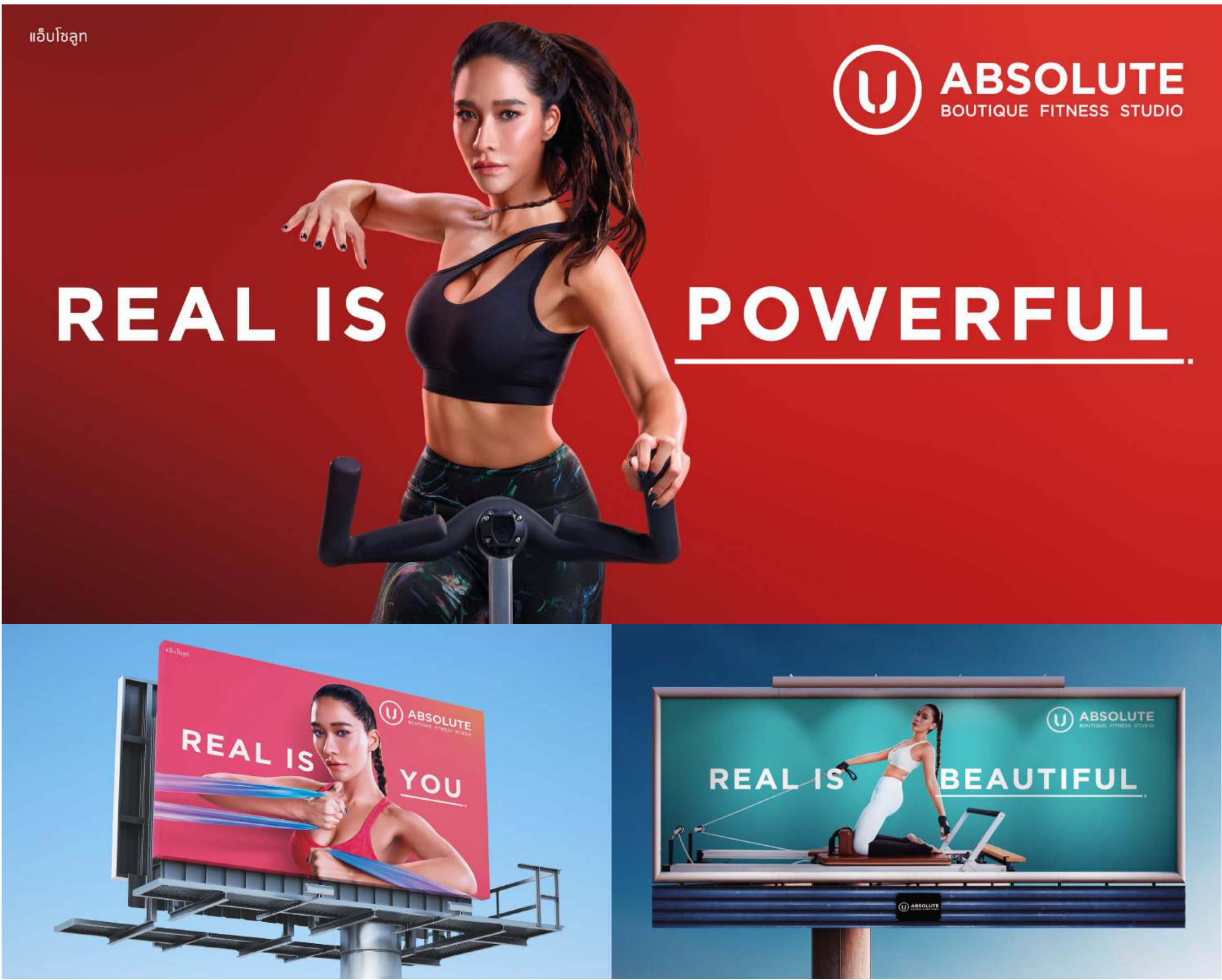
แบบสเปรย์

ชอกซอนได้ทุกมุม





TRAIN-WRAP DESIGN  
BASED ON MAGNUM MAG-NIFICENT EXPERIENCE





89 บาท

The image contains two promotional posters for Sanyuanji Golden Thread Honey. The top poster has a golden background with a woman in a gold dress. The text in Thai reads 'สฤณจิต สมุนไพร' and 'สฤณจิต สมุนไพร' (Sanyuanji Herbal). The text in Chinese reads '土國牌頂尖金絲燕窩' (Sanyuanji Brand Top Grade Golden Thread Honey) and '泰國最不可錯過購買的良品' (A must-buy quality product in Thailand). The bottom poster has a red background with a woman in a red dress. The text in Chinese reads '新正如意 新年發財' (New Year吉祥如意, New Year Wealth) and '土國牌頂尖金絲燕窩，為您親愛的禮物。' (Sanyuanji Brand Top Grade Golden Thread Honey, a gift for your loved ones).

A package of Beng-Beng Water + Caramel Crispy + Chocolate candy bar. The package is red and yellow, with the brand name 'beng-beng' in large, stylized letters. The flavor 'Water + Caramel Crispy + Chocolate' is printed above the name. The package is shown against a background of blue and white stripes.

**วัดดุก่อสร้าง ดุราวัน “คุ้ม ทน ครบ”**  
 [www.duraone.co.th](http://www.duraone.co.th) |  ดุราวัน



**motion graphic**  
video production  
presentation



Sponsor  
*Signature*  
of sweat





A collage of images and text promoting BETAGRO's presence in Bangkok, Thailand. The collage includes: 1. Top left: "BETAGRO PROUDLY PRESENTS" on a green background. 2. Top right: "HELLO!" over a street scene with a tuk-tuk. 3. Middle left: "BANGKOK" in large letters over a cityscape. 4. Middle right: "THIS YEAR 2023" over a crowd. 5. Bottom left: "INNOVATION & MODERN TECHNOLOGY" over a plate of food. 6. Bottom right: "COME JOIN US" repeated over a green background. 7. Bottom center: "OVER 34 COUNTRIES" over a green background with BETAGRO logos. 8. Bottom right corner: "BANGKOK THAILAND" over a night cityscape.

with the vision of becoming the foremost leader in the ASEAN region.

Enhance the quality of life for residents

Beyond conventional designs to create spaces that inspire

Aluminium Honeycomb Panel

MEGA+ Ceiling

Plank Clad

Perforated Aluminium and Aluminium Expanded Mesh

FAMELINE





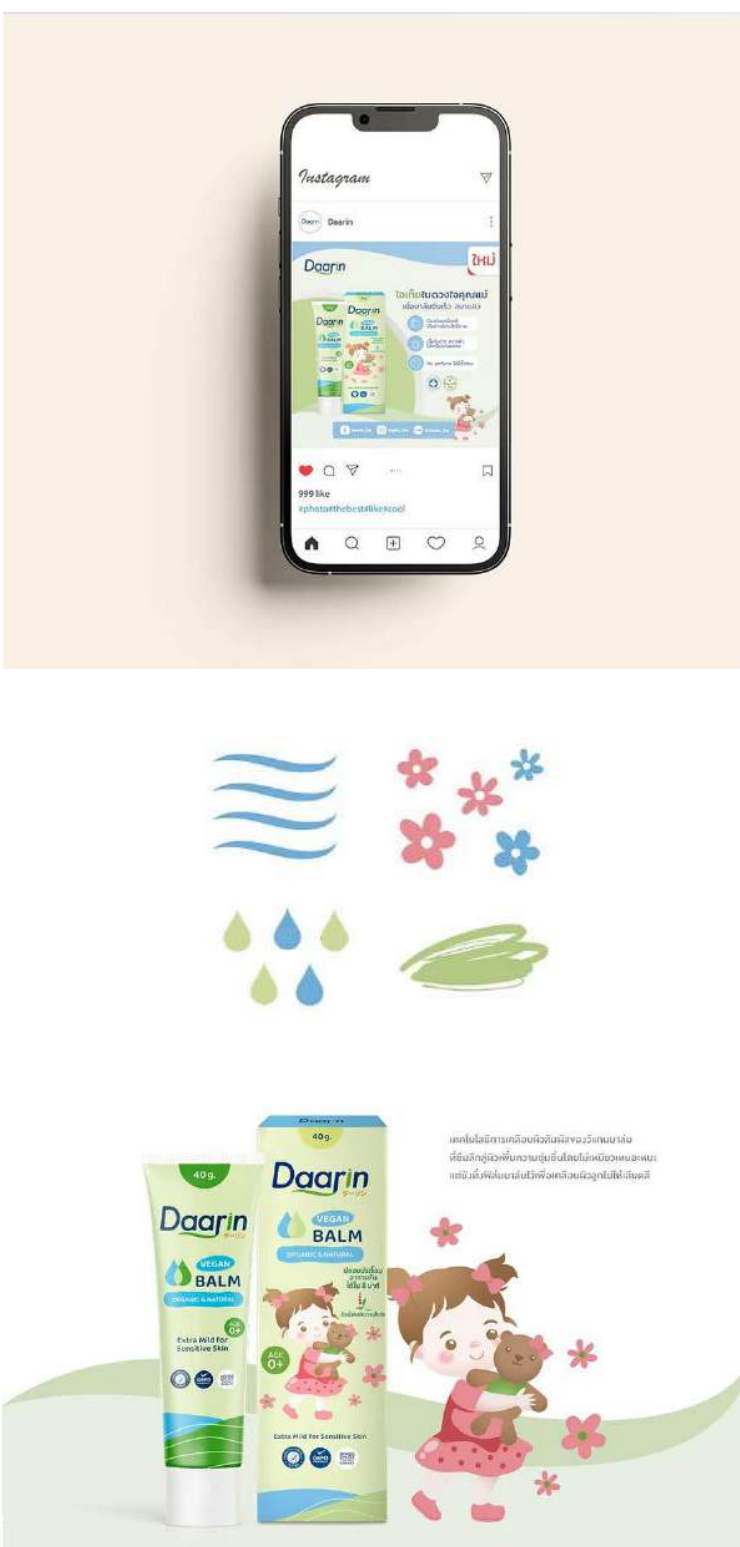




# packaging retouch











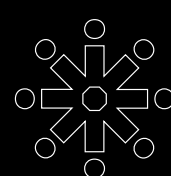


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