



C O R P O R A T E I D E N T I T Y A N D B R A N D I N G G U I D E L I N E S

A large, stylized leaf graphic in a lighter shade of teal, positioned on the left side of the page. It has a central stem and several pointed, curved leaflets.

C O R P O R A T E I D E N T I T Y

01

L O G O

E X C L U S I O N Z O N E

M I N I M U M S I Z E

B L A C K A N D W H I T E L O G O

S U B - L O G O

PRIMARY LOGO

The primary logo must use logo color on the selected color background

In case if it's not possible to use the colour logo
Then use the white logo on the deep colour background



SECONDARY LOGO

The secondary logo should replace or be used instead of the primary logo. However, it should not be placed or used directly near the primary logo.

Use the secondary logo when the space is limited as it will make the brand stand out and clear to read.



EXCLUSION ZONE

To ensure readability and brand recognition, do not crowd the logo with text or other design elements

Minimum space required around the logo
Use the "x" as a guide



E X C L U S I O N Z O N E

To ensure readability and brand recognition, do not crowd the logo with text or other design elements

Minimum space required around the logo
Use the “x” as a guide



E X C L U S I O N Z O N E

To ensure readability and brand recognition, do not crowd the logo with text or other design elements

Minimum space required around the logo
Use the “x” as a guide



E X C L U S I O N Z O N E

To ensure readability and brand recognition, do not crowd the logo with text or other design elements

Minimum space required around the logo
Use the “x” as a guide



M I N I M U M S I Z E

The smallest logo should be represented
is 2 cm high of logo

2 C M



2 C M



BLACK AND WHITE LOGO

Contrasting is the main key of using black and white logo. Consider the space when using black and whiter logo. Using the black logo on the white background to create a clear contrast.

Only use white logo on a dark background.



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B L A C K A N D W H I T E L O G O

When possible, The logo should always sit in the brand colors



S U B - L O G O

ปริญญานิพนธ์



เศรษฐศาสตร์ประยุกต์
และธุรกิจเกษตร

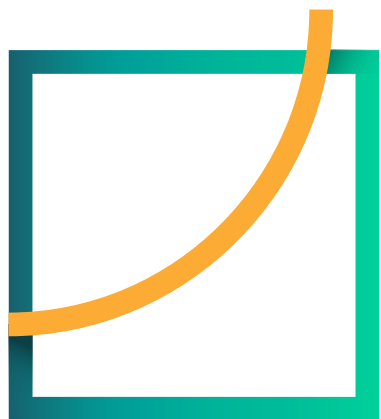
มหาวิทยาลัยเกษตรศาสตร์

S U B - L O G O

ปริญญาตรี



S U B - L O G O



เศรษฐศาสตร์ประยุกต์
สำหรับการเกษตรและสิ่งแวดล้อม
มหาวิทยาลัยเกษตรศาสตร์

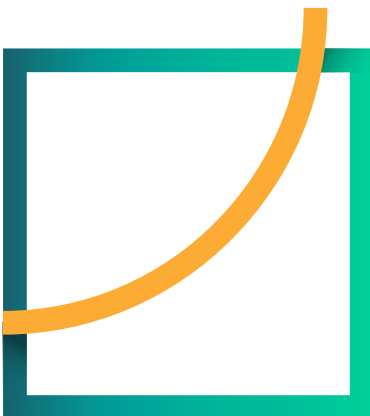


ธุรกิจการเกษตร
มหาวิทยาลัยเกษตรศาสตร์

ปริญญาโท



การจัดการทรัพยากร
มหาวิทยาลัยเกษตรศาสตร์

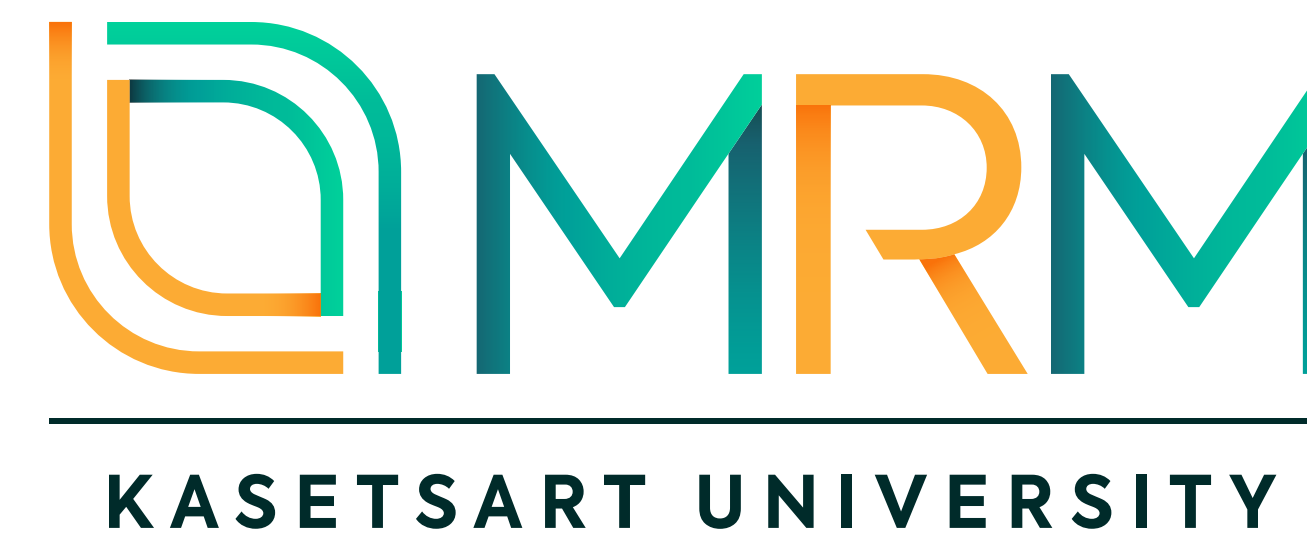


M.S. APPLIED ECONOMICS
FOR AGRICULTURE AND ENVIRONMENT
KASETSART UNIVERSITY

SUB - LOGO



ปริญญานิเทศศาสตร์





01

C O R P O R A T E I D E N T I T Y

S U B - L O G O

ปริญญาเอก



**Ph.D. AGRICULTURAL AND
RESOURCE ECONOMICS**

KASETSART UNIVERSITY

S U B - L O G O

ปริญญาเอก



SUB - LOGO
EXCLUSION ZONE

ปริญญาตรี



SUB - LOGO
EXCLUSION ZONE



SUB - LOGO
EXCLUSION ZONE



SUB - LOGO
EXCLUSION ZONE

ປຣິນຊາເອກ





01

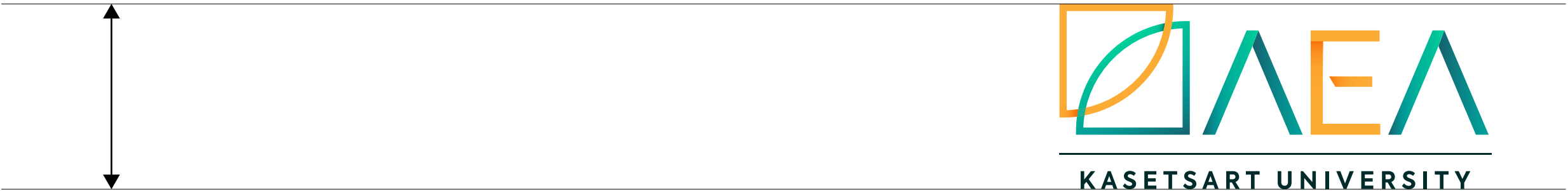
S U B - L O G O
M I N I M U M S I Z E

2 C M



ปรีญญาตรี

2 C M



S U B - L O G O
M I N I M U M S I Z E

2 C M



ปริญญานิเทศศาสตร์

2 C M



SUB - LOGO
MINIMUM SIZE

2 CM



ปริญญาโท

2 CM





01

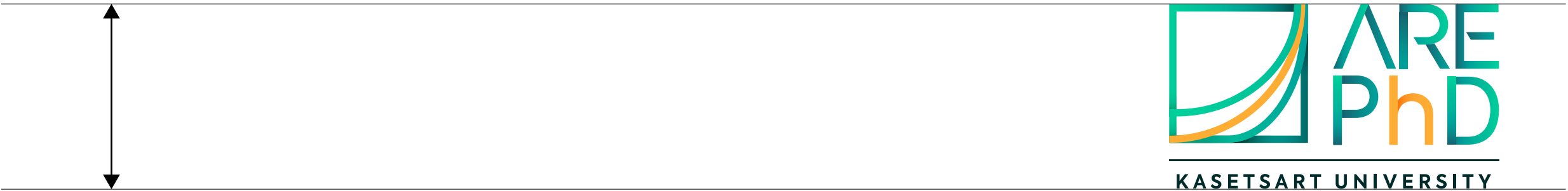
C O R P O R A T E I D E N T I T Y

S U B - L O G O
M I N I M U M S I Z E

2 C M



2 C M



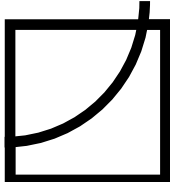
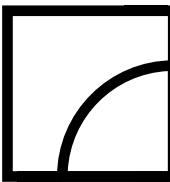
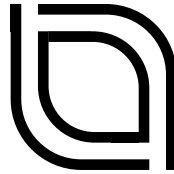
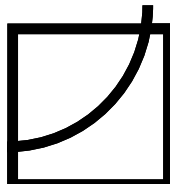
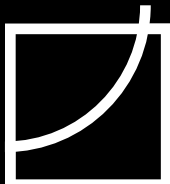
S U B - L O G O
B L A C K A N D W H I T E L O G O

ปริญญานิ



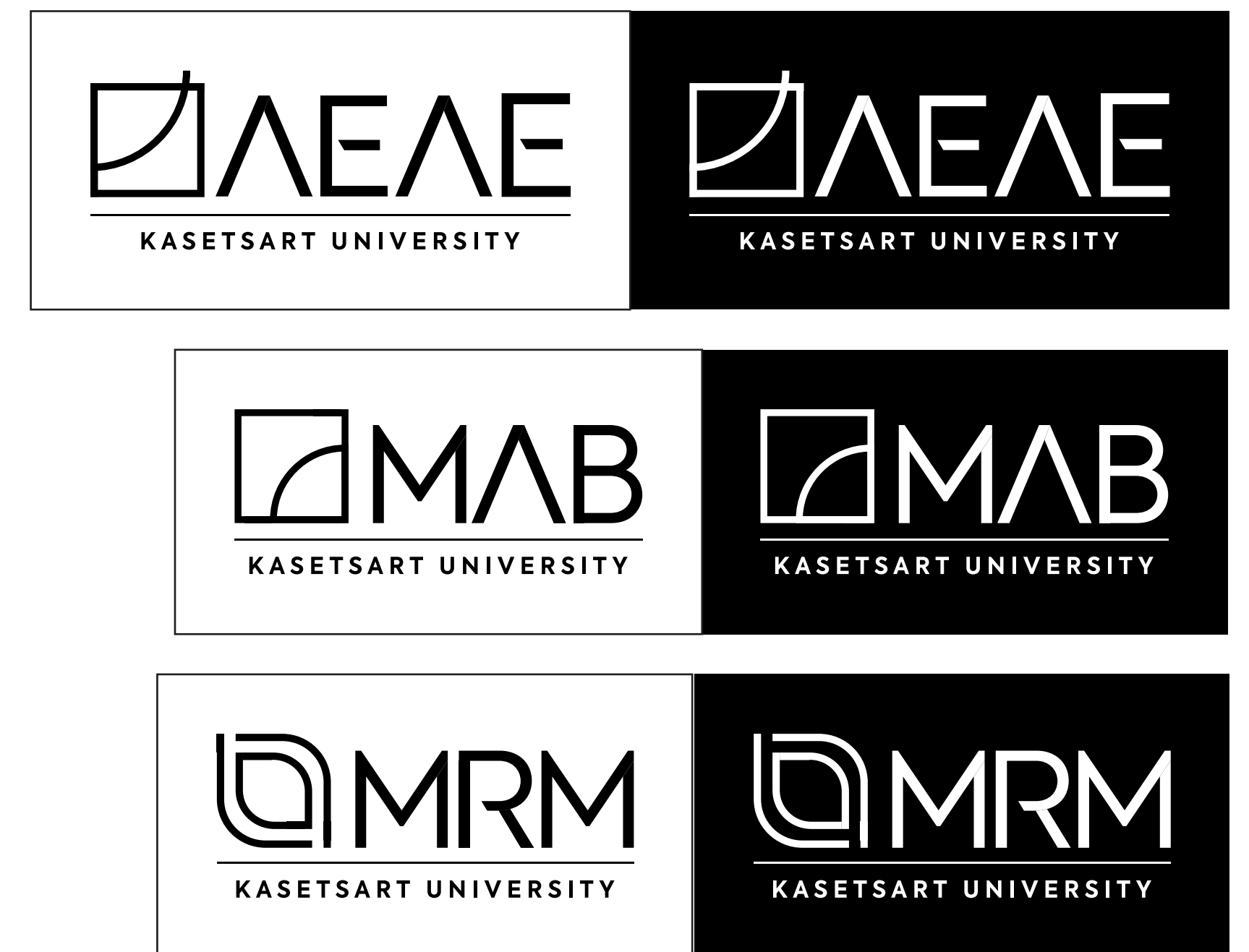
S U B - L O G O
B L A C K A N D W H I T E L O G O

ปริญญาโท

 เศรษฐศาสตร์ประยุกต์ สำหรับการเกษตรและสิ่งแวดล้อม มหาวิทยาลัยเกษตรศาสตร์	 เศรษฐศาสตร์ประยุกต์ สำหรับการเกษตรและสิ่งแวดล้อม มหาวิทยาลัยเกษตรศาสตร์
 ธุรกิจการเกษตร มหาวิทยาลัยเกษตรศาสตร์	 ธุรกิจการเกษตร มหาวิทยาลัยเกษตรศาสตร์
 การจัดการทรัพยากร มหาวิทยาลัยเกษตรศาสตร์	 การจัดการทรัพยากร มหาวิทยาลัยเกษตรศาสตร์
 M.S. APPLIED ECONOMICS FOR AGRICULTURE AND ENVIRONMENT KASETSART UNIVERSITY	 M.S. APPLIED ECONOMICS FOR AGRICULTURE AND ENVIRONMENT KASETSART UNIVERSITY

SUB - LOGO
BLACK AND WHITE LOGO

ปรัชญาโท





01

C O R P O R A T E I D E N T I T Y

S U B - L O G O
B L A C K A N D W H I T E L O G O

ปริญญาโท



A large, stylized leaf graphic in a lighter shade of teal, positioned on the left side of the page. It has a thick central vein and several curved, pointed leaflets extending from it.

C O R P O R A T E I D E N T I T Y

02

M A I N C O L O R

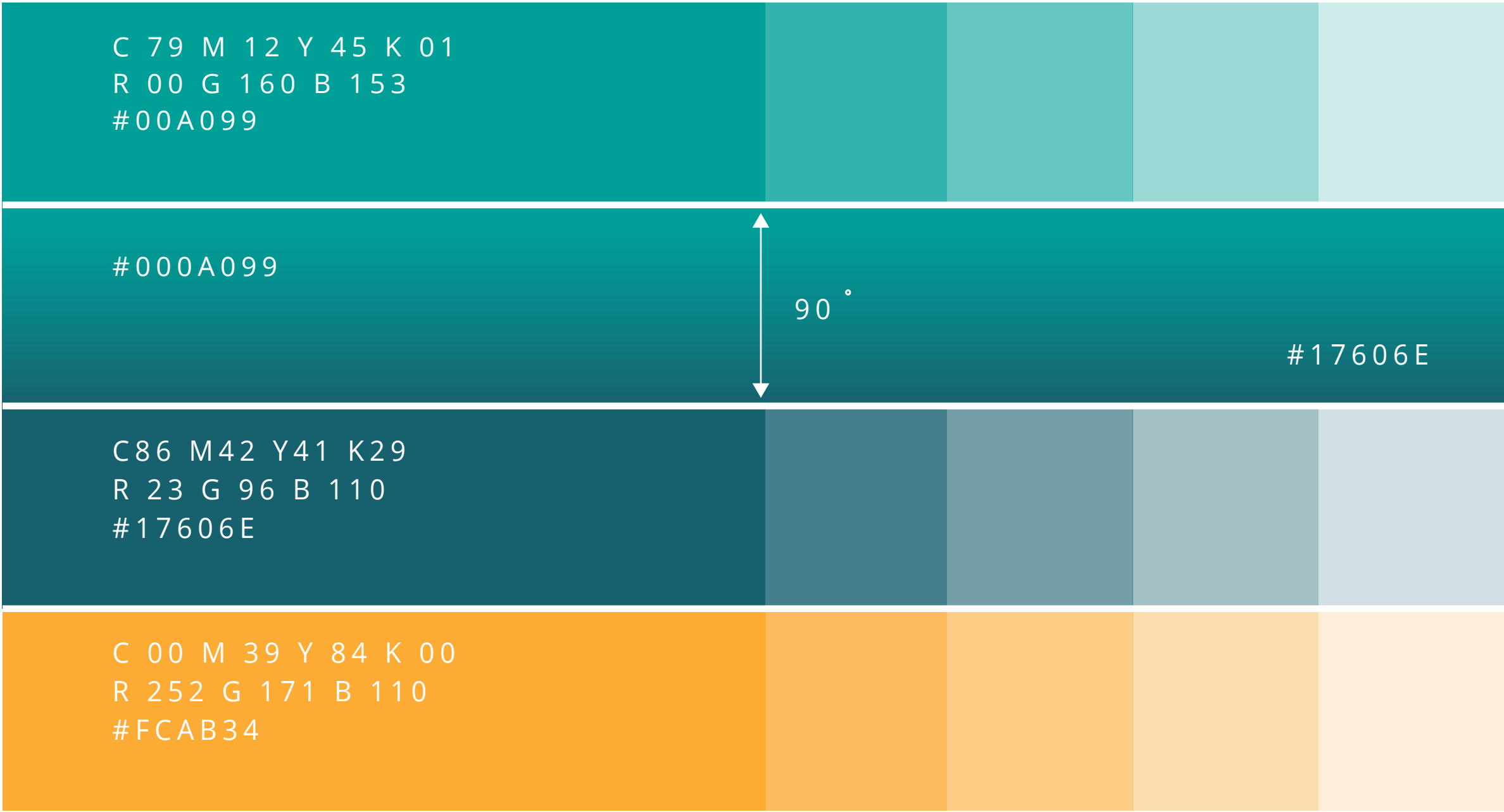
S U P P O R T I N G C O L O R

C O R P O R A T E F O N T S

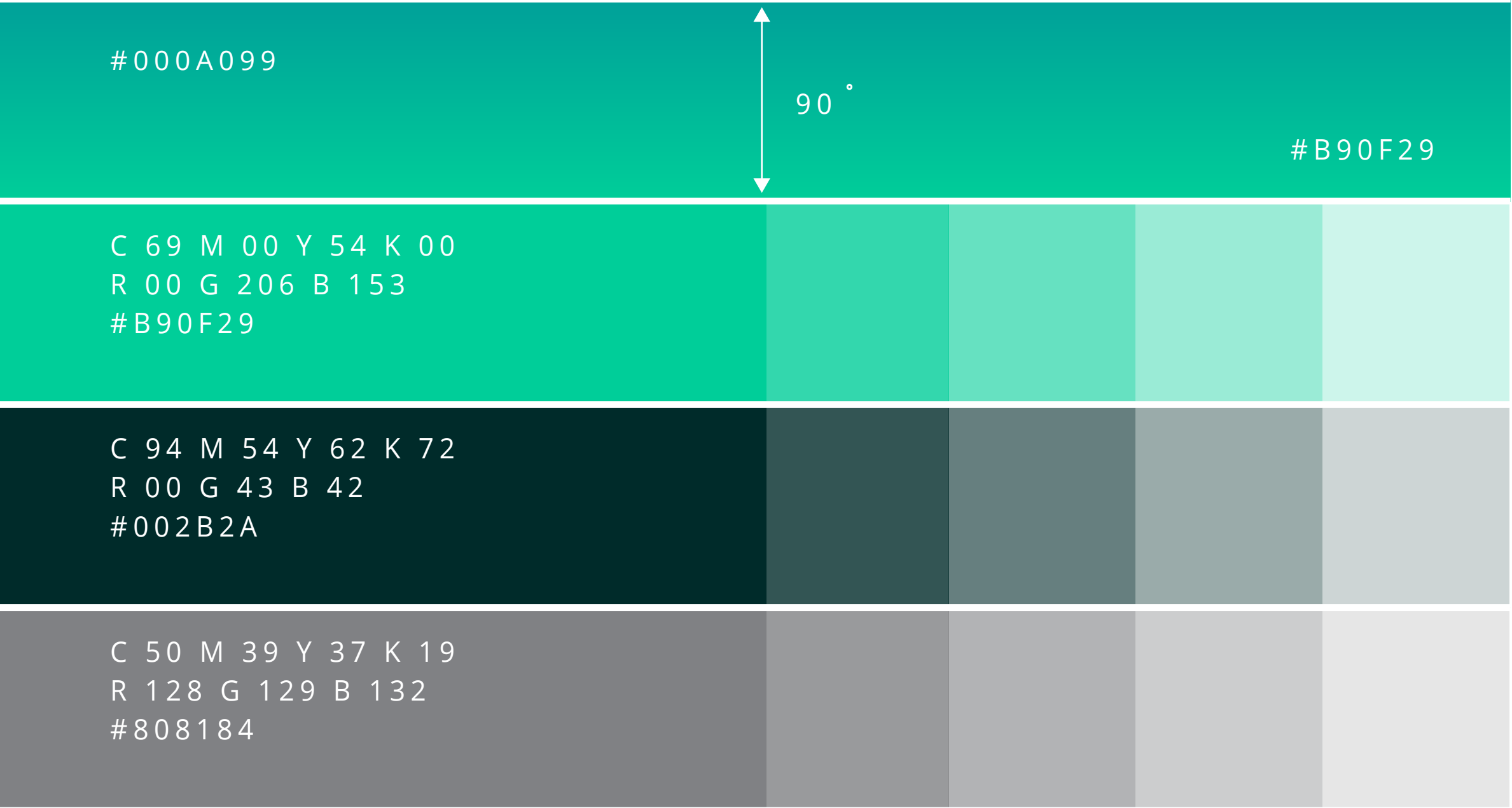
S U P E R G R A P H I C

L O G O L O C K U P

M A I N C O L O R



S U P P O R T I N G C O L O R



C O R P O R A T E F O N T S

D B O Z O N E X M E D I U M F O R H E A D E R A N D T I T L E
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ?

English Typeface

D B O Z O N E X R E G U L A R F O R B O D Y C O P Y
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ?

C O R P O R A T E F O N T S

D B O Z O N E X M E D I U M F O R H E A D E R A N D T I T L E

ก ข ฃ ค ฅ ช จ ฉ ฌ ญ ฎ ฏ ฐ ฑ ฒ ณ ด ต ถ ท ธ น บ ป ผ ฝ พ ฟ ภ ม ย ร ฤ ล ฦ ว ศ ษ ส ห ฬ อ ฮ ฯ ะ ั า ำ ิ ี ึ ื ุ ู ฺ ฻ ฼ ฾ ฿ ๐ ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๐

D B O Z O N E X R E G U L A R F O R B O D Y C O P Y

ก ข ฃ ค ฅ ช จ ฉ ฌ ญ ฎ ฏ ฐ ฑ ฒ ณ ด ต ถ ท ธ น บ ป ผ ฝ พ ฟ ภ ม ย ร ฤ ล ฦ ว ศ ษ ส ห ฬ อ ฮ ฯ ะ ั า ำ ิ ี ึ ื ุ ู ฺ ฻ ฼ ฾ ฿ ๐ ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๐

S U P E R G R A P H I C

The monogram symbol can be used when the full primary logo is not necessary or in cases where the brand name is already displays in plain text.



L O G O L O C K U P

The logo lockup is applied centrally to collateral when there is another information needing to be displayed.

A large, stylized leaf graphic in a lighter shade of teal, positioned on the left side of the page. The leaf has a central vein and several smaller veins branching out, creating a symmetrical, organic shape.

BRANDING GUIDELINES

03

STATIONERY

BUSINESS CARD

LETTER HEAD

POSTER

ROLL UP

STATIONERY
THAI



B U S I N E S S C A R D
T H A I



LETTER HEAD
THAI

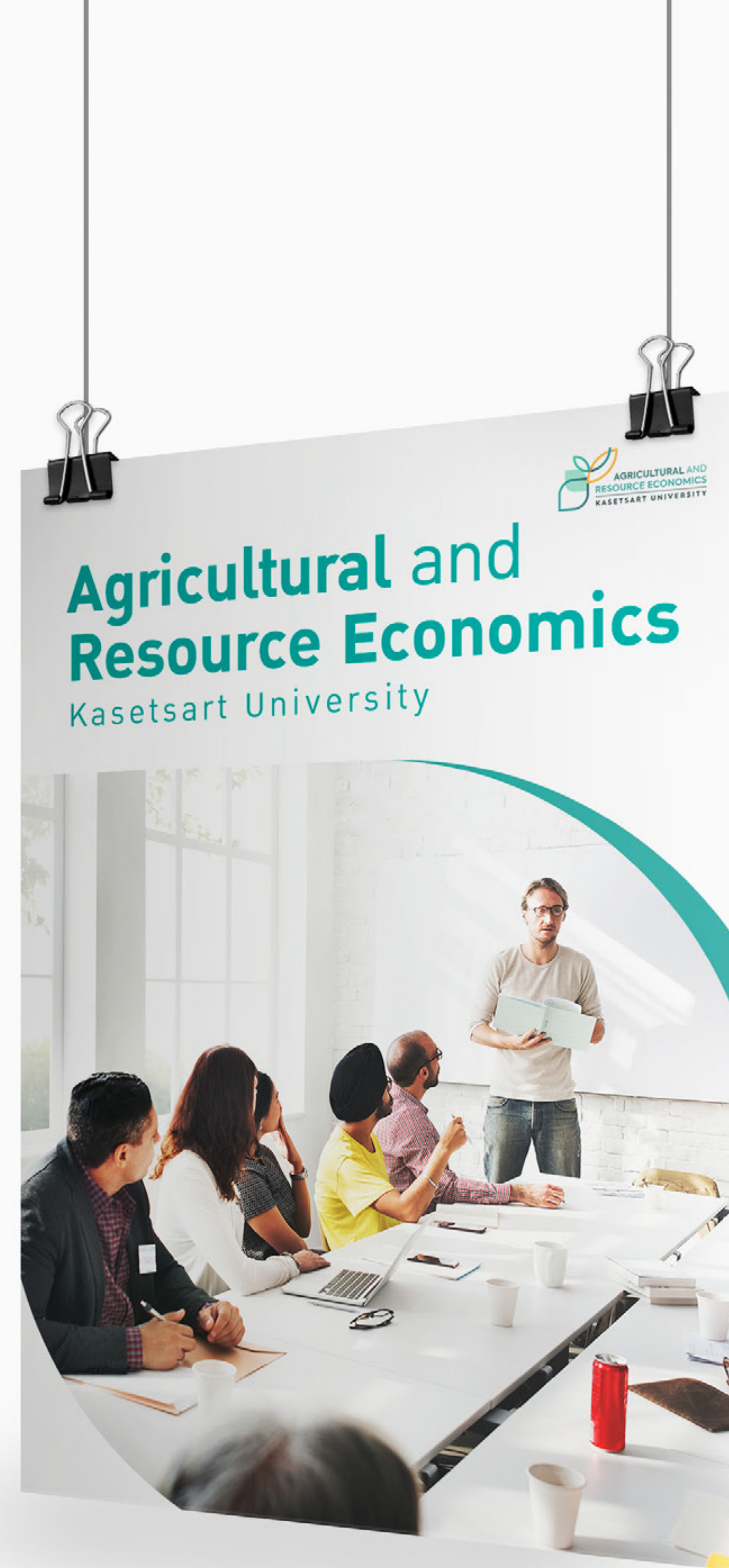
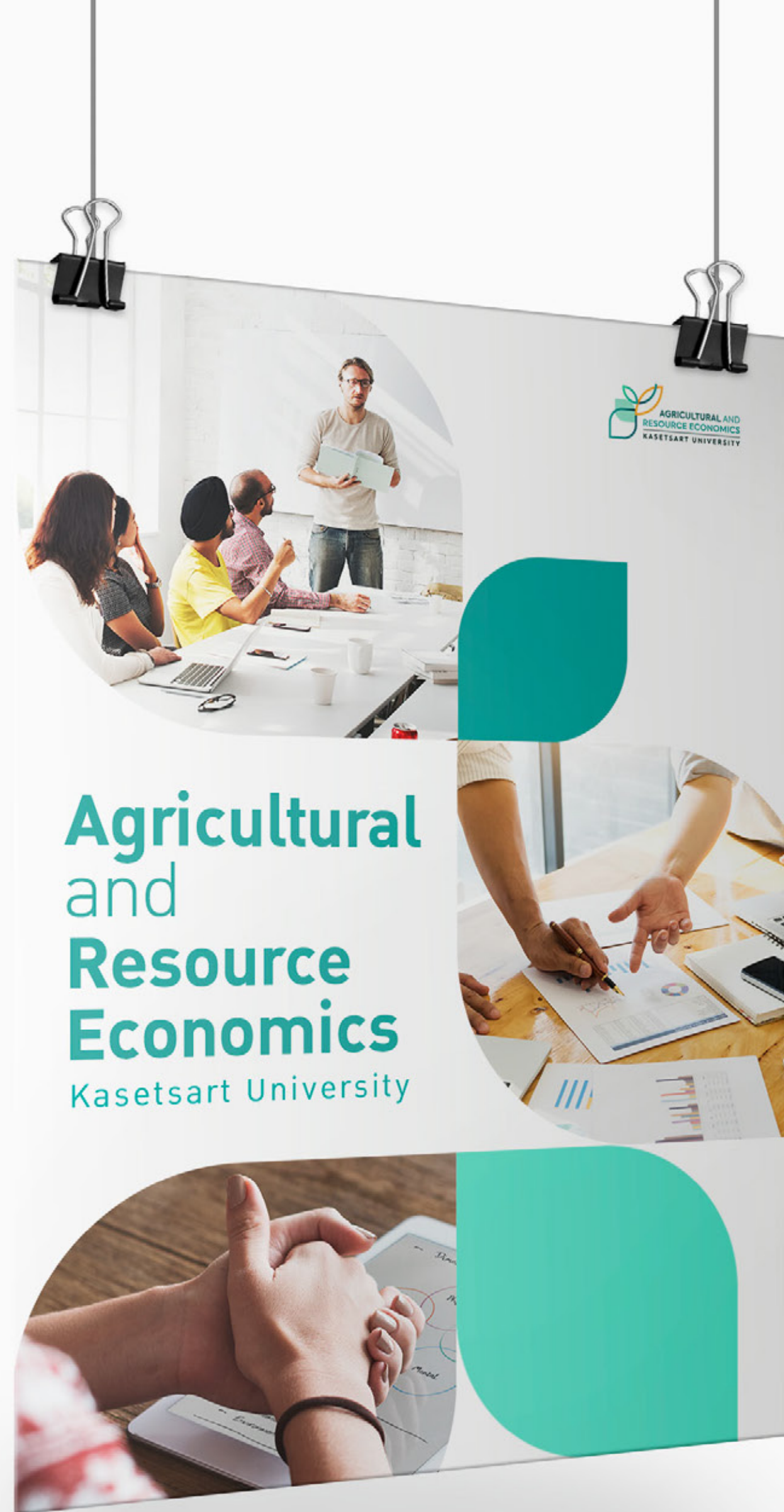


B U S I N E S S C A R D
E N G L I S H



LETTER HEAD
ENGLISH





POSTER



ROLL UP



01



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CHAPTER

01

PROJRCT NAME

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THANK YOU



