



IMPACT CORPORATE IDENTITY



Corporate Communications Department
December 2014

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Welcome

The design manual defines the corporate design of IMPACT and determines the various areas of application. The guidelines have been designed for simple application and easy understanding, whatever the means of communication. The guidelines and design specifications have a binding effect on all IMPACT employees and shall act as a general rule applying to the company's internal and external communication. Each individual employee shall strictly adhere to these guidelines. Only if these specifications have been consistently complied with will the desired uniform appearance be achieved.

IMPACT'S BRAND IDENTITY

Business Description

We are the integrated venue management offering diversity of events with versatile facilities and services

Brand Positioning

The customer - led venue management

Brand Attributes

- Proficient Partner
- Passionate Professional
- Progressive Platform
- Personalised Solution

Brand Promise

IMPACT = Value of Place + People

Partnership for Success Culture

Our Partnership for Success Culture is to deliver high value to our partners and customers through mutual trust, cooperation, strategic partnerships, customized and turnkey solutions.

IMPACT'S BRAND IDENTITY

WHAT WE WANT PEOPLE TO SEE US AS

Confident, Reliable and Professional

We offer our customers our knowledge, skills, people, and best services of international standards to ensure our customers' success and satisfaction.

Young & Active

We are modern and enthusiastic, with an innovative and creative mindset committed to fulfilling our customers' needs and providing our customers with great solutions.

Good Team Players

We support one another to fulfill our "Partnership for Success" culture with a common objective to deliver high value to our customers regardless of which department is involved. We work together as a team to collectively ensure our customer's success.

Customer-Led

We design our entire business around our customers' needs. Our focus is on personalized solutions and to enable our customers to experience values and services beyond their expectations.

Best Service Mind with Thai touch

We provide our customers with exemplary service akin to the legendary Thai hospitality, enabling our customers to experience our warmth and charm in the services we offer.

Modern and Progressive Venue offering a diversity of solutions

We offer our customers modern and technologically advanced facilities that provide a diversity of solutions and choices for their success.

IMPACT'S BRAND IDENTITY

VISION

We want to be the most desired and admired exhibition and convention facility and service provider in Thailand, renowned for providing our customers with more than just a "conventional" venue for their events.

Ultimately, we want to be one of Asia's top 5 venues.

MISSION

- To act and be a key industry player that fully supports Thailand's MICE developments and strategies
- To improve our productivity, process and performance to enable our customers to experience values and services beyond their expectation
- To develop our creativity, professionalism and services to help our customers achieve outstanding and impressive events at our venue
- To invest in constant improvements of our facilities and technologies in the most efficient way so as to provide a world class facility that offers the ultimate choice for our customers' success
- To instill "Partnership for Success" company culture with commitments to provide total solutions for our customers through our own resources and strategic alliances
- To demonstrate corporate responsibility towards society and the environment in which we operate in

KEY DESIGN ELEMENT



PANTONE
2935 C

CMYK

C 100
M 68.09
Y 3.57
K 0.16

RGB

R 0
G 93
B 165



PANTONE
1505 C

CMYK

C 0
M 71.66
Y 100
K 0

RGB

R 242
G 108
B 33

The Logo

Our new logo reflects a modern, confident and progressive organisation that is reliable, caring and warm.

Colour Codes

The IMPACT logo colours are blue and orange. Blue is the dominant of the two corporate colours. In two-colour printing, blue should always be used.

The meaning of our blue and orange colours attributes with our "Partnership for Success" company culture.

BLUE means Trustworthy, Dependability, Responsibility, Security and Stability which inspire Trust.

ORANGE means Eagerness, Energy, Enthusiasm, Fun, and Vitality.

KEY DESIGN ELEMENT



Minimum Clear Space Protection

Please note that spacing on every side of the "IMPACT logo" must remain clear from letters, colors, or any graphic element.

Spacing requirements are as follows:

Horizontal line x 1 (total area x 15.3)

Vertical line x 1 (total area x 5)

KEY DESIGN ELEMENT

Minimum size of the logo

15 cm.



10 cm.



5 cm.



2.5 cm.



The minimum size of IMPACT logo should not be smaller than 2.5 cm. in width.

KEY DESIGN ELEMENT

Logo Colour

Primary Use

Master Colour

Master Colour on White

Reverse on IMPACT blue

Secondary Use

One Colour / IMPACT Blue

One Colour / Black

Reverse

Reverse

Additional

One Colour / Gold

One Colour / Grey

Reverse

Reverse

Acceptable colours for IMPACT Logo are only as mentioned above

KEY DESIGN ELEMENT

Forbidding action using IMPACT logo



Master



Reverse on IMPACT blue

1. Any recolouring the logo apart from corporate colour is forbidden



2. Any colour adjustment apart from specified is forbidden

3. Any proportional adjustment apart from specified is forbidden



4. Any distortion, shape adjustment, or reposition apart from specified is forbidden



KEY DESIGN ELEMENT

Logo Background

DON'T



IMPACT logo may not be placed on any Background that interferes its presence

DO



Option 1

IMPACT logo may be used in corporate colours placed on specified colour background only



Option 2

IMPACT Logo may be placed on lower background's opacity or faded out that is not interfere with its presence

IMPACT'S TYPEFACES

Typography

All formal and general documents; including Memorandum, Press and Photo Release, Internal Work Order, Email, etc, should be composed with the following fonts;

- Cordia font for Thai text

- Arial font for English text

All styles ; including bold, italic, and underline, are applicable upon necessity.

Thai 1 / Cordia

Bold กษศคคฆงจฉชฌฉฎฎฐฏทฒณดตถทธนบปฝฝพฟภมยรลว
ศษสฬหฬอฮ 1234567890 ๑๒๓๔๕๖๗๘๙๐ แะเโ&(:;\#?)

Regular กษศคคฆงจฉชฌฉฎฎฐฏทฒณดตถทธนบปฝฝพฟภมยรลว
ศษสฬหฬอฮ 1234567890 ๑๒๓๔๕๖๗๘๙๐ แะเโ&(:;\#?)

English 1 / Arial

Arial Black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

Arial Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

Arial Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

IMPACT'S TYPEFACES

Typography / THAI

Media Publications; including Advertising Material, Magazine, Journal, IMPACT's internal and external media publications, etc. should be composed with the following fonts;

Font name : Sukhumvit

Light กขคคคขงจจชชฌญฎฏฐฑฒณดตถทธนบปพฝฟฝฝภมยรลว
ศษสฬฬอฮ 1234567890 ๖๕๔๓๒๑ ๐-๙%&(:;\#?)

Regular กขคคคขงจจชชฌญฎฏฐฑฒณดตถทธนบปพฝฟฝฝภมยรลว
ศษสฬฬอฮ 1234567890 ๖๕๔๓๒๑ ๐-๙%&(:;\#?)

Bold กขคคคขงจจชชฌญฎฏฐฑฒณดตถทธนบปพฝฟฝฝภมยรลว
ศษสฬฬอฮ 1234567890 ๖๕๔๓๒๑ ๐-๙%&(:;\#?)

IMPACT'S TYPEFACES

Typography / English Media Publications; including Advertising Material, Magazine, Journal, IMPACT's internal and external media publications, etc. should be composed with the following fonts;

Font name : Frutiger LT Std

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

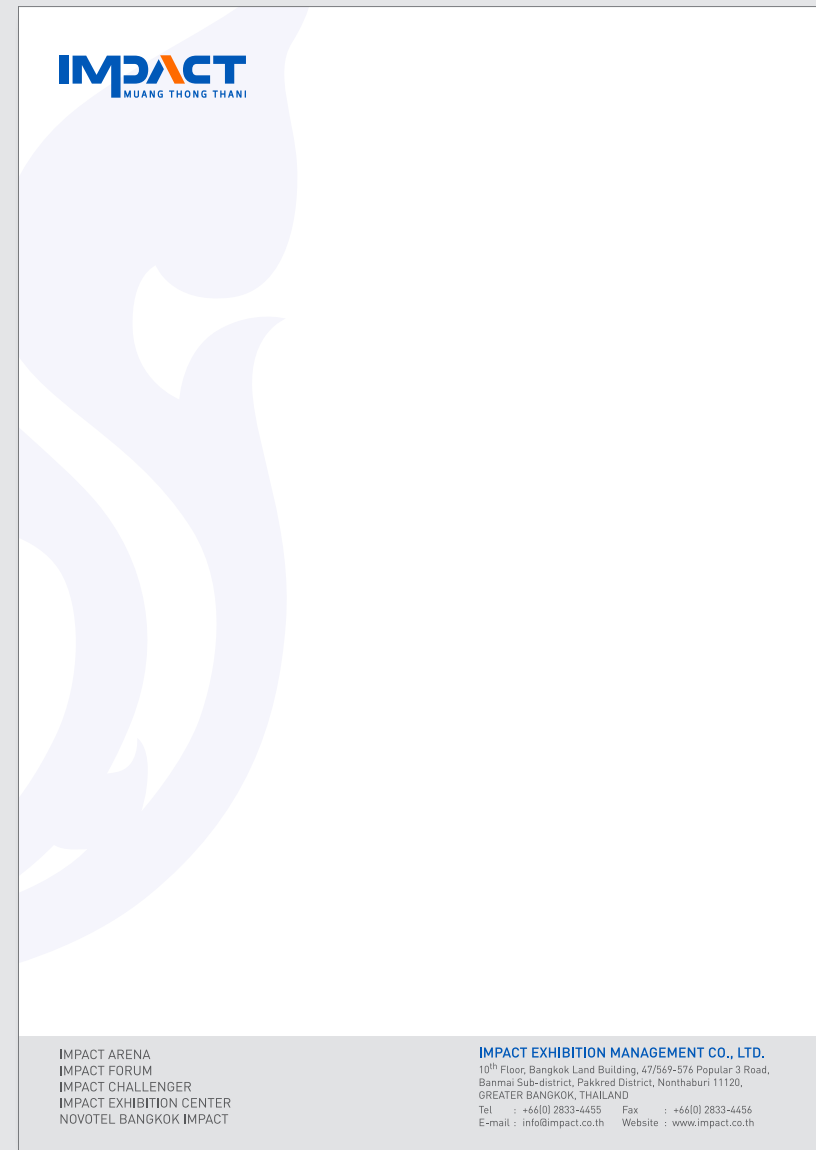
65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

STANDARD COMMUNICATION

Letterhead

We implicate all documents and company forms with consistency of IMPACT brand logo which clearly and recognizably expresses the brand positioning.

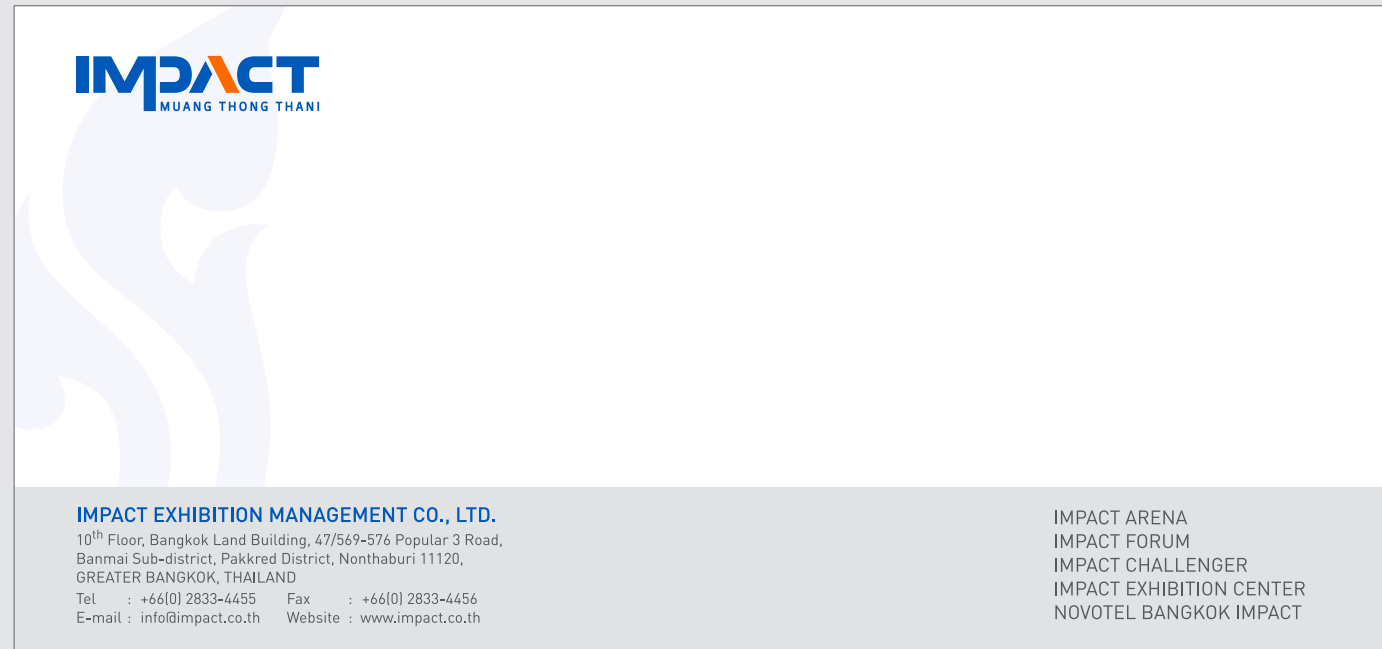


STANDARD COMMUNICATION

Business Card




Envelope No.9



STANDARD COMMUNICATION

Fax

Partnership for Success




FACSIMILE

To: _____
 Company: _____
 Fax Number: _____
 From: _____
 Subject: _____
 Date: _____
 No. of Pages: _____ (Including this page)

9# External Facsimile (eng)
 IF TRANSMISSION IS INCOMPLETE, PLEASE CONTACT SENDER.
 TELEPHONE: +66 2 833 XXXX FAX: +66 2 833 XXXX E-mail: xxxxxxxx@impact.co.th

This communication is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged and confidential. If you are not the intended recipient, or the employee or agent responsible for delivering the communication to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited without the express consent of the sender or intended recipient. If you receive this communication in error, please notify us immediately.

Partnership for Success



FACSIMILE


To: _____
 Company: _____
 Fax Number: _____
 From: _____
 Subject: _____
 Date: _____
 No. of Pages: _____ (Including this page)

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 TELEPHONE: +66 2 833 XXXX FAX: +66 2 833 XXXX E-mail: xxxxxxxx@impact.co.th

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Memo

Partnership for Success



Department

MEMORANDUM


To:	Date:	
From:	Ref. No:	
Subject:		
CC:		
Total page: _____ (Including this page)		

For your comment For your information Please handle/action As requested Others

7# Internal Memo (eng)

Letter Form

Partnership for Success



<<Date>>
 <<Name>> <<Last Name>>
 <<Job Title>>
 <<Company Name>>
 <<Address>>
 <<District>>
 <<Province>> <<Postcode>>
 <<Telephone>>
 <<Facsimile>>

Subject: _____

Dear.....,

Your new company stationery has been formatted as indicated by the style of this letter. The letter is to be set using the typeface "Times New Roman," 12 pt. in size with single line spacing. The left and right hand margins are inserted 30 mm.

The paper is international standard size A4. The salutation is separated by one blank line from the subject.

Paragraphs are separated by a blank line so there is no need to indent.

At the end of the letter, two blank lines are left before typing "Yours sincerely," which is separated from the name of the signatory by not less than three blank lines. Wherever possible, five blank lines should be left for the signature.

Yours sincerely,

Name _____
 Title _____

1# Formal Letter + company logo (eng)

IMPACT ARENA IMPACT FORUM IMPACT CHALLENGER IMPACT EXHIBITION CENTER NOVOTEL BANGKOK IMPACT	IMPACT EXHIBITION MANAGEMENT CO., LTD. 1011 Floor, Bangkok Land Building, 47/581-576 Pajapat 2 Road, Bannnai Sub-district, Pakkred District, Nonthaburi 11120, GREATER BANGKOK, THAILAND Tel : +66(0) 2833-4455 Fax : +66(0) 2833-4456 E-mail : info@impact.co.th Website : www.impact.co.th
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STANDARD COMMUNICATION

E-mail Signature

The whole company email signature must be in the same format to imply the unity of the corporations' working standard.

The font used for email signature is

Arial / Regular
Size = 10 Points
and in black color only.

You can request E-mail footer picture by contact :
communications@impact.co.th
Tel : 0 -2833-5069

Example Format

JINTANA PHONGPAKDEE
Corporate Communications Director

IMPACT EXHIBITION MANAGEMENT CO., LTD.

10th Fl., Bangkok Land Building
47/569-576 Popular 3 Road, Banmai Sub-district,
Pakkred District, Nonthaburi 11120
GREATER BANGKOK, THAILAND.

Tel : +66 (0)2833-5061
Fax : +66 (0)2833-5060
Mobile : 089-xxx-xxxx
E-mail : jintanap@impact.co.th
Website : www.impact.co.th

