



**BRAND
GUIDELINES**

CORPORATE
IDENTITY

MAIN LOGO



CORPORATE
IDENTITY

HORIZONTAL LOGO

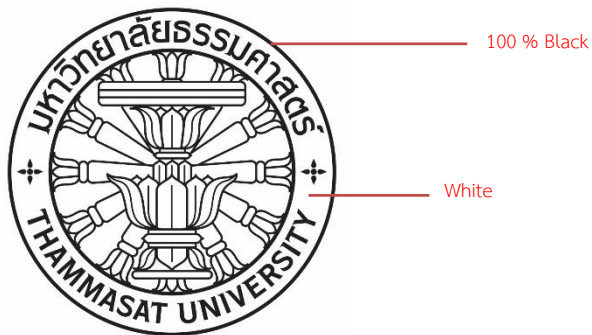


มหาวิทยาลัยธรรมศาสตร์
THAMMASAT UNIVERSITY



CORPORATE IDENTITY

BLACK AND WHITE LOGO



CORPORATE
IDENTITY

FACULTY LOGO FORMAT



มหาวิทยาลัยธรรมศาสตร์
คณะวิทยาศาสตร์และเทคโนโลยี



THAMMASAT UNIVERSITY
FACULTY OF SCIENCE & TECHNOLOGY

CORPORATE IDENTITY

MAIN COLOURS

PRINT

PANTONE 122 C
CMYK 0/17/85/0

DIGITAL

RGB 255/209/63
HEX #FFD13F



THAMMASAT YELLOW



THAMMASAT RED

PRINT

PANTONE 200 C
CMYK 16/100/87/6

DIGITAL

RGB 195/0/47
HEX #C3002F

CORPORATE IDENTITY

SECONDARY COLOURS



PADDY FIELD GREEN

PRINT

Pantone 575

CMYK 55/9/95/45

DIGITAL

RGB 103/130/58

HEX #67823A



PROGRESSIVE PURPLE

PRINT

Pantone 7657

CMYK 47/94/0/36

DIGITAL

RGB 110/43/98

HEX #6E2B62



BOLD ORANGE

PRINT

Pantone 718

CMYK 0/74/100/8

DIGITAL

RGB 190/77/0

HEX #BE4D00



SKY BLUE

PRINT

Pantone 7459

CMYK 72/9/9/13

DIGITAL

RGB 66/152/181

HEX #4298B5



CHARCOAL GREY

PRINT

Pantone Cool Gray 10

CMYK 40/30/20/66

DIGITAL

RGB 99/102/106

HEX #63666A

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SECONDARY COLOURS



Paddy field green supports **Civic Responsibility**.

This is to encourage people to get involved and positively impact society and serve people. It also creates an awareness of sustainability.

It relates to balance and harmony. It also inspires hope and generosity.

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SECONDARY COLOURS



Progressive purple reflects **Dynamic Learning**.
This shows active problem-based learning that
inspires students to confront real social challenges.

This colour symbolises power and ambition.
It stimulates the imagination and inspires high
ideals.

CORPORATE IDENTITY

SECONDARY COLOURS



Bold orange represents **Knowledge Leaders**.

This is to show that the University continues to nurture and produce celebrated leaders and influencers.

Orange combines the energy of red and the happiness of yellow. It relates to social communication and success, which refers to leadership.

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SECONDARY COLOURS



Sky blue highlights **Global Community**. It shows international connections in pursuing activities and programs for students of different backgrounds, nationalities and cultures to collaborate and socialise.

Blue is the colour of the sky and sea. It reflects the education connection around the globe.

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SECONDARY COLOURS



Charcoal gray is a cool, neutral, and balanced colour. It is **added to the palette to use for design and layout** purposes, as the colour grey is a timeless and practical colour that is easily blended with all other colours in the two colour palettes.

CORPORATE IDENTITY

STATIONERY HORIZONTAL BUSINESS CARD

#1



A

B ผู้ช่วยศาสตราจารย์ ดร. นิตินันท์ วิวศวรร
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CORPORATE IDENTITY

STATIONERY HORIZONTAL BUSINESS CARD

#2

A  **มหาวิทยาลัยธรรมศาสตร์**
THAMMASAT UNIVERSITY

B ผู้ช่วยศาสตราจารย์ ดร. นิตินันท์ วิเศษ
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J E nitinant@econ.tu.ac, nw.oia.tu@gmial.com

K www.tu.ac.th

CORPORATE IDENTITY

POWERPOINT TEMPLATES

PRESENTATION NAME

Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd

First name Surname
Date Month Year



THAMMASAT
people & sustainability

CONTENTS



01 Eihag jhsup klojn
Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd




02 Eihag jhsup klojn
Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd



03 Eihag jhsup klojn
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04 Eihag jhsup klojn
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05 Eihag jhsup klojn
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06 Eihag jhsup klojn
Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd





01 Eihag jhsup klojn

Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg

05 FJHAG JHSUP KLOJN





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Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg

.....

19 PRESENTATION NAME

06 FJHAG JHSUP KLOJN

Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd

Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd

	Tagah	Kduba	Uffñi	Pwochk
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jmcfdg	jmcfdg	jmcfdg	jmcfdg	jmcfdg
khdfcv	jmcfdg	jmcfdg	jmcfdg	jmcfdg
mmjgkl	jmcfdg	jmcfdg	jmcfdg	jmcfdg
pwochk	jmcfdg	jmcfdg	jmcfdg	jmcfdg

Tagah kdühgnb uffñi nñn hdkmkl pwowkñdfcv jmc fgdgh mmjdgkqv frñh gñhhñhg qwcv rñn olkujgd

20 PRESENTATION NAME

DOWNLOAD
HERE !!

<http://www.tu.ac.th/thammasat-identity>

THANK YOU
