



Visual Identity Design Guidelines

Version 1.0 // Feb 2022



Purpose

This brand manual has been created to help you communicate and implement the SCB TechX brand. When you use these branding standards, the SCB TechX brand will become stronger.

By communicating one consistent SCB TechX identity, the brand will be recognisable and it will accurately symbolise the benefits of this great organisation which we are all part of.

Inside you will find design guidelines and specifications which will not only ensure consistency across all applications but will also help maintain a high standard of design and production at all levels.

No alterations should be made to these specifications.

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Brand Basics



Brand Definitions

What is a BRAND?

A brand is an exclusive and desirable idea embodied in products, places, services, people and experiences.

What is BRAND POSITIONING?

The deliberate application of the SCB TechX brand. The positioning of a brand is what people envision when they think of a brand. It should be distinct and hold unique value.

What is a BRAND STRATEGY?

The plan that identifies and describes short and long-term objectives, key brand initiatives, tactics and measures of success. The SCB TechX brand strategy determines what, when, where, why, how and to whom we plan on communicating our brand messaging.

What is a TAGLINE?

A phrase that concisely communicates an organization's value proposition to its target audience.

Benefits of Using the Brand

The brand will:

- 1 communicate a consistent look and message, in turn increasing understanding and global awareness of SCB TechX
- 2 by promoting a strong brand the image will be recognized by customers as a quality company to deal with
- 3 increase pride in being a member of SCB TechX staff

Logo, Concept & Usage



Logo

Simple and easy-to-recognise design but yet, it contains the powerful message within the unique color and captivated meaning.



Primary Logo

“X” is constructed from the 4 main pillars
The upper part represents the pioneer in technology business and the lower part is a stability and strength from our wisdom and passion driven people

The logo can be used widely in various media

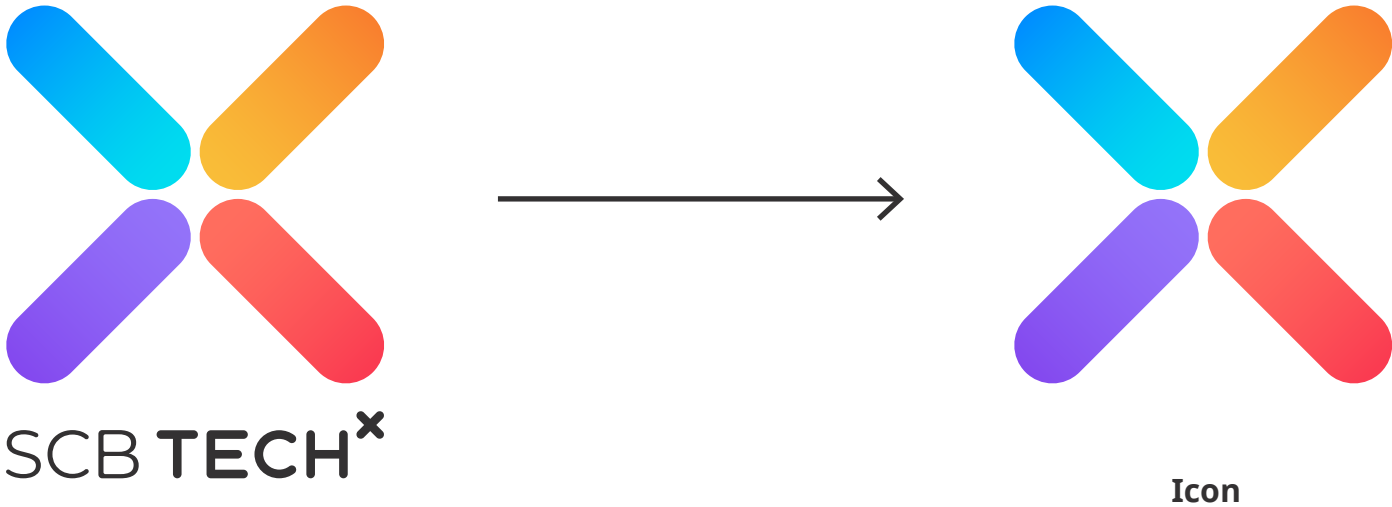


Secondary logo

The secondary logo design is created from the playful yet simple concept and primary logo’s main color.
Its purpose is to use in a small or the horizontal area.

Primary logo

The primary logo contains 2 part, Icon and Typography, which icon part can be used in some specific media such as social media profile image.



Available Usage

Digital use - RGB

Primary logo



Secondary logo



The RGB version is for digital use such as social media, websites, application and also vdo presentation due to the bright color code that represents the brand itself

Print - CMYK



**For limited printing process*



The CMYK version is for printing media such as standees, brochure, poster, document, letter-head and etc. Pantone color was selected for avoiding discoloration due to printing process.

Gradient Color & Meaning of Each Colors

Digital use
(RGB)

Technology

R22 G200 B247
#16C8F7



R0 G139 B255
#008BFF

Pioneer

R249 G189 B56
#F9BD38



R249 G126 B46
#F97E2E

Passion

R255 G109 B94
#FF6D5E



R250 G59 B81
#FA3B51

Wisdom

R147 G115 B249
#9373F9



R0 G139 B255
#8347EE

Print
(CMYK)

P 115-6 C
C68 M0 Y0 K0
#00C2F3



P 106-7 C
C86 M45 Y0 K0
#007BC1

P 14-7 C
C0 M31 Y85 K0
#FDB740



P 30-7 C
C0 M60 Y87 K0
#F58238

P 48-6 C
C0 M72 Y66 K0
#F26C57



P 57-15 C
C0 M87 Y58 K0
#DB4252

P 93-6 C
C54 M72 Y0 K0
#8560A8



P 96-7 C
C71 M85 Y0 K0
#69489D

Spectrum
Gradient



#008BFF



#16C8F7



#F9BD38



#FF6D5E



#9373F9

Solid Color

RGB



R0 G139 B255
#008BFF



R22 G200 B247
#16C8F7



R249 G189 B56
#F9BD38



R255 G109 B94
#FF6D5E



R147 G115 B249
#9373F9



R51 G49 B50
#333132

CMYK



P 106-7 C
C85 M45 Y0 K0
#047CC1



P 115-6 C
C68 M0 Y0 K0
#00C2F3



P 14-7 C
C0 M31 Y85 K0
#FDB740



P 48-6 C
C0 M72 Y66 K0
#F26C57



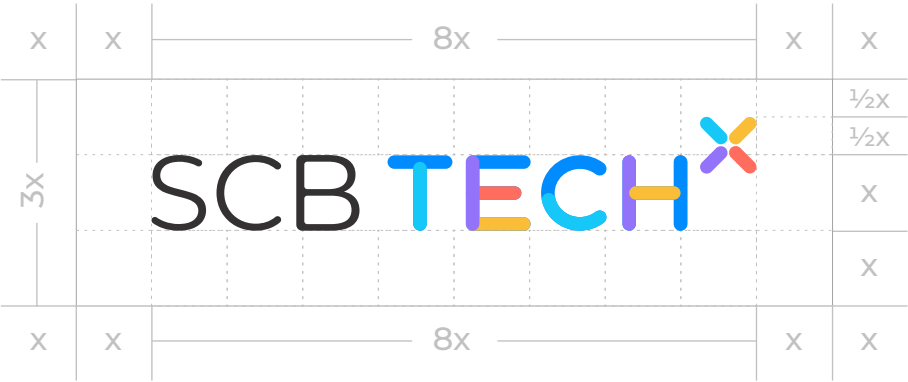
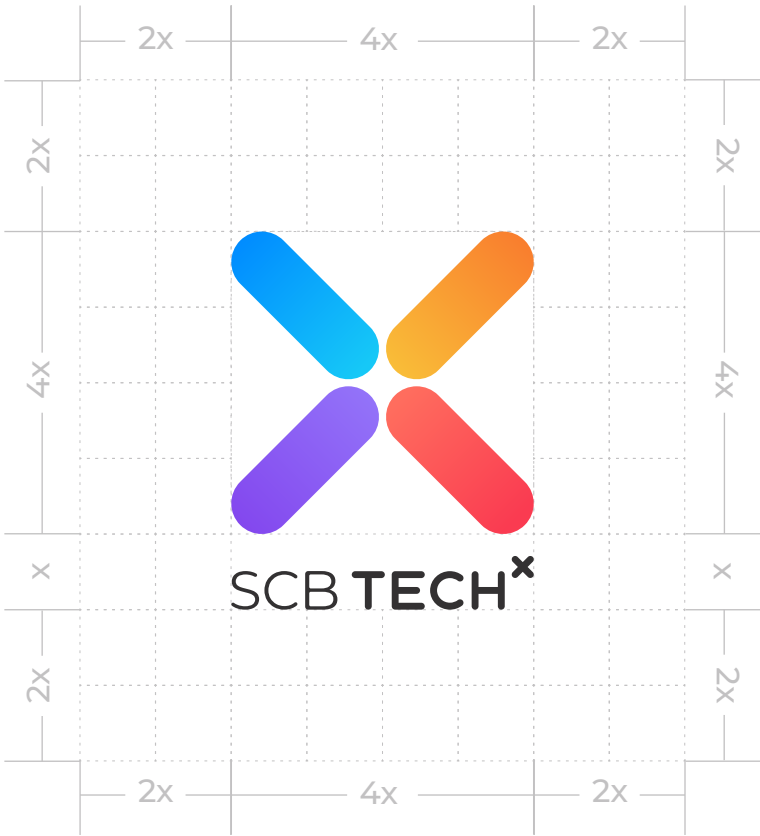
P 93-6 C
C54 M72 Y0 K0
#8560A8



P 179-15 C
C69 M64 Y62 K60
#333132

Logo Proportion and Safe Area

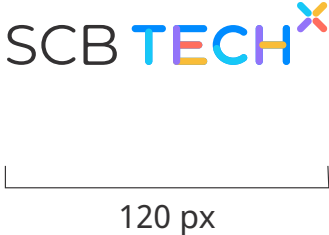
To enable the logo to appear prominently and without interference from other written or illustrative material, a minimum area of clear space has been defined around it. Where possible, this minimum exclusion zone area should be increased to strengthen the impact of the logo.



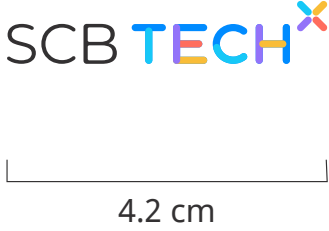
Minimum size

For all the color versions, there are two minimum sizing format for the logo depending on its use. For digital use, the logo should be a 48px and 156px across as shown. For print, the size is at 1.7mm and 5.5 mm.

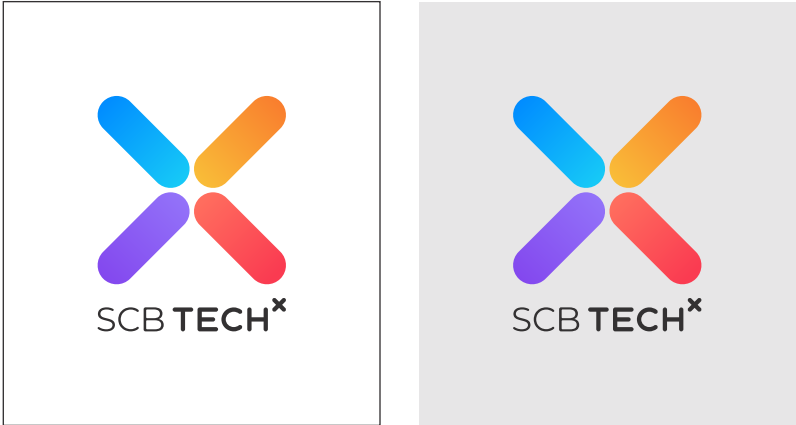
For digital use



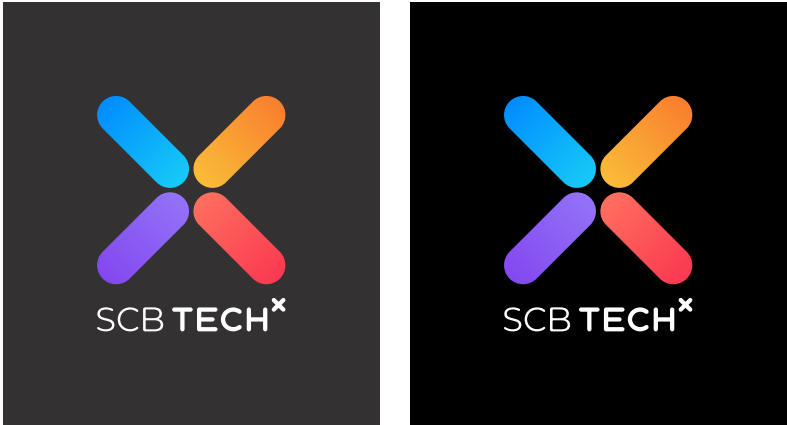
For print



Primary Logo on Color Background



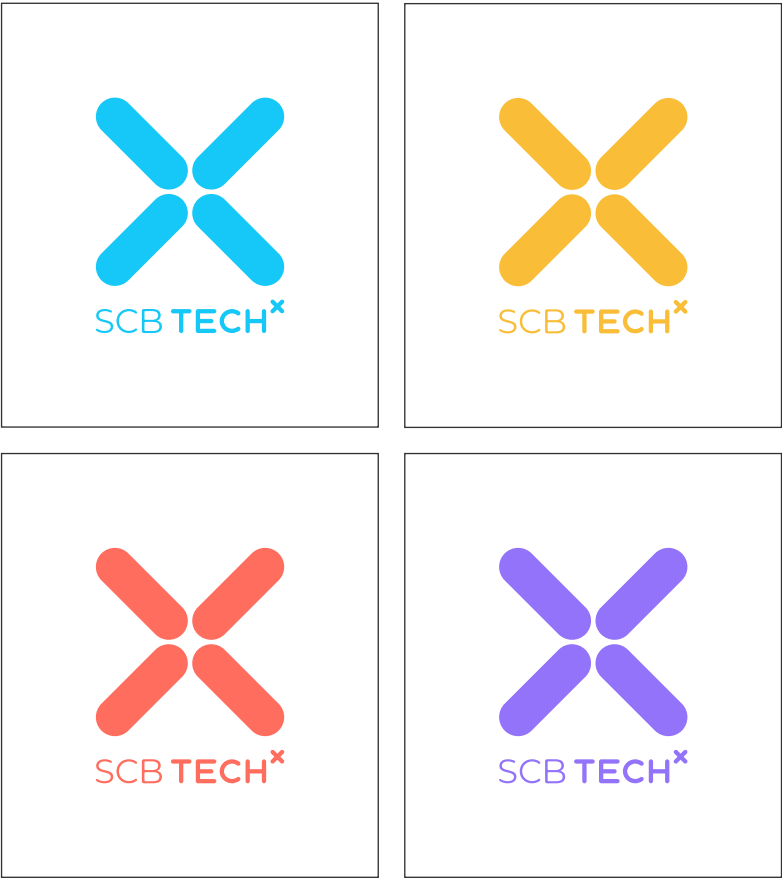
Primary logo on light background



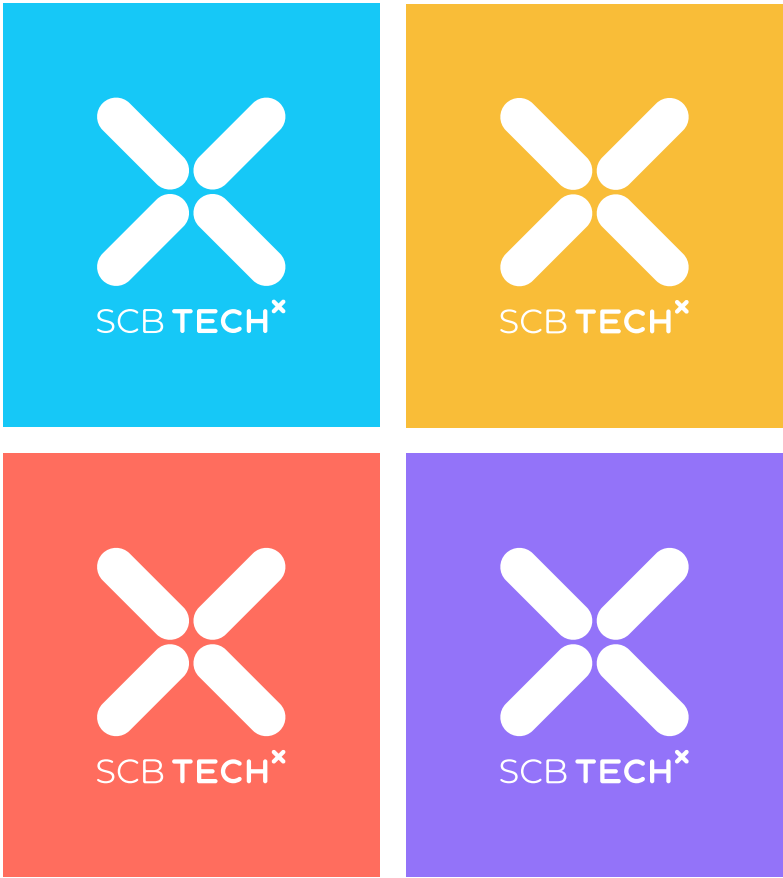
Primary logo on dark background

Primary Logo on Color Background

For limited color usage,

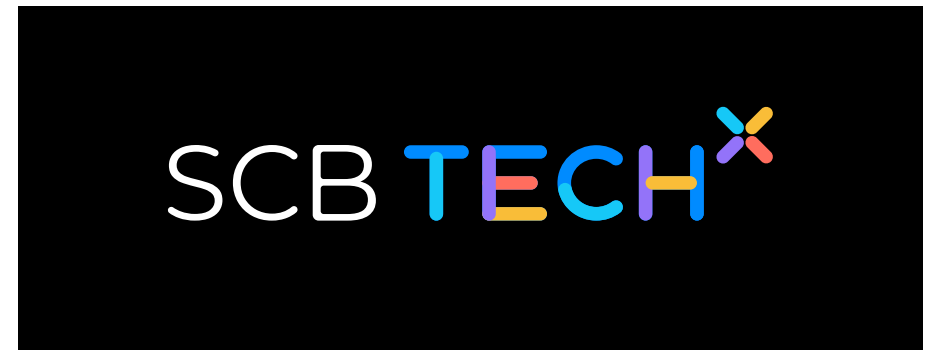
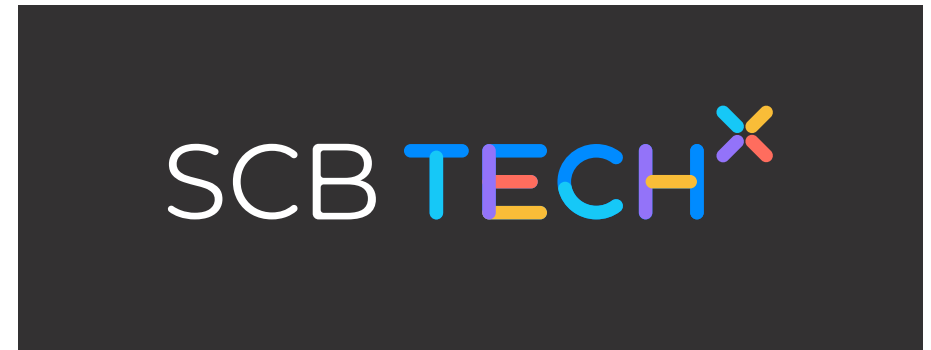


Primary logo - One color on white background



Primary logo - One color on coporate color background

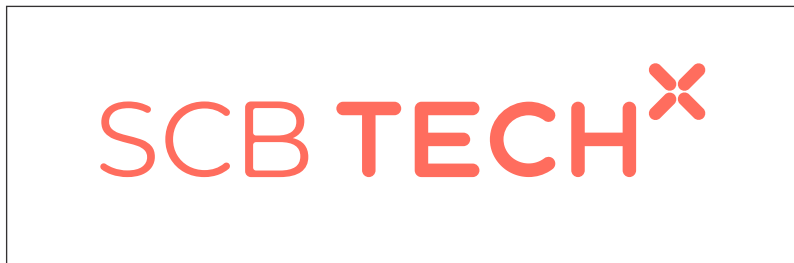
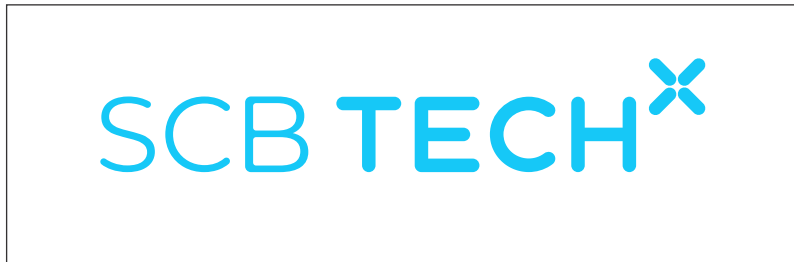
Secondary Logo on Color Background



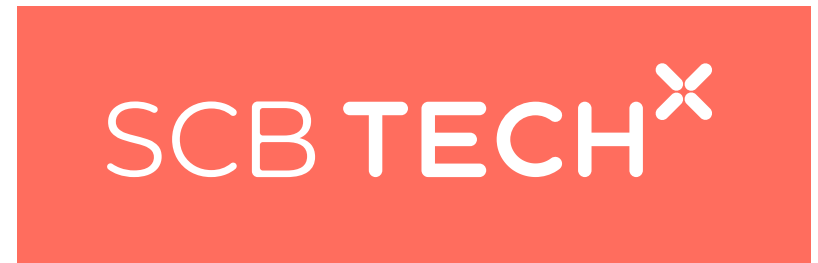
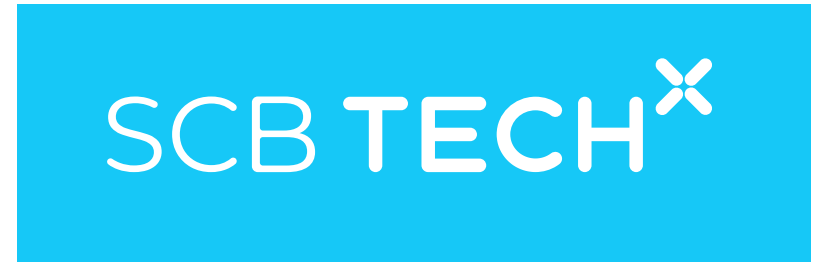
Secondary logo on light background

Secondary logo on dark background

Secondary Logo on Color Background



Secondary logo - One color on white background



Primary logo - One color on corporate color background

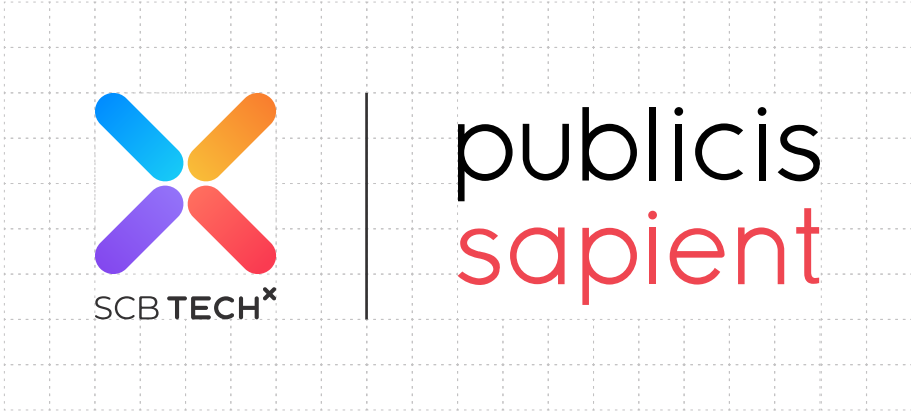
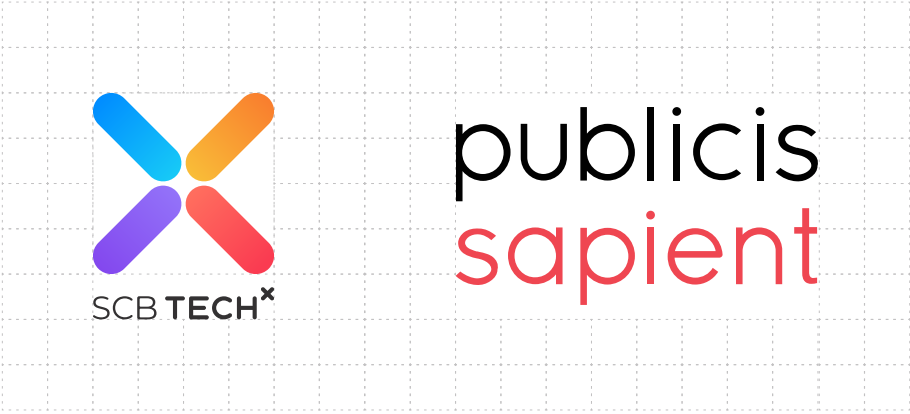
Primary logo with partnership



publicis
sapien



publicis
sapien



Secondary logo with partnership

SCB TECH*

publicis
sapient

SCB TECH*

publicis
sapient

SCB TECH*

publicis
sapient

SCB TECH*

publicis
sapient

Social icon structure



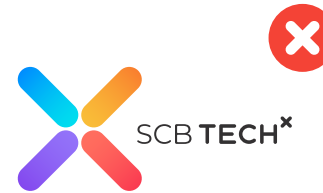
Incorrect Use



Don't change glyph or use different weights



Don't stretch or distort the logo's ratio



Don't change the logo composition



Don't change the typography of the logo



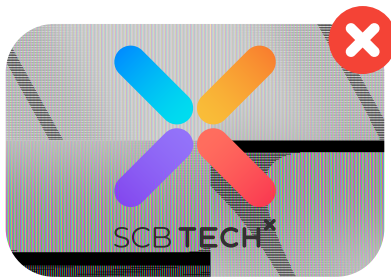
Don't change the 4 pillar colors position



Avoid rotation



Don't pair the logo with marks that may be confused as logos



Avoid using busy background



Avoid using background color that has the same value as the logo



Avoid using pattern background

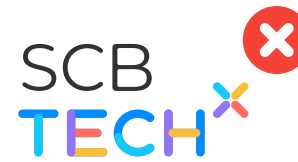
Incorrect Use



Don't change glyph or use different weights



Don't stretch or distort the logo's ratio



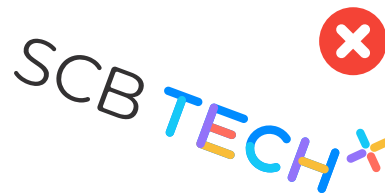
Don't change the logo composition



Don't change the typography of the logo



Don't change the color position of the logo



Avoid rotation



Don't pair the logo with marks that may be confused as logos



Avoid using busy background



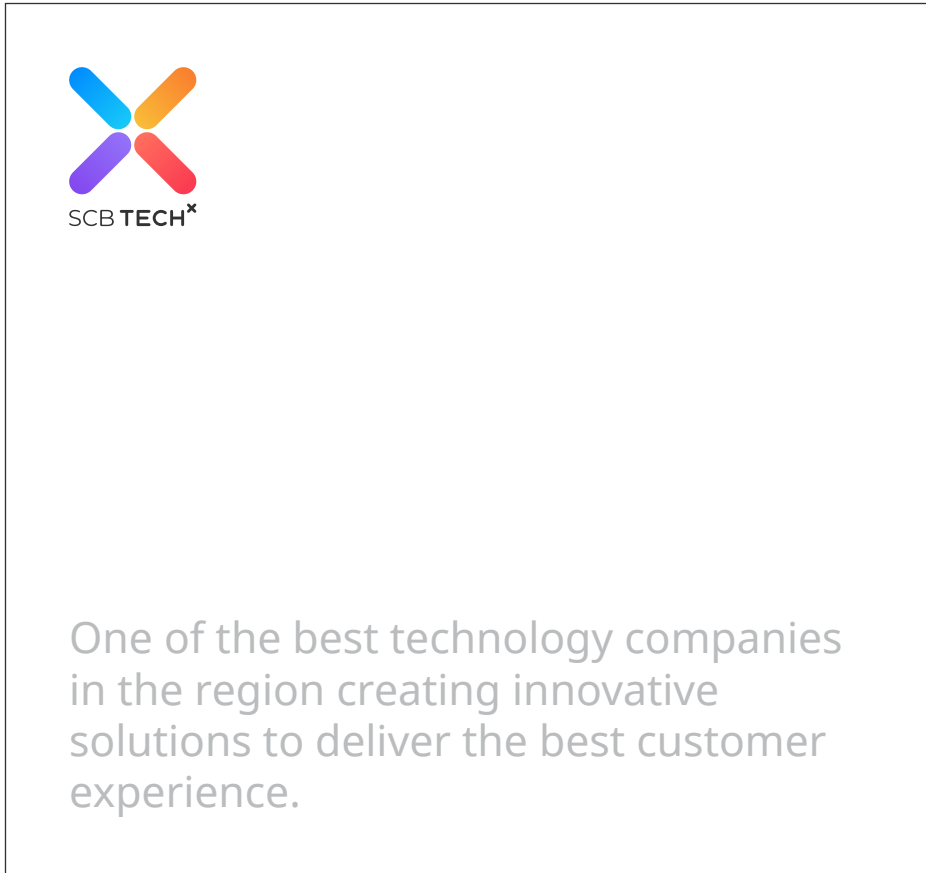
Avoid using background color that has the same value as the logo



Avoid using pattern background

Logo Placement

The primary position of any design materials to place the logo on is at the top left. This is when we want to emphasize the logo and branding before moving to the detail information.



Top left

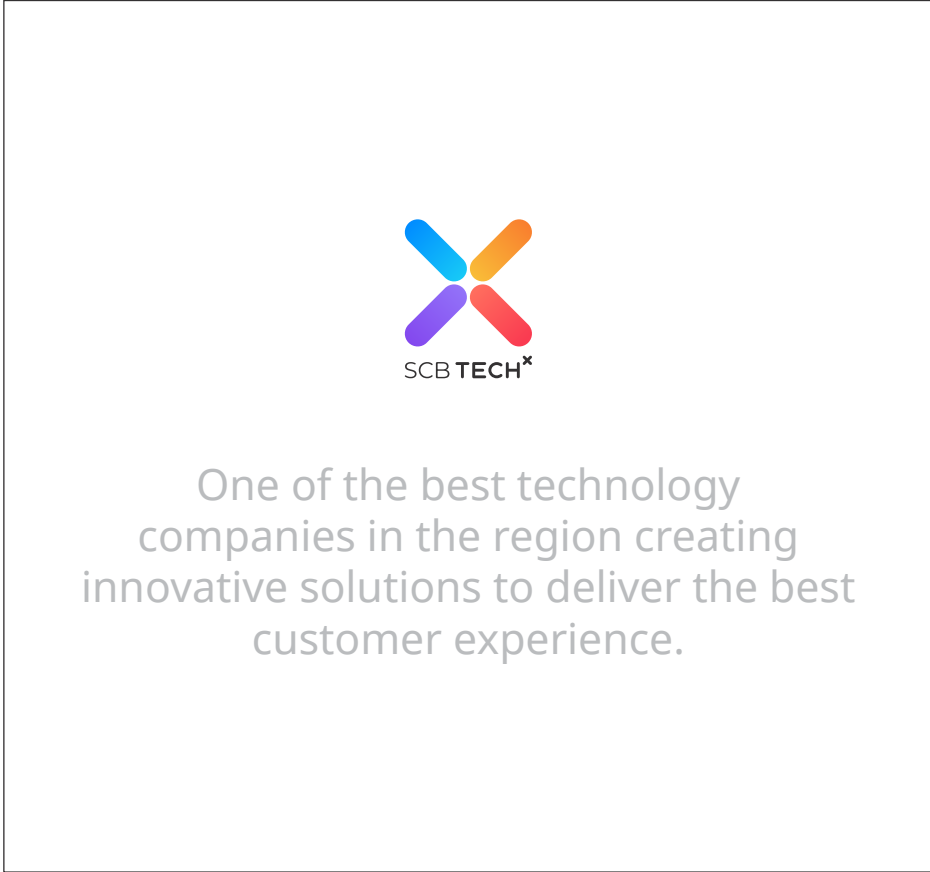


Top left



Logo Placement

The alternative position of any design materials to place the logo at the center of the artwork. This is suite for the media that has less information and require impactful logo to be more standing out



Center



Center

Design decoration

One primary design decoration available is the big X outline icon on the background, placing over the edge of bottom right. And emphasize the colorful message by using X-Rainbow gradient color at the edge of the bottom. In some case, the logo need not to place on the top left but keep it on the left side.



Opacity 40%

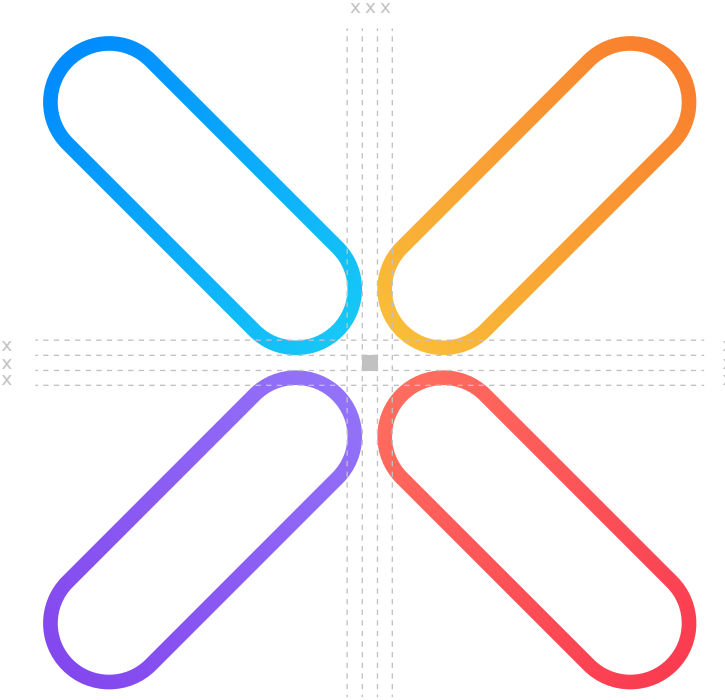
Design decoration

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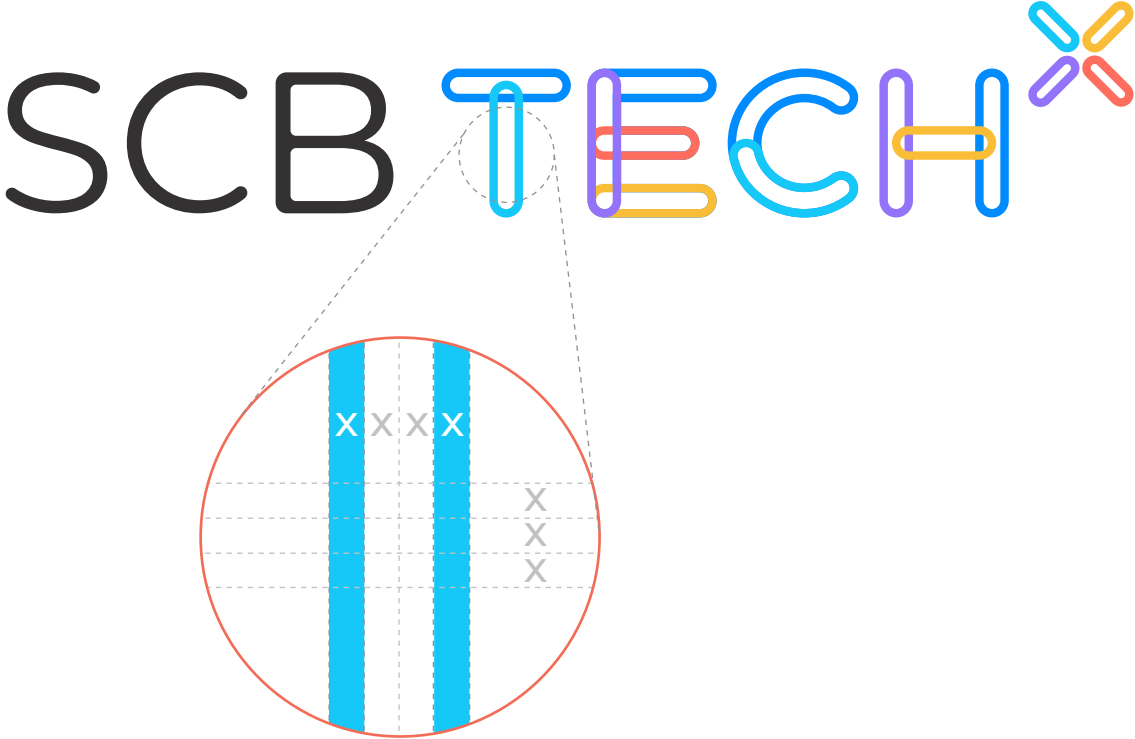
Design decoration

The outline X icon can be used as decoration on any media. The stroke weight is the same width as the space between each legs of the X.



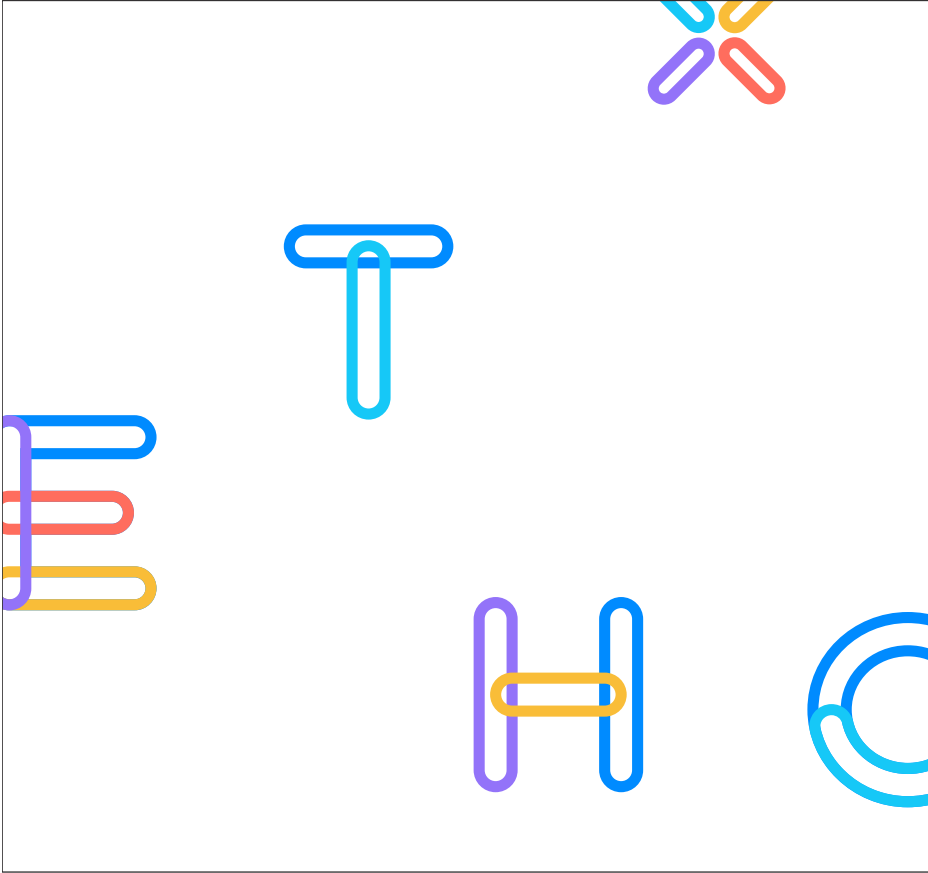
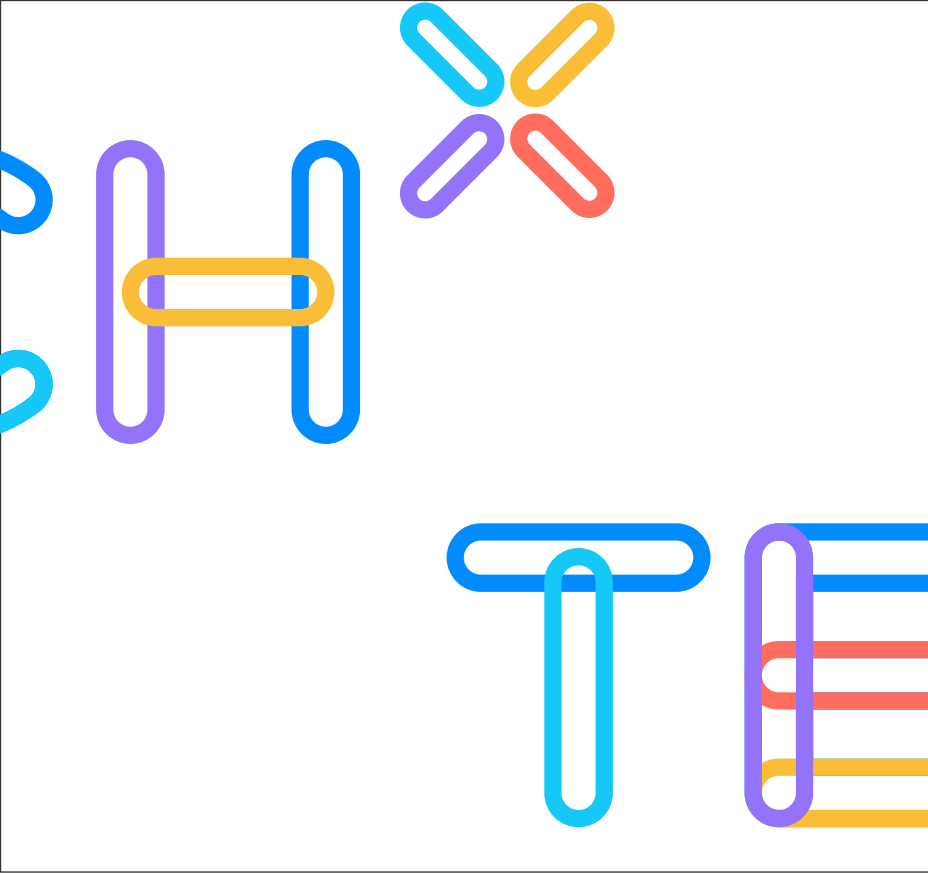
Design decoration

The Secondary logo can be applied as a decorative outline style for create more fun of use.
The stroke weight and spacing as guided below

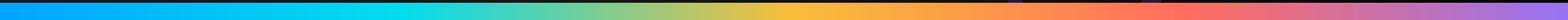


Design decoration

The outline TechX can be placed randomly or as a partial of the name over the edge.



Typeface



English

Noto sans



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()+":?'

ภาษาไทย

Noto sans Thai



ก ข ช ค ต ข ง จ ฉ ช 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 ฦ ล ฦ ๗ ศ ษ ส ห ฬ อ ฮ
๑๒๓๔๕๖๗๘๙๐

Example

This is headline


This is the sub headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

Corporate Template




Corporate Template



Name Surname
Job title
name.surname@scbtechx.io
+66X-XXXX-XXXX

SCB Tech X Co., Ltd.
18 SCB Park Plaza West A, 2nd Floor,
Ratchadapisek Rd., Jatujak,
Bangkok 10900 Thailand

www.scbtechx.io



Name Surname
Job title
name.surname@scbtechx.io
+66X-XXXX-XXXX

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Name Surname
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name.surname@scbtechx.io
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SCB Tech X Co., Ltd.
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Ratchadapisek Rd., Jatujak,
Bangkok 10900 Thailand

www.scbtechx.io

Business cards

Simple but yet represent the branding color in monochrome style. The business cards have 4 colors as a pack to choose or have them all.





Letterhead

The X primary logo is placed on the top left corner.
The company name, address and other information is placed at the bottom which have 2 columns.
The print version will be X-Rainbow gradient color at the edge of the bottom.
But for digital version in MS Words, the X-Rainbow gradient will be a thin line over the company information

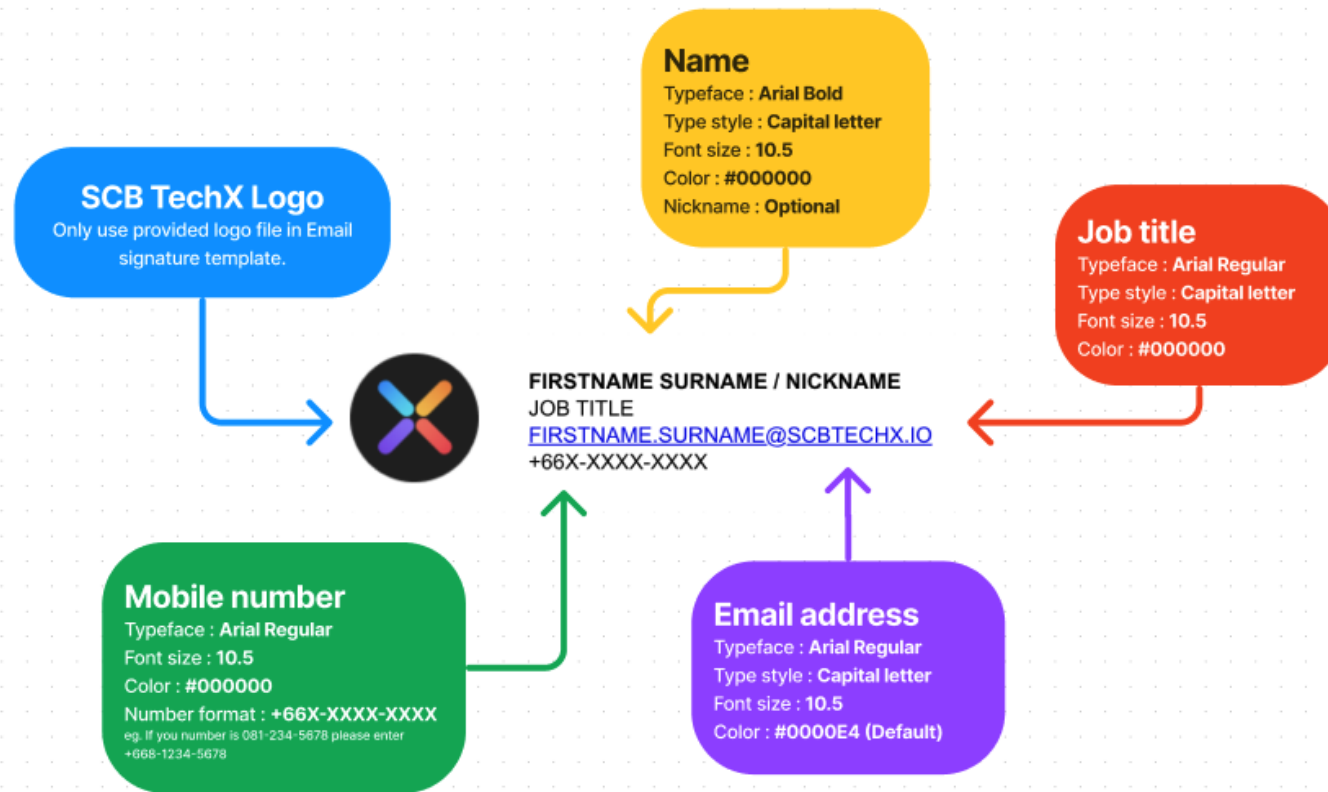
Corporate Template



Envelope

Primary will be used and placed on the top left corner. The outline X watermark is on the bottom right over the edge.

Corporate Template



Email Signature Template

Please follow the email signature guideline or copy it from template in email platform

Additional Items



T-shirt

39



When implementing the logo in printed works using CMYK and the color might look slightly different on the hue than RGB.

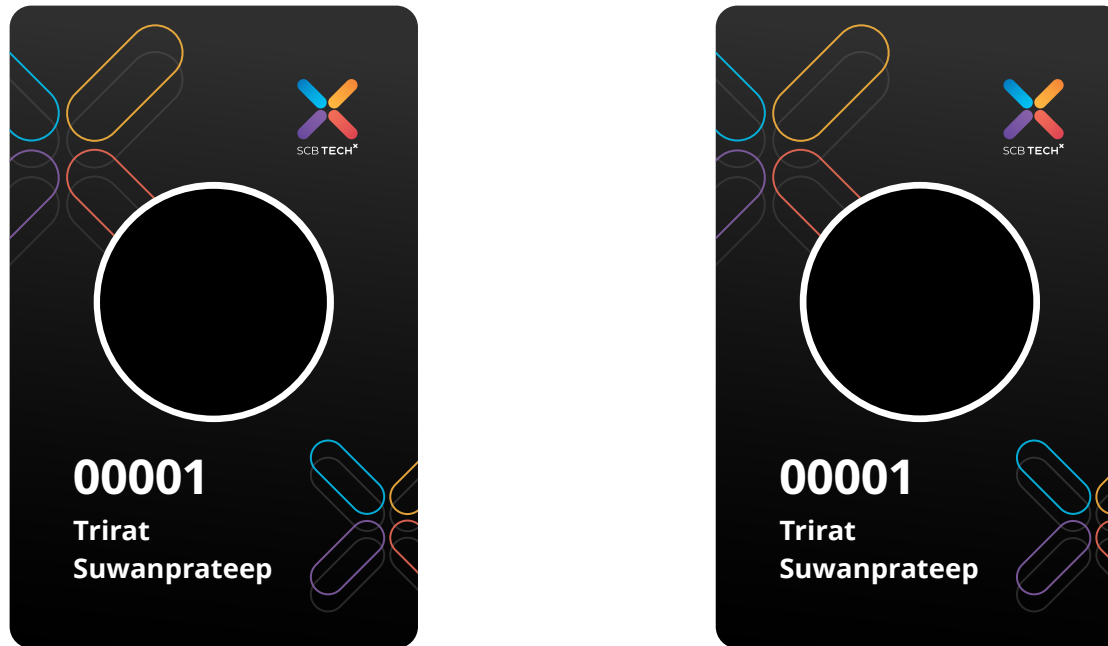
Tote bag

40



The black fabric color use for Tote bag. Using CMYK color similar to T-shirt.

ID Card



The ID Card design in Blck background. It can be applied 4 colors for the background in the future.

Thank you

Trirat Suwanprateeb
Pavarej Hwangdee
Thasanee Pusunthia
Nat Kosiyasathit
Teerada Apiwatpanyakul
Tepin Chinda
Waiyawut Nimkittikul

