



AIT
Asian Institute of Technology

**BRAND
GUIDELINES 2021**

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INTRODUCTION

AIT BRAND STORY

Founded in 1959, the Asian Institute of Technology (AIT) is an international English-speaking postgraduate institution, situated in Bangkok. With the motto of “Social Impact with Innovation,” AIT provides engineering, environment, and management studies for the purpose of capacity building, focusing on sustainable development. The institute possesses a long-standing regional reputation with global connections. It emphasizes injection of innovation into research and teaching, outreach to governments, international organizations and NGOs, its relevance to industry, and entrepreneurship.

VISION

Be a respectable international graduate institution whose research and education contribute to the development of Asia, by making AIT more global, more innovative, more entrepreneurial, and more economically relevant--while leveraging on its social impact core strengths.

MISSION

The mission of AIT in the context of the emerging environment is “to develop highly qualified and committed professionals who will play a leading role in the sustainable development of the region and its integration into the global economy”.

MOTTO

Social Impact with Innovation

BRAND IMAGE

“Sustainability”

Our communications should represent the institute as a sustainable institution, working towards sustainable development of the region.

LOGO

Primary Logo



LOGO

lockups

AIT has two officially approved logos.

- The Primary Logo has the AIT Globe, the alphabets “AIT” and the words “Asian Institute of Technology”.
- The secondary logo has the AIT Globe only.

Usage

- Primary logo used to create college, school or department lockups with the master logo, and used for co-branding along with the logo of a partner.
- The Globe is to be used for sub-branding of Centers/Organizations under AIT, for watermark, for social media profile picture, and for browser tab as a favicon logo.
- All AIT stationery must use the full logo.

Sub-branding Logo/watermark/social media/favicon Logo



LOGO SIZING

Logo Minimum Clear Space (print and online)

Maintaining a clean uncluttered space around the logo maximizes the visual impact of this key brand element. So, in order to ensure that the logo stands out, allow sufficient buffer space around it.

The logo must be surrounded by a clear space equal to:

Keep the logo clear of competing text, images and graphics by maintaining the minimum amount of clear space, equal to the width of the “A” on all sides.

The above rule applies to both other graphic elements and the edge of the paper.

Minimum Size

Primary Logo

The logo should never be used at size smaller than 40 mm wide from side to side for printed materials and 150 px for digital applications. The logo should be used in a size large enough to ensure legibility.

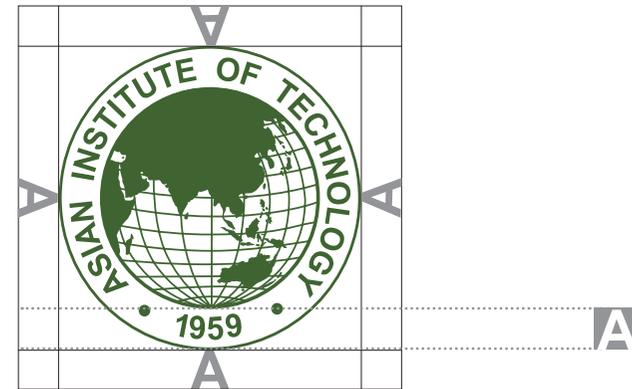
Sub-branding Logo

The logo should never be used at size smaller than 15 mm wide from side to side for printed materials and 50px for digital applications.

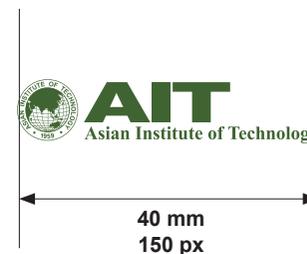
Favicon Logo

The logo should never be used at size smaller than 32 px.

Clear Space



Primary Logo



Sub-branding Logo



Favicon Logo



LOGO COLOR VARIATIONS

Green Version

Green is the preferred color for the logo. Use this version whenever possible.

Grayscale Version

The grayscale and the monochromatic version have been specifically designed to meet some specific printing requirements.

Green Version



Grayscale Version



White Version

AIT primary and secondary colors below are encouraged to be used with the White Version logo. Alternatively, especially for co-branding, the use of White Version logo can be used on any background color or photography in ways that the logo is clearly visible.

White Version



Background Images Version

In particular instances, the AIT logo may be placed on full-bleed imagery. Position the logo over solid contrasting areas within the image. Use photography that does not compete with the legibility of the logo.

Use the green version on light backgrounds.

Use the white version on dark backgrounds.

Do not place any logo over an image, texture, or pattern that diminishes the prominence or legibility of the logo unless use a solid corporate color label behind the logo if there is no other option.

Be selective about where and when the logo is used against imagery or photography.

If you're unsure about using the logo over a photo, please contact OPA for more information.



Dark background



Light background



Complex background

LOGO

Watermark

AIT watermark should only be used in a formal setting and under necessary circumstances. Examples include: stationery from the offices of the President, Dean(s) and official staff.

Watermark can be used with 3 types of formal document: 1) Certificate or Letter of Guarantee, 2) Program Schedule, and 3) Invitation Letter.

The logo file for watermark can be found in the asset folder.

Copyright Watermark logo

AIT watermark logo is an effective way to reduce risk of unauthorized media use. A watermark partially covers a media until the image becomes licensed for use, at which time it gets removed.

The AIT Globe logo is applied to the bottom right-hand corner of all videos/photographs. It can be applied in colour or in negative, depending on the video requirements.

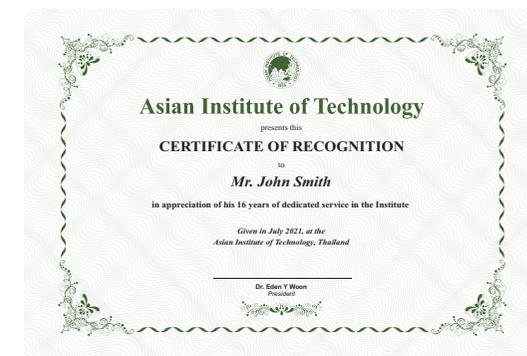
These rules are flexible in order to adapt the video to the different platforms.

Copyright watermark logo can be used with 3 types of medias: 1) Photo, 2) Video, and 3) Publications.

Program Schedule/ Invitation Letter



Certificate



Video



Photography



GENERAL RULES FOR LOGO USE

To maintain a quality image worldwide, it is essential that every member maintain the integrity of Asian Institute of Technology logo by displaying it in its correct form.

- The Asian Institute of Technology logo must always be reproduced exactly as specified in this manual.
- The logo must always be reproduced in its entirety. No elements are to be used separately.
- The logo must always be used in proportion, regardless of the size, never distort or skew the logo from its original form.
- The logo may be printed only in the colors displayed as mentioned in this Brand guidelines. No other color combinations are acceptable.
- Maintain the size and spacing ratios of each component.
- In the case of newspaper advertising, the Asian Institute of Technology logo can be printed in black and white
- Never tilt or rotate the logo unless all elements are rotated to the vertical, as on the spine of a book or binder.

For design situations involving unusual uses for technical situations you must get clearance first.

Please contact: opa@ait.ac.th for more information.



1. Don't crop the logo.



2. Don't recolor the logo.



3. Don't rearranging key elements in the logo.



4. Don't add elements in the logo.

LOGO MISUSE

Misuse of AIT logo devalues it. Illustrated here are common mistakes to avoid.



5. Don't add a drop shadow to the logo.



6. Don't screen the logo.



7. Don't stretch, condense or change the dimensions of the logo.



8. Don't outline the logo.



9. Don't rotate the logo.

Examples of AIT Sub-brands

SUB-BRANDS LOGOS LOCKUPS

Outreach Centers are eligible to receive a sub-brands logo. They have their own equity and distinct missions, and can focus on a slightly different audience.

To reinforce their relationships with AIT, they must always be locked up with the AIT sub-branding logo, but they may retain their own logos within the structure.

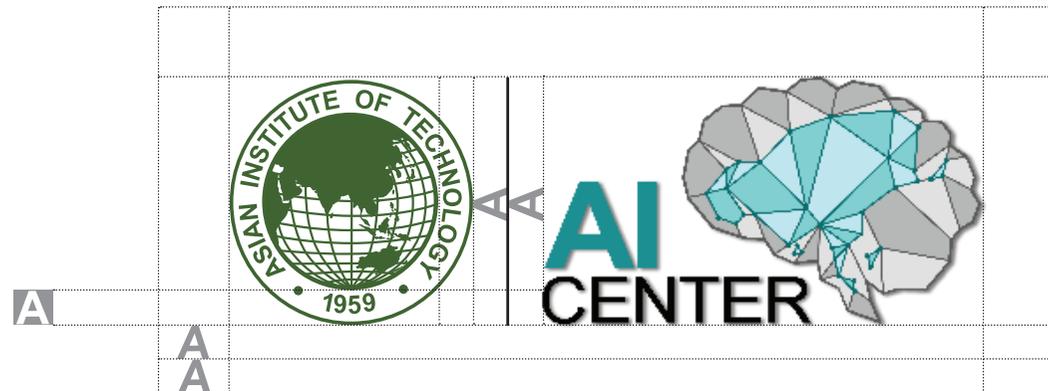


Sub-brands Logo Minimum Clear Space (print and online)

Regardless of scale, the minimum size of the clear zone for the sub-brand lockups and alternate sub-brand signature must equal the size of a box represented in the yellow box labeled “A”.

The above rule applies to both other graphic elements and the edge of the paper.

Clear Space



Sub-brand Website Example



Sub-brands Logo placement

websites and mobile websites/apps

On desktop websites and mobile websites/apps, they must always be locked up with the AIT sub-branding logo, but they may retain their own logos within the structure.

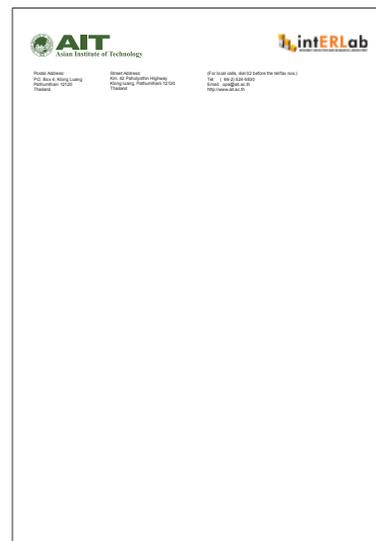
Publications

Logo placement is important, especially when paired with an outreach center.

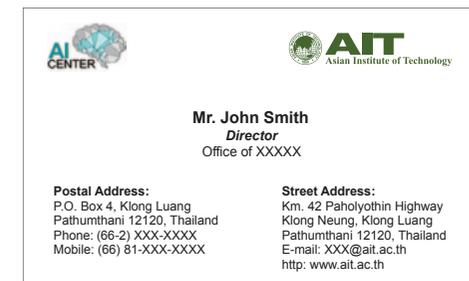
To standardize official letterhead, the preferred placement for the AIT logo is in the left corner of the layout, while an outreach center logo should be in the top right corner ideally.

For name cards which is represent each outreach center, the preferred placement for the outreach center logo is in the left corner, while AIT full logo should be in the top right corner ideally.

Sub-brand Letterhead Example



Sub-brand Name-Card Example



VISUAL IDENTITY

Lato Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Metropolis Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Lato Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Metropolis Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Lato Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Metropolis Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

TYPOGRAPHICAL RULES

The Lato font family and The Metropolis font family should be used in any copy and or text driven graphic material to ensure a consistent look and feel to Asian Institute of Technology branding system.

Lato Black

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Metropolis Black

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COLOR PALETTE

The Primary and Secondary Color palettes here are the brand's signature palette and will greatly aid as a notable identifier to our brand in terms of color usage.

Primary color

AIT Green Logo color is Primary Color in most significant identifier. It must be present throughout all brand collateral but does not always have to be the dominant color. Our primary color are suitable for headlines and subheadlines.

Secondary colors

The Secondary Color palette along with our Primary Color above are the brand's signature palette and will greatly aid as a notable identifier to our brand in terms of color usage.

Lime Green is best used as the point of emphasis for backgrounds or as the color of headline typography.

Sage Green is best served as colors for typography or subtle accents when used in conjunction with our primary and accent colors.

Dark Grey is best served as color for typography, backgrounds or subtle accents when used in conjunction with our primary and accent colors.

Light Grey is best served as color for backgrounds or subtle accents when used in conjunction with our primary and accent colors.

Primary Color



Pantone
7743 C
Process
C75 M38 Y96 K30
Spot
R63 G100 B51
Hex
#3F6433

Secondary Colors



Pantone
2300 C
Process
C40 M5 Y100 K3
Spot
R161 G190 B55
Hex
#A1BE37



Pantone
4205 C
Process
C40 M10 Y60 K5
Spot
R153 G183 B126
Hex
#8DB37F



Pantone
7540 C
Process
C25 M20 Y20 K75
Spot
R73 G74 B75
Hex
#494A4B



Pantone
Cool Gray 5 C
Process
C25 M20 Y20 K5
Spot
R182 G182 B182
Hex
#B6B6B6

School of Engineering and Technology (SET)



Pantone: 1805 C
Process: C22 M97 Y88 K13
Spot: R175 G40 B47
Hex: #AF272F

Secondary Colors/School Colors

School Color palettes are Secondary Colors of AIT. They must be used with AIT Primary Color to identify itself as part of AIT. The School Color acts as an identifier of each school -- its image and expertise. However unique each school is, they are part of AIT.

Do not use School Colors to create AIT Logo to avoid misrepresentation of the institute's branding identity.

School of Environment, Resources, and Development (SERD)



Pantone: 2418 C
Process: C90 M20 Y100 K10
Spot: R0 G135 B67
Hex: #008743

School of Management (SOM)



Pantone: 540 C
Process: C100 M80 Y40 K40
Spot: R8 G48 B80
Hex: #083050

PHOTOGRAPHY

Photography should add value and further develop our brand as a leading and unique multicultural institution of higher learning for sustainable development in Asia and the Pacific. The style of photography is bright, natural, and well balanced, presenting AIT as a well-established institution with an up-to-date look and feel.

Style

Education

Educational subject photography should capture learning opportunities in settings that represent AIT's expertise in Engineering, Environment and Management.

People

When possible, our subject should be in soft natural light, with composition and background that represent AIT's image – well-established and up to date. Group photo should represent cultural diversity.

Campus

It's important to showcase our campus dynamically and consistent with our brand identity. Consider utilizing green environment in soft natural light.

Education



People



Campus



BRAND RESOURCES

STATIONERY

AIT offers multiple resources for schools, departments and units on campus that need standardized letterhead, and business cards.

Letterheads

AIT has created a standard template for letterhead. Using these templates ensures consistency across the brand and keeps printing costs to a minimum.

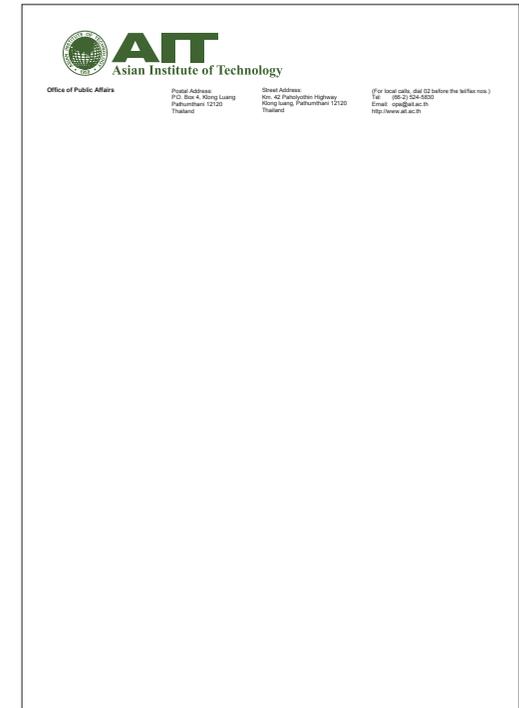
The template of the AIT letterheads is available with the Office of Public Affairs (OPA).

Letterheads

AIT letterhead



School/Office letterhead



Name cards

The template of the AIT name card is available with the Office of Public Affairs (OPA). All name cards must adhere to this format.

If additional information like designation, email etc are to be inserted, please contact OPA for more information.

Email Signature

Using one simple, branded email signature across schools, offices, and departments on campus helps strengthen AIT visual identity.

You can create an email signature under the “settings” menu of your Google Mail account.

If you need assistance, please contact the Office of Public Affairs (OPA).

How to Format Your Signature

Color

Do not use colors outside of black or gray.

Font

Arial or basic sans-serif font.

Name cards



Email Signature

