



Tourism Authority of Thailand (TAT)
Brand Guidelines

amazing
THAILAND

Introduction

These guidelines provide you with the rules for using Tourism Authority of Thailand's assets in marketing communications.

Please study carefully before use, to ensure that we achieve optimum quality and consistent results when using our brand.

If you have any questions regarding these guidelines please email us on info@tourismthailand.co.uk or call 020 7925 2511.

The Amazing Thailand logo



www.tourismthailand.co.uk

The Amazing Thailand logo - *colourways*



1. Full colour version to be used on light backgrounds
File name: Amazing_Thailand_Logo_CMYK_BlK_URL.eps



2. Reversed out version for dark backgrounds
File name: Amazing_Thailand_Logo_CMYK_Wht_URL.eps



3. All white version for one colour printing only
File name: Amazing_Thailand_Logo_White_URL.eps

The Amazing Thailand logo - *spacial parameters*



The logo should have this space around it as a minimum



Minimum width no less than 25mm

The Amazing Thailand logo - *usage guide*

CORRECT - All colours stand-out against background



INCORRECT - Some colours disappearing against background



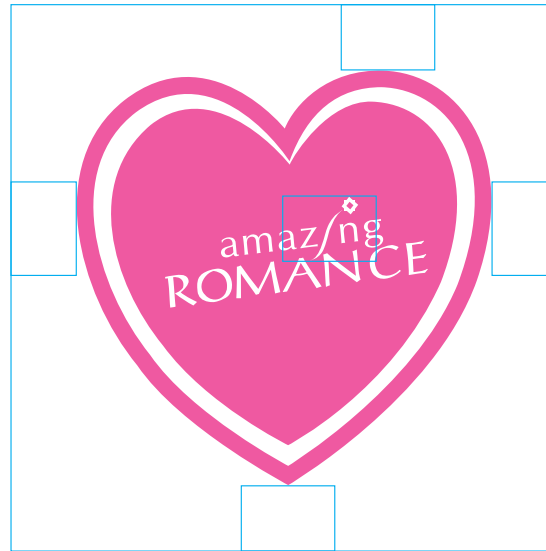
Amazing Romance logo



Used for Thailand romantic promotions

File name: Amazing Romance Logo

Amazing Romance logo - spacial parameters & usage



The logo should have this space around it as a minimum



CORRECT - This is how the logo should appear



Minimum width no less than 15mm



Typefaces

Advertising Headline font: Handserif Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline font: Perpetua Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy font: Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy font: Helvetica Roman




ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy font: Helvetica Bold


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colour palettes



	Magenta C10, M100, Y0, K0
	Green C80, M0, Y100, K0
	Dark Blue C100, M90, Y0, K30

	Lime C25, M0, Y100, K0
	Red C0, M100, Y100, K0

	Cyan C80, M0, Y0, K0
	Black C0, M0, Y0, K100

Contact details

For further information about Tourism Authority of Thailand (TAT) brand guidelines please contact
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