



Full colour logo to be used on all artworks

## Amazing Thailand Logo

Wherever possible please use the full colour logo.  
Where this isn't possible use the white out version.

### Minimum size

The logo shouldn't be too small so make sure  
you do not go beneath the specified size below.



White out logo to be used if the colour logo isn't legible



## Colour palette

Our two primary colours are from the Amazing Thailand logo. Our secondary colours can vary as we take inspiration from the vibrant Thailand imagery used within our advertising. If we work with Sawasdee or another alternate third party then we use their colours.



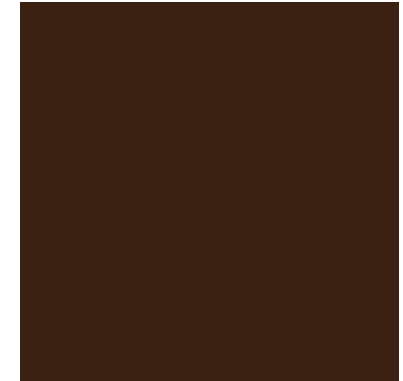
Primary Yellow  
C0 M25 Y100 K0



Primary Pink  
C0 M0 Y95 K0



Sawasdee Yellow  
C0 M25 Y100 K0



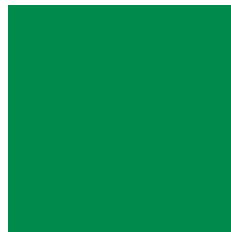
Sawasdee Brown  
C0 M0 Y95 K0



Secondary Teal  
C100 M25 Y53 K0



Secondary Peach  
C0 M52 Y68 K0



Secondary Green  
C100 M25 Y100 K0



Secondary Blue  
C60 M25 Y0 K0



## Fonts

Handserif medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Helvetica Regular

Our secondary font.

Use Helvetica Regular for general  
body copy and Ts&Cs

abcdefghijklmnopqrstuvwxyz

