



Brand Identity Guidelines

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1.0 Brand Logo

01

01

Brand Logo

Primary Logo

Logo Color Variations

App Icons

Logo



payso

Symbol

Logotype

Logo



Symbol



Our logo is the face of Payso —the primary visual expression we use to identify ourselves. This means we must use it correctly and consistently.

Brand Name Spelling

Payso

Payso

01

Brand Logo

Primary Logo

Logo Color Variations

App Icons

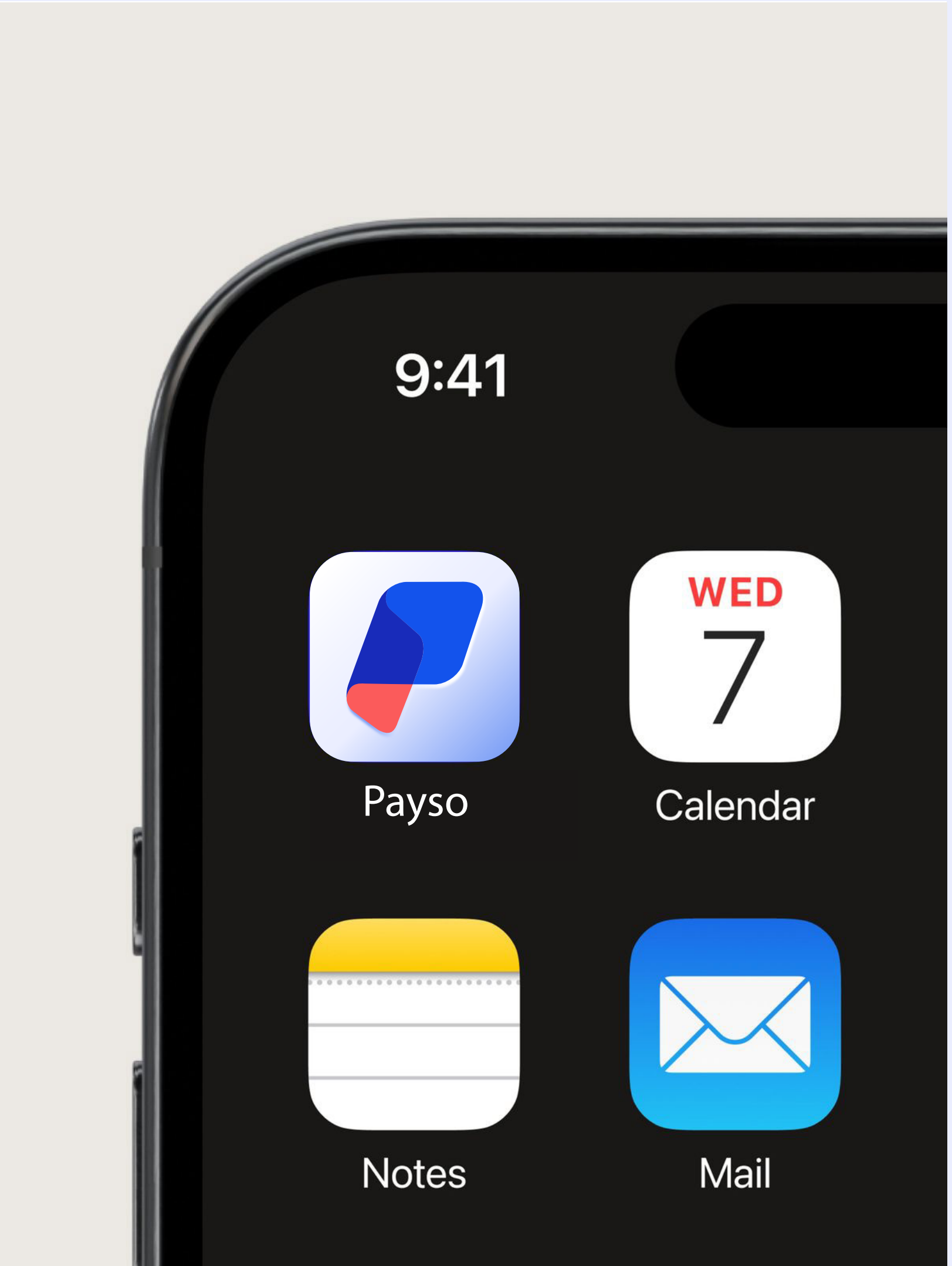
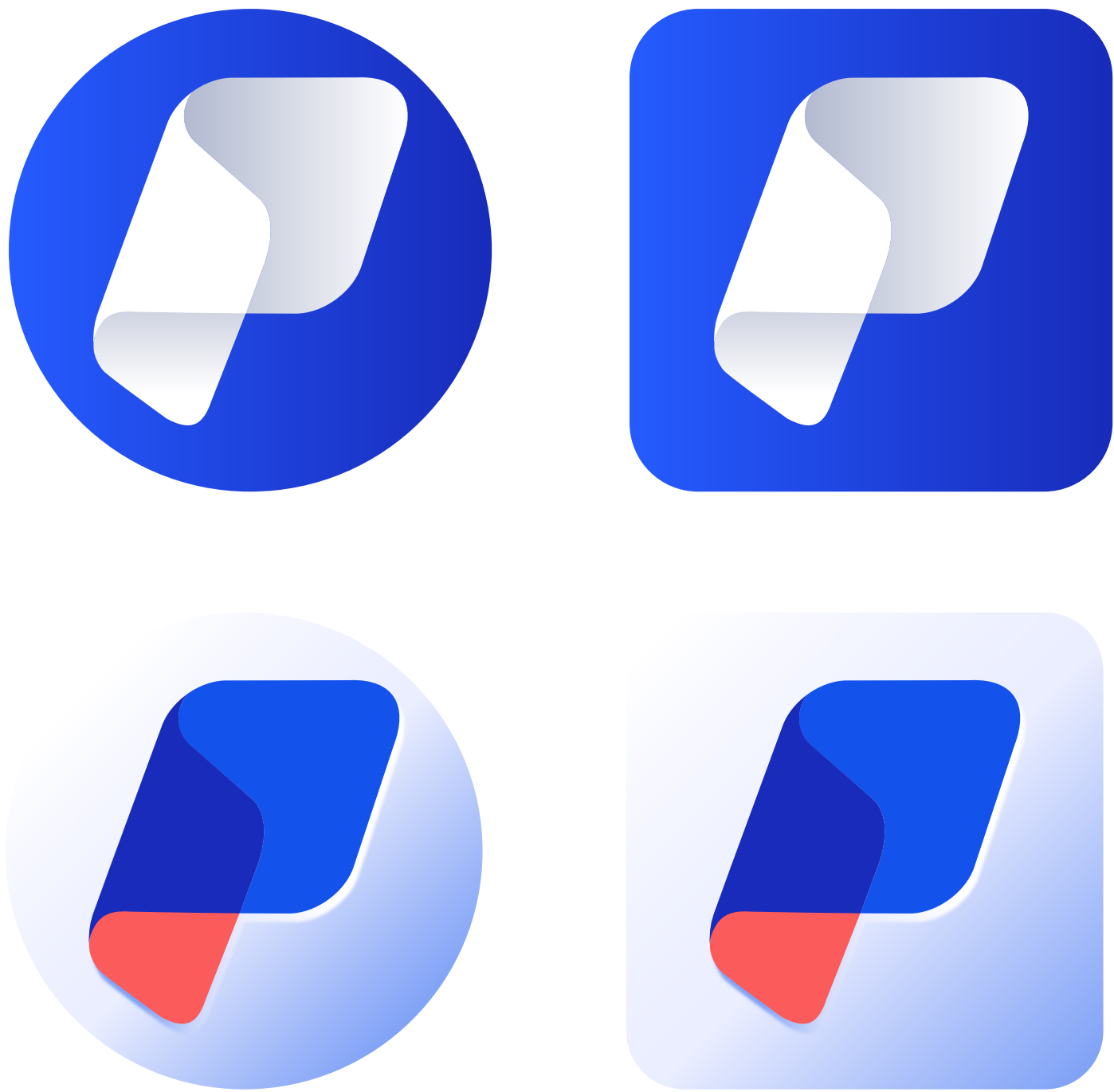


01

Brand Logo

Primary Logo
Logo Color Variations

App Icons



2.0

Logo Usage

02

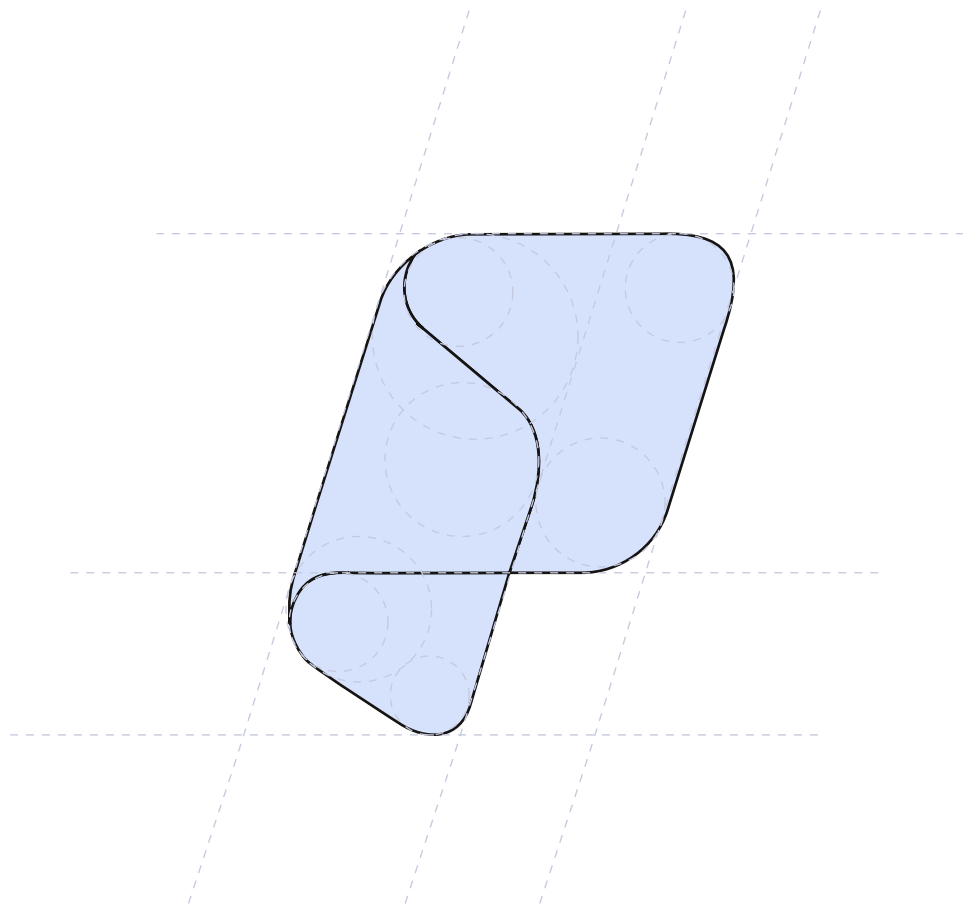
02

Logo Usage

Clear Space

- Minimum Size
- Logo don't
- Logo do
- Co-Branding

Horizontal



Vertical



02

Logo Usage

Clear Space

Minimum Size

Logo don't

Logo do

Co-Branding



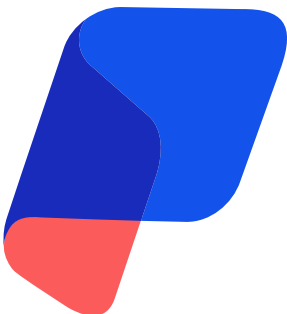
409px



284px



142px



117px



57px



27px

02

Logo Usage

- Clear Space
- Minimum Size
- Logo don't**
- Logo do
- Co-Branding

Do not rotate the logo
Do not reposition elements



Do not change or alter
any font



Do not stretch or squeeze



Do not change the colors



02

Logo Usage

Clear Space
Minimum Size
Logo don't
Logo do
Co-Branding

Do	Do	Do	Do
			
Do	Do	Do	Do
			
Do	Do	Do	Do
			

02

Logo Usage

- Clear Space
 - Minimum Size
 - Logo don't
 - Logo do
- ### Co-Branding



3.0 Color Palette

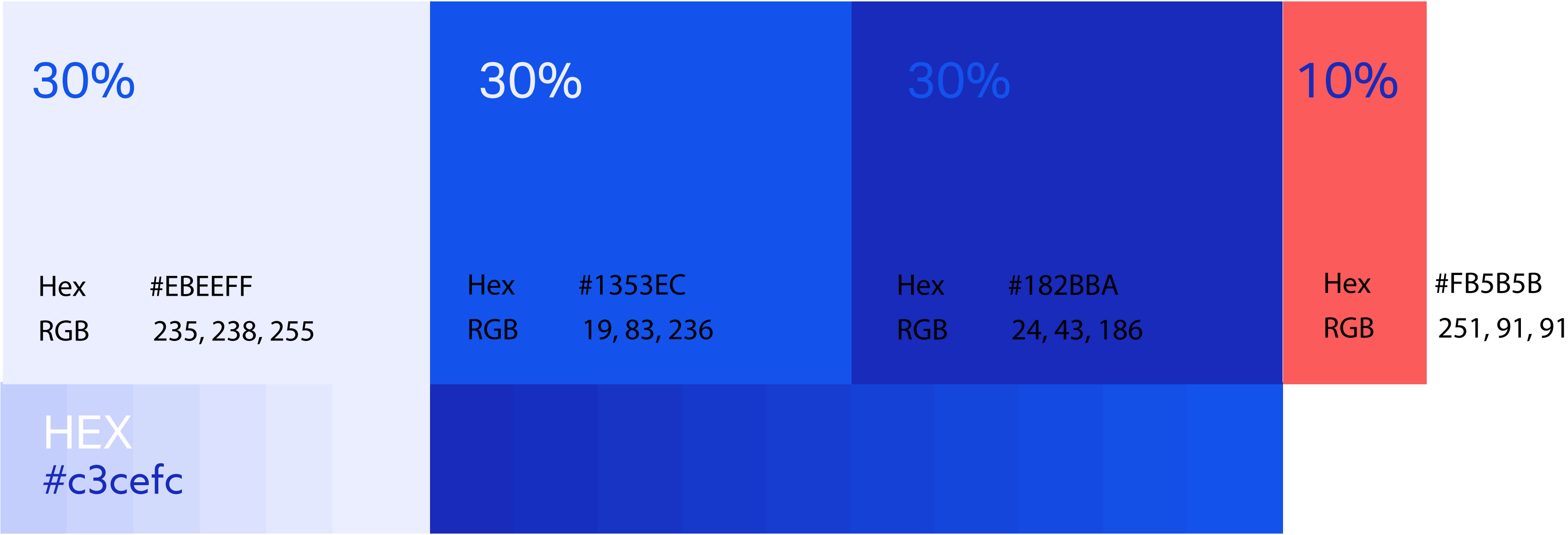
03

03

Color Palette

Brand Colors

RGB



CMYK



4.0 Typography

04

04

Typography

Primary Font

Secondary Font

Hierarchy



Noto Sans Thai

Noto Sans Thai

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R S T U V W X Y Z

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กบ

กบ

กบ

กบ

กบ

Bold

SemiBold

Medium

Regular

Light

04

Typography

Primary Font

Secondary Font

Hierarchy

Main Heading

75px

Subheading

46px

Paragraph

28px

Register

28px

5.0 Brand Application

05

05

Brand Application

Icon

Pattern & Element

Visual

Print & Souvenirs



05

Brand Application

Icon
Pattern & Element
Visual
Print & Souvenirs



05

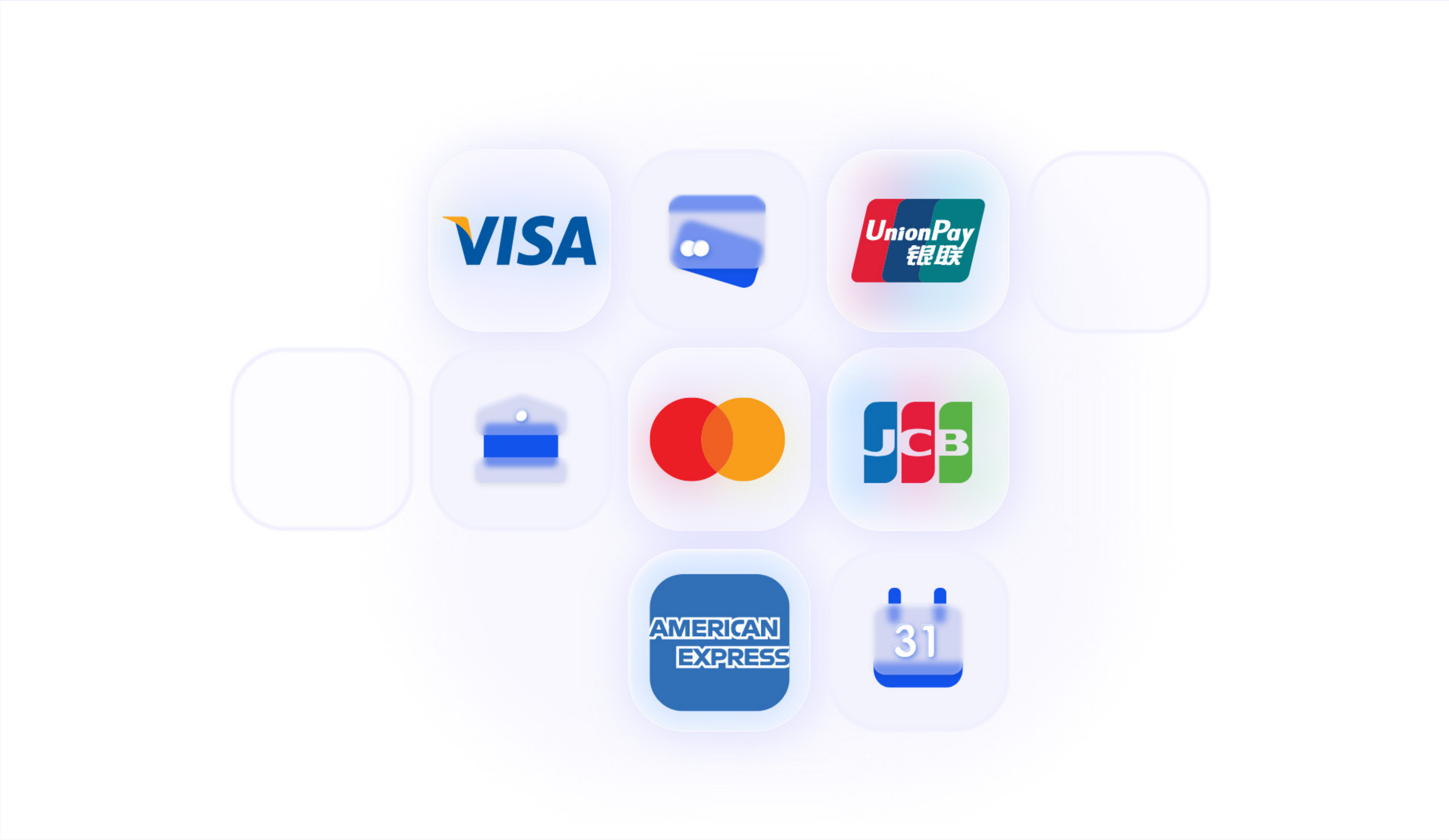
Brand Application

Icon

Pattern & Element

Visual

Print & Souvenirs



05

Brand Application

Icon

Pattern & Element

Social Media

Print & Souvenirs



05

Brand Application

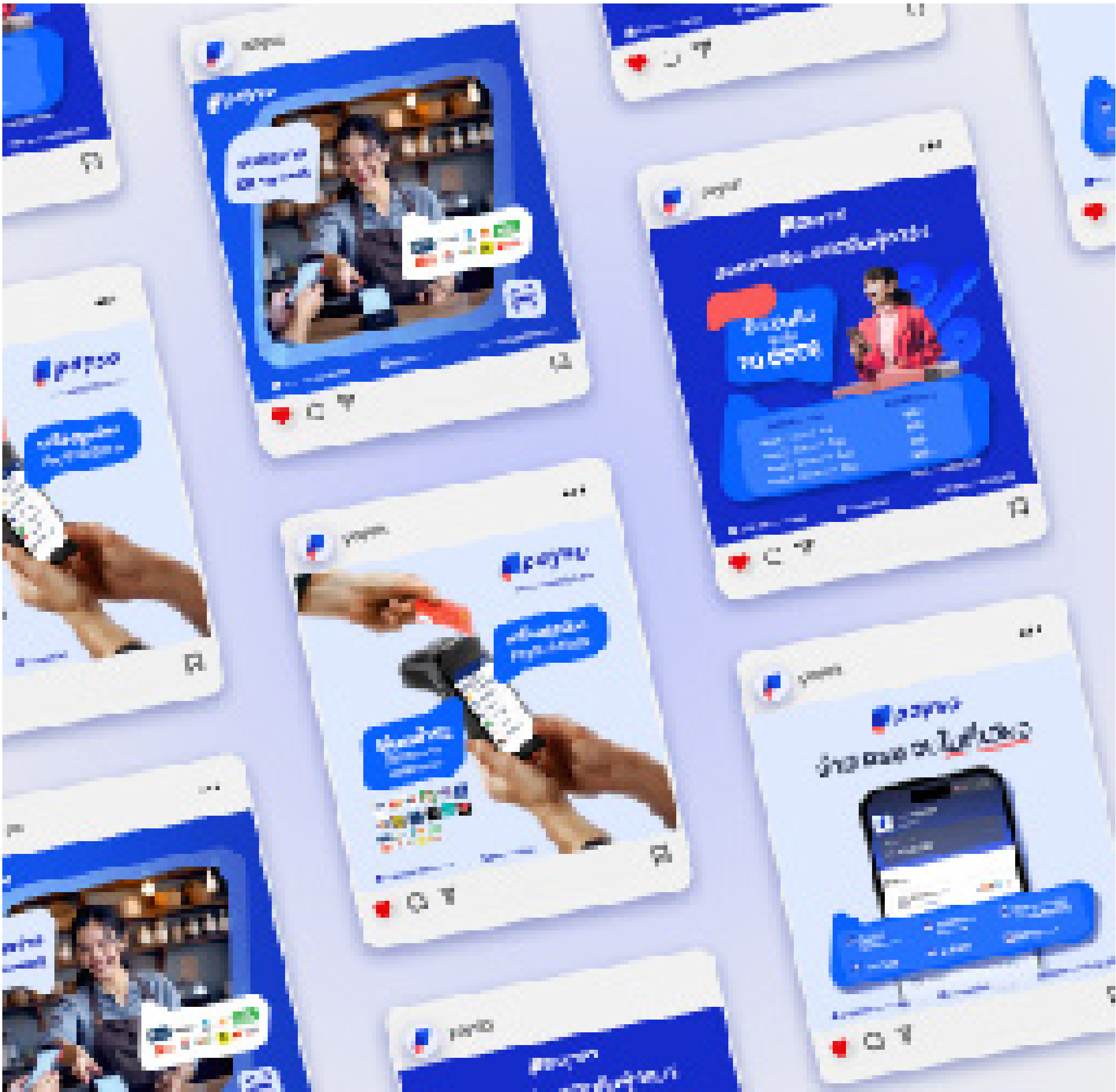
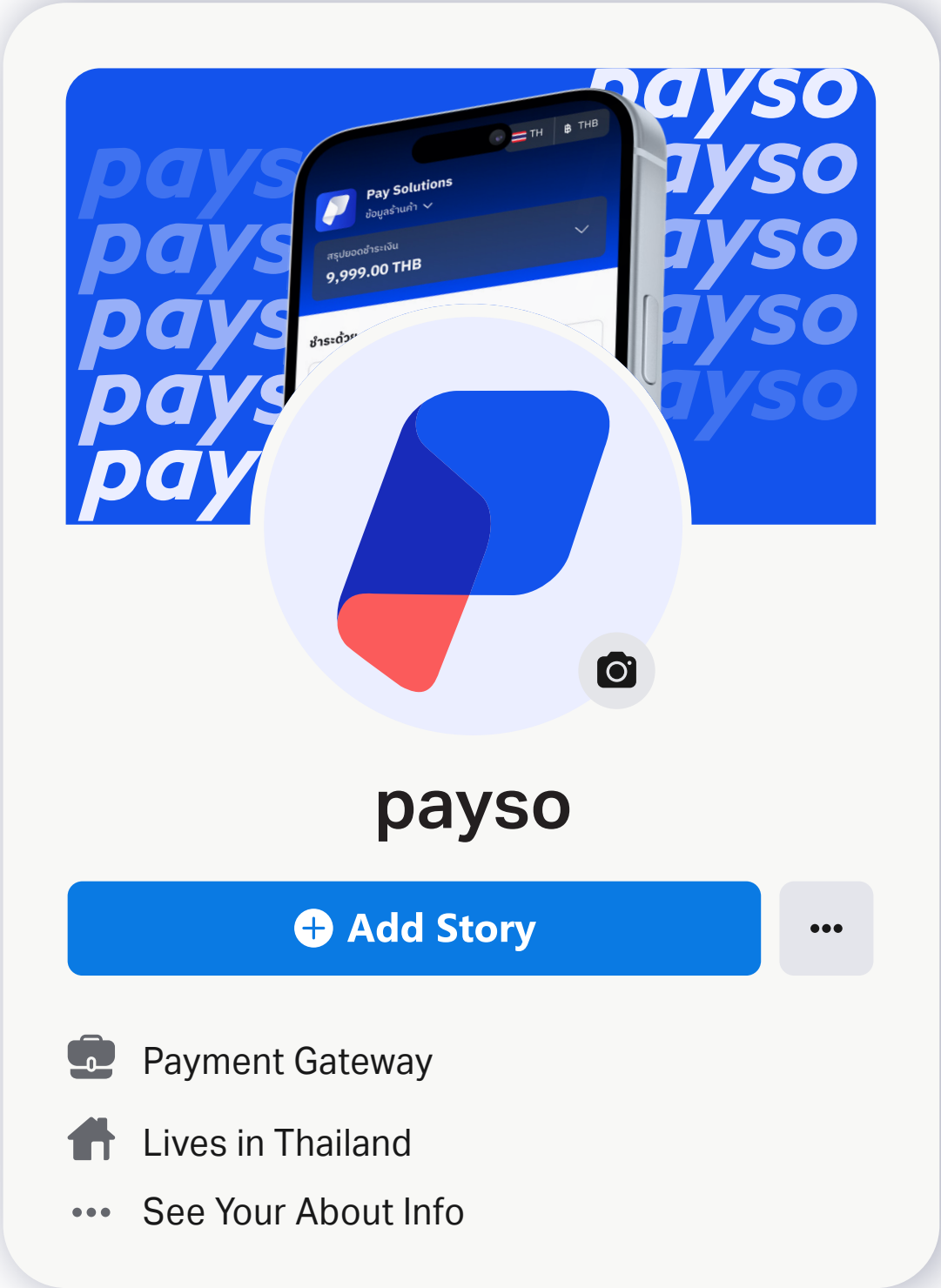
Icon
Pattern & Element
Social Media
Print & Souvenirs



05

Brand Application

Icon
Pattern & Element
Social Media
Print & Souvenirs



05

Brand Application

Icon
Pattern & Element
Social Media
Print & Souvenirs



05

Brand Application

Icon
Pattern & Element
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Print & Souvenirs



05

Brand Application

Icon
Pattern & Element
Social Media

Print & Souvenirs



05

Brand Application

Icon
Pattern & Element
Social Media

Print & Souvenirs



The background features two large, overlapping, rounded rectangular shapes in shades of blue. The top shape is a darker blue, and the bottom shape is a lighter blue, creating a layered effect.

THANK YOU