

FASTKET

BRAND VISUAL GUIDELINE

BRAND

VISUAL

& GRAPHIC SYSTEM

MAIN LOGO

FAST***K***ET

LOGO
COLOR
USAGE

FASTKET

FASTKET

FASTKET

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LOGO MINIMUM SIZE

When it comes to its size, we think our logo is wonderful in any size. So scale it to the available space, purpose, and legibility. But don't go too small as it might damage its integrity. So please refer to the minimum size guide shown here for digital and print.

DIGITAL



10 px

PRINT



0.5 cm.

LOGO INCORRECT USAGE

When our logo appears on a white background, use our primary colour. But when it appears on different backgrounds, think about maintaining contrast, clarity, and legibility. Sometimes, the logo needs to be reversed out. See the examples given to guide you.



DON'T stretch the logo



DON'T add an outline to the logo



DON'T change the spacing of the logo



DON'T extend the logo



DON'T reposition to the logo



DON'T rotate the logo



DON'T outline the logo



DON'T use non-approved colours



DON'T mask a photo with the logo



DON'T place the logo on a colour without sufficient contrast



DON'T place the white logo on a colour without sufficient contrast



DON'T use an overly busy background image

COLOR



<input checked="" type="radio"/> R: 184	C: 19 %
<input type="radio"/> G: 33	M: 99 %
<input type="radio"/> B: 38	Y: 98 %
	K: 10 %
No: b82126	

<input checked="" type="radio"/> R: 153	C: 25 %
<input type="radio"/> G: 0	M: 100 %
<input type="radio"/> B: 18	Y: 100 %
	K: 24 %
No: 990012	

<input checked="" type="radio"/> R: 101	C: 34 %
<input type="radio"/> G: 9	M: 98 %
<input type="radio"/> B: 12	Y: 93 %
	K: 52 %
No: 65090c	

<input checked="" type="radio"/> R: 68	C: 47 %
<input type="radio"/> G: 2	M: 85 %
<input type="radio"/> B: 4	Y: 75 %
	K: 71 %
No: 440204	

WHITE
100%

BLACK
40%

BLACK
100%

TYPOGRAPHY

THAI HEADLINE

Aa

Supermarket

ก ข ค ต บ ว ง จ ฉ ช ฌ ญ ฎ ฏ ฐ ท ฉ ล ด ต ก น ร น บ ป พ ฟ พ ฟ
ภ ม ย ร ล ว ศ ษ ส ห ฬ อ ฮ ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๐ ๐- ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๐ , ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๐ ,

THAI BODY TEXT

Aa

Sukhumvit Set

ก ข ช ค ต ช ง จ ฉ ช ฌ ญ ฎ ฏ ฐ ท ฉ ล ด ต ก น ร น บ ป พ ฟ พ ฟ
ภ ม ย ร ล ว ศ ษ ส ห ฬ อ ฮ ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๐ ๐- ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๐ , ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๐ ,

ENGLISH

Aa

Avenir

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Thank you