



Amazing Thailand Safety & Health logo

Campaign Identity Guideline

Department of Tourism Products and Businesses
The Tourism Authority of Thailand (TAT)

*Permission from the Tourism Authority of Thailand
is required for logo usage.

Proportions & Space

The logo placement must leave a space around image borders, graphics or letters. The logo placement must not overlap with other content in the designated area.





R:0 G:115 B:180
C:90 M:50 Y:5 K:0

Colour & elements

The Amazing Thailand Safety & Health logo consists of letters, geometric shapes and other included logos. Colour measurement must be set according to the specified measurements provided.

*Refer to the Identity Guideline of each specific logo for usage of other included logos.

Logo usage

The logo placement must be in a distinctive colour space in order to make the logo stand out from the surrounding content. The logo has 3 styles: coloured logo, black logo and white-bordered logo. Logo usage is divided as in the examples provided.

*Caution: it is advised not to place the logo in a space that has a similar colour or visual weight.



TATSana Chon

က ဗ ဓ ဓ ဓ ဗ ဂ ဂ ဂ ဗ
ဗ လ လှ ဂ ဂ ချ ဂ လ
လ ဂ ဓ ဓ ဂ ဂ ဂ ဂ ဂ
ပ ပ ပ ပ ပ ပ ပ ပ
ခ ဓ ဗ ဓ ဓ ဓ ဓ ဓ

Letters

As for the letters used in the logo or creative works, TATSana Chon font can be used in every visual weight for any design works in the project. The font can be used for both headlines and text.