Identity Manual

2019 edition

มหาวิทยาลัยอัสสัมชัญ
ASSUMPTION UNIVERSITY
of THAILAND

Identity Guidelines

The best way to raise public awareness of Assumption University is to communicate a cohesive identity through consistent use of graphic form and language. However we also recognize the need of the various departments, offices and facilities that comprise AU to express their own individual identities. There is a need to maximize both consistency and flexibility.

Assumption University was initially originated from Assumption Commercial College in 1969 as an autonomous higher education institution under the name of Assumption School of Business. In 1972, with the approval of the Ministry of Education, it was officially established as Assumption Business Administration College or ABAC. In May 1975, it was accredited by the Ministry of University Affairs. In 1990, it was granted new status as "Assumption University" by the Ministry of University Affairs.

The University is a non-profit institution administered by the Brothers of St. Gabriel, a worldwide Catholic religious order, founded in France in 1705 by St. Louis Marie De Montfort, devoted to education and philanthropic activities. The congregation has been operating many educational institutions in Thailand since 1901.

The University is an international community of scholars, enlivened by Christian inspiration, engaged in the pursuit of truth and knowledge, serving the human society, especially through the creative use of interdisciplinary approaches and cybertechnology.

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Official Logos

Primary logo

The primary logo should have a prominent presence in most communication to represent Assumption University. Use in all cases where space permits.

BROTHERS OF ST.GABRIEL The name "the Brothers of St.Gabriel" reminds us of those Brothers who sacrificed their lives, and their mother's land, in order to help educate and develop our Thai children to grow in the right path. "LABOR OMNIA VINCIT" is the motto of our university. "We can overcome all difficulties through working hard," or, as the Latin proverb says : "Work conquers all things,"

"LIFE-BOAT" SYMBOLIZED BY "THE SHIP IN THE SEA" ST.GABRIEL "The ship in the Sea" symbolizes that we have to keep on struggling and facing different difficulties in the sea of life, just like the ship or the boat that fights stormy wind, steamy sun and rainy sea in order NOT to capsize in the middle of the sea. This should always remind us that "Life is a Struggle" or "To Live is to Struggle" against the problems and difficulties and not to give up.

"DS" (READ "D AND S") CROSS IN THE MIDDLE WITH THE CROSS "D" or Divinity represents "Religion". The Cross is the symbol of "love" and sacrifice "S" or "Science" means "Knowledge," which is the root of man's ability to reason. Moreover, D|S also comes from the French phrase, "Dieu Seul," which means "ALL WE DO IS FOR THE GRACE OF GOD ONLY."

A.M. AND THE WHITE LILIES "A.M." is abbreviated from a Latin word, "ALMA MATER," meaning literally," Dear Mother," in Latin and indicating " MOTHER COLLEGE," which symbolizes that our institution is like our "Alma Mater", our own birth place and as a part of our own families. Moreover, "A.M" is also abbreviated from "AVE MARIA" (in Latin), the name of Jesus' Mother.

THE STAR AND THE MAN IN A BOAT "The Star and the Boat" symbolizes "Spiritual Hope", meaning that religion is "the light of Dharma or Absolute Truth" and all the knowledge or sciences we have learned from the institution is "the Light of the Intelligence"

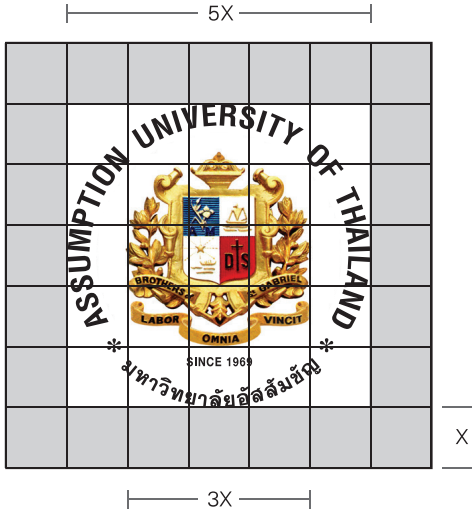
"THE SHIELD" THAT FRAMES THE "FOUR SYMBOLS" The "Shield" that frames the "Four Symbols" is the "COAT OF ARMS" which stands for "HONOUR," or "PRIDE and DIGNITY". It also represents the HONOUR,DIGNITY, PRIDE AND PRAISE that our institution has received from the King who reigns over the Kingdom.

THE OLIVE BRANCHES The wreath of the "Olive Branches" stands for "Victory" or "Success."(In ancient times, in Greek History, the athletic winner received a wreath of olive branches from the king)

Official Logos

Grayscale & Monotone

Grayscale and monotone logos should only be used when full-colored is not available. Apply to both primary and secondary logos.

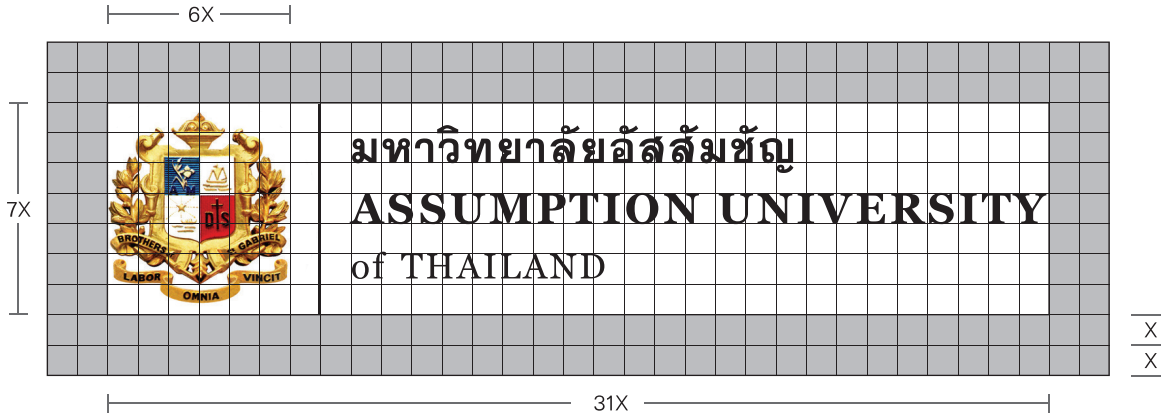


Leave an “X” width space on all sides. Stay at least 0.5 cm from all trims.

Official Logos

Secondary logo: horizontal

Use when the preferred logo construction cannot be placed at or above its minimum size.



Leave two “X” width spaces on all sides. Stay at least 0.5 cm from all trims.

Identity Typefaces

English
Display families: Georgia
Text families: Freight

GEORGIA REGULAR
GEORGIA BOLD

Freight Pro Black & *Italic*
Freight Pro Bold & *Italic*
Freight Pro Book & *Italic*
Freight Pro Light & *Italic*

For professional typeset and printed publications, the minimum leading should be 110% more than the size of the type (e.g., 10-point type on 11-point leading). The width of a column should be well considered.
As the type size increases, a narrow column will force large gaps between words in justified text or cause an undesirable amount of hyphenated words when unjustified or ragged text is used.

Thai
Display families: EACPaetai
Text families: CM Prasanmitr

อีเอซี เพทาย หนา

ซีเอ็ม ประสานมิตร ปกติ และ *เอียง*
ซีเอ็ม ประสานมิตร หนา และ *เอียง*

Logo Guideline for Print

Minimum size

Primary logo
2.5 cm minimum height/width

Secondary logo: horizontal
1.5 cm minimum height
6 cm minimum width

Assumption University should use the logo as a tag whenever possible. The placement of the logo should be determined by the minimum spacing of three “X” spaces.

Faculties and Schools Logo Guideline

Logos

We've developed a system for creating lockups for those faculties and departments in need of a specific logotype that offers a visual presentation consistent with the Assumption University graphic identity. We take the main elements of Assumption University's graphic identity—the shields and the typeface Georgia Bold and Regular.

Because consistent use of the graphic identity will help increase brand awareness we encourage all departments to take advantage of these lockups if possible, but we understand that they can't address everyone's needs. Some academic departments may have a compelling need for a different approach to graphic identity for their specific recruitment purposes, and because of this we consider this system optional for academic departments. The Visual Communication Design department (VCD) will work with any academic department that requires a non-standard graphic identity to optimize its presentation as part of Assumption University's overarching identity system.

MARTIN de TOURS
SCHOOL of MANAGEMENT and ECONOMIES

ALBERT LAURENCE
SCHOOL of COMMUNICATION ARTS

THEODORE MARIA
SCHOOL of ARTS

VINCENT MARY
SCHOOL of ENGINEERING

SCHOOL of MUSIC

FACULTY of BIOTECHNOLOGY

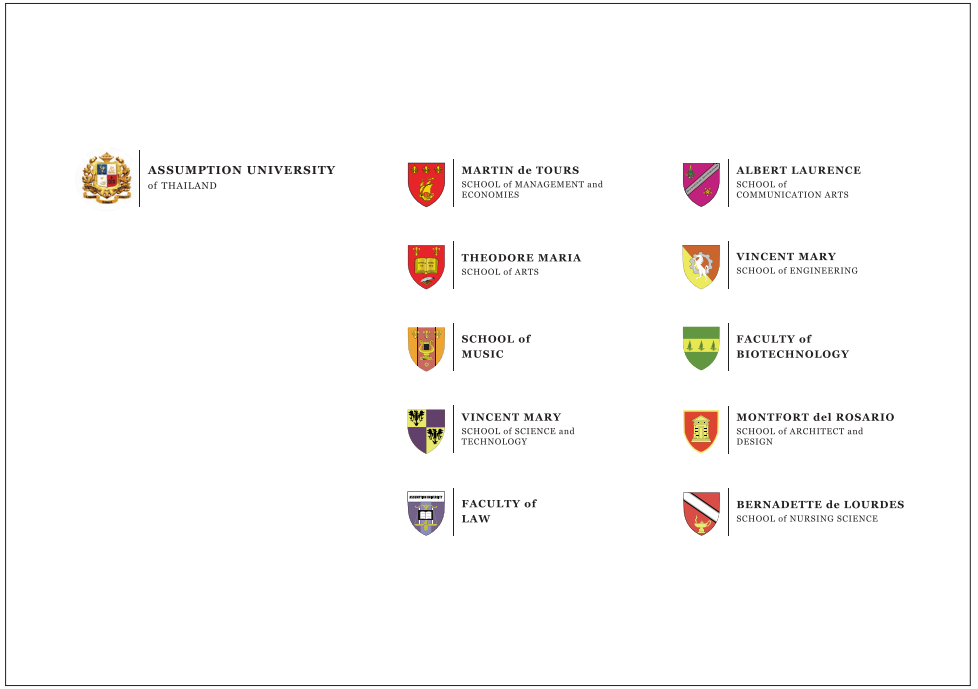
VINCENT MARY
SCHOOL of SCIENCE and TECHNOLOGY

MONTFORT del ROSARIO
SCHOOL of ARCHITECT and DESIGN

FACULTY of LAW

BERNADETTE de LOURDES
SCHOOL of NURSING SCIENCE

When an external audience is unfamiliar with Assumption University or there is no adjacent text that mentions the university by name, the University logo must exist along side with any faculty logotype.



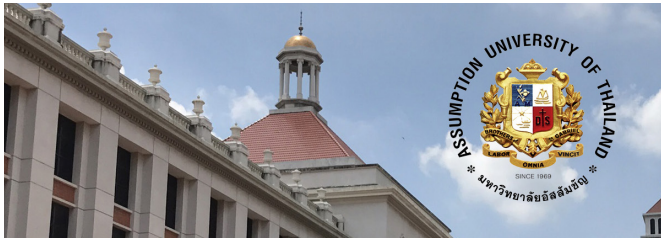
Logo Guideline for Print

Background fields

Reverse

Monotone logos on positive and negative background

Photographic background



Incorrect usage

Correct and consistent use strengthens the Assumption University identity. This page displays examples of incorrect versions of the identity. Use these examples as a guide for avoiding incorrect variations which would weaken the Assumption University identity.

Logo Guideline for Print

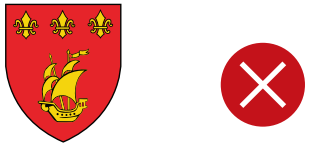
Incorrect usage

MARTIN de TOURS

MARTIN de TOURS
SCHOOL of MANAGEMENT and
ECONOMIES

MARTIN de TOURS
SCHOOL of MANAGEMENT and
ECONOMIES

MARTIN de TOURS
SCHOOL of MANAGEMENT and
ECONOMIES



MARTIN de TOURS
SCHOOL of MANAGEMENT and
ECONOMIES

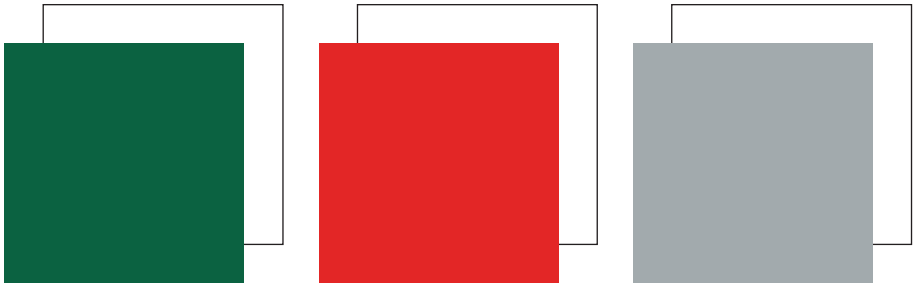
Colors

Primary palette

PANTONE®	187 C	286 C	White
C	23	100	0
M	100	84	0
Y	88	12	0
K	15	4	0
R	170	25	255
G	30	70	255
B	45	140	255

Use of color must be consistent across the University. Referring to these Pantone®, CMYK, RGB and Hex values will eliminate the guesswork.

Secondary palette



PANTONE®	3425 C	485 C	429 C
C	97	6	38
M	35	98	27
Y	85	100	27
K	30	0	0
R	0	224	162
G	98	40	169
B	65	38	173

Always paired with white

A secondary color palette has been developed to provide versatility and variety when developing communication materials.
The secondary palette was carefully selected to complement and accent the identity of Assumption University's unique character.

Design Format

We have developed promotional key designs and printing formats to demonstrate how to apply the AU logos and AU design elements to create powerful communications for a range of purposes and audiences.

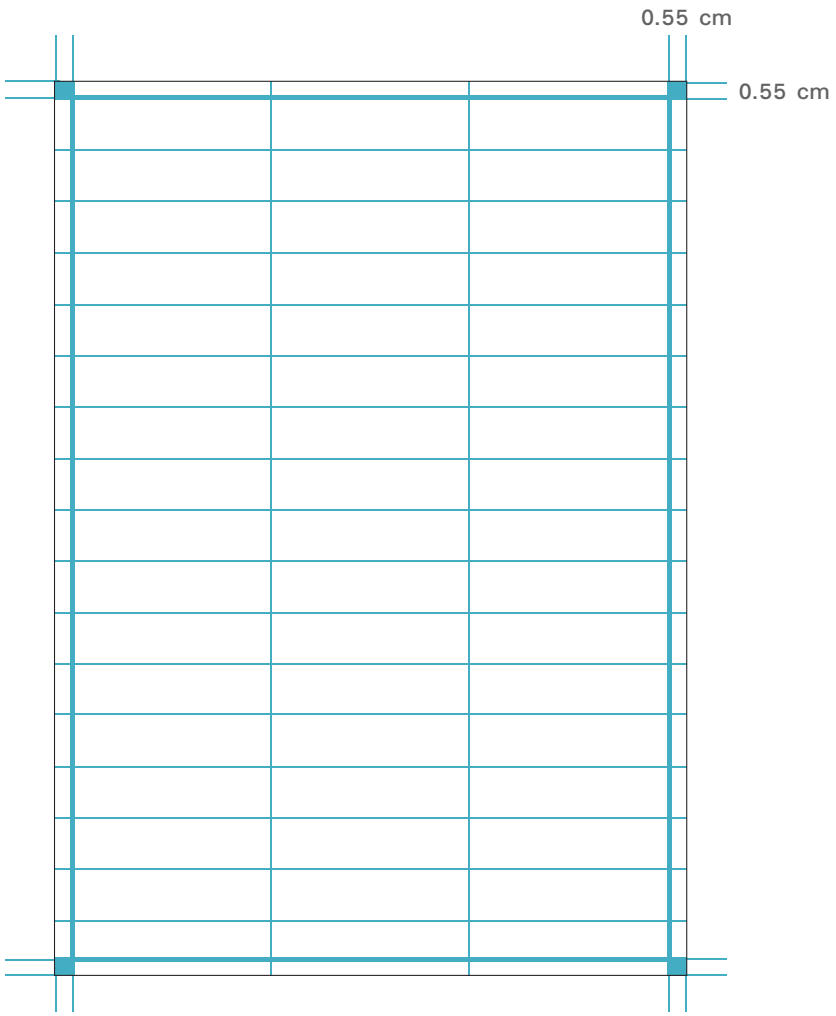
The horizontal grid structure forms the basis of the University's brand language. It adds a unique and distinctive personality that generates brand recognition and creates an underlying and consistent structure for all promotional communications.

The grid allows a customised design approach and can be applied in a dramatic or minimal way. It allows a large variety of layouts and designs to be created, whilst maintaining maximum brand presence.

The horizontal grid is a flexible device designed to add structure to the layout of images, text and other graphic elements. It should be used as a guide for the placement of text and images.

The format and design template includes a printing format of A3 - A4 in vertical or landscape and A4 double page layout design. A large scale format of promotional media (eg. billboard, banner, standee and J-flag) is also provided.

A4 poster format

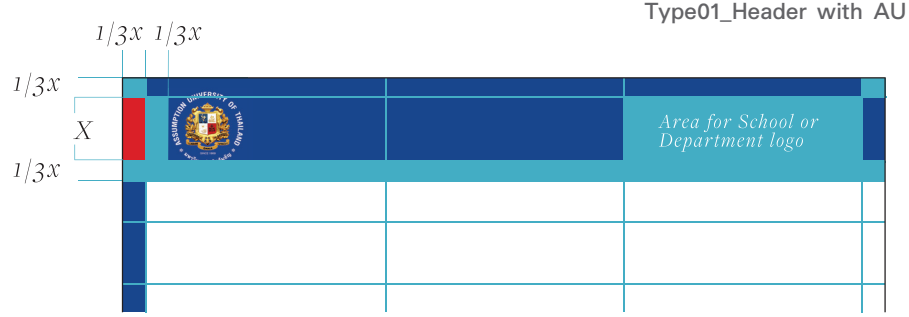


The main design format consists of 3 columns, a baseline grid and fixed outer margins of 0.55 cm on each side. Typography and graphic elements can be freely arranged based on the format.

Design Format

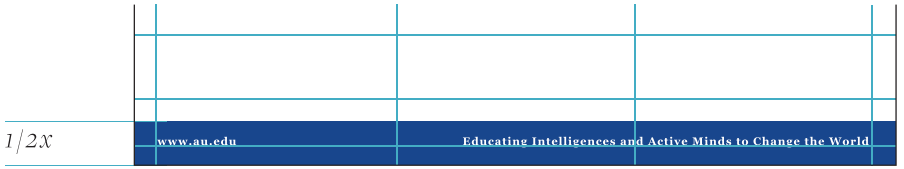
A4 poster format : logo and grid

Type01_Header with AU primary logo



Type02_Header with secondary logo

Footer

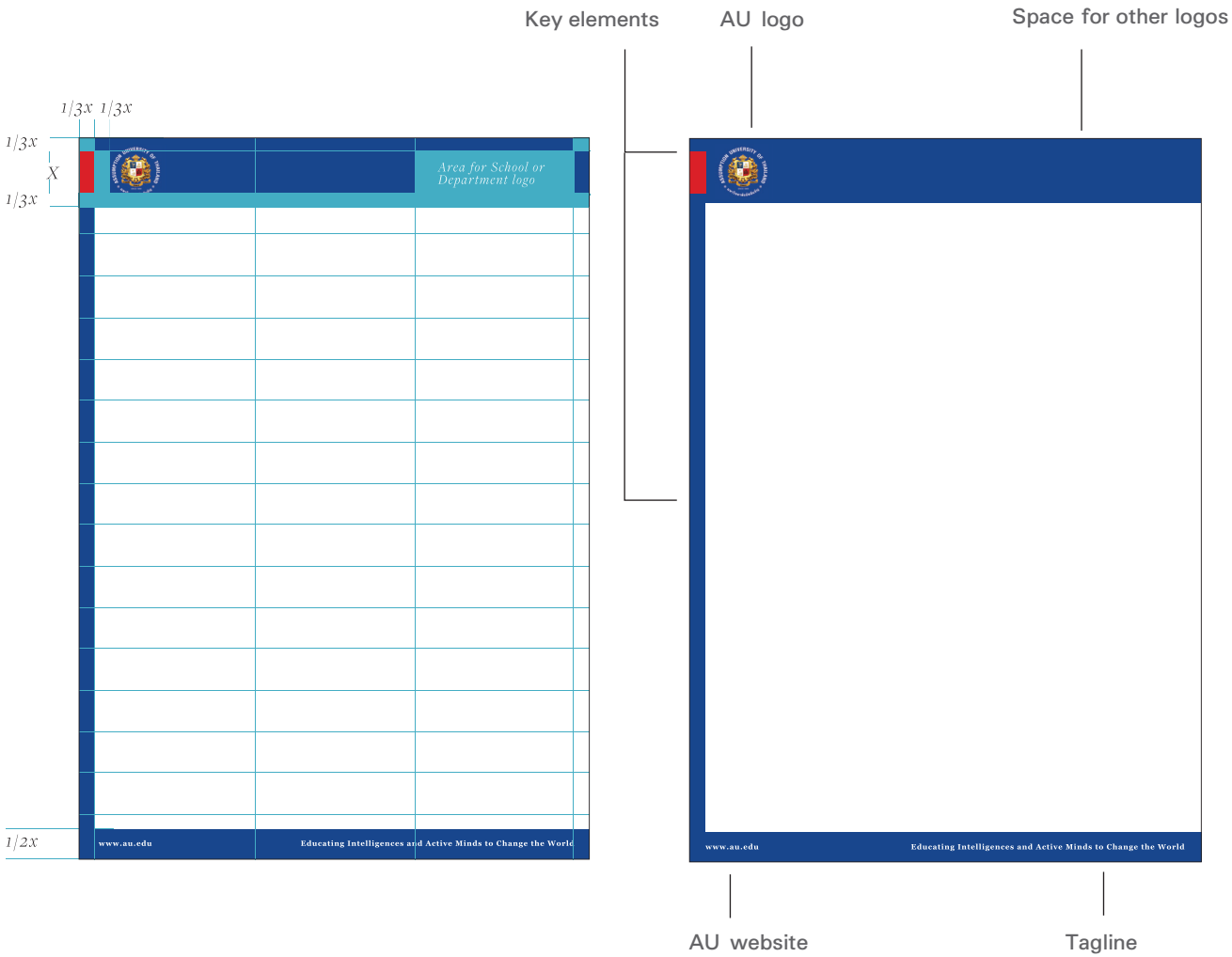


The A4 design format with 2 logo types:

Headers
1. AU primary logo
2. AU secondary logo

Footers
Type01 and Type02 are available for both official logos and flexible for any colors from AU official color palette.

Logo–emphasizing sidebar is a fixed element.



The red bar helps emphasize the AU logo and strengthen the color identity alongside the blue–sidebar that leads to the AU website at the bottom.

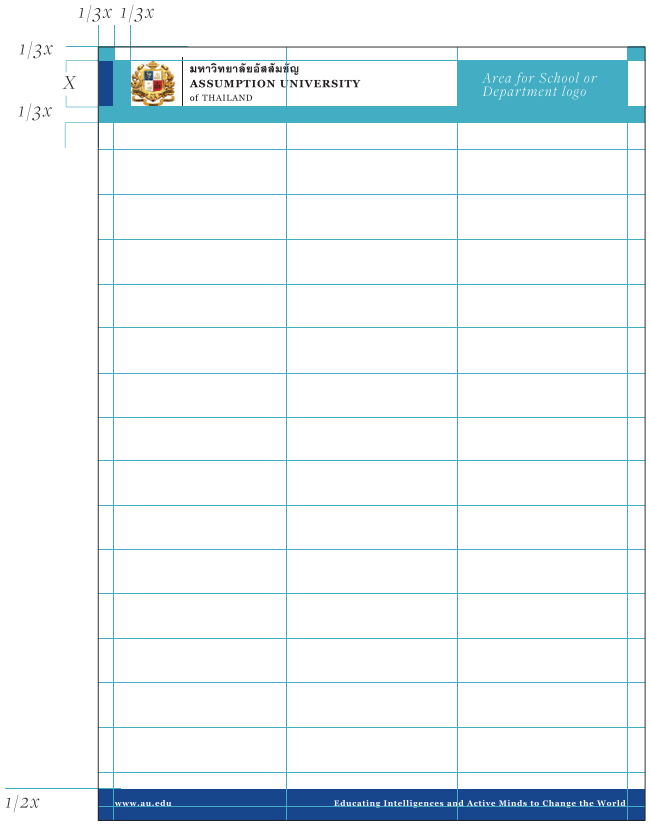
Space for others logos: Maximum of two logos are allowed in a provided space and must follow the “Faculties and Schools Logo Guideline” from page 16-17.

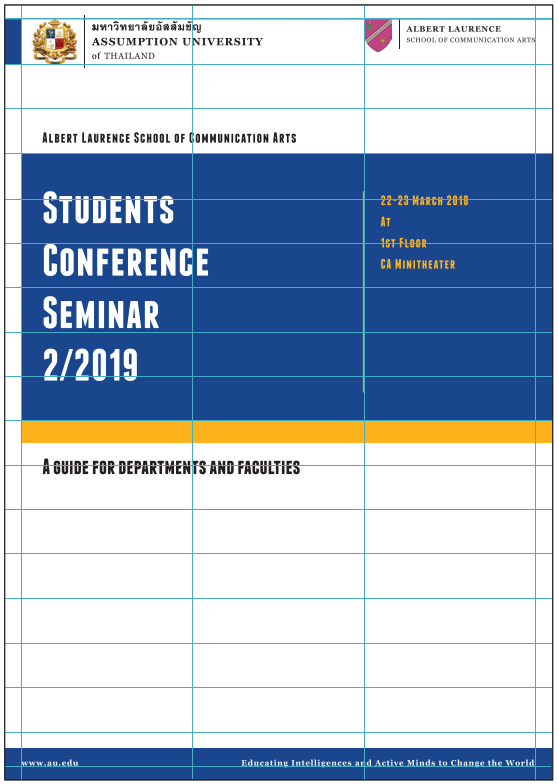
Design Format

A4 poster format : logo and grid Type02

No sidebar used on Type02 format for a simple and cleaner look.

Type02 format is recommended when working with two or more faculty and school logos.

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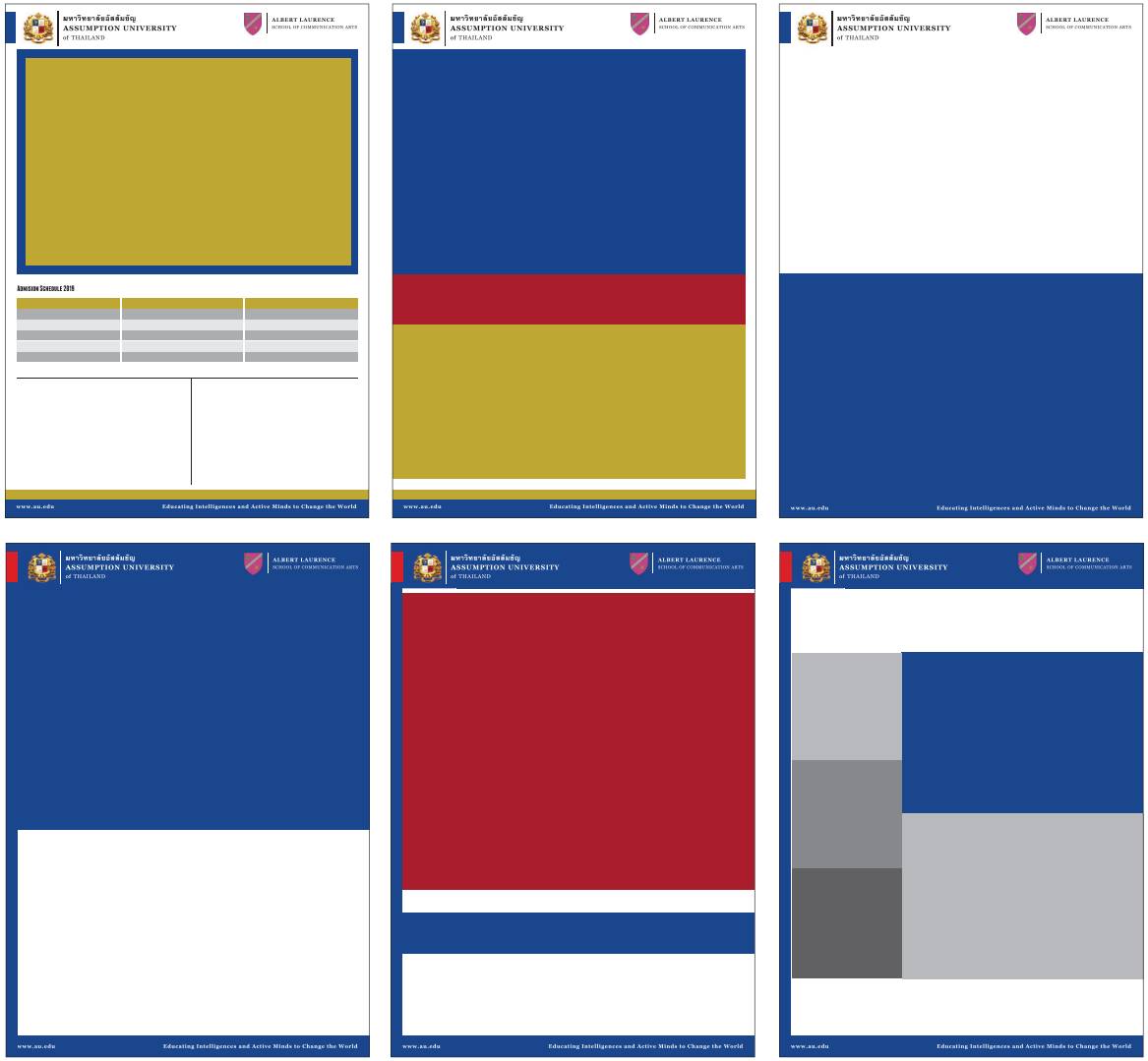
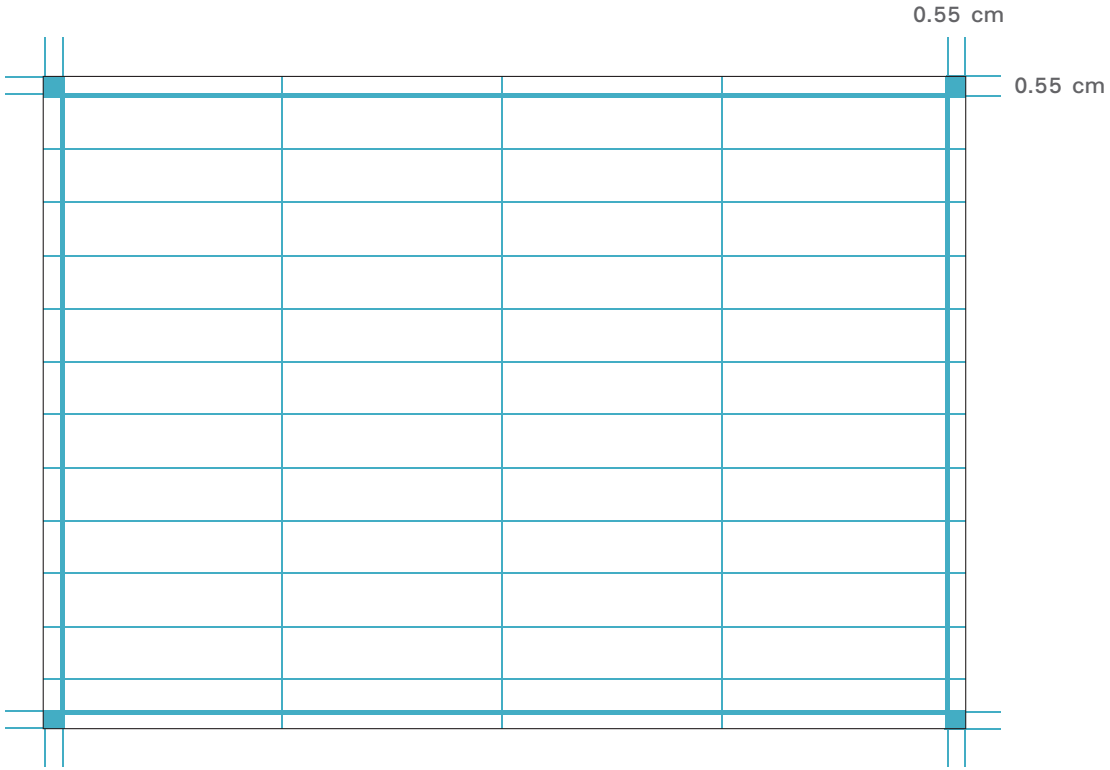
Design Format

A4 poster format : example of design layout



These examples highlight the versatility of the grid used in layouts.

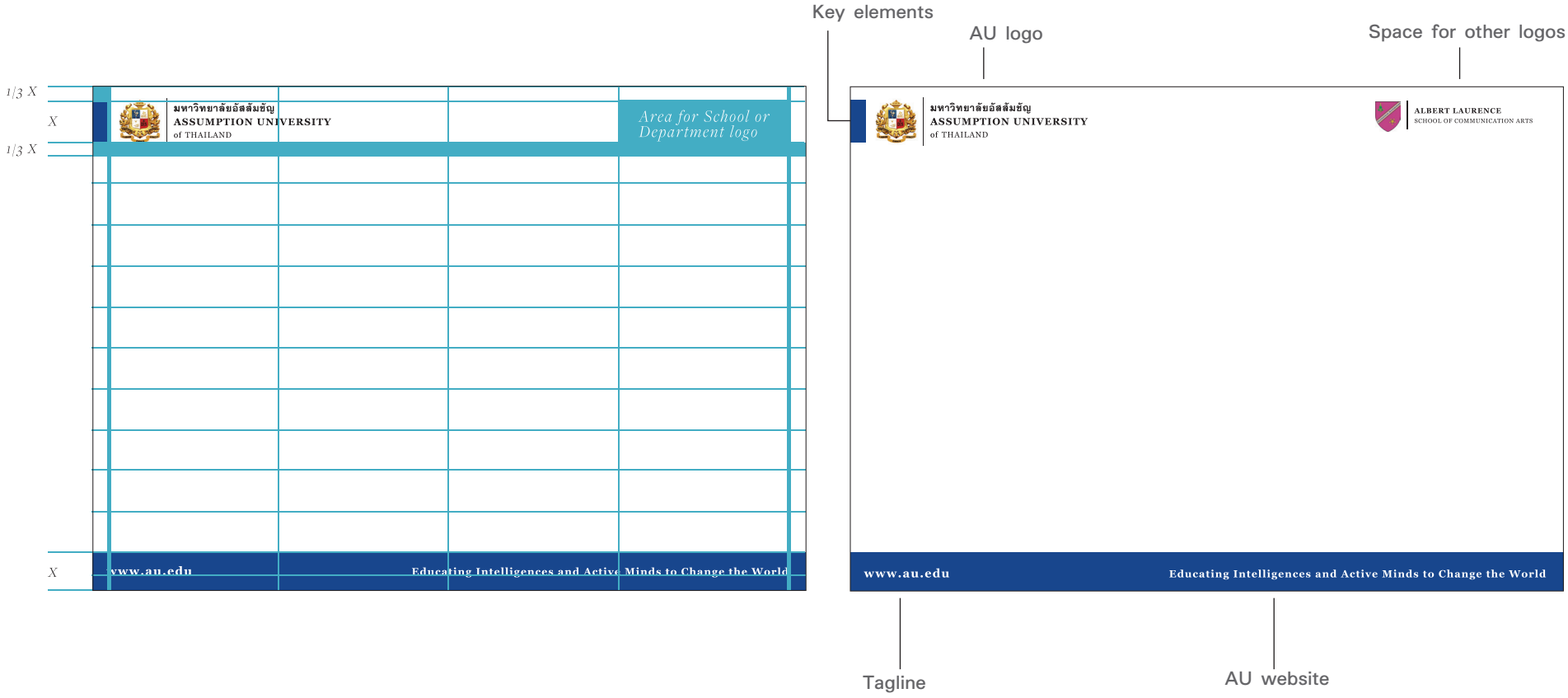
For externally commissioned materials, the designer will be able to apply the appropriate grid system for any communication materials.



The horizontal format consists of 4 columns, a baseline grid and fixed outer margins of 0.55 cm on each side. Typography and graphic elements can be freely arranged based on the format.

Design Format

A4 poster horizontal format



Type01 and Type02 are both available in horizontal setting

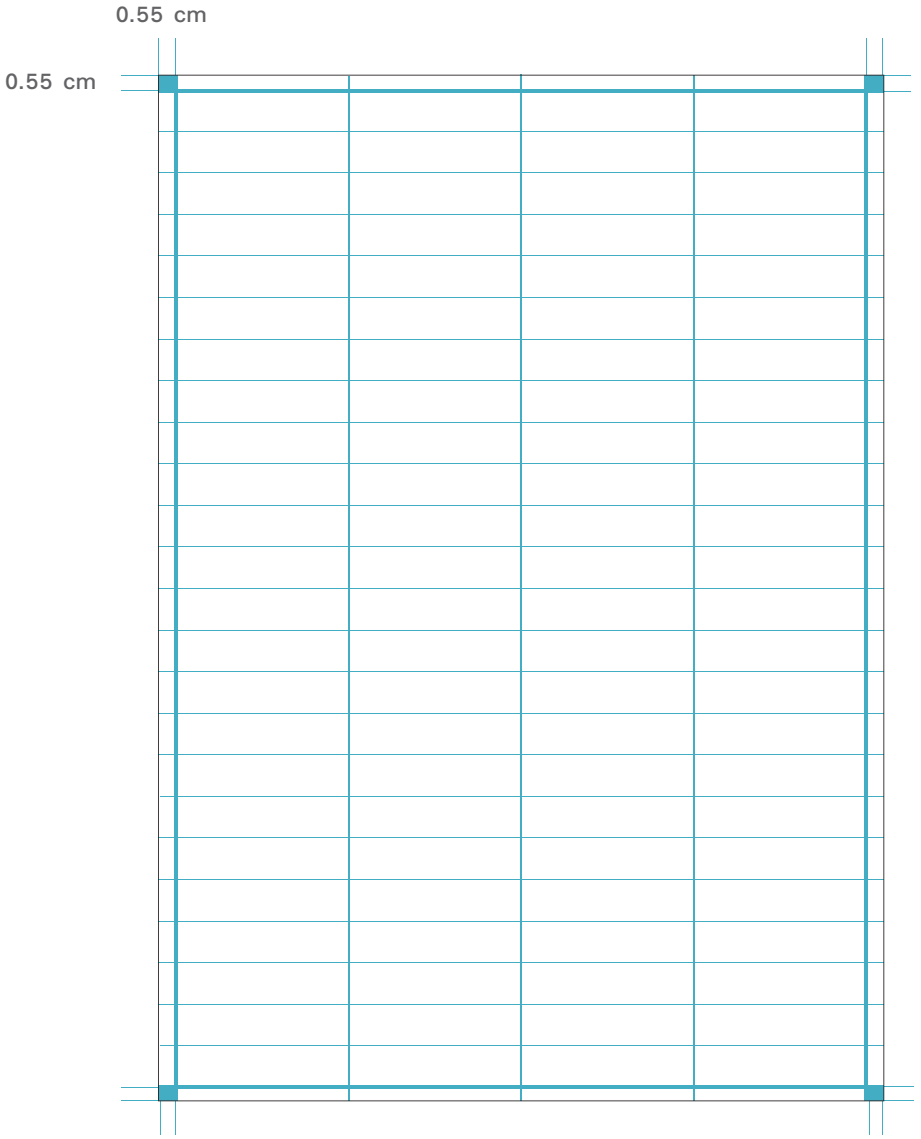
Example of horizontal format

Horizontal format can also apply to the screen format such eg. website and e-mail

Examples of page layouts show different interpretations of the guidelines to maintain a consistent graphic language.

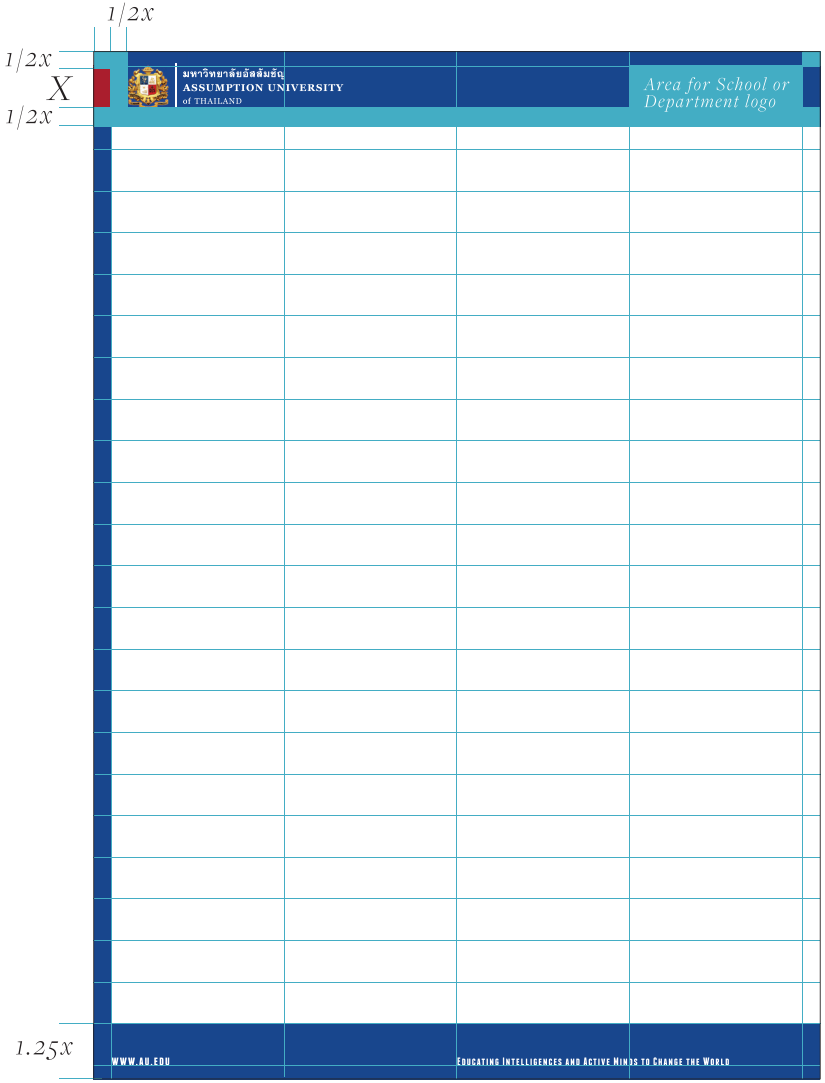
Design Format

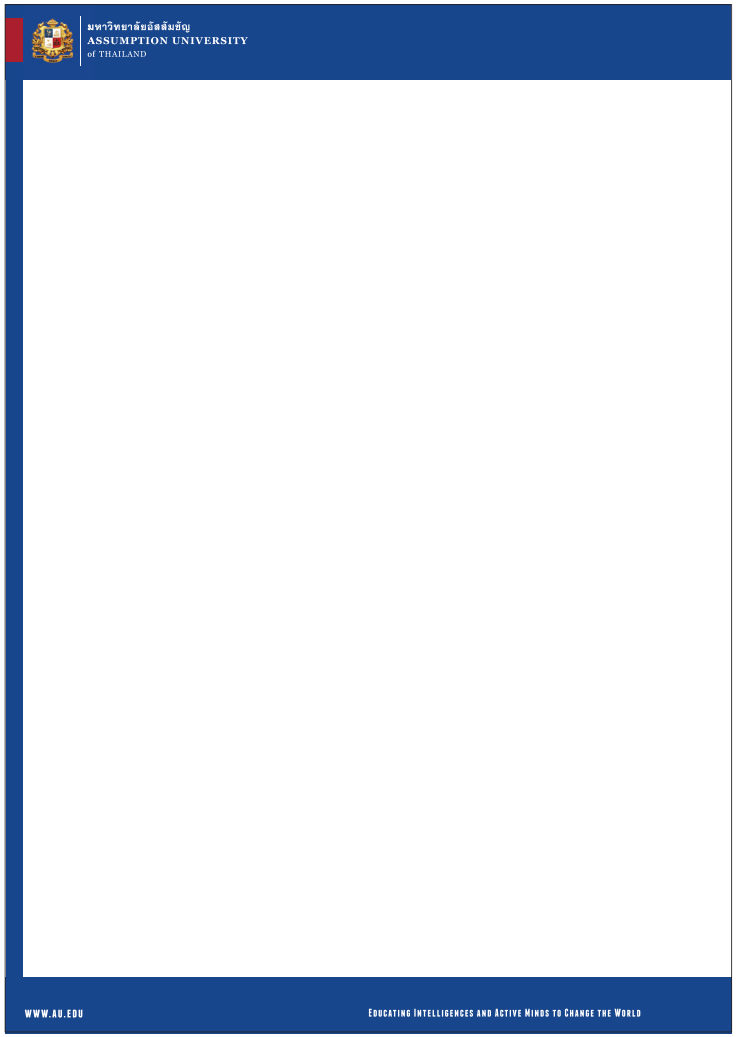
A3 poster format



The main design format consists of 4 columns, a baseline grid and fixed outer margins of 0.55 cm on each side. Typography and graphic elements can be freely arranged based on the format.

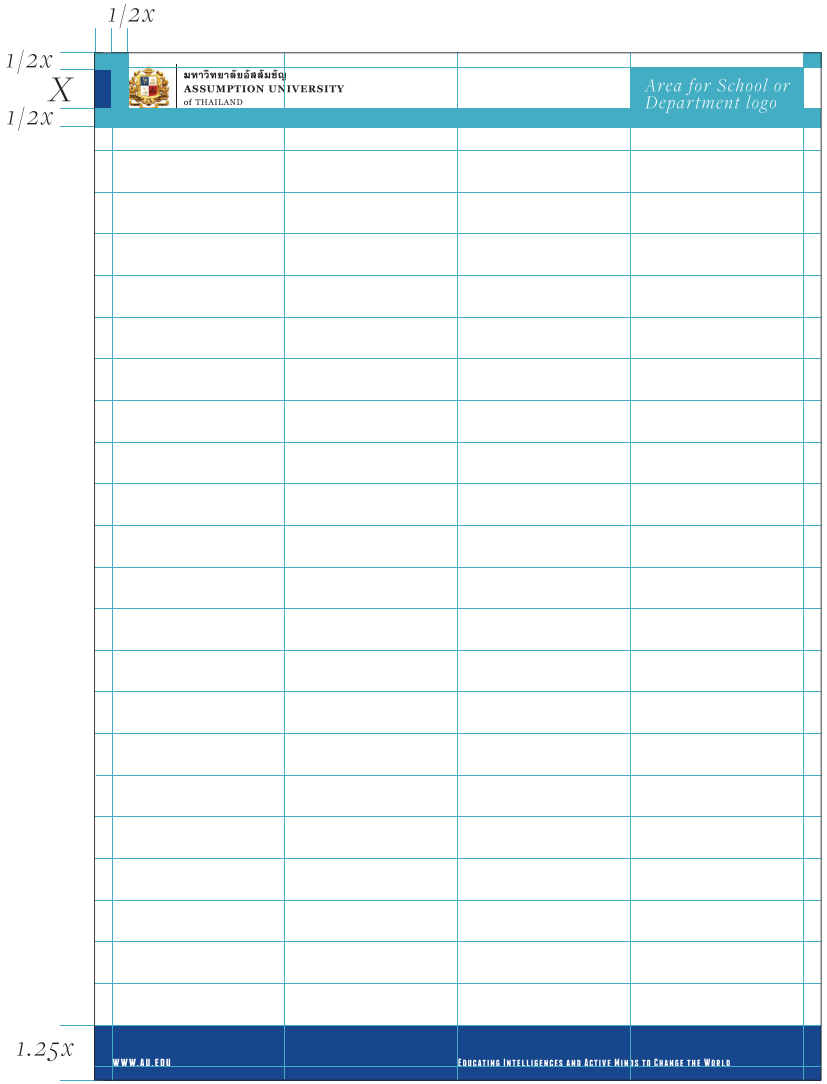
A3 poster format Type01

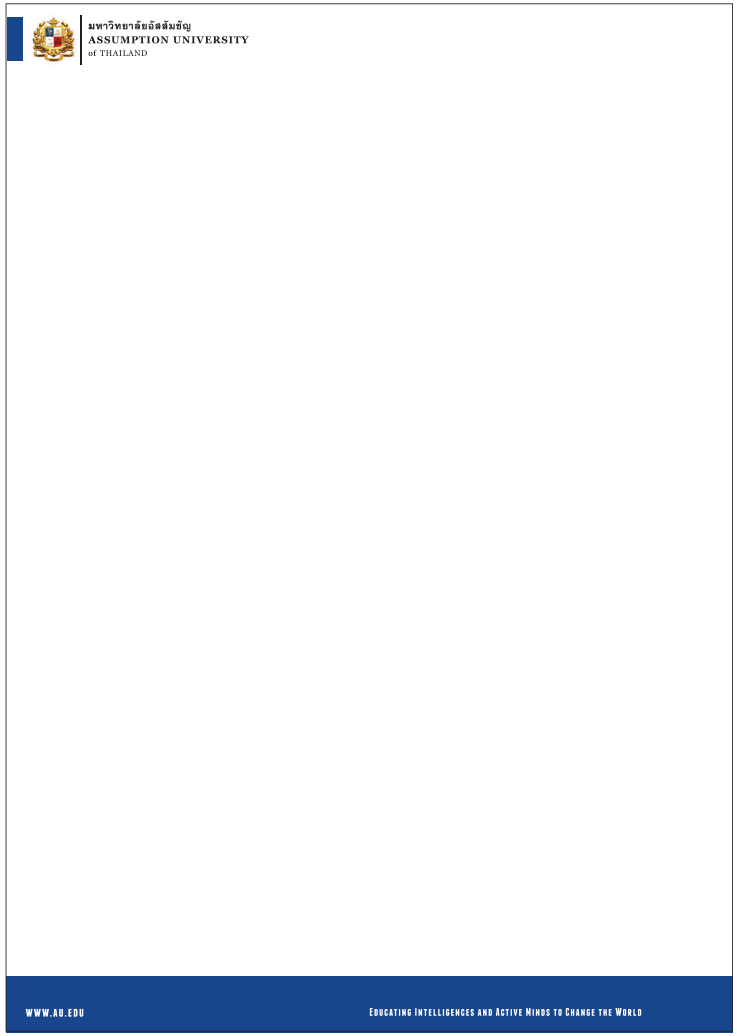




Design Format

A3 poster format Type02





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INDUCTION PROGRAM MARCH 16, 2019
INTENSIVE COURSES MARCH 18 - MAY 29, 2019
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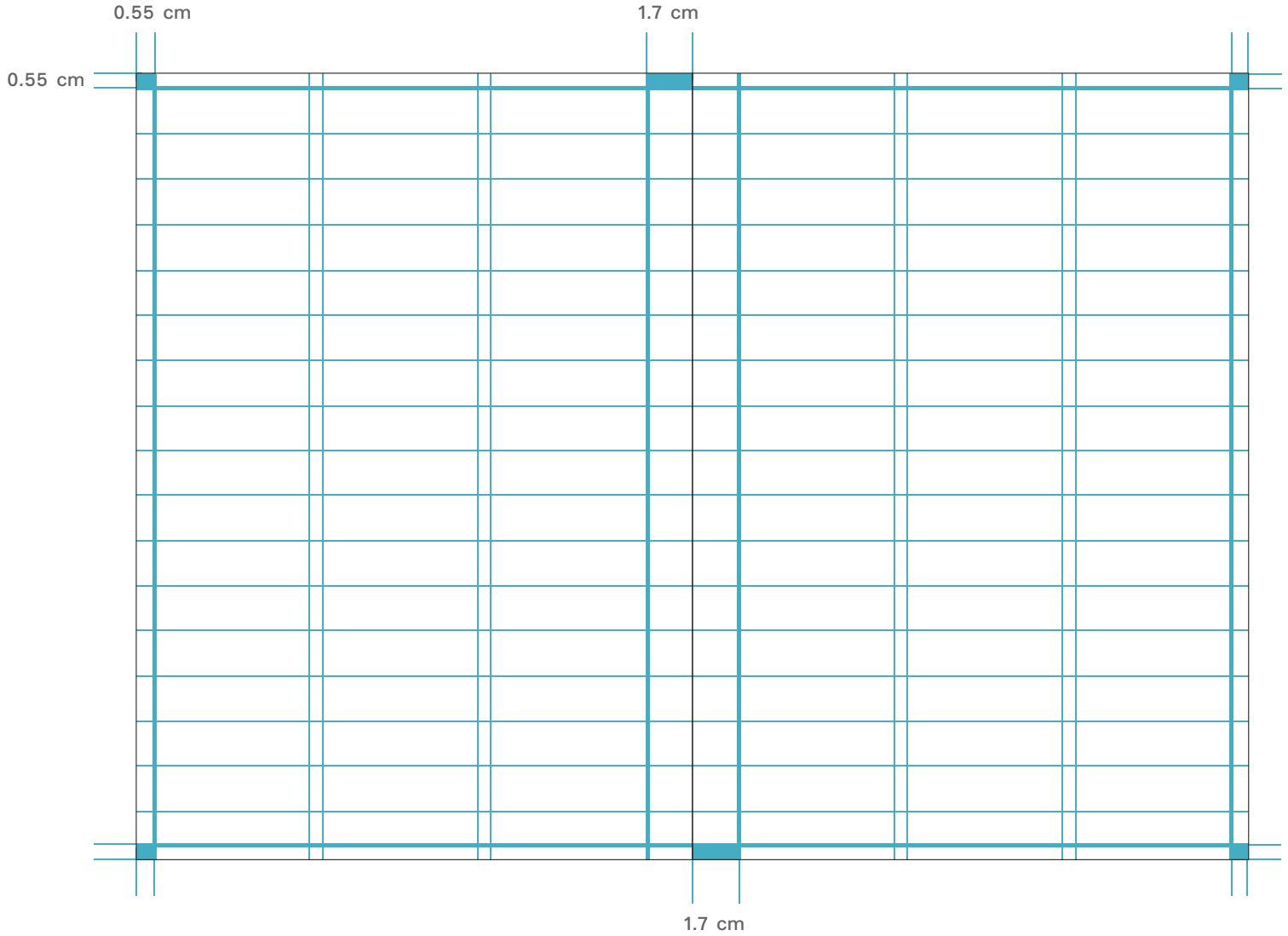
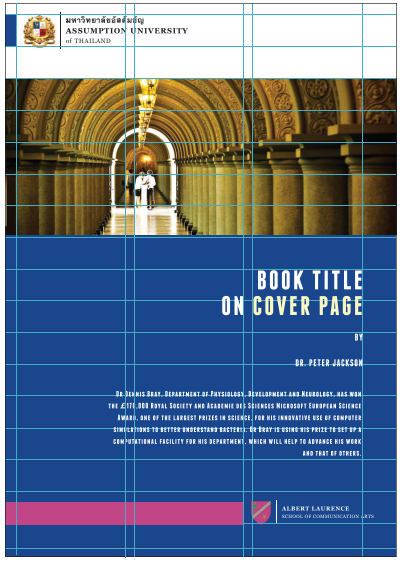
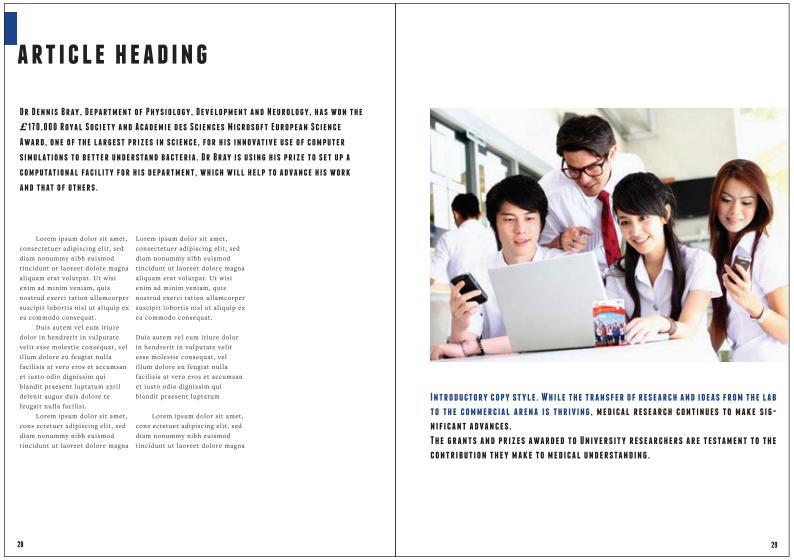
Design Format

A4 book format







A4 Book format and its grid system is similar to the A4 poster format but it is important to have more space for the inner margin of the pages which could effect the legibility of the text. The inner margin could range from 1.7 cm (minimum) up to 2.5 cm depending on the thickness of the book and the type of binding.

Design Format

Billboard format

1. Signboards that display only Thai words are taxed at the rate of 3 baht per 500 square centimeters.

2. Signboards displaying both Thai and foreign words and/or pictures are taxed at 20 baht per 500 square centimeters.

3. Signboards that display foreign words alone with a picture or logo are taxed at 40 baht per 500 square centimeters.

4. Signboards that display foreign words alone or have Thai words below the foreign words are taxed at 40 baht per 500 square centimeters.

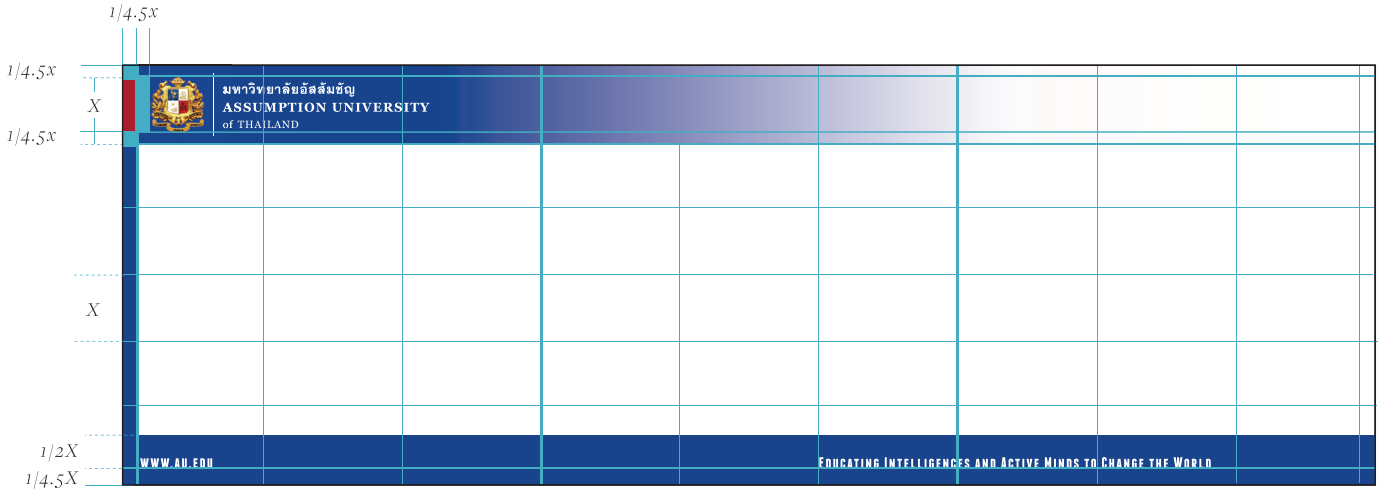
A minimum signboard tax of 200 baht is payable.

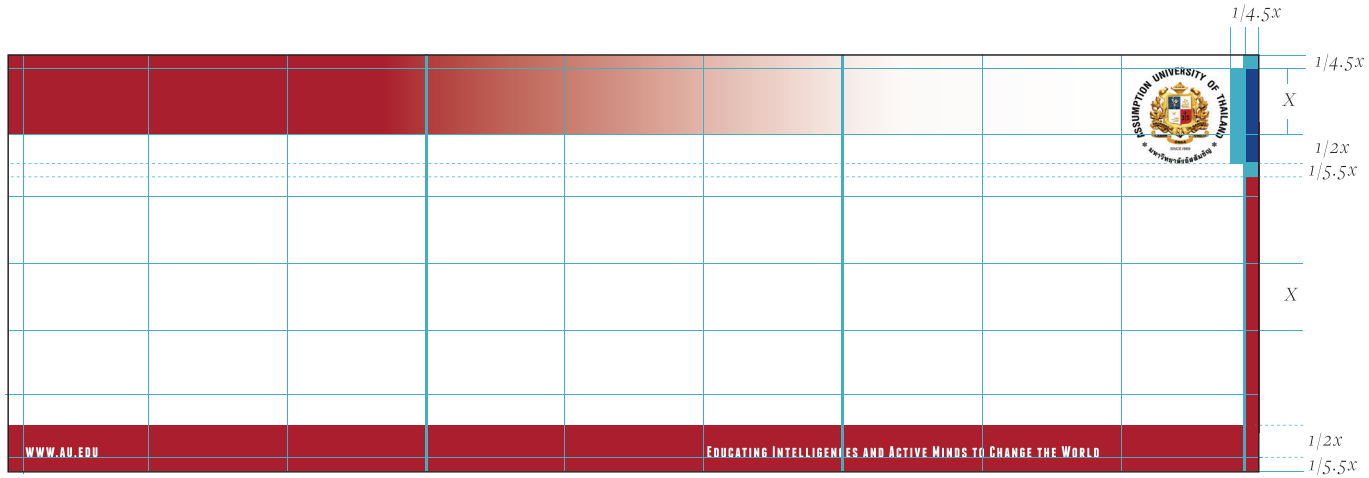
If the information has both Thai and English words the AU secondary logo is highly recommended.

Example of design layout format for billboard

Design Format

Banner





Example of design layout format for banner

Design Format

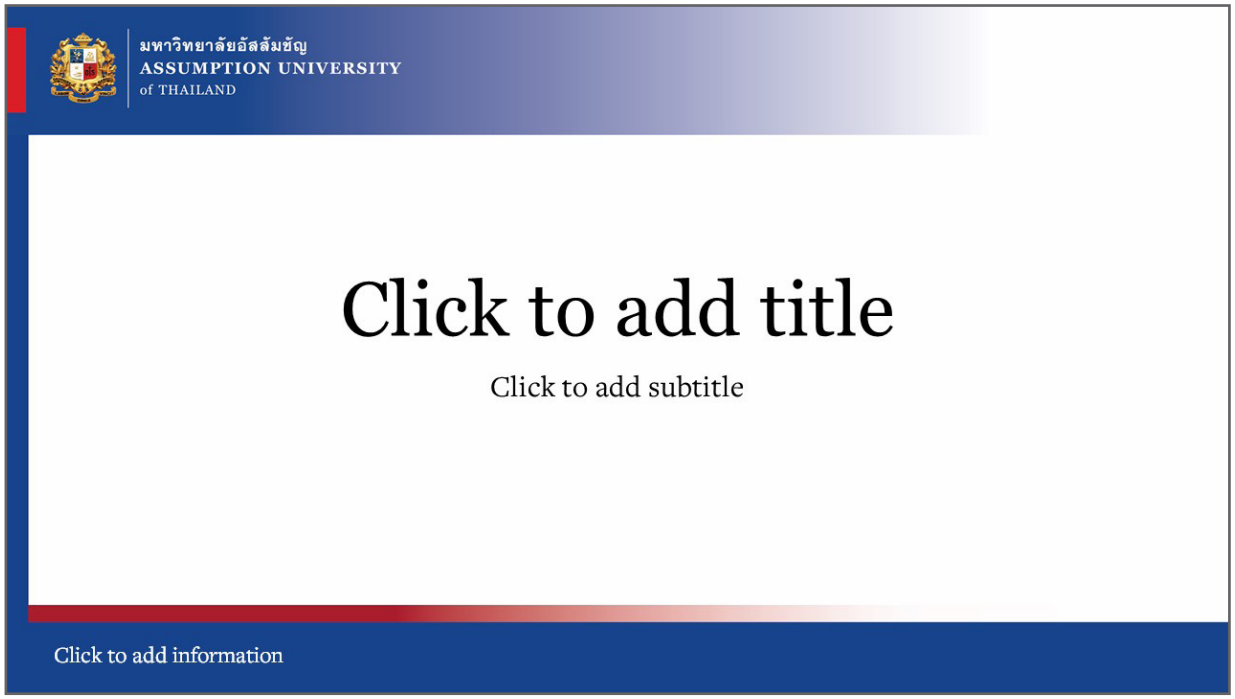
Standee and J-flag

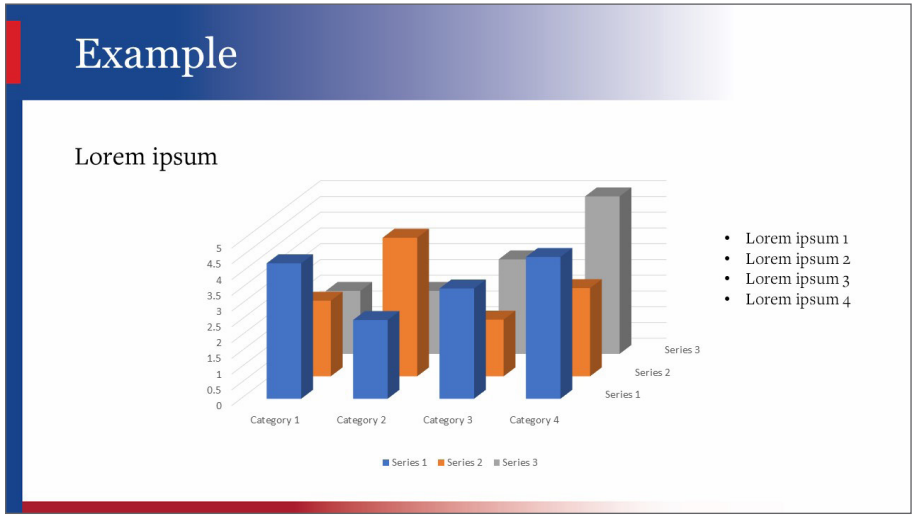
For external usages the AU secondary logo is recommened due to the signboard tax rate.

Example of design layout format for standee and J-flag

Design Format

PowerPoint

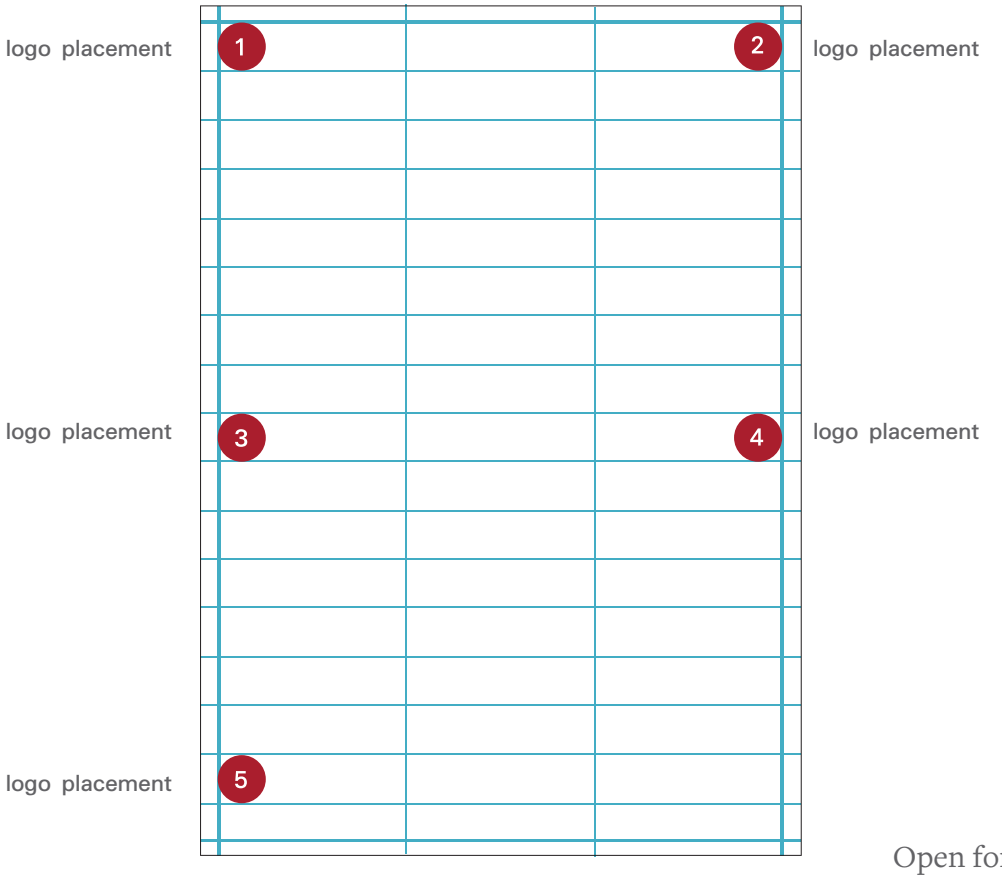




Recommended fonts
Title: Georgia
Subtitle: FreightTextProBook-Regular

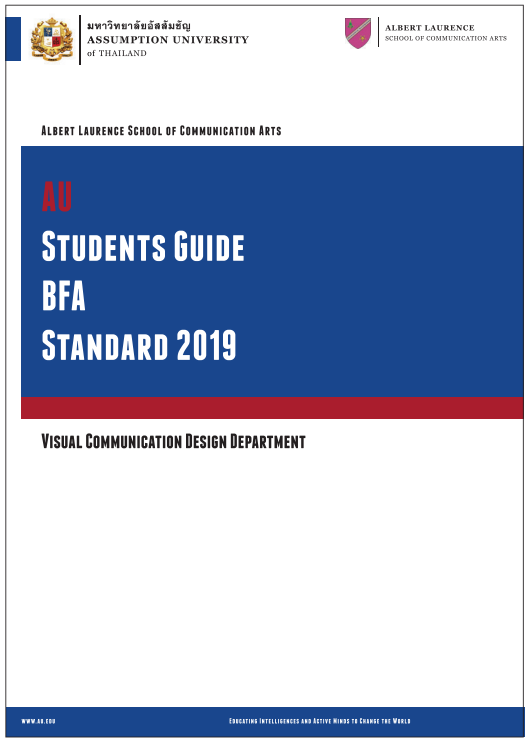
Design Format

Open design format



Open format is a flexible template for other promotional media such as web banner, social media announcement, e-newsletter, etc.

Example of design layout for open format



Stationery

The stationery standards provided in the following pages are an essential part of the Assumption University visual identity system and are to be used by all units within the University.

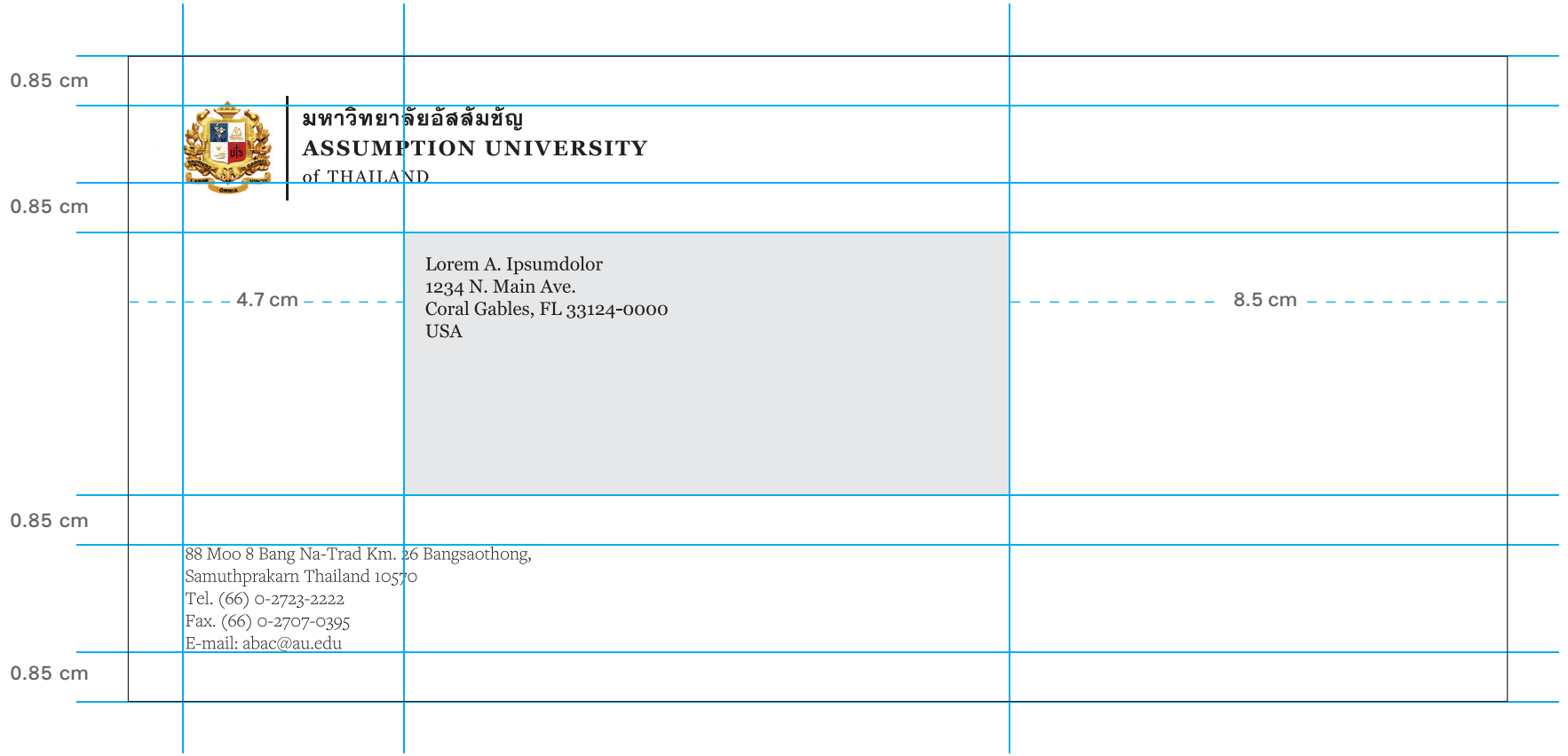
Front

Back

Two sided business card (4 colors)
Size 9 cm x 5.4 cm

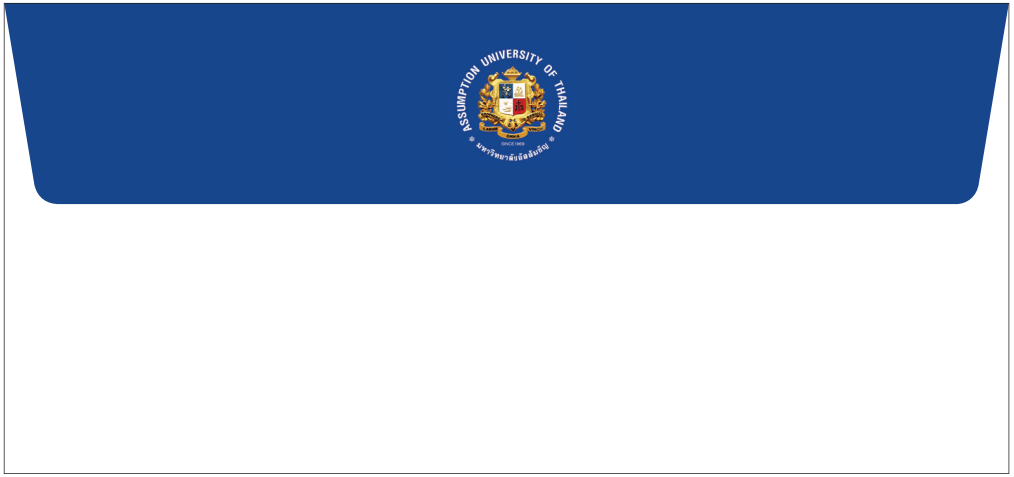
Stationery

Envelope

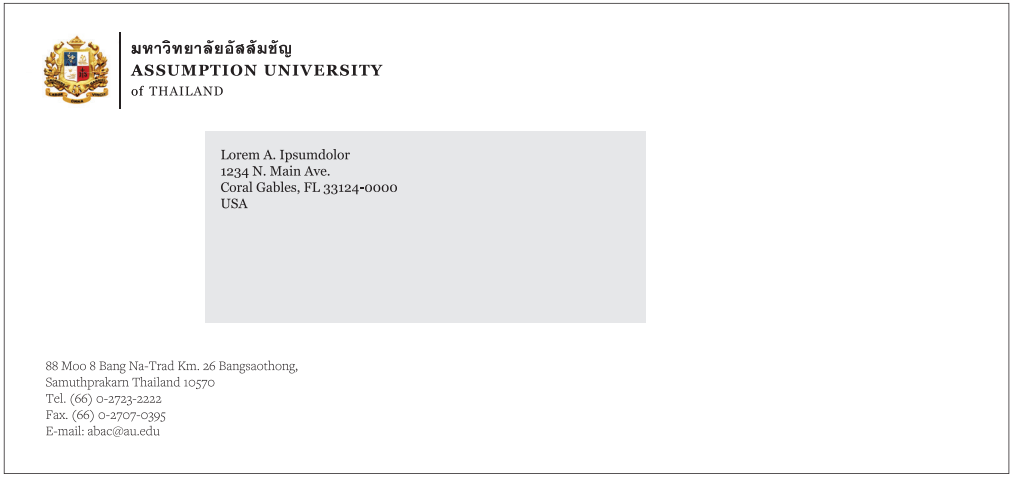


Envelope (4 colors)

Envelope



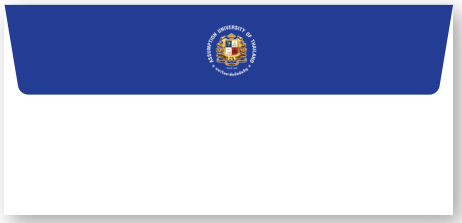
Front

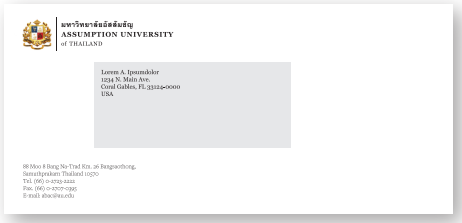


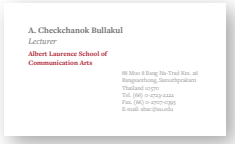
back

Stationery

A4 Envelope







Members of the faculty and staff may use only approved university stationery.

The layout of university letterhead and business cards allows plenty of room for individuals to customize their contact information and affiliation within the university.