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The logo
Exclusion zone

To maximise logo visibility, the surrounding area needs to be clear. This requires empty and clear space around the logo. A minimum exclusion zone is required.

For AIT logo, the minimum exclusion zone is equal to the diameter of the AIT globe. However, this is the minimum and not the maximum zone.
The logo
Minimum size

- Minimum logo size is 30 mm.
- There is no maximum logo size
- Enlargement of the logo should be done in proportion
- The minimum logo size for various documents are listed

<table>
<thead>
<tr>
<th>Document Size</th>
<th>Logo width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>30 mm</td>
</tr>
<tr>
<td>A5</td>
<td>48 mm</td>
</tr>
<tr>
<td>A4</td>
<td>65 mm</td>
</tr>
<tr>
<td>A3</td>
<td>92 mm</td>
</tr>
</tbody>
</table>
The AIT Globe

• The AIT Globe can be used as a standalone.
• The minimum diameter of the AIT Globe is 20 mm.
• The New AIT Globe is to be used in all communications

New Globe versus Old Globe

• The Old AIT Globe was altered in 2009 and is no longer in use
• The New AIT Globe rotates the globe towards the East so that the emphasis is on Asia
The logo
Three official logos

AIT has three officially approved logos.

- The full logo has the AIT Globe, the alphabets “AIT” and the words “Asian Institute of Technology”.
- The partial logo has the AIT Globe and the alphabets “AIT”.
- The third logo has the AIT Globe only.

Usage

- All AIT stationery must use the full logo
- The partial logo is ideal for banners and display, particularly in areas where the AIT brand is well known and does not need an introduction
- The Globe is to be used for co-branding along with the logo of a partner.
The logo
Alternatives

Options available.
- Black on White
- White on Black
- White on Green
- White on photograph
  (this option must be exercised only if all letters and the globe is perfectly visible and not clouded by the background)
The logo
Positioning - left

- The logo should always be positioned at the left, preferably at top, but can be at bottom as well
- The minimum margins in any document
  Left margin : 8 mm
  Top margin : 9 mm
- For landscape documents, the margins and logo size remains the same

<table>
<thead>
<tr>
<th>Document Size</th>
<th>Logo Size</th>
<th>Left margin</th>
<th>Top margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>48 mm</td>
<td>8 mm</td>
<td>9 mm</td>
</tr>
<tr>
<td>A5</td>
<td>48 mm</td>
<td>8 mm</td>
<td>9 mm</td>
</tr>
<tr>
<td>A4</td>
<td>65 mm</td>
<td>12 mm</td>
<td>14 mm</td>
</tr>
<tr>
<td>A3</td>
<td>92 mm</td>
<td>17 mm</td>
<td>20 mm</td>
</tr>
</tbody>
</table>
The logo

Core elements

The logo forms the core element of the AIT branding policy.

Reproduction: Each reproduction of the logo should be from the original – the digital master reference, which is available at the AIT website.

Alteration: The logo cannot be altered, digitally manipulated, or redrawn.

Colour:

The RGB and CMYK values of the AIT logo are as under:

<table>
<thead>
<tr>
<th>RGB</th>
<th>63</th>
<th>100</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>75</td>
<td>38</td>
<td>96</td>
</tr>
</tbody>
</table>

Combinations: Avoid colour combinations while using the AIT logo.

Contrast: Use good background contrast to ensure proper visibility of AIT logo.
**The logo**

**Trademark and licensing**

The University name and logo are registered trademarks.

**Use**: The University name and trademark can be used in official communication products, including but not restricted to print, web, and multimedia.

**Permission**: For use outside the Institute, due and appropriate permission is required.

**Commercial Use**: Use of AIT trademark and logo on merchandise and commercial items needs prior permission, even if used for official purposes.
Golden Jubilee Logo: The Golden Jubilee logo of AIT is no longer in use. However, if old stationery items and merchandise remain, they may be used till it is exhausted.
Slogans

- Two slogans are approved -- one targeted at higher learning and the other aimed at partners.
- A third slogan is used for Endowment campaign. This is used only for endowment / fundraising campaign.
- There are two special event slogans.

Partnering Asia’s Future

Learning beyond boundaries

Towards creative global leaders of tomorrow

One AIT for all

Towards a Sustainable Future

Special events

for partners

for students

for fundraising
Colour Guidelines
Colour
Core colour

• Core Colour for AIT, known as AIT Green has the following values
• The logo should always be in this colour
• Official publications should prefer the colour or the prescribed colour pallettes

<table>
<thead>
<tr>
<th>HEX</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>416432</td>
<td>63</td>
<td>10</td>
<td>50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H</th>
<th>S</th>
<th>L</th>
</tr>
</thead>
<tbody>
<tr>
<td>74</td>
<td>85</td>
<td>75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>38</td>
<td>96</td>
<td>30</td>
</tr>
</tbody>
</table>
Light Colour Palette

Three light colour palettes are recommended for publications in schools and other units within AIT.

- Light colour palette is good for print publications.
Dark Colour Palette

Three dark colour palettes are recommended for publications in schools and other units in AIT.

<table>
<thead>
<tr>
<th>Colour Palette 1</th>
<th>Colour Palette 2</th>
<th>Colour Palette 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>0,51,51 003333</td>
<td>204,204,153 CCCC99</td>
<td>102, 102, 153 666699</td>
</tr>
<tr>
<td>255, 153, 0 FF9900</td>
<td>9, 112, 84 097054</td>
<td>140, 153, 255 6599FF</td>
</tr>
<tr>
<td>111,5,100 6F0564</td>
<td>246,250,150 F6FA96</td>
<td>140,0,26 8C001A</td>
</tr>
</tbody>
</table>
Red-Green combination is avoidable
People with protanopia, deuteranopia, protanomaly, and deuteranomaly may have difficulty differentiating between red and green colours.
Blue-Green combination is also avoidable unless separated by a third colour.
A minimum resolution of 300 dpi has to be used for printing.

<table>
<thead>
<tr>
<th>dpi</th>
<th>dots per cm</th>
</tr>
</thead>
<tbody>
<tr>
<td>72</td>
<td>28</td>
</tr>
<tr>
<td>96</td>
<td>38</td>
</tr>
<tr>
<td>150</td>
<td>59</td>
</tr>
<tr>
<td>300</td>
<td>118</td>
</tr>
</tbody>
</table>
Co branding

Co branding requires adhering to brand guidelines of AIT as well as partner institute.

There are three approved ways of exhibiting co branding logos:

(i) Horizontal placement: Logos of AIT and partner institute are placed side by side to emphasize partnership.
(ii) Vertical placement: Logos of AIT and partner institute are placed in vertical stack.
(iii) Cloud placement: Cloud placement is acceptable when there are three or more partners.

- **New partner logo**: If a partnership leads to creation of a new logo, then the AIT logo must be used alongside.
- **Equal Size**: For co branding logos of all partners should be of equal size. If the logo of a partner is irregular, then the width of all logos should be the same if the logos are stacked horizontally. For a horizontal stack, the logos should be of same height.

**MoU/Agreement**: Co branding can take place only if there is an valid MoU, or an agreement.
Sans Serif Font: Century Gothic is the preferred font for AIT internal communications since it consumes lesser ink for printing. Arial is the preferred font in namecards.
Serif Fonts: Garamond and Times New Roman are also light on ink usage.
Typography

Readability

• For readability, use lower case alphabets.
• UPPER CASE LETTERS ARE NOT EASY TO READ AND SHOULD NEVER BE USED IN HARD COPY
• IF NECESSARY, USE UPPER CASE ONLY IN HEADLINES

Alignment

Text should be left justified

Text can begin here

It is better if text begins here
Credit: All images used in any publication have to be credited.

Original images: Use original images for all publications. The Media and Communications Unit (MCU) maintains a photograph library and they are available free of cost.

Copyright: If images are sourced from within AIT, but outside of MCU, please make sure that they are not copyright.

Outside images: Use of outside images is strongly discouraged. In case outside images are used, then permission must be obtained from the copyright holder or original owner.

Clip Art: Use of clip art is discouraged. However, if it is used, then use only Open Source Images.
**Images Usage**

**Style:** While using images in publications, avoid stereotyping of racial, ethnic and gender.

**Image resolution:** Use 300 dpi for all publications. For web, 96 dpi is acceptable.

**Size:** While transmitting images from AIT, images may be resized for reducing the size of emails.
email, discussion groups
A standard footer is available which may be used as a footer for all outgoing email from AIT.

For all email communications, the official AIT email has to be used. Personal private email id is reserved for personal communications.

Use of official communication id for personal communications is left to the judgment of the user.

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**Standard Footer:**
AIT is an International Intergovernmental institute of higher learning. Since 1959, its mission is to develop highly qualified professionals who play a leading role in the sustainable development of the region and its integration into the global economy. AIT draws its students, faculty and staff from over 40 countries.

[www.ait.asia](http://www.ait.asia)
Discussion boards

**Discretion and judgment:** Identifying yourself as an AIT staff or student while posting on discussion boards is not justified for non official discussion. Posting on political and other issues which are not directly related to the research and academics at the Institute is not advisable, unless the concerned staff is a subject expert.

**Posting research results and links:** Posting research results and links of AIT related work on discussion boards and public fora are highly recommended.
Seminars, conferences, exhibitions
Slides and Presentations

Powerpoint / Keynote / OpenOffice

Three templates have been prepared for official AIT presentations.
All presentation templates can be procured from Media and Communications Unit (MCU)

Title page of Presentation

Title of Presentation Goes Here
Title of event and date goes here
Name of Presenter goes here

Slides of presentation

Text and other matter
Exhibitions, seminars, conference and conventions

AIT pin

AIT Pin: AIT staff are expected to sport the AIT pin while participating in all external events
Promotional material, merchandise
T shirts, cups, merchandise

AIT merchandise must adhere to AIT logo specifications.
Standard AIT merchandise designs are available and can be obtained from the Media and Communications Unit (MCU).

AIT journal

AIT T shirts

AIT clock

AIT mug left and right

AIT nectie
Panels, roll up banners, posters

**Standard** panels, roll up banners and posters of AIT, its three schools and AIT Extension are available with the Media and Communications Unit (MCU).

AIT staff participating in events are supposed to carry promotional material from MCU only. If any other poster etc is being displayed, prior approval must be obtained before using it.

**Special Posters:** For special event you can design your own material, but please seek approval before printing.

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**Special event posters**

**Standard streamers**
Template: A standard press release format is available with the Media and Communications Unit (MCU).

Approval: Every press release should be approved by MCU.

Structure:

Logo: The standard press release has the full AIT logo at the top.

Heading: The words Press Release should be written in bold at the top. The Heading should ideally be one line and can be followed by a subheader.

Lead: The lead should contain the news point only.

Quote: Every Press Release must have a quote from an AIT official.

Boilerplate: The email footer is also the AIT boilerplate. The 100 word introduction can also be used as a boilerplate.

Contact Details: MCU should be mentioned as one of the contacts. The unit concerned with the Press Release should also mention one contact details from their side.
Three standardised descriptions of AIT are available with the Media and Communications Unit (MCU). These may be used for any external communications

1. 100 word description
2. 250 word description
3. 500 word description

Latest version: Since the description is updated regularly, please check with MCU for the latest version
New Media
Twitter

url: AIT has one official Facebook page www.twitter.com/aitasia.

Additional Pages: AIT schools and units can have their own pages and should follow the following guidelines.

Avatar: AIT logo will be the avatar

Profile text: Official Twitter channel of Asian Institute of Technology (AIT).

Background: Background can be either of following
- Logo
- Building of school, unit etc
- Current students

No of characters: Though twitter allows 140 characters, for retweeting no tweet should exceed 132 characters.

Link shortening: is widely encouraged

Special campaign accounts: The corporate account should be used for special campaigns also. Creation of special campaign accounts is avoidable
New Media

Facebook

url: AIT has one official Facebook page
www.facebook.com/aitasia

Additional Pages: AIT schools and units can have their own pages and should follow the following guidelines.

Avatar: AIT logo will be the avatar

Profile text: Official Facebook channel of Asian Institute of Technology (AIT).

Only Human account: Do not create an account in the name of unit or building or school. Only human accounts have to be created.

Fan page: Create a fan page for your unit or school

Administrators: Every fan page must have at least two administrators, so that in absence of one administration, the other can take charge.

Permission: It is left to judgment of administrator to permit comments, posts, photographs etc.

Moderation: Sign up for alerts to look at all posts. If need be, you can moderate the comments when they are against AIT brand image.

Images: Do not upload copyright images or images that you do not own. Images once uploaded become the property of Facebook, hence be careful.
New Media
Google+

url: AIT has one official Facebook page https://plus.google.com/113705895909660110340/
Avatar: AIT logo will be the avatar
Profile text: Official Google+ channel of Asian Institute of Technology (AIT).
Additional Pages: AIT schools and units can have their own pages and should follow the following guidelines.

Only Human account: Do not create an account in the name of unit or building or school. Only human accounts have to be created.

Fan page: Create a fan page for your unit or school

Administrators: Every fan page must have at least two administrators, so that in absence of one administration, the other can take charge.

Permission: It is left to judgment of administrator to permit comments, posts, photographs etc

Moderation: Sign up for alerts to look at all posts. If need be, you can moderate the comments when they are against AIT brand image.

Images: Do not upload copyright images or images that you do not own. Images once uploaded become the property of Google+, hence be careful.
url: AIT has one official Facebook page www.youtube.com/aitaisa

Avatar: AIT logo will be the avatar

Profile text: Official YouTube channel of Asian Institute of Technology (AIT).

Additional Pages: AIT schools and units can have their own YouTube channels and should follow the following guidelines.

Video source: Do not upload videos that are not your original content.
Style Guide

Academic Content
For all academic content, please use The AIT Writing Style Guide.
For up to date reference, please refer to Language Center.
The latest version is available here:
http://www.ait.ac.th/education/LanguageCenter/ait-writing-services/style-guide/index.htm

Media Content
For all media content, the styleguide is the Associated Press StyleBook.
For up to date reference, please refer to the Media and Communications Unit.
**QR codes**

**Where to use:** QR codes can be used on publicity material, and websites. They are particularly useful for publicising special events, and banners.

**Testing:** Always test QR by using various devices and platforms.

**QR policy:** The AIT QR policy is available at this link [http://www.ait.ac.th/news-and-events/qr-code/QR.AIT.pdf](http://www.ait.ac.th/news-and-events/qr-code/QR.AIT.pdf)

**QR colors:** QR codes can be in black color or the AIT Green. Other colors should be avoided.

**Size:** A minimum of 1"x1" size is required to achieve 100% success with QR codes. Larger sizes can store more data are better, but too large could end up occupying too much space.
Identity card, name cards
Identity statements
Student Identity card

Identity Card:

**Template:** The template of the AIT identity card is available with the Media and Communications Unit (MCU). It is also available with the Student Registry.

**Uniformity:** All students of AIT, full time and exchange, have the same Identity Card.

**Alterations:** No alterations to the Identity Card are allowed.
Identity statements
Staff Identity cards

Identity Card:

**Template:** The template of the AIT identity card is available with the Media and Communications Unit (MCU). It is also available with the Human Resource Office (HRO).

**Uniformity:** All staff of AIT, including part time and visiting staff, have the same Identity Card.

**Alterations:** No alterations to the Identity Card are allowed.
Identity statements
Name cards

**Template:** The template of the AIT identity card is available with the Media and Communications Unit (MCU).

**Uniformity:** All name cards must adhere to this format

**Additional information:** If additional information like designation, email etc are to be inserted, please approach the Media and Communications Unit (MCU).

**Font:** The font in the AIT namecard is Arial (English) and Angsana DSE (Thai).

**Bold and Regular:** The namecard style is usage of bold font for the name and regular for the name of unit and designation.

**QR:** QR versions of the namecard are also available. In this case the name, designation and unit moves to the left side, while the QR code stays at the right hand top.
Identity statements
Letterheads

Template: The template of the AIT letterhead is available with the Media and Communications Unit (MCU).

Uniformity: All name cards must adhere to this format

Additional information: If additional information like designation, email etc are to be inserted, please approach the Media and Communications Unit (MCU).
Identity statements

Newsletter

Name: ‘AIT Newsletter” is a six page newsletter produced monthly and distributed in pdf format.

Brand: The name “AIT Newsletter” should not be used for any other publication. Individual units, like AITIS, alumni office, consulting etc, which produce their own newsletter have to name their products differently – like AIT Alumni Newsletter or AIT Consulting Newsletter.

Masthead: The Masthead of “AIT Newsletter” should not be copied in other publications.

Versions: The “AIT Newsletter” is also produced in a epub and kindle format.
Contact Information

Office of Media and Communications Unit (OMCO): The Office of Media and Communications (OMCO) is located in the Library Building of the Asian Institute of Technology (AIT). You can drop in any time between 7.30-16.30 hours Monday-Friday on all working days.

email omco@ait.ac.th

Author: You can also contact Director, OMCO Bajinder Pal Singh at bajinder@ait.asia

Phone: +66 2 524 5830 (administrative officer)
       +66 2 524 5877 (bajinder)