

Logo: vertical format

Our corporate identity is the primary representation of who we are. The Prasart symbol connects us to our heritage, while our name has been simplified and designed using modern typography to symbolize the future of Krungsri.

This lock-up of the identity should be considered in corporate purpose such as corporate applications or banking collateral.

English version is a primary. However, Thai version is an alternative, if the audiences aren't so familiar with English or the tonality of the communication is more suitable with Thai. This will be applied to all kinds of holding device.



cont.

Logo: horizontal format

There may be situations in which it is not possible to use the primary corporate identity in its vertical format.

Please ensure the Krungsri primary identity is used unless absolutely necessary.

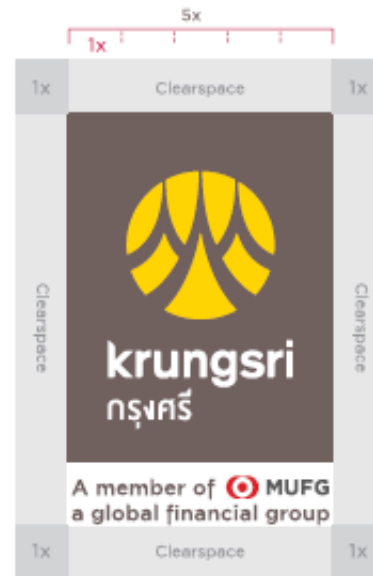
This may be due to an unusual format or size of a particular application. In these circumstances, it is acceptable to apply the horizontal Krungsri identity.



Logo Clear Space

To protect its integrity and legibility, a minimum amount of "clear space", 1X, must surround the affiliated identity. Follow the specifications listed here to determine the clear space area.

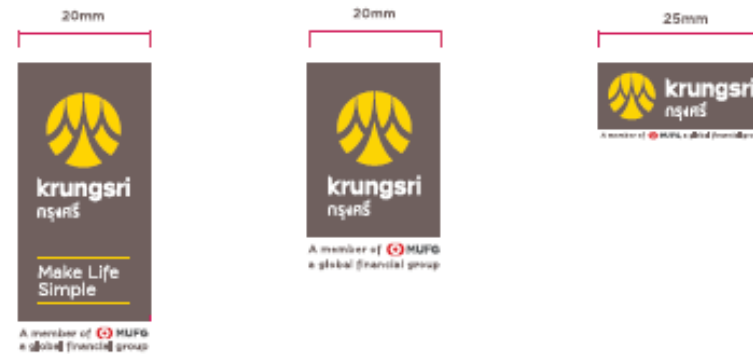
The clear space "1X" is calculated from "1 in 5" of holding device both vertical and horizontal versions.



Logo Minimum Size

A minimum identity size has also been established to maintain optimum legibility and quality in every expression of the Krungsri brand.

The minimum size is determined from each holding device size. However, please consider the printing or production quality of each material as well.



Brand Colors: primary

Corporate Color is a significant factor within the visual identity system. Therefore, the correct use of corporate colors is crucial to the integrity of the brand expression.

Krungsri Maroon Grey and Krungsri Yellow are our primary identity colors. They combine to reinforce our image of being Thailand's "Yellow Bank".

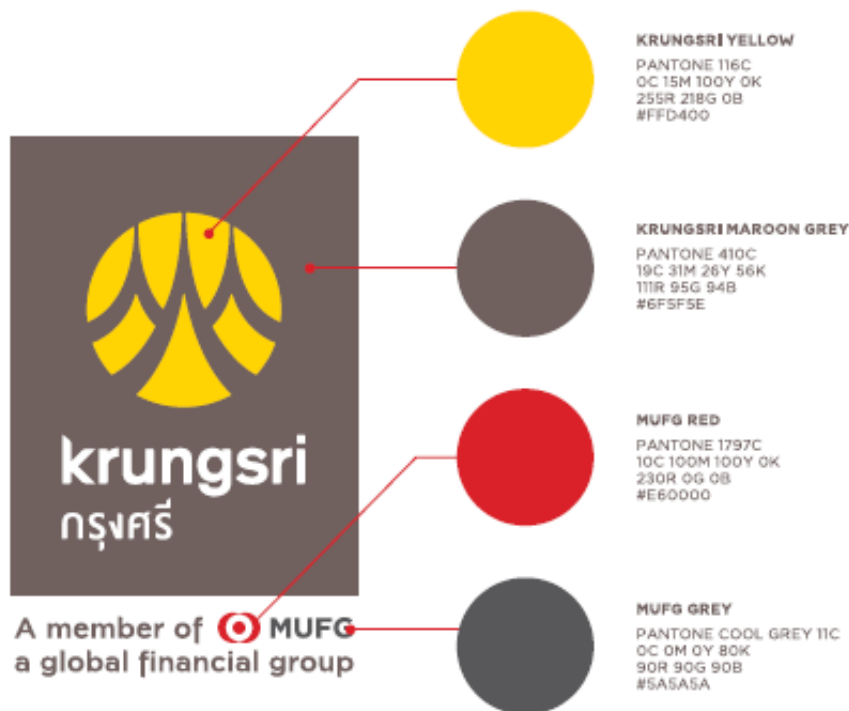
A strong contrast between the strength and confidence of our grey background tone and the dynamic yellow of our identity symbol establishes clarity and visibility for our brand.

Vibrant and energetic, the MUFG Red conveys a sense of dynamism and speaks to the financial group's

ambition and drives to be a foundation of strength that fosters sustainable growth in our world.

Correct use of color is vital when reproducing the Krungsri Affiliated identity. This example demonstrates how careful control and implementation of the identity must be maintained for an accurate and consistent representation of the brand. Whenever, possible, the Krungsri logo and MUFG affiliated with tagline should be used on white and/or light background.

In exceptional cases when the logo and affiliated have to be used on a darker background, the inverted version (all white) of MUFG logo has to be applied. Please refer to MUFG brand guidelines.



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a global financial group

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cont.

Brand Colors: color percentage

To strengthen the dynamic yellow, the wider space of Krungsri Maroon Grey should be applied. The proportion is Yellow 40% Krungsri Maroon Grey 60%.



Unacceptable Usage: for logo

To preserve and reinforce the integrity of the Krungsri MUFG Affiliation identity, it is vital that we never alter or re-position any of the elements within it.

Although the examples shown do not represent every misuse, they do illustrate some common mistakes that must be avoided when applying the Krungsri MUFG Affiliation identity to applications.

Always reproduce the identity using the specific colors and dimensions indicated in this manual.



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The logo should never contain outlined lettering.



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The logo should not appear in a color that is not specified in this manual.



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The typography should not be rearranged in any way.



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The logo color should not be altered in any way.



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The logotype should not be typeset in any unapproved font.



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The logo should not be stretched, compressed or distorted in any way.



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The logo should never be treated with special effects or filters.



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The elements of the logo should never be scaled or adjusted disproportionately.



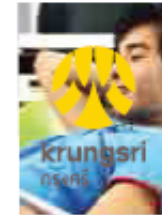
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The logo should never appear in black on a background of Krungsri Maroon Grey.



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The logo should never appear on colored backgrounds that are not approved.



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The logo should never appear over an image.



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When selecting new colors, such as for internal banking forms, always ensure there is enough contrast.

cont.

Unacceptable Usage: for affiliated text



A member of MUFG
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The affiliated text
should never
contain outlines.



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The affiliated text
should not appear
in a color that is
not specified in this
manual.



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The affiliated text
should not be
typeset in any
other font.



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The affiliated text
should not be
altered or compressed
in any way.



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The affiliated text
should never be
treated with special
effects or filters.



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The affiliated text
should never be
locked up within
the holding device.



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The affiliated text
should not be in a
holding device.



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The affiliated text
should never be
realigned in any
way.