

IMPACT CORPORATE IDENTITY

Corporate Communications Department
VERSION : @AUGUST2026



Table of Contents

Welcome

IMPACT's Brand Identity

- Business Description 3
- Brand Positioning 3
- Brand Attributes 3
- Brand Promise 3
- Partnership for Success Culture 3
- VISIONS / MISSIONS 4
- IMPACT CORE VALUE 5
- How We Conduct our business 6

Key Design Elements

- Logo 7
- Colour Code 7
- Our Brand mark Clear Space 8
- Minimum size of logo 9
- Logo Colouring 10
- Logo Use Guidelines 11
- Logo Background 12

IMPACT'S TYPEFACES

- Typography 13
- Typography / THAI 14
- Typography / English 15

STANDARD COMMUNICATION

- Letterhead 16
- Business Card 17
- Envelope No.9 17
- Fax 18
- Memo 18
- Letter Form 18
- E-mail Signature 19
- PowerPoint® Template 20

OUR RESTAURANT CHAINS

- Introduction 21
- Restaurants in the area**
 - Chinese Restaurant Group 22
 - Japanese Restaurant Group 23
 - International Food/ Flann O'Briens Irish Pub 24
 - International Food/ Terazza 25
 - International Food/ Retro Bar & Cafe 26
 - Thai Food / Thong Lor 27
 - Thai Food / Isan @ Arena 28
 - EASE Café 29
 - The Coffee Academics 30
 - SIX ZERO 31
 - FOOD COURT / THAI THAI 32
 - FOOD COURT / SKY KITCHEN 33
 - FOOD COURT / FOOD ARENA 34

Restaurants in the city

- HEI YIN 35
- XIAN YUAN 36
- The Coffee Academics 37
- TSUBOHACHI Japanese Restaurant 38

IMPACT CULINOVA

IMPACT CATERING

THE LAKE CLUB

IMPACT SIGNAGE

- Introduction 42
- Directional Signpost 43
- IMPACT CHALLENGER/ Directional Signpost 44
- IMPACT EXHIBITION CENTER/ Directional Signpost 45
- IMPACT FORUM / Directional Signpost 46
- Outdoor direction signpost 47

LED Wall and Digital TV (INDOOR)

- IMPACT CHALLENGER / Lobby Hall2 48
- IMPACT CHALLENGER / Hall 1, Hall 3 49
- IMPACT CHALLENGER / Digital TV 50
- IMPACT EXHIBITION CENTER/ Digital TV 51
- IMPACT FORUM / Digital TV 52
- IMPACT FORUM / LED Wall 53

Advertising Board (VINYL INKJET)

- SUMMARY ALL AREA 54
- Lollipop 55
- Billboard (Hong Kong Fisherman-Opposite) 56
- Billboard (IMPACT CHALLENGER / Loading) 57
- Banner (IMPACT EXHIBITION HALL9 / AMBER) 58

Advertising LED SCREEN

- IMPACT FORUM / Entrance 1 59
- LINK BRIDGE / THE PORTAL 60
- CUBIC / NOVOTEL 61
- ROYAL JUBILEE BALLROOM 62
- THE PORTAL (TOTEM) 63
- IMPACT CHALLENGER SKY ENTRANCE 64
- SKY ENTRANCE / LOBBY 65

BANGKOK LAND SIGNAGE

- Advertising Board 66
 - Under Link Bridge
 - Billboard P1 Chaeng Wattana-Tiwanon
- LED 67
 - P1 PYLON (LED)
 - MT02 (LED)
 - MT02 (VINYL) Lbv01, Lbv02
- P1 LONG BOARD (VINYL) 68

HOTELS

- NOVOTEL BANGKOK IMPACT 69
- IBIS BANGKOK IMPACT 70

IMPACT ARENA / LIVE NATION

- Logo System 71
- Typography System 72
- Color System 73
- Photography 74
- Signage 75
- Promotional 76



Welcome

This design manual provides policies, procedures, and methods for developing the corporate design. The guidelines have been designed for a simple application and easy understanding, whatever means of communication are used. The guidelines and design specifications have a binding effect on all IMPACT employees and shall act as a general rule applying to the company's internal and external communication. Each individual employee shall strictly adhere to these guidelines. (Only if these specifications have been consistently complied with will the desired uniform appearance be achieved.)



IMPACT'S BRAND IDENTITY

Business Description

We are the integrated venue management offering diversity of events with versatile facilities and services

Brand Positioning

We are a customer Led Venue that offers flexibility, size, and the integration of our facilities all services to deliver one stop and total solutions to our customers.

Brand Attributes

- Proficient Partner
- Passionate Professional
- Progressive Platform
- Personalised Solution

Brand Promise

IMPACT = Value of Place + People

Partnership for Success Culture

Our Partnership for Success Culture is to deliver high value to our partners and customers through mutual trust, cooperation, strategic partnerships, customized and turnkey solutions.

IMPACT'S BRAND IDENTITY

Vision:

We want to be a leading MICE destination in Asia, renowned for hosting world class business and entertainment events, enhancing Thailand's position as the premier and MICE hub.

Mission:

Delivering exceptional products and services to our customers with integrity, professionalism while being a responsible and sustainable corporate citizen to our local community and country.

IMPACT CORE VALUES



INNOVATIVE
MINDSET

กล้าคิด กล้าทำ
กล้าเปลี่ยนแปลง



PARTNERSHIP
FOR SUCCESS

เป็นทีม เป็นหนึ่ง
เป็นพันธมิตร



CUSTOMER
TRUST

ให้ก่อน ให้ใจ
ให้โอกาส



IMPACT'S BRAND IDENTITY

HOW WE CONDUCT OUR BUSINESS

Confident, Reliable and Professional

We offer our customers our knowledge, skills, people, and best services of international standards to ensure our customers' success and satisfaction.

Young & Active

We are modern and enthusiastic, with an innovative and creative mindset committed to fulfilling our customers' needs and providing our customers with great solutions.

Good Team Players

We support one another to fulfill our "Partnership for Success" culture with a common objective to deliver high value to our customers regardless of which department is involved. We work together as a team to collectively ensure our customer's success.

Customer-Led

We design our entire business around our customers' needs. Our focus is on personalized solutions and to enable our customers to experience values and services beyond their expectations.

Best Service Mind with Thai touch

We provide our customers with exemplary service akin to the legendary Thai hospitality, enabling our customers to experience our warmth and charm in the services we offer.

Modern and Progressive Venue offering a diversity of solutions

We offer our customers modern and technologically advanced facilities that provide a diversity of solutions and choices for their success.

KEY DESIGN ELEMENTS



PANTONE
2935 C

CMYK

C 100
M 68.09
Y 3.57
K 0.16

RGB

R 0
G 93
B 165



PANTONE
1505 C

CMYK

C 0
M 71.66
Y 100
K 0

RGB

R 242
G 108
B 33

Logo

1. All the letters "IMPACT MUANG THONG THANI" must be all capitalized.
2. Our new logo reflects an modern, confident and progressive organization that is reliable, caring and warm.

Colour Codes

The IMPACT logo colours are blue and orange. Blue is the dominant of the two corporate colours. In two-colour printing, blue should always be used.

The meaning of our blue and orange colours attributes our "Partnership for Success" company culture.

Blue means Trustworthy, Dependability, Responsibility, security and stability which inspire Trust.

Orange means Eagerness, Energy, Enthusiasm, Fun and Vitality.

KEY DESIGN ELEMENTS



Our Brand Mark Clear Space

Please note that spacing on every side of the “IMPACT logo” must remain clear from letters, colors, or any graphic element.

Spacing requirements are as follows:

Horizontal line x 1 (total area x 15.3)
Vertical line x 1 (total area x 5)

KEY DESIGN ELEMENTS

Minimum size of the logo

15 cm.



10 cm.



5 cm.



2.5 cm.



The minimum size of IMPACT logo should not be smaller than 2.5 cm. in width.

KEY DESIGN ELEMENTS

Logo Colour

Logotype



Primary Use

Boxed logotype in White



Boxed logotype in Blue



Secondary Use



One Colour / IMPACT Blue



One Colour / Black



Reversed to white on a blue background



Reversed to white on a black background

Additional



One Colour / Gold



One Colour / Grey



Reversed to white on a gold background



Reversed to white on a gray background

Acceptable colours for IMPACT Logo are only as mentioned above

KEY DESIGN ELEMENTS

Logo Use Guidelines



Original



Reversed to white on a blue background

1. Recolouring the logo apart from original intention our is forbidden

2. Any colour adjustments apart from original intention are forbidden



3. Any proportional adjustments apart from specified are forbidden

4. Any distortion, shape adjustments, or reposition apart from specified are forbidden



KEY DESIGN ELEMENTS

Logo Background

DON'T



Don't use IMPACT logo against a graphic background

DO



Option 1

IMPACT logo may be used in corporate colours placed on specified colour background only



Option 2

IMPACT logo may be used in a light background

IMPACT'S TYPEFACES

Typography / THAI

Media Publications; including Advertising Materials, Magazines, Journals, IMPACT's internal and external media publications, etc. should be composed with the following fonts;

The Typeface : Sukhumvit

Light กขฃคฅฉชฌดฎฏฐทฑฒณดตถทธนบปผฝพฟภมยรลว
ศษสฬหฬอฮ 1234567890 ~ฯาำัุู้๐|||โะโอ%&(:;\#?)

Regular กขฅคฝงจฉซชฌญฎฏฐฑฒณดตถทธนบปผฝพฟภมยรลว
ศษสฬห 0 1 2 3 4 5 6 7 8 9 0 ~ ¯ ˘ ˇ ˙ ˚ ˛ ˜ ˝ ˞ ˠ ˡ ˢ ˣ ˤ ˥ ˦ ˧ ˨ ˩ ˪ ˫ ˬ ˭ ˮ ˯ ˰ ˱ ˲ ˳ ˴ ˵ ˶ ˷ ˸ ˹ ˺ ˻ ˼ ˽ ˾ ˿

Bold กขฃคฅฉงจฉชฌญฎฏฐฑฒณดตถทธนบปผฝพฟภมยรลว
ศษสฬห ๑ 2 3 4 5 6 7 8 9 0 ~ๆะาัิึุูเแอโใเ้%&(:;\#?)

IMPACT'S TYPEFACES

Typography / English

Media Publications; including Advertising Materials, Magazines, Journals, IMPACT's internal and external media publications, etc. should be composed with the following fonts ;

The Typeface : Frutiger LT Std

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !%#&* <>?@

STANDARD COMMUNICATION

Letterhead



STANDARD COMMUNICATION

Business Card



Envelope No.9



STANDARD COMMUNICATION

Fax

Partnership for Success



FACSIMILE

To: _____

Company: _____

Fax Number: _____

From: _____

Subject: _____

Date: _____

No. of Pages: _____ (Included this page)

9# External Facsimile (eng)

IF TRANSMISSION IS INCOMPLETE, PLEASE CONTACT SENDER

TELEPHONE: +66 2 833 XXXX FAX: +66 2 833 XXXX E-mail: xxx@impact.co.th

This communication is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged and confidential. If you are not the intended recipient, or the employee or agent responsible for delivering the communication to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited without the express consent of the sender or intended recipient. If you receive this communication in error, please notify us immediately.

Partnership for Success



FACSIMILE

To: _____

Company: _____

Fax Number: _____

From: _____

Subject: _____

Date: _____

No. of Pages: _____ (Included this page)

9# External Facsimile (eng)

IF TRANSMISSION IS INCOMPLETE, PLEASE CONTACT SENDER

TELEPHONE: +66 2 833 XXXX FAX: +66 2 833 XXXX E-mail: xxx@impact.co.th

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Memo

Partnership for Success



Department

MEMORANDUM

To:		Date:	
From:		Ref. No:	
Subject:			
CC:			
Total page:	(Including this page)		

☐ For your comment ☐ For your information ☐ Please handle/action ☐ As requested ☐ Others

7# Internal Memo (eng)

Letter Form

Partnership for Success



<<Date>>

<<Name>> <<Last Name>>

<<Job Title>>

<<Company Name>>

<<Address>>

<<District>>

<<Province>> <<Postcode>>

<<Telephone>>

<<Facsimile>>

Subject:

Dear.....,

Your new company stationary has been formatted as indicated by the style of this letter. The letter is to be set using the typeface "Times New Roman," 12 pt. in size with single line spacing. The left and right hand margins are inserted 30 mm.

The paper is international standard size A4. The salutation is separated by one blank line from the subject.

Paragraphs are separated by a blank line so there is no need to indent.

At the end of the letter, two blank lines are left before typing "Yours sincerely," which is separated from the name of the signatory by not less than three blank lines. Wherever possible, five blank lines should be left for the signature.

Yours sincerely,

Name

Title

1# Formal Letter + company logo (eng)

IMPACT ARENA

IMPACT FORUM

IMPACT CHALLENGER

IMPACT EXHIBITION CENTER

NOVOTEL BANGKOK IMPACT

IMPACT EXHIBITION MANAGEMENT CO., LTD.

10th Floor, Bangkok Land Building, 47/569-574 Popular 3 Road,

Banmai Sub-district, Pakkret District, Nonthaburi 11120,

GRATER BANGKOK, THAILAND

Tel : +66(0) 2833-4455 FAX : +66(0) 2833-4456

E-mail : info@impact.co.th Website : www.impact.co.th

STANDARD COMMUNICATION

E-mail Signature

The whole company email signature must be in the same format to imply the unity of the corporations' working standard.

The font used for email signature is

Arial / Regular
Size = 10 Points
and in black color only.

You can request E-mail footer picture via :
communications@impact.co.th
Tel : 0 -2833-5069

Format Example

JINTANA PHONGPAKDEE
Corporate Communications Director

Corporate Communications Department
IMPACT EXHIBITION MANAGEMENT CO., LTD.

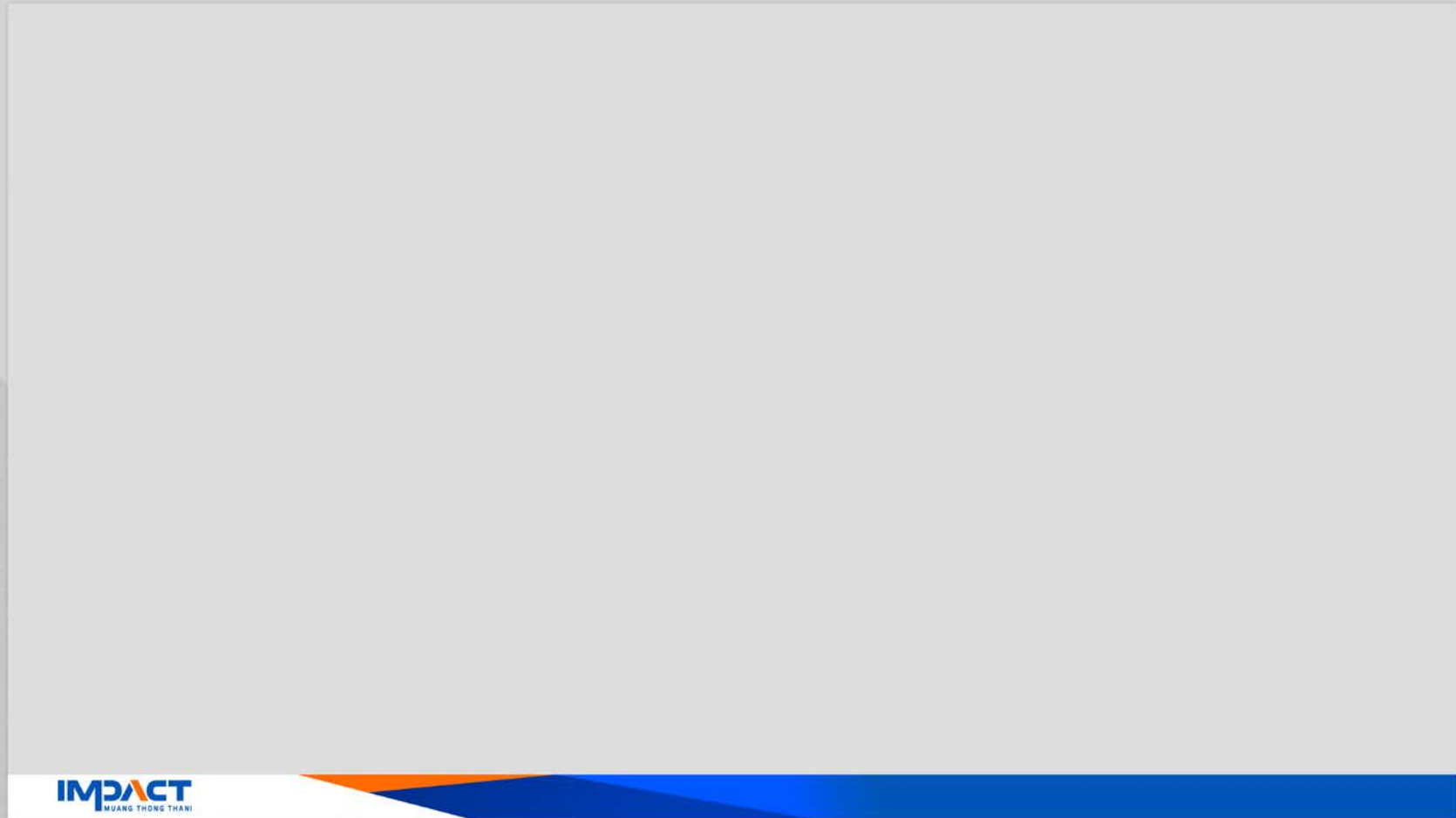
10th Fl., Bangkok Land Building
47/569-576 Popular 3 Road, Banmai Sub-district,
Pakkred District, Nonthaburi 11120
GREATER BANGKOK, THAILAND.

Tel : +66 (0)2833-5061
Fax : +66 (0)2833-5060
Mobile : 089-xxx-xxxx
E-mail : jintanap@impact.co.th
Website : www.impact.co.th



STANDARD COMMUNICATION

PowerPoint® Template



You can download IMPACT's PowerPoint template at
<https://www.impact.co.th/documents/corporate-identity/impact-powerpoint-template-2026.zip>

OUR RESTAURANT CHAINS

Introduction

The objective of determining colour schemes for each food and beverage outlet is to create IMPACT restaurants' brand awareness among the public.



OUR RESTAURANT CHAINS

Restaurants in the area

CHINESE RESTAURANTS

Hong Kong Fisherman

Lobby Hall 12, IMPACT Exhibition Center

Tel : +66 (0) 2833-5434-5

Opening Hours : 11:00-22:00 hrs.

Hong Kong Café

Food Atrium, IMPACT Challenger 3

Tel : +66 (0) 2833-4044

Opening Hours : 11:00-21:00 hrs.

Hong Kong Suki

2nd Floor, THE PORTAL Lifestyle Complex

Tel : +66 (0) 2040 8176

Opening hours: 11:00-20:00 hrs.

*Business hours vary depending on the events taking place



Hong Kong
Fisherman

Hong Kong Fisherman

Lobby Hall 12, IMPACT Exhibition Center



Hong Kong Café

Food Atrium / IMPACT Challenger 3



Hong Kong SUKI

2nd Floor, THE PORTAL



OUR RESTAURANT CHAINS

Restaurants in the area

JAPANESE RESTAURANTS

Tsubohachi

The Portal Lifestyle Complex

Business hours vary depending on the events taking place: 11:00-20:00 hrs. (Last order 19:30 hrs.)

☎ 02 033 1864 🌐 www.tsubohachi-tha.com

Nippon Yokochō

Food Atrium / IMPACT CHALLENGER 3

Monday - Thursday : 11.00 - 20.00 hrs.

Friday - Saturday : 11.00 - 24.00 hrs.

Exhibition days : 11.00 - 24.00 hrs.

☎ 02 580 1664 🌐 www.facebook.com/Nipponyokochoth

Taisho-Tei

Food Atrium / IMPACT CHALLENGER 3

Open daily from 11:00-20:00 hrs.

☎ 02 833 4284 🌐 www.facebook.com/TaishoteiRamen

สํานัก
Tsubohachi
Japanese Restaurant 日本橋

日本橋
Nippon Yokochō

大正亭
Taisho-Tei



OUR RESTAURANT CHAINS

Restaurants in the area
International Food

FLANN O'BRIEN'S IRISH PUB

Flann O'Brien's Irish Pub @IMPACT

Food Atrium, IMPACT Challenger 3

Tel : 02-833-4288

Opening Hours: 16:00-24:00 hrs.

*Business hours vary depending on the events taking place



ORIGINAL



Full CMYK

TWO COLOR



ONE COLOR



OUR RESTAURANT CHAINS

Restaurants in the area
International Food

Terrazza Restaurant & Bar

Hall 5, IMPACT EXHIBITION CENTER

Tel : 02-833-5432-33

ORIGINAL / TWO COLOR (Spot)



	C 50	M 70
	Y 60	K 80
	C 25	M 38
	Y 97	K 3

OUR RESTAURANT CHAINS

Restaurants in the area
International Food

Retro Bar & Café

1st Fl., THE PORTAL Lifestyle Complex
Tel : 02 006 2054

Opening Hours: 16:00-24:00 hrs.

*Business hours vary depending on the events taking place



Two-Tone



Single Colour



PANTONE 1785 C

PANTONE 874 C

PANTONE 7455 C

OUR RESTAURANT CHAINS

Restaurants in the area
THAI Food

THONGLOR Authentic Thai Cuisine - Halal

Lobby 3, IMPACT CHALLENGER

Tel : 02-833-4038



Original



Two Colours



OUR RESTAURANT CHAINS

Restaurants in the area

THAI Food

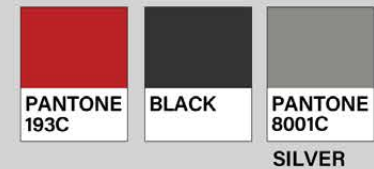
ISAN at ARENA

2nd Floor, THE PORTAL Lifestyle Complex

Tel : 02 033 1863

Opening Hours: 11:00-20:00 hrs.

*Business hours vary depending on the events taking place



OUR RESTAURANT CHAINS

Restaurants in the area

Coffee & Beverage / Cafeteria

EASE CAFÉ

- Lobby IMPACT CHALLENGER 2

Tel : 02-833-4282-3

- Lobby IMPACT FORUM / Hall 4

Open on Exhibition days

(The time is according to the exhibition at IMPACT Challenger and IMPACT Forum)



ORIGINAL / TWO COLOR (Spot)

อีส คาเฟ่
EASE
CAFÉ



อีส คาเฟ่
EASE cafē



OUR RESTAURANT CHAINS

Restaurants in the area

Coffee & Beverage / Cafeteria



IMPACT Challenger, LOBBY Hall 3



11:00-20:00 hrs.

Note: Open only on selected event days



TheCoffeeAcademicsTH

THE COFFEE ACADEMİCS



THE COFFEE ACADEMİCS

OUR RESTAURANT CHAINS

Restaurants in the area

Coffee & Beverage / Cafeteria



Garage & Roaster

6 Zero Garage & Roaster

Ground floor, Indoor Parking 3

08:00-18:00 hrs.

6zero.coffee

6zero_garage_and_roaster

081 234 0858

6 Zero Garage & Roaster has vividly become a meeting destination for car enthusiasts as well as coffee lovers who just enjoy sipping coffee and eat, sleep, and breath cars. Growing up falling in love with cars, the store owner intends to create a space where classic and rare automobiles can be admired up close. Combining this love for cars with a deep appreciation for coffee, the idea for 6 Zero Garage & Roaster came to life. Here, it's more than just a showroom. It's a café that serves freshly roasted, high-quality coffee, carefully selected and roasted in-house to deliver a rich, aromatic, and perfectly balanced cup.



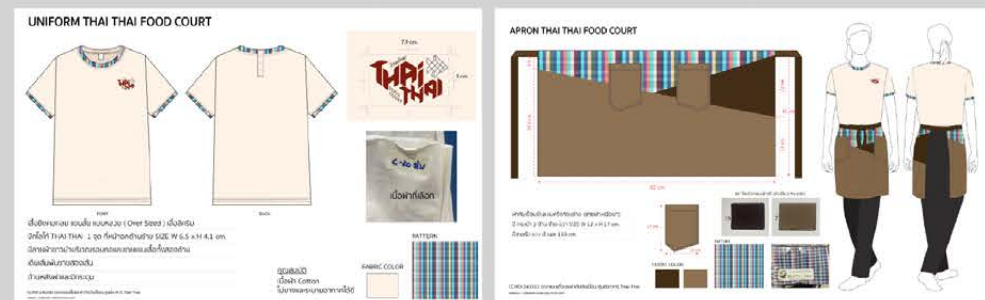
Restaurants in the area

FOOD COURT

THAI THAI Food Court

Atrium 2 - Food Atrium

Opening Hours: Exhibition Days from 11 a.m. to 8 p.m.



OUR RESTAURANT CHAINS

Restaurants in the area
FOOD COURT



FOOD ARENA

3rd Floor, The Portal Lifestyle Complex

10:00-20:00 hrs. (Extend to 9 PM on
concert day at IMPACT Arena)

📍 www.facebook.com/foodarenatheportal



OUR RESTAURANT CHAINS

Restaurants in the city

"Hey Yin" Chinese Restaurant



Celebrating Culinary Abundance

HEI YIN is a dining concept inspired by an ancient Cantonese legend, with an intention to celebrate of the culinary abundance and expertise renowned to Cantonese cuisine.

 3rd Floor, Gaysorn Village, 999 Phloen Chit Rd, Lumpini, Pathum Wan District, Bangkok, Thailand, Bangkok

 11:00-15:00 hrs. and 18:00-22:00 hrs.

  HeiYinBangkok

 <https://www.heiyinbangkok.com>

 080 964 5423



OUR RESTAURANT CHAINS

Restaurants in the city

XIAN YUAN
Chinese Restaurant

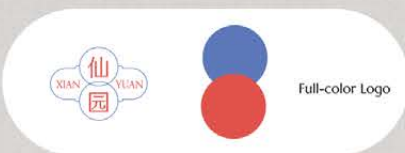
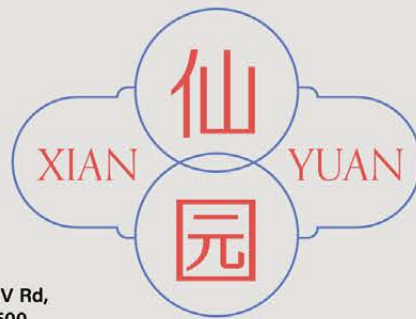
📍 5th Floor, Dusit Central Park, 946 Rama IV Rd,
Si Lom, Bang Rak, Bangkok, Thailand, 10500

🕒 Always open

📱 XianYuanBangkok

🌐 www.xianyuanbangkok.com

☎ 084 237 1636



Full-color Logo



Color #2



Color #1



Black/White Logo

OUR RESTAURANT CHAINS

Restaurants in the city

THE COFFEE ACADEMİCS



THE COFFEE ACADEMİCS

STANDARD COLOR

Primary Color



Pantone: 1255C
4C: 30C 45M 100Y 8K



Black



White

PANTONE 1255C



STANDARD FONT

Primary font

DIN CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Supplementary font

DINPro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

DINPro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

DINPro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

C29 M45 Y100 K6



Velaa Sindhorn Village
Shop B114, Velaa Sindhorn Village

⌚ 07:00-20:00 hrs.
☎ 02-164-2500
🌐 <https://www.the-coffeeacademicsth.com>
📱 TheCoffeeAcademicsTH

Gaysorn Village
G Fl, Gaysorn Tower, Gaysorn Village

⌚ 08:00-20:00 hrs.
☎ 02-253-6399
🌐 <https://www.the-coffeeacademicsth.com>
📱 TheCoffeeAcademicsTH

Central World
2nd Floor, Eden Zone

⌚ 10:00-22:00 hrs.
☎ 02-118-6169
🌐 <https://www.the-coffeeacademicsth.com>
📱 TheCoffeeAcademicsTH

KINGSQUARE Community Mall
1st Floor, KINGSQUARE Community Mall

⌚ 07:00-21:00 hrs.
☎ 063-895-1378
🌐 <https://www.the-coffeeacademicsth.com>
📱 TheCoffeeAcademicsTH



SOCIAL MEDIA

www.the-coffeeacademicsth.com

📱 TheCoffeeAcademicsTH

OUR RESTAURANT CHAINS

Restaurants in the city



Beehive Lifestyle Mall
 10:00-22:00 hrs.
 Tsubohachi Thailand
 Tsubohachi Thailand
 @tsubohachith
 https://www.tsubohachi-tha.com
 02-000-2180

The Promenade
 3rd Floor
 10:00-22:00 hrs.
 Tsubohachi Thailand
 Tsubohachi Thailand
 @tsubohachith
 https://www.tsubohachi-tha.com
 02-947-6265

Robinson Lifestyle Ratchaphruek
 1st Floor
 Mon-Thu : 11:00-22:00 hrs.
 Fri-Sat-Sun : 10:00-22:00 hrs.
 Tsubohachi Thailand
 Tsubohachi Thailand
 @tsubohachith
 https://www.tsubohachi-tha.com
 02-126-0049

Zpell at Future Park
 2nd Floor, West wing
 Mon-Thu : 10:30-21:30 hrs.
 Fri : 10:30-22:00 hrs.
 Sat-Sun / Public Holiday : 10:00-22:00 hrs.
 Tsubohachi Thailand
 Tsubohachi Thailand
 @tsubohachith
 https://www.tsubohachi-tha.com
 02-150-9055

Cosmo Bazaar
 1st Floor
 10:00-21:00 hrs.
 Tsubohachi Thailand
 Tsubohachi Thailand
 @tsubohachith
 https://www.tsubohachi-tha.com
 02-288-0098

Central Westgate
 G Floor
 10:00-22:00 hrs.
 Tsubohachi Thailand
 Tsubohachi Thailand
 @tsubohachith
 https://www.tsubohachi-tha.com
 02-000-8223



IMPACT CULINOVA



IMPACT CATERING

We are committed to creating the perfect gastronomic experience, whatever style of dining and catering theme you require. No effort will be spared to make your event and occasion to remember. With a comprehensive range of flexible, external catering offerings, we will work with you to customize our food and service offering to be in sync with the total event experience. Our team is experienced in all aspects of planning - in addition to a dining experience that lingers beyond the palate, we offer an impeccable experience to cater to your every need.

Background White

IMPACT
CATERING

Background Brown

IMPACT
CATERING

Background Black

IMPACT
CATERING



Gold	Dark Brown	Black	White
Pantone 7502 C RGB - 189 133 36 CMYK - 14 28 02 82 HEX - E29896	Pantone 7596 C RGB - 40 37 29 CMYK - 82 70 79 69 HEX - 3C2B17	Pantone 419 C RGB - 25 25 25 CMYK - 0 0 0 90 HEX - 1A1A1A	Pantone White RGB - 255 255 255 CMYK - 0 0 0 0 HEX - FFFFFF

 www.impact-catering.com

  [impactcatering](https://www.facebook.com/impactcatering)

 [impactcateringth](https://www.instagram.com/impactcateringth)

 [@impactcatering](https://www.linkedin.com/company/impactcatering)

 080 833 5252

THE LAKE CLUB

The Lake Club

Everyday Club for All

The Lake Club is designed to function as:

- A third place
(between home and work)
- A multi-speed environment
(day → night, calm → social)
- A collective lifestyle platform

Operating Hours:

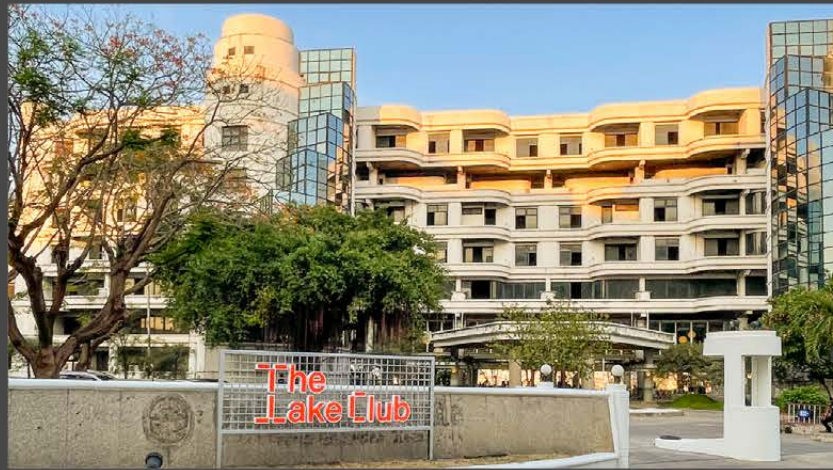
8:00 AM – 10:00 PM

(Guests are welcome to enjoy the venue until midnight)

☎ **063-837-2653**

📘 **The Lake Club**

© **thelakeclub.th**



SIGNAGE

Introduction

IMPACT signposts are separated these categories :

1. DIRECTIONAL SIGNPOST

- 1.1 Indoor direction signpost
 - 1.1.1 Directory Stand
 - 1.1.2 Pole Stand
- 1.2 Outdoor direction signpost

2. ADVERTISING BOARD

- 2.1 Lollipop
- 2.2 Billboard Oposite Hong Kong Fisherman 10 x 6 m.
- 2.3 Billboard Express way 20 x 10 m.
- 2.4 IMPACT Exhibition Hall 9 / Banner (Outdoor)
- 2.5 AMBER wall / Banner (Outdoor)

3. LED Wall and Digital TV

- 3.1 LED wall at IMPACT Challenger 2 lobby
- 3.2 LED wall at IMPACT Challenger 1 & 3
- 3.3 LED wall at IMPACT Forum (Extrance 1/ Outside)
- 3.4 LED wall at IMPACT Forum- Link bridge (Novotel)
- 3.5 Digital TV at IMPACT Challenger
- 3.6 Digital TV at IMPACT Forum
- 3.7 Digital TV at IMPACT Exhibition Center
- 3.8 LED - Link bridge - The Portal to IMPACT Challenger
- 3.9 LED Cube
- 4.0 LED Royal Jubilee (Outdoor/IMPACT Challenger1)
- 4.1 LED The Portal (Totem)
- 4.1 SKY ENTRANCE - LED (Outdoor)
- 4.2 Sky Entrance - Lobby LED (Indoor)

BANGKOK LAND signposts are separated these categories :

1. ADVERTISING BOARD

- 1.1 Under Link Bridge / Column / Banner
- 1.2 P1 - Long Board
- 1.3 P1 - Pylon Billboard w 20 x h 10 m. (1 side)
- 1.4 Tiwanon - Pylon Billboard w 20 x h 10 m. (2 Sides)

2. LED

- 2.1 P1 - Pylon LED

SIGNAGE

IMPACT CHALLENGER > Ground Floor

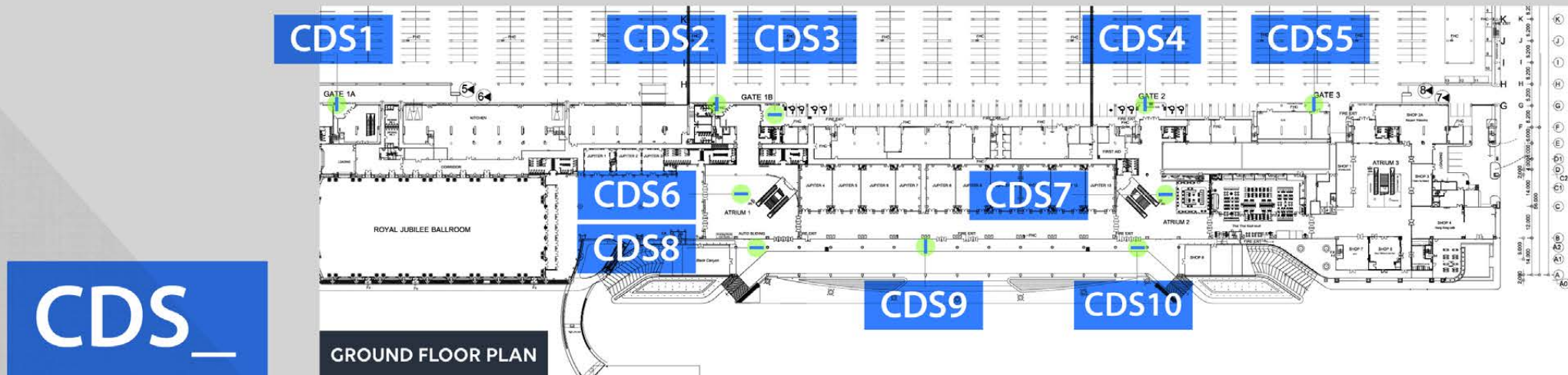
1. DIRECTIONAL SIGNPOST

1.1 Indoor direction signpost

1.1.1 Directory Stand

1.1.2 Pole Stand

IMPACT CHALLENGER

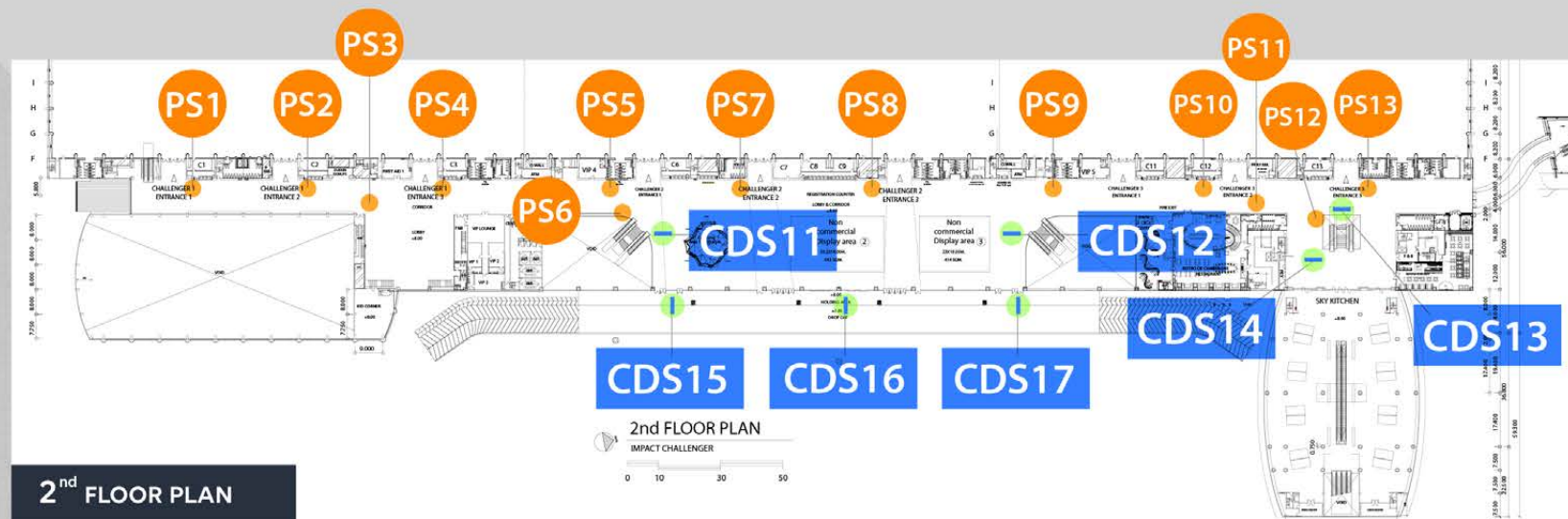


CDS

IMPACT CHALLENGER
Directional Stand



Pole Stand



44



1.1.2 Pole Stand

Directory Stand

Code : DS
Location : Challenger
Type : Directional
Lightbox
Quantity : 21 units



Pole Stand

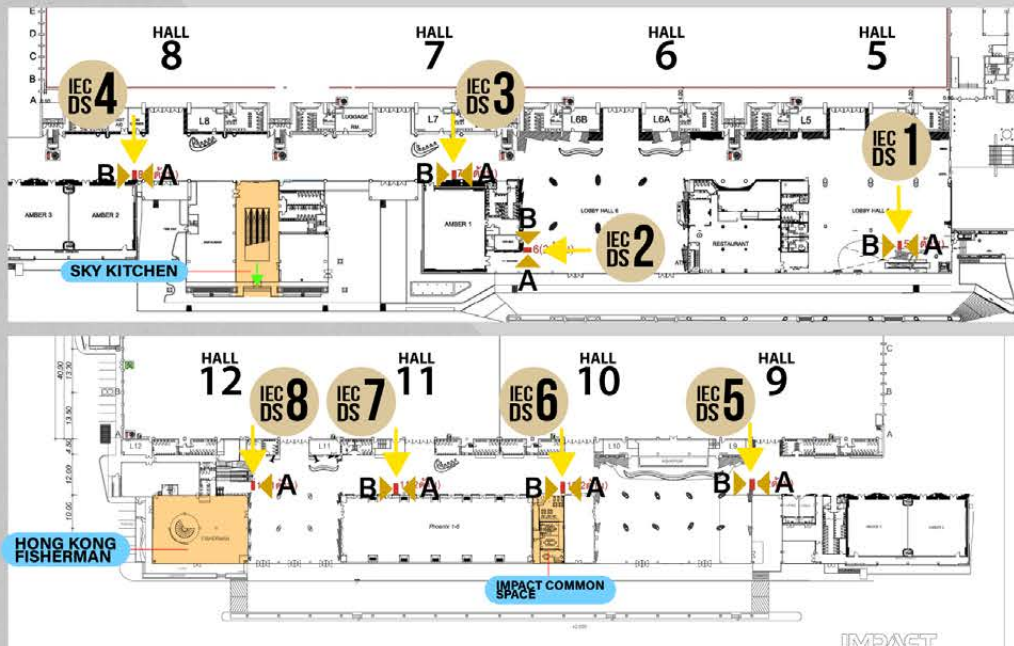
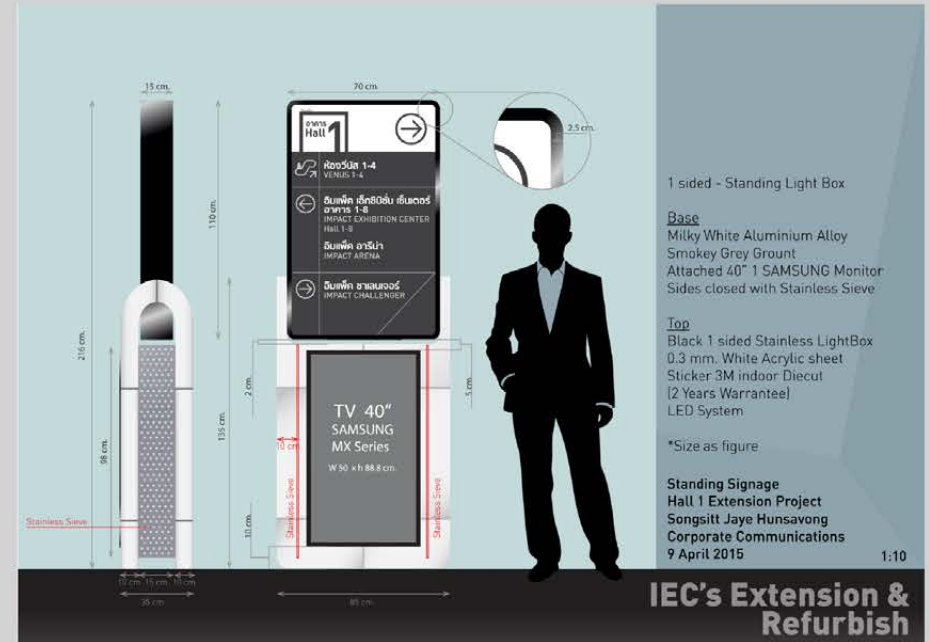
Code : PO
Location : Challenger
Type : Directional
Lightbox
Quantity : 14 units



SIGNAGE

LED Wall and Digital TV

Digital TV at IMPACT Exhibition Center



SIGNAGE

LED Wall and Digital TV

Digital TV at IMPACT Forum

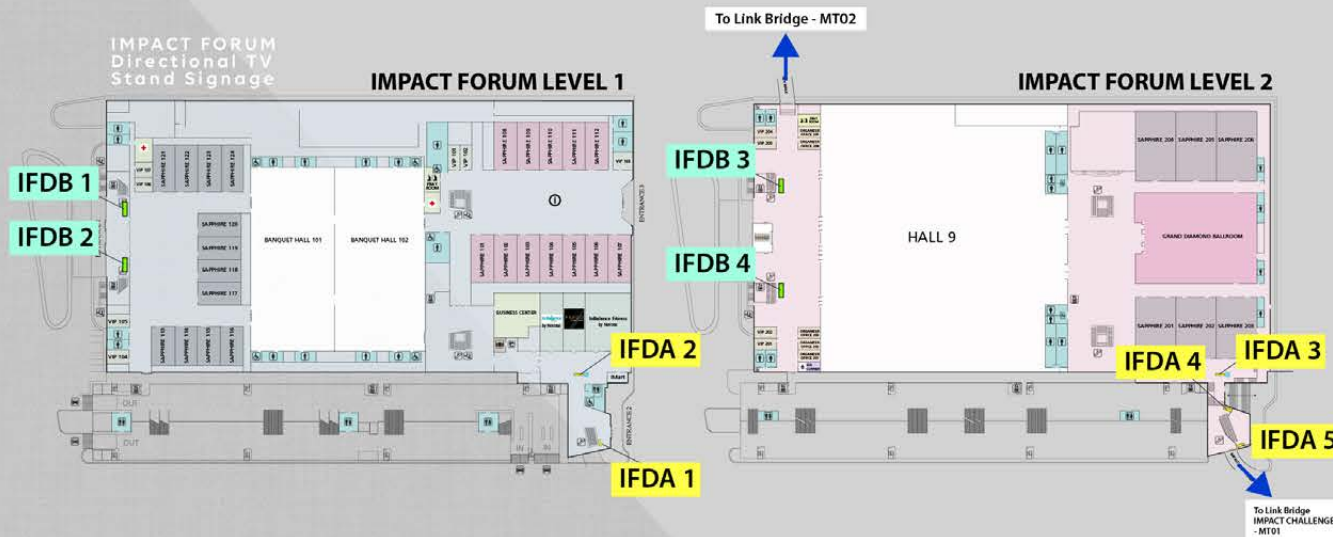
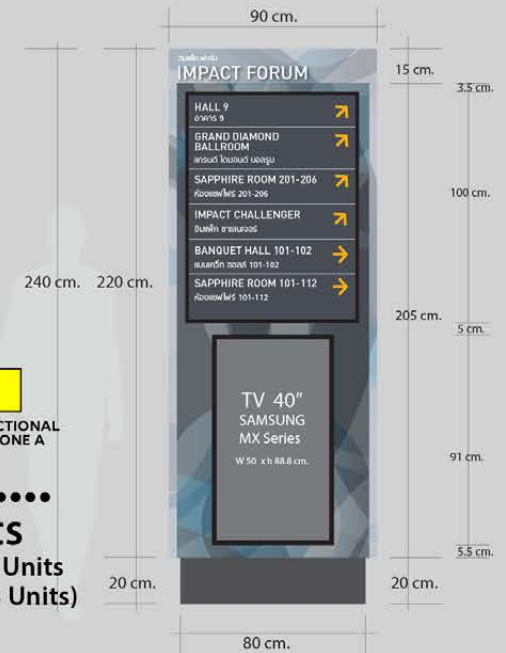
**IMPACT FORUM DIRECTIONAL
TV STAND SIGNAGE ZONE B**

**IFDB....
4 Units**
(1st Floor = 2 Units
2nd Floor = 2 Units)



**IMPACT FORUM DIRECTIONAL
TV STAND SIGNAGE ZONE A**

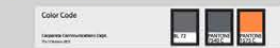
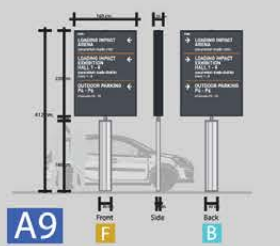
**IFDA....
5 Units**
(1st Floor = 2 Units
2nd Floor = 3 Units)



SIGNAGE

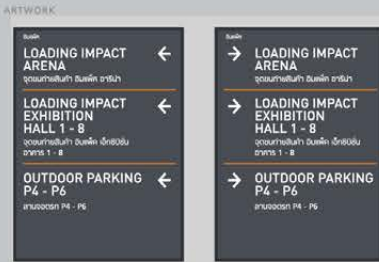
DIRECTIONAL SIGNPOST

Outdoor direction signpost



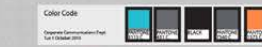
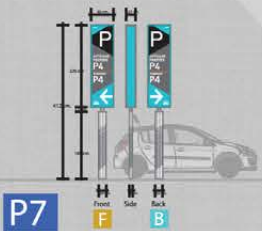
A9

- ขนาดหน้า 2 ไร่ (ขนาด 2x1 เมตร)
- วัสดุ: 3M PVC outdoor 801 Pantone 7540C
- สี: สีฟ้า (สีฟ้า 3M PVC outdoor 801 Pantone 7540C)
- ขนาดหน้า 15



Front F Back B

P5



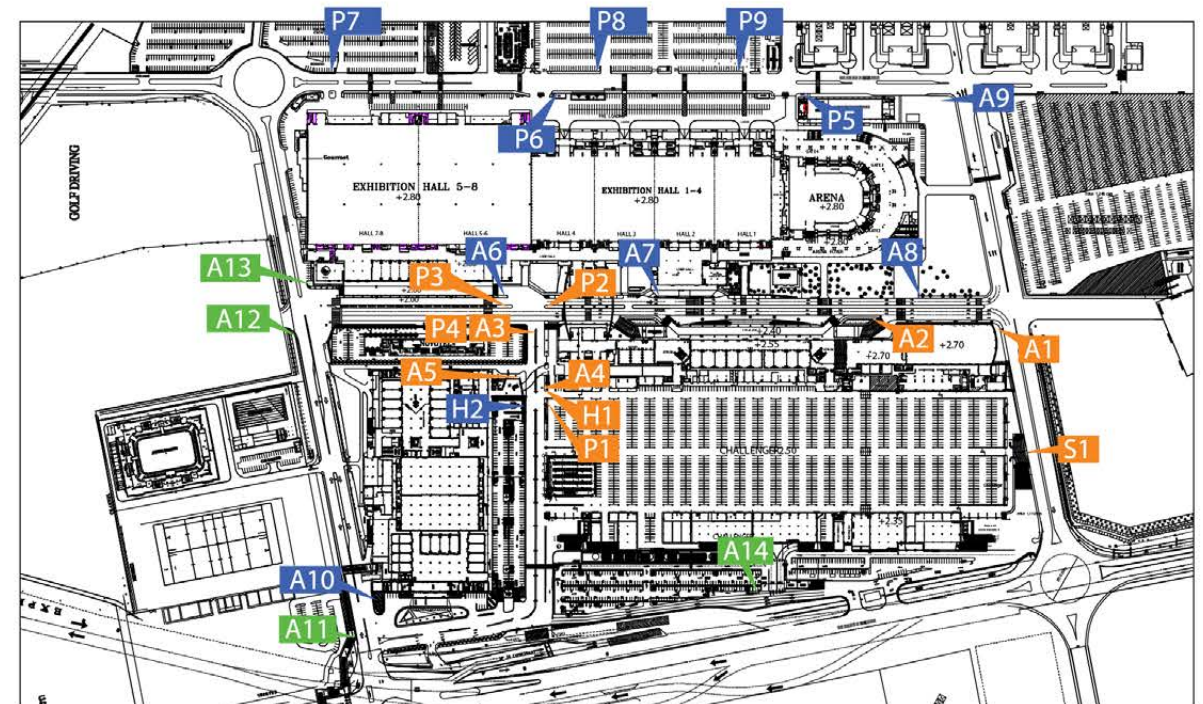
P7

- ขนาดหน้า 2 ไร่ (ขนาด 2x1 เมตร)
- วัสดุ: 3M PVC outdoor 801 Pantone 7540C
- สี: สีฟ้า (สีฟ้า 3M PVC outdoor 801 Pantone 7540C)
- ขนาดหน้า 15



Front F Back B

P8



Phase 1	A A1, A2, A3, A4, A5	S S1	P P1, P2, P3, P4	H H1
Phase 2	A A6, A7, A8, A9, A10		P P5, P6, P7, P8, P9	H H2
Phase 3	A A11, A12, A13, A14			
Total	14	1	9	2

SIGNAGE

LED Wall and Digital TV

LED wall at IMPACT
Challenger 2 lobby

Size : w 17.28 x h 4.32 m.
Media : DVD format , AVI , MPEG , WMV



Sponsor
w 576 x h432 pixels

Exhibitor events
w 1152 x h432 pixels

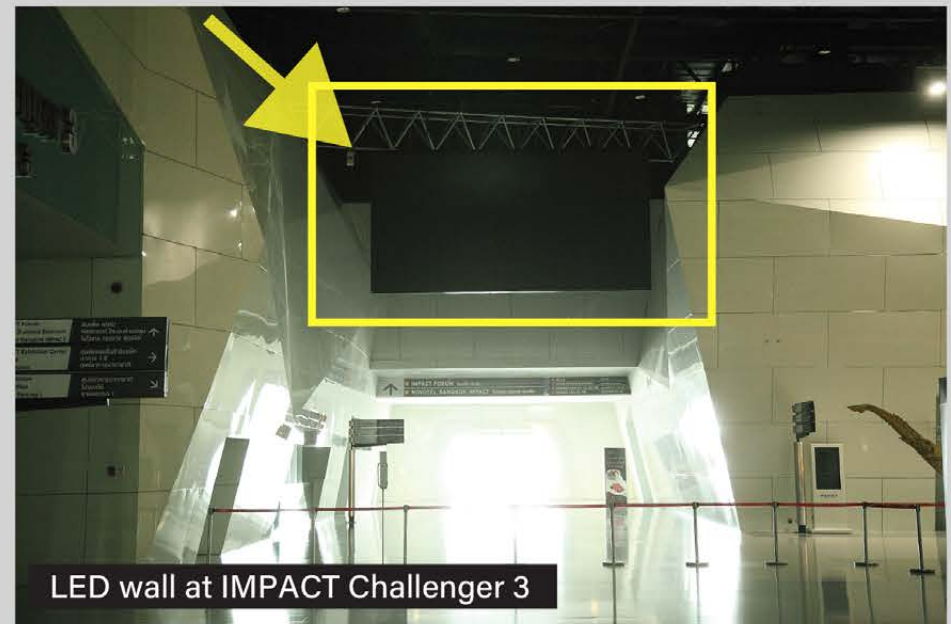
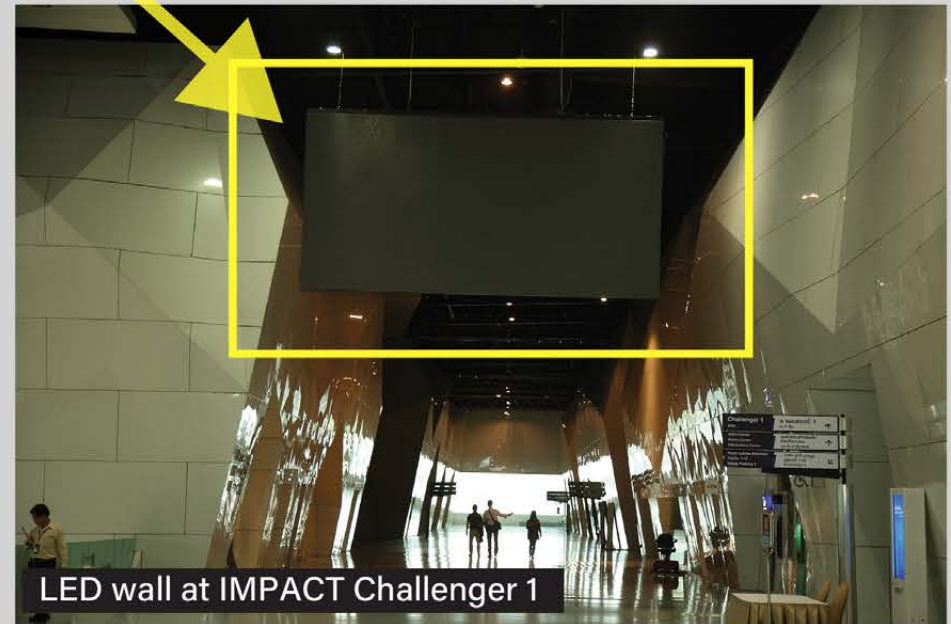
SIGNAGE

3. LED Wall and Digital TV

3.2 LED wall at IMPACT Challenger 1 & 3

Size : w 576 x h 432 pixels

Media : DVD format , AVI , MPEG , WMV



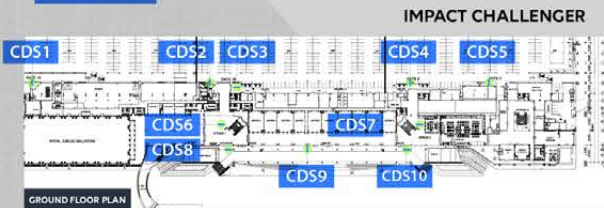
SIGNAGE

LED Wall and Digital TV

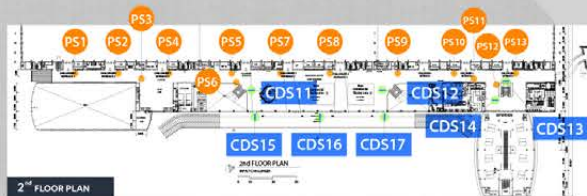
Digital TV at
IMPACT Challenger

Resolution : w 1980 x h 1080 Pxs.

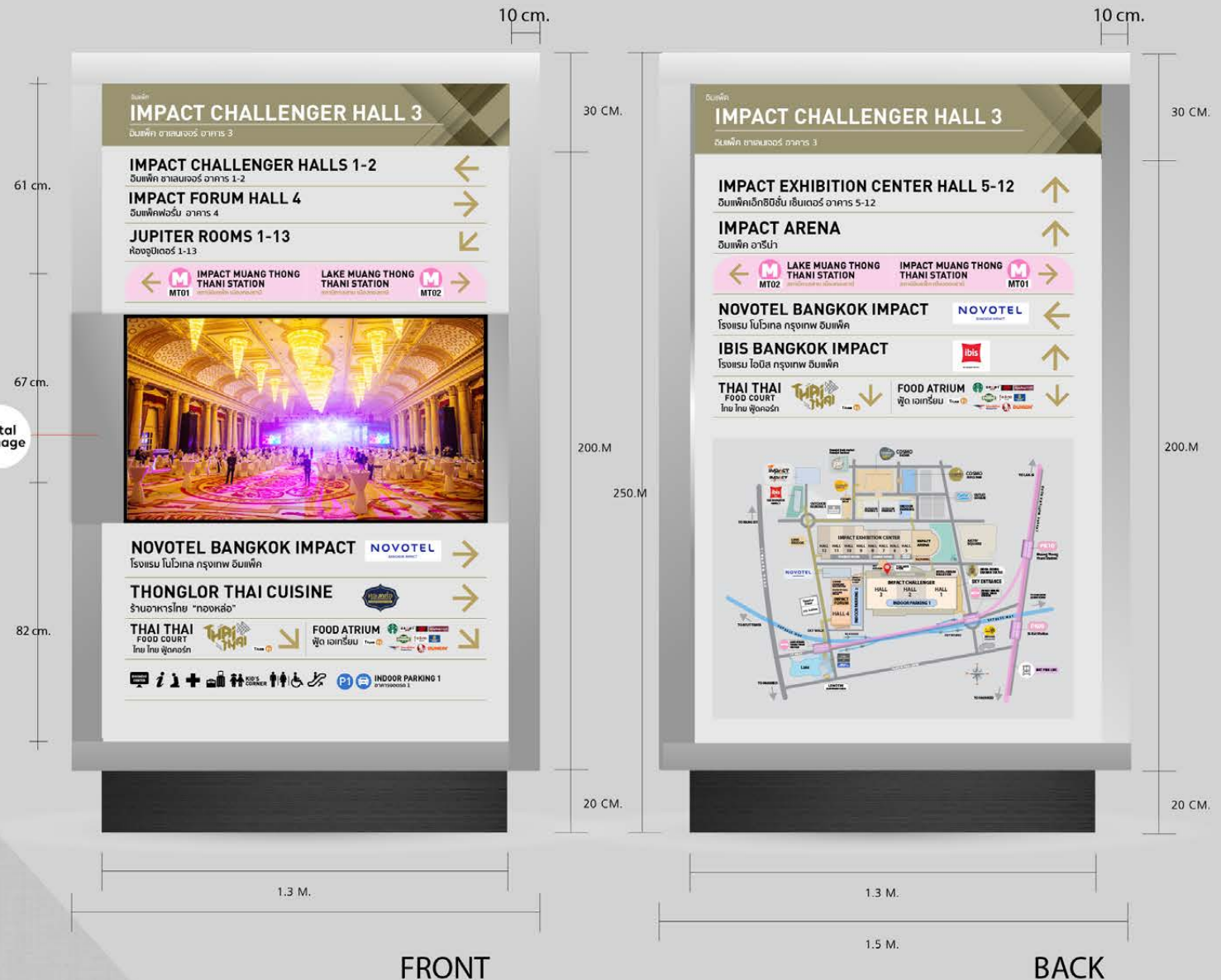
CDS IMPACT CHALLENGER
Directional Stand



PS Pole Stand



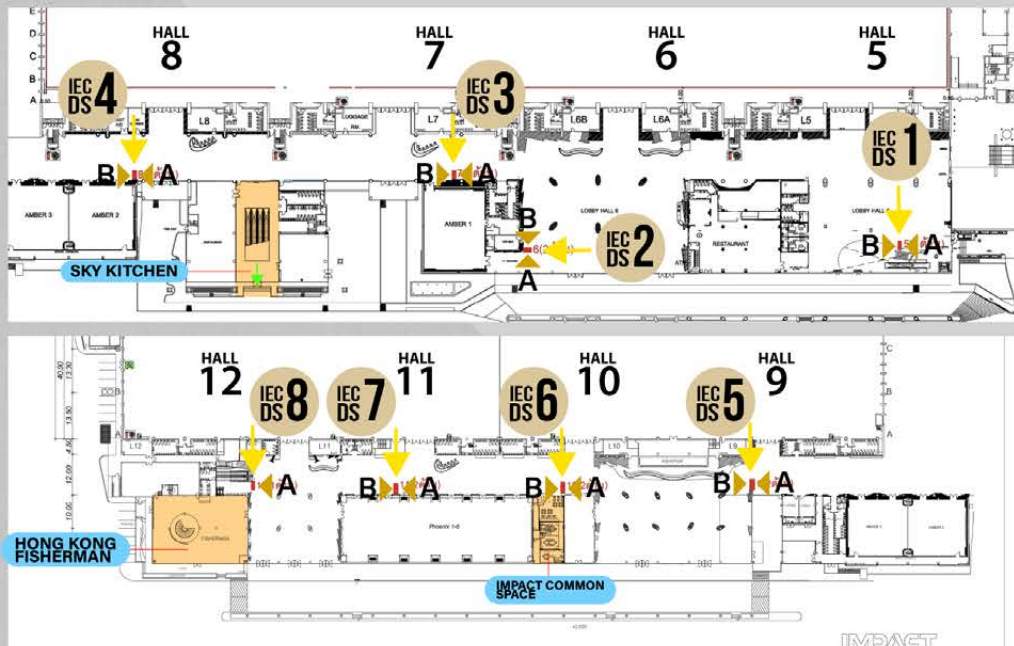
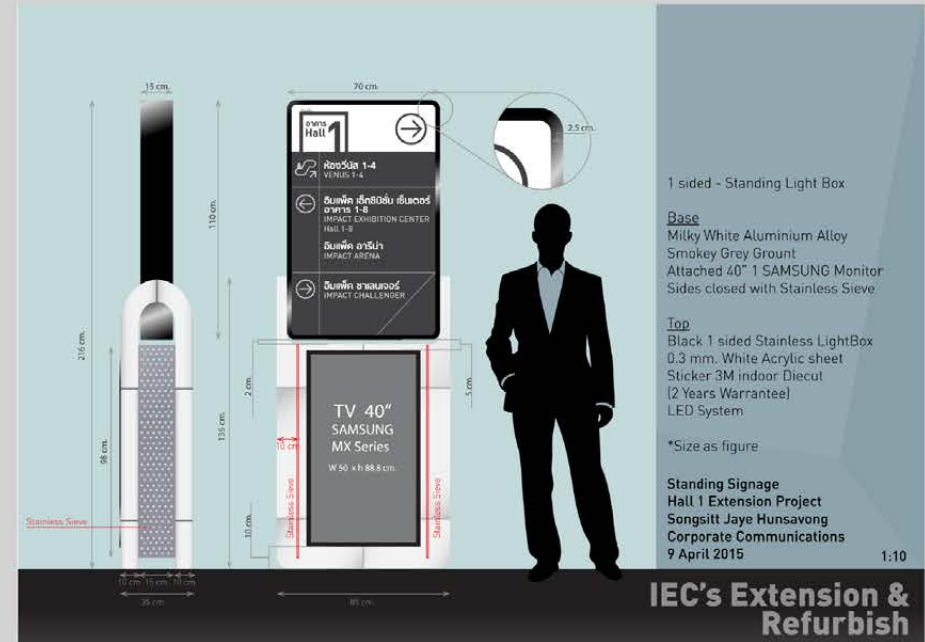
Digital
Signage



SIGNAGE

LED Wall and Digital TV

Digital TV at IMPACT Exhibition Center



SIGNAGE

LED Wall and Digital TV

Digital TV at IMPACT Forum

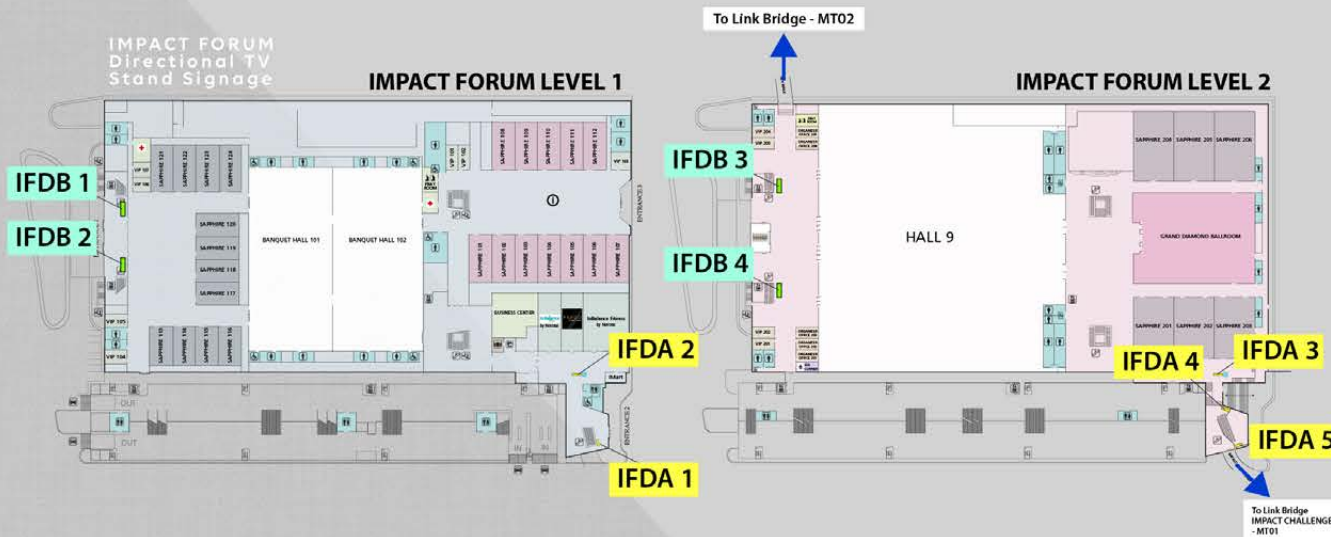
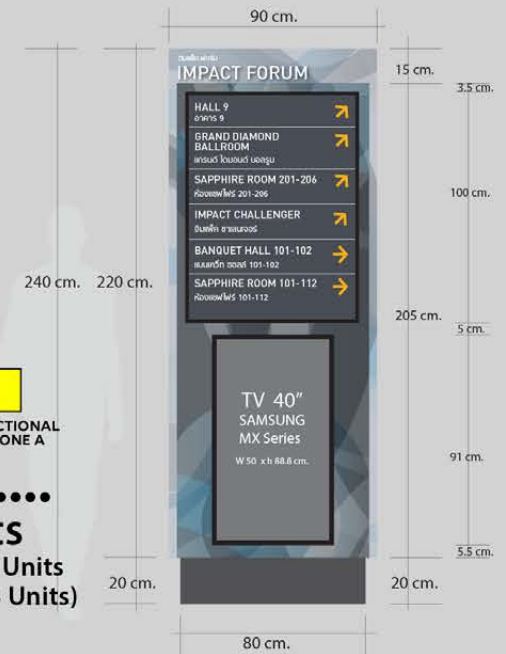
**IMPACT FORUM DIRECTIONAL
TV STAND SIGNAGE ZONE B**

**IFDB....
4 Units**
(1st Floor = 2 Units
2nd Floor = 2 Units)



**IMPACT FORUM DIRECTIONAL
TV STAND SIGNAGE ZONE A**

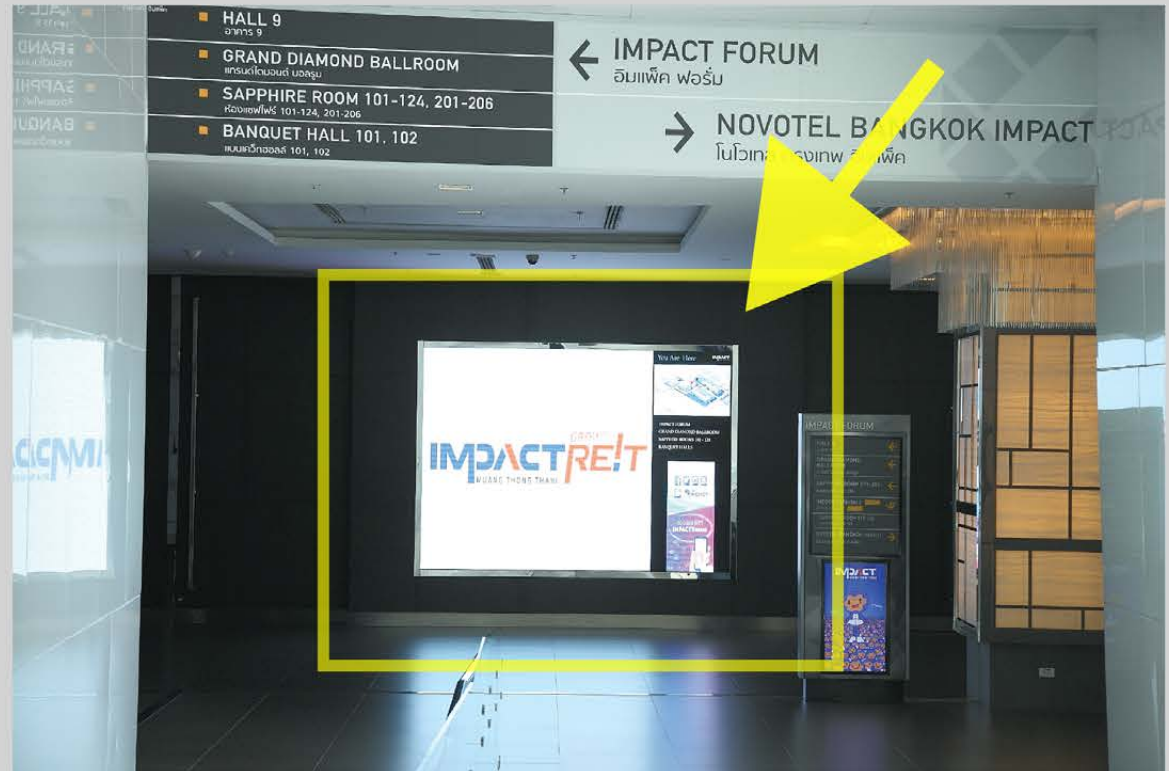
**IFDA....
5 Units**
(1st Floor = 2 Units
2nd Floor = 3 Units)



SIGNAGE

LED Wall and Digital TV

LED wall at IMPACT Forum-
Link bridge (Novotel)



Size : w 1600 x h 1500 pixels

Media : DVD format , AVI , MPEG , WMV

SIGNAGE

ADVERTISING BOARD

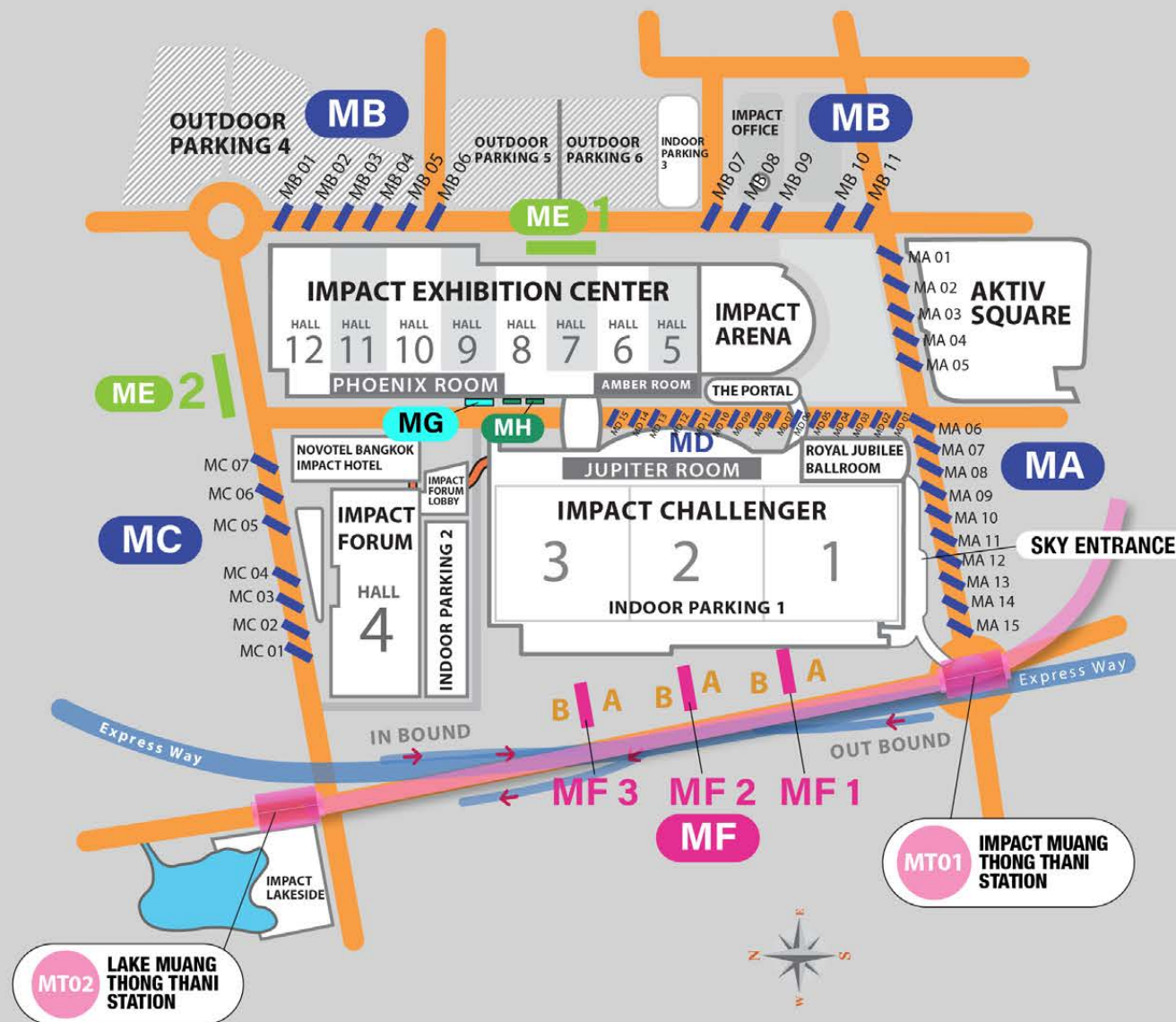
2.1 Lollipop MA, MB, MC, MD
 Quantity : 48 boards
 Code : MA - MD
 Size : w 150 x h 220 cm.
 MA 01 - MA 15
 MB 01 - MB 11
 MC 01 - MC 07
 MD 01 - MD 15
 Size : w 150 x h 220 cm.

2.2 Billboard ME 1, ME 2
 Quantity : 2 boards
 Code : ME
 Size : w 10 x h 6 metres

2.3 Billboard Expressway
 Quantity : 3 boards x 2 sides
 Code : MF
 Size : w 20 x h 10 metres

2.4 IMPACT Exhibition Hall 9/ Banner (Outdoor)
 Quantity : 1 board
 Code : MG
 Size : w 10.6 x h 8.9 metres

2.5 AMBER Wall / Banner (Outdoor)
 Quantity : 2 boards
 Code : MH
 Size : w 10.2 x h 4 metres



SIGNAGE

ADVERTISING BOARD

Lollipop MA, MB, MC, MD

Quantity : 48 boards

Size : w 150 x h 220 cm.

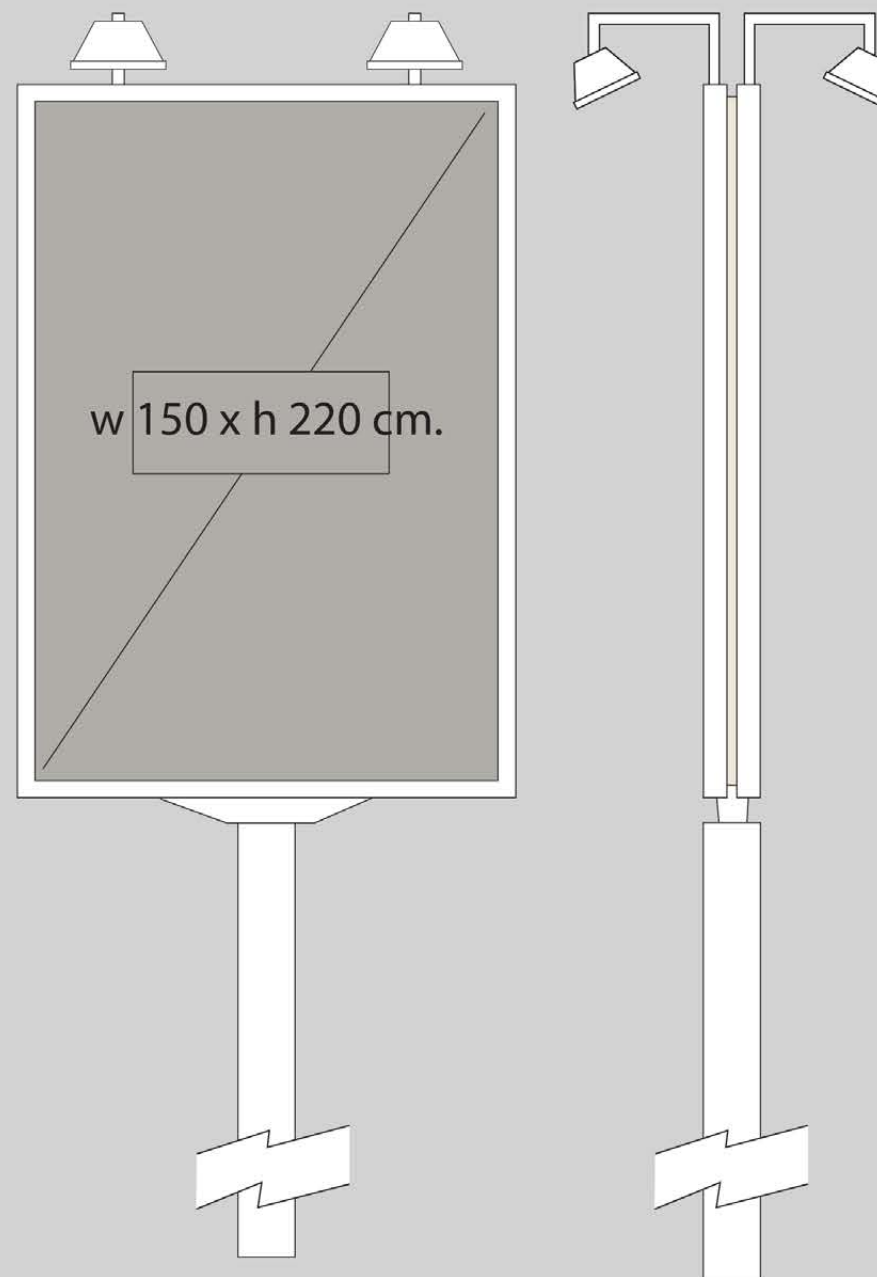
Code : MA - MD

MA 01 - MA 15

MB 01 - MB 11

MC 01 - MC 07

MD 01 - MD 15



SIGNAGE

ADVERTISING BOARD

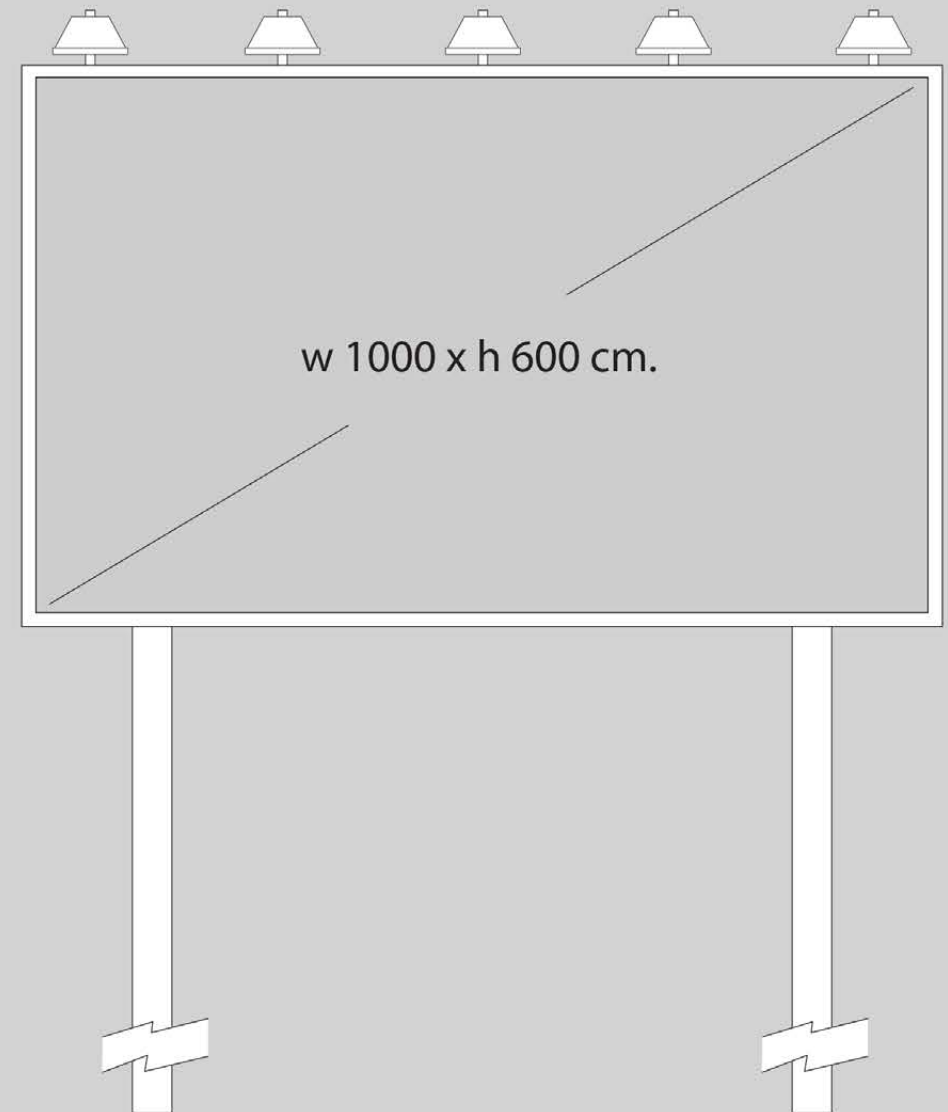
Billboard ME 1, ME 2

Quantity : 2 boards

Code : ME

Size : w 10 x h 6 metres

OPPOSITE OF IMPACT EXHIBITION CENTER HALL 12



SIGNAGE

ADVERTISING BOARD

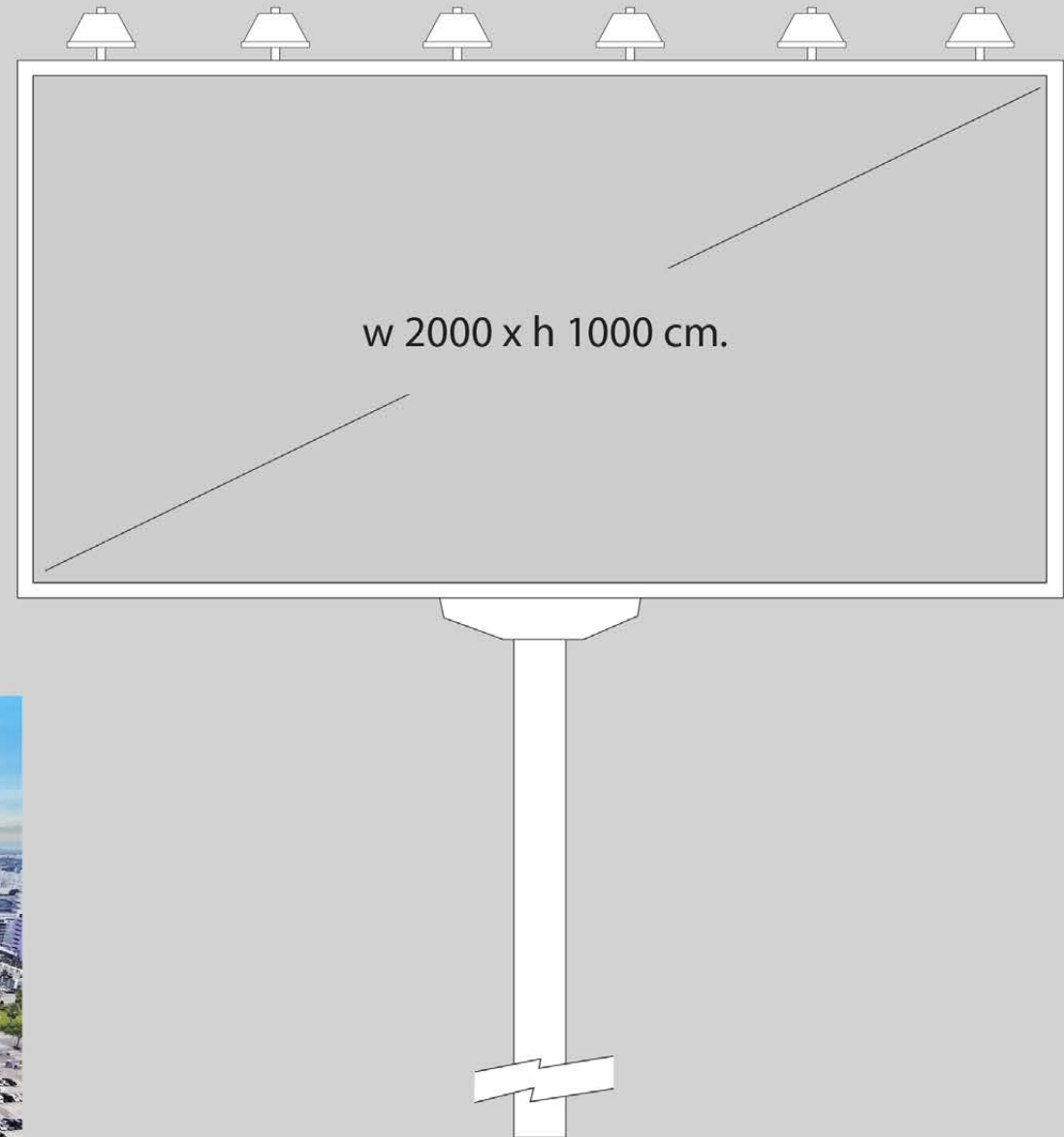
Billboard Expressway

Quantity : 3 boards (x 2 sides)

Code : MF

Size : w 20 x h 10 metres

LOADING IMPACT CHALLENGER EXPRESSWAY BILLBOARD



SIGNAGE

ADVERTISING BOARD

IMPACT Exhibition Hall 9 / Banner (Outdoor)

Size : w 10.6 x h 8.9 metres

Code : MG

AMBER wall / Banner (Outdoor)

Size : w 10.2 x h 4 metres

Code : MH

Quantity : 2 Boards



ADVERTISING SIGNAGE

LED Wall (OUTSIDE)

LED at IMPACT
Forum- Entrance 1



Size : w 1,920 x h 1,152 pixels

Quantity : 1 units

Media : DVD format , AVI , MPEG4 , WMV

SIGNAGE

LED Wall and Digital TV

LED - Link bridge - The Portal to
IMPACT Challenger



Size : w 1,366 x h 192 pixels

Quantity : 1 units (x2 Side)

Media : DVD format , AVI , MPEG4 , WMV

SIGNAGE

LED Wall and Digital TV

LED CUBIC



Size : w 1024 x h 1080 pixels

Quantity : 1 units (2 Sides)

Media : DVD format , AVI , MPEG , WMV

SIGNAGE

LED Wall and Digital TV

LED Royal Jubilee Ballroom

(Outdoor/IMPACT Challenger1)



Size : w 576 x h 288 pixels

Quantity : 1 units

Media : DVD format , AVI , MPEG4 , WMV

SIGNAGE

LED Wall and Digital TV

LED The Portal (Totem)



Size : w 324 x h 648 pixels

Quantity : 1 units

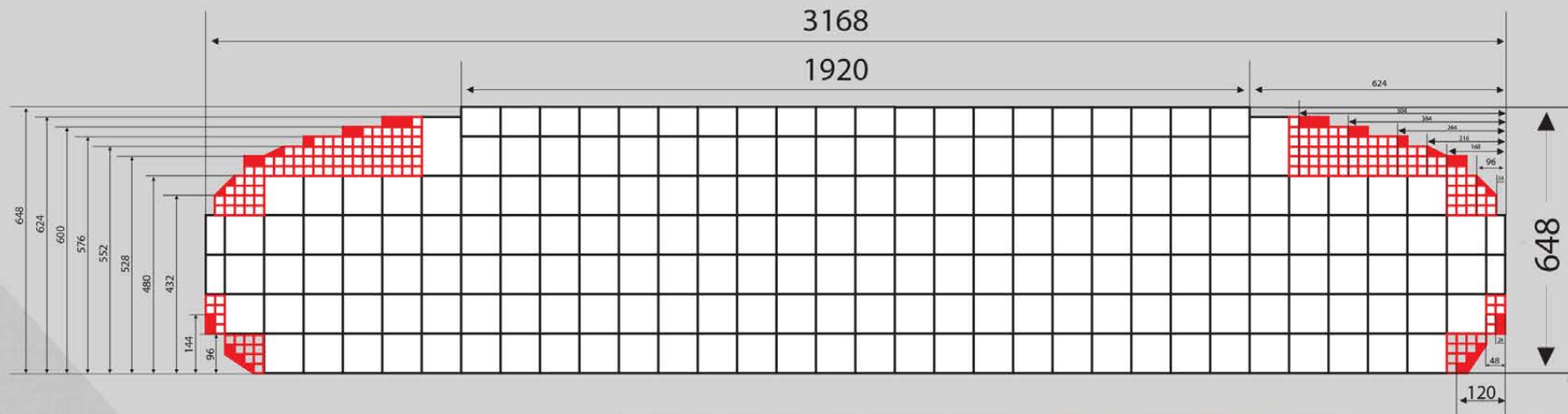
Media : DVD format , AVI , MPEG4 , WMV

SIGNAGE

LED Wall and Digital TV

SKY ENTRANCE - LED (Outdoor)

IMPACT CHALLENGER



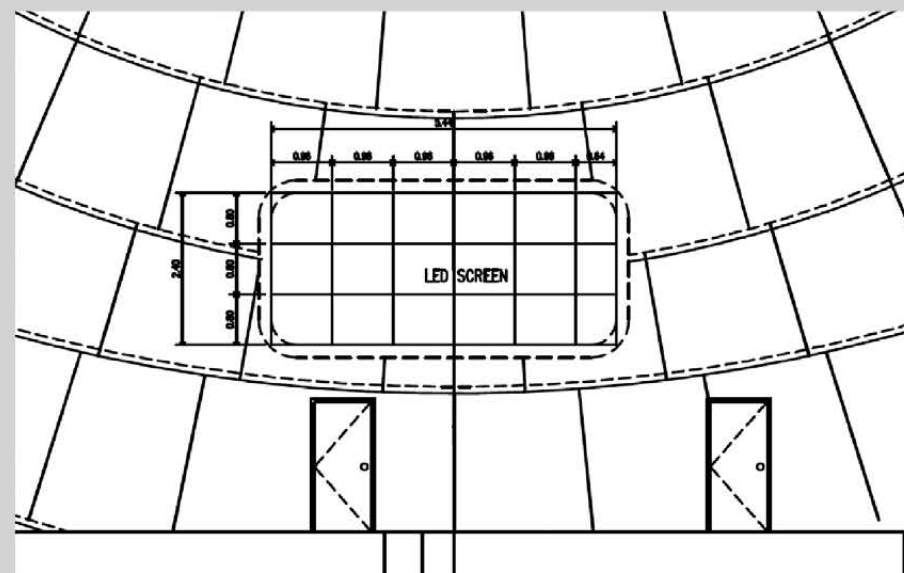
Size : w 3,168 x h 648 pixels
Quantity : 1 units
Media : DVD format , AVI , MPEG4 , WMV



SIGNAGE

LED Wall and Digital TV

Sky Entrance - Lobby LED (Indoor)



Size : w 544 x h 240 pixels
Quantity : 1 units
Media : DVD format , AVI , MPEG4 , WMV

SIGNAGE / BANGKOK LAND

ADVERTISING BOARD

1.1 Under Link Bridge / Advertising Banner

1.2 Billboard



1.1 Under Link Bridge / Advertising Banner

Size : w 200 x h 400 cm.

Media : Vinyl Inkjet

Quantity : 67 units



1.2 Billboard

Size	: w 20 x h 10 Meters
Media	: Vinyl Inkjet
Quantity	: 3 units



SIGNAGE / BANGKOK LAND

LED Advertising P1 PYLON



Size : w 4000 x h 2000 pixels
Quantity : 1 units
Media : DVD format , AVI , MPEG , WMV

MT02 LED Advertising Stair Cage



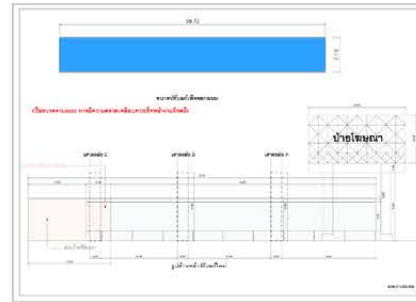
LED Resolutions : w 832 x h 320 pixels



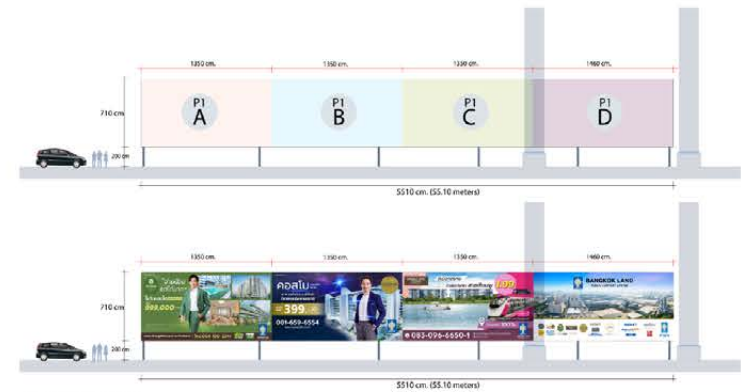
VINYL INKJET

**LBV01 : w 13.7 x h 5.64 metres
LBV01 : w 9.6 x h 9.2 metres**

SIGNAGE / BANGKOK LAND P1 LONG BOARD (VINYL)



BANGKOK LAND / P1 Chaeng Wattana Road / Long Billboard



Specifications:

- Vinyl Inkjet 1400 dpi. outdoor
- รับประกัน ฝ่าใบและหมึกพิมพ์ 3 ปี
- ติดตั้งนางาน
- พิมพ์แยกอาร์ตเวิร์ค P1/A, P1/B, P1/C, P1/D (สำหรับการเปลี่ยนอาร์ตเวิร์คครั้งต่อไป สามารถเปลี่ยนทีละชิ้นได้)

Corporate Communications Dept.
Mail 10 February 2025
Mail 25 February 2025
23 and 24 March 2025
RW #4 Thru 22 May 2025



HOTEL

NOVOTEL BANGKOK IMPACT

NOVOTEL

BANGKOK IMPACT

PANTONE
2736 C

BEST BANGKOK HOTEL IN MUANG THONG THANI

This contemporary 4-star hotel in Bangkok has over 380 spacious rooms and suites. Novotel Bangkok Impact offers functional facilities and services for all guests. Including a swimming pool, fitness center, laundry service, etc. Whether working, traveling, or searching for a place to relax. We are at your service.

Novotel Bangkok is easily accessible to Don Muang Airport. As a result, It is only 12 kilometers or a 15-minute drive from the hotel. Also, Easy to drive by expressway to Suvarnabhumi International Airport within an hour. Moreover, You can reach the heart of Bangkok in just 30 minutes. There are shopping malls and attractive places near the hotel including the Rangsit area, Bangkok University, and Thammasat University.

- 145°F Grill & Bar
- The Square
- 94Bar
- In Balance by Novotel (Spa & Fitness)

 <https://novotelbangkokimpact.com>

 NovotelIMPACT

 novotelbangkokimpact

 www.youtube.com/@novotelimpact

 @novotelimpact

 +66 2 833 4888

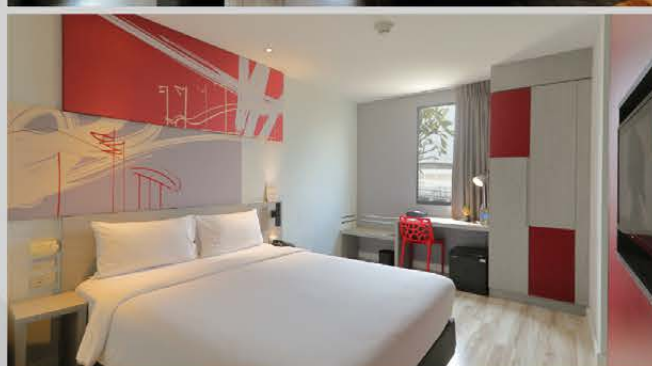


HOTEL

IBIS BANGKOK IMPACT



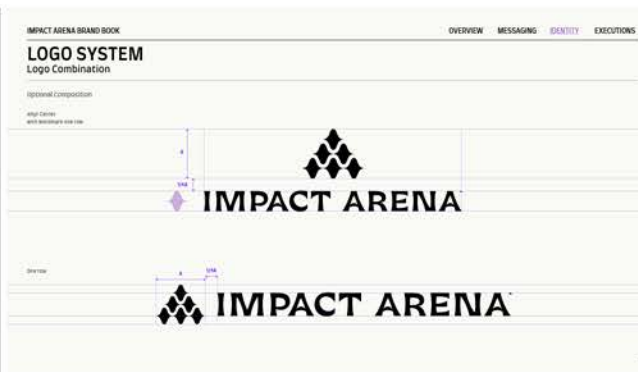
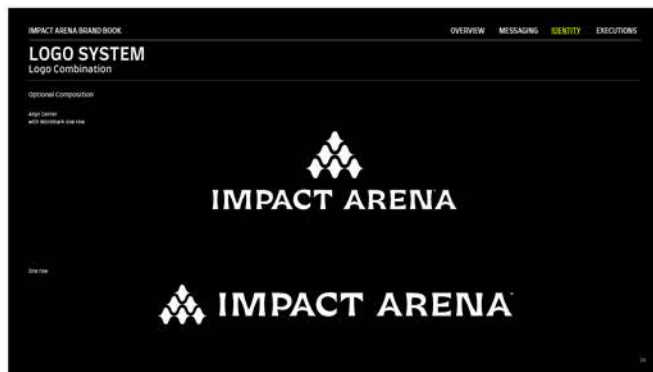
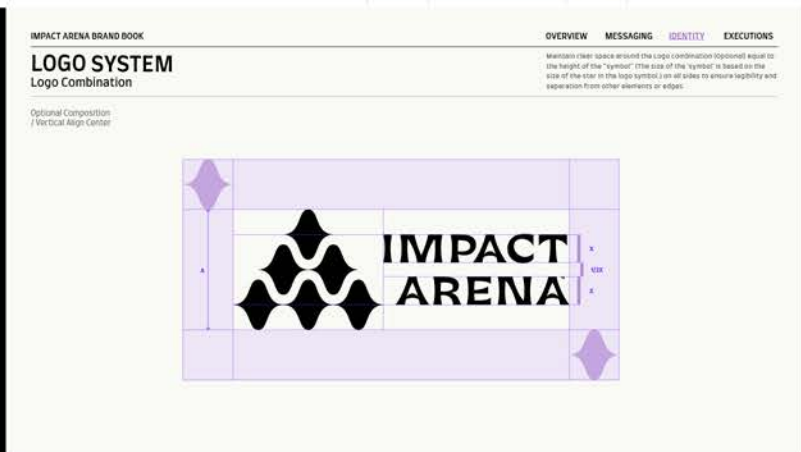
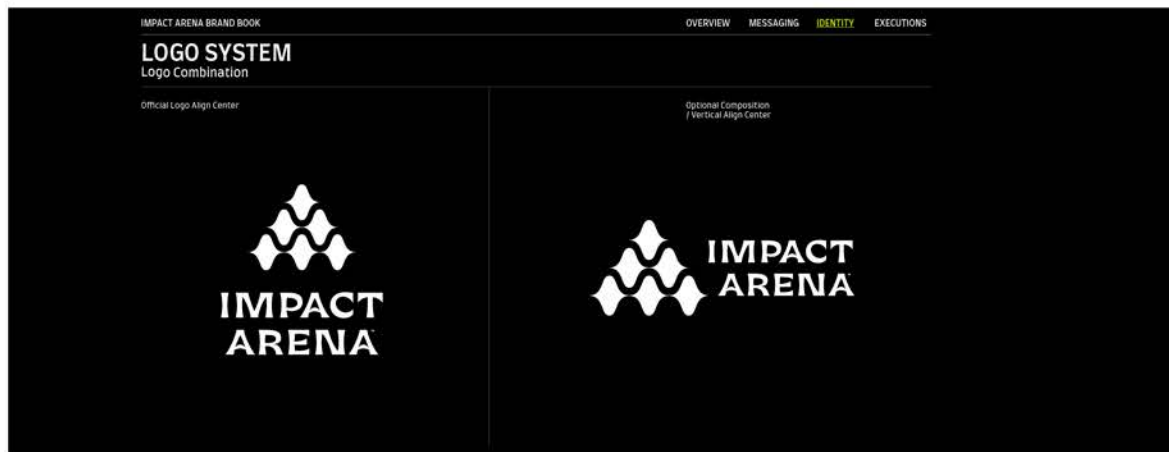
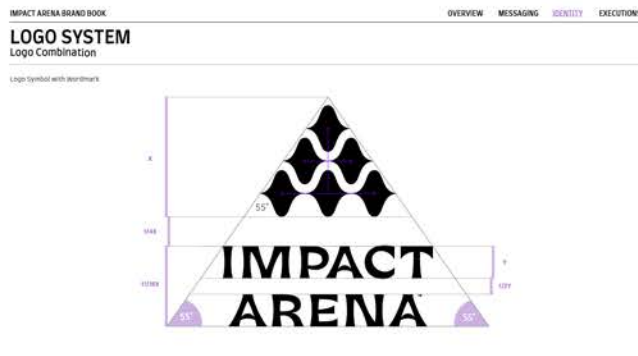
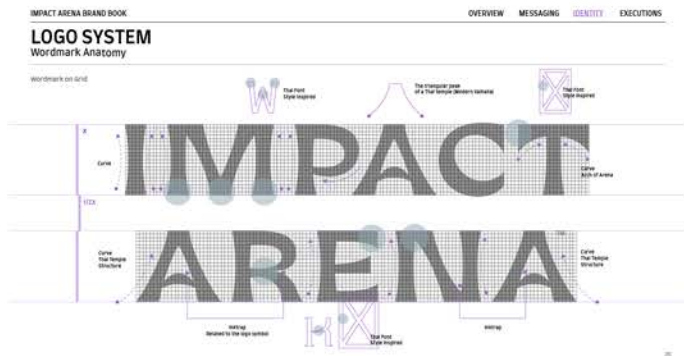
ibis Bangkok IMPACT



Discover one of the best of Muang Thong Thani at ibis Bangkok IMPACT. This ibis in Bangkok is perfectly located at the heart of the largest exhibition centre in Thailand. As your best choice of stay, this 3 star hotel in Bangkok is just a few steps away from IMPACT Arena when you plan to participate on your next event or concert. It offers international standard at the best price you cannot find elsewhere.

- Groove & Greens Café
- TASTE Restaurant

- 🌐 <https://www.ibisbangkokimpact.com>
- 📘 ibisBangkokImpact
- 📷 ibisimpact
- 📺 www.youtube.com/@ibisBangkokIMPACT
- 💬 @ibisimpact
- ☎ +66 (0) 2 011 7777



COLOR SYSTEM

Color Palette

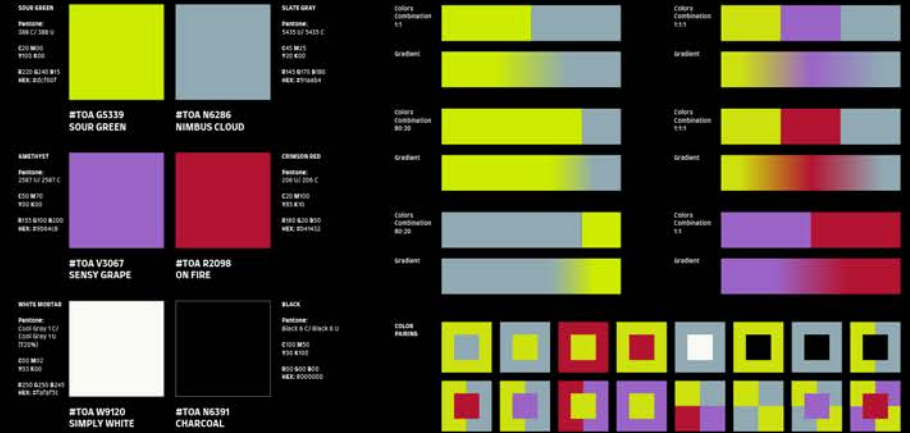
The color palette is inspired by the exquisite beauty of Thai art, the vibrant colors of everyday objects, and the textures of the Impact Arena building.



COLOR SYSTEM

Color Palette

The color pairings shown below should guide all brand applications, ensuring clarity, legibility, and visual harmony. Secondary pairings and tertiary pairings are to be used selectively to introduce variety and flexibility.



COLOR SYSTEM

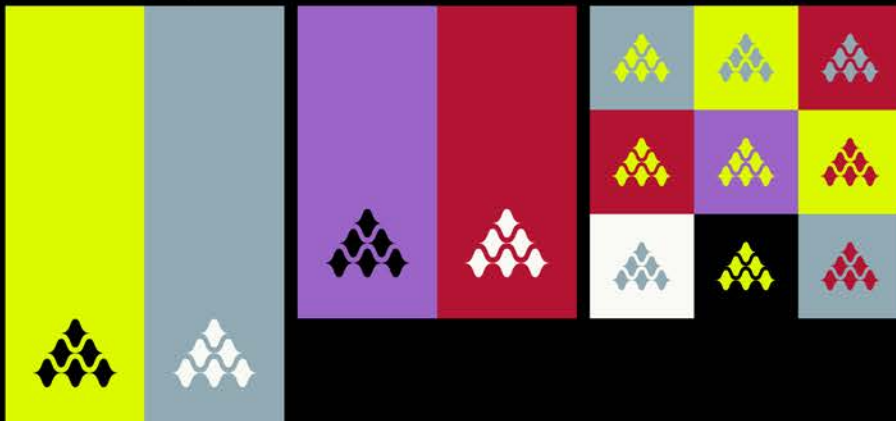
Color Palette

The color pairings shown below should guide all brand applications, ensuring clarity, legibility, and visual harmony. Secondary pairings and tertiary pairings are to be used selectively to introduce variety and flexibility.

Primary Pairing

Secondary Pairing

Tertiary Pairing



COLOR SYSTEM

Color Palette

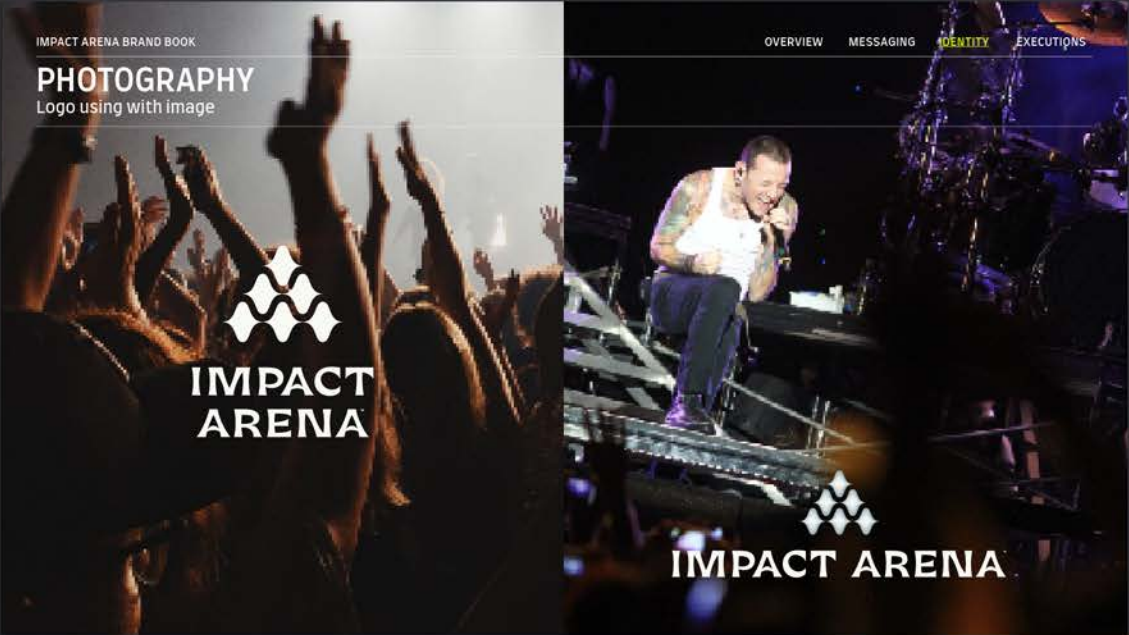
The color pairings shown below should guide all brand applications, ensuring clarity, legibility, and visual harmony. Secondary pairings and tertiary pairings are to be used selectively to introduce variety and flexibility.

Primary Pairing

Secondary Pairing

Tertiary Pairing





IMPACT ARENA BRAND BOOK

OVERVIEW MESSAGING **IDENTITY** EXECUTIONS

PHOTOGRAPHY

Direction

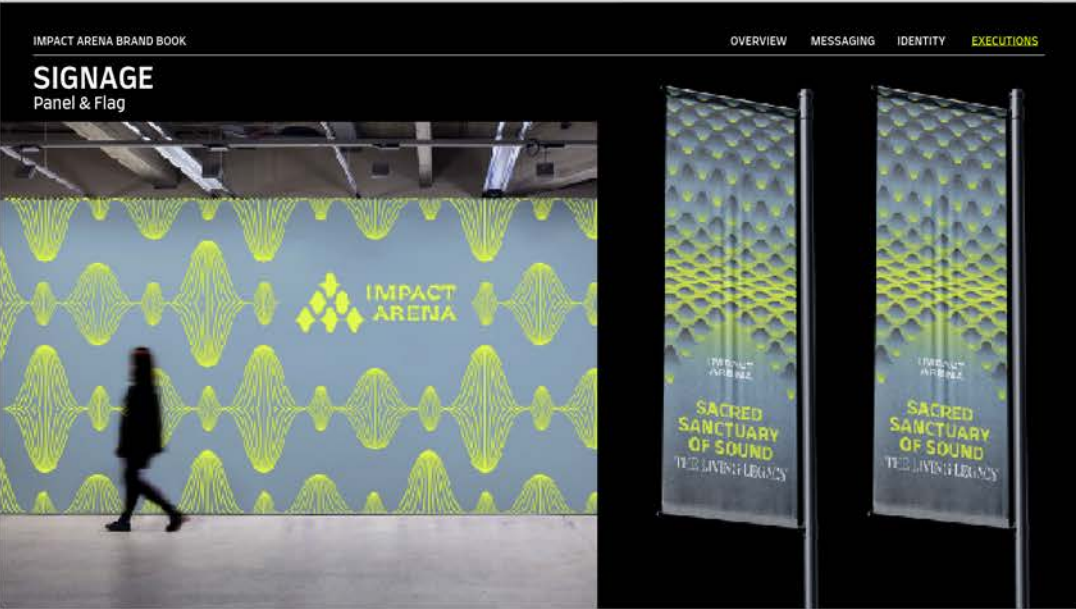
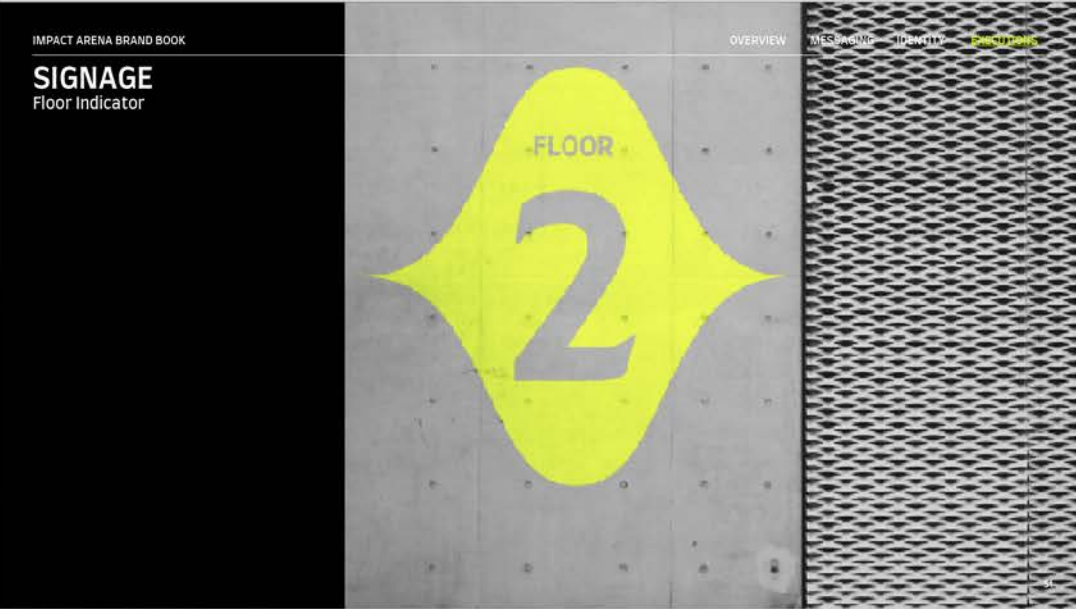
The direction of photography that reflects the brand's personality and identity is something users should always pay attention to and consider.

Capture the most impactful, powerful and fun moments on stage up close to communicate with your target audience.

Focus on the natural rhythm and moments of people, places, and natural light.

Capturing the breathtaking atmosphere of people listening to the music, as if in a heavenly realm of sound and sparkling lights, accompanied by resonant waves of music.

IMPACT ARENA BRAND BOOK / Live Nation / 2026



IMPACT ARENA BRAND BOOK / Live Nation / 2026

IMPACT ARENA BRAND BOOK

OVERVIEW MESSAGING IDENTITY EXECUTIONS

PROMOTIONAL

Poster & Billboard



IMPACT ARENA BRAND BOOK

OVERVIEW MESSAGING IDENTITY EXECUTIONS

PROMOTIONAL

Poster & Billboard



IMPACT ARENA BRAND BOOK

OVERVIEW MESSAGING IDENTITY EXECUTIONS

PROMOTIONAL

Poster & Billboard



IMPACT ARENA BRAND BOOK

OVERVIEW MESSAGING IDENTITY EXECUTIONS

PROMOTIONAL

Social Media



IMPACT ARENA BRAND BOOK

OVERVIEW MESSAGING IDENTITY EXECUTIONS

PROMOTIONAL

Social Media



IMPACT ARENA BRAND BOOK

OVERVIEW MESSAGING IDENTITY EXECUTIONS

PROMOTIONAL

Social Media





IMPACT
MUANG THONG THANI

IMPACT CORPORATE IDENTITY

Corporate Communications Department
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