



# IMPACT CORPORATE IDENTITY

Corporate Communications Department  
VERSION : @MARCH 2026



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# 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



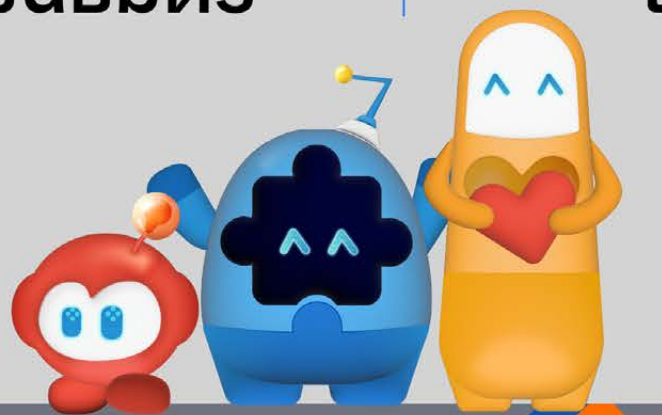
PARTNERSHIP  
FOR SUCCESS

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 / 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 !%#&\* <>?@

# 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 กขคคคขงจจชชฌณญฎฏฐฑฒณดตถทธนบปพฝฟฝฝ/ภมยรลว  
ศษสฬฬอฮ 1234567890 ๖๕๔๓๒๑ ๐๑๒๓๔๕๖๗๘๙๐ ๖๕๔๓๒๑ ๐๑๒๓๔๕๖๗๘๙๐

Regular กขคคคขงจจชชฌณญฎฏฐฑฒณดตถทธนบปพฝฟฝฝ/ภมยรลว  
ศษสฬฬอฮ 1234567890 ๖๕๔๓๒๑ ๐๑๒๓๔๕๖๗๘๙๐ ๖๕๔๓๒๑ ๐๑๒๓๔๕๖๗๘๙๐

Bold กขคคคขงจจชชฌณญฎฏฐฑฒณดตถทธนบปพฝฟฝฝ/ภมยรลว  
ศษสฬฬอฮ 1234567890 ๖๕๔๓๒๑ ๐๑๒๓๔๕๖๗๘๙๐ ๖๕๔๓๒๑ ๐๑๒๓๔๕๖๗๘๙๐



## 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



**IMPACT**  
MUANG THONG THANI

จินตนา พงษ์ภักดี  
**Jintana Phongpakdee**  
Director of Corporate Communications

IMPACT ARENA  
IMPACT FORUM  
IMPACT CHALLENGER  
IMPACT EXHIBITION CENTER  
NOVOTEL BANGKOK IMPACT  
IBIS BANGKOK IMPACT

Tel : +66 (0) 2833-5061  
Mobile : +66 (0) 92-894-9959  
E-mail : jintanap@impact.co.th  
Line ID : jintanajum



Managed by  
**IMPACT EXHIBITION MANAGEMENT CO., LTD.**  
10<sup>th</sup> Fl., Bangkok Land Building  
47/569-576 Popular 3 Road, Banmai Sub-district,  
Pakkred District, Nonthaburi 11120  
GREATER BANGKOK, THAILAND.  
Website : [www.impact.co.th](http://www.impact.co.th)



## Envelope No.9



**IMPACT**  
MUANG THONG THANI

**IMPACT EXHIBITION MANAGEMENT CO., LTD.**  
10<sup>th</sup> Floor, Bangkok Land Building, 47/569-576 Popular 3 Road,  
Banmai Sub-district, Pakkred District, Nonthaburi 11120,  
GREATER BANGKOK, THAILAND  
Tel : +66(0) 2833-4455 Fax : +66(0) 2833-4456  
E-mail : [info@impact.co.th](mailto:info@impact.co.th) Website : [www.impact.co.th](http://www.impact.co.th)

IMPACT ARENA  
IMPACT FORUM  
IMPACT CHALLENGER  
IMPACT EXHIBITION CENTER  
NOVOTEL BANGKOK IMPACT  
IBIS BANGKOK IMPACT

# STANDARD COMMUNICATION

## Fax

Partnership for Success



**FACSIMILE**

To: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Fax Number: \_\_\_\_\_  
 From: \_\_\_\_\_  
 Subject: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 No. of Pages: \_\_\_\_\_ (Included this page)

8# External Facsimile (eng)  
 IF TRANSMISSION IS INCOMPLETE, PLEASE CONTACT SENDER  
 TELEPHONE: +66 2 833 XXXX FAX: +66 2 833 XXXX E-mail: xxxxxxxxxx@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: \_\_\_\_\_  
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 TELEPHONE: +66 2 833 XXXX FAX: +66 2 833 XXXX E-mail: xxxxxxxxxx@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.

## Memo

Partnership for Success



**Department**

**MEMORANDUM**


<b>To:</b>		<b>Date:</b>	
<b>From:</b>		<b>Ref. No:</b>	
<b>Subject:</b>			
<b>CC:</b>			
<b>Total page:</b>	(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.  
 10<sup>th</sup> Floor, Bangkok Land Building, 47/56-57 A Popular 3 Road,  
 Bannalai Sub-district, Pakkret District, Nonthaburi 11120,  
 ORCHARD ROAD, 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](mailto:communications@impact.co.th)  
Tel : 0 -2833-5069

## Format Example

JINTANA PHONGPAKDEE  
Corporate Communications Director

Corporate Communications Department  
**IMPACT EXHIBITION MANAGEMENT CO., LTD.**

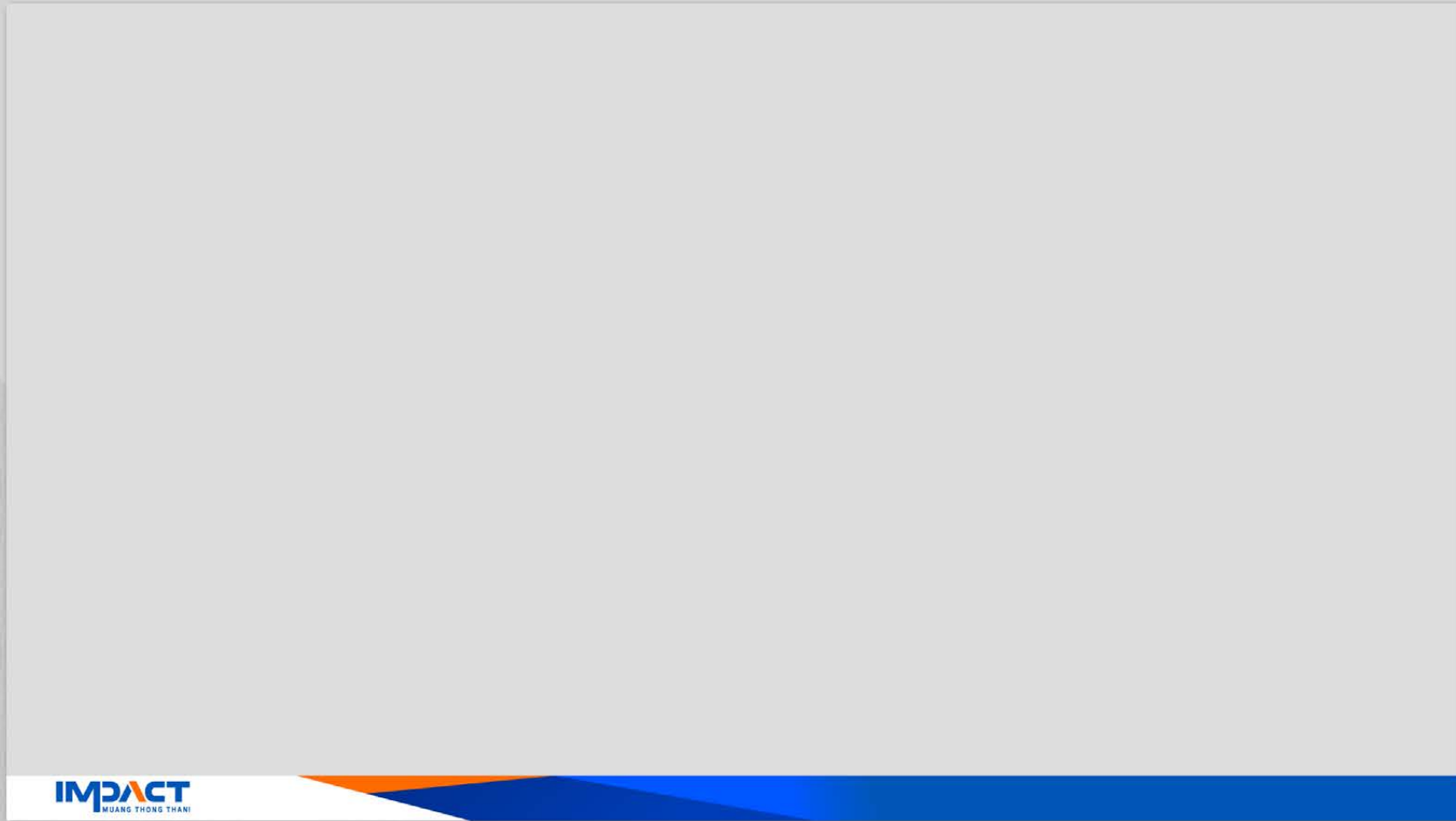
10<sup>th</sup> Fl., Bangkok Land Building  
47/569-576 Popular 3 Road, Banmai Sub-district,  
Pakkred District, Nonthaburi 11120  
GREATER BANGKOK, THAILAND.

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



# STANDARD COMMUNICATION

PowerPoint® Template



You can download IMPACT's PowerPoint template at [http://www.impact.co.th/download/IMPACT\\_PPW2025A.pptx](http://www.impact.co.th/download/IMPACT_PPW2025A.pptx)

# 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

Atrium 3, IMPACT Challenger 3

Tel : +66 (0) 2833-4044

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

### Hong Kong Suki

2<sup>nd</sup> Floor, THE PORTAL

Tel : +66 (0) 2040 8176

Opening hours: Daily from 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  
2<sup>nd</sup> Floor, THE PORTAL



# OUR RESTAURANT CHAINS

Restaurants in the area

## JAPANESE RESTAURANTS

### Tsubohachi (The Portal Lifestyle Complex)

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

\*Business hours vary depending on the events taking place

☎ 02 033 1864    🌐 [www.tsubohachi-tha.com](http://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](http://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](http://www.facebook.com/TaishoteiRamen)



# OUR RESTAURANT CHAINS

Restaurants in the area  
International Food

## FLANN O'BRIEN'S IRISH PUB

**Flann O'Brien's Irish Pub @IMPACT**

Food Atrium 3 IMPACT Challenger

Tel : 02-833-4288



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: 11:00-20:00 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

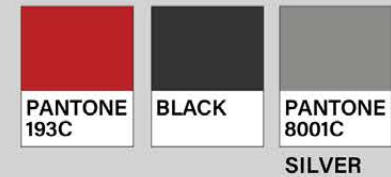
THE PORTAL Lifestyle Complex

2nd Floor, The Portal

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 café





# 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.



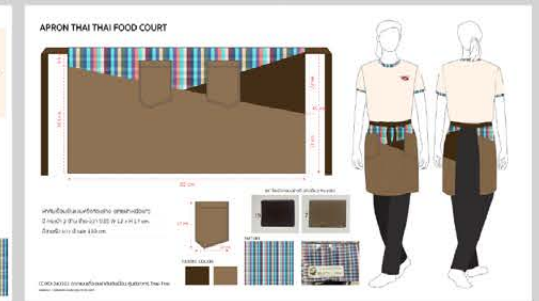
# OUR RESTAURANT CHAINS

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

## SKY KITCHEN

### IMPACT CHALLENGER 3

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






Font & Type

Headline — Baskerville Old Face

Subheader Secondary — Optima

Highlight — *Mighty River*

Body Copy (Eng/Thai) — Prompt

AaBbCcDdZz  
NnOoPpQqRrSsTtUuVvWwXx  
01234567890  
AaBbCcDdEeFfGgJjKkLlMm

REVERSE




COLOR PALETTE



#141924 #2D3A4C #B2612B #BB8937 #F3E2B1

**Polo Cashier Uniform Design สีน้เงินปักถักรุ่นหน้า + กางเกง**



เสื้อ Polo Uniform  
ปักชื่อพนักงานบนคอเสื้อด้านหลัง  
ปักหมายเลขที่ติดถุงช้อน  
ปักชื่อ logo ขนาดหน้า 1 จุด  
ขนาด 4.5x3.4 cm.

7099 U  
297 U

เสื้อ polo สีเงิน Uniform พนักงานต้อนรับ




3.4cm  
4.5cm

เสื้อ polo สีเงิน Uniform พนักงานต้อนรับ  
ปักชื่อพนักงานบนคอเสื้อด้านหลัง  
ปักชื่อ logo Sky Kitchen ขนาดหน้า 1 จุด  
ขนาด 4.5x3.4 cm.

7099 U  
1600 U



# 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](https://www.facebook.com/foodarenatheportal)



# OUR RESTAURANT CHAINS

Restaurants in the area

## IMPACT LAKEFRONT

MUANG THONG THANI LAKE SIDE

Tel : 02 033 1853

Opening hours: Daily from 11:30-24:00 hrs.

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



■ C 50  
M 70  
Y 80  
K 70  
#3B2314  
■ C 14  
M 17  
Y 28  
K 0  
#DBCCB6

## BREEZE CAFÉ & BAR

 Breeze Café & Bar

 02 033 1851



## Jackie Seafood

 Jackie Seafood

 02 033 1851



# 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

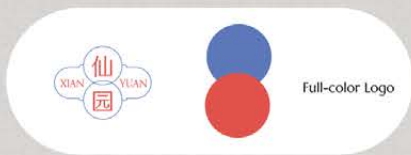
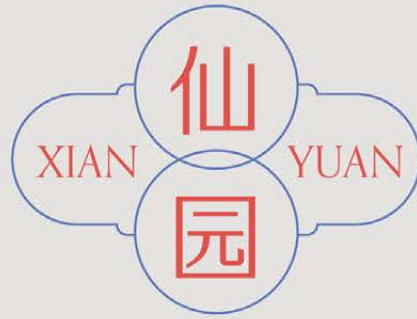
📍 5th Floor, Dusit Central Park, 946 Rama IV Rd, Si Lom, Bang Rak, Bangkok, Thailand, 10500

🕒 Monday - Friday : 10 AM - 10 PM

📱 XianYuanBangkok

🌐 www.xianyuanbangkok.com

☎ 084 237 1636



# 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

- 🕒 07:00-22:00 hrs.
- ☎ 02-164-2500
- 🌐 <https://www.the-coffeeacademicsth.com>
- 📍 @ TheCoffeeAcademicsTH

**Gaysorn Village**  
G F1, 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**  
1st Floor, Kingsquare Community Mall

- 🕒 07:00-19:00 hrs.
- ☎ 063-895-1378
- 🌐 <https://www.the-coffeeacademicsth.com>
- 📍 @ TheCoffeeAcademicsTH



### SOCIAL MEDIA

[www.the-CoffeeAcademics.com](http://www.the-CoffeeAcademics.com)

TheCoffeeAcademicsTH

[www.the-CoffeeAcademics.com](http://www.the-CoffeeAcademics.com)

TheCoffeeAcademicsTH

# OUR RESTAURANT CHAINS

Restaurants in the city



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

**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  
 @tsubohachith  
<https://www.tsubohachi-tha.com>  
 02-150-9055

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

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

**Robinson Lifestyle Ratchaphruek**  
 1st Floor  
 Mon-Thu : 11:00-22.00 hrs.  
 Fri- Sun : 10:00-22:00 hrs.  
 Tsubohachi Thailand  
 @tsubohachith  
<https://www.tsubohachi-tha.com>  
 02-126-0049

**Central Westgate**  
 G Floor  
 10:00-22:00 hrs.  
 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

Background Brown



Background Black



Gold	Dark Brown	Black	White
Pantone 7502 C RGB - 189 135 34 CMYK - 44 28 02 12 HEX - #B99960	Pantone 7596 C RGB - 45 37 23 CMYK - 82 70 79 69 HEX - 3C2B17	Pantone 419 C RGB - 25 25 25 CMYK - 0 0 0 100 HEX - 1A1A1A	Pantone White RGB - 255 255 255 CMYK - 0 0 0 0 HEX - FFFFFF



- [www.impact-catering.com](http://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

# 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

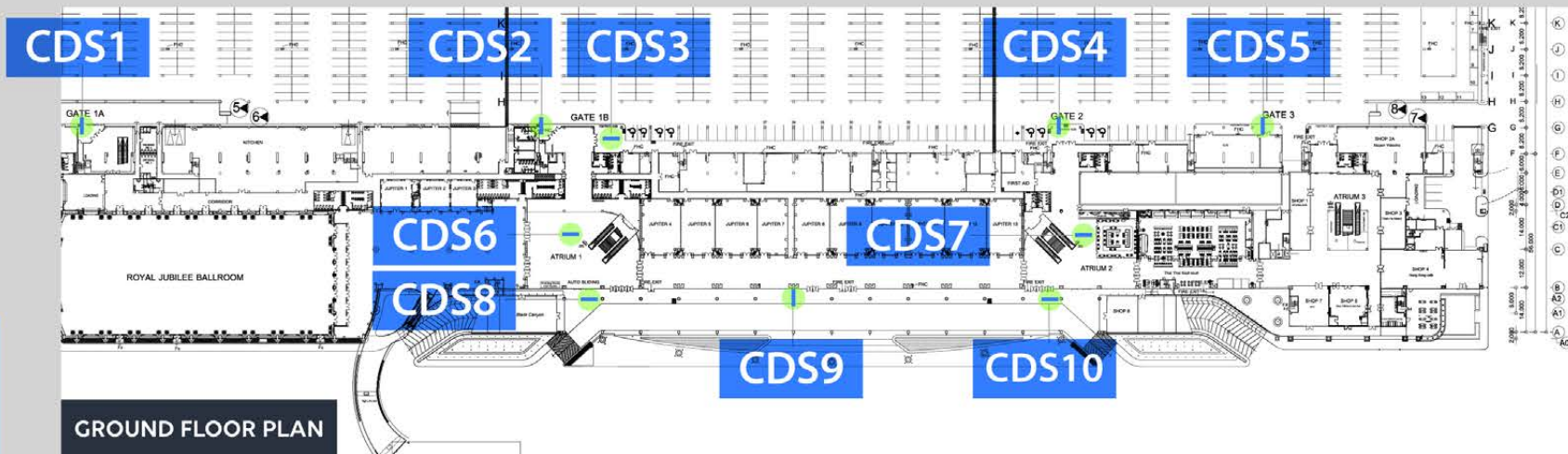
## 1. DIRECTIONAL SIGNPOST

1.1 Indoor direction signpost

1.1.1 Directory Stand

1.1.2 Pole Stand

### IMPACT CHALLENGER



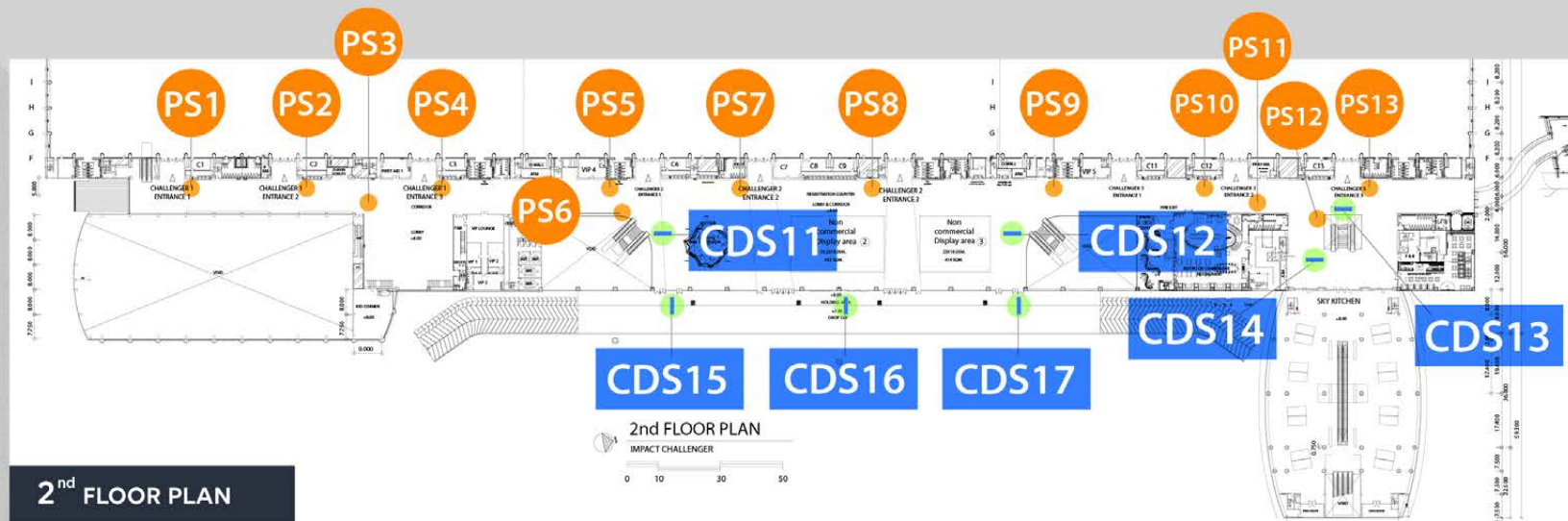
GROUND FLOOR PLAN



IMPACT CHALLENGER  
Directional Stand



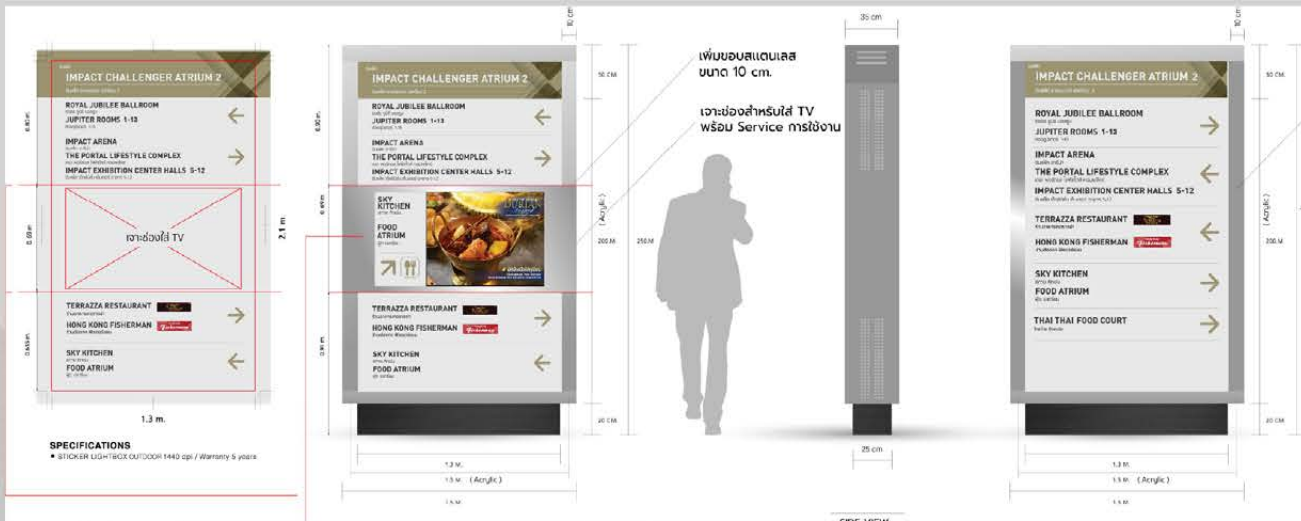
Pole Stand



2<sup>nd</sup> FLOOR PLAN

# SIGNAGE

## IMPACT CHALLENGER



## 1. DIRECTIONAL SIGNPOST

### 1.1 Indoor direction signpost

#### 1.1.1 Directory Stand

#### 1.1.2 Pole Stand



Directory Stand

### Directory Stand

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



Pole Stand

### Pole Stand

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



# SIGNAGE

## LED Wall and Digital TV

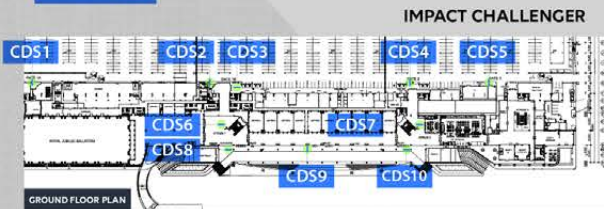
Digital TV at  
IMPACT Challenger

Resolution : w 1980 x h 1080 Pixel

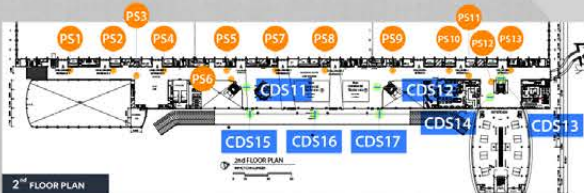
Media File type : mp4

(frame rate 25 frames/second)

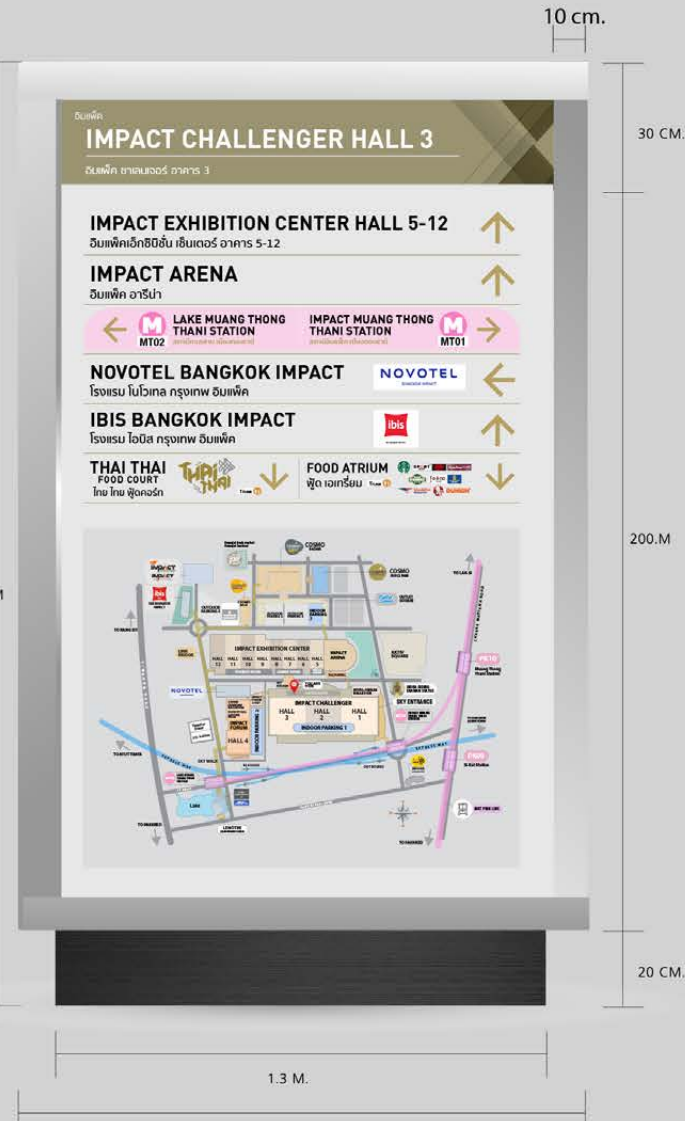
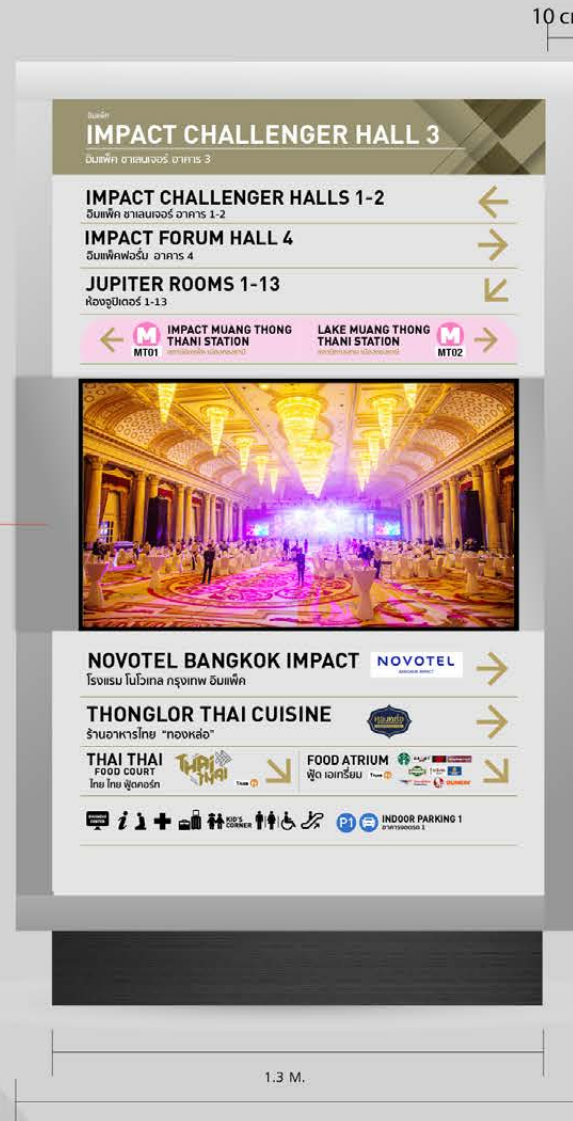
**CDS** IMPACT CHALLENGER  
Directional Stand



**PS** Pole Stand



Digital Signage



# SIGNAGE

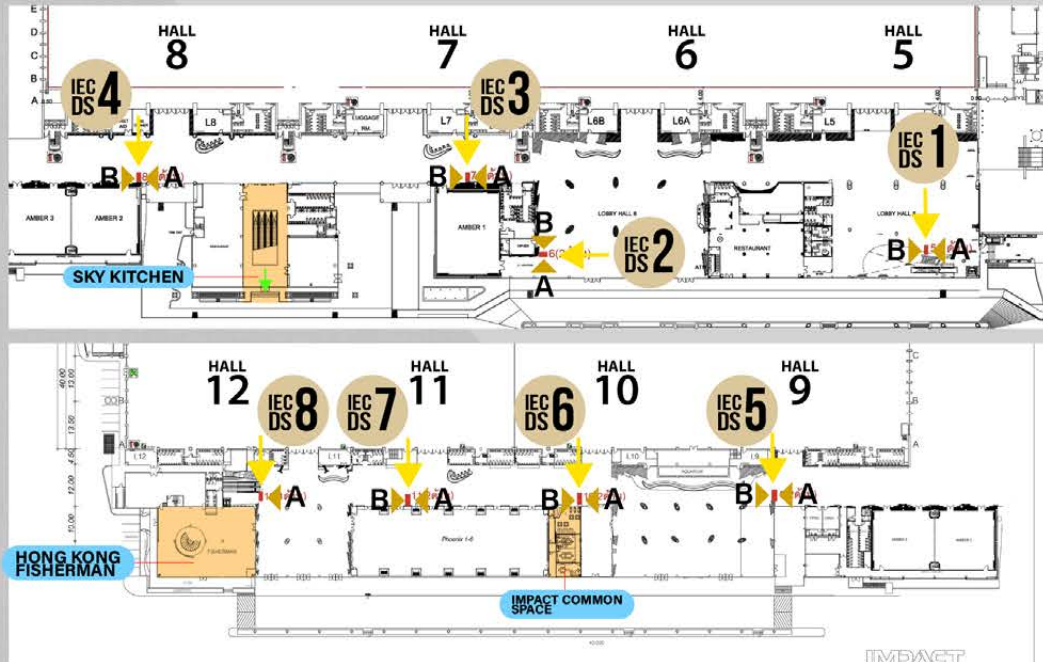
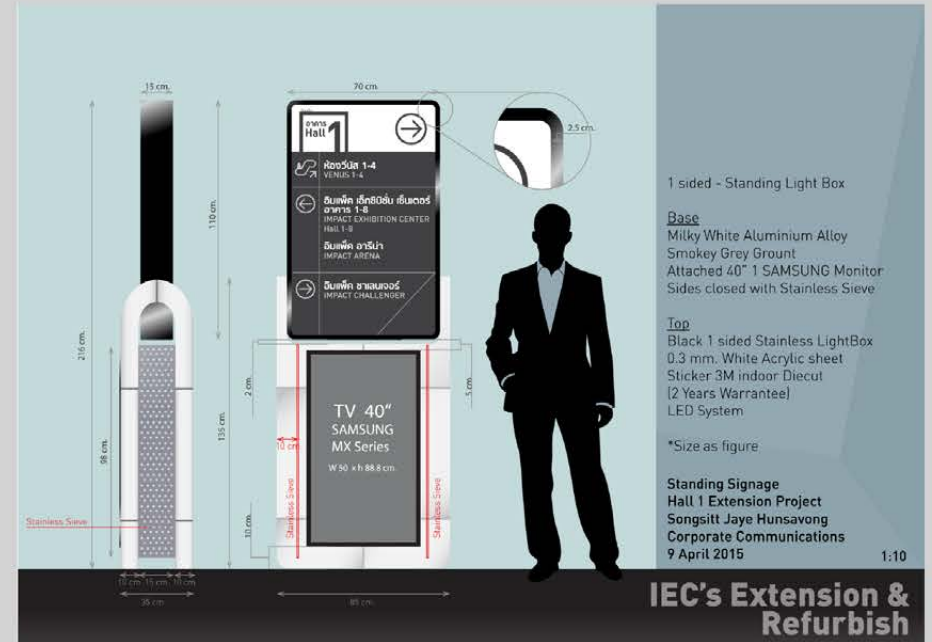
## LED Wall and Digital TV

### Digital TV at IMPACT Exhibition Center

Size : w 1080 x h 1920 pixel

Media File type : mp4

(frame rate 25 frames/second)



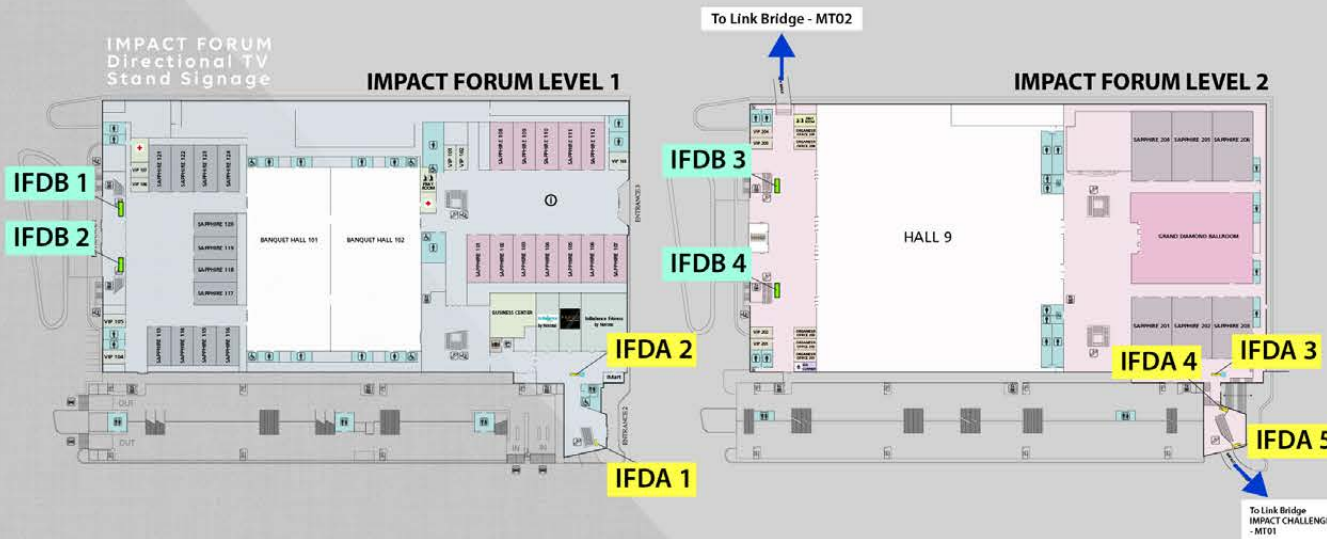
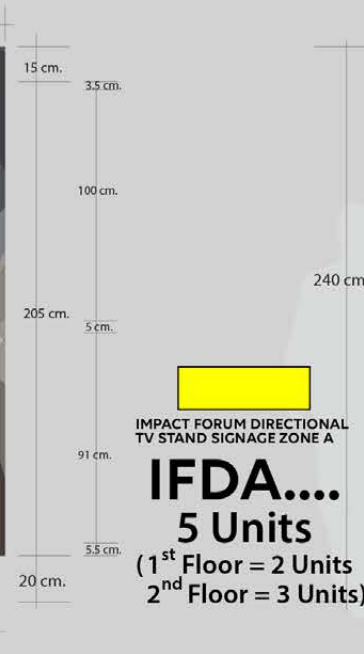
# SIGNAGE

## LED Wall and Digital TV

### Digital TV at IMPACT Forum

IMPACT FORUM DIRECTIONAL TV STAND SIGNAGE ZONE B

**IFDB....**  
4 Units  
(1<sup>st</sup> Floor = 2 Units  
2<sup>nd</sup> Floor = 2 Units)



# SIGNAGE

**A9**

Color Code

Location

**A9**

- Өңөрөлмө 2 түр боюнча даярдалмакчы
- материалдары белгиленип берилүү керек. А/Б 2 түр
- материалдары белгиленип берилүү керек. А/Б 2 түр
- материалдары белгиленип берилүү керек. А/Б 2 түр
- материалдары белгиленип берилүү керек. А/Б 2 түр



ARTWORK

Front **F**

Back **B**

P5

**P7**

Color Code

Location

**P7**

Parking

- Өңөрөлмө 2 түр боюнча даярдалмакчы
- материалдары белгиленип берилүү керек. А/Б 2 түр
- материалдары белгиленип берилүү керек. А/Б 2 түр
- материалдары белгиленип берилүү керек. А/Б 2 түр



ARTWORK

Front **F**

Back **B**

P8

## DIRECTIONAL SIGNPOST

### Outdoor direction signpost



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

# SIGNAGE

## LED Wall and Digital TV

LED wall at IMPACT  
Challenger 2 lobby

Full Scale : 4352 X 1088 pixel  
Sponsor : 1450 x 1088 pixel  
Exhibitor events : 2902 x 1088 pixel



Sponsor  
w 1450 x h 1088 pixels

Exhibitor events  
w 2902 x h 1088 pixels

# SIGNAGE

## 3. LED Wall and Digital TV

3.2 LED wall at IMPACT Challenger 1 & 3

### LED WALL CHALLENGER 1

1536 x 896 pixel

Media File type : mp4

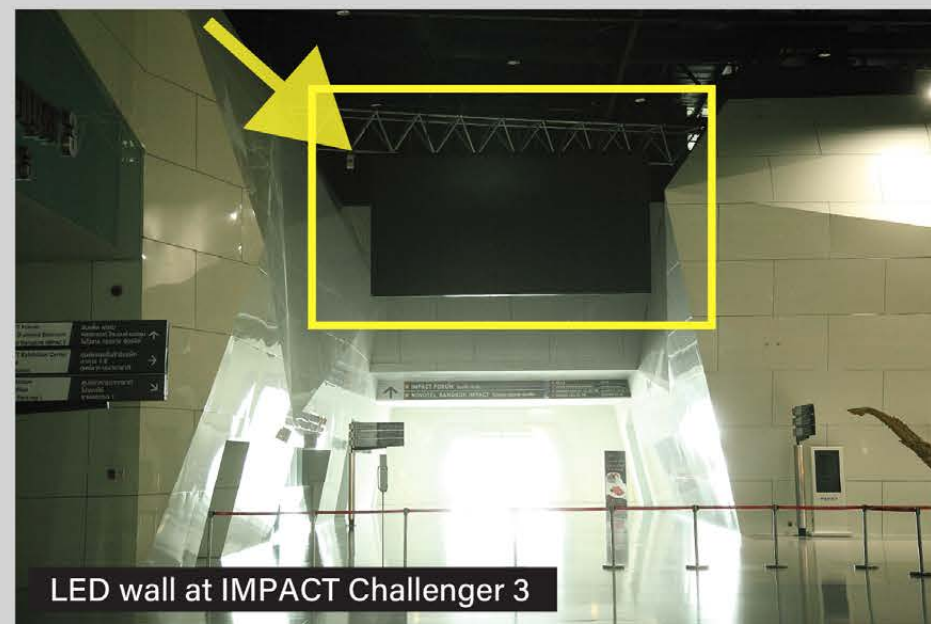
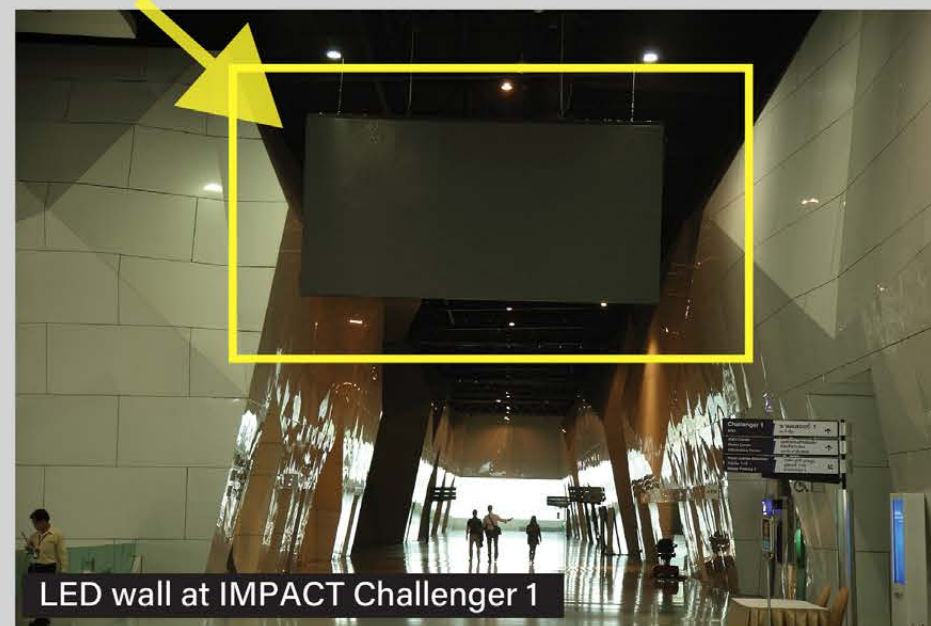
(frame rate 25 frames/second)

### LED WALL CHALLENGER 3

1920 x 1080 pixel

Media File type : mp4

(frame rate 25 frames/second)



# SIGNAGE

## LED Wall and Digital TV

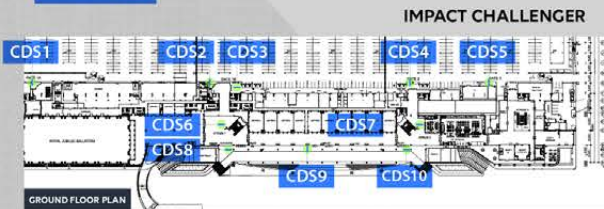
Digital TV at  
IMPACT Challenger

Resolution : w 1980 x h 1080 Pixel

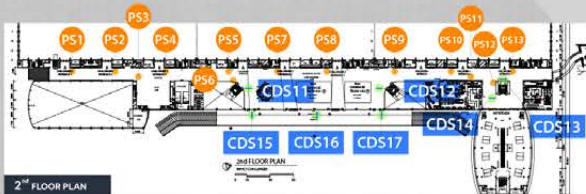
Media File type : mp4

(frame rate 25 frames/second)

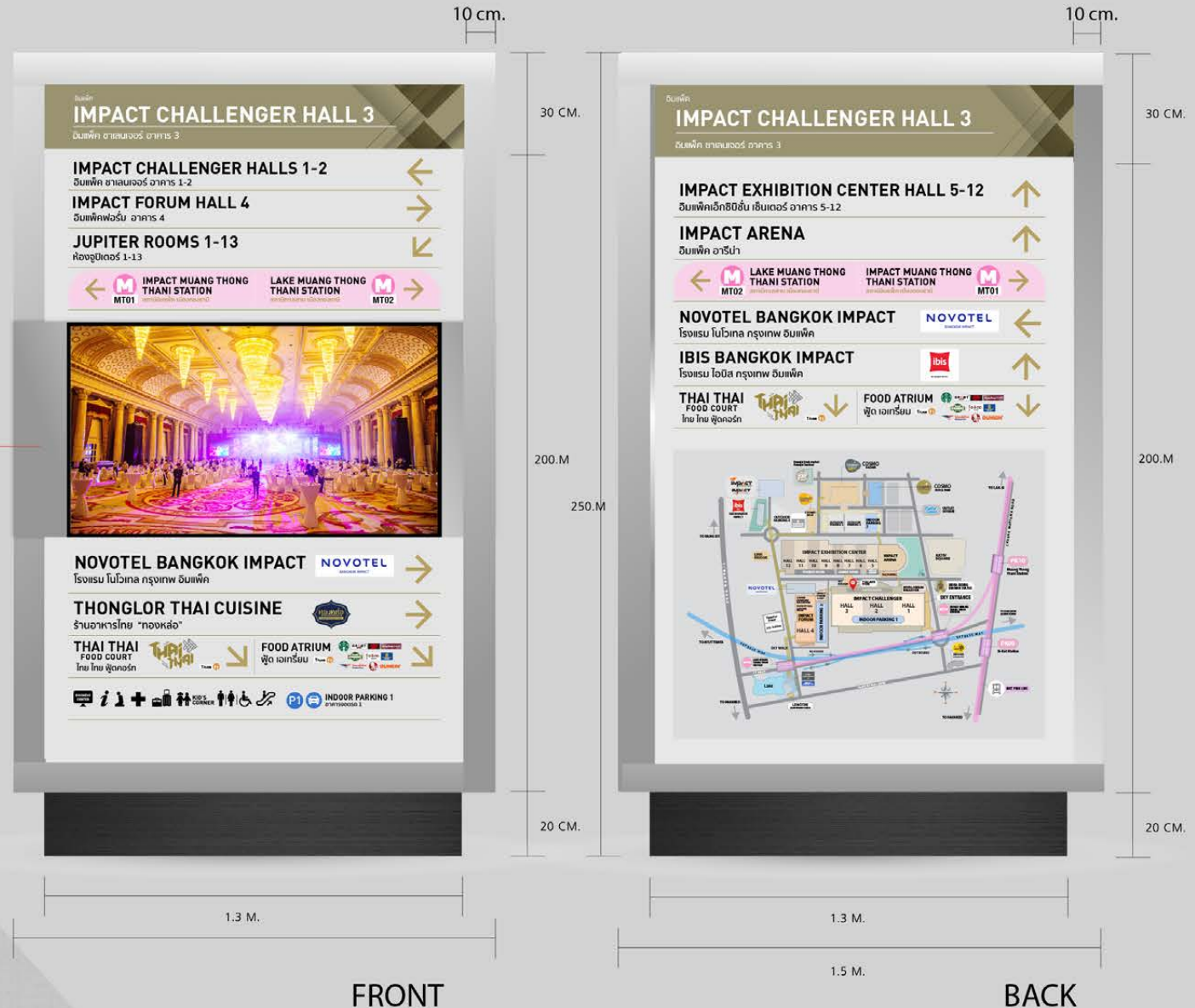
**CDS** IMPACT CHALLENGER  
Directional Stand



**PS** Pole Stand



Digital Signage



# SIGNAGE

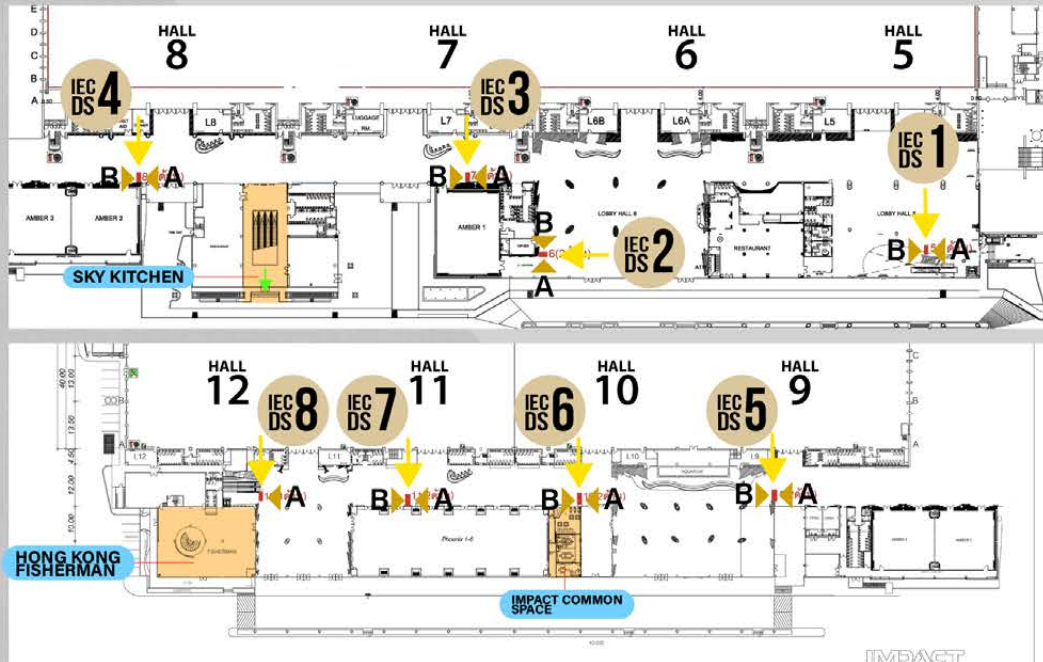
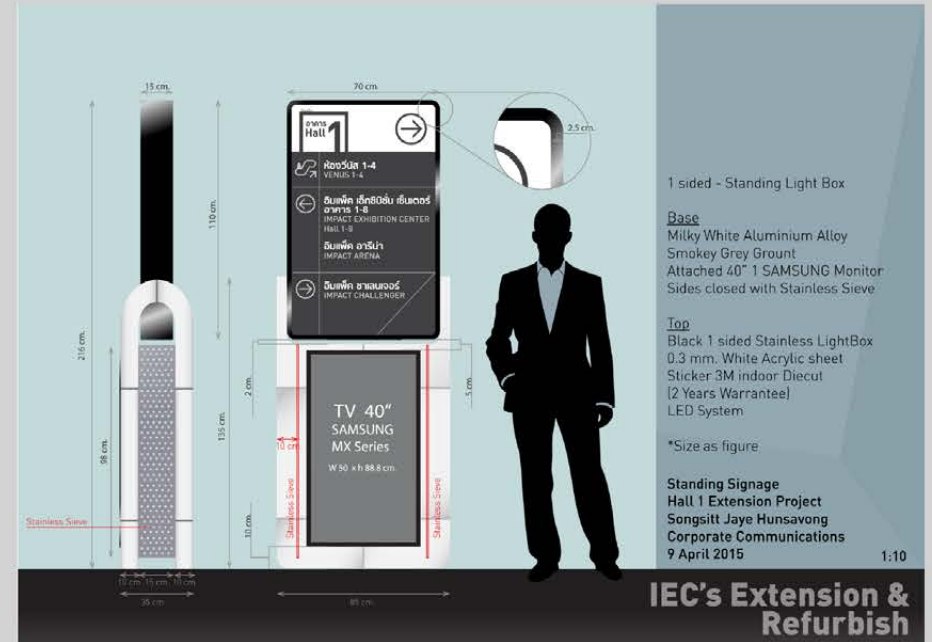
## LED Wall and Digital TV

### Digital TV at IMPACT Exhibition Center

Size : w 1080 x h 1920 pixel

Media File type : mp4

(frame rate 25 frames/second)

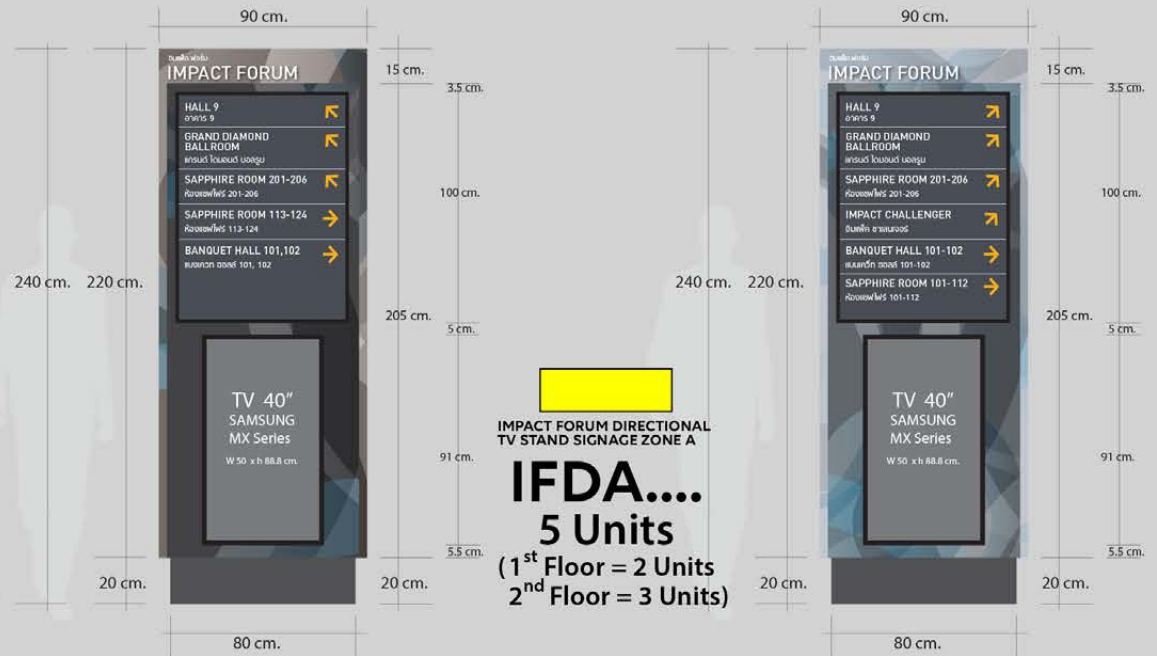


# SIGNAGE

## LED Wall and Digital TV

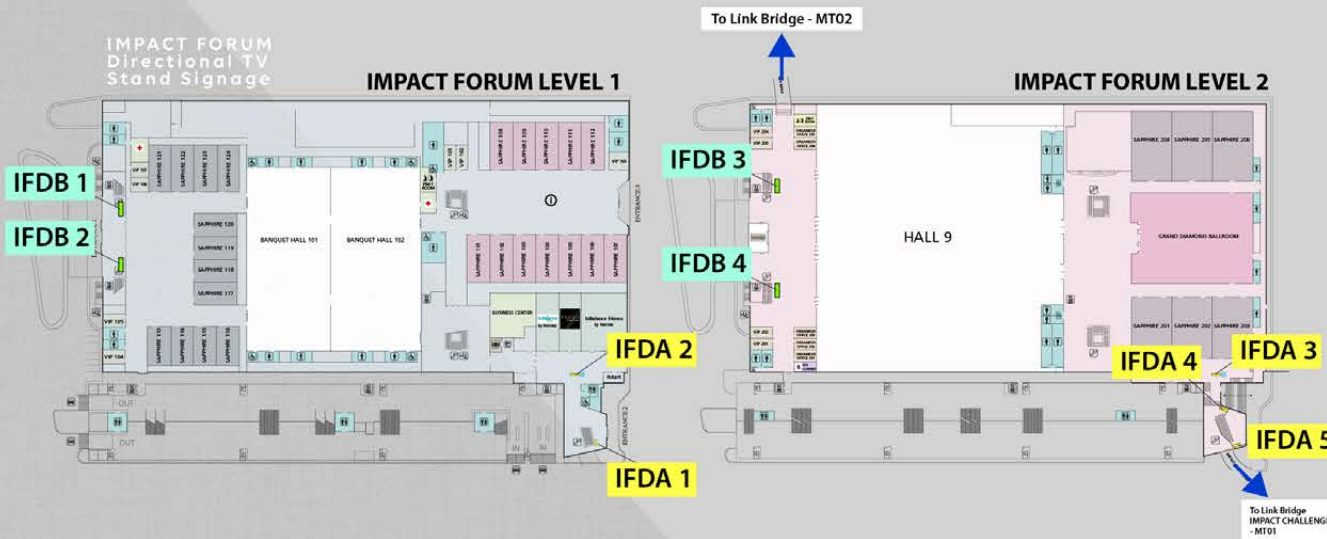
### Digital TV at IMPACT Forum

Size : w 1080 x h 1920 pixel  
 Media File type : mp4  
 (frame rate 25 frames/second)



**IFDB...**  
**4 Units**  
 (1<sup>st</sup> Floor = 2 Units  
 2<sup>nd</sup> Floor = 2 Units)

**IFDA...**  
**5 Units**  
 (1<sup>st</sup> Floor = 2 Units  
 2<sup>nd</sup> Floor = 3 Units)



# SIGNAGE

## LED Wall and Digital TV

LED wall at IMPACT Forum-  
Link bridge (Novotel)



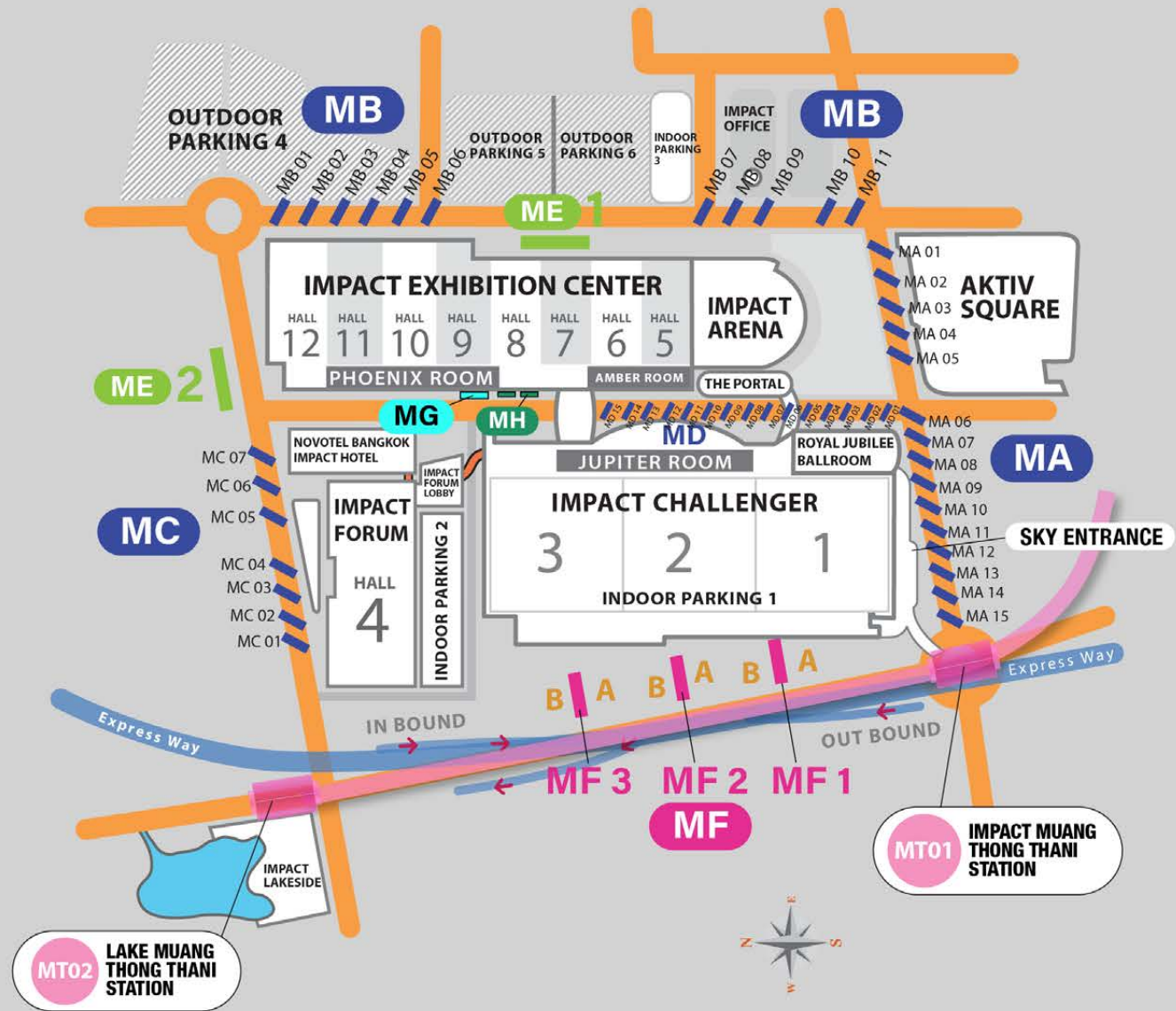
Size : w 1600 x h 1500 pixels

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

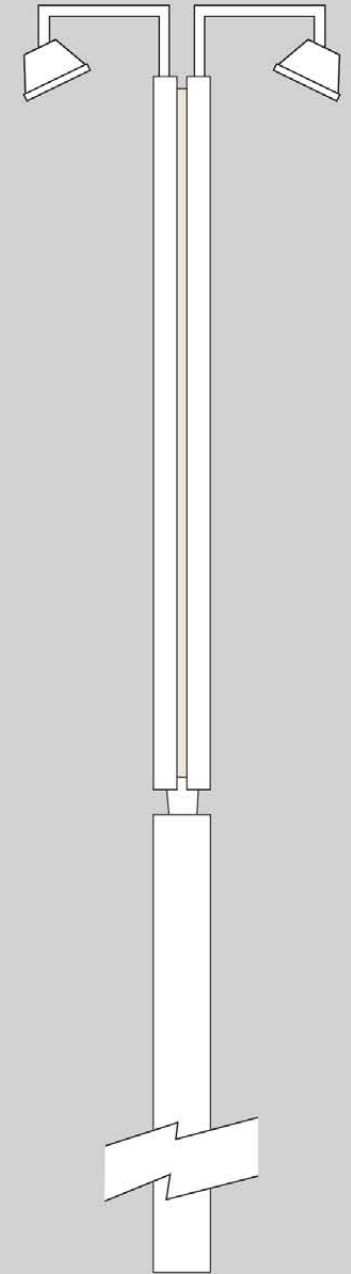
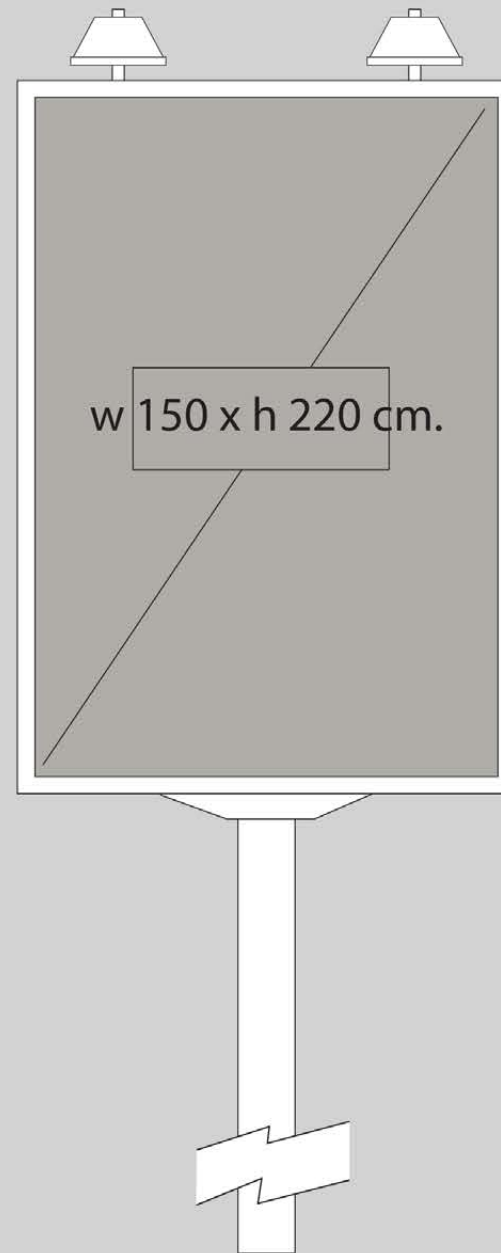


# SIGNAGE

## 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

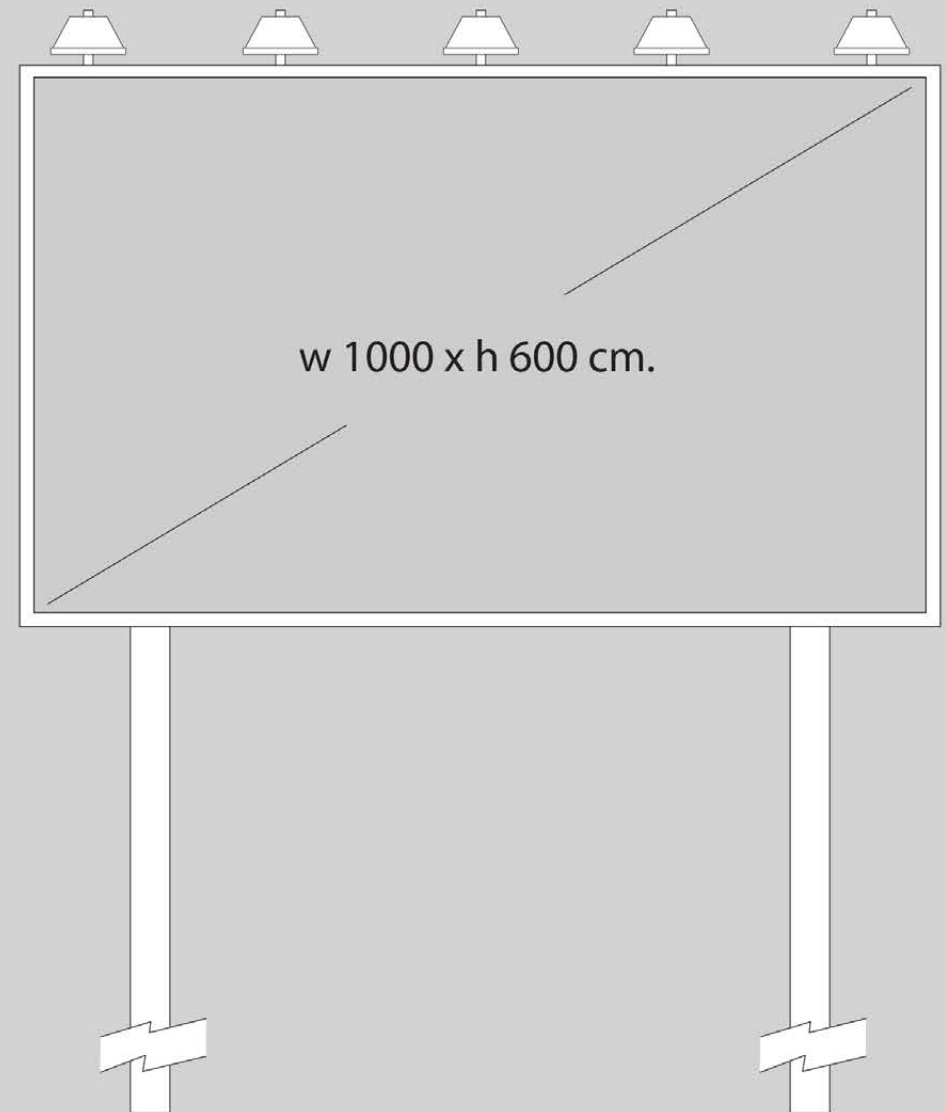
Billboard ME 1, ME 2

Quantity : 2 boards

Code : ME

Size : w 10 x h 6 metres

OPPOSITE OF IMPACT EXHIBITION CENTER HALL 12



# SIGNAGE

## ADVERTISING BOARD

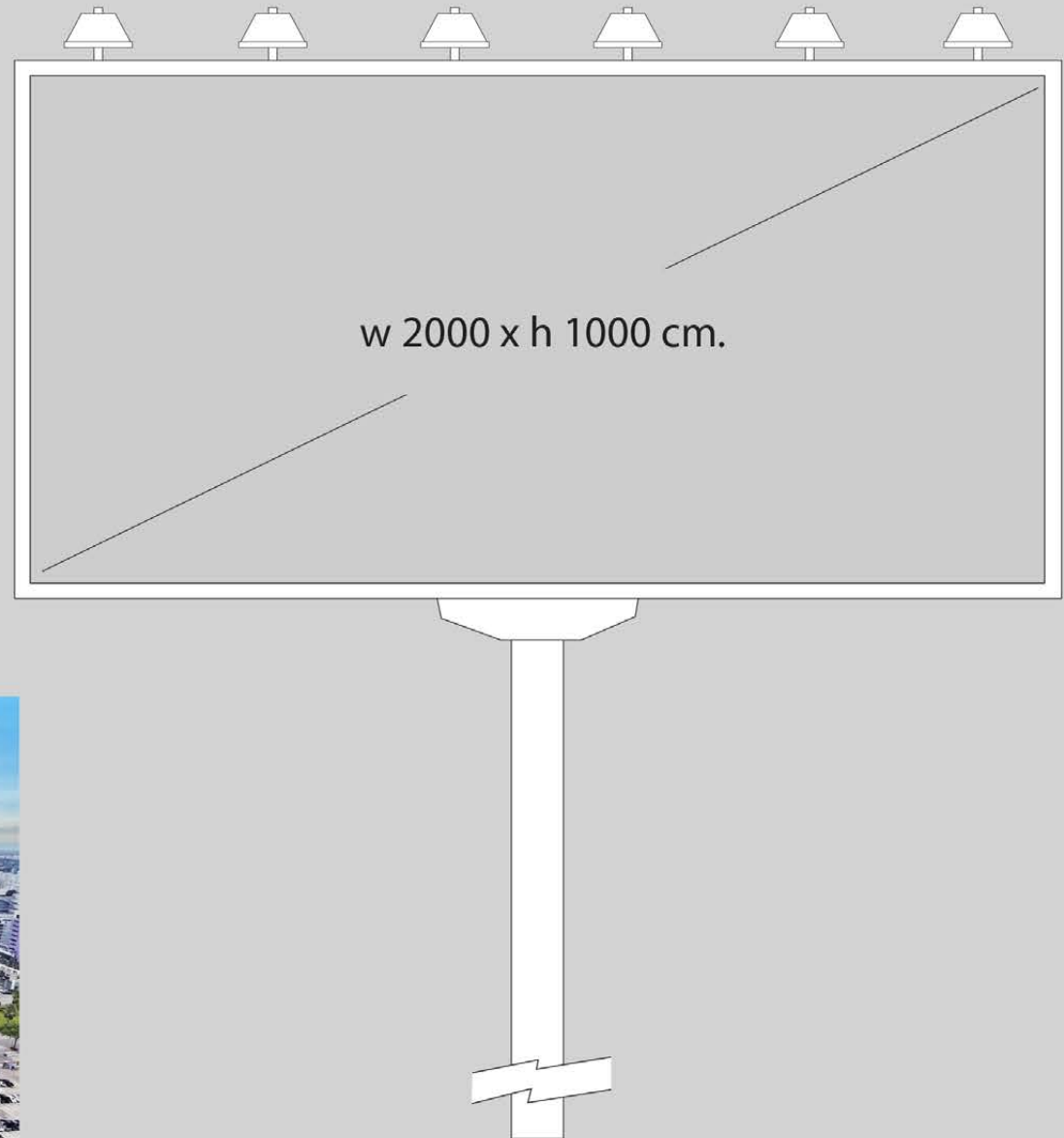
Billboard Expressway

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

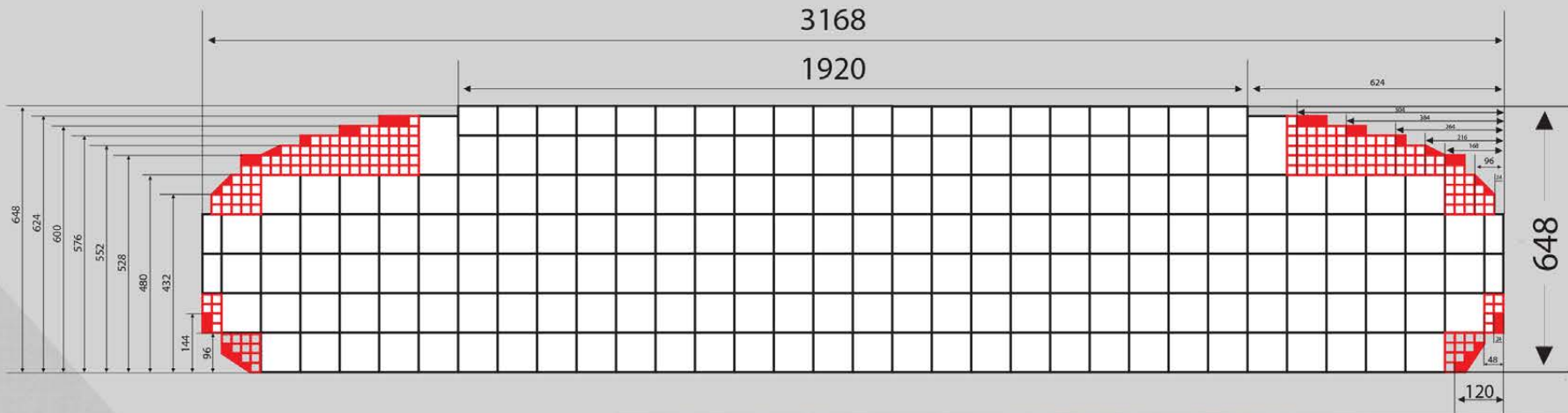
Quantity : 1 units

Media : DVD format , AVI , MPEG4 , WMV

# SIGNAGE

## LED Wall and Digital TV

SKY ENTRANCE - LED (Outdoor)  
IMPACT CHALLENGER

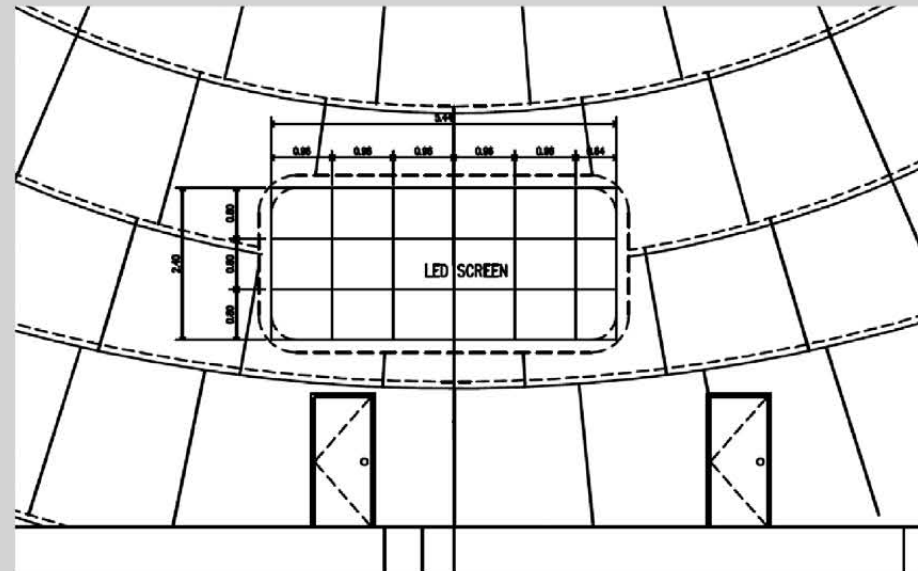


Size : w 3,168 x h 648 pixels  
Quantity : 1 units  
Media : DVD format , AVI , MPEG4 , WMV

# 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



**IBIS HOTEL TO  
IMPACT FORUM**

1.1 Under Link Bridge / Advertising Banner

Size : w 200 x h 400 cm.

Media : Vinyl Inkjet

Quantity : 67 units



**IBIS HOTEL TO  
IMPACT FORUM**



**Cheang Wattana - P1  
View from Lak-Si**

1.2 Billboard

Size : w 20 x h 10 Meters

Media : Vinyl Inkjet

Quantity : 3 units



**TIWANON - P1  
View from Bang Poon**



**TIWANON - P1  
View from Pak Kred**

# SIGNAGE / BANGKOK LAND

## LED Advertising P1 PYLON



**Cheang Wattana - P1  
View from Pak Kred**

Size : w 1200 x h 594 pixels  
Media File type : mp4  
(frame rate 25 frames/second)

## MT02 LED Advertising Stair Cage



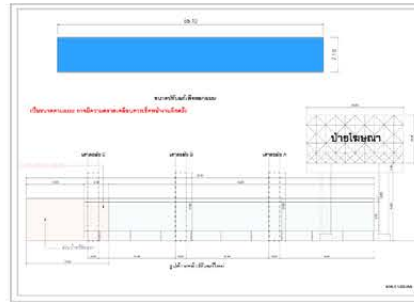
**LED Resolutions : w 832 x h 320 pixels**



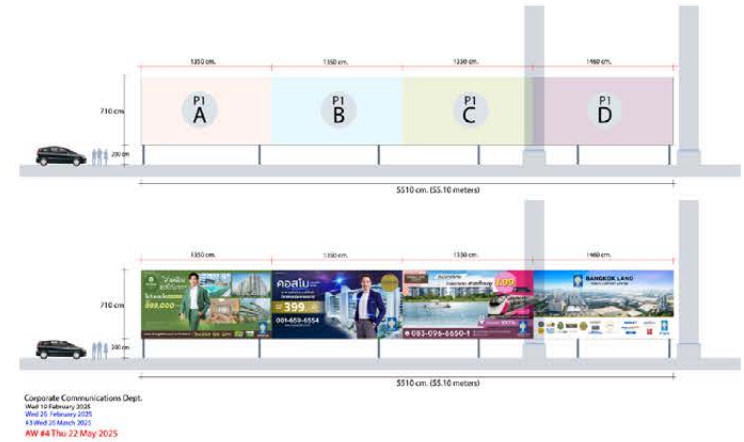
**VINYL INKJET**

**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
- วัสดุพิมพ์ ฝ้าใบและหมึกพิมพ์ 3 D
- ติดตั้งห่างจาก
- พิมพ์อาคารตึก P1/A, P1/B, P1/C, P1/D (สำหรับการเปลี่ยนอาคารตึกครั้งต่อไป สามารถเปลี่ยนทีละชิ้นได้)

P1 A

“จ่ายน้อย แต่ได้มาก”  
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www.bangkokland.co.th/mori | โทร. 064-180-2244

P1 B

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P1 C

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P1 D

BANGKOK LAND  
PUBLIC COMPANY LIMITED

# HOTEL

## NOVOTEL BANGKOK IMPACT

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PANTONE  
2736 C




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

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# HOTEL

## IBIS BANGKOK IMPACT



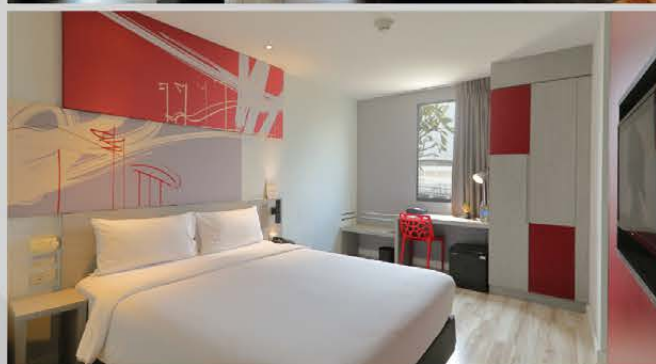
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**IMPACT**  
MUANG THONG THANI

# IMPACT CORPORATE IDENTITY

Corporate Communications Department  
VERSION : @MARCH 2026

