



Asia Media Studio is a leading Bangkok-based creative design agency with an impressive portfolio of International and Thai clients. We enjoy a vibrant reputation for high quality creative work across a broad spectrum of marketing services.

All our work is carried out in-house, and our experienced and talented European and Thai creative team provides a breadth of experience second to none.

LOGO PRESENTATION

Intelligence Made Visible

We pride ourselves on delivering unique creative solutions designed to optimize the client's business objectives, with every concept developed from a fresh and original idea.



SUCCESSFUL BRANDING

At AMS we have earned an excellent reputation over many years for our work.

The company or brand logo plays a critical role in any operation's communications strategy. **It visually defines the nature of the business, its philosophy and its competitive advantage.** It is the image that embodies the organization; a successful logo must be easily identifiable and distinctive and it must inspire trust, loyalty, admiration and implied superiority.

At AMS we have earned an excellent reputation over many years for our work on brand name development, logo design and logo evolution. We fully recognize the **significant benefits of a powerful logo** and we take a highly professional and diligent approach to all our logo development projects.

To be successful, companies need to evolve, and similarly it is important that logos are updated over time. Logo evolution is a facet of design in which we have special expertise, fully understanding the need to balance the existing attributes with the need for modernity.



OUR AIMS

We work hard to ensure that our naming and logo development **meet five key criteria** and, before any design leaves our studio, these must be fulfilled. Each must be:



OUR APPROACH

All our work is totally original and before presenting any name or logo we always ensure it is legally protectable. We have developed a well proven and detailed route to successful branding and logo development.

DESIGN BRIEF: Meet with the client to fully understand and agree the objectives

RESEARCH: to fully understand the dynamics of the client's marketplace and, in particular, the names, logos and strengths and weaknesses of the competitors

SKETCHING/CONCEPT DEVELOPMENT: The most important element of the process, developing a number of concepts and designs based on the brief and the research.

RELECTION: Take time out to review and fine tune the work, and identify the ideas that offer the best solution

FIRST PRESENTATION: Meet with the client to present first concepts. Identify the two or three that are the most appealing.

REVISIONS: Develop further the selected options, incorporating client input, and generate high quality visuals. It may take up to three revisions to complete a logo to our own satisfaction.

FINAL PRESENTATION: Visuals presented in PDF format and, if required, printed versions. Final selection made.

DELIVERY: Artwork provided in all required formats, with full support available if needed. The design Copyright is always owned by the client.

OUR "DO'S" AND "DON'TS"

- ✓ Maximum, wherever possible, of 3 colours for clarity and readability
- ✓ Easily identifiable, even at a distance
- ✓ Maximum of 2 fonts
- ✓ Logo is easily recognizable when inverted, when "mirrored" and when re-sized
- ✓ Consistent across multiple platforms
- ✓ Unique and simple design, avoiding intricate details, and easy to describe
- ✓ Works well in black and white and in every environment in which it appears
- ✓ Connects visually with, and is appropriate for the brand/company
- ✓ Is legally protectable

✗ No logo contest – all our work is carried out in-house by our own talented and widely experienced designers

✗ No stock photography

✗ No outsourcing

✗ No "logo maker" software-generated designs

✗ No copying of existing logos found in books or on the internet

SOME OF OUR WORK

THAI GAS

The owners of THAI GAS plan to introduce LPG gas stations throughout Thailand. AMS designed a logo, both in English and Thai, which incorporates a precise, clear font, to ensure recognition at a distance, the flame device, to illustrate the company's business, and colors that reflects the company's Thai heritage.



NATURAL LIVING CONCEPT

As a manufacturer of home comfort products, Natural Living Concept is passionately proud of its ecological stance and the health and harmony benefits of its products. Many organizations claim a "natural" positioning, but few can justify it to the extent that Natural Living Concept can. This unique and valued status has been perfectly captured in this single color, fresh, simple and impactful logo.

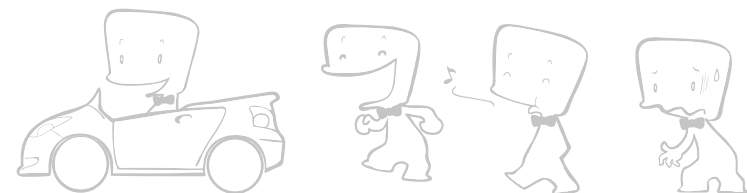


FLY ARABIAN AIR

A new passenger and freight charter operation, Fly Arabian Air will specialize on flights between South East Asia and the Islamic holy sites in the Middle East. The logo we have created is, bold with assertive colors for great stand-out; incorporates a confident forward-looking arrow motif with its 3D effect; uses a clear, slightly Arabic-looking font, easily recognized from a distance. These all combine to convey a strong, fresh and optimistic brand image.

SMARTO

This new high-tech organization has developed a revolutionary automotive device that combines GPS technology with modern telecommunications, A name and logo were required that would appeal to both consumers and vehicle insurance companies. "Smarto" offers simplicity, friendliness and relevance to the market whilst the logo design, in two colours, is clean, fresh and easily identifiable.



smart**o**

smart**o**

SWALA GEM TRADERS

SWALA is based in East Africa, close to the mines from which precious stones are gathered. AMS created this logo that encapsulate the key tenets of clarity and distinctiveness whilst, through the image of the antelope, embodies the essence of Africa.



PICKABOO

Pickaboo offers a wide range of fun activities through its website and AMS has been heavily involved in all aspects of the organization's launch. We were asked to devise a complete visual "positioning" for the company, to include the logo design. We invented Pickaboo's own "Smile Agent" - the monkey in a gift box - as part of the logo design to encapsulate the fun, pleasure-giving essence of the company's offering. The logo itself is one colour and, in keeping with our principles, is clear, fresh, distinctive and uncomplicated.



ASIA WORLD

Asia World is a now-famous travel agency that has operated throughout Thailand and South East Asia for 15 years, It has expanded rapidly over that time period, but had not up-dated its face to the world since its inception, despite its young and affluent target audience.

In this rejuvenation exercise, we strived to bring new clarity and freshness to the logo without losing any of the brand's strong heritage, and to ensure that it would be instantly recognized across a broad range of materials – from retail outlets and websites to stationery and vehicles.



AFTER



BEFORE



CONNECTIS

A newly established, professional recruitment agency in Bangkok required a complete launch program that included naming, logo development and stationery design. The Connectis name creates a friendly, helpful persona for the company in an industry that is all about linking people and jobs and the clean, professional and tasteful logo works extremely well across a wide range of communication items.

THANK YOU FOR YOUR ATTENTION



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