



Current Logo



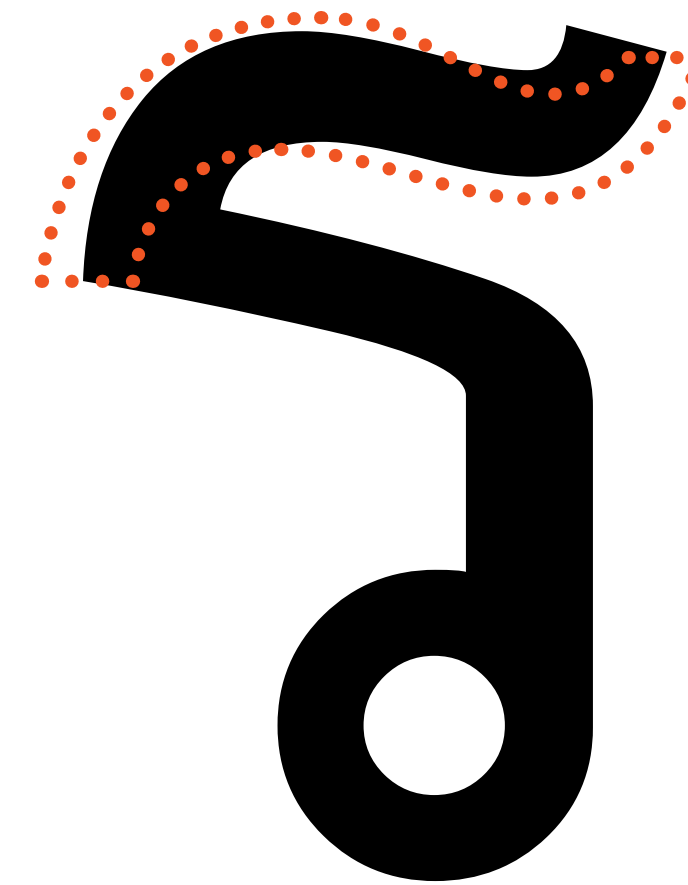
Proposed Logo



The logomark is inspired by elements of thai letterforms, and is comprised of the 'mai toh' tone mark, and an element of the letters 'tho than' and 'ro ruea' to create an abstract image of a person raising their hands toward the sky.



'tho than'



'ro ruea'



'mai toh'



the urban light foundation

Input Mono is a typeface that feels modern, but contains human touches like “tails” and tapered strokes.

The wordmark is set in ‘Input Mono Narrow Light,’ which is the brand’s primary font, but the entire Input Mono family of fonts and weights are available to use whenever necessary.

Input Mono Thin
 Input Mono Thin Italic
 Input Mono Extra Light
 Input Mono Extra Light Italic
 Input Mono Light
 Input Mono Light Italic
 Input Mono Regular
 Input Mono Italic
 Input Mono Medium
 Input Mono Medium Italic
 Input Mono Bold
 Input Mono Bold Italic
 Input Mono Black
 Input Mono Black Italic

Input Mono Condensed Thin
 Input Mono Condensed Thin Italic
 Input Mono Condensed Extra Light
 Input Mono Condensed Extra Light Italic
 Input Mono Condensed Light
 Input Mono Condensed Light Italic
 Input Mono Condensed Regular
 Input Mono Condensed Italic
 Input Mono Condensed Medium
 Input Mono Condensed Medium Italic
 Input Mono Condensed Bold
 Input Mono Condensed Bold Italic
 Input Mono Condensed Black
 Input Mono Condensed Black Italic

Input Mono Compressed Thin
 Input Mono Compressed Thin Italic
 Input Mono Compressed Extra Light
 Input Mono Compressed Extra Light Italic
 Input Mono Compressed Light
 Input Mono Compressed Light Italic
 Input Mono Compressed Regular
 Input Mono Compressed Italic
 Input Mono Compressed Medium
 Input Mono Compressed Medium Italic
 Input Mono Compressed Bold
 Input Mono Compressed Bold Italic
 Input Mono Compressed Black
 Input Mono Compressed Black Italic

Input Mono Narrow Thin
 Input Mono Narrow Thin Italic
 Input Mono Narrow Extra Light
 Input Mono Narrow Extra Light Italic
 Input Mono Narrow Light
 Input Mono Narrow Light Italic
 Input Mono Narrow Regular
 Input Mono Narrow Italic
 Input Mono Narrow Medium
 Input Mono Narrow Medium Italic
 Input Mono Narrow Bold
 Input Mono Narrow Bold Italic
 Input Mono Narrow Black
 Input Mono Narrow Black Italic



PANTONE Orange 021 C
C=0 M=83 Y=100 K=0
R=240 G=83 B=35
#f05323



PANTONE 7481 C
C=79 M=0 Y=96 K=0
R=25 G=178 B=80
#19b250



PANTONE 109 C
C=1 M=16 Y=99 K=0
R=254 G=209 B=10
#fed10a



PANTONE 210 C
C=0 M=47 Y=0 K=0
R=245 G=260 B=197
#f5a0c5

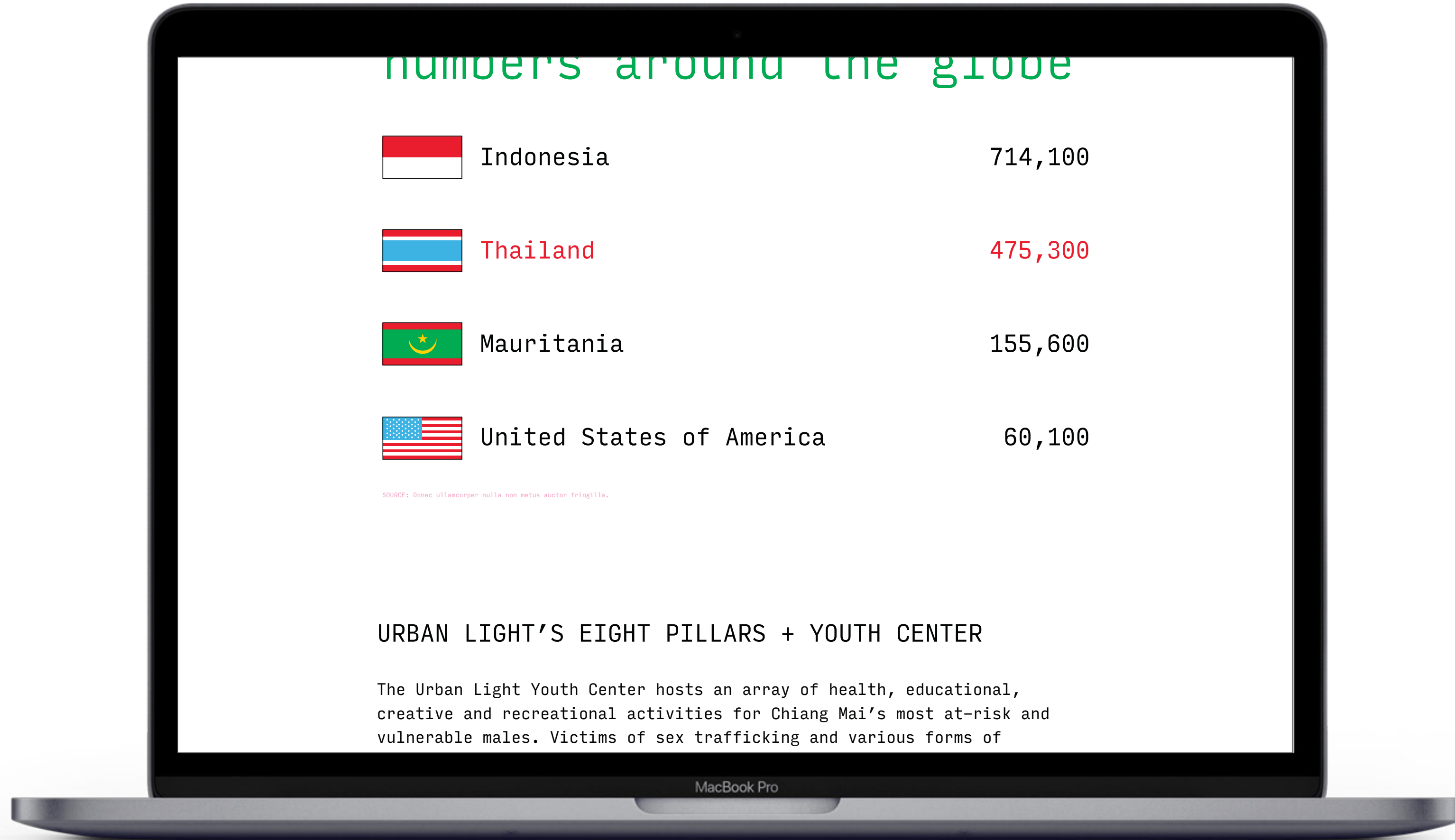


PANTONE 185 C
C=2 M=100 Y=93 = 0
R=232 G=29 B=44
#e81d2c



PANTONE 298 C
C=65 M=10 Y=2 K=0
R=64 G=180 B=226
#40b4e2

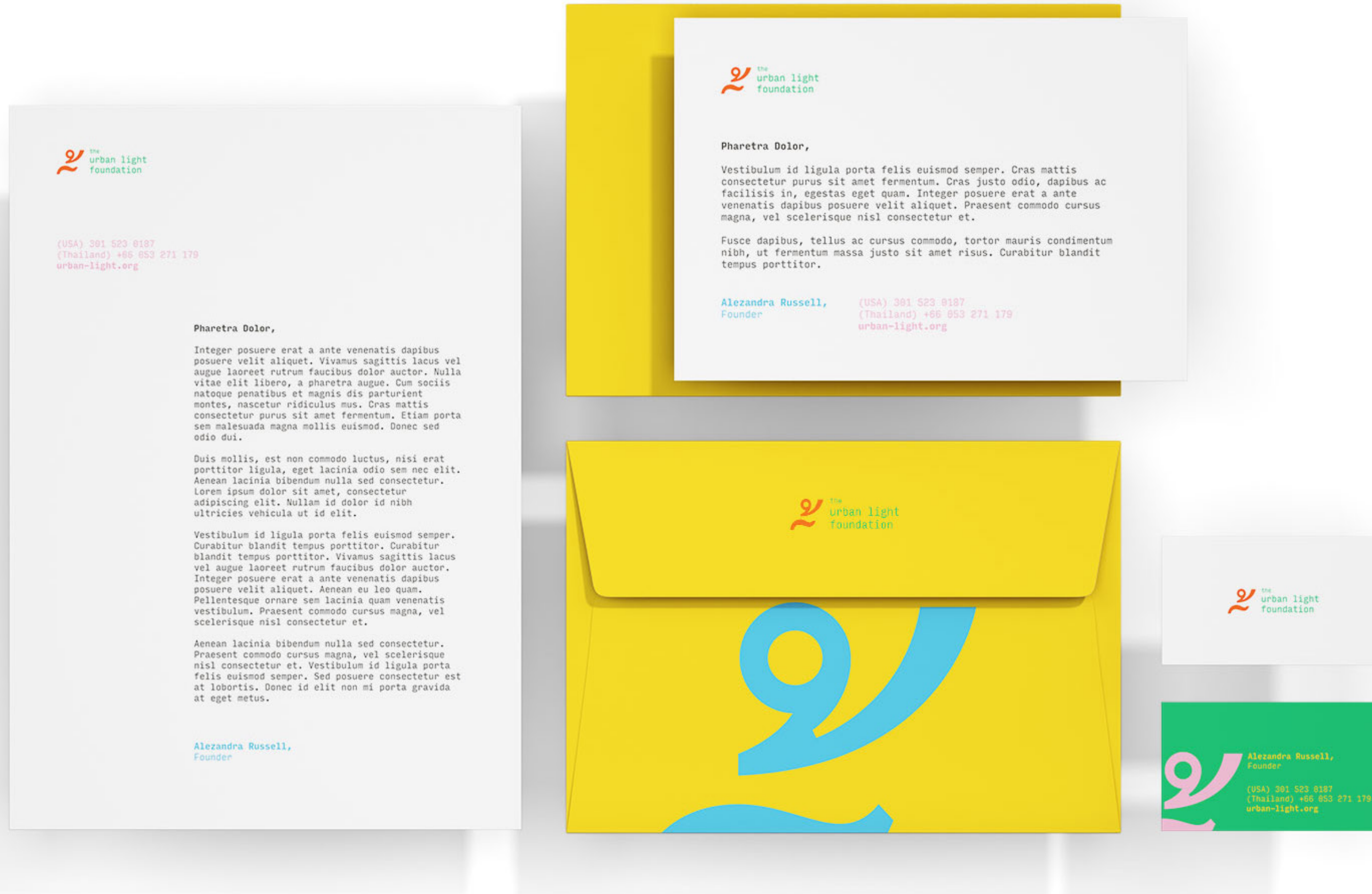
The color system is inspired by the bright and saturated dyes and textiles seen throughout Thailand, and are intended to create a vibrant palette that inspires positive thinking like optimism and hope.



The official website makes generous use of white space to better draw attention to the instances of thoughtful and purposeful use of color.



The logomark can be extracted and combined with elements like headlines, and incorporated into apparel, decals, and other awareness-driving products.



This example branded stationery set include letterhead and half-letterhead, as well as envelopes and business cards that showcase the logo and vibrant color palette.



MANIFESTO

MKE  /  PDX