

## ภาคผนวก จ

### History of Thai's Brand



From THAI's foundation as Thailand's national carrier in 1960, and throughout the airline's formative years, our brand identity consisted of the 'dancing man' figure, created by HSH Prince Kraisingh Vudhijaya. This symbol represented a stylised classical Thai dancer, reflecting the Kingdom's traditional values of culture and hospitality and setting it apart from all other airlines.

In time, as THAI grew dynamically, it became desirable to project a more modern and international image. So, in 1975, a sparkingly new symbol was created by Walter Landor Associates, a symbol that soon became widely recognised around the world. This colourful icon combined several visual elements, suggestive of a tropical orchid, the richness of Thai silk and hints of classical design motifs.

In 2005, this distinctive image was redefined by the Interbrand partnership, giving it a three-dimensional appearance. At the same time, the whole of THAI's branding policy was rationalised to include every aspect of the airline's image, at all points of customer contact, positioning THAI as the most memorable and rewarding travel experience, and reflecting the airline's close association with the traditional values of Thailand.

## Elements of THAI's Brand



THAI's registered brand consists of a number of inter-related elements which, together, make up our visual identity and project our desired corporate image at all points of contact with our customers.

The basic elements include a 'brand signature', consisting of the colourful symbol and associated logotype (name). THAI's long established and widely recognised tagline "Smooth as silk", often used in conjunction with the brand signature, highlights our philosophy of service. The connection between THAI and Thai silk has been close since the airline was founded, for instance in the use of lustrous Thai silk for cabin attendants' in-flight costumes. Another linking element, seen in our advertising and printed material, is the specially designed 'curve graphic', which is symbolic of the traditional 'Thai Wai' gesture of greeting.

As a focal feature and major pictorial element for THAI's brand, a large-scale mural was commissioned to become a key art graphic in projecting the image of THAI. This graphic, entitled 'Ayatana', meaning 'Senses', expresses, in stylised classical terms, the six senses of sight, taste, smell, hearing, touch and feeling from the heart. Parts of the Ayatana appear widely, in office décor, and all media of communication.

The use of typography and colour are also vital aspects of THAI's branding, with great care being taken to maintain consistency in all applications: advertising, ticket office décor, airport signage, in print and promotional situations. The colours used for THAI's corporate identity feature a deep, rich purple, magenta, and modified yellow/gold.

## THAI's Brand at Work



Here are some examples of how THAI's brand and visual elements of corporate identity are presented in everyday situations.

## THAI's Brand Journey



The presentation of THAI's brand to customers, actual and potential, begins at the first point of contact, usually our website, media advertising, brochures, or when visiting one of our ticketing offices. The brand is, in effect, the face of THAI, which passengers can see and recognise throughout their travel experience with us.

Having made their decision to fly THAI, our customers' next direct points of contact are likely to be at the airport, where they check in and, if in a premium class, use the facilities of our luxurious airport lounges. The clear and correct use of THAI's identity in airport signage is a vitally important aspect in informing passengers. Every service point must accurately apply THAI's identity, to maintain continuity.

THAI's greatest opportunity to impress passengers, to win their confidence and long-term loyalty, is during their flights. Here, too, THAI's branding and distinct

identity is maintained, in cabin décor, furnishings, equipment and every aspect of catering and entertainment systems, THAI's brand is presented consistently to passengers, assuring them of our airline's image for superior service.

### THAI's Sub-Brands



Certain associated activities of THAI complement the airline's primary transportation role, but have individual, yet related identities. The most important of these sub-brands are Royal Orchid Plus, THAI's frequent flyer programme, and Royal Orchid Holidays the comprehensive programmes of getaway and vacation packages for business and leisure travellers from around the world. Each has its own distinctive image, with specially created brand signature consisting of a stylised orchid and logotype.

Other departments and functions of THAI (Catering, Technical, Cargo etc.) also present their own brand identities, linking them to THAI's overall brand image. The purpose of this is to demonstrate that the many different activities of THAI form integrated parts of the company's network of functions, yet share common corporate and strategic objectives.

Each of THAI's passenger classes also has its own distinct and specially created branding and colour specifications, which are always used to clearly identify these individual sub-brands.