LINE MAN wongnai

CORPORATE BRAND GUIDELINE

LINE MAN Wongnai Corporate Brand Guideline v.2.0, August, 2026

Brand Name In Written Form

For all official communications, always use the full brand name “LINE MAN Wongnai” to maintain consistency and professionalism. Write "LINE MAN" in all capital letters and capitalize only the first letter of "Wongnai", with a space between them. Any other variations are incorrect.

✓ **LINE MAN Wongnai**

✗ LINE MAN WONGNAI / LINEMAN WONGNAI

✗ Lineman Wongnai / Linemanwongnai

✗ ไลน์แมนวงใน / ไลน์แมน วงใน

Primary use for every official touchpoint

Primary Logo

Primary Logo Application

The LINE MAN Wongnai corporate logo is provided as a single asset with locked spacing between the two sub-brands. Never manually pair separate logos together; always use the official files provided via the link.

Clear Space

A minimum "clear space" must be maintained around the logo to ensure its visibility and brand integrity. no other elements, such as text, photos, or secondary logos, may be placed within this zone.

Minimum Size

The logo must not be used below the minimum size to guarantee readability across all media.



Clear Space (A) | Unit (X) = Stroke Width of 'L' Stem in LINE MAN

Minimum size LINEMAN wongnai] 14 pixel / 6 mm

Secondary Logo

Secondary Logo Application

In limited spaces where the primary corporate logo cannot be properly displayed, use the secondary logo (app icons). Always maintain the designated spacing between the two icons, using the official assets provided via the link.

Clear Space

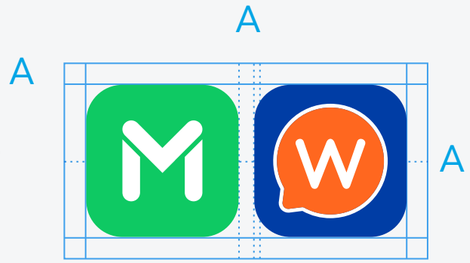
A minimum "clear space" must be maintained around the icons to ensure visibility and separate them from other visual elements.

Minimum Size

To guarantee legibility, the icons must not be displayed smaller than 6 mm for print or 17 px for digital displays (For Retina displays, double or triple the pixel dimensions).



Clear space



Clear Space (A) | = 1/2 of Icon Height

Minimum size  17 pixel / 6 mm

*For retina display, double or triple the number.

Logo Main Colors

LINE MAN GREEN

HEX	0EC963
Pantone	7480 C
RGB	14, 201, 99
CMYK	72, 0, 84, 0

LINE MAN BLACK

HEX	333333
Pantone	426 C
RGB	51, 51, 51
CMYK	69, 63, 62, 58

Wongnai ORANGE

HEX	FF671F
Pantone	165 C
RGB	255, 103, 31
CMYK	0, 74, 96, 0

Wongnai BLUE

HEX	003DA5
Pantone	293 C
RGB	0, 61, 165
CMYK	100, 87, 0, 0

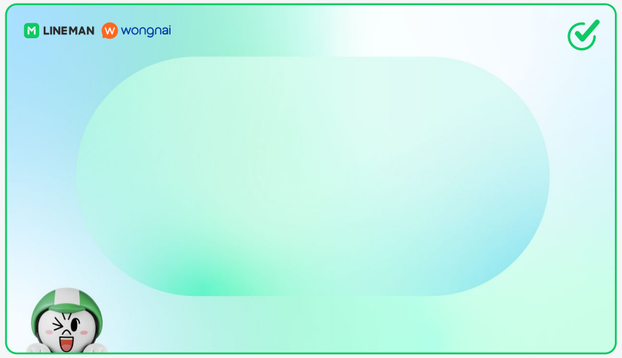
Primary Logo Selection Guidelines

Primary Logo Usage

The Primary Logo is the default choice and must be used whenever space allows for better readability and brand recognition.

Secondary Logo Usage

Secondary Logo (app icons) are permitted only in compact, square, or space-constrained applications where the Primary Logo cannot be displayed at its recommended minimum size.



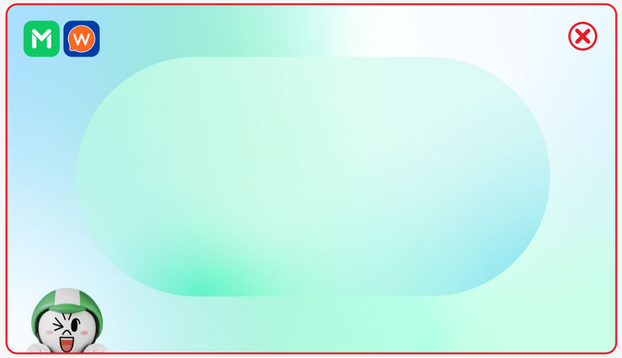
Presentation cover



Poster / Banner



Storefront / Event Signage



Presentation cover



Poster / Banner



Storefront / Event Signage

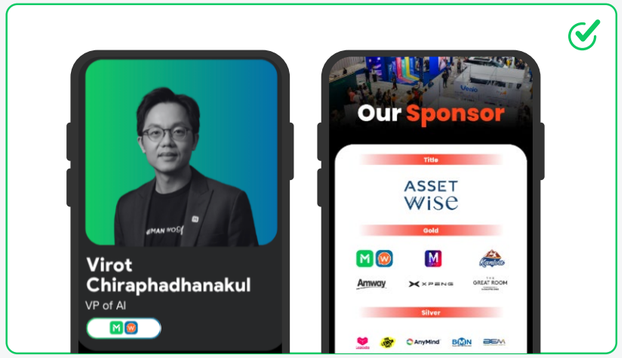
Secondary Logo Selection Guidelines

Primary Logo Usage

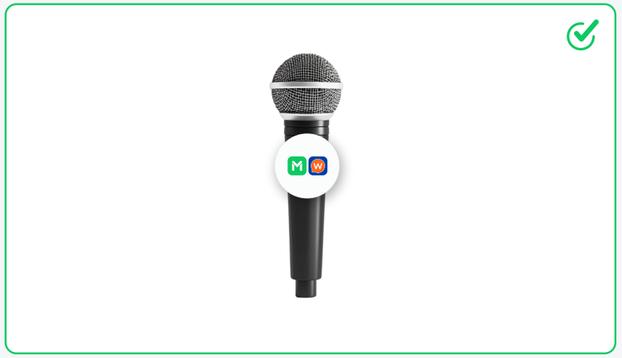
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Secondary Logo Usage

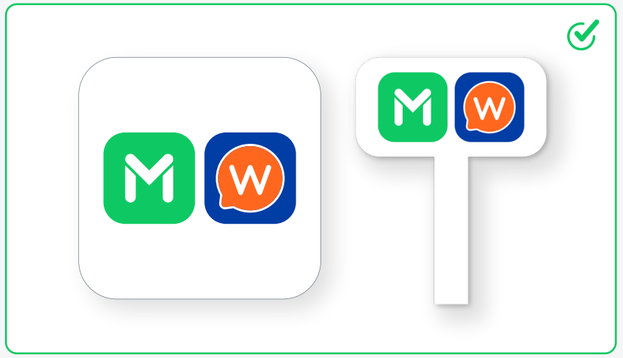
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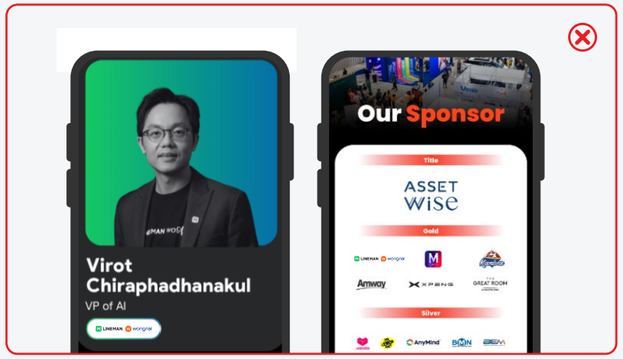
Event & Promotional Social Media Graphics



Badge (small format)



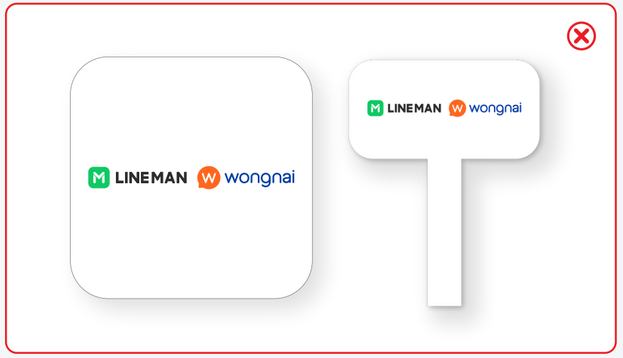
Hand prop



Event & Promotional Social Media Graphics



Badge (small format)



Hand prop

Logo Regulations

Do not alter, rotate, stretch, distort, or add graphic elements to the logo. Always maintain the logo's original proportions, minimum clear space, color, orientation, and configuration to ensure brand consistency.



Always use the latest logo version.



Always use the latest app icons version.



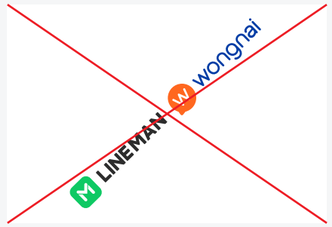
Do not add effects.



Do not change the logo ramdomly.



Do not distort logo proportions.



Do not rotate the logo.



Do not combine app icons with full logos.



Do not change the logo ramdomly.



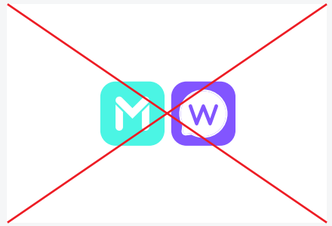
Do not combine app icons with custom text.



Do not change app icons randomly.



Do not apply unapproved colors or gradients to the logo.



Do not apply unapproved colors or gradients to the logo.

Logo Variations

The full-color logo is the default choice and must be used on white or light backgrounds. Select alternative variations based on background contrast to ensure optimal visibility.

Full color logo

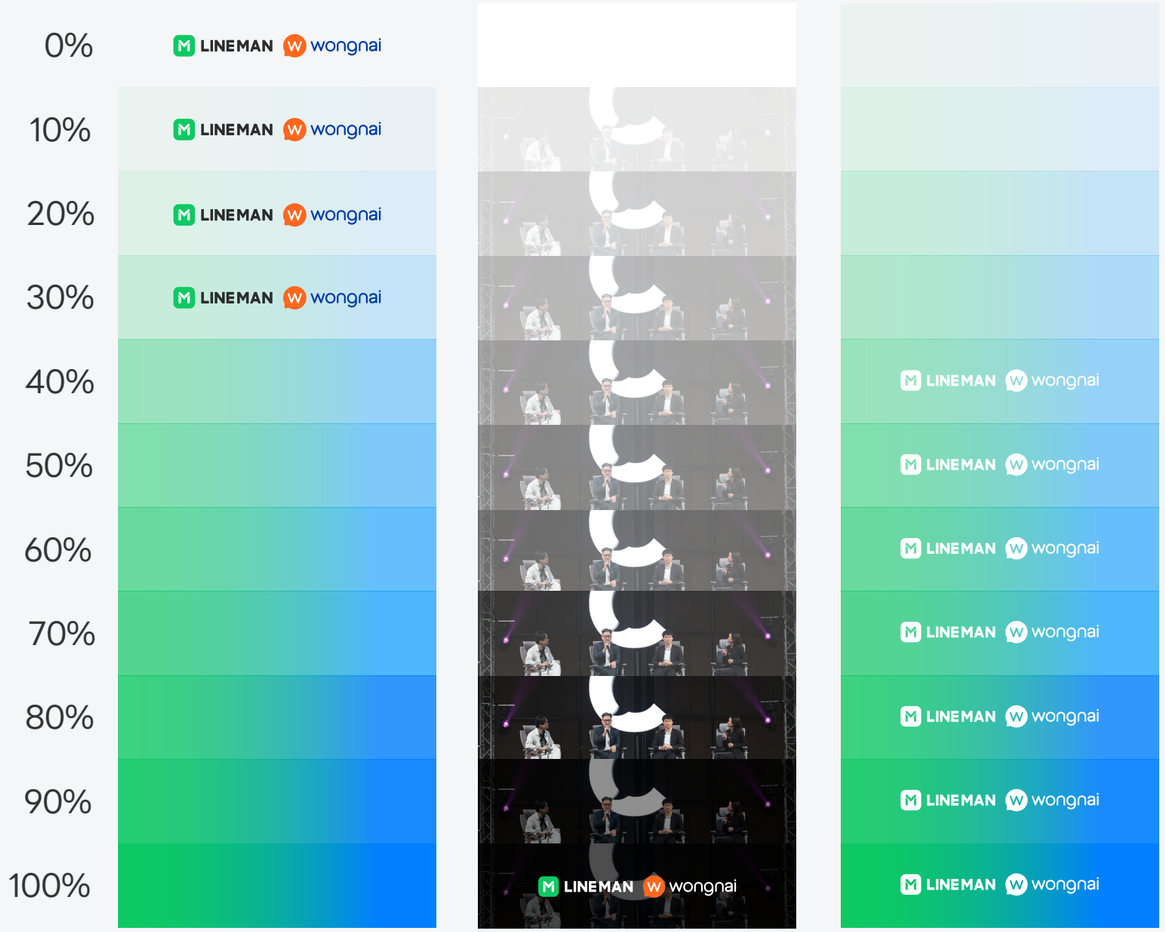


Reverse logotype

One color logo

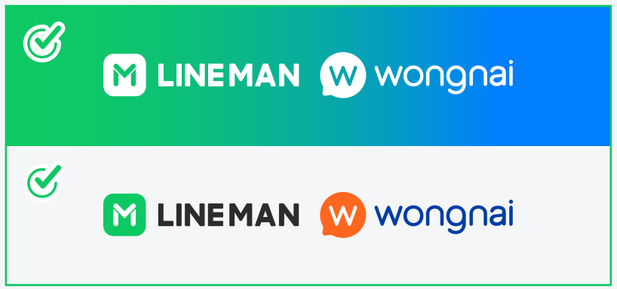
Background Usage

Always select the logo variation that matches your background brightness. Use the full-color logo on light backgrounds (0–30%), and one color/reverse logo on dark backgrounds (40–100%).
never place the logo on backgrounds that compromise its visibility.



Background Usage

These background usage guidelines apply to all media materials. Please adhere to the listed dos and don'ts.



The logotype must always be in the specified colors.



Use a light photo background.



Use the reverse logo on solid dark backgrounds or dark photo backgrounds.



Do not use background colors similar to the logo.



Do not use complex backgrounds.



Do not use complex illustration as a background.

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For inquiries

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