wongnai

Wongnai Merchant Digital Solutions Brand Guidelines.

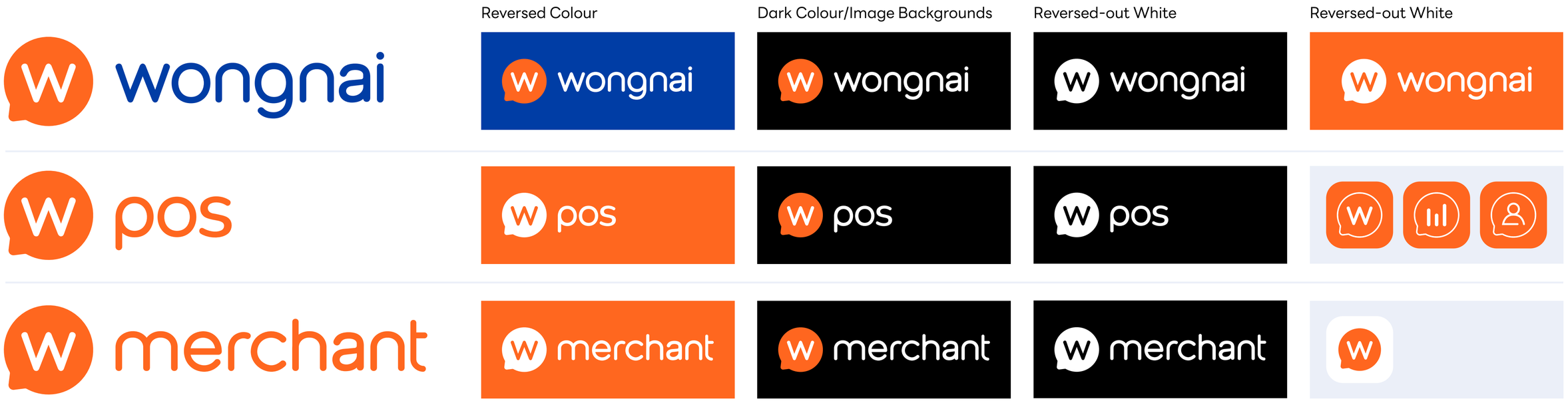


LOGO OVERVIEW

The Wongnai logo is the master brand across the Merchant Digital Solutions ecosystem.

Product and platform logos (e.g. POS, Merchant) support the master brand and are used to identify specific products or services across software, communications, and digital touchpoints.

All logos follow a consistent design system to ensure clarity, consistency, and correct brand hierarchy across all applications.



Wongnai LOGO OVERVIEW

The Wongnai Logo (Primary Mark)
This is the primary master brand logo for the Merchant Digital Solutions business unit. Always use this logo by default across all communications and materials unless space constraints require the use of the icon.

The Wongnai Icon (‘W’ Symbol)
The Wongnai icon is a supporting brand asset used in place of the full logo in small or constrained spaces.

Usage Guidelines:
Small Digital Spaces: Use the icon in small or constrained spaces where the Wongnai name is already present (e.g. social media profile images)

Hardware Application: The Wongnai logo should appear on primary hardware surfaces. The icon may be used as a supporting element only when the Wongnai logo is already present. This avoids repetition and supports consistent brand recognition.

The Wongnai Logo (Primary Mark)



The Wongnai Icon (‘W’ Symbol)



The Social Channel Profile Icon; ‘Wongnai for Business’



CLEAR SPACE & MINIMUM SIZE

Clear Space

The logo must be surrounded by clear space on all sides to ensure maximum legibility. The minimum clear space is equal to the width of the “W” icon. No other elements (including text or logos) may appear within this area.

Minimum Size

To maintain legibility, the minimum size of the logo is 24px for digital use and 10mm for print. The logo must not be reproduced below these sizes.





LOGO COLOURS

Primary Logo
The primary logo should always appear on white or light backgrounds.



Reversed Colour Logo
Used on dark backgrounds or imagery.



Reversed-out white Logo
Used on dark or coloured backgrounds to ensure optimal contrast and legibility.



POS LOGO & ICONS

The Wongnai POS logo is used to identify the POS product within the Wongnai Merchant platform. It is applied across software interfaces and communications to support clear product recognition.

The POS logo should not be used on hardware surfaces.

Primary Logo
The POS logo should appear on a white background as the primary version.



Reversed Colour



Dark Colour/Image Backgrounds



Reversed-out White



App/Social Icon

POS



POS Manager



POS Staff



Clear Space



Minimum Size



MERCHANT LOGO & ICON

This is the primary identity for the Wongnai Merchant platform, serving as the gateway to operational efficiency and sustainable growth. Use this logo across all general merchant-facing materials, including the merchant application interface general dashboard interfaces.

Merchant follows the same logo usage principles as Wongnai POS across hardware, software, and communications.

Primary Logo
The Merchant logo should appear on white or light backgrounds as the primary version.



Reversed Colour



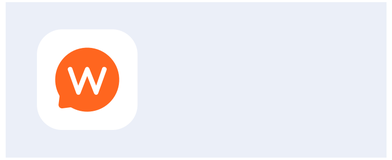
Dark Colour/Image Backgrounds



Reversed-out White



App/Social Icon



Clear Space



Minimum Size



WHICH LOGO TO USE

Use this as a simple guide to determine which logo to use across different touchpoints.



Wongnai Logo (Lead Brand)

Use as the lead logo across all communications
- Marketing and campaign materials (owned and non-owned)
- Hardware and physical touchpoints
- Brand-level messaging

Wongnai always leads to reinforce the ecosystem.



Product Logo (Supporting Role)

Use within content to identify the product
- In layouts, visuals, and UI
- Supporting the key message
- Not used as the lead or sign-off
- Only use the product logo when needed for clarity
- If the product is already clearly communicated through visuals and copy, the logo may be omitted

Support clarity without competing with Wongnai.



Product Icon (App Entry)

Use for app access points
- App launcher icons
- App store listings

Enable quick recognition and access.

EXTERNAL PARTNER LOCKUPS & LAYOUTS

Guidelines for external partner logo lockups, ensuring Wongnai leads in all co-branded communications.

Partner brand colours must remain secondary in layouts.

They should not exceed 25% of any layout.

Lockup Construction Framework



Example Lockup



Lockup Placement Example



COLOUR PALETTE

The colour palette is structured into three tiers: Primary, Secondary, and Tertiary. This system ensures strong brand recognition while allowing flexibility across products and platforms.

Primary Colours: Used for core brand expression and immediate recognition (Wongnai Orange and Yellow).

Secondary Colours: Used for contrast, support, and functional application (Dark Orange, Blue, and Greys).

Tertiary Colours: Used to differentiate products and platforms, and to extend the colour system for complex applications (e.g. data visualisation and UI).



GRADIENTS

Gradients are used to introduce depth and a more contemporary, digital feel to the brand.

They should be used sparingly and applied with control to maintain a clean and consistent aesthetic.

Gradients are designed to be simple and subtle, using minimal colour transitions. They should support layouts rather than dominate them.
Gradients run left to right (90°) to reinforce forward progression. Do not rotate or alter the direction.

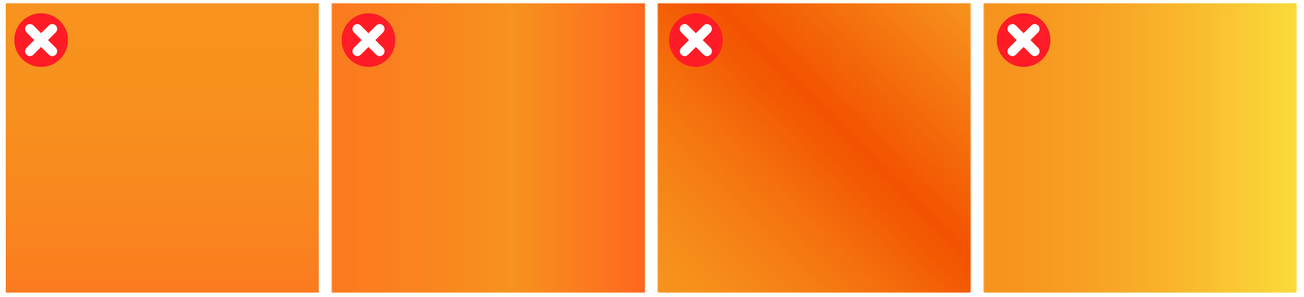
WONGNAI ORANGE GRADIENT

GRADIENT ANGLE: 0
GRADIENT ANGLE: 30%
LEFT COLOUR: EB4700
RIGHT COLOUR: FF671F

WONGNAI YELLOW GRADIENT

GRADIENT ANGLE: 0
GRADIENT ANGLE: 30%
LEFT COLOUR: FB7B1F
RIGHT COLOUR: F7941F

Do not recreate or modify gradients.
Always use approved gradient assets without altering colours, angle, or flow.



LOGO PLACEMENT & HIERARCHY

Guidelines for logo placement and hierarchy to ensure consistent application across all communications.

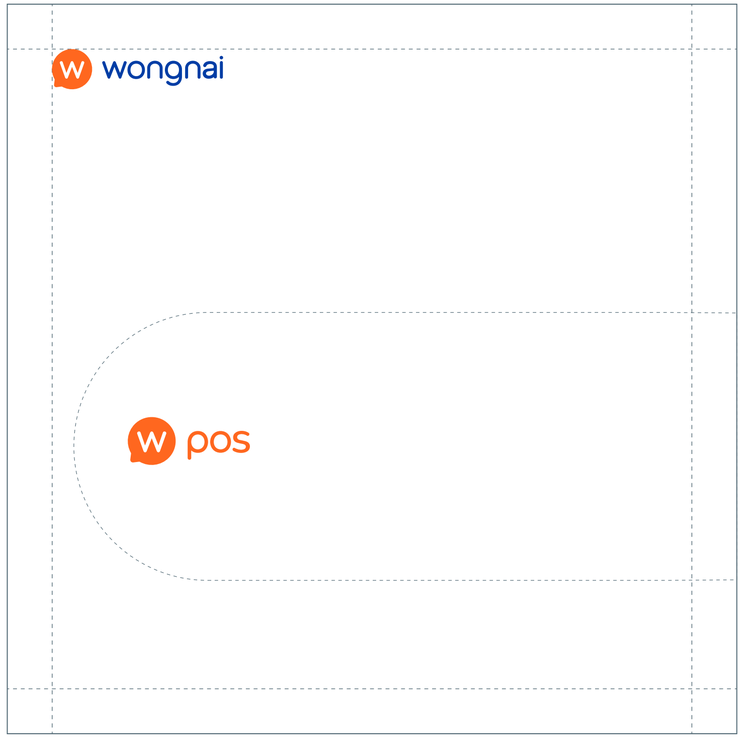
WONGNAI LOGO (Lead Brand)

Wongnai always leads across all communications.
Use this placement as the default for the Wongnai logo.
Apply across all product and partner communications.



PRODUCT LOGOS (Supporting Role)

Used within content to identify the product clearly.
Always support the Wongnai brand (never lead).
Not used as the lead or sign-off logo.
Equal to or smaller than the Wongnai logo.



* Example placement of the POS logo. Not fixed.

MASTER BRAND USAGE EXAMPLES

Examples of Wongnai-led communications, showing correct logo hierarchy, placement, and usage across different backgrounds.

Wongnai leads clearly as the primary brand



Wongnai leads, with correct placement and logo usage across coloured and image backgrounds



Wongnai is not placed consistently (should be left, or centred where appropriate)



Wongnai logo is incorrectly used as a product logo within content



INCORRECT USAGE

Do not modify, alter, or distort any logos or icons.

Always use approved assets to maintain a consistent and recognisable brand across all touchpoints.

Examples shown use the Wongnai logo, but these rules apply to all logos and icons in this guideline.

DO NOT change colour of the logo in any way



DO NOT distort the logo



DO NOT alter the logo in any way



DO NOT tilt/rotate the logo



DO NOT add any effect to the logo



DO NOT frame/outline the logo



Wongnai Merchant Digital Solutions Brand Guideline, 2026

For inquiry

MDS-Branding@lmwn.com