

Logo Design Brief: Media Agency Association of Thailand (MAAT)

1. Background & Context

The Media Agency Association of Thailand (MAAT) represents the collective voice of Thailand's leading media agencies, committed to advancing the industry through education, ethics, effectiveness, and innovation since 2007.

As the industry evolves through digital transformation, data-driven marketing, and AI-led creativity, MAAT seeks to refresh its identity to reflect a modern, forward-looking, and collaborative spirit that unites creativity and commerce in Thailand's media landscape.

The new logo will mark a new chapter — positioning MAAT as a progressive industry leader and symbol of unity for all media professionals.

2. Brand Vision & Personality

Vision:

To be the driving force that shapes the future of Thailand's media and marketing communications industry.

Brand Personality:

Progressive, Collaborative, Credible, Inspiring, Thai with modernizing global facing.

Emotional Takeaway:

Confidence, unity, and pride in facilitating the Thailand's modern media movement.

We envision the new MAAT logo as a modern symbol of unity and progress — representing how Thailand's media agencies collaborate to move the industry forward. The design should be simple yet powerful, confident yet human, embodying MAAT's role as the connector of people, creativity, and progress in the evolving world of media.

3. Target Audience

Primary: Member agencies, media professionals, marketers, advertisers, media vendors and regulators.

Secondary: Academic institutions, technology partners, government parties and international associations.

Remarks: the logo should resonate with both corporate stakeholders and the creative community, reflecting both professionalism and dynamism.

4. Strategic Direction

The logo should symbolize connection, collaboration, and transformation within the agile media ecosystem.

It should express:

- The unity of diverse media disciplines (traditional, digital, data, content).
- The momentum of innovation and learning.
- The bridge between Thai creativity and global standards.

Optional symbolic ideas:





- Circles or nodes representing connections.
- Arcs or motion elements reflecting progress.
- Thai-inspired subtle motifs that suggest heritage meeting modernity.

5. Design Objectives

- Clean, modern, and timeless — adaptable across digital, print, and event use.
- Distinctive yet simple enough to be iconic.
- Scalable — works in small (social icons) and large formats (stage backdrops).
- Avoid clichés of “media” (no play buttons, antennas, etc. unless abstracted).
- The new MAAT logo should feel like the voice of modern Thailand’s media future.

6. Inspiration & References

Logos we admire:

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|  | WFA (World Federation of Advertisers): simple, authoritative, global. |
|  | Ad Association UK: modern and professional. |
|  | Cannes Lions: cultural prestige through simplicity. |
|  | TED: bold and recognizable, designed for communication. |

Avoid:

- Overly corporate or government-like aesthetics.
- Outdated design language (gradients, drop shadows, 3D effects).
- Overly symbolic complexity — simplicity is sophistication.

7. Tone & Keywords

Keywords:

Modern • Connected • Visionary • Trusted • Collaborative • Thai

Tone:

Professional, uplifting, and forward-looking — representing the collective intelligence of Thailand’s media industry.

8. Deliverables

1. Concept
2. Primary logo (horizontal and stacked versions)
3. Color palette and typography guideline

9. Timeline

Announcement : October 16, 2025

Submission : Today – October 26, 2025

Winner Announcement : November 14, 2025

Remark:

- **Submit your work as a board, jpg, png, or PowerPoint file (pdf) to email manager@mediaagencythai.com with the subject "NEW MAAT Logo Contest"**

- **The winning design will be further developed and finalized by the assigned designer.**
- **More information, please contact Khun Preechaya Kaitkanarat (Fon) : 081-668-5018 or manager@mediaagencythai.com**