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A GRAPHIC STANDARD MANUAL

(2021)

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LOGO

LOGO GRAM
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LOGO TYPE

HORIZONTAL

LOGO GRAM ONLY

WHITE SPACE

COLORS

8FBF00FF

C: 25 - M: 0 - Y: 100 - K: 25

000000FF

C: 0 - M: 0 - Y: 0 - K: 100

ILLUSTRATION OR OTHER PALLETE

COLOR CONFIGURATION

①

②

③

④

FOR ICONS:

⑤

COLOR CONFIGURATION - NOTES

① Use only when the background is WHITE

② Use only when the background is in GRAYSCALE MODE

③ Use only when the background is WHITE or BRIGHT

④ Use only when the background is BLACK or DARK

⑤ Exception for icon only

COLOR CONFIGURATION - SAMPLE

COLOR CONFIGURATION - SAMPLE

MINIMUM SIZE

2 cm / 114 px

0.5 cm / 24 px

For prints use the CENTIMETERS
For digital use the PIXELS

DO NOT

①

②

③

④

⑤

⑥

⑦

⑧

⑨

DO NOT - NOTES

1. Change it to one color
2. Take out one of objects
3. Change it's spacing
4. Change the typeface
5. Use the wrong color for the background
6. Stretch it
7. Adding outline
8. Adding drop shadow
9. Adding another object on it

TYPEFACE

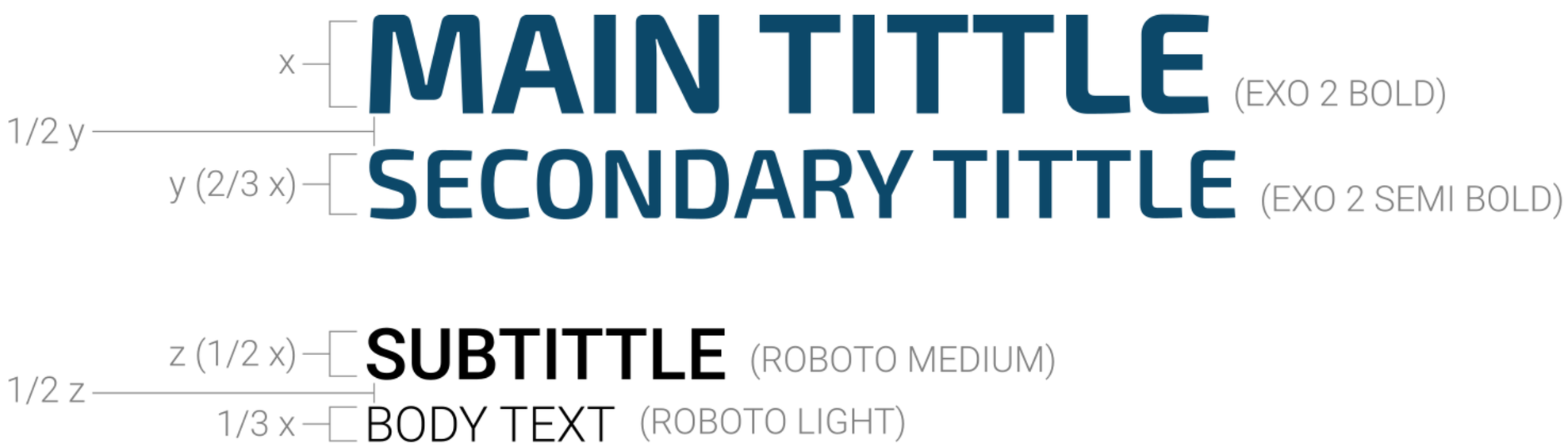
EXO 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]?;:"'

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()[]?;:"'

FONT & SIZE


x
MAIN TITTLE
(EXO 2 BOLD)
1/2 y
y (2/3 x)
SECONDARY TITTLE
(EXO 2 SEMI BOLD)
z (1/2 x)
SUBTITTLE
(ROBOTO MEDIUM)
1/2 z
1/3 x
BODY TEXT
(ROBOTO LIGHT)

SECONDARY

ROBOTO MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()
[]?;:"'

Used for writing codes

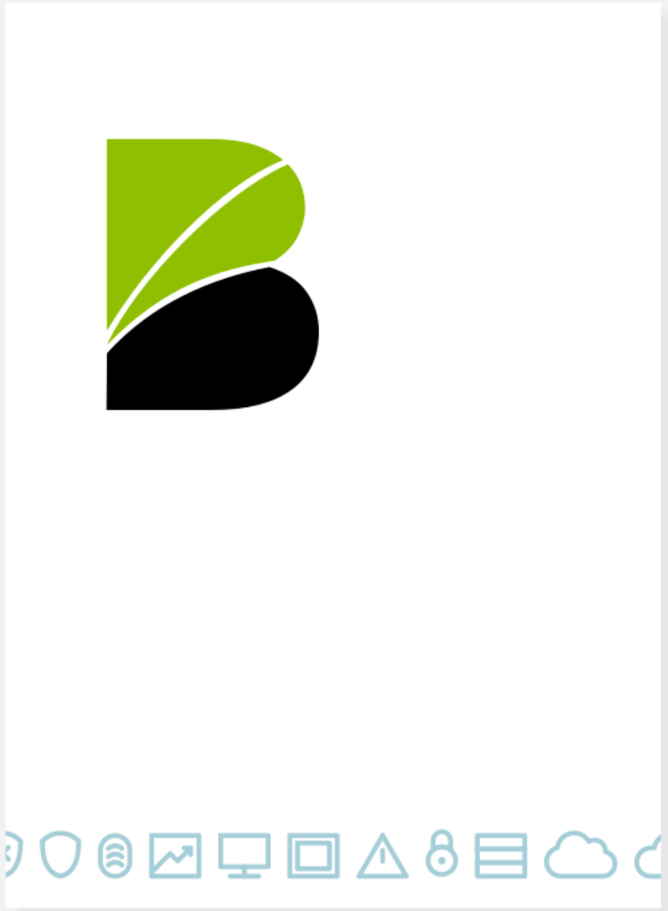
ELEMENT

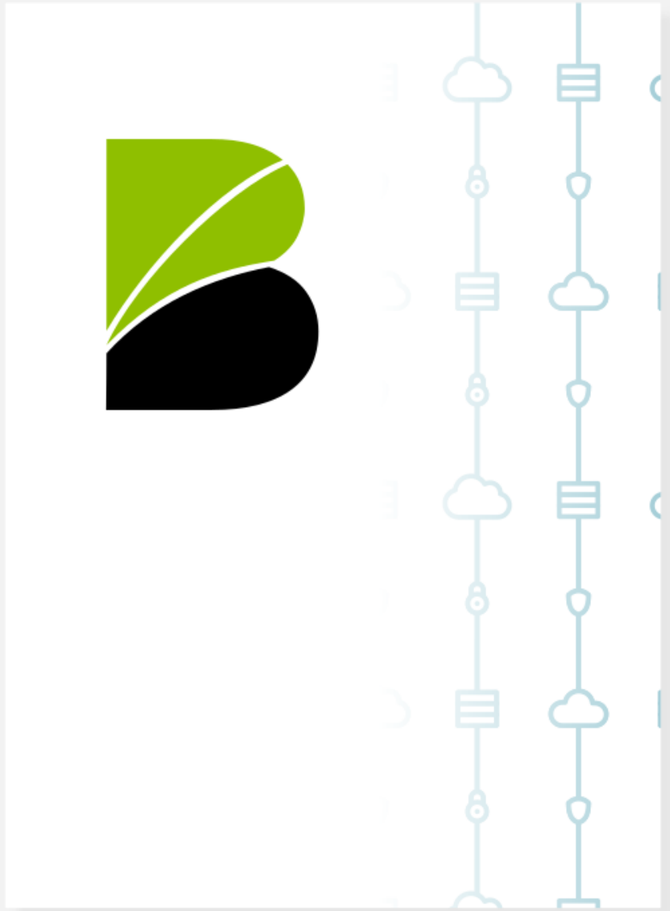
OPTION 1

OPTION 1 - SAMPLE

OPTION 2

OPTION 2 - SAMPLE





NOTE

① Elements are used freely depending on need. There's no limit at anything such as size and amount. Use it wisely.

② Color that shown is not a must, you can change it as long as it's good.

③ The chosen element will determine the illustration's style.

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