HL CORPORATE IDENTITY GRAPHIC STANDARDS

English ver.



INTRODUCTION

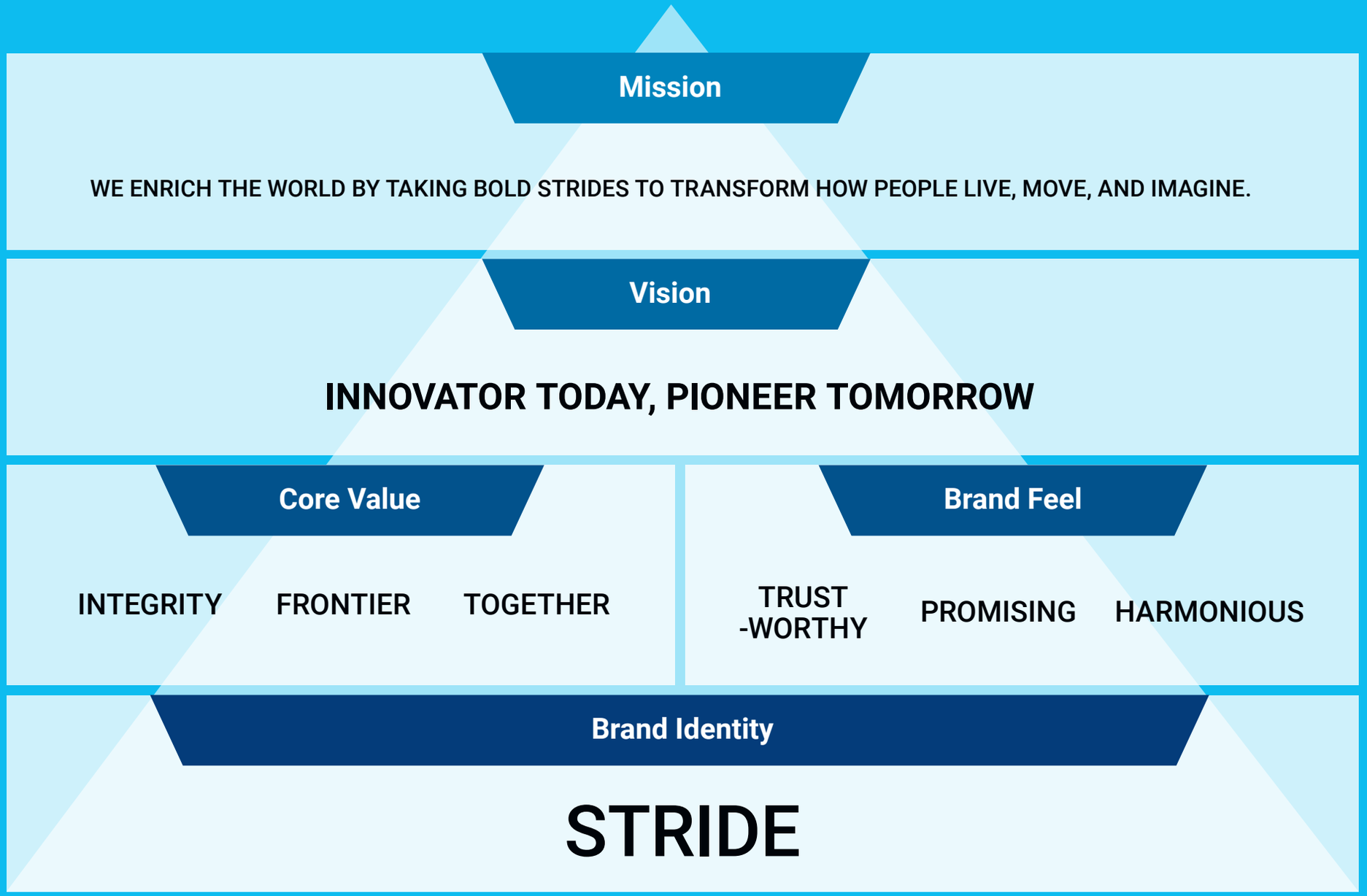
This document is created to maintain and deliver a consistent brand experience of HL Group. Careful attention is needed when making alterations and modifications that are outside the regulations.

Please adhere to the following guides when producing creative or promotional materials so that the materials reflect HL brand as intended.
For renewal or modifications of these guidelines, please consult with the department or team responsible for brand management.

Produced by HL / **Managed by** Group Brand Management Team

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BRAND IDENTITY SYSTEM



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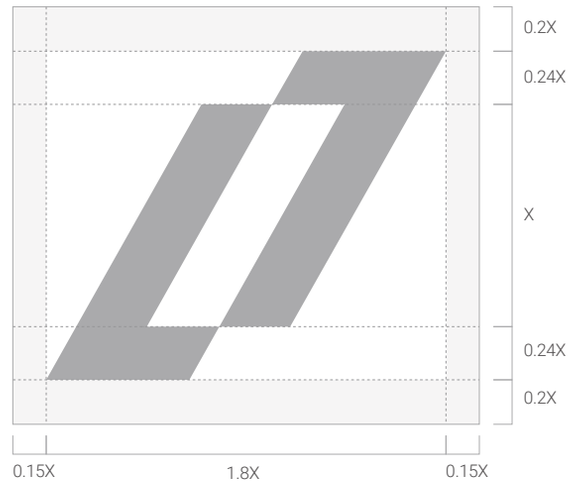
BS 1.01

SYMBOL

Wordmark is a key element of all the visual communications for HL. Careful attention is needed when applying the symbol to ensure a consistent brand image.



Clear Space



Minimum Size



Symbol cannot be applied alone.
It can only be used for group company communication.
(only when combining HL wordmarks)

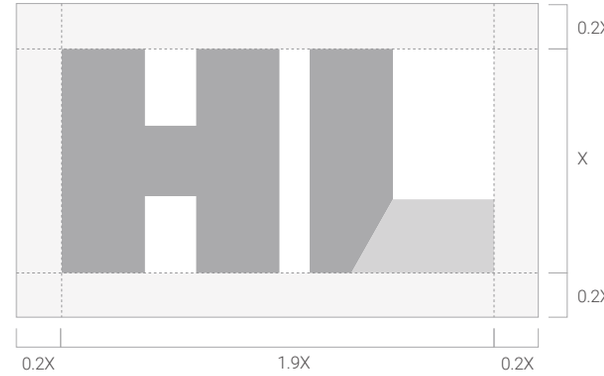
BS 1.02

WORDMARK

Wordmark is a key element of all the visual communications for HL. Careful attention is needed when applying the symbol to ensure a consistent brand image.



Clear Space



Minimum Size



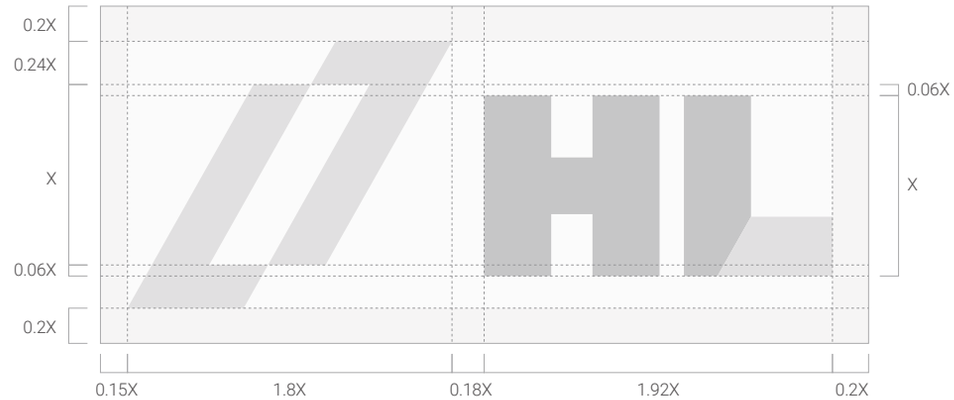
BS 1.03

SIGNATURE

Signature, a balanced combination of the symbol and wordmark, visually communicates the brand image.
Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.



Clear Space



Minimum Size



Symbol cannot be applied alone.
It can only be used for group company communication.
(only when combining HL wordmarks)

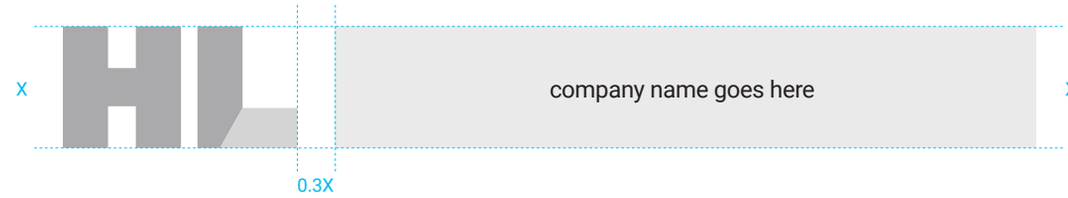
BS 1.04

SIGNATURE GUIDE

Signature, a balanced combination of the symbol and wordmark, visually communicates the brand image.
Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

| Signature Guide

The logotype (name of the affiliate company) should be of the same height (‘X’) as the wordmark.
The space between the wordmark and the logotype should be 0.3X.



HL Holdings

HL 홀딩스

BS 1.05

SIGNATURE | ENG

Signature, a balanced combination of the symbol and wordmark, visually communicates the brand image.
Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

HL Holdings

Clear Space



Minimum Size

HL Holdings 5.3mm (15px)

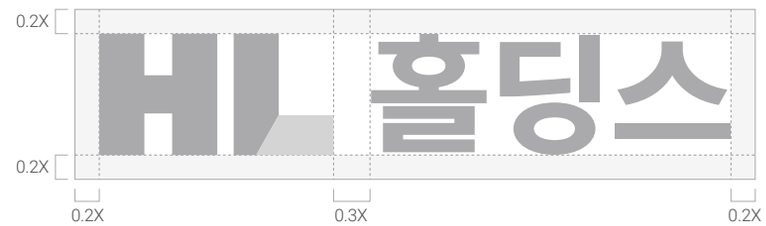
BS 1.06

SIGNATURE | KOR

Signature, a balanced combination of the symbol and wordmark, visually communicates the brand image.
Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.



Clear Space



Minimum Size



BS 1.07

SIGNATURE EXAMPLES (ENG)

Signature, a balanced combination of the symbol and wordmark, visually communicates the brand image. Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

The Logo types of all subsidiaries are soecified in BS APPENDIX at 33p.









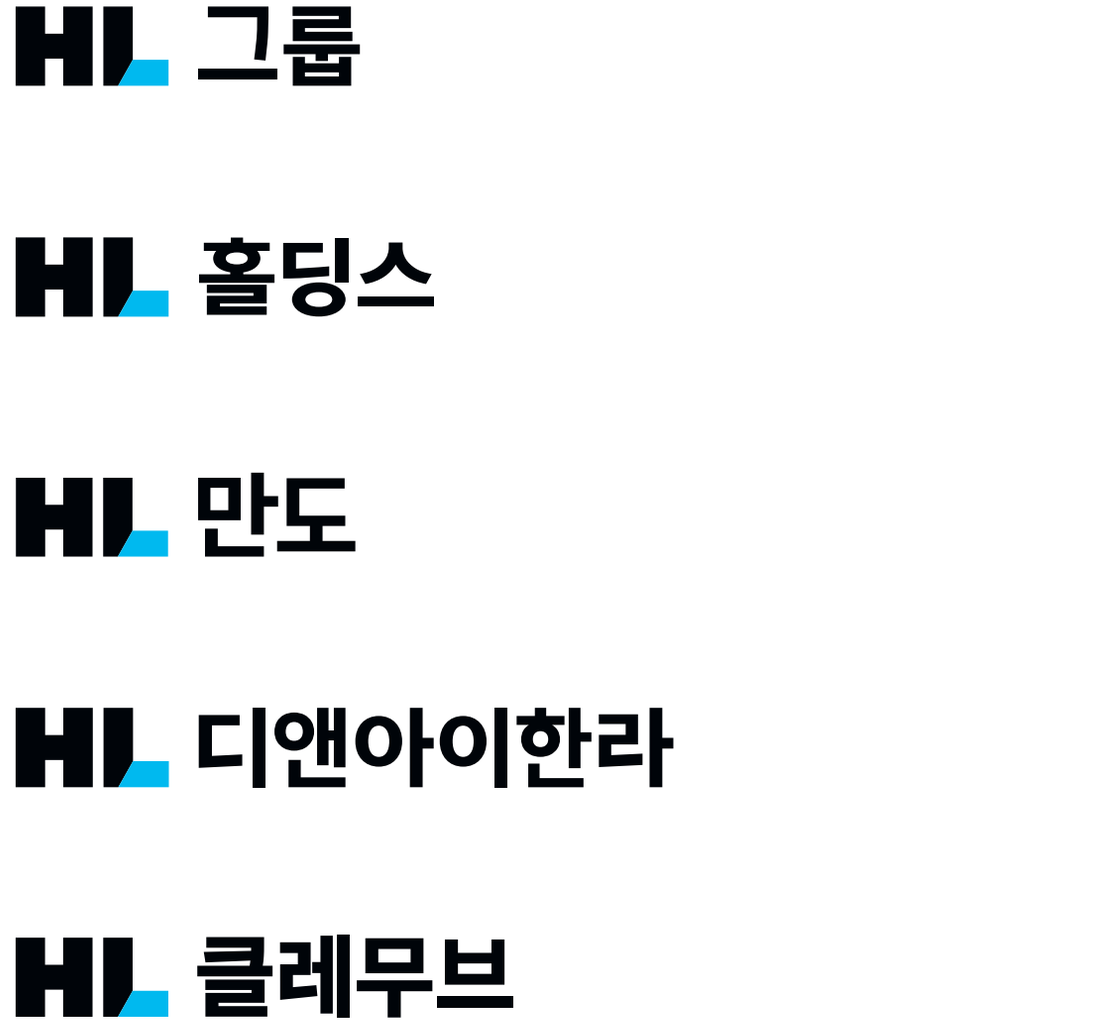


BS 1.08

SIGNATURE EXAMPLES (KOR)

Signature, a balanced combination of the symbol and wordmark, visually communicates the brand image. Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

The Logo types of all subsidiaries are soecified in BS APPENDIX at 33p.



BS 1.09

COLOR SYSTEM

Color plays an important role in creating and delivering HL's brand identity. Thus, Careful attention is needed as its use outside the regulations may affect the brand image.

Primary Color

HL Sky Blue
PANTONE 299C

C79 M3 Y0 K0
R0 G180 B237
HEX #00B4ED

HL Black
PANTONE Black 6C

C60 M40 Y40 K100
R2 G10 B10
HEX #020A0A

Secondary Color

HL White
PANTONE 000C

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

HL Navy
PANTONE 281C

C100 M78 Y0 K46
R0 G43 B104
HEX #002B68

Metalic Color

Gold
PANTONE 871C

C30 M40 Y70 K0
R192 G154 B93
HEX #C09A5D

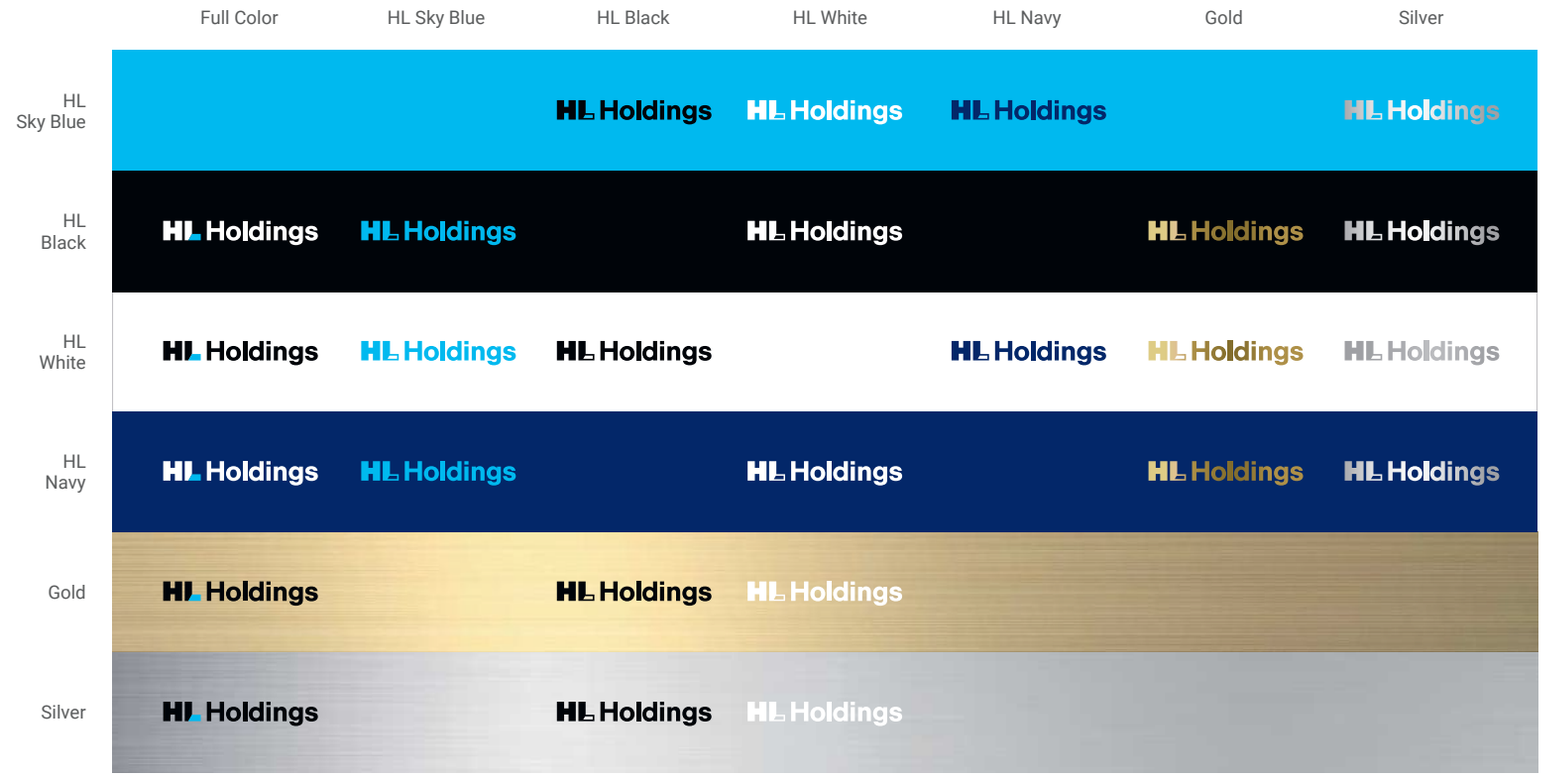
Silver
PANTONE 877C

C0 M0 Y0 K40
R178 G178 B178
HEX #B2B2B2

BS 1.10

COLOR USAGE 1

Color plays an important role in creating and delivering HL's brand identity. White background is recommended for the best visibility, but the following combinations with background colors may also be used.



Use of the Full Color Logo Use of the full color logo type is recommended over that of the monochrome type.



Use of the Monochrome Logo : When applying monochrome type, note that the negative space in L allows the background color or image to be seen.



BS 1.11

COLOR USAGE 2

* Monochrome logo must be applied without alterations or modifications, as each version is specially designed to minimize an optical illusion effect by which viewers perceive the size of the logo differently due to color saturation.

Color plays an important role in creating and delivering HL's brand identity. White background is recommended for the best visibility, but the following combinations with background colors may also be used.

HL Black

HL Holdings

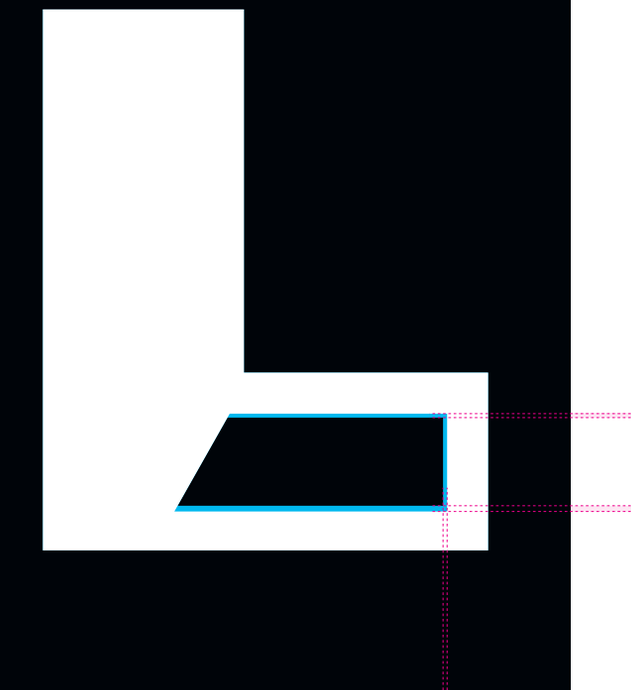
HL Sky Blue

HL Holdings

HL White

HL Holdings

HL Black & Sky Blue / HL White
Difference in negative space

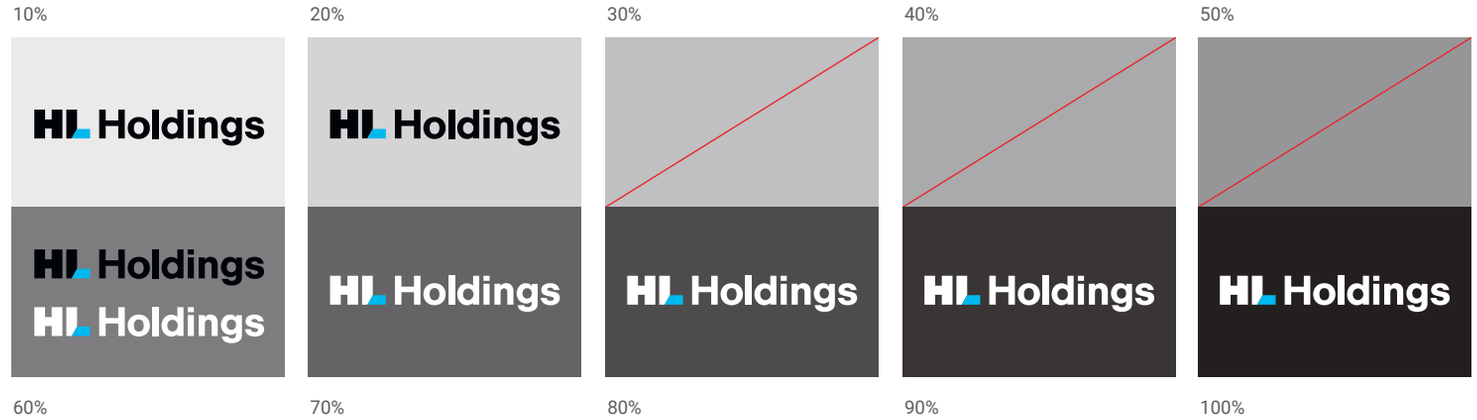


BS 1.12

COLOR USAGE 3

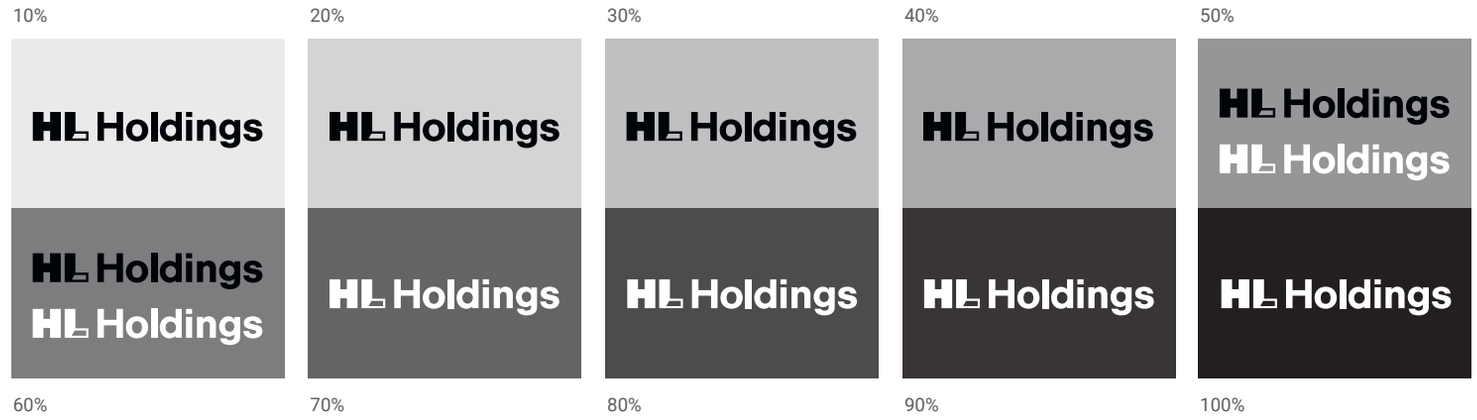
Color plays an important role in creating and delivering HL's brand identity. White background is recommended for the best visibility, but the following combinations with background colors may also be used.

Full Color



* Caution : When applying the logo against background colors not specified in this document, please refer to the following standards for the best visibility and readability. Careful attention is needed especially when applying mid-tone color background, in which HL Sky Blue color becomes less distinguishable.

Monotone



BS 1.13

SPECIAL PRINT

Special printing techniques including stamping, blind stamping, or UV coating may be used. When using printing techniques other than the following, please consult with the corresponding department or team.

Embossing



Debossing



Debossing & UV Vanish



Debossing & Primary Color



Debossing & Champagne Gold Foil



Champagne Gold Foil Engrave



Glossy Metal



Fabric Embroidery



Leather Deboss



BS 1.14

INCORRECT USAGE

CI is the central element of HL's brand identity, and careful attention is needed as its misuse can affect the brand image. Please refrain from modifying the identifier (shape, color, etc.). In addition to the examples of misuse on this page, any variations that can distort or damage the brand's image are prohibited.



Do not adjust the ratio/proportions.



Do not adjust the angle.



Do not put an outline on the logo.



Do not change the typeface of the logo.



Do not place the logo on spaces smaller than the minimum requirements.



Do not adjust the proportions of the symbol and the logotype.



Do not change the position of the symbol and the logotype.



Do not apply shades on the logo.



Do not adjust the color of the symbol and the logotype.



Do not apply background colors that may hinder visibility.



Do not apply them on top of complex images or graphics.



Do not apply colors other than specified to the symbol.

BS 1.15

TYPEFACE (ENG)

Use of the specified typeface creates consistent brand experience and a balanced look with other brand elements. Typefaces can be applied in title or body throughout all applications (online, print, etc.).

Use of the specified typeface is not mandatory, but recommended for a consistent and holistic brand experience.

Typeface for English content is Roboto; choose font-weight according to application settings.

Roboto is an open source font and can be downloaded from the link below.
https://fonts.google.com/specimen/Roboto

Roboto

Roboto can be downloaded at Google Fonts,
and is free for commercial and non-commercial use and distribution.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.:,;/()?!@%&#

Roboto / Black (Recommended for title)

Innovator Today, Pioneer Tomorrow.

Roboto / Medium (Recommended for subtitle)

Innovator Today, Pioneer Tomorrow.

Roboto / Regular (Recommended for body)

Innovator Today, Pioneer Tomorrow.

*Roboto is available in 6 weights, excluding italic. Choose font-weight according to application settings.

BS 1.16

TYPEFACE (KOR)

Noto Sans Korean

Noto Sans Korean can be downloaded at Google Fonts,
and is free for commercial and non-commercial use and distribution.

Use of the specified typeface creates consistent brand experience and a balanced look with other brand elements. It can be applied in title or body throughout all applications (online, print, etc.).

Use of the specified typeface is not mandatory, but recommended for a consistent and holistic brand experience.

Typeface for Korean content is Noto Sans Korean; choose font-weight according to application settings.

Noto Sans Korean is an open source font and can be downloaded from the link below.
https://fonts.google.com/specimen/Noto+Sans+KR

가나다라마바사아자차카타파하
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Noto Sans Korean / Black (Recommended for title)

익숙한 것을 혁신하고 미지의 영역에 도전한다.

Noto Sans Korean / Bold (Recommended for subtitle)

익숙한 것을 혁신하고 미지의 영역에 도전한다.

Noto Sans Korean / Regular (Recommended for body)

익숙한 것을 혁신하고 미지의 영역에 도전한다.

*Noto Sans Korean is available in 6 weights. Choose font-weight according to application settings.

BS 1.17

TYPEFACE (KOR) ALTERNATIVE

Alternative typeface can be used by design agencies and professionals to create a consistent brand experience and a balanced look. It can be applied in title or body throughout all applications (online, print, etc.).

Apple SD 산돌고딕 Neo

Apple SD Gothic Neo is owned and licensed by Apple, and may be used commercially and non-commercially while running Apple Softwares or using Apple Products.

가나다라마바사아자차카타파하
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Apple SD Gothic Neo / ExtraBold (Recommended for title)

익숙한 것을 혁신하고 미지의 영역에 도전한다.

Apple SD **산돌고딕** Neo / Bold (Recommended for subtitle)

익숙한 것을 혁신하고 미지의 영역에 도전한다.

Apple SD **산돌고딕** Neo / Medium (Recommended for body)

익숙한 것을 혁신하고 미지의 영역에 도전한다.

*Apple SD Gothic Neo is available in ☒ weights. Choose font-weight according to application settings.

BS 1.18

TYPEFACE (CHN)

Noto Sans Simplified Chinese

Noto Sans Simplified Chinese can be downloaded at Google Fonts,
and is free for commercial and non-commercial use and distribution.

Use of the specified typeface creates consistent brand experience and a balanced look with other brand elements. It can be applied in title or body throughout all applications (online, print, etc.).

Use of the specified typeface is not mandatory, but recommended for a consistent and holistic brand experience.

Typeface for Chinese content is Noto Sans Simplified Chinese; choose font-weight according to application

Noto Sans Simplified Chinese is an open source font and can be downloaded from the link below.
https://fonts.google.com/noto/specimen/Noto+Sans+SC

人人生出嚟就系自由慨 人人生而平等
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Noto Sans SC / Black (Recommended for title)

创新畴昔 开拓未来

Noto Sans SC / Bold (Recommended for subtitle)

创新畴昔 开拓未来

Noto Sans SC / Regular (Recommended for body)

创新畴昔 开拓未来

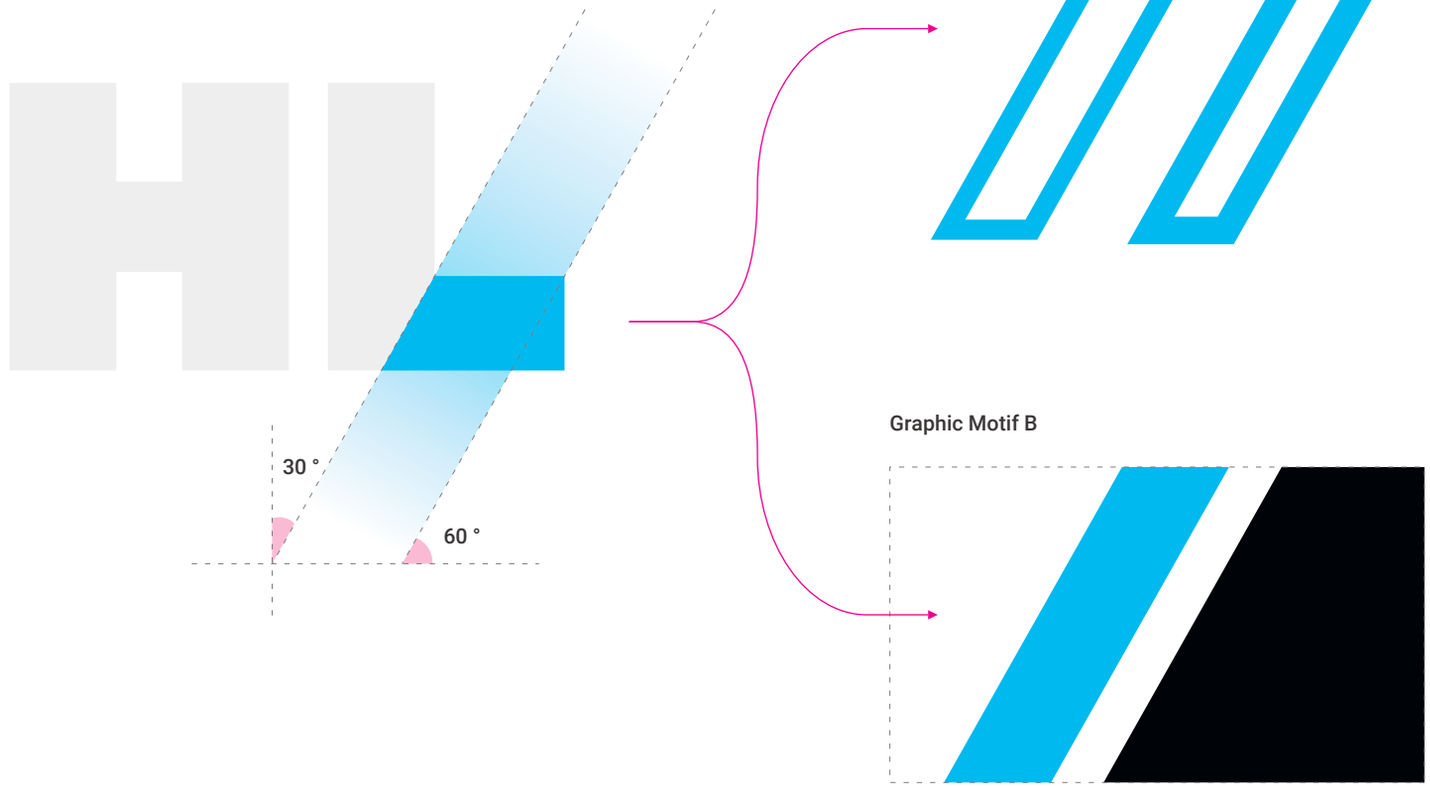
*Noto Sans Simplified Chinese is available in 6 weights. Choose font-weight according to application settings.

BS 1.19

MOTIF CONCEPT

* Refer to 25p - 32p for application guides, as this page is only devoted to describing the design background of the graphic motif.

The graphic motif was designed based on the unique slope angle in HL wordmark.
Graphic motifs A-1, A-2 , and B are all derived from one source of design and help form a unified brand image.
Color may be adjusted or modified through consulting with the brand management team.

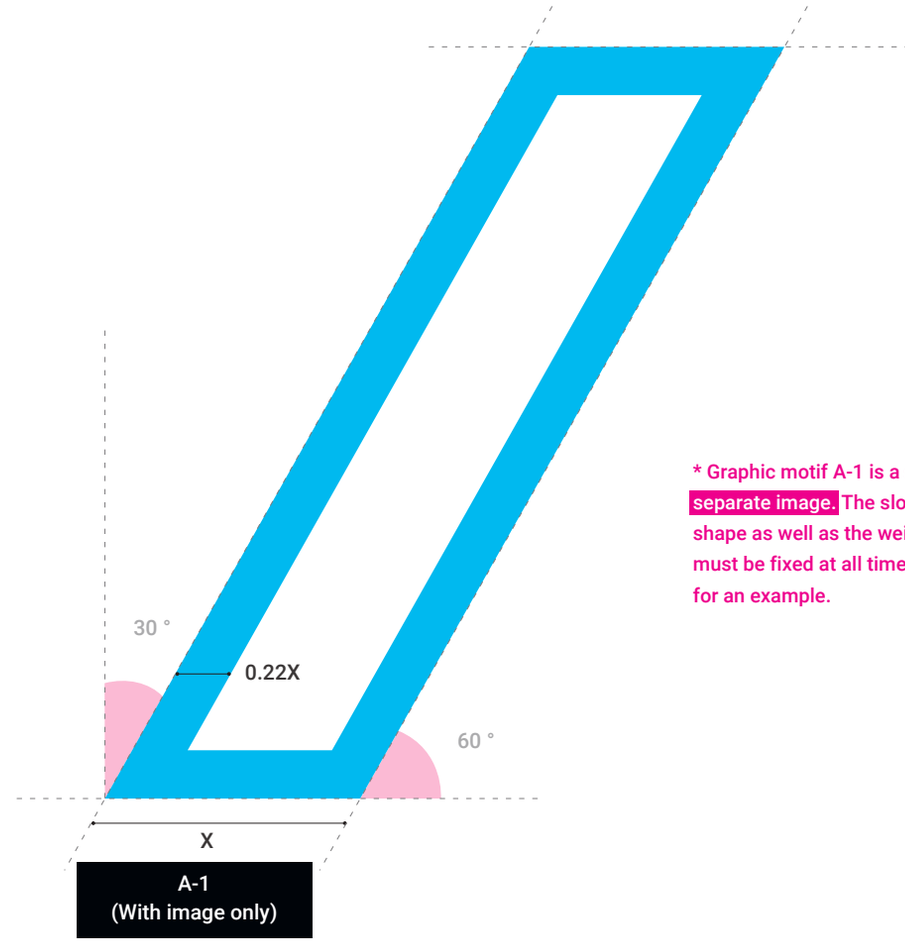


BS 1.20

GRAPHIC MOTIF A-1

(With image only)

Graphic motif, representing HL striding forward, can be used throughout all applications. Use graphic motif A-1 when an image is included in the communication materials. Color may be adjusted or modified through consulting with the brand management team.



* Graphic motif A-1 is a shape accompanied by a separate image. The slope and ratio of the shape as well as the weight of the inner stroke must be fixed at all times. Refer to BS1.21, 26p, for an example.

Color application examples



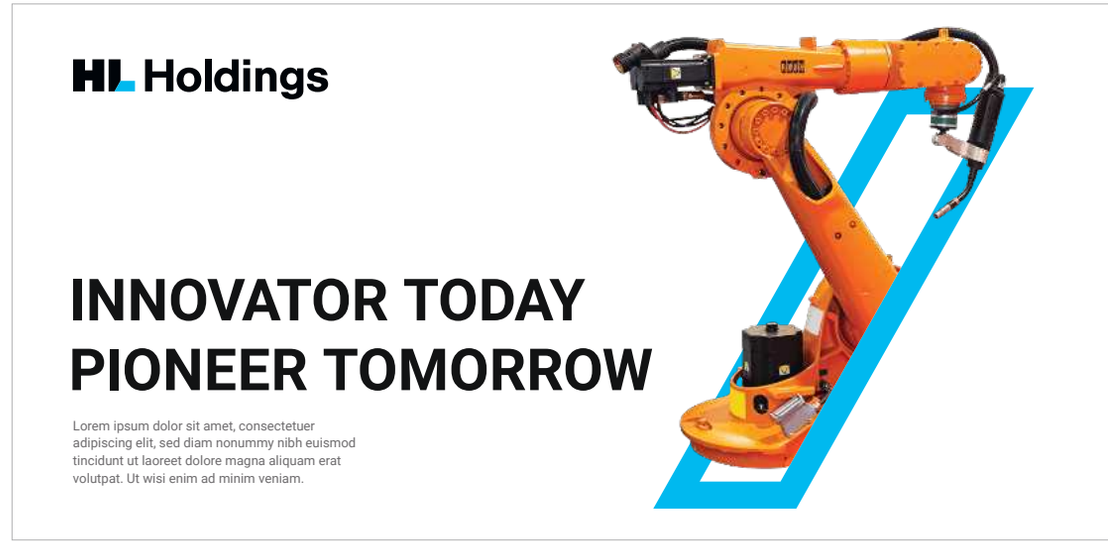
BS 1.21

GRAPHIC MOTIF A-1 USAGE

(With image only)

Graphic motif, representing HL striding forward, can be used throughout all applications. Use graphic motif A-1 when an image is included in communication materials. Color may be adjusted or modified through consulting with the brand management team.

Example_Billboard Ad



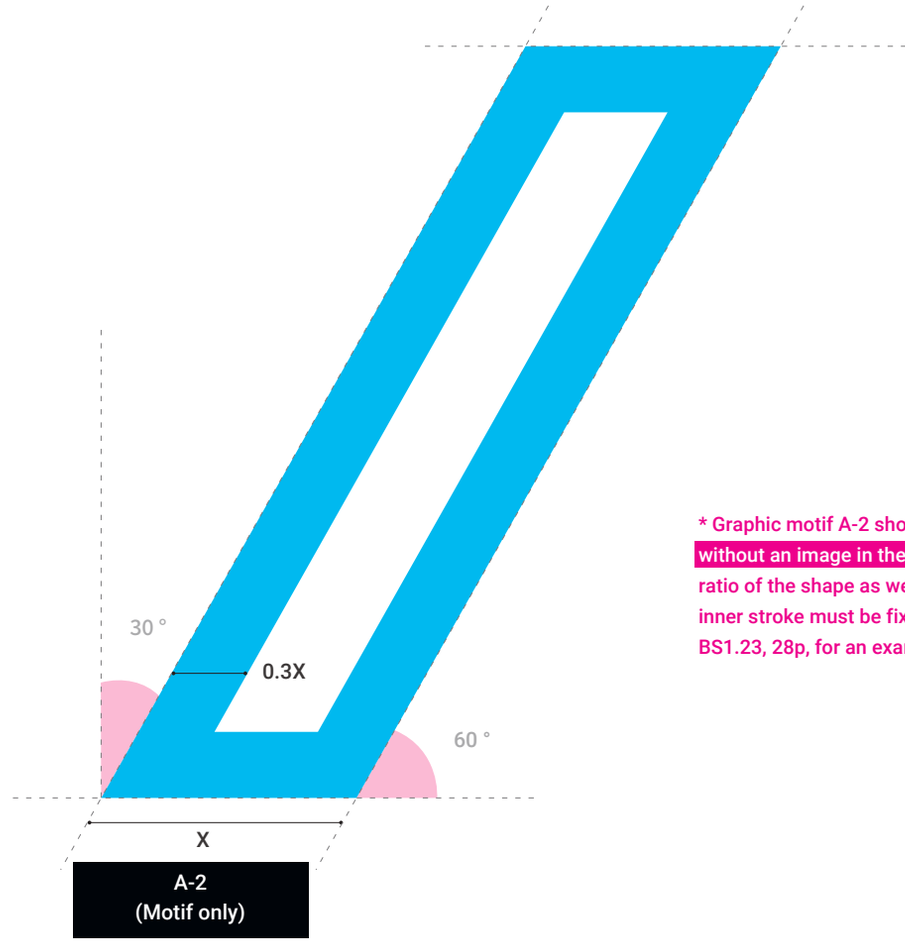


BS 1.22

GRAPHIC MOTIF A-2

(Motif only)

Graphic motif, representing HL striding forward, can be used throughout all applications. Use graphic motif A-2 when no image is included in communication materials. Color may be adjusted or modified through consulting with the brand management team.



* Graphic motif A-2 should be placed by itself, without an image in the material. The slope and ratio of the shape as well as the weight of the inner stroke must be fixed at all times. Refer to BS1.23, 28p, for an example.

Color application examples



BS 1.23

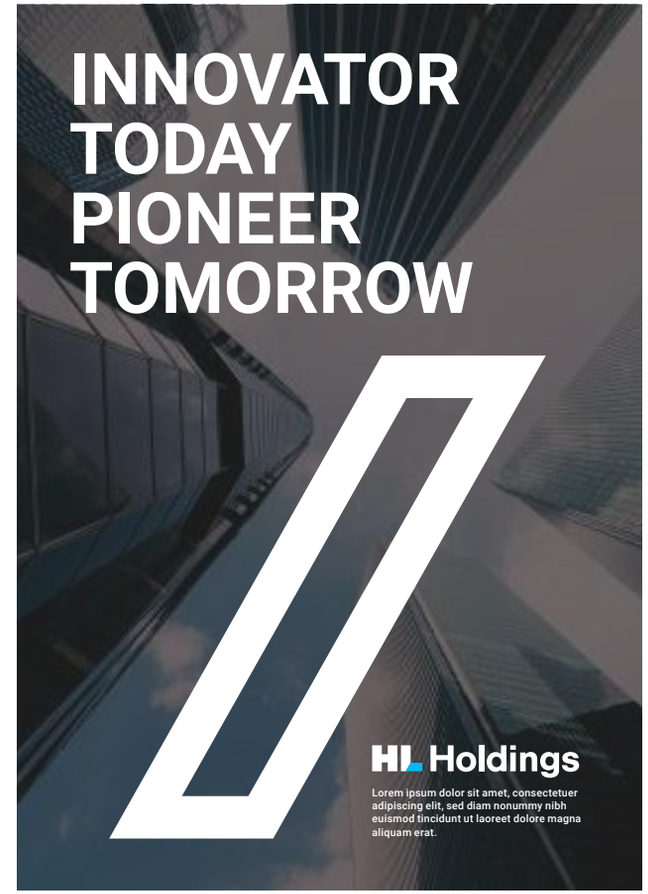
GRAPHIC MOTIF A-2 USAGE

(Motif only)

Graphic motif, representing HL striding forward, can be used throughout all applications. Use graphic motif A-2 when no image is included in communication materials. Color may be adjusted or modified through consulting with the brand management team.

Example_Billboard Ad

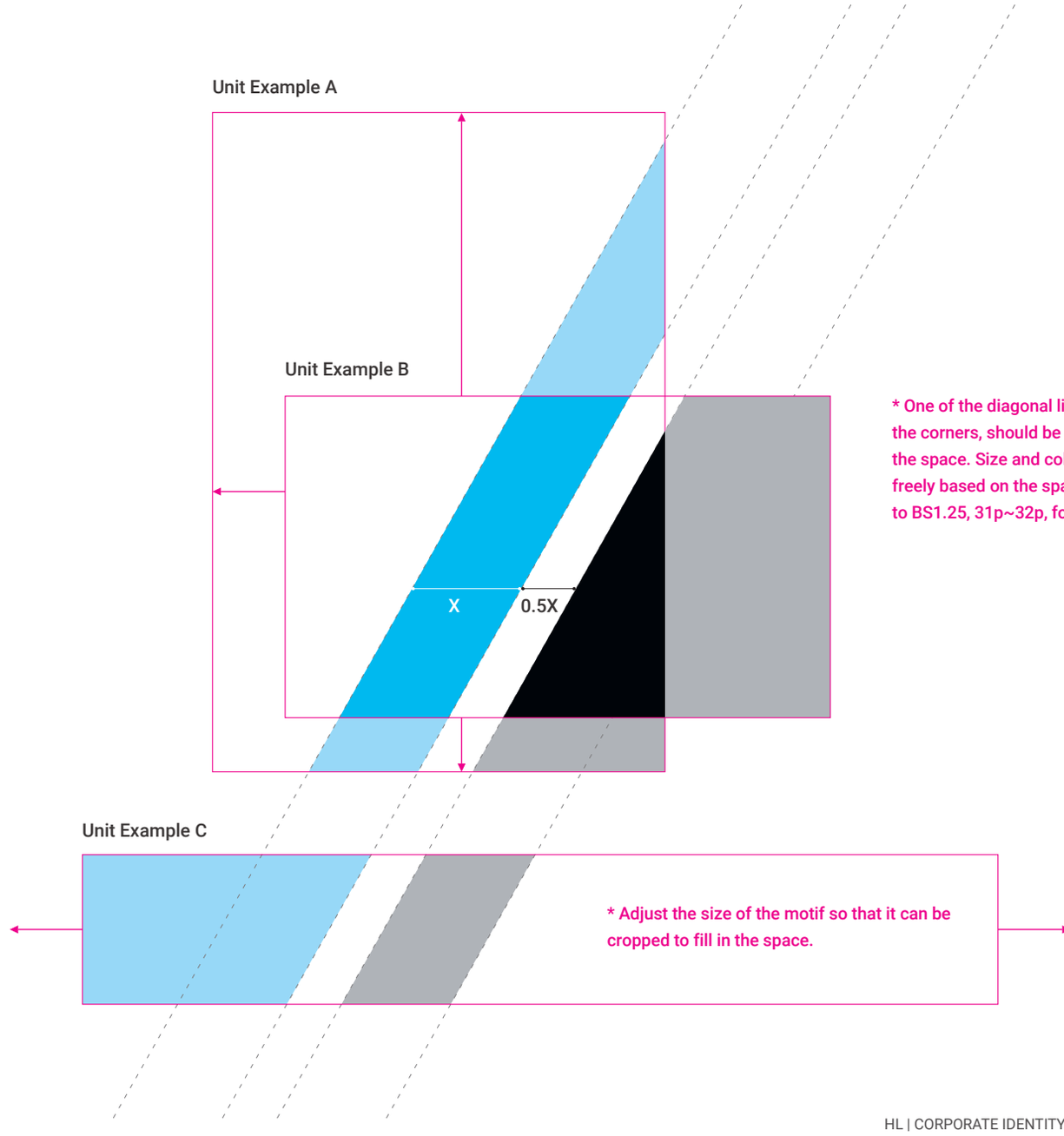




BS 1.24

GRAPHIC MOTIF B

Graphic motif, representing HL striding forward, can be used throughout all applications. Use graphic motif B by adjusting the scale. Color may be adjusted or modified through consulting with the brand management team.



BS 1.24

GRAPHIC MOTIF B

Graphic motif, representing HL striding forward, can be used throughout all applications. Use graphic motif B by adjusting the scale. Color may be adjusted or modified through consulting with the brand management team.

Graphic Motif B Color Usage

* Apply graphic motif B only when visibility is ensured. For exceptional cases not exemplified on the page, apply it after consulting with the brand management team and ensuring visibility as much as possible.

| Against a light background

HL White + HL Sky Blue





HL Sky Blue + HL Black





HL Black + HL Sky Blue





| Against a dark background

HL White + HL Sky Blue





BS 1.25

GRAPHIC MOTIF B USAGE

Graphic motif, representing HL striding forward, can be used throughout all applications. Use graphic motif B by adjusting the scale. Color may be adjusted or modified through consulting with the brand management team.

Example_Banner

HL White + HL Sky Blue



HL Sky Blue + HL Black



HL White + HL Sky Blue



HL Black + HL Sky Blue



BS 1.25

GRAPHIC MOTIF B USAGE

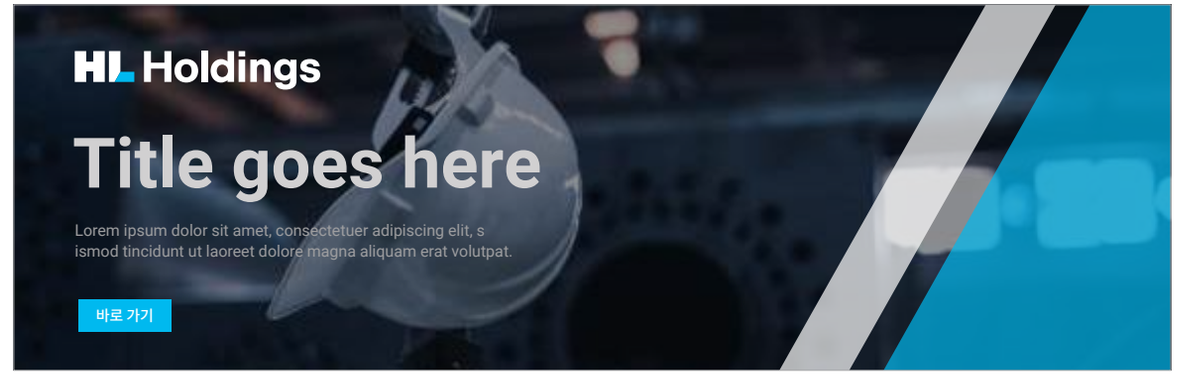
Graphic motif, representing HL striding forward, can be used throughout all applications. Use graphic motif B by adjusting the scale. Color may be adjusted or modified through consulting with the brand management team.

Example_Web banner

HL Sky Blue + HL Black



HL White + HL Sky Blue



BS APPENDIX

SIGNATURE (ENG)

For affiliate companies, the logotype - name of the affiliate company - should be placed next to the HL wordmark at all times. Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

HL Group

HL Holdings

HL Mando

HL D&I Halla

HL Klemove

BS APPENDIX

SIGNATURE (ENG)

For affiliate companies, the logotype - name of the affiliate company - should be placed next to the HL wordmark at all times. Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

HL Academy

HL HRDC

HL WECO

HL REITs Management

HL URIMAN

BS APPENDIX

SIGNATURE (ENG)

For affiliate companies, the logotype - name of the affiliate company - should be placed next to the HL wordmark at all times. Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

HL Logistics Suzhou

HL Trading Shanghai

HL Logistics America

HL Transportation

HL Aftermarket

HL Corporation Berlin

BS APPENDIX

SIGNATURE (ENG)

For affiliate companies, the logotype - name of the affiliate company - should be placed next to the HL wordmark at all times. Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

HL Ecotech

HL Mokpo Newport Terminal

HL MNPT

HL Logis&Co

HL Properties America Corporation

BS APPENDIX

SIGNATURE (KOR)

For affiliate companies, the logotype - name of the affiliate company - should be placed next to the HL wordmark at all times. Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

HL 그룹

HL 홀딩스

HL 만도

HL 디앤아이한라

HL 클레무브

BS APPENDIX

SIGNATURE (KOR)

국문 사명 조합

For affiliate companies, the logotype - name of the affiliate company - should be placed next to the HL wordmark at all times. Signature must be applied in exact and consistent manner, and thus may not be altered or modified in any case.

HL 인재개발원

HL 위코

HL 에이치엘

HL 에코텍

HL 리츠운용

HL 로지스앤코

HL 디앤아이한라

HL 목포신항만운영

APPLICATION SYSTEM 1

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AS 1.01

BUSINESS CARD

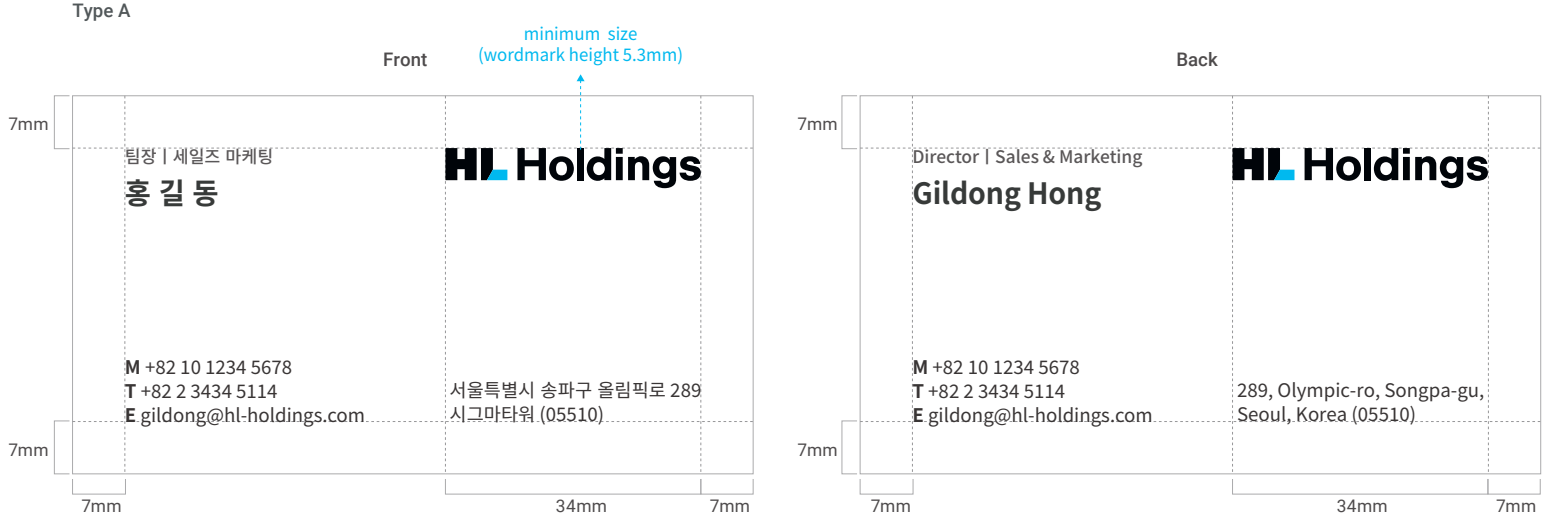
When producing business cards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Size : 90 x 50 (mm) Scale : 100%
Printing : Offset Printing
Material : Vent Nouveau white 209g/m² or other white high grade printing paper

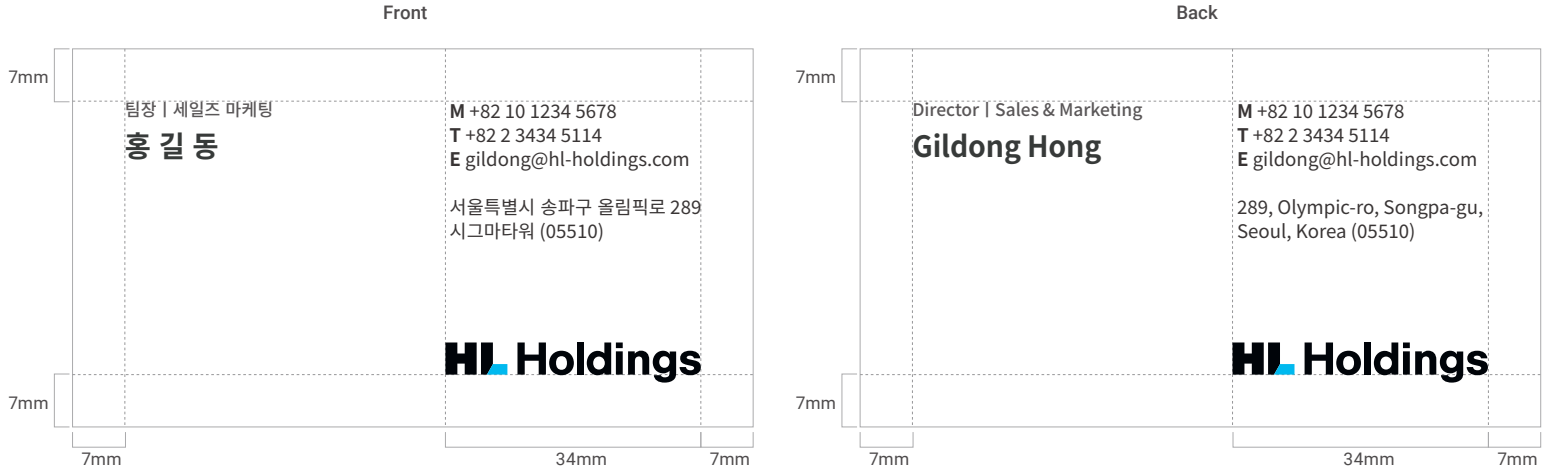
Typeface
KR : Noto Sans KR
EN : Roboto

Name : Bold (11pt)
Job Title/ Dept. : Medium (6.5pt)
More Information : Regular (7pt, Line spacing 9pt)

Type A



Type B



AS 1.01

BUSINESS CARD

When producing business cards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Size : 90 x 50 (mm) Scale : 100%
Printing : Offset Printing
Material : Vent Nouveau white 209g/m² or other white high grade printing paper

Typeface
KR : Noto Sans KR
EN : Roboto

Name : Bold (11pt)
Job Title/ Dept. : Medium (6.5pt)
More Information : Regular (7pt, Line spacing 9pt)

Type C-1 * If the company name is too long and out of company name area in front side, put the company name on back side only.

Front



Back



Type C-2 * If the company name is too long and out of company name area in front side, put the company name on back side only.

Front



Back



AS 1.02

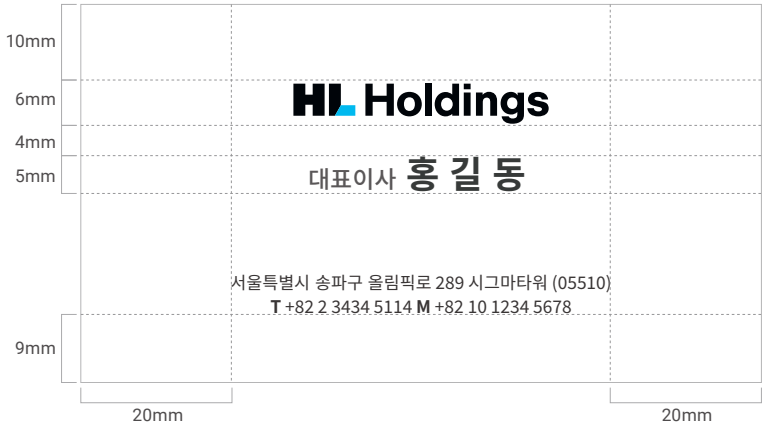
BUSINESS CARD

(for Executive)

When producing business cards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Front

* If the company name is too long and out of company name area in front side, put the company name on back side only.



Back Type A-1



Back Type A-2



Size : 90 x 50 (mm) Scale : 100%
Printing : Offset Printing
Material : Vent Nouveau white 209g/m² or other white high grade printing paper

Typeface
KR : Noto Sans KR
EN : Roboto

Name : Bold (11pt)
Job Title/ Dept. : Medium (6.5pt)
More Information : Regular (7pt, Line spacing 9pt)

AS 1.02

BUSINESS CARD

(for Executive)

When producing business cards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Size : 90 x 50 (mm) Scale : 100%
Printing : Offset Printing
Material : Vent Nouveau white 209g/m² or other white high grade printing paper

Typeface
KR : Noto Sans KR
EN : Roboto

Name : Bold (11pt)
Job Title/ Dept. : Medium (6.5pt)
More Information : Regular (7pt, Line spacing 9pt)

Front

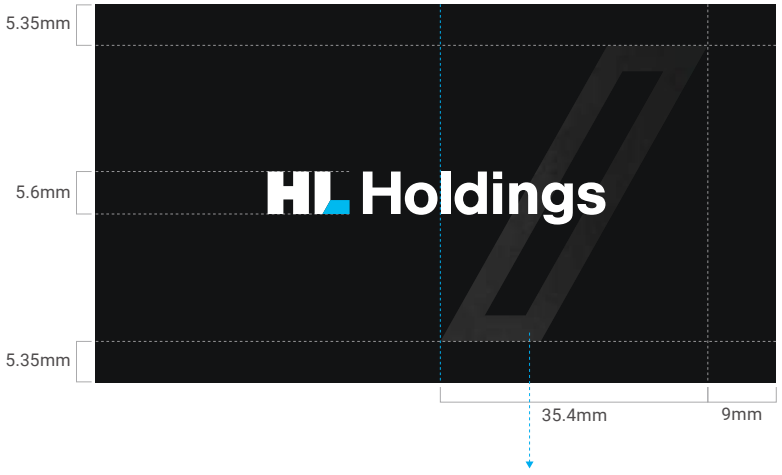
* If the company name is too long and out of company name area in front side, put the company name on back side only.



Back Type B



Back Type C



Back Type D

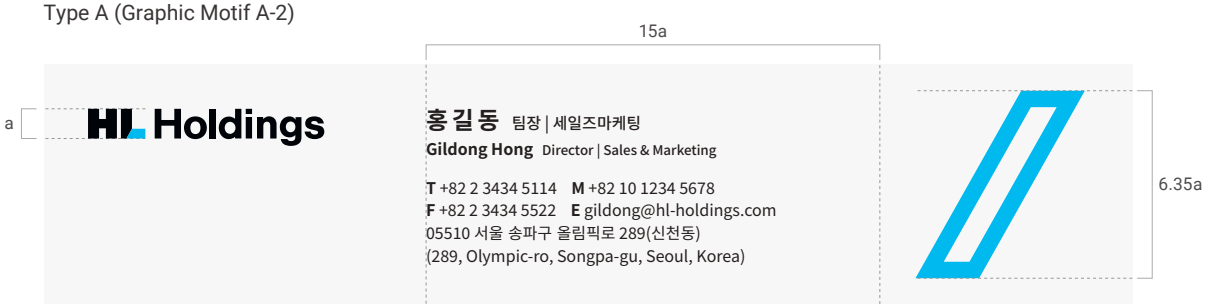


AS 1.03

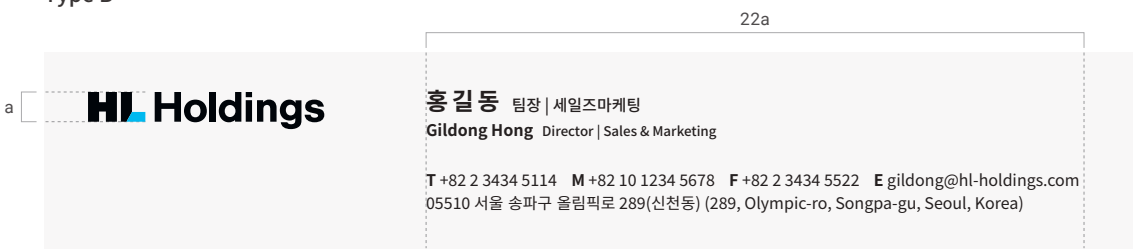
EMAIL SIGNATURE

When creating email signatures, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Type A (Graphic Motif A-2)



Type B



Typeface

KR : Noto Sans KR
EN : Roboto

Name : Noto Sans KR Bold
Job Title/ Dept. : Noto Sans KR Medium
Other Information : Noto Sans KR Regular
(Font size and weight can be adjusted according to the application setting.)

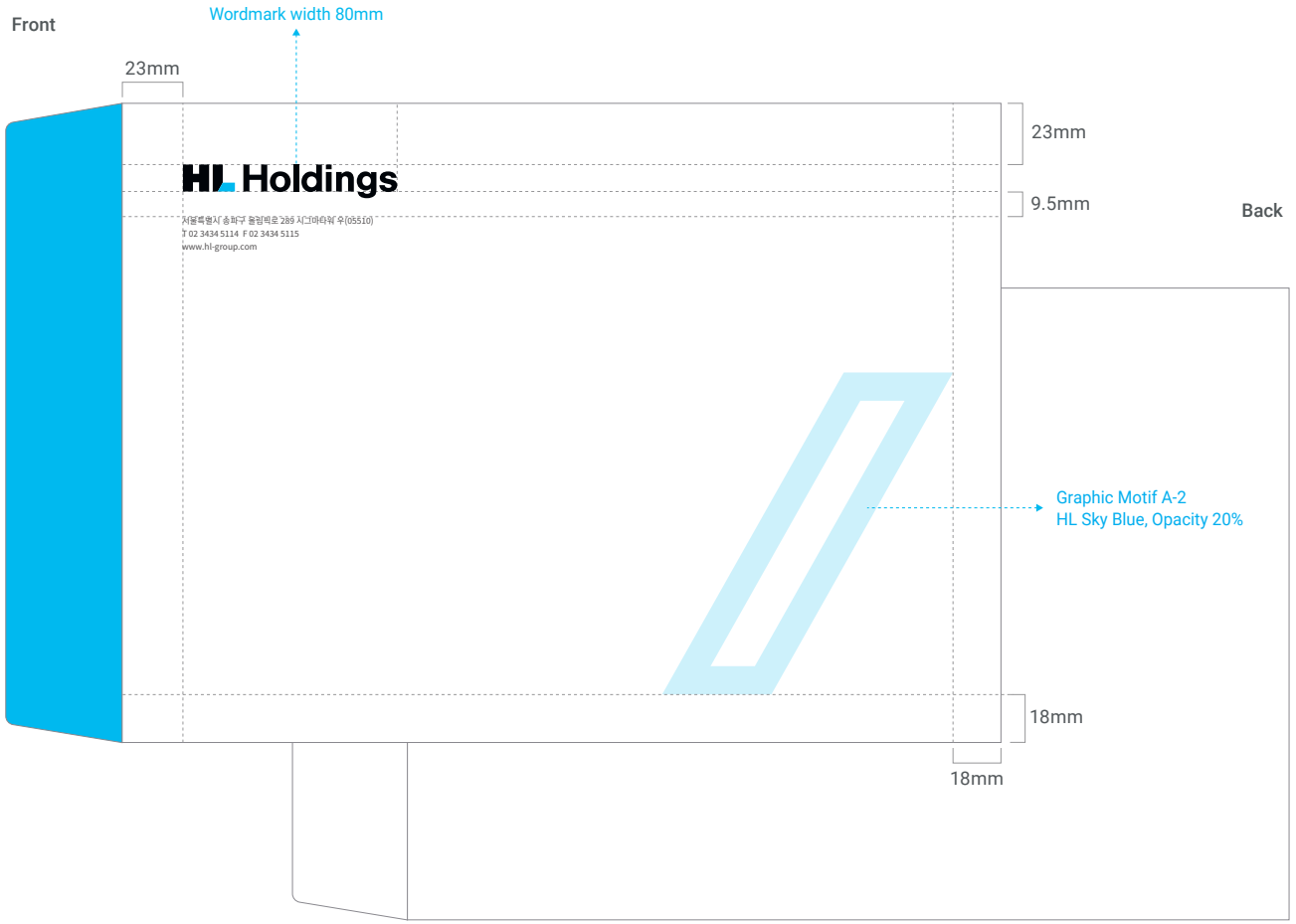
AS 1.04

ENVELOPE (L) TYPE A

When producing envelopes, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Size : 330 x 240 (mm) Scale : 35%
Printing : Offset Printing

Typeface
Noto Sans KR Regular (9pt, Line spacing 14pt)



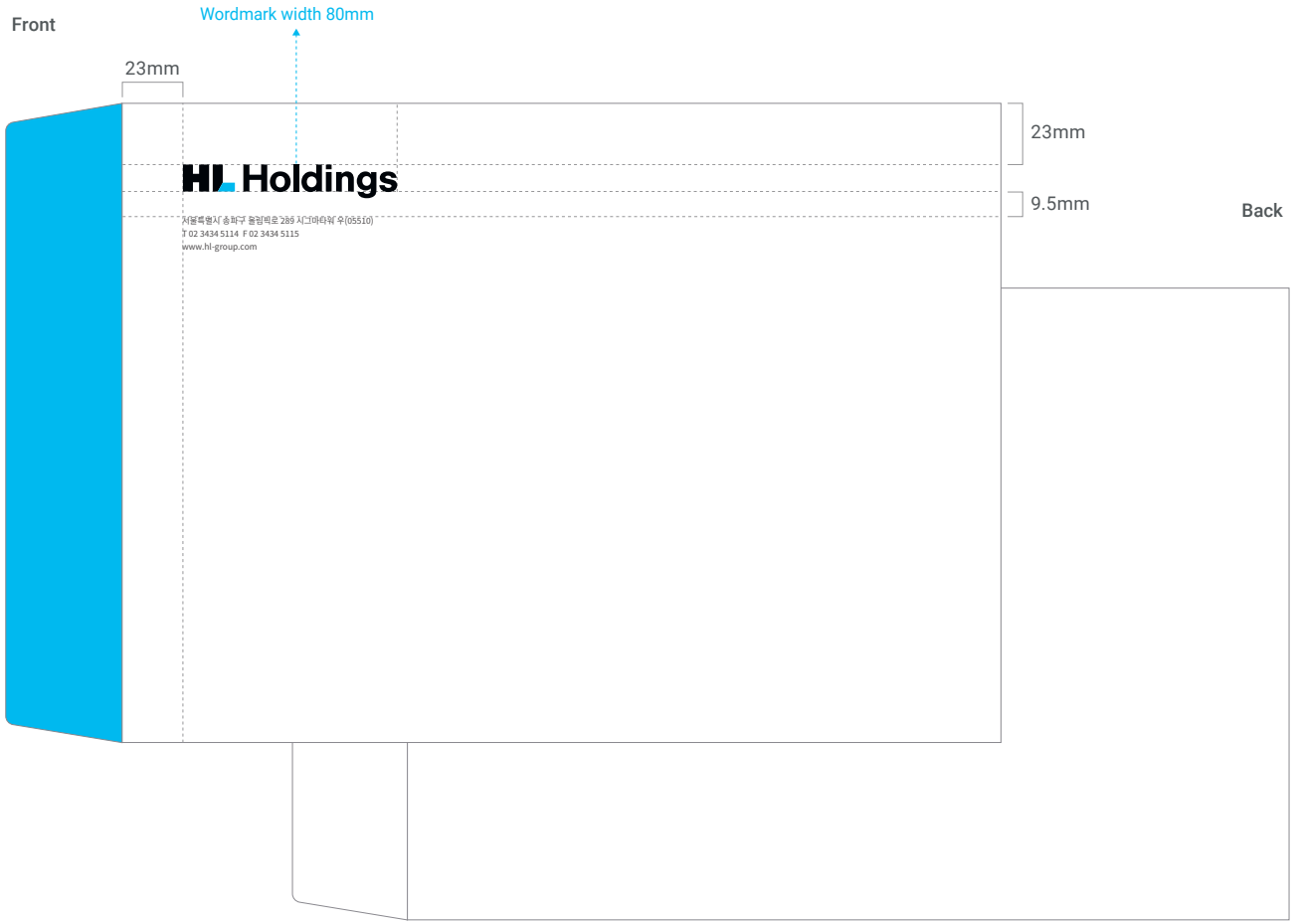
AS 1.04

ENVELOPE (L) TYPE B

When producing envelopes, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Size : 330 x 240 (mm) Scale : 35%
Printing : Offset Printing

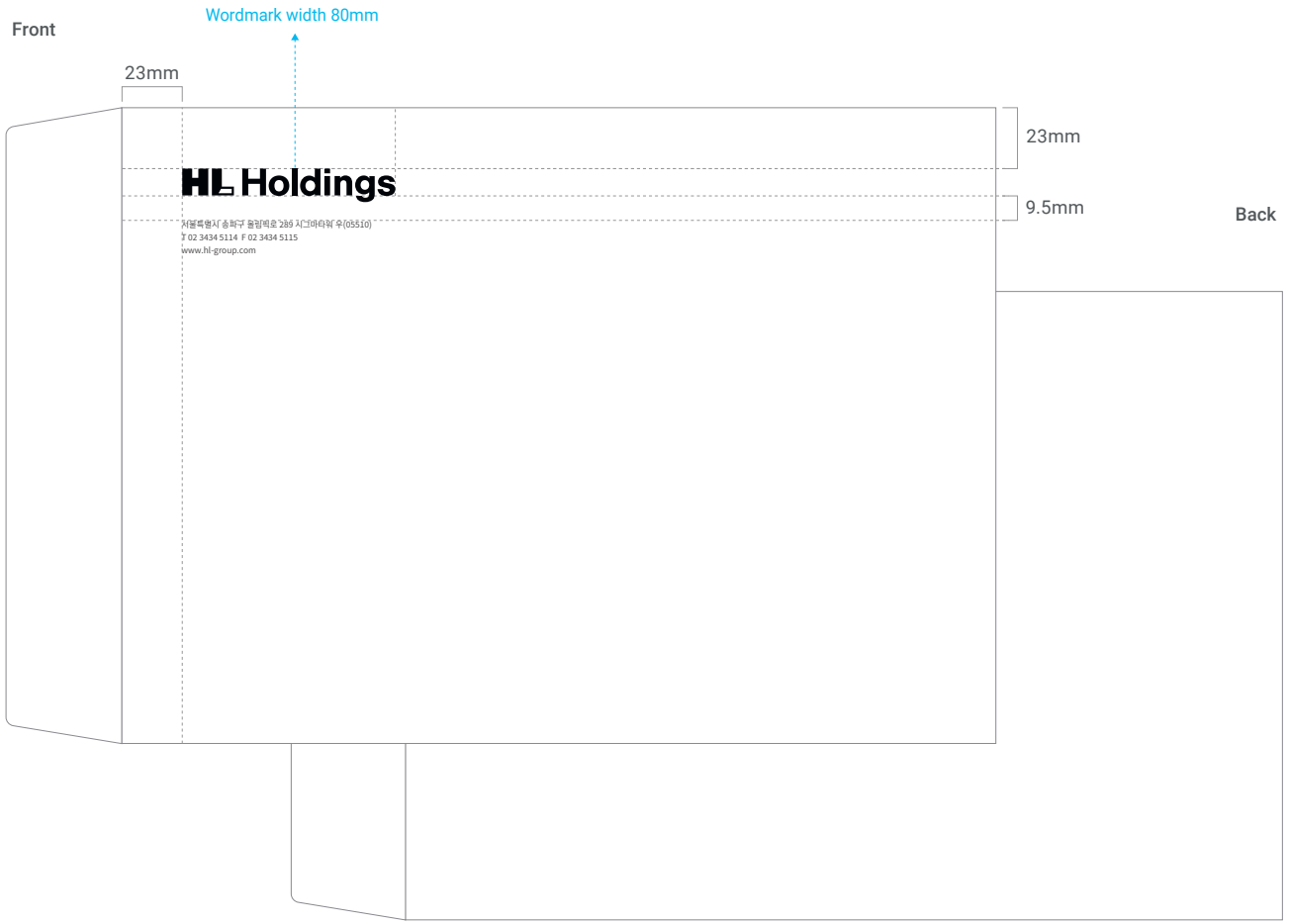
Typeface
Noto Sans KR Regular (9pt, Line spacing 14pt)



AS 1.04

ENVELOPE (L)
TYPE C (B/W)

When producing envelopes, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.



Size : 330 x 240 (mm) Scale : 35%
Printing : Offset Printing (Monochrome)

Typeface
Noto Sans KR Regular (9pt, Line spacing 14pt)

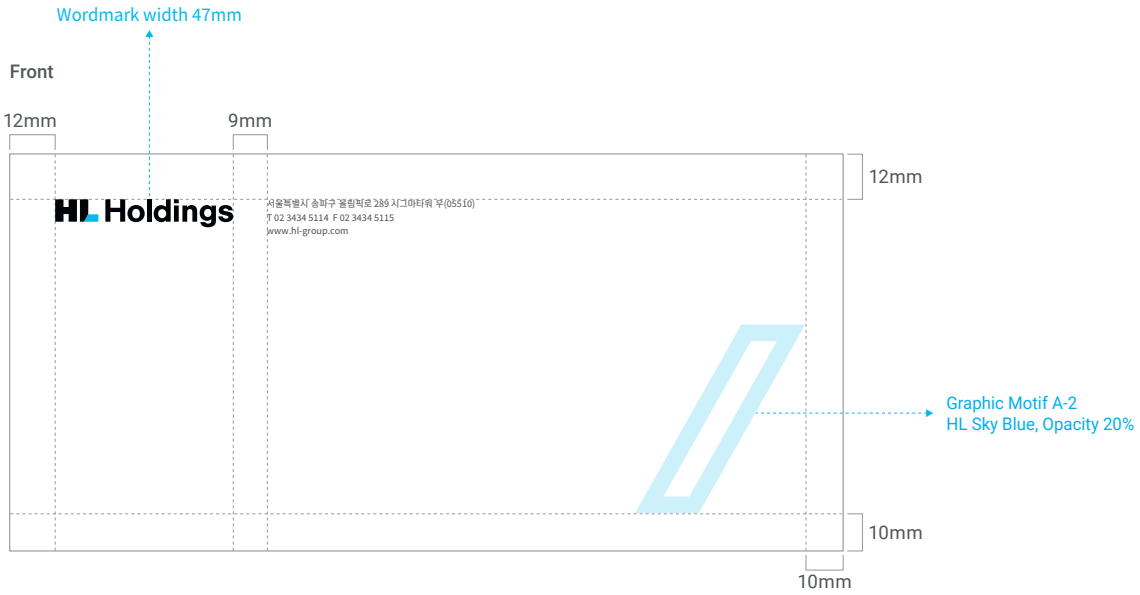
AS 1.04

ENVELOPE (S) TYPE A

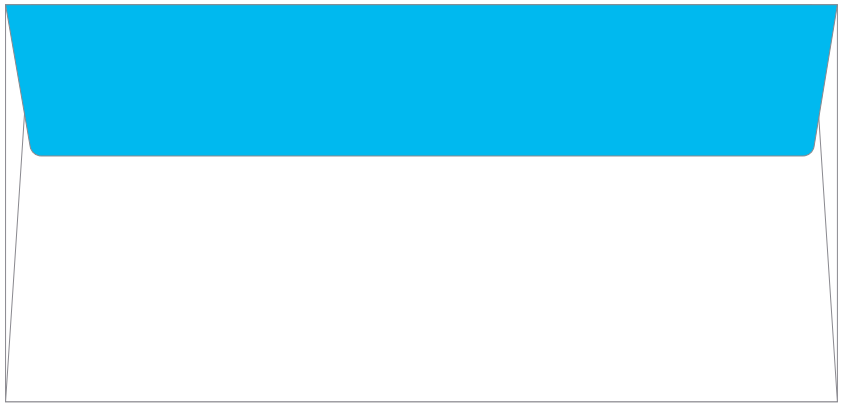
When producing envelopes, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Size : 220 x 105 (mm) Scale : 50%
Printing : Offset Printing

Typeface
Noto Sans KR Regular (6.8pt, Line Spacing : 10pt)



Back



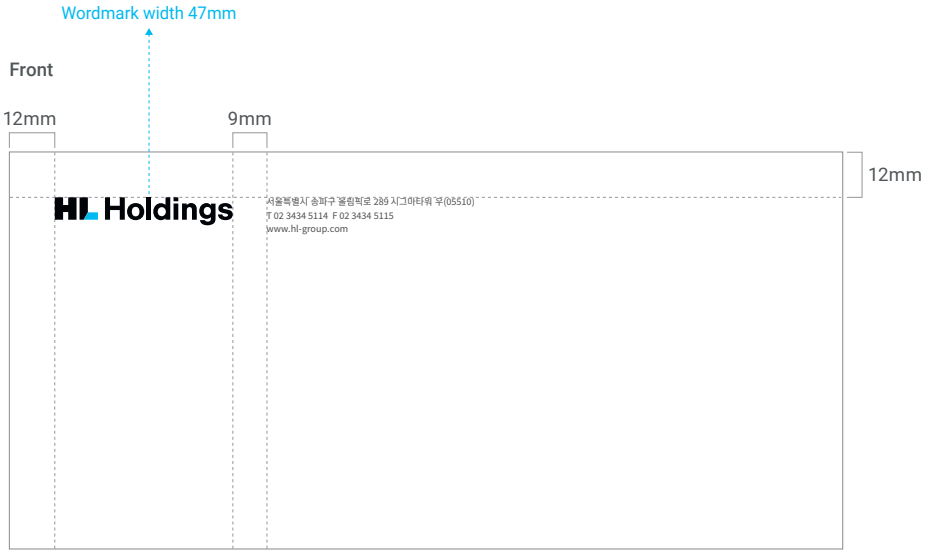
AS 1.04

ENVELOPE (S) TYPE B

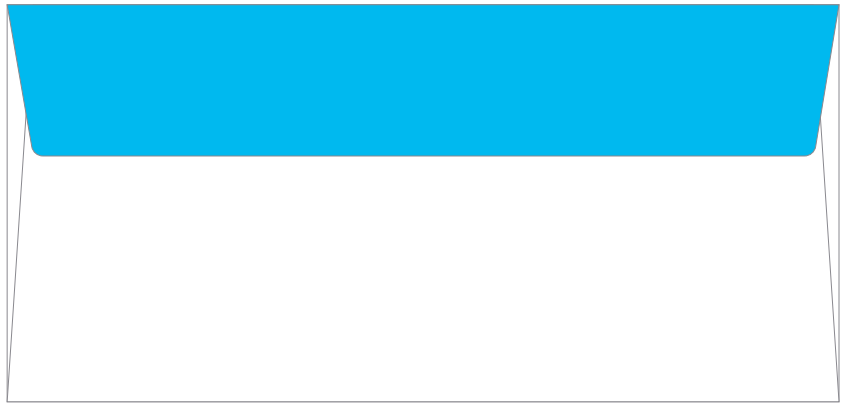
When producing envelopes, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Size : 220 x 105 (mm) Scale : 50%
Printing : Offset Printing

Typeface
Noto Sans KR Regular (6.8pt, Line Spacing : 10pt)



Back



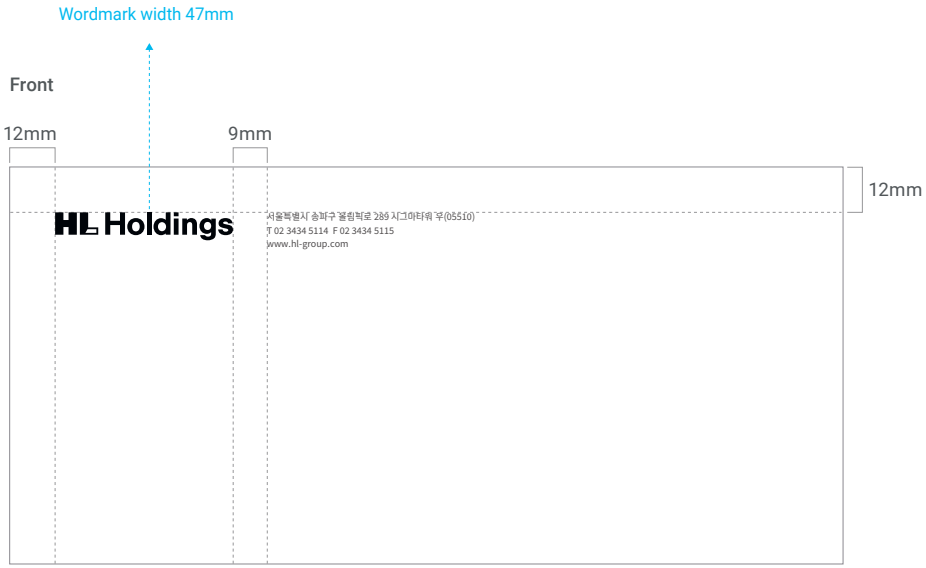
AS 1.04

ENVELOPE (S) TYPE C (B/W)

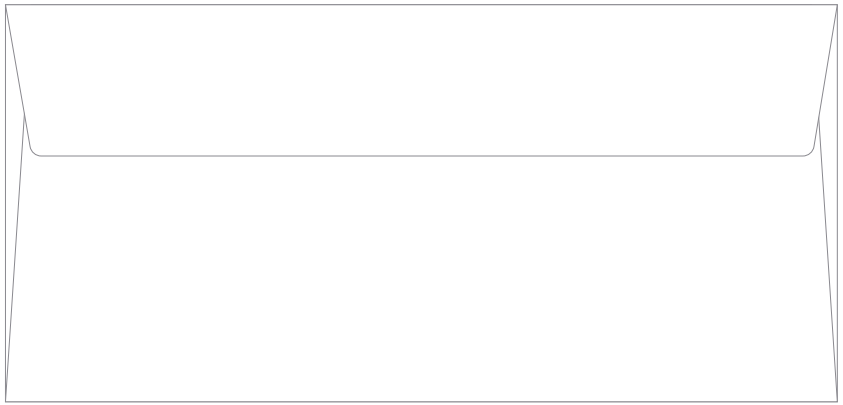
When producing envelopes, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Size : 220 x 105 (mm) Scale : 50%
Printing : Offset Printing (Monochrome)

Typeface
Noto Sans KR Regular (6.8pt, Line Spacing : 10pt)



Back



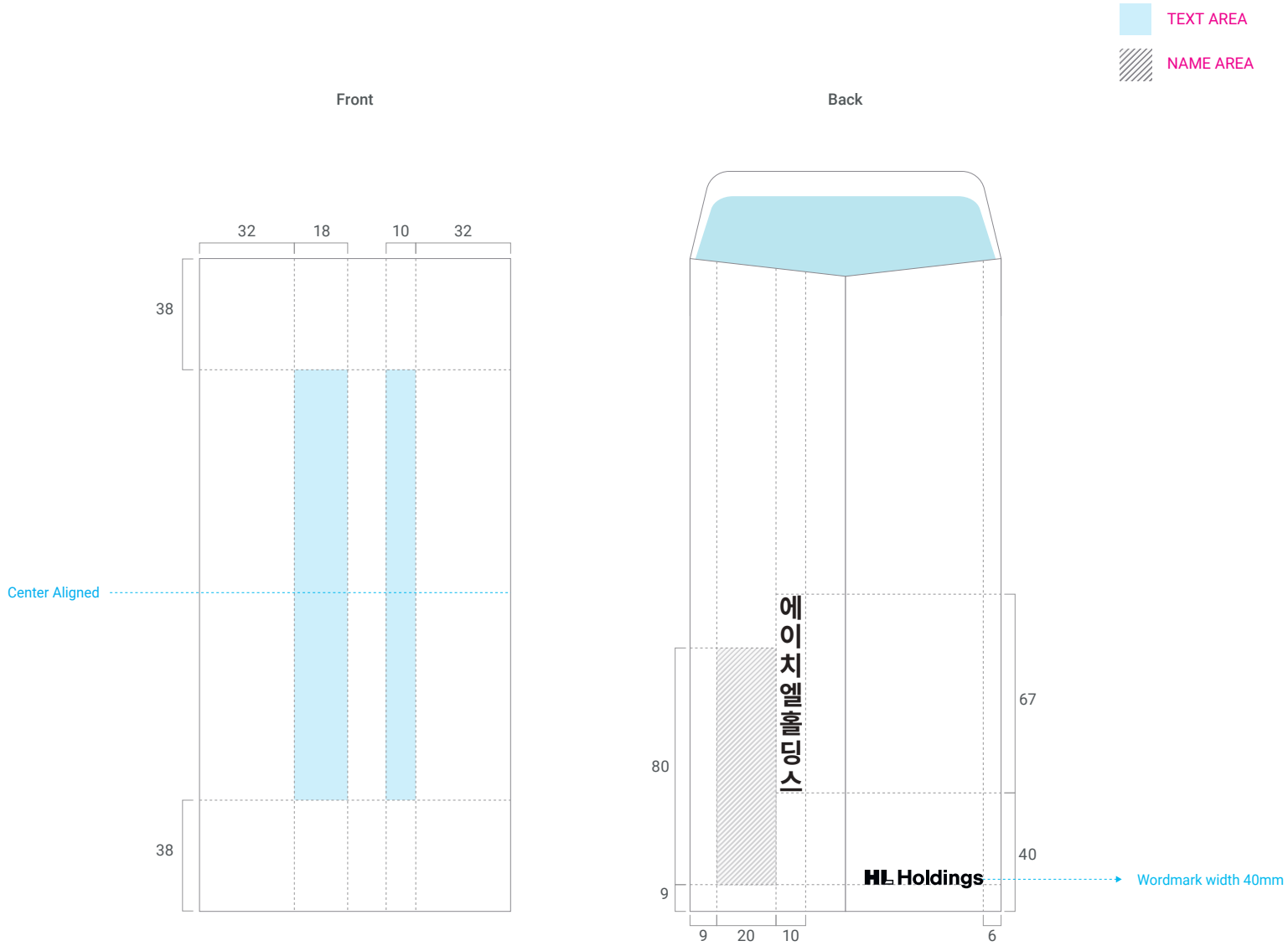
AS 1.05

FAMILY EVENT ENVELOPE TYPE A (B/W)

Envelopes should be produced according to the following standards for a consistent brand experience

Size : 220 x 105 (mm) Scale : 47%
Printing : Offset Printing (1C Monochrome)

Typeface
Chinese Character : Noto Sans SC Medium
(50pt, Vertical type letter spacing 400pt)
Korean : Noto Sans KR Bold
(30pt, Vertical type letter spacing 100pt)
Company Name in Korean : Noto Sans KR Bold
25pt, Vertical type letter spacing 100pt)



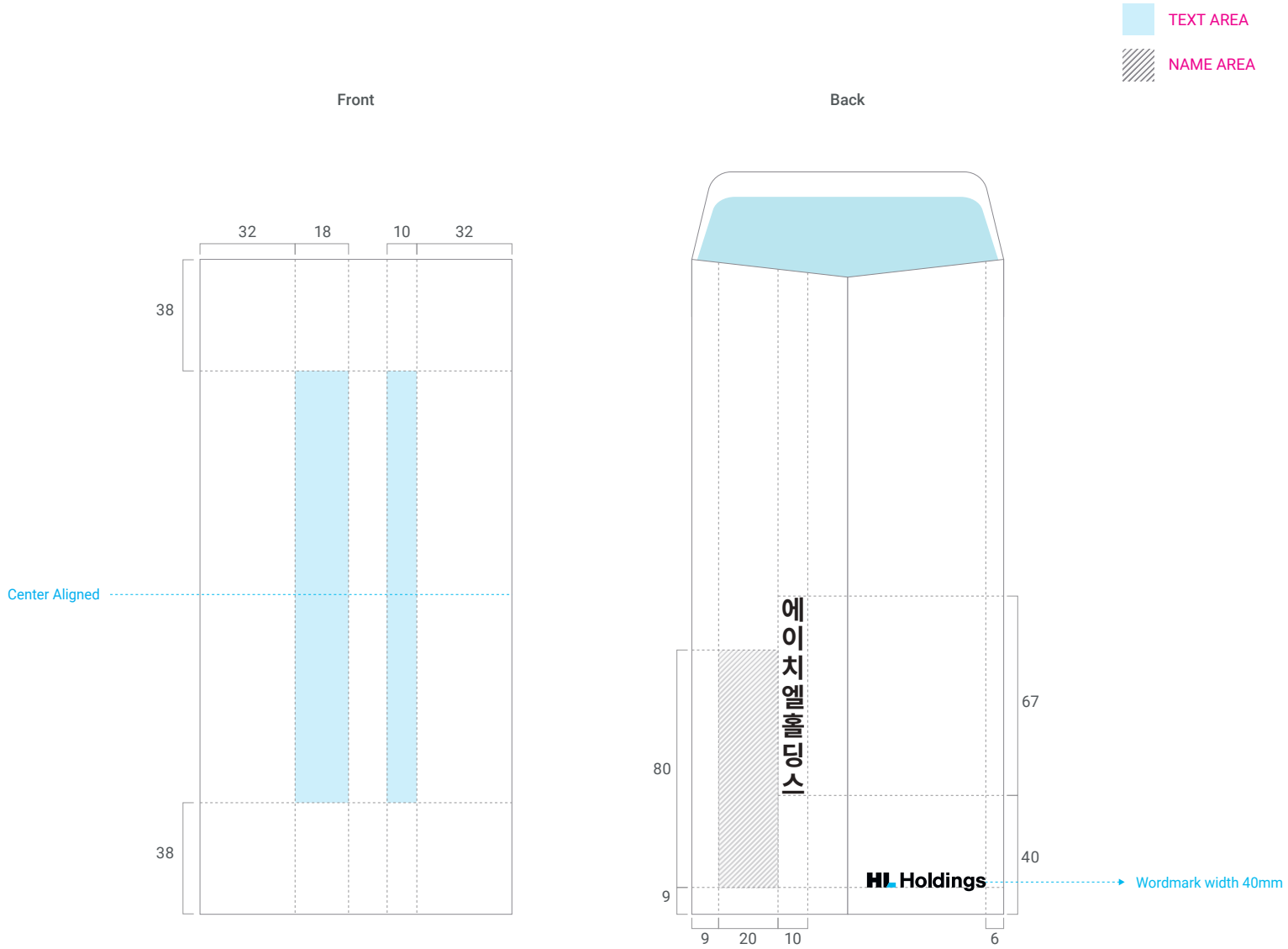
AS 1.05

FAMILY EVENT ENVELOPE TYPE B

Envelopes should be produced according to the following standards for a consistent brand experience

Size : 220 x 105 (mm) Scale : 47%
Printing : Offset Printing (1C Monochrome)

Typeface
Chinese Character : Noto Sans SC Medium
(50pt, Vertical type letter spacing 400pt)
Korean : Noto Sans KR Bold
(30pt, Vertical type letter spacing 100pt)
Company Name in Korean : Noto Sans KR Bold
25pt, Vertical type letter spacing 100pt)



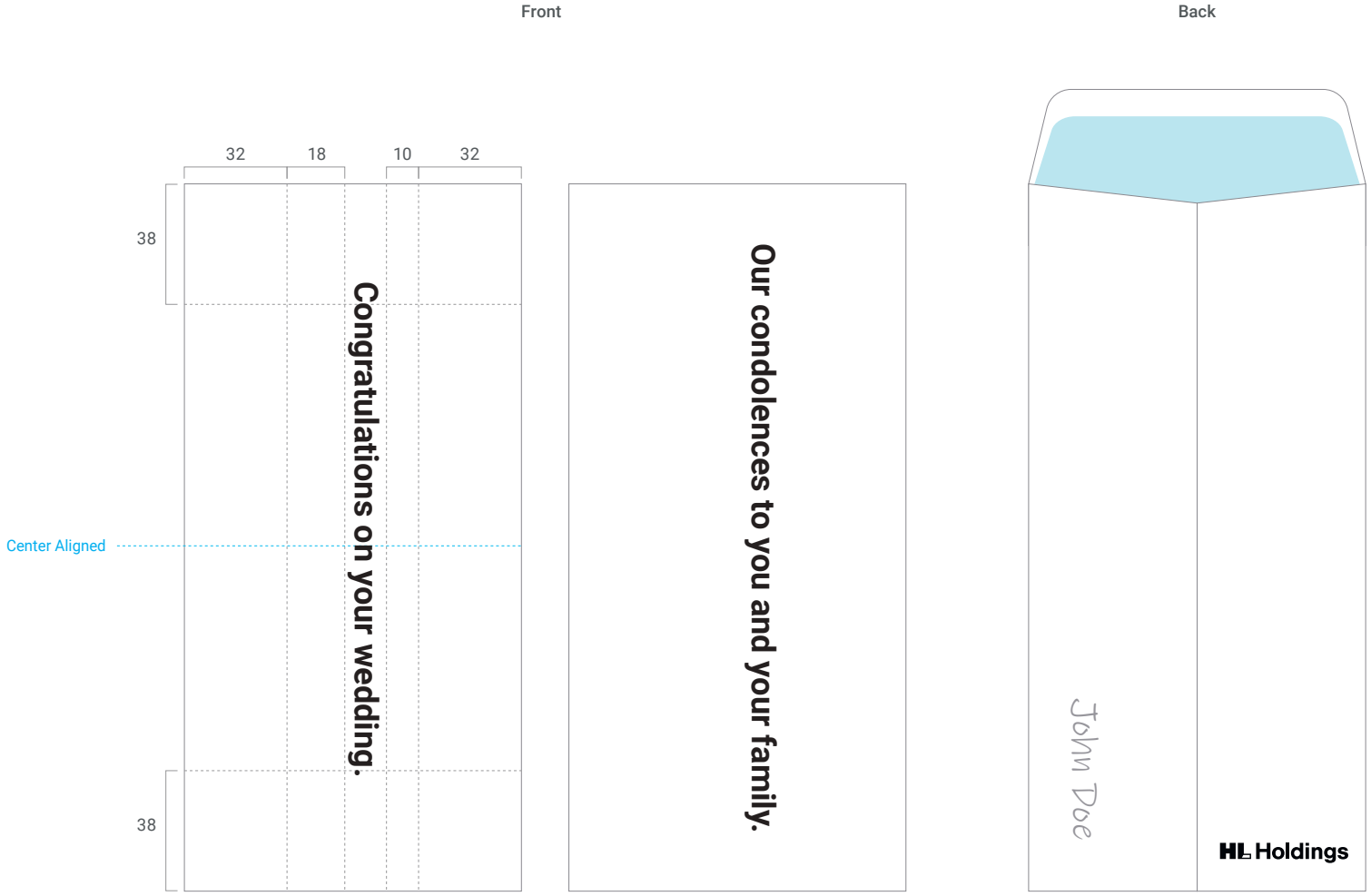
AS 1.05

FAMILY EVENT ENVELOPE EXAMPLE

Envelopes should be produced according to the following standards for a consistent brand experience

Size : 220 x 105 (mm) Scale : 47%
Printing : Offset Printing (1C Monochrome)

Typeface
Roboto Bold (26pt)



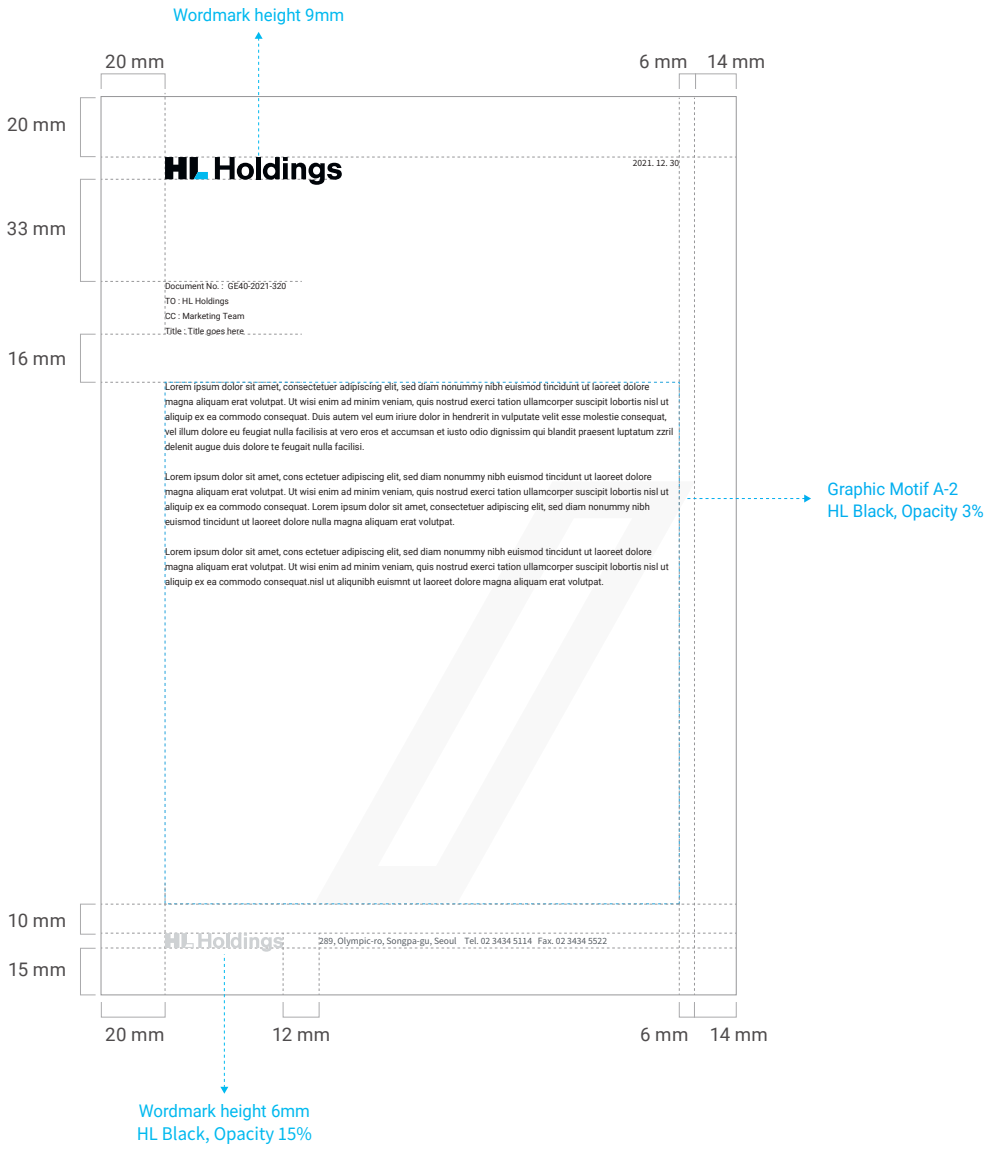
AS 1.06

LETTERHEAD TYPE A

When producing letterheads, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a correct brand image of HL.

Size : 210 x 297 (mm) Scale : 40%
Printing : Offset Printing

Typeface
Document Information : Roboto Regular
(8pt, Line spacing 14pt)
Body : Roboto Regular
(9pt, Line spacing 14pt)



AS 1.06

LETTERHEAD TYPE B

When producing letterheads, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a correct brand image of HL.

Size : 210 x 297 (mm) Scale : 40%
Printing : Offset Printing

Typeface
Document Information : Roboto Regular
(8pt, Line spacing 14pt)
Body : Roboto Regular
(9pt, Line spacing 14pt)



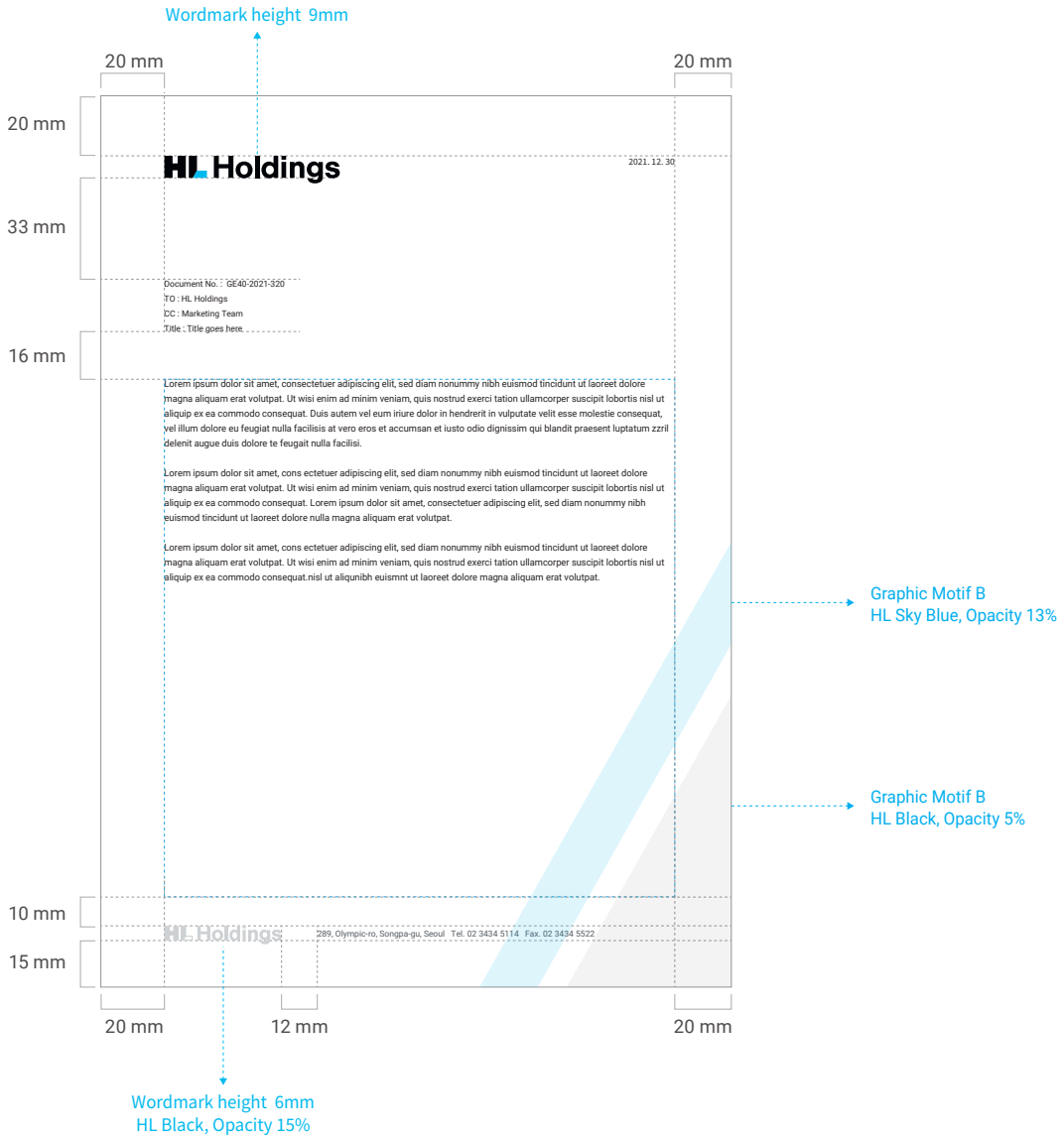
AS 1.06

LETTERHEAD TYPE C

When producing letterheads, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a correct brand image of HL.

Size : 210 x 297 (mm) Scale : 40%
Printing : Offset Printing

Typeface
Document Information : Roboto Regular
(8pt, Line spacing 14pt)
Body : Roboto Regular
(9pt, Line spacing 14pt)



AS 1.07

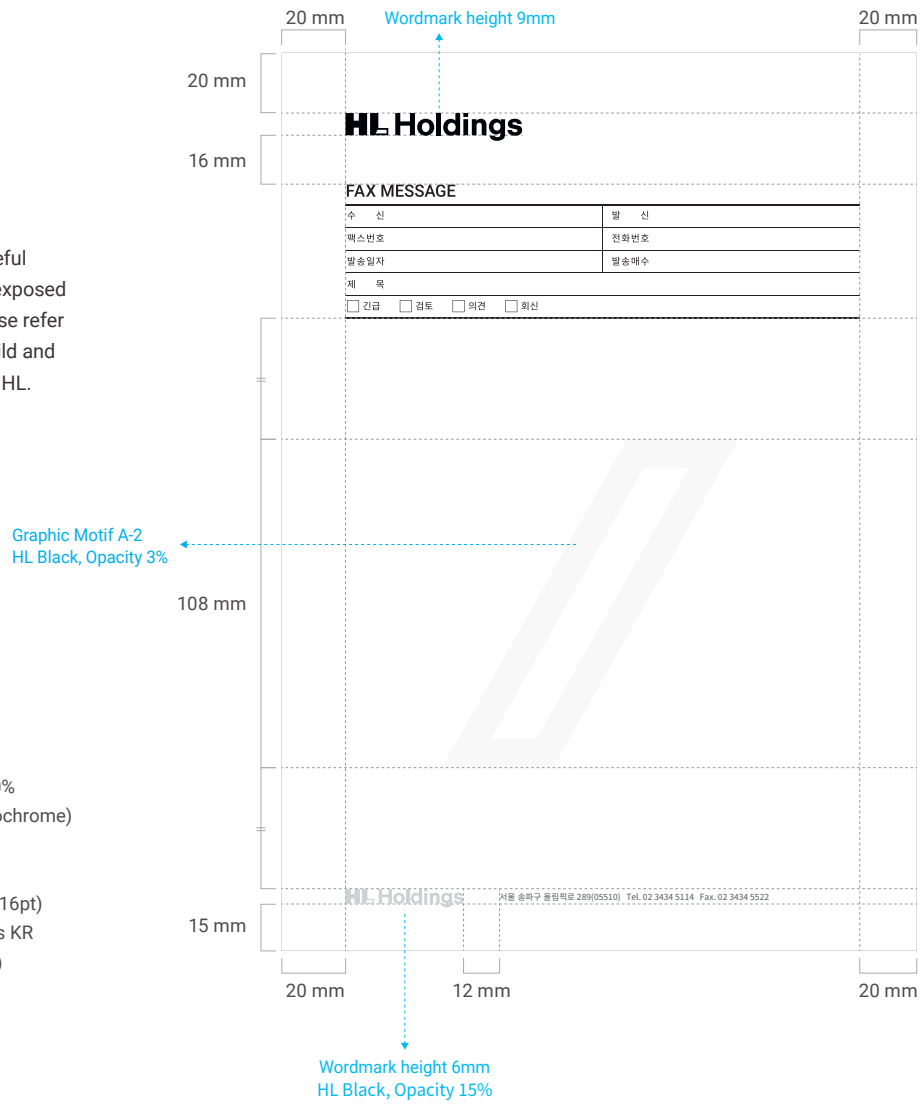
FAX COVER TYPE A

When producing fax covers, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a correct brand image of HL.

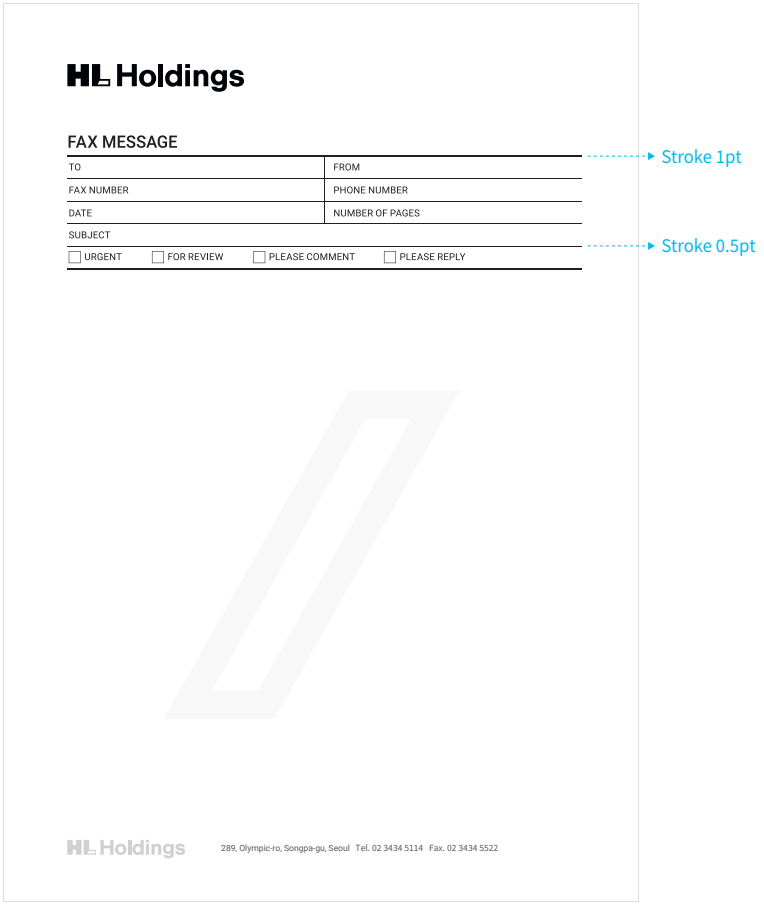
Size : 210 x 297 (mm) Scale : 40%
Printing : Offset Printing (1C Monochrome)

Typeface
FAX MESSAGE : Roboto Medium (16pt)
Document Information : Noto Sans KR Regular (9pt) Roboto Regular (9pt)

Type A-1 (KOR)



Type A-2 (ENG)



AS 1.07

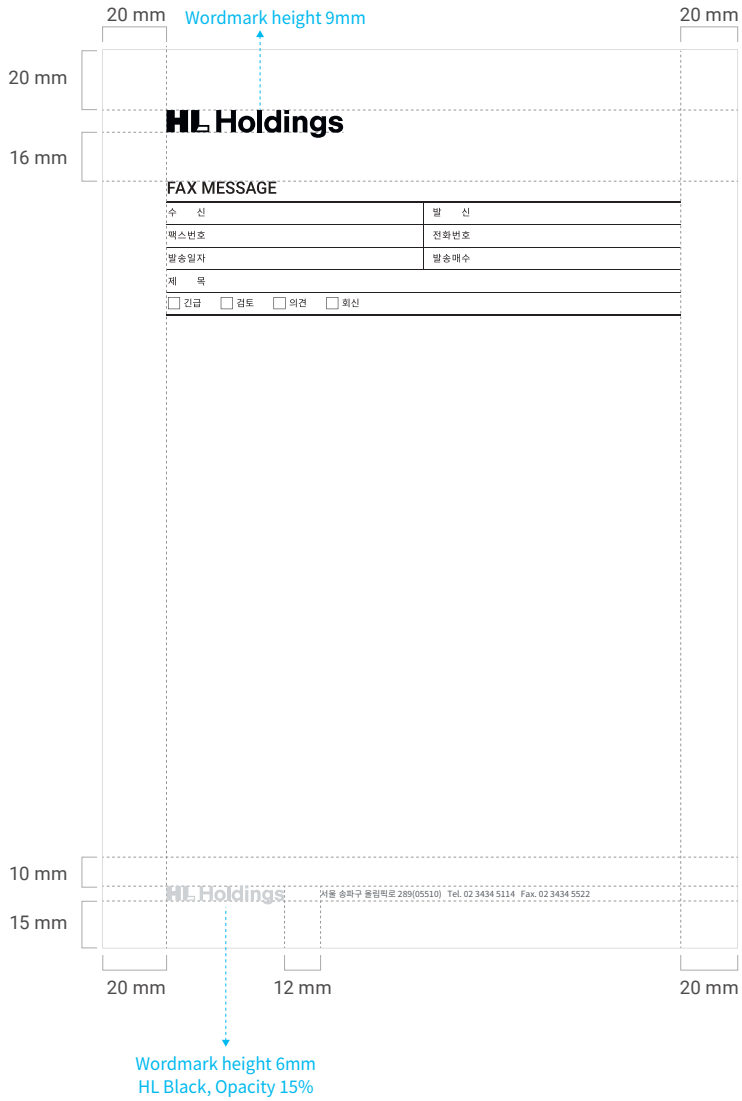
FAX COVER TYPE B

When producing fax covers, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a correct brand image of HL.

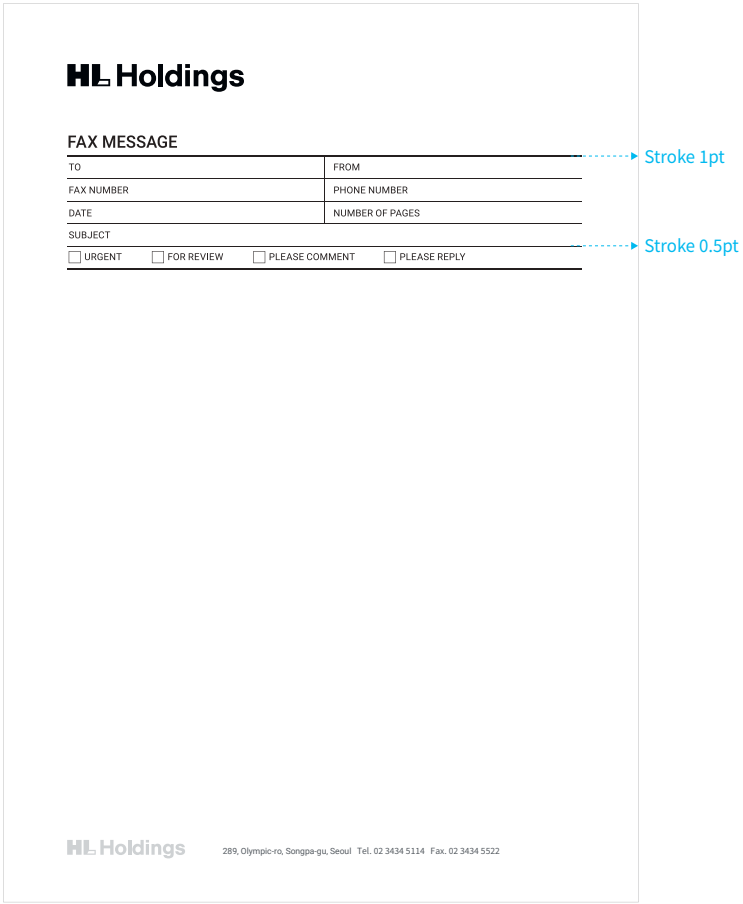
Size : 210 x 297 (mm) Scale : 40%
Printing : Offset Printing (1C Monochrome)

Typeface
FAX MESSAGE : Roboto Medium (16pt)
Document Information : Noto Sans KR Regular (9pt) Roboto Regular (9pt)

Type B-1 (KOR)



Type B-2 (ENG)



AS 1.08

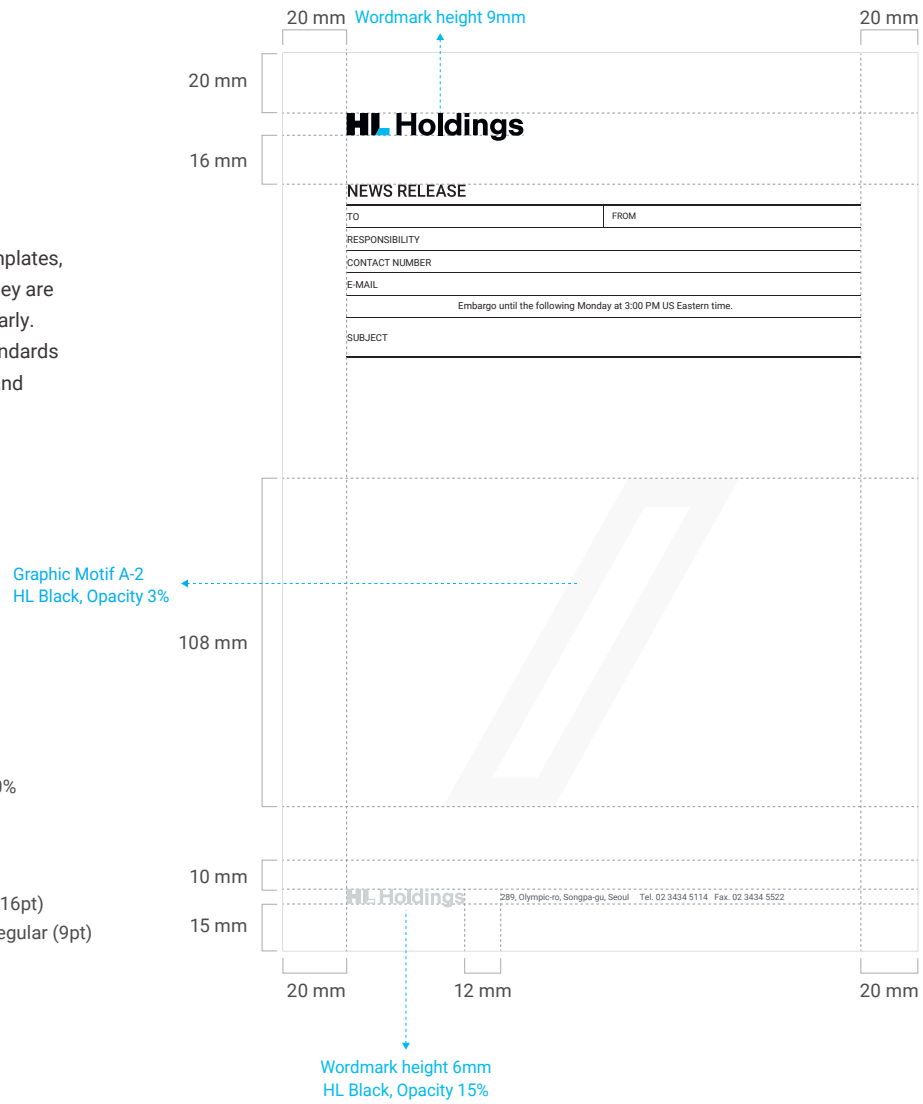
NEWS RELEASE TYPE A

When creating news release templates, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a correct brand image of HL.

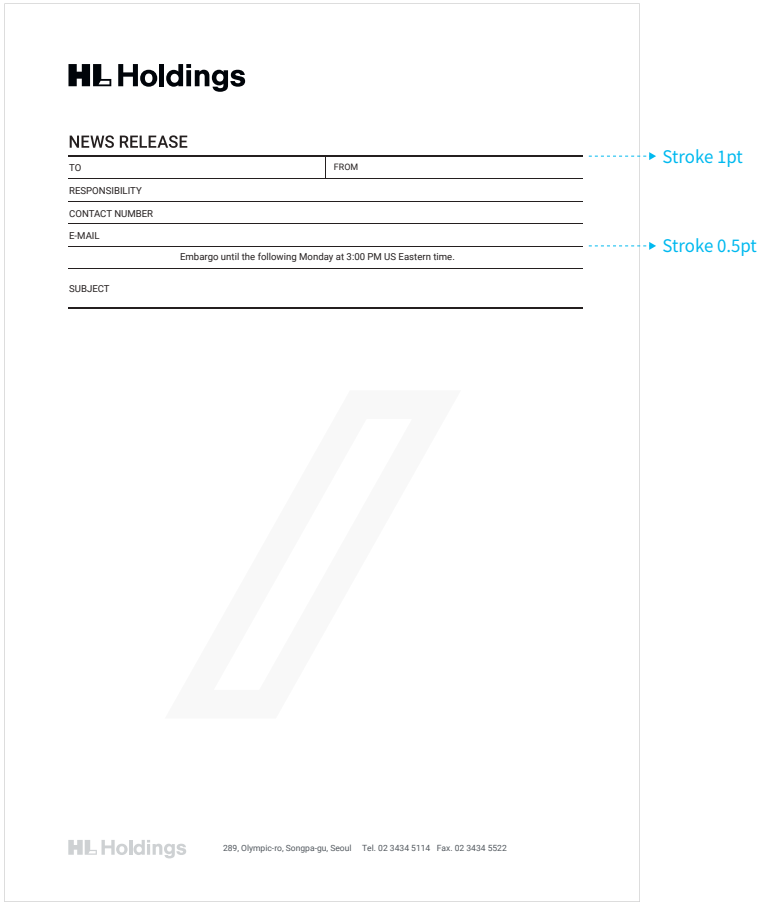
Size : 210 x 297 (mm) Scale : 40%
Printing : Offset Printing

Typeface
FAX MESSAGE : Roboto Medium (16pt)
Document Information : Roboto Regular (9pt)

Type A-1 (Color)



Type A-2 (Gray)



AS 1.08

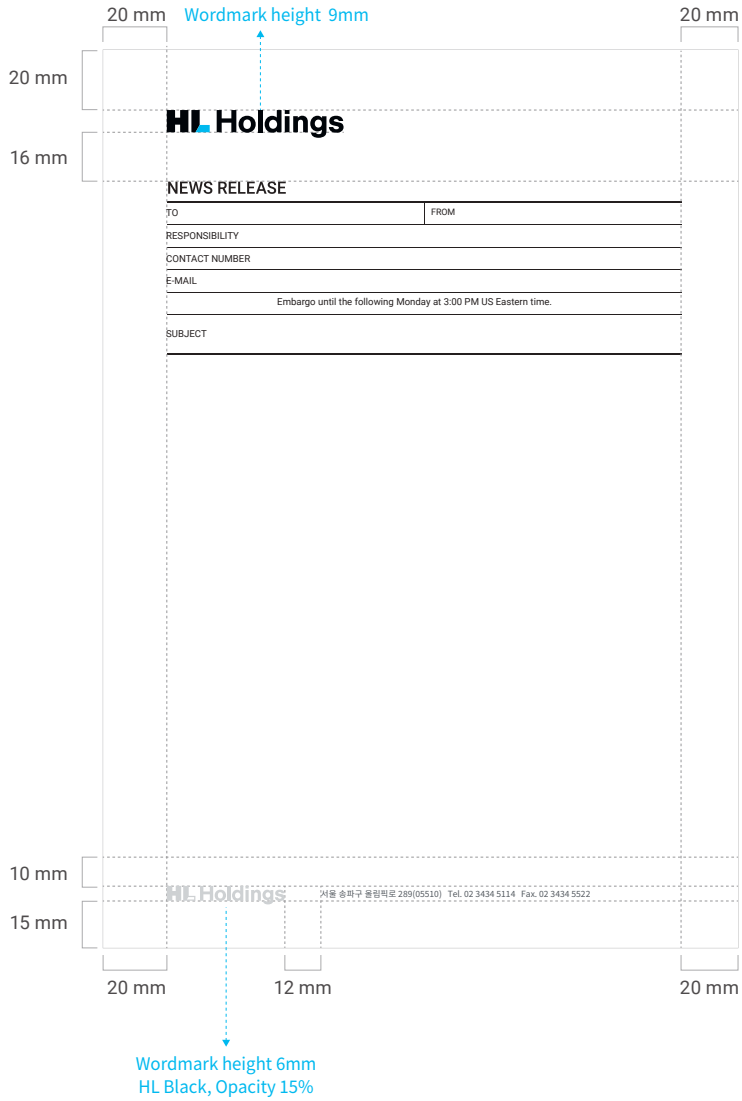
NEWS RELEASE TYPE B

When creating news release templates, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a correct brand image of HL.

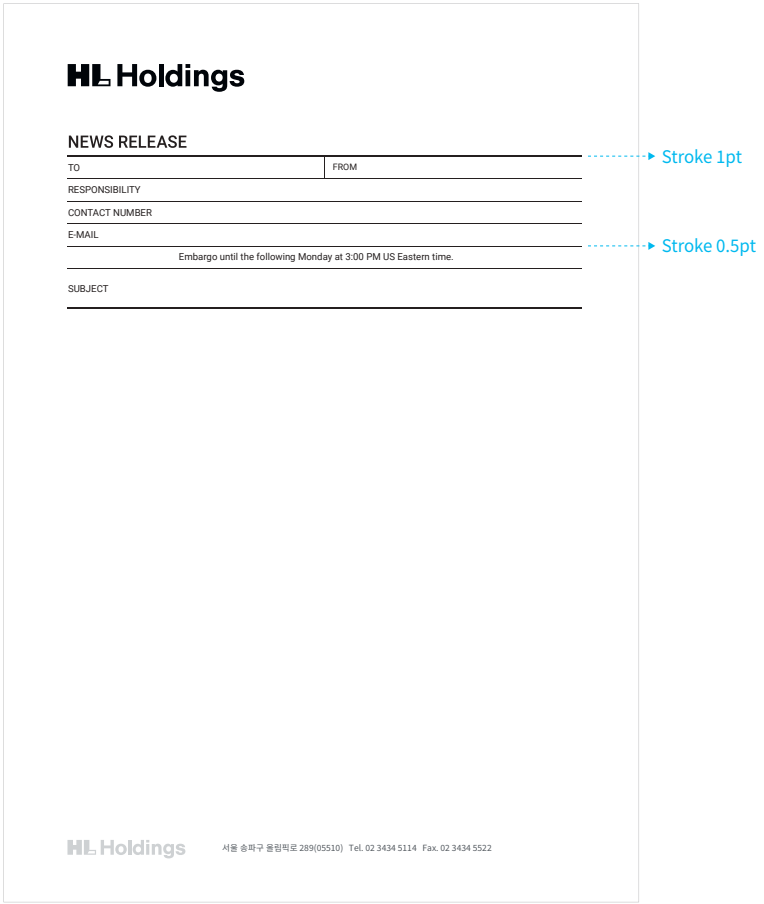
Size : 210 x 297 (mm) Scale : 40%
Printing : Offset Printing

Typeface
FAX MESSAGE : Roboto Medium (16pt)
Document Information : Roboto Regular (9pt)

Type B-1 (Color)



Type B-2 (Gray)



AS 1.09

INVITATION CARD

Careful attention is needed when producing invitation cards, as they are directly exposed to our customers. Please refer to the following standards to build and deliver a correct brand image of HL.

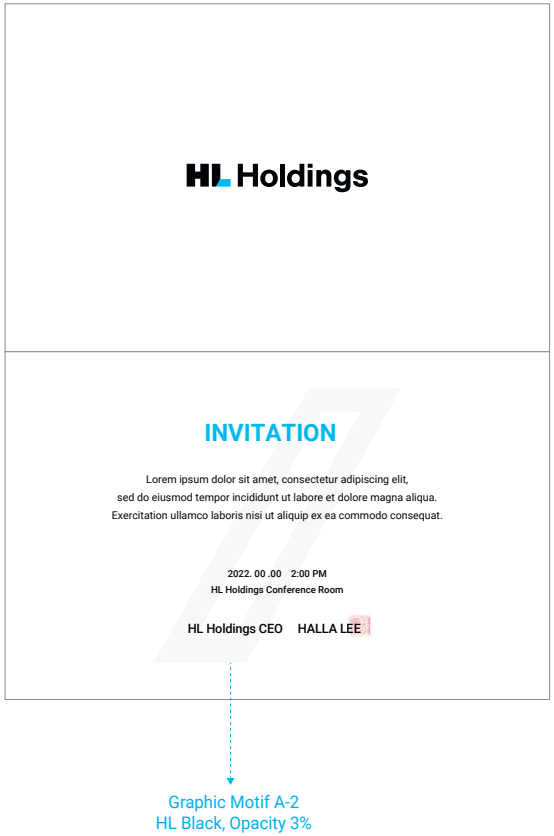
Size : 180 x 115 (mm) Scale : 40%
Printing : Offset Printing, White Spot Color Printing

Typeface
Roboto Regular (9pt)

Outside



Inside



AS 1.09

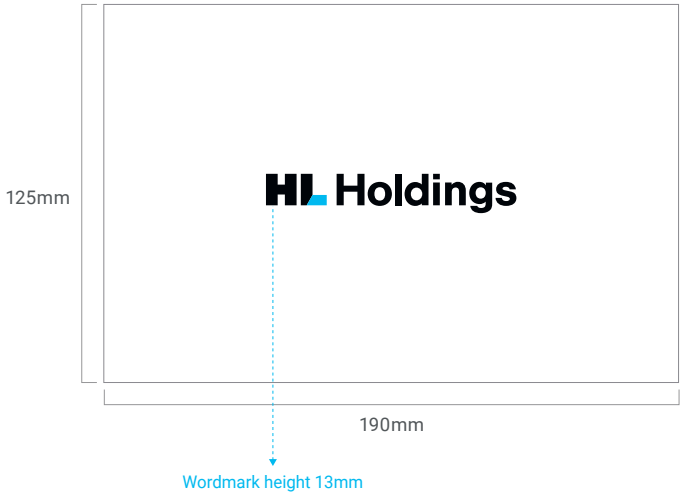
INVITATION ENVELOPE

Careful attention is needed when producing invitation cards, as they are directly exposed to our customers. Please refer to the following standards to build and deliver a correct brand image of HL.

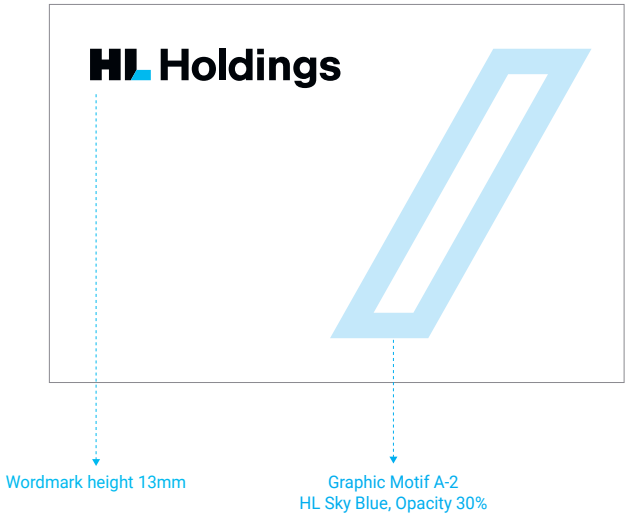
Size : 190 x 125 (mm) Scale : 40%
Printing : Offset Printing

Typeface
Roboto Regular (9pt)

Front Type A



Front Type B



Back



AS 1.10

PPT TEMPLATE HORIZONTAL (16:9) TYPE A

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

Size : Widescreen16:9

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

Graphic Motif A-2
HL Sky Blue, Opacity 20%

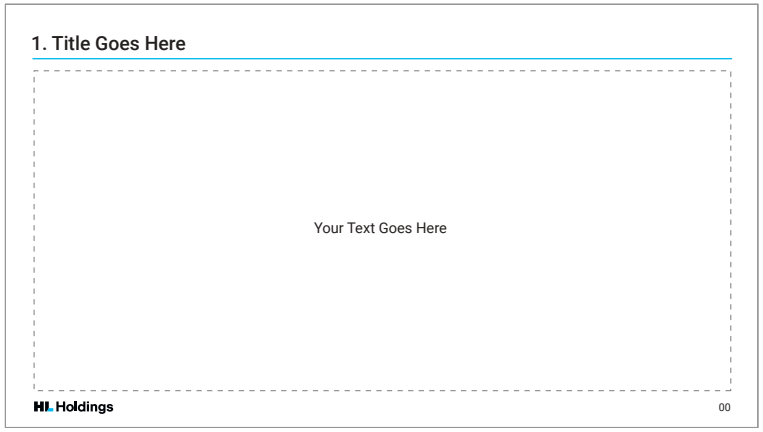
Title slide



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Title & Content





AS 1.10

PPT TEMPLATE HORIZONTAL (16:9) TYPE B

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

Size : Widescreen16:9

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

Title slide

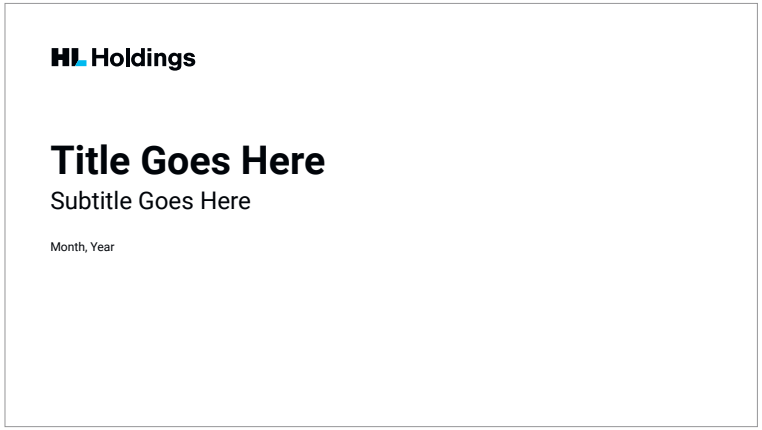
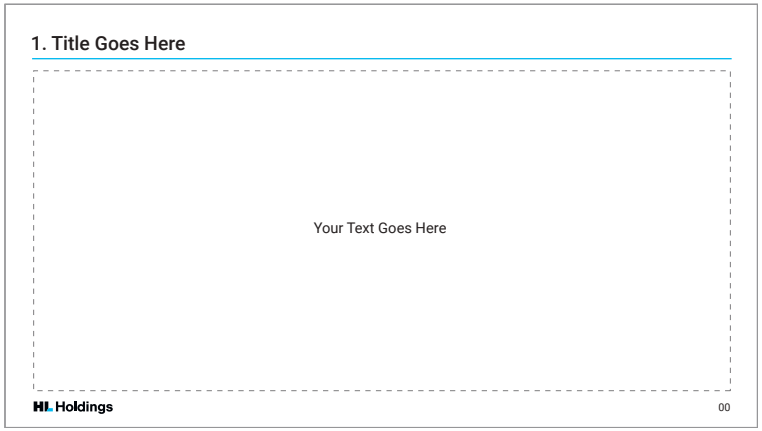
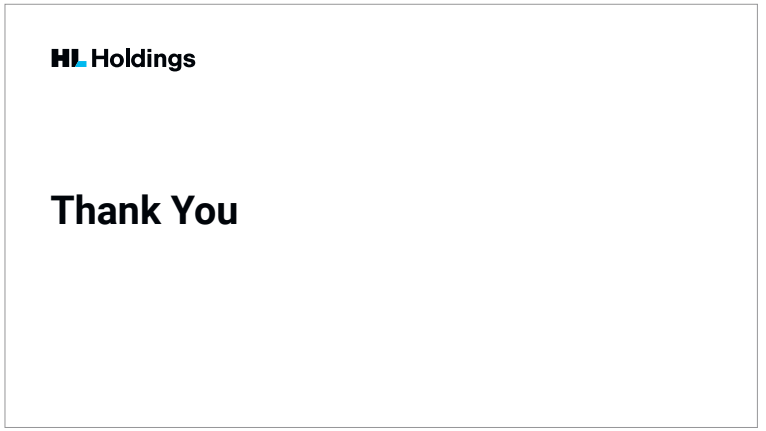


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Title & Content





AS 1.10

PPT TEMPLATE HORIZONTAL (16:9) TYPE C

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

Size : Widescreen16:9

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

Title slide

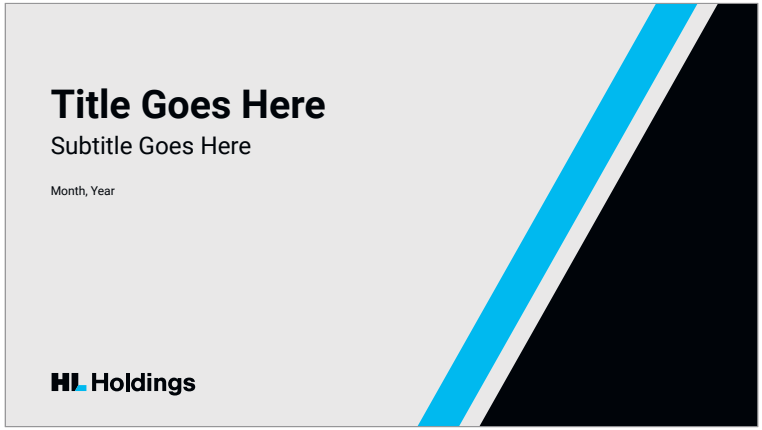
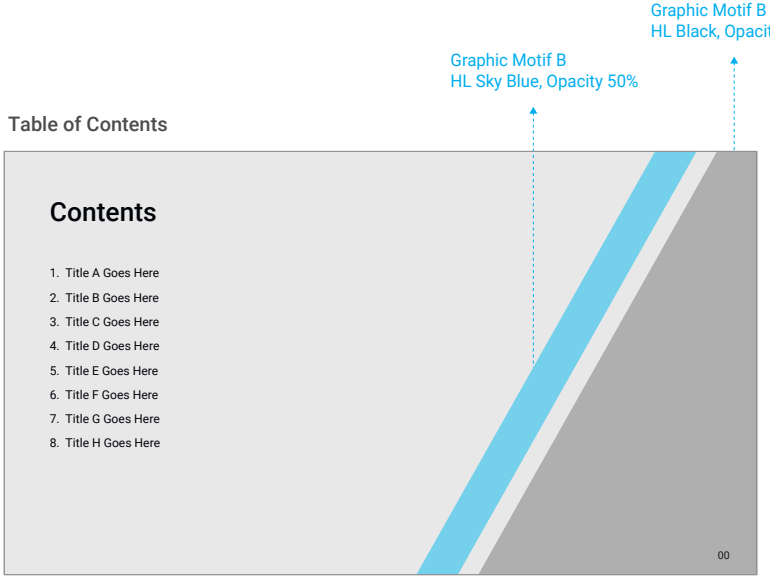
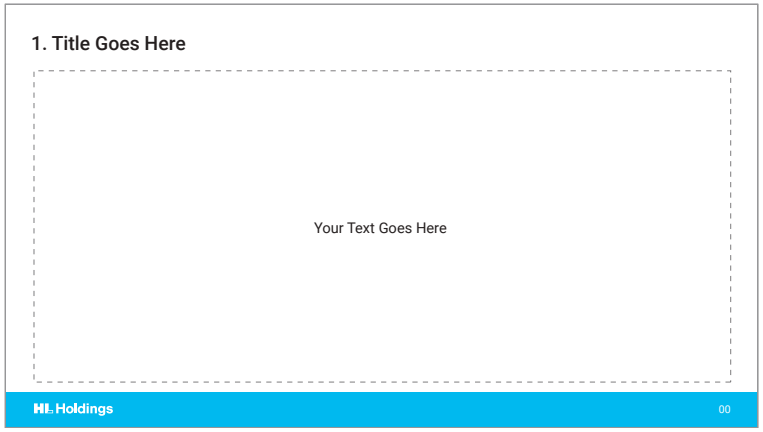


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Title & Content





AS 1.10

PPT TEMPLATE HORIZONTAL (4:3) TYPE D

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

Size : 4:3

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

Graphic Motif A-2
HL Sky Blue, Opacity 20%

Title slide

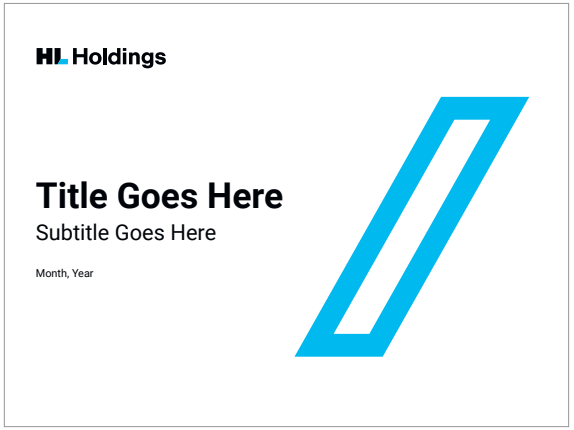
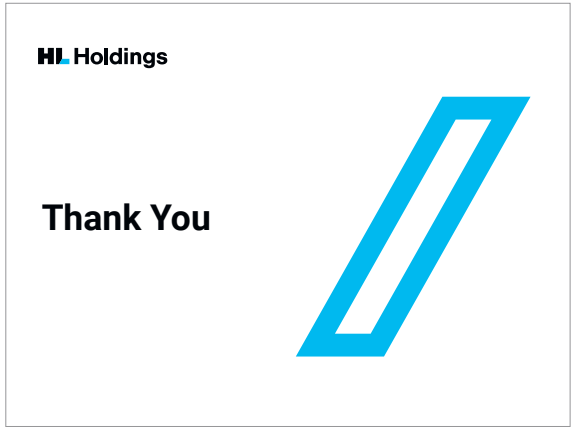


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Title & Content





AS 1.10

PPT TEMPLATE HORIZONTAL (4:3) TYPE E

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

Size : 4:3

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

Title slide

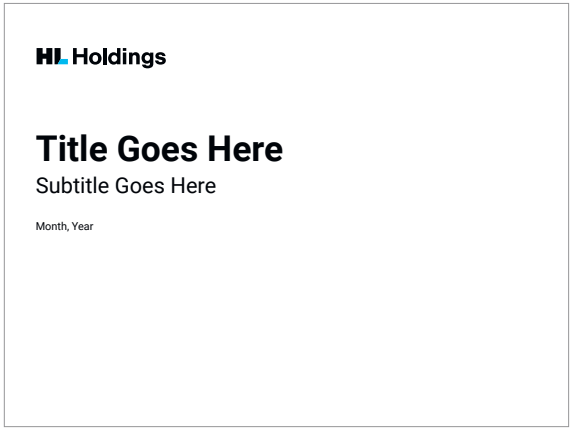
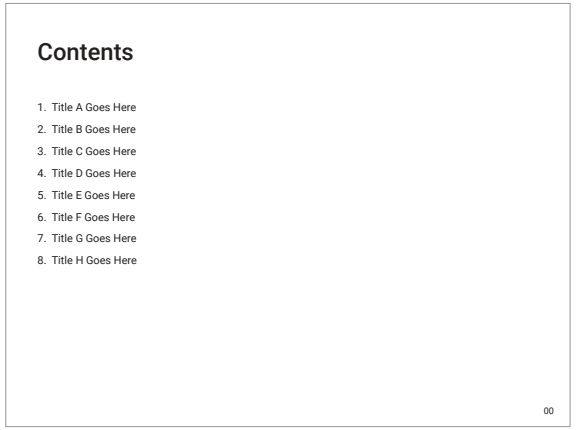
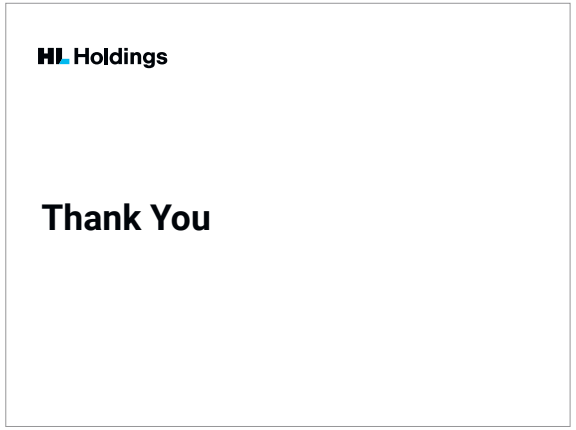


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Title & Content





AS 1.10

PPT TEMPLATE HORIZONTAL (4:3) TYPE F

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

Size : 4:3

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

Title slide

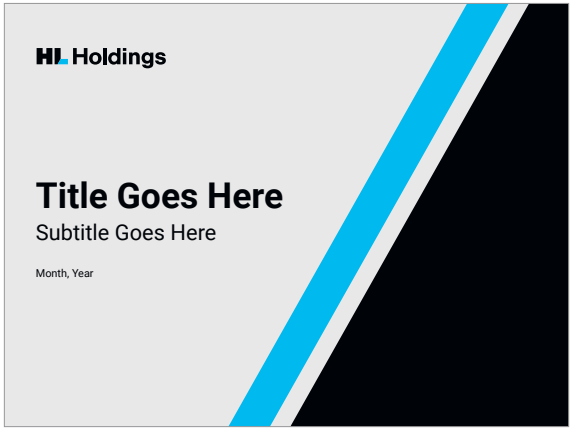
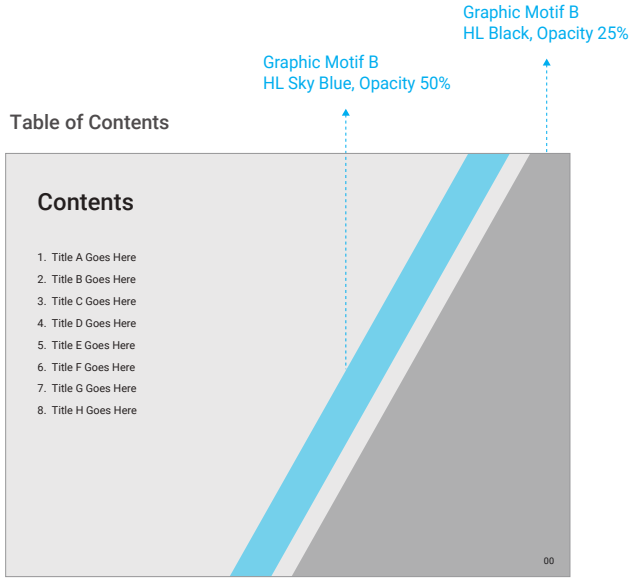
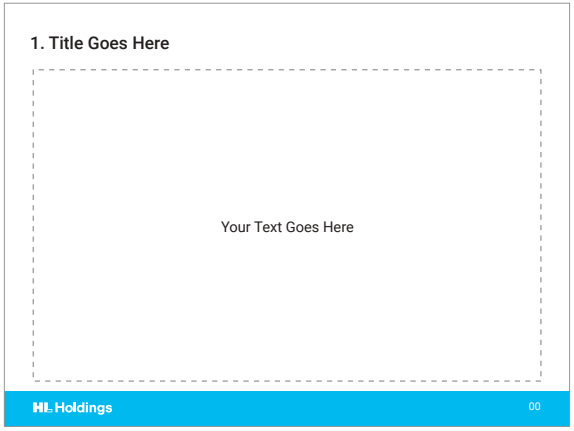


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Title & Content





AS 1.10

PPT TEMPLATE VERTICAL TYPE A

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

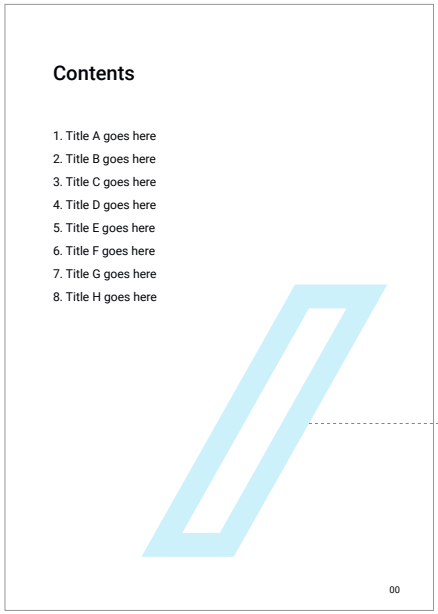
Size : A4

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

Title slide

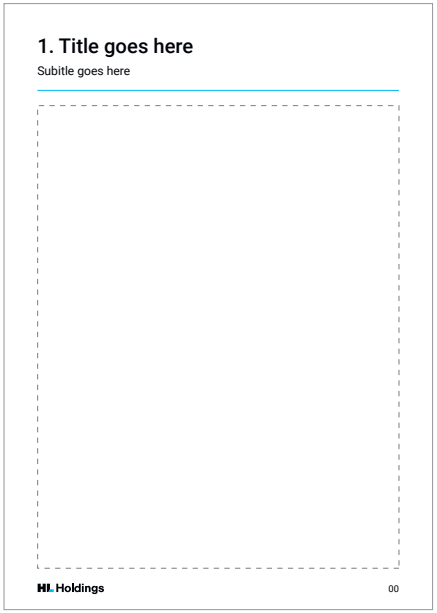


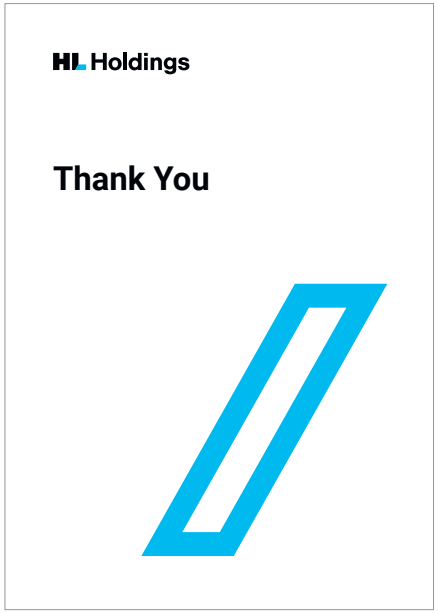
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Graphic Motif A-2
HL Sky Blue, Opacity 20%

Title & Content





AS 1.10

PPT TEMPLATE VERTICAL TYPE B

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

Size : A4

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

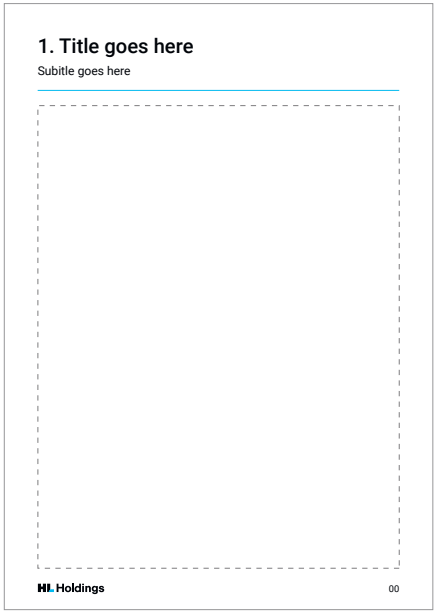
Title slide

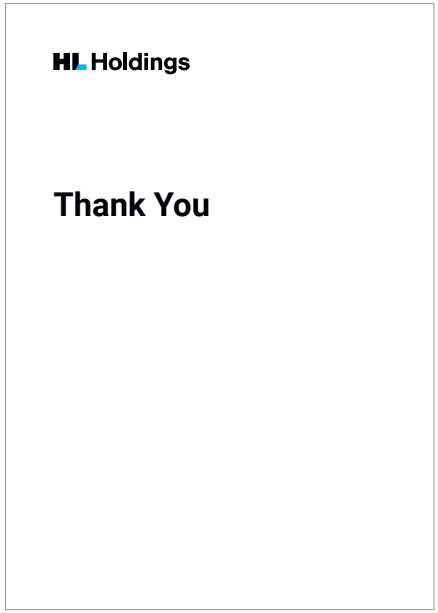


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Title & Content





AS 1.10

PPT TEMPLATE VERTICAL TYPE C

Careful attention is needed as template styles of documents also reflect HL's brand image. Refer to the following guides for presentation templates, and refrain from using colors outside the regulations.

Size : A4

Typeface
Roboto
(Font size and weight can be adjusted according to the application setting.)

Title slide

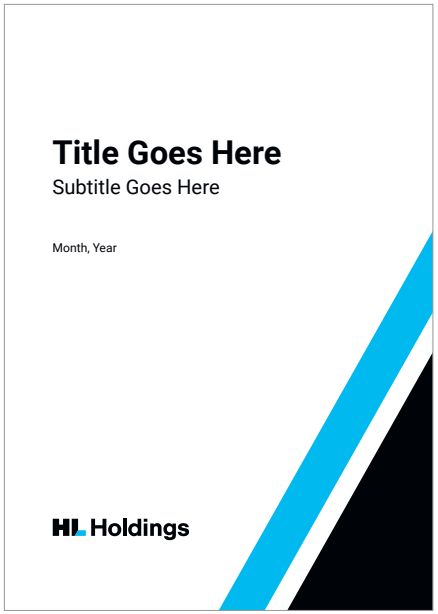


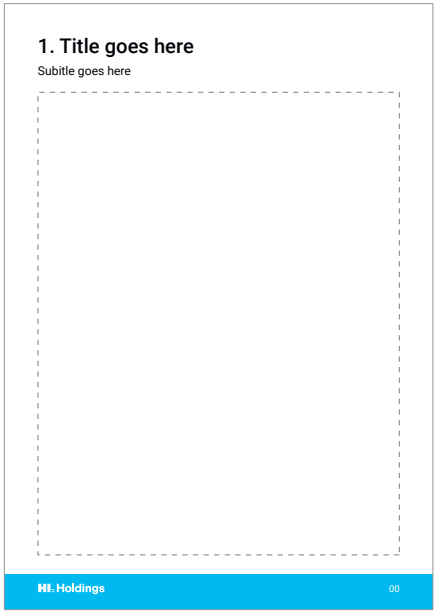
Table of Contents

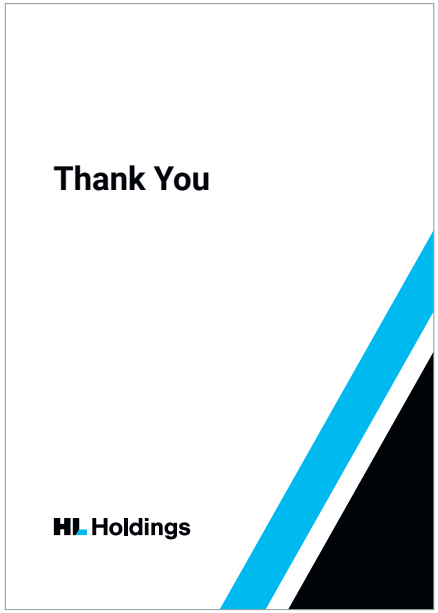


Graphic Motif B
HL Sky Blue, Opacity 50%

Graphic Motif B
HL Black, Opacity 25%

Title & Content





AS 1.11

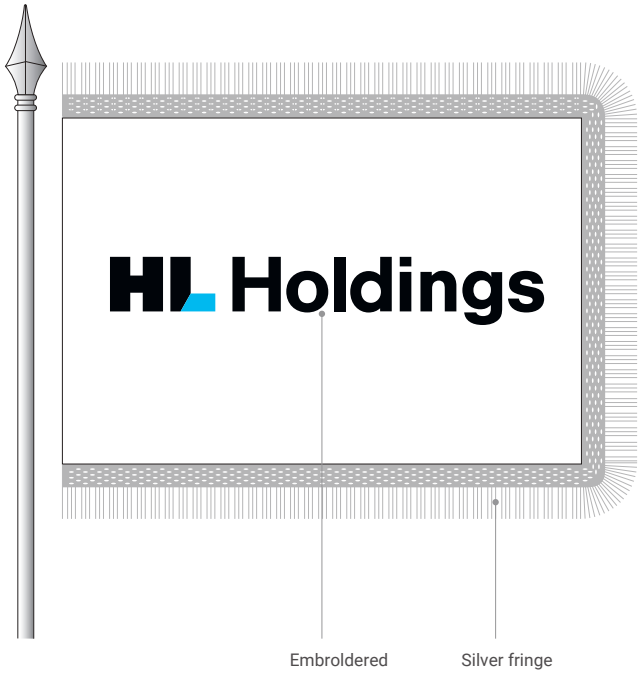
FLAG

For production, please adhere to the following regulations to build and deliver a consistent brand image.

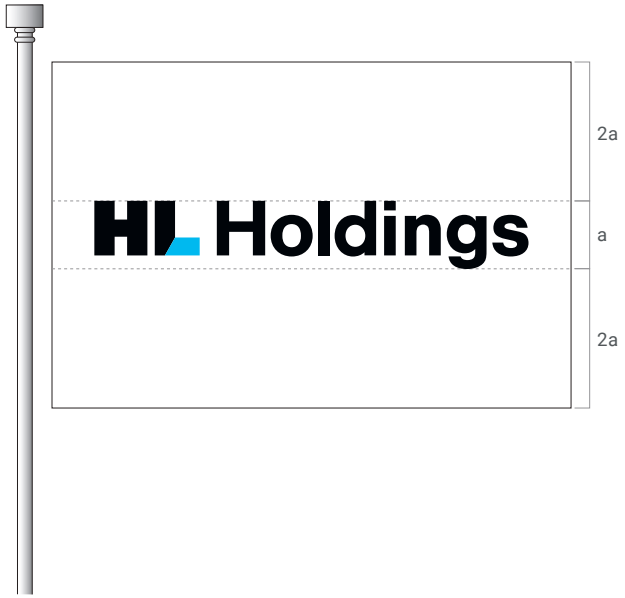
Size : 1350 x 900 (mm)

Production
Formal flag : Embroidery on white velvet materials
Informal flag : Dyestuff Print on synthetic fibers

Type A. Official flag



Type B. Informal flag



AS 1.11

FLAG

For production, please adhere to the following regulations to build and deliver a consistent brand image.



Size : 1350 x 900 (mm)

Production
Embroidery on black velvet materials

AS 1.12

ID CARD
TYPE A

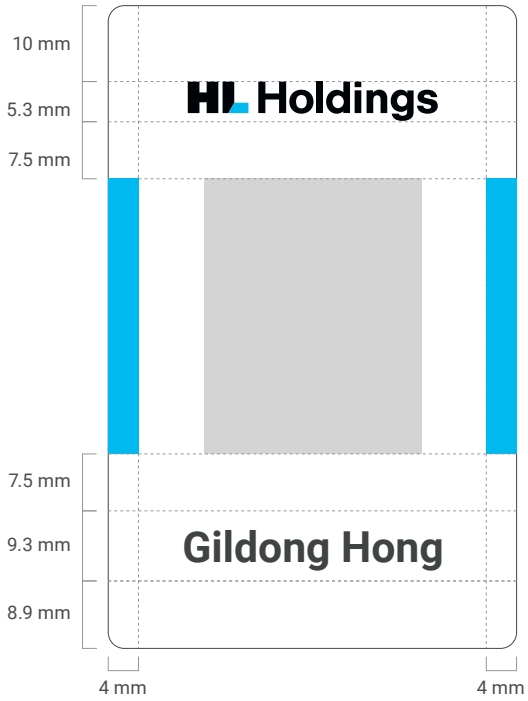
When producing ID cards, careful attention is needed as they are exposed to the public regularly. Please adhere to the following standards to build and deliver a correct brand image.

Size : 540 x 850 (mm)
Scale : 100%
Printing : PVC printing or UV printing
Image to be used : ID photo

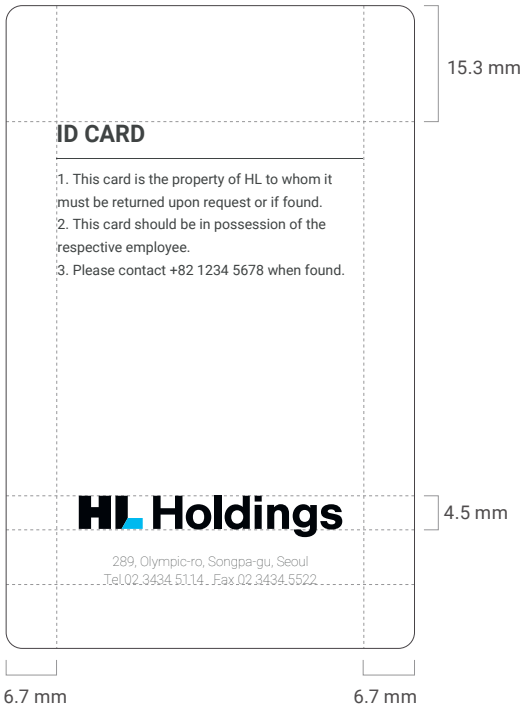
Typeface_front
Name : Roboto Bold 16pt

Typeface_back
Title : Roboto 9pt
Content : Roboto 5.3pt
(line spacing : 8.5p)

Front



Back



AS 1.12

ID CARD
TYPE B

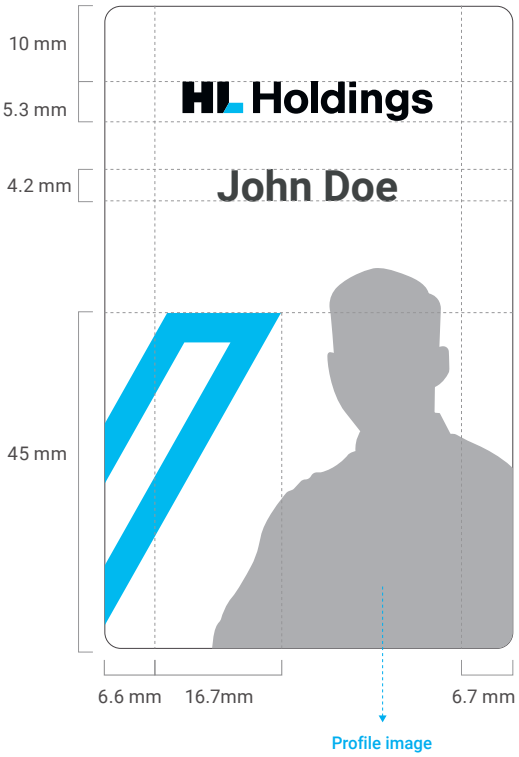
When producing ID cards, careful attention is needed as they are exposed to the public regularly. Please adhere to the following standards to build and deliver a correct brand image.

Size : 540 x 850 (mm)
Scale : 100%
Printing : PVC printing or UV printing
Image to be used : ID photo

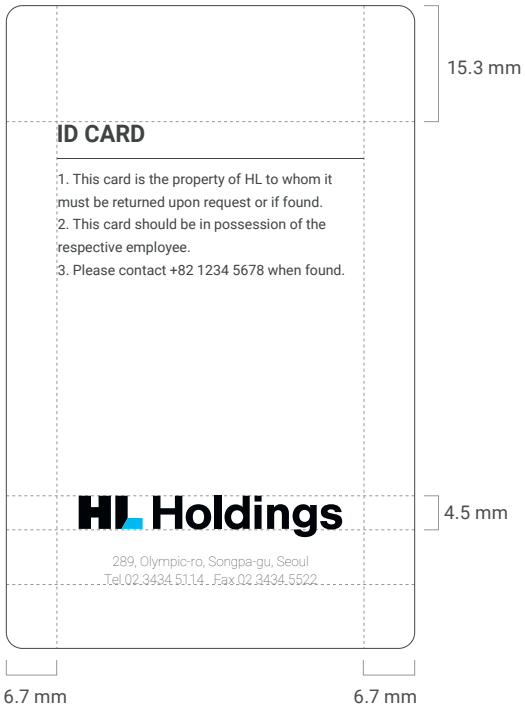
Typeface_front
Name : Roboto Bold 16pt

Typeface_back
Title : Roboto 9pt
Content : Roboto 5.3pt
(line spacing : 8.5p)

Front



Back



AS 1.13

VISITOR PASS

When producing visitor pass, careful attention is needed as it is exposed to the public regularly. Please adhere to the following standards to build and deliver a correct brand image.

Size : 540 x 850 (mm)
Scale : 100%
Printing : Offset printing

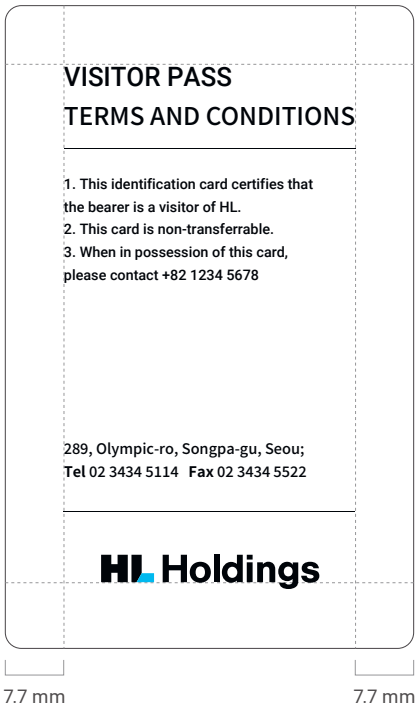
Typeface_front
Numbering : Roboto Bold
Title : Roboto Bold

Typeface_back
Content : Roboto Medium

Front



Back



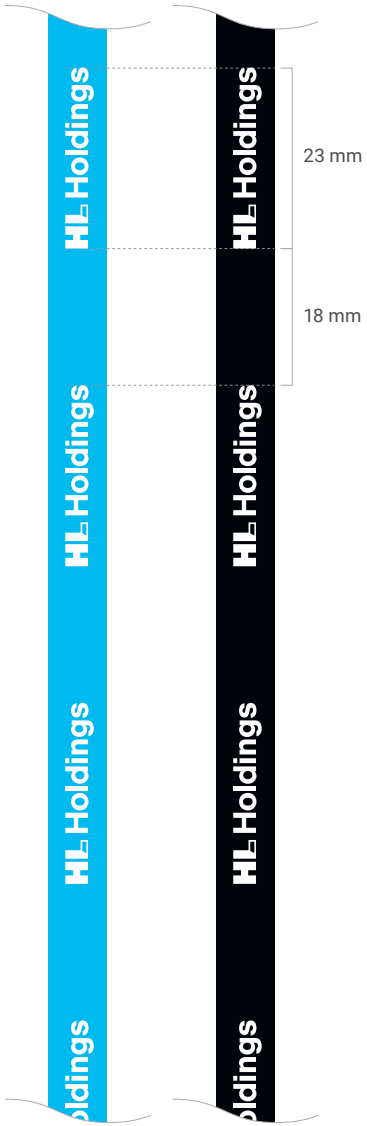
AS 1.14

ID CARD LANYARD

When producing an id card lanyard, careful attention is needed as it is exposed to the public regularly. Please adhere to the following standards to build and deliver a correct brand image.

Size : 10 x 900~ (mm)
Scale : 80%
Production : Print on white silk

Lanyard



Reel Holder



* The following image is an example. For production, apply sizes smaller than or equal to minimum size requirement. For exemption, please consult with the corresponding team/department.

AS 1.15

OFFICE NAME TAG TYPE A

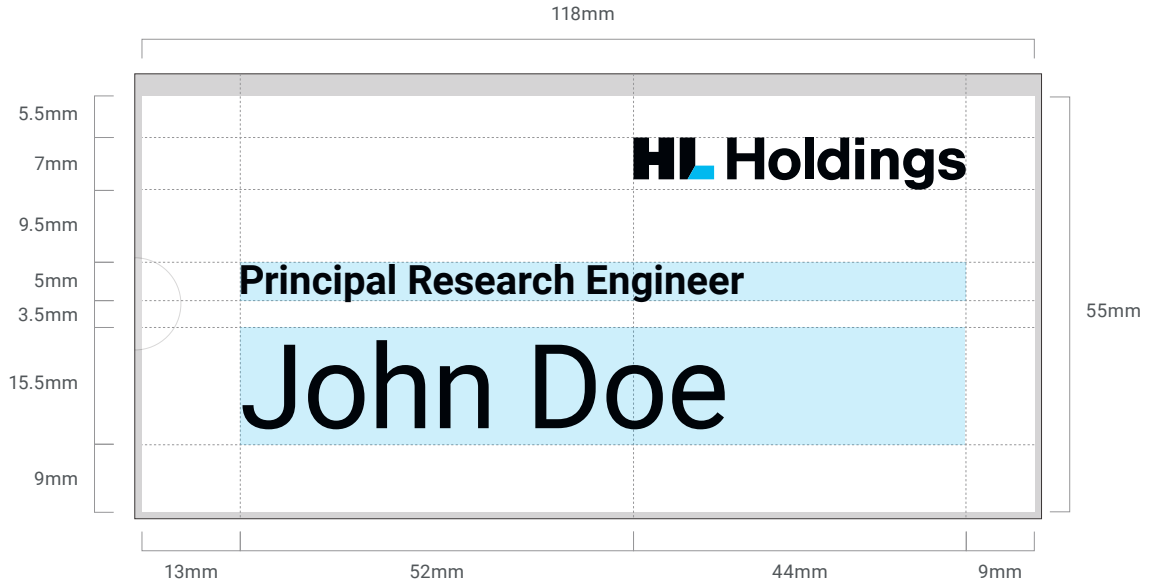
For production, please adhere to the following regulations to build and deliver a consistent brand image.

Size : 118 x 55 (mm) Scale : 100%
Production : Offset printing or digital printing
Materials : PET

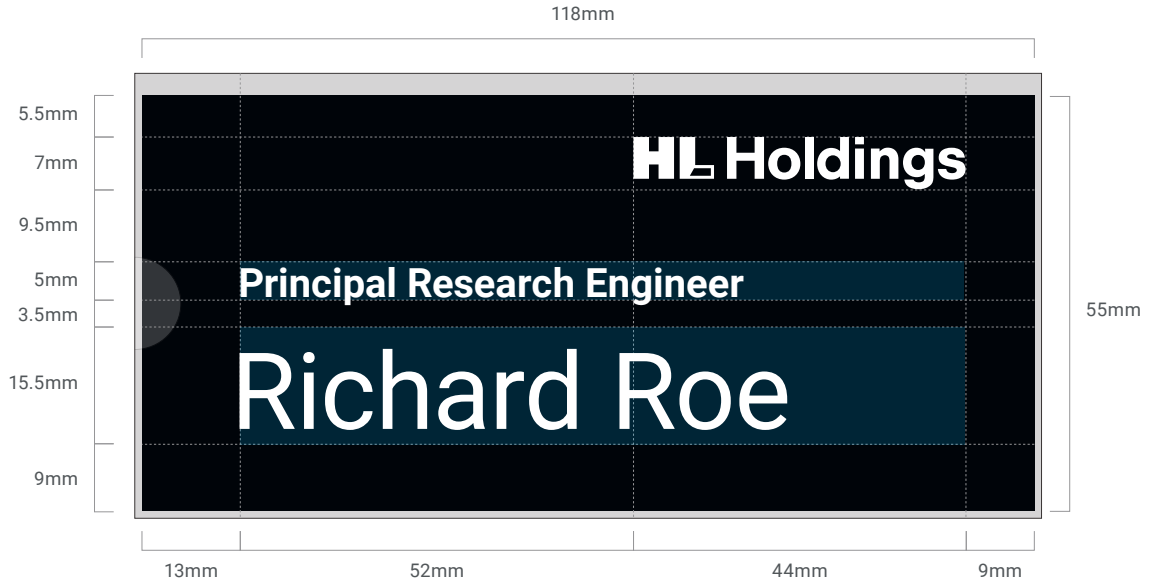
Typeface
Title : Roboto Bold (15pt)
Name : Roboto Regular (44pt)
*Smaller than 44pt in case the full name consists of more than 12 characters

TEXT AREA

Type A-1



Type A-2



AS 1.15

OFFICE NAME TAG TYPE B

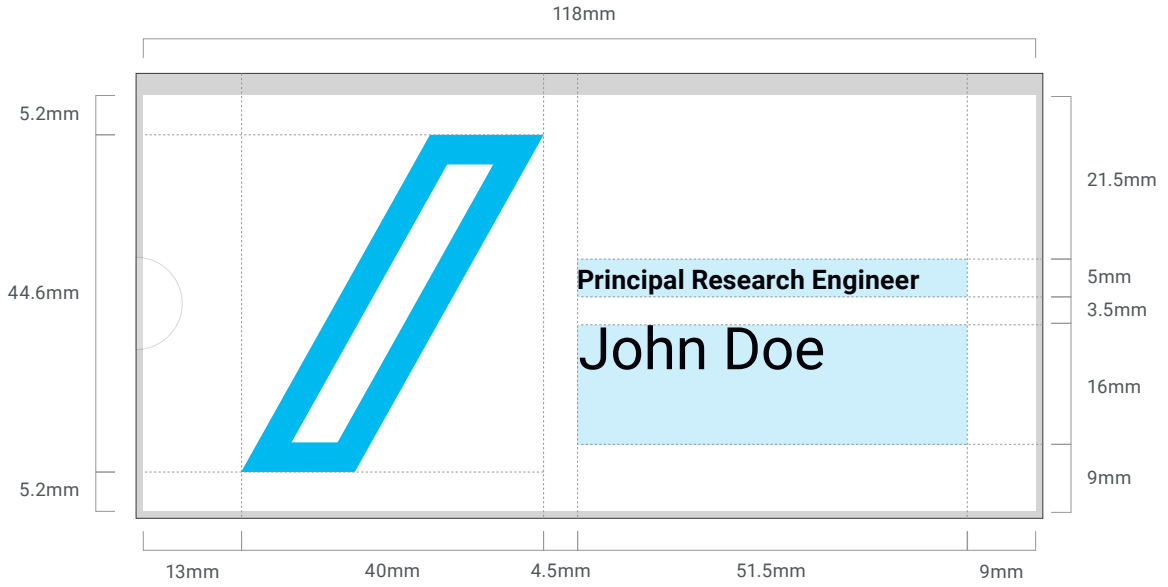
For production, please adhere to the following regulations to build and deliver a consistent brand image.

Size : 118 x 55 (mm) Scale : 100%
Production : Offset printing or digital printing
Materials : PET

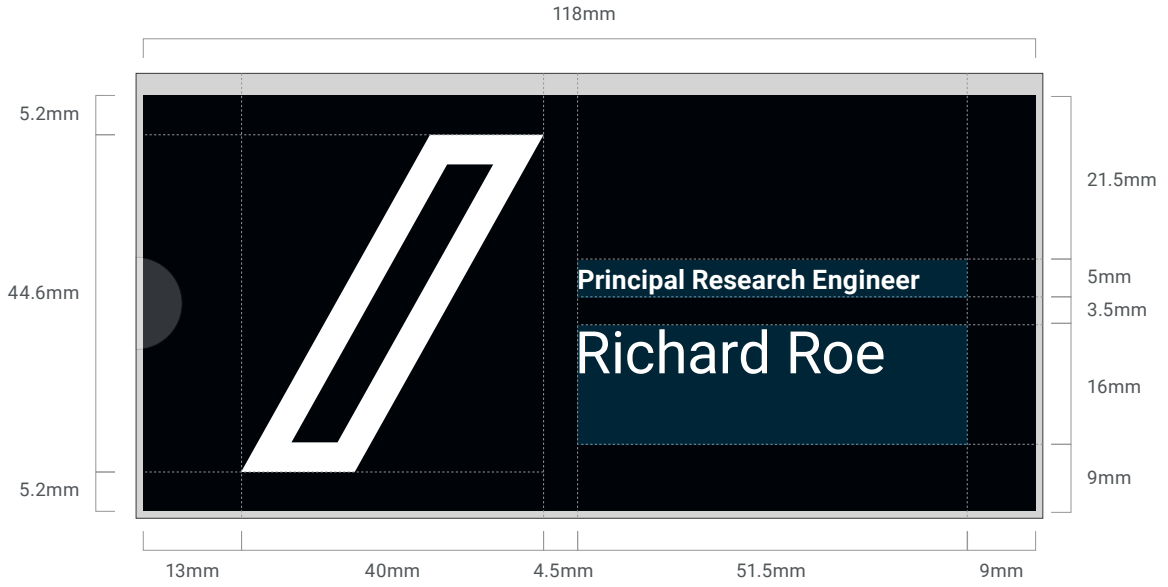
Typeface
Title : Roboto Bold (10pt)
Name : Roboto Regular (22pt)
*Smaller than 22pt in case the full name consists of more than 12 characters

TEXT AREA

Type B-1



Type B-2



AS 1.15

OFFICE NAME TAG TYPE C

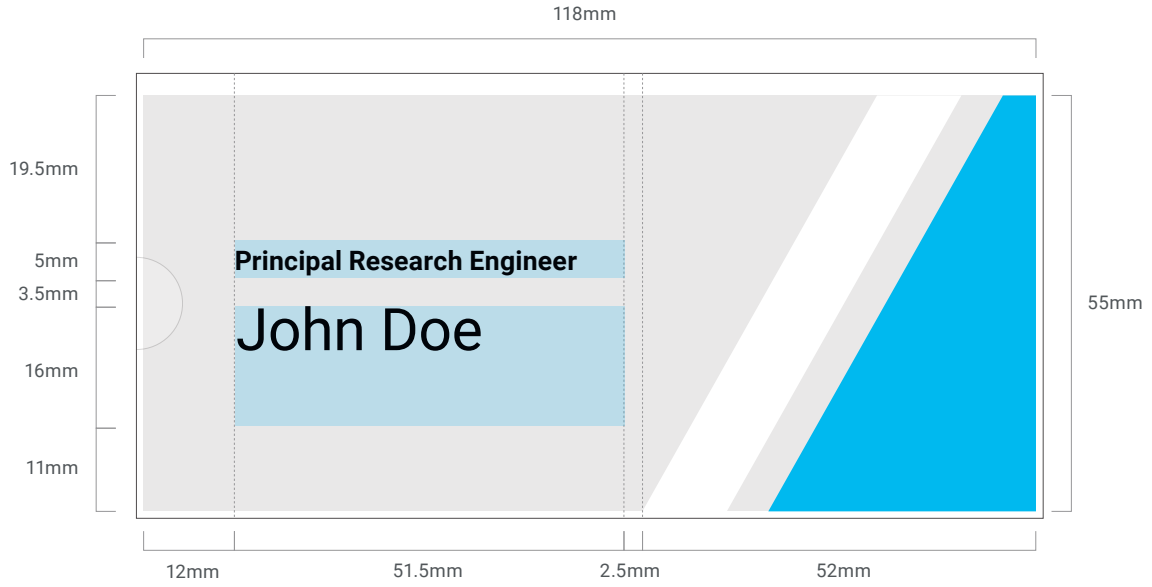
For production, please adhere to the following regulations to build and deliver a consistent brand image.

Size : 118 x 55 (mm) Scale : 100%
Production : Offset printing or digital printing
Materials : PET

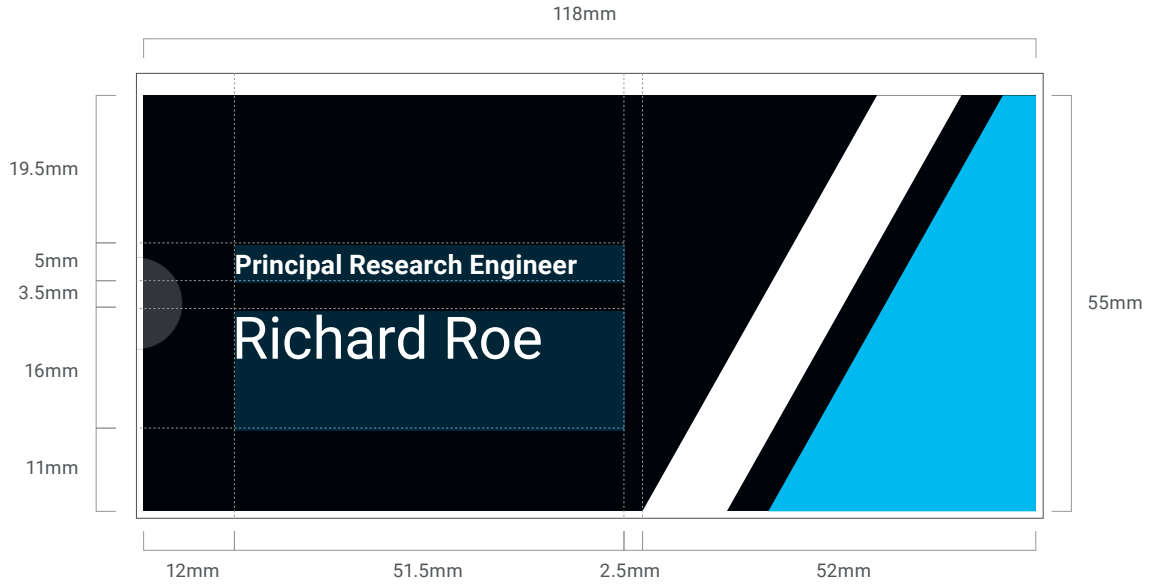
Typeface
Title : Roboto Bold (10pt)
Name : Roboto Regular (22pt)
*Smaller than 22pt in case the full name consists of more than 12 characters

TEXT AREA

Type C-1



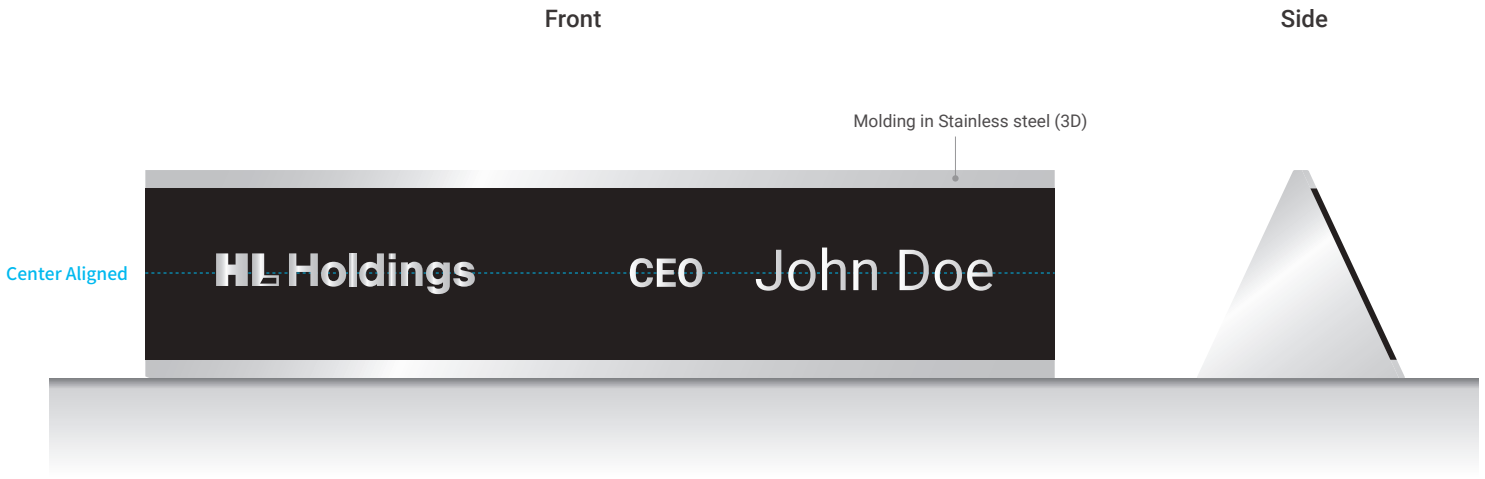
Type C-2



AS 1.15

OFFICE NAME TAG TYPE D

For production, please adhere to the following regulations to build and deliver a consistent brand image.



Size : Adjustable according to application settings
Production : Offset printing or digital printing
Materials : Stainless steel

Typeface
Title : Roboto Bold
Name : Roboto Regular
(Font size and weight may be adjusted according to application settings.)

AS 1.16

BADGE

When creating a badge, careful attention is needed as it is exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand experience.

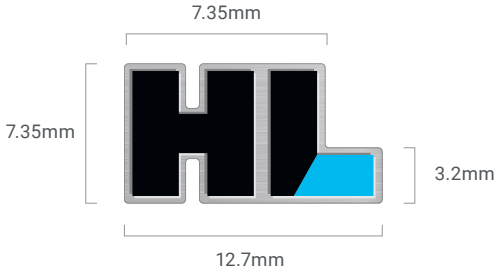
Production : Nickel, Resin coating

* Size can be adjusted when in need.

Front

Front Type A

: Resin coating (2C printing)



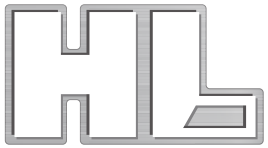
Front Type B

: Resin coating in black (1C printing)



Front Type C

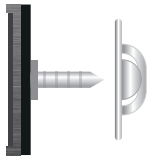
:: Resin coating in white (1C printing)



Side

Side Type A

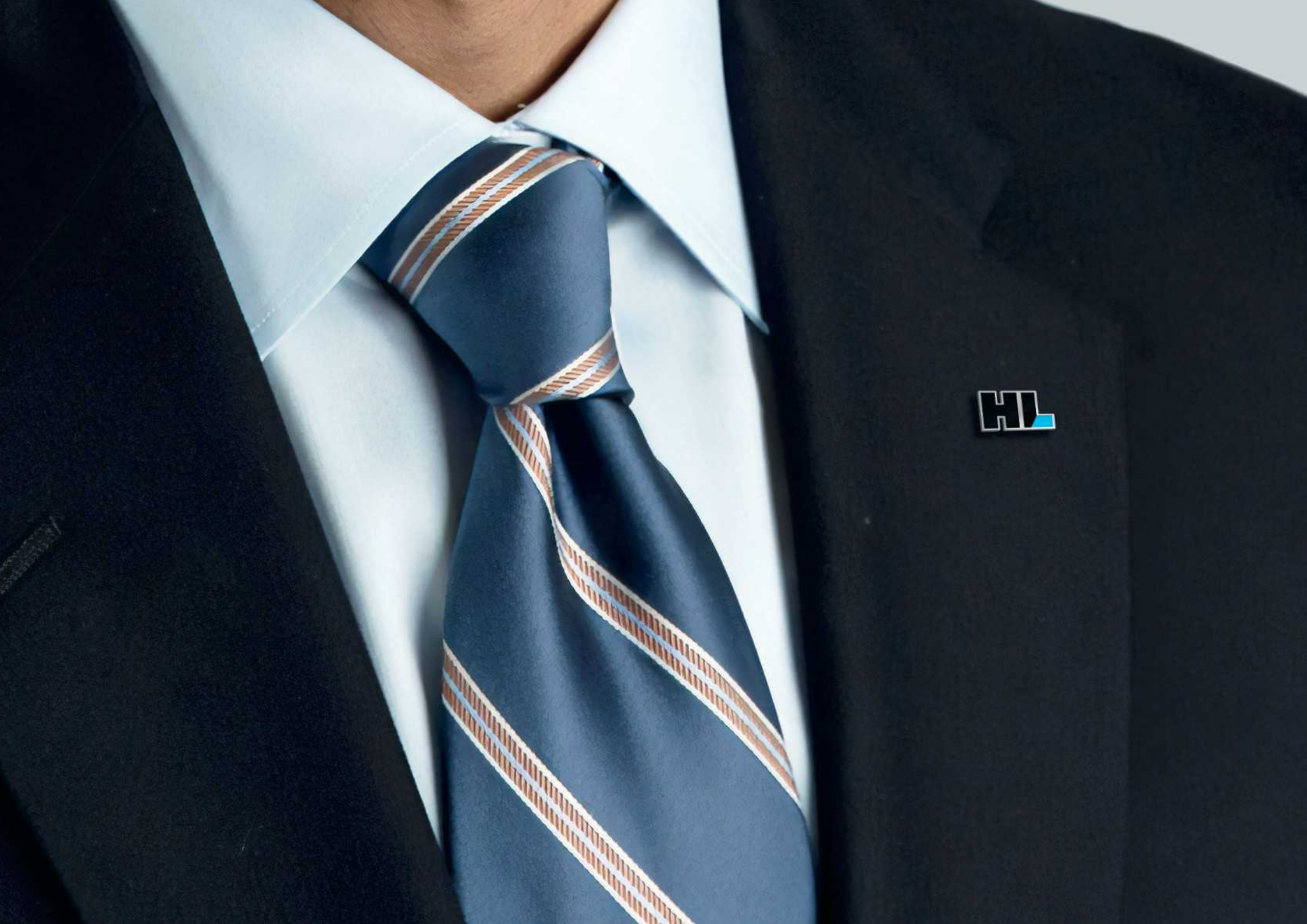
: Pin closure



Side Type B

: Magnetic Closure





AS 1.17

FILE FORM TYPE A

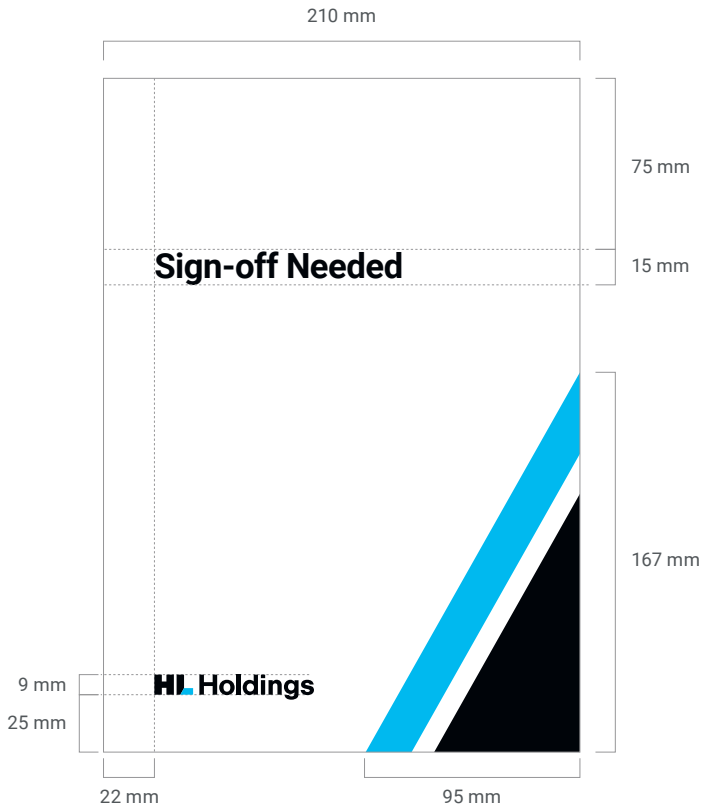
File forms should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 210 x 297 (mm)
Scale : 30%
Printing : Offset printing
Materials : white high grade printing paper over 80g/m² or PVC

Type A-1



Type A-2



AS 1.17

FILE FORM TYPE B

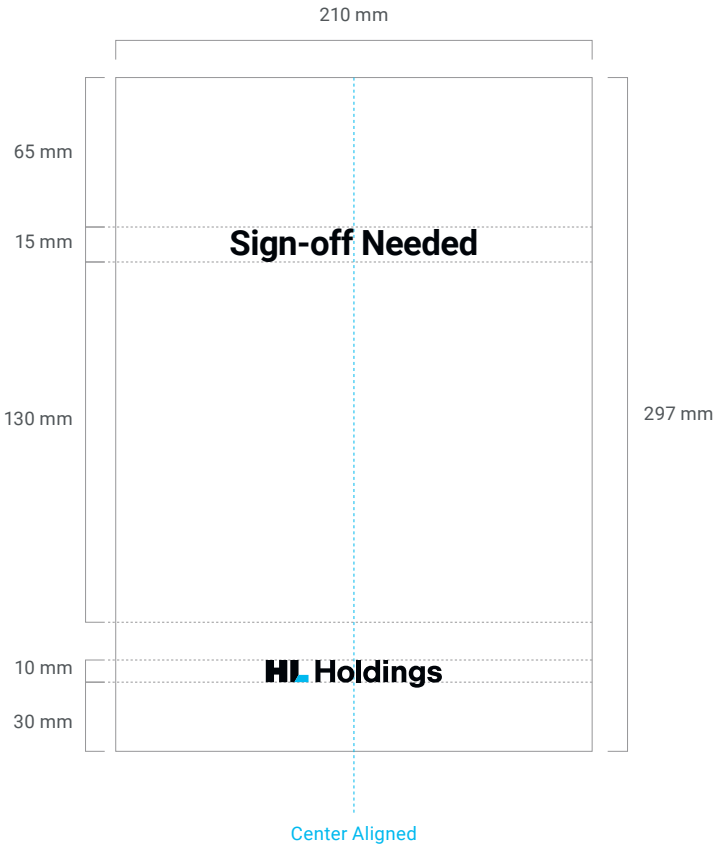
File forms should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 235 x 310 (mm)
Inner section size : A4
Scale : 30%
Production : Silver stamping
Materials : Fake leather or PVC / white high grade printing paper over 80g/m²

Type B-1



Type B-2

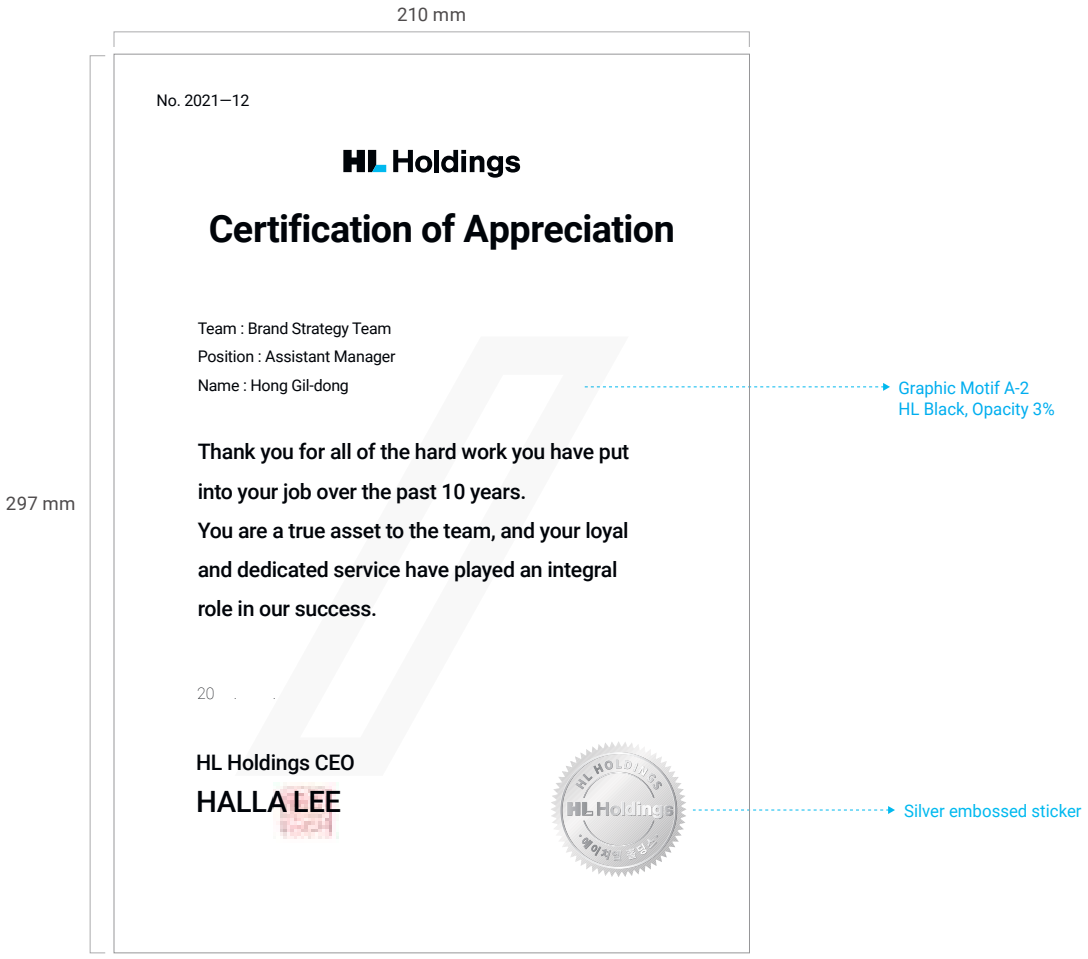


AS 1.18

AWARD FORM TYPE A

Award form should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 210 x 297 (mm)
Scale : 40%
Production : Offset printing
Materials : White imitation vellum paper 180g/m² or white high grade printing paper over 180g/m²

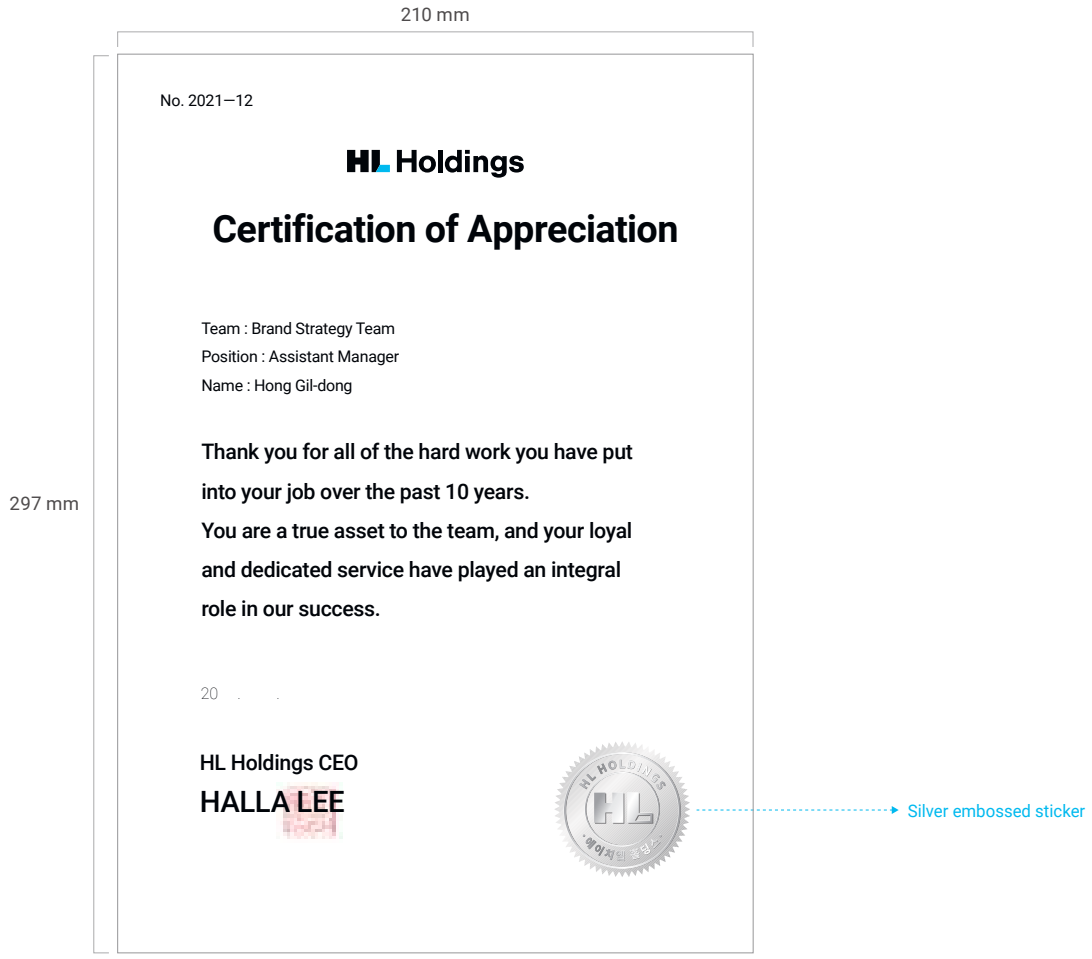


AS 1.18

AWARD FORM TYPE B

Award form should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 210 x 297 (mm)
Scale : 40%
Production : Offset printing
Materials : White imitation vellum paper 180g/m² or white high grade printing paper over 180g/m²

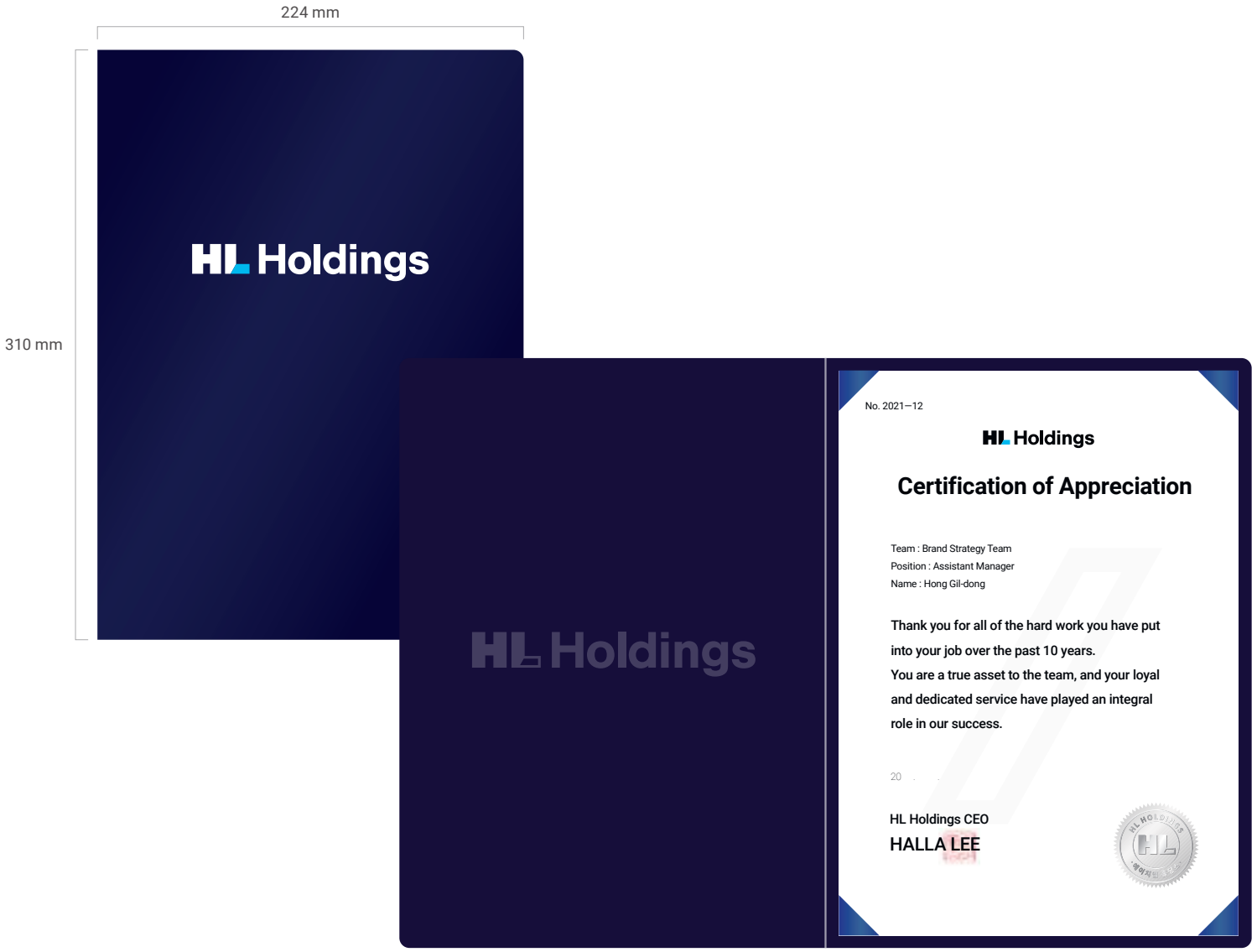


AS 1.19

AWARD CASE TYPE A

Award cases should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 224 x 310 (mm)
Paper Size : A4
Scale : 30%
Production : Offset printing
Materials : Ultramarine velvet

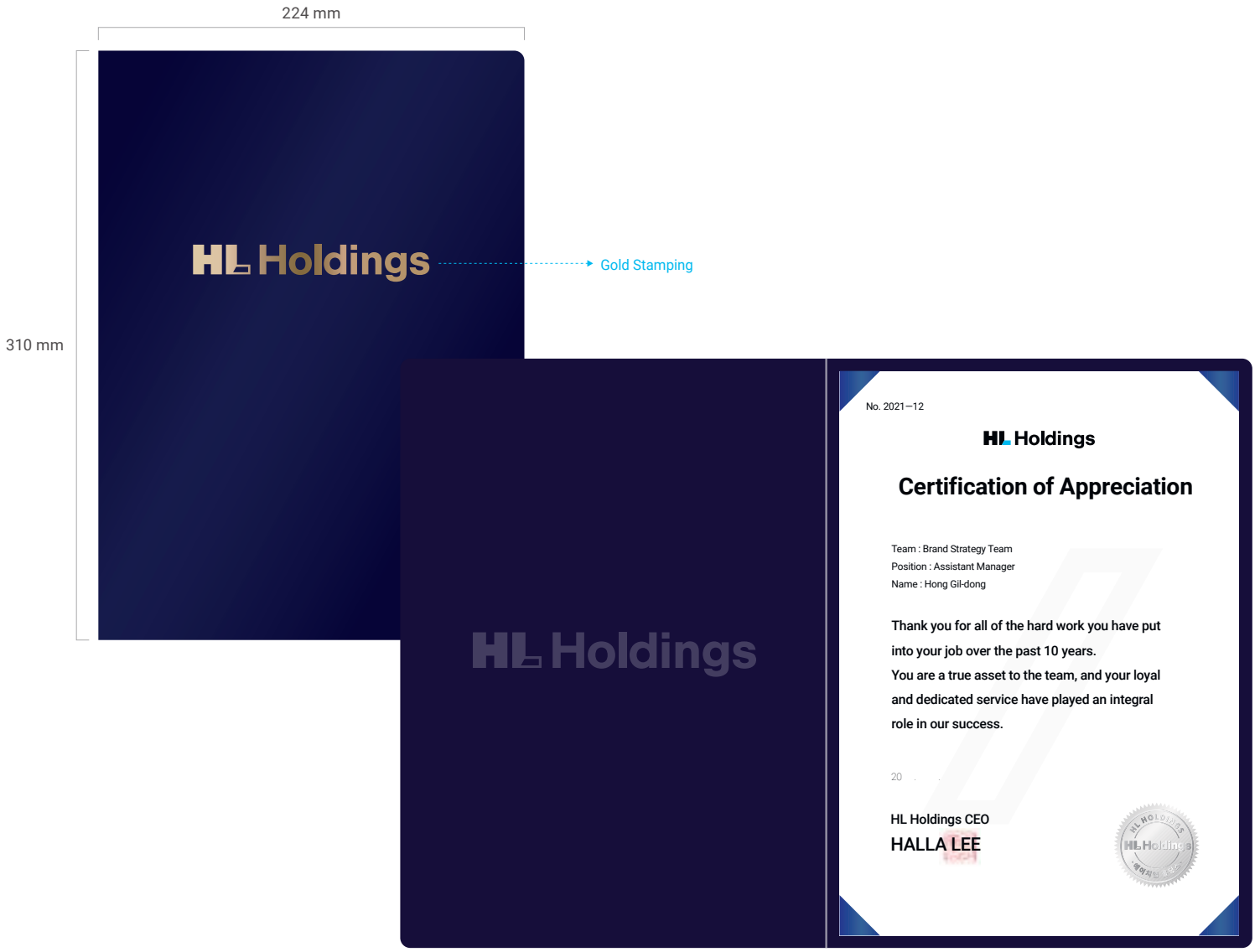


AS 1.19

AWARD CASE TYPE B

Award cases should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 224 x 310 (mm)
Paper Size : A4
Scale : 30%
Production : Offset printing
Materials : Ultramarine velvet



AS 1.20

PLAQUE TYPE A

Plaques of appreciation should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 78 x 195 (mm)
Scale : 65%
Production : Print in color, print in white
Materials : Metal crystal



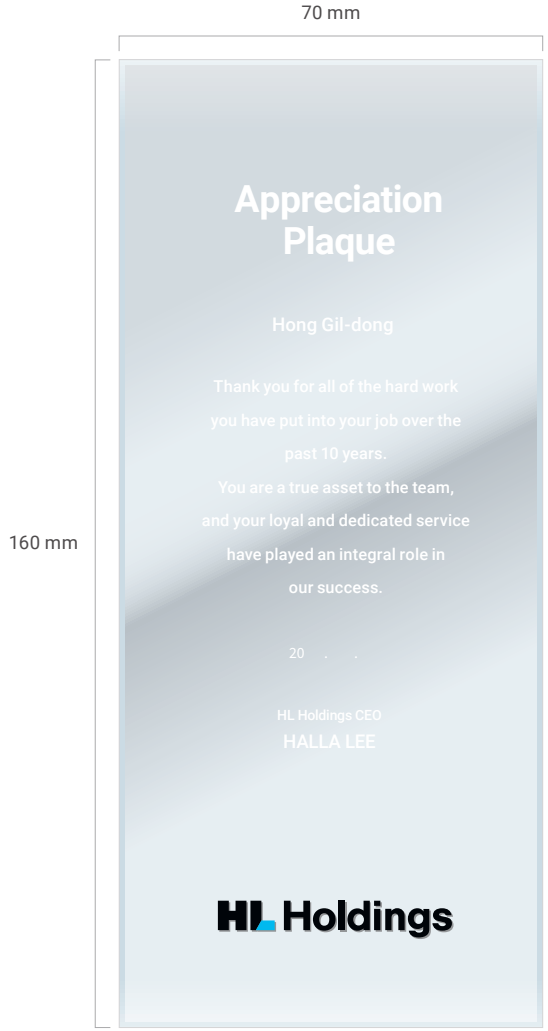
AS 1.20

PLAQUE TYPE B

Plaques of appreciation should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 70 X 160 (mm)
Scale : 80%
Production : Print in color, print in white
Materials : Crystal







AS 1.20

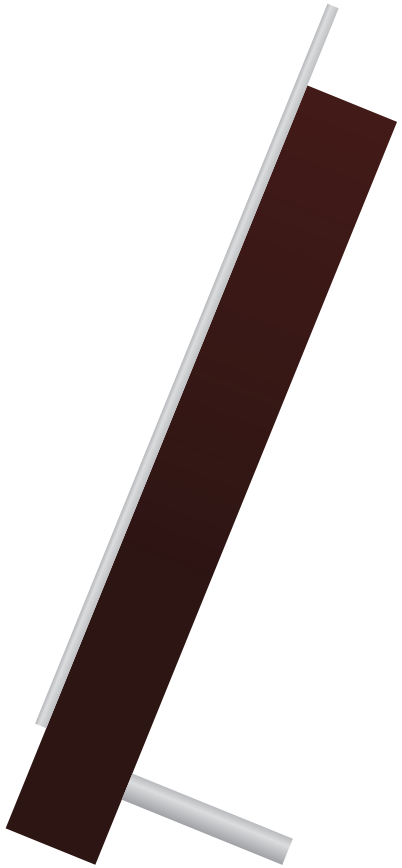
PLAQUE TYPE C

Plaques of appreciation should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 190 x 260 (mm)
Scale : 45%
Production : UV printing
Materials : Wood, Stainless steel







AS 1.21

CORPORATE CORE VALUE TYPE A

For production, please adhere to the following regulations to build and deliver a consistent brand image.

Size : 543 x 392 (mm) Scale : 30%
Production : Offset printing or digital printing

Typeface
TItle : Roboto Bold 166pt
(Letter spacing 250)
Content : Roboto Bold 95pt
(Letter spacing 250)



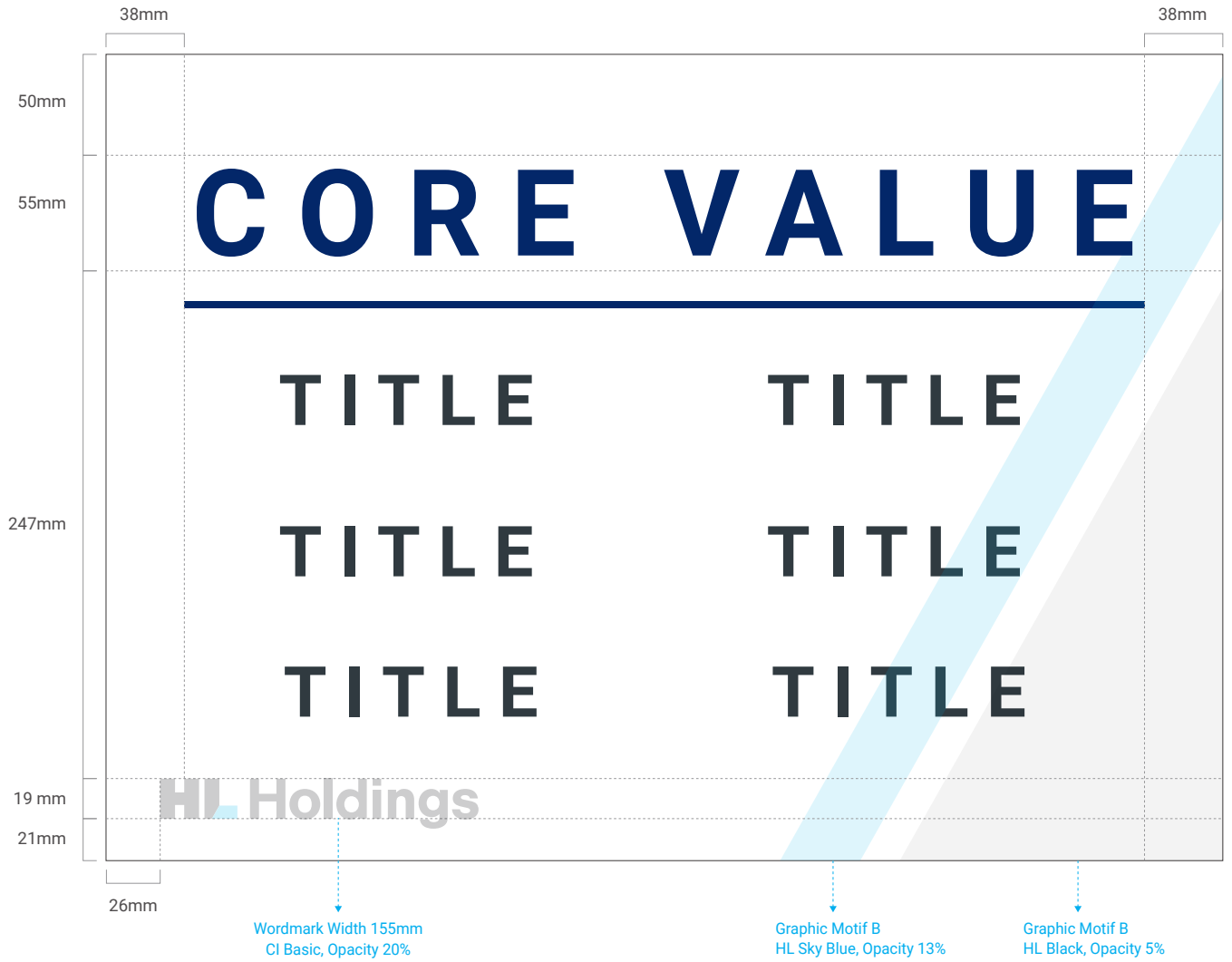
AS 1.21

CORPORATE CORE VALUE TYPE B

For production, please adhere to the following regulations to build and deliver a consistent brand image.

Size : 543 x 392 (mm) Scale : 30%
Production : Offset printing or digital printing

Typeface
TItle : Roboto Bold 166pt
(Letter spacing 250)
Content : Roboto Bold 95pt
(Letter spacing 250)



AS 1.22

MANAGEMENT POLICY TYPE A

For production, please adhere to the following regulations to build and deliver a consistent brand image.



Size : 543 x 392 (mm) Scale : 30%
Production : Offset printing or digital printing

Typeface
TItle : Roboto Bold 100pt
(Horizonal scale 97%, Letter spacing 100)
Content : Roboto Bold 95pt
(Letter spacing 250)

AS 1.22

MANAGEMENT POLICY TYPE B

For production, please adhere to the following regulations to build and deliver a consistent brand image.

Size : 543 x 392 (mm) Scale : 30%
Production : Offset printing or digital printing

Typeface
TItle : Roboto Bold 100pt
(Horizonal scale 97%, Letter spacing 100)
Content : Roboto Bold 95pt
(Letter spacing 250)



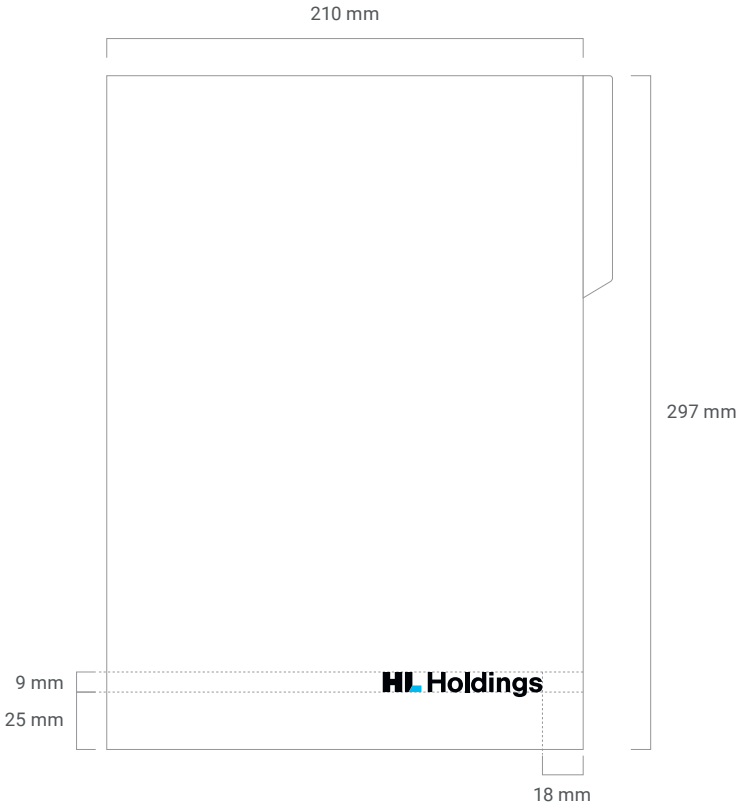
AS 1.23

FILE FOLDER TYPE A

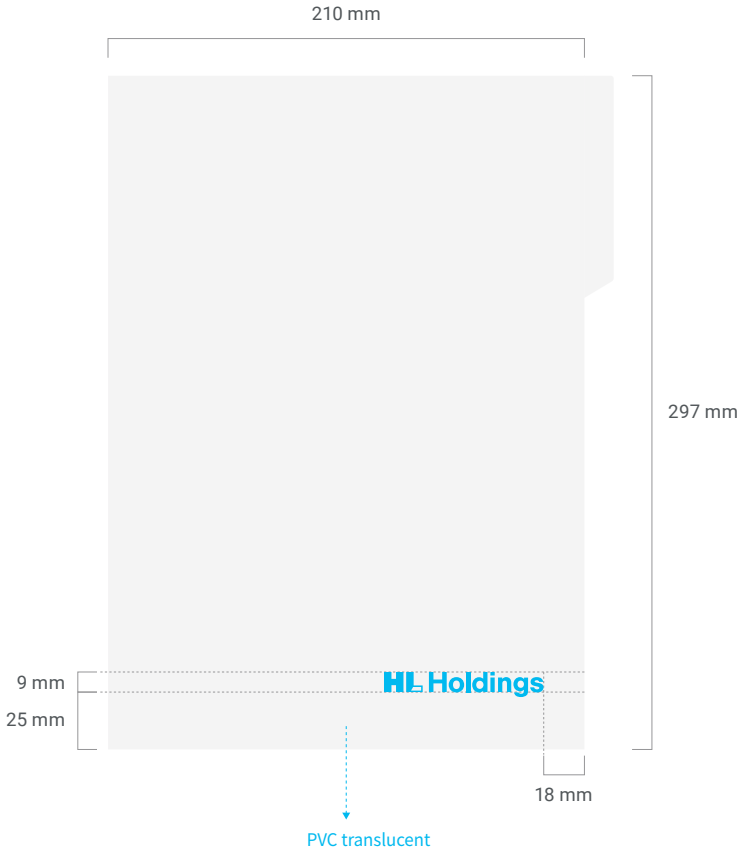
File folders should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 210 x 297 (mm)
Scale : 30%
Production : Offset printing or PVC printing
Materials : White high grade printing paper over 80g/m² or PVC

Type A-1



Type A-2



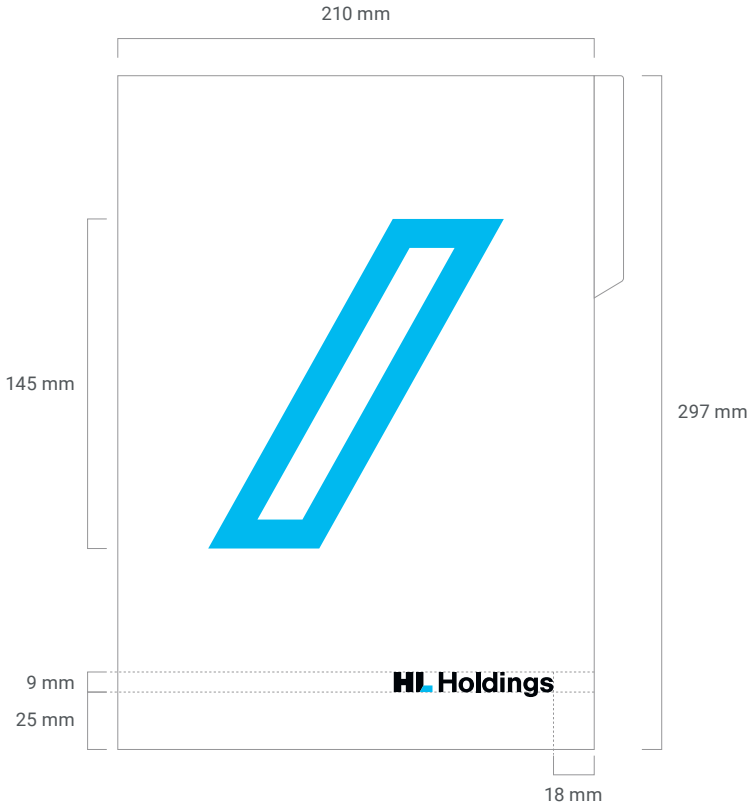
AS 1.23

FILE FOLDER TYPE B

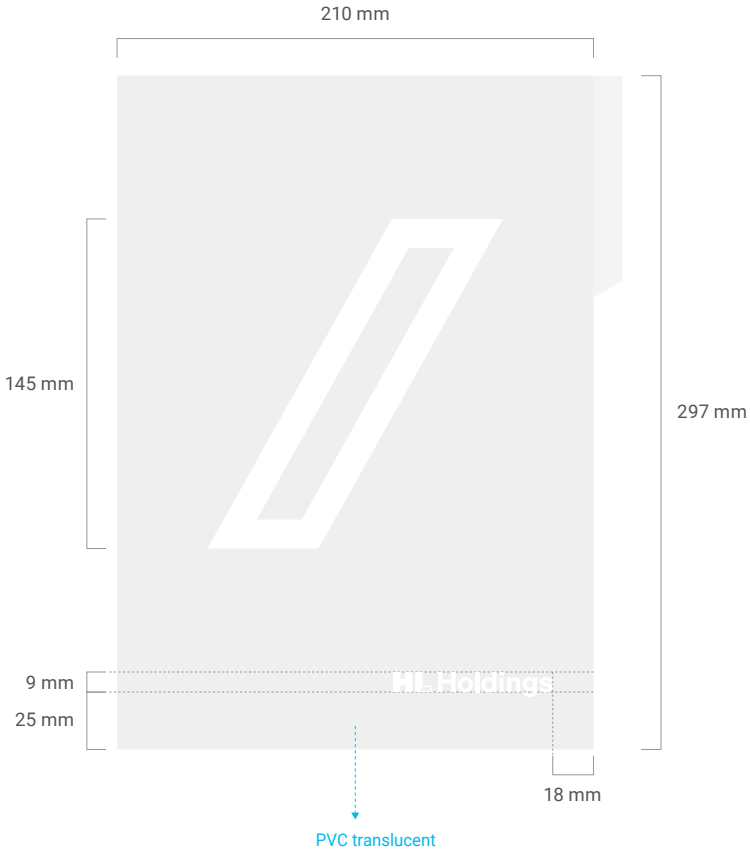
File folders should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Size : 210 x 297 (mm)
Scale : 30%
Production : Offset printing or PVC printing
Materials : White high grade printing paper over 80g/m² or PVC

Type B-1



Type B-2



APPLICATION SYSTEM 2

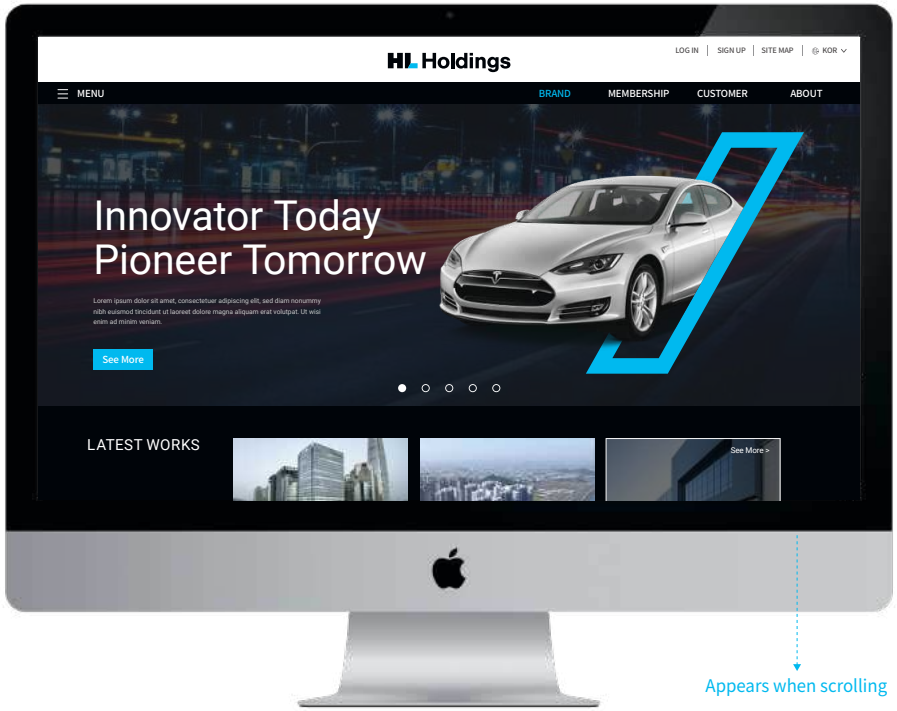
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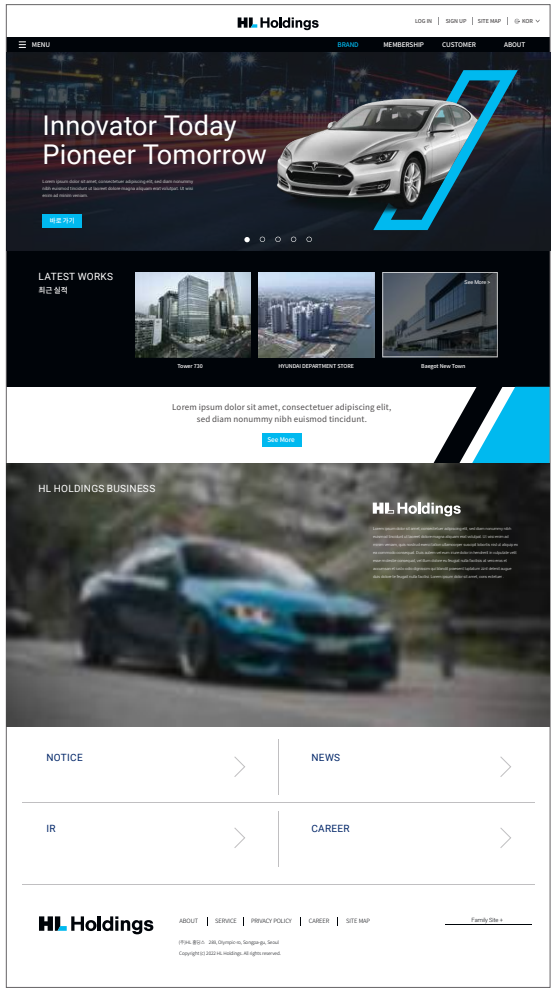
AS 2.01

WEBSITE LOOK & FEEL TYPE A

When creating a website, careful attention is needed as it is exposed to our customers at all times. Please refer to the following standards to build and deliver a consistent brand experience.

Type A : Motif A-1



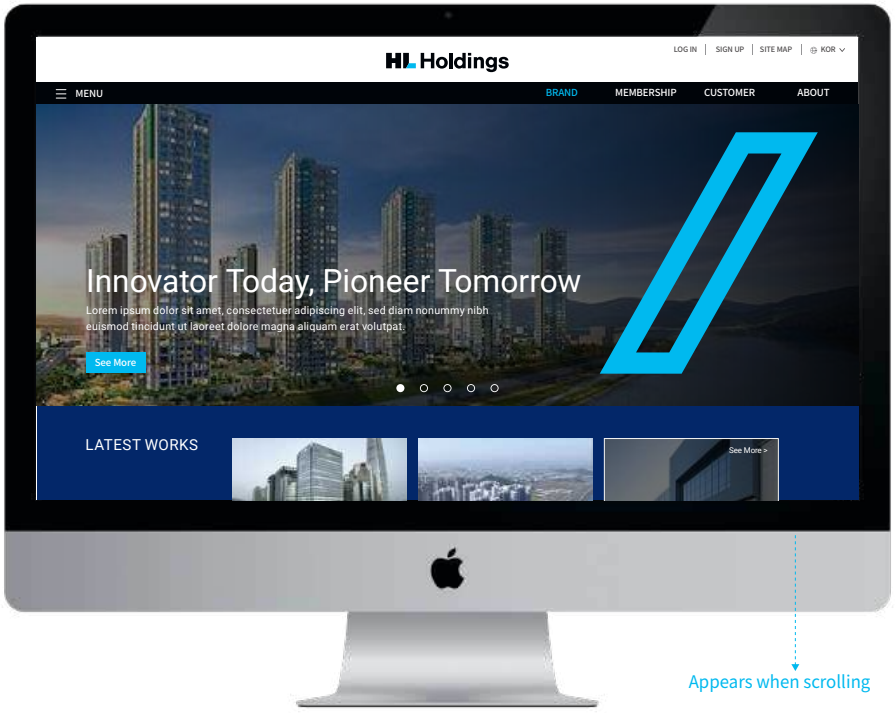


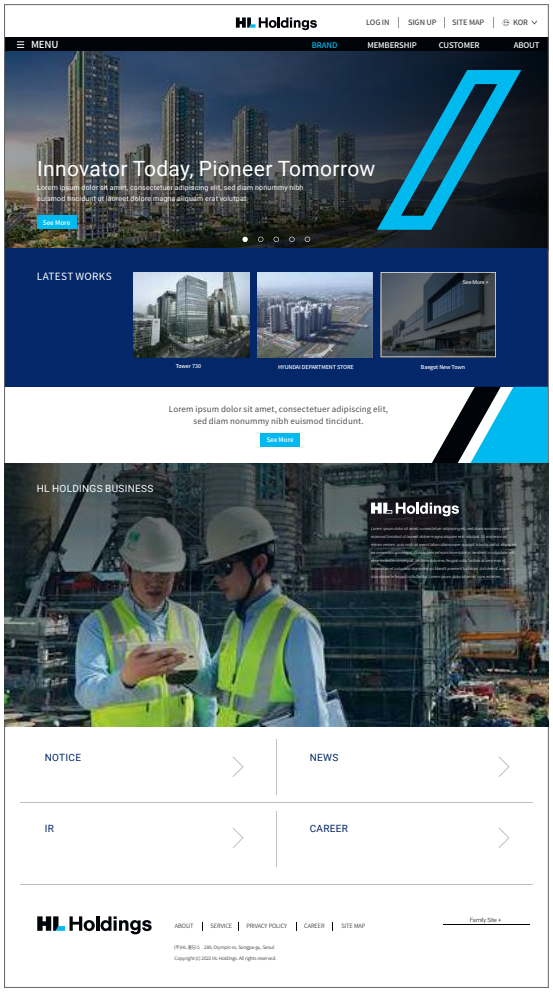
AS 2.01

WEBSITE LOOK & FEEL TYPE B

When creating a website, careful attention is needed as it is exposed to our customers at all times. Please refer to the following standards to build and deliver a consistent brand experience.

Type B : Motif A-2



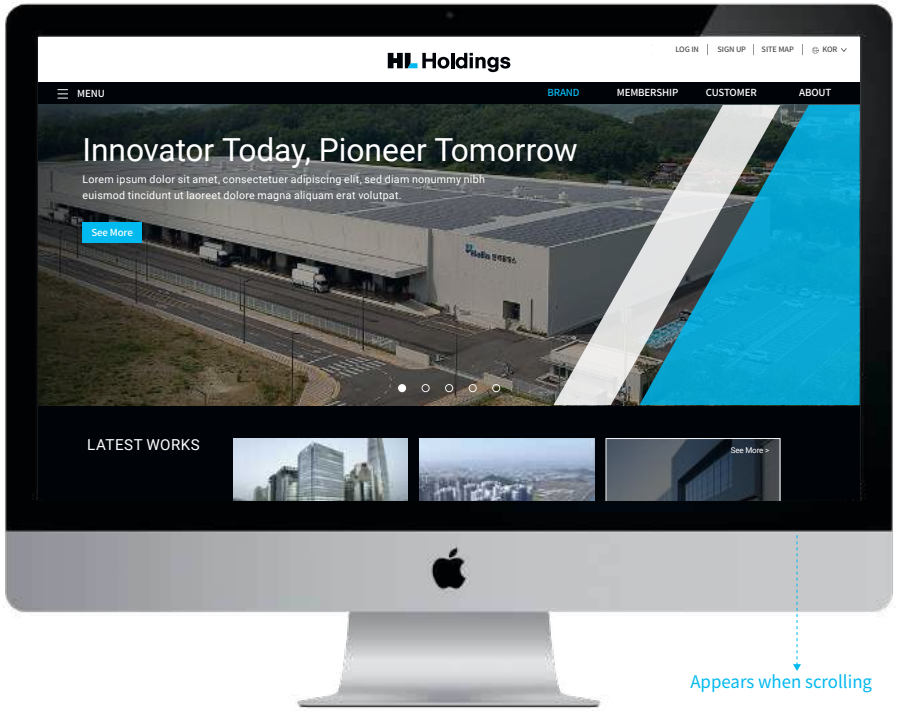


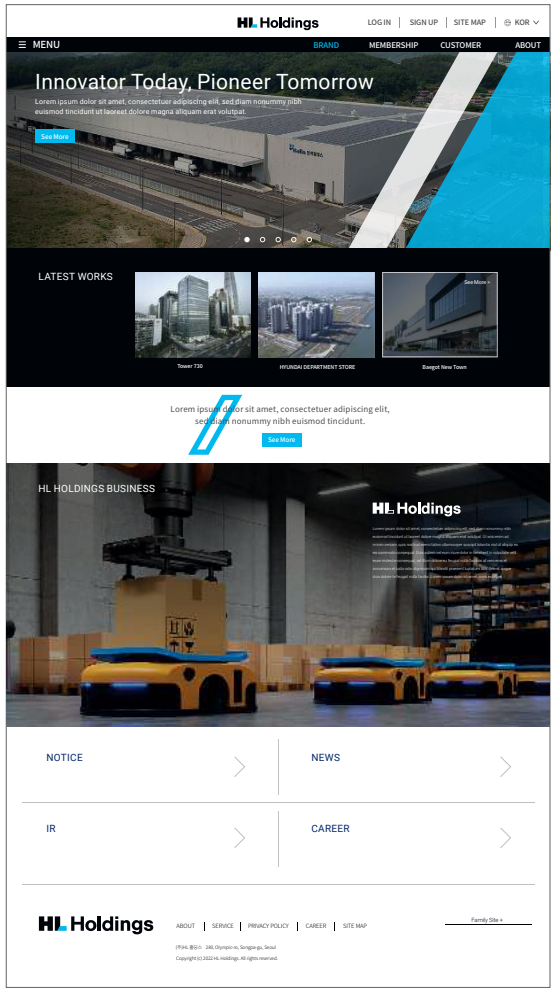
AS 2.01

WEBSITE LOOK & FEEL TYPE C

When creating a website, careful attention is needed as it is exposed to our customers at all times. Please refer to the following standards to build and deliver a consistent brand experience.

Type C : Motif B



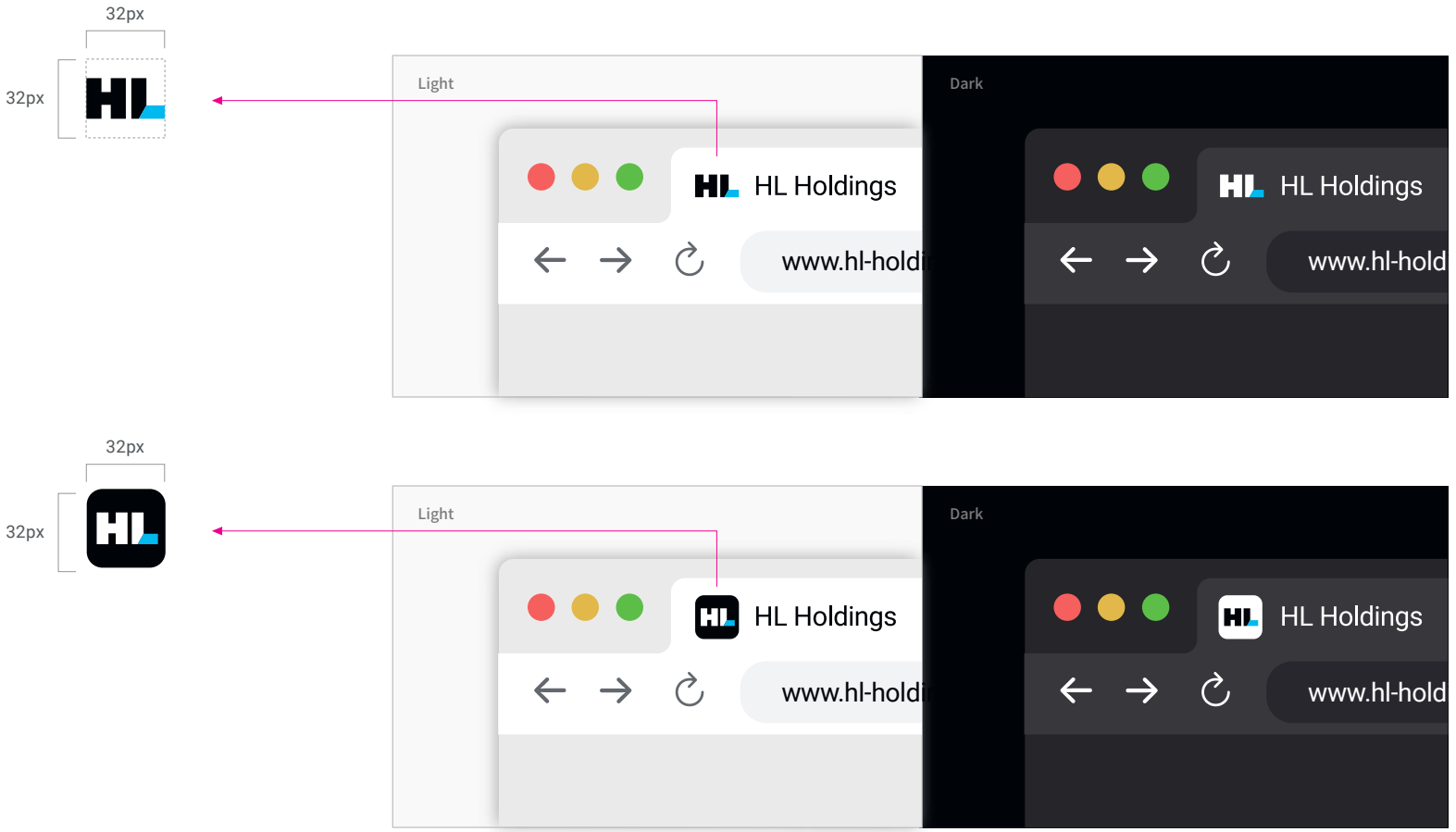


AS 2.02

FAVICON (WEB)

When designing a favicon, careful attention is needed as it is exposed to our customers at all times. Please refer to the following standards to build and deliver a consistent brand experience.

Size : 32 x 32 (px)



Examples of color application



AS 2.03

APP ICON (MOBILE)

When designing an app icon, careful attention is needed as it is exposed to our customers at all times. Please refer to the following standards to build and deliver a consistent brand experience.

Size : 1024 x 1024 (px)









Examples of color application



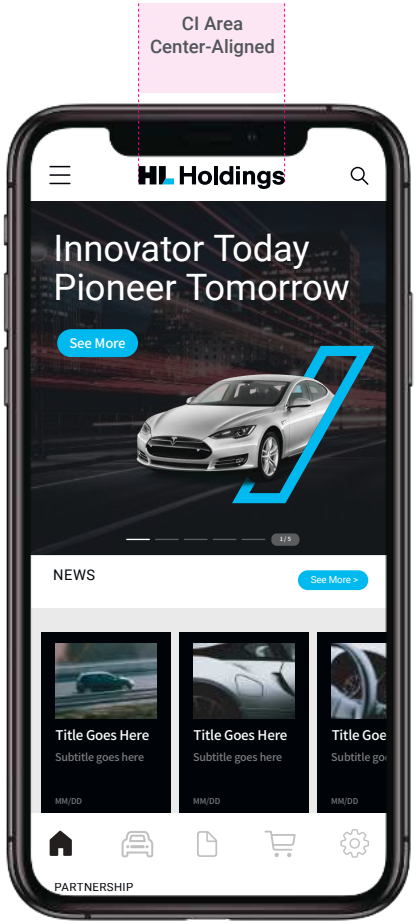
AS 2.04

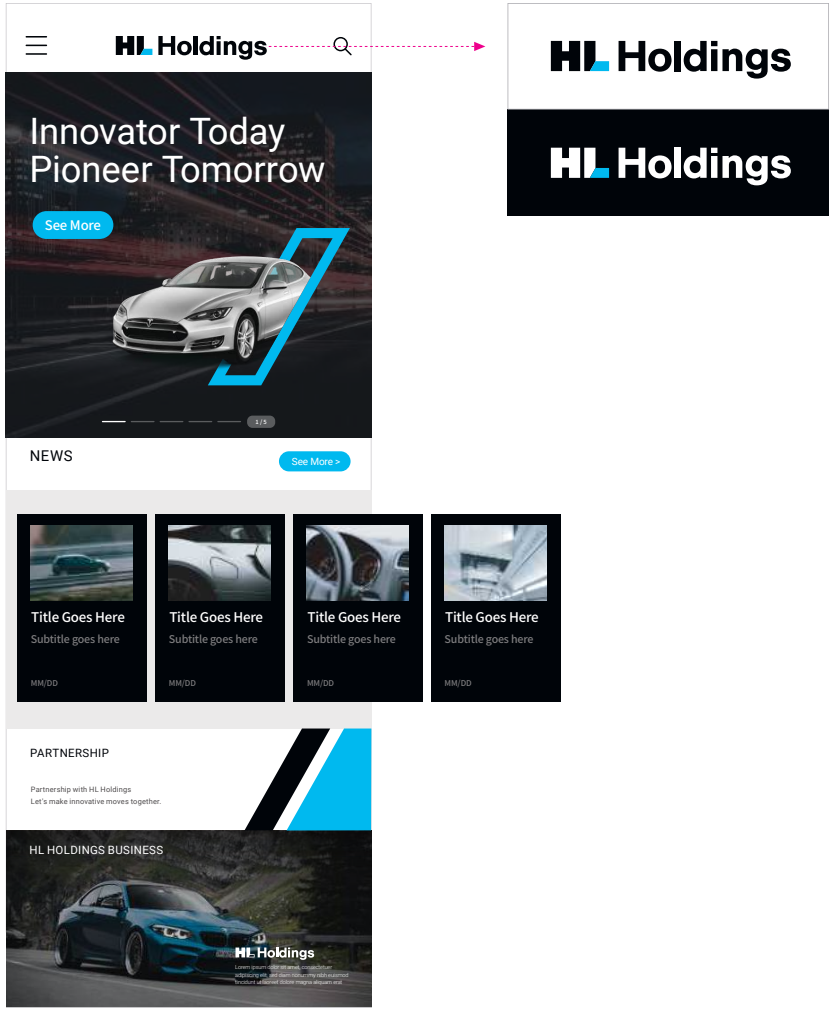
MOBILE CI GUIDE TYPE A

When using the CI on mobile platforms, careful attention is needed as it is exposed to our customers at all times. Please refer to the following standards to build and deliver a consistent brand experience.

Type A : Motif A-1

*There may be a need for a size adjustment depending on the OS and device types. In such cases, please consult with the team/department responsible for brand management.





CI Color Usage

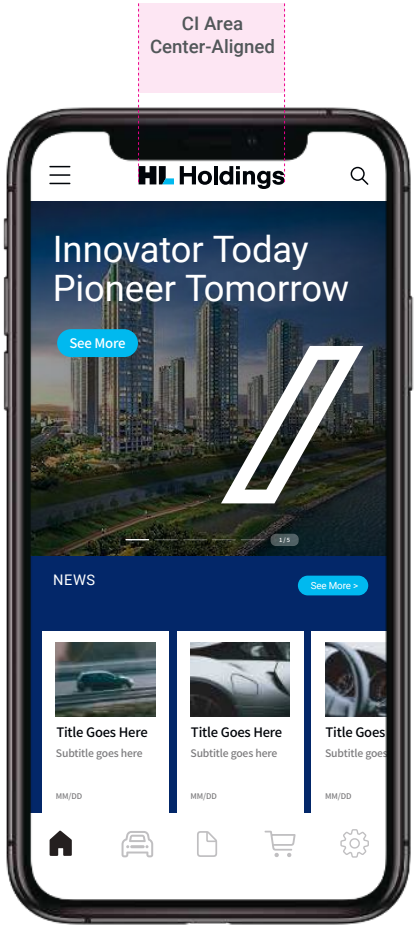
AS 2.04

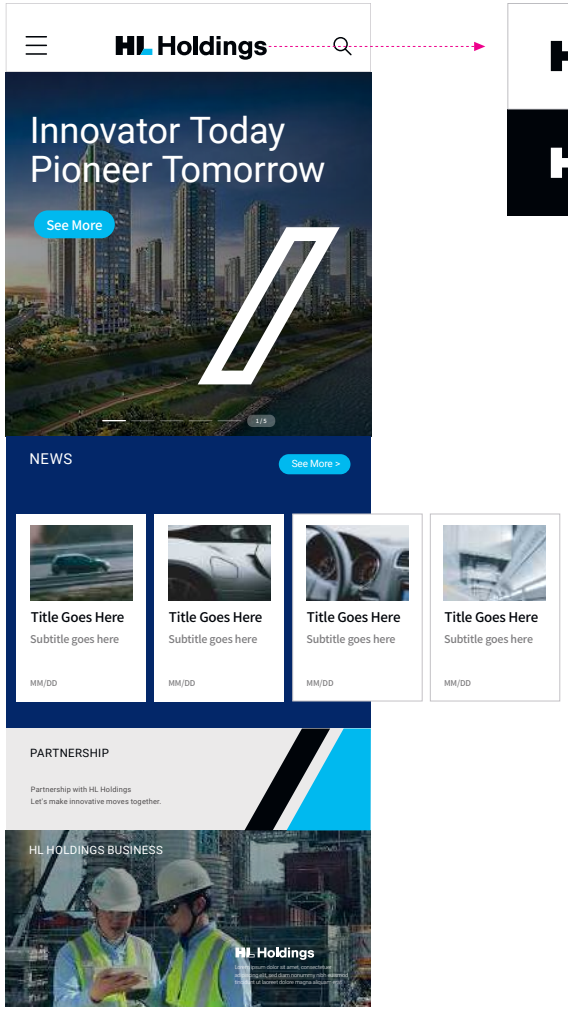
MOBILE CI GUIDE TYPE B

When using the CI on mobile platforms, careful attention is needed as it is exposed to our customers at all times. Please refer to the following standards to build and deliver a consistent brand experience.

Type A : Motif A-2

*There may be a need for a size adjustment depending on the OS and device types. In such cases, please consult with the team/department responsible for brand management.





CI Color Usage



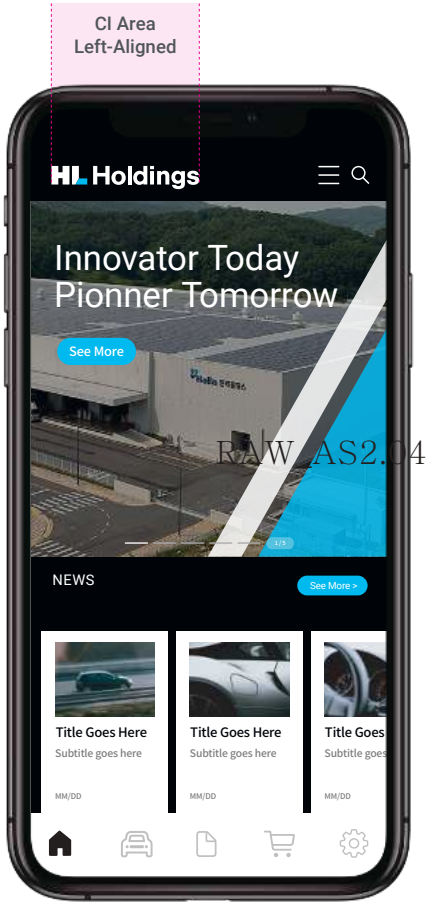
AS 2.04

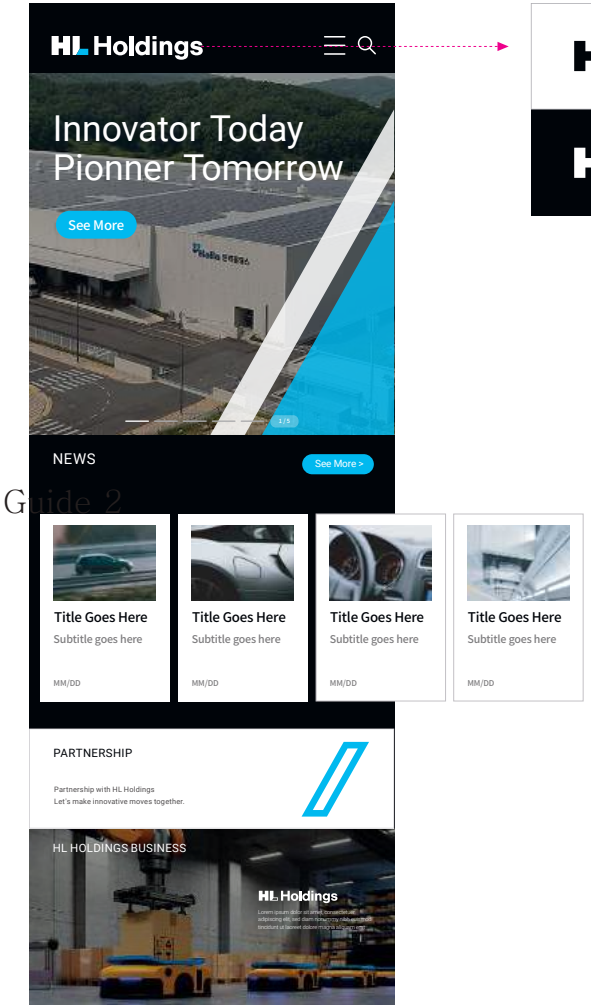
MOBILE CI GUIDE TYPE C

When using the CI on mobile platforms, careful attention is needed as it is exposed to our customers at all times. Please refer to the following standards to build and deliver a consistent brand experience.

Type C : Motif B

*There may be a need for a size adjustment depending on the OS and device types. In such cases, please consult with the team/department responsible for brand management.





CI Color Usage



RAW_AS2.04 App CI Guide 2

AS 2.05

WALL PAPER (WEB) TYPE A

When using the wall paper, careful attention is needed as it is frequently exposed. Please refer to the following standards to build and deliver a consistent brand experience.



AS 2.05

WALL PAPER (WEB) TYPE B

When using the wall paper, careful attention is needed as it is frequently exposed. Please refer to the following standards to build and deliver a consistent brand experience.



AS 2.05

WALL PAPER (MOBILE)

When using the wall paper, careful attention is needed as it is frequently exposed. Please refer to the following standards to build and deliver a consistent brand experience.

Type A



Type B



Type C



AS 2.06

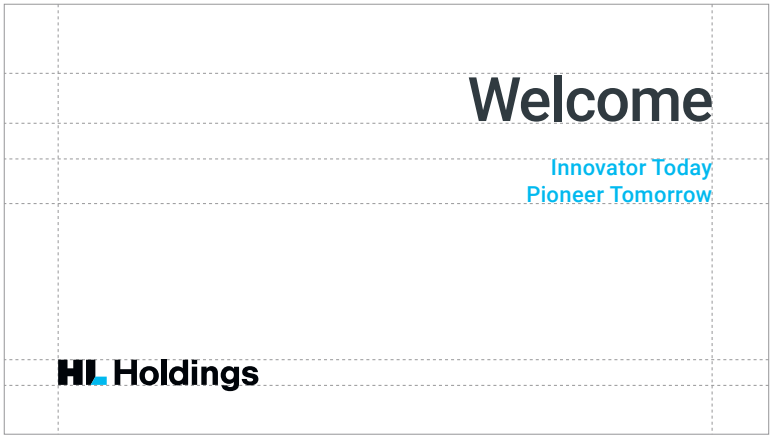
WELCOME BOARD TYPE A

Welcome boards should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

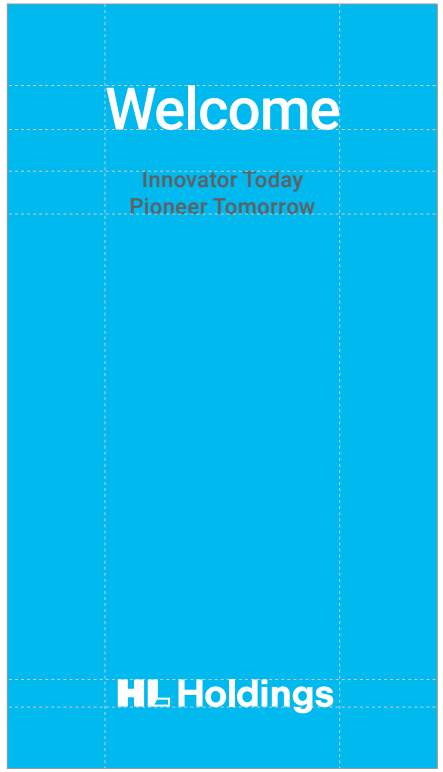
Screen Size
Landscape (1920x1080)
Portrait (1080x1920)
16:9 aspect ration

Typeface
Roboto, Noto Sans KR

Horizontal (16:9)



Vertical (9:16)



AS 2.06

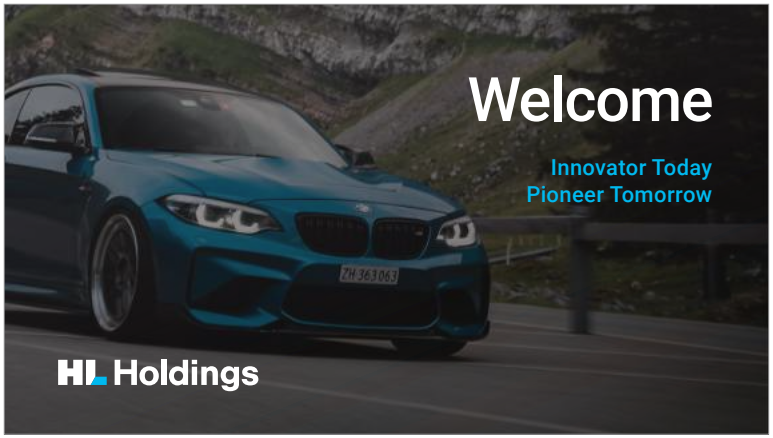
WELCOME BOARD TYPE A

Welcome boards should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Screen Size
Landscape (1920x1080)
Portrait (1080x1920)
16:9 aspect ration

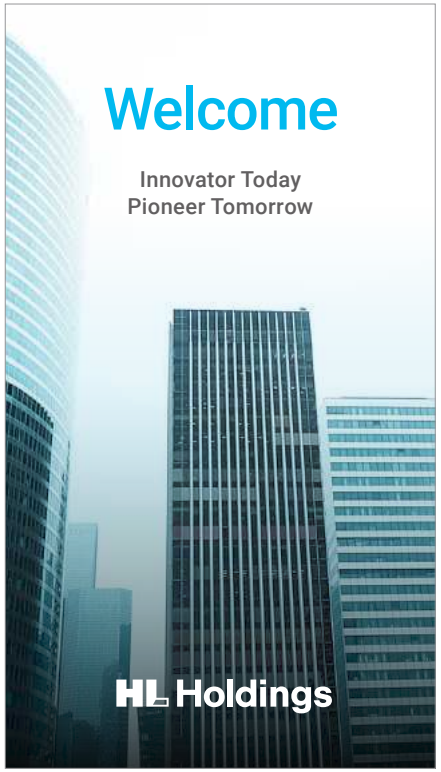
Typeface
Roboto, Noto Sans KR

Horizontal (16:9)



* Images on this page are used for illustrative purpose only.

Vertical (9:16)



AS 2.06

WELCOME BOARD TYPE B

Welcome boards should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

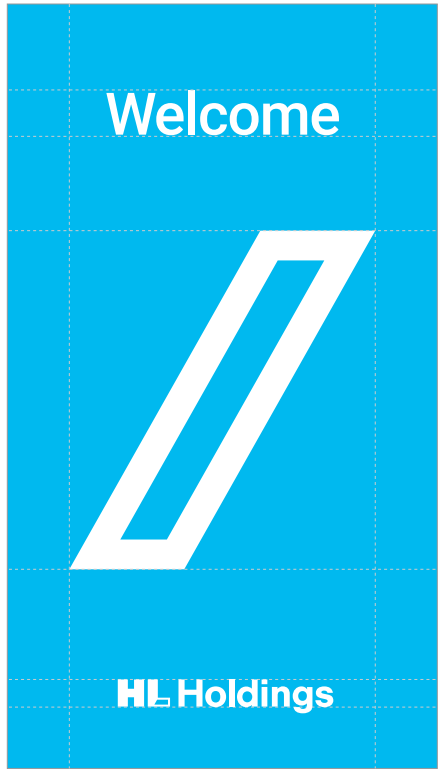
Screen Size
Landscape (1920x1080)
Portrait (1080x1920)
16:9 aspect ration

Typeface
Roboto, Noto Sans KR

Horizontal (16:9)



Vertical (9:16)



AS 2.06

WELCOME BOARD TYPE B

Welcome boards should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Screen Size
Landscape (1920x1080)
Portrait (1080x1920)
16:9 aspect ration

Typeface
Roboto, Noto Sans KR

Horizontal (16:9)



* Images on this page are used for illustrative purpose only.

Vertical (9:16)



AS 2.06

WELCOME BOARD TYPE C

Welcome boards should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

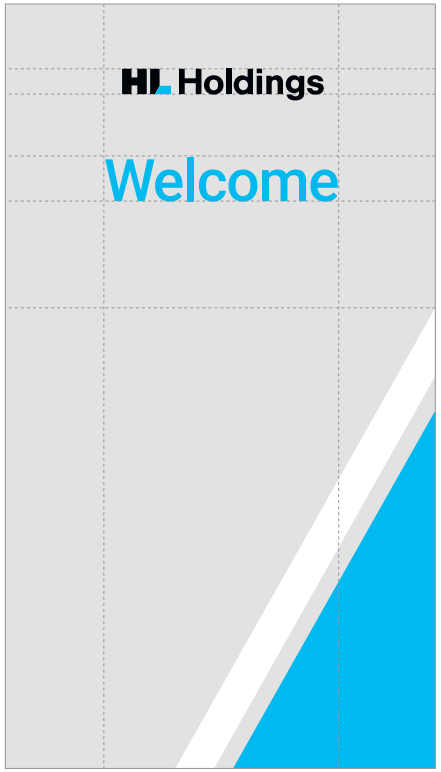
Screen Size
Landscape (1920x1080)
Portrait (1080x1920)
16:9 aspect ration

Typeface
Roboto, Noto Sans KR

Horizontal (16:9)



Vertical (9:16)



AS 2.06

WELCOME BOARD TYPE C

Welcome boards should be produced according to the following standards for a consistent brand experience. For production, refer to the sample shown on this page and refrain from using colors outside the regulations.

Screen Size
Landscape (1920x1080)
Portrait (1080x1920)
16:9 aspect ration

Typeface
Roboto, Noto Sans KR

Horizontal (16:9)



* Images on this page are used for illustrative purpose only.

Vertical (9:16)



APPLICATION SYSTEM 3

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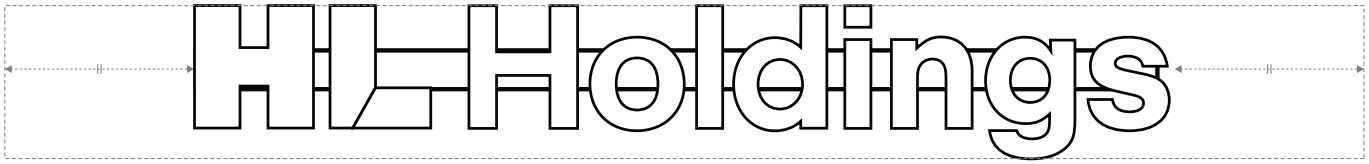
AS 3.01

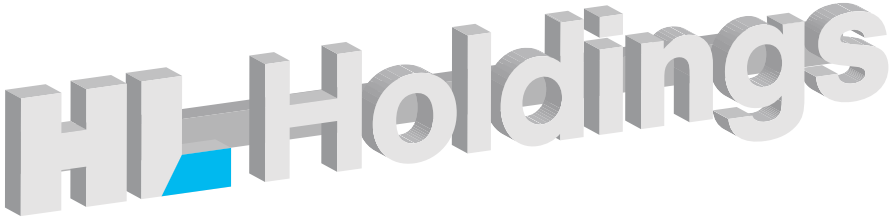
CHANNEL SIGN

When producing channel signs, the following standards (color, materials, etc.) must be met at all times, as they are an important means of OOH advertising. Channel signs should be located high on the exterior wall of a building for better visibility from distance.

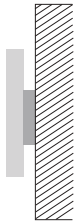
Size : Adjustable according to application settings
Production : Depends on the actual size of the sign
① SUS Channel - Front and back lit
Color : HL Sky Blue (Pantone 299C)

Front View





Side View





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When producing a designed product, be sure to obtain a license.



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When producing a designed product, be sure to obtain a license.

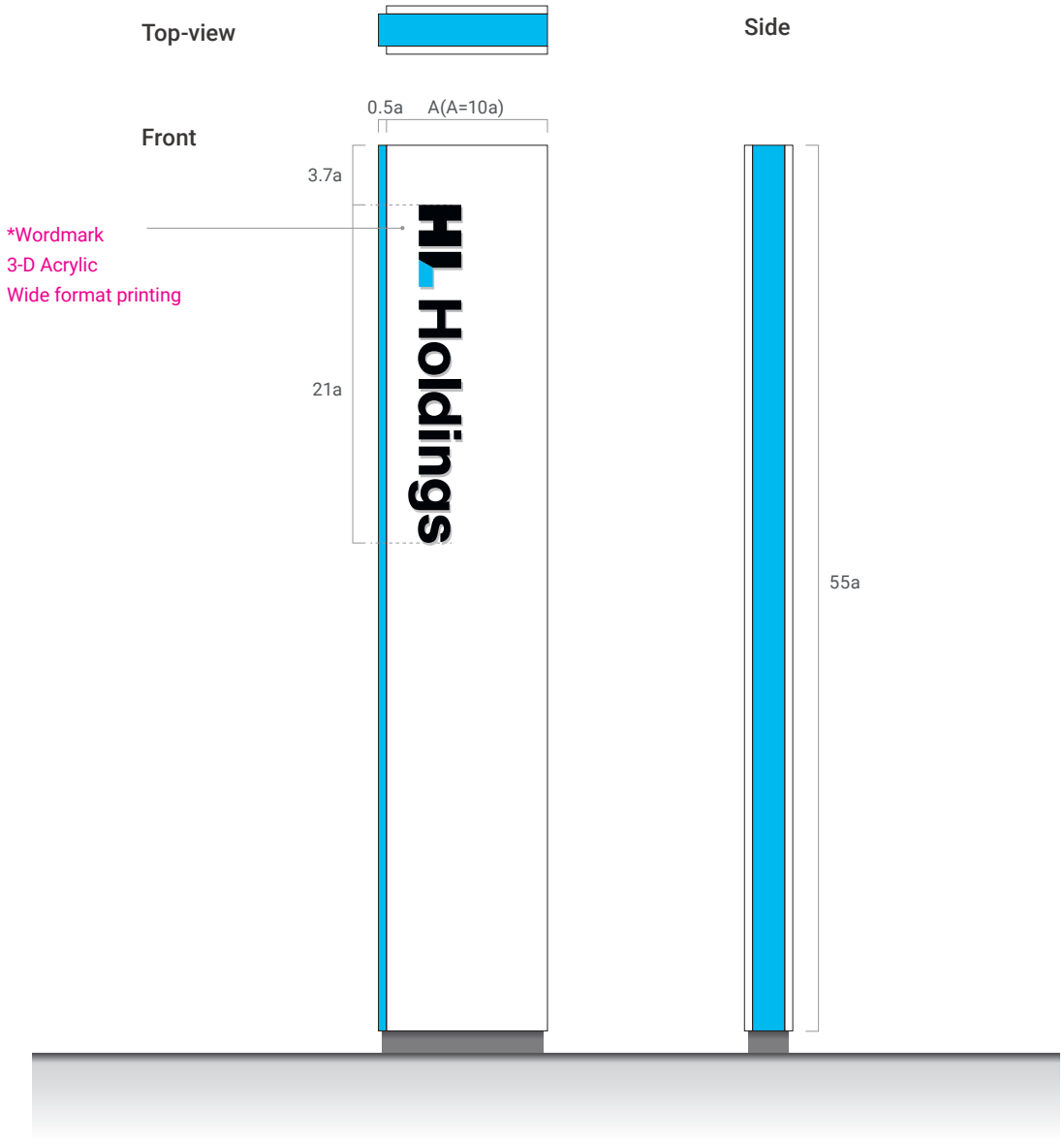
AS 3.02

STANDING SIGN TYPE A

When producing standing signs, the following standards (color, materials, etc.) must be met at all times, as they allow the public to recognize the building.

Standing signs can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
Production : *may be adjusted as needed
① Frame production with stainless steel
② color coating & wide format printing
③ Attach additional sheet & install lighting inside the frame
Color : HL Sky Blue (Pantone 299C)



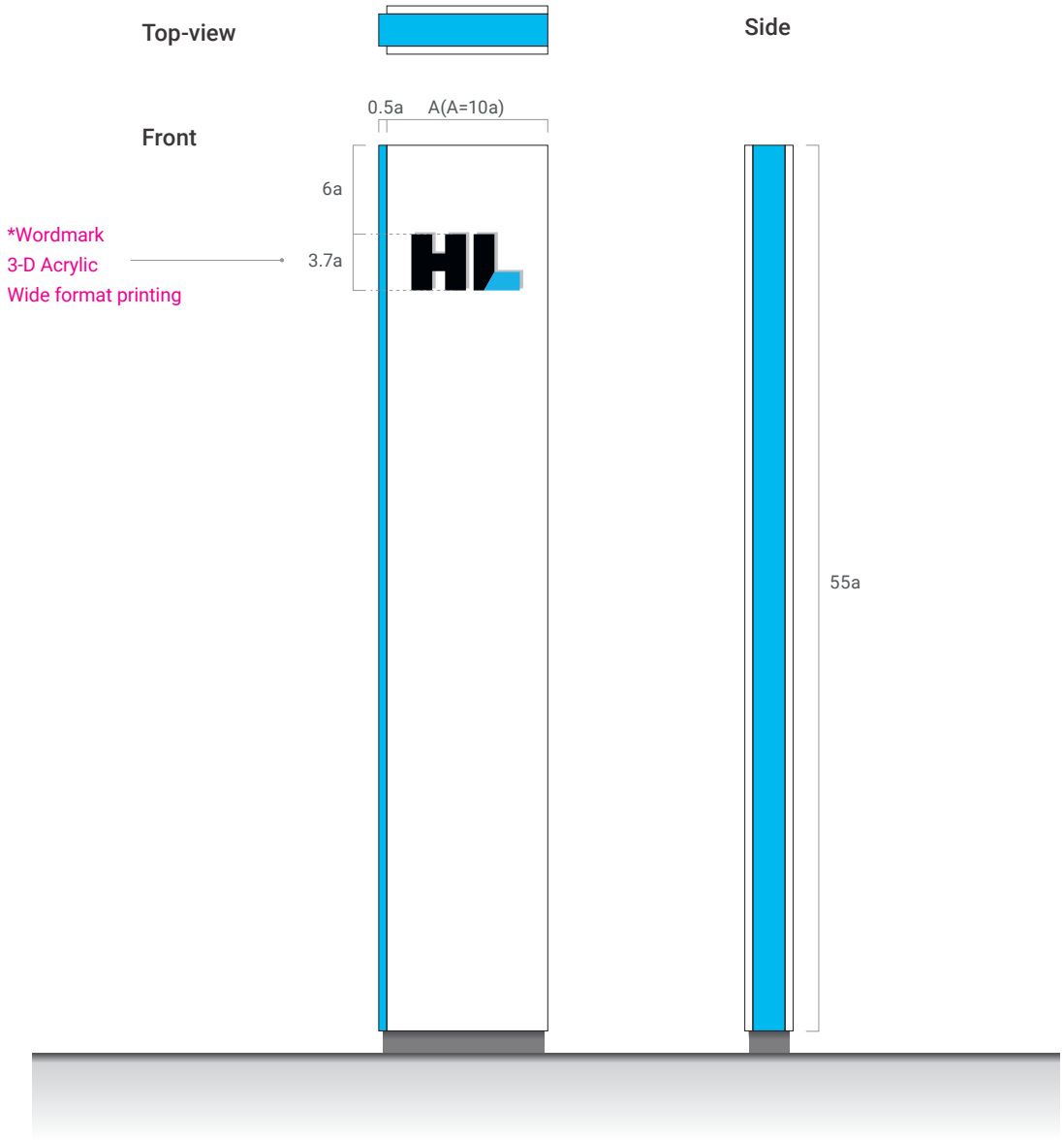
AS 3.02

STANDING SIGN TYPE B

When producing standing signs, the following standards (color, materials, etc.) must be met at all times, as they allow the public to recognize the building.

Standing signs can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
Production : *may be adjusted as needed
① Frame production with stainless steel
② color coating & wide format printing
③ Attach additional sheet & install lighting inside the frame
Color : HL Sky Blue (Pantone 299C)

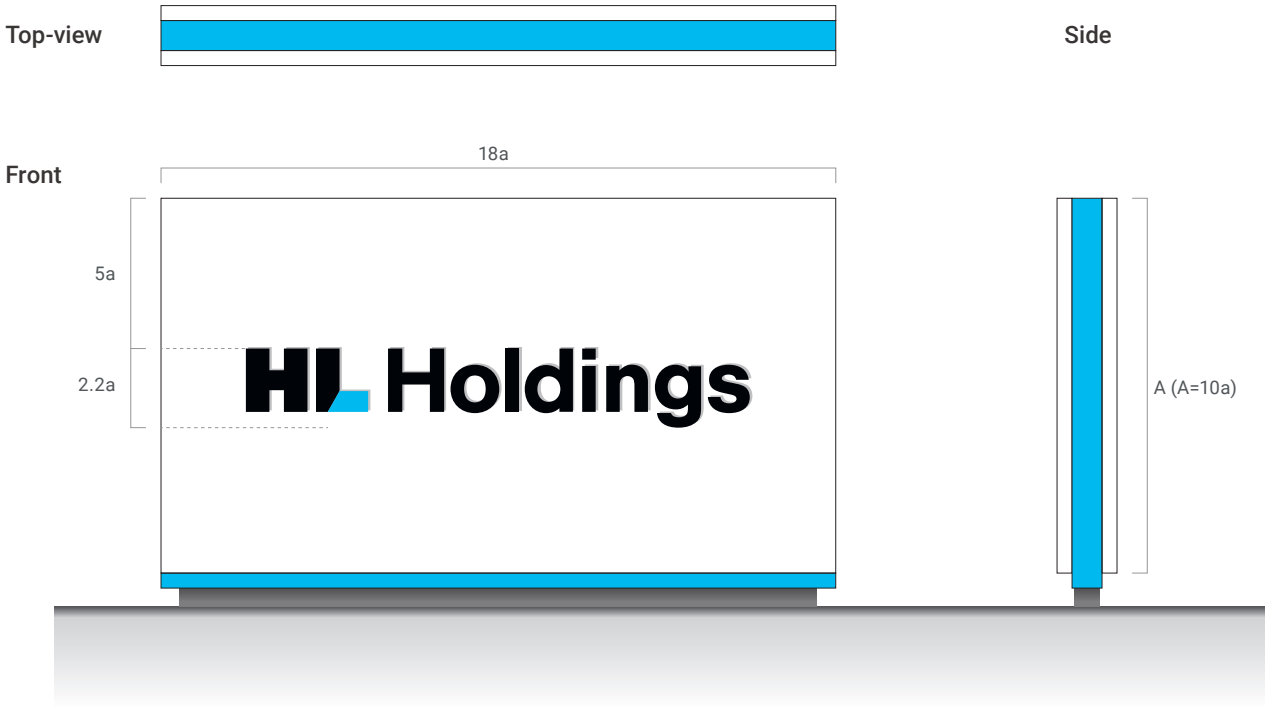


AS 3.03

MAIN SIGN TYPE A

When producing main signs, the following standards (color, materials, etc.) must be met at all times. Main signs can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
Production :
Color coating after frame (stainless steel) production
Color : HL Sky Blue (Pantone 299C)

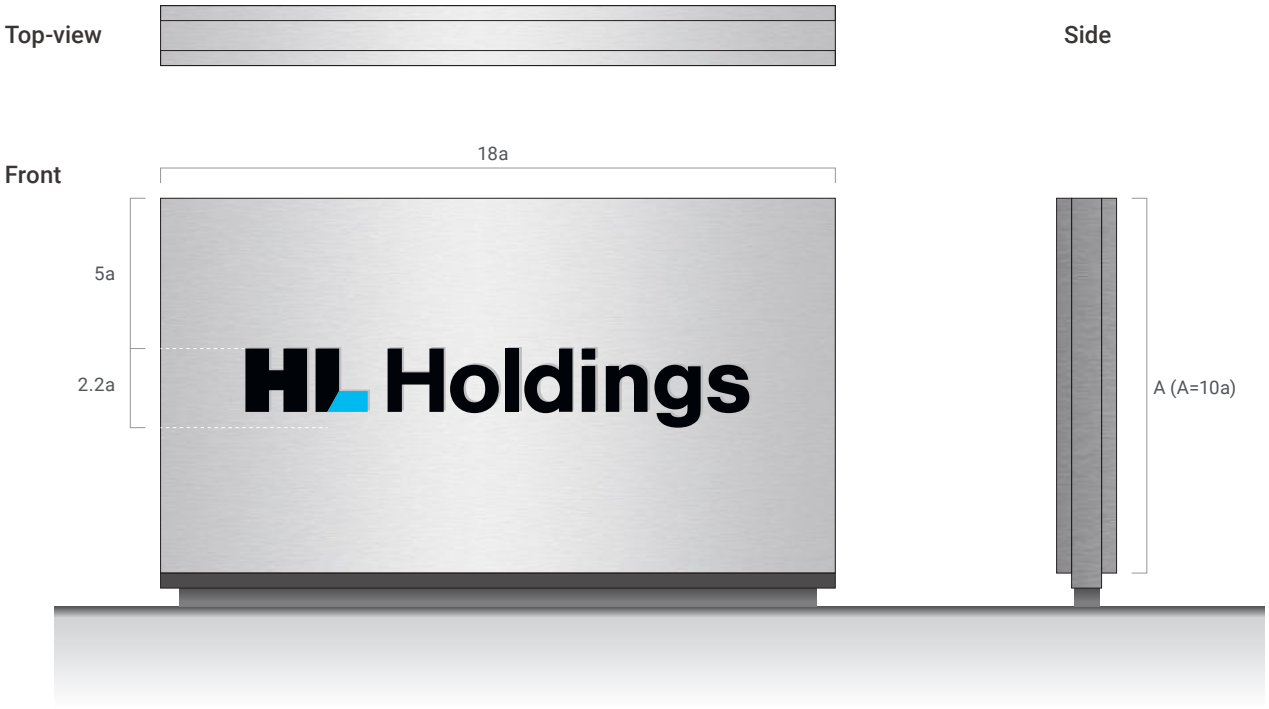


AS 3.03

MAIN SIGN TYPE B

When producing main signs, the following standards (color, materials, etc.) must be met at all times. Main signs can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
Production :
Color coating after frame (stainless steel) production
Color : HL Sky Blue (Pantone 299C)



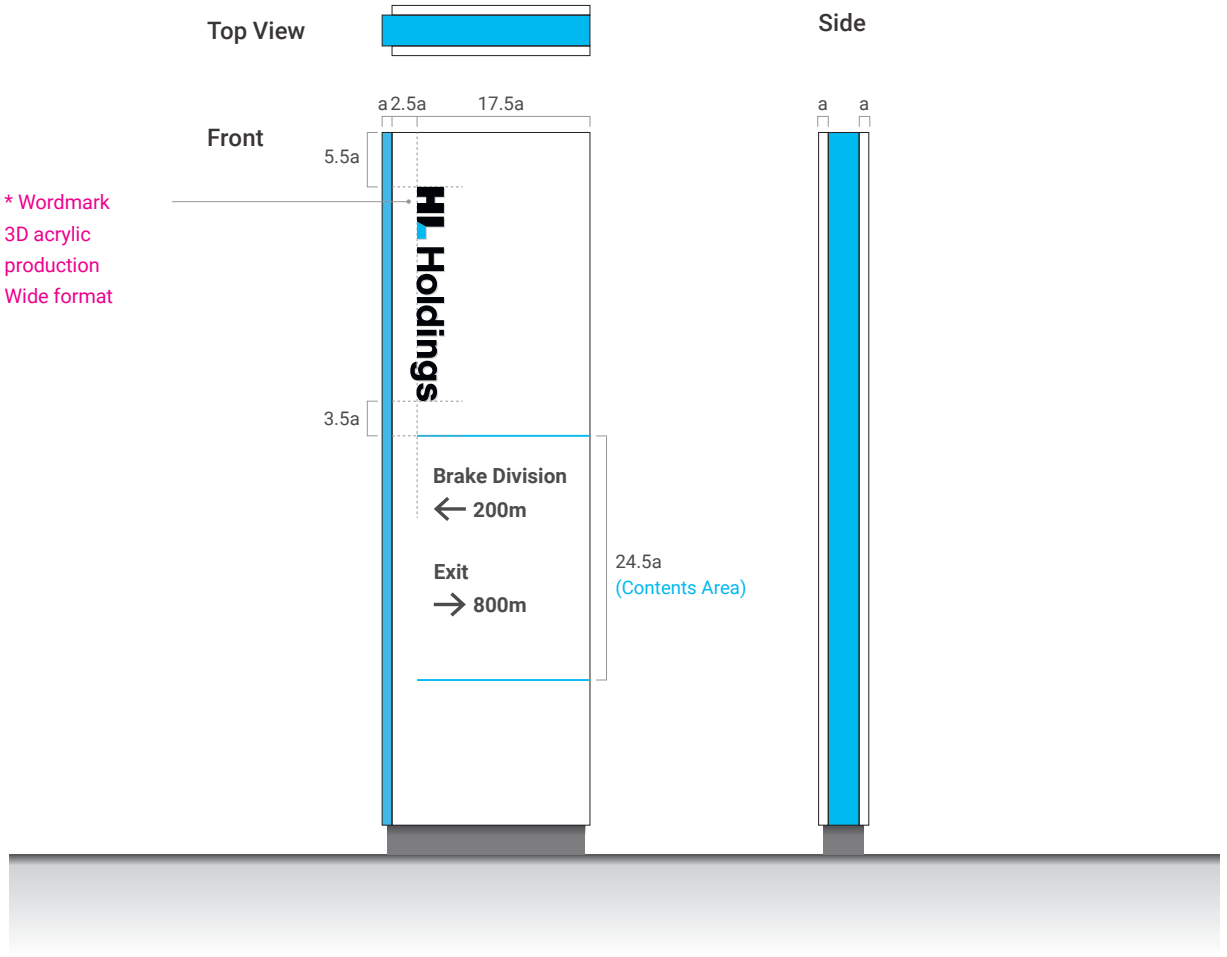
AS 3.04

DIRECTION SIGN

When producing direction signs, the following standards (color, materials, etc.) must be met at all times.

Direction signs can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
Production :
Color coating after frame (stainless steel) production
Wordmark - wide format printing on 3D production or adhesive sheet of the specified color
Color : HL Sky Blue (Pantone 299C)



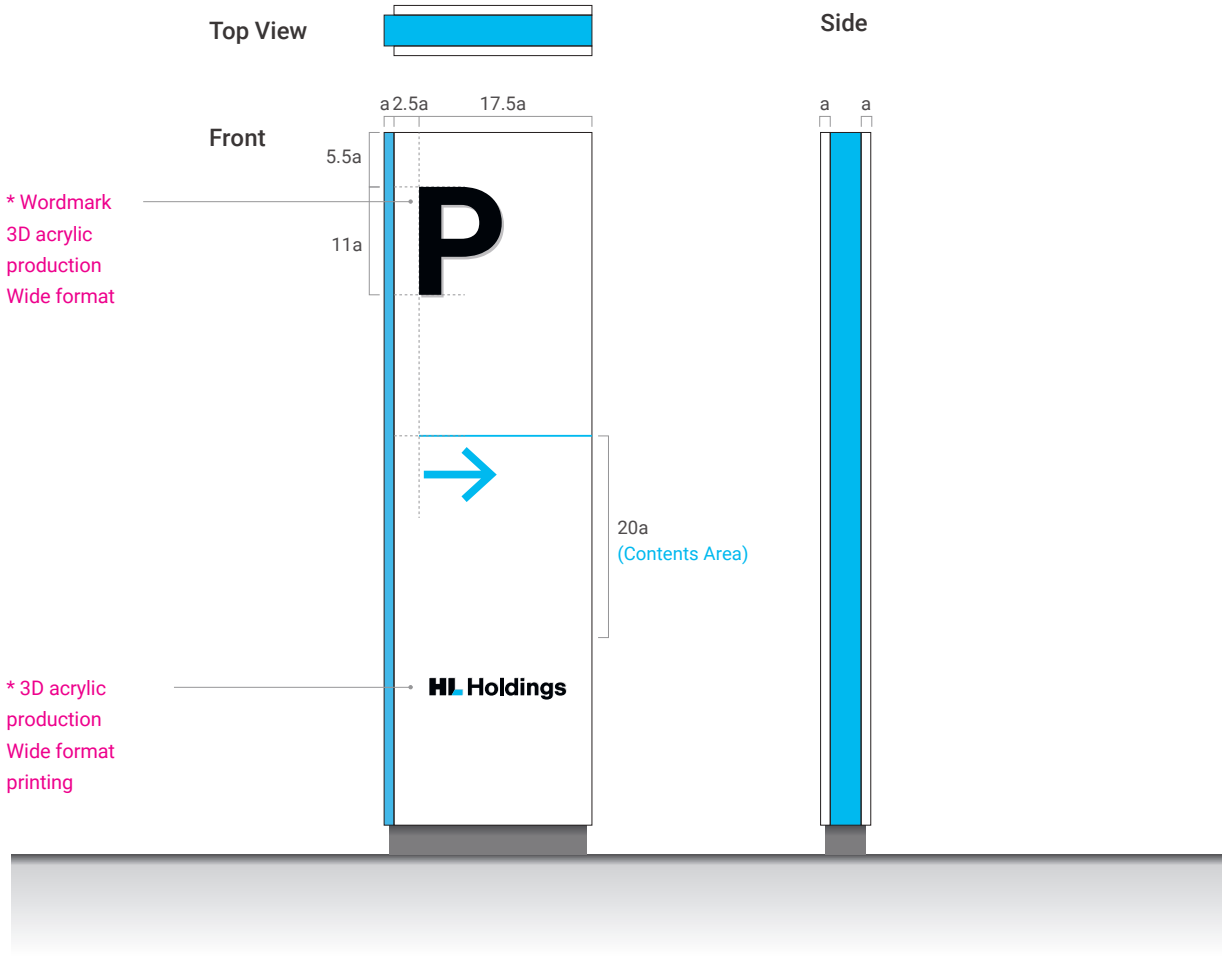
AS 3.05

PARKING SIGN

For production, please adhere to the following regulations to build and deliver a consistent brand image.

Information signs can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
Production :
Color coating after frame (stainless steel) production
Wordmark - wide format printing on 3D production or adhesive sheet of the specified color
Color : HL Sky Blue (Pantone 299C)



AS 3.06

INFORMATION SIGN TYPE A

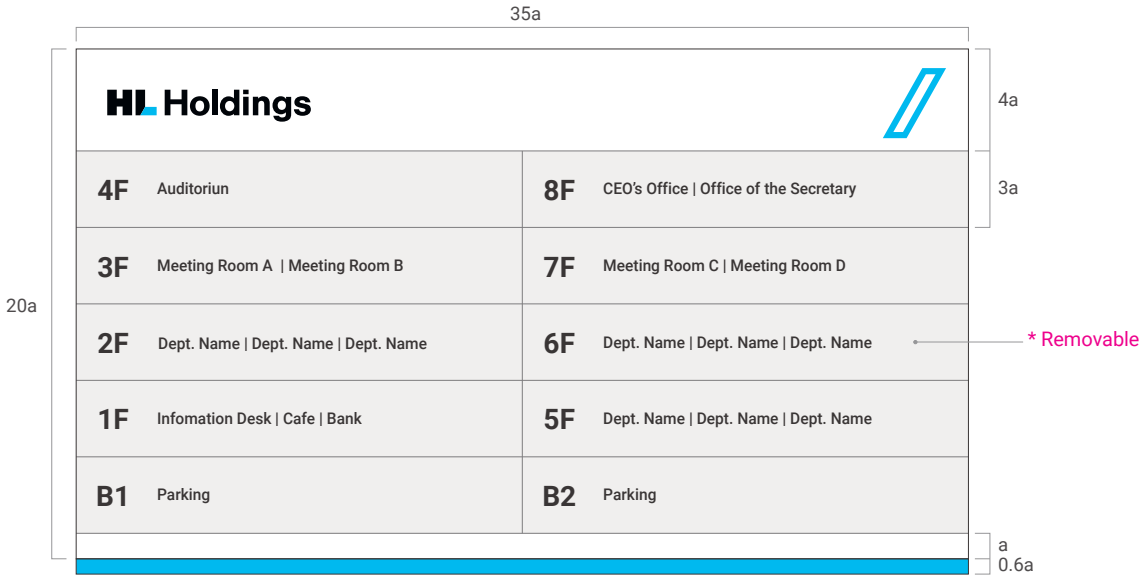
For production, please adhere to the following regulations to build and deliver a consistent brand image.

Information signs can be scaled up or down in proportion following measurement of the application site.

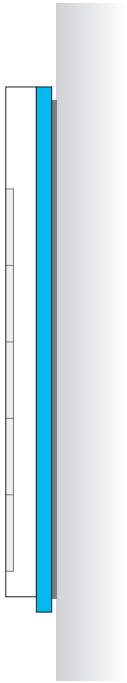
Size : may be adjusted according to the application site (Ratio must remain the same)
Production : Color coating of the specified color on galvanized steel frame
Logo produced in 3D
Other elements - wide format printing or adhesive sheet of the specified color
Materials : Steel

Typeface
Floor Number : Roboto Bold
Office Names : Roboto Medium
(Font size can be adjusted according to the application setting.)

Front



Side



AS 3.06

INFORMATION SIGN TYPE B

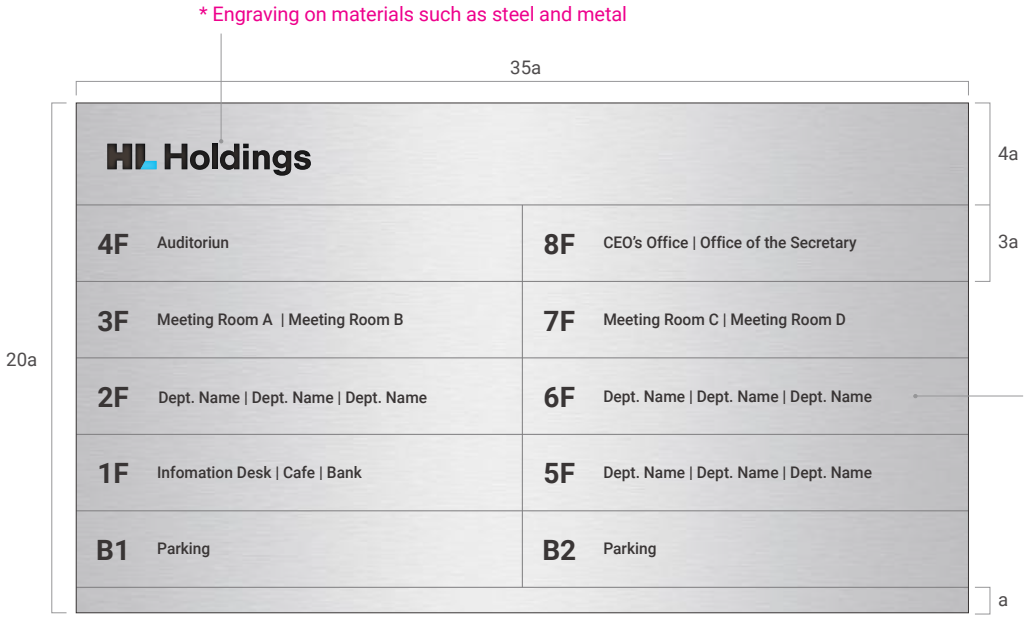
For production, please adhere to the following regulations to build and deliver a consistent brand image.

Information signs can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site (Ratio must remain the same)
Production : Color coating of the specified color on galvanized steel frame
Logo produced in 3D
Other elements - wide format printing or adhesive sheet of the specified color
Materials : Steel

Typeface
Floor Number : Roboto Bold
Office Names : Roboto Medium
(Font size can be adjusted according to the application setting.)

Front



Side

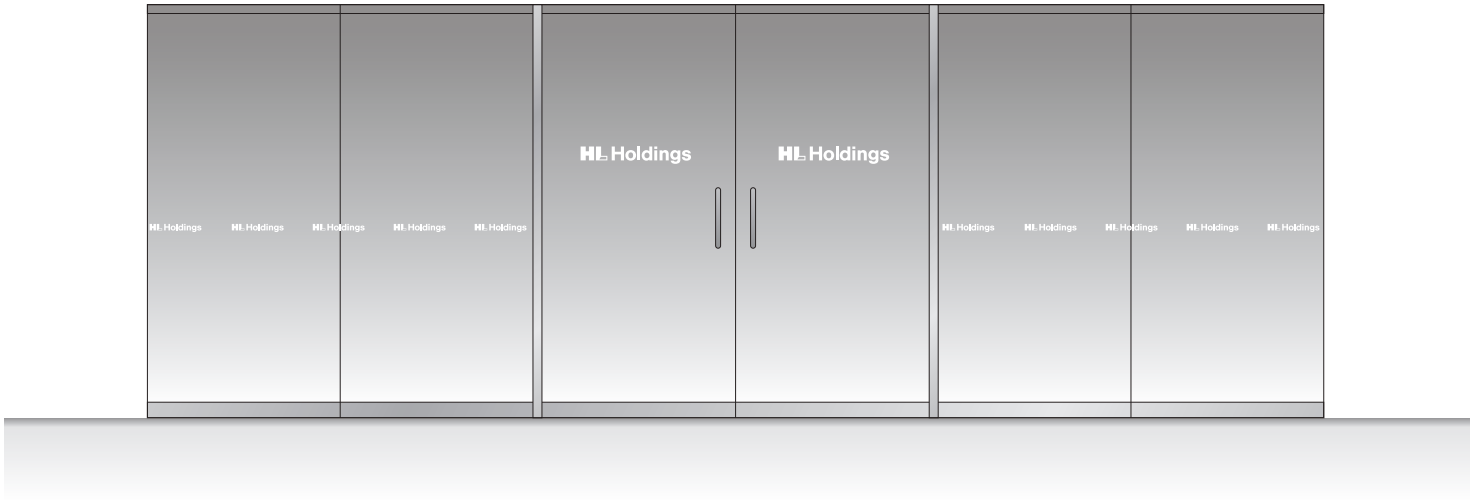


AS 3.07

WINDOW GRAPHIC SIGN TYPE A

When producing window graphic signs, the following standards (color, materials, etc.) must be met at all times.

Window graphic signs can be scaled up or down in proportion following measurement of the application site.



Size : may be adjusted according to the application site
Production : Wide format printing or adhesive sheet of the specified color

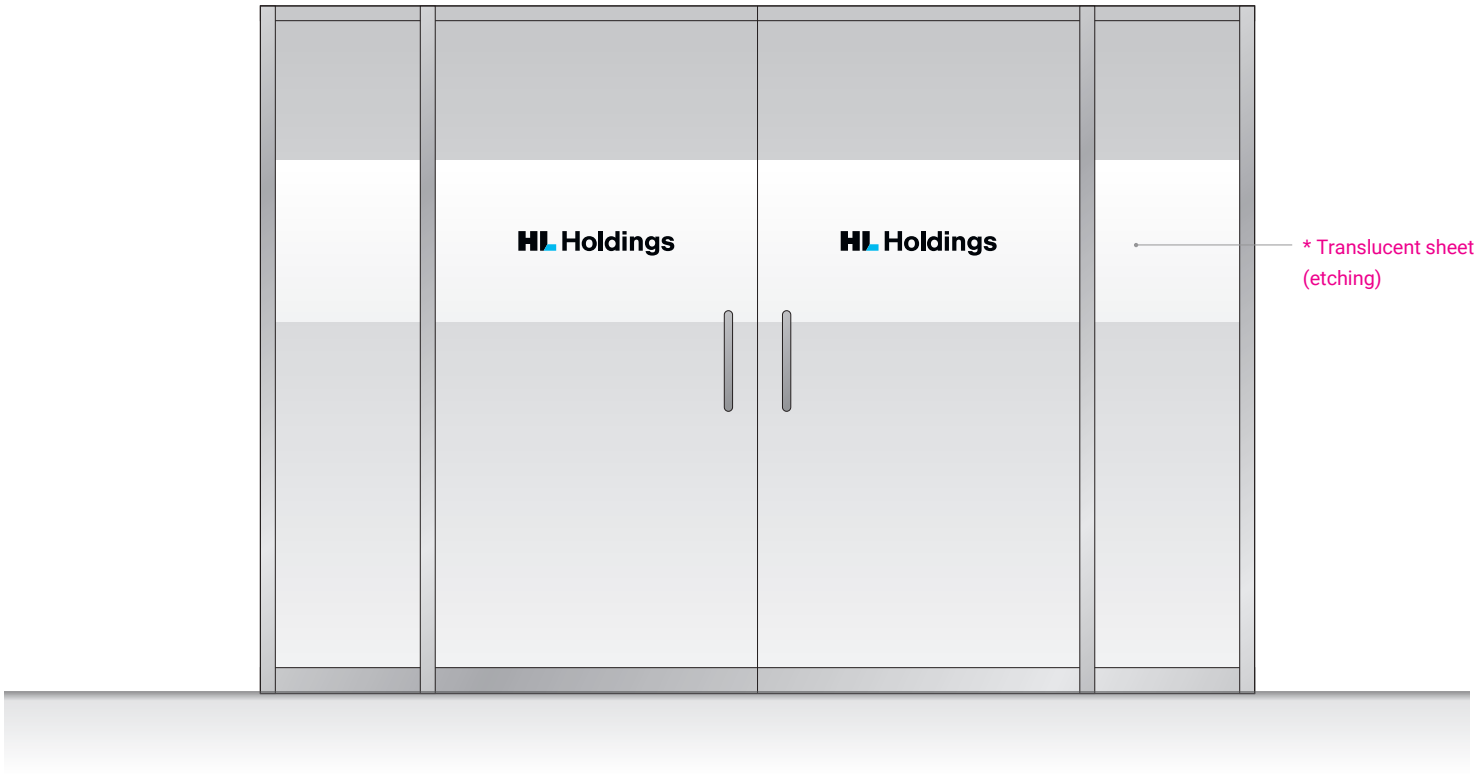
AS 3.07

WINDOW GRAPHIC SIGN TYPE B

When producing window graphic signs, the following standards (color, materials, etc.) must be met at all times.

Window graphic signs can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
Production : Wide format printing or adhesive sheet of the specified color
Color : HL Sky Blue (Pantone 299C)



AS 3.08

WALL SIGN

When producing wall signs, the following standards (color, materials, etc.) must be met at all times.

Wall signs can be scaled up or down in proportion following measurement of the application site.



Size : may be adjusted according to the application site
(Ratio must remain the same)
Production :
Adhesive sheet of the specified color after color coating on galvanized steel or acrylic
Materials : Steel or acrylic
Color : HL Sky Blue (Pantone 299C)

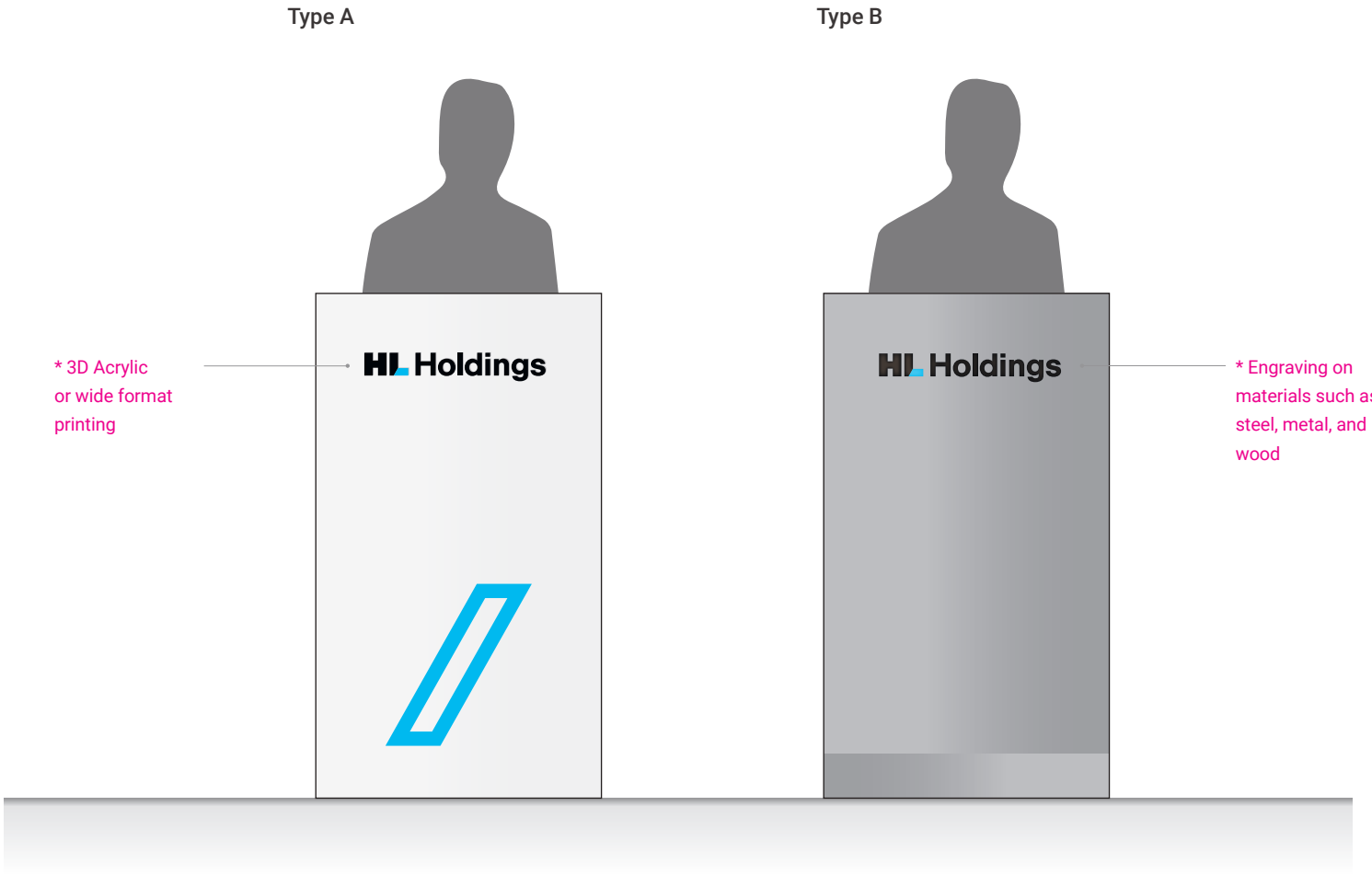
AS 3.09

PODIUM

When producing podiums, the following standards (color, materials, etc.) must be met at all times.

Podiums can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
Production :
Wide format printing or adhesive sheet of the specified color
Color : HL Sky Blue (Pantone 299C)



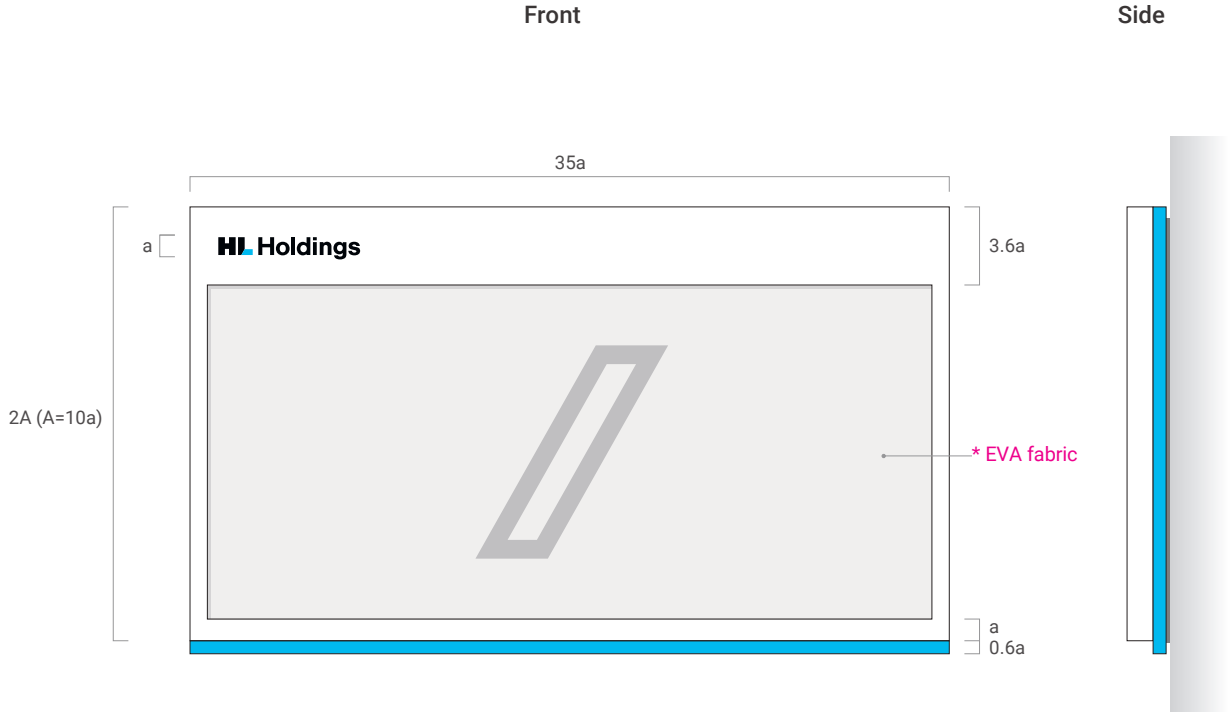
AS 3.10

BULLETIN BOARD TYPE A

When producing bulletin boards, the following standards (color, materials, etc.) must be met at all times.

Bulletin boards can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
(Ratio must remain the same)
Production :
Color coating of the specified color on galvanized steel frame
Logo produced in 3D
Other elements - wide format printing or adhesive sheet of the specified color
Materials : Steel



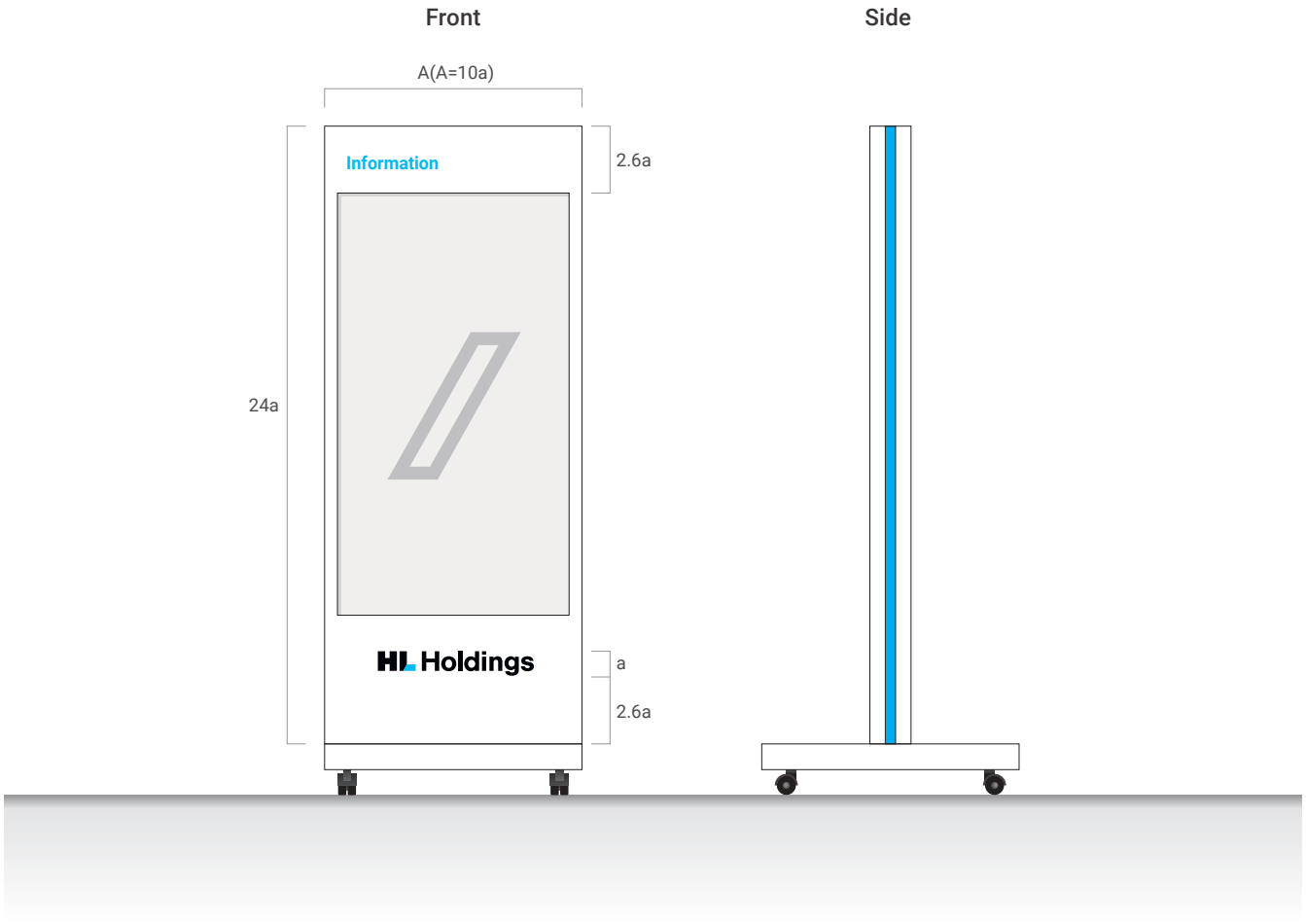
AS 3.10

BULLETIN BOARD TYPE B

When producing bulletin boards, the following standards (color, materials, etc.) must be met at all times.

Bulletin boards can be scaled up or down in proportion following measurement of the application site.

Size : may be adjusted according to the application site
(Ratio must remain the same)
Production :
Color coating of the specified color on galvanized steel frame
Logo produced in 3D
Other elements - wide format printing or adhesive sheet of the specified color
Materials : Steel

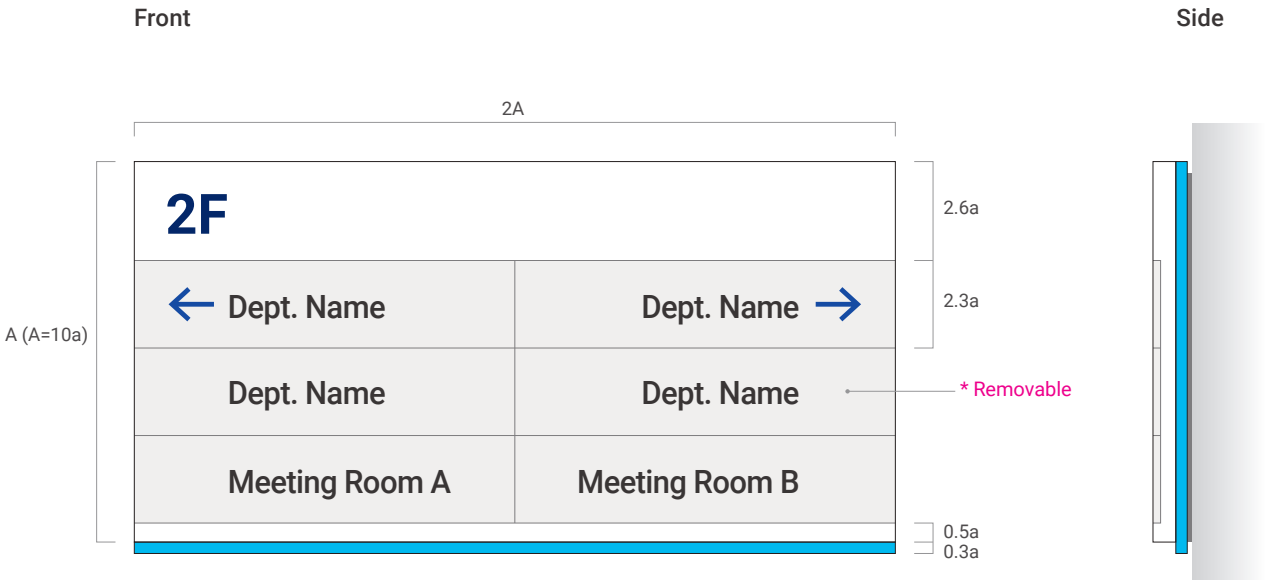


AS 3.11

FLOOR SIGN TYPE A

When producing floor signs, the following standards (color, materials, etc.) must be met at all times.

Floor signs can be scaled up or down in proportion following measurement of the application site.



Size : may be adjusted according to the application site (Ratio must remain the same)
Production : Color coating of the specified color on galvanized steel frame
Logo produced in 3D
Other elements - wide format printing or adhesive sheet of the specified color
Materials : Steel

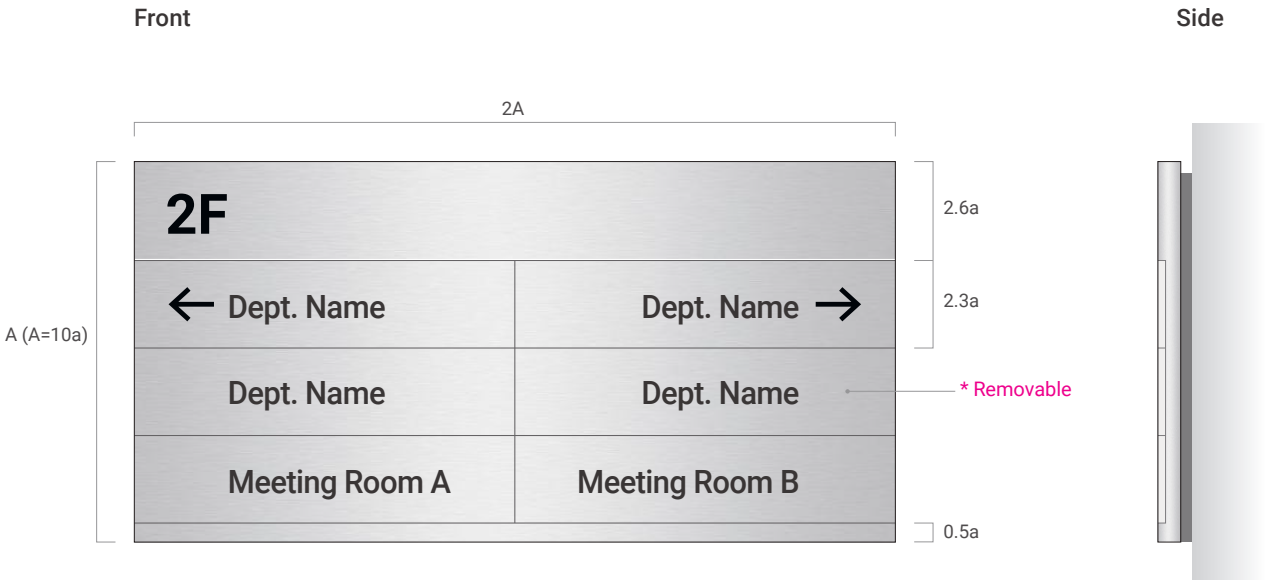
Typeface
Floor Number : Roboto Bold
Office Names : Roboto Medium
(Font size can be adjusted according to the application setting.)

AS 3.11

FLOOR SIGN TYPE B

When producing floor signs, the following standards (color, materials, etc.) must be met at all times.

Floor signs can be scaled up or down in proportion following measurement of the application site.



Size : may be adjusted according to the application site (Ratio must remain the same)
Production : Color coating of the specified color on galvanized steel frame
Logo produced in 3D
Other elements - wide format printing or adhesive sheet of the specified color
Materials : Steel

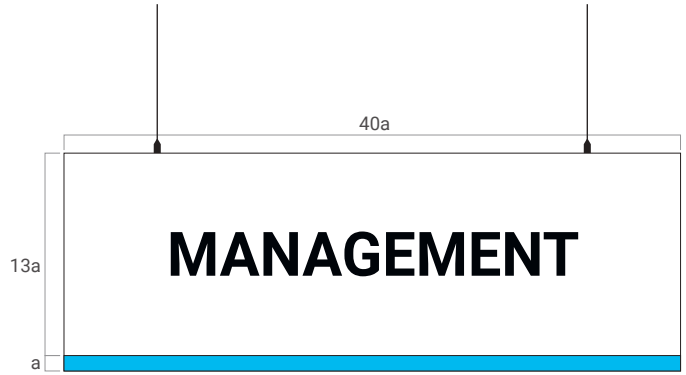
Typeface
Floor Number : Roboto Bold
Office Names : Roboto Medium
(Font size can be adjusted according to the application setting.)

AS 3.12

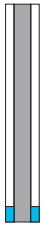
DEPARTMENT SIGN TYPE A

For production, please adhere to the following regulations to build and deliver a consistent brand image.

Front



Side



Type A Example





Size : may be adjusted according to the application site
(Ratio must remain the same)
Production : Adhesive sheet of the specified color after color coating on galvanized steel or acrylic
Materials : Steel or acrylic

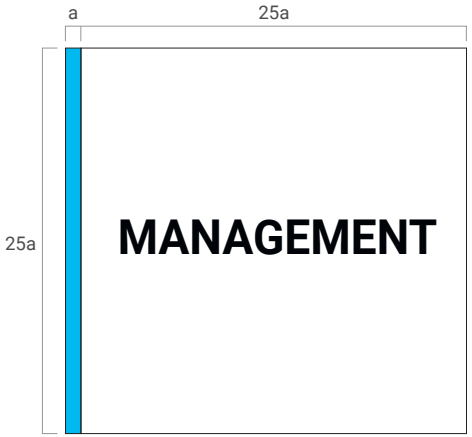
Typeface
Dept. Name : Roboto Medium
(Font size and weight can be adjusted according to the application setting.)

AS 3.12

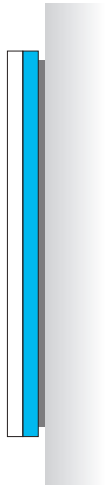
DEPARTMENT SIGN TYPE A

For production, please adhere to the following regulations to build and deliver a consistent brand image.

Front



Side



Size : may be adjusted according to the application site
(Ratio must remain the same)
Production : Adhesive sheet of the specified color after color coating on galvanized steel or acrylic
Materials : Steel or acrylic

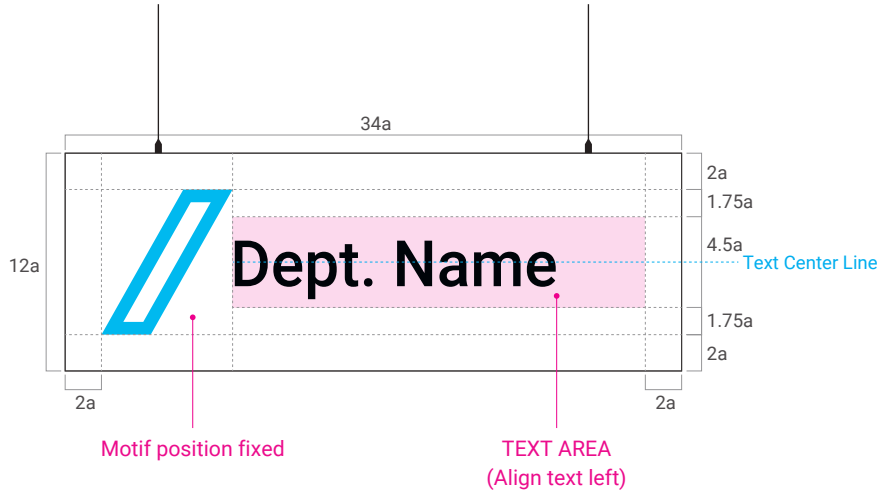
Typeface
Dept. Name : Roboto Medium
(Font size and weight can be adjusted according to the application setting.)

AS 3.12

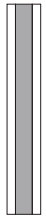
DEPARTMENT SIGN TYPE B

For production, please adhere to the following regulations to build and deliver a consistent brand image.

Front



Side



Type B Example * Horizontal scale of the text (dept. name) can be adjusted between 95~100% in case the dept. name does not fit in the text area.

Horizontal scale : 96%



Horizontal : 95%



Size : may be adjusted according to the application site
(Ratio must remain the same)
Production : Adhesive sheet of the specified color after color coating on galvanized steel or acrylic
Materials : Steel or acrylic

Typeface
Dept. Name : Roboto Medium
(Font size and weight can be adjusted according to the application setting.)

AS 3.12

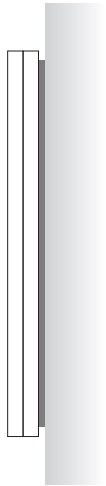
DEPARTMENT SIGN TYPE B

For production, please adhere to the following regulations to build and deliver a consistent brand image.

Front



Side



Size : may be adjusted according to the application site
(Ratio must remain the same)
Production : Adhesive sheet of the specified color after color coating on galvanized steel or acrylic
Materials : Steel or acrylic

Typeface
Dept. Name : Roboto Medium
(Font size and weight can be adjusted according to the application setting.)

APPLICATION SYSTEM 4

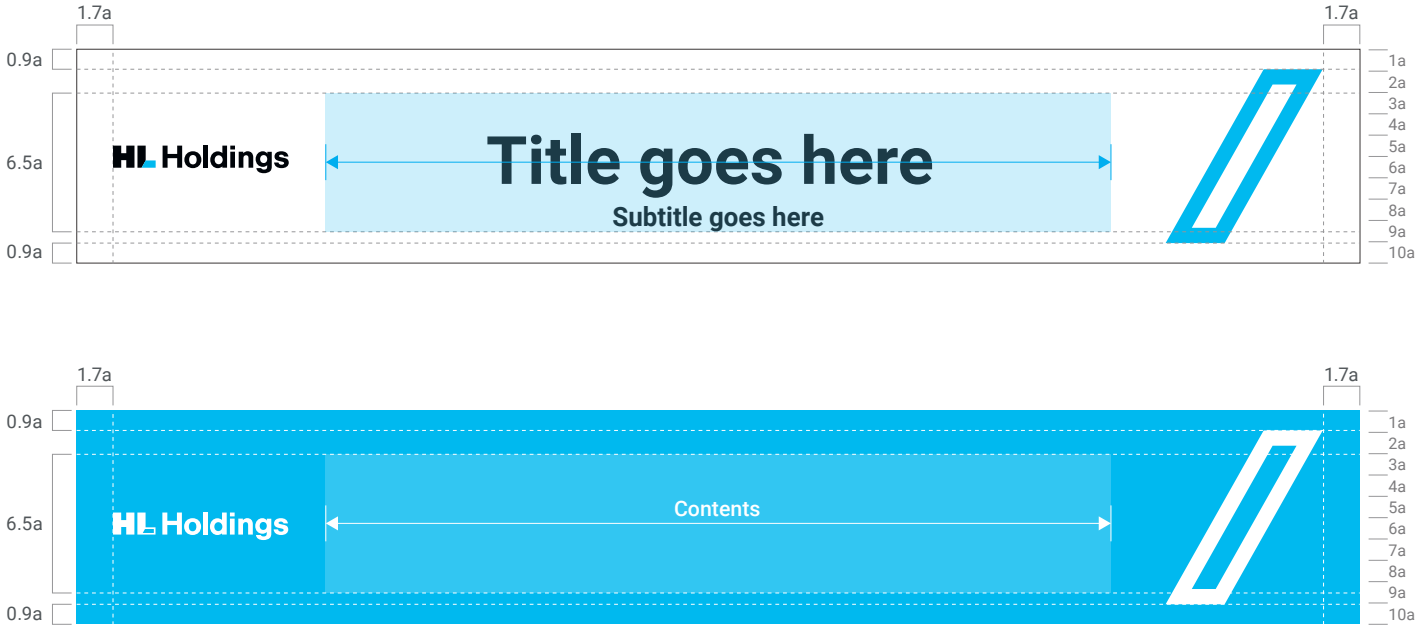
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AS 4.01

PLACARD (HORIZONTAL) TYPE A

When producing placards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Placards can be scaled up or down in proportion.



Motif A-2

Size : may be adjusted according to application site
(Proportions must remain the same.)
Production : Wide format printing
Materials : PET or self-adhesive polypropyl-ene

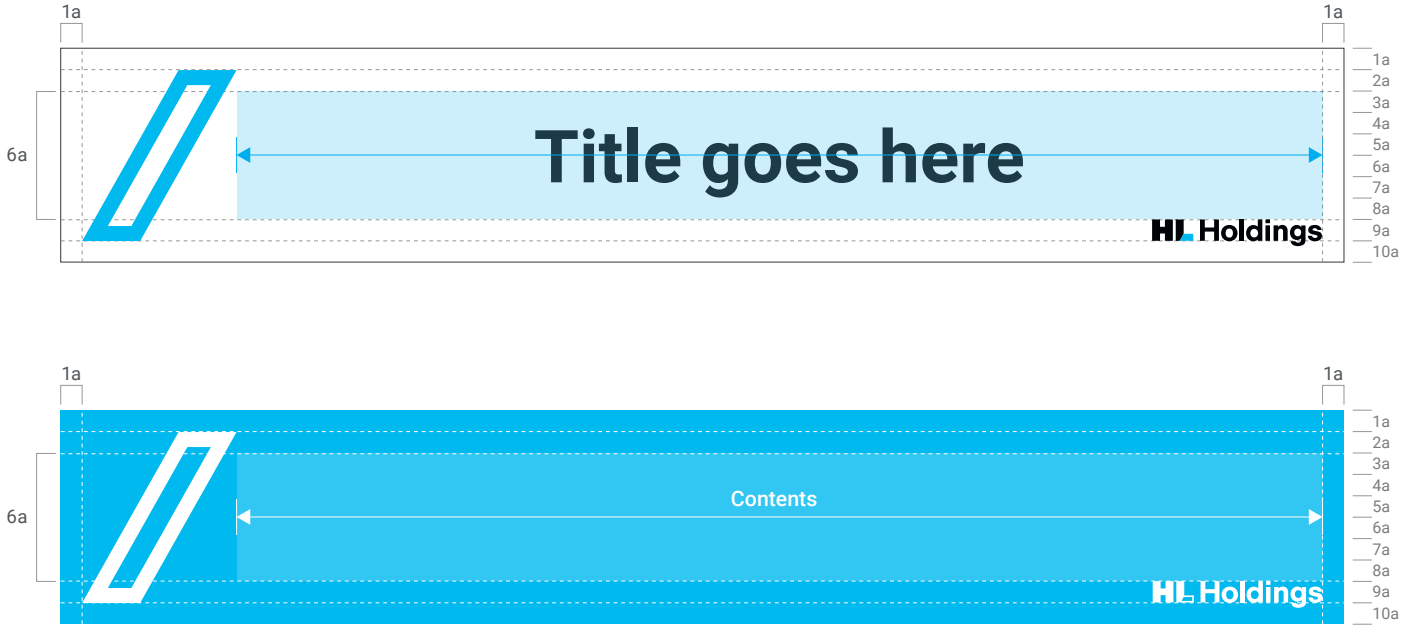
Typeface
Roboto Bold
(Font size may be adjusted according to the application site.)

AS 4.01

PLACARD (HORIZONTAL) TYPE B

When producing placards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Placards can be scaled up or down in proportion.



Motif A-2

Size : may be adjusted according to application site
(Proportions must remain the same.)
Production : Wide format printing
Materials : PET or self-adhesive polypropyl-ene

Typeface
Roboto Bold
(Font size may be adjusted according to the application site.)

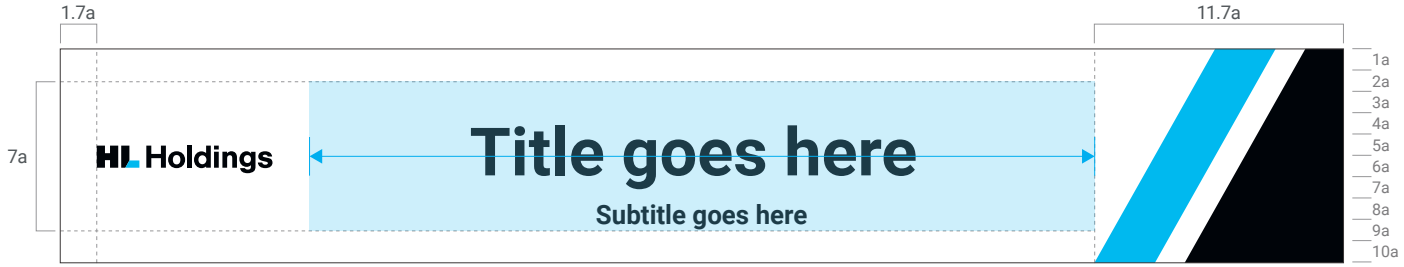
AS 4.01

PLACARD (HORIZONTAL) TYPE C

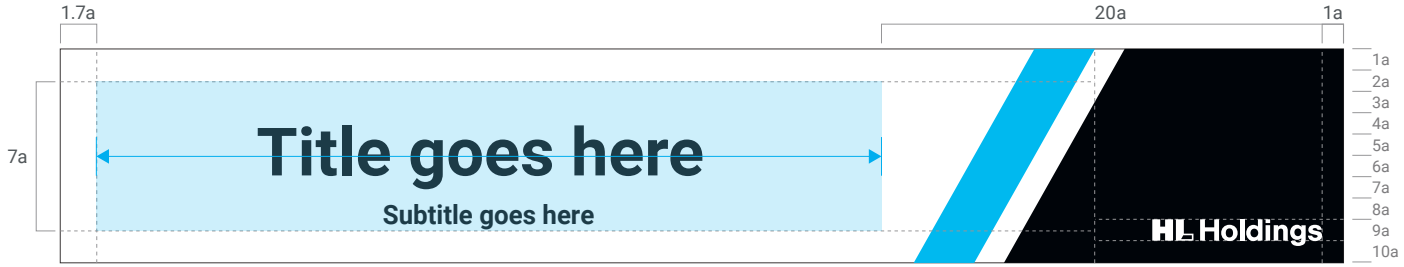
When producing placards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Placards can be scaled up or down in proportion.

Type C-1



Type C-2 * Properly adjust and apply the graphic motif according to the variable plate type. (Refer to BS 1.24)



Motif B

Size : may be adjusted according to application site
(Proportions must remain the same.)
Production : Wide format printing
Materials : PET or self-adhesive polypropylene

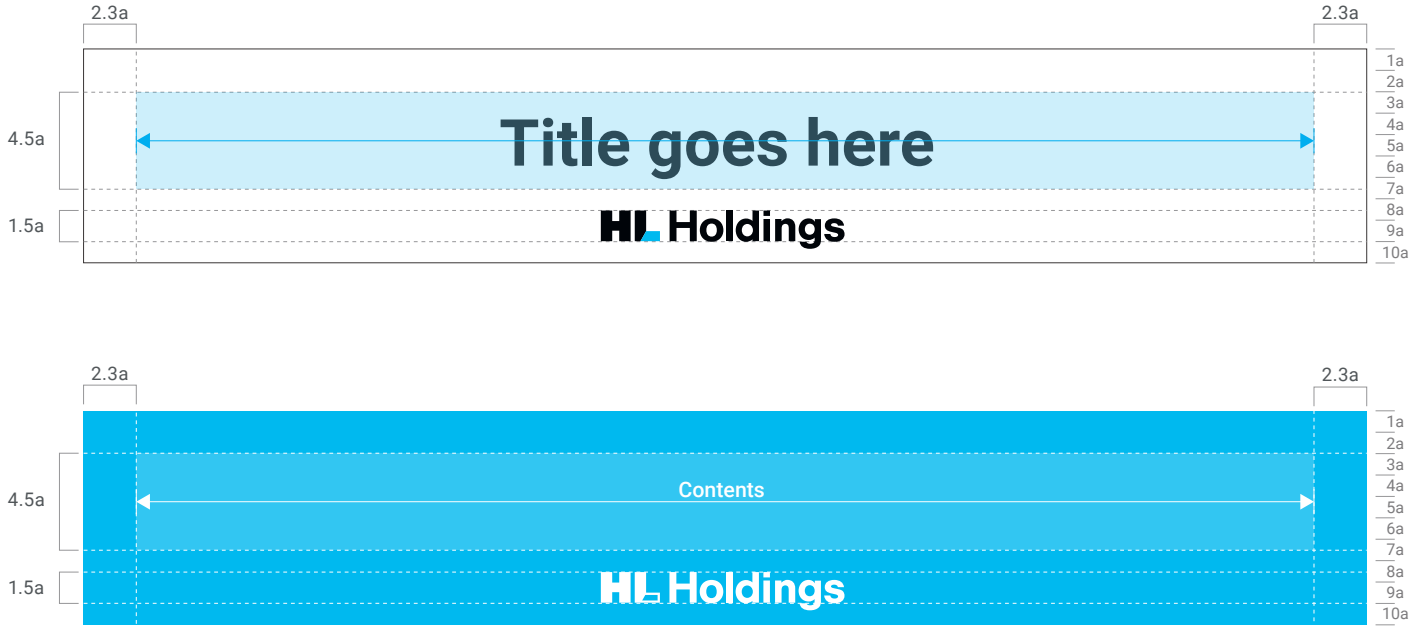
Typeface
Roboto Bold
(Font size may be adjusted according to the application site.)

AS 4.01

PLACARD (HORIZONTAL) TYPE D

When producing placards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Placards can be scaled up or down in proportion.



Size : may be adjusted according to application site
(Proportions must remain the same.)
Production : Wide format printing
Materials : PET or self-adhesive polypropyl-ene

Typeface
Roboto Bold
(Font size may be adjusted according to the application site.)

AS 4.01

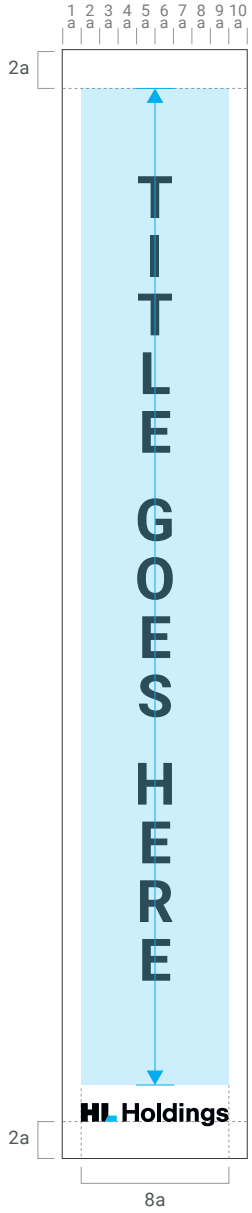
PLACARD (VERTICAL) TYPE A

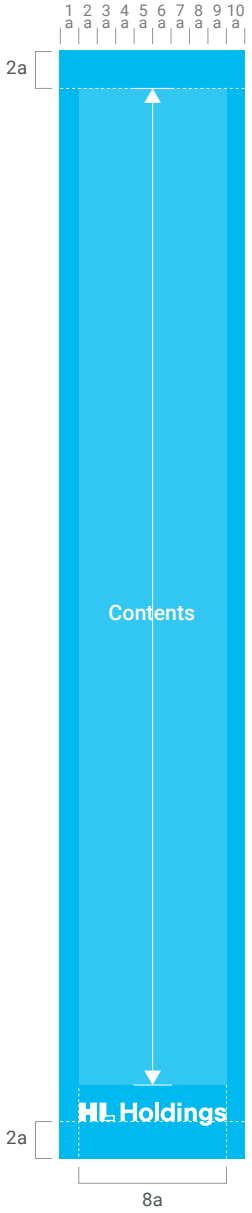
When producing placards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Placards can be scaled up or down in proportion.

Size : may be adjusted according to application site
(Proportions must remain the same.)
Production : Wide format printing
Materials : PET or self-adhesive polypropyl-ene

Typeface
Roboto Bold
(Font size may be adjusted according to the application site.)





AS 4.01

PLACARD (VERTICAL) TYPE B

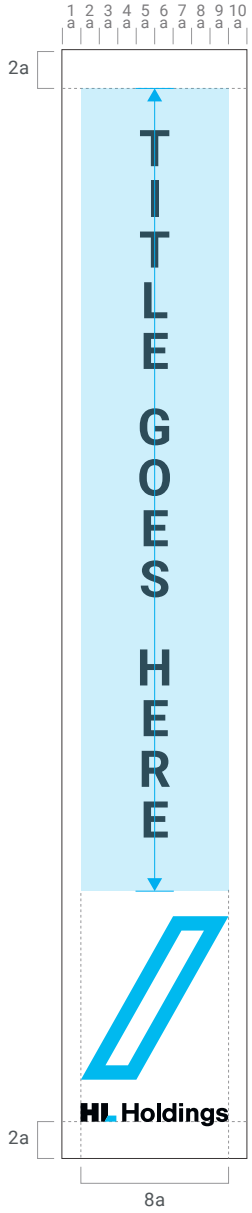
When producing placards, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

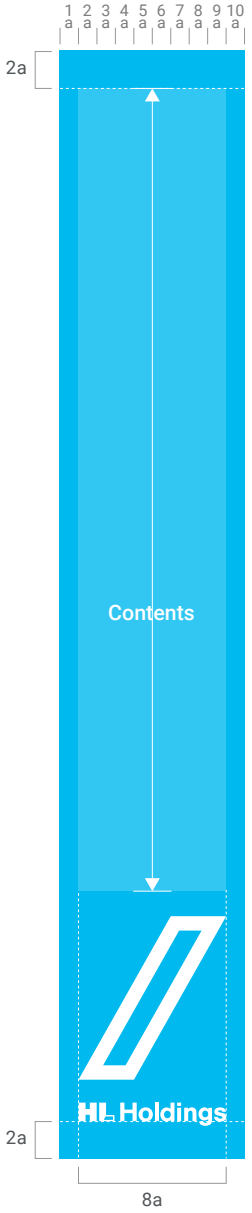
Placards can be scaled up or down in proportion.

Motif A-2

Size : may be adjusted according to application site
(Proportions must remain the same.)
Production : Wide format printing
Materials : PET or self-adhesive polypropyl-ene

Typeface
Roboto Bold
(Font size may be adjusted according to the application site.)





AS 4.02

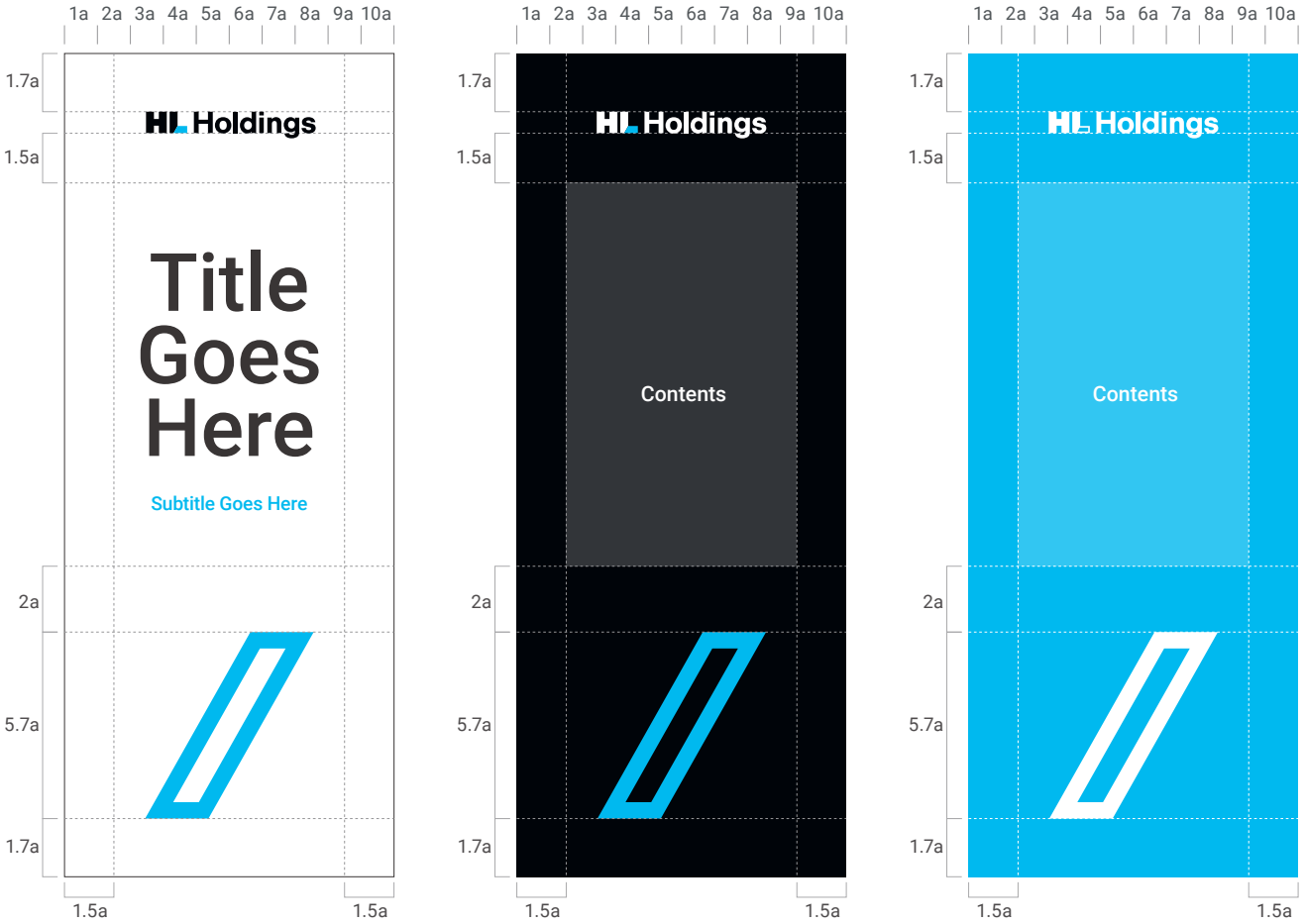
X-BANNER TYPE A

When designing X-Banners, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

X-Banners can be scaled up or down in proportion.

Motif A-2

Size : 600 x 1500 (mm)
Production : Wide format printing
Materials : PET
Typeface
Roboto Bold
(Font size may be adjusted according to the application site.)



AS 4.02

X-BANNER TYPE B

When designing X-Banners, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

X-Banners can be scaled up or down in proportion.

Size : 600 x 1500 (mm)
Production : Wide format printing
Materials : PET
Typeface
Roboto Bold
(Font size may be adjusted according to the application site.)





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When producing a designed product, be sure to obtain a license.

AS 4.03

CARRIER BAG TYPE A

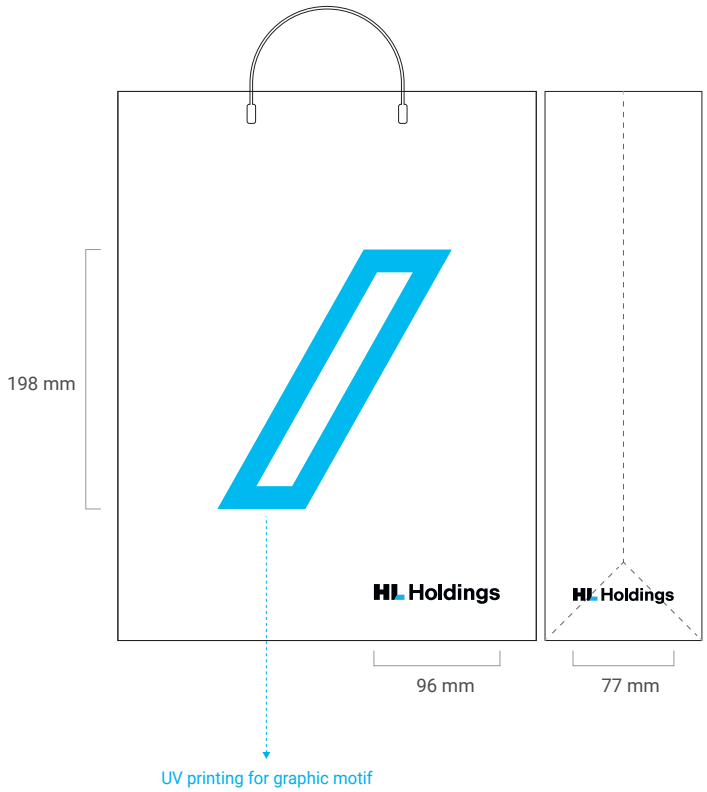
When designing carrier bags, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Carrier bags can be scaled up or down in proportion.

Motif A-2

Size : 320 x 420 x 120 (mm)
Scale : 20%
Production : Offset printing, UV printing
Coating : Matte lamination
Materials : Handles - White PP braid
Paper - Snow 200g/m²
or white high grade printing paper over 200g/m²

Type A - White



Type A - Sky Blue



AS 4.03

CARRIER BAG TYPE B

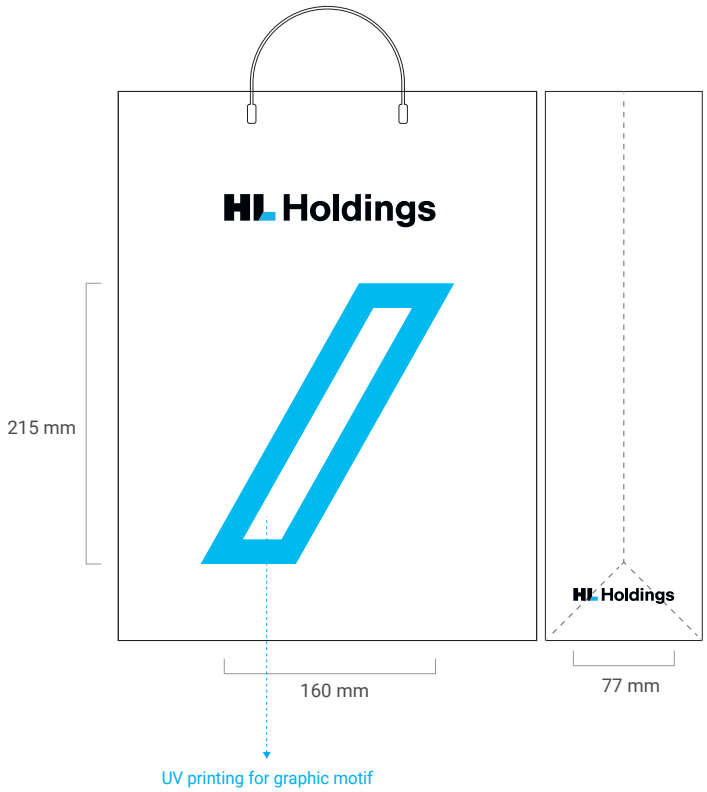
When designing carrier bags, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Carrier bags can be scaled up or down in proportion.

Motif A-2

Size : 320 x 420 x 120 (mm)
Scale : 20%
Production : Offset printing, UV printing
Coating : Matte lamination
Materials : Handles - White PP braid
Paper - Snow 200g/m²
or white high grade printing paper over 200g/m²

Type B - White



Type B - Sky Blue



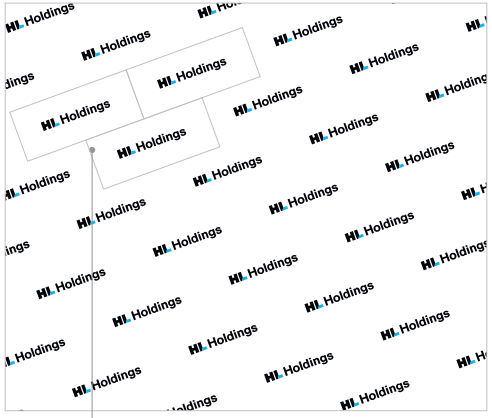
AS 4.04

WRAPPING PAPER TYPE A

When producing wrapping paper, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Production : Offset printing
Materials : Gloss coated paper 80g or coated paper
Size : may be adjusted according to application site

Type A - White



Type A - Black



Type A - Silver



Pattern Unit

Un its below can be tilted (20 degrees applied in the sample) and scaled up or down to fill up the design space (wrapping papers and more).



AS 4.04

WRAPPING PAPER TYPE B

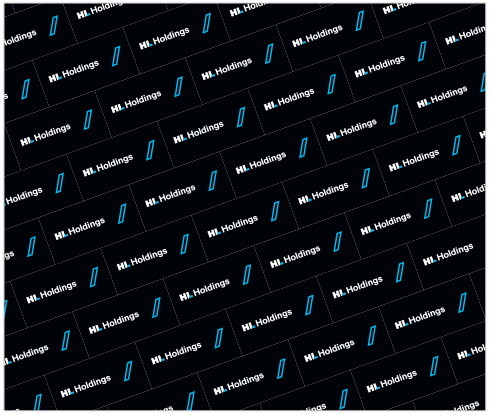
When producing wrapping paper, careful attention is needed as they are exposed to our customers regularly. Please refer to the following standards to build and deliver a consistent brand image.

Production : Offset printing
Materials : Gloss coated paper 80g or coated paper
Size : may be adjusted according to application site

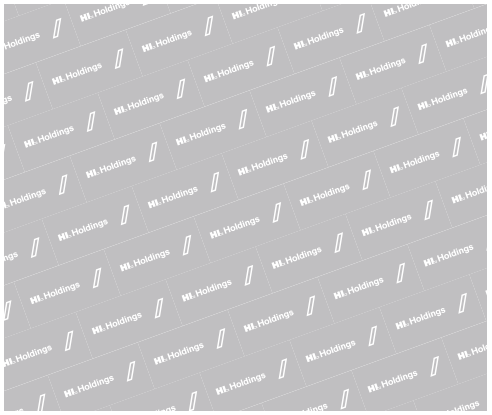
Type B - White



Type B - Black



Type B - Silver



Pattern Unit

Un its below can be tilted (20 degrees applied in the sample) and scaled up or down to fill up the design space (wrapping papers and more).





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AS 4.05

MUG CUP

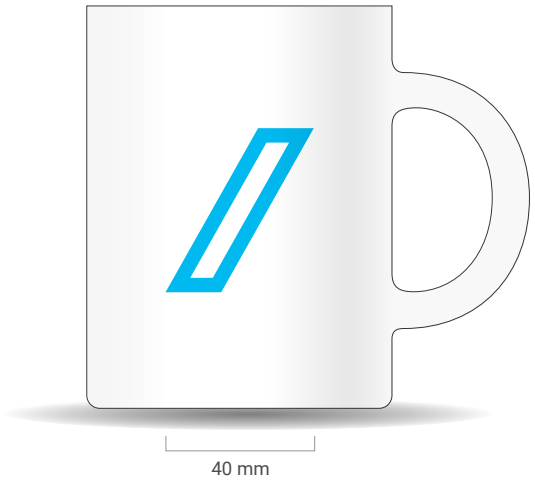
Promotion items should be designed with the trending materials and design rather than fixed standards.

Production : Silk printing

Front



Back







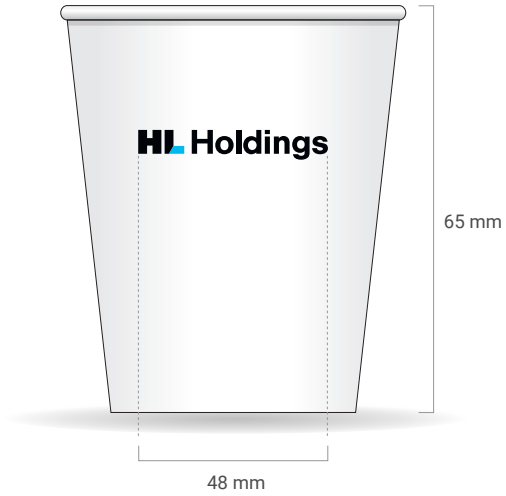
AS 4.06

PAPER CUP

Promotion items should be designed with the trending materials and design rather than fixed standards.

Production : Silk printing or resing printing
Size : 70 x 65 (mm)

Type A



Type B



Type C

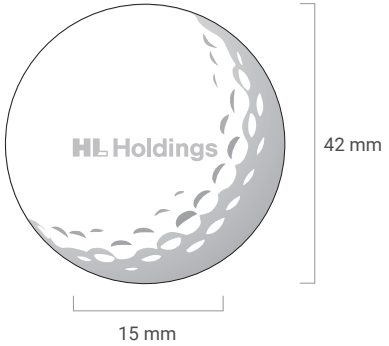


AS 4.07

GOLF BALL

Promotion items should be designed with the trending materials and design rather than fixed standards.

Type A



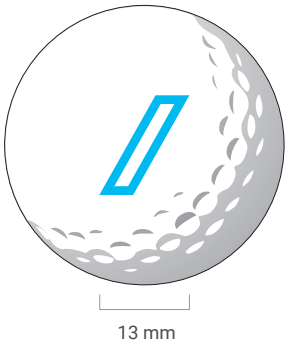
Type B



Type C



Type D



Production : Silk printing
Size : 42 x 42 (mm)

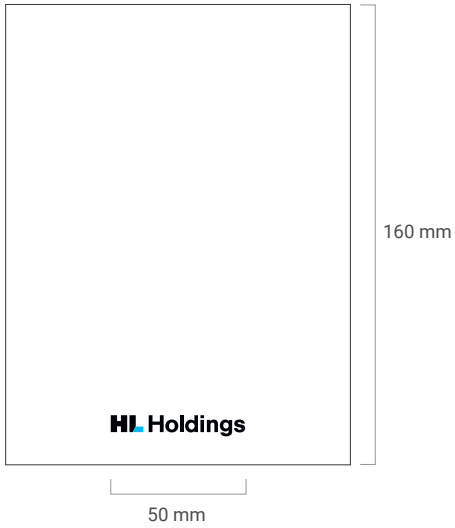
AS 4.08

MEMO PAD

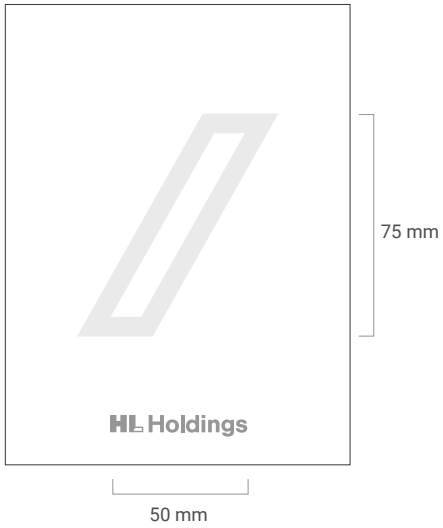
Promotion items should be designed with the trending materials and design rather than fixed standards.

Size : 130 x 160 (mm)
Production : Offset printing / Clipboard - blind stamping
Materials : Memo pad / Leather clipboard (magnetic clip)

Type A



Type B



Memo Pad (Leather)



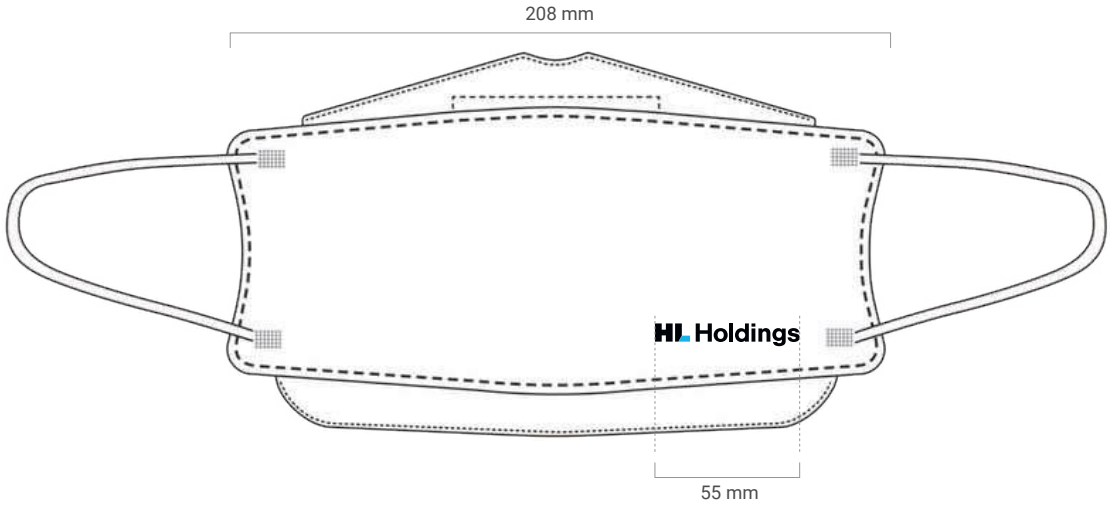
AS 4.09

MASK

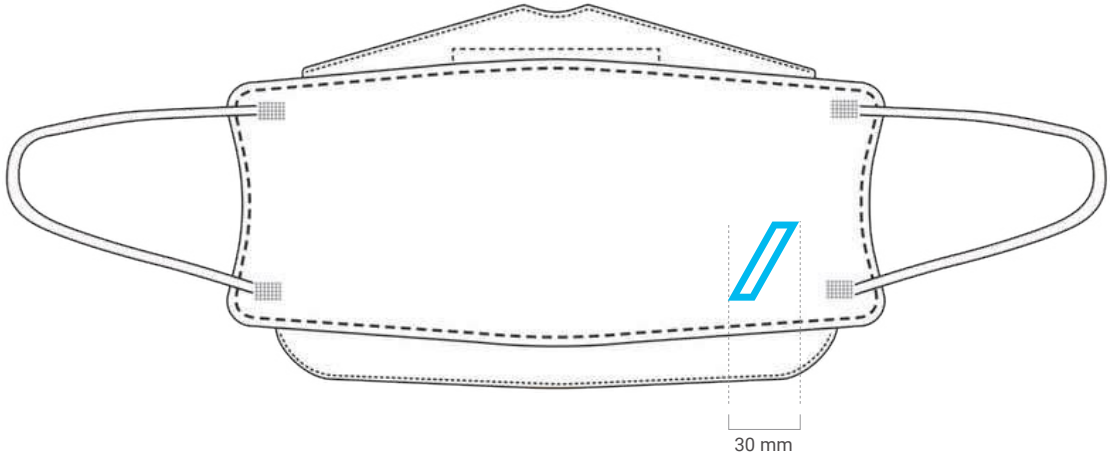
Promotion items should be designed with the trending materials and design rather than fixed standards.

Size : 208 x 82 (mm)
Production : Silk printing or resin printing

Type A



Type B



AS 4.10

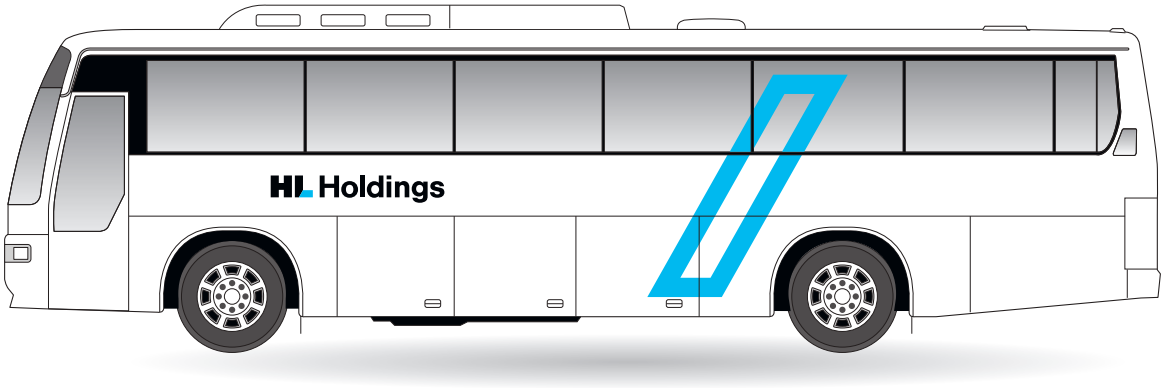
VEHICLE-BUS TYPE A

Refer to the following standards when placing a decal on a vehicle (bus). Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

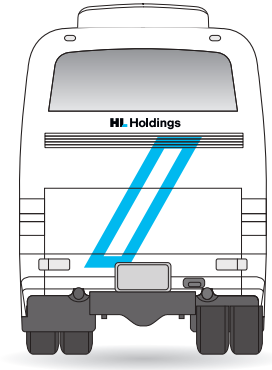
Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Sky Blue (Pantone 299C)

Side



Back



Front



AS 4.10

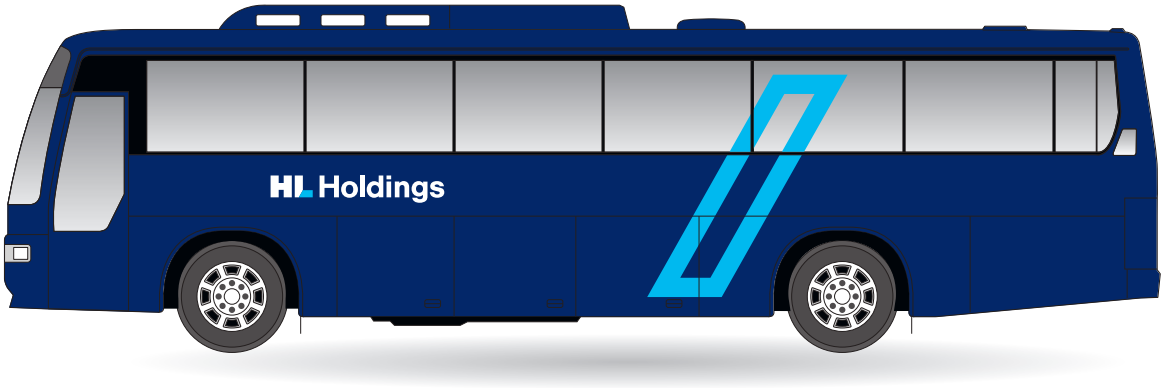
VEHICLE-BUS TYPE B

Refer to the following standards when placing a decal on a vehicle (bus). Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

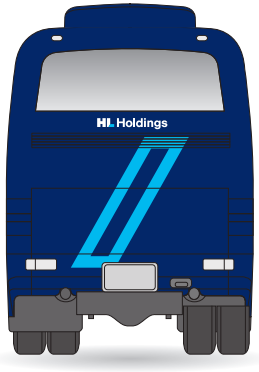
Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

Side



Back



Front



AS 4.10

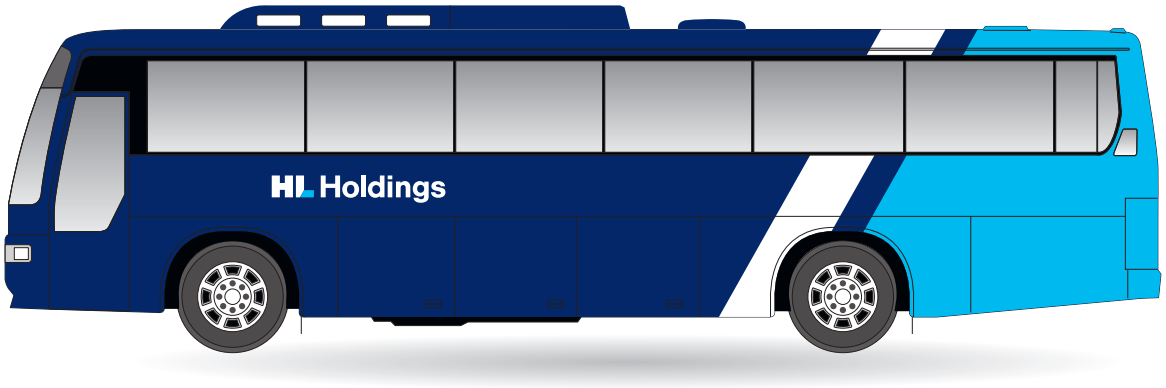
VEHICLE-BUS TYPE C

Refer to the following standards when placing a decal on a vehicle (bus). Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

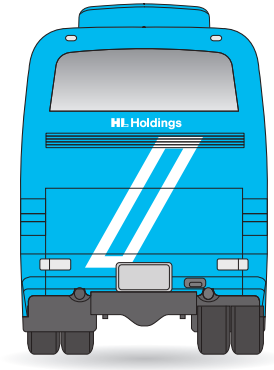
Motif B

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

Side



Back



Front



AS 4.11

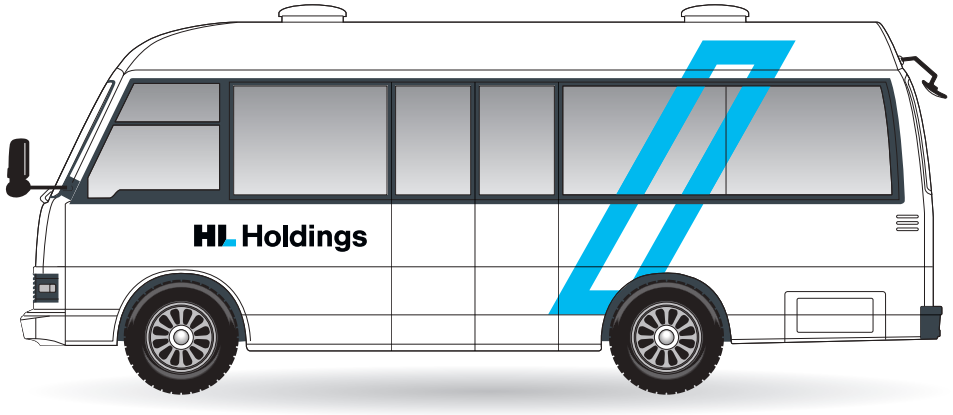
VEHICLE-BUS (M) TYPE A

Refer to the following standards when placing a decal on a vehicle (bus). Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

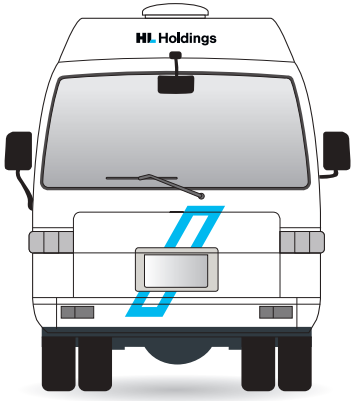
Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Sky Blue (Pantone 299C)

Side



Back



Front



AS 4.11

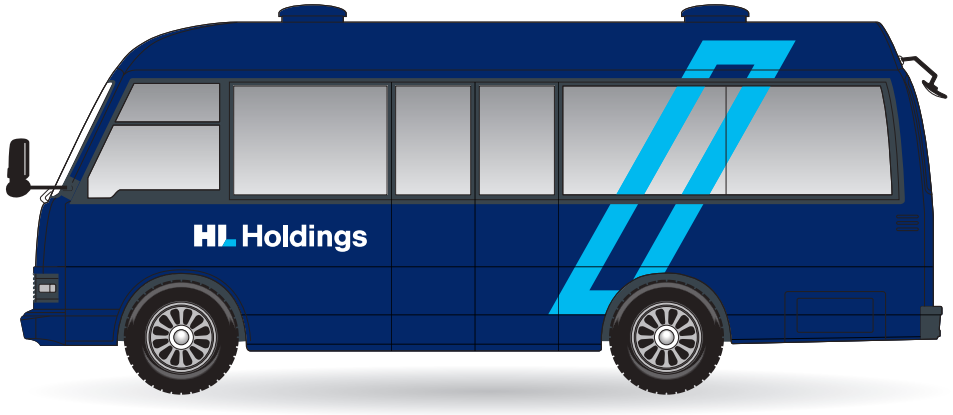
VEHICLE-BUS (M) TYPE B

Refer to the following standards when placing a decal on a vehicle (bus). Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

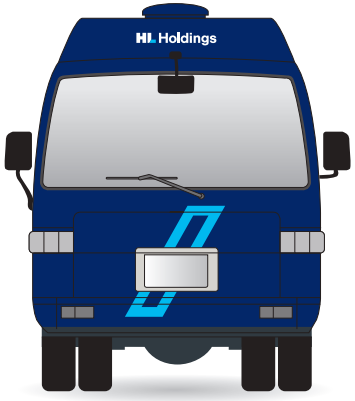
Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

Side



Back



Front



AS 4.11

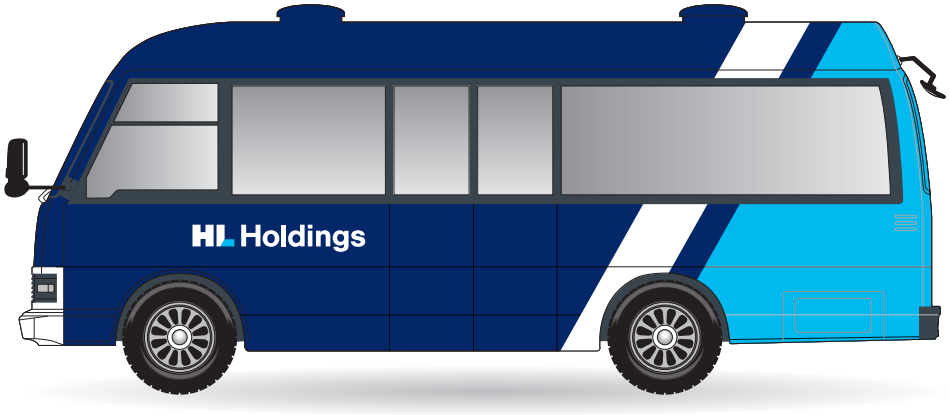
VEHICLE-BUS (M) TYPE C

Refer to the following standards when placing a decal on a vehicle (bus). Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

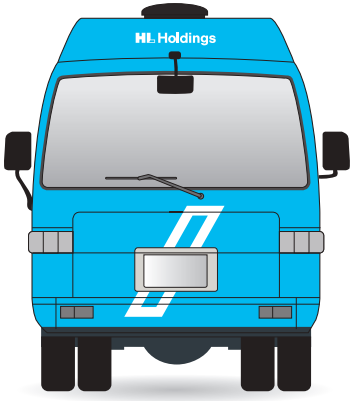
Motif B

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

Side



Back



Front



AS 4.12

VEHICLE-PASSENGER CAR TYPE A

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

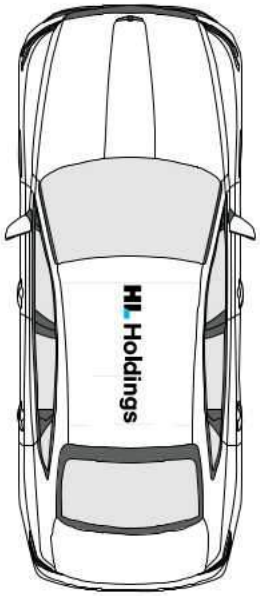
Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Sky Blue (Pantone 299C)

Side



Roof Panel



AS 4.12

VEHICLE-PASSENGER CAR TYPE B

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

Side



Roof Panel



AS 4.12

VEHICLE-PASSENGER CAR TYPE C

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

Side



Roof Panel



Motif B

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

AS 4.13

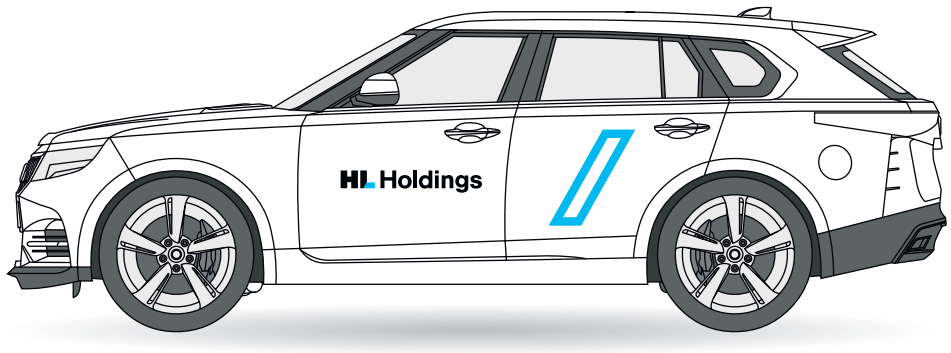
VEHICLE-SUV TYPE A

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

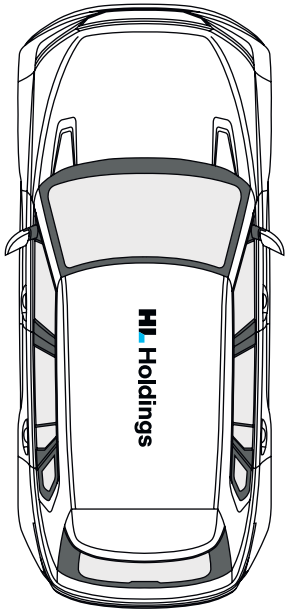
Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Sky Blue (Pantone 299C)

Side



Roof Panel



AS 4.13

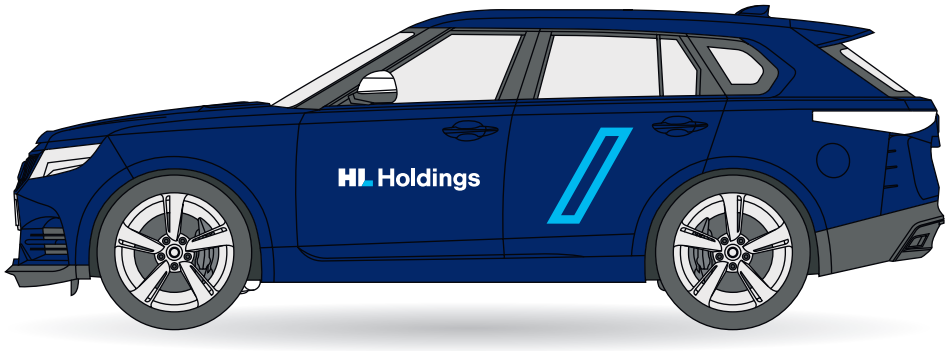
VEHICLE-SUV TYPE B

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

Side



Roof Panel



AS 4.13

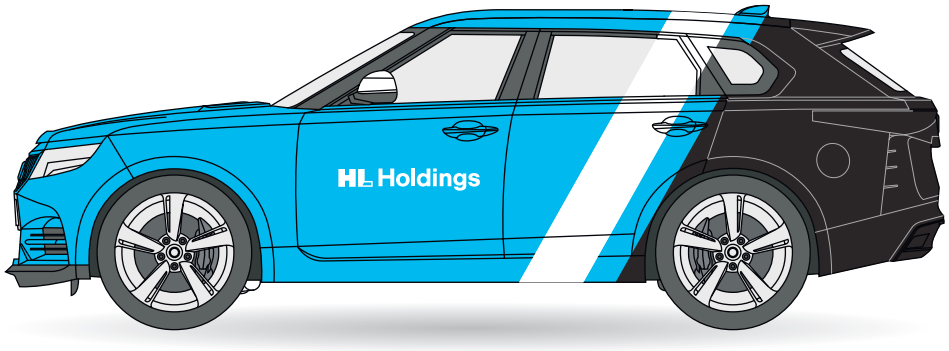
VEHICLE-SUV TYPE C

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

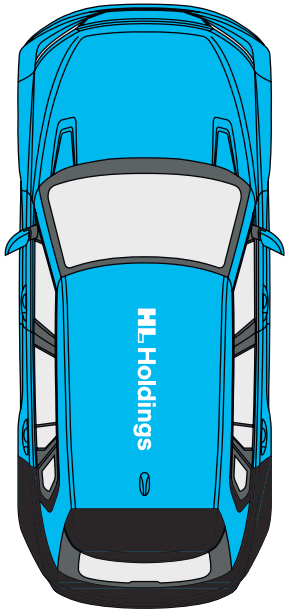
Motif B

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

Side



Roof Panel



AS 4.14

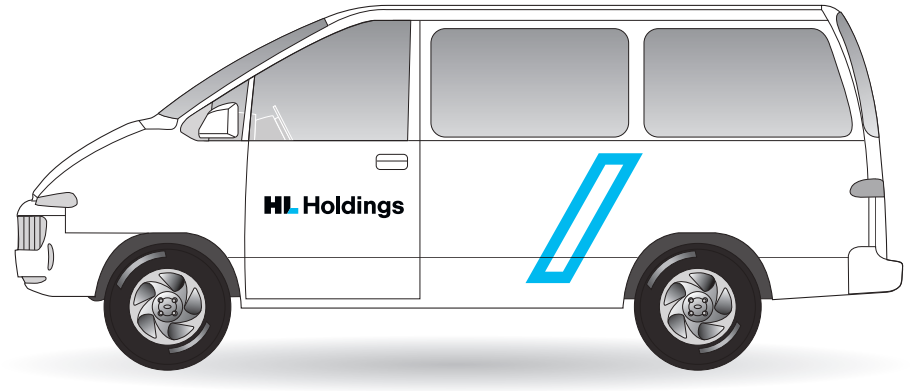
VEHICLE-VAN TYPE A

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Sky Blue (Pantone 299C)

Side



Back



Front



AS 4.14

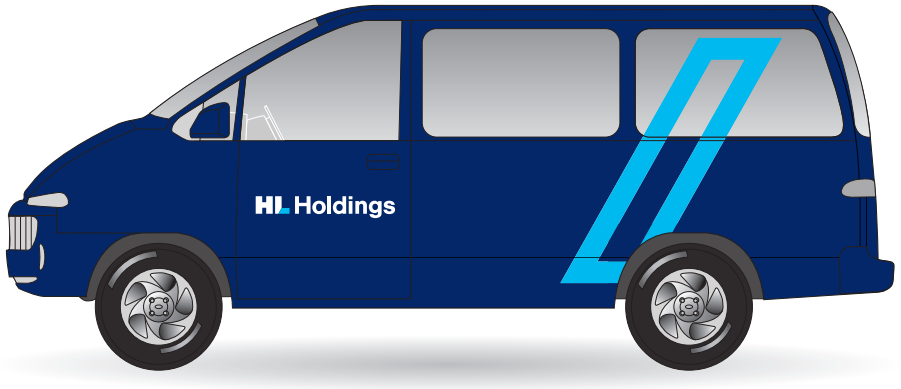
VEHICLE-VAN TYPE B

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

Side



Back



Front



AS 4.14

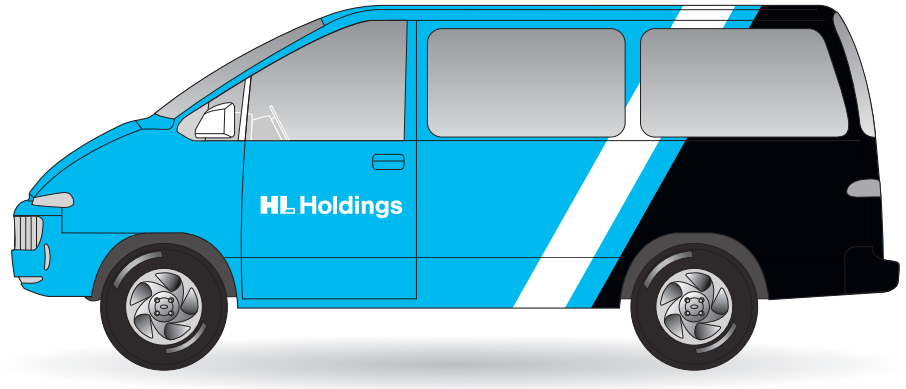
VEHICLE-VAN TYPE C

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

Motif B

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

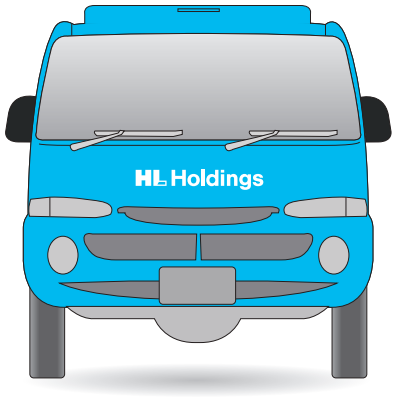
Side



Back



Front



AS 4.15

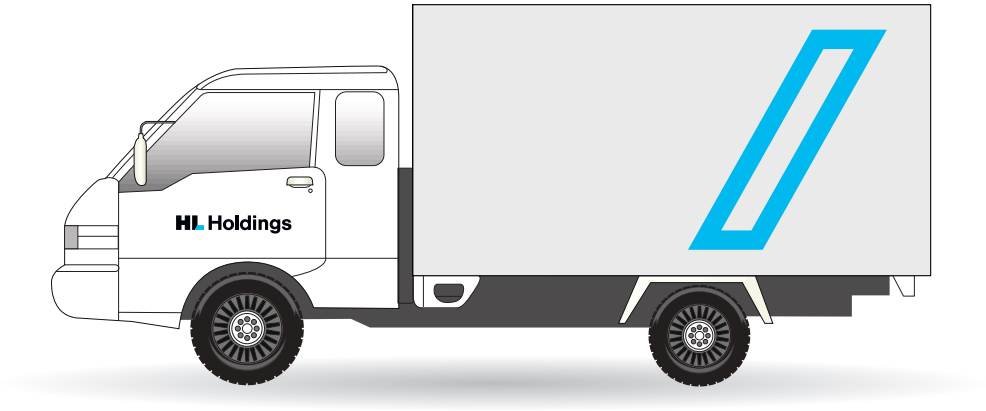
VEHICLE-TRUCK TYPE A

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

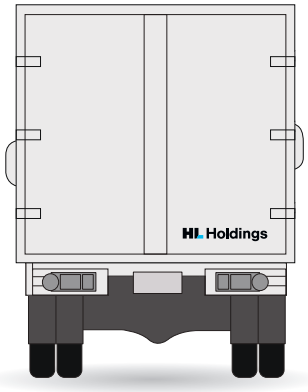
Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Sky Blue (Pantone 299C)

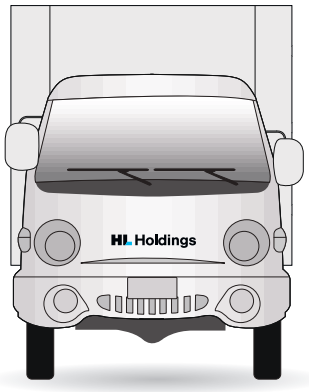
Side



Back



Front



AS 4.15

VEHICLE-TRUCK TYPE B

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

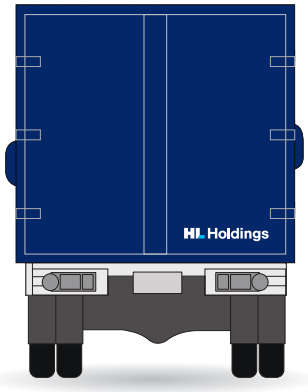
Motif A-2

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

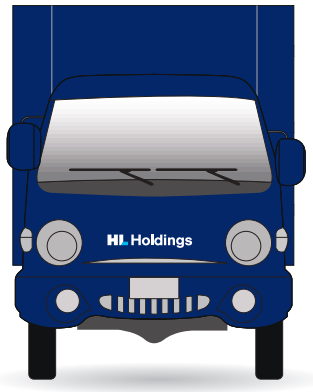
Side



Back



Front



AS 4.15

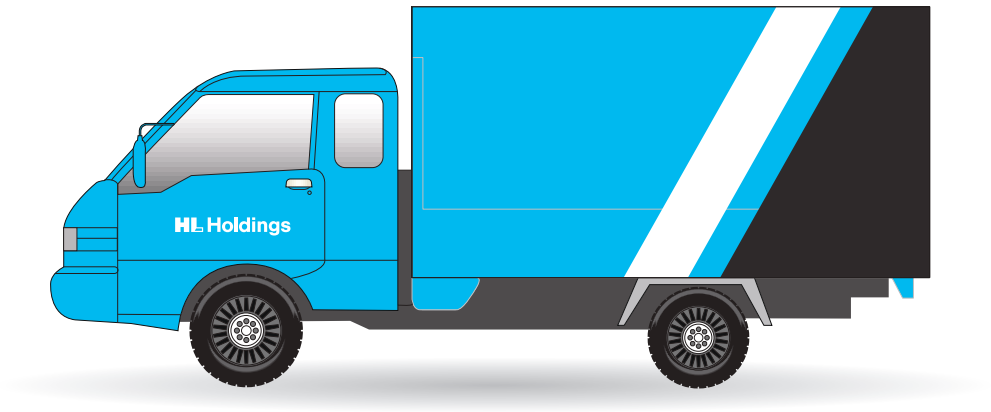
VEHICLE-TRUCK TYPE C

Refer to the following standards when placing a decal on a vehicle. Partial adjustments may be necessary, as the vehicle's exterior changes with manufacturer brand and production year, but please be sure to deliver a consistent image nonetheless.

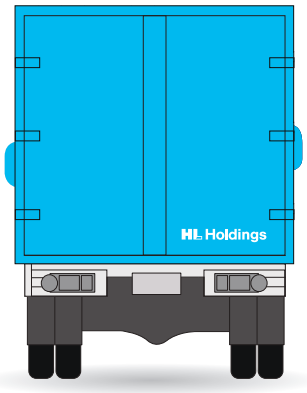
Motif B

Production : Digital printing after color coating or Adhesive sheet
Color : HL Navy (Pantone 281C)
HL Sky Blue (Pantone 299C)

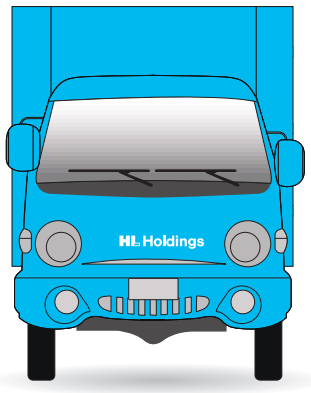
Side



Back



Front



AS 4.16

UNIFORM
- WINTER TYPE A

Uniforms give employees a sense of belonging and unity. When designing uniforms, please adhere to the following regulations to build and deliver a consistent brand image.

Production : Digital embroidery or silk printing
Materials : Cotton
Color : HL Sky Blue (Pantone 299C)
HL Black (Pantone Black 6C)

Winter uniform - top



Winter uniform - Vest & long-sleeve shirt





Full-Color

One-Color

AS 4.16

UNIFORM
- WINTER TYPE B

Uniforms give employees a sense of belonging and unity. When designing uniforms, please adhere to the following regulations to build and deliver a consistent brand image.

Production : Digital embroidery or silk printing
Materials : Cotton
Color : HL Sky Blue (Pantone 299C)
HL Black (Pantone Black 6C)

Winter uniform - Jacket



Full-Color

One-Color

Winter uniform - Insulated jacket



AS 4.16

UNIFORM
- WINTER TYPE C

Uniforms give employees a sense of belonging and unity. When designing uniforms, please adhere to the following regulations to build and deliver a consistent brand image.

Production : Digital embroidery or silk printing
Materials : Cotton
Color : HL Sky Blue (Pantone 299C)
HL Black (Pantone Black 6C)

Winter uniform - Jacket



Full-Color

One-Color

Winter uniform - Insulated jacket



AS 4.17

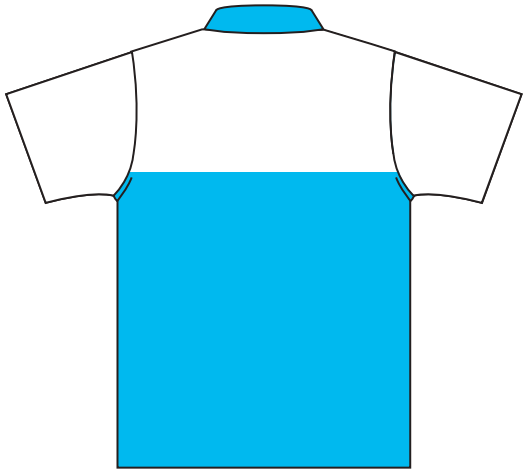
UNIFORM
-SUMMER TYPE A

Uniforms give employees a sense of belonging and unity. When designing uniforms, please adhere to the following regulations to build and deliver a consistent brand image.

Production : Digital embroidery or silk printing
Materials : Cotton
Color : HL Sky Blue (Pantone 299C)

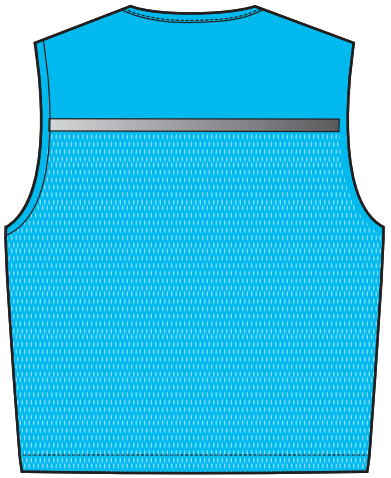
Summer uniform - T Shirt





Summer uniform - Vest





AS 4.17

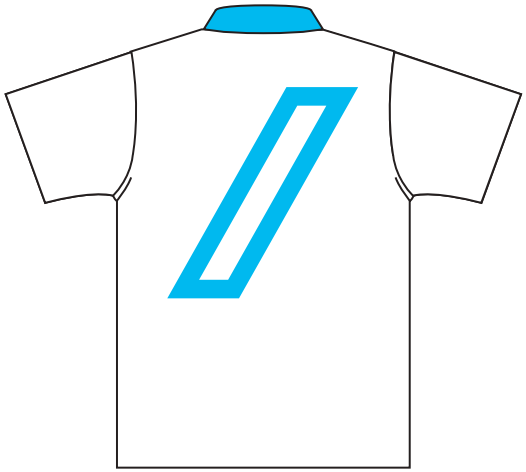
UNIFORM
-SUMMER TYPE B

Uniforms give employees a sense of belonging and unity. When designing uniforms, please adhere to the following regulations to build and deliver a consistent brand image.

Production : Digital embroidery or silk printing
Materials : Cotton
Color : HL Sky Blue (Pantone 299C)

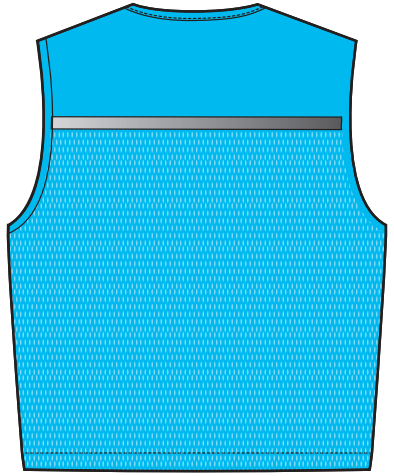
Summer uniform - T Shirt





Summer uniform - Vest





AS 4.17

UNIFORM
-SUMMER TYPE C

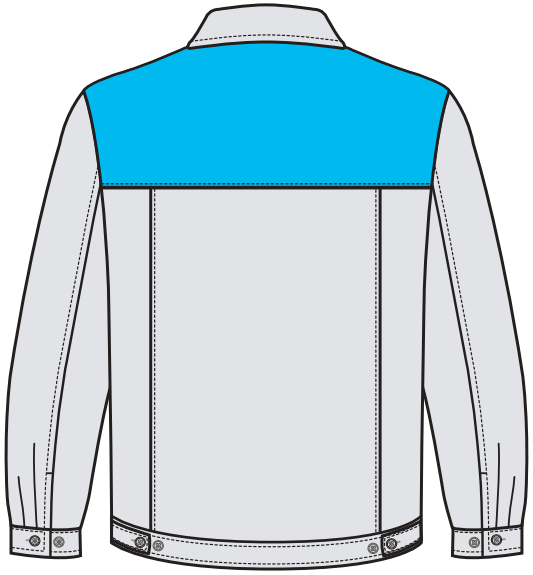
Uniforms give employees a sense of belonging and unity. When designing uniforms, please adhere to the following regulations to build and deliver a consistent brand image.

Production : Digital embroidery or silk printing
Materials : Cotton
Color : HL Sky Blue (Pantone 299C)

Summer uniform_front



Summer uniform_back



Full-Color

One-Color

AS 4.17

UNIFORM
-SUMMER TYPE D

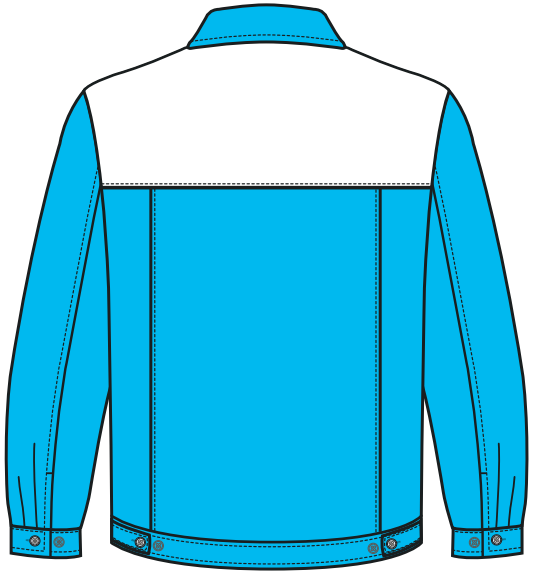
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Summer uniform_front



Summer uniform_back



Full-Color

HL Holdings

One-Color

HL Holdings

