



IMAGINE YOUR KOREA BRAND BOOK

Korea Tourism Brand Book





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What is a brand?



A brand is a living and breathing entity.
Great brands leave a lasting impression in our hearts and become lifelong companions.
In order to remain meaningful, a brand must reflect the changing desires of its customers and the times in which they live in, constantly evolving.

Likewise, the brand for Korea tourism has to effectively express Korea's many attractions for Korea to be remembered by tourists throughout the world in a unique and significant way.

The Need for a New Brand for Korea Tourism



Korea has undergone significant change over the years. World renown individuals such as UN Secretary-General Ban Ki-moon, figure skater Kim Yuna, and K-pop star Psy have raised the status of Korea on the global stage, while representative Korean companies such as Samsung Electronics, LG Electronics, Hyundai Motors, and Kia Motors, have improved their global competitiveness.

Known as little more than a typical tourist site up until just eight years ago, Korea is now recognized by tourists all over the world as a “leader of popular culture” and a “trendy and innovative” travel destination.

We have developed a new brand for Korea tourism to better express Korea to enthusiasts around the world and use this momentum to usher in a new era of Korea tourism with the vision of reaching 20 million visitors.





01

Brand Identity

Brand: Core Values

Upon analysis of the characteristics of the Korean people, its culture, history, environment, products and services, as well as the direction of its national policy, customer needs and trends, and the status of competing countries, four core values have been identified: Diverse, Vibrant, Creative, and Intriguing.



Asset Keyword



Core Values

Diverse

Korea. Full of diverse and harmonious pleasures

Vibrant

Korea. Where endless energy and vitality abound

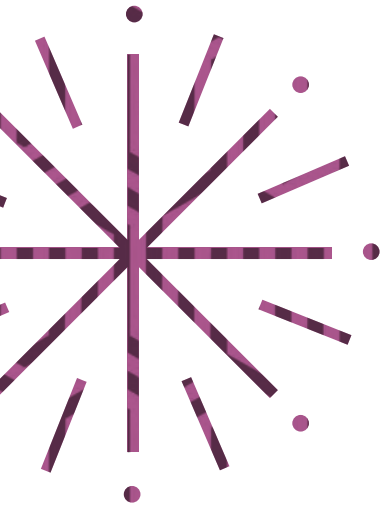
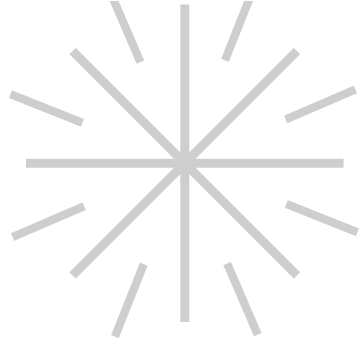
Creative

Korea. Constantly creating new values

Intriguing

Korea. A country that attracts and ignites the interest of the world

Diverse

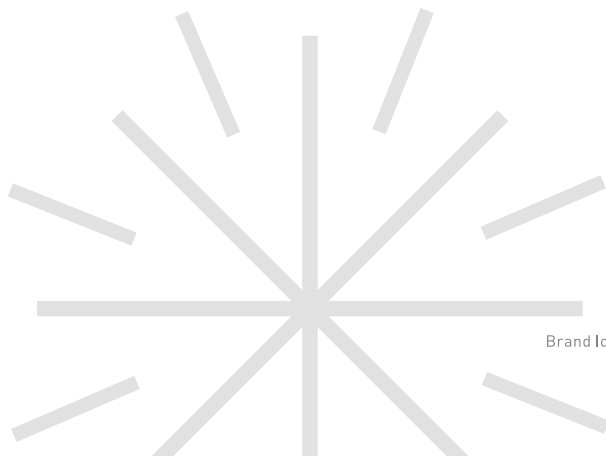


Korea. Full of diverse and harmonious pleasures

In Korea, there is a harmonious balance between tradition and modernity.

It is a country where you can experience everything from a temple stay to shopping for the latest trends and the most cutting-edge IT technology.

A land of tourism that has something for everyone; this is Korea.




Vibrant





Korea. Where endless energy and vitality abound

A passionate and vibrant cheering culture that unites everyone together as one, the collective spirit of persistence and passion that transformed the nation into a leading economic powerhouse, the entertainment culture and the glittering streets that never sleep - All these are invaluable experiences unique to Korea.



Creative



Korea.

Constantly creating new values

Creativity that changes an ordinary marathon into an electronic dance marathon.
Imagination that transforms an ordinary train ride into a moving five-star hotel.
A country that can change even an ordinary bridge into a rainbow-colored fountain.
Here, all of your experiences will be new and one-of-a-kind.



Intriguing

Korea. A country that attracts and ignites the interest of the world

Full of irresistible content,
Korea enchants tourists with its wide variety of cultural content such as K-pop,
K-drama, and K-movies. It is a country which everyone desires to visit,
a country that makes you want to come back for more,
a country with endless charm that makes each visit feel unique and refreshing.



Korea Tourism Brand Identity

Even as we speak, people travel for many different reasons,
each with their own imagination of what the experience will be like.

“I want to see the latest trends.”

“I want to indulge in history and tradition.”

“I want to experience advanced culture.”

And their imaginations come to life in Korea.

A world in which the latest trends, advanced culture, and vibrant history coexist,
and the creative perspective on the world that lies within.

Here, they will experience a refreshing astonishment that will heighten their
senses and enhance the way they see things.

Core Values

Diverse

Korea. Full of diverse and harmonious pleasures

Vibrant

Korea. Where endless energy and vitality abound

Creative

Korea. Constantly creating new values

Intriguing

Korea. A country that attracts and ignites the interest of the world

Brand Identity

CREATIVE MOTIVATION

Creative stimulus that enhances one's senses
and provides perspective







02

Brand Slogan and Visual Identity

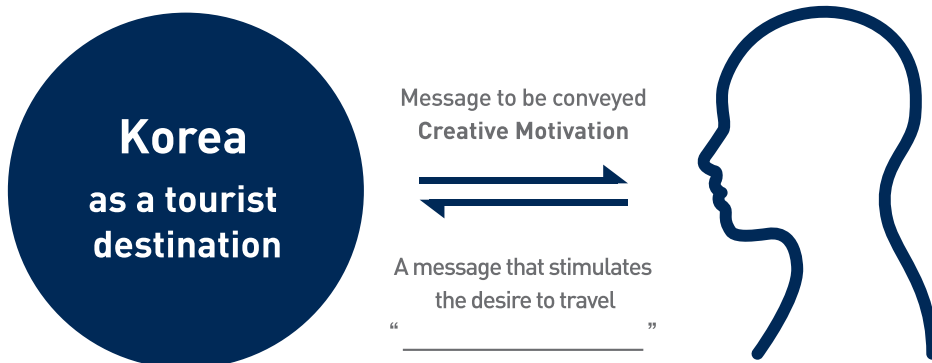
Brand Slogan

The brand slogan is a phrase that expresses Korea tourism brand identity(BI), "Creative Motivation", in a way that is easy for tourists to understand and remember.

The origin of slogan development

How can we effectively express “Creative Motivation” from a tourist’s perspective?

Develop a message
which can stimulate tourist
to travel to Korea
through Korea’s “creative culture”.



Brand Slogan

The brand slogan of Korea tourism, "Imagine your Korea", is a phrase that expresses Korea's various tourism assets, including its vibrant shopping districts and creative cultural content, from the tourist's perspective.

Imagine your Korea

Imagine

Interpretation of the BI based on Korea's tourism assets

Korea. Where scenes from movies and soap operas come to life,
Korea. A place that turns everyday life into something extraordinary.
Korea. Full of endless forms of entertainment, from its various cultural heritage sites to the bustling shopping district of Myeongdong.

your

Interpretation of the BI based on the tourist's perspective

Korea. A country that is transforming into an attractive tourist destination for an increasing number of Free Independent Travelers(FIT).
Korea. Filled with leading cultural content that customers can participate in and experience for themselves.
Korea. The tourist destination which satisfies the constantly diversifying needs of tourists.

Brand Slogan Design Concept

Design elements were added to the brand slogan to help improve the understanding and awareness of Korea tourism's brand slogan. The new design embodies Korea's creativity and attractiveness, its vibrant and diverse attractions, and its welcoming spirit to all tourists who visit Korea.

Explanation of Design

Logotype: "Korea"

The lively and vibrant calligraphy stimulates the imagination. In particular, the letter "O" uses as its motif the swirling hat ribbon of *sangmo dolligi*, a traditional Korean folk dance. It is a symbolic expression of the energy created through imagination.

Logotype: "Imagine your"

Expressed in a simple and stable manner which forms a harmonious combination with the unique styling of the word "Korea".



Logotype: "K"

"K" which is largely recognized as a representation of Korea, is emphasized both in size and in the shape of two arms wide open, a symbolic image of Korea's welcoming spirit.

Color

The color scheme is a combination of *saekdong*, the traditional multicolored stripes that symbolize the diverse experiences to be had in Korea, and navy blue, which serves to accentuate the *saekdong* colors.

Brand Design Story

A Creative & Intriguing Destination

In the minds of people throughout the world, Korea today is a country where one's imagination comes to life, where new values are created, and creative experiences abound. The new brand design for Korea tourism attempts to capture this transformed image of Korea.

Full of Life & Diversity

Unlike traditional calligraphy, the modern calligraphy style used in this design has been developed to embody energy and vitality. A bold font was used to express dynamism, while the lines of the *hanbok* (traditional Korean clothing) were combined with *saekdong* to symbolize Korea. The colors of the *saekdong* design symbolize the variety of experiences that are available in Korea.

Welcoming Tourists from All over the Globe

The letter "K" visualized as an image of two arms open to welcome the world, is an element which expresses fun and excitement. With the success of K-pop and K-culture, "K" is already well-known around the world as the letter representing Korea. This newly designed brand slogan for Korea tourism will position Korea as an even more attractive destination to visitors from across the globe.

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상애

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승려

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03

Brand Platform



Brand Platform

The brand platform is a diagram that summarizes, the various internal and external factors which constitute the Korea tourism brand.

It is made up of the brand slogan and visual identity, which are expressed directly to tourists. And elements such as the communication message, brand identity, and core values which are not expressed directly to tourists but act as the foundation of the Korea tourism brand.

Brand Identity

Creative Motivation

Creative stimulus that enhances one's senses and provides perspective

Core Values

Diverse

Korea. Full of diverse and harmonious pleasures

Vibrant

Korea. Where endless energy and vitality abound

Creative

Korea. Constantly creating new values

Intriguing

Korea. A country that attracts and ignites the interest of the world

As the fundamental factors that compose the Korea tourism brand, these are not expressed directly to tourists, but form the core of all brand related activities.

Internal Factors

Slogan / Visual Identity



Tone & Manner

Engaging

Encourages foreign tourists to participate

Pleasantly Surprising

Provides an experience that exceeds expectations

Self-fulfilling

Satisfies the desire for self-realization

Factors that are directly expressed to tourists to convey the Korea tourism brand

External Factors

Key Message Communication Message

Imagine your Korea!

Korea, which is visited each year by over 12 million tourists from all over the world, captivates the hearts of its visitors with a variety of attractions all year round.

With unique and interesting experiences to be found wherever you go, Korea offers all visitors an experience above and beyond their expectations.

Why Tourists Love Korea Reasons to Believe

K-WAVE, K-PLACE, K-FOOD, K-SPIRIT, K-STYLE





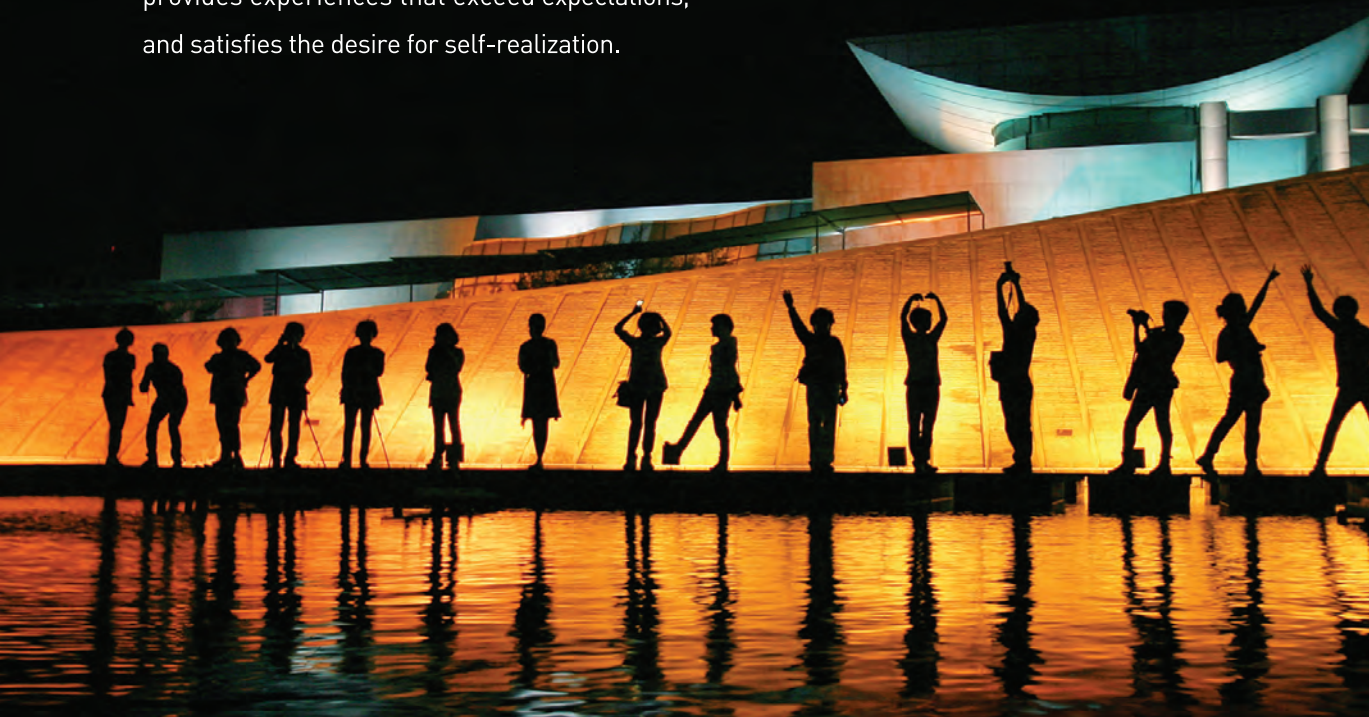
04

Brand
Communication

Communication Message

The communication message is the statement that most effectively explains Korea tourism's brand slogan and brand identity. In order to develop this message, we took a comprehensive look at the following elements: first, tourist needs (Relevance); second, differentiation from other tourist destinations (Differentiation); third, Korea's capability (Credibility); and fourth, trend compatibility (Stretch).

The result of the analysis positioned Korea as a tourist destination that encourages foreign tourists to participate in the tourism experience, always provides experiences that exceed expectations, and satisfies the desire for self-realization.





Tone & Manner

Engaging

Encourages foreign tourists to participate

An analysis of key global tourism trends shows an increased demand for experience-based travel that is based on popular cultural content. Naturally, this requires content that increases the tourist's desire/motivation to actively engage in such experiences.

Pleasantly Surprising

Provides an experience that exceeds expectations

In Korea, even everyday activities such as having meals or running a marathon become special and unique experiences for tourists which go beyond conventional expectations.

Self-fulfilling

Satisfies the desire for self-realization

When considering the change in the motivation and form of travel toward direct experiences, the new Korea tourism brand must contain an element of self-realization.

Communication Message

Imagine your Korea!

With unique and interesting experiences to be found wherever you go, all visitors to Korea will receive an experience above and beyond their expectations.

Why Tourists Love Korea

Reasons to Believe

Korea is a tourist destination that provides endless attractions for all visiting tourists to enjoy. From Hallyu - Korean entertainment content that is popular worldwide - to Korea's most famous tourist sites as well as its food, Korea turns each tourist's imagination to reality.





K-FOOD

Unique recipes made with diverse seasonal ingredients and unconventional cooking methods

K-WAVE

Content that is unique to Korea
(K-pop, K-drama, K-movie)

K-SPIRIT

Infinite creativity and passion
that defines Korea and Koreans

K-PLACE

Fresh, unique tourist sites that seamlessly
combine the tradition with modernity

K-STYLE

Elegant and sophisticated lifestyle that
captivates the hearts of trend hunters everywhere



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