

**Korea Tourism Brand
Imagine Your Korea
Visual Identity Guidelines**



Administrative Guidelines

The guidelines outlined in each section of this booklet have been created for the purpose of promoting the Korea tourism brand image both internally and externally as well as maintaining the brand image in the long-term.

Please adhere to the following rules to ensure consistent and systematic brand management,

1. Arbitrary interpretation leading to any partial or complete change of guideline content is prohibited. If there is a matter that requires further explanation or clarification, please consult with the relevant department before taking any action.
2. This booklet is a vital asset of the Korea Tourism Organization. It is strictly confidential and must not be leaked to outside sources or copied illegally.
3. As a rule, the contents of this booklet may be copied or printed out based on computer data.

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Brand Concept

Explanation of Design

Logotype: Korea

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

Logotype: Imagine your

A simple and stable-looking typography that forms a harmonious combination with the unique style of the word 'Korea'



Logotype: K

The letter 'K', which is largely recognized as a representation of Korea, has been designed in the shape of two arms wide open to represent Korea's welcoming image.

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 accentuates 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, new values are created, and creative experiences abound. It is this transformed image of Korea that the new brand design for Korea tourism attempts to capture.

Full of Life & Diversity

The modern calligraphy style used in this design has been developed to embody energy and vitality, qualities that are not prominent in traditional calligraphy. A strong typeface was used to express dynamism, while the lines of the hanbok (traditional Korean clothing) were combined with 'Saekdong', the traditional multicolored stripes, to symbolize Korea. The colors of the 'Saekdong' design symbolize the variety of experiences that await tourists in Korea.

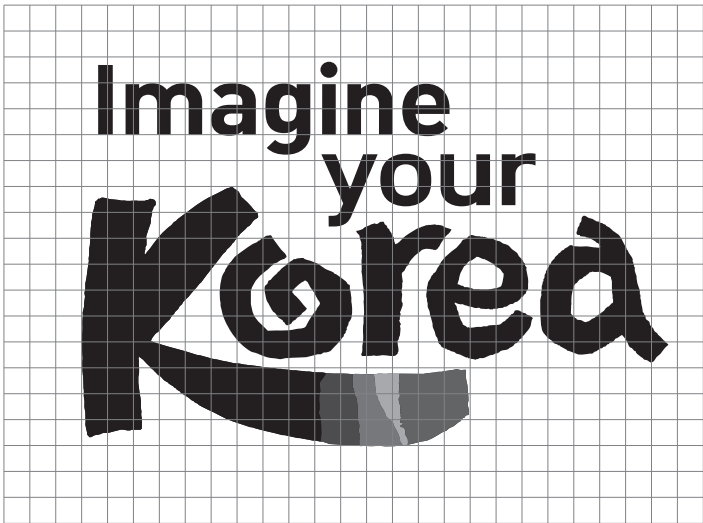
Welcoming Tourists from All Over the Globe

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.

Basic System

- BS 01 Symbol
- BS 02 Symbol: Horizontal Combination
- BS 03 Symbol: Chinese Combination
- BS 04 Symbol: Chinese Horizontal Combination
- BS 05 Symbol: URL Combination
- BS 06 Symbol: Minimum Space Requirements
- BS 07 Brand Colors
- BS 08 Color Utilization 01
- BS 09 Color Utilization 02
- BS 10 Background Color
- BS 11 Incorrect Usage
- BS 12 Typefaces: Korean
- BS 13 Typefaces: English
- BS 14 Graphic Motif Pattern
- BS 15 Graphic Motif 01
- BS 16 Graphic Motif 02
- BS 17 Graphic Motif: Incorrect Usage
- BS 18 Visual Brand Matrix
- BS 19 Symbol Position Regulations 01
- BS 20 Symbol Position Regulations 02
- BS 21 Symbol Position Regulations 03
- BS 22 Symbol Position: Incorrect Usage

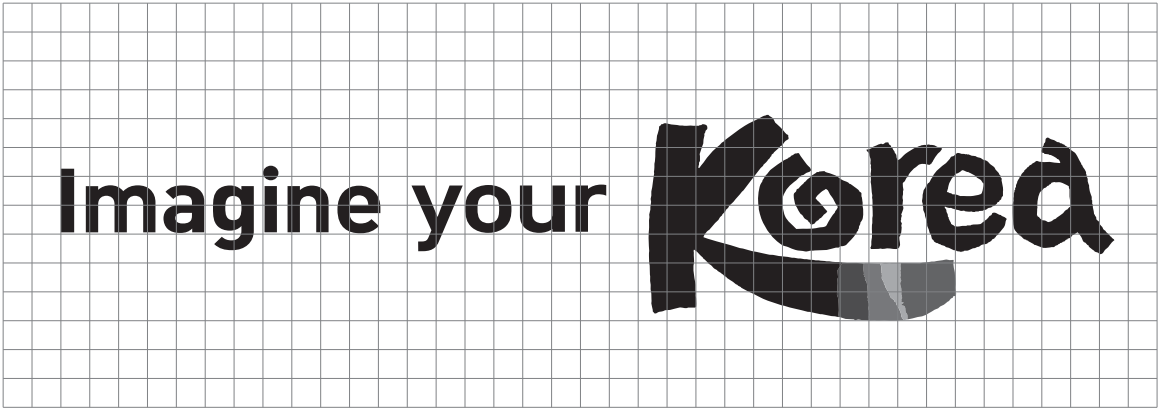
The symbol of the Korea tourism brand is used on all media formats to represent Korea tourism, and serves as the most central element of communication. Therefore, make sure to maintain the shape, proportions, and colors of the original composition as much as possible. The minimum size regulations of the symbol have been determined in consideration of the symbol's readability and reproducibility, the use of any smaller version of the symbol is prohibited.



Use of the symbol's horizontal combination is to be restricted to cases where the horizontal space is wide and the vertical space is limited. As it plays a key role in promoting the Korea tourism brand image both internally and externally, the symbol should be utilized and managed with care. Any alteration to the symbol is strictly prohibited. The minimum size regulations of the symbol have been determined in consideration of the symbol's readability and reproducibility, the use of any smaller version of the symbol is prohibited.



Minimum Size Imagine your  5mm



Symbol: Chinese (Simplified) Combination

The Chinese version of the symbol is to be used for communications that require a supplementary Chinese symbol. As it plays a key role in promoting the Korea tourism brand image both internally and externally, the symbol should be utilized and managed with care. Any alteration to the symbol is strictly prohibited. The minimum size regulations of the symbol have been determined in consideration of the symbol's readability and reproducibility, the use of any smaller version of the symbol is prohibited.



遇见你心中的韩国

Minimum Size



The Chinese version of the symbol is to be used for communications that require a supplementary Chinese symbol. As it plays a key role in promoting the Korea tourism brand image both internally and externally, the symbol should be utilized and managed with care. Any alteration to the symbol is strictly prohibited. The minimum size regulations of the symbol have been determined in consideration of the symbol's readability and reproducibility, the use of any smaller version of the symbol is prohibited.



Minimum Size



The URL combination of the Korea tourism brand is used on all media formats to represent Korea tourism, and serves as the most central element of communication. Therefore, make sure to maintain the structure, proportions, and colors of the original composition as much as possible. The minimum size regulations of the symbol have been determined in consideration of the symbol's readability and reproducibility, the use of any smaller version of the symbol is prohibited.



*URL : DIN Medium Horizontal Scale100%, Tracking 0



Symbol: Minimum Space Requirements

The purpose of the symbol's minimum space requirements is to ensure the use of the minimum amount of space required to maintain the symbol's figurative characteristics and to properly convey its image. There should be no text or visual elements within the symbol's minimum space requirements.

Basic format



Horizontal combination format



The brand colors are an important means of brand representation. It is important to use the designated colors consistently. As a basic rule, the brand colors must be composed of specified colors. Depending on the medium, the symbol may be printed out with four-color (CMYK) printing. When using four-color printing, because there may be significant differences in brightness and chroma, compare it to a color sample to determine the best standard coloration. When choosing the print color of the medium being used, use one of the pantone color numbers below.



1	2	3	4	5
Imagine Navy	Imagine Purple	Imagine Blue	Imagine Yellow	Imagine Red
PANTONE 2767 C C 100 M 56 Y 0 K 66 R 23 G 46 B 86	PANTONE 242 C C 40 M 100 Y 0 K 0 R 163 G 35 B 139	PANTONE 298 C C 100 M 0 Y 10 K 0 R 0 G 172 B 220	PANTONE 122 C C 0 M 18 Y 70 K 0 R 255 G 209 B 103	PANTONE 173 C C 0 M 100 Y 100 K 0 R 235 G 34 B 39

The color utilization regulation is an important element which influences brand image and ensures the effective expression of the brand symbol for each medium. The ideal combination is the expression of the symbol in full color against a white background. However, depending on the environment, below colors may be used.

Full Color



Black & White



One Color



GOLD
Pantone 873C



Silver
Pantone 877C



The color utilization regulation is an important element which influences brand image and ensures the effective expression of the brand symbol for each medium. The ideal combination is the expression of the symbol in full color against a white background.

As a rule, the color of 'Imagine your' should be Imagine Navy. However, depending on the environment/medium being used, a variety of colors may be used as shown below.

When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

Imagine Navy



Imagine Gray

Positive : K 60
Negative : K 40



Imagine Purple



Imagine Blue



Imagine Yellow

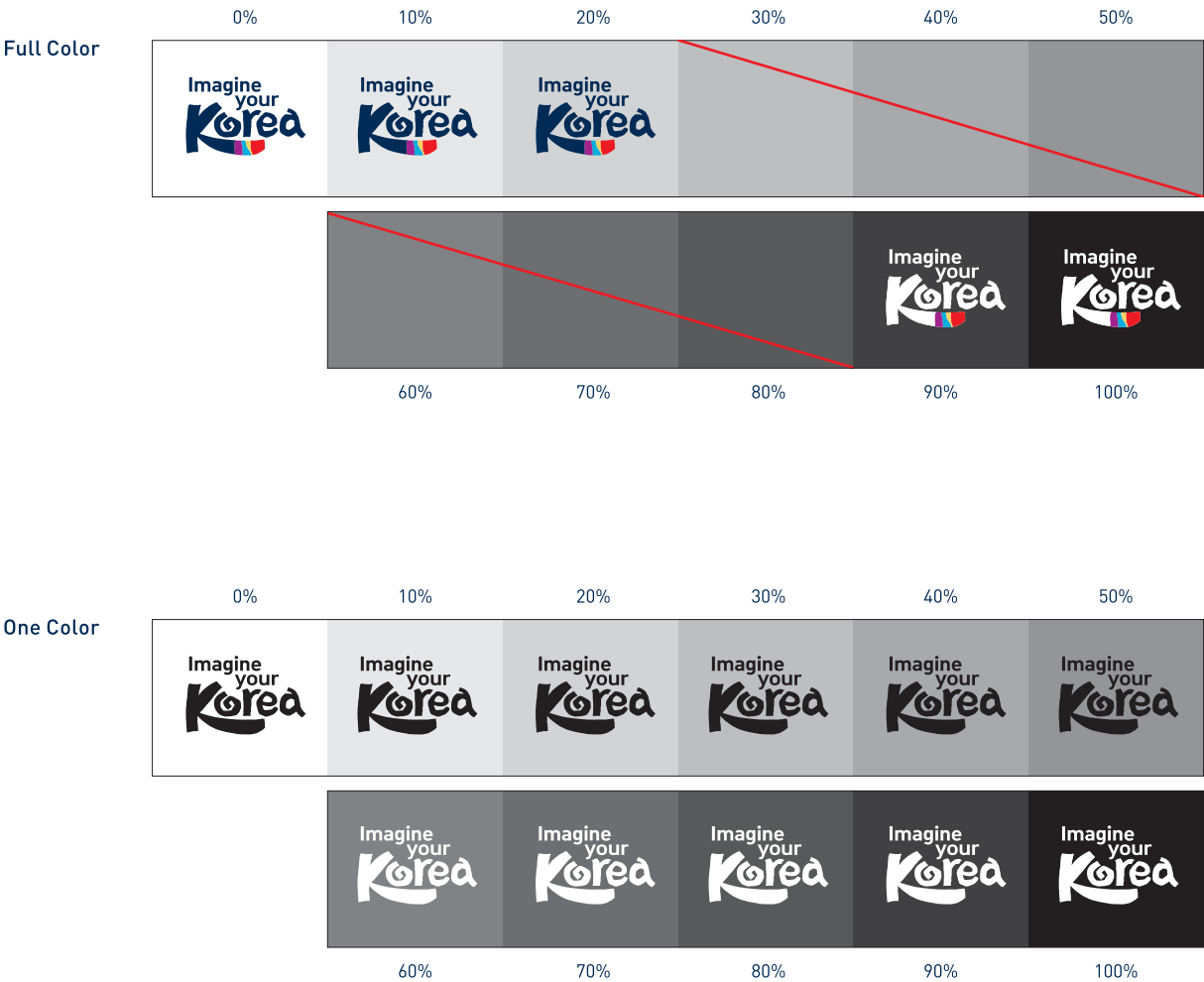


Imagine Red



Background Color

When applying the symbol, it is important to express it so that it is clearly differentiated from its surrounding elements. The greater the difference between background color and brightness, the clearer it will look. The ideal combination is the expression of the symbol in full color against a white background. When using a background color that is not white, apply the symbol in strict accordance with the following regulations based on the brightness of the background color.

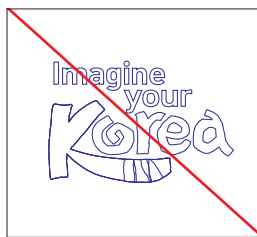


Incorrect Usage

The following are situational/combination errors that are easily made when applying the symbol. Since the symbol is a representative object that forms the core of all visual communications, exercise great care to ensure that aspects such as shape and color are not arbitrarily altered.



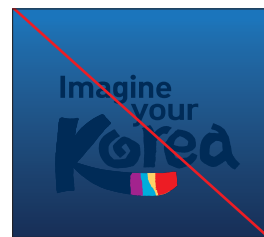
Do not use a border around the symbol



Do not use an outlined version of the symbol



Do not use colors which are not included in the color regulations



Do not apply the symbol to a background with low visibility



Do not alter the symbol's shape



Do not alter the symbol's size



Do not apply slanting effect to the symbol



Do not use one of the symbol's colors as a background color (Except for when the background is Imagine Yellow)



Do not change the typeface of 'Imagine your'



Do not arbitrarily alter the space between the letters of 'Imagine your'



Do not apply non-designated colors to the symbol



Do not apply the symbol to a background with a complicated design that obscures the symbol

Korean typefaces must harmonize well with the symbol and are to be used for titles on various types of visual media as well as for the captions and main text of publications. When selecting a Korean typeface, give priority to one of the typefaces listed in this section. However, depending on the characteristics of the medium being used, you may choose either Korean Serif or Sans serif font.

Main text

Title

Yoon Gothic 120

Yoon Gothic 140

Yoon Gothic 130

Yoon Gothic 150

Yoon Myungjo 120

Yoon Myungjo 140

Yoon Myungjo 130

가

Yoon Gothic 120

가나다라마바사아자차카타파하
아야어여오요우유으이애애에예
1234567890!@#\$\$%^&*(<[{\W--=+

가

Yoon Gothic 140

가나다라마바사아자차카타파하
아야어여오요우유으이애애에예
1234567890!@#\$\$%^&*(<[{\W--=+

가

Yoon Gothic 130

가나다라마바사아자차카타파하
아야어여오요우유으이애애에예
1234567890!@#\$\$%^&*(<[{\W--=+

가

Yoon Gothic 150

가나다라마바사아자차카타파하
아야어여오요우유으이애애에예
1234567890!@#\$\$%^&*(<[{\W--=+

가

Yoon Myungjo 120

가나다라마바사아자차카타파하
아야어여오요우유으이애애에예
1234567890!@#\$\$%^&*(<[{\W--=+

가

Yoon Myungjo 140

가나다라마바사아자차카타파하
아야어여오요우유으이애애에예
1234567890!@#\$\$%^&*(<[{\W--=+

가

Yoon Myungjo 130

가나다라마바사아자차카타파하
아야어여오요우유으이애애에예
1234567890!@#\$\$%^&*(<[{\W--=+

English typefaces must harmonize well with the symbol and are used in titles in various types of visual media as well as for captions and main text in publications. When selecting an English typeface, give priority to one of the typefaces listed in this section. However, depending on the characteristics of the medium being used, you may choose a Serif or Sans serif font.

Main text	Title
DIN Light	DIN Medium
DIN Regular	DIN Bold
Palatino Regular	Palatino Bold

Aa
DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{<[\\-=+

Aa
Palatino Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{<[\\-=+

Aa
DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{<[\\-=+

Aa
Palatino Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{<[\\-=+

Aa
DIN Medium

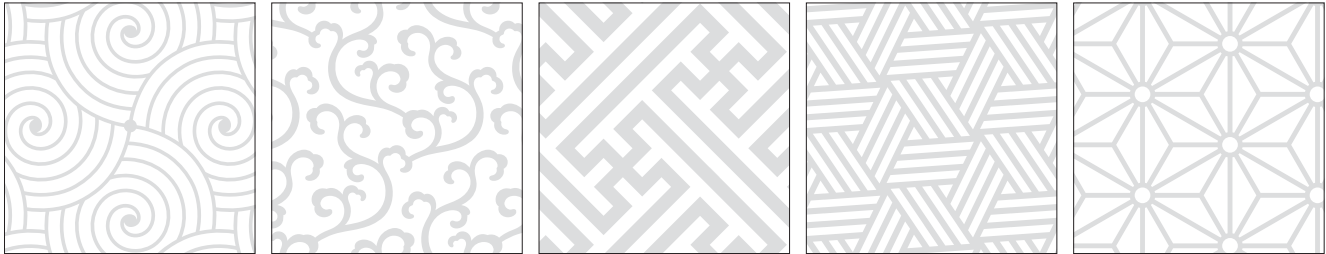
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{<[\\-=+

Aa
DIN Bold

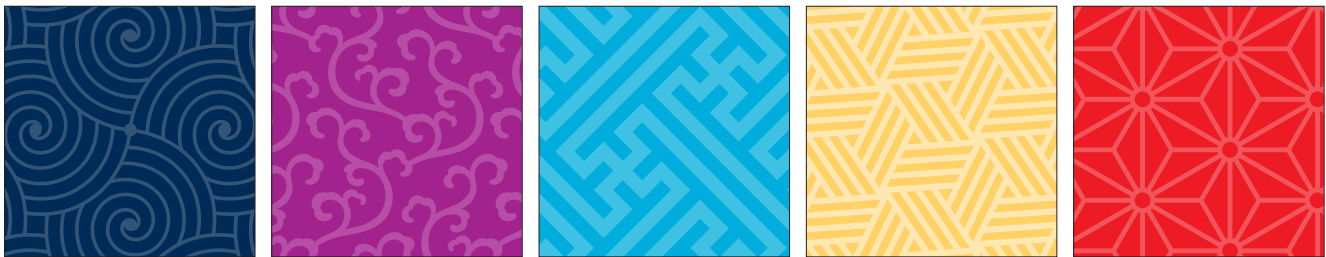
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{<[\\-=+

Patterns are used together with the symbol to highlight the brand identity. Use the most ideal format that avoids monotony and does not alter the symbol. In consideration of the colors and structural features of the graphic motifs, patterns must be applied in accordance with the layout standards specified in the guidelines. Depending on the environment, the pattern may be changed accordingly in terms of size or position.

Pattern A _Swirl Pattern Pattern B _Vine Pattern Pattern C _Fylfot Pattern Pattern D _Woven Pattern Pattern E _Floral Pattern

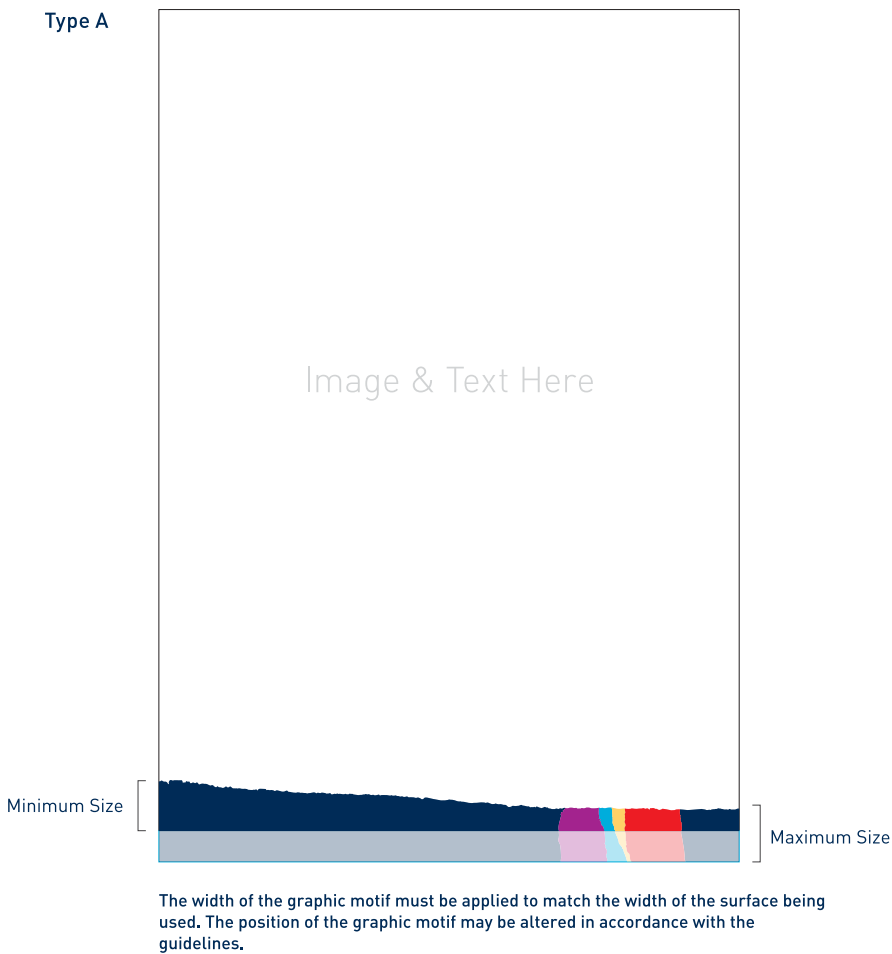


Combination of patterns with colors

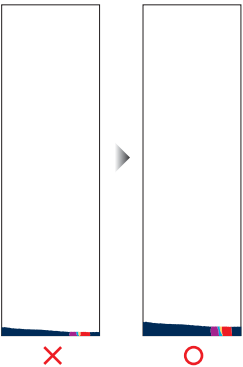


* The background color determines the degree of pattern transparency. Pattern transparency may be slightly altered depending on the medium/environment. However, bear in mind that the pattern should not be expressed too strongly and must always be presented in a calm and elegant manner.

Graphic motifs are used together with the symbol to highlight the brand identity. Use the most ideal format that avoids monotony and does not alter the symbol. In consideration of the colors and structural features of the graphic motifs, they must be applied in accordance with the layout standards specified in the guidelines. Depending on the environment, it may be changed appropriately in terms of size or position.



Example of factors to be aware of during application

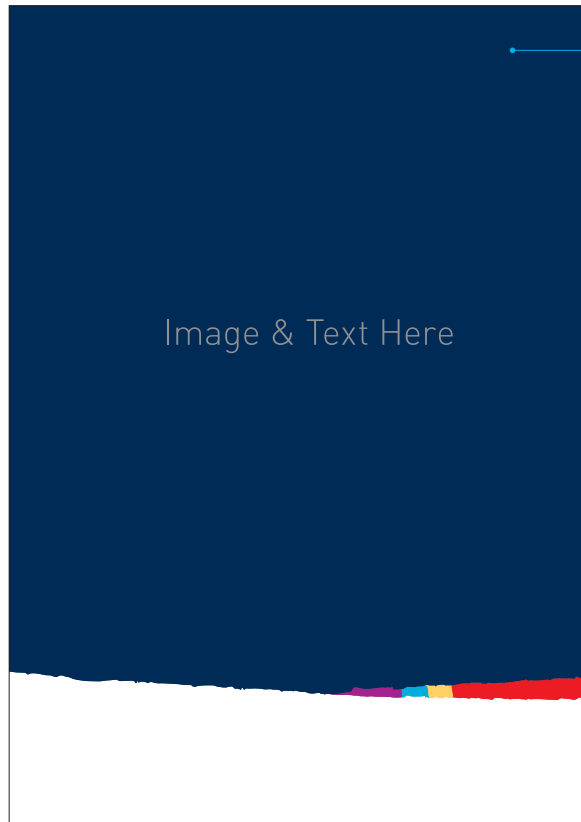


To ensure that the graphic motif looks proportionate to the surface to which it is applied, make sure to only adjust the motif's size within the size limits for the graphic motif as presented in this guidelines booklet.



Graphic motifs are used together with the symbol to highlight the brand identity. Use the most ideal format that avoids monotony and does not alter the symbol. Also, in consideration of the colors and structural features of the graphic motifs, they must be applied in accordance with the layout standards specified in the guidelines. Depending on the environment, it may be changed appropriately in terms of size or position.

Type C



The width of the graphic motif should be adjusted to the width of the surface being used. The area of the graphic motif should be adjusted to match the image or text.



Imagine Navy + Pattern



Imagine Purple + Pattern



Imagine Blue + Pattern



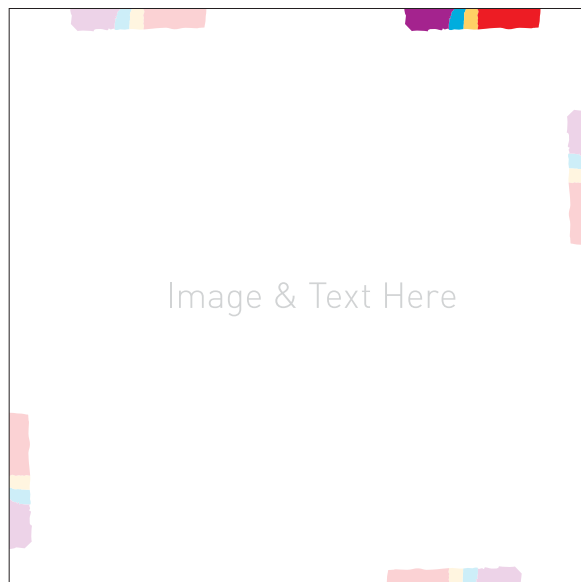
Imagine Yellow + Pattern



Imagine Red + Pattern

When using the 'Saekdong' (the traditional multicolored stripes) motif, bear in mind that the color combination of 'Saekdong' motif changes according to the background color. The pattern should use the transparency value indicated in the guidelines, but may be adjusted as necessary according to the medium or environment.

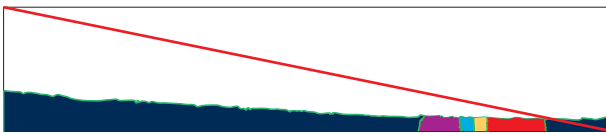
Type D



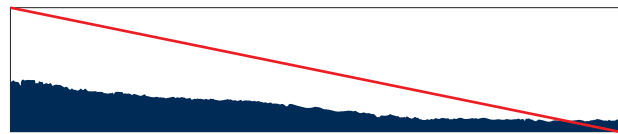
Depending on the medium and/or environment, the graphic motif may be positioned in a variety of ways, as shown above.

Graphic Motif: Incorrect Usage

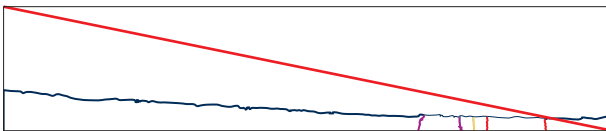
The following are situational/combination errors that are easily made when applying the graphic motif. Exercise great care to ensure that aspects such as shape and color are not arbitrarily altered.



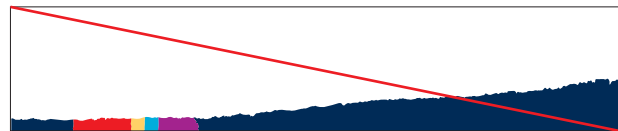
Do not use a border around the graphic motif



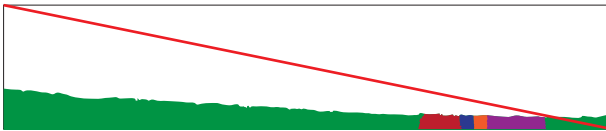
Do not use the graphic motif without the 'Saekdong' (the traditional multicolored stripes) motif design.



Do not use an outlined version of the graphic motif



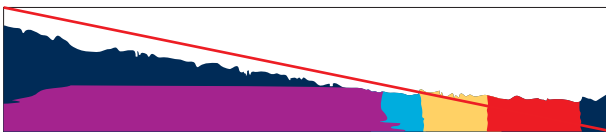
Do not reverse the design of the graphic motif



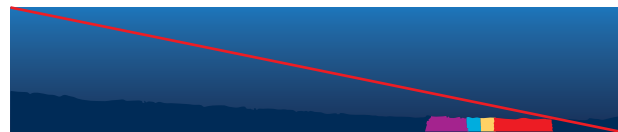
Do not apply non-designated colors to the graphic motif



If a color in the graphic motif is used as the background color, the color of the motif must be changed in accordance with the regulations presented in these guidelines.



Do not arbitrarily alter the shape of the graphic motif



Do not apply the graphic motif to a background that obscures it

The application of each brand must adhere to the brand location and regulations presented in these guidelines. Ensure that each brand is applied to an independent space.

Korea Tourism Brand



Affiliated Brands

Local Government Brands



Examples

Tourism Related Brands



Examples

As a rule, the symbol should be positioned on the right-hand side of the surface to which it is applied. Depending on the circumstances, it may be positioned in various ways (as shown below) to harmonize with other graphic elements. In consideration of the natural order in which people view objects, avoid placing the symbol on the left-hand side of the surface to which it is applied.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

When applied to Graphic Motif Type A and B

Korea Tourism Brand: Bottom Right

This refers to brands such as local government brands and tourism related brands.

For any additional CI usage,
may apply on the same line with other CIs.



Korea Tourism Brand: Upper Right



Korea Tourism Brand: Other Spaces

* If the symbol is applied together with an image, position it so that it does not overlap with the image and is shown clearly. Do not place the symbol on the left-hand side of the surface.

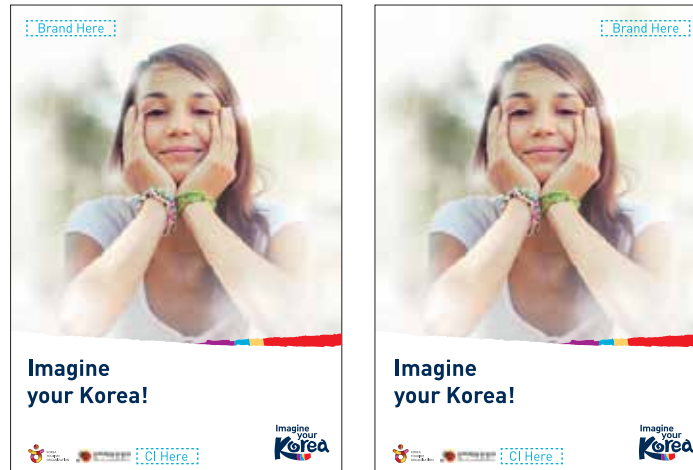


As a rule, the symbol should be positioned on the right-hand side of the surface to which it is applied. Depending on the circumstances, it may be positioned in various ways (as shown below) to harmonize with other graphic elements. In consideration of the natural order in which people view objects, avoid placing the symbol on the left-hand side of the surface to which it is applied.

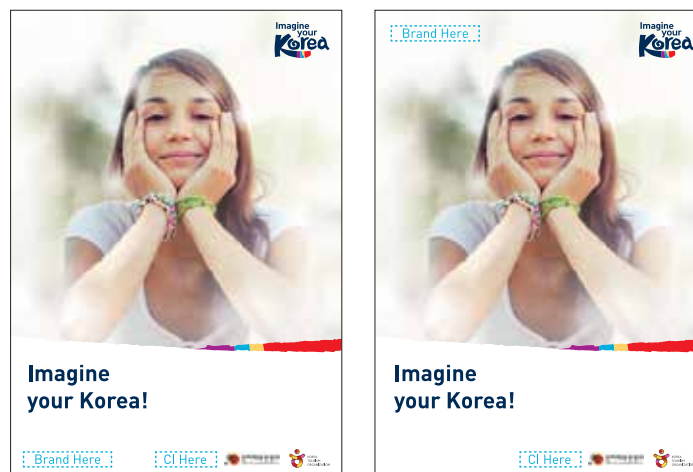
The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

When applied to Graphic Motif Type C

Korea Tourism Brand: Bottom Right

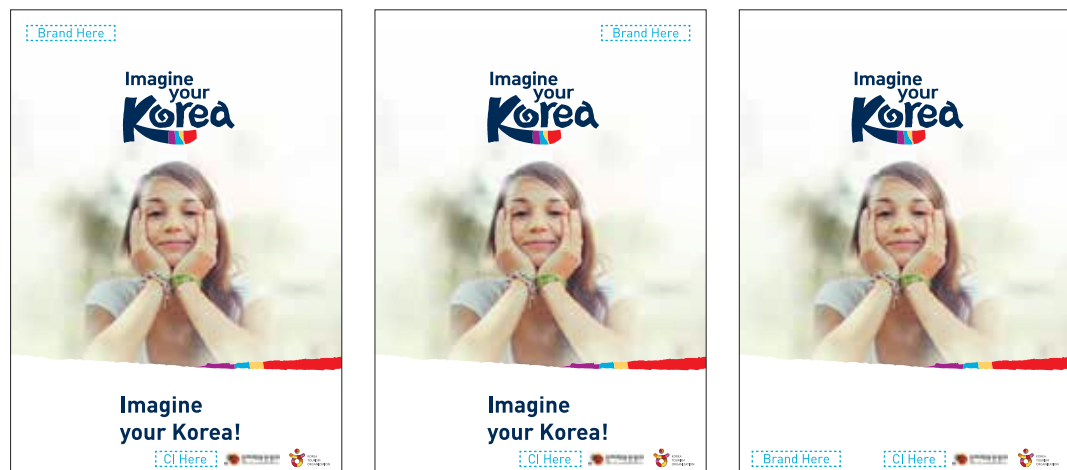


Korea Tourism Brand: Upper Right



Korea Tourism Brand: Other Spaces

* If the symbol is applied together with an image, position it so that it does not overlap with the image and is shown clearly. Do not place the symbol on the left-hand side of the surface.



As a rule, the symbol should be positioned on the right-hand side of the surface to which it is applied. Depending on the circumstances, it may be positioned in various ways (as shown below) to harmonize with other graphic elements. In consideration of the natural order in which people view objects, avoid placing the symbol on the left-hand side of the surface to which it is applied.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

When applied to Graphic Motif Type D

Korea Tourism Brand: Bottom Right

- * If the symbol and graphic motif D are positioned along a straight line, align them horizontally in accordance with the regulations stated in these guidelines.



Korea Tourism Brand: Upper Right

- * If the symbol and graphic motif D are positioned along a straight line, align them horizontally in accordance with the regulations stated in these guidelines.



Korea Tourism Brand: Other Spaces

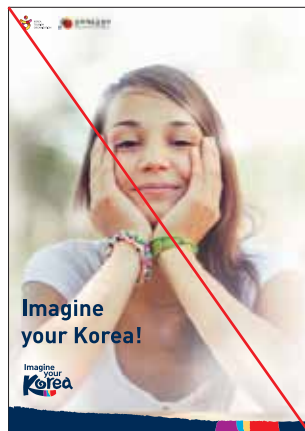
- * If the symbol is applied together with an image, position it so that it does not overlap with the image and is shown clearly. Do not place the symbol on the left-hand side of the surface.



Symbol Position: Incorrect Usage

The incorrect usage regulations regarding symbol position provide examples of errors frequently made when applying the symbol to various media types. Make sure to strictly adhere to the following regulations so that the image of Korea tourism is can be clearly conveyed.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.



Do not apply symbol to lower left of surface



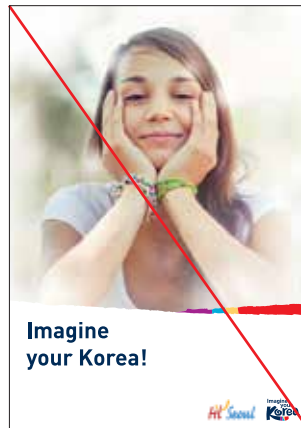
Do not apply symbol to upper left of surface



Do not apply symbol to left-hand side of surface



Position the symbol so that it harmonizes with the text and does not create confusion for the viewer.



Apply the symbol and the brand image of the related organization independently.



Apply the symbol and the CI independently.

Application System

AS 01	Business Card 01: Korean	AS 28	Wrapping Paper
AS 02	Business Card 01: English	AS 29	Banner 01
AS 03	Business Card 02	AS 30	Banner 02
AS 04	Letterhead 01	AS 31	Standing Banner
AS 05	Letterhead 02	AS 32	Placard
AS 06	Fax Cover	AS 33	Poster
AS 07	Small Envelope 01	AS 34	Billboard
AS 08	Small Envelope 02	AS 35	Event Sign
AS 09	Medium Envelope 01	AS 36	Welcome Board
AS 10	Medium Envelope 02	AS 37	Gift Box
AS 11	Large Envelope 01	AS 38	Pen
AS 12	Large Envelope 02	AS 39	Badge
AS 13	Kraft Envelope 01	AS 40	Pin-back Button
AS 14	Kraft Envelope 02	AS 41	Baseball Cap
AS 15	Report Format	AS 42	T-shirt 01
AS 16	Press Kit	AS 43	T-shirt 02
AS 17	Press Release Form	AS 44	Mug
AS 18	Powerpoint Format 01	AS 45	Umbrella: Long
AS 19	Powerpoint Format 02	AS 46	Umbrella: Short
AS 20	Powerpoint Format 03	AS 47	Website Format
AS 21	Newspaper AD Format: 15x12 Column	AS 48	Website Logo
AS 22	Newspaper AD Format: 5x12 Column	AS 49	Email Format
AS 23	Magazine AD Format	AS 50	Newsletter Format
AS 24	Leaflet Format	AS 51	Web Banner
AS 25	Brochure Format	AS 52	Mobile App
AS 26	Shopping Bag 01	AS 53	Tourist Information Center
AS 27	Shopping Bag 02	AS 54	Window Graphic

The business card plays a significant role in creating the first impression of Korea tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

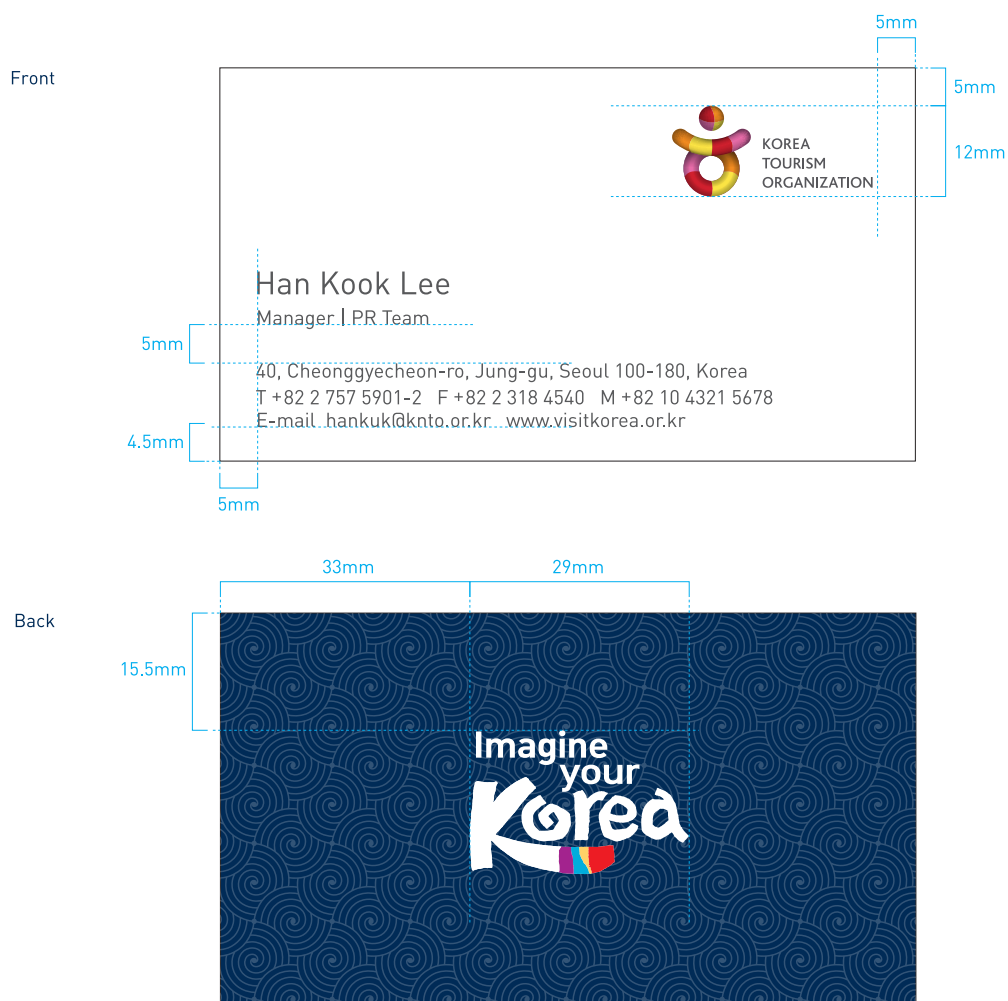
Production Details

Dimensions | 92 x 52mm
Material | Matte paper 210g
Print | Offset printing

Typeface (Korean)

Name | Yoon Gothic 120, 12pt, Horizontal Scale 95%, Tracking 100
Position, Department | Yoon Gothic 120, 6.5pt, Horizontal Scale 95%, Tracking 0
Address | Yoon Gothic 120, 7.5pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0

The business card plays a significant role in creating the first impression of Korea tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

Production Details

Dimensions | 92 x 52mm
Material | Matte paper 210g
Print | Offset printing

Typeface (English)

Name | DIN Regular, 12pt, Horizontal Scale 100%, Tracking 0
Position, Department | DIN Regular, 7pt, Horizontal Scale 100%, Tracking 0
Address, Information | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0

The business card plays a significant role in creating the first impression of Korea tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

Production Details

Dimensions | 92 x 52mm
Material | Matte paper 210g
Print | Offset printing

Typeface (Korean: Front)

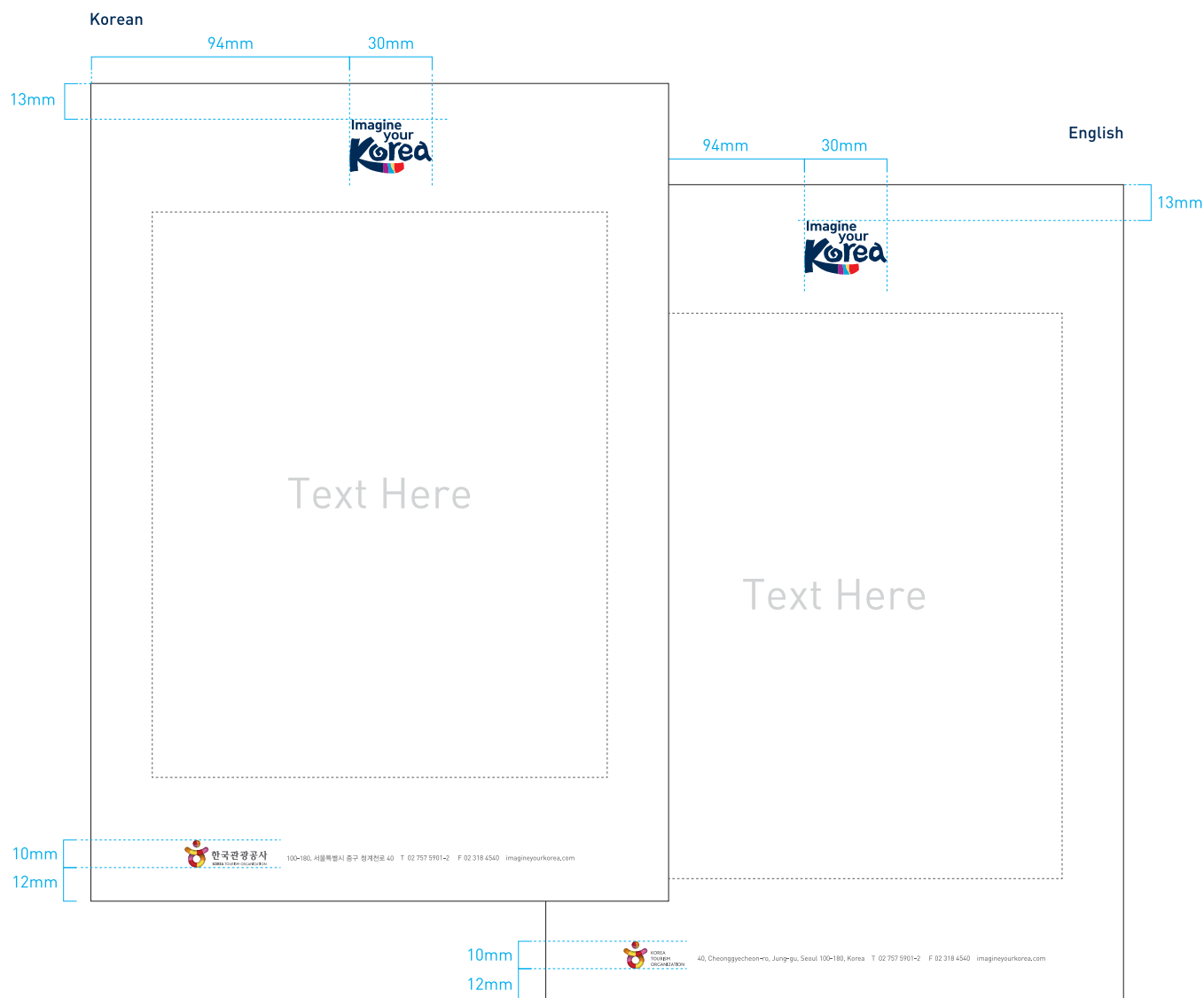
Name | Yoon Gothic 120, 12pt, Horizontal Scale 95%, Tracking 100
Position, Department | Yoon Gothic 120, 6.5pt, Horizontal Scale 95%, Tracking 0
Address | Yoon Gothic 120, 7.5pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0

Typeface (English: Back)

Name | DIN Medium, 12pt, Horizontal Scale 100%, Tracking 0
Position, Department | DIN Regular, 6.5pt, Horizontal Scale 100%, Tracking 0
KTO | DIN Medium, 7pt, Horizontal Scale 100%, Tracking 0
Address, Information | DIN Regular, 6.5pt, Horizontal Scale 100%, Tracking 0

Letterhead 01 No Graphic Motif Applied

The letterhead is a format used to convey official messages both internally and externally. When typing or printing out computer documents, use the letterhead in accordance with the guidelines, ensuring that the printed content does not overlap with the symbol on the top center part of the page. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 210 x 297mm
Material | 80g of white matte paper, or similar quality paper
Print | Offset printing

Typeface (Korean)

Address | Yoon Gothic 120, 7pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 7pt, Horizontal Scale 100%, Tracking 0

Typeface (English)

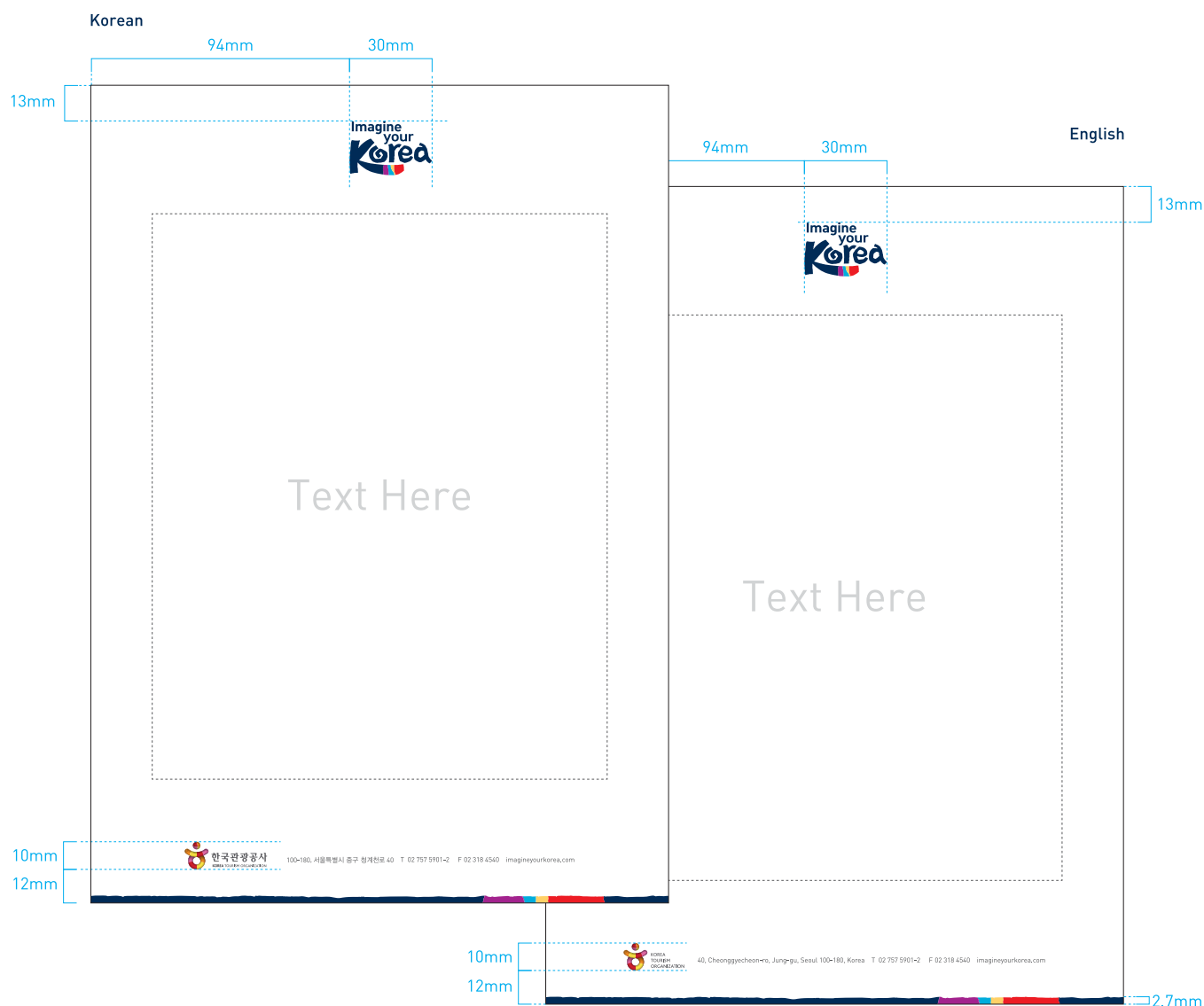
Address, Information | DIN Regular, 7pt, Horizontal Scale 100%, Tracking 0

Letterhead 02 Graphic Motif Type B Applied

KOREA TOURISM BRAND
VISUAL IDENTITY GUIDELINES

AS 05

The letterhead is a format used to convey official messages both internally and externally. When typing or printing out computer documents, use the letterhead in accordance with the guidelines, ensuring that the printed content does not overlap with the symbol on the top center part of the page. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 210 x 297mm
Material | 80g of white matte paper, or similar quality paper
Print | Offset printing

Typeface (Korean)

Address | Yoon Gothic 120, 7pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 7pt, Horizontal Scale 100%, Tracking 0

Typeface (English)

Address, Information | DIN Regular, 7pt, Horizontal Scale 100%, Tracking 0

Fax Cover

The fax cover is used when sending fax messages. It should be printed on computer paper with black ink.


Korean


18mm

30mm 12mm

13mm

15mm


한국관광공사
KOREA TOURISM ORGANIZATION


Imagine
your
Korea

9mm

100-180, 서울특별시 중구 함태진로 40 T 02 757 5901~2 F 02 318 4540

To : _____ Tel : _____

From : _____ Tel : _____

Date : _____ Page : _____

Subject : _____

Message : _____


English


18mm

30mm 12mm

13mm

15mm


KOREA
TOURISM
ORGANIZATION


Imagine
your
Korea

9mm

40, Cheonggyecheon-ro, Jung-gu, Seoul 100-180, Korea T 02 757 5901~2 F 02 318 4540

To : _____ Tel : _____

From : _____ Tel : _____

Date : _____ Page : _____

Subject : _____

Message : _____

Production Details

Dimensions | 210 x 297mm
Print | Computer Printing

Typeface (Korean)

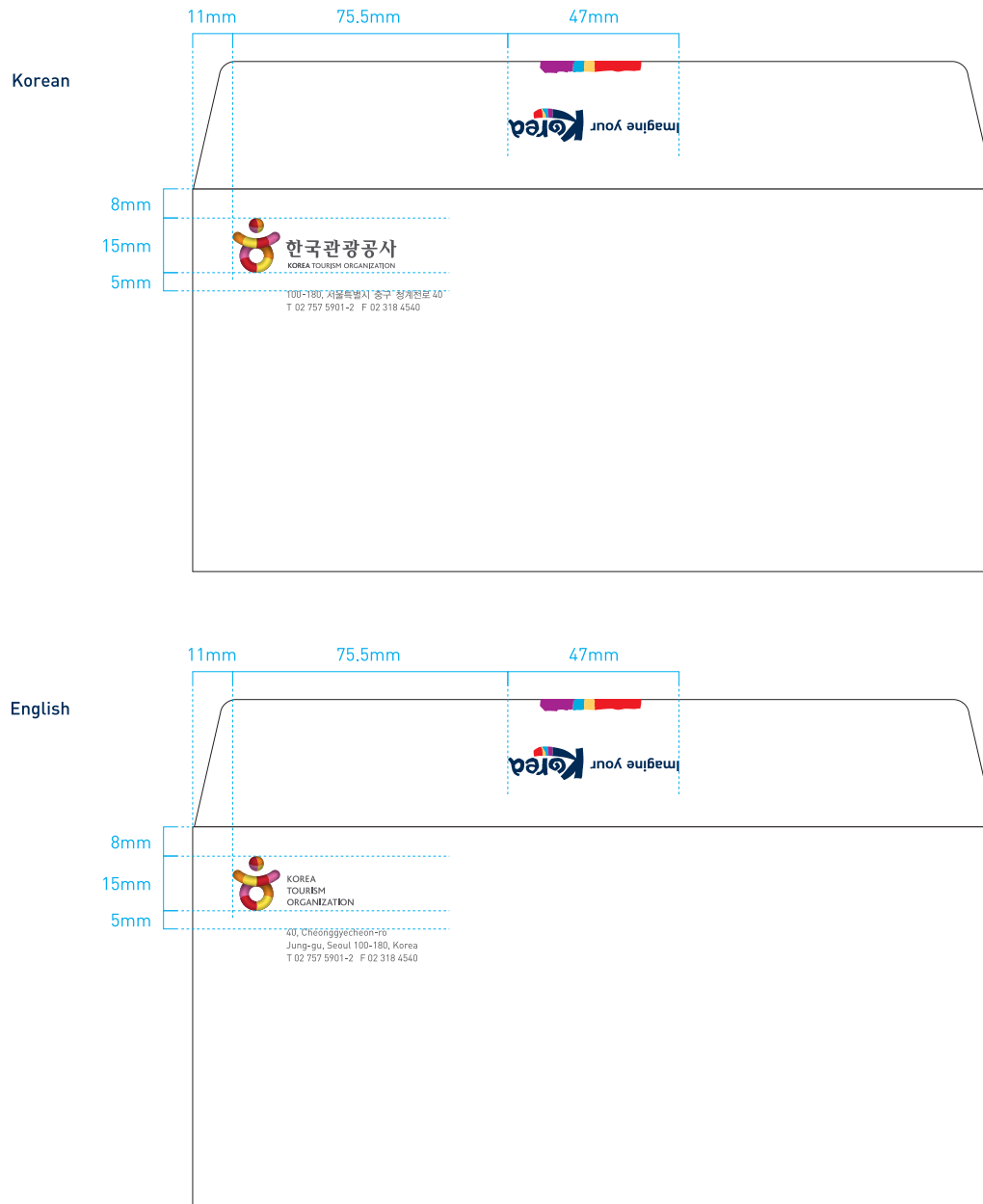
Address | Yoon Gothic 120, 7.5pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 9.5pt, Horizontal Scale 100%, Tracking 0

Typeface (English)

Address | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0
Information | DIN Regular, 9.5pt, Horizontal Scale 100%, Tracking 0

Small Envelope 01 Graphic Motif Type D Applied

The envelope plays a significant role in creating the first impression of Korea Tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 210 x 297mm
Material | 150g of white matte paper, or similar quality paper
Print | Offset printing

Typeface (Korean)

Address | Yoon Gothic 120, 7.5pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0

Typeface (English)

Address | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0
Information | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0

Small Envelope 02 Color and Pattern Applied

KOREA TOURISM BRAND
VISUAL IDENTITY GUIDELINES

AS 08

The envelope plays a significant role in creating the first impression of Korea Tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 210 x 297mm

Material | 150g of white matte paper, or similar quality paper

Print | Offset printing

Typeface (Korean)

Address | Yoon Gothic 120, 7.5pt, Horizontal Scale 95%, Tracking -50

English & Numbers | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0

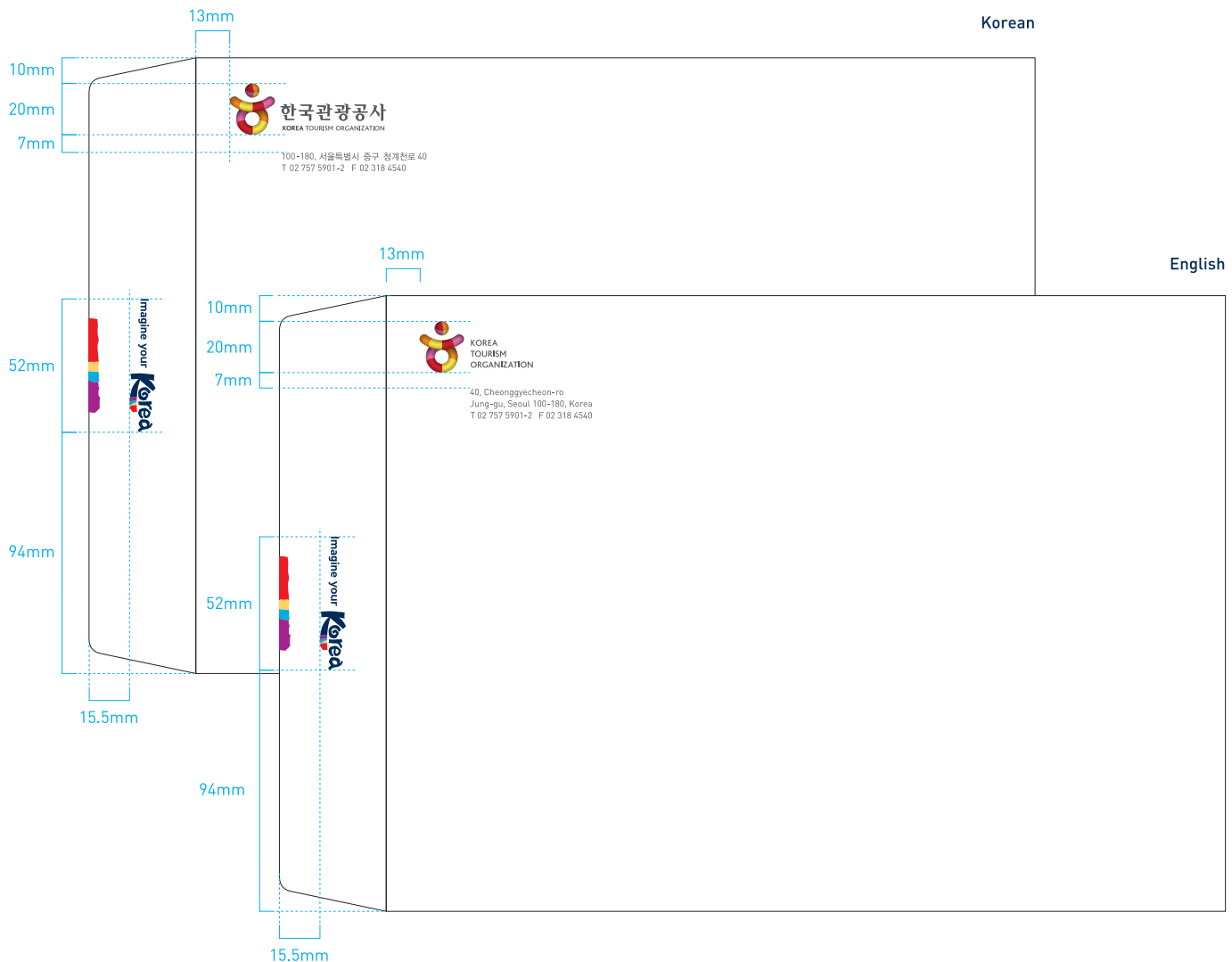
Typeface (English)

Address | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0

Information | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0

Medium Envelope 01 Graphic Motif Type D Applied

The envelope plays a significant role in creating the first impression of Korea Tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 330 x 242mm
Material | 180g of white matte paper, or similar quality paper
Print | Offset printing

Typeface (Korean)

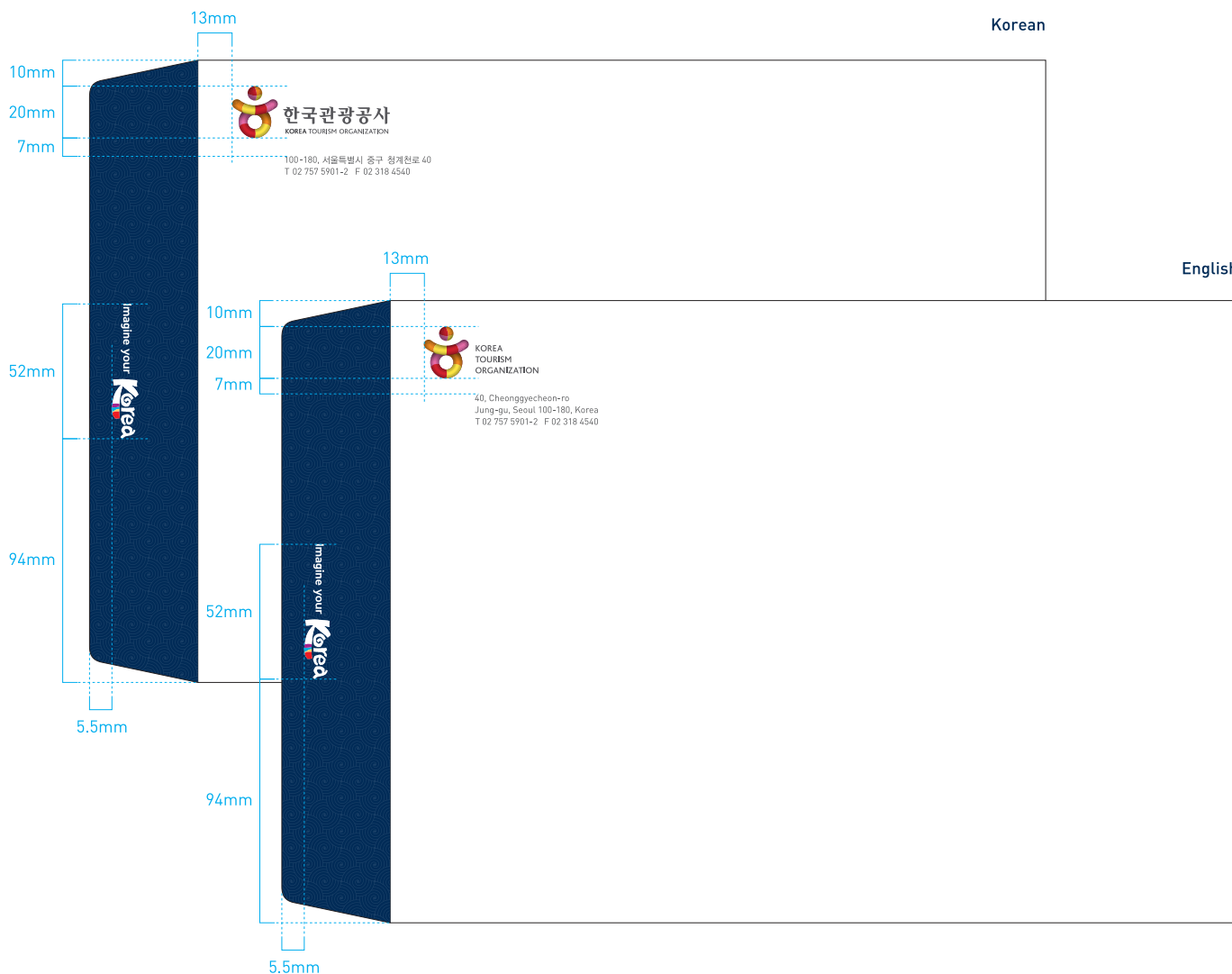
Address | Yoon Gothic 120, 10pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0

Typeface (English)

Address | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0
Information | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0

Medium Envelope 02 Color and Pattern Applied

The envelope plays a significant role in creating the first impression of Korea Tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 330 x 242mm

Material | 180g of white matte paper, or similar quality paper

Print | Offset printing

Typeface (Korean)

Address | Yoon Gothic 120, 10pt, Horizontal Scale 95%, Tracking -50

Information | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0

Typeface (English)

Address | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0

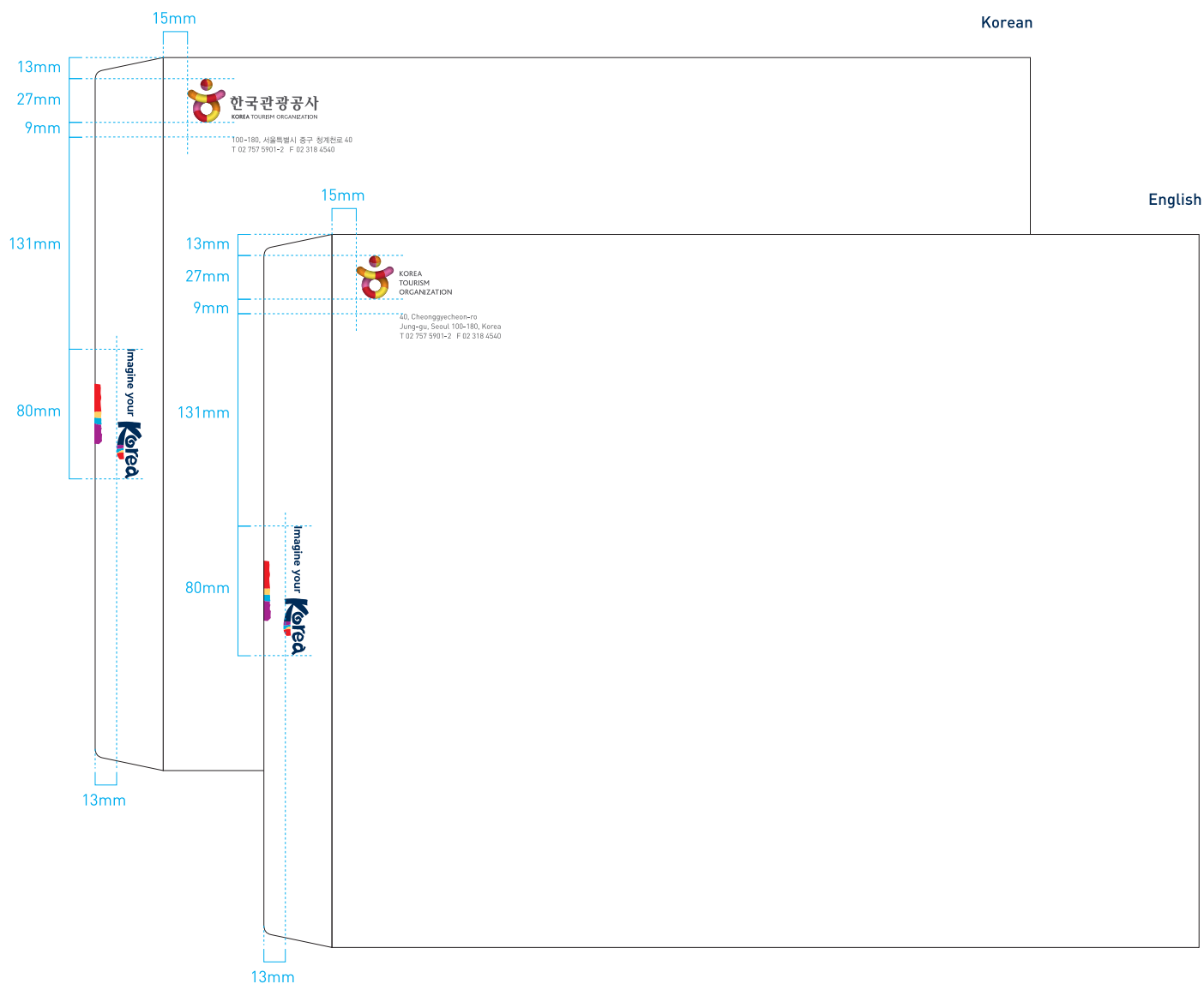
Information | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0

Large Envelope 01 Graphic Motif Type D Applied

KOREA TOURISM BRAND
VISUAL IDENTITY GUIDELINES

AS 11

The envelope plays a significant role in creating the first impression of Korea Tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 535 x 440mm

Material | 180g of white matte paper, or similar quality paper

Print | Offset printing

Typeface (Korean)

Address | Yoon Gothic 120, 13pt, Horizontal Scale 95%, Tracking -50

Information | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0

Typeface (English)

Address | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0

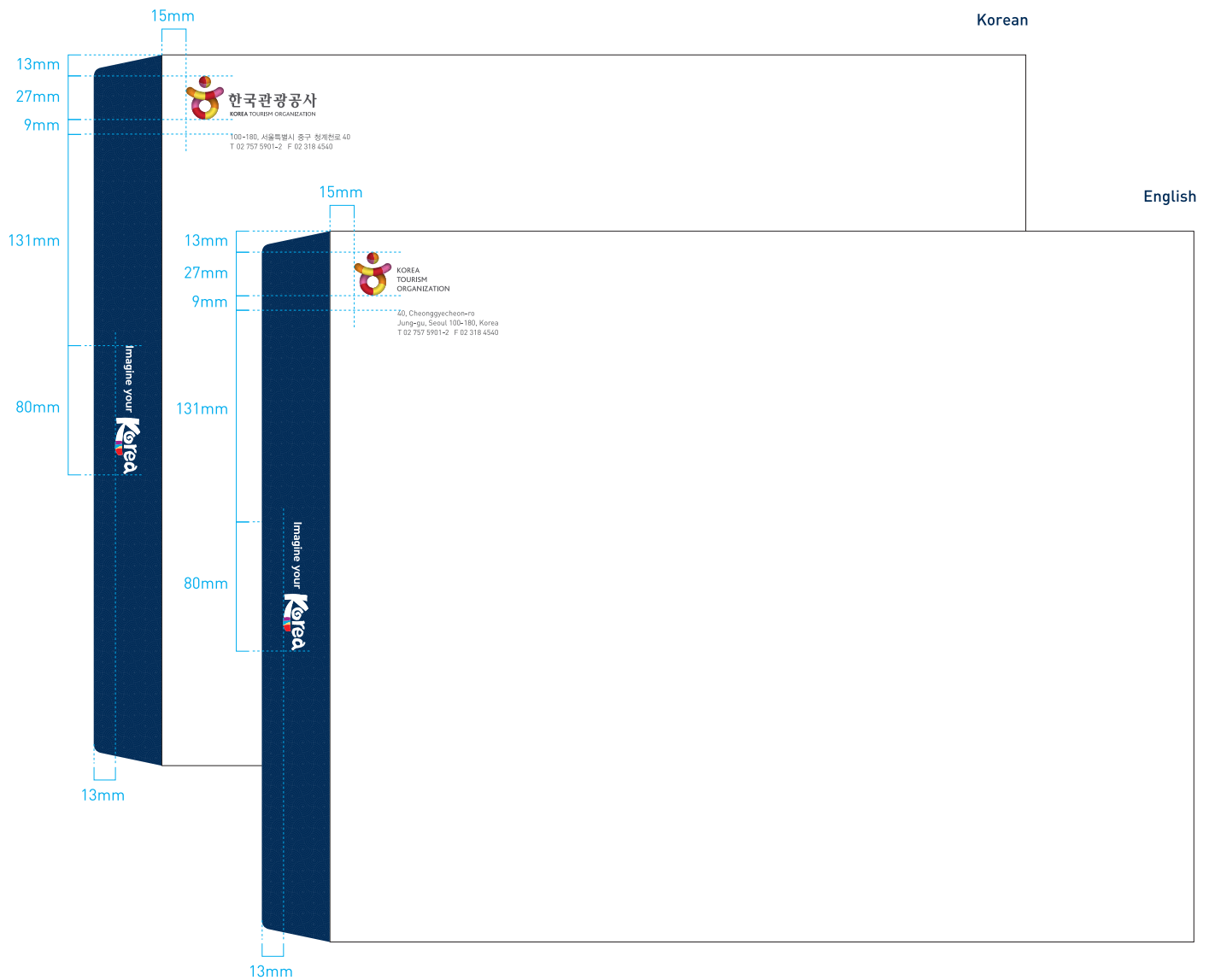
Information | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0

Large Envelope 02 Color and Pattern Applied

KOREA TOURISM BRAND
VISUAL IDENTITY GUIDELINES

AS 12

The envelope plays a significant role in creating the first impression of Korea Tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 535 x 440mm
Material | 180g of white matte paper, or similar quality paper
Print | Offset printing

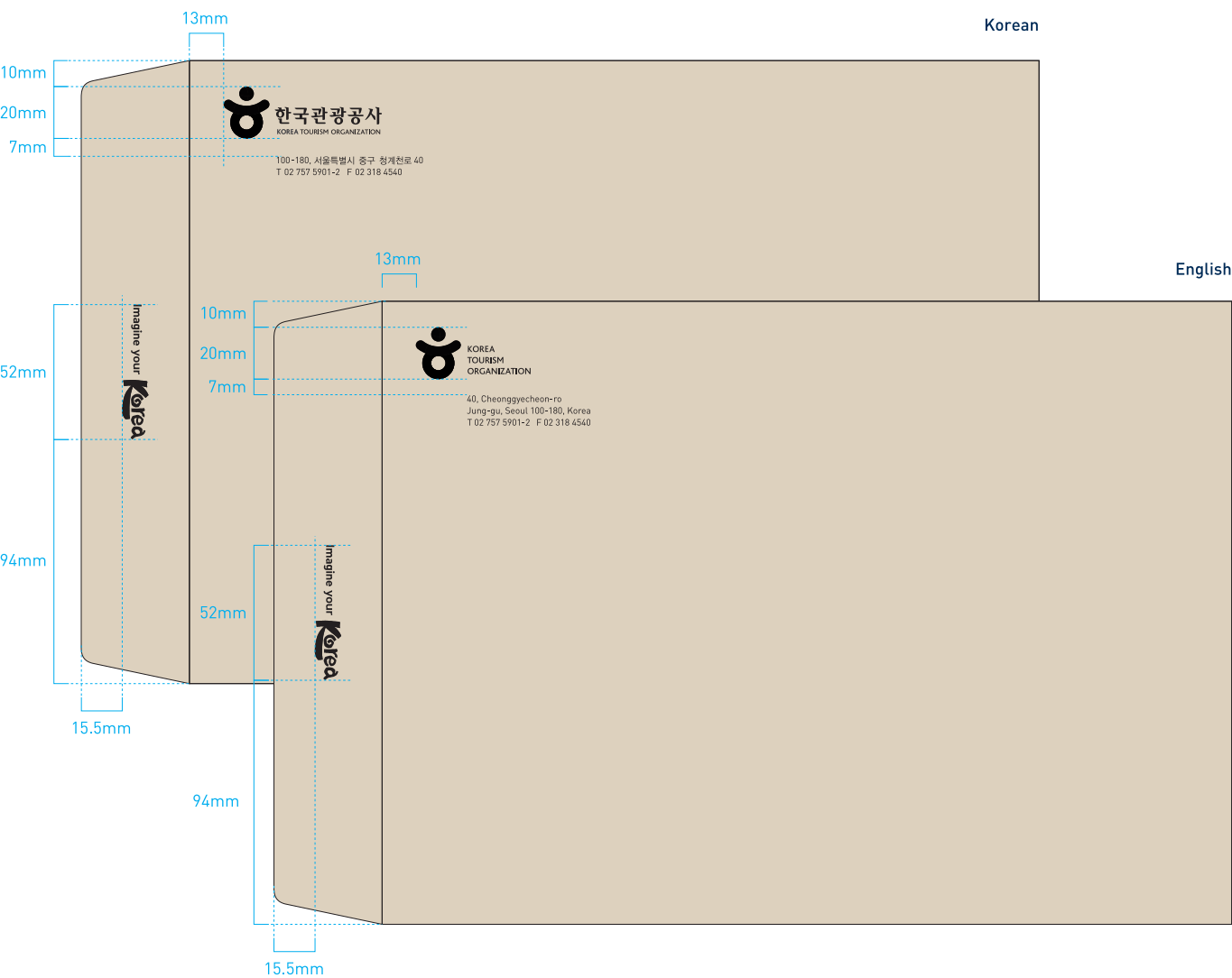
Typeface (Korean)

Address | Yoon Gothic 120, 13pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0

Typeface (English)

Address | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0
Information | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0

The envelope plays a significant role in creating the first impression of Korea Tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



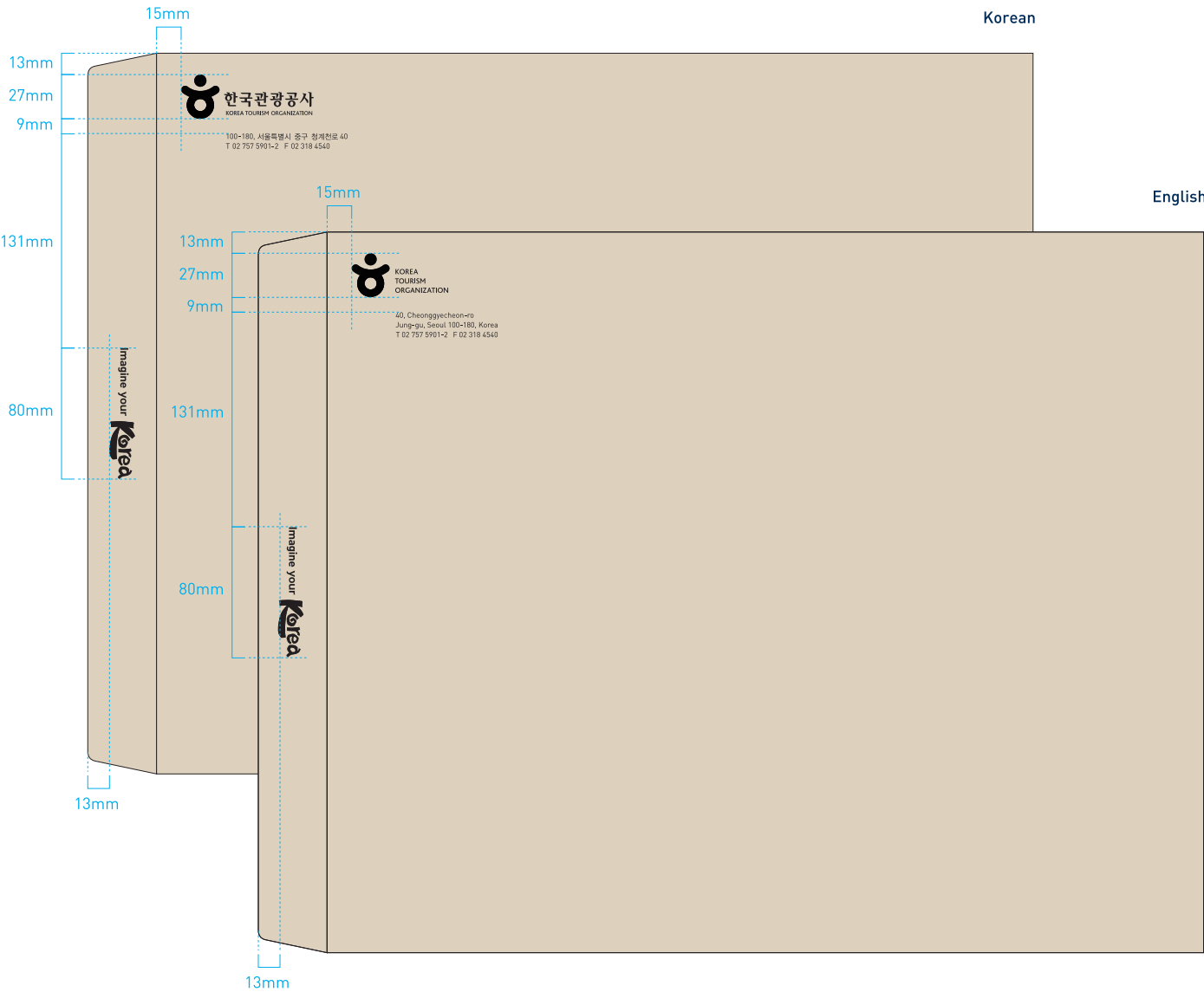
Production Details
Dimensions | 330 x 242mm
Material | 180g of Kraft paper, or similar quality paper
Print | Offset printing

Typeface (Korean)
Address | Yoon Gothic 120, 10pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0

Typeface (English)
Address | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0
Information | DIN Regular, 10pt, Horizontal Scale 100%, Tracking 0

Kraft Envelope 02 Large Size

The envelope plays a significant role in creating the first impression of Korea Tourism brand. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details
Dimensions | 535 x 440mm
Material | 180g of Kraft paper, or similar quality paper
Print | Offset printing

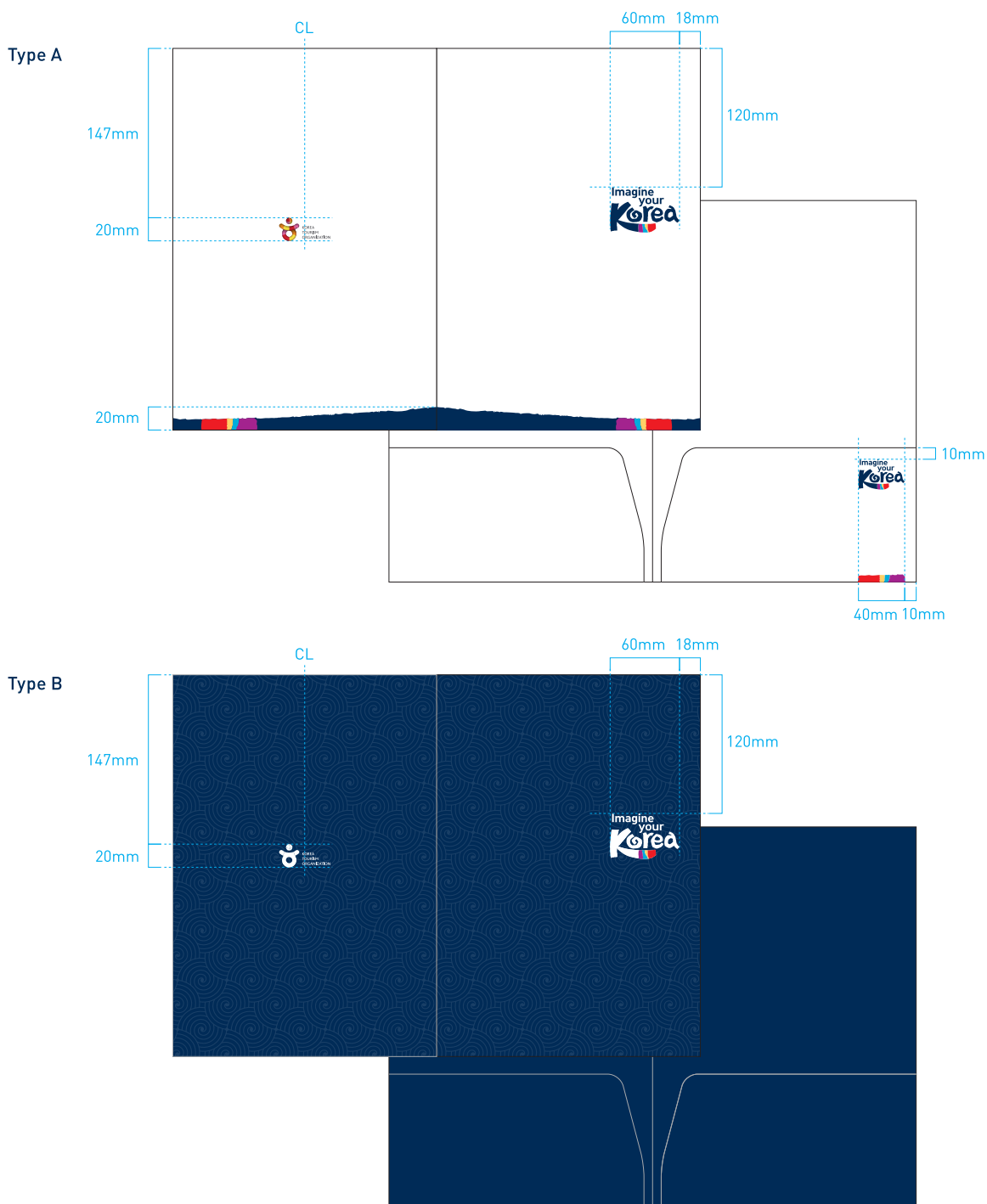
Typeface (Korean)
Address | Yoon Gothic 120, 13pt, Horizontal Scale 95%, Tracking -50
Information | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0

Typeface (English)
Address | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0
Information | DIN Regular, 13pt, Horizontal Scale 100%, Tracking 0

The report format must be used in strict accordance with the following regulations and in a uniform manner. The design elements must be applied by referring to and/or adapting the respective CD manual document.



The press kit is a direct method of publicizing the Korea tourism brand both internally and externally. It should be produced with care in accordance with the colors and proportions specified in the following guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.



*Any combination of patterns and colors below can be used.

Production Details

Dimensions | 228 x 330mm
Material | 250g matte paper, or similar quality paper
Print | Offset printing with matte coating finish



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

Press Release Form

The press release is a direct method of publicizing the Korea tourism brand both internally and externally. It should be produced with care in accordance with the colors and proportions specified in the following guidelines.

Type A

94mm30mm23.5mm

13mm

Imagine
your
Korea

Press Release

Date Distributed

Year

Month

Day

Total Number Of Pages

Pages

Photo Yes

No

Inquiries

Text Here

10mm12mm

한국관광공사

40, Cheonggyecheon-ro, Jung-gu, Seoul 100-180 | T. 02-757-5901-2 F. 02-318-4540 | imagineyourkorea.com

CL

Type B

30mm23.5mm

13mm

한국관광공사

Imagine
your
Korea

Press Release

Date Distributed

Year

Month

Day

Total Number Of Pages

Pages

Photo Yes

No

Inquiries

Text Here

12mm

한국관광공사

40, Cheonggyecheon-ro, Jung-gu, Seoul 100-180 | T. 02-757-5901-2 F. 02-318-4540 | imagineyourkorea.com

CL

Production Details
Dimensions | 210 x 297mm
Print | Computer Printing

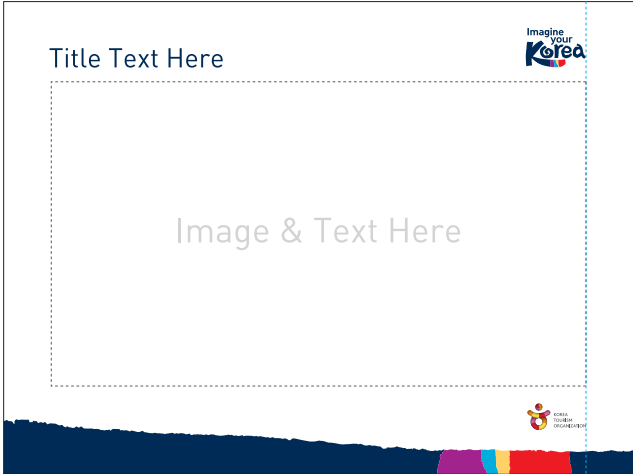
Typeface
Address | DIN Regular, 7.5pt, Horizontal Scale 100%, Tracking 0
Press release form | DIN Medium, 25pt, Horizontal Scale 100%, Tracking 0
Information | DIN Regular, 8.5pt, Horizontal Scale 100%, Tracking 0

The powerpoint format is used to make presentation materials which are used both internally and externally. It must be produced in strict accordance with the layout and signature colors shown below. The design elements must be applied by referring to and/or adapting the respective CD manual document.

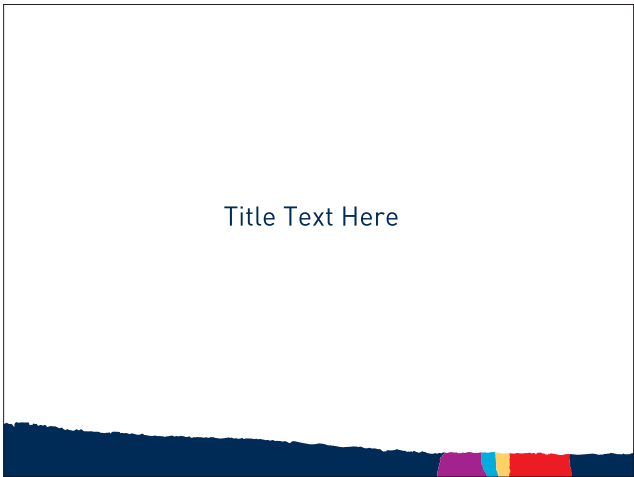
Cover



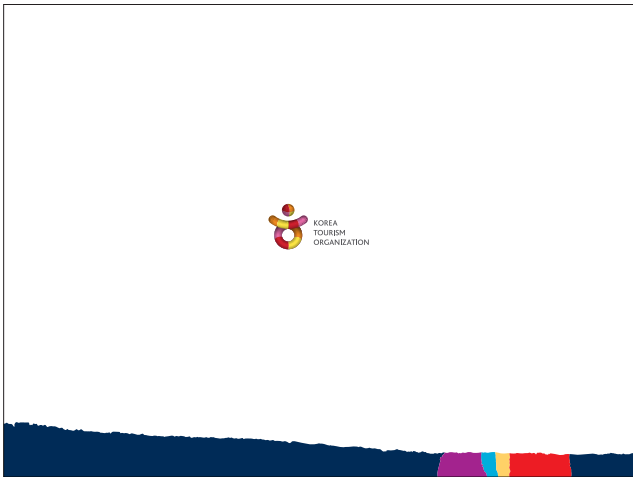
Body Text



Subtitle



Back Cover

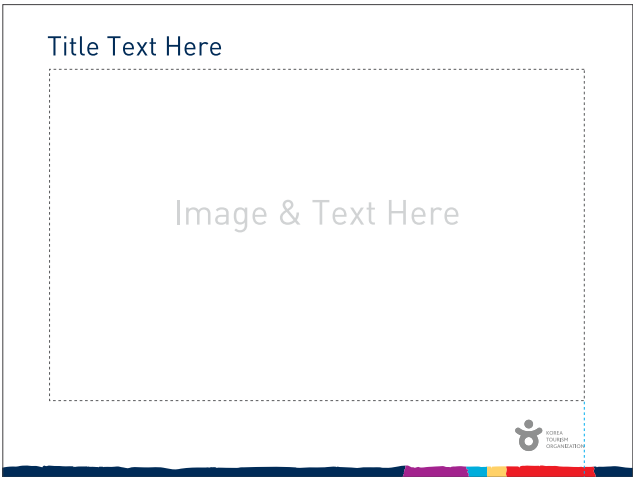


The powerpoint format is used to make presentation materials which are used both internally and externally. It must be produced in strict accordance with the layout and signature colors shown below. The design elements must be applied by referring to and/or adapting the respective CD manual document.

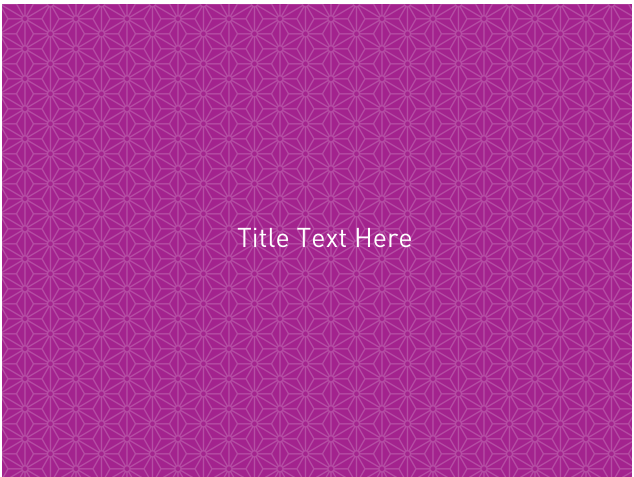
Cover



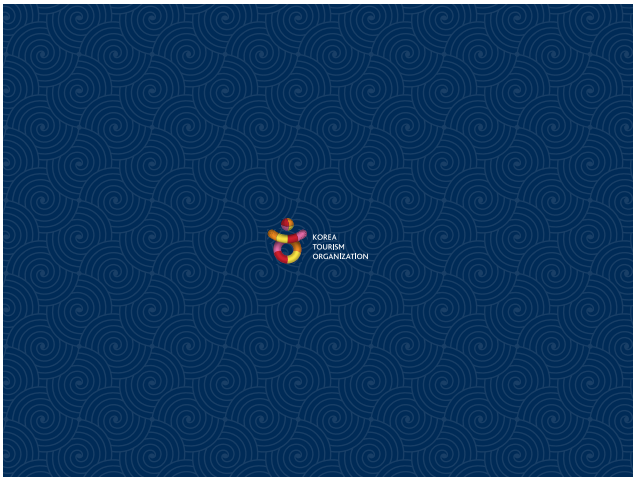
Body Text



Subtitle



Back Cover



*Any combination of patterns and colors below can be used.



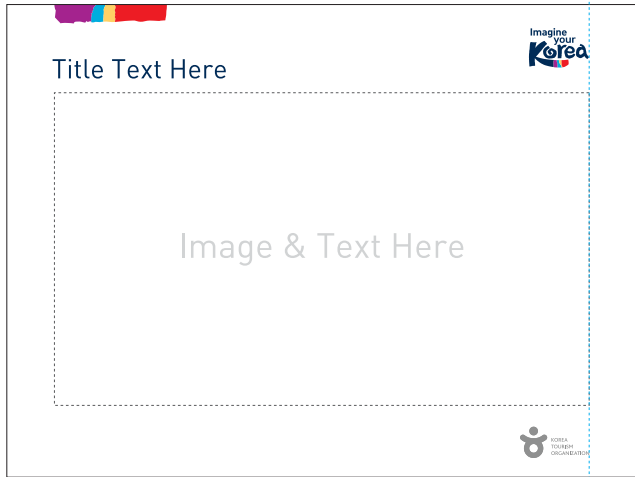
When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

The powerpoint format is used to make presentation materials which are used both internally and externally. It must be produced in strict accordance with the layout and signature colors shown below. The design elements must be applied by referring to and/or adapting the respective CD manual document.

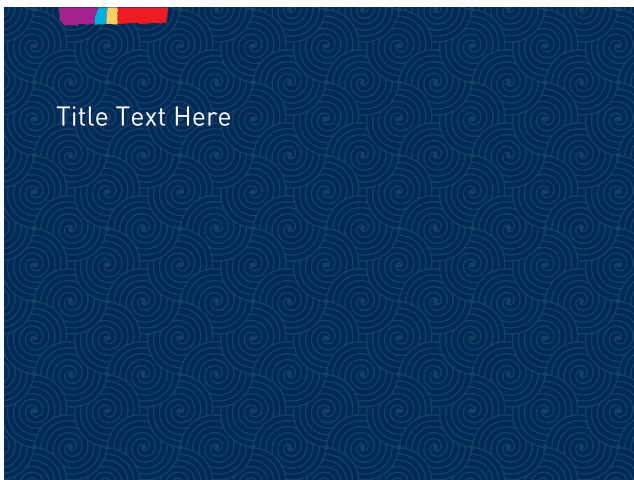
Cover



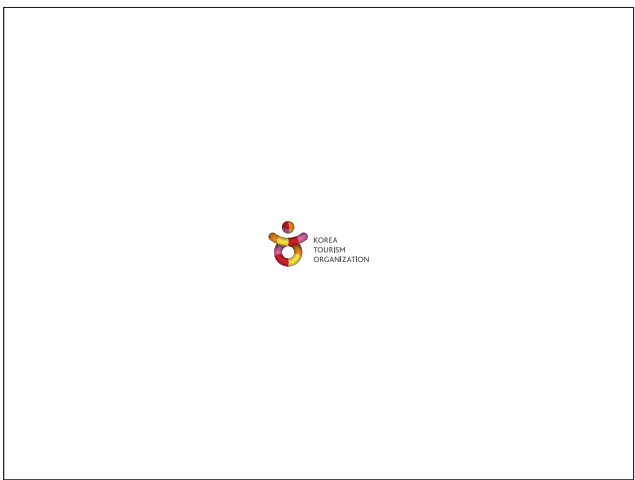
Body Text



Subtitle



Back Cover



*Any combination of patterns and colors below can be used.

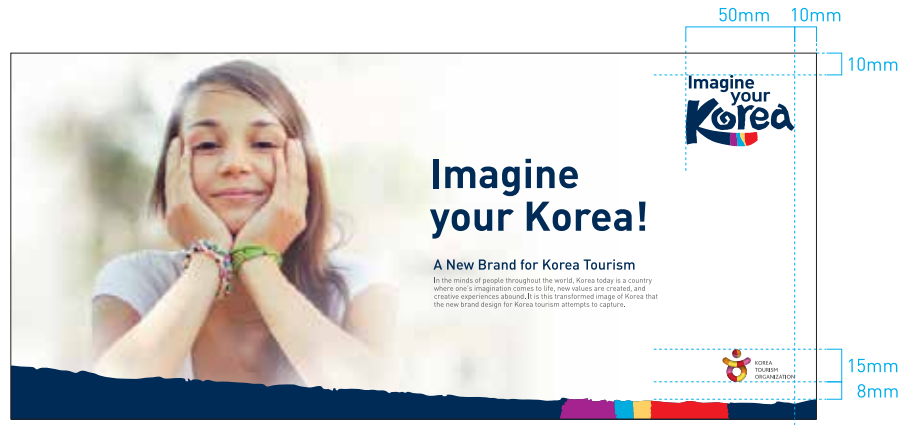


When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol,

Newspaper ads are a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

Type A



Type B



Type C



Production Details
Dimensions | 370 x 168mm

Typeface (Korean)

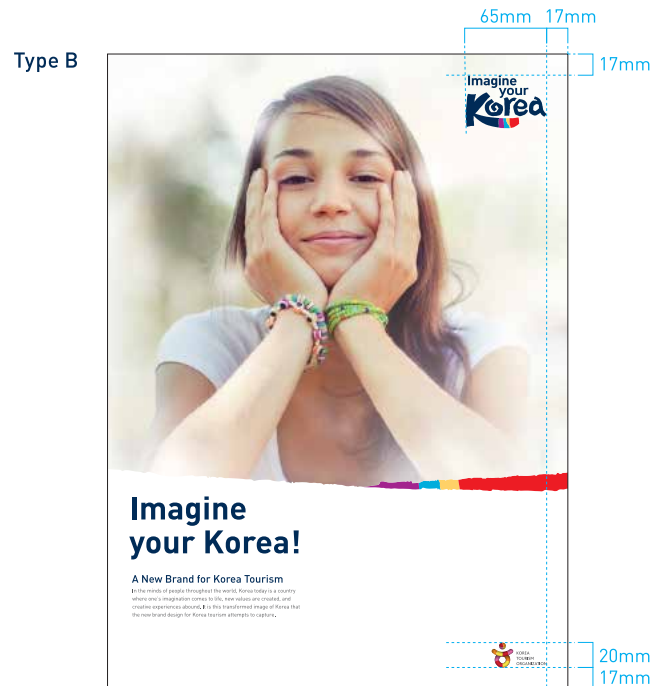
Headline | Yoon Gothic 150, 40~60pt, Horizontal Scale 92%, Tracking -70
Sub Headline | Yoon Gothic 140, 18~30pt, Horizontal Scale 95%, Tracking -50
Body Copy | Yoon Gothic 120, 10~18pt, Horizontal Scale 95%, Tracking -50

Typeface (English)

Headline | DIN Bold, 40~60pt, Horizontal Scale 100%, Tracking 0
Sub Headline | DIN Regular, 18~30pt, Horizontal Scale 100%, Tracking 0
Body Copy | DIN Regular, 10~18pt, Horizontal Scale 100%, Tracking 0

Magazine ads are a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.



Production Details

Dimensions | 210 x 297mm

Typeface (Korean)

Headline | Yoon Gothic 150, 60~80pt, Horizontal Scale 92%, Tracking -70
Sub Headline | Yoon Gothic 140, 20~30pt, Horizontal Scale 95%, Tracking -50
Body Copy | Yoon Gothic 120, 15~20pt, Horizontal Scale 95%, Tracking -50

Typeface (English)

Headline | DIN Bold, 60~80pt, Horizontal Scale 100%, Tracking 0
Sub Headline | DIN Regular, 20~30pt, Horizontal Scale 100%, Tracking 0
Body Copy | DIN Regular, 15~20pt, Horizontal Scale 100%, Tracking 0

KOREA TOURISM BRAND
VISUAL IDENTITY GUIDELINES | AS 24

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

Inside Page

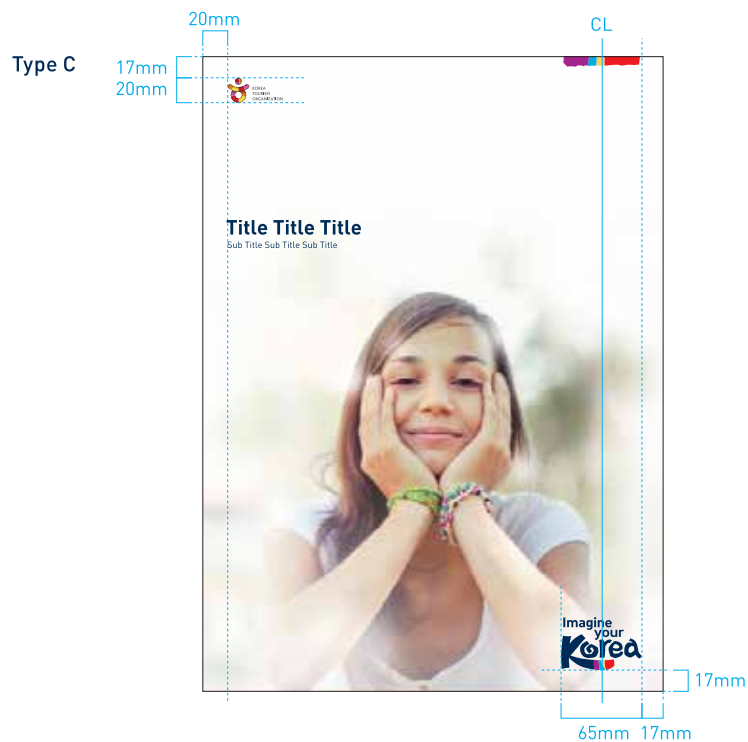
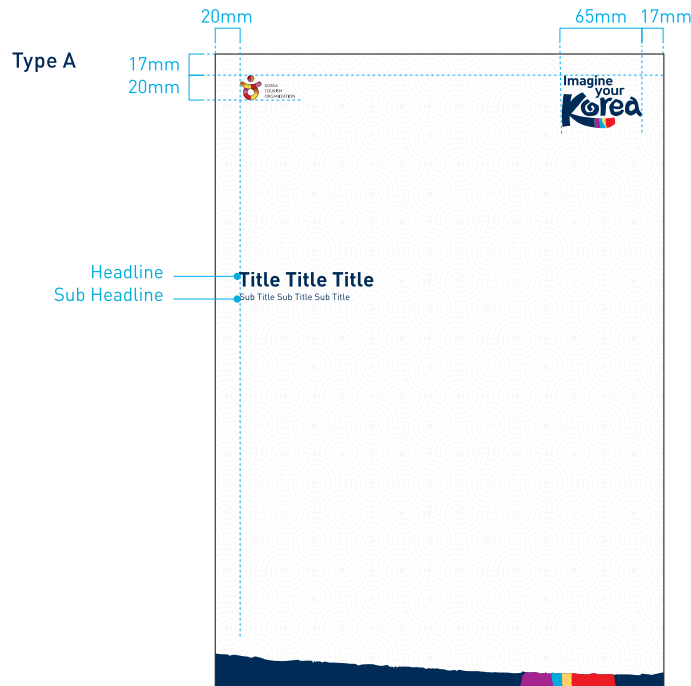


Headline | DIN Bold, 20pt, Horizontal Scale 100%, Tracking 0
Sub Headline | DIN Regular, 9.5pt, Horizontal Scale 100%, Tracking 0
Body Copy | DIN Regular, 6.5pt, Horizontal Scale 100%, Tracking 0

Brochure Format

The brochure is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.



Production Details

Dimensions | 210 x 297mm

Typeface (Korean)

Title | Yoon Gothic 150, 25pt, Horizontal Scale 92%, Tracking -70

Sub Title | Yoon Gothic 140, 12pt, Horizontal Scale 95%, Tracking -50

Typeface (English)

Title | DIN Bold, 25pt, Horizontal Scale 100%, Tracking 0

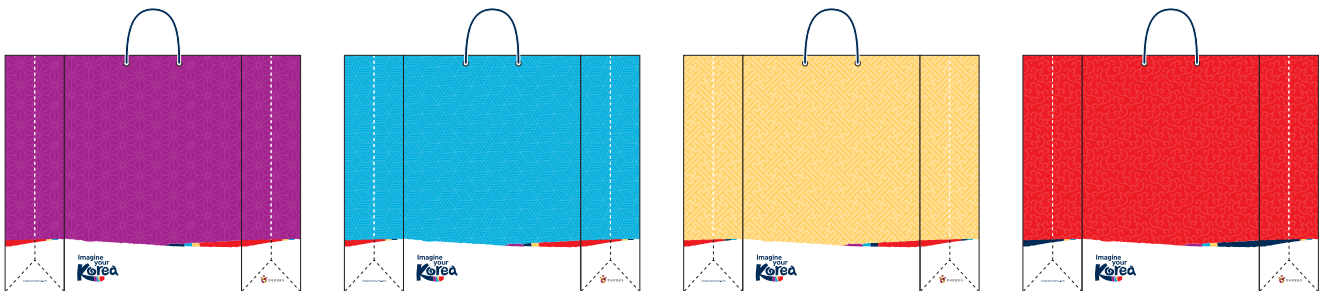
Sub Title | DIN Regular, 12pt, Horizontal Scale 100%, Tracking 0

Shopping Bag 01 Graphic Motif Type C Applied

KOREA TOURISM BRAND
VISUAL IDENTITY GUIDELINES

AS 26

The shopping bag directly publicizes the Korea tourism brand both internally and externally. It must be produced in strict accordance with the colors and proportions specified in this guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 300 x 400 x 100mm

Material | Matte Paper 180g

Printing | Offset printing with matte lamination finish

Shopping Bag 02 Color and Pattern Applied

The shopping bag directly publicizes the Korea tourism brand both internally and externally. It must be produced in strict accordance with the colors and proportions specified in this guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

Dimensions | 300 x 400 x 100mm

Material | Matte Paper 180g

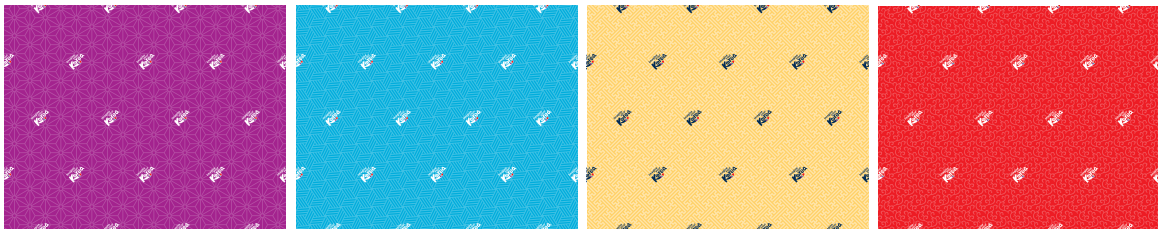
Printing | Offset printing with matte lamination finish

Wrapping Paper

The wrapping paper directly publicizes the Korea tourism brand both internally and externally. It must be produced in strict accordance with the colors and proportions specified in this guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.



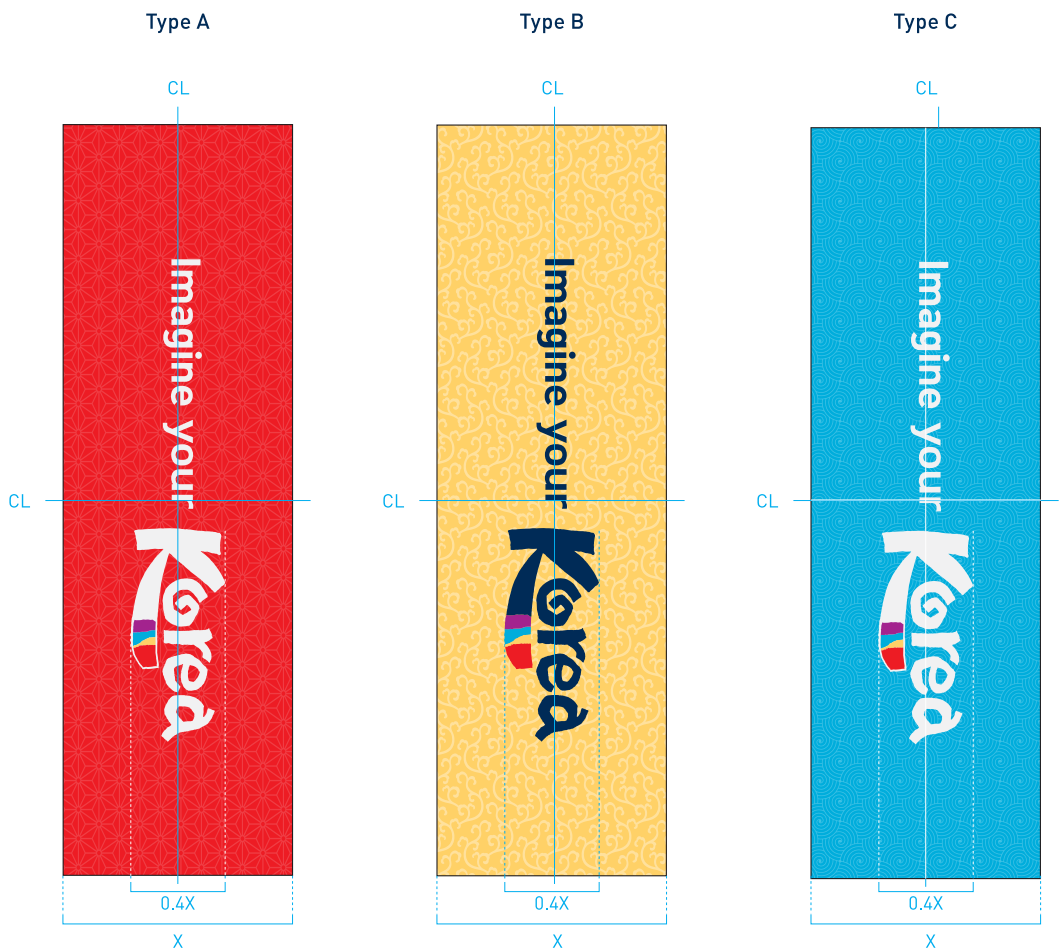
Pattern Size 100 %



Production Details

Material | Matt paper, at least 100g
Print | Offset printing

The banner directly publicizes the Korea tourism brand both internally and externally. It must be produced in strict accordance with the colors and proportions specified in this guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.

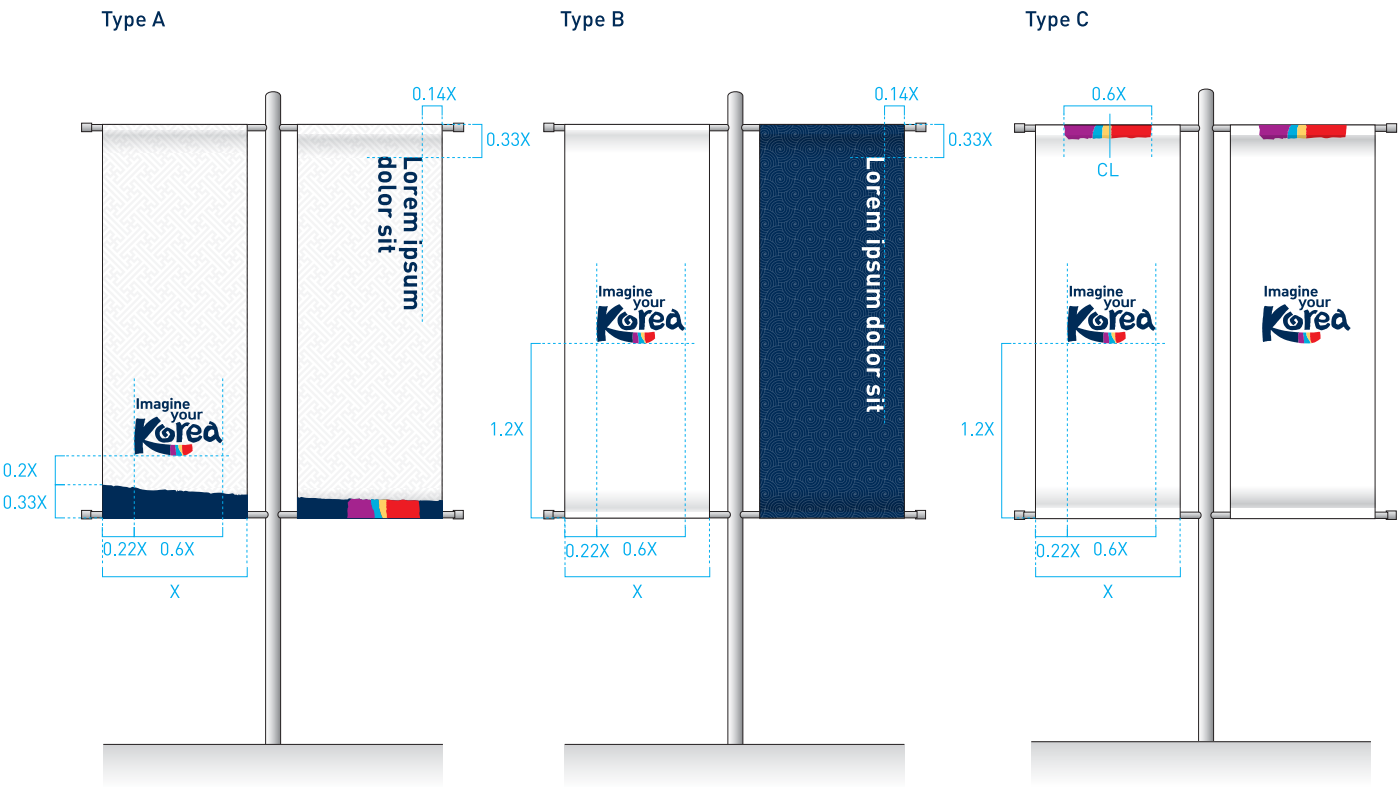


*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

The banner directly publicizes the Korea tourism brand both internally and externally. It must be produced in strict accordance with the colors and proportions specified in this guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.



*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

Standing Banner

The standing banner directly publicizes the Korea tourism brand both internally and externally. It must be produced in strict accordance with the colors and proportions specified in this guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.

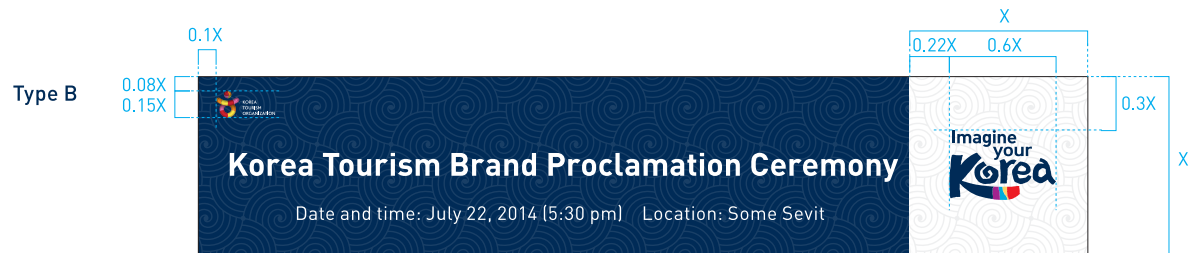
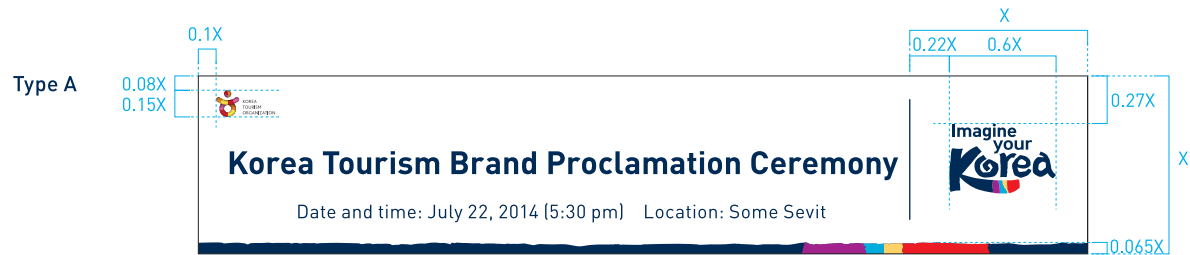


*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

The placard directly publicizes the Korea tourism brand both internally and externally. It must be produced in strict accordance with the colors and proportions specified in this guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.



*Any combination of patterns and colors below can be used.

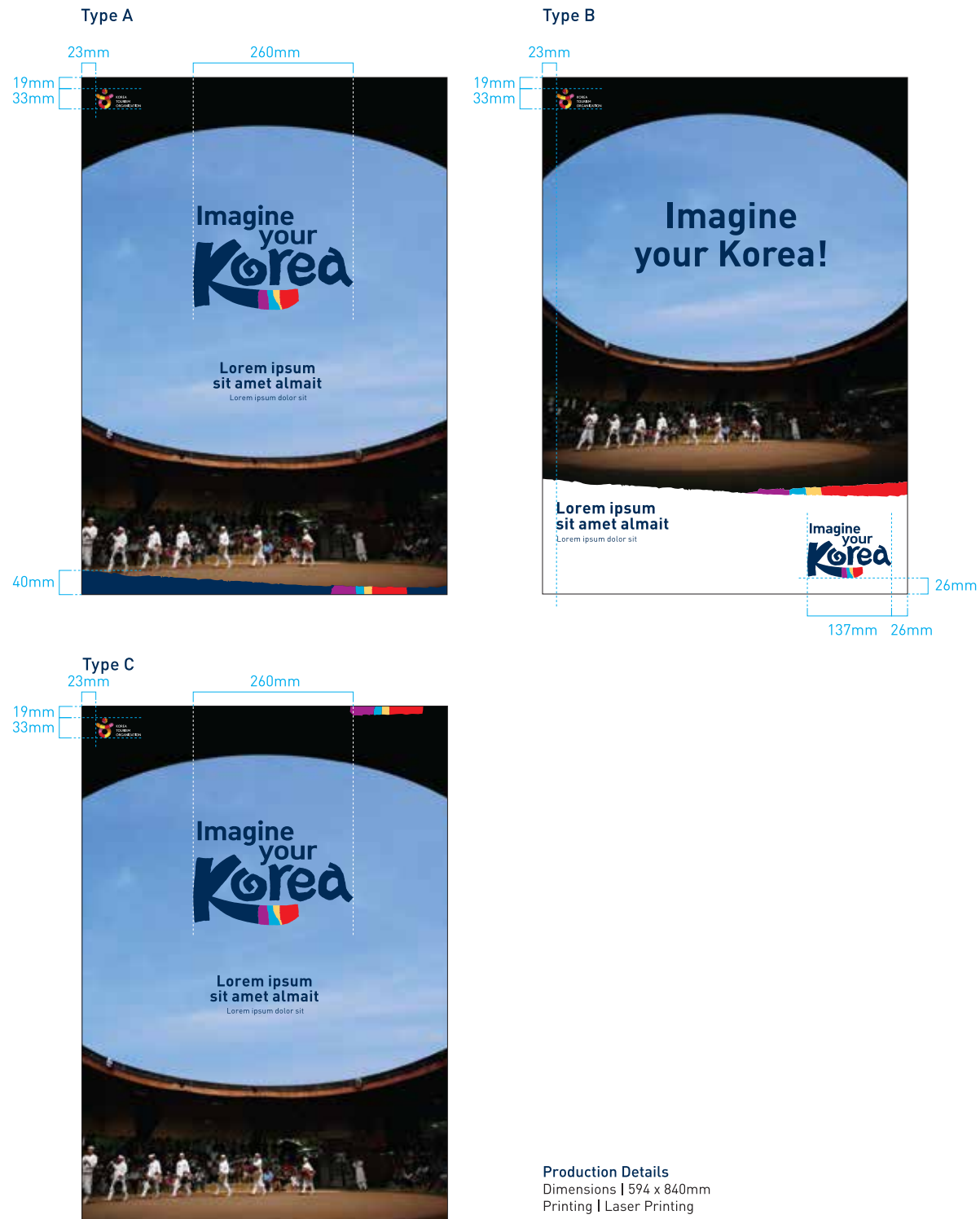


When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

Poster

The poster is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.



The billboard is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

Without Image



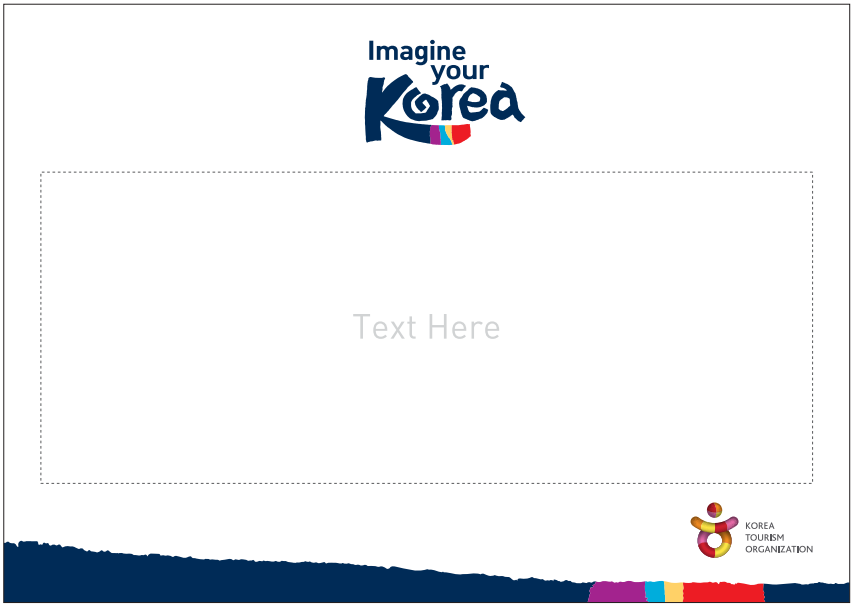
With Image



Event Sign

The event sign is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



Production Details
Dimensions | 210 x 297mm
Printing | Laser Printing

The welcome board is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



Production Details
Dimensions | 210 x 297mm
Printing | Laser Printing

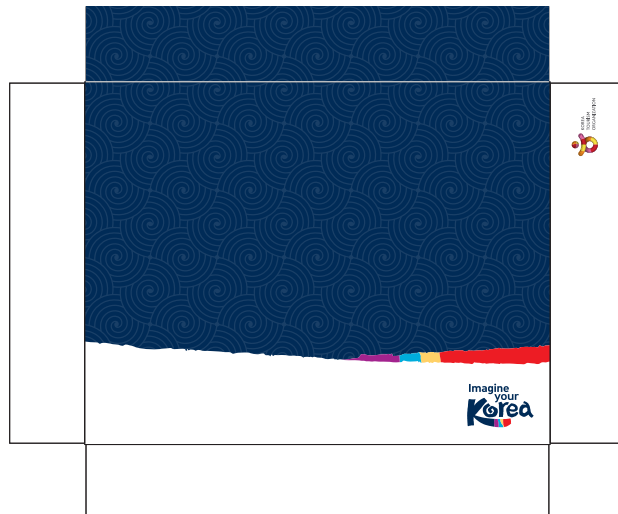
Gift Box

The gift box directly publicizes the Korea tourism brand both internally and externally. Material selection and gift box production must be carried out with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



Production Details

Dimensions | Alter depending on usage

Material | 200g matte paper, or similar quality paper

Print | Offset printing with matte lamination finish

*Any combination of patterns and colors below can be used.

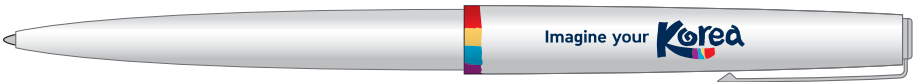


When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

Pen

The pen directly publicizes the Korea tourism brand both internally and externally. Material selection and pen production must be carried out with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



Type C



Type D



Badge

The badge directly publicizes the Korea tourism brand both internally and externally. As it also has the function of providing a sense of affiliation. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

*The button design of AS 40 may be applied as well.



15mm

Size 100%



Production Details

Silver chrome plating, epoxy coating on the offset printed symbol

Pin-back Button

The pin-back button directly publicizes the Korea tourism brand both internally and externally. Material selection and button production must be carried out with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.



*Any combination of patterns and colors below can be used.

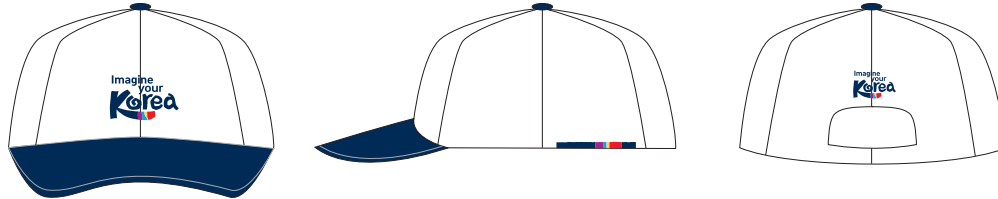


When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

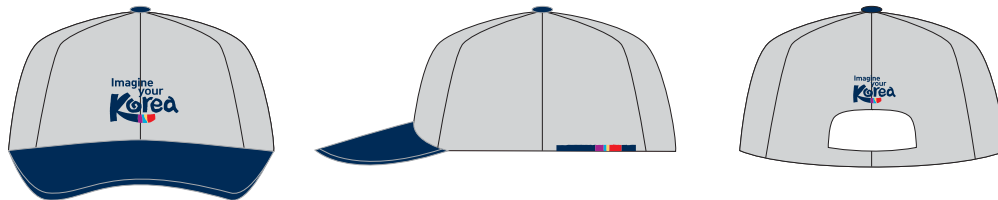
Baseball Cap

The baseball cap directly publicizes the Korea tourism brand both internally and externally. Material selection and cap production must be carried out with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

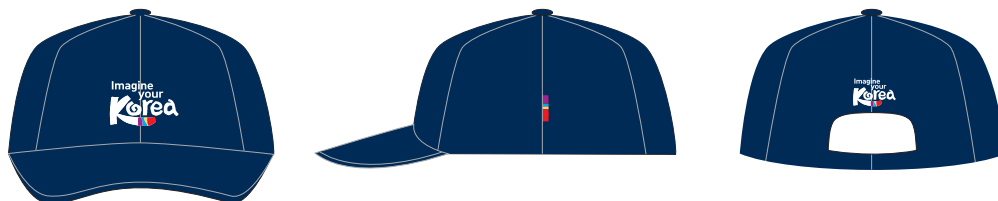
Type A



Type B



Type C



*Any combination of patterns and colors below can be used.

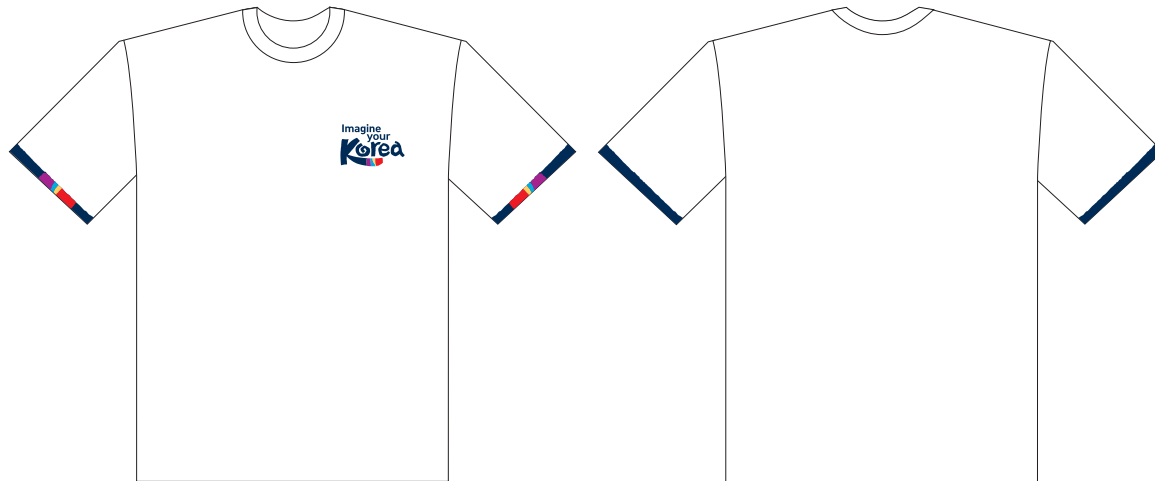


When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

T-shirt 01

The T-shirt directly publicizes the Korea tourism brand both internally and externally. Material selection and T-shirt production must be carried out with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



*Any combination of patterns and colors below can be used.

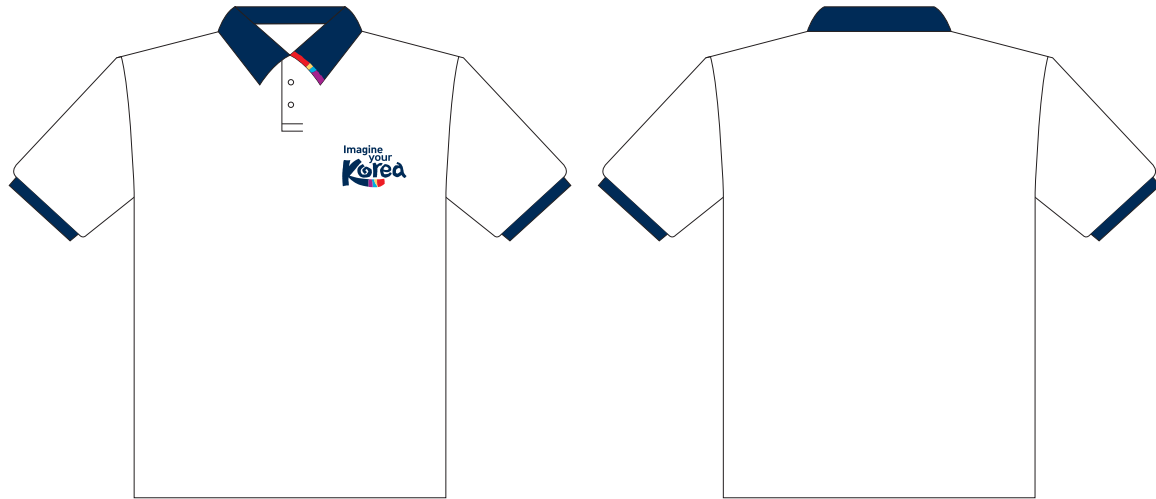


When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

T-shirt 02

The T-shirt directly publicizes the Korea tourism brand both internally and externally. Material selection and T-shirt production must be carried out with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

Mug

The mug is a direct method of publicizing the Korea tourism brand both internally and externally. It should be produced with care in accordance with the colors and proportions specified in the following guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



Type C



Type D



Type E



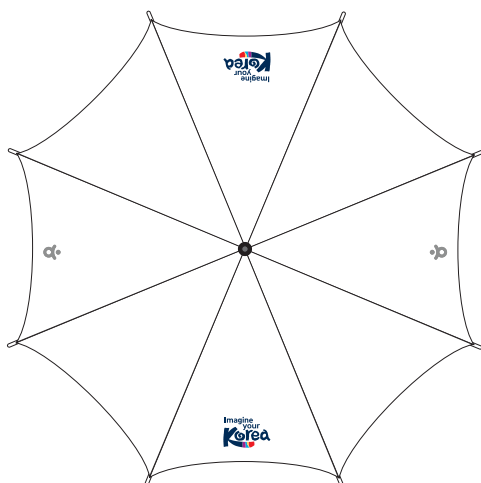
*Any combination of patterns and colors below can be used.



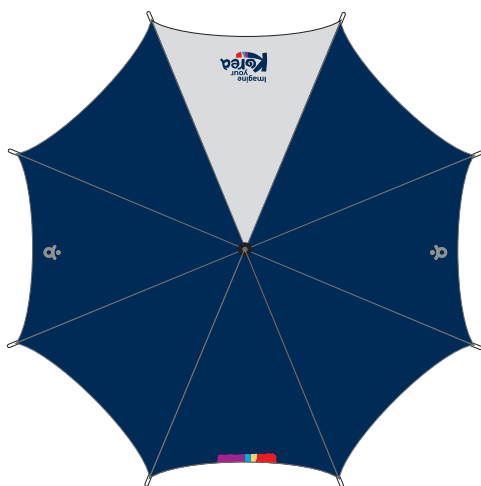
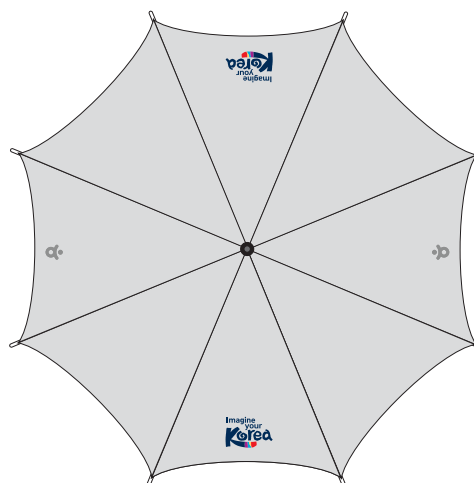
When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

The umbrella is a direct method of publicizing the Korea tourism brand both internally and externally. It should be produced with care in accordance with the colors and proportions specified in the following guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



Type C



Type D

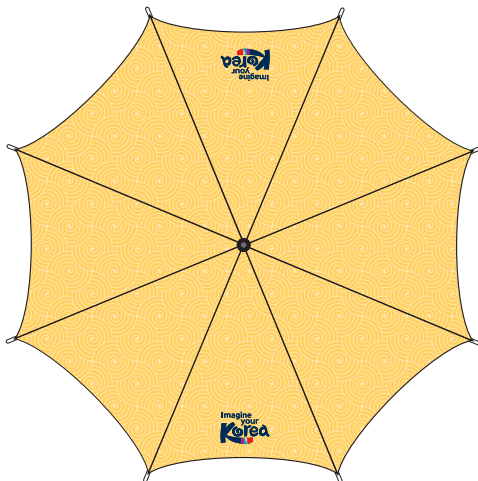
*Any combination of patterns and colors below can be used.



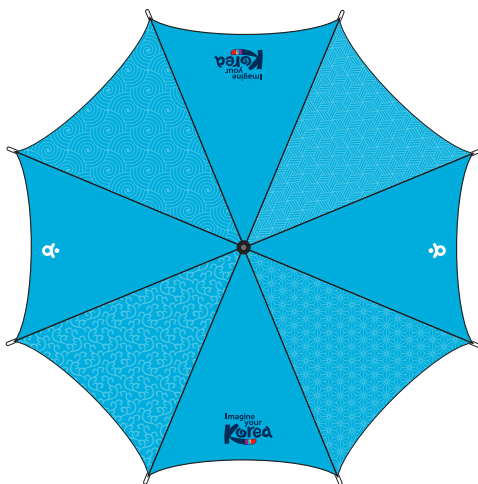
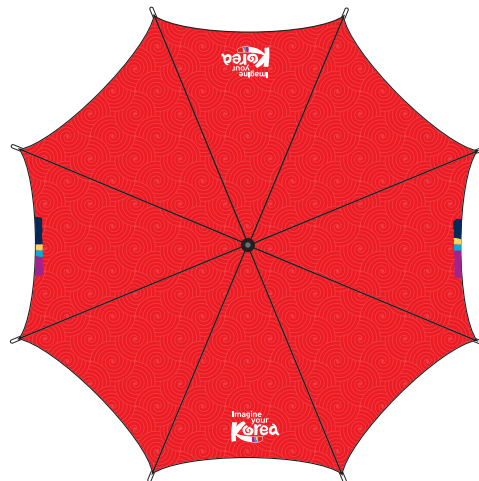
When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

The umbrella is a direct method of publicizing the Korea tourism brand both internally and externally. It should be produced with care in accordance with the colors and proportions specified in the following guidelines. The design elements must be applied by referring to and/or adapting the respective CD manual document.

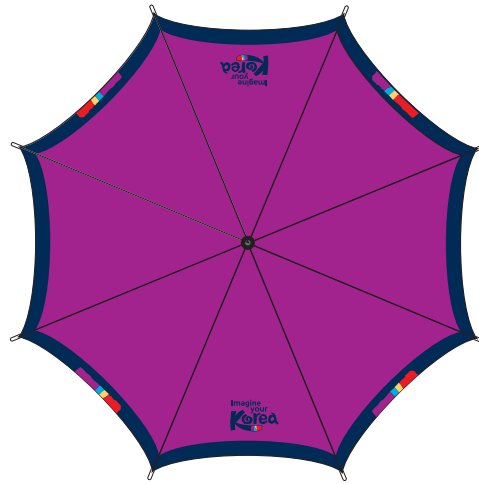
Type A



Type B



Type C



Type D

*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

The website is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

Intro



Main Page

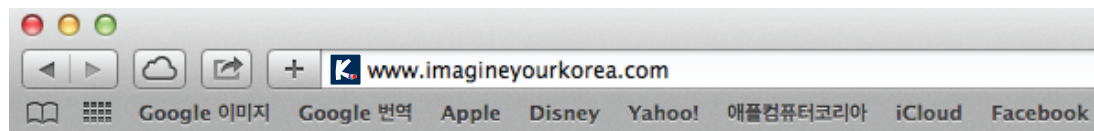


Sub Page

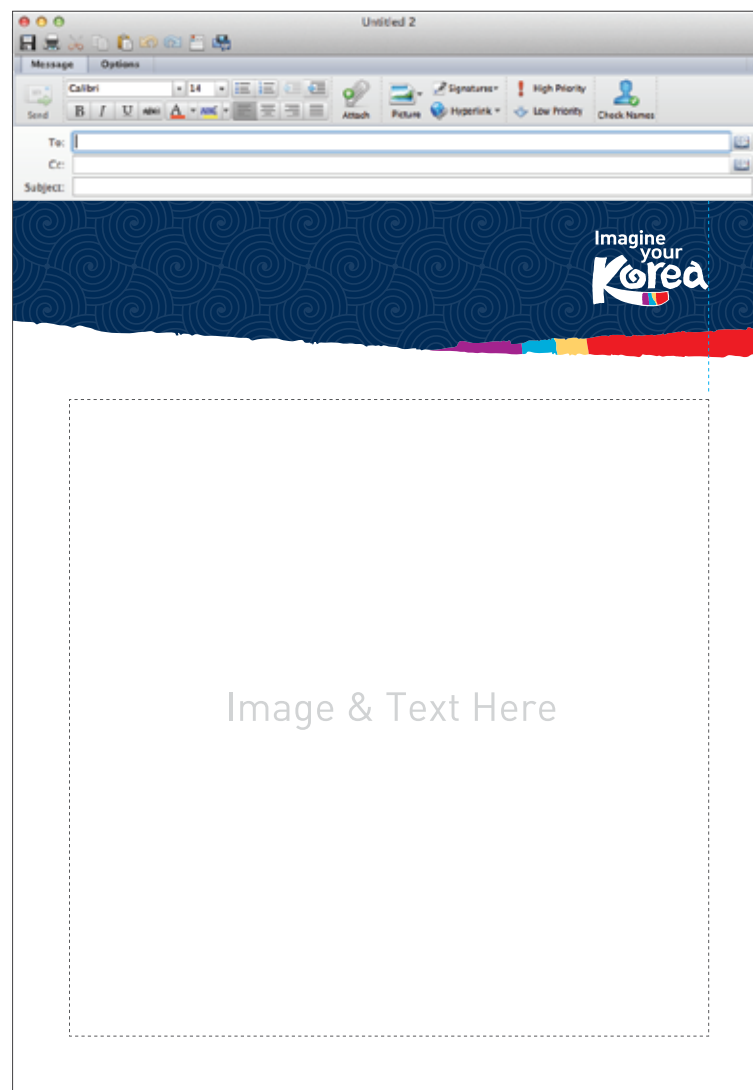


Website Logo

The website logo is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.



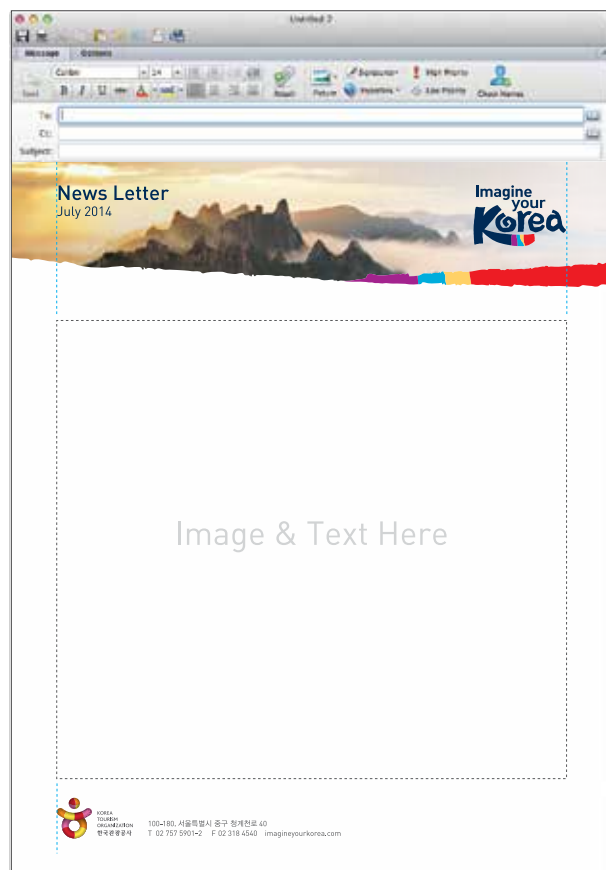
The email is a direct method of publicizing the Korea tourism brand both internally and externally. The design elements must be applied by referring to and/or adapting the respective CD manual document.



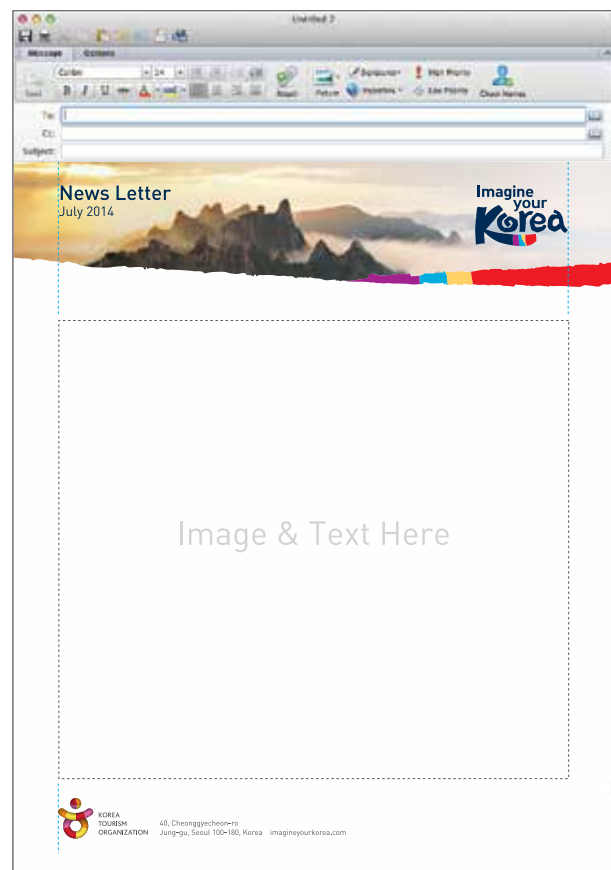
The newsletter is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

Korean



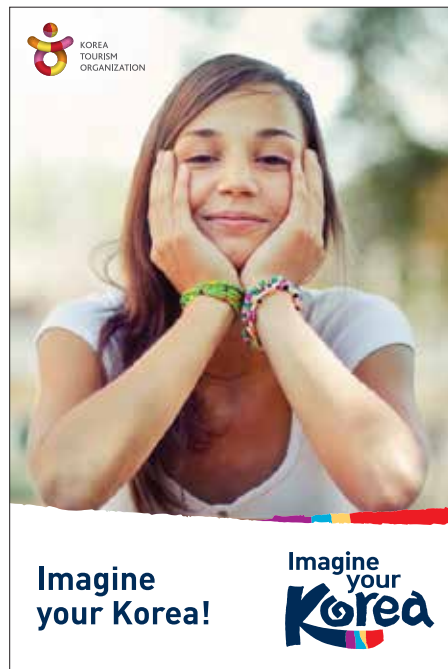
English



The web banner is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

The images applied in this section are for illustrative purposes. For actual usage, images must be used after verifying the copyright/image rights.

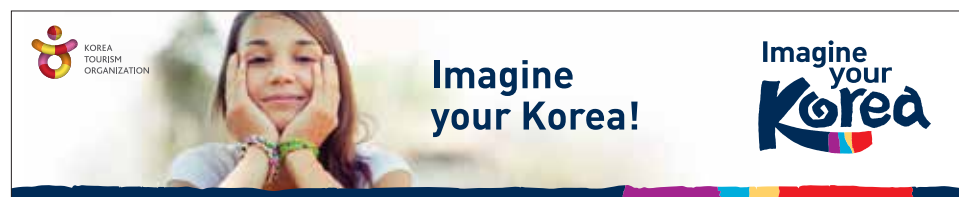
Vertical



1:1 ratio



Horizontal



The mobile app is a direct method of publicizing the Korea tourism brand both internally and externally. Photos and motifs must be used with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.



*Any combination of patterns and colors below can be used.



When using Imagine Red, Imagine Blue or Imagine Purple backgrounds, the striped section of the symbol must have a white border in order to not blend in with the background. And the Imagine Yellow background must be used with the Full Color Positive symbol.

The sign of the Tourist Information Center directly publicizes the Korea tourism brand both internally and externally. Material selection and sign production must be carried out with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.



Production Details

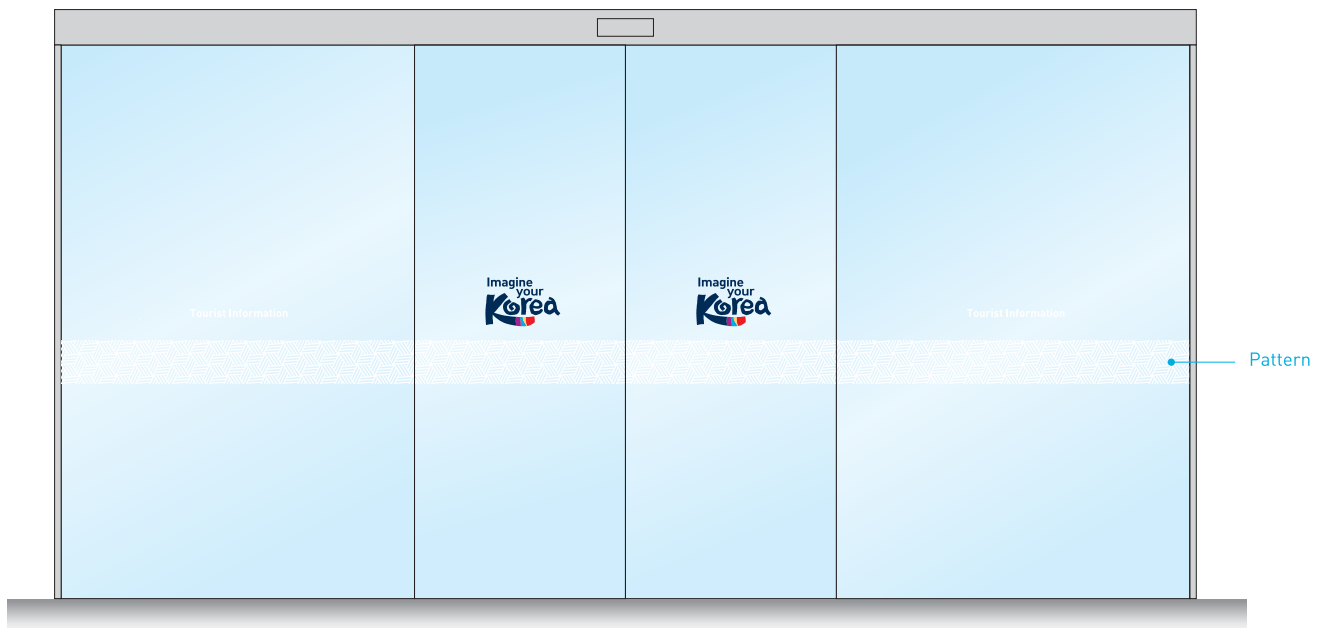
S.STL Dimension letters, Painting in designated color
Attach laser print-out sheet on the object

The window graphic of the Tourist Information Center directly publicizes the Korea tourism brand both internally and externally. Material selection and production methods must be carried out with care. The design elements must be applied by referring to and/or adapting the respective CD manual document.

Type A



Type B



Production Details

Attach laser printed sticky sheet

Appendix

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]