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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imagineyourkorea.com
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

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BS 03  Symbol: Chinese Combination
BS 04  Symbol: Chinese Horizontal Combination
BS 05  Symbol: URL Combination
BS 06  Symbol: Minimum Space Requirements
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Symbol

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.
Symbol: Horizontal Combination

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.

Imagine your Korea

Minimum Size

Imagine your Korea 5mm

Imagine your Korea
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.

Imagine your Korea

遇见你心中的韩国

Minimum Size

15mm
Symbol: Chinese (Simplified) Horizontal 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.
Symbol: URL Combination

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 Scale 100%, Tracking 0

Minimum Size 12.5mm
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.
Brand Colors

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. Imagine Navy
   PANTONE 2767 C
   C 100 M 56 Y 0 K 66
   R 23 G 46 B 86

2. Imagine Purple
   PANTONE 242 C
   C 40 M 100 Y 0 K 0
   R 163 G 35 B 139

3. Imagine Blue
   PANTONE 298 C
   C 100 M 0 Y 10 K 0
   R 0 G 172 B 220

4. Imagine Yellow
   PANTONE 122 C
   C 0 M 18 Y 70 K 0
   R 255 G 209 B 103

5. Imagine Red
   PANTONE 173 C
   C 0 M 100 Y 100 K 0
   R 235 G 34 B 39
Color Utilization 01

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 793C

**Silver**
Pantone 777C
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.
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.
Typefaces: English

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

DIN Light
DIN Regular
Palatino Regular

Title

DIN Medium
DIN Bold
Palatino Bold
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.

* 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 Motif 01

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.

Type A
Image & Text Here
Minimum Size
Maximum Size

The width of the graphic motif must be applied to match the width of the surface being used. The position of the graphic motif may be altered in accordance with the guidelines.

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.

Type B
Image & Text Here

Type B should only be used for very wide surfaces or formats. In this case, the width of the graphic motif should be adjusted according to the width of the surface being used.
Graphic Motif 02

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.

Type D

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

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.
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 an outlined version of the graphic motif.
- Do not apply non-designated colors to the graphic motif.
- Do not arbitrarily alter the shape of the graphic motif.

- Do not use the graphic motif without the ‘Saebyeol’ (the traditional multicolored stripes) motif design.
- Do not reverse the design of 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 apply the graphic motif to a background that obscures it.
Visual Brand Matrix

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

Tourism Related Brands

Examples

Examples
Symbol Position Regulations 01

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.
Symbol Position Regulations 02

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.
Symbol Position Regulations 03

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

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<td>AS 39</td>
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<td>AS 41</td>
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<td>AS 53</td>
<td>Tourist Information Center</td>
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<td>AS 54</td>
<td>Window Graphic</td>
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</table>
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.
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.

Front

Han Kook Lee
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Back

Imagine your Korea

*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 32mm
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.

Front:

Back:

*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, 10pt, Horizontal Scale 95%, Tracking 0
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, 4.5pt, Horizontal Scale 100%, Tracking 0
Address, Information | DIN Regular, 4.5pt, Horizontal Scale 100%, Tracking 0
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 12pt, 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
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.
The fax cover is used when sending fax messages. It should be printed on computer paper with black ink.

**Production Details**
- Dimensions: 210 x 297 mm
- 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
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:** 110 x 297mm
- **Material:** 150g of white matt paper, or similar quality paper
- **Print:** Offset printing

**Typeface (Korean)**
- Address: Yoon Gothic 12pt, 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
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: 110 x 297 mm
- 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
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.
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Production Details
Dimensions: 135 x 440mm
Material: 180g of white matte paper, or similar quality paper
Print: Offset printing

Typeface (Korean)
Address: Yoon Gothic 120pt, 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.
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 | 195 x 440mm  
Material  | 110g of Kraft paper, or similar quality paper  
Print | Offset printing

**Typeface (Korean)**
Address | Yoon Gothic 12pt, 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.

**Production Details**
- Dimensions: 128 x 330mm
- Material: 250g matte paper, or similar quality paper
- Print: Offset printing with matte coating 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.
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.

## Press Release Form

**Type A**

![Press Release Form Type A](image)

**Type B**

![Press Release Form Type B](image)

### Press Release

<table>
<thead>
<tr>
<th>Date Distributed</th>
<th>Year</th>
<th>Month</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Number</td>
<td>Pages</td>
<td>Photo</td>
<td>Text</td>
</tr>
</tbody>
</table>

**Text Here**

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**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
Powerpoint Format 01

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.
Powerpoint Format 02

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.

*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.
Powerpoint Format 03

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.

*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.

Production Details
Dimensions: 370 x 510 mm

**Typeface (Korean)**
- Headline: Yoon Gothic 150, 40-60pt, 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, 40-80pt, 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
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**

Imagine your Korea!

A New Brand for Korea Tourism

**Type B**

Imagine your Korea!

A New Brand for Korea Tourism

**Type C**

Imagine your Korea!

A New Brand for Korea Tourism

**Production Details**
Dimensions 170 x 160mm

**Typography (Korean)**
- Headline: Yoon Gothic 150, 60-40pt, 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

**Typography (English)**
- Headline: DIN Bold, 60-40pt, 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 +60

**Typeface [English]**
- Headline | DIN Bold, 40–80pt, 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
Leaflet Format

The leaflet 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 | 115 x 200mm

Typeface (Korean)
Headline | Yoon Gothic 150, 20pt, Horizontal Scale 92%, Tracking -70
Sub Headline | Yoon Gothic 140, 9.5pt, Horizontal Scale 95%, Tracking -50
Body Copy | Yoon Gothic 120, 6.5pt, Horizontal Scale 95%, Tracking -60

Typeface (English)
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
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: Iyoon Gothic 150, 25pt, Horizontal Scale 92%, Tracking -70
Sub Title: Iyoon 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

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 600 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 600 x 100mm
Material | Matte Paper 180g
Printing | Offset printing with matt 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.
Banner 02 Graphic Motif Type A/D with Color and Pattern Applied

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.

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.
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.
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.

Production Details
Dimensions 1596 x 840mm
Printing | Laser Printing
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.
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.
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.
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 | After 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.
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.
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.*

**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.

Type A

Imagine your Korea

50mm
Size 100%

Type B

Imagine your Korea

50mm
Size 100%

Type C

Imagine your Korea

50mm
Size 100%

*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.
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.

*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 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.

*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 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.

*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.

*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.
Umbrella Short

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.
Website Format

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.
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.
Email Format

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.
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.
Mobile App

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.
Tourist Information Center

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-TEL Dimension letters, Printing in designated color
Attach laser print-out sheet on the object
Window Graphic

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