DAE WON 대원미디어

Corporate Identity Guidelines

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Logo Components

DAEWON MEDIA‛ corporate identity (logo) is the official identifying mark for the company.
Correct and consistent usage will preserve this equity from a branding and legal standpoint.

Symbol   Logotype

Logo

Minimum Size

The minimum size for DAEWON MEDIA' official logo version is:

20mm

Horizontal logo

7mm
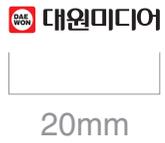
Vertical logo

Color Applications

Full-color Logo

The official DAEWON MEDIA logo is to be printed in three colors.
The proper ink colors are Pantone 485c red, Black and White.

## Print documents:

M100 Y100
Pantone 485c

Black

White

Only symbol
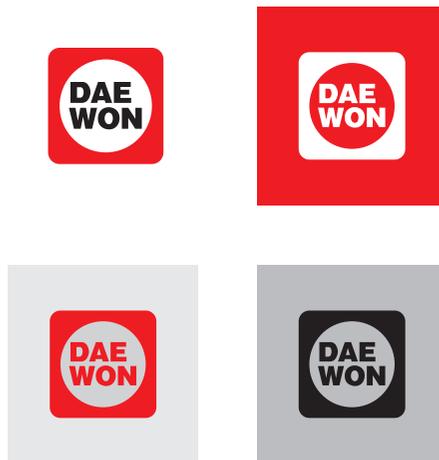
All Black or All White

The black logo must appear on a light to medium-light background.
The white logo must appear on a dark to black background.

Dos and Dont's

Dos

• Do use the complete logo as provided
• Do maintain white or clear space around the logo

Don'ts

• Don't separate the logo into individual components
• Don't use elements from the logo to create a new design
• Don't use logo as a background, screen saver or watermark
• Don't redesign the logo's symbol
• Don't replace the logotype with another typeface
• Don't change the logo's colors
• Don't crop the logo off the edge of a page or screen
• Don't change the original ratio of the logo when resizing it
• Don't use the color version of the logo on a colored background