



BRAND IDENTITY

**DESIGN GUIDE BOOK**

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## SIGNAGE - OFFICE SPACE

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BRAND IDENTITY

**DESIGN GUIDE BOOK**



INTEGRATION IDENTITY

BOOK\_ A

## 01. LOGO SYSTEM

### Main Signature

시그니처 시스템은 하이커의 로고 타입과 명칭을 비례조정 및 조합한 것으로, 모든 사용은 본메뉴얼의 가이드를 준수하도록 한다.

---

### Main Signature \_ Positive



---

Main Signature \_ Negative

**HIKR**  
**HiKR GROUND**

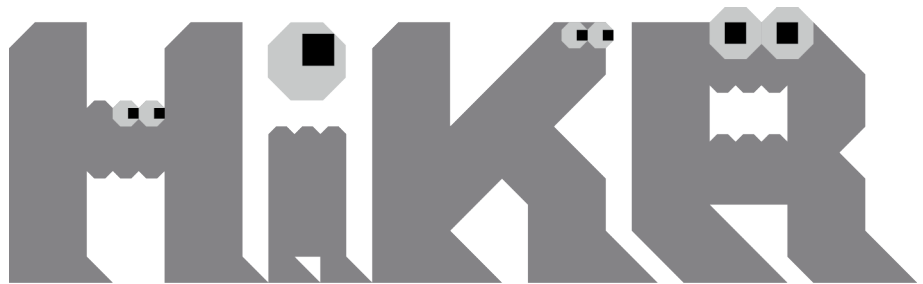
## 01. LOGO SYSTEM

### Secondary Signature

보조 시그니처 타입은 정제된 어플리케이션이나 활용처 등에 접목하여 문자가 명확히 드러날 수 있도록 사용한다.

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Secondary Signature 01\_Positive



Secondary Signature 02\_Positive



Secondary Signature 01\_Negative



Secondary Signature 02\_Negative



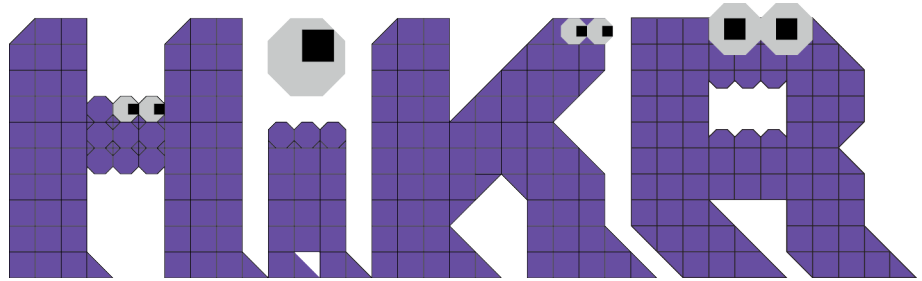
## 01. LOGO SYSTEM

### Visual Structure

시각적 구조는 팔각형을 기반으로 기초 조형의 형태만으로 구성되어 있으며 그리드 상대열 배치를 통해 시그니처를 비롯한 다양한 패턴 등을 구성하도록 설계되어 있다.

---

### Visual Structure



## Grid System & Clear Space

여백 및 최소 사이즈 규정을 준수하여 다양한 매체와 온오프라인 채널에서 아이덴티티가 정확하고 명료하게 구현될 수 있도록 본 규정을 준수하도록 한다.

### Grid System



### Grid Provision



### Clear Space



## 01. LOGO SYSTEM

### Scale

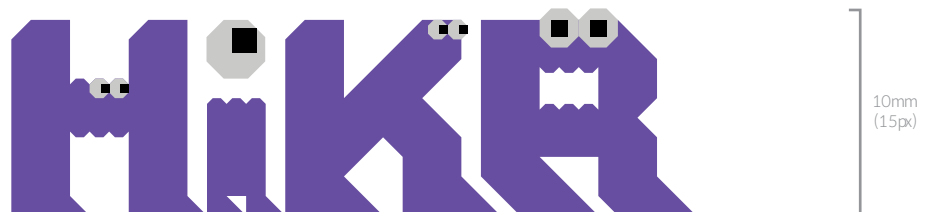
여백 및 최소 사이즈 규정을 준수하여 다양한 매체와 온오프라인 채널에서 아이덴티티가 정확하고 명료하게 구현될 수 있도록 본 규정을 준수하도록 한다.

---

Minimum Size



Minimum Size (without wordmark)



## Wordmark

워드마크는 영문을 기본으로 하며 중문, 한글, 일본 등 다양한 국가의 언어를 수용할 수 있도록 한다. 워드마크 작성 시에는 본 메뉴얼에 기재된 규정에 따라 일정한 간격을 주어 중앙정렬로 배치한다.

---

### Korean (Hangul)



하이커 그라운드

### Chinese (Kanji)



好客空间

### Japanese (Katakana)



ハイカ グラウンド

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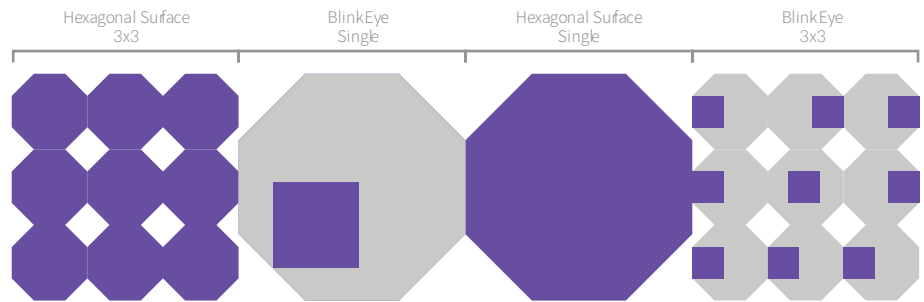
## 01. LOGO SYSTEM

### Graphic Pattern

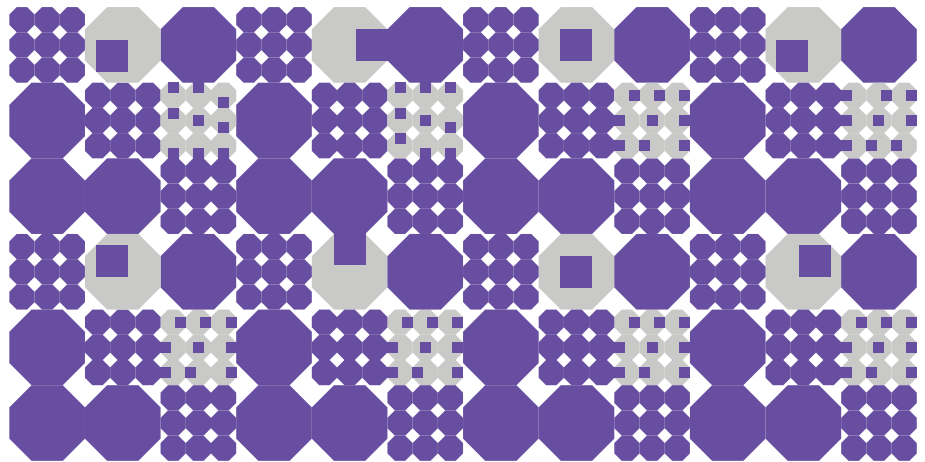
그래픽 패턴은 아이덴티티의 기본 구조를 활용하여 제작된 비주얼 요소로 디지털 미디어를 비롯하여 다양한 브랜드 어플리케이션에 적극적으로 활용하여 브랜드 이미지를 구축하는 것을 보조한다.

---

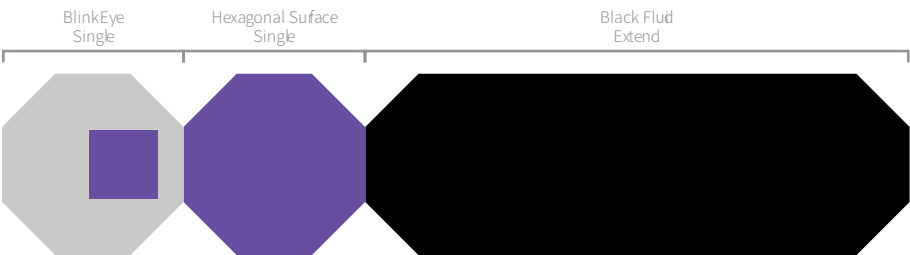
### Blink 4 Type Module



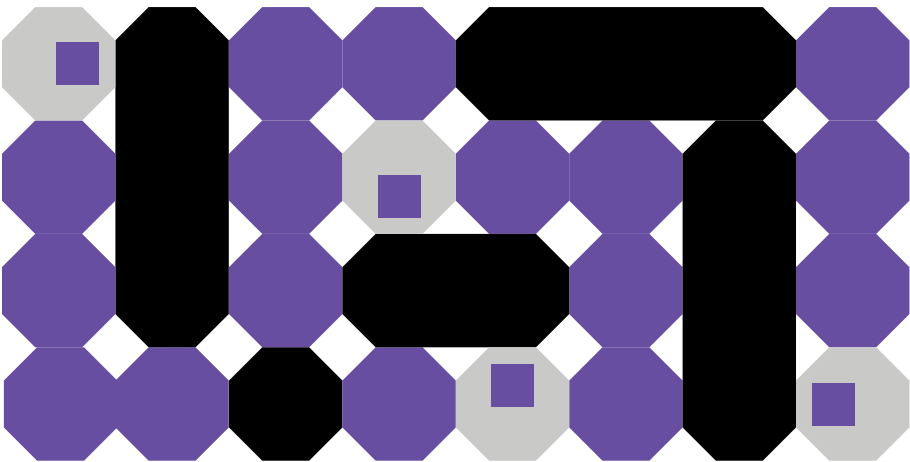
### Graphic Pattern Blink Sample



# Fluid 3 Type Module



# Graphic Pattern Fluid Sample



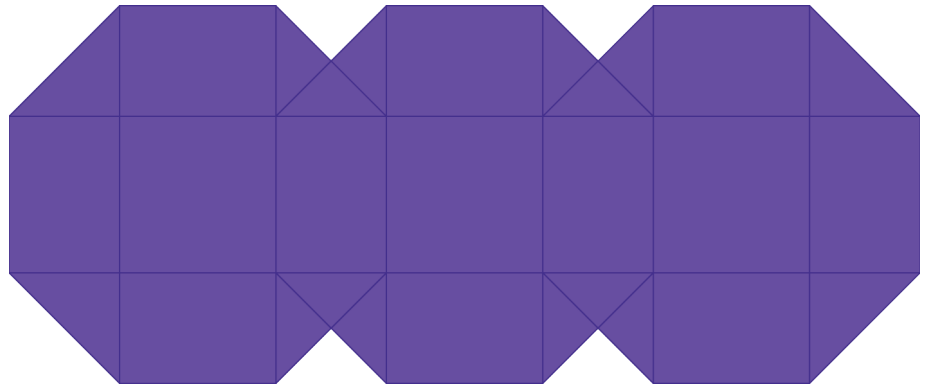
## 01. LOGO SYSTEM

### Octagon Typographic System

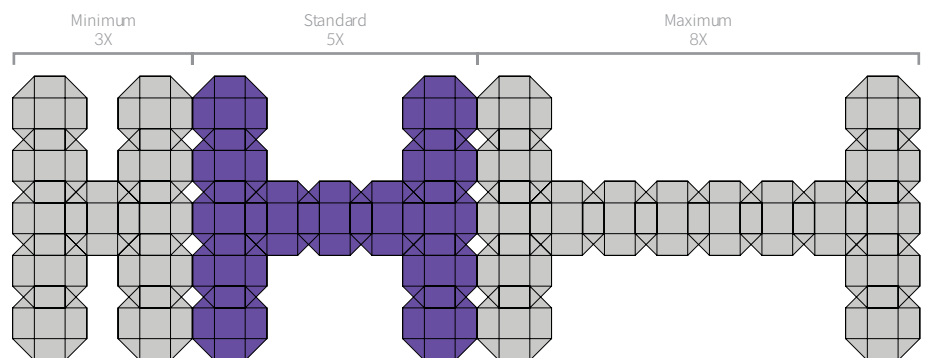
아이덴티티의 팔각형 구조의 배열 및 배치에 의하여 디자인되는 글자의 조형으로 슬로건이나 메시지, 브랜드 키워드 등 중요한 언어 표현 시 응용할 수 있다.

---

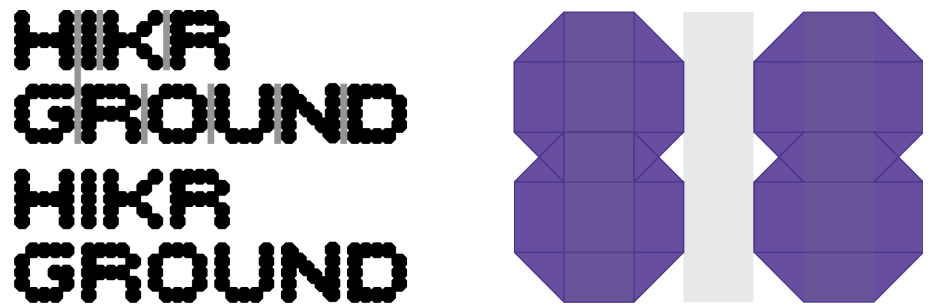
#### Octagon Module



#### Typographic Module



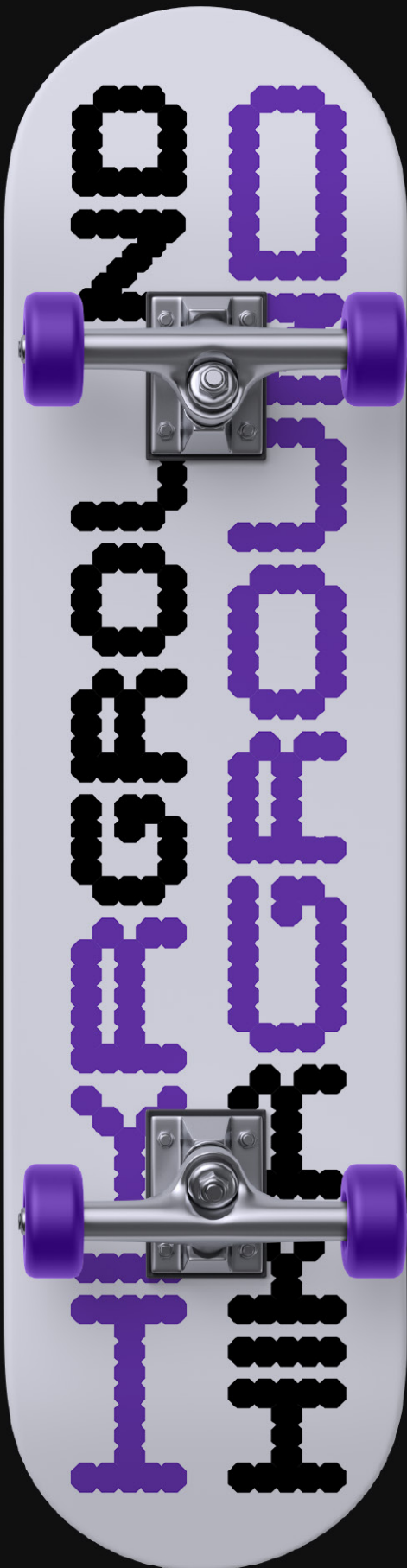
Letter Spacing



Letter Variation





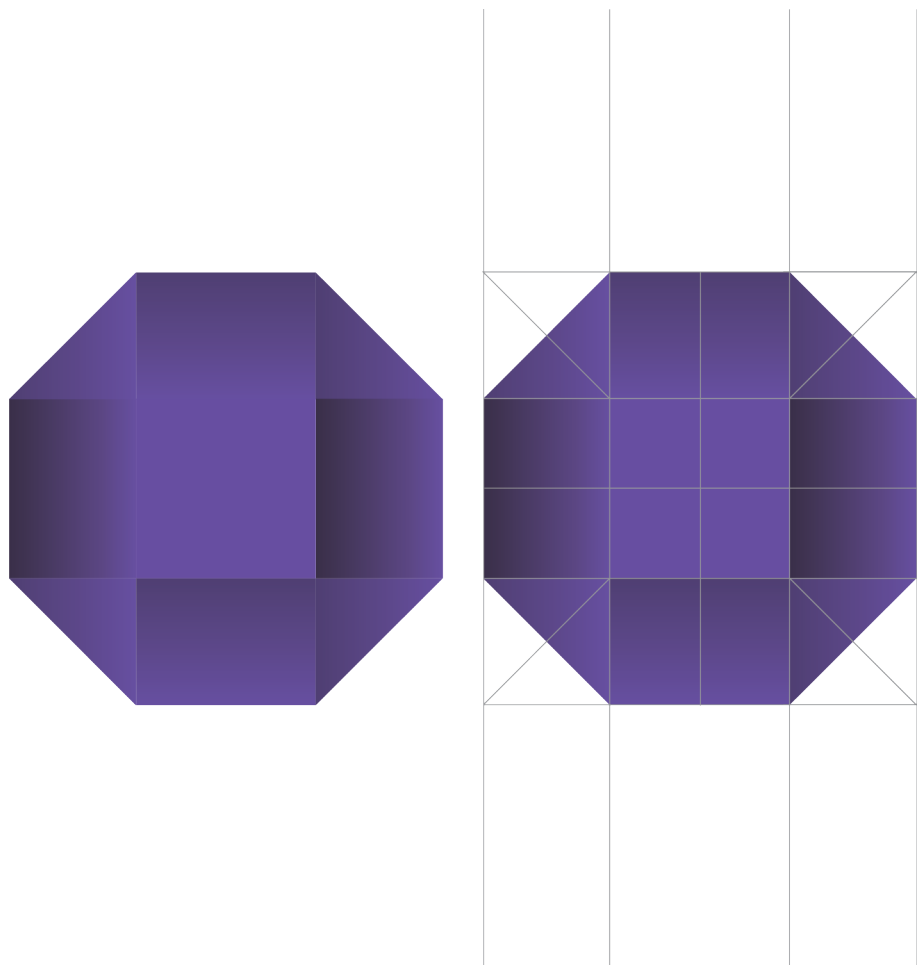


## 01. LOGO SYSTEM

### Graphic Pattern / 3D

그래픽 패턴은 아이덴티티의 기본 구조를 활용하여 제작된 비주얼 요소로 디지털 미디어를 비롯하여 다양한 브랜드 어플리케이션에 적극적으로 활용하여 브랜드 이미지를 구축하는 것을 보조한다.

---



## Co-Branding

배치 규정을 통해 복수의 아이덴티티가 배치될 때의 예시를 제시한다. 각각의 아이덴티티의 독립성을 확보하기 위해 규정된 최소치의 분리 공간을 준수하여 이 범위 내에 어떠한 요소도 들어오지 않도록 주의하도록 한다.

### Horizontal Case



### Vertical Case



## 01. LOGO SYSTEM

### Improper Usage

아이덴티티의 이미지가 왜곡되거나 변경되는 등의 이미지 손상이 발생하지 않도록 세심한 주의를 필요로 한다.

#### Signature



Never outline logotype



Never crop the logo



Never use drop shadows or any other effects



Never use different colors



Never extrude or tilt



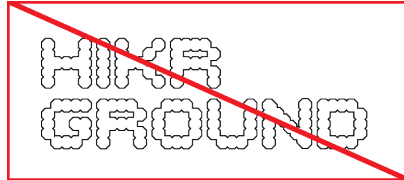
Never transform



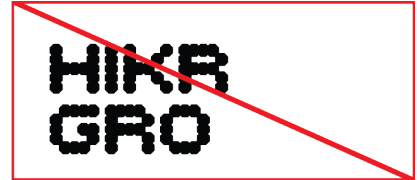
Never use non-approved pattern



Never use non-approved background



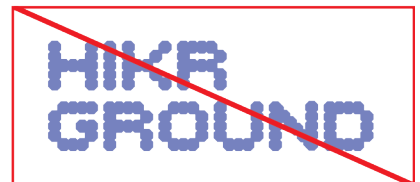
Never outline logotype



Never crop the logo



Never use drop shadows or any other effects



Never use different colors



Never extrude or tilt



Never transform



Never use non-approved pattern



Never use non-approved background





HIKER

ハイカグラウンド

## 02. COLOR SYSTEM

### Brand Color

인쇄 및 디지털 매체 등 다양한 환경에서도 본 메뉴얼에 기재된 규정을 준수하여 통일된 컬러를 구현하도록 한다.

### Primary Color

#### HiKR Purple

Pantone Solid 266C  
C 71 M 81 Y 0 K 0  
R 119 G 61 B 189  
Hex #773DBD

### Secondary Color

#### HiKR White

Pantone 000C  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
Hex #FFFFFF

#### HiKR Light Gray

Pantone 420C  
C 26 M 18 Y 18 K 0  
R 199 G 201 B 201  
Hex #C7C9C9

#### HiKR Dark Gray

Pantone 4278C  
C 55 M 47 Y 44 K 0  
R 133 G 131 B 131  
Hex #858383

#### HiKR Black

Pantone Black 6C  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
Hex #000000

브랜드 컬러에 기반한 브랜드 아이덴티티를 나타내는 색상으로 공간 내 통일된 컬러 이미지를 형성하도록 한다.

## Environmental Color

<p>Pantone 264U C 24 M 38 Y 0 K 0 R 193 G 161 B 226 Hex #CLALE2</p>	<p>Pantone 000C C 0 M 0 Y 0 K 0 R 255 G 255 B 225 Hex #FFFFFF</p>
<p>Pantone 266U C 53 M 68 Y 0 K 0 R 140 G 101 B 194 Hex #8C65C2</p>	<p>Pantone Cool gray 1 U C 13 M 11 Y 12 K 0 R 218 G 216 B 214 #DAD8D6</p>
<p>Pantone 2736U C 71 M 68 Y 0 K 0 R 94 G 97 B 185 Hex #5E61B9</p>	<p>Pantone Cool gray 2 U C 22 M 18 Y 18 K 0 R 198 G 196 B 196 #C6C4C4</p>
<p>Pantone 2091U C 71.32 M 67.96 Y 0 K 0 R 73 G 40 B 109 Hex #49286D</p>	<p>Pantone Cool gray 4 U C 28 M 23 Y 22 K 0 R 184 G 184 B 185 #B8B8B9</p>
<p>Pantone 434U C 15.19 M 18.08 Y 14.9 K 0 R 214 G 202 B 202 Hex #D6CACA</p>	<p>Pantone Cool gray 6 U C 37 M 31 Y 29 K 0 R 165 G 165 B 167 #A5A5A7</p>
	<p>Pantone Cool gray 8 U C 44 M 37 Y 35 K 1 R 148 G 148 B 151 #949497</p>
	<p>Pantone Cool gray 11 U C 54 M 45 Y 41 K 8 R 123 G 124 B 128 #7B7C80</p>
	<p>Pantone Black 6 U C 0 M 0 Y 0 K 100 R 0 G 0 B 0 #000000</p>

02. COLOR SYSTEM

Background Color

Primary Color

K 0% (White)	
K 10%	
K 20%	
K 30%	
K 40%	
K 50%	×
K 60%	×
K 70%	×
K 80%	×
K 90%	×
K 100% (Black)	×

Grayscale Color

K 0% (White)	
K 10%	
K 20%	
K 30%	
K 40%	×
K 50%	×
K 60%	×
K 70%	×
K 80%	×
K 90%	×
K 100% (Black)	×

## 03. TYPOGRAPHY

### Typeface

다양한 매체에서 통일된 구조와 조형의 서체가 구현될 수 있도록 규정된 국문 및 영문 서체를 활용하도록 한다.

---

Aa가아

---

**Travelers to**  
**한국을 여행하**  
**韓国を旅する**

## 03. TYPOGRAPHY

### Typeface

ENG\_Positive

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Bold**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Medium**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Regular**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Light**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Thin**

KOR\_Positive

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 볼드**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 미디움**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 레귤러**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 라이트**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 띠**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Bold**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Medium**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Regular**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Light**

Spoqa han sans Light, Optical Type, Horizontal scale 100%, Letter spacing -30

**Spoqa han sans Thin**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 볼드**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 미디움**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 레귤러**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 라이트**

Spoqa han sans Light, Optical Type, Horizontal scale 96%, Letter spacing -30

**스포카 한산스 띠**





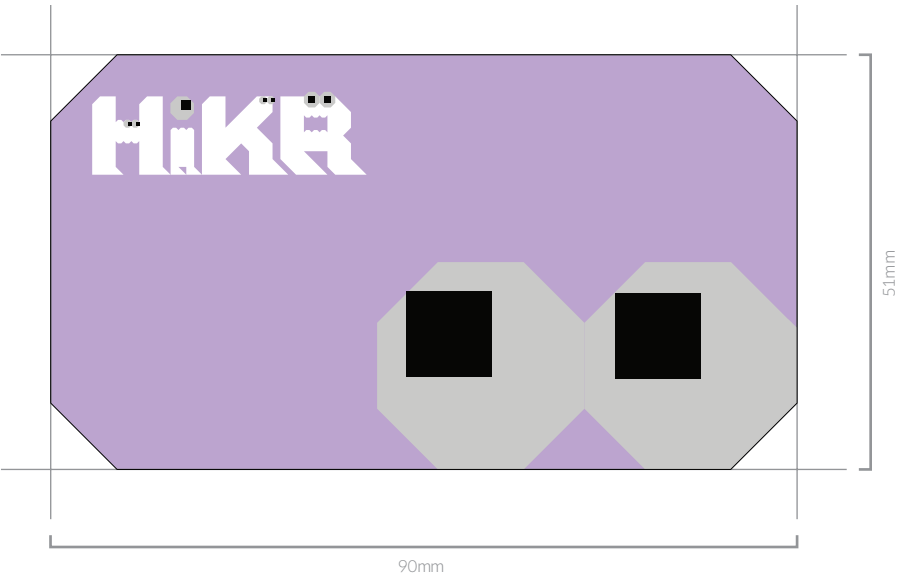
# 04. APPLICATION

Stationary

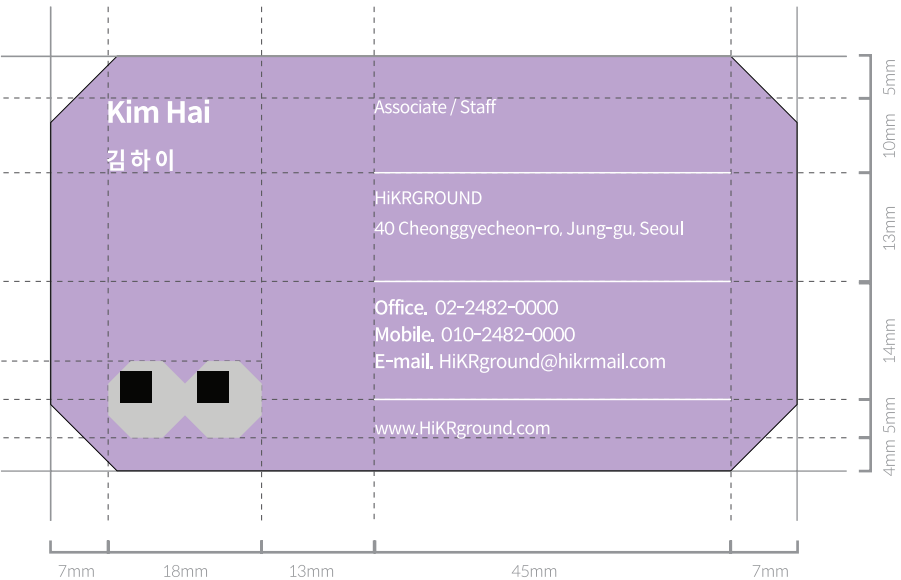
Name Card

Grid System

TypeA\_Front

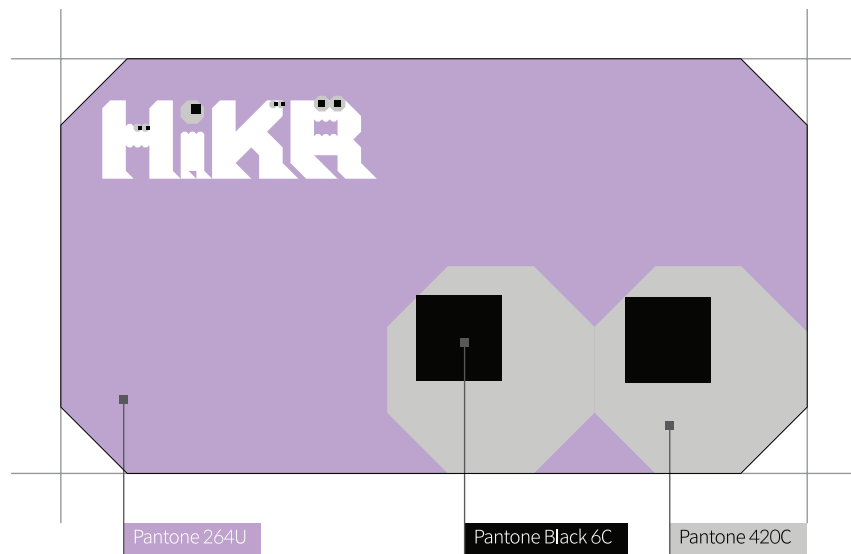


TypeA\_Back

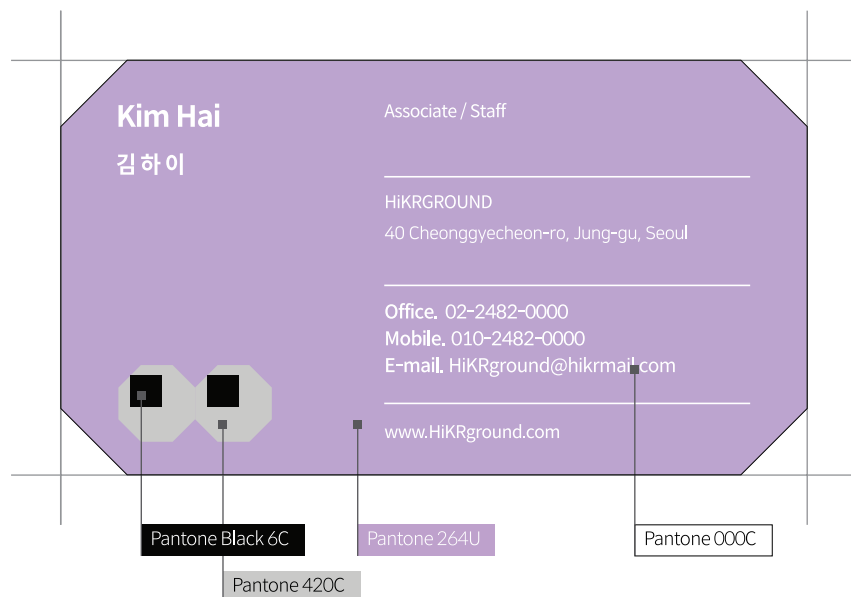


## Color System

TypeA\_Front



TypeA\_Back



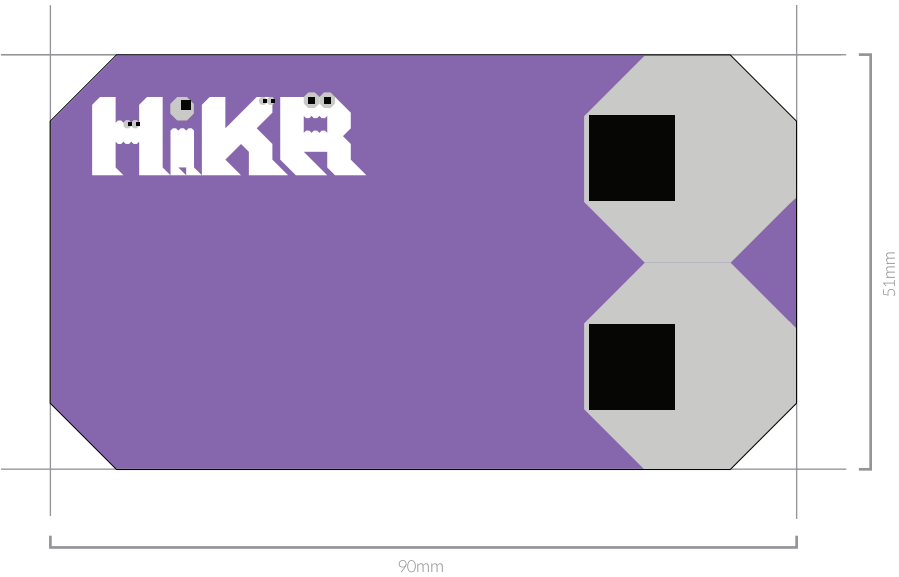
# 04. APPLICATION

Stationary

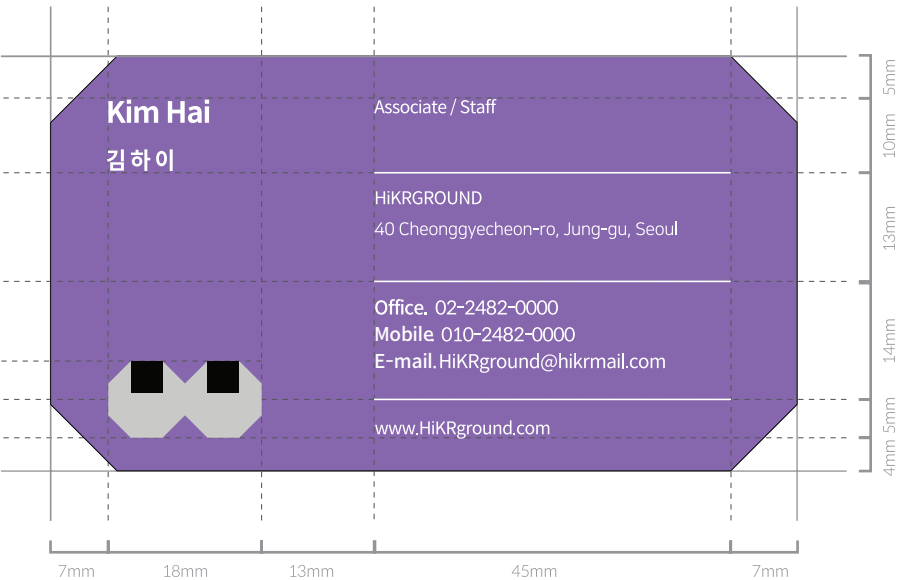
Name Card

Grid System

Type B\_Front

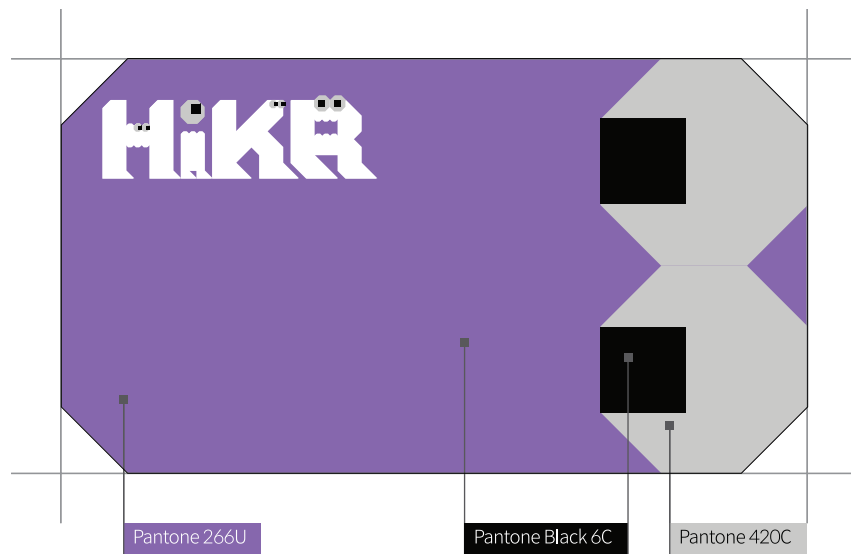


Type B\_Back

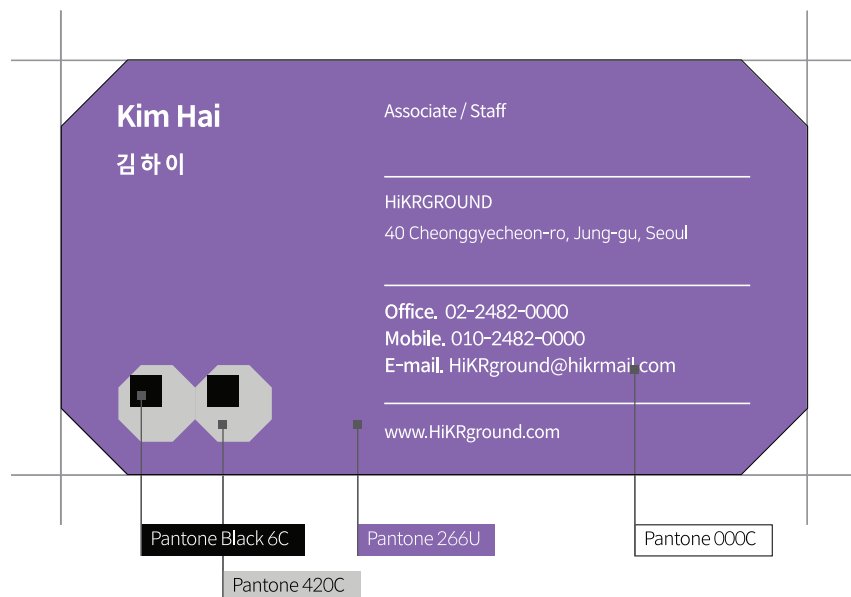


Color System

Type B\_Front



Type B\_Back



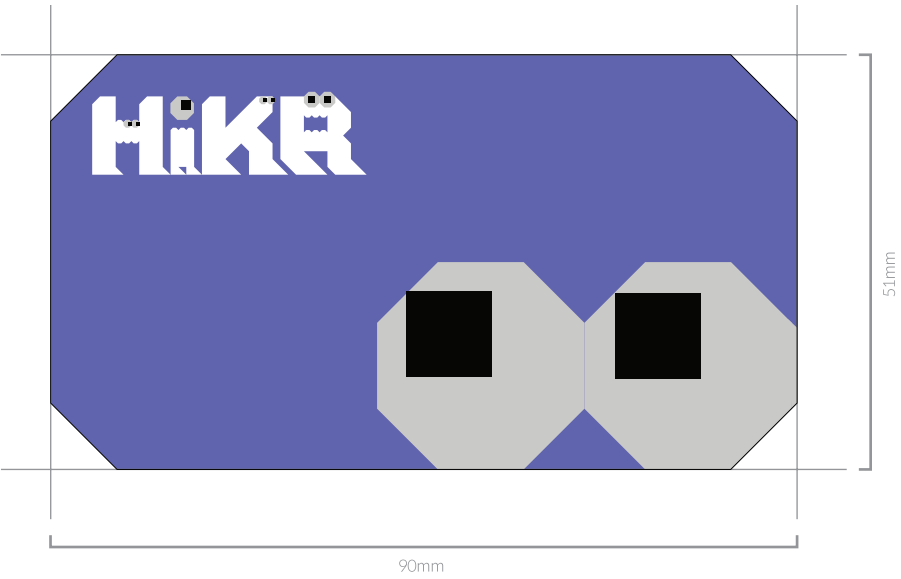
04. APPLICATION

Stationary

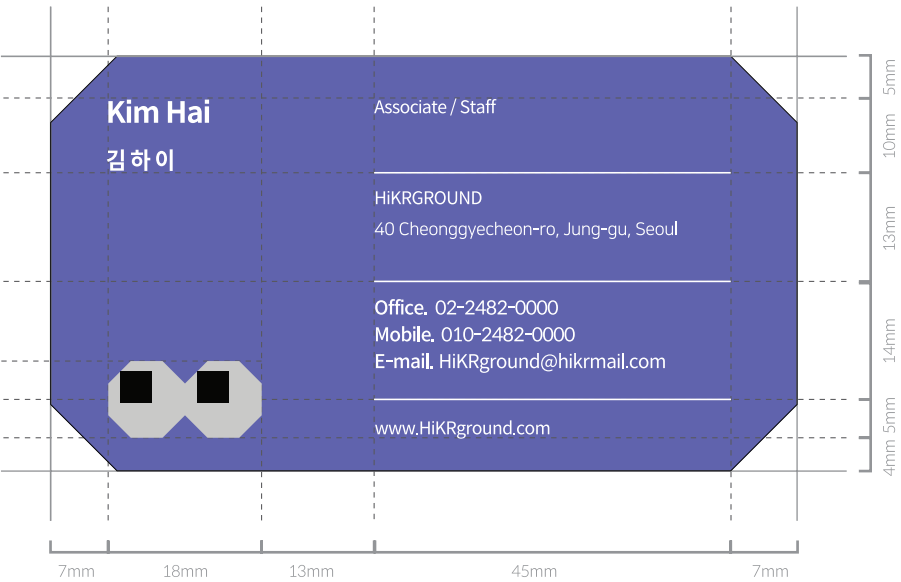
Name Card

Grid System

Type C \_ Front

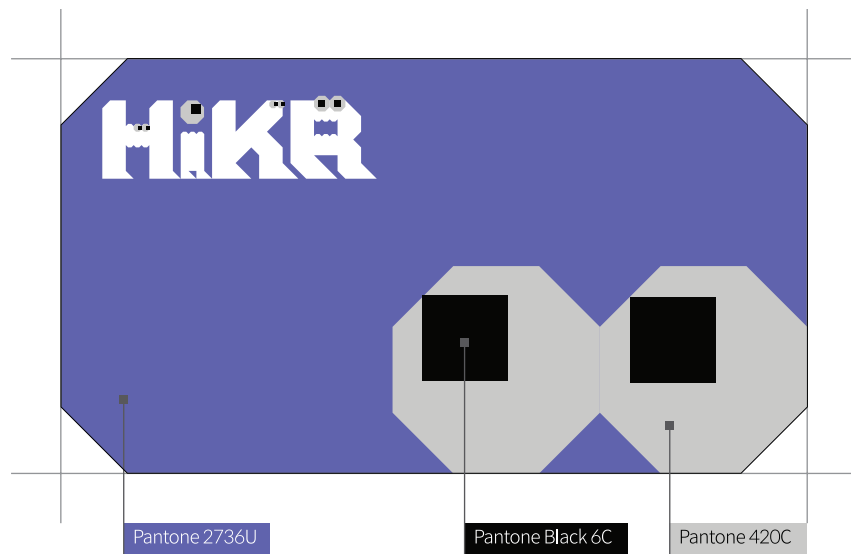


Type C \_ Back

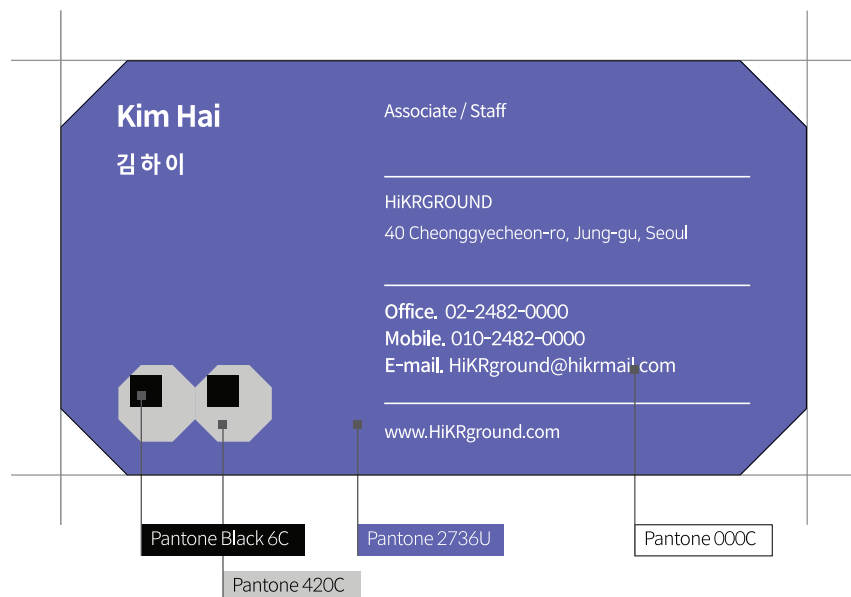


Color System

Type C\_Front



Type C\_Back



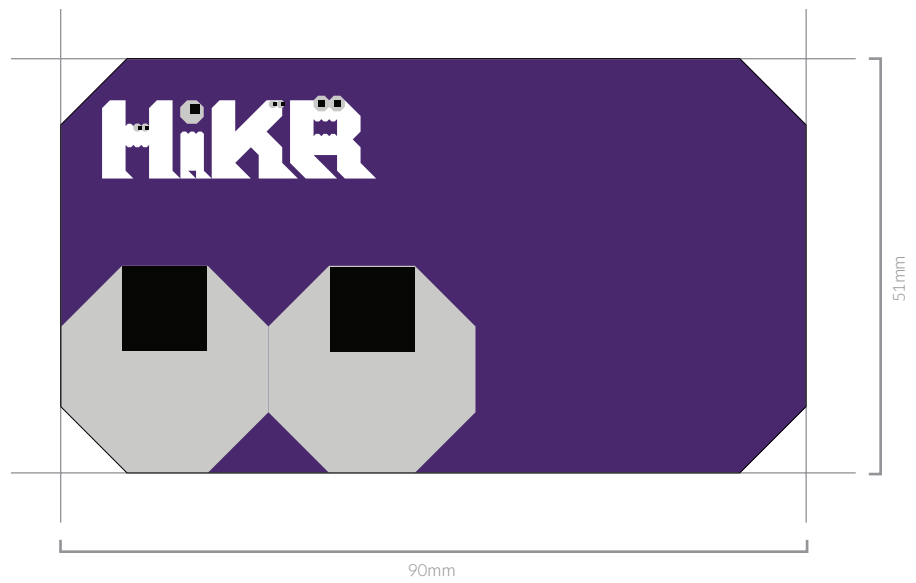
## 04. APPLICATION

Stationary

Name Card

Grid System

Type D \_ Front



Type D \_ Back



## Color System

Type D \_ Front



Type D \_ Back



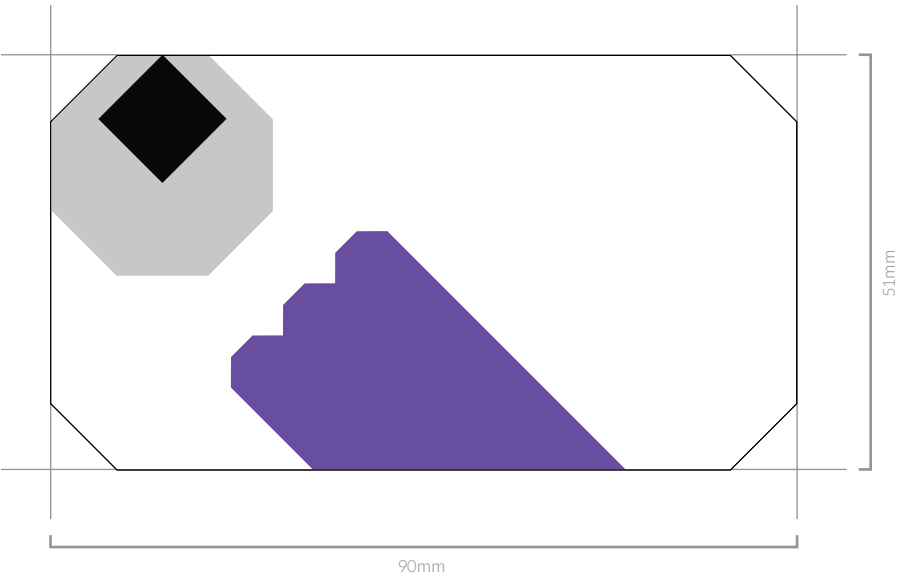
# 04. APPLICATION

Stationary

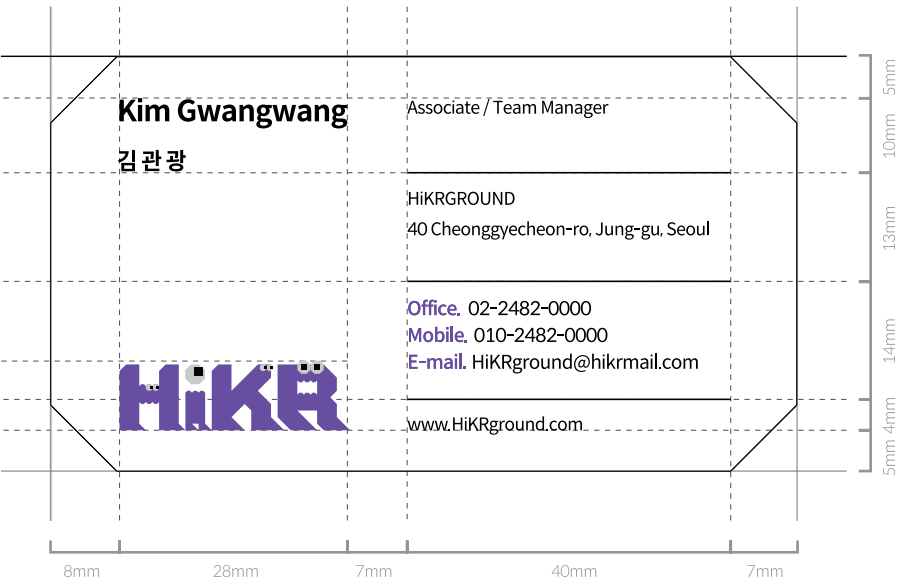
Name Card

Grid System

Type E \_ Front

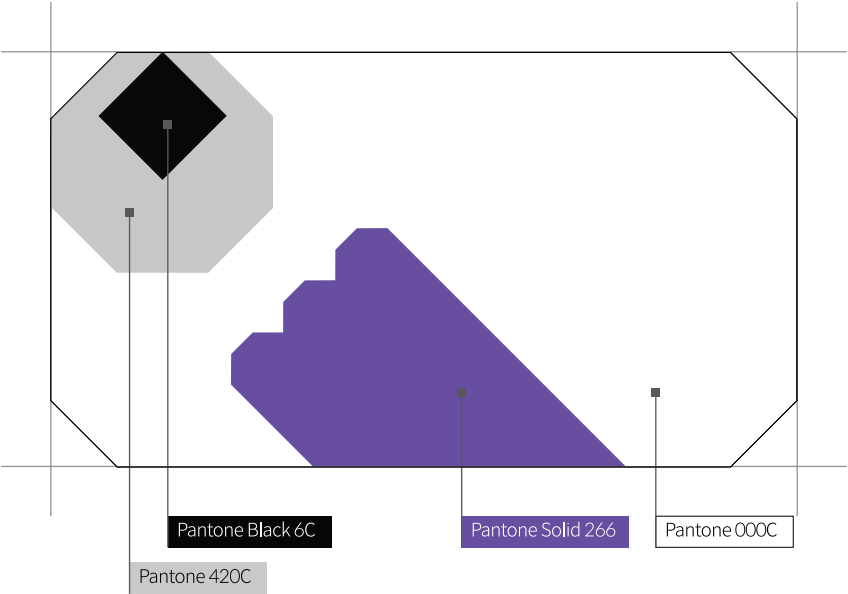


Type E \_ Back

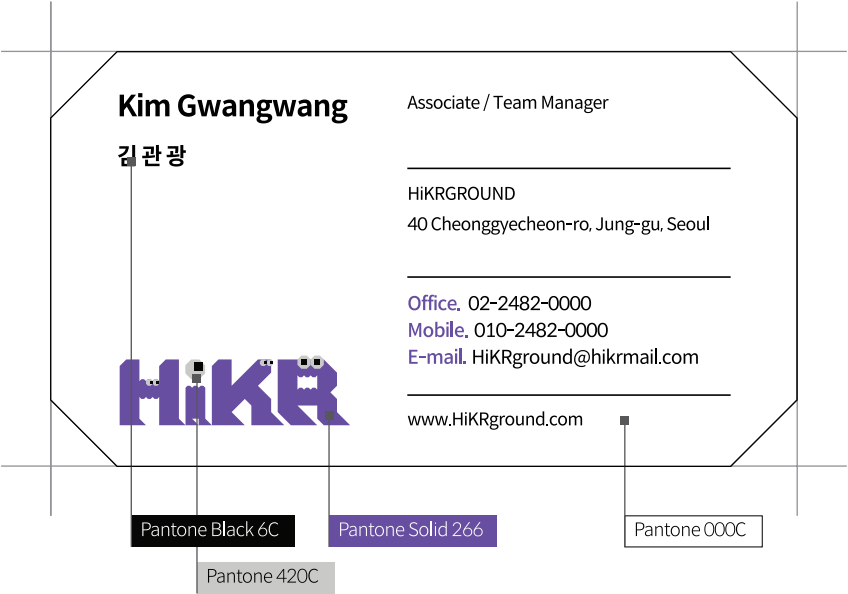


Color System

Type E \_ Front



Type E \_ Back



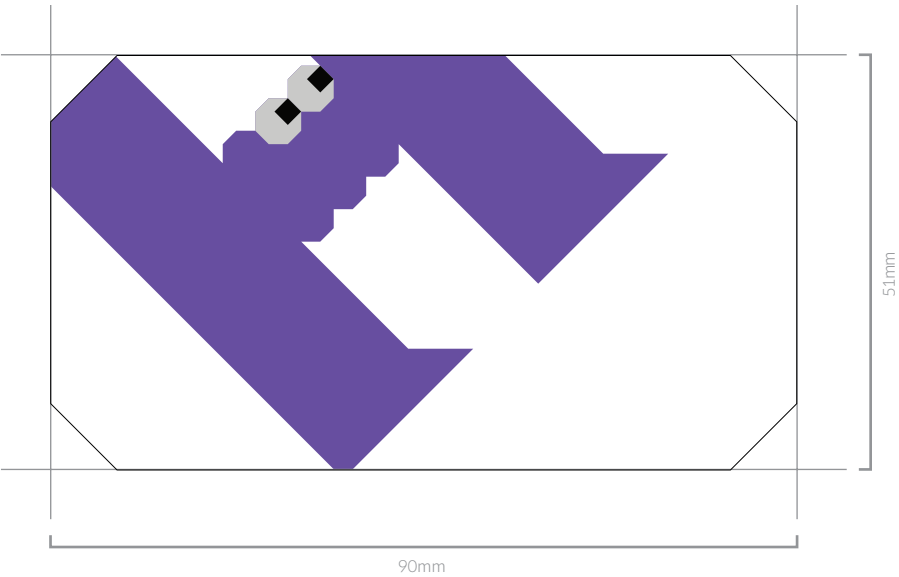
# 04. APPLICATION

Stationary

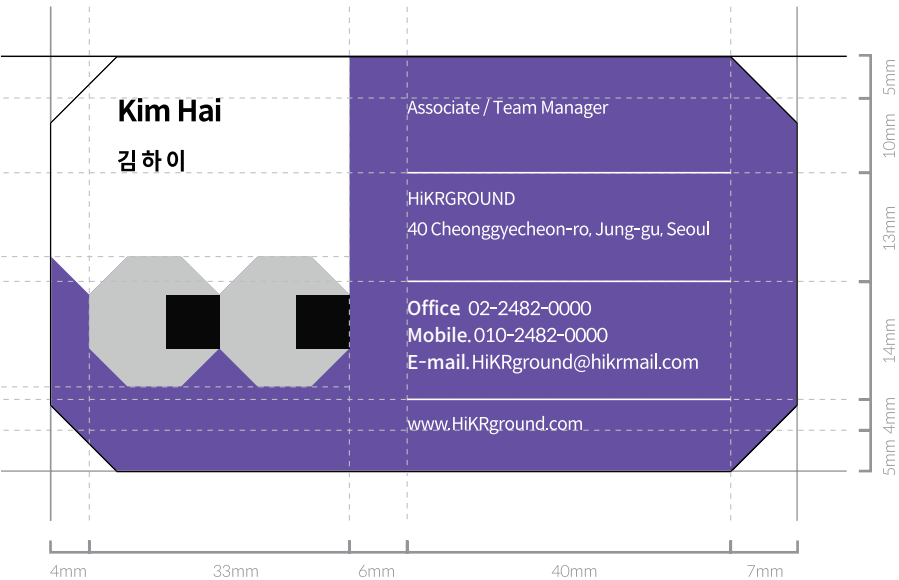
Name Card

Grid System

Type F \_ Front

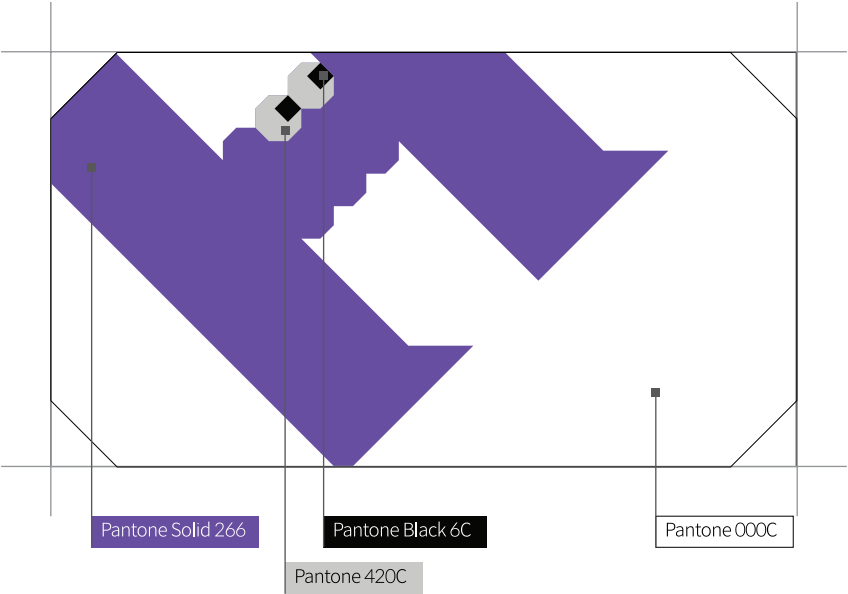


Type F \_ Back



Color System

Type F \_ Front



Type F \_ Back



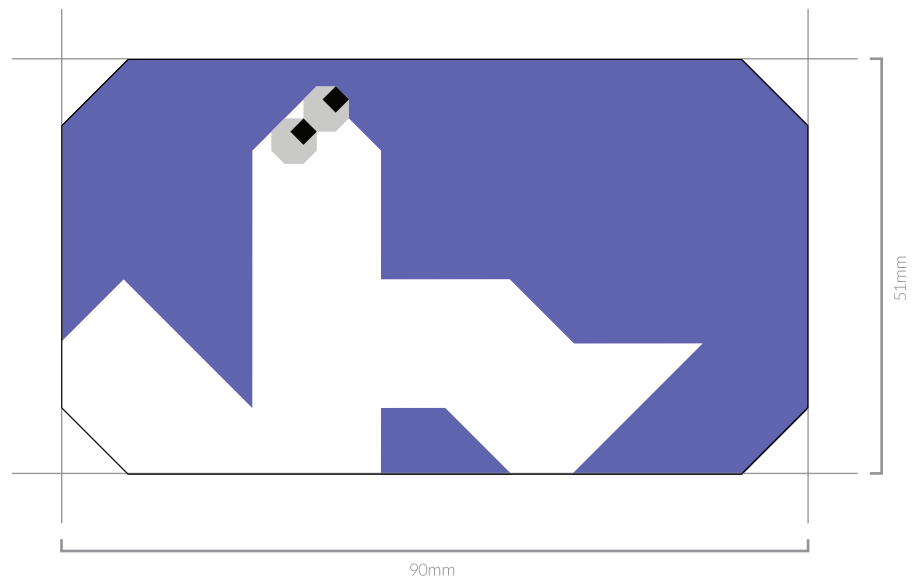
## 04. APPLICATION

Stationary

Name Card

Grid System

Type H\_Front

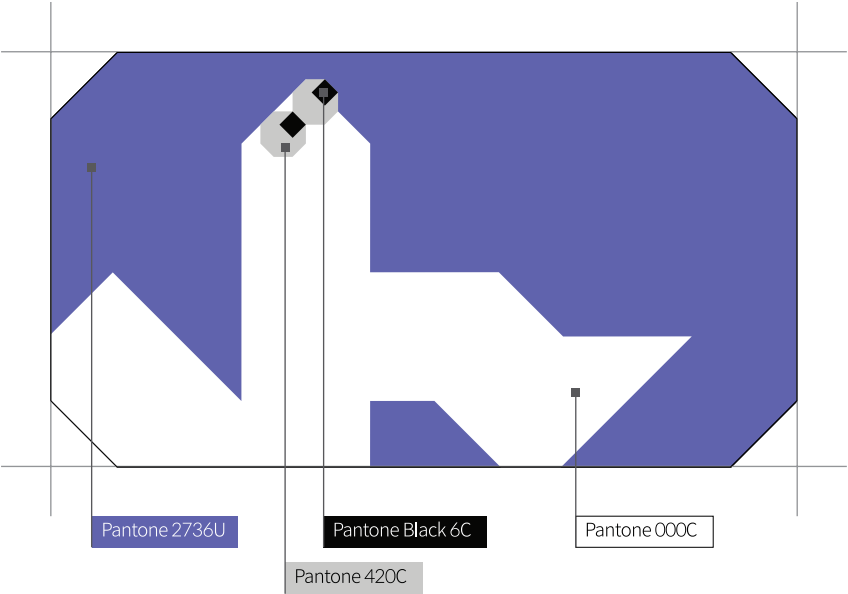


Type H\_Back



Color System

Type H \_ Front



Type H \_ Back



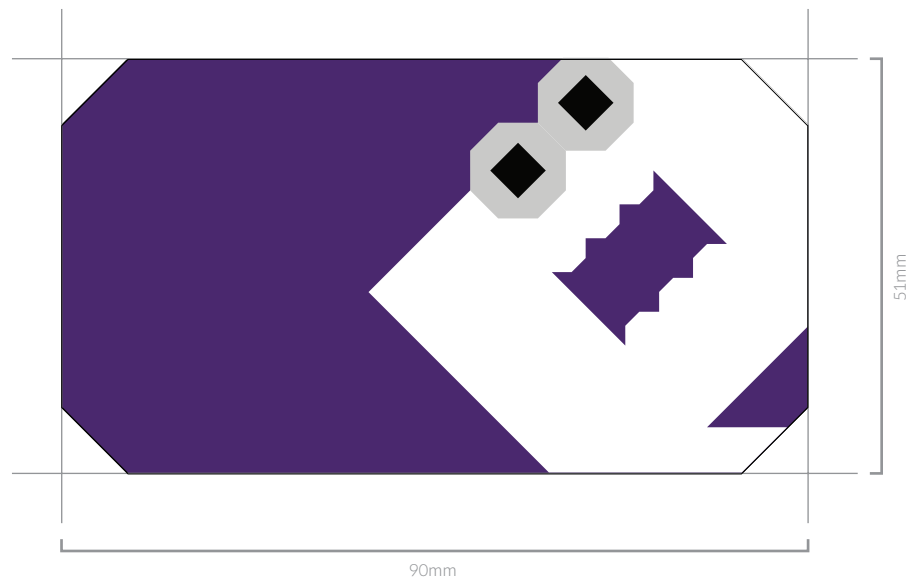
## 04. APPLICATION

Stationary

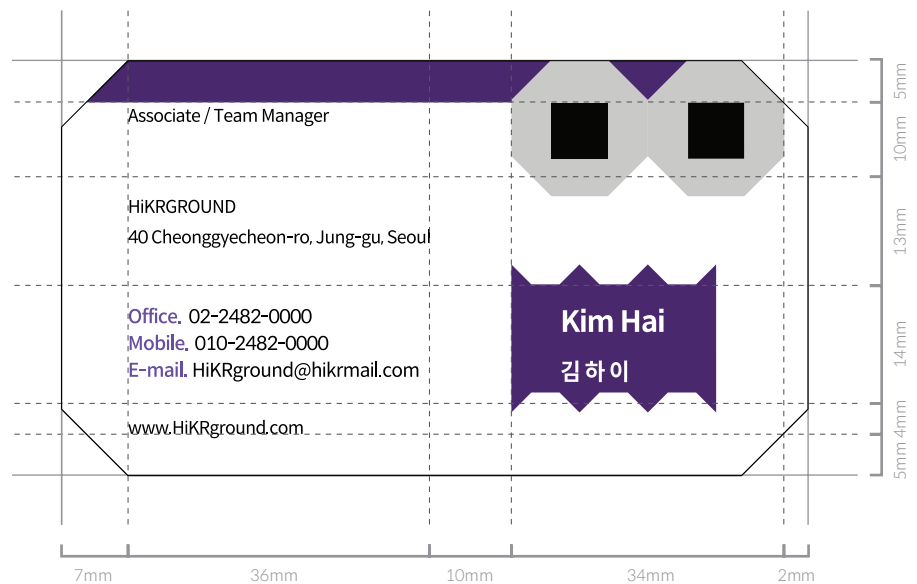
Name Card

Grid System

Type I \_ Front

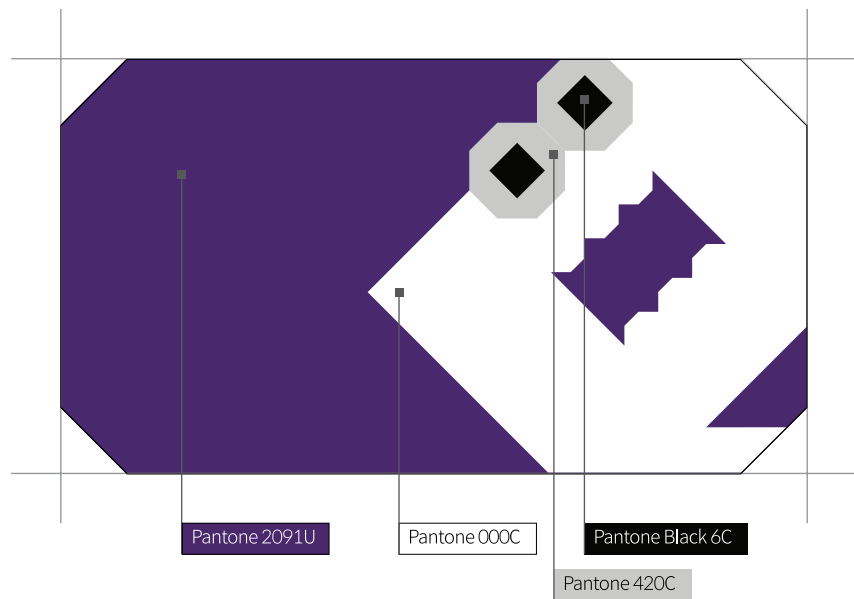


Type I \_ Back

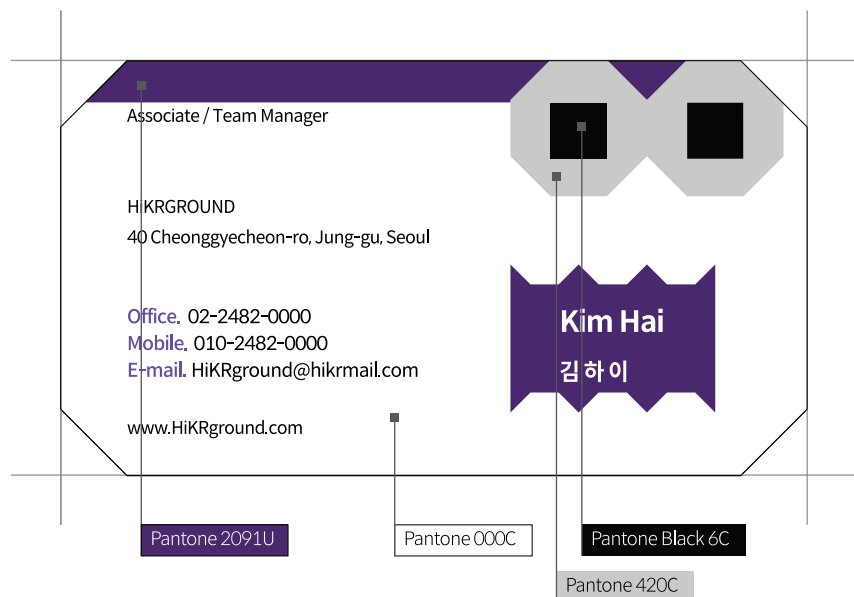


## Color System

Type I \_ Front



Type I \_ Back



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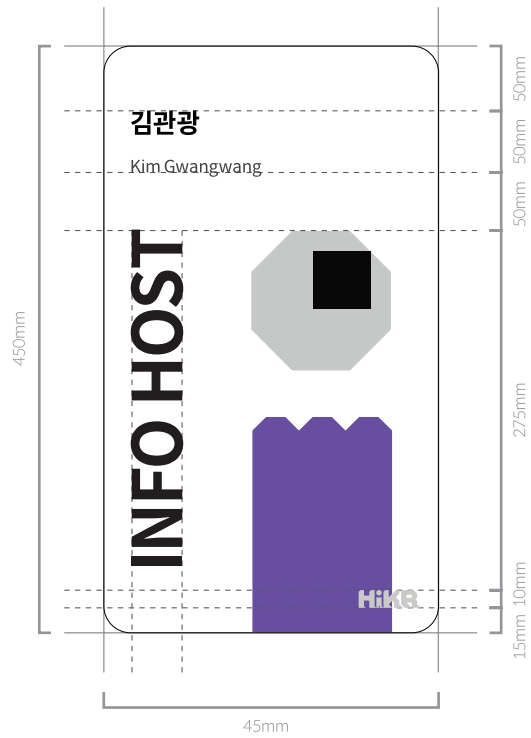
04. APPLICATION

Stationary

Employee ID

Grid System

Information Host \_ Front

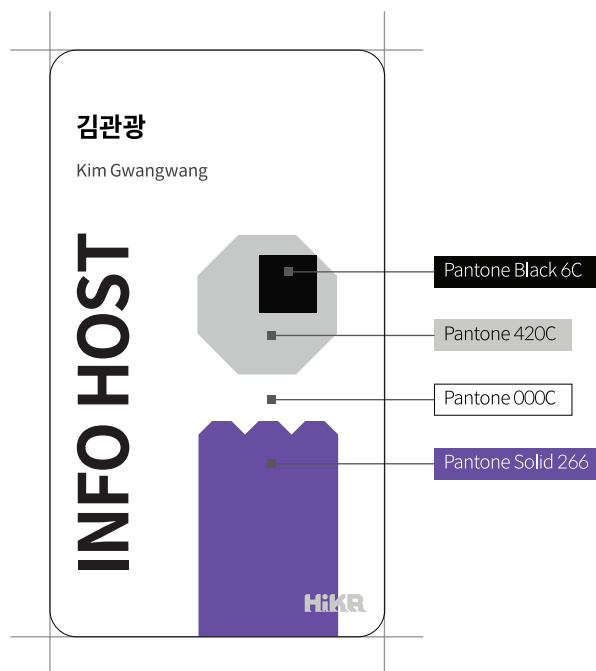


Information Host \_ Back

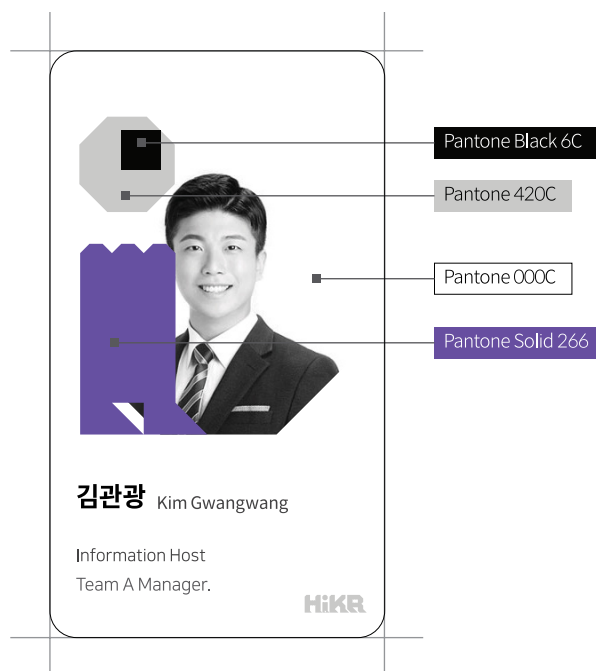


Color System

Information Host \_ Front



Information Host \_ Back



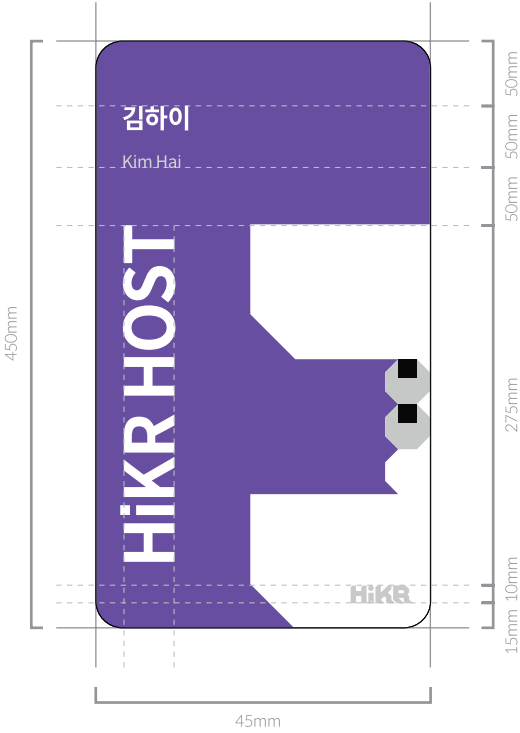
04. APPLICATION

Stationary

Employee ID

Grid System

HiKR Host \_ Front

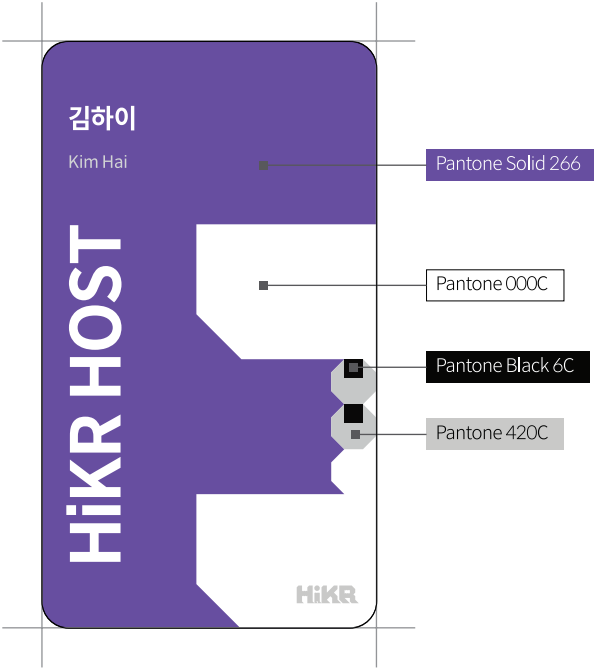


HiKR Host \_ Back

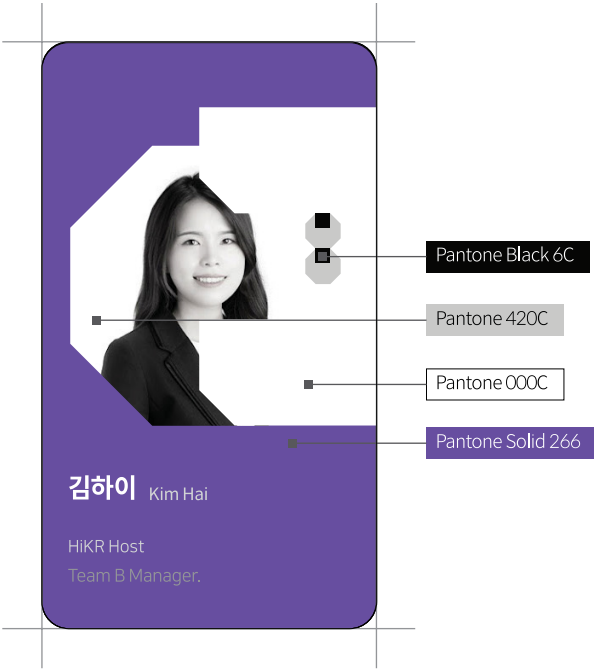


Color System

HiKR Host \_ Front



HiKR Host \_ Back



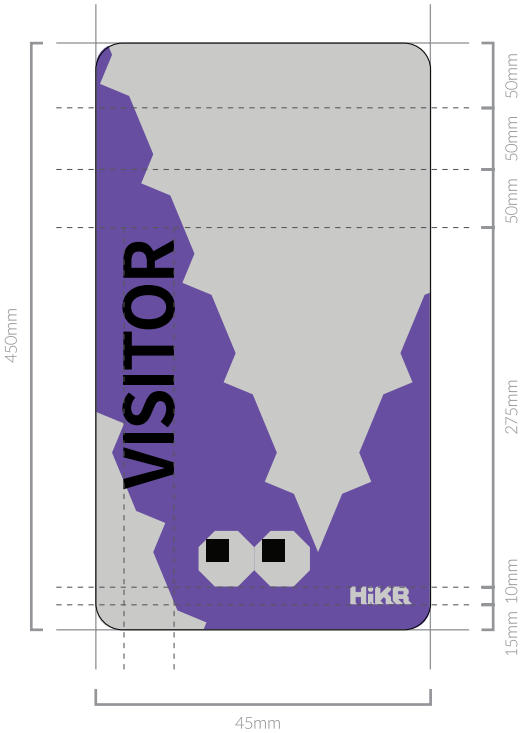
04. APPLICATION

Stationary

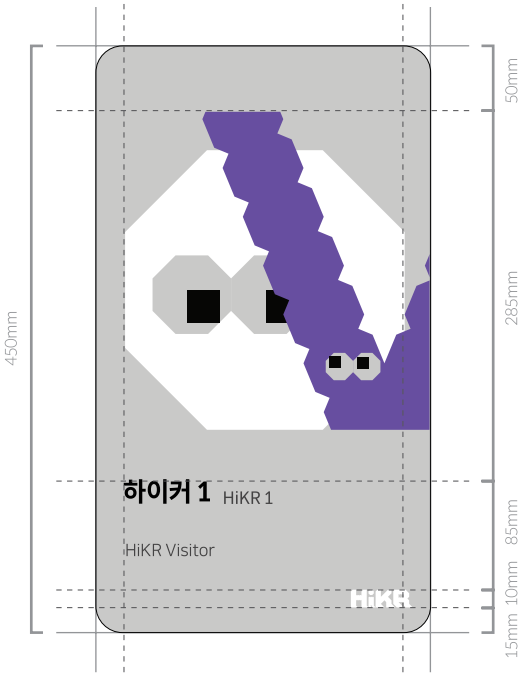
Visiting Card

Grid System

TypeA\_ Front

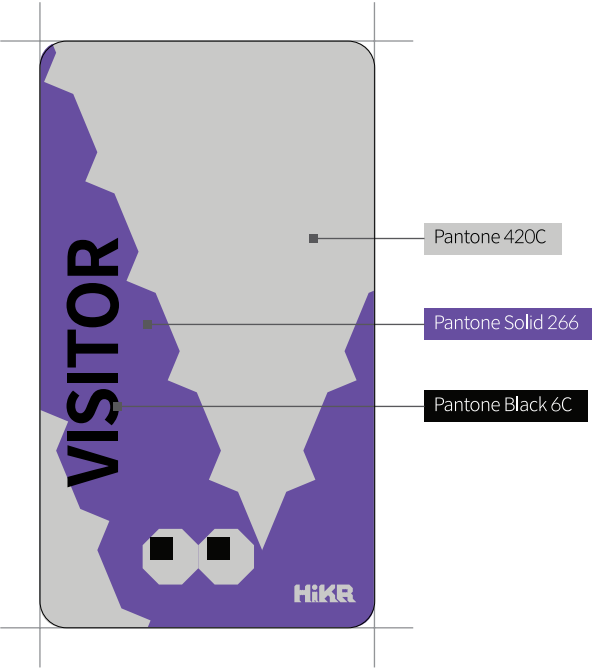


TypeA\_ Back

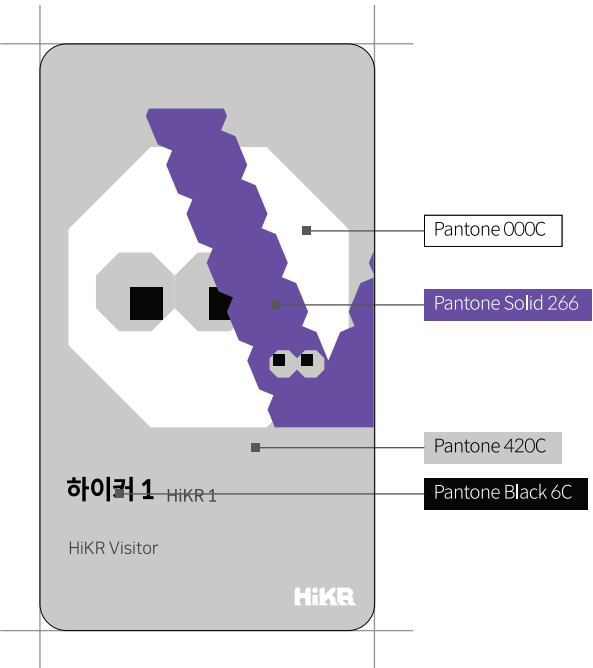


Color System

TypeA\_Front



TypeA\_Back







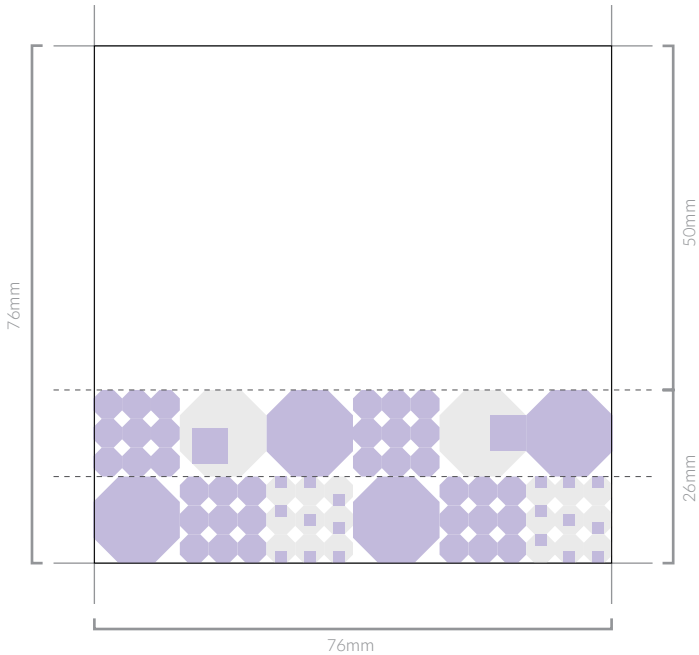
04. APPLICATION

Stationary

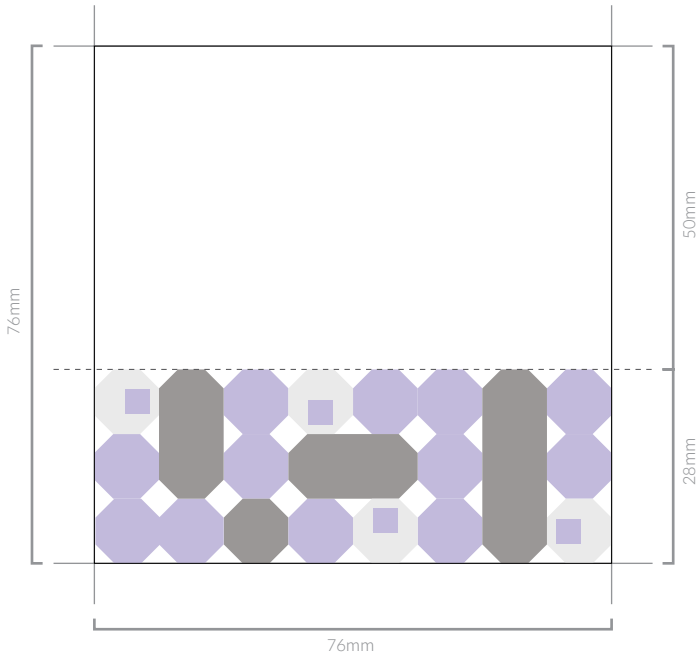
Sticky Note

Grid System

Type A

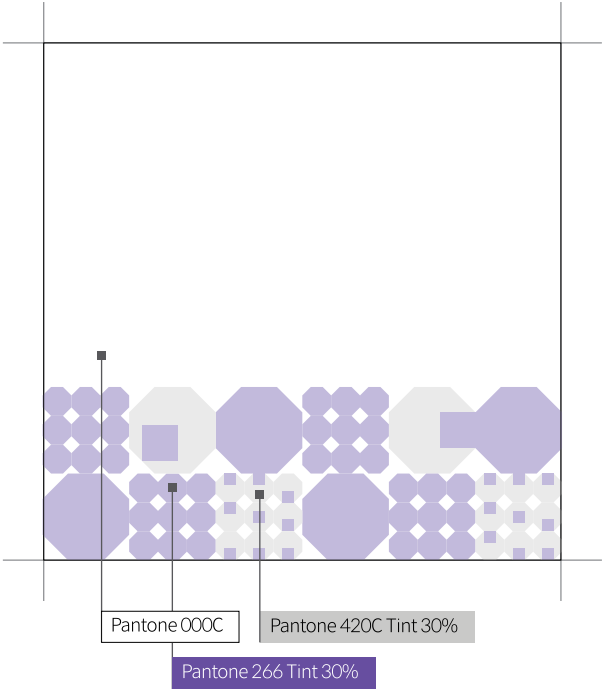


Type B

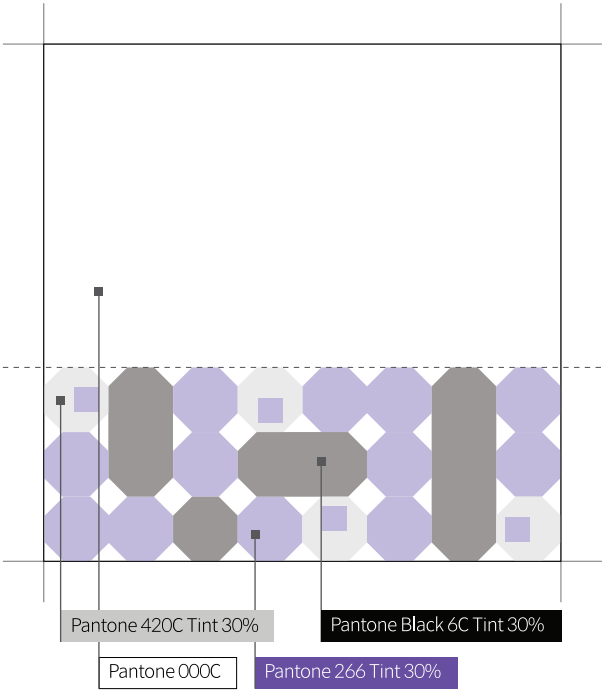


Color System

Type A



Type B



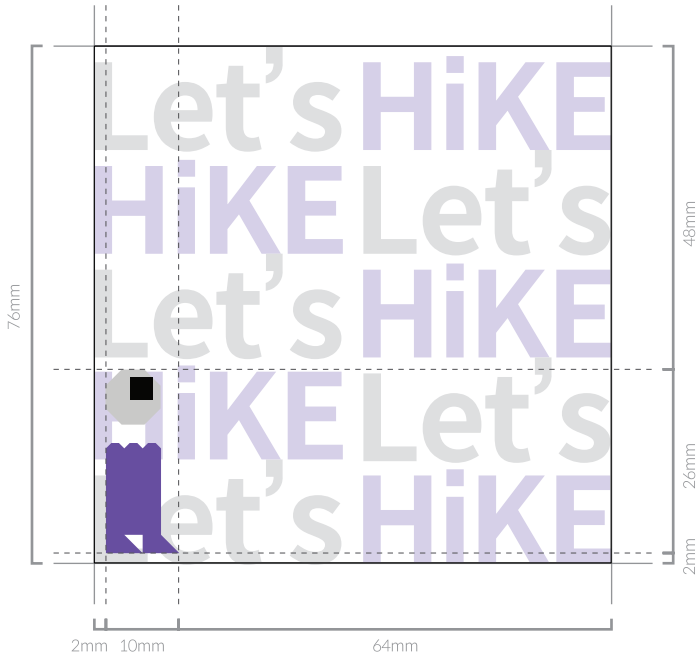
04. APPLICATION

Stationary

Sticky Note

Grid System

Type C



Type D



Color System

Type C



Type D



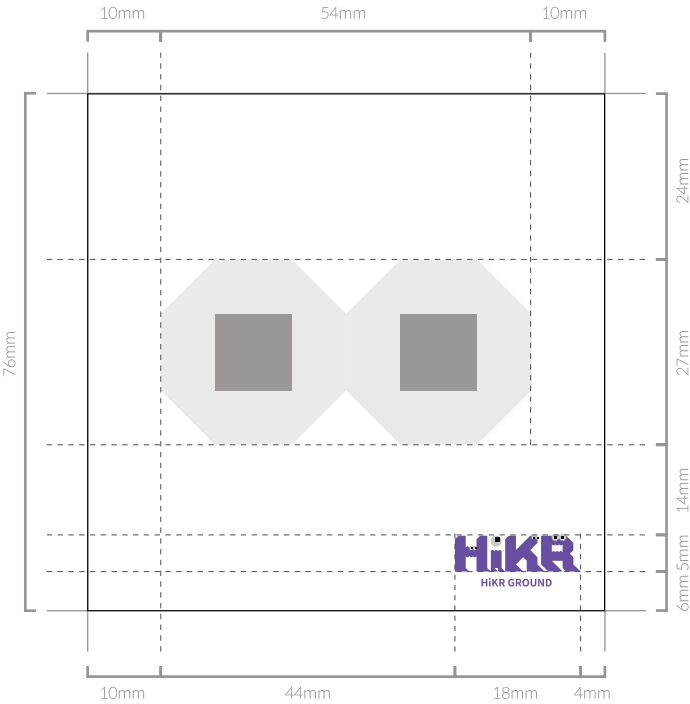
04. APPLICATION

Stationary

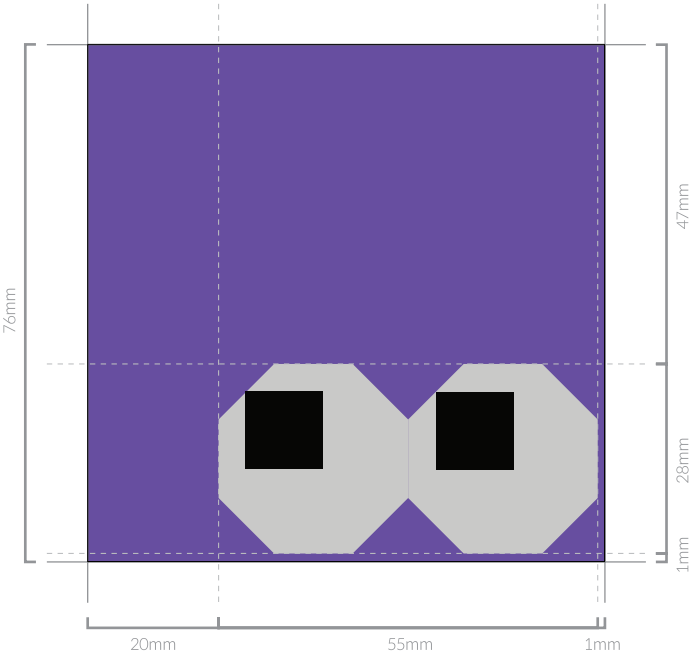
Sticky Note

Grid System

Type E

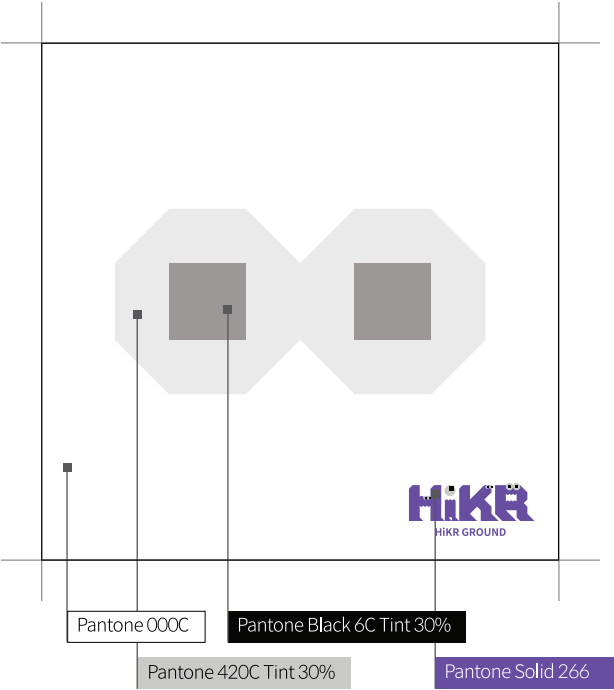


Type F

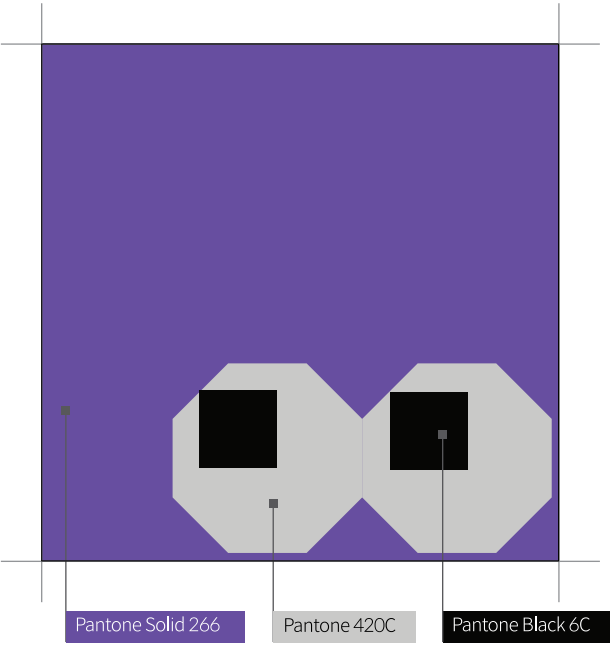


Color System

Type E



Type F



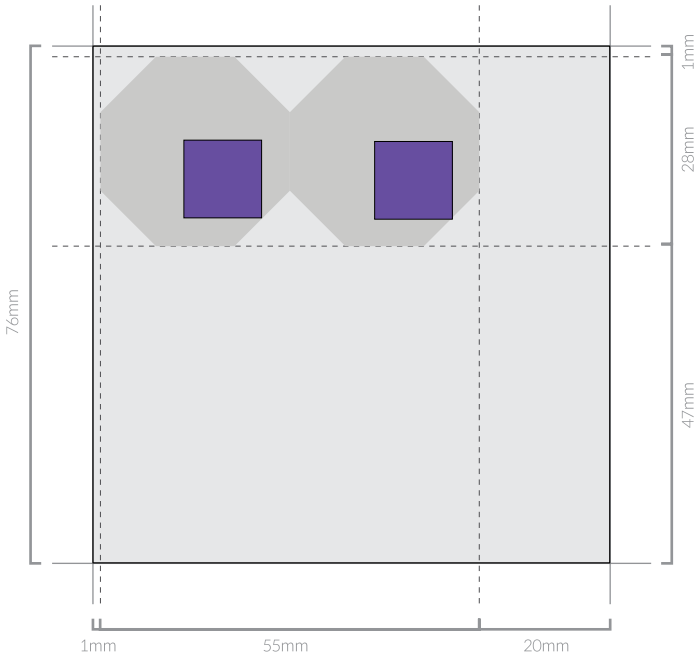
04. APPLICATION

Stationary

Sticky Note

Grid System

Type G



Color System

Type G



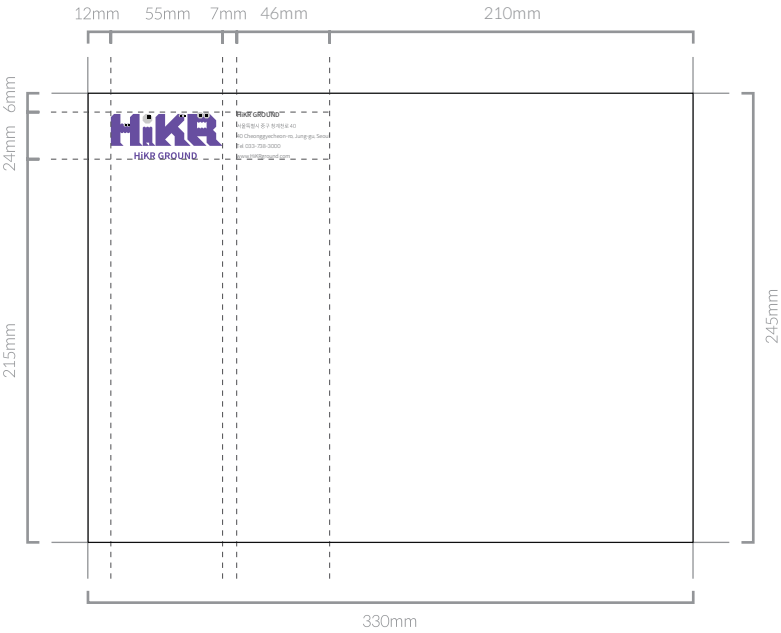
04. APPLICATION

Stationary

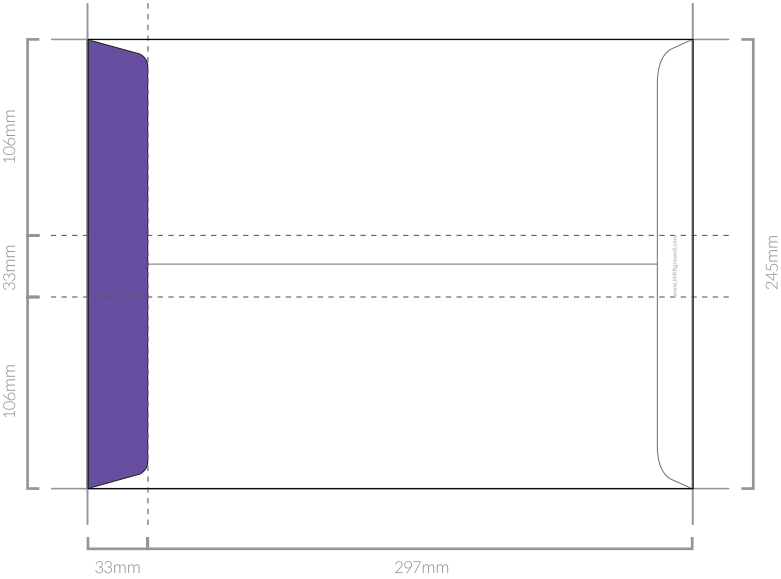
Envelope of Large Size

Grid System

TypeA\_Front

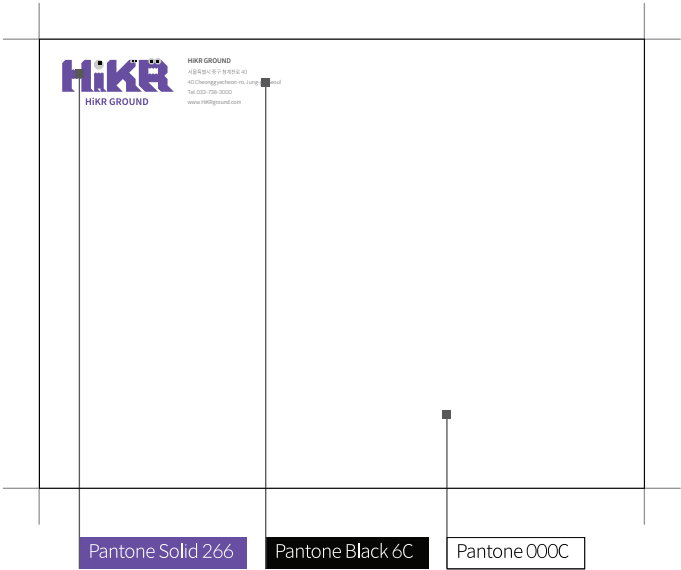


TypeA\_Back

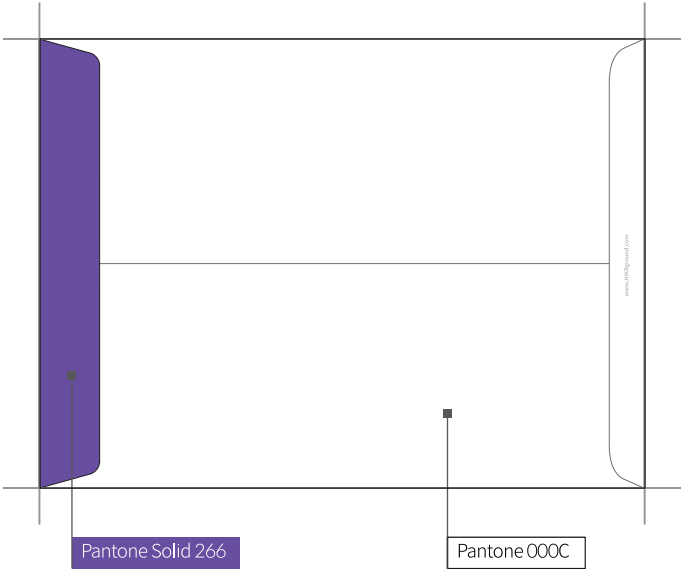


Color System

TypeA\_Front



TypeA\_Back



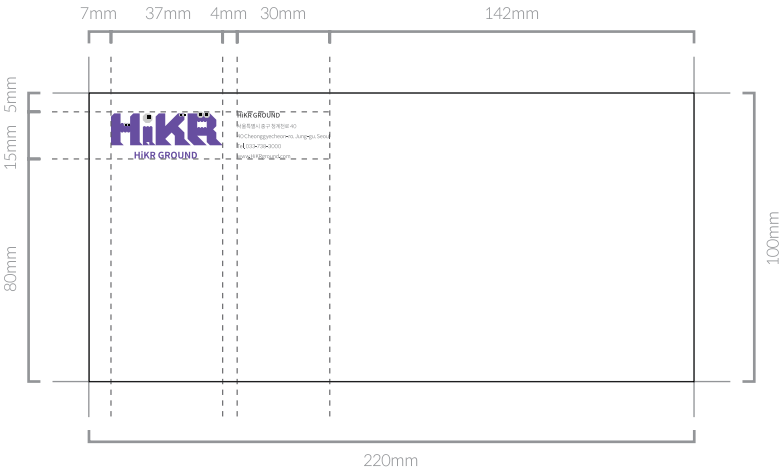
04. APPLICATION

Stationary

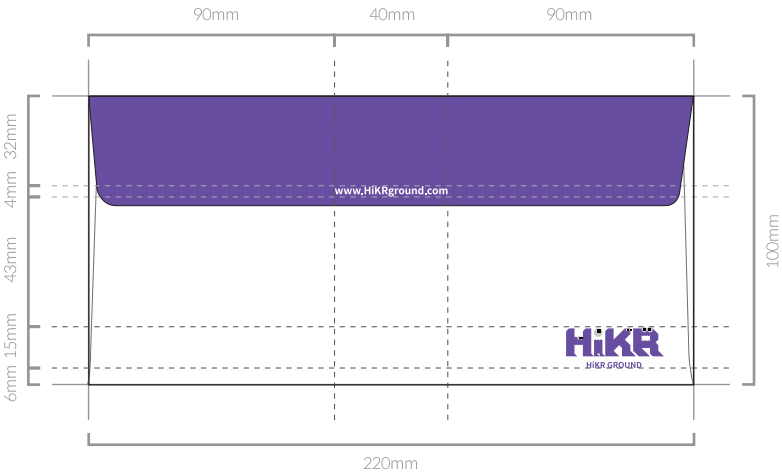
Envelope of Small Size

Grid System

TypeA\_Front

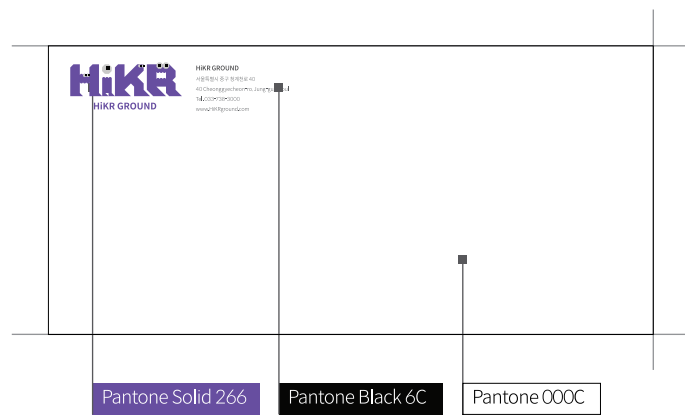


TypeA\_Back

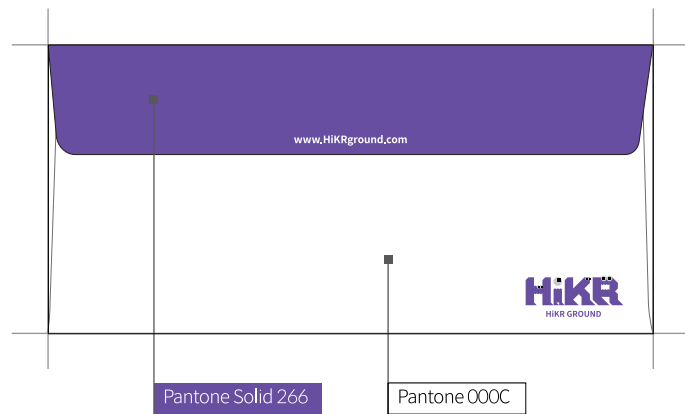


## Color System

TypeA\_Front



TypeA\_Back



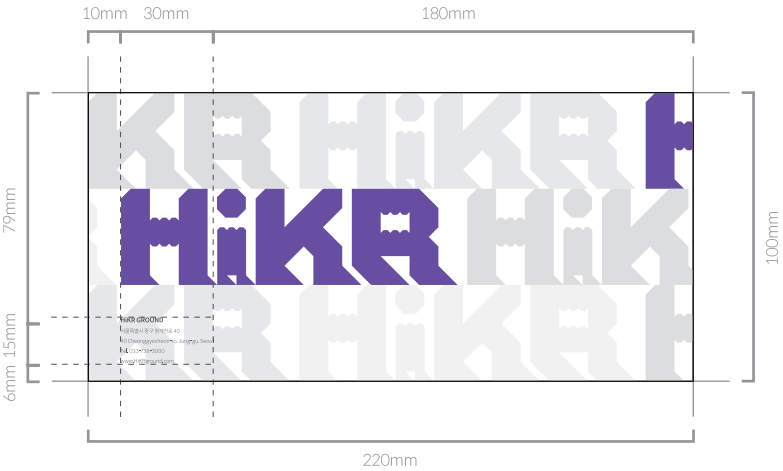
04. APPLICATION

Stationary

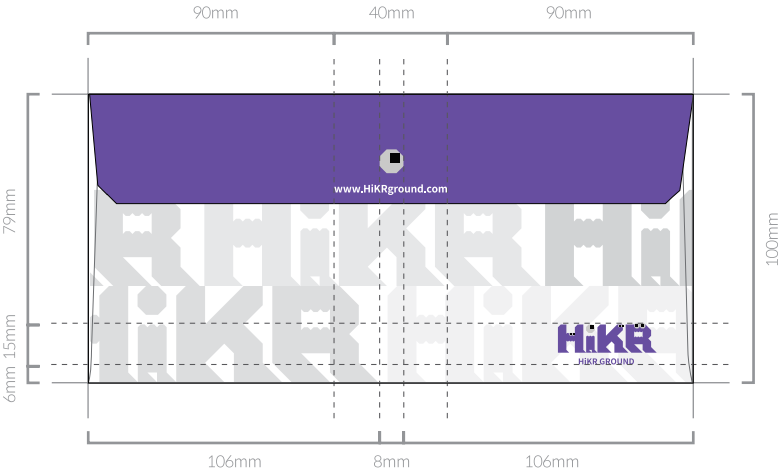
Envelope of Small Size

Grid System

Type B\_Front

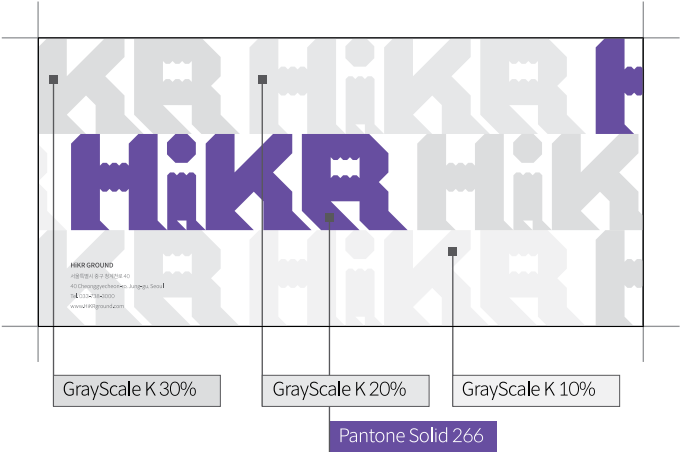


Type B\_Back

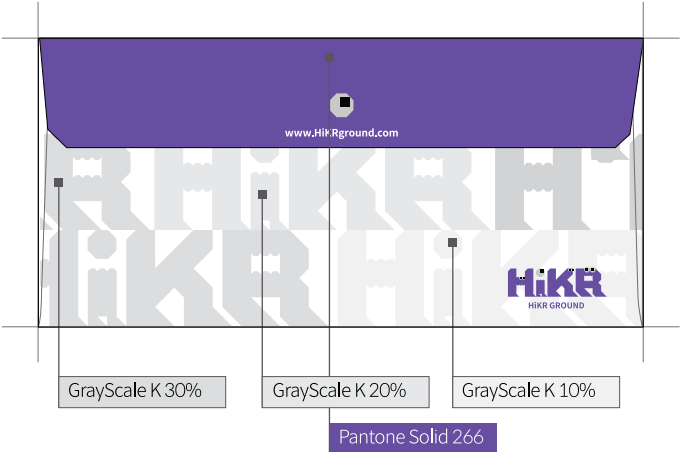


Color System

Type B \_ Front



Type B \_ Back



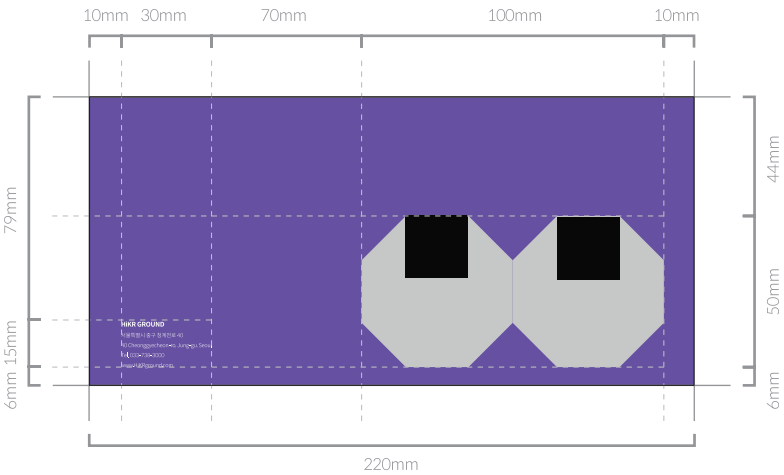
O4. APPLICATION

Stationary

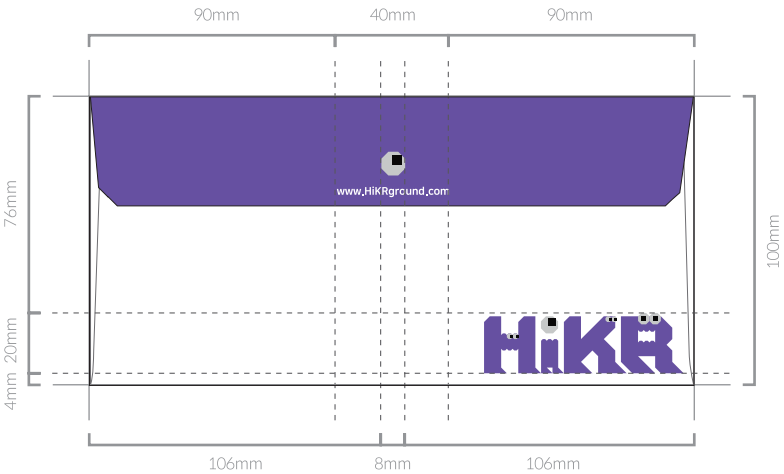
Envelope of Small Size

Grid System

Type C \_ Front

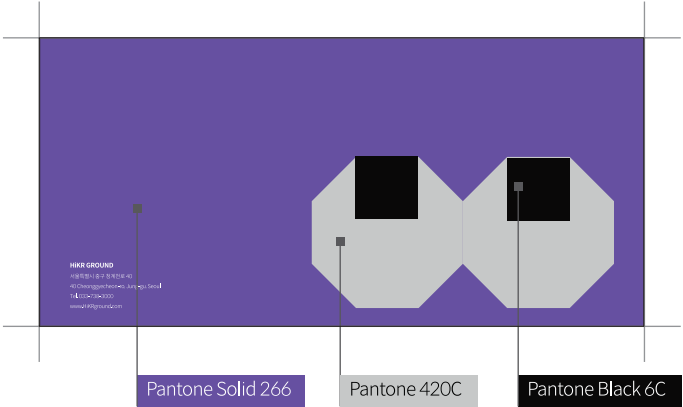


Type C \_ Back

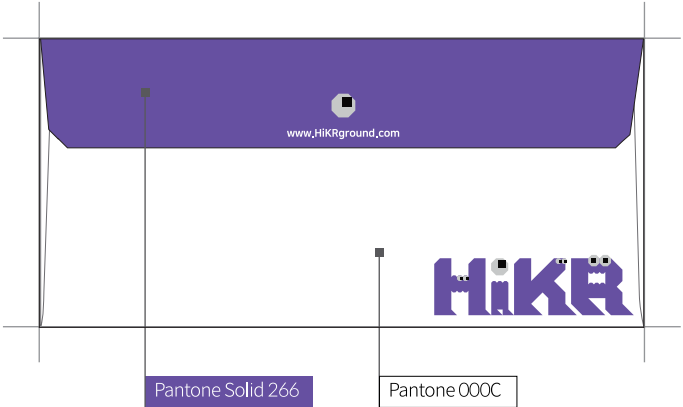


Color System

Type C \_ Front



Type C \_ Back



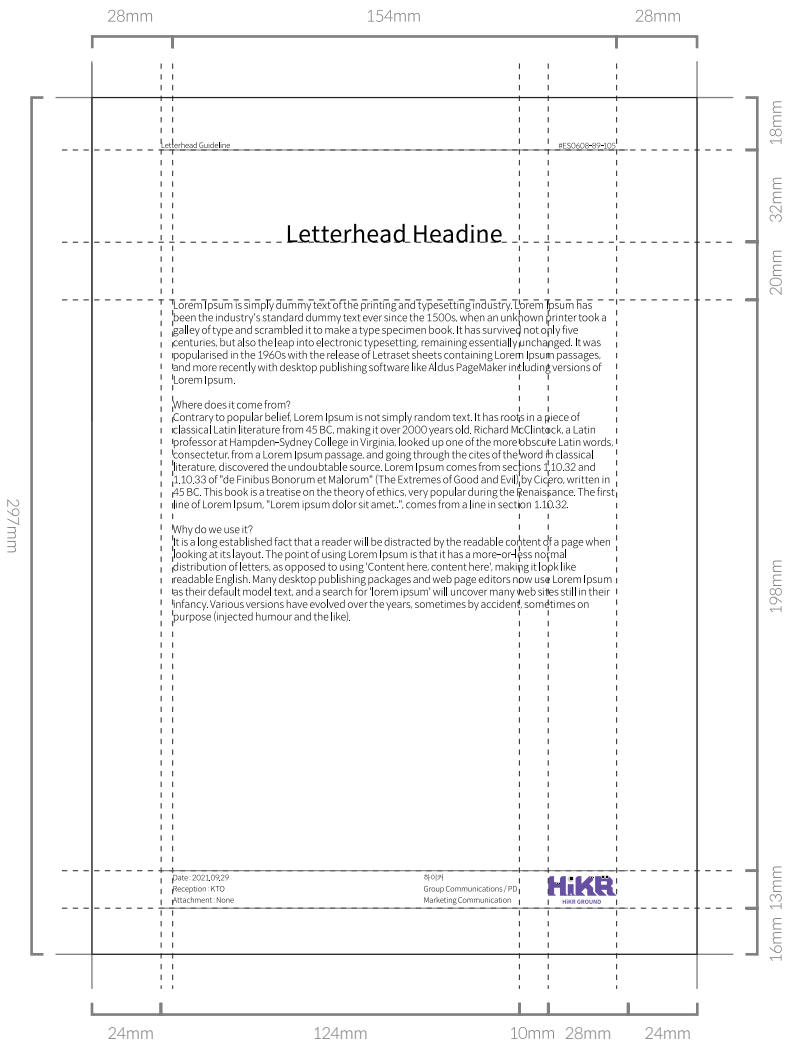
# 04. APPLICATION

Stationary

Letterhead

Grid System

Design Guide Book



Letterhead Guideline

#E5C99D-000005

Letterhead Headline

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Where does it come from?


Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

Why do we use it?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Date : 2021/07/29  
Reception : KTO  
Attachment : None

#0000  
Group Communications / PD  
Marketing Communication

  
www.hikar.com

Pantone Black 6C

Pantone 000C

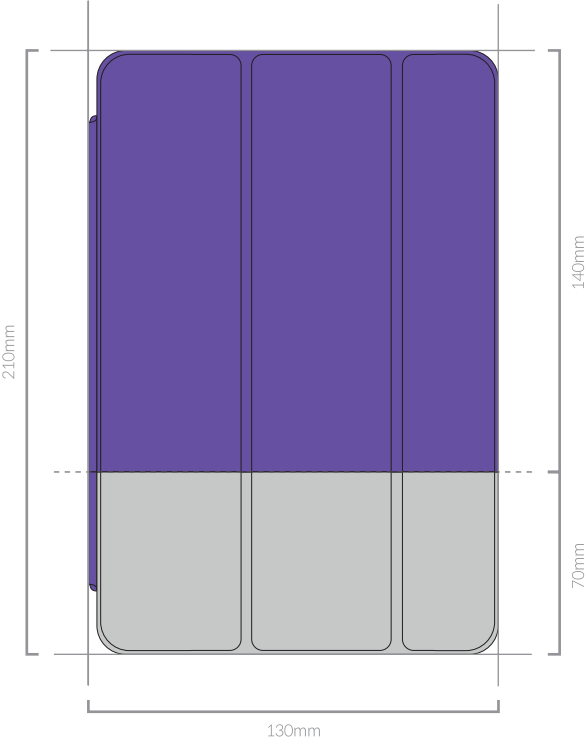
04. APPLICATION

Stationary

Tablet PC Case

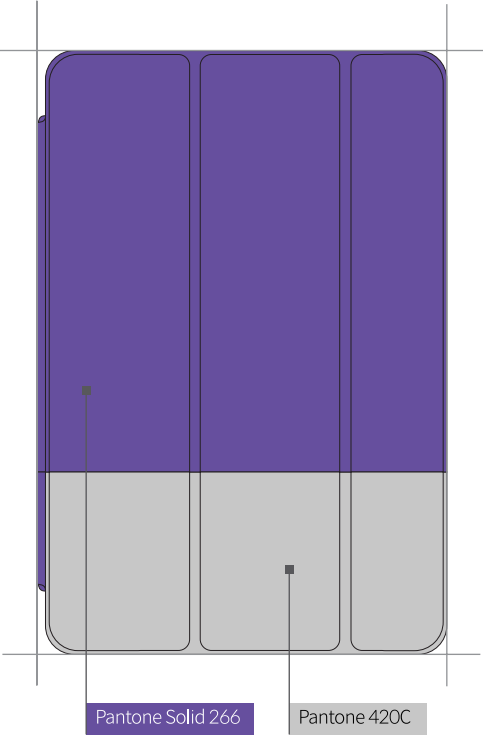
Grid System

Type A

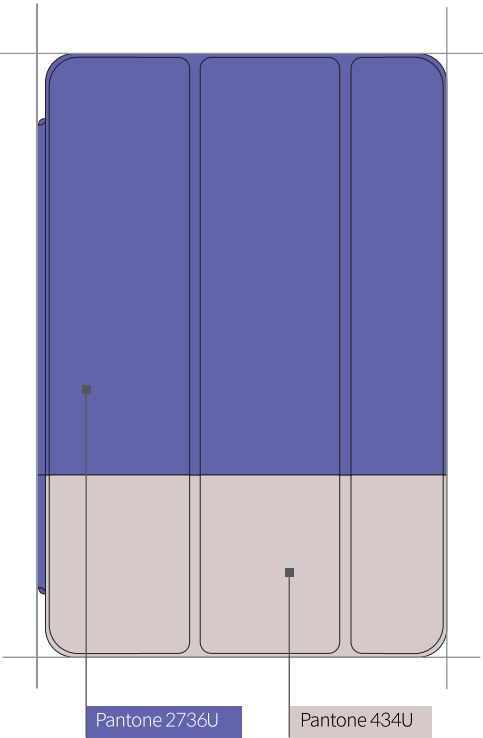


Color System

Type A-1 \_ Front



Type A-2 \_ Front



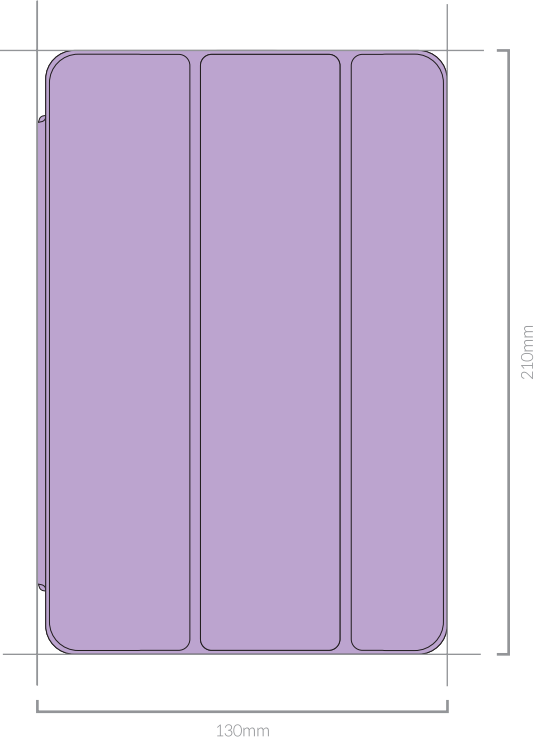
O4. APPLICATION

Stationary

Tablet PC Case

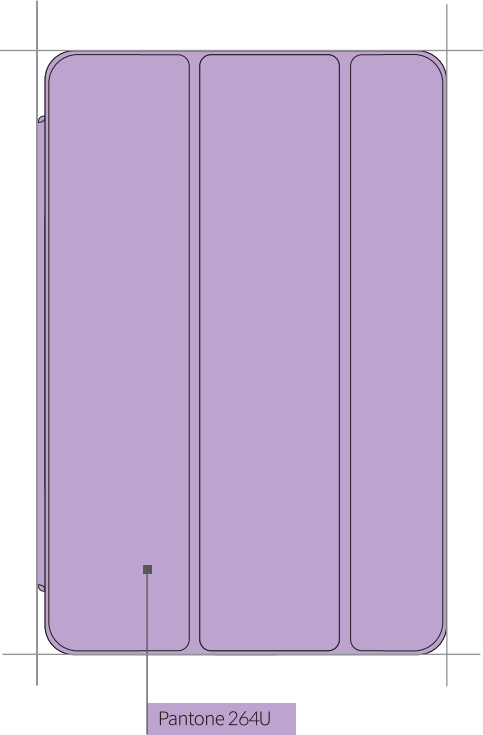
Grid System

Type B

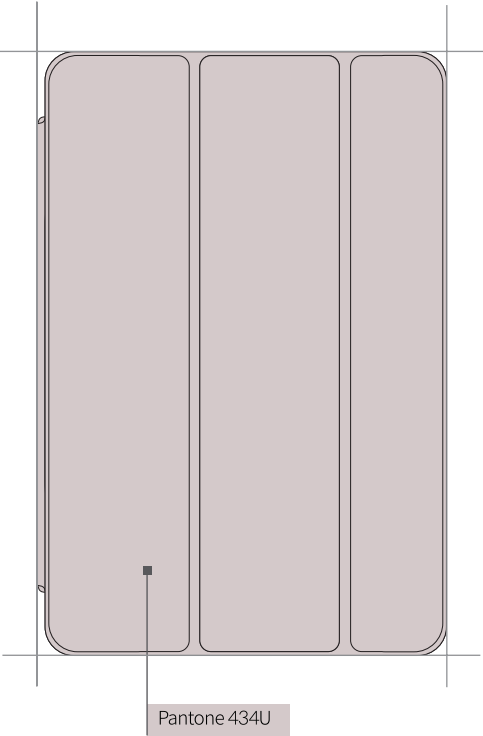


Color System

Type B-1 \_ Front



Type B-2 \_ Front



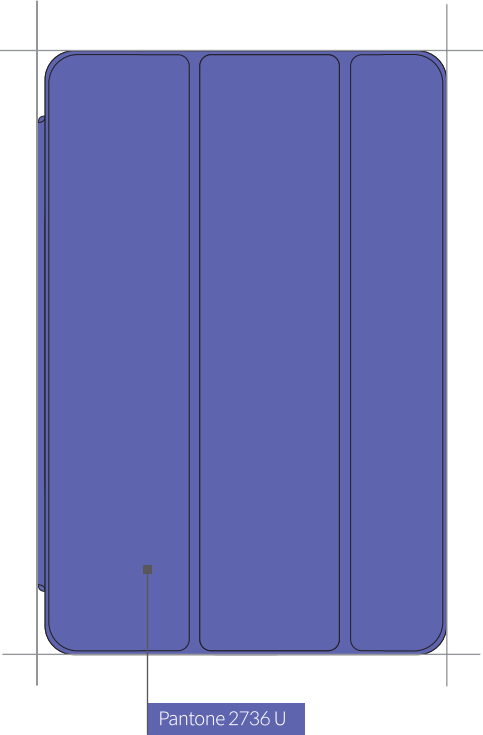
04. APPLICATION

Stationary

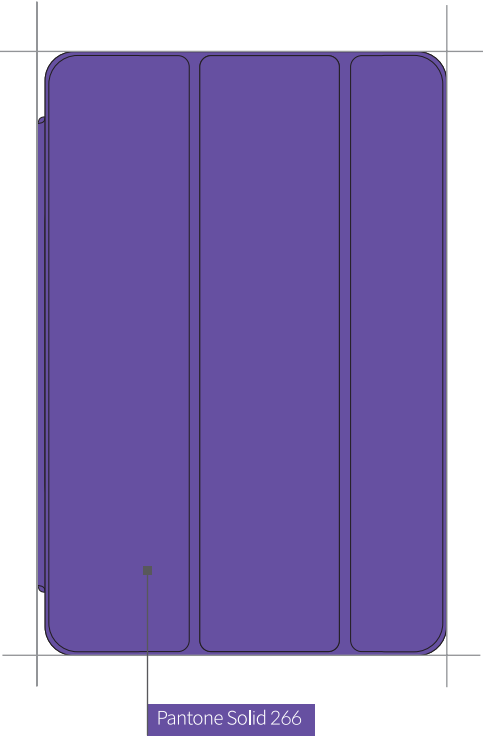
Tablet PC Case

Color System

Type B-3 \_ Front



Type B-4 \_ Front



Grid System

Type A,B \_Back



Color System

Type A,B \_Back



04. APPLICATION

Stationary

Paper Bag \_ Small

Grid System

Type A \_ Front, Side



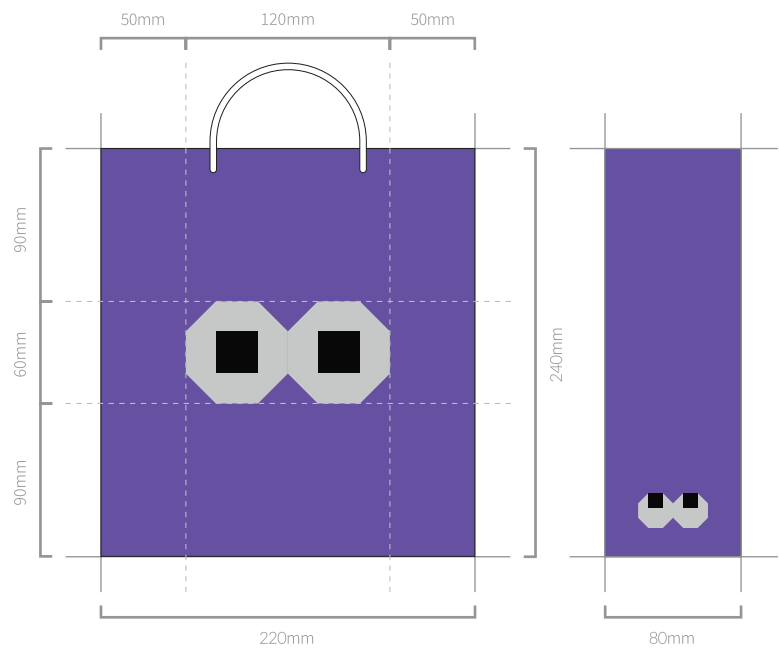
Color System

Type A \_ Front, Side



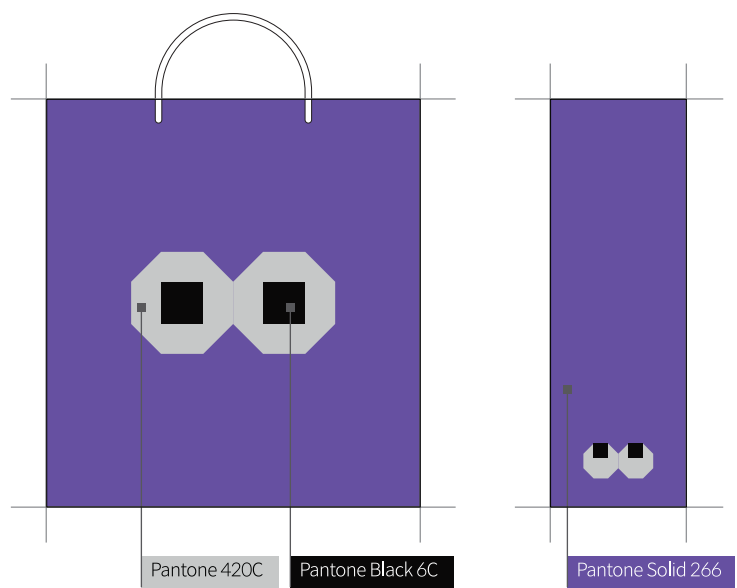
Grid System

Type B \_ Front, Side



Color System

Type B \_ Front, Side



04. APPLICATION

Stationary

Paper Bag \_ Small

Grid System

Type C \_ Front, Side



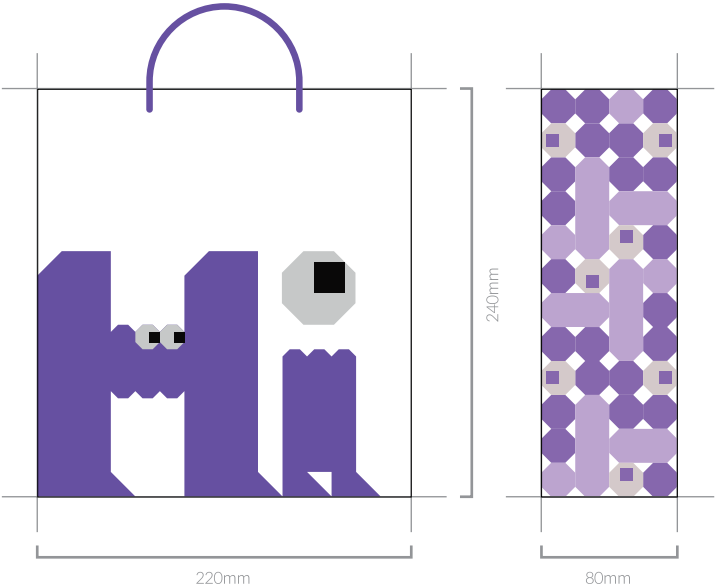
Color System

Type C \_ Front, Side



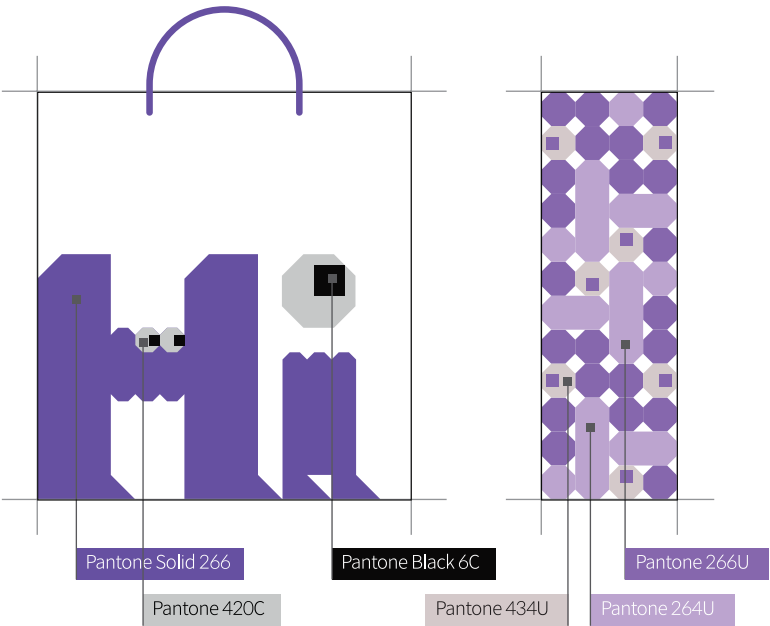
Grid System

Type D \_ Front, Side



Color System

Type D \_ Front, Side



# 04. APPLICATION

Stationary

Paper Bag \_ Medium

Grid System

Type A \_ Front, Side



Color System

Type A \_ Front, Side



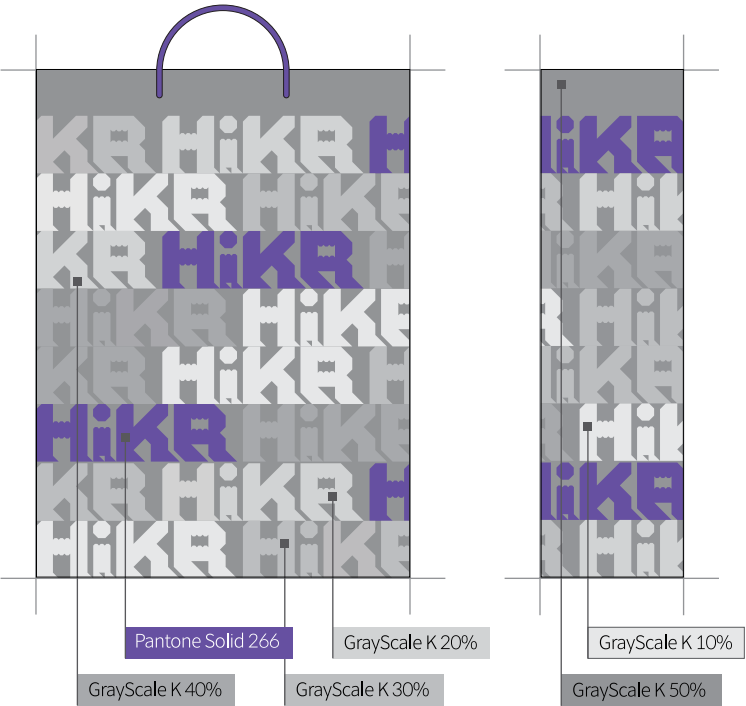
Grid System

Type B \_ Front, Side



Color System

Type B \_ Front, Side



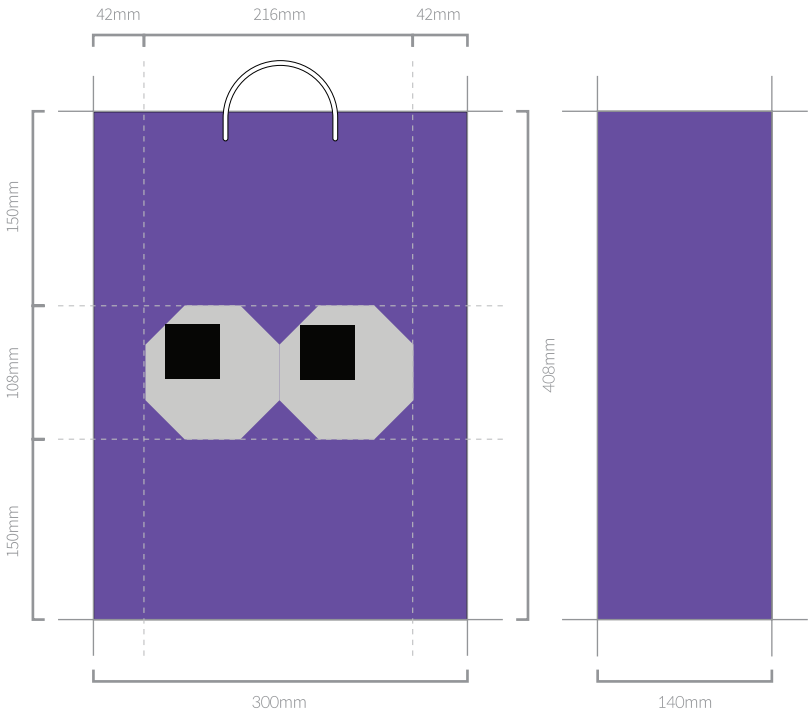
04. APPLICATION

Stationary

Paper Bag \_ Large

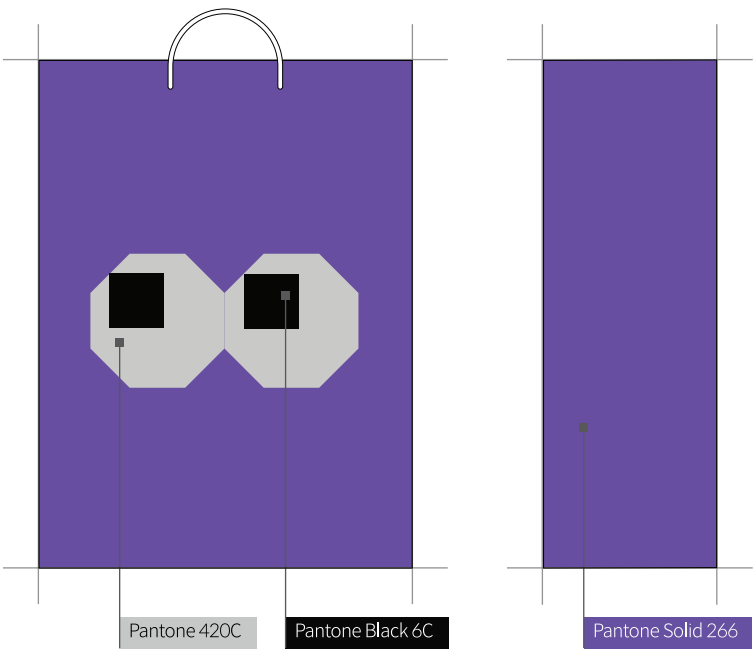
Grid System

Type A \_ Front, Side



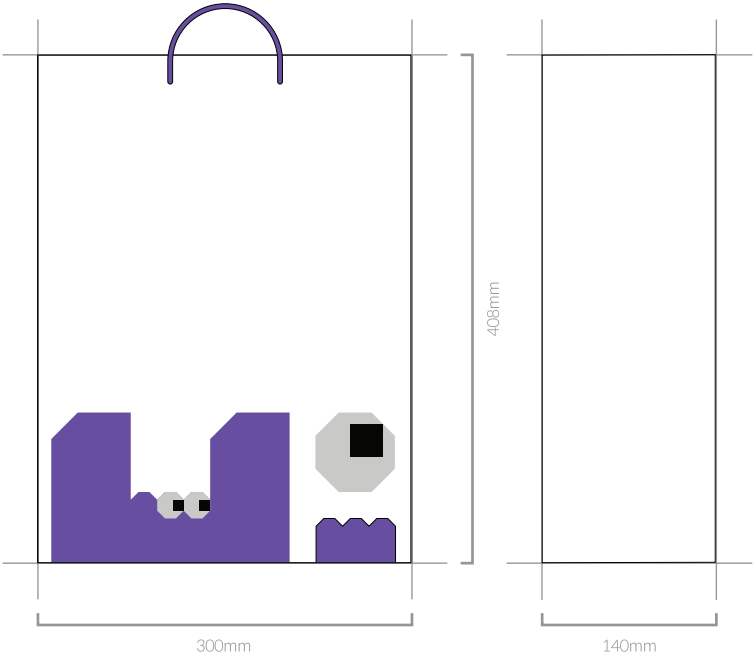
Color System

Type A \_ Front, Side



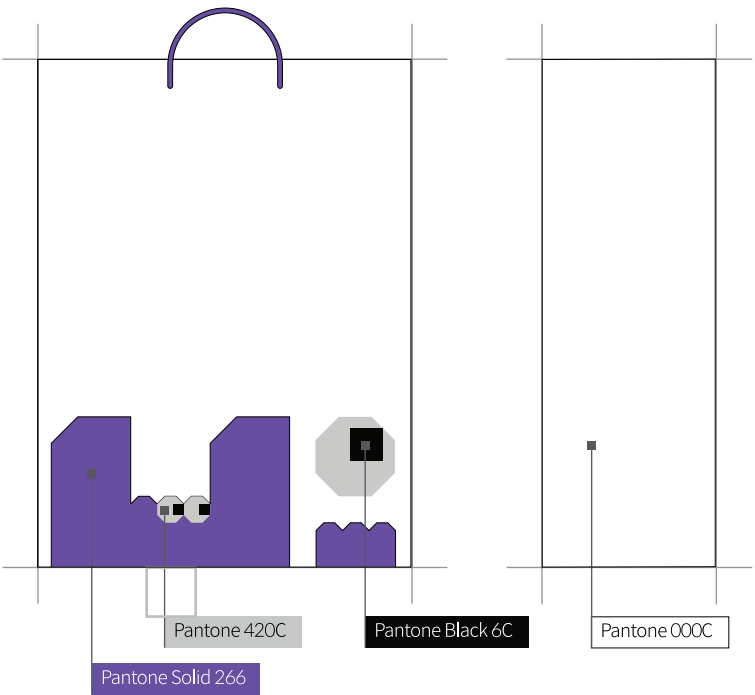
Grid System

Type B \_ Front, Side



Color System

Type B \_ Front, Side



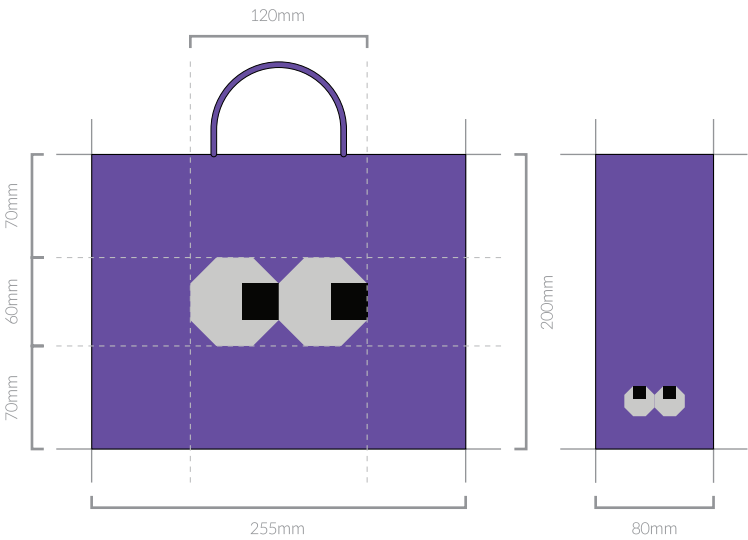
# 04. APPLICATION

Stationary

Paper Bag \_ Wide Small

Grid System

Type A \_ Front, Side



Color System

Type A \_ Front, Side



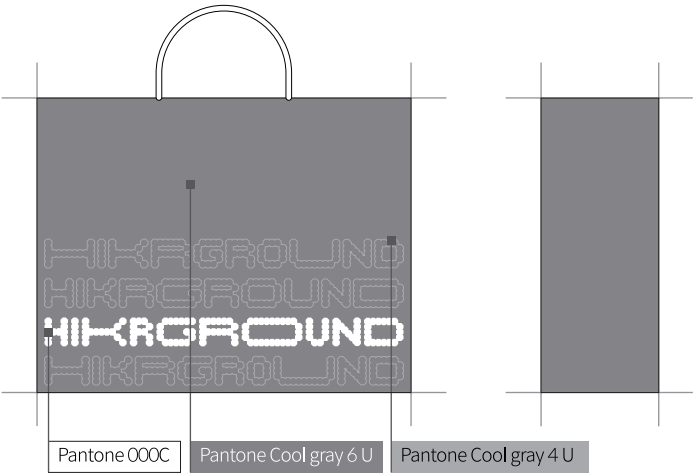
Grid System

Type B \_ Front, Side



Color System

Type B \_ Front, Side



# 04. APPLICATION

Stationary

Paper Bag \_ Wide Small

Grid System

Type C \_ Front, Side



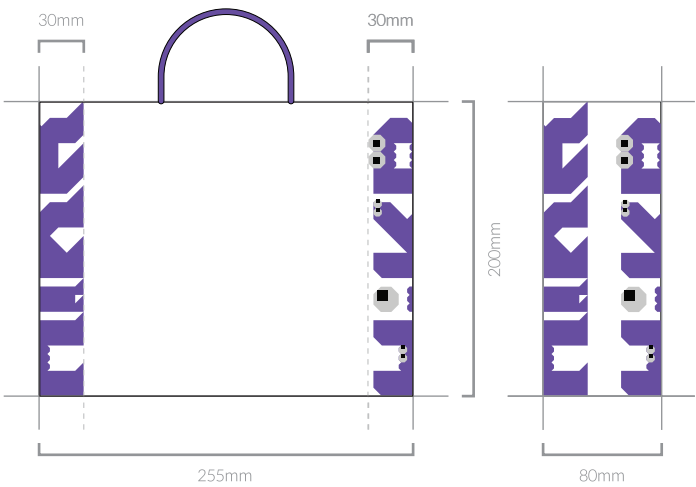
Color System

Type C \_ Front, Side



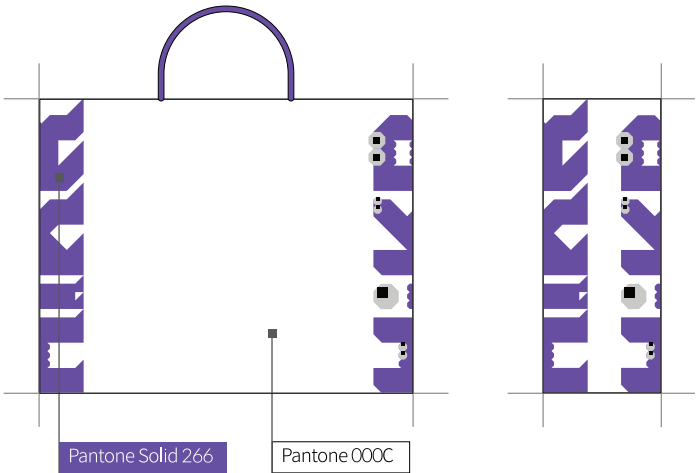
Grid System

Type D \_ Front, Side



Color System

Type D \_ Front, Side



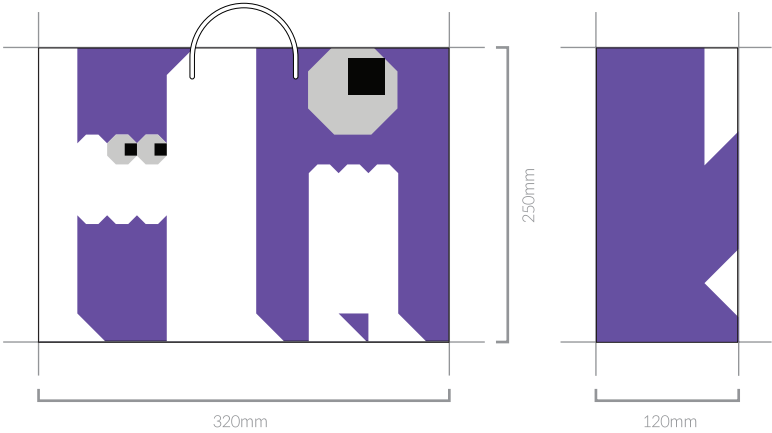
# 04. APPLICATION

Stationary

Paper Bag \_ Wide Medium

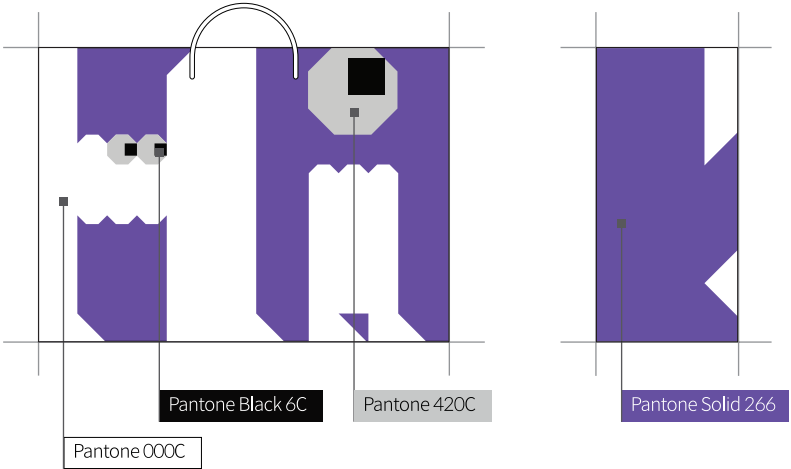
Grid System

Type A \_ Front, Side I



Color System

Type A \_ Front, Side I



Grid System

Type A \_ Back, Side II



Color System

Type B \_ Back, Side II



# 04. APPLICATION

Stationary

Paper Bag \_ Wide Large

Grid System

Type A \_ Front, Side



Color System

Type A\_ Front, Side







# Letterhead Headline

[illegible]

Vestibulum et nulla eget turpis  
vestibulum lacum tempus sit amet  
eu. Sed aliquam mauris nibh. eu efficitur  
ornare viverra qui at arcu. Sed nec du  
neque Nam ac laoreet dui. Nulla facilis  
ullorcorper fermentum in at magna. Maecenas bibendum  
ornare massa. non laoreet ligula. Phasellus et nunc conse  
pharetra nisi. Donec fermentum scelerisque nibh. ut ornare te  
mens porta. nisi interdum auctor interdum. una lacus inte  
volutus qui metus. In viverra dui at tortor euismod susci  
volutate a. ornare nibh. Suspendisse sapien  
Sed eu quam nibh. Sed congue sapien  
ornare quisque efficitur. Vari  
nisi risus suscipit in. Morbi eu vari  
natis faucibus ante. Donec

Macerata porta, nisi interdum auctoris  
 lolem tellus a voluptate a ornare vel magni  
 malesuada a voluptate a ornare vel magni  
 sed, euismod idui. Sed eu quam nibh. Sed con  
 phasellus semper enim sed ipsum egestas efficitur  
 auctor nisi elit id cursus risus fuscipit in Morbi eu va  
 congue eget erat non, venenatis laucibus ante. Donec  
 dapibus.

Date: 2021.09.29  
Reception: KTO  
Attachment: None

Manager

## BACKGROUND

Office: 02-2482-5000  
Mobile: 010-2482-0000  
E-mail: [hkgground@hkgmail.com](mailto:hkgground@hkgmail.com)  
[www.hkgground.com](http://www.hkgground.com)

Kim Hai  
김하이



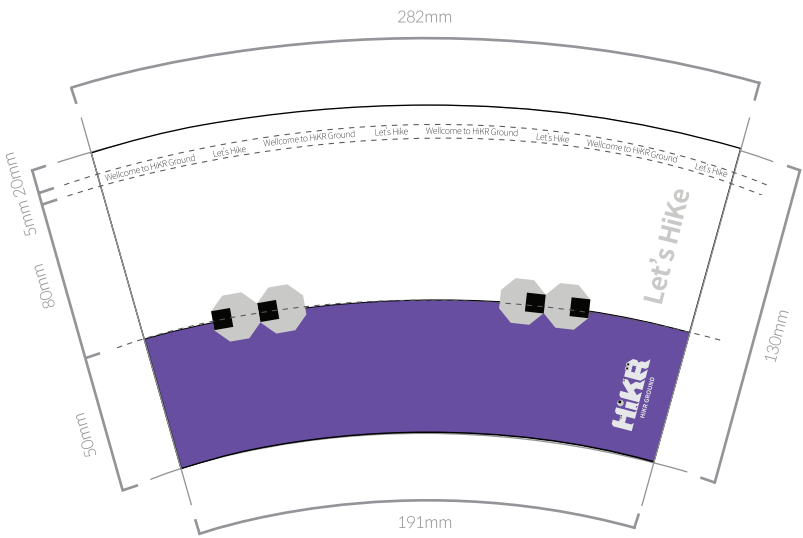


# 04. APPLICATION

Take out Cup

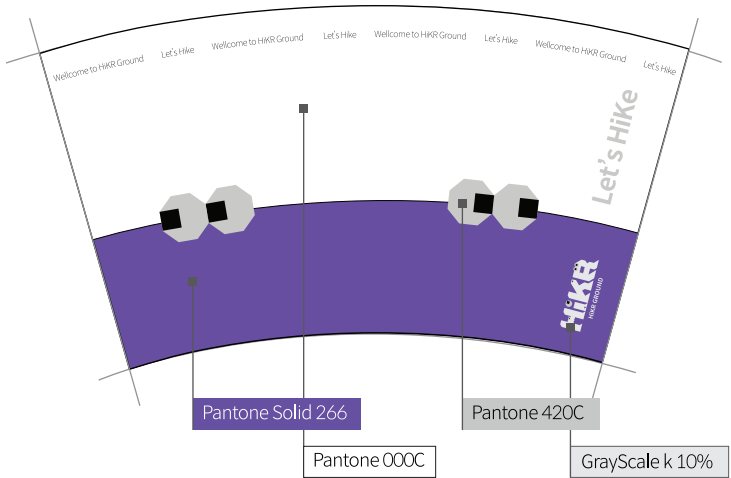
Grid System

Type A



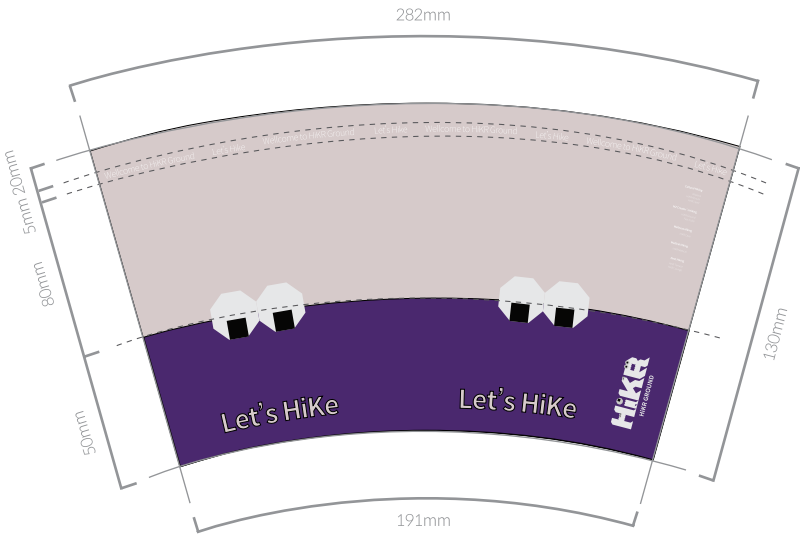
Color System

Type A



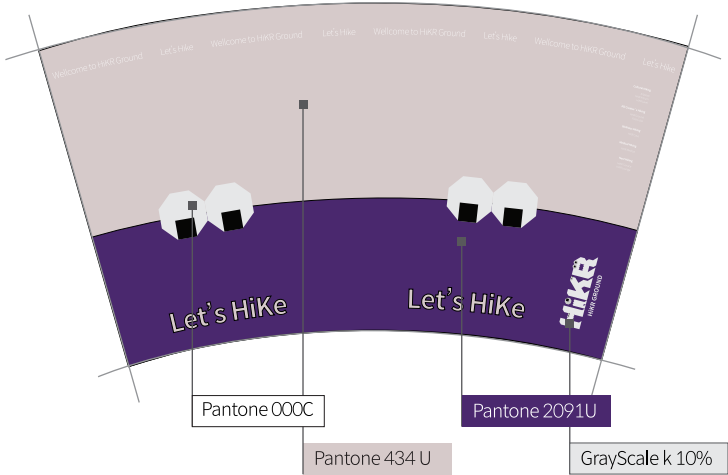
Grid System

Type B



Color System

Type B

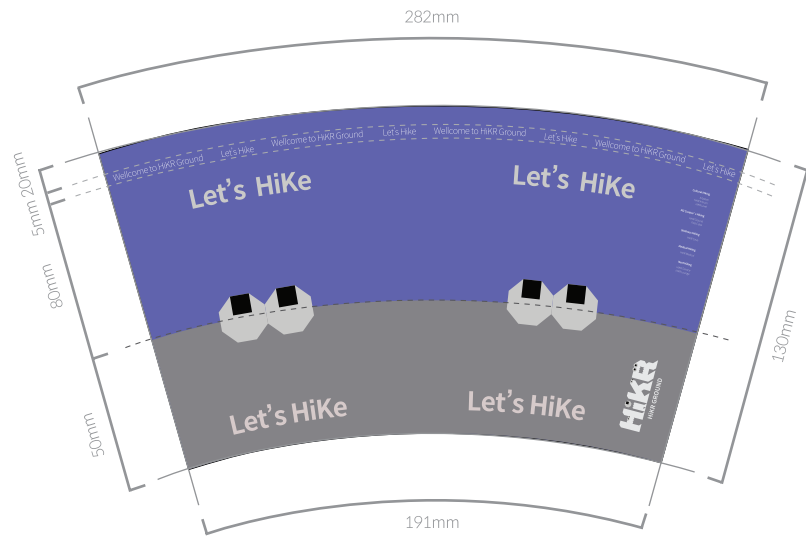


# 04. APPLICATION

Take out Cup

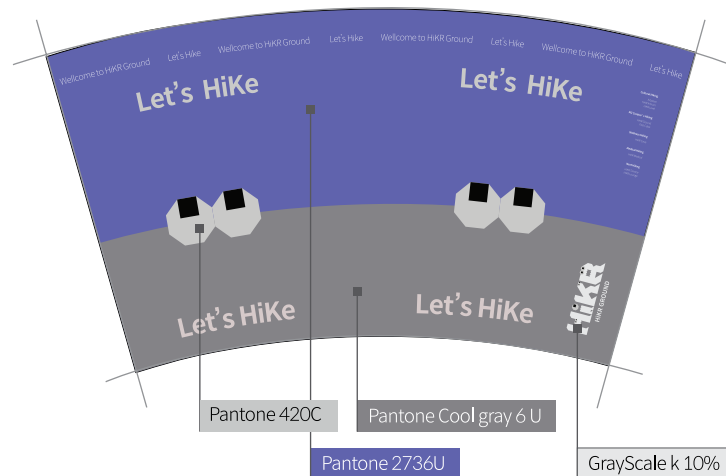
Grid System

Type C

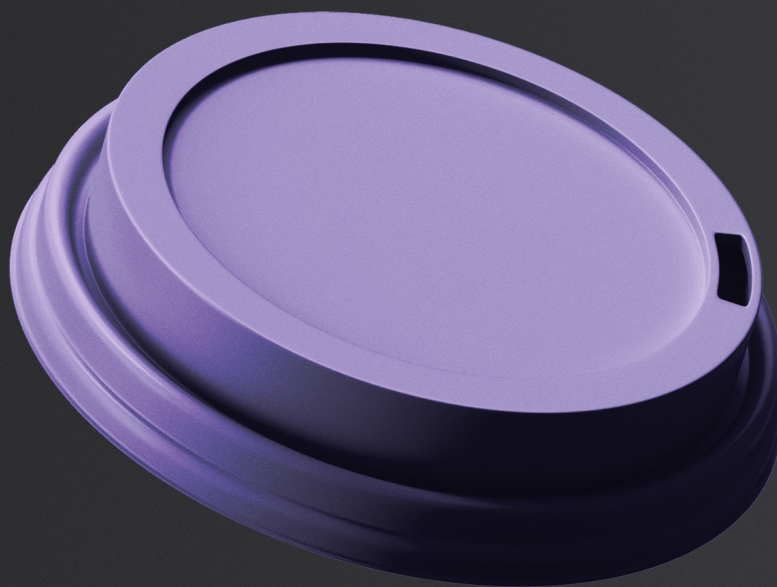


Color System

Type C







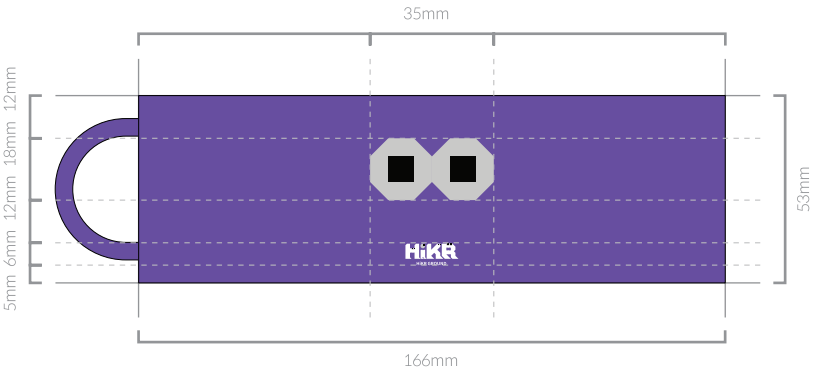


# 04. APPLICATION

Mug Cup

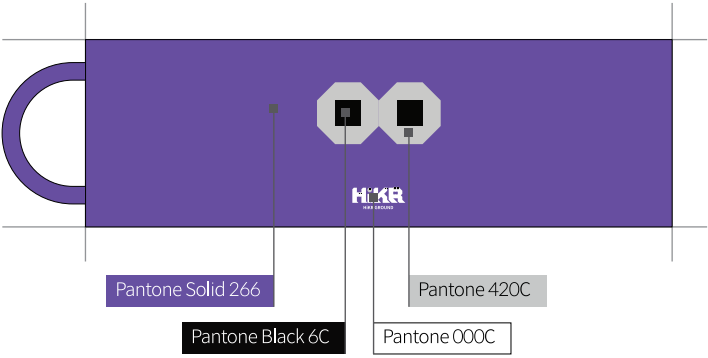
Grid System

Type A



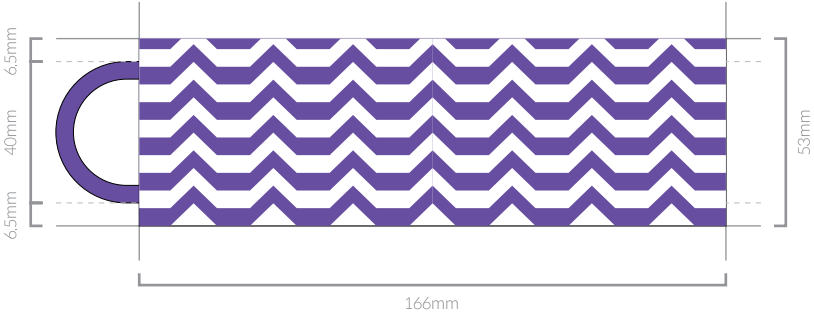
Color System

Type A



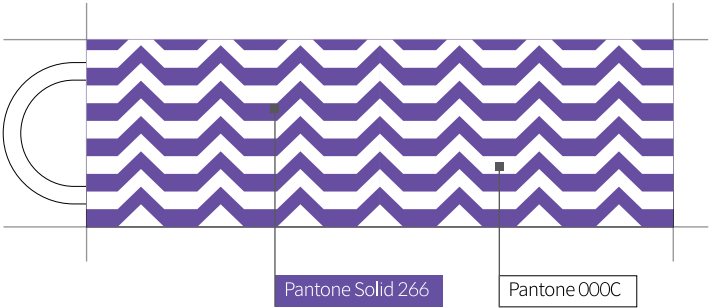
Grid System

Type B



Color System

Type B





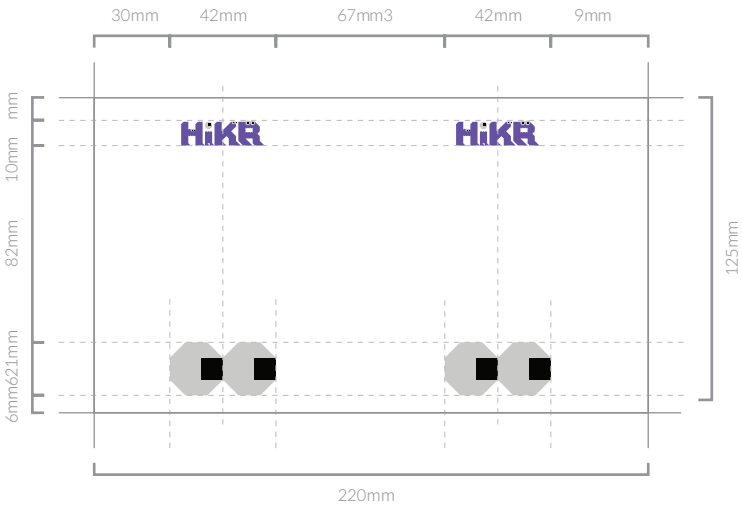


04. APPLICATION

Tumbler

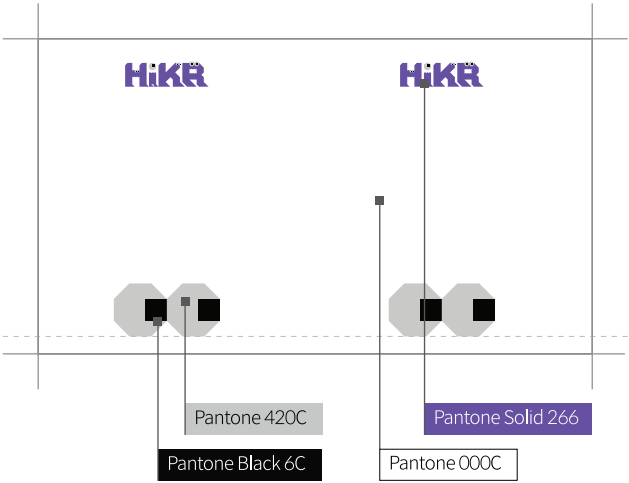
Grid System

Type A



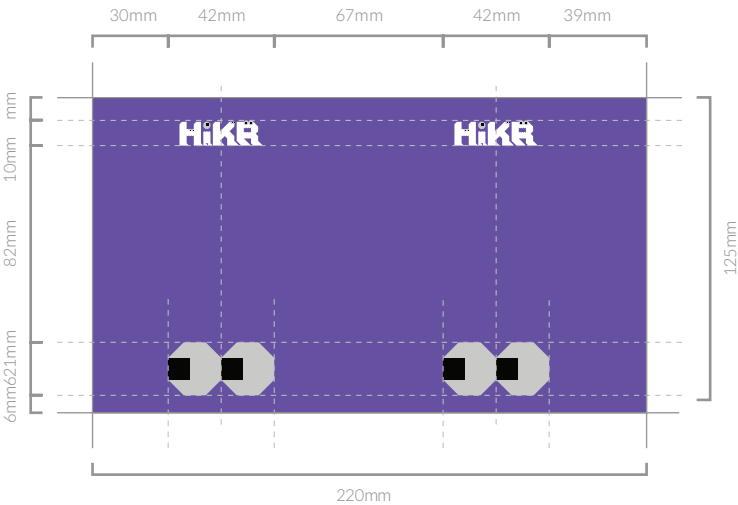
Color System

Type A



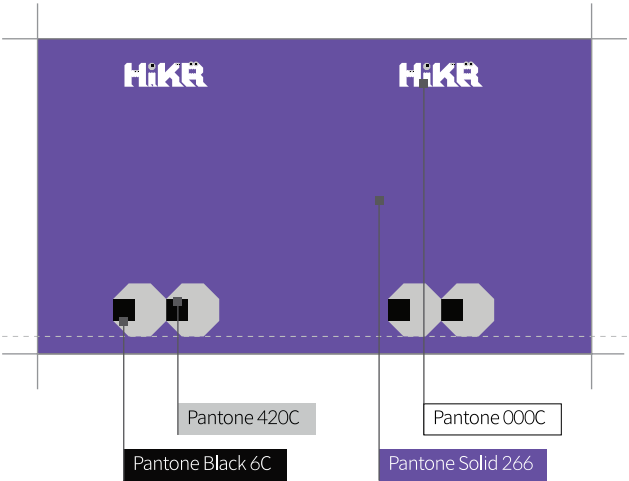
Grid System

Type B



Color System

Type B







# 04. APPLICATION

Eco Bag

Grid System

Type A



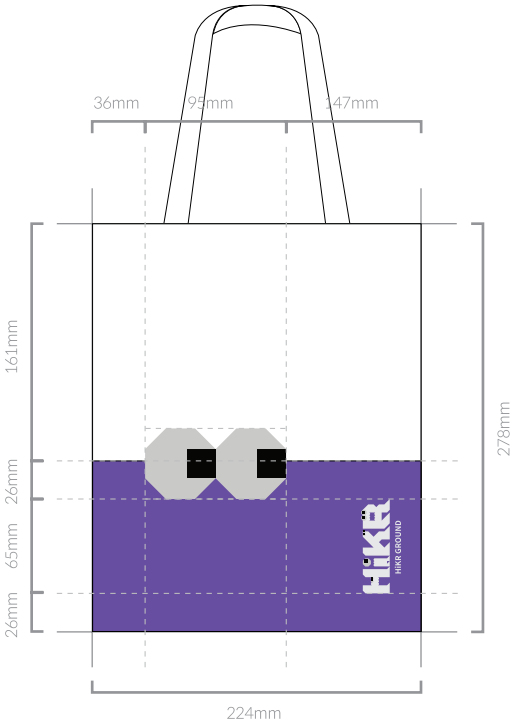
Color System

Type A



Grid System

Type B



Color System

Type B



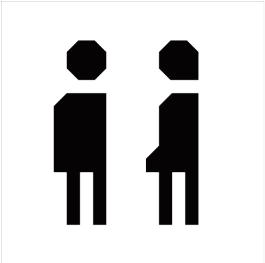




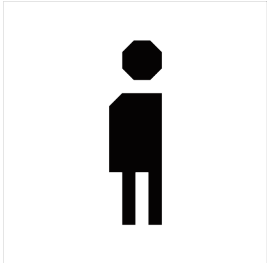
# 05. PICTOGRAM

## Common Pictogram

Positive



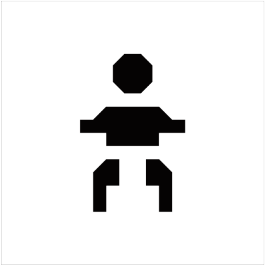
Toilet



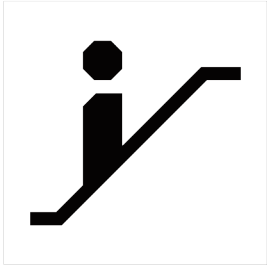
Men



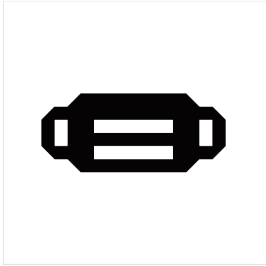
Women



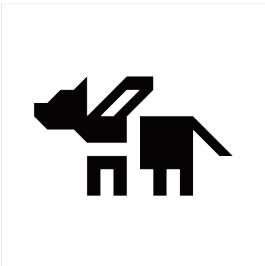
lactation



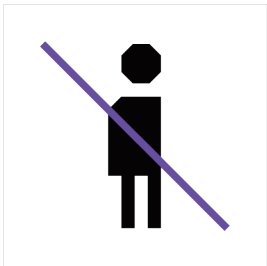
Escalator



Wear a Face Mask



Welcome Guide dog



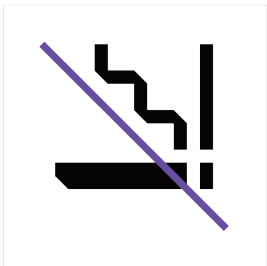
Do Not Entrance



Do Not Lean



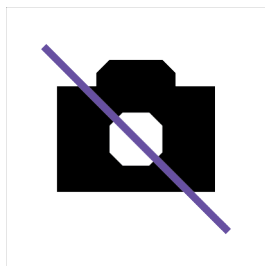
No Trash



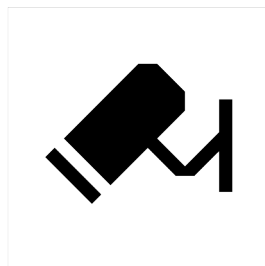
No Smoking



No Mobile



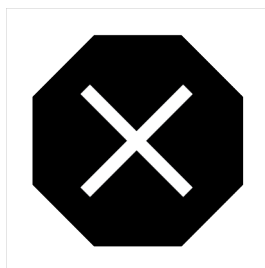
No Photography



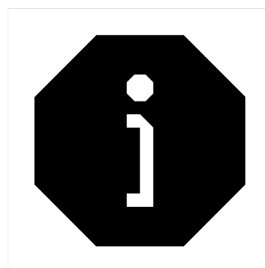
CCTV



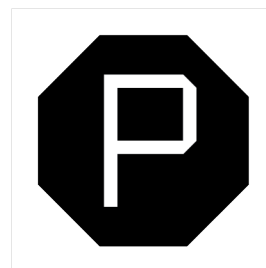
Fire Extinguishing



Prohibition



Information



Parking

# 05. PICTOGRAM

## Common Pictogram

Negative



Toilet



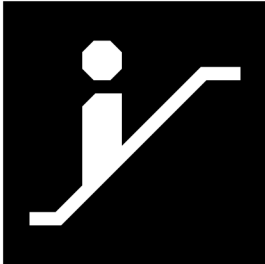
Men



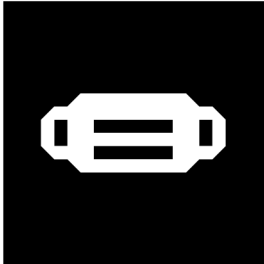
Women



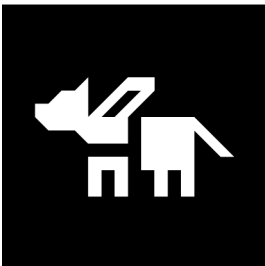
lactation



Escalator



Wear a Face Mask



Welcome Guide dog



Do Not Entrance



Do Not Lean



No Trash



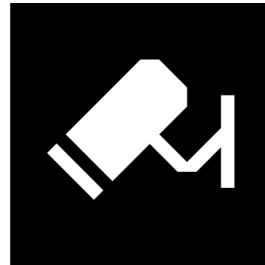
No Smoking



No Mobile



No Photography



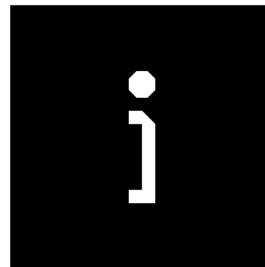
CCTV



Fire Extinguishing



Prohibition



Information

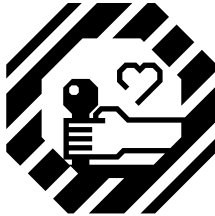


Parking

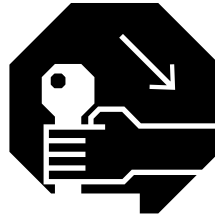
## 05. PICTOGRAM

### Specialized Pictogram

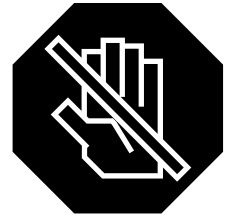
#### Positive



Attention



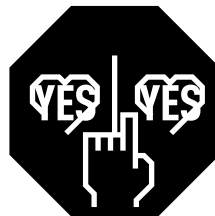
Pull



거절은 거절한다 I



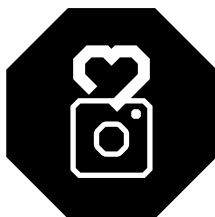
거절은 거절한다 II



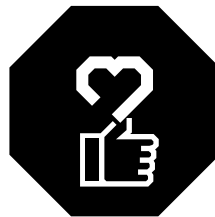
거절은 거절한다 III



거절은 거절한다 IV



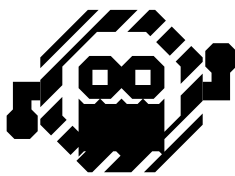
좋아요 눌러줘요 I



좋아요 눌러줘요 II



Warning



Danger

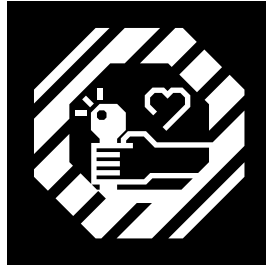


Caution

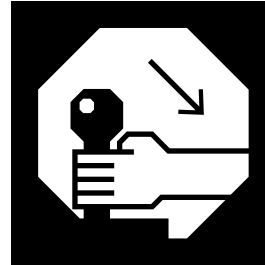


라떼 금지

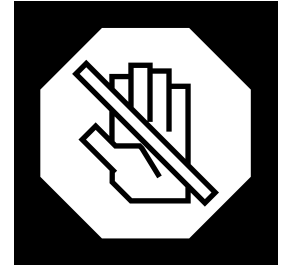
Negative



Attention



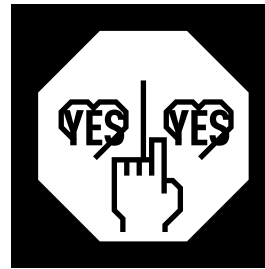
Pull



거절은 거절한다 I



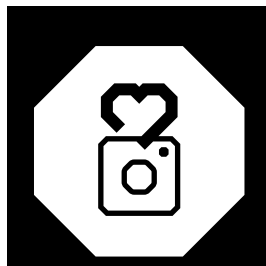
거절은 거절한다 II



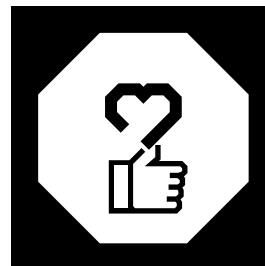
거절은 거절한다 III



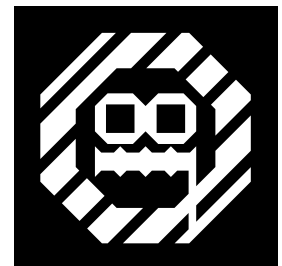
거절은 거절한다 IV



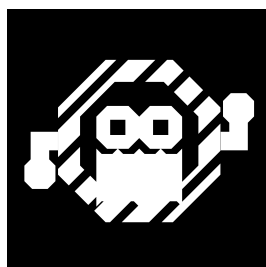
좋아요 눌러줘요 I



좋아요 눌러줘요 II



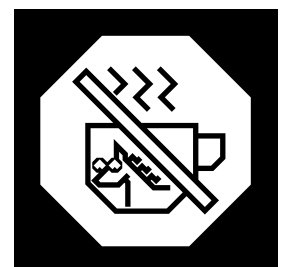
Warning



Danger



Caution



라떼 금지

BRAND IDENTITY

**DESIGN GUIDE BOOK**



SIGNAGE HIKR GROUND

BOOK\_ B

## 01. DESIGN PRINCIPLE

Design Keywords

COMICAL

JOCULAR

토실토실 살찐

WAGGISH

익살스러운

친근한

HUMOROUS

유머러스한

FRIENDLY

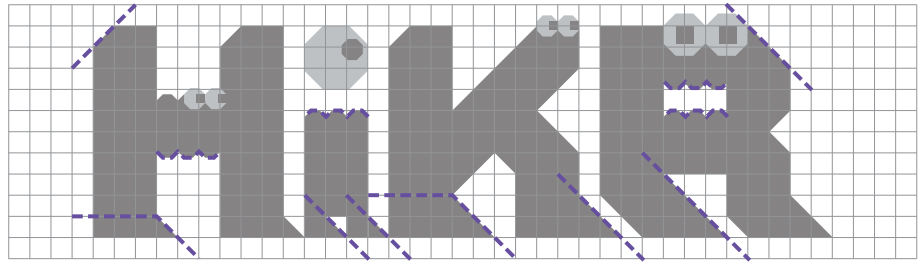
CHUBBY

## 01. DESIGN PRINCIPLE

### Form & Shape

아이덴티티 구성요소 (옥타곤, 스퀘어, 사선)를 기반으로 사이니지 모듈을 개발하고, 캐릭터 디바이스 (Eyes/Legs) 적용을 통해 사이니지 차별화 전략을 취한다.

### Form Elements



### Form

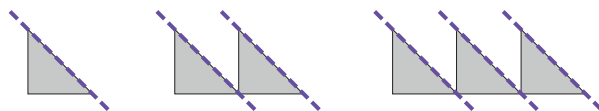
Module A. Octagon



Module B. Square + Triangle

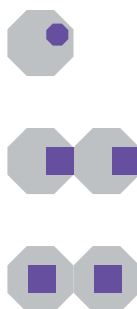


Module C. Triangle

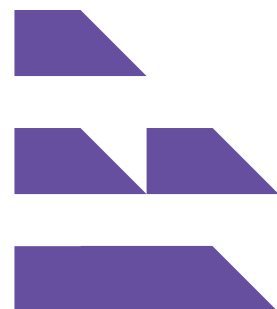


### Character Device

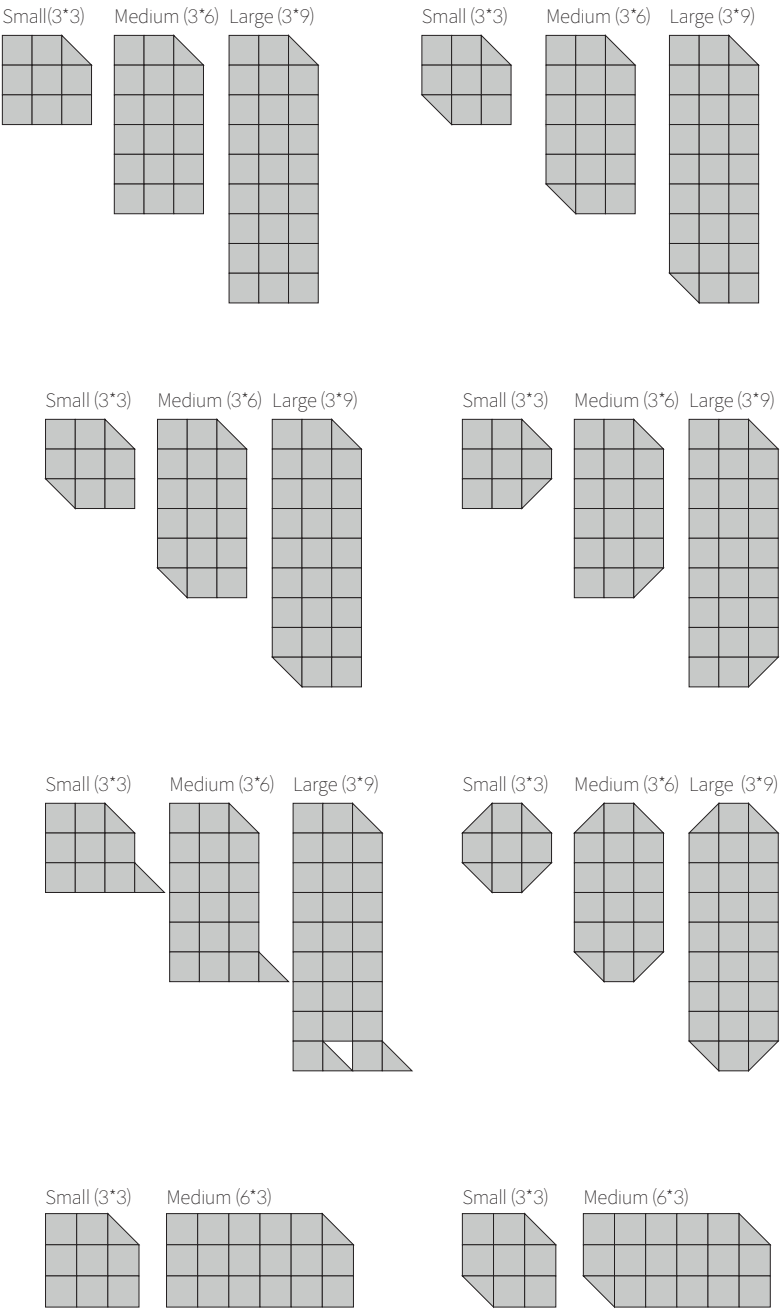
Eyes



Legs



공통된 구성요소가 적용된 모듈을 사용, 사이즈의 다양화를 통해 다양한 정보량에 대응한다.

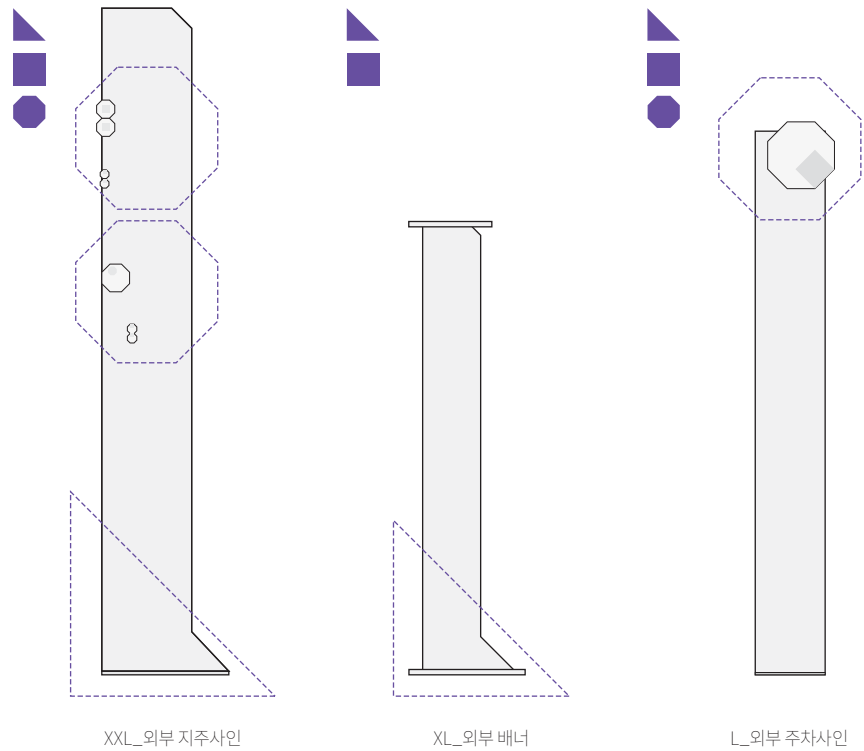


## 01. DESIGN PRINCIPLE

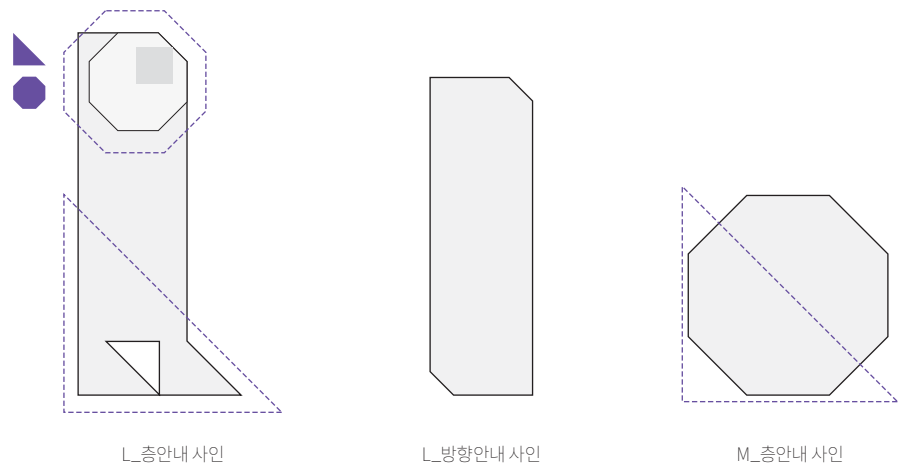
### Form & Shape

노출도 (위치, 크기, 설치장소) 및 방향 / 중요정보 안내 등 중요도가 높은 사이니지에 캐릭터 요소 (Eyes/Legs)를 차별 적용하여 주목도를 높인다.



#### Outdoor Stand Alone

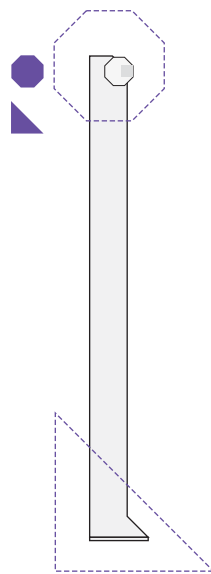


#### Indoor Wall Mount

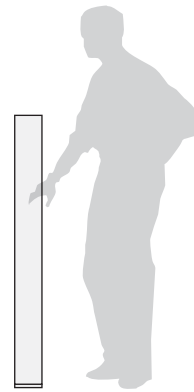


## Indoor Stand Alone

-  Character Device
-  Lenticular signage
-  Outdoor signage

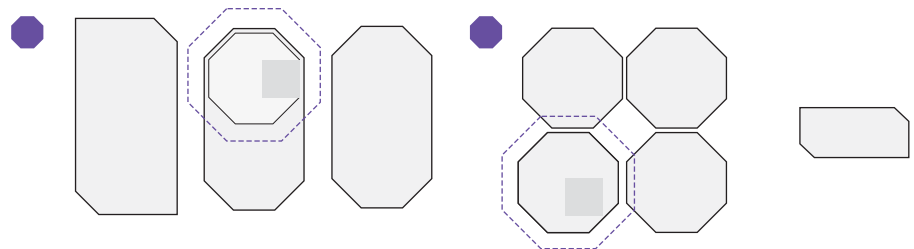


L\_종합안내사인



S\_정보/층 안내사인

## Indoor Wall Mount



M\_방향안내 사인 / 정보사인 / 실명사인

S\_정보사인

XS\_실명사인

## 02. MATERIALS

Painted Acrylic / 아크릴 도장



Graphic Fabric / 현수막천



Galvalume / 갈바리움



Print sheet / 실사출력

Lenticular / 랜티큘러

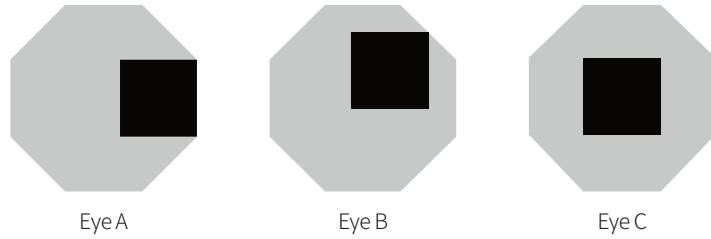
Eching Sheet / 애칭시트



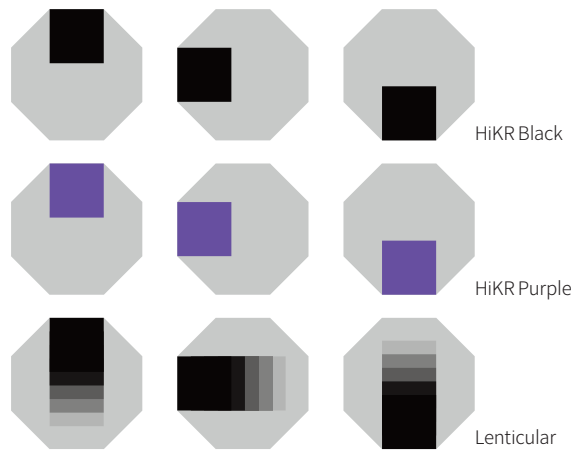
### 03. CHARACTER DEVICE VARIATION

사이니지의 중요도, 설치 장소, 방향을 고려하여 캐릭터 요소(눈동자) 배리에이션과 랜티컬러를 활용하여 사용한다.

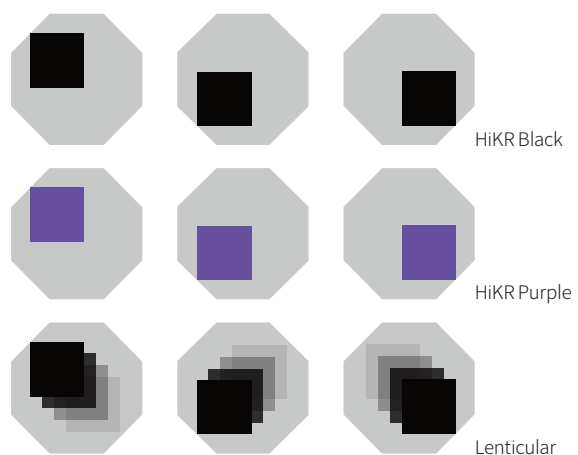
Character Device



Variation\_Eye A



Variation\_Eye B



Variation\_Eye C



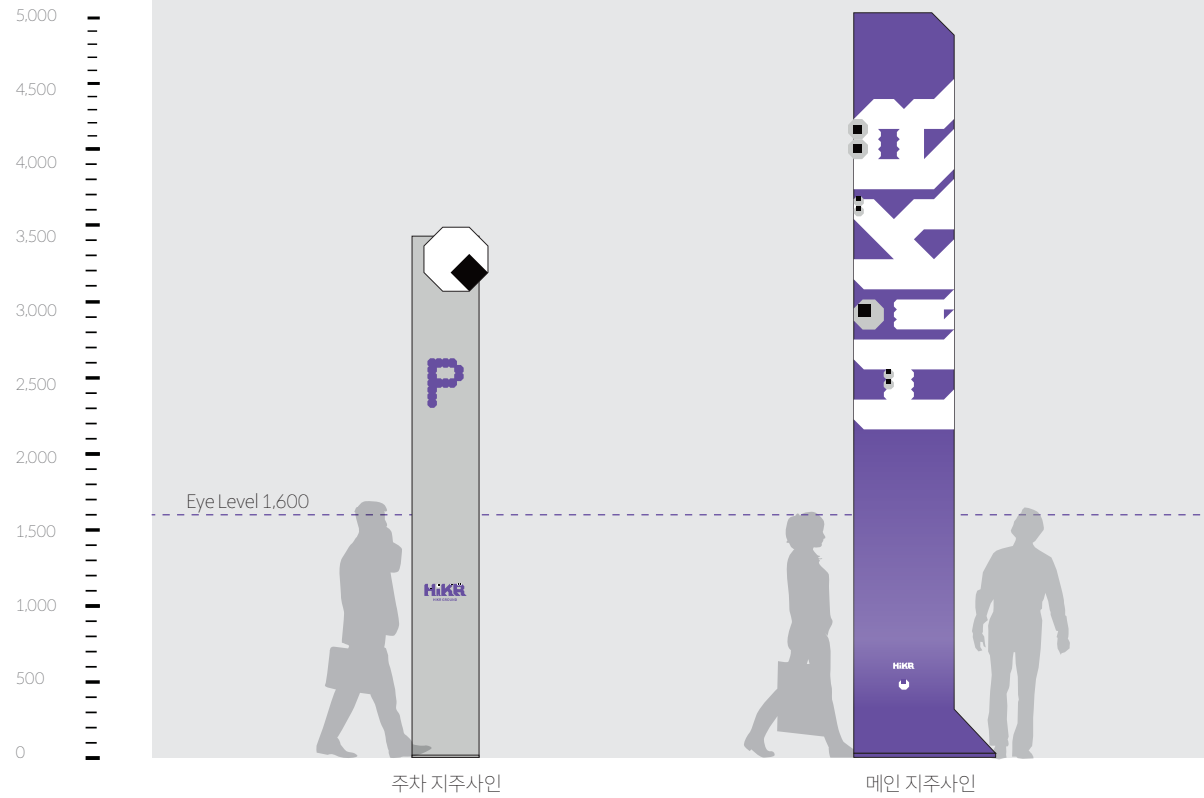




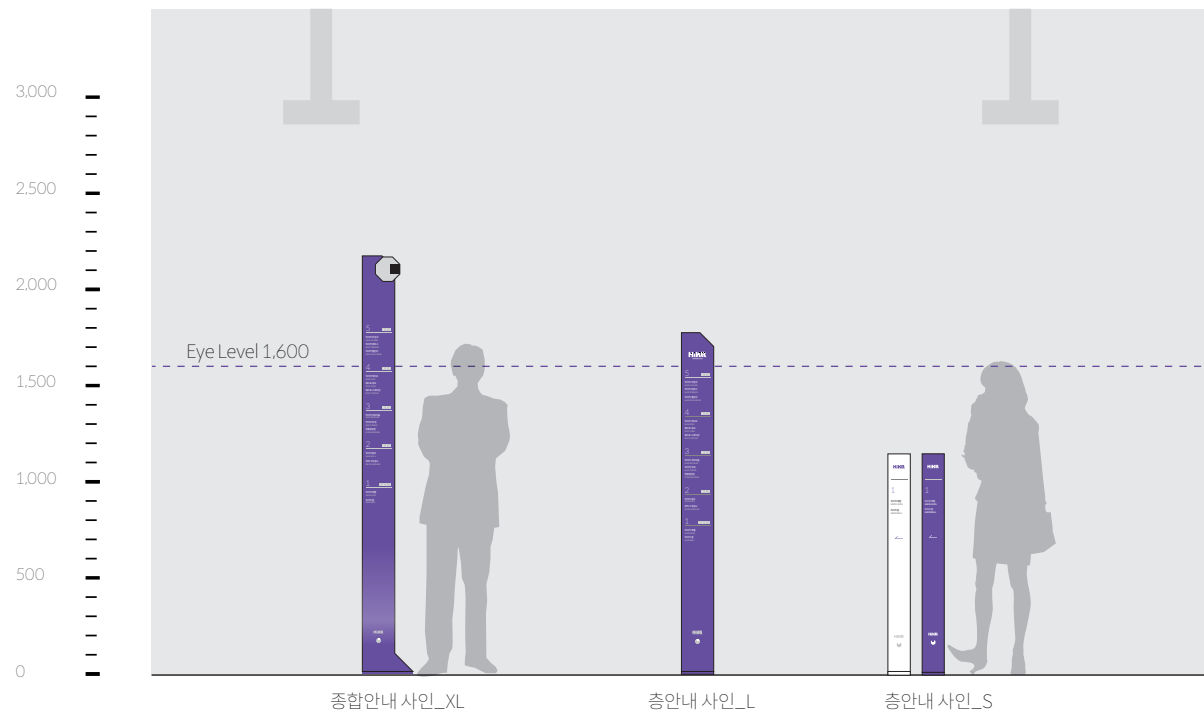
## O4. SIGN ELEMENTS

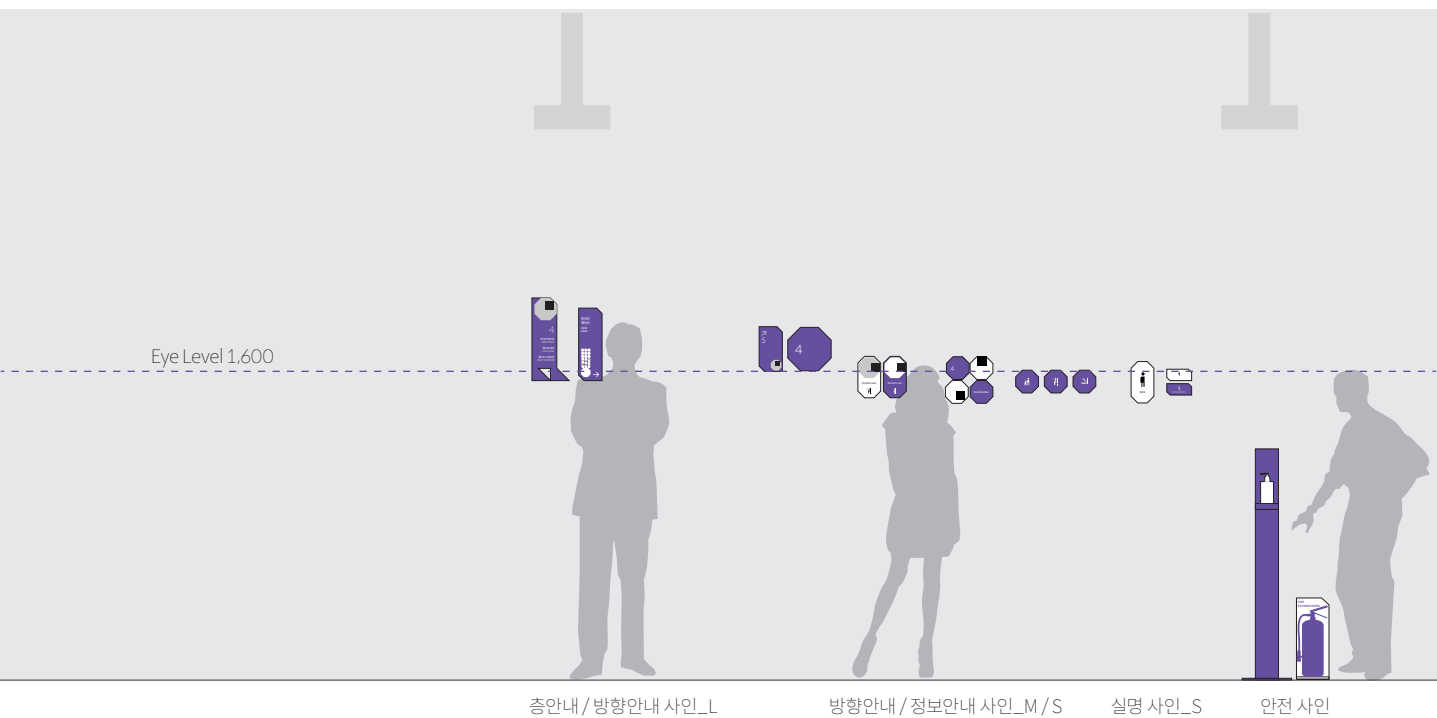
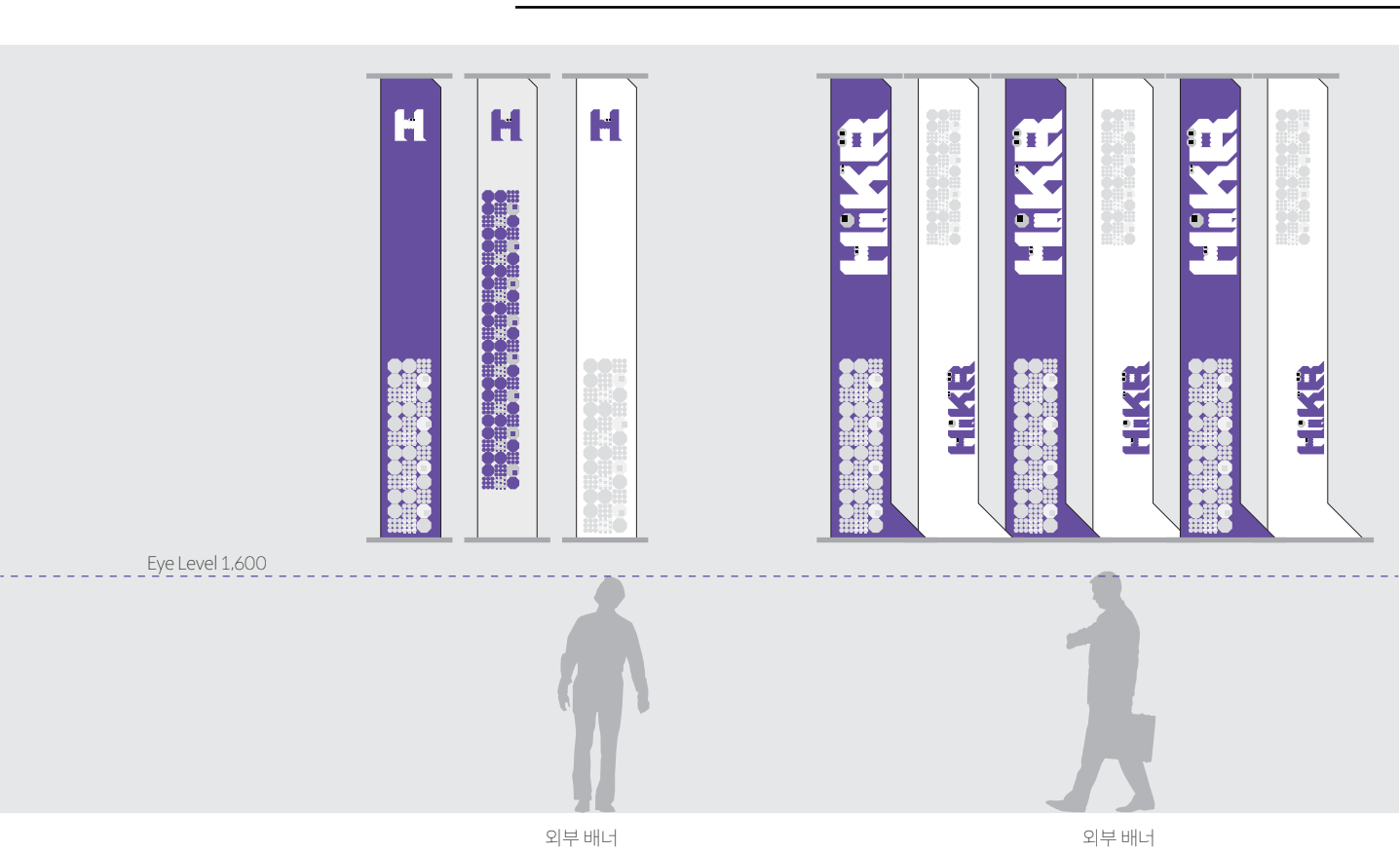
### Signage Hierarchy

#### Outdoor



#### Indoor





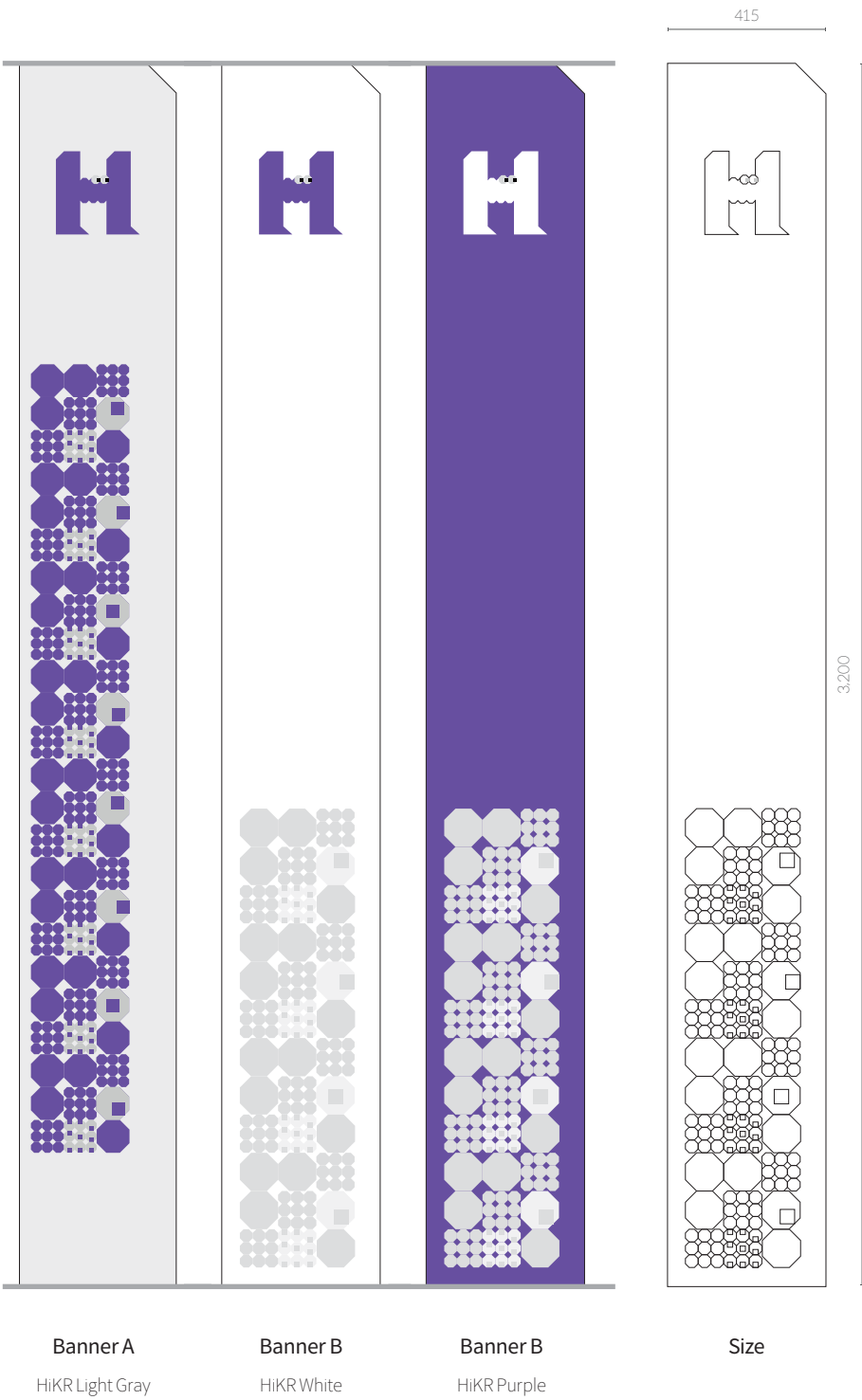
04. SIGN ELEMENTS

Banner Type

Outdoor

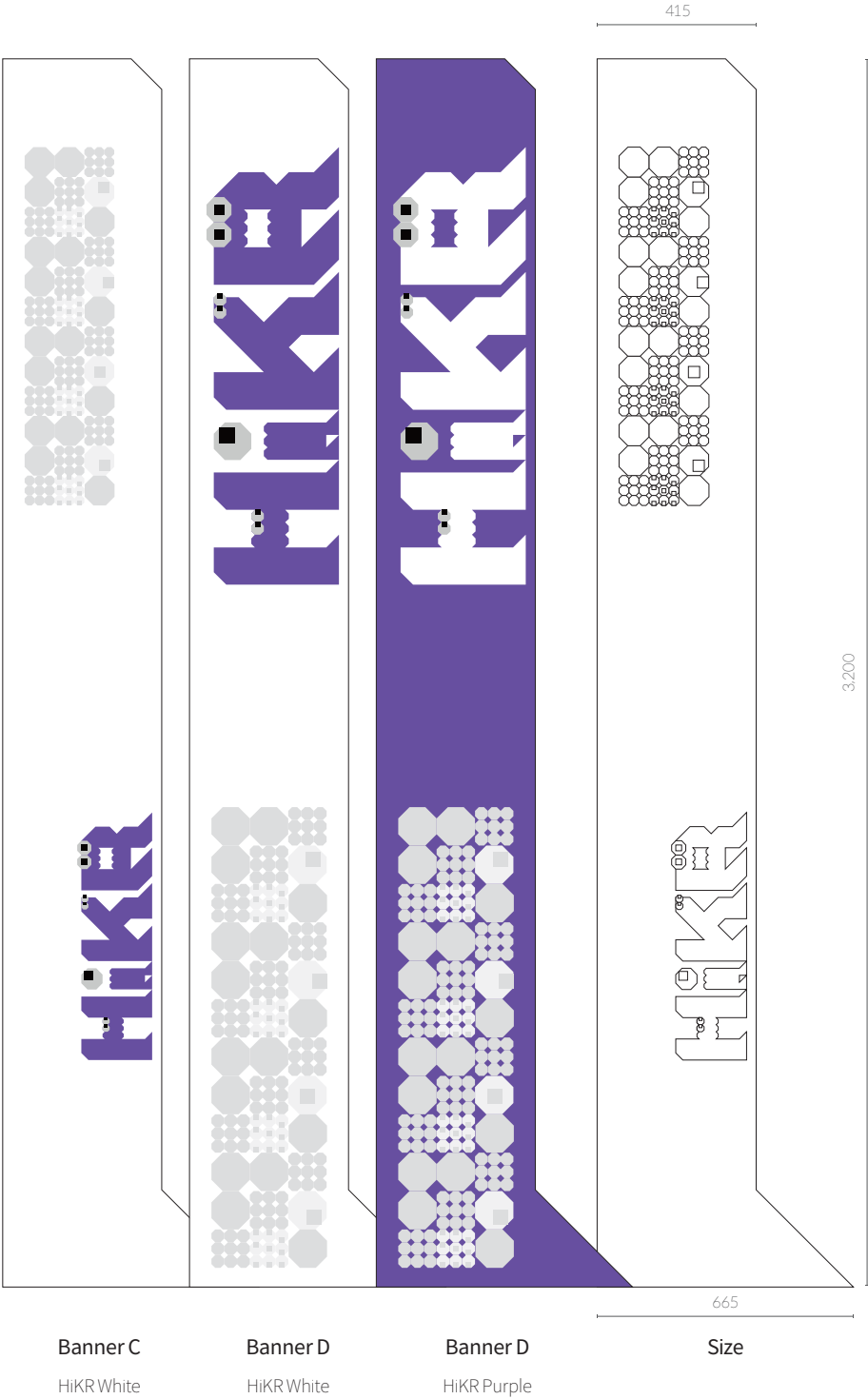
외부 배너

Specification  
Graphic Fabric  
415 x 3,200



Banner

Graphic Fabric  
665x3,200



## 04. SIGN ELEMENTS

Stand-Alone Type

Outdoor

메인 지주사인

### Specification

SQ PIPE STRUCTURE  
+ GALVALUME CASING  
/ APP COLOR PAINT LAC`Q FIN  
/ CHARACTER DEVICE LENTICULAR  
TEXT SHEET CUTTING  
770x5,000x200

### Form & Shape

세로로 긴 직사각형 구조물에 사선의  
아이덴티티 구성요소와 캐릭터 디바이스  
(Eyes/Legs)를 적용한다.

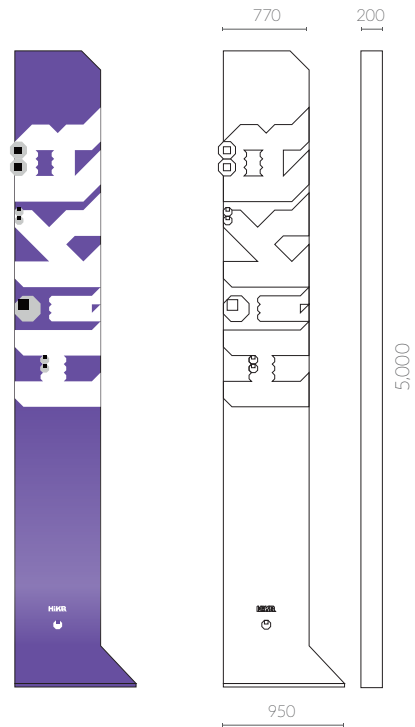
### Scale

설치 장소와 주변환경을 정확히 실측하여,  
노출도가 높은 건물 전면 조정 공간 또는  
보행동로 지면에 스탠드 형으로 설치한다.

### Material

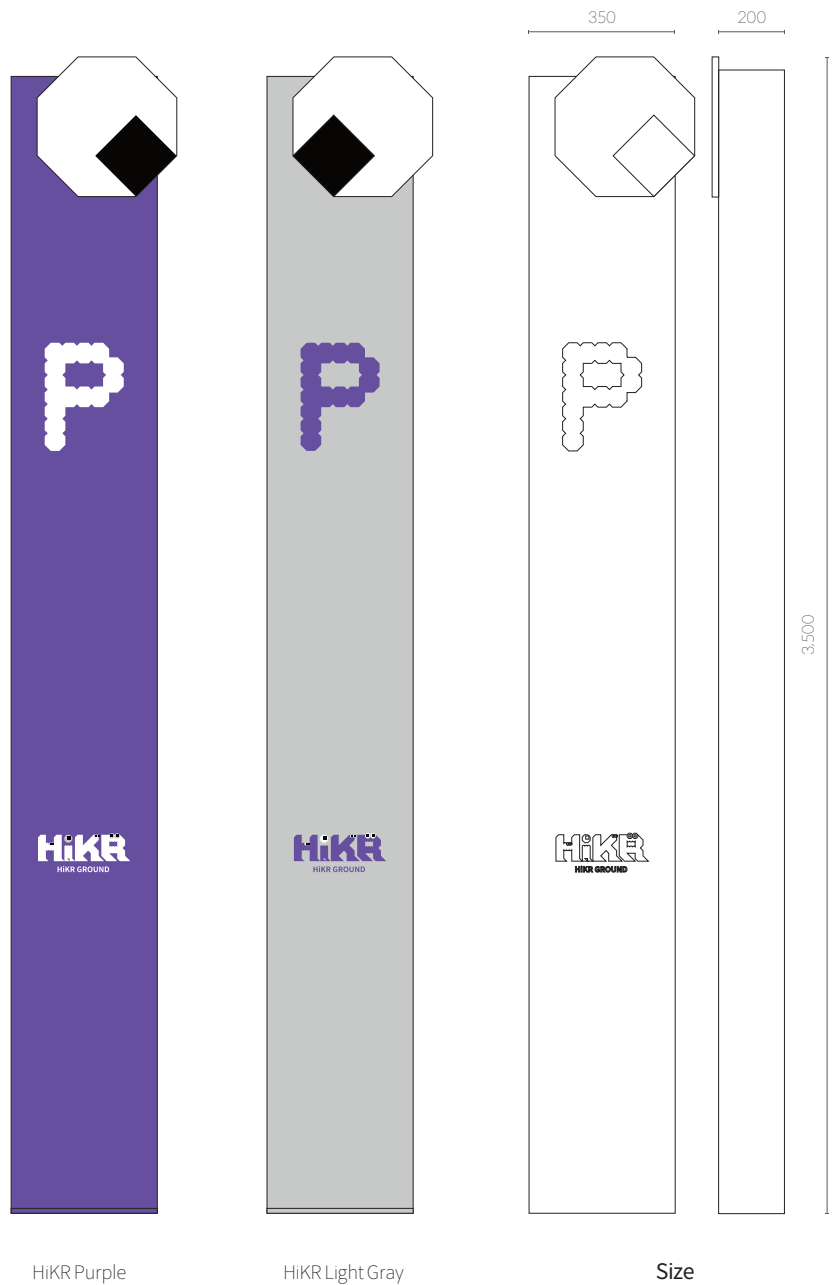
화이트, 하이커 퍼플로 도장한 스틸 또는  
스테인리스 스틸을 사용한다.  
로고와 텍스트는 시트커팅 한다.

-Grid System 포맷을 준수한다.



Specification

SQ PIPE STRUCTURE  
+ GALVALUME CASING  
/ APP COLOR PAINT LAC`Q FIN  
/ CHARACTER DEVICE LENTICULAR  
TEXT SHEET CUTTING  
350x3,500x200



## 04. SIGN ELEMENTS

Stand-Alone Type

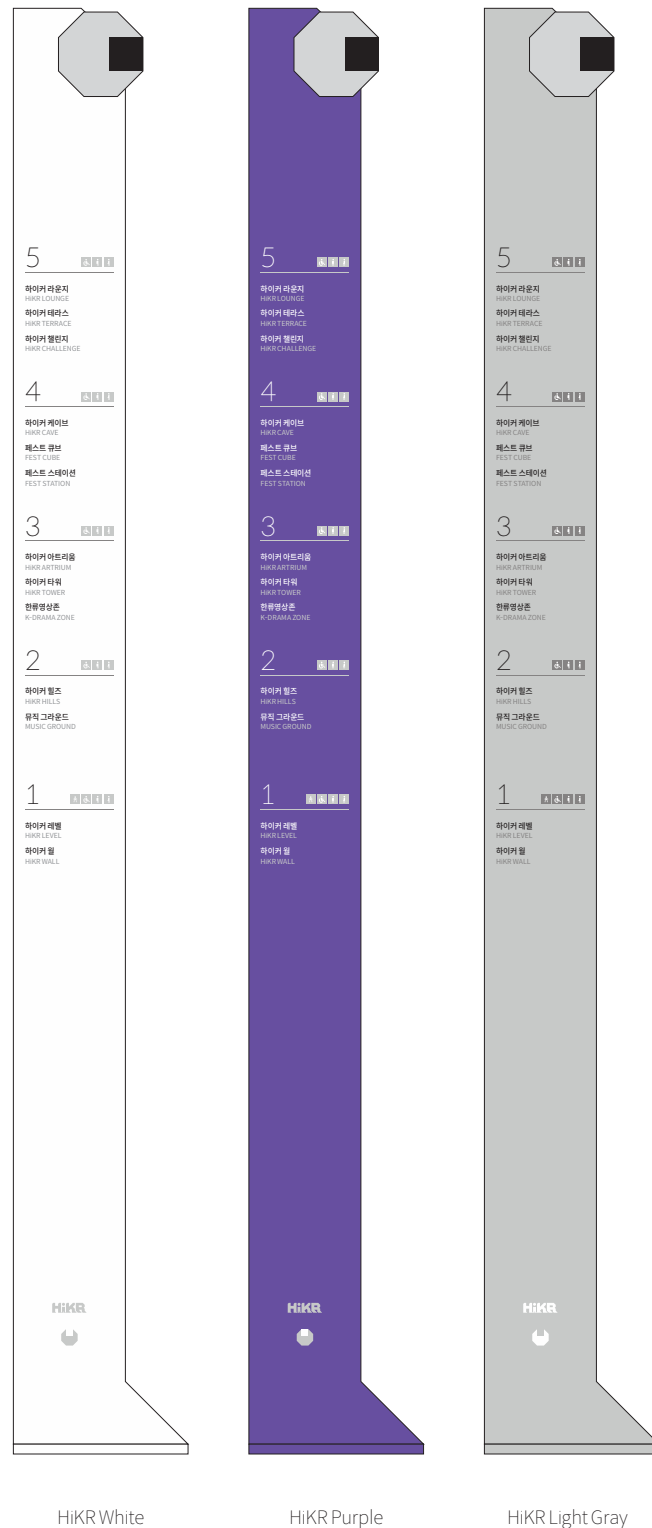
Indoor

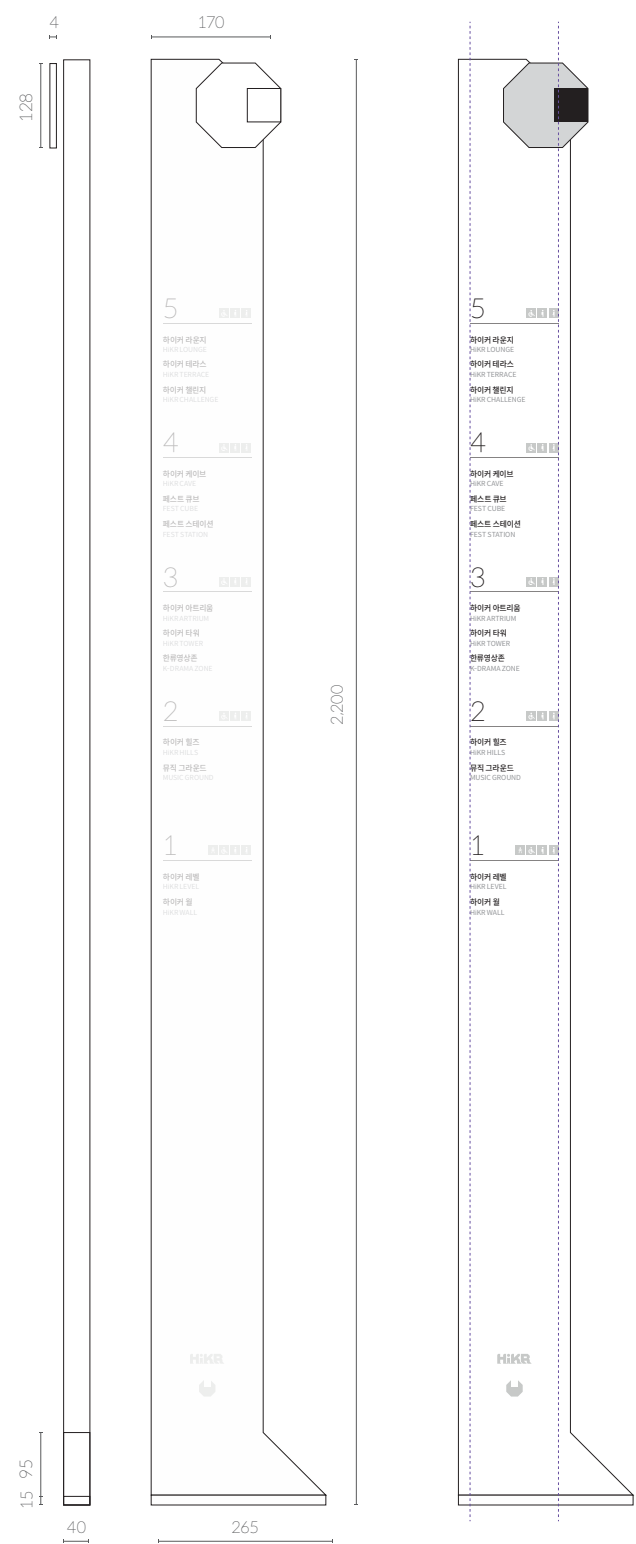
종합안내 사인\_XL

가시성을 최우선으로 고려하고, Form & Shape 스타일을 반영하여 일관성있게 디자인한다.

### Specification

SQ PIPE STRUCTURE  
+ GALVALUME CASING  
APP COLOR PAINT LAC`Q FIN  
/ CHARACTER DEVICE LENTICULAR  
TEXT SHEET CUTTING  
265 x 2,200 x 12





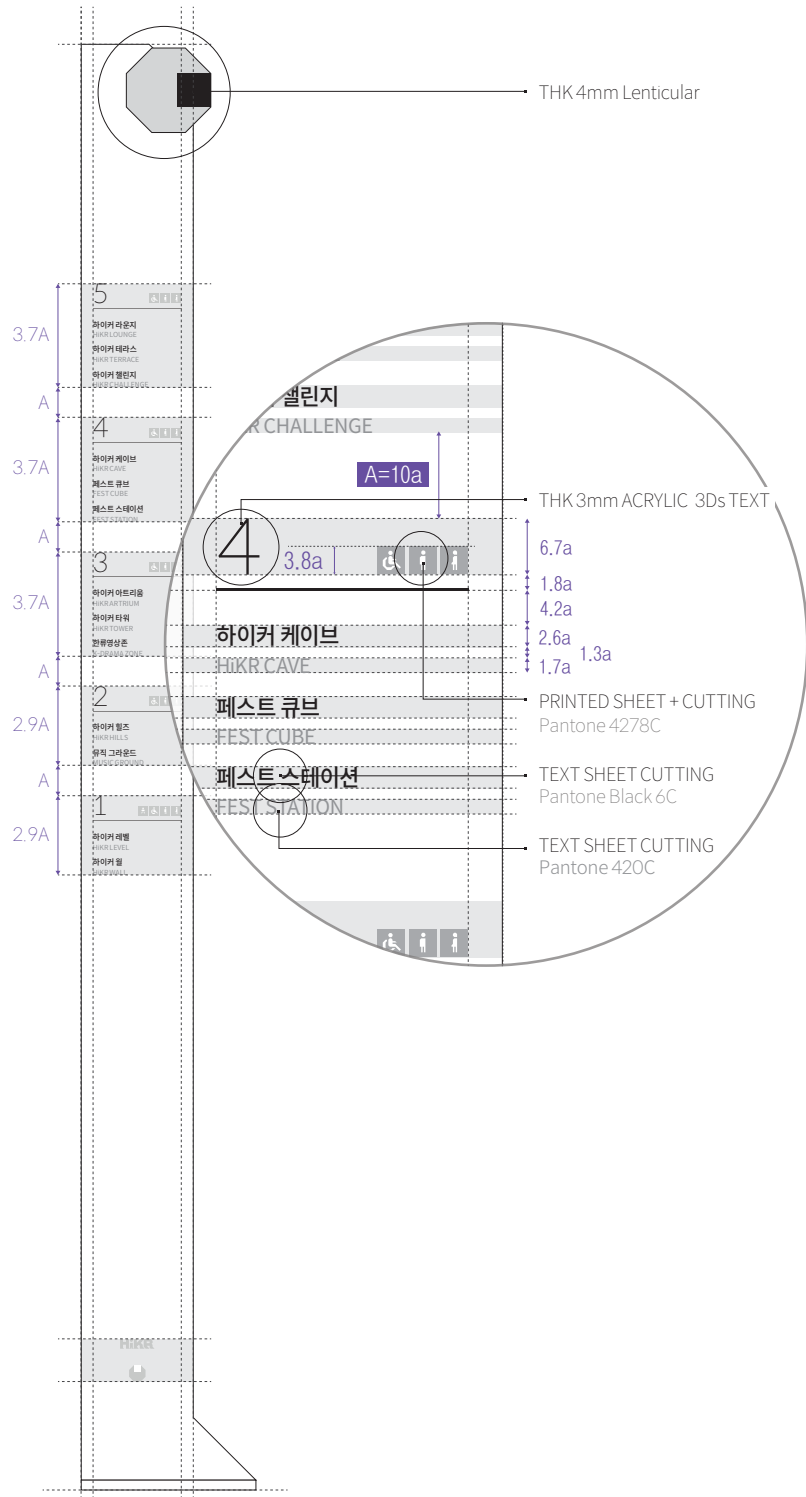
## O4. SIGN ELEMENTS

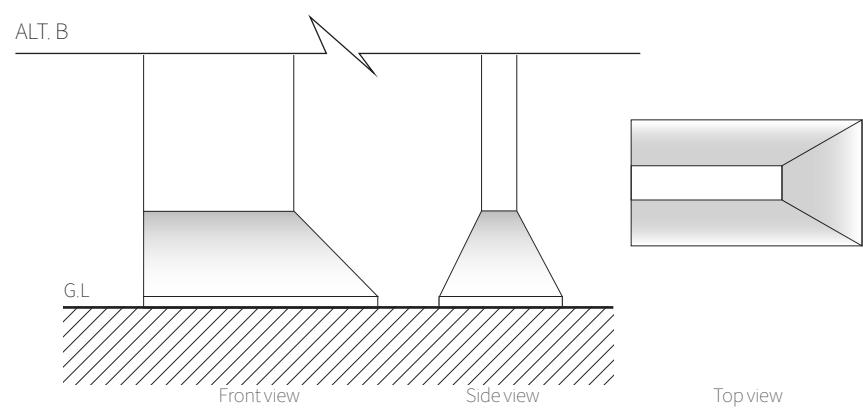
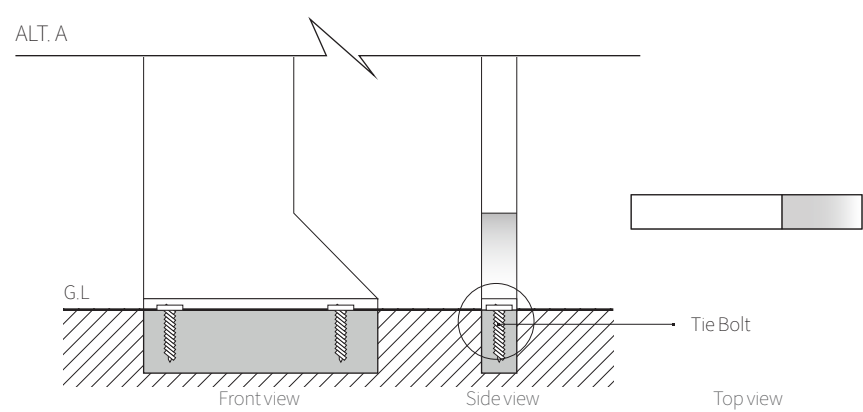
Stand-Alone Type

Indoor

종합안내 사인\_XL

Grid System





## 04. SIGN ELEMENTS

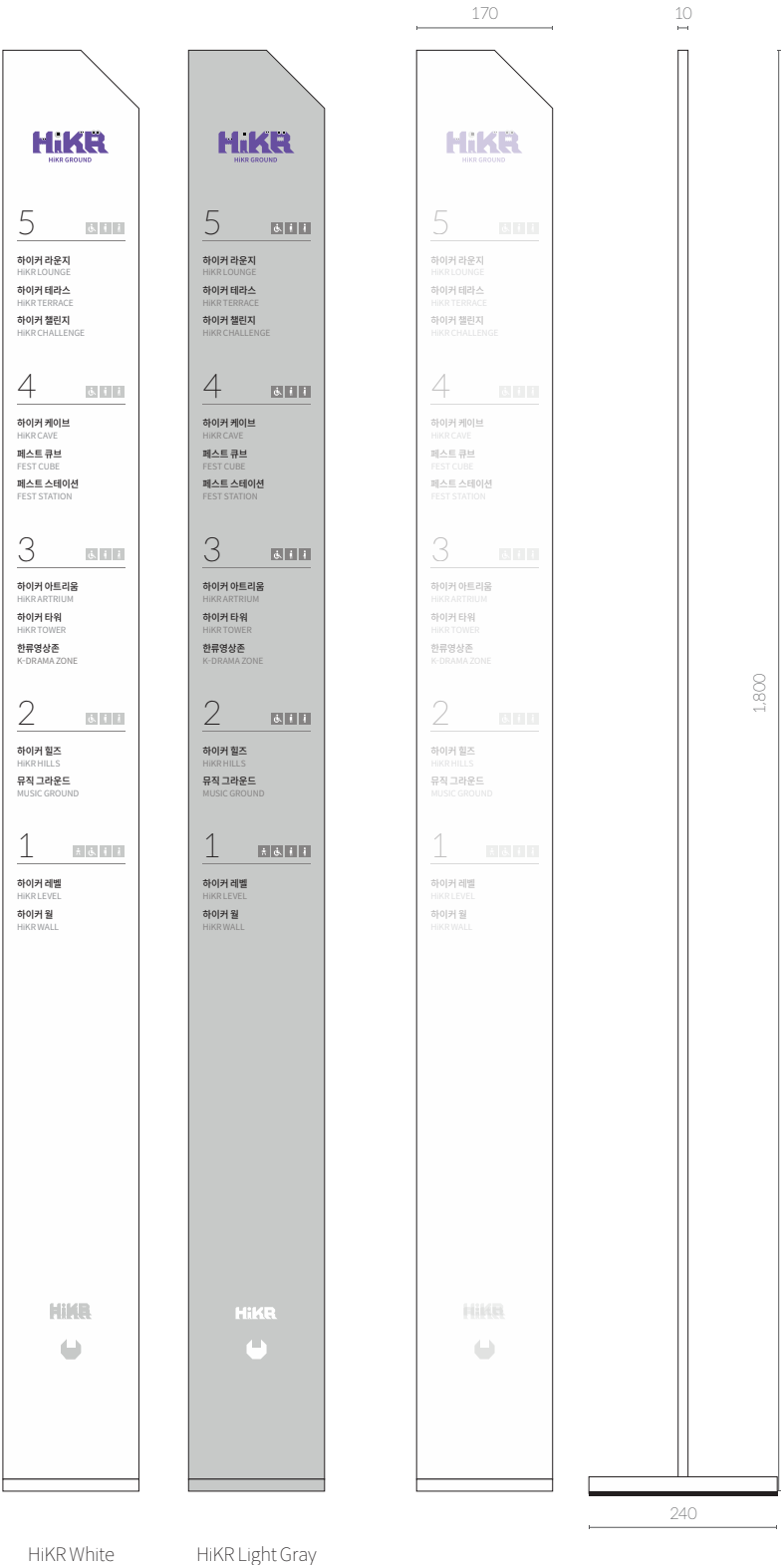
Stand-Alone Type

Indoor

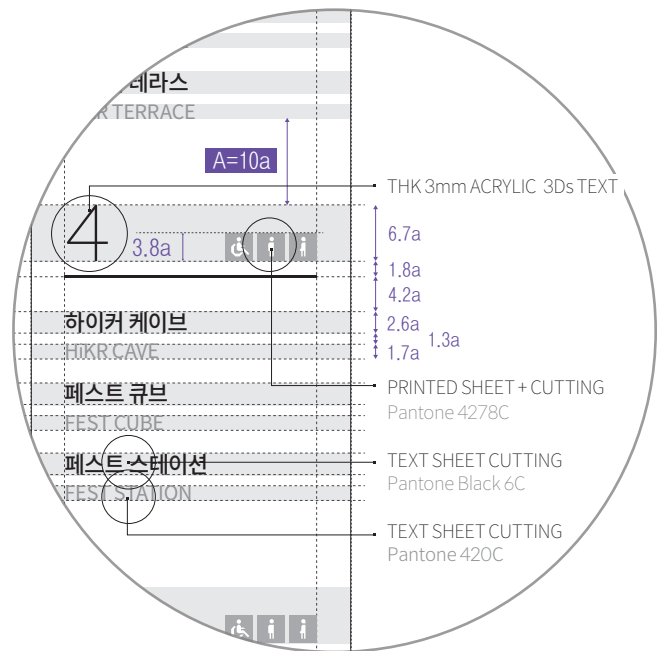
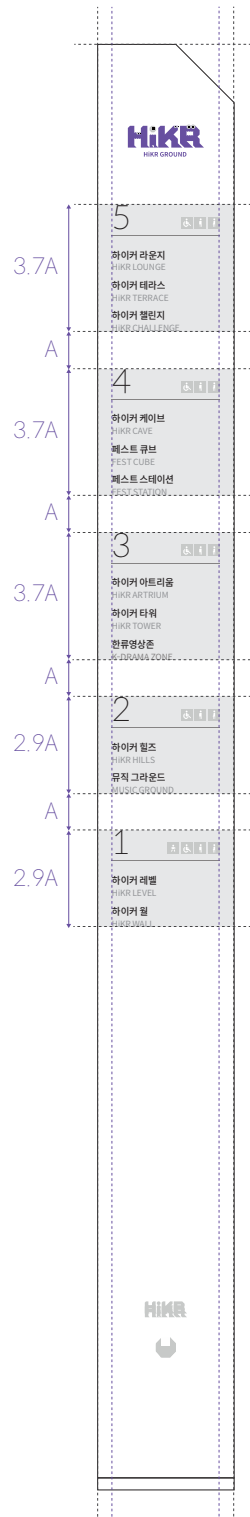
종합안내 사인\_L

### Specification

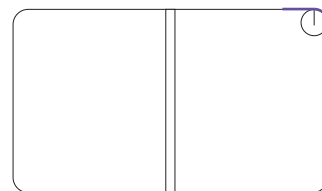
THK 8 mm STEEL PANEL +  
THK 10 mm STEEL STAND  
APP COLOR PAINT LAC`Q FIN  
PRINTED TEXT SHEET  
TEXT SHEET CUTTING  
170 x 1,800



## Grid System



## Detail



- Radius 5mm
- Steel Stand All Coners Radius 4 mm



## O4. SIGN ELEMENTS

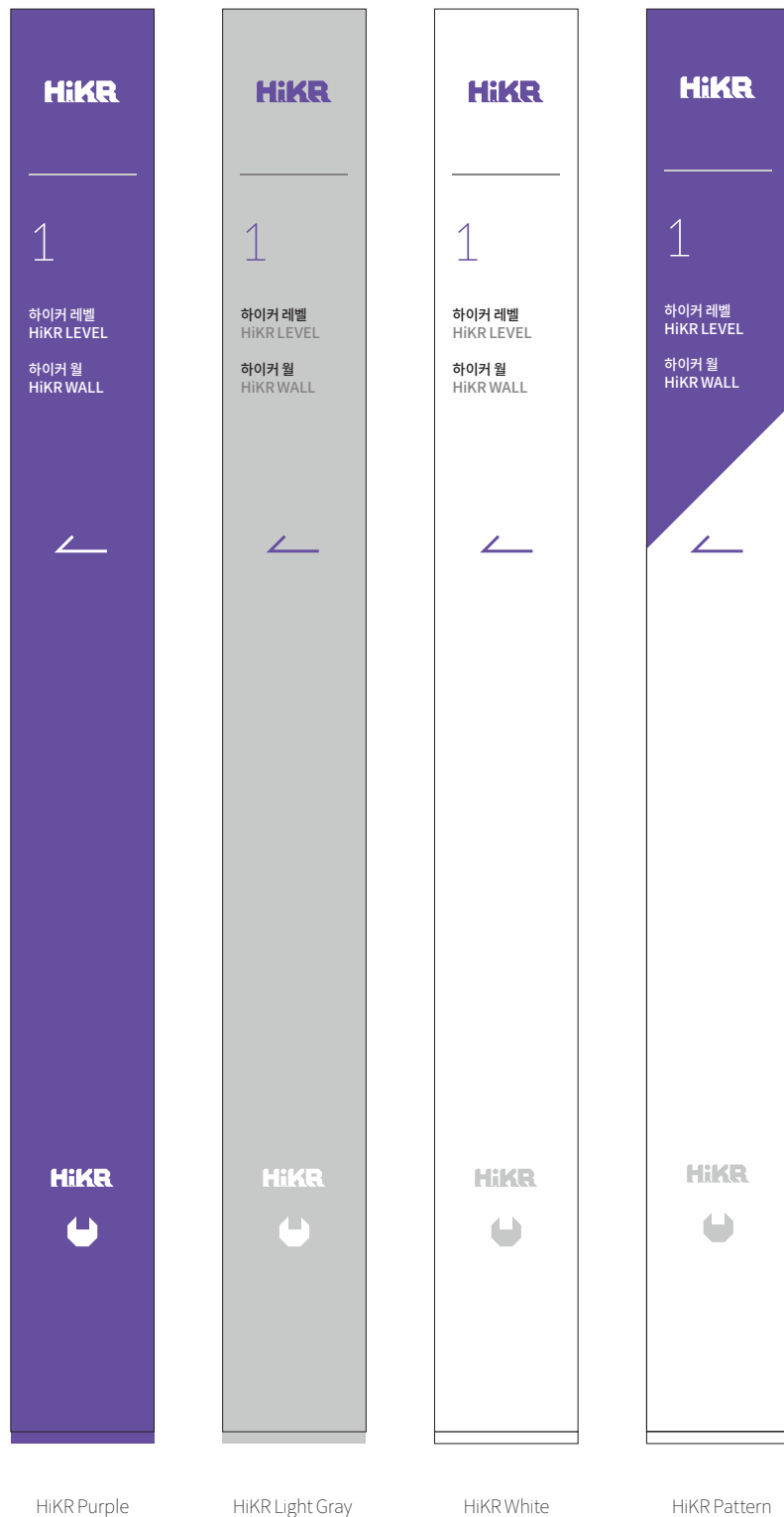
Stand-Alone Type

Indoor

층안내 사인\_S

### Specification

THK 8 mm STEEL PANEL +  
THK 10 mm STEEL STAND  
APP COLOR PAINT LAC`Q FIN  
PRINTED TEXT SHEET  
TEXT SHEET CUTTING  
120 x 1,200





# 04. SIGN ELEMENTS

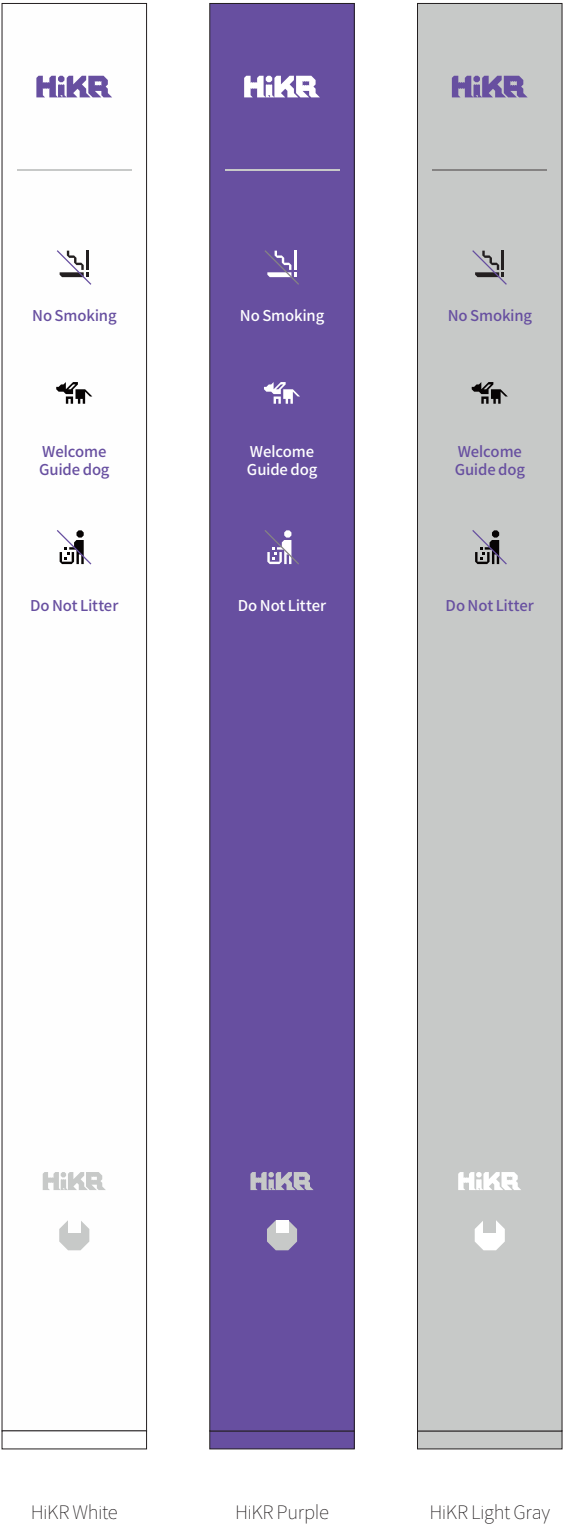
Stand-Alone Type

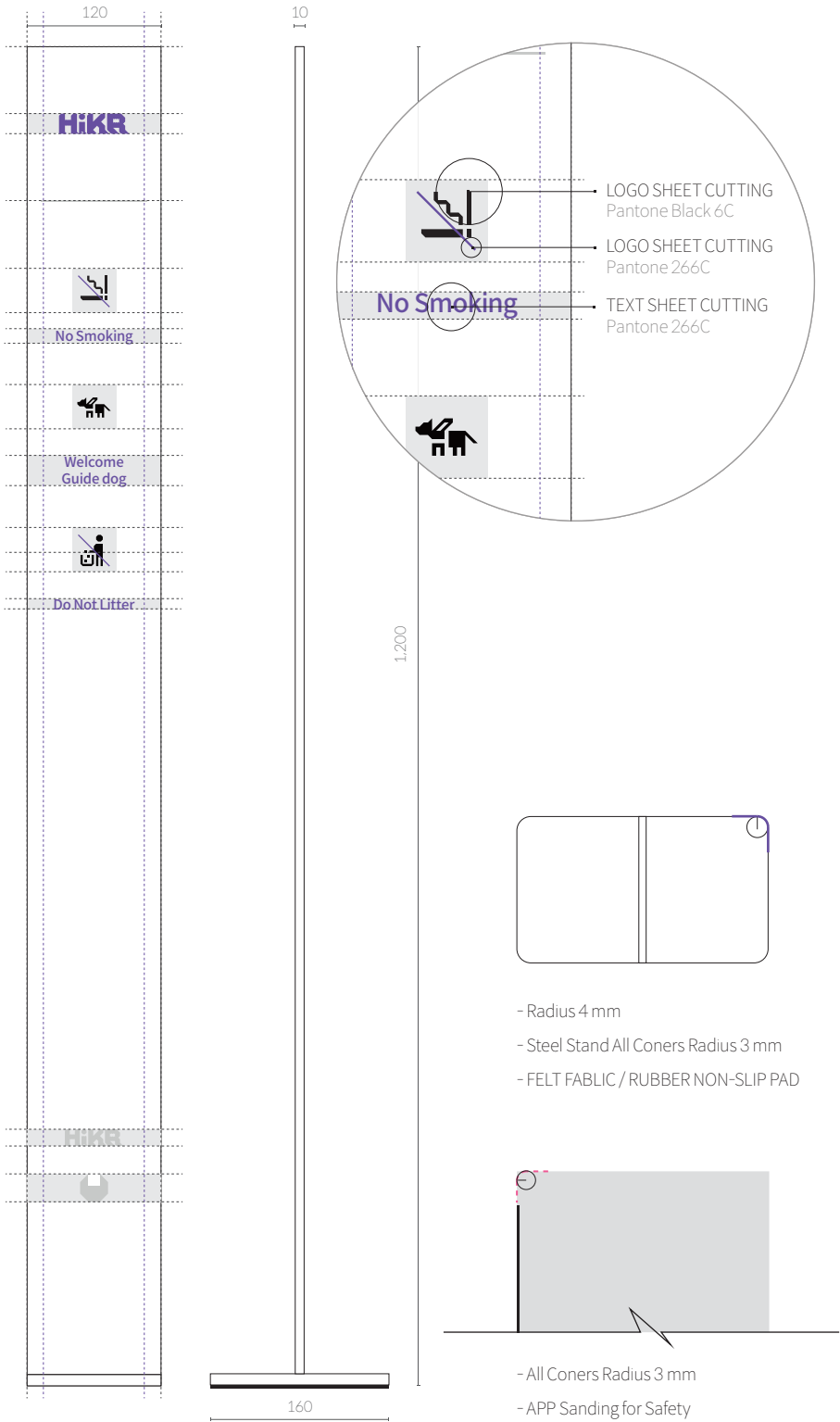
Indoor

정보안내 사인\_S

## Specification

THK 8 mm STEEL PANEL +  
THK 10 mm STEEL STAND  
APP COLOR PAINT LAC`Q FIN  
PRINTED TEXT SHEET  
TEXT SHEET CUTTING  
120 x 1,200





## 04. SIGN ELEMENTS

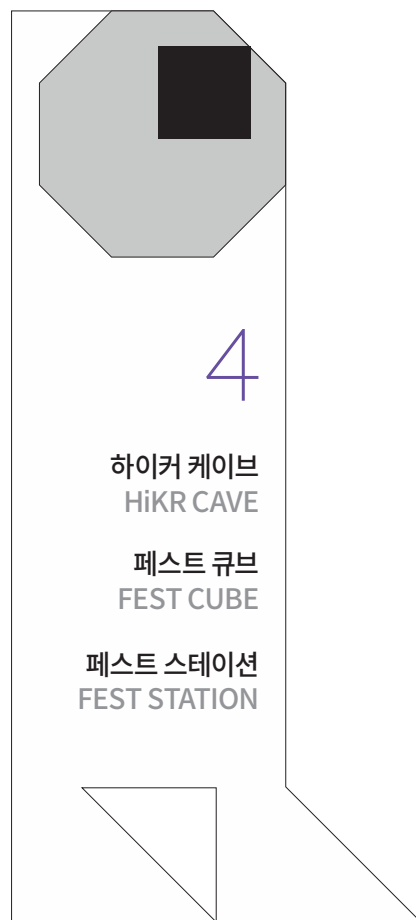
Wall Mount Type

Indoor

층안내 사인\_L

### Specification

THK 10 mm ACRYLIC  
THK 3mm ACRYLIC 3Ds TEXT  
TEXT SHEET CUTTING  
CHARACTER DEVICE LENTICULAR  
400x 180

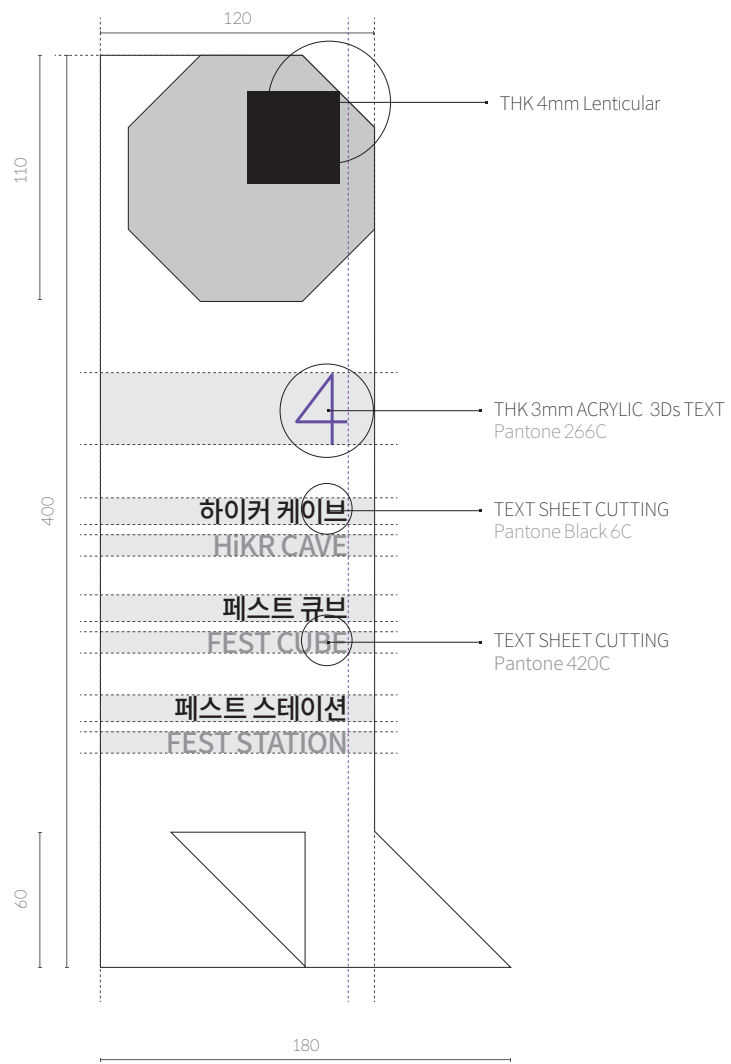


HiKR White

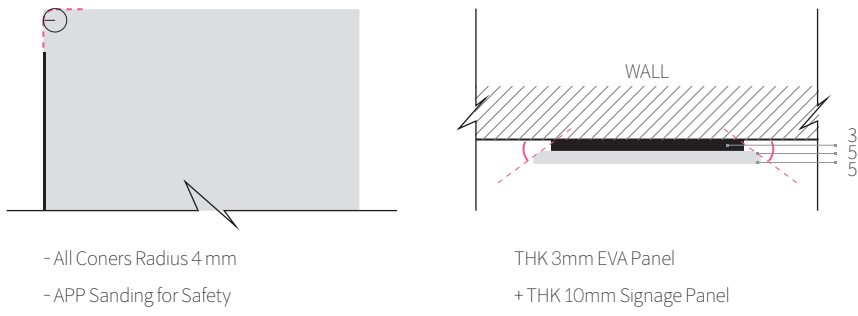


HiKR Purple

Grid System / Alignment / Size



Detail



## 04. SIGN ELEMENTS

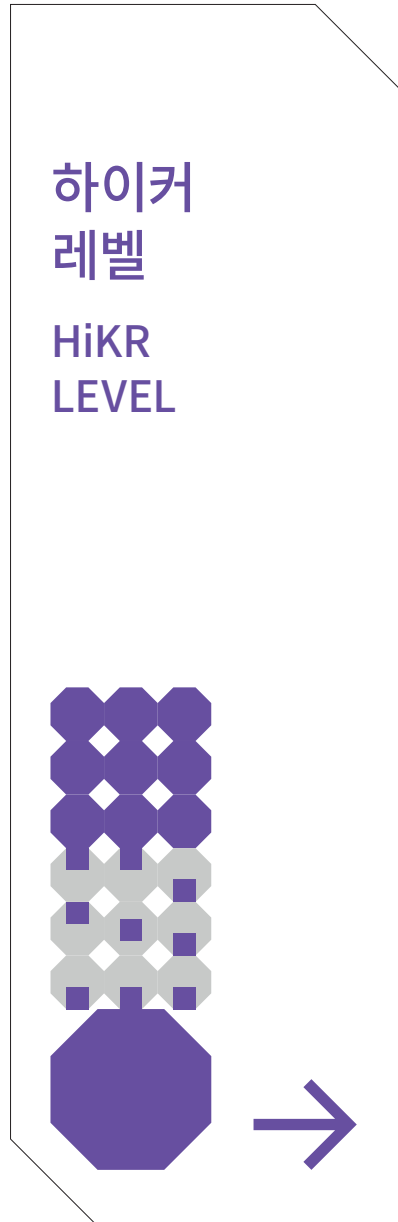
Wall Mount Type

Indoor

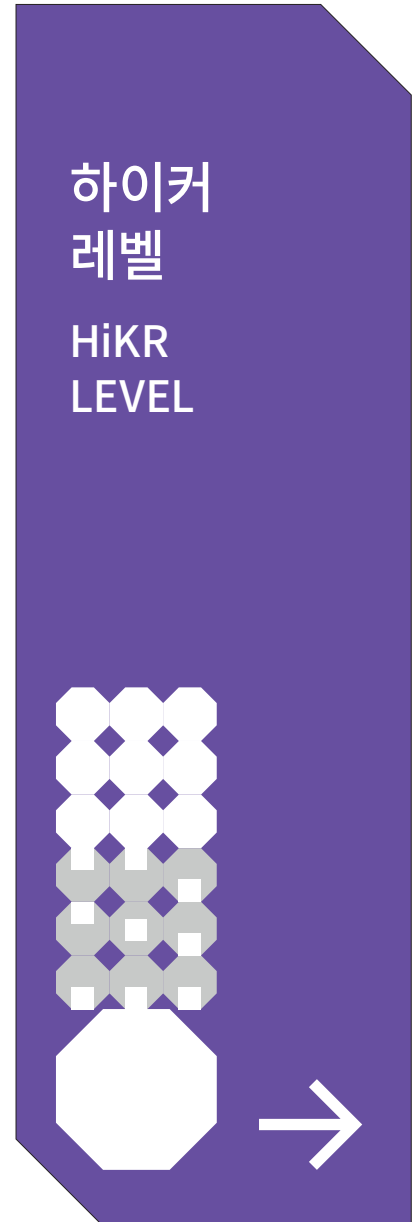
방향안내 사인\_L

### Specification

THK 10 mm ACRYLIC  
THK 3mm ACRYLIC 3Ds TEXT  
TEXT SHEET CUTTING  
400 x 180

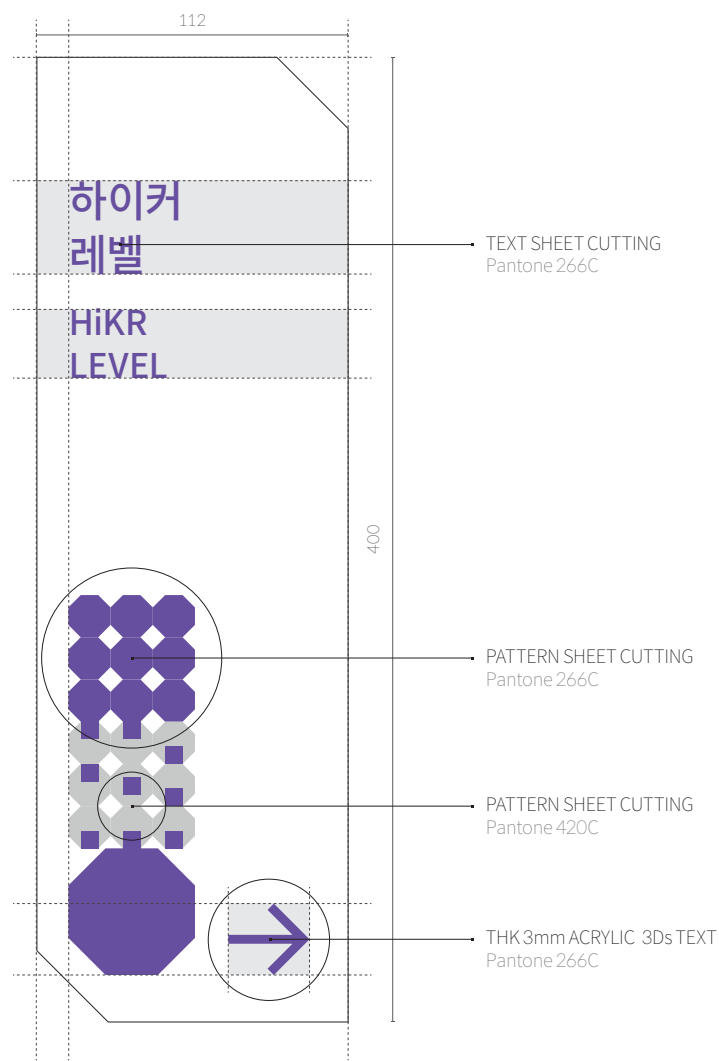


HiKR White

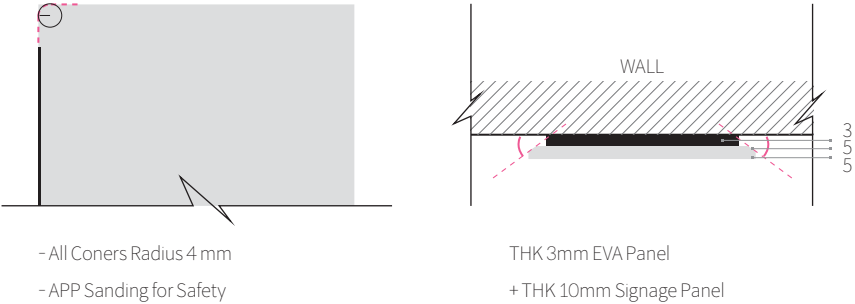


HiKR Purple

Grid System / Alignment / Size



Detail



## 04. SIGN ELEMENTS

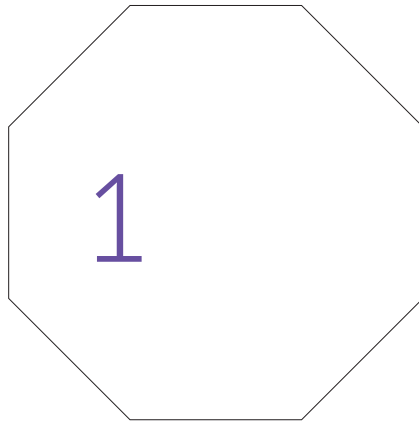
Wall Mount Type

Indoor

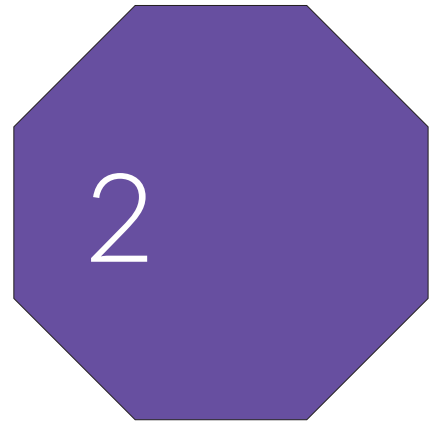
층안내 사인 / 방향안내 사인\_M

### Specification

THK 5 mm ACRYLIC  
THK 3mm ACRYLIC 3Ds TEXT  
TEXT SHEET CUTTING  
400 x 180



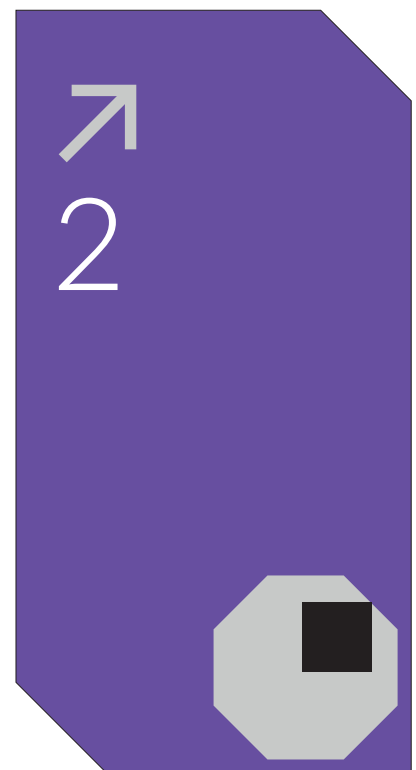
HiKR White



HiKR Purple

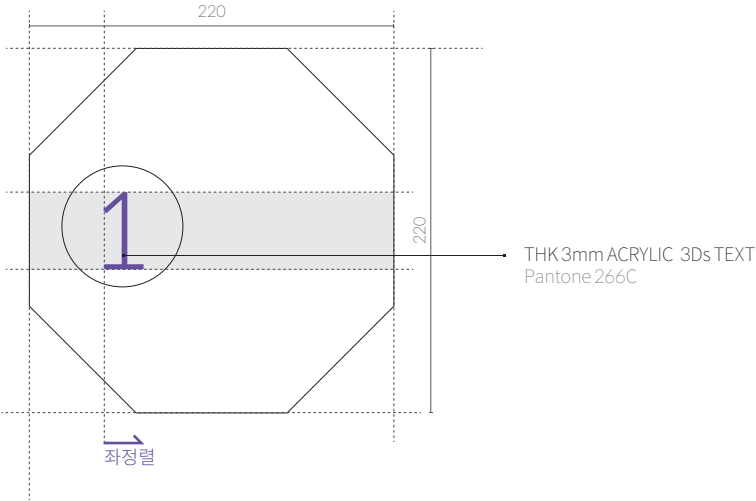


HiKR White

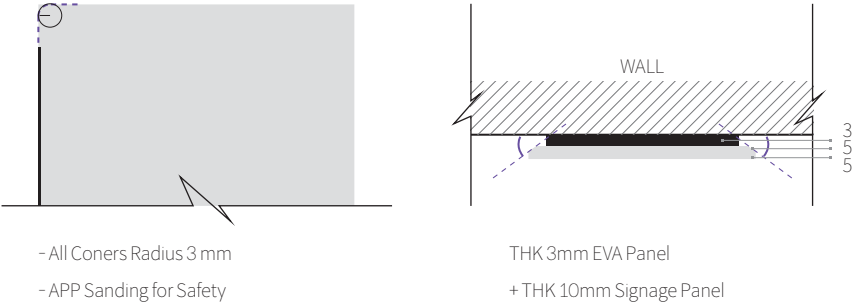


HiKR Purple

Grid System / Alignment / Size



Detail



## 04. SIGN ELEMENTS

Wall Mount Type

Indoor

정보안내 사인 / 실명 사인\_M

### Specification

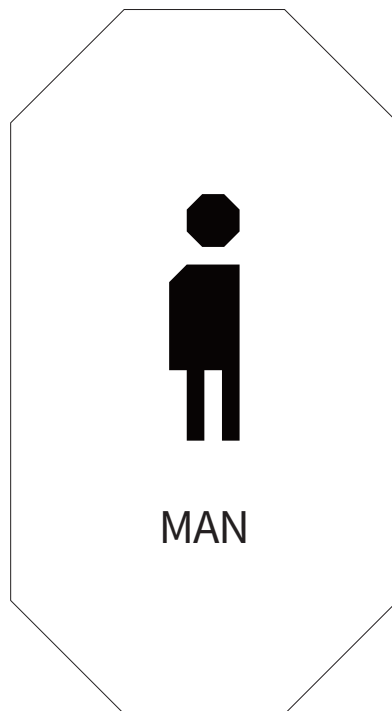
THK 5 mm ACRYLIC  
CHARACTER DEVICE LENTICULAR  
TEXT SHEET CUTTING  
110x200



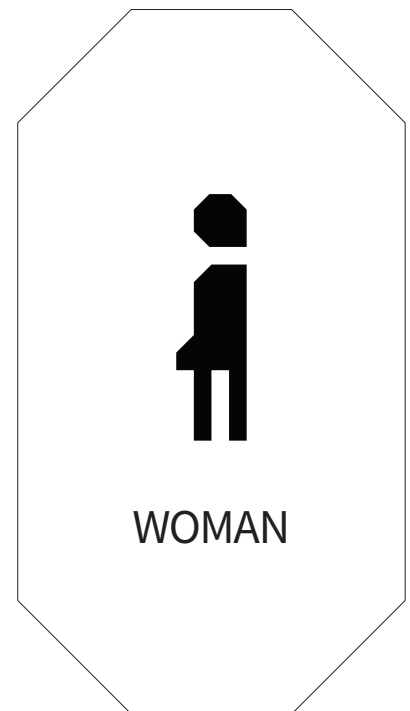
HiKR White



HiKR Purple

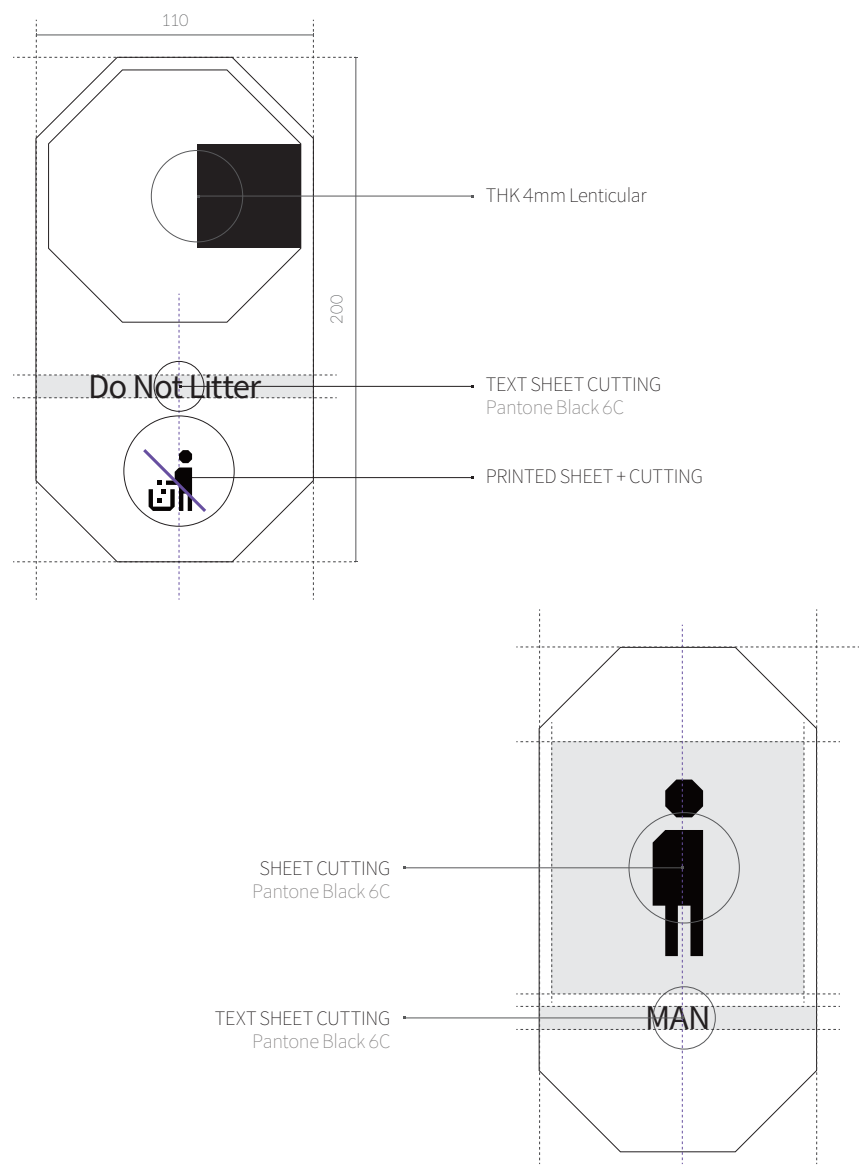


HiKR White

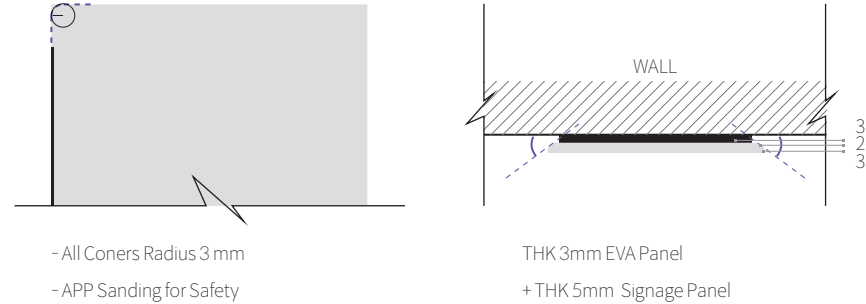


HiKR White

Grid System / Alignment / Size



Detail



## 04. SIGN ELEMENTS

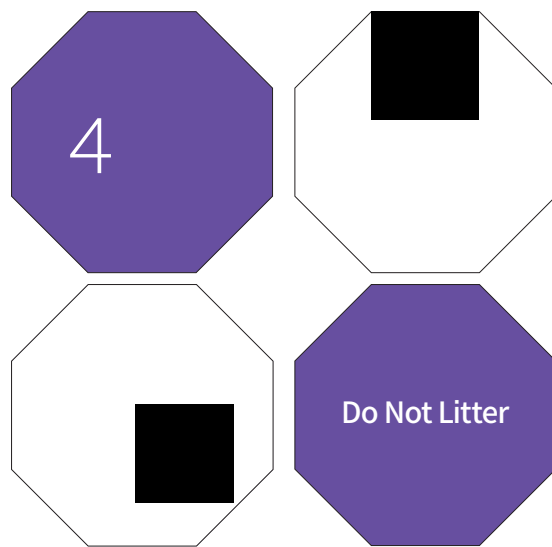
Wall Mount Type

Indoor

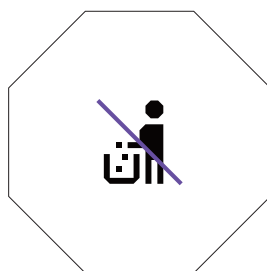
정보안내 사인\_S

### Specification

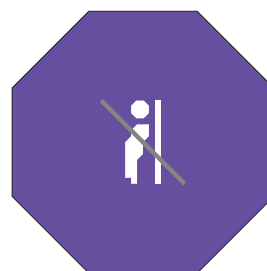
THK 5 mm ACRYLIC  
TEXT SHEET CUTTING  
110x 110



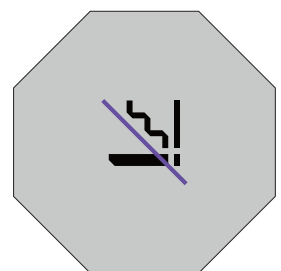
HiKR White / Purple



HiKR White

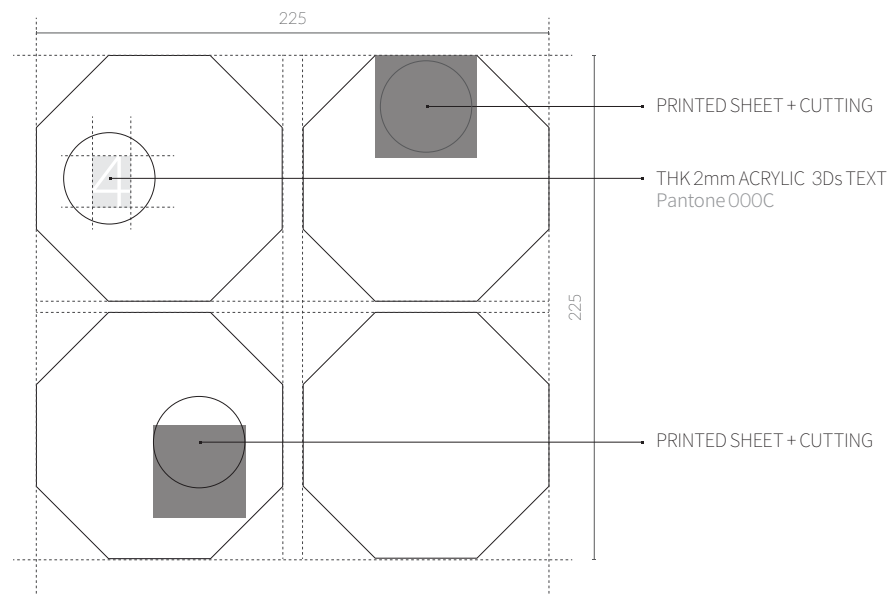


HiKR Purple

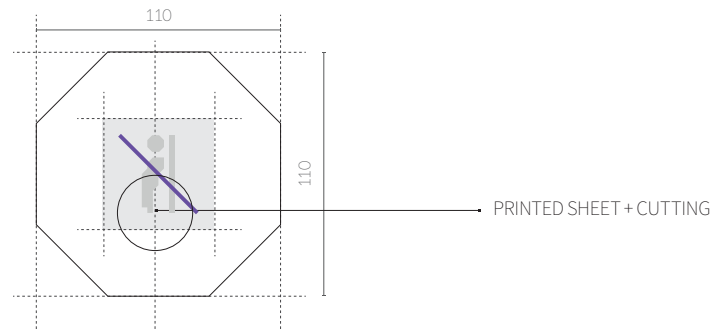


HiKR Light Gray

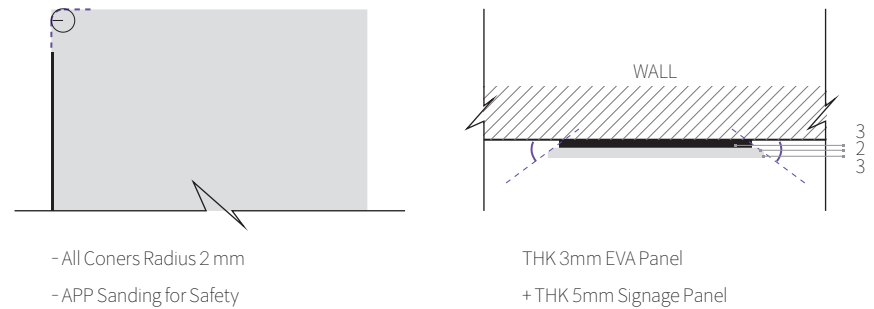
Grid System / Alignment / Size



Grid System / Alingment / Size



Detail



## 04. SIGN ELEMENTS

Wall Mount Type

Indoor

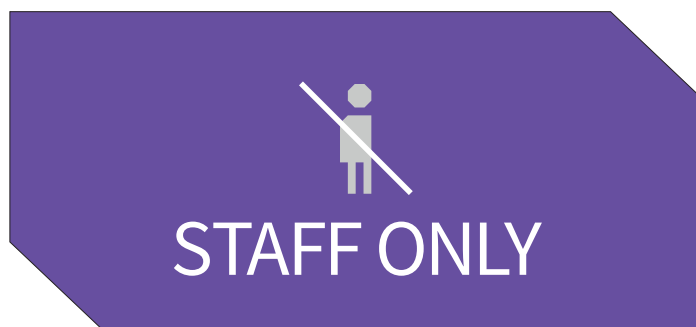
실명 사인\_S

### Specification

THK 5 mm ACRYLIC  
TEXT SHEET CUTTING  
120 x 55

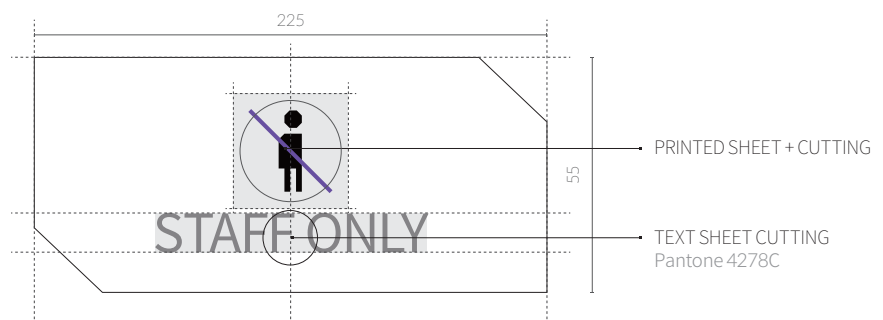


HiKR White



HiKR Purple

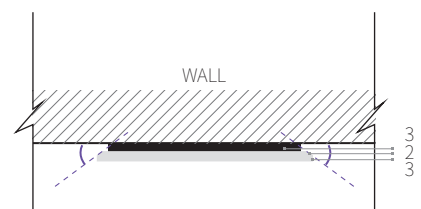
## Grid System / Alignment / Size



## Detail



- All Coners Radius 2 mm
- APP Sanding for Safety



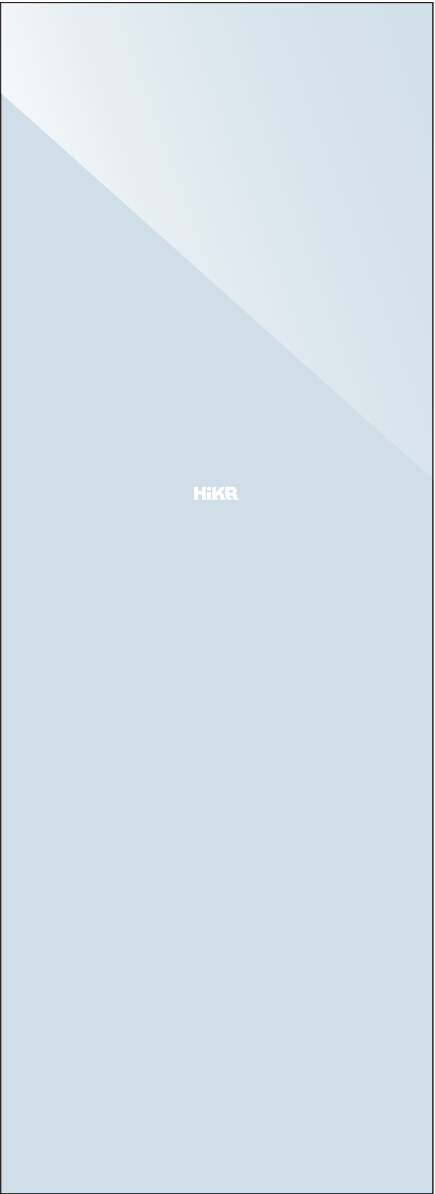
- THK 3mm EVA Panel
- + THK 5mm Signage Panel

04. SIGN ELEMENTS

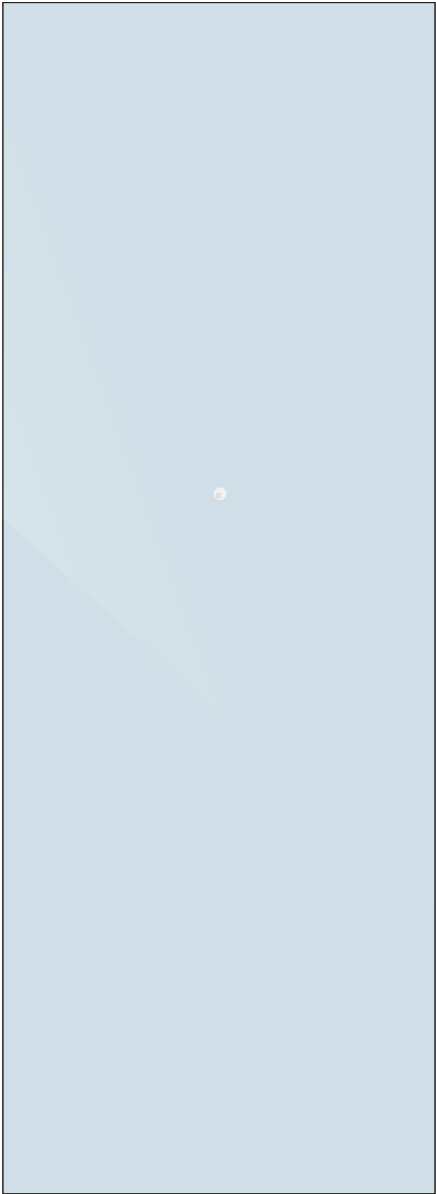
Glass Graphic

Indoor

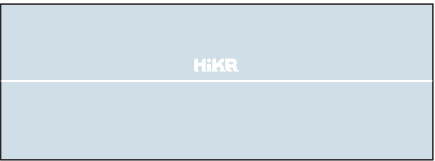
Specification  
SHEET CUTTING



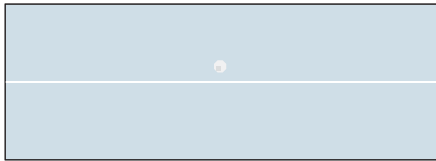
Type A-1



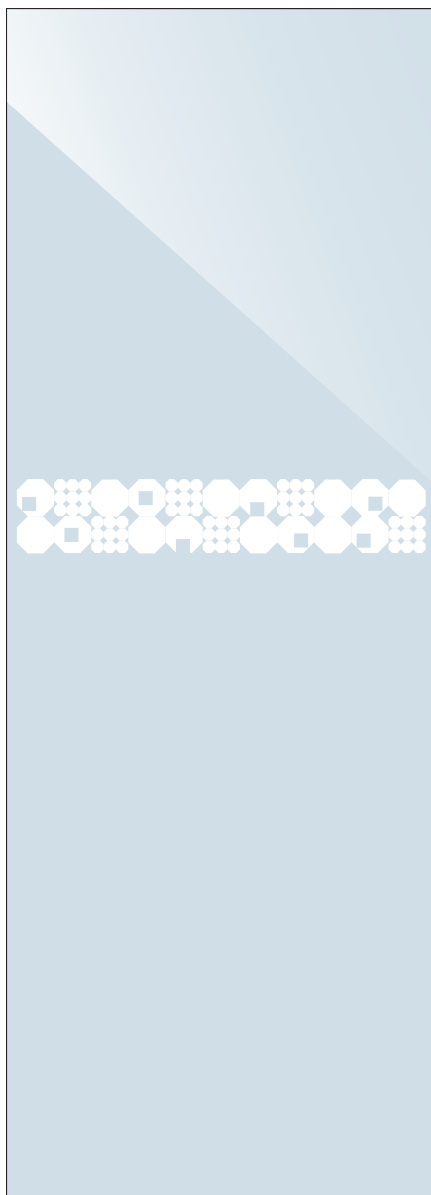
Type B-1



Type A-2



Type B-2



Type C

## 04. SIGN ELEMENTS

Glass Graphic

Indoor

### Specification

THK 5 mm ACRYLIC  
TEXT SHEET CUTTING  
110x110

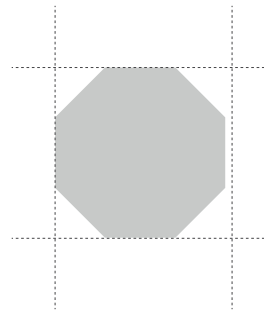
Type A-1



Type A-2



Type B-1

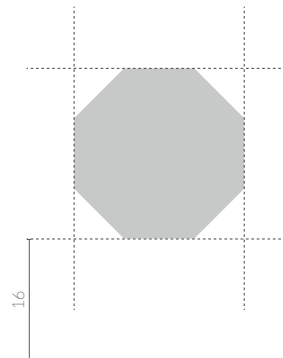


- 22.5 x 22.5

- 1/1 Scale

- Milk White Etching Sheet Cutting

Type B-2



- 22.5 x 22.5

- 1/1 Scale

- Milk White Etching Sheet Cutting

## 04. SIGN ELEMENTS

Glass Graphic

Indoor

### Specification

THK 5 mm ACRYLIC  
TEXT SHEET CUTTING  
110x 110

Type C



- N x 120
- 1 / 2 Scale
- Milk White Etching Sheet Cutting



# 04. SIGN ELEMENTS

Stand-Alone Type

Indoor

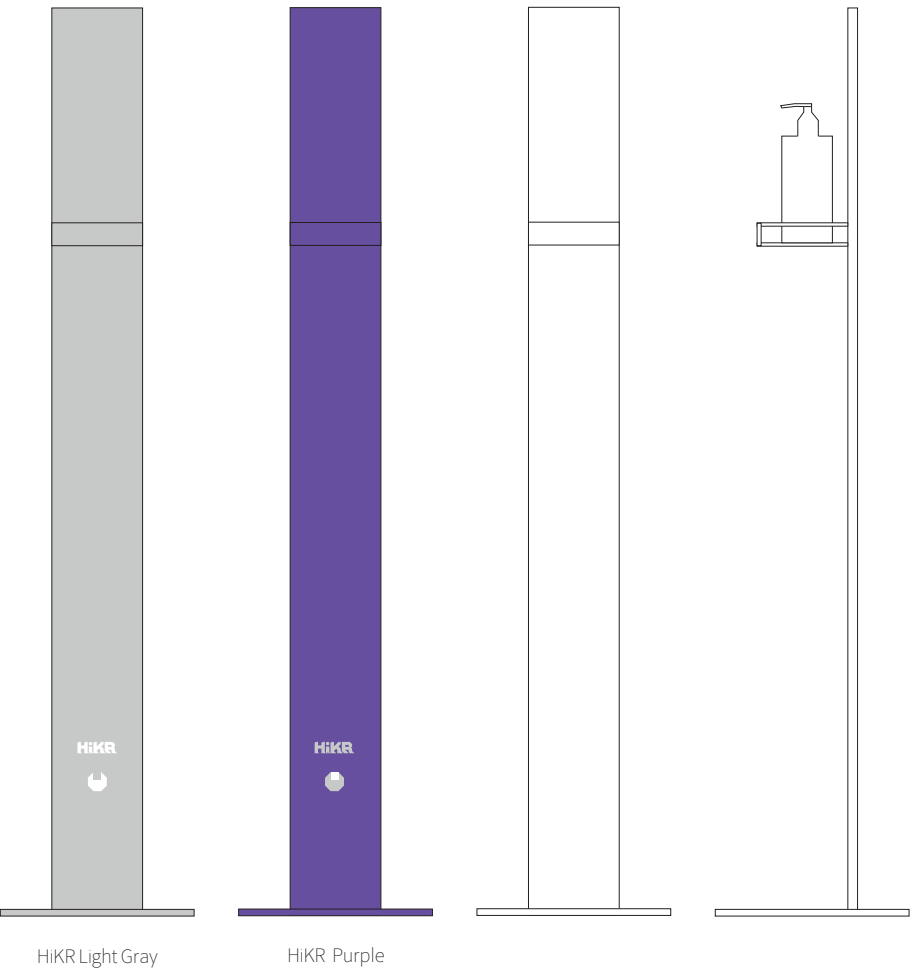
손독제 디스펜서 서스펜션 사인\_S

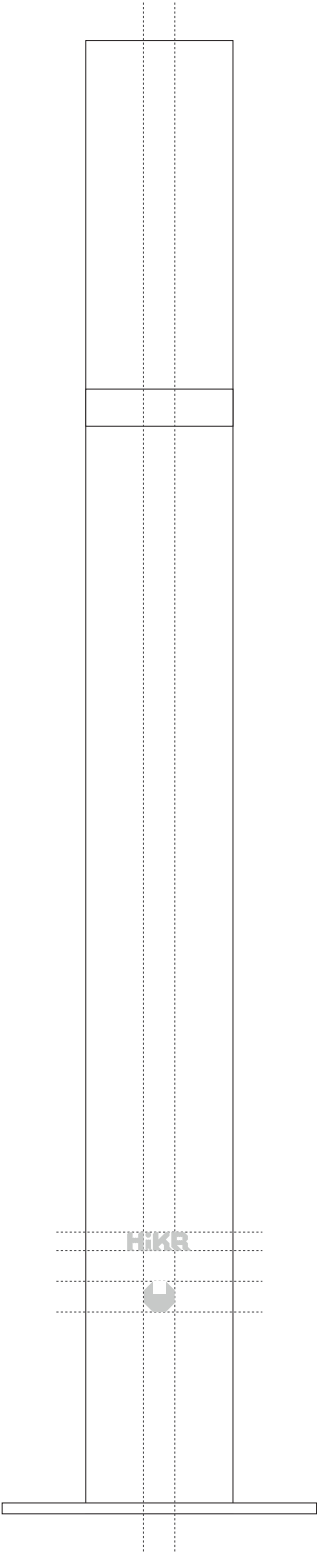
## Specification

THK 6 mm STEEL PANEL  
+ THK 10 mm STEEL STAND  
+ FELT FABRIC RUBBER NON SLIP PAD

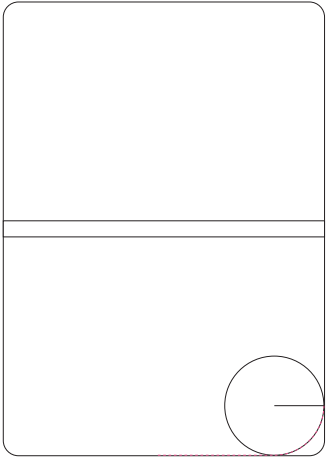
HOLDER  
THK 3mm STEEL PANEL

1200 x 120





- All Coners Radius 3 mm
- APP Sanding for Safety



- Radius 4 mm
- Steel Stand All Coners Radius 3 mm

## 04. SIGN ELEMENTS

Stand-Alone Type

Indoor

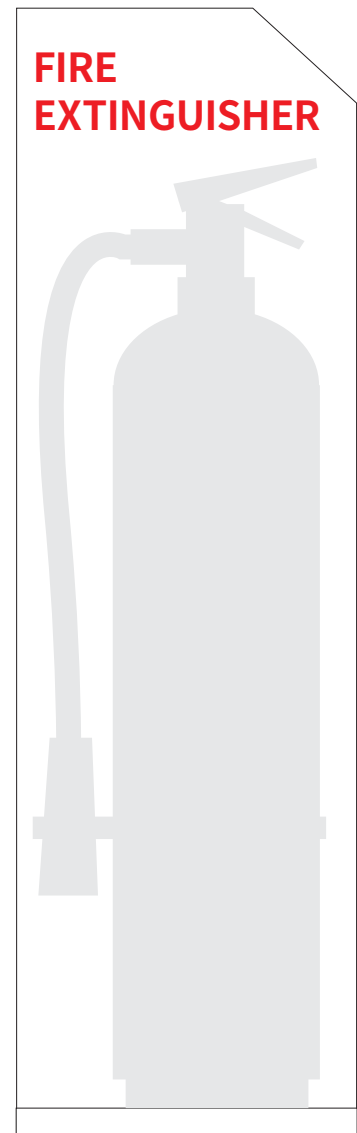
소화기 거치대 사인\_S

### Specification

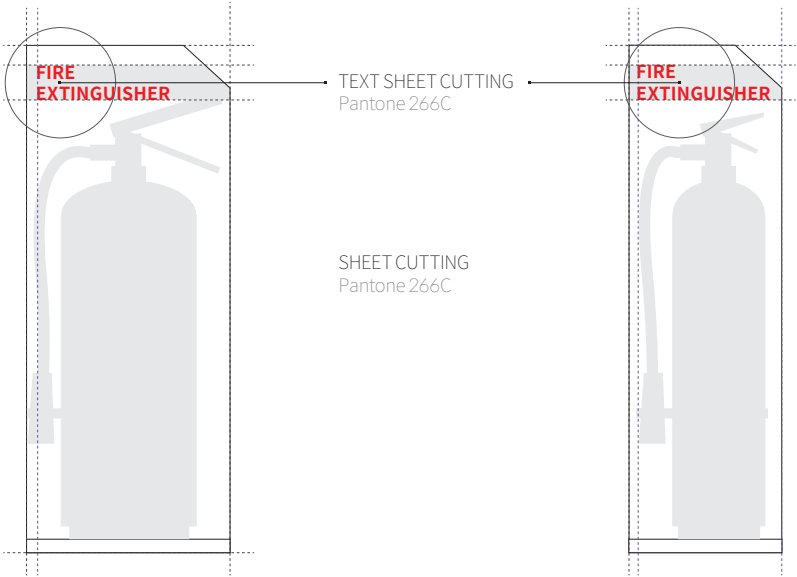
THK 8 mm STEEL PANEL  
TEXT SHEET CUTTING  
FELT FABRIC / RUBBER NON-SLIP PAD  
200 x 500 // 150 x 500



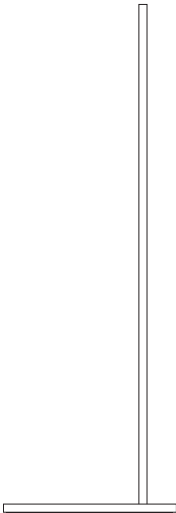
HiKR White



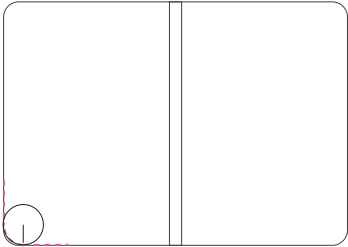
HiKR Purple



Detail



- THK 8 mm STEEL PANEL
- FELT FABRIC / RUBBER NON-SLIP PAD



- All Coners Radius 2 mm
- APP Sanding for Safety



- All Coners Radius 3 mm
- APP Sanding for Safety

## 04. SIGN ELEMENTS

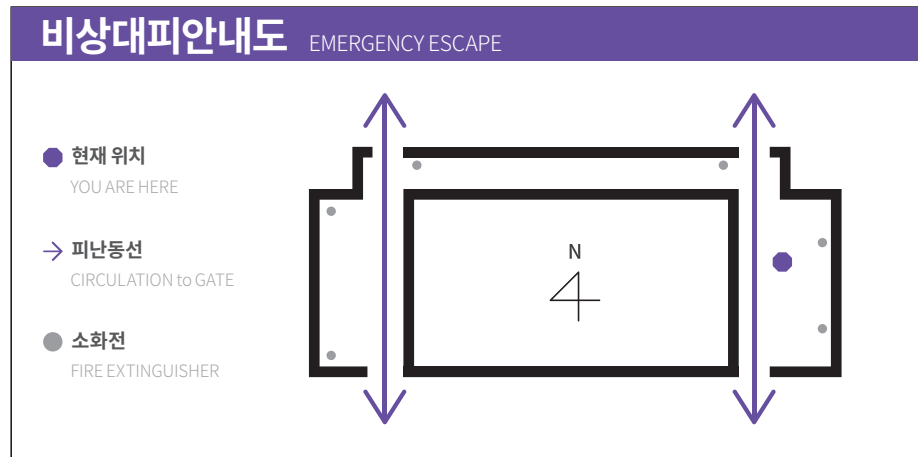
Wall Mount Type

Indoor

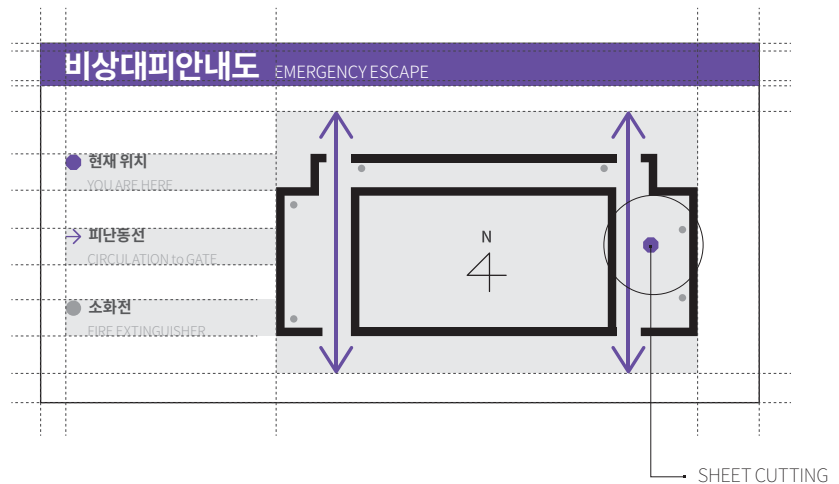
비상동선안내 사인\_S

### Specification

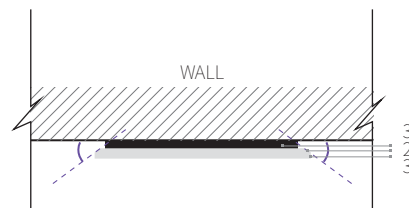
THK 5mm ACRYLIC  
PRINTED COLOR SHEET  
TEXT SHEET CUTTING  
300x150



### Grid System / Alignment



### Detail



THK 3mm EVA Panel  
+ THK 5mm Signage Panel

## Specification

COLOR PRINTED TRANSPARENCY FILM  
300x150

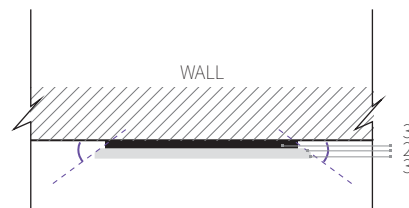
**1 소화전함을 열고 노즐을 잡고 적재된 호스를 함 밖으로 꺼낸다.**  
Open the fire hydrant cabinet and take out the hose and grab the nozzle.

**2 소화전 밸브를 왼쪽으로 돌려서 개방한다.**  
Open the valve by turning it counter clockwise.

**3 두손으로 관창(노즐)을 잡고 불이 난 곳까지 호스를 전개하여 불을 끈다.**  
Grasp the nozzle with both hands and bring the nozzle near the fire point and extinguish it.

**4 화재 진화를 마치면 소화전 밸브를 잠근다.**  
Close the nozzle after the fire is extinguished.

## Detail



THK 3mm EVA Panel  
+ THK 5mm Signage Panel

BRAND IDENTITY

**DESIGN GUIDE BOOK**



SIGNAGE OFFICE SPACE

BOOK\_ C

# 01. Design Principle

## Color System

### Light Gray

Pantone Coolgray 1U  
C 13 M 11 Y 12 K 0  
R 218 G 216 B 214  
Hex #DAD8D6

### White

KCI - 3061  
7.6Y 9.4 / 0.6

### Dark Black

Pantone Black 6U  
C 67 M 61 Y 51 K 32  
R 78 G 77 B 85  
Hex #4E4D55

---

### Extra Mini

Pantone 191U  
C 0 M 86 Y 30 K 4  
R 228 G 71 B 115  
Hex #E44773

### Dark Gray

Pantone 191U  
C 62 M 54 Y 58 K 30  
R 89 G 88 B 84  
Hex #595854

## 02. Typography

### Typeface

Positive

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Bold

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Medium

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Regular

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Light

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Thin

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -20

# 노토 산스 볼드

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -20

# 노토 산스 미디움

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -20

# 노토 산스 레귤러

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -20

# 노토 산스 라이트

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -20

# 노토 산스 띠

Negative

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Bold

Noto Sans CJK KR Medium, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Medium

Noto Sans CJK KR Regular, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Regular

Noto Sans CJK KR Light, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Light

Noto Sans CJK KR Thin, Optical Type, Horizontal scale 99%, Letter spacing -10

# Noto Sans CJK KR Thin

Noto Sans CJK KR Bold, Optical Type, Horizontal scale 99%, Letter spacing -20

# 노토 산스 볼드

Noto Sans CJK KR Medium, Optical Type, Horizontal scale 99%, Letter spacing -20

# 노토 산스 미디움

Noto Sans CJK KR Regular, Optical Type, Horizontal scale 99%, Letter spacing -20

# 노토 산스 레귤러

Noto Sans CJK KR Light, Optical Type, Horizontal scale 99%, Letter spacing -20

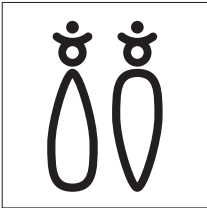
# 노토 산스 라이트

Noto Sans CJK KR Thin, Optical Type, Horizontal scale 99%, Letter spacing -20

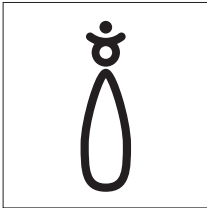
# 노토 산스 띠

03. Pictograms

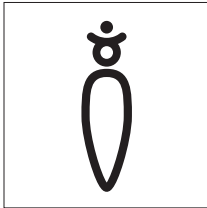
Positive



Toilet



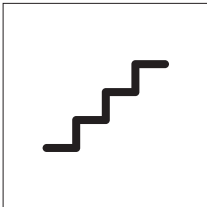
Man



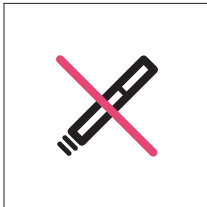
Woman



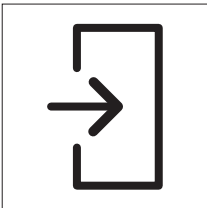
RestRoom for Disabled



Stair



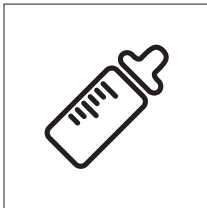
No Smoking



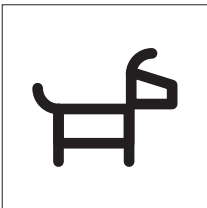
Exit



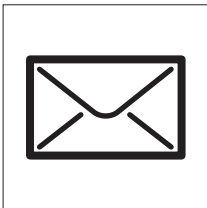
Mask



Feeding Room



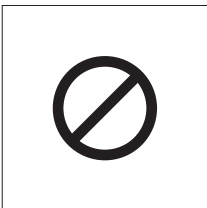
Only Guide Dog



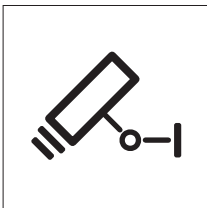
Post



Fire Extinguishing



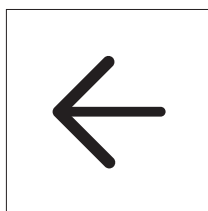
Staff Only



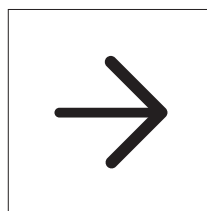
CCTV



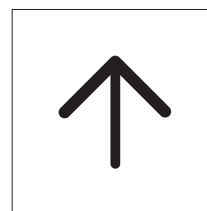
Wi-Fi



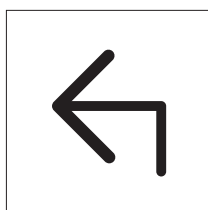
Direction to LEFT



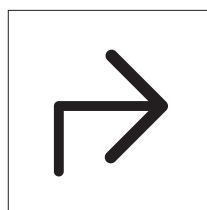
Direction to RIGHT



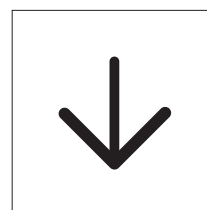
Direction to FRONT



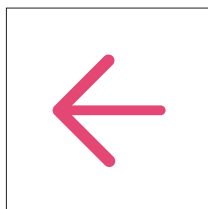
Turn to LEFT



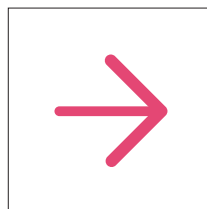
Turn to RIGHT



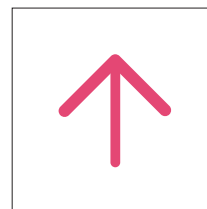
Direction to BACK



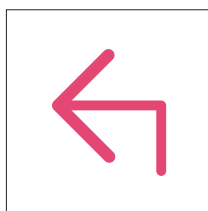
Emergency Exit to LEFT



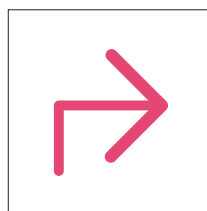
Emergency Exit to RIGHT



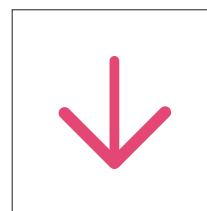
Emergency Exit to FRONT



Emergency Exit turn LEFT



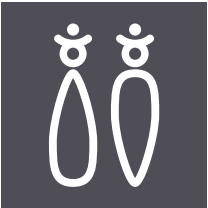
Emergency Exit turn RIGHT



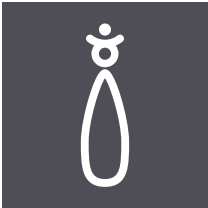
Emergency Exit to BACK

# 03. Pictograms

Negative



Toilet



Man



Woman



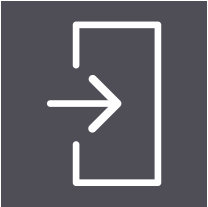
RestRoom for Disabled



Stair



No Smoking



Exit



Mask



Feeding Room



Only Guide Dog



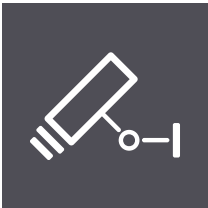
Post



Fire Extinguishing



Staff Only

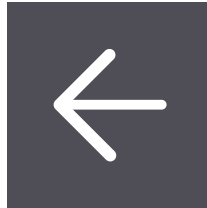


CCTV



Wi-Fi

Negative



Direction to LEFT



Direction to RIGHT



Direction to FRONT



Turn to LEFT



Turn to RIGHT



Direction to BACK



Emergency Exit to LEFT



Emergency Exit to RIGHT



Emergency Exit to FRONT



Emergency Exit turn LEFT



Emergency Exit turn RIGHT



Emergency Exit to BACK

## 04. Materials

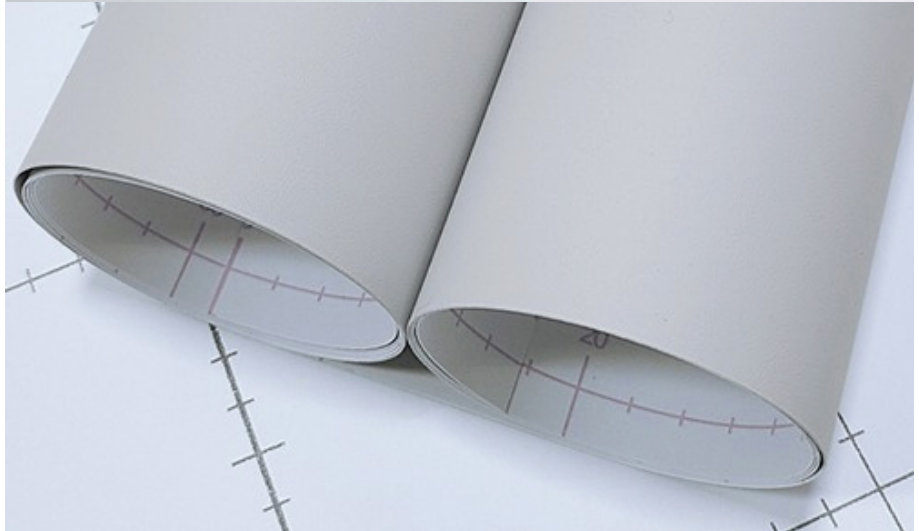
Painted Steel / 금속 도장



Painted Acrylic / 아크릴 도장



Print Sheet / 실사 출력 시트



---

Etching Sheet / 에칭 시트



Galvalume / 갈바리움







ENTER SEOUL CENTER SEOUL CENTER SEOUL CENTER  
R SEOUL CENTER SEOUL CENTER SEOUL CENTER

## 05. Sign Elements

### Signage Hierarchy

#### Specification

2,500

2,000

1,500

1,000

500

0

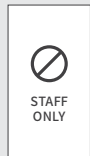
컨텐츠코리아랩 Contents Korea Lab	17
CKL 비즈센터 Contents Korea Lab Biz Center	16
☞ 관광창업지원센터 KOCCA Contents Korea Lab	15
☞ 미래인재센터 KTO Future HR Center	15
CKL 기업육성센터 Contents Korea Lab Venture Space	14
CKL 기업육성센터 Contents Korea Lab Venture Space	13
CKL 기업육성센터 Contents Korea Lab Venture Space	12
CKL 창작지원센터 Contents Korea Lab Creator Lab	11
관광기업지원센터 Tourism Business Support Center	10
관광기업지원센터 Tourism Business Support Center	9
CKL 창작지원센터 Contents Korea Lab Creator Lab	8
관광기업지원센터 Tourism Business Support Center	7
☞ 한국관광공사 서울센터 KTO Seoul Center	6
하이커 그라운드 / 테라스 라운지 HAIKER GROUND / TERRACE LOUNGE	2-5
로비 / 하이커 그라운드 게이트 LOBBY / HAIKER GROUND GATE	1
CKL 스테이지 CKL STAGE	B1
주차장 Parking Lot	B2-B3

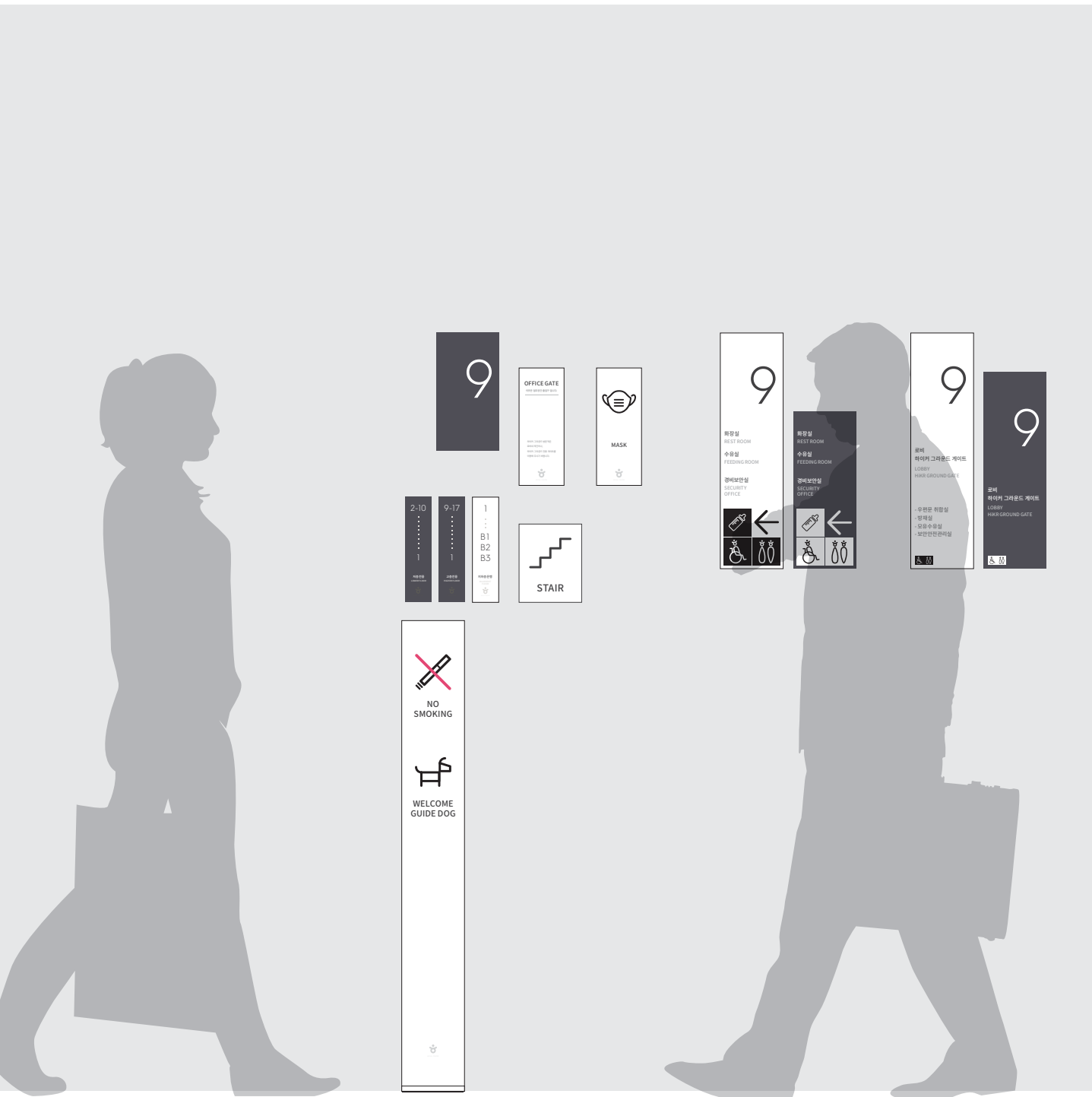
컨텐츠코리아랩 Contents Korea Lab	17
컨텐츠코리아랩 Contents Korea Lab	16
☞ 관광창업지원센터 KOCCA Contents Korea Lab	15
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주차장 Parking Lot	B2-B3

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관광기업지원센터 Tourism Business Support Center	9
관광기업지원센터 Tourism Business Support Center	8
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하이커 그라운드 / 테라스 라운지 HAIKER GROUND / TERRACE LOUNGE	2-5
로비 / 하이커 그라운드 게이트 LOBBY / HAIKER GROUND GATE	1
CKL 스테이지 CKL STAGE	B1
주차장 Parking Lot	B2-B3





## 05. Sign Elements

Stand Alone Type

Indoor

종합 안내 사인\_L

### Specification

SQ PIPE STRUCTURE  
+ GALVALUME CASING  
APP COLOR PAINT LAC`Q FIN  
330 x 2,100 x 80

컨텐츠코리아랩 Contents Korea Lab	17
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CKL 창작지원센터 Contents Korea Lab Creator Lab	8
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☞ 관광기업지원센터 Tourism Business Support Center	6
☞ 한국관광공사 서울센터 KTO Seoul Center	6
하이크 그라운드 / 테라스 라운지 HIKR GROUND / TERRACE LOUNGE	2-5
로비 / 하이크 그라운드 게이트 LOBBY / HIKR GROUND GATE	1
CKL 스테이지 CKL STAGE	B1
주차장 Parking Lot	B2-B3

Positive

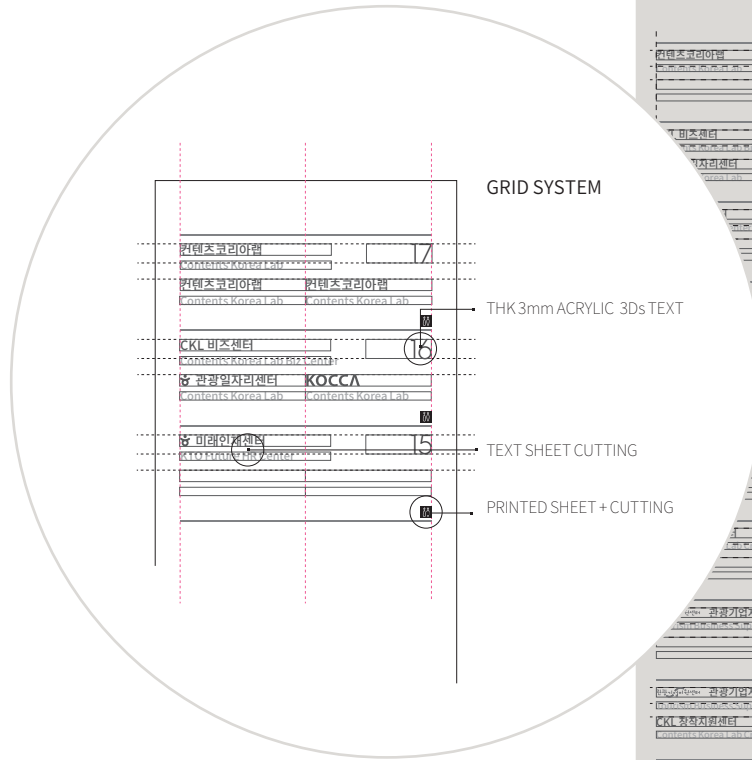
컨텐츠코리아랩 Contents Korea Lab	17
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☞ 관광기업지원센터 Tourism Business Support Center	9
CKL 창작지원센터 Contents Korea Lab Creator Lab	8
☞ 관광기업지원센터 Tourism Business Support Center	7
☞ 관광기업지원센터 Tourism Business Support Center	6
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로비 / 하이크 그라운드 게이트 LOBBY / HIKR GROUND GATE	1
CKL 스테이지 CKL STAGE	B1
주차장 Parking Lot	B2-B3

Gray

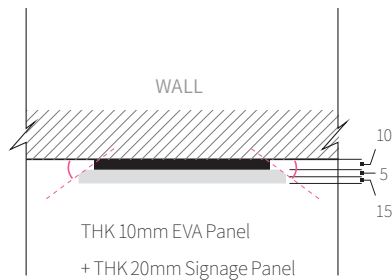
컨텐츠코리아랩 Contents Korea Lab	17
CKL 비즈센터 Contents Korea Lab Biz Center	16
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CKL 스테이지 CKL STAGE	B1
주차장 Parking Lot	B2-B3

Negative

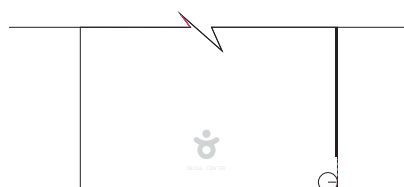
## Grid System / Alignment



## Detail



- 35 Degree Cutting



- APP Sanding for Safety
- All Coners Radius 3 mm



## 05. Sign Elements

Stand Alone Type

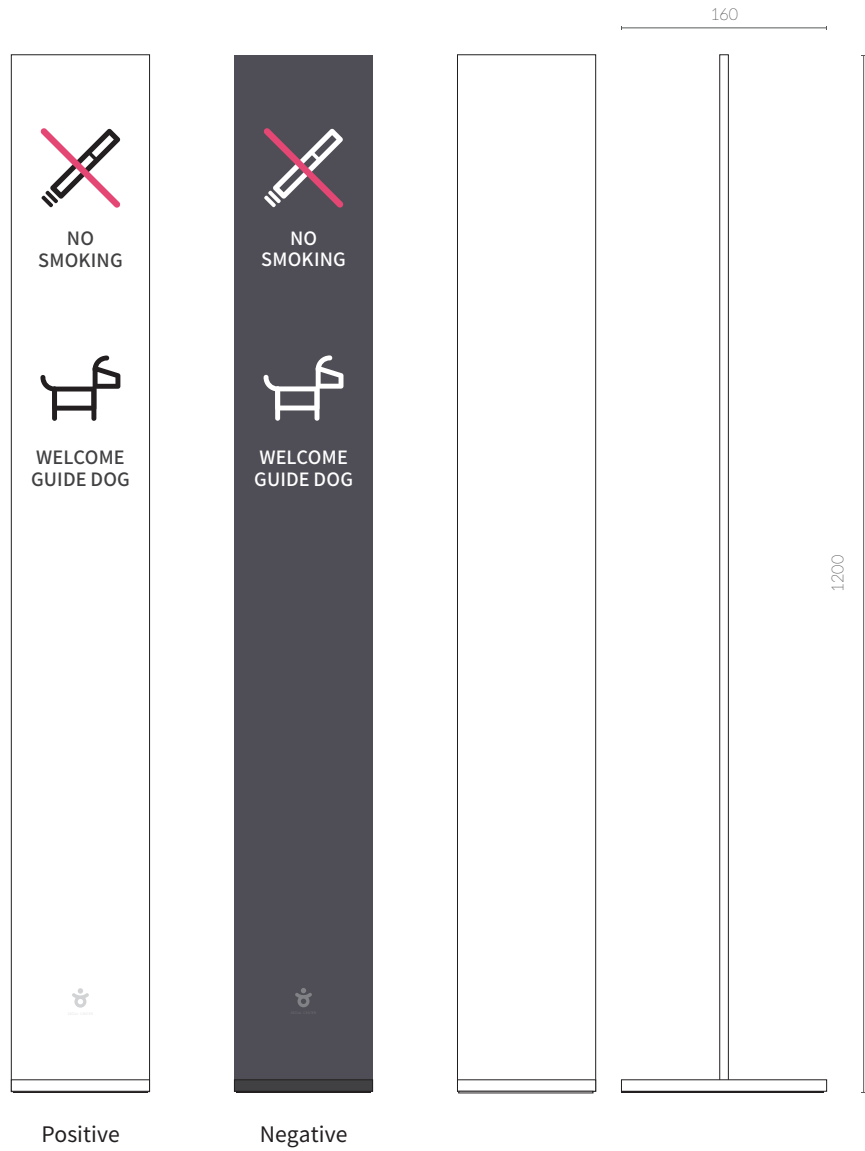
Indoor

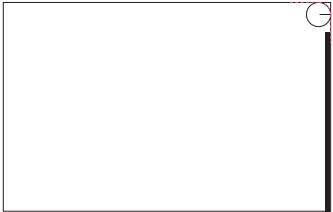
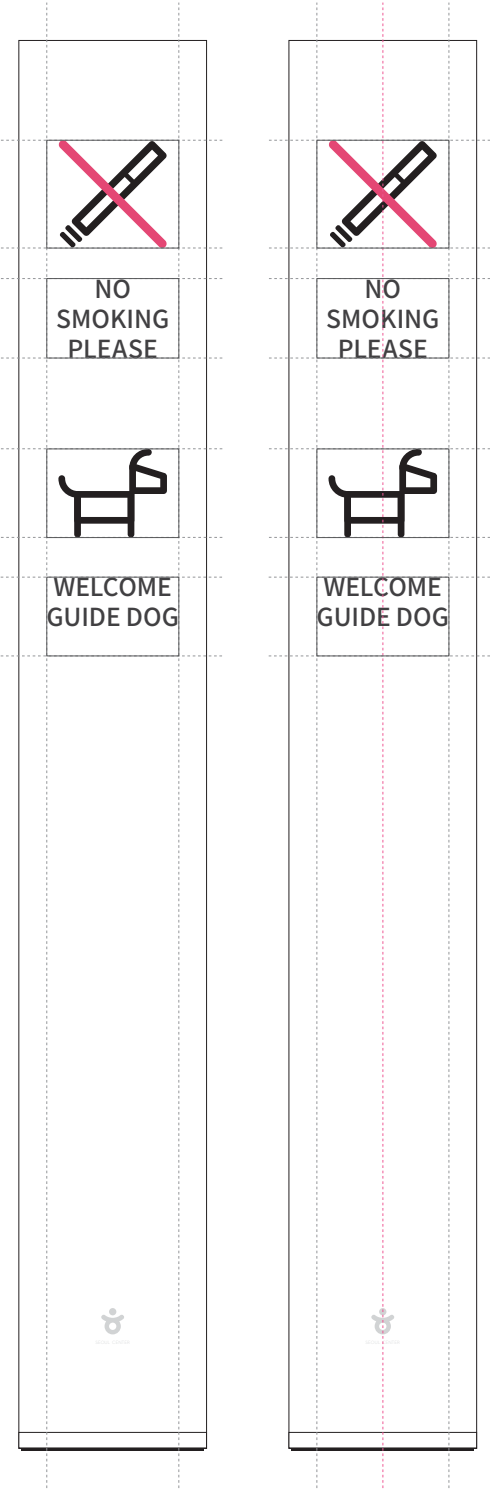
사용자 이용정보 안내 사인

### Specification

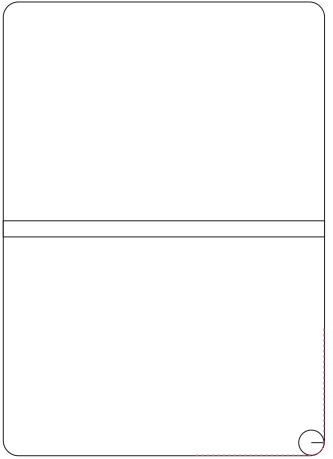
THK 8 mm STEEL PANEL  
+ THK 10 mm STEEL STAND  
THK 10mm + FELT FABRIC  
RUBBER NON SLIP PAD

PRINTED TEXT SHEET  
160x 1,200





- All Coners Radius 3 mm
- APP Sanding for Safety



- Radius 4 mm
- Steel Stand All Coners Radius 3 mm

## 05. Sign Elements

Wall Mount Type

Indoor

종합 안내 사인\_L

### Specification

THK 20mm ACRYLIC  
APP COLOR PAINT LAC`Q FIN  
TEXT SHEET CUTTING  
330 x 1,000

컨텐츠코리아랩 Contents Korea Lab	17
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CKL 기업육성센터 Contents Korea Lab Venture Space	12
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관광기업지원센터 Tourism Business Support Center	9
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로비 / 하이커 그라운드 게이트 LOBBY / HIKR GROUND GATE	1
CKL 스테이지 CKL STAGE	B1
주차장 Parking Lot	B2-B3

Gray

## Specification

THK 20mm ACRYLIC  
APP COLOR PAINT LAC`Q FIN  
TEXT SHEET CUTTING  
330x1,000

컨텐츠코리아랩 Contents Korea Lab	17
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☺ 관광일자리센터 Contents Korea Lab	KOCCA Contents Korea Lab
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CKL 기업육성센터 Contents Korea Lab Venture Space	12
CKL 창작지원센터 Contents Korea Lab Creator Lab	11
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관광기업지원센터 Tourism Business Support Center	9
Contents Korea Lab Creator Lab	8
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CKL 스테이지 CKL STAGE	B1
주차장 Parking Lot	B2-B3

Negative

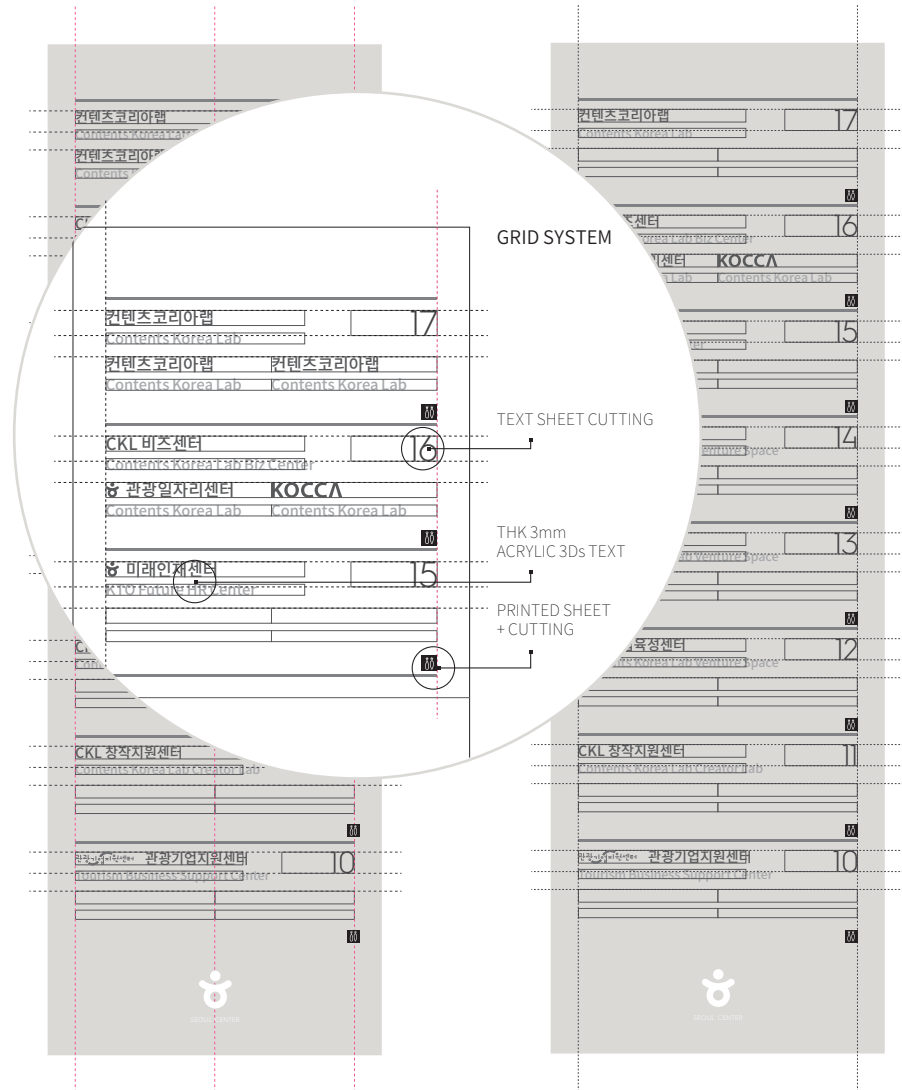
## 05. Sign Elements

Wall Mount Type

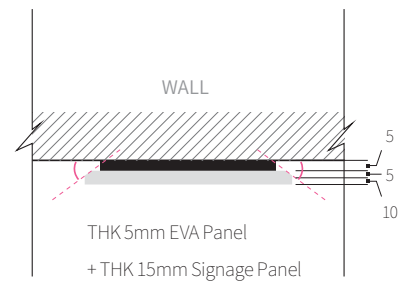
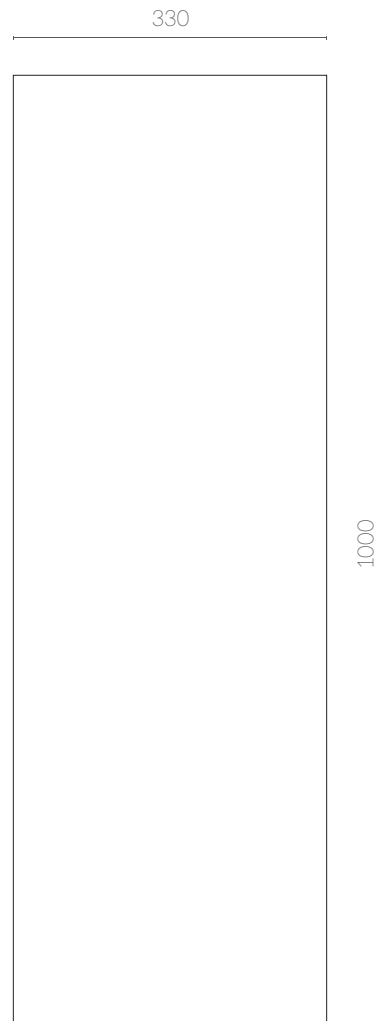
Indoor

종합 안내 사인\_L

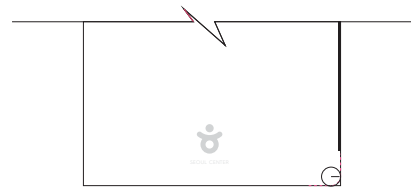
Grid System / Alignment



Size / Detail



- 35 Degree Cutting



- APP Sanding for Safety
- All Coners Radius 3 mm

## 05. Sign Elements

Wall Mount Type

Indoor

종합 안내 사인\_S

### Specification

THK 20mm ACRYLIC  
APP COLOR PAINT LAC`Q FIN  
TEXT SHEET CUTTING  
165 x 500

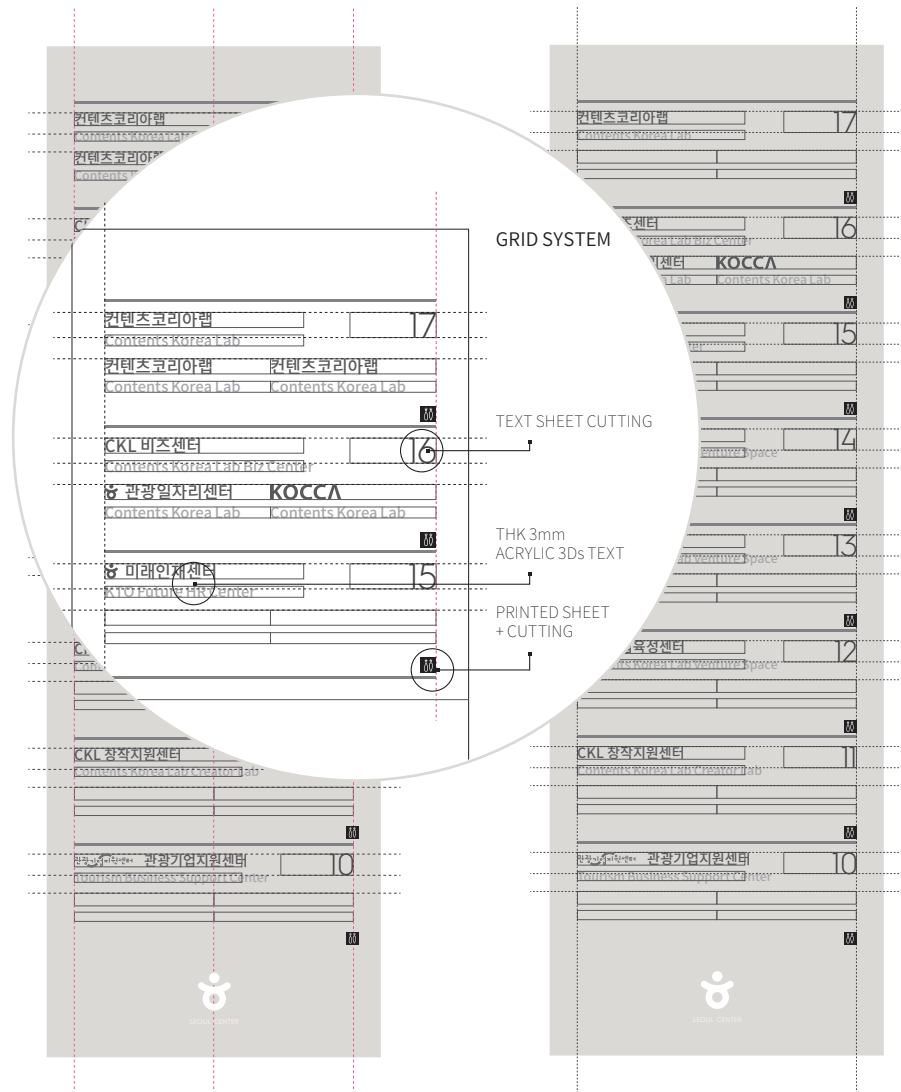


Gray

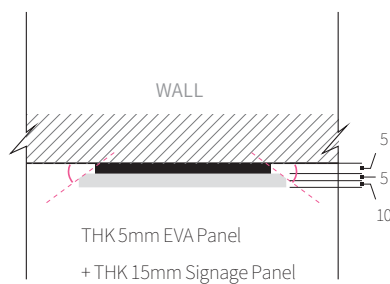


Negative

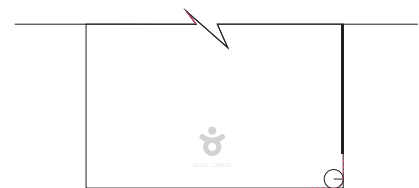
## Grid system / Alignment



## Detail



- 35 Degree Cutting



- APP Sanding for Safety

- All Coners Radius 3 mm

05. Sign Elements

Wall Mount Type

Indoor

층 안내 사인

Specification  
THK 5mm ACRYLIC  
APP COLOR PAINT LAC`Q FIN  
TEXT SHEET CUTTING  
160x300

B3	B2	B1	1
2	3	4	5
6	7	8	9
10	11	12	13
14	15	16	17

Positive

Wall Mount Type

Indoor

층 안내 사인

Specification  
THK 5mm ACRYLIC  
APP COLOR PAINT LAC`Q FIN  
TEXT SHEET CUTTING  
160x300

B3	B2	B1	1
2	3	4	5
6	7	8	9
10	11	12	13
14	15	16	17

Negative

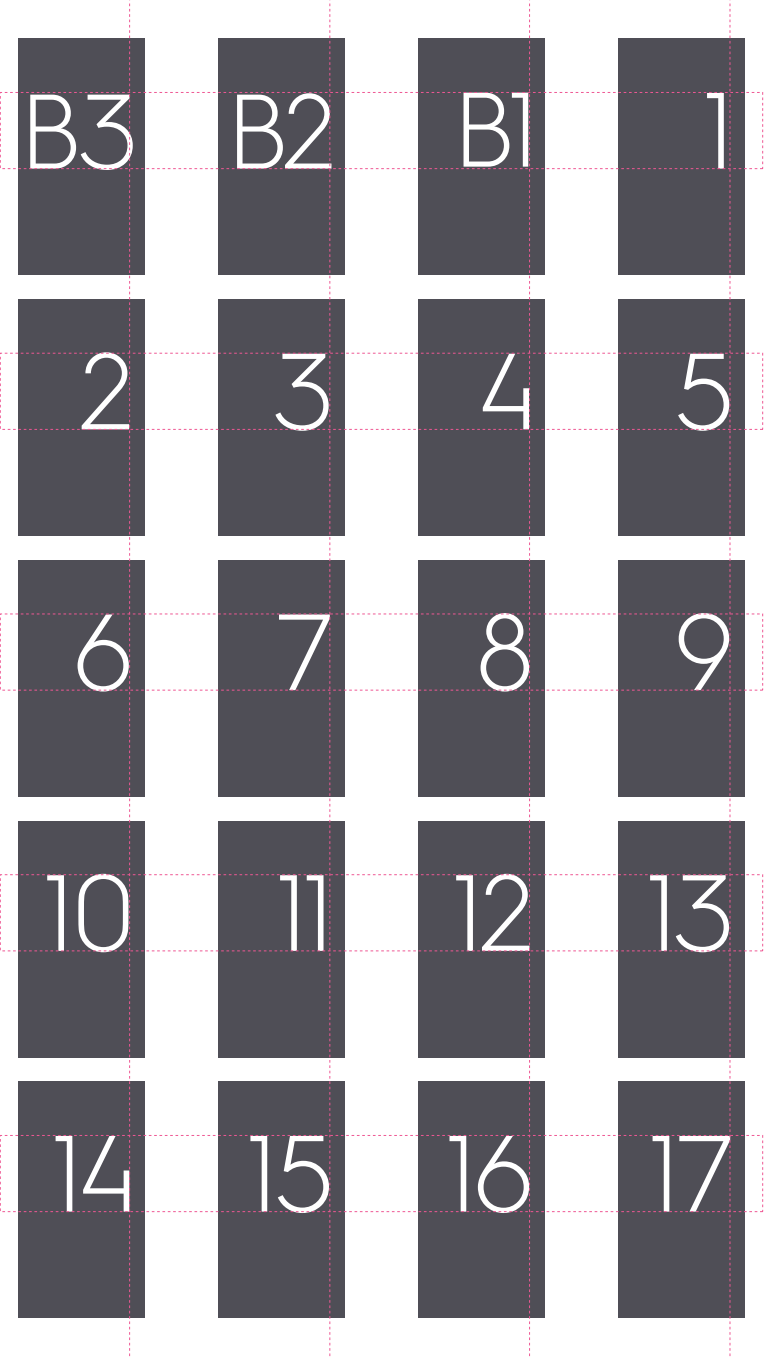
05. Sign Elements

Wall Mount Type

Indoor

층 안내 사인

Grid System / Alignment

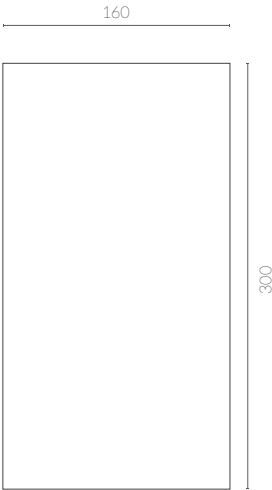


Wall Mount Type

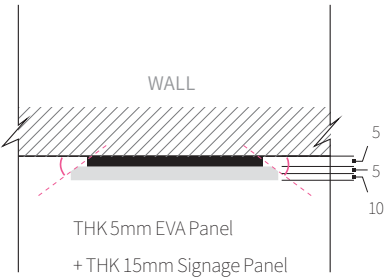
Indoor

층 안내사인

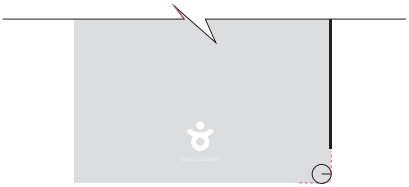
Size



Detail



- 35 Degree Cutting



# 05. Sign Elements

Wall Mount Type

Indoor

엘리베이터 사용 안내 사인

Specification

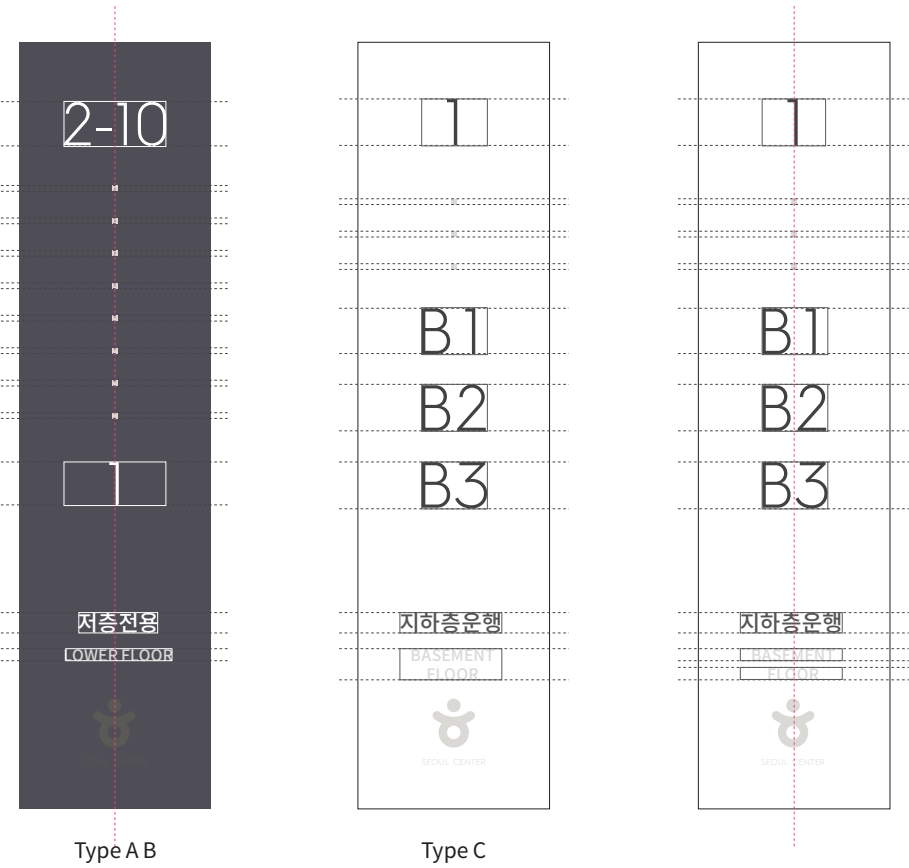
THK 5mm ACRYLIC

PRINTED TEXT SHEET

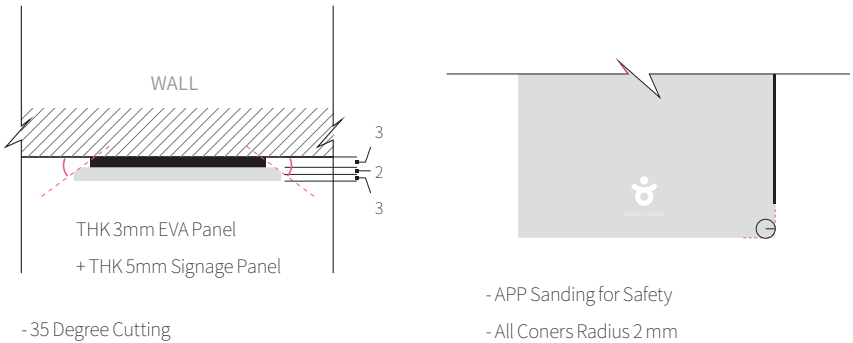
60x 240



Grid System / Alignment



Detail



## 05. Sign Elements

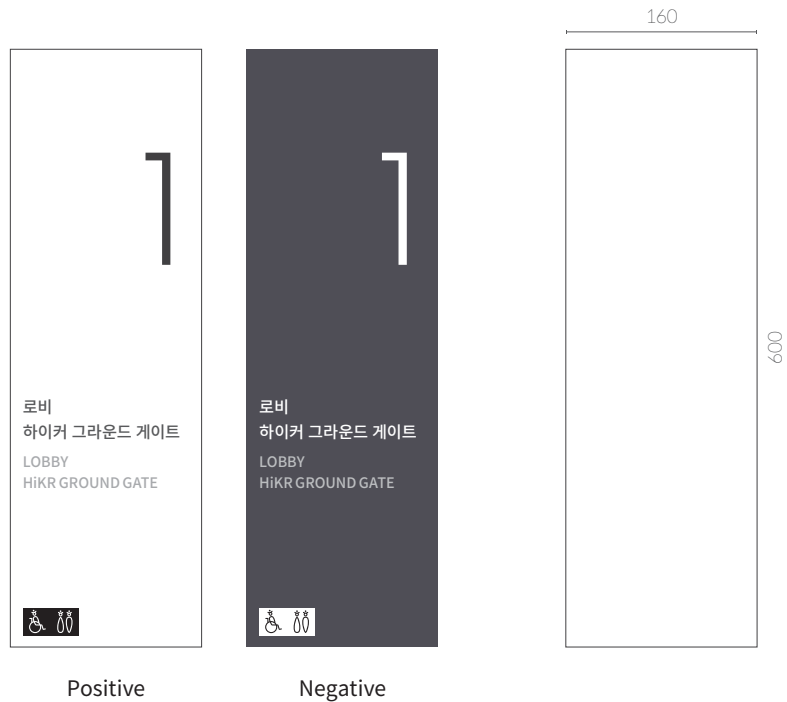
Wall Mount Type

Indoor

층 종합 안내 사인

### Specification

THK 10 mm ACRYLIC  
THK 3mm ACRYLIC 3Ds TEXT  
TEXT SHEET CUTTING  
160x 600



Positive

Negative

### Specification

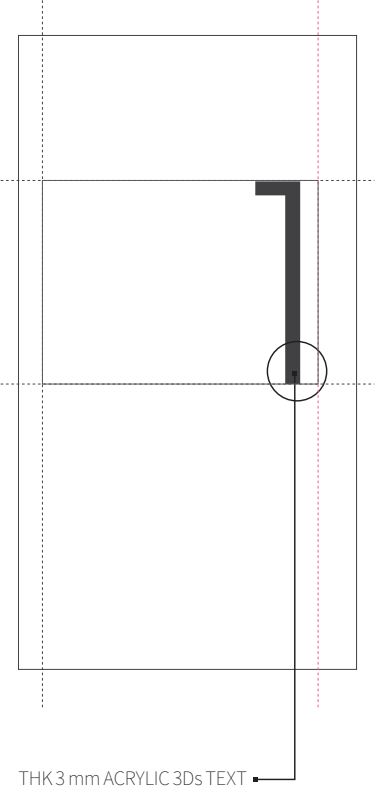
THK 5mm ACRYLIC  
APP COLOR PAINT LAC`Q FIN  
TEXT SHEET CUTTING  
160x 500



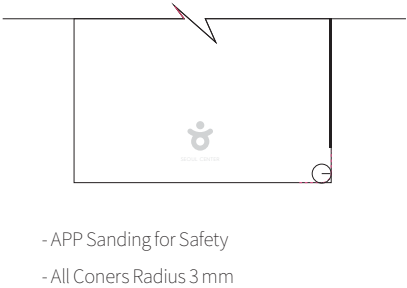
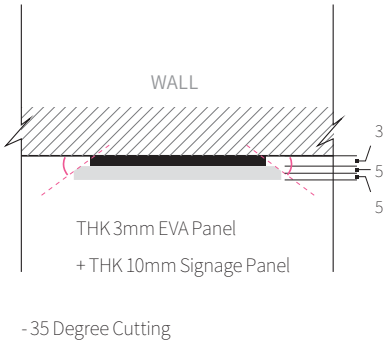
Positive

Negative

Grid System / Alignment



Detail



## 05. Sign Elements

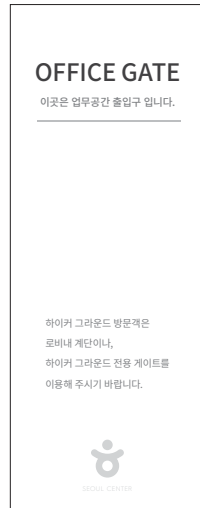
Wall Mount Type

Indoor

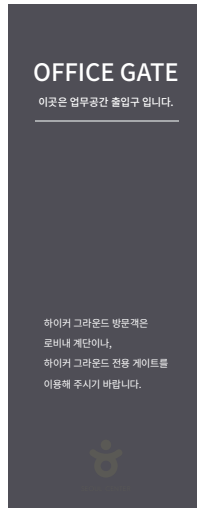
사용자 이용정보 안내 사인

### Specification

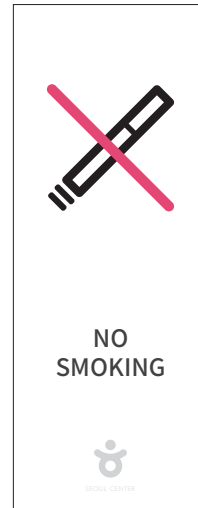
THK 10mm ACRYLIC  
PRINTED TEXT SHEET  
115 x 300



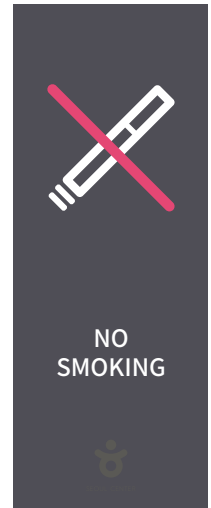
Positive



Negative



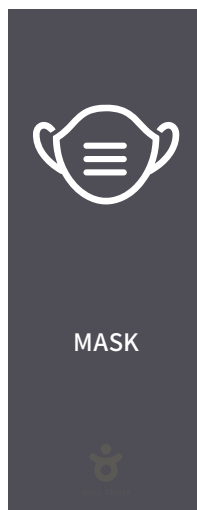
Positive



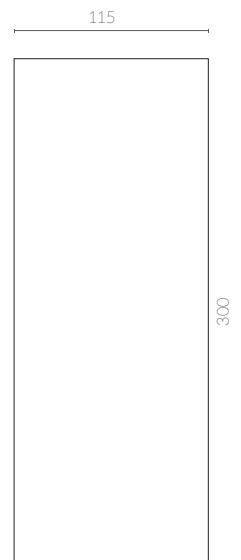
Negative



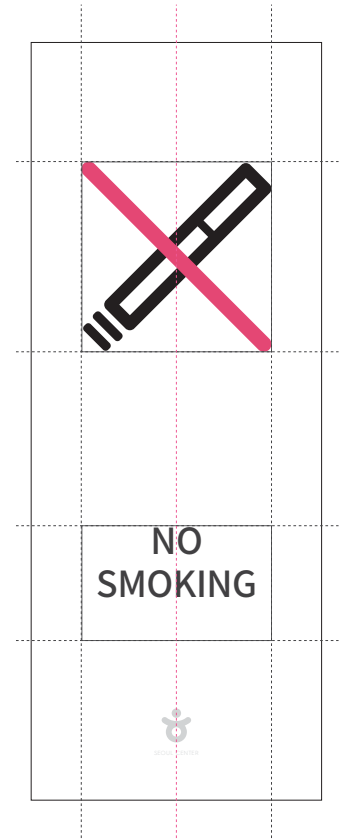
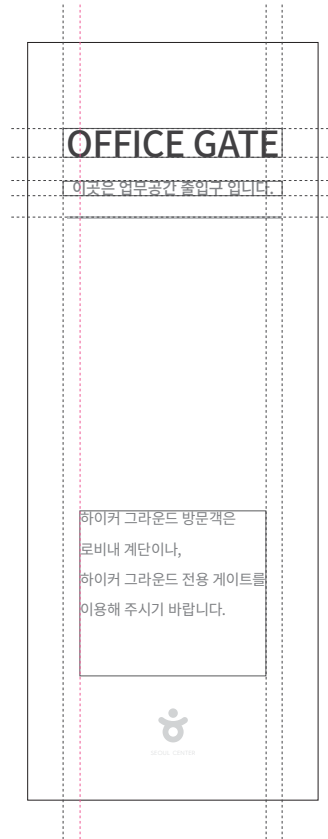
Positive



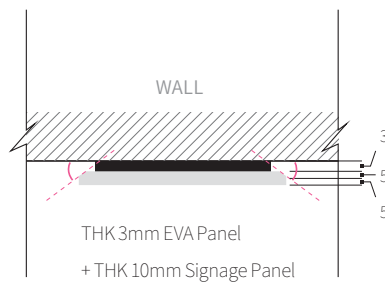
Negative



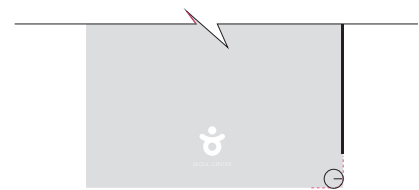
Grid System / Alignment



Detail



- 35 Degree Cutting



- APP Sanding for Safety

- All Coners Radius 2 mm

# 05. Sign Elements

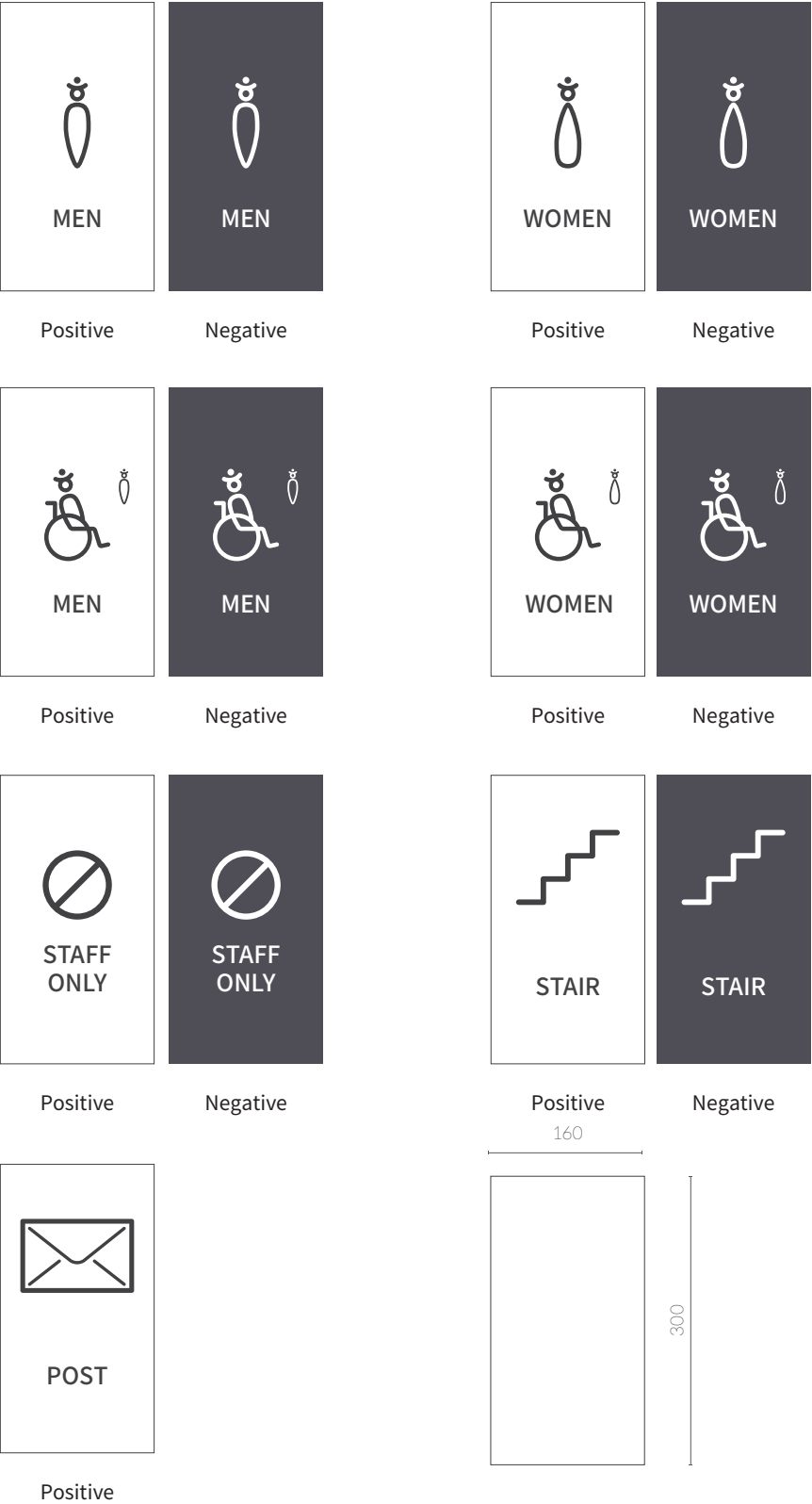
Wall Mount Type

Indoor

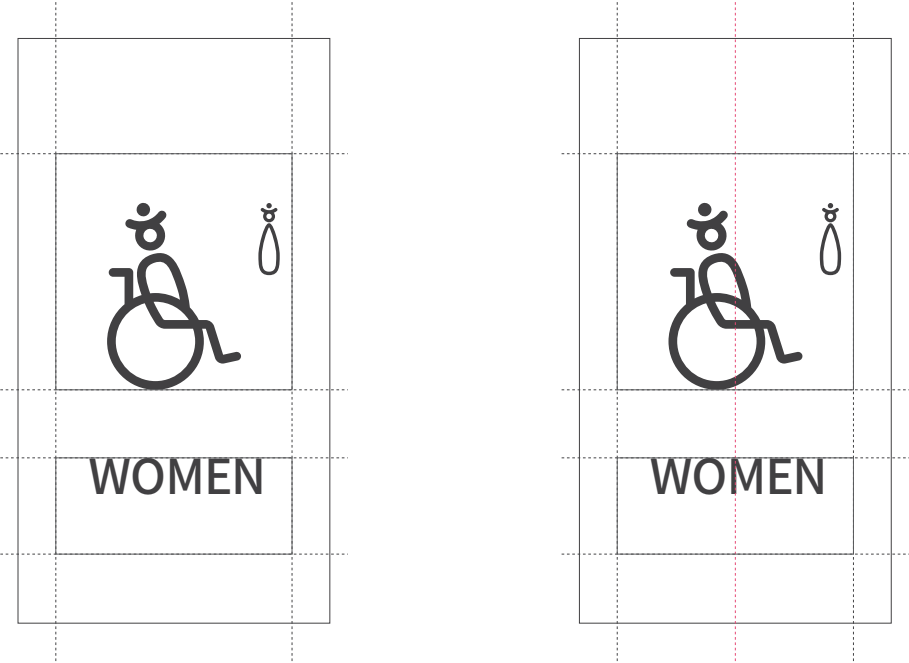
실 안내 사인\_L

## Specification

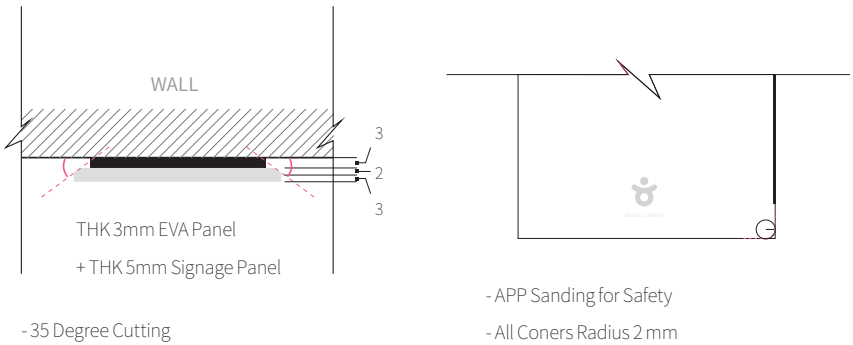
THK 5mm ACRYLIC  
APP COLOR PAINT LAC`Q FIN  
TEXT SHEET CUTTING  
160x300



Grid System / Alignment



Detail



# 05. Sign Elements

Wall Mount Type

Indoor

실 안내 사인\_S

## Specification

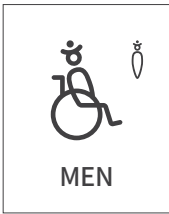
THK 5mm ACRYLIC  
APP COLOR PAINT LAC`Q FIN  
TEXT SHEET CUTTING  
160x200



Positive



Negative



Positive



Negative



Positive



Negative



Positive



Negative



Positive



Negative



Positive



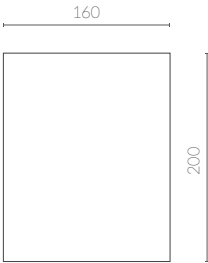
Negative



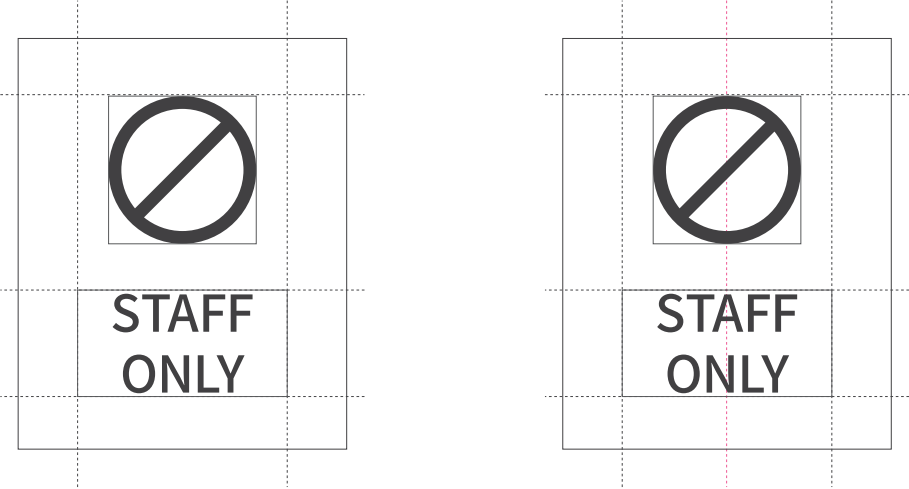
Positive



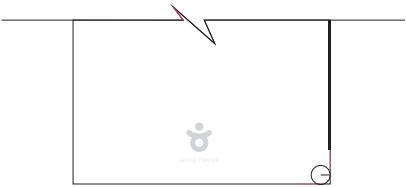
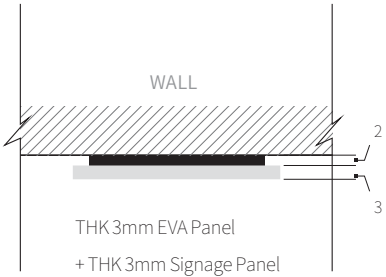
Negative



Grid System / Alignment



Detail



- APP Sanding for Safety
- All Coners Radius 2 mm

# 05. Sign Elements

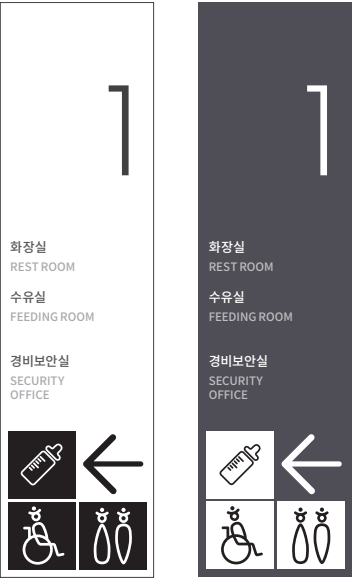
Wall Mount Type

Indoor

방향 안내 사인

## Specification

THK 10 mm ACRYLIC  
PRINTED TEXT SHEET  
160 x 600

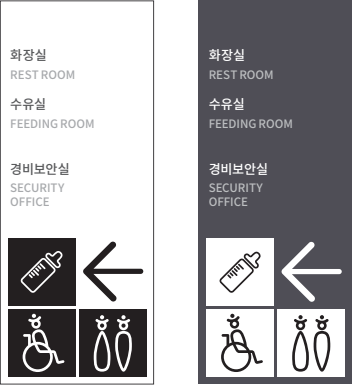


Positive

Negative

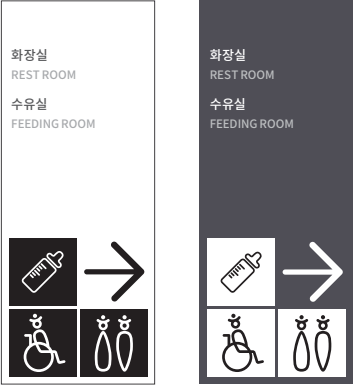
## Specification

THK 10 mm ACRYLIC  
PRINTED TEXT SHEET  
160 x 400



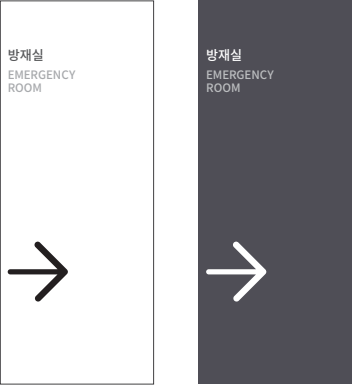
Positive

Negative



Positive

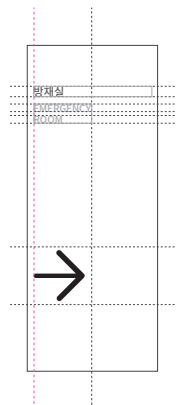
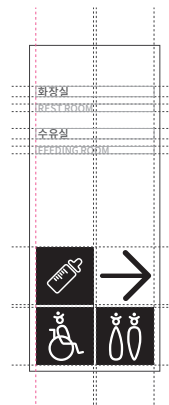
Negative



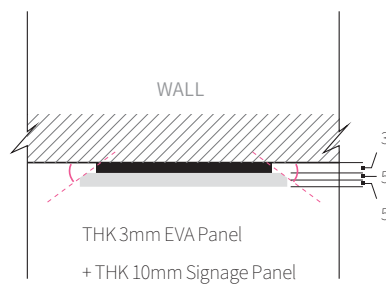
Positive

Negative

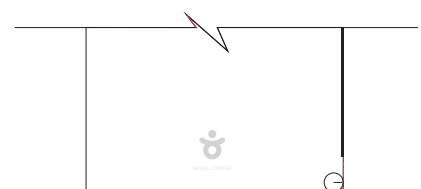
## Grid System / Alignment



## Detail



- 35 Degree Cutting



- APP Sanding for Safety  
- All Coners Radius 2 mm

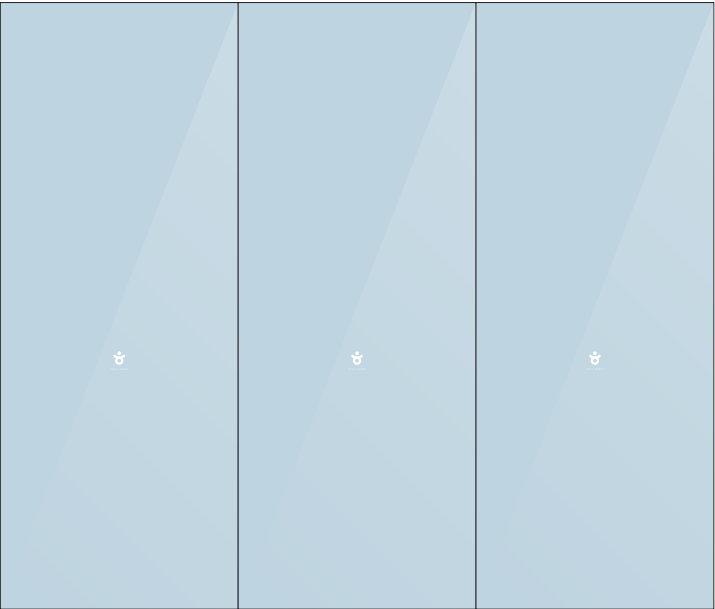
# 05. Sign Elements

Glass Graphic

Indoor

Specification

52 x 60  
Milk White Etching Sheet Cutting



Type A

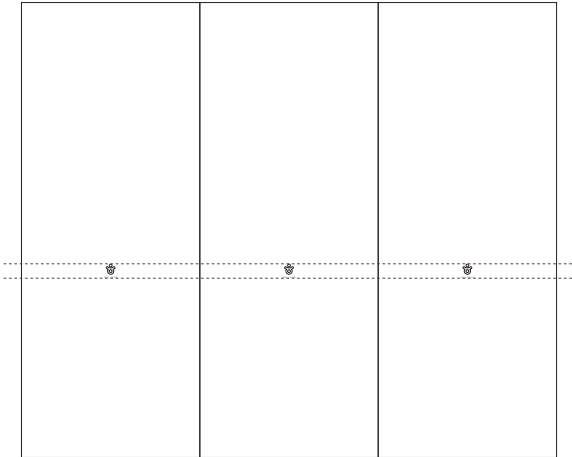
Specification

80 x None  
Milk White Etching Sheet Cutting



Type B

Grid System

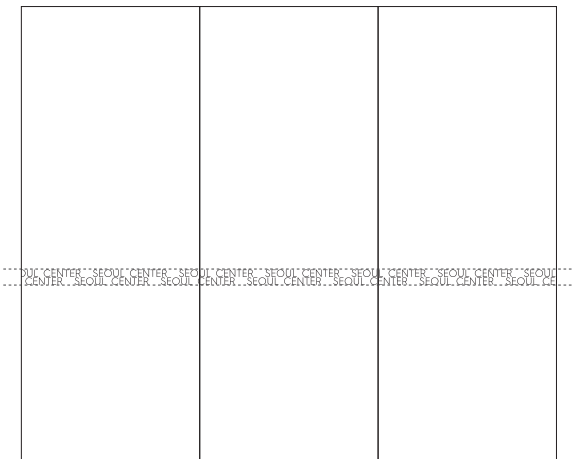


Type A

Detail



Grid system



Type B

Detail

SEOUL CENTER  
SEOUL CENTER

05. Sign Elements

Glass Graphic

Indoor

Specification  
Scale 1 / 1



Type A

Specification  
Scale 1 / 1



Type B

---

Stand Alone Type

Indoor

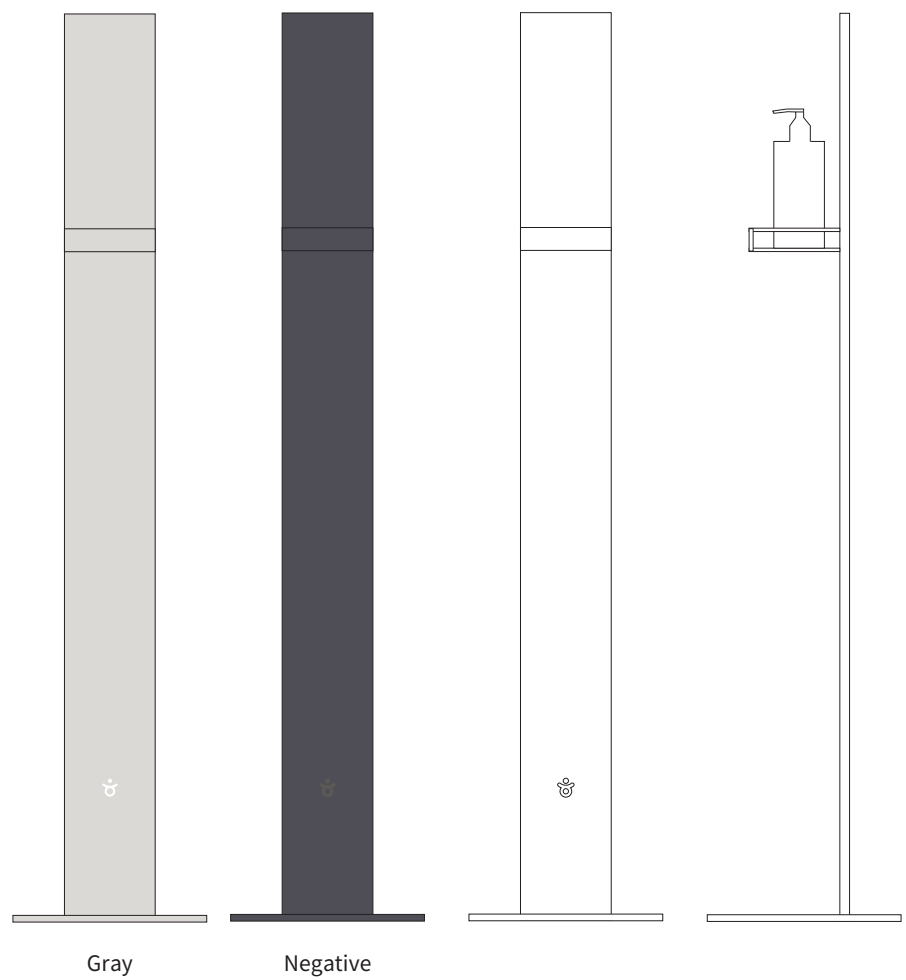
손독제 디스펜서 서스펜션 사인

#### Specification

THK 6 mm STEEL PANEL  
+ THK 10 mm STEEL STAND  
+ FELT FABRIC RUBBER NON SLIP PAD

HOLDER  
THK 3mm STEEL PANEL

1200 x 120



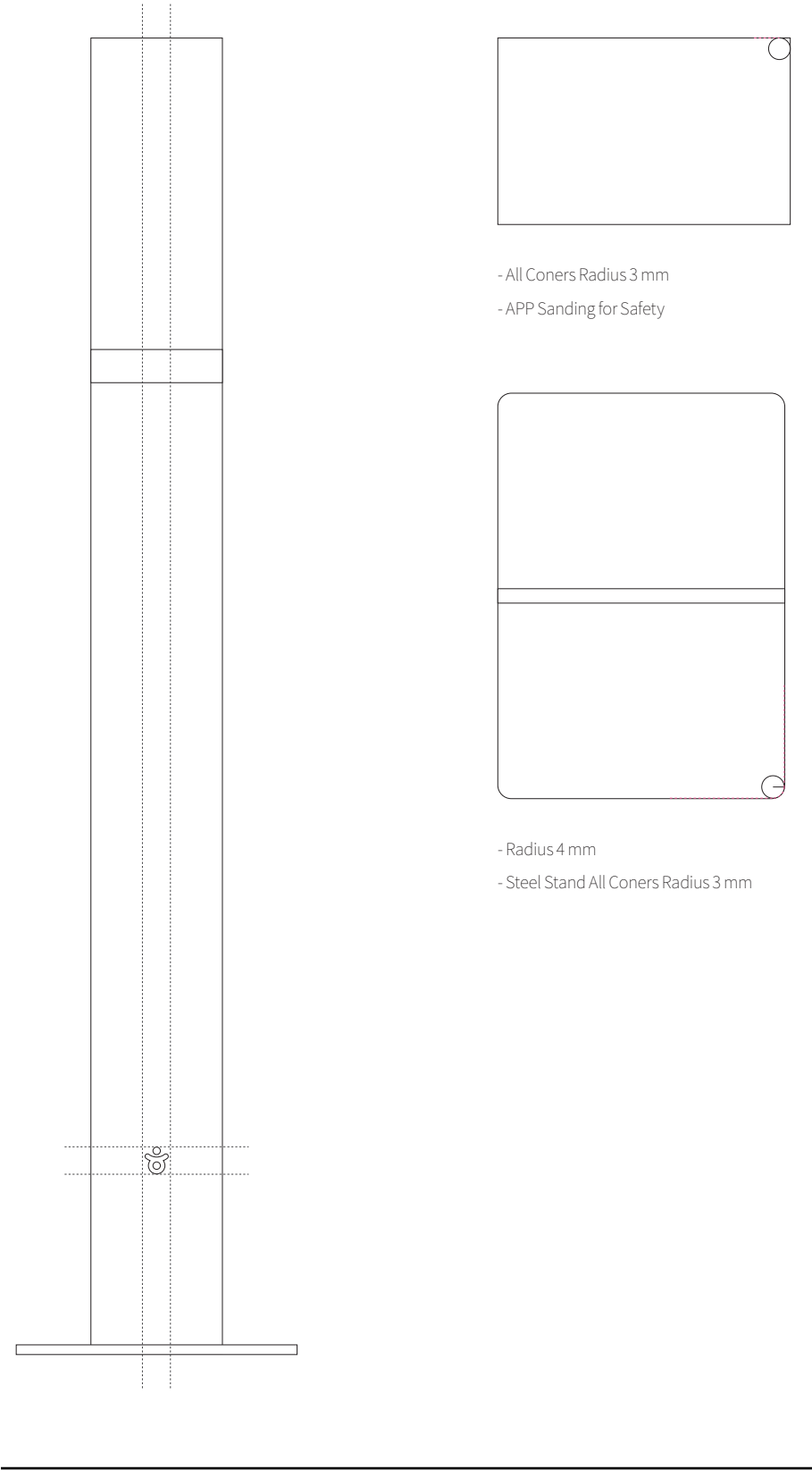
05. Sign Elements

Stand Alone Type

Indoor

손독제 디스펜서 서스펜션 사인

Grid System / Detail



Stand Alone Type

Indoor

소화기 거치대 사인

#### Specification Detail

WIDE TYPE

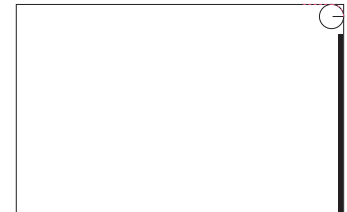
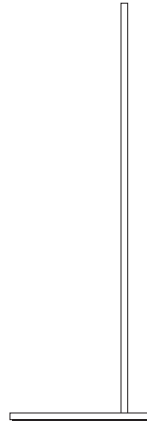
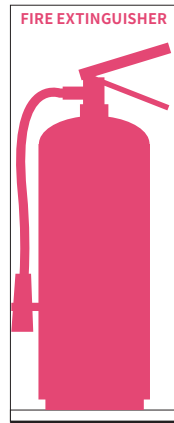
THK 8 mm STEEL PANEL

TEXT SHEET CUTTING

200x500

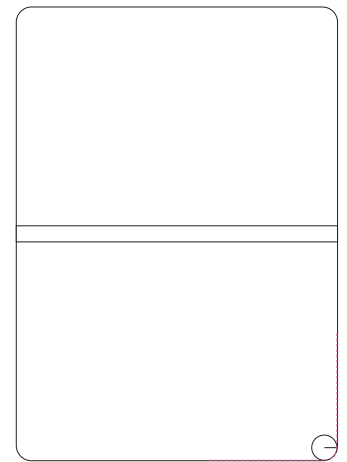
THK 8 mm STEEL PANEL

FELT FABRIC / RUBBER NON-SLIP PAD



- All Coners Radius 3 mm

- APP Sanding for Safety



#### Specification

SLIM TYPE

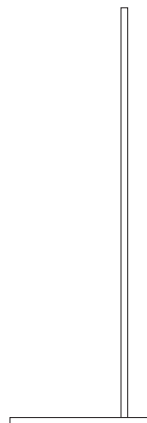
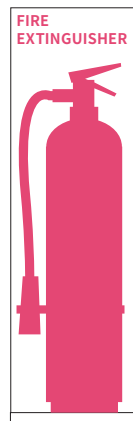
THK 8 mm STEEL PANEL

TEXT SHEET CUTTING

150x500

THK 8 mm STEEL PANEL

FELT FABRIC / RUBBER NON-SLIP PAD



- Radius 4 mm

- Steel Stand All Coners Radius 3 mm

## 05. Sign Elements

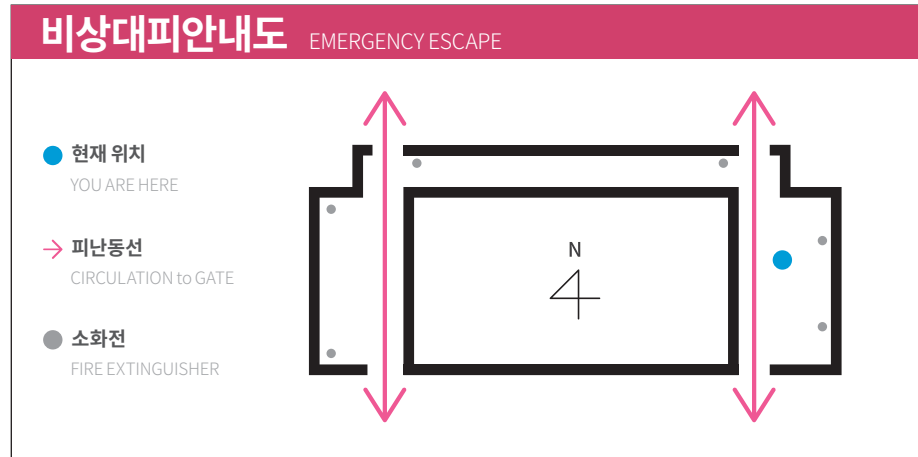
Wall Mount Type

Indoor

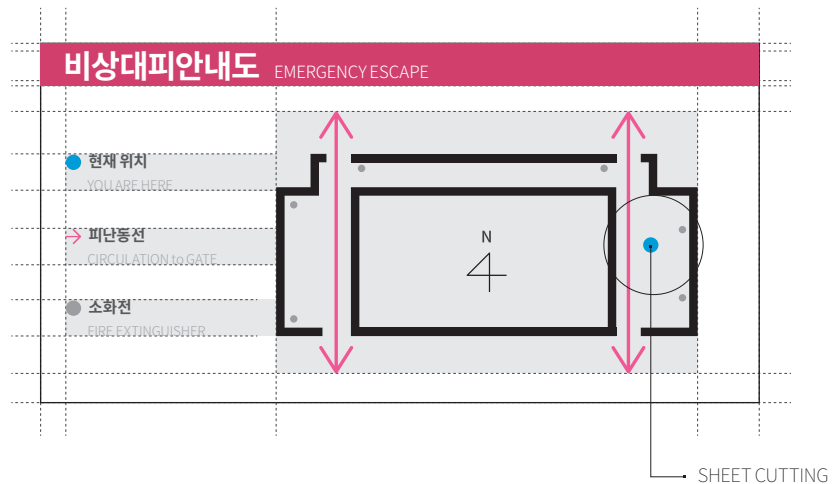
비상동선안내 사인

### Specification

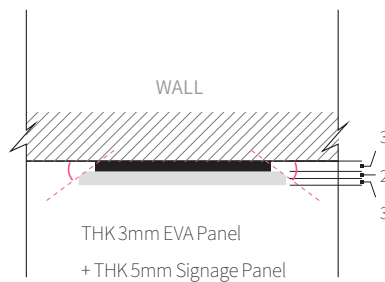
WALL MOUNT TYPE  
THK 5mm ACRYLIC  
PRINTED COLOR SHEET  
TEXT SHEET CUTTING  
300x150



### Grid System / Alignment



### Detail



- 35 Degree Cutting

## Specification

COLOR PRINTED TRANSPARENCY FILM  
300x150

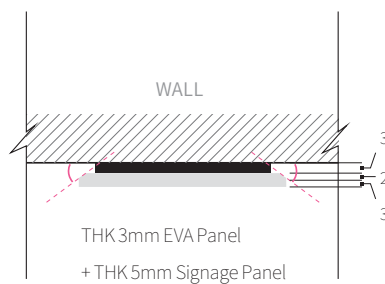
**1 소화전함을 열고 노즐을 잡고 적재된 호스를 함 밖으로 꺼낸다.**  
Open the fire hydrant cabinet and take out the hose and grab the nozzle.

**2 소화전 밸브를 왼쪽으로 돌려서 개방한다.**  
Open the valve by turning it counter clockwise.

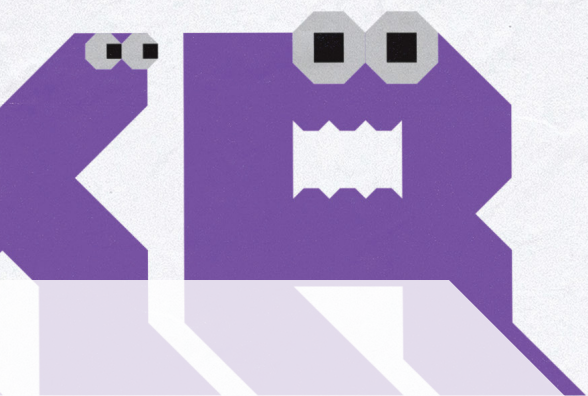
**3 두손으로 관창(노즐)을 잡고 불이 난 곳까지 호스를 전개하여 물을 끈다.**  
Grasp the nozzle with both hands and bring the nozzle near the fire point and extinguish it.

**4 화재 진화를 마치면 소화전 밸브를 잠근다.**  
Close the nozzle after the fire is extinguished.

## Detail



- 35 Degree Cutting



OUND



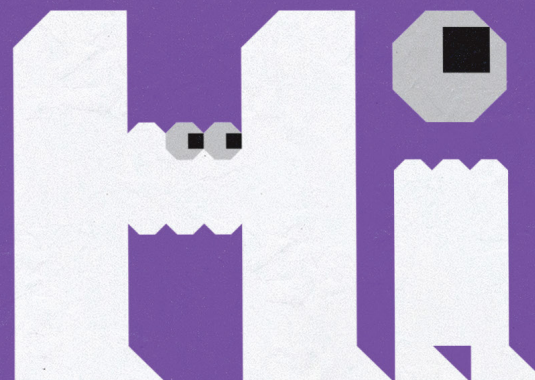
Planned by 한국관광공사 서울센터 관광홍보관 운영팀

**BRUDER**

Space Identity Designed by BRUDER  
<http://www.bruder.or.kr>



Application Designed by RSTR Co.,Ltd  
<http://www.studiorstr.com>



HiKR



