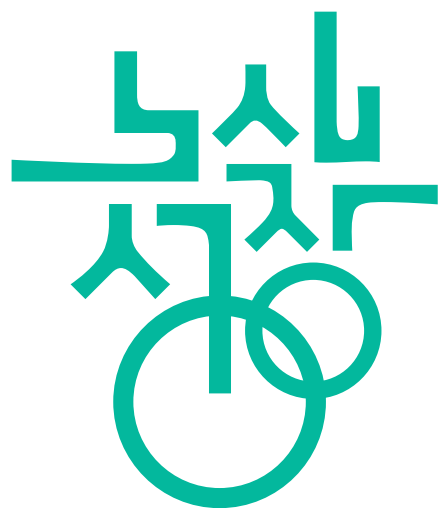
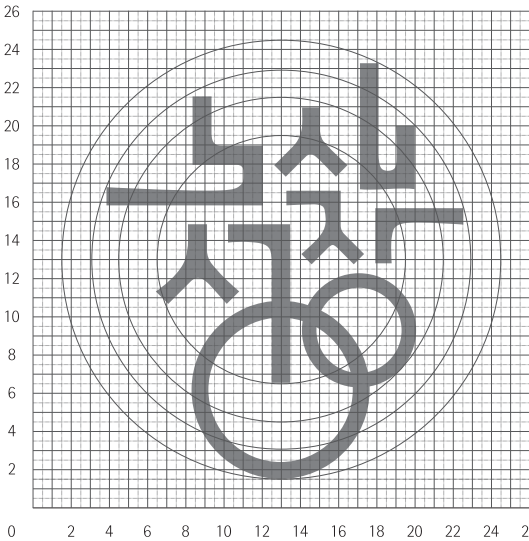


Symbol Mark



Grid System



Logotype

English

Type A. Single Line

GREEN GROWTH KOREA

Type B. Three Line Center Aligned

**GREEN
GROWTH
KOREA**

Type C. Three Line Left Aligned

**GREEN
GROWTH
KOREA**

Logotype

Korean

Type A. Single Line

‘녹색성장 더 큰 대한민국’

Type B. Two Line Center Aligned

‘녹색성장
더 큰 대한민국’

Type C. Two Line Left Aligned

‘녹색성장
더 큰 대한민국’

Identity Color

Primary Color



- Spot Color : Pantone 3268C
- Process Color : C 75, M 0, Y 50, K 0
- Display Color : R 5, G 185, B 155

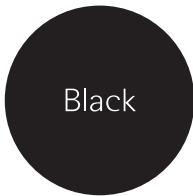
Secondary Color



- Spot Color : Pantone 872C



- Spot Color : Pantone 877C



- Process Color : C 0, M 0, Y 0, K 100

Color Usage

On White Background



Green Growth Korea
Emerald Green



Gold



Silver





Black





White

On Emerald Green Background









On Black Background












B&W Depending on Background Brightness




on White




on Black 25%



on Black 50%



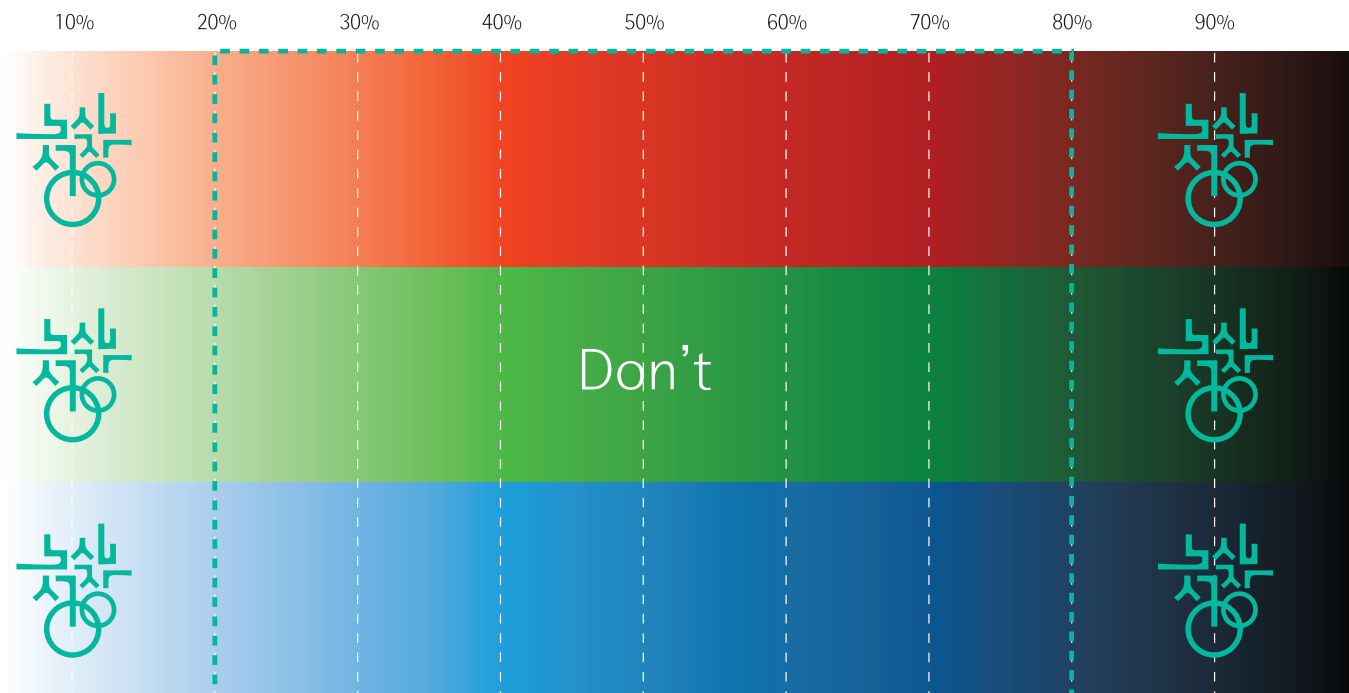
on Black 75%



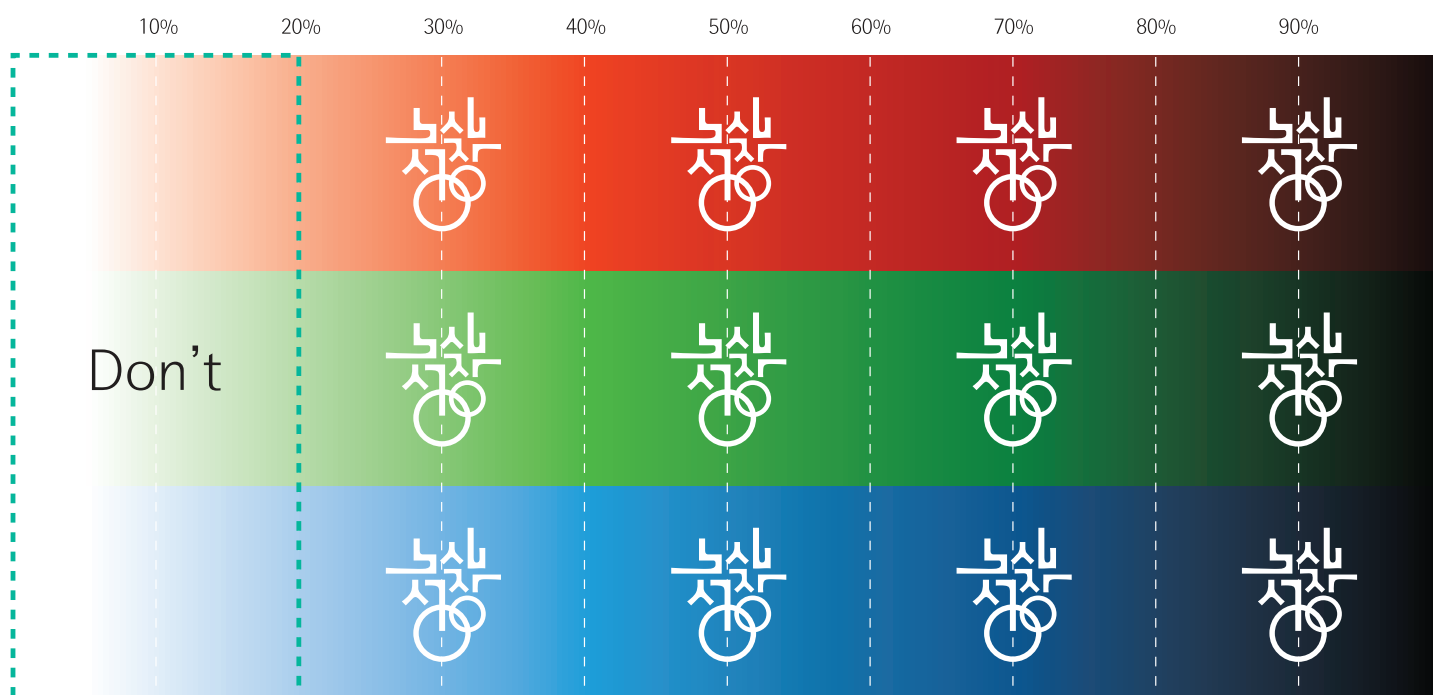
on Black 100%

Color Usage

Emerald Green Depending on Its Background Colors



White Depending on on Its Background Colors



Signature

English

Type A. Vertical



Type B. Horizontal



Signature

Korean

Type A. Vertical



Type B. Horizontal



Typefaces

서울남산체

서울남산체 L

녹색성장, 더 큰 대한민국
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

서울남산체 M

녹색성장, 더 큰 대한민국
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

서울남산체 B

녹색성장, 더 큰 대한민국
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

서울남산체 EB

녹색성장, 더 큰 대한민국
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Incorrect Usage



Do
Observe Guidilines



Don't
Use Another Color



Don't
Rotate & Distort



Don't
Break the Signature Rules



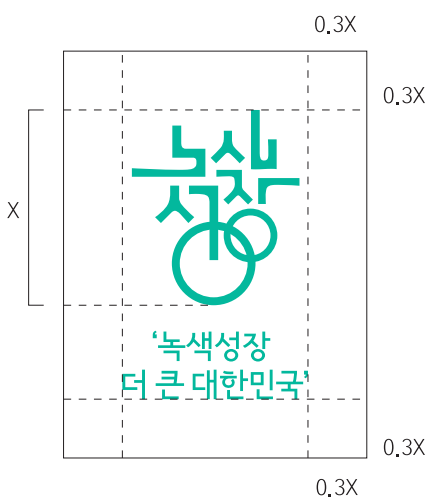
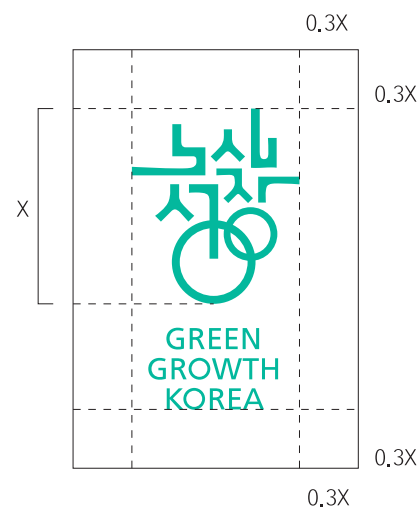
Don't
Use on Complex Image



Don't
Make Outline as Logo

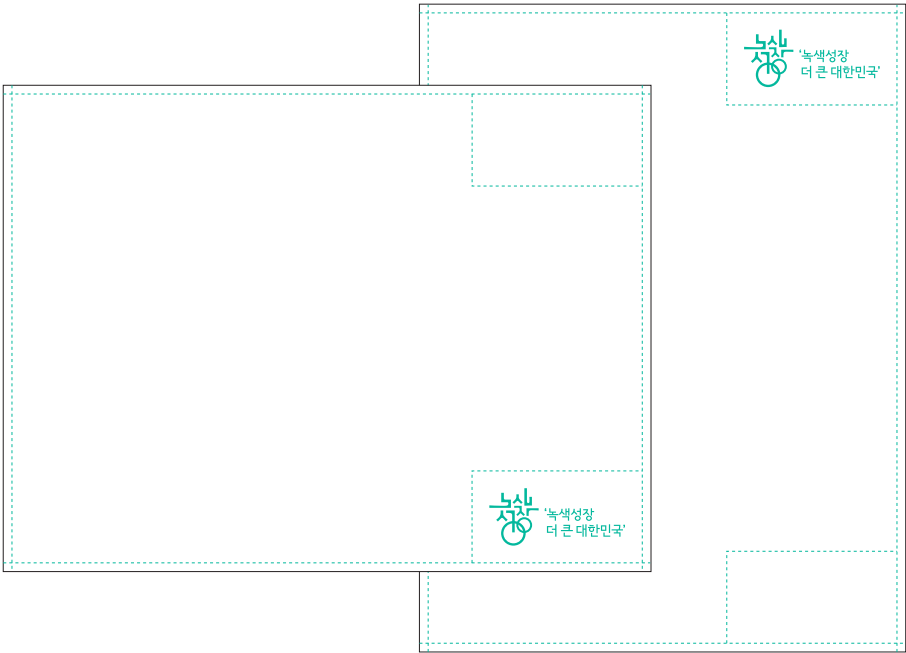
Clear Space

녹색성장 로고의 조형적 특성을 유지하기 위해 심벌마크와 로고마크 주위에는 최소한의 보호공간이 필요하며 이를 반드시 준수해야한다.



Logo Layout Format

로고마크의 활용은 공간규정을 준수하여 유연하게 적용할 수 있으며
배경색상규정을 반드시 준수해야 한다.



Example

