



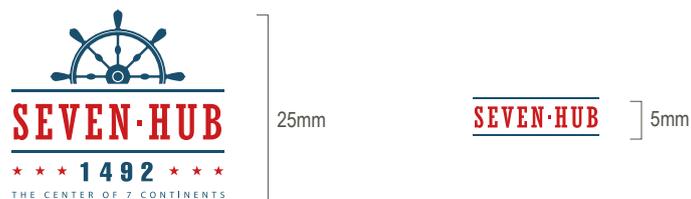
Brand Identity Manual

Logomark

Multi cross-border e-commerce platform SEVEN-HUB that is the hub of seven continents. 1492 is considered an important year in the history of the New World. Our platform is like the Santa Maria Vessel, which provides the ideal direction, service and solution to enter the new market. In order to capture the spirit of exploring the markets on seven continents, the sail was reinterpreted and imaged as a single logo.



Minimum Size



Logomark Grid

The grid system is used to create logomarks on billboards or large signs.

Primary Logomark



Simplified Logomark



Logomark Color Version

When applying the logomark, the original data of the corresponding item should be used to prevent the image from being damaged or deformed. The expression of logomark first needs to be applied with the primary logomark, but the solid logomark expression can be applied according to the application situation in case the primary logomark cannot be expressed.



Corporate Color

The expression of the exclusive colors should be spot colors in the case of printing, but it can be expressed in the four primary color printing according to the characteristics of the application medium.

In the expression of color, there may be minute differences in color reproduction depending on the printing method, ink concentration, paper material, etc., but the optimum state must be maintained. In addition, for the color application of signs, when using various materials such as vinyl sheets, paints, silkscreen, etc., there could be minute color differences due to the characteristics of each material, but make sure to match the example spot color as much as possible. The colors on the web must be in compliance with specified regulations, but little adjustments are acceptable to suit the situation.

Primary



SEVEN-HUB Blue
#194F6C
R25 G79 B108
C92 M71 Y48 K8



SEVEN-HUB Red
#CB1B1E
R203 G27 30
C26 M98 Y100 K0

Secondary



SEVEN-HUB Blue 80
#477289
R71 G114 B137
C78 M53 Y40 K0



SEVEN-HUB Blue 60
#7595A7
R117 G149 B167
C60 M36 Y30 K0



SEVEN-HUB Blue 40
#A3B9C4
R163 G185 B196
C42 M22 Y20 K0



SEVEN-HUB Black
#000000
R0 G0 B0



SEVEN-HUB White
#FFFFFF
R255 G255 B255



SEVEN-HUB Darkblue
#081A35
R8 G26 B53
C100 M96 Y62 K47



SEVEN-HUB Darkred
#8A1C22
R138 G28 B34
C47 M99 Y98 K21



SEVEN-HUB Yellow
#F9A828
R249 G168 B40
C4 M44 Y85 K0



SEVEN-HUB Silver



SEVEN-HUB Gold

Typeface | Korean

The exclusive typefaces were designated as the fonts used on SEVEN-HUB and were selected to make the visual image of SEVEN-HUB more consistent and uniform. The exclusive typefaces were designated as fonts for computers to be suitable for various application media as well as the basic elements of VI system. When using these, you should follow the contents presented for each application item.

Noto Sans KR Regular, Medium, Bold, Black

지정서체는 적용매체의 상황에 맞추어 가장 적절한 서체를 조합, 사용한다.

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Nanum Gothic Regular, Bold, ExtraBold

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Typeface | English

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Open Sans Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Didact Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Stardos Stencil Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Space Isolation

The minimum space requirement is a rule that secures minimum space so that the basis image is not damaged when applying logomark.

Primary Logomark



Simplified Logomark



Incorrect Usage

Any altered use beyond the logomark specification can corrupt the original logomark image and cause confusion in the identity. The examples shown in this section are the cases of misuse and care should be taken to ensure that they are used correctly in accordance with the rules of each item specified in this manual, taking note of such misapplications.



The typeface of logomark should not be changed.



Do not change the shape of the logomark.



Do not tilt the logomark.



The color of each part of logomark should not be randomly chosen.



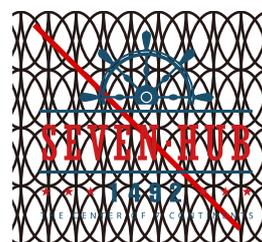
The shape of each part of logomark should not be randomly transformed.



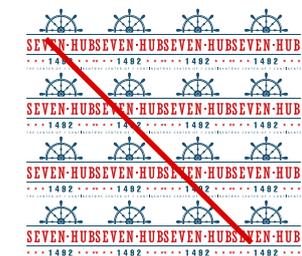
The space between parts of logomark should not be randomly chosen



Do not place the logomark on a background of similar color.



Do not place logomark on a complex background.



Do not use logomark as a pattern.

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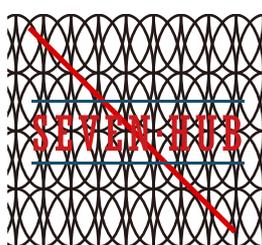
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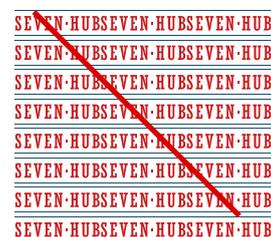
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