

# PRIMARY IDENTITY

## Main Word mark

N · S IDENTITY GRAPHIC GUIDELINES

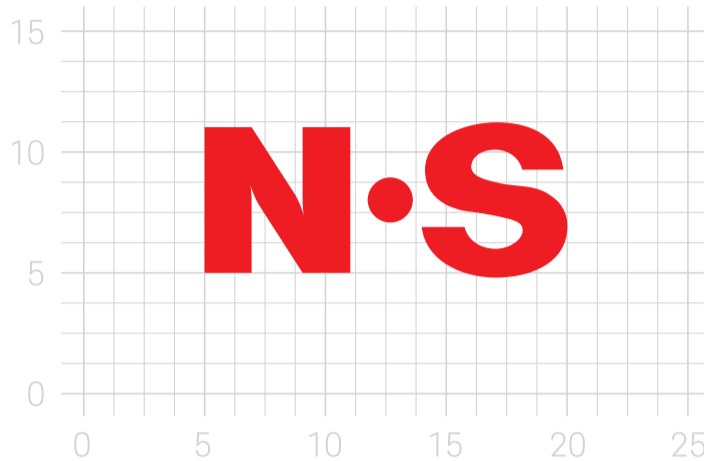
### IDENTITY

The N · S Word Mark symbolizes NS' s identity, 'NEW STAR' . It expresses NS's progressive passion and energy with the mindset of always starting anew, and the red color symbolizes NS's unquenchable passion. Since the CI Logo is a key element that represents NS's IDENTITY, its shape, color, or proportions must not be changed arbitrarily, and it must be used in compliance with the presented standards. However, cases where color expression is impossible due to the special nature of the application medium are excluded.

BASIC SYSTEM

Minimum Size

GRID SYSTEM



### SLOGAN

The slogan combination is a combination of the word mark and slogan in optimal proportions. The form, color, or proportion of the slogan combination must not be changed, and must be used in compliance with the presented standards.



Applied Type / English



### VARIATION

### COLOR SYSTEM

When using, be sure to follow the suggested color standards.

Primary Color



C 0 M 100 Y 100 K 0  
R 237 G 28 B 36  
# ed1c24



C 0 M 0 Y 0 K 100  
R 35 G 31 B 32  
# 231f20

### COLOR VARIATION

The CI Logo is a key element that represents NS' IDENTITY, and is therefore an important element in conveying a consistent image. When using, be sure to follow the suggested color standards.

2 Colors Version

1 Colors Version

2 Colors Version

1 Colors Version