

PRIMARY IDENTITY

Emblem

N · S IDENTITY GRAPHIC GUIDELINES

IDENTITY

The overall concept of the N · S Emblem design symbolizes N · S, which is progressive and dynamically changing as it advances into the world. The combination of the fighting image on the boat and the tilted NS logo expresses a dynamically changing NS. "KOREA'S LEADING FISHING BRAND" symbolizes the pride of the Korean fishing brand. Since the Emblem is a key element that represents NS' IDENTITY, its shape, color, or proportions must not be arbitrarily changed. Be sure to use it in compliance with the standards presented. However, cases where color expression is impossible due to the special nature of the application medium are excluded.

BASIC SYSTEM



Minimum Size

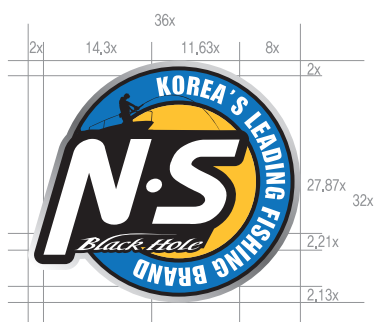


GRID SYSTEM



Signatuer Layout

The N · S Emblem must not be changed in shape, color, or proportion, and must be used in compliance with the presented standards.



COLOR SYSTEM

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

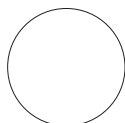
Primary Color



C 85 M 50 Y 0 K 0
R 237 G 28 B 36
ed1c24



C 0 M 25 Y 90 K 0
R 35 G 31 B 32
231f20



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



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

BASIC ON White

The N · S Emblem 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 standards presented.

Type 1



BASIC ON BLACK

Type 2



VARIATION

