



GLOBAL ROBOT CLUSTER

Visual Identity System





Basic System

Symbol Mark | Symbol Mark Korean / English | Grid
Signature / Left and Right and Top and Bottom combination | Standard color
Monochromatic Expression | Black and White Regulations

Symbol Mark Symbol Mark

In principle, the GRC's symbol mark is a key element of the agency's Visual Identity of the institution which is responsible for cooperation and exchange between global robot clusters. Hence, the symbol mark is of top priority in developing all visual productions that represent our institution.

Therefore, careful attention should be paid to utilize the symbol. When utilized, one should follow the information contained in the manual or original AI file.



12mm
Minimum Size
for Use



Design : The symbol logo has been designed according to a typo version of GRC with a motive to resemble a robot's face.

C o l o r : Deep blue was utilized to express the trust of companies that support technology exchange and business. And the illuminating reflection of the iron color was used with the gradation to express a bright future.

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Korean



English



※ The file above can be changed into the language of each country.

Grid Grid

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When a larger-scale production of the symbol mark is made, use the grid scale regulations given in this section for correct production.

Korean



English



Signature

Signature / Left and Right and Top and Bottom combination

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Color System Standard color

The standard colors form a unique image of the GRC logo and are applied to various internal bodies, playing an important role in public relations and image delivery.

Therefore, accurate colors, luminance, and saturation should be maintained and used consistently for a unified visual image.

Review the printing method, the concentration of ink, and the quality of paper to maintain the standard color set by the regulation book.



C 100% M 70%
Y 0% K 60%

C 100% M 0%
Y 0% K 0%

C 0% M 0%
Y 0% K 90%

R 0% G 33% B 91%

R 0% G 160% B 233%

R 62% G 58% B 58%

Color Version Monochromatic Expression

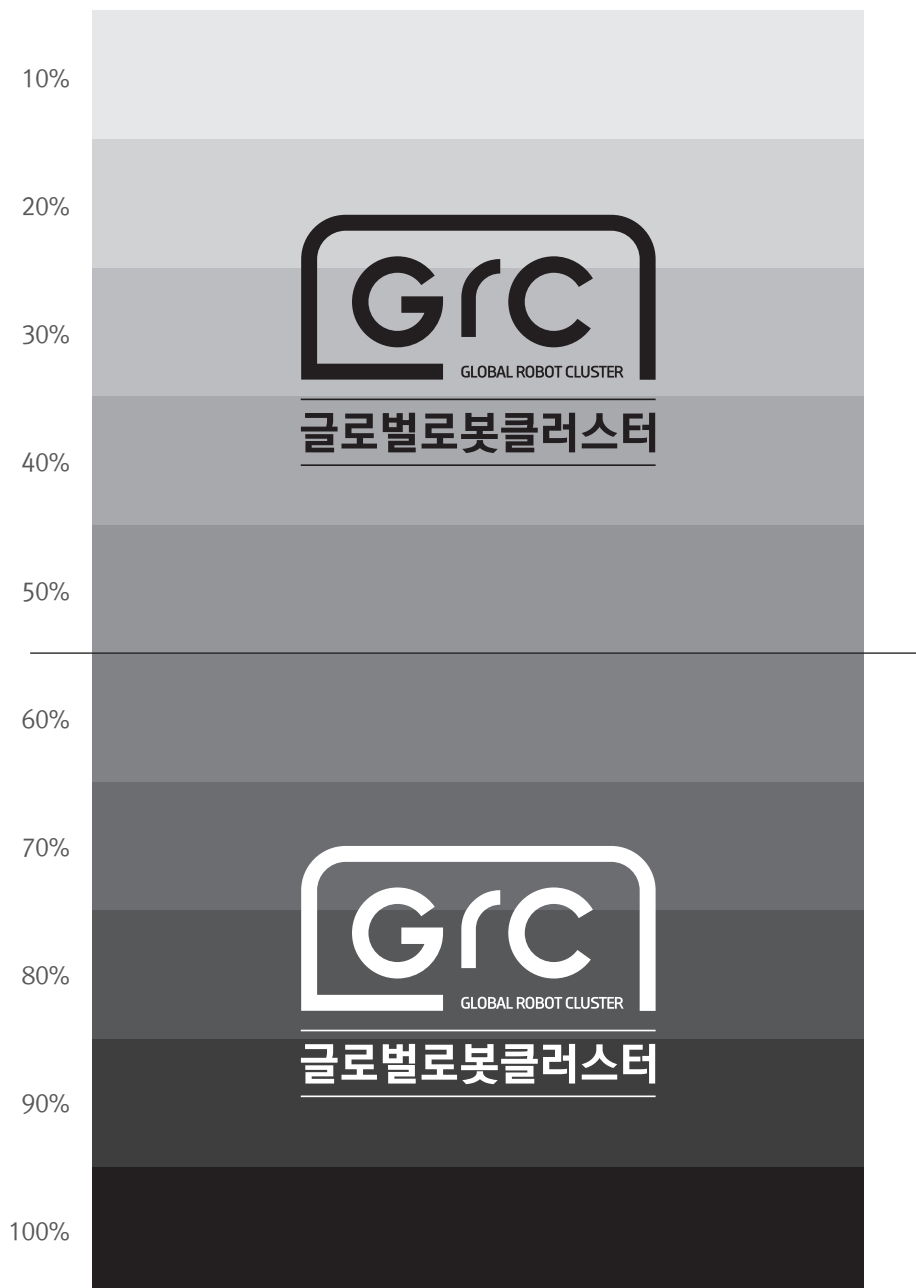
Monochromatic representation is an important element used to form visual images of the GRC logo, and the example has been given to meet the principle that the symbol mark should be clearly visible in any case.



Color Version Black

Black and White Regulations

For print media made in black and white, such as newspapers and magazines, color printing cannot be processed. As such, publish in compliance with the following regulations for black and white use.



Use Positive if the background color you want to express is brighter than Black 50%, and use Negative if it is darker than Black 50%.



Application System

Emblem | Business Card | Business Form | Envelope
Invitation Card / Envelope | Shopping bag

Emblem Emblem

The exclusive emblem is a factor that represents authority and status, in addition to a decorative effect, among various applications; it can mainly be used in certificates of merit or appointment, along with ribbon or badge worn on torso for various events. Emblems can be made of various materials such as gold, silver, and pressed figure; colors or special expressions that are not presented must be discussed with the managing department. When using the exclusive emblem, the original copy included in the CD-ROM must be used in direct proportion for expanding or downscaling.



Business Card Business Card

Business Card is a basic visual medium that delivers not only the individual's image but also the image of GRC: a single designated font must be used for the consistency of the image of GRC as a whole. The front side, where symbol, logotype, department name, position, etc. are written, must fit the proposed location and standard by film work via photoengraving or by computer; on the back side, an individual's motto, department's slogan and English words, etc. can be freely written. The paper quality can be selected depending on the situation.



Business Form Business Form

Business form is an important factor that forms the systemization of GRC and the brand image; thus, when produced, it must follow the office management regulations and be used accurately. Application of symbol, logotype, and other drafts must follow the location and standard presented by film work via photoengraving; the paper quality can be adjusted arbitrarily depending on the situation.

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GLOBAL ROBOT CLUSTER

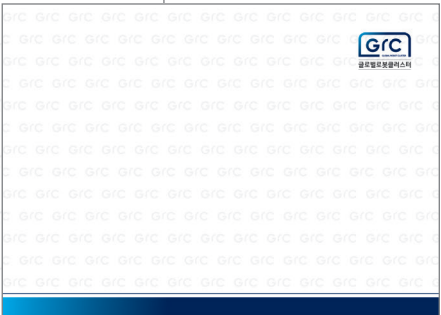
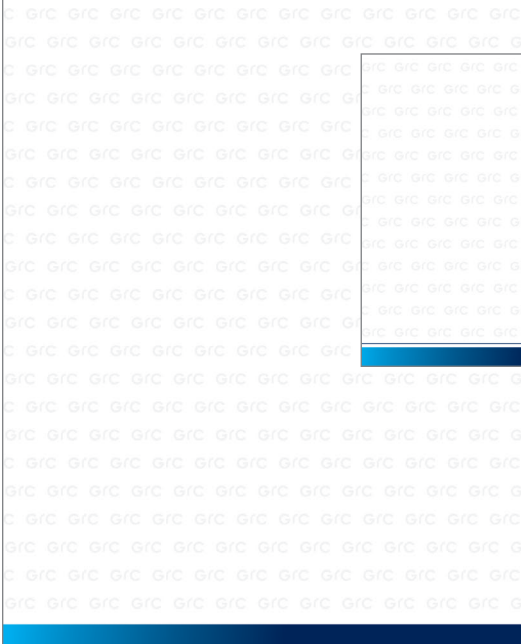
210×297(mm)



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FAX

To	From
Company	Date
Fax Number	



105×75(mm)

GLOBAL ROBOT CLUSTER

210×297(mm)

Envelope

Envelope

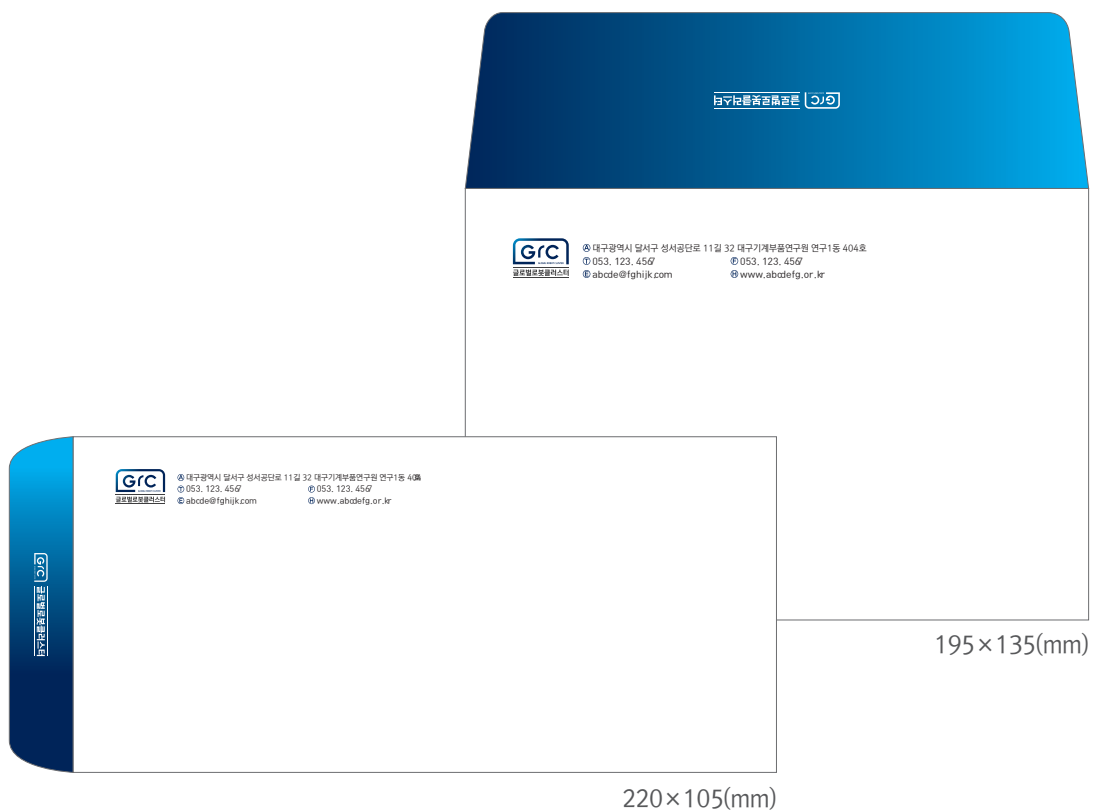
Envelopes are classified into large and small size envelopes; general envelopes can be produced and used depending on uses. When producing an original copy, the location and standard presented by film work via photoengraving must be followed. Regarding the paper quality, the envelope must be 70g/m² or above; indication of payment by licensee or extra payment must be made 40mm from the right side of the envelope and 25mm from the upper side. The location of space for zip code, in case of type 4 and 2 envelopes, is 20mm from the right side and 17mm from the lower side, with lower right corner as the reference point.

330×245(mm)



Invitation Card Invitation Card / Envelope

Invitation card, director's note, and small envelopes are types of documents that deliver guidance regarding event, business content, etc. to related personnel. Therefore, they are important media displaying the confidence and class of GRC. Thus, they must be produced and used precisely according to the regulation. When producing them, the ratio, location, and distance between each element, and the color, shown by the blueprint sampled in this clause must be carefully observed, following the sample.



Shopping bag Shopping bag

When producing an original copy, it must fit the proposed location and standard, while the application of symbol, logotype, and other drafts must follow the designated examples. It must follow the location and standard proposed by film work via photoengraving. The quality of paper can be adjusted arbitrarily depending on the situation. Shopping bags are mainly used for various events of GRC; it serves an important role as a promotion medium by delivering the image of the institution in addition to the simple function of protecting its content.





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※ The content of this guidebook must be referred to when using the logo of Global Robot Cluster; unauthorized use and copy is forbidden.



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