

# Corporate Identity Guidelines

March 2021 v1.0

**INNORULES**

## Instruction

This manual is a specific management guideline for INNORULES' CI. Details in the document shall be followed by all users as it may affect brand image of the company.

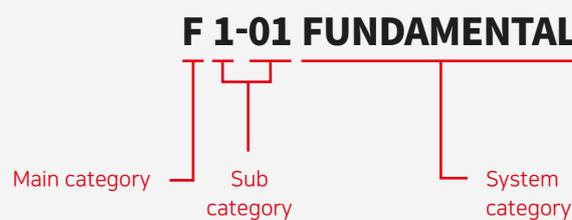
No part shall be changed and used except for the permitted part in this manual. And any questions or opinions that require further interpretation must be discussed with the Strategic Marketing Team.

Brand Guidelines may be supplemented in case it is deemed necessary. However, all matters regarding the brand image of the corporate shall be thoroughly reviewed and decided by the Strategic Marketing Team.

## Composition

Brand Guidelines is composed of Fundamental, which deals with the core elements and usage rules of CI, and Application showing the usage rules and examples.

A unique number is assigned for each page.



# Brand Guidelines

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## FUNDAMENTAL

### COMPANY LOGO

- F 1-01 Logo-Eng(Standard Red)
- F 1-02 Logo-Eng(Red background White)
- F 1-03 Logo-Kor
- F 1-04 Logo-Jpn

### COMPANY LOGO USAGE

- F 2-01 Grid
- F 2-02 Spacing guide(Standard)
- F 2-03 Spacing guide(Mixed)
- F 2-04 Minimum size

### COLOR SCHEME

- F 3-01 Color system
- F 3-02 Color usage

### TYPEFACE

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### SOLUTION NAME RULE

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- F 5-01 Solution – InnoProduct
- F 5-01 Solution – InnoFDS
- F 5-01 Solution – InnoClaim
- F 5-01 Solution – InnoPLM
- F 5-01 Solution – InnoERICA
- F 5-01 Solution – InnoINIS
- F 5-01 Solution – InnoEUS
- F 5-01 Solution – InnoMUS

## APPLICATION

### STATIONARY

- A 1-01 Business card
- A 1-02 Envelope (Large)
- A 1-03 Envelope (Small)
- A 1-04 Letter head
- A 1-05 Memo pad

### EXAMPLE

- A 2-01 Example1
- A 2-02 Example2

INNORULES IDENTITY GUIDELINES  
**FUNDAMENTAL**

# LOGO ENGLISH

INNORULES logo was developed based on English type. The strait stoke is the motif of trust and honesty and symbolizes its unique technology and leading knowledge. The upward slash of S contains the meaning of a 'progressive global company' and red our 'passion'.



90 degree angle  
Image of trust and  
honesty



- A symbol of unrivaled technology and industry leadership
- Emphasizing a progressive and global image
- Red of passion and challenge, expressing confidence and firm management philosophy

**INNORULES**

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## LOGO COLOR

The main logo of INNORULES is red. However, one may use a white logo depending on situation. There should be no deformation of the shape and should be kept legible in red and white.



**INNORULES**

Red logo



**INNORULES**

White logo

## LOGO KOREAN

INNORULES logo was developed based on English type. The strait stroke is the motif of trust and honesty and symbolizes its unique technology and leading knowledge. The upward slash of S contains the meaning of a 'progressive global company' and red our 'passion'.

**INNORULES**

주식회사 이노룰스

## LOGO JPN

INNORULES logo was developed based on English type. The strait stroke is the motif of trust and honesty and symbolizes its unique technology and leading knowledge. The upward slash of S contains the meaning of a 'progressive global company' and red our 'passion'.

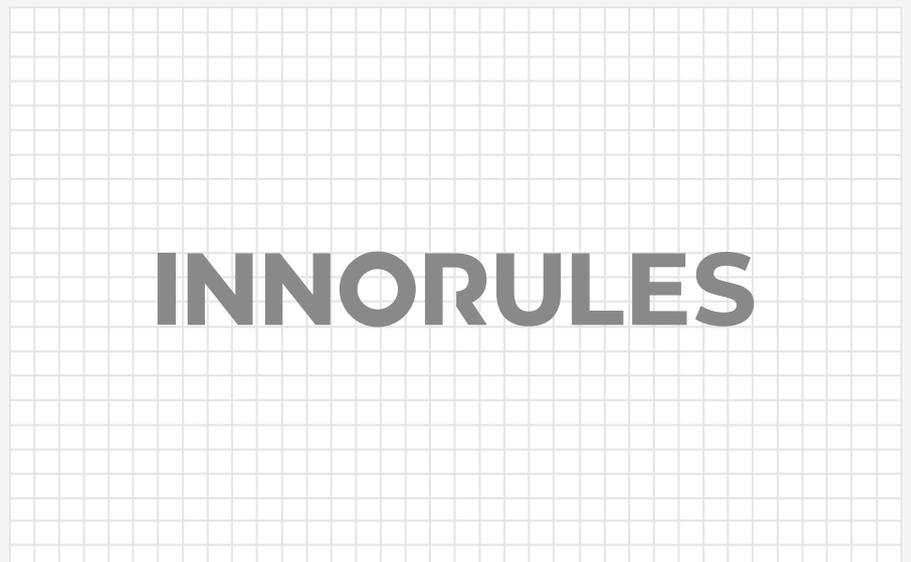
**INNORULES**

イノルールズ株式会社

## GRID

The English logotype developed with the vision of INNORULES CO.,LTD can be used locally and internationally.

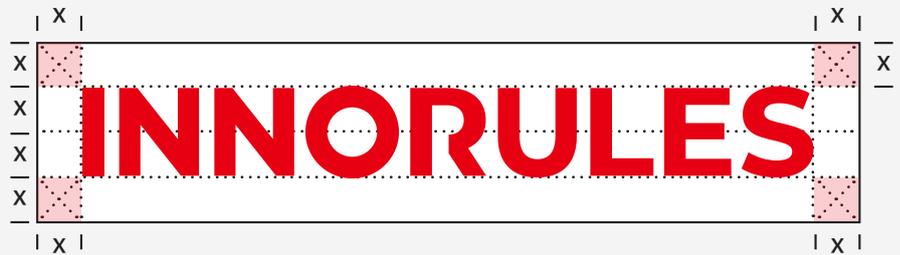
It is proportionally adjusted according to the font type, the shape and thickness. Therefore, no proportional changes are allowed.



## SPACING GUIDE (STANDARD)

Spacing guide is provided to ensure that the basic image is not infringed when the INNORULES logotype is applied.

When applied to various media, it is important that the main logo is not infringed/invaded by other elements or complex patterns within the minimum space.



# SPACING GUIDE (MIXED)

Spacing guide is provided to ensure that the basic image is not infringed when the INNORULES logotype is applied.

When applied to various media, it is important that the main logo is not infringed/invaded by other elements or complex patterns within the minimum space.



## MINIMUM SIZE

Minimum size of the logo is limited to 5mm in height. This is set to prevent image damage due to distortion, transformation and misuse of the CI.

5mm **INNORULES**

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**INNORULES**

# COLOR SYSTEM

Main color completes and conveys the image of INNORULES.  
 For defective use of the main colors, the printing method, ink density, paper type and application medium have to be considered.  
 When printing, it is based on the stated CMYK values.

<b>INNORULES RED</b>	<b>CMYK</b>	0 / 100 / 100 / 0
	<b>RGB</b>	255 / 0 / 0
	<b>HEX</b>	#FF0000



<b>INNORULES OCEAN BLACK</b>	<b>CMYK</b>	90 / 65 / 60 / 55
	<b>RGB</b>	11 / 40 / 46
	<b>HEX</b>	#0B282E



# COLOR USAGE

Color guide is provided in order to express a consistent corporate image. This sets a range of color that can be expressed according to the background color and material.



# FONT GUIDE

Designated font is used for letters or headlines applied to various prints and promotional materials of INNORULES. The visual image of the corporate is made more consistent by designating the main font.

Nanum Square is designated as the main font of the corporate. It is the basic element of the CI system as well as the corresponding item to suit various application media.

\* Installs NanumSquare font and checks [Save] → [Include font in file] when saving ppt. If you check [Include all characters] and save, you can use it on all Windows computers.

나눔스퀘어  
Light

디지털 혁신 파트너  
Something for everyone  
1234567890

나눔스퀘어  
Regular

디지털 혁신 파트너  
Something for everyone  
1234567890

나눔스퀘어  
Bold

디지털 혁신 파트너  
Something for everyone  
1234567890

나눔스퀘어  
ExtraBold

디지털 혁신 파트너  
Something for everyone  
1234567890

## SOLUTION NAME RULE

English names of INNORULES' solutions must be indicated as specified in the guide. They are case sensitive. The first letter of the solution and the first letter of the last word are always written in capital letters

The company name is always written in capital letters, and the company name in official documents and contracts is written in full name.

Ex> INNORULES / INNORULES CO.,LTD

InnoRules  
이노룰스

**InnoRules**

InnoProduct  
이노프로덕트

**InnoProduct**

InnoFDS  
이노에프디에스

**InnoFDS**

InnoClaim  
이노클레임

**InnoClaim**

InnoPLM  
이노피엘엠

**InnoPLM**

InnoERICA  
이노에리카

**InnoERICA**

InnoINIS  
이노아이니스

**InnoINIS**

InnoEUS  
이노이유에스

**InnoEUS**

InnoMUS  
이노엠유에스

**InnoMUS**

**INNORULES**

INNORULES IDENTITY GUIDELINES  
**APPLICATION**

# BUSINESS CARD

The business card plays an important role in delivering the correct image of INNORULES. The business cards presented in this section are of actual size. Font size can be adjusted accordingly, but the location for each element should be maintained.



90mm\*50mm

Basic size (rounding(4mm), standard type)

Paper: Rendezvous Ultra White 240g

Font (Korean, English): Nanum Square (OTF) / Change of font line spacing, letter spacing, strength, color are prohibited.

# ENVELOPE (LARGE)

Envelope is an important medium that delivers the image of INNORULES to the outside through mail, etc.  
 In order to convey the right image, careful attention is required when manufacturing. To form a consistent image, use the example in this section for the proportion and color application.

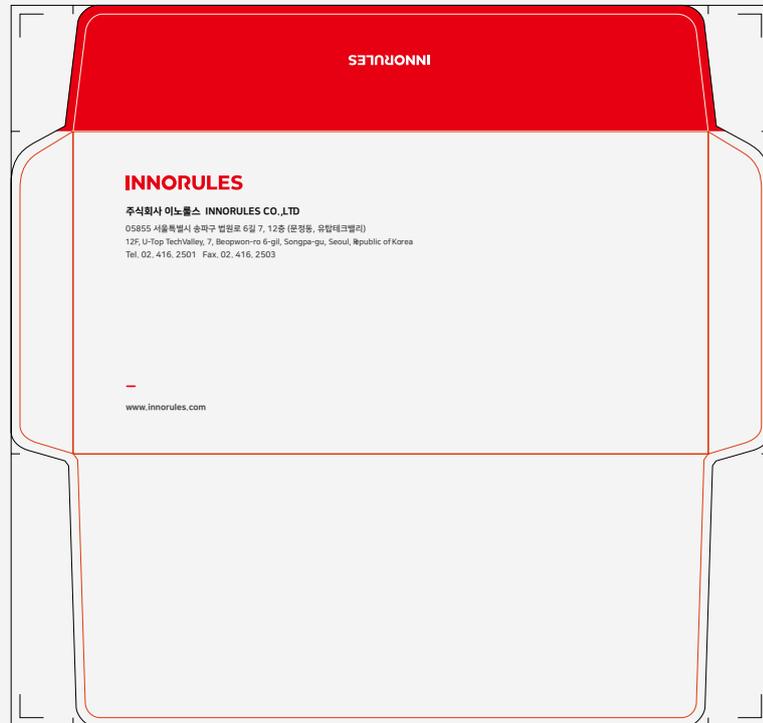


Font (Korean, English): Nanum Square (OTF) / Change of font line spacing, letter spacing, strength, color are prohibited.

# 소봉투

Envelope is an important medium that delivers the image of INNORULES to the outside through mail, etc.

In order to convey the right image, careful attention is required when manufacturing. To form a consistent image, use the example in this section for the proportion and color application.



330mm\*245mm

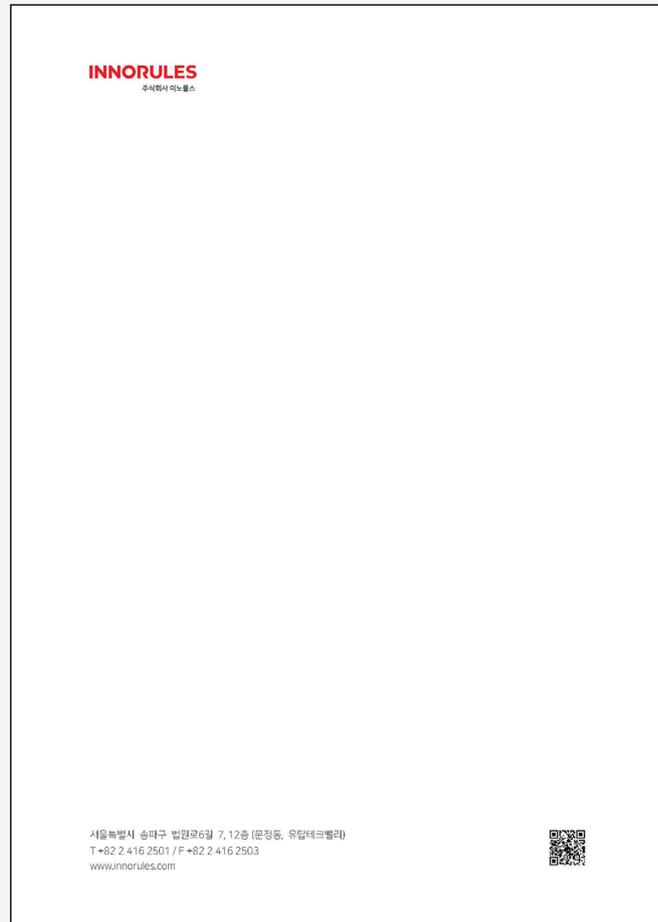
Paper: Rendezvous Ultra White 130g

Font (Korean, English): Nanum Square (OTF) / Change of font line spacing, letter spacing, strength, color are prohibited.

# LETTER HEAD

Letter head is an important medium that delivers the image of INNORULES to the outside through mail, etc.

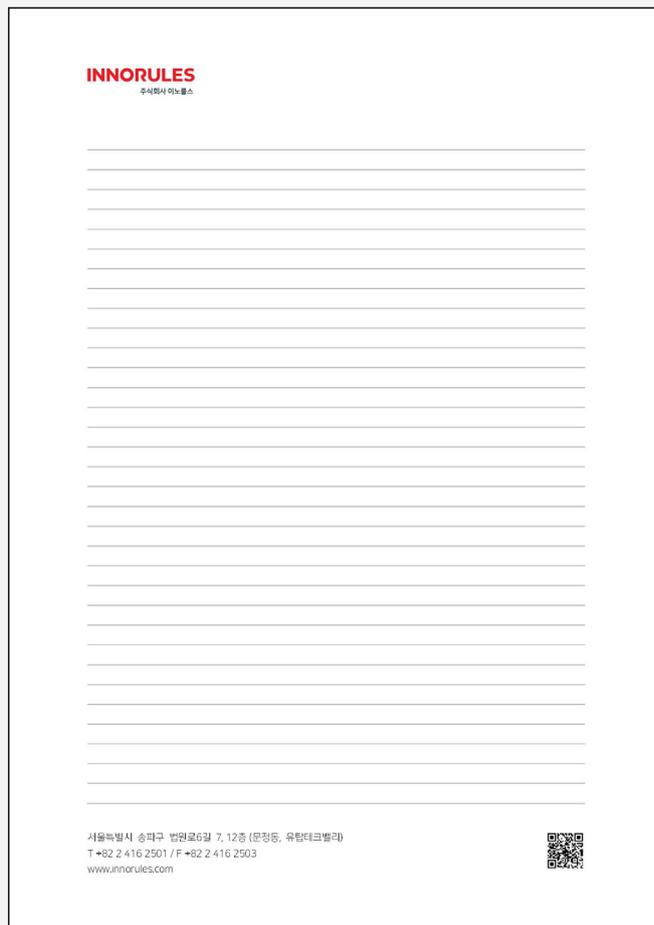
In order to convey the right image, careful attention is required when manufacturing. To form a consistent image, use the example in this section for the proportion and color application.



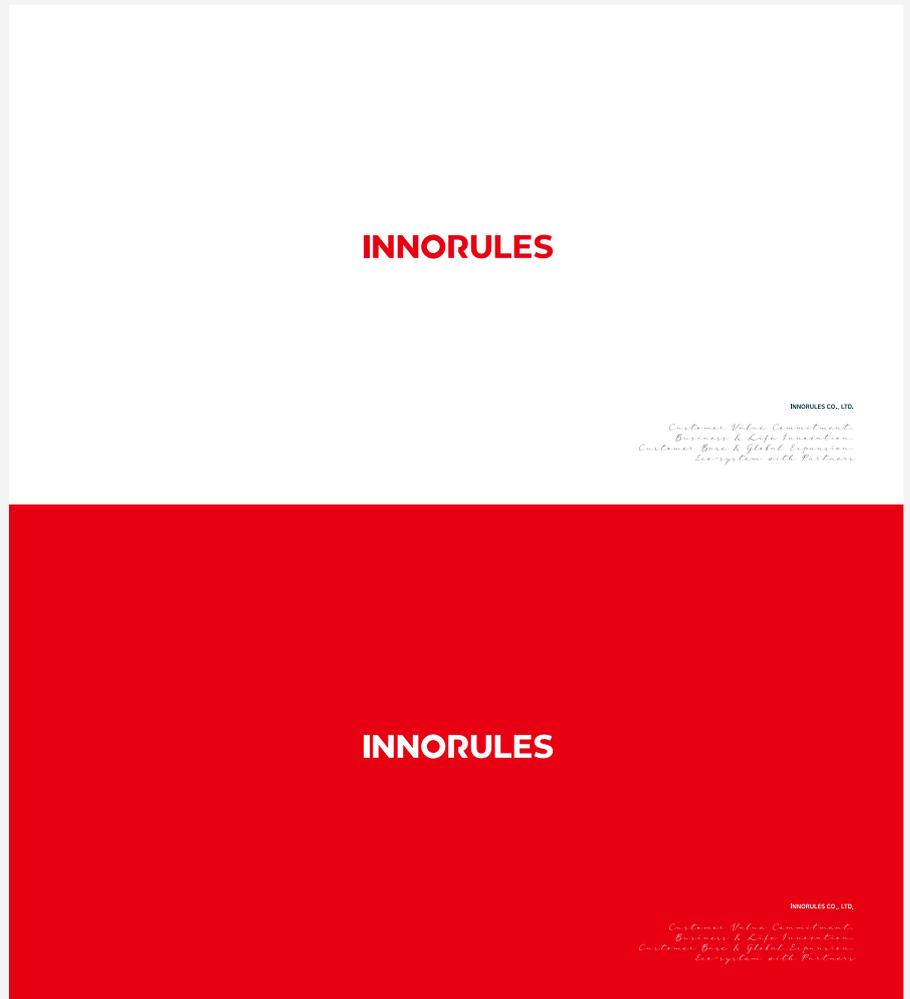
# MEMO PAD

Memo pad is an important medium that delivers the image of INNORULES to the outside through mail, etc.

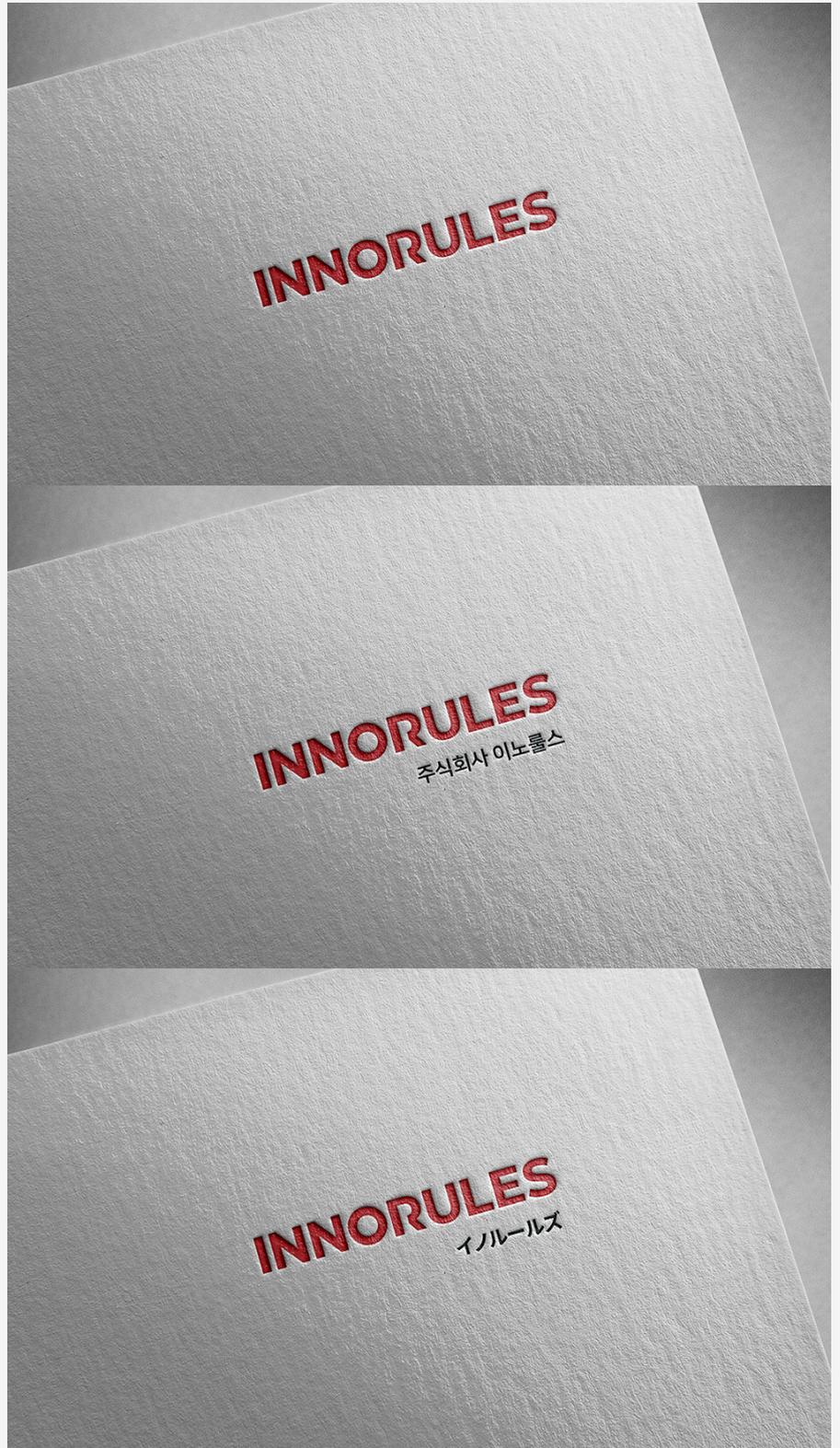
In order to convey the right image, careful attention is required when manufacturing. To form a consistent image, use the example in this section for the proportion and color application.



# EXAMPLE 1



## EXAMPLE 2



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