



Hanwha Vision

Brand Guidelines




The Hanwha Vision brand is the means by which the company's customers establish and maintain a long-lasting connection with the broad range of products, technology, and services provided by it.

The values contained within the brand are communicated through such elements as the company's Symbol Mark, Logo, and Coloration. In order to ensure that the company's brand identity is communicated fully and consistently, it is imperative that all the standards relating to the use of these elements be observed and managed to the fullest possible degree.

Identifier Application

As stated below, the rules concerning the uses, the color(s), the graphic motif, the image(s), and the typeface(s) of the Hanwha Identifier must be applied according to the nature of the media being used. Any and all applications based on a ratio (such as thickness) must be observed.







Primary Identifier	Rules for the Primary Identifier
<p>Symbol Mark: Logotype = 10 : 4</p> 	<p>Standard Identifier</p> <p>The Standard Identifier is a 10 : 4 combination ratio of the symbol mark (the Tricircle), the Logotype, and a visual element representing the corporate image. It must be applied to all print media, vehicles, websites, and packages.</p>
<p>Symbol Mark: Logotype = 10 : 5</p> 	<p>Modification A</p> <p>10 : 5 combination ratio has been developed to increase the impact of the Identifier. It is used for indoor and outdoor signs and visual and outdoor media, such as television commercials, billboards, and banners.</p>
<p>Symbol Mark: Logotype = 10 : 6</p> 	<p>Modification B</p> <p>The 10 : 6 combination ratio is used with a narrow range of products, such as channel signs, branch signs, standing signs, and sports site signs.</p>

Identifier Color Scheme

Hanwha Vision's identifier colors consist of a Process Color, an RGB (red, green, and blue) Color, and a PMS (Pantone Matching System) Color. They have been designed to result in the most effective reproduction for various types of media. A white background should always be chosen when the Hanwha Orange color is being used.

Color

			
Hanwha Orange 100% C0 M68 Y100 K0 R243 G115 B33 HEX #FF6600	Hanwha Orange 70% C0 M47 Y70 K0 R248 G155 B108 HEX #F5A166	Hanwha Orange 50% C0 M34 Y50 K0 R251 G181 B132 HEX #F7BA82	Hanwha Black HEX #000000

Primary Color Use

Process Black_ 100%, 70%, 50%



Silver_ Pantone 877 C 100%



Gold_ Pantone 871 C 100%



Hanwha Orange_ 100%, 70%, 50% + White 100%



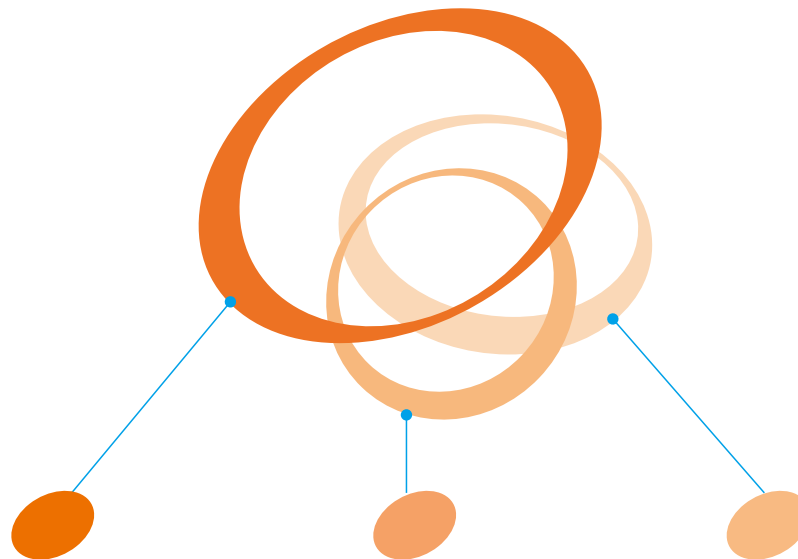
White 100%



Standard Symbol Mark

The "Tricircle", is a dynamic combination of three circles, using three tones of Hanwha Vision's signature orange color. The Tricircle is an essential element that must be used in all applications to convey the company's identity.

When the symbol mark is used, the shape and color of the circles must be used in conformity with the rules contained below.

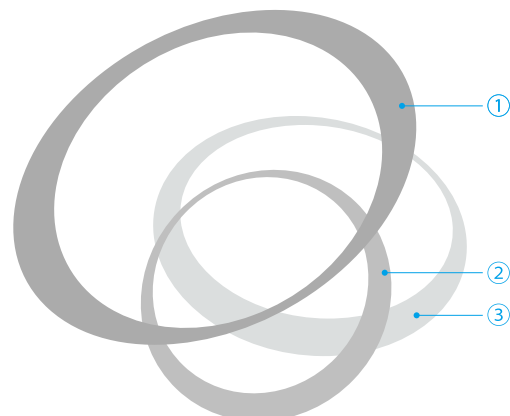
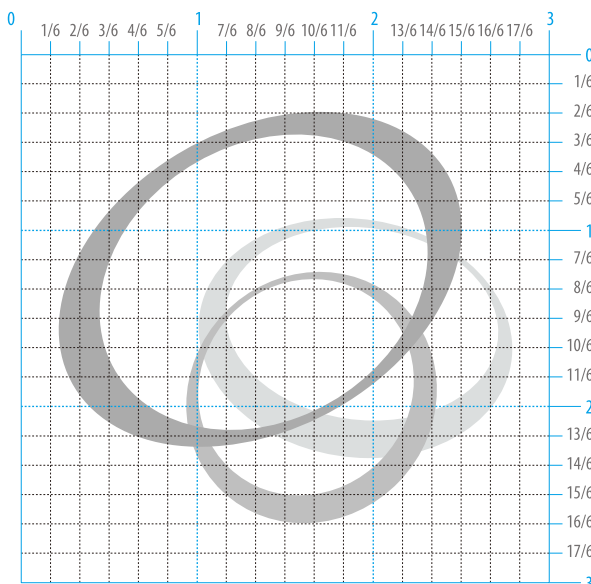


Hanwha Orange 100%
 C0 M68 Y100 K0
 R243 G115 B33
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Hanwha Orange 50%
 C0 M34 Y50 K0
 R251 G181 B132
 HEX #F7BA82

① is located at the top, the second one ② is in the middle, and third one ③ is on the bottom.



Identifier Clear Spacing

The use of auxiliary graphic elements or background colors for the inside of the Clear Space (meaning a minimum protected space needed to maintain the formal attributes of the Hanwha Vision Identifier) should be avoided. The positioning of the Identifier and the placement of any blank space or spaces must be done prior to the development of any product.

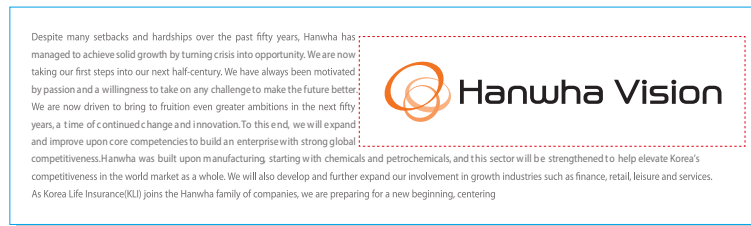
In the case of an affiliate company, the rule is the same as given below. The Signature of the affiliate should be applied.

1. Horizontal Signature

This is the rule for using a blank space in the Hanwha Identifier.



Example

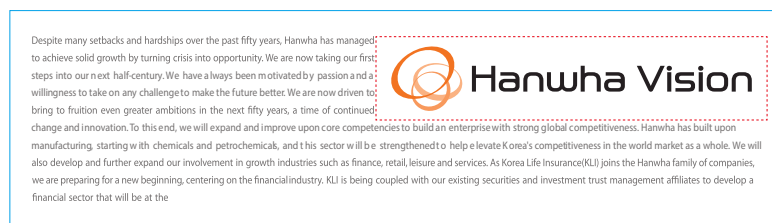


2. Horizontal Signature

The rules for a minimum blank space should be followed if the amount of space need to place the Hanwha Identifier is limited.



Example



For more information, visit us at
HanwhaSecurity.com



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