

SOLUM BRAND IDENTITY GUIDELINES

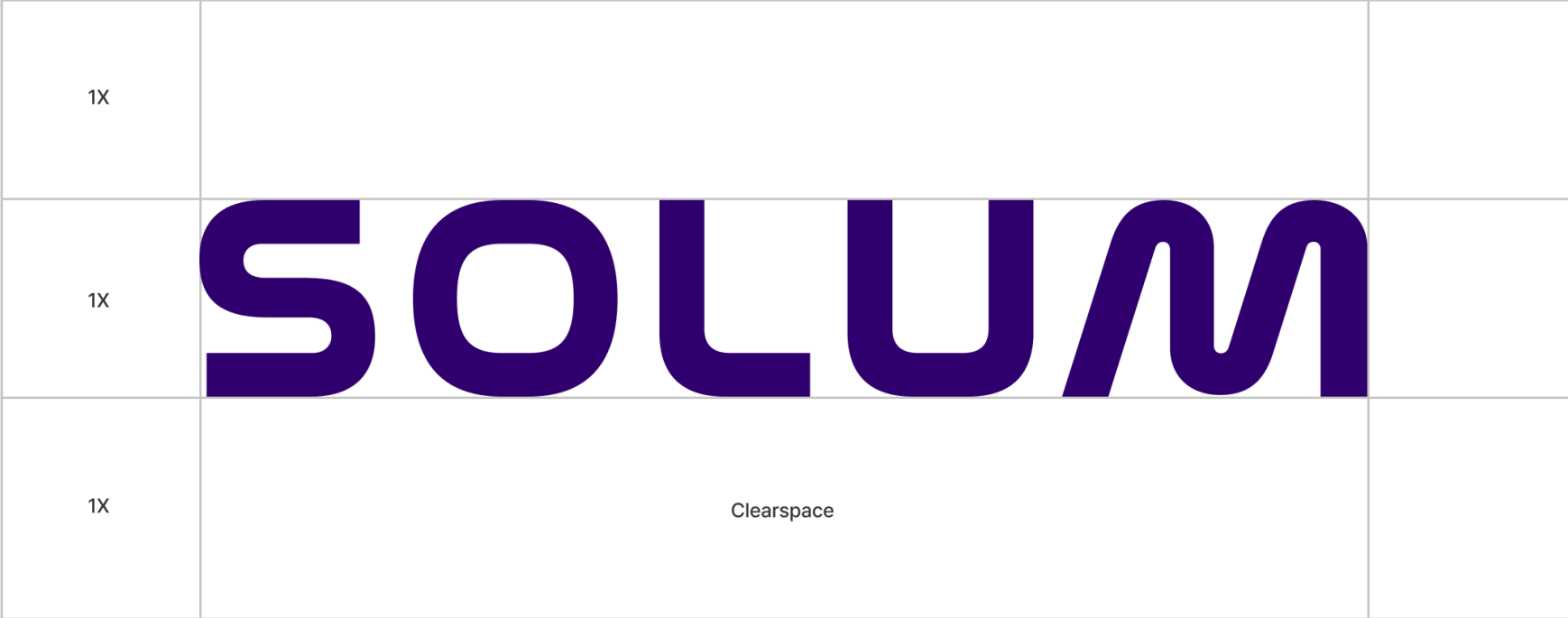
For External

SOLUM

BRAND LOGO

The Brand logo is a core element that symbolically represents SOLUM’s identity. It serves as the standard for brand expression and must maintain consistency across all touchpoints.

*To ensure flexibility across business divisions and operations, the standalone logo-without the tagline-is recommended for use.



BRAND LOGO

To maintain a consistent brand identity, please follow the designated logo color guidelines. Use only SOLUM Blue, Blue, or Black for the logo. The use of any other colors is not allowed. When SOLUM Blue is used as the background, applying the logo in white is recommended for better visibility.

*When applying the brand logo color, SOLUM Blue is recommended as the primary option.



SOLUM



SOLUM

BRAND LOGO

To maintain a consistent brand identity, please follow the designated logo color guidelines. Use only SOLUM Blue, Blue, or Black for the logo. The use of any other colors is not allowed. When Blue is used as the background, applying the logo in white is recommended for better visibility.



SOLUM



SOLUM

BRAND LOGO

To maintain a consistent brand identity, please follow the designated logo color guidelines. Use only SOLUM Blue, Blue, or Black for the logo. The use of any other colors is not allowed. When Black is used as the background, applying the logo in white is recommended for better visibility.



SOLUM



SOLUM

BRAND LOGO

To maintain a consistent brand identity, the logo and tagline usage guidelines must be followed. The tagline's shape, placement, and size must strictly adhere to the defined specifications. Any unauthorized modifications or redesigns are prohibited. We recommend using the same color for the tagline as the logo for visual consistency.

*For logos that include the tagline, use them exactly as provided in the PNG file.



SOLUM
Solution Provider

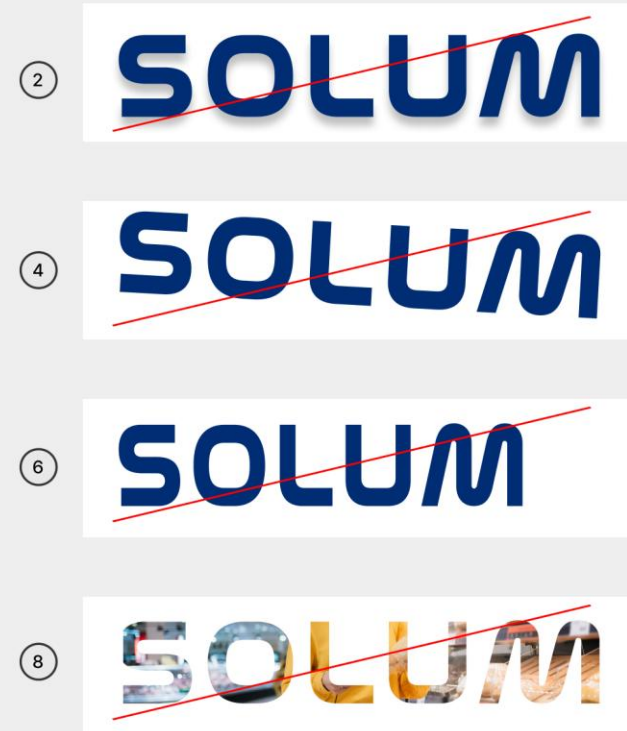
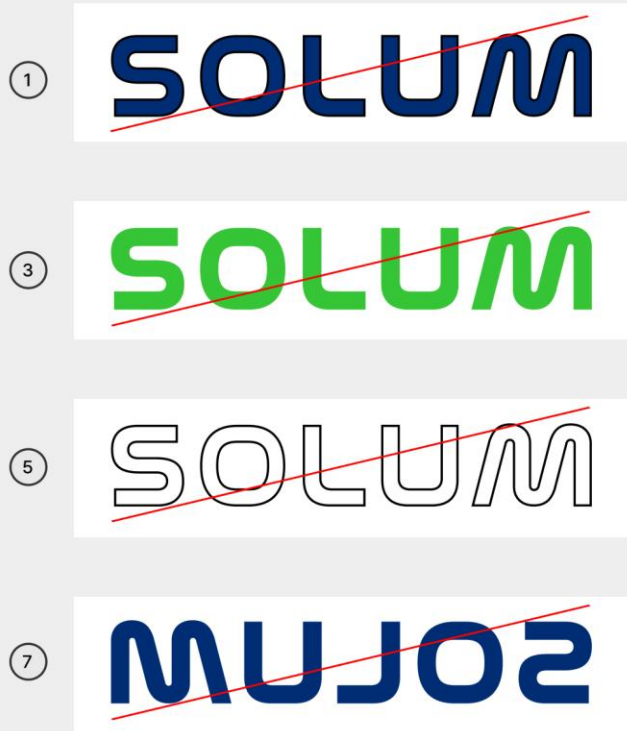


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BRAND LOGO

- ① Do not apply an outline to the logo.
- ② Do not apply a non-brand color to the logo.
- ③ Do not outline or create a keyline around the logo.
- ④ Do not flip or alter the logo in any way.

- ⑤ Do not apply drop shadow or effects to the logo.
- ⑥ Do not rotate the logo.
- ⑦ Do not distort the logo in any way.
- ⑧ Do not use the logo as a framing device for imagery.



BRAND TYPOGRAPHY

The Brand Typography serves as a systematic standard for consistent communication. The 'Pretendard' typeface enhances visual clarity and usability across various media.

DOWNLOAD ↓

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	SemiBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ExtraLight	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	ExtraBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789		

BRAND COLOR SYSTEM

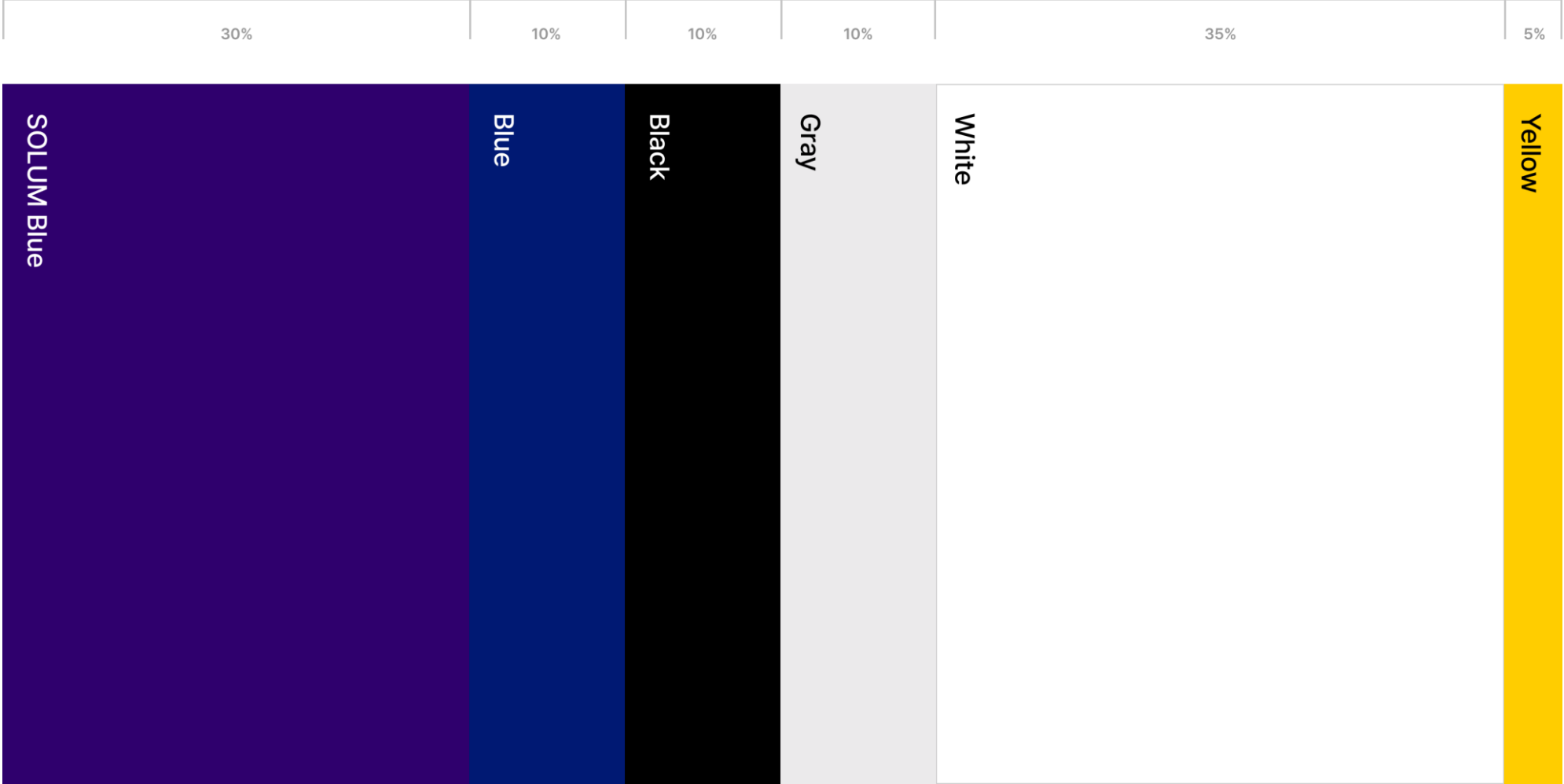
The Color Palette is SOLUM’s Brand Color System that reinforces its identity. SOLUM Blue is designated as the primary color, supported by Blue, Black, Gray, and White as secondary colors, and Yellow as the accent. As the main color, SOLUM Blue reflects trust, creativity, and dynamism, expressing an image of innovation and forward thinking.

SOLUM Blue	Blue	Black	Gray	White	Yellow
PANTONE 2685 C	PANTONE 2747 C	BLACK	COOL GRAY 1 C	WHITE	PANTONE 116 C
RGB 47, 0, 109	RGB 0, 25, 115	RGB 0, 0, 0	RGB 235, 234, 235	RGB 255, 255, 255	RGB 255, 205, 0
CMYK 92, 100, 0, 10	CMYK 100, 95, 20, 20	CMYK 0, 0, 0, 100	CMYK 7, 5, 5, 0	CMYK 0, 0, 0, 0	CMYK 0, 20, 100, 0
HEX #2F006D	HEX #001973	HEX #000000	HEX #E8EAE8	HEX #FFFFFF	HEX #FFCD00

BRAND COLOR SYSTEM

- SOLUM’s Brand Colors are applied according to recommended.
- SOLUM Blue: The key identity color, used prominently for core brand messages.
 - Blue: A standalone primary color, ideal for emphasizing professionalism and trust.
 - Black / Gray / White: White is used as the default background for content, with flexible adjustments depending on context.
 - Yellow: A vibrant accent, used selectively to guide user behavior or highlight brand energy.

*Proportions may vary by media and context. See the application section for examples.





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