

SAIGE BRAND GUIDELINE

OVERVIEW

Overview

The purpose of this manual is to specify SAIGE's standardized design practices for the efficient delivery of the company's image. Correct implementation of the SAIGE's brand identity (BI) ensures clear and sustained internal/external communication, creating consistency and a powerful impact. This begins by adhering to the design standards and detailed guidelines contained in this manual.

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Management Regulations

This BI should be adaptable to accommodate changes in the ever-evolving design landscape. While the design framework of the BI can flexibly evolve over time, however, excessive modifications and indiscriminate applications may undermine the original purpose of the BI. Therefore, the following guidelines must be strictly adhered to correctly apply the BI.

- This manual contains visual information and management regulations of SAIGE as a brand, and it should not be disclosed or replicated without authorization.
- In case of any doubts or concerns during usage, it is imperative to consult with the BI management department, *Marketing Part*.
- This manual serves as both the regulations and an explanatory guide, and it is not intended for reproduction purposes. Any reproduction or replication of the manuscript should involve the extraction of necessary data only.
- Depending on circumstances, gradual modifications and enhancements may be deemed necessary. In such cases, decisions must be made after thorough consultation with the BI management department, *Marketing Part*.

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01 Logo Mark

Logo Mark

The logo mark serves as the primary symbol of the SAIGE's brand image. It is crucial to rigorously manage and ensure its form is not altered or misused, in accordance with the regulations. However, in cases where the use of data is not feasible due to the application environment, they should be drawn manually following the basic drawing rules with a grid and center line, ensuring accuracy.

SAIGE

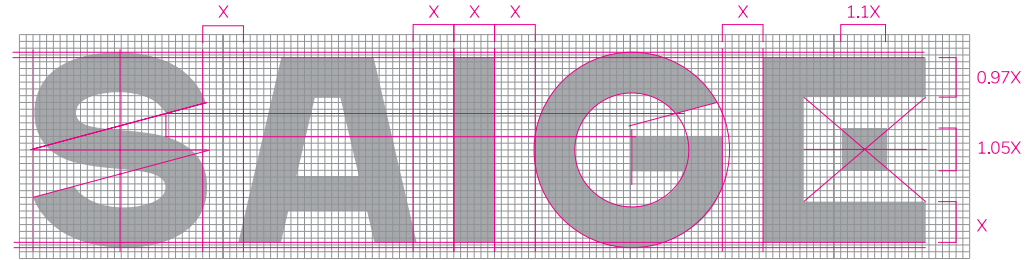
Minimum Size

3mm / 20px 

The logo mark should not be used with a height of less than 3 mm or 20 px. In cases where precision is required, smaller versions of the logo may be created, as long as they do not appear distorted during production.

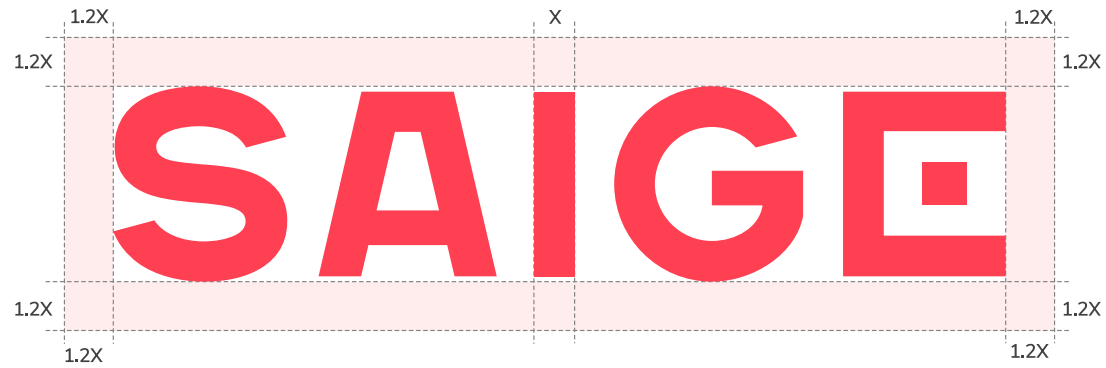
Grid

The logo mark serves as the primary symbol of the SAIGE's brand image. It is crucial to rigorously manage and ensure its form is not altered or misused, in accordance with the regulations. However, in cases where the use of data is not feasible due to the application environment, they should be drawn manually following the basic drawing rules with a grid and center line, ensuring accuracy.



Safe Zone

The clear space defines the minimum area where no other graphic elements are permitted.
Additionally, the safe zone should be guaranteed if the logo is combined with a slogan or a product name.



Misuse

The SAIGE logo mark must maintain its form and presence.
It is crucial to avoid misusing the logo through excessive or indiscriminate deformation.



Do not skew or compress the logo dimensions.



Do not use the typeface text as a logo.



Do not modify the logo to any thickness other than the specified guidelines.



Do not use a symbol without permission.



Do not use logo colors that are not specified.



Do not add an edge line or create a three-dimensional effect.



Do not change the size of elements in the logo.



Do not alter the space between each letter.



Do not change the angle of the logo.



Do not use the logo over a complex background.



Do not incorporate an image into the logo.



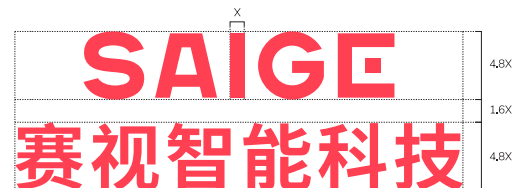
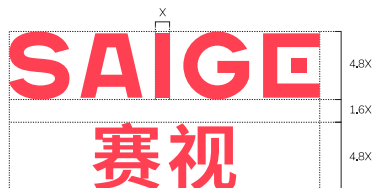
Do not combine elements within the safety zone.

02 Signature

China HQ Vertical

The signature for the China Regional Headquarter is a main symbol of the corporate image. Given its frequent use, they must adhere to the details outlined in the guideline.

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Minimum Size

6.5mm / 44px



The logo mark should not be used with a height of less than 6.5 mm or 44 px. In cases where precision is required, smaller versions of the logo may be created, as long as they do not appear distorted during production.

China HQ Horizon

When it becomes necessary to use the Chinese logo signature in a horizontal combination due to limitations in the application of the vertical combination, the vertical combination should always be the primary choice.

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Minimum Size

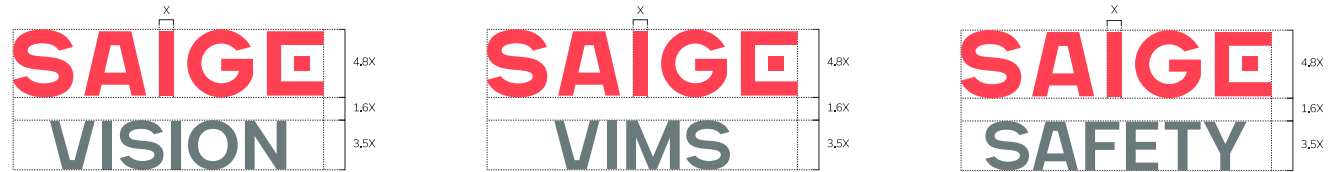
3mm / 20px



The logo mark should not be used with a height of less than 3 mm or 20 px.
In cases where precision is required, smaller versions of the logo may be created,
as long as they do not appear distorted during production.

Solutions Vertical

The solution logos also represent the SAIGE brand identity, forming a combination with the logo mark and each product.
Given its frequent use, they must adhere to the details outlined in the guideline.



Minimum Size

6.5mm / 44px



The logo mark should not be used with a height of less than 6.5 mm or 44 px.

In cases where precision is required, smaller versions of the logo may be created, as long as they do not appear distorted during production.

Solutions Horizon

When it becomes necessary to use the product logo in a horizontal combination due to limitations in the application of the vertical combination, the vertical combination should always be the primary choice.

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Minimum Size

3mm / 20px



The logo mark should not be used with a height of less than 3 mm or 20 px.

In cases where precision is required, smaller versions of the logo may be created, as long as they do not appear distorted during production.

03 Colors

Main Color

The SAIGE color system is a refined and sleek application of the brand identity. To establish a consistent brand image, it is a fundamental to use the designated colors, and it is recommended to differentiate color values based on the application medium. Main colors primarily use RGB color values. When printing is required, it is advisable to use Pantone matching system (PMS) spot color printing, and CMYK color should only be used when unavoidable.

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SAIGE Red

RGB
#FF4052
R255 G64 B82

PANTONE
1787C

CMYK
C0 M88 Y63 K0

Sub Colors

The sub colors can be used with the main color to support the SAIGE's image itself.

To maintain and build the brand image, it is essential to adhere to the designated color choices.

Black	SAIGE Dark Grey	SAIGE Grey	SAIGE Light Grey
RGB #000000 R0 G0 B0	RGB #6A7A7C R106 G122 B124	RGB #7F8D8E R127 G141 B142	RGB #CBD0D1 R203 G208 B209
PANTONE BLACK 6 CP	PANTONE 444 CP	PANTONE 444 CP 85%	PANTONE 427CP
CMYK C0 M0 Y0 K100	CMYK C61 M43 Y44 K10	CMYK C54 M37 Y40 K4	CMYK C20 M12 14 K0

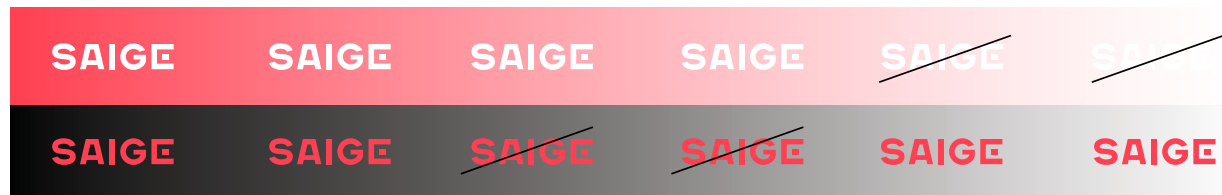
Logo Colors

To avoid misuse, the logo mark colors should comply with designated colors according to the background color.

Application based on the background color



Application of the brightness of the background color



Black and white version: White 100% / K 100%



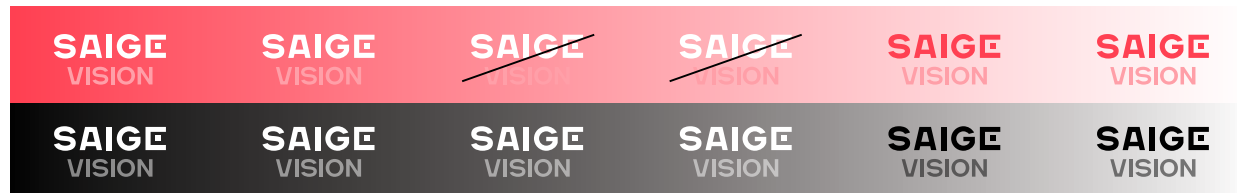
Signature Colors

To avoid misuse, the solution logos' colors should comply with designated colors according to the background color. Pay attention to the use of color based on the background color, as the solution logos are a combination of two colors and have different color regulations than the logo mark.

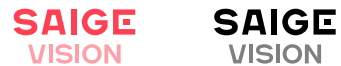
Application based on the background color



Application of the brightness of the background color



Application of single color version if avoidable
Positive - SAIGE: 100% / Solution: 50%



Negative - SAIGE: 0% / Solution: 50%



04 Typography

Primary Typography

The primary typography, MIN Sans, is designated as a typeface that transmits uniformity and harmony in its global uses, contributing to the consistency of the SAIGE's brand image. Min Sans is a multilingual font designed to harmonize with Korean, Chinese, Japanese, Latin characters, and numbers. This typeface follows the SIL Open Font License regulations.

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MIN Sans

가나다라마바사아자차카타파하

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Characteristic Typography

The characteristic typography, Poppins, is mainly used for titles and graphics, providing character to promotional materials.

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Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Logo Typography

The logo typography, Nersans, is only used to create a new solution logo. Its use for other purposes should be confirmed in accordance with copyright regulations. Please contact the *Marketing Part* if you wish to use this typography.

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NERANS

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890!@£\$%^&*

S C R V

Before & Refinement

SAIGE RESEARCH VISION VIMS
SAIGE RESEARCH VISION VIMS

