FASOO

Brand Identity
Design Guidelines

Welcome to Fasoo brand identity guidelines. This is a detailed guide to the basic principles and application of Fasoo, and the departments and partners related to the product should refer to this design guideline to maintain the consistency of Fasoo's design.

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Primary Logo

The primary logo is the main graphic symbol of Fasoo and is an essential element to express the brand. As a visual value representing Fasoo, it cannot be used in any way. When used in various digital and print media such as printed materials, signs, and promotions, it must be applied in accordance with these guidelines to ensure it always looks its best.

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Primary Logo_Size

When referring to text “Fasoo”, there is no need to use a trade mark or logo. However, if you include Fasoo’s product logos, and corporate brand logo, you must apply our logo or logotype based on the guidelines without altering the logos in any way.

***When reducing or increasing the size of the logo, it should be used in direct proportion.**

Logo Construction

Minimal Logo Size

Primary Logo_Clear Space

Fasoo’ s surroundings should be kept away from other elements, such as text, so that other elements do not appear to be part of the logo.

***Clear space (empty space) should be spaced up and down as much as the height of the logo.**

Color System

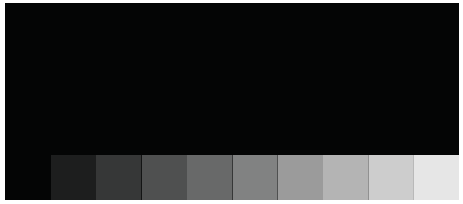
The color system is the basic element that conveys the visual image of Fasoo, and the designated color must be used continually and continuously to construct a resilient image.

Pantone	293 C
Hex / HTML	#003da5
CMYK	100 / 87 / 0 / 0
RGB	0 / 61 / 165

Pantone	347 C
Hex / HTML	#00943a
CMYK	86 / 16 / 100 / 4
RGB	0 / 148 / 58

Pantone	151 C
Hex / HTML	#ff7900
CMYK	0 / 65 / 100 / 0
RGB	255 / 121 / 0

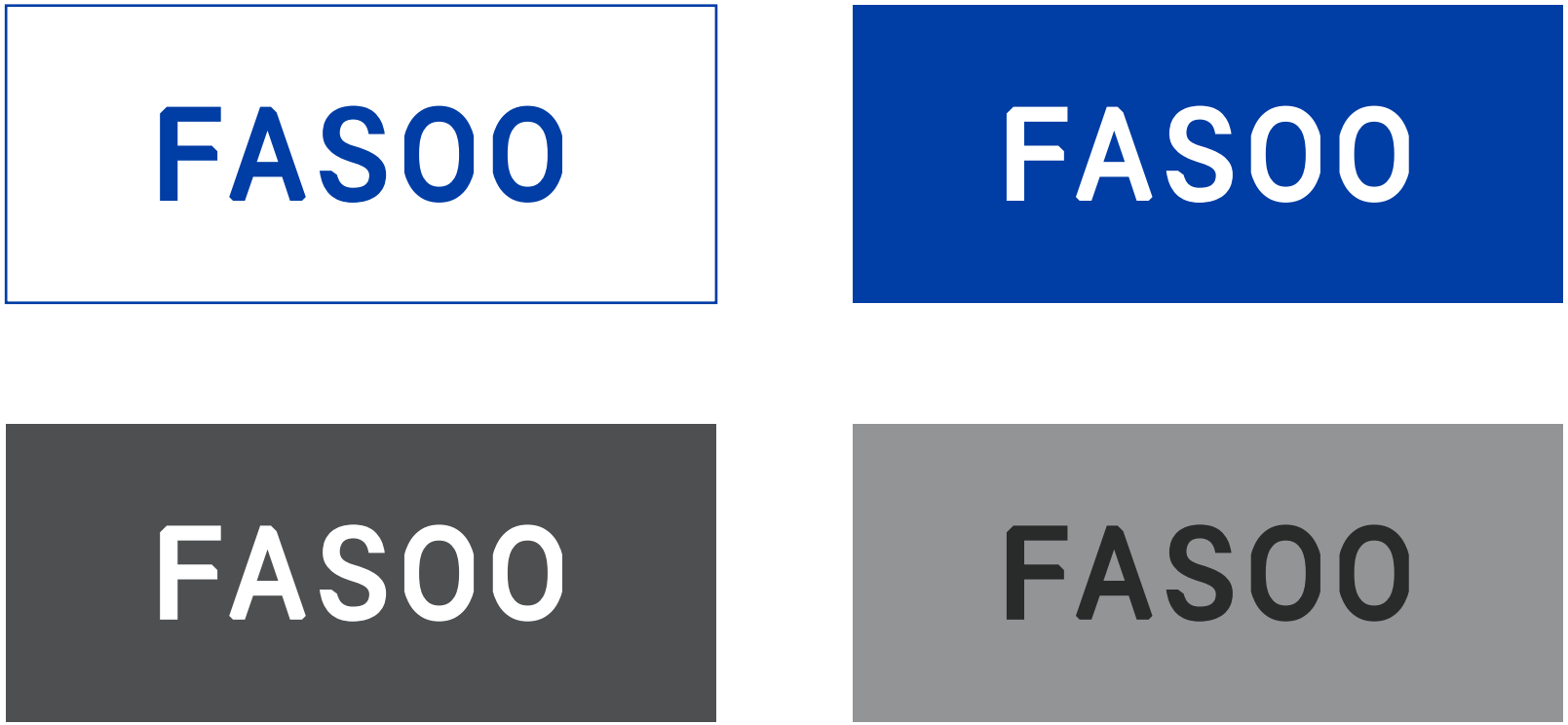
Pantone	266 C
Hex / HTML	#7428e0
CMYK	70 / 81 / 0 / 0
RGB	116 / 40 / 224



Pantone	Black 6 C
Hex / HTML	#000000
CMYK	75 / 68 / 67 / 90
RGB	0 / 0 / 0

Usage on Backgrounds

If the clarity of the background is low, the logo should be applied as one tone. When using our logo in one tone, do not use a mosaic background pattern. However, if the clarity of the background is high, the basic color must be applied.



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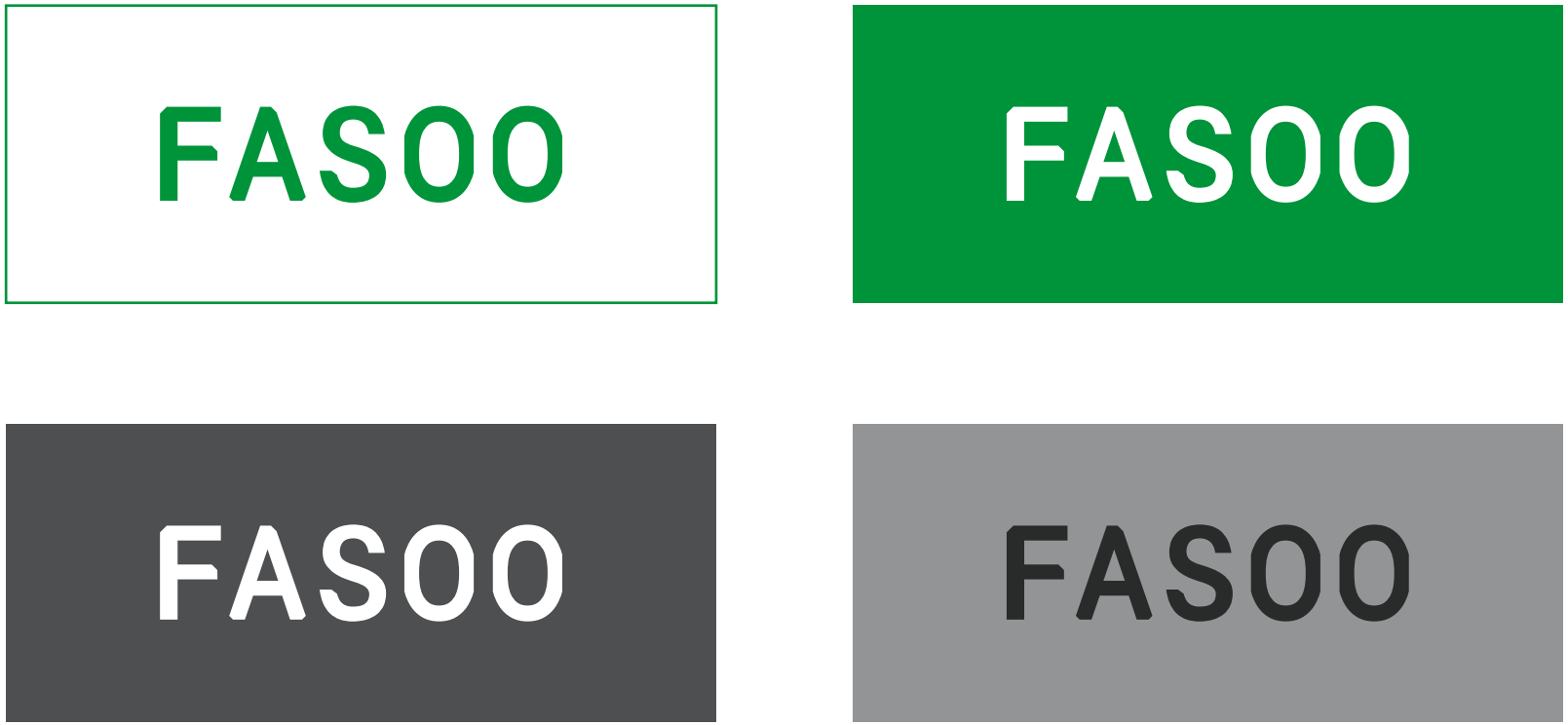
If the clarity of the background is low, the logo should be applied as one tone. When using our logo in one tone, do not use a mosaic background pattern. However, if the clarity of the background is high, the basic color must be applied.



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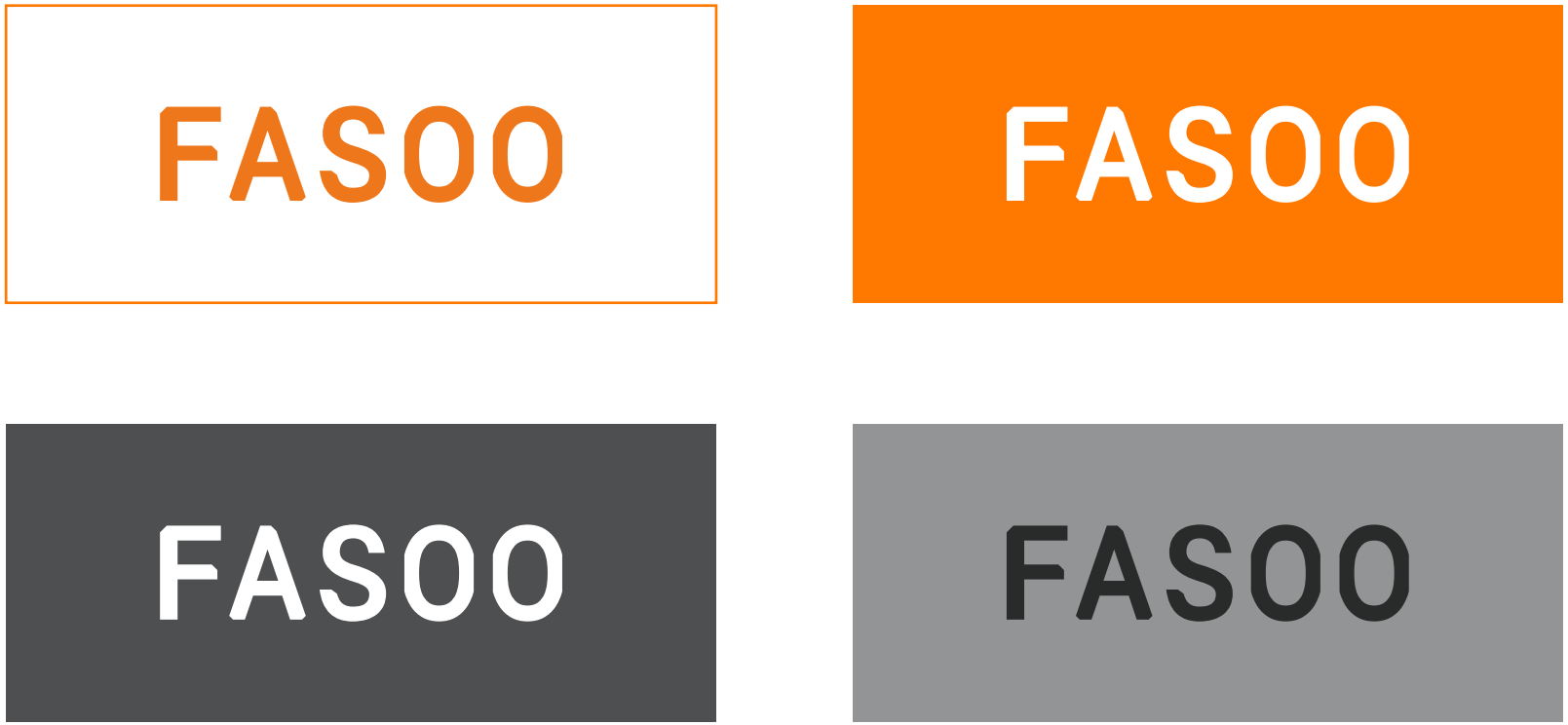
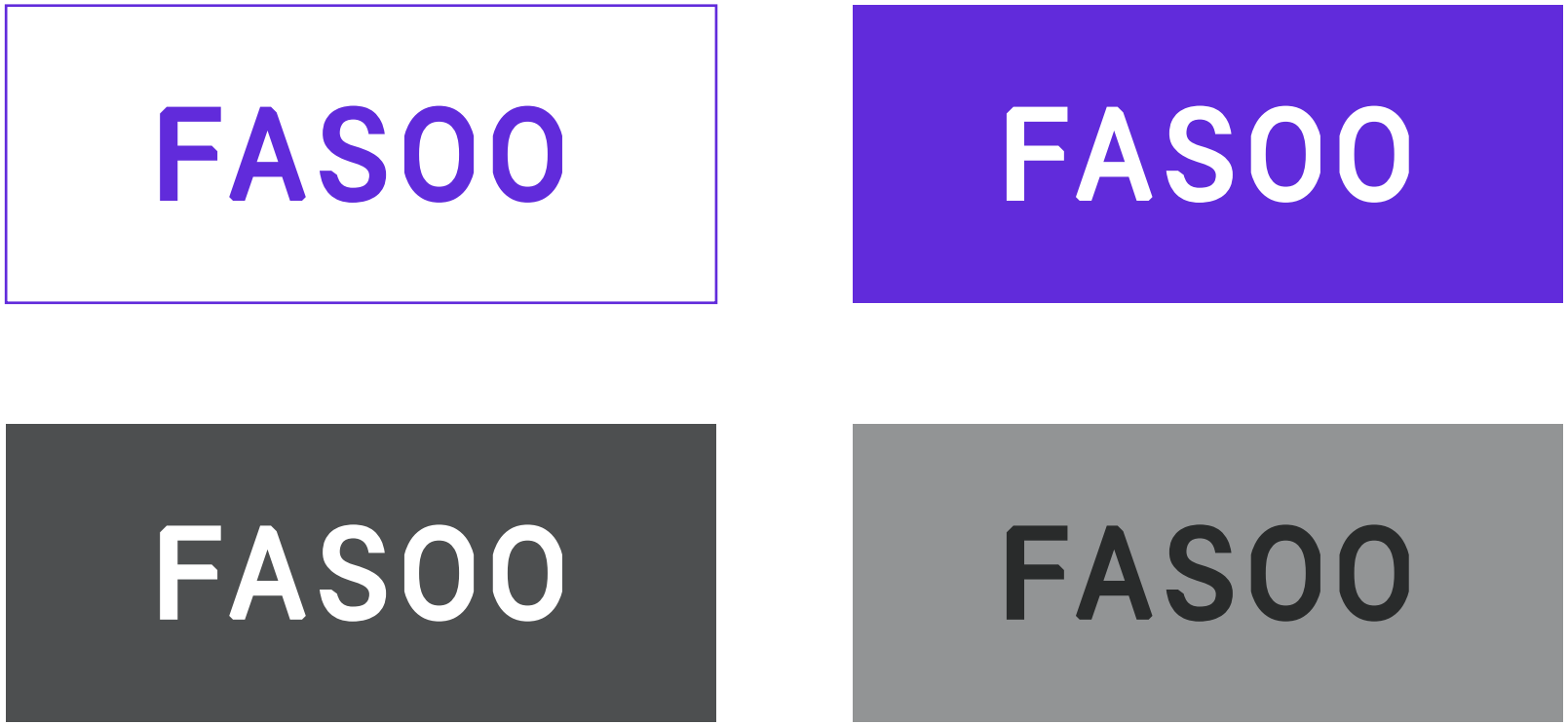


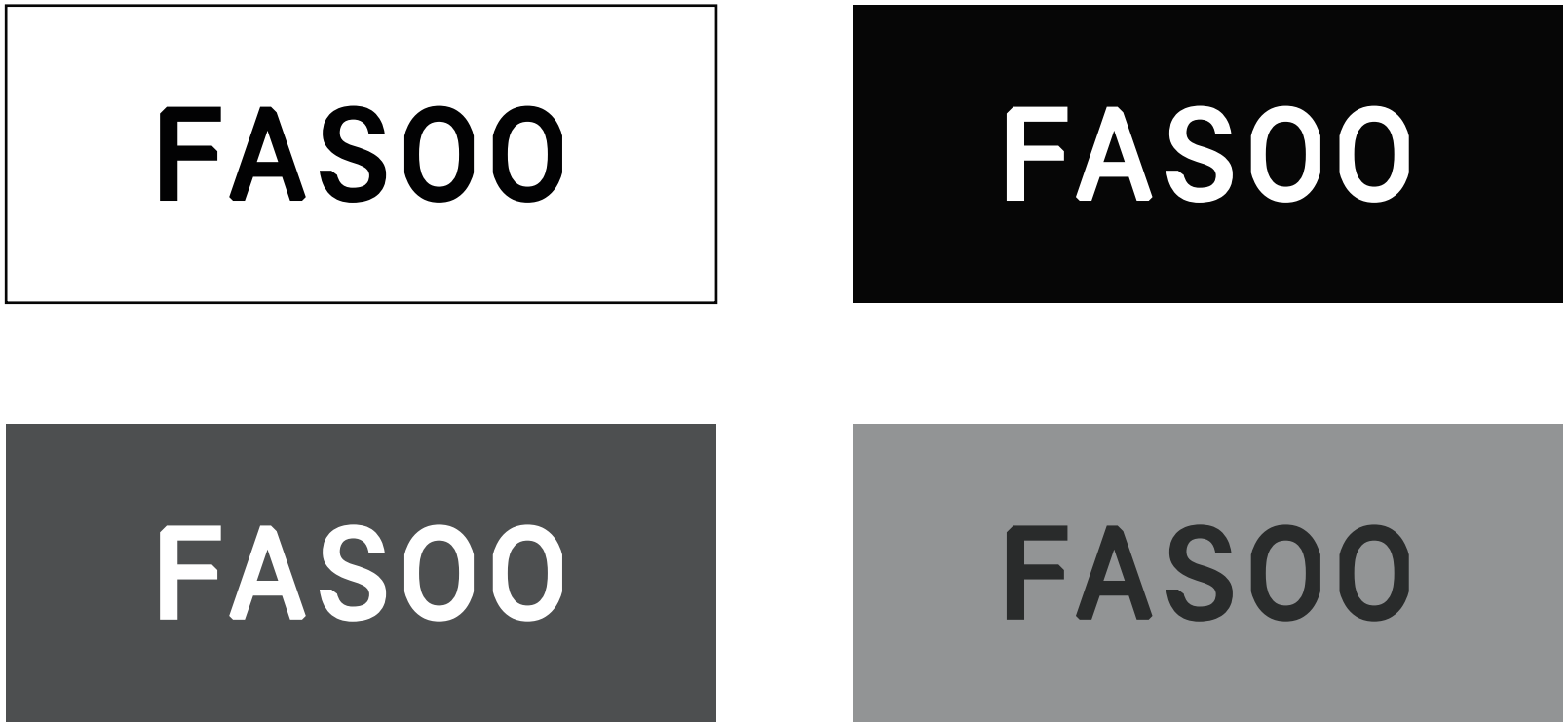
Usage on Backgrounds

If the clarity of the background is low, the logo should be applied as one tone. When using our logo in one tone, do not use a mosaic background pattern. However, if the clarity of the background is high, the basic color must be applied.



Usage on Backgrounds

If the clarity of the background is low, the logo should be applied as one tone. When using our logo in one tone, do not use a mosaic background pattern. However, if the clarity of the background is high, the basic color must be applied.



Incorrect Usage

The shape and combination of the Fasoo logo are important factors in portraying our image, and it must be used in accordance with the regulations, as the original image of the logo will be damaged if it is arbitrarily modified. The examples below are wrong, and editing our logo in any shape or form is not permitted.

Do not distort the logo, always scale proportionally

Do not rotate the logo

Do not change the composition and size of the logo

Do not change the logo colors

Do not add any patterns or graphics to the logo

Do not use the logo with complex backgrounds

Icon

Fasoo’ s icons are used in a variety of media, both online and offline.
Designing an easy-to-understand metaphor with simple lines. When used with other types of icons, it was made to look unified.

***Depending on the nature of the media, icons of new shapes can also be used, but avoid too complex images.**

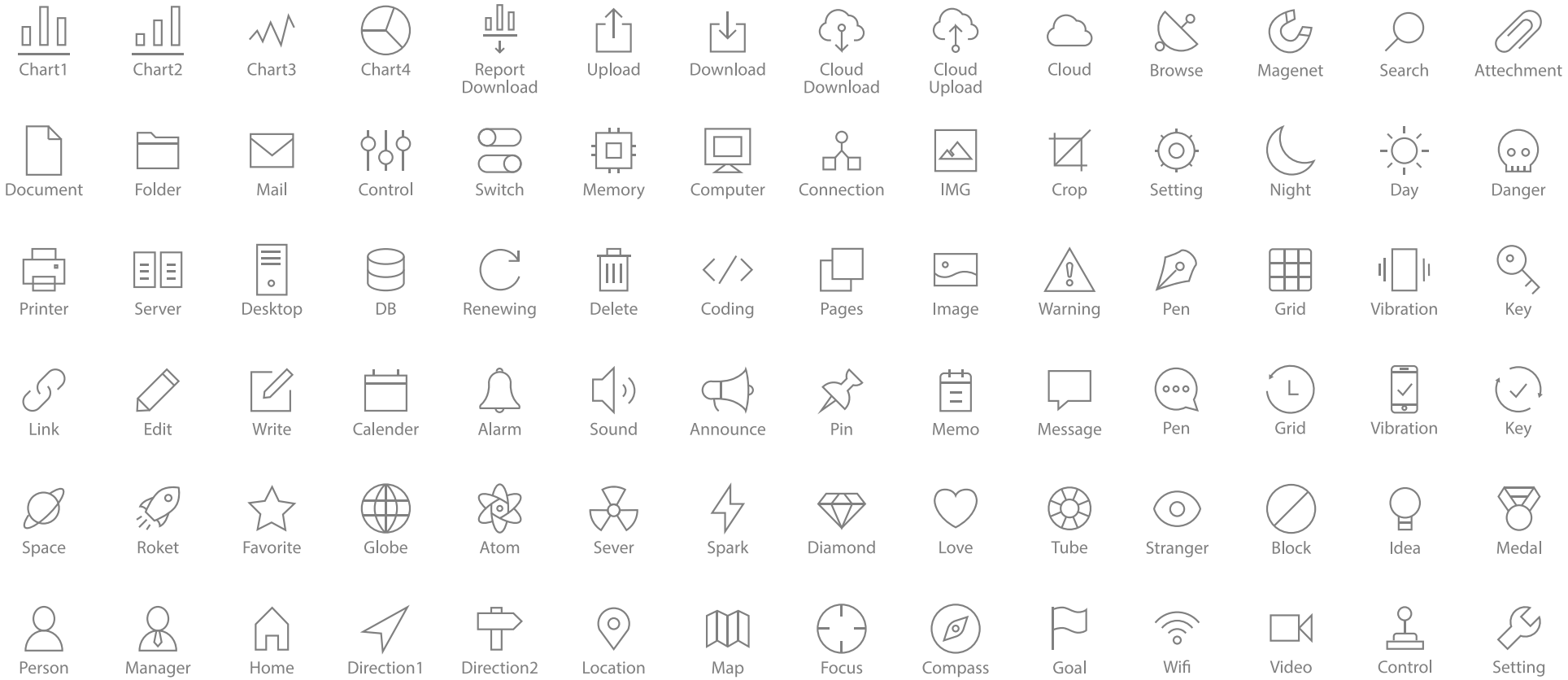
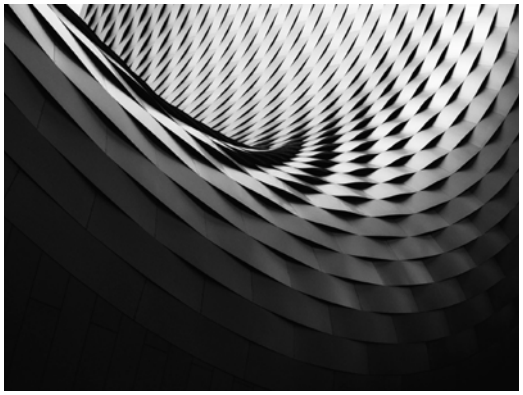


Image Style

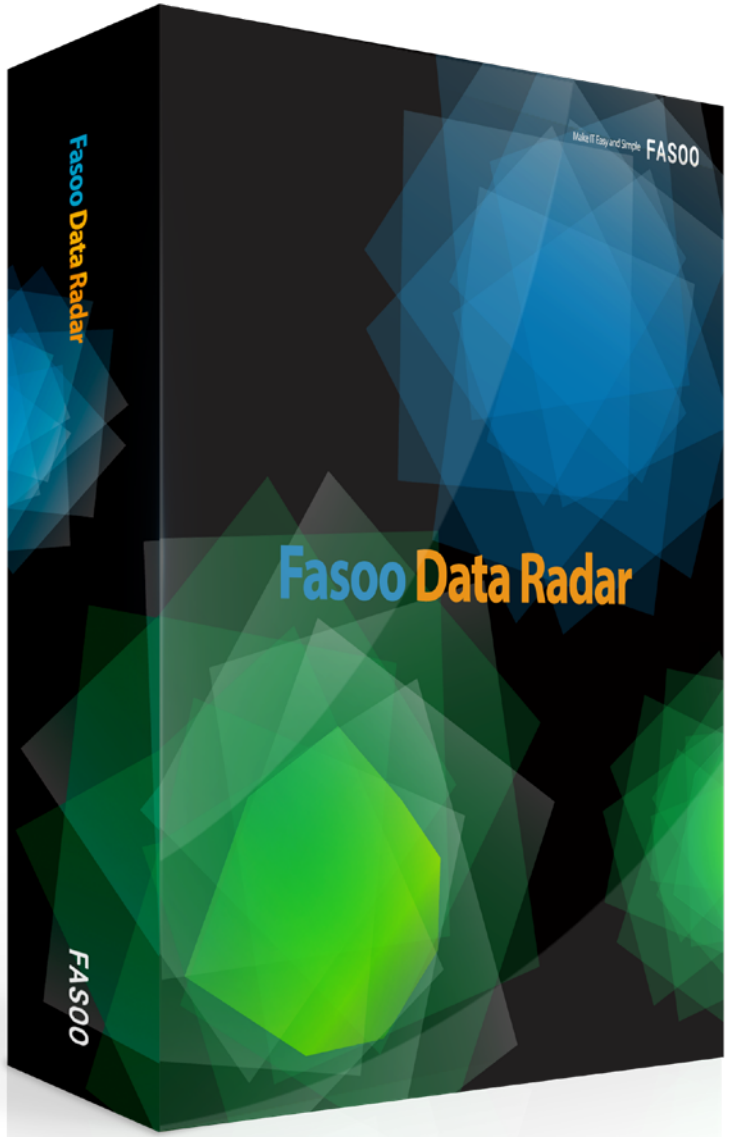
Image style is a key element of internal and external visual communication that expresses Fasoo. Images used construct a consistent visual language based on the illustrated image style, and avoid using images or excessive illustrations that are out of concept.

***Images that represent global, security, software, digitalization, communication, etc. are used.**



Application System

Package



FASOO

Fasoo
Product Guidelines

The following rules are applied to Fasoo product logos.

FASOO

Fasoo Product Logo System

Products and services (solutions) developed by Fasoo can have a brand identity derived from a separate product name in consideration of the peculiarities of the products and services while maintaining the representative identity of Fasoo consistently.

***The logo type must be used in compliance with regulations and principles provided.**

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FDR Fasoo Data Radar

FED Fasoo Enterprise DRM

FRV Fasoo RiskView

Fasoo Product Logo System

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FED-E Fasoo Enterprise DRM for External

FED-M Fasoo Enterprise DRM for Mobile

FED-N Fasoo Enterprise DRM for Node

FED-R Fasoo Enterprise DRM for Repository

FILM Fasoo Integrated Log Manager

FCB Fasoo Cloud Bridge

FSM Fasoo Secure Mail

FSW Fasoo Secure Web

FSS Fasoo Smart Screen

FSP Fasoo Smart Print

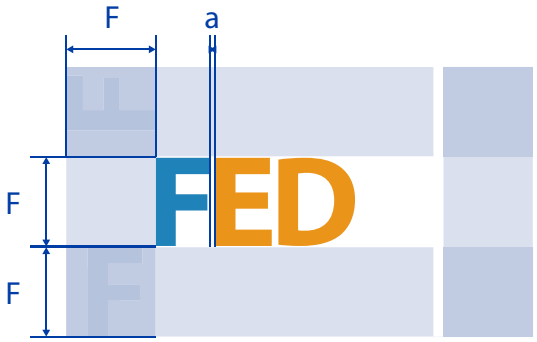
FXM Fasoo eXception Management

FWB Fasoo Web Bridge

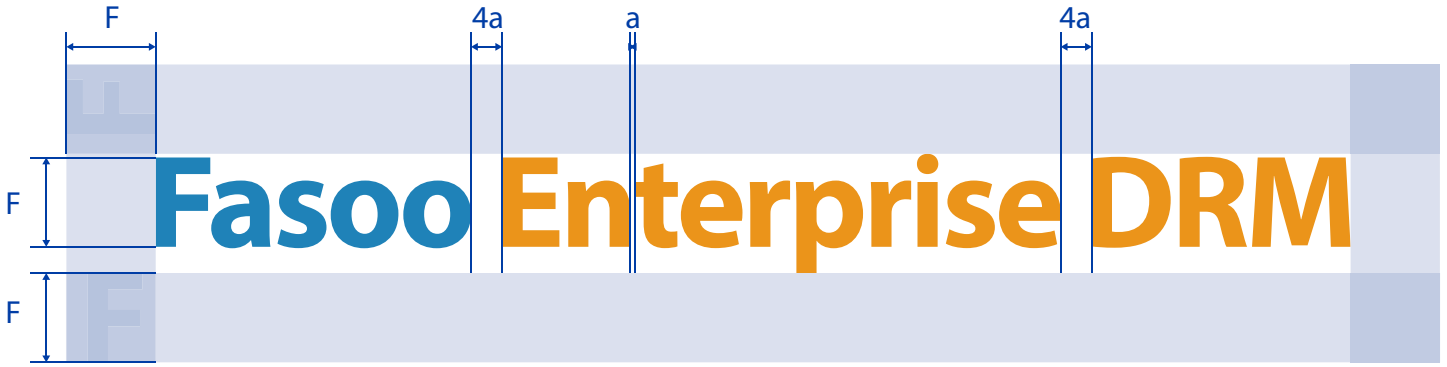
Fasoo Product Logo System

When using the Fasoo product logo and symbol, clear space and minimum size regulations must be observed to prevent any image damage such as distortion, misuse, deformation, etc. of the logo and symbol.

Clear Space



In between letters, there should be as much space as marked by the letter “a” in the diagram, and any word starting with an orange letter should have as much space as marked as “4a” in the diagram. All product logos need to use clear space as much as marked by the letter “F” in the diagram.



Minimal Logo Size

The minimum size of “F” is 10p.

10px Fasoo Enterprise DRM

Color System

The color system is a basic element that delivers the visual image of the Fasoo products and services (solutions), and the designated colors must be used consistently. The colors should not be misinterpreted, modified, or added to. No attempt should be made to alter the log in any way.

Primary Color

Pantone	7689C
Hex / HTML	#2283b9
CMYK	60 / 12 / 0 / 0
RGB	80 / 161 / 206

Pantone	7564C
Hex / HTML	#eb941a
CMYK	0 / 45 / 100 / 5
RGB	235 / 148 / 26

Secondary Color

Hex	#595959
CMYK	0 / 0 / 0 / 80
RGB	89 / 89 / 89

Usage on Backgrounds

There may be restrictions to the application of how the product and service (solution) logo is used depending on the characteristics of the background. When choosing a logo background, please consider carefully which options will allow for the greatest amount of contrast and logo prominence. If not, the original image will be portrayed negatively and not clearly if background colors are randomly applied.

Use white logo when using a background

Fasoo RiskView

Use a single color logo only for grayscale

Background color should contrast sharply logo color

Do not use backgrounds with complex images or patterns

Wrapsody

Wrapsody
Product Guidelines

The following rules are applied to Wrapsody product logo.

FASOO

Wrapsody Logo

The unique advantages of Wrapsody are portrayed in the shape of the logo and in the symbol. Please follow the application guidelines and do not alter the logo in any way.

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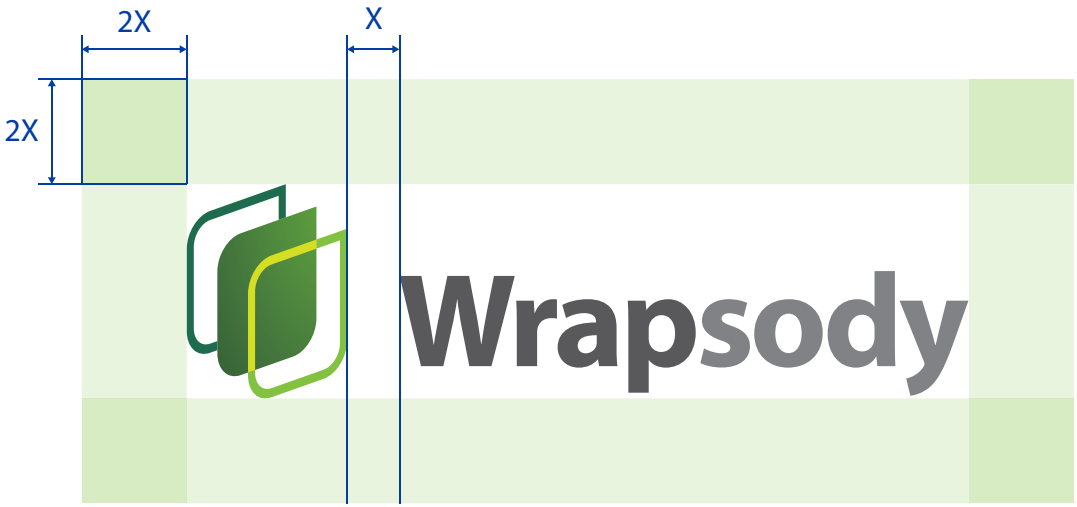
***The logo type must be used in compliance with regulations and principles provided.**

Wrapsody Logo

When using the Wrapsody logo and symbol, clear space and minimum size regulations must be observed to avoid interference with other elements that may cause distortion to the overall portrayal of the logo and symbol.

Clear Space



Minimal Symbol Size

Wrapsody Color System

The color system of this logo and symbol is a basic element that conveys the visual image of Wrapsody, and the specific color mentioned must be used to ensure that the impact and legibility of the logo and symbol is not compromised.

Primary Color

Pantone	2293C
Hex / HTML	#80c341
CMYK	55 / 0 / 100 / 0
RGB	128 / 195 / 65

Secondary Color

Pantone	2297C
Hex	#bfd72f
CMYK	30 / 0 / 100 / 0
RGB	191 / 215 / 47

Pantone	2421C
Hex	#4fb84e
CMYK	70 / 0 / 95 / 0
RGB	79 / 184 / 78

Pantone	349C
Hex	#22704e
CMYK	85 / 34 / 80 / 20
RGB	34 / 112 / 78

Hex	#595959
CMYK	0 / 0 / 0 / 80
RGB	89 / 89 / 89

Hex	#808080
CMYK	0 / 0 / 0 / 60
RGB	128 / 128 / 128

Usage on Backgrounds

There may be restrictions to the application of how the logo and symbol is used depending on the characteristics of the background. If the gradation expression is not portrayed or if the color of the background is distorted, the original logo will be misrepresented if colors are randomly applied.

If gradation expression is not possible on the symbol or the logo size is smaller, as shown in the above image, this is approved for use

Use of the Wrapsody logo in a single solid Wrapsody color is allowed (refer to page 25)

Use white logo when used over dark background

Example of Wrapsody logo and symbol in all black color

Wrapsody eCo Logo

The external collaboration platform, Wrapsody eCo, was created with the existing Wrapsody look. When using the logo and symbol, clear space and minimum size regulations must be followed. Please follow the application guidelines and do not alter the logo in any way.

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Primary Logo

Wrapsody eCo

Minimal Symbol Size

Wrapsody eCo Color System

The color system of this logo and symbol is a basic element that conveys the visual image of Wrapsody eCo, and the specific color mentioned must be used to ensure that the impact and legibility of the logo and symbol is not compromised.

Primary Color

Pantone	2293C
Hex / HTML	#80c341
CMYK	55 / 0 / 100 / 0
RGB	128 / 195 / 65

Secondary Color

Hex	#595959
CMYK	0 / 0 / 0 / 80
RGB	89 / 89 / 89

Hex	#808080
CMYK	0 / 0 / 0 / 60
RGB	128 / 128 / 128

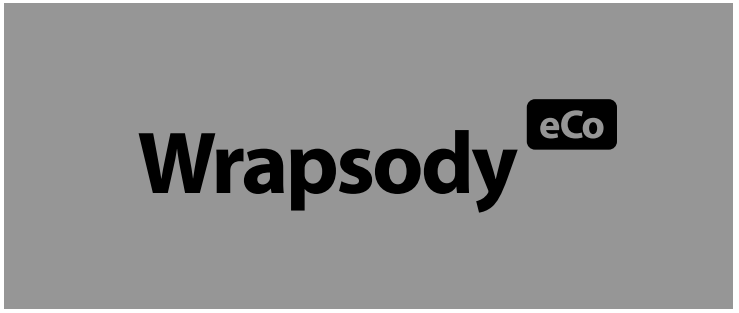
Usage on Backgrounds

There may be restrictions to the application of how the logo and symbol is used depending on the characteristics of the background. If the gradation expression is not portrayed or if the color of the background is distorted, the original logo will be misrepresented if colors are randomly applied.

Use white and point color logo when used over a dark background

Point color can be selected and used depending on the characteristics of the medium (in the specified color)

Use an all white logo also if over a dark background



Example an all black logo

Analytic DiD

Analytic DID
Product Guidelines

The following rules are applied to AnalyticDID product logo.

FASOO

Primary Logo

As a simple style logotype, it is the most important symbolic element that integrates the image of the AnalyticDID product.

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ADID Color System

The color system of this logo and symbol is a basic element that conveys the visual image of AnalyticDID, and the specific color mentioned must be used to ensure that the impact and legibility of the logo and symbol is not compromised.

Primary Color

Hex / HTML	#486fff
CMYK	80 / 55 / 0 / 0
RGB	72 / 111 / 255

Secondary Color

Hex / HTML	#4d4d4d
CMYK	59 / 48 / 46 / 46
RGB	77 / 77 / 77

Usage on Backgrounds

There may be restrictions to the application of how the logo and color expression are used depending on the characteristics of the background. If the logo is not portrayed or if the color of the background is distorted, the original logo will be misrepresented if colors are randomly applied.

Fireside

Fasoo Fireside
Product Guidelines

The following rules are applied to Fasoo Fireside product logo.

FASOO

Primary Logo

As a simple style logotype, it is the most important symbolic element that integrates the image of the Fasoo Fireside product.

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Secondary Logo

The secondary logo contains a superscript with the Primary logo.
Use the customer’ s CI in the form of superscript.
The primary logo is used first, but the secondary logo can be used freely depending on the characteristics of the reason for use.

Fasoo Fireside Color System

The color system of this logo and symbol is a basic element that conveys the visual image of Fasoo Fireside, and the specific color mentioned must be used to ensure that the impact and legibility of the logo and symbol is not compromised.

Primary Color

Hex / HTML	#3363e8
CMYK	90 / 58 / 0 / 0
RGB	51 / 99 / 232

Hex / HTML	#cccccc
CMYK	23 / 15 / 15 / 0
RGB	204 / 204 / 204

Usage on Backgrounds

There may be restrictions to the application of how the logo and color expression are used depending on the characteristics of the background. If the logo is not portrayed or if the color of the background is distorted, the original logo will be misrepresented if colors are randomly applied.

mind-SAT

Mind-SAT
Product Guidelines

The following rules are applied to Mind-SAT product logo.

FASOO

Primary Logo

As a simple style logotype, it is the most important symbolic element that integrates the image of the Mind-SAT product.

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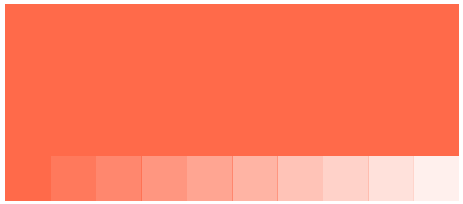
Mind-SAT Color System

The color system of this logo and symbol is a basic element that conveys the visual image of Mind–SAT, and the specific color mentioned must be used to ensure that the impact and legibility of the logo and symbol is not compromised.

Primary Color



Hex / HTML	#ff6a4a
CMYK	0 / 73 / 63 / 0
RGB	255 / 106 / 74

Hex / HTML	#4d4d4d
CMYK	74 / 67 / 64 / 24
RGB	77 / 77 / 77

Usage on Backgrounds

There may be restrictions to the application of how the logo and color expression are used depending on the characteristics of the background. If the logo is not portrayed or if the color of the background is distorted, the original logo will be misrepresented if colors are randomly applied.

FasooBlock

Fasoo Block
Product Guidelines

The following rules are applied to FasooBlock product logo.

FASOO

Primary Logo

As a simple style logotype, it is the most important symbolic element that integrates the image of the FasooBlock product.

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Fasoo Block Color System

The color system of this logo and symbol is a basic element that conveys the visual image of FasooBlock, and the specific color mentioned must be used to ensure that the impact and legibility of the logo and symbol is not compromised.

Primary Color

Pantone	109-7C
Hex / HTML	#0089cf
CMYK	43 / 41 / 0 / 0
RGB	0 / 128 / 201A

Pantone	145-8C
Hex / HTML	#00ae4d
CMYK	85 / 0 / 100 / 0
RGB	0 / 174 / 77

Usage on Backgrounds

There may be restrictions to the application of how the logo and color expression are used depending on the characteristics of the background. If the logo is not portrayed or if the color of the background is distorted, the original logo will be misrepresented if colors are randomly applied.

AI Radar

Fasoo AIR
Product Guidelines

The following rules are applied to Fasoo AIR product logo.

FASOO

Primary Logo

As a simple style logotype, it is the most important symbolic element that integrates the image of the Fasoo AIR product.

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Fasoo AIR Color System

The color system of this logo and symbol is a basic element that conveys the visual image of Fasoo AIR, and the specific color mentioned must be used to ensure that the impact and legibility of the logo and symbol is not compromised.

Primary Color

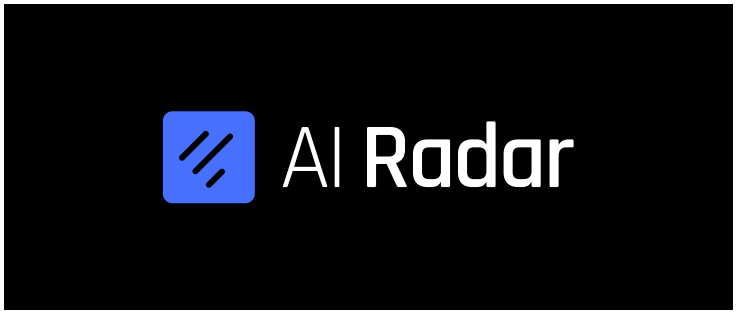
Hex / HTML	#486fff
CMYK	80 / 55 / 0 / 0
RGB	72 / 111 / 255

Secondary Color

Hex / HTML	#4d4d4d
CMYK	59 / 48 / 46 / 46
RGB	77 / 77 / 77

Usage on Backgrounds

There may be restrictions to the application of how the logo and color expression are used depending on the characteristics of the background. If the logo is not portrayed or if the color of the background is distorted, the original logo will be misrepresented if colors are randomly applied.



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