

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 that symbolizes the brand. As a visual value representing Fasoo, it cannot be modified and used under any circumstances. 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 maintain consistency.

The primary logo consists of the word "FASOO" in a bold, blue, sans-serif typeface. The letters are evenly spaced and centered horizontally on the page. The 'F' has a thick vertical stem and a horizontal top bar. The 'A' is formed by two diagonal strokes meeting at a point. The 'S' is a continuous, rounded curve. The 'O's are perfect circles with a thick outline.

FASOO

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 a direct proportion.**

Logo Construction



Minimum 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.**

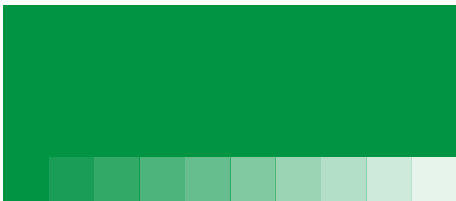


Color System

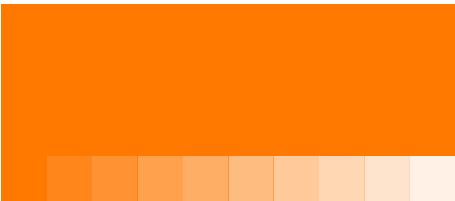
The color system is the basic element that conveys the visual image of Fasoo, and the designated color must be used continually and continuously to construct a consistent image.



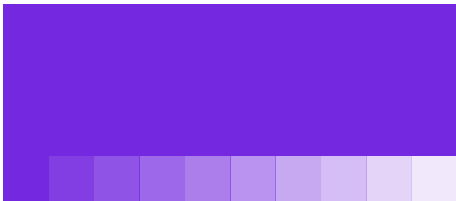
Pantone 293 C
Hex / HTML #003da5
CMYK 100 / 87 / 0 / 0
RGB 0 / 61 / 165



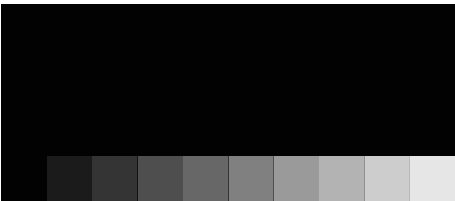
Pantone 347 C
Hex / HTML #00943a
CMYK 86 / 16 / 100 / 4
RGB 0 / 148 / 58



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 definition of the logo decreases depending on the background color, it should be applied in one tone. When using our logo in one tone, do not use a mosaic pattern as the background. If the logo has high definition, the default color must be applied.



FASOO



FASOO



FASOO



FASOO

Usage on Backgrounds

If the definition of the logo decreases depending on the background color, it should be applied in one tone. When using our logo in one tone, do not use a mosaic pattern as the background. If the logo has high definition, the default color must be applied.



Usage on Backgrounds

If the definition of the logo decreases depending on the background color, it should be applied in one tone. When using our logo in one tone, do not use a mosaic pattern as the background. If the logo has high definition, the default color must be applied.



Usage on Backgrounds

If the definition of the logo decreases depending on the background color, it should be applied in one tone. When using our logo in one tone, do not use a mosaic pattern as the background. If the logo has high definition, the default color must be applied.



FASOO



FASOO



FASOO



FASOO

Usage on Backgrounds

If the definition of the logo decreases depending on the background color, it should be applied in one tone. When using our logo in one tone, do not use a mosaic pattern as the background. If the logo has high definition, the default 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 of incorrect logo usage are shown below. Editing our logo in any shape or form is not permitted.



FASOO

Do not distort the logo.



FASOO

Do not change the orientation of the logo.



Fasoo

Do not change the composition and size of the logo.



FASOO

Do not change the colors of the logo.



FASOO

Do not add any pattern or graphic to the logo.



FASOO

Do not use the logo with complex backgrounds.

Icon

Fasoo’s icons are used in a variety of media, both online and offline.
The easy-to-understand metaphor was designed with simple lines, creating a unified look when used with other forms of icons.

***You may use icons with new shapes depending on the nature of the media, but avoid using too complex shapes.**

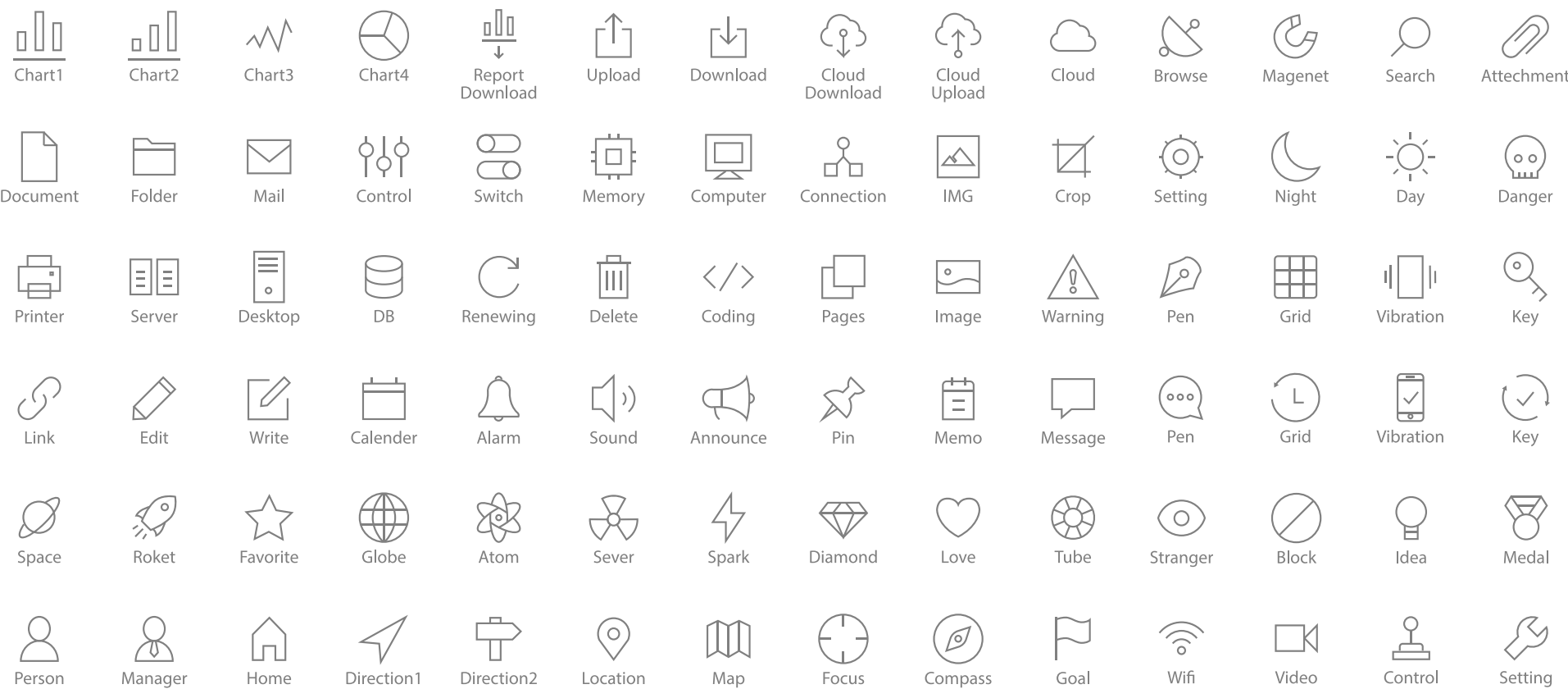
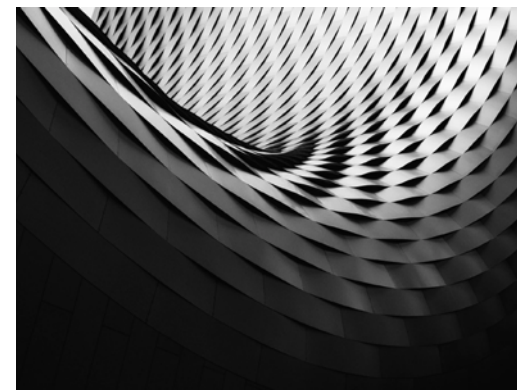


Image Style

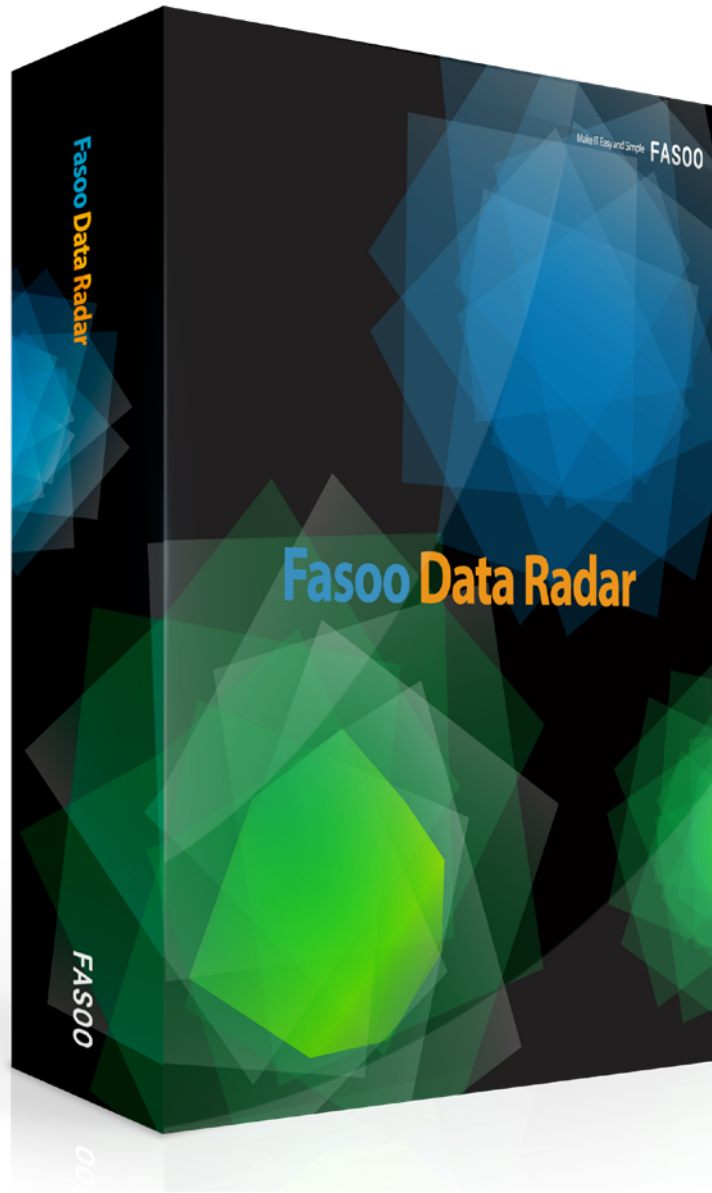
Image style is a key element of internal and external visual communication that expresses Fasoo. Images used construct a consistent visual language based on the illustrated image style. Avoid using images or excessive illustrations that are out of concept.

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



Application System

Package



FAS00

Fasoo
Product Guidelines

The following rules are applied to Fasoo product logos.

FAS00

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.**

FDR **Fasoo Data Radar**

FED **Fasoo Enterprise DRM**

FRV **Fasoo RiskView**

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.

FED-E Fasoo Enterprise DRM for External

FSM Fasoo Secure Mail

FED-M Fasoo Enterprise DRM for Mobile

FSW Fasoo Secure Web

FED-N Fasoo Enterprise DRM for Node

FSS Fasoo Smart Screen

FED-R Fasoo Enterprise DRM for Repository

FSP Fasoo Smart Print

FILM Fasoo Integrated Log Manager

FXM Fasoo eXception Management

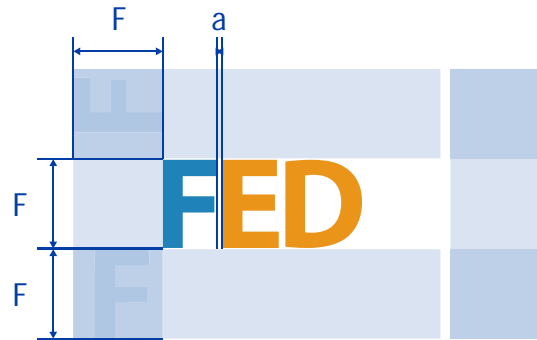
FCB Fasoo Cloud Bridge

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

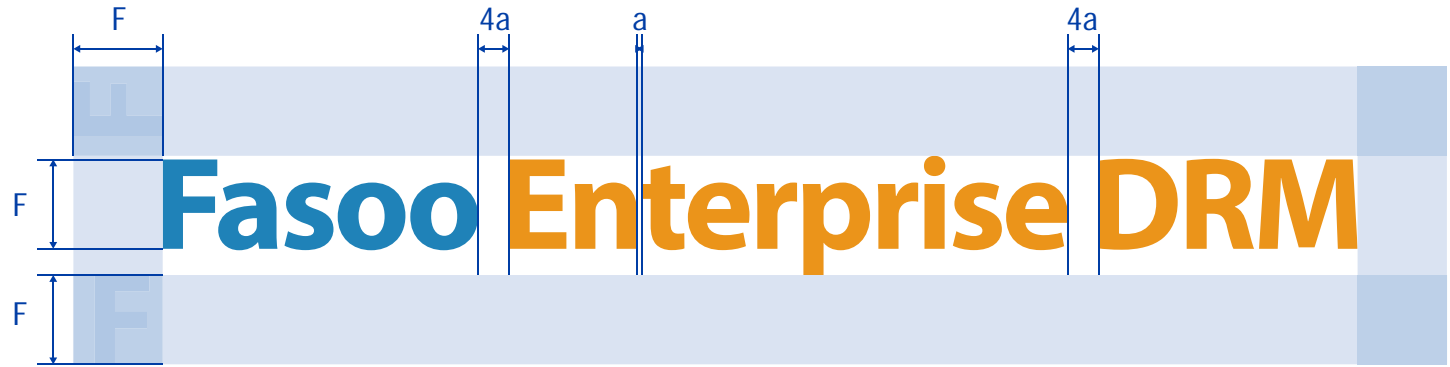


There must be as much space as marked by the letter “a” in between alphabets, and as much space as marked as “4a” in between words. Always allow a clear space around the logo that is equal to or greater than “F”, the height of the logo in use.

Minimum Logo Size

The minimum size of “F” is 10p.

10px  **Fasoo** Enterprise DRM



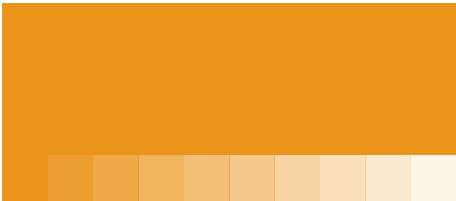
Color System

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. No attempt should be made to alter the logo 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. The original image may be damaged if background colors do not adhere to the guidelines and are applied without much consideration.



Use a white logo when using a background.

Fasoo RiskView

Use a single-colored logo only for grayscale.



Background color should contrast sharply with the logo color.



Do not use backgrounds with complex images or patterns.

Wrapsody

Wrapsody **Product Guidelines**

The following rules are applied to Wrapsody product logo.

FAS00

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.

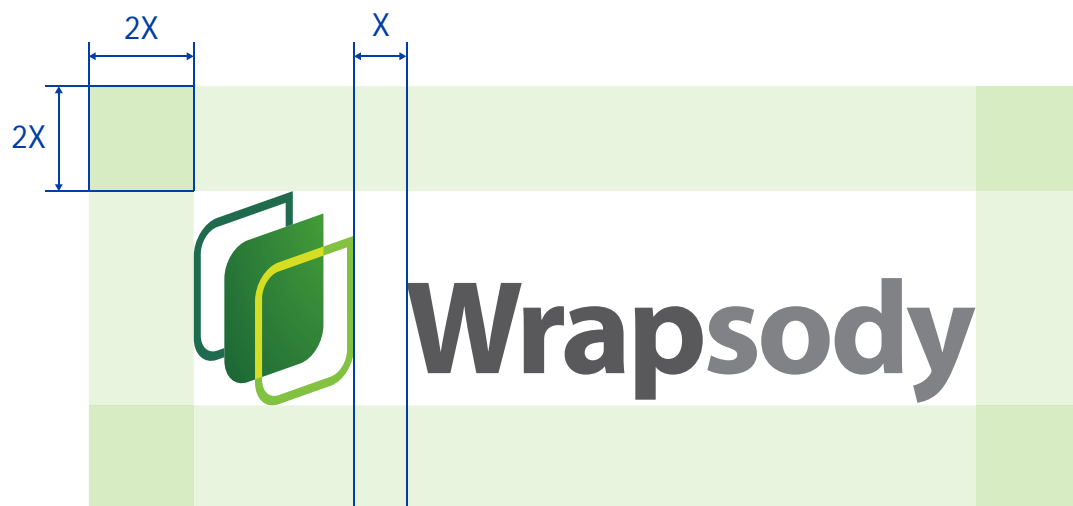
***The logo type must be used in compliance with regulations and principles provided.**



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



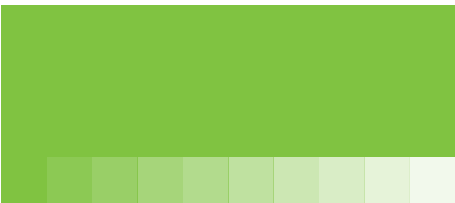
Minimum Symbol Size



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 are not compromised.

Primary Color

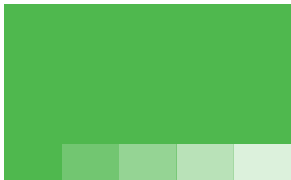


Pantone 2293C
Hex / HTML #80c341
CMYK 55 / 0 / 100 / 0
RGB 128 / 195 / 65

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 are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



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 a white logo when used over the dark background.



Example of the Wrapsody logo and symbol in all black color.

Usage on Backgrounds

There may be restrictions to the application of how the logo and symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo

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.

Primary Logo



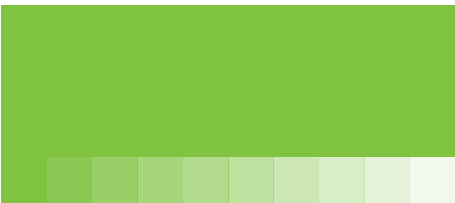
Minimum Symbol Size



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 are not compromised.

Primary Color



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

Secondary Color



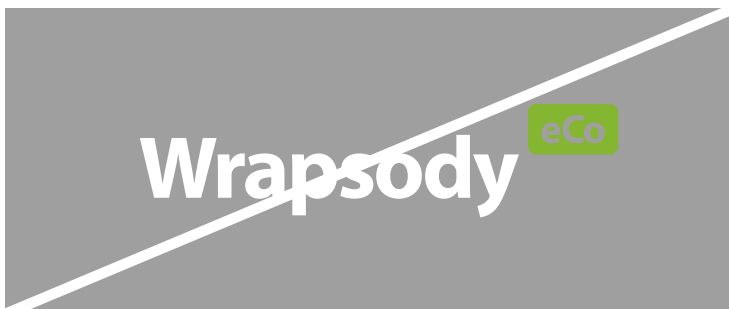
Hex	#595959
CMYK	0 / 0 / 0 / 80
RGB	89 / 89 / 89



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 are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo



Primary Logo

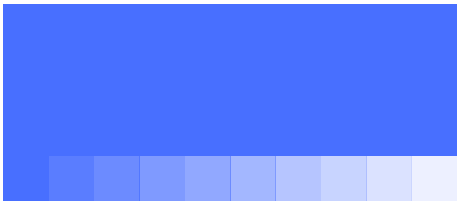
This simple style logotype is the most important symbolic element that integrates the image of the AnalyticDID product line.



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 are not compromised.

Primary Color



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

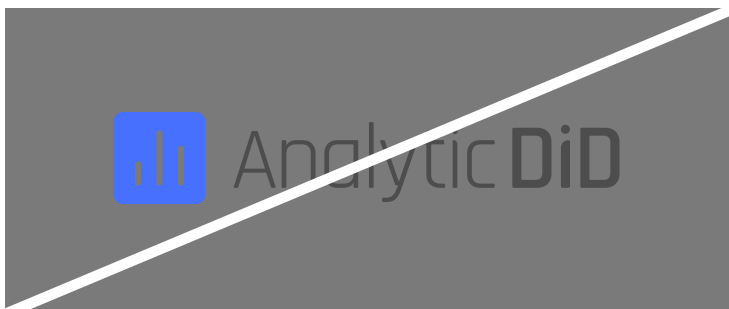
Secondary Color



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 symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo



Fasoo Fireside Product Guidelines

The following rules are applied to Fasoo Fireside product logo.

FASOO

Primary Logo

This simple style logotype is the most important symbolic element that integrates the image of the Fasoo Fireside product line.



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 use case.



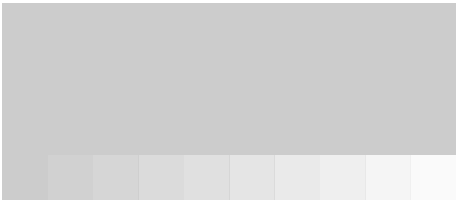
Fasoo Fireside Color System

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 are 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 symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo



Primary Logo

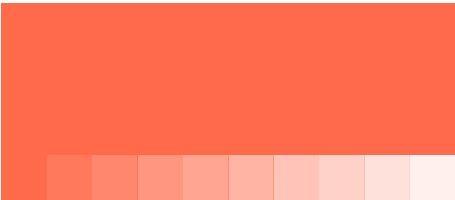
This simple style logotype is the most important symbolic element that integrates the image of the Mind-SAT product line.



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 are 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 symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



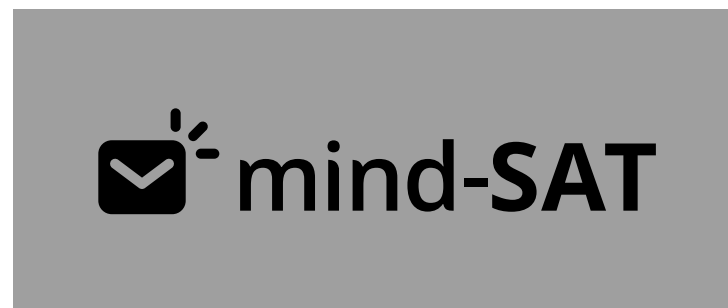
It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo



FasooBlock
Product Guidelines

The following rules are applied to FasooBlock product logo.

FAS00

Primary Logo

This simple style logotype is the most important symbolic element that integrates the image of the FasooBlock product line.



FasooBlock 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 are not compromised.

Primary Color



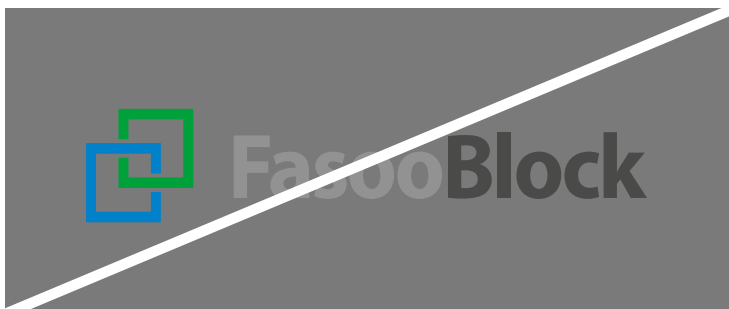
Pantone 109-7C
Hex / HTML #0089cf
CMYK 43 / 41 / 0 / 0
RGB 0 / 128 / 201A



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 symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo



AI Radar

Fasoo AI-R Product Guidelines

The following rules are applied to Fasoo AI-R product logo.

FASOO

Primary Logo

This simple style logotype is the most important symbolic element that integrates the image of the Fasoo AI-R product line.



Fasoo AI-R Color System

The color system of this logo and symbol is a basic element that conveys the visual image of Fasoo AI-R, and the specific color mentioned must be used to ensure that the impact and legibility of the logo and symbol are 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 symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



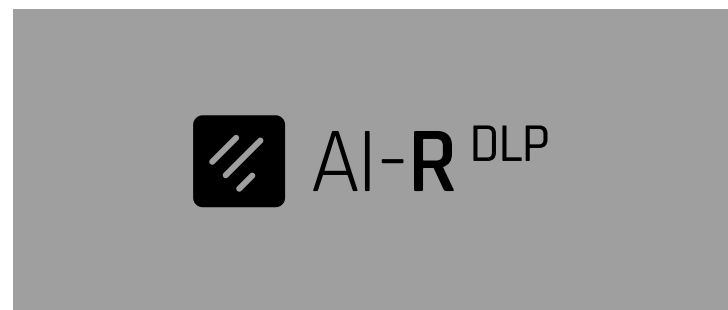
It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo



Fasoo FC-BR
Product Guidelines

The following rules are applied to Fasoo FC-BR product logo.

FASOO

Primary Logo

This simple style logotype is the most important symbolic element that integrates the image of the Fasoo FC-BR product line.

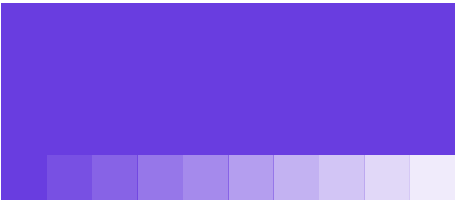


Fasoo Content **Backup and Recovery**

FC-BR Color System

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

Primary Color



Hex / HTML **#693de0**
CMYK **80 / 77 / 0 / 0**
RGB **105 / 61 / 224**

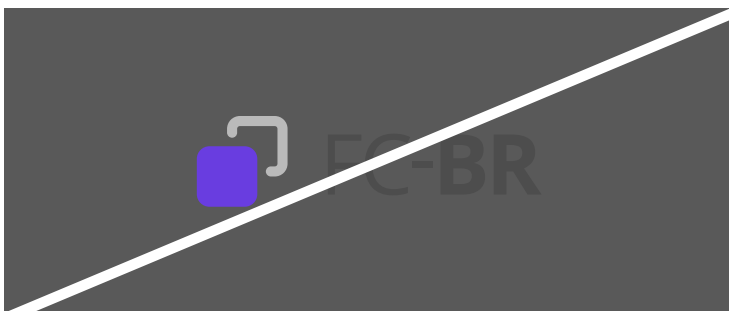
Secondary Color



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 symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo



Fasoo Crypto Product Guidelines

The following rules are applied to Fasoo Crypto product logo.

FAS00

Primary Logo

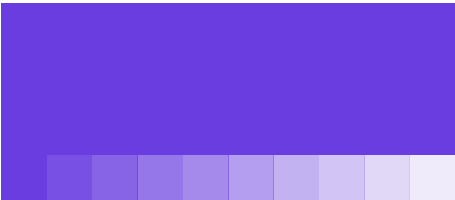
This simple style logotype is the most important symbolic element that integrates the image of the Fasoo Crypto product line.



Fasoo Crypto Color System

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

Primary Color



Hex / HTML **#693de0**
CMYK **80 / 77 / 0 / 0**
RGB **105 / 61 / 224**

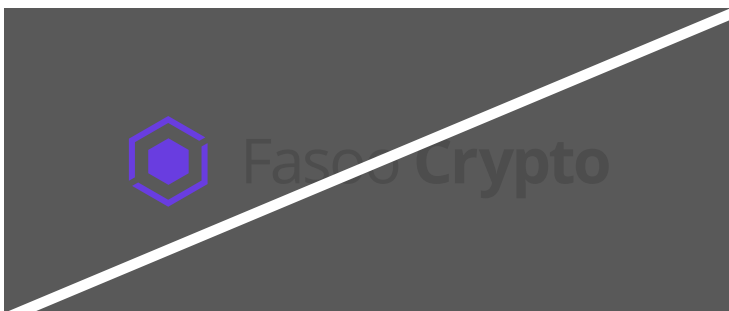
Secondary Color



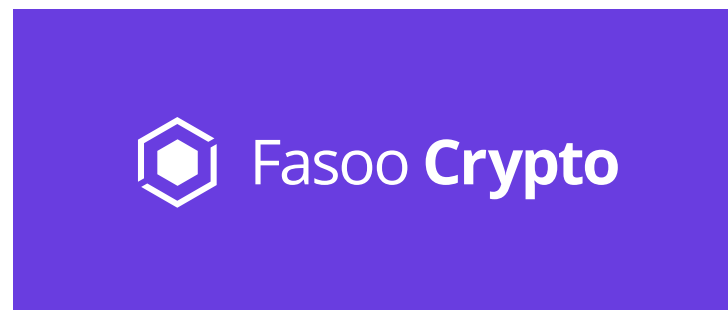
Hex / HTML **#4d4d4d**
CMYK **59 / 48 / 46 / 46**
RGB **77 / 77 / 77**

Usage on Backgrounds

There may be restrictions to the application of how the logo and symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo



Fasoo AI-R Product Guidelines

The following rules are applied to Fasoo ELLM product logo.

FASOO

Primary Logo

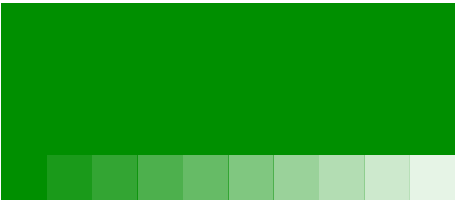
This simple style logotype is the most important symbolic element that integrates the image of the Fasoo Ellm product line.



Ellm Color System

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

Primary Color



Hex / HTML **#008f00**
CMYK **84 / 14 / 10 / 4**
RGB **0 / 143 / 0**

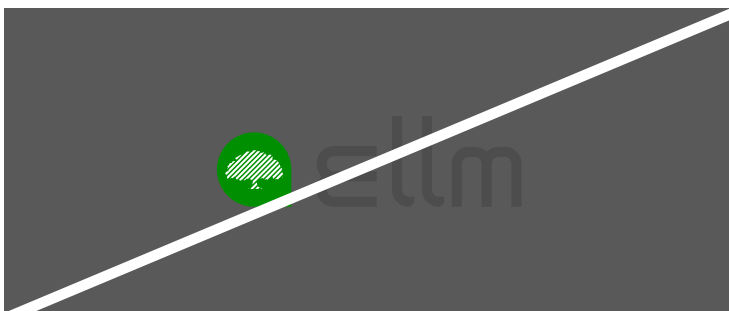
Secondary Color



Hex / HTML **#4d4d4d**
CMYK **62 / 53 / 50 / 48**
RGB **77 / 77 / 77**

Usage on Backgrounds

There may be restrictions to the application of how the logo and symbol are used depending on the characteristics of the background. If colors are randomly applied on black-and-white medium or without gradation expression, the original image may be damaged and not portrayed as it should be, so make sure to adhere to the guidelines below.



It should be clearly contrasted with the background color.



Use an all-white logo on a dark background.



Use white and point color for the logo on a dark background.



Example of an all-black logo

FASOO

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