

STUDIO DRAGON CI Guideline

Premium Storyteller Group that fascinates the world with infinite stories

The Studio Dragon logo represents an image of a professional studio that leads the k-drama industry and our vision which is to discover and create our own original stories that the whole world can empathize with and enjoy together.

/ PREMIUM NAVY

Premium Navy represents Studio Dragon's premium contents that fascinates world.

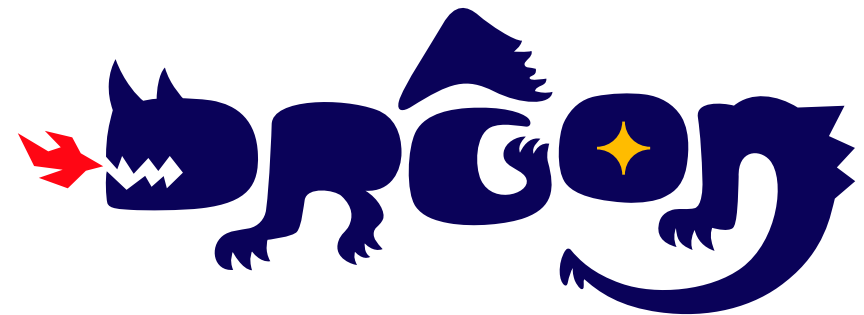
/ 'DRAGON' SYMBOL

The 'Dragon', the mysterious creature that fascinates audiences all over the world, is the iconic identity of Studio Dragon, and represents Studio Dragon's infinite imagination.

The Studio Dragon logo is the core symbol and the most important asset of all visual communication. Making changes or distorting it without permission is prohibited, and expression must be optimized for the environment to be used in and managed accordingly.

STUDIO Dragon

LOGO



SYMBOL

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/ CLEAR SPACE

A safe area is an area of clear space around a logo in which no additional text or other logos can be placed.



/ MINIMUM SIZE

These measurements are set to maintain the legibility of the logotype and marque in conventional offset print applications and on-screen applications. Certain processes might require a larger size to ensure effective reproduction, such as embroidery, foiling, embossing or screen printing.

For Print



For Digital



/ PRIMARY COLOURS

The colours of the Studio Dragon logo may be expressed differently in brightness and saturation depending on the materials used, and therefore it is important to have integrated and consistent expressions of colours.

PANTONE, CMYK– for Print

RGB – for Digital

STUDIO DRAGON PREMIUM NAVY

PANTONE 2747C
CMYK C:97 M:100 Y:25 K:20 R
GB R:10 G:2 B:89
HEX #0A0259

STUDIO DRAGON BLACK

CMYK C:0 M:0 Y:0 K:100
RGB R:0 G:0 B:0
HEX #000000

STUDIO DRAGON WHITE

CMYK C:0 M:0 Y:0 K:0
RGB R:255 G:255 B:255
HEX #FFFFFF

FIRE RED

PANTONE 185C
CMYK C:0 M:94 Y:100 K:0
RGB R:255 G:6 B:20
HEX #FF0614

MARBLE YELLOW

PANTONE 136C
CMYK C:0 M:27 Y:100 K:0
RGB R:255 G:199 B:44
HEX #FFC72C

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/ COLOUR USAGE

By default, the Studio Dragon logo is to be used on a white background in Premium Navy colour, but when using it in different environments, the colours must be changed to maintain visibility.



*Try to avoid using the all-black logo.
(Except for special circumstances such as congratulations and condolences.)

/ METALLIC COLOURS AND PRINT PROCESSING

When our logo is used for special occasions on premium print collateral, we recommend using white matt silk screen or matt metallic gold foil. In these instances, a dark navy uncoated cotton textured paper stock is preferred to a printed colour background on white paper.

WHITE MATT SILK SCREEN

White matt silk screen logo is used on dark navy colour paper stock.

MATT METALLIC GOLD

Embossed matt metallic gold logo is used on dark navy colour paper stock or white uncoated paper.



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/ INCORRECT USE

NO SYMBOL LOCK-UPS

We never use our logotype in a lock-up
With the Dragon Heritage Symbol or
the D icon/ profile symbol.

NO OFF-BRAND COLOURS

We only use the designated colour guide
for all logos.

