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Creative Group

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GRAPHIC  
**DESIGNER**

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# Remain

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#34495E



#16A085



#2980B9



#F1C40F



#C0392B

#9B59B6



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아이덴티티로 시작하기

# IDENTITY.

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Self-examination

## 자아성찰

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나는 누구인가

리메인은 누구인가

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Objective

# 자아성찰은 곧 목표이다

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Objective Keyword

## 목표의 키워드화

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심플함

간결한

고급화

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목표 키워드는  
목적지에 투척



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목적지까지 가기위한 수단

# 디자인 가이드

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Design Guide

# 디자인가이드는 무엇인가

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Color Guide

## 컬러 가이드 시스템

### GUI COLOR GUIDE



#ff6764



#01cbeb



#072c3e



#dbe0e3

Developers! Developers! Developers!

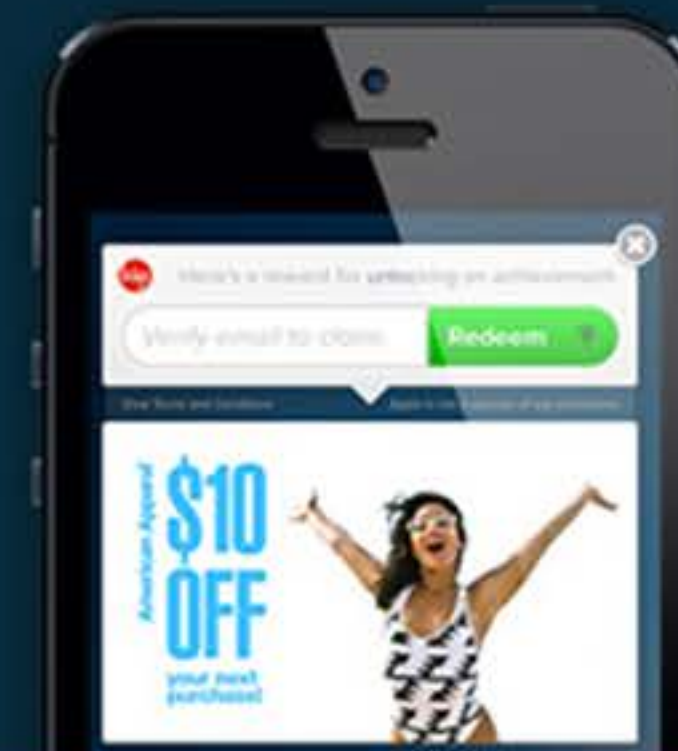
[BLOG](#) [JOBS](#) [LOG IN](#)



## Reward Your Users

Instant rewards that engage your users at their happiest.

[Integrate Now!](#)



### Engage Your Users

Klip enabled apps see an increase in total time spent, number of sessions and user retention.



### Increase Revenue

We charge brands per engagement and split the revenue with you.



### Plug and Play

Integrating with Klip is easy and completely free. Only a few lines of code and you can start rewarding your users today.



### Know Your Users

The insight you need to keep users around and make informed decisions.

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디자인 가이드

# 왜 필요한가?

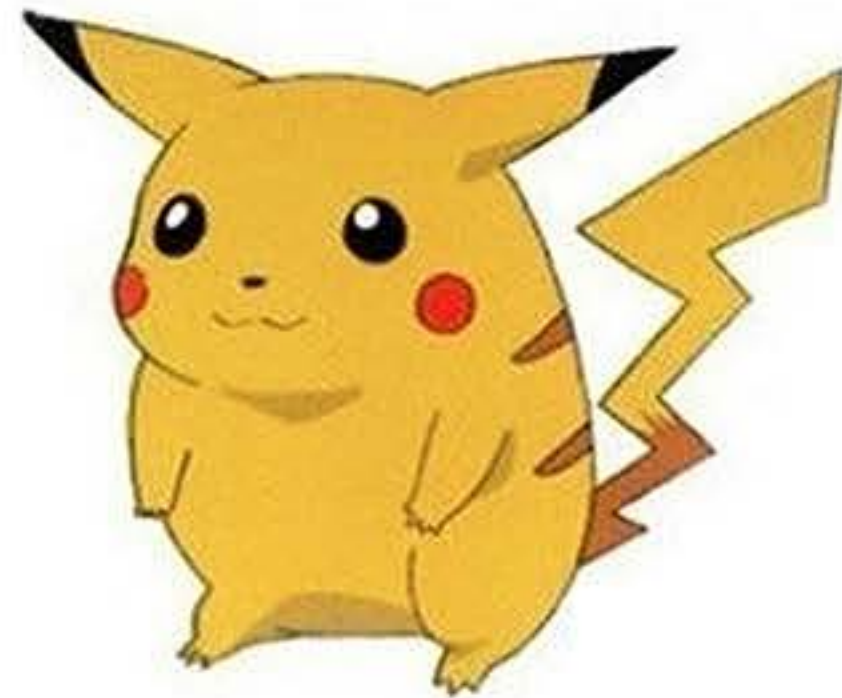
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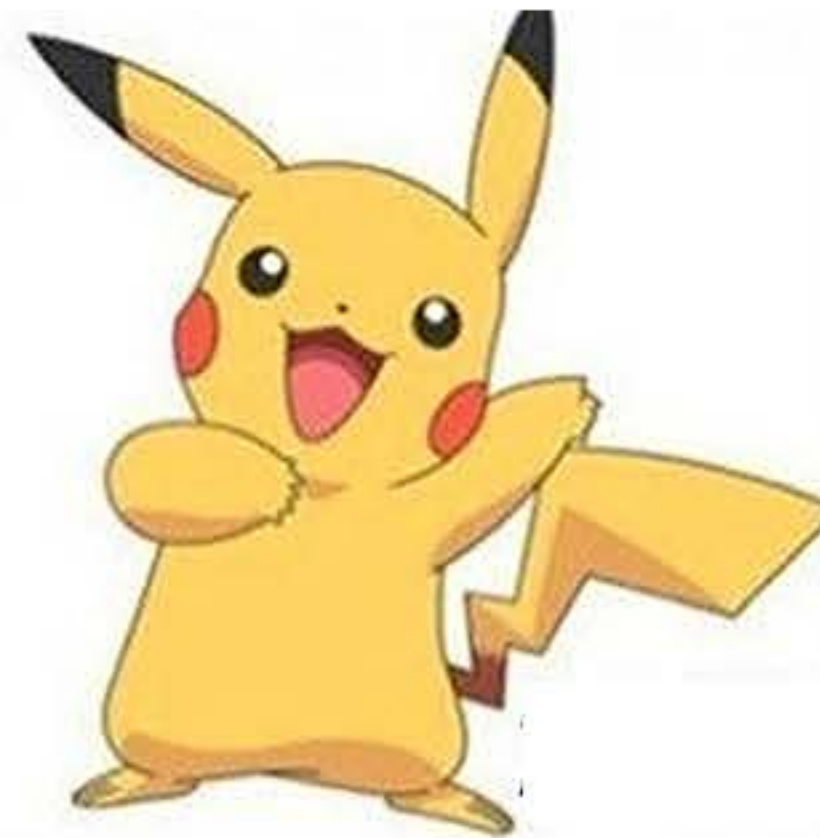
Develop

## 디자이너는 진화한다

1998



2013



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COLOR

TYPOGRAPHY

GRID

Design Guide

가이드 요소

FIGURE

LAYOUT

GUI



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Color guide

# 색상개발 가이드

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Color System

# 유사배색 개발 시스템

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Color System

## 유사배색 시스템

CI COLOR



**Main Color**

#ff4200



**Sub Color**

#f3717b



**Strong Color**

#4b98e7



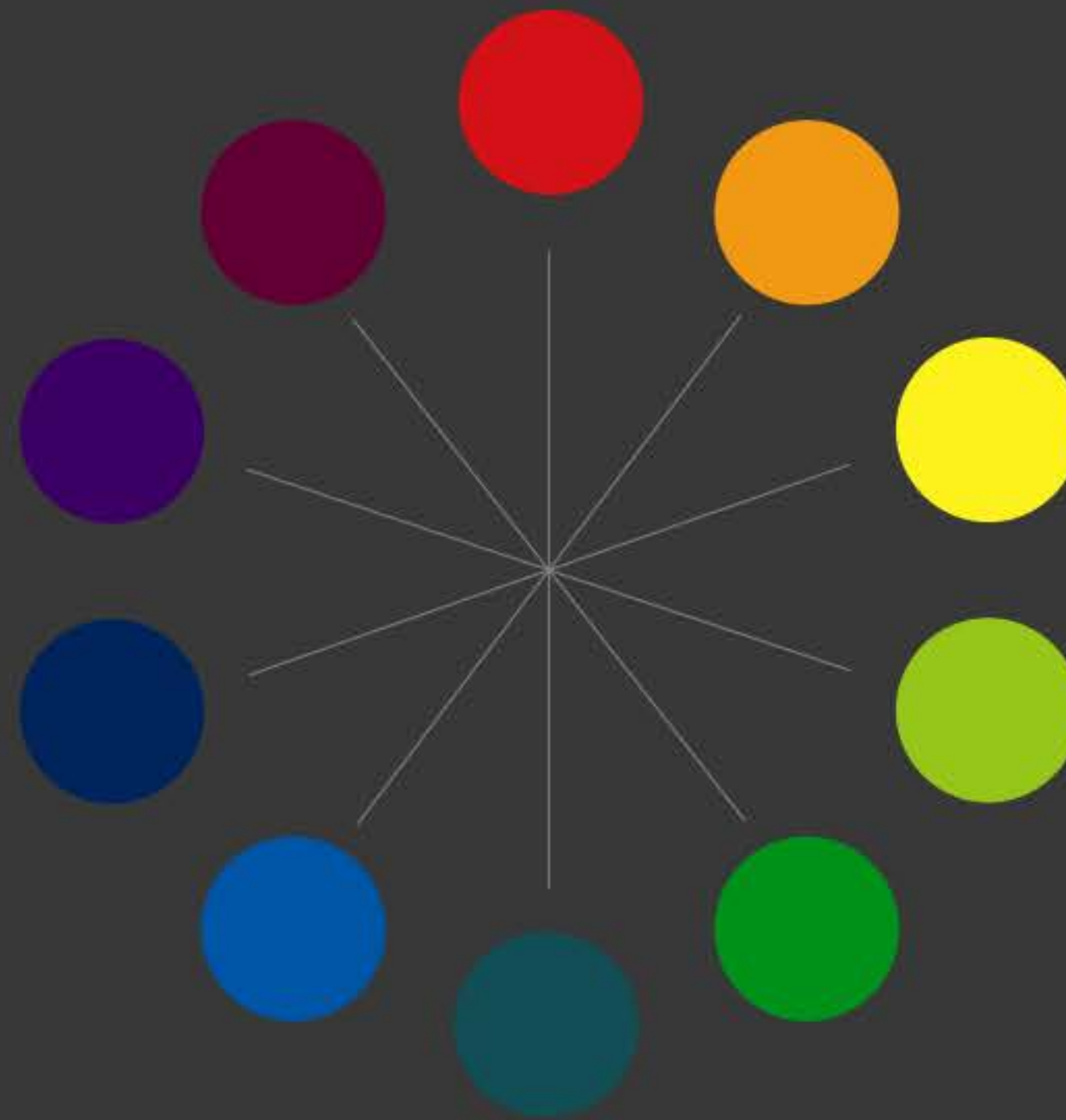
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complementary contrast

## 보색대비 시스템

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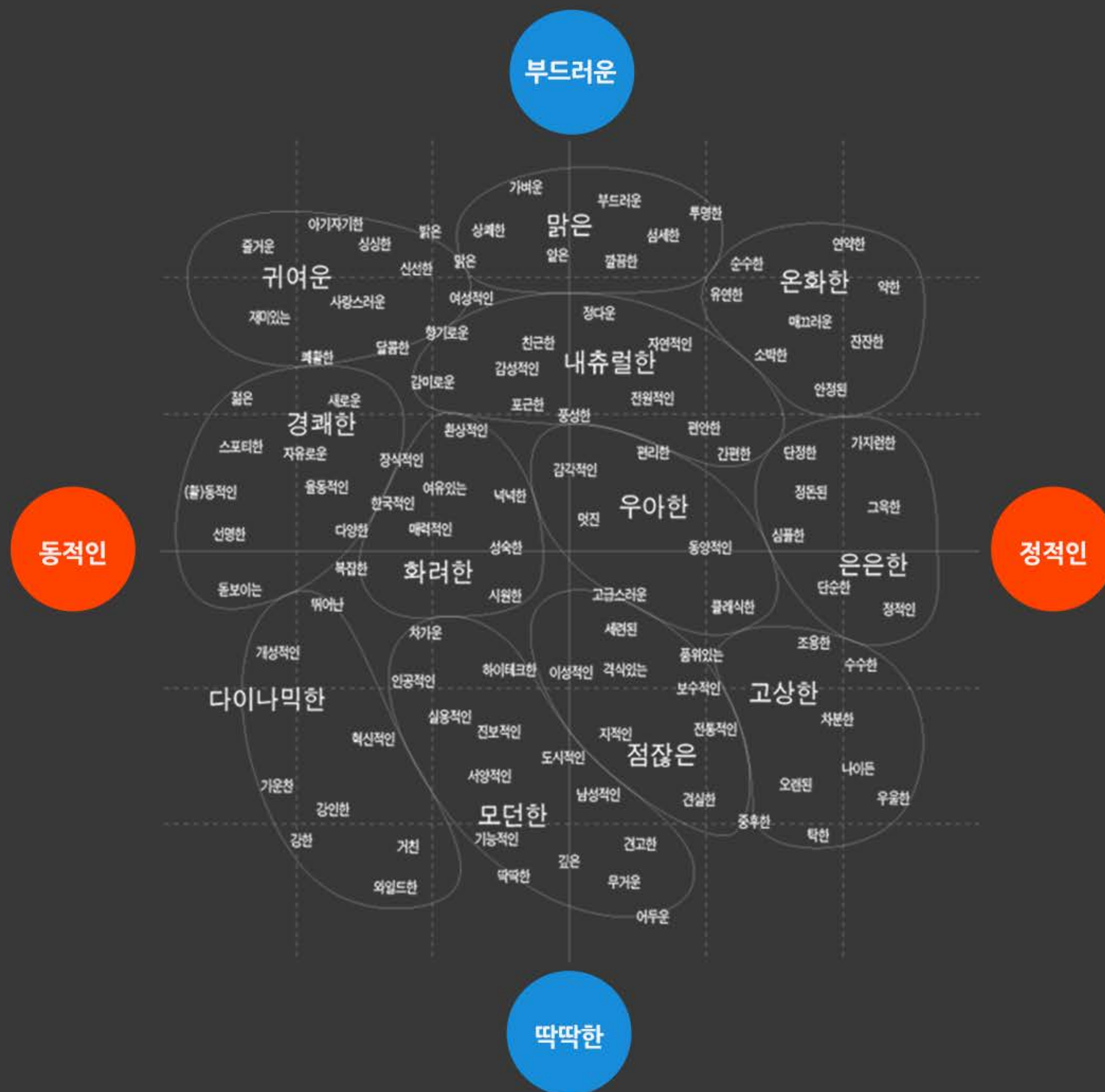
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Brand Color System

# 브랜드 포지셔닝 개발 시스템

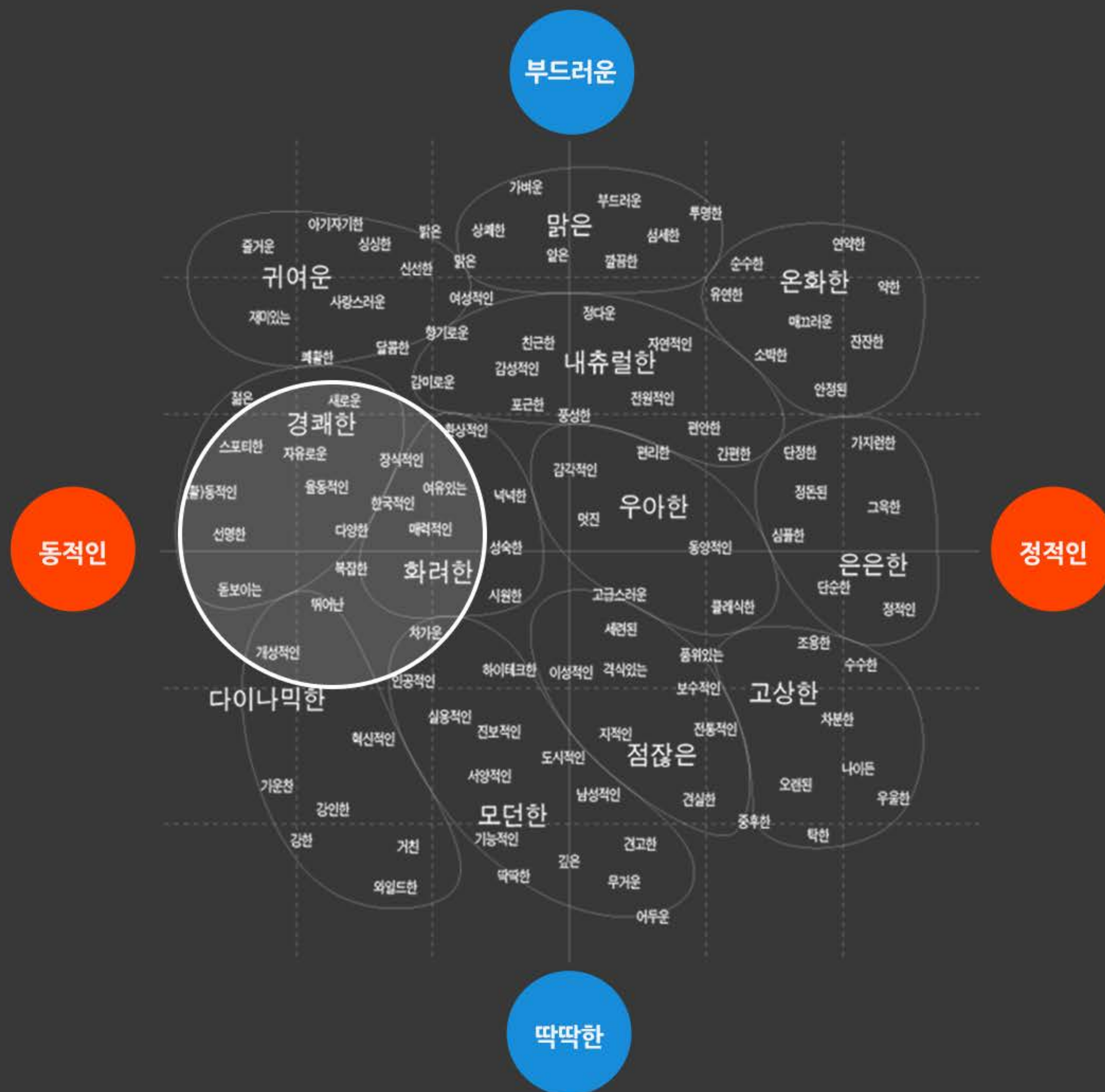
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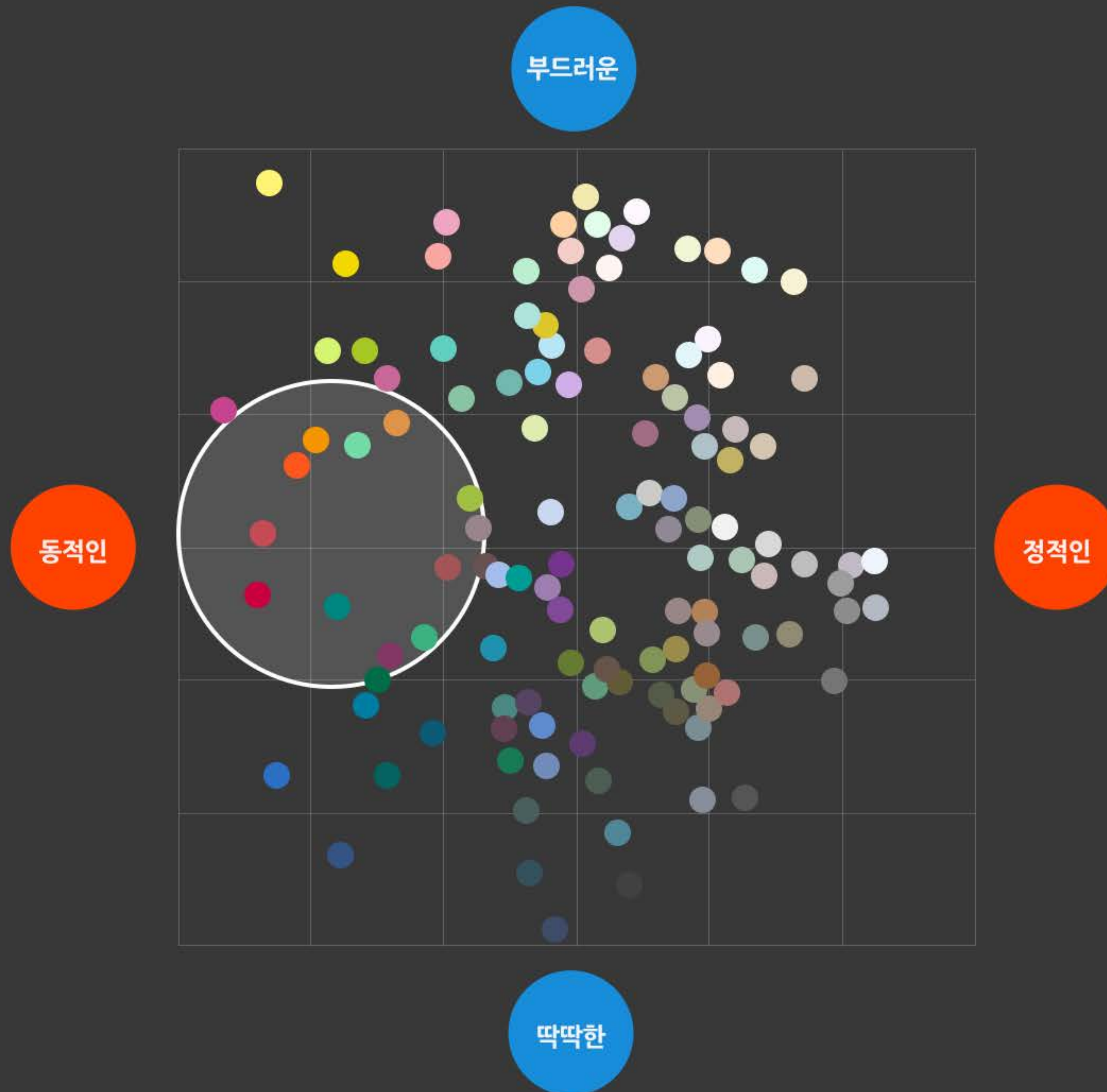


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Psychology

# 컬러 심리학

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## Red

Red has more personal associations than any other color. Recognized as a stimulant, red is inherently exciting and the amount of red is directly related to the level of energy perceived. Red draws attention and a keen use of red as an accent can immediately focus attention on a particular element.

### Effects

Increases enthusiasm

Stimulates energy and can increase the blood pressure, respiration, heartbeat, and pulse rate

Encourages action and confidence

Provides a sense of protection from fears and anxiety

### Facts



Red is the highest arc of the rainbow.



Red is the first color you lose sight of at twilight.



The longest wavelength of light is red.



Feng shui recommends painting the front door of a home red to invite prosperity to the residents.



Bees can't see the color red, but they can see all other bright colors. Red flowers are usually pollinated by birds, butterflies, bats, and wind, rather than bees.



## Pink

Brighter pinks are youthful, fun, and exciting, while vibrant pinks have the same high energy as red; they are sensual and passionate without being too aggressive. Toning down the passion of red with the purity of white results in the softer pinks that are associated with romance and the blush of a young woman's cheeks.

### Effects

Bright pinks, like the color red, stimulate energy and can increase the blood pressure, respiration, heartbeat, and pulse rate. They also encourage action and confidence.

Pink has been used in prison holding cells to effectively reduce erratic behavior.

### Facts



In 1947, fashion designer Elsa Schiaparelli introduced the color "hot pink" to western fashion.



Pink encourages friendliness while discouraging aggression and ill-will.



Since the color pink is said to have a tranquilizing effect, sport's teams sometimes use pink to paint the locker room used by opposing teams.



Studies of the color pink suggest that male weightlifters seem to lose strength in pink rooms, while women weightlifters tend to become stronger around the color.



Pastries taste better when they come out of pink boxes or served on pink plates (it only works with sweets) because pink makes us crave sugar.



## Orange

Orange, a close relative of red, sparks more controversy than any other hue. There is usually strong positive or negative association to orange and true orange generally elicits a stronger "love it" or "hate it" response than other colors. Fun and flamboyant orange radiates warmth and energy.

### Effects

Stimulates activity

Stimulates appetite

Encourages socialization



### Facts



The interior dash lights on older model Subaru cars were orange.



Orange is the color that means "high" in the color-coded threat system established by presidential order in March 2002.



In the United States Army, orange is the color of the United States Army Signal Corps.



Safety orange is a color used to set things apart from their surroundings.



Agent Orange, an herbicide named after the color of its containers, was used in a systematic herbicidal program organized by the US military that ran from 1961 through 1971 in Vietnam.



## Yellow

Yellow shines with optimism, enlightenment, and happiness. Shades of golden yellow carry the promise of a positive future. Yellow will advance from surrounding colors and instill optimism and energy, as well as spark creative thoughts.

### Facts



During the tenth century in France, the doors of traitors and criminals were painted yellow.



Yellow signifies "sadness" in Greece's culture and "jealousy" in France's culture.



Yellow is psychologically the happiest color in the color spectrum.



The comic book character Green Lantern was afraid of the color yellow.



75% of the pencils sold in the United States are painted yellow.

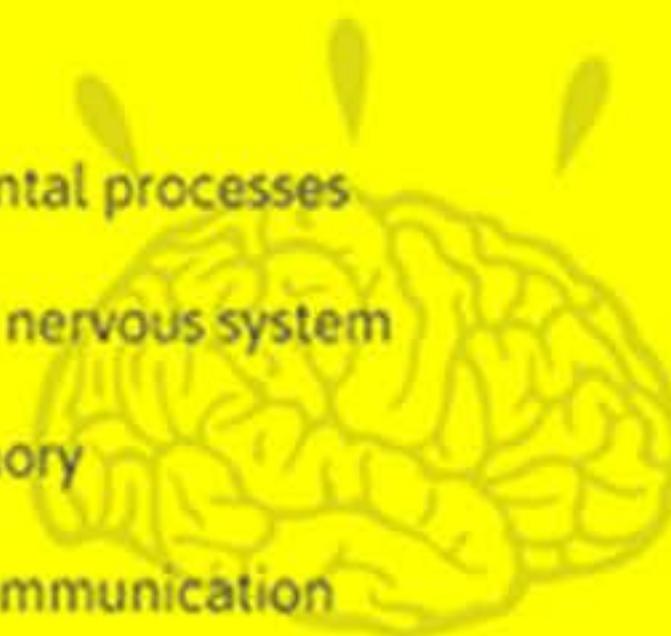
### Effects

Stimulates mental processes

Stimulates the nervous system

Activates memory

Encourages communication



## Purple

Purple embodies the balance of red's stimulation and blue's calm. With a sense of mystic and royal qualities, purple is a color often well liked by very creative or eccentric types and is the favorite color of adolescent girls.

### Effects

Uplifts

Calms the mind and nerves

Offers a sense of spirituality

Encourages creativity

### Facts



Purple was the royal color of the Caesars.



Purple was the color of the first dye made by man.



Purple is the color of Madison Square Garden and seating for VIP's was once covered in purple.



Purple is the color of the highest denomination = \$5,000



During the Silver Age of comic books, those with purple on their covers sold better.



## Green

Green occupies more space in the spectrum visible to the human eye than most colors, and is second only to blue as a favorite color. Green is the pervasive color in the natural world, making it an ideal backdrop in interior design because we are so used to seeing it everywhere.

### Effects

Soothes

Relaxes mentally, as well as physically

Helps alleviate depression, nervousness, and anxiety

Offers a sense of renewal, self-control, and harmony

### Facts



The solid green flag of Libya is currently the only national flag of a single color.



There is a superstition that sewing with green thread on the eve of a fashion show brings bad luck to the design house.



Green was the favorite color of George Washington, the first President of the United States.



Green is the color used for night-vision goggles because the human eye is most sensitive to and able to discern the most shades of that color.



NASCAR racers have shared a bias against the color green for decades. Reportedly, it began after a 1920 accident in Beverly Hills, California, that killed defending Indianapolis 500 champion Gaston Chevrolet. It was the first known racing accident in the United States to kill two drivers, and Chevrolet reportedly was driving a green car.



## Blue

Blue is seen as trustworthy, dependable, and committed. The color of ocean and sky, blue is perceived as a constant in our lives. As the collective color of the spirit, it invokes rest and can cause the body to produce chemicals that are calming.

### Effects

Calms and sedates

Cools

Aids intuition



### Facts



Blue is the least "gender specific" color, having equal appeal to both men and women.



Blue is the favored color choice for toothbrushes.



Owls are the only birds that can see the color blue.



People are often more productive in blue rooms.



Mosquito's are attracted to the color blue twice as much as to any other color.

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