



# BRAND IDENTITY STYLE GUIDE

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# CONCEPT

Seoul is the most fantastic destination, offering everything from incredible food, fascinating ancient culture, modern art, fashion and technology, as well as the friendliest people who want you to love their city and country.

Seoul Stay is the first and only platform that allows international travelers from around the world to rent the best homes, estates, or condominiums in Seoul. The platform was designed mainly for international travelers to travel in style and allows them to rent vacation rental units with a hassle-free, full support in their own language, local support services particular to the city of Seoul, and the confidence that each rental unit has been chosen especially for the needs of the international clientele.

The temporary housing market in Seoul is defined by offline processes and a lack of technology to efficiently manage multi-listings.

We've built a unique booking platform for international travelers, business travelers, and corporate travel managers alike, by creating a secure and convenient channel for landlords in Seoul to market their inventory to a wide range of tenants.

This document has been prepared to describe and standardize how the Seoul Stay identity is to be visually communicated. It should be used as a framework, not a cage – a strong guide from which the identity can evolve.

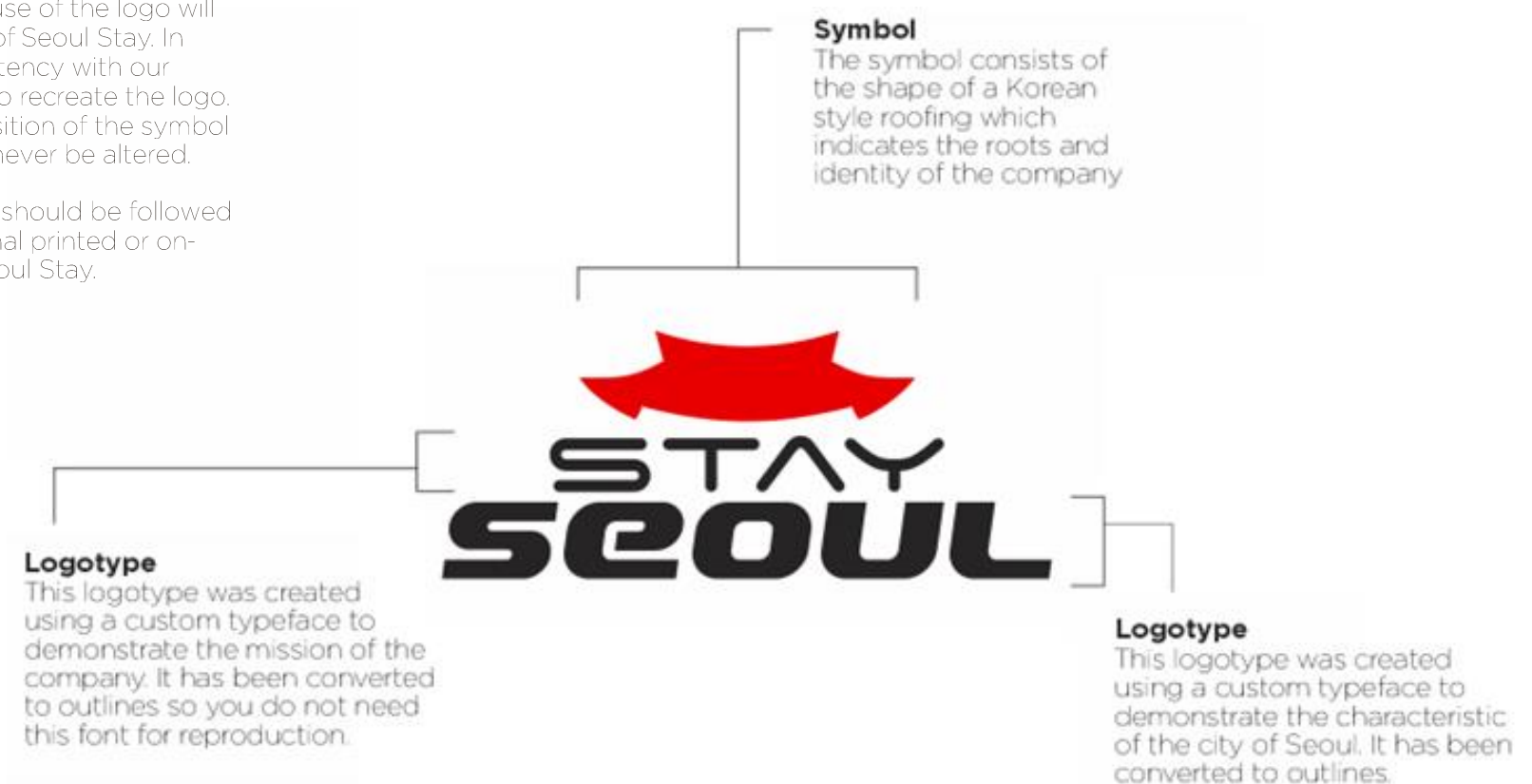
# LOGO + USAGE GUIDELINES



# LOGO

The Seoul Stay logo is a vital component of the Seoul Stay brand identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the messaging of Seoul Stay. In order to preserve consistency with our identity, never attempt to recreate the logo. The proportions and position of the symbol to the logotype should never be altered.

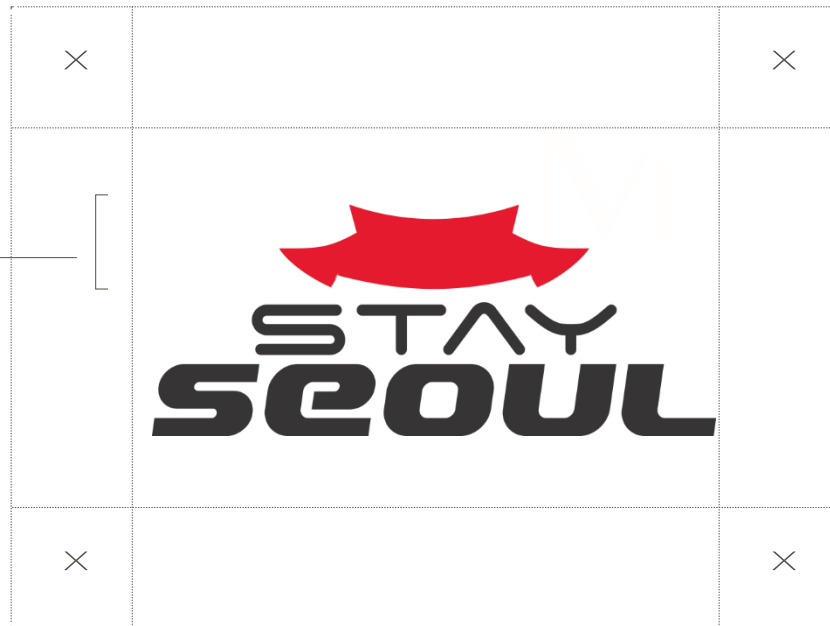
The following guidelines should be followed whenever creating original printed or on-screen pieces for the Seoul Stay.



## CLEAR SPACE AND SIZE

A clear space is defined to maintain the signature's integrity. If the minimum clear space is not applied, the signature's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.



### Clear Space

The clear space is determined by the height of the symbol on top of the logo.

Do not let other graphics or text violate this space.



The minimum size that the logo should appear is 15mm for print and 120 pixels for screen in width. Below this measure the elements within the marque become illegible

## TAGLINE

The tagline should be used in conjunction with the Seoul Stay signature whenever possible. Should the signature be 25 mm or smaller, use the signature without the tagline.

This logo is made available to you. Please do not attempt to recreate this yourself.

### Tagline

This tagline was created using Avenir Book but was converted to outline so you won't need the font for reproduction. It is always positioned under the logotype and aligned center.



If the logo is 25 mm tall, or smaller do not use the signature with the tagline.



Instead, use the logo without the tagline for better readability.

## COLOR VARIATIONS

### One-Color

The preferred colors for offset printing are Pantone® 186 C and black.

### One-Color Negative

The one-color negative logo may be used on dark backgrounds=100% to 60% tint and photographic backgrounds that create enough contrast for the logo to stand out.

### Black and White

The black and white logos may be used only positive and never reverse. The logo should not appear in a screen tint of black.

Do not use the black and white logo for any print jobs where color is available.



### RGB

Used for all forms of digital and electronic media and on the web.



### Grayscale

Used only in mediums where color is not available. Can also be used as an alternative as watermark.



### 1-color negative

Used primarily on dark backgrounds that create enough contrast for logotype to stand out (100% to 60% screen tint).



### 1-color positive

Used primarily for limited color jobs when the full color signature cannot be achieved.



### Negative color

Used sparingly, should be; only for limited use where the logo is needed in a simplified and subtle way.



# BACKGROUND CONTROL

The preferred background color for the Seoul Stay signature is white. If using a background color other than white, a 10-30% tint is preferred. If the background is darker than 70%, use a Negative or 1-Color Negative logo to increase contrast. Avoid solid color backgrounds that wash out the logo. These tints range between 40-60%. If the Seoul Stay logo must be on a red background, be sure to use a Negative Color logo (ref. page 15).

When placing the Seoul Stay logo on a photographic image, the background should always provide sufficient contrast to the signature. Textured backgrounds should be subdued and should never compete visually with the signature.



White background is always preferred.



Black 30% tint or lower provides ample readability.



Black 50% tint - do not use tints that decrease contrast and readability



If red must be a background, use Negative Color logo signature



Never place the full color signature on red or equivalent background.



Photographic background should provide sufficient contrast to the signature.



Do not use 1-color negative signature on photographic background that does not create enough contrast for the logo to stand out.

## LOGO MISUSAGE

Consistent and accurate presentation of our logo reinforces awareness of our brand and ensures the legal protection of our identity. To help avoid misuse, follow the guidelines and standards shown in this tool, and use only approved logo files.

Do not alter or distort the Seoul Stay logo in any of the following ways.



Do not use a portion of the signature. Do not use only the logotype or bug separately.



Do not use change colors of the bug or signature.



Do not enlarge or reduce a portion of the signature



Do not alter or distort the signature.



Do not reposition the signature elements.

# COLOR PALETTE



# MAIN COLOR PALETTE

Seoul Red and Seoul Dark Grey are the main colors of the Seoul Stay corporate color palette.

The following guidelines should be followed whenever creating original printed or on-screen pieces for the Seoul Stay. Do not convert Pantone® colors to CMYK, RGB or HEX. Only use Pantone® colors when producing a 1 or 2 color print job. Otherwise use CMYK colors for digital printing. To ensure quality color reproduction, refer to the current edition of the Pantone® Color Guide.

When producing designs to be viewed digitally, including websites, use RGB or HEX colors so that the colors appear properly on screen.

Pantone® is a registered trademark of Pantone Inc.

## Seoul Red

PMS 186 U or 186  
C C4 M100 Y91 K1  
R229 G26 B46  
#e51a2e

## Seoul Black

PMS —  
C0 M0 Y0 K0  
R0 G0 B0  
#000000

## Seoul Dark Grey

PMS 447 U or 447 C  
C67 M63 Y62 K58  
R51 G51 B51  
#333333

## Seoul Grey

PMS 418 U or 424 C  
C64 M55 Y56 K31  
R85 G85 B85  
#555555

## Seoul Light Grey

PMS Cool Gray 4  
C27 M21 Y22 K0  
R187 G187 B187  
#bbbbbb

# TYPOGRAPHY

# TYPOGRAPHY

The typography is an important element to our new identity—it gives us the opportunity to express the brand with or without photography. These typefaces have the flexibility to represent the abundance that our platform has to offer by choosing type with a large selection of typeface weights or different headline personalities

## PRINT FONT

The Gotham font family is the primary font to be used for brand collateral and other print materials. Gotham Thin should be used for secondary headlines and body. Gotham Bold is to be used for all main headlines

**Abcd**

**Gotham Bold**

Used for Heading 1 and Heading 2. Most often in CMOC Red, White, or as a watermark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&\*

**Abcd**

**Gotham Medium**

Used for Heading 3 and Heading 4 Titles. Most often in CMOC Red, White, or Black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&\*

Abcd

**Gotham Thin**

Used for body copy, image and chart captions in CMOC Dark Grey.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&\*

## SCREEN FONT

Open Sans is the primary font family to be used on the Seoul Stay website, mobile, and desktop applications. The weights and sizes vary to define its uses. When designing anything specific to the Seoul Stay brand for the website, be sure to follow these guidelines pertaining to typography.

Please note: websites are ever-evolving designed pieces. If guidelines for a specific use are not outlined here, please refer to the existing site and creative judgment for guidance.



Abcd

### Open Sans Semibold

Used for headlines and buttons.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*

Abcd

### Open Sans Regular

Used for subheads and highlighted text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*

Abcd

### Open Sans Light

Used for body copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*



## OFFICE DOCUMENTS

## FONT REPLACEMENT

For the office documents such as Microsoft Word and PowerPoints, we require usage of Calibri font to guarantee the consistency across all systems. It also provides editing accessibility for non-creative teams and individuals.

Abcd

### Calibri Bold

Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*

Abcd

### Calibri Regular

Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*

# IMAGERY + GRAPHICS

# IMAGERY + GRAPHICS

Imagery plays an important role in Seoul Stay brand as integral part of its own brand identity Seoul Stay produces. This content includes programs, initiatives, and campaigns; online and live events, infographics; Seoul Stay website, microsites, print digital publications, marketing and advertising; co-sponsored content, etc. To ensure brand integrity of the Seoul Stay assets, it is important that the imagery can be described as:

- **Bold:** This is the marketing industry. Bold imagery captivates viewers.
- **Clever:** Clever and playful uses of imagery, whether it is a metaphor or simply a goofy character.
- **Practical:** If layering type over your imagery, Photoshop shades of light or dark to increase the contrast and readability. Be subtle and elegant or else this tactic will look outdated and cheesy.
- **Modern:** Use modern and on-trend images and techniques to best represent the brand.

# PHOTOGRAPHY

Photography style for Seoul Stay as an organization is reflecting its values, mission, status and audience.

- **Style:** Clean and in-focus, sharp and crisp
- **Content:** Showcasing the features of the city and the relaxing, warm-hearted, coexisting, and forward-looking spirit.
- **Composition:** The powerful and interesting composition, cropping and angle of the photo is dictated by the need of the creative.
- **Stacking:** When using standalone photos in creative/marketing materials, full color, greyscale, black and white, or gradient imagery is acceptable. However, if photos are being paired (stacked, side by side, or otherwise), please ensure they contrast one another. For example: full color image on left, grayscale image on right (or vice versa).
- **Effects:** For certain type of collateral, we allow to use such effects as color shading to allow the white text over the image.



# GRAPHIC ILLUSTRATIONS

Graphic illustration is an effective way to visually convey business concepts and ideas otherwise impossible to illustrate with photography.

Graphic illustration is widely used across such types of applications as Seoul Stay PowerPoints, reports and infographics.

The style of graphic illustrations we use is flat, minimalistic and concise.

Always include colors from Seoul Stay's main color palette for creating the connection with the brand.



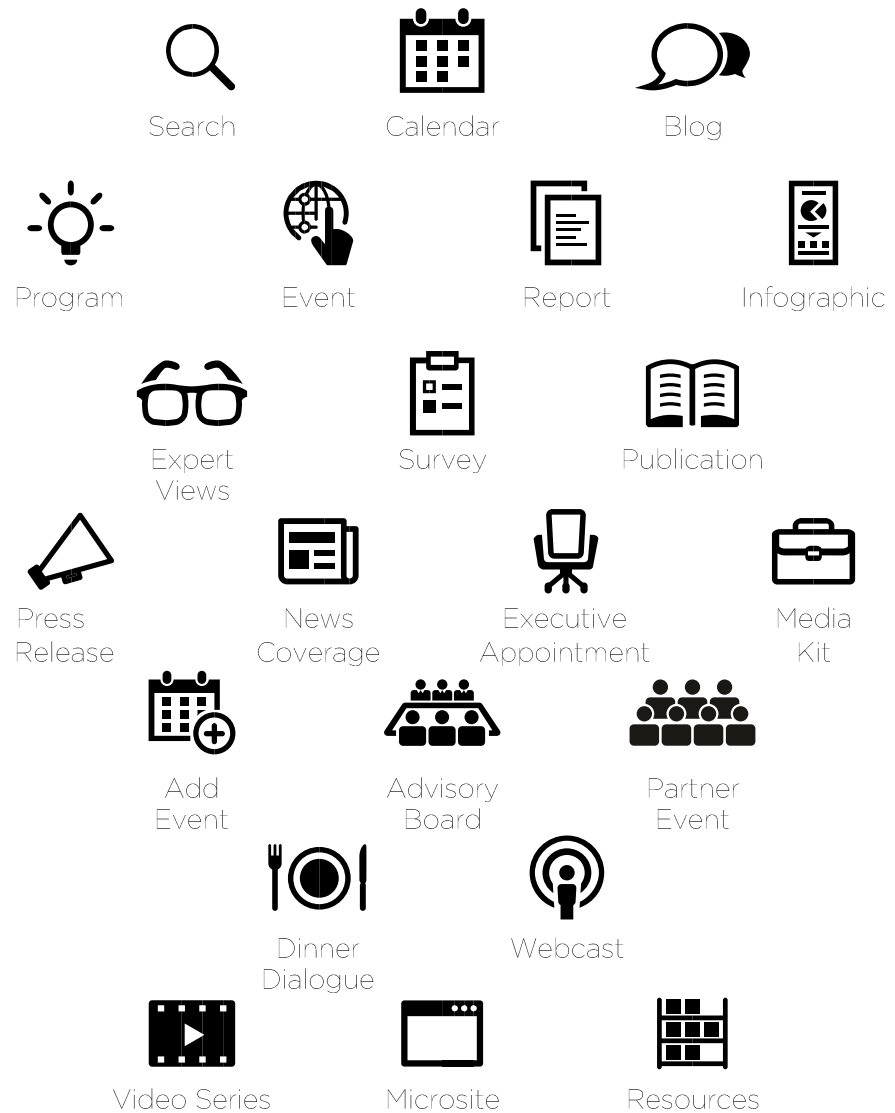
# ICONS

Icons play a large role in the Seoul Stay website and authority leadership content. Icon's primary role is to guide a visitor or a reader through the content.

Do not tamper with the vector files of the icons. They have been designed to have equal stroke weights and be of equal proportions to one another.

If additional icons are to be created, keep in mind the following:

- The size of the icon must be made equal to existing icons (compare to a similar vertical or horizontal icon in our library of Seoul Stay icons).
- The icon's stroke must be of equal weight to the existing icons.
- Design balanced icon imagery that is a mixed use of positive and negative space.



# APPLICATIONS

# POWER POINT PRESENTATIONS

The standard branded Seoul Stay's PowerPoint template is not restrictive or limiting and easy to use, while following our branding guidelines:

- Don't modify the fonts: we use Calibri fonts for our template, it is available on all computer operating systems
- Stay within Seoul Stay's brand color scheme, embedded into our template
- Use master slide layouts for consistency
- Don't mix the style of imagery on your presentations. We allow 2 distinctive styles of imagery to use with our branded template - flat style color illustration and photography (or photo-composites). Mixing flat illustrations with photography in one presentation is not allowed - illustrative style shown on this page.





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