Digital Design Guidelines.

MIRAE ASSET

Basic Guide | Components (App)

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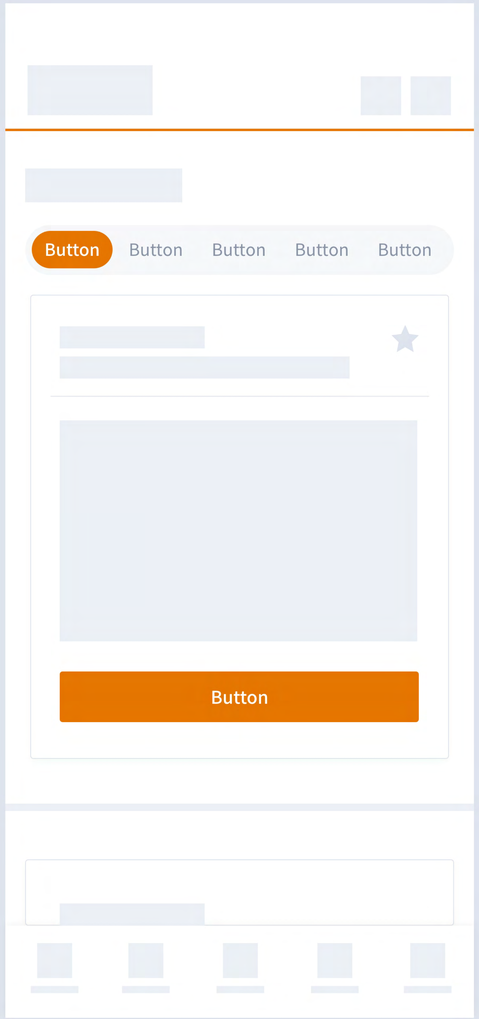
1.0

Button

※ Button application example

Button components are used to execute the important actions within the screen.



※ When a button outside of the defined cases is required, proceed only after consulting with the Brand Strategy Division.

1.1

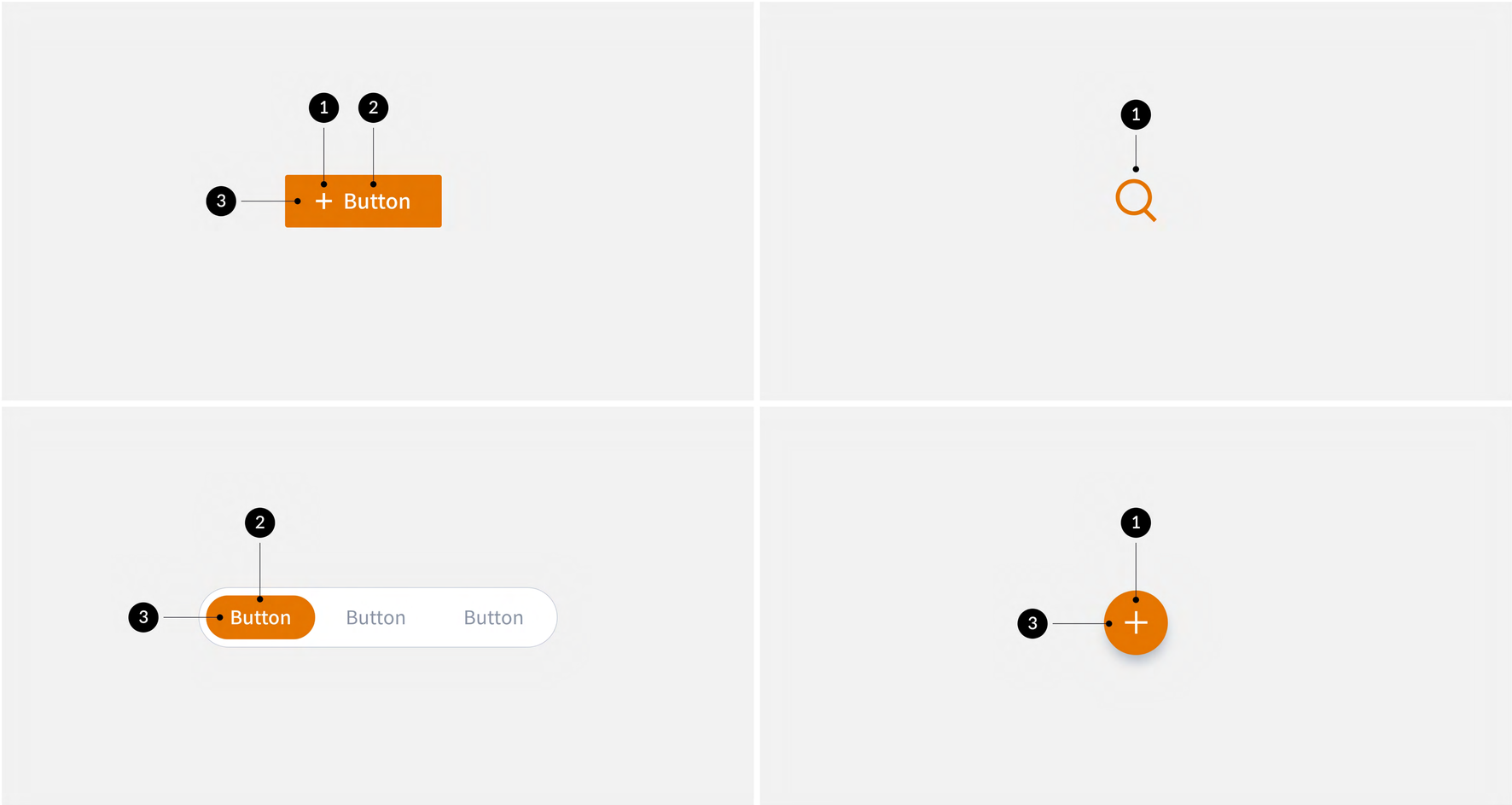
Button

Details

Anatomy

※ Example of button and icon sample application

Each button contains three elements: an icon, a button label, and a container.



1. Icon	Symbols (icons) are used with buttons to visually communicate more meaning.
2. Button label	A basic element that guides users toward the desired service.
3. Container	A visual element that envelopes the button label. The style varies depending on the hierarchy structure of the button.

1.2

Button

Details

Type

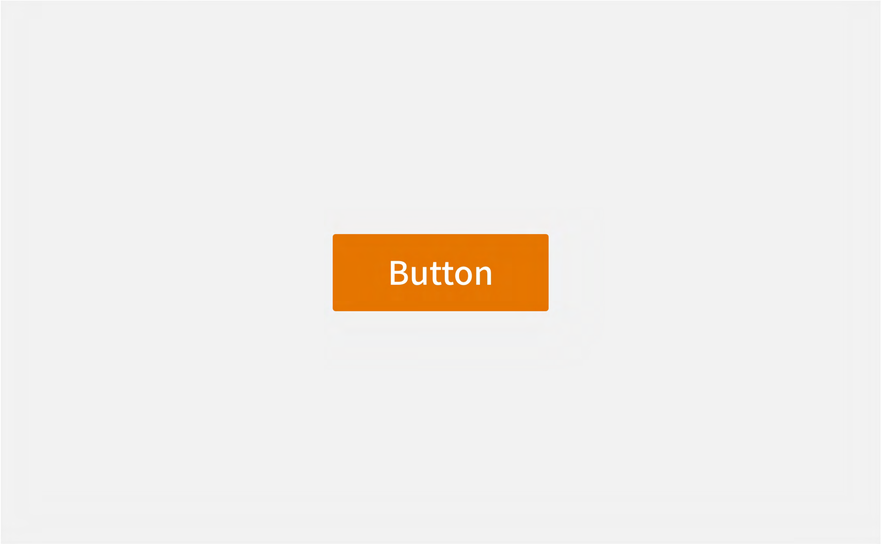
※ Example of button and icon sample application

Buttons can be divided into four types depending on their features.

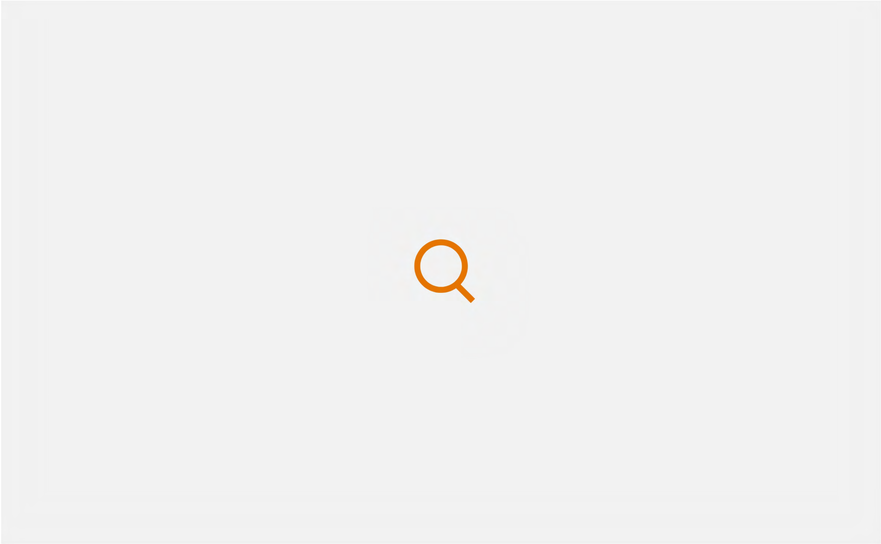
Use the default type as the basis, and the other types for different importance levels and purposes.

In principle, align the button label at the center, and it should expand at the same rate on the left and right sides.

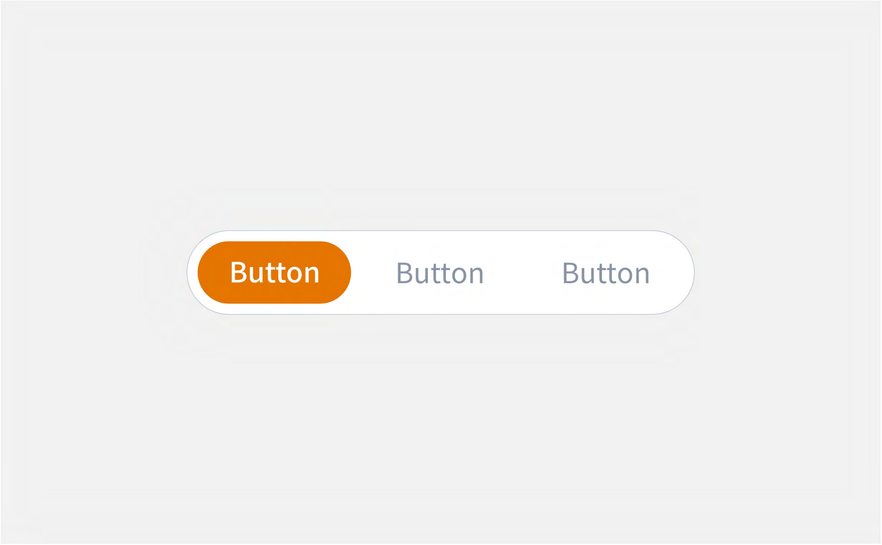
A1. Default Button



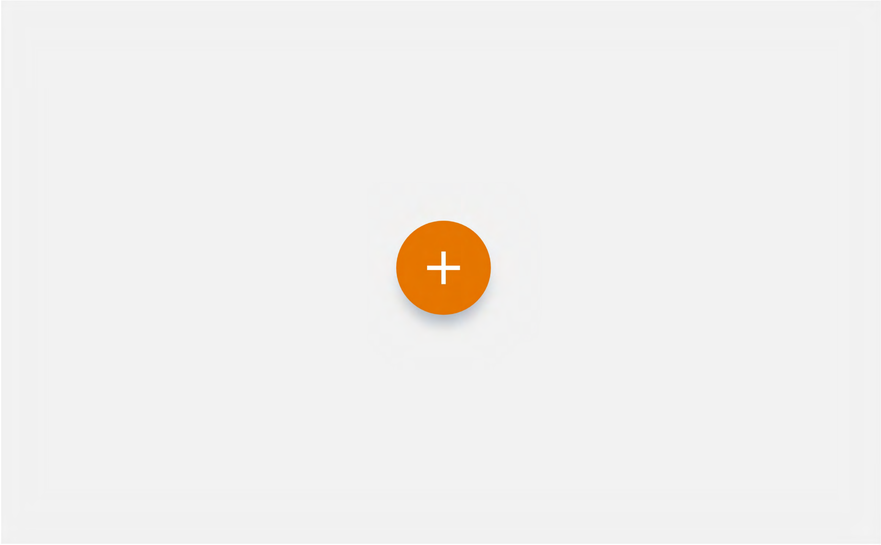
A2. Icon Button



A3. Segmented Button



A4. Floating Action Button



1.3

Button

Details

Usage : Default Button

※ Example of button and icon sample application

The default button is the most basic, and comes in the form of a box.

There are three types depending on the container style, and components can be applied using only text or with icons if necessary.

Style

Filled Button

Button

Line Button

Button

Text-only Button

Button

Component configuration combination

Text

Button

Left icon + right text

+ Button

Left text + right icon

Button >

1.4

Button

Details

Usage : Icon Button

※ Example of Icon sample application

Apply icons to use the features of the button. Apply symbolic icons so that users can intuitively understand the buttons.

Icons can be applied to three types of buttons: filled buttons, line buttons, and icon-only buttons.

Style

Filled Button	Line Button	Icon-only Button

Details

Usage : Segmented Button

※ Example of button and icon sample application

Segmented Button is used for fast transitions between two or more types.

They are divided into filled buttons and line buttons, depending on the color application method. They are configured with icons or text and cannot be used interchangeably.

Style

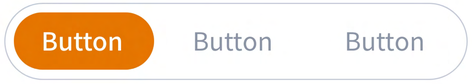
Filled Button

Line Button

Component configuration combination

Icon

Text



Details

Usage : Floating Action Button (FAB)

※ Example of Icon sample application

Use background containers and shadows to give the impression that floating action buttons are separated from the background, and use different colors depending on the level of importance.

Apply the two primary colors to the features with the highest level of importance. It is recommended that you use orange, the brand color of Mirae Asset. However, blue is also acceptable, considering the overall color combination. Use secondary colors for other buttons.

Features are placed at the bottom in order of importance, with less important features at the top.

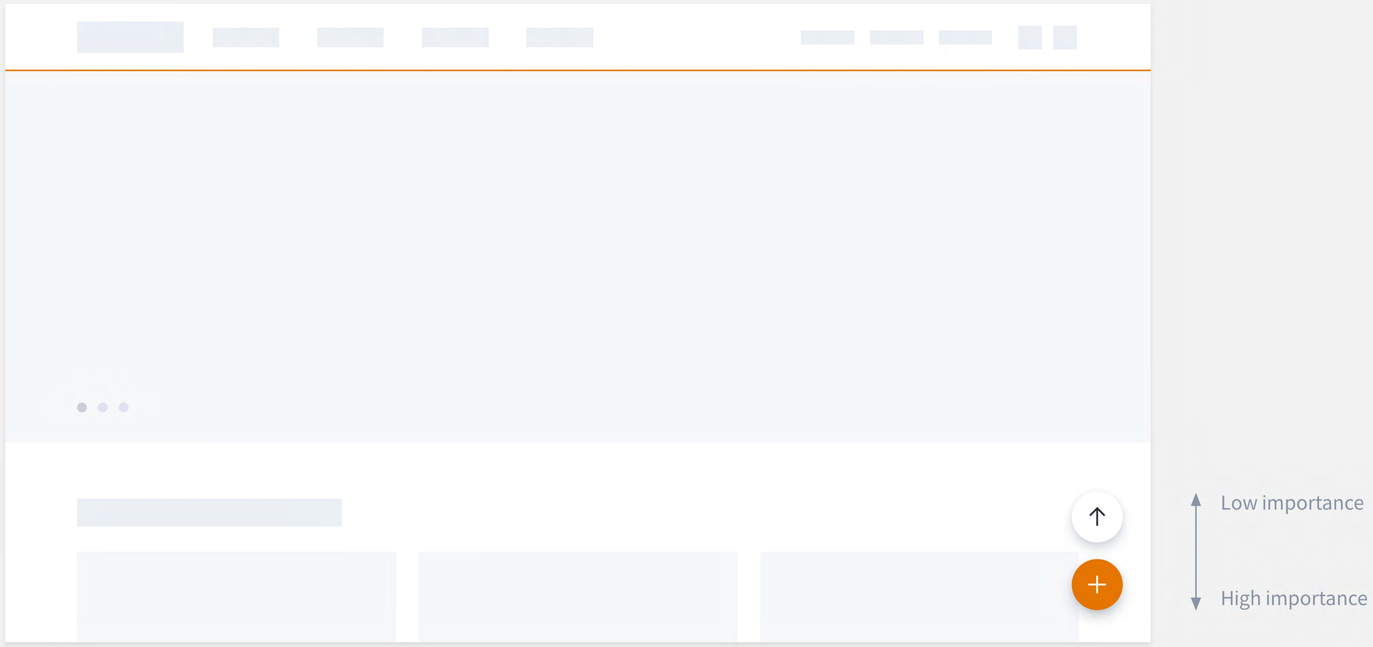
※ When a button outside of the defined cases is required, proceed only after consulting with the Brand Strategy Division.

Style

Primary (Orange/Blue)

Secondary (White)

Screen application



※Only one orange button can be used on the screen

Details

Usage : Button Arrangement

※ Example of button sample application

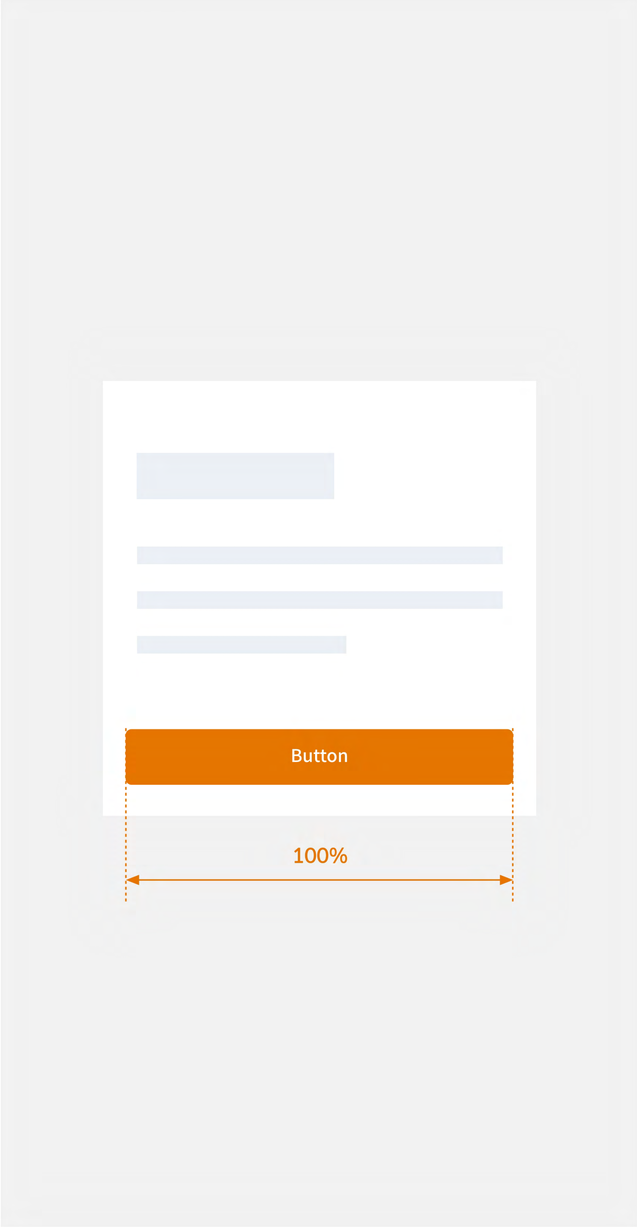
Up to two buttons can be displayed together, depending on the need and usage.

Buttons with higher priority are displayed in orange (primary color), and other buttons are displayed in gray.

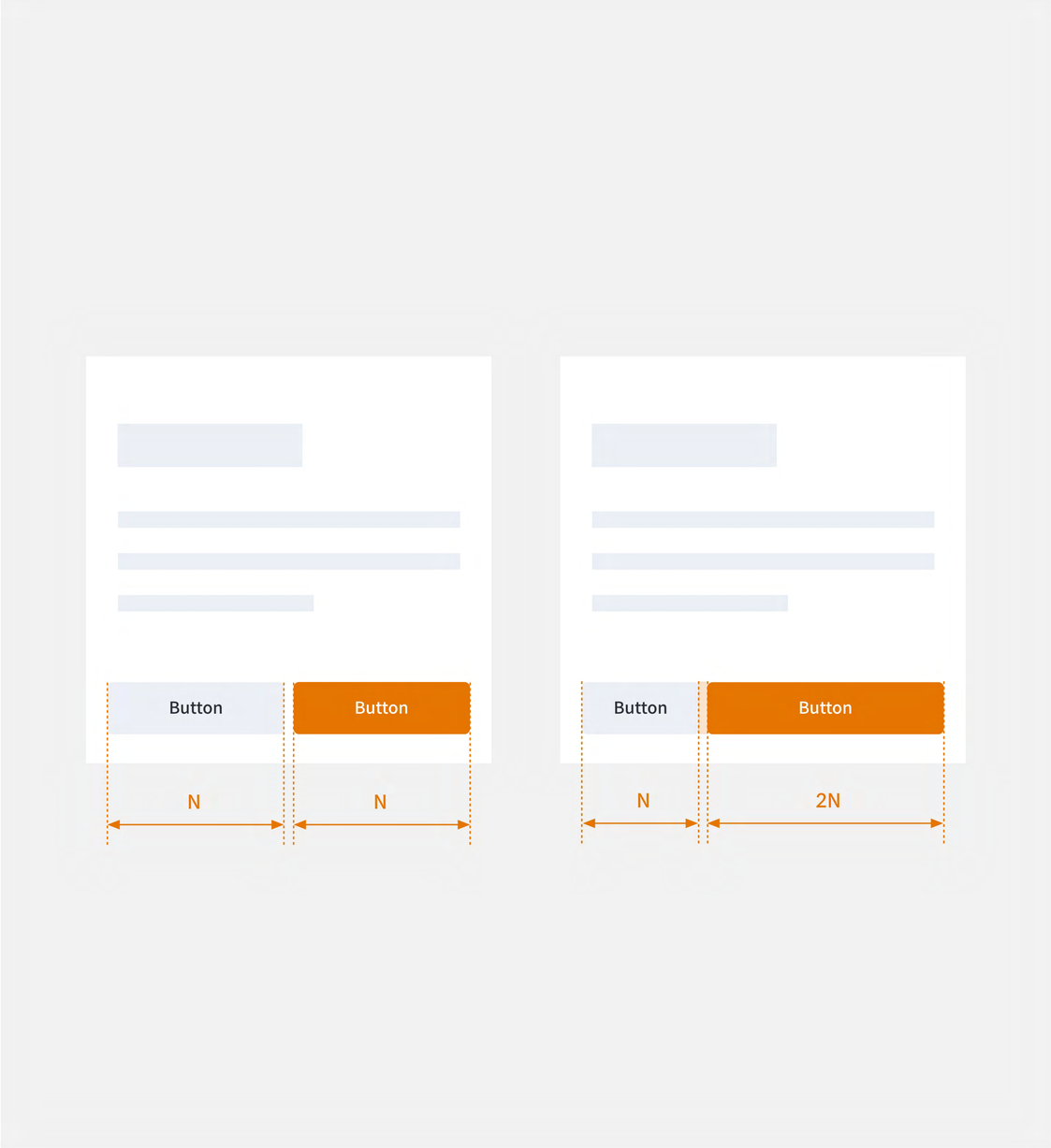
For A1 : Apply 100% of the ratio (excluding the margins of both sides), and when applying two buttons, a constant padding value should be applied between the buttons.

For A2 : Apply in the same ratio (1:1) or in different ratios (2:1) according to importance or priority.

A1. One button



A2. Two buttons



Details

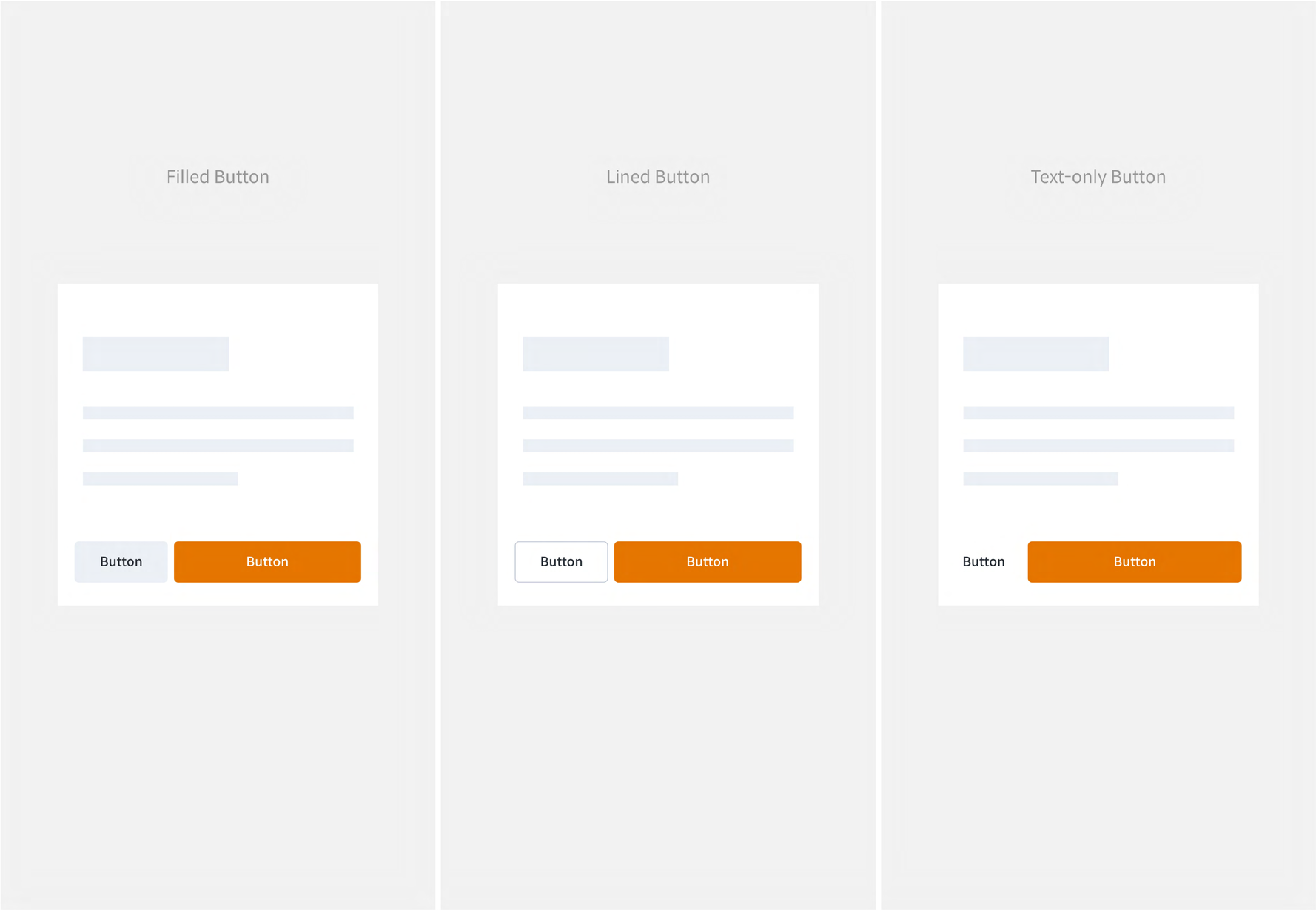
Usage : Button Combination

※ Example of button sample application

When using two buttons, it is necessary to apply the color orange to the button with higher priority, and only buttons combined with gray can be used.

Orange buttons are recommended when the area is filled with functions that are more important than the button on the left. The gray button applied to the left can be used in combination with one area filled, lined, or only text.

Use with orange + gray combination



Details

Usage : Button Hierarchy

※ Example of button sample application

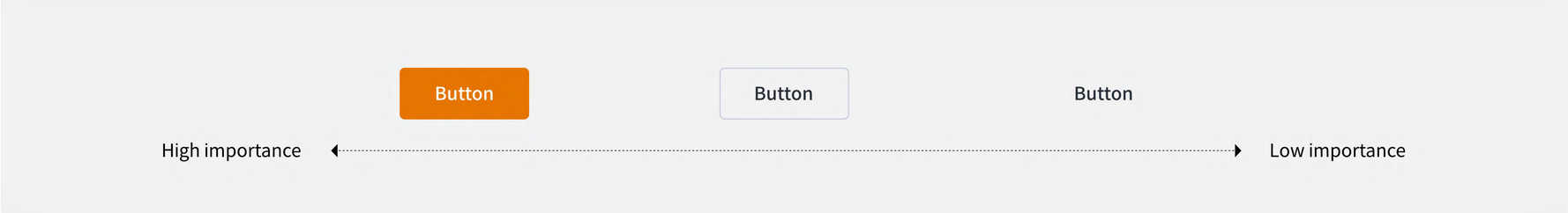
Different styles can be used according to the importance levels of the buttons.

High importance : **Filled button**
Low importance : **Text-only button**

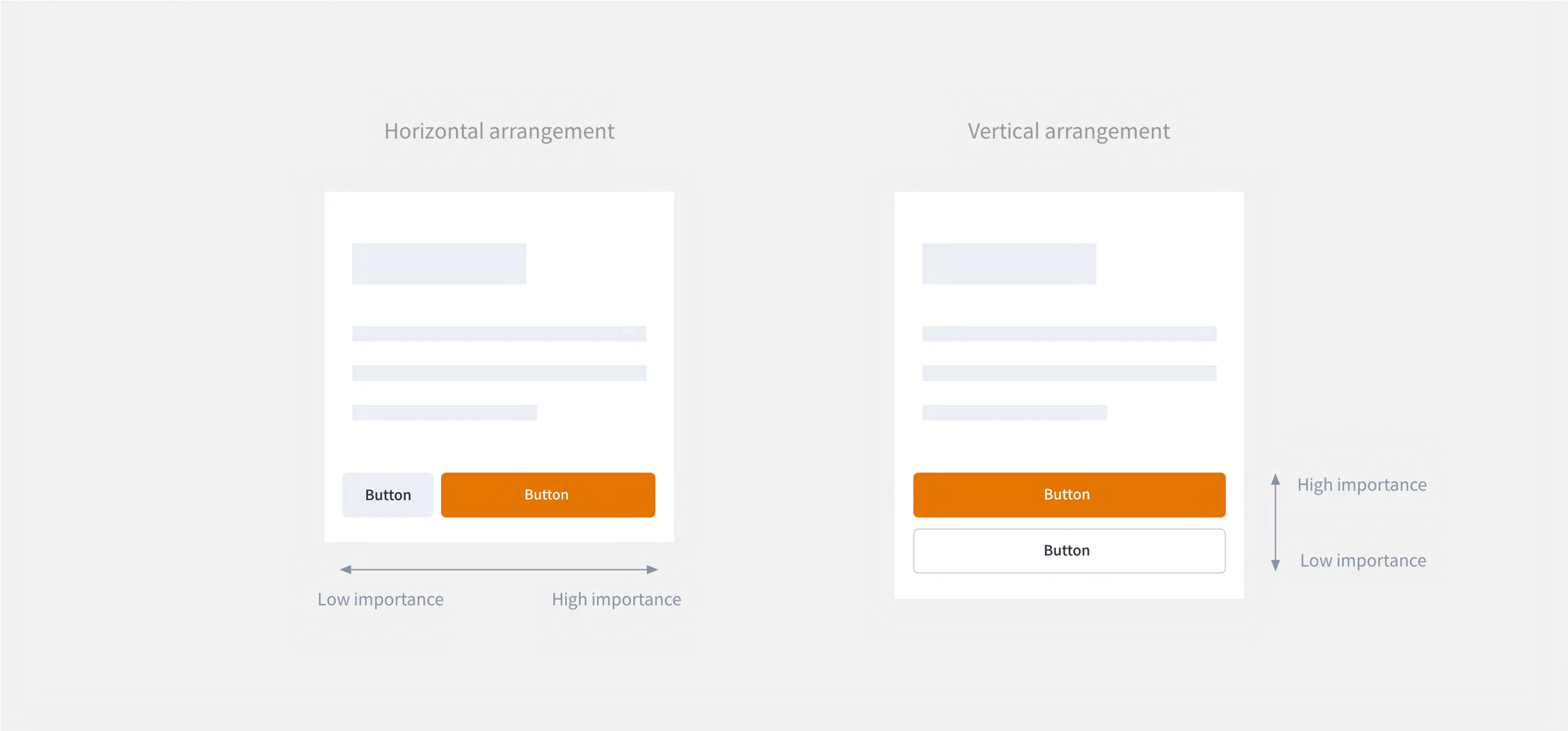
*** Horizontal arrangement**
- Button with higher importance : Arrange **on the right**
- Button with lower importance : Arrange **on the left**

*** Vertical arrangement**
- Button with higher importance : Arrange **at the top**
- Button with lower importance : Arrange **at the bottom**

Style hierarchy



Arrange according to the hierarchy



Details

Usage : Text Label

※ Example of button sample application

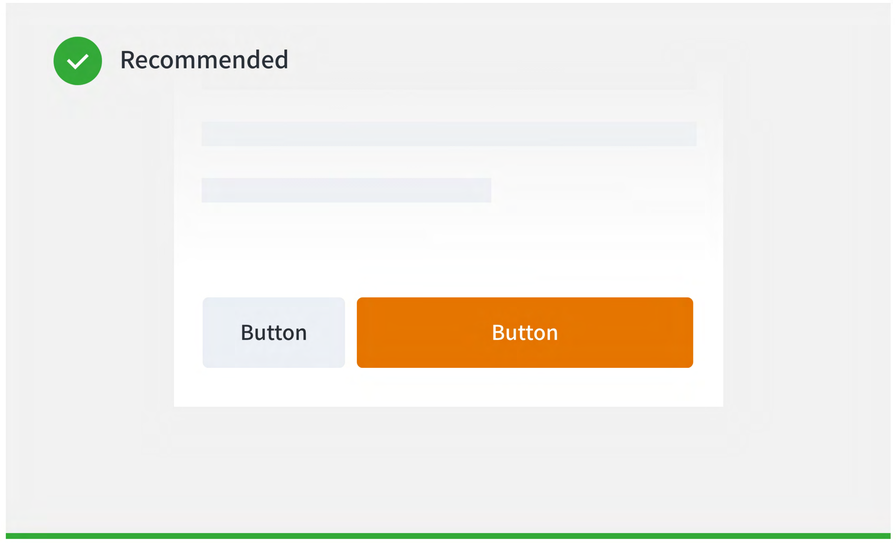
The button label explains what happens when users press the button.

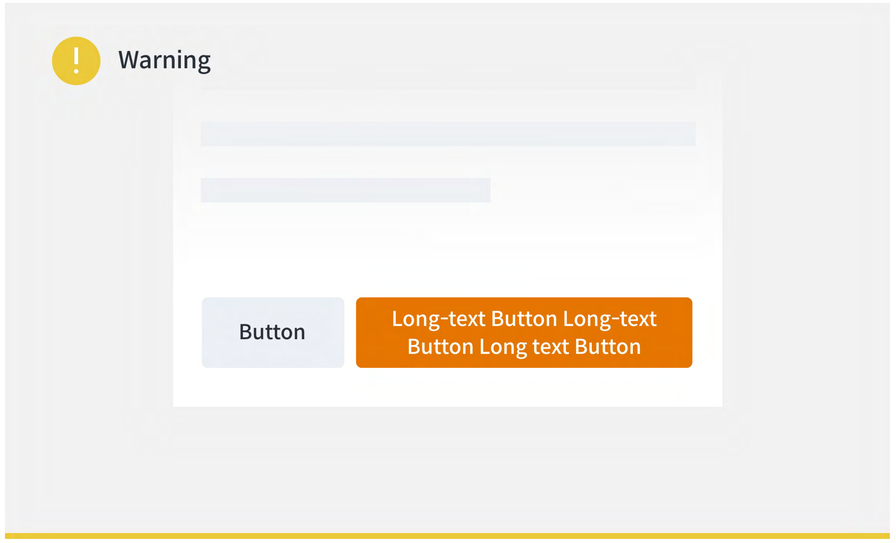
When applying a button horizontally, the length of the label must be considered, and the container width of the button must not be narrower than the label text.

Convey a concise and clear meaning using one line, and avoid two lines if possible. Also, a constant margin value should be maintained and applied to both sides of the button, and if the label is long, it should be displayed in its entirety without any abbreviations.

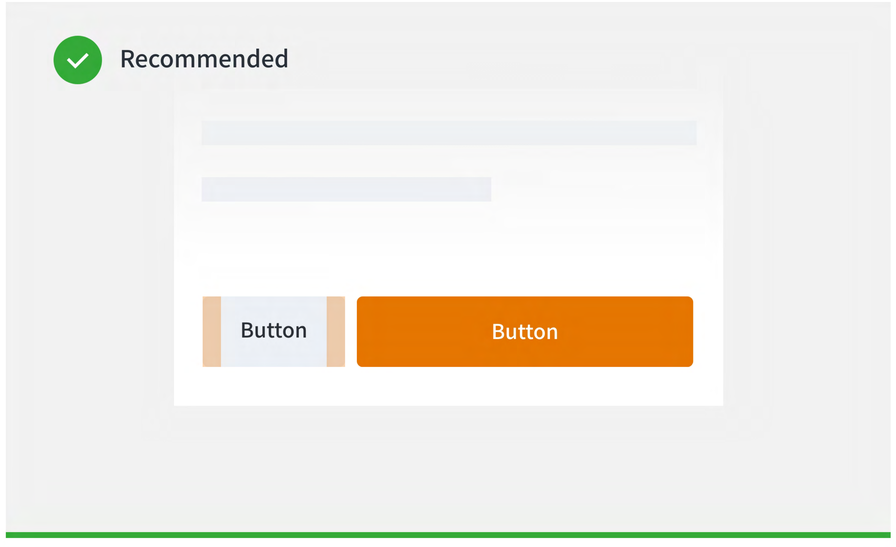
※ When adjusting the button label is difficult, proceed only after consulting with the Brand Strategy Division.

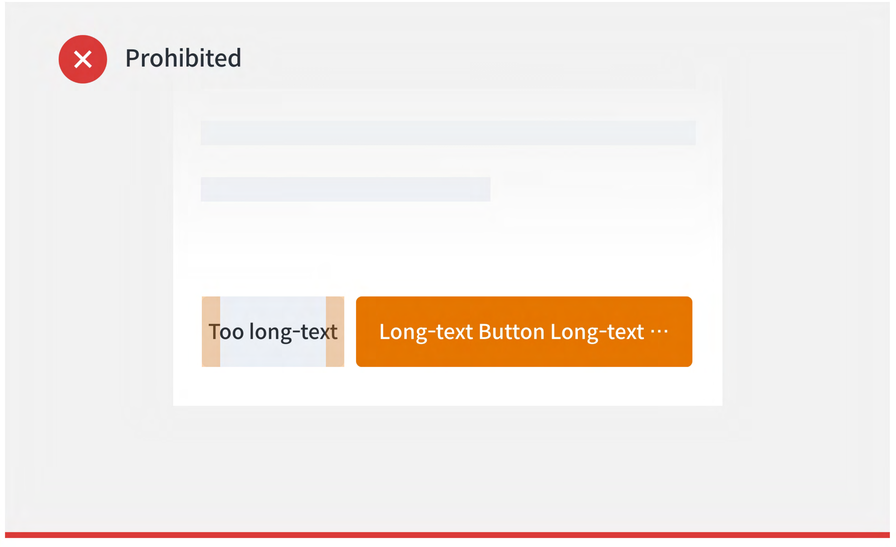
Maximum one-line display recommended





Display using a maximum of six letters, without any abbreviations



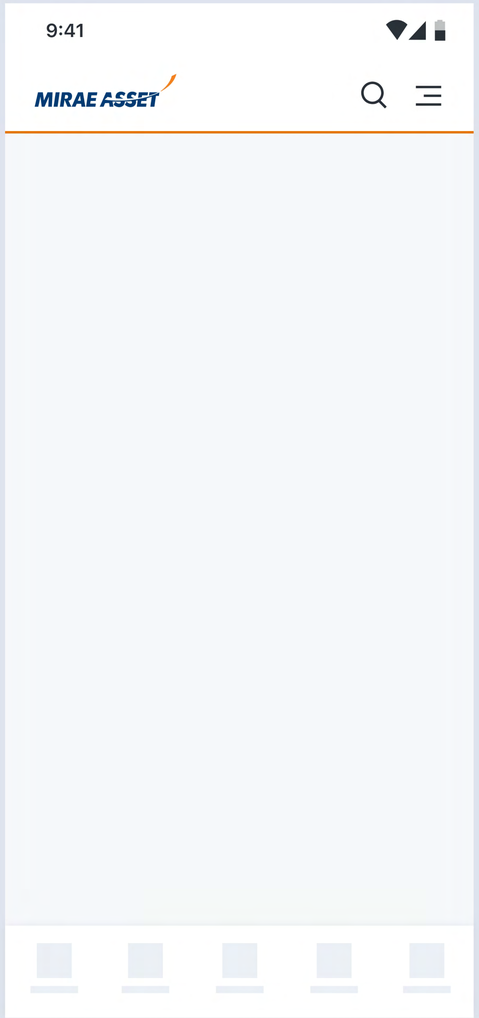


2.0

Header

※ Example of header application

The header is a component displayed at the top of the page, and it provides utilities such as menu links, the brand logo, a search option, notifications, alarms, the user's profile, and settings.



※ When a header outside of the defined cases is required, proceed only after consulting with the Brand Strategy Division.

2.1

Header

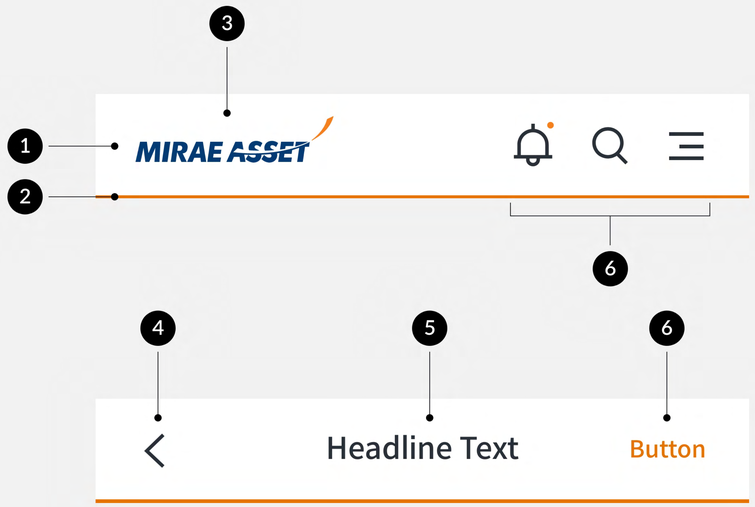
Details

Anatomy

※ Example of header application

In the header, you can include text (headlines), logos, tabs, and action buttons.

The orange line at the bottom of the header represents the brand identity of Mirae Asset.



1. Container	Encloses the label and is applied separately from the background.
2. Orange line	Displayed under the application bar to indicate the brand identity of Mirae Asset.
3. Brand logo	Displays the service brand logo.
4. Back button	Displays the button that returns to the depth page previous to this page.
5. Headline	Displays the name of the page.
6. Action buttons	Provides functions using icons and text buttons. (e.g., search, notification)

※ When a header outside of the defined cases is required, proceed only after consulting with the Brand Strategy Division.

2.2

Header

Details

Type

※ Example of header application

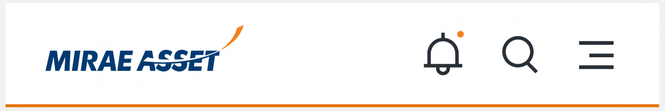
Two types of headers are available.

These are the header displayed on the home screen, which you see when entering the app, and the header displayed on the detailed screen, which you see when moving to the depth.

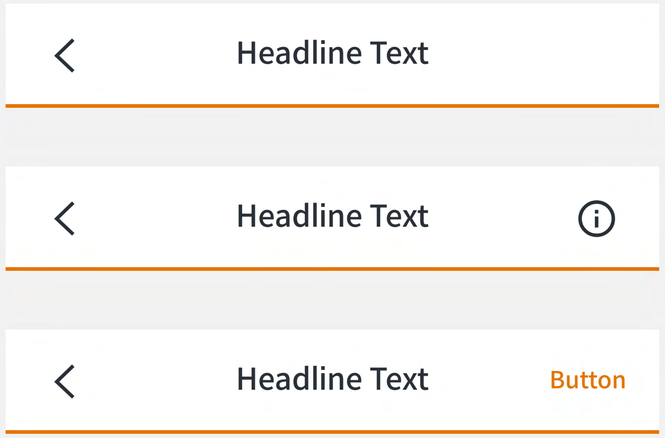
Both the main screen and detailed screen headers can be applied and used with action buttons. Up to three action buttons can be applied on the right, and it is not recommended to apply more than that.

※ When a header outside of the defined cases is required, proceed only after consulting with the Brand Strategy Division.

Main screen header



Detailed screen header



2.3

Header

Details

Usage : Text Alignment

※ Example of header application

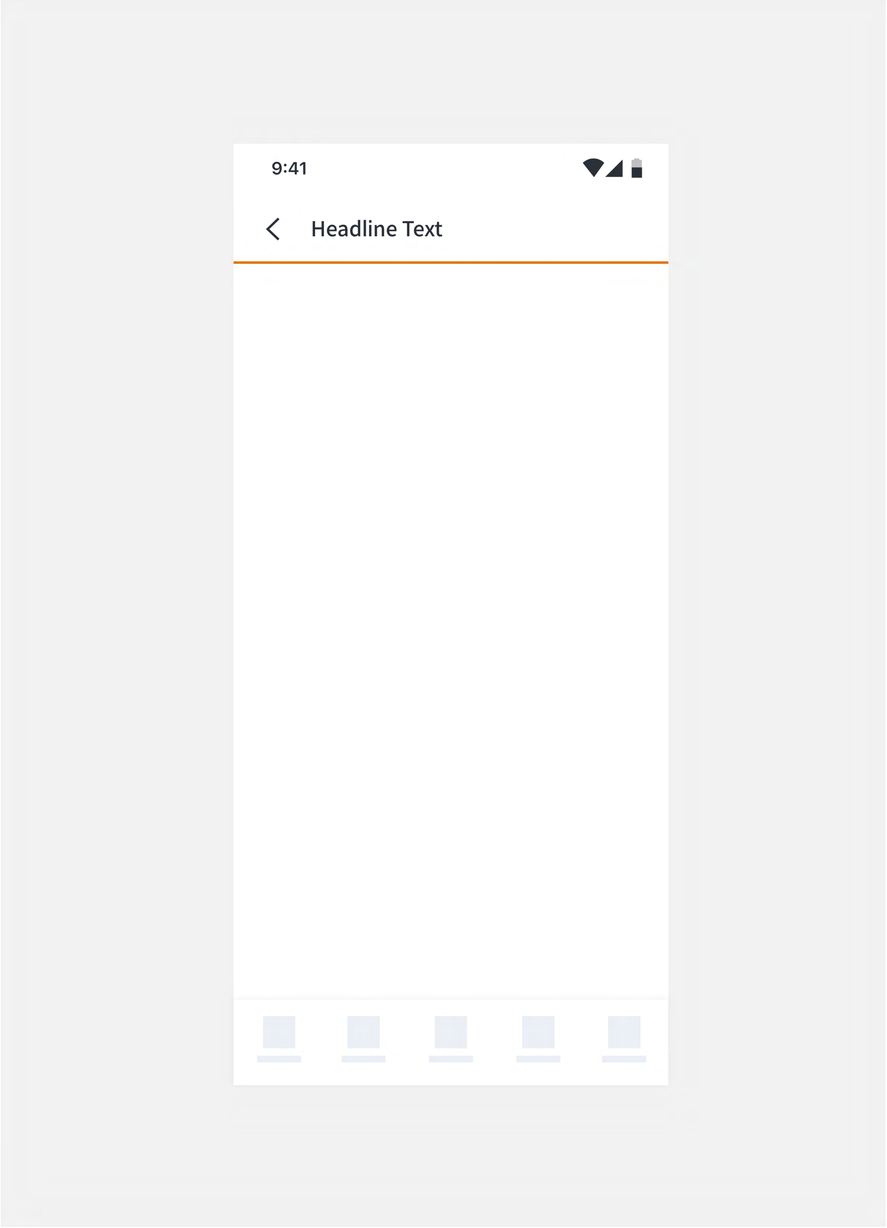
Based on the position of the text, the header can be applied with either left alignment or center alignment.

The text area has the same options for all patterns, and the back button is pinned to the left.

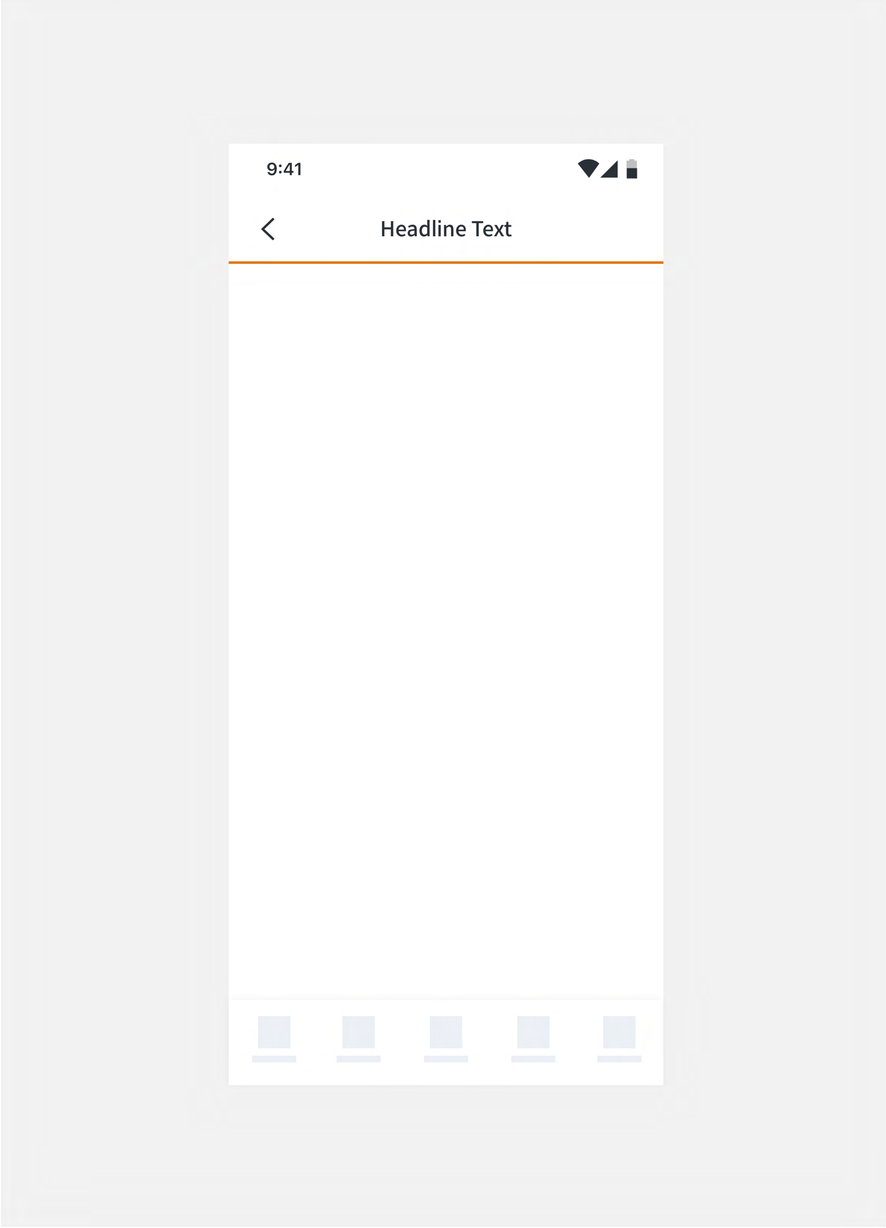
When aligning to the left, a consistent gap is applied between the back button and the text area.

※ When a header outside of the defined cases is required, proceed only after consulting with the Brand Strategy Division.

Left alignment



Center alignment



2.4

Header

Details

Usage : Color Theme

※ Example of header and image sample application

Three colors can be used for the header, including white, orange, and transparent, depending on the background.

For A1 : Use with the highest priority and with an orange line under the area.

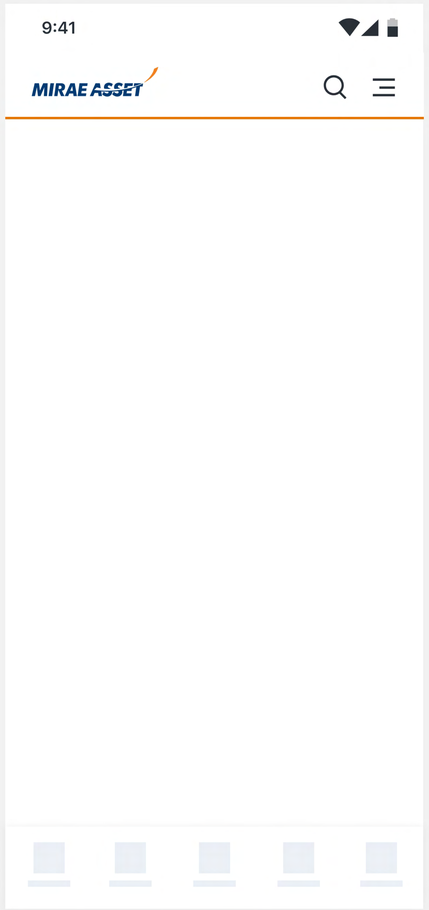
For A2 : Use without an orange line under the area and with the orange color for the background of the header.

For A3 : Apply the white color to the bottom line and the header when using an image, and a contrasting image should be used for readability. (Required contrast ratio of 3:1 between the image and the content)

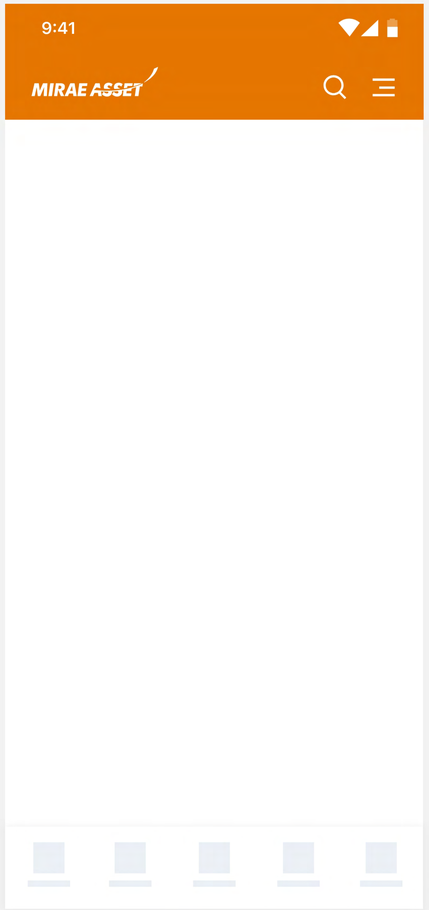
※ The recommended contrast ratio of an image is 4.5:1, and using a contrast ratio below 3:1 is not allowed.

※ When a header outside of the defined cases is required, proceed only after consulting with the Brand Strategy Division.

A1. White

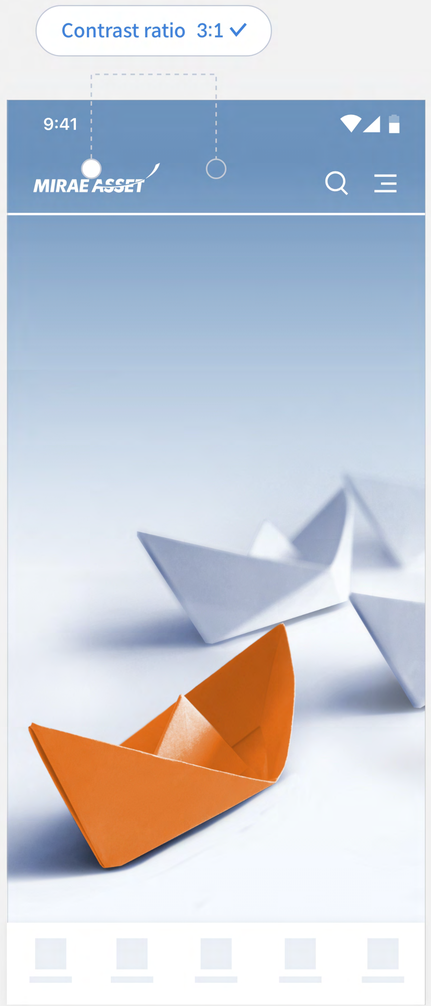


A2. Orange (Primary Color, #E37500)



※ No bottom line displayed

A3. Transparent



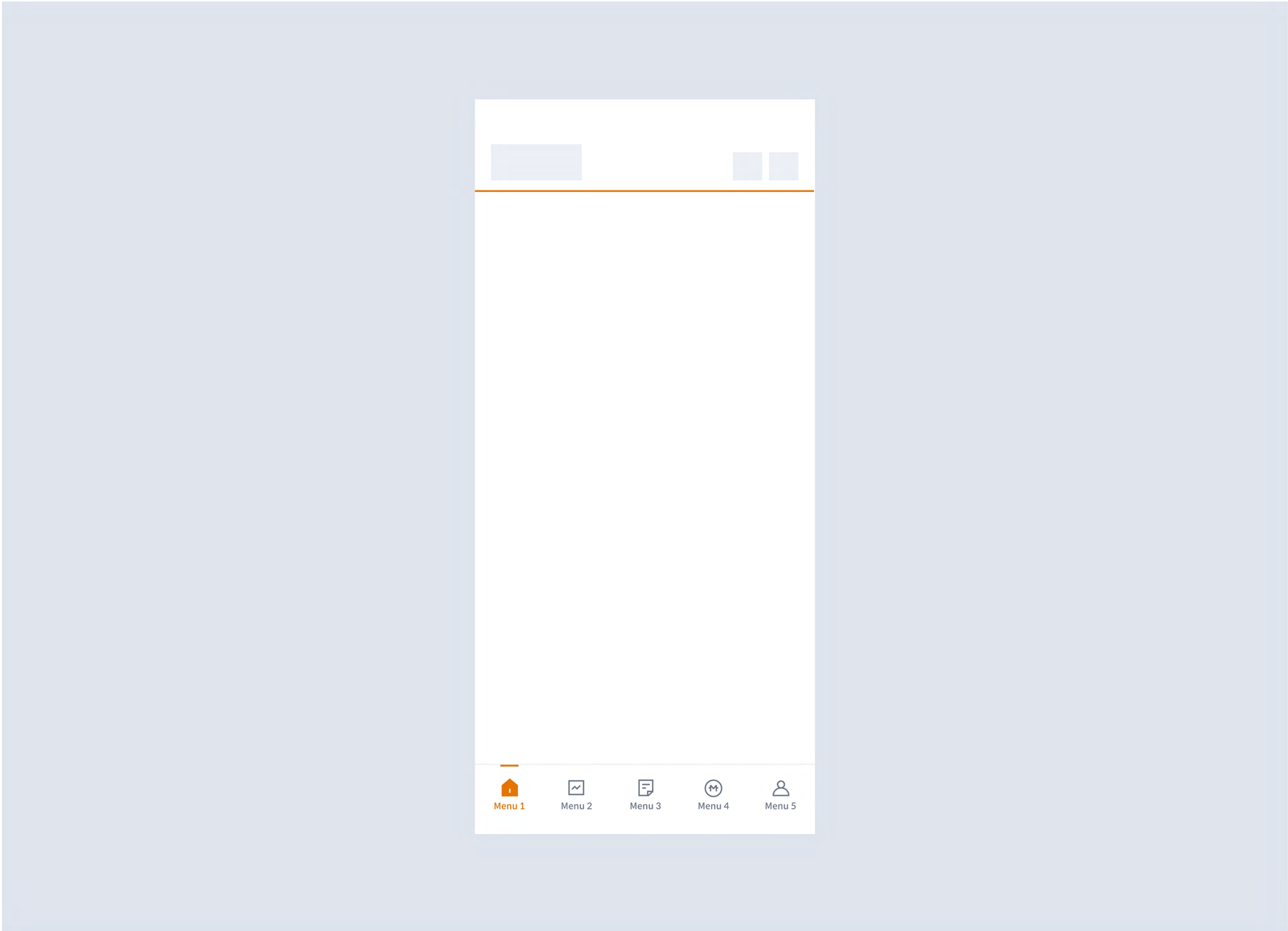
※ Bottom line displayed in white

3.0

Navigation

※ Example of navigation application

The navigation tool is displayed at the bottom of the screen to help users quickly find and access the items that they need.



※ When a navigation outside of the defined cases is required, proceed only after consulting with the Brand Strategy Division.

3.1

Navigation

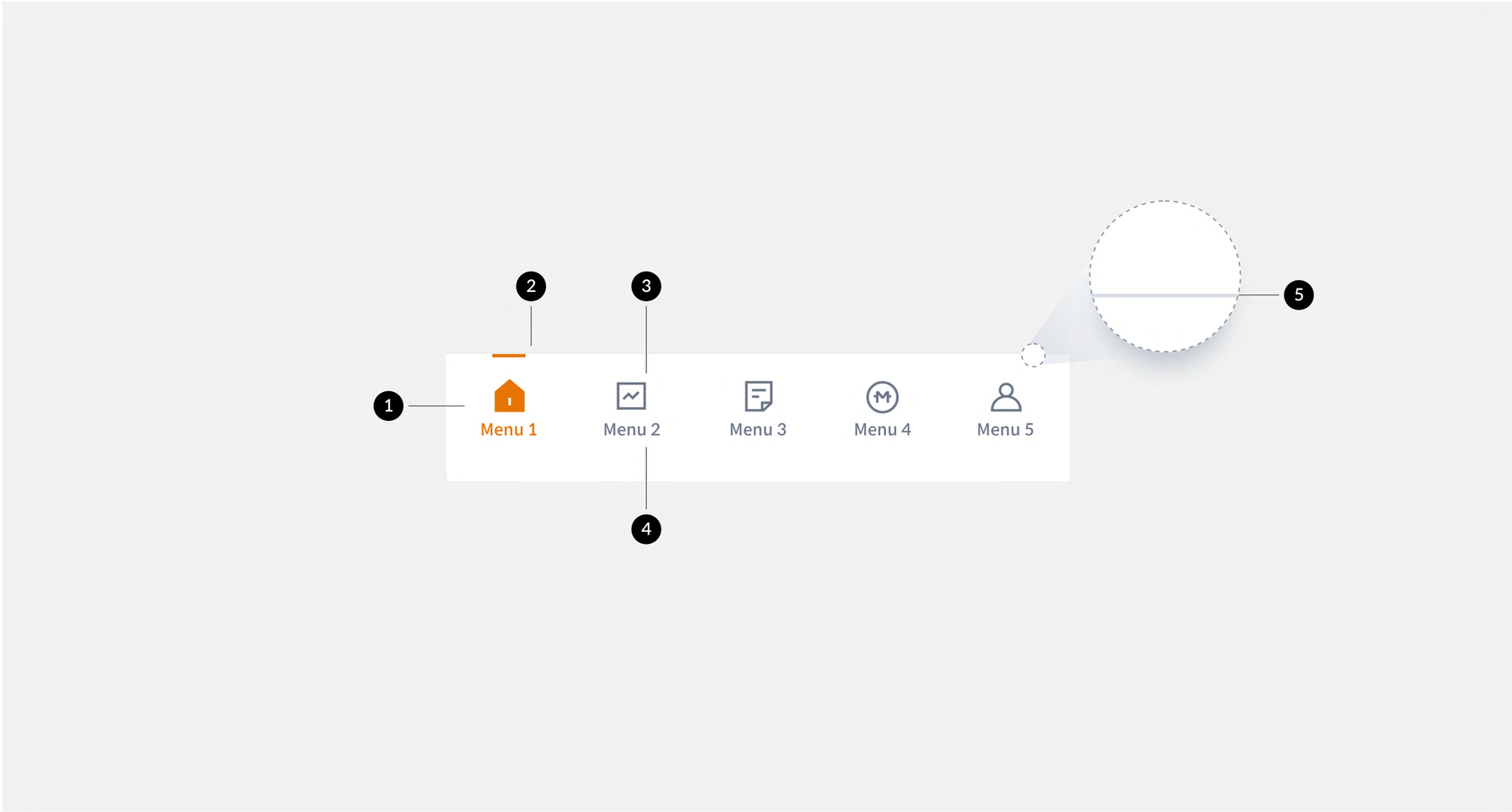
Details

Anatomy

※ Example of icon sample application

The navigation tool includes menu buttons composed of both icons and text labels. Each menu button opens up one depth menu.

The screen content can be visually separated and organized using the container and gray line.



1. Container	Encloses the label and is applied separately from the background.
2. Active bar	Appears at the top of the activated tab and displays the selected status.
3. Icon	Displays an icon for a tab item.
4. Text label	Displays the name for a tab item.
5. Line	A gray line that separates the navigation and screen content.

3.2

Navigation

Details

Type

※ Example of icon sample application

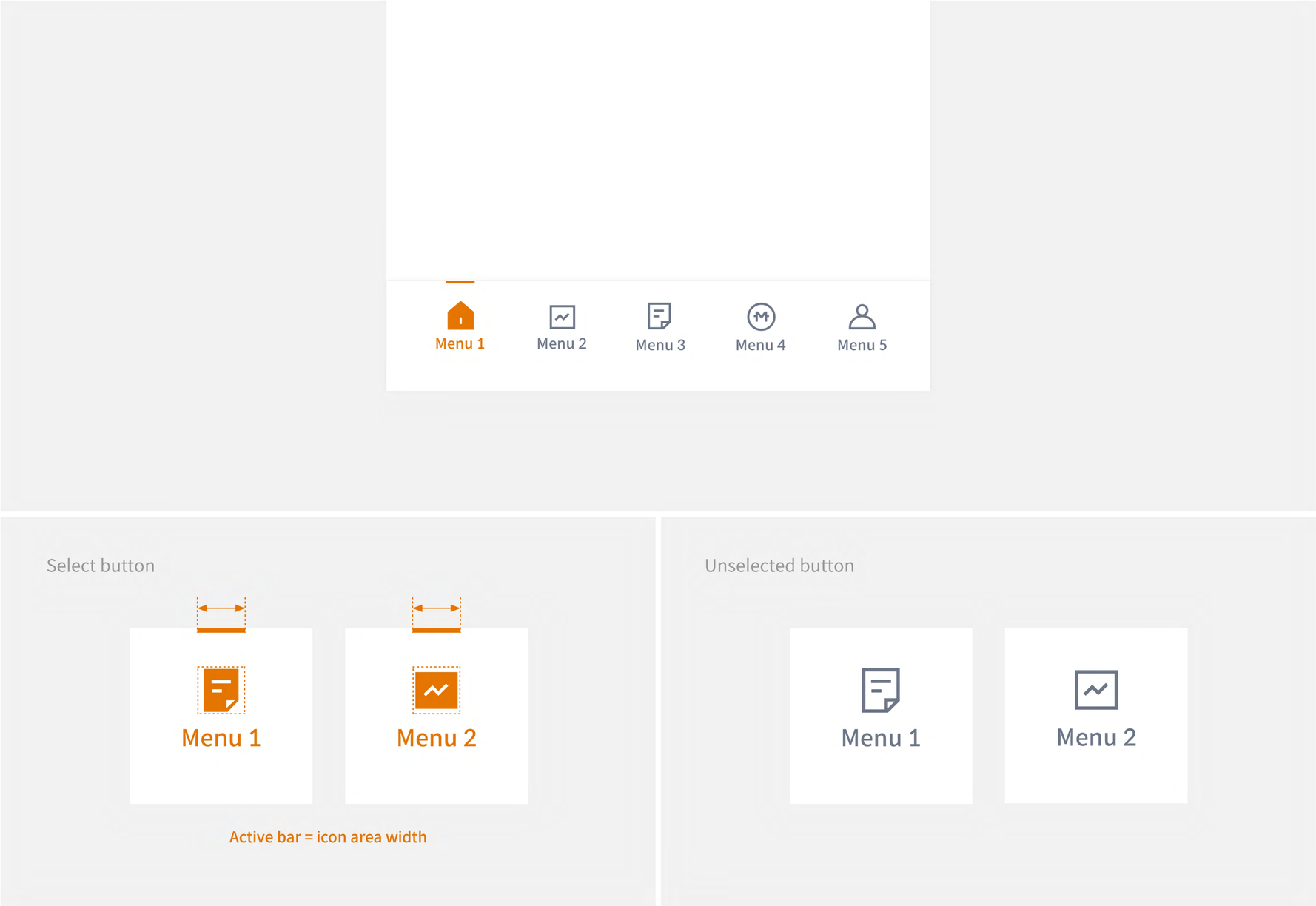
The navigation tool provides **a single type of combined icon + text buttons.** By combining an icon and text, information about the menu can be more precisely conveyed to users.

The **selected button** is displayed in Mirae Asset Orange, and if the area is filled, the icon is applied. The active bar displayed on top of the icon is the same width as the icon area.

Unselected buttons are displayed in gray, and if there is a line, the icon is applied.

※ Displaying the icon or text alone is not recommended.

Icon text button type



Details

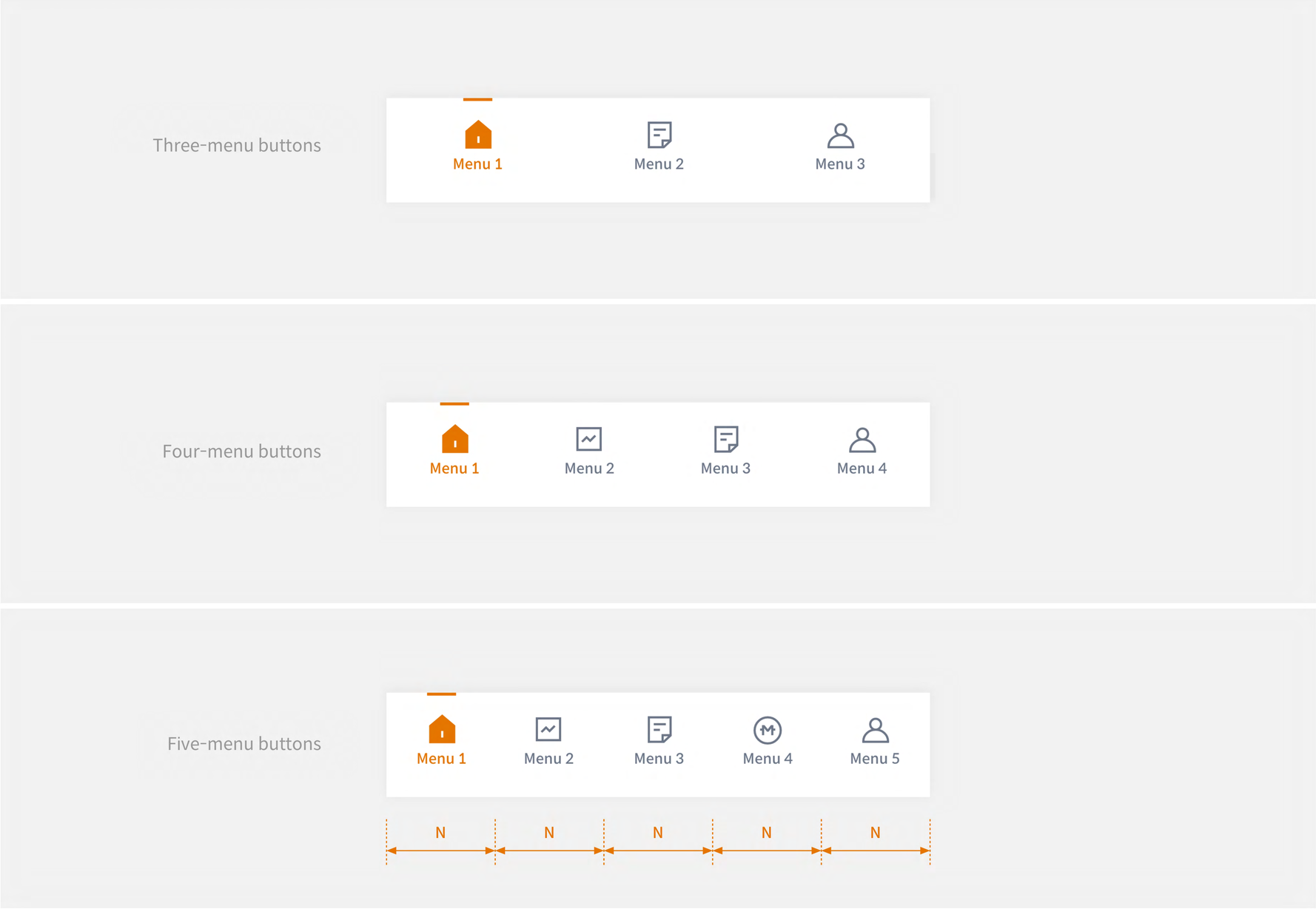
Usage : Number of Menu Buttons

※ Example of icon sample application

For usability, the navigation tool uses a **minimum of three to a maximum of five menu buttons.**

The area of each button is arranged by dividing into equal widths.

Number of menu buttons (Three - Five)



※ You cannot place two menu buttons or more than five.

Details

Usage : Text Label

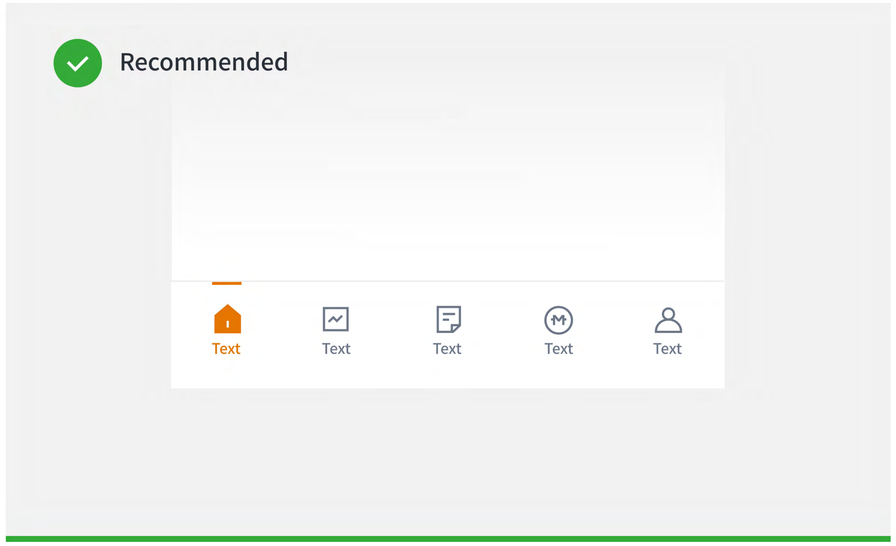
※ Example of icon sample application

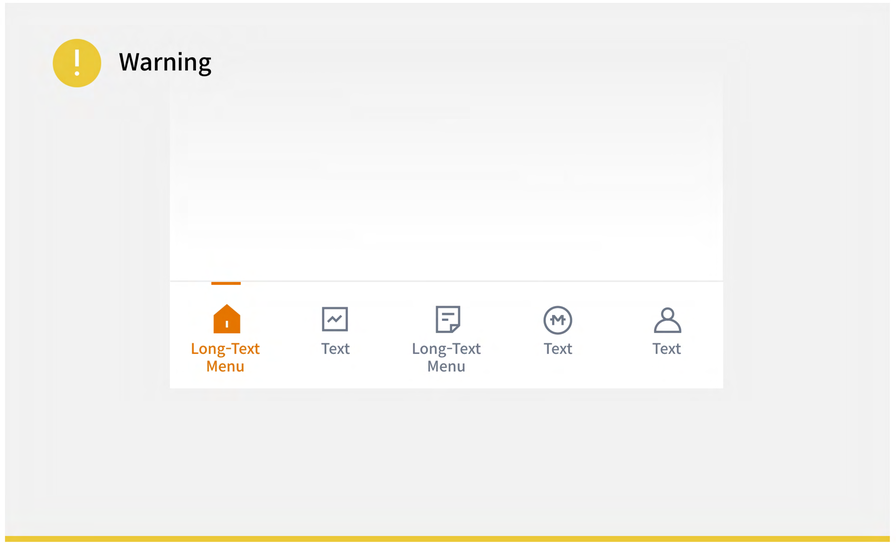
The text label displayed at the bottom of the icon must precisely communicate its purpose to users.

To convey a concise and precise meaning, **up to six English or Korean characters can be displayed in one line**, without spaces, and must be **displayed without abbreviations.**

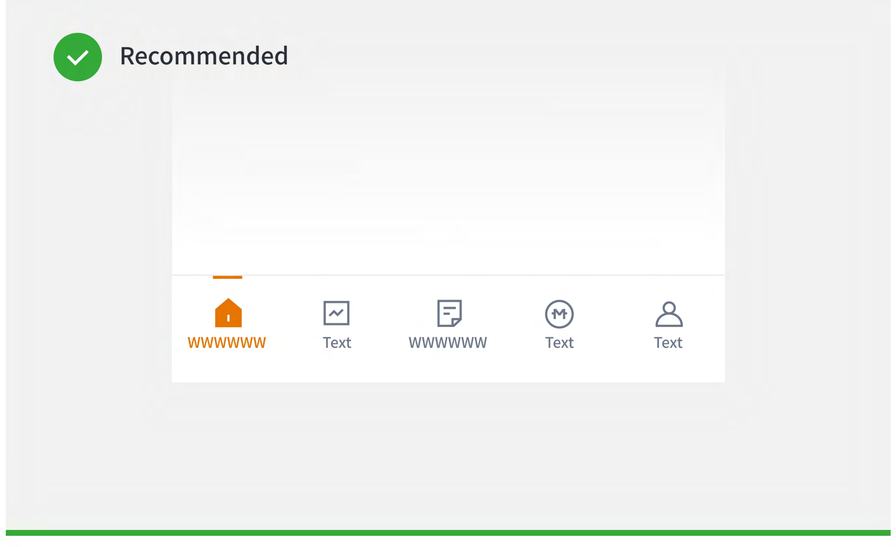
※ When applying cases that require attention, proceed only after consulting with the Brand Strategy Division.

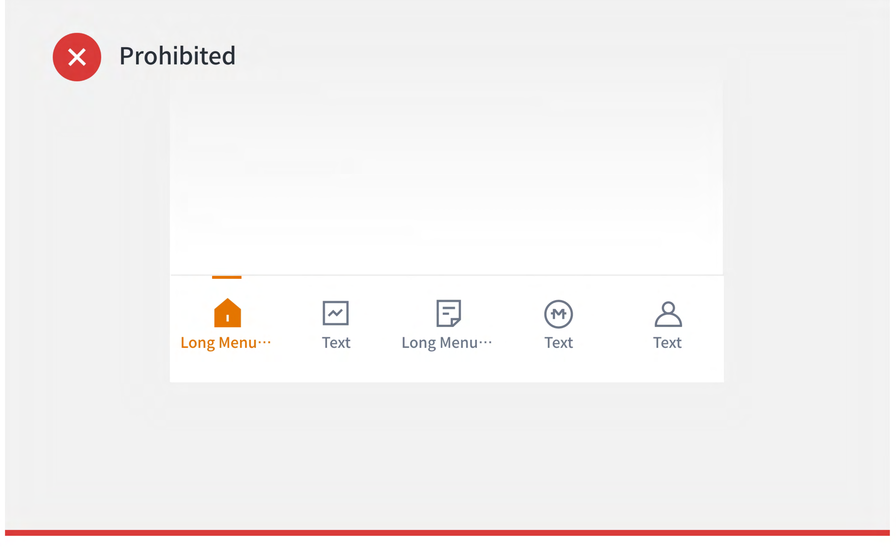
Display up to one line





Display in the maximum width of six characters without abbreviations (based on capital letter W)



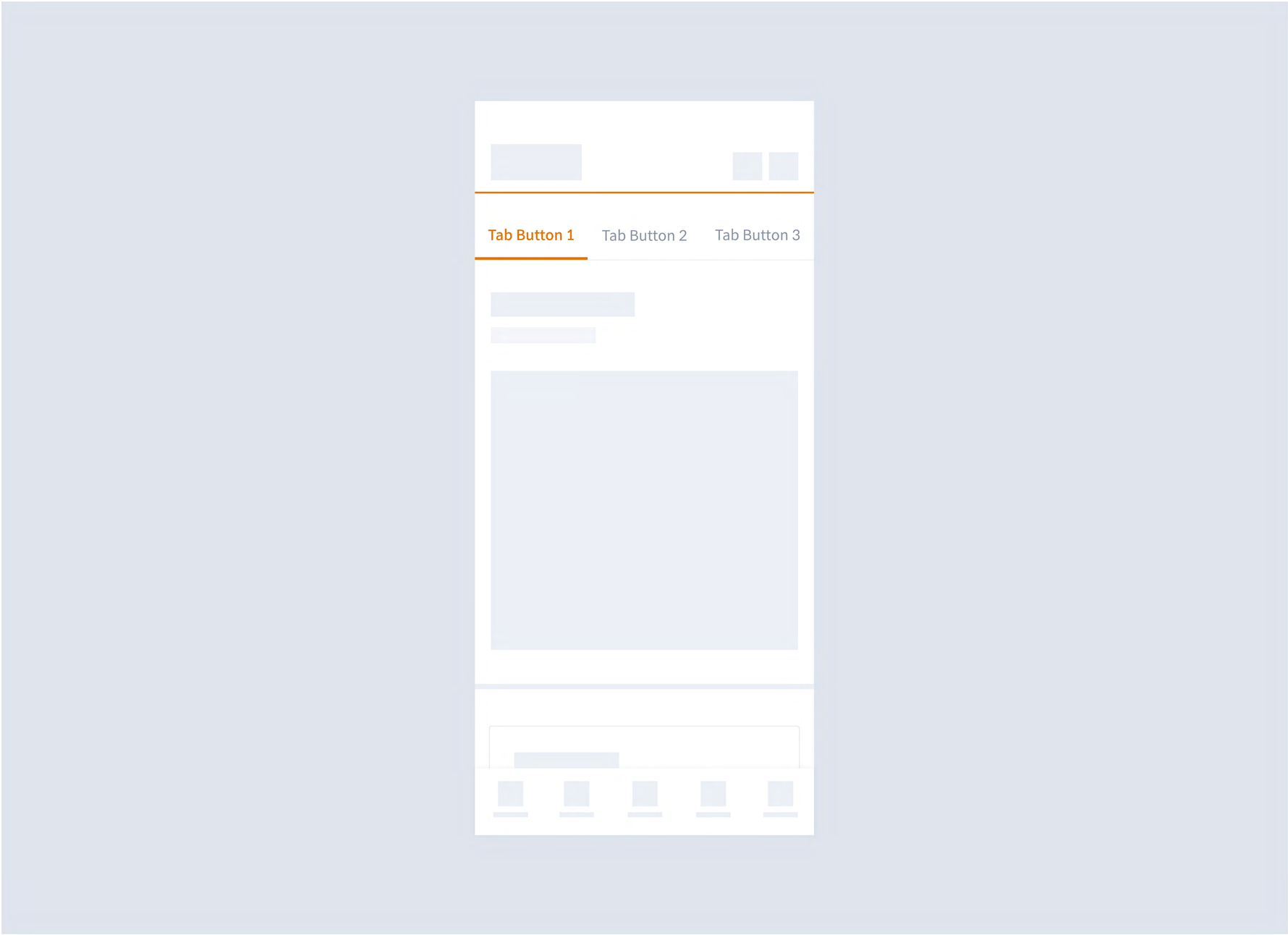


4.0

Tab

※ Example of tab application

Tabs are used to organize content by grouping similar items on a page, and to navigate between sections. You can quickly browse content by section without going through pages.



4.1

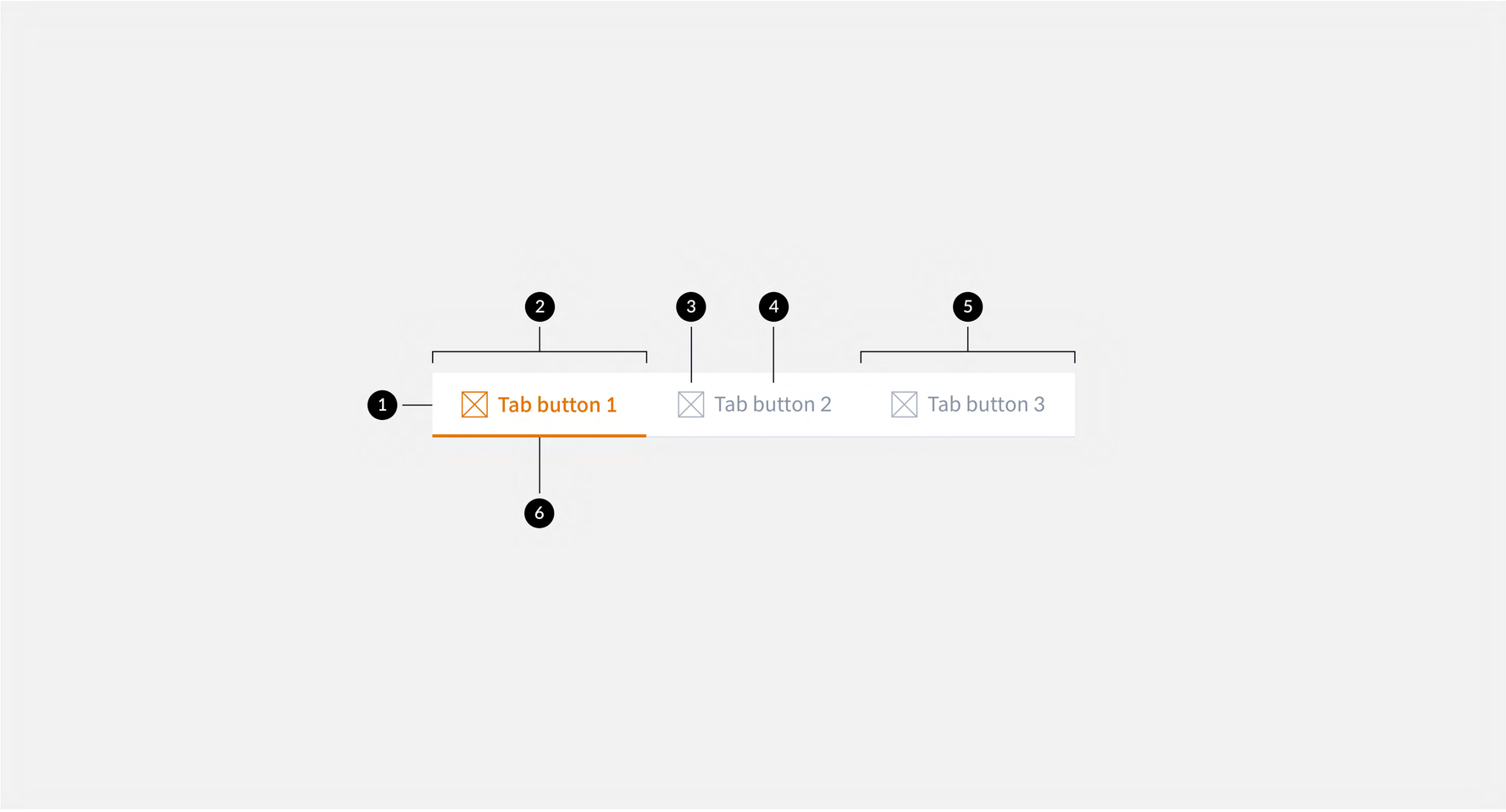
Tab

Details

Anatomy

※ Example of tab sample application

Tabs provide text, text labels, icons, active bars, and containers, and active and non-active tab items are displayed separately.



1. Container	Encloses the label and is applied separately from the background.
2. Active tab item	Indicates the tab status of the screen selected and displayed.
3. Icon	Displays an icon for a tab item.
4. Text label	Indicates the name of the tab item.
5. Tab item	Indicates an unselected, default tab.
6. Active bar	Appears at the bottom of the active tab to indicate the selected status.

4.2

Tab

Details

Type

※ Example of tab sample application

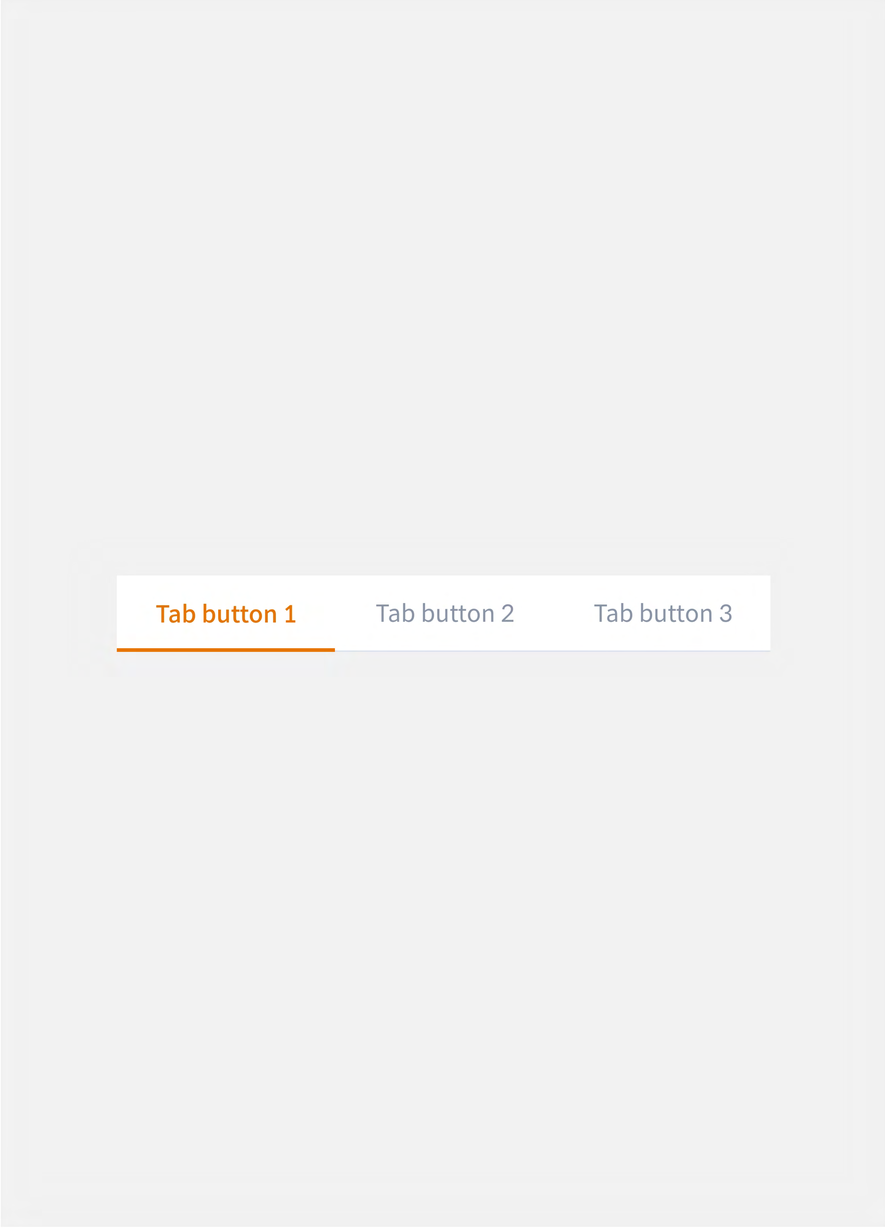
There are two tab styles, line, and filled, depending on the color application method.

A1. As a default type of tab, the status is indicated through the active indicator at the bottom of the activated tab item.

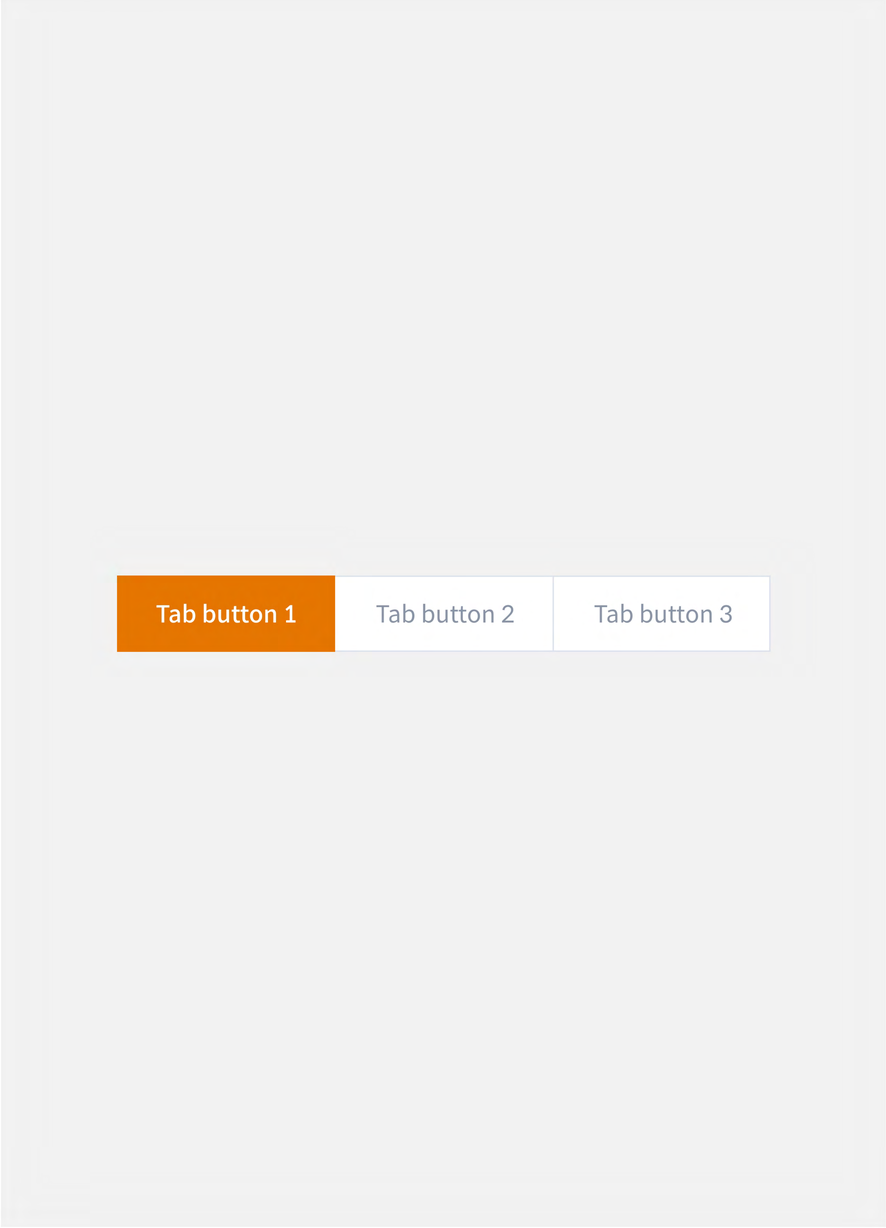
A2. Colors are applied to the entire area of the activated tab item to indicate the status.

※ Use by applying a constant margin value to both sides of the label.

A1. Line Tab



A2. Filled Tab



Details

Usage : Component Configuration Combination

※ Example of tab sample application

For both filled and line styles, text can be used alone, but icons can also be used if needed.

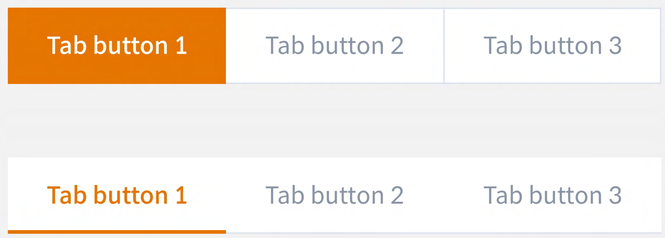
Both styles default to center alignment for the text.

*** The combination of left text + right icon is not recommended when combining component configurations.**

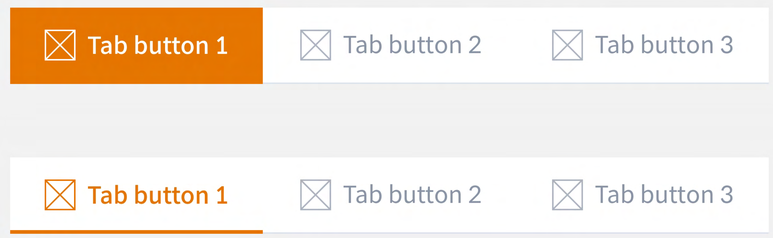
※ Use by applying a constant margin value to both sides of the label.

Component configuration combination

Text-only



Left icon + right text



Details

Usage : Tab Item Length

※ Example of tab sample application

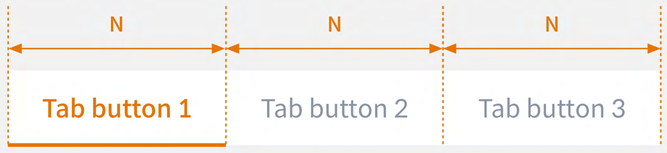
A1. The tab items must be divided using the same ratio (1/N) and applied equally when four or fewer tabs are used. When five or more tabs are used, it is recommended that you use the A2 style.

A2. Use when there are many items on a tab, and the width of the tab item depends on the length of the label.

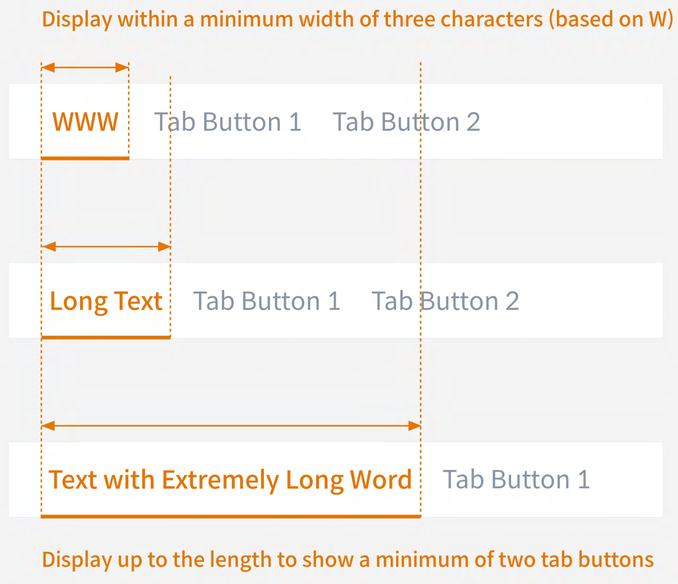
The tab label must be at least three characters in Korean, and the maximum length must allow two or more tab items to be displayed on one screen.

*** A2 is only applicable to line style and is not applicable to area filled style.**

A1. When an item is pinned (Fixed)



A2. When adjustable according to the length of the label (Flexible)



Details

Usage : When There Are Multiple Tab Items

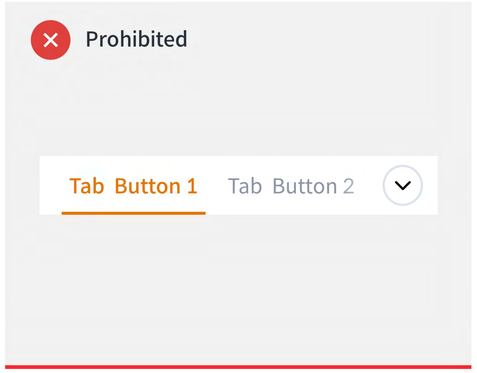
※ Example of tab sample application

When multiple tabs cover the screen, you can expand the tabs to view them all at once.

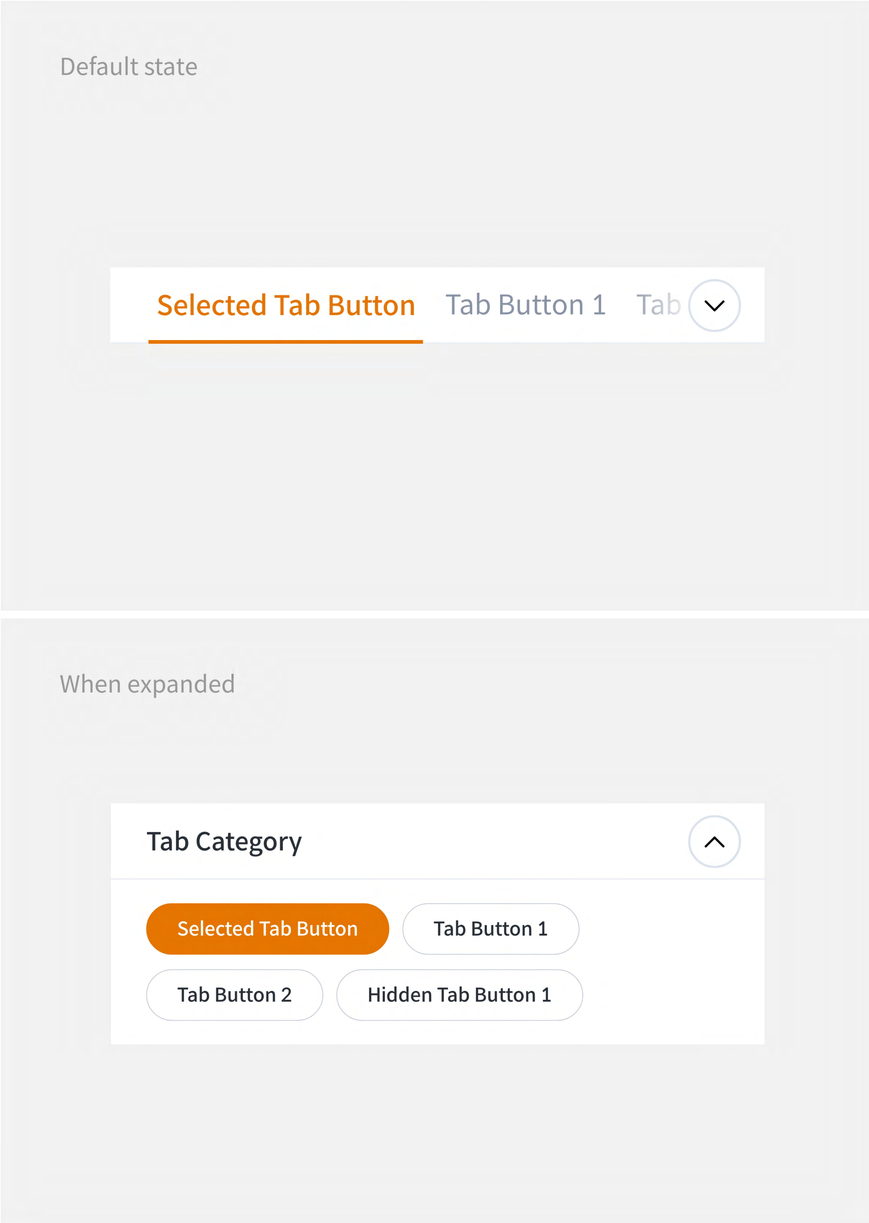
When you select the expand button, all the tab items are exposed, and when the tab is pressed, the expanded list is closed while the selected tab item is focused on.

When the tab is expanded, the margin must be applied at the bottom for the container domain.

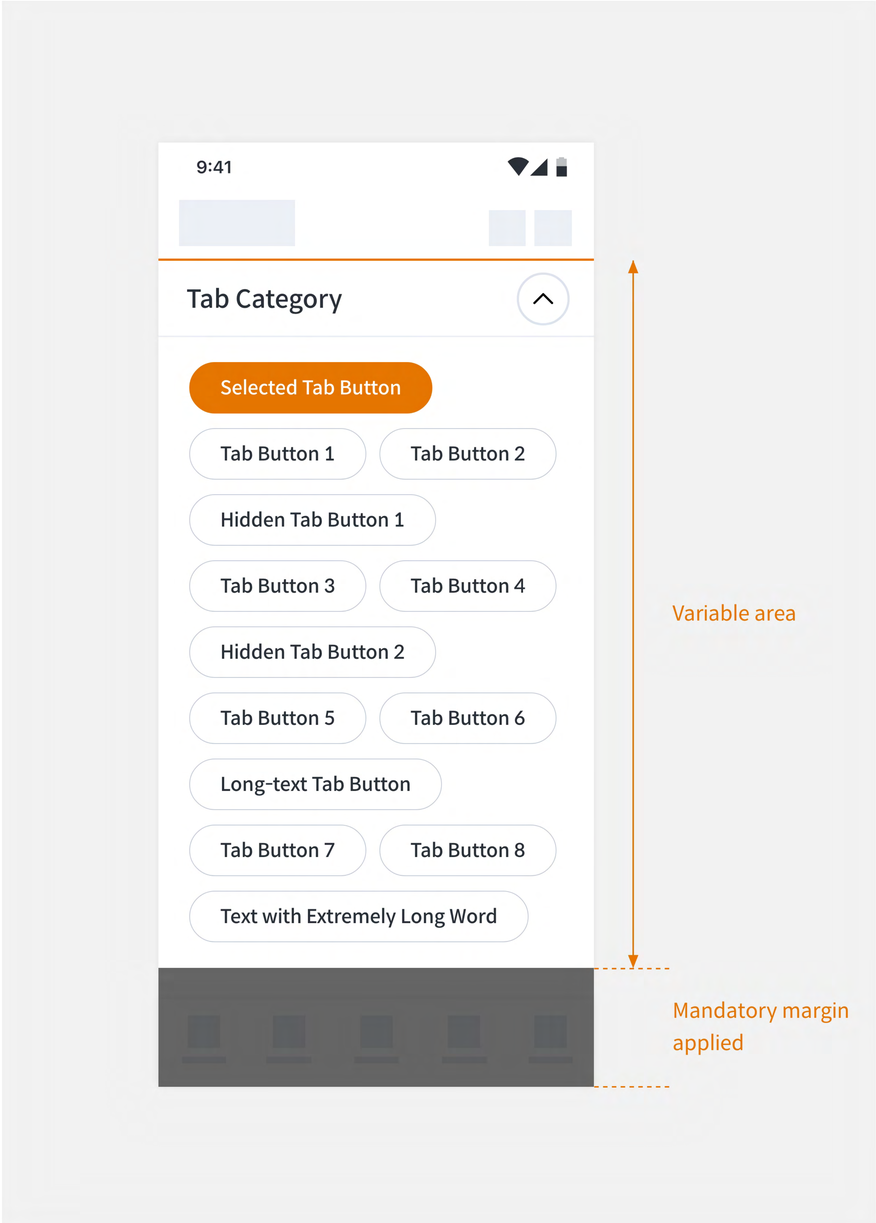
*** When the number of tab items is small (visible at once), the expand button is not shown.**



When there are multiple tab items (expanded)



Height of the container when the tab is expanded



Details

Usage : Text Label

※ Example of tab sample application

The active indicator of the tab should not be narrower than the label text.

Convey a concise and clear meaning using one line, and avoid two lines if possible.

Also, a constant margin value should be maintained and applied to both sides of the button, and if the label is long, it should be displayed in its entirety without any abbreviations.

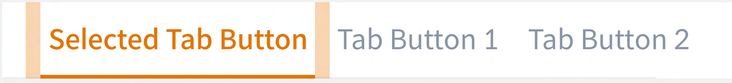
Display up to one line

Recommended

Warning

Display without abbreviations

Recommended



Prohibited

4.7

Tab

Details

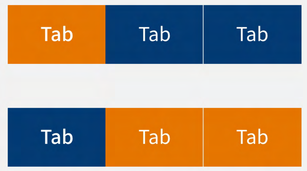
Usage : Color Theme

※ Example of tab sample application

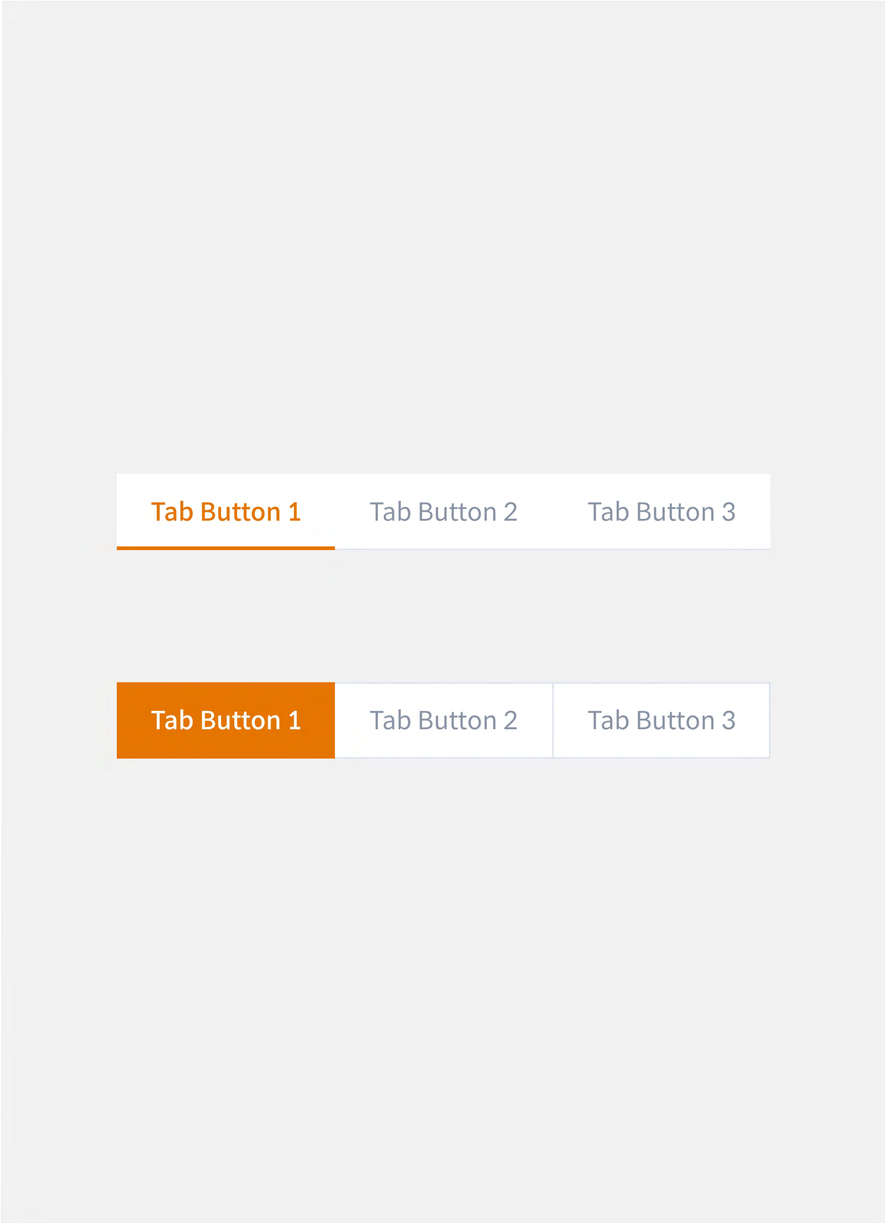
Two color themes can be used: orange (primary color) and blue (secondary color).

*** When applying the tab, a combination of A1 and A2 are not used.**

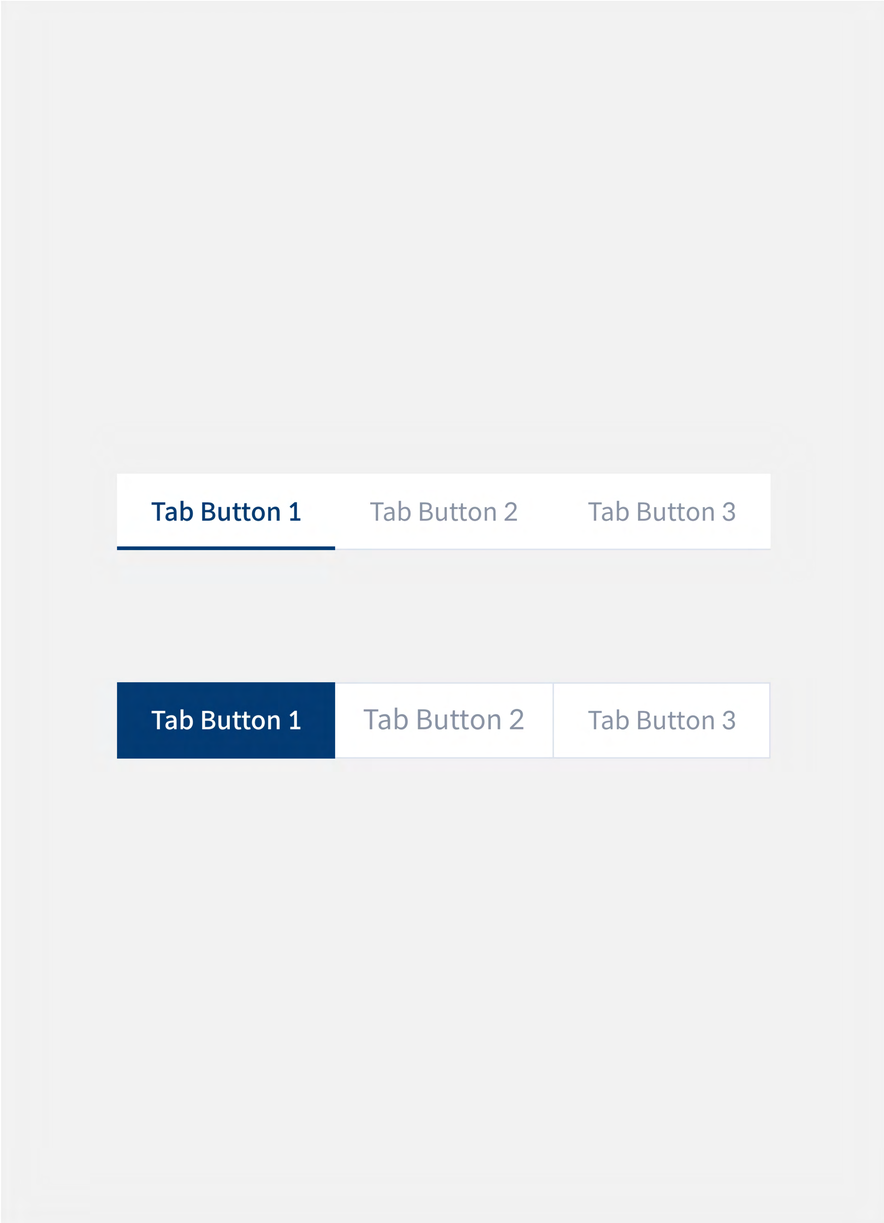
Prohibited



A1. Orange (Primary Color #E37500)



A2. Blue (Secondary Color #043B72)

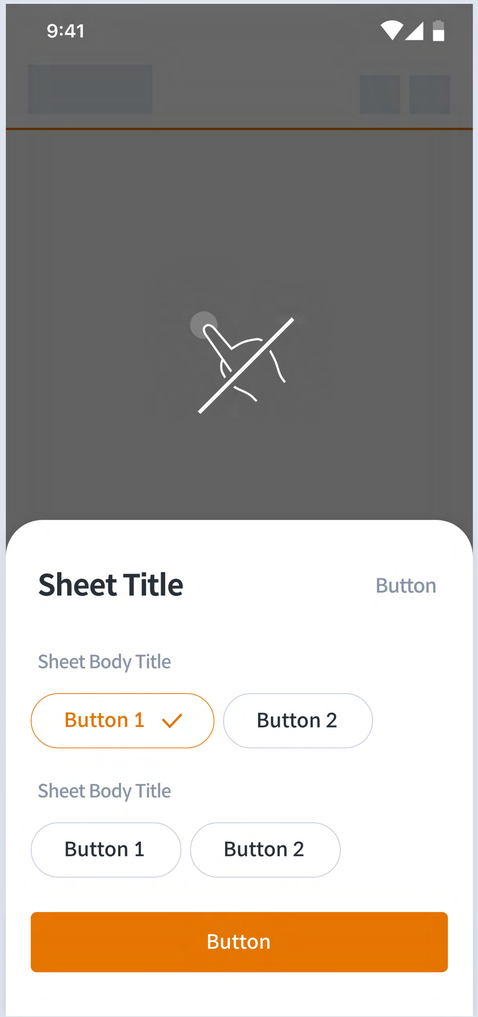


5.0

Sheet

※ Example of sheet sample application

The sheet is displayed at the bottom of the screen and is used to display content relevant to the existing screen, such as option selection windows.



※ When a sheet outside the defined cases is required, proceed only after consulting with the Brand Strategy Division.

5.1

Sheet

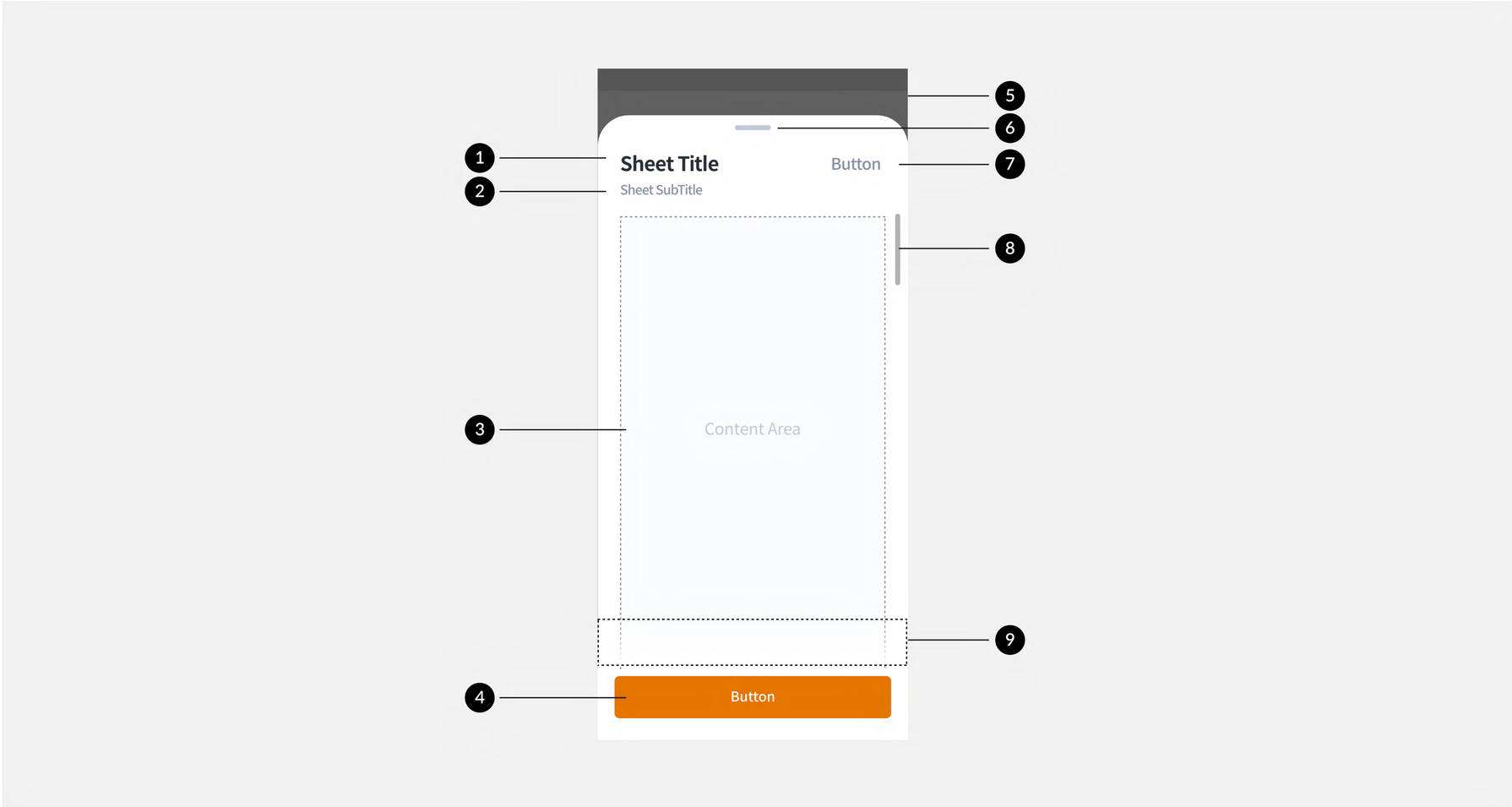
Details

Anatomy

※ Example of sheet sample application

The sheet contains the headline, secondary text, and content domain, and provides functions such as scrim, handler, and scroll, and buttons for usability.

These components are optional and can be included or not included depending on the content.



1. Sheet title	Text used as a title for the sheet.
2. Sheet subtitle	Displays details.
3. Content domain	Displays various forms of content, including images.
4. Button	Provides action buttons.
5. Scrim	The scrim is a darker background to highlight the content and is displayed with transparency.
6. Handler	The height of the sheet can be adjusted using the handler.
7. Action buttons	Action buttons: Provide functions using icons and text buttons. (e.g., search, notification, etc.)
8. Scroll	Provides scrolling when the content is too long.
9. Gradation	Provides a gradation at the bottom due to the length of the content.

※ Various content can be included on the sheet, including text, images, lists, and graphs.

5.2

Sheet

Details

Type

※ Example of sheet sample application

There are two types of sheets: fixed sheets (modal), and sheets that are adjustable with a handler (non-modal).

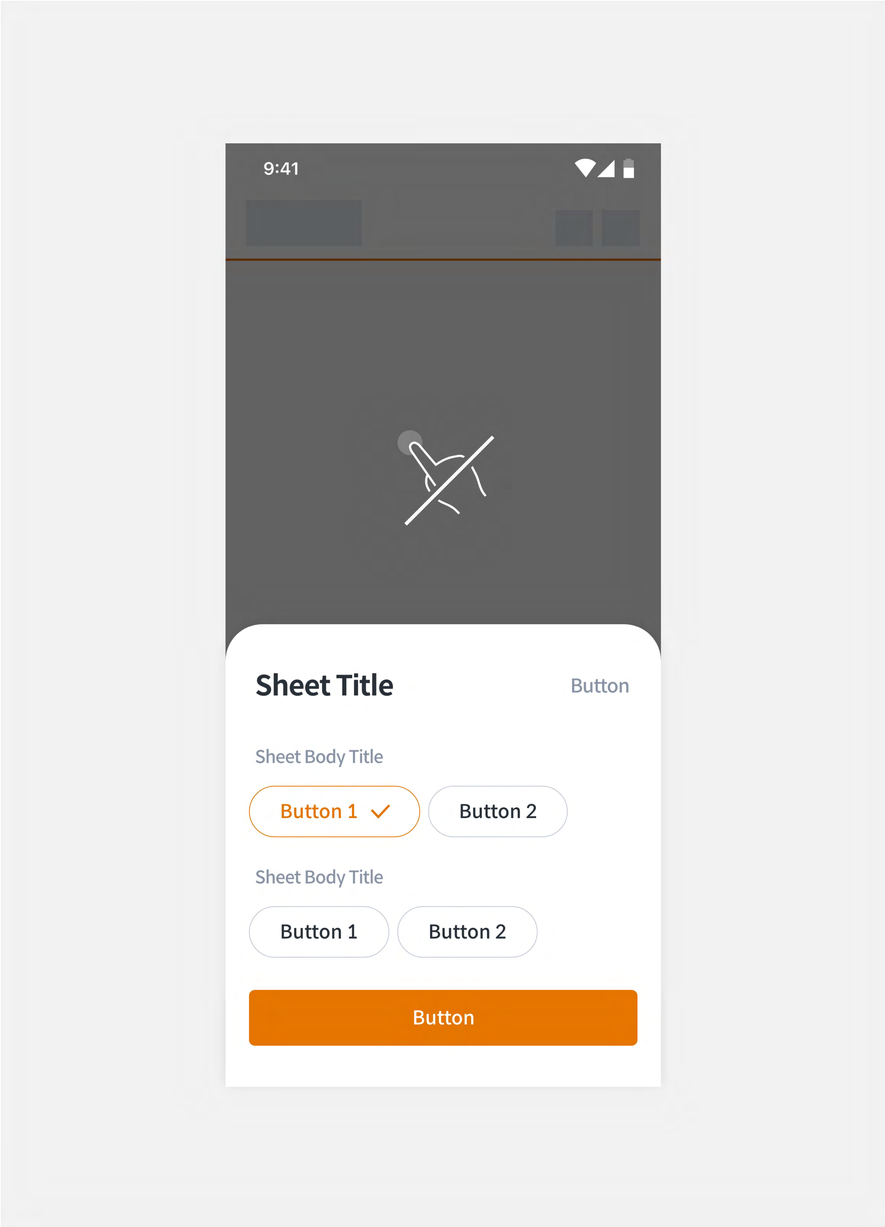
A1. This is displayed along with the scrim, and you cannot interact on a different screen until the action is completed or canceled within the sheet. The content is fixed in the area.

A2. This is displayed without the scrim and you can interact with the existing screen. The handler can adjust the area if needed.

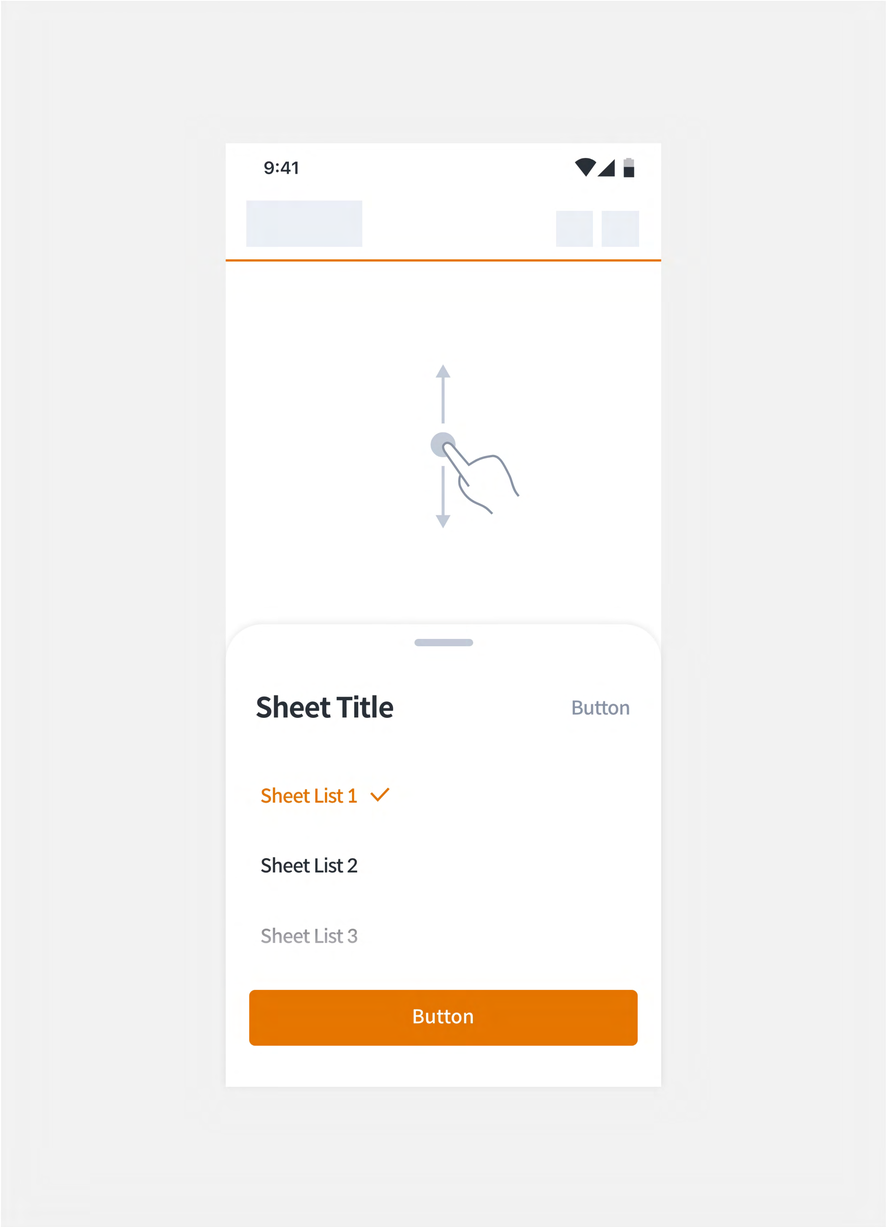
※ Scrim : Black #000000 / Opacity 60%

The scrim helps you concentrate on the content, and the bottom content is displayed transparently so it does not appear as though you have left.

A1. Fixed area (Modal)



A2. Adjustable with a handler (Non-Modal)



5.3

Sheet

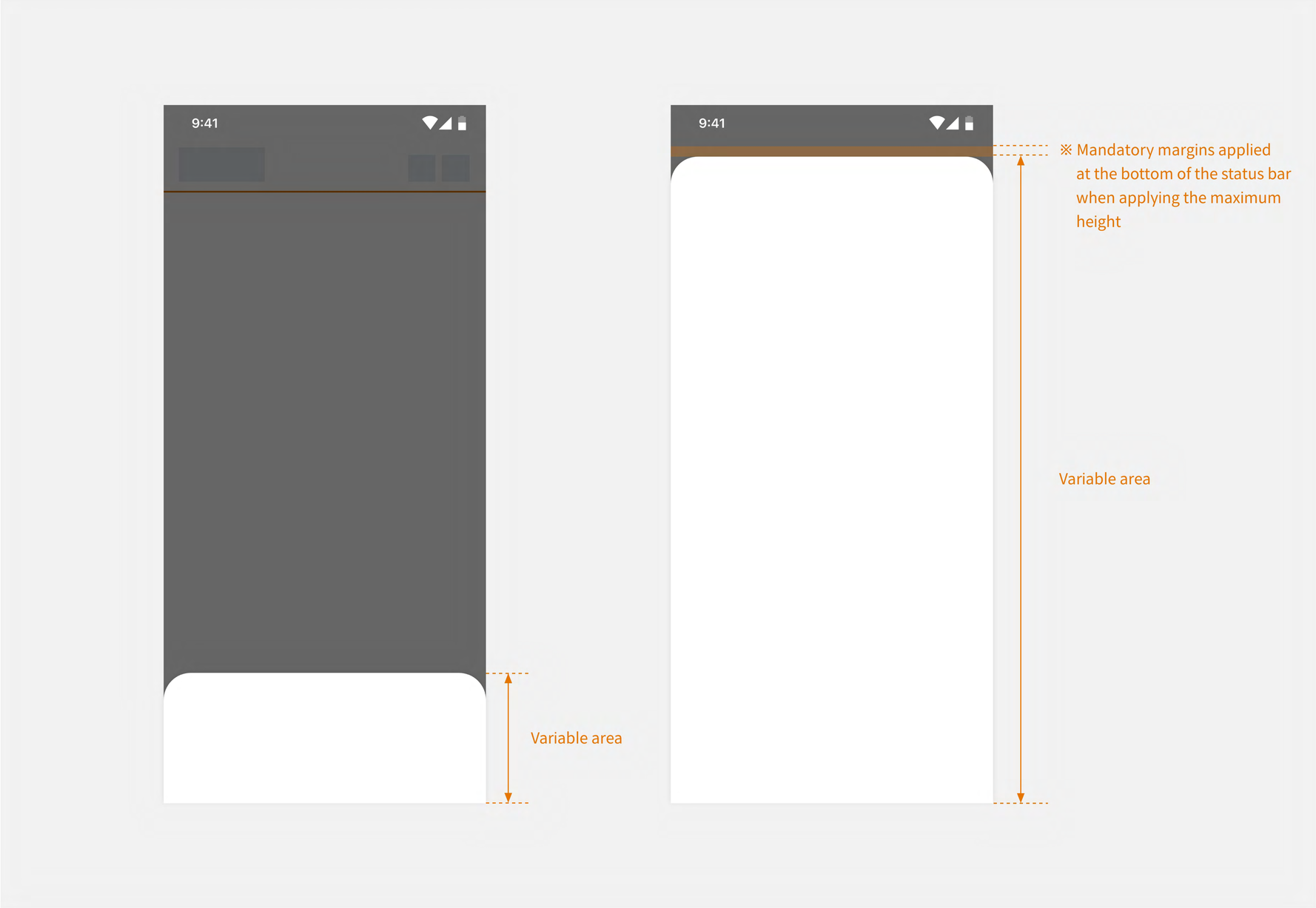
Details

Usage : Height

※ Example of sheet sample application

When applying the maximum height of the sheet, the margins must be applied at the bottom of the status bar, and the height may be freely adjusted and displayed depending on the applied content.

Height of the sheet depending on the height of the content



Details

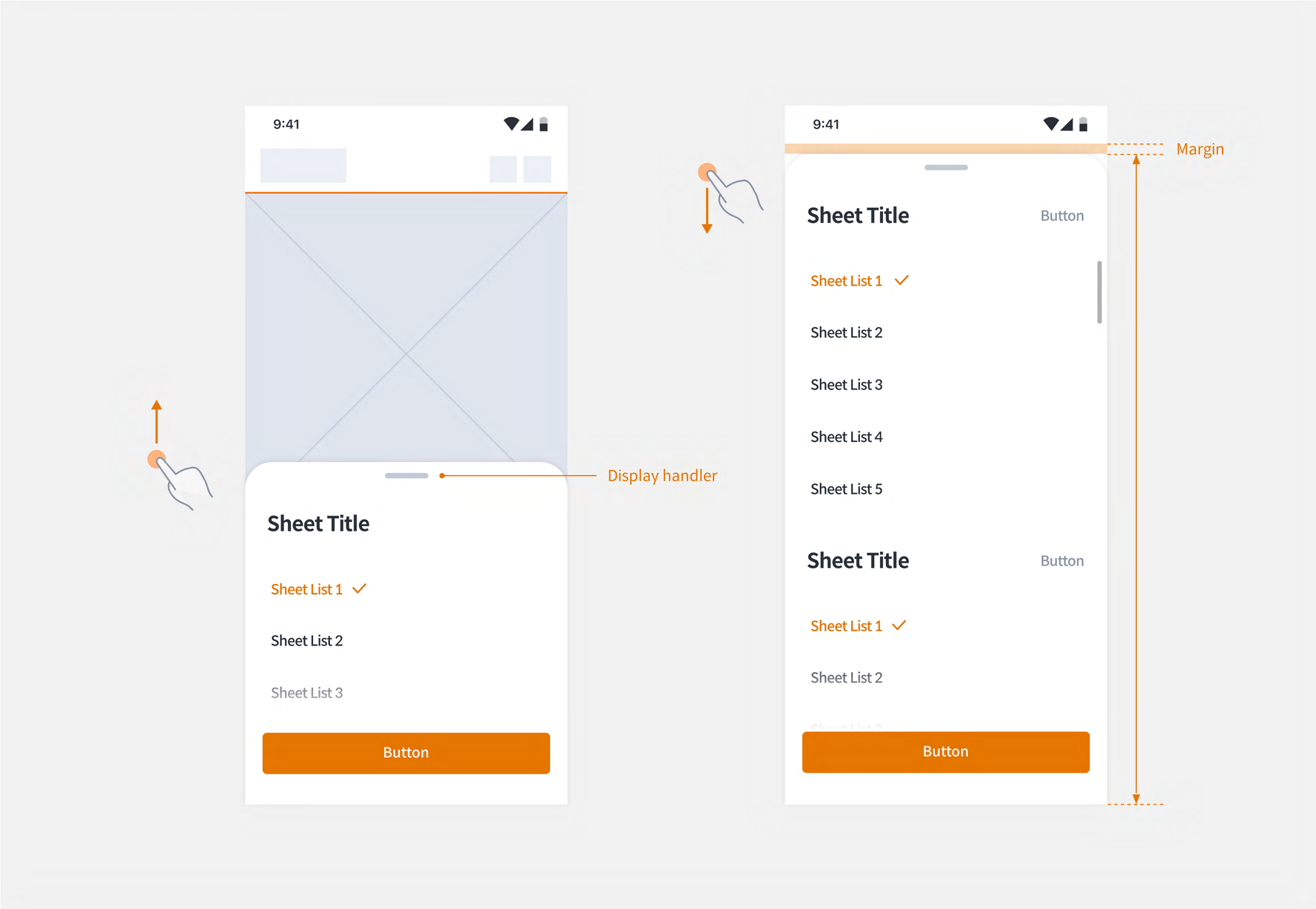
Usage : Expansion

※ Example of sheet sample application

It is recommended that you adjust the sheet to a fixed height suitable for the content. However, the content can also be displayed in an expanded, scrollable form.

You can expand or contract the sheet using the handler. Swipe up to expand the sheet to its full height, and swipe down to collapse the sheet to the initially displayed height.

Sheet expansion using the handler



Details

Usage : Scroll

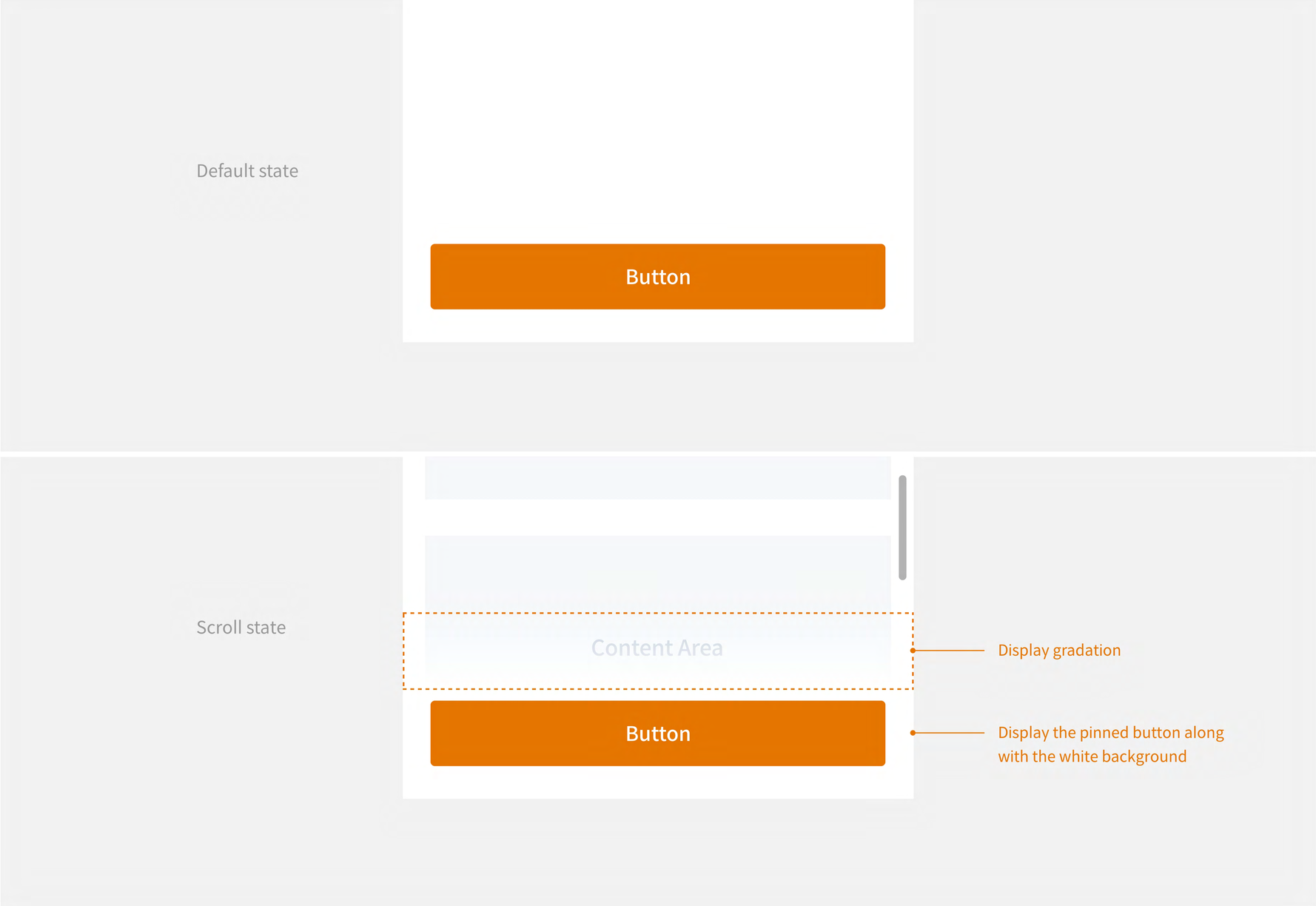
※ Example of sheet sample application

When using the screen type that is adjustable with the handler, the button at the bottom is fixed and displayed even when the content is long enough for the scrollbar to appear.

Even when content is scrolled through pinning the button, the action buttons should be available to the user at all times.

Display the button on a white background and apply gradation to make it appear naturally connected to the white background.

Basic



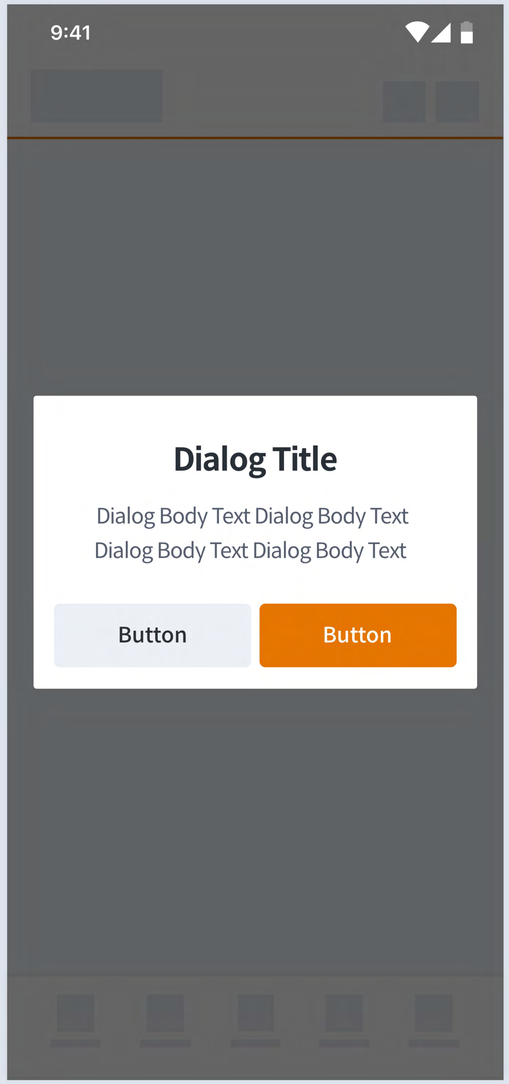
6.0

Dialog

※ Example of dialog application

A dialog is a type of pop-up, defined as a component used to notify users or when confirmation is required.

They are used to give feedback or receive confirmation regarding specific actions of users.



6.1

Dialog

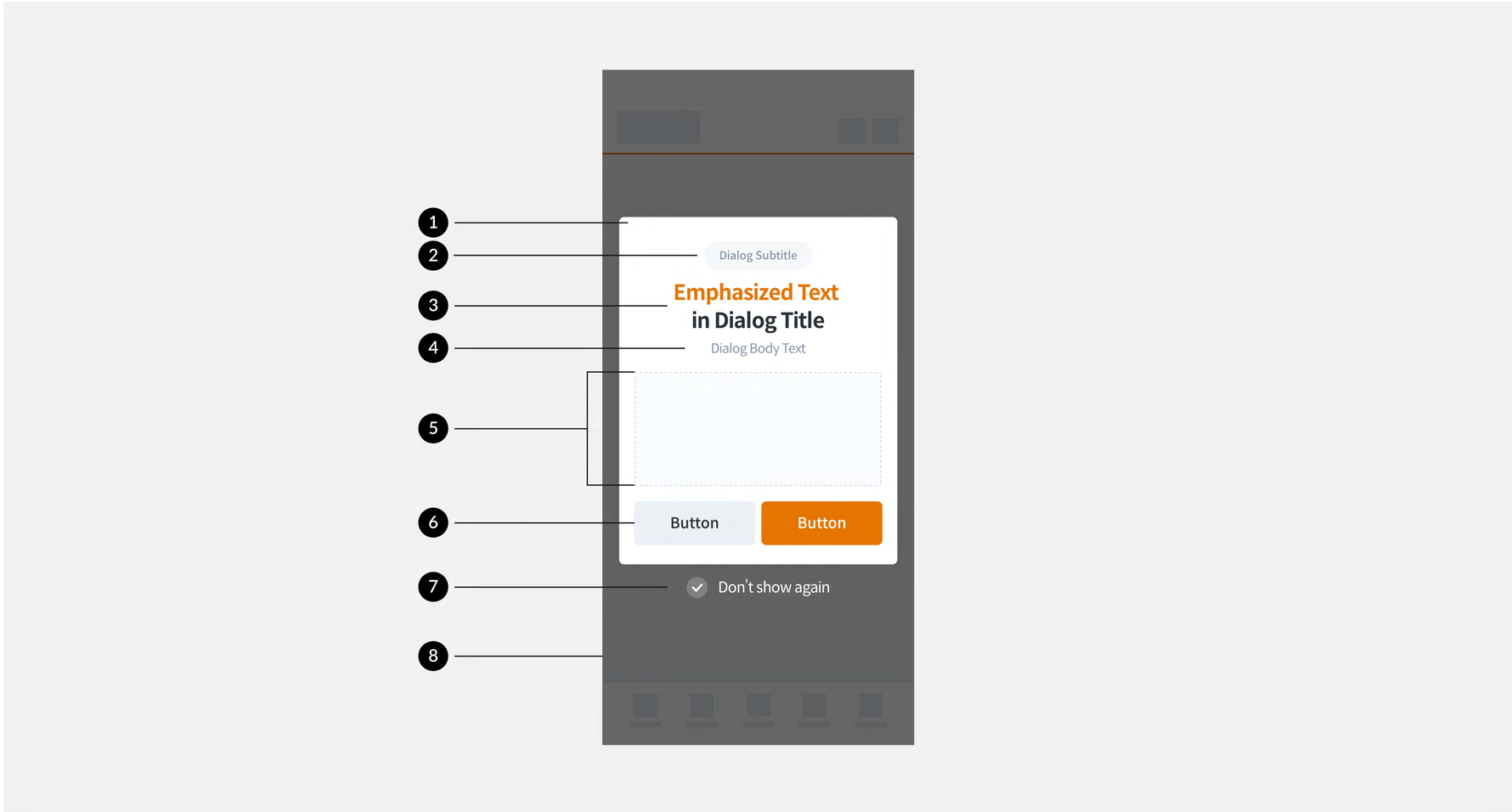
Details

Anatomy

※ Example of dialog application

Dialogs are largely composed of a content domain, button, and text groups consisting of a subtitle, title, and body text.

It is displayed to provide important information or request a decision. When a dialog is shown, all app functions are disabled until the user confirms, closes, or takes the necessary actions to reactivate them.



※ Various forms of content, including text, images, and graphs, can be included in a dialog.

1. Container	Encloses the label and is applied separately from the background.
2. Secondary title	Displays the subheader, which provides an additional explanation of the header text.
3. Title	Displays the header text.
4. Body text	Displays the details.
5. Content domain	Displays various forms of content, including images.
6. Text button	A text button is provided.
7. Additional item domain	Required elements other than images, text, and buttons can be applied to the exterior of the container.
8. Scrim	The scrim is a darker background to highlight the content and is displayed with transparency.

6.2

Dialog

Details

Type

※ Example of dialog application

There are two types of dialog: default and component combination.

For A1. This is displayed in the center of the screen with a scrim and can display a variety of information depending on the purpose. It consists mostly of descriptions and text buttons, and it is the most basic sort of dialog that requires user actions or delivers information.

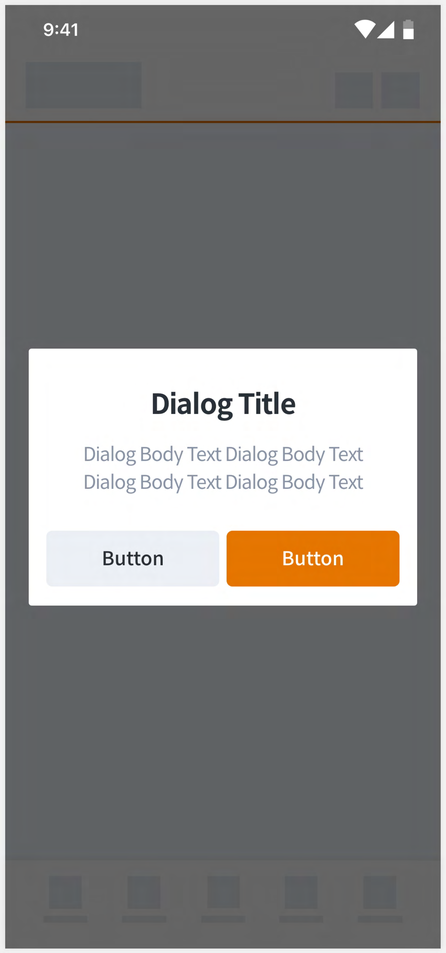
For A2. This is a type of dialog that follows the exact necessities as A1 but allows for adding required components beyond the container area.

This type holds the entire screen's center, including the combined component area.

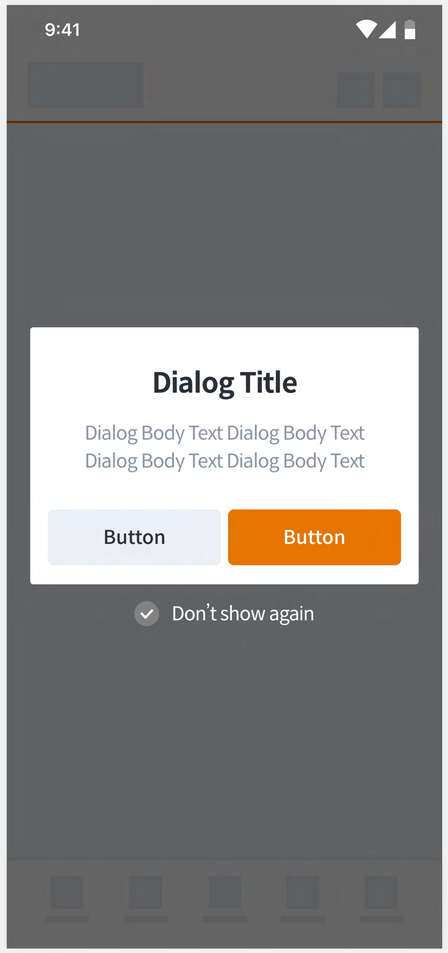
*** Scrim color and transparency**

Black #000000 / Opacity 60%
The scrim allows you to concentrate on the dialog, and it is displayed transparently so it does not appear as though you are leaving.

A1. Default (Basic Pop-up)



A2. Component combination (Additional Item Pop-up)



6.3

Dialog

Details

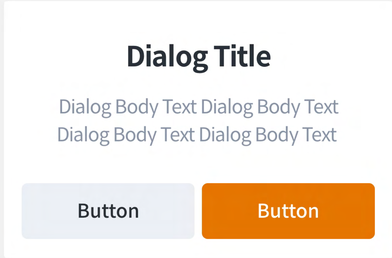
Usage : Component Configuration Combination

※ Example of dialog application

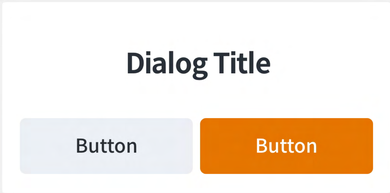
A dialog consists of a total of four combinations, from A1 to A4, which depend on the component.

Layout depending on the component

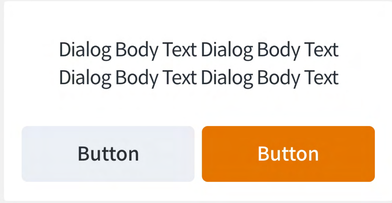
Title + body text



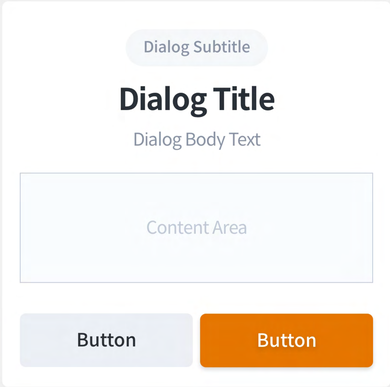
Title



Body text



Subtitle + title + body text + content



6.4

Dialog

Details

Usage : Location

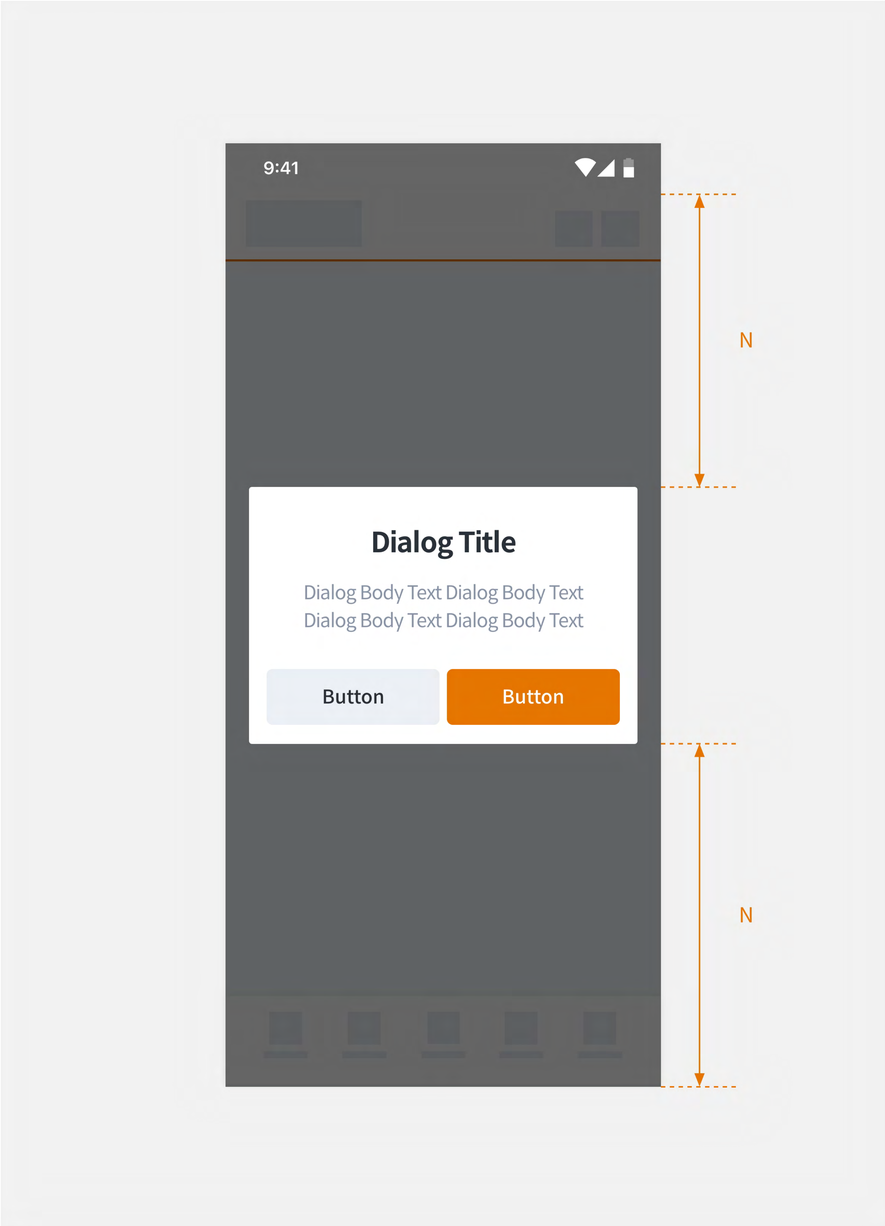
※ Example of dialog application

Dialogs can be located in two places.

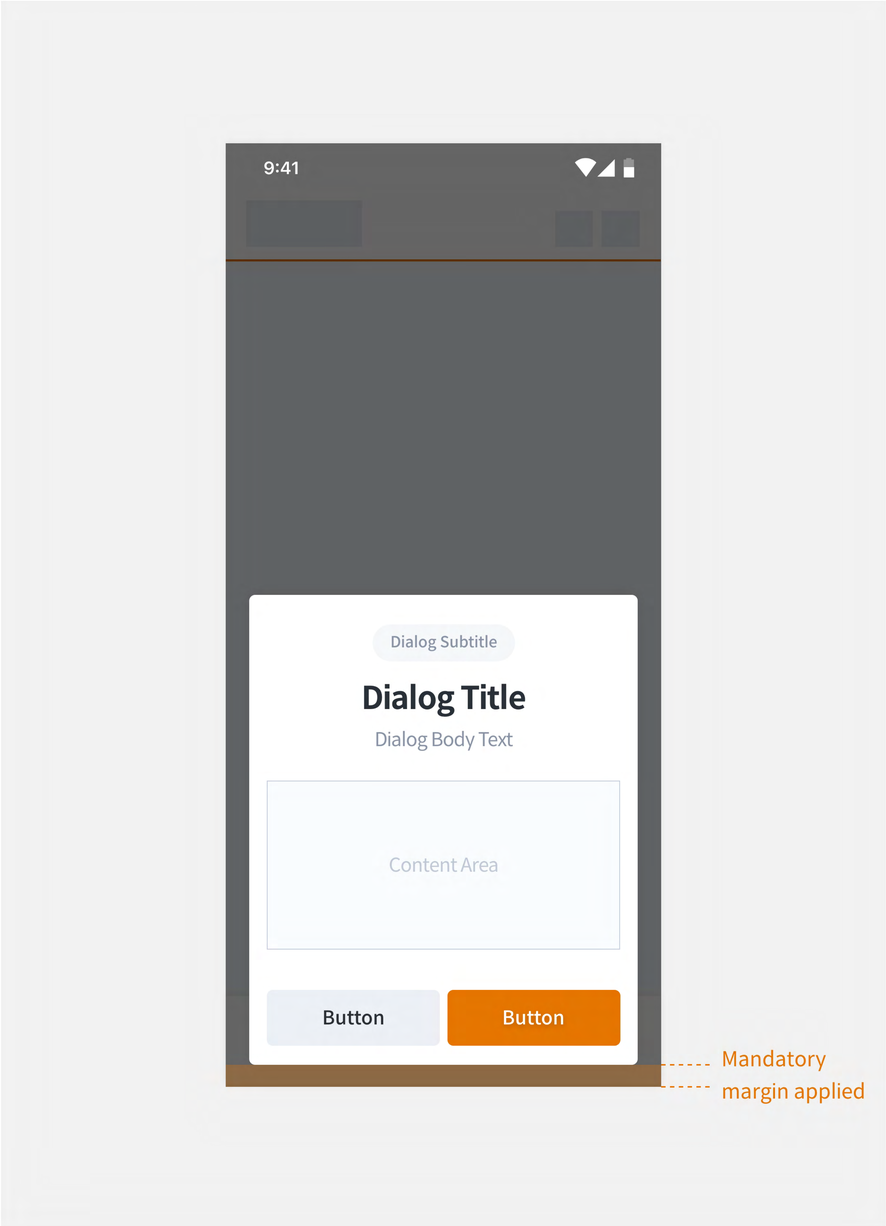
A1. This is a typical centrally placed dialog, and it should all be applied in the same ratio (N:N) except for the status bar area.

A2. Margins must be applied at the bottom of the dialog domain.

A1. Centrally located



A2. Located at the bottom



Details

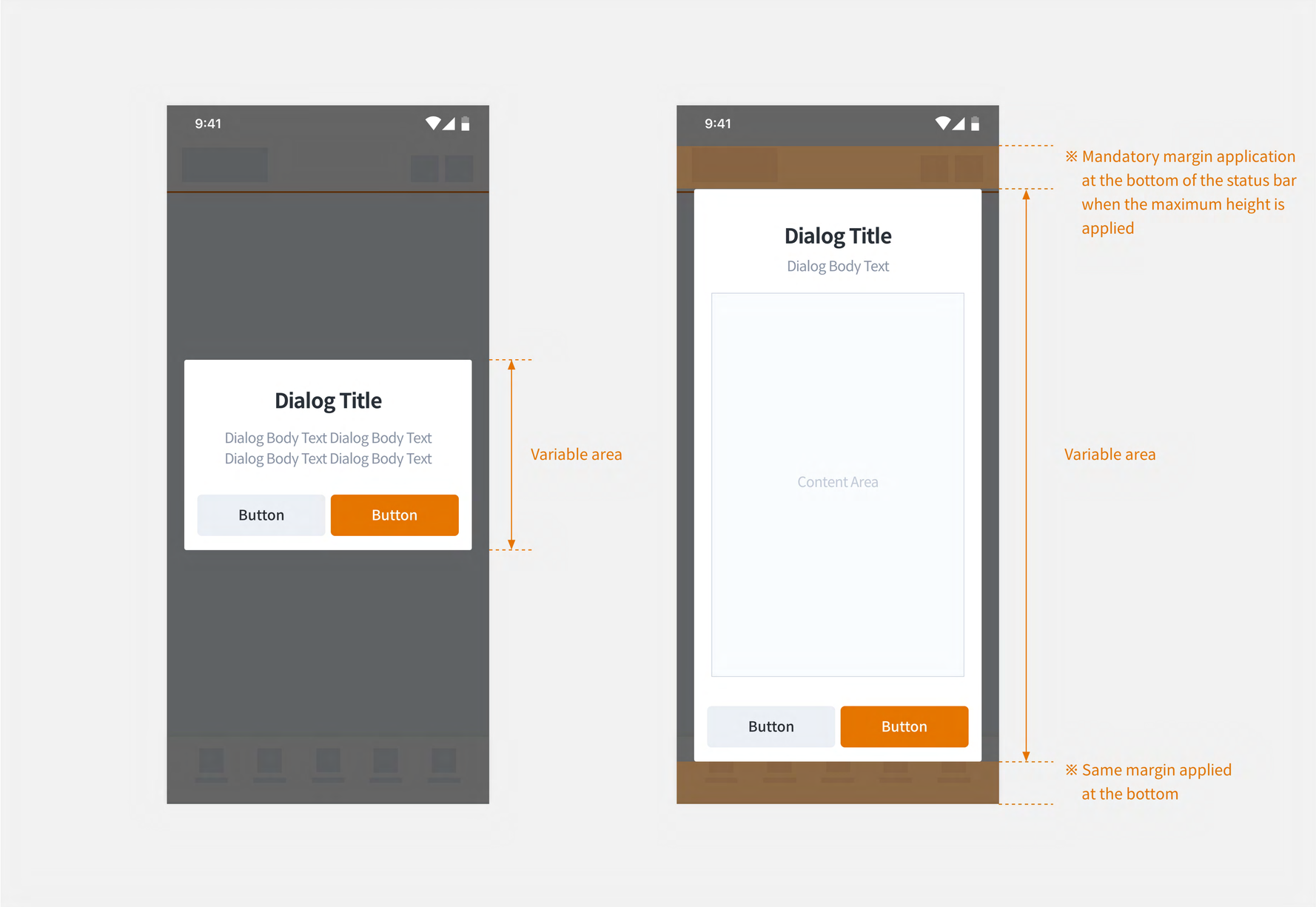
Usage : Height

※ Example of dialog application

When applying the maximum height to the dialog, a margin must be applied at the bottom of the status bar, and the same margin value must be applied at the bottom of the dialog.

The height of the dialog can be freely adjusted and displayed depending on the applied content.

Height of the dialog depending on the height of the content



6.6

Dialog

Details

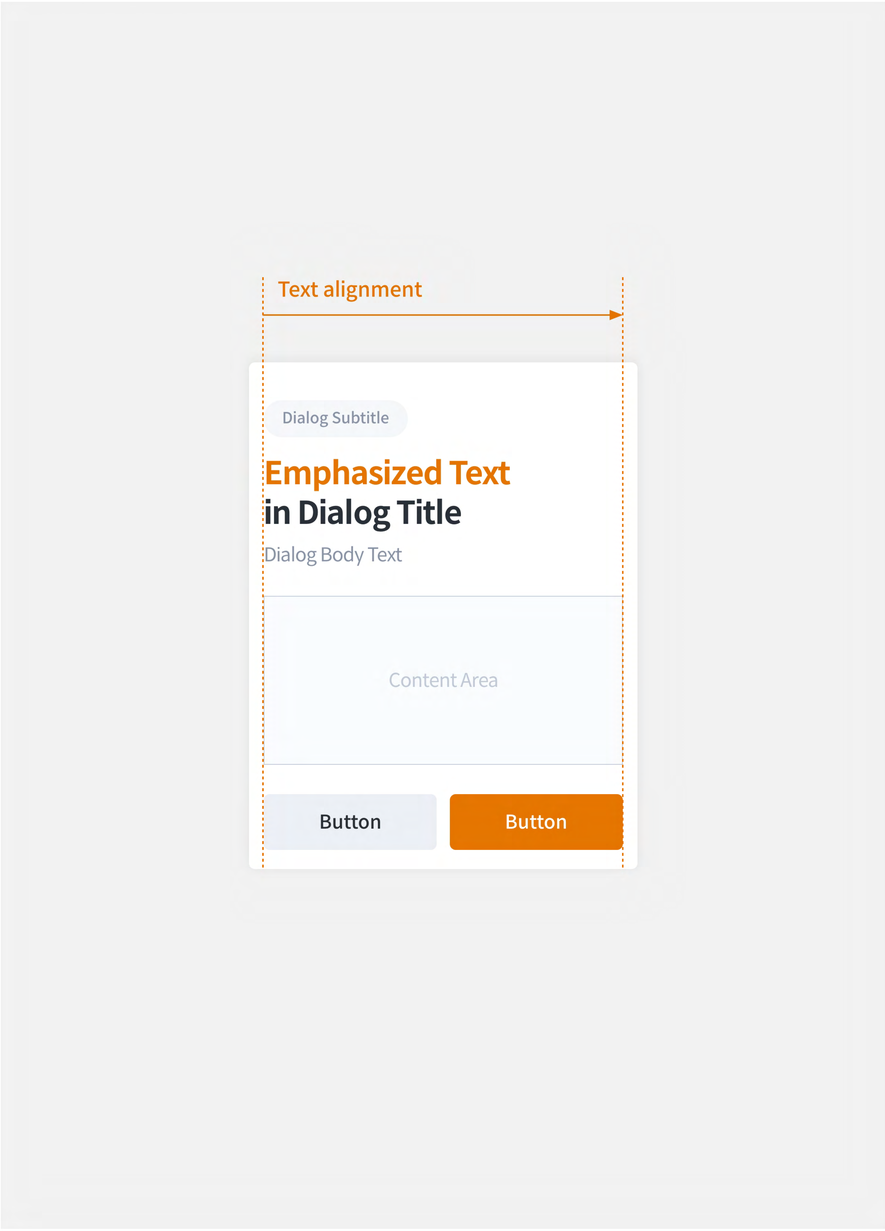
Usage : Text alignment

※ Example of dialog application

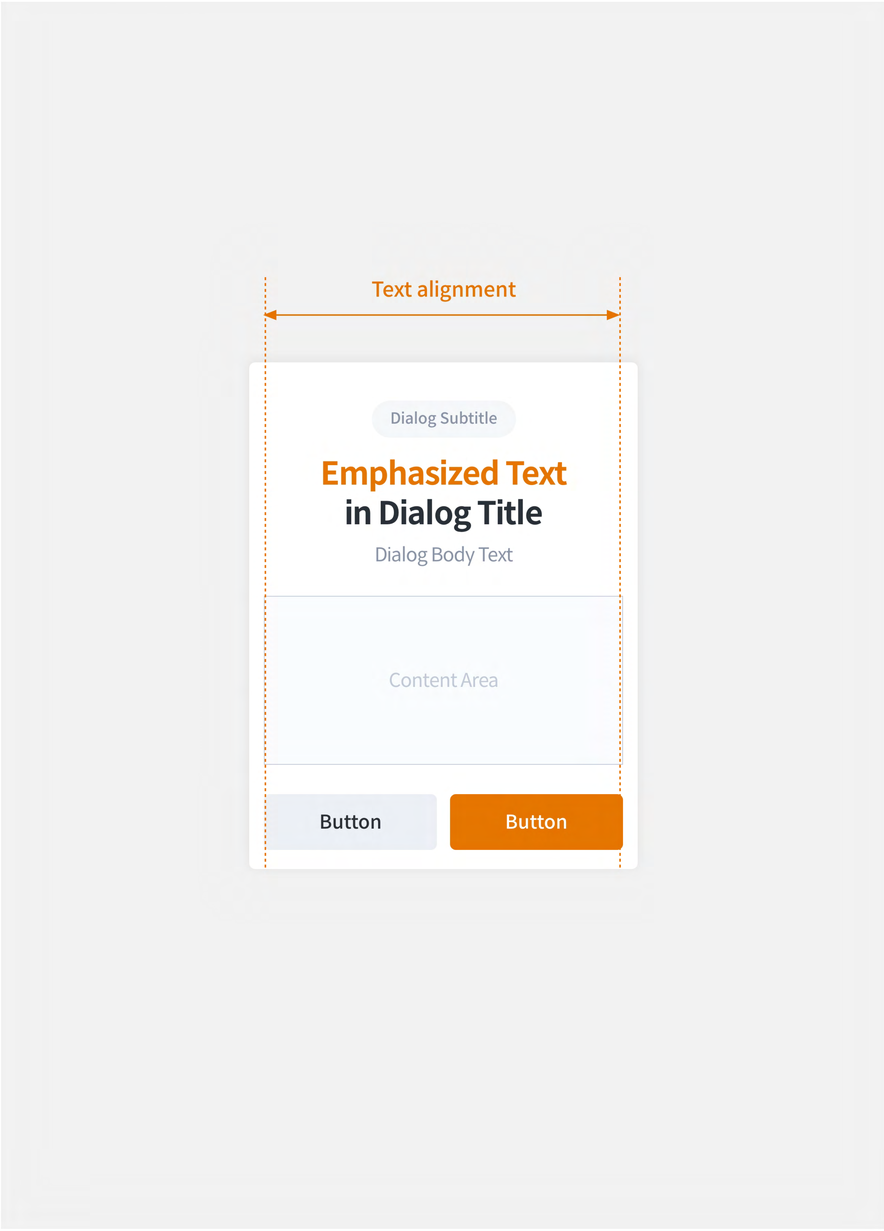
The dialog text can be displayed with either left alignment or center alignment.

Apply alignment to the content so that both the content and the text displayed below the text in the dialog are highly visible.

Left alignment



Center alignment

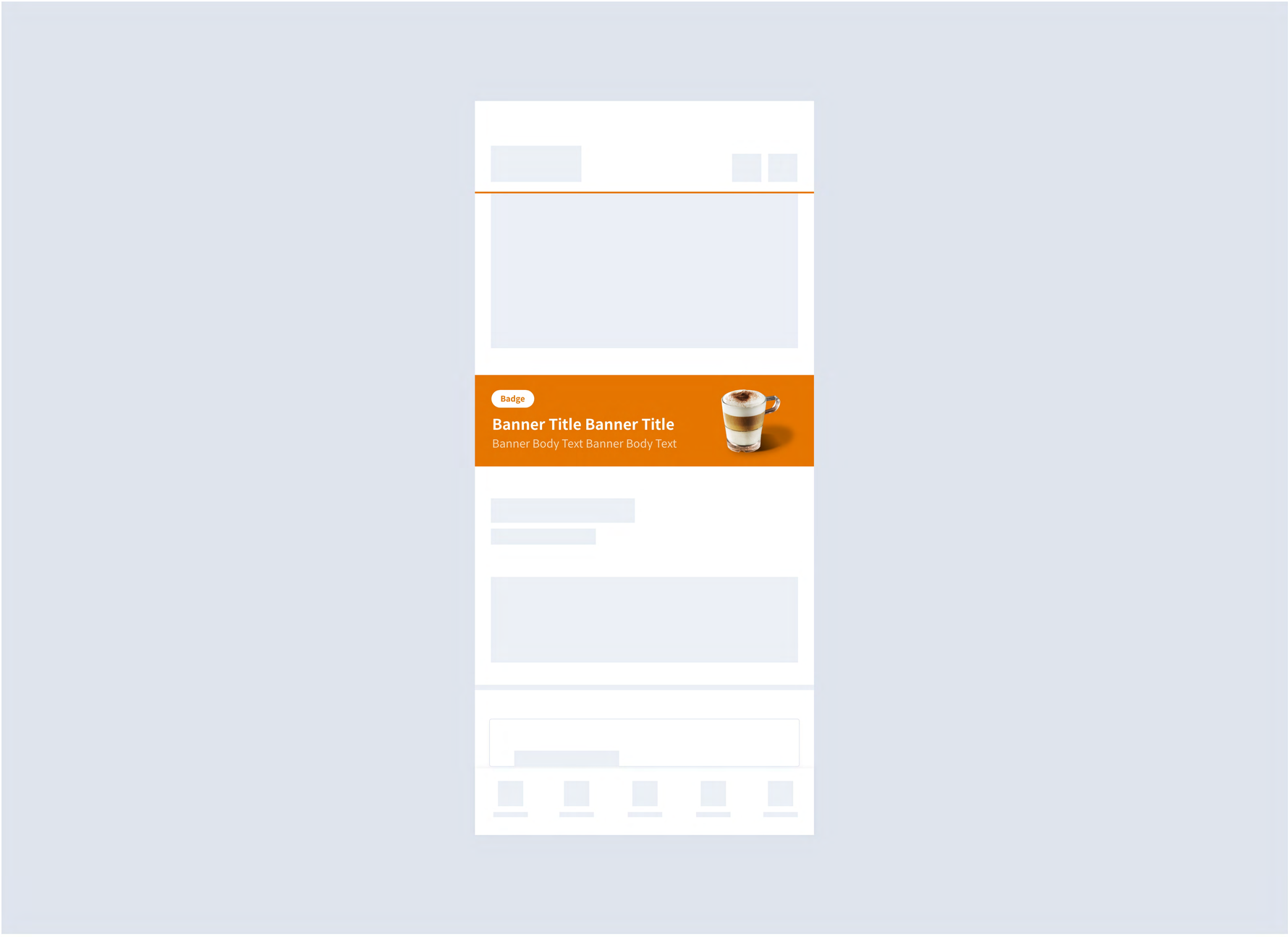


7.0

Banner

※ Example of banner application

Banners are used to deliver messages to users, such as guidance, advertisements, and promotions, and to provide actions for the users to select related options.



7.1

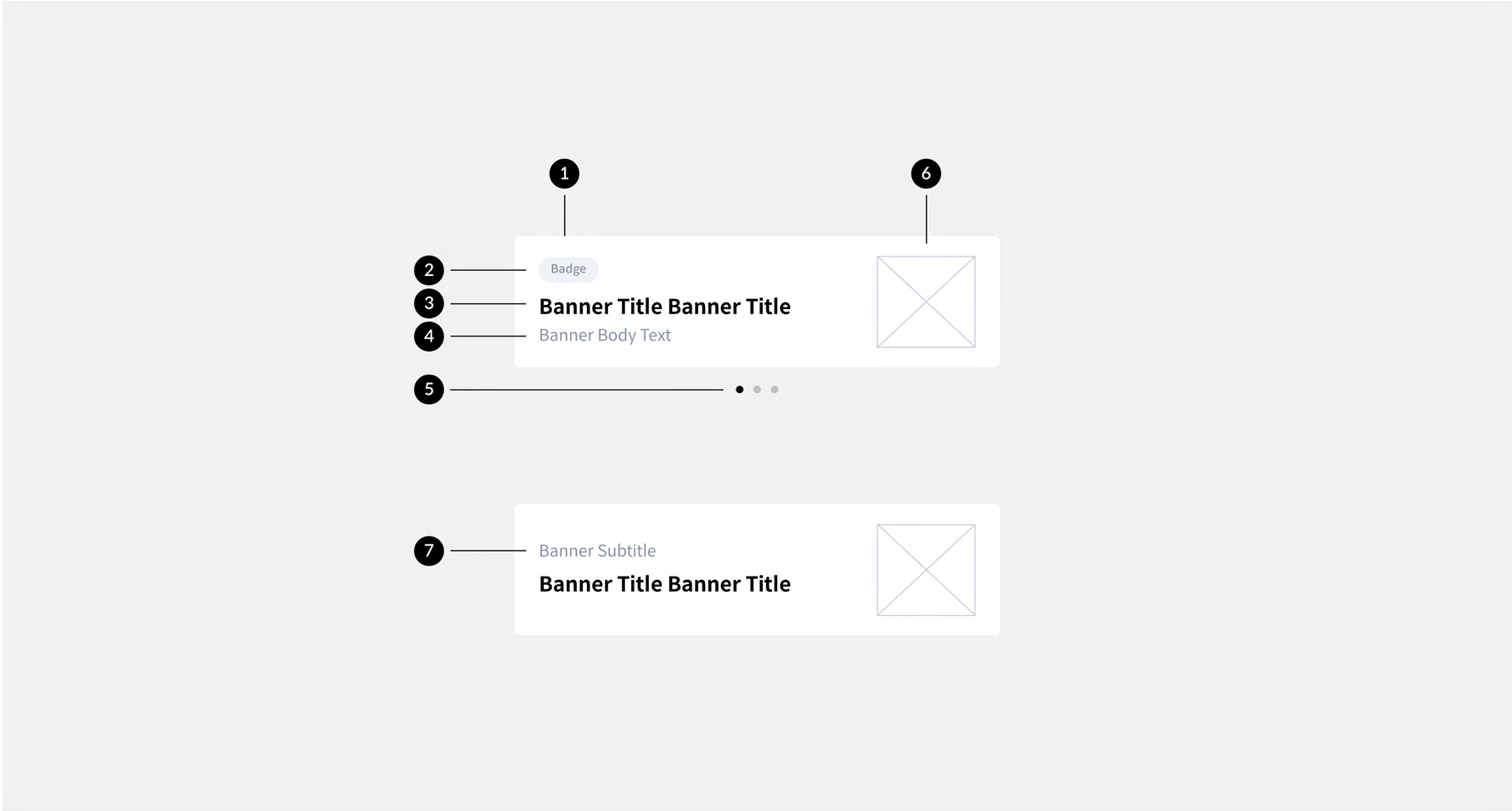
Banner

Details

Anatomy

※ Example of banner application

Banners provide background images, titles, and subtitles. The banner domain is an advertisement area that can be configured with relative freedom.



1. Container	Encloses the label and is applied separately from the background.
2. Badge	Applies a simple display for specific information
3. Banner title	Displays the banner title.
4. Banner body text	Displays body content that provides additional explanation for the title.
5. Pagination	Displays pagination when multiple swipeable banners are provided.
6. Image domain	Displays images relevant to the content of the banner.
7. Subtitle	Displays a title assisting the main title.

7.2

Banner

Details

Type

※ Example of banner application

Three types of banner can be used, small, medium, and large, depending on the component and size

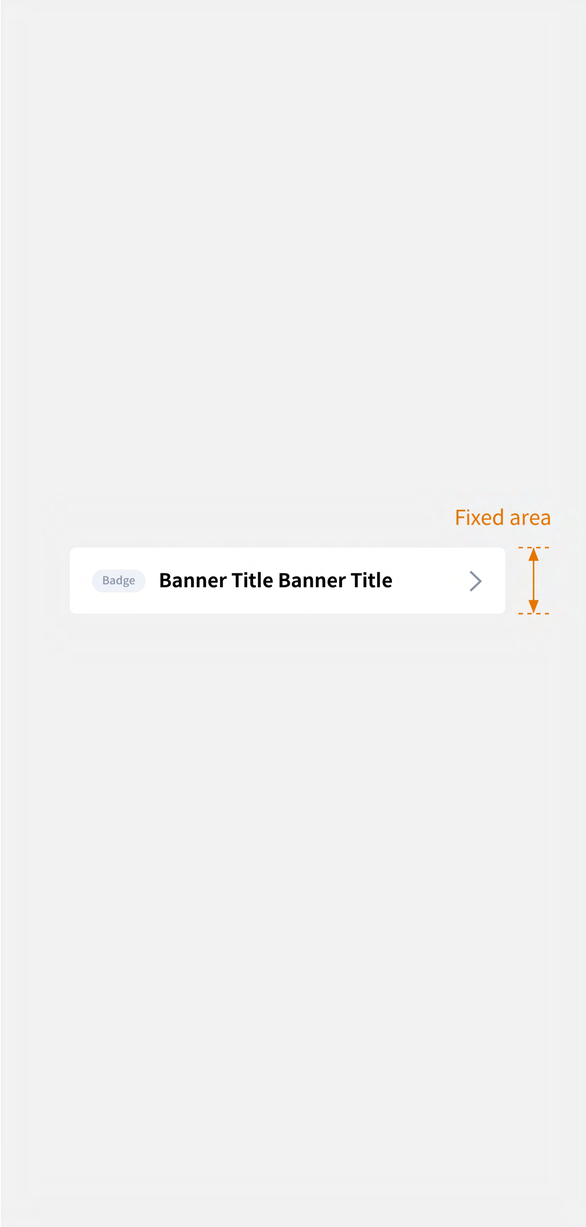
A1. In the case that the text takes up one line, the More button is always on the right, and icons and badges may be added to the configuration depending on the usage.

A2. In the case that the text takes up two lines, place the body text at the bottom of the title, and align the images on the right (depending on the designated text area).

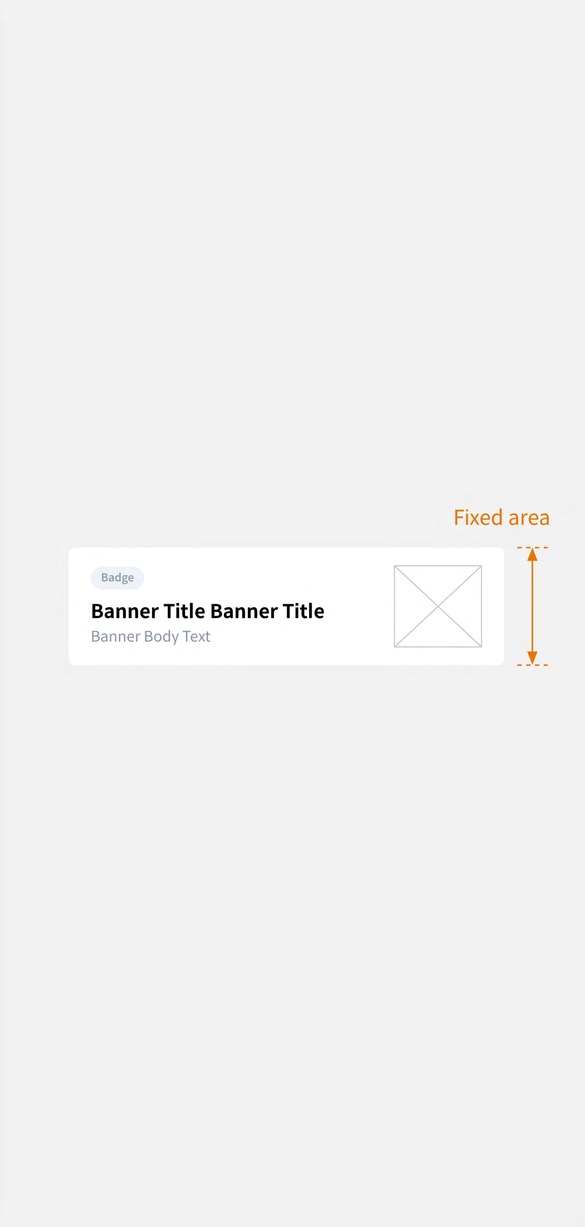
A3. In the case that the text takes up three lines, you can apply a different height to fit the text area.

*** All of A1, A2, and A3 use left-aligned text as the default.**

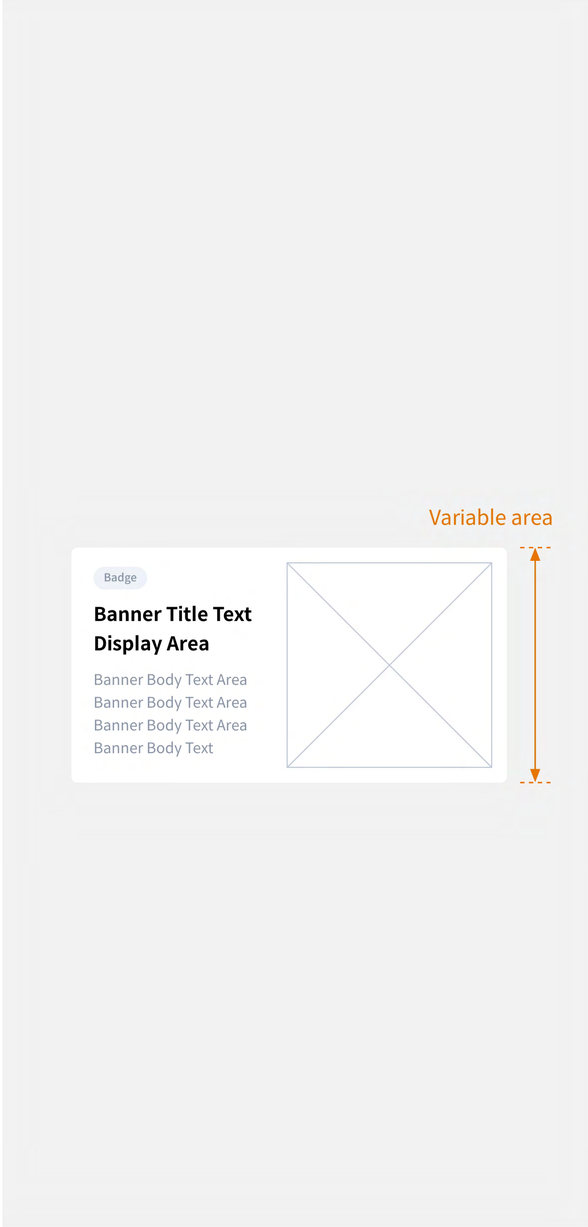
A1. Small



A2. Medium



A3. Large



Details

Usage : Component Combination (Small)

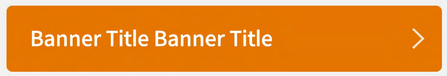
※ Example of banner application

Banners can be small, medium, or large, and components can be used in combination, depending on the size.

A1. This is divided into text (only text), icon/badge + text (icon/caption + text). As the area is relatively small, images cannot be used; however, icons or captions can be applied.

A1. Small

Text-only



Icon/badge + text

Badge + title

Icon + title

7.4

Banner

Details

Usage : Component Combination (Medium/Large)

※ Example of banner application

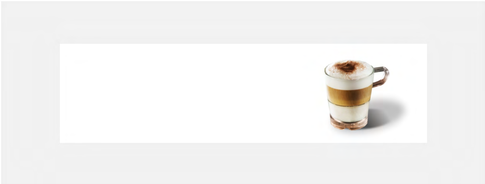
Banners can be small, medium, or large, and components can be used in combination, depending on the size.

A2 & A3. For both styles, a banner title(text) and image are essential components, and badges can be placed as well if needed.

*** Image style**

There are two ways to apply images to A2 and A3 styles.

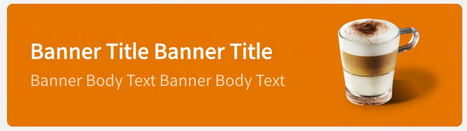
1. Object



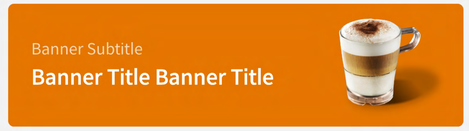
2. Thumbnail

A2. Medium & A3. Large

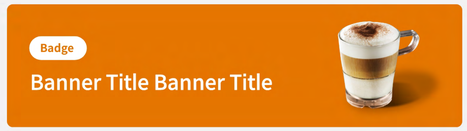
Title + body text + image



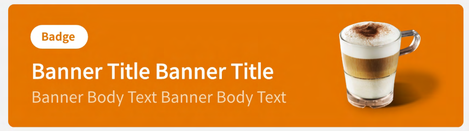
Subtitle + title + image



Badge + title + image



Badge + title + body text + image



7.5

Banner

Details

Usage : Width Type

※ Example of banner application

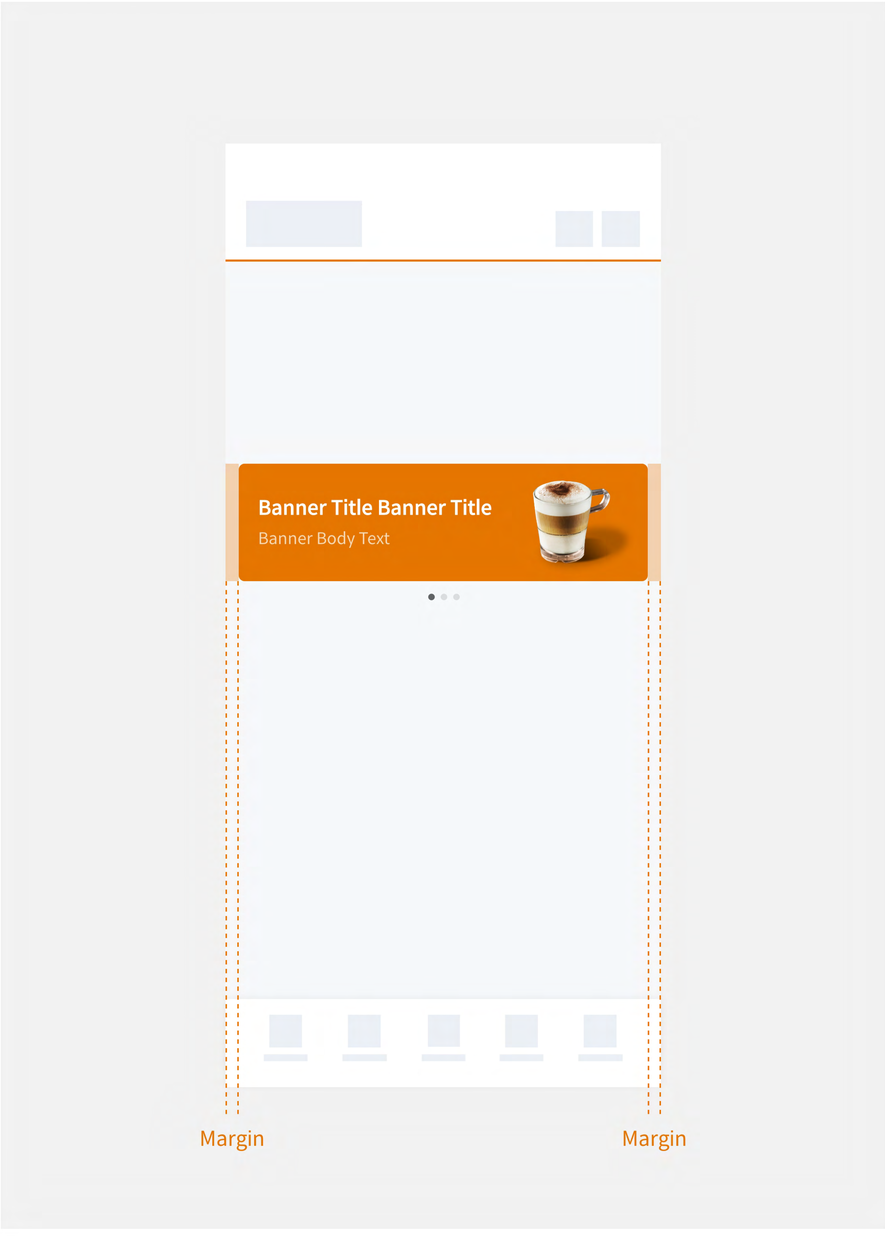
There are two types of banners, those with margins applied and those without margins applied.

A1. The same margin value should be applied to both sides of the banner.

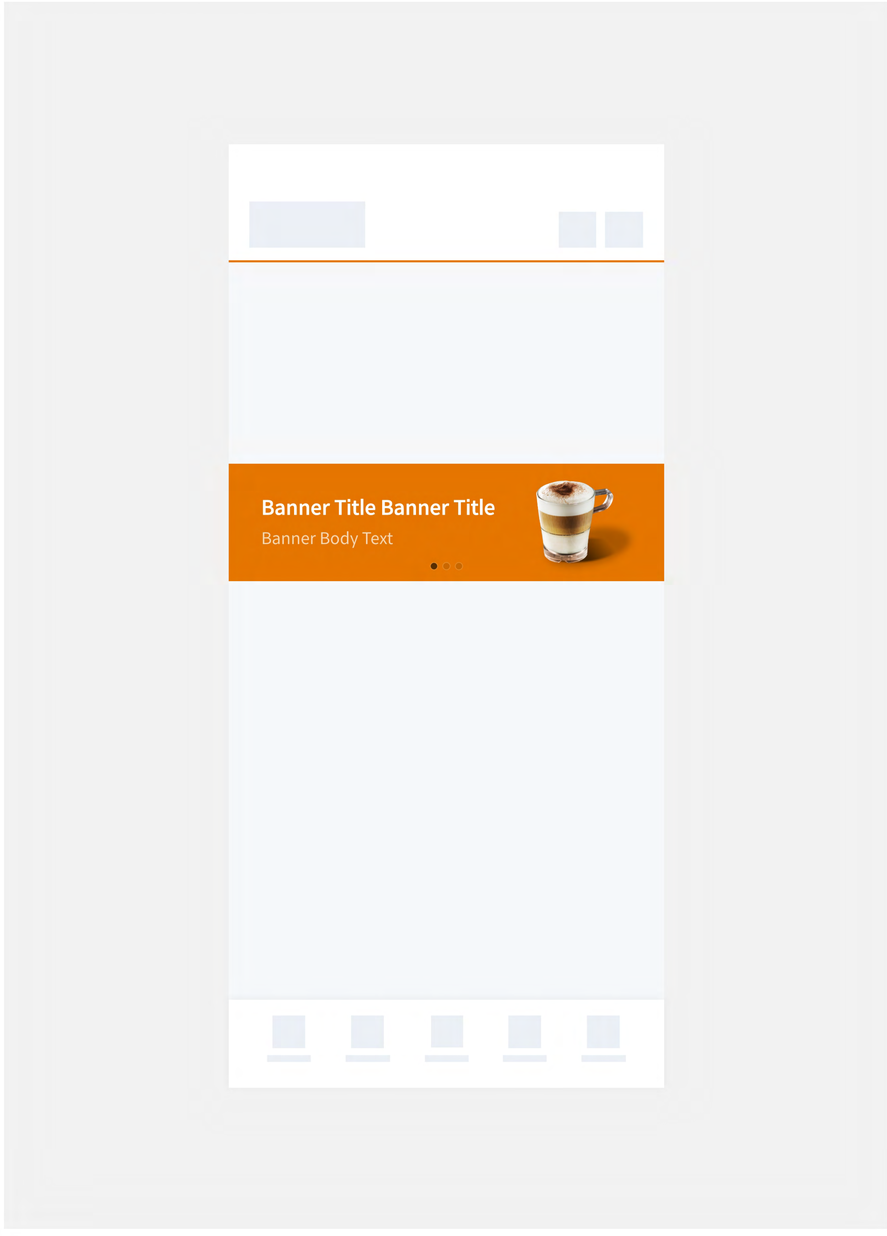
A2. It has the same width as the screen, and uses the entire area without margins applied to either side.

*** Pagination can be applied inside the banner or at the bottom for both A1 and A2.**

A1. Margin applied



A2. Margin not applied



7.6

Banner

Details

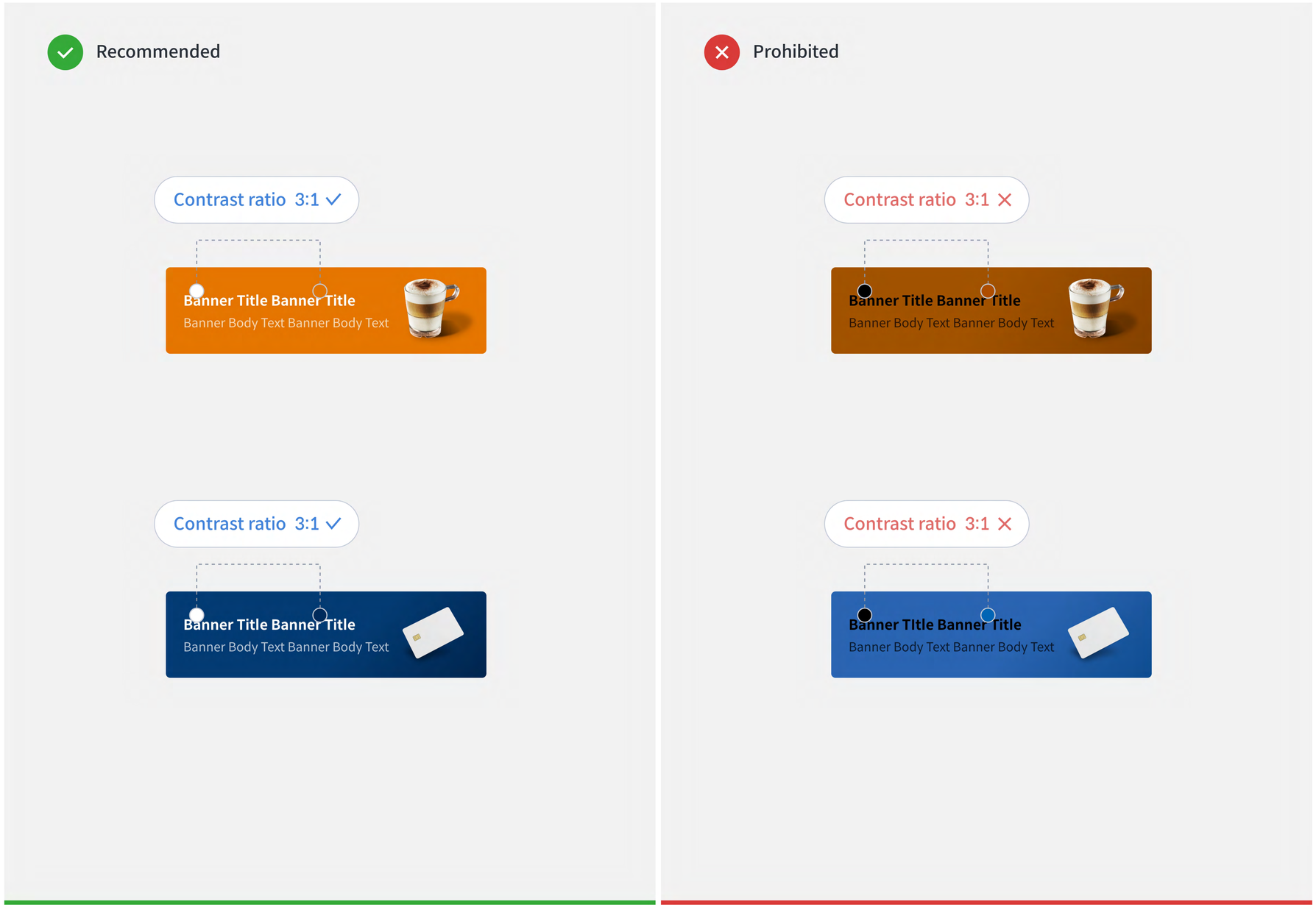
Usage : Color Contrast

※ Example of banner application

The color of the container can be changed according to the service situation and purpose. The color of the container and the text color may not precisely follow the required contrast (3:1); however, they should be applied considering the readability of the text.

*** Minimum contrast - 3:1**
Recommended contrast - 4.5:1

Application of the 3:1 color contrast ratio

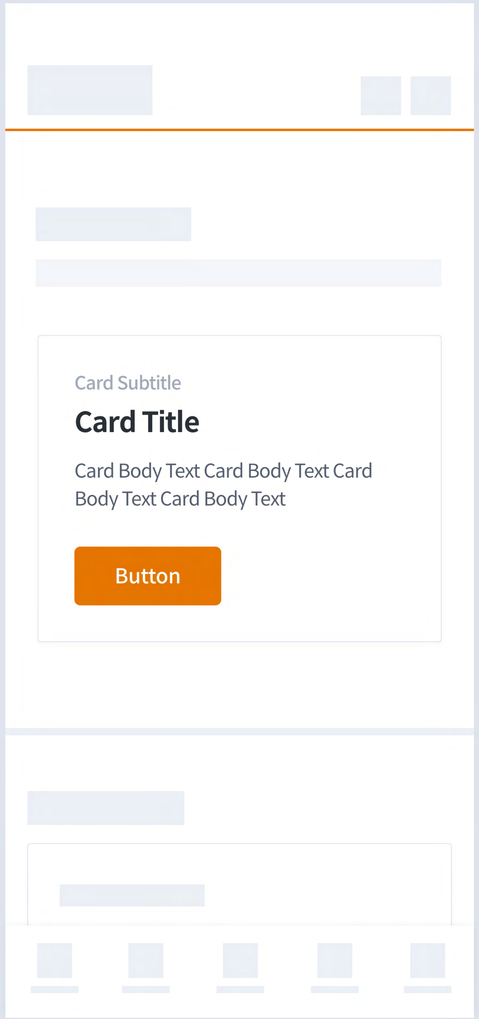


8.0

Card

※ Example of card application

Define the component displaying the content for a single item as a card.



8.1

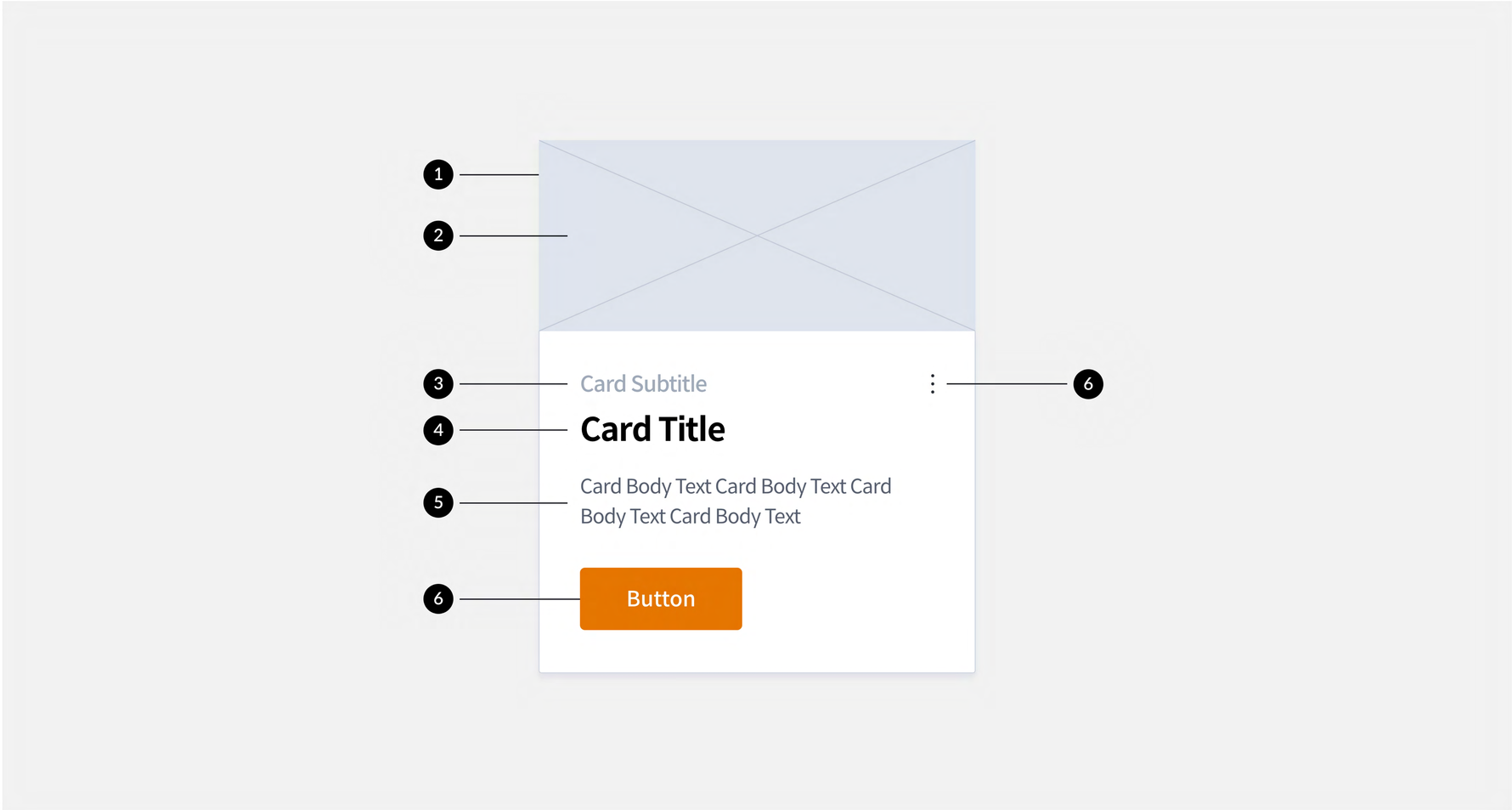
Card

Details

Anatomy

※ Example of card sample application

Within a container, cards largely consist of images, titles, body text, and buttons, and are classified depending on the combination and location of components.



1. Container	Encloses the label and is applied separately from the background.
2. Image area	Displays images.
3. Card subtitle	Displays the subtitle, which provides additional explanations for the card title.
4. Card title	Displays the card title.
5. Card body text	Displays the details of the card.
6. Button	Provides the relevant action buttons.

8.2

Card

Details

Type

※ Example of card sample application

There are three types, depending on the location of the button.

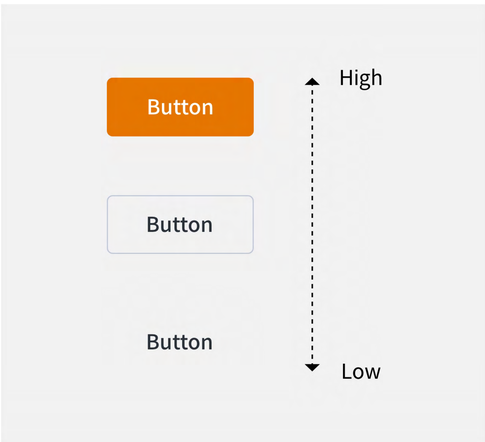
A1. When the button is placed at the bottom
Default button : Left alignment
Icon button : Right alignment

A2. When the button is placed at the top
Default button : Unavailable
Icon button : Right alignment

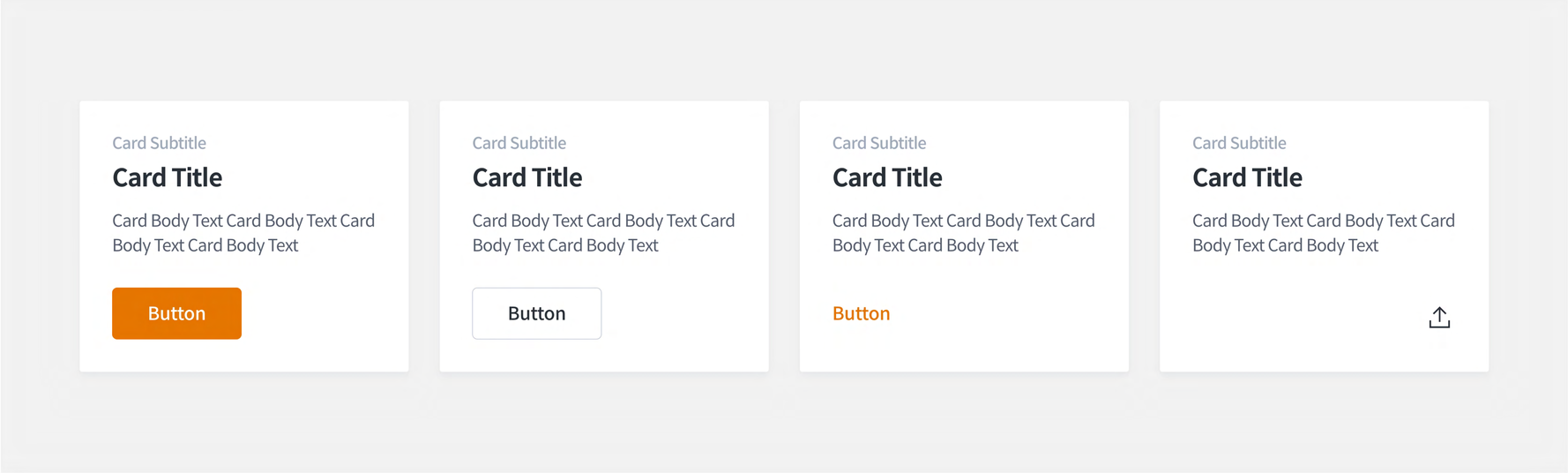
A3. When the button is placed along with another button
Default button : Left alignment
Icon button : Right alignment

*** Button style hierarchy**

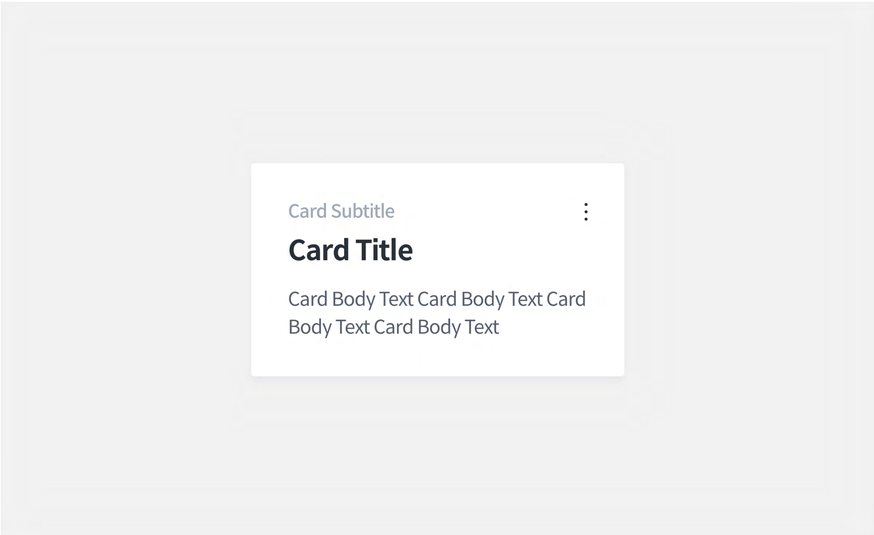
It is recommended that you choose the button style according to its importance.



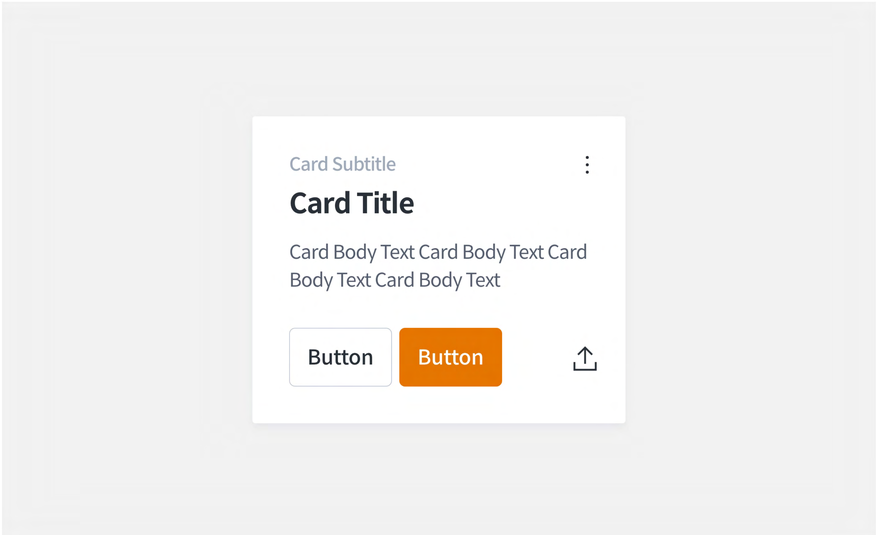
A1. Bottom Button Card



A2. Top Button Card



A3. Top&Bottom Button Card



Details

Usage : Card Container Style

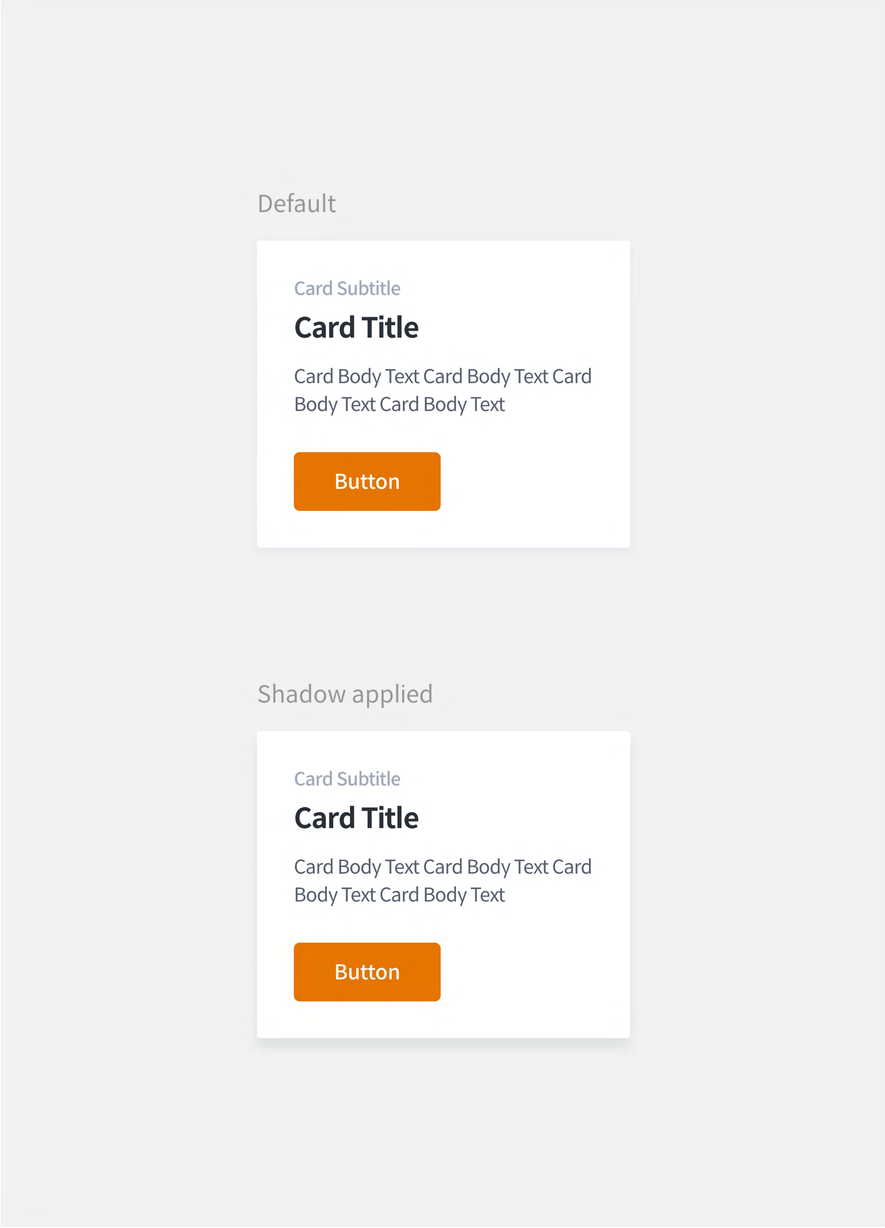
※ Example of card sample application

A1. As a solid-colored container, it is appropriate for use in the background of a different color.

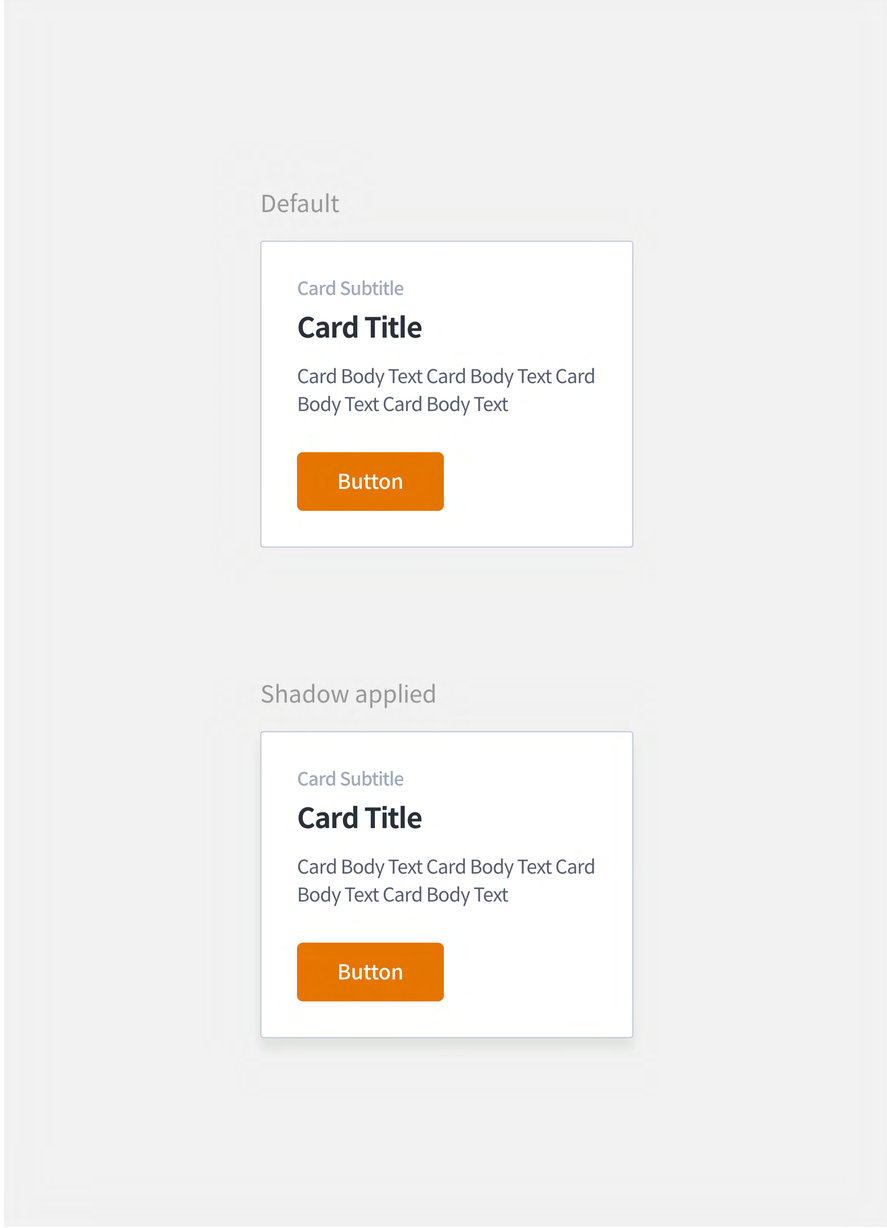
A2. As a solid-colored container with a border, it can be used in the background of the same color as the container.

*** A1 or A2 with shadows can be used to emphasize the content within the card or if needed.**

A1. Filled Container



A2. Filled + line Container



Details

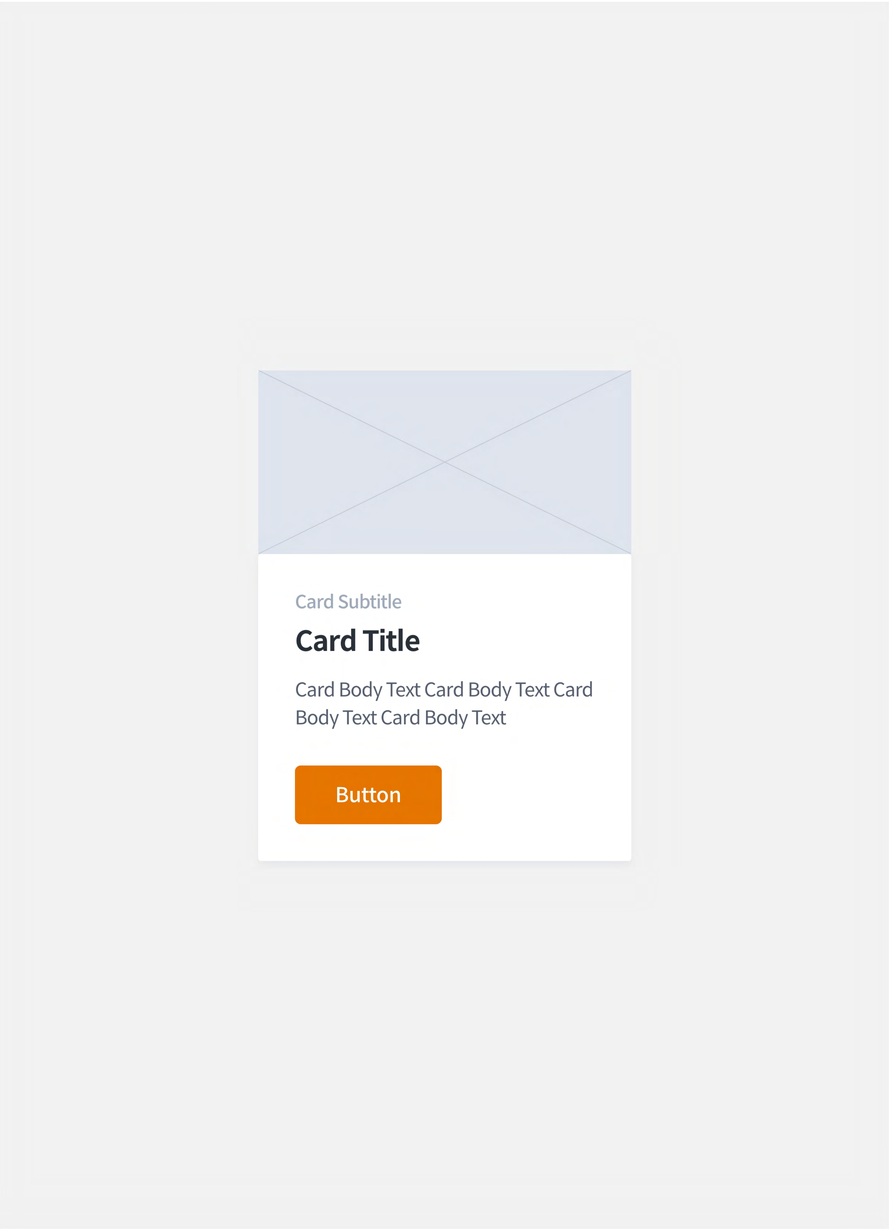
Usage : Image Configuration Combination

※ Example of card sample application

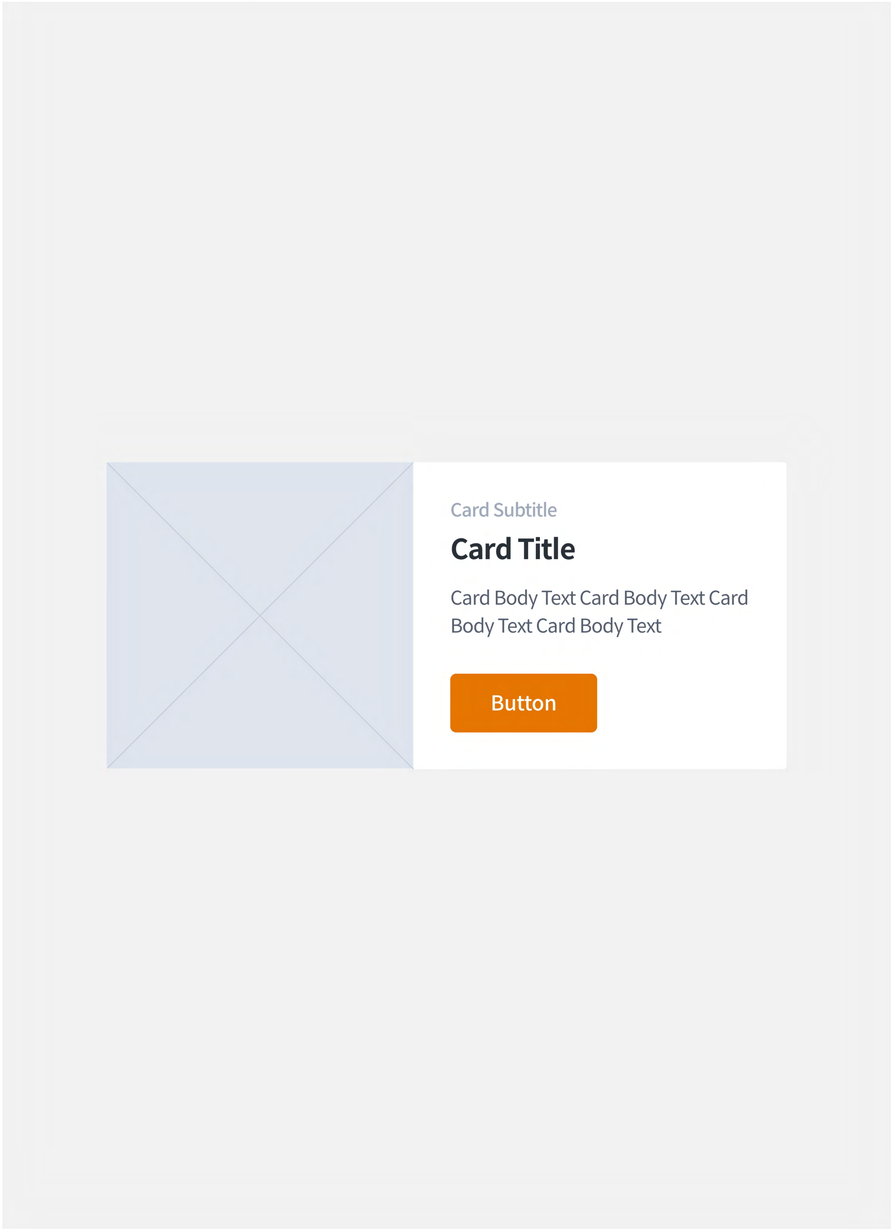
There are two types of image placements (image cards): vertical, where the images are placed at the top, and horizontal, where the images are placed on the left.

*** You cannot change the location or the order of the images and text area for either A1 or A2.**
E.g.) A2 applied: text on the left + image on the right

A1. Vertically configured



A2. Horizontally configured



Thank you

MIRAE ASSET