

EtherCore

BRAND IDENTITY GUIDLINE



EtherCore B.I

EtherCore B.I. plays a role in delivering a uniform brand image for both internal and external.
Brand Identity is one of the most effective features that make users correctly understand the brand image and vision.
Therefore, it is recommended to be used preferentially, and please note in using our B.I.



Symbol

EtherCore

Type



EtherCore

Horizontal



EtherCore

Vertical



EtherCore

Horizontal

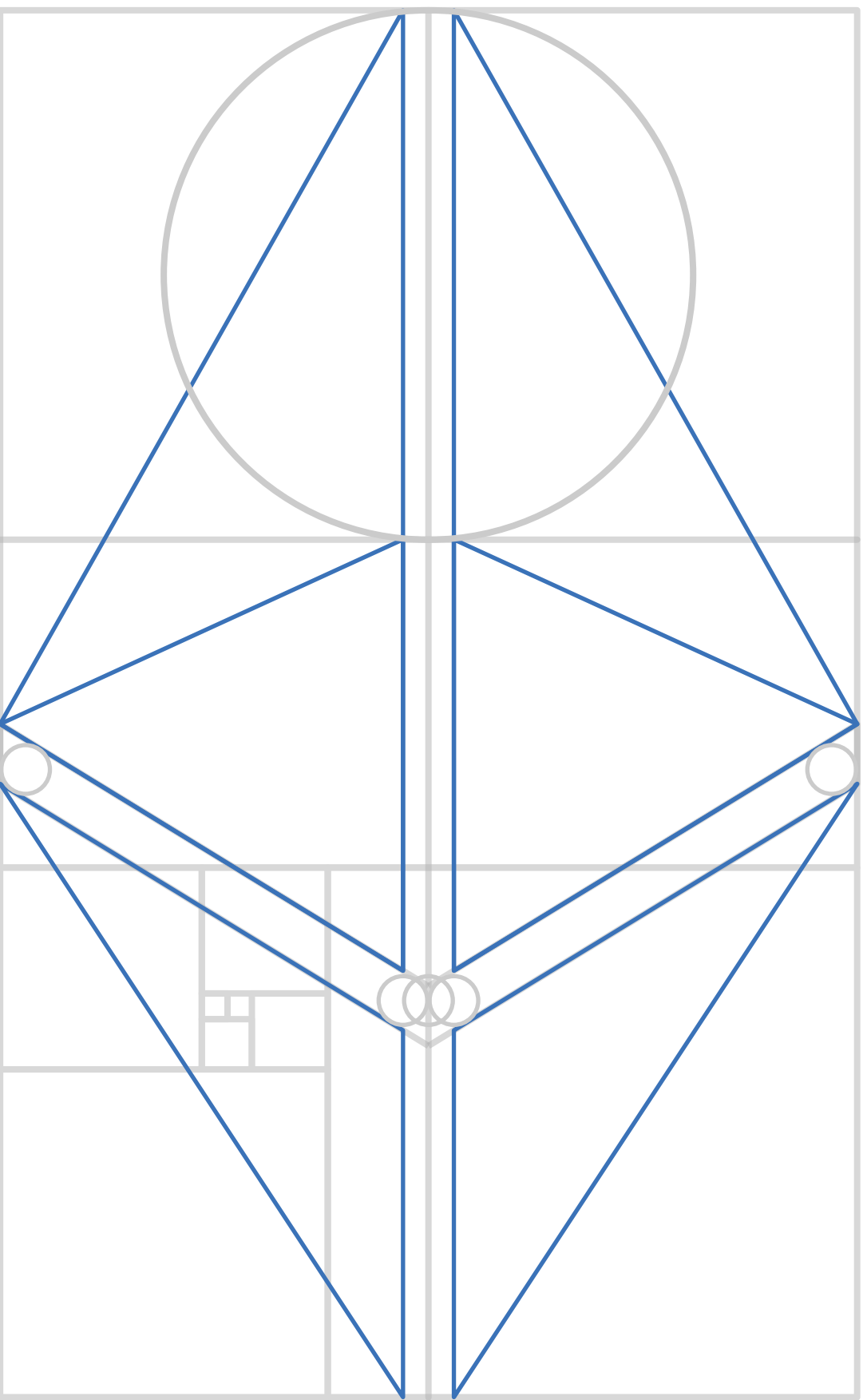
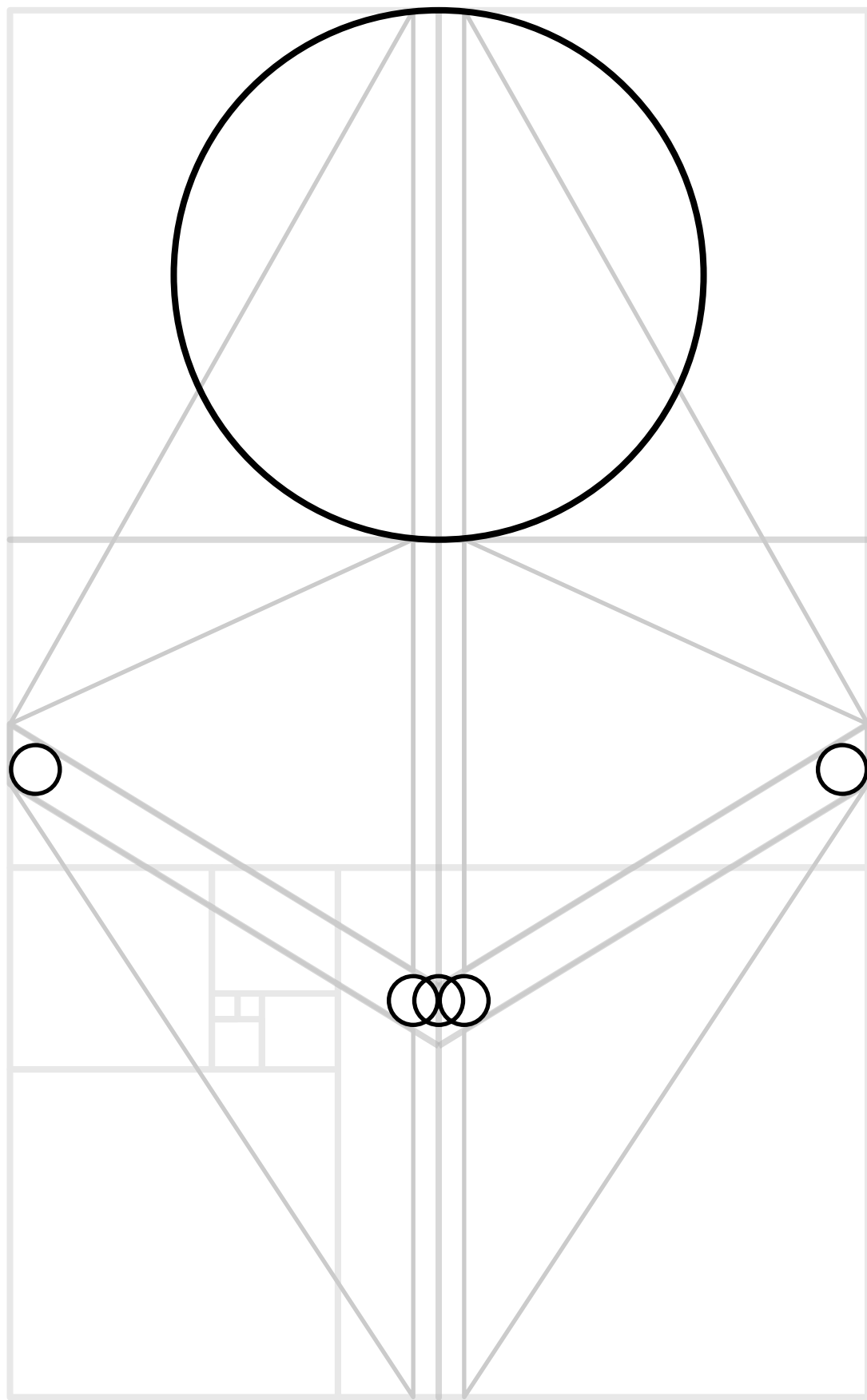


EtherCore

Vertical

Logo Golden Ratio

EtherCore logo is based on the golden ratio of 1:1.618. Must use the logo, following the right slope at each corner and central margin.



Minimum Size

The name of “EtherCore” must be easily recognized all the time. Therefore, the minimum height of B.I. used for digital contents must be 25dp / 50dp, and B.I. used for printing purposes must be 6mm / 10mm.



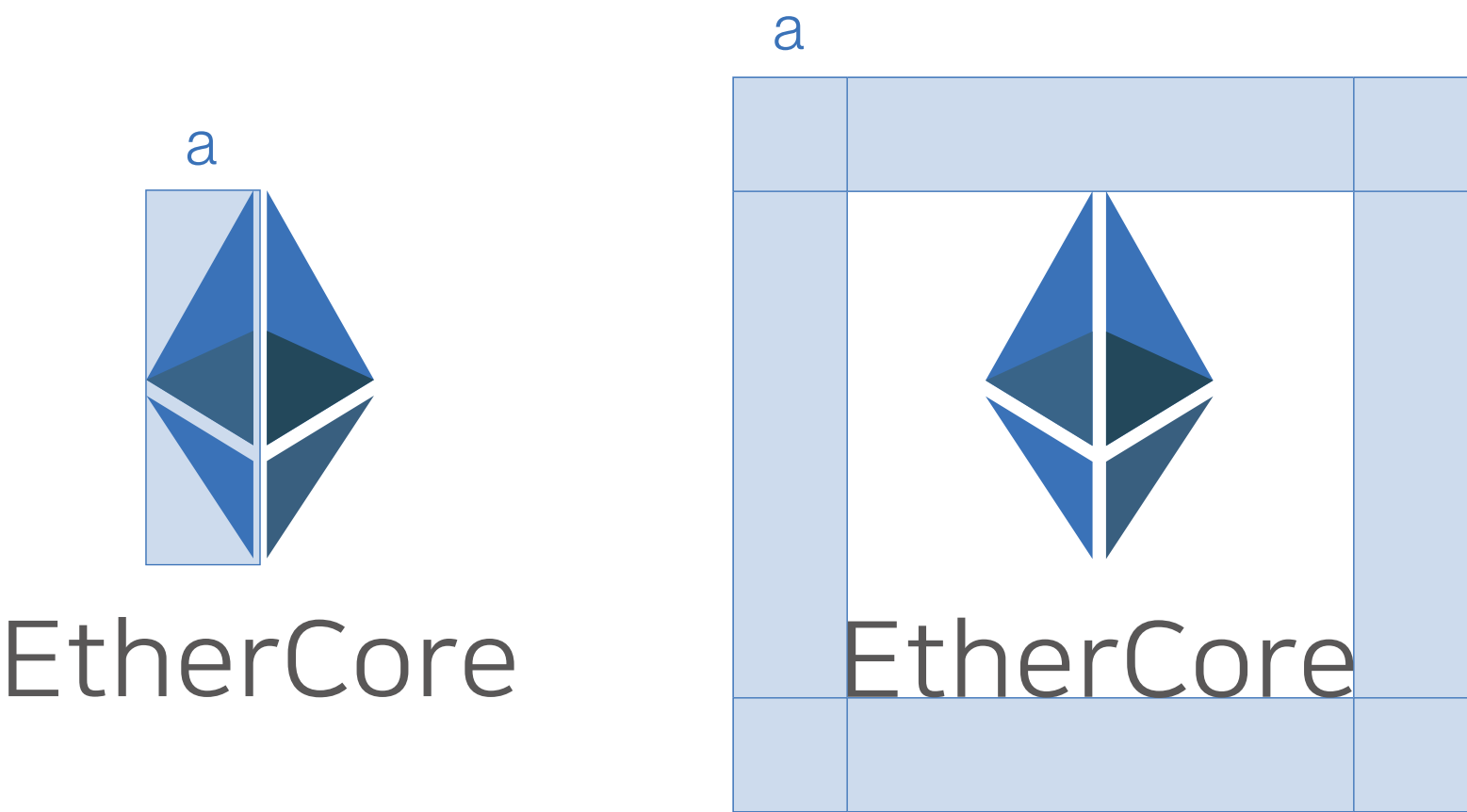
Horizontal



Vertical

Secure the Margin (Space)

A margin (space) without image and text must be secured on the surroundings of EtherCore B.I.
The half of symbol width is a minimum requirement of a safe margin.



Horizontal



Vertical

Brand Color

Brand color is an important feature that is implying EtherCore B.I. It should be applied delicately in order to ensure consistent color, considering the medium and environment.

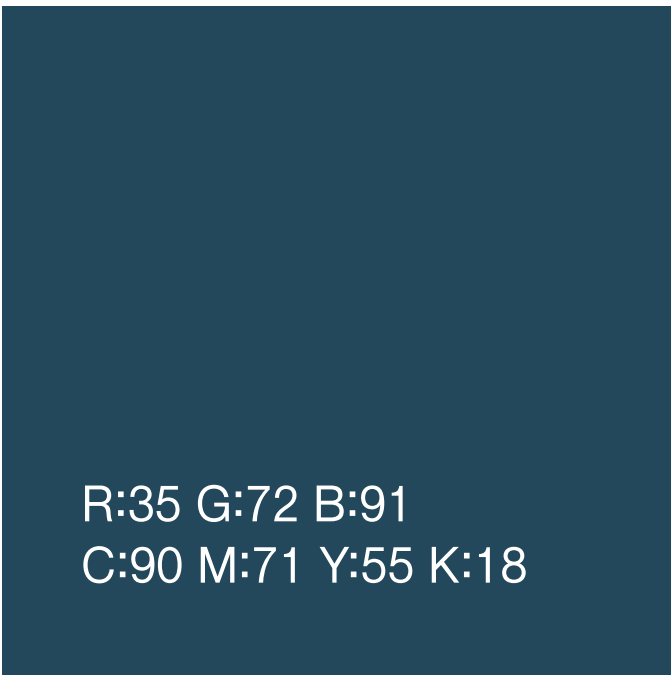
Ether Blue



Ether Blue1



Ether Blue2



Ether Black



Full Color ver.

The examples below show the right way to apply EtherCore B.I. on diverse monochrome backgrounds.
We recommend applying the color B.I. on a background of light colors close to the white and dark colors close to the black.
In the case of white B.I., it recommends being applied in the background of a bluish color, EtherCore’s brand color.



Solid B/W ver.

The examples below show the right way to apply EtherCore B.I. on black and white backgrounds.
We recommend applying the black B.I. on a background of light colors close to the white. In the case of white B.I., it recommends being applied in a background of dark colors close to the black and colors over black 40%.



NEXT GENERATION  EtherCore