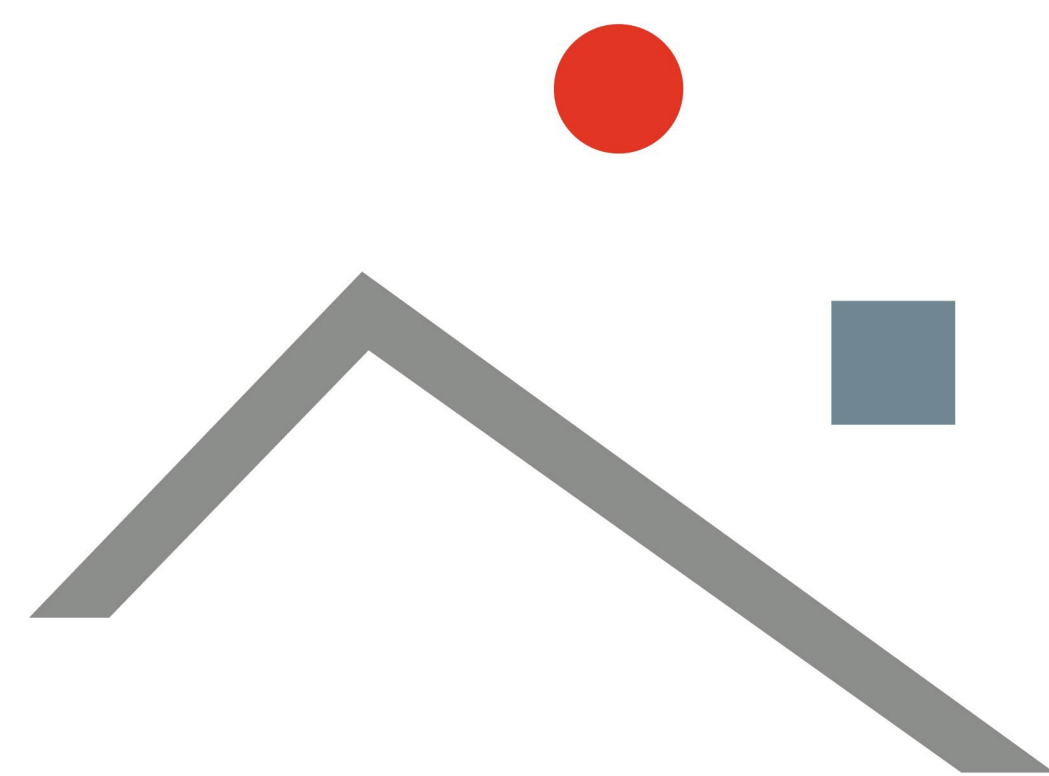


# 시각디자인연구

윤경은 임경서 김민지

## Concept

아미동의 당산문화를 표현하기 위해 아미의 ㅇ, ㅁ을 빌려와  
산 자를 의미하는 ‘ㅇ’과 죽은 자를 의미하는 ‘ㅁ’을 로고에 담음  
“죽은 자와 산 자들이 모여 산 위에 마을을 이루다”

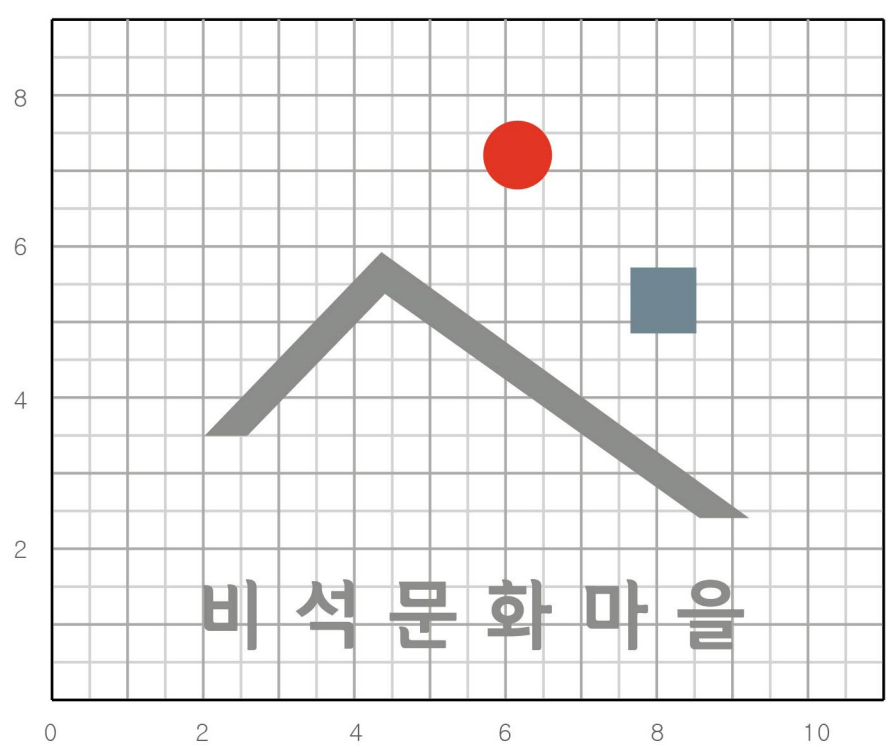


# 비 석 문 화 마 을

## 기본형



## 기본형 그리드



## 전용 컬러

PANTONE



PANTONE 179<sup>°</sup> C



PANTONE 7544 C



Cool Gray 7 C

C M Y K



C5 M90 Y90 K0



C65 M45 Y35 K5



C45 M35 Y35 K0

R G B



R230 G65 B50



R100 G125 B145



R145 G150 B150

## 전용 컬러/그레이

PANTONE



Cool Gray 7 C



Cool Gray 8 C



Cool Gray 10 C

C M Y K



C0 M0 Y0 K50



C0 M0 Y0 K60



C0 M0 Y0 K70

R G B



R145 G150 B150

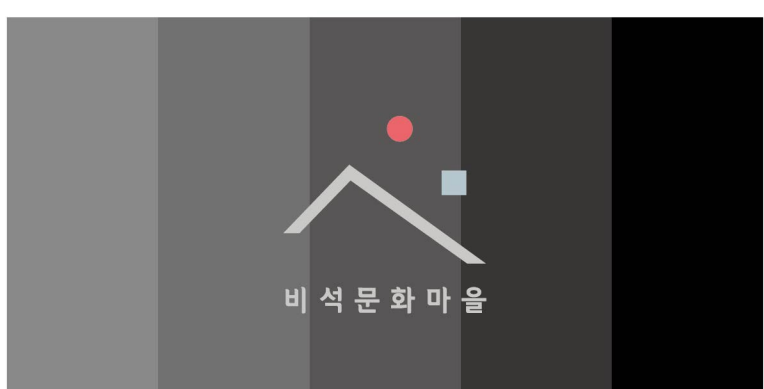
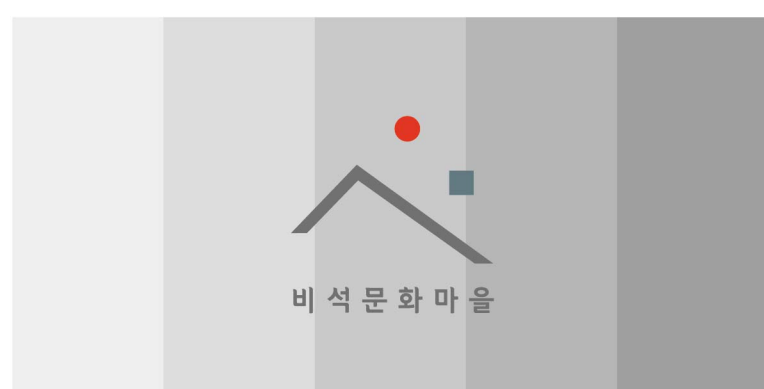
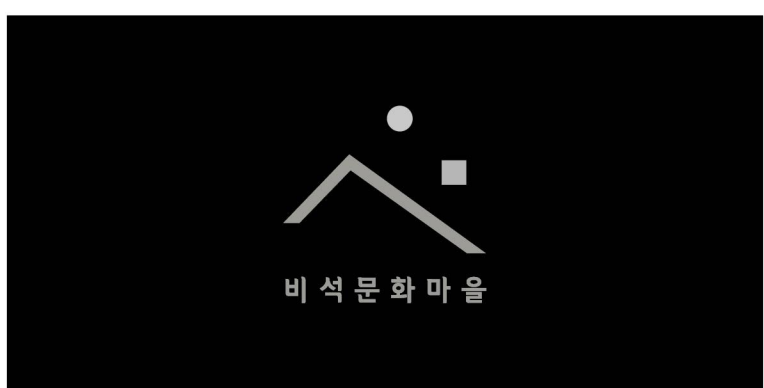
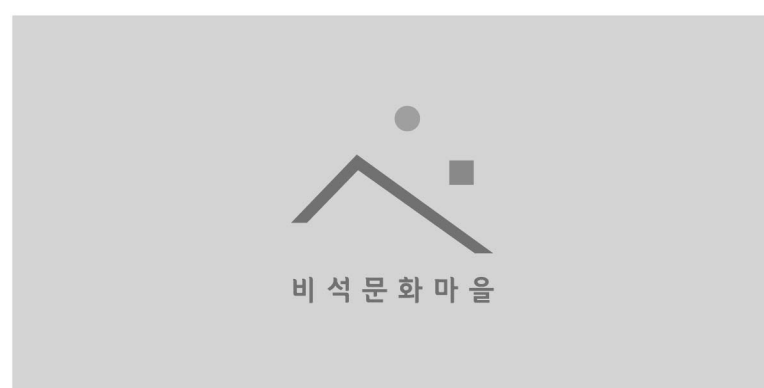
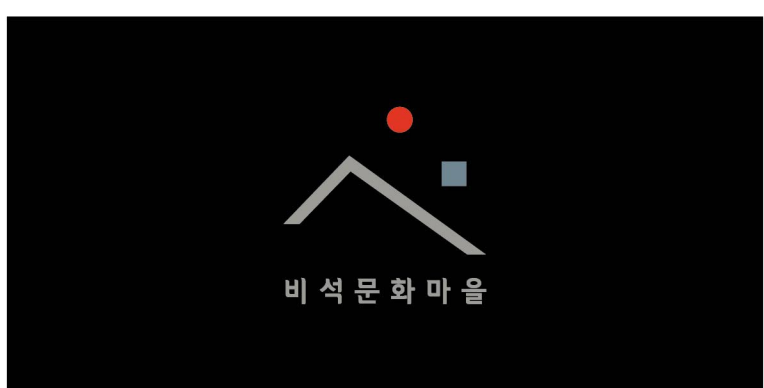
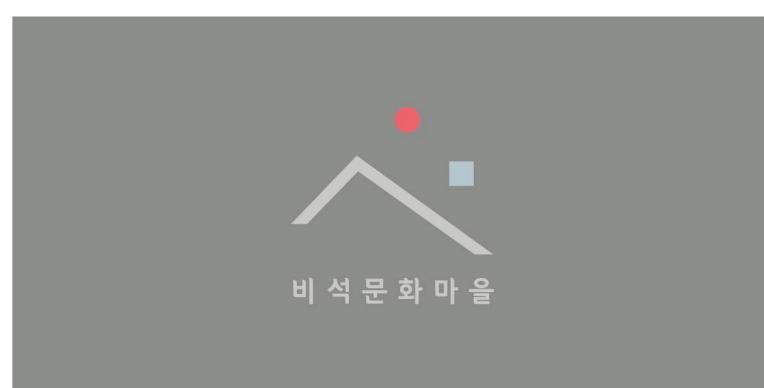
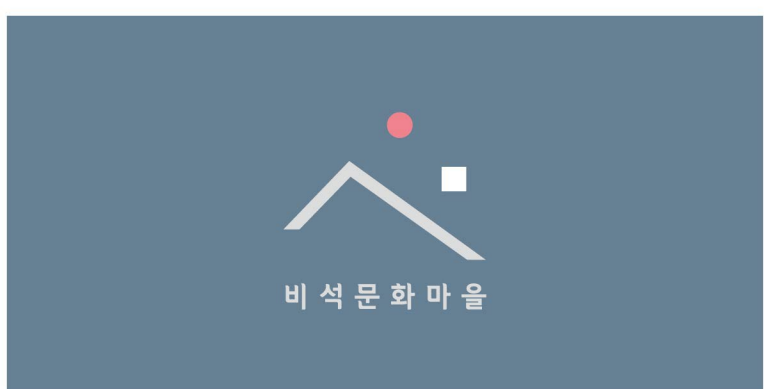
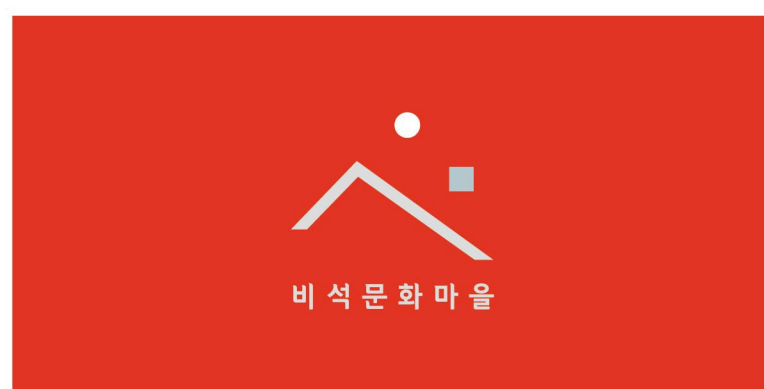
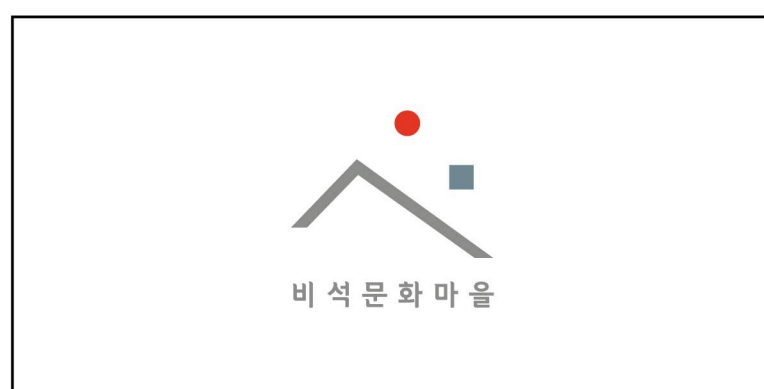


R130 G130 B135



R110 G110 B115

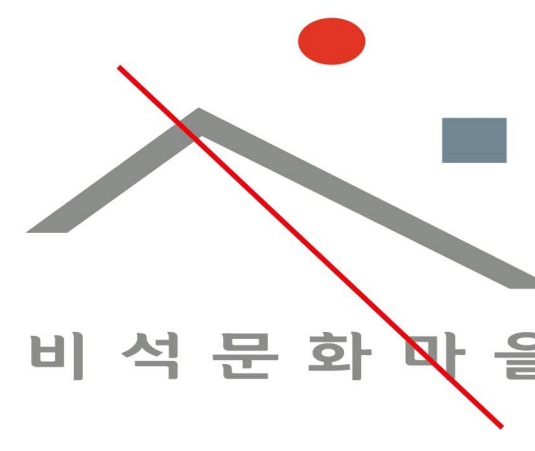
## 색상 활용 \_ 색상 활용/그레이



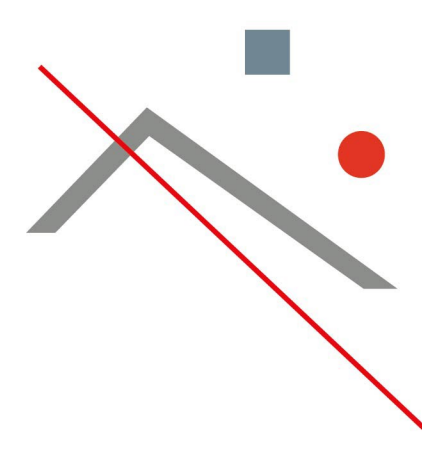
## 금지규정



형태변형(세로로 긴형태)



형태변형(가로로 긴형태)



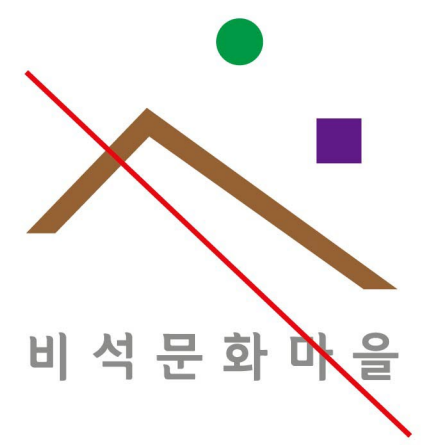
로고변형(심볼만 사용한 예)



컬러변형(전체 흑백)



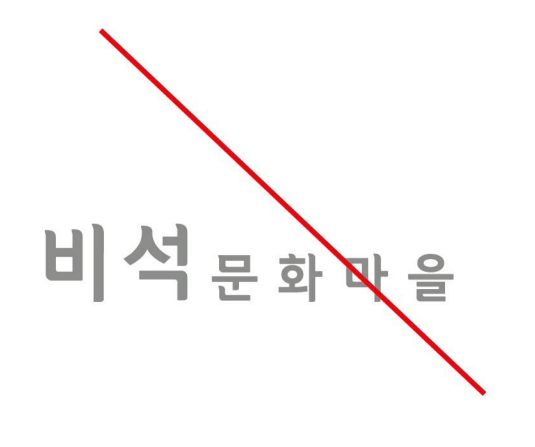
컬러변형(전체 단도사용)



컬러변형(규정된 컬러 미사용)



위치 변형



크기변형(로고만 사용한 예)

## 최소규격

