



WISHHOME

Brand Identity Guidelines



BRAND IDENTITY

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APPLICATION SYSTEM

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CHAPTER A

BASIC SYSTEM



위시홈의 워드마크는 즐겁고 행복한 이야기가 가득한 가정의 모습을 형상화한 것으로 지속 가능한 브랜드를 만들기 위해서는 단순 가격 경쟁력이 아닌 고객의 신뢰를 바탕으로 고객의 행복까지 생각해야만 한다는 기업의

철학과 의지를 나타내고 있습니다. 고객에게 편안한 느낌이 전달되도록 부드러운 곡선과 필기체를 이용해 디자인 하였으며, 아이덴티티 칼라 역시 초록색 계열을 선택해 그러한 느낌을 강조 하였습니다.

A yellow pencil with a red eraser and a gold band is positioned diagonally across the bottom left of the slide.

Curve, Lower Case and Green
Happiness, Her Stories and My Home

Wordmark

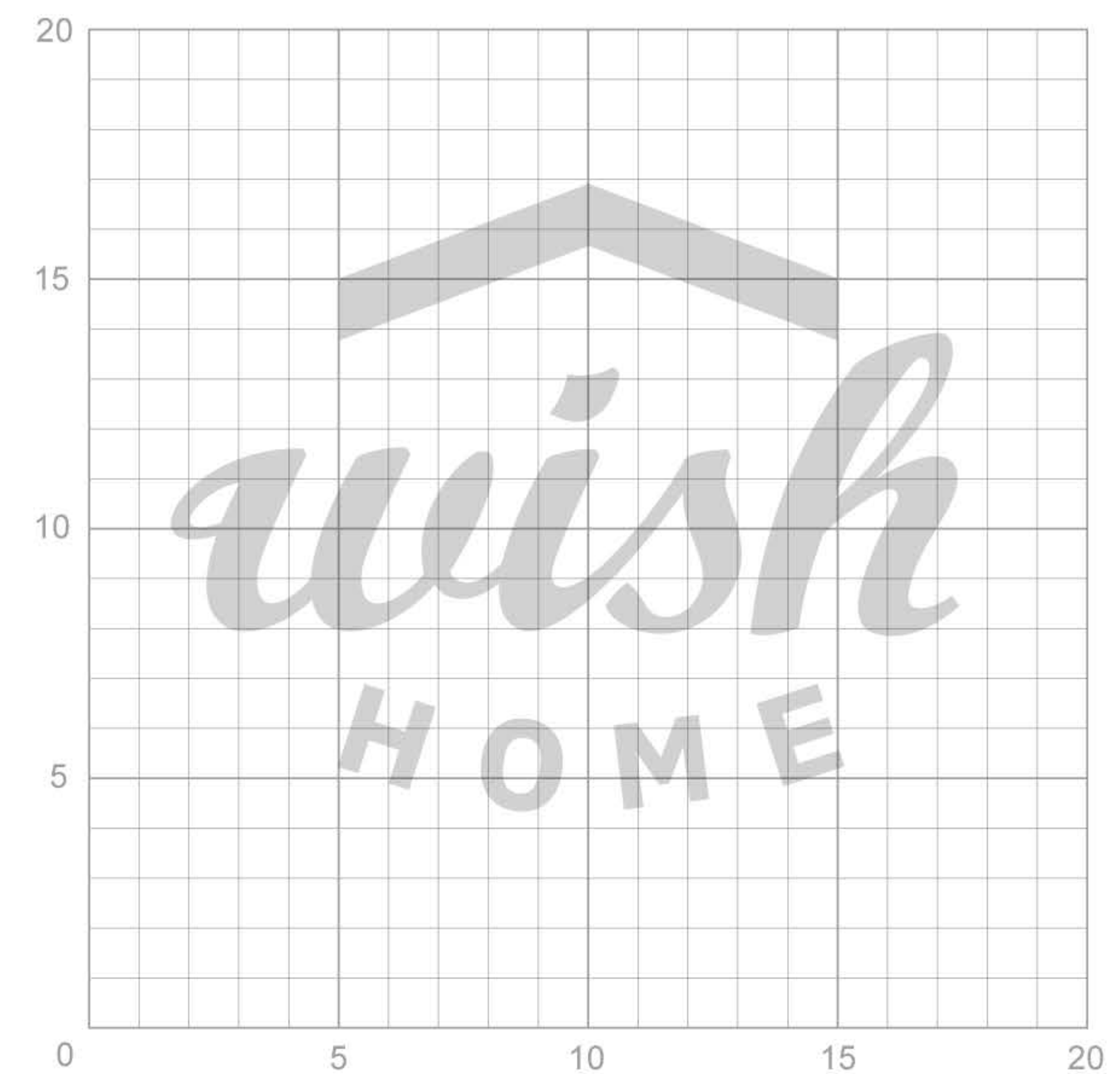
BASIC SYSTEM



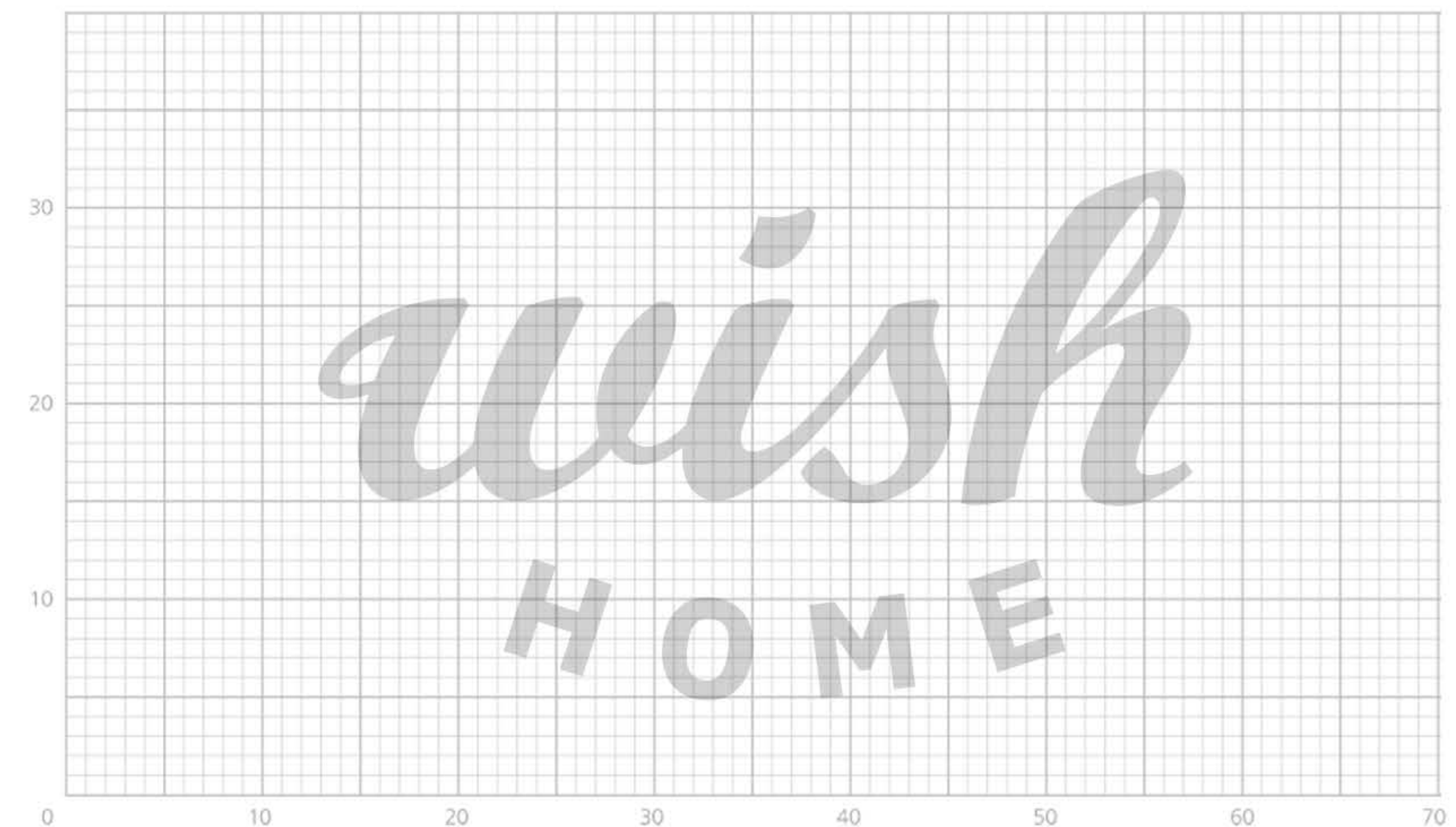
Minimum Size



15mm



wish
HOME





Color Palette

BASIC SYSTEM

Primary Color Palette

TEAL, PURPLE, BLACK

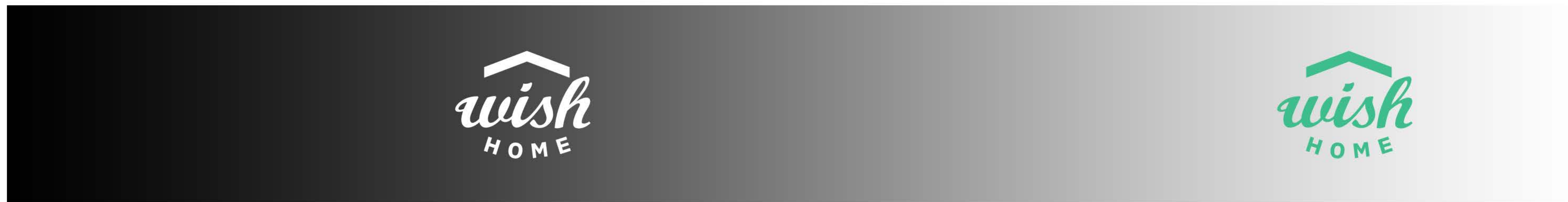
Secondary Color Palette

BROWN, BLUE, RED



Color Usage

BASIC SYSTEM



100% 30% 0%



CHAPTER B

APPLICATION SYSTEM



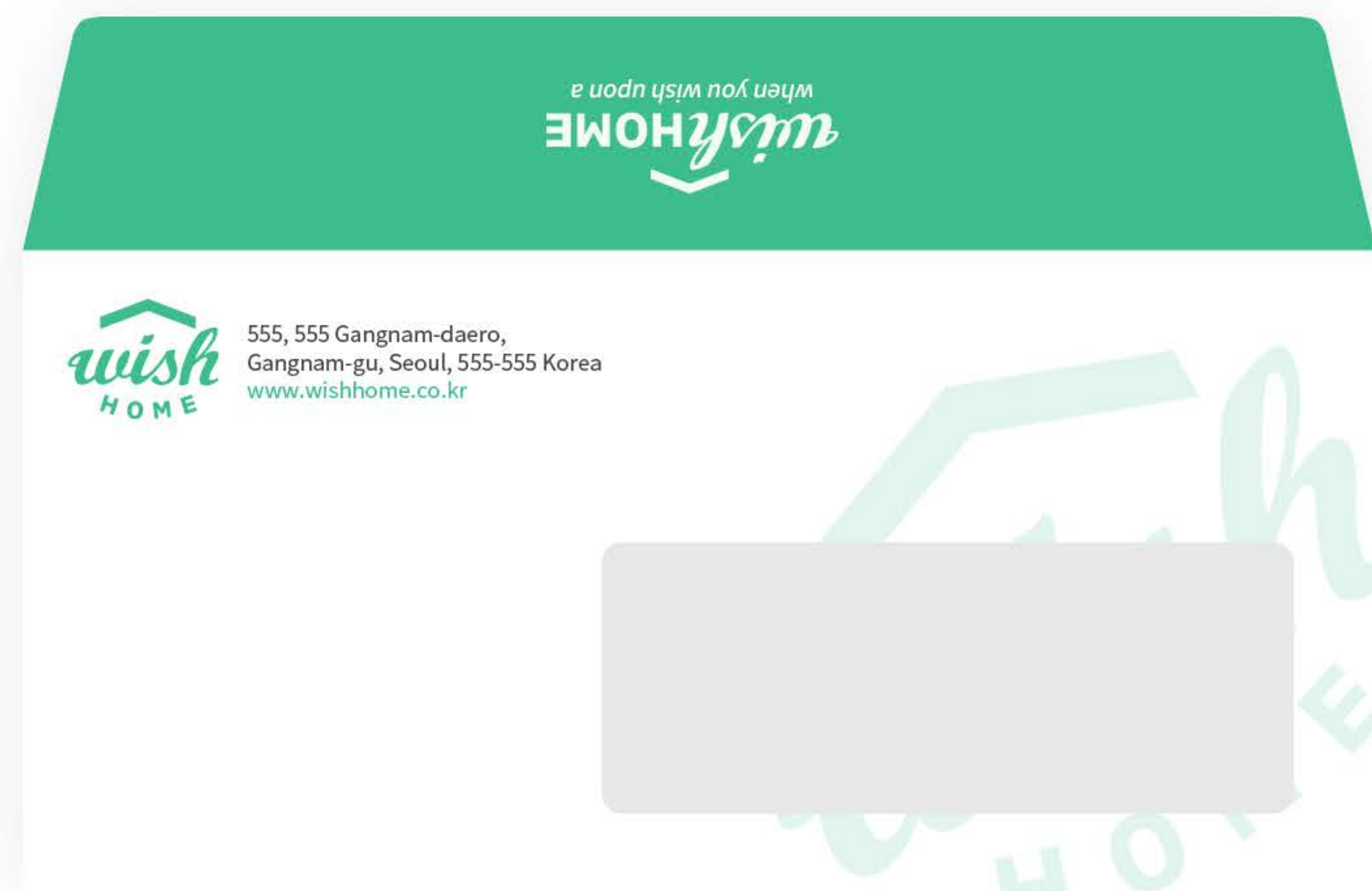
Front



Back

Envelope

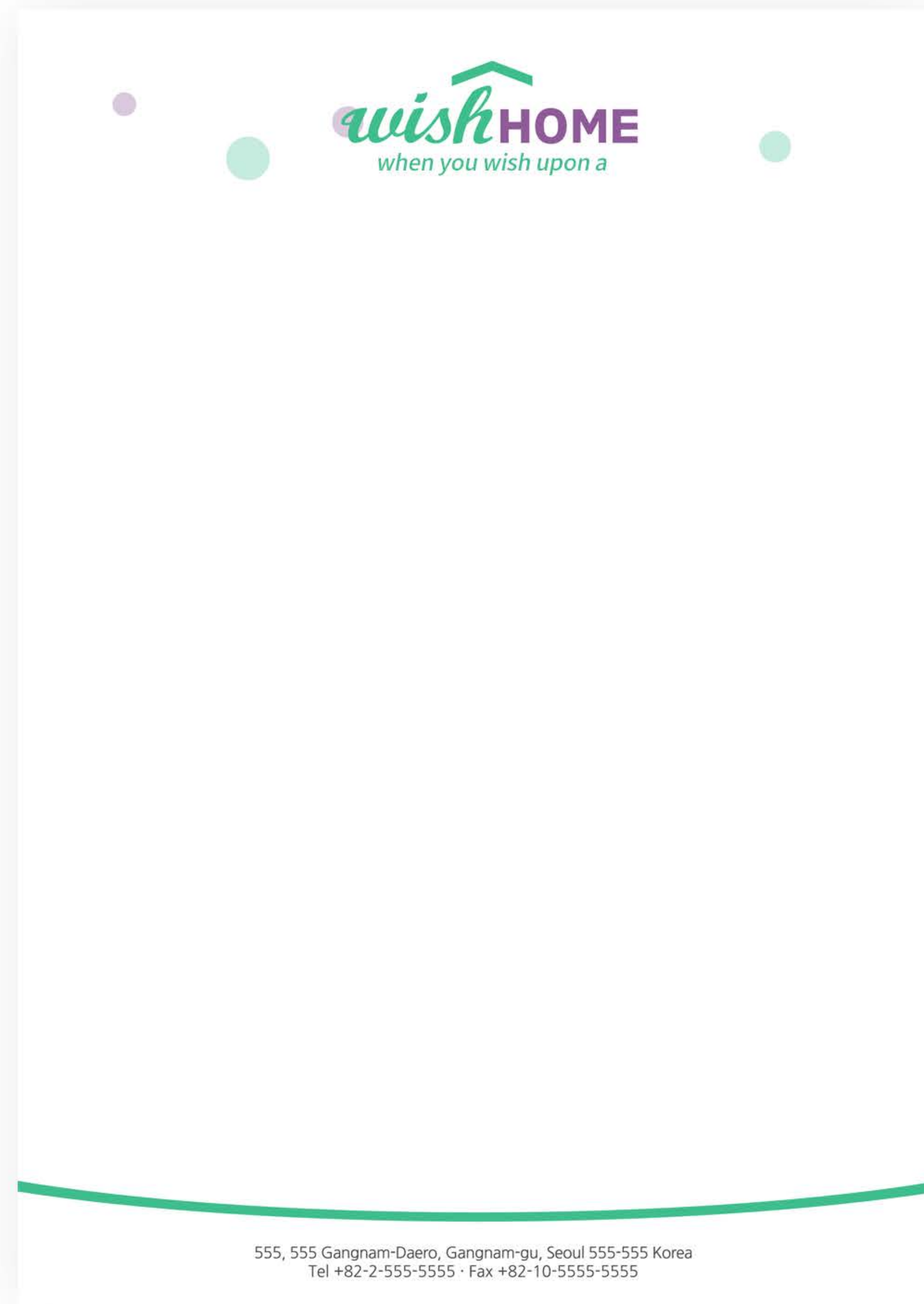
APPLICATION SYSTEM



Small



Large

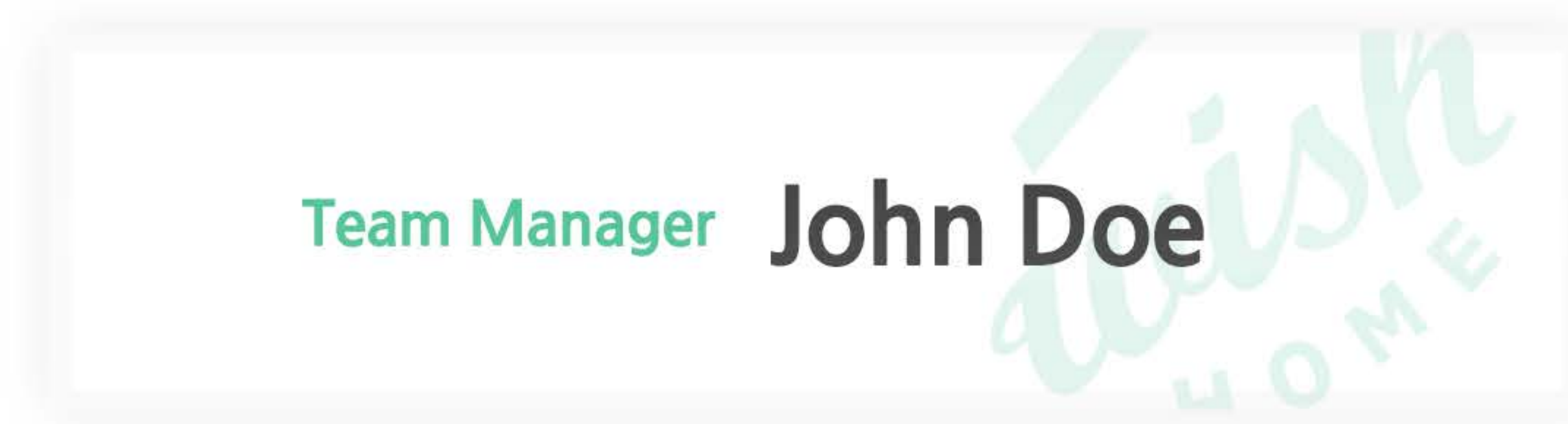


Badge · Name Tag

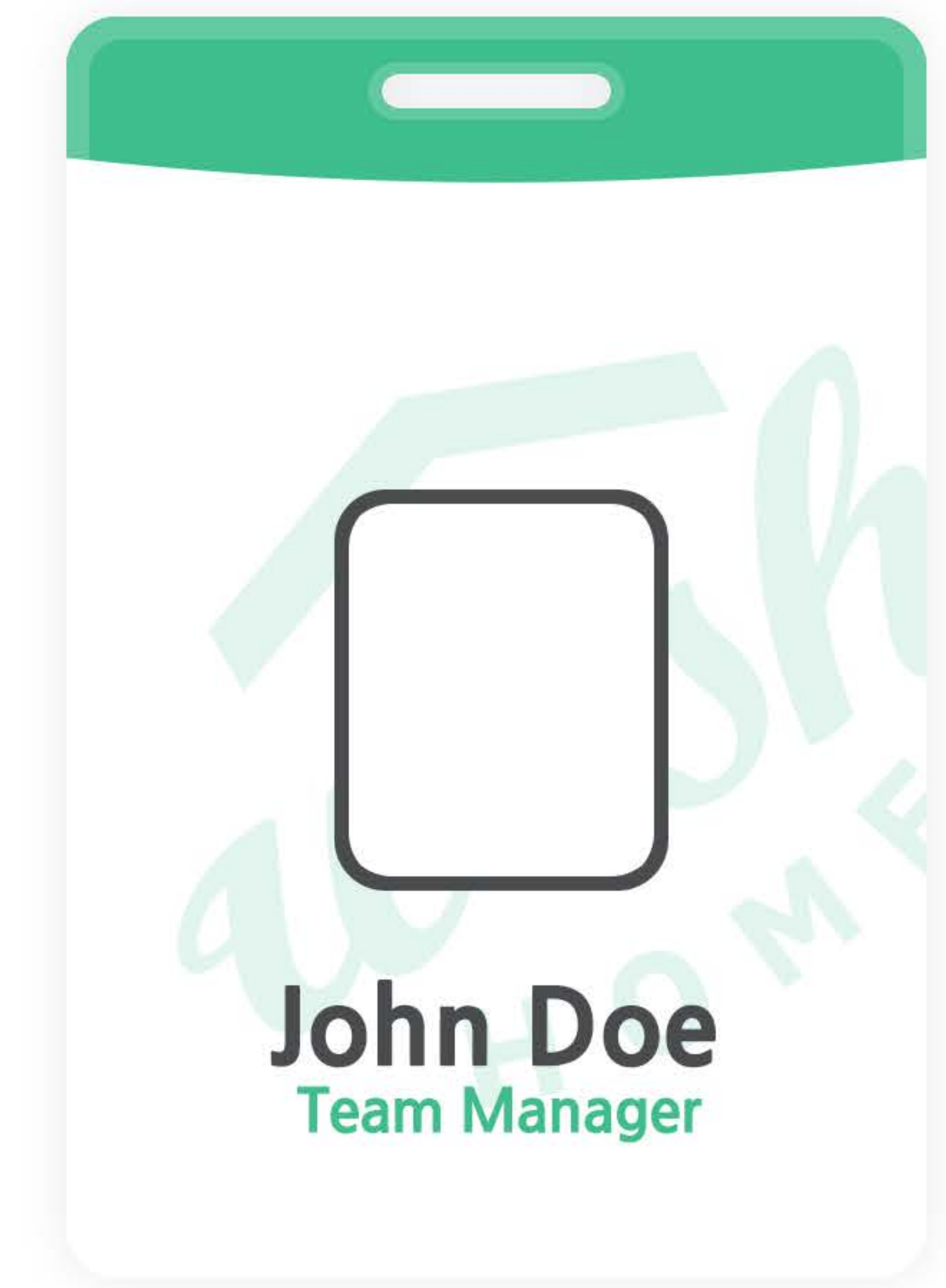
APPLICATION SYSTEM



Badge



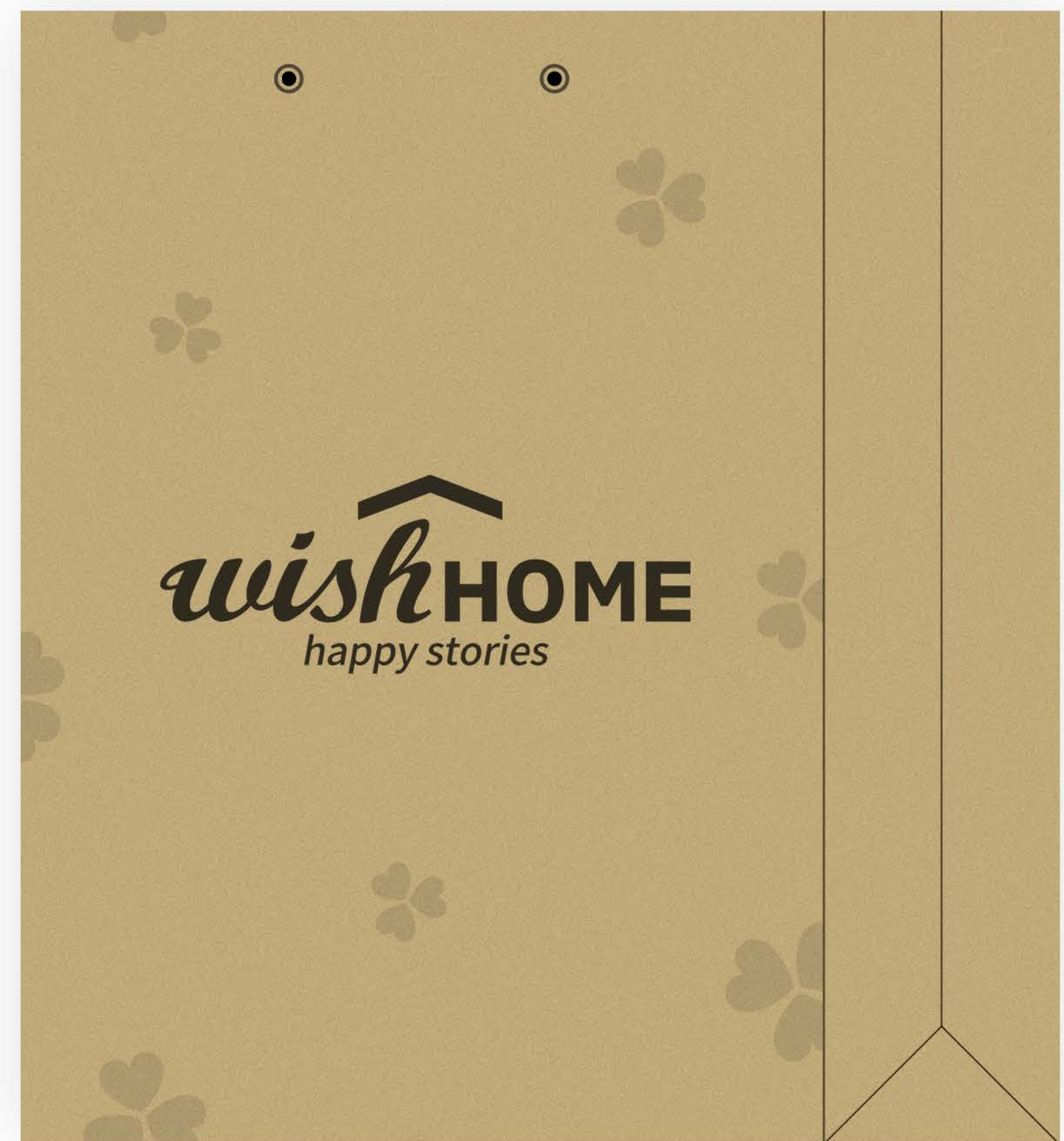
Name Tag



ID Card

Carrier Bag

APPLICATION SYSTEM



Vehicle

APPLICATION SYSTEM



T-Shirt

APPLICATION SYSTEM

