

CREATIVE OF THANKYOU MOTHER

ROUND PROJECT IDENTITY GUIDELINE



RULES

Special attention should be taken to ensure that these guidelines are not leaked to the outside or copied without permission. When placing a production order, only the necessary parts should be extracted and rented, and recovered upon completion of the work.

This material may not be used for reusable purposes, such as printing, and the reproduction and copying of manuscripts will only utilize the files contained in the guide.

The provisions of this guideline shall be strictly governed by the regulations and shall not be subject to any alteration.

If it is deemed necessary to modify or supplement or to develop new application items, it shall be modified, supplemented or newly developed after consultation with the ROUND Brand Management Department.

The image used in this guideline is a reference image and should be purchased and used separately if necessary.

BASIC SYSTEM

- BS-01 SYMBOL, 심볼
- BS-02 SYMBOL GRID, 심볼그리드
- BS-03 SYMBOL SPACE, 심볼공간규정
- BS-04 LOGO TYPE / ENGLISH, 로고타입
- BS-05 SIGNATURE / ENGLISH, 시그니처
- BS-06 SYMBOL COLOR SCHEME, 심볼 색상 계획
- BS-07 SYMBOL COLOR SCHEME, 심볼 색상 응용
- BS-08 BRIGHTNESS OF COLOR SCHEME,
배경 명도 계획
- BS-09 E.I. PROHIBITIONS, 금지 규정
- BS-10 LOGO TYPEFACE, 서체규정
- BS-11 2020 KEY VISUAL TYPEFACE,
2020 키비주얼 서체규정

As shaping a circle and initial of 'R' from ASEAN-Korea Music Festival 'ROUND' and combining one for all, it symbolizes the music festival that Asia and Korea unite as one. Shape of capital letter R is motivated from connecting ASEAN countries' geographical location, and presented one-united ASEAN as illustrating one and only visual object. In addition, by expressing Korea in a circle shape and including it in the logo, it has made it clear as music festival uniting ASEAN and Korea as one.

7mm



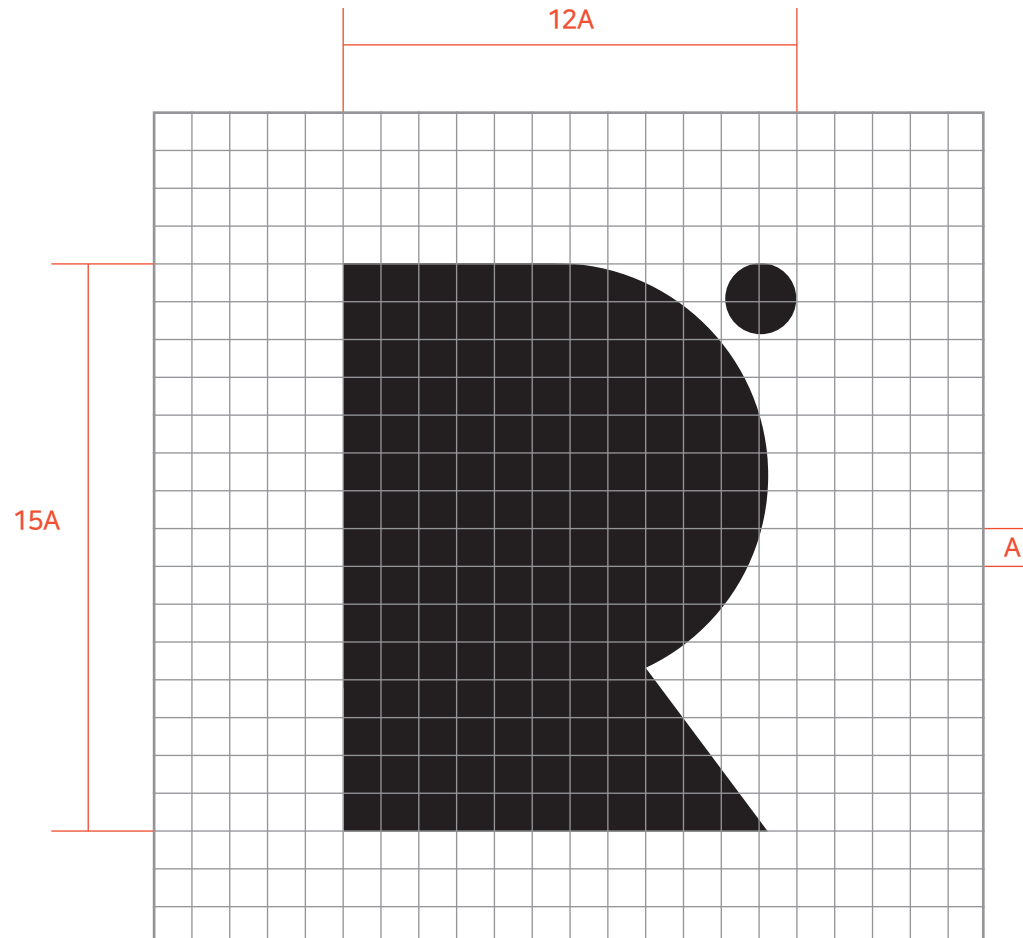
Minimum Size 최소규정
실제규격의 100%
단위 : mm

심볼



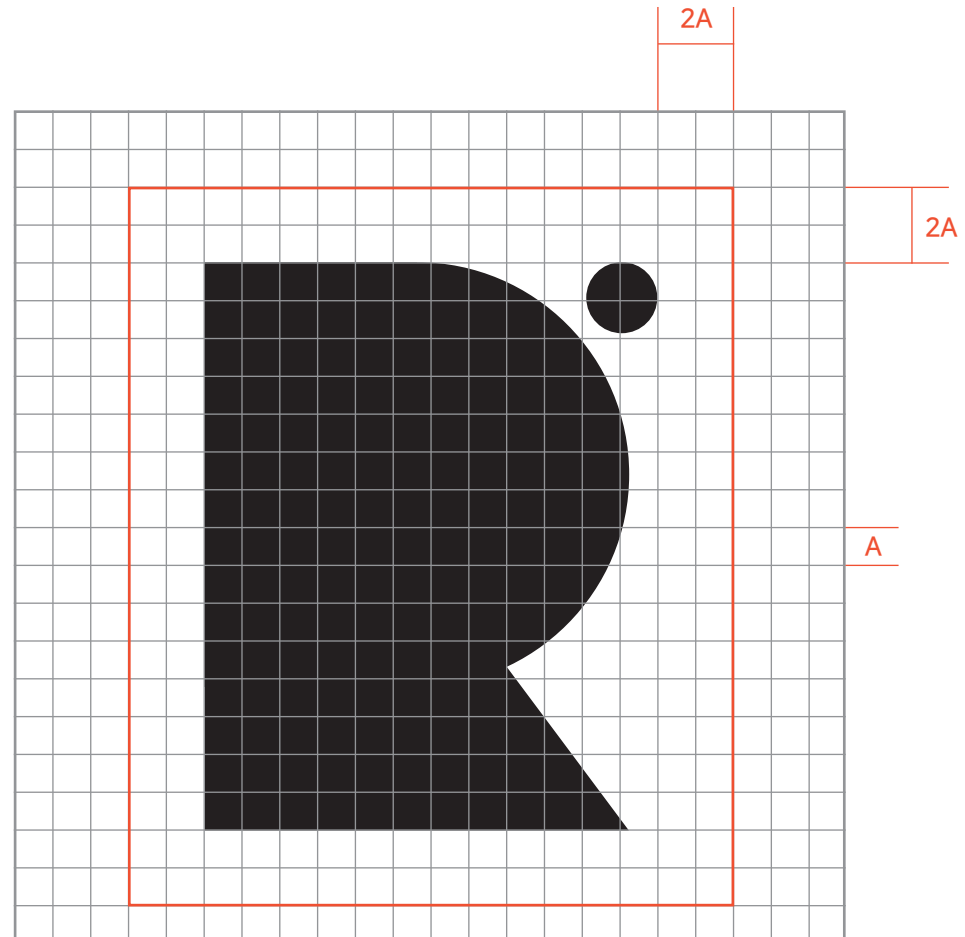
Since this symbolic mark is official logo, need to be aware to use properly. Moreover, it is unique design, for this reason, any transform of design is not permitted, and reproduce of symbol mark must be practiced by using computer data in principle. The grid below can be used when adjustment is inevitable only. Except this case, please use correctly after asking P.I. department.

심볼그리드



You must follow spatial resolution for ideal illustration. If there's other design near by the symbol, the original image could be damaged. Therefore, you must secure CLEAR SPACE around certain space.

심볼공간규정



Since logo type is official, need to be aware to use properly. Moreover, it is unique design, for this reason, any transform of design is not permitted, and reproduce of logo type must be practiced by using computer data in principle. Any other case, use correctly after asking P.I. department.

로고타입

ROUND

The signature, the combination of symbolic mark and logo type, is the form that can redouble visibility and cognition, more than exclusively use. The signature is required being cautious when using, and be aware misused signature can cause bad influence to the event and be violated by the copyright. For use other than in the form illustrated below, use correctly after asking P.I. department.

시그니처



Color regulation must be observed for the ideal representation of symbol. Color reproduction of symbol is a principle of using a variety of colors, but color reproduction of symbol is produced in accordance with the following regulations when it is required to be printed in four primary colors due to the nature of the media to be applied or in media for screen output, such as computers, TVs, etc. Symbol mark's main color can be adjusted by each festivals's identity. This provides opportunity to be equal by 'Round' brand uses every ASEAN countries' color in neutral.

심볼 색상 계획



INDONESIA
KOREA
SINGAPORE



CAMBODIA
LAOS
MALAYSIA
PHILLIPINES
THAILAND



BRUNEI
VIETNAM



MYANMAR

These are the default color variation that fits the theme of AKMF. The color of the symbol is applied to match the identity concept of the event every year.

심볼 색상 응용



PANTONE
1788C

C 0
M 84
Y 88
K 0



PANTONE
2695C

C 80
M 90
Y 0
K 40

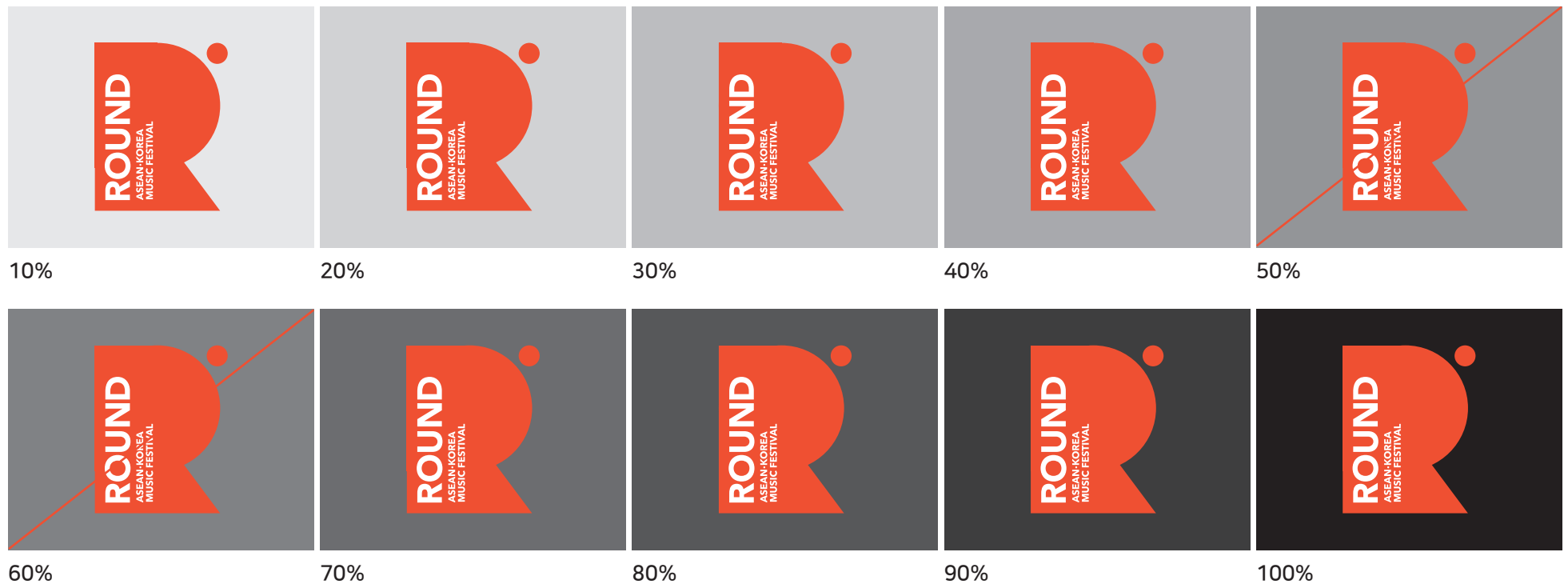


GRADATION
COLOR

C 0
M 0
Y 0
K 50

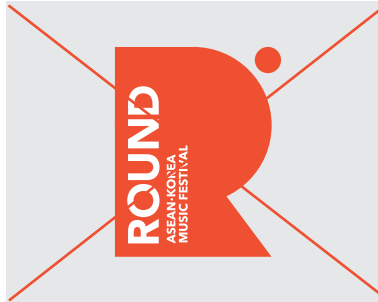
P.I. should be applied as POSITIVE on a bright background and NEGATIVE on a dark background. Background colors and EI have a clearer effect as contrast to brightness increases.

배경 명도 계획

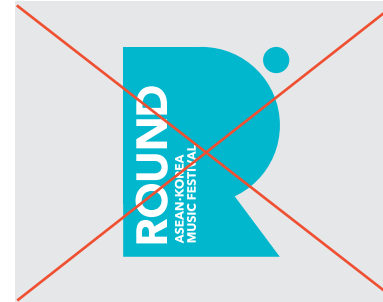


It shall comply with the specified regulations and shall never be used under any of the following.

금지 규정



Arbitrarily changing proportionality



Use a color other than the specified color



Any type of shadowing



Any other combination used for symbol and logo type



Use a different typeface



Applied slope randomly



Change color arbitrarily



Apply to a similar color background



Apply above a complex picture

Only designated font: AVENIR 95 Black must be used. AVENIR 35 LIGHT, AVENIR 55 ROMAN are proper for writing long sentences, addresses, advertisement, or etc. 95 BLACK is effective for headline, subhead, and phrase for emphasis.

서체규정

AVENIR 35 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!@#\$%^&*()_+

AVENIR 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!@#\$%^&*()_+

AVENIR 95 BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!@#\$%^&*()_+**

Keep designated font: AVENIR 95 Black, but changing KEY VISUAL font is possible by annual event's theme. AKMF 2020's English, number, and sign font is 'GOTHAM-BOLD', Korean font is '나눔스퀘어(Nanumsquare)'.

서체규정

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!@#\$%^&*()_+

나눔스퀘어 고딕 REGULAR

가나다라마바사아차카타파하
라운드뮤직페스티벌
0123456789~!@#\$%^&*()_+

나눔스퀘어 고딕 EXTRA BOLD

가나다라마바사아차카타파하
라운드뮤직페스티벌
0123456789~!@#\$%^&*()_+

APPLICATION SYSTEM

- AS-01 POSTER, 포스터
- AS-02 BUSINESS CARD, 명함
- AS-03 ENVELOPE / TICKETS, 봉투 / 입장권용
- AS-04 INVITATION / KOREAN, 초대장 / 국문
- AS-05 ENVELOPE / INVITATION, 봉투 / 초대장용
- AS-06 LETTER HEAD, 레터헤드
- AS-07 ENVELOPE / SMALL, 봉투 / 소
- AS-08 ENVELOPE / LARGE, 봉투 / 대
- AS-09 AWARD SHEET, 감사장
- AS-10 TICKETS, 입장권
- AS-11 TICKETS, 팔찌형 입장권
- AS-12 VEHICLE GRAPHIC, 차량 부착용 스티커
- AS-13 STICKER, 스티커
- AS-14 VEHICLE PASS, 차량용 비표

Size: 420X594 mm

Paper material: 100g white paper

Print: four-color offset

Post-process: After matt-laminating,
partial glossy coat

포스터



Size: 55x90mm

Paper material: 300g white paper

Double sided print: four-color offset

명함



KBS AKMF 프로젝트팀
팀장

황 국 찬

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Add. 강원도 춘천시 방송길 109 (24363)



KBS AKMF PROJECT TEAM
DEPUTY DIRECTOR

KUKCHAN HWANG

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Url. www.roundfestival.net
Add. (24363) 109, Bangsong-gil,
Chuncheon-si, Gangwon-do, Korea

Size: 165x70mm

Paper material: 120g white paper

Front print: 4 degree offset

봉투 / 입장권용



폼텍 주소용라벨지
No. 3106 (64x34mm)



폼텍 주소용라벨지
No. 3106 (64x34mm)

Size

1) fold: 95x220mm

2) unfold: 190x220mm

Paper material: 120g white paper

Print: four-color offset

Post-process: partial glossy coating

초대장 / 국문

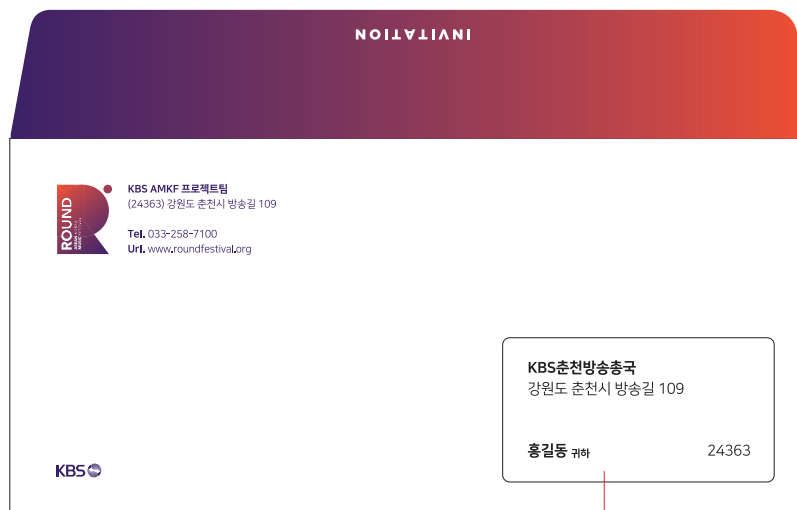


Size: 235x110mm

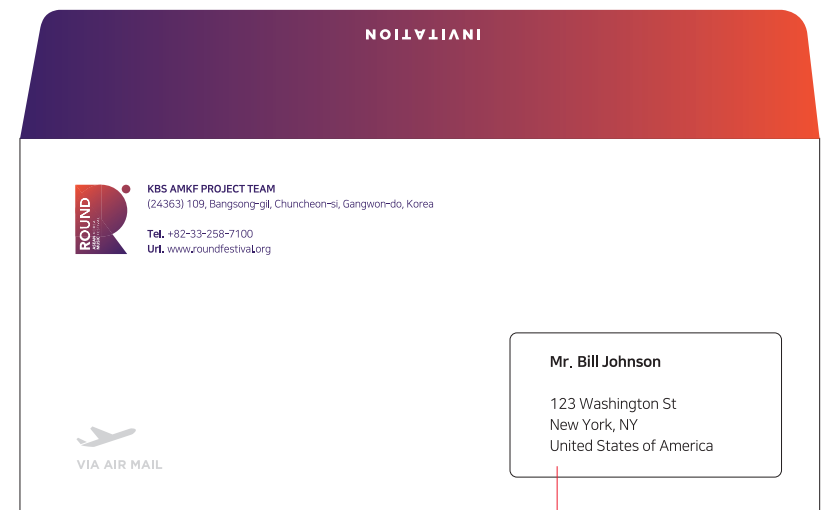
Paper material: 120g white paper

Front print: four-color offset

봉투 / 초대장용



폼텍 주소용라벨지
No. 3106 (64x34mm)



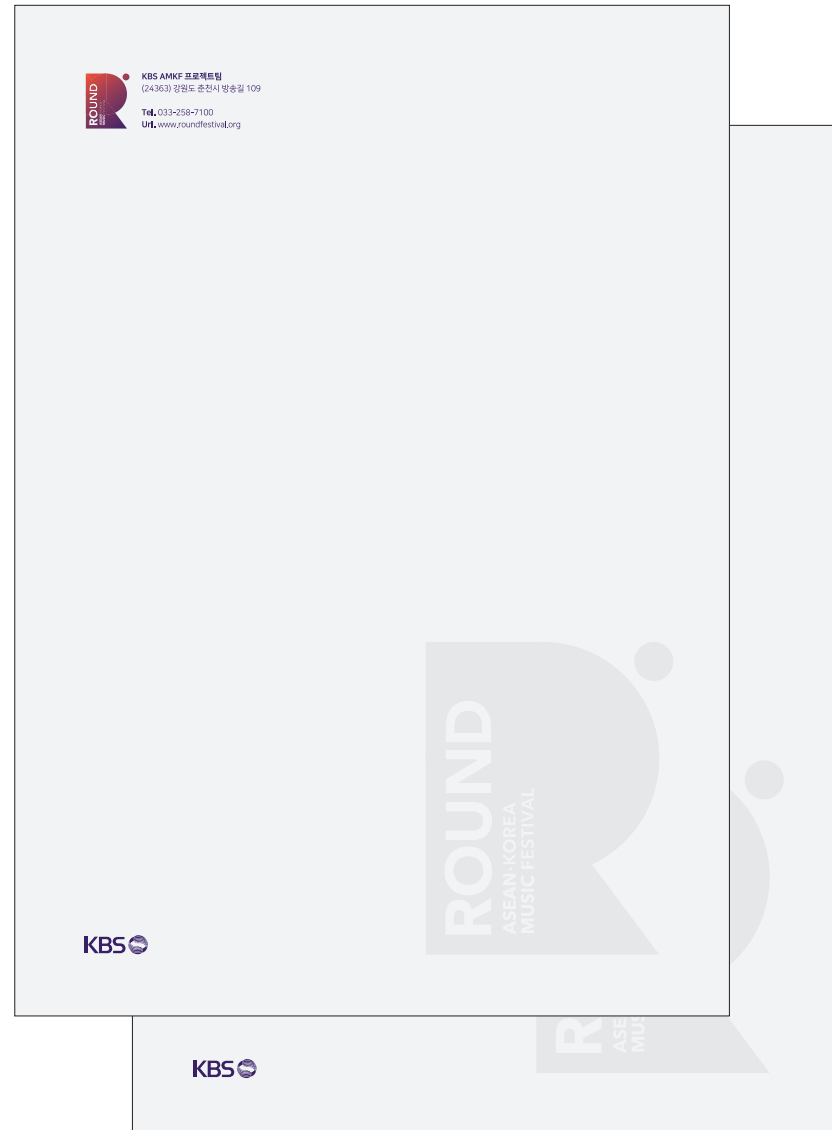
폼텍 주소용라벨지
No. 3106 (64x34mm)

Size: 210x297mm

Paper material: 120g white paper

Print: four-color offset

레터헤드

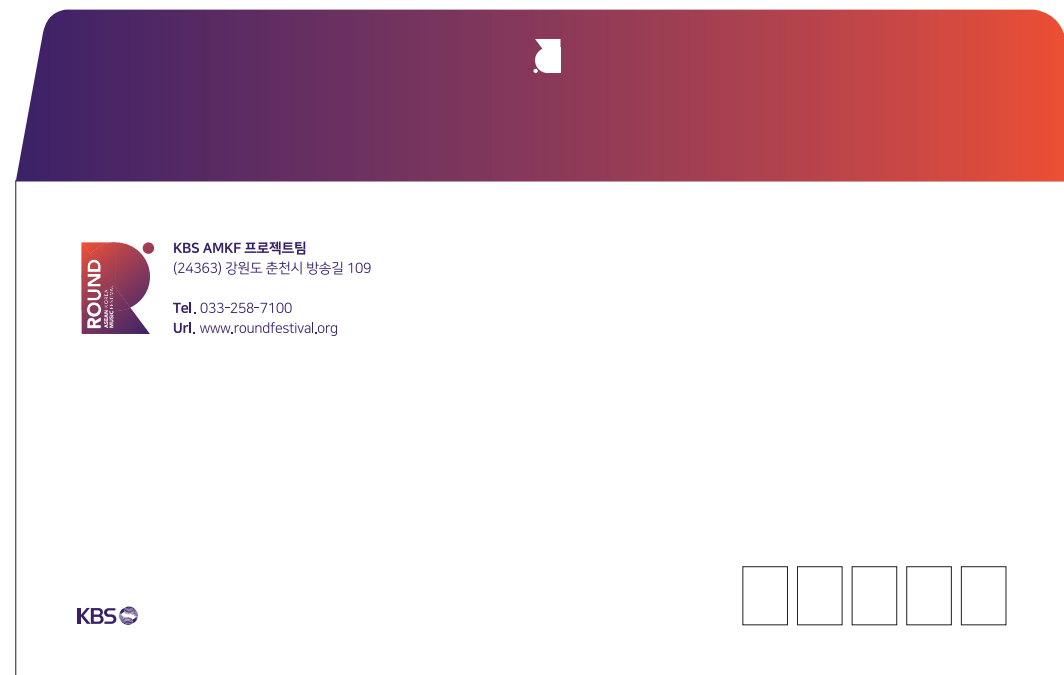


Size: 235x110mm

Paper material: 120g white paper

Print: four-color offset

봉투 / 소

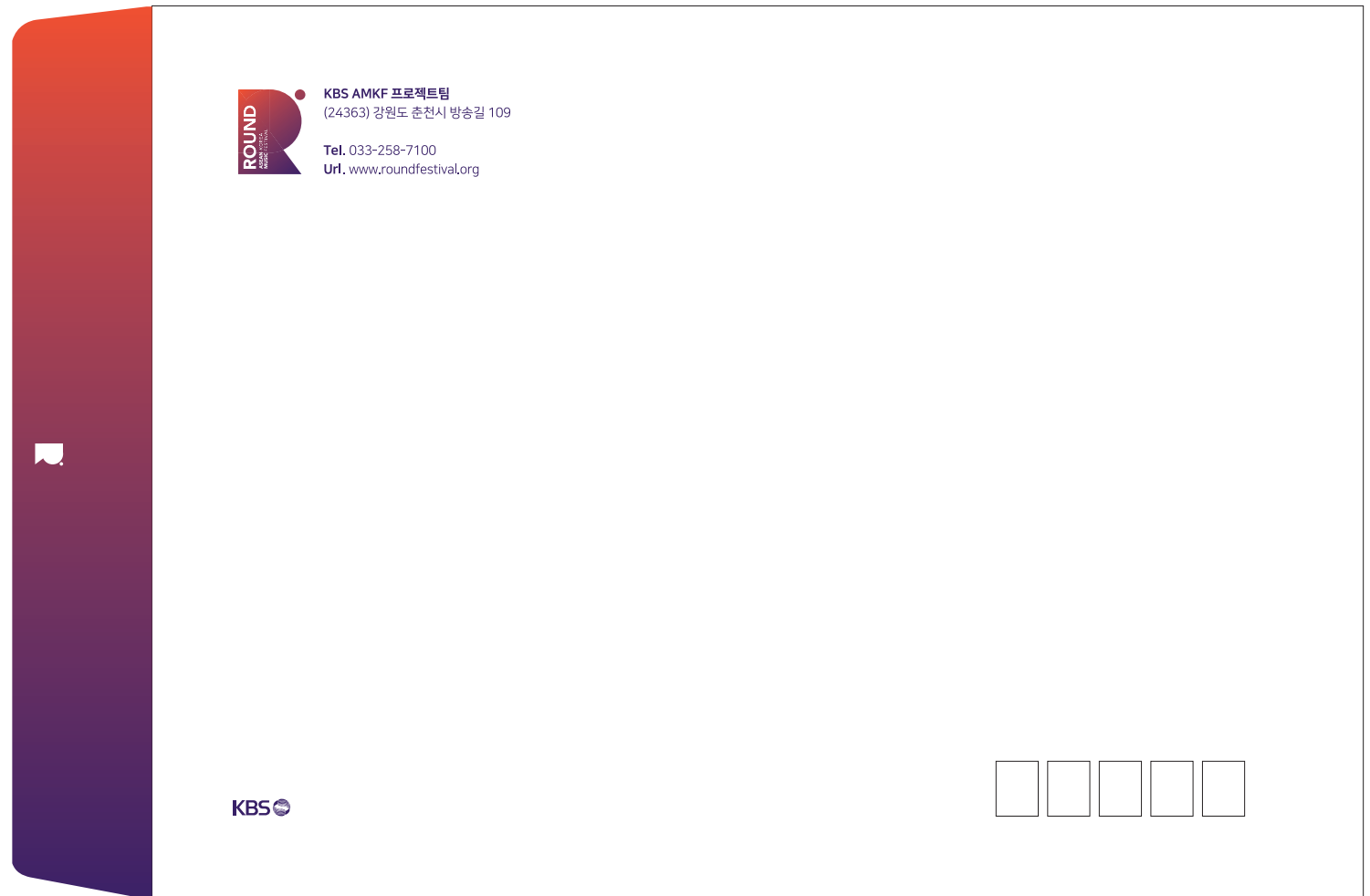


Size: 325x240mm

Paper material: 120g white paper

Print: four-color offset

봉투 / 대




Size: 210x297mm

Paper material: 250g white paper

Print: four-color offset

감사장





제 2020-001호

감사장

귀하께서는 남다른 봉사정신과 투철한 사명감으로
지역사회 발전에 헌신하였을 뿐만 아니라,
특히 한국과 아시아 음악 교류를 위한
'2020 한·아세안뮤직페스티벌'에 기여한
공이 크므로 이에 표창합니다.

2020년 월 일
KBS AKMF 운영위원회



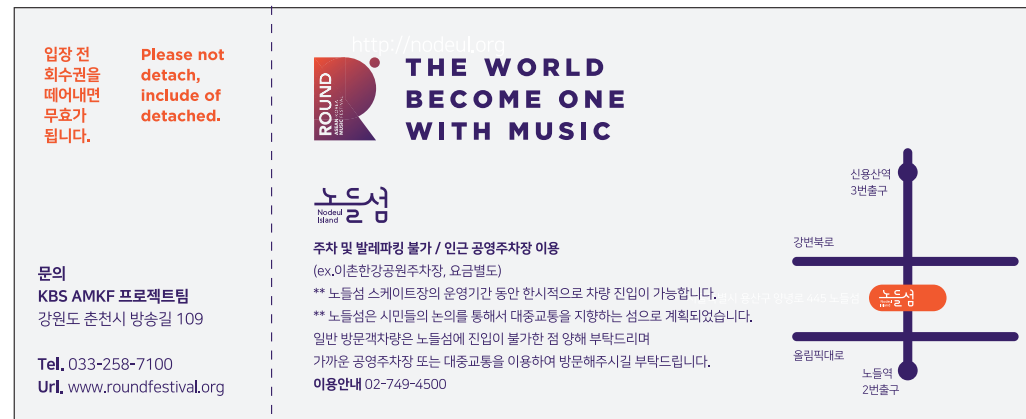
Size: 160x65mm

Paper material: 120g white paper

Front print: four-color offset

Back print: four-color offset

입장권

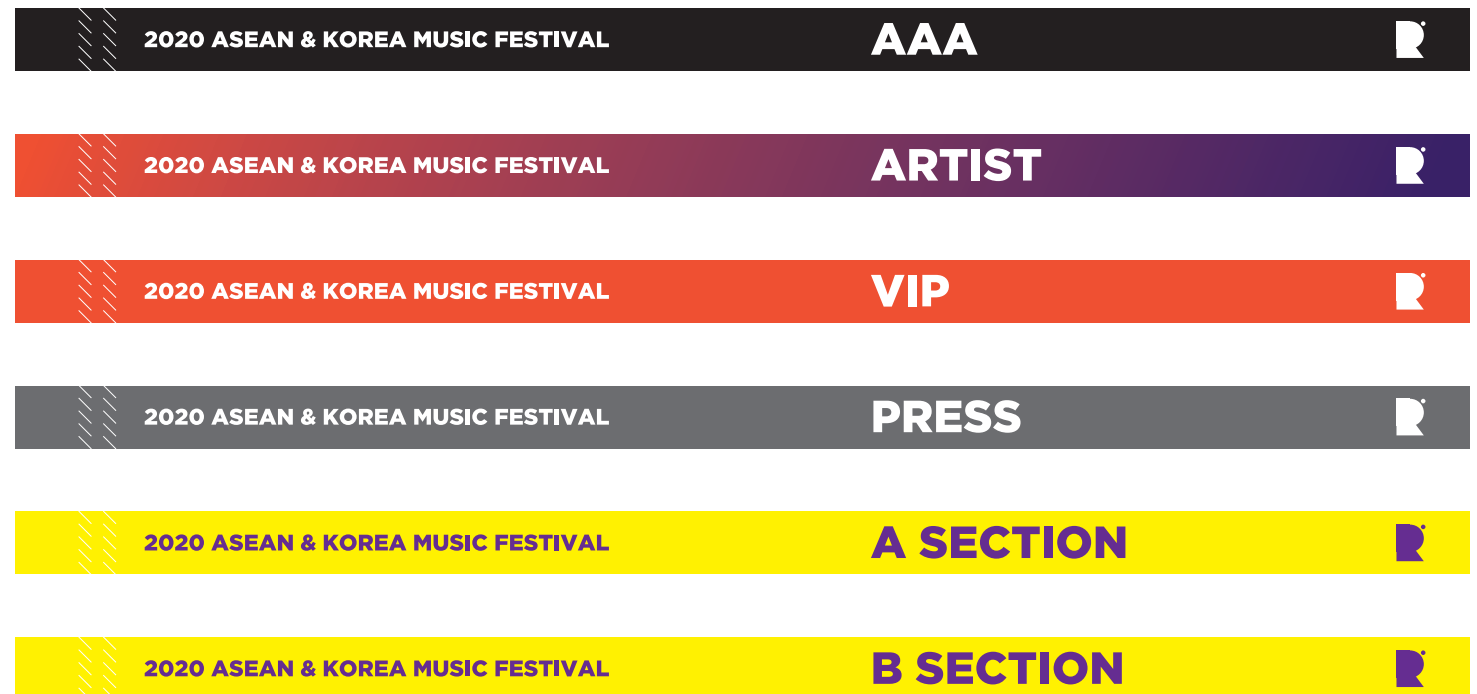


Size: 12x280mm

Paper material: 120g white paper

Print: four-color offset

팔찌형 티켓



1 Size: 600x200mm

2 Size: 220x70mm

차량부착용 스티커



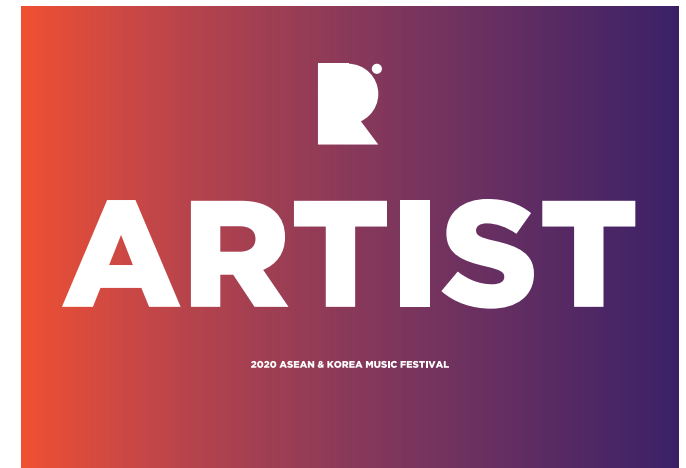
Size: 50x50mm

스티커



Size: 210x297mm

차량용비표



SIGNAGE SYSTEM

Size: 6000x700mm

지정현수막

ASEAN-KOREA
MUSIC FESTIVAL

한·아세안뮤직페스티벌
2020.6.21~22
NODEL ISLAND LIVEHOUSE

ASEAN-KOREA
MUSIC FESTIVAL

한·아세안뮤직페스티벌
2020.6.21~22
NODEL ISLAND LIVEHOUSE

ASEAN-KOREA
MUSIC FESTIVAL

한·아세안뮤직페스티벌
2020.6.21~22
NODEL ISLAND LIVEHOUSE

Size: 600x2300mm / 600x1800mm

세로현수막



Size: 600x1800mm

가로등현수막

**2020
ASEAN-
KOREA
MUSIC
FESTIVAL**

한·아세안
뮤직페스티벌

**2020.
6.21~22**
NODEL ISLAND
LIVEHOUSE

KBS

**2020
ASEAN-
KOREA
MUSIC
FESTIVAL**

한·아세안
뮤직페스티벌

**2020.
6.21~22**
NODEL ISLAND
LIVEHOUSE

KBS

**2020
ASEAN-
KOREA
MUSIC
FESTIVAL**

한·아세안
뮤직페스티벌

**2020.
6.21~22**
NODEL ISLAND
LIVEHOUSE

KBS

**2020
ASEAN-
KOREA
MUSIC
FESTIVAL**

한·아세안
뮤직페스티벌

**2020.
6.21~22**
NODEL ISLAND
LIVEHOUSE

KBS

Size: 3000x3000mm

사각현수막



CREATIVE OF THANKYOU MOTHER

END OF DOCUMENT

ROUND PROJECT IDENTITY GUIDELINE