KNSO CI GUIDE

국립심포니오케스트라 CI 가이드

KOREAN NATIONAL SYMPHONY ORCHESTRA
CORPORATION IDENTITY GUIDE

Date	2022. 3. 31. THU
Proposition	슬로우모어

MOTIVE : PICK UP THE IDEA

note　initial k　initial n　initial s　initial o

CONCEPT : INTENTION OF PLANNING

직선과 곡선을 엮어 국립심포니오케스트라의 약자인 KNSO를 그려냈다.

가장 앞에는 음표들이 잔상을 그리듯 다른 높낮이로 리드미컬하게 흐른다.

이것은 국립심포니오케스트라의 가치, 목표, 비전의 가장 선두에 항상 '좋은 음악'을 두겠다는 의지이자 다짐이다.

k 는 무대와 객석이다. 무대에서 나오는 아름다운 소리가 객석을 향해 울려퍼진다.

n 는 단원이다. 8분 음표부터 64분 음표까지 음표 끝에 붙는 모양으로, 저마다 다른 속도와 소리, 음들을 그려낸다.

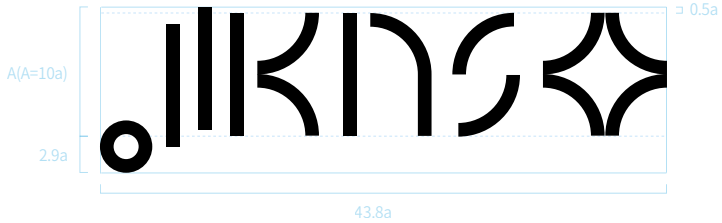
s 는 관객이다. 밝은 눈과 맑은 귀로 좋은 무대와 음악을 경험한 이들의 입가에는 자연스럽게 미소가 번진다.

o 는 삶이다. 무대 위의 조명처럼, 빛나는 별처럼 우리는 반짝거리는 마음을 간직한 채 저마다의 삶으로 돌아간다.

국립심포니오케스트라의 좋은 음악, 좋은 연주를 통해 많은 이가 더 환한 삶을 살길 바라본다.

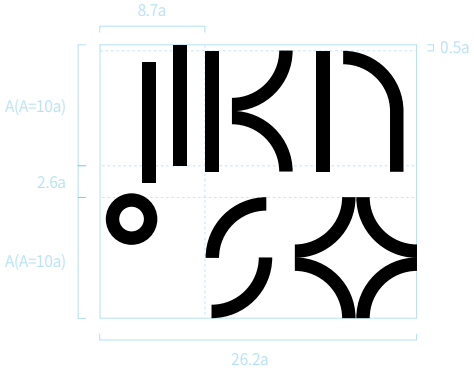
S-01 limit size 15mm, 48px (가로 기준)

S-02 limit size 15mm, 48px

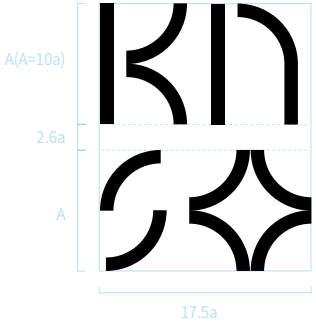


S-03 limit size 12mm, 38px

S-04 limit size 8mm, 26px



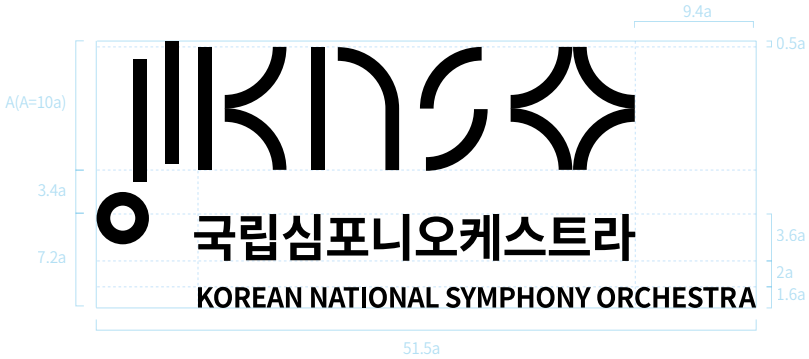
S-05 limit size 6mm, 18px



KE-B01 limit size 80mm 이상, 160px 이상 (가로 기준)

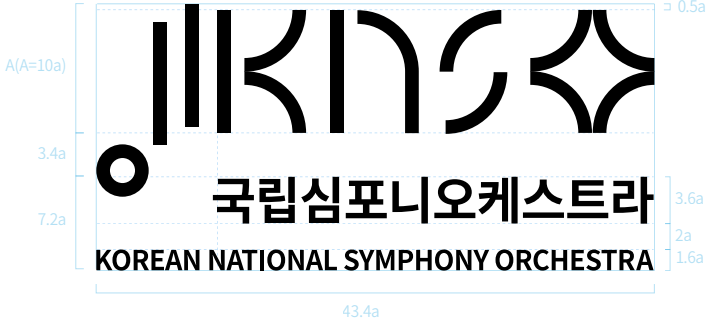
KE-B02 limit size 100mm 이상, 200px 이상 (가로 기준)

KE-01 limit size 25mm, 84px (가로 기준)



KE-02 limit size 25mm, 84px (가로 기준)

KE-03 limit size 22mm, 70px



KE-04 limit size 22mm, 72px

KE-05 limit size 22mm, 64px (가로 기준)

KE-06 limit size 20mm, 64px

KE-07 limit size 22mm, 70px

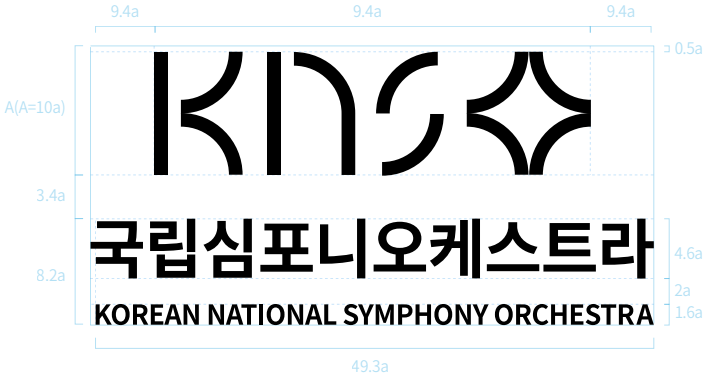
KE-08 limit size 22mm, 70px

KE-09 limit size 20mm, 64px (가로 기준)

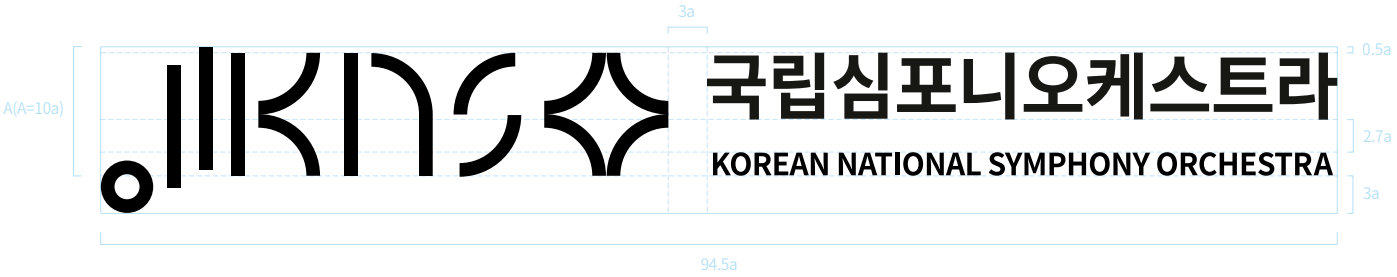
KE-10 limit size 18mm, 56px

KE-11 limit size 18mm, 55px

KE-12 limit size 18mm, 56px

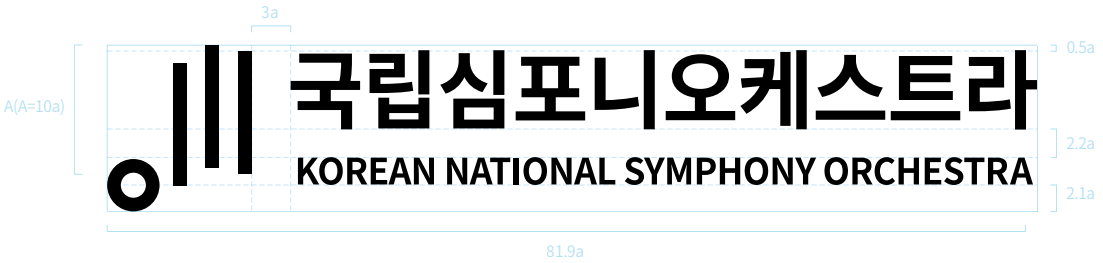


KE-13 limit size 44mm, 116px (가로 기준)

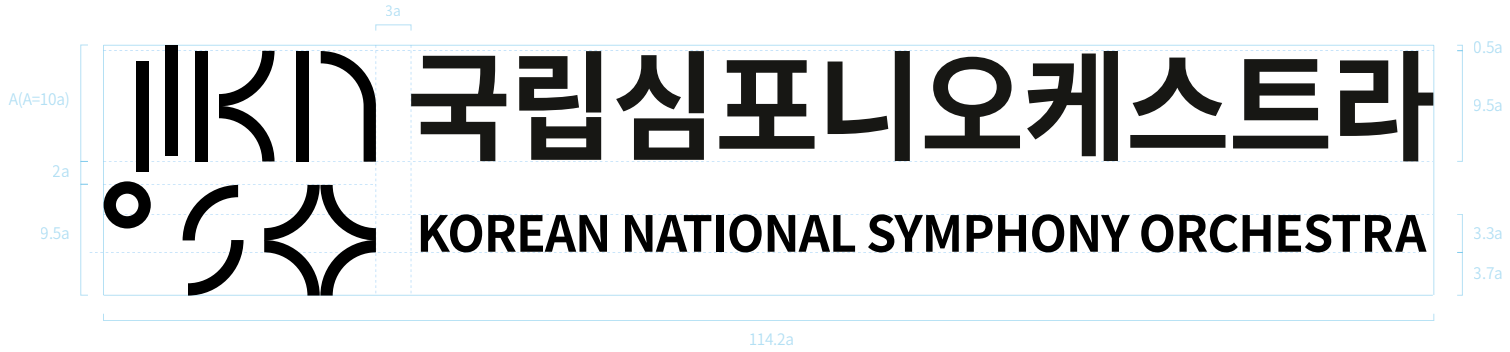


KE-14 limit size 40mm, 104px

KE-15 limit size 26mm, 68px

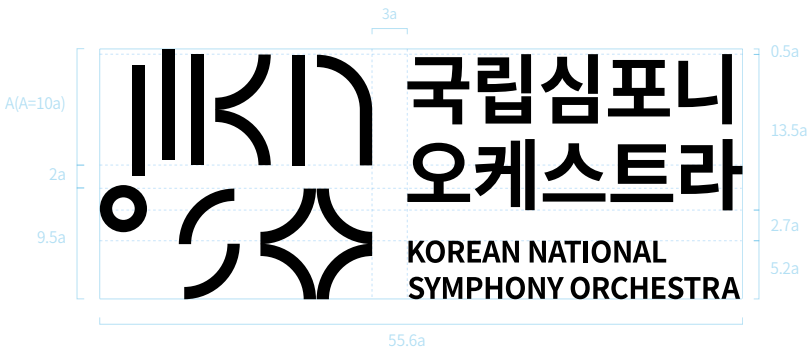


KE-16 limit size 54mm, 88px (가로 기준)



KE-17 limit size 50mm, 80px (가로 기준)

KE-18 limit size 24mm, 52px (가로 기준)



KE-19 limit size 24mm, 46px

KE-20 limit size 20mm, 46px

KE-21 limit size 22mm, 40px

KE-22 limit size 14mm, 28px (가로 기준)

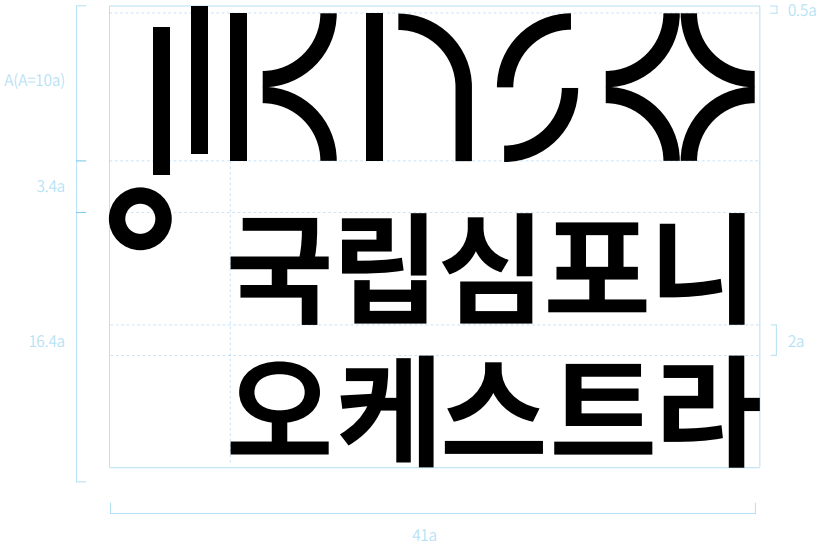
KE-23 limit size 20mm, 56px

KE-24 limit size 14mm, 28px

KE-25 limit size 20mm, 56px

K-01 limit size 20mm, 68px (가로 기준)

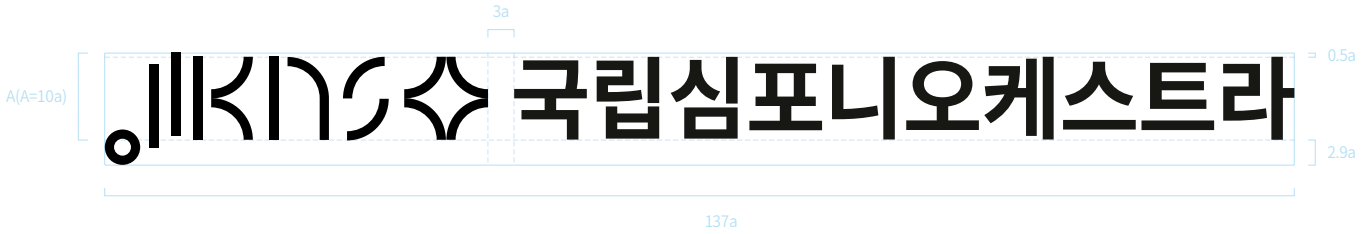
K-02 limit size 12mm, 34px



K-03 limit size 16mm, 56px (가로 기준)

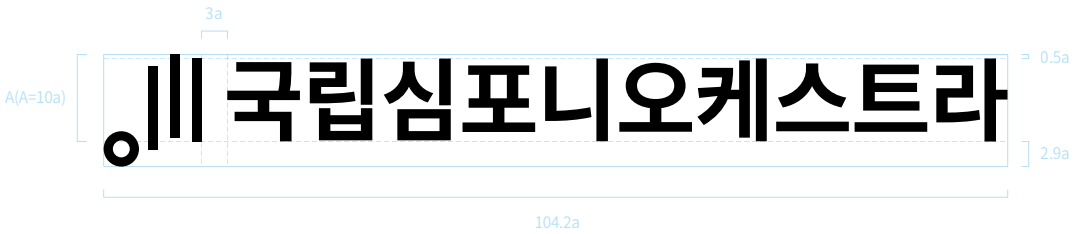
K-04 limit size 10mm, 28px

K-05 limit size 30mm, 84px (가로 기준)

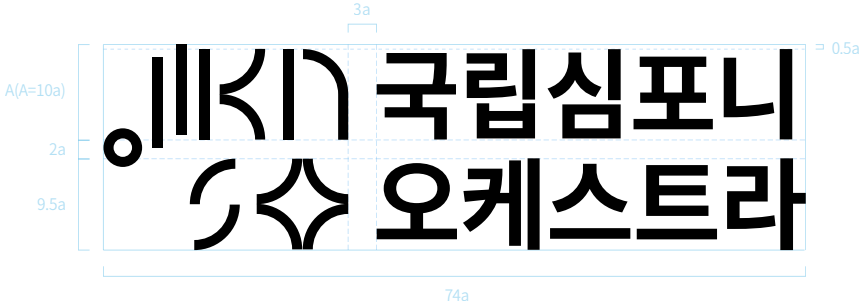


K-06 limit size 28mm, 78px

K-07 limit size 23mm, 64px



K-08 limit size 18mm, 44px (가로 기준)



K-10 limit size 12mm, 28px

K-09 limit size 16mm, 38px

K-11 limit size 12mm, 28px

E-01 limit size 22mm, 80px (가로 기준)

E-02 limit size 18mm, 80px

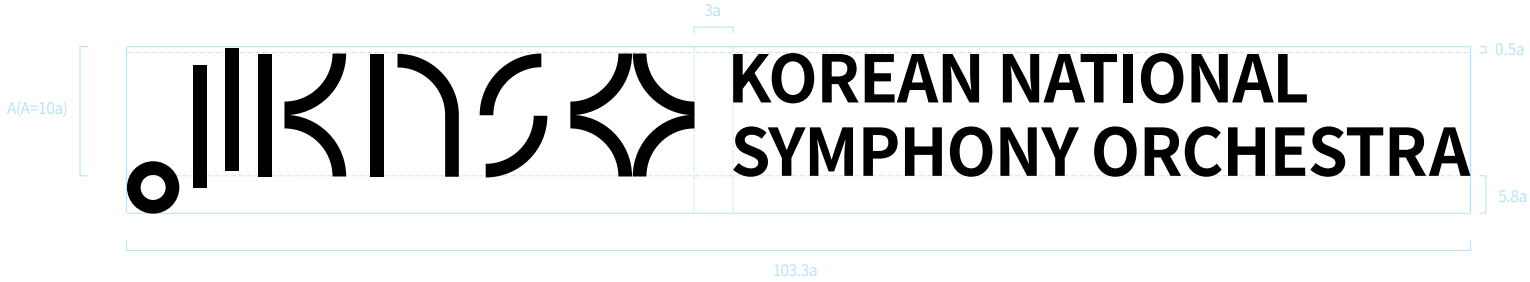
E-03 limit size 19mm, 80px

E-04 limit size 18mm, 66px (가로 기준)

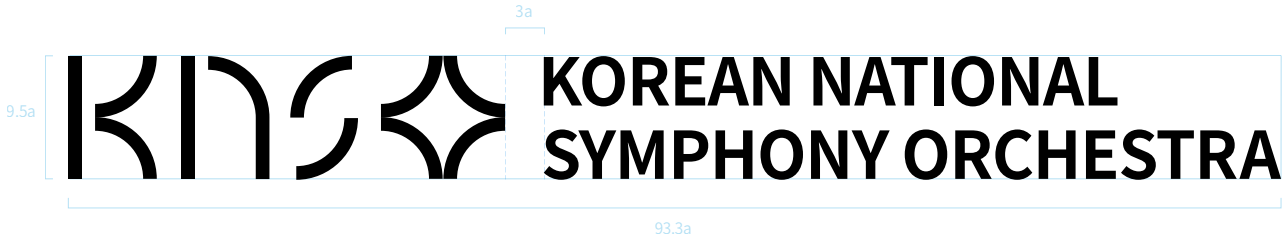
E-05 limit size 18mm, 66px

E-06 limit size 18.5mm, 66px

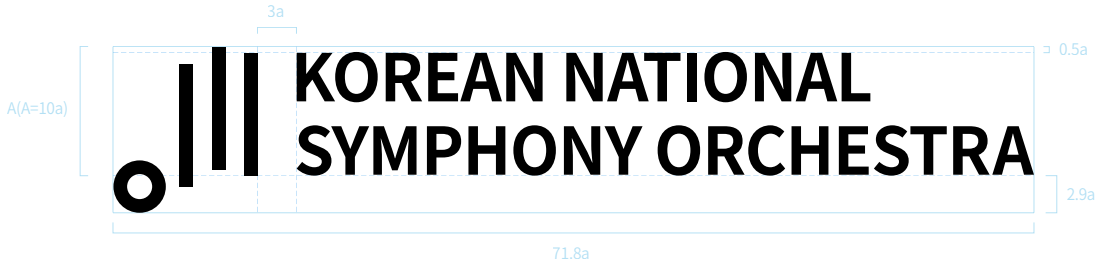
E-07 limit size 34mm, 120px (가로 기준)



E-08 limit size 30mm, 108px



E-09 limit size 23mm, 84px



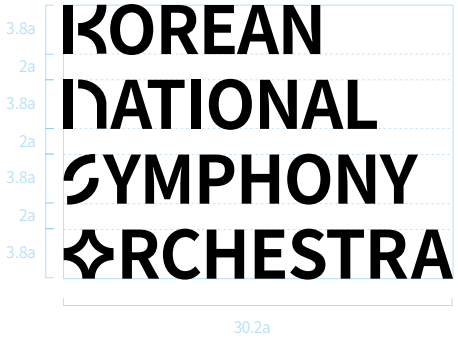
E-10 limit size 20mm, 64px (가로 기준)

E-11 limit size 16mm, 56px

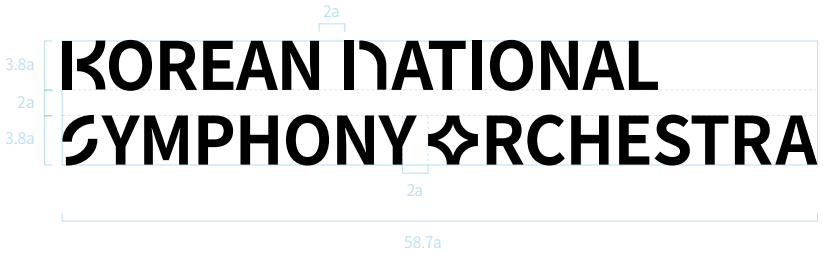
E-12 limit size 18mm, 66px

E-13 limit size 18mm, 66px

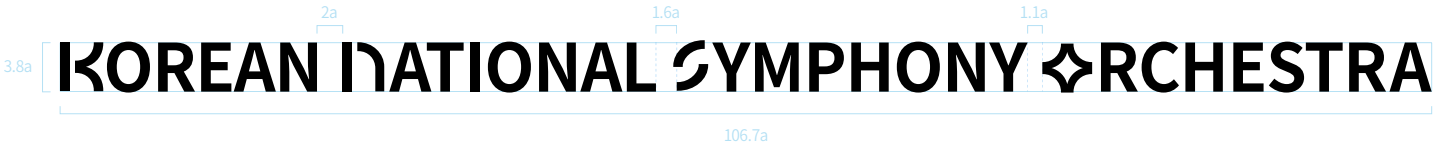
W-01 limit size 14mm, 35px (가로 기준)



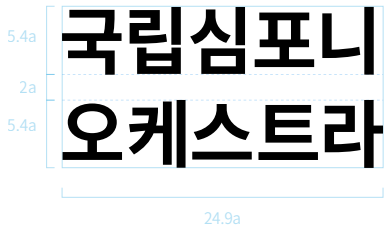
W-02 limit size 28mm, 68px



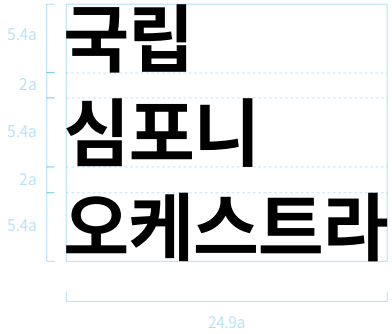
W-03 limit size 60mm, 124px



W-04 limit size 28mm, 32px (가로 기준)

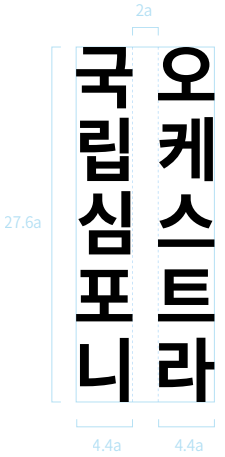


W-05 limit size 28mm, 32px



W-06 limit size 48mm, 64px

E-07 limit size 8mm, 15px



TYPEFACE

ENGLISH	Noto Sans CJK KR_Black	**KOREAN NATIONAL SYMPHONY ORCHESTRA**	horizontal scale 98% tracking 0
	Noto Sans CJK KR_Bold	**KOREAN NATIONAL SYMPHONY ORCHESTRA**	horizontal scale 98% tracking 0
	Noto Sans CJK KR_Midium	KOREAN NATIONAL SYMPHONY ORCHESTRA	horizontal scale 98% tracking 0
	Noto Sans CJK KR_Regular	KOREAN NATIONAL SYMPHONY ORCHESTRA	horizontal scale 98% tracking 0
	Noto Sans CJK KR_Light	KOREAN NATIONAL SYMPHONY ORCHESTRA	horizontal scale 98% tracking 10
	Noto Sans CJK KR_Thin	KOREAN NATIONAL SYMPHONY ORCHESTRA	horizontal scale 98% tracking 20

KOREAN	Noto Sans CJK KR_Black	**국립심포니오케스트라**	horizontal scale 98% tracking 0
	Noto Sans CJK KR_Bold	**국립심포니오케스트라**	horizontal scale 98% tracking -10
	Noto Sans CJK KR_Midium	**국립심포니오케스트라**	horizontal scale 98% tracking -10
	Noto Sans CJK KR_Regular	국립심포니오케스트라	horizontal scale 98% tracking -15
	Noto Sans CJK KR_Light	국립심포니오케스트라	horizontal scale 98% tracking -15
	Noto Sans CJK KR_Thin	국립심포니오케스트라	horizontal scale 98% tracking -20

COLOR PALETTE

MAIN COLOR

GREEN

#14503C

C 88	R 20	PANTONE
M 41	G 80	P135-16C
Y 75	B 60	3308C
K 44		343C

PINK

#E6BEBE

C 10	R 230	PANTONE
M 30	G 190	7605C 90%
Y 20	B 190	P 60-3C 86%
K 0		503C

BROWN

#785032

C 36	R 120	PANTONE
M 60	G 80	469C 90%
Y 75	B 50	161C 90%
K 44		

SUB COLOR

#143228

C 86	R 20
M 51	G 50
Y 72	B 40
K 68	

#007346

C 88	R 0
M 29	G 115
Y 84	B 70
K 17	

#469B78

C 73	R 70
M 17	G 155
Y 62	B 120
K 0	

#78C3A5

C 56	R 120
M 0	G 195
Y 44	B 165
K 0	

#AAE1C8

C 37	R 170
M 0	G 225
Y 29	B 200
K 0	

#913C4B

C 30	R 145
M 80	G 60
Y 50	B 75
K 30	

#CD6E8C

C 18	R 205
M 67	G 110
Y 25	B 140
K 0	

#D28C9B

C 17	R 210
M 53	G 140
Y 26	B 155
K 0	

#E1A5B4

C 10	R 225
M 44	G 165
Y 17	B 180
K 0	

#F5D7D7

C 2	R 245
M 20	G 215
Y 12	B 215
K 0	

#412819

C 48	R 65
M 68	G 40
Y 76	B 25
K 73	

#D28C5F

C 15	R 210
M 50	G 140
Y 64	B 95
K 4	

#D7B991

C 16	R 215
M 27	G 185
Y 46	B 145
K 4	

#CDB9A5

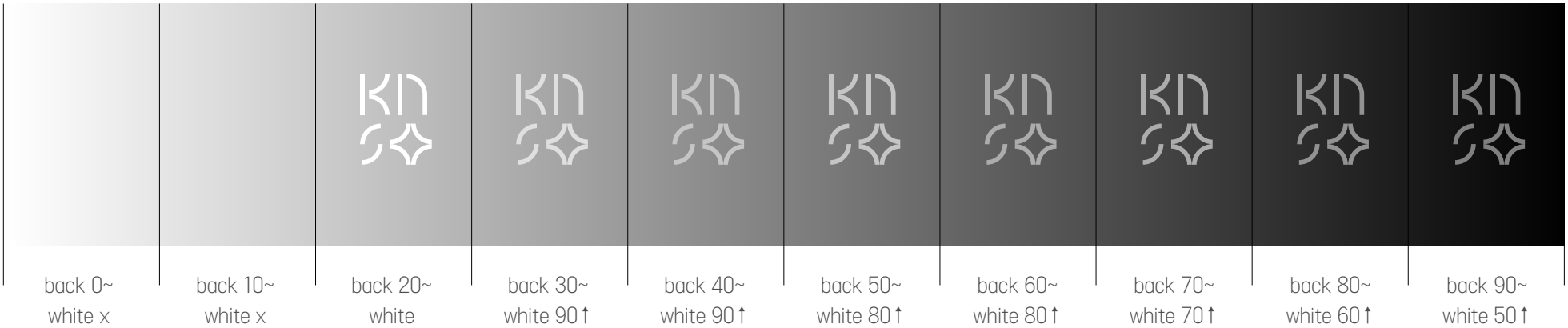
C 20	R 205
M 26	G 185
Y 34	B 165
K 5	

#E1D2C8

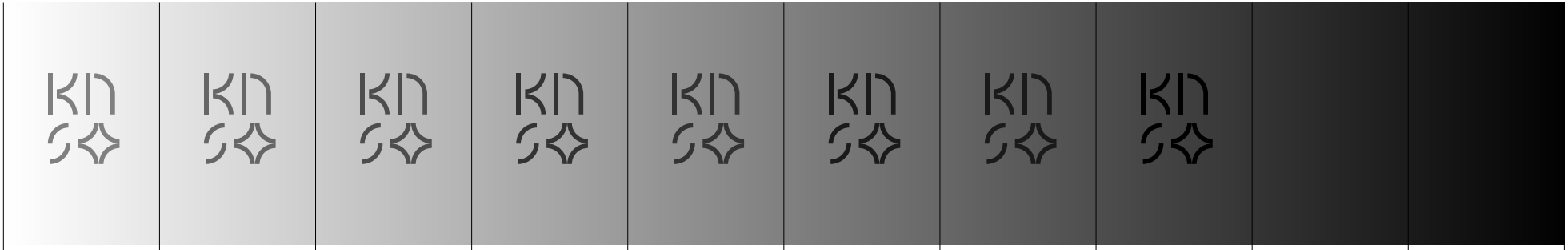
C 12	R 225
M 18	G 210
Y 20	B 200
K 0	

COLOR REGULATION

Unit : %



back 0~ white x	back 10~ white x	back 20~ white	back 30~ white 90↑	back 40~ white 90↑	back 50~ white 80↑	back 60~ white 80↑	back 70~ white 70↑	back 80~ white 60↑	back 90~ white 50↑

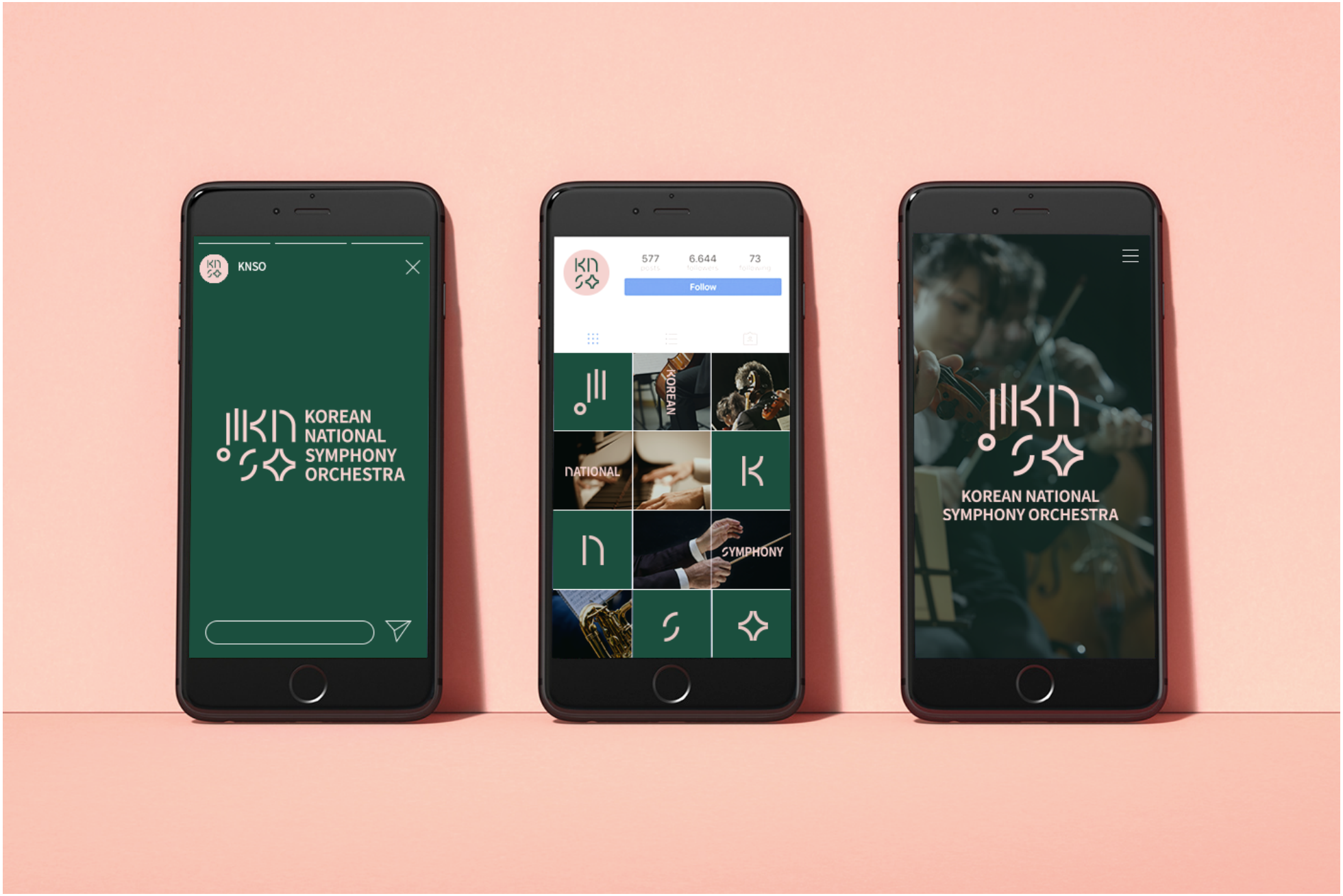


back 0~ black 50↓	back 10~ black 40↓	back 20~ black 30↓	back 30~ black 20↓	back 40~ black 20↓	back 50~ black 10↓	back 60~ black 10↓	back 70~ black	back 80~ black x	back 90~ black x

*로고 색상은 위의 규정에 따라 배경색과 로고의 배색 농도를 맞춰 가시성이 떨어지지 않는 범위 안에서 사용할 수 있습니다.

*백색부터 흑색까지 그레이스케일 컬러는 위의 규정에 따라 자유롭게 사용할 수 있습니다.

APPLICATION DESIGN DRAFT



APPLICATION DESIGN DRAFT

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APPLICATION DESIGN DRAFT