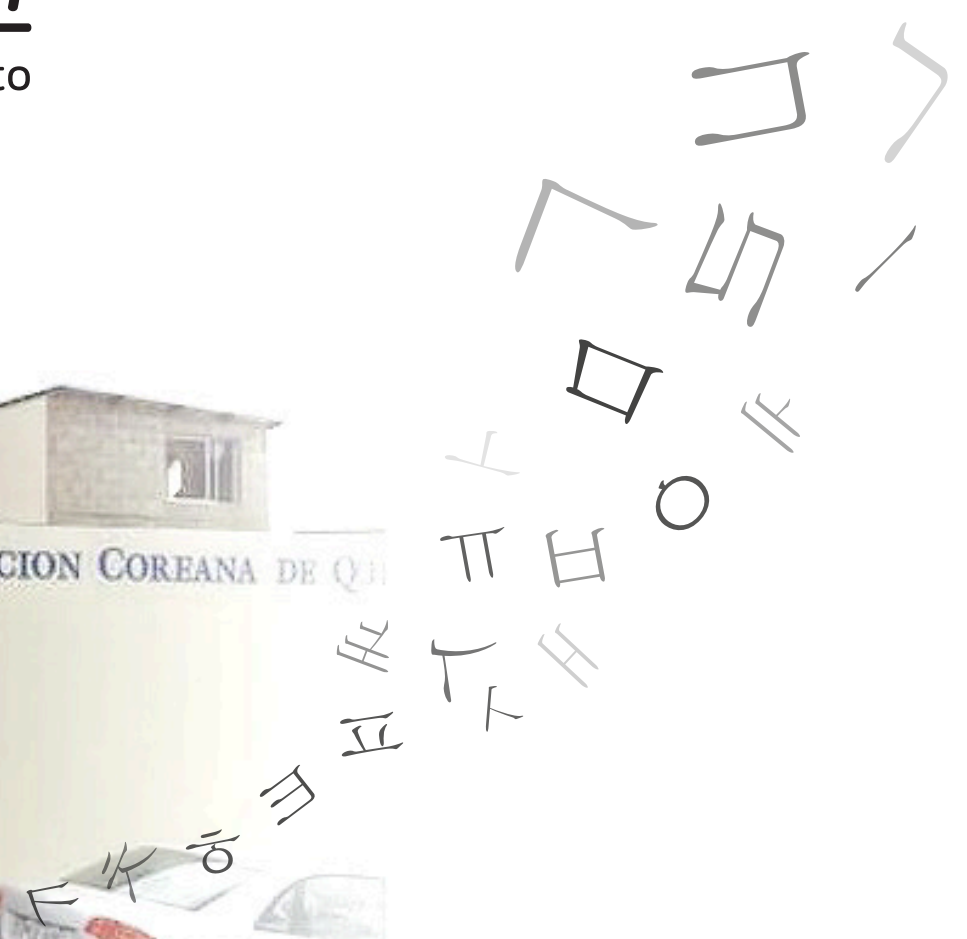


한글학교 키토한글학교
Escuela Coreana de Quito



Manual
Identidad **Institucional**

목차

목적: 디지털 이미지 로고 용법 이해와 제품견적 가이드.

1p. 디자인 개요 (Concepto del diseño)

2p. 색상 (Colores)

3p. 로고 (Logotipo)

4p. 로고 용법 (Uso del logotipo)

5p. 로고 용법 (Uso del logotipo)

6p. 로고 크기 (Tamaño de logotipo)

7p. 글씨체 (Tipografía)


8p - 14p. 서류용품 (Papelería)


15p. 라벨 (Etiqueta)

16p - 19p. 표지판 (Señalética)

20p. 안내도 (Directorio)

21p. 적용사진 (Aplicación)

 한국어 (Coreano)

 스페인어 (Español)

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디자인 개요

키토 한글학교

Quito Coreano Escuela

Las consonantes repetitivas

ㅎ = J
ㄱ = G

Caracteres seleccionados

모음 14 Consonantes: ㄱ=G, ㄴ=N, ㄷ=D, ㄹ=L y R, ㅁ=M, ETC.

자음 10 Vocales : ㅏ=a, ㅓ=e, ㅣ=i, ㅜ=o, ㅛ=u, ETC.

한글학교에 반복 연속 포함된 ㅎ, ㄱ 모음을 강조 및 한글의 다이나믹한 형상의 특성을 활용한 로고 디자인.

ㅎㄱ ㅎ ㅎ ㅎㄴ



Se aprovechó que el abecedario coreano actual

Concepto

인쇄소에 디자인 의뢰 시 해당 컬러 코드로 요청 그래야
오리지널 색감 적용 가능.

Bandera Sur Coreana




	R: 237 G: 30 B: 37	C: 0% M: 100% Y: 99%	K: 0% #ED1E25
	R: 39 G: 84 B: 165	C: 93% M: 76% Y: 0%	K: 0% #2754A5

+

Bandera Ecuatoriana



	R: 255 G: 242 B: 0	C: 0% M: 0% Y: 100%	K: 0% #FFF200
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로고



키토한글학교
Escuela Coreana de Quito

정식 로고

Logotipo oficial

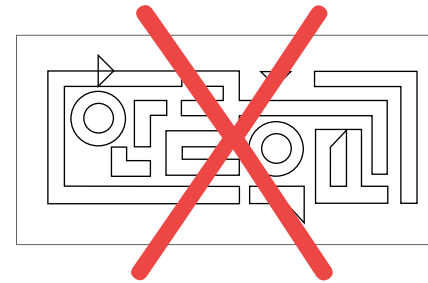
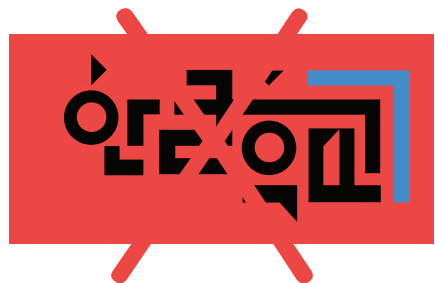
정식 로고 가로 버전

Logotipo oficial
versión horizontal



Logotipo

로고 용법



로고의 색 수정시 위와 같이 색이 겹치지 않게 주의하셔야 합니다.

No deben usar las siguientes combinaciones de los colores.



로고 크기



최소
Mínimo

로고의 최소 크기는 24 x 10 mm 으로 한정됩니다.
로고를 축소하였을 시 뭉개져 보이지 않으면 됩니다.

최대
Máximo

Tamaño del logo

글씨체

Nanum SquarERound (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

나눔 스퀘어라운드 (라이트)

가나다라마바사아자차카타파하

Nanum SquarERound (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

나눔 스퀘어라운드 (보통)

가나다라마바사아자차카타파하

Nanum SquarERound (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

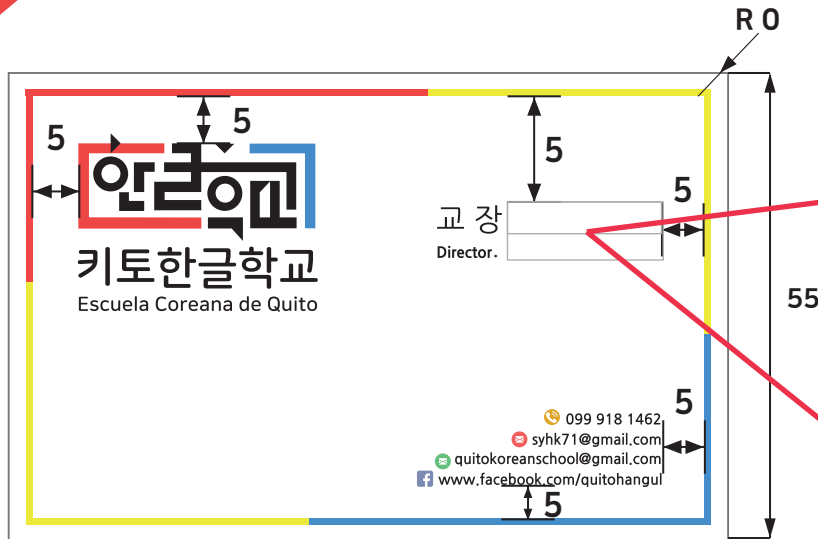
나눔 스퀘어라운드 (볼드)

가나다라마바사아자차카타파하

El carácter institucional para el nombre del Concesionario es el
Nanum SquarERound
Bold, mayúsculo.

명함

Tiro



교장
Director.

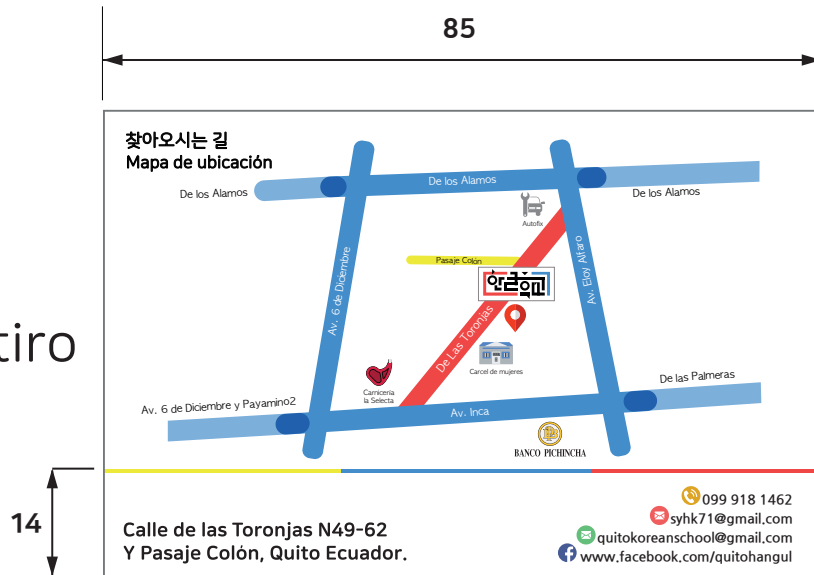
한글 성함
영문 성함

명함 성함 변경 시 참고

교감
Subdirector.

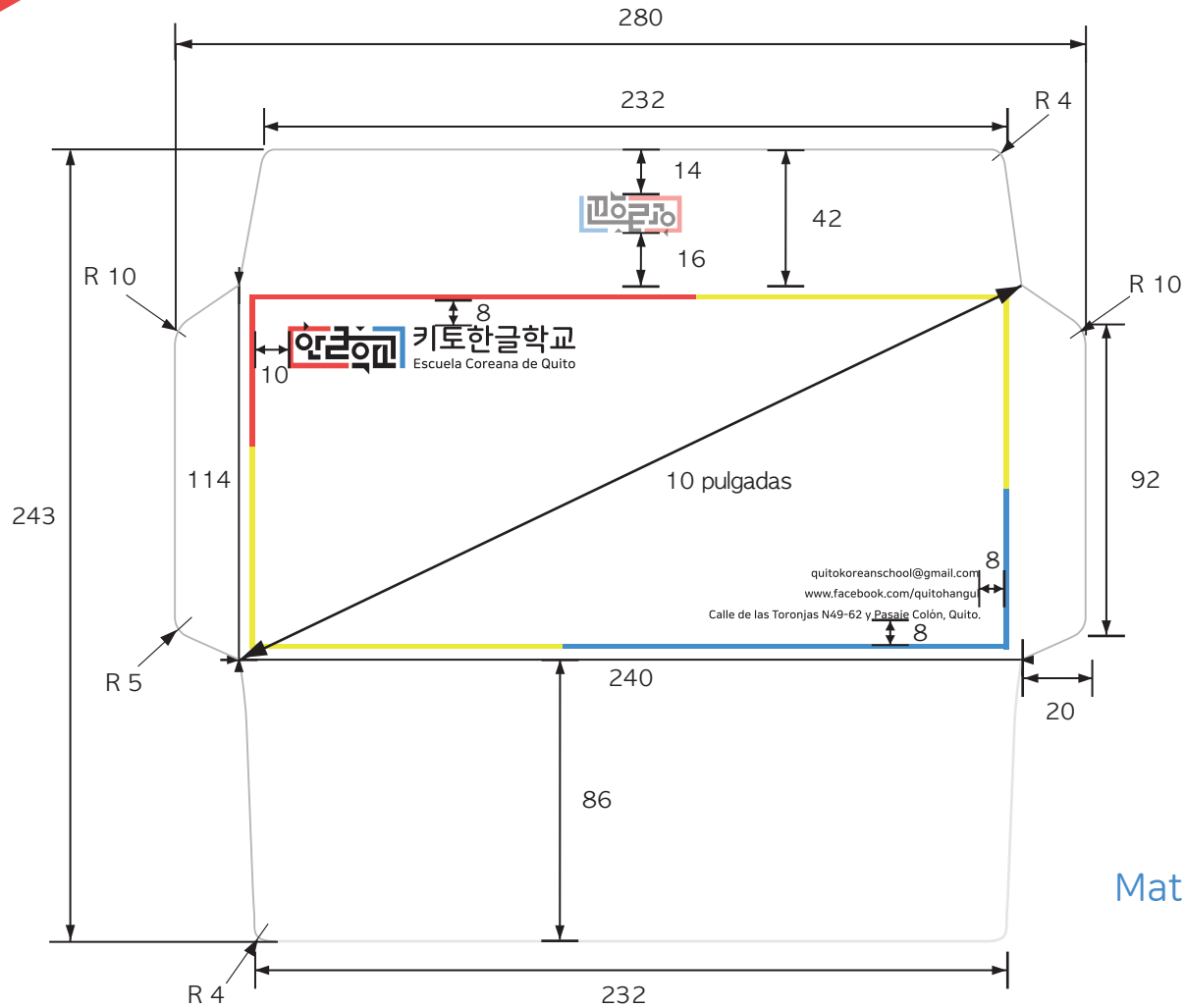
한글 성함
영문 성함

Retiro



Modo CMYK
Outline Aplicado
Material: Plegable .12
Detalle: Full colores
Tiro Y Retiro
Unidad de medida: Mm

편지지



Sobre de invitación

Modo CMYK

Outline Aplicado

Material: Papel bond 75gr

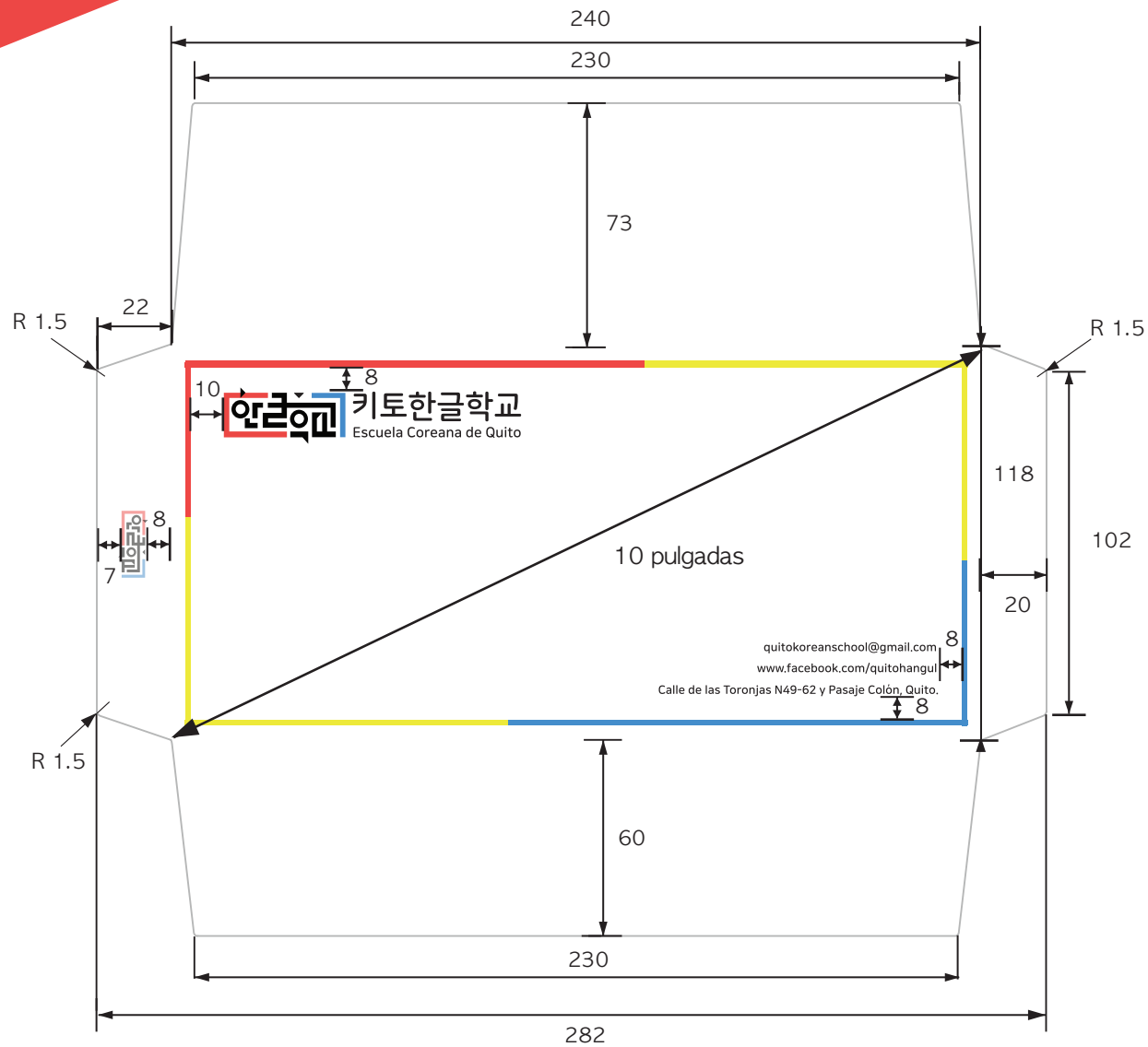
Detalle: Full colores

Tiro

Unidad de medida: Mm

Papelería

서류봉투(소)



Sobre pequeña

Modo CMYK

Outline Aplicado

Material: Papel bond 75gr

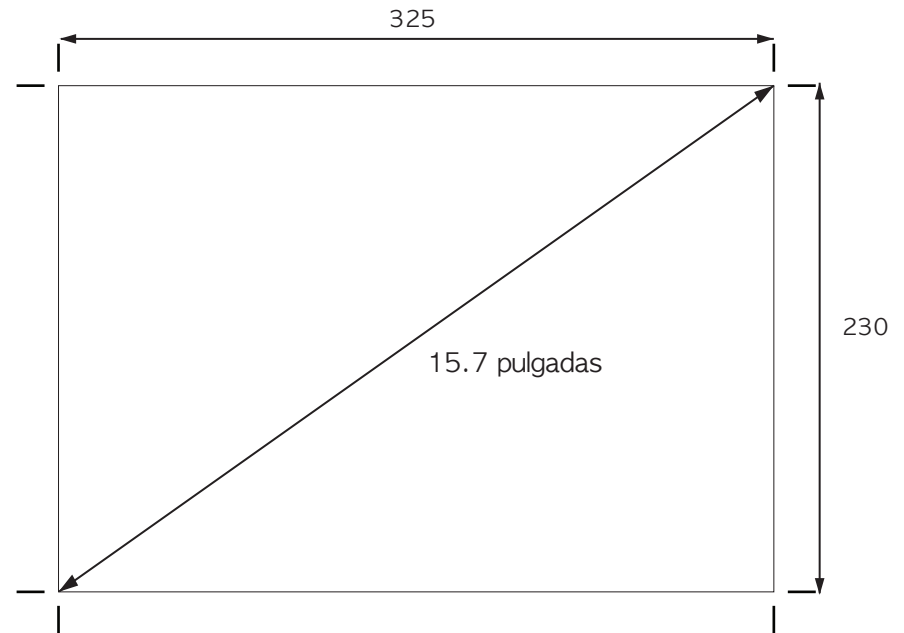
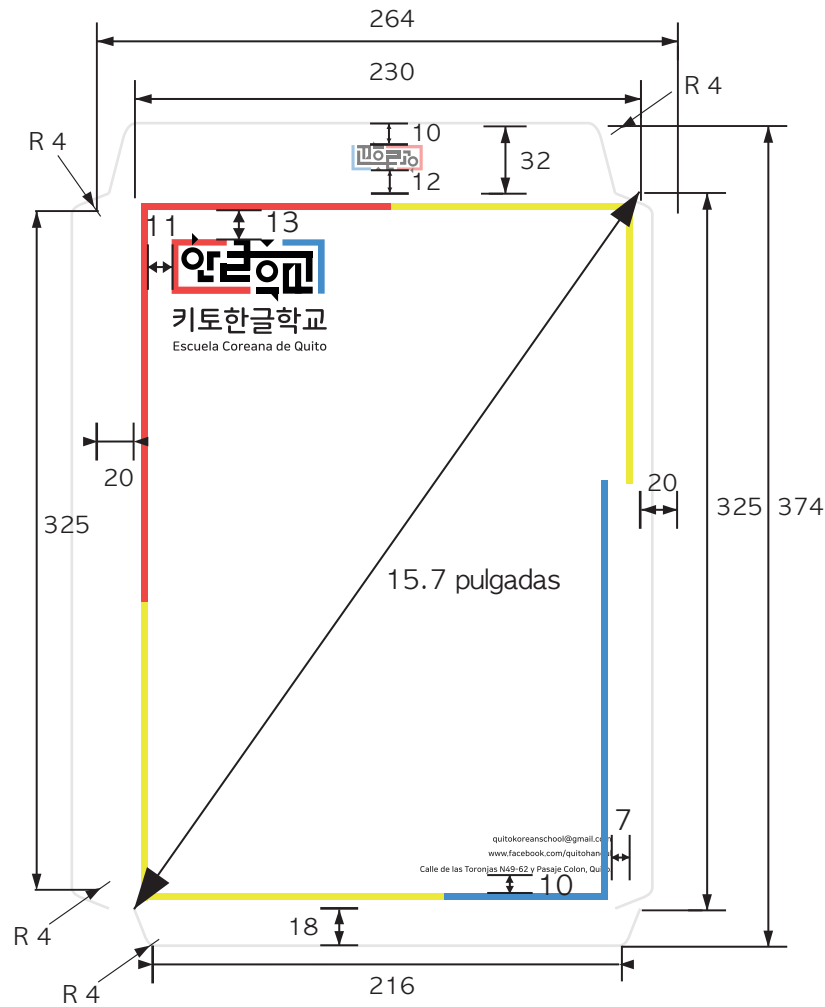
Detalle: Full colores

Tiro

Unidad de medida: Mm

Papelería

서류봉투(대)



Sobre grande

Modo CMYK

Outline Aplicado

Material: Papel bond 75gr

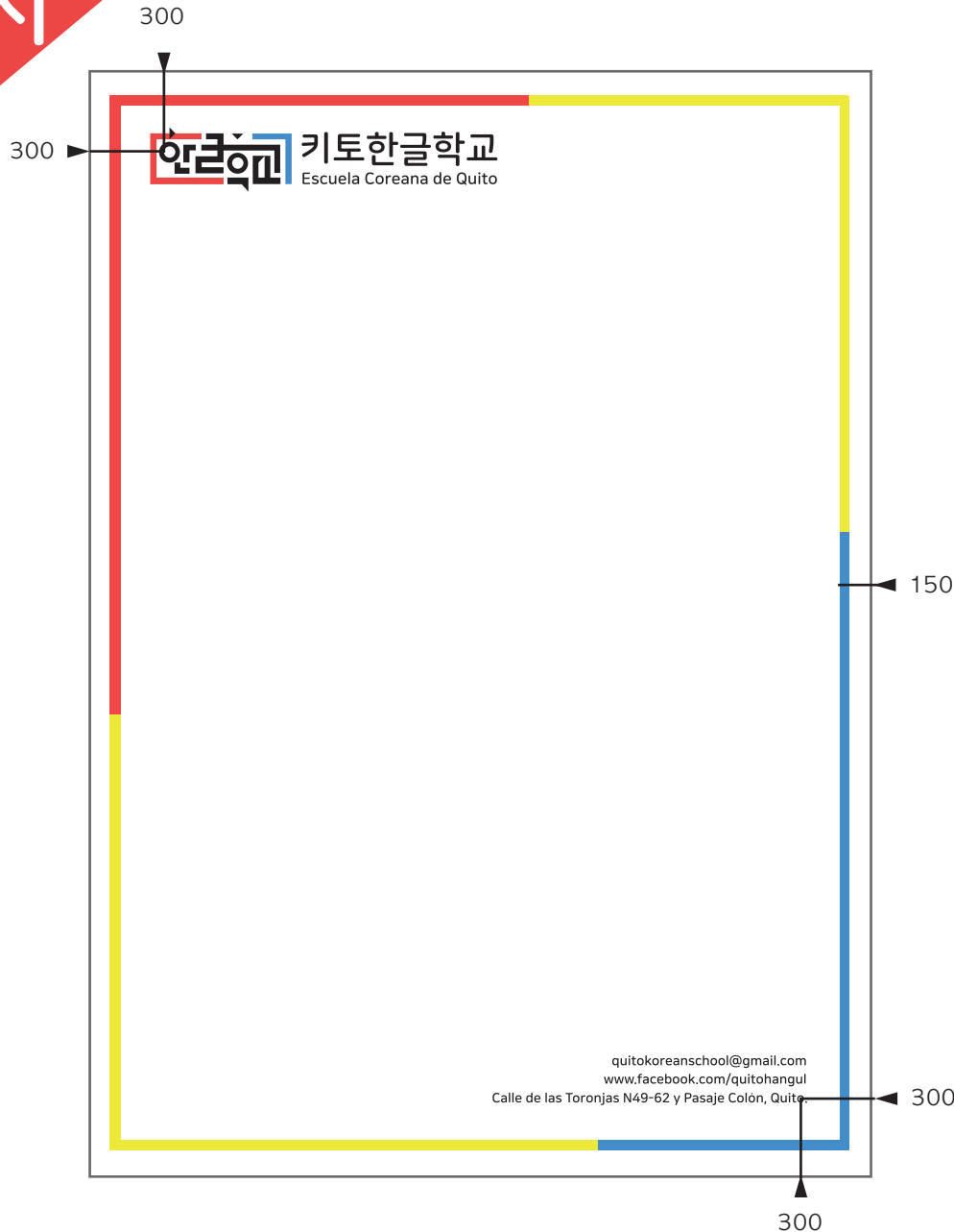
Detalle: Full colores

Tiro

Unidad de medida: Mm

Papelería

용지



Papel con Membrete

Formato A4 (210 x 297 mm), 90 g/m².

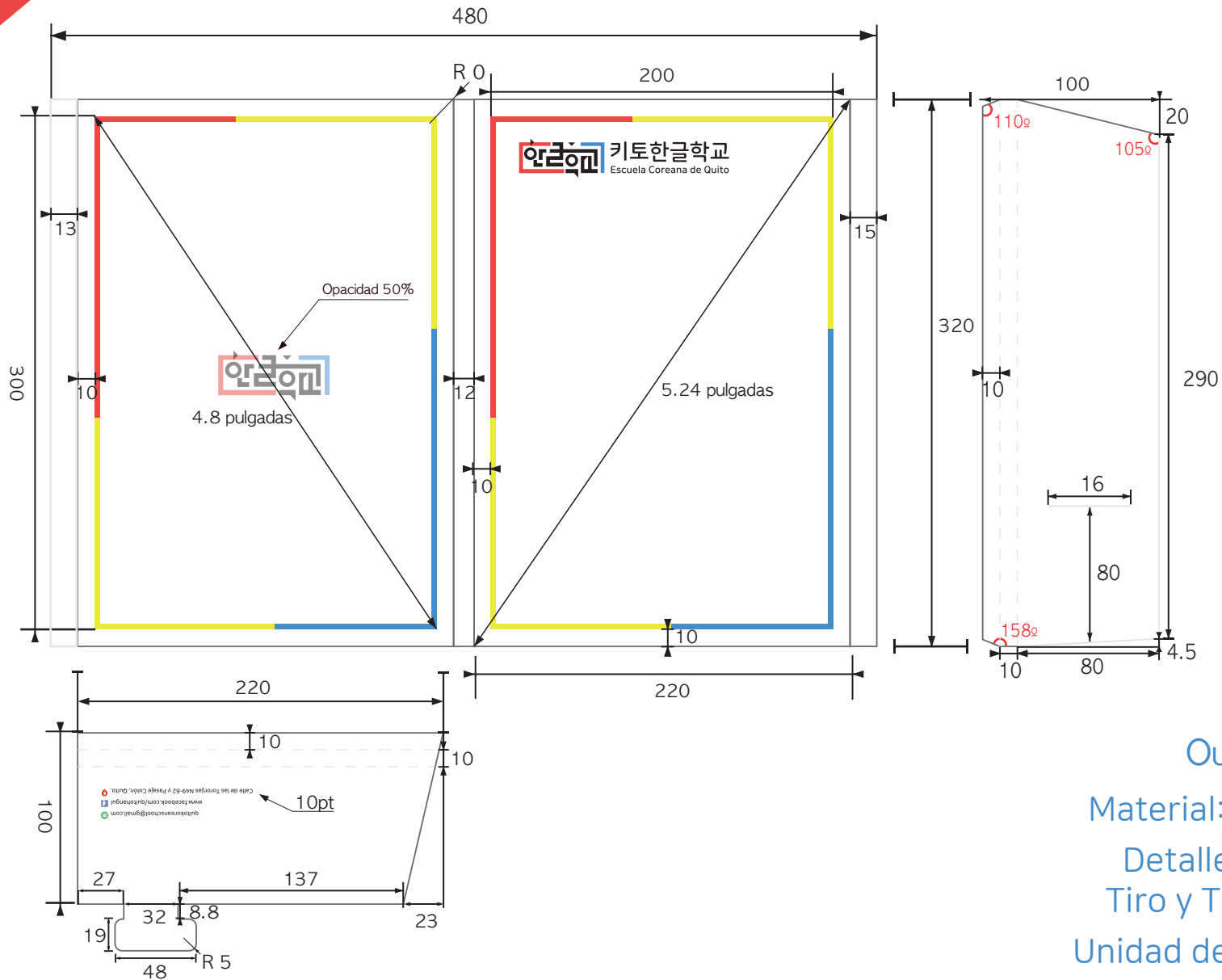
El papel tiene que ser blanco.

Colores de Impresión

Unidad de medida: Mm

Textos: negro.

Detalle: Full colores (Tiro)



Carpeta

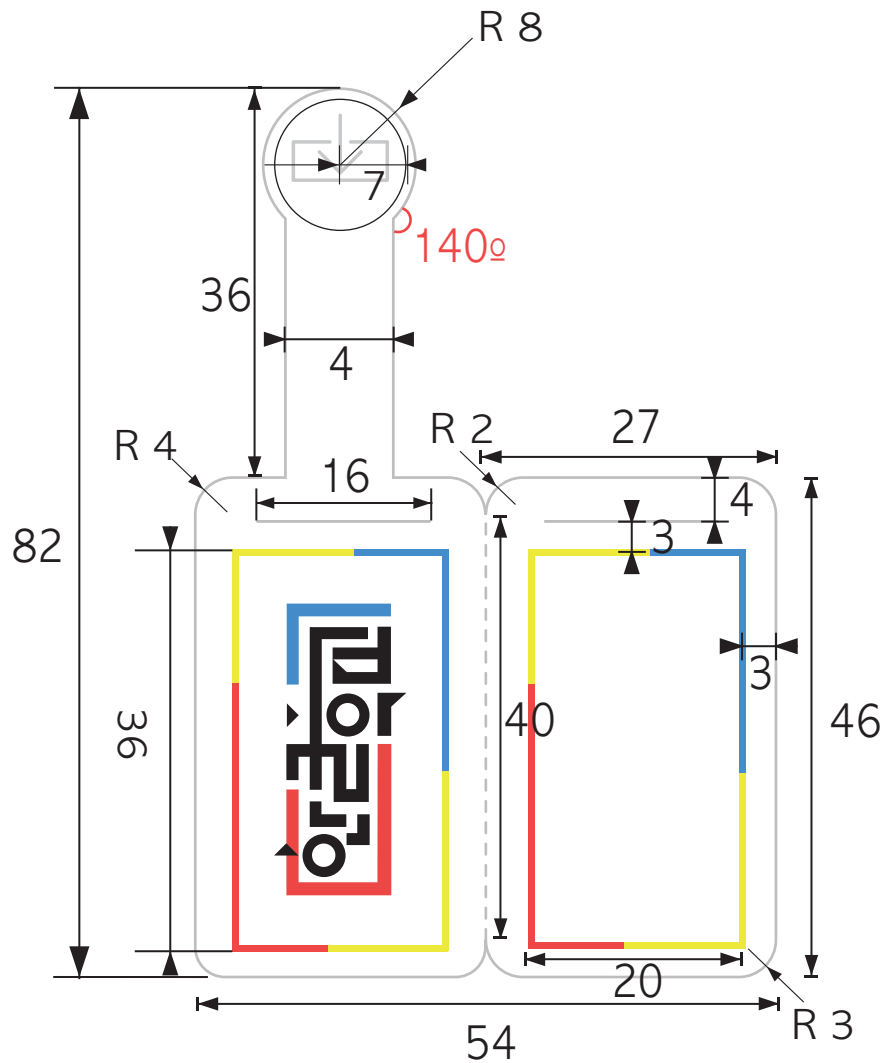
Modo CMYK

Outline Aplicado

Material: Plegable.14r

Detalle: Full colores
Tiro y Tiro en Bolsillo

Unidad de medida: Mm



Etiqueta
 Modo CMYK
 Outline Aplicado
 Material: Plegable.14r
 Detalle: Full colores
 Tiro
 Unidad de medida: Mm

바탕화면

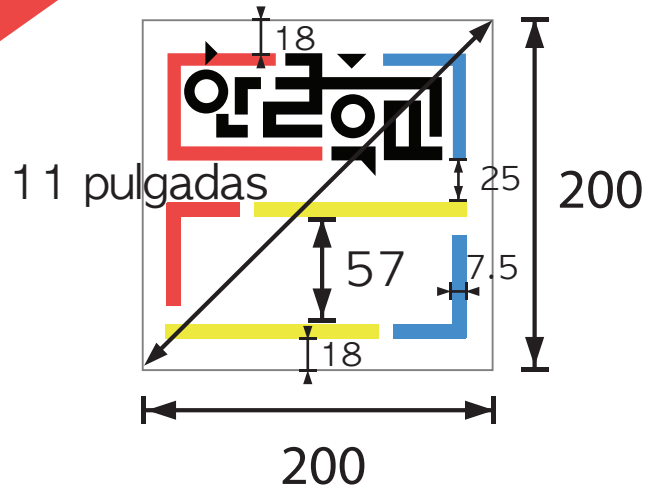
1920x1080
Full HD 1080p



Work color space
SGB 70% 30%

종횡비 16:10

표지판



Letrero para buses

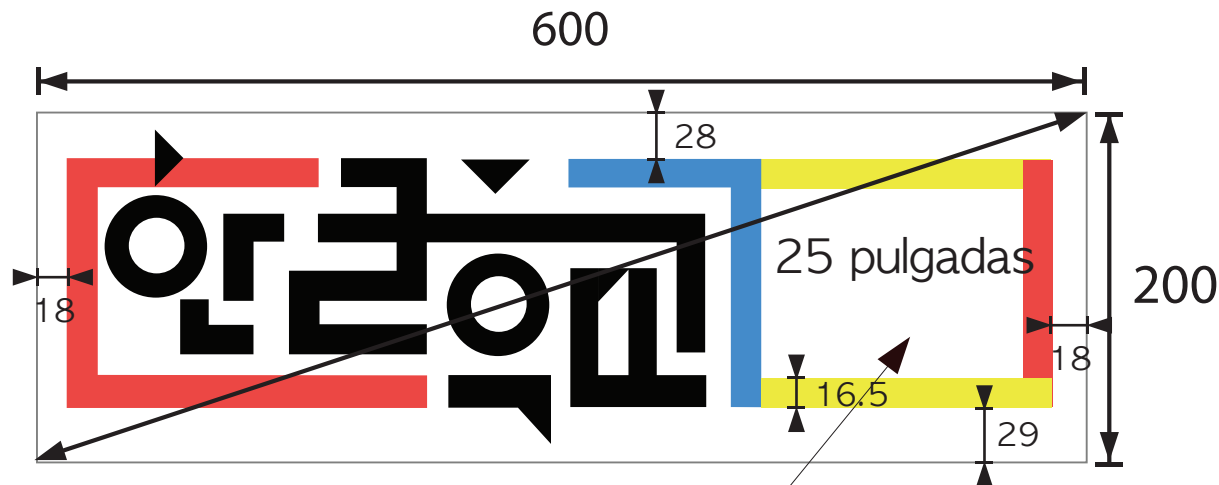
Modo CMYK

Outline Aplicado

Material: Plancha magnética

Detalle: Full colores y Tiro

Unidad de medida: Mm



버스용 표지판

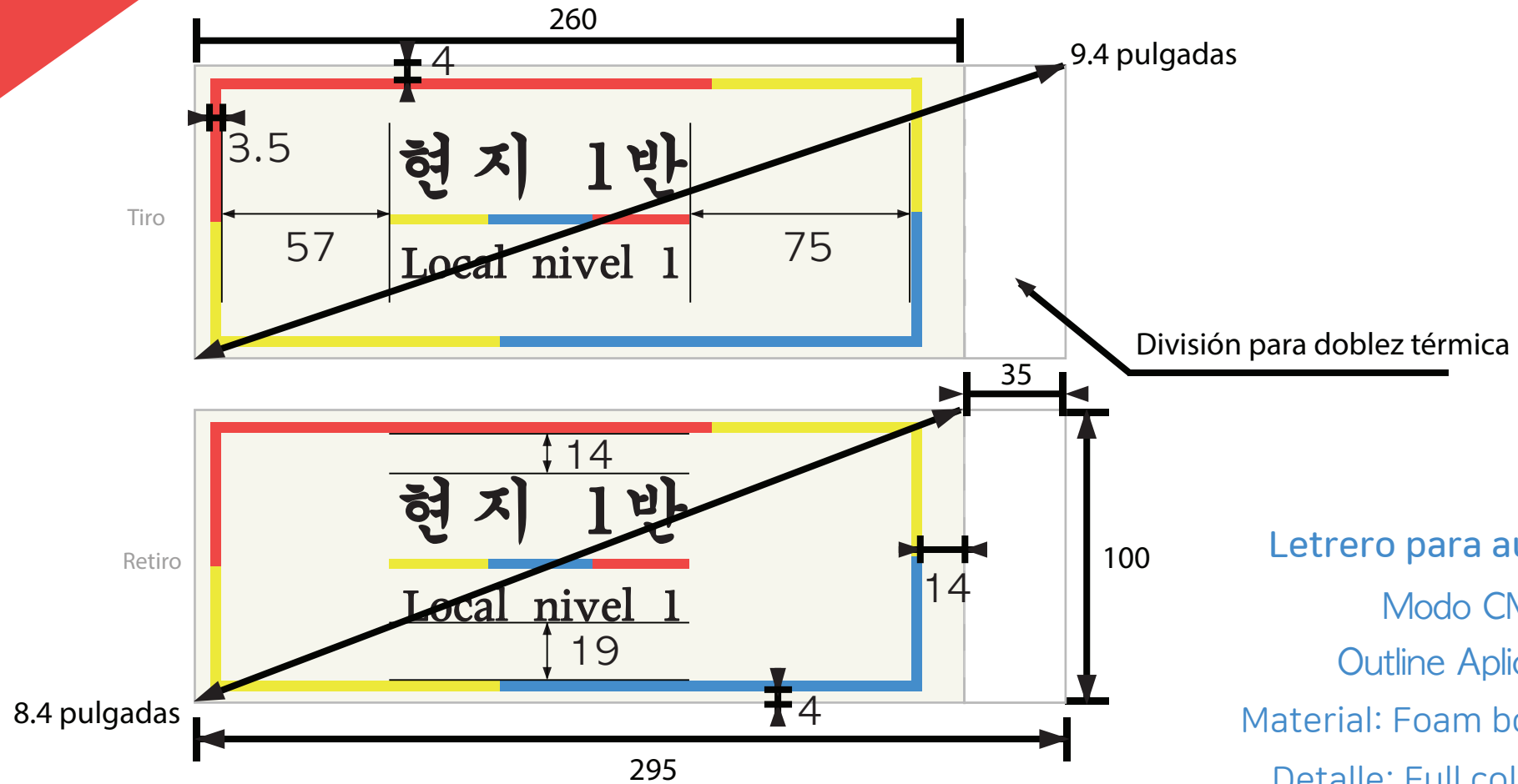
Espacio para rellenar información específica

표지판 부착 위치



Disposición de los letreros

표지판



Letrero para aulas

Modo CMYK

Outline Aplicado

Material: Foam board

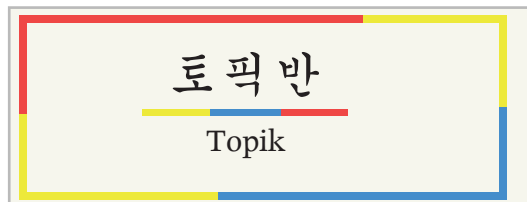
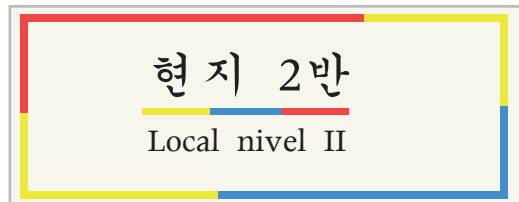
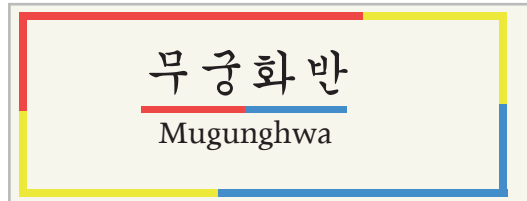
Detalle: Full colores

Tiro en papel adhesivo y Doblez térmico

Unidad de medida: Mm

표지판

각반 이름 적용된 표지판



현재 총 9 개 반

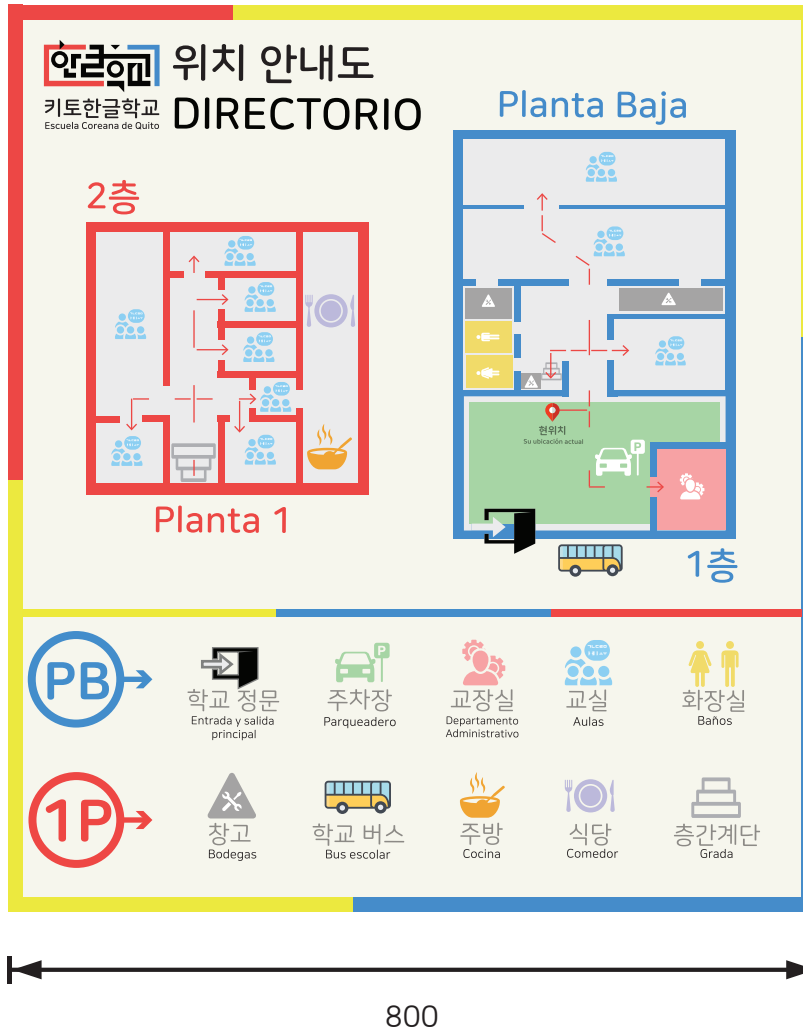
Total 9 clases actuales

Tipografía: Gungsoh

Para Coreanos

Para Ecuatorianos

안내도



Directorio
Modo CMYK
Outline Aplicado
Material: Foam board
Detalle: Full colores
Tiro en papel adhesivo
Unidad de medida: Mm

적용사진

