

KMIC Korea-Myanmar
Industrial Complex

Corporate Identity Guidelines

Introduction

This booklet contains guidelines so that the Korea-Myanmar Industrial Complex (KMIC) corporate identity is consistent wherever it is used.

The most important rule is:

ALWAYS USE THE ARTWORK FILES IN THE ACCOMPANYING FOLDERS.

Never, for example, try to recreate the logo. It is provided as a vector (a scalable graphic that can be adjusted to any size) and in a picture format. If you need to use the logo in a document, simply paste in one of these options.

Image and branding are essential to KMIC's public image. Herewith are the tools to create the right impression.

Logo

Primary Logo



This is KMIC's official brand mark and should be used on all occasions when circumstances allow.

Secondary Logo



The secondary logo should only be used if space is limited or when greater visual impact is required, such as on a T-shirt or lapel pin.

Colorways

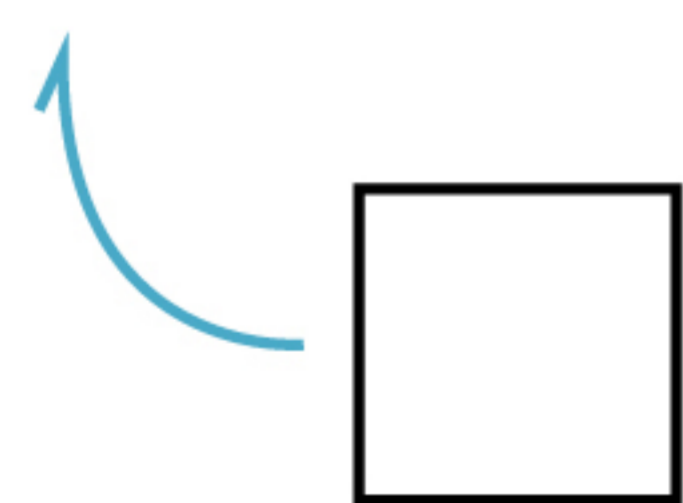


C: 86, M: 49, Y: 0, K: 0 R: 9, G: 118, B: 188



C: 56, M: 48, Y: 47, K: 14 R: 114, G: 113, B: 114

Correct Spacing



A minimum area of clear space equivalent to half the KMIC character height should surround the logo wherever it is used.

Super Graphic

Super graphics are simply decorative devices to add style to visual communications.

Primary Graphic



The KMIC Wave represents the flow of good fortune between the nations of Myanmar and South Korea.

Secondary Graphics



Mandalay Palace



Border

Colorways for Primary Graphic



C:92 , M:55 , Y:11 , K:33

R:0 , G:79 , B:124



C:66 , M:0 , Y:48 , K:0

R:76 , G:190 , B:160



C:21 , M:0 , Y:56 , K:0

R:207 , G:226 , B:144

Colorways for Secondary Graphic



C:71 , M:6 , Y:100 , K:0

R:83 , G:174 , B:71



C:97 , M:88 , Y:24 , K:4

R:44 , G:64 , B:126

Logo with Super Graphic



KMIC Korea-Myanmar
Industrial Complex



KMIC

Typography

Horizontal Typography English Version

KMIC DEVELOPMENT CO., LTD.

Type-Matthan Sans

Vertical Typography English Version

K
M
I
C

D
E
V
E
L
O
P
M
E
N
T

C
O

L
T
D

Type-Matthan Sans

Horizontal Typography Myanmar Version

KMIC ဖွံ့ဖြိုးတိုးတက်ရေးကုမ္ပဏီလီမိတက်

English Type-Matthan Sans

Myanmar Type-W02 Art House Win

Vertical Typography Myanmar Version

KMIC

ဝံ့

ဖြိုး

တိုး

တက်

ရေး

ကုမ္ပဏီ

လီ

မိ

တက်

English Type-Matthan Sans

Myanmar Type-W02 Art House Win

Picture Visiting Card



www.mykmic.com

Xxxxxx Xxxxxx

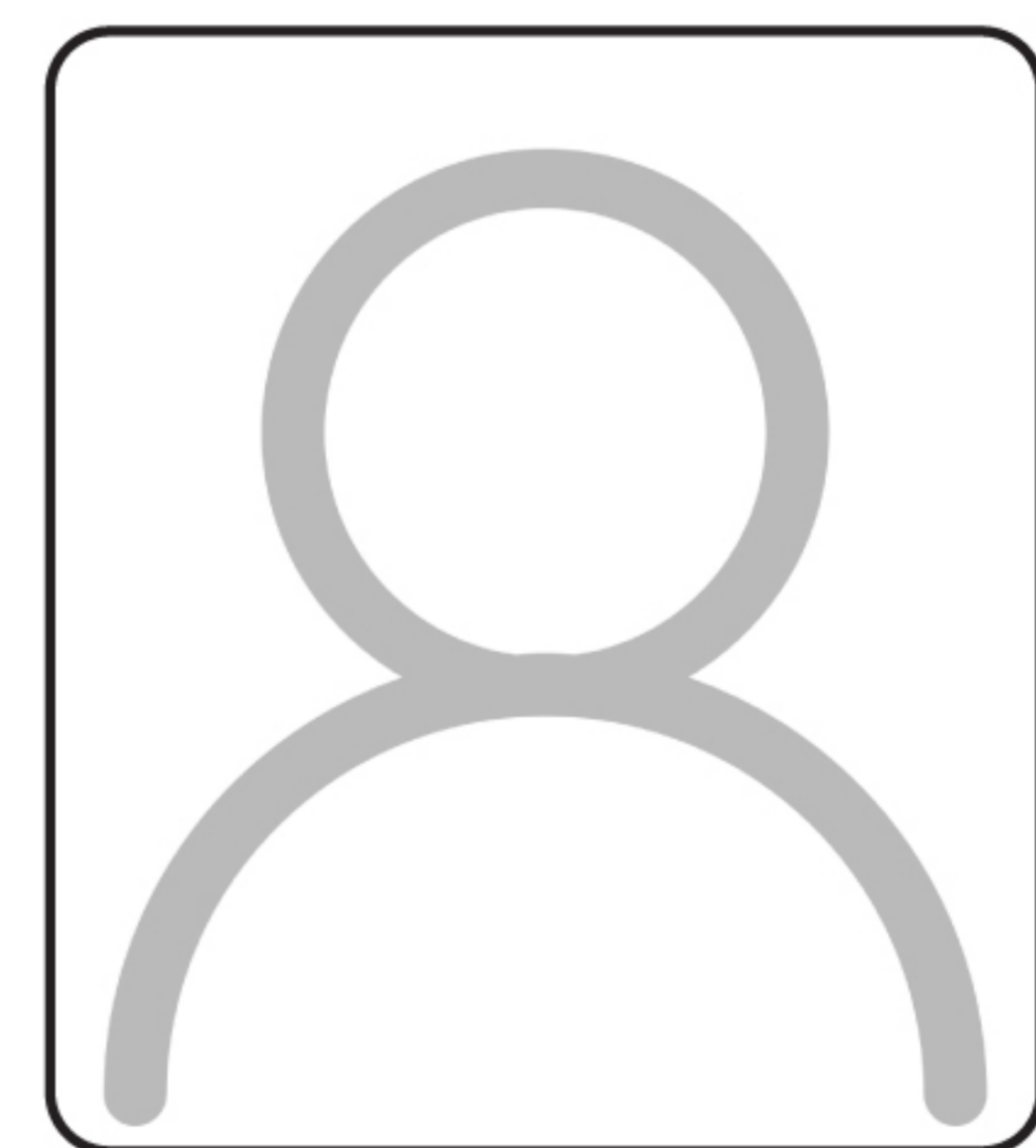
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Email xxx@xxxgmail.com



Plain Visiting Card



www.mykmic.com

Xxxxxx Xxxxxx

XXXXXXXXXXXXXXXXXXXX

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Printed Letterhead



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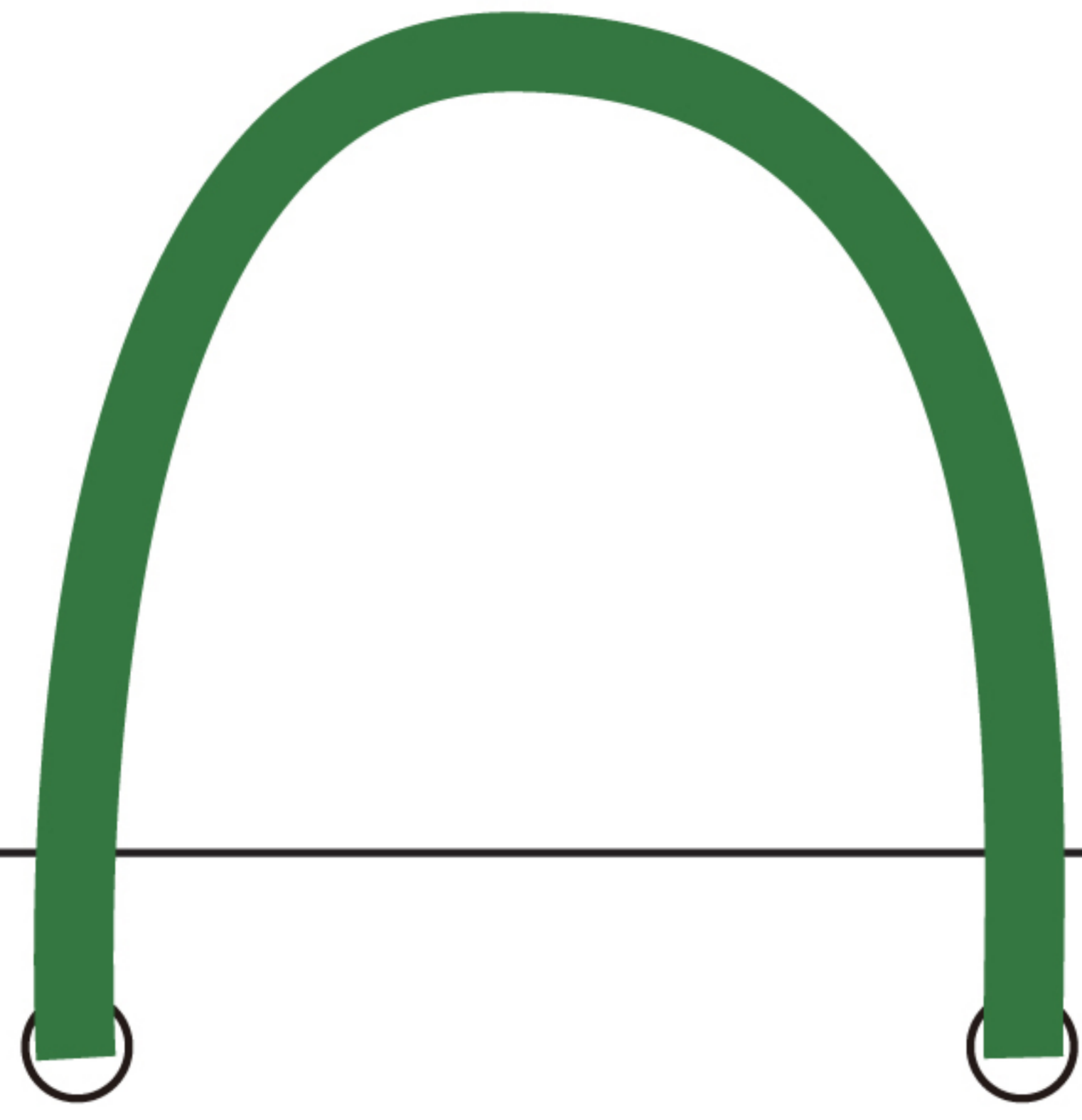
Letterhead Template



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Bag



Pin

