

# IPXHOP

## Brand Guide

Brand Name

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The company's official name is "IPXHOP".  
We recommend using our watermarked  
images

IPXHOP

아이피샵

~~IPxhop~~ All letters should be capitalised

~~IP 샵~~ Not applicable.

~~IP XHOP~~ No spaces in between.

~~아이피 샵~~ Not applicable.

~~IPXHOP~~ No Underlining.

~~아이피숍~~ Not applicable.

~~*IPXHOP*~~ No Italics

~~피샵~~ Not applicable.

IPXHOP provides easy access to consumers of all ages. The basic brand image can be incorporated into various content.



**IP Blue**      **PANTONE** 2728C    **RGB** 0 71 187  
**CMYK** 99 76 0 0    **HEX** 0047BB



If the blue logo is not available, we recommend using the black logo (#1E1E1E)

Clear Space



Minimum Size



The logo should be adapted to the screen resolution of the device  
Printing of the logo and watermark should be 3mm height

## Logo Guide

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### Color

Select either white or black if 'IP' in blue is not used.



**PANTONE** 2728C **RGB** 0 71 187  
**CMYK** 99 76 0 0 **HEX** 0047BB



**#1E1E1E**  
R30 G30 B30



**#FFFFFF**  
R255 G255 B255



Use the white logo for a darker background. Use the black and blue logo for a brighter background

### Sub Color

Subcolor is applicable other than the use of IP blue.



**#41A5D8**  
**CMYK** 70 24 9 0 **RGB** 65 156 202



Subcolor is available in addition to IP blue in white and bright backgrounds.

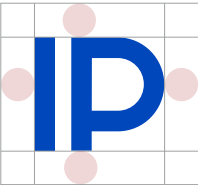
# Symbol

Investment paradise  
Inspiring Performance  
Increased Value Production  
Imagination Promotion  
Intellectual Property  
IP is defined as intellectual property,  
although, it may have various meanings  
as well, it is the representative symbol of  
IPXHOP.



COLOR	SCREEN	#0047bb (R0 G71 B187) Panton 2728C C/U(C99 M76 Y0 K0)
	PRINT	Panton 2728C C/U(C99 M76 Y0 K0)
SIZE	SCREEN	Depending on the device screen, the size should be adapted so it does not affect readability.
	PRINT	Minimum size 5mm, symbol height standard.
CAUTION		
Applying the same tone to symbols, as the background color is recommended.		
Shapes and colors cannot be changed		
Sufficient margins are required when using symbols and watermarks together.		
Symbols and watermarks (logo) cannot be used as signatures.		
(when using together, use a combination of icons + watermark)		

## Clear Space



## Minimum Size



SCREEN : Determined by the device's screen resolution  
PRINT : Based on minimum size, watermark height is 5mm

### Usage

The symbol has much significance and it should be used sparingly.

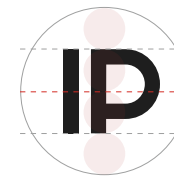
01. Do not mix the symbols with other elements.  
The symbol should only be used by itself.

IP

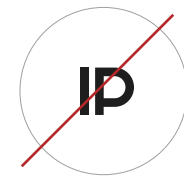
02. Plates can be utilized on offline productions as an exception.

Depending on the nature (texture or physical properties) of the offline production, the separation of the symbols and surrounding elements may be unavoidable.

The shape of the plate is recommended to be circular. You can refer to the dimensions of the sample on the right. Permission is required when using plates other than circular plates.



Recommended Ratio



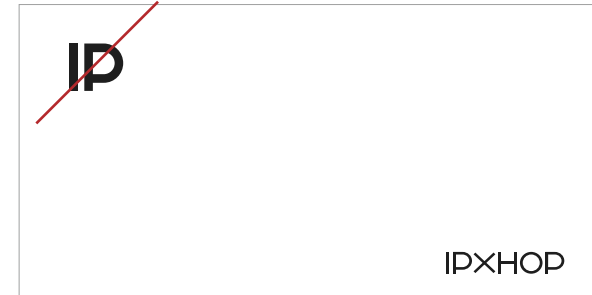
The symbol's proportions should not be too large or too small for the plate.

### Usage

The symbol has much significance and it should be used sparingly.

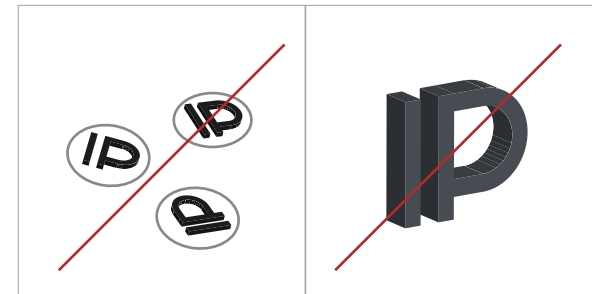
**03. If specific online content contains a watermark (logo), avoid symbols with it.**

When you want to promote the brand, use watermark (logo) first.  
Through watermarks (logo) or text, is how IPXHOP verifies its contents.  
We will not use our symbols to convey redundant information.



**04. Do not insert symbols into graphic elements as it might distort the shape.**

Symbols are used only in their whole form.  
The abuse of artwork as decorative elements is prohibited.



## Symbol

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### Color

Select either white or black if 'IP' in blue is not used.



**PANTONE** 2728C **RGB** 0 71 187  
**CMYK** 99 76 0 0 **HEX** 0047BB



**#1E1E1E**  
R30 G30 B30



**#FFFFFF**  
R255 G255 B255



Use the white logo for a darker background. Use the black and blue logo for a brighter background.

### Sub Color

Subcolor is applicable other than the use of IP blue.



**#41A5D8**  
**CMYK** 70 24 9 0 **RGB** 65 156 202



Subcolor is available in addition to IP blue in white and bright backgrounds.

### Exceptional Use

If you need to use symbols as a means of supporting key elements such as text or graphics, you can match the tone with the background color.



흰색, 밝은 배경에서는 IP blue 외에 Sub Color 사용 가능합니다.





## App icon

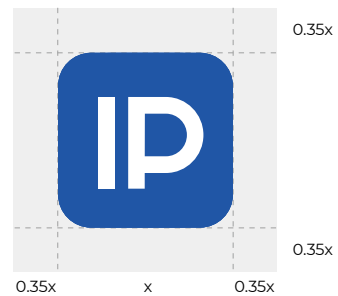
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App icon is a symbol used in the mobile environment.  
It can be used as a substitute for symbols  
considering the device and environment of use.



<b>COLOR</b>	SCREEN	#FFFFFF (R255 G255 B255) #0047bb (R0 G71 B187)
	PRINT	Panton 2728C C/U(C99 M76 Y0 K0)
<b>SIZE</b>	SCREEN	Depending on the device screen, the size should be adapted so it does not affect readability.
	PRINT	Minimum size 6mm
<b>CAUTION</b>	The background and symbols should be sufficiently distinguishable. Minimum margins are required to draw attention. Shapes and colors must not be changed.	

### Clear Space



## App icon

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Do not change the color or shape randomly as shown in the example on the right.



Prevent random color changes.



Effects such as shadow, 3D, gradation etc. are prohibited.



Changing of the ratio of the blue plates icons is prohibited.



Background and icons should be clearly distinguishable.



Changing of the ratio of the blue plates icons is prohibited.



Distortion and deformation of icons are prohibited.

## Signature

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Use the app icon + watermarks (logo) combination if you want to use the symbols and watermark (logo) in their signature forms.

When applying the signature, it must comply with the regulations. The distortion, deformation and misuse of forms should be prevented.



<b>COLOR</b>	SCREEN	#FFFFFF (R255 G255 B255) #0047bb (R0 G71 B187) #1E1E1E(R30 G30 B30)
	PRINT	Panton 2728C C/U(C99 M76 Y0 K0) Panton Solid Black C/U (C0 M0 Y0 K100)
<b>SIZE</b>	SCREEN	Depending on the device screen, the size should adapted so it does not affect readability.
	PRINT	minimum size 6mm
<b>CAUTION</b> The background and symbols should be sufficiently distinguishable. Minimum margins are required to draw attention. Shapes and colors must not be changed. The spacing, ratio, and gaps between the icons and watermark (logo) should not be changed.		

### Clear Space

