



Hanwha

Brand System Design Guide

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Hanwha Brand System

Hanwha Brand System

In 2010, **Hanwha**'s vision of "Quality Growth 2020" was unveiled, and "Building brand power" has been set as one of the seven measures to achieve the vision.

To this end, **Hanwha** established its first brand value system in 2011, through which the '**Hanwha**' brand has been systematically developed and managed while consistently communicating our brand identity and values to our various stakeholders.

However, the past decade has seen a major shift in both our business areas and our corporate strategy in response to the turbulent business environment, changing stakeholder needs, and the shift in the role of companies within the world at large.

In line with these changes, **Hanwha** has established a new brand purpose and brand values that will guide us through the next decade. These new purpose and values will form the basis for the next decade of sustainability as we at **Hanwha** work together to create sustainable solutions for Earth, for life.

With sustainability as our highest, overarching purpose and goal, it will also form the solid basis for the overall activities of **Hanwha**, playing a key role in clearly communicating the direction of our brand.

HOW DOES OUR BRAND WORK?

Hanwha Brand Narrative

Our brand narrative is the story that the Hanwha brand wants to convey to various internal and external stakeholders, and it is based on our brand purpose and values.

WHAT STORY DOES OUR BRAND WANT TO TELL?

Hanwha Brand Narrative

WHAT STORY DOES OUR BRAND WANT TO TELL?

Today, we believe we must take action for a sustainable tomorrow.

It opens up a road we have never before traveled. It requires a journey that won't be easy and might take time. It sets up promises that could be hard to see and may not show immediate benefits.

But to realize a sustainable tomorrow for all, some of us must step up. We must figure out how to take the untraveled path by moving forward slowly and steadily.

We will relentlessly develop innovative technologies to create transformative solutions. We will continue to pursue sustainability and embrace challenges. That way, our employees, customers, business partners and communities will all grow together.

We will search for solutions on Earth, in the sea and from the sky. From the tiniest of materials and the next generations of energy to the vast arena of expansive aerospace, we will explore all that may inform our progress. Our path toward sustainability will remain steadfast. **Hanwha** will never stop creating bold innovations.

By providing solutions essential to fulfilling lives, prosperous communities and a sustainable tomorrow, we will become a company indispensable for humanity and the planet.

A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.

Why We Exist

When we define our brand purpose, we ask ourselves:
why does our company exist?

What are our goals, and what is the value that we provide
as we strive to achieve those goals?

How do we as a company approach sustainability,
and what value do we create in the world?

Our Purpose

A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.

WHY DO WE EXIST?



Our Brand Values

We have clear values that we are committed to providing to our diverse group of stakeholders including our customers, employees, investors, business partners, and communities around us.

WHAT WE STAND FOR

Sustainable and Inclusive Growth

We strive for social, economic, and environmental prosperity for all.

WHAT WE STAND FOR

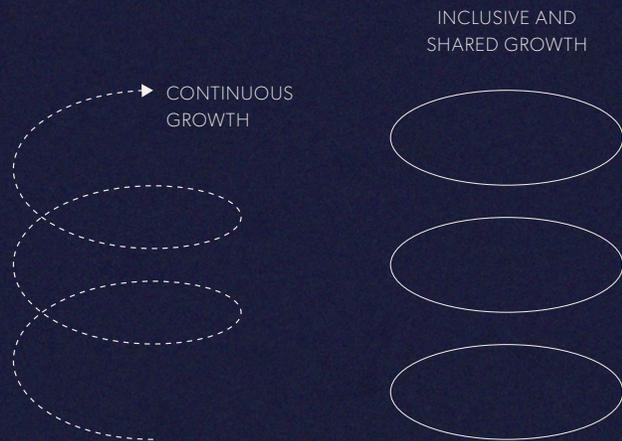


Sustainable and Inclusive Growth

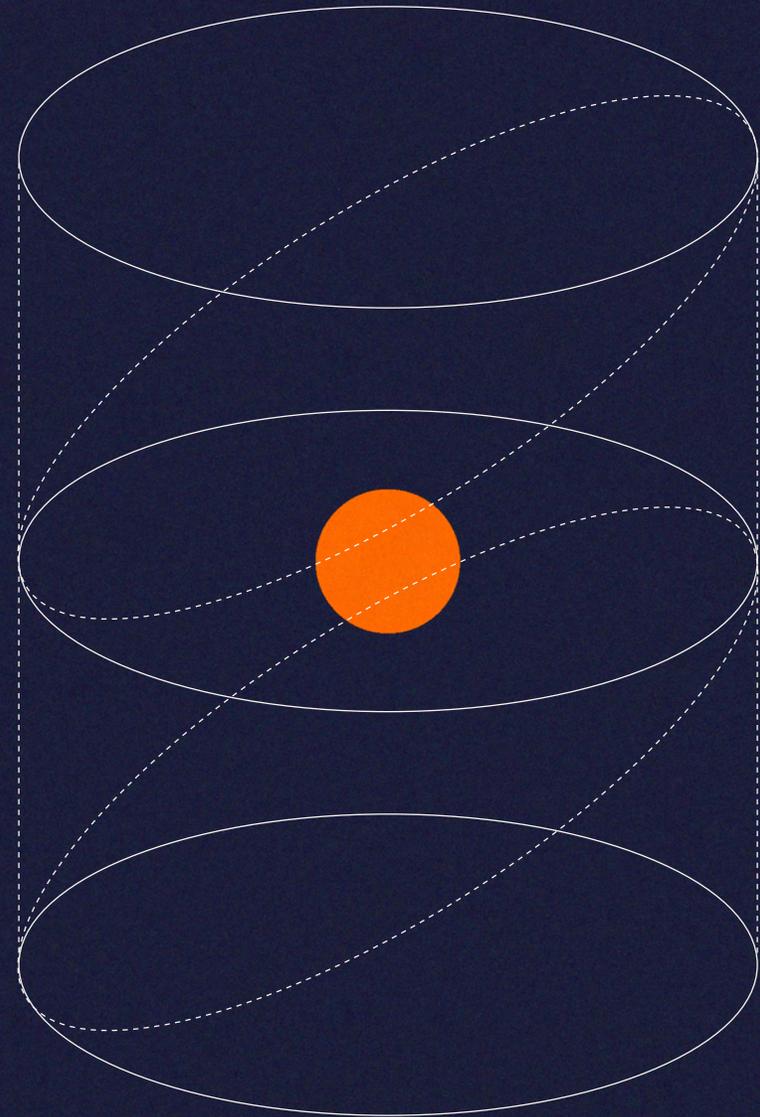
This symbol represents our brand value, 'Sustainable and Inclusive Growth'.

Hanwha expresses its growth through bold challenges and continuous innovation as a column that builds up while creating a clear trajectory.

The circular shapes that rise vertically symbolize **Hanwha's** effort to achieve inclusive growth while encompassing the environment, people, and society.



WHAT WE STAND FOR



Technology and Solution-driven Innovation

Through technological innovation,
we provide solutions from people to planet.

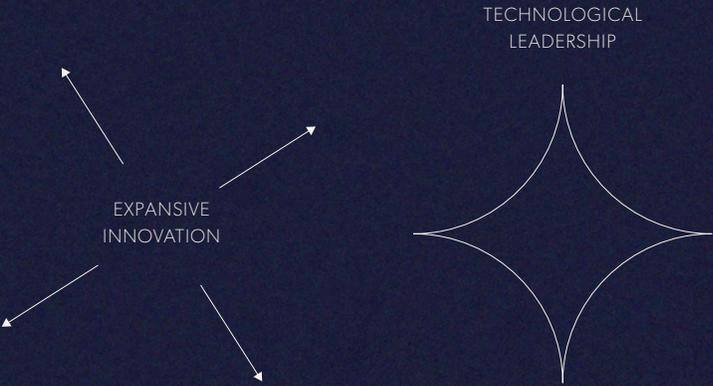
WHAT WE STAND FOR



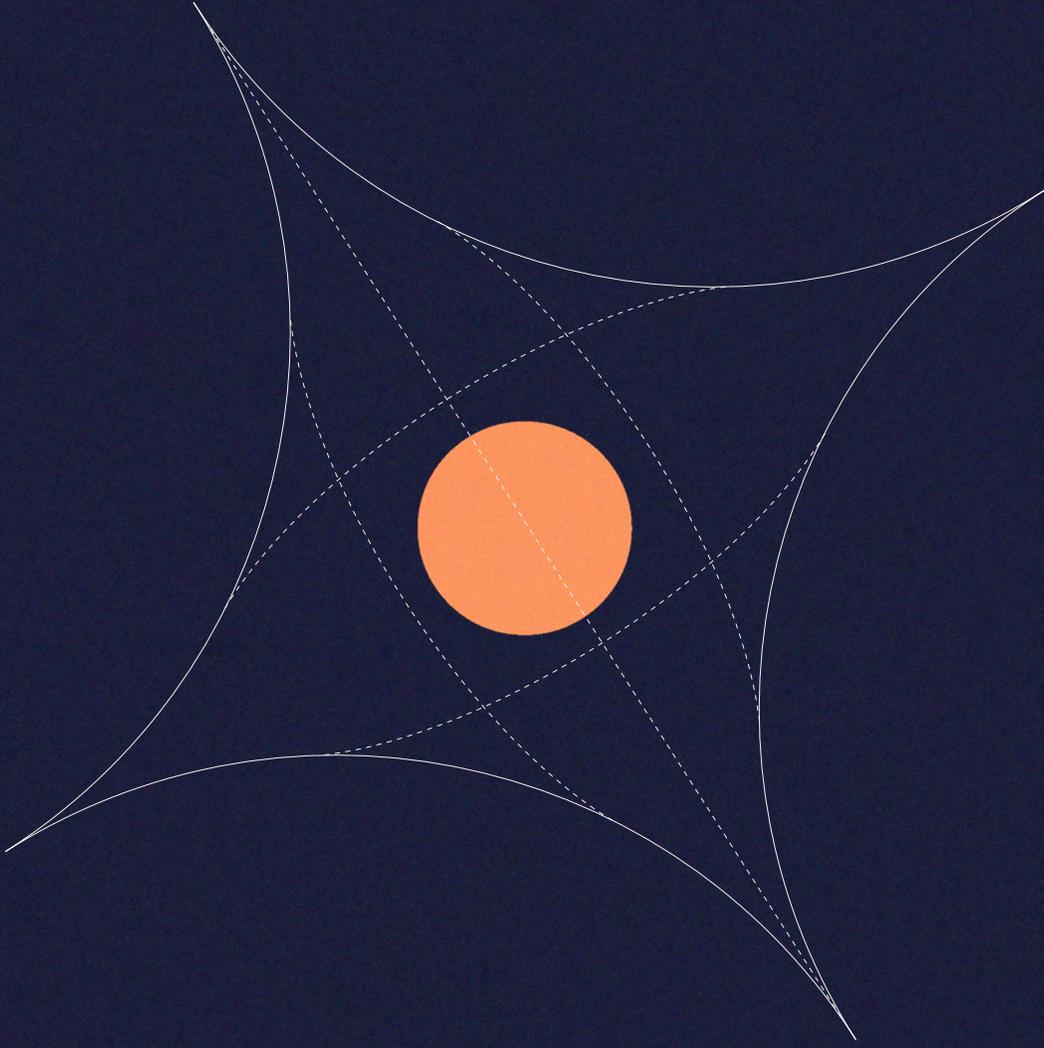
Technology and Solution-driven Innovation

This symbol illustrates our brand value, 'Technology and Solution-driven Innovation.' It depicts the expansive and intense energy of innovation.

Like the North Star that guides you through an unknown path, it symbolizes Hanwha's technological leadership leading to a better future for individuals, society, and the planet.



WHAT WE STAND FOR



Enhancing Lives

We lay the foundation for a fulfilling life through our technologies, products, and services.



WHAT WE STAND FOR

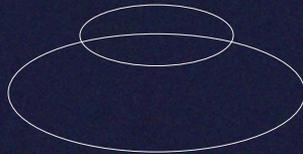
Enhancing Lives

This symbol represents our brand value, 'Enhancing Lives', through our technologies and solutions. The gradually expanding layer expresses Hanwha's role in creating and improving the foundations for a fulfilling life.

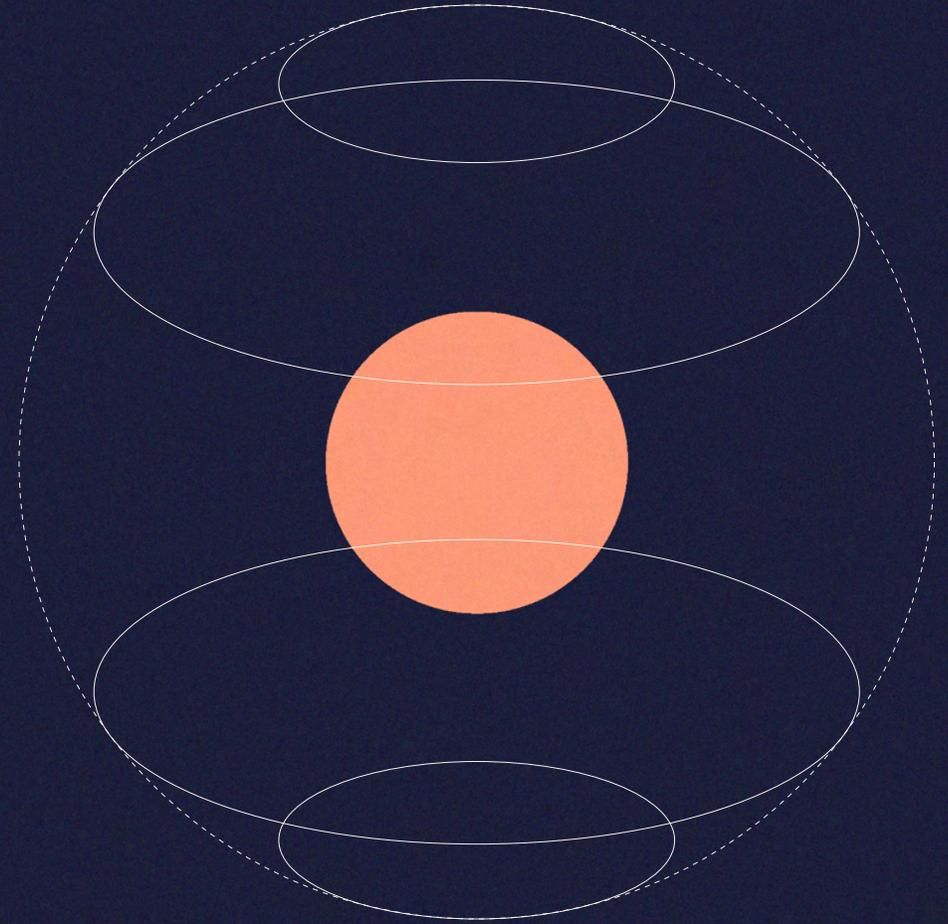
It displays Hanwha's positive belief and influence in making life better for everyone.



FOUNDATION
FOR A BETTER
TOMORROW



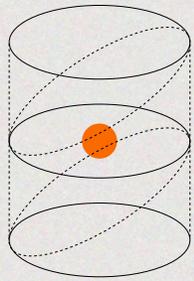
WHAT WE STAND FOR



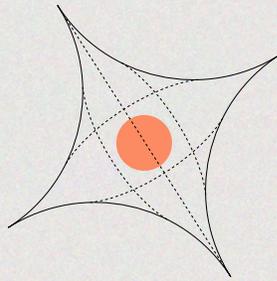
Our Purpose

The symbols of the three brand values are integrated into our purpose symbol. Along with the simplified design elements, the combined shapes symbolize our purpose.

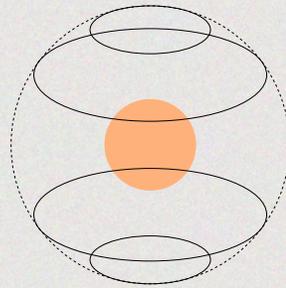
Above all, the driving purpose and value that we aim to deliver is sustainability, and this symbol helps our stakeholders grasp the message.



SUSTAINABLE AND INCLUSIVE GROWTH

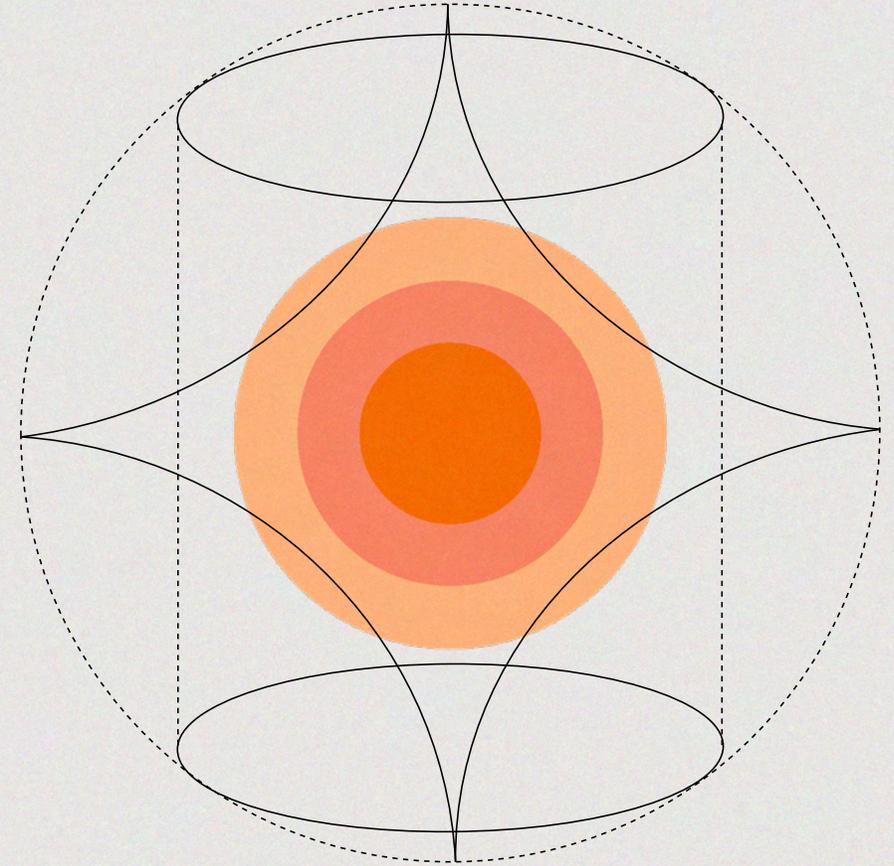


TECHNOLOGY AND SOLUTION-DRIVEN INNOVATION



ENHANCING LIVES

WHY DO WE EXIST?



Our Value Proposition

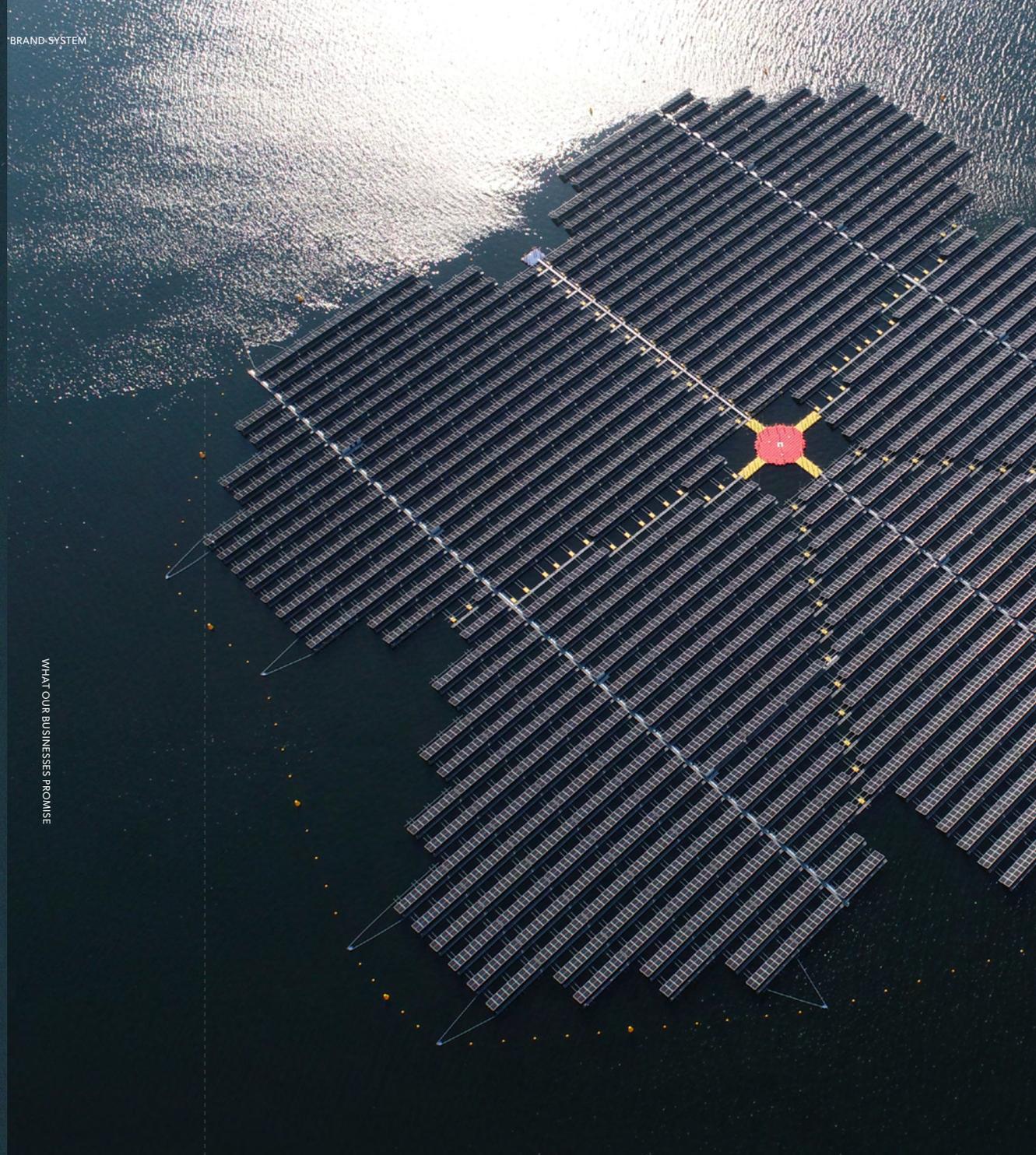
We keep moving forward steadily to reach our destination of a socially, environmentally, and economically sustainable tomorrow by realizing our brand purpose and values in businesses.

WHAT OUR BUSINESSES PROMISE



Energy

We create a sustainable environment by leading the transition to renewable energy and offering a diverse range of green energy solutions, including solar, hydrogen and wind.



Materials

We lead the way for carbon neutrality and promote sustainable infrastructure through the environmentally-friendly manufacturing of essential materials, both for the energy transition as well as for high-value businesses.

Aerospace & Airspace

Through never-ending development and innovation of core technology, we provide solutions from earth to aerospace and help build economic infrastructure for society and the environment.

WHAT OUR BUSINESSES PROMISE



공공누리에 따라 한국항공우주연구원의 공공저작물 이용

Defense

We protect liberty and help strengthen sustainable social and defense infrastructures, by providing cutting-edge defense solutions for land, sea, and air (both airspace and aerospace).

Financial Services

We enable individuals and society to enjoy economic prosperity and sustainable growth through digital-based financial solutions optimized for various lifestyles.



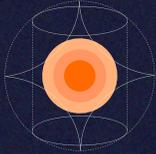
Retails, Leisure & Lifestyle Services

We enable sustainable lifestyles that bring dreams to life through online and offline platforms designed to provide differentiated customer experiences.



Hanwha Brand System

Our Purpose



A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.

Our Brand Values



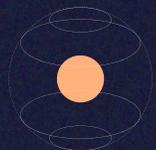
Sustainable
and Inclusive
Growth

We strive for social, economic, and environmental prosperity for all.



Technology and
Solution-driven
Innovation

Through technological innovation, we provide solutions from people to planet.



Enhancing
Lives

We lay the foundation for a fulfilling life through our technologies, products, and services.

Our Value Proposition

Energy

We create a sustainable environment by leading the transition to renewable energy and offering a diverse range of green energy solutions, including solar, hydrogen and wind.

Defense

We protect liberty and help strengthen sustainable social and defense infrastructures, by providing cutting-edge defense solutions for land, sea, and air (both airspace and aerospace).

Aerospace & Airspace

Through never-ending development and innovation of core technology, we provide solutions from earth to aerospace and help build economic infrastructure for society and the environment.

Materials

We lead the way for carbon neutrality and promote sustainable infrastructure through the environmentally-friendly manufacturing of essential materials, both for the energy transition as well as for high-value businesses.

Financial Services

We enable individuals and society to enjoy economic prosperity and sustainable growth through digital-based financial solutions optimized for various lifestyles.

Retails, Leisure & Lifestyle Services

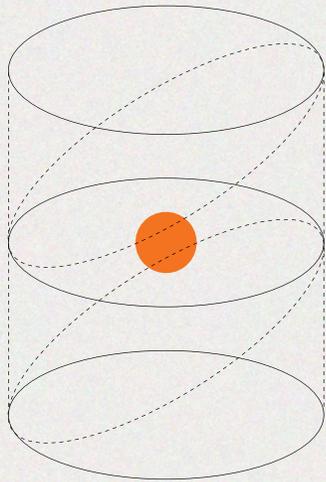
We enable sustainable lifestyles that bring dreams to life through online and offline platforms designed to provide differentiated customer experiences.

Hanwha Brand System Design Guidelines

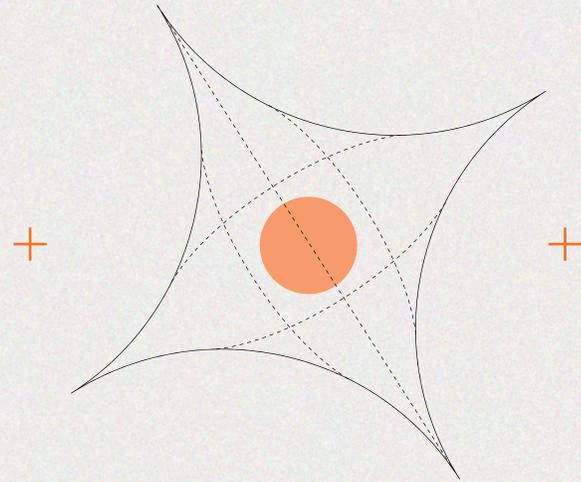
Symbols

With Circles

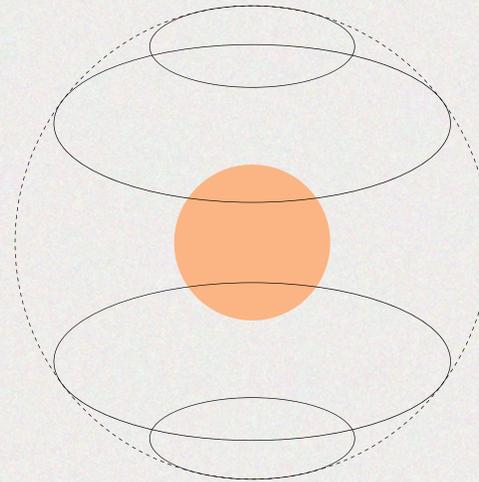
These symbols represent Hanwha's Brand Values and Purpose.
The circle in the center of each one expresses Hanwha's bold challenges and innovation energy toward a sustainable tomorrow.



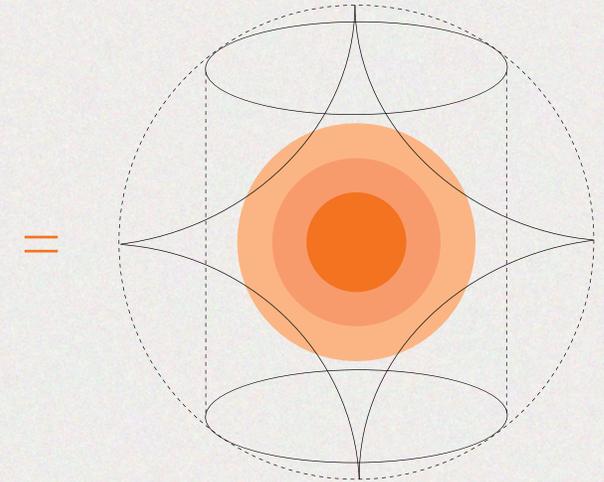
Sustainable and
Inclusive **Growth**



Technology and
Solution-driven **Innovation**



Enhancing
Lives

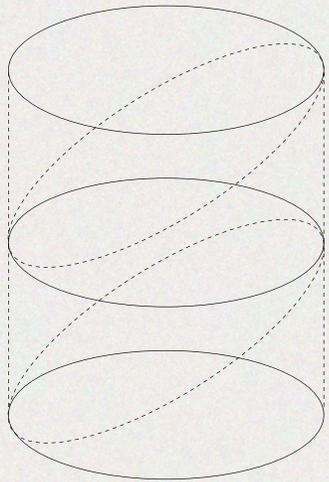


Purpose

Symbols

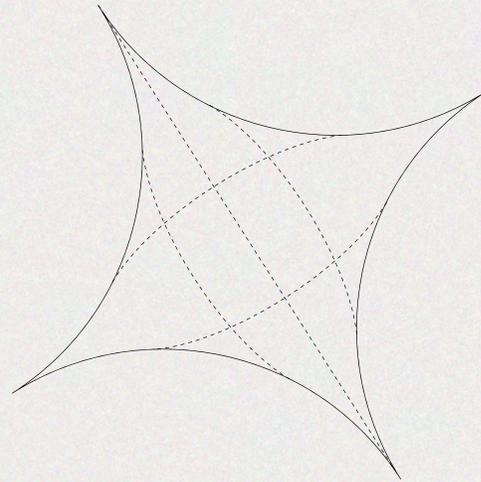
Without Circles

Depending on the setting in which the symbol is used, there is a line-only version that can be easily applied. These are especially helpful in colorful pictures or complex images.



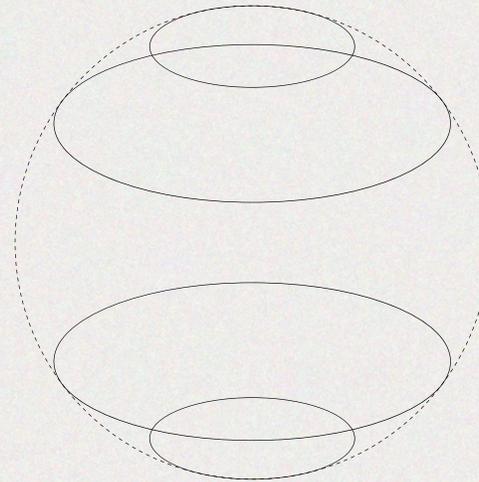
Sustainable and
Inclusive Growth

+



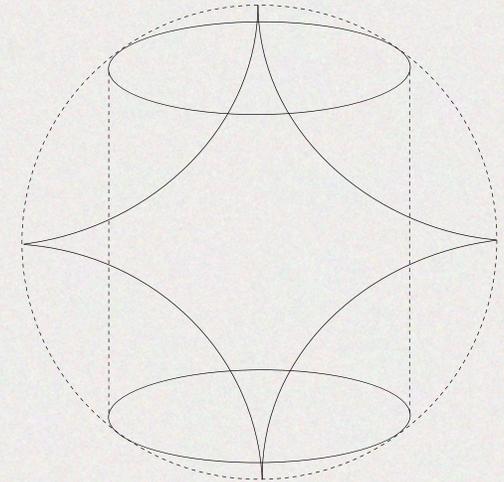
Technology and
Solution-driven Innovation

+



Enhancing
Lives

=



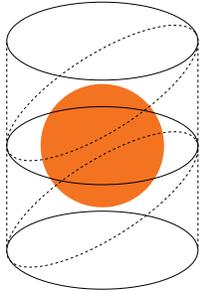
Purpose

General Guides

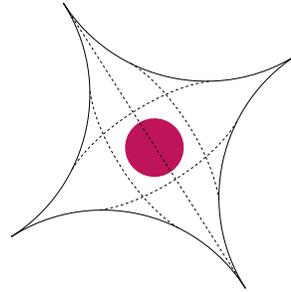
General Guide

The symbols should never be modified in any way.
Keep these guides in mind when applying them.

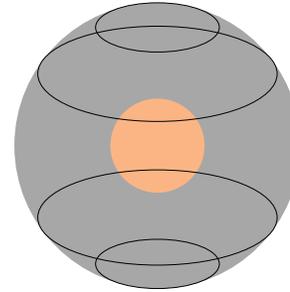
Don'ts



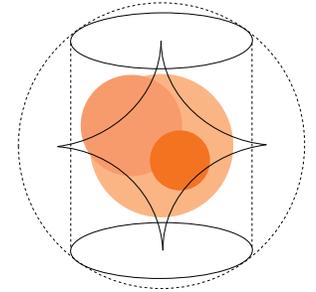
Do not make any changes to the size of the elements in the symbol.



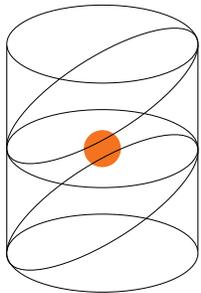
Do not change the color of any of the elements.



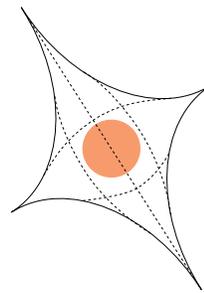
Do not fill any of the spaces with color.



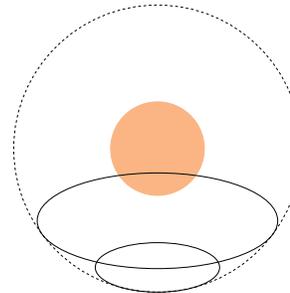
Do not arbitrarily change the position of the elements that make up the brand symbol.



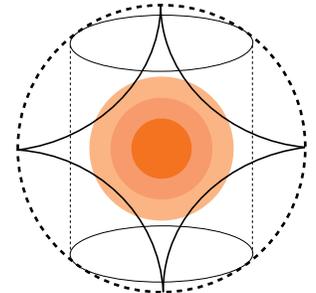
Do not change the solid or dotted line stroke.



Do not distort the symbols in any way.



Do not remove or add elements to the brand symbol.

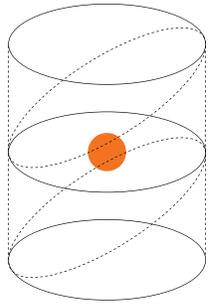


Do not use strokes of any thickness other than those specified in the guide.

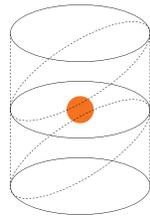
Minimum Size

The minimum size of the symbol is measured vertically.
Considering readability, limit the minimum height to 28mm.
The maximum size is not specified since it can be scaled freely depending on the media.

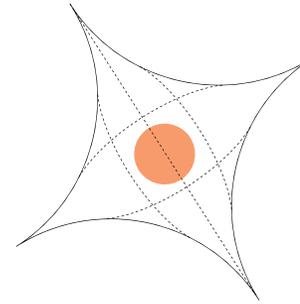
Sustainable and
Inclusive Growth



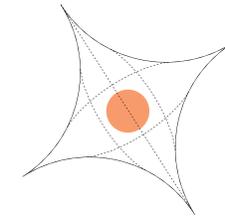
28mm



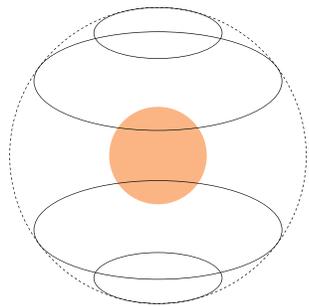
Technology and
Solution-driven Innovation



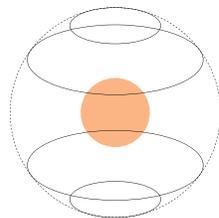
28mm



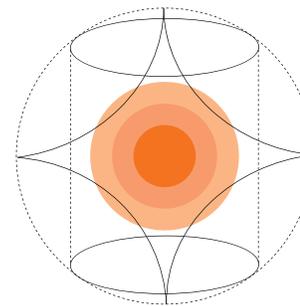
Enhancing
Lives



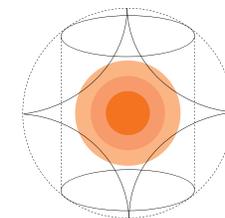
28mm



Brand
Purpose

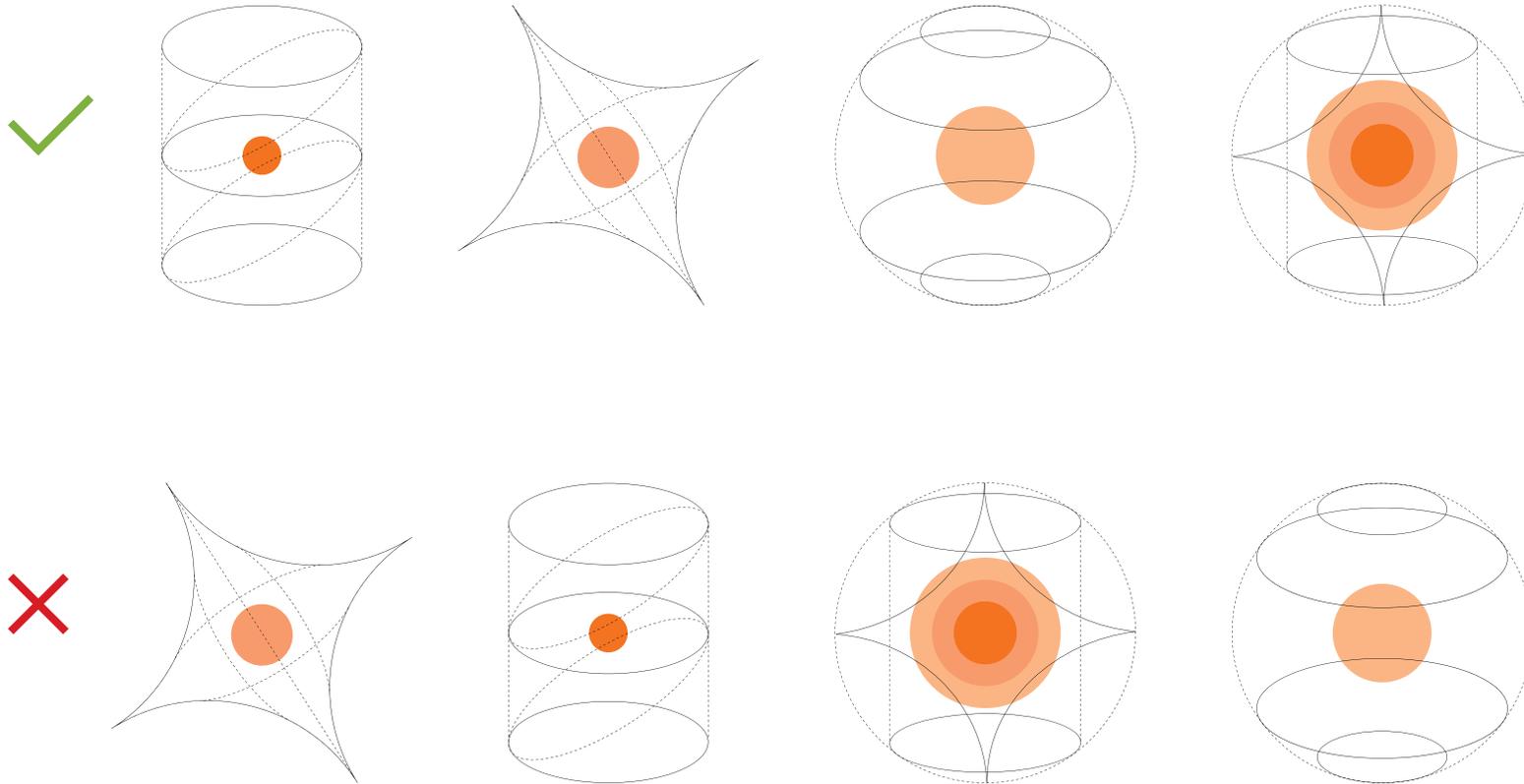


28mm



Symbol Order

The Brand Values symbols should be placed from left to right or top to bottom in the order: Sustainable and Inclusive Growth, Technology and Solution-driven Innovation, and Enhancing Lives. Place the Purpose symbol at the front or back.



Opacity

You can adjust the transparency of the symbol to increase the readability of the text.
We recommend a minimum of 20% and a maximum of 40% opacity.
Always keep the text opacity at 100%.



Opacity 20%



Opacity 30%

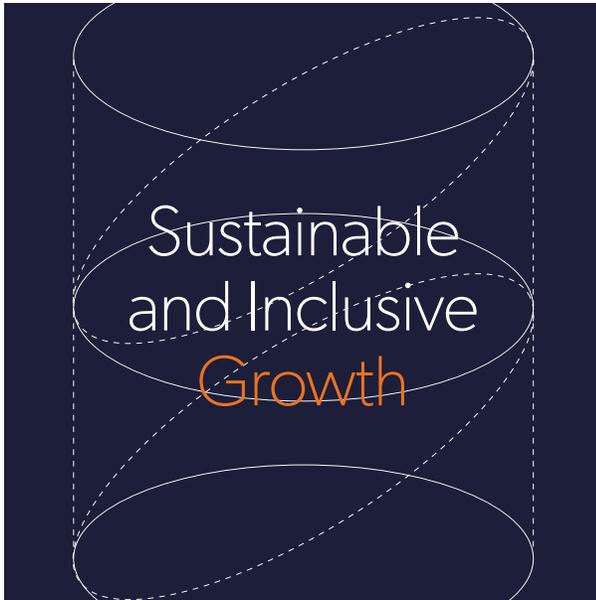


Opacity 40%

Opacity

If the opacity goes over 40%, the text loses readability.
Avoid these cases.

Don't



Opacity **100%**



Opacity **90%**

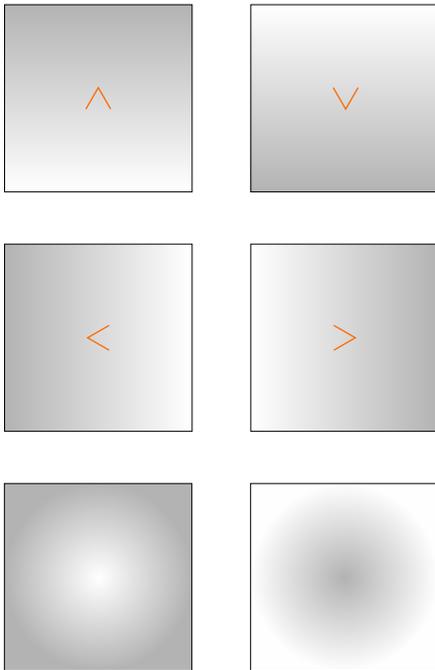


Opacity **80%**

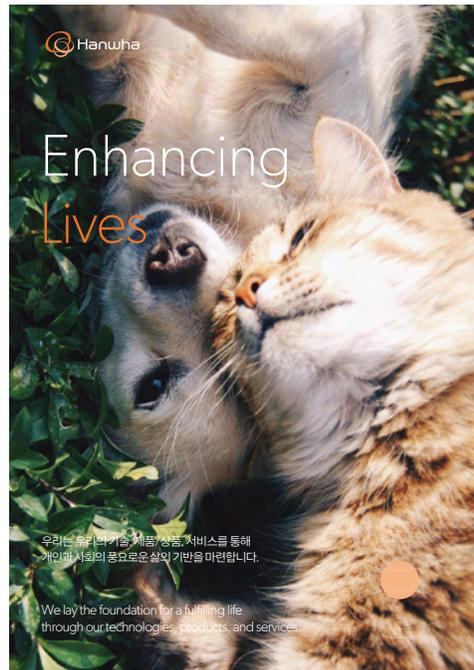
Gradient

We recommend using gradient effects to increase the readability of the text.

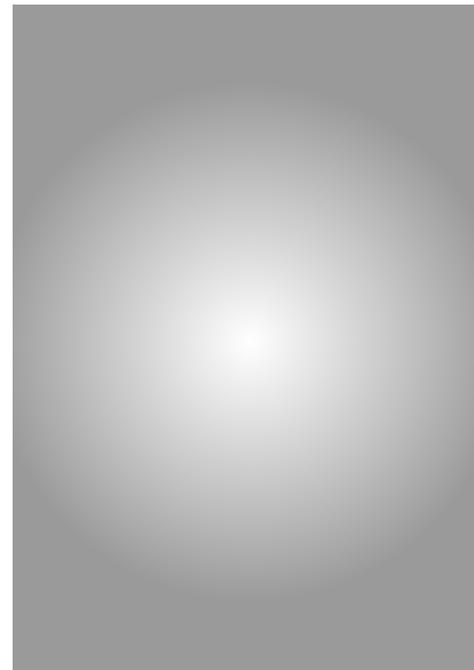
Gradient type



No gradient = low text visibility



Gradient at 40% opacity



Good text visibility



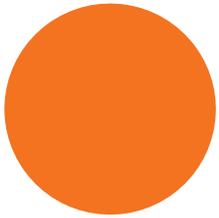
Color

Color

Inner Circles

For the circles in the center of the symbols, always use the Hanwha's tricycle colors assigned. Never change the colors of the symbols.

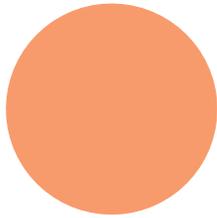
Sustainable and
Inclusive Growth



**Hanwha
Orange 100%**

R 243 C 0
G 115 M 68
B 33 Y 100
K 0

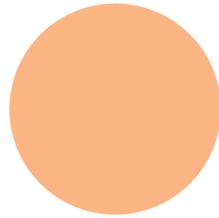
Technology and
Solution-driven Innovation



**Hanwha
Orange 70%**

R 248 C 0
G 155 M 47
B 108 Y 70
K 0

Enhancing
Lives



**Hanwha
Orange 50%**

R 251 C 0
G 181 M 34
B 132 Y 50
K 0

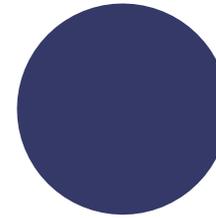
주의

Hanwha Orange can only be applied to solid lines. Do not use any orange shade for dotted lines.

Color

Symbol Outline

These are the colors you can use for the symbol outlines. There are separate instructions for using a combination of two colors in the following pages.



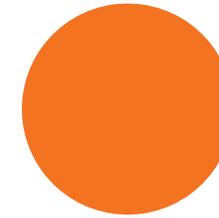
Light Navy

R 53 C 92
G 57 M 87
B 104 Y 30
K 18



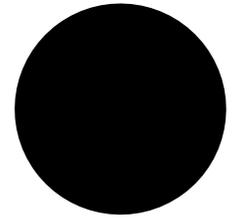
Light Grey

R 239 C 5
G 238 M 4
B 232 Y 7
K 0



**Hanwha
Orange 100%**

R 243 C 0
G 115 M 68
B 33 Y 100
K 0



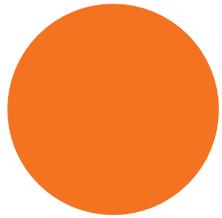
Black

R 0 C 0
G 0 M 0
B 0 Y 0
K 100

Color

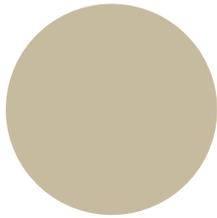
Background

These are the background colors that can be used with the symbols.
These color combinations enhance the readability and aesthetics of the symbols.



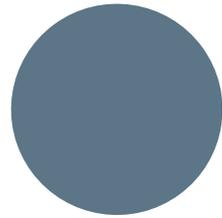
**Hanwha
Orange 100%**

R 243 **C** 0
G 115 **M** 68
B 33 **Y** 100
K 0



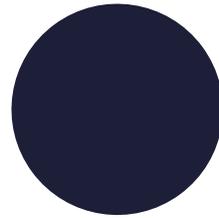
Sand

R 199 **C** 22
G 187 **M** 23
B 159 **Y** 41
K 0



Turquoise

R 92 **C** 71
G 118 **M** 45
B 135 **Y** 36
K 7



Navy

R 29 **C** 90
G 30 **M** 85
B 55 **Y** 47
K 56



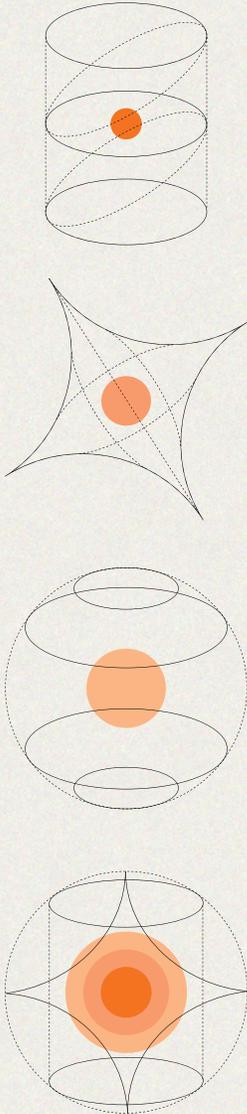
Light Grey

R 239 **C** 5
G 238 **M** 4
B 232 **Y** 7
K 0

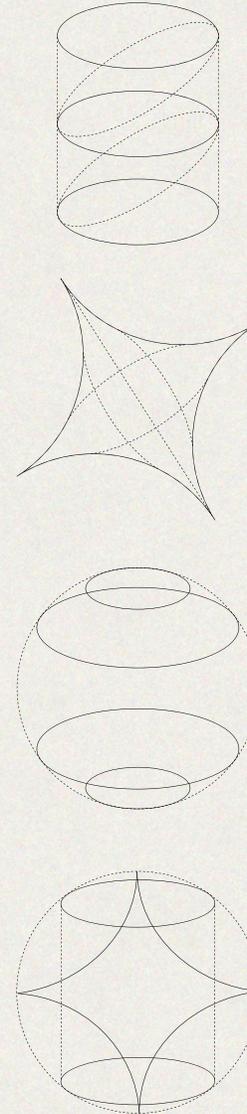
Background & Outline

Light Grey or Light Image Background

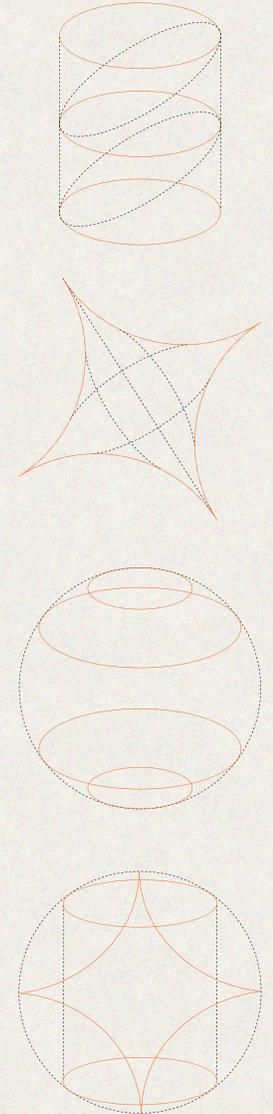
Black with Circles



Black without Circles



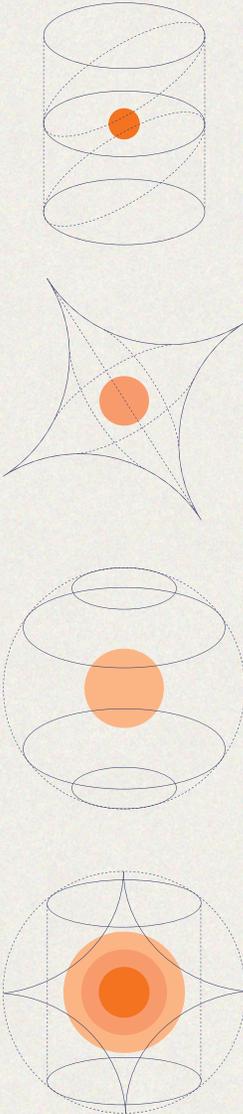
Black & Orange 100%



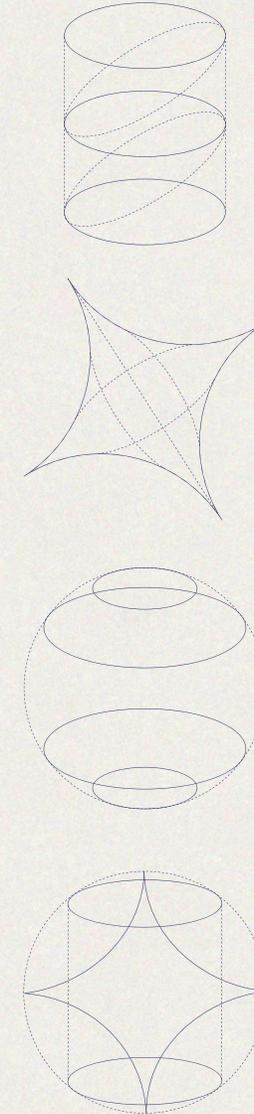
Background & Outline

Light Grey or Light Image Background

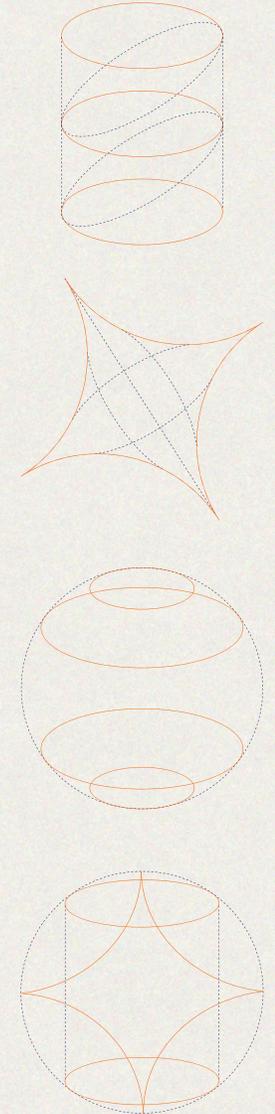
Light Navy with Circles



Light Navy without Circles



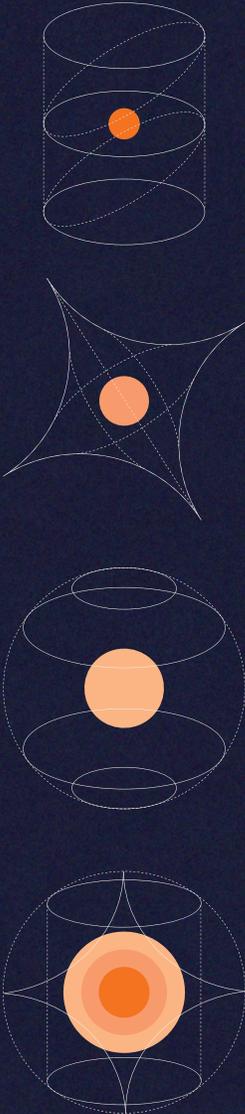
Light Navy & Orange 100%



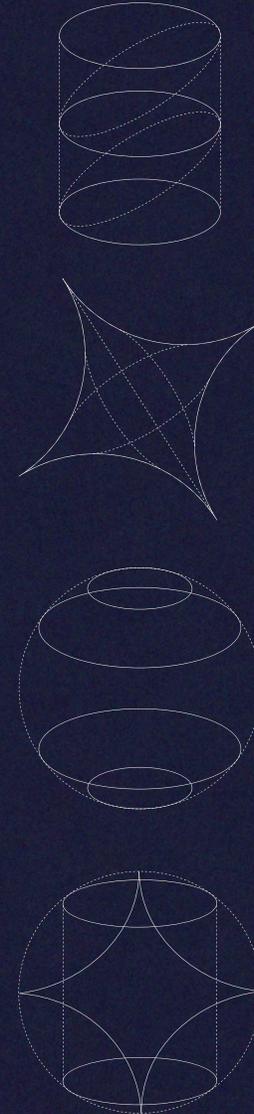
Background & Outline

Navy or Dark Image Background

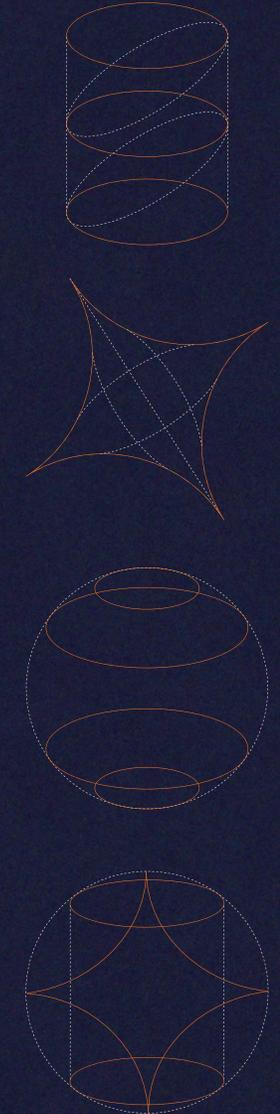
Light Grey with Circles



Light Grey without Circles



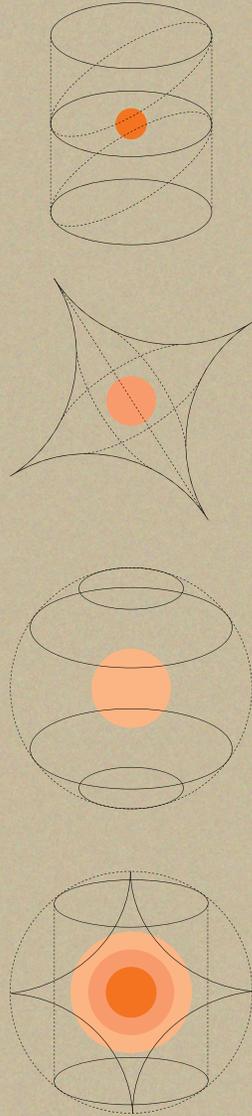
Light Grey & Orange 100%



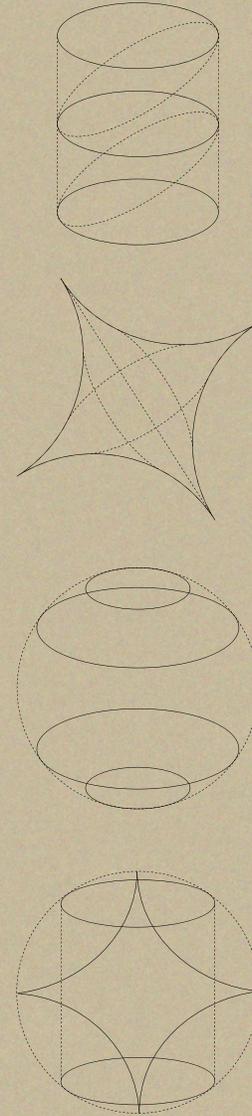
Background & Outline

Sand Background

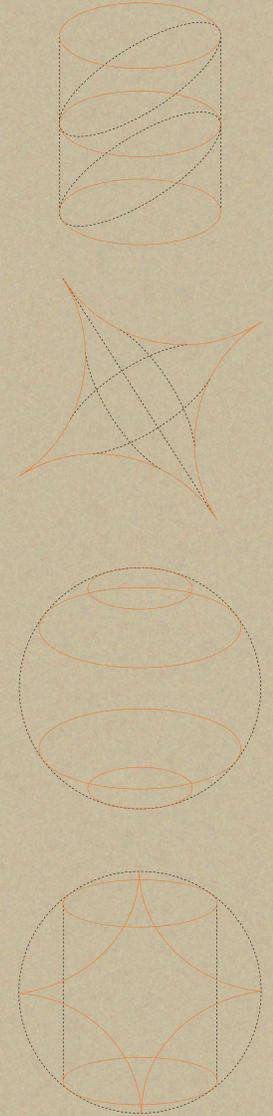
Black with Circles



Black without Circles



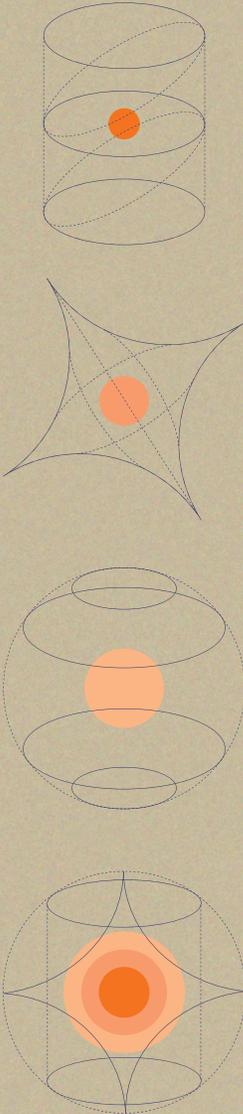
Black & Orange 100%



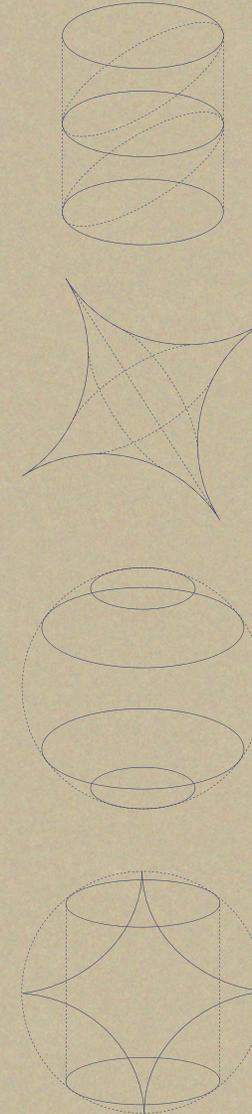
Background & Outline

Sand Background

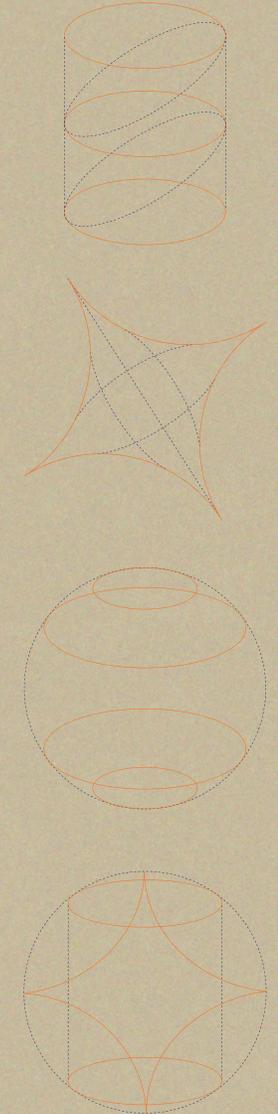
Light Navy with Circles



Light Navy without Circles



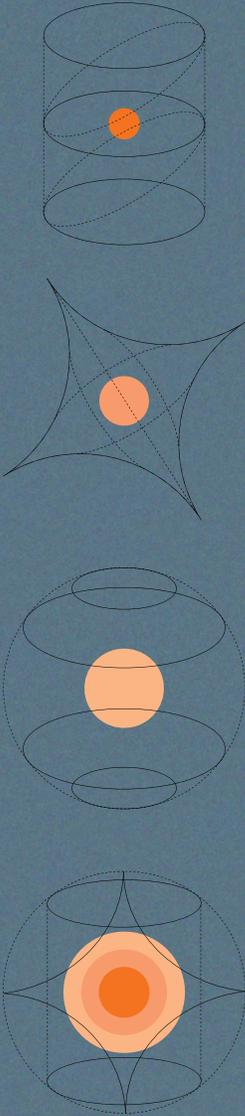
Light Navy & Orange 100%



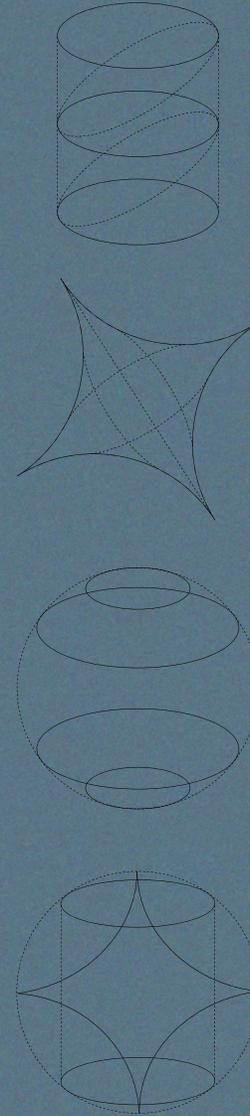
Background & Outline

Turquoise Background

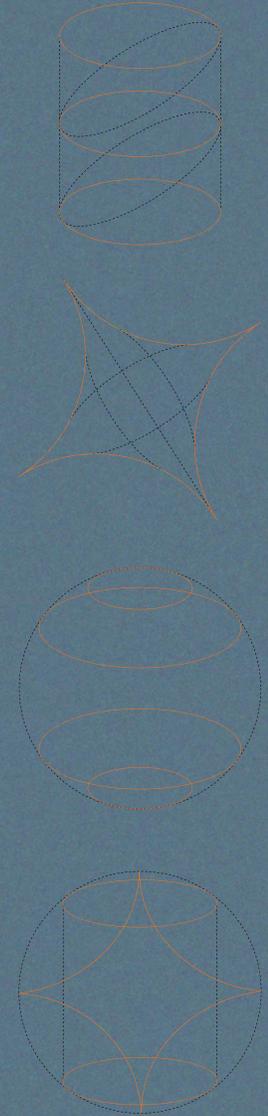
Black with Circles



Black without Circles



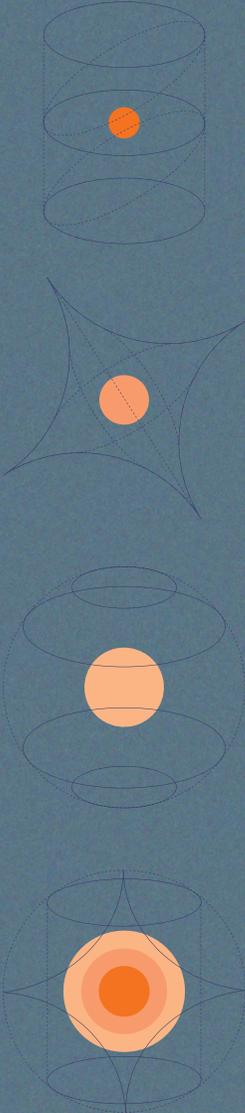
Black & Orange 100%



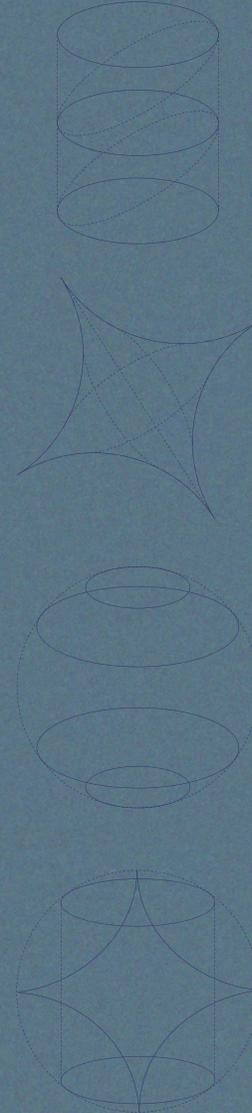
Background & Outline

Turquoise Background

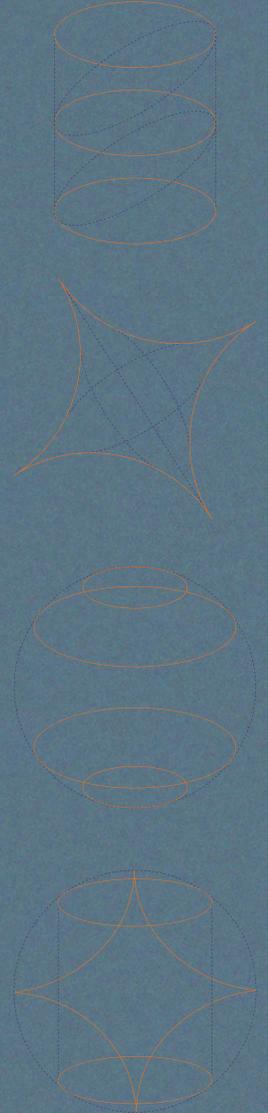
Light Navy with Circles



Light Navy without Circles



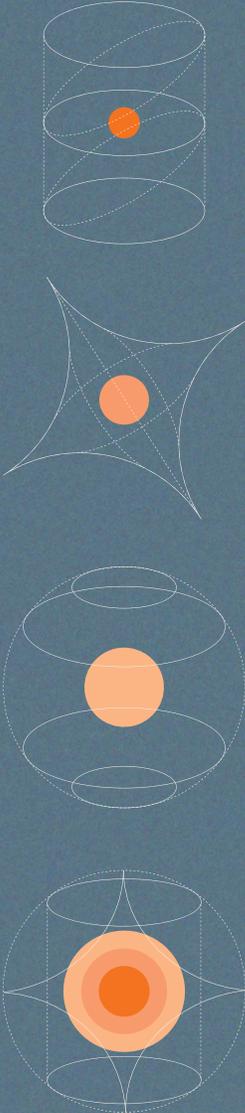
Navy & Orange 100%



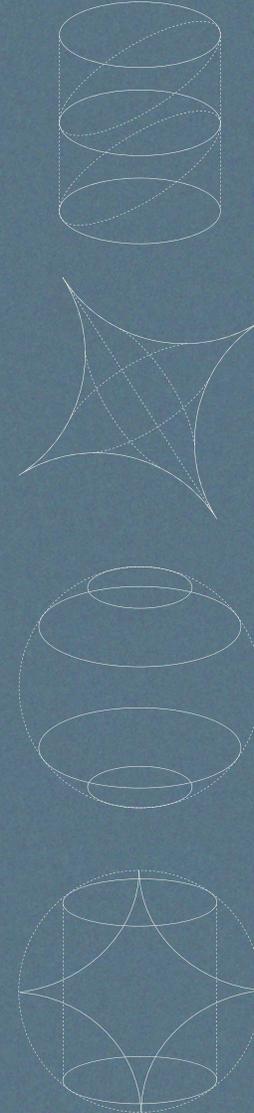
Background & Outline

Turquoise Background

Light Grey with Circles



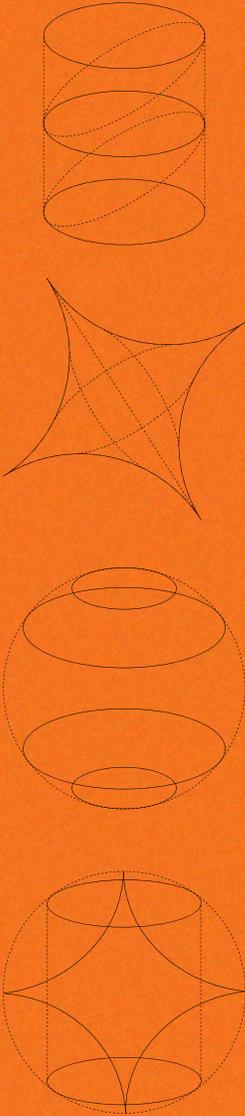
Light Grey without Circles



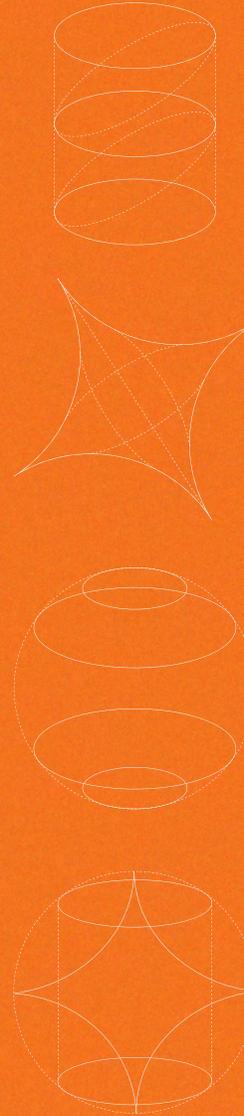
Background & Outline

Hanwha Orange 100%
Background

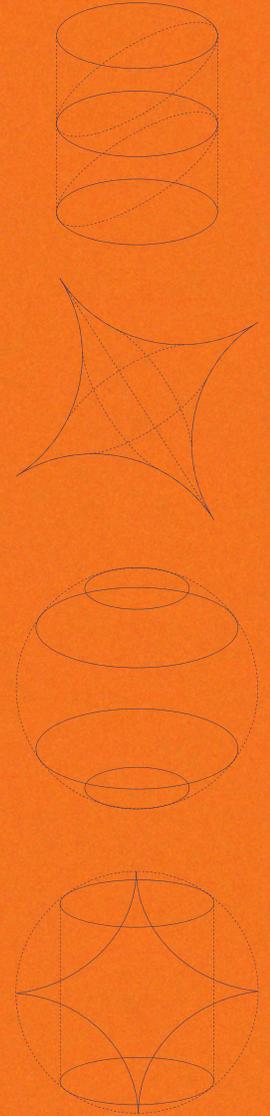
Black



Light Grey



Light Navy

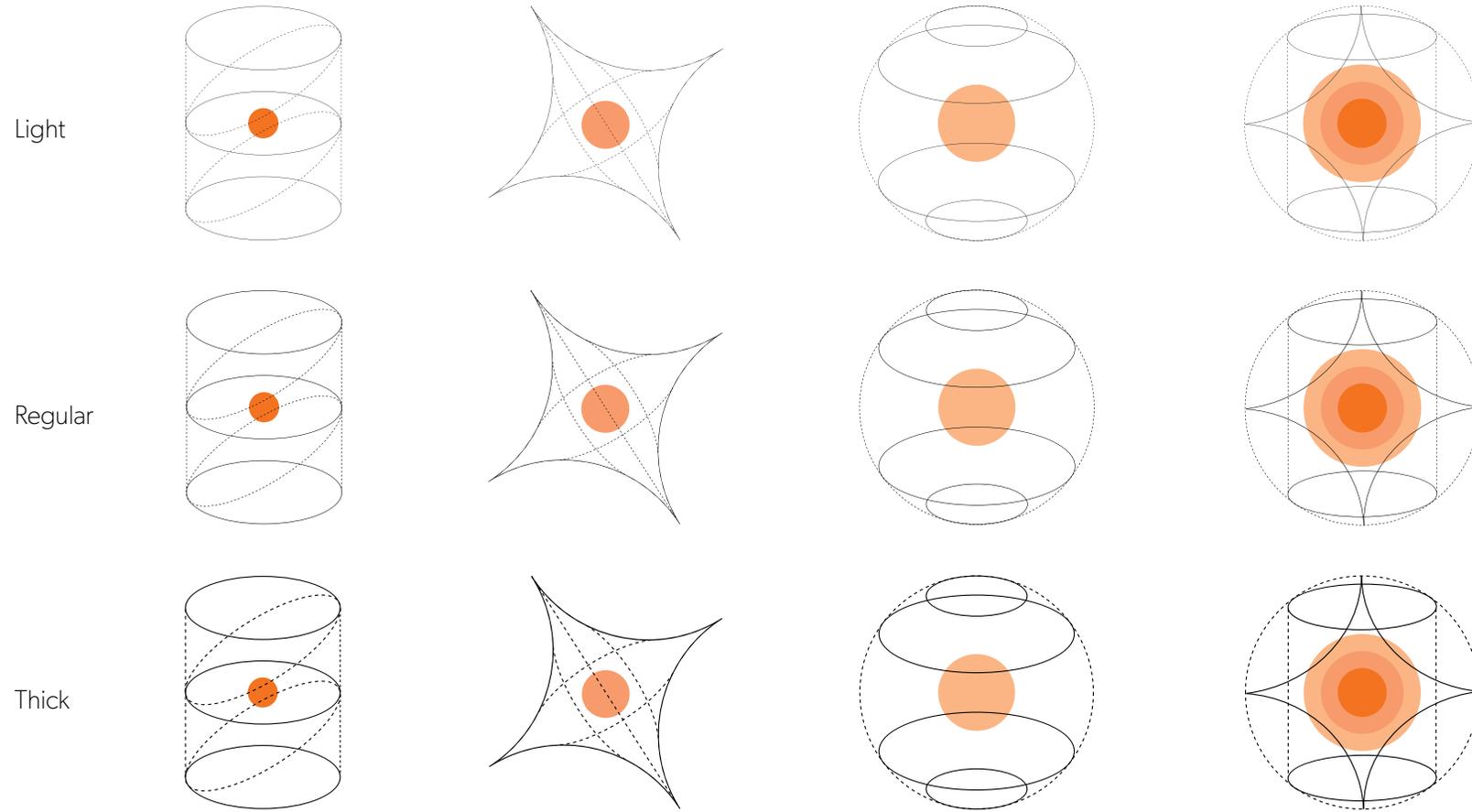


Stroke

Stroke

Thickness

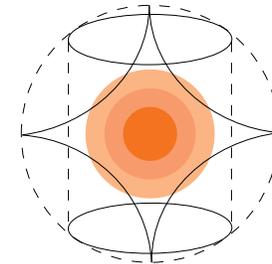
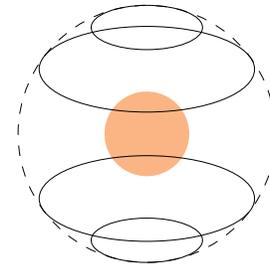
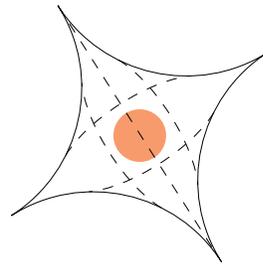
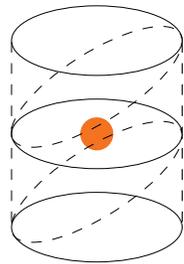
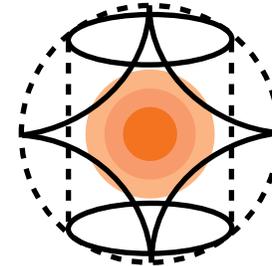
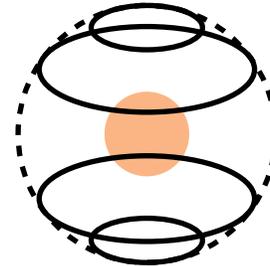
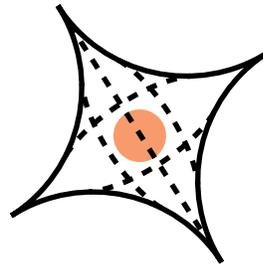
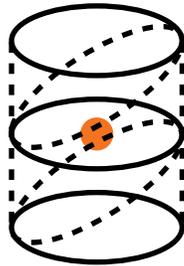
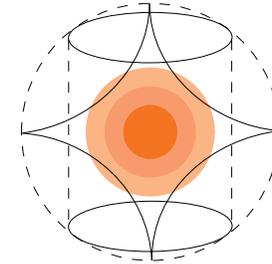
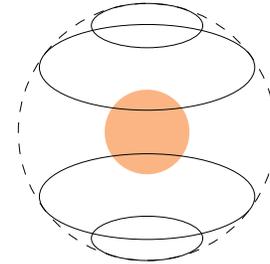
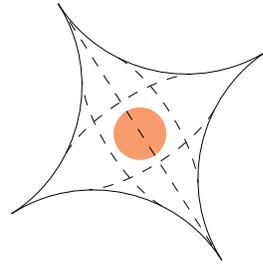
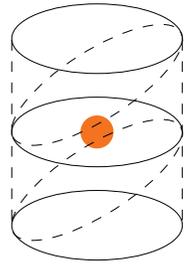
These are the predefined outline weight of the symbols.
Considering the size of the media and the background color,
select a stroke weight that optimizes visibility.
Do not arbitrarily adjust the stroke weight.



Stroke

Thickness Don'ts

Do not change the stroke weight of the symbol outlines in any way not specified in these guidelines.



Typography

Typography

English

Our Purpose

A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.

Gibson Thin / Light

Tracking : -20



Typography

Korean

Our Purpose

우리는 한계와 경계를 뛰어넘는 담대한 도전과 지구에서 우주를 아우르는 혁신적 기술을 통해 개인, 사회, 지구의 지속가능한 내일을 위한 솔루션을 제공합니다.

Gibson Thin / Light

Tracking : -20



Hanwha Gothic EL / T / L / R

Tracking : 0



Typography

Value Line Distribution

When writing Brand Values, follow these sentence arrangement layouts. Do not alter them in any way.

Brand Values

Tracking : -20



1 Line

Sustainable and Inclusive Growth

Technology and Solution-driven Innovation

Enhancing Lives

2 Lines

Sustainable and
Inclusive Growth

Technology and
Solution-driven Innovation

Enhancing
Lives

3 Lines

Sustainable
and Inclusive
Growth

Technology and
Solution-driven
Innovation

Typography

Purpose Line Distribution

When writing Brand Purpose, follow these sentence arrangement layouts. Do not alter them in any way.

Purpose

Tracking : -20



English - 3 Lines

Our Purpose

A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.

English - 4 Lines

Our Purpose

A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.

Korean - 3 Lines

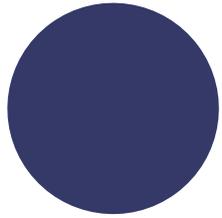
Our Purpose

우리는 한계와 경계를 뛰어넘는 담대한 도전과 지구에서 우주를 아우르는 혁신적 기술을 통해 개인, 사회, 지구의 지속가능한 내일을 위한 솔루션을 제공합니다.

Typography

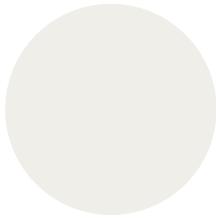
Values Color

The following colors can be used for text when writing Brand Values.



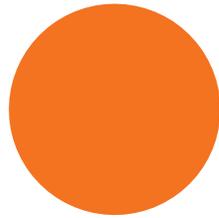
Light Navy

R 53 C 92
G 57 M 87
B 104 Y 30
K 18



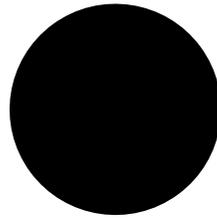
Light Grey

R 239 C 5
G 238 M 4
B 232 Y 7
K 0



Hanwha
Orange 100%

R 243 C 0
G 115 M 68
B 33 Y 100
K 0



Black

R 0 C 0
G 0 M 0
B 0 Y 0
K 100

Typography

Values Highlighted Color

When necessary, apply Hanwha Orange 100% to highlight words. Never change the words highlighted.

Sustainable and
Inclusive **Growth**

Technology and
Solution-driven **Innovation**

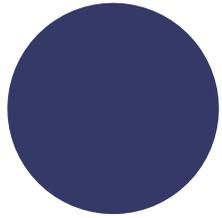
Enhancing
Lives

Purpose

Typography

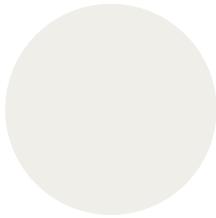
Purpose Color

The following colors can be used for text when writing Brand Purpose.



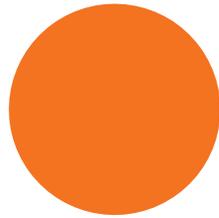
Light Navy

R 53 C 92
G 57 M 87
B 104 Y 30
K 18



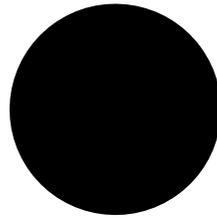
Light Grey

R 239 C 5
G 238 M 4
B 232 Y 7
K 0



Hanwha
Orange 100%

R 243 C 0
G 115 M 68
B 33 Y 100
K 0



Black

R 0 C 0
G 0 M 0
B 0 Y 0
K 100

Typography

Purpose Highlighted Color

When necessary, apply Hanwha Orange 100% to highlight words. Never change the words highlighted.

우리는 한계와 경계를 뛰어넘는 **담대한 도전**과
지구에서 우주를 아우르는 **혁신적 기술**을 통해
개인, 사회, 지구의 **지속가능한 내일**을 위한 **솔루션**을 제공합니다.

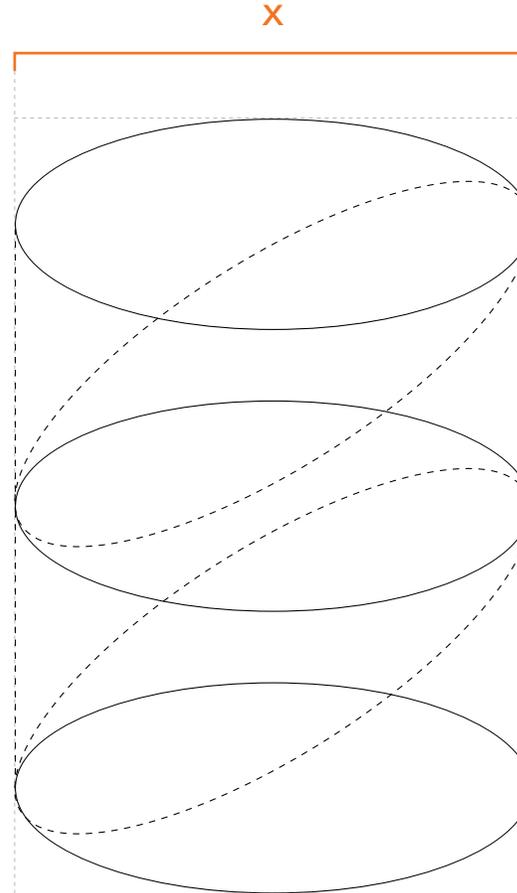
A **relentless commitment to sustainability**
drives our **bold innovation**, allowing us
to create **transformative solutions** for
individuals, society, and the planet.

Spacing

Clear Space

Finding the 'x'

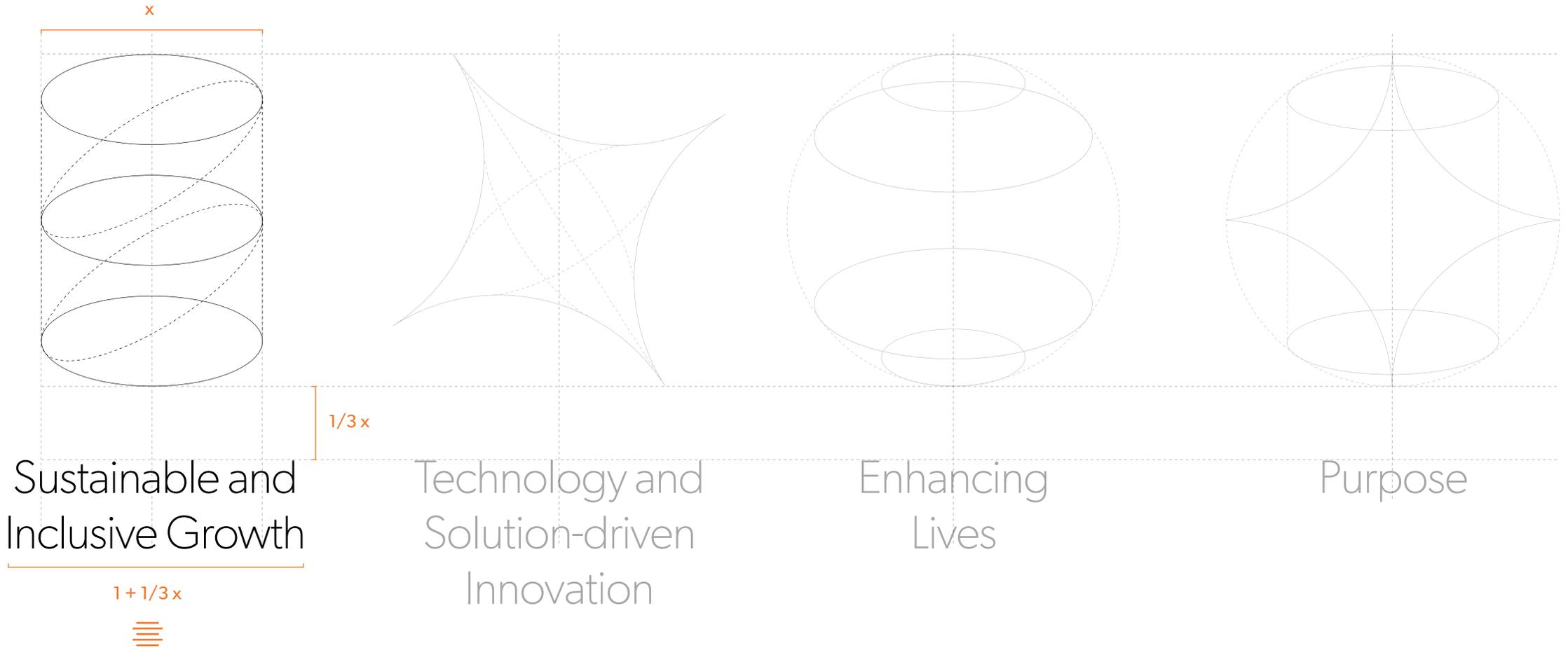
A specific spacing is needed when symbol and text are together.
The measuring unit is the width of the 'Sustainable and Inclusive Growth' symbol.
From now on, we will refer to this as 'x' and guide you through the spacing manual.



Clear Space

Maximum Spacing

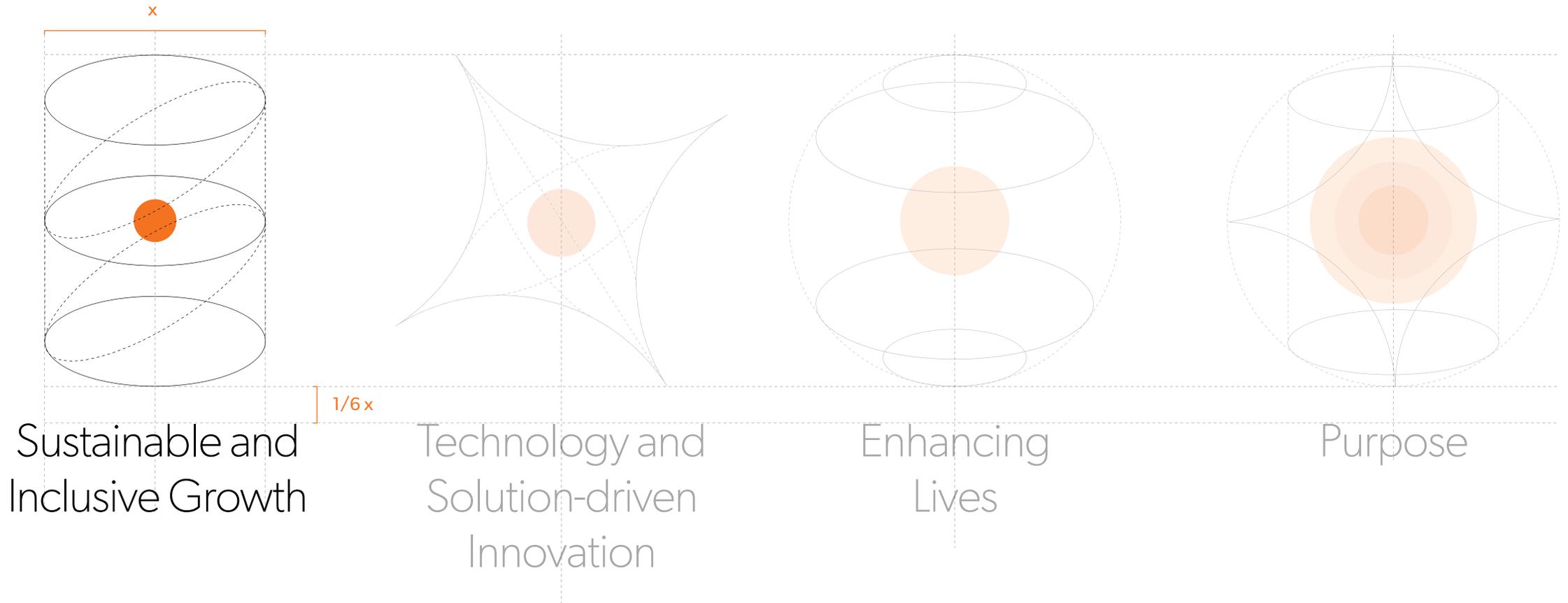
When placing text below the symbols, the spacing must be a maximum of $1/3x$.



Clear Space

Minimum Spacing

When placing text below the symbols, the spacing must be a minimum of $1/6x$.



Hanwha Brand System Application Design

Poster

Our Purpose

A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.

Our Brand Values



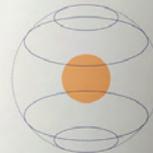
Sustainable and Inclusive Growth

We strive for social, economic, and environmental prosperity for all.



Technology and Solution-driven Innovation

Through technological innovation, we provide solutions from people to planet.

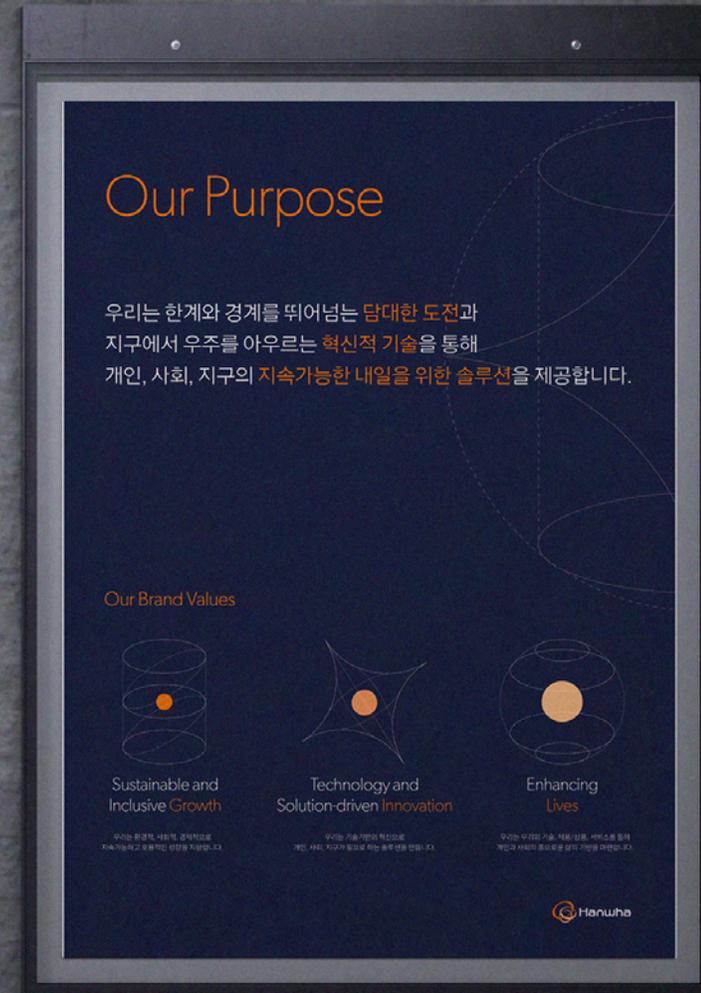
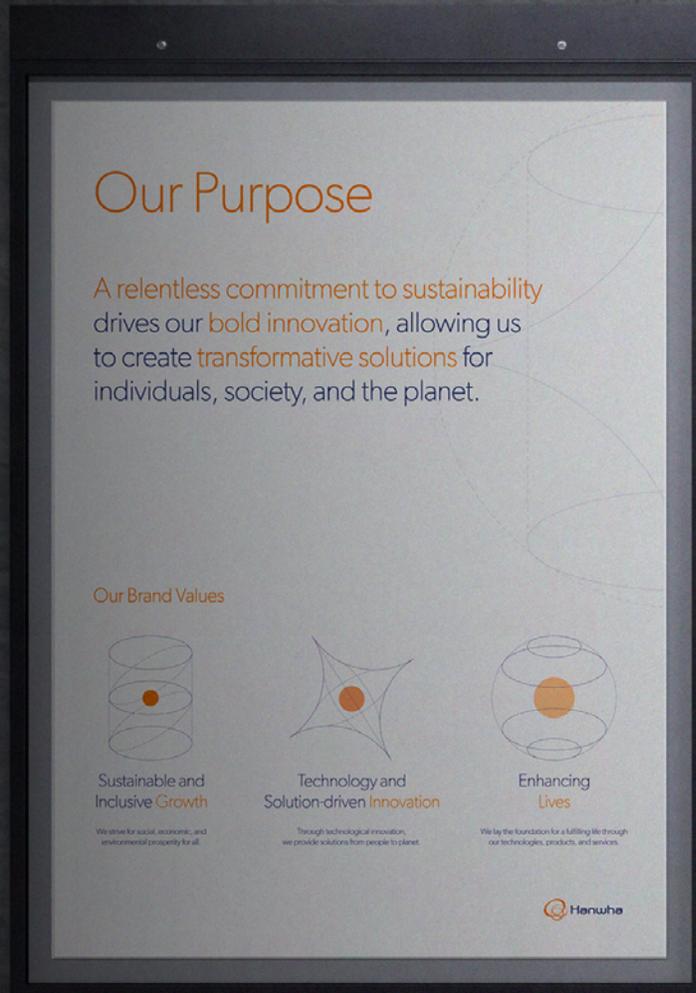


Enhancing Lives

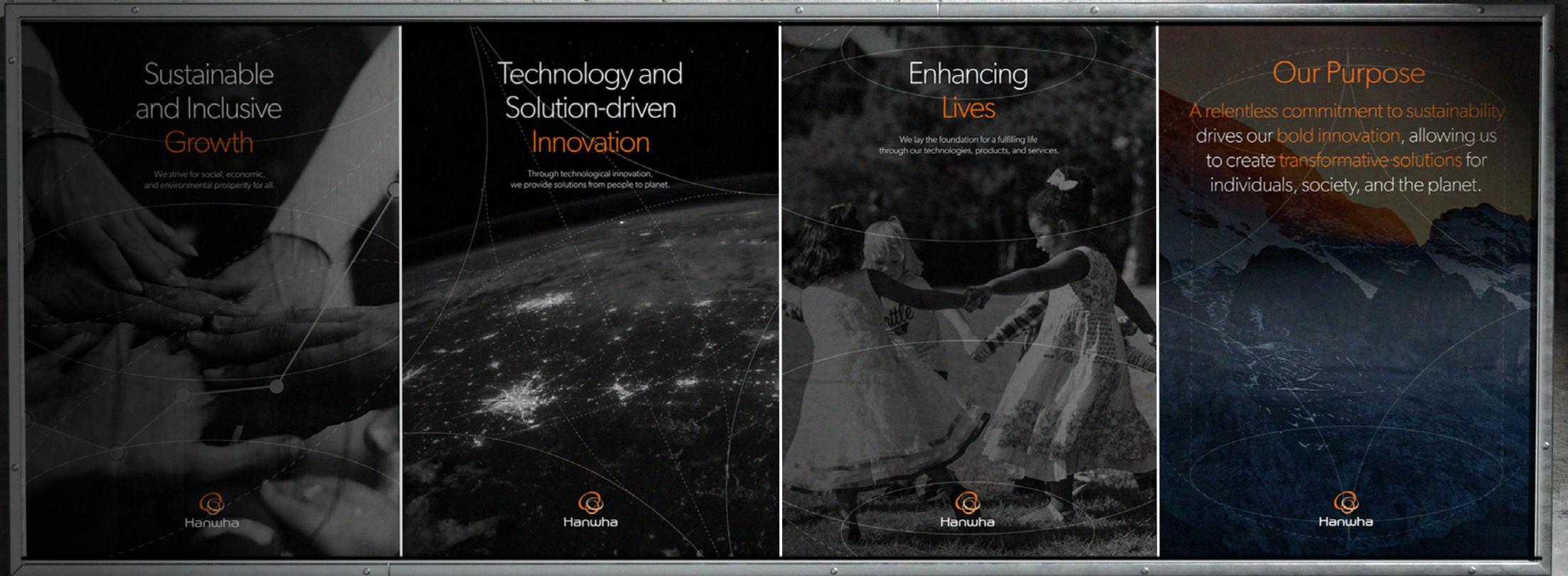
We lay the foundation for a fulfilling life through our technologies, products, and services.



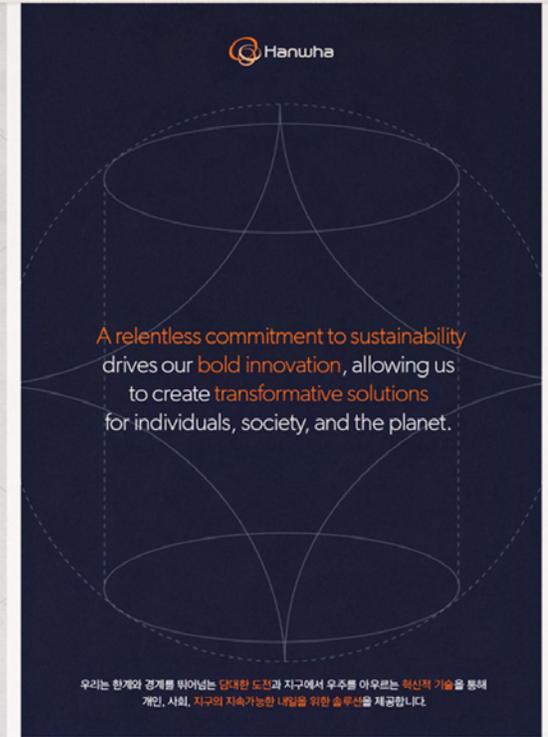
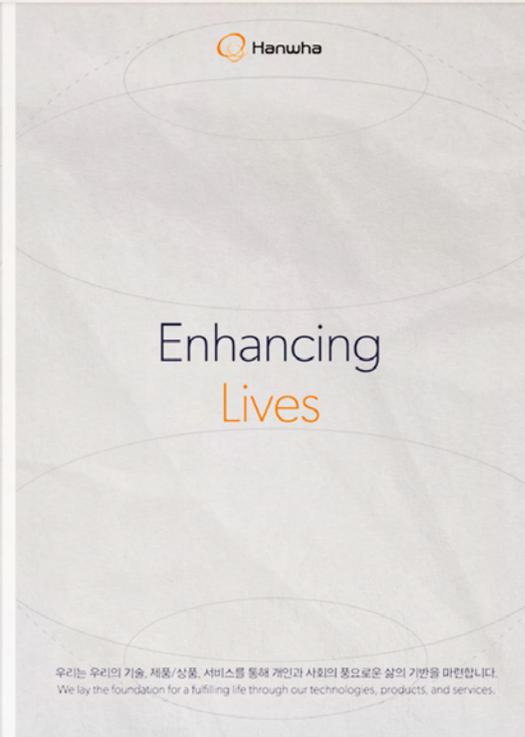
Poster



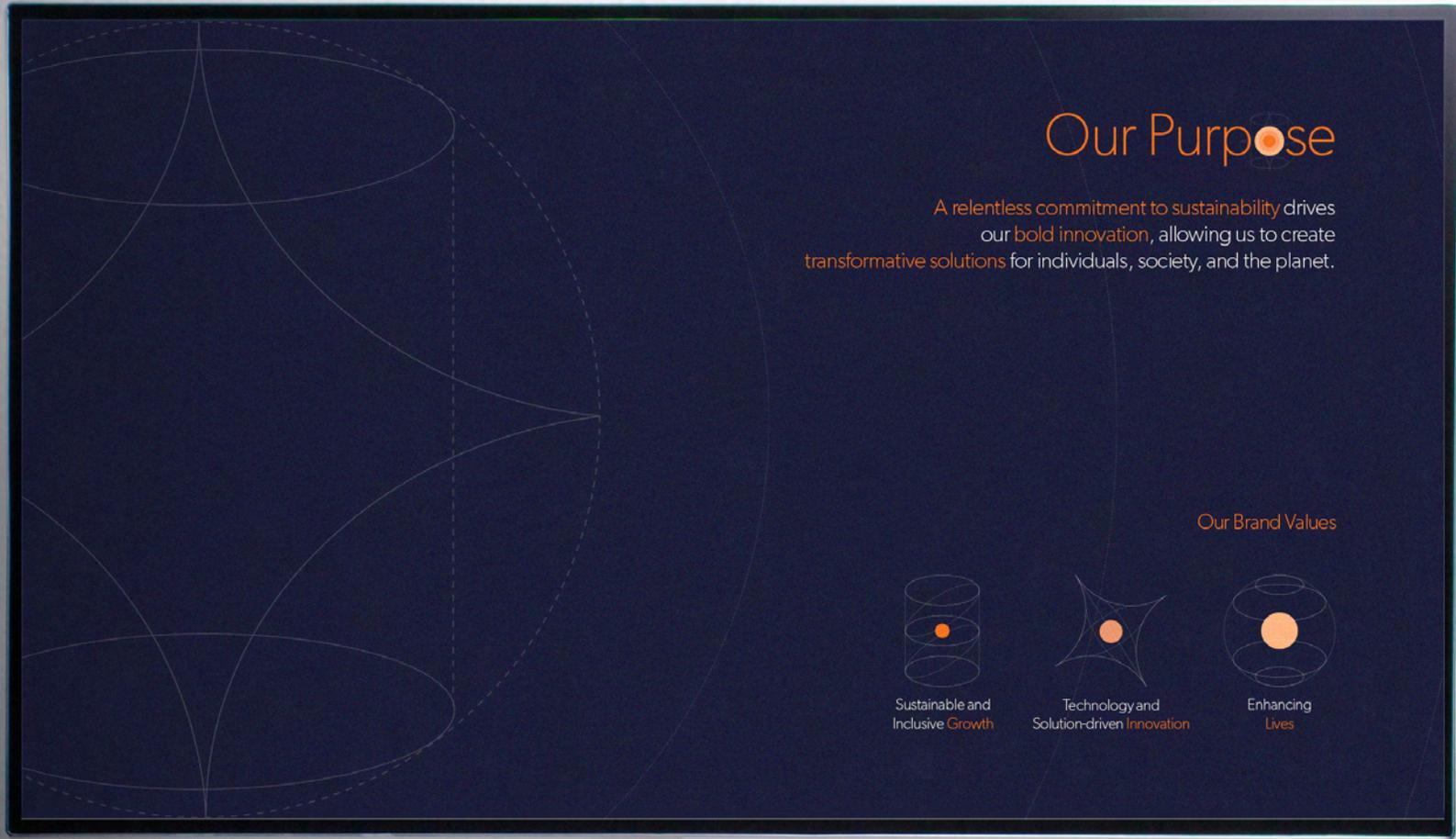
Poster



Poster



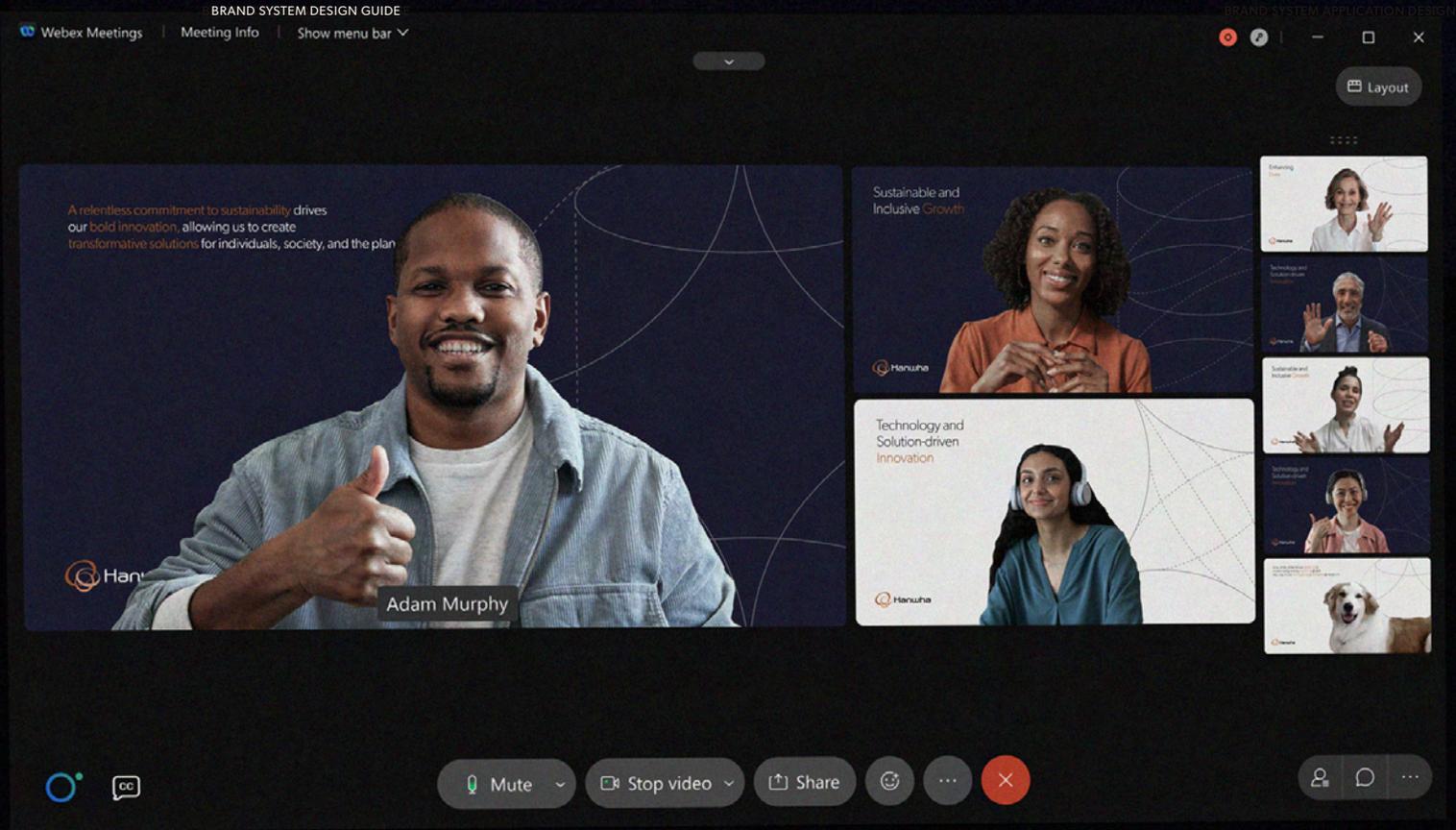
PC Wallpaper



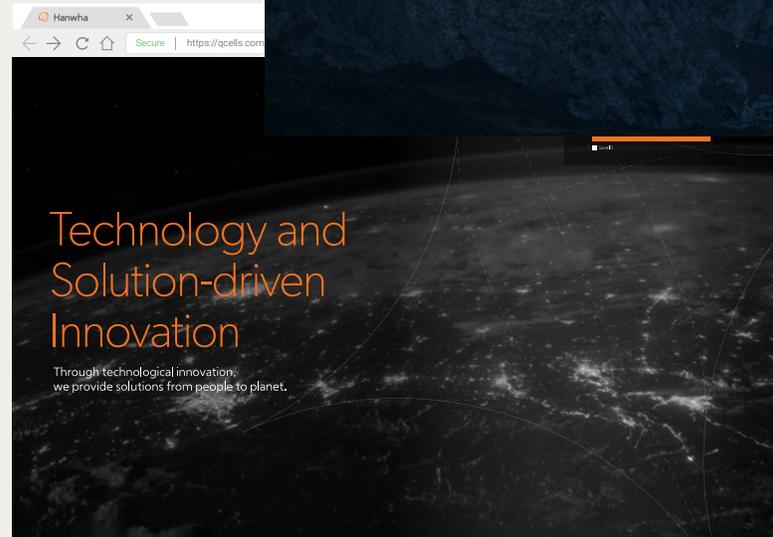
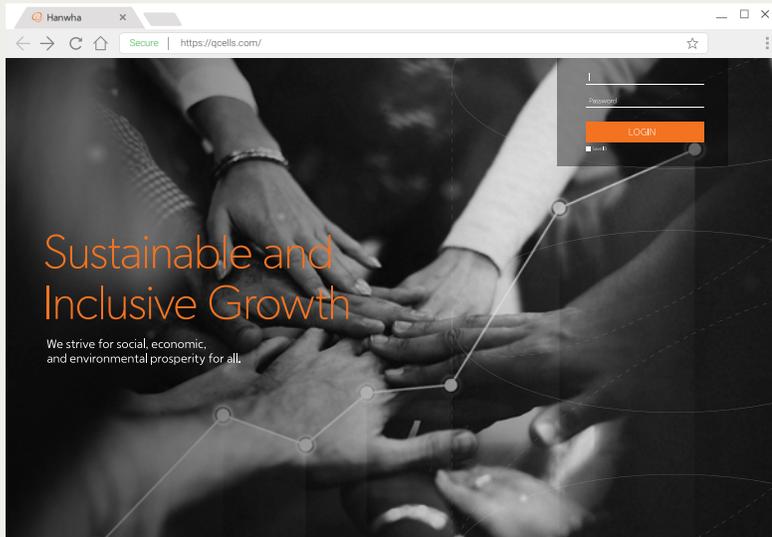
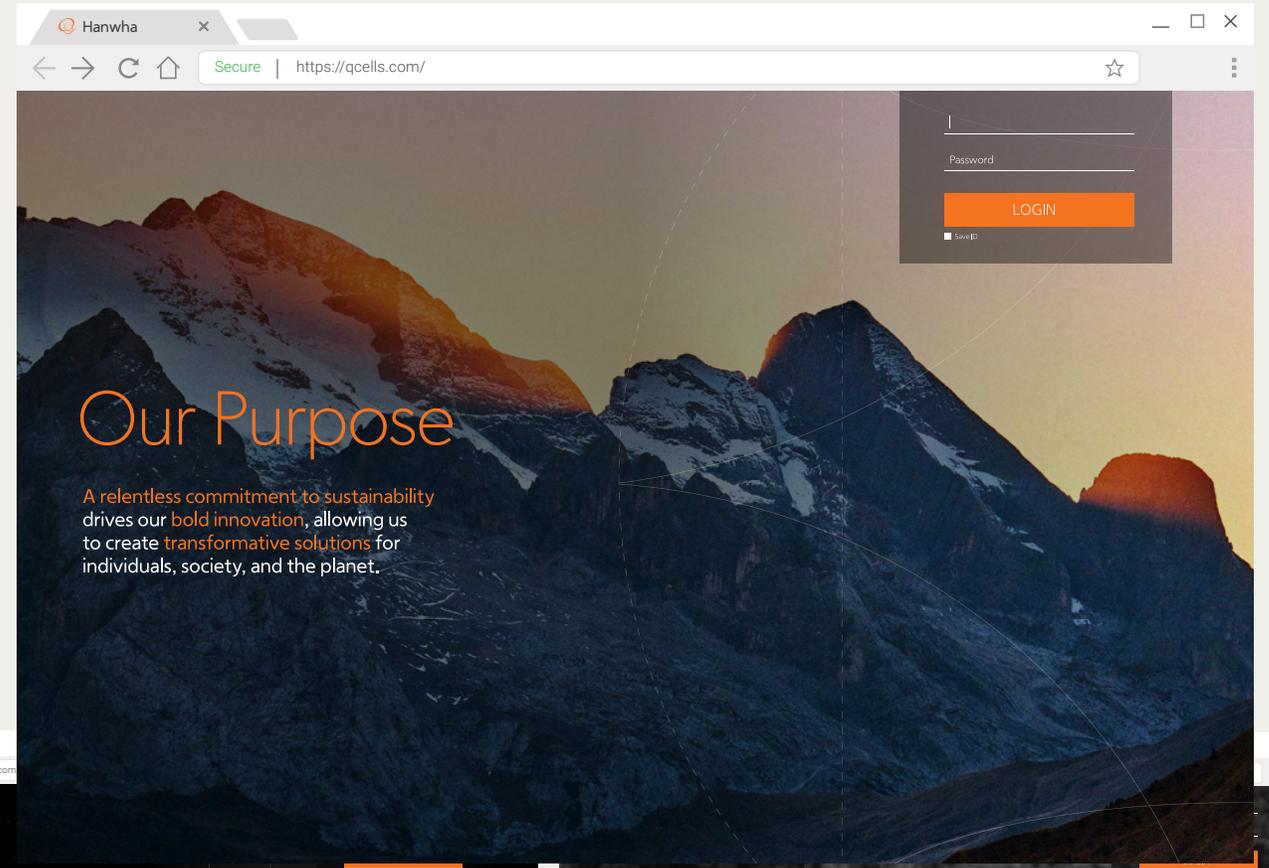
PC Wallpaper



Video Conference Screen



Log-in Screen



Meeting Room

Sustainable
and Inclusive
Growth

Enhancing
Lives

Technology and
Solution-driven
Innovation



Billboard

A relentless commitment to sustainability drives our bold innovation, allowing us to create transformative solutions for individuals, society, and the planet.



Billboard



Sustainable and
Inclusive Growth

Our Brand Values & Purpose

Technology and
Solution-driven Innovation

Enhancing
Lives

Our
Purpose



