



**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.

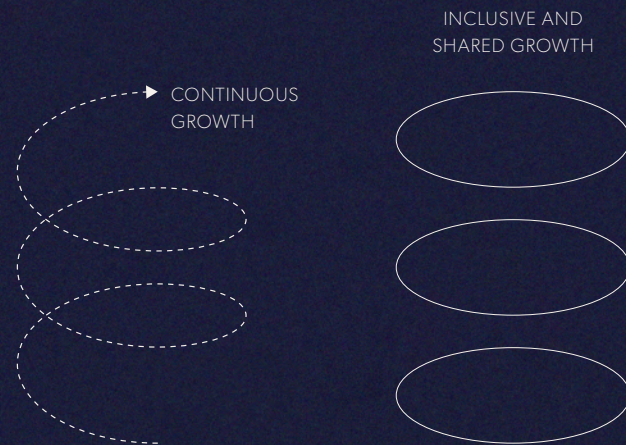
WHAT WE STAND FOR

# Sustainable and Inclusive Growth

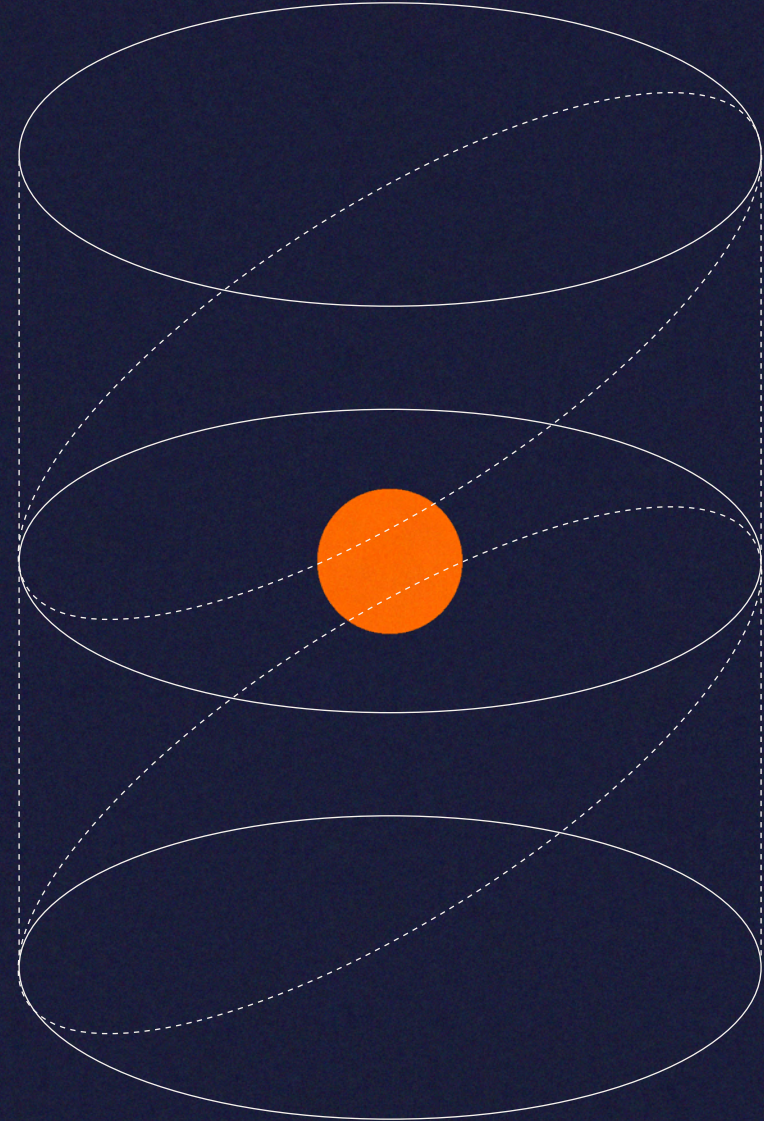
This symbol represents our brand value, 'Sustainable and Inclusive Growth'.

**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.

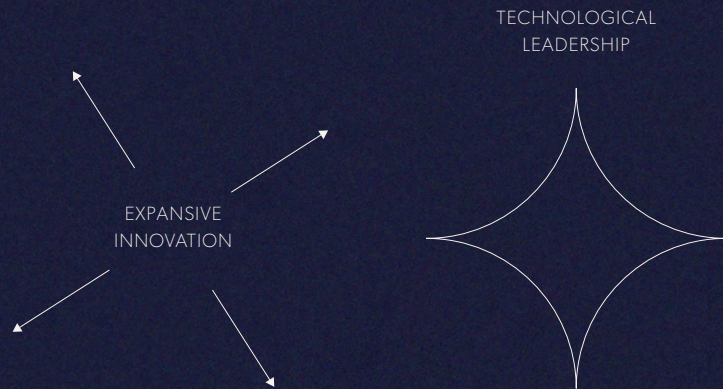
WHAT WE STAND FOR



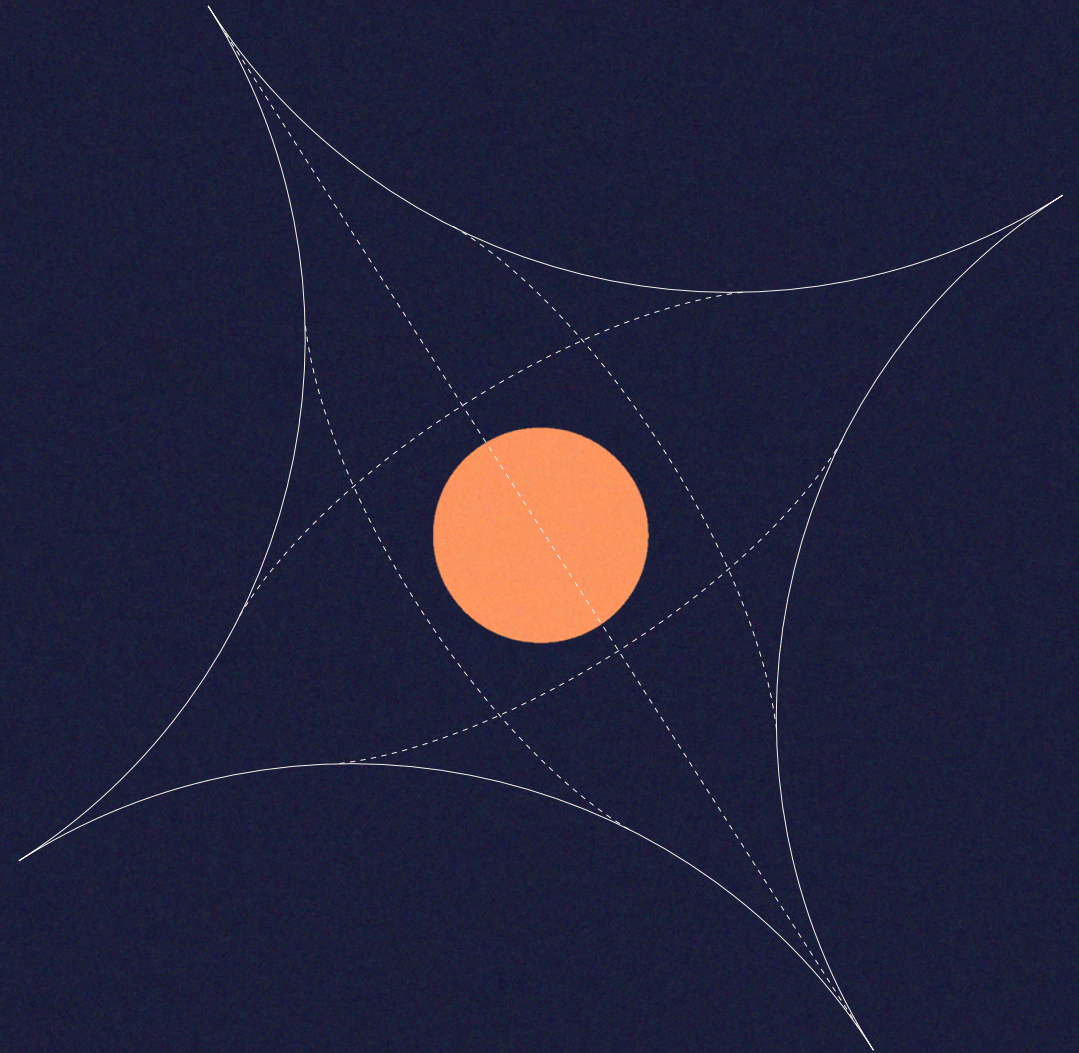
# Technology and Solution-driven Innovation

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



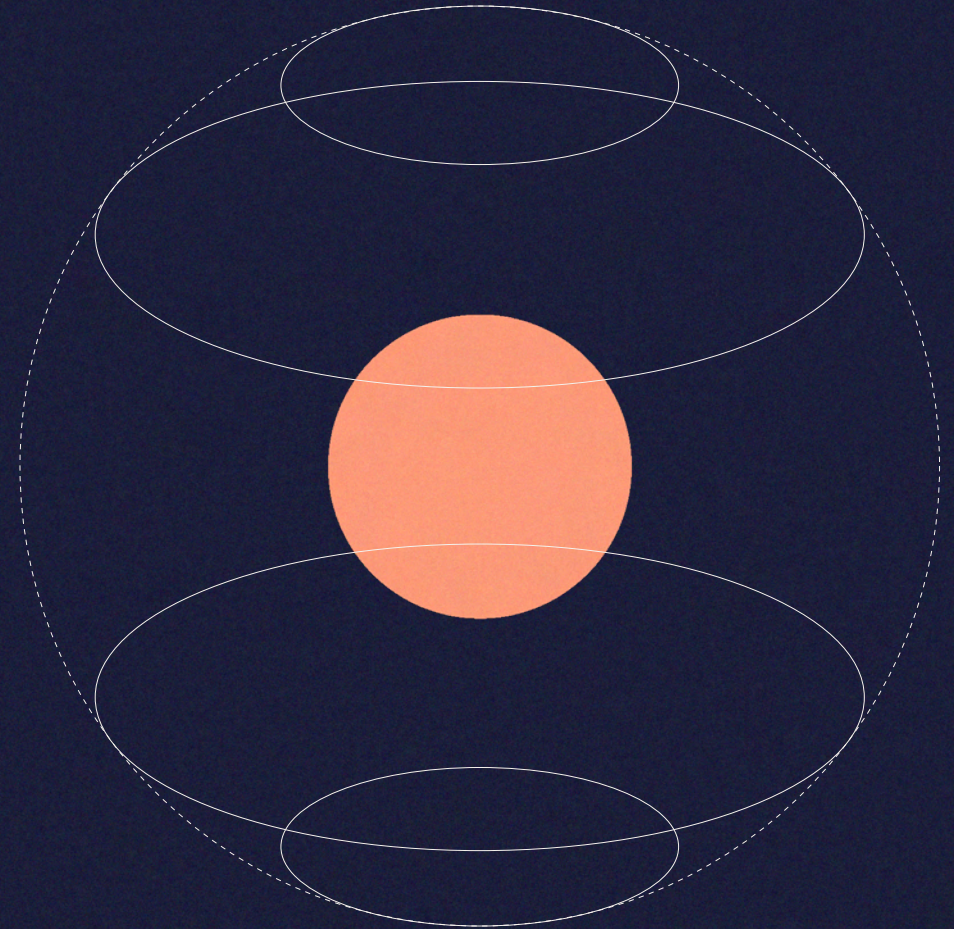
# Enhancing Lives

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.



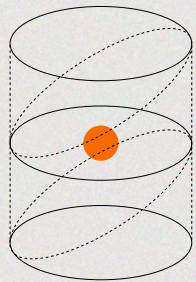
WHAT WE STAND FOR



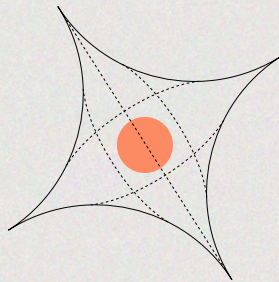
# Our Purpose

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.

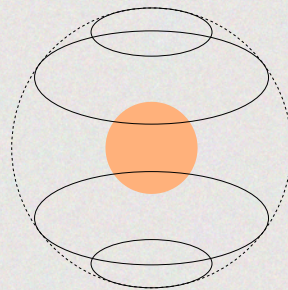
Above all, the driving purpose and value that we aim to deliver is sustainability, and this symbol helps our stakeholders grasp the message.



SUSTAINABLE AND  
INCLUSIVE GROWTH

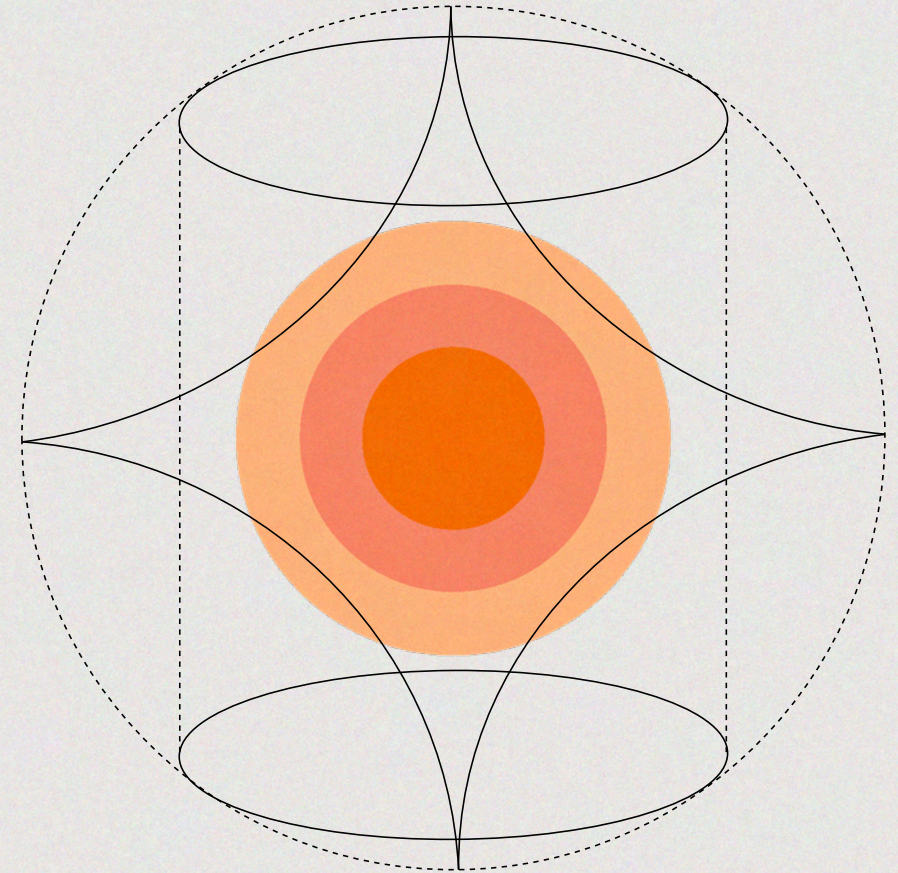


TECHNOLOGY AND  
SOLUTION-DRIVEN INNOVATION



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

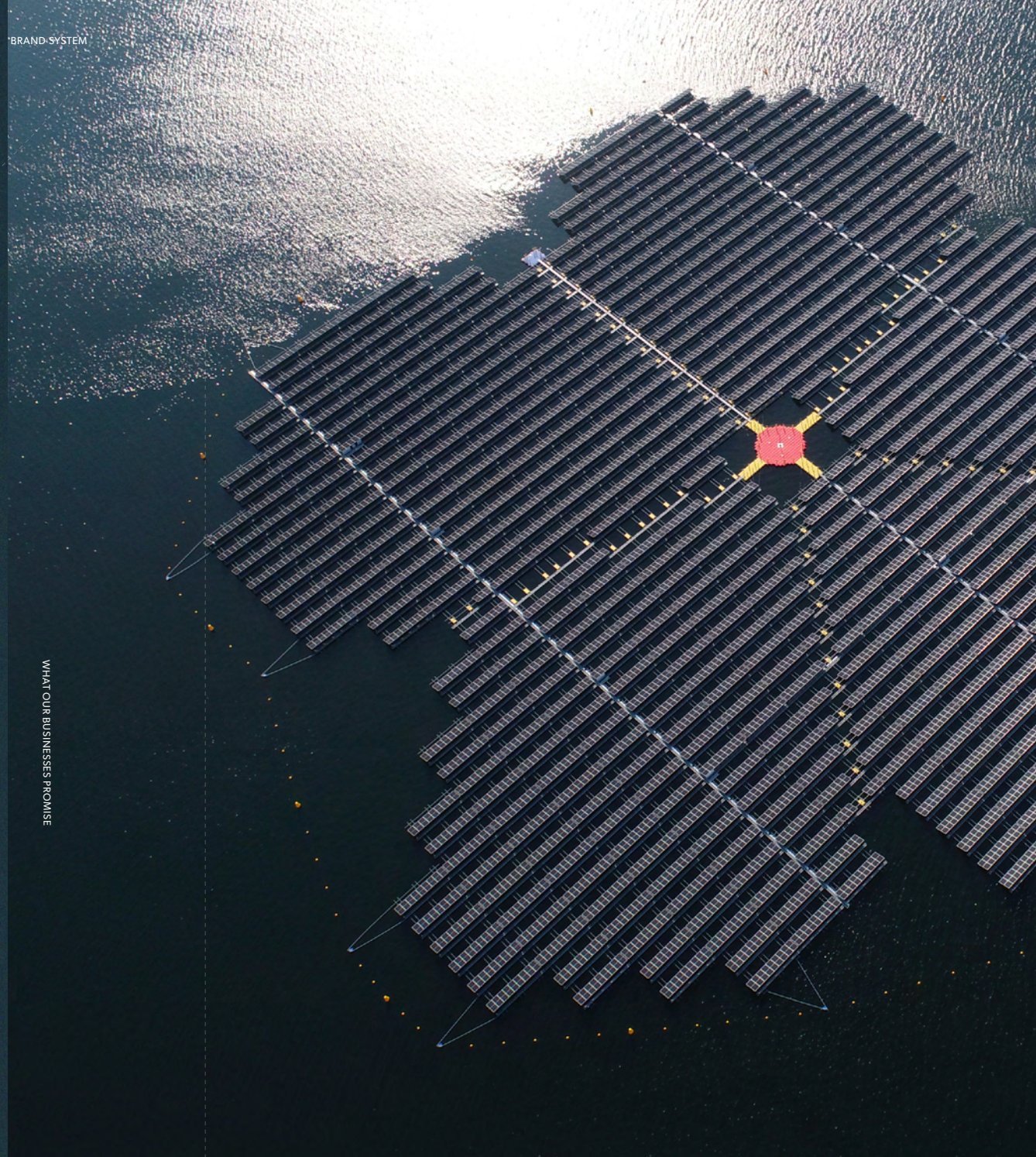


# Energy

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.

BRAND SYSTEM

WHAT OUR BUSINESSES PROMISE



# 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.

BRAND SYSTEM

OUR VALUE PROPOSITION

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).

WHAT OUR BUSINESSES PROMISE

# Financial Services

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

BRAND SYSTEM

OUR VALUE PROPOSITION

WHAT OUR BUSINESSES PROMISE

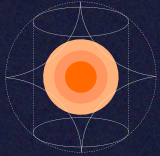


# Retails, Leisure & Lifestyle Services

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 Value Proposition

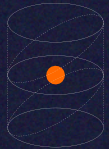
### Energy

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

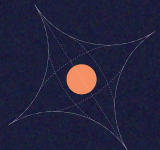
We protect liberty and help strengthen sustainable social and defense infrastructures, by providing cutting-edge defense solutions for land, sea, and air (both airspace and aerospace).

## 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.

### 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

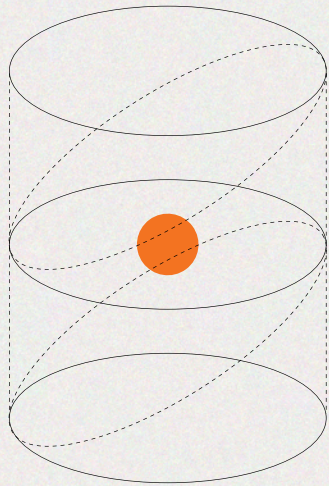
We enable sustainable lifestyles that bring dreams to life through online and offline platforms designed to provide differentiated customer experiences.

# Hanwha Brand System Design Guidelines

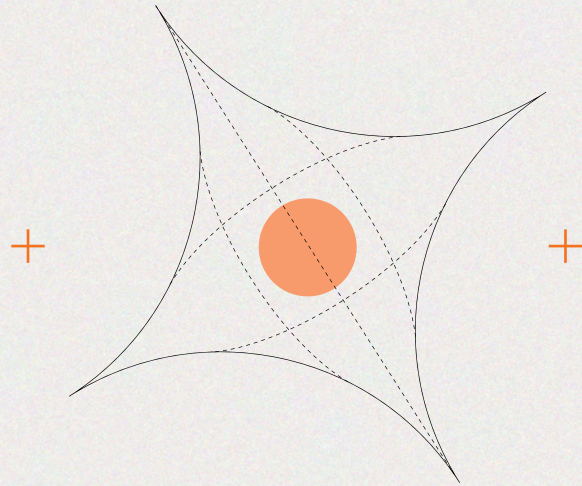
# Symbols

## With Circles

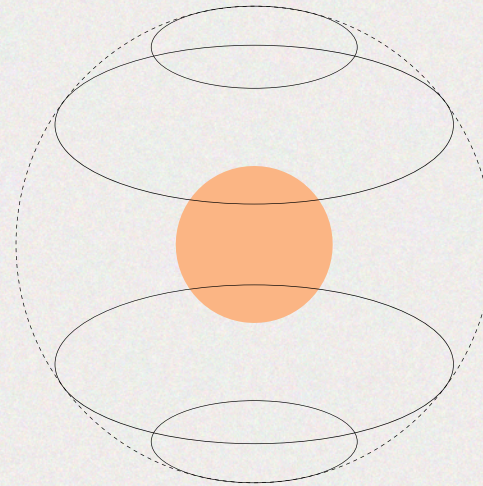
These symbols represent Hanwha's Brand Values and Purpose.  
The circle in the center of each one expresses Hanwha's bold challenges and innovation energy toward a sustainable tomorrow.



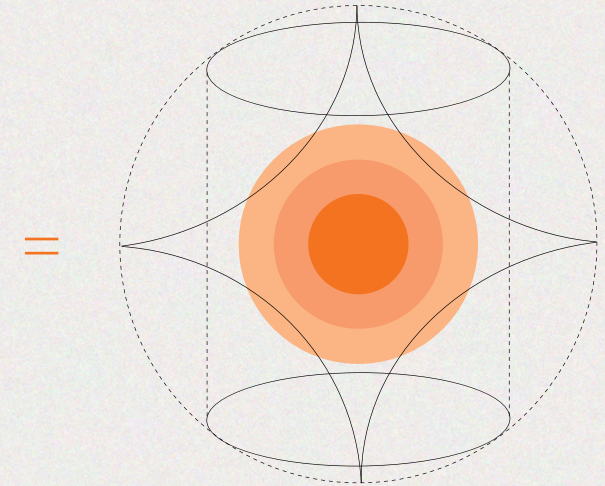
Sustainable and  
Inclusive **Growth**



Technology and  
Solution-driven **Innovation**



Enhancing  
**Lives**

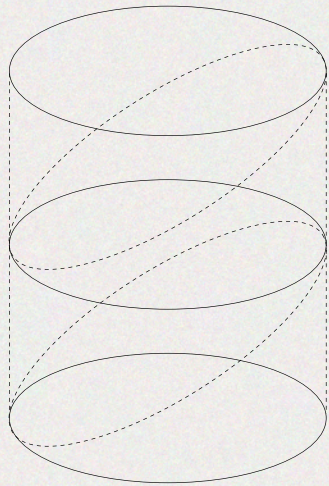


**Purpose**

# Symbols

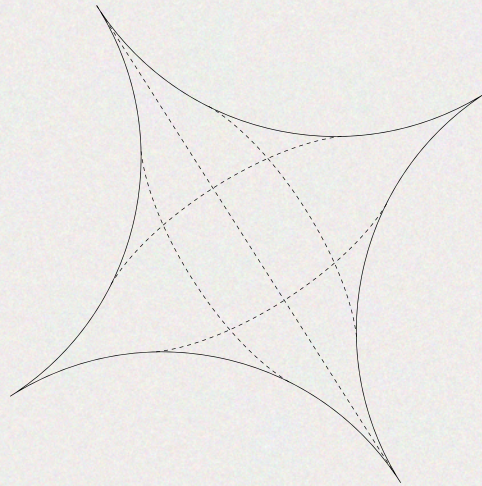
## Without Circles

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.



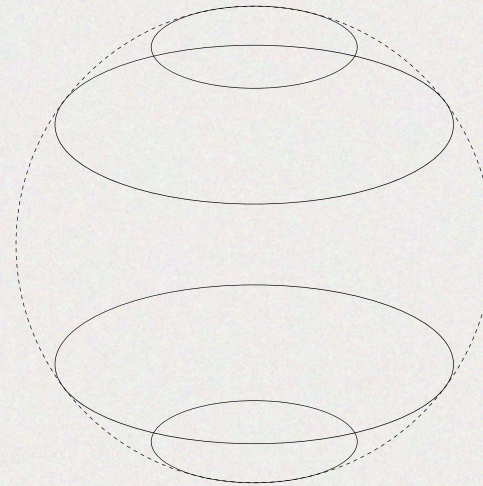
Sustainable and  
Inclusive Growth

+



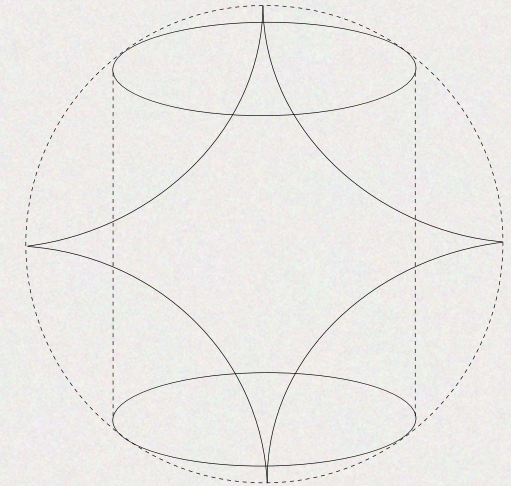
Technology and  
Solution-driven Innovation

+



Enhancing  
Lives

=



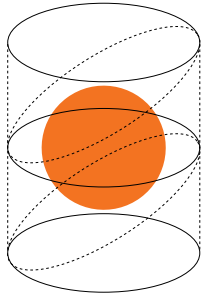
Purpose

# General Guides

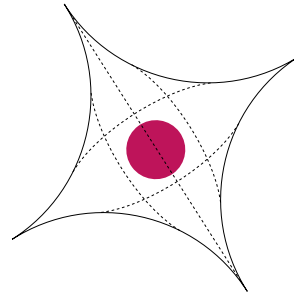
# General Guide

## Don'ts

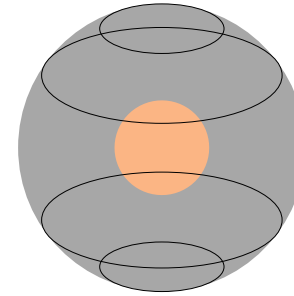
The symbols should never be modified in any way.  
Keep these guides in mind when applying them.



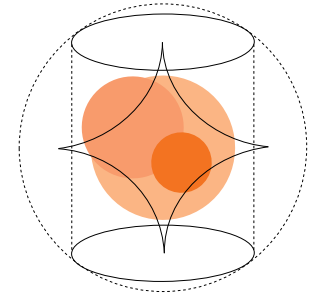
Do not make any changes to the size of the elements in the symbol.



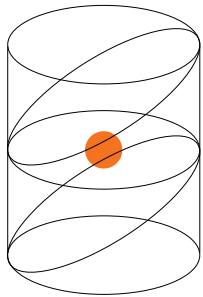
Do not change the color of any of the elements.



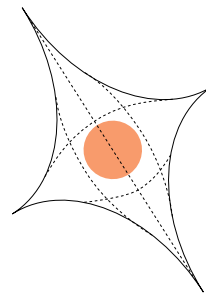
Do not fill any of the spaces with color.



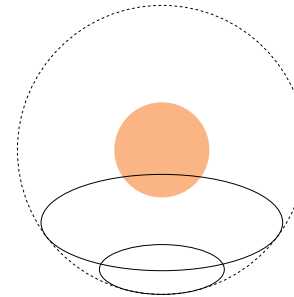
Do not arbitrarily change the position of the elements that make up the brand symbol.



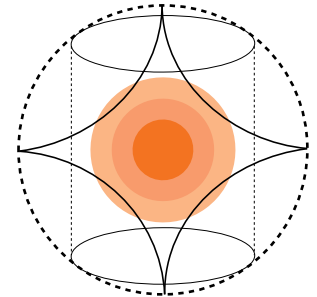
Do not change the solid or dotted line stroke.



Do not distort the symbols in any way.



Do not remove or add elements to the brand symbol.

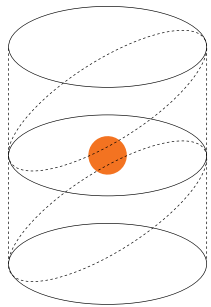


Do not use strokes of any thickness other than those specified in the guide.

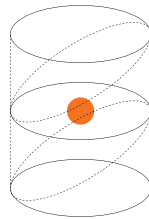
# Minimum Size

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.

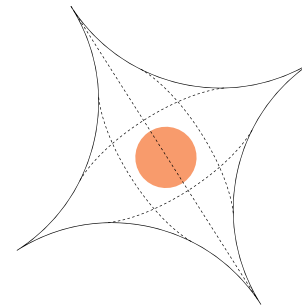
Sustainable and  
Inclusive Growth



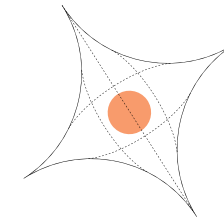
28mm



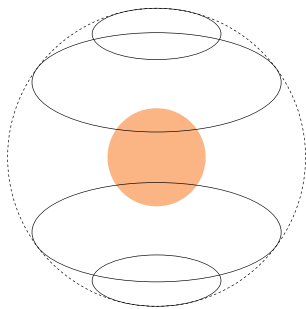
Technology and  
Solution-driven Innovation



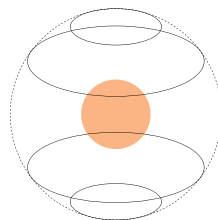
28mm



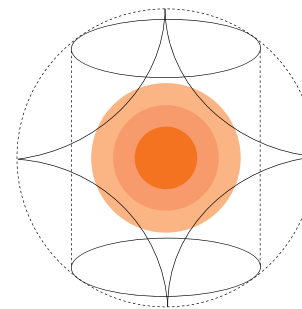
Enhancing  
Lives



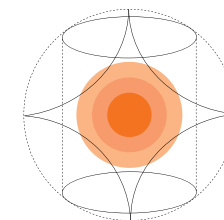
28mm



Brand  
Purpose

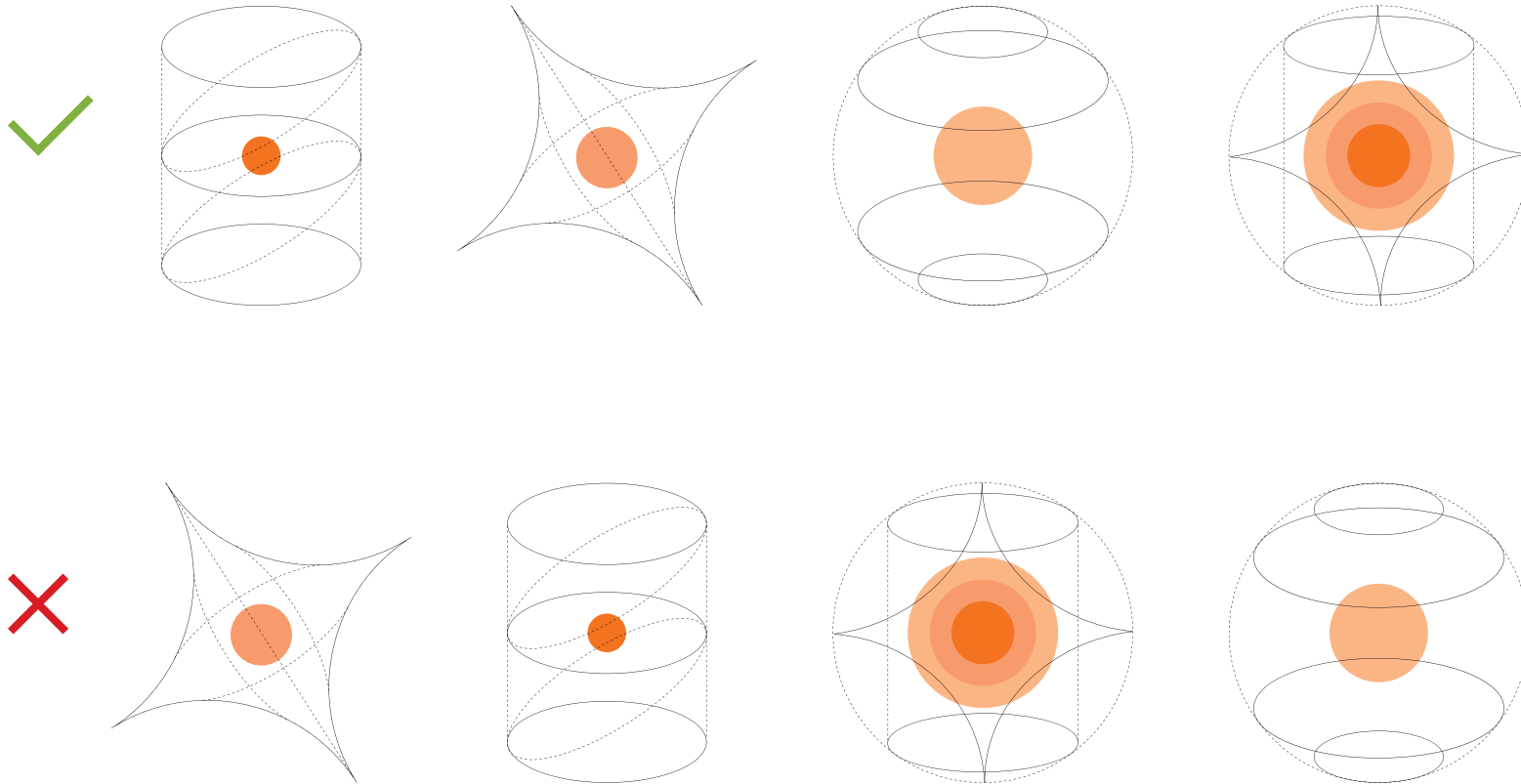


28mm



# 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%**

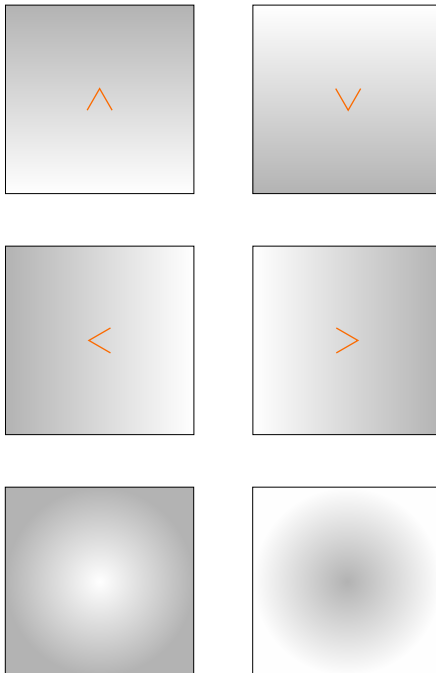


Opacity **80%**

# 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



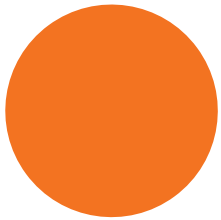
# Color

## 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.

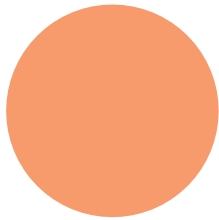
Sustainable and  
Inclusive Growth



**Hanwha  
Orange 100%**

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

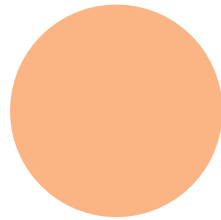
Technology and  
Solution-driven Innovation



**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

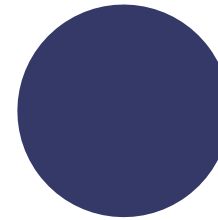
### 주의

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.



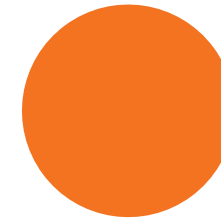
**Light Navy**

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



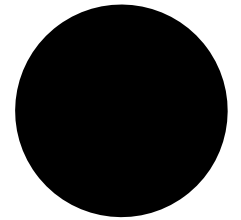
**Light Grey**

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



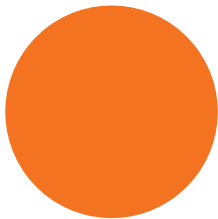
**Black**

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

# Color

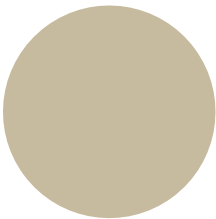
## Background

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



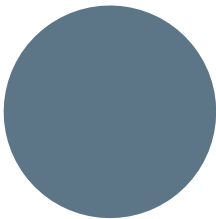
Hanwha  
Orange 100%

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



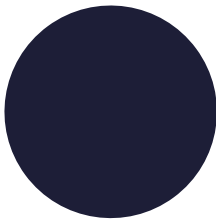
Sand

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



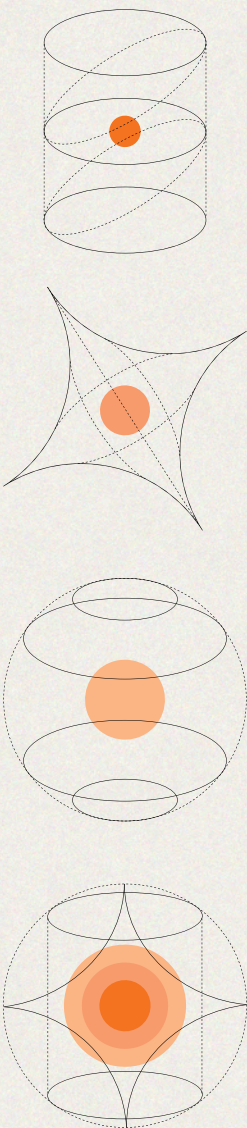
Light Grey

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

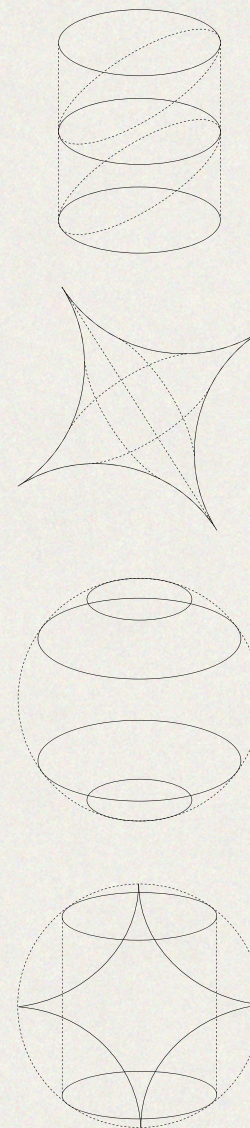
# Background & Outline

Light Grey or Light Image  
Background

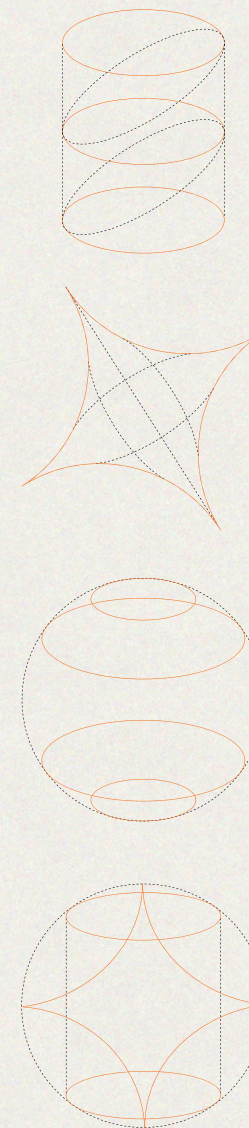
Black with Circles



Black without Circles



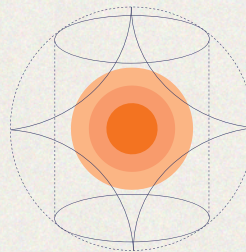
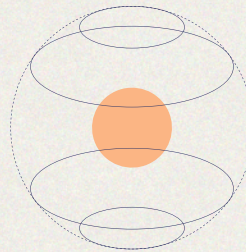
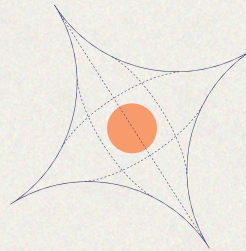
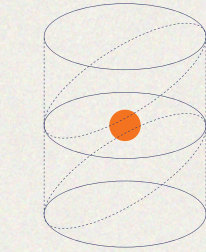
Black & Orange 100%



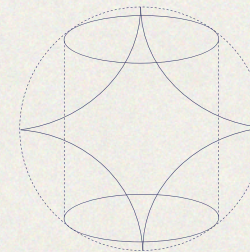
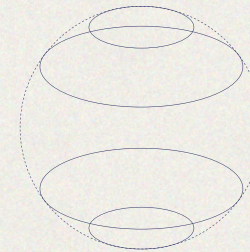
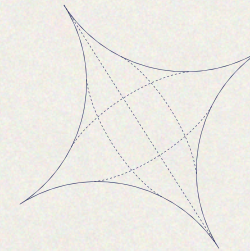
# Background & Outline

Light Grey or Light Image  
Background

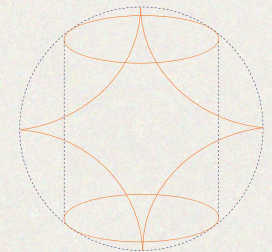
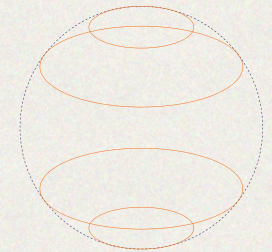
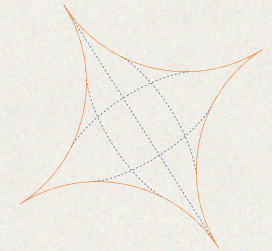
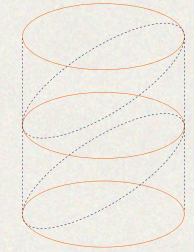
Light Navy with Circles



Light Navy without Circles



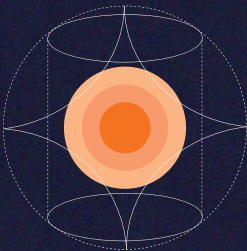
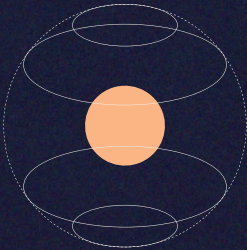
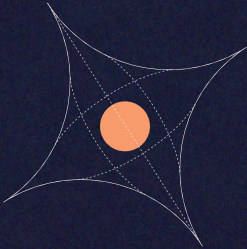
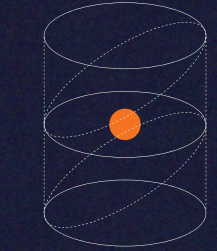
Light Navy & Orange 100%



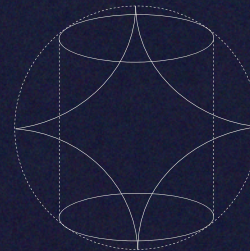
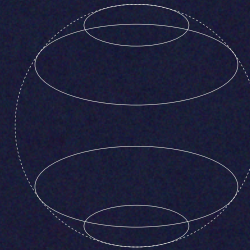
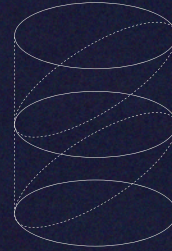
# Background & Outline

Navy or Dark Image  
Background

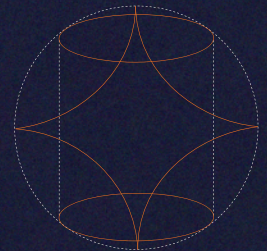
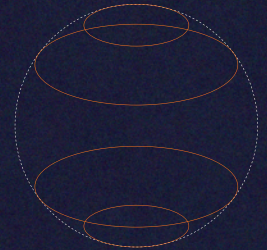
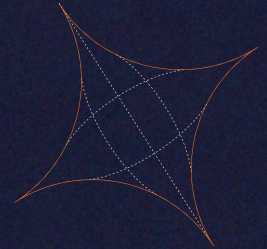
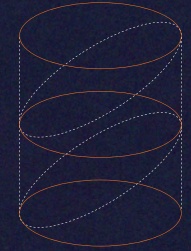
Light Grey with Circles



Light Grey without Circles



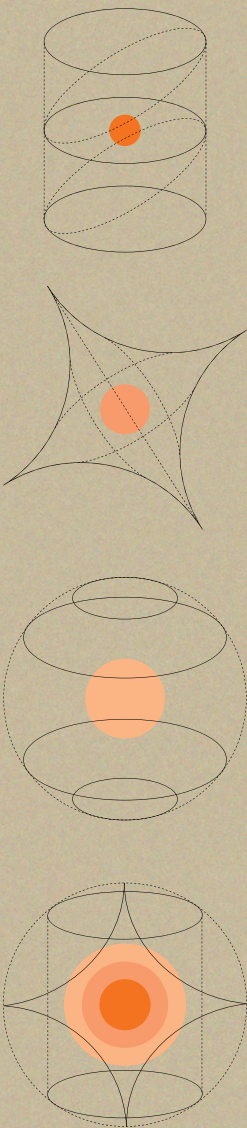
Light Grey & Orange 100%



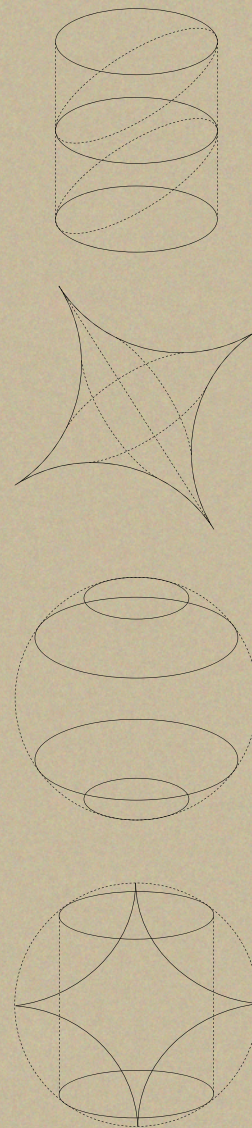
# Background & Outline

Sand Background

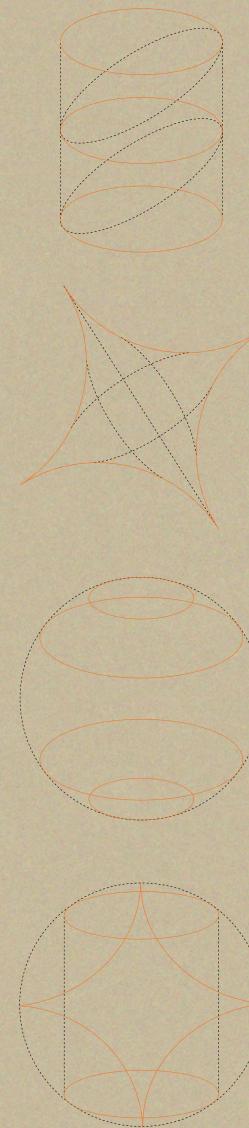
Black with Circles



Black without Circles



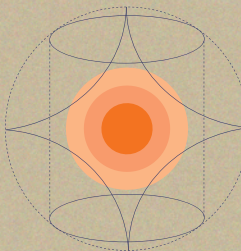
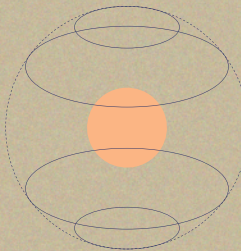
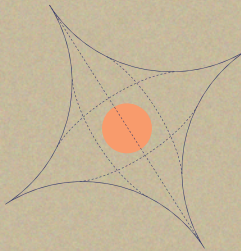
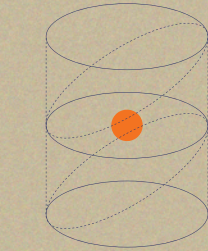
Black & Orange 100%



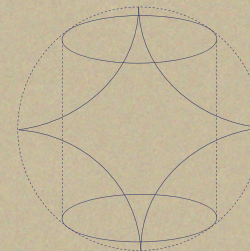
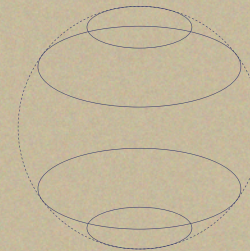
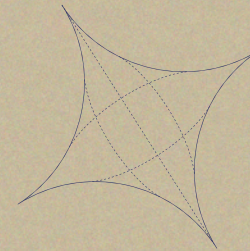
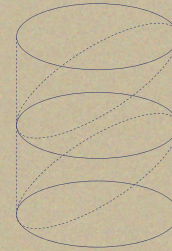
# Background & Outline

Sand Background

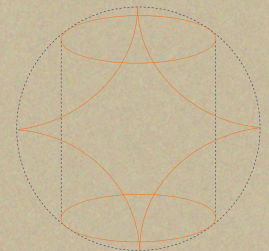
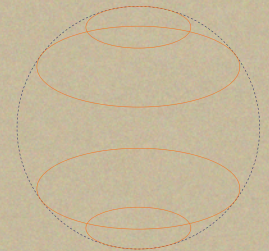
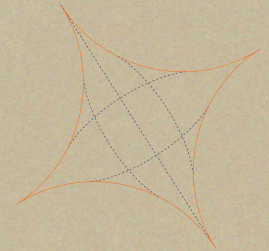
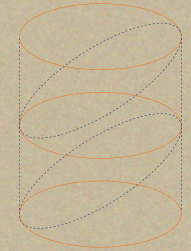
Light Navy with Circles



Light Navy without Circles



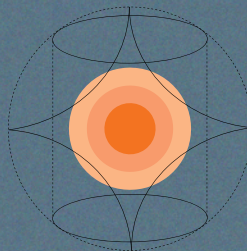
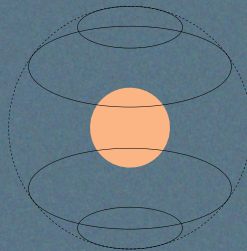
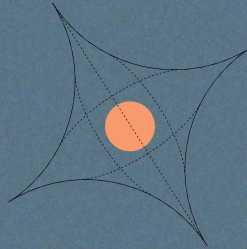
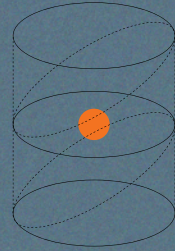
Light Navy & Orange 100%



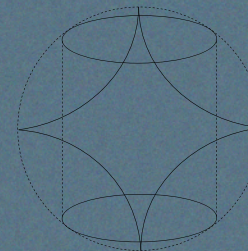
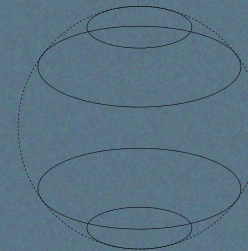
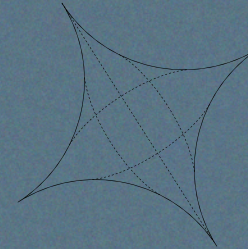
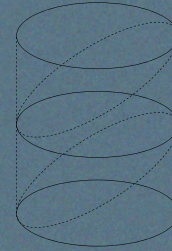
# Background & Outline

Turquoise Background

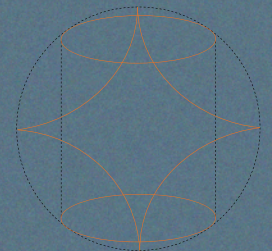
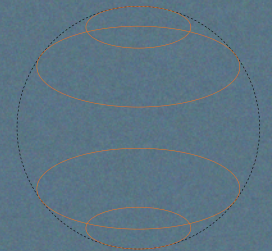
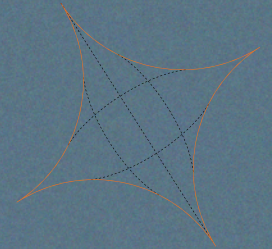
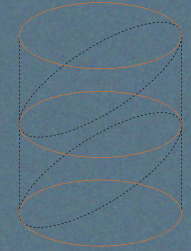
Black with Circles



Black without Circles



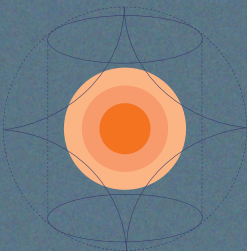
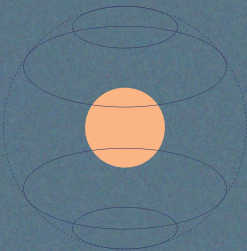
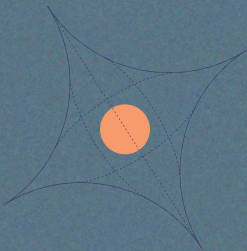
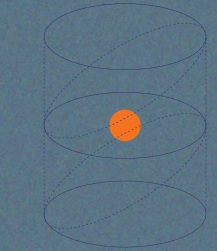
Black & Orange 100%



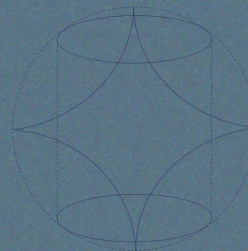
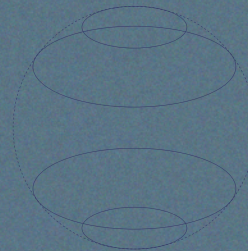
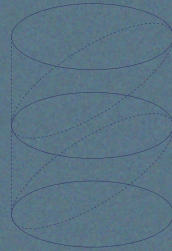
# Background & Outline

Turquoise Background

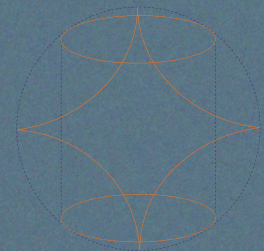
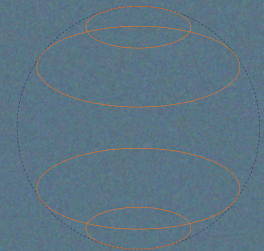
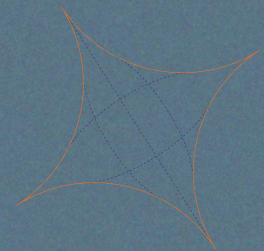
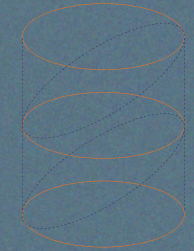
Light Navy with Circles



Light Navy without Circles



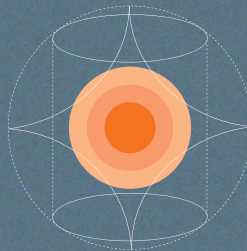
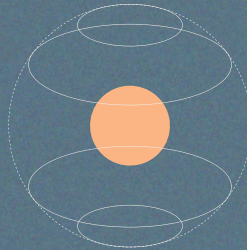
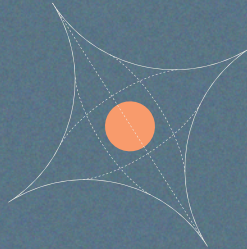
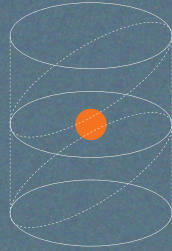
Navy & Orange 100%



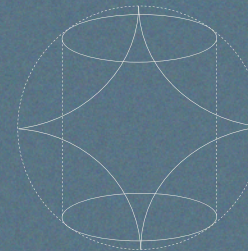
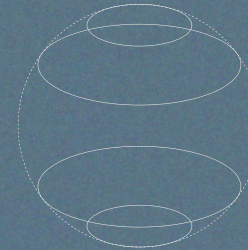
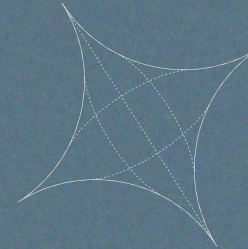
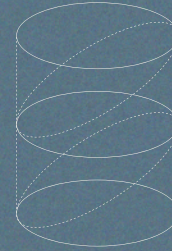
# Background & Outline

Turquoise Background

Light Grey with Circles



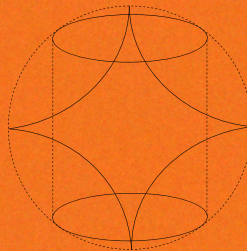
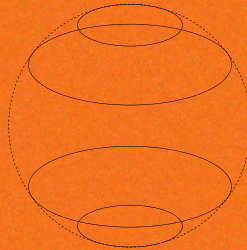
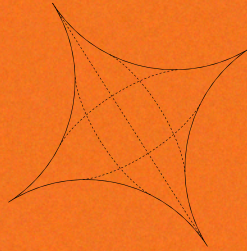
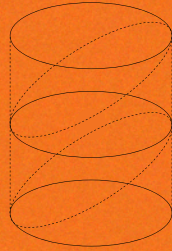
Light Grey without Circles



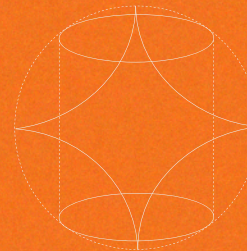
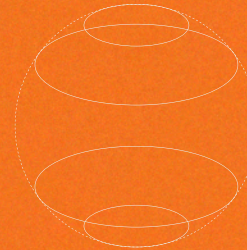
# Background & Outline

Hanwha Orange 100%  
Background

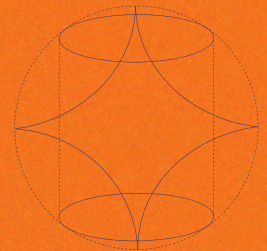
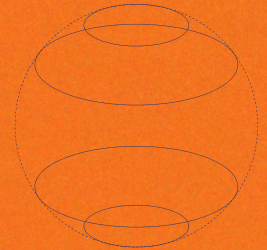
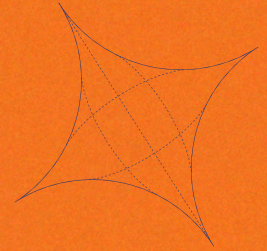
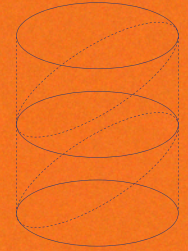
Black



Light Grey



Light Navy



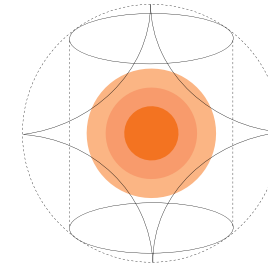
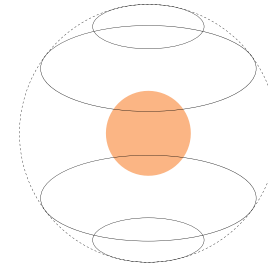
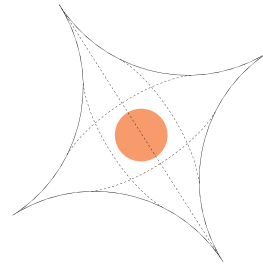
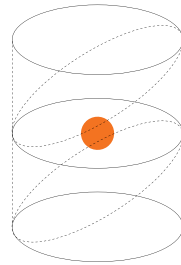
# Stroke

# Stroke

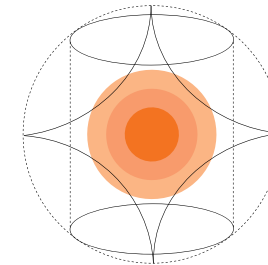
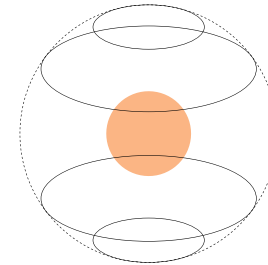
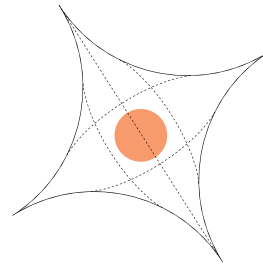
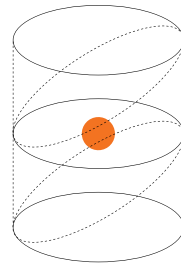
## Thickness

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.

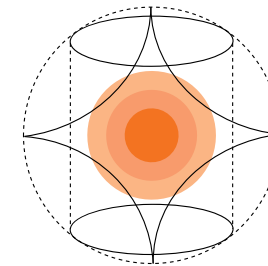
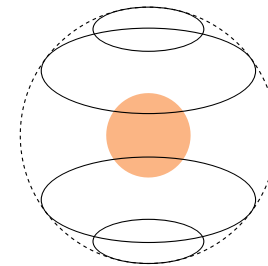
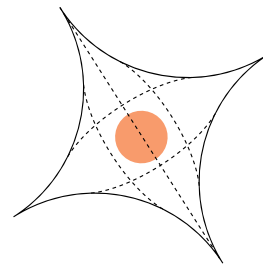
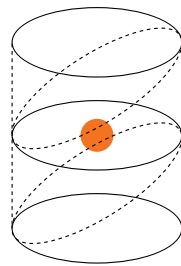
Light



Regular



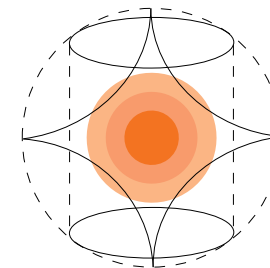
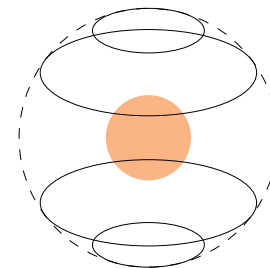
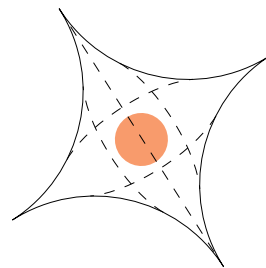
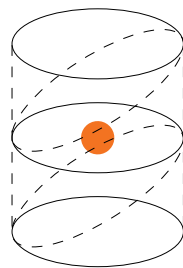
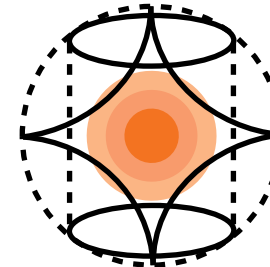
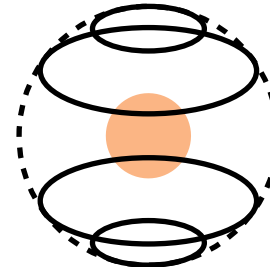
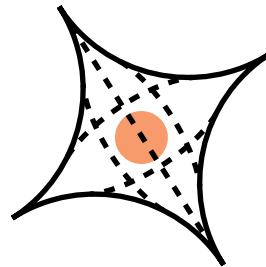
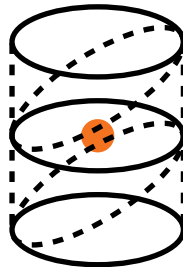
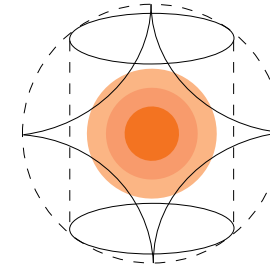
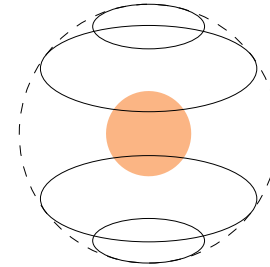
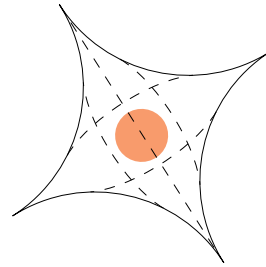
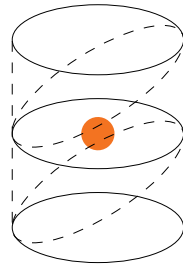
Thick



# 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

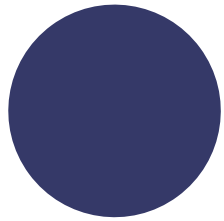
## Our Purpose

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.



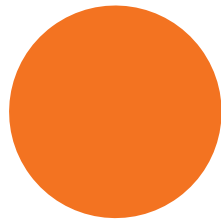
Light Navy

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



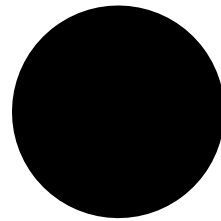
Light Grey

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**

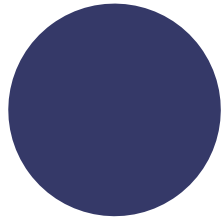
Enhancing  
**Lives**

**Purpose**

# Typography

## Purpose Color

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



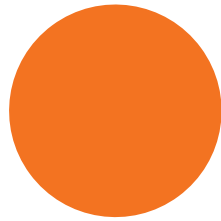
Light Navy

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



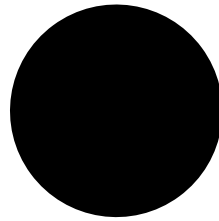
Light Grey

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.

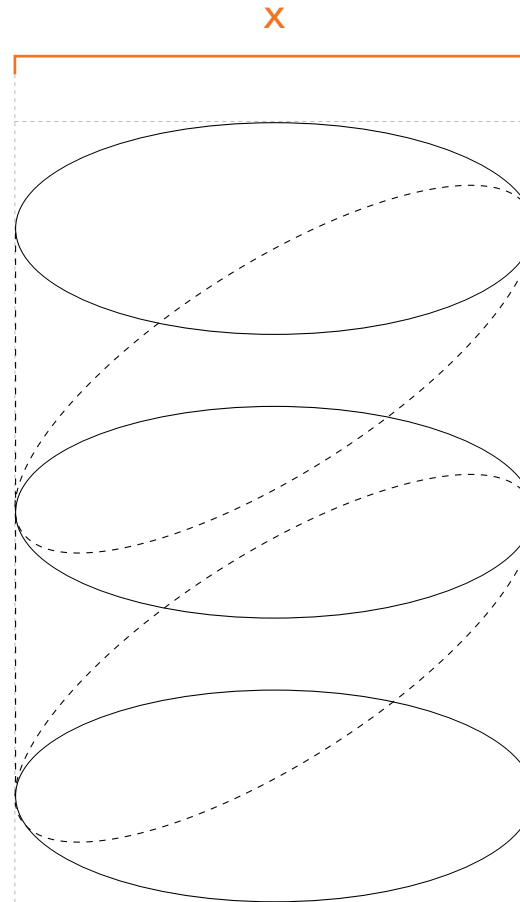
A **relentless commitment to sustainability**  
drives our **bold innovation**, allowing us  
to create **transformative solutions** for  
individuals, society, and the planet.

# Spacing

# Clear Space

## Finding the 'x'

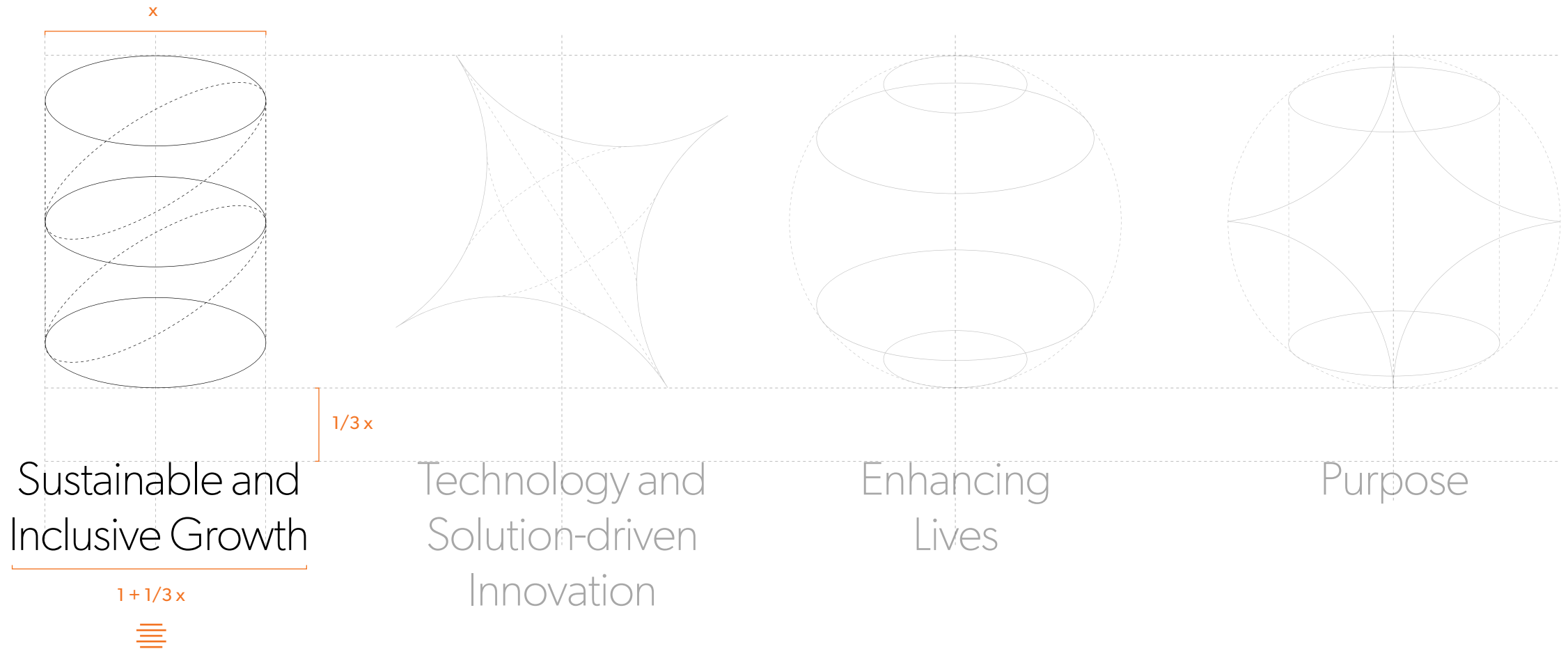
A specific spacing is needed when symbol and text are together.  
The measuring unit is the width of the 'Sustainable and Inclusive Growth' symbol.  
From now on, we will refer to this as 'x' and guide you through the spacing manual.



# Clear Space

Maximum Spacing

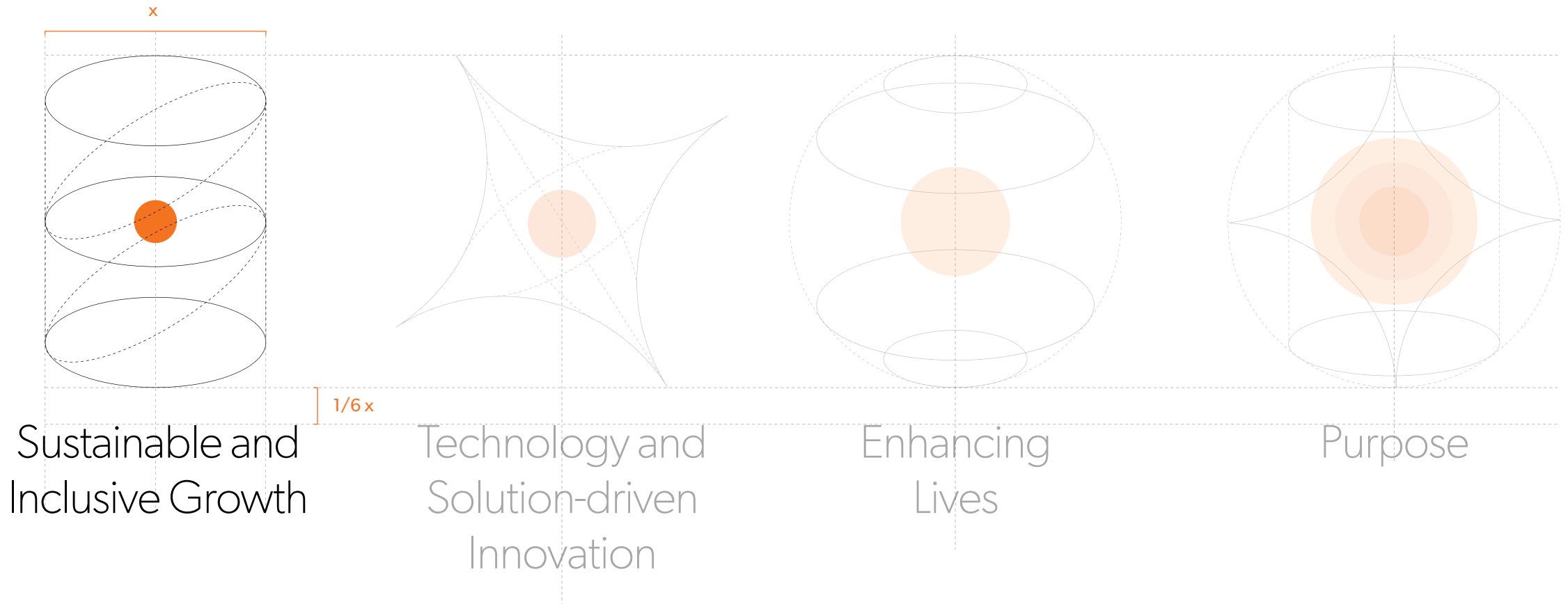
When placing text below the symbols, the spacing must be a maximum of  $1/3x$ .



# 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



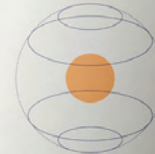
Sustainable and  
Inclusive **Growth**

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.

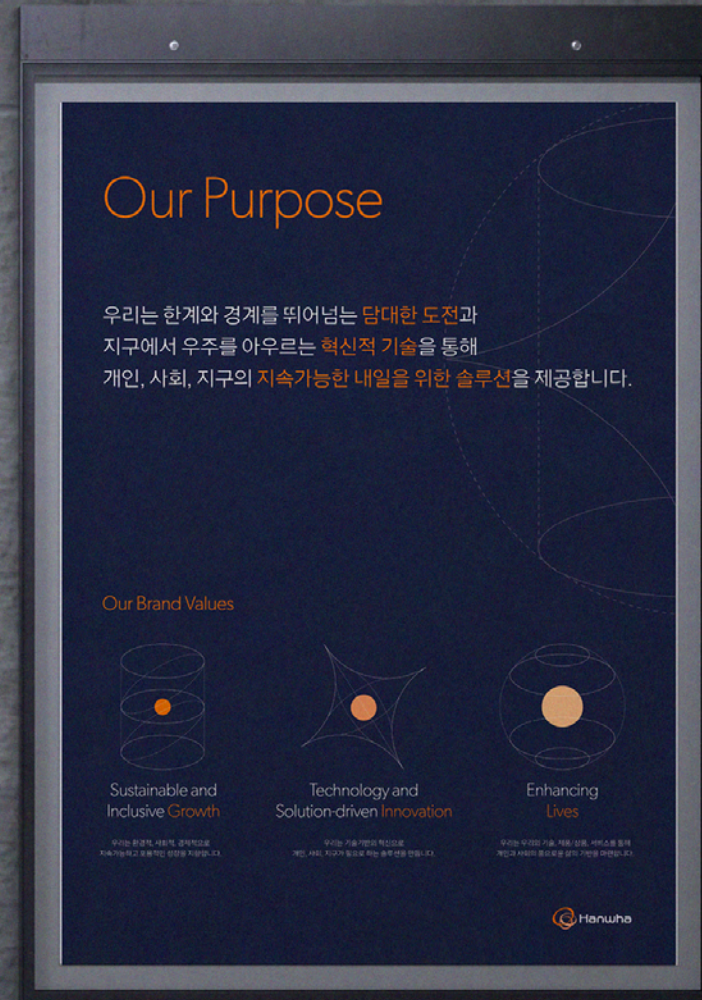
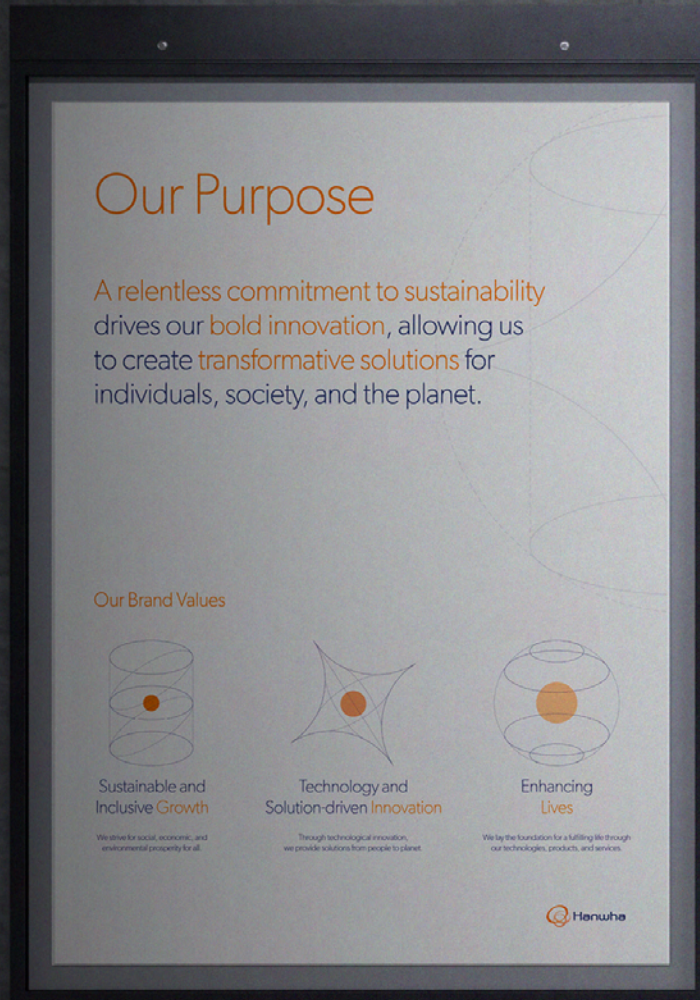


Enhancing  
**Lives**

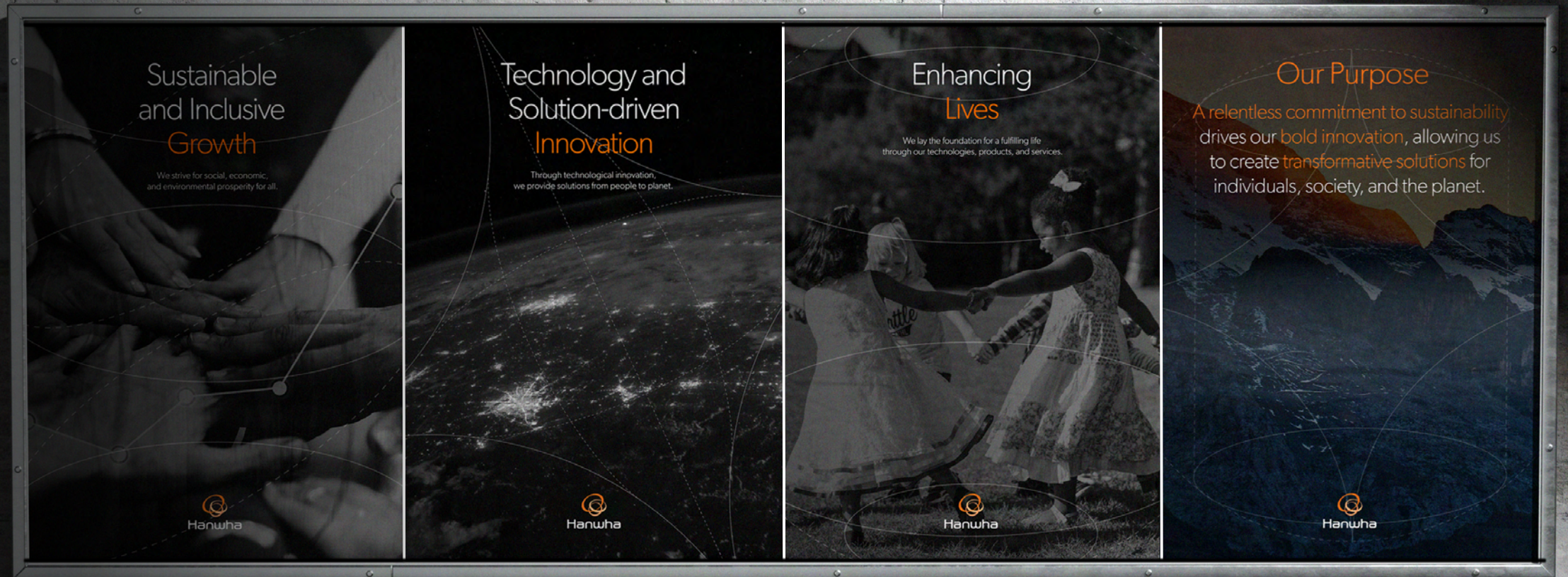
We lay the foundation for a fulfilling life through our technologies, products, and services.



# Poster



# Poster



# Poster



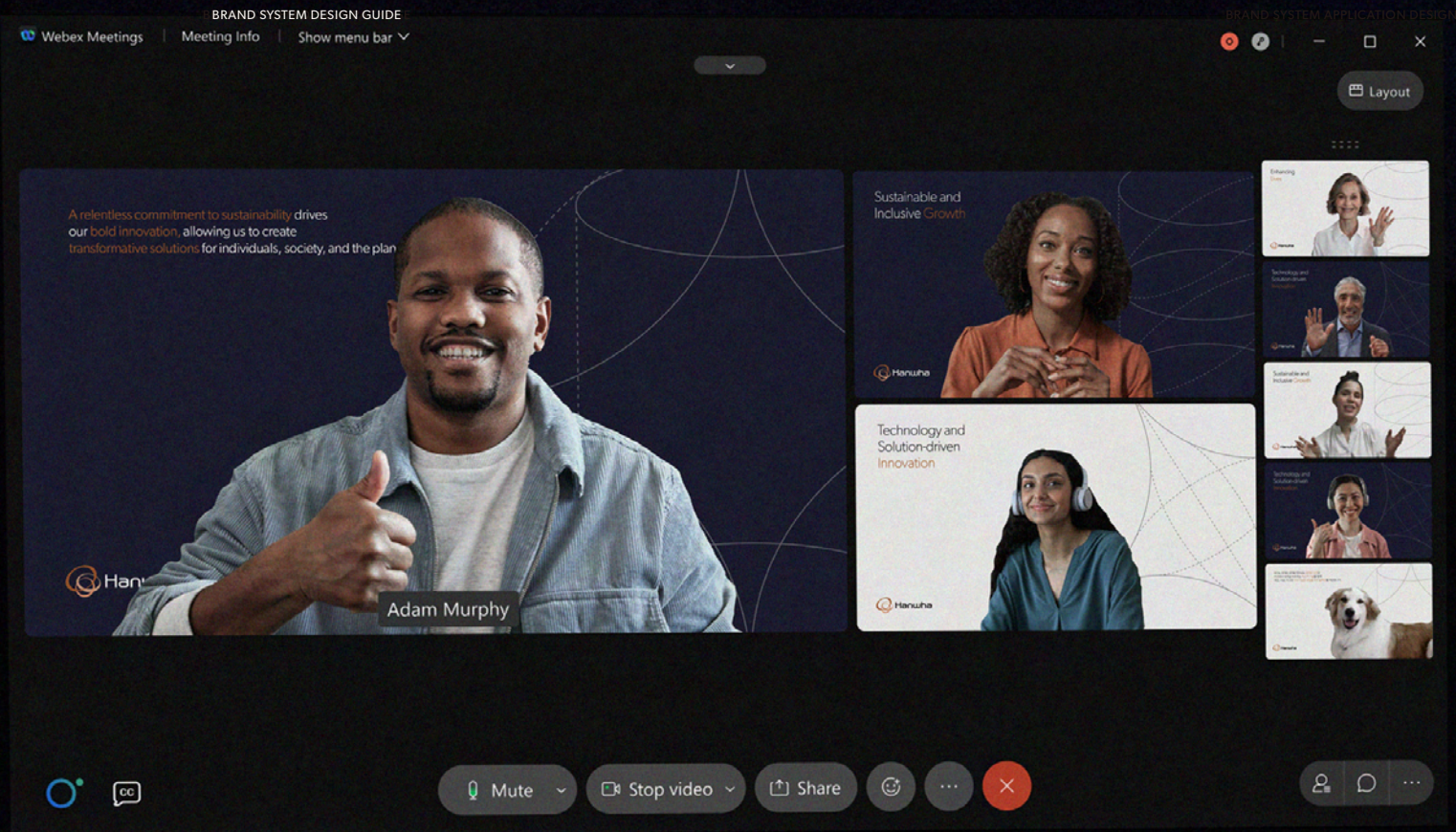
# PC Wallpaper



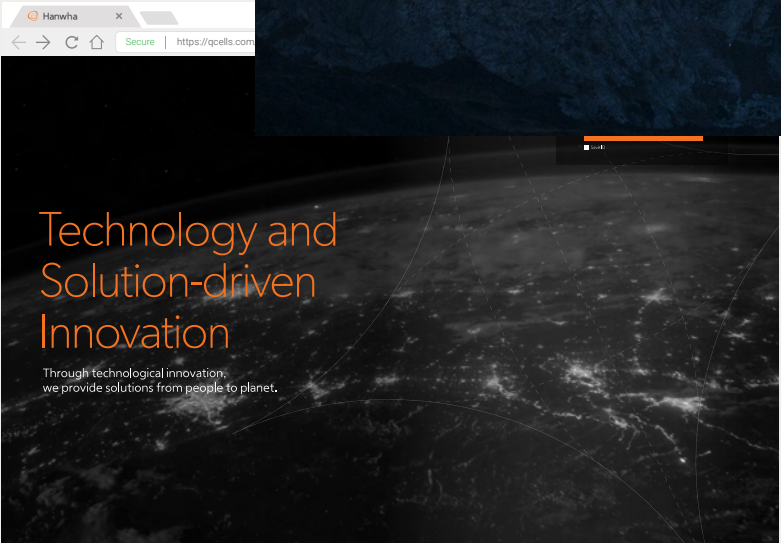
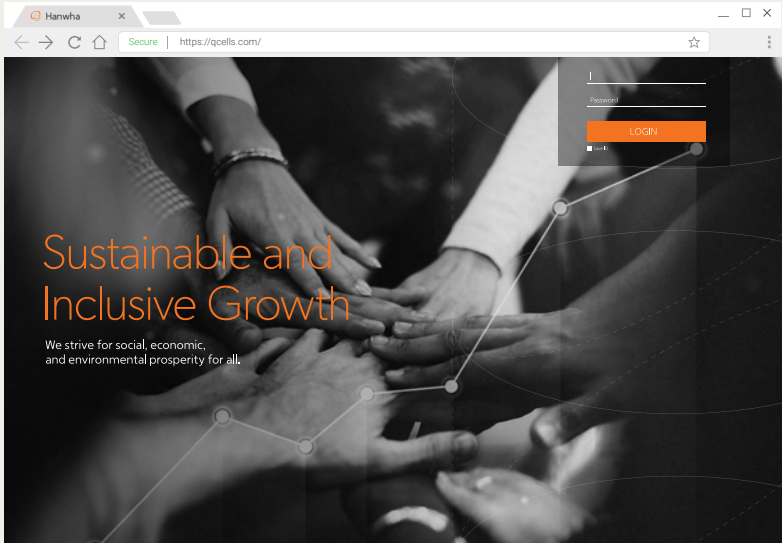
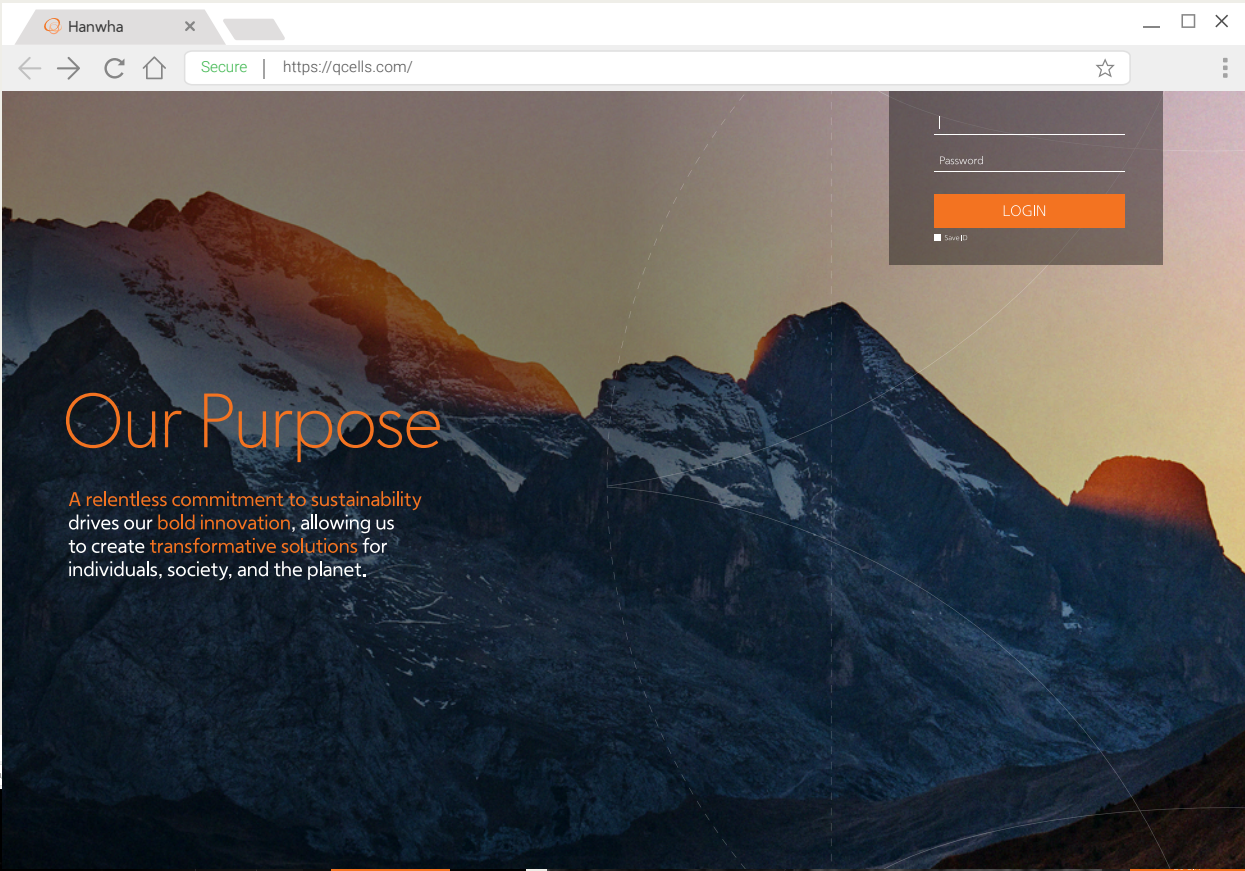
# PC Wallpaper



# Video Conference Screen



# Log-in Screen



# Meeting Room

Sustainable  
and Inclusive  
Growth

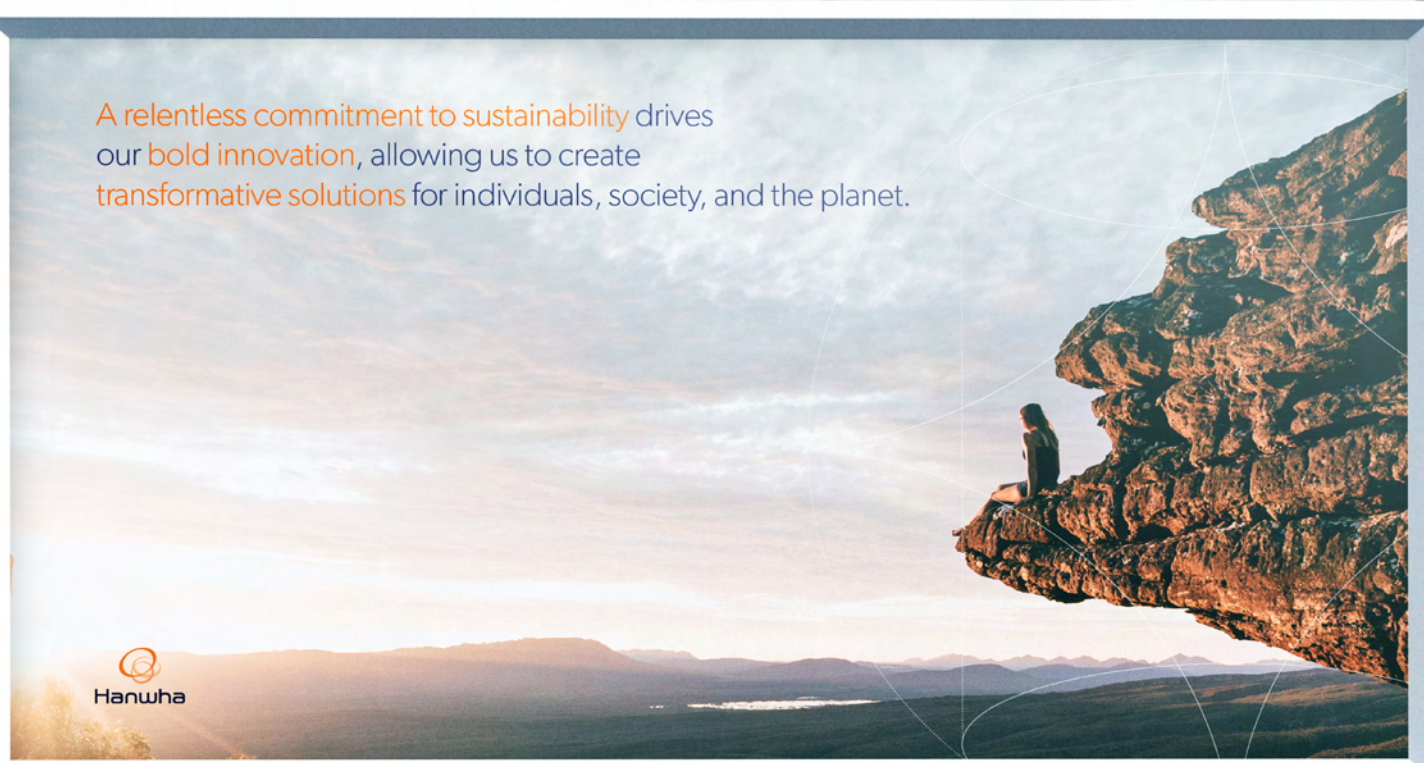
Enhancing  
Lives

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



