

Hanwha

Identification System Guidebook

Using the Guidebook

A brand is a promise with its customers.

Corporate branding refers to the practice of promoting the brand name of a corporate entity, as opposed to its specific products or services.

This manual provides guidelines for the correct use of **Hanwha's** brand and corporate identity designs. Doing so will help to enhance the company's identity through the development of a consistent communications strategy, at both the external and internal levels.

Since these guidelines are intimately connected with **Hanwha's** overall image, anyone using them must take any and all steps needed to put them into practice.

Hanwha Corporation



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Hanwha Value System

The Hanwha Value System is the key underpinning of the company, providing a basic and easily-understood foundation underlying the thoughts and behavior of all the company's employees. "Trust and Loyalty" are the roots that support the growth and prosperity of the company, while "Challenge, Dedication, and Integrity" are core values by which we realize the Hanwha Spirit."

Hanwha Spirit

Trust

Loyalty

Core Values

Challenge

We believe in challenging the status quo in pursuit of excellence through change and innovation.

Dedication

We are dedicated to our company, customers, and one another to achieve a greater goal.

Integrity

We believe in acting with integrity in everything we do, as individuals and employees.

Hanwha Brand Communications

The Hanwha brand is the means by which the company's customers establish and maintain a long-lasting connection with the broad range of products, technology, and services provided by it.

The values contained within the brand are communicated through such elements as the company's Symbol Mark, Logo, and Coloration. In order to ensure that the company's brand identity is communicated fully and consistently, it is imperative that all the standards relating to the use of these elements be observed and managed to the fullest possible degree.

Symbol Mark



Logo

Hanwha

Color



Hanwha Orange 100%
C0 M68 Y100 K0
R243 G115 B33



Hanwha Orange 70%
C0 M47 Y70 K0
R248 G155 B108



Hanwha Orange 50%
C0 M34 Y50 K0
R251 G181 B132



Hanwha Black

Hanwha Typeface (Hanwha 3types)

한화

Hanwha

Hanwha Light

한화

Hanwha

Hanwha Regular

한화

Hanwha

Hanwha Bold

Hanwha Typeface (Hanwha Gothic 5types)

한

Hanwha Gothic 5types

Aa

Hanwha Gothic 5types

韩

STHeiti Family

BASIC SYSTEM

Hanwha's Basic System refers to the process by which the company expresses its corporate values. It is composed of two core elements: the "Identifier," and the "Signature". Since the Basic System is the means by which Hanwha's brand identity is most fully expressed, the rules governing the use of the Identifier and Signature must be observed without fail.

Part 1. Identifier

Part 2. Signature





Part 1. Identifier

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Corporate Identity Concept

Hanwha's CI concept is the key design element and reference point to express the company's corporate identity in a clear and consistent manner. Hanwha's identity should be presented on the basis of a CI motif. The company adds to the value of its brand by using it to convey an image of dynamic and unlimited growth through its motto, "Energy for Life".



Composition

Hanwha's CI is composed of three intertwined circles that are constantly evolving and expanding through a process of constant change and innovation.

Meaning

The three circles have three separate but related meanings, representing Hanwha's core values, its corporate vision, and its three business units. They also signify how the company is evolving into a world-class enterprise that cares deeply about the well-being of its customers and the larger society in which it operates.

Symbolism

Hanwha's CI is meant to express how the dynamic energy contained within the three circles is evolving and expanding on both a continuous and a limitless basis.

Hanwha Identifier

The Hanwha Identifier forms the basis of Hanwha's visual identity. It should always be prioritized whenever a product is being developed, and should not be changed or altered in any way.

1. When identifying the Group, the English version of the company's name should come first.
2. When using the Hanwha Identifier, the horizontal signature combination should be applied first.
3. The "H" in the English version of the company's name must always be capitalized, while the "anwha" is always lowercased.
4. The standard combination ratio for the Hanwha Identifier is 10:4. Exceptions to this rule can be made depending on the type of product, including signs and corporate flags



Hanwha Identifier

1. Symbol Mark: The Hanwha Tricircle

This symbol is the company's most important visual identifier.



2. Logotype

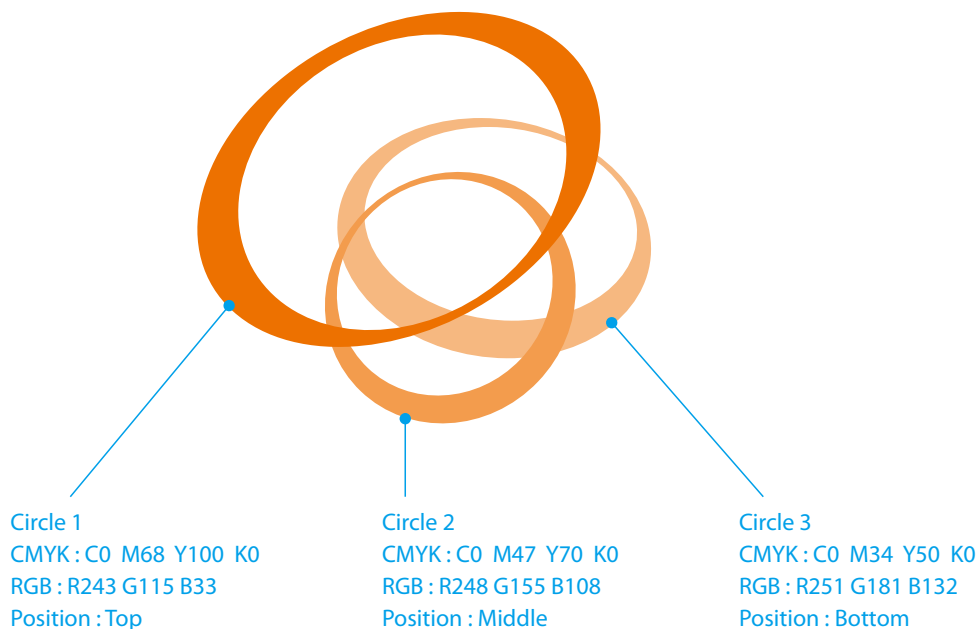
The Logotype was developed taking the form of the Symbol Mark into primary consideration. It should always be used in combination with the Symbol Mark.

Hanwha

Standard Symbol Mark

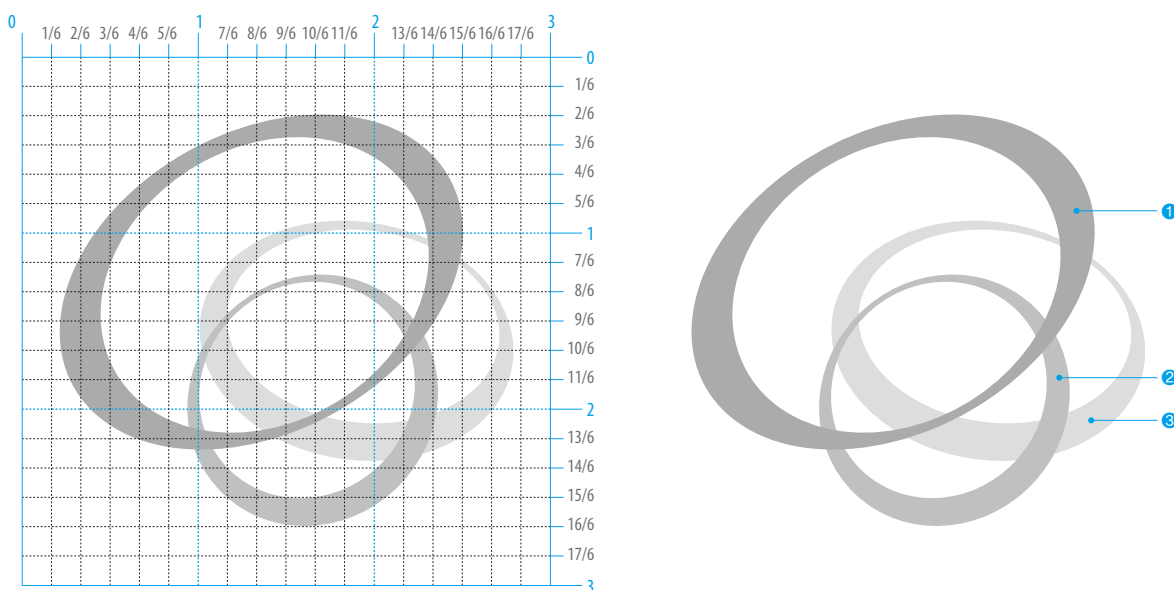
Hanwha's symbol mark, the "Tricircle," is a dynamic combination of three circles, using three tones of Hanwha's signature orange color. The Tricircle is an essential element that must be used in all applications to convey the company's identity.

When the symbol mark is used, the shape and color of the circles must be used in conformity with the rules contained within this manual.



Graphic Features of the Symbol Mark

The first circle ① is located at the top, the second one ② is in the middle, and the third one ③ is on the bottom.

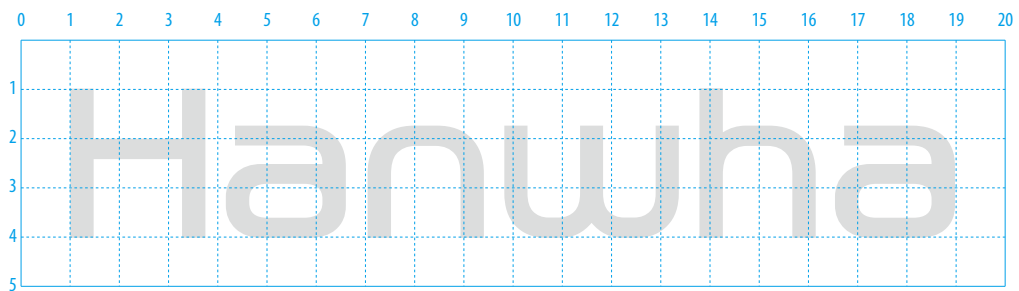


English Logotype

All the corners of the English Logotype must have a rounded finish, so that both the dynamic and the soft attributes of the Tricircle are highlighted. The English logotype should have priority in use with the symbol mark. Any enlargements or reductions must be applied in a proper proportion for purposes of clarity.

The color used for the logotype is Process Black 100%.

Hanwha



English Logotype

1. Corporate Names

1. Hanwha's corporate name must always be combined with the symbol mark.

2. The words "Hanwha Corporation" are used to identify the company's legal name.

This is done to distinguish it from "Hanwha", the best-known name of the Hanwha Group.

Engineering &
Construction

Hanwha Corporation

Hanwha Techwin

Hanwha Solutions

Hanwha Engineering&Construction

Finance

Hanwha Life

Hanwha General Insurance

Hanwha Investment&Securities

Services & Leisure

Hanwha Hotel&Resorts

Hanwha Galleria

English Logotype

2. Legal Names

1. The legal name is the legally registered, formal name of a company. It must be used in any and all official documents, and to identify an affiliate company.

2. The legal name can be used independently of the symbol mark.

Engineering &
Construction

Hanwha Corporation

Hanwha Techwin Co., Ltd.

Hanwha Solutions Corporation

Hanwha Engineering&Construction Corporation

Finance

Hanwha Life Insurance Co., Ltd.

Hanwha General Insurance Co., Ltd.

Hanwha Investment&Securities Co., Ltd.

Services & Leisure

Hanwha Hotel&Resorts Co., Ltd.

Hanwha Galleria Co., Ltd.

English Logotype

3. International Office Corporate Names

The international office corporate name refers to the best-known name of a company. It is used in combination with the symbol mark.

Hanwha International

Hanwha Europe

Hanwha Techwin America

Hanwha Saudi Contracting

Hanwha General Chemical USA

Hanwha Life Vietnam

4. International Office Legal Names

1. The international office legal name is the legally registered, formal name of a company. It must be used in any and all official documents or to identify an overseas subsidiary.

2. It can be used independently of the symbol mark.

Hanwha International LLC

Hanwha Europe GmbH

Hanwha Techwin America Inc.

Hanwha Saudi Contracting Co., Ltd.

Hanwha General Chemical USA Co., Ltd.

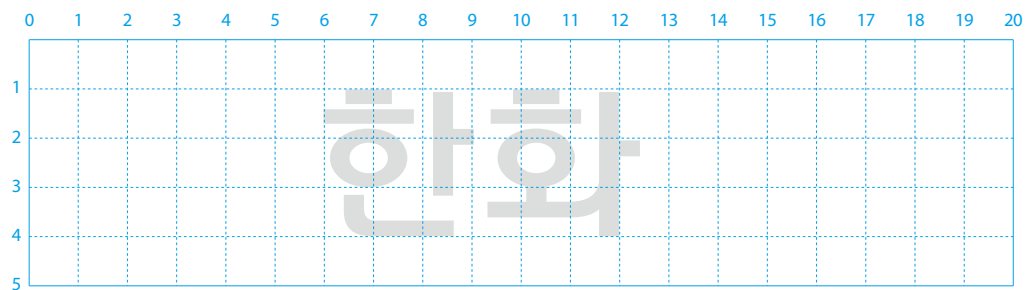
Hanwha Life Insurance Vietnam Ltd.

Korean Logotype

The font of the Korean logotype employs a rounded finish, the same as the English one. This is done to emphasize the unity between the Korean and the English versions. In the Korean-only version, the initial consonants are stressed. This is done to highlight both the dynamic and the soft attributes of the font. The middle and final vowels and consonants have been designed to give them a sense of rhythm and flow. The Korean logotype is given priority in combination with the symbol mark.

The color used for the logotype is Process Black 100%.

한화



Korean Logotype

1. Corporate Names

1. The corporate name is combined with the symbol mark to identify the best-known name of a company.

2. In the case of the Hanwha Corporation, the legal name is used to distinguish it from Hanwha, the best-known name of the Hanwha Group.

Engineering &
Construction

(주)한화

한화테크윈

한화솔루션

한화건설

Finance

한화생명

한화손해보험

한화투자증권

Services & Leisure

한화호텔&리조트

한화갤러리아

Korean Logotype

2. Legal Names

1. The legal name is the legally-registered, formal name of a company. It must be used in any and all official documents, or to identify an affiliate.

2. It can be used independently of the symbol mark.

Engineering &
Construction

(주)한화

주식회사 한화

한화테크윈(주)

한화테크윈 주식회사

한화솔루션(주)

한화솔루션 주식회사

(주)한화건설

주식회사 한화건설

Finance

한화생명보험(주)

한화생명보험 주식회사

한화손해보험(주)

한화손해보험 주식회사

한화투자증권(주)

한화투자증권 주식회사

Services & Leisure

한화호텔&리조트(주)

한화호텔&리조트 주식회사

(주)한화갤러리아

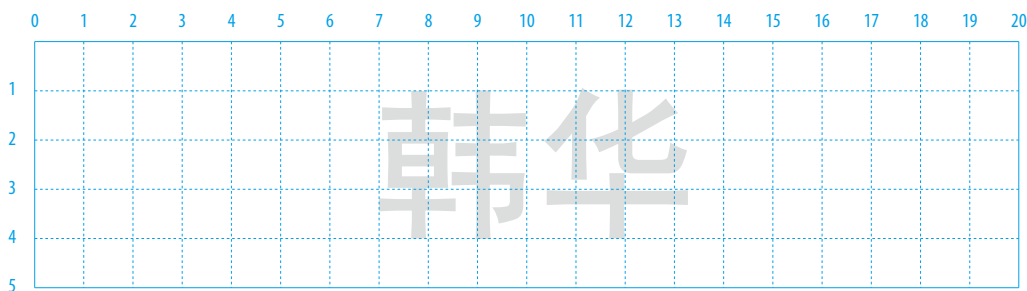
주식회사 한화갤러리아

Chinese Logotype

The Chinese logotype is also rounded on its corners. This has been done to make it more noticeable, rather than to stress its dynamism, for purposes of readability. It is given priority in combination with the symbol mark.

1. Please pay special attention to how “Hanuha” is written, since it is done differently in mainland China, Hong Kong, and Taiwan. Some areas use Simplified Chinese, while others use Traditional Chinese.
2. The color used for the logotype is Process Black 100%

韩华



* (株)韩华

韩华化学 北京代表处

(株)韩华 北京代表处

韩华化学 上海代表处

(株)韩华 广州代表处

韩华高新材料(北京)有限公司

* 韓華 台湾分公司

韩华新能源 有限公司

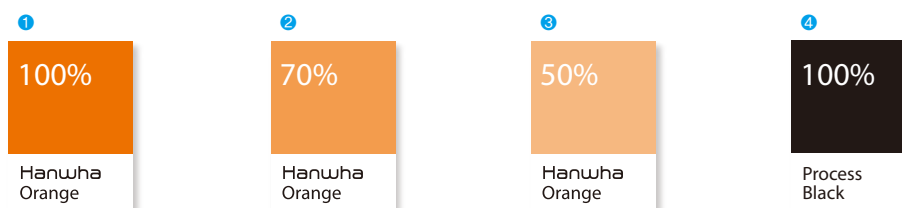
* 韓华(香港)有限公司

韩华生命 北京代表处

Identifier Color Scheme

Hanwha's identifier colors consist of a Process Color, an RGB (red, green, and blue) Color, and a PMS (Pantone Matching System) Color. They have been designed to result in the most effective reproduction for various types of media. A white background should always be chosen when the **Hanwha** Orange color is being used.

1. Process Color



Process

C0 M68 Y100 K0

C0 M47 Y70 K0

C0 M34 Y50 K0

K100

Hanwha Orange

Process Color

The Process Color uses the principle of color realization, based on the pigmentation of CMYK ink. CMYK refers to a coloration process in which cyan, magenta, yellow, and black are combined. It is mostly used in offset printing for newspaper advertisements, magazine advertisements, and photo printouts.

* PMS Color: **Hanwha** Orange is the **Hanwha** Group's signature color. It must be produced on the basis of Process Color (CMYK). However, PMS Color Chips should be used to produce the appropriate type of **Hanwha** Orange color for such applications as signs, paintings, and embroideries.

Identifier Color Scheme

2. RGB Color (For Visual Media and Television Monitors)



R243 G115 B33



R248 G155 B108



R251 G181 B132



R0 G0 B0

RGB Color

The RGB Color is a mixture of red, green, and blue. The RGB Color Mode is used in such media formats as videos and television and in digital computer graphic images. It is not used for printed materials.

3. Web Safe Color (For Website)

#FF6600

4. Metallic Color (Silver, Gold)



Pantone
877 C

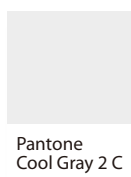


Pantone
871 C

5. Supporting Colors

Supporting colors are used to strengthen Hanwha's main color scheme. This results in the creation of a clear and consistent color image.

Light Gray



Pantone
Cool Gray 2 C

Process

C0 M0 Y0 K11

Dark Gray



Pantone
Cool Gray 10 C

C0 M0 Y0 K72

Identifier Color Use

The first choice for the color to be used for the **Hanwha** Identifier is ① Process Color_C0 M68 Y100 K0/C0 M47 Y70 K0/C0 M34 Y50 K0 (for the Symbol Mark), and Process Black_K100 (for the Logotype). ③ and ④ are used for silver and gold colors, while ⑤ and ⑥ are reserved for use with negative colors.

1. Primary Color Use

① **Hanwha** Orange_ 100%, 70%, 50% + Process Black



② Process Black_ 100%, 70%, 50%



③ Silver_ Pantone 877 C 100%



④ Gold_ Pantone 871 C 100%



⑤ **Hanwha** Orange_ 100%, 70%, 50% + White 100%



⑥ White 100%



Identifier Color Use

2. Secondary Color Use

① should be given precedence in situations where it is not possible to produce a particular color tone in a product using the primary colors, or to reproduce the three color tones of the Hanwha Identifier. ② may also be used, depending on the situation.

① Process Color_ C0 M68 Y100 K0



② Process Black_ 100%



3. Using Other Colors

Other colors are only to be used for the production of signage, such as interior, exterior, and dimensional letter signs.

① Process Color_ C0 M68 Y100 K0 / C0 M47 Y70 K0 / C0 M34 Y50 K0
+ Silver_ Pantone 877 C 100%



② Embossing Color Use

The embossing and debossing of the Hanwha Identifier can be applied to all background colors.



③ Logotype Color Use

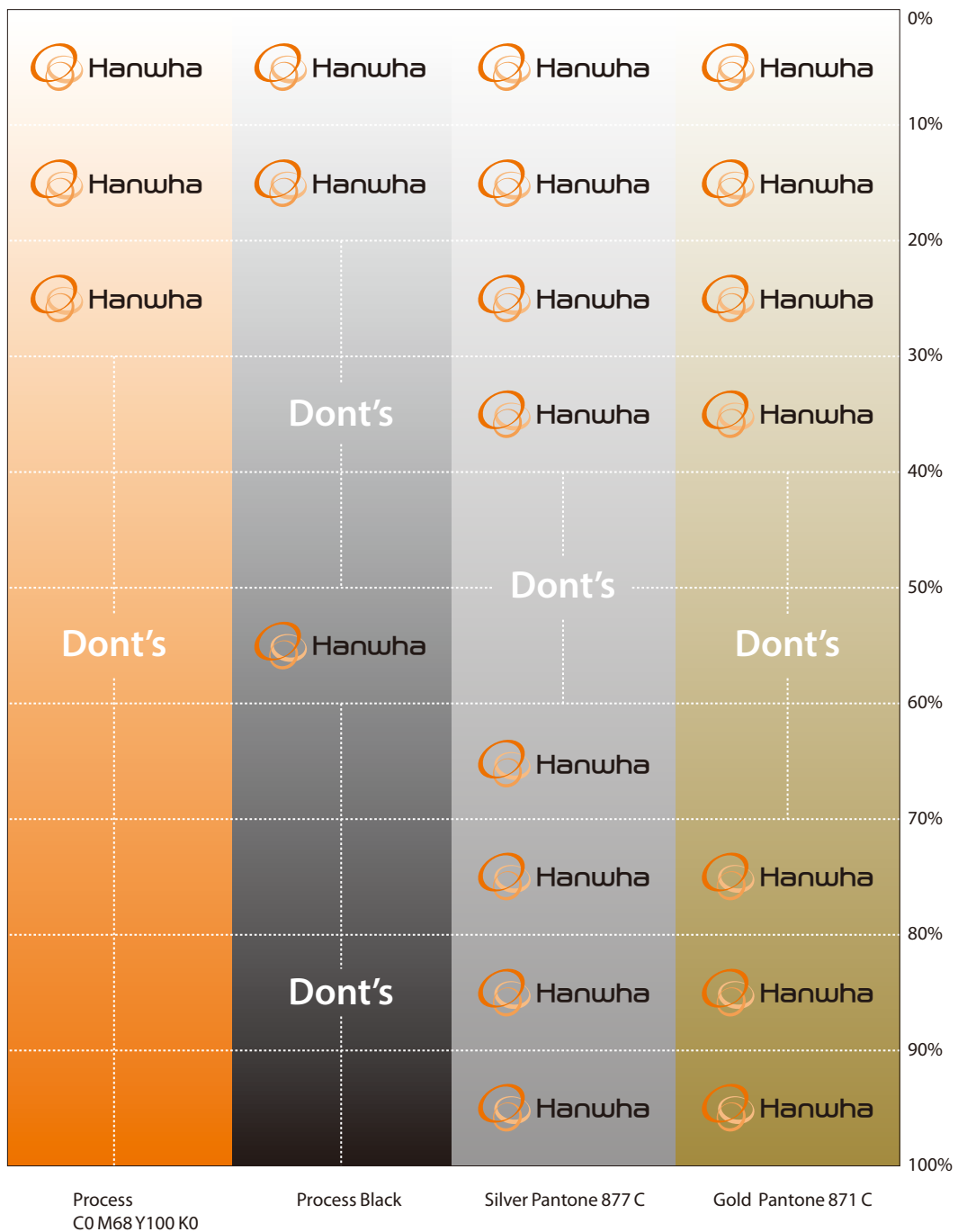
When the Logotype is to be used in isolation, its color can be produced using Process Color C0 Y68 M100 K0, Process Black, White, Pantone 877C (Silver) or Pantone 871C (Gold).



Identifier Color Use

4. Rules for Using Background Colors

It is essential that the Hanwha Identifier stands out from any and all background colors. For backgrounds, this means that any complementary color (including blue and green) or a color of the red line should be used for a negative (i.e., single white) color if at all possible.



Identifier Color Use

5. Rules for Single and Negative Colors for Backgrounds

This color use rule applies to background colors when single and negative color tones are used as Hanwha's identifier colors.

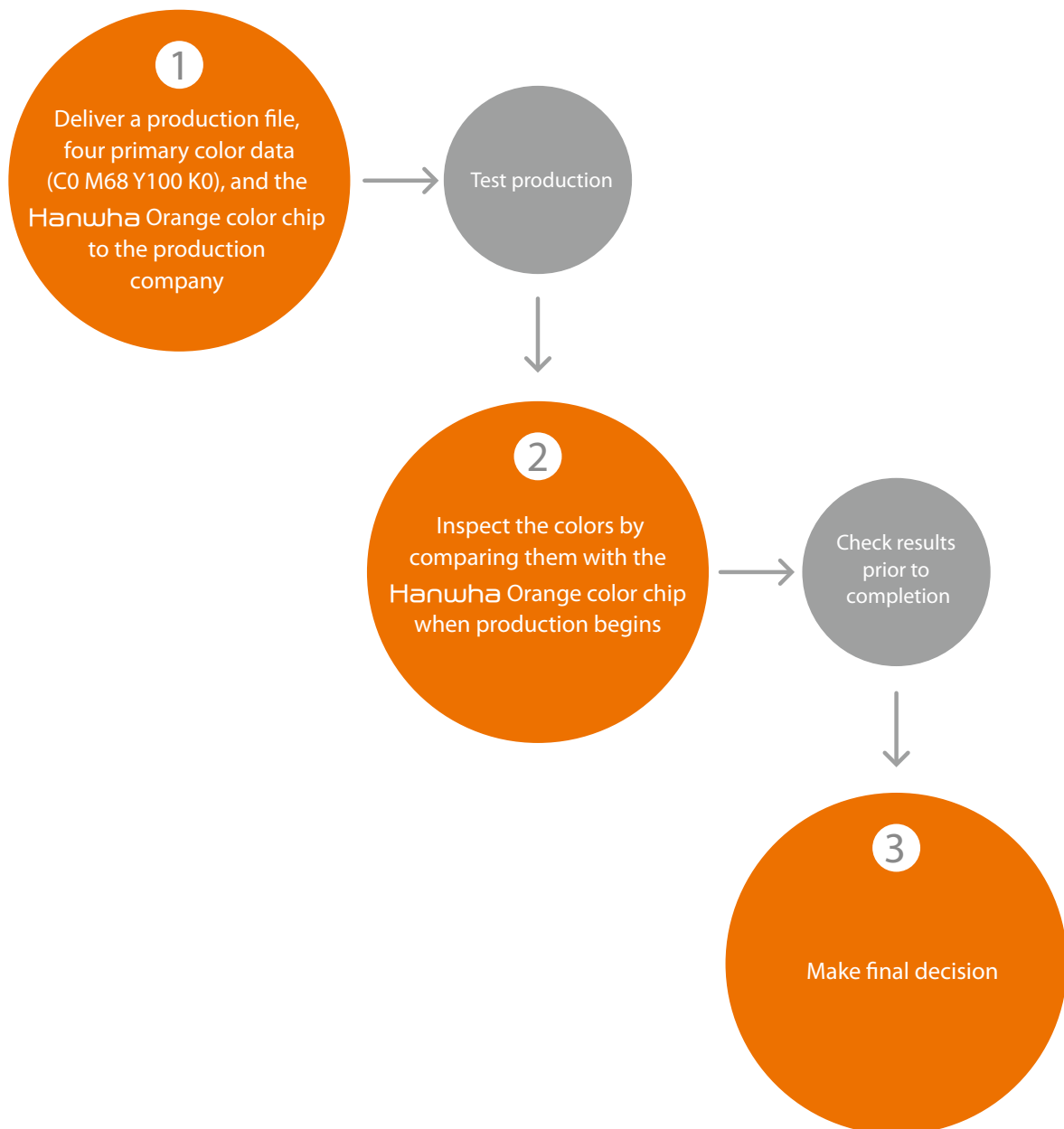
The use of single or negative color tones is prohibited for any instances that are not shown in the following table.

 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	Basic form
 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	Process C0 M68 Y100 K0
 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	Process Black
 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	Pantone 877 C
 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	Pantone 871 C
 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	Pantone CoolGray 2 C
 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	 Hanwha	Pantone CoolGray 10 C
Process Black 3Tone	Silver Pantone 877 C	Gold Pantone 871 C	Process C0 M68 Y100 K0	Process Black	Process Color C0 M68 Y100 K0 C0 M47 Y70 K0 C0 M34 Y50 K0 C0 M0 Y0 K0	White	

Identifier Color Use

6. Ensuring the Proper Use of Colors

The PMS (Pantone Matching System) Color or the four primary colors (CMYK, Process Color) are used for paper printing of the Hanwha Identifier. The PMS is mixed for use with paints, while placards, sheets, and flexible sheets are printed in the four primary colors. In order to ensure total consistency in the use of the proper Hanwha Identifier colors, it is essential that they be scrupulously compared to the Hanwha Orange color chip.



Identifier Clear Spacing

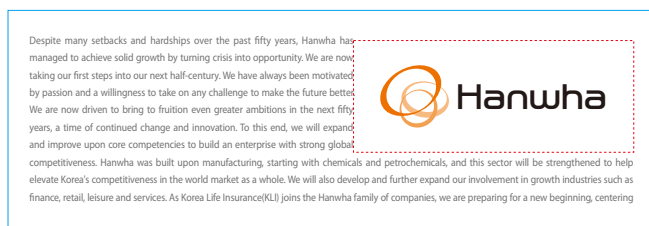
The use of auxiliary graphic elements or background colors for the inside of the Clear Space (meaning a minimum protected space needed to maintain the formal attributes of the Hanwha Identifier) should be avoided. The positioning of the Hanwha Identifier and the placement of any blank space or spaces must be done prior to the development of any product.

In the case of an affiliate company, the rule is the same as given below. The Signature of the affiliate should be applied.

1. Horizontal Signature This is the rules for using a blank space in the Hanwha Identifier.



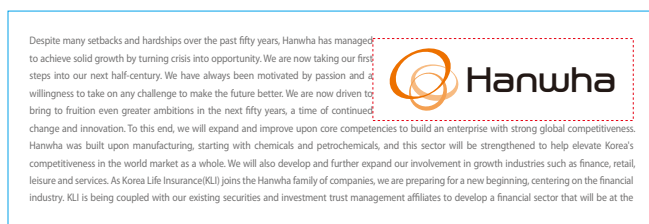
Example



2. Horizontal Signature The rules for a minimum blank space should be followed if the amount of space needed to place the Hanwha Identifier is limited..



Example

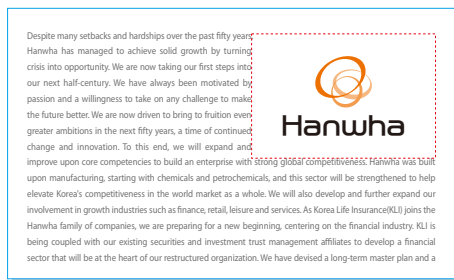


Identifier Clear Spacing

3. Vertical Signature A Rules for using spaces in the Hanwaha Identifier.



Example



4. Vertical Signature A The rules for minimum spaces should be followed when the amount of space is limited.



Example



Incorrect Identifier Use

The shape, proportion, and colors of the Hanwha Identifier must conform to the standards described previously. This section outlines some incorrect uses of the Identifier.



The size and proportion of the Symbol Mark must not be altered arbitrarily.



The distance between the Symbol Mark and the Logotype must not be altered arbitrarily.



The combination location of the Symbol Mark must not be altered arbitrarily.



The order and color of the three circles within the Symbol Mark must not be altered arbitrarily.



The letter spacing of the Logotype must not be altered arbitrarily.



Outlines and lines should not be used.



There must always be a clear space (i.e., a minimum protection space).



Shadings should not be used.

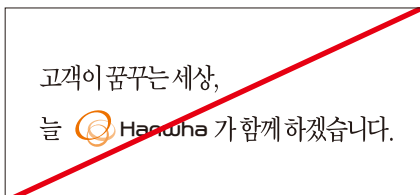
Incorrect Identifier Use



Colors other than the designated Identifier colors must not be used arbitrarily.



Fonts other than the designated one should not be used for the Logotype.



The combination of the Identifier and the Symbol Mark should not be used in sentences.



The slogan of the Group and the CI of affiliates should not be written together without prior permission.



The legal name should not be combined with the Symbol Mark.



The URL, event name, and name of a headquarters or department should not be combined with the Symbol Mark. The sole exception to this is the designated Signature.



A complicated image or pattern should not be used as a background. The background color or image should not be bright or shiny.



The colorization rules for use with a negative (white) color should be applied whenever possible if the Hanwha Identifier does not appear clearly due to the lightness and/or saturation of a background color, or when the background color is made up of a red tone.

Hanwha Typeface

The Hanwha Typeface must always be used for the names of the Group (Hanwha) and its affiliates. This rule applies to all materials produced by each Hanwha Group company.

1. The Hanwha Typeface must always be used for the names of the Group and its affiliates.
2. The Hanwha Typeface has been developed to align with the baseline of the Hanwha Gothic font for the Korean language.
Attention must always be paid to the size, thickness, and baseline of fonts when the typeface is being used with the English.
3. The spacing between letters should never be altered.

1. Hanwha Typeface (Korean)

한화

Hanwha Light

한화는 고객의 에너지로 커 가고
고객은 한화의 에너지로 풍요로워집니다.

Hanwha Regular

한화는 고객의 에너지로 커 가고
고객은 한화의 에너지로 풍요로워집니다.

Hanwha Bold

한화는 고객의 에너지로 커 가고
고객은 한화의 에너지로 풍요로워집니다.

2. Hanwha Typeface (English)

Hanwha

Hanwha Light, Hanwha Gothic L

Hanwha thrives on our customers' energy,
and they prosper through ours.

Hanwha Regular, Hanwha Gothic R

Hanwha thrives on our customers' energy,
and they prosper through ours.

Hanwha Bold, Hanwha Gothic B

Hanwha thrives on our customers' energy,
and they prosper through ours.

Hanwha Typeface Guidelines

The application standards for the thickness of the Hanwha Typeface (B, R, L) should be observed to ensure that they comply with the characteristics of each type of media.

1. Applications by Type of Media

Typeface	Principles for Using the Hanwha Typeface
Hanwha L	Used for 7-point and smaller fonts in publications, including brochures and newsletters.
Hanwha R	Used for print, video, and digital productions.
Hanwha B	Used for media where a large size of font is needed, such as outdoor advertisements and interior and exterior signs.

2. Rules for Using Fonts

1. A production typeface by ratio (10:4, 10:5, 10:6) or the Hanwha Typeface must always be applied to the Group's name and the names of all its affiliates.
2. The end of the body text should be in line with the grid.
3. Exclamation marks should be tilted for enhanced legibility.

Wrong example (X) The Hanwha Identifier is the visual identity of the Hanwha Group. It must be given precedence over anything else when a material is being developed.

Correct example (O) The Hanwha Identifier is the visual identity of the Hanwha Group. It must be given precedence over anything else when a material is being developed.

3. Dates and Phone Numbers

1. Periods are used for the year, the month, and the day. AM and PM are used to tell the time, with a blank being used after the numbers. We use the 12-hour clock.
2. When writing schedules, vertical lines (|) and swung dashes (~) should be avoided. Slashes (/) must be deleted. An en dash (-) should be placed between the beginning date and the end date.
3. Use periods (.) for phone numbers, specify "TEL" and "FAX" before numbers, and use Yoon Gothic for company names in the address.

Wrong example (X)

2016. 10/2
FRIDAY
19:30 ~ 21:30
대전예술의전당
아트홀

사전모임 | 2016년 7월 2일(토요일) ~ 8월 8일(월요일)까지
프로모션 | 2016.5.12 - 10.7 / 6AM - 11PM

서울특별시 영등포구 63로 50번지 한화생명빌딩 1층
TEL 02-3284-1240~1 FAX 02-3284-1244
www.63restaurant.co.kr

Correct example (O)

2016.10.2.FRI
7:30 PM - 9:30 PM
대전예술의전당
아트홀

사전모임 2016.7.2(SAT) - 8.8(MON)
프로모션 2016.5.12 - 10.7 6 AM - 11 PM

서울특별시 영등포구 63로 50번지 한화생명빌딩 1F
TEL 02.3284.1240-1 FAX 02.3284.1244
www.63restaurant.co.kr

Typefaces

There are designated typefaces for use in Korean, English, Chinese, Japanese, and Arabic. They must be used in every type of corporate communication.

1. Typeface Hanwha Gothic

The designated typeface for Korean is Hanwha Gothic 5types. It is a sans serif typeface that is highly appropriate for this use, since it corresponds with Hanwha's identity and boasts a high level of legibility.

Hanwha Gothic 5types

국문

Hanwha Gothic T,
Hanwha L

한화의 에너지로 풍요로워집니다.

Hanwha Gothic EL,
Hanwha L

한화의 에너지로 풍요로워집니다.

Hanwha Gothic L,
Hanwha L

한화의 에너지로 풍요로워집니다.

Hanwha Gothic R,
Hanwha R

한화의 에너지로 풍요로워집니다.

Hanwha Gothic B,
Hanwha B

한화의 에너지로 풍요로워집니다.

Typefaces

2. English and Numbers

The designated typeface for use with English and numbers is Hanwŏha Gothic 5types.

Hanwŏha Gothic 5types

Aa

Hanwŏha Gothic T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Hanwŏha Gothic EL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Hanwŏha Gothic L

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Hanwŏha Gothic R

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Hanwŏha Gothic B

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typefaces Guidelines

Hanwha Gothic complies with the criteria for applying font thickness according to the nature of each medium.

1. Application by Hanwha Gothic media.

TYPE	How to use Hanwha Gothic font
Hanwha Gothic Bold	with Hanwha B, used to enhance emphasis such as media (outdoor advertisements, signatures), and titles of printed and video materials.
Hanwha Gothic Regular	With Hanwha R, used as a basic font such as printing, video, and digital products.
Hanwha Gothic Light	With Hanwha L, used for printed materials (brochure and private gazette), documents and habitats, websites, and digital media.
Hanwha Gothic Extra Light	It is used for small letters and captions of mobile, website, publication, video and print (brochure and company magazine).
Hanwha Gothic Thin	It is used in very small letters in digital media and prints such as mobile screens and websites, and is used for captions and explanations.

- Five types of Hanwha Gothic can be mixed and used in fonts of various thicknesses.
- In the case of Hanwha L, it can be used with Hanwha Gothic Light, Extra Light, and Thin.
- The above typeface shall not be used for commercial purposes irrelevant to Hanwha Group.

Typefaces

3. Chinese

The designated typeface for Chinese is STHeiti (primary typeface). It should be used selectively, depending on where and how it is applied.

STHeiti Family

韩华

STHeiti Light (Body Copy)

汉体书写信息技术标准相容档案下载使用界面简单
支援服务升级资讯专业制作创意空间快速无线上网
(一)(二)(三)(四)(五)(六)(七)(八)(九)(十)

STHeiti Regular (Headline)

汉体书写信息技术标准相容档案下载使用界面简单
支援服务升级资讯专业制作创意空间快速无线上网
(一)(二)(三)(四)(五)(六)(七)(八)(九)(十)

Typefaces

4. Japanese

The designated typefaces for Japanese are KOZUKA Gothic PRO and KOZUKA Gothic Std.

KOZUKA Family

ハンファ

KOZUKA Gothic Std R (Body Copy / Address Block)

あのイーハトーヴォのすきとおった風、夏でも底に冷たさをもつ青いそら、
うつくしい森で飾られたモリーオ市、郊外のぎらぎらひかる草の波。

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 1234567890

KOZUKA Gothic PRO H (Headline)

**あのイーハトーヴォのすきとおった風、夏でも底に冷たさをもつ青いそら、
うつくしい森で飾られたモリーオ市、郊外のぎらぎらひかる草の波。**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 1234567890

5. Arabic

The designated typefaces for Arabic are AravicRiyadh and Karbala.

ArabicRiyadh

هانوا

Karbala (Body Copy / Address Block)

دئیو فیالیا انا
شتتت قبدبسی
ذذدخ خخخ ححج
صش شش شش سس سس زررر
۱۲۳۴۵۶۷۸۹۰

ArabicRiyadh (Headline)

تَبَّ بِيَايَاتُهَا
ح ج چ د ث تة
س ز ر ن ل خ خذ
ض ص ح ط شش شد سس سد
۱۲۳۴۵۶۷۸۹۰

Address Blocks

The term “address block” refers to the proper placement of such basic information as the Hanwha Identifier, the company name, the address, and the URL. It will vary according to the amount of space that is available for it. The version used in the example should not be altered without prior permission.

Type A



Address Blocks

Type B

Korean



English

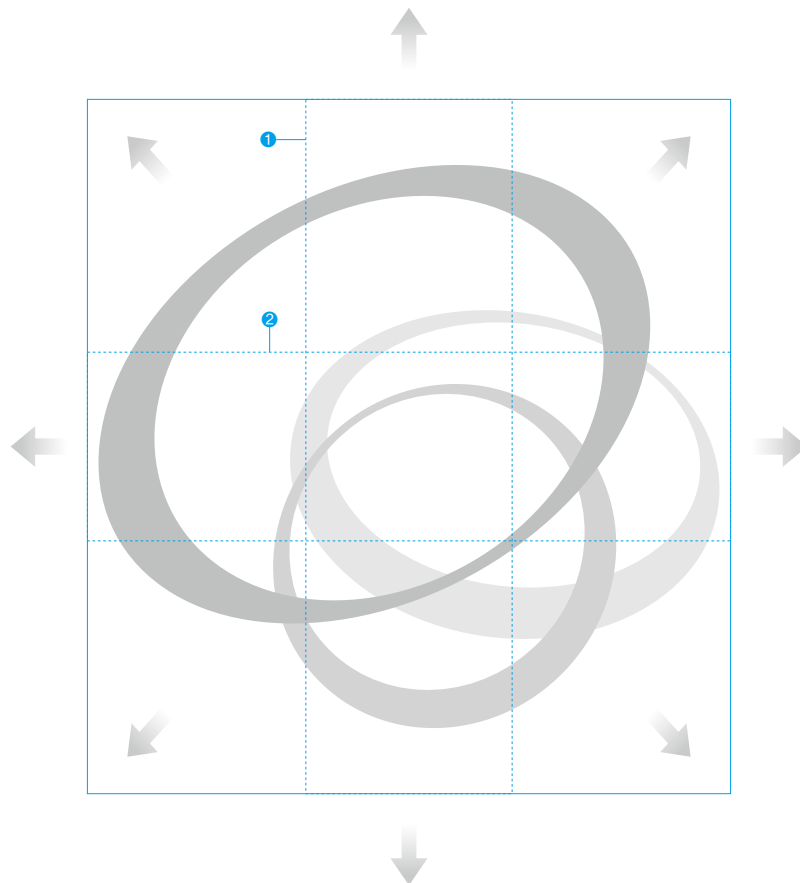


Graphic Motif

The Graphic Motif strengthens the **Hanwha** Identity in applications using the **Hanwha** Tricircle.

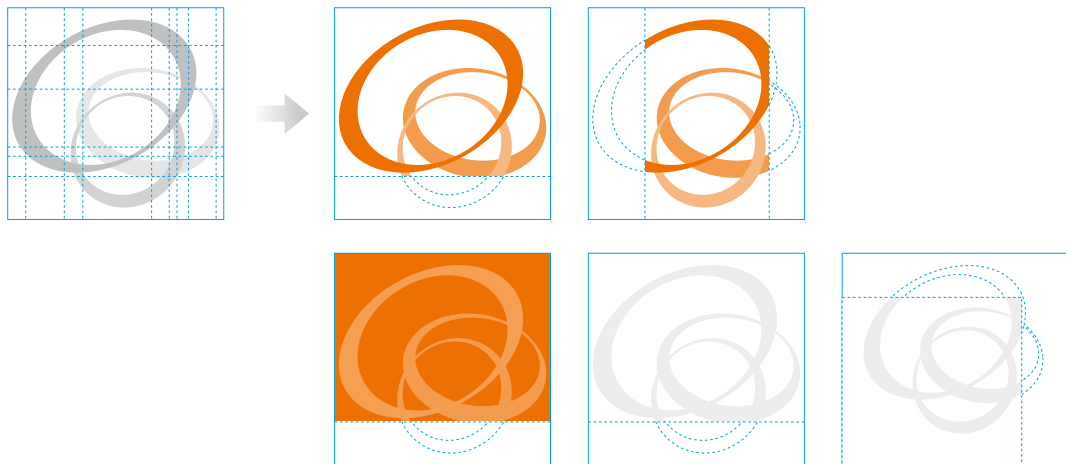
1. Rules for Using the Graphic Motif

Since the Tricircle is the most important of **Hanwha**'s visual elements, it must be placed where it will have the most effect, given the size of the space where it is being used. There should not be any variation in its angularity. The size variation of the Motif is based on rules ① and ② below.

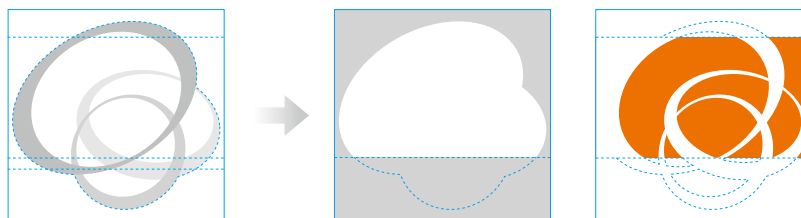


Graphic Motif

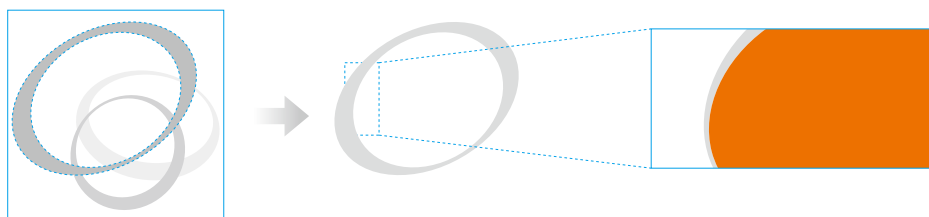
Motif A The size of the Tricircle can be trimmed, provided that it does not affect the dynamic character of the Tricircle.



Motif B The Tricircle can be used as a motif in various ways, provided that its basic form is not altered.







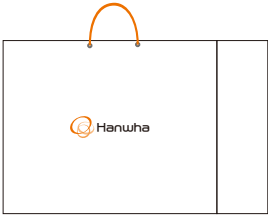


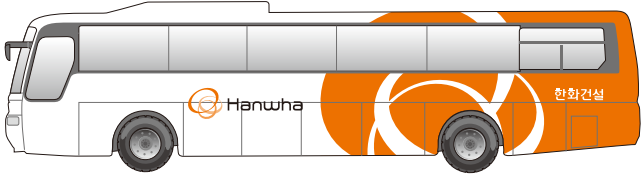


Motif C The Tricircle's main circle can be used as a dynamic form of a motif.



The Tricircle can be printed in full color, in a monocolor, or in grey, according to its application.

Graphic Motif

2. Applications of Motif Color(s) and the Symbol Mark

Corporate Oriented Motif	
<p>Main Motif</p>  	   
<p>Vehicle Motif</p> 	
<p>Sign Motif (Manufacturing affiliates' branch sign)</p> 	

Identifier Application

As stated below, the rules concerning the uses, the color(s), the graphic motif, the image(s), and the typeface(s) of the Hanwha Identifier must be applied according to the nature of the media being used. Any and all applications based on a ratio (such as thickness) must be observed.



1. Primary Identifier

Primary Identifier	Rules for the Primary Identifier
<p>Symbol Mark : Logotype = 10 : 4</p>	<p>Standard Identifier</p> <p>The Standard Identifier is a 10:4 combination ratio of the symbol mark (the Tricircle), the Logotype, and a visual element representing the corporate image. It must be applied to all print media, vehicles, websites, and packages.</p>
<p>Symbol Mark : Logotype = 10 : 5</p>	<p>Modification A</p> <p>10:5 combination ratio has been developed to increase the impact of the Identifier. It is used for indoor and outdoor signs and visual and outdoor media, such as television commercials, billboards, and banners.</p>
<p>Symbol Mark : Logotype = 10 : 6</p> <p>*Actual ratio for Korean and Chinese: 10:6.67</p>	<p>Modification B</p> <p>The 10:6 combination ratio is used with a narrow range of products, such as channel signs, branch signs, standing signs, and sports site signs.</p>

Identifier Application

[illegible]

Identifier Application

2. Secondary Identifier

Secondary Identifier	Rules for the Secondary Identifier
Hanwha 한화	<p>Logotype</p> <p>Although the Logotype is usually used in combination with the Symbol Mark, it can be used independently in some situations. One of these is canopy signs, where it functions as the primary Identifier.</p> <p>* When Hanwha is written in English, the “H” should be capitalized and the “anwha” part should be lowercased.</p>
Hanwha Solutions 한화솔루션	<p>Corporate Name</p> <p>The Corporate Name is used in combination with the Symbol Mark to identify company names. It can be used in some specific situations, such as on an affiliate’s business cards.</p>
Hanwha Solutions Corporation 한화솔루션(주) 한화솔루션 주식회사	<p>Legal Name</p> <p>The legally registered, formal name of a company must be used on official documents or to identify an affiliate.</p> <p>* The Legal Name must not be used in combination with the Symbol Mark.</p>

Secondary Identifier	Major Uses									
	Print Media			Outdoor Media			Visual and Other Media			
	Business Forms	Print Ads	Packages	Signs	Outdoor Ads	Vehicles	The Internet	TV	Corporate Banners	Marking Products
Hanwha 한화			●	●	●					● ●
Hanwha Solutions 한화솔루션	●		●	●	●	●	●			● ●
Hanwha Solutions Corporation 한화솔루션(주) 한화솔루션 주식회사	●			●			●			



Part 2. Signature

Identifier Combinations	2.01
Composition of Signatures	2.02
English Signature	2.04
Korean Signature	2.09
Korean-English Signature	2.12
Chinese Signature	2.14
Chinese-English Signature	2.17
English Branch Signature	2.19
Korean Branch Signature	2.21
Chinese Branch Signature	2.23
Slogan Signature	2.25

Identifier Combinations

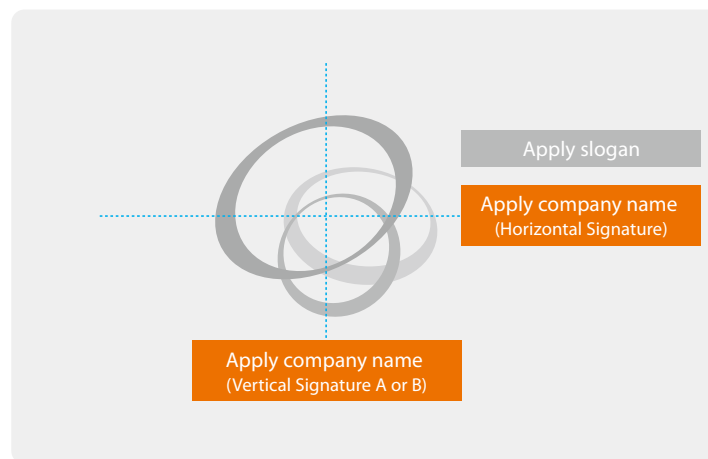
The Identifier Combinations comprise the company's English, Korean, Korean-English, Chinese, and Chinese-English names. They can be placed either horizontally or vertically. The essence of the Hanwha Identifier lies in the combination of the Symbol Mark and other elements, such as company names and slogans. The rules governing Identifier Combinations always take the characteristics of the Symbol Mark into consideration first.

Corporate names must always be combined with the Symbol Mark.

1. Rules for Using Identifier Combinations

Characters and images representing corporate names are always used in combination. The Logotypes for each language are always placed in a subservient position to the Tricircle, with the names of the Group and its affiliates being positioned in such a way that the dynamic character of the Tricircle is not compromised.

Positioning of Signature



Company Names

Except for a company name, a brand name cannot be used in a combination.

Horizontal Signature



Vertical Signature A



Slogan
















Slogans must always be used in combination with the Symbol Mark.



Composition of Signatures

Basic Type

The Signature of the Identifier is composed of the Primary Signature and the Secondary Signature. When the Identifier is applied, the Primary Signature is given priority. In this case, the Secondary Signature is used in accordance with the overall character of the application.

Company Name Signature	English Company Names	Korean Company Names	Chinese Company Names	Korean-English Company Names
Primary Signature	 Hanwha	 한화	 韩华	 한화 Hanwha
Vertical Signature A	 Hanwha	 한화	 韩华	 한화 Hanwha
Vertical Signature B	 Hanwha	 한화	 韩华	
Secondary Signature	 Hanwha Corporation			Chinese-English Company Names  韩华 Hanwha
Secondary Signature	 Hanwha Corporation			 韩华 Hanwha

The horizontal combination of a Branch Name Signature is composed of the Primary Signature and the Secondary Signature, with the Primary Signature taking priority. The Secondary Signature is used in accordance with the overall character of the application.











Branch Name Signature	English Company Names	Korean Business Unit Names	Chinese Branch Names
Primary Signature	 Hanwha Corporation Athens Representative Office	 (주)한화 보은사업장	 (株)韩华 北京代表处
Vertical Signature A	 Hanwha Corporation Athens Representative Office	 (주)한화 보은사업장	 韩华生命 北京代表处
Vertical Signature B		 (주)한화 보은사업장	 (株)韩华 北京代表处

Composition of Signatures

Hanwha Finance Plaza

The Signature of Hanwha Finance Plaza comprises its English, Korean, and Korean-English names, as well as the names of the Group's three financial companies: Hanwha Life, Hanwha Investment & Securities, and Hanwha General Insurance.

1. Standard Signature

Standard Signature	English Company Names	Korean Company Names	Korean-English Company Names
Horizontal Signature	Primary Signature 		
	Secondary Signature 		
Vertical Signature A	Primary Signature 		
	Secondary Signature 		
Vertical Signature B			

2. Signature for the Three Financial Companies

Signature for the three financial companies	Primary Signature		Secondary Signature
Horizontal Signature			 한화금융플라자 한화생명 한화투자증권 한화손해보험
Vertical Signature A			 한화금융플라자 한화생명 한화투자증권 한화손해보험

English Signature

These are the rules governing the combination of the Symbol Mark and English company names. It is composed of the Horizontal Signature, Vertical Signature A, and Vertical Signature B.

1. Positioning of Horizontal Signature

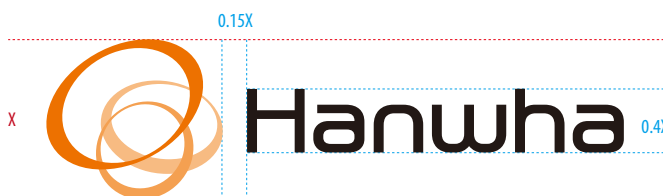
These are the rules governing the Horizontal Signature of the Symbol Mark and English company names. It is composed of the Primary Signature and the Secondary Signature. The rules should be followed without fail.

Positioning of Primary Signature

1. The value of X is the height of the Tricircle.
2. Based on the value of X, the height of the English company name must be $0.4X$.
3. The distance between the Tricircle and the company name must be $0.15X$.
4. The color used for the company name is Process Black 100%.



Minimum Size 5mm  Hanwha



Examples of Horizontal Signature (Affiliates in South Korea)

 Hanwha Solutions

 Hanwha Life

 Hanwha Hotels&Resorts

Exceptions

 Hanwha |  TOTAL

The combination of Hanwha TOTAL is an exception.
Please refer to the Brand Guide.

Examples of Horizontal Signature (Overseas Subsidiaries)

 Hanwha Chemical Trading (Shanghai)

 Hanwha General Chemical USA

 Hanwha Life Vietnam

English Signature

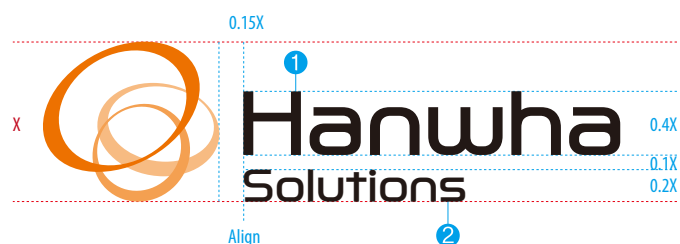
Positioning of Combinations

1. These are the rules governing the two-line Horizontal Signature of the Symbol Mark and English company names. They should be followed without fail.
2. The Secondary Signature can be used if it is hard to use the Primary Signature because of the nature of the application.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the English company name must be 0.4X.
 - ② The height of the English company name must be 0.2X.

The distance between ① and ② must be 0.1X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color used for the company name is Process Black 100%.

Minimum Size 8mm

Examples of Horizontal Signature
(Affiliates in South Korea)



Examples of Horizontal Signature
(Overseas Subsidiaries)



English Signature

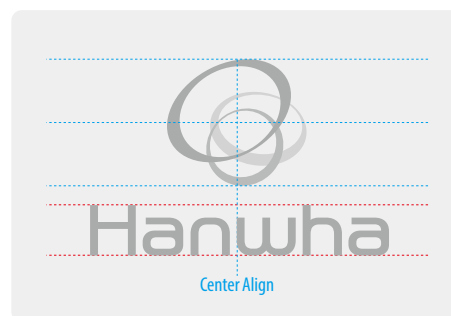
2. Positioning of Vertical Signature A

These are the rules governing the Vertical Signature A of the Symbol Mark and English company names. It is composed of the Primary Signature and the Secondary Signature. The rules should be followed without fail.

Positioning of Primary Signature

1. The value of X must be the height of the Tricircle.
2. Based on the value of X, the height of the English company name must be 0.4X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color used for the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.

Minimum Size **5mm**

Examples of Vertical Signature A
(Affiliates in South Korea)


Hanwha Solutions

Hanwha Life

Hanwha Hotel&Resorts

Examples of Vertical Signature A
(Overseas Subsidiaries)


Hanwha Chemical Trading (Shanghai)

Hanwha General Chemical USA

Hanwha Life Vietnam

English Signature

Positioning of Combinations

1. These are the rules governing the two-line Vertical Signature A of the Symbol Mark and English company names. They should be followed without fail.
2. The Secondary Signature can be used if it is hard to use the Primary Signature because of the nature of the application.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the English company name must be 0.4X.
 - ② The height of the English company name must be 0.2X.
 The distance between ① and ② must be 0.1X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color used for the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.



Examples of Vertical Signature A
(Affiliates in South Korea)



Examples of Vertical Signature A
(Overseas Subsidiaries)

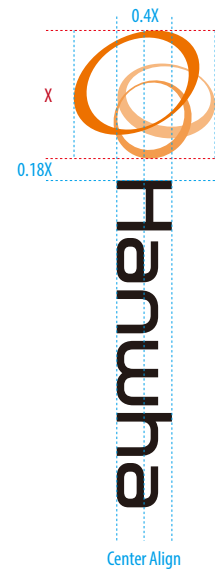
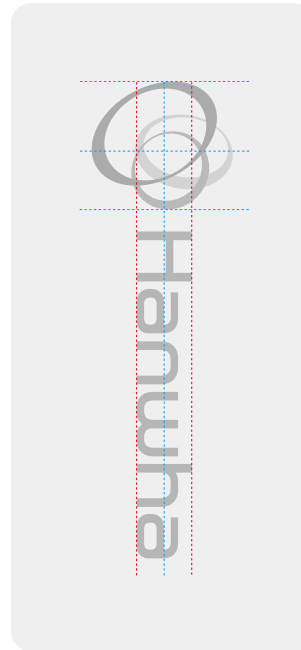


English Signature

3. Positioning of Vertical Signature B

These are the rules governing the Vertical Signature B of the Symbol Mark and English company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X, the height of the English company name must be $0.4X$.
3. The distance between the Tricircle and the company name must be $0.18X$.
4. The color used for the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.



Examples of Vertical Signature B



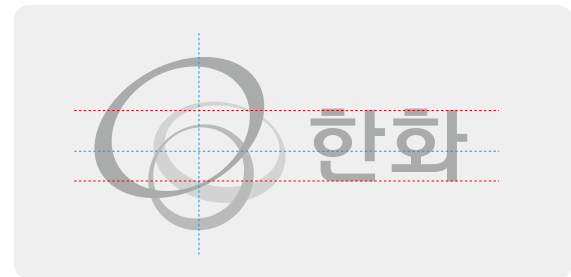
Korean Signature

1. Positioning of Horizontal Signature

These are the rules governing the Horizontal Signature of the Symbol Mark and Korean company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X, the height of the Korean company name must be 0.4X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color used for the company name is Process Black 100%.

Minimum Size 5mm  한화



Examples of Horizontal Signature




Korean Signature

2. Positioning of Vertical Signature A

These are the rules governing the Vertical Signature A of the Symbol Mark and Korean company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X, the height of the Korean company name must be 0.4X.
3. The distance between the Tricircle and the company name must be 0.2X.
4. The color used for the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.

Minimum Size 5mm 
한화



Examples of Vertical Signature A


(주)한화


한화테크윈


한화솔루션


한화건설


한화생명


한화호텔&리조트

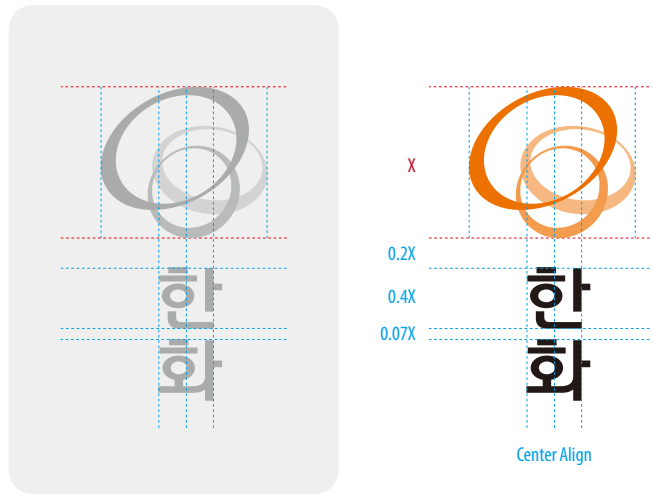
Korean Signature

3. Positioning of Vertical Signature B

These are the rules governing the Vertical Signature B of the Symbol Mark and Korean company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X, the height of the Korean company name must be $0.4X$.
3. The distance between the Tricircle and the company name must be $0.2X$.
4. The color used for the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.

Minimum Size **5mm**

Examples of Vertical Signature B




Korean-English Signature

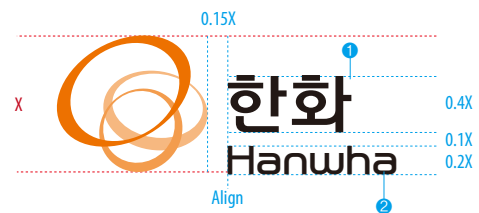
1. Positioning of Horizontal Signature

These are the rules governing the Horizontal Signature of the Symbol Mark and Korean-English company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Korean company name must be 0.4X.
 - ② The height of the English company name must be 0.2X.
 The distance between ① and ② must be 0.1X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color used for the company name is Process Black 100%.



Minimum Size 8mm  한화
Hanwha



Examples of Horizontal Signature

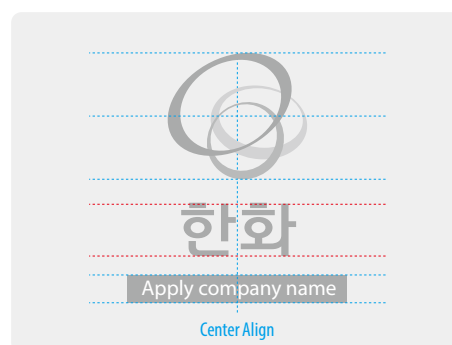
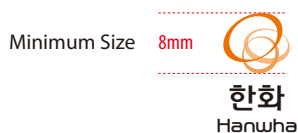


Korean-English Signature

2. Positioning of Vertical Signature A

These are the rules governing the Vertical Signature A of the Symbol Mark and Korean-English company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Korean company name must be 0.4X.
 - ② The height of the English company name must be 0.2X.
 The distance between ① and ② must be 0.15X.
3. The distance between the Tricircle and the company name must be 0.2X.
4. The color used for the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.



Examples of Vertical Signature A




Chinese Signature

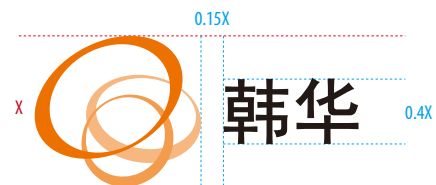
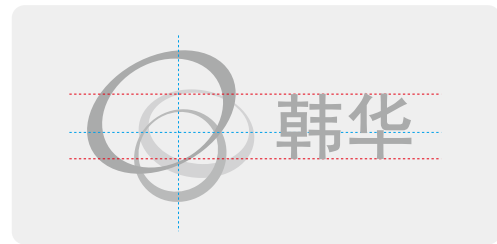
These are the rules governing the combination of the Symbol Mark and Chinese company names. It is composed of the Horizontal Signature and Vertical Signature A.

1. Positioning of Horizontal Signature

These are the rules governing the Horizontal Signature of the Symbol Mark and Chinese company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X, the height of the Chinese company name must be $0.4X$.
3. The distance between the Tricircle and the company name must be $0.15X$.
4. The color used for the company name is Process Black 100%.

Minimum Size 5mm  韩华



Examples of Horizontal Signature



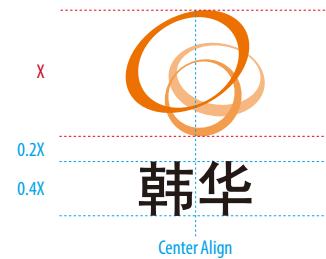
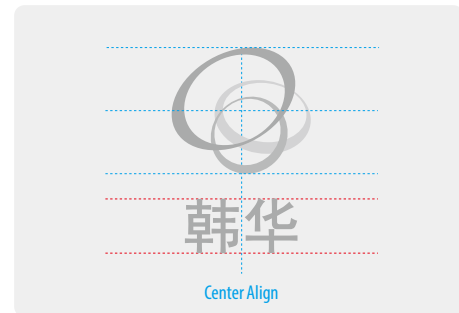
Chinese Signature

2. Positioning of Vertical Signature A

These are the rules governing the Vertical Signature A of the Symbol Mark and Chinese company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X, the height of the Chinese company name must be 0.4X.
3. The distance between the Tricircle and the company name must be 0.2X.
4. The color used for the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.

Minimum Size 5mm 
韩华



Examples of Vertical Signature A


(株)韩华


韩华思路信


韩华综化


韩华生命

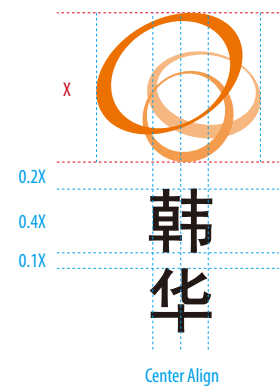
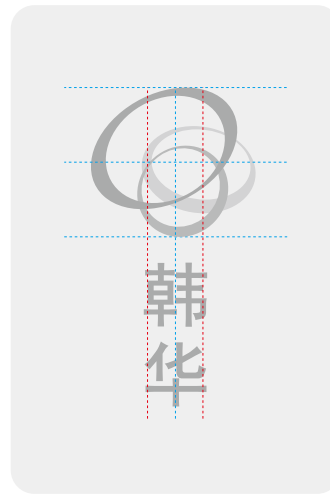
Chinese Signature

3. Positioning of Vertical Signature B

These are the rules governing the Vertical Signature B of the Symbol Mark and Chinese company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X, the height of the Chinese company name must be $0.4X$.
3. The distance between the Tricircle and the company name must be $0.2X$.
4. The color used for the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.

Minimum Size 5mm



Examples of Vertical Signature B



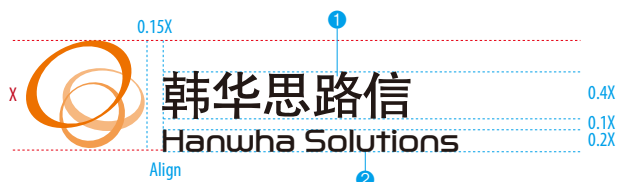
Chinese-English Signature

1. Positioning of Horizontal Signature

These are the rules governing the Horizontal Signature of the Symbol Mark and Chinese-English company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Chinese company name must be 0.4X.
 - ② The height of the English company name must be 0.2X. The distance between ① and ② must be 0.1X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color used for the company name is Process Black 100%.

Minimum Size **8mm**  **韩华思路信**
Hanwha Solutions



Examples of Horizontal Signature (Legal Name)



Examples of Horizontal Signature (Branch Name)



Chinese-English Signature

2. Positioning of Vertical Signature A

These are the rules governing the Vertical Signature A of the Symbol Mark and Chinese-English company names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Chinese company name must be 0.4X.
 - ② The height of the English company (business unit) name must be 0.2X.
 - ③ The height of the Chinese office (business unit) name must be 0.3X. The distance between ①, ②, and ③ must be 0.15X.
3. The distance between the Tricircle and the company name must be 0.2X.
4. The color of the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.



Examples of Vertical Signature A
(Legal Name)



Examples of Vertical Signature A
(Branch Name)



English Branch Signature

These are the rules governing the combination of English Signatures of affiliates and English branch (office) names. It is composed of the Horizontal Signature and Vertical Signature A.

1. Positioning of Horizontal Signature

These are the rules governing the Horizontal Signature of the English Signatures of affiliates and English branch (office) names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the English company name must be 0.4X.
 - ② The height of the English branch name must be 0.2X.

The distance between ① and ② must be 0.2X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color of the company name is Process Black 100%.
5. Use Myriad Pro Regular for English branch (office) names.



Examples of Horizontal Signature (Branch (Office) Names)



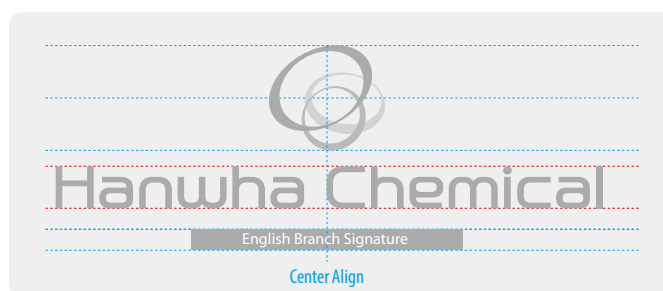
English Branch Signature

2. Positioning of Vertical Signature A

These are the rules governing Vertical Signature A of the English Signature of affiliates and English branch (office) names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the English company name must be 0.4X.
 - ② The height of the English branch name must be 0.2X.

The distance between ① and ② must be 0.2X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color of the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.
6. Use Myriad Pro Regular for English branch names.



Examples of Vertical Signature A (Branch (Office) Name)



Korean Branch Signature

These are the rules governing the combination of Korean Signatures of affiliates and Korean branch unit names. It is composed of the Horizontal Signature and Vertical Signature A.

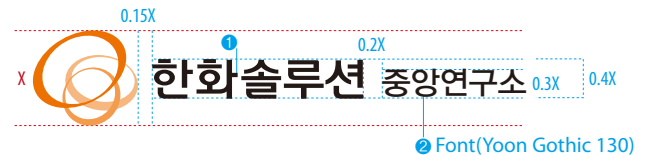
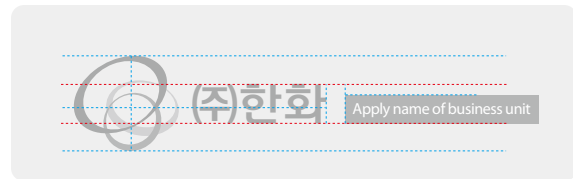
1. Positioning of Horizontal Signature

These are the rules governing the Horizontal Signature of the Korean Signatures of affiliates and Korean business unit names. They should be followed without fail.

Positioning of Primary Signature

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Korean company name must be 0.4X.
 - ② The height of the office (business unit) name must be 0.3X.

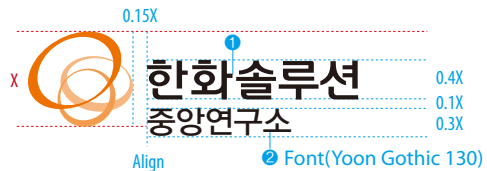
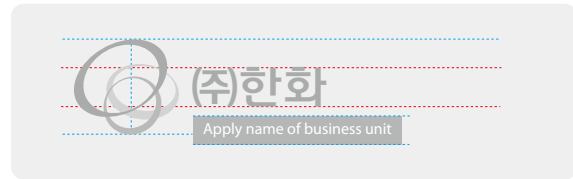
The distance between ① and ② must be 0.2X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color of the company name is Process Black 100%.
5. Use Yoon Gothic 130 for the names of Korean business units.



Positioning of Secondary Signature

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Korean company name must be 0.4X.
 - ② The height of the office (business unit) name must be 0.3X.

The distance between ① and ② must be 0.1X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color of the company name is Process Black 100%.
5. Use Yoon Gothic 130 for the Korean business unit names.



Examples of Primary Signature/Horizontal Signature



Examples of Secondary Signature/Horizontal Signature



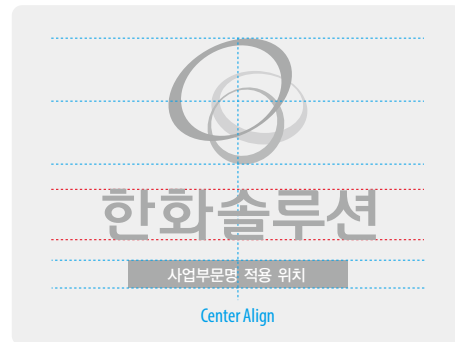
Korean Branch Signature

These are the rules governing the combination of the Korean Signatures of affiliates and Korean business unit names. It is composed of the Horizontal Signature and Vertical Signature A.

2. Positioning of Vertical Signature A

These are the rules governing Vertical Signature A of the Korean Signatures of affiliates and Korean business unit names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Korean company name must be 0.4X.
 - ② The height of the office (business unit) name must be 0.3X.
 The distance between ① and ② must be 0.2X.
3. The distance between the Tricircle and the company name must be 0.2X.
4. The color of the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.
6. Use Yoon Gothic 130 for the Korean business unit names.



Examples of Vertical Signature A


(주)한화
보은사업장


한화생명
지역단


한화호텔&리조트
FC부문

Chinese Branch Signature

These are the rules governing the combination of the Chinese Signatures of affiliates and Chinese branch (office) names. It is composed of the Horizontal Signature and Vertical Signature A.

1. Positioning of Horizontal Signature

These are the rules governing the Horizontal Signature of the Chinese Signatures of affiliates and Chinese branch (office) names. They should be followed without fail.

Positioning of Primary Signature

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Chinese company name must be $0.4X$.
 - ② The height of the office (business unit) name must be $0.3X$.

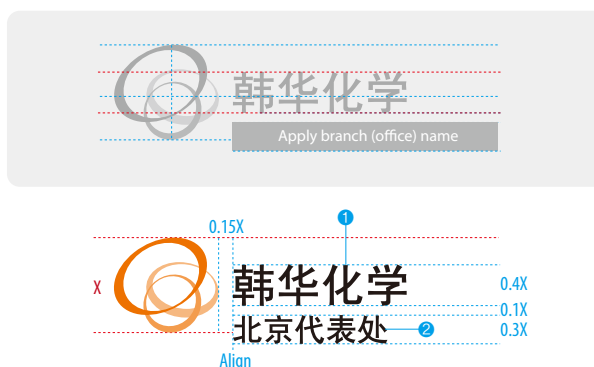
The distance between ① and ② must be $0.2X$.
3. The distance between the Tricircle and the company name must be $0.15X$.
4. The color of the company name is Process Black 100%.
5. Use STHeiti for Chinese branch (office) names.



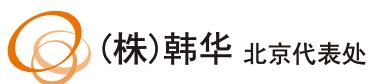
Positioning of Secondary Signature

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Chinese company name must be $0.4X$.
 - ② The height of the office (business unit) name must be $0.3X$.

The distance between ① and ② must be $0.1X$.
3. The distance between the Tricircle and the company name must be $0.15X$.
4. The color of the company name is Process Black 100%.
5. Use STHeiti for the Chinese branch (office) names.



Examples of Primary Signature/Horizontal Signature



Examples of Secondary Signature/Horizontal Signature

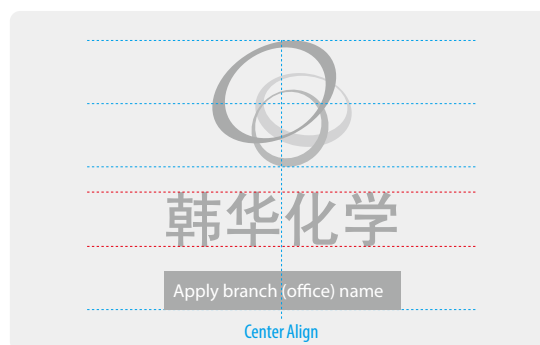


Chinese Branch Signature

2. Positioning of Vertical Signature A

These are the rules governing Vertical Signature A of the Chinese Signatures of affiliates and Chinese branch (office) names. They should be followed without fail.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Chinese company name must be $0.4X$.
 - ② The height of the branch (office) name must be $0.3X$.The distance between ① and ② must be $0.2X$.
3. The distance between the Tricircle and the company name must be $0.2X$.
4. The color of the company name is Process Black 100%.
5. The Tricircle and the company name are aligned from the center.
6. Use STHeiti for Chinese branch (office) names.



Examples of Vertical Signature A



(株)韩华
北京代表处



韩华化学
上海代表处



韩华生命
北京代表处

Slogan Signature

Only corporate slogans can be included with Signatures. The slogan should be written in characters, without any graphic elements. Use a designated typeface as shown below. The rules given below should be followed without fail.

1. Positioning of Group Slogan Combinations

The positioning of the slogan combination must be measured from the far right side of the Logotype.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the English company name must be 0.4X.
 - ② The height of the slogan must be 0.2X.

The distance between ① and ② must be 0.1X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color of the company name is Process Black 100%.
5. The color of the slogan is Process Black 72%.
6. Use Myriad Pro for English slogans and Yoon Gothic 130 for Korean ones.



Yoon Gothic 130 for Korean, Myriad Pro for English

Minimum Size 10mm



2. Positioning of Affiliate Slogan Combinations

The positioning of the slogan combination must be measured from the far left of the Logotype.

1. The value of X must be the height of the Tricircle.
2. Based on the value of X,
 - ① The height of the Korean company name must be 0.4X.
 - ② The height of the slogan must be 0.2X.

The distance between ① and ② must be 0.1X.
3. The distance between the Tricircle and the company name must be 0.15X.
4. The color of the company name is Process Black 100%.
5. The color of the slogan is Process Black 72%.
6. Use Myriad Pro for English slogans and Yoon Gothic 130 for Korean ones.



Yoon Gothic 130 for Korean, Myriad Pro for English



APPLICATION SYSTEM

The Application System defines how such formats as stationery, business forms, publications and promotions, uniforms, and vehicles should be designed.

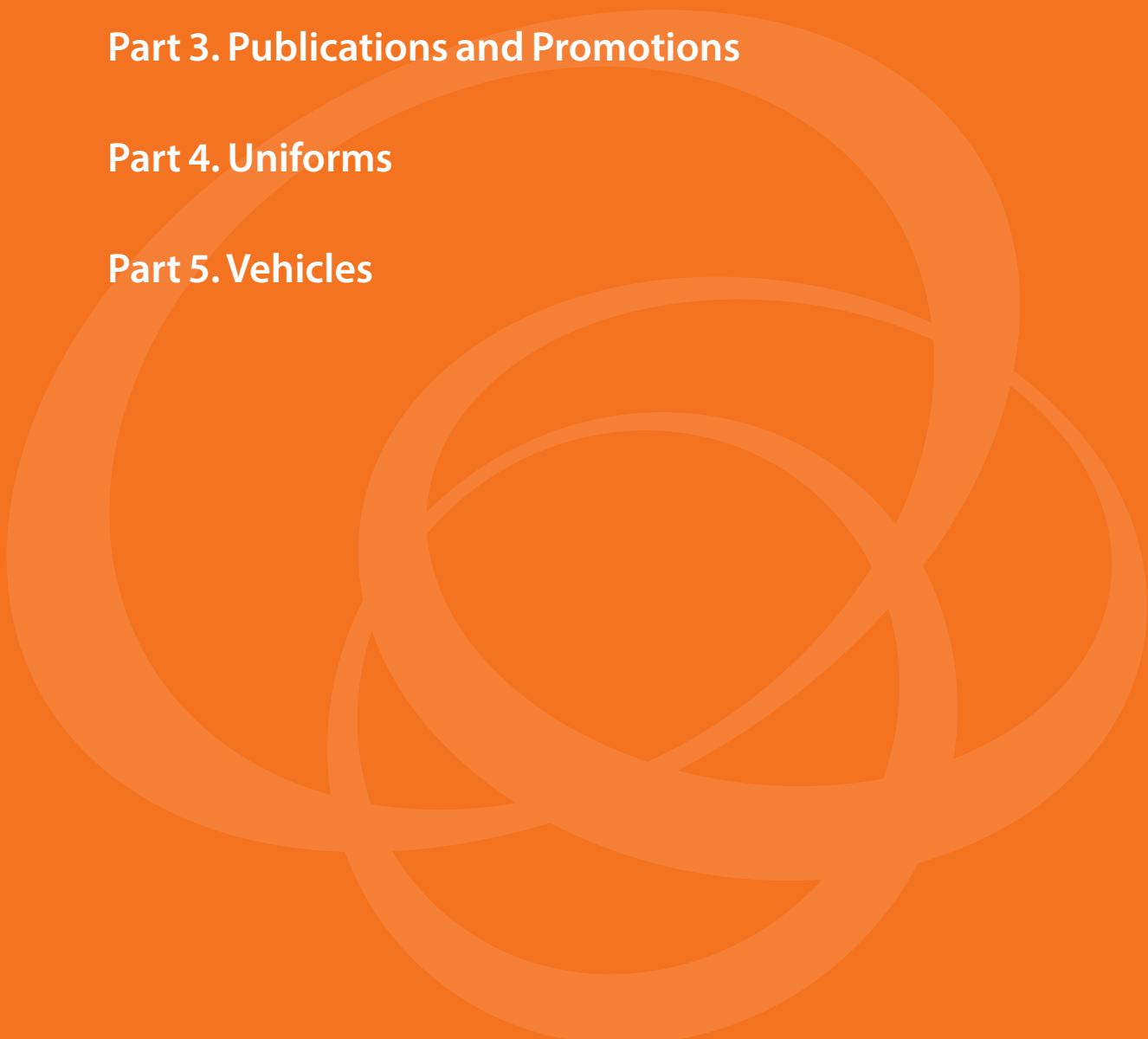
Part 1. Stationery

Part 2. Business Forms

Part 3. Publications and Promotions

Part 4. Uniforms

Part 5. Vehicles





Part 1. Stationery

Stationery Form Guidelines	3.01
Business Cards	3.02
Letterheads	3.07
Document Envelopes (Small)	3.13
Document Envelopes (Medium)	3.16
Document Envelopes (Large)	3.17
Mail Envelopes	3.18
DM Envelopes	3.19
Official Documents	3.20
News Releases	3.21
Mail Labels	3.22
Memo Forms	3.23
Certificates	3.24

Stationery Form Guidelines

Stationery such as business cards, letterheads, and envelopes are major information tools for communicating Hanwha's Identity, both in-house and externally. Hanwha's Identity is enhanced through the effective use of the Hanwha Identifier, the application of simple design elements, and the employment of state-of-the-art materials and printing techniques.

1. Stationery Design

The design of the Hanwha Identifier is best expressed through a minimal use of supplementary graphic elements. It should also include simple yet attractive arrangements, and use state-of-the-art materials and design techniques.

2. Stationery Materials

A white-series matte paper with no embossing should be used.

3. Production Method

Production should always use the recommended color values. Special design techniques, such as embossing and debossing, may be used to highlight the Hanwha Identifier or give it a more refined look and feel.

Rules for Applying the Identifier

The Hanwha Identifier should be applied using the best possible design techniques. All the rules governing the design of the Identifier, such as those pertaining to coloration and the use of spaces, should be followed.

The Hanwha Identifier must always take priority in the design of any and all stationery formats. The Korean-language company names of affiliates that are based in South Korea should be used for their stationery.



Business Cards

Since business cards are frequently used by employees when making external contacts, they play an extremely important role in giving a proper first impression of Hanwha. They must not be designed to fit an individual's or a department's preference, since doing so might cause great damage to the Hanwha Identity. Instead, their production should be supervised by a team of in-house specialists.

1. Business cards for use in South Korea and abroad should include the Hanwha Identifier and the corporate name of an affiliate. Overseas subsidiaries and branches may use their legal names. Affiliates that are using the CI of their business partners are allowed to employ their own Signature as the main item.
2. The use of signs and marks should be minimized for purposes of simplification.
3. Korean-language business cards should use the Yoon Gothic font.
4. Numbers and English characters should be written using the Myriad Pro Regular font. English-language addresses should be written on a single line, but can be extended to two if necessary.
5. Titles and departmental and branch names should be written on a single line, but can be extended to two if they are impinging on the area reserved for the Tricircle.



1

Hanwha Orange
100% 70% 50%

Process
Black

2

P Cool
Gray 10 C

Production specifications

Standard: 90mm x 50mm

Type of Paper: Vent Nouveau (white 186g/m²)

Printing Method: Offset printing

Business Cards

1. Business Cards (Basic Type)

Affiliates in South Korea



Korean

Name: Yoon Gothic 130 11pt
Title: Yoon Gothic 120 7pt (95%)
Company Name: Hanwha Regular 10pt
Address: Yoon Gothic 130 7.5pt (95%, -30)
Numbers in Address: Myriad Pro Regular 8.5pt (95%, -10)
E-mail/URL: Myriad Pro Regular 8pt (90%, -10)

English

Name: Myriad Pro Semibold 11.5pt (95%)
Title: Myriad Pro Regular 7.5pt (95%)
Company Name: Hanwha Regular 9pt
Address: Myriad Pro Regular 8.5pt (95%, -10)
E-mail/URL: Myriad Pro Regular 8pt (90%, -10)

Business Cards

Overseas Subsidiaries and Branches

English



Chinese



English (Overseas Subsidiaries/Branches/ Financial Companies)

Name: Myriad Pro Semibold 11.5pt (95%)
Title: Myriad Pro Regular 7.5pt (95%)
Company Name: Hanwha Regular 9pt
Address: Myriad Pro Regular 8.5pt (95%, -10)
Contact Information/E-mail/URL:
Myriad Pro Regular 8pt (90%, -10)

Chinese (Overseas Subsidiaries and Branches)

Name: STHeiti Regular 10.5pt
Title: STHeiti Regular 6pt (95%)
Address: STHeiti Regular 7pt (95%, -30)
Numbers and English: Myriad Pro Regular 8.5pt (95%, -10)
Contact Information/E-mail/URL:
Myriad Pro Regular 8pt (90%, -10)

Business Cards

2. Business Cards (BI Combined Type)

These cards are used when the brand identity of each affiliate is included with the Hanwha Identifier. When the BI is applied, all the rules governing the amount of space needed for the Hanwha Identifier must be complied with. The amount of space needed between a company's name and the address block should also be taken into consideration.

1. The BI should use the "a" of "wha" as its basis.
2. The BI should start with the "w" of Hanwha, and within the area of the "H" of Han.
3. The size of the BI should not exceed the size of the company's name.

* In the event that these rules must be dispensed with due to the form of the BI, the BI must take into account the amount of space that is available between the Hanwha Identifier and the address block.

BI combined type for each affiliate (Korean)



BI combined type for each affiliate (English)



Examples

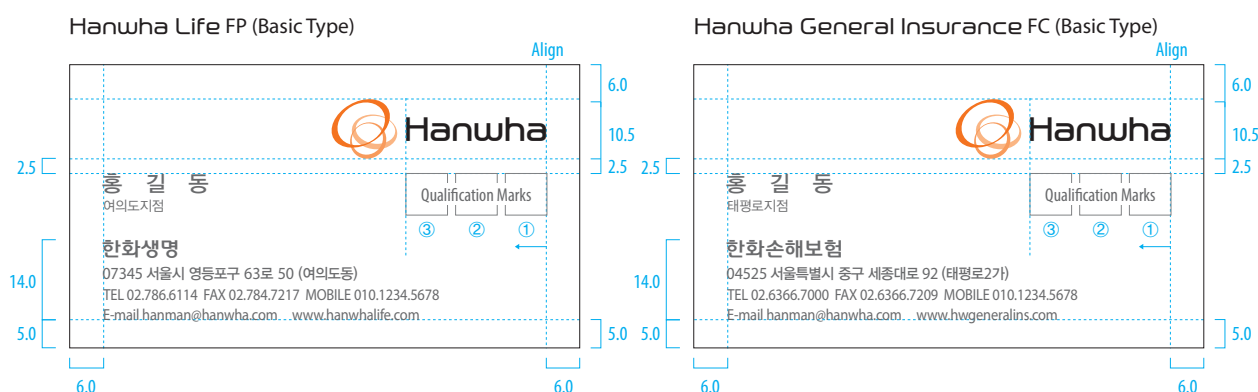


Business Cards

3. Special Business Cards (For Sales)

Business cards that are used for outside sales activities by employees of Hanwha affiliates should be produced using the same rules for spaces as have been outlined in the BI application rules whenever display elements other than the BI are applied. In addition, the space rules governing the Hanwha Identifier and regarding the amount of space between a company's name and the address block must be followed.

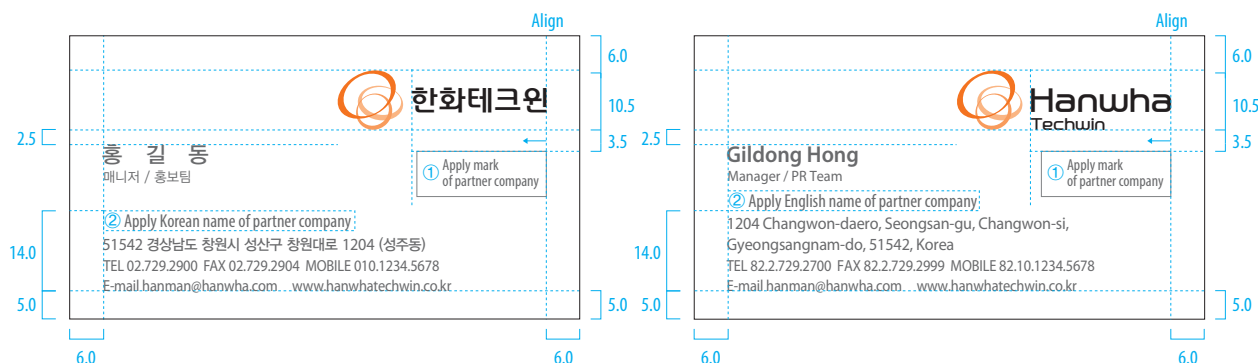
1. Personal qualification marks should not be placed beyond the boundary of Hanwha's English logotypes.
2. The preferred location for qualification marks is position ①. Any additional marks may be placed at either ② or ③, depending on their number.



4. Special Business Cards (Partner Company Name, Combined Type)

With regard to a partner company's name, combined type, the Signatures of affiliates must be given priority. The BI application rule as illustrated below must be followed if the partner company is to be indicated.

1. The mark of the partner company is positioned in location ①. The amount of space being used must be limited to the area extending from the right end of the logotype of the affiliate to the left side of the Logotype.
2. The name of the partner company must be placed in position ②.



Letterheads

Letterheads use a combination of the Hanwha Identifier and the address block. Their production should follow all the rules relating to coloration, printing, and typefaces. The A4 size should be used.

The Korean-language Signatures of affiliates should be written on their letterheads in Korean, while the Hanwha Identifier should be placed on English-language letterheads.

1. Type A



Production specifications

Standard: A4 (210mm x 297mm)
Type of Paper: General type (vellum paper 100g/㎡)
Deluxe type (Rendezvous 105g/㎡)
Printing Method: Symbol Mark, spot color printing

Hanwha Orange
100% 70% 50%

Process
Black

P Cool
Gray 10 C

① Korean

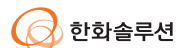
Company Name and Department: Hanwha Regular 11pt
Address: Yoon Gothic 130 8pt
Numbers in Address: Myriad Pro Regular 9pt
Contact Information/URL: Myriad Pro Regular 9pt
Business Division Name: Yoon Gothic 130 10pt

② English

Company Name and Department: Hanwha Regular 11pt
Address and Numbers: Myriad Pro Regular 9pt
Contact Information/URL: Myriad Pro Regular 9pt
Business Division Name: Myriad Pro Regular 10pt

Letterheads

Affiliates in South Korea (Korean, English)



04541 서울특별시 중구 청계천로 86 한화빌딩
TEL 02.729.2700 FAX 02.729.2999 www.hanwhasolutions.com



Hanwha Solutions
86, Cheonggyecheon-ro, Jung-gu, Seoul, 04541, Korea
TEL 82.2.729.2700 FAX 82.2.729.2999 www.hanwhasolutions.com



Business Division of Affiliates in South Korea (Korean, English)



중앙연구소
34128 대전광역시 유성구 가정로 76 (신성동)
TEL 042.865.6400 FAX 042.861.2611 www.hanwhasolutions.com



Hanwha Solutions R&D Center
6, Sinseong-dong, Yuseong-gu, Daejeon, 34128, Korea
TEL 82.42.865.6400 FAX 82.42.861.2611 www.hanwhasolutions.com



Overseas Subsidiaries and Branches



Hanwha Q CELLS GmbH
Sonnenallee 17-21 06766 Bitterfeld-Wolfen, Germany
TEL 49.3494.6699.0 FAX 49.3494.6699.199 www.q-cells.com

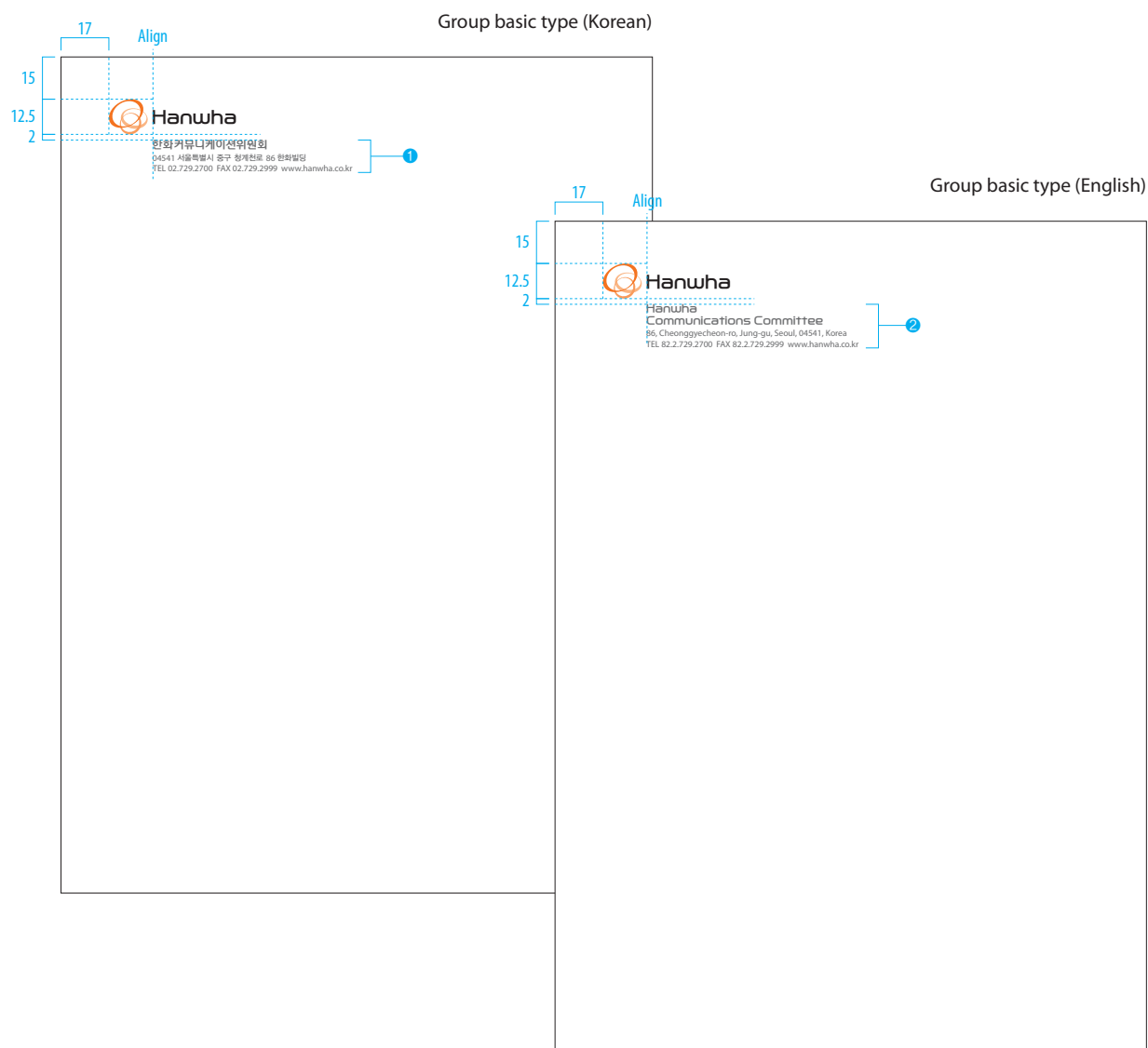


Hanwha Chemical India Pvt. Ltd.
Unit No.105-106, Rectenale 1, D-4, Saket District Centre, New Delhi 110017
TEL 91.11.4308.5500



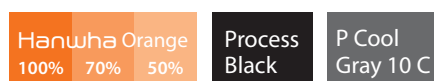
Letterheads

2. Type B



Production specifications

Standard: A4 (210mm x 297mm)
Type of Paper: General type (vellum paper 100g/m²)
Deluxe type (Rendezvous 105g/m²)
Printing Method: Spot color printing



① Korean

Company Name and Department: Hanwha Regular 11pt
Address: Yoon Gothic 130 8pt
Numbers in Address: Myriad Pro Regular 9pt
Contact Information/URL: Myriad Pro Regular 9pt
Business Division Name: Yoon Gothic 130 10pt

② English

Company Name and Department: Hanwha Regular 11pt
Address and Numbers: Myriad Pro Regular 9pt
Contact Information/URL: Myriad Pro Regular 9pt
Business Division Name: Myriad Pro Regular 10pt

Letterheads

Affiliates in South Korea (Korean, English)



한화솔루션

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Hanwha

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Business Division of Affiliates in South Korea (Korean, English)



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Hanwha

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Overseas Subsidiaries, Branches



Hanwha

Hanwha Q CELLS GmbH
Sonnenallee 17-21 06766 Bitterfeld-Wolfen, Germany
TEL 49.3494.6699.0 FAX 49.3494.6699.199 www.q-cells.com



Hanwha

Hanwha Chemical India Pvt. Ltd.
Unit No.105-106, Rectenale 1, D-4, Saket District Centre, New Delhi 110017
TEL 91.11.4308.5500



Letterheads

Letterheads B are printed in Process Black of the Hanwha Color System.

The Symbol Mark can be printed in one of three tones: Process Black 100%, 70%, or 50%.

3. Type C



Production specifications

Standard: A4 (210mm x 297mm)
 Type of Paper: General type (vellum paper 100g/㎡)
 Deluxe type (Rendezvous 105g/㎡)
 Printing Method: Offset printing

Process
Black

1 Korean

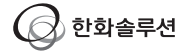
Company Name and Department: Hanwha Regular 11pt
 Address: Yoon Gothic 130 8pt
 Numbers in Address: Myriad Pro Regular 9pt
 Contact Information/URL: Myriad Pro Regular 9pt
 Business Division Name: Yoon Gothic 130 10pt

2 English

Company Name and Department: Hanwha Regular 11pt
 Address and Numbers: Myriad Pro Regular 9pt
 Contact Information/URL: Myriad Pro Regular 9pt
 Business Division Name: Myriad Pro Regular 10pt

Letterheads

Affiliates in South Korea (Korean, English)



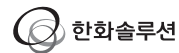
04541 서울특별시 중구 청계천로 86 한화빌딩
TEL 02.729.2700 FAX 02.729.2999 www.hanwhasolutions.com



Hanwha Solutions
86, Cheonggyecheon-ro, Jung-gu, Seoul, 04541, Korea
TEL 82.2.729.2700 FAX 82.2.729.2999 www.hanwhasolutions.com



Business Division of Affiliates in South Korea (Korean, English)



중앙연구소
34128 대전광역시 유성구 가정로 76 (신성동)
TEL 042.865.6400 FAX 042.861.2611 www.hanwhasolutions.com



Hanwha Solutions R&D Center
6, Sinseong-dong, Yuseong-gu, Daejeon, 34128, Korea
TEL 82.42.865.6400 FAX 82.42.861.2611 www.hanwhasolutions.com



Overseas Subsidiaries, Branches



Hanwha Q CELLS GmbH
Sonnenallee 17-21 06766 Bitterfeld-Wolfen, Germany
TEL 49.3494.6699.0 FAX 49.3494.6699.199 www.q-cells.com



Hanwha Chemical India Pvt. Ltd.
Unit No.105-106, Rectenale 1, D-4, Saket District Centre, New Delhi 110017
TEL 91.11.4308.5500

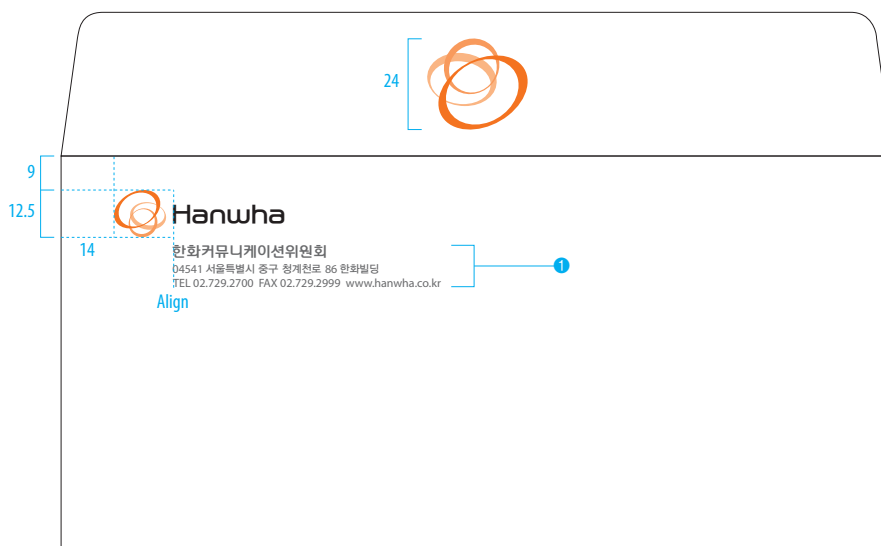


Document Envelopes (Small)

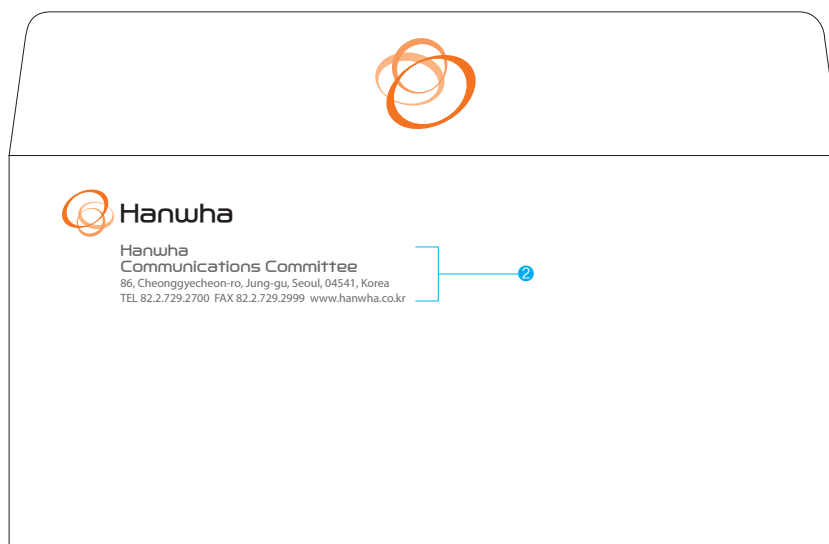
Small-sized envelopes should use a combination of the Hanwha Identifier and the address block. Their production should follow all the rules governing coloration, printing, and typeface.

The Signatures of affiliates should be printed on envelopes in Korean. The Hanwha Identifier should be placed on English-language envelopes.

Group basic type (Korean)



Group basic type (English)



Production specifications

Standard: 220mm x 105mm

Type of Paper: General type (vellum paper 120g/㎡)

Deluxe type (Rendezvous 130g/㎡)

Printing Method: Spot color printing

Hanwha Orange
100% 70% 50%

Process
Black

P Cool
Gray 10 C

① Korean

Company Name and Department: Hanwha Regular 11pt

Address: Yoon Gothic 130 8pt

Numbers in Address: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

Business Division Name: Yoon Gothic 130 10pt

② English

Company Name and Department: Hanwha Regular 11pt

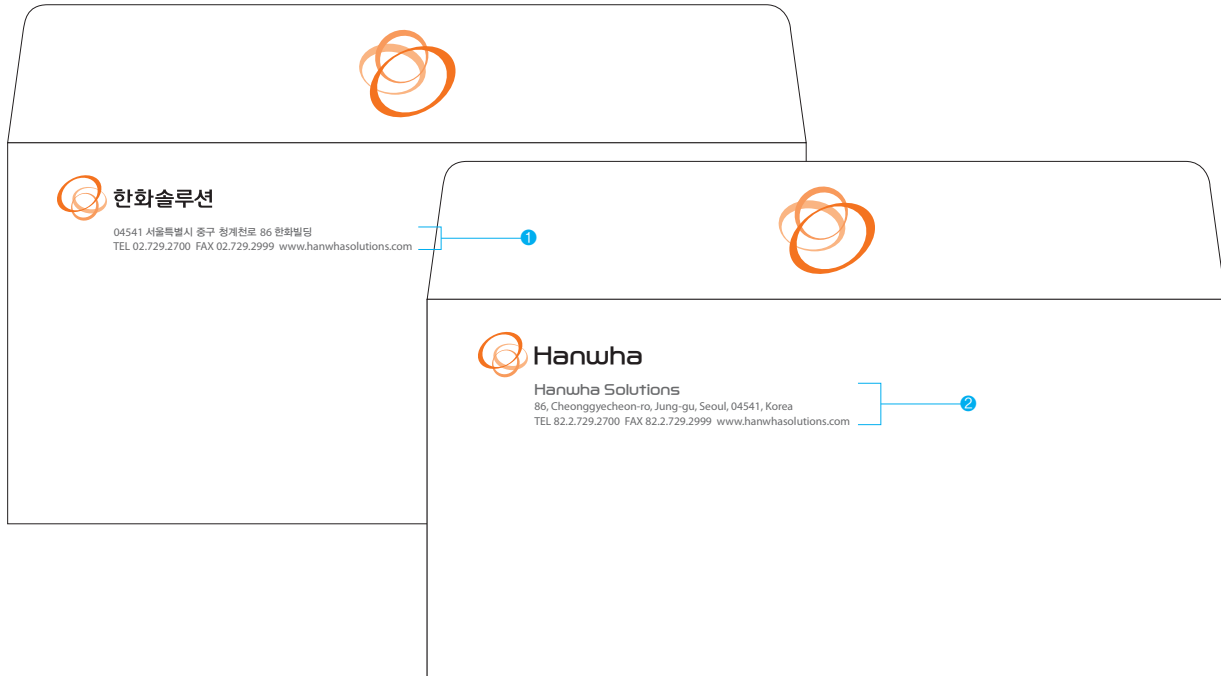
Address and Numbers: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

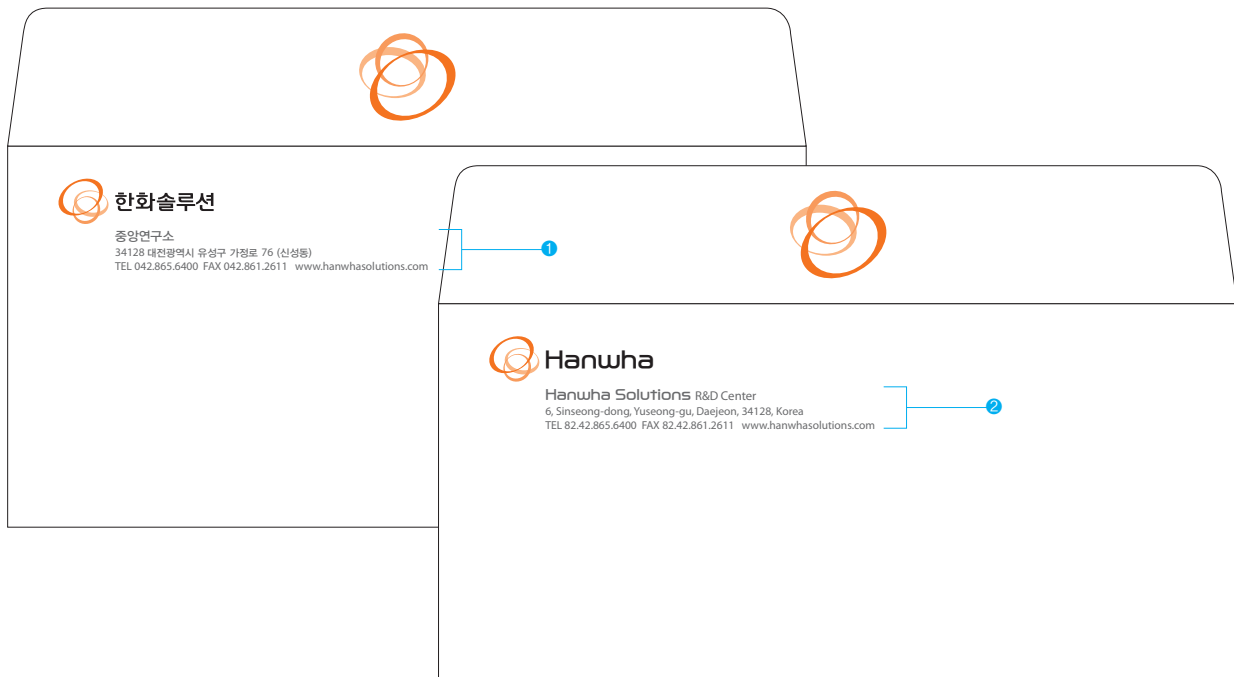
Business Division Name: Myriad Pro Regular 10pt

Document Envelopes (Small)

Affiliates in South Korea (Korean, English)

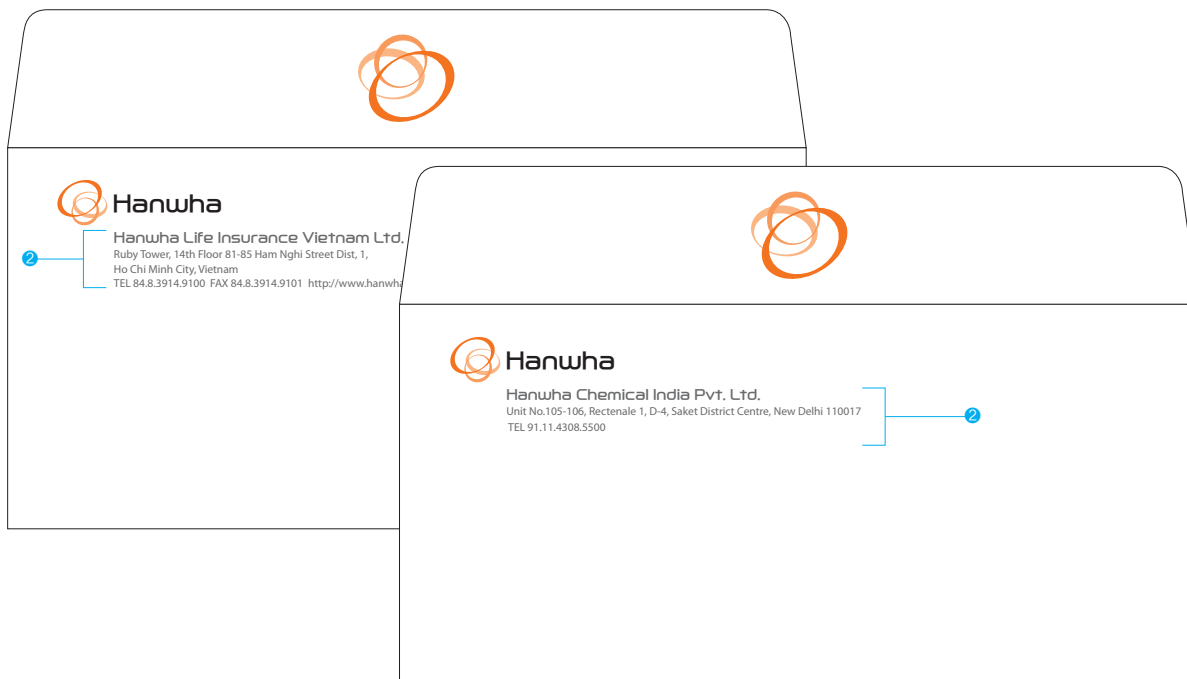


Business Division of Affiliates in South Korea (Korean, English)



Document Envelopes (Small)

Overseas Subsidiaries, Branches



For use only by Hanwha Finance Plaza



Production specifications

Standard: 220mm x 105mm

Type of Paper: General type (vellum paper 120g/㎡)

Deluxe type (Rendezvous 130g/㎡)

Printing Method: Spot color printing



1 Korean

Company Name and Department: Hanwha Regular 11pt

Address: Yoon Gothic 130 8pt

Numbers in Address: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

Business Division Name: Yoon Gothic 130 10pt

Branch Name: Yoon Gothic 130 10pt

2 English

Company Name and Department: Hanwha Regular 11 pt

Address and Numbers: Myriad Pro Regular 9 pt

Contact Information/URL: Myriad Pro Regular 9 pt

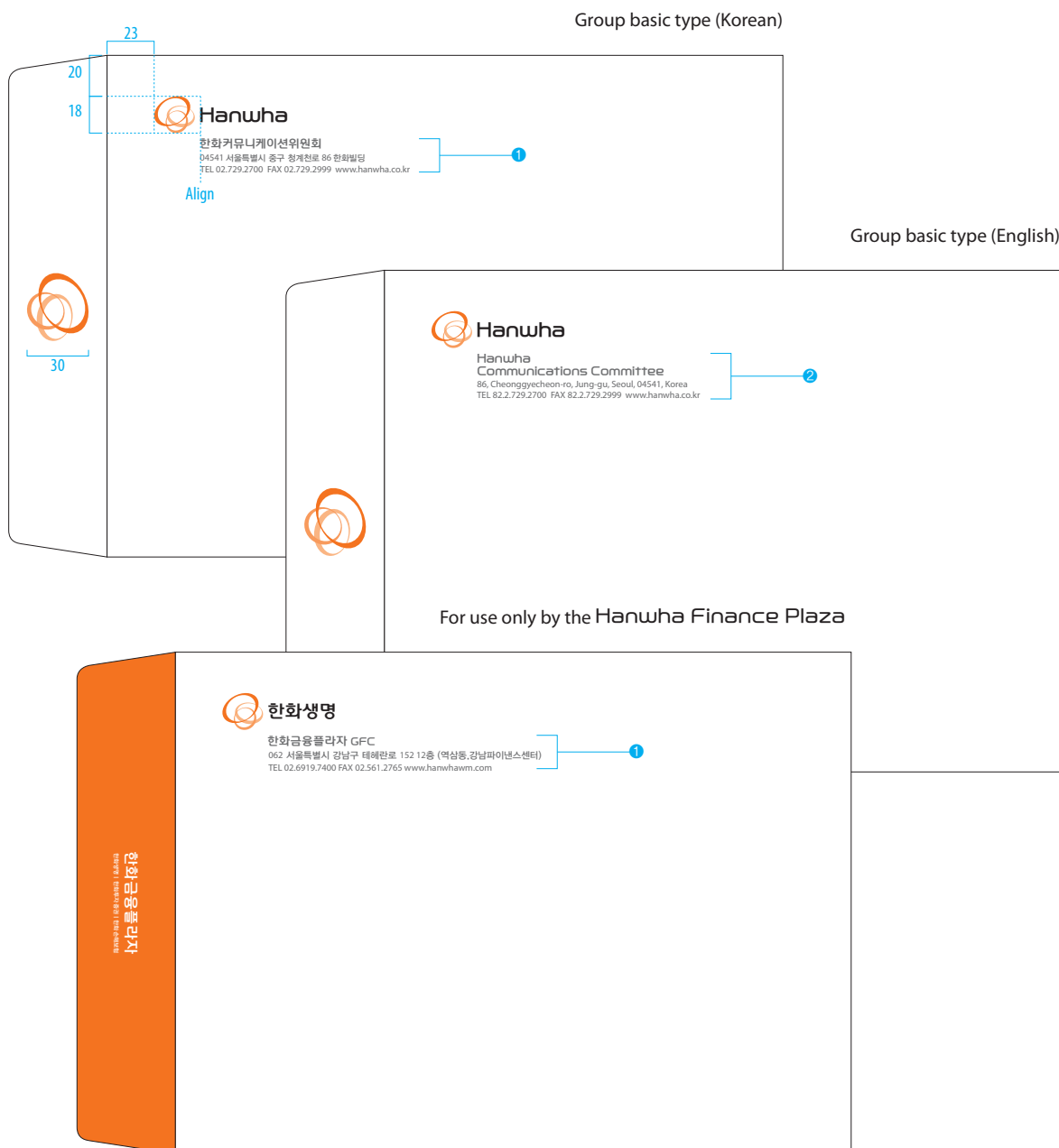
Business Division Name: Myriad Pro Regular 10 pt

Branch Name: Myriad Pro Regular 10 pt

Document Envelopes (Medium)

Medium-sized envelopes should use a combination of the Hanwha Identifier and the address block. Their production should follow all the rules governing coloration, printing, and typefaces.

1. The same rules used for small envelopes apply to medium-sized envelopes for affiliates (business units) in South Korea, as well as overseas subsidiaries and branches.
2. The same rules used for small envelopes apply to medium-sized envelopes for financial companies at the Hanwha Finance Plaza.



Production specifications

Standard: 330mm x 245mm

Type of Paper: General type (vellum paper 120g/㎡)

Deluxe type (Rendezvous 130g/㎡)

Printing Method: Spot color printing



1 Korean

Company Name and Department: Hanwha Regular 16pt
 Address: Yoon Gothic 130 12pt
 Numbers in Address: Myriad Pro Regular 13pt
 Contact Information/URL: Myriad Pro Regular 13pt
 Business Division Name: Yoon Gothic 130 14pt
 Branch Name: Yoon Gothic 130 14pt

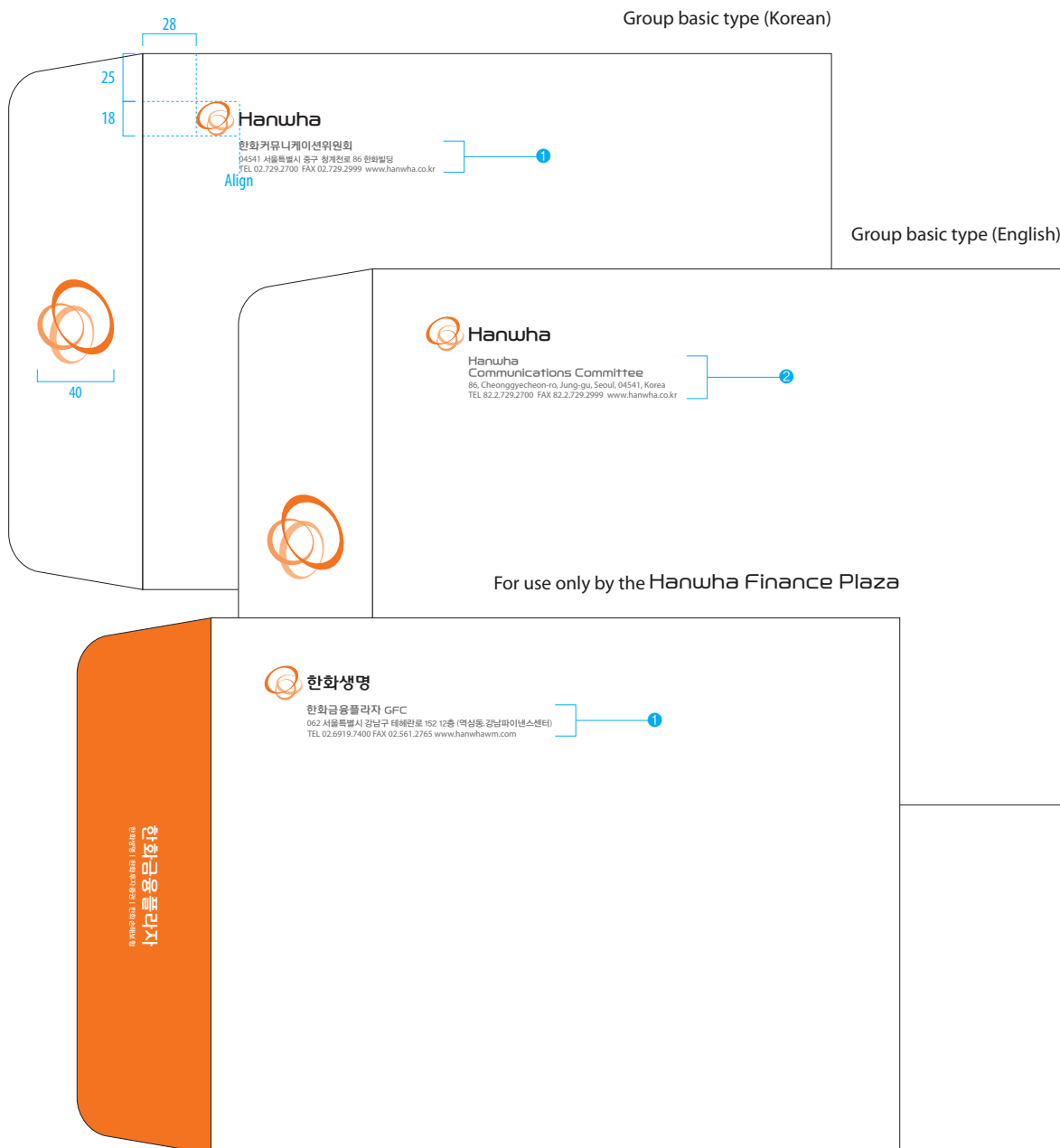
2 English

Company Name and Department: Hanwha Regular 16pt
 Address and Numbers: Myriad Pro Regular 13pt
 Contact Information/URL: Myriad Pro Regular 13pt
 Business Division Name: Myriad Pro Regular 13pt

Document Envelopes (Large)

Large-sized envelopes should use a combination of the Hanwha Identifier and the address block. Their production should follow all the rules governing coloration, printing, and typefaces to properly present a unified image of the Hanwha Identifier.

The same rules used for small envelopes apply to large-sized envelopes for affiliates (business units) in South Korea, as well as overseas subsidiaries and branches.



Production specifications

Standard: 360mm x 280mm

Type of Paper: General type (vellum paper 120g/㎡)

Deluxe type (Rendezvous 130g/㎡)

Printing Method: Spot color printing



1 Korean

Company Name and Department: Hanwha Regular 16pt

Address: Yoon Gothic 130 12pt

Numbers in Address: Myriad Pro Regular 13pt

Contact Information/URL: Myriad Pro Regular 13pt

Business Division Name: Yoon Gothic 130 14pt

Branch Name: Yoon Gothic 130 14pt

2 English

Company Name and Department: Hanwha Regular 16pt

Address and Numbers: Myriad Pro Regular 13pt

Contact Information/URL: Myriad Pro Regular 13pt

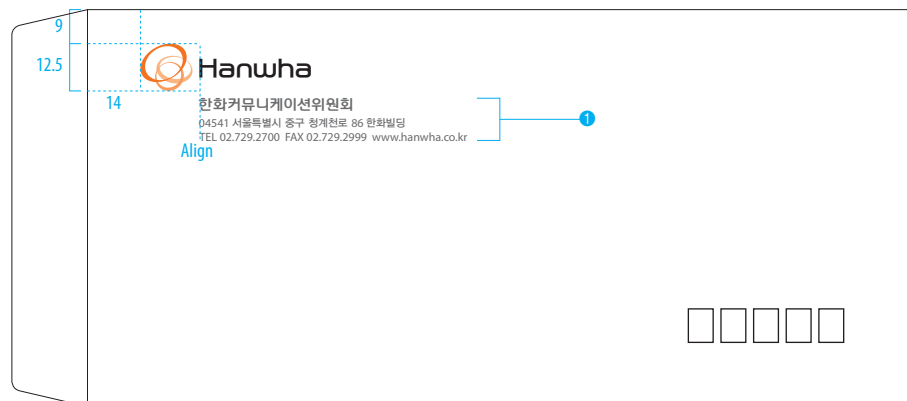
Business Division Name: Myriad Pro Regular 13pt

Mail Envelopes

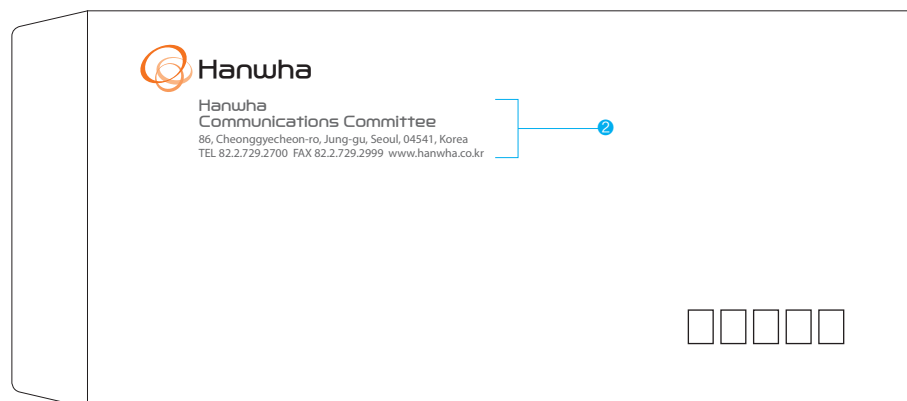
Mail envelopes should use a combination of the Hanwha Identifier and the address block. Their production should follow all the rules governing coloration, printing, and typefaces.

1. The same rules used for small envelopes apply to mail envelopes for affiliates (business units) in South Korea, as well as overseas subsidiaries and branches.
2. The same rules used for small envelopes apply to mail envelopes for financial companies at the Hanwha Finance Plaza.

Group basic type (Korean)



Group basic type (English)



For use only by the Hanwha Finance Plaza



Production specifications

Standard: 220mm x 105mm

Type of Paper: General type (vellum paper 120g/m²)

Deluxe type (Rendezvous 130g/m²)

Printing method: Spot color printing

Hanwha Orange	Process Black	P Cool Gray 10 C
100% 70% 50%		

1 Korean

Company Name and Department: Hanwha Regular 11pt

Address: Yoon Gothic 130 8pt

Numbers in Address: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

Business Division Name: Yoon Gothic 130 10pt

Branch Name: Yoon Gothic 130 10pt

2 English

Company Name and Department: Hanwha Regular 11pt

Address and Numbers: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

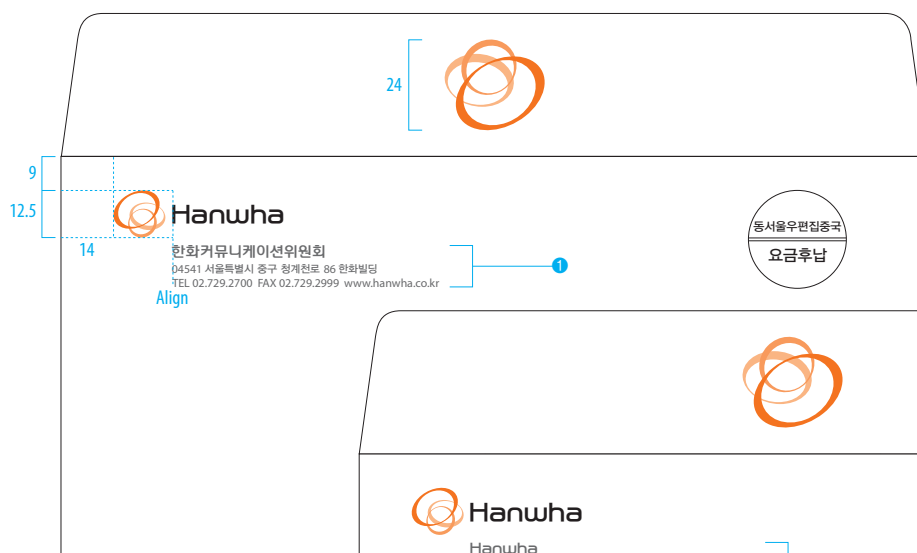
Business Division Name: Myriad Pro Regular 10pt

DM Envelopes

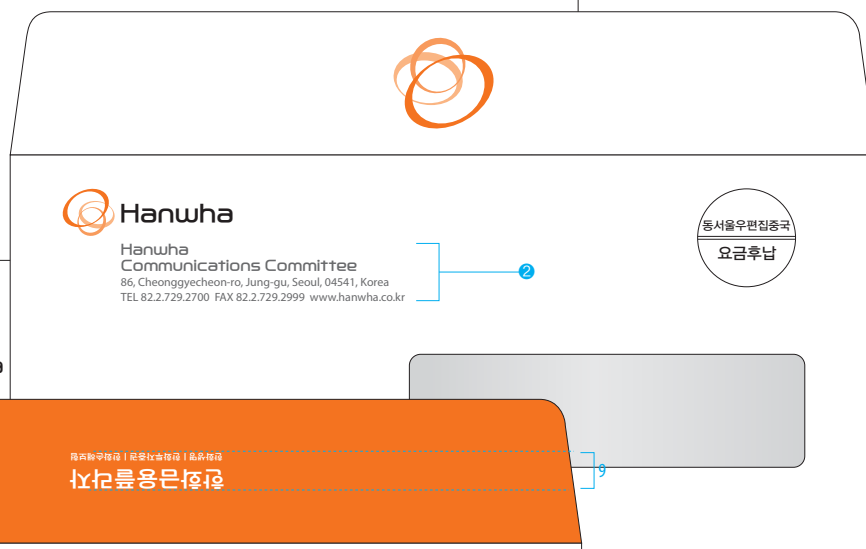
DM envelopes should follow all the rules governing coloration, printing, and typefaces to properly present a unified image of the Hanwha Identifier.

1. The same rules used for small envelopes apply to DM envelopes for affiliates (business units) in South Korea, as well as overseas subsidiaries and branches.
2. The same rules used for small envelopes apply to DM envelopes for financial companies at the Hanwha Finance Plaza.

Group basic type (Korean)



Group basic type (English)



For use only by the
Hanwha Finance Plaza



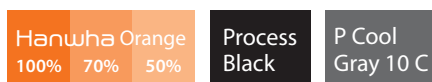
Production specifications

Standard: 230mm x 107mm

Type of Paper: General type (vellum paper 120g/m²)

Deluxe type (Rendezvous 130g/m²)

Printing Method: Spot color printing



1 Korean

Company Name and Department: Hanwha Regular 11pt
Address: Yoon Gothic 130 8pt
Numbers in Address: Myriad Pro Regular 9pt
Contact Information/URL: Myriad Pro Regular 9pt
Business Division Name: Yoon Gothic 130 10pt
Branch Name: Yoon Gothic 130 10pt

2 English

Company Name and Department: Hanwha Regular 11pt
Address and Numbers: Myriad Pro Regular 9pt
Contact Information/URL: Myriad Pro Regular 9pt
Business Division Name: Myriad Pro Regular 10pt

Official Documents

Official documents should follow all the rules governing coloration, printing, and typefaces to properly present a unified image of the Hanwha Identifier.

1. The Hanwha Identifier should be used when applied to the Group and any of its affiliates. The company name of an affiliate is its legal name. It should be printed according to the rules set out below.
2. More detailed information, such as the name(s) of the recipient(s) and the date, should be printed according to the rules set out below. Other details may be added or changed.

Basic type (Korean)

Diagram illustrating the layout for the Basic type (Korean) stationery. The layout includes the Hanwha logo and company name, contact information, and a table for document details. Dimensions are indicated: 25.5mm for the logo width, 21mm for the logo height, and 13mm for the logo's vertical offset.

한화솔루션(주)
04541 서울특별시 중구 황계천로 86 한화빌딩
TEL 02.729.2700 FAX 02.729.2999 www.hanwhasolutions.com

문서번호		발송일자
수신		
참조		
제목		

Basic type (English)

Diagram illustrating the layout for the Basic type (English) stationery. The layout includes the Hanwha logo and company name, contact information, and a table for document details. Dimensions are indicated: 25.5mm for the logo width, 21mm for the logo height, and 13mm for the logo's vertical offset.

Hanwha Solutions Corporation
86, Cheonggyecheon-ro, Jung-gu, Seoul, 04541, Korea
TEL 82.2.729.2700 FAX 82.2.729.2999 www.hanwhasolutions.com

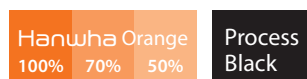
Document No.		Date
To		
Reference		
Subject		

Production specifications

Standard: 210mm x 297mm

Type of Paper: Vellum paper 100g/m²

Printing Method: Spot color printing



1 Korean

Company Name: Hanwha Regular 11pt

Address: Yoon Gothic 130 8pt

Numbers in Address: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

Other: Yoon Gothic 130 9pt

2 English

Company Name and Department: Hanwha Regular 11pt

Address and Numbers: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

Other: Myriad Pro Regular 9pt

News Releases

News releases should follow all the rules governing coloration, printing, and typefaces to properly present a unified image of the Hanwha Identifier.

1. Affiliates' Signatures must be printed in accordance with the following rules.
2. Affiliates' Korean Signatures are to be used for news releases in Korean, with their English Signatures being reserved for releases in that language only.

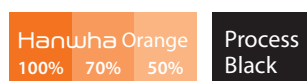


Production specifications

Standard: 210mm x 297mm

Type of Paper: Vellum paper 100g/m²

Printing Method: Spot color printing



1 Korean

Department and Text: Yoon Gothic 130 10pt
Contact Information/Numbers: Myriad Pro Regular 11pt
Title: Myriad Pro Bold 19pt, Yoon Gothic 130 16.5pt

2 English

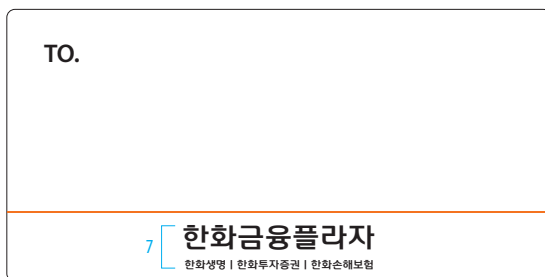
Department and Text: Myriad Pro Regular 10pt
Contact Information/Numbers: Myriad Pro Regular 10pt
Title: Myriad Pro Bold 19pt

Mail Labels

Mail labels should follow all the rules governing coloration, printing, and typefaces to properly present a unified image of the Hanwha Identifier.

Type A must follow the rules set out below when applied to affiliates. Type B must use the Signatures and address blocks of affiliates.

Type A



For use only by the Hanwha Finance Plaza

Type B



Production specifications (Type A)
Standard: 90mm x 45mm
Type of Paper: Sticker paper
Printing Method: Spot color printing

Production specifications (Type B)
Standard: 70mm x 40mm
Type of Paper: Sticker paper
Printing Method: Spot color printing

Hanwha Orange
100% 70% 50%

Process
Black

P Cool
Gray 10 C

① Korean

Address: Yoon Gothic 130 7.2pt
Numbers in Address: Myriad Pro Regular 8.1pt
Contact Information/URL: Myriad Pro Regular 8.1pt

② English

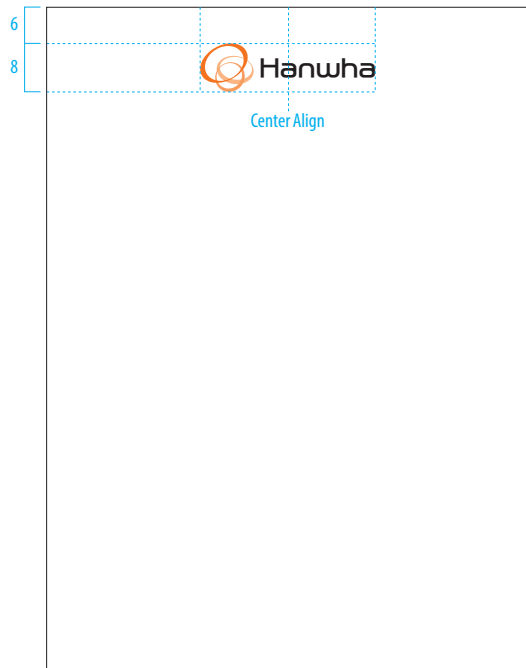
Address and Numbers: Myriad Pro Regular 8.1pt
Contact Information/URL: Myriad Pro Regular 8.1pt

Memo Forms

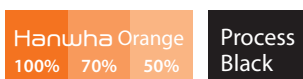
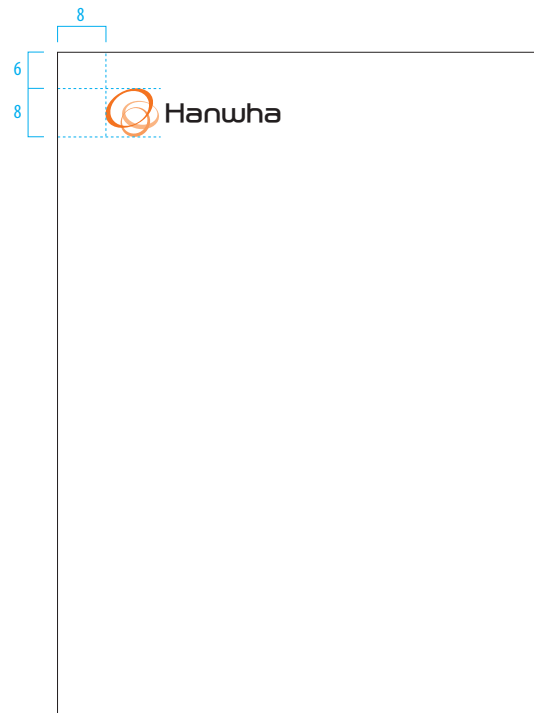
Memo forms should follow all the rules governing coloration, printing, and typefaces to properly present a unified image of the Hanwha Identifier.

Affiliates that produce memo forms must ensure that their Signatures follow all the rules given below.

Type A



Type B



Production specifications (Type A and Type B)

Standard: 80mm x 110mm

Type pf Paper: Vellum paper 100g/m²

Printing Method: Spot color printing

Certificates

Certificates should follow all the rules governing coloration, printing, and typefaces to properly present a unified image of the Hanwha Identifier.

1. The Signature of an affiliate must be printed in accordance with the rules given below.
2. Extra information, such as the number of the document and the name of the team or department, must be added in accordance with the rules set out below. Other types of information may be added or changed. The Yoon Gothic font should always be used.

Basic type

Align

15

15

12.5

Hanwha

86, Cheonggyecheon-ro, Jung-gu, Seoul, 04541, Korea
TEL 82.2.729.1881 FAX 82.2.752.3475 www.hanwhacorp.co.kr

1

Certificates of Employment

Basic type (Single Color)

Document number: _____

Address: _____

Resident registration number: _____

Name: _____

This is to prove that the person

Division: _____

Title: _____

Period: _____

Use: _____

* When there is no official seal of the CEO, or if this is used

Hanwha

86, Cheonggyecheon-ro, Jung-gu, Seoul, 04541, Korea
TEL 82.2.729.1881 FAX 82.2.752.3475 www.hanwhacorp.co.kr

2

Certificates of Employment

Document number: _____

Address: _____

Resident registration number: _____

Name: _____

This is to prove that the person above is currently employed as follows:

Division: _____

Title: _____

Period: _____

Use: _____

October 9, 2016

Hanwha Corporation
CEO 000

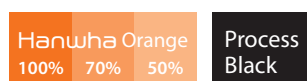
* When there is no official seal of the CEO, or if this is used other than specified in this document, this shall be nullified.

Production specifications

Standard: 210mm x 297mm

Type of Paper: Vellum paper 100g/m²

Printing Method: Spot color printing or offset printing



1 Korean

Company Name and Department: Hanwha Regular 11pt

Address: Yoon Gothic 130 8pt

Numbers in Address: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

Business Division Name: Yoon Gothic 130 10pt

2 English

Company Name and Department: Hanwha Regular 11pt

Address and Numbers: Myriad Pro Regular 9pt

Contact Information/URL: Myriad Pro Regular 9pt

Business Division Name: Myriad Pro Regular 10pt



Part 2. Business Forms

Business Form Guidelines	4.01
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ID Cards	4.04
Entry Cards	4.05
Name Tags	4.07
Corporate Flags	4.09
PowerPoint Forms	4.11
Awards	4.13
Award Covers	4.15
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Medals	4.17
Parking Tickets	4.18
Parking Permits	4.19
Stickers	4.20

Business Form Guidelines

Business forms, such as badges, employee ID cards, and awards certificates, play a very important role in communicating Hanwha's Identity, both in-house and externally. The effective placement of the Hanwha Identity depends on the best-possible use of the Hanwha Identifier, coupled with sophisticated printing and processing techniques.

1. Design of Business Forms

The effective placement of the Hanwha Identifier requires the appropriate use of simple yet attractive arrangements of the Hanwha Identifier color. The use of sophisticated printing materials and graphic techniques also plays an important role.

2. Materials for Business Forms

Although business forms can be produced using a variety of paper in terms of both type and quality, it is important to choose a suitably sophisticated material when producing them.

3. Production Method

The Hanwha Identifier shall be applied in accordance with the rules governing exclusive color use. Various printing techniques, such as transfer printing, flocking, silk printing, and UV printing, can be used, depending on the type of material.

Rules for Applying the Identifier

The Hanwha Identifier should be applied using the highest-quality materials and the most advanced techniques available. The production of business forms must follow all the rules governing coloration and spacing.



Business Form Guidelines

Examples



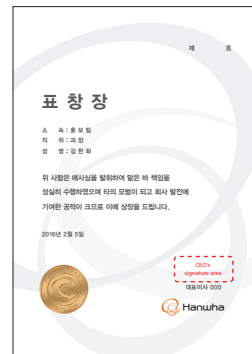
Transfer Printing



Flocking and Textile Printing



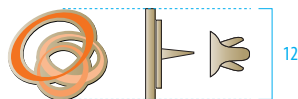
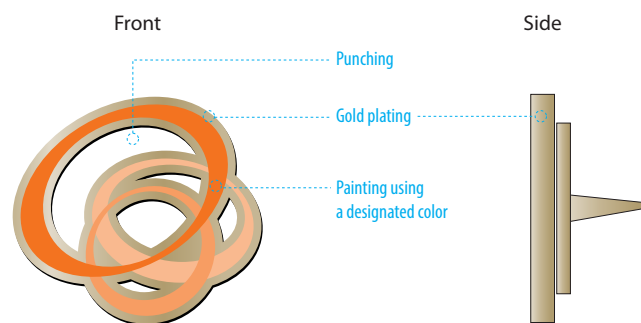
Powdered Gold Foil Printing



Spot Color Printing

Badges

Employee ID badges are used to confirm the identities of Hanwha employees. They also help in promoting feelings of unity, cooperation, and belonging among workers.



Production specifications

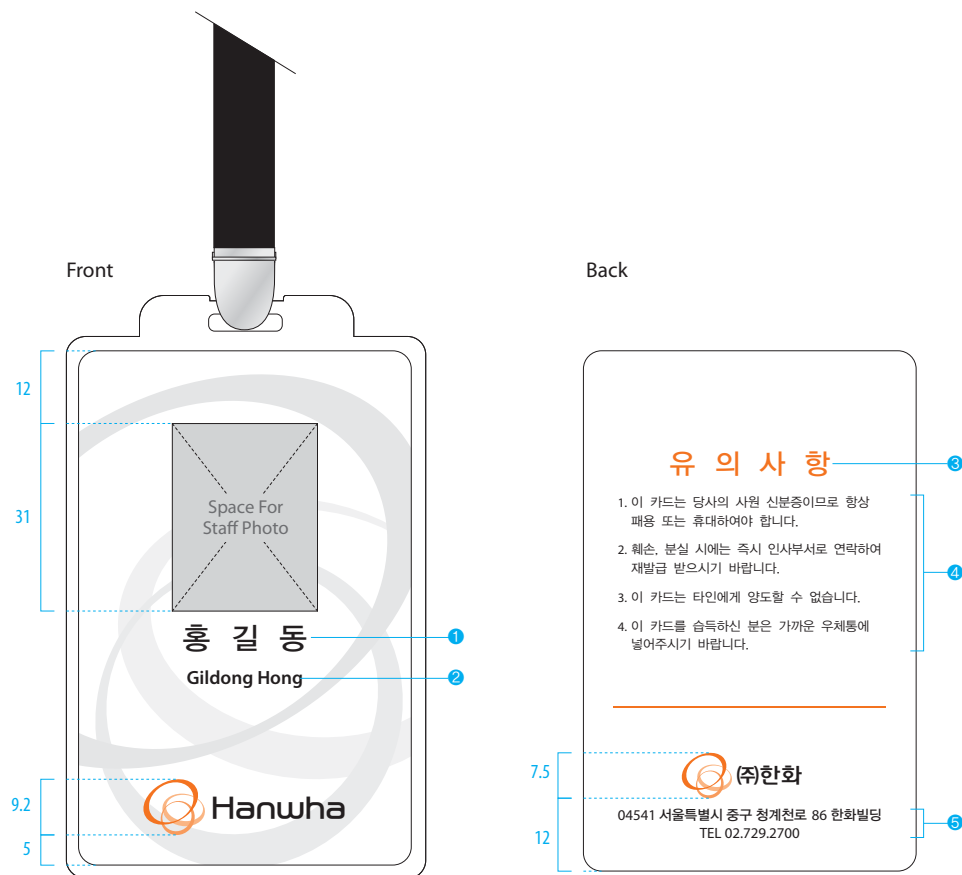
Standard: 12mm long

Printing Method: Painted with a designated color after punching and gold plating have been done.

ID Cards

Employee ID cards serve to identify an employee's status and instill a sense of unity, cooperation, and belonging. Their production must follow all the rules governing coloration and positioning.

In the case of an affiliate, its Signature and address block should be printed on the reverse side.



Production specifications (Cards)

Standard: 54mm x 86mm

Type of Material: PVC

Printing Method: Transfer printing

Production specifications (Neck straps)

Width: 10mm

Type of Material: Fabric

Hanwha Orange
100% 70% 50%

Process
Black

P Cool
Gray 2 C

Front Side

- ① Name in Korean: Yoon Gothic 130 14pt
- ② Name in English: Myriad Pro Semibold 9pt
- ③ Title: Yoon Gothic 130 13pt

Back Side

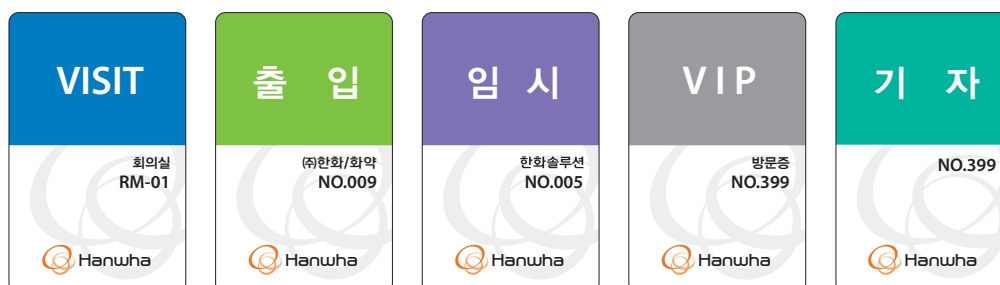
- ④ Information: Yoon Gothic 130 6pt
- ⑤ Address: Yoon Gothic 130 6.5pt
English and Numbers: Myriad Pro Regular 7pt

Entry Cards

1. Entry Cards (Basic Type)

Entry cards verify the identity of people visiting a Hanwha facility. Their production must follow all the rules governing standards, coloration, positioning, and materials.

In the case of entry cards used by an affiliate, the Hanwha Signature must appear on the front, with its typescript on the reverse side.



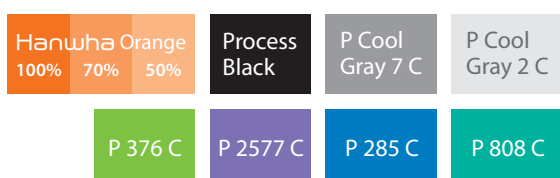
1. VISITOR (Orange): This entry card is used to enter the office building via the reception area on the twelfth floor.
2. VISITOR (Blue): This entry card is used to access meeting rooms via the reception area on the twelfth floor.
3. Entry/Departure (Green): This entry and departure card is issued to people visiting a company, or to TFT members. They function in the same way as an employee ID card.
4. Temporary (Purple): This is a temporary entry and departure card that is issued to employees who have lost or forgotten their permanent ID cards.
5. VIP (Gray): This entry and departure card is given to VIP guests, allowing them to enter the meeting rooms.
6. Press (Emerald Green): This is a press card.

Production specifications (Entry Cards)

Standard: 54mm x 86mm

Type of Material: PVC

Printing Method: Transfer printing



- 1 English: Myriad Pro Semibold 35pt
Korean: Yoon Gothic 130 32pt
- 2 Korean: Yoon Gothic 140 12pt
Company Name: Hanwha Regular 12pt
- 3 English and Numbers: Myriad Pro Semibold 16pt
- 4 Korean: Yoon Gothic 130 13pt
- 5 Information: Yoon Gothic 130 6pt
- 6 Address: Yoon Gothic 130 6.5pt
English and Numbers: Myriad Pro Regular 7pt

Entry Cards

2. Entry Cards (Plant Type)

Plant entry cards allow visitors to enter Hanwha production facilities and other workplaces.

Plant entry cards for affiliates must contain their Signature.

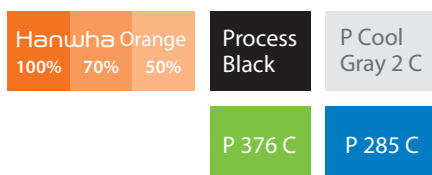


Production specifications (Entry Cards)

Standard: 54mm x 86mm

Type of Material: PVC

Printing Method: Transfer printing



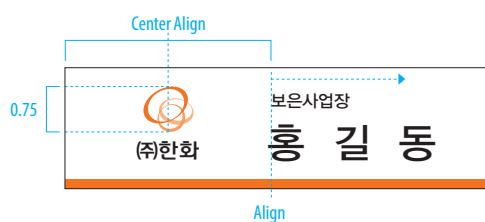
- ① English: Myriad Pro Semibold 35pt
Korean: Yoon Gothic 130 32pt
- ② Korean: Yoon Gothic 140 12pt
English: Myriad Pro Semibold 12pt
- ③ English and Numbers: Myriad Pro Semibold 16pt
- ④ Korean: Yoon Gothic 130 13pt
- ⑤ Information: Yoon Gothic 130 6pt
- ⑥ Address: Yoon Gothic 130 6.5pt
English and Numbers: Myriad Pro Regular 7pt

Name Tags

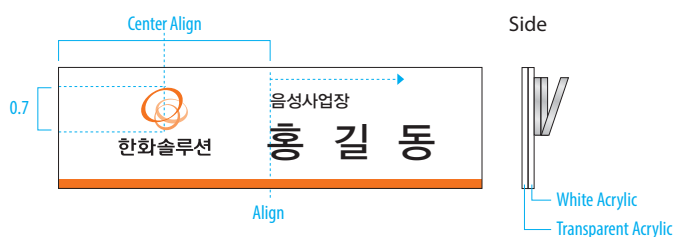
1. Name Tags (Manufacturing & Construction)

Name tags enhance business efficiency by making it easier to distinguish a worker's department and position from among all the employees at a workplace. They also promote a sense of unity and belonging. In addition, employees can deal with visiting customers more easily and efficiently.

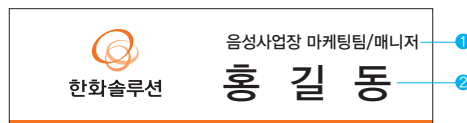
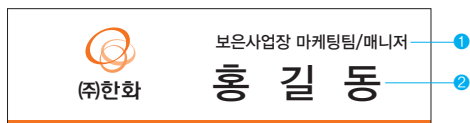
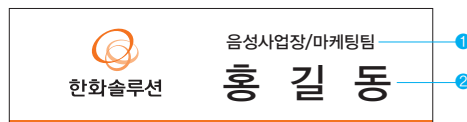
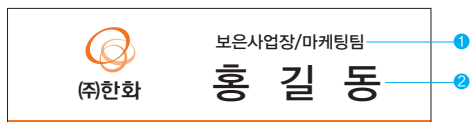
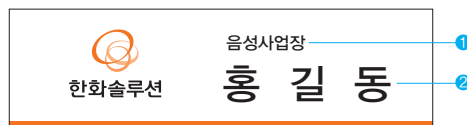
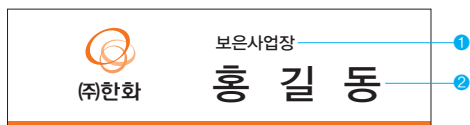
Application Rule 1: Applies if a company's name consists of six characters or less



Application Rule 2: Applies if a company's name consists of seven characters or more



소속 및 부서, 직책의 표기는 계열사의 특성에 따라 표기가 가능하다.



Production specifications

Standard: 70mm x 20mm

Type of Material: White Acrylic 1T, Transparent Acrylic 1T

Printing Method: After silk printing with a designated color on white acrylic, transparent acrylic is attached to its front.

Hanwha Orange
100% 70% 50%

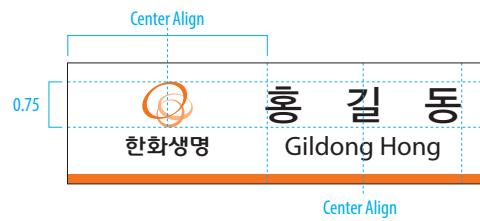
Process
Black

Display items

- ① Business Division Name: Yoon Gothic 130 8pt
- ② Name: Yoon Gothic 130 19pt

Name Tags

2. Name Tags (Finance and Services)



Since name tags are usually only used in customer service lounges, all that needs to be written on them is the employee's name.

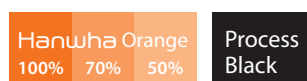


Production specifications

Standard: 70mm x 20mm

Type of Material: White Acrylic 1T, Transparent Acrylic 1T

Printing Method: After silk printing with a designated color on white acrylic, transparent acrylic is attached on its front.



Display items

- ① Name in Korean: Yoon Gothic 130 19pt
- ② Name in English: Myriad Pro Regular 12.5pt

Corporate Flags

Hanwha has both a formal and a simplified flag. The formal flag acts as a symbol to communicate Hanwha's identity, both in-house and externally. It is placed in locations that emphasize the prestige and dignity of the company, such as the CEO's office or conference rooms. This makes it imperative that it be produced according to the rules. The simplified flag is flown on the outside of company facilities.

1. The size of a company's flag may be changed before production begins, depending on where and how it is to be used. All the rules governing the application space and the production method of the Hanwha Signature must be followed.
2. The ratio of the Vertical Signature A for both types of flag is 10:5.
3. If a corporate flag is being produced for an affiliate, the Signature of the affiliate should be applied as illustrated below. The Vertical Signature A of the affiliate should also be used.



Production specifications (Formal Flags)

Standard: 1,350mm x 900mm

Type of Material: White satin

Production Method: After printing the Hanwha Identifier by flocking, gold tassels are woven in three tiers and then lowered.

Production specifications (Simplified Banners)

Standard: 1,350mm x 900mm

Type of Material: White polyester

Production Method: Textile printing

Hanwha Orange
100% 70% 50%

Process
Black

P 871 C
Pearl

Corporate Flags

Application Rule 1: Applies if a company's name consists of six characters or less

Formal Flag



Simplified Flag



Application Rule 2: Applies if a company's name consists of seven characters or more

Formal Flag



Simplified Flag



PowerPoint Forms

PowerPoint forms are used to prepare reports and documents. Their production should follow all the rules governing the standard, coloration, positioning, and type of material.

In the case of an affiliate, all the rules set out below should be applied. The Signature of the affiliate should also be applied.

Type A

Cover

Inside

Type B

Cover

Inside

Production specifications (Type A, B, C and D)

Standard: 254mm x 190.5mm

Hanwha Orange				Process Black	P Cool Gray 5 C	
100%	85%	70%	50%		100%	85%

Korean

- ① Title: Yoon Gothic 140 30-40pt
Yoon Gothic 130 30-40pt
- ② Subheading: Yoon Gothic 130 15-20pt
- ③ Date: Yoon Gothic 130 12-16pt

English

- ① Title: Myriad Pro Semibold 30-45pt
Myriad Pro Regular 30-45pt
- ② Subheading: Myriad Pro Regular 15-25pt
- ③ Date: Myriad Pro Regular 12-16pt

PowerPoint Forms

In the case of Type C or Type D covers, images or graphic elements other than the motif itself may be used in the space reserved for the motif.

Type C

Cover

Diagram of the cover for Type C. It features a white background with a large rectangular area for text. The text area is divided into three sections: a top section for the title, a middle section for the subheading, and a bottom section for the date. The Hanwha logo is positioned in the bottom right corner. Dimensions are indicated by blue lines and numbers: 13 for the title section, 13 for the subheading section, and 25 for the date section.

Inside

Diagram of the inside of the Type C form. It features a white background with a large rectangular area for text. The top section is reserved for the title, and the bottom section is reserved for the date. The Hanwha logo is positioned in the bottom right corner. Dimensions are indicated by blue lines and numbers: 25 for the title section and 13 for the date section.

Type D

Cover

Diagram of the cover for Type D. It features an orange background with a large rectangular area for text. The text area is divided into three sections: a top section for the title, a middle section for the subheading, and a bottom section for the date. The Hanwha logo is positioned in the bottom right corner. Dimensions are indicated by blue lines and numbers: 13 for the title section, 13 for the subheading section, and 25 for the date section.

Inside

Diagram of the inside of the Type D form. It features a white background with a large rectangular area for text. The top section is reserved for the title, and the bottom section is reserved for the date. The Hanwha logo is positioned in the bottom right corner. Dimensions are indicated by blue lines and numbers: 12 for the title section and 13 for the date section.

Awards

(Certificates of Award/Letters of Appreciation/Certificates of Appointment)

Certificates of merit are awarded to deserving and meritorious people to signify the prestige and dignity of Hanwha. Nothing should be spared during their production. It should follow all the rules governing the standard, coloration, positioning, and type of material.

In the case of an affiliate, all the rules set out below should be followed. The Logotype of the affiliate should also be applied.

1 제 호

2 감사장

3 소 속 : 홍보 팀
직 위 : 과 장
성 명 : 김 한 화

4 위 사람은 애사심을 발휘하여 맡은 바
성실히 수행하였으며 타의 모범이 되고
기여한 공적이 크므로 이에 상장을 드

3 2016년 2월 5일

제 호

표창장

소 속 : 홍보 팀
직 위 : 과 장
성 명 : 김 한 화

위 사람은 애사심을 발휘하여 맡은 바 책임을
성실히 수행하였으며 타의 모범이 되고 회사 발전에
기여한 공적이 크므로 이에 상장을 드립니다.

2016년 2월 5일

CEO's signature area

대표이사 000

5

Hanwha

Production specifications

Standard: 210mm x 297mm

Type of Paper: Vellum paper 180g/m²

Printing Method: Spot color printing; matte gold leaf processing following an embossing treatment for the emblem

Hanwha Orange
100% 70% 50%

P Cool Gray 2 C
100% 80% 50%

P Cool Gray 11 C

Gold P 871 C

Display Items

- 1** Registration No.: Yoon Gothic 135 15.2pt
- 2** Title: Yoon Gothic 135 42.8pt
- 3** Team, Position, Name, Date: Yoon Gothic 135 14.5pt
- 4** Contents: Yoon Gothic 135 17.3pt
- 5** Name of CEO: Yoon Gothic 135 14.5pt

Awards

(Certificates of Award/Letters of Appreciation/Certificates of Appointment)

1 제 호

2 위 촉 장

3 소 속 : 홍 보 팀
직 위 : 과 장
성 명 : 김 한 화

4 위 사람은 2016년 2월 5일자로 0005

3 2016년 2월 5일

제 호

임명장

소 속 : 홍 보 팀
직 위 : 과 장
성 명 : 김 한 화

위 사람은 2016년 2월 5일자로 000으로 직위를 명합니다.

2016년 2월 5일

CEO's signature area

대표이사 000

5

Hanwaha

Production specifications

Standard: 210mm x 297mm

Type of Paper: Vellum paper 180g/m²

Printing Method: Spot color printing

Hanwaha Orange
100% 70% 50%

P Cool Gray 2 C
100% 80% 50%

P Cool Gray 11 C

Display Items

- 1** Registration No.: Yoon Gothic 135 15.2 pt
- 2** Title: Yoon Gothic 135 42.8 pt
- 3** Team, Position, Name, Date: Yoon Gothic 135 14.5 pt
- 4** Contents: Yoon Gothic 135 17.3 pt
- 5** Name of CEO: Yoon Gothic 135 14.5 pt

Award Covers

Award covers should reflect the prestige and dignity of Hanwha. Their production should follow all the rules governing the standard, coloration, positioning, and type of material.

In the case of an affiliate, all the rules set out below should be followed. The Signature of the affiliate should also be applied.

Outside



Inside



Production specifications (Award Covers)
 Standard: 225mm x 310mm
 Type of Material: Black velvet
 Production Method: Gold foil hot stamping
 should be used for the logo

Production specifications (Interiors of Awards)
 Standard: 210mm x 297mm
 Type of Material: Vellum paper 180g/m²
 Printing Method: Spot color printing; matte gold leaf processing
 following an embossing treatment for the emblem

Gold
P 871 C

Trophies

Trophies are used to express Hanwha's appreciation for its executives and employees, or to guests of the company. Their production should follow the usual standard, application position, and processing methods.



Medals

Medals are used to symbolize the prestige and dignity of Hanuwa, and thus, should be made in a manner that reflects those qualities. Their production should follow all the rules governing the standard, coloration, positioning, and type of material.



Production specifications

Standard: 50mm x 50mm

Type of Material: Gold

Production Method: A gloss or matte finish should be applied following intaglio processing

Production specifications (Neck Straps)

Width: 30mm

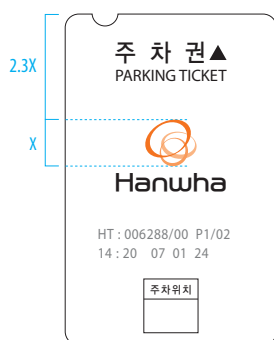
Type of Material: Fabric

Parking Tickets

The production of parking tickets should follow all the rules governing the standard, coloration, positioning, and type of material.

1. In the case of an affiliate, all the rules set out below should be followed. The Signature of the affiliate should also be applied.
2. The Symbol Mark should be printed in Process Black 100%, 70%, or 50%, if the printing is being done in a single color.

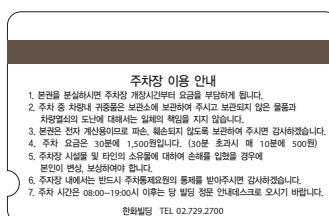
Vertical Type (Color)



Single Color



Horizontal Type (Color)



Single Color



Parking Permits

The production of parking permits should follow all the rules governing the standard, coloration, positioning, and type of material.

In the case of an affiliate, all the rules set out below should be followed. The Signature of the affiliate should also be applied.

Type A

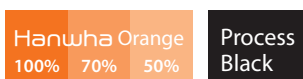
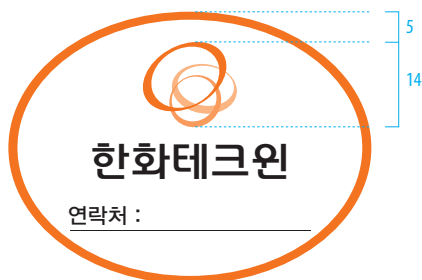
Horizontal Type



Vertical Type



Type B



Production specifications (Type A)

Standard: 75mm x 45mm, 45mm x 75mm

Type of Paper: Sticker paper or art paper 100g/m²

Printing Method: Spot color printing

Production specifications (Type B)

Standard: 60mm x 45mm

Type of Paper: Sticker paper or art paper 100g/m²

Printing Method: Spot color printing

Stickers

Stickers are an attractive tool for use in both in-house and external promotions. Their production should follow the usual standard, application position, and processing methods.

In the case of an affiliate, all the rules set out below should be followed. The Signature of the affiliate should also be applied.

Type A



Type B



Production specifications (Type A)
Standard: 85mm x 35mm, 50mm x 20mm
Type of Paper: Sticker paper
Printing Method: Spot color printing

Production specifications (Type B)
Standard: 85mm x 35mm, 50mm x 20mm
Type of Paper: Silver sticker paper
Printing Method: Spot color printing

Hanwha Orange			Process Black	P Cool Gray 2 C	Gold P 871 C	P 423 C
100%	70%	50%				

Stickers

Type C



Type D



Production specifications (Type C)
Standard: 45mm x 45mm, 65mm x 65mm
Type of Paper: Sticker paper, silver sticker paper
Printing Method: Embossing treatment following
spot color printing is used for the Identifier

Production specifications (Type D)
Standard: 45mm x 45mm, 65mm x 65mm
Type of Paper: Gold and silver colored sticker paper
Printing Method: Embossing treatment for both
the Identifier and the display elements

<div>Hanwha Orange</div> <div>100% 70% 50%</div>	<div>Process</div> <div>Black</div>	<div>Gold</div> <div>P 871 C</div>	<div>P 423 C</div>
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Part 3. Publications and Promotions

Guidelines for Publications and Promotions	5.01
Advertising Formats	5.03
Outdoor Advertising	5.04
Banners	5.05
Placards	5.07
Wall Boards	5.09
Shopping Bags	5.10
Wrapping Paper	5.11

Guidelines for Publications and Promotions

Publications and promotions are powerful tools for communicating Hanwha's prestige and dignity, both in-house and externally. The company's identity should be reflected in them through the use of the Hanwha Identifier and the application of various motifs and images.

Guidelines for Advertising Formats

1. Design of Advertising Formats

The effective use of a variety of elements within a limited space is critical to the optimal design of advertisements. In such cases, a unified image of the Group should be expressed by arranging the Identifiers of the Group and its affiliates on a consistent basis. All the standards governing advertisement motifs should be applied.

2. Rules for Applying the Identifier in Advertising Formats

- Printed advertisements: The Hanwha Identifier should be printed using Hanwha Orange for the Symbol Mark and Process Black for the Logotype. If printing is being done using the four primary colors, CMYK color should be used for the Hanwha Identifier. Please refer to Basic System _Part 1. Identifier_1.13.
- Other types of advertisements: In the case of television commercials and web advertisements, the Hanwha Identifier should be printed using RGB color. Please refer to Basic System _Part 1. Identifier_1.14.

Guidelines for Promotion Formats

1. Design of Promotion Formats

Since there are many types of formats for promotions, it is imperative that they all display the Hanwha Identifier in a clear and consistent manner. The Hanwha Identifier should be highlighted through the appropriate and sophisticated use and arrangement of the Hanwha Orange color and the company's graphic motif. State-of-the-art materials and advanced-level printing techniques should be used at all times.

2. Materials for Promotion Forms

A wide variety of materials, such as metals, fabrics, leather, and plastics may be used in the production of promotion forms. Suitably up-scale materials should be used at all times.

3. Method of Production

The Hanwha Identifier should be applied in accordance with the standards governing the color system. A wide range of printing techniques may be used in their production, such as intaglio and embossing. Casting processing and frequency manufacturing may be used for metals, but only in a selective manner.

Guidelines for Publications and Promotions

Rules for Applying the Identifier

The use of the Hanwha Identifier should be as clean, clear, and professional-looking as possible. All the rules governing coloration and the use of spaces should be adhered to.

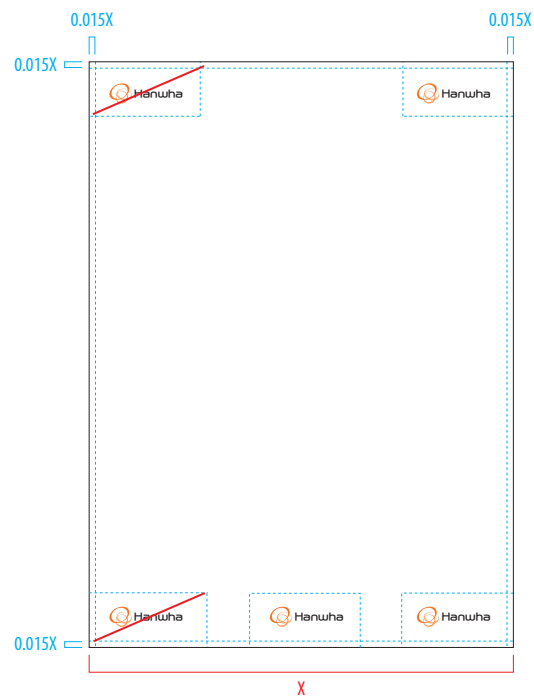


Advertising Formats

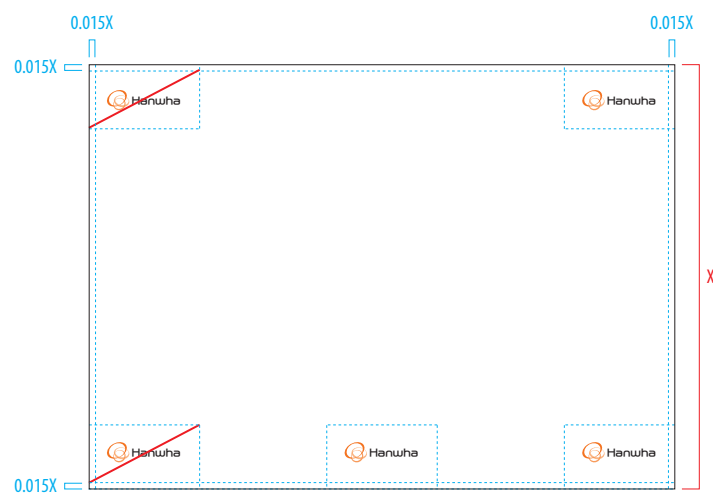
Rules for Applying the Hanwha Identifier

The Hanwha Identifier must be given pre-eminence in all forms of advertising. This is especially true in matters regarding the use of spacing. Depending on the context and the situation, it can be placed at the lower center, the upper right, or the lower right. It must never be placed on the upper or lower left.

Vertical type



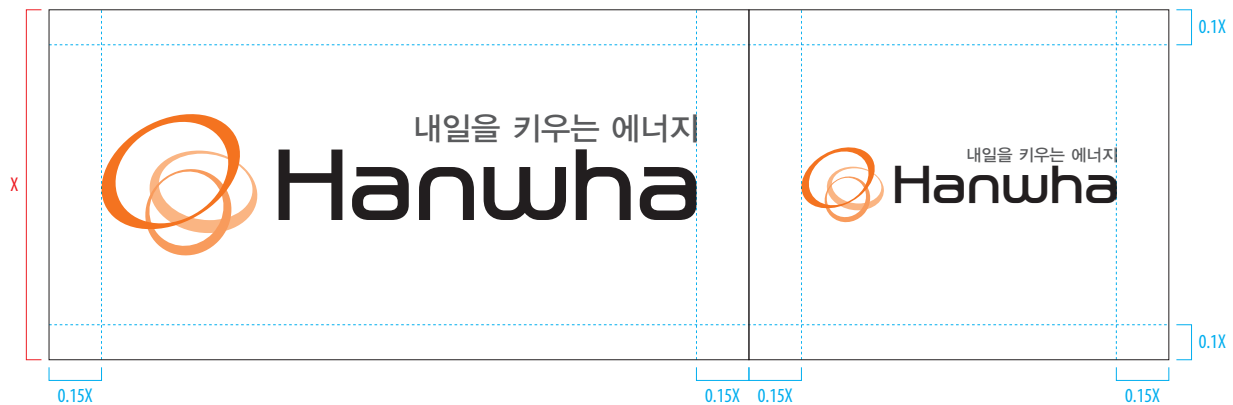
Horizontal type



Outdoor Advertising

Outdoor advertisements are an extremely eye-catching form of promotion. They include billboards, subway ads, wide format advertising, and bus shelters. Their production must follow all the rules governing application spacing and coloration.

The prescribed ratio for use with the Symbol Mark and the Logotype is 10:5.



Front



Side



Hanwaha Orange
100% 70% 50%

Process
Black

P Cool
Gray 11 C

Banners

Banners are used for anniversaries and other important events. They offer an excellent opportunity to highlight Hanwha's dignity and prestige, both in-house and externally. They should be made using the highest-quality materials possible. Their production should follow all the rules governing application spacing and coloration.

1. The Signature of an affiliate should be applied in accordance with the rules given below.
2. If the Tricircle motif is used for a background, it should retain at least 90% of its original coloration for purposes of legibility.
3. The Tricircle can be excluded if its use in the background reduces the legibility of the words being used.



Ceiling Type



Hanwha Orange
100% 70% 50%

Process
Black

P Cool
Gray 2 C

Production specifications

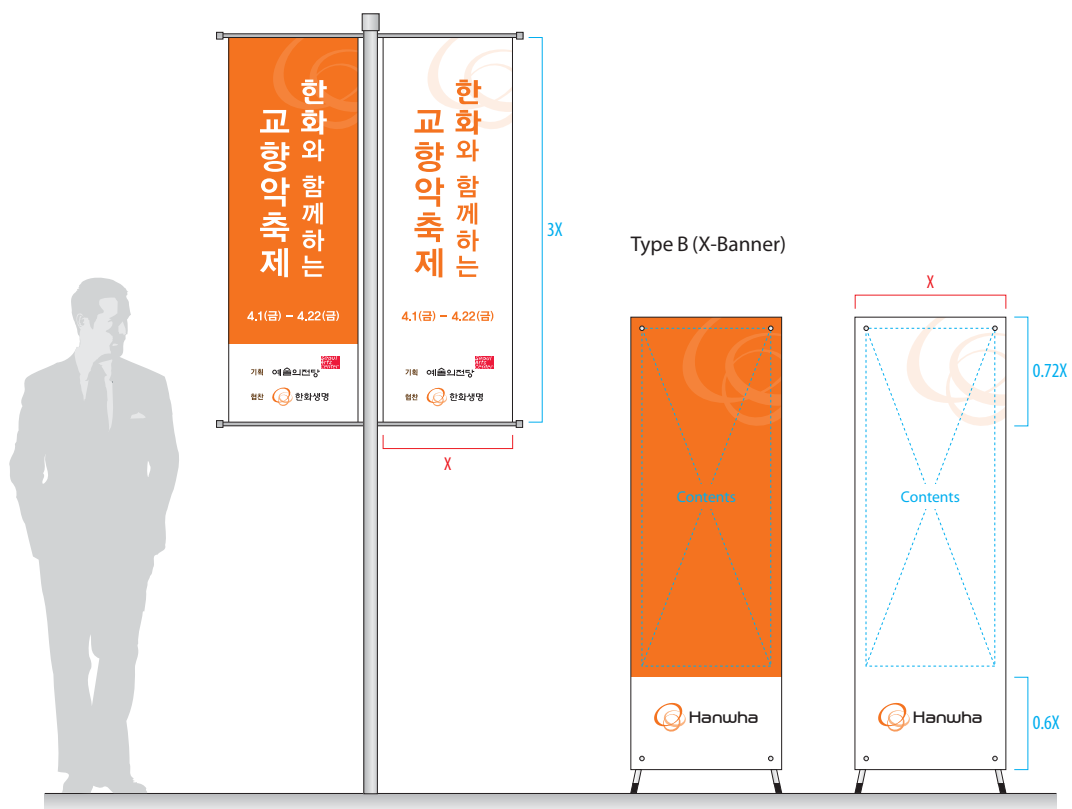
Type of Material: Synthetic fiber banner cloth

Production Method: Photo printing

Banners

Standing type

Type A: The ratio of the length to the width should be 1:3



Hanwha Orange
100% 70% 50%

Process
Black

P Cool
Gray 2 C

Production specifications

Type of Material: Synthetic fiber banner cloth

Production Method: Photo printing

Placards

Placards are used for anniversaries and other important events. They offer an excellent opportunity to highlight Hanwha's dignity and prestige, both in-house and externally. They should be made using the highest-quality materials possible. Their production should follow all the rules governing application spacing and coloration.

1. Korean-language placards should be printed using the Yoon Gothic 140 font, but Yoon Gothic 130 may be also used. Phrases can be enlarged according to the situation in which they are being used. English-language placards should use the Myriad Pro Semibold font, but Myriad Pro Regular may be also employed.
2. In the case of an affiliate, all the rules set out below should be followed. The Signature of the affiliate should also be applied.
3. The Tricircle can be excluded if its use in the background reduces the legibility of the words being used.

Horizontal Type A: The ratio of the length to the width should be 1:8



The ratio of the length to the width should be 1:6



Horizontal Type B: The ratio of the length to the width should be 1:8



The ratio of the length to the width should be 1:6



Hanwha Orange
100% 70% 50%

Process
Black

Production specifications
Type of Material: Banner cloth
Production Method: Photo printing

Placards

Vertical Type: The ratio of the length to the width should be 1:8



Hanwha Orange
100% 70% 50%

Process
Black

Production specifications
Type of Material: Banner cloth
Production Method: Photo printing

Wall Boards

Wall boards are used as information centers in a variety of office and retail applications throughout the world. In Hanwha's case, they are especially useful for telling people about upcoming special events. Since they enjoy a high rate of exposure, they should be made of the highest-quality materials possible. Their production must follow all the rules governing application spacing and coloration.

1. Korean-language wall boards should be printed using the Yoon Gothic 140 font, but Yoon Gothic 130 may be also used. Phrases can be enlarged according to the situation in which they are being used. English-language wall boards should use the Myriad Pro Semibold font, but Myriad Pro Regular may be also employed.
2. In the case of an affiliate, all the rules set out below should be followed. The Signature of the affiliate should also be applied.

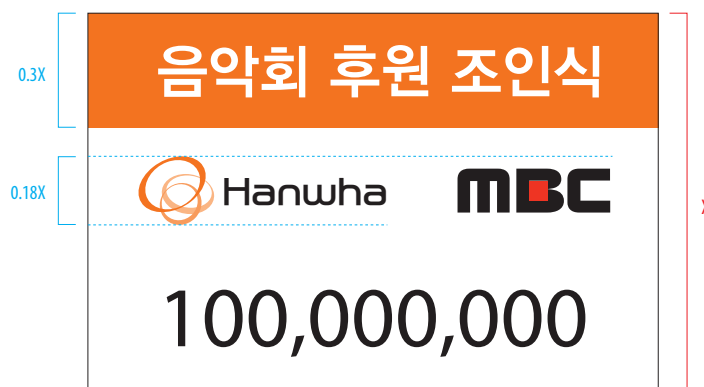
Type A

The ratio of the length to the width should be 2:1



Type B

The ratio of the length to the width should be 3:2



Hanwha Orange
100% 70% 50%

Process
Black

Production specifications
Type of Material: Yupik paper
Production Method: Attach to wall board after photo printing

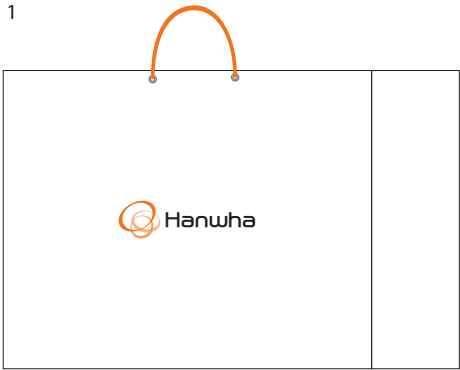
Shopping Bags

Shopping bags help to broadcast Hanwha's identity both in-house and externally. They can be made in a variety of sizes and designs. Their production should follow all the rules governing application spacing and coloration.

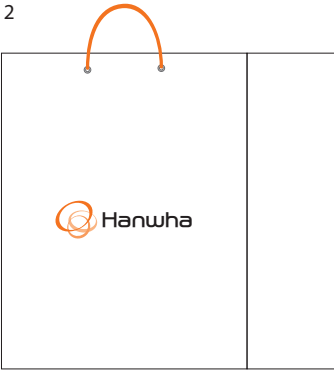
In the case of an affiliate, all the rules set out below should be followed. The Signature of the affiliate should also be applied.

Type A

1



2



3



Type B

1



2



3



Hanwha Orange			Process Black
100%	70%	50%	

Production Specifications (Type A, B)

Standard: 1 (420mm x 340mm x 100mm)

2 (280mm x 360mm x 100mm)

3 (200mm x 245mm x 100mm)

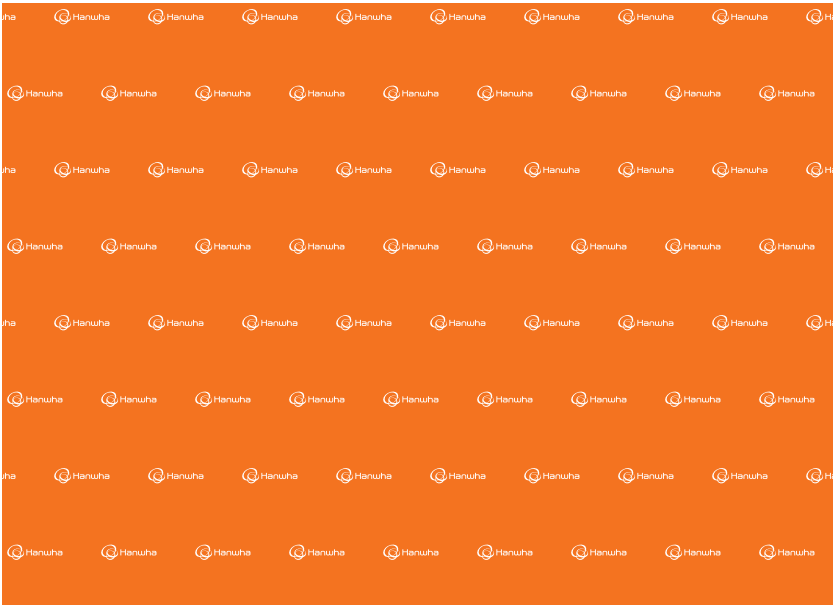
Type of Paper: Art paper 250g/m², or other paper with a similar weight

Printing Method: Spot color printing, followed by matte lamination

Wrapping Paper

Wrapping paper is used to wrap gifts or other articles given to visitors to Hanuwha’s or an affiliate’s facilities, or to guests attending special events. Its production should follow the design given below.

Type A



Type B



Hanuwha Orange

100% 70% 50%

Process

Black

Production specifications
Type of Paper: Art paper 80g/m², or other paper with a similar weight
Printing Method: Spot color printing



Part 4. Uniforms

Guidelines for Uniforms	6.01
Spring and Fall (Plant)	6.04
Summer (Plant)	6.06
Winter (Plant)	6.07
Shirts (Plant)	6.09
Hats	6.10
Hardhats	6.11

Guidelines for Uniforms

Uniforms help to improve business efficiency, both in-house and externally. They also instill a sense of unity and well-being among employees, and help in communicating Hanwha's identity to outsiders.

1. Using the Identifier with Uniforms

1. Embroidering: Computer embroidering is generally used. It is important to use a type of thread that matches the color selected for the embroidering.
2. Dyeing: Dyeing refers to finishing with a heat treatment after graphic elements have been dyed with a designated color.
3. Weaving: The thread with a designated color is woven by loom.
4. Silk screening: This refers to printing graphic elements with a designated color ink using a stencil.



Guidelines for Uniforms

2. Using a Designated Color Thread for the Identifier

Designated Color Threads (Dongil Industrial: Marathon Viscose Rayon Filament)	
Hanwha Orange 100%	1045
Hanwha Orange 70%	1044
Hanwha Orange 50%	1013
Process Black 100%	1180

The most suitable technique for use with the Identifier is chosen from among embroidering, dyeing, and weaving, depending on the type of material that is being used for the uniform. Different techniques may also be used, as long as the sophistication and luxuriousness of the Identifier remain unchanged.

* Thread producer: Dongil Industrial (Tel. 82-2-868-1171)

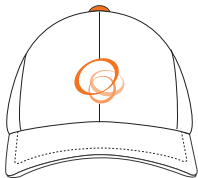
Examples



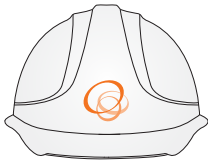
Embroidering • Dyeing



Embroidering • Dyeing • Weaving



Embroidering • Dyeing



Silk screening

Guidelines for Uniforms

3. Rules for Applying the Identifier

Hanwha's Vertical Signature A should always be printed on uniforms in English. An affiliate's Vertical Signature A may be also printed. The Signature and the embroidering must be placed in the center of the uniform's left-hand pocket. If there is no pocket, they must be attached at the uniform's center position, based on the width of the left chest area

The size of the overlock tag (both basic type and attachment type) may be changed depending on production needs. The production of a uniform must follow all the rules governing the size of the margin of the Signature and its coloration.



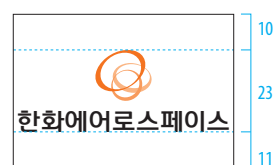
Rules for Margins (Overlock Tag, Attachment Type)



Basic Type: 62mm x 44mm
(minimum standard)



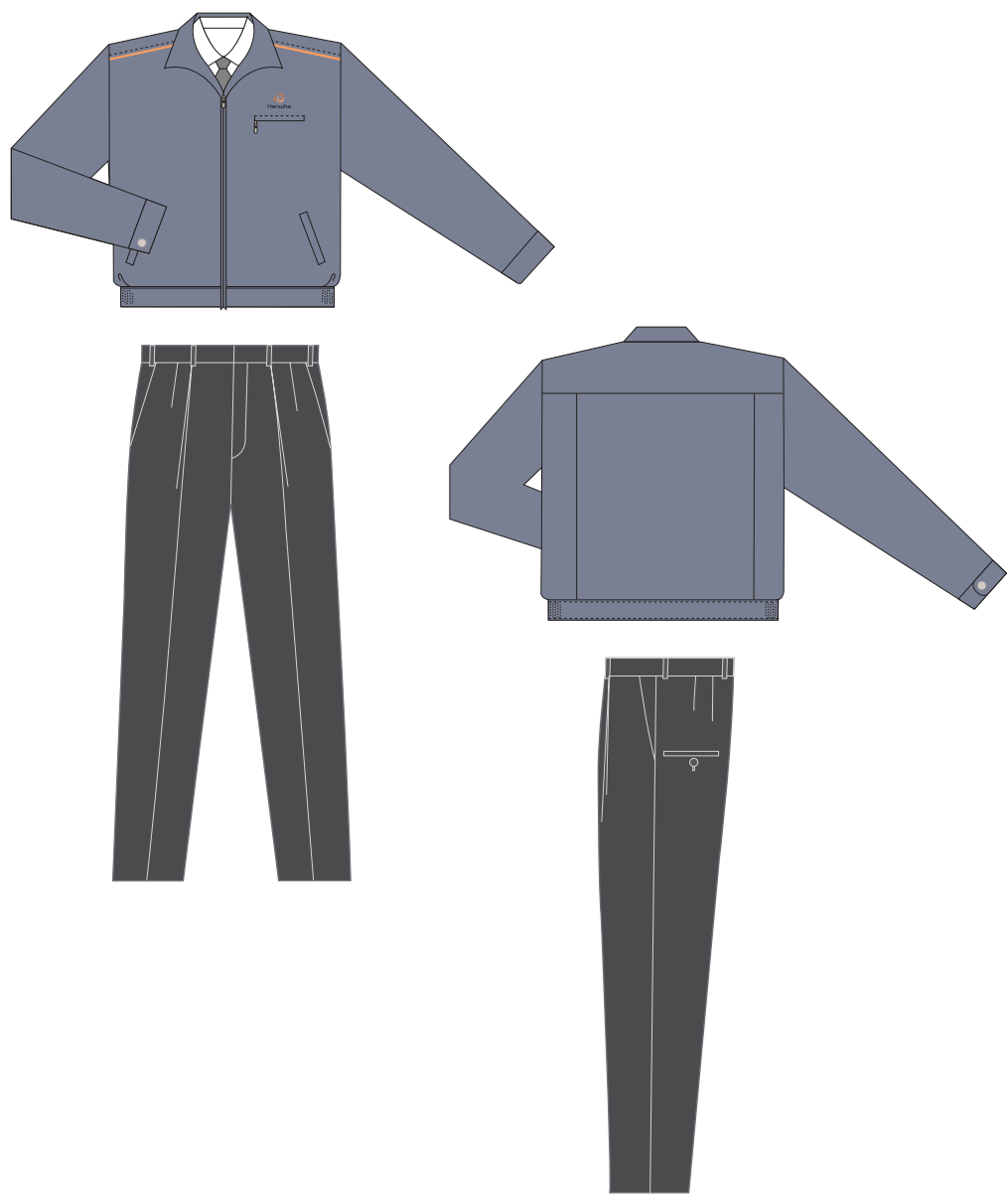
Application Standard 1:
Applies if a company's name
consists of six characters or less



Application Standard 2:
Applies if a company's name
consists of seven characters or more

Spring and Fall (Plant)

Basic Type



Summer uniforms can be produced using the same design as illustrated above. They should be made with 100% cotton 30'S.

Production specifications (Tops)
Type of Fabric: 100% Cotton 20'S

Production specifications (Pants)
Type of Fabric: 100% Cotton 20'S

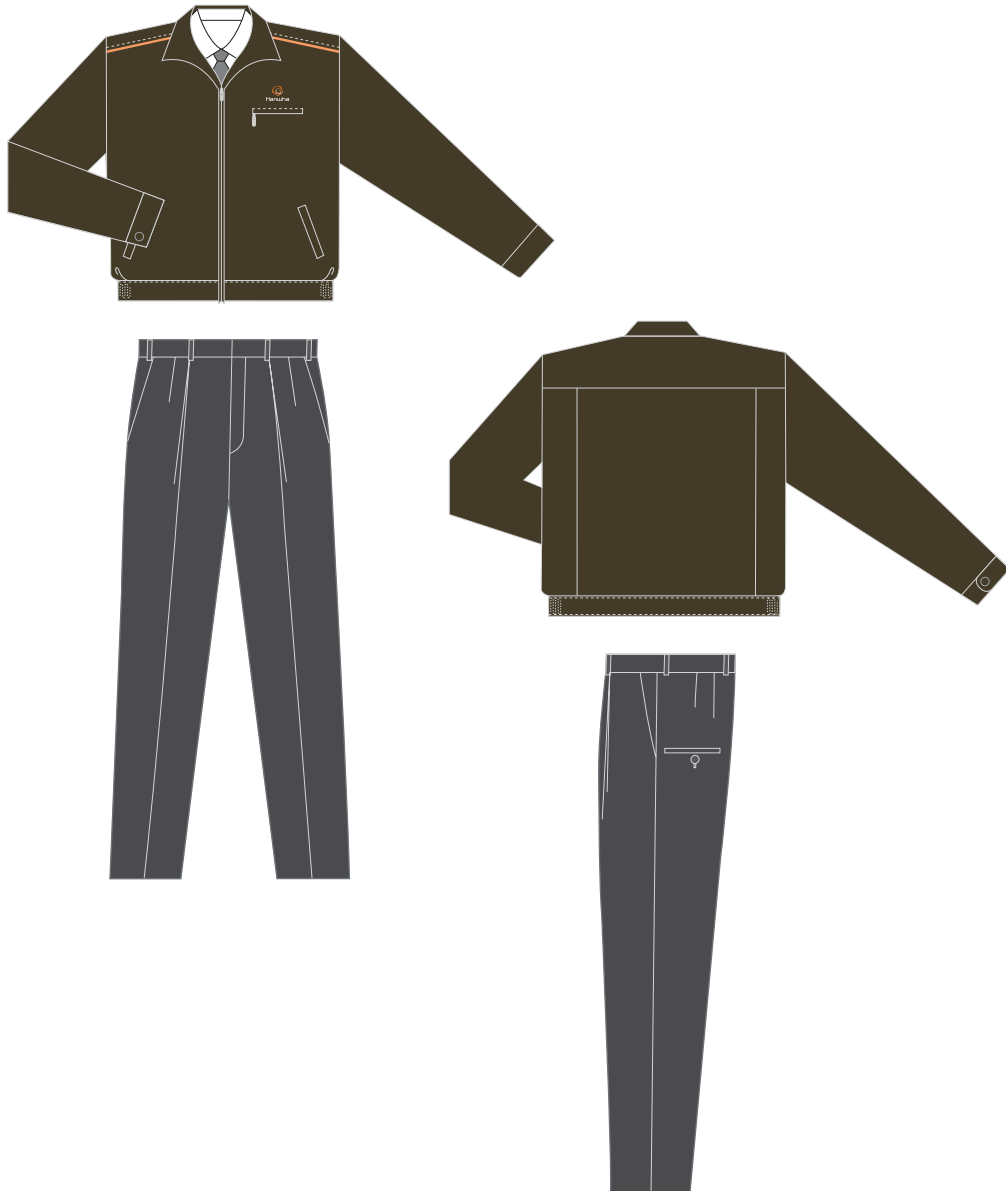
Hanwha Orange			Charcoal Gray	Cool Gray
100%	70%	50%		

Production specifications (Identifier)
Production Method: Computer embroidering with a designated color thread
Colors of Thread (Marathon Viscose Rayon Filament):
100% Hanwha Orange (1045)
70% Hanwha Orange (1044)
50% Hanwha Orange (1013)
100% Process Black (1180)

Spring and Fall (Plant)

Applied Type

This type of uniform is primarily produced for use in a business environment. It may therefore have only a limited use in some workplaces and plants.



Production specifications (Tops)
Type of Fabric: 100% Cotton 20'S

Production specifications (Pants)
Type of Fabric: 100% Cotton 20'S

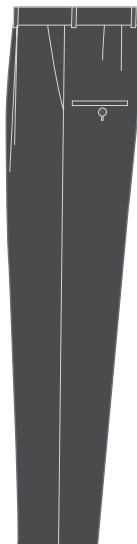
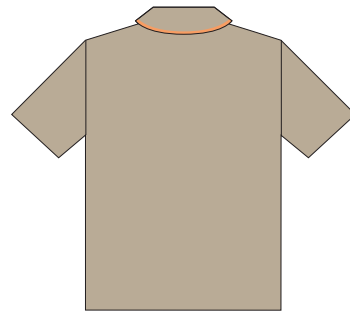
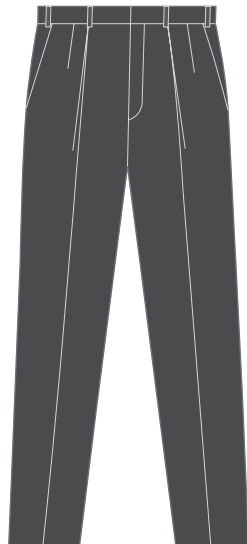
Hanwha Orange		
100%	70%	50%

Dark
Brown

Charcoal
Gray

Production specifications (Identifier)
Production Method: Computer embroidering
with a designated color thread
Colors of Thread (Marathon Viscose Rayon Filament):
100% Hanwha Orange (1045)
70% Hanwha Orange (1044)
50% Hanwha Orange (1013)
100% Process Black (1180)

Summer (Plant)



Production specifications (Tops)
Type of Fabric: 100% Cotton 20'S

Hanwha Orange		
100%	70%	50%

Khaki
P 7530 C

Charcoal
Gray

Production specifications (Pants)
Type of Fabric: 100% Cotton 30'S

Production specifications (Identifier)
Production Method: Computer embroidering
with a designated color thread
Colors of Thread (Marathon Viscose Rayon Filament):
100% Hanwha Orange (1045)
70% Hanwha Orange (1044)
50% Hanwha Orange (1013)
100% Process Black (1180)

Winter (Plant)

Basic Type



Summer uniforms can be produced using the same design as illustrated above. They should be made with 100% cotton 30'S.

Production specifications (Tops)

Type of Fabric: 100% Cotton 20'S

Hanwha Orange		
100%	70%	50%

Charcoal Gray

Production specifications (Pants)

Type of Fabric: 100% Cotton 20'S

Dark Navy

Production specifications (Identifier)

Production Method: Computer embroidering with a designated color thread

Colors of Thread (Marathon Viscose Rayon Filament):

100% Hanwha Orange (1045)

70% Hanwha Orange (1044)

50% Hanwha Orange (1013)

100% Process Black (1180)

Winter (Plant)

Jumper Type



Safari Jumper Type



Uniforms that are used in the winter have the same design and coloration as those worn in the spring and fall.
The type of material used in their production should be 100% Cotton 20'S.

Production specifications

Type of material: 100% Oxford cotton

Hanwha Orange			Dark Brown
100%	70%	50%	

Production specifications (Identifier)

Production Method: Computer embroidering
with a designated color thread

Colors of Thread (Marathon Viscose Rayon Filament):

100% Hanwha Orange (1045)

70% Hanwha Orange (1044)

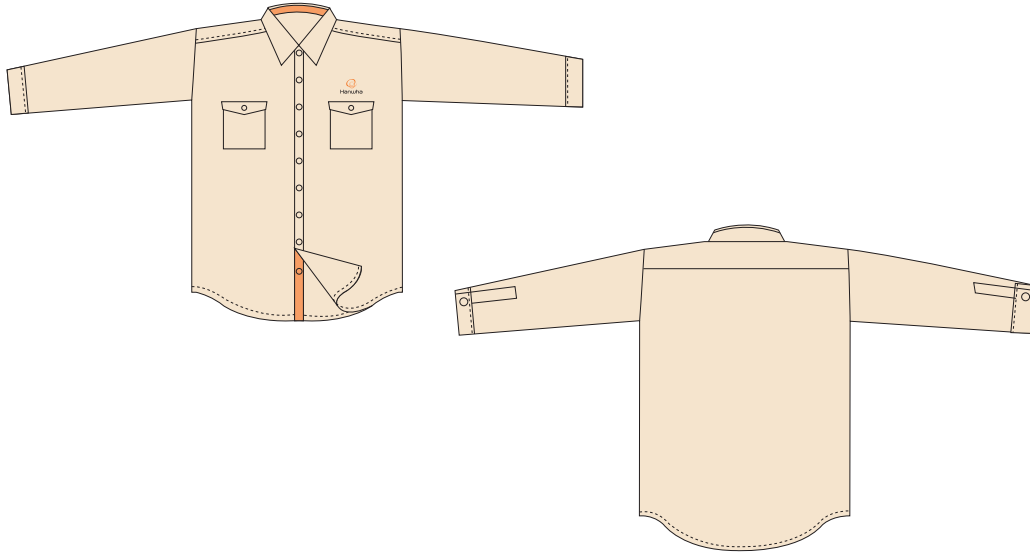
50% Hanwha Orange (1013)

100% Process Black (1180)

Shirts (Plant)

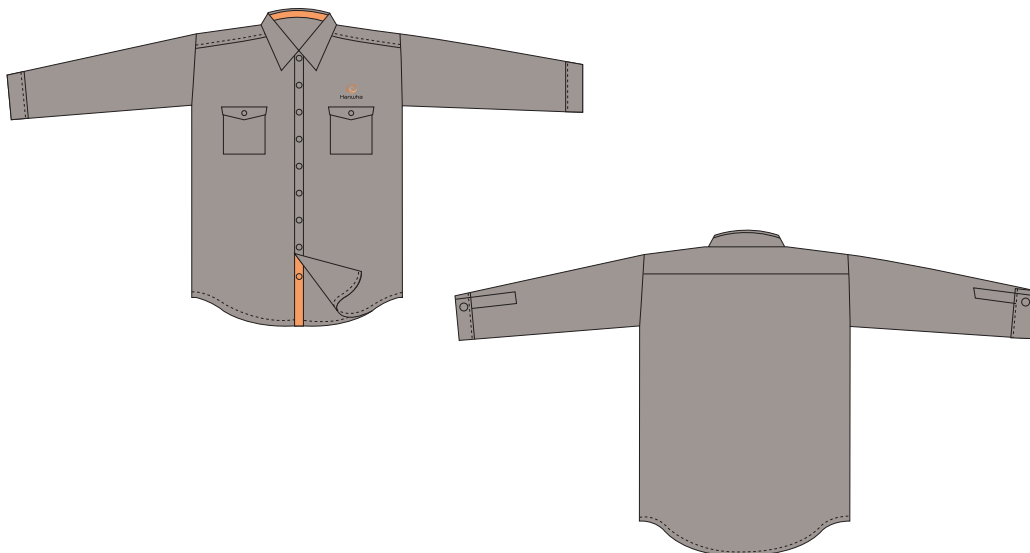
The proper type of shirt to be worn will depend on the season.

Basic Type



Applied Type

This type of uniform is primarily produced for use in a business environment. It may therefore have only a limited use in some workplaces and plants.



Production specifications

Type of Fabric: 100% Cotton 20'S

Hanwha Orange			Warm Gray	Bright Beige
100%	70%	50%		

Production specifications (Identifier)

Production Method: Computer embroidering with a designated color thread

Colors of Thread (Marathon Viscose Rayon Filament):

100% Hanwha Orange (1045)

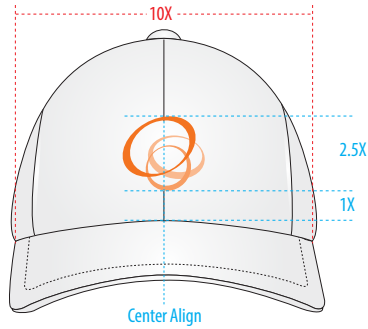
70% Hanwha Orange (1044)

50% Hanwha Orange (1013)

100% Process Black (1180)

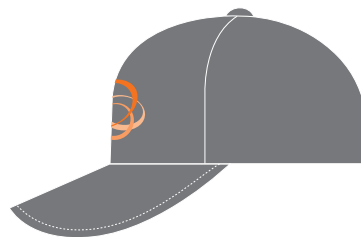
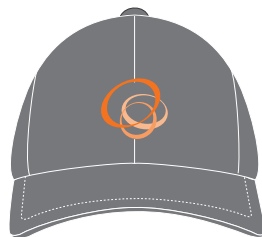
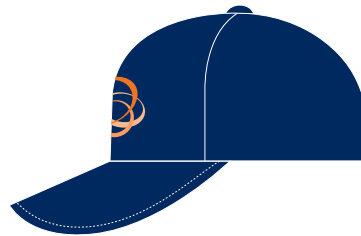
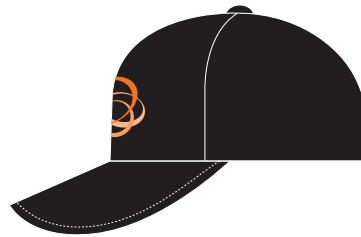
Hats

The production of caps should reflect changes in current fashions and trends. Careful attention should be paid to the type of fabric and other materials being used, both in terms of functionality and the type of activity being undertaken.



Front

Side



<div> <div></div> <div></div> <div></div> </div> <div> Hanwha Orange 100% 70% 50% </div>	<div>Process Black</div>	<div>P 655 C</div>	<div>Cool Gray 9 C</div>
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Production specifications (Identifier)
 Production Method: Computer embroidering
 with a designated color thread
 Colors of Thread (Marathon Viscose Rayon Filament):
 100% Hanwha Orange (1045)
 70% Hanwha Orange (1044)
 50% Hanwha Orange (1013)

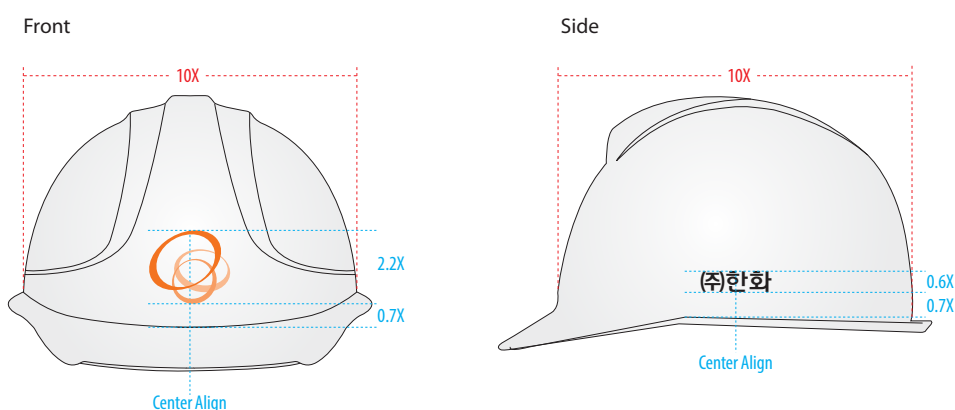
Hardhats

The production of hardhats should reflect changes in current fashions and trends. Careful attention should be paid to the type of fabric and other materials being used, both in terms of functionality and the type of activity being undertaken.

The Hənwhə Tricircle should always be printed on the front of the hardhat, while the Signatures of affiliates should be printed on its sides.

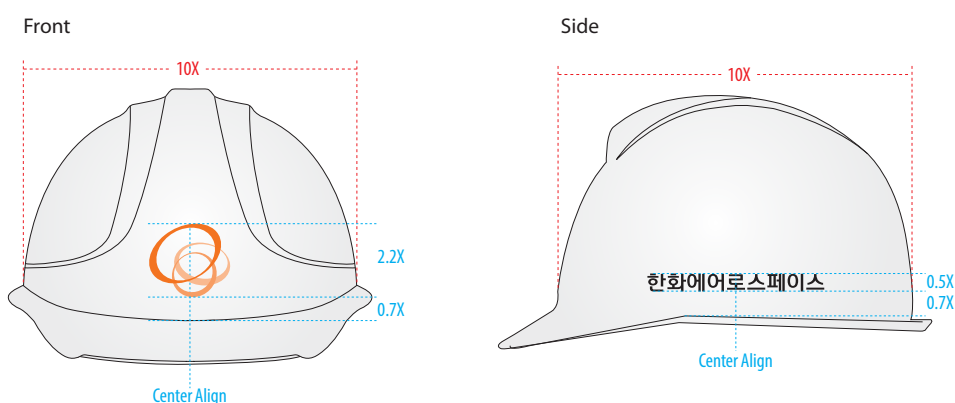
Basic Type

If a company's name consists of six characters or less



Adaptation Type

If a company's name consists of seven characters or more



Hənwhə Orange
100% 70% 50%

Process
Black

Production specifications

Production Method: Silk printing must be used for the Hənwhə Identifier, while silk printing or a designated color sheet is cut and attached for the display elements



Part 5. Vehicles

Guidelines for Vehicles	7.01
Buses	7.03
Minibuses	7.04
Vans	7.05
Passenger Cars	7.06
Trucks	7.08
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Refrigerated Vans	7.12
Tank Cars	7.13
AN-FO	7.14
Hi-Max	7.15
Fire Trucks	7.16
Tower Cranes	7.17

Guidelines for Vehicles

Vehicles are an especially important means of communicating HANWHA's Identity. Since the company uses a large variety of vehicles, it is imperative that they all display a similar type of design. The sizes and proportions of these displays should always reflect the rules governing their use, regardless of the type of vehicle being used, its year of manufacture, or even its make.

1. Rules for Applying the Motif

1. The motif that is applied to vehicles is the HANWHA Tricircle in reverse.
2. If a motif is being used, it should not cross reference lines A and B.
3. The space to which the motif is being applied should be adjusted to match the type of vehicle.



Guidelines for Vehicles

2. Rules for Applying the Identifier

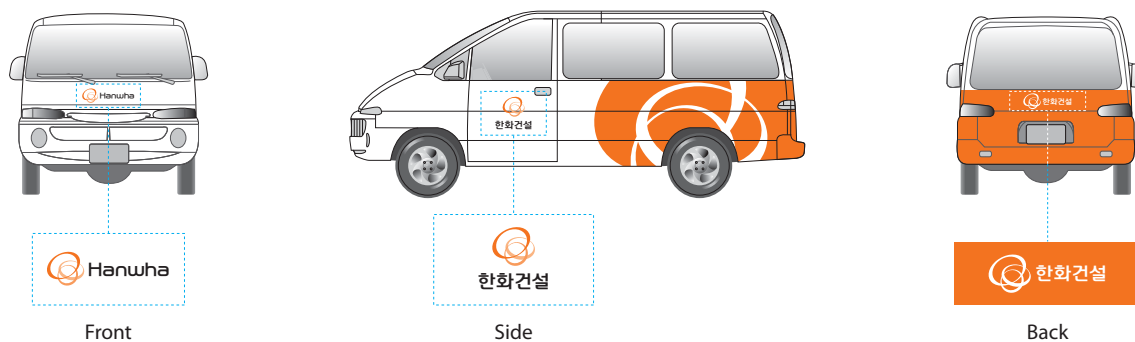
Only the Signature of an affiliate should be used for smaller vehicles, with the writing being preferably in Korean. It should be printed on both sides of the vehicle. For larger vehicles belonging to an affiliate, both the Hanwha Identifier and the Logotype are used, with the Logotype preferably being written in Korean.

Both the positioning and the size of the display elements can be altered to accommodate where they are being applied.

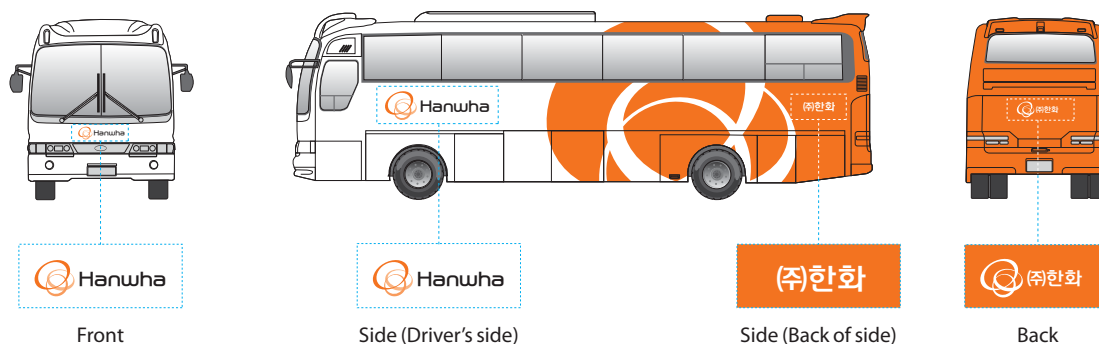
1. Fronts of vehicles: Vehicles being used by the Group or by an affiliate should display the Hanwha Identifier.
2. Sides of vehicles: The Identifier shall be applied in one of two ways. One is for use on small vehicles, such as vans and passenger cars, while the other is for use on large ones, such as trucks, buses, and specially equipped vehicles.
 - Small vehicles: Small vehicles belonging to the Group must use the Hanwha Identifier. Small vehicles belonging to an affiliate must use that affiliate's Signature. The use of Korean is preferred.
 - Large vehicles: The Hanwha Identifier must be printed on the driver's side of vehicles used by both the Group and an affiliate. The Logotype of the affiliate should be printed on the back of the side of the vehicle. The use of Korean is preferred.
3. Backs of vehicles: The Hanwha Identifier must be used by vehicles belonging to the Group. Vehicles belonging to an affiliate must use its Signature. The use of Korean is preferred.

Examples for small vehicles

Small vehicles belonging to an affiliate must use its Horizontal Signature. If the size of the vehicle obviates the use of this rule, the affiliate's Vertical Signature A may be used instead.

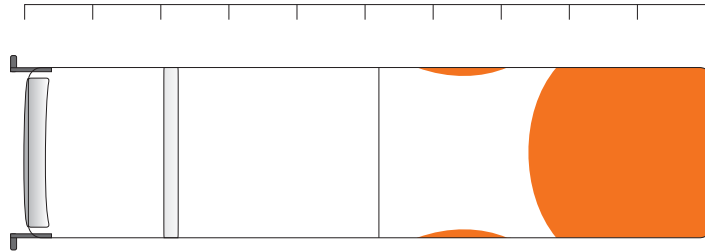


Examples for large vehicles

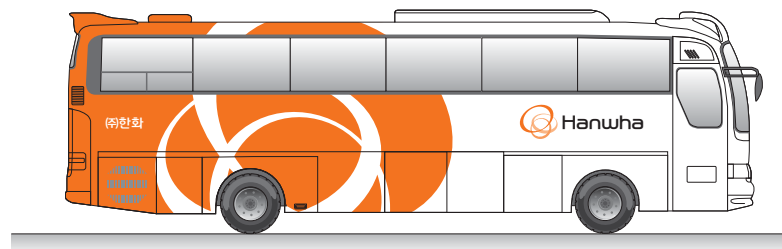
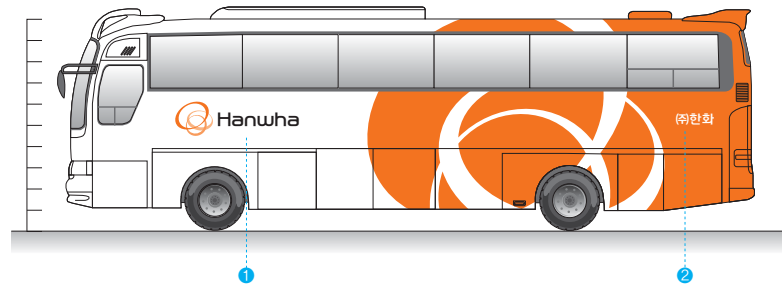


Buses

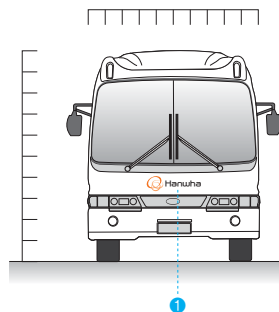
Top



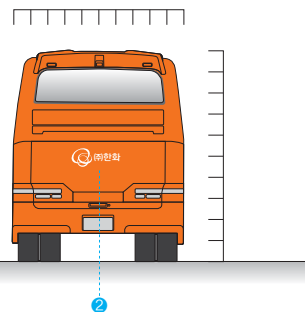
Side



Front



Back



Production specifications

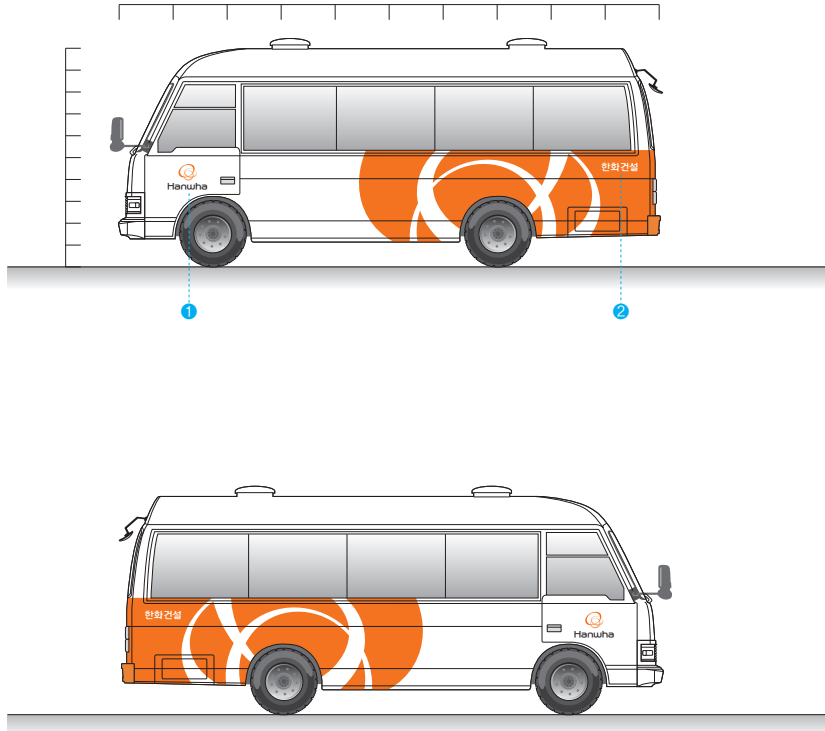
Processing: Painting with a designated color

<div style="display: flex; justify-content: space-around;"> <div style="background-color: #f96; width: 30px; height: 30px;"></div> <div style="background-color: #f96; width: 30px; height: 30px;"></div> <div style="background-color: #f96; width: 30px; height: 30px;"></div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> Hanwha Orange 100% 70% 50% </div>	<div style="background-color: black; width: 30px; height: 30px;"></div> <div style="color: white; text-align: center; padding-top: 5px;">Process Black</div>	<div style="background-color: white; width: 30px; height: 30px; border: 1px solid black;"></div> <div style="color: black; text-align: center; padding-top: 5px;">Process White</div>
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- ① A photo print film is cut out and attached
- ② Painting is done using Process White

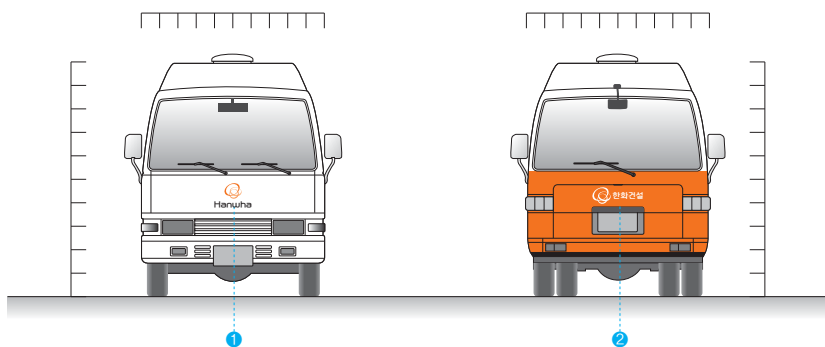
Minibuses

Side



Front

Back



Production specifications

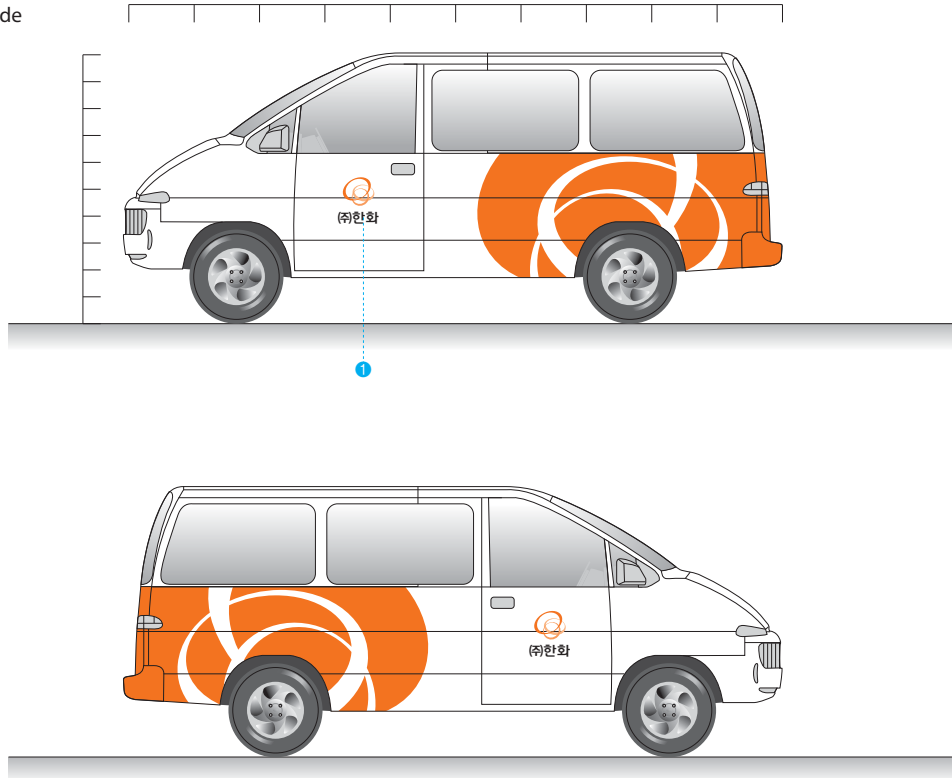
Processing: Painting with a designated color

Hanwha Orange			Process Black	Process White
100%	70%	50%		

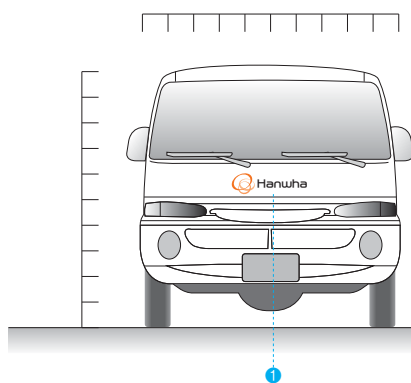
- ① A photo print film is cut out and attached
- ② Painting is done using Process White

Vans

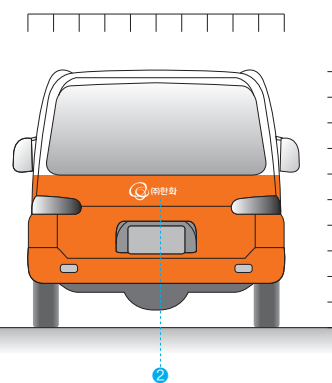
Side



Front



Back



Production specifications

Processing: Painting with a designated color

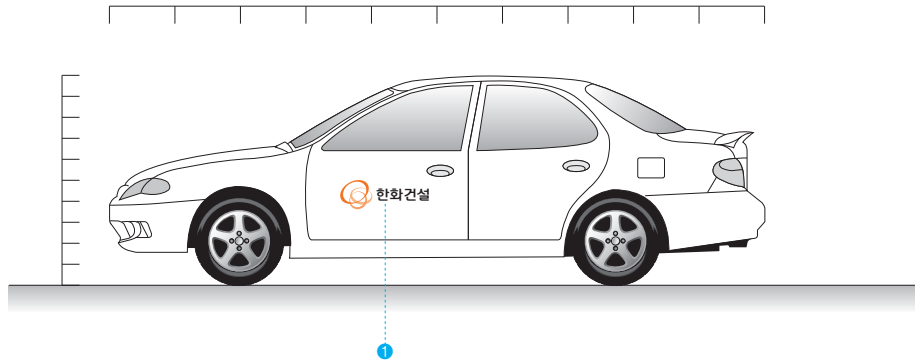
<div style="background-color: #f96; width: 100%; height: 100%;"></div> <div style="background-color: #f96; width: 100%; height: 100%;"></div> <div style="background-color: #f96; width: 100%; height: 100%;"></div>	<div style="background-color: black; width: 100%; height: 100%;"></div>	<div style="background-color: white; width: 100%; height: 100%;"></div>
<div style="display: flex; justify-content: space-between;"> Hanwha Orange 100% 70% 50% </div>	<div>Process Black</div>	<div>Process White</div>

- ① A photo print film is cut out and attached
- ② Painting is done using Process White

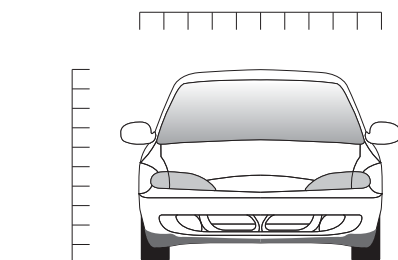
Passenger Cars

1. CI-Highlight Type

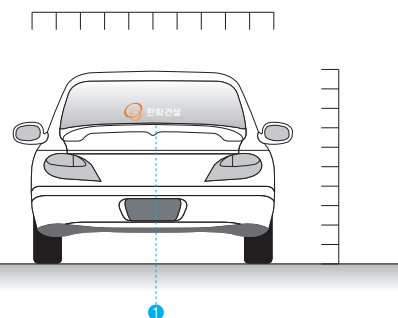
Side



Front



Back



Hanwha Orange
100% 70% 50%

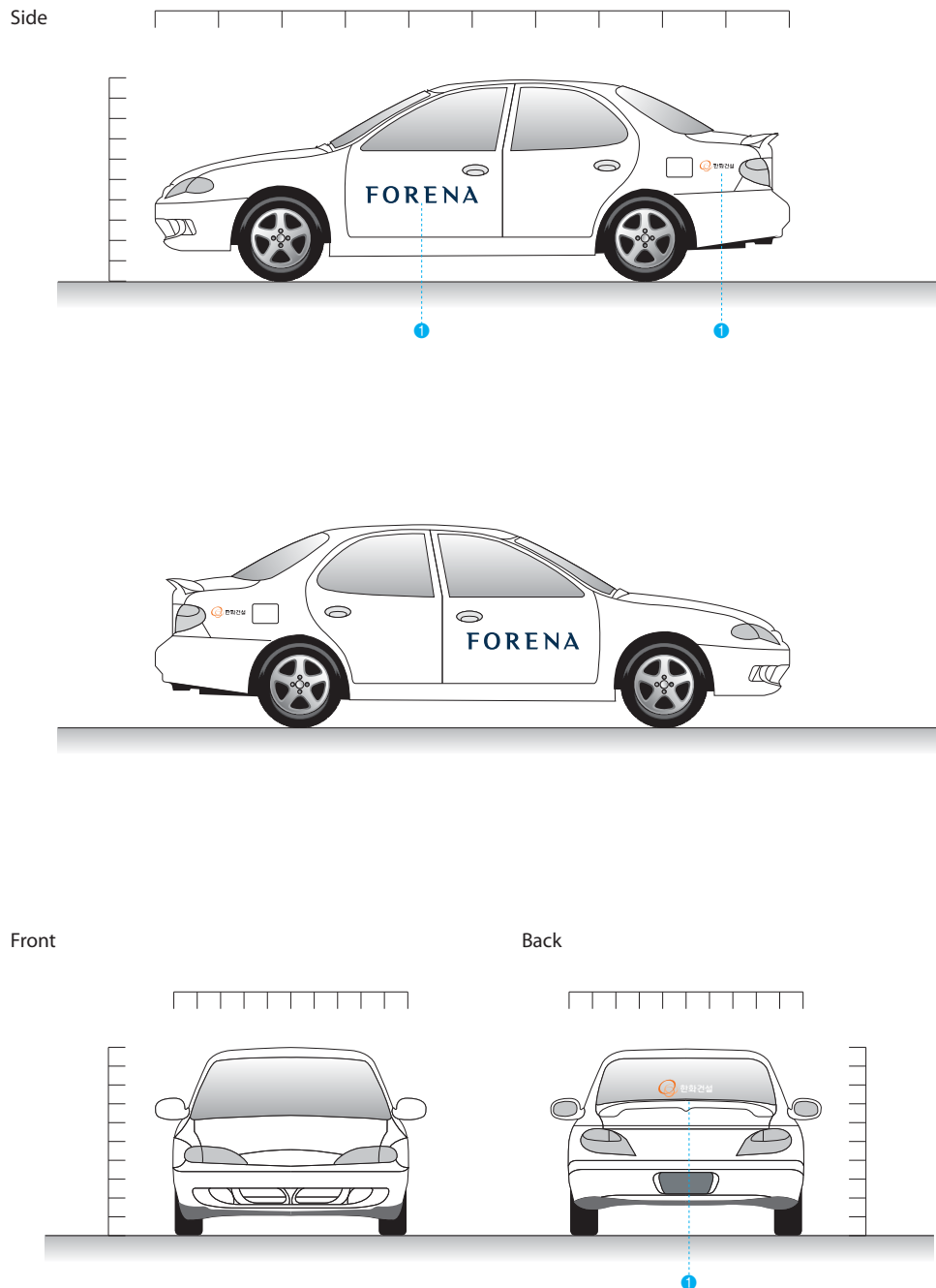
Process
Black

Process
White

① A photo print film is cut out and attached

Passenger Cars

2. BI-Highlight Type



Hanwha Orange
100% 70% 50%

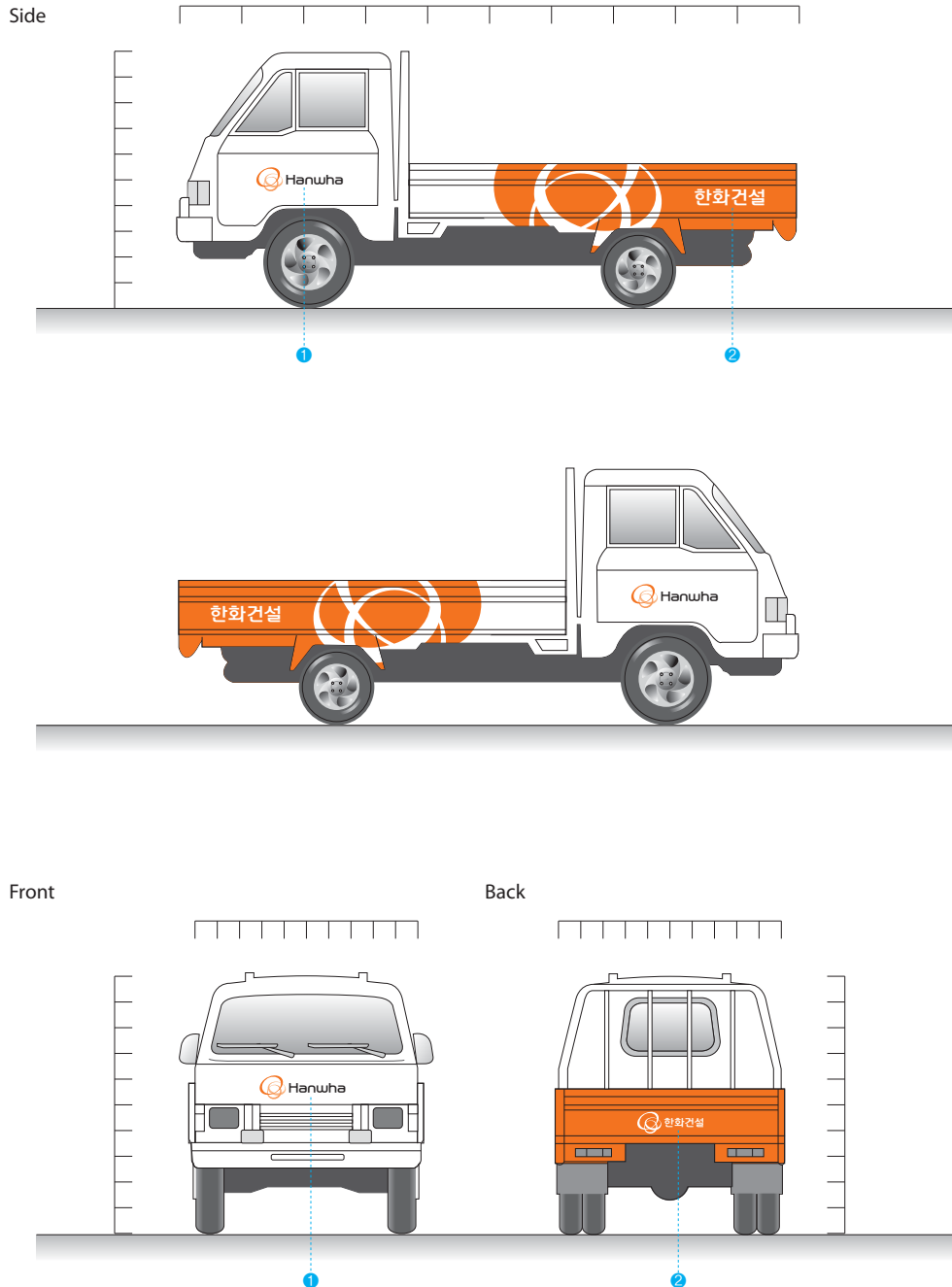
Process
Black

Process
White

① A photo print film is cut out and attached

Trucks

1. CI-Highlight Type



Production specifications

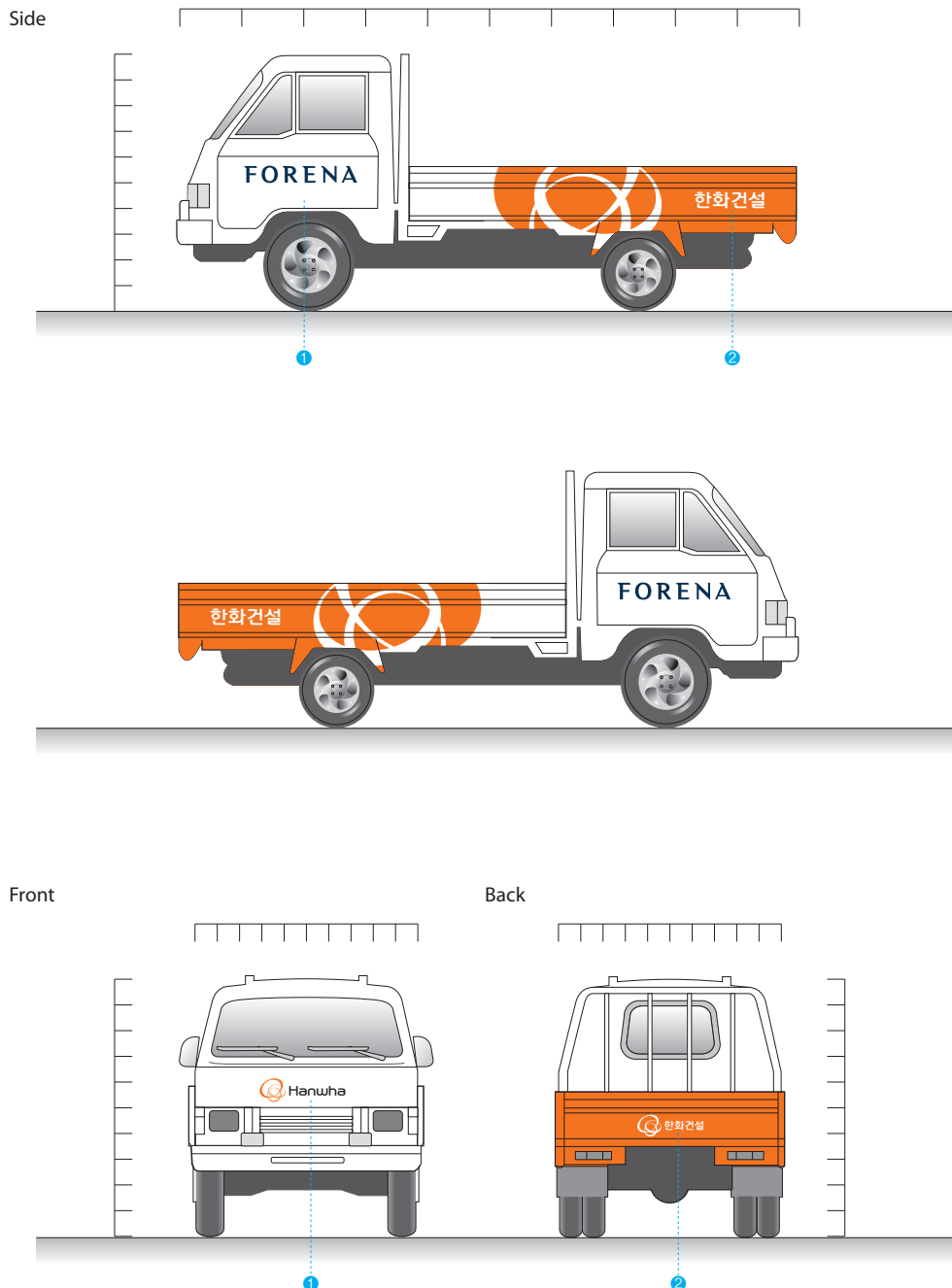
Processing: Painting with a designated color

<div>Hanwha Orange</div> <div>100% 70% 50%</div>	<div>Process Black</div>	<div>Process White</div>
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- ① A photo print film is cut out and attached
- ② Painting is done using Process White

Trucks

2. BI-Highlight Type



Production specifications

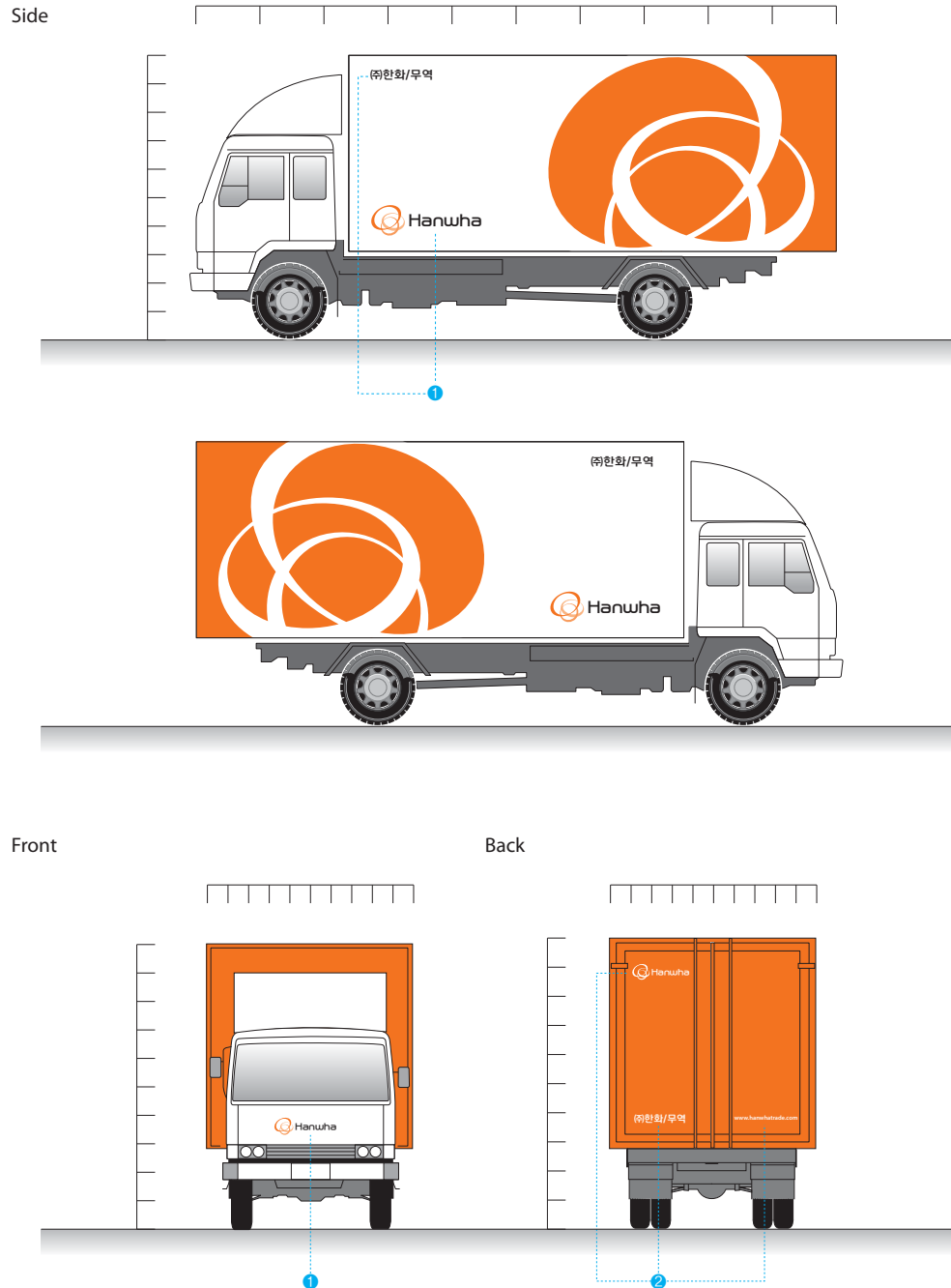
Processing: Painting with a designated color

Hanwha Orange 100% 70% 50%	Process Black	Process White
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- ① A photo print film is cut out and attached
- ② Painting is done using Process White

Cargo Vans

1. CI-Highlight Type



Production specifications

Processing: Painting with a designated color

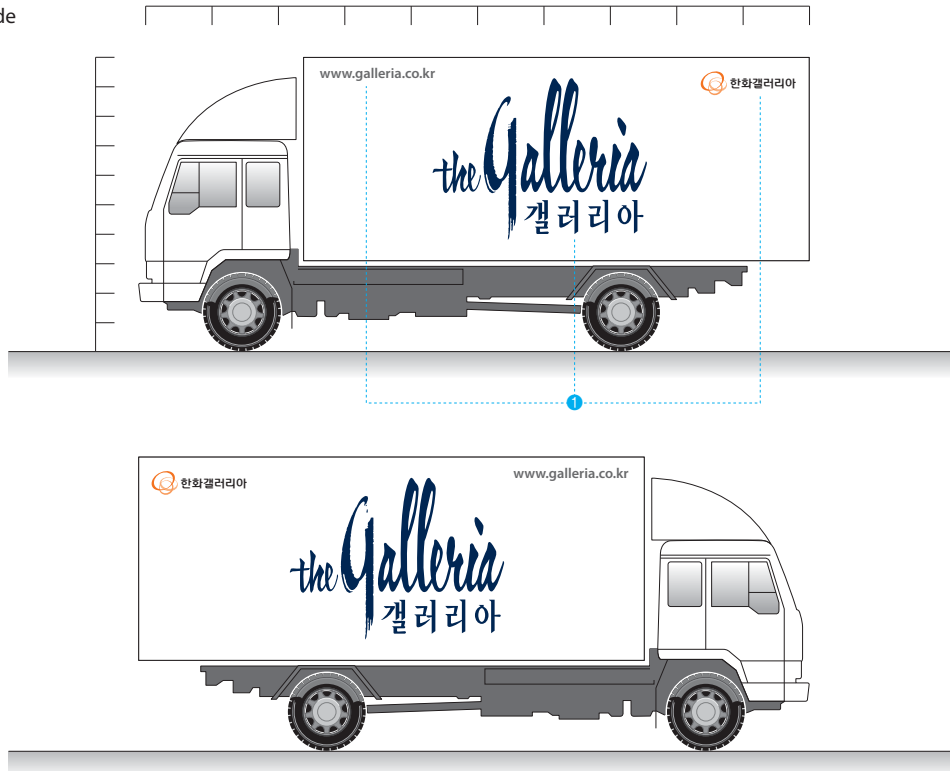
<p>Hanwha Orange</p> <p>100% 70% 50%</p>	<p>Process Black</p>	<p>Process White</p>
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- ① A photo print film is cut out and attached
- ② Painting is done using Process White

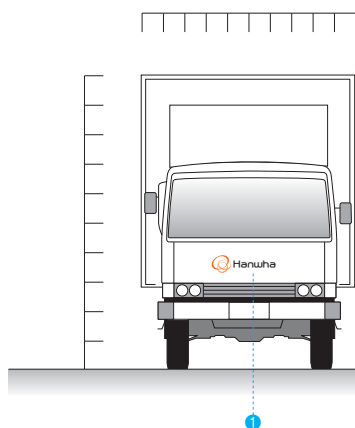
Cargo Vans

2. BI-Highlight Type

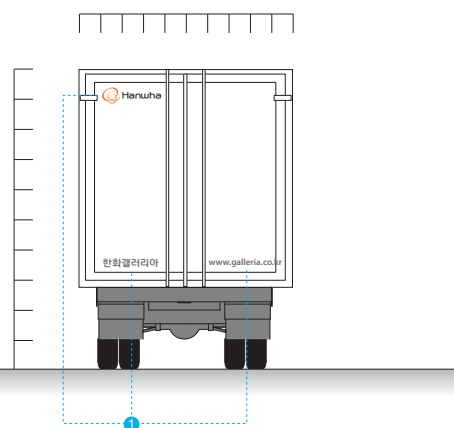
Side



Front



Back



Hanwha Orange
100% 70% 50%

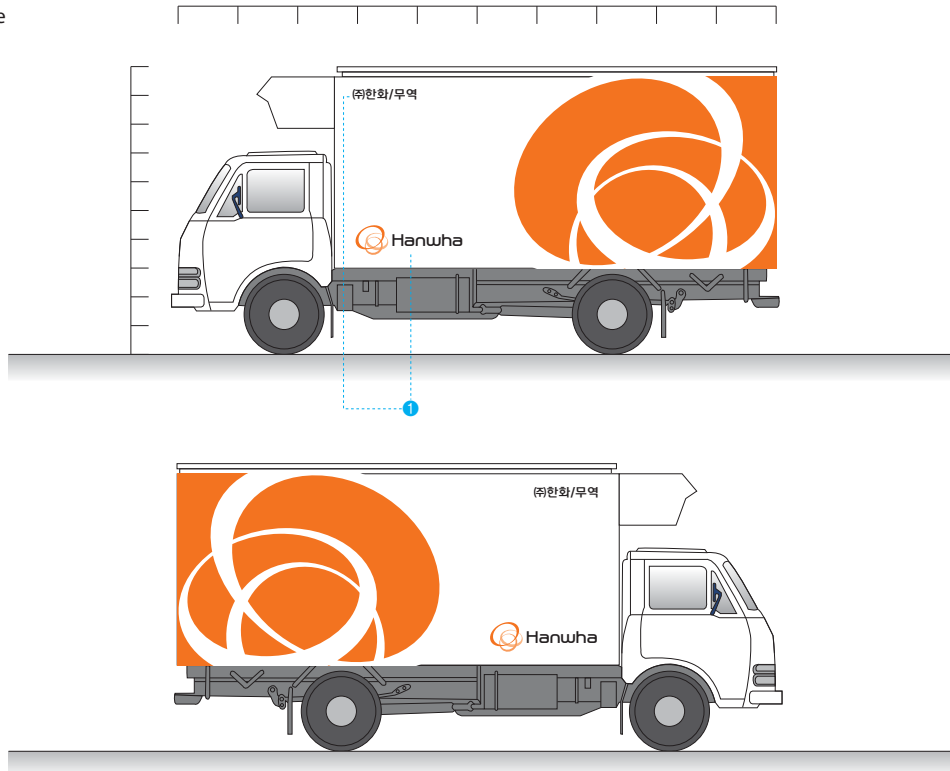
Process
Black

Process
White

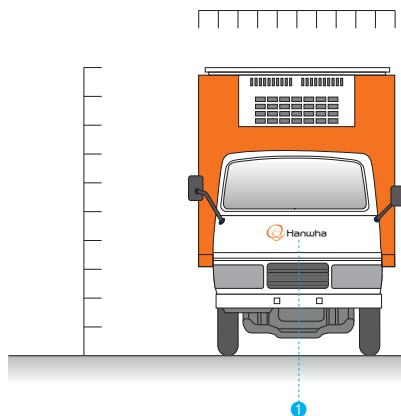
① A photo print film is cut out and attached

Refrigerated Vans

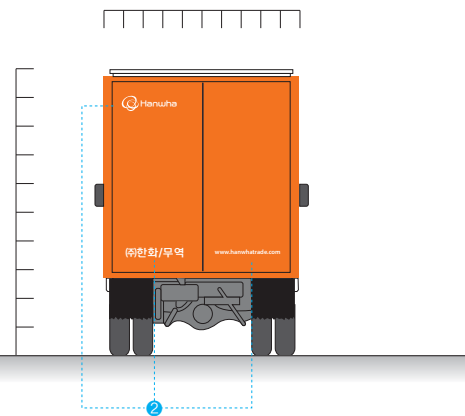
Side



Front



Back



Production specifications

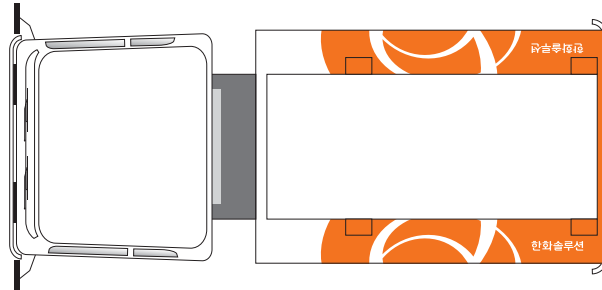
Processing: Painting with a designated color

Hanwha Orange 100% 70% 50%	Process Black	Process White
--------------------------------------	----------------------	----------------------

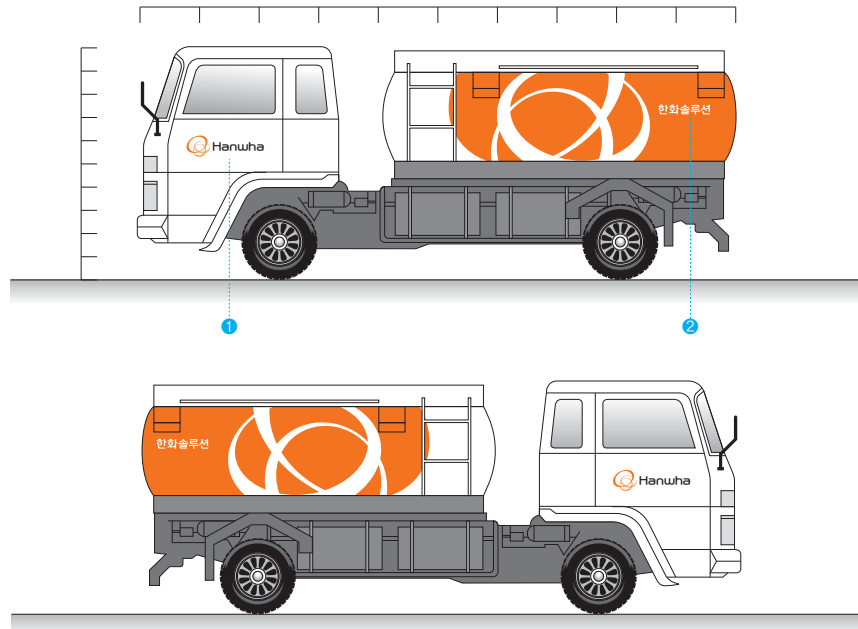
- ① A photo print film is cut out and attached
- ② Painting is done using Process White

Tank Cars

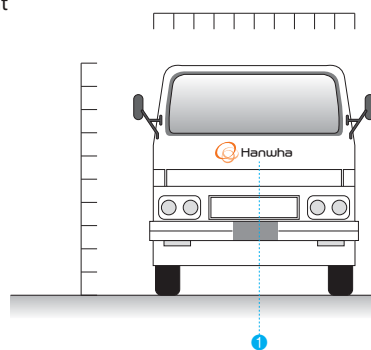
Top



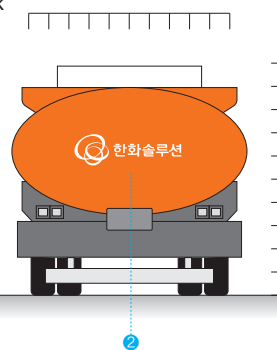
Side



Front



Back



Production specifications

Processing: Painting with a designated color

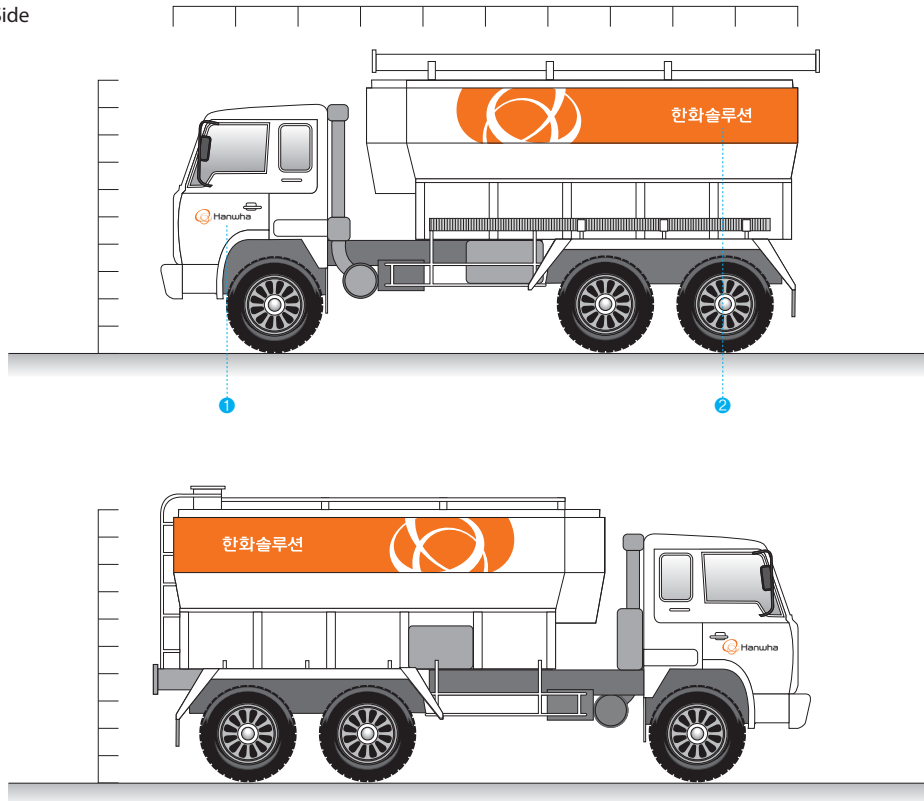
<div style="display: flex; justify-content: space-around;"> <div style="background-color: #f96; width: 30px; height: 30px;"></div> <div style="background-color: #f9c; width: 30px; height: 30px;"></div> <div style="background-color: #fde; width: 30px; height: 30px;"></div> </div> <p>Hanwha Orange 100% 70% 50%</p>	<div style="background-color: black; width: 30px; height: 30px;"></div> <p>Process Black</p>	<div style="background-color: white; width: 30px; height: 30px; border: 1px solid black;"></div> <p>Process White</p>
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- ① A photo print film is cut out and attached
- ② Painting is done using Process White

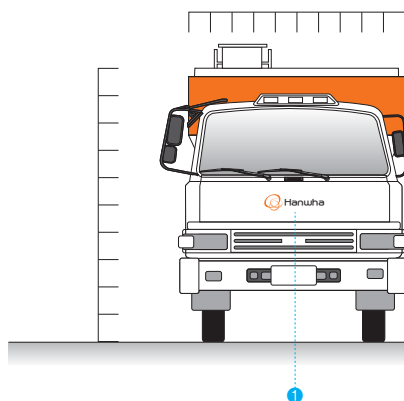
AN-FO

Specialized Vehicles

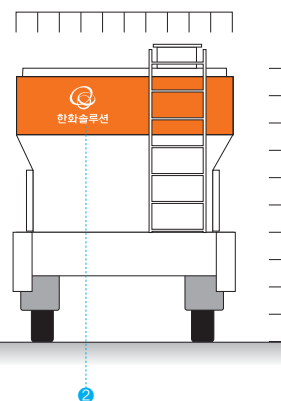
Side



Front



Back



Production specifications

Processing: Painting with a designated color

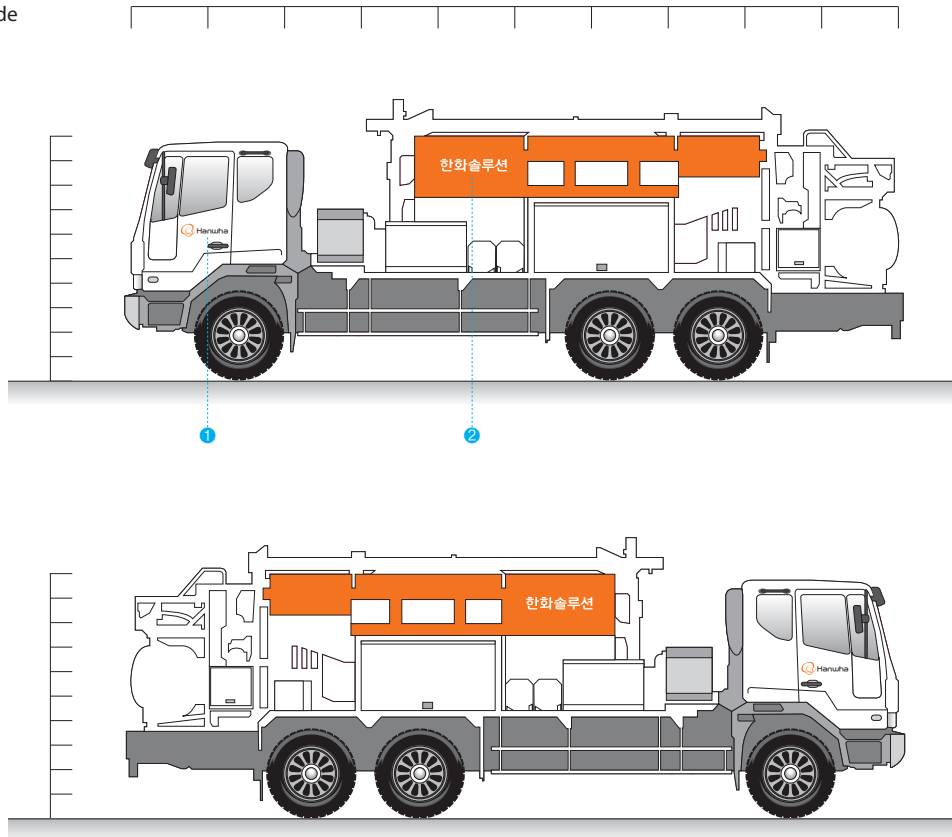
<div style="background-color: #f96; width: 100%; height: 100%;"></div> <div style="background-color: #f96; width: 70%; height: 100%;"></div> <div style="background-color: #f96; width: 50%; height: 100%;"></div>	<div style="background-color: black; width: 100%; height: 100%;"></div>	<div style="background-color: white; width: 100%; height: 100%;"></div>
<p>Hanwha Orange</p> <p>100% 70% 50%</p>	<p>Process Black</p>	<p>Process White</p>

- ① A photo print film is cut out and attached
- ② Painting is done using Process White

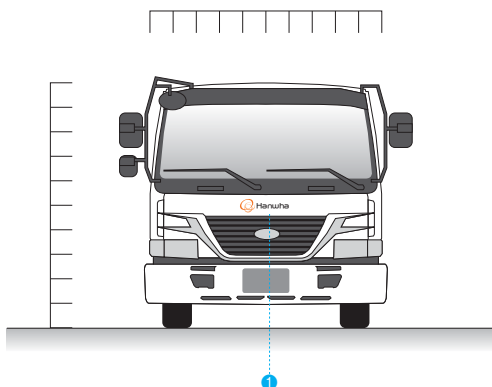
Hi-Max

Specialized Vehicles

Side



Front



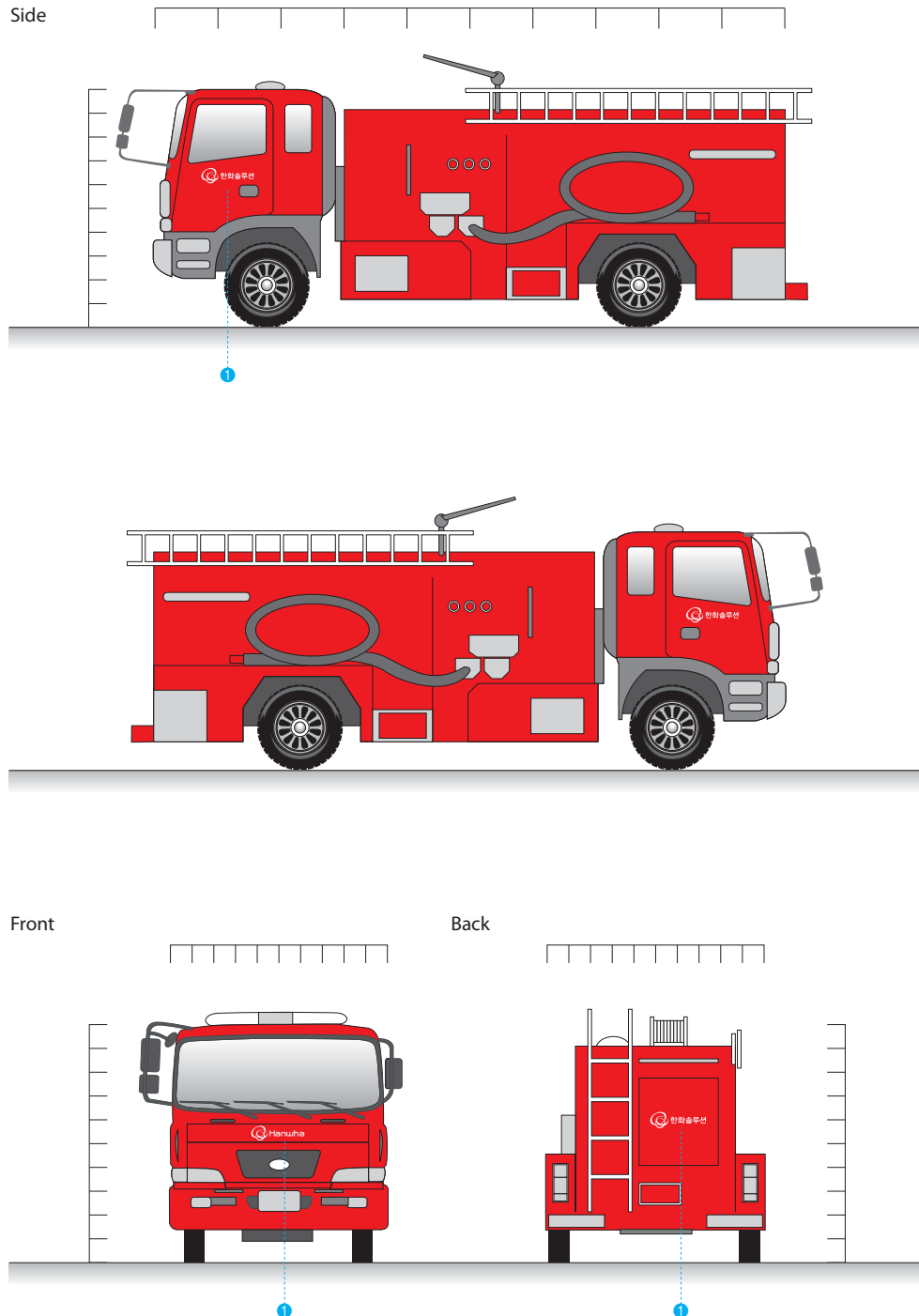
Production specifications

Processing: Painting with a designated color

Hanwha Orange			Process Black	Process White
100%	70%	50%		

- 1 A photo print film is cut out and attached
- 2 Painting is done using Process White

Fire Trucks

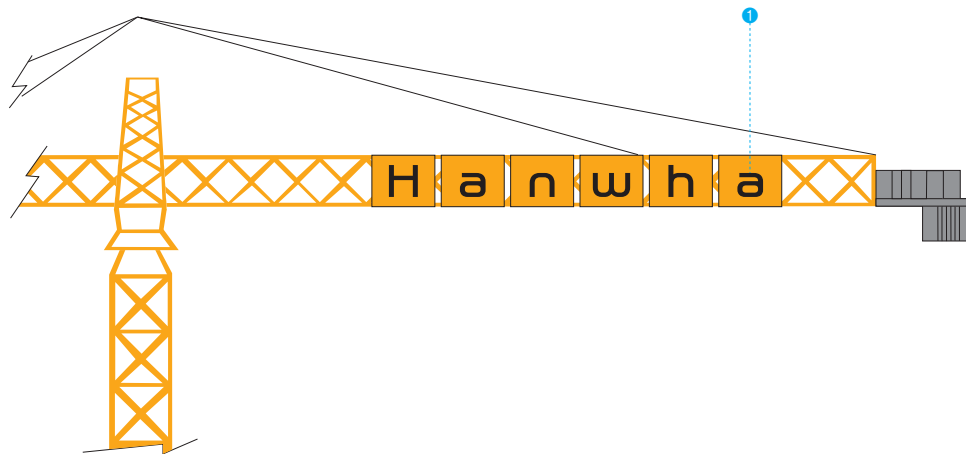


Process
White

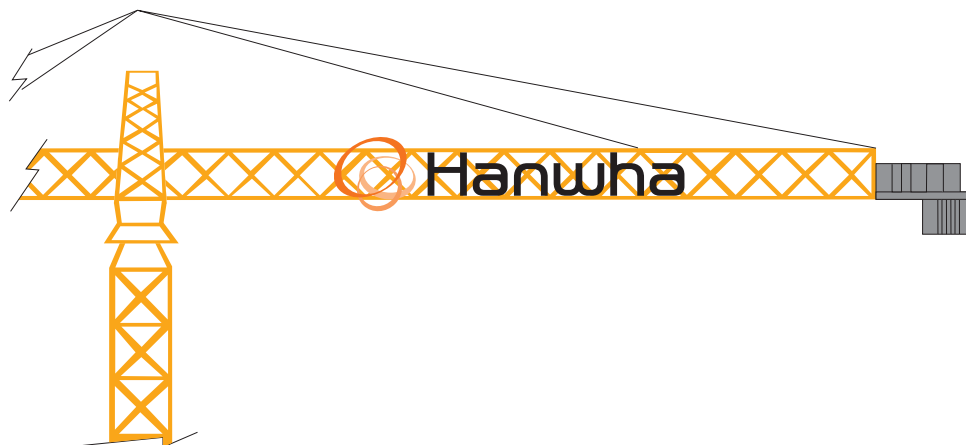
1 A white sheet is cut out and attached

Tower Cranes

Plate Attachment Type



Channel Type



Please refer to SIGNAGE SYSTEM_ Part 2. Exterior Signage System Group Signage System/Common (9.09) for production specifications.

Production specifications (Plate Attachment Type)

Processing: Painting is done using a designated color on a metal plate

Hanwha Orange			Process Black
100%	70%	50%	

Production specifications (Channel Type)

Processing: An illuminated channel is manufactured and attached.

i Cut in black, then attached

SIGNAGE SYSTEM

Hanwha's Signage System provides rules for the application of the company's exterior, interior, and branch signage. It includes advice on various design methods that will highlight the characteristics of each type of sign.

Part 1. Basic Signage System

Part 2. Exterior Signage System

Part 3. Plant Signage System

Part 4. Interior Signage System

Part 5. Branch Signage System

Part 6. Finance Branch Signage System

Part 7. Attachment Signage System



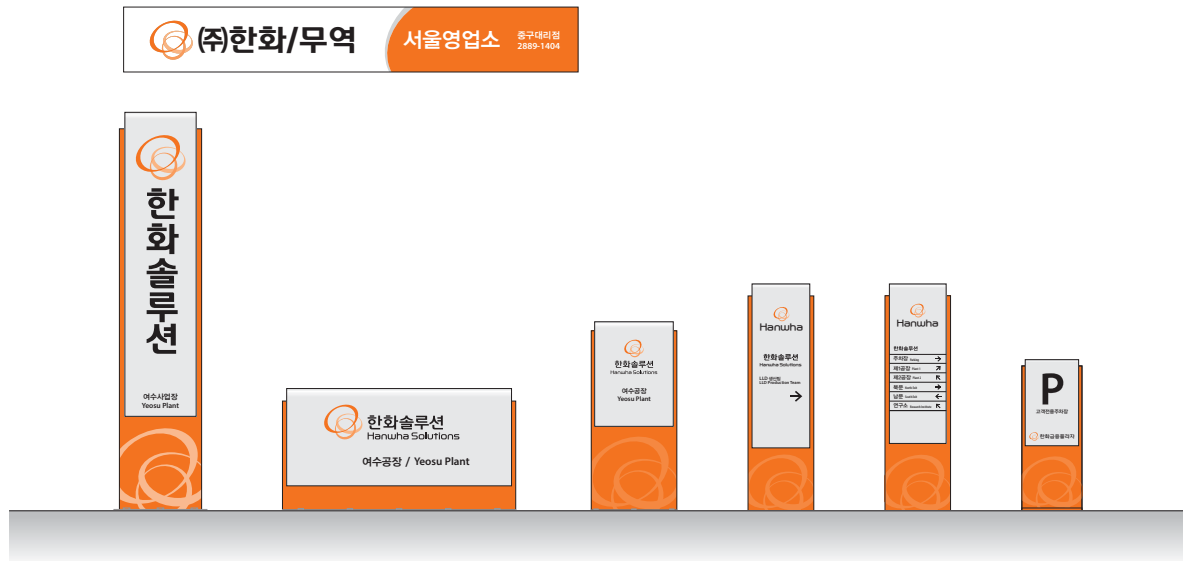
Part 1. Basic Signage System

Guidelines for Using the Hanwha Signage System	8.01
Using the Hanwha Signature in the Signage System	8.03
Rules for Using the Signature in the Signage System	8.05
Typefaces	8.11
Pictograms	8.12
Color Rules for the Signage System	8.13

Guidelines for Using the Hanwaha Signage System

The Hanwaha Signage System uses a rounded top format that gives the company's various types of signage a modern and sophisticated look. These guidelines offer advice regarding such matters as the correct proportions to be used with each design element, the proper ratios of the Symbol Mark and the Logotype, and how to apply motifs to enhance their legibility and visibility.

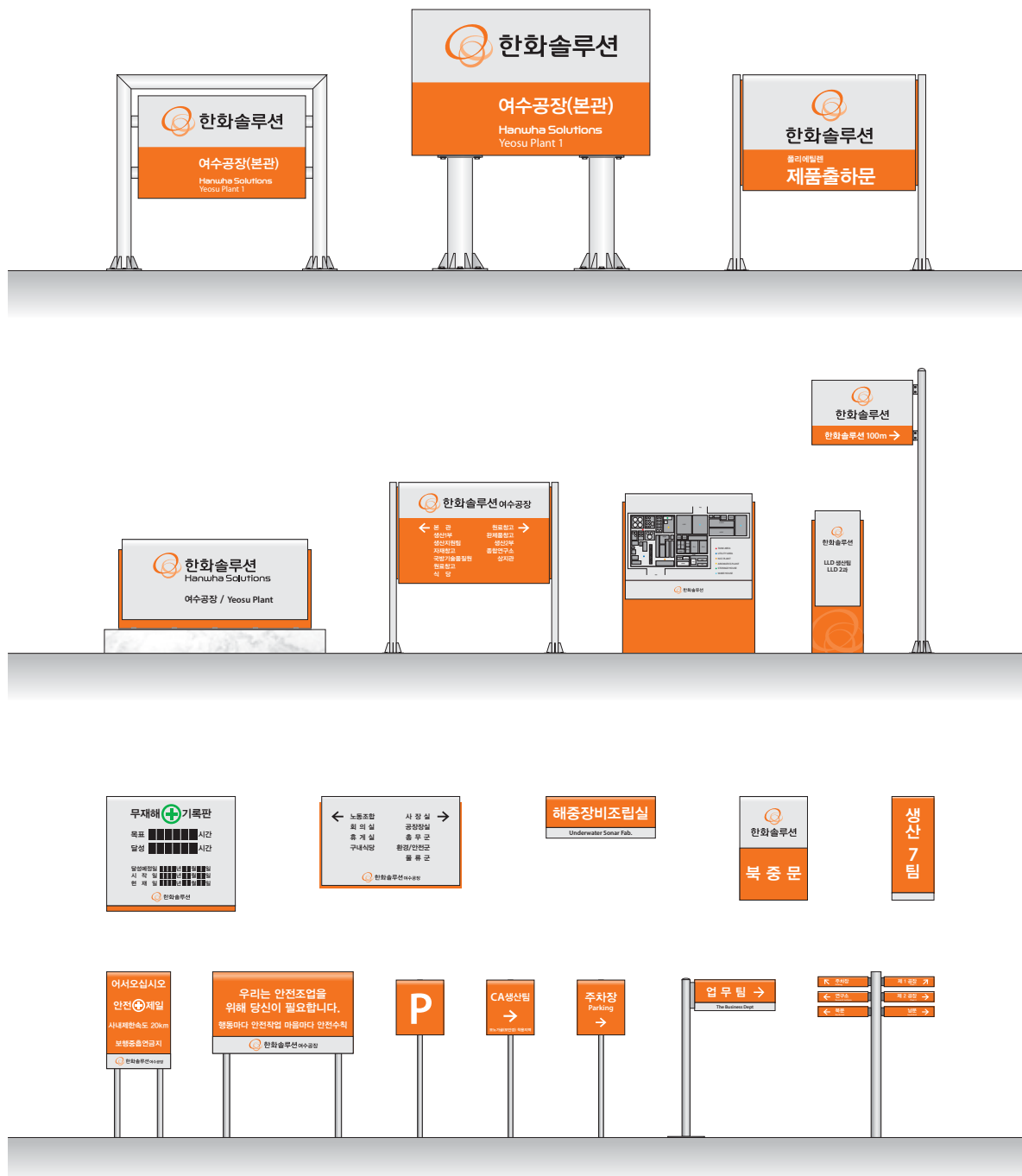
1. Exterior Signage System (Group/Common)



2. Interior Signage System (Group/Common)



3. Signage System (Plants)



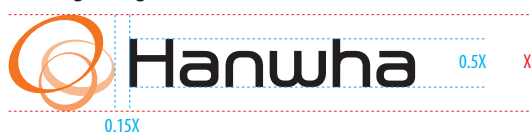
Using the Hanwha Signature in the Signage System

The recommended ratio for using the Signature with the signage system is 10:5, but a 10:6 one may be used in cases where long-distance legibility is needed.

1. Applying the Signature to Signs

A 10:5 ratio should be used for most interior and exterior signs and billboards. The 10:6 ratio is for use with branch, outdoor channel, and standing signs.

10:5 English Signature



10:5 Korean Signature



10:5 Chinese Signature



Interior and Exterior Signs
and Billboards

10:6 English Signature



10:6 Korean Signature



10:6 Chinese Signature



Branch, Outdoor Channel,
and Standing Signs

* The actual Korean-Chinese ratio is 10:6.67.

Using the Hanwha Signature in the Signage System

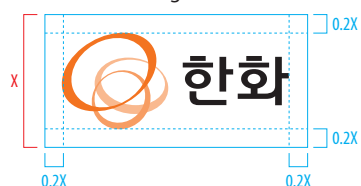
2. Clear Space

When a Signature is to be applied to a sign, it must be given a certain amount of space from the other design elements. These must not invade the space around the Signature, since it is essential that the Signature be given the maximum amount of space possible.

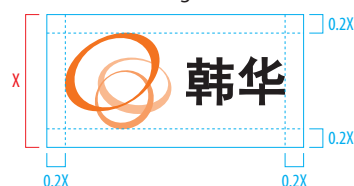
10:5 English Signature



10:5 Korean Signature



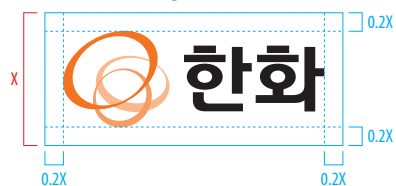
10:5 Chinese Signature



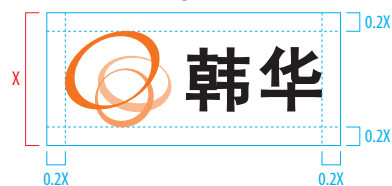
10:6 English Signature



10:6 Korean Signature



10:6 Chinese Signature




Rules for Using the Signature in the Signage System

The Sign Signature is composed of the Horizontal Signature and either Vertical Signatures A or B. The following rules and ratios should be observed without fail.



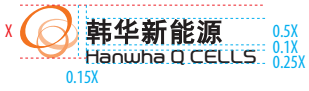
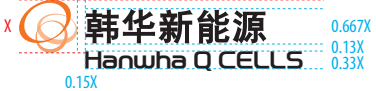
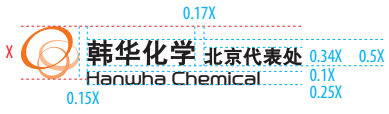
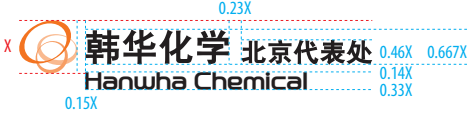






The value of X is the height of the Hanwha Tricircle. The color used for the company name is Process Black 100%.

Signature	English Signature 10 : 5	Korean Signature 10 : 5	Chinese Signature 10 : 5
Horizontal Signature	Primary Signature		
			
	Secondary Signature		
			
Vertical Signature A	Primary Signature		
			
	Secondary Signature		
			
Vertical Signature B			
			





Rules for Using the Signature in the Signage System

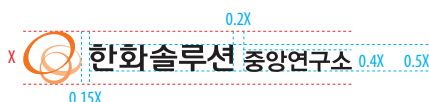
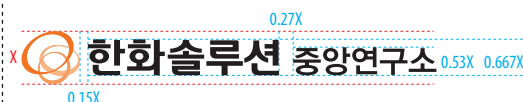
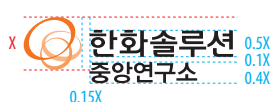

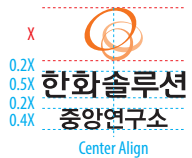

Signature	English Signature 10:6	Korean Signature 10:6	Chinese Signature 10:6
Horizontal Signature	Primary Signature		
			
	Secondary Signature		
Vertical Signature A	Primary Signature		
			
	Secondary Signature		
Vertical Signature B	Primary Signature		
			
	Secondary Signature		

Rules for Using the Signature in the Signage System

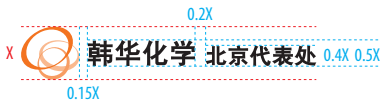
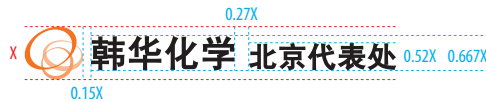

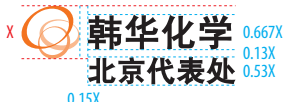
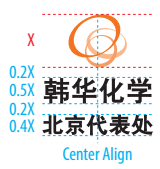

Signature	Korean-English/Chinese-English 10:5	Korean-English/Chinese-English 10:6
Horizontal Signature	Korean-English	
		
	Chinese-English (Legal Name)	
		
	Chinese-English (Branch Name)	
		
Vertical Signature	Korean-English	
		
	Chinese-English (Legal Name)	
		
	Chinese-English (Branch Name)	
		

Rules for Using the Signature in the Signage System

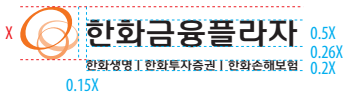
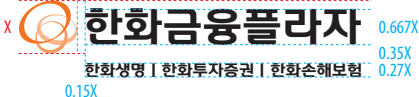
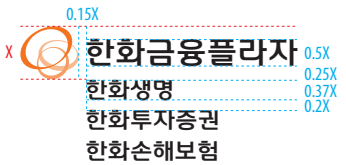
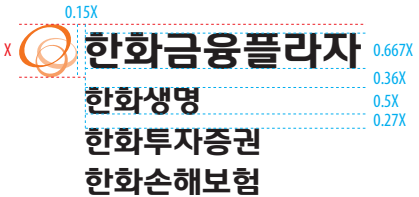



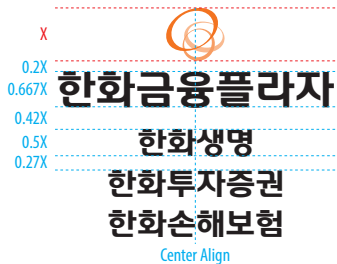
Signature	English Branch Names 10:5	English Branch Names 10:6
Horizontal Signature		
Vertical Signature		

Signature	Korean Business Unit Names 10:5	Korean Business Unit Names 10:6
Horizontal Signature	Primary Signature	
		
	Secondary Signature	
		
Vertical Signature		

Rules for Using the Signature in the Signage System

Signature	Chinese Branch Names 10:5	Chinese Branch Names 10:6
Horizontal Signature	Primary Signature	
	 The diagram shows the logo (a stylized orange circle with a cross) and the text "韩华化学 北京代表处" in black. Dimension lines indicate the following ratios: 0.2X for the logo height, 0.15X for the logo width, 0.4X for the text height, and 0.5X for the text width.	 The diagram shows the logo and text "韩华化学 北京代表处". Dimension lines indicate the following ratios: 0.27X for the logo height, 0.15X for the logo width, 0.52X for the text height, and 0.667X for the text width.
	Secondary Signature	
	 The diagram shows the logo and text "韩华化学 北京代表处". Dimension lines indicate the following ratios: 0.5X for the logo height, 0.1X for the logo width, 0.15X for the text height, and 0.4X for the text width.	 The diagram shows the logo and text "韩华化学 北京代表处". Dimension lines indicate the following ratios: 0.667X for the logo height, 0.13X for the logo width, 0.15X for the text height, and 0.53X for the text width.
Vertical Signature	 The diagram shows the logo and text "韩华化学 北京代表处" arranged vertically. Dimension lines indicate the following ratios: 0.2X for the logo height, 0.5X for the logo width, 0.2X for the text height, and 0.4X for the text width. The text is "Center Align".	 The diagram shows the logo and text "韩华化学 北京代表处" arranged vertically. Dimension lines indicate the following ratios: 0.2X for the logo height, 0.667X for the logo width, 0.27X for the text height, and 0.53X for the text width. The text is "Center Align".

Rules for Using the Signature in the Signage System

Signature	Hanwha Finance Plaza companies 10:5	Hanwha Finance Plaza companies 10:6
Horizontal Signature	Primary Signature	
	 <p>한화금융플라자 0.5X 한화생명 한화투자증권 한화손해보험 0.2X 0.15X</p>	 <p>한화금융플라자 0.667X 한화생명 한화투자증권 한화손해보험 0.35X 0.27X 0.15X</p>
	Secondary Signature	
	 <p>한화금융플라자 0.5X 한화생명 0.25X 한화투자증권 0.37X 한화손해보험 0.2X 0.15X</p>	 <p>한화금융플라자 0.667X 한화생명 0.36X 한화투자증권 0.5X 한화손해보험 0.27X 0.15X</p>
Vertical Signature	Primary Signature	
	 <p>한화금융플라자 0.5X 한화생명 한화투자증권 한화손해보험 0.2X Center Align</p>	 <p>한화금융플라자 0.667X 한화생명 한화투자증권 한화손해보험 0.35X Center Align</p>
	Secondary Signature	
	 <p>한화금융플라자 0.5X 한화생명 0.32X 한화투자증권 0.37X 한화손해보험 0.2X Center Align</p>	 <p>한화금융플라자 0.667X 한화생명 0.42X 한화투자증권 0.5X 한화손해보험 0.27X Center Align</p>

Typefaces

Yoon Gothic 140 is the recommended Korean typeface for Hanwha signage. Myriad Pro Semibold is used for English and numbers.

1. Korean Typeface

Yoon Gothic 140 (Hanwha R)

한화는 고객의 에너지로 커 가고
고객은 한화의 에너지로 풍요로워집니다.

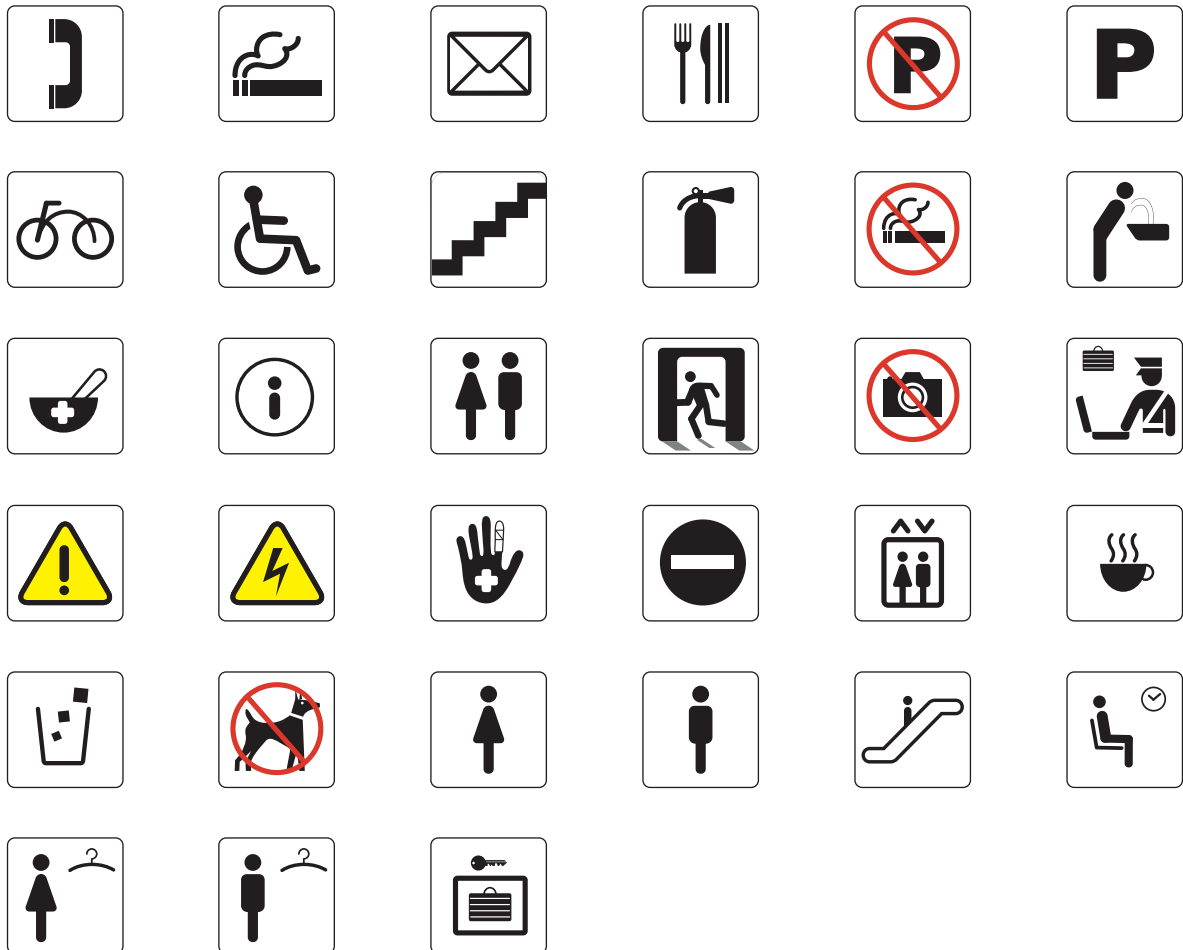
2. Designated Typeface for Use with English and Numbers

Myriad Pro Semibold

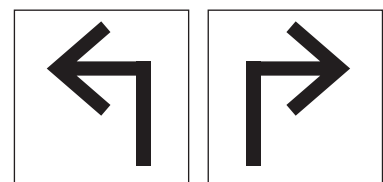
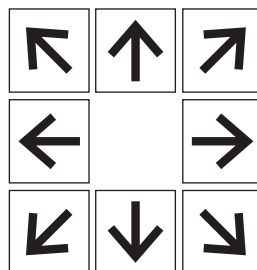
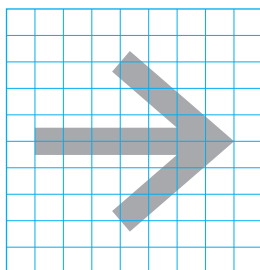
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()+=~,;

Pictograms

Pictograms are used to communicate information in a simple and efficient manner. They should always be used the same way to maintain a consistent image of Hanwha.







Directional Arrows







Color Rules for the Signage System

Only designated types of paint and materials should be used, for the sake of consistency. In the case of Hanwha Orange, Hanwha Gray silver, and Hanwha White pearl, only paint made by an approved manufacturer should be used. The recommended CMYK should be used for photo printing.

Classifications		Hanwha Colors			
Colors					
Color Sheets	Lighting	3M Solvent Photo Printing	3M Solvent Photo Printing	3M Solvent Photo Printing	
	Impermeable Lighting	3M Solvent Photo Printing	3M Solvent Photo Printing	3M Solvent Photo Printing	Black Sheet 3M 3630-22
Paint	Exterior Signage	Semi-Gloss Urethane Hanwha Orange (100%)	Semi-Gloss Urethane Hanwha Orange (70%)	Semi-Gloss Urethane Hanwha Orange (50%)	
	Interior Signage	Semi-Gloss Lacquer Hanwha Orange (100%)	Semi-Gloss Lacquer Hanwha Orange (70%)	Semi-Gloss Lacquer Hanwha Orange (50%)	
	Outdoor Walls	Hanwha Orange (100%)	Hanwha Orange (70%)	Hanwha Orange (50%)	
	Vehicles	Urethane Hanwha CAR Orange (100%)	Urethane Hanwha CAR Orange (70%)	Urethane Hanwha CAR Orange (50%)	
	Characters				Urethane Hanwha Black

Flex	Branch Signs	Lighting	3M Panagraphics plus (Two-sided Printing)			
		Impermeable Lighting	3M Panagraphics plus (One-sided Printing)			
	Billboards	Lighting	3M Panagraphics JS1902SCL (Two-sided Printing)			
		Impermeable Lighting	3M Panagraphics JS1902SCL (One-sided Printing)			
Photo Print		C0 M68 Y100 K0	C0 M47 Y70 K0	C0 M34 Y50 K0	K100	
Photo Printer		3pcs - Film: 3M Scotchcal / Solvent Ink: 3M Ink (Tricircle Channels, Window Tinting) 2pcs - Film: 3M Scotchcal / Solvent Ink: 3M Ink Flex - PrintingFlex: 3M / Solvent Ink: 3M Ink / Self-Cleaning Film: 3M Scotchcal JS				

Color Rules for the Signage System

Classifications		Backgrounds			
Colors		 Gray silver	 White pearl	 White	 Silver
Color Sheets	Lighting				Pantone 877 C
	Impermeable Lighting			White Sheet 3M 3630-20	Gloss Aluminum 3M 7725-120
Paint	Exterior Signage	Matte Urethane Hanwha Gray silver			
	Interior Signage		Hanwha White pearl		
	Outdoor Walls				
	Vehicles			Process White	
	Characters			Urethane Hanwha White	

* Paint producer: NOROO Paint & Paintings 080.944.7777 www.norooopaint.com



Part 2. Exterior Signage System

Overview of Group/Common Exterior Signage	9.01
Rules for Group/Common Exterior Signage	9.03
Rules for Applying Information Elements	9.05
Examples of Exterior Signage	9.07
Channel Signs	9.09
Canopy Signs	9.10
Standing Signs	9.11
Lawn Signs	9.14
Directional Signs	9.18
Parking Signs	9.20
Stele Signs	9.21
Parking Lot Signs	9.23
Public Signs	9.25

Overview of Group/Common Exterior Signage

The exterior signage of the Hanwha Group and its affiliates uses a rounded top format that reinforces the elliptical shape of the company's Tricircle. Hanwha Orange and White Silver are used to ensure that the signage is easily visible.

1. Exterior Signage System



① Standing Sign ② Lawn Sign (horizontal type) ③ Lawn Sign (vertical type)



④ Stele Sign ⑤ Public Sign ⑥ Underground Parking Sign ⑦ Directional Sign 1 ⑧ Directional Sign 2 ⑨ Parking Sign ⑩ Window Graphics

Overview of Group/Common Exterior Signage

2. Production of Exterior Signs

All exterior signs should be painted with the designated Hanwha colors after priming with white.



Channel Signs

Materials and Production

This type of signage contains a LED channel. The company's Symbol Mark is attached after photo printing using 3M solvent. The Logotype is painted with Process Black 100% for heightened daytime illumination, and with White for night use. This is done by applying a 3M Duflex Sheet.



Exterior Signs (Standing Type)

Materials and Production

The frames for exterior signs are made of stainless steel, with the Symbol Mark and the Logotype both having detachable channels. A designated type of film is attached to a motif at the bottom. To produce one, make an STS frame, do laser cutting for the characters, and then apply paint or use a designated type of color sheet. White Silver and Hanwha Orange colors are used.



Exterior Signs (Panel Type)

Materials and Production

The frames for exterior signs are made of STS, while the Symbol Mark, the Logotype, and all other information elements are made using a designated type of color sheet. Information elements should be aligned from the center. White Silver and Hanwha Orange colors are used.

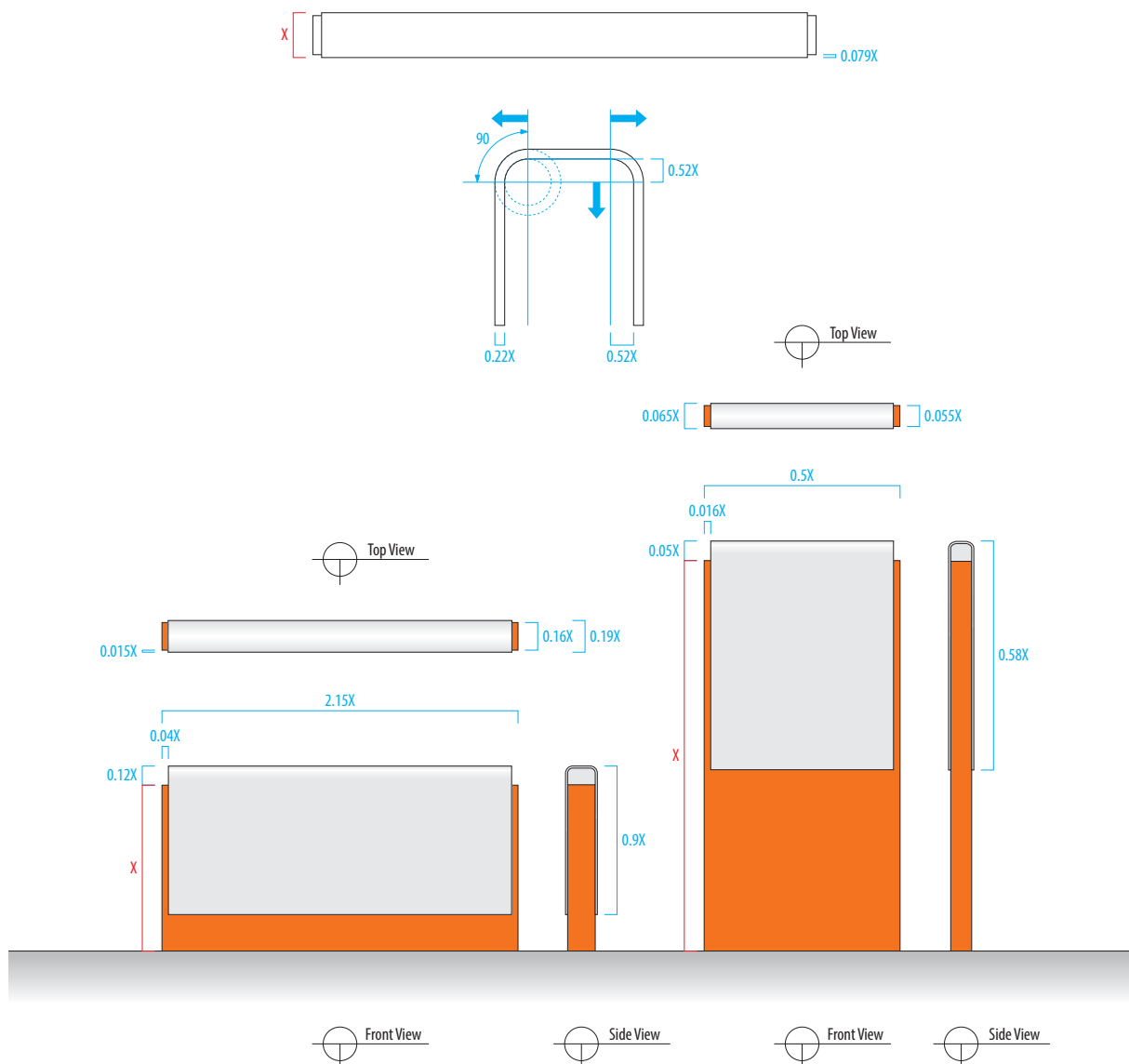
Rules for Group/Common Exterior Signage

The following rules are designed to ensure a clear and consistent image of Hanwha.

The proportions of each type of element, the ratio of the Symbol Mark and the Logotype, the motif, and other design factors should be placed so as to facilitate their legibility and visibility.

1. Rules for Rounded Tops

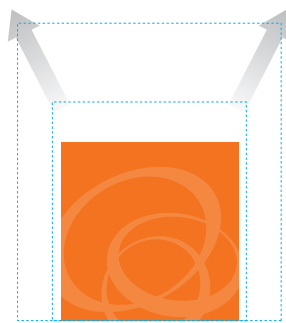
The correct production of the rounded top is extremely important, since its purpose is to reinforce the image of the Tricircle. Production of these signs must be done according to the rules given below. Any parts that are composed of straight lines (with the exception of those that are used for the rounded top) can be reduced or increased according to their height.



Rules for Group/Common Exterior Signage

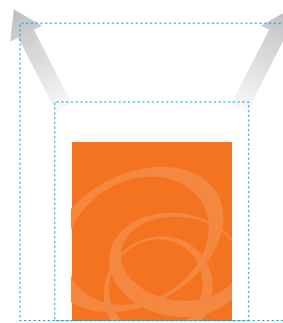
2. Using Motifs on Exterior Signs

Type A

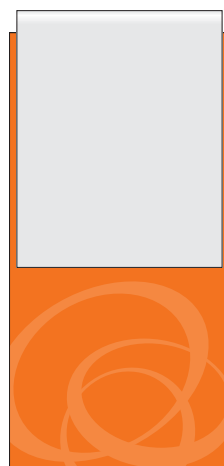


For wide motifs

Type B



For narrow motifs



* Exterior sign motifs are mainly used for standing signs.
They are colored using 50% Hanwha Orange Color.

* An exterior sign may be made without a motif if space is lacking.



Rules for Applying Information Elements

Apply information elements according to the rules governing signage forms, sizes, and proportions. The sole exception to this rule is channel signs.

1. Applying the Logotype

These rules govern how the Logotype should appear when it is being used without the Symbol.

Korean-English Logotype



English Logotype



2. Single Line

Single line rules for Korean-English A



Single line rules for Korean-English B



Single line rules for Korean-English C



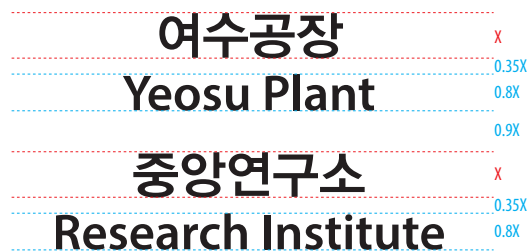
Rules for Applying Information Elements

3. Double Line

Double line rules for Korean-English A



Double line rules for Korean-English B



Examples of Exterior Signage

Every type of Hanwha's exterior signage must present a clear and consistent image of the company. This is done by taking the size, location, and conditions surrounding the sign into consideration.

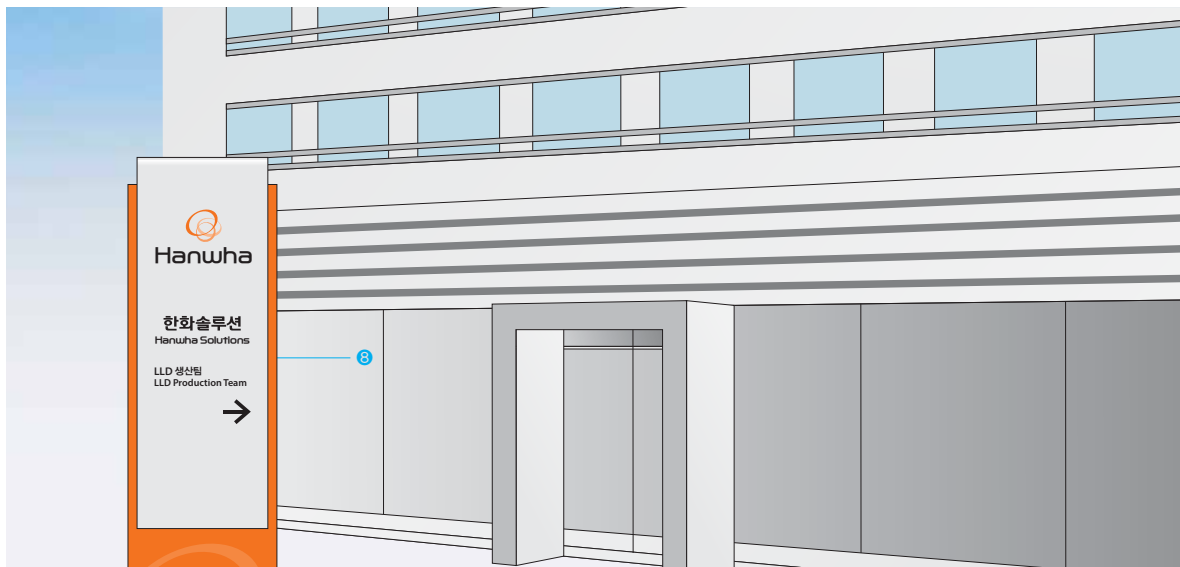
1. The Signature that is used on exterior signs must use a 10:5 ratio for both the Symbol Mark and the Logotype.
2. Branch, outdoor channel, and standing signs must use a 10:6 ratio for Korean, English, and Chinese Signatures. This is done to ensure long-distance visibility.
3. All exterior signs should be painted with designated Hanwha colors after priming with white.



Exterior Signage System

- ① Channel Sign
- ② Lawn Sign
- ③ Directional Sign
- ④ Parking Sign
- ⑤ Canopy Sign

Exterior Signage System



Exterior Signage System

- ⑥ Standing Sign
- ⑦ Stele Sign
- ⑧ Directional Sign

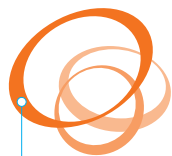
Channel Signs

Channel signs are fastened to the outside walls of buildings. Apply the 10:6 ratio for Korean, English, and Chinese Signatures. Apply black or white to the Logotype, depending on the color of the building.

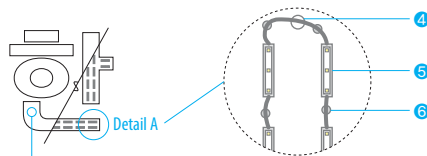
English Signature (10:6)



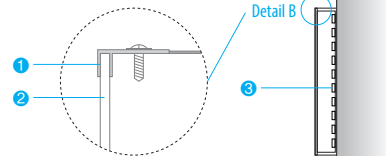
Korean Signature (10:6)



THK 1.2mm STS Frame
+ Painting with a designated color
+ Milky light-diffusing polycarbonate
+ 3M triple laminate film



THK 1.2mm STS Frame
+ Painting with an approved color
+ Milky light-diffusing polycarbonate



Daytime



Nighttime



Production specifications

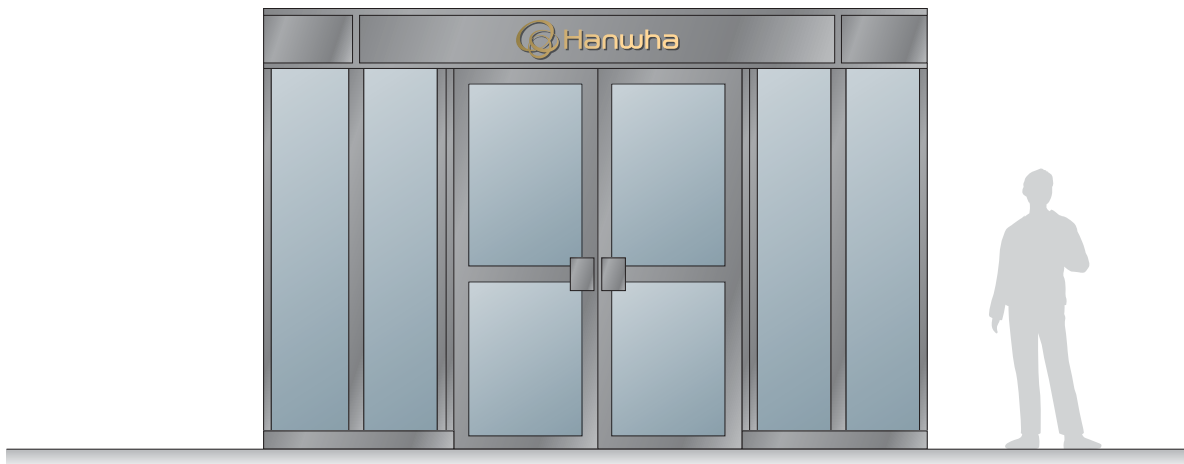
- ① THK 1.2mm STS Frame + Paint with a designated color + Attach 3M triple laminate film
- ② Milky light-diffusing polycarbonate
- ③ 3-bulb white LED module
- ④ Waterproof bushing (LED wiring out)
- ⑤ 3-bulb white LED module (attach double-sided tape to the back and treat with silicon adhesive)
- ⑥ Cover LED connecting wire with a heat-sealing adhesive

Canopy Signs

Canopy signs are placed at the top of a building's entrance. They can be in the form of a Signature or a Logotype. Apply Hanwha Orange to the Symbol Mark, and either Black or Silver to the Logotype. Silver and Gold can be used if a single color tone is desired.



* Do not apply a Logotype of a Symbol Mark and a gold color.



Production specifications

- ① Bend and mold the STS frame and paint with a designated color
- ② Paint the brass with chrome
- ③ Mold with brass

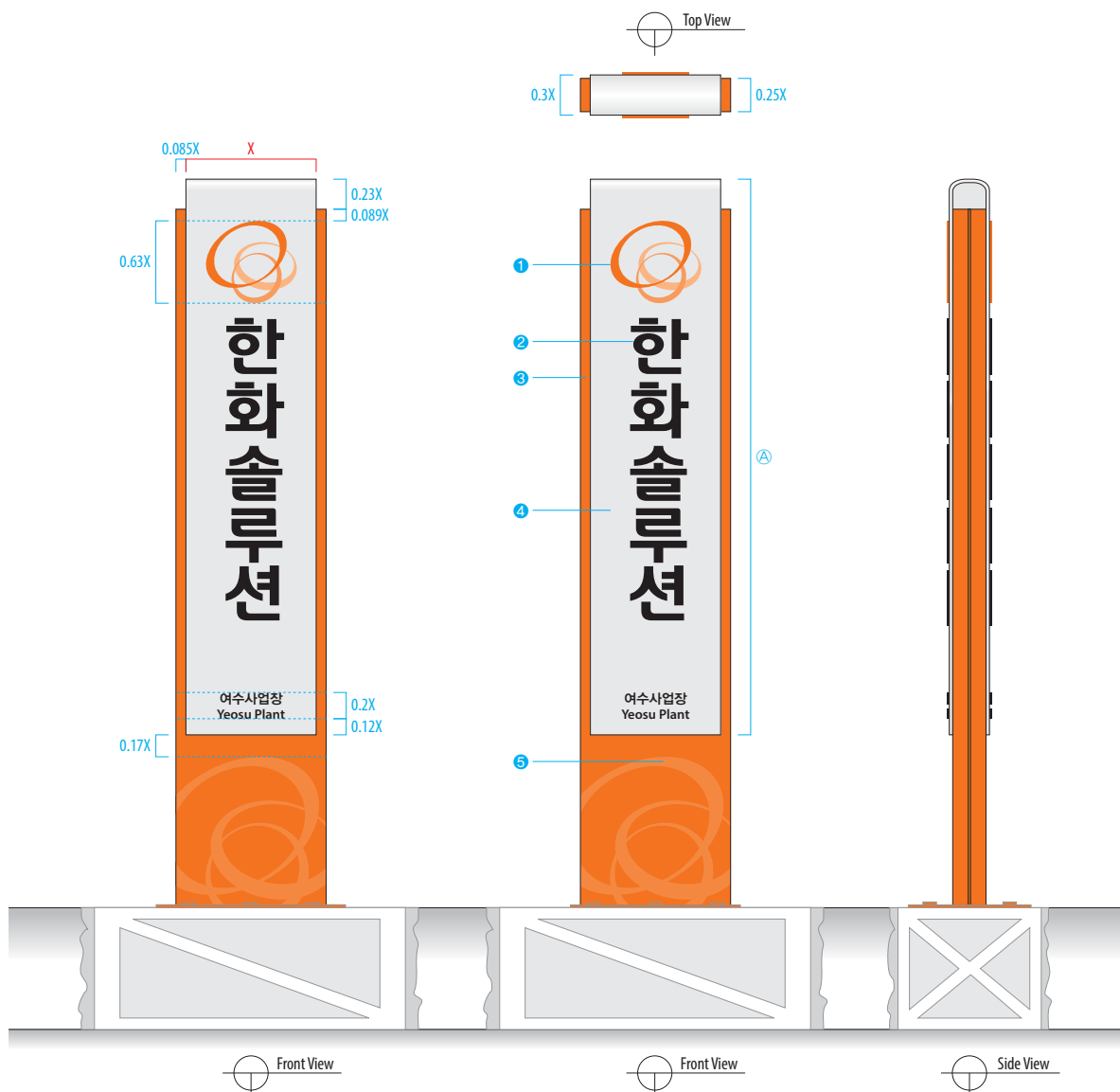
Standing Signs

Standing signs are placed at the entrance to a worksite, and serve as its main identifier. Apply the 10:6 ratio for Korean and Chinese Signatures.

1. Group/Affiliates

Write Korean and English plant names on two lines at the bottom. If the name of the worksite is not needed, the English Logotype of an affiliate can be used instead.

For a long company name, move the ㉠ part up and down to obtain a consistent size for a Logotype.



Production specifications

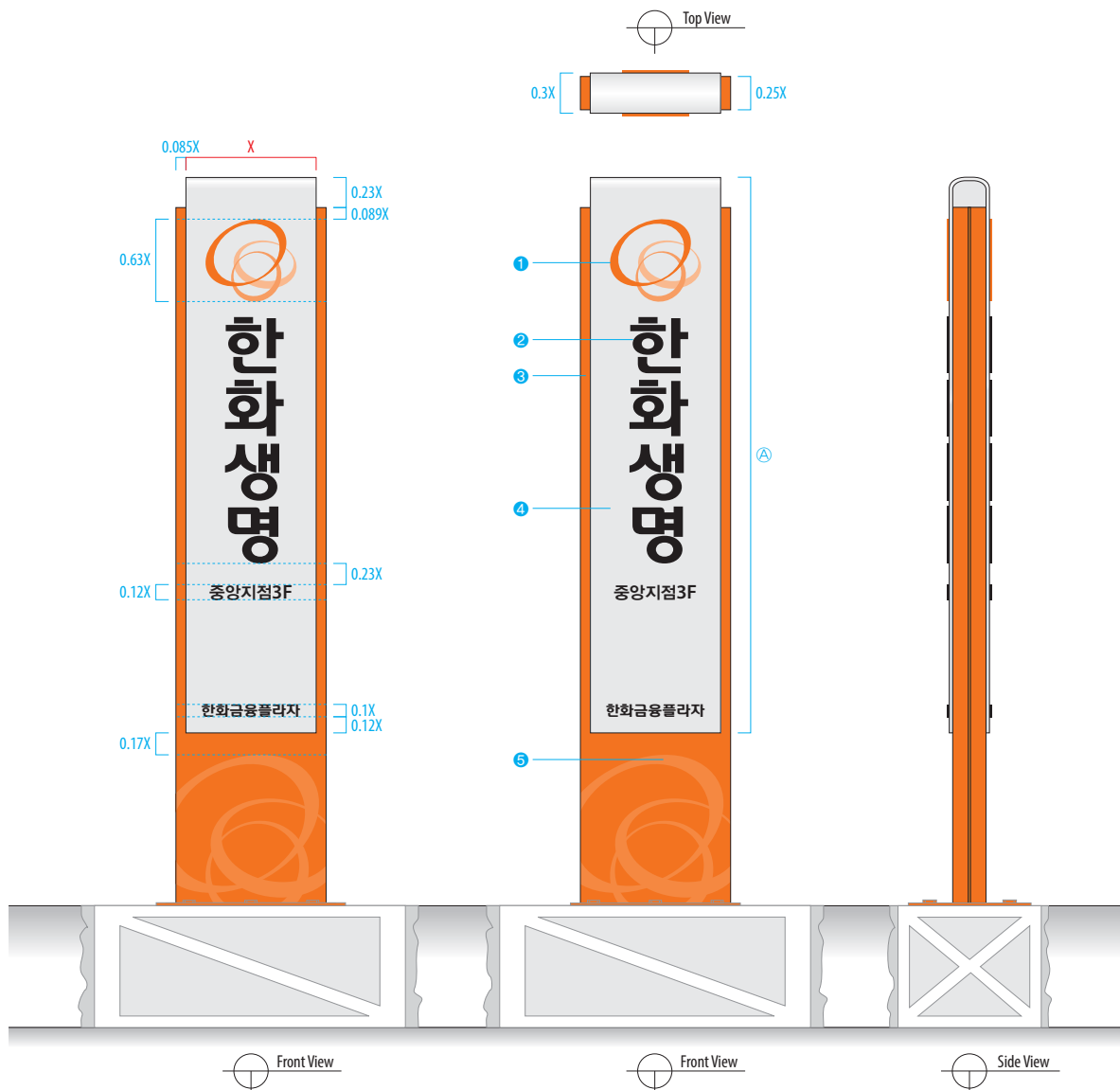
- ① Channel letter with epoxy resin for front and back lighting
- ② Channel letter with epoxy resin for front lighting
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ⑤ Cut a designated color sheet and attach it

Standing Signs

2. Financial Companies (Basic Type)

Write the Korean Logotype of Hanwha Finance Plaza at the bottom.

For a long company name, move the Ⓐ part up and down to obtain a consistent size for a Logotype.



Production specifications

- ① Channel letter with epoxy resin for front and back lighting
- ② Channel letter with epoxy resin for front lighting
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange)
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl)
- ⑤ Cut a designated color sheet and attach it

Standing Signs

3. Financial Companies (Hanwha Finance Plaza, four-sided)

Write the Korean Logotype of Hanwha Finance Plaza at the bottom.

For a long company name, move the Ⓐ part up and down to obtain a consistent size for a Logotype.



Production specifications

- ❶ Channel letter with epoxy resin for front and back lighting
- ❷ Channel letter with epoxy resin for front lighting
- ❸ Attach Black & White to the back side after laser cutting
- ❹ Attach a designated type of film
- ❺ Install a bottom cover

Lawn Signs

Lawn signs are placed at the inside and outside of an entranceway to a worksite.

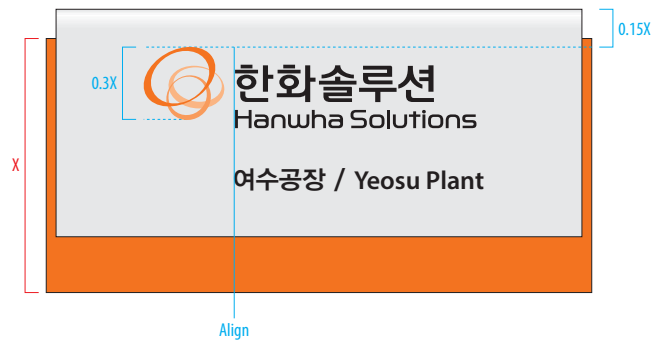
1. Rules for Horizontal Signs

Lawn signs are placed at the inside and outside of an entranceway to a worksite.

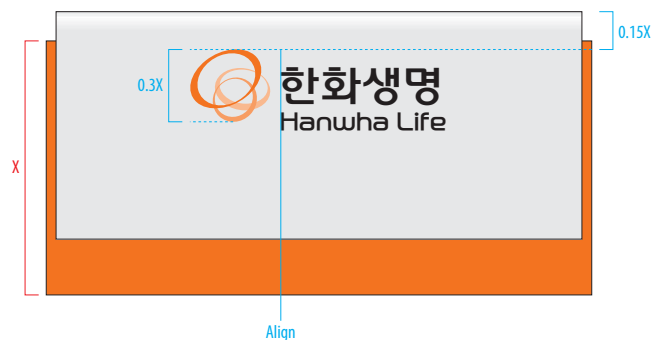
They are primarily used for directing visitors to the site. Adjust the size as directed so that it conforms to the length of a company's Logotype.

1. When the Signature and the business unit name of an affiliate are both being used, align them to the left of the Logotype, and write the business unit's name on one line, in both Korean and English.
2. Use the 10:5 ratio of the Horizontal Signature for horizontal lawn signs, in both Korean and English.

Group/Affiliates

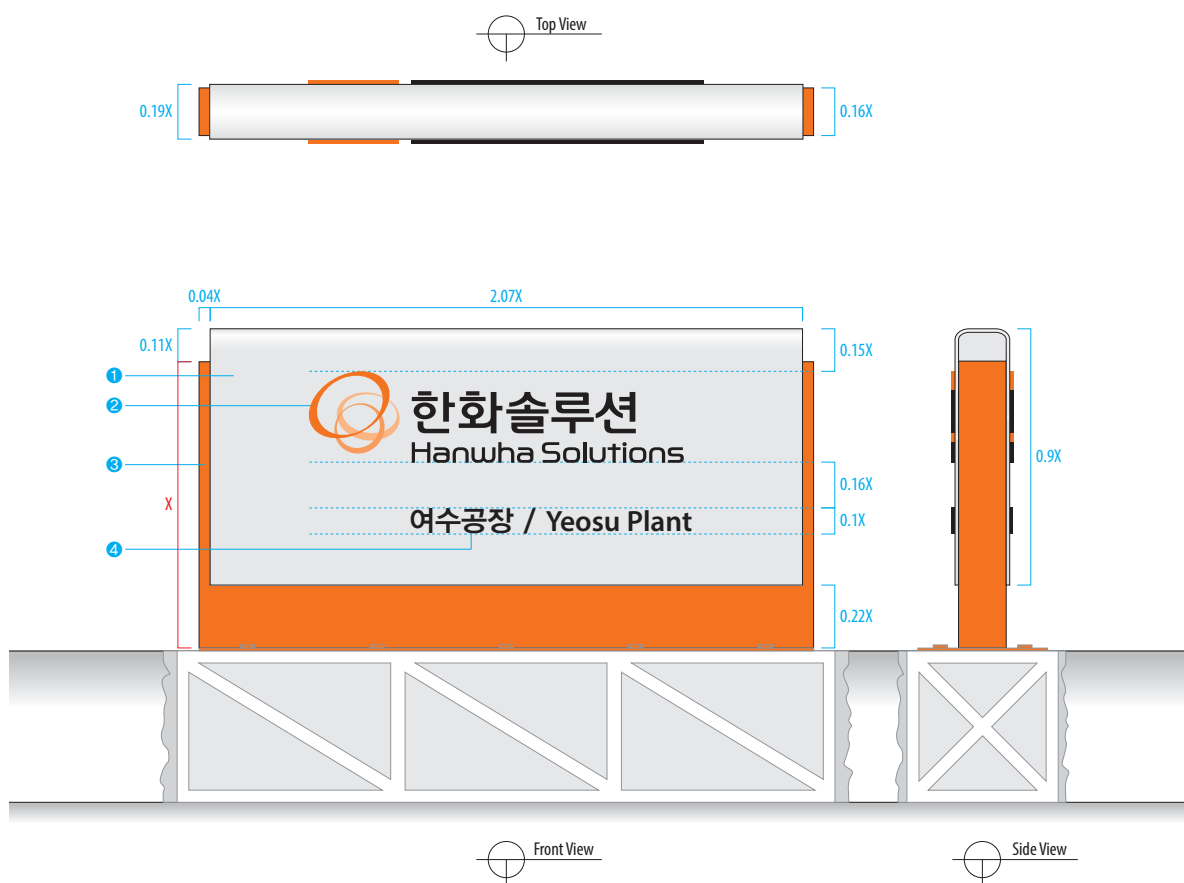


Financial Companies



Lawn Signs

2. Production of Horizontal Signs



Production specifications

- 1 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl)
- 2 Do acrylic processing and prime with white. Then paint with a designated color
- 3 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange)
- 4 Do acrylic processing and apply 3D lettering. Then paint with a designated color

Lawn Signs

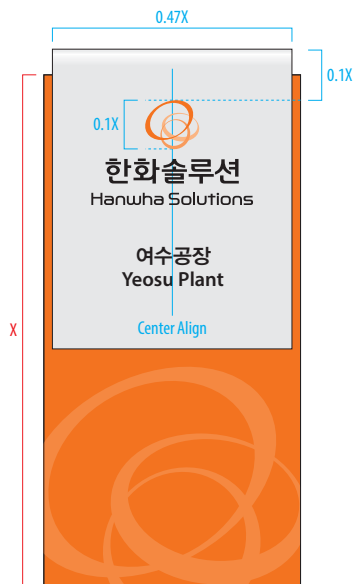
Lawn signs are placed at the inside and outside of an entranceway to a worksite.

3. Rules for Vertical Signs

Vertical lawn signs are placed at the inside and outside of an entranceway to a worksite. They are primarily used for directing visitors to the site. Adjust the size as directed so that it conforms to the length of a company's Logotype. A vertical lawn sign can be used if a horizontal one is not available.

1. When the Signature and the business unit name of an affiliate are both being used, align them in the center and write the business unit's name on two lines, in both Korean and English.
2. Use the 10:5 ratio of the Vertical Signature A, in both Korean and English.

Group/Affiliates

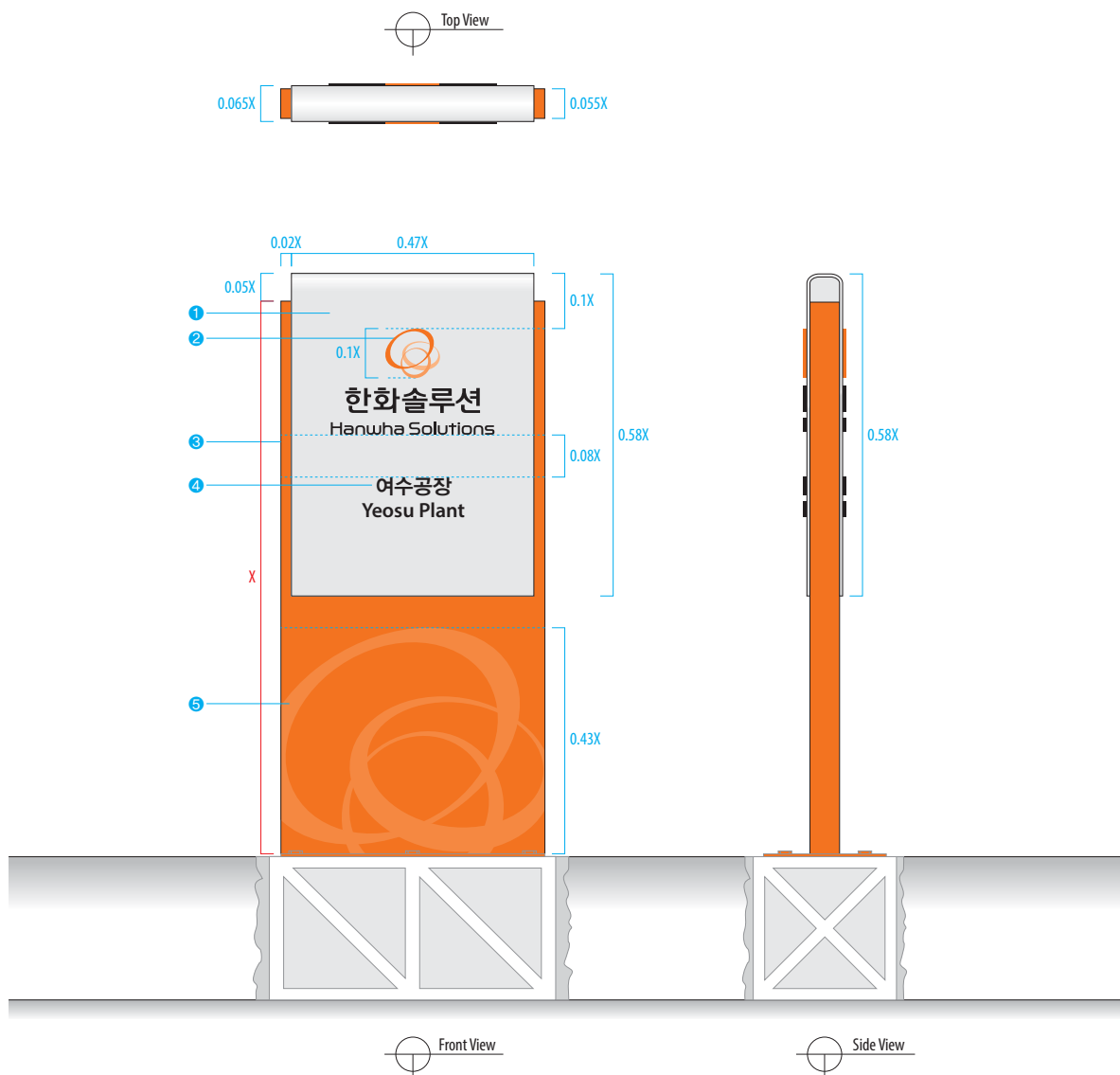


Financial Companies



Lawn Signs

4. Production of Vertical Signs



Production specifications

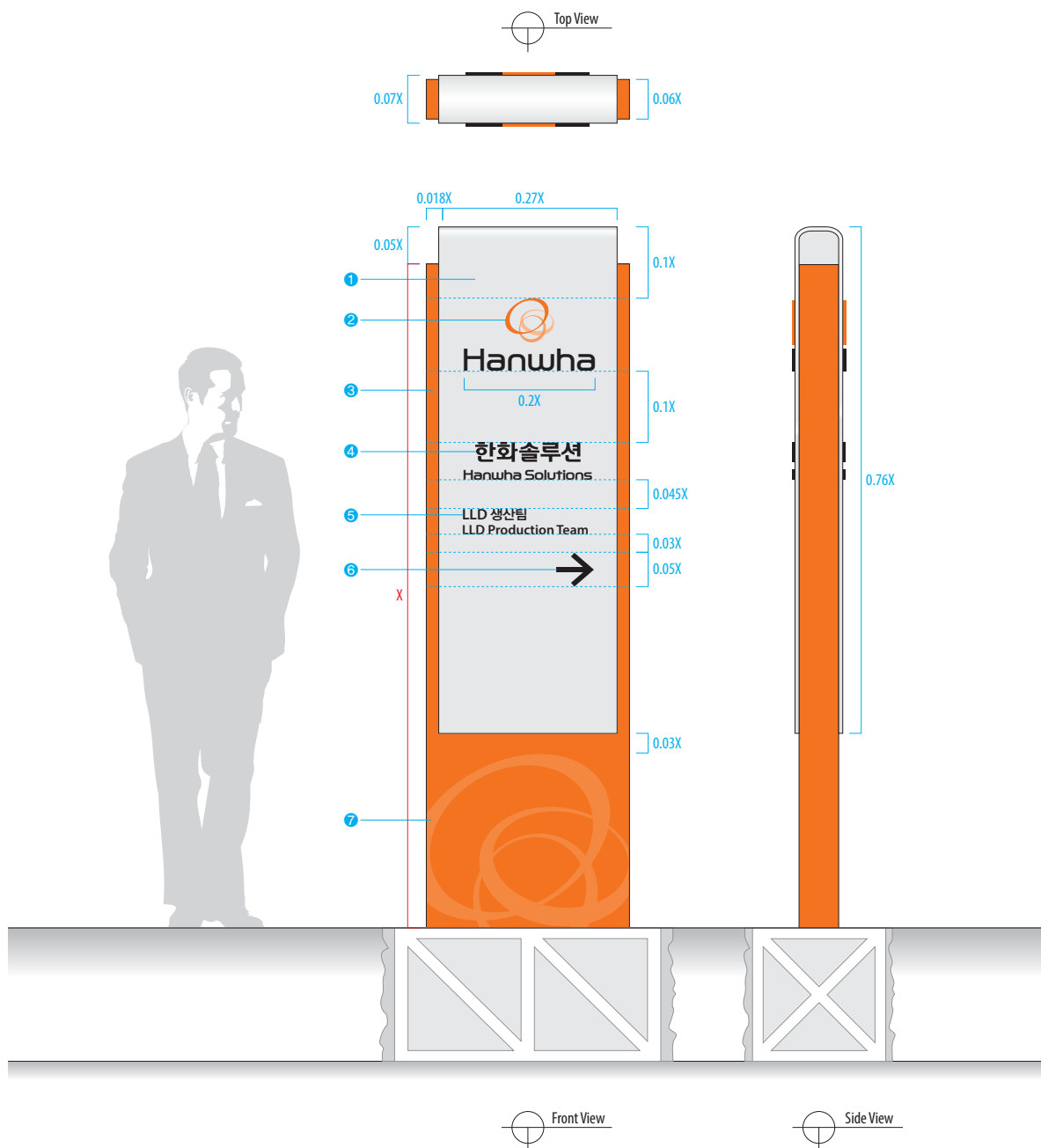
- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do acrylic processing and prime with white. Then paint with a designated color.
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Do acrylic processing and apply 3D lettering. Then paint with a designated color.
- ⑤ Treat with a designated color sheet

Directional Signs

Directional signs are used to show visitors the location of various facilities at a worksite.

1. Basic Type

Apply the Hanwha Vertical Signature A in English so that it has priority. Then write the Korean and English Logotypes of the affiliate on two lines. Place information elements to the left of the Logotype.



Production specifications

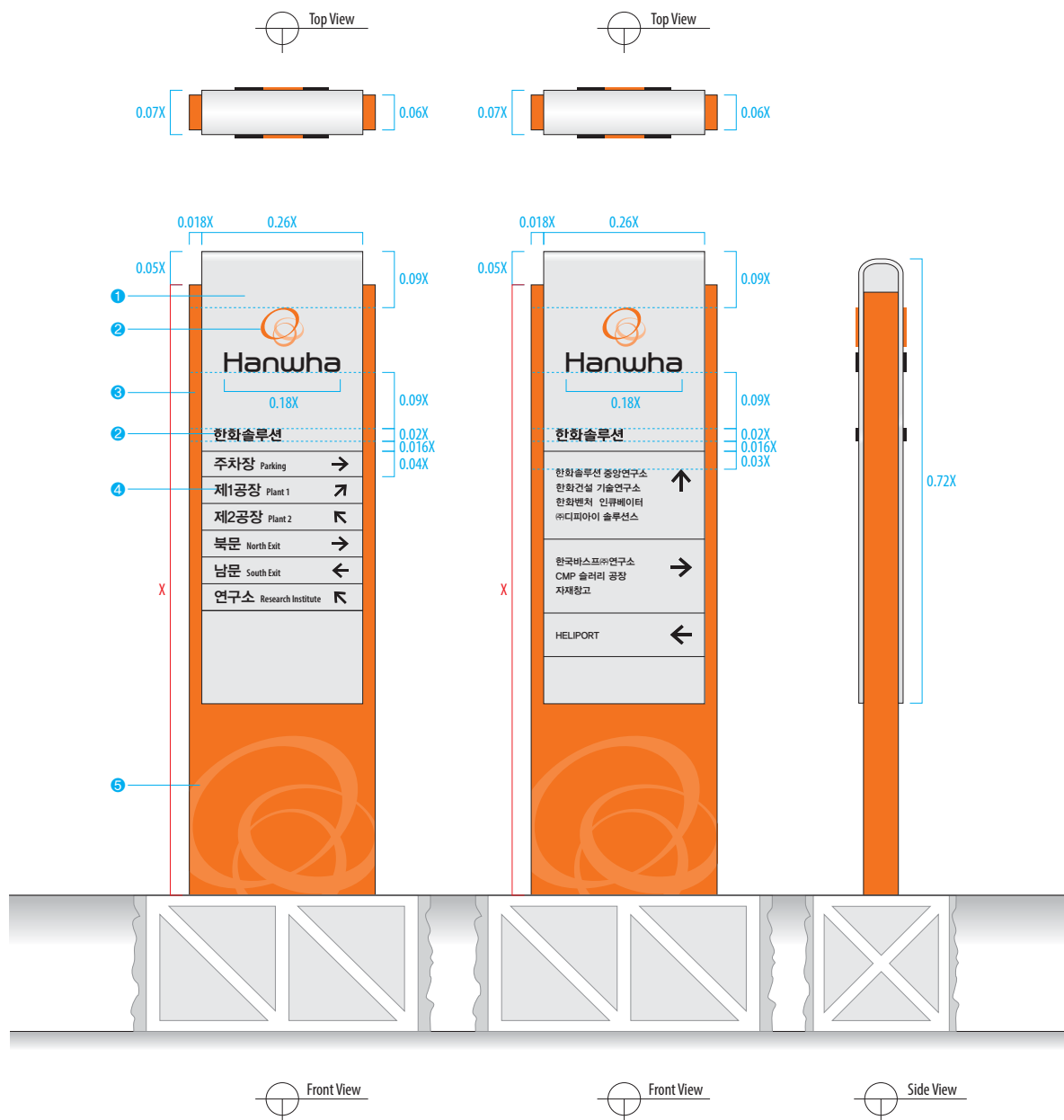
- 1 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- 2 Do acrylic processing and prime with white. Then paint with a designated color.
- 3 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- 4 Do acrylic processing and apply 3D lettering. Then paint with a designated color.
- 5 6 7 Treat with a designated color sheet

Directional Signs

2. Applied Type

Apply the Hanwha Vertical Signature A in English so that it has priority. Then write the Korean Logotype of the affiliate on one line.

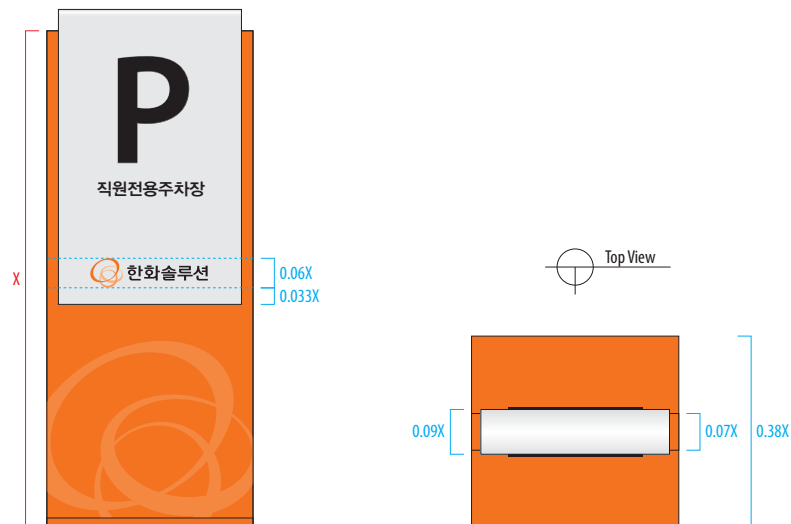
Place the information elements on horizontal lines beside each arrow. Write the names of affiliates using their Korean Logotypes.



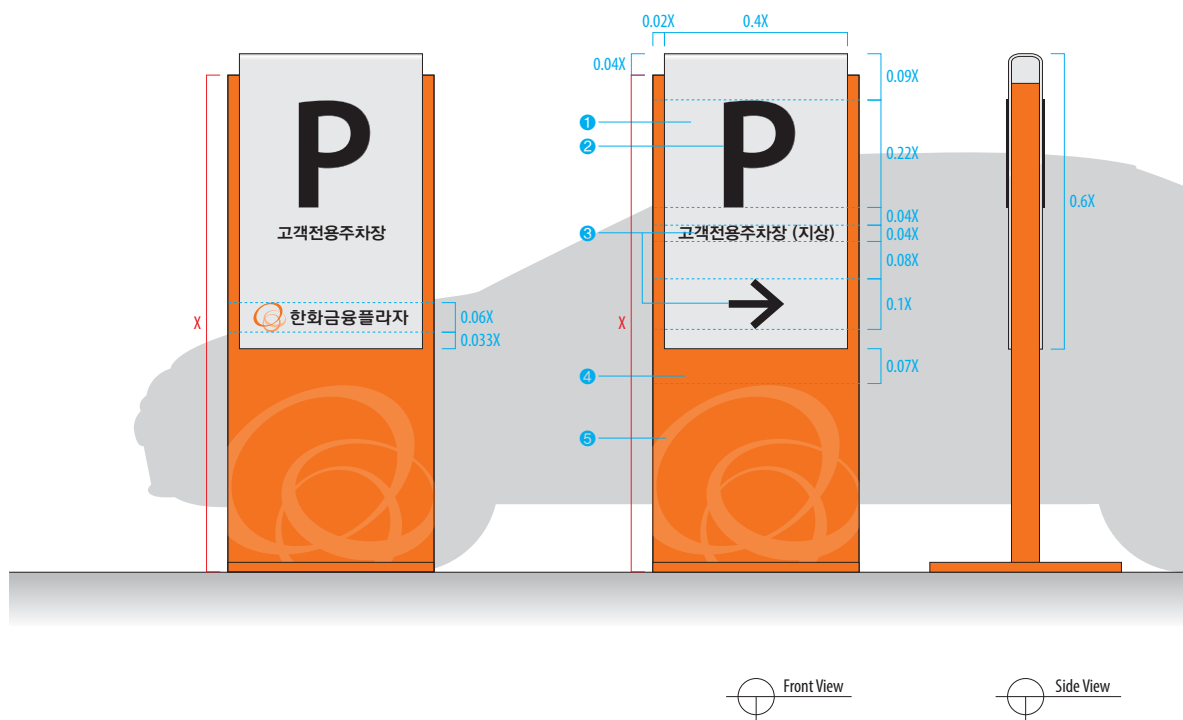
Parking Signs

Parking signs tell people where to park.

1. Group/Affiliates



2. Financial Companies



Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do acrylic processing and prime with white. Then paint with a designated color.
- ③ Treat with a designated color sheet
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ⑤ Treat with a designated color sheet

Stele Signs

Stele signs are attached to a main gate or an entrance to a building at a worksite. Affiliates should write their Vertical Signature A in both Korean and English. Their business unit names should be placed in the center.

1. Group/Affiliates

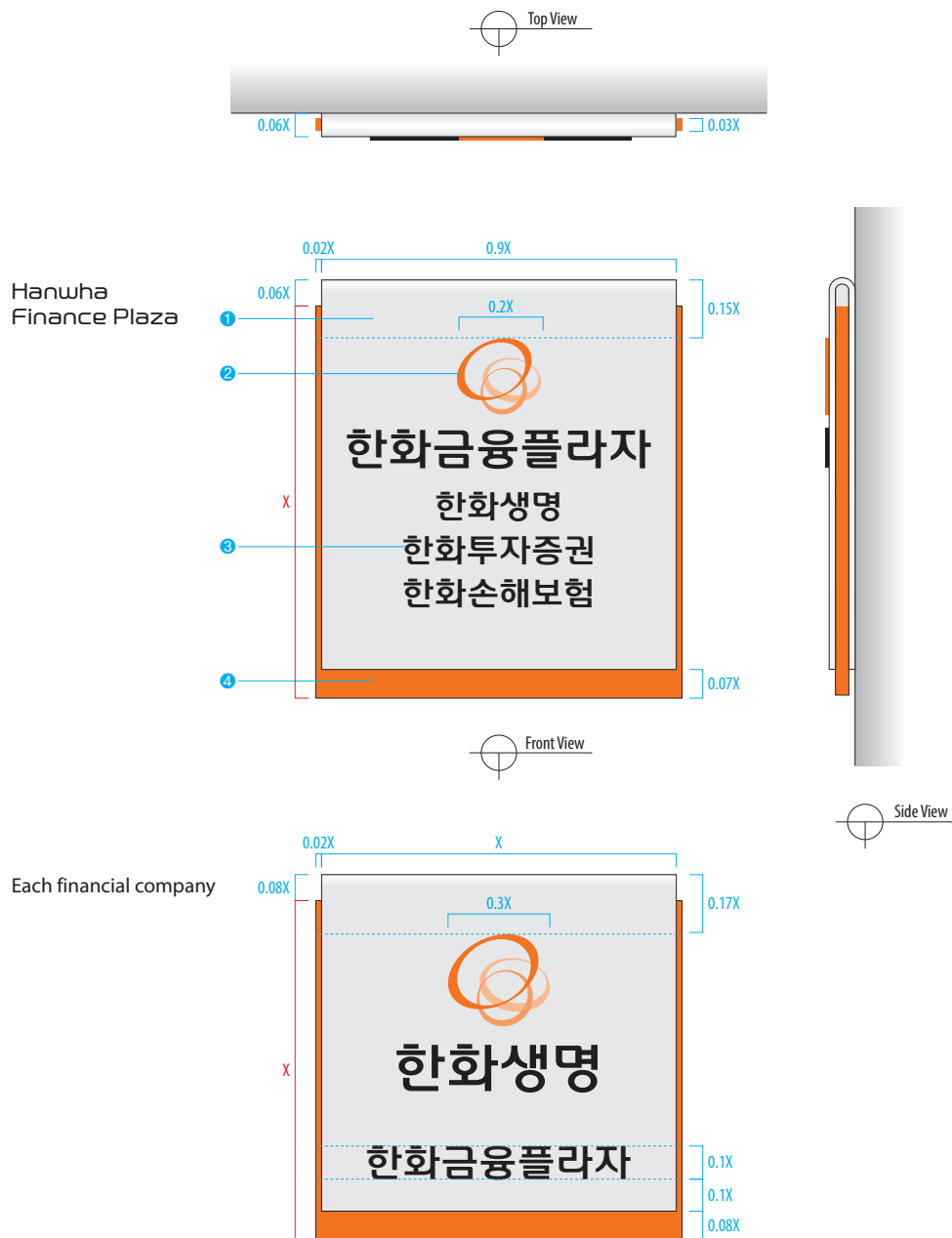


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Do acrylic processing and prime with white. Then paint with a designated color.
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).

Stele Signs

2. Financial Companies



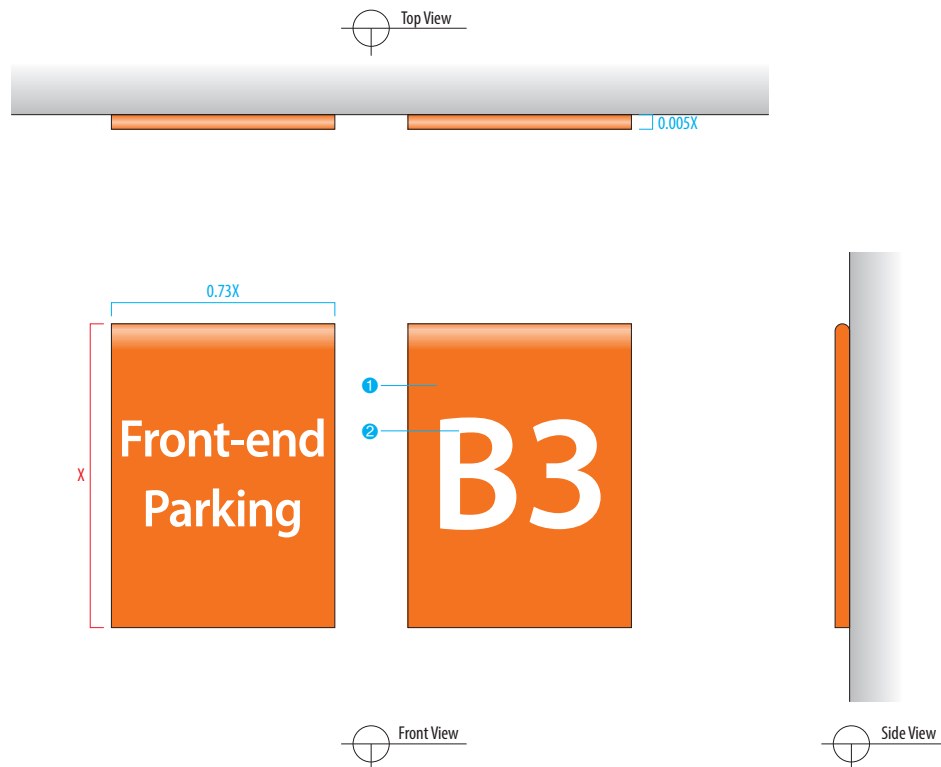
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Do acrylic processing and prime with white. Then paint with a designated color.
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).

Underground Parking Signs

Underground parking signs can be wall-mounted, attached by hangers, or entrance-mounted types. Select them by size, depending on the situation at each worksite.

1. Wall-Mounted Type

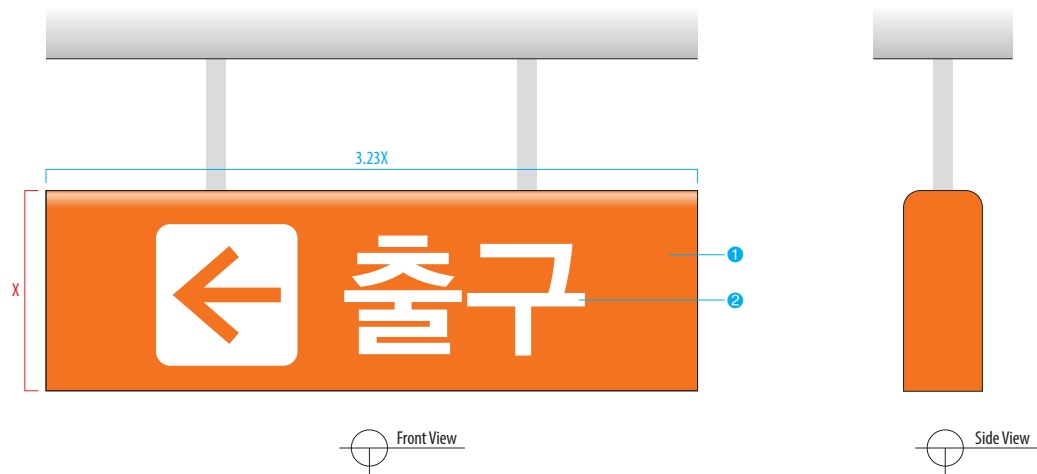


Production specifications

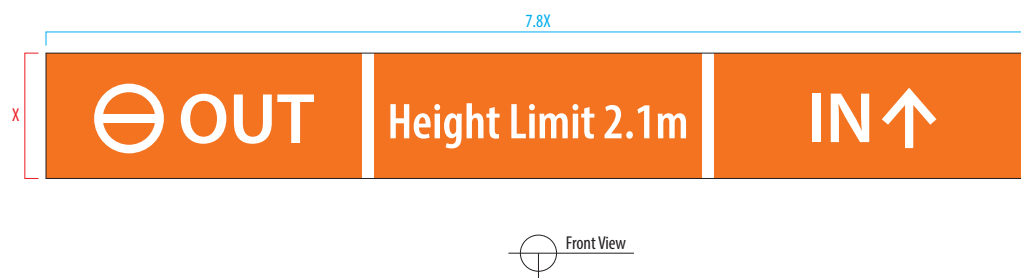
- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet

Underground Parking Signs

2. Hanger Type



3. Entrance-Mounted Type



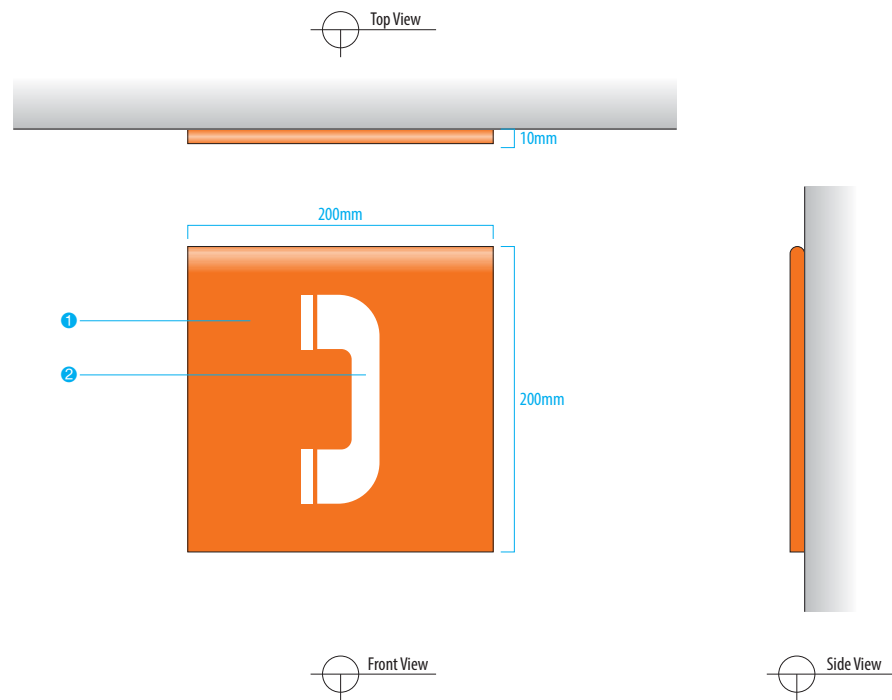
Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet

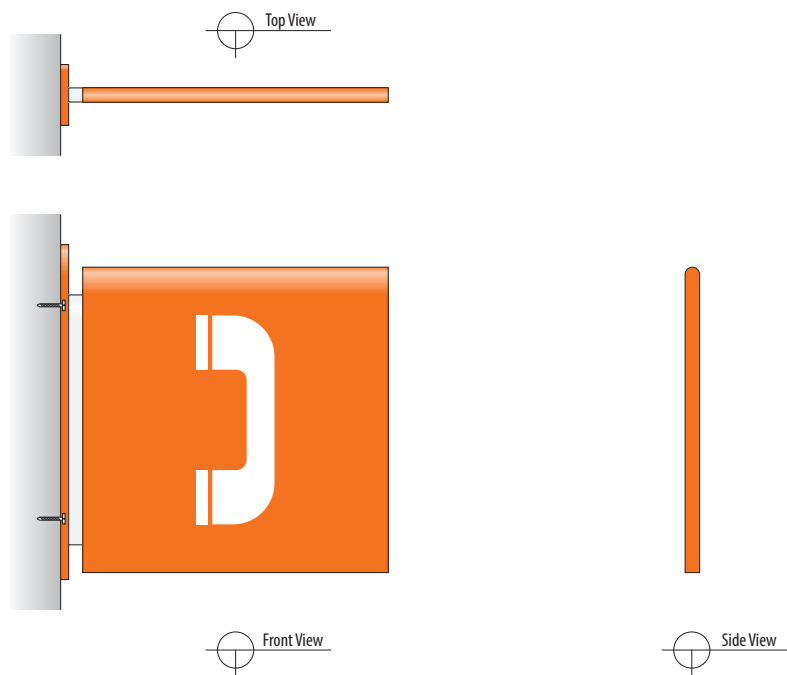
Public Signs

Public signs are attached to facilities at a building that can be accessed by the general public.

1. Wall-Mounted Type



2. Side Box Type



Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet

Public Signs





Part 3. Plant Signage System

Overview of Plant Signage	10.01
Rules for Applying Plant Signage	10.03
Rules for Applying Information Elements	10.04
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Pole Signs	10.17
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Department Signs	10.23
Gate Signs	10.25
Speed Limit Signs	10.26
Information Desk Signs	10.27

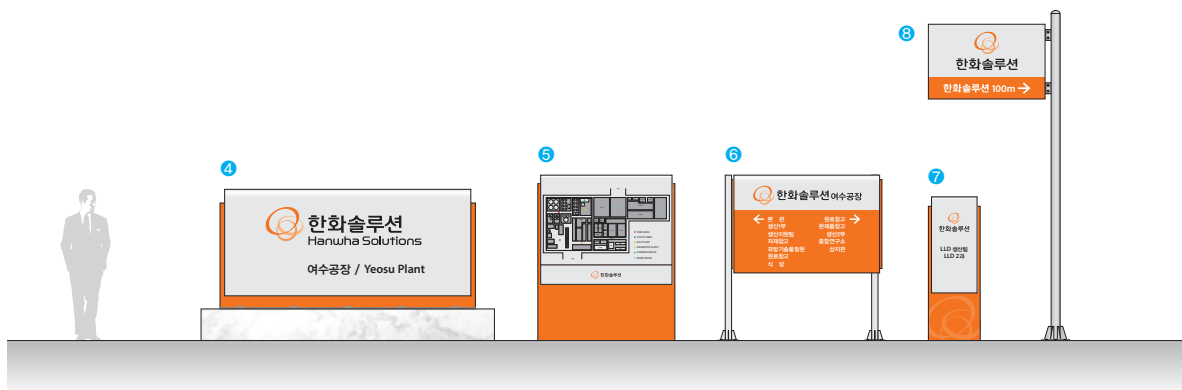
Overview of Plant Signage

Plant signs are designed to inform people about the various parts of a plant. Careful thought should be given to their form and size, to ensure that they are legible and able to grab people's attention. Hanwha Orange and Gray silver should be used as their main colors.

Plant Sign System



① Standing Sign (Cylinder Type 1) ② Standing Sign (Cylinder Type 2) ③ Standing Sign (Pole Type)

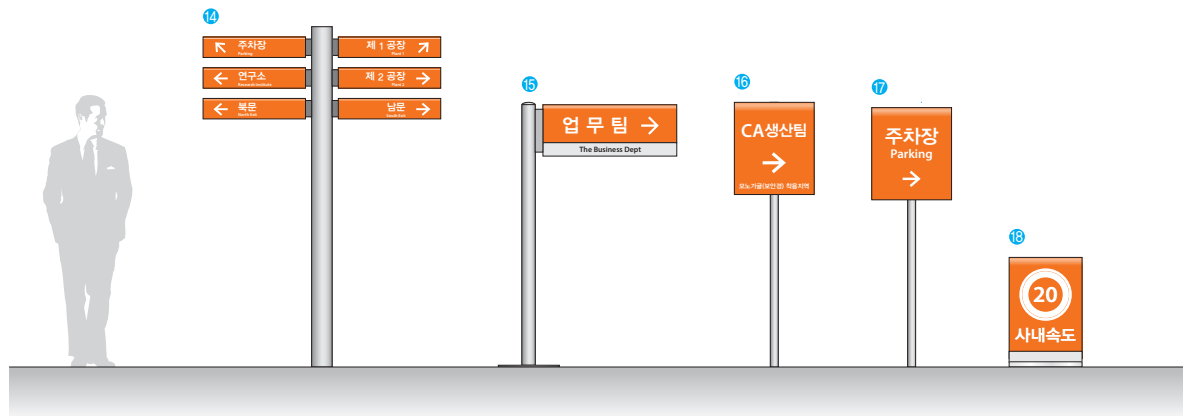


④ Lawn Sign ⑤ Map Sign ⑥ Directional Sign 1 ⑦ Facility Sign ⑧ Directional Sign (Road)

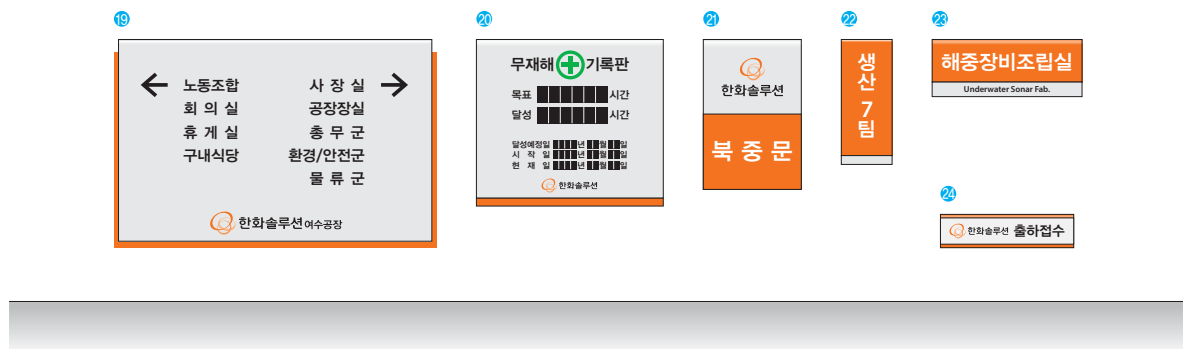


⑨ Zero-Accident Sign ⑩ Pole Sign 1 ⑪ Pole Sign 2 ⑫ Directional Sign 2 ⑬ Directional Sign 3

Overview of Plant Signage



14 Pole Sign 3 15 Pole Sign 4 16 Pole Sign 5 17 Pole Sign 6 18 Speed Limit Sign



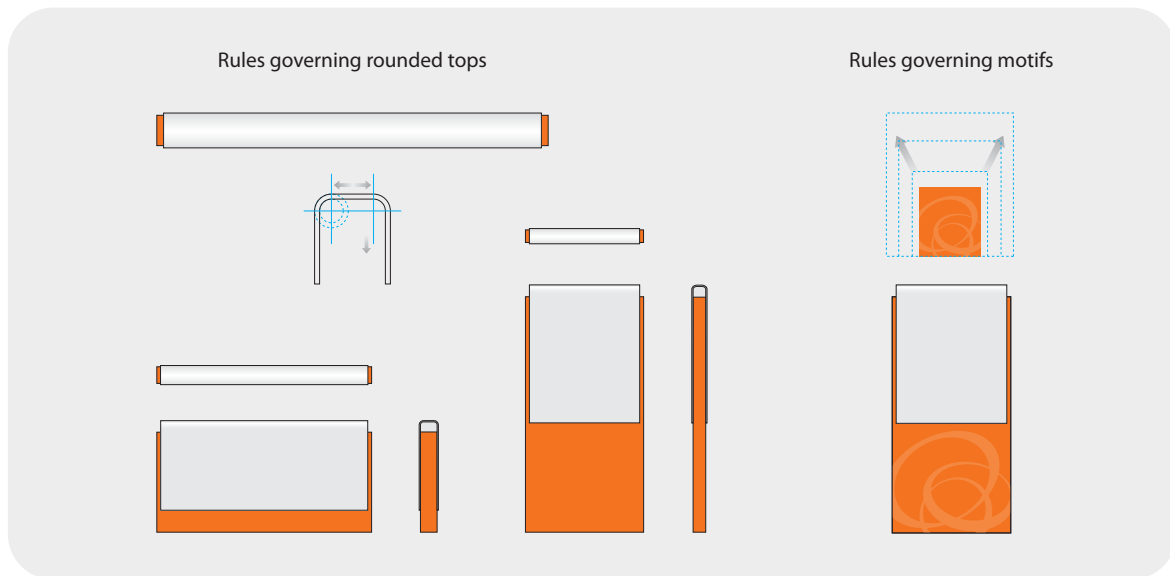
19 Directional Sign 4 20 Zero-Accident Sign 21 Gate Sign 22 Department Sign (Vertical) 23 Department Sign (Horizontal) 24 Information Desk Sign

Rules for Applying Plant Signage

These rules have been put in place to ensure the consistent use of images inside of plants. The proportions of each type of element, the ratio of the Symbol Mark and the Logotype, the motif, and other design factors should be placed so as to facilitate their legibility and visibility.

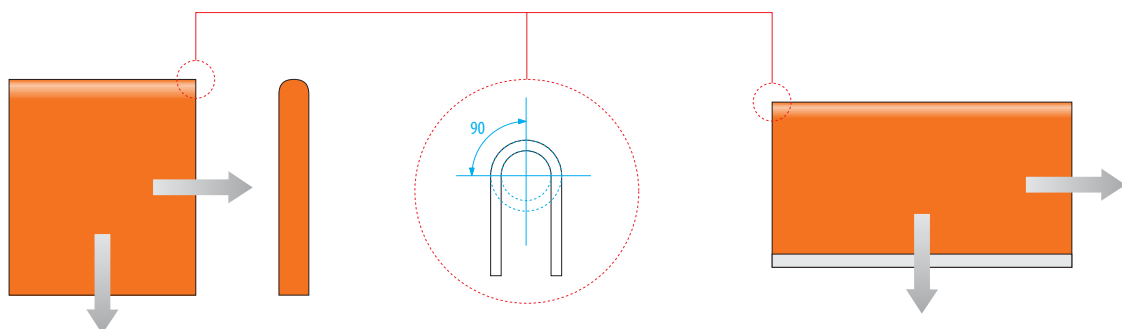
1. Motifs and Rounded Tops

1. Plant signs are included in the rules governing exterior signage.
2. Pay careful attention to the rules governing motifs and rounded tops.



2. Formats

The rounded tops of plant signs have been designed to deliver a consistent image of **Hanwha**, since they echo the basic form of the Tricircle. Use **Hanwha Orange** as the main color and Gray silver as an accent color. Increase or reduce the size of the signs, either horizontally or vertically, to take information elements and the environment surrounding them into account.



Rules for Applying Information Elements

There are precise standards governing the forms, sizes, and proportions of information elements.

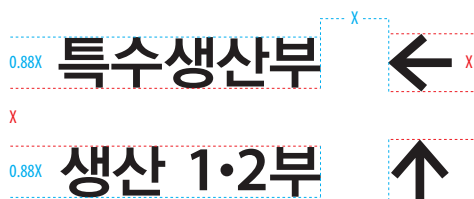
1. Single Line

Single line rules for Korean-English



2. Double Line

Double line rules for Korean

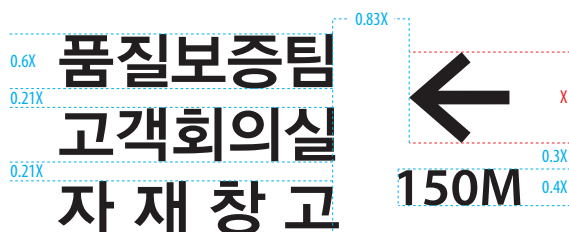


Double line rules for Korean-English

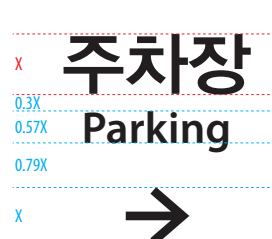


3. Triple Line

Triple line rules for Korean



Triple line rules for Korean-English

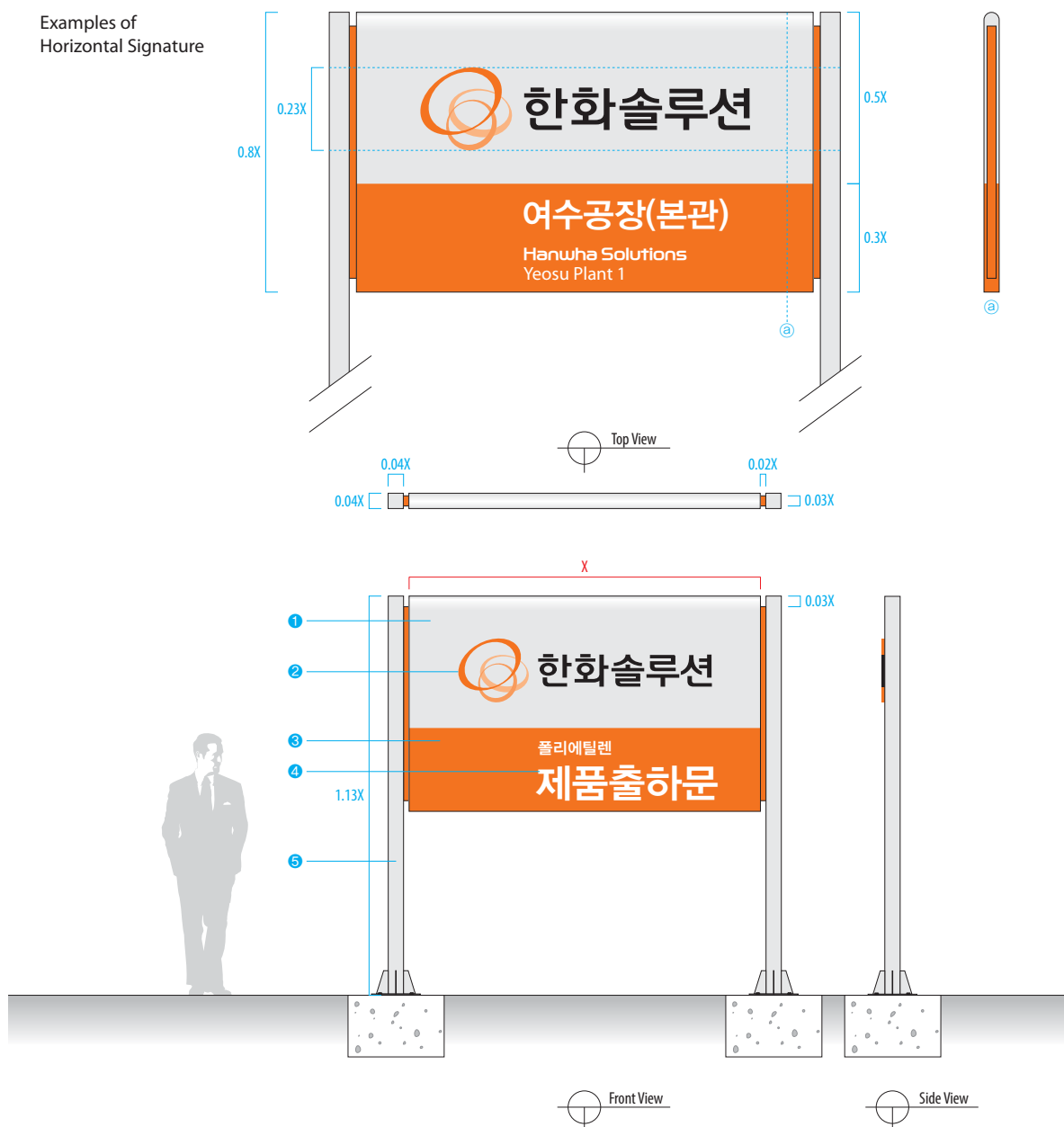


Standing Signs

Standing signs are placed at the entrance to and on the interiors of plants.

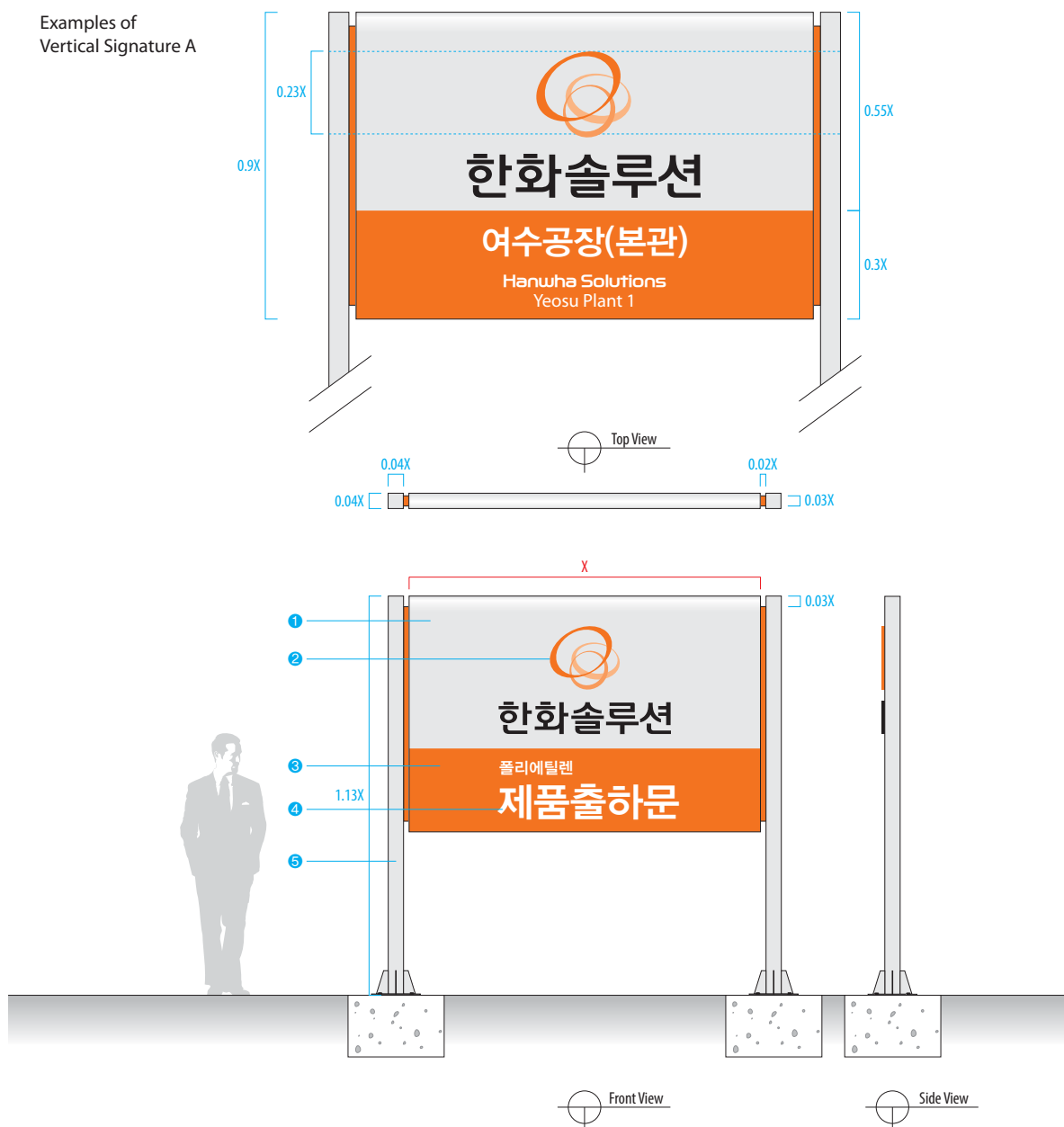
1. Pole Type

Apply the Horizontal Signature and the Vertical Signature A in Korean. If the Horizontal Signature is being used, align the information elements to the left of a Logotype. If the Horizontal Signature A is being used, align them from the center.



Standing Signs

Examples of
Vertical Signature A

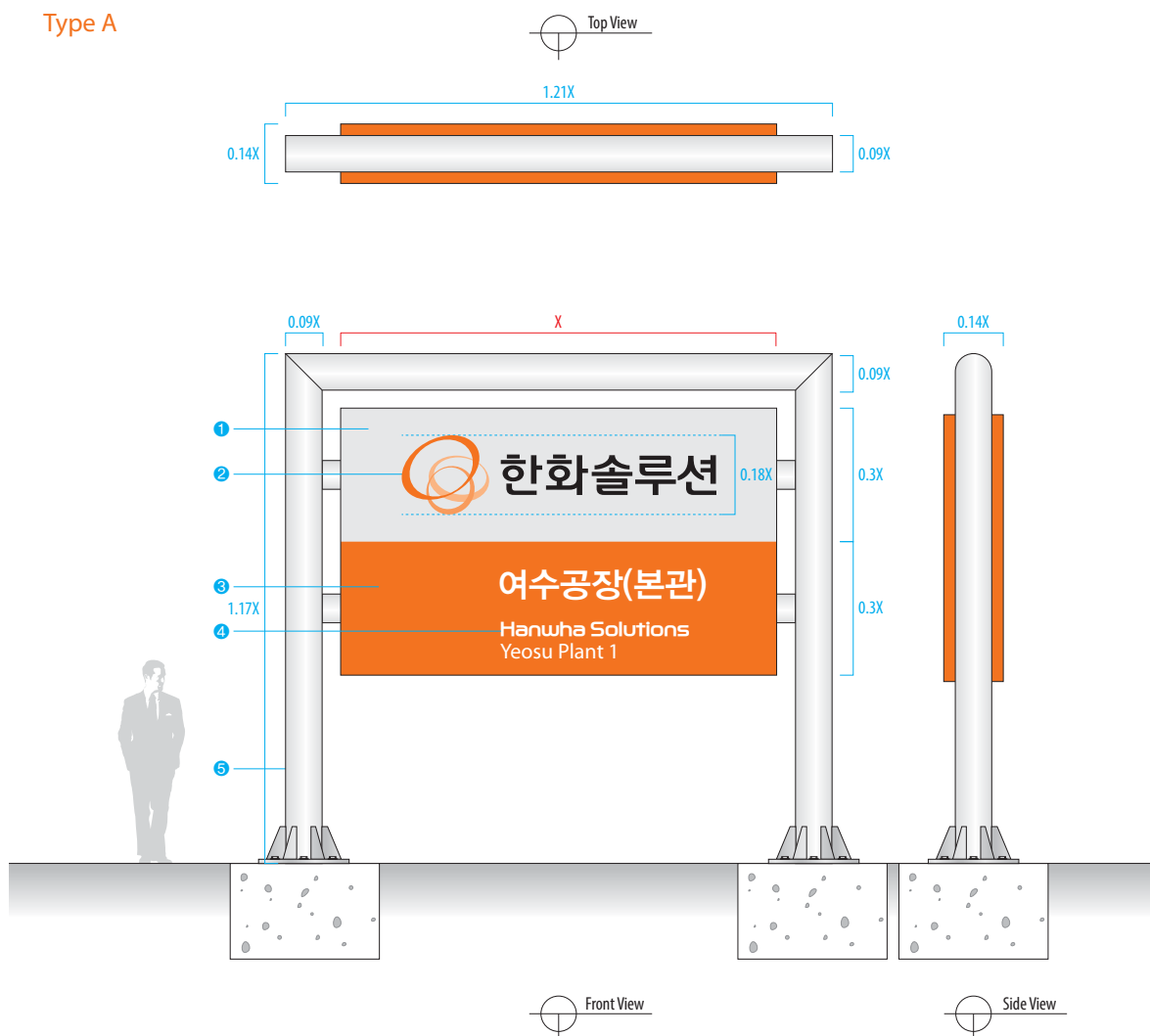


Standing Signs

2. Circular Type

Circular signs are used if the situation calls for a larger size than a pole-type standing sign.

Type A

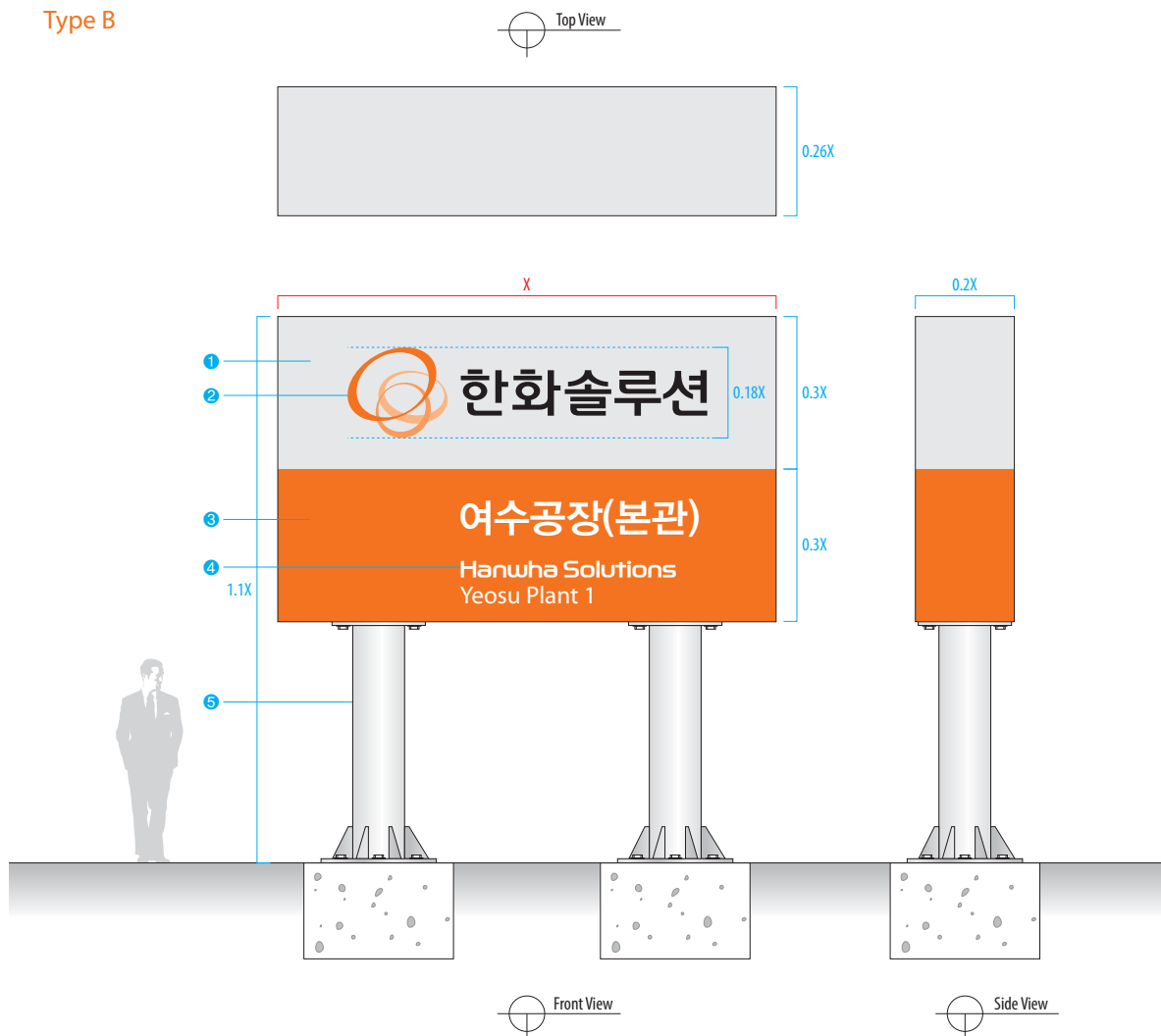


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do acrylic processing and prime with white. Then paint with a designated color.
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Treat with a designated color sheet
- ⑤ Structural steel pipe

Standing Signs

Type B



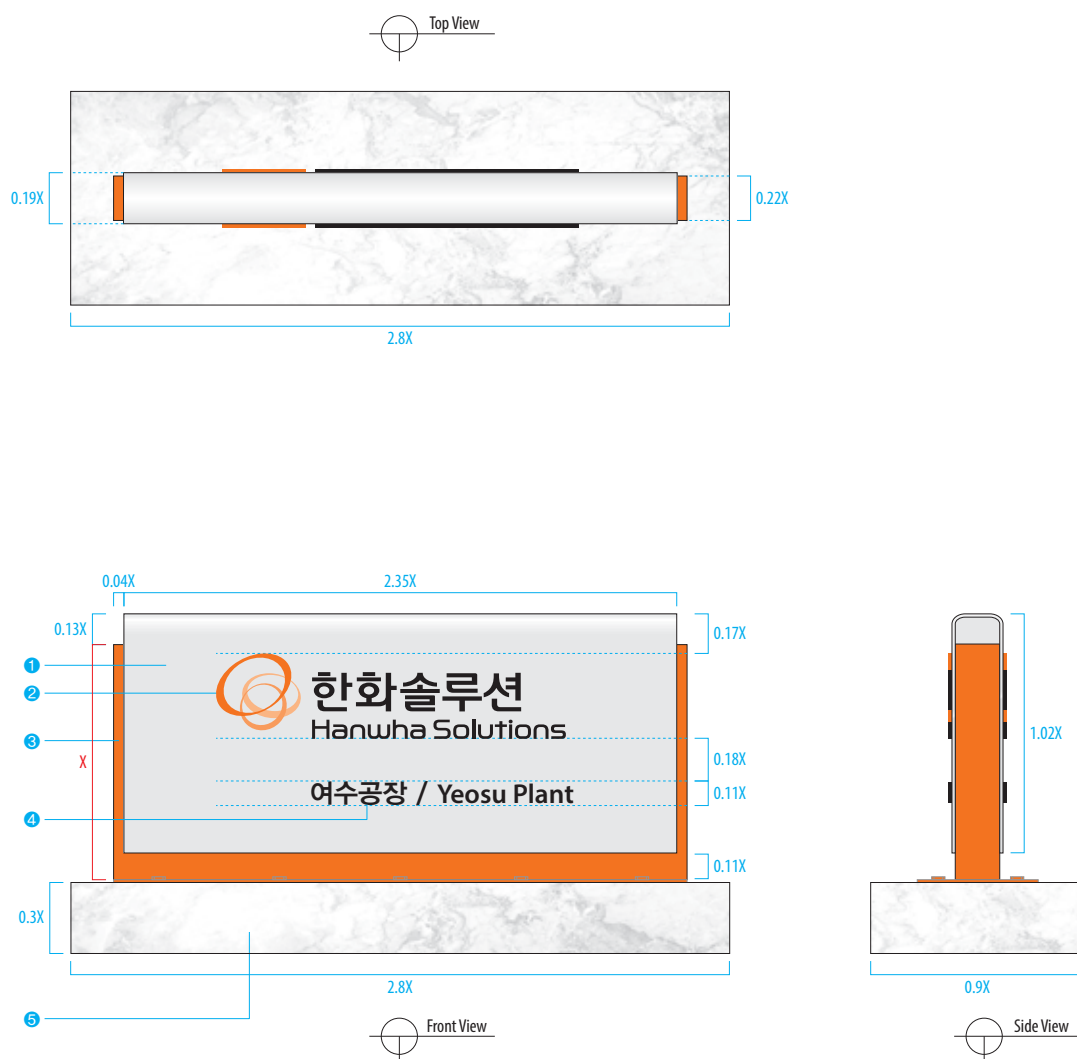
Production specifications

- 1 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- 2 Do acrylic processing and prime with white. Then paint with a designated color.
- 3 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- 4 Treat with a designated color sheet
- 5 Structural steel pipe

Lawn Signs

Lawn signs that are used at plants are usually quite large, so a base made of marble is used to keep them in place. The size of the sign should have a direct relationship to the size of the facility it is being used for.

Decisions regarding the display elements used on lawn signs for plants, as well as the ratio of their Symbol Marks and Logotypes, should be based on the same rules as those governing Group lawn signs.

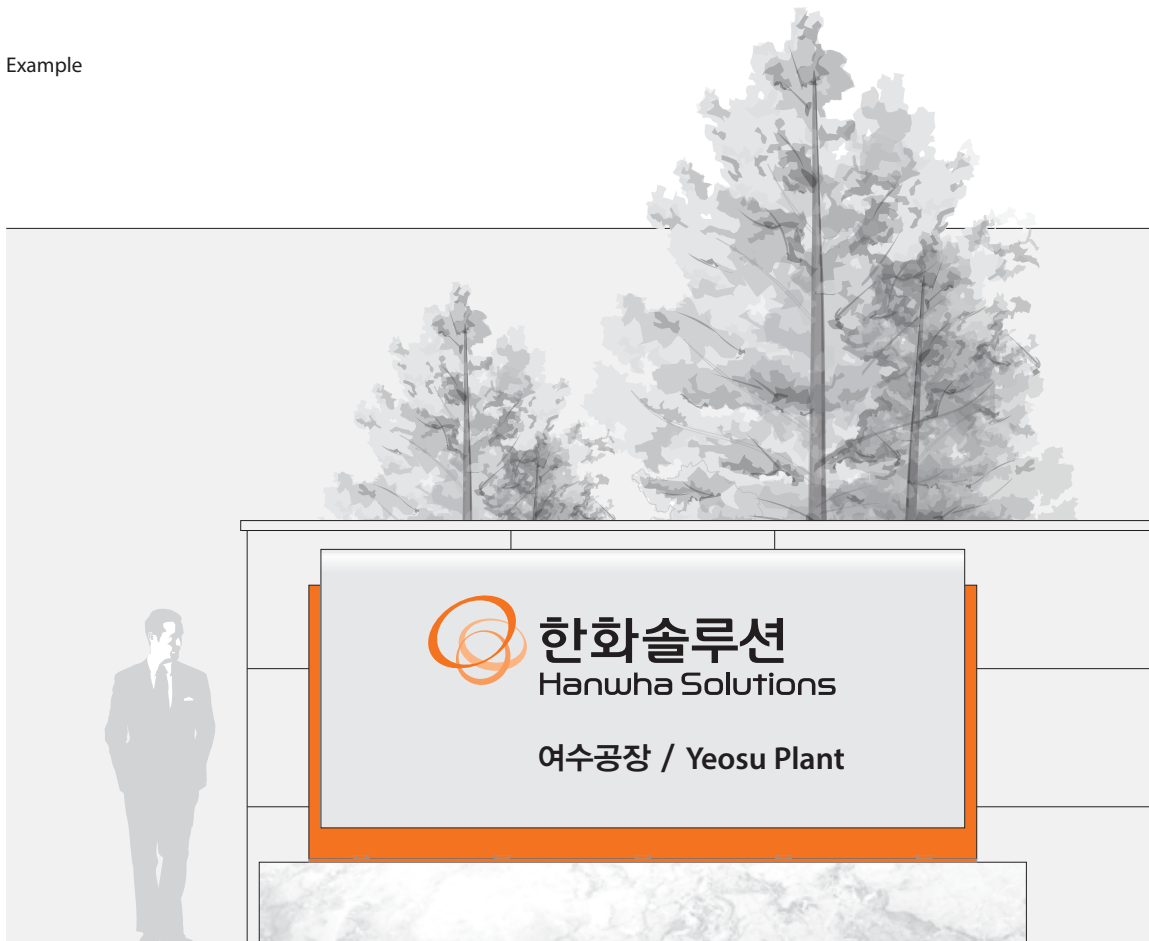


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do acrylic processing and prime with white. Then paint with a designated color.
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Do acrylic processing and prime with white. Then paint with a designated color.
- ⑤ Install base of marble

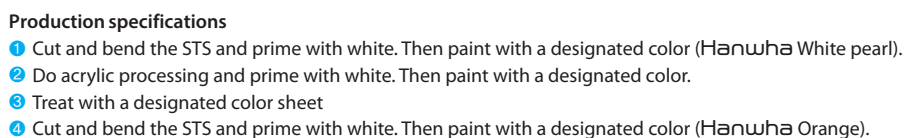
Lawn Signs

Example



Directional signs direct people to a plant's facilities.

Use the Horizontal Signature (10:5:4) with the plant's business unit name in the main field. Align any other information elements to the left and right of it.

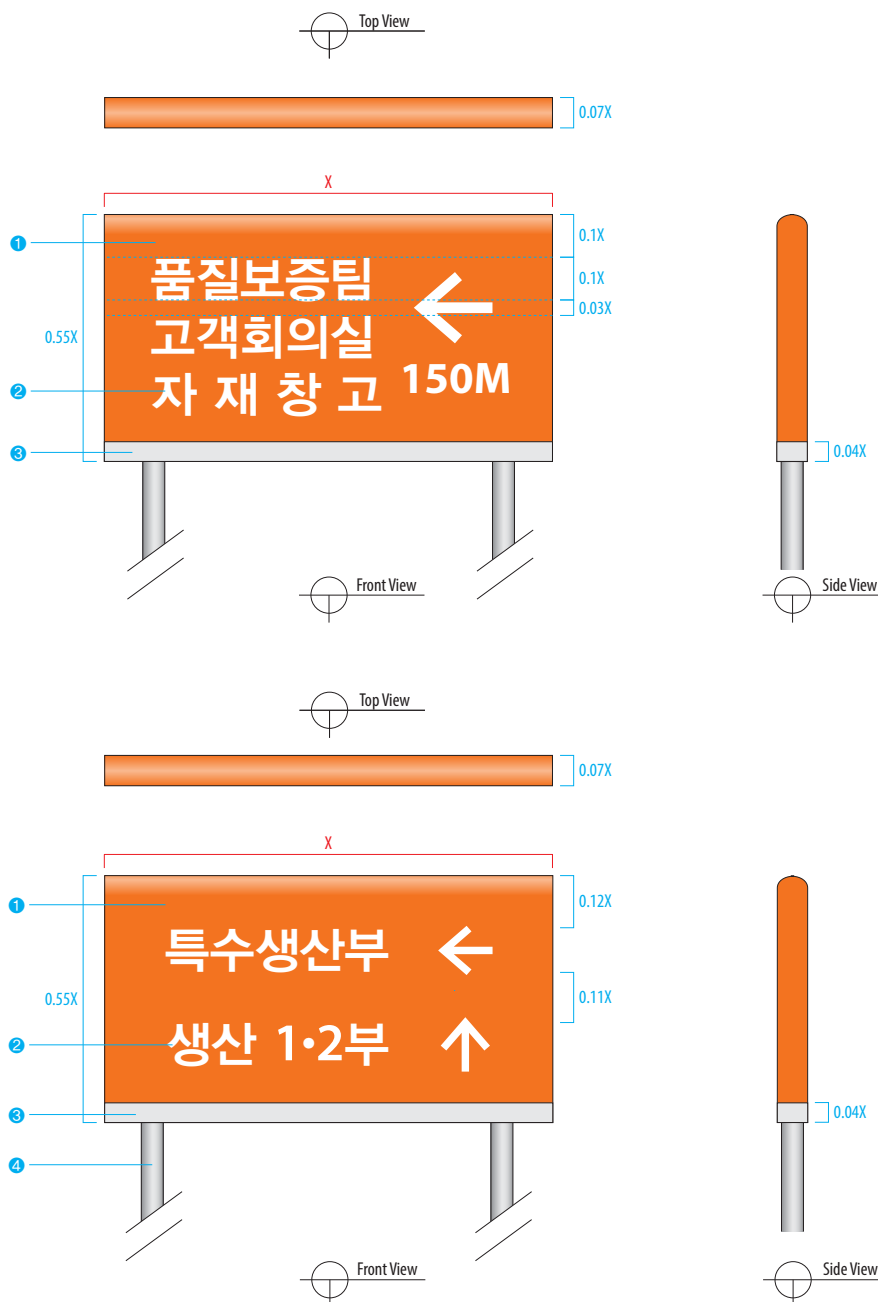


Directional Signs

유도사인

2. Applied Type

These signs direct people to specific locations within a plant. Apply information elements only.



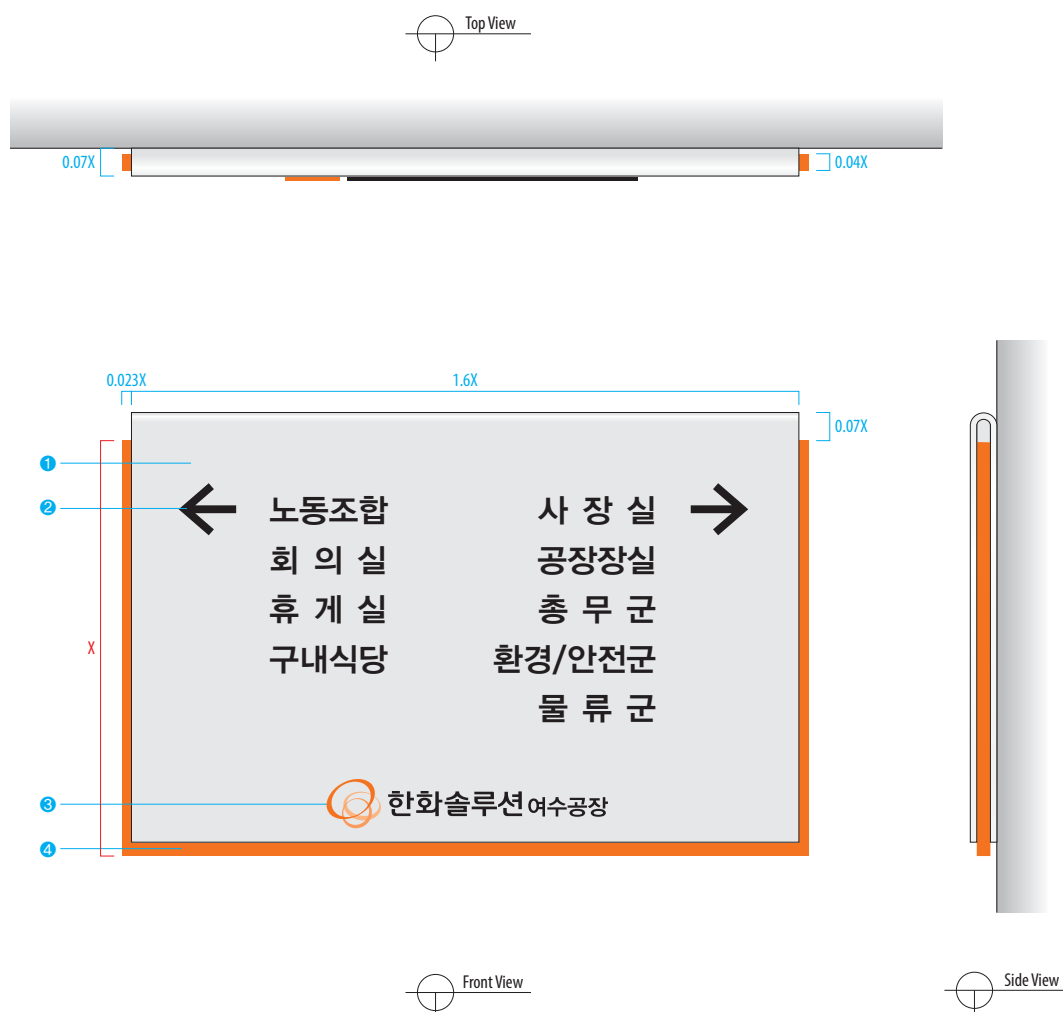
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).

Directional Signs

3. Wall-Mounted Type

These signs direct people to specific locations within a plant. Use the Horizontal Signature of the relevant affiliate's business unit name on the lower part.



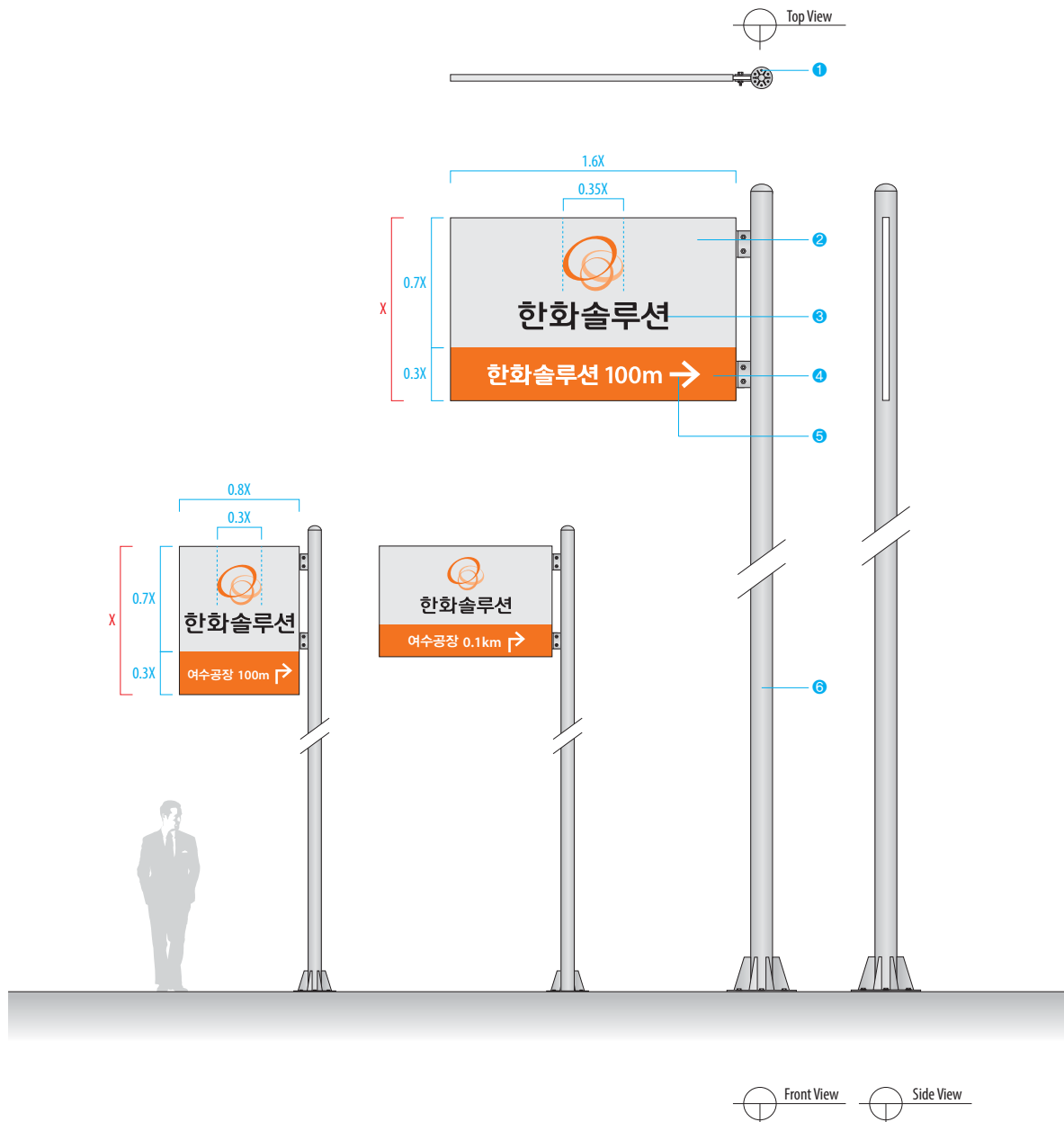
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Treat with a designated color sheet
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).

Directional Signs

4. Road Type

These signs are placed on roadways. They direct people to the location of a plant. Use the Vertical Signature A of the relevant affiliate.

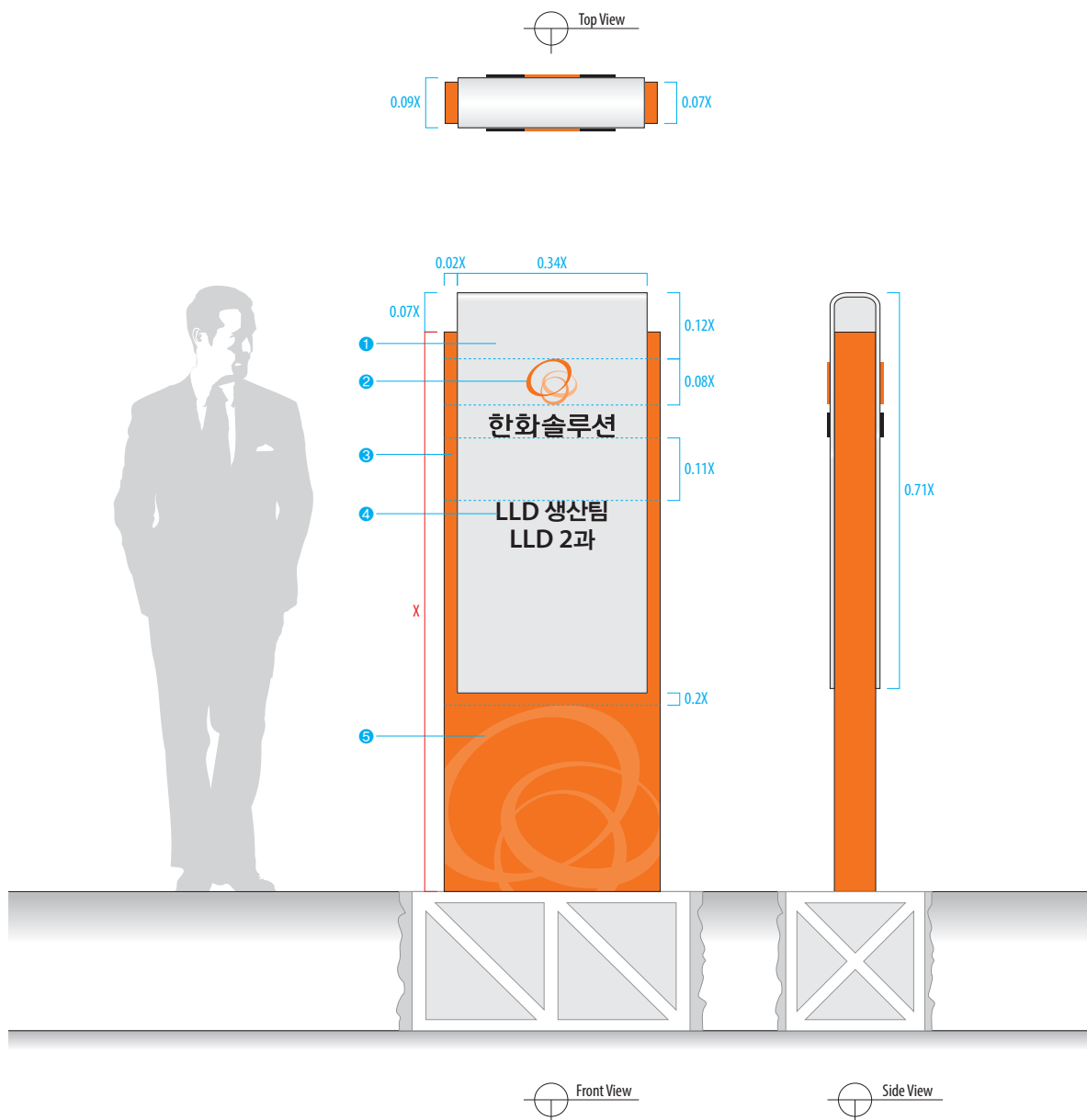


Production specifications

- ① Treat with STS structural round steel and install using 16mm STS anchor bolts and nuts
- ② Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ③ Treat with a designated color sheet
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ⑤ Treat with a designated color sheet
- ⑥ Structural steel pipe

Facility Signs

These signs are placed at the front of a building or a facility to tell people what they are. Use the Vertical Signature A of the relevant affiliate in the main field, and align any other information elements from the center.

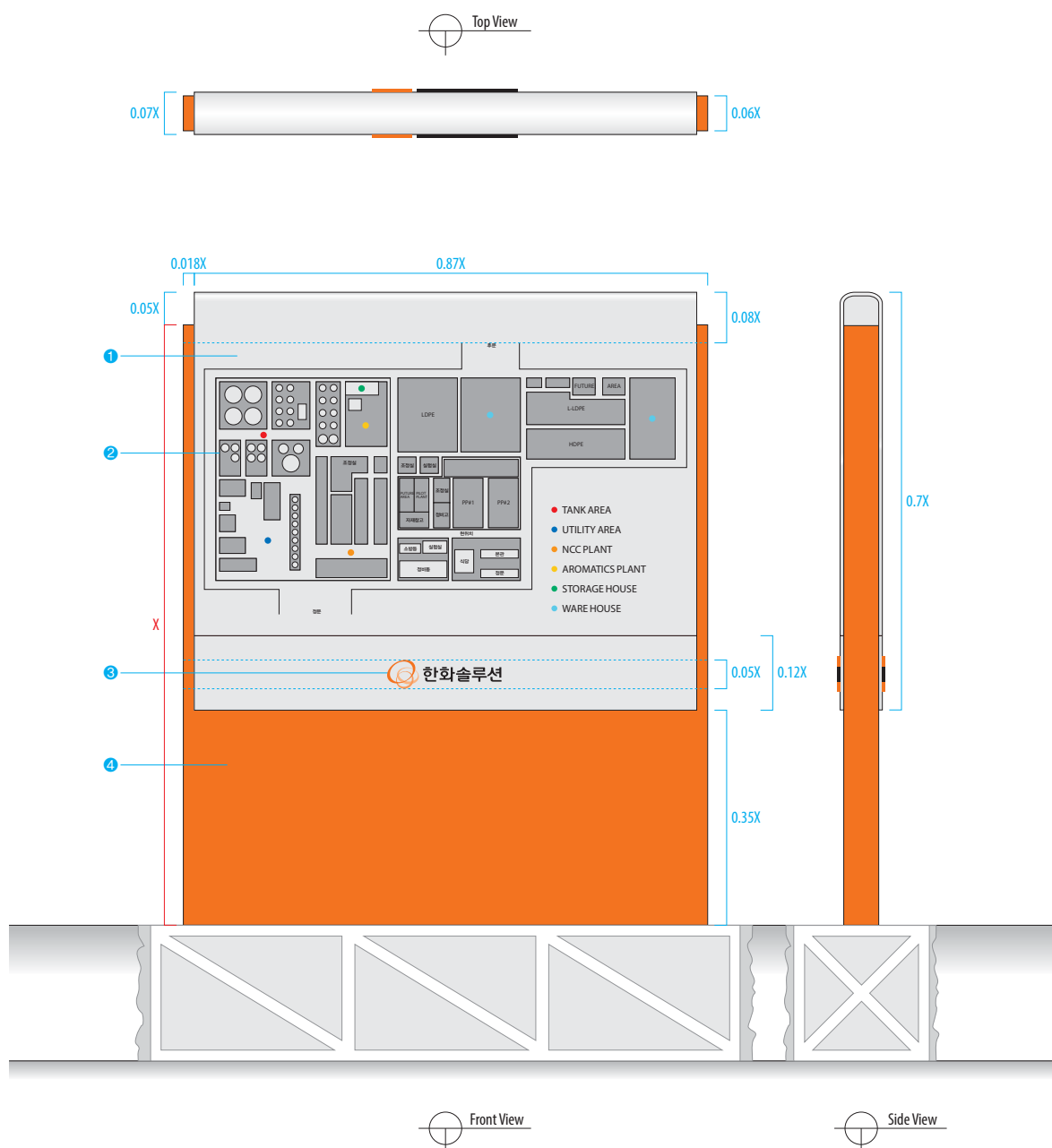


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do acrylic processing and prime with white. Then paint with a designated color.
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ④⑤ Treat with a designated color film

Map Signs

These are placed at the entranceway to a plant.



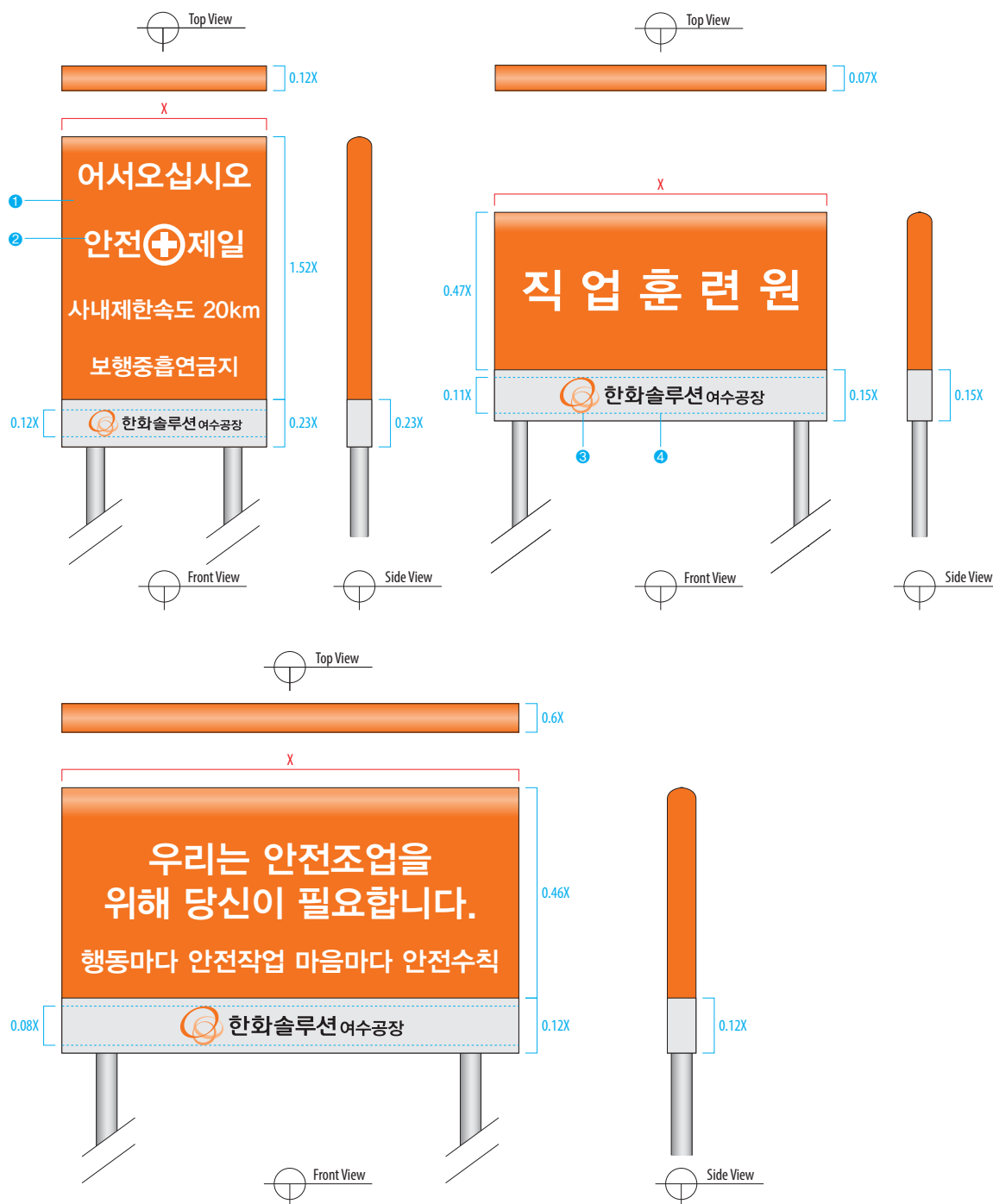
Production specifications

- 1 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- 2 Photo printout with a grey background
- 3 Do acrylic processing and prime with white. Then paint with a designated color.
- 4 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).

Pole Signs

1. Double-Pole Signs

Type A

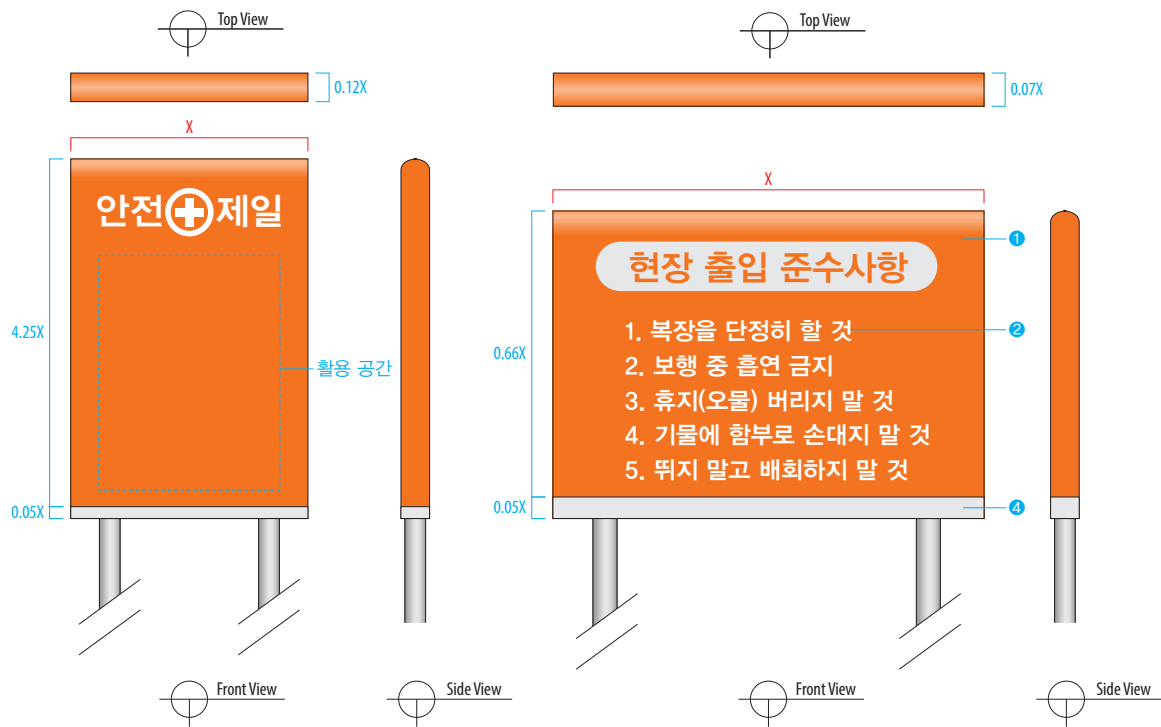


Production specifications

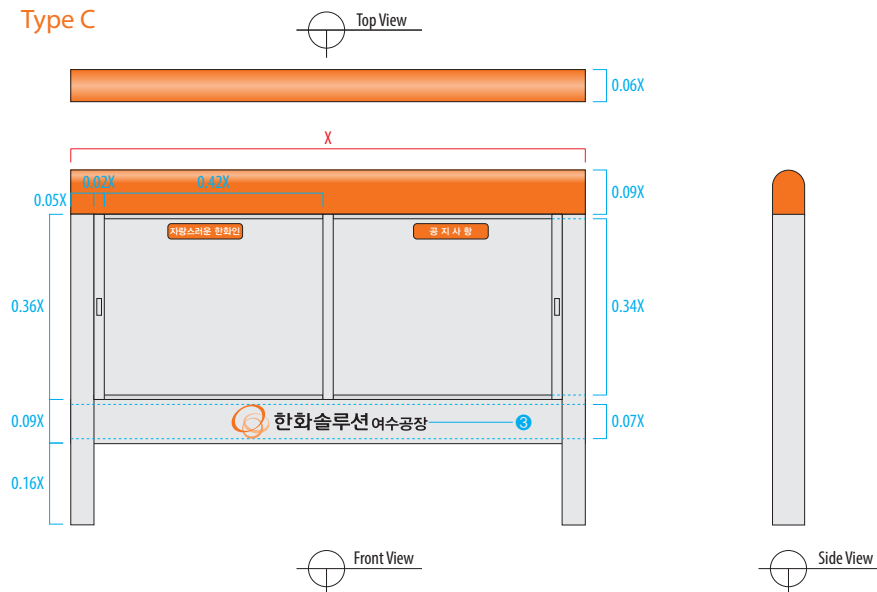
- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ②③ Treat with a designated color sheet and film
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).

Pole Signs

Type B



Type C



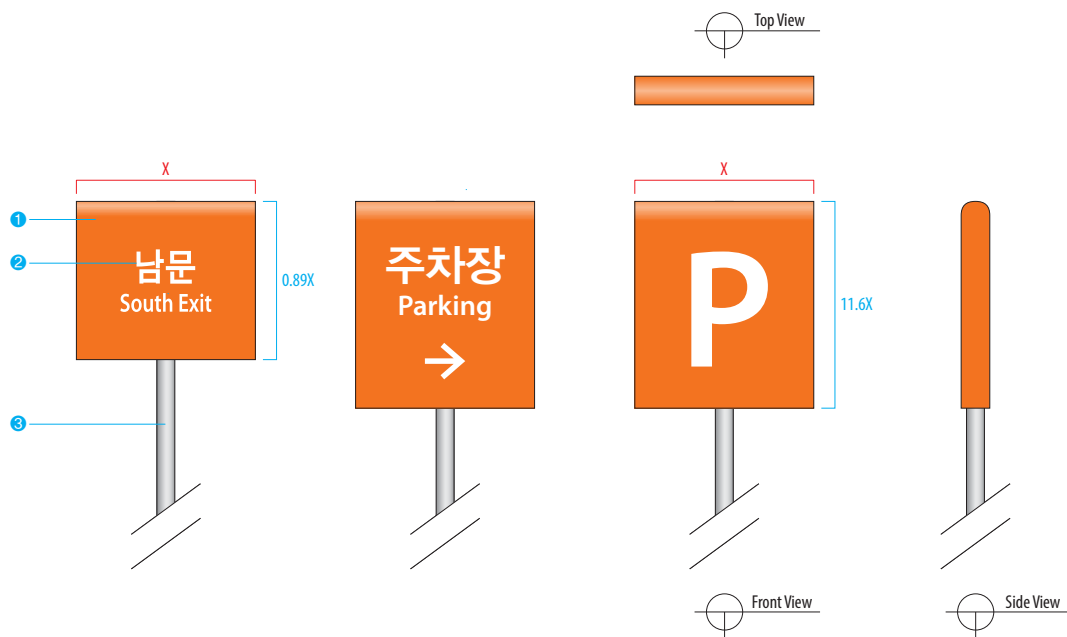
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ②③ Treat with a designated color sheet
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).

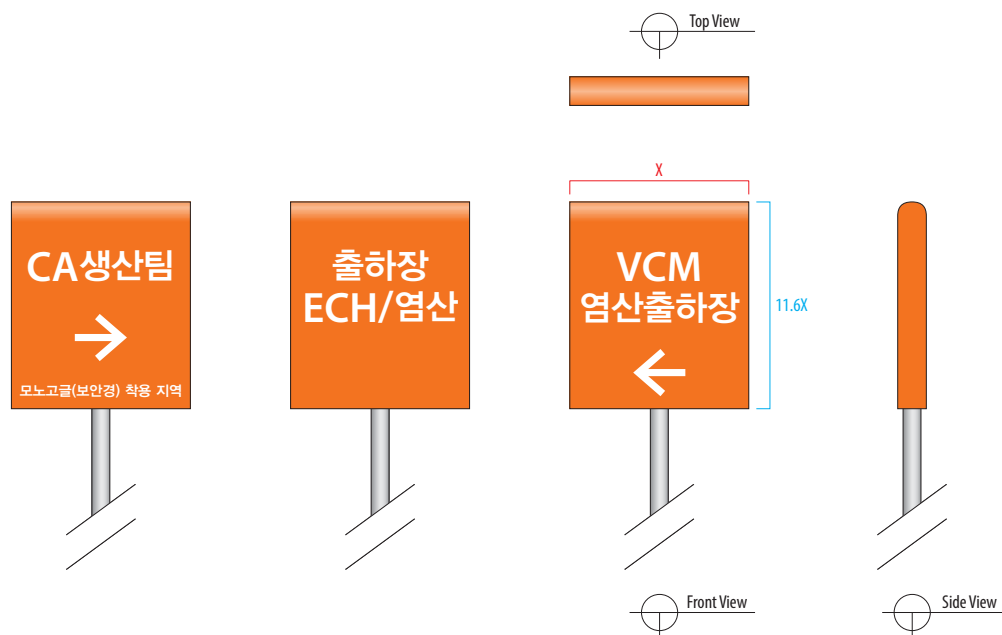
Pole Signs

2. Single-Pole Signs

Type A



Type B

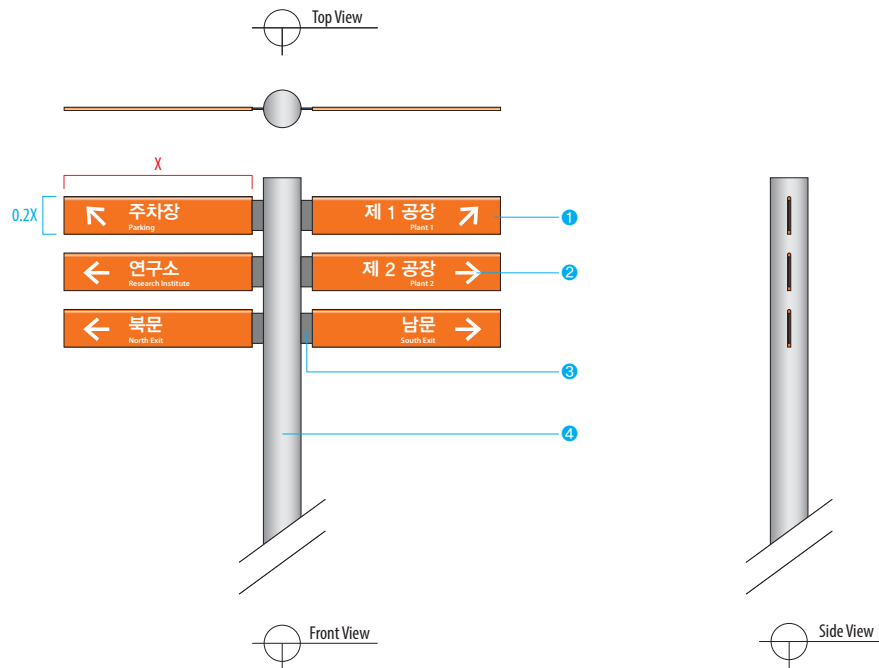


Production specifications

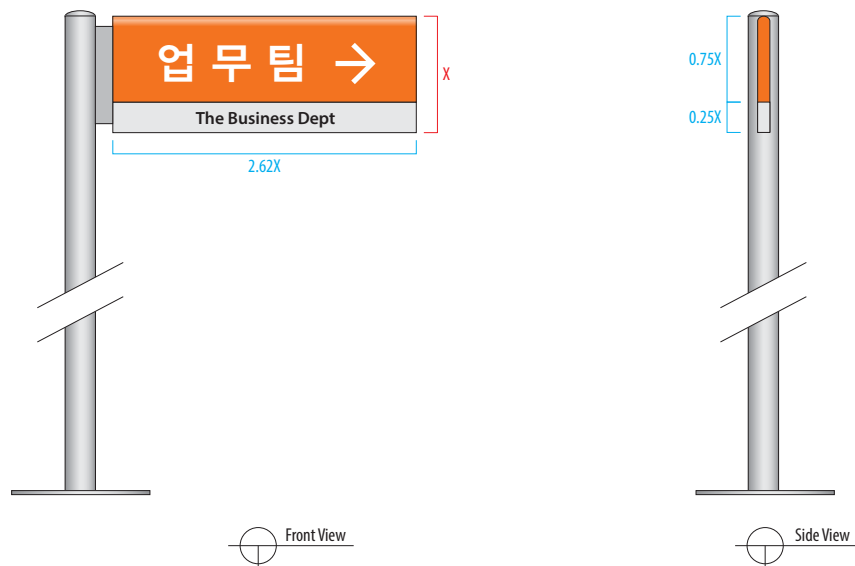
- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).

Pole Signs

Type C



Type D



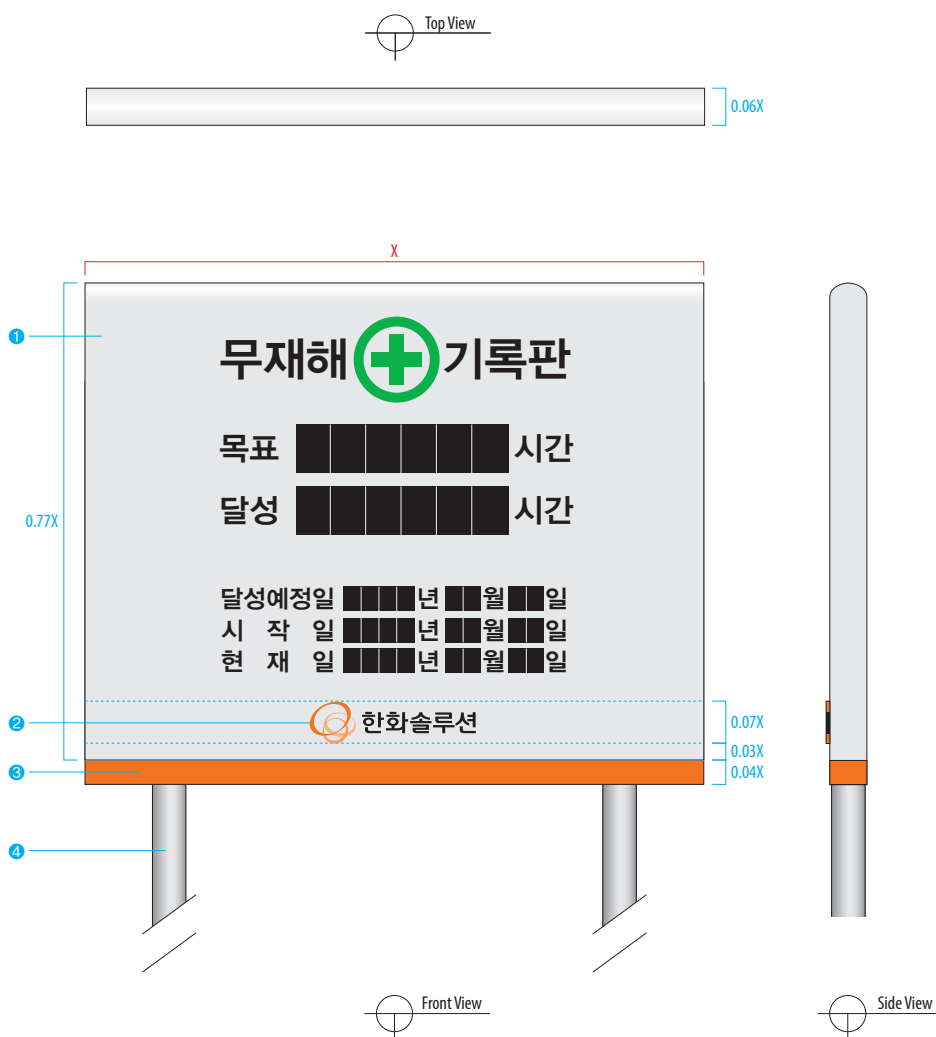
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet
- ③ Cut and bend the STS and paint with Gray (70%)
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).

Zero-Accident Signs

Zero-accident signs are placed both inside and outside of plants. They are used to raise awareness among employees about the importance of safe work conditions and working safely.

1. Standing Type

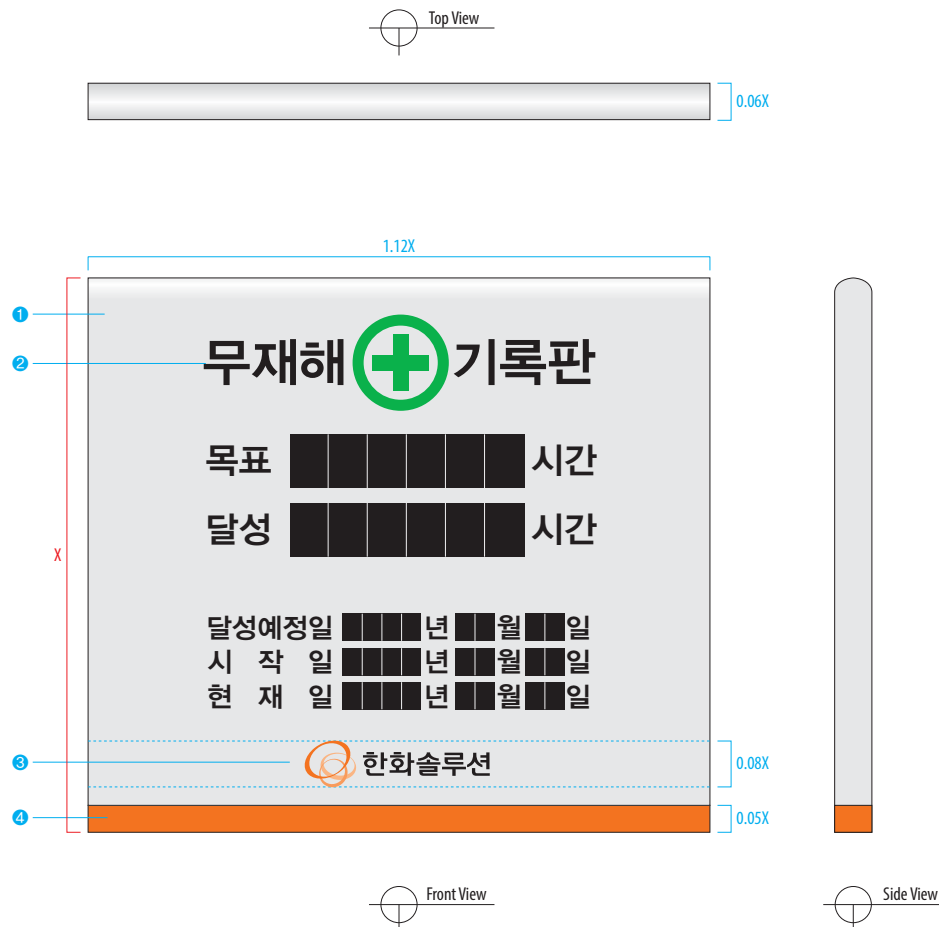


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do acrylic processing and prime with white. Then paint with a designated color.
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).

Zero-Accident Signs

2. Wall-Mounted Type



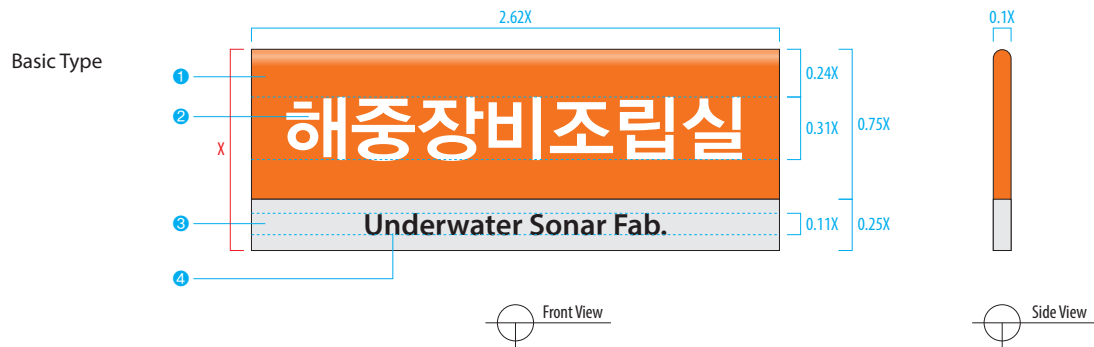
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Paint with a designated color (Hanwha Orange)

Department Signs

These signs can be either horizontal or vertical. Install a sign that matches the size of the plant it is being used for.

1. Horizontal Type



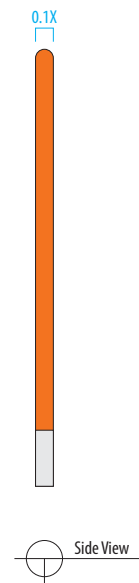
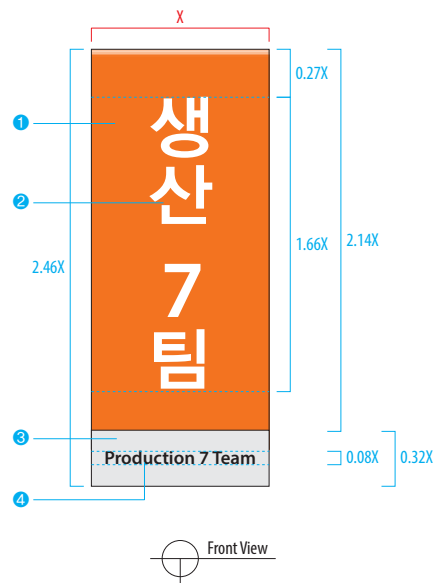
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ④ Treat with a designated color sheet

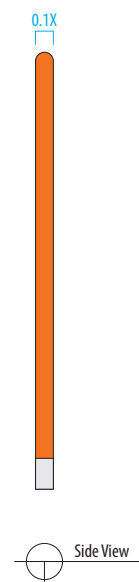
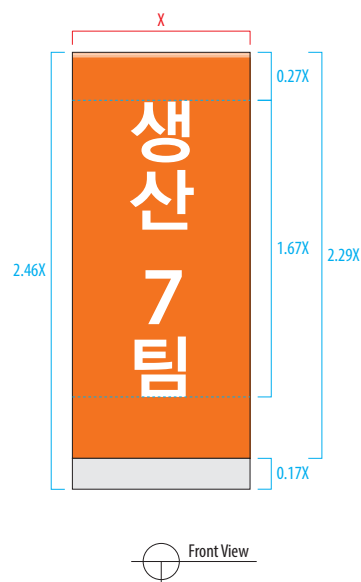
Department Signs

2. Vertical Type

Basic Type



Applied Type

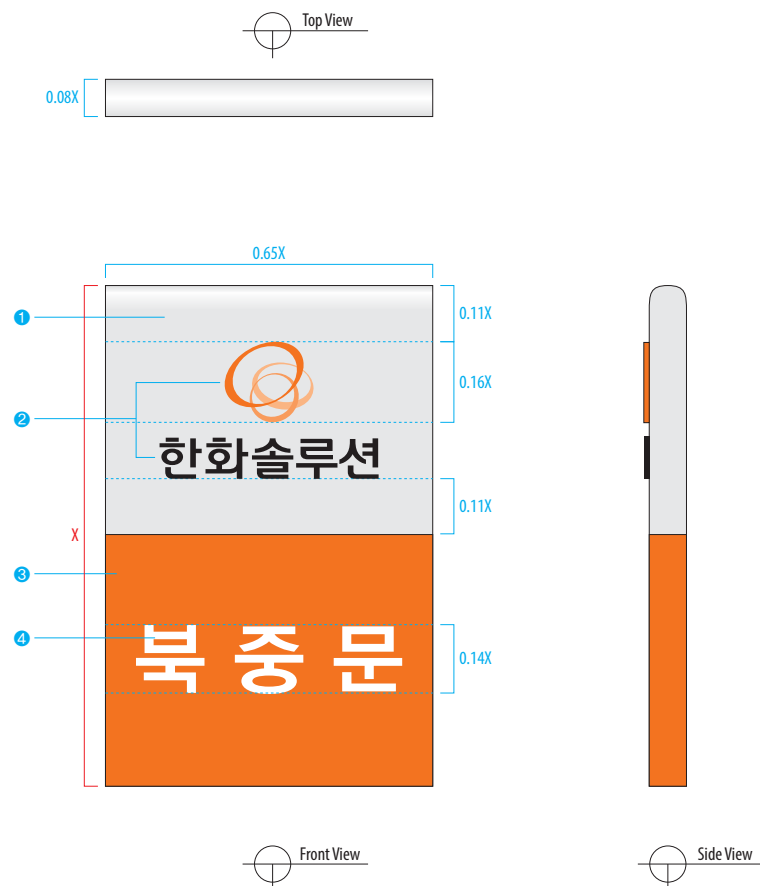


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ④ Treat with a designated color sheet

Gate Signs

These signs point people to the gates of a plant. Use the Vertical Signature A of the relevant affiliate.

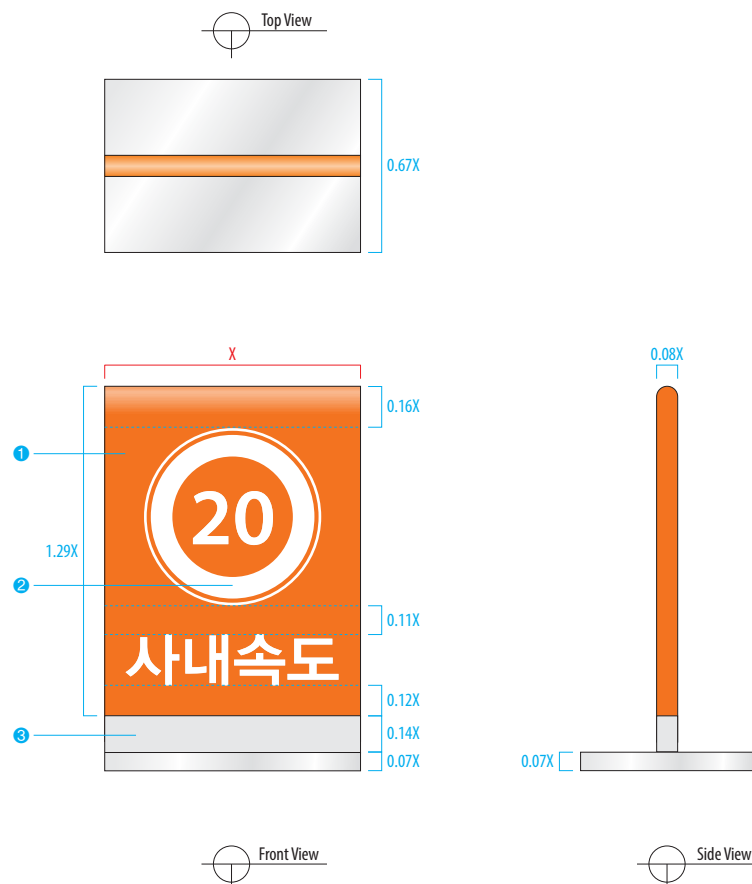


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do acrylic processing and prime with white. Then paint with a designated color.
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Treat with a designated color sheet

Speed Limit Signs

These signs tell people how fast they can drive within the grounds of a plant.

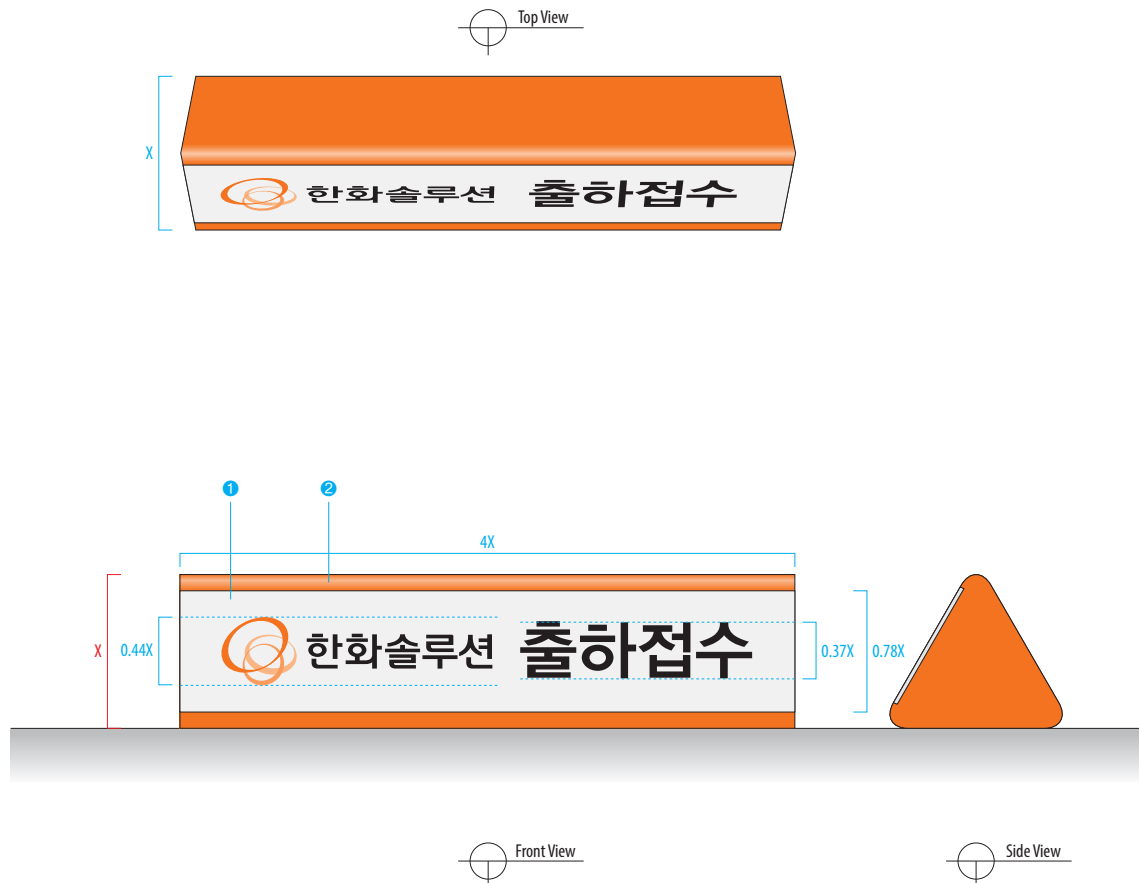


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ② Treat with a designated color sheet
- ③ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).

Information Desk Signs

These signs are placed on information desks in the lobbies of buildings.



Production specifications

- ① Paint the acrylic part of the back of the sign with White Silver. Treat its front with a designated color sheet.
- ② Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).



Part 4. Interior Signage System

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Rules for Applying Information Elements	11.04
Examples of Interior Signage	11.05
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Shutter Signs	11.36
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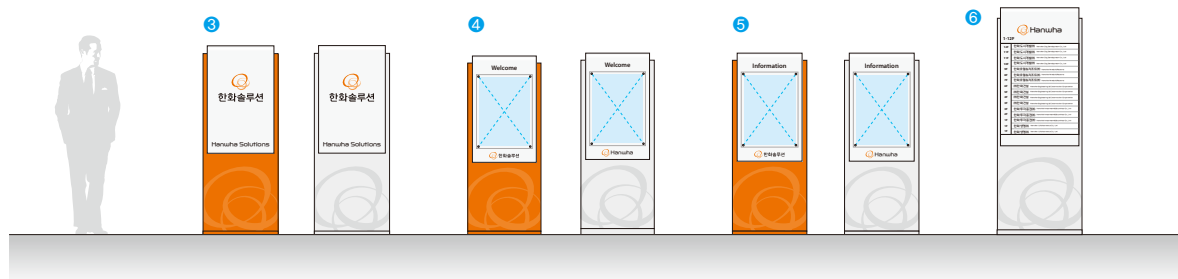
Overview of Interior Signage

Interior signs should be simple yet impressive-looking. Use Hanwha White pearl and Hanwha Gray silver as the main colors and Hanwha Orange as an accent color.

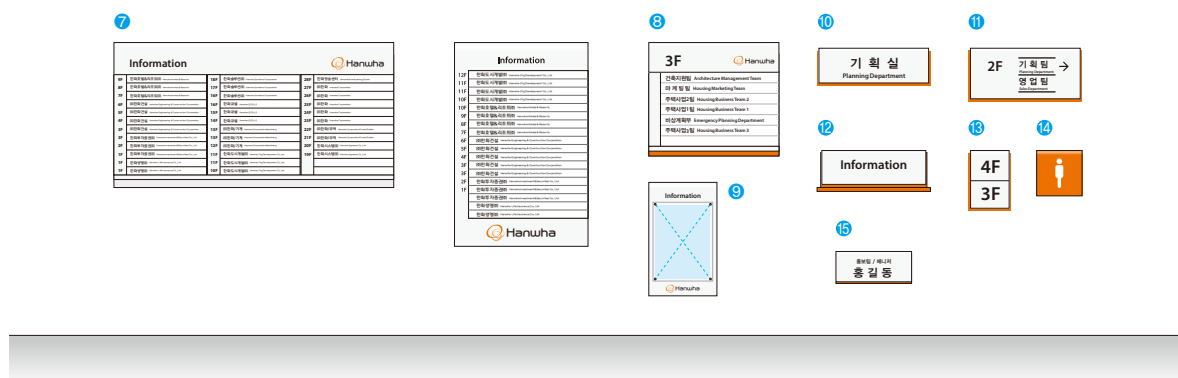
1. Interior Signage System



1 Wall Sign 2 Wall Sign (Finance)



3 Entrance Sign 4 Welcome Sign 5 Notice Sign 6 Information Sign



7 Information Sign 8 Floor Information Sign 9 Notice Sign 10 Department Sign 11 Floor Direction Sign 1 12 Front Desk Sign
13 Floor Directional Sign 2 14 Public Sign 15 Position Sign

Overview of Interior Signage

2. Rules for applying Interior Signage

All interior signs should be painted with the designated Hanwha colors after priming with white .



Wall Signs

Materials and Production

Wall signs are made of LED channels and should be colored in Hanwha White pearl. The Hanwha Symbol Mark should be attached after photo printing. The Logotype should be made using a designated lighting sheet.



Department Signs

Materials and Production

Paint department signs made of aluminum or an acrylic material with a designated color. Use Hanwha White pearl as the basic color, and Hanwha Orange as an accent color.



Information Signs

Materials and Production

Information signs should be made of stainless steel, with Hanwha White pearl and Hanwha Gray silver as their colors. A magnet should be attached to the back of the acrylic material, so that information elements can be replaced easily.

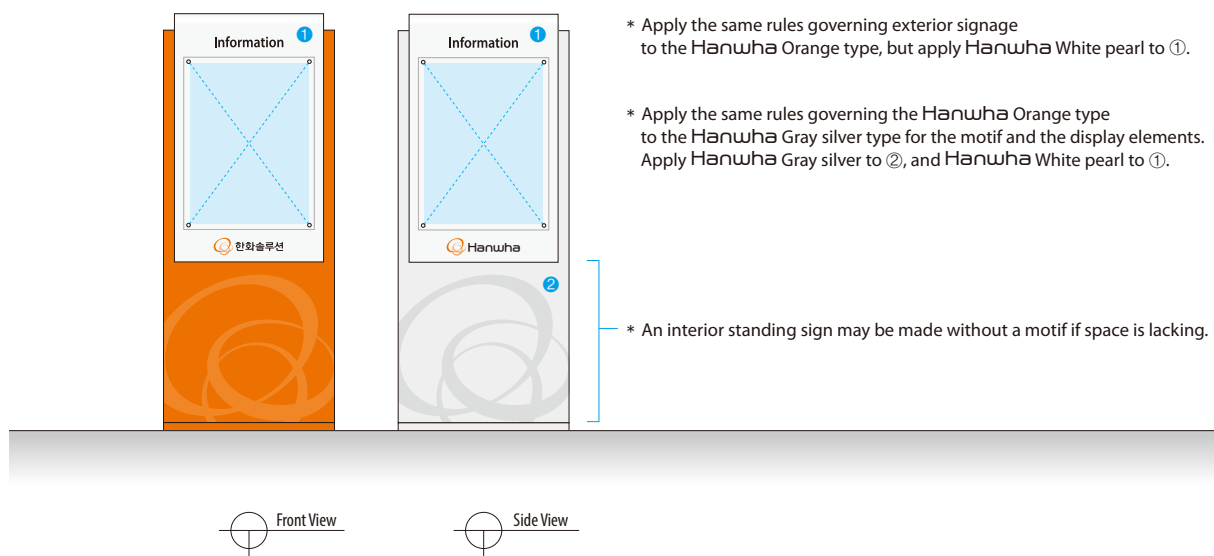
Rules for Applying Interior Signage

The purpose of these rules is to maintain a consistent image of Hanwha. The proportions of each type of element, the ratio of the Symbol Mark and the Logotype, the motif, and other design factors should be placed so as to facilitate their legibility and visibility.

1. Interior Standing Signs

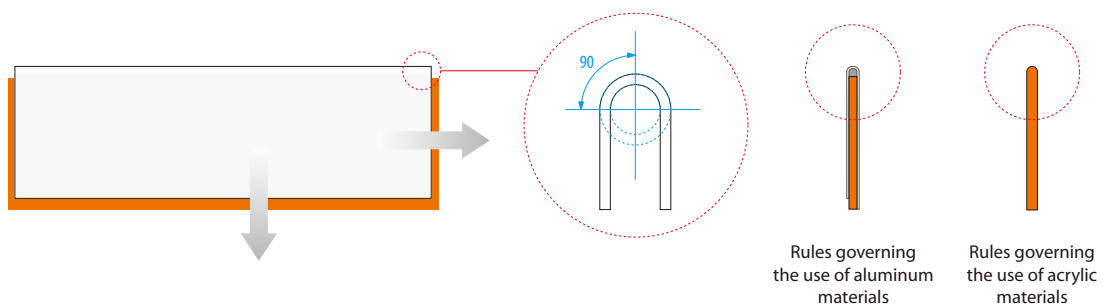
The same standards apply to standing signs as govern exterior ones. Interior standing signs are painted with Hanwha Gray silver and Hanwha Orange colors. The choice of which one should be made according to the surrounding environment.

Select each type so that it best matches the type of interior around it.



2. Interior Signage

Interior signs should have the same rounded look as exterior signage. Use Hanwha White pearl as the main color and Orange as an accent color.



* Increase or reduce the size of the sign either horizontally or vertically according to the surrounding environment and display elements. Aluminum and acrylic materials can be used, depending on the situation.

Rules for Applying Information Elements

Apply information elements on interior signs based on the rules governing their forms, sizes, and proportions.

1. Single Line

Single line rules for Korean-English



Single line rules for Korean-English (Financial companies)



2. Double Line

Double line rules for Korean-English A



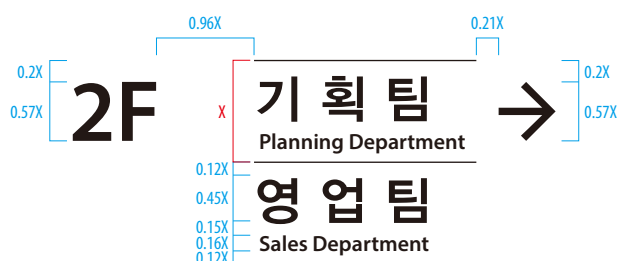
Double line rules for Korean (financial companies)



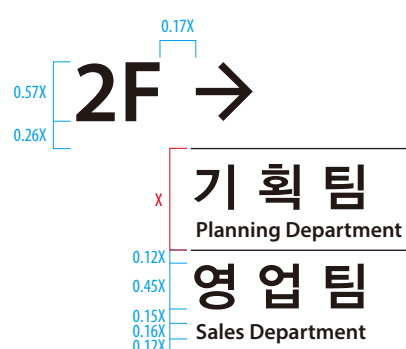
Double line rules for Korean-English B



Double line rules for Korean-English C



Double line rules for Korean-English D

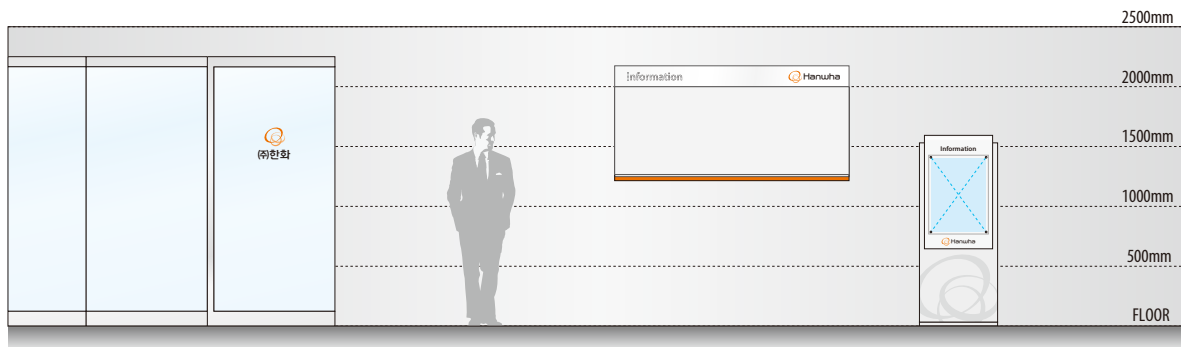
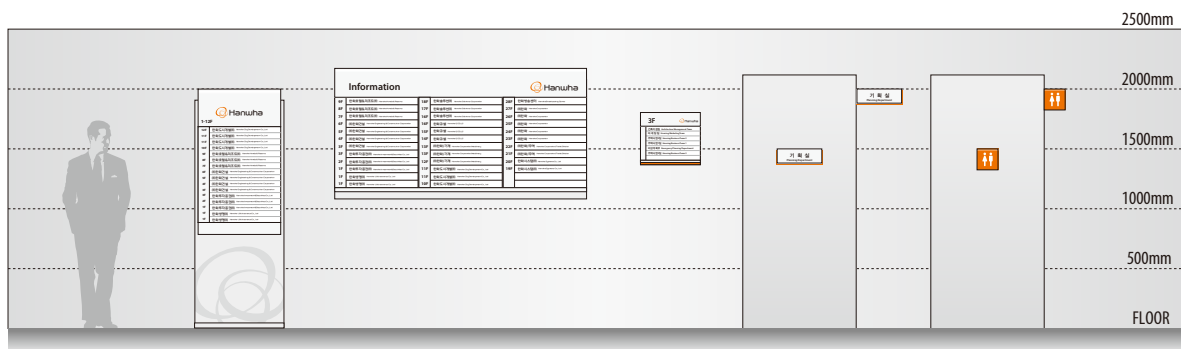


Examples of Interior Signage

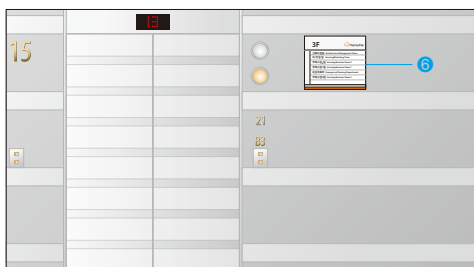
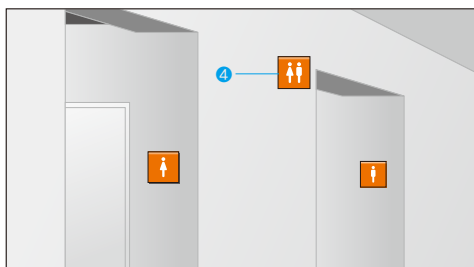
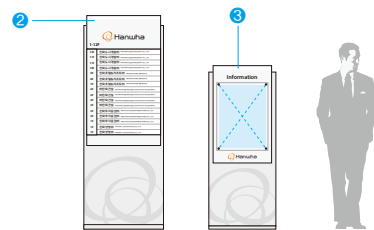
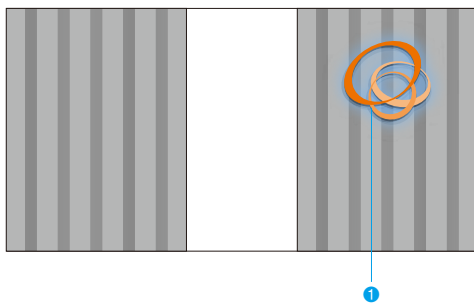
Interior signs should have a rounded top, like the Tricircle. Use Hanwha White pearl and Hanwha Gray silver to harmonize with the interior environment. Apply Hanwha Orange as an accent color.

1. Interior signage should be made using a 10:5 ratio, and placed in appropriate locations.
2. All interior signage should be painted in colors designated by Hanwha after priming with white.

Places to install interior signs according to height



Examples of Interior Signage



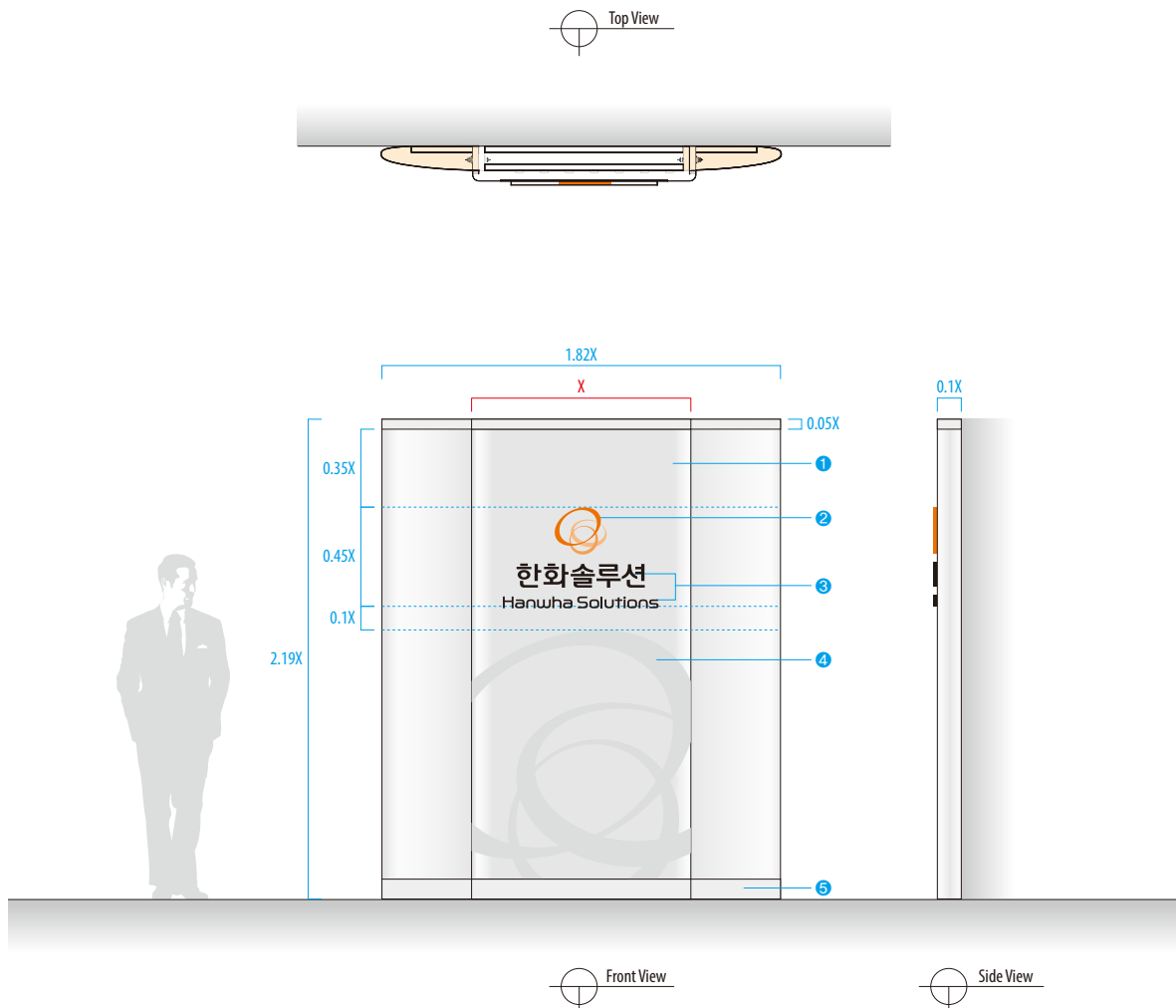
Interior Signage System

- ① Channel Sign
- ② Information Sign
- ③ Notice Sign
- ④ Public Sign
- ⑤ Department Sign
- ⑥ Floor Information Sign

Wall Signs

Wall signs can be used in the lobby area of each building or affiliate.

1. Wall Signs



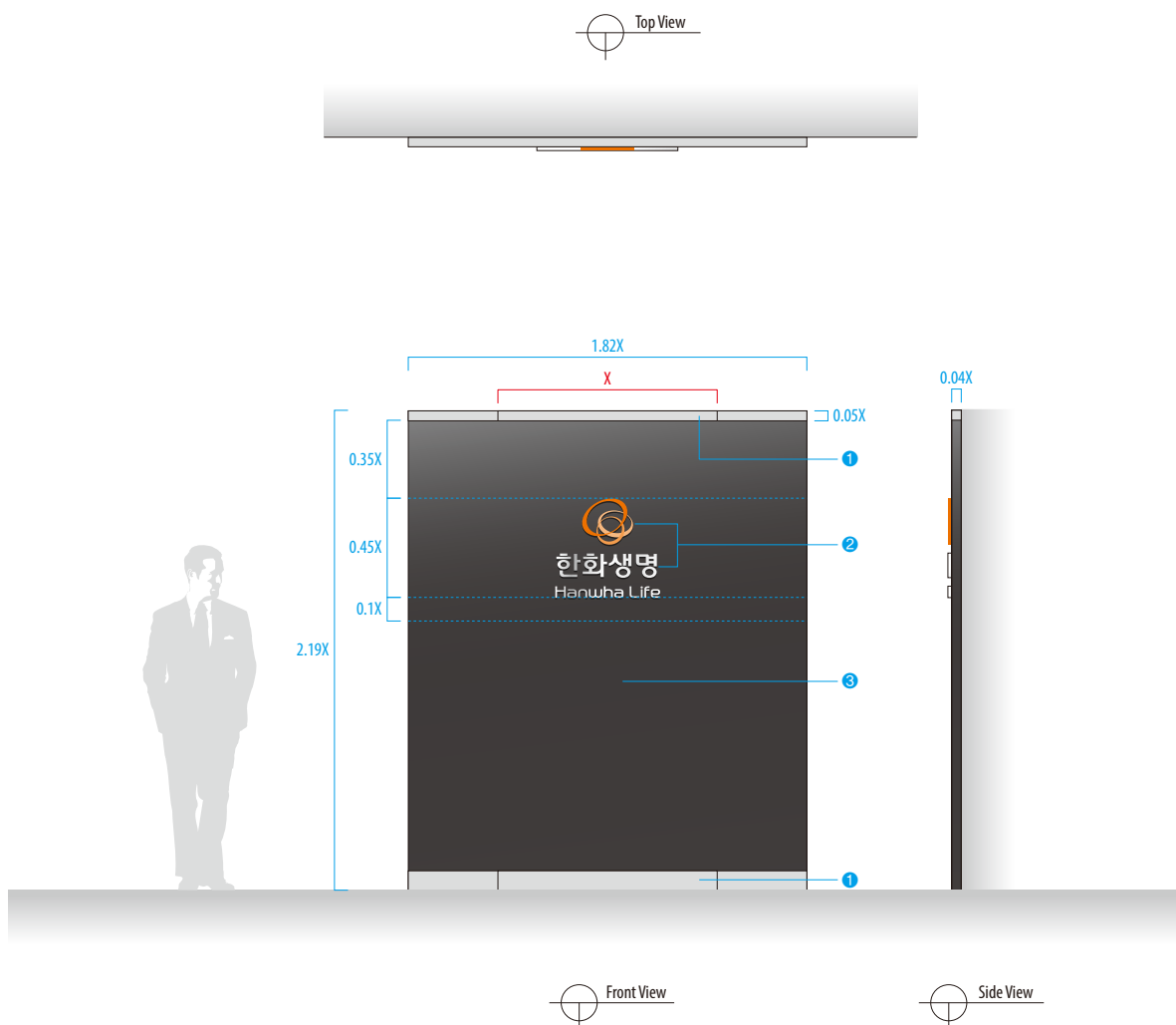
Production specifications

- 1 Cut and bend the STS and paint with a designated color (Hanwha White pearl)
- 2 Do laser punching and then apply 20T transparent acrylic lettering, a LED lamp light, and a Symbol Mark photo printout on the front
- 3 Do laser punching and then apply 20T transparent acrylic lettering, a LED lamp light, and a designated HA9031 sheet to the front
- 4 Treat with a designated color sheet
- 5 Interior sheet (Hanwha Interior Sheet – Silver Hairline)

Wall Signs

2. Wall Signs for Financial Companies

Apply the Signature of a financial company on the black background, Hanwha Orange to the Symbol Mark, and Hairline Silver to the Logotype. The color of the background may be changed to fit the design of the interior around it. If another color is being applied, apply Hairline Silver to the Logotype for a darker background and Hanwha Black for a brighter one.



Production specifications

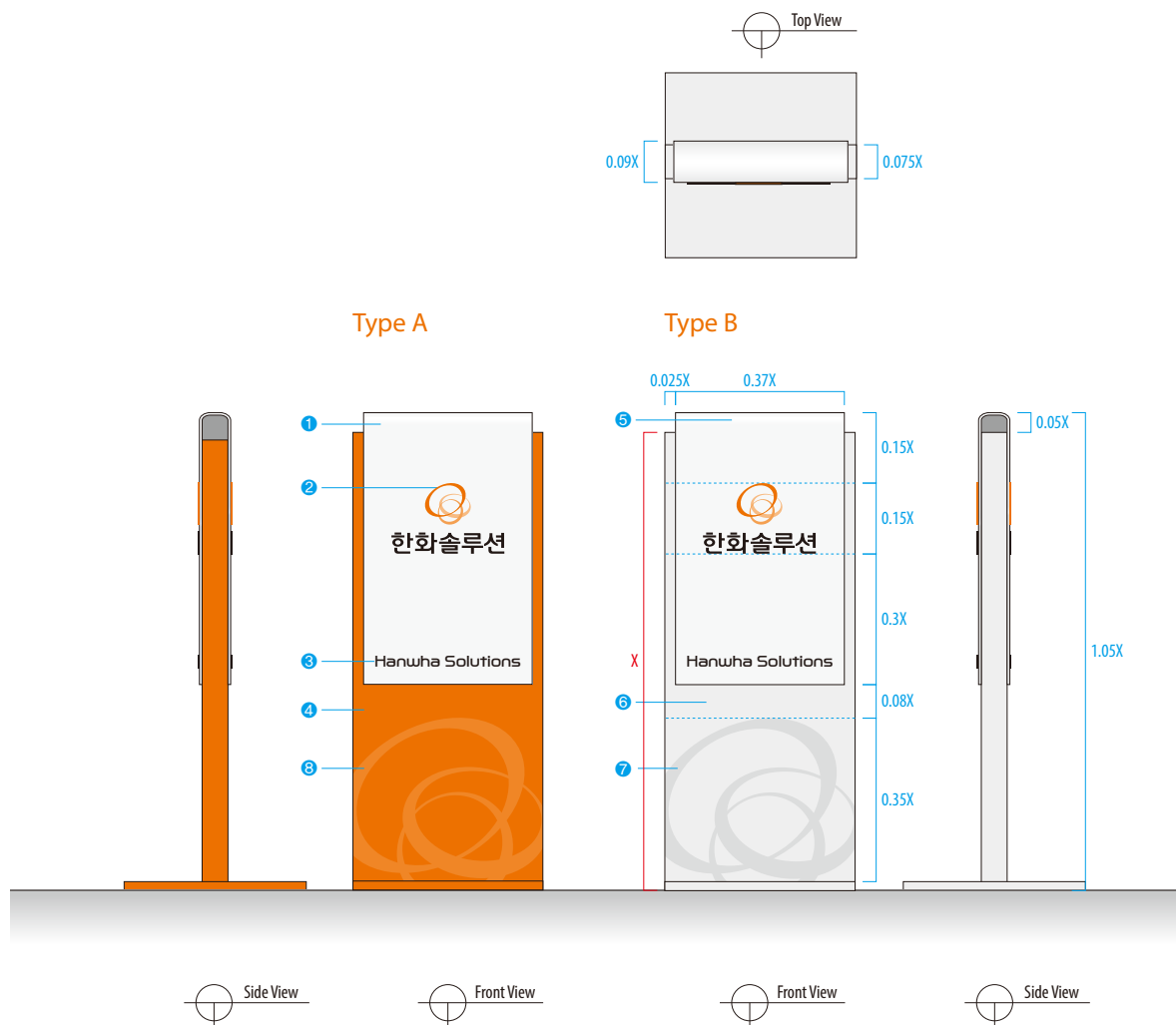
- ① Cut, bend, and mold the STS. Then treat with a designated sheet (Hanwha Interior film – Silver Hairline).
- ② Do acrylic processing and prime with white. Then paint with a designated color for the Mark.
Do aluminum hairline processing and then apply 3D lettering for letters.
- ③ THK 8mm black-colored glass.

Entrance Signs

These signs are placed at the lobby entrances of buildings.

Apply Hanwha Orange and Hanwha Gray silver so that they match the interior design around the signs.

1. Group/Affiliates

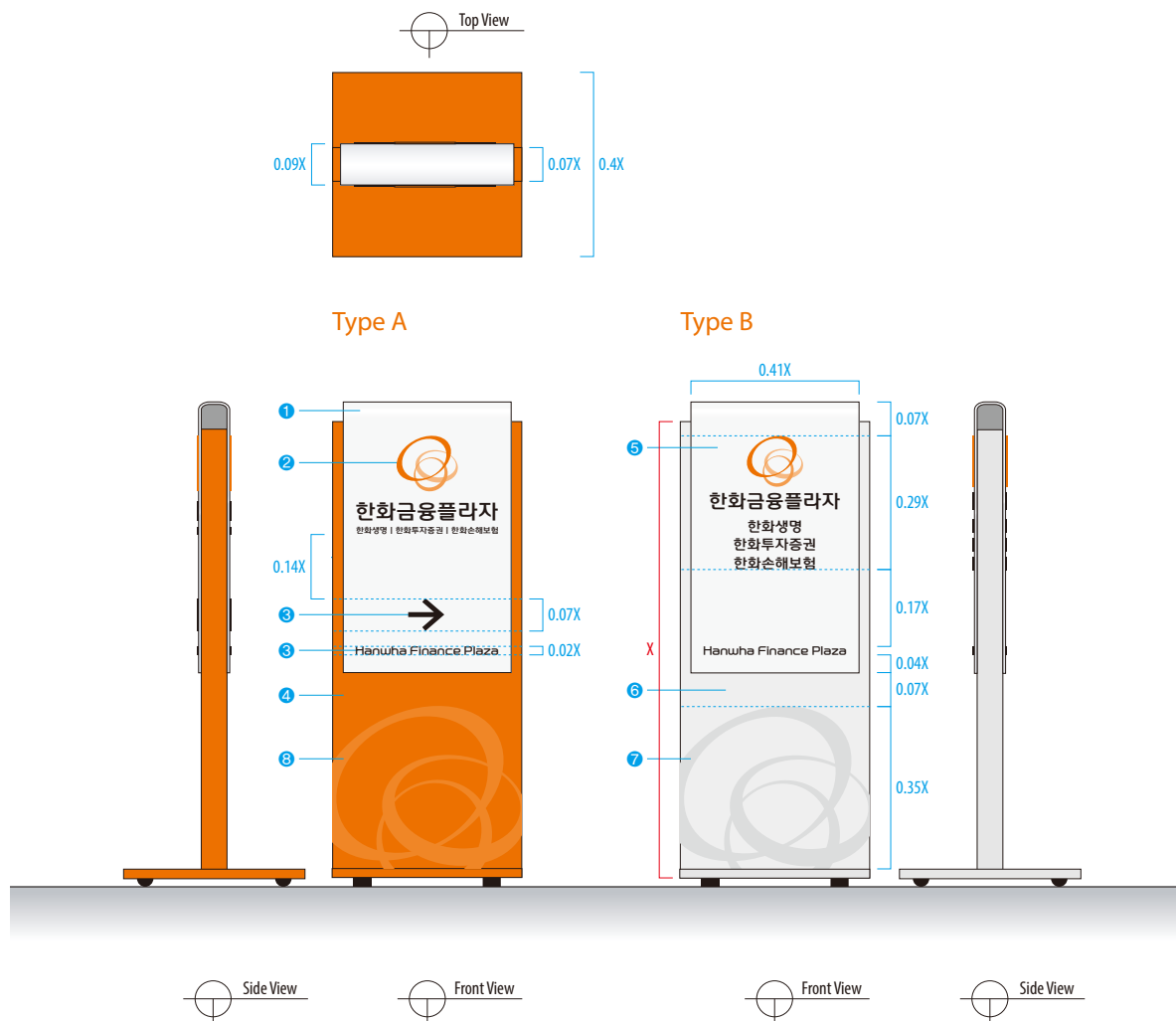


제작사양

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Do acrylic processing and prime with white. Then paint with a designated color.
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ⑤ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ⑥ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).
- ⑦⑧ Treat with a designated color sheet and film

Entrance Signs

2. Hanwha Finance Plaza



* Use a 10:3:2 ratio for the Signature for Hanwha Finance Plaza entrance signs

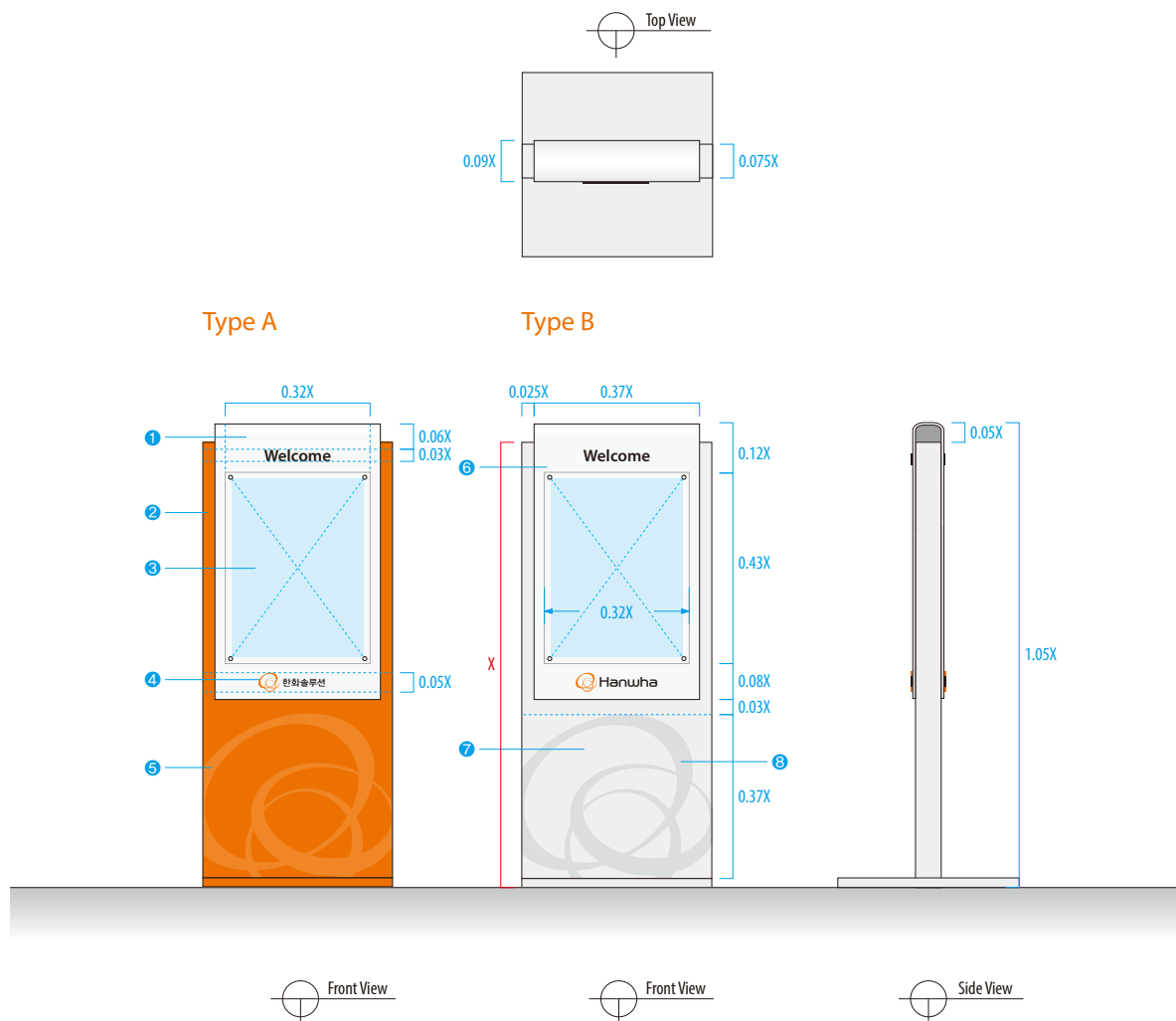
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Do acrylic processing and prime with white. Then paint with a designated color.
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ⑤ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ⑥ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).
- ⑦⑧ Treat with a designated color sheet and film

Welcome Signs

These signs are placed at the lobby of buildings. They serve as notice boards for customers.

Apply Hanwha Orange and Hanwha Gray silver so that they match the interior design around the signs.



Production specifications

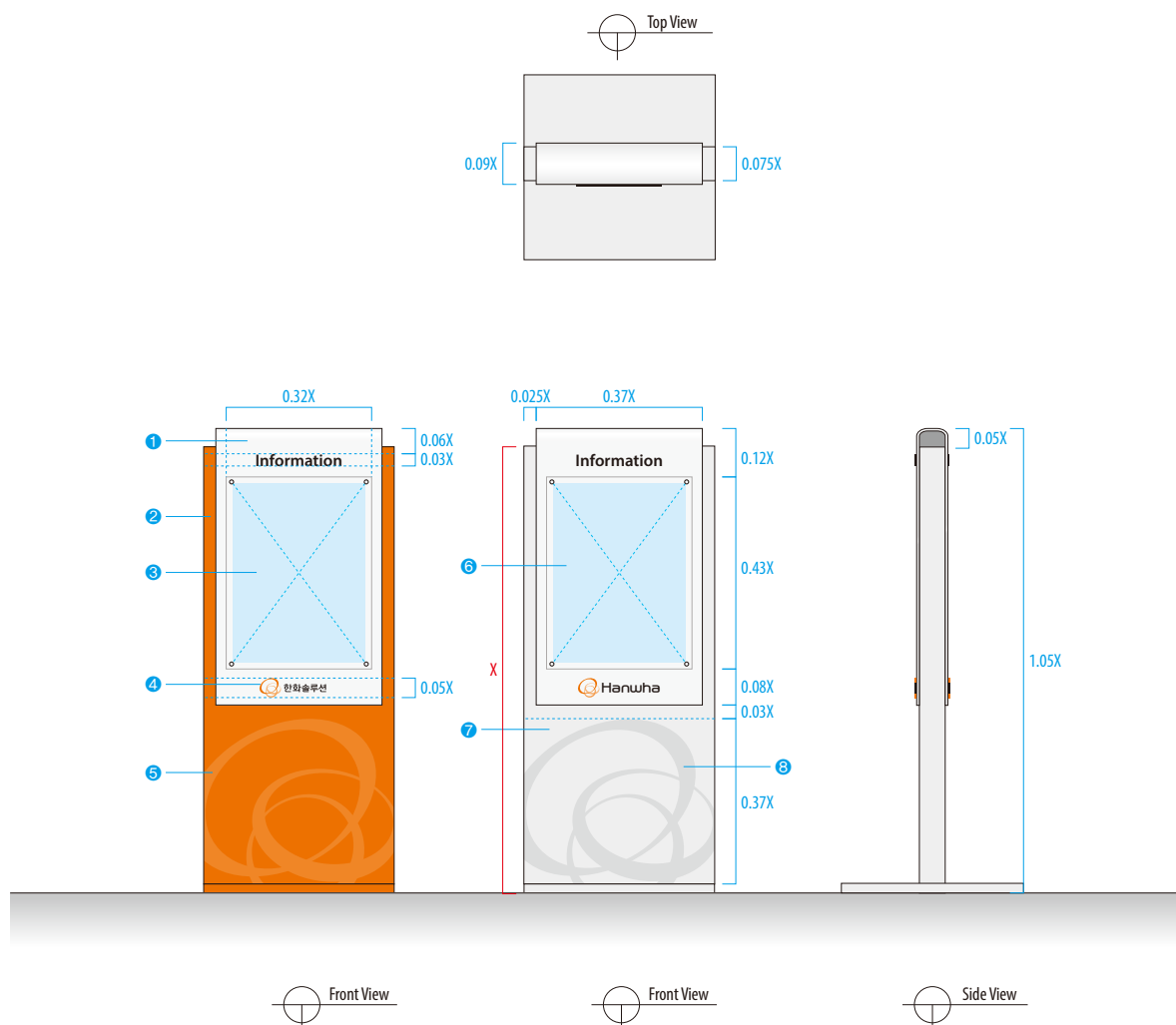
- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ③ Transparent acrylic magnetic frame
- ④ Do acrylic processing and prime with white. Then paint with a designated color.
Treat with a designated color sheet on the front for the Symbol Mark, and paint with a designated color for the Logotype
- ⑤ Treat with a designated color film
- ⑥ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ⑦ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).
- ⑧ Treat with a designated color sheet

Notice Signs

These signs are placed within departments to provide people with information. There are two types: standing, and wall-mounted. The right one should be chosen to fit the situation.

Apply Hanwha Orange and Hanwha Gray silver so that they match the interior design around the signs.

1. Group/Affiliates (Standing Type)

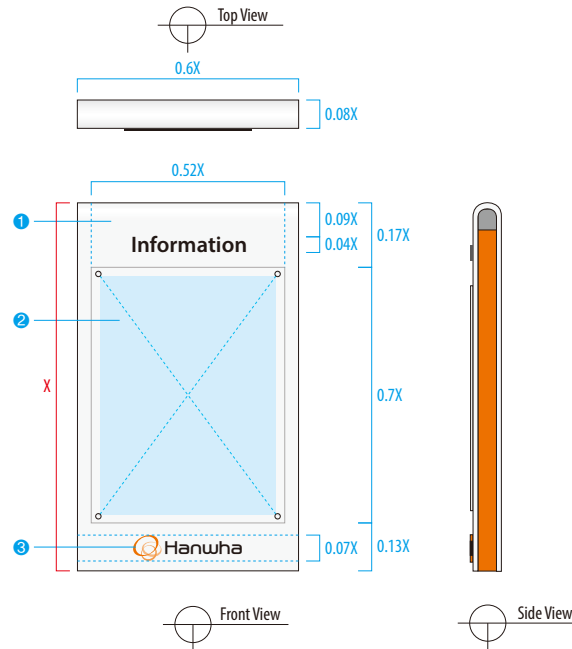


Production specifications

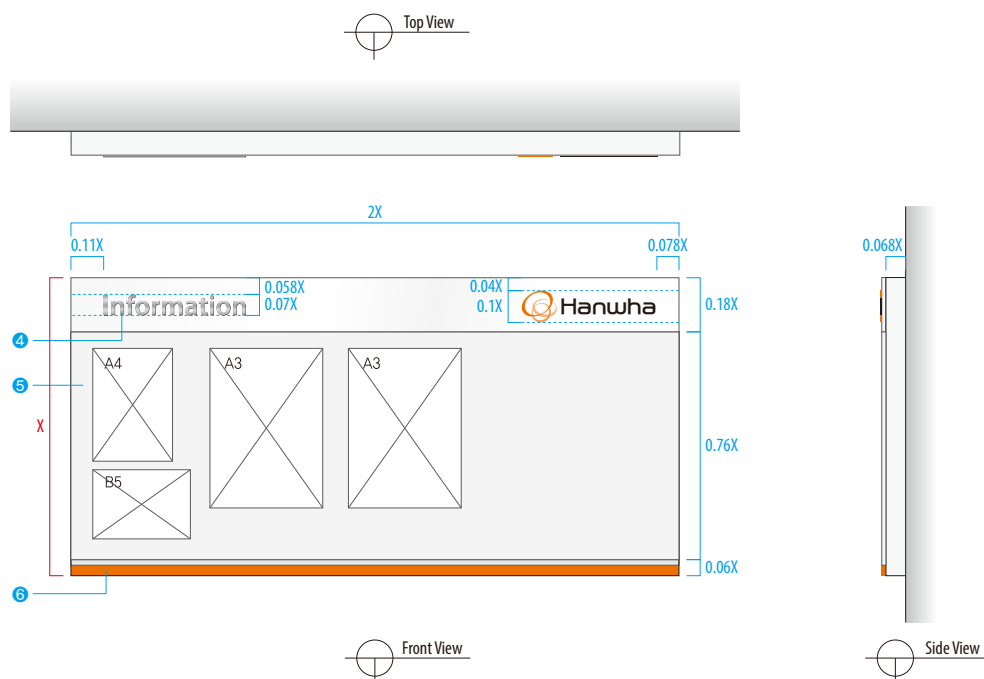
- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).
- ③ Transparent acrylic magnetic frame
- ④ Do acrylic processing and prime with white. Then paint with a designated color
Treat with a designated color sheet on the front for the Symbol Mark, and paint with a designated color for the Logotype
- ⑤ Treat with a designated color film
- ⑥ Cover the art board with a designated color cloth
- ⑦ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).
- ⑧ Treat with a designated color sheet

Notice Signs

2. Group/Affiliates (Wall-Mounted Type)



3. Group/Affiliates (Wall-Mounted Type Board)

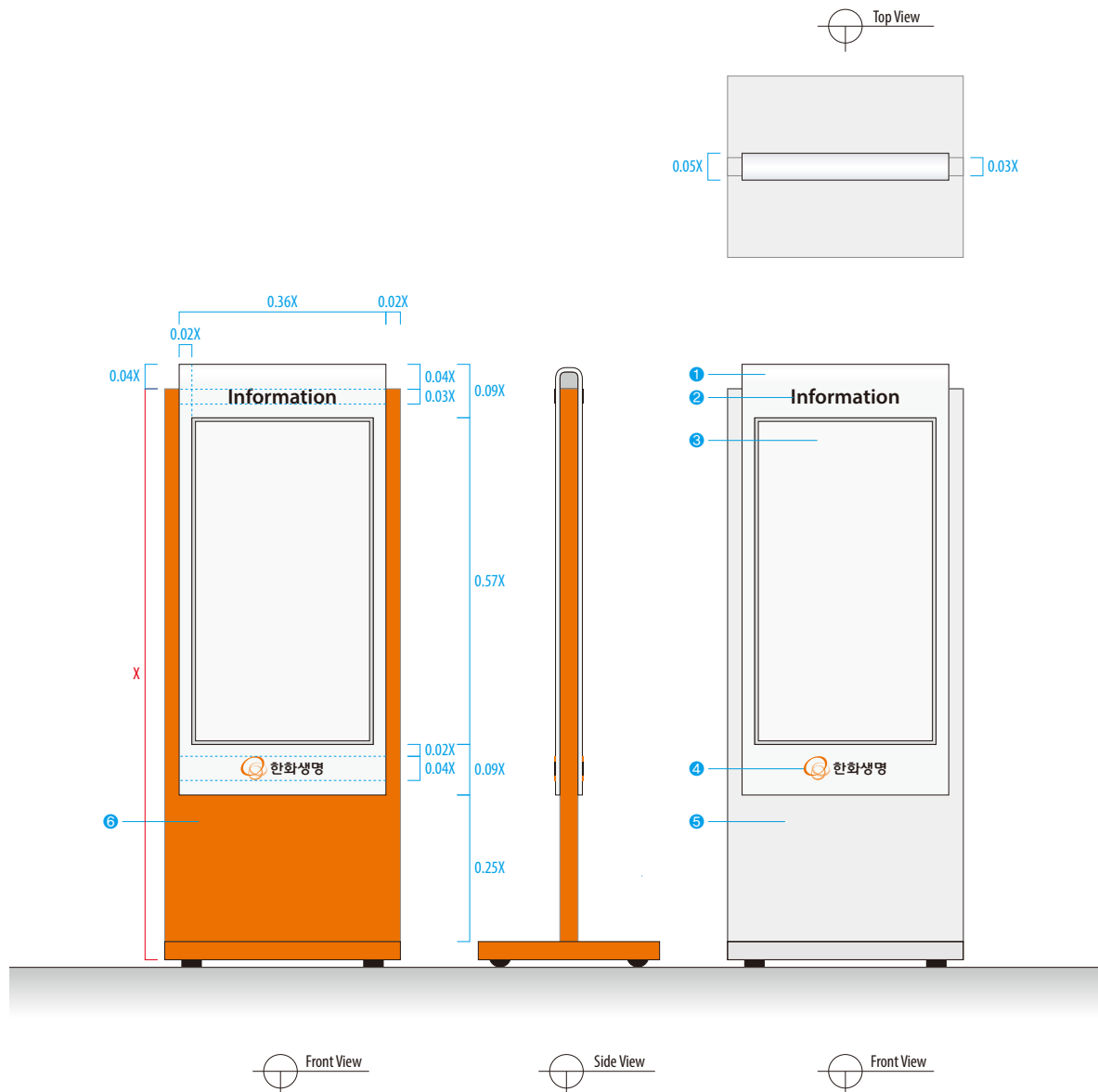


Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Transparent acrylic magnetic frame
- ③ Do acrylic processing and prime with white. Then paint with a designated color
Treat with a designated color sheet on the front for the Symbol Mark, and paint with a designated color for the Logotype
- ④ Duralumin (matt) channel letter with hairline finish
- ⑤ Cover the art board with a designated color cloth
- ⑥ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).

Notice Signs

4. Financial Company Type



* Motifs should not be applied to these notice signs due to a lack of space caused by the information elements.

* Notices may be printed on both sides. Either Hanwha Orange or Hanwha Gray silver can be applied to match the interior design around them.

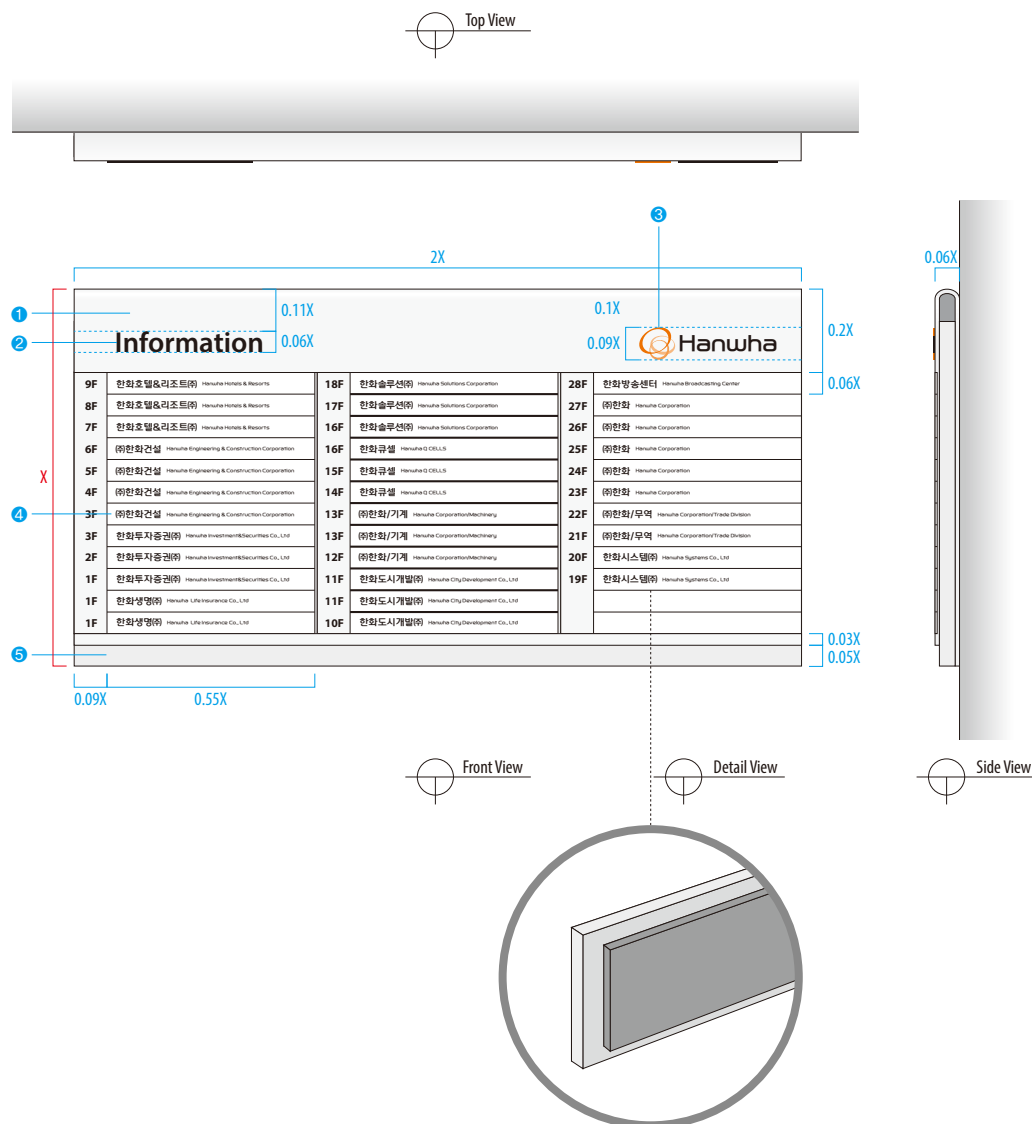
Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do acrylic processing and prime with white. Then paint with a designated color.
- ③ Cover THK9mm FLY-Wood/THK10mm Art Board with a designated color cloth on both sides
- ④ Do acrylic processing and prime with white. Then paint with a designated color.
- ⑤ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).
- ⑥ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).

Information Signs

These signs are installed in the lobbies and upper floors of buildings. They provide information to employees and visitors.

1. Group/Affiliates (Wall-Mounted Type)

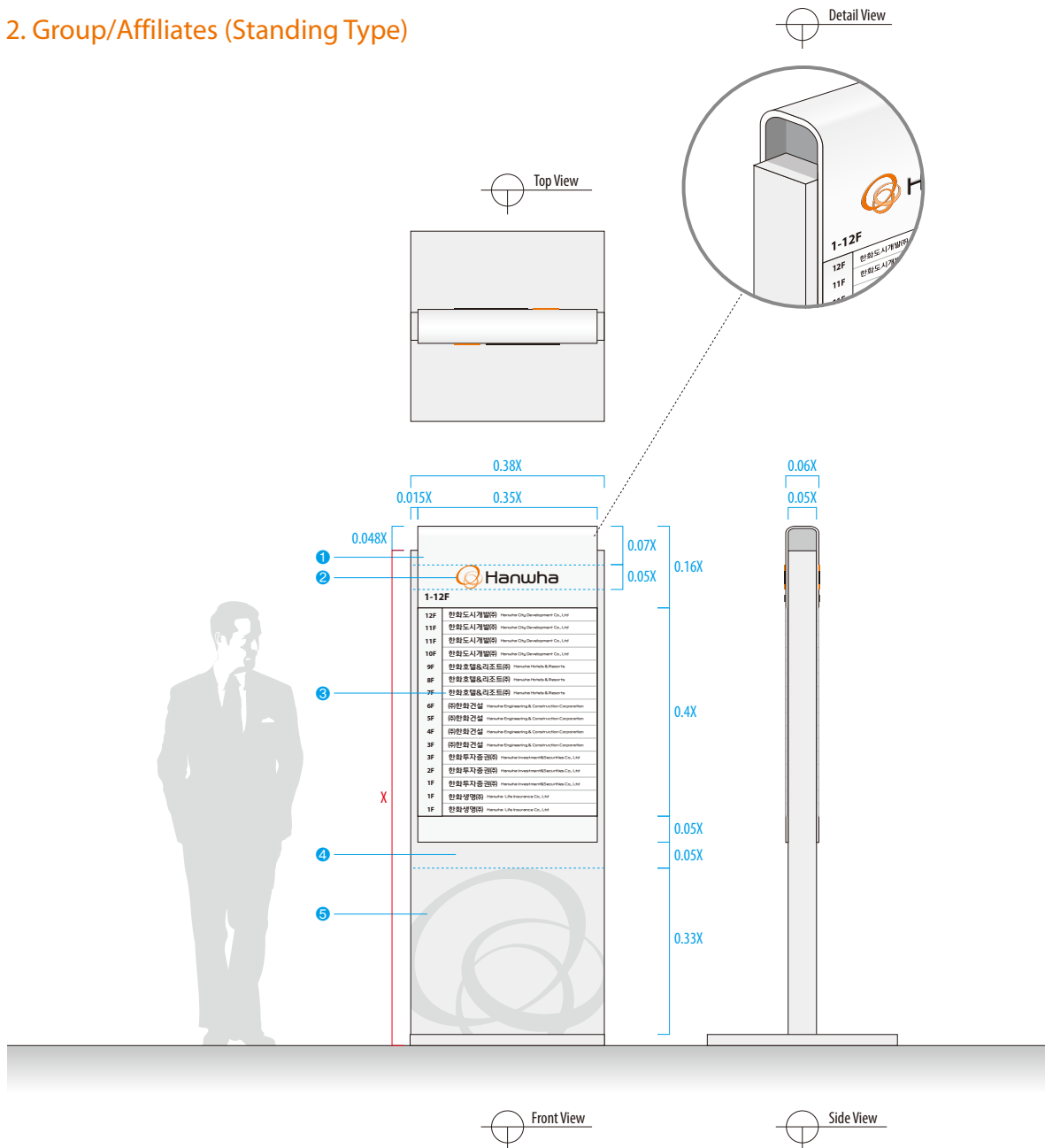


Production specifications

- 1 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- 2 Do acrylic processing and prime with white. Then paint with a designated color.
- 3 Do acrylic processing and prime with white. Then paint with a designated color.
Treat with a designated color sheet on the front for the Symbol Mark, and paint with a designated color for the Logotype
- 4 Attach a magnet to the back of the acrylic and treat with a designated color sheet on the front
- 5 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Gray silver).

Information Signs

2. Group/Affiliates (Standing Type)



Production specifications

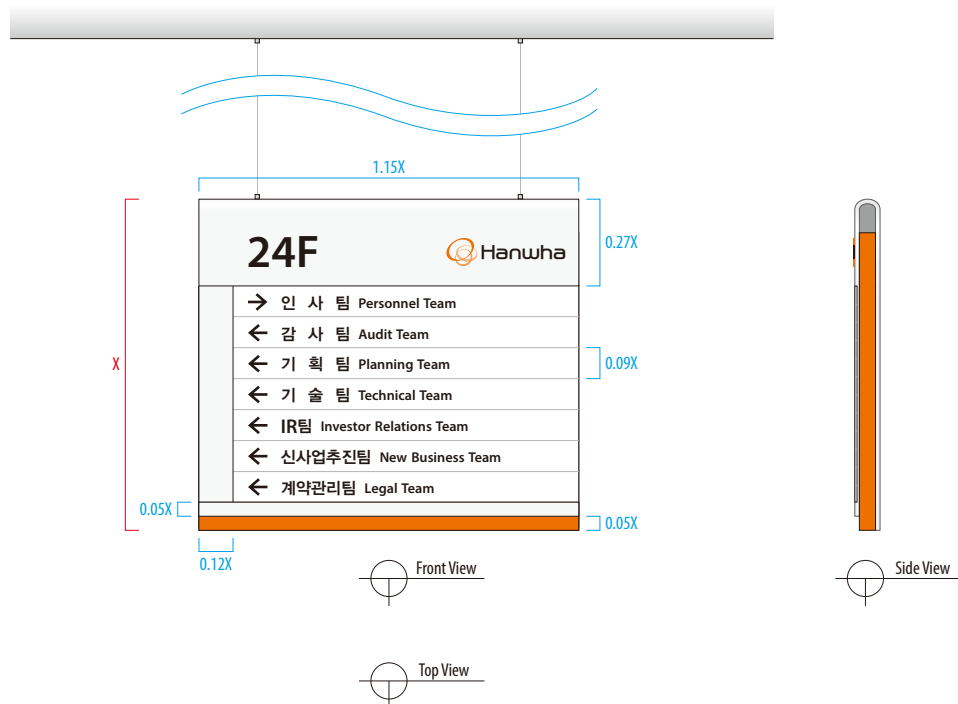
- 1 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- 2 Do acrylic processing and prime with white. Then paint with a designated color.
Treat with a designated color sheet on the front for the Symbol Mark, and paint with a designated color for the Logotype
- 3 Attach a magnet to the back of the acrylic and treat with a designated color sheet on the front
- 4 Bend and mold the galvanized steel plate. Then paint with a designated color (Hanwha Gray silver).
- 5 Treat with a designated color sheet

Information Signs

3. Group/Affiliates (Floor Information Signs)

These signs are used to give people directions and information. They can be made as either hanger- or wall-mounted types.

Type A
(for giving directions)



Type B
(for providing information)

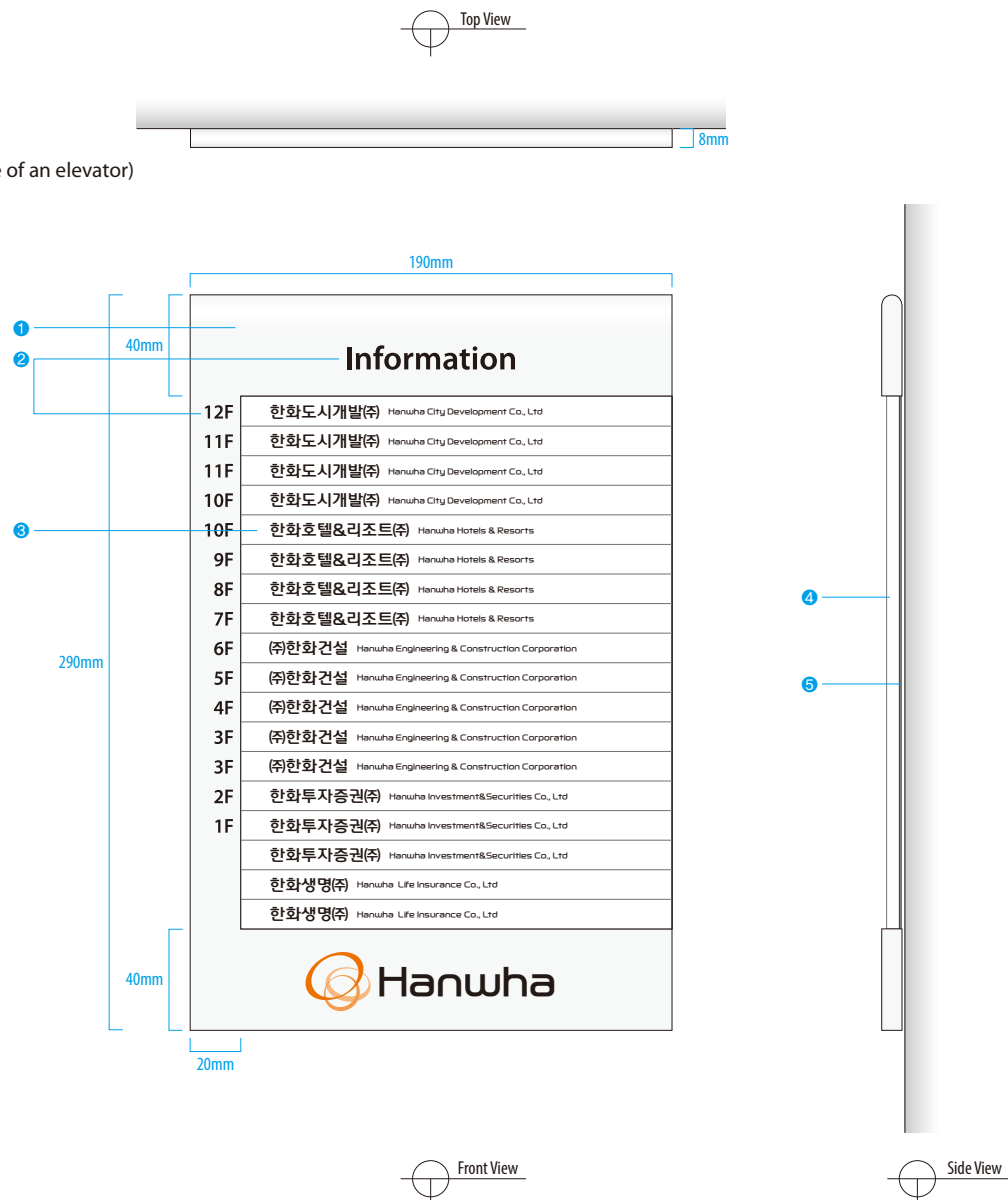


Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Treat with a designated color sheet
- ④ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

Information Signs

Type C
(for the inside of an elevator)

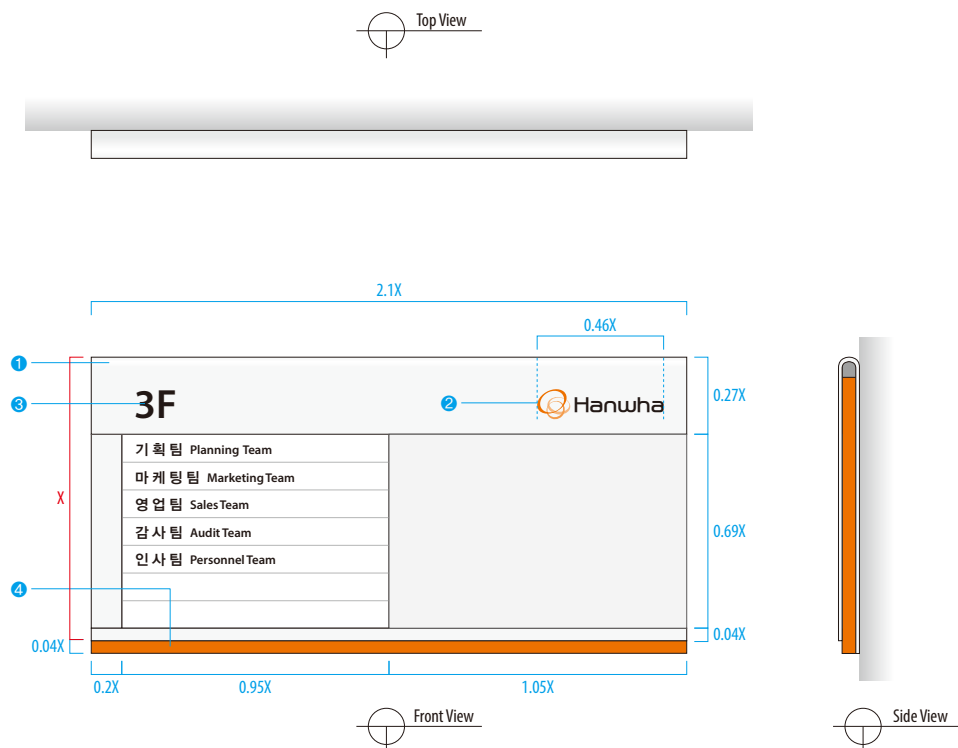


Production specifications

- 1 Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- 2 Treat with a designated color sheet
- 3 Photo print and attach
- 4 Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- 5 1T rubber magnet

Information Signs

4. Floor Information Signs (Financial Companies)



Production specifications

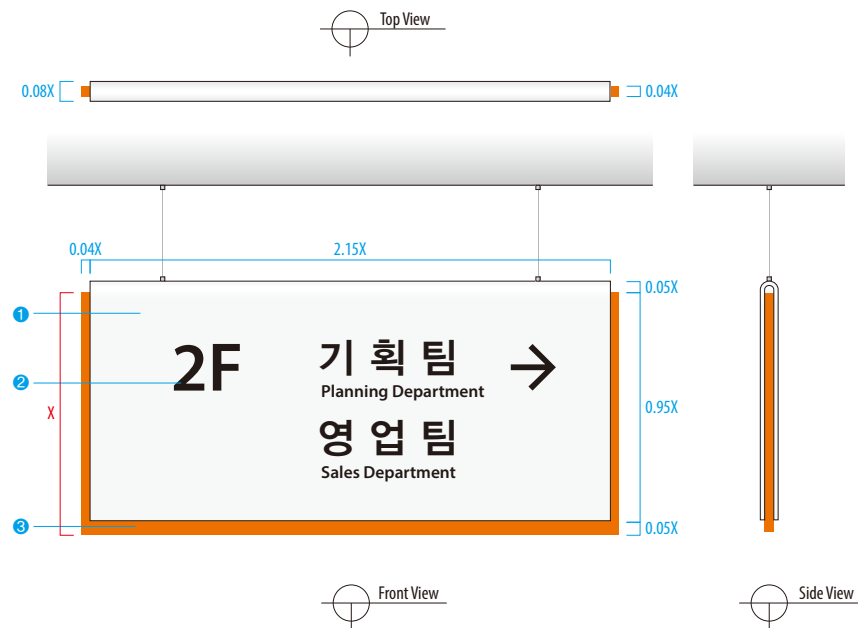
- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Treat with a designated color sheet and film
- ④ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

Directional Signs

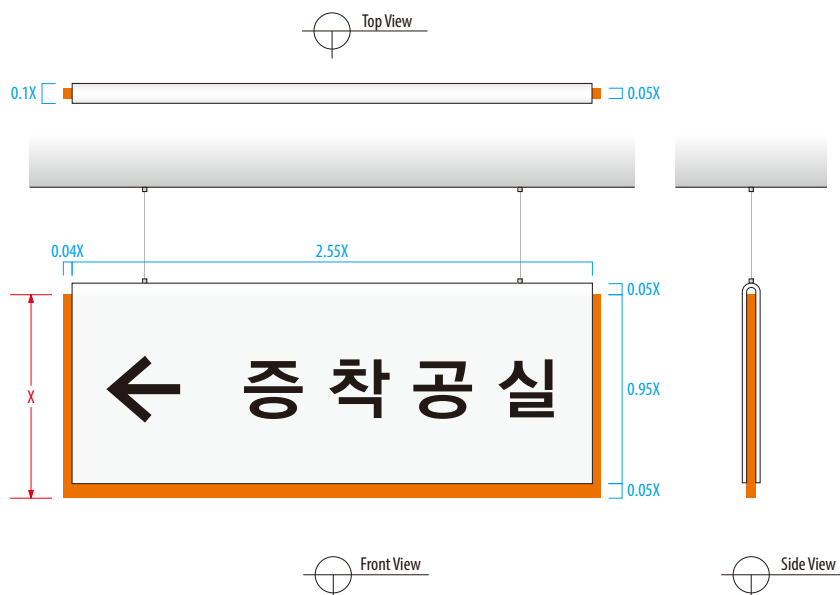
These signs are used to give people directions.

1. Hanger Type

Type A



Type B



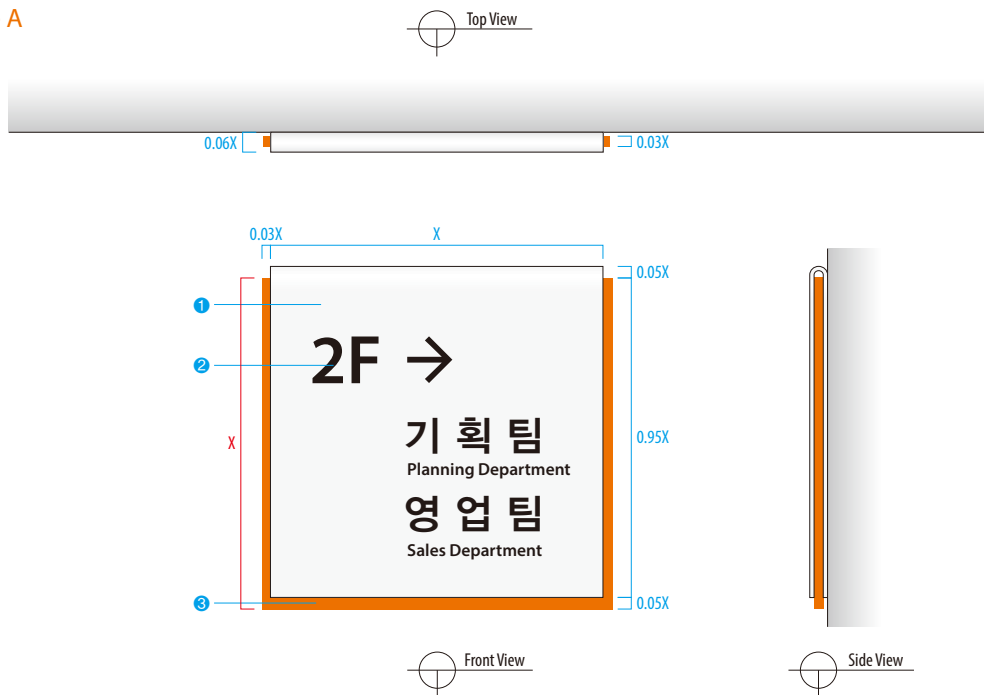
Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

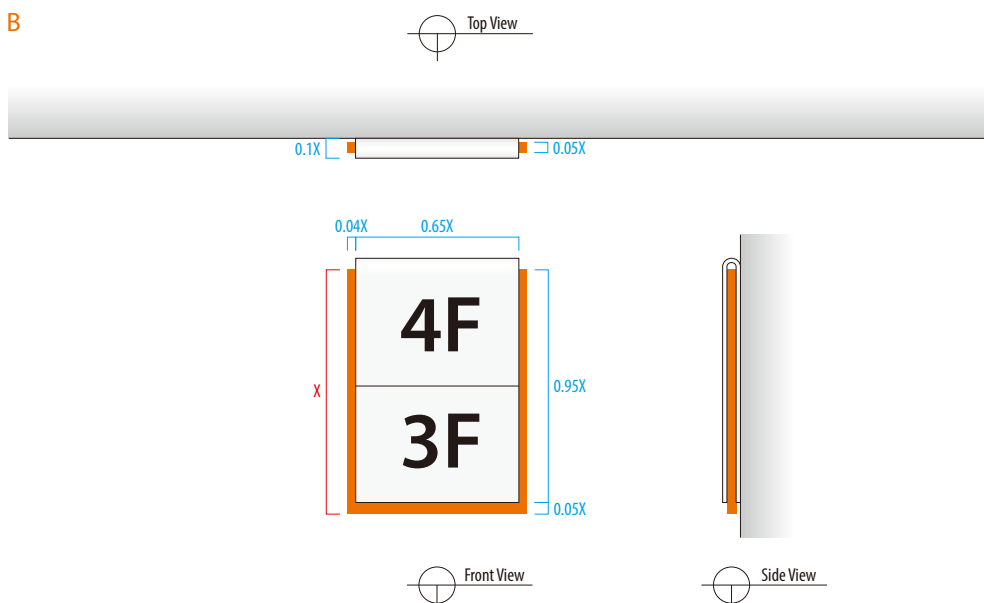
Directional Signs

2. Wall-Mounted Type

Type A



Type B



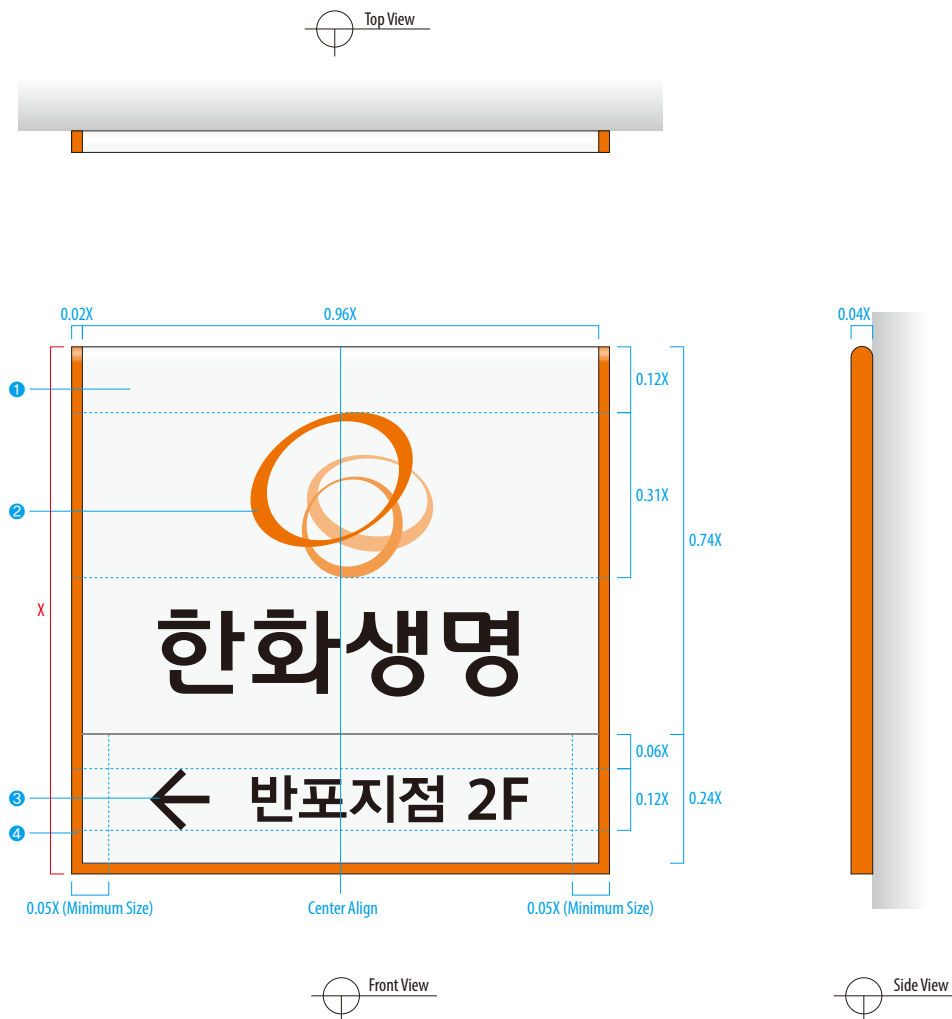
Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

Floor Direction Sign (Financial Companies)

These signs are used to give people directions.

1. Individual Financial Companies



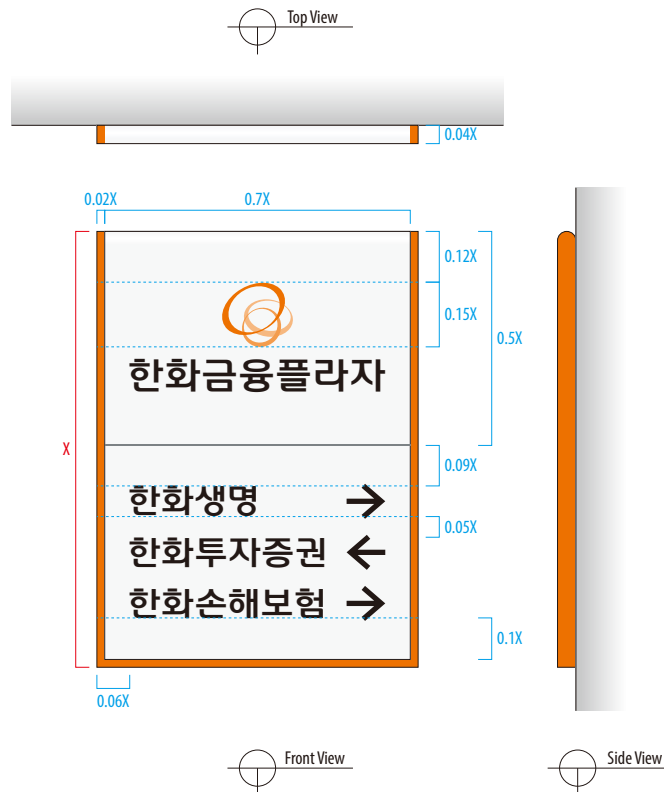
Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Treat with a designated color sheet and film
- ④ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

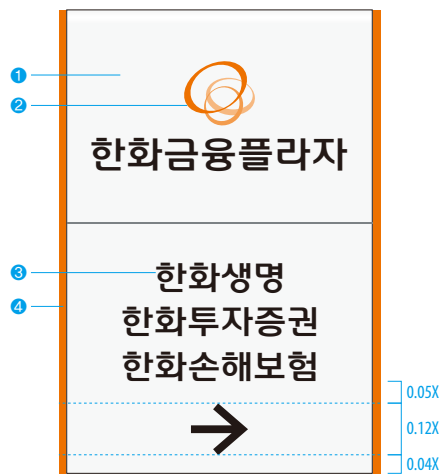
Floor Direction Sign (Financial Companies)

2. Floor Directional Signs (Hanwha Finance Plaza)

For use if the three financial companies
are in different locations



For use if the three financial companies
share the same location



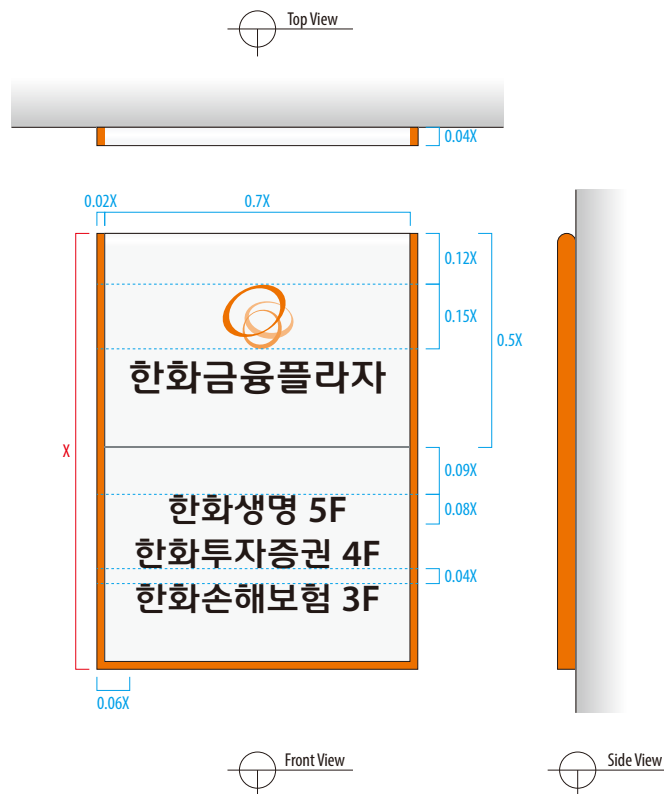
Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Treat with a designated color sheet and film
- ④ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

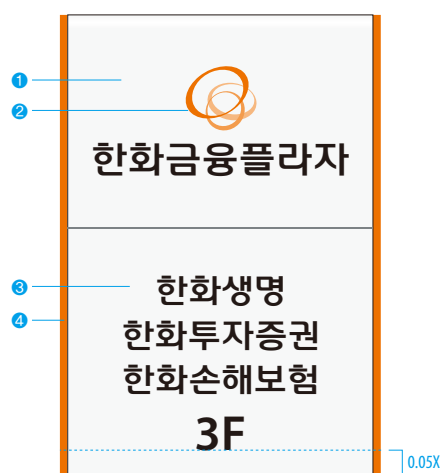
Floor Direction Sign (Financial Companies)

3. Floor Signs (Hanwha Finance Plaza)

For use if the three financial companies
are in different locations



For use if the three financial companies
share the same location



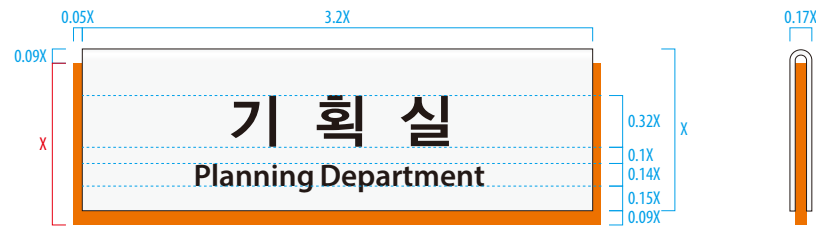
Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ②③ Treat with a designated color sheet and film
- ④ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

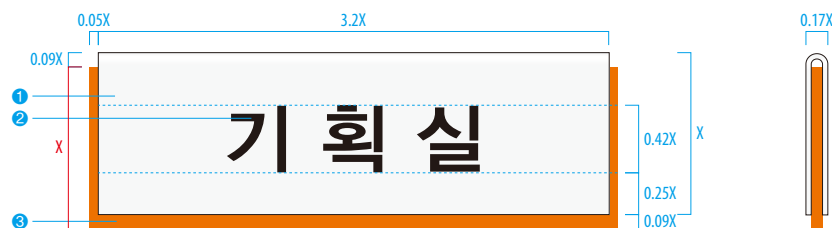
Department Signs

These signs are placed at the entrance to a department or just inside it. Their size should be commensurate with the size of the department they are being used for. The ratio should be of a size that maintains a consistent image of Hanwha.

1. Basic Type



2. Applied Type

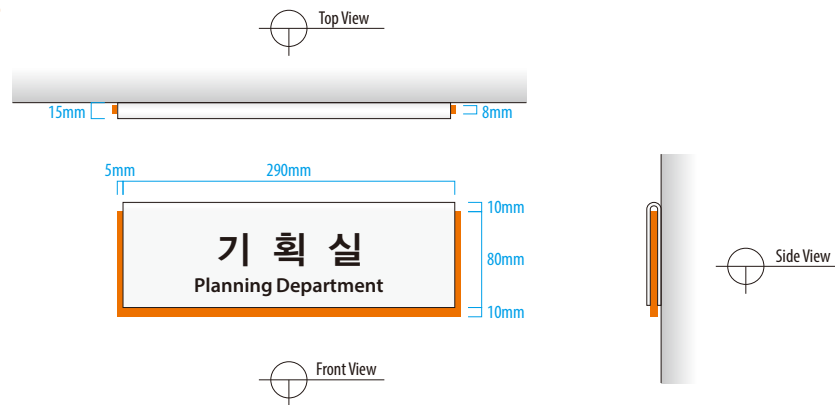


Production specifications

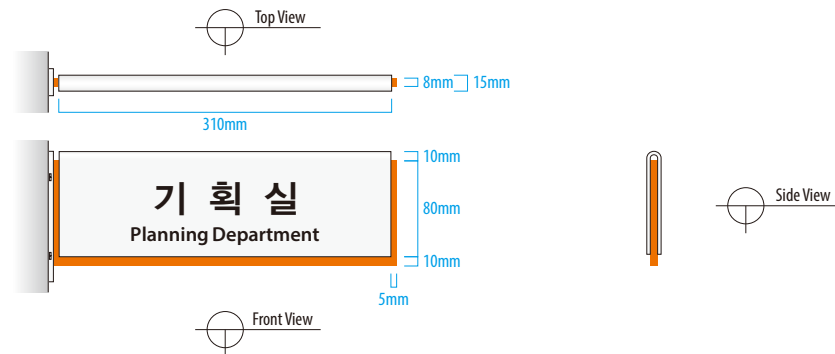
- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

Department Signs

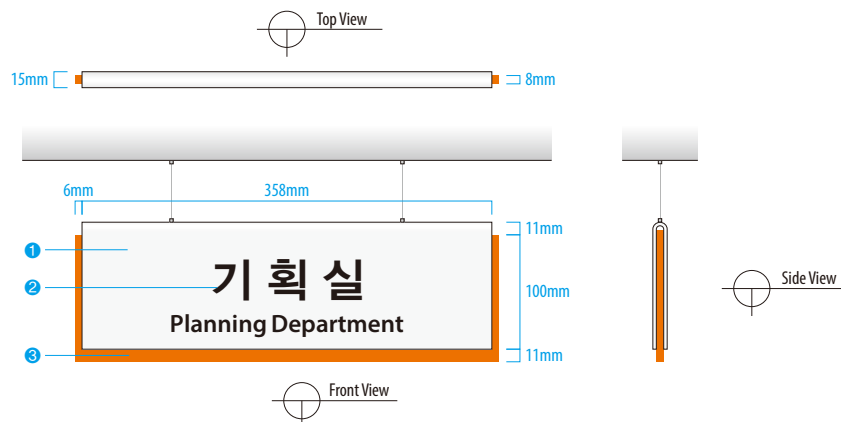
3. Wall-Mounted Type



4. Side Box Type



5. Hanger Type



Production specifications

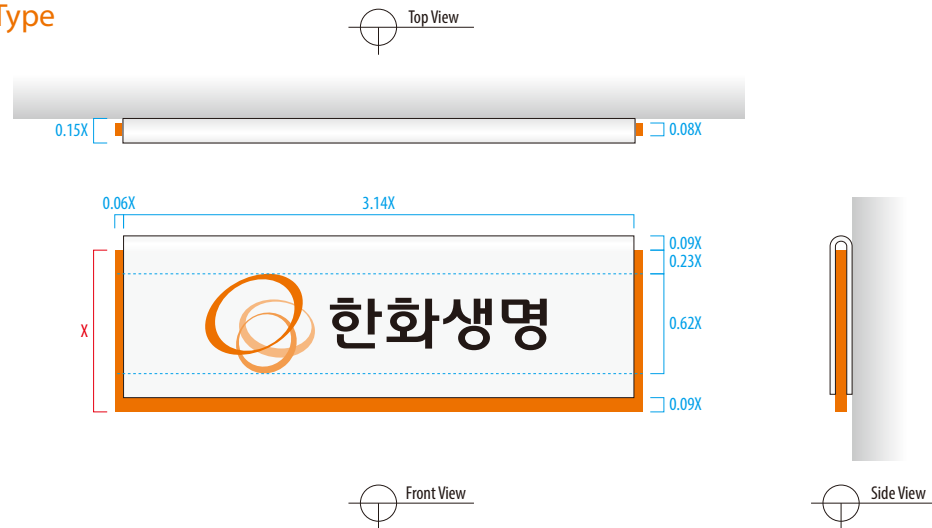
- ① Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

Department Signs

(Financial Companies)

These signs are used to replace wall and channel letter or other signs that are usually employed by each of the financial companies, if there is insufficient space for them inside the Hanwha Finance Plaza.

1. Wall-Mounted Type



2. Hanger Type



Production specifications

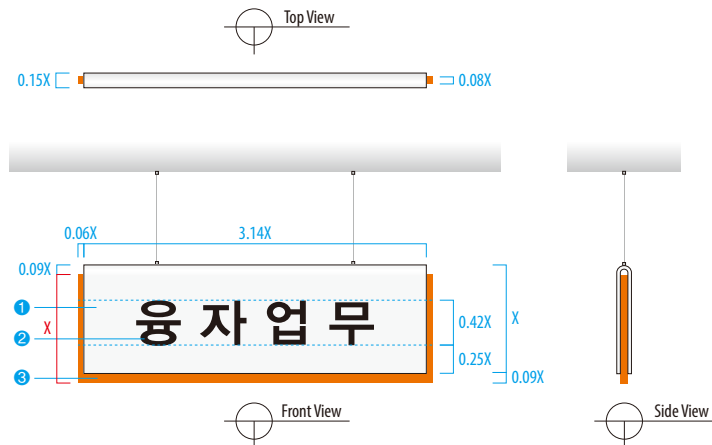
- ① Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

Department Signs

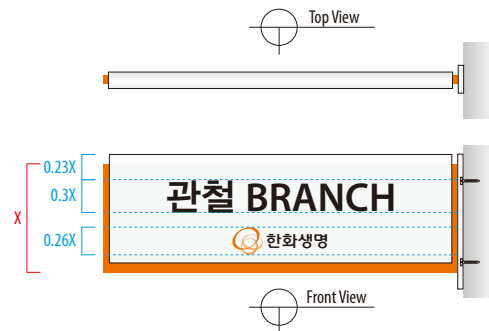
(Sales Counters at Financial Companies)

These signs are used to indicate the location of branches, departments, and sales counters inside a financial company.

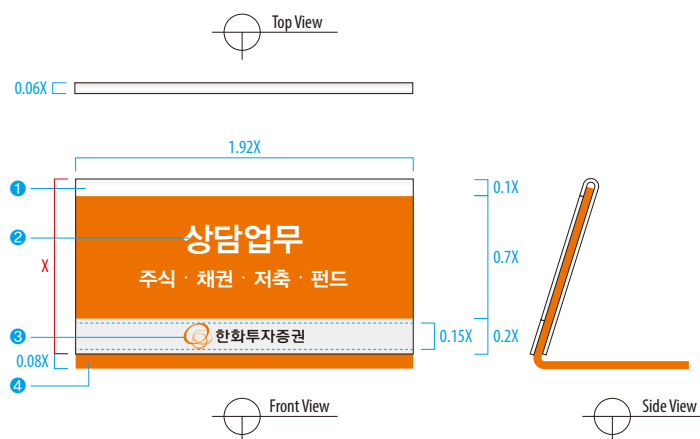
1. Hanger Type



2. Side Box Type



3. Tripod Type



Production specifications

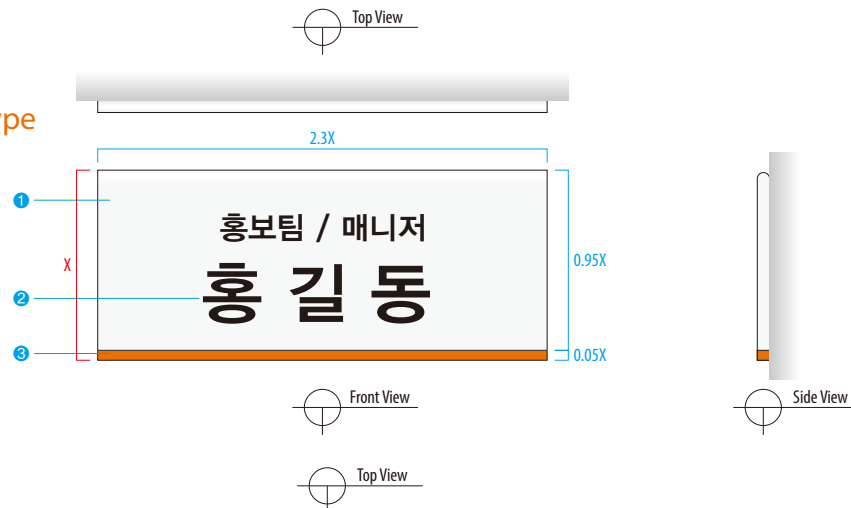
- ① Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Print with a designated color silk
- ④ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

ID Signs

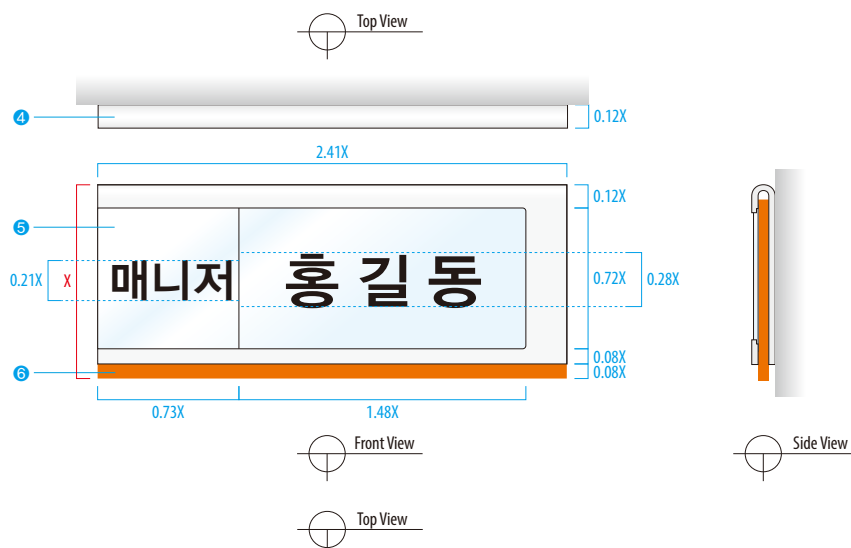
These are placed on the partitions separating office cubicles.

1. Wall-Mounted Type

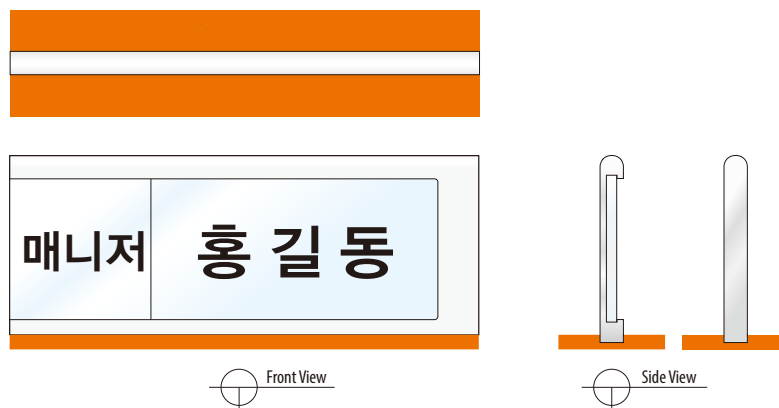
Type A



Type B



2. Standing Type



Production specifications

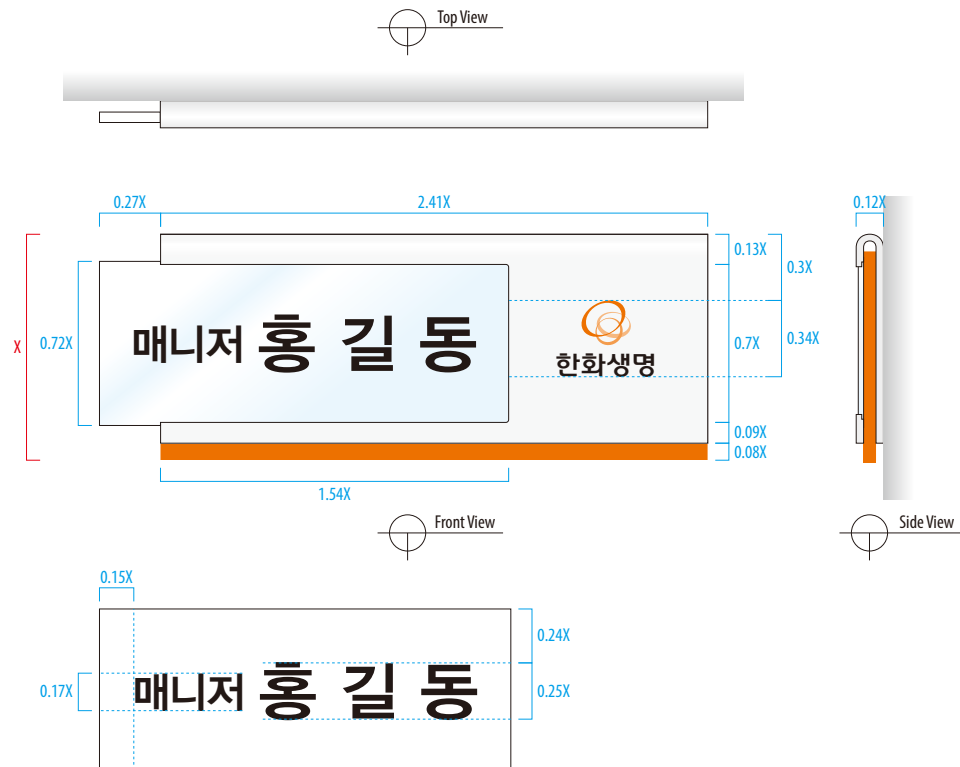
- ① Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha White pearl).
- ⑤ Paint the back part of the transparent acrylic with Hanwha White pearl. Then treat its front part with a designated color sheet.
- ⑥ Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha Orange).

ID Signs

(Financial Companies)

These signs are applied to the partitions separating office cubicles at financial companies.

1. Wall-Mounted Type



* These should have a common design, but can be made in an informal format using an acrylic material.

2. Standing Type



Production specifications

- ① Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Coat the back part of the transparent acrylic with Hanwha White pearl. Then treat its front part with a designated color sheet.
- ③ Print with a designated color silk
- ④ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

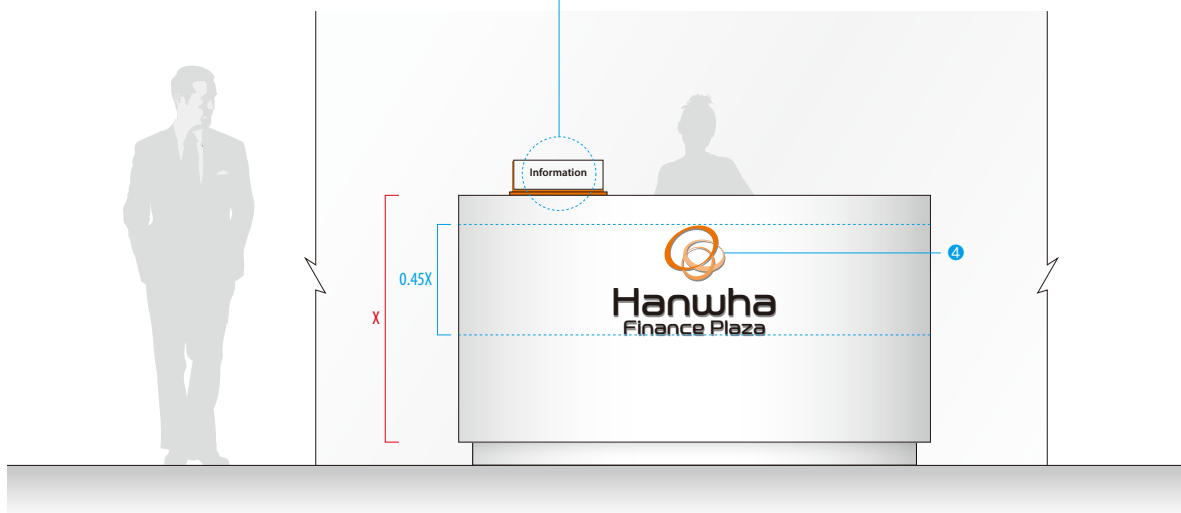
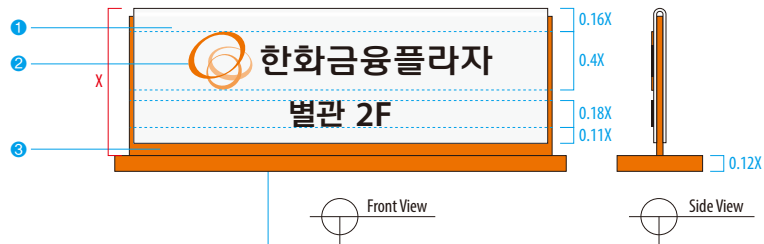
Information Desk Signs

These signs are used at the information desks in a building lobby.

1. Group/Affiliates



2. Financial Companies

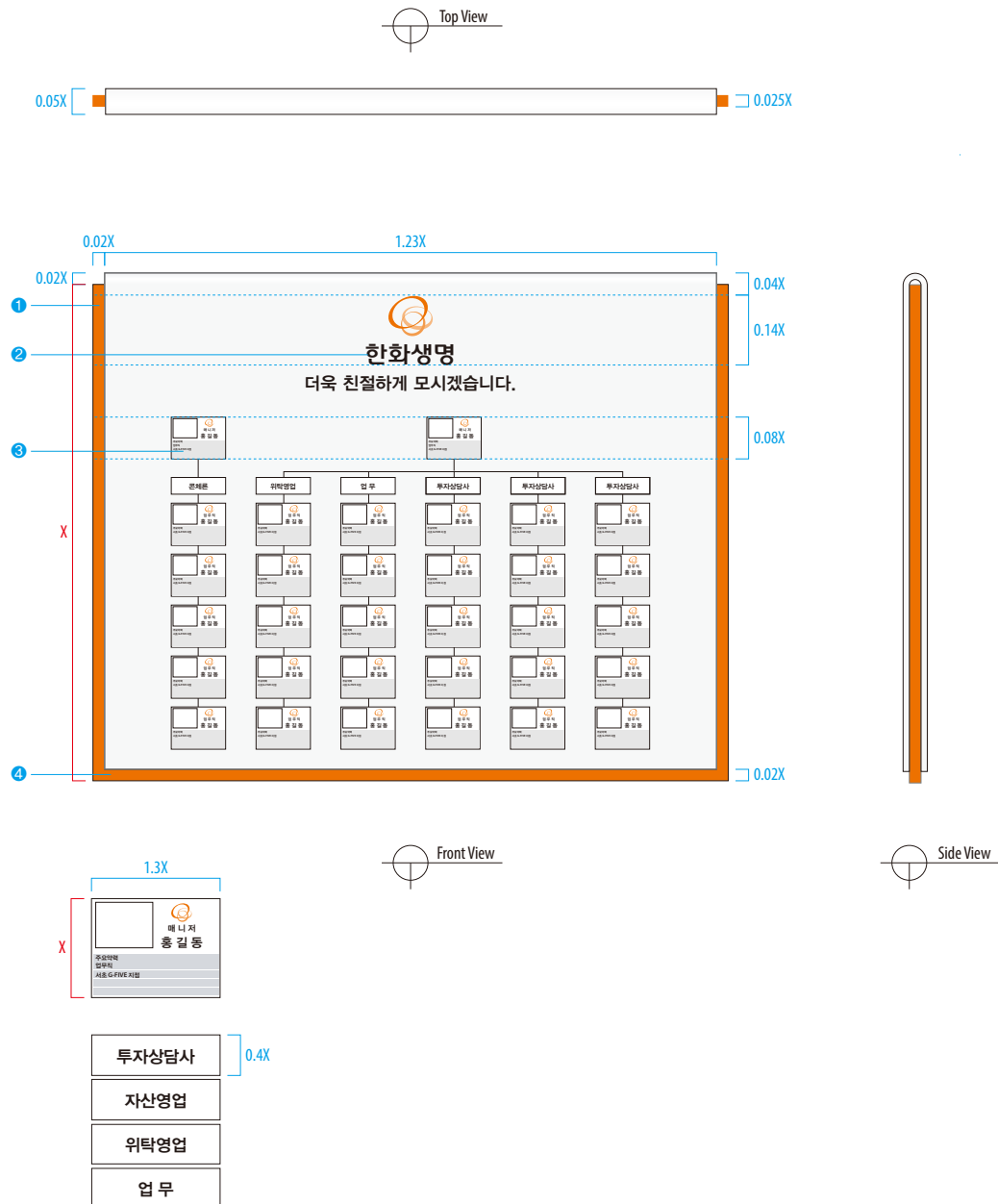


Production specifications

- ① Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color film
- ③ Do aluminum extrusion molding and prime with white. Then paint with a designated color (Hanwha Orange).
- ④ Do acrylic processing and prime with white. Then paint with a designated color.

Organizational Chart Signs (Financial Companies)

1. Horizontal Type



Production specifications

- ① Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color film
- ③ Do photo printing, and attach a magnet to the back
- ④ Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).

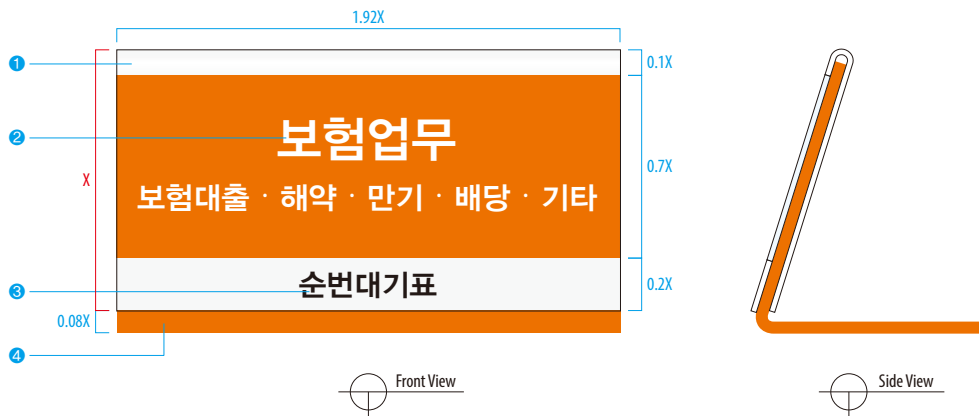
2. Vertical Type



- 1 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha White pearl).
- 2 Treat with a designated color film
- 3 Do photo printing, and attach a magnet to the back
- 4 Cut and bend the STS and prime with white. Then paint with a designated color (Hanwha Orange).

Ticket Number Dispensers

(Financial Companies)

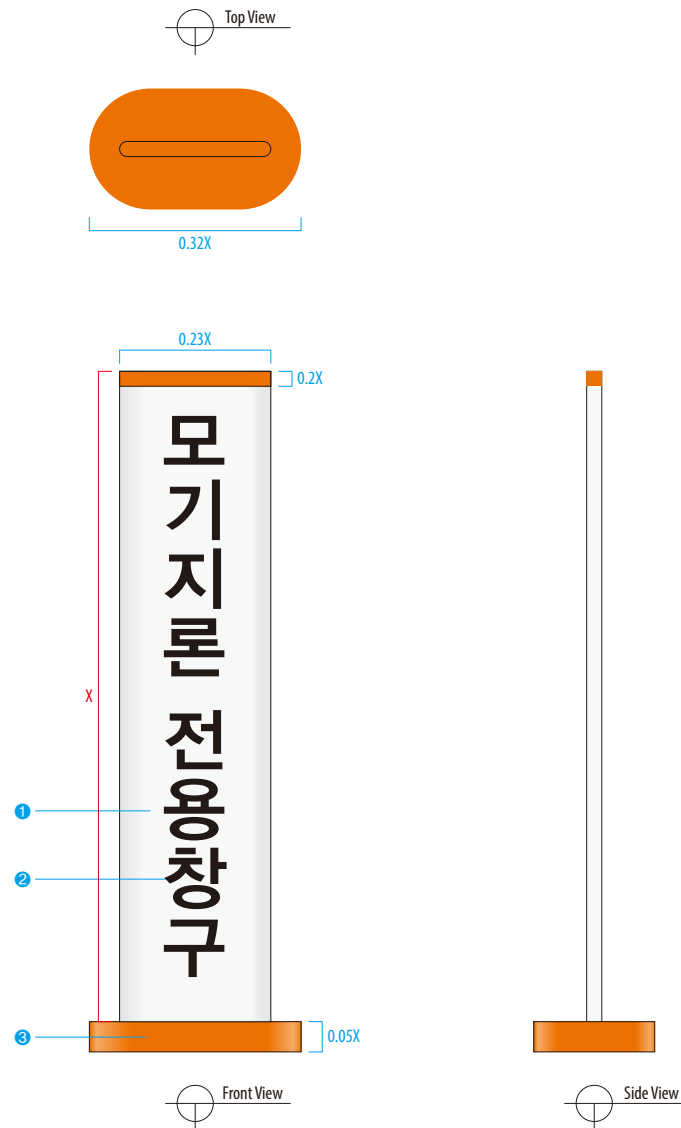


Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Do transparent acrylic processing and treat with a designated color sheet.
- ③ Treat with a designated color sheet
- ④ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

Counter Signs

(Financial Companies)

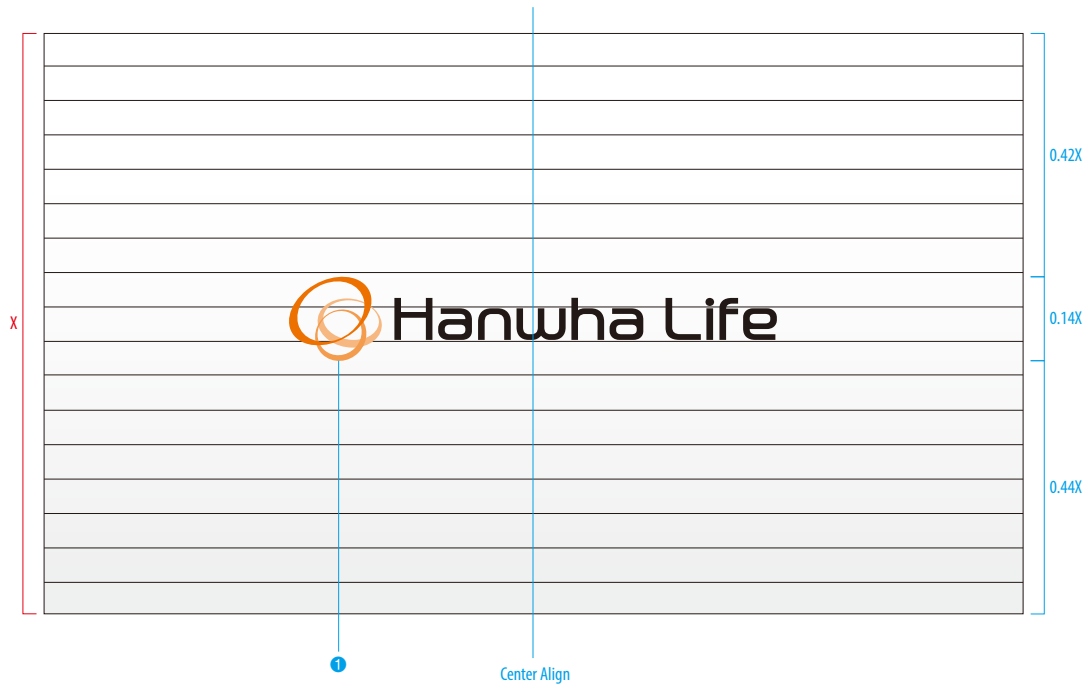


Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Treat with a designated color sheet
- ③ Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange).

Shutter Signs

(Financial Companies)



Production specifications

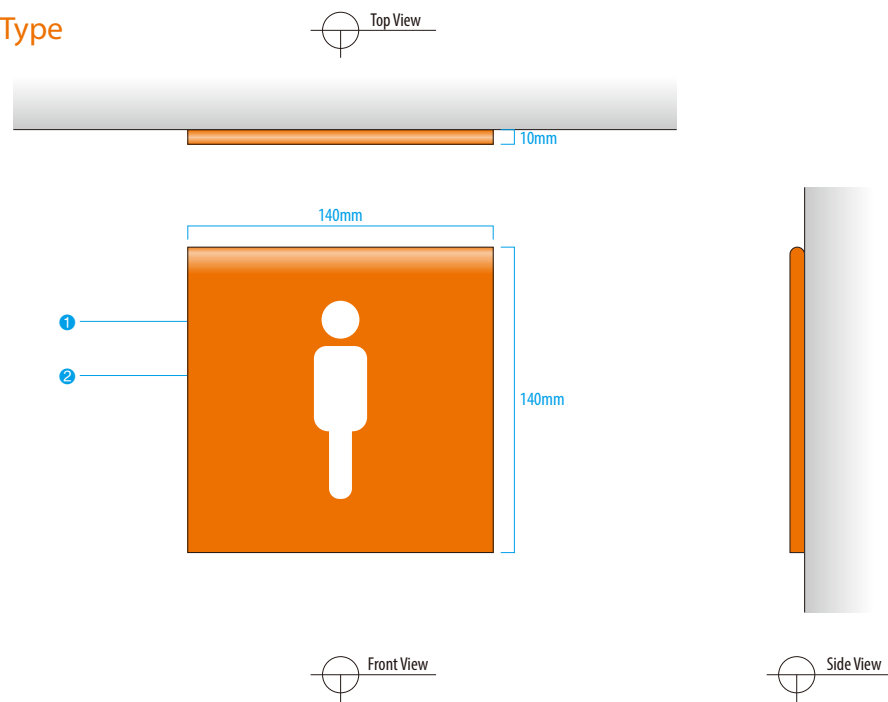
- ① Treat with a designated color film or paint with a designated color

Public Signs

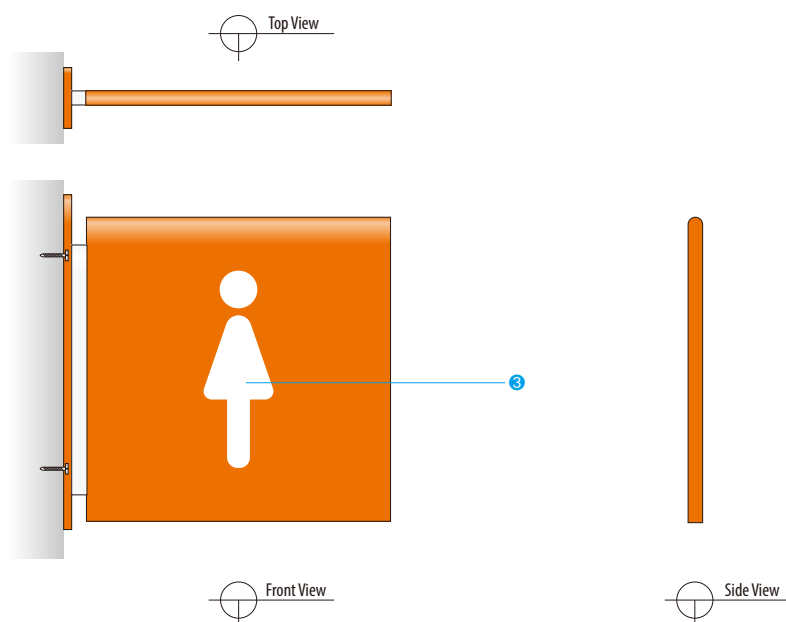
These signs are used to indicate facilities inside a building that can be used by the general public.

Interior public signs have the same format as exterior ones, but are of a smaller size.

1. Wall-Mounted Type



2. Side Box Type



Production specifications

- ① Do acrylic processing and prime with white. Then paint with a designated color (Hanwha Orange)
- ②③ Treat with a designated color sheet

Public Signs





Part 5. Branch Signage System

Overview of Group/Common Branch Signage

12.01

Rules for Group/Common Branch Signage

12.04

Overview of Group/Common Branch Signage

The motif of an affiliate should be applied to the branch signs of the Hanwha Group and its affiliates. It should be based on the Tricircle. Hanwha Orange should be the main color.

1. Branch Signage System



- ① Hanwha Corporation/Trade Shop Front Sign (Plate Type)
- ② Hanwha Corporation/Trade Shop Front Sign (Channel Letter Type)
- ③ Asan Techno Valley Shop Front Sign (Plate Type)
- ④ Asan Techno Valley Shop Front Sign (3D Type)
- ⑤ Hanwha Corporation/Trade Side Box Sign
- ⑥ Asan Techno Valley Side Box Sign

Overview of Group/Common Branch Signage

2. Production of Branch Signs

Hanwha Corporation/Trade



Materials and Production

The branch sign of Hanwha Corporation/Trade must indicate the name of the branch.

Apply a plate-type sign or a channel letter type sign, depending on the situation.

Please refer to the production specifications for more information.

- ① Hanwha Corporation/Trade First Floor Shop Front Sign (Plate Type/Daytime)
- ② Hanwha Corporation/Trade First Floor Shop Front Sign (Plate Type/Night)
- ③ Hanwha Corporation/Trade Second and Third Floor Shop Front Sign (Channel Letter Type/Daytime)
- ④ Hanwha Corporation/Trade Second and Third Floor Shop Front Sign (Channel Letter Type/Night)
- ⑤ Hanwha Corporation/Trade Side Box Sign (Daytime) ⑥ Hanwha Corporation/Trade Side Box Sign (Night)

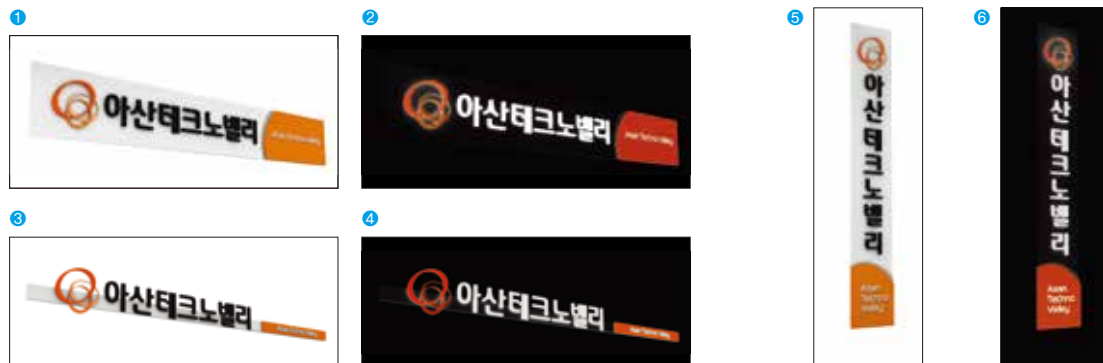


Production specifications

- ① Mold THK 1.2m STS frame and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Epoxy resin for front and back lighting
- ③ Epoxy resin front lighting
- ④ Treat with a designated color (Hanwha Orange)
- ⑤ Epoxy resin for front lighting
- ⑥ Do laser cutting and place an Altuglas channel with a designated color at the back of the sign

Overview of Group/Common Branch Signage

Asan Techno Valley



Materials and Production

The branch sign of Asan Techno Valley must indicate the name of its affiliate.

Apply a plate-type sign or a channel letter type sign, depending on the situation.

Please refer to the production specifications for more information.

- ① Asan Techno Valley First Floor Shop Front Sign (Plate Type/Daytime)
- ② Asan Techno Valley First Floor Shop Front Sign (Plate Type/Night)
- ③ Asan Techno Valley Second and Third Floor Shop Front Sign (Channel Letter Type/Daytime)
- ④ Asan Techno Valley Second and Third Floor Shop Front Sign (Channel Letter Type/Night)
- ⑤ Asan Techno Valley Side Box Sign (Daytime) ⑥ Asan Techno Valley Side Box Sign (Night)



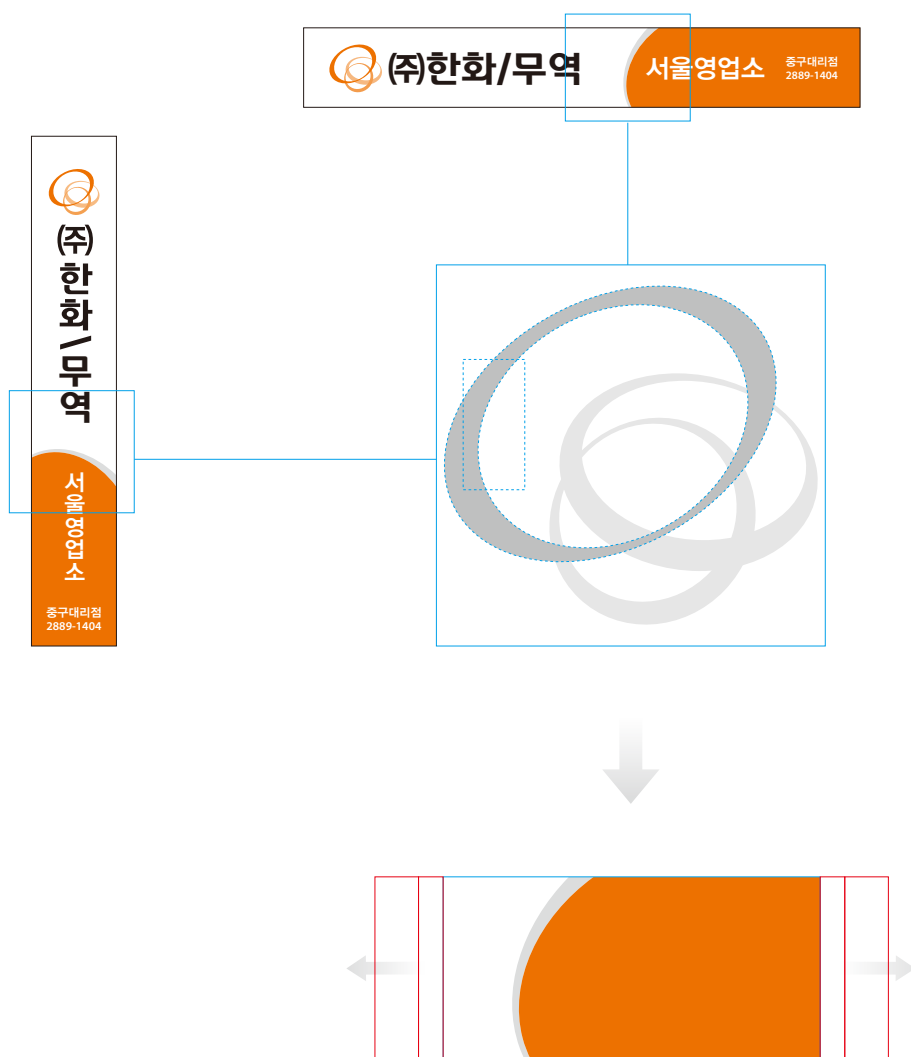
Production specifications

- ① Mold THK 1.2m STS frame and prime with white. Then paint with a designated color (Hanwha White pearl).
- ② Epoxy resin for front and back lighting
- ③ Epoxy resin front lighting
- ④ Paint with a designated color (Hanwha Orange)
- ⑤ Do laser cutting and place an Altuglas channel with a designated color at the back of the sign

Rules for Applying Group/Common Branch Signage

The rules governing the construction of branch signs of the Hanwha Group and its affiliates have been especially designed to provide clear and concise information to their customers. The proportions of each type of element, the ratio of the Symbol Mark and the Logotype, the motif, and other design factors should be placed so as to facilitate their legibility and visibility.

Applying a Motif to a Branch Sign



* The Hanwha Tricircle should be used as the motif for the company's manufacturing affiliates. Follow all the rules governing horizontal and vertical trimming rules, and increase the size of the left and right sides.



Part 6. Finance Branch Signage System

Overview of Finance Branch Signage	13.01
Hanwha Life Insurance Branch Signage	13.04
Hanwha General Insurance Branch Signage	13.05
Hanwha Investment & Securities Branch Signage	13.06
Hanwha Asset Management Branch Signage	13.07
Hanwha Savings Bank Branch Signage	13.08
Hanwha Finance Plaza Branch Signage	13.09

Overview of Finance Branch Signage

Financial branch signs must give priority to the Hanwha Tricircle. Apply Hanwha Orange and red colors to add to their legibility and visibility.

1. Branch Signage System

Plate-Type Shop Front Sign (Financial Companies)



- ① Hanwha Life Insurance Shop Front Sign
- ② Hanwha General Insurance Shop Front Sign
- ③ Hanwha Investment & Securities Shop Front Sign

- ④ Hanwha Asset Management Shop Front Sign
- ⑤ Hanwha Savings Bank Shop Front Sign
- ⑥ Hanwha Finance Plaza Shop Front Sign

Channel Letter-Type Shop Front Sign (Financial Companies)

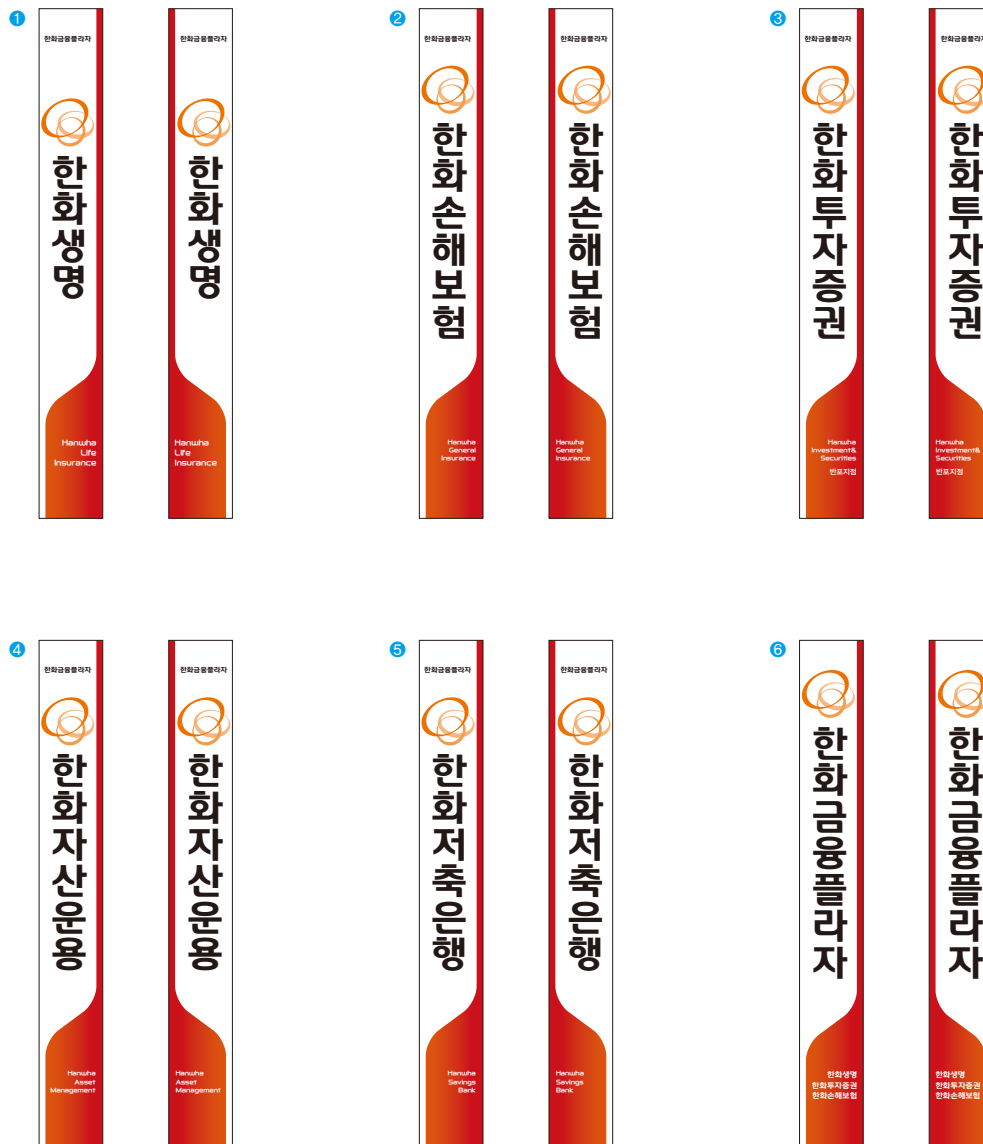


- ① Hanwha Life Insurance Shop Front Sign
- ② Hanwha General Insurance Shop Front Sign
- ③ Hanwha Investment & Securities Shop Front Sign

- ④ Hanwha Asset Management Shop Front Sign
- ⑤ Hanwha Savings Bank Shop Front Sign
- ⑥ Hanwha Finance Plaza Shop Front Sign

Overview of Finance Branch Signage

Left and Right Side Box Sign (Financial Companies)



- ① Hanwha Life Insurance Side Box Sign
- ② Hanwha General Insurance Side Box Sign
- ③ Hanwha Investment & Securities Side Box Sign
- ④ Hanwha Asset Management Side Box Sign
- ⑤ Hanwha Savings Bank Side Box Sign
- ⑥ Hanwha Finance Plaza Side Box Sign

Overview of Finance Branch Signage

2. Production of Branch Signs

Branch Signs (Financial Companies)



Materials and Production

There are two types of sign used by branches of Hanwha's financial companies: individual company signs, and Hanwha Finance Plaza signs. Apply a plate-type sign or a channel letter-type sign, depending on the situation. Please refer to the regulations governing production specifications for more information.

- ① Hanwha's financial companies First Floor Shop Front Sign (Plate Type/Daytime)
- ② Hanwha's financial companies First Floor Shop Front Sign (Plate Type/Night)
- ③ Hanwha's financial companies Second and Third Floor Shop Front Sign (Channel Letter Type/Daytime)
- ④ Hanwha's financial companies Second and Third Floor Shop Front Sign (Channel Letter Type/Night)
- ⑤ Hanwha's financial companies Side Box Sign (Daytime) ⑥ Hanwha's financial companies Side Box Sign (Night)



Production specifications

- ① Mold THK 1.2m STS frame and prime with white. Then paint with a designated color (Hanwha White pearl)
- ② Do laser cutting and place an Altuglas channel with a designated color at the back of the sign
- ③ Epoxy resin for front and back lighting
- ④ Epoxy resin for front lighting
- ⑤ Photo printing
- ⑥ Do laser cutting and place an Altuglas channel with a designated color at the back of the sign

Hanwha Life Insurance Branch Signage

Plate-Type Shop Front Sign

1:5



1:6



1:7



1:10



Left Side Box Sign

1:3



1:4



1:5



1:8



Channel Letter-Type Shop Front Sign

1:6



1:7



1:8



1:10



Right Side Box Sign

1:3



1:4



1:5



1:8



Hanwha General Insurance

Branch Signage

Plate-Type Shop Front Sign

1:5



1:6



1:7



1:10



Left Side Box Sign

1:3



1:4



1:5



1:8



Channel Letter-Type Shop Front Sign

1:6



1:7



1:8



1:10



Right Side Box Sign

1:3



1:4



1:5



1:8



Hanwha Investment & Securities

Branch Signage

Plate-Type Shop Front Sign

1:5



1:6



1:7



1:10



Left Side Box Sign

1:3



1:4



1:5



1:8



Channel Letter-Type Shop Front Sign

1:6



1:7



1:8



1:10



Right Side Box Sign

1:3



1:4



1:5



1:8



Hanwha Asset Management

Branch Signage

Plate-Type Shop Front Sign

1:5



1:6



1:7



1:10



Left Side Box Sign

1:3



1:4



1:5



1:8



Channel Letter-Type Shop Front Sign

1:6



1:7



1:8



1:10



Right Side Box Sign

1:3



1:4



1:5



1:8



Hanwha Savings Bank Branch Signage

Plate-Type Shop Front Sign

1:5



1:6



1:7



1:10



Left Side Box Sign

1:3



1:4



1:5



1:8



Channel Letter-Type Shop Front Sign

1:6



1:7



1:8



1:10



Right Side Box Sign

1:3



1:4



1:5



1:8



Hanwha Finance Plaza Branch Signage

Plate-Type Shop Front Sign

1:5



1:6



1:7



1:10



Left Side Box Sign

1:3



1:4



1:5



1:8



Channel Letter-Type Shop Front Sign

1:6



1:7



1:8



1:10



Right Side Box Sign

1:3



1:4



1:5



1:8





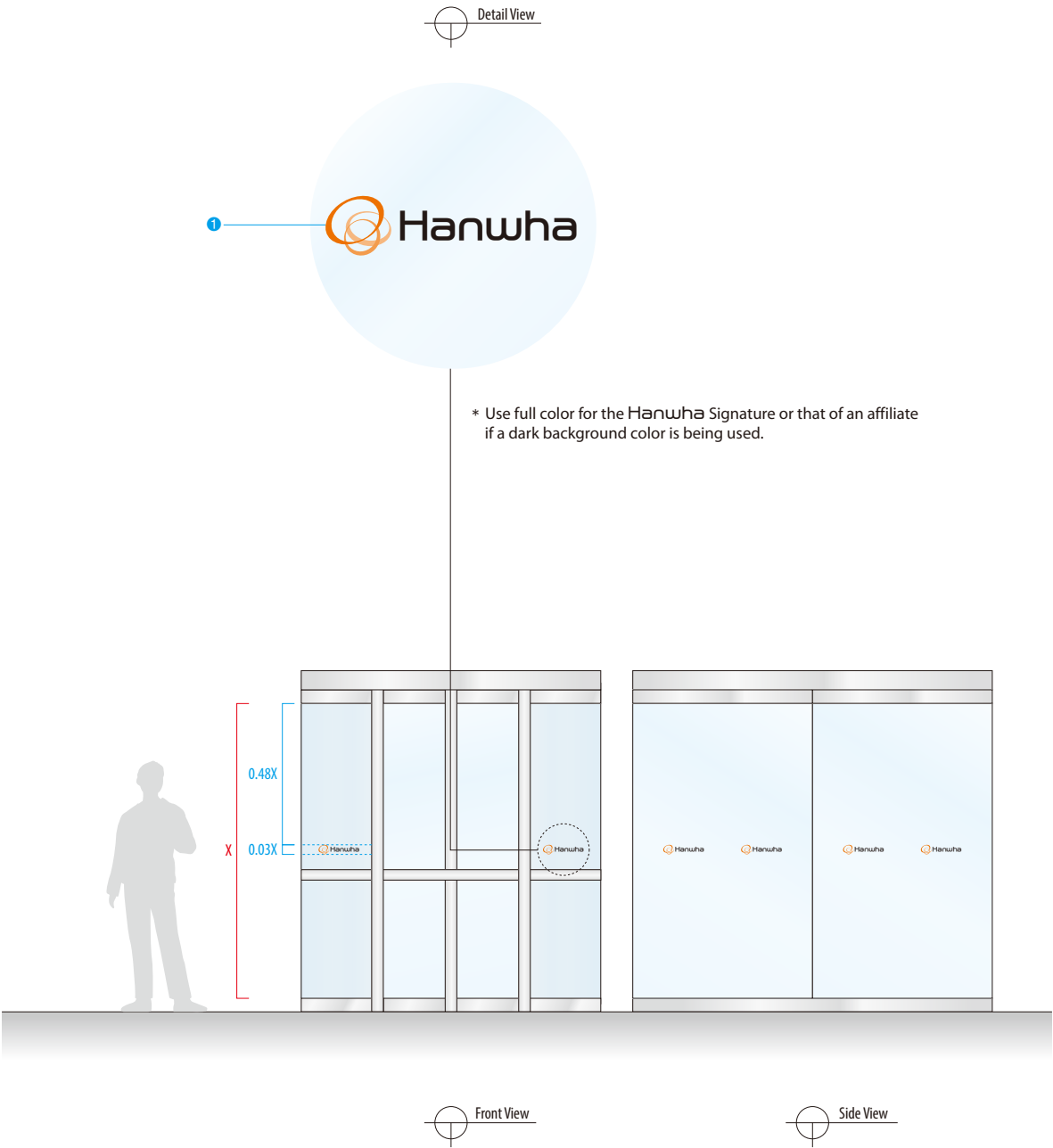
Part 7. Signage System For Attachments

Window Graphics	14.01
Door Sheets	14.03
Entrance Sheets	14.04
Indoor Fire Hydrants	14.05
Fire Extinguishers	14.06
Elevator Operation Guides	14.07
Elevator Door Sheets	14.08
Escalator Sheets	14.09
CCTV Guides	14.10
No Smoking Signs	14.11
Evacuation Guides	14.12

Window Graphics

Window graphics must be attached to the insides and outsides of windows in buildings.

1. Primary Color Sheet Attachment Type

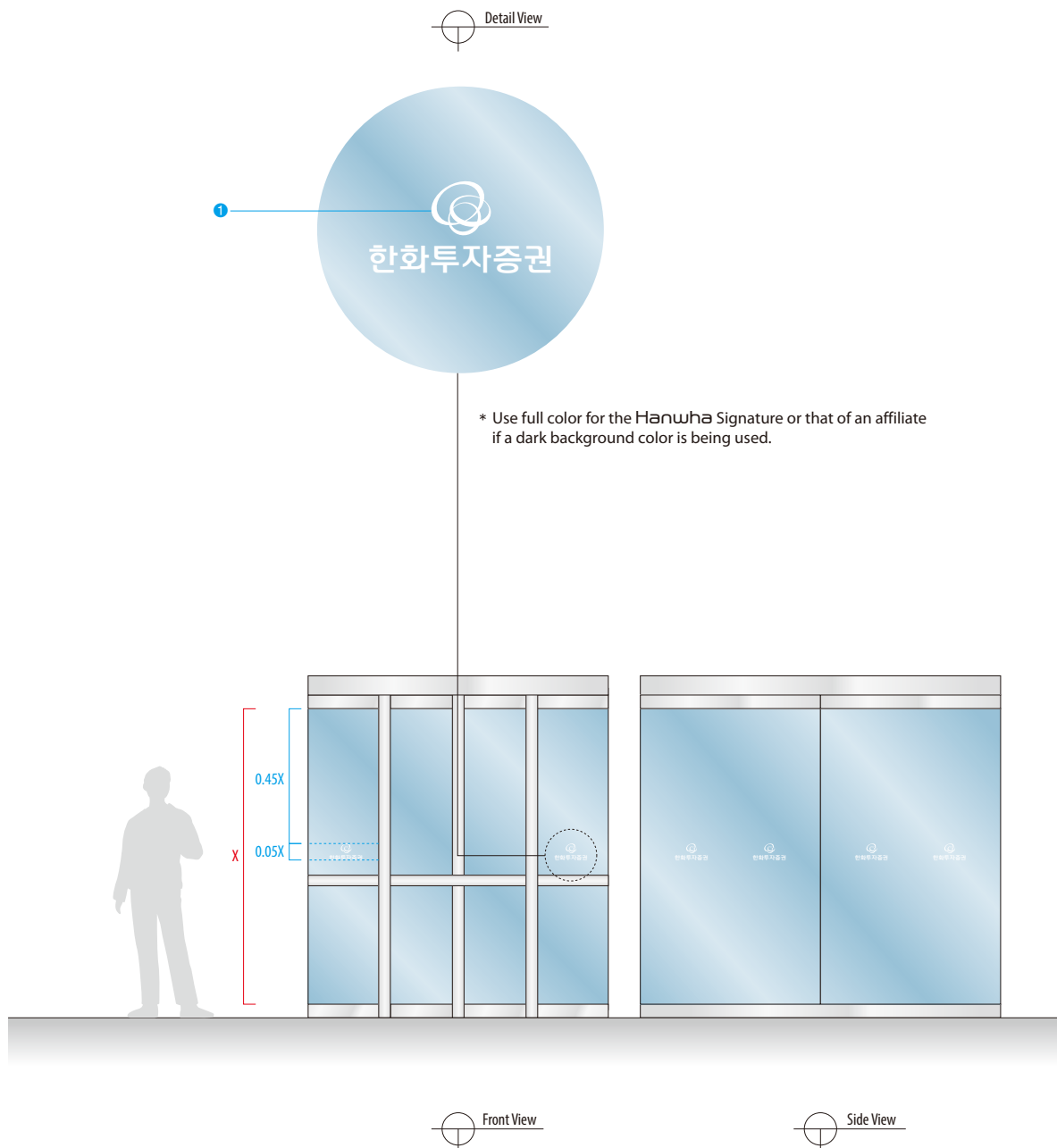


Production specifications

- 1 Treat with a designated color sheet

Window Graphics

2. White Sheet Attachment Type

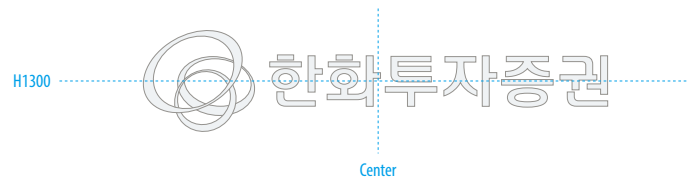


Production specifications

- ① Cut etching sheet

Door Sheets

These sheets are attached to doors, turnstiles, and walls made of glass.



Production specifications

Standard: H40mm

Production Method: Cut etching sheet

Height of Installation: The height of the installation depends on the size needed.

The sheets can range from 1,300mm high on up.

They must be attached using the same spacing between them, using the center of the glass surface as the basis.

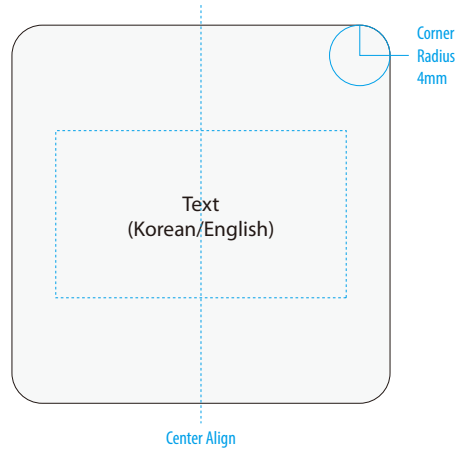
H 1,000(mm) or less: Apply 1 each

H 1,500(mm) or less: Apply 1 each

H 2,000(mm) or less: Apply 1 each

H 3,000(mm) or less: Apply 1 each

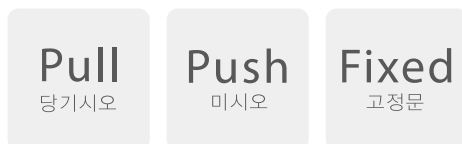
Entrance Sheets



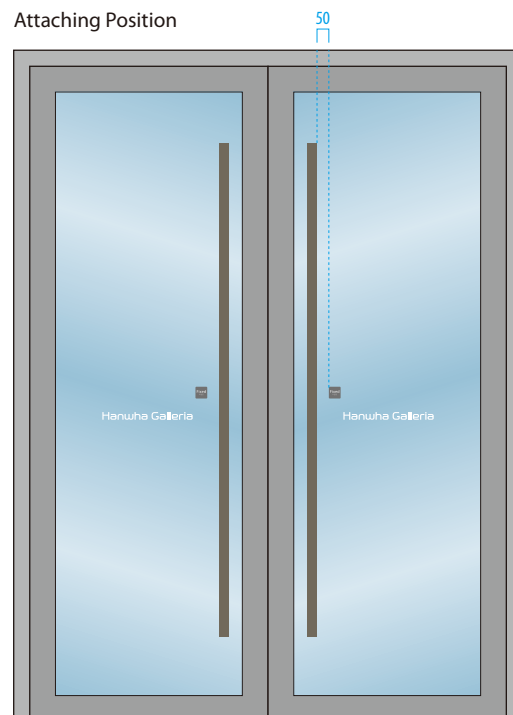
Type A



Type B



Attaching Position



Production specifications

Standard: 50 x 50(mm) / Corner Radius: 4mm

Typeface: Myriad Pro for English, Yoon Gothic Family for Korean

Background Color: K70/K10

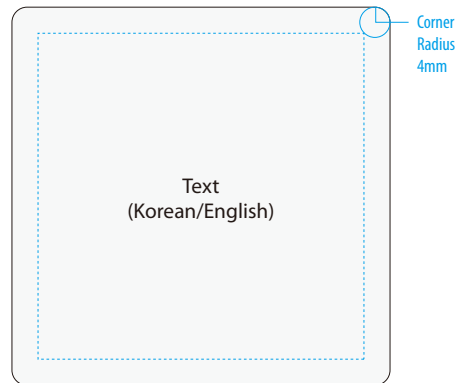
Production Method: Do photo printing on a 3M or Avery semi-gloss white solvent sheet. Then do laser cutting.

Installation: Leave a 50mm space from the top line of the door sheet and 50mm from the side line of the doorknobs.

If this cannot be done because of the shape of the door or other conditions,
attach the sheet so that it is within the visual field, based on the center align door attachment.

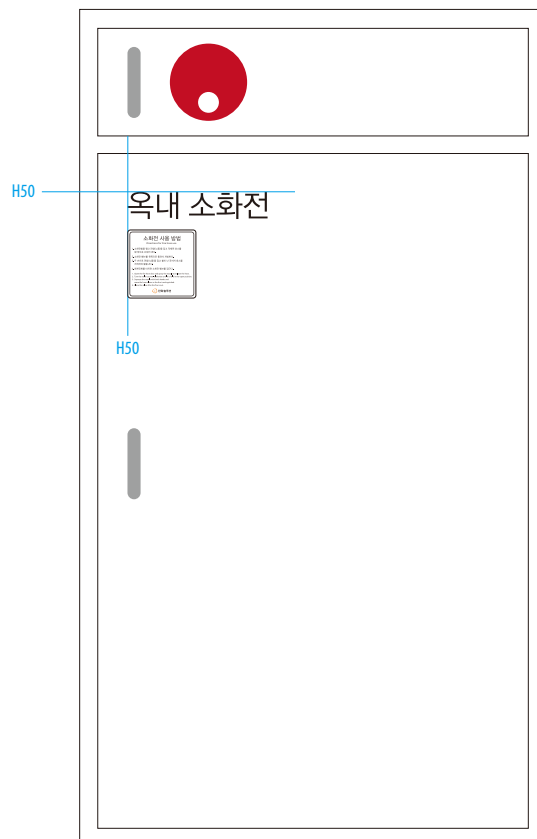
* Enlarge in proportion to the figures provided when manufacturing.

Indoor Fire Hydrants



* Attach transparent film if at all possible.
If not, use a color sheet that matches the surface surrounding it.

Attaching Position



Production specifications

Standard: 100 x 100(mm) / Corner Radius: 4(mm)

Typeface: Myriad Pro for English, Yoon Gothic Family for Korean

Background Color: K100 / Pantone 7527 C

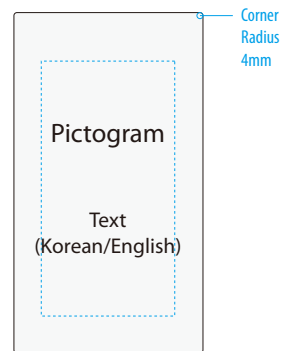
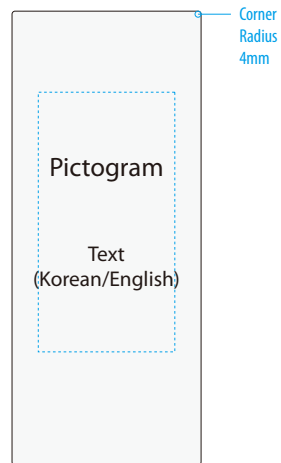
Production Method: Do photo printing using 2T acrylic transparent film.

Then do laser cutting or text sheet cutting after painting with a designated color

Installation: Leave a 50mm space from the top and to the left of the fire hydrant door

* Enlarge in proportion to the figures provided when manufacturing.

Fire Extinguishers



Type A



600 x 250 x D200 (mm)



450 x 250 x D180 (mm)

Type B



600 x 250 x D170(mm)



450 x 250 x D180(mm)

Production specifications

Standard: 600 x 250 x D200 (mm)/600 x 250 x D170 (mm)/450 x 250 x D180 (mm)/Corner Radius: 4 (mm)

Typeface: Myriad Pro for English, Yoon Gothic Family for Korean

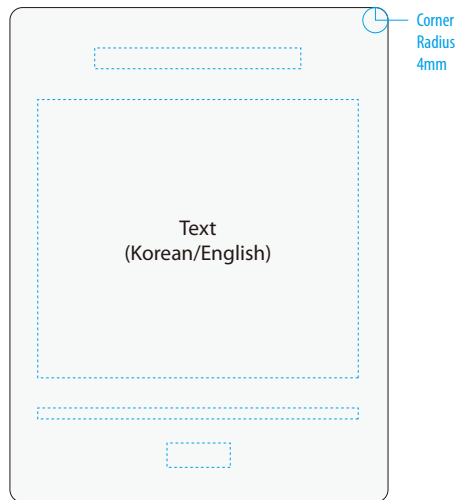
Background Colors: K100 / K55 / M21 Y85 K24

Production Method: Bend ST acrylic and do silk printing.

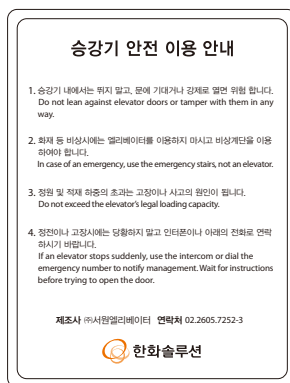
Or paint with semi-gloss white on THK 2mm STS and then do silk printing

* Enlarge in proportion to the figures provided when manufacturing.

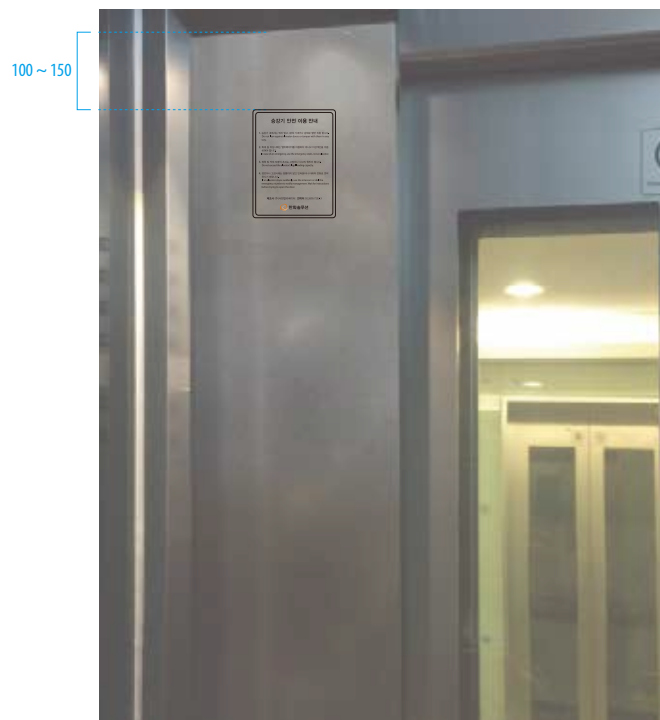
Elevator Operation Guides



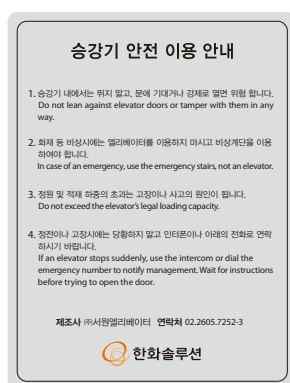
Type A



Attaching Position



Type B



* Use Type A transparent film if at all possible.
If not, use a Type B silver silk print sheet that matches the surface surrounding it.

Production specifications

Standard: 120 x 15 (mm) / Corner Radius: 4 (mm)

Typeface: Myriad Pro for English, Yoon Gothic Family for Korean

Background Color: K100

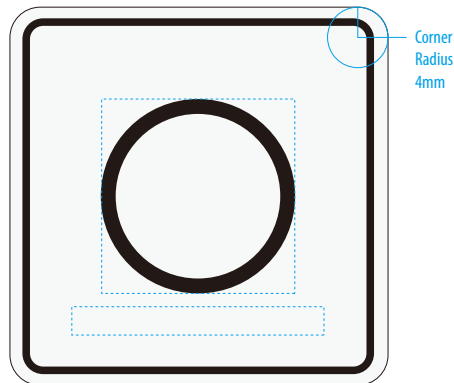
Production Method: Print on transparent film or MATAC film.

Or paint THK 2mm STS with semi-gloss white and then do silk printing

Installation: Leave a 100 to 150mm space between the top of the sign and the left top of the elevator.

* Enlarge in proportion to the figures provided when manufacturing.

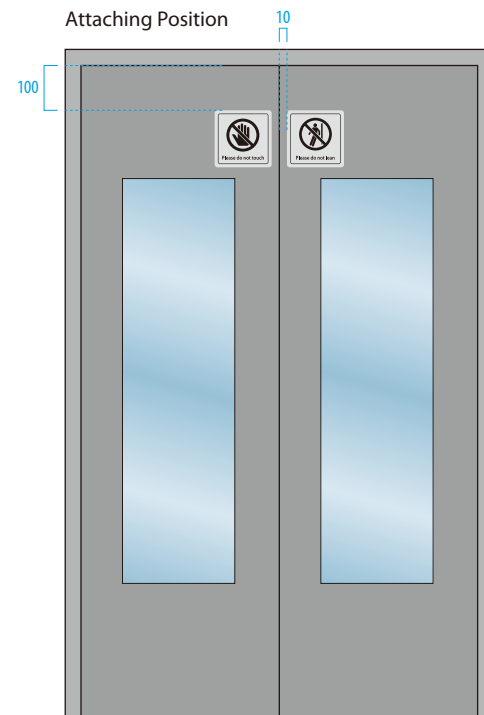
Elevator Door Sheets



Type A



Type B



* Use Type A transparent film if at all possible. If not, use a Type B silver silk print sheet that matches the surface surrounding it.

Production specifications

Standard: 100 x 100 (mm)/Corner Radius: 4 (mm)

Typeface: Myriad Pro

Printing Color: K100

Production Method: Print on transparent film or MATAC film and do laser cutting.

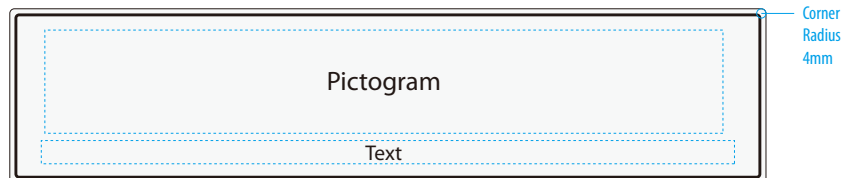
Or paint THK 2mm STS with semi-gloss white and then do silk printing.

Installation: Leave a 100mm space from the top of the elevator and 10mm from the center of the door.

If this is not possible, attach in an appropriate position within the top range.

* Enlarge in proportion to the figures provided when manufacturing.

Escalator Sheets



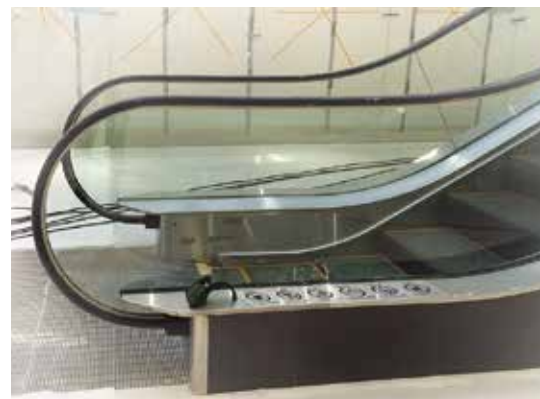
Type A



Type B



Attaching Position



* Use Type A transparent film if at all possible. If not, use a Type B silver silk print sheet that matches the surface surrounding it.

Production specifications

Standard: 650 x 150 (mm)/Corner Radius: 4 (mm)

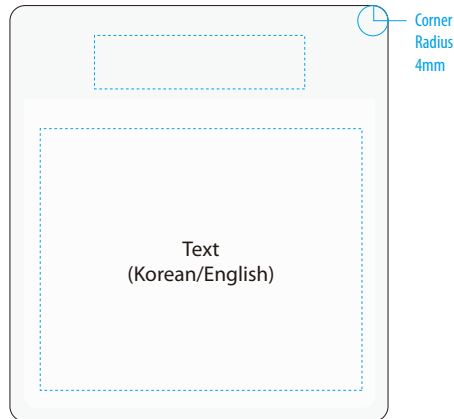
Typeface: Yoon Gothic Family

Printing Color: K100

Production Method: Print on transparent film or MATAC film. Then do laser cutting.

* Enlarge in proportion to the figures provided when manufacturing.

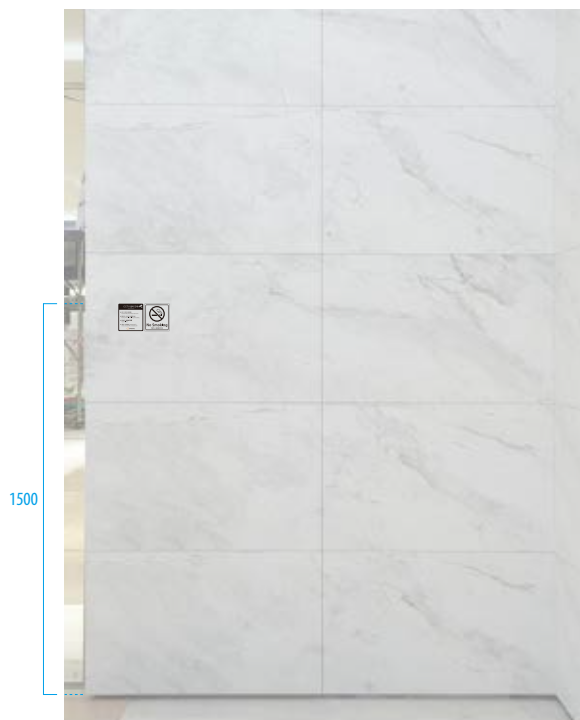
CCTV Guides



Type A



Attaching Position



Type B



* Use Type A transparent film if at all possible.
If not, use a Type B silver silk print sheet that matches the surface surrounding it.

Production specifications

Standard: 100 x 110 (mm) / Corner Radius: 4 (mm)

Typeface: Myriad Pro for English, Yoon Gothic Family for Korean

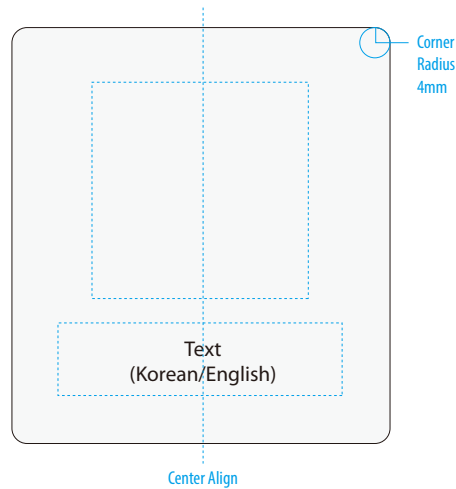
Printing Color: Pantone 7527 C / K70 / K100

Production Method: Print on acrylic 2T with Pantone 7527 C and do laser cutting. Or print on a 3M etching sheet.

Installation: Attach to a height of 1,500mm from the bottom center

* Enlarge in proportion to the figures provided when manufacturing.

No Smoking Signs



Type A



Type B



* Use Type A transparent film if at all possible.
If not, use a Type B silver silk print sheet
that matches the surface surrounding it.

Attaching Position

1500



Production specifications

Standard: 100 x 110 (mm) / Corner Radius: 4 (mm)

Typeface: Myriad Pro for English, Yoon Gothic Family for Korean

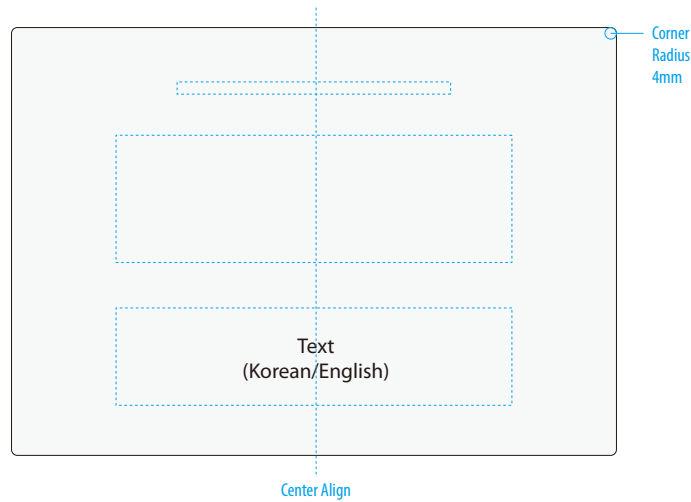
Printing Color: K70 / C50 M60 Y75 K60

Production Method: Do silk printing on 3M etching or Formica #0925, # D2032.

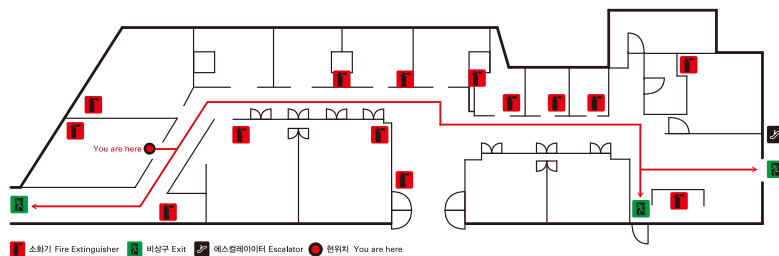
Installation: Attach to a height of 1,500mm from the bottom center

* Enlarge in proportion to the figures provided when manufacturing.

Evacuation Guides



피난 안내도 FIRE ESCAPE CHART



화재시 대처요령

1. 화재시 대비 피난안내도의 비상구 위치 및 방향을 반드시 확인해 둔다.
2. "불이야"라고 크게 외치고 비상벨을 누른다.
3. 몸은 최대한 낮추고, 유도등 방향으로 벽을 따라 신속히 대피한다.

소화기 사용법

1. 소화기 손잡이의 안전핀을 뽑는다.
2. 한손은 손잡이, 다른 한손은 호스를 잡는다.
3. 손잡이를 힘껏 누르고 빗자루로 쓸듯이 방사한다.

Fire Evacuation Procedures

1. In case of fire, be familiarized with evacuation routes and emergency directions.
2. Yell "Fire!" in a loud voice and push the alarm bell.
3. Keep your body as low as possible and escape quickly following the evacuation routes.

How to Use a Fire Extinguisher

1. Pull pin and hold extinguisher upright.
2. Hold the handle in one hand and the hose in another.
3. Press trigger and spray in a sweeping motion.

* The base color of the guides should be similar to the color of the surface material to which they are attached.
The color of all the words written on the guides should contrast with the base color.

Production specifications

Standard: A3, B4 / Corner Radius: 4 (mm)

Typeface: Myriad Pro for English, Yoon Gothic Family for Korean

Printing Color: M100 Y100 / C100 Y100

Background Color: Use the same color as the wall it's attached to.

Production Method: Do photo or silk printing.