LS Cable & System

CORPORATE IDENTITY DESIGN STANDARD MANUAL

BASIC SYSTEM

Wordmark

The word mark is both a core element in implementing a company's identity and the most important factor in forming the overall image of a company. The word mark of LS is the key design element that symbolizes and represents LS most extensively. Therefore, the rules and principles of word mark application must be observed at all times so that the image of the company is not damaged by distortion, modification, misuse or abuse, etc.

The Meaning of the Word Mark

The new word mark of LS symbolizes the company's vision and will to implement an independent corporate identity, to strengthen global competitiveness and to lead the market in the future. The arrow point symbolizes the company's strong will to advance into the future as well as to achieve dominant competitiveness as a new paradigm shaper of the industry. It also represents the company's vision to be a 'world best leading solution company'. The red color symbolizes LS' spirit to challenge and realize a progressive mindset, while the smooth lines of the rounded gothic font implies LS' resolution to exert its' best effort to satisfy customers in order to 'realize the best customer satisfaction'. The blue color symbolizes LS' expertise, transparency and integrity.

Clear Space

To maintain the design characteristics of the word mark, a prescribed area of space around it must be secured as clear, uninterrupted space. Use of auxiliary graphic elements and background colors must be r efrained from inside the clear space. Therefore, before word mark development, the position setting and securing of clear space must be completed first. To prevent distortion of the word mark during use, use playback data in this manual or the script found in the CD-Rom by expanding or reducing it proportionately.


Clear Space
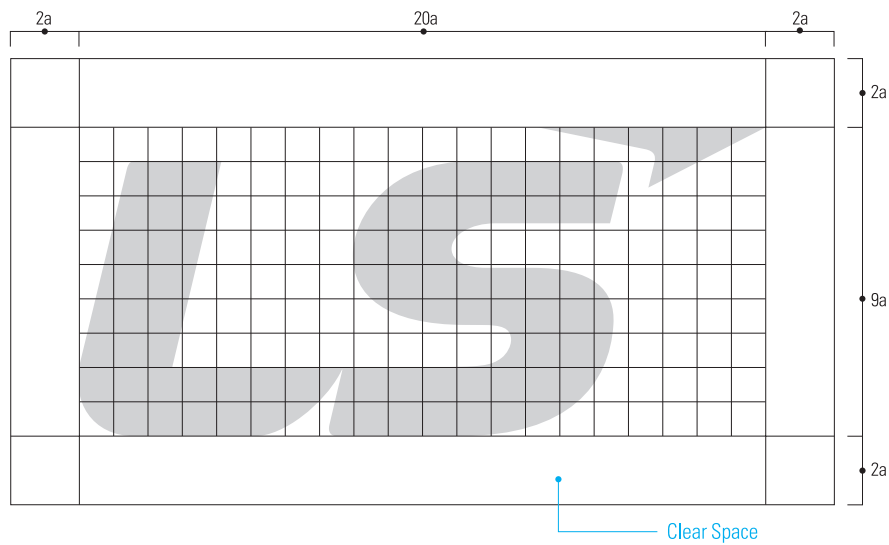
The deal is part of a project that the Korea International Cooperation Agency (KOICA) under the Foreign Ministry is conducting to modernize Iraq's communications network, it said. Under the contract, LS Cable will construct a high-speed, optical-fiber network linking Baghdad University and 18 other colleges. The network will then be connected to an international communications network via satellite, allowing the universities to get access to the Internet, data communications and other multimedia services, LS Cable said. Work will begin as soon as consultation with KOICA over security problems is complete, the company said. LS Cable said it will make greater efforts to win more contracts to rebuild Iraq's communications network, making it a springboard for its advance into the Middle East market. LS Cable is the largest cable producer in South Korea with a market share of 35 to 40 per cent. Currently, about 2,800 South Korean troops are stationed in the Kurdish-controlled town of Irbil in northern Iraq, making the country the biggest U.S. coalition partner after Britain.

Wordmark Application Type A For 3mm or more

Word mark application 'Type A' is used to improve readability in case the basic word mark is reduced for promotional applications as well as for printing and image materials measuring 3mm or more and 10mm or less in length.

2a 20.5a 2a
2a
9a
2a

Clear Space

* Actual size

3mm 10mm
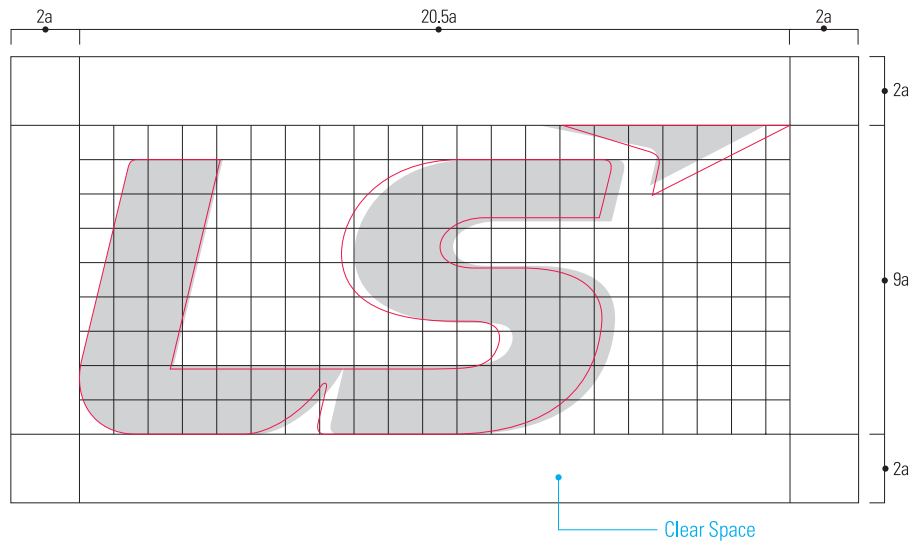
# Wordmark Application Type B For 500mm or more

Word mark application 'Type B' is used to prevent distortion by distance and to maintain readability for outdoor "uper-graphics" applications measuring 500mm or more, or when producing a large-sized signage system, etc.
(From the basic word mark, the font should be somewhat bolder and the arrow enlarged.)

2a   21a   2a

2a

9a

2a

Clear Space

500 or more
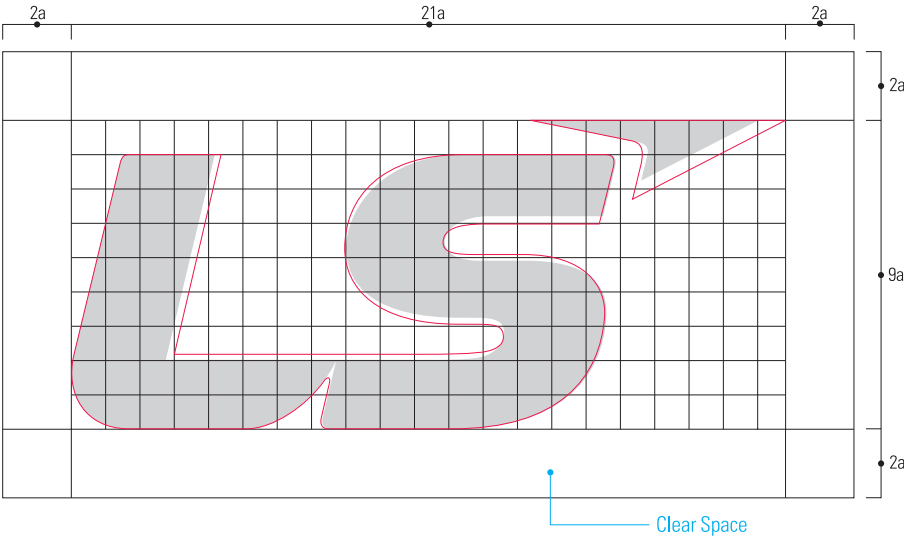
Color System

The colors of the logo and all CI graphics are the first to be recognized among all the graphic elements and constitute a key part of the corporate identity. Therefore, use of LS Blue and LS Red, the basic colors, must be executed accurately and consistently according to the color use specifications outlined in the manual.

LS Red

LS Blue

Primary Colors

	Printed Spot Color	Process Color	RGB Color	LG Film Color For lighting	LG Film Color For non-lighting
LS BLUE	PANTONE 281C	C100+M80+Y25	R10+G30+B90	LA 91365K	LA 8669
LS RED	PANTONE 199C	C5+M100+Y80	R250+G0+B45	LA 9605	LA 8116

Sub Colors

	Printed Spot Color	Process Color	RGB Color
GREEN	PANTONE 312C	C100+Y15	R0+G155+B180
BLUE	PANTONE 3005C	C100+M30+K5	R5+G105+B160
GRAY	PANTONE 430C	C5+K50	R125+G130+B130
SILVER	PANTONE 877C	C40+M30+Y30+K13	R135+G130+B125
GOLD	PANTONE 872C	C30+M40+Y80+K18	R125+G13+B13

Metalic Colors

Silver

Gold

Color Variations A

Color variation 'A' prescribes acceptable color expression methods for the word mark according to the brightness of the background color and spot color use.

Black and white variations

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |

In case of black 40% or higher, the word mark can be expressed as a negative.
Negative expression is possible in a number of ways, such as by using white, black 20% (tone down) or metallic hues.

Silver/Gold variations

A

Word mark expressed with gold foiling on gold background

B

Word mark expressed with silver foiling on silver background

C

Word mark expressed with gold 1 on black background

D

Word mark expressed with silver 1 on black background

E

Word mark expressed with gold foiling on white background

F

Word mark expressed with silver foiling on white background
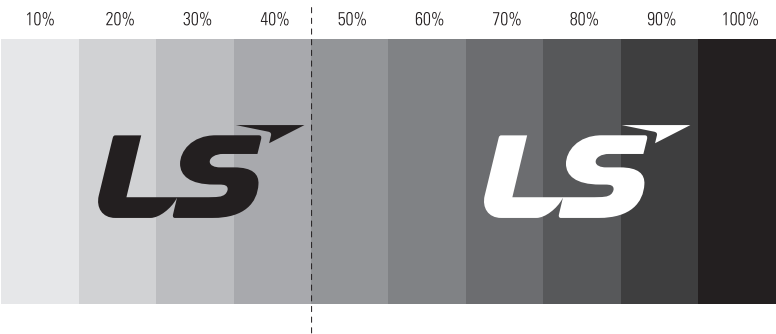
Color Variations B

Color variation 'B' prescribes acceptable color expression methods for the word mark according to the background color. Colors must be controlled accurately when used on a word mark. Modified use of colors is the major cause of image distortion or deterioration of communication effects. Therefore, the variation rules must be strictly observed.

Type A : Use of white is prohibited if the background color is lighter than 40% ink.

Type B : Use of Type B is prohibited if the background color is lighter than 40% ink or if the background color interferes with the red point color.
(However, Type B can be limitedly used for signage and video media.)

Type C : When using the designated colors of the logotype, use of Type C is prohibited when either of the two colors is not clearly distinguished from the background color.

Type D : Use of black is prohibited if the background color is darker than 50% ink.

Color Variations C

Color variation 'C' prescribes acceptable color expression methods for the word mark according to the background color. Colors must be controlled accurately when used on a word mark. Modified use of colors is the major cause of image distortion or deterioration of communication effects. Therefore, the variation rules must be strictly observed.

Type A (white)   Type B (White+Red)

White

LS Blue

LS Red

Emerald Green

Light Blue

Cool Gray

Yellow

Type A : Use of white is prohibited if the background color is lighter than 40% ink.

Type B : Use of Type B is prohibited if the background color is lighter than 40% ink or if the background color interferes with the red point color.
(However, Type B can be limitedly used for signage and video media.)

Type C : When using the designated colors of the logotype, use of Type C is prohibited when either of the two colors is not clearly distinguished from the background color.

Type D : Use of black is prohibited if the background color is darker than 50% ink.

Color Variations C

Color variation 'C' prescribes acceptable color expression methods for the word mark according to the background color. Colors must be controlled accurately when used on a word mark. Modified use of colors is the major cause of image distortion or deterioration of communication effects. Therefore, the variation rules must be strictly observed.

Type C (Blue+Red+Gray)   Type D (Black)

White

LS Blue

LS Red

Emerald Green

Light Blue

Cool Gray

Yellow

Type A : Use of white is prohibited if the background color is lighter than 40% ink.

Type B : Use of Type B is prohibited if the background color is lighter than 40% ink or if the background color interferes with the red point color.
(However, Type B can be limitedly used for signage and video media.)

Type C : When using the designated colors of the logotype, use of Type C is prohibited when either of the two colors is not clearly distinguished from the background color.

Type D : Use of black is prohibited if the background color is darker than 50% ink.

Signature Rule Korean, English

The combination rules of Korean and English letters for the LS word mark are applied when both the word mark and logotype need to be marked in the same space. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.
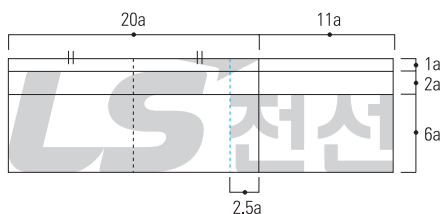
LS전선 Clear Space

LS Cable & System Clear Space
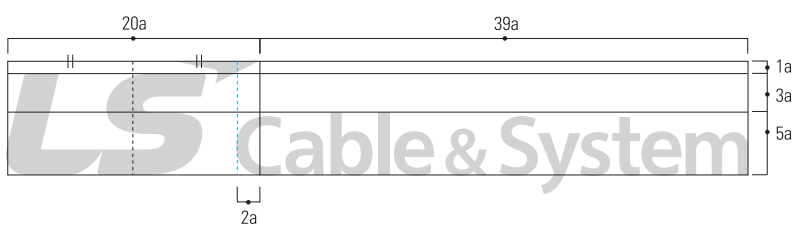
Signature Rule Chinese

The combination rules for Chinese characters of the LS word mark are applied when both the word mark and logotype need to be marked in the same space. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS电缆 Clear Space

LS红旗电缆 Clear Space

Signature Rule Mixed

This rule applies when the LS signature, department name and English logotype need to be marked in the same space. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS전선 (연구소) Clear Space

LS전선 (연구소)

LS전선(Korean, English) Clear Space

LS电缆 (English, Chinese) Clear Space

LS전선(Korean, English)

LS电缆 (English, Chinese)
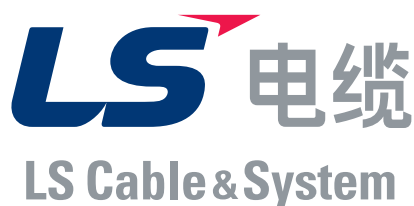
Logotype Korean, English (Horizontal)

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS전선 Clear Space (Horizontal)
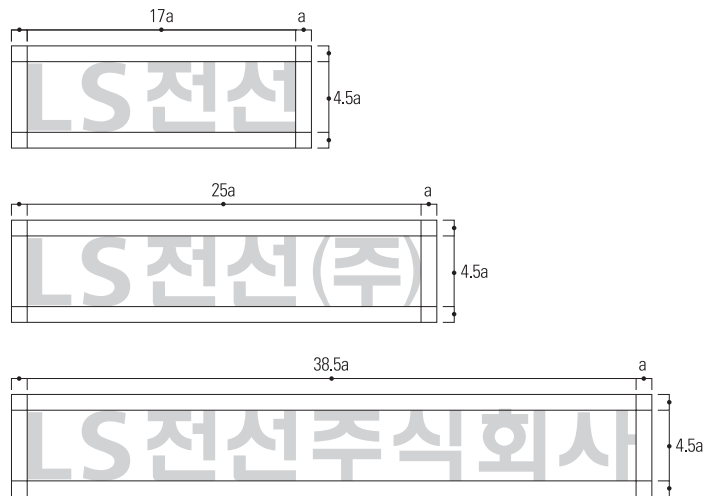
LS전선 (Horizontal)

LS전선

LS전선(주)

LS전선주식회사

Logotype Korean, English (Vertical)

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.
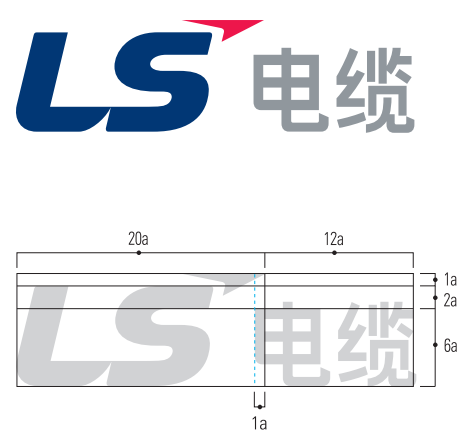
LS전선 Clear Space (Vertical)

LS전선 (Vertical)

Logotype Korean (Horizontal)

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.
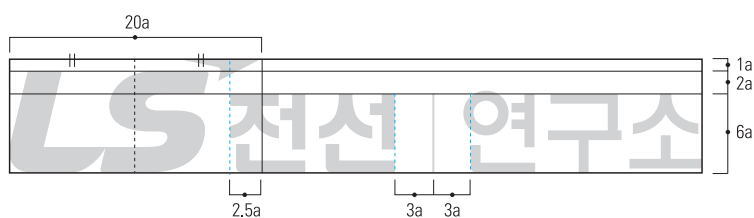
엘에스전선 Clear Space (Horizontal)
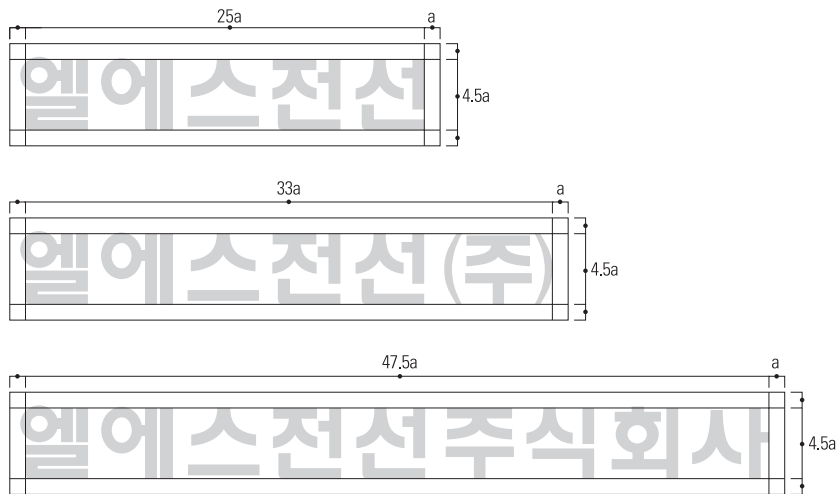
엘에스전선 (Horizontal)

엘에스전선

엘에스전선(주)

엘에스전선주식회사

Logotype Korean (Vertical)

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.
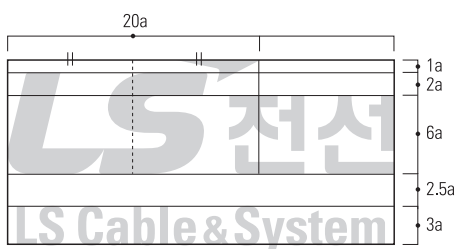
엘에스전선 Clear Space (Vertical)

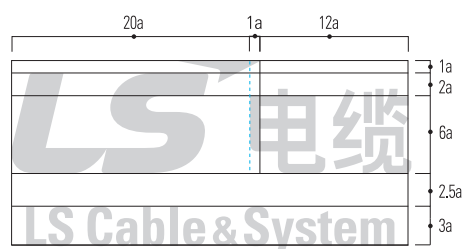엘에스전선 (Vertical)

Logotype English

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS Cable & System Clear Space

LS Cable & System

47.5a

1a

6a

9.5a
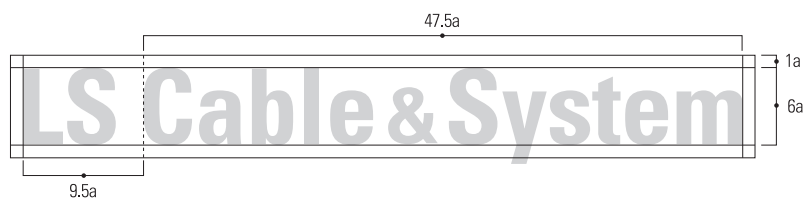
LS Cable & System Ltd. Clear Space

LS Cable & System Ltd.

63.5a

1a

6a

9.5a
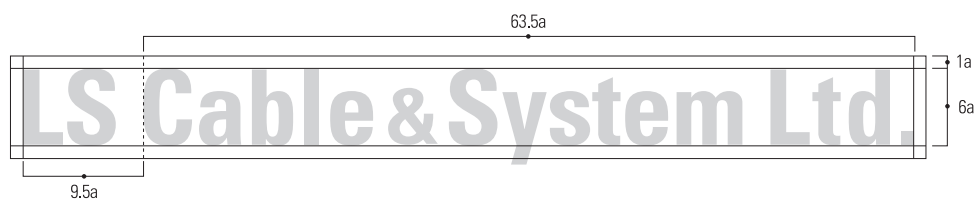
Logotype Chinese

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.
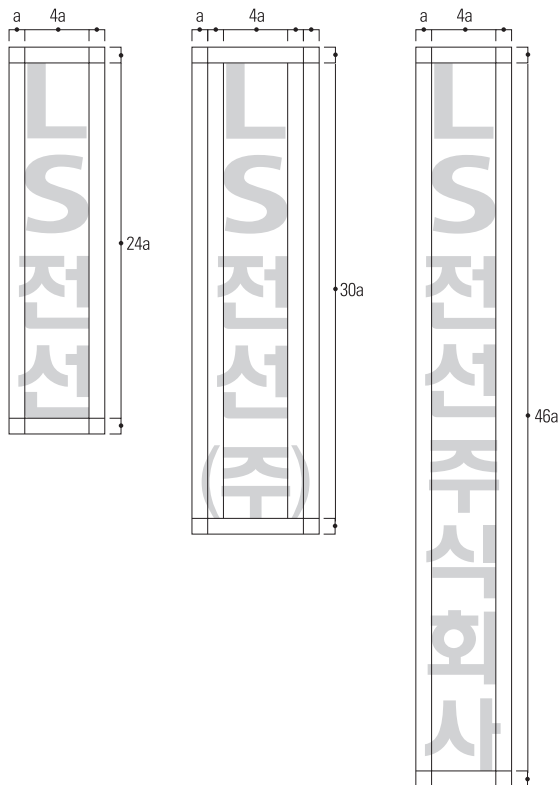
LS电缆 Clear Space

LS电缆

13a
1a
6a
10.5a
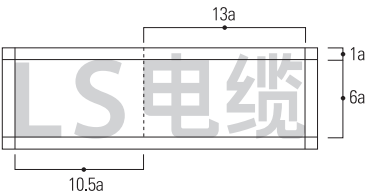
LS 红旗电缆 Clear Space

LS红旗电缆
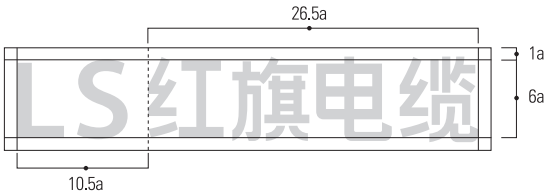
26.5a
1a
6a
10.5a

Signature Rule Overseas Subsidiary

The LS word mark rule for overseas offices is applied when both the word mark and logotype need to be marked in the same space. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS VINA Cable & System

LS Cable & System (Wuxi)

LS Cable & System America

LS Cable & System Vietnam

LS Cable & System India

LS Cable & System UK

LS Cable & System Japan

LS HongQi Cable & System

Signature Rule Overseas Subsidiary

The LS word mark rule for overseas offices is applied when both the word mark and logotype need to be marked in the same space. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS Cable & System USA

LS -Gaon Cable Myanmar

LS EV Poland

LS Cable & System Poland

LS -AG Cable Solutions

LS -AG Cable Indonesia

Logotype Overseas Subsidiary

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS VINA Cable & System

LS Cable & System (Wuxi)

LS Cable & System America

LS Cable & System Vietnam

LS Cable & System India

LS Cable & System UK

LS Cable & System Japan
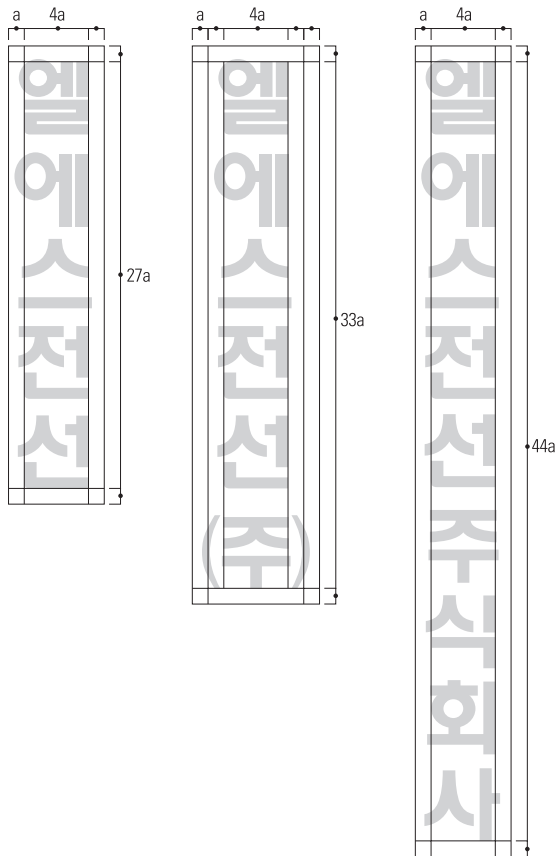
LS HongQi Cable & System

Logotype Overseas Subsidiary

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS Cable & System USA

LS-Gaon Cable Myanmar

LS EV Poland

LS Cable & System Poland

LS-AG Cable Solutions

LS-AG Cable Indonesia

Signature Rule Domestic Subsidiary

The LS word mark rule for domestic offices is applied when both the word mark and logotype need to be marked in the same space. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS 전선아시아

LS Cable & System Asia

LS 이브이코리아

LS EV Korea

LS 빌드윈

LS Buildwin

LS 알스코

LS Alsco

Logotype Domestic Subsidiary

The logotype expresses the official name of LS and must not be modified under any circumstances. The color of the logotype must always be either LS Gray (Pantone 430C) or black. LS Gold or LS Silver can be limitedly used for special effects. However, other colors cannot be used. To prevent distortion of the logotype, the required clear space outlined in this manual or the script in the CD-Rom must be enlarged or reduced proportionately.

LS 전선아시아

LS Cable & System Asia

LS 이브이코리아

LS EV Korea

LS 빌드윈

LS Buildwin

LS 알스코

LS Alsco

Incorrect Usage

Examples of incorrect uses of the LS word mark are listed here. The LS word mark must be used by following the appropriate type and color-related rules according to the application medium.

A) Use of outlines or borders around the word mark is prohibited.

B) The word mark must not be used on top of a complicated background.

C) Colors must not be changed randomly except for a few that are approved. Refer to color use in this manual.

D) Proportions and shapes of the word mark must not be distorted or modified.

E) Halftones must not be visible when using a single-color word mark.

F) The word mark must not be used on top of complicated photographs or graphics.

G) The product name must not be marked next to the word mark.

Typeface-Korean

The preferred Korean typeface for LS is gothic Yunseo. This Korean font is not a specified rule, but a recommendation. In principle, the font is preferentially applied to printing of corporate-level documents and forms. In case the font is not available, it is possible to use other similar fonts.

	110	120	130	140	150	160
Roman	윤고딕	윤고딕	윤고딕	윤고딕	윤고딕	윤고딕
Italic	윤고딕	윤고딕	윤고딕	윤고딕	윤고딕	윤고딕
Roman	윤명조	윤명조	윤명조	윤명조	윤명조	윤명조
Italic	윤명조	윤명조	윤명조	윤명조	윤명조	윤명조

Body copy

Headline

윤고딕 FAMILY

윤고딕 110 – 장85%, 자간 –30

고객과 함께하는 기업

윤고딕 120 – 장85%, 자간 –30

고객과 함께하는 기업

윤고딕 130 – 장85%, 자간 –30

고객과 함께하는 기업

윤고딕 140 – 장85%, 자간 –30

고객과 함께하는 기업

윤고딕 150 – 장85%, 자간 –30

고객과 함께하는 기업

윤고딕 160 – 장85%, 자간 –30

고객과 함께하는 기업

윤명조 FAMILY

윤명조 110 – 장85%, 자간 –30

고객과 함께하는 기업

윤명조 120 – 장85%, 자간 –30

고객과 함께하는 기업

윤명조 130 – 장85%, 자간 –30

고객과 함께하는 기업

윤명조 140 – 장85%, 자간 –30

고객과 함께하는 기업

윤명조 150 – 장85%, 자간 –30

고객과 함께하는 기업

윤명조 160 – 장85%, 자간 –30

고객과 함께하는 기업

Typeface-English

The preferred English typefaces for LS are Universe and Times New Roman. In case these fonts are not available, it is possible to use other similar fonts.

	light	Regular	Bold	Black
Roman	Univers 45 Light	Univers 55 Regular	**Univers 65 Bold**	**Univers 75 Black**
Italic	*Univers 45 Light Italic*	*Univers 55 Regular Italic*	***Univers 65 Bold Italic***	***Univers 75 Black Italic***
Roman	Time New Roman Regular	Time New Roman Regular	Time New Roman PSMT Regular	**Time New Roman PSMT Bold**
Italic	*Time New Roman Italic*	***Time New Roman Regular Italic***	*Time New Roman PSMT Italic*	***Time New Roman PSMT Bold Italic***

Body copy

Headline

UNIVERS FAMILY

Univers Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Univers Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Univers Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Univers Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

TIME NEW ROMAN FAMILY

Time New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Time New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Time New Roman PSMT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Time New Roman PSMT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Graphic Motif A

For graphic motifs, the visual image of LS must be maintained uniformly. Graphic motifs serve an important role of assisting the public to recognize LS. The LS motif has been developed by diversifying images of the word mark. At application, the appropriate graphic motif must be selected to suit the characteristics of the application medium.

Brand line motif for internal use (i.e. forms)

When background color is light

b   Used when space by 2b or more is secured

a a
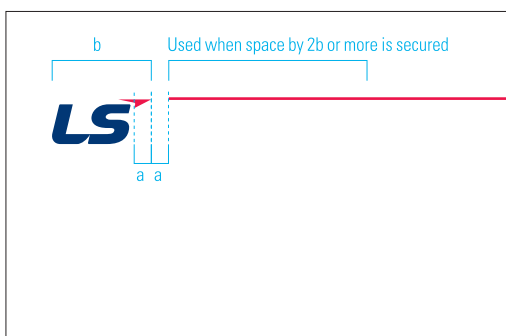
When background color is dark

The most representative line motif of LS
For forms, the thickness of lines is prescribed to be 0.5 ~ 1mm and applied to each prototype.

Brand motif for vehicles

25° Rotate

❶
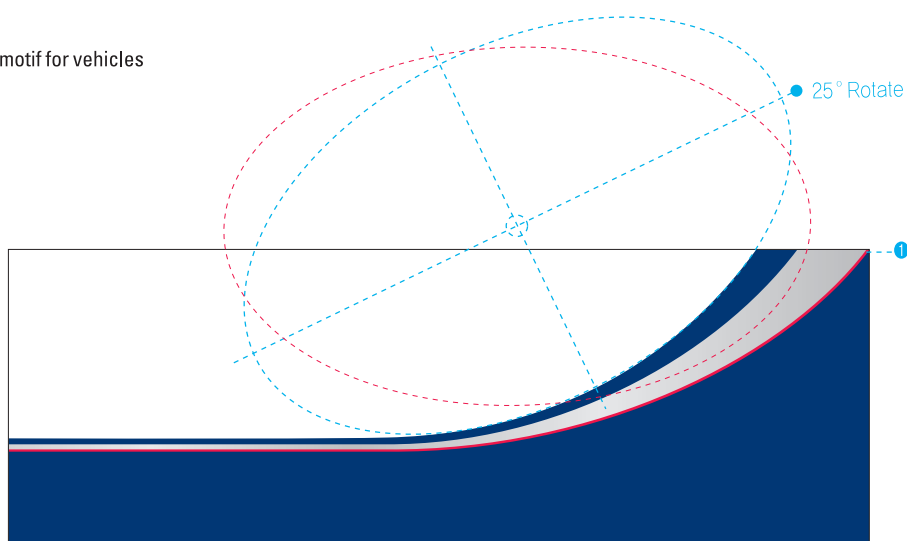
The angle of graphic motifs is adjusted according to the shape of the vehicle applied. The optimal shape must be selected and used.
In case a red line motif ❶ is deleted, the graphic can be applied to packages by increasing the scope of use.

Graphic Motif B

For graphics, the visual image of LS must be maintained uniformly. Graphic motifs serve an important role of assisting the public to recognize LS. The LS motif has been developed by diversifying images of the word mark. At application, the appropriate graphic motif must be selected to suit the characteristics of the application medium.

Brand motif for outdoor advertisements (i.e. billboards)
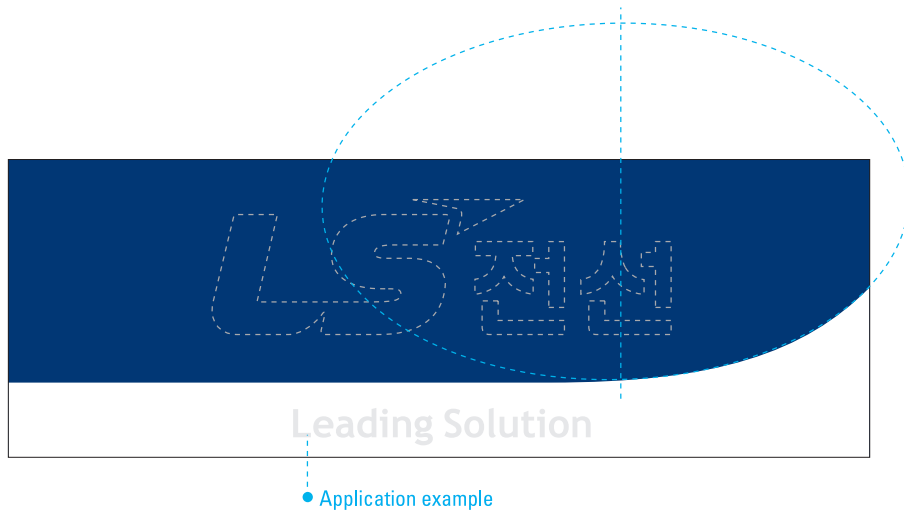
Leading Solution

● Application example

Graphics are appropriately adjusted according to the shape or proportion of the outdoor advertisement.
Applied elements are effectively expressed by using the designated fonts for the word mark, slogan, URL, etc.

Brand motif for outdoor advertisements (i.e. banners)
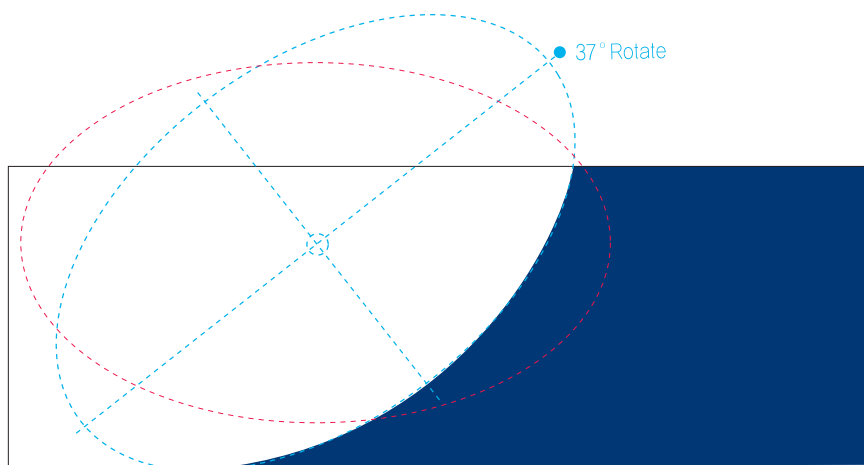
● 37°Rotate

Graphics are appropriately adjusted according to the shape or proportion of the outdoor advertisement.
Applied elements are effectively expressed by using the designated fonts for the word mark, slogan, URL, etc.

Pattern

In principle, the basic pattern must be used. Patterns are especially used in promotions. It is effective to use patterns in advertisements and publicity materials of LS.
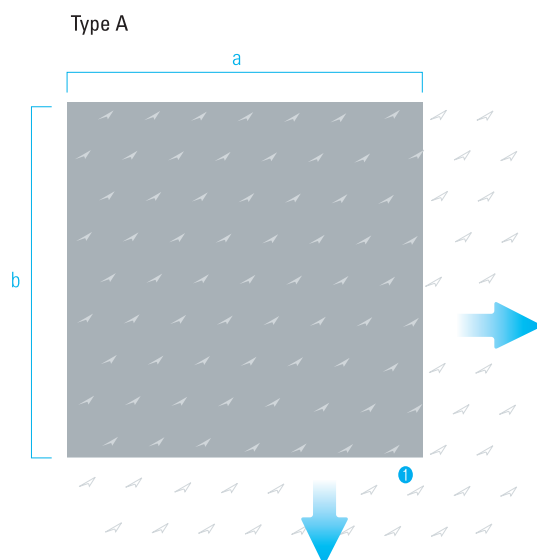
Type A

a

b

Applied to LS Group's promotions
The basic pattern is added vertically according to the basic proportions. At application, a pattern is randomly enlarged sideways or vertically in order to prevent the images of the motif ❶ from overlapping or becoming distorted.

Type B

a

b
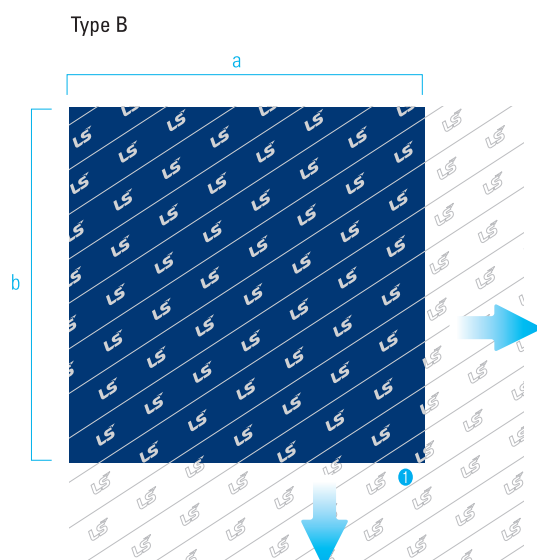
Applied to LS Group's promotions
The basic pattern is added vertically according to the basic proportions. At application, a pattern is randomly enlarged sideways or vertically in order to prevent the images of the motif ❶ from overlapping or becoming distorted.

APPLICATION SYSTEM

Business Card

The business card is an important medium through which LS management and employees present the company's image. Therefore, it is very important that the administrative division manages the design and printing of cards consistently to maintain a uniform image. When having cards printed the colors and layout design outlined in this section must be carefully followed.

Front

LS

케이블 솔루션
글로벌 리더

홍 길 동
홍보팀 / 대리

LS전선
14119 경기도 안양시 동안구 엘에스로 127 LS타워 16층
Tel. 02.2189.1234   Mobile. 010.1234.5678
Fax. 02.6969.0000   www.lscns.co.kr
E-mail. gdhong@lscns.com

LS

The World Best
Cable Solution
Leader

Gildong Hong
Public Relations Team / Assistant Manager

LS Cable & System Ltd.
16F LS Tower, 127 LS-ro, Dongan-gu, Anyang-si
Gyeonggi-do 14119 Korea
Tel. 02.2189.1234   Mobile. 010.1234.5678
Fax. 02.6969.0000   www.lscns.com
E-mail.gdhong@lscns.com

Back

LSpartnership® 함께하여 더 큰 가치를!

LSpartnership® Greater value together!

Front
Name : Yun Gothic 140 13.2pt (Width 95%)
Division, Position : Yun Gothic 130 8.2pt (Width 85%)
Address : Yun Gothic 130 6.8pt (Width 85%, spacing -30)
Numbers : Universe 57 Condensed 7.3pt (Spacing -10)

Back
Name : Universe 57 Condensed Bold 13.5pt
Division, Position : Universe 57 Condensed 8.6pt (Spacing -10)
Address : English Universe 57 Condensed 7.3pt (Spacing -10)
Numbers : Universe 57 Condensed 7.3pt (Spacing -10)

Specifications
Size : 90mm x 52mm
Paper : White or Vent Nouveau (209g)

PANTONE 281C C100+M80+K25	PANTONE 199C C5+M100+Y80	PANTONE Cool Gray 8C K60	PANTONE 8003C C54+M51+Y55

Letterhead

The letterhead is one of the important media that delivers the image of LS. There are basically two types of letterhead, one for domestic use and one for overseas. When having the letterhead printed the colors and layout design outlined in this section must be carefully followed.

Type A

16

17

LS Cable & System Ltd.
LS Tower, 1026-6 Hogye-dong, Dongan-gu, Anyang-si, Gyeongi-do 431-080 Korea   Tel. 82.2.2189.9114   Fax. 82.2.2189.9599

Type B

LS전선(주)
431-080 경기도 안양시 동안구 호계동 1026-6 LS타워   Tel. 02.2189.9114   Fax. 02.2189.9599

*Reduced by 70%

Envelope A

Envelopes are one of the important media that delivers the image of LS. There are basically two types of envelopes, one for domestic use and one for overseas use. When having envelopes printed the specifications, colors and design outlined in this section must be carefully followed.

Type A

15

15

LS Cable & System Ltd.
LS Tower, 1026-6 Hogye-dong, Dongan-gu, Anyang-si, Gyeongi-do
431-080 Korea Tel. 82.2.2189.9114 Fax. 82.2.2189.9599

□□□-□□□

Type B

15

15

LS전선(주)
431-080 경기도 안양시 동안구 호계동 1026-6 LS타워
Tel. 02.2189.9114 Fax. 02.2189.9599

□□□-□□□

*Reduced by 50%

Specifications
Size : 230mm x 105mm
Paper : White or Vent Nouveau (105g or more)
Printing Method : Spot color printing

Type A
Address : Universe 57 Condensed 7.6pt

Type B
Address : Yun Gothic 130 7.2pt (Width 85%, spacing -30)

Envelope B

Envelopes are one of the important media that delivers the image of LS. There are basically two types of envelopes, one for domestic use and one for overseas use. When having envelopes printed the specifications, colors and design outlined in this section must be carefully followed.

Type A

15

15

LS Cable & System Ltd.
LS Tower, 1026-6 Hogye-dong, Dongan-gu, Anyang-si, Gyeongi-do
431-080 Korea Tel. 82.2.2189.9114 Fax. 82.2.2189.9599

□□□-□□□

Type B

15

15

LS전선(주)
431-080 경기도 안양시 동안구 호계동 1026-6 LS타워
Tel. 02.2189.9114 Fax. 02.2189.9599

□□□-□□□
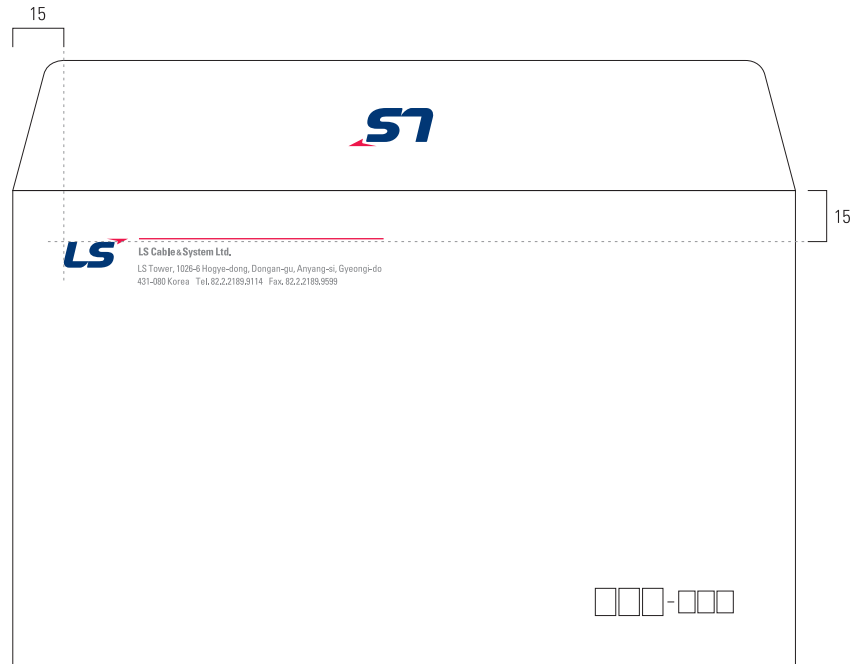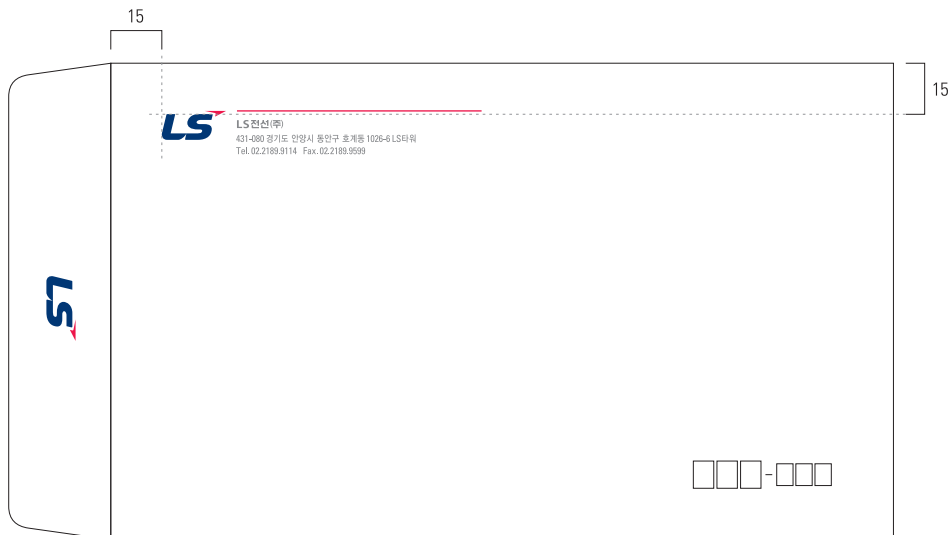
*Reduced by 45%

Specifications
Size : 230mm x 140mm
Paper : White or Vent Nouveau (105g or more)
Printing Method : Spot color printing

Type A
Address : Universe 57 Condensed 8pt

Type B
Address : Yun Gothic 130 7.5pt (Width 85%, spacing -30)

Document Envelope

Document envelopes are one of the important media that delivers the image of LS. There are basically two types of document envelopes, one for domestic use and one for overseas use. When having document envelopes printed the specifications, colors and design outlined in this section must be carefully followed.

Type A

18

17

LS LS Cable & System Ltd.
LS Tower, 1026-6 Hogye-dong, Dongan-gu, Anyang-si, Gyeongi-do 431-080 Korea
Tel. 82.2.2189.9114 Fax. 82.2.2189.9599

Type B

LS LS전선(주)
431-080 경기도 안양시 동안구 호계동 1026-6 LS타워
Tel. 02.2189.9114 Fax. 02.2189.9599
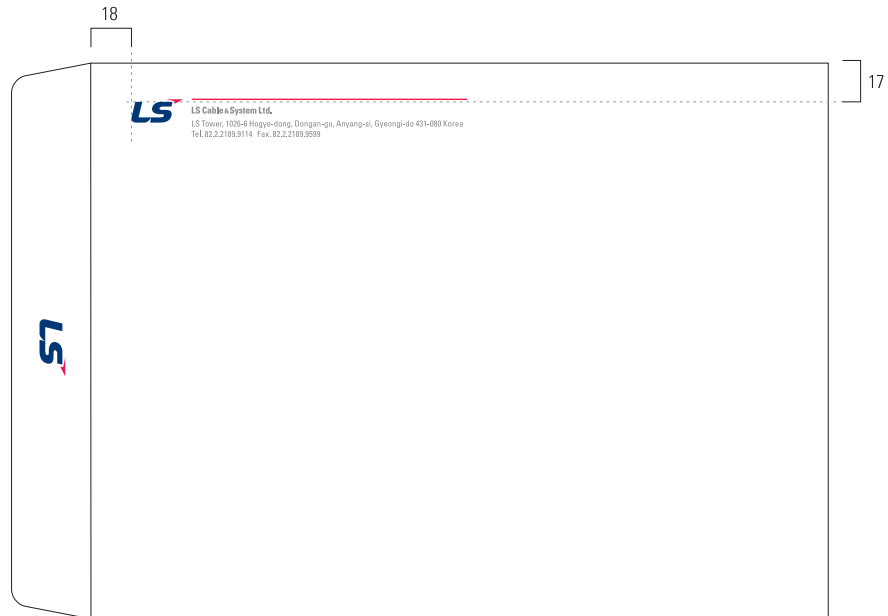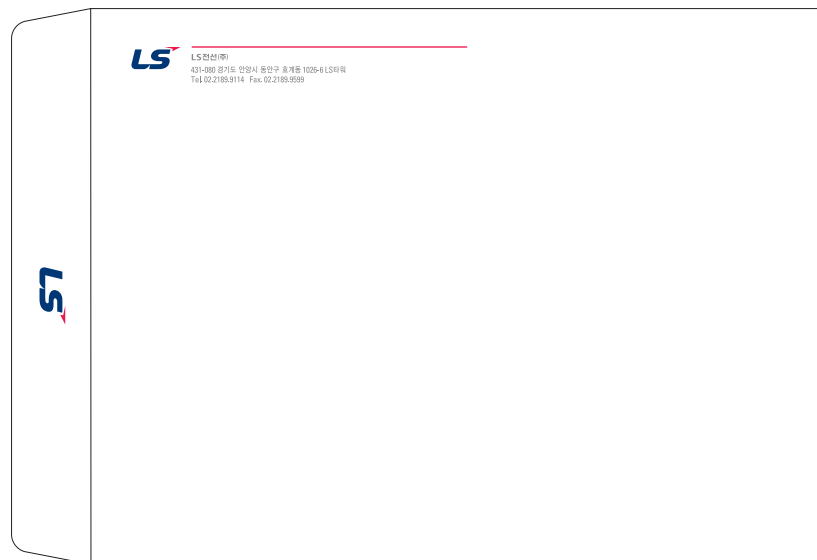
*Reduced by 30%

Specifications
Size : 325mm x 245mm
Paper : White or Vent Nouveau (150g or more)
Printing Method : Spot color printing

Type A
Address : Universe 57 Condensed 10.5pt

Type B
Address : Yun Gothic 130 9.7pt (Width 85%, spacing -30)

Fax Cover

The fax (facsimile) cover sheet is one of the most frequently used media. There are two types of fax cover sheet, one for domestic use and one for overseas use. When having fax cover sheets made the specifications, colors and design outlined in this section must be carefully followed.

Type B 15   15

15

LS Cable & System Ltd.
LS Tower, 1026-6 Hogye-dong, Dongan-gu, Anyang-si, Gyeongi-do 431-080 Korea
Tel. 82.2.2189.9114 Fax. 82.2.2189.9599
www.lscns.com

Facsimile

TO		FAX NO.	
ATTN.		DATE	
FROM			
TOTAL PAGE			
SUBJECT			

MESSAGE

Type A

LS전선(주)
431-080 경기도 안양시 동안구 호계동 1026-6 LS타워
Tel. 02.2189.9114 Fax. 02.2189.9599
www.lscns.co.kr

Facsimile

TO		FAX NO.	
ATTN.		DATE	
FROM			
TOTAL PAGE			
SUBJECT			

MESSAGE

*Reduced by 40%

Specifications
Size : 210mm x 297mm
Paper : White facsimile paper (90g or more)
Color : Black and White

Type A
Address : Universe 57 Condensed 9.5pt

Type B
Address : Yun Gothic 130 9pt (Width 85%, spacing -30)

Memo Pad

Memo pads are mainly used internally and should be manufactured in the proportions given according to the required size. When ordering memo pads the specifications, colors and design outlined in this section must be carefully followed.

Type A

7   7

7

LS

Type B

LS전선(주) | 431-080 경기도 안양시 동안구 호계동 1026-6 LS타워

LS
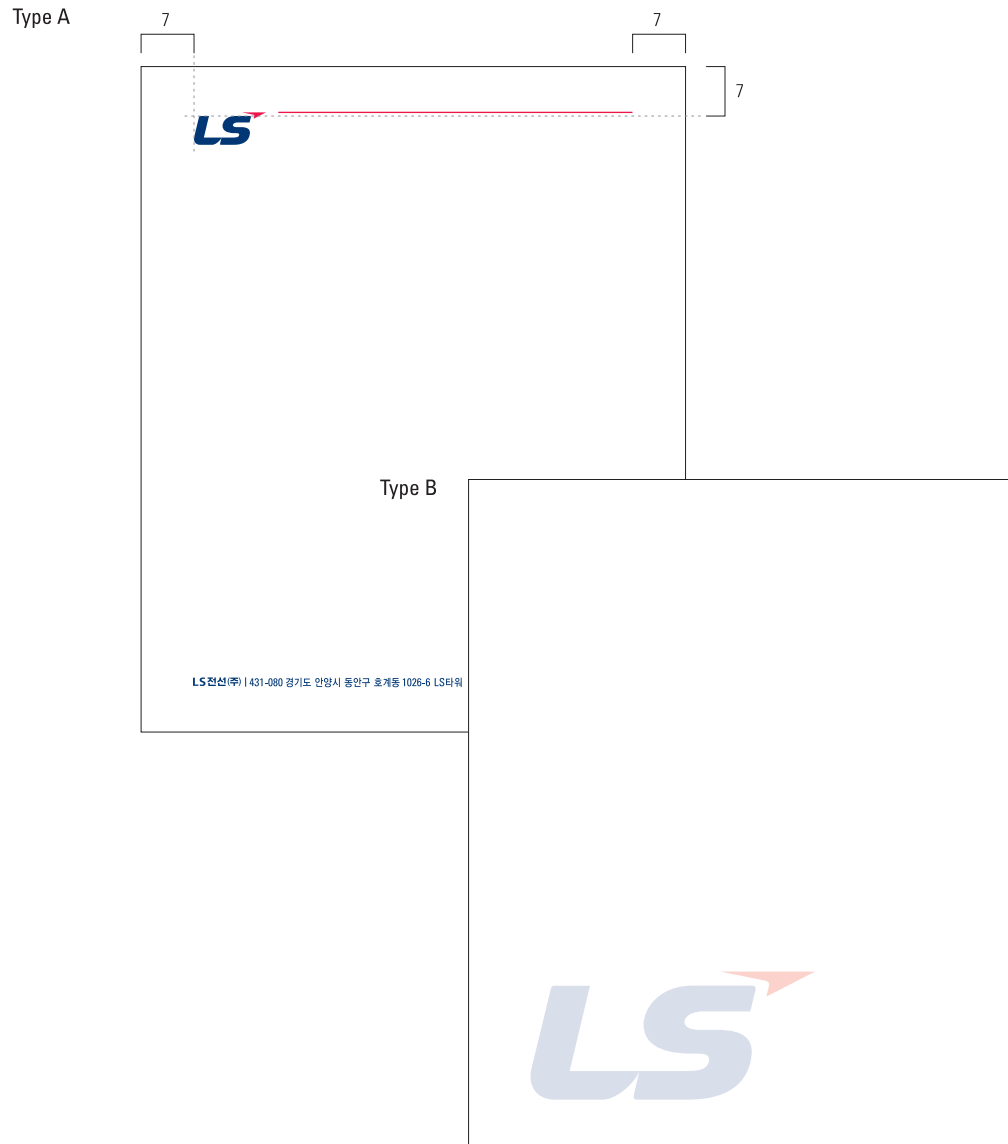
*Actual size

Binder Cover

Binders are used internally for efficient management of business forms. When ordering binders the specifications, colors and design outlined in this section must be carefully followed.

Type A

Front Side Back

FINANCIAL REPORT

LS전선(주)

FINANCIAL REPORT

LS전선(주)

LS전선(주) | 431-080 경기도 안양시 동안구 호계동 1026-6 LS타워 Tel. 02.2189.9114 Fax. 02.2189.9599

Binder—30mm
Binder—50mm
Binder—70mm

Type B

Front Side Back

FINANCIAL REPORT

LS전선(주)

FINANCIAL REPORT

LS전선(주)

LS전선(주) | 431-080 경기도 안양시 동안구 호계동 1026-6 LS타워 Tel. 02.2189.9114 Fax. 02.2189.9599

Binder—30mm
Binder—50mm
Binder—70mm
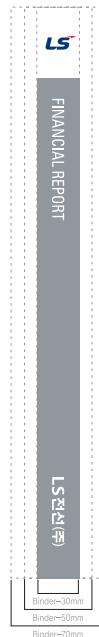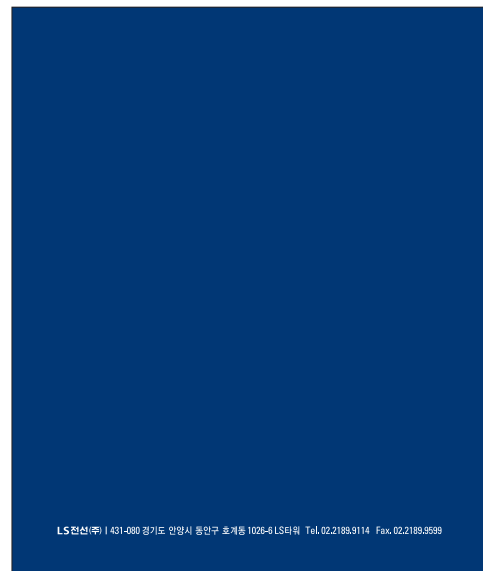
Specifications
Size : 305mm x 265mm x 30, 50, 70mm
Paper : White paper (100g or more)
Printing Method : Spot color printing

Award and Cover

Awards and cards for written appointments, etc. are issued to specific people and purposes. Symbolizing the authority and reliability of LS, invitation cards must be printed in a manner that upholds the honor of the company. When ordering invitation cards the specifications, colors and design outlined in this section must be carefully followed.

Type A

Tooling

LS

상   장

소 속 : 비 서 실
직 위 : 대   리
성 명 : 홍 길 동

위 사람은 애사심을 발휘하여 맡은 바 책임을 완수함으로써
타의 모범이 되고 회사 발전에 기여한 바 크므로
이에 표창함.

년 월 일

LS전선주식회사
사 장 손 종 호

LS전선(주)

Silver foil

Type B

Tooling

LS

상   장

소 속 : 비 서 실
직 위 : 대   리
성 명 : 홍 길 동

위 사람은 애사심을 발휘하여 맡은 바 책임을 완수함으로써
타의 모범이 되고 회사 발전에 기여한 바 크므로
이에 표창함

년 월 일

LS전선주식회사
사 장 손 종 호

LS전선주식회사

Silver foil
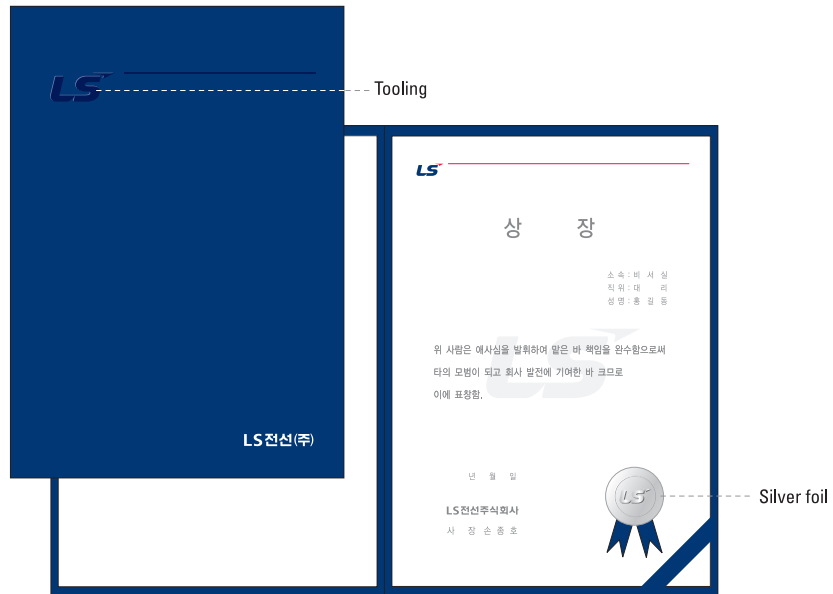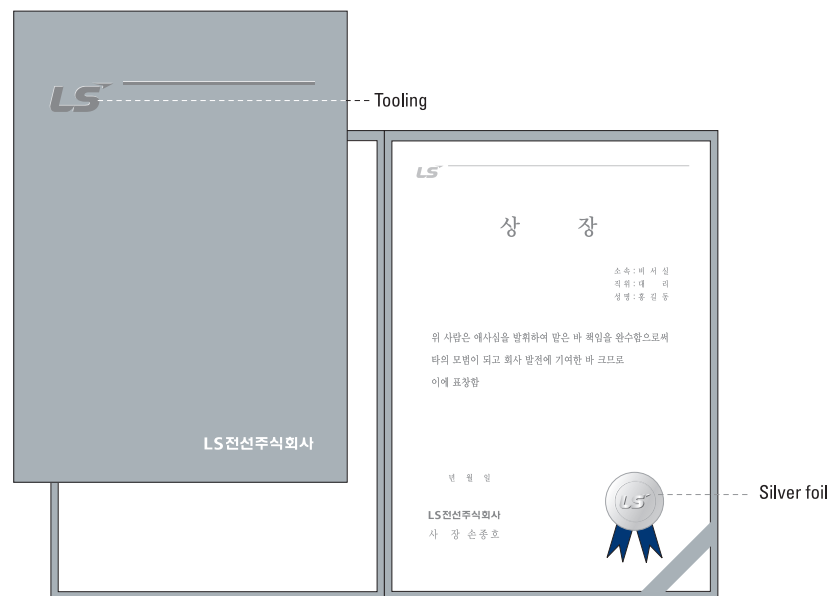
Specifications
Size : Text paper : 210mm x 297mm
　　　　Cover : 220mm x 310mm
Material and Printing Method: Offset printing on white paper (200g or more)
Cover : Type A, Gray velvet processing and tooling
　　　　Type B, Dark blue velvet processing and tooling

Cover of Approval

Covers of approval are used internally for efficient management of business forms. When ordering covers of approval the specifications, colors and design outlined in this section must be carefully followed.

Type A

LS

Tooling

결재를 부탁드립니다

LS전선주식회사

Type B

LS

Tooling

결재를 부탁드립니다.

LS전선주식회사
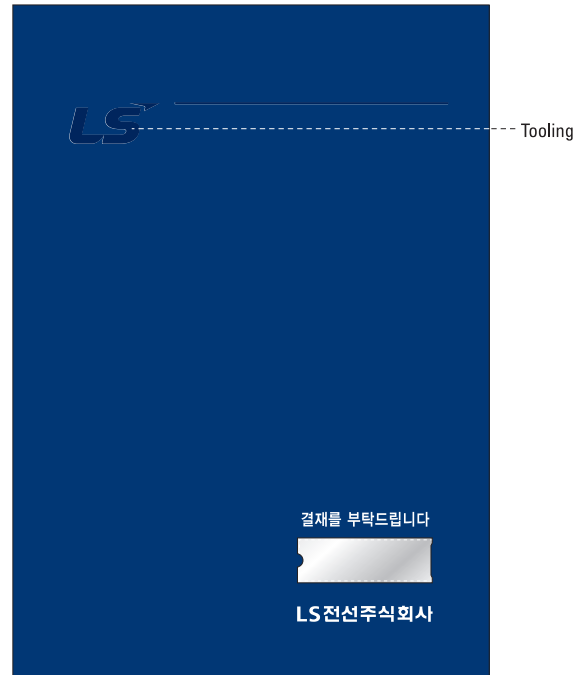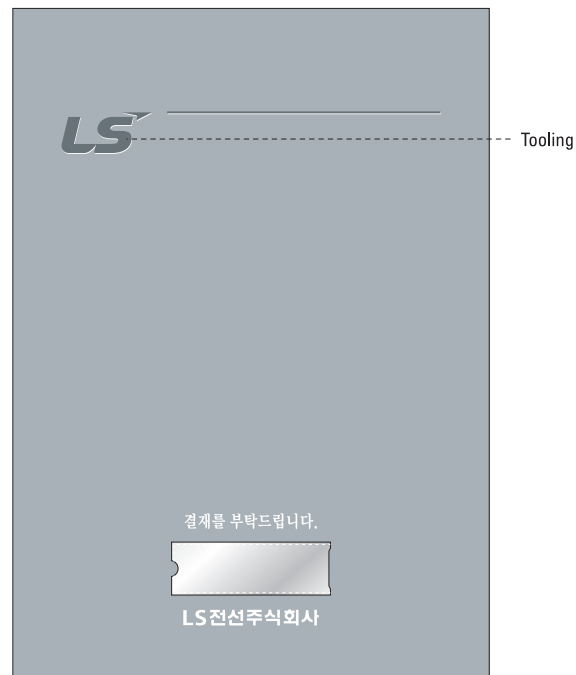
Specifications
Size : 220mm x 310mm
Material and Printing Method :
Printing on synthetic leather or equivalent
material and tooling

Badge

Badges are worn by all employees to prove their status as either managers or employees of LS. Badges assist in communication among employees and enhance their sense of solidarity, cooperative spirit and sense of belonging to the company.

Type A

Type B

Manufacturing Method :
Gold or silver plating on a brass frame and
painted in designated colors

Name Tag

Name tags are worn by all employees as an item to prove their status as either managers or employees of LS. Name tags assist in communication among employees and enhance their sense of solidarity, cooperative spirit and sense of belonging to the company.

Type A

Type B

ID Card

ID cards are the medium that prove the status of managers and employees of LS. ID cards play an important role in increasing employees' sense of belonging to the company and solidarity. The front of the ID card bears a photograph and name of the wearer. When ordering ID cards the specifications, colors, materials and positions specified must be carefully followed.

Type A

Front

Back

13

25

홍 길 동
G.D. HONG
LS전선(주)

1. 이 카드는 당사의 사원 신분증이
    므로 항상 패용 또는 휴대 하여야
    합니다.
    훼손, 분실시에는 즉시 인사부서
    로 연락하여 재발급 받으시기
    바랍니다.
2. 이 카드는 타인에게 양도 할 수
    없습니다.
3. 이 카드를 습득하신 분은 가까운
    우체통에 넣어주시기 바랍니다.

LS전선(주)
431-080 경기도 안양시 동안구
호계동 1026-6 LS타워
Tel. 02.2189.9114 Fax. 02.2189.9599

Type B

13

25

홍 길 동
G.D. HONG

LS전선(주)

1. 이 카드는 당사의 사원 신분증이므로 항상 패용
    또는 휴대 하여야 합니다.
    훼손, 분실시에는 즉시 인사부서로 연락하여
    재발급 받으시기 바랍니다.
2. 이 카드는 타인에게 양도 할 수 없습니다.
3. 이 카드를 습득하신 분은 가까운 우체통에 넣어
    주시기 바랍니다.

LS전선(주)
431-080 경기도 안양시 동안구 호계동 1026-6 LS타워
Tel. 02.2189.9114 Fax. 02.2189.9599

*Reduced by 80%

Specifications
Size : Types A & B : 53mm x 86mm
Material and Printing Method :
Silver (Pantone 877C) or designated colors on
a plastic card

Visit Card

Visitor cards are issued temporarily to visitors. When ordering visitor cards the specifications, colors, materials and positions specified must be carefully followed.

Type A

Front

Back

13

방 문 증
VISITORS

05

방 문 증

1. 본증은 교부 즉시 왼쪽 가슴에 패용하십시오.

2. 본증을 패용치 않은 자는 사내에 서 업무를 수행할 수 없습니다.

3. 출문시는 반드시 교부처에 반납 하십시오.

4. 본 표철을 분실했을 때에는 즉시 교부처에 신고하십시오.

LS전선(주)
431-080 경기도 안양시 동안구
호계동 1026-6 LS타워
Tel. 02.2189.9114 Fax. 02.2189.9599

Type B

13

방 문 증
VISITORS

05

1. 본증은 교부 즉시 왼쪽 가슴에 패용하십시오.

2. 본증을 패용치 않은 자는 사내에서 업무를 수행 할 수 없습니다.

3. 출문시는 반드시 교부처에 반납하십시오.

4. 본 표철을 분실했을 때에는 즉시 교부처에 신고 하십시오.

LS전선(주)
431-080 경기도 안양시 동안구 호계동 1026-6 LS타워
Tel. 02.2189.9114 Fax. 02.2189.9599

*Reduced by 80%

Specifications
Size : Types A & B : 53mm x 86mm
Material and Printing Method :
Silver (Pantone 877C) or designated colors on
a plastic card

Parking Permission

Parking permits are issued for limited periods of time to visitors. When ordering parking permits the specifications, colors, materials and design outlined in this section must be thoroughly followed.

Type A_Card type

*Reduced by 80%

Type B_Sticker type

*Actual size

Flag

Flags are a symbol that represents the image of LS both within and outside the company. Flags symbolizing the honor of LS are placed in official venues of the company such as directors' offices or conference rooms.

Formal flag

Type A   Type B   Type C
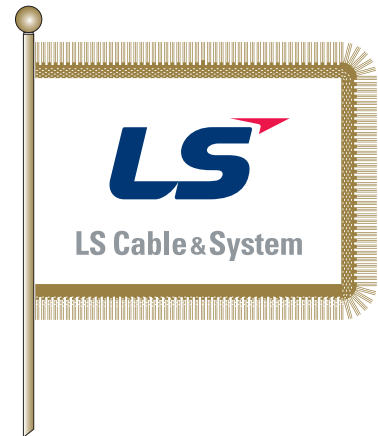
Informal flag

Type A   Type B   Type C
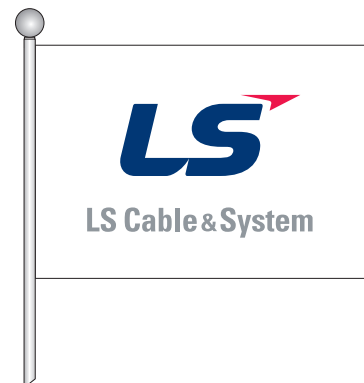
Specifications
Formal flag
Size : 1350 x 900mm
Material : White velvet (Veludo)
Manufacturing Method : Computer embroidery with tassels
                                          woven into three rows of golden thread

Informal flag
Size : 1350 x 900mm
Material : Polyester
Manufacturing Method : Textile printing

Helmet

Helmets help protect the heads of employees and visitors against accidents at factories and also help employees engender a sense of pride and solidarity. In addition, the helmet is a medium that delivers a unified image of LS both internally and to the public. Therefore, helmets must be kept clean to enhance work efficiency.

Type A

Left : **LS전선**
Right : **LS** Cable & System

Type B

Left : **LS전선**
Right : **LS** Cable & System
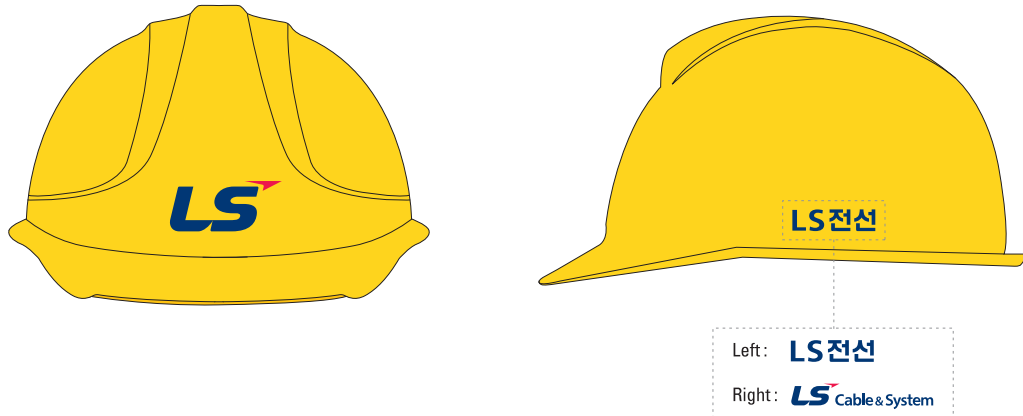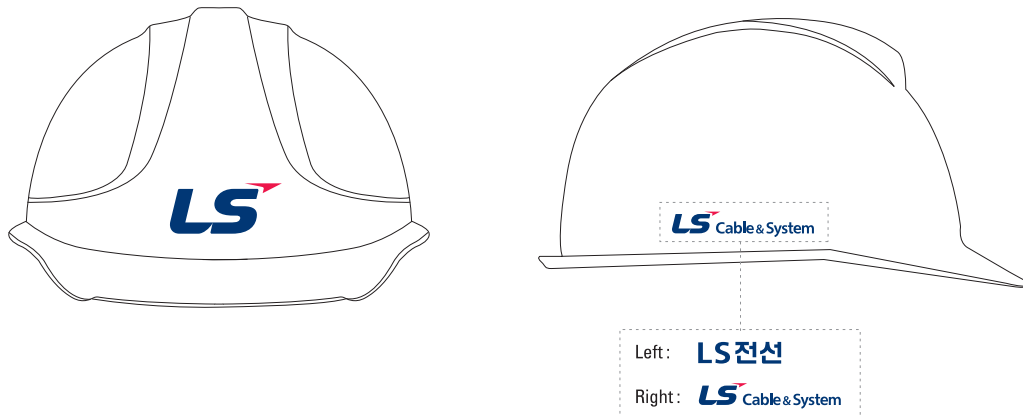
Printing Method : Silk printing

Wrapping Paper

While wrapping contents, wrapping paper also publicizes the image of LS internally and to the public by drawing attention. Different colors and paper materials can be used according to the purpose of use. However, modification of the basic elements is prohibited.

Type A

Pantone 429C

50% of Pantone 429C

Type B
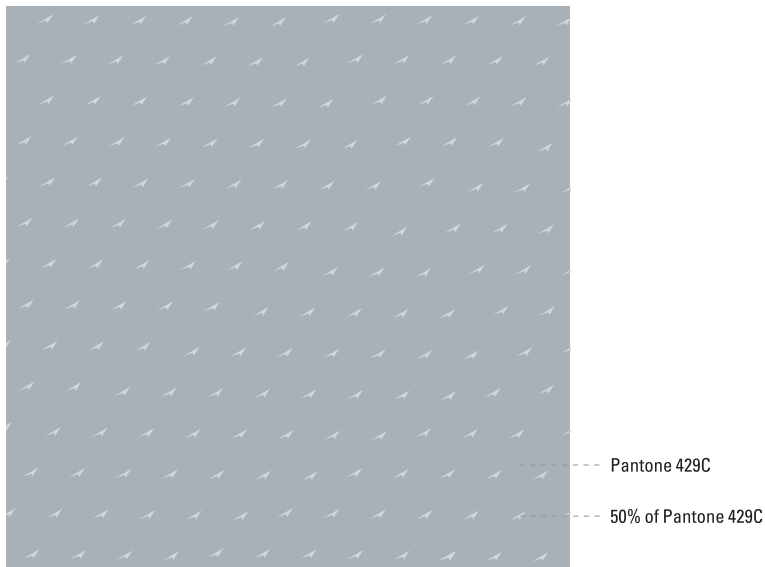
Pantone 281C
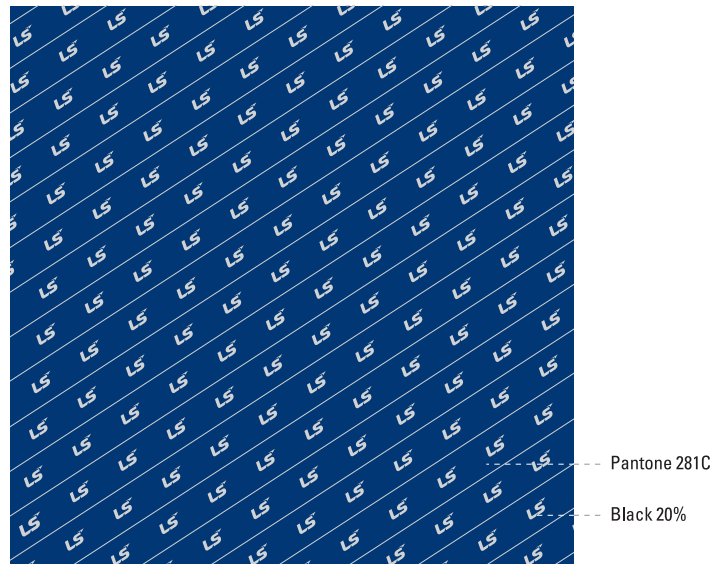
Black 20%

Specifications
Size : To suit the requirement purpose
Paper : White package paper (80g or more)
Printing Method : Spot color printing
Type A : Pantone 429C, color 50%
Type B : Pantone 281C, black 20%

Shopping Bag

Shopping bags are used for caring products and souvenirs. They also function as an item that promotes the image of LS. Different sizes, colors and paper materials can be used according to the intended purpose. However, in principle, the 3 types specified in this section should be used preferentially. The design guidelines for shopping bags are not rules, but recommendations. Therefore, they can be somewhat modified in case different designs are required. However, it is necessary to obtain confirmation from the management division with regards to use of the CI.

Type A

Pantone 199C
Pantone 430C
Pantone 281C
Pantone 877C
(Silver)

Type B

Pantone 281C
Pantone 199C
Pantone 877C
(Silver)

Type C
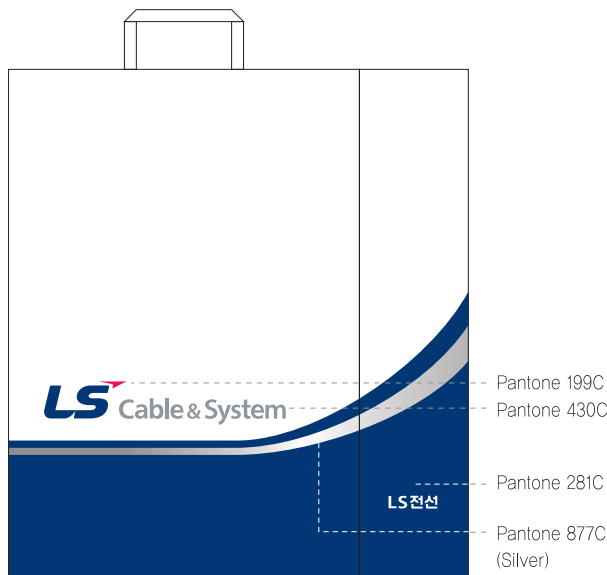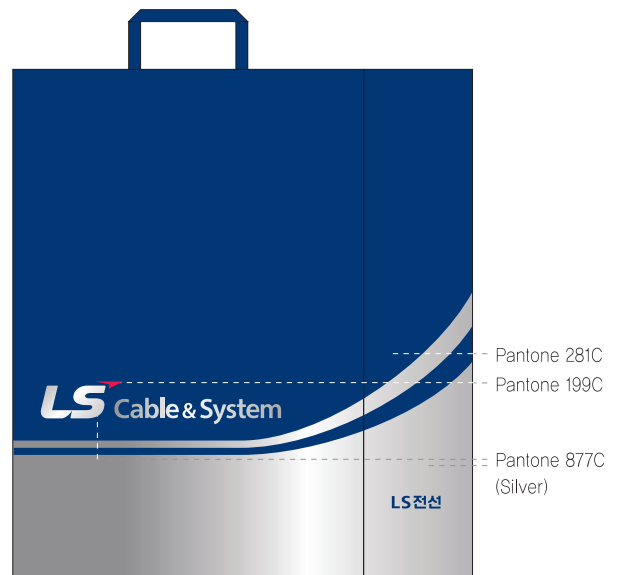
Pantone 199C
Pantone 430C
Pantone 281C
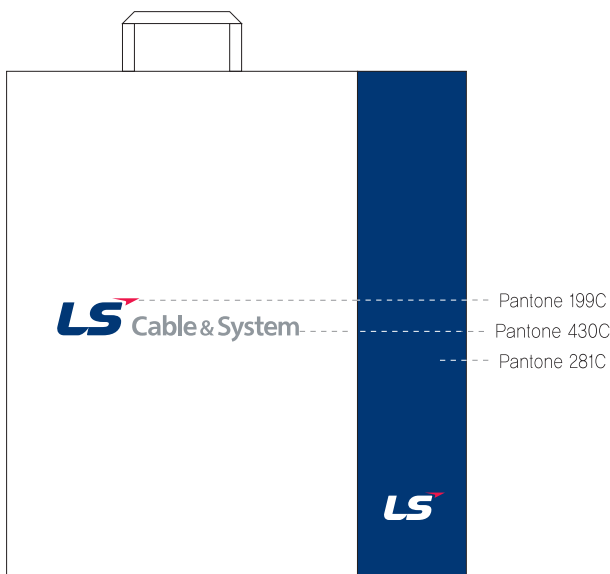
Specifications
Size : 420mm x 290mm x 90mm
Paper : White paper or art paper (250g or more)
Printing Method : Spot color printing or offset printing
Type A_Pantone 281C, Pantone 199C
　　　　Pantone 430C, Pantone 877C(Silver)
Type B_Pantone 281C, Pantone 199C
　　　　Pantone 877C(Silver)
Type C_Pantone 281C, Pantone 199C
　　　　Pantone 430C

Package A.B

Together with the purpose of packing contents, packages are also used to publicize the image of LS internally and externally by drawing attention. Different colors and paper materials may be used according to the intended purpose. However, in principle, the 3 types specified in this section should be applied preferentially.

Type A_Horizontal type

Pantone 199C
Pantone 430C
Pantone 281C

Type B_Vertical type

Pantone 199C
Pantone 430C
Pantone 281C

Package C

Together with the purpose of packing contents, packages are also used to publicize the image of LS internally and externally by drawing attention. Different colors and paper materials may be used according to the intended purpose. However, in principle, the 3 types specified in this section should be used preferentially.

Type C_Square type

Pantone 199C

Pantone 430C

Pantone 281C

LS Cable & System Ltd.

LS LAN Cable

8046 1931 101

거 래 처(CUSTOMER)

LS전선(주)

LS 랜 케이블

8046 1931 101

SIGNAGE SYSTEM

Billboard A

Billboards are installed on rooftops of main and auxiliary buildings as needed. Special applications of neon lighting, etc. can be used according to the structure and local environment. Although the size and components can be proportionally enlarged or reduced according to circumstances, the proposed proportions must be applied preferentially. It is required to obtain confirmation from the CI management department in case a special design is necessary.

Type A

Type B

LS Signage System 01
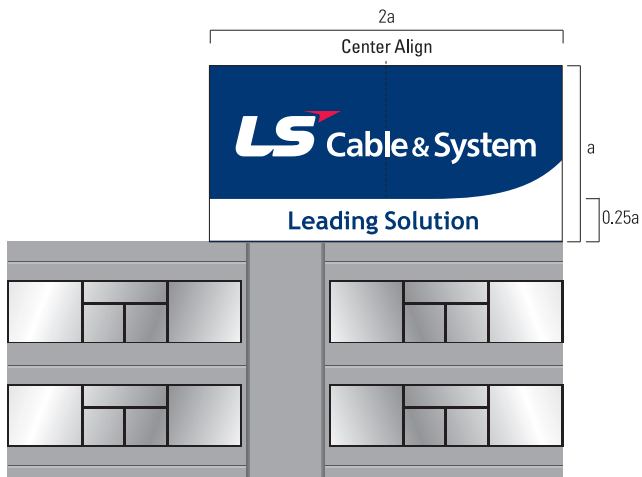
Billboard B

Billboards are installed on rooftops of main and auxiliary buildings as needed. Special applications of neon lighting, etc. can be used according to the structure and local environment. Although the size and components can be proportionally enlarged or reduced according to circumstances, the proposed proportions must be applied preferentially. It is required to obtain confirmation from the CI management department in case a special design is necessary.

Type C
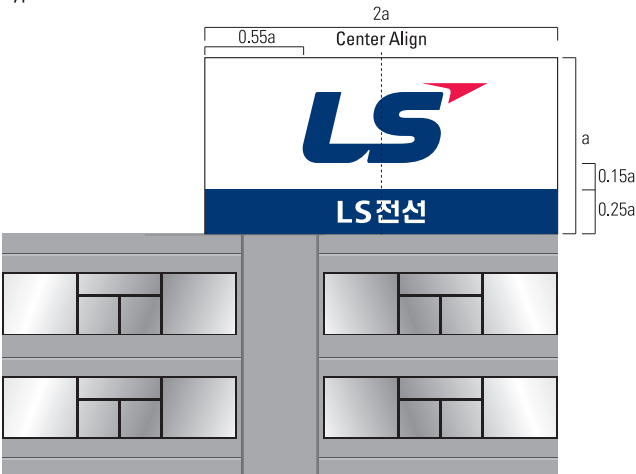
Type D
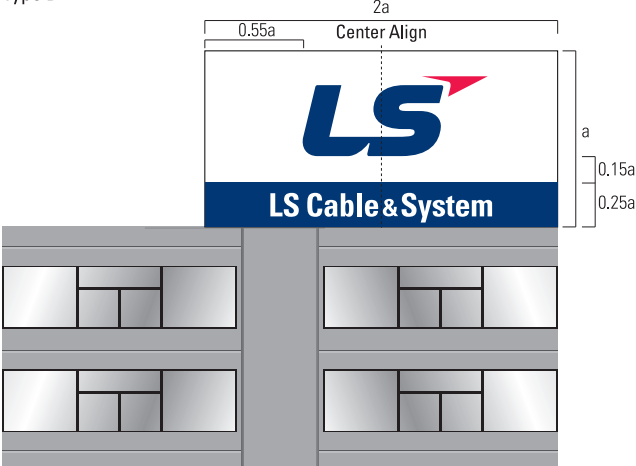
Channel Sign

Channel signs are installed on exterior walls of main and auxiliary buildings as needed. Special applications of neon lighting, etc. can be used according to local conditions. Although the size and components can be proportionally enlarged or reduced according to use, the proposed proportions must be applied preferentially. For outdoor channel signs, word mark 'B' is used in case the size is to be 500mm or more.

Type A_Neon Channel

Neon Channel

SIDE VIEW   FRONT VIEW

Type B_Panaflex channel

Internal lighting

SIDE VIEW   FRONT VIEW
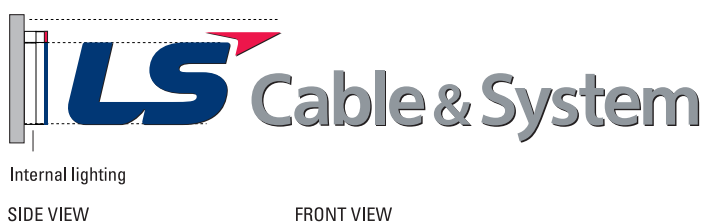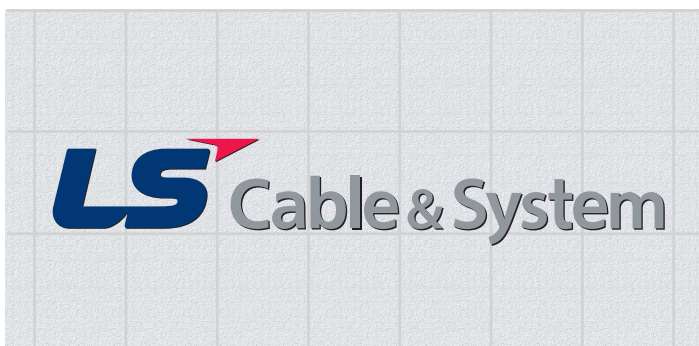
Manufacturing Method
Type A : Neon channel painted in
        designated colors and fixed in
        position with brackets
Type B : Internal Panaflex lighting

Welcome Sign

Welcome signs greet visitors to LS Cable & System and serve the role of delivering a positive image of LS Cable & System. For manufacturing and installation, the proportions and dimensions of each sign must be sized according to the examples given in this section to suit the conditions of the application.

50

500
300
400

Silver laminated adhesive sheet ——— Welcome

Opaque chrome wall ———

50

200

1000

Powder coated galvanized steel ———

Red powder coating ——— 30

Cut-out letters in red ———
Non-glossy cut-out letters ——— **LS** Cable & System

500

Powder coated galvanized steel ———

350

470
282

40
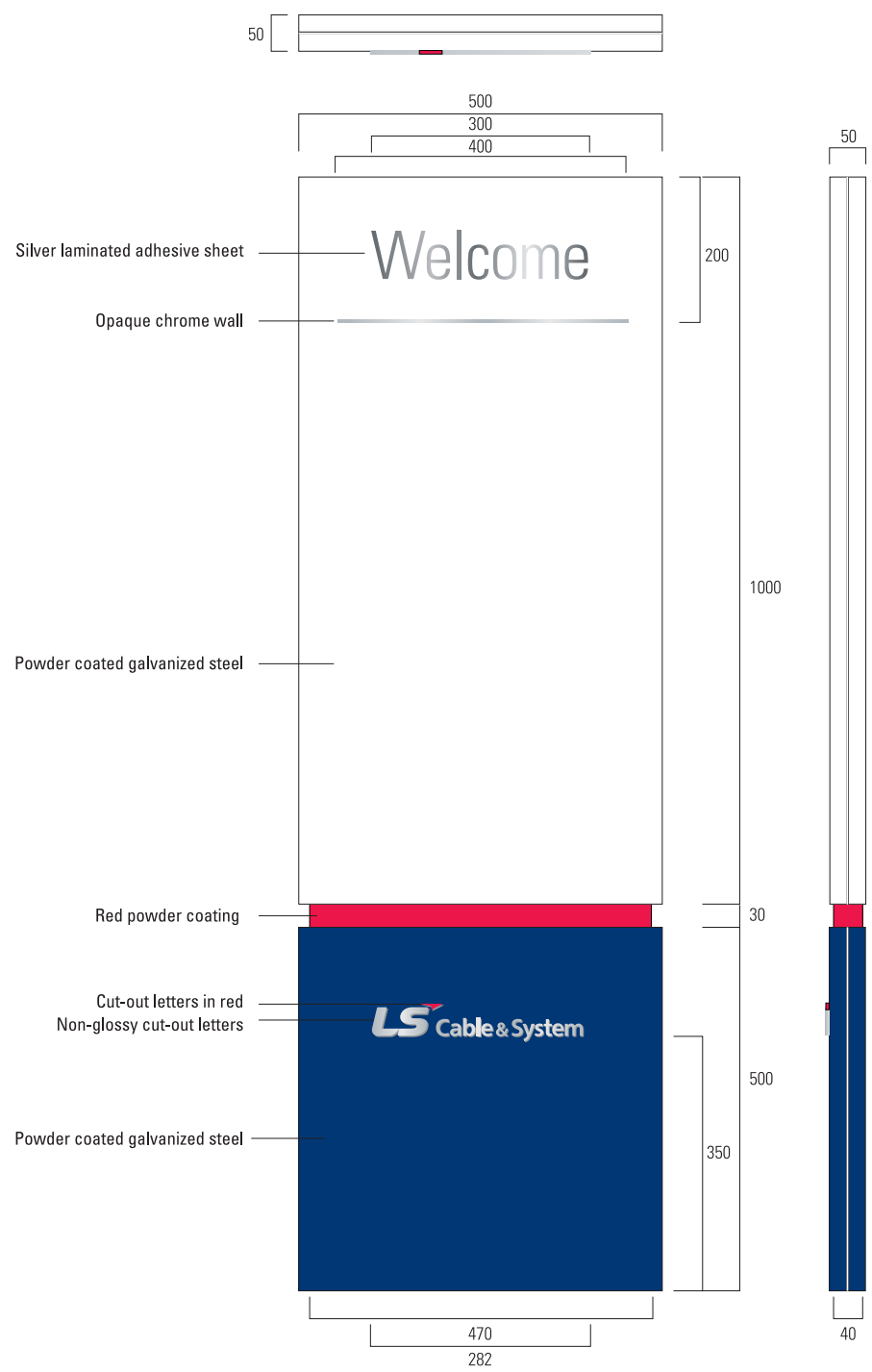
Materials : Powder coated galvanized steel,
cut-out letters, opaque laminated sheets

Information Sign A

Information signs are installed at the base of stairs or elevators to draw attention. For manufacturing and installation, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

550

80

Align   Align

100

Silver laminated adhesive sheet — Inforamtion

Opaque chrome wall —

Laminated adhesive sheet — 5F   기 획 실   Planning Dept,
기 획 실   Planning Dept,

Laminated adhesive sheet — 4F   기 획 실   Planning Dept,
기 획 실   Planning Dept,

3F   기 획 실   Planning Dept,
기 획 실   Planning Dept,

1300

2F   기 획 실   Planning Dept,
기 획 실   Planning Dept,

1F   기 획 실   Planning Dept,
기 획 실   Planning Dept,

Powder coated galvanized steel —

B1   기 획 실   Planning Dept,
기 획 실   Planning Dept,

Red powder coating — 30

Cut-out letters in red —
Non-glossy cut-out letters — **LS** Cable & System

500

Powder coated galvanized steel —

350

365
520
550

60
80
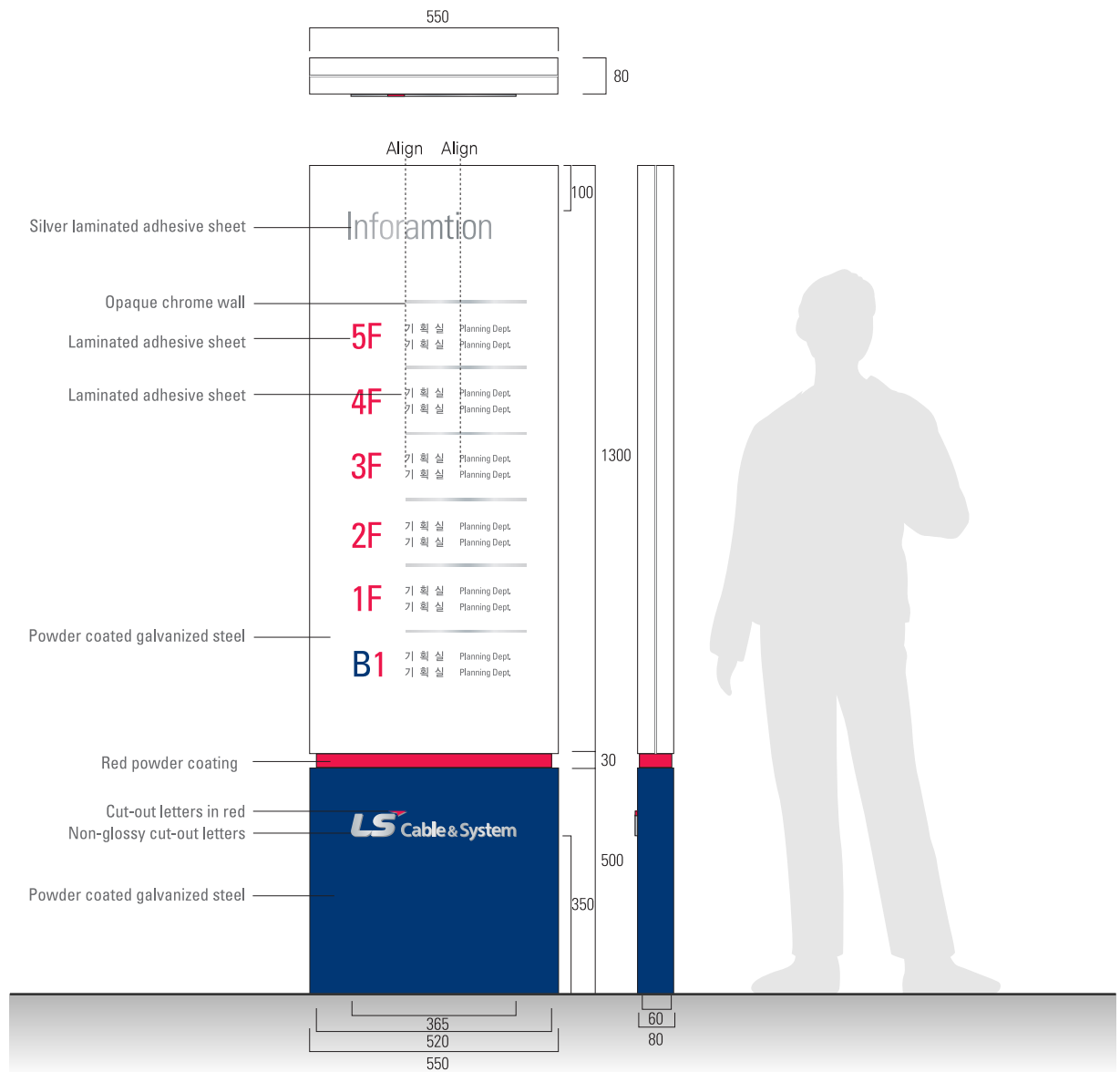
Materials : Powder coated galvanized steel,
opaque laminated sheet,
opaque chrome wall, cut-out letters

Information Sign B

Information signs are installed at the base of stairs or elevators to draw attention. For manufacturing and installation, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

50

Align   Align

100

Silver laminated adhesive sheet — Inforamtion

Opaque chrome wall

Laminated adhesive sheet — 5F   기 획 실   Planning Dept.
                                  기 획 실   Planning Dept.

Laminated adhesive sheet — 4F   기 획 실   Planning Dept.
                                  기 획 실   Planning Dept.

Powder coated galvanized steel — 3F   기 획 실   Planning Dept.
                                       기 획 실   Planning Dept.

1200

2F   기 획 실   Planning Dept.
     기 획 실   Planning Dept.

1F   기 획 실   Planning Dept.
     기 획 실   Planning Dept.

B1   기 획 실   Planning Dept.
     기 획 실   Planning Dept.

Red powder coating — 20

Cut-out letters in red
Non-glossy cut-out letters — **LS** Cable & System   150
Powder coated galvanized steel

365
520
550

40
50
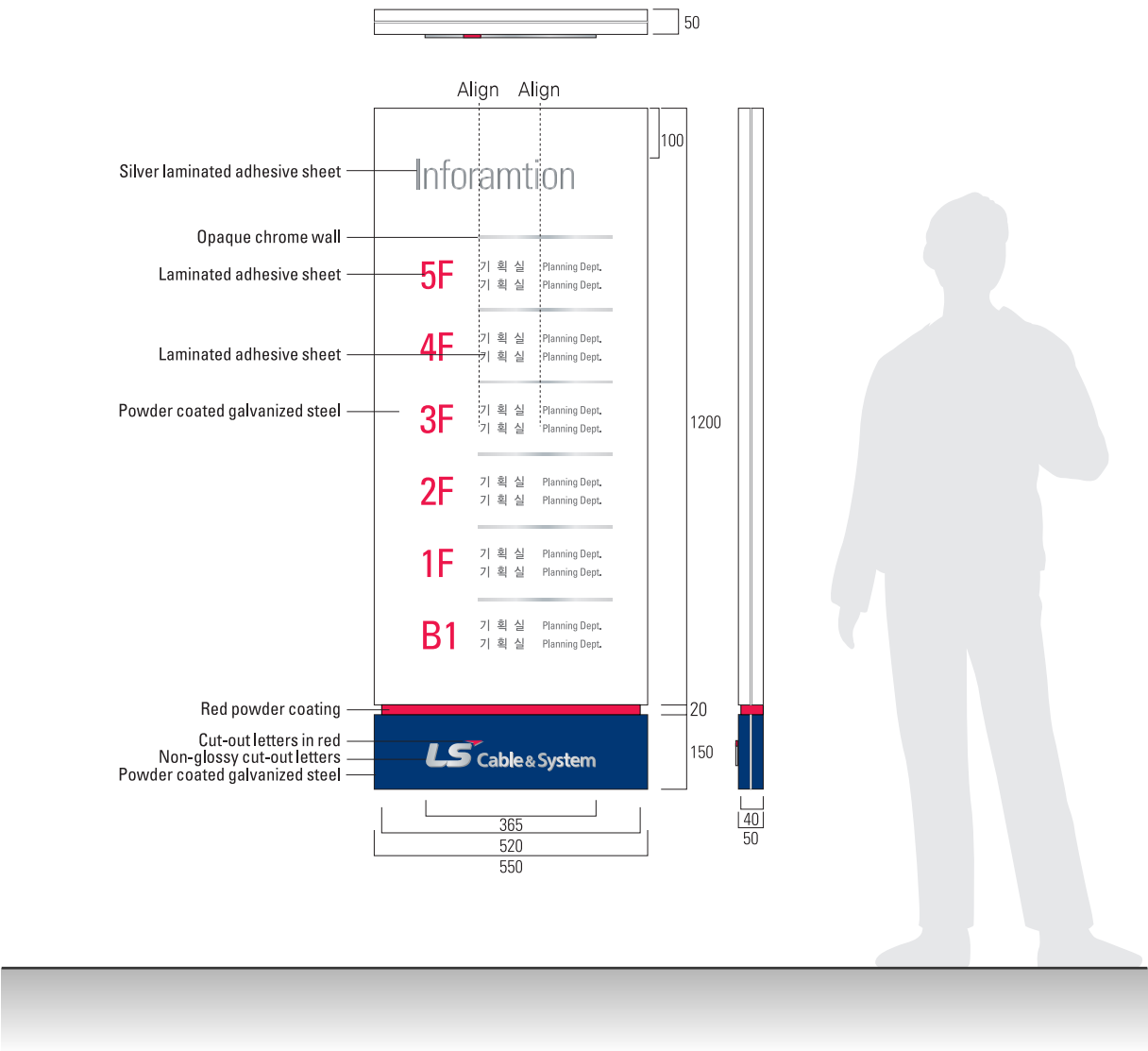
Materials : Powder coated galvanized steel,
opaque laminated sheet,
opaque chrome wall, cut-out letters

Notice Board A

Notice boards are designed to temporarily post publicity notices or printed materials of other purposes. For manufacturing and installation, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Silver laminated adhesive sheet

Inforamtion

Perforated acryl adhesive sheet

Powder coated galvanized steel

Red powder coating

Cut-out letters in red
Non-glossy cut-out letters

LS Cable & System

Powder coated galvanized steel

100
85
60
150
1000
20
900
410
900
90
100
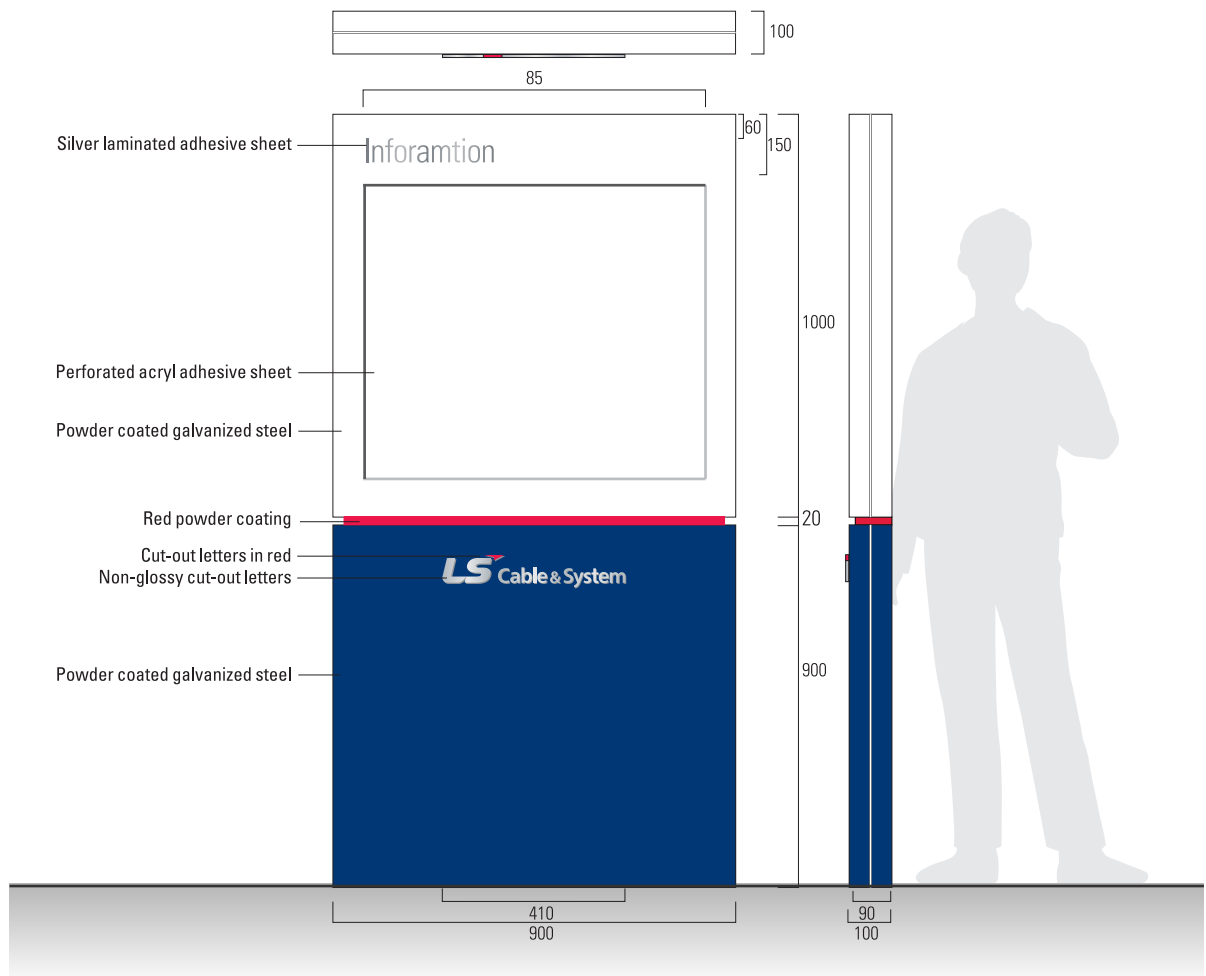
Materials : Powder coated galvanized steel,
opaque laminated sheet, acryl

Notice Board B

Notice boards are designed to temporarily post publicity notices or printed materials of other purposes. For manufacturing and installation, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Cut-out letters in designated colors

1500

80   80

60

Silver laminated adhesive sheet

Inforamtion   **LS** Cable & System

Powder coated galvanized steel

950

75

Perforated acryl adhesive sheet

20
10
50

Red powder coating

Powder coated galvanized steel

1460

50

40
50

Materials : Powder coated galvanized steel,
cut-out letters, acryl adhesive sheet
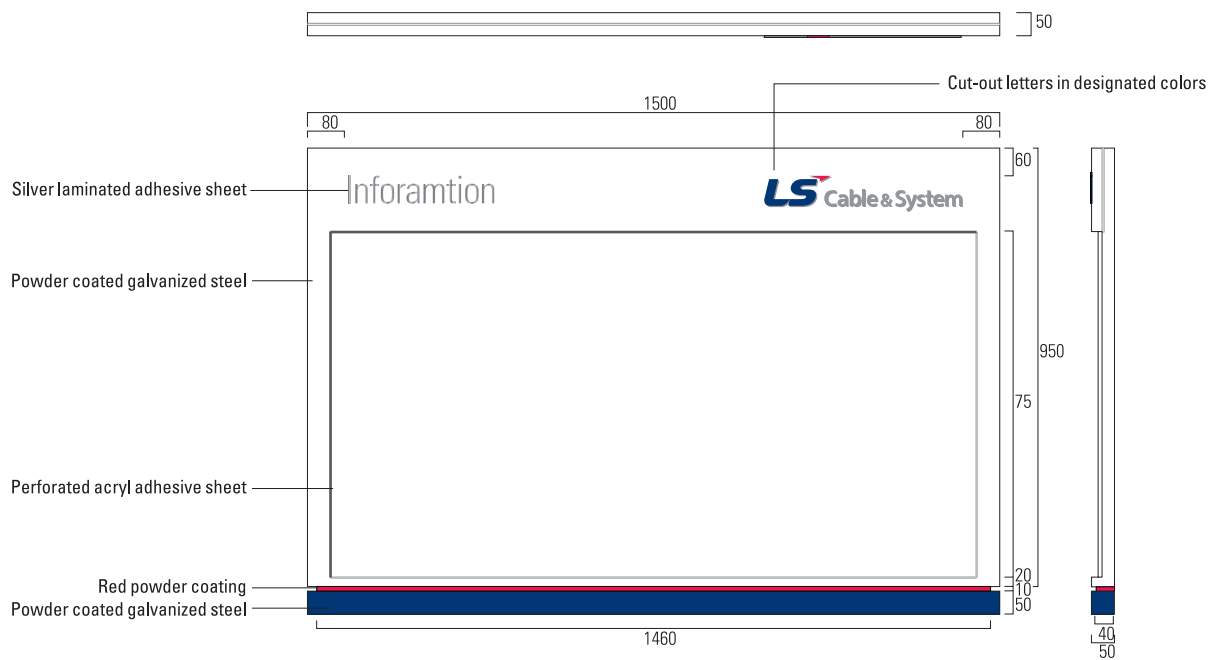
Floor Main Sign

Installed at each entrance, main floor signs serve the role of publicizing LS Cable& System to employees and visitors. For manufacturing and installation, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application. Main floor signs are available in both Korean and English.

Main floor sign in Korean

50

1000

100

Powder coated galvanized steel
Red powder coating

40
10
90
400

Cut-out letters in designated colors

Powder coated galvanized steel

530

40
50
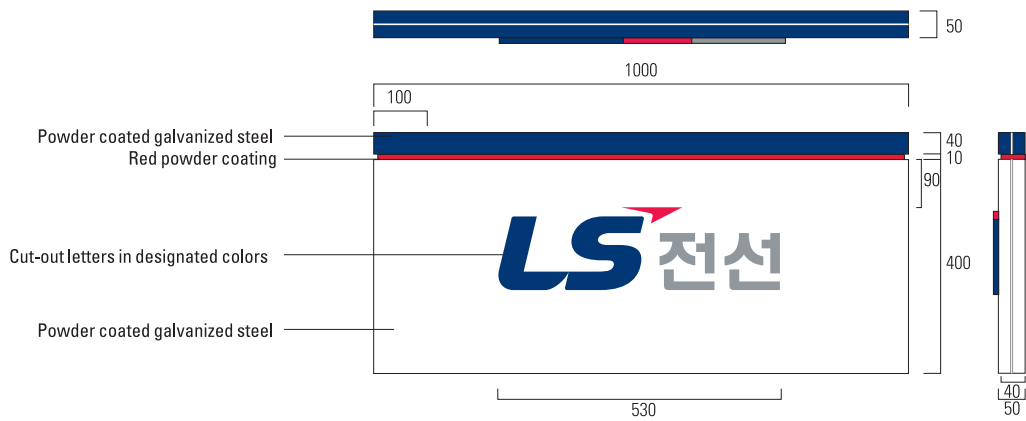
Main floor sign in English

50

1500

100

40
10
90
400

1115

40
50

Materials : Powder coated galvanized steel, cut-out letters

Department Sign

Department sign are installed at the tops of side walls along the entrance. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Adhesive

Powder coated galvanized steel

Red powder coating

Laminated adhesive sheet

Powder coated galvanized steel

기 획 실

Planning Dept.

20

15

10

10

200

180

200

10

20

Projected type

기 획 실

Planning Dept.

20

180 200

200 10 15

20
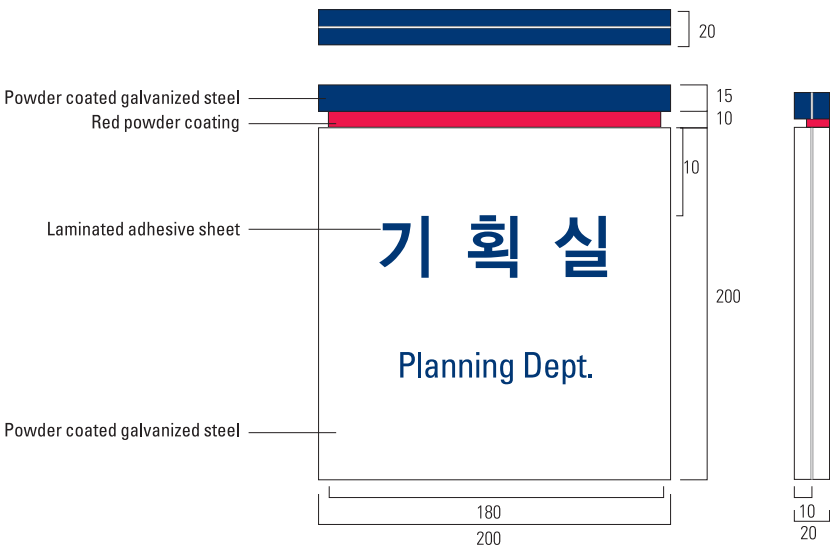
Materials : Powder coated galvanized steel,
opaque laminated sheet

Dept. Direction Sign

Dept. direction sign is installed at the top parts of side walls along the entrance. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Powder coated galvanized steel

Red powder coating

Laminated adhesive sheet

기 획 실
Planning Dept.

Laminated adhesive sheet

홍 보 실
PR Dept.

Opaque chrome wall

Powder coated galvanized steel

20

30

10

50

320

300

320

10

20

Pictogram

Pictograms are elements that affect the interiors and exteriors of buildings and therefore must be expressed clearly. For manufacturing, the proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Powder coated galvanized steel
Red powder coating

Laminated adhesive sheet

Powder coated galvanized steel

Laminated adhesive sheet

20
15
10
200

180
200

10
20

NO SMOKING

Men's restroom

Women's restroom

Restroom

For the disabled

Fire extinguisher
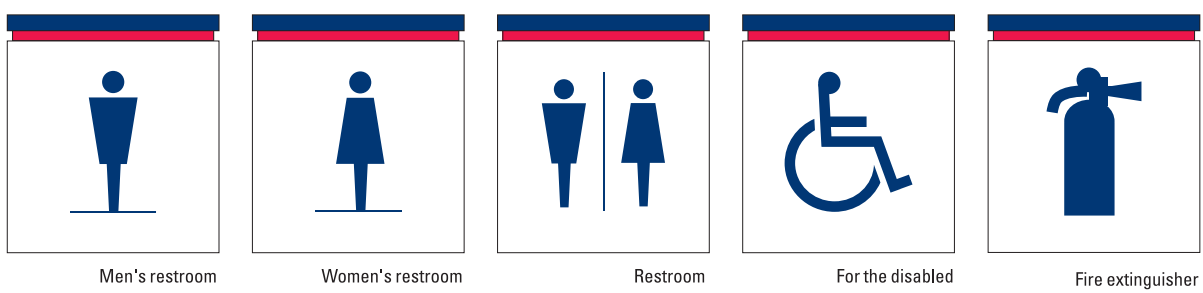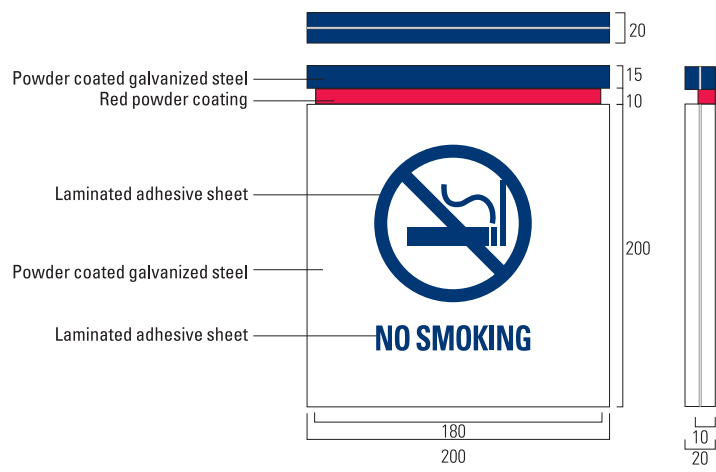
Materials : Powder coated galvanized steel,
opaque laminated sheet

Window Graphic

Window graphics affect building interiors and exteriors and therefore must be expressed clearly. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Etching   Attached red laminated sheet

Materials : Etched, opaque laminated sheet

Parking Sign

For manufacturing and installation, proportions and dimensions of parking signs must be sized according to the examples given in this section to suit the conditions of the application.

Parking signs

Parking direction signs

500

500

Laminated adhesive sheets in designated colors

P

500

30

P

500

30

P

500

30

Laminated adhesive sheets in designated colors

Powder coated stainless steel

외래객 전용
주차장

Red powder coating

Cut-out letters in red
Non-glossy cut-out letters

LS Cable & System

LS Cable & System

1000

1000

Powder coated stainless steel

312
480
500

480
500

312
480
500

Materials : Painted stainless steel,
cut-out letters,
opaque laminated sheets

Outside Directional Sign

Outdoor signs are an important element that delivers the image of LS Cable & System. Therefore, attention must be paid to achieve accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application. Word mark 'B' is used when the size of the word mark is 500mm or more.

140

1800

300

Powder coated stainless steel

Painted in designated colors

LS전선

Painted in designated colors

LS Cable & System

1200

Powder coated stainless steel

20

구미공장 →

Powder coated stainless steel

Painted in designated colors

320

1780

120

140

Materials : Powder coated stainless steel,
painted in designated colors

Directional Sign

Directional signs are installed outdoors and serve an important role of delivering the image of LS Cable & System. For manufacturing, proportions and dimensions of each signage must be sized according to the examples given in this section to suit the conditions of the application. Arrow points for directions are used only when left and right directions are required. Arrows are used for up and down directions and for directions at an angle, such as 45°.

150

250

Laminated adhesive sheet

Laminated adhesive sheet

기 획 실
Planning Dept.

홍 보 실
PR Dept.

금 융 팀
Finance Dept.

1860

연 구 소
Labratory

Powder coated stainless steel

Red powder coating

40

60

Cut-out letters in red

Non-glossy cut-out letters

LS Cable & System

220

Powder coated stainless steel

500

120

670

150

700

Materials: Powder coated stainless steel,
cut-out letters,
opaque laminated sheets

Wall Sign

Wall signs serve an important role of delivering the image of LS Cable & System to employees and visitors. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

20

30   30

Powder coated stainless steel ——————

110

LS전선

300

Cut-out letters in designated colors ——————

Red powder coating ——————   10

Powder coated stainless steel ——————

Laminated adhesive sheet ——————   고객안내실
Information

180

280
300

10
20

Main Sign

Main signs serve an important role of delivering the image of LS Cable & System to the outside. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Powder coated stainless steel

Cut-out letters in designated colors

Laminated adhesive sheet

Cut-out letters in designated colors

Red powder coating

Powder coated stainless steel

Cut-out letters

20

450

70   290

45

210

10

80

430

20

10

LS 전선

LS Cable & System

구미공장

Materials : Powder coated stainless steel,
cut-out letters,
opaque laminated sheets

Wall Sign

Wall signs serve an important role of delivering the image of LS Cable & System to the outside. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.
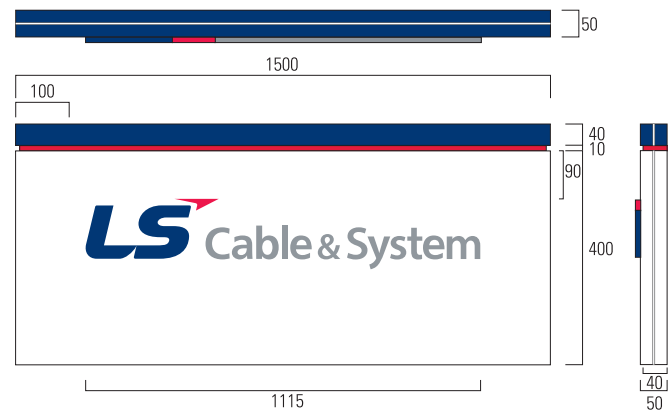
Powder coated stainless steel

Cut-out letters in designated colors

Laminated adhesive sheet

Red powder coating

Powder coated stainless steel

Laminated adhesive sheet

Name of partner company

LS 전선

서비스 지정점

대한 상사 (주)

20

50

300

10

40 70

380

400

10

20

Materials : Powder coated stainless steel,
cut-out letters,
opaque laminated sheets

Dept. Directional Sign

Dept. directional signs are designed in the shape of a hanger for installation at worksites. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Laminated adhesive sheet ⎯⎯⎯⎯⎯⎯⎯

기　획　실
Planning Dept.

Laminated adhesive sheet ⎯⎯⎯⎯⎯⎯⎯
Laminated adhesive sheet ⎯⎯⎯⎯⎯⎯⎯

20

220

10
30

750

20

Materials : 20mm Fomex,
opaque laminated sheet

Wall Sign A

Wall signs are an important element that delivers the image of LS to the outside. Therefore, attention must be paid to achieve clear and accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.
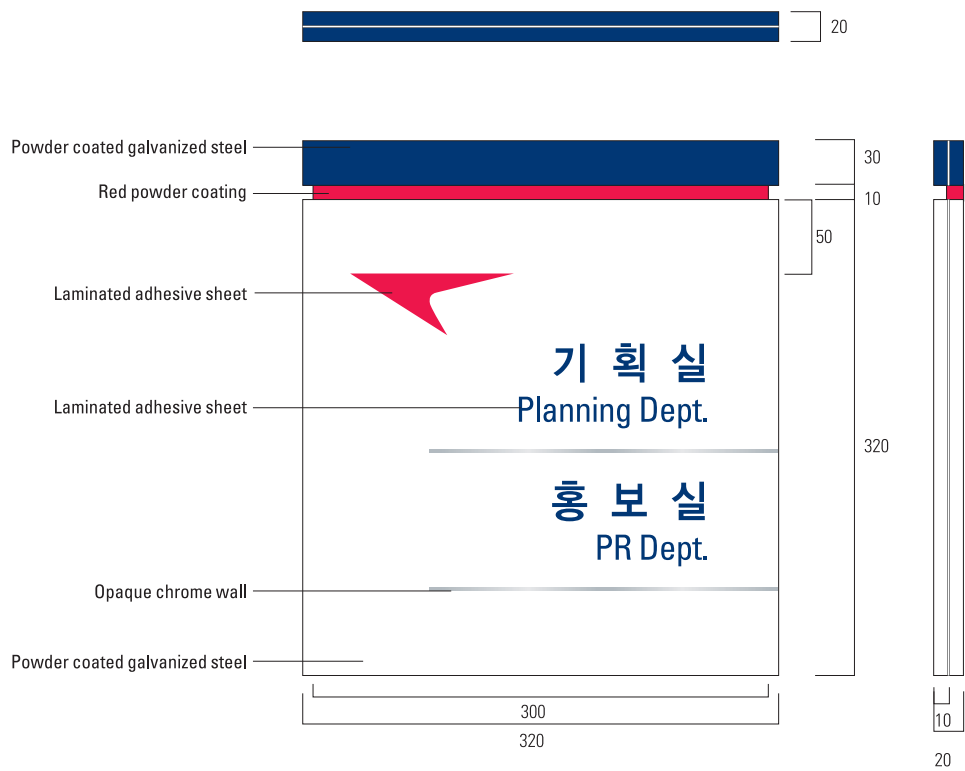
Type A

Type B

Type C

Type D

Manufacturing method : Painted in designated colors

Wall Sign B

Wall signs are an important element that delivers the image of LS to the outside. Therefore, attention must be paid to achieve clear and accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Type A

Type B

Manufacturing method : Painted in designated colors

Pictogram A

Pictograms are an important element that delivers information within worksites. Therefore, attention must be paid to achieve clear and accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of application.

Laminated adhesive sheet
Laminated adhesive sheet

Laminated adhesive sheet

Laminated fomex adhesive sheet

10

15
10

200

200

10

Safety Gloves Required

Safety Boots Required

Safety Mask Required

Gas Mask Required

Protective Goggles Required

Safety Helmet Required

Mask Required
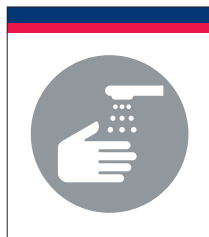
Wash room

Shower room

Medical office

Materials : Fomex, opaque laminated sheet
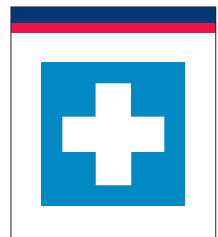
Pictogram B

Pictograms are an important element that delivers information within worksites. Therefore, attention must be paid to achieve clear and accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of application.
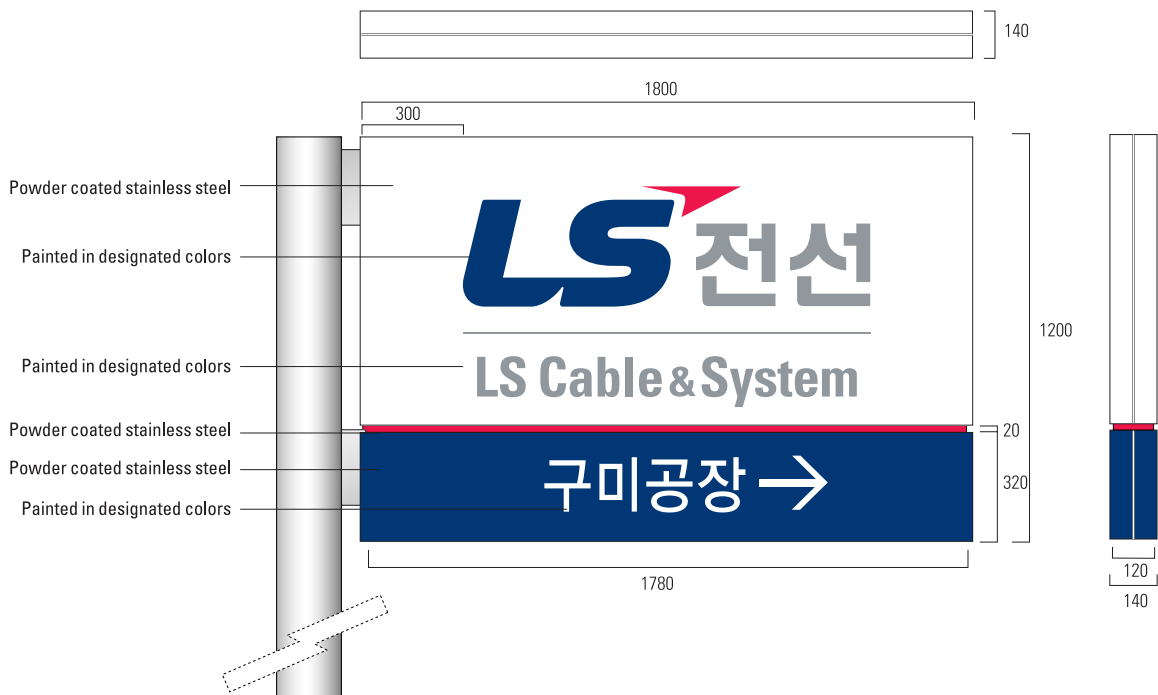

Laminated adhesive sheet — 10

Laminated adhesive sheet — 15
Laminated adhesive sheet — 10

Laminated adhesive sheet

200

Laminated fomex adhesive sheet

200

10
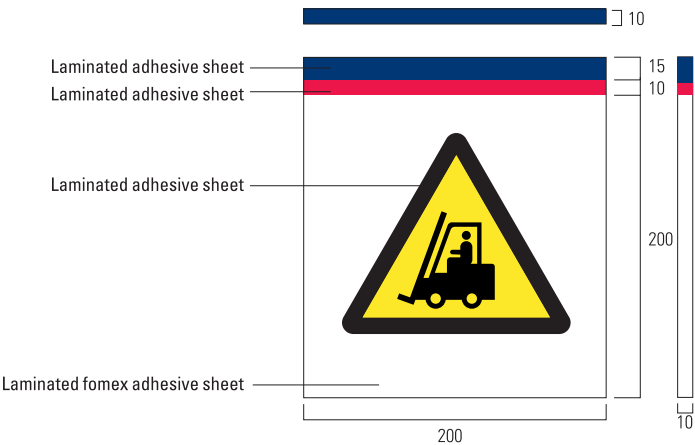
Warning!
Corrosive Substances

Warning!
Harmful Substances

Warning!
High-Tension Electric Current

Caution!
Crane

Caution!
Fall Hazard

Warning!
Toxic Chemicals

Warning!
Dangerous Area

Warning!
Explosives

Warning!
Flammables

Caution!
Beware Overhead Objects

Materials : Fomex, opaque laminated sheet

Warning Sign

Warning signs are designed and installed for the safety of employees at worksites. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

30

1000

980

Powder coated stainless steel
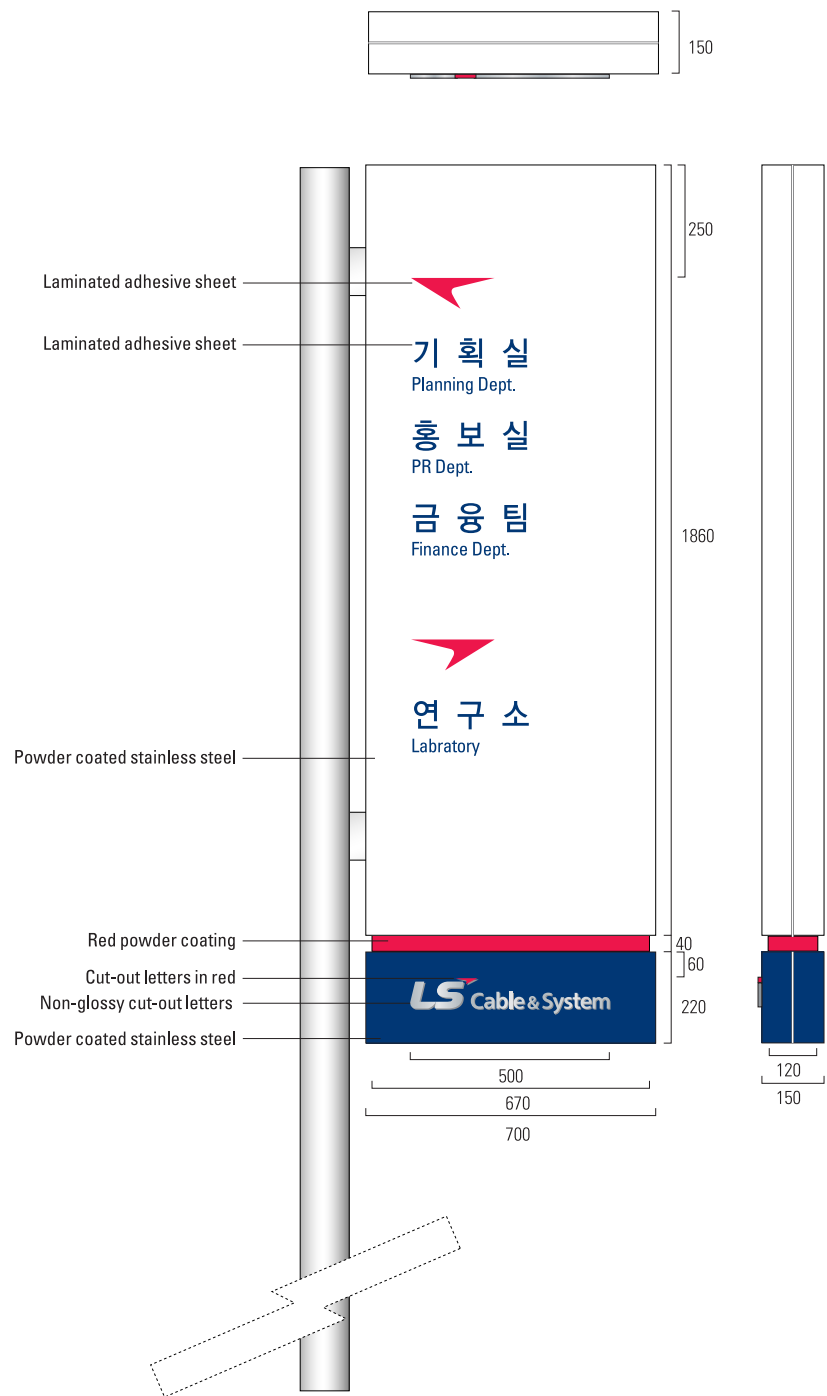
Red powder coating

30

10

기계안전수칙

Laminated adhesive sheet

Powder coated stainless steel

460

Laminated adhesive sheet

보안경착용

20

30

Chimney

The word mark applied to smokestacks is an important element for delivering the image of LS to the outside. Therefore, attention must be paid to achieve accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application. Only two word marks of LS Cable & System can be applied to a smokestack, one to the front and one to the back. Type 'B' is used when the size of the word mark is 500mm or more.

Type A

TypeB

Materials : Painted in designated colors
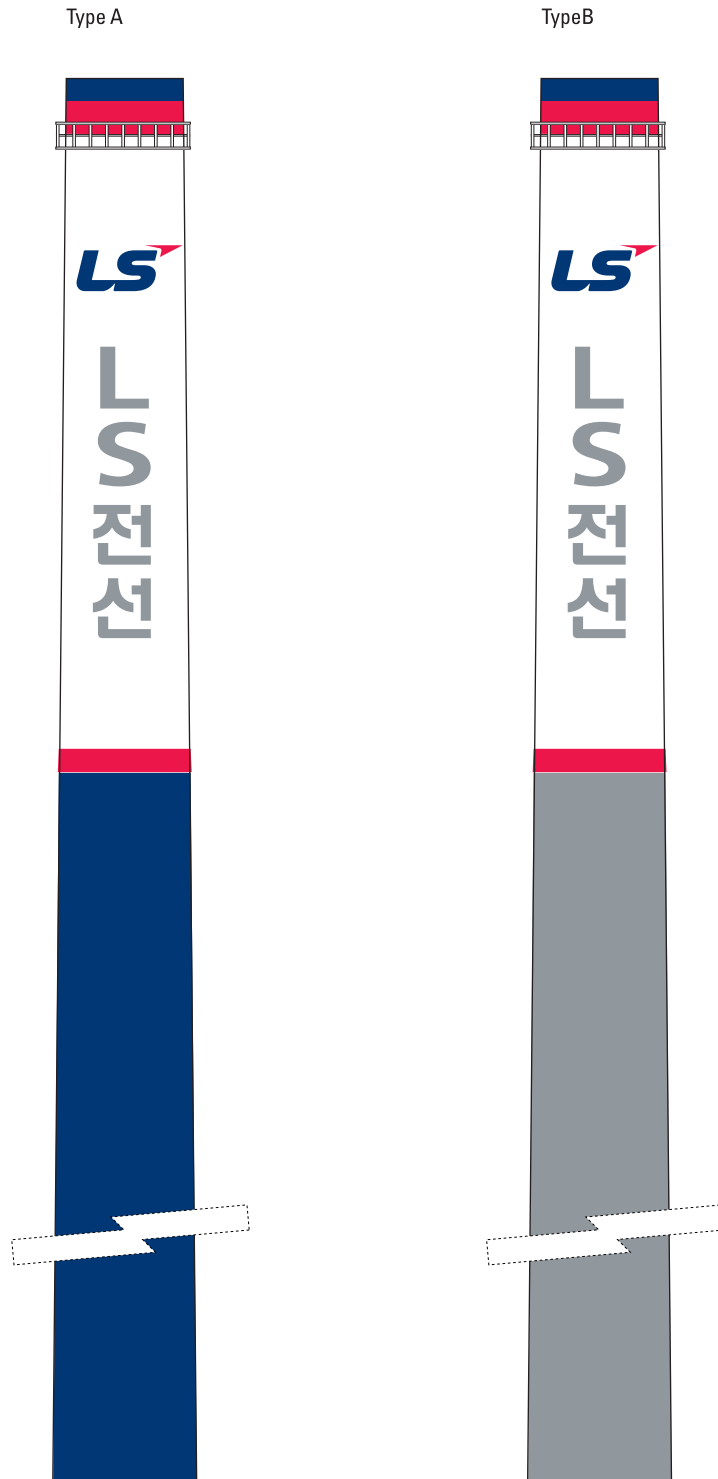
Facade Sign

Facade signs are an item that is most frequently exposed to the outside. They are an important element for delivering the image of LS to the outside. Therefore, attention must be paid to achieve accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application. Type 'B' is used when the size of the word mark is 500mm or more.

Materials : Panaflex
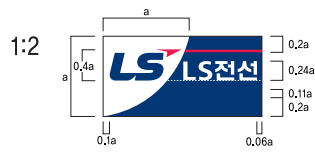
Projecting Sign

Projecting signs are most frequently exposed to the outside. They are an important element for delivering the image of LS to the outside. Therefore, attention must be paid to achieve accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application. Type 'B' is used when the size of the word mark is 500mm or more.

1:4~1:6.5

1:6.5~1:10

0.3a

a

0.3a

a

Panaflex

a

a

0.05a

0.3a

0.05a

0.5a

LS전선

LS전선 대리점

특수전선판매
542.5475

0.5a

특수전선판매
542.5475

0.5a

Materials : Panaflex

Shutter Graphic

Shutter graphics are most frequently exposed to the outside. They are an important element for delivering the image of LS to the outside. Therefore, attention must be paid to achieve accurate expression. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application. Type 'B' is used when the size of the word mark is 500mm or more.

Korean

English
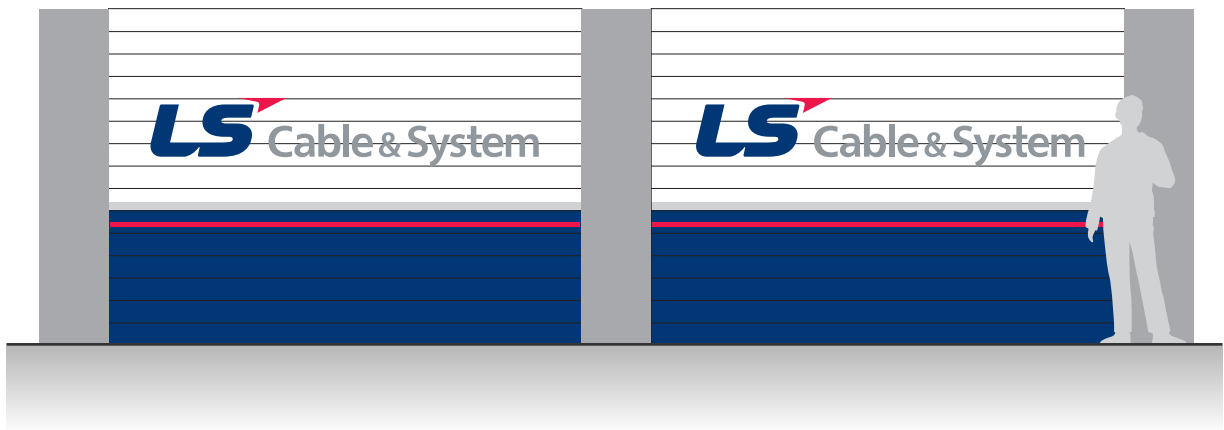
Manufacturing Method :
Painting in designated colors

Banner A

Banners are an important element for delivering the image of LS to the outside. Therefore, attention must be paid to achieve accurate expression. For manufacturing, proportions and dimensions of banners must be sized according to the examples given in this section to suit the conditions of the application.

Type A

8:1

10:1

Type B

8:1

10:1

Type C

8:1

10:1

Banner B

Banners are an important element for delivering the image of LS to the outside. Therefore, attention must be paid to achieve accurate expression. For manufacturing, proportions and dimensions of banners must be sized according to the examples given in this section to suit the conditions of the application.
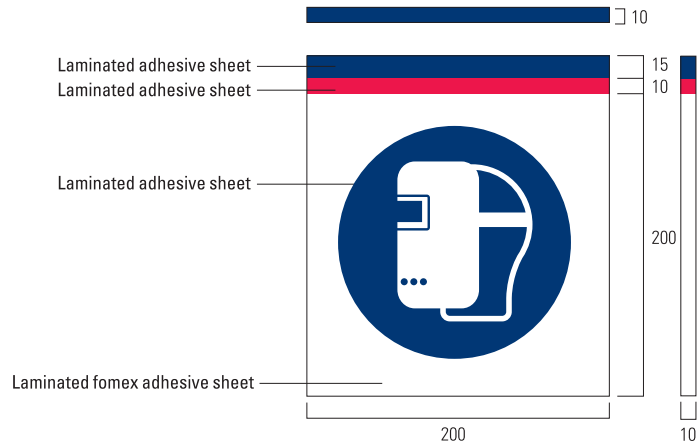
Type A

6:1

일시 : 2011. 4. 1
장소 : 인터컨티넨털 호텔 그랜드 볼룸
주관 : **LS**전선(주)

LS Cable & System

고객과 함께 하는 기업

일시 : 2011. 4. 1
장소 : 인터컨티넨털 호텔 그랜드 볼룸
주관 : **LS**전선(주)

LS Cable & System

LS Cable & System

고객과 함께 하는 기업

일시 : 2011. 4. 1
장소 : 인터컨티넨털 호텔 그랜드 볼룸
주관 : **LS**전선(주)

고객과 함께 하는 기업

일시 : 2011. 4. 1
장소 : 인터컨티넨털 호텔 그랜드 볼룸
주관 : **LS**전선(주)

LS Cable & System

Type B

8.5:1

고객과 함께 하는 기업

LS Cable & System

일시 : 2011. 4. 1   장소 : 인터컨티넨털 호텔 그랜드 볼룸   주관 : **LS**전선(주)

Type C

8:1

LS 고객과 함께 하는 기업

LS Cable & System

일시 : 2011.4. 1   장소 : 인터컨티넨털 호텔 그랜드 볼룸   주관 : **LS**전선(주)

10:1

LS 고객과 함께 하는 기업

LS Cable & System

일시 : 2011. 4. 1   장소 : 인터컨티넨털 호텔 그랜드 볼룸   주관 : **LS**전선(주)

Platform

When attaching the word mark to a platform, attention must be paid to prevent the size or color of the word mark from being modified and therefore distorting the company's image. It must be fabricated considering the area to be attached. For manufacturing, proportions and dimensions of signage must be sized according to the examples given in this section to suit the conditions of the application.

Type A
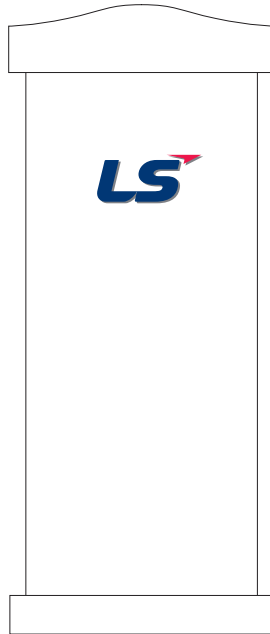
Type B
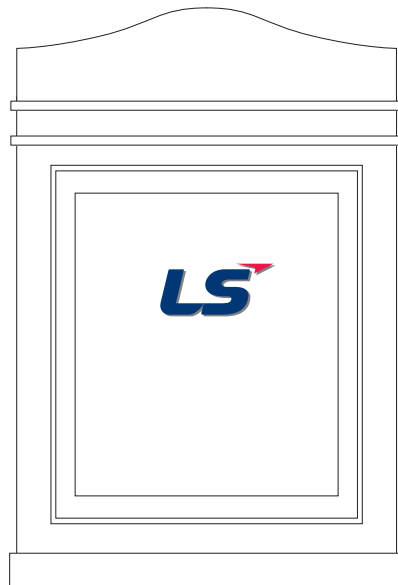
Materials :
Cut out letters of the designated colors

VEHICLE SYSTEM

BUS

Company vehicles function as a mobile advertising medium that delivers a company's image to the public. Therefore, careful attention must be paid to accurate and consistent expression of vehicle graphics and of the vehicles themselves so that the image of LS is successfully represented. Even vehicles of the same type may be different in their shapes or proportions according to the year of production or manufacturer. Therefore, while positions of marking elements can be adjusted according to the vehicle types listed in this section, the proportions themselves must not be altered. In case the color of the front and rear bumpers is black or dark gray, the original colors shall be used.

11000

3000

Painting in silver
Painting in designated colors

2500

2500

3000

3000

Manufacturing Method : Painting the designated color, painting silver
Blue-Noroo Paint : LS-289-C

Mini Bus

Company vehicles function as a mobile advertising medium that delivers a company's image to the public. Therefore, careful attention must be paid to accurate and consistent expression of vehicle graphics and of the vehicles themselves so that the image of LS is successfully represented. Even vehicles of the same type may be different in their shapes or proportions according to the year of production or manufacturer. Therefore, while positions of marking elements can be adjusted according to the vehicle types listed in this section, the proportions themselves must not be altered. In case the color of the front and rear bumpers is black or dark gray, the original colors shall be used.

6300

2570

Painting in silver

Painting in designated colors

2000

2000

2570

2570

Manufacturing Method : Painting the designated color, painting silver
Blue-Noroo Paint : LS-289-C

Passenger Car

Company vehicles function as a mobile advertising medium that delivers a company's image to the public. Therefore, careful attention must be paid to accurate and consistent expression of vehicle graphics and of the vehicles themselves so that the image of LS is successfully represented. Even vehicles of the same type may be different in their shapes or proportions according to the year of production or manufacturer. Therefore, while positions of marking elements can be adjusted according to the vehicle types listed in this section, the proportions themselves must not be altered. In case the color of the front and rear bumpers is black or dark gray, the original colors shall be used.

Painting in silver
Painting in designated colors

Manufacturing Method : Painting the designated color, painting silver
Blue-Noroo Paint : LS-289-C

Van

Company vehicles function as a mobile advertising medium that delivers a company's image to the public. Therefore, careful attention must be paid to accurate and consistent expression of vehicle graphics and of the vehicles themselves so that the image of LS is successfully represented. Even vehicles of the same type may be different in their shapes or proportions according to the year of production or manufacturer. Therefore, while positions of marking elements can be adjusted according to the vehicle types listed in this section, the proportions themselves must not be altered. In case the color of the front and rear bumpers is black or dark gray, the original colors shall be used.

Painting in silver
Painting in designated colors

Manufacturing Method : Painting the designated color, painting silver
Blue-Noroo Paint : LS-289-C

Truck

Company vehicles function as a mobile advertising medium that delivers a company's image to the public. Therefore, careful attention must be paid to accurate and consistent expression of vehicle graphics and of the vehicles themselves so that the image of LS is successfully represented. Even vehicles of the same type may be different in their shapes or proportions according to the year of production or manufacturer. Therefore, while positions of marking elements can be adjusted according to the vehicle types listed in this section, the proportions themselves must not be altered. In case the color of the front and rear bumpers is black or dark gray, the original colors shall be used.

For agencies

LS전선   LS특수전선판매
542.5475

Painting in silver
Painting in designated colors

LS특수전선판매   LS Cable & System
542.5475

Manufacturing Method : Painting the designated color, painting silver
Blue-Noroo Paint : LS-289-C

Cargo

Company vehicles function as a mobile advertising medium that delivers a compan's image to the public. Therefore, careful attention must be paid to accurate and consistent expression of vehicle graphics and of the vehicles themselves so that the image of LS is successfully represented. Even vehicles of the same type may be different in their shapes or proportions according to the year of production or manufacturer. Therefore, while positions of marking elements can be adjusted according to the vehicle types listed in this section, the proportions themselves must not be altered. In case the color of the front and rear bumpers is black or dark gray, the original colors shall be used.
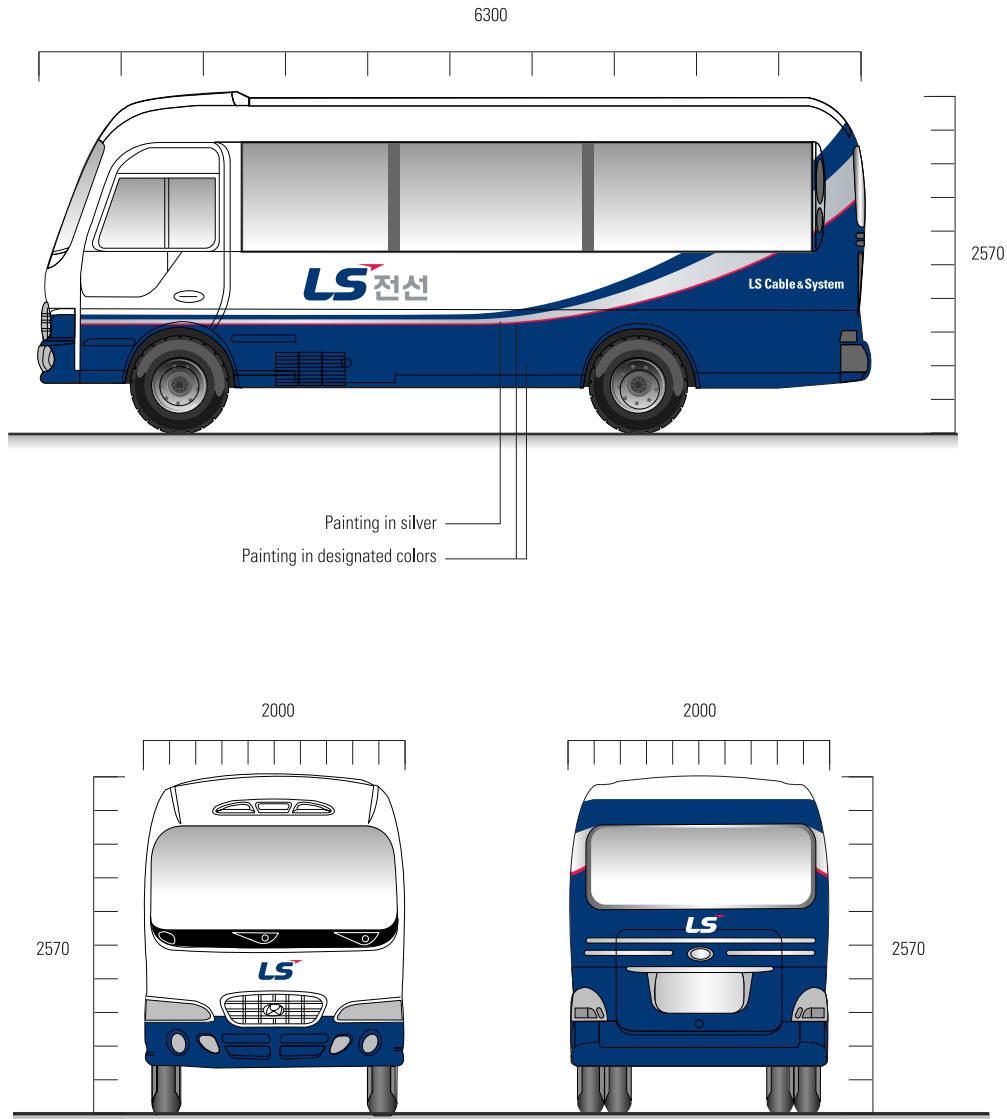
Painting in silver

Painting in designated colors

Forklift

Company vehicles function as a mobile advertising medium that delivers a company's image to the public. Therefore, careful attention must be paid to accurate and consistent expression of vehicle graphics and of the vehicles themselves so that the image of LS is successfully represented. Even vehicles of the same type may be different in their shapes or proportions according to the year of production or manufacturer. Therefore, while positions of marking elements can be adjusted according to the vehicle types listed in this section, the proportions themselves must not be altered. In case the color of the front and rear bumpers is black or dark gray, the original colors shall be used.
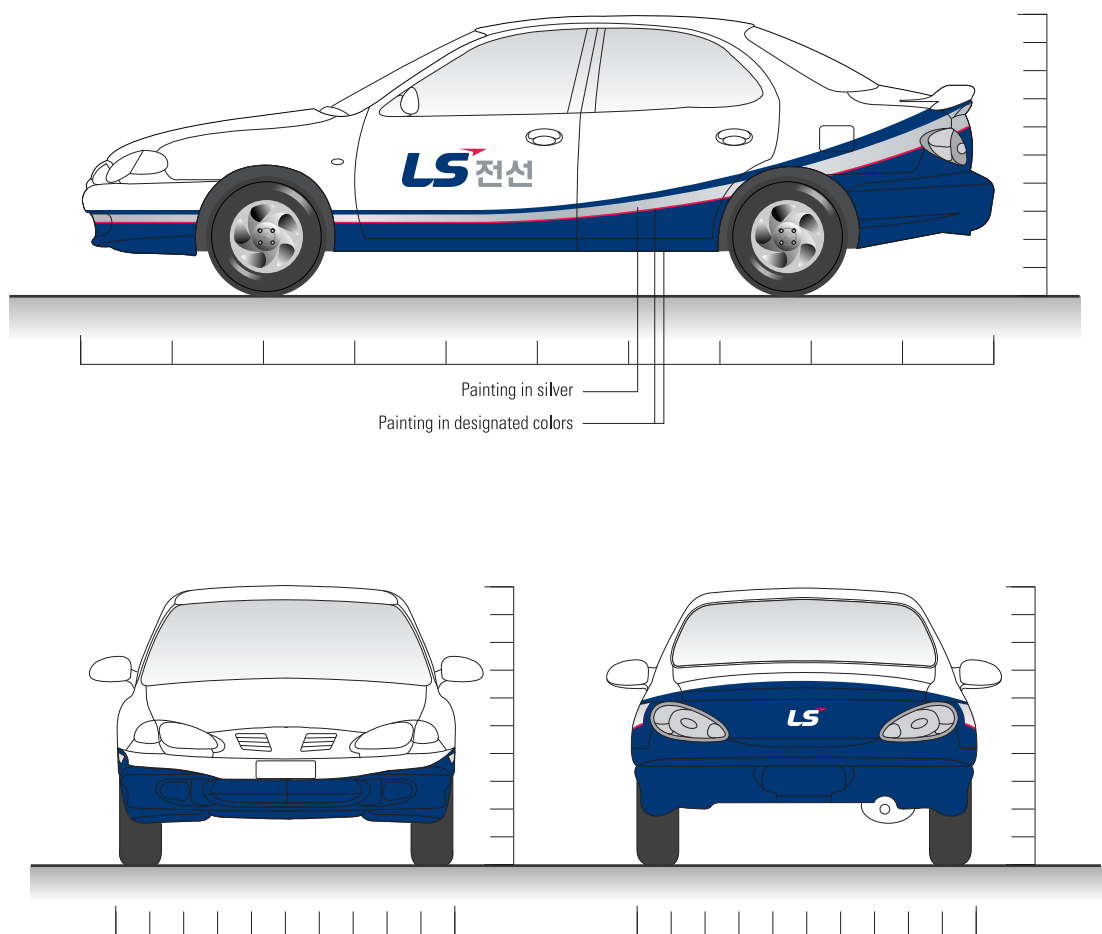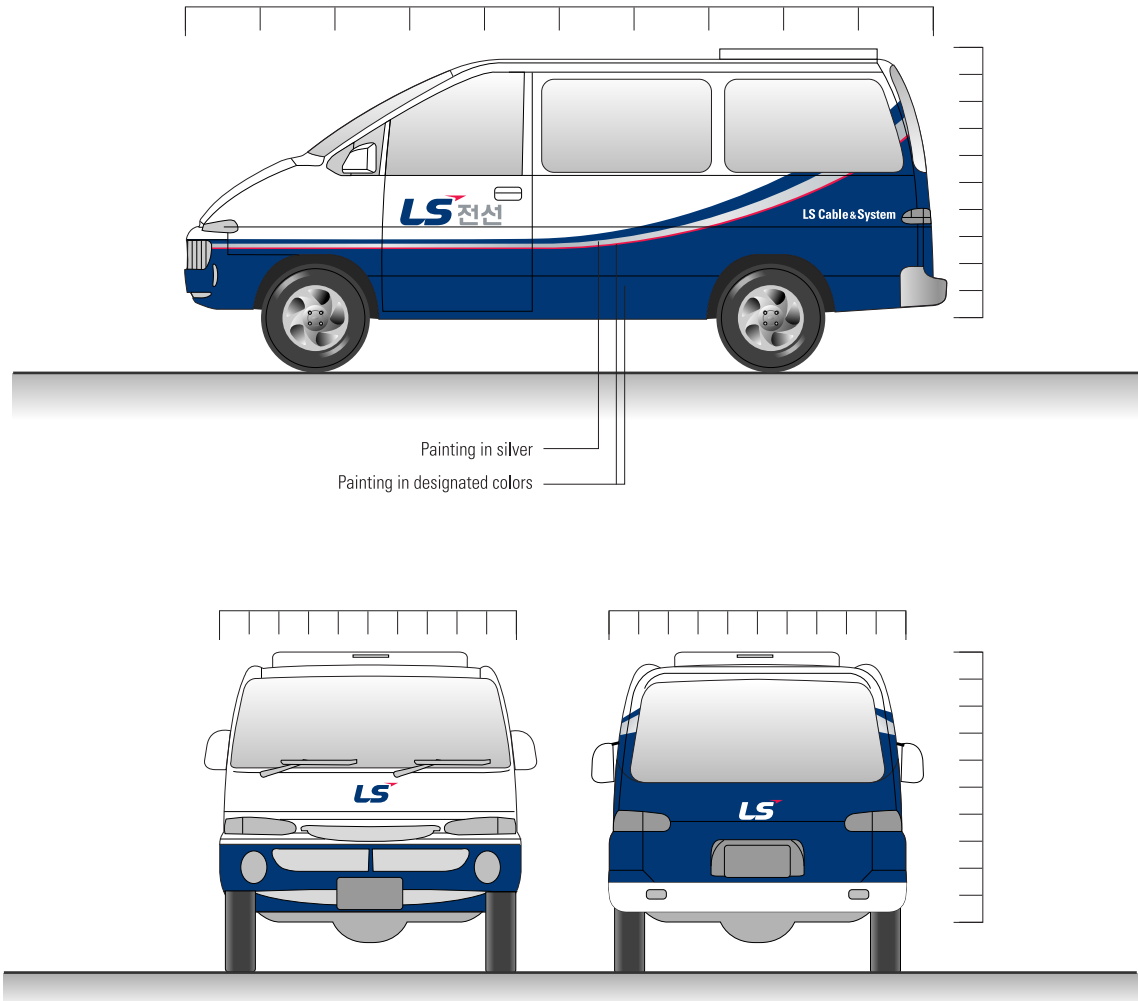
Painting in designated colors

Manufacturing Method : Painting the designated color, painting silver
Blue-Noroo Paint : LS-289-C

APPENDIX

Typeface-Korean Typeface for signature and logotype

The Korean typeface for the signature and logotype of LS is Ullengdo (Bold). The combination rules for Korean letters are applied when both the word mark and logotype need to be marked in the same space. To prevent distortion of the logotype, the 'clear space' listed in this manual or the script in the CD-Rom must be enlarged or reduced in direct proportion and be used.

가각간갈감갑강개객갱거걱건걸검겁것게겐겨격견결겹경계고곡곤
골콤곳공과관광괘괴교구국군굴궁권궤귀규균그극근클금급긍기긴
길김까깐깨깻께꽃꿈끝나낙난날남납낫낭내냉너넉넌널넓넘넙네넥
녀넉년넘녕노녹논놀놉농누눈뉴느는늘능니닉닌닝다닥단달담답당
대댁댄더덕던덩데도독돈돌돔돕동돼두둑둔둘둥드득든들듬등듸디
딕딘딸땅떠떨뚜뚝라락란람랑랑래랙랜램랭러럭런럼럽레렉렌렘려
력련럼렵령레로록론롤롭롯룡뢰료루룩룬룰룸룹류룩룬룰룸료륭르
륵른를름릉리릭린릴림립링마막만많말맘맙맛망맞매맥맨맵맹머먹
먼멀멈멋메멕멘멜멤며면명모목몬몰몸묘무묵문물뮤므믐미믹민밀
밈밉밍및바박반받발밤밥밧방배백밴뱅버벅번벌범법베벡벤벼벽변
별병보복본볼봄봅봉봐부북분불붐붕브븐블비빅빈빌빔빙사산살삼
삽상새색샛생샤샵서석선섬섭성세센셋셔션소속손솔솜송솥솜솝쇼
수숙순술숭쉽스슬슴습승시식신실심십싱싸써썰씀아악안알암압앙
앞애액앤앰어억언얼엄업었에엑엔엘엠여연열염영옆예야약양오옥
온올옵와왁완왕왜외왼요욕용우욱운울움웃웅워원월웨위원유육윤
융윷으은을음읍웅의이익인일읽임입있잉잎자작잔잘잡잣장재쟁저
적전절점접정젖제젝져조족존졸좀좁종좌주준중쥬즈즉즐즙증지직
진질짐집징차착찰참창채책처척천철첨첩첫청체쳐초촉촌촘촙촛충
찰최추축춘춤출충춰취츠층치칙친칠침칭카칵칸칼캄캐캔캘캠커컨
컬컴컵케켄켓코콕콘콜콤콧콩콰쾌쿠쿨퀸큐크큰클키킥킨킹타탁탄
탈탐탑탕태탠택탤탭탱터턴털테텍텐텔템토톤톱통퇴투튀튕트특튼
틀틈틱티틱틴틸팅파팍판팔팜팝팟팡패팩팬팸팽퍼퍽펀펄펌펑페펜
펠퍼편펼평페포폭폰폴폼표푸풀품풍퓨프픈플피픽핀필핏핑하학한
할함합핫항해핵핸햄햇행향허헌혈험헝혁혁현혈협형호혹혼홀홈홍
화확환활황회획윈횡효후훅훈위휩휴흑흔흥희흰히힐힘

Typeface-English Typeface for signature

The English typeface for the signature of LS is Frutiger. The combination rules for English letters are applied when both the word mark and logotype need to be marked in the same space. To prevent distortion of the logotype, the 'clear space' listed in this manual or the script in the CD-Rom must be enlarged or reduced in direct proportion and be used.

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Frutiger Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Frutiger 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Typeface-English Typeface for logotype

The English typeface for the logotype of LS is Univers. The combination rules for English letters are applied when both the word mark and logotype need to be marked in the same space. To prevent distortion of the logotype, the 'clear space' listed in this manual or the script in the CD-Rom must be enlarged or reduced in direct proportion and be used.

Univers Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Univers Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Univers Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Univers 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&$,:;!?"'-+%)

Color System   Color system (LS Blue)

PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25
PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25
PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25
PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25
PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25
PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25
PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25
PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25	PANTONE 281C C100+M80+Y25

Color System Color system (LS Red)

PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80
PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80
PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80
PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80
PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80
PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80
PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80	PANTONE 199C C5+M100+Y80

Color System Color system (Gray)

PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50
PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50
PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50
PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50
PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50
PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50
PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50
PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50	PANTONE 430C C5+K50