



Flicker-free Logo Usage Guideline

2013.04.30

Design Concept



Flickers affect eyes most directly. Therefore, the logo is designed with an eye in the background. The lines on the left represent flickers. The right side of the eye is lines-free, which means the eye is free from flickers.

Color Specifications

CMYK





Flicker-free



10%
C100
M0
Y0
K70

65%
C50
M0
Y100
K0

 C100 M0 Y0 K70

 C50 M0 Y100 K0

RGB



Flicker-free



10%
R0
G77
B107

65%
R142
G197
B75

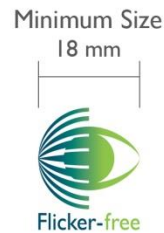
 R0 G77 B107

 R142 G197 B75

Vertical/Horizontal Formats



■ Vertical



■ Horizontal



White Background & Single Color Prints



On the white background



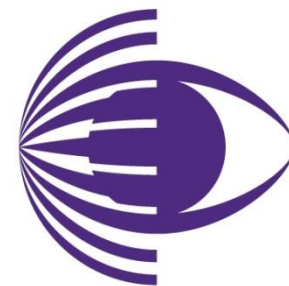
Flicker-free

On the black background



Flicker-free

Single Color Print



Flicker-free

On the Pantone 268c background



Flicker-free

On the complex background



Flicker-free



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