



LG Digital Graphic Motif



Overview

About the LG Digital Graphic Motif System

The new LG digital graphic motif system is aimed at effectively defining and communicating our identity.

The visual elements of the system can be easily downloaded by all users.

Purpose

The LG digital graphic motif system is optimized for diverse types of digital content. It is recommended to apply the system to key digital materials created to build and deliver the brand image unique to LG.

! Mandatory

- **Online** Hero Banner Key Visuals on main page of LG.com
Top Banner on Main Page of YouTube
- **Offline** Report Templates

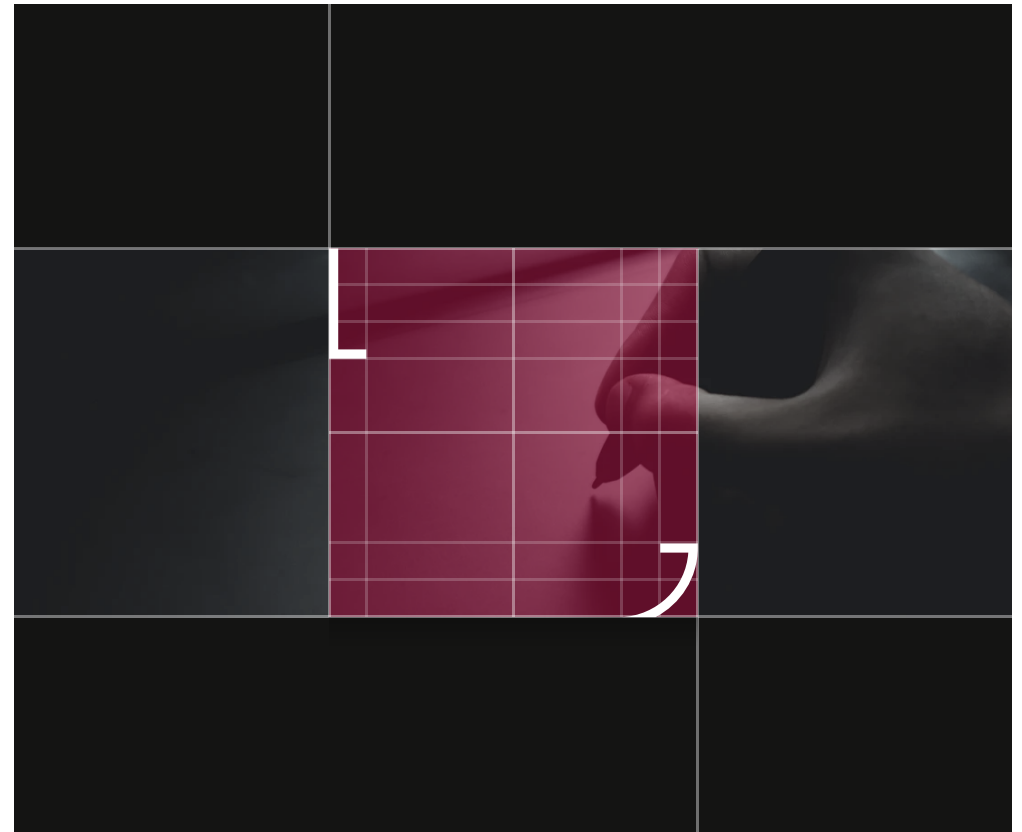


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Main Motifs

Mandatory

- **Online**

Hero Banner Key Visuals on main page of LG.com

Top Banner on Main Page of YouTube

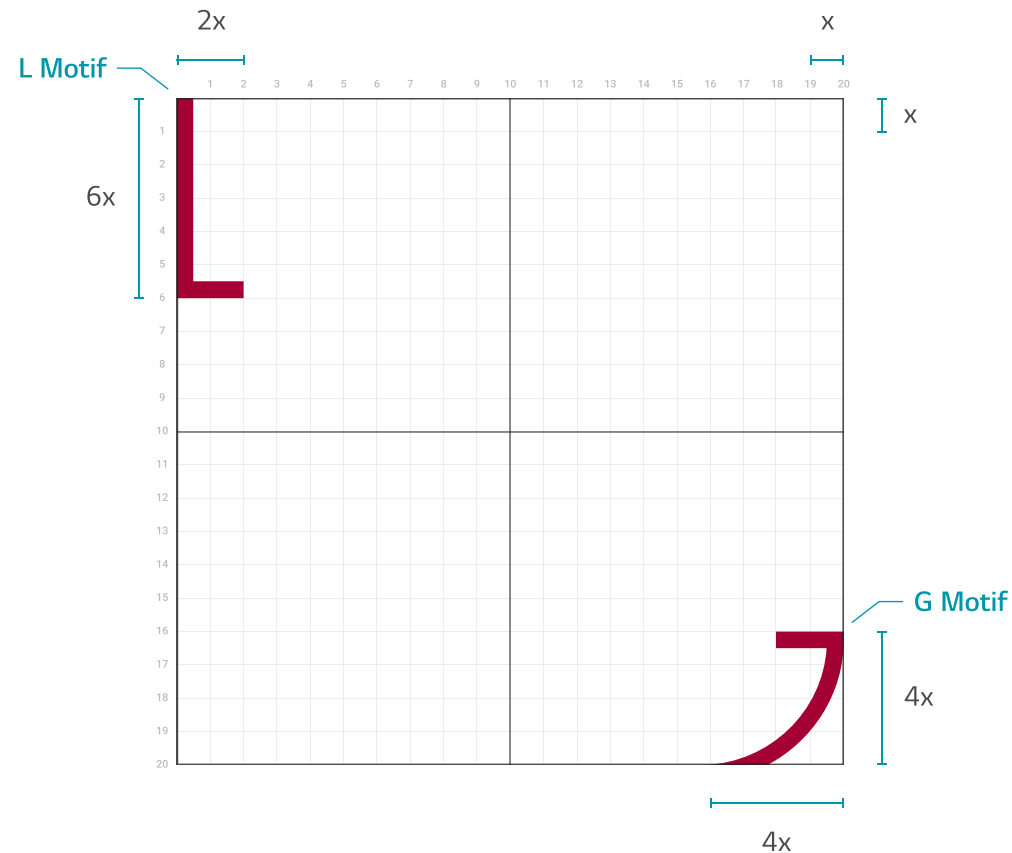
Overview and Construction

Basic Grid System

L Motif should be positioned in the upper left corner and G Motif in the upper right corner.

These two motifs should always appear together, and their vertical lengths should form the 3:2 ratio.

The guidelines herein may not be arbitrarily altered and should be accurately followed with consistency.



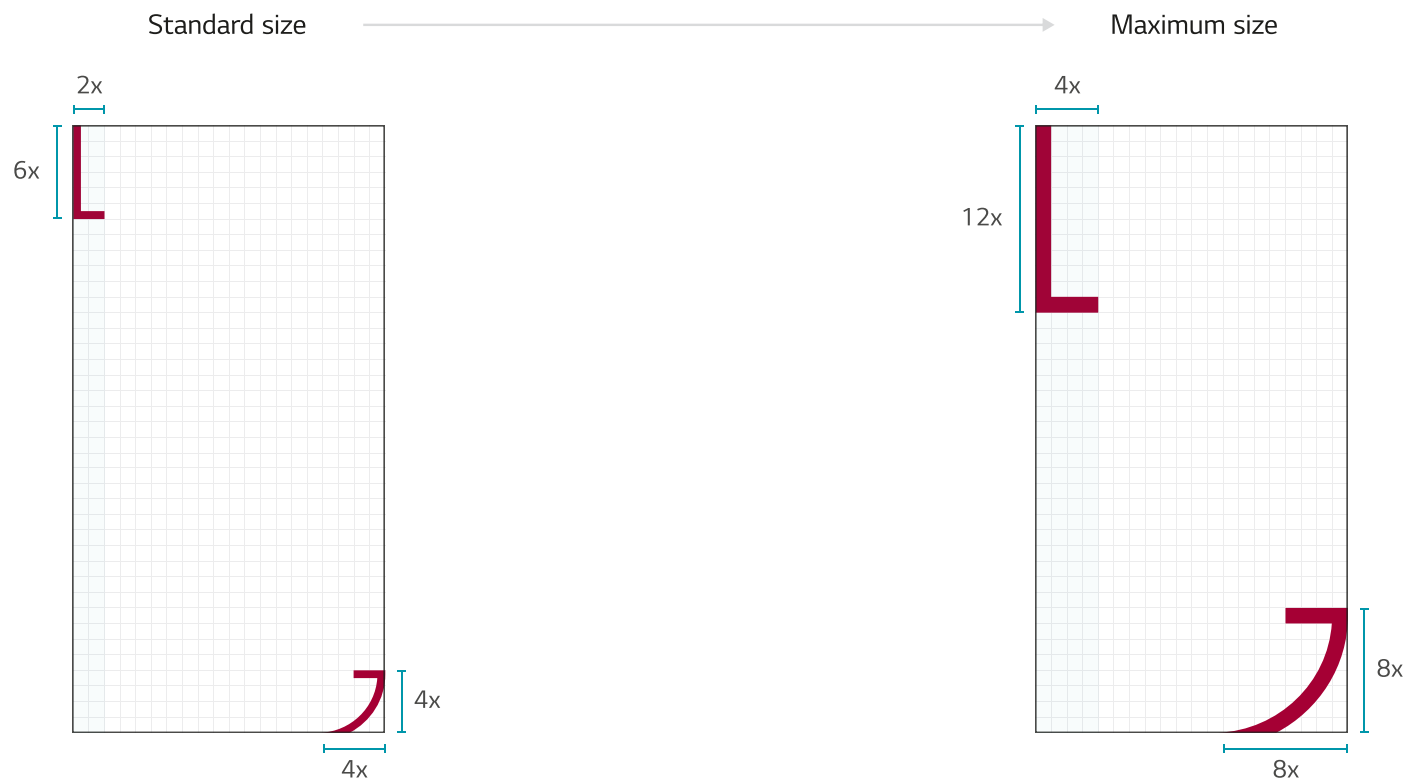
Motif Size Adjustment

Vertically Long Canvas and Horizontally Long Canvas

L Motif and G Motif can be applied to canvases of all ratios. Each motif can be enlarged up to twice its standard size.

Vertically Long Canvases

The size of each motif should be determined based on the shorter horizontal length.



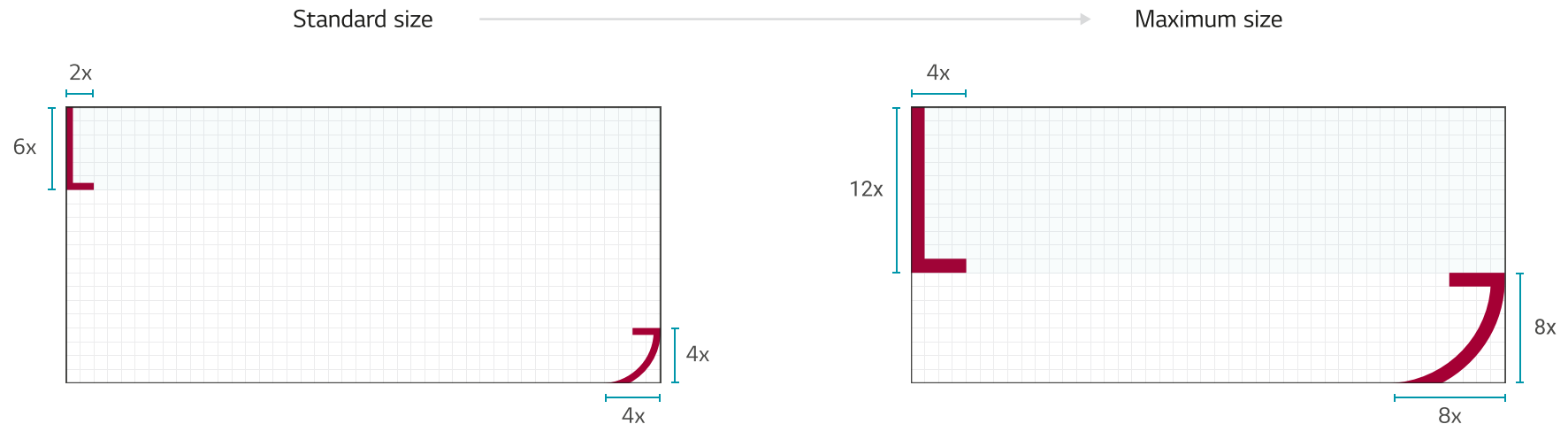
Motif Size Adjustment

Vertically Long Canvas and Horizontally Long Canvas

L Motif and G Motif can be applied to canvases of all ratios. Each motif can be enlarged up to twice its standard size.

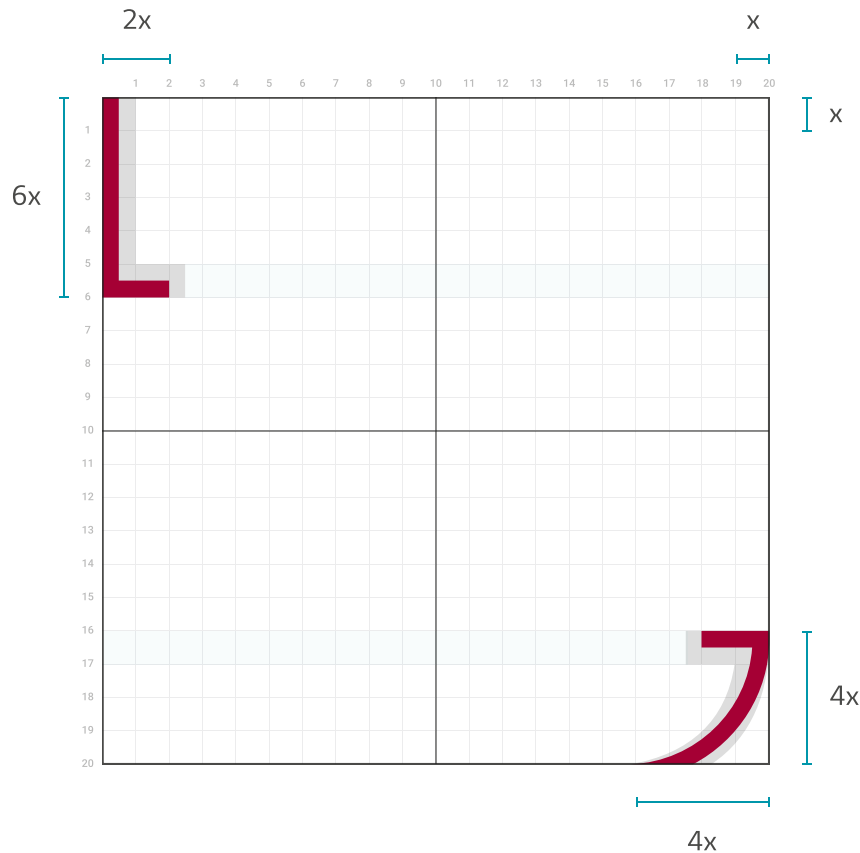
Horizontally Long Canvas

The size of each motif should be determined based on the shorter vertical length.

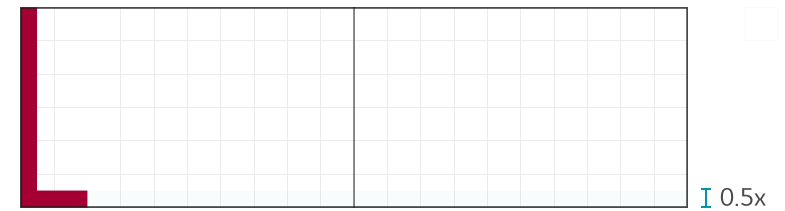


Stroke Width Adjustment

The stroke width of each motif can be enlarged up to twice its standard width. Make sure to maintain the ratio of the vertical lengths of the two motifs at 3:2. The bold version may not be created arbitrarily and should always be reproduced using the bold motif source file separately distributed.



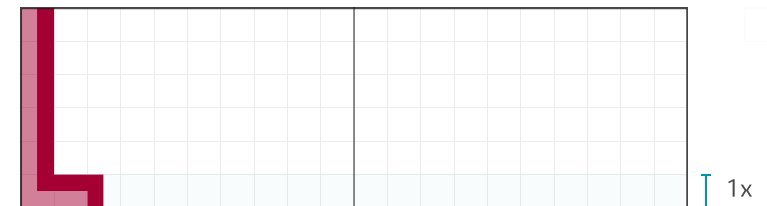
Standard Version



The width of each motif should be 0.5x.



Bold Version



The width of each motif should be 1x, twice the standard width.

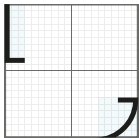
! Stroke width enlargement can be applied only to the motif in standard size.

Canvas Size Requirements

Minimum Size

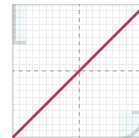
100 x 100 (px)

Expand the graphic motifs by 30% to ensure visibility.



Scale Up by 30%

It is recommended to scale up the motifs by 30% to ensure their visibility.



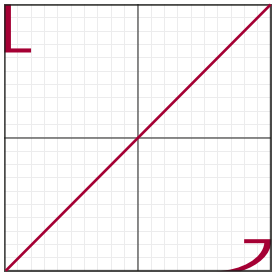
No Standard Motifs for Minimum Canvas Size

Do not place the standard motifs on a canvas with the minimum size.

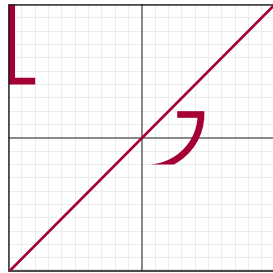
Incorrect Usage

Consistent and accurate presentation of the motifs is essential to create the desired brand image.

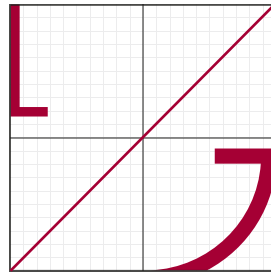
Make sure to follow these guidelines to avoid misuse.



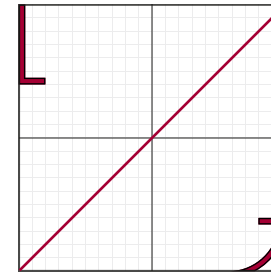
Do not change the scale of the motifs.



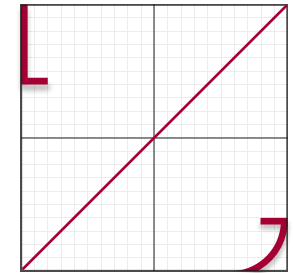
Do not change the position of the motifs.



Do not alter the sizes of the motifs.



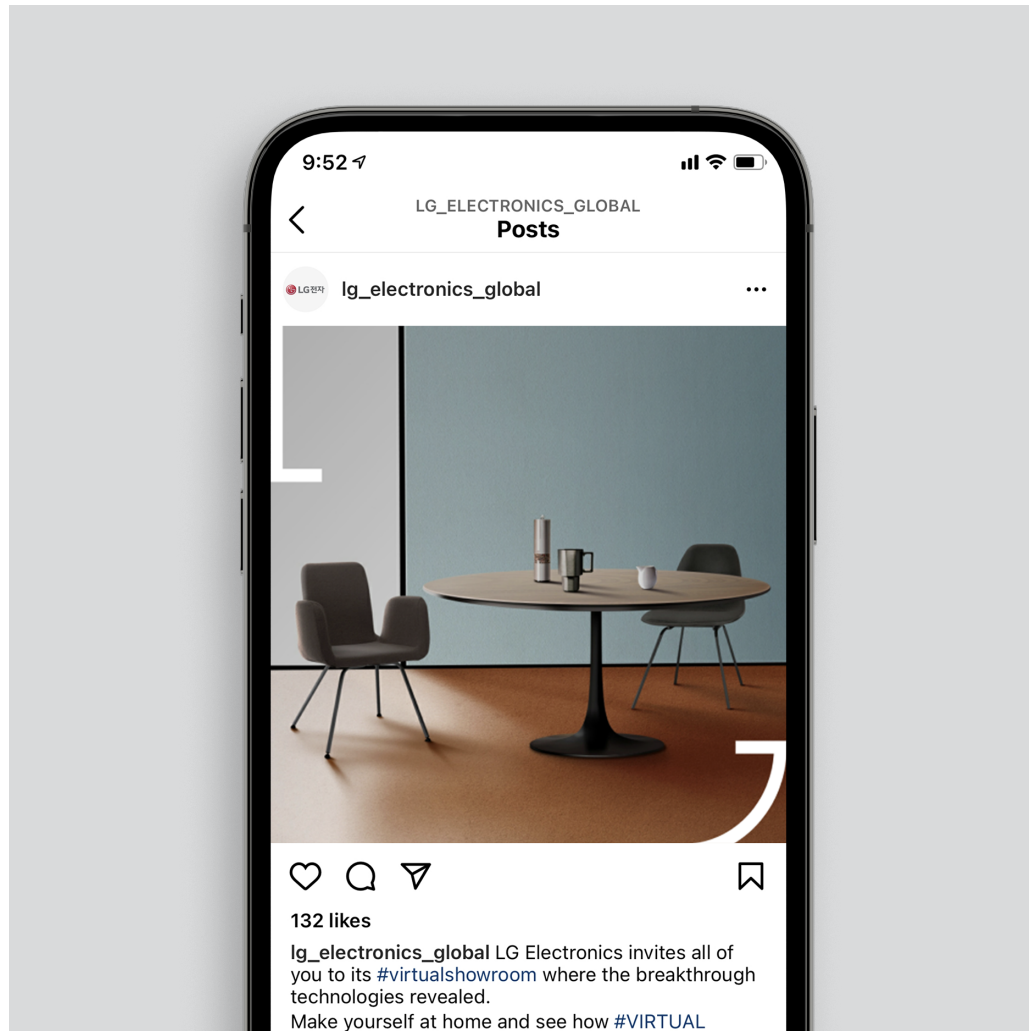
Do not outline the motifs.



Do not add a drop shadow.

Application

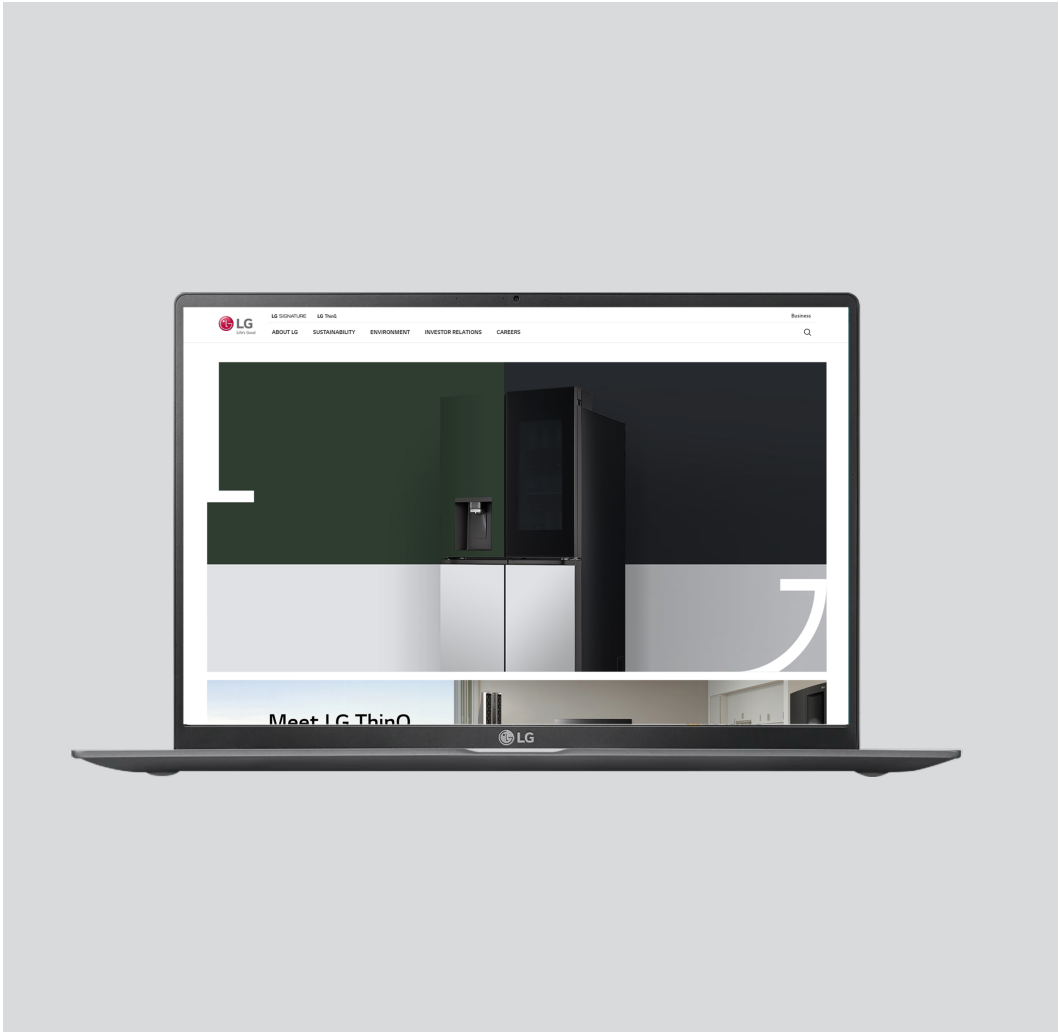
SNS



Main Motifs

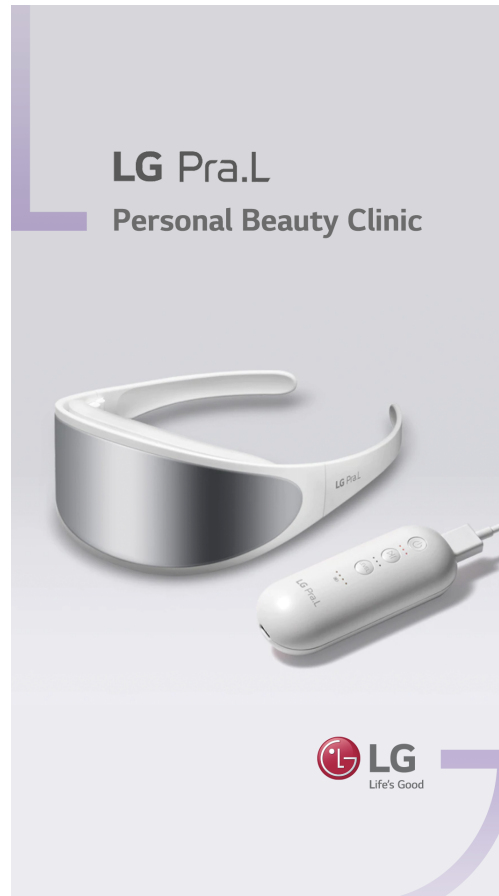
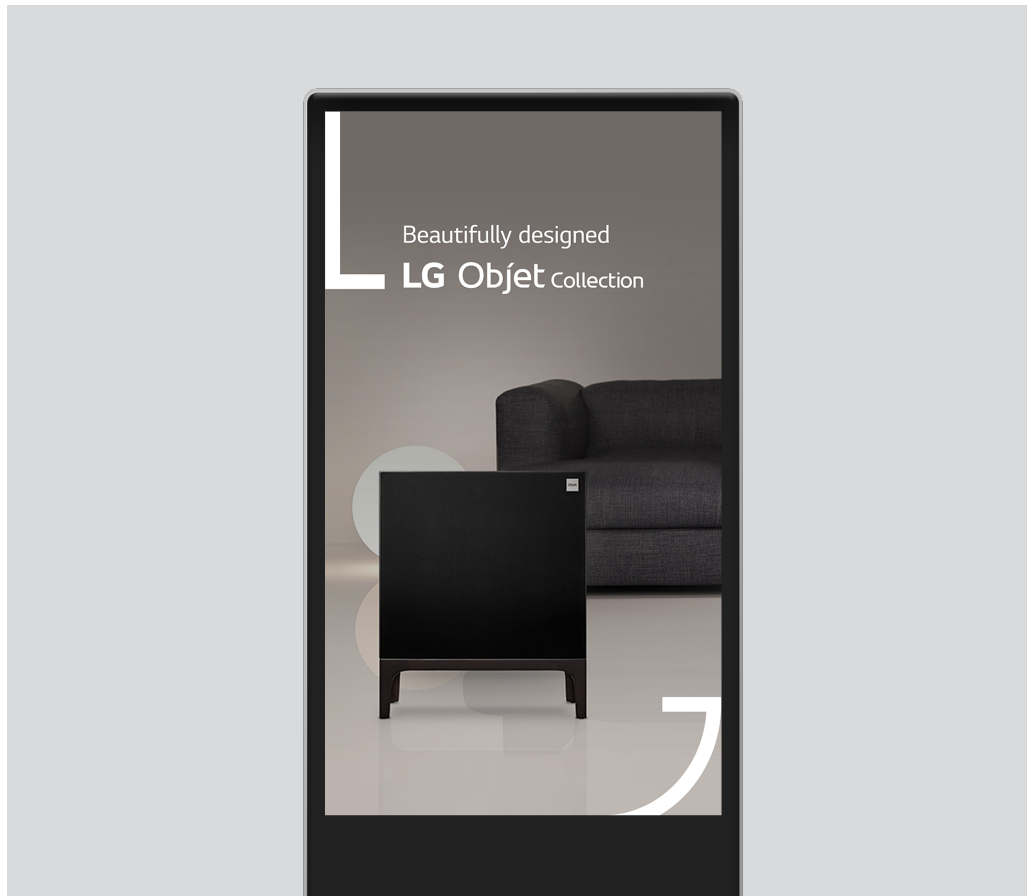
Application

Web site



Application

Signage



Main Motifs Expansion

Mandatory

- **Online**

Hero Banner Key Visuals on main page of LG.com

Top Banner on Main Page of YouTube

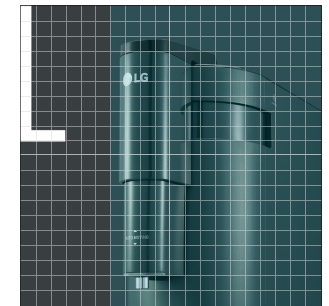
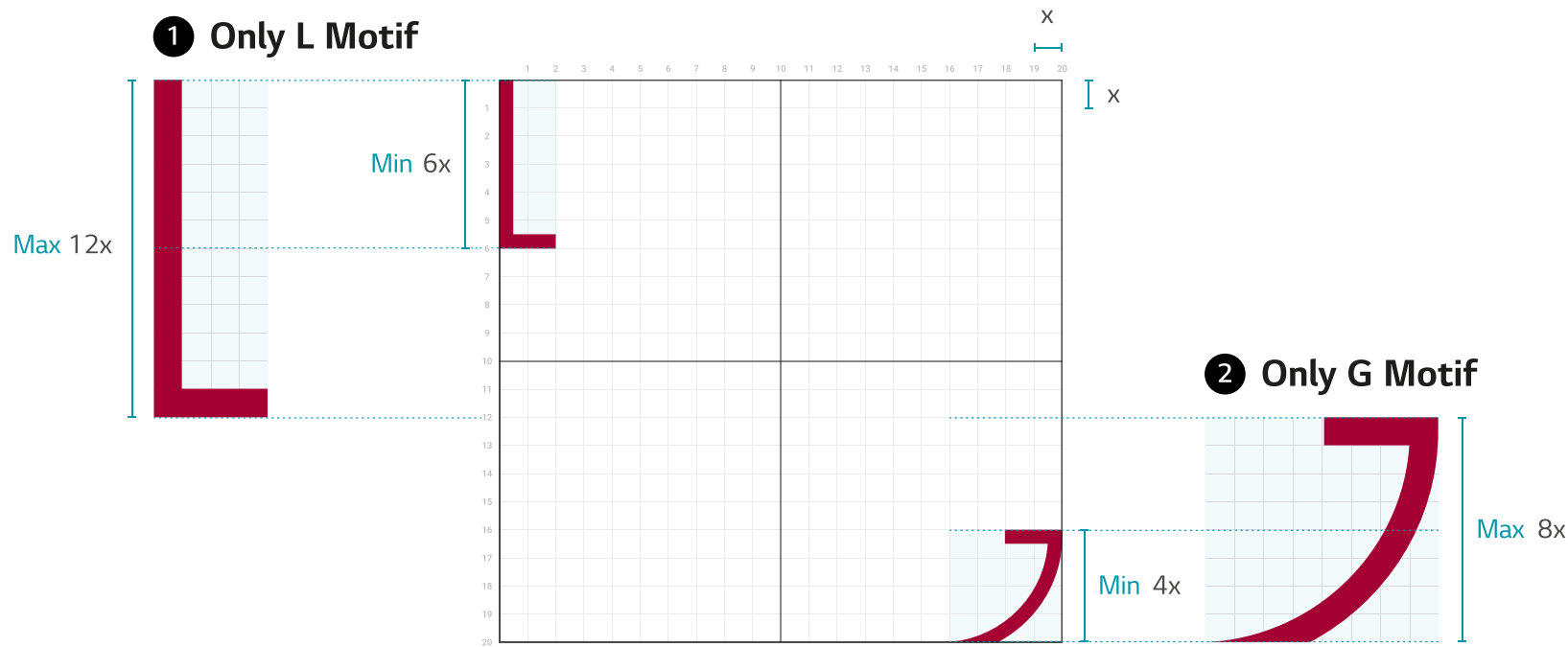
Only L Motif and Only G Motif

Overview

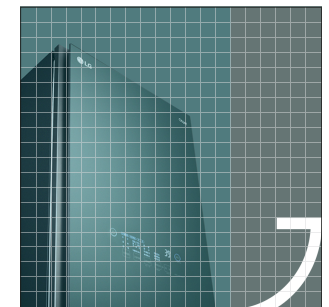
Only L Motif or Only G Motif can be used to more creatively use the white space within the image or to replace the main motifs.

The motif size can be flexibly adjusted in accordance with the overall design.

However, the vertical lengths of Only L Motif and Only G Motif should not exceed 12x and 8x, respectively.



Only L Motif



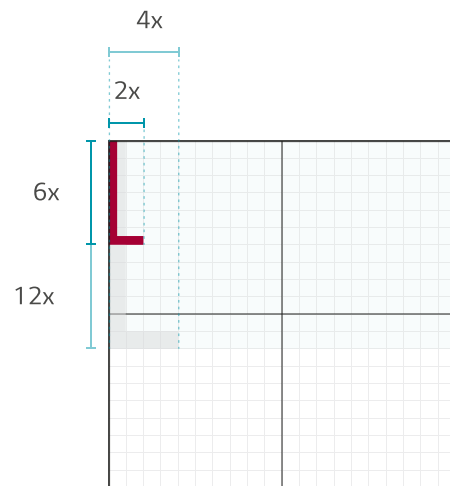
Only G Motif

Only L Motif and Only G Motif

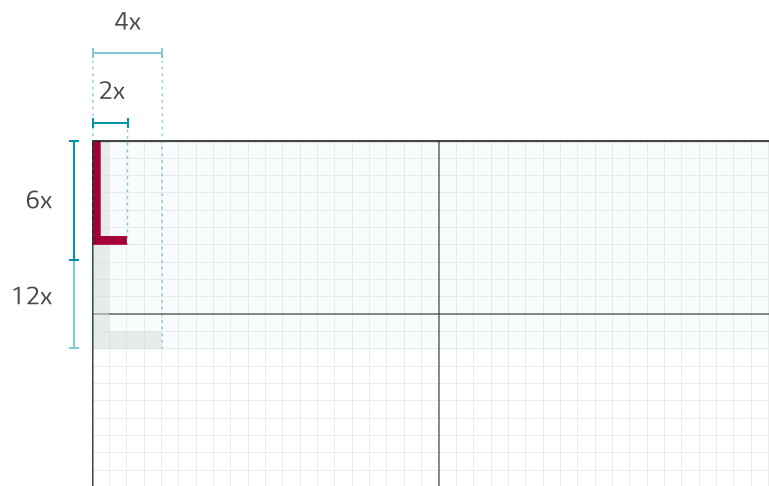
1 Only L Motif

Only L Motif should be placed in the upper left corner.

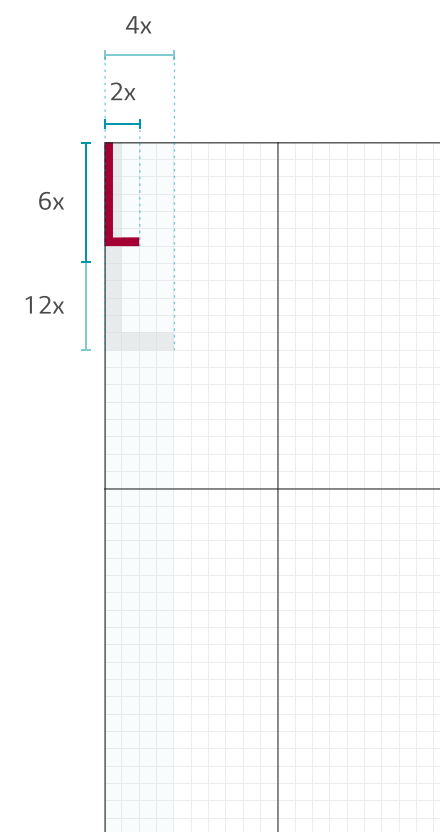
The standard version may be expanded up to twofold for a horizontally long canvas or vertically long canvas.



Square-shaped canvas



Vertically long canvas



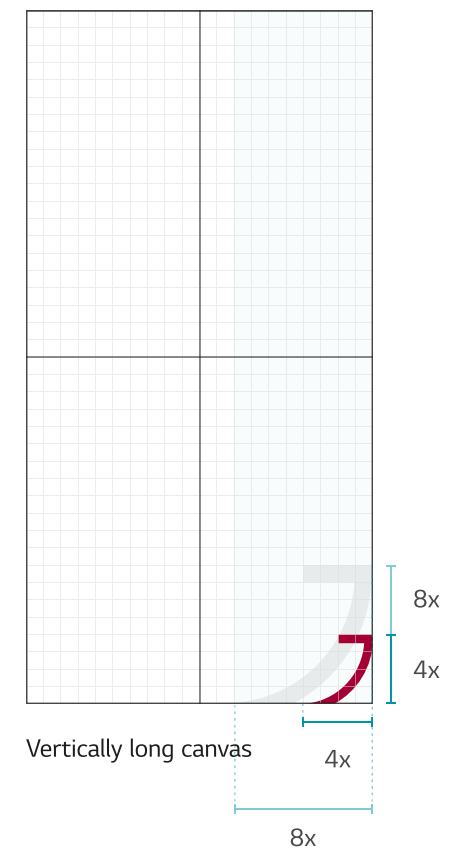
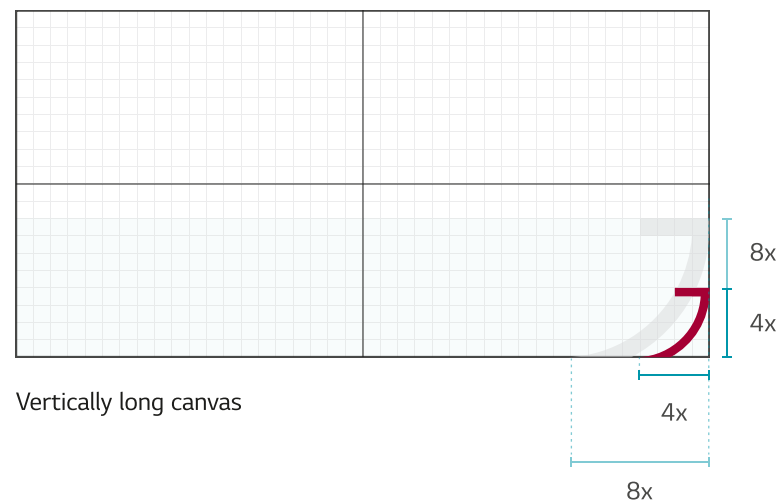
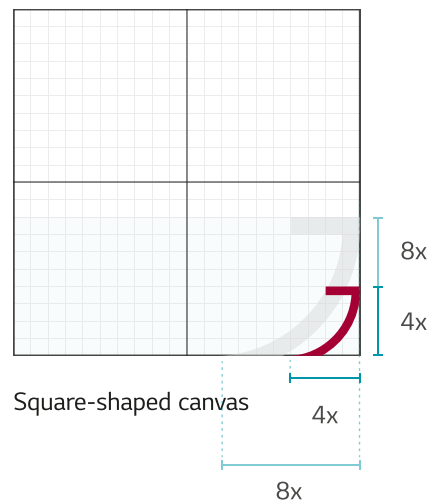
Vertically long canvas

Only L Motif and Only G Motif

2 Only G Motif

Only G Motif should be placed in the bottom right corner.

The standard version may be expanded up to twofold for a horizontally long canvas or vertically long canvas.



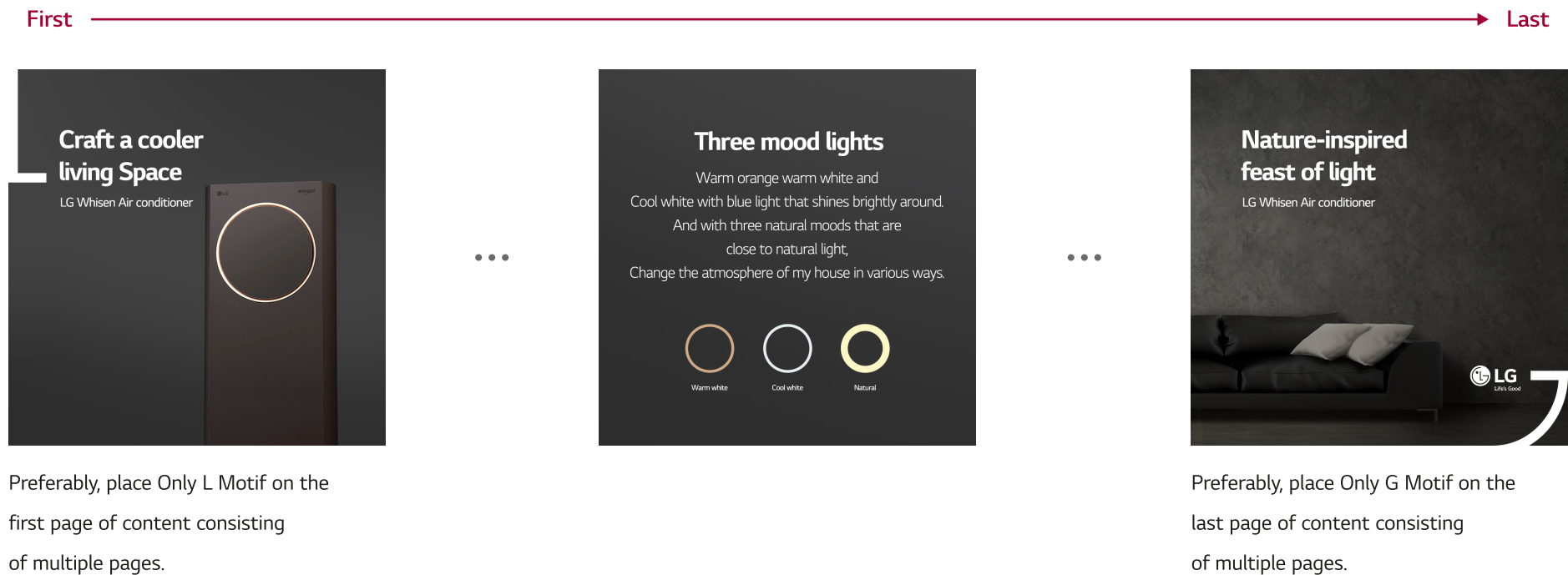
Applications

It is recommended to use Only L Motif and Only G Motif for videos and serial content (card news, etc.) of social networking services.

In Serial Content

Preferably, use Only L Motif and Only G Motif for serial content of social networking services such as card news consisting of multiple pages.

The motifs are applicable to the first and last pages only. Do not place them on any of the pages in between.



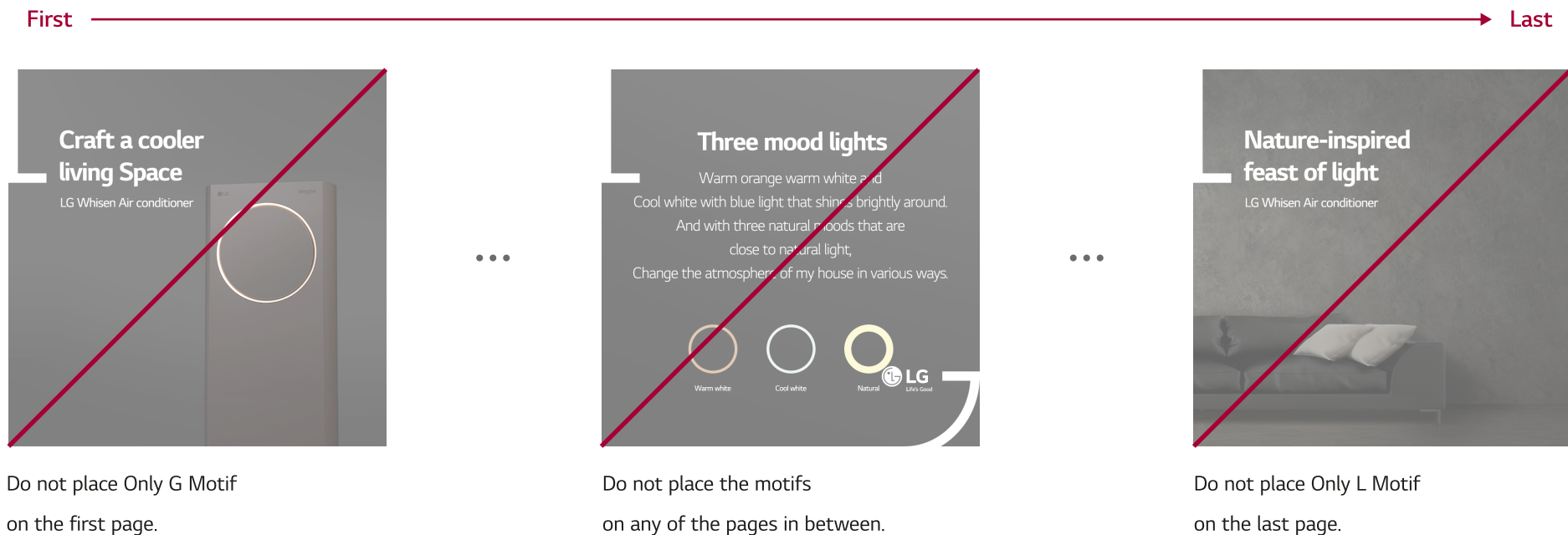
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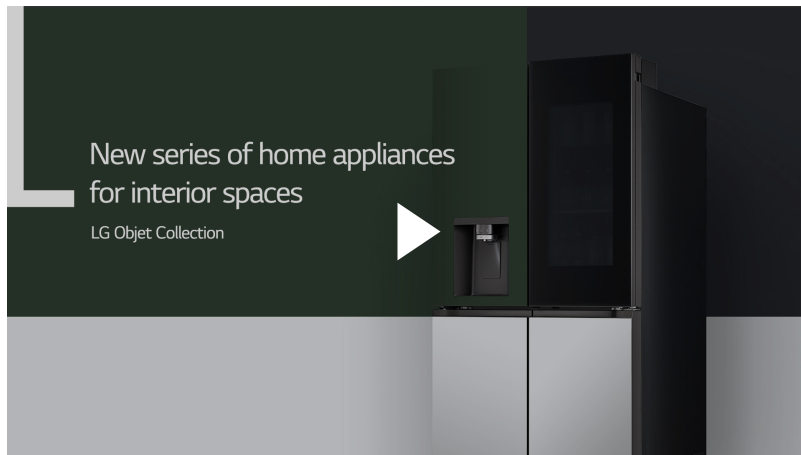
Applications

It is recommended to use Only L Motif and Only G Motif for videos and serial content (card news, etc.) of social networking services.

In Videos

Preferably, apply the motifs to the intro and outro of a video. Do not apply the motifs to any scene in between.

First  Last



Preferably, use Only L Motif for the intro.

...



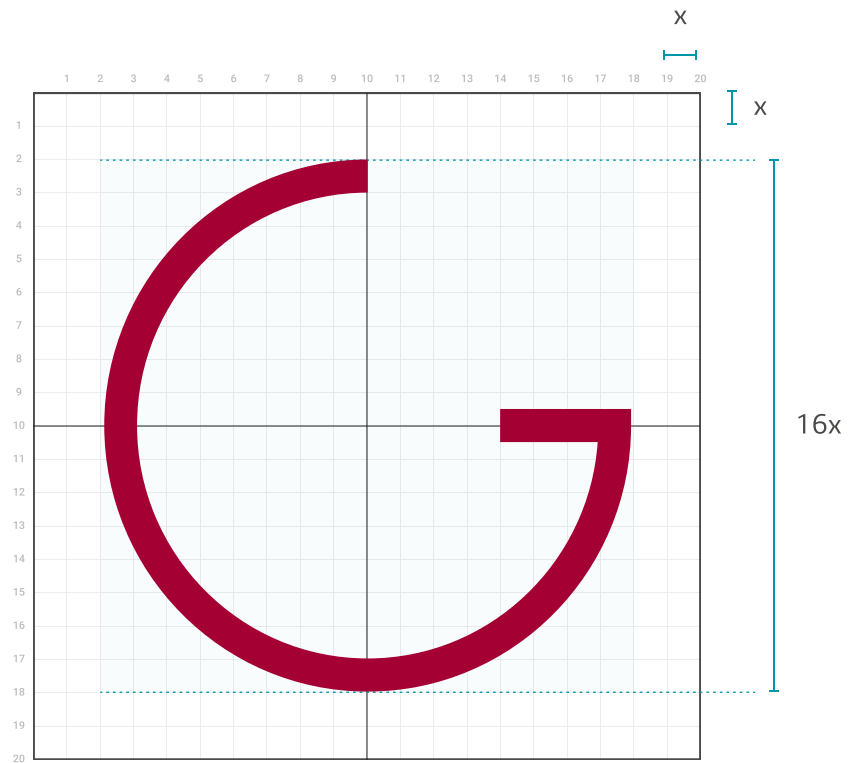
Preferably, use Only G Motif for the outro.

Full G Motif

Basic Grid System

Full G Motif can be used to add a dynamic feel.

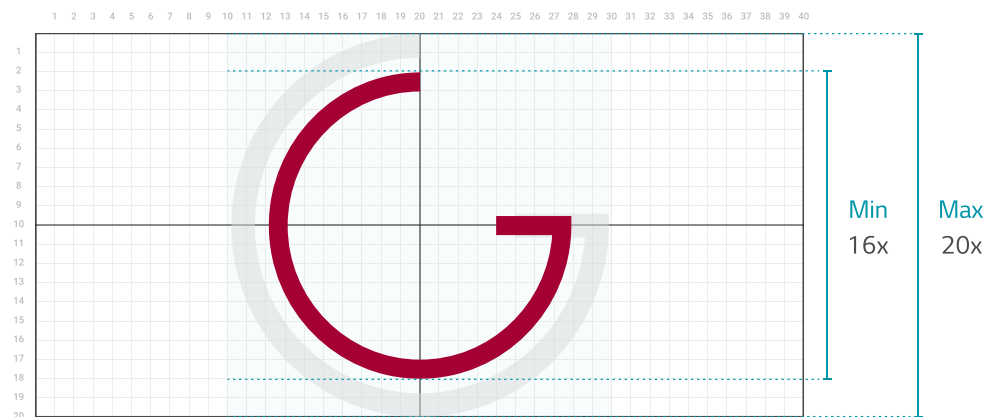
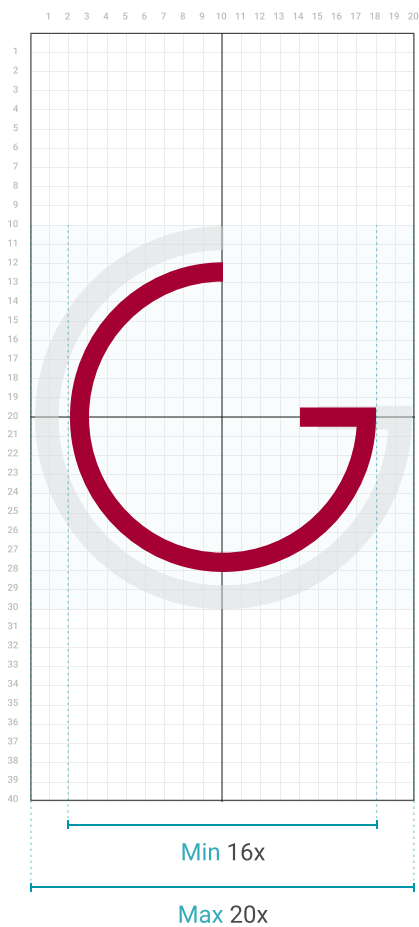
The standard size of Full G Motif is 16x of the shorter side of the canvas.



Full G Motif

Vertically Long Canvas and Horizontally Long Canvas

Full G Motif can be applied to canvases of all ratios, but the scale of the motif should remain consistent.
The size of Full G Motif should be 16x or 20x of the shorter side of the canvas



Full G Motif

On Photos

When placing Full G Motif on a photo, make parts of the photo overlap with the motif to add a sense of dimension. Make sure that the motif does not compromise the visibility of the photo.



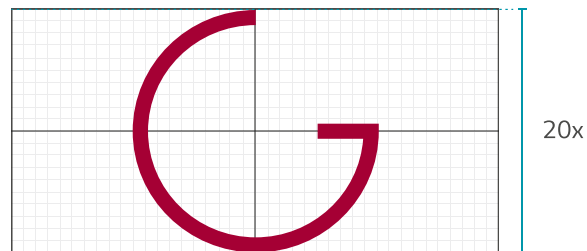
Full G Motif

Cropping

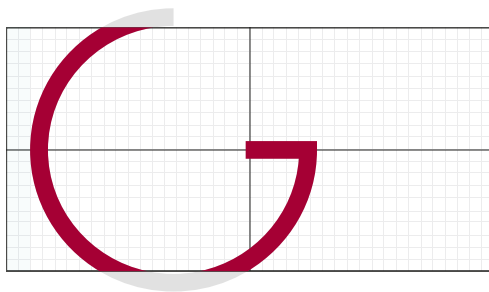
Full G Motif can be cropped to provide greater vitality to the overall design.

Make sure not to excessively crop and distort the motif by referring to the following guidelines.

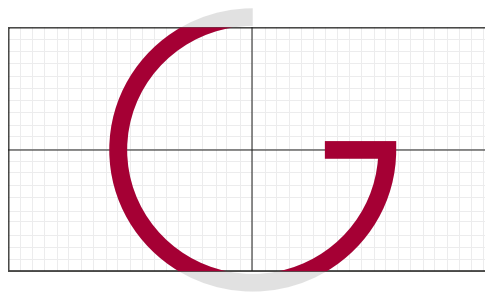
Horizontally Long Canvas ! The motif can be expanded by up to 116% based on its maximum size (20x) and cropped.



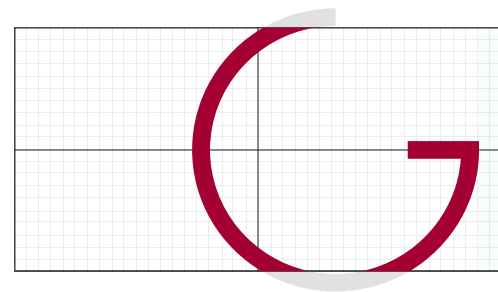
The motif can be expanded by up to 116%.



The main image is positioned on the left side.



The main image is positioned at the center.



The main image is positioned on the right side.

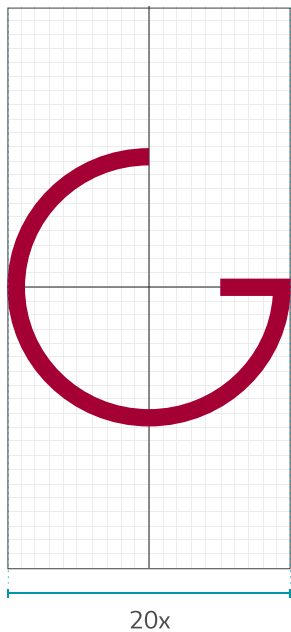
Full G Motif

Cropping

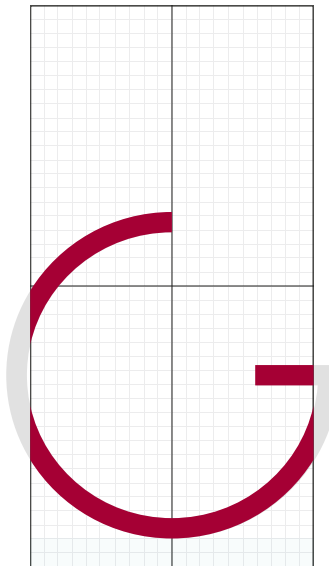
Full G Motif can be cropped to provide greater vitality to the overall design.

Make sure not to excessively crop and distort the motif by referring to the following guidelines.

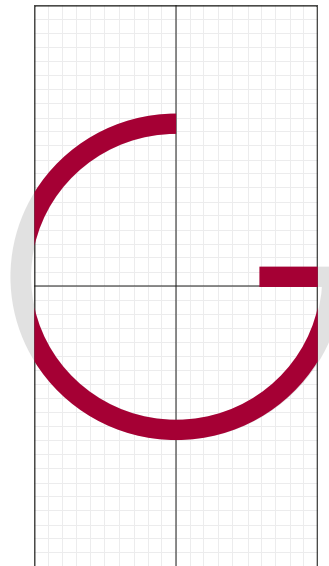
Vertically Long Canvas ⓘ The motif can be expanded by up to 116% based on its maximum size (20x) and cropped.



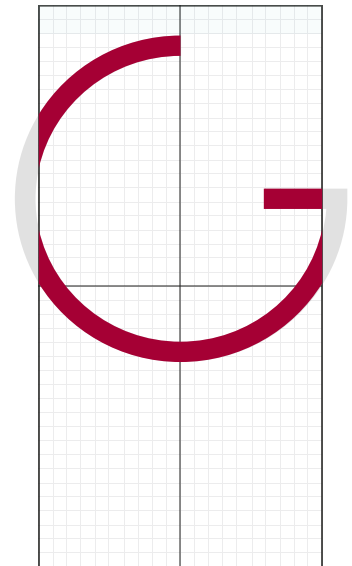
The motif can be expanded
by up to 116%.



The main image is
positioned at the bottom.



The main image is
positioned at the center.



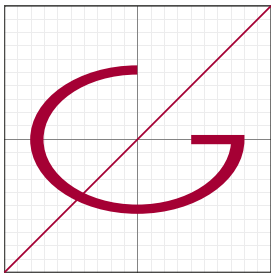
The main image is
positioned near the top.

Full G Motif

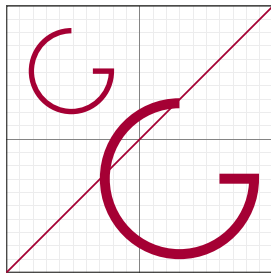
Incorrect Usage

Consistent and accurate presentation of the motifs is essential to create the desired brand image.

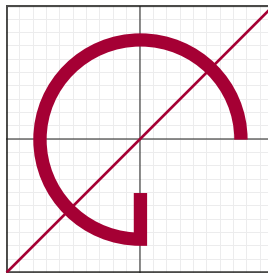
Make sure to follow these guidelines to avoid misuse.



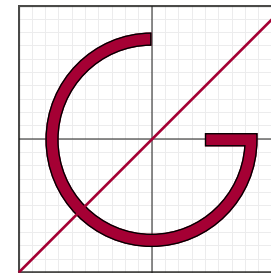
Do not change the scale of the motif.



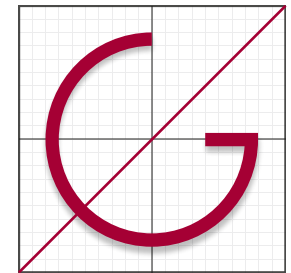
Do not use more than one motif.



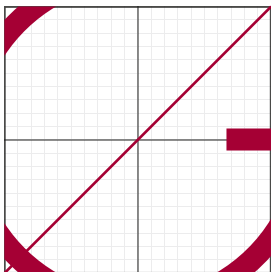
Do not alter the angle of the motif.



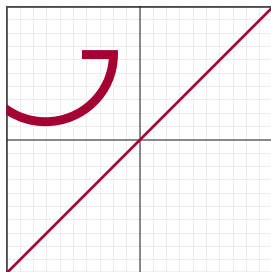
Do not outline the motifs.



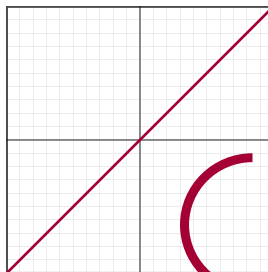
Do not add a drop shadow.



Do not excessively crop and distort the motif. (1)



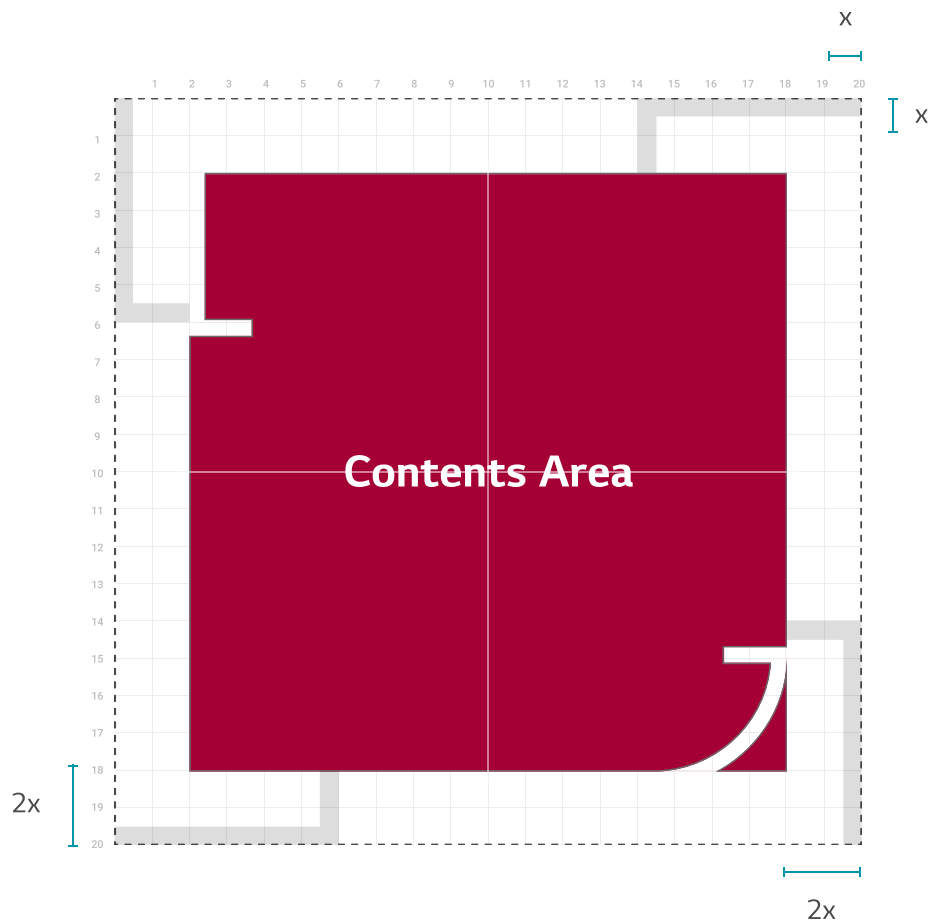
Do not excessively crop and distort the motif. (2)



Do not excessively crop and distort the motif. (3)

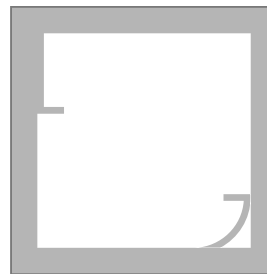
Window Motif

The area on the canvas excluding the motif zones is referred to as the window motif. The window motif can be rendered in a solid color or feature a photo. Make sure to secure an exclusion zone (in the size of the vertical length of G Motif at minimum) on all four sides of the window motif.

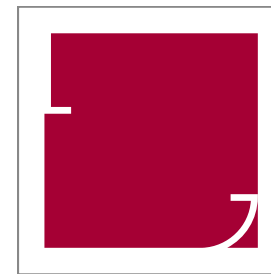


Color Palette

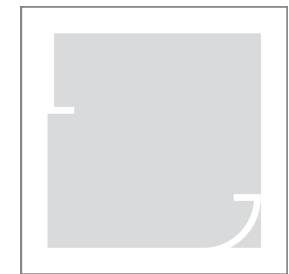
The window motif can be rendered in White, LG Red, and LG Lite Grey. The source file is provided in AI or PNG format.



○ White



● LG Red



● LG Light Gray

! The motifs can be rendered to project the background.

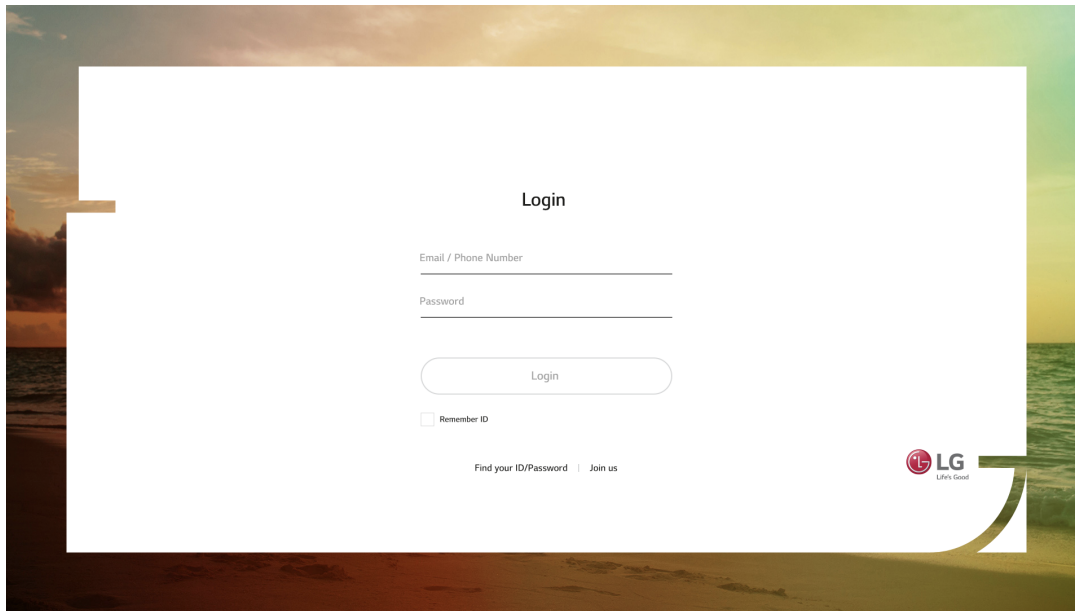


Window Motif

Application

The window motif should be used on the login page, etc., on the website.

The window motif size can be flexibly adjusted based on each website's dimensions (1920*1080 px at maximum).



Websites

Apply the window motif to pages that do not require scrolling such as the login page.

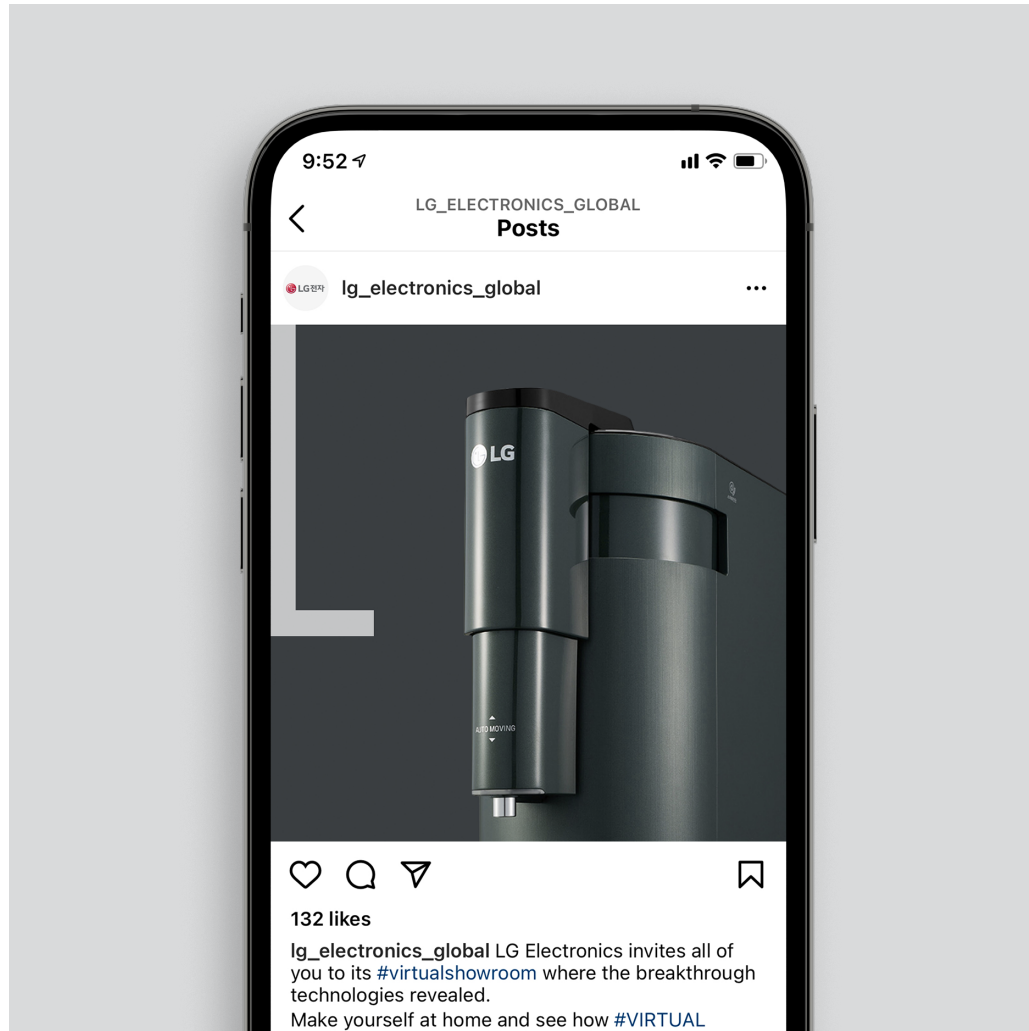


SNS Chnnels

Use the window motif for promotional messages.

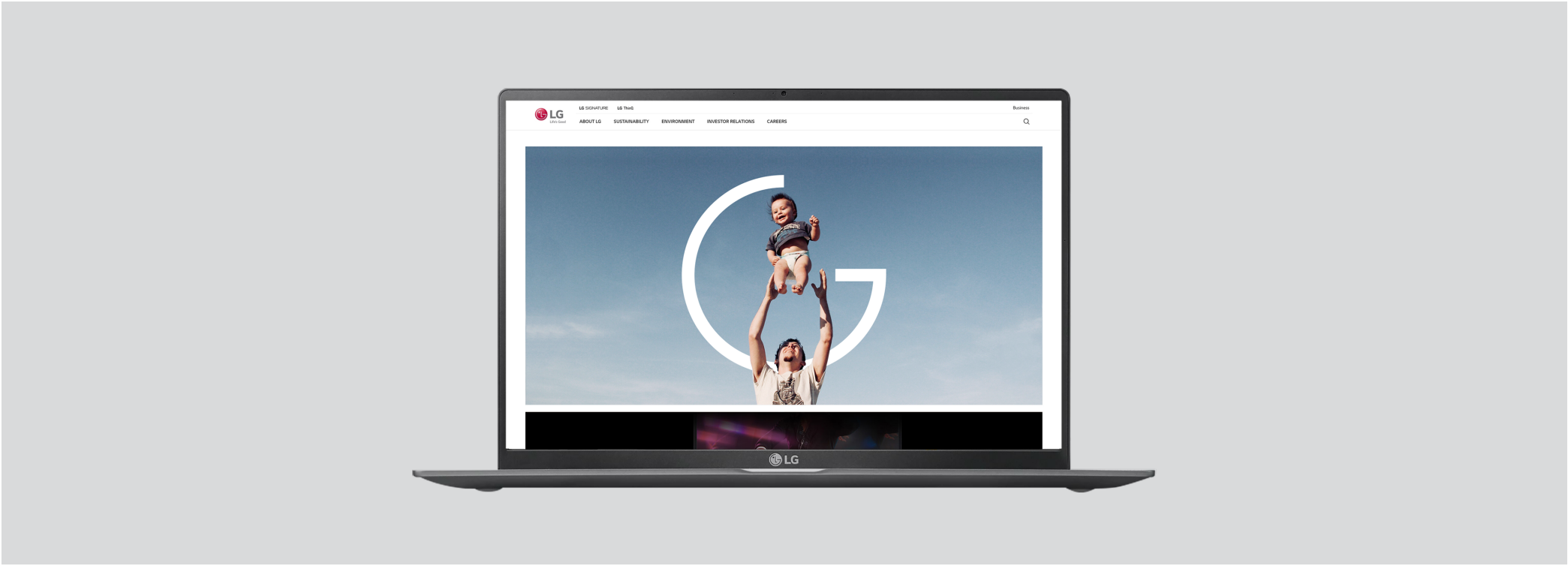
Application

SNS



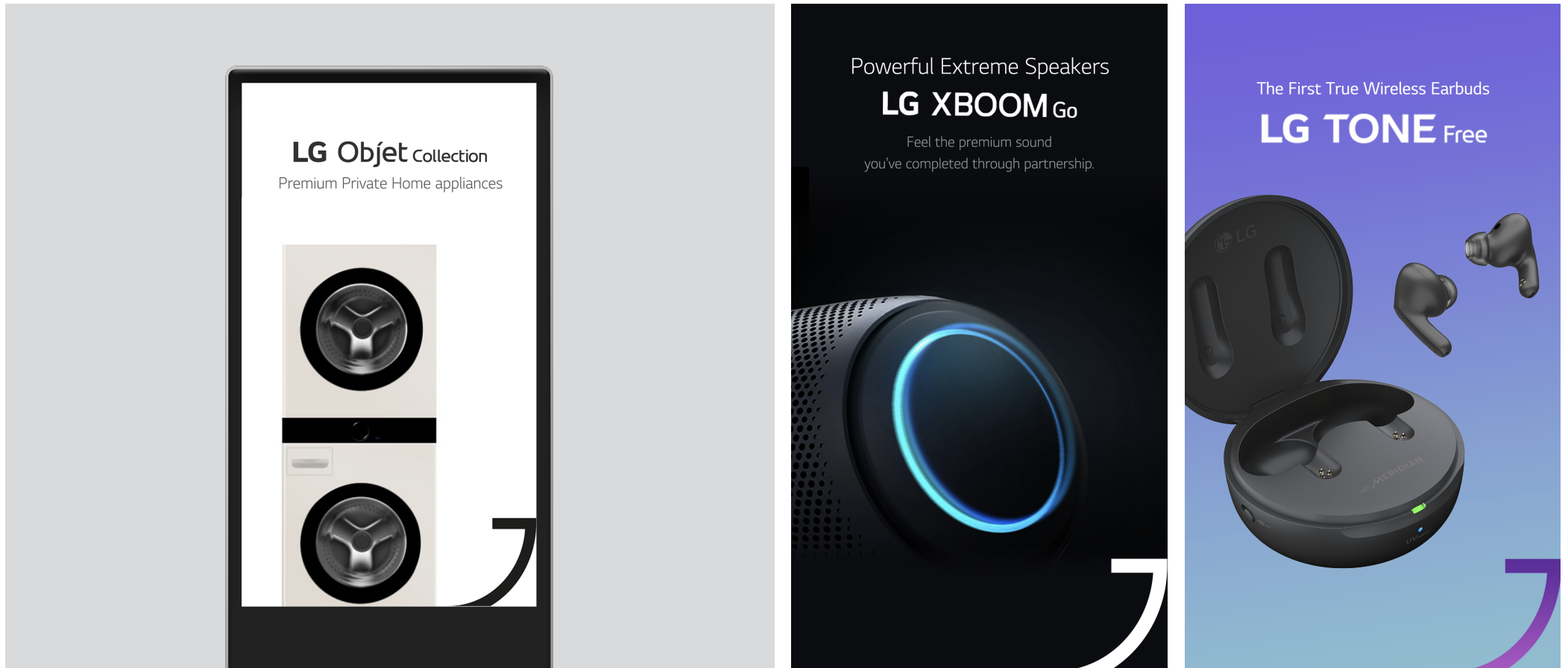
Application

Web site



Application

Signage



Content Alignment

Mandatory

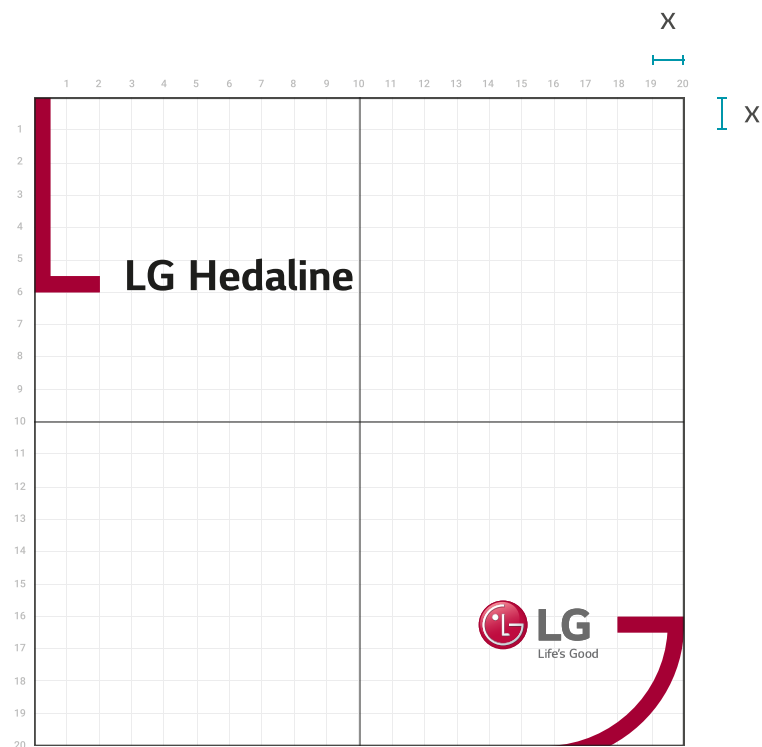
- **Online**

Hero Banner Key Visuals on main page of LG.com

Top Banner on Main Page of YouTube

Alignment with Other Visual Elements

The headline should be placed to the right of L Motif in the upper left corner, and the LG logo to the left of G Motif in the bottom right corner. The motifs should be properly aligned with other visual elements such as the marketing message and logo as specified in the guidelines to ensure the optimal visual flow and effective communication.

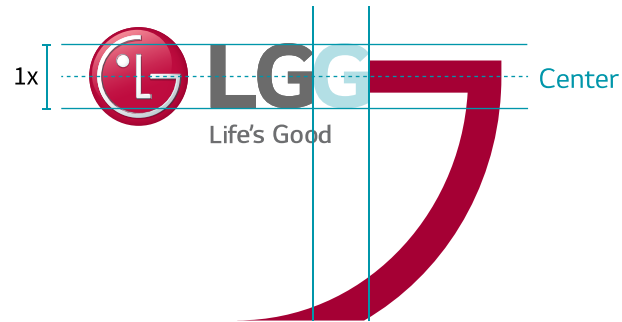


Alignment with Other Visual Elements

LG Logo

The space between G Motif and the LG logo should be equivalent to the total width of the letter G of the logo.

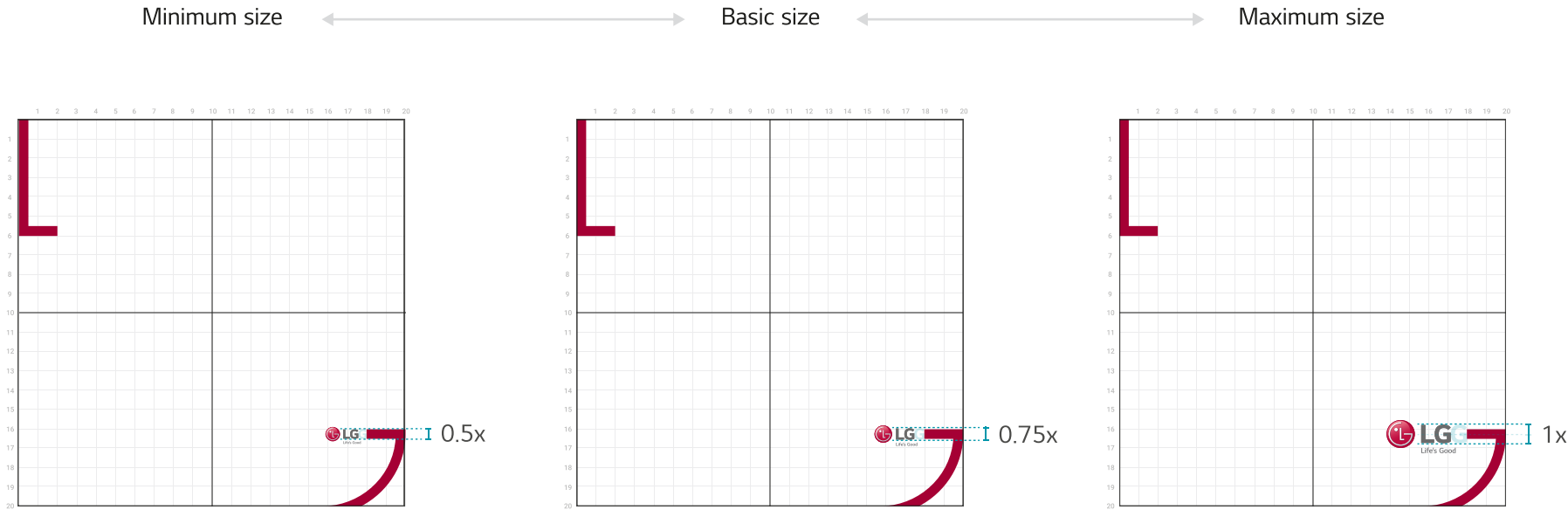
The logo should be center-aligned with the motif.



Alignment with Other Visual Elements

LG Logo

The space between G Motif and the LG logo should be equivalent to the total width of the letter G of the logo.
The logo should be center-aligned with the motif.



Alignment with Other Visual Elements

Sub-Brand Logo

The same guidelines as the LG logo apply to the sub-brand logo.



Alignment with Other Visual Elements

Headline Typography

The space between L Motif and the headline should be equivalent to the total width of the letter G of the LG logo.

Render the headline in the LG Smart font and adjust its stroke width in accordance with visual hierarchy.

Align the lowermost point of the English alphabet letter in the headline with L Motif's lower base line.



Headline LG Smart Bold

Sub headline LG Smart Bold

Body copy LG Smart Regular

❗ If the lower base line of the headline cannot be specified due to the use of calligraphy or its diagonal structure, the headline may be center-aligned with L Motif's horizontal part.

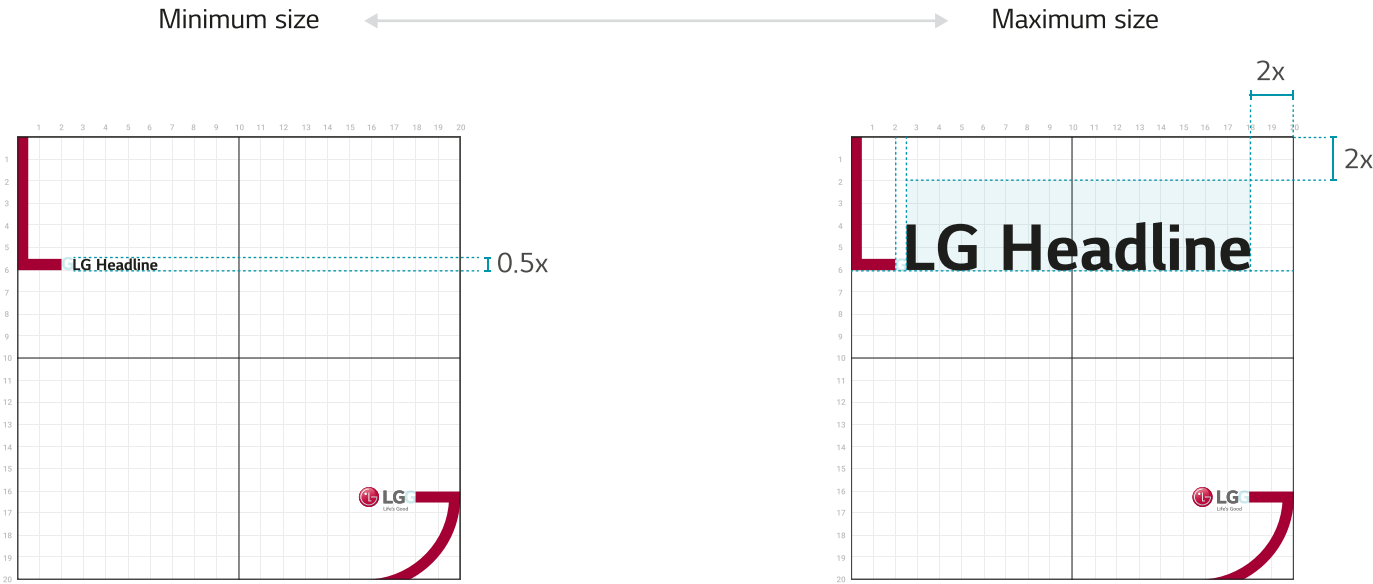
Alignment with Other Visual Elements

Headline Typography

The space between L Motif and the headline should be equivalent to the total width of the letter G of the LG logo.

Render the headline in the LG Smart font and adjust its stroke width in accordance with visual hierarchy.

Align the lowermost point of the English alphabet letter in the headline with L Motif's lower base line.



The minimum vertical length of the headline should be no smaller than the stroke width of L Motif.

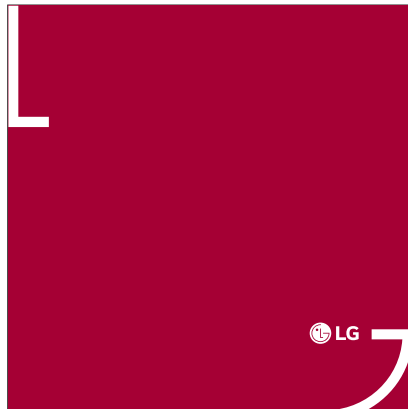
The size of the headline can be flexibly adjusted within the headline placement point area.

Alignment with Other Visual Elements

Motif Placement by Canvas Type

The motif should be placed as follows by canvas type.

Square-shaped canvas



Horizontally long canvas



Vertically long canvas

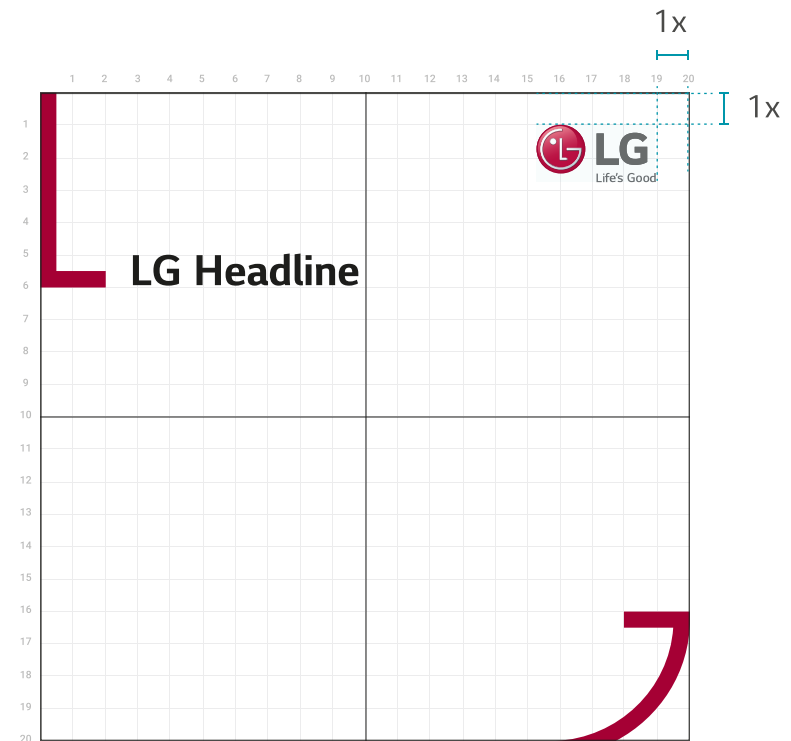
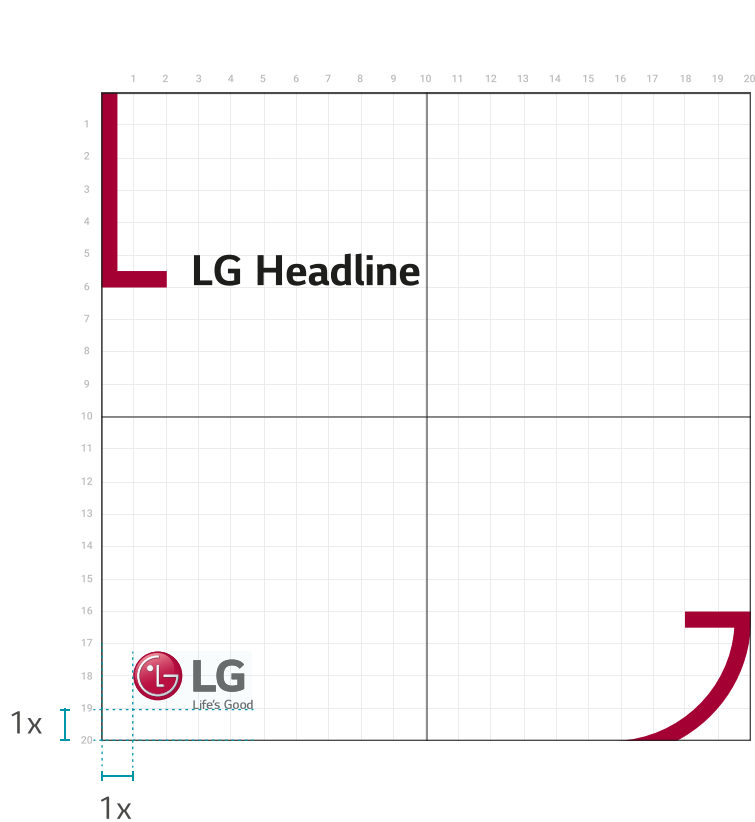


Alignment with Other Visual Elements

Exceptions

When placing the LG logo away from G Motif, make sure to secure a blank space of 1x, which is equivalent to twice the stroke width of the motif, from the edges of the canvas.

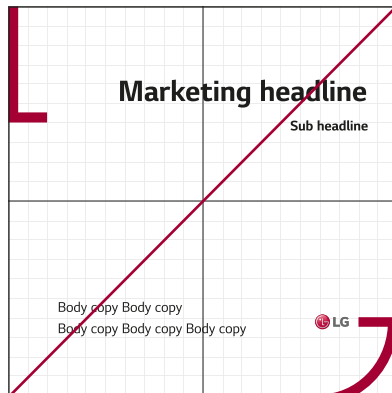
The LG logo and headline should be sized based on the above guidelines.



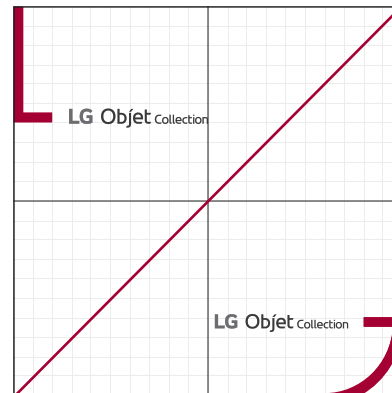
Alignment with Other Visual Elements

Incorrect Usage

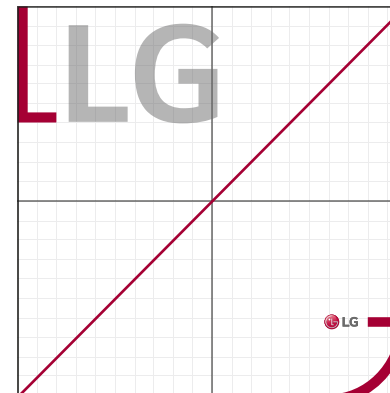
Do not render the LG logo and headline in different sizes, except for when the logo is placed in the upper right corner or bottom left corner.



The headline, logo, copy, etc., are incorrectly positioned.



The sub-brand logo is placed in both the headline and logo positions.



The headline is placed outside the headline placement point area.



A distance equal to the width of the letter G of the LG logo is not secured between the motif and the headline.

Headline Treatment

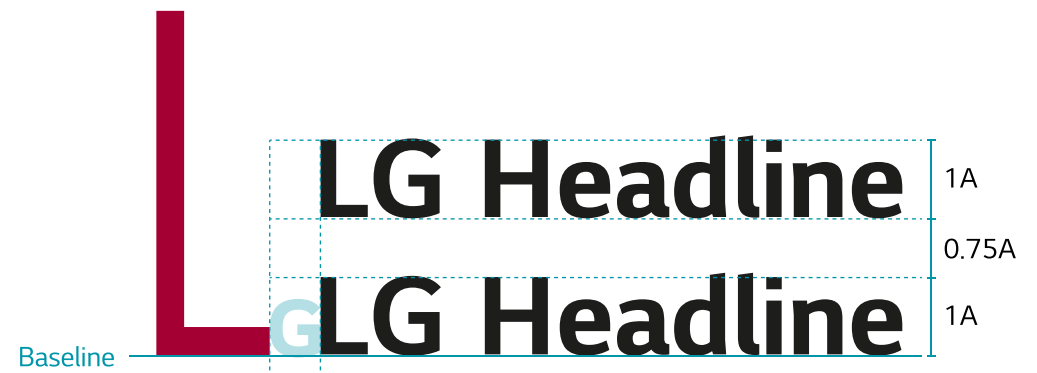
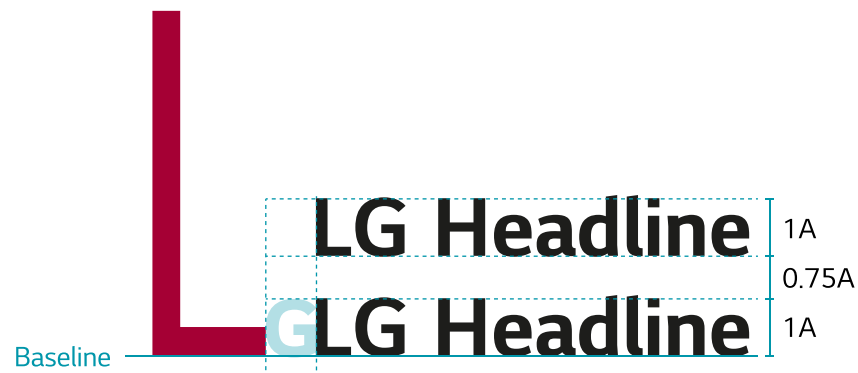
The lower base line of the headline or the sub-headline should be aligned with the lower base line of L Motif.

If the lower base line of the headline cannot be specified due to the use of calligraphy or its diagonal structure, the headline may be center-aligned with L Motif's horizontal part.

The headline can be flexibly sized within the pre-designated area.

! 1A : The standard vertical length for the headline set by the user

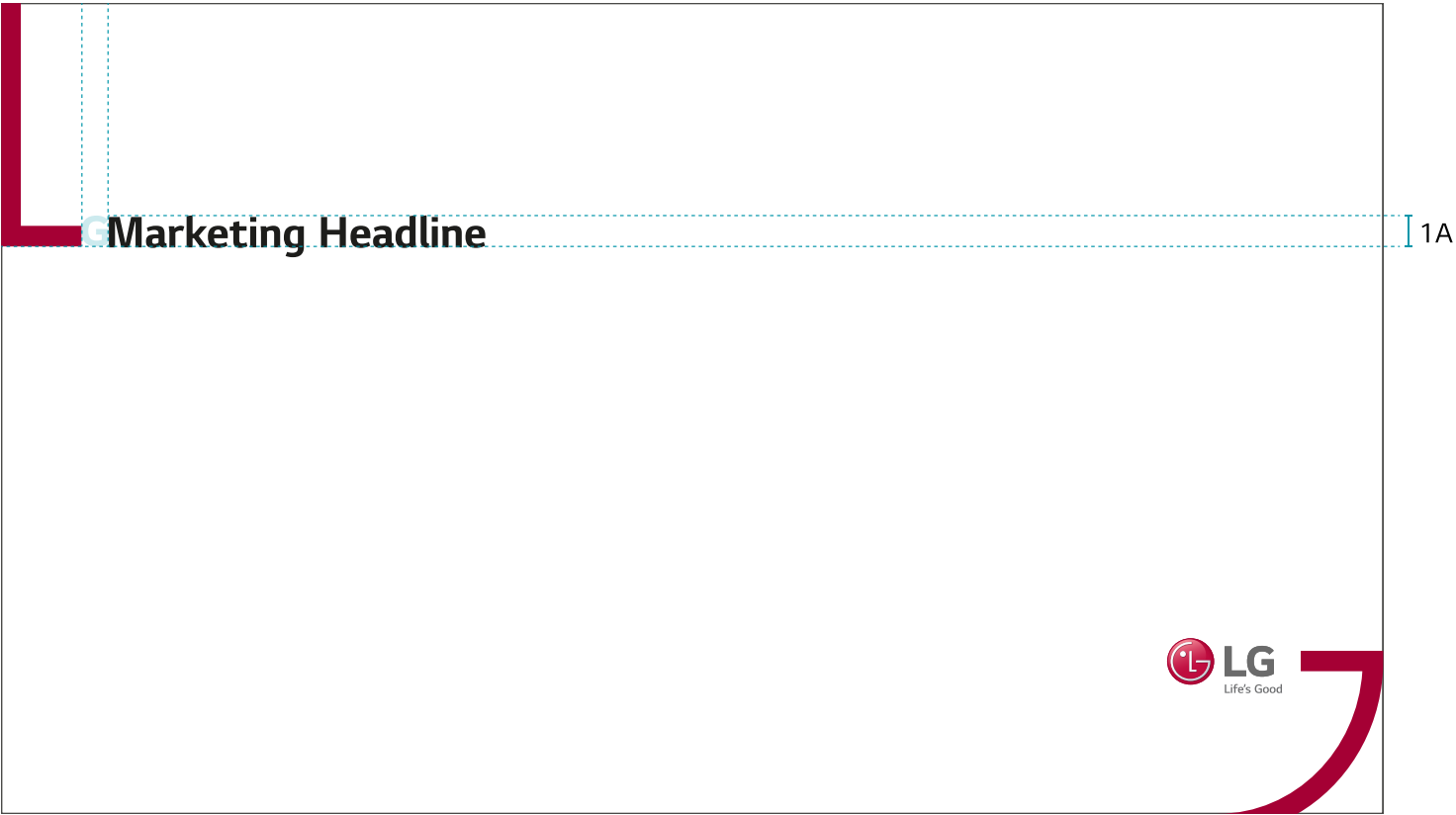
! 0.75A: 75% of 1A to be applied as the space between the headline and the sub-headline



Headline Treatment

Standard Headline

The lower base line of the headline should be vertically aligned with L Motif’s lower base line.



Headline Treatment

Multiple Headlines

The space between the headlines should be adjusted as deemed fit based on their sizes.

The lower base line of the headline should be vertically aligned with L Motif’s lower base line.

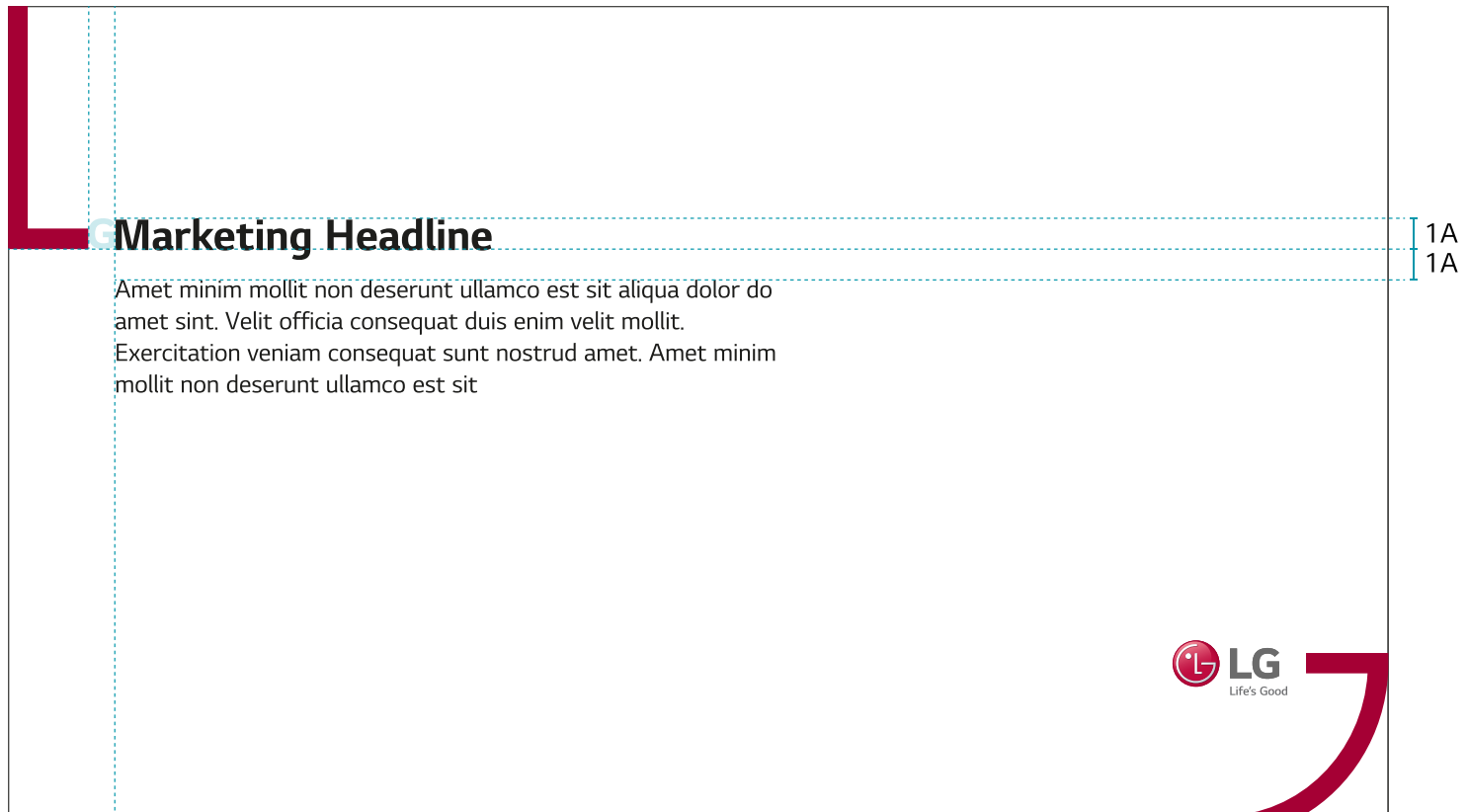


Headline Treatment

Headline + Body Copy

The lower base line of the headline should be vertically aligned with L Motif's lower base line, while the body copy should be placed below the headline.

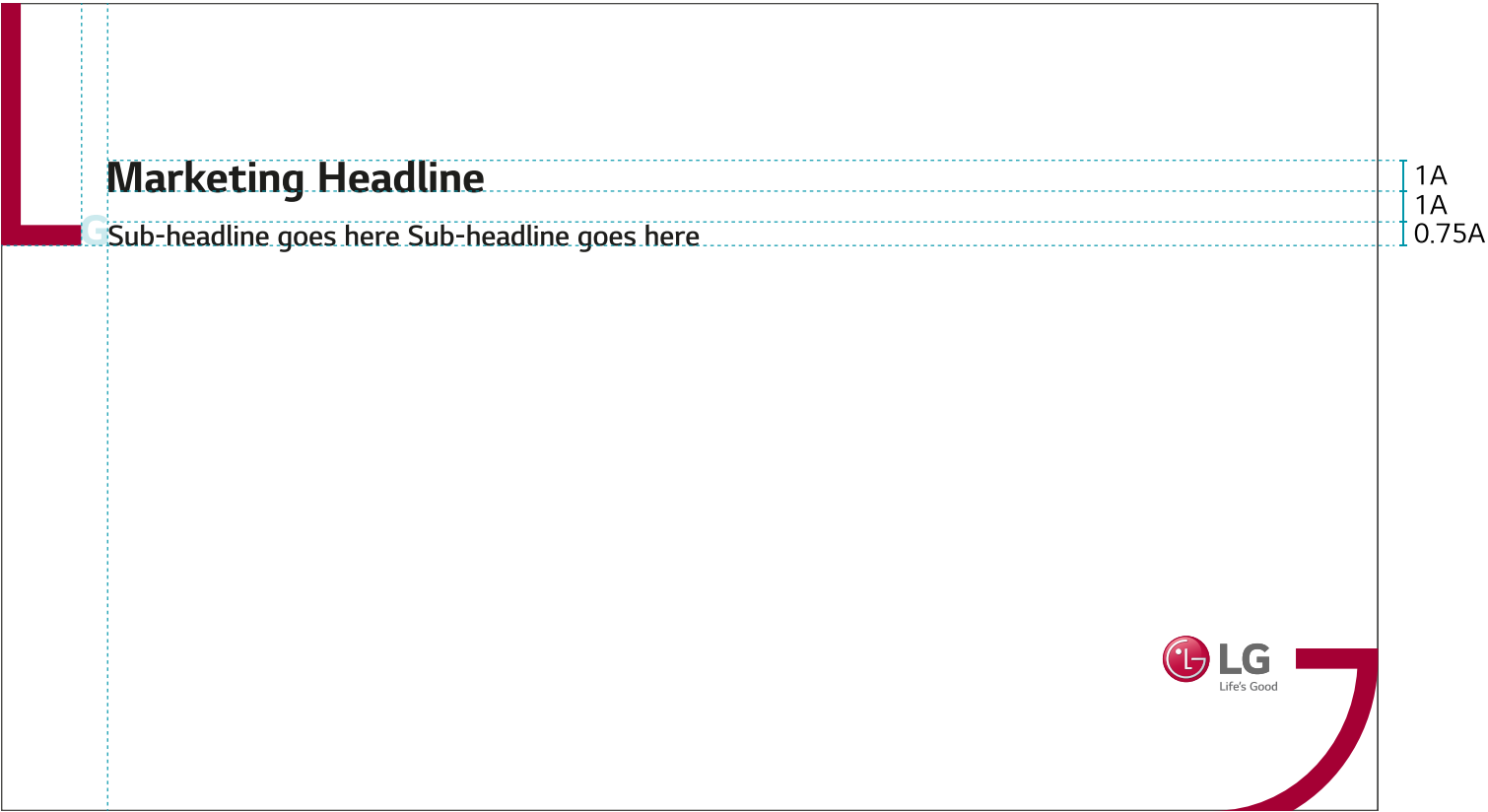
The text of the body copy should be no more than four lines.



Headline Treatment

Headline + Sub-headline

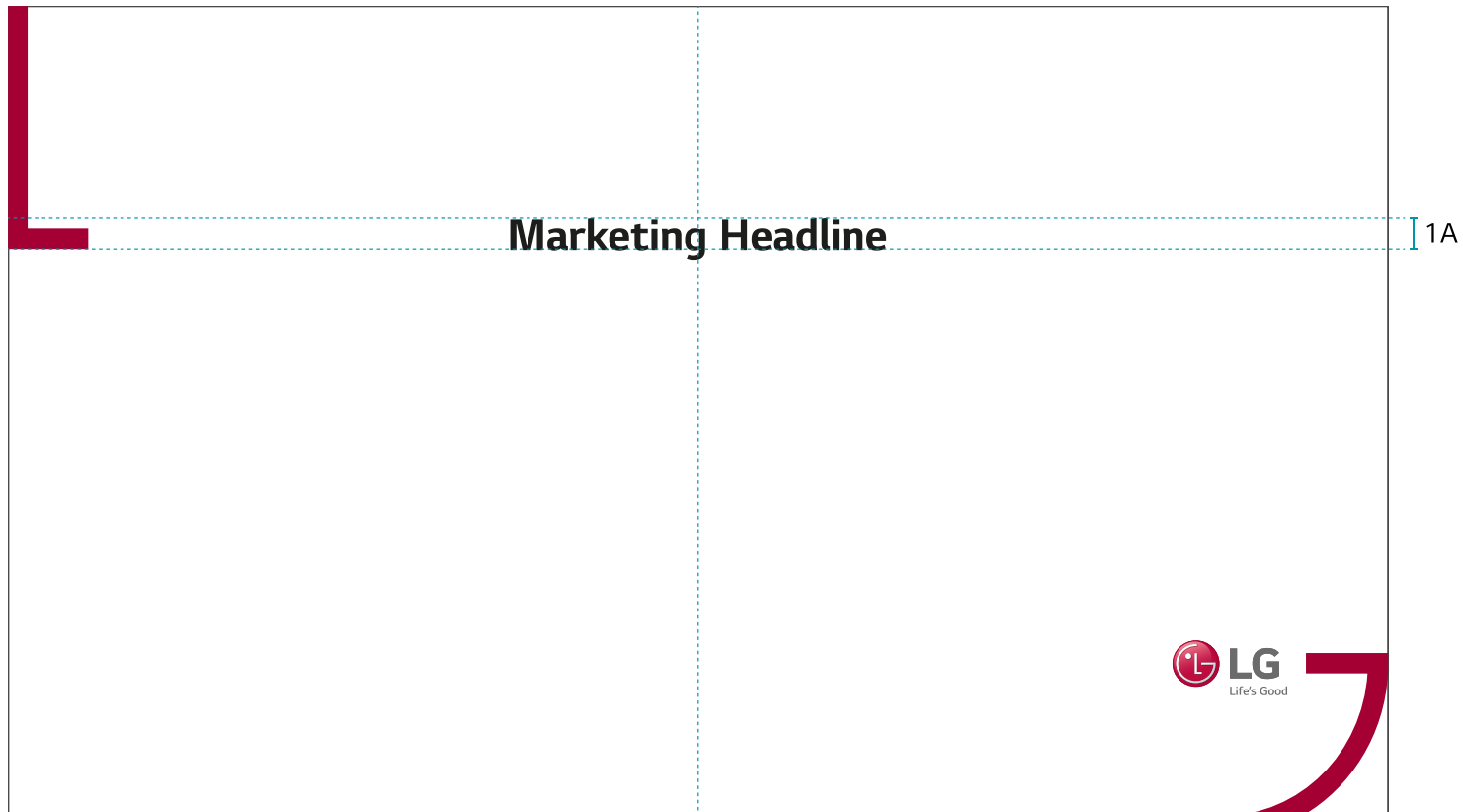
The sub-headline should be vertically aligned with L Motif's lower base line.



Headline Treatment

Standard Headline (horizontally centered)

The headline can be centered horizontally based on the overall layout. When horizontally centering the headline, the lower base line of the headline should be vertically aligned with the upper base line of L Motif's horizontal part.



Headline Treatment

Multiple Headlines (horizontally centered)



Headline Treatment

Headline + Body Copy (horizontally centered)



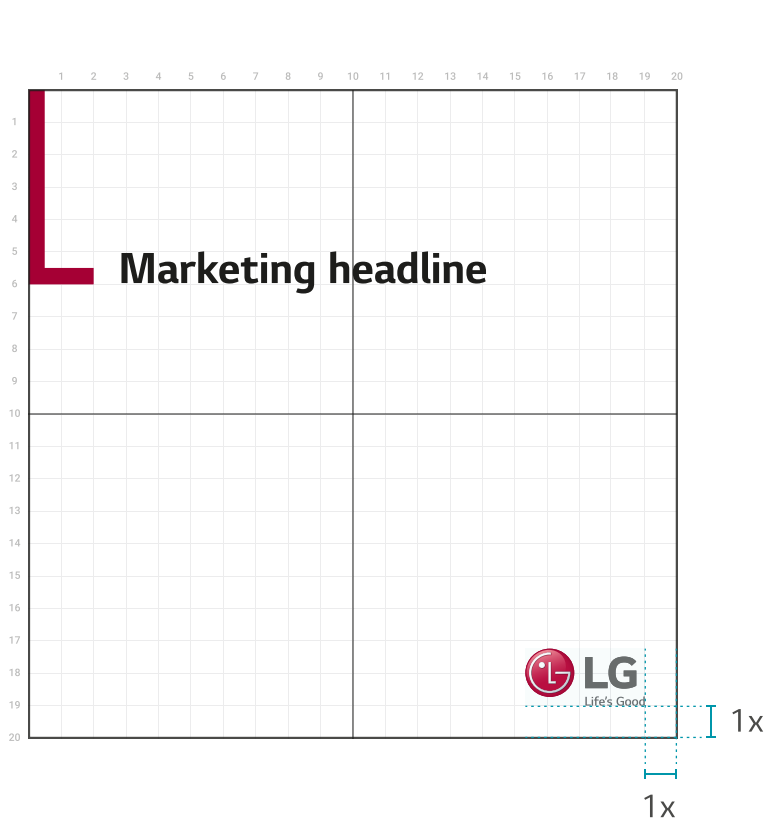
Headline Treatment

Headline + Sub-headline (horizontally centered)



Only L Motif

The headline should be positioned to the right of the motif and the LG logo in the bottom right corner or upper right corner.
The headline and logo should be sized based on the above guidelines.

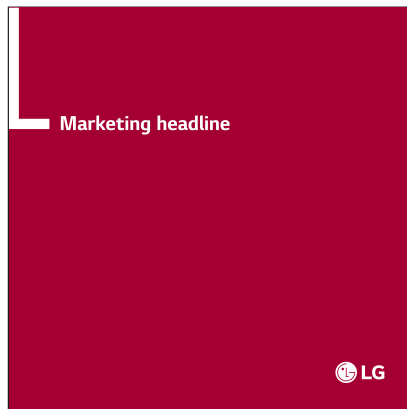


Only L Motif

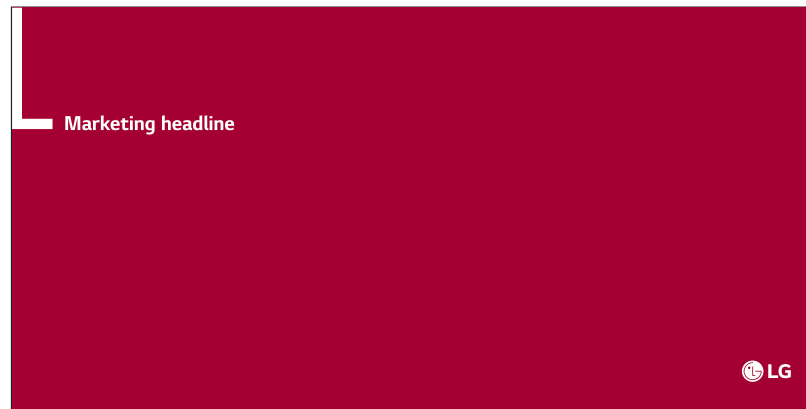
Motif Placement by Canvas Type

The motif should be placed as follows by canvas type.

Square-shaped canvas



Horizontally long canvas



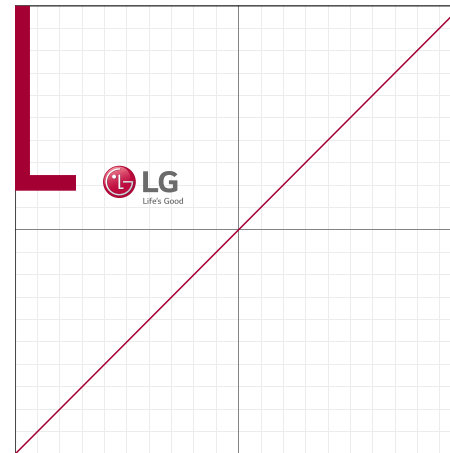
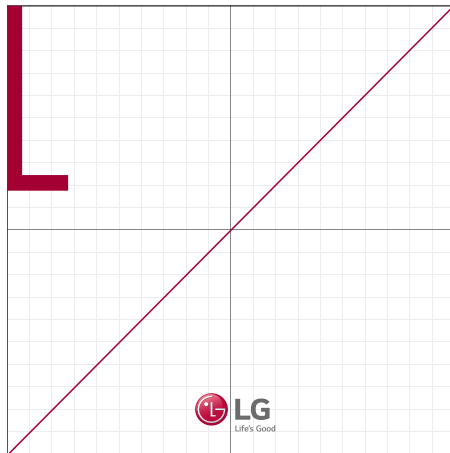
Vertically long canvas



Only L Motif

Incorrect Usage

Do not place the logo in the improper position.

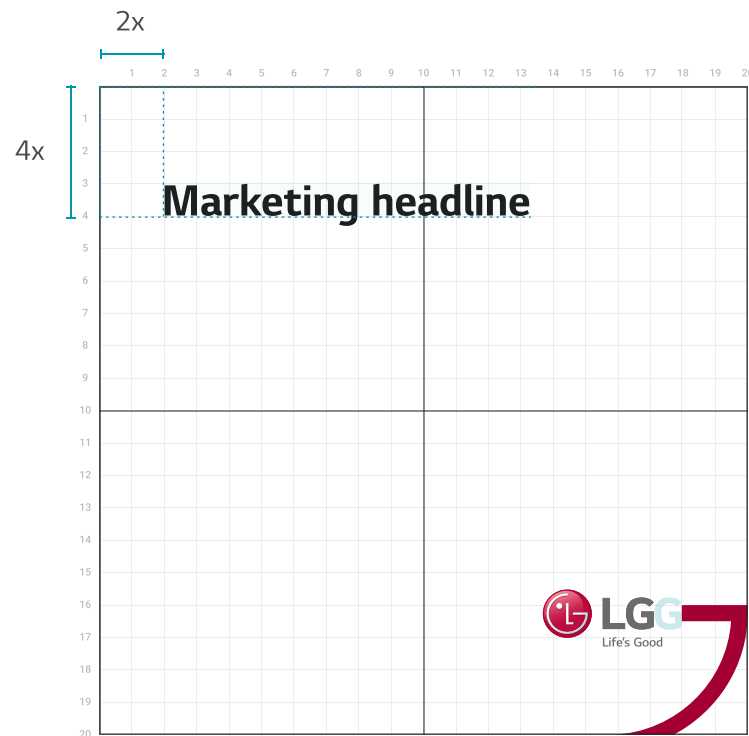


Only G Motif

When applying the motif, the logo should be positioned in the upper left corner or bottom right corner.

When positioning the logo in the upper left corner, make sure to secure the clear space of 1x, which is equivalent to twice the stroke width of the motif.

The logo should be sized based on the above guidelines.



When placing the logo in the bottom right corner, the headline should be positioned with an exclusion zone of 2x from the left edge and an exclusion zone of 3x from the top.



When placing the logo in the upper left corner, the headline should be both horizontally and vertically centered.

Only G Motif

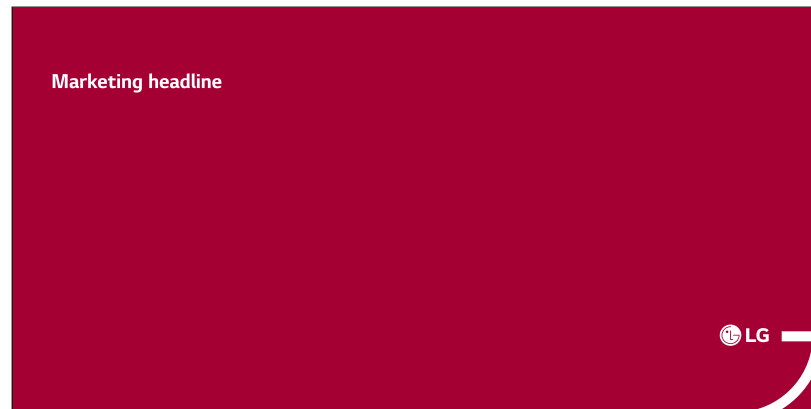
Motif Placement by Canvas Type

The motif should be placed as follows by canvas type.

Square-shaped canvas



Horizontally long canvas



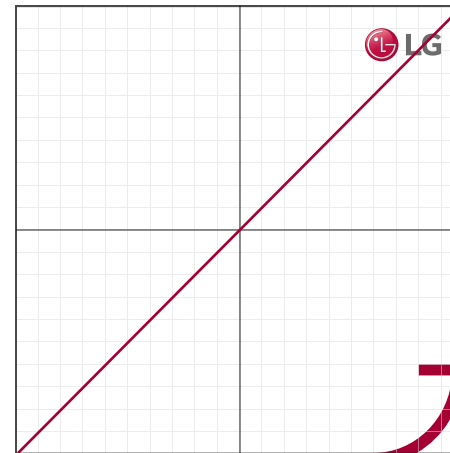
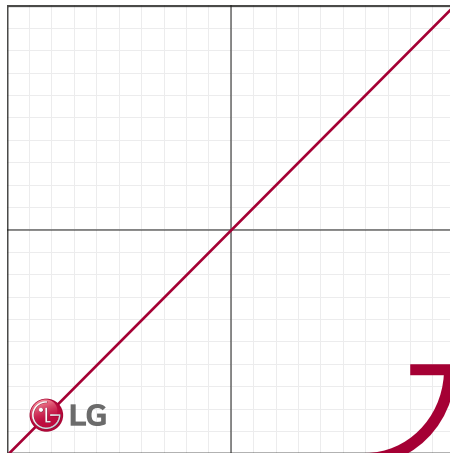
Vertically long canvas

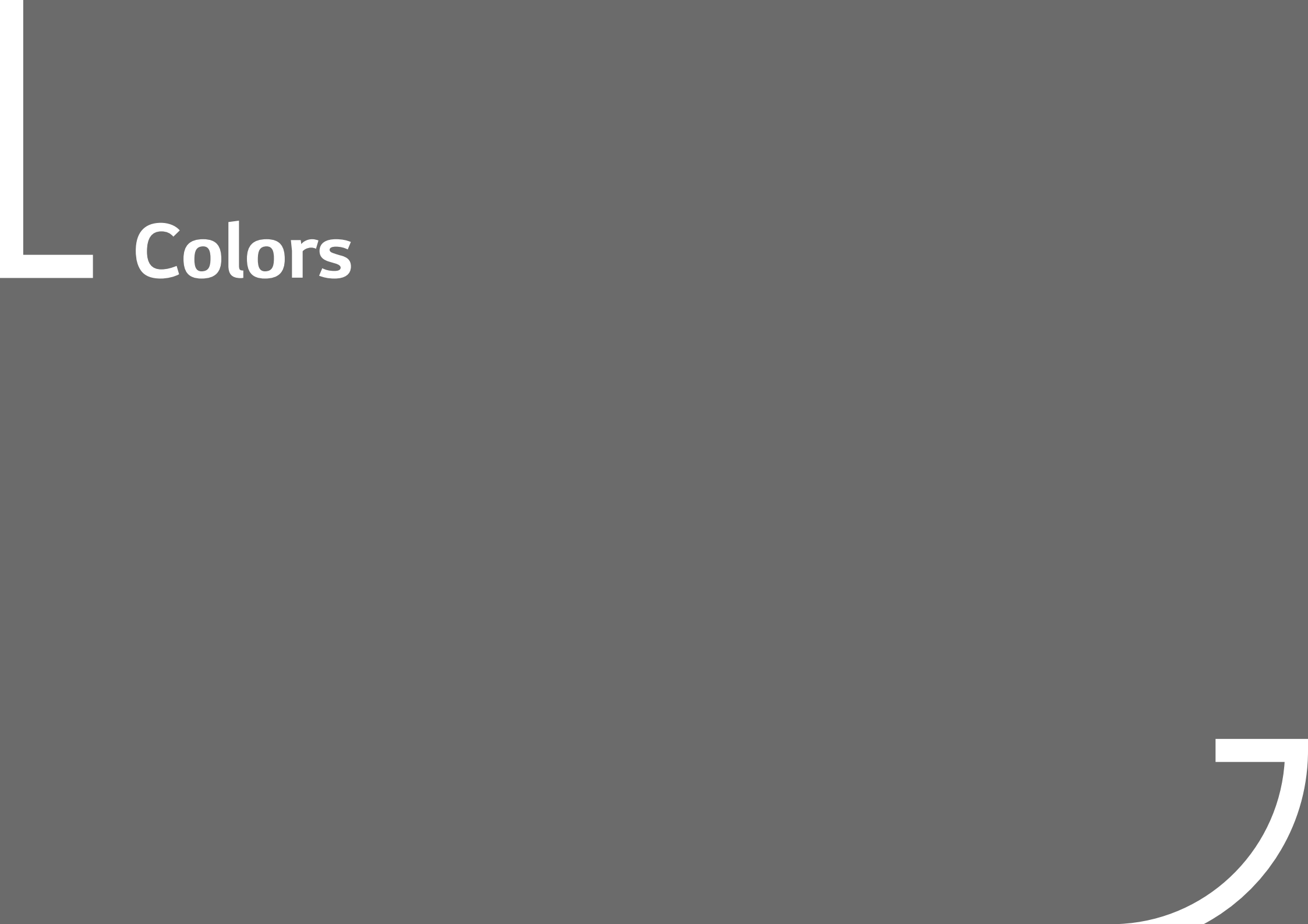


Only G Motif

Incorrect Usage

Do not place the logo in the improper position.





Colors

Color System

Primary Colors

LG Red is the dominant color that highlights our brand identity and plays an instrumental role in setting us apart from our competitors.

	LG Red			LG Gray			LG White	
	PMS	207C		PMS	424C			
	CMYK	0 100 62 22		CMYK	0 0 0 70		CMYK	0 0 0 0
	RGB	165 0 52		RGB	107 107 107		RGB	255 255 255
	HEX	#A50034		HEX	#6B6B6B		HEX	#FFFFFF

Secondary Colors

The use of secondary colors provides creative flexibility and vitality to the overall design.

	LG Pink			LG Purple			LG Light Purple			LG Teal			LG Light Teal	
	PMS	225C		PMS	267C		PMS	2582C		PMS	7711C		PMS	3385C
	CMYK	0 100 0 0		CMYK	82 97 0 0		CMYK	35 70 0 0		CMYK	98 0 28 4		CMYK	45 0 35 0
	RGB	236 0 140		RGB	97 39 158		RGB	177 80 197		RGB	0 150 10		RGB	60 213 175
	HEX	#EC008B		HEX	#61279E		HEX	#B150C5		HEX	#0096AA		HEX	#3CD5AF
	LG Orange			LG Yellow			LG Light Gray			LG Black				
	PMS	152C		PMS	115C		PMS	Cool Gray 1C		CMYK	0 0 0 100			
	CMYK	0 62 95 0		CMYK	0 5 98 0		CMYK	0 0 0 10		RGB	0 0 0			
	RGB	233 115 0		RGB	255 218 39		RGB	217 218 219		HEX	#1D1D1B			
	HEX	#E97300		HEX	#FFDA27		HEX	#D9DADB						

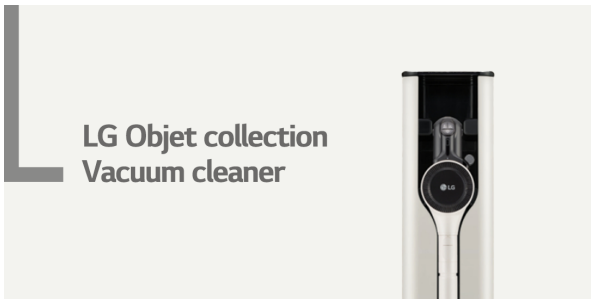
Metallic Colors

	LG Silver			LG Gold	
	PMS	877C		PMS	872C
	CMYK	53 43 39 0		CMYK	20 30 70 15
	RGB	138 140 143		RGB	180 151 90
	HEX	#8A8C8F		HEX	#B49759

Accessibility Contrast

To ensure visibility, the color contrast between text and the background should at least meet the Web Content Accessibility Guidelines (WCAG) compliance level of AA (4.5:1).

Color Contrast Ratio



Color	Text	Background
	<div><div></div><div>#686866</div></div>	<div><div></div><div>#ECEBE9</div></div>
Contrast Ratio	<div>4.68 : 1</div>	
Large Text	WCAG AAA	PASS
	<div>TEXT</div>	




Color	Text	Background
	<div><div></div><div>#CDCCCA</div></div>	<div><div></div><div>#ECEBE9</div></div>
Contrast Ratio	<div>1.34 : 1</div>	
Large Text	WCAG AAA	FAIL
	<div>TEXT</div>	


Accessibility Contrast

To ensure visibility, the color contrast between text and the background should at least meet the Web Content Accessibility Guidelines (WCAG) compliance level of AA (4.5:1).

Primary Colors




AAA



AAA




AAA



AAA




AAA



AAA




AA



AAA




AAA




AAA


Secondary Colors




AAA




AAA




AAA




AAA




AAA




AAA




AAA




AAA




AAA




AAA




AAA




AA




AAA




AAA




AAA




AAA




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AA



AAA



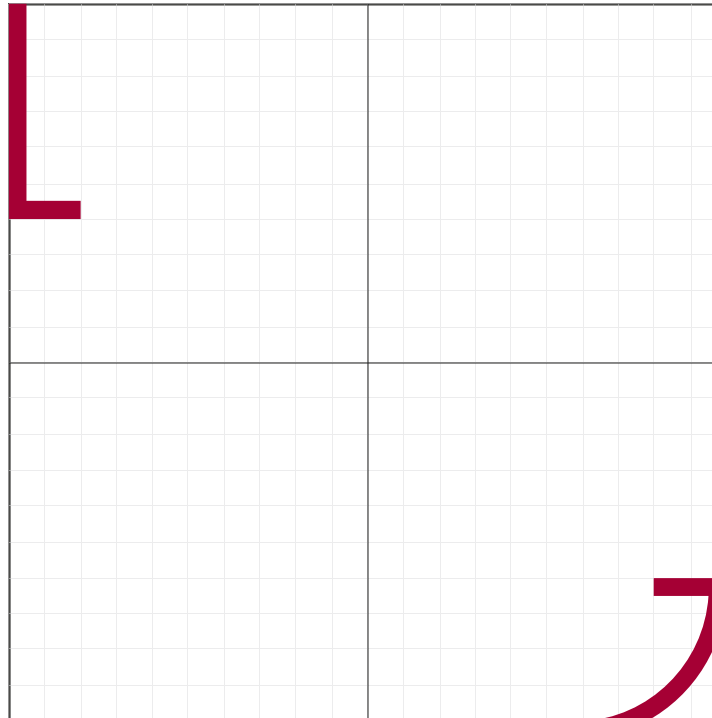
AAA

Solid Color Application

Any brand color may be used with the opacity value adjusted as deemed fit.
Make sure that the opacity values of L Motif and G Motif remain the same.

! Do not render the motifs in complementary colors.

Brand Color
Opacity 10% ~ 100%



Brand Color
Opacity 10% ~ 100%

Gradient Effect Application

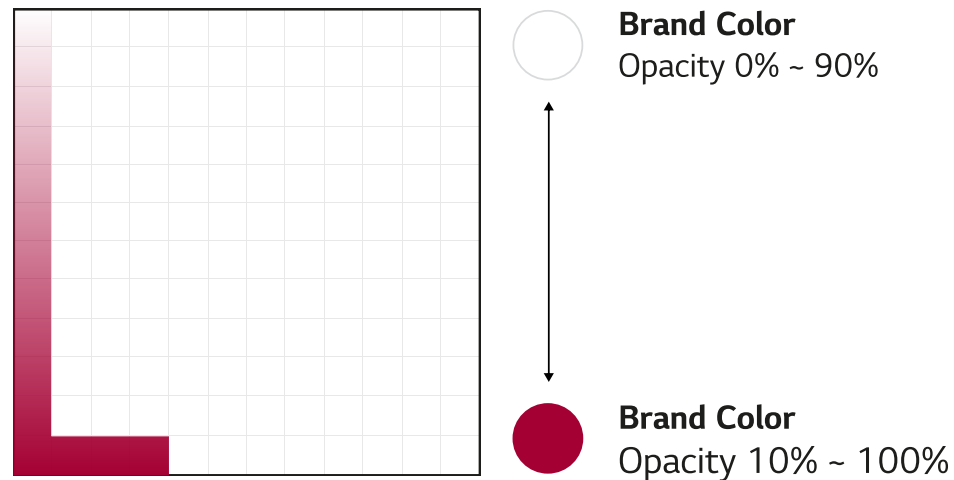
Single-Color Gradient

Any brand color may be used, and the gradient effect on the main motifs should be displayed vertically.

① L Motif

Any brand color may be used with the opacity value adjusted as deemed fit. Make sure that the opacity value of the upper gradient breakpoint is lower than that of the lower gradient breakpoint. The opacity values of these two breakpoints should show a 10% difference at minimum.

! Gradient breakpoint : The point where the color starts to change in opacity



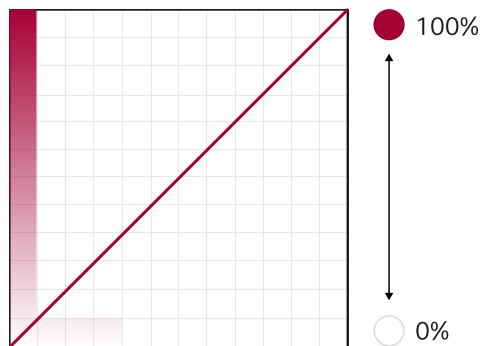
Gradient Effect Application

Single-Color Gradient

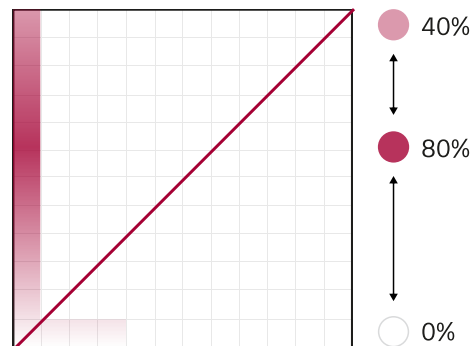
Any brand color may be used, and the gradient effect on the main motifs should be displayed vertically.

1 L Motif

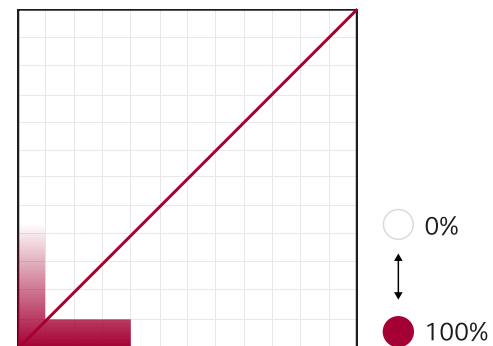
Incorrect Usage



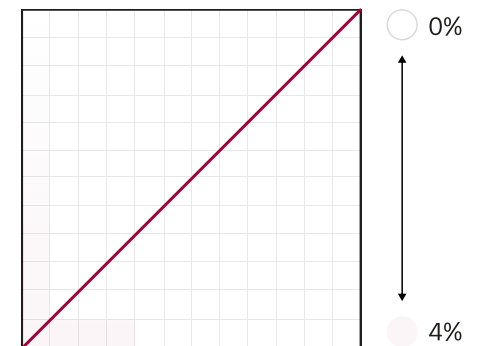
The opacity value of the upper gradient breakpoint is higher.



There are three or more gradient breakpoints within a single motif.



The motif's shape is altered to a nearly unrecognizable extent.



Visibility is compromised due to the excessively low opacity value (less than 10%), etc.

Gradient Effect Application

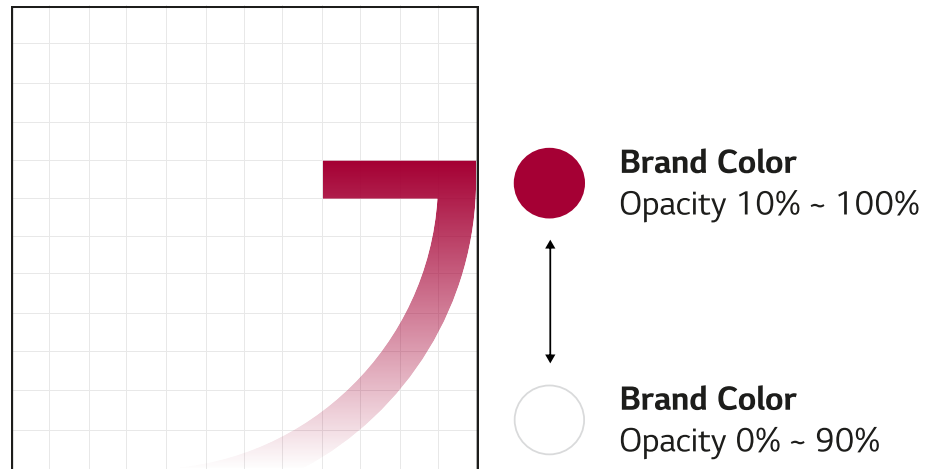
Single-Color Gradient

Any brand color may be used, and the gradient effect on the main motifs should be displayed vertically.

② G Motif

Any brand color may be used with the opacity value adjusted as deemed fit. Make sure that the opacity value of the lower gradient breakpoint is lower than that of the upper gradient breakpoint. The opacity values of these two breakpoints should show a 10% difference at minimum.

! Gradient breakpoint : The point where the color starts to change in opacity



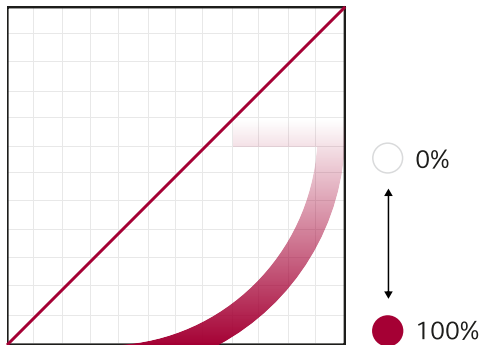
Gradient Effect Application

Single-Color Gradient

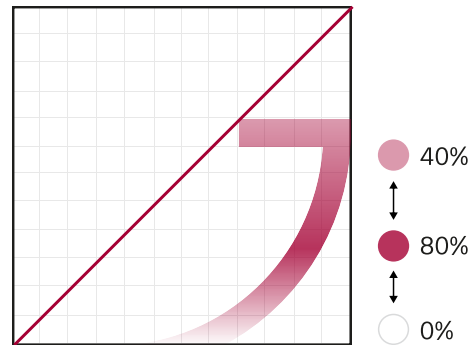
Any brand color may be used, and the gradient effect on the main motifs should be displayed vertically.

2 G Motif

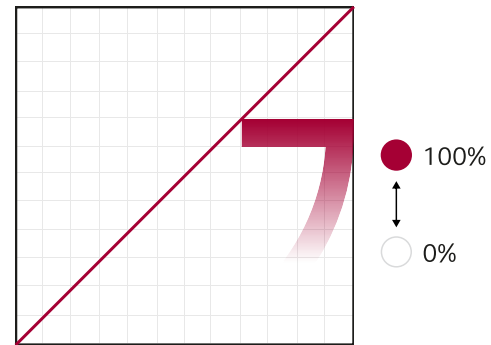
Incorrect Usage



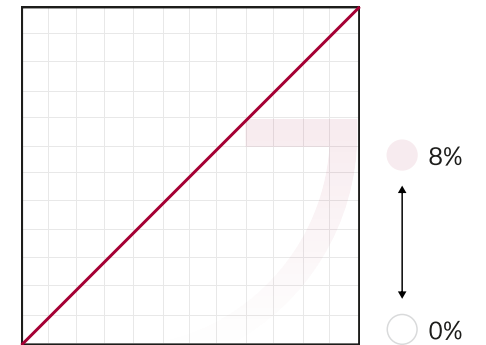
The opacity value of the lower gradient breakpoint is higher.



There are three or more gradient breakpoints within a single motif.



The motif's shape is altered to a nearly unrecognizable extent.



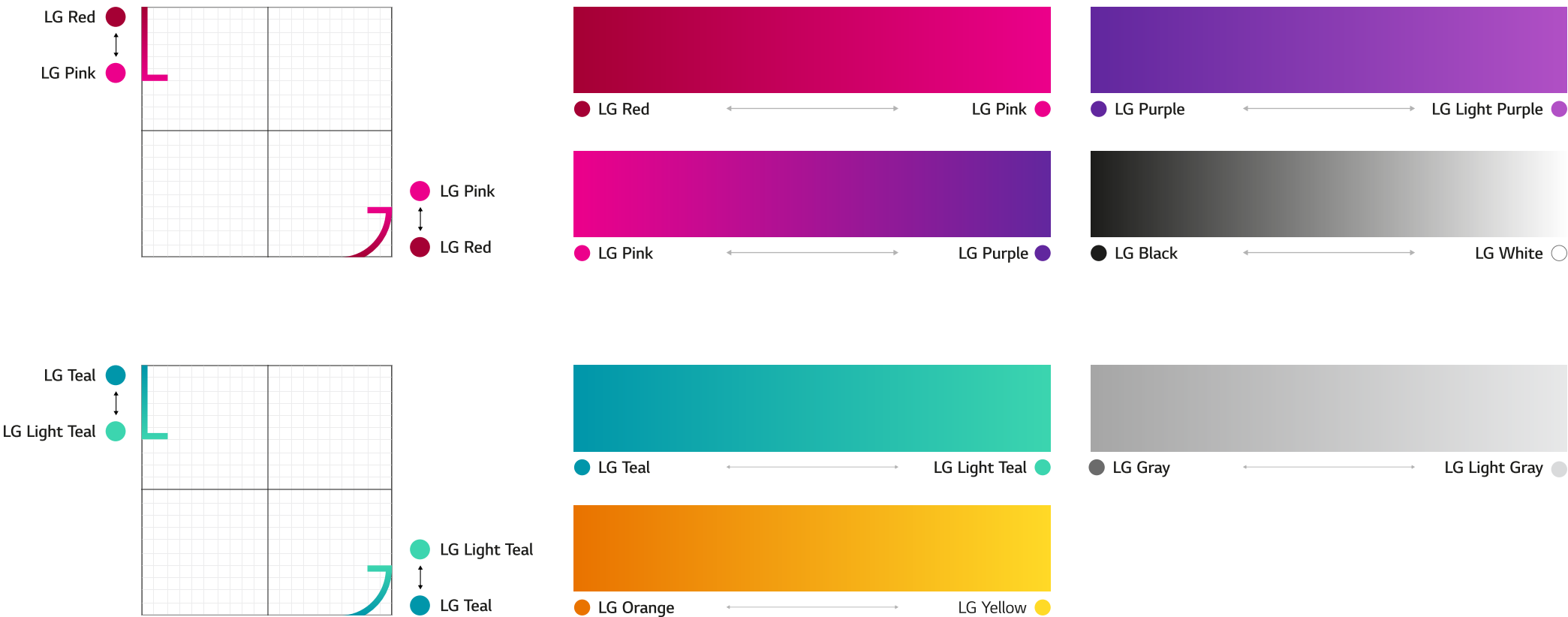
Visibility is compromised due to the excessively low opacity value (less than 10%), etc.

Gradient Effect Application

Multi-Color Gradient

Diverse colors on the color palette can be used to add vitality to the overall design.

Adjust the opacity value as deemed fit, and refer to the above Single-Color Gradient section for the detailed requirements.



Gradient Effect Application

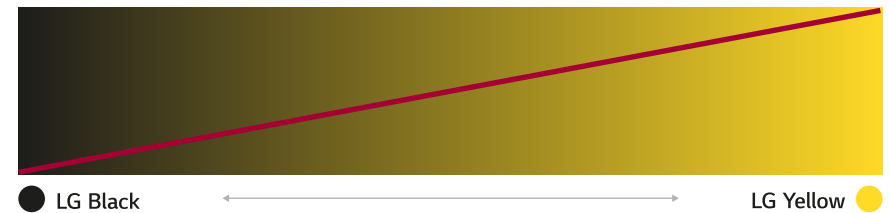
Multi-Color Gradient

Diverse colors on the color palette can be used to add vitality to the overall design.

Adjust the opacity value as deemed fit, and refer to the above Single-Color Gradient section for the detailed requirements.

Incorrect Usage

Do not render the motifs in complementary colors.



Main Motif Colors

When placing the motifs on a background with photographic images, render them in colors that well harmonize with the background.

When placing the motifs on a simple background without any photographic images, colors may be chosen more freely.

Solid and Single-Color Gradient



Main Motif Colors

When placing the motifs on a background with photographic images, render them in colors that well harmonize with the background.
When placing the motifs on a simple background without any photographic images, colors may be chosen more freely.

Multi-Color Gradient



● LG Black | ○ LG White



● LG Gray | ● LG Light Gray



● LG Red | ● LG Pink



● LG Purple | ● LG Light Purple



● LG Pink | ● LG Purple



● LG Orange | ● LG Yellow



● LG Teal | ● LG Light Teal

Main Motif Colors

Different Colors Applied to L Motif and G Motif



L Motif and G Motif may be rendered in colors different from each other when placed on a background displaying a gradient effect with two or more colors.

Incorrect Usage

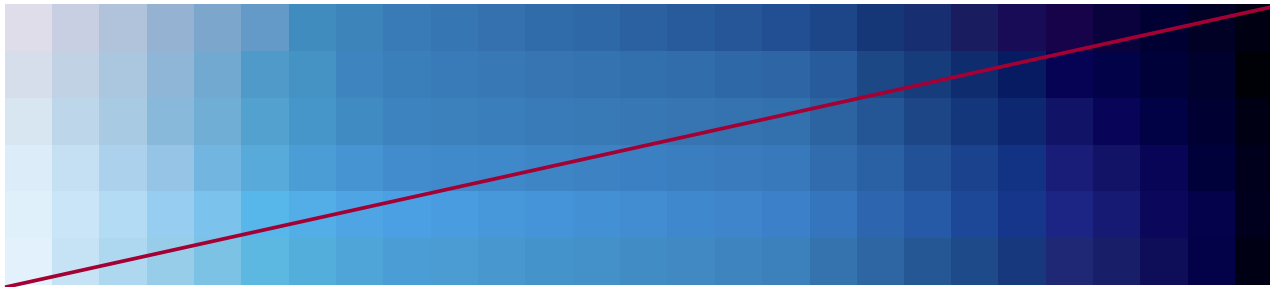


Do not render the motifs in complementary colors.

Main Motif Colors

No Blue Policy

Do not use the range of colors that may remind the viewers of our competitor.



Incorrect Usage



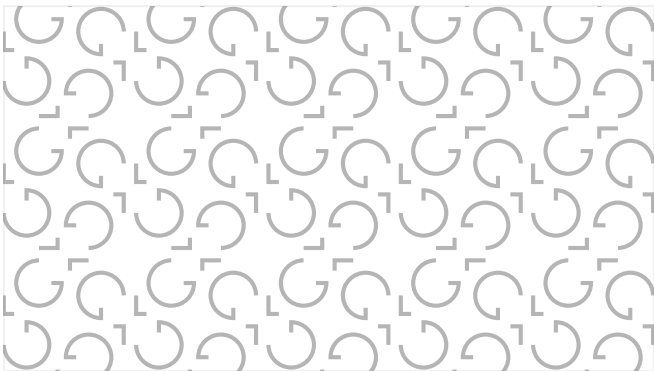


Patterns

Primary and Secondary Patterns

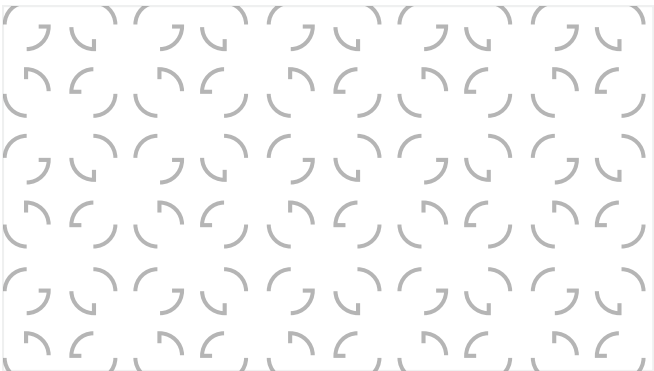
The patterns were developed using the same grid system and elements as the motifs.
They feature units of different sizes that are repeated in diverse ways to help create a unique background.
Select the pattern deemed most suited for the purpose of each design.

Primary Patterns



Primary 01

Pattern unit



Primary 02

Pattern unit



Primary and Secondary Patterns

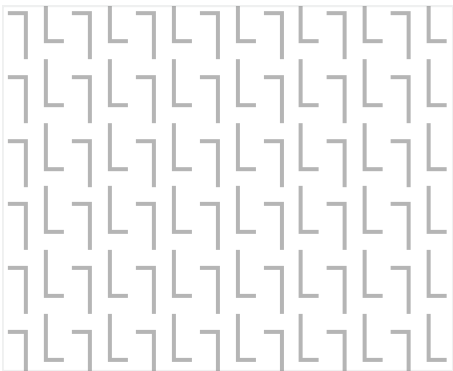
The patterns were developed using the same grid system and elements as the motifs.
They feature units of different sizes that are repeated in diverse ways to help create a unique background.
Select the pattern deemed most suited for the purpose of each design.

Secondary Patterns



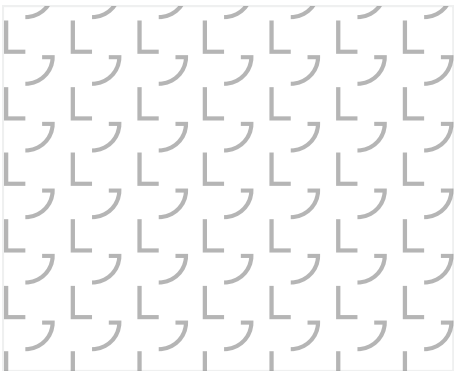
Secondary 01

Pattern unit



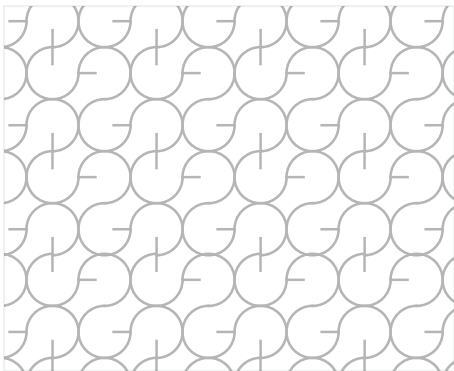
Secondary 02

Pattern unit



Secondary 03

Pattern unit



Secondary 04

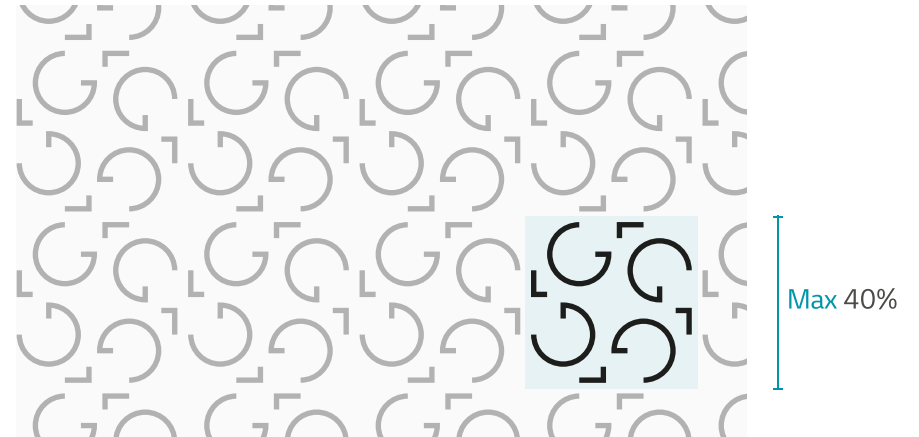
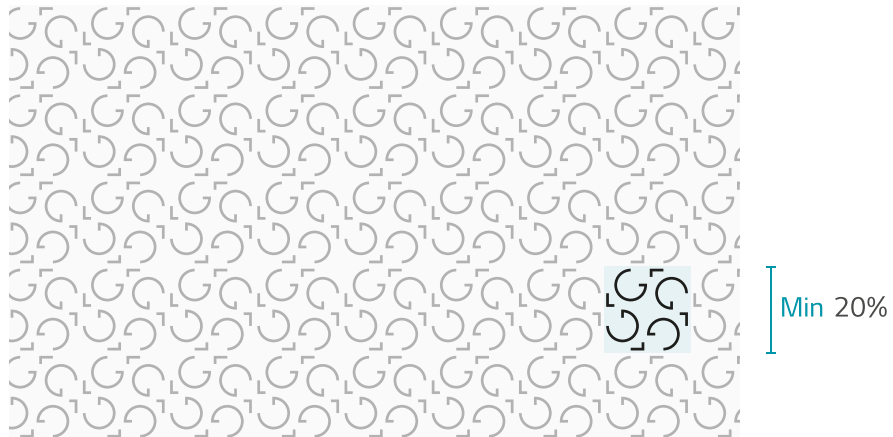
Pattern unit



Primary and Secondary Patterns

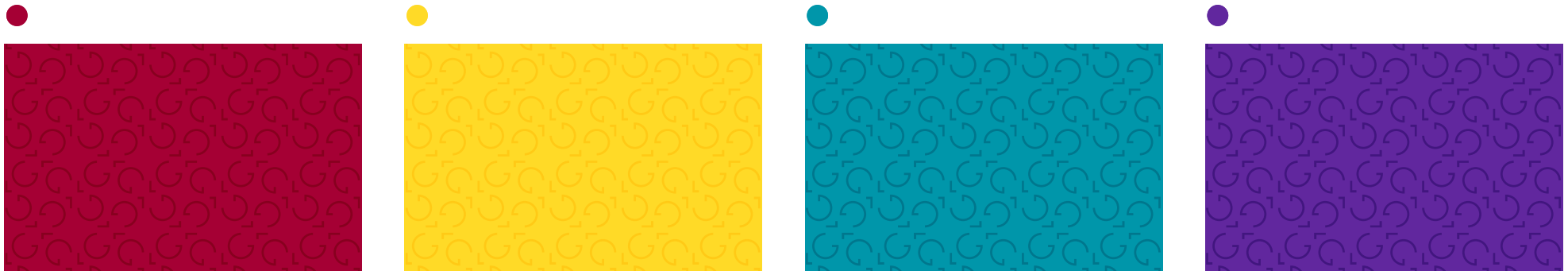
Pattern Size

Make sure that each pattern unit accounts for no less than 20% and no more than 40% of the total length of the shorter side.



Pattern Colors

Any color from our brand color palette can be applied when placing a pattern on the background as shown in the following examples. The pattern should be rendered in the background color adjusted with the Multiply mode (30-50%).



Application

Without the Motifs

The pattern should appear subdued when providing a background for photographic images.

Make sure that the pattern does not overly stand out by using a color similar to the background color or tone-on-tone coloring.

Do not apply the gradient effect to the pattern.



Application

With the Motifs

It is recommended to render the motifs in a single color to ensure visibility when used in combination with a pattern.

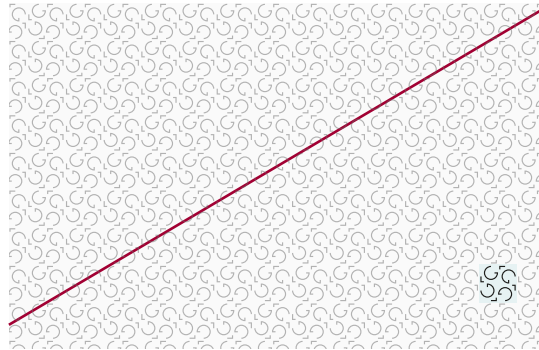
Render the pattern in a color similar to that of the motifs or use tone-on-tone coloring so that the pattern does not overwhelm and compromise the visibility of the motifs.



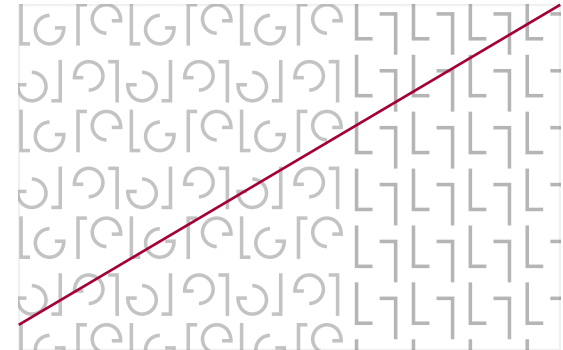
Incorrect usage



The pattern unit is overly large.



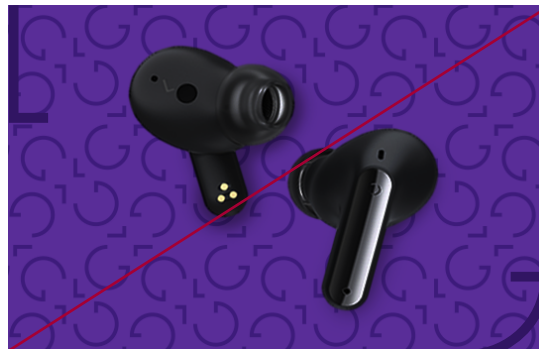
The pattern unit is overly small.



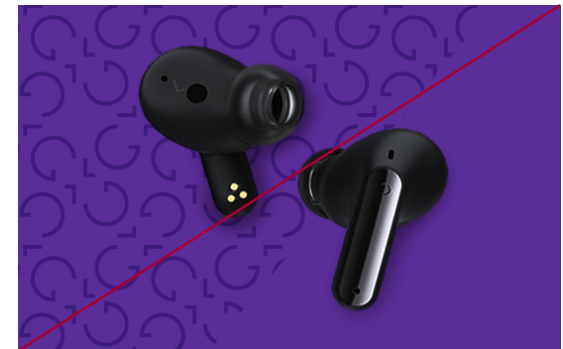
Multiple patterns are used at once.



The pattern is too conspicuous.



Visibility of the motifs is compromised.



The pattern appears incomplete.

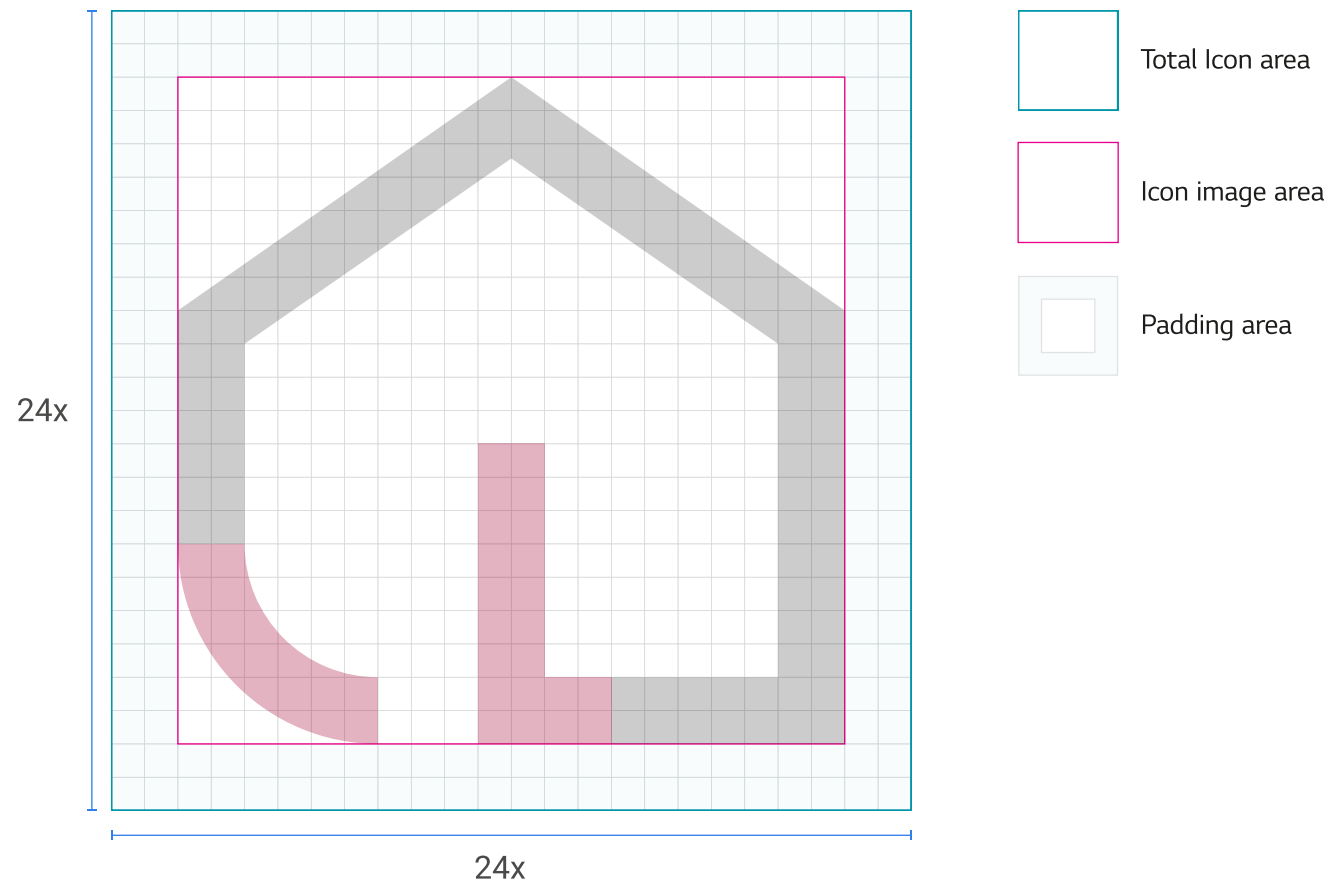


App Icons



Overview and Construction

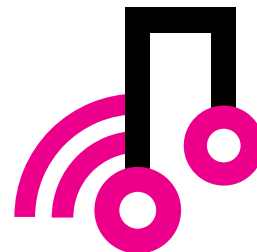
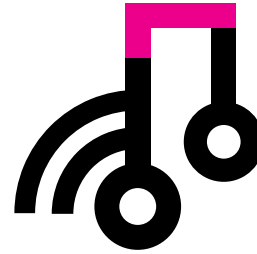
App icons unique to LG can be created by employing the grid system and the geometric lines of L Motif and G Motif.



Overview and Construction

Motif-Inspired App Icons

App icons should be designed based on the straight line of L Motif and the curve of G Motif to ensure consistency.



Application

Combine the icons and brand colors to create a dynamic system that can facilitate communication of a wide range of themes, products, and services.

LG Red

Place the icons rendered in White on a LG Red background to reinforce our brand identity and ensure visibility.




LG Red

PMS	207C
CMYK	0 100 62 22
RGB	165 0 52
HEX	#A50034


Secondary Colors

The icons can be placed on a background rendered in a secondary color.




LG Purple

PMS	267C
CMYK	82 97 0 0
RGB	97 39 158
HEX	#61279E




LG Teal

PMS	7711C
CMYK	98 0 28 4
RGB	0 150 170
HEX	#0096AA




LG Pink

PMS	225C
CMYK	0 100 0 0
RGB	236 0 140
HEX	#EC008B




LG Yellow

PMS	115C
CMYK	0 5 98 0
RGB	255 218 39
HEX	#FFDA27




LG Light Purple

PMS	2582C
CMYK	35 70 0 0
RGB	177 80 197
HEX	#B150C5



LG Light Teal

PMS	3385C
CMYK	45 0 35 0
RGB	60 213 175
HEX	#3CD5AF



LG Orange

PMS	152C
CMYK	0 62 95 0
RGB	233 115 0
HEX	#E97300

Application

Combine the icons and brand colors to create a dynamic system that can facilitate communication of a wide range of themes, products, and services.

LG Gradient

The icons can be placed on a background which displays the LG gradient consisting of the brand colors to add a vibrant feel.

In addition to the examples on the right, the Multi-Color Gradient under “Color System” can also be selected.



● **LG Red**

PMS	207C
CMYK	0 100 62 22
RGB	165 0 52
HEX	#A50034

● **LG Pink**

PMS	225C
CMYK	0 100 0 0
RGB	236 0 140
HEX	#EC008B



● **LG Red**

PMS	207C
CMYK	0 100 62 22
RGB	165 0 52
HEX	#A50034

● **LG Orange**

PMS	152C
CMYK	0 62 95 0
RGB	233 115 0
HEX	#E97300



● **LG Red**

PMS	207C
CMYK	0 100 62 22
RGB	165 0 52
HEX	#A50034

● **LG Light Purple**

PMS	2582C
CMYK	35 70 0 0
RGB	177 80 197
HEX	#B150C5



● **LG Red**

PMS	207C
CMYK	0 100 62 22
RGB	165 0 52
HEX	#A50034

● **LG Yellow**

PMS	115C
CMYK	0 5 98 0
RGB	255 218 39
HEX	#FFDA27

Incorrect Usage

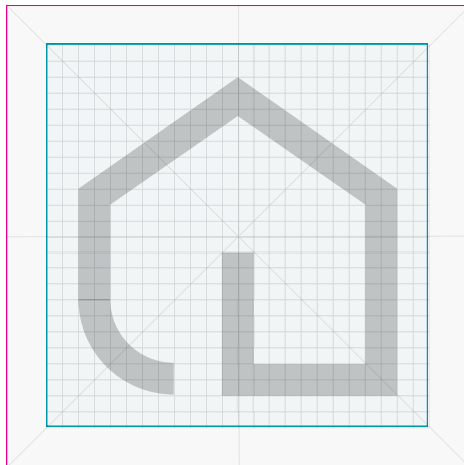
Do not render the motifs in complementary colors.



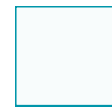
App Icon Size

Adjust the sizes of app icons for Android and iOS based on the following guidelines.

Android

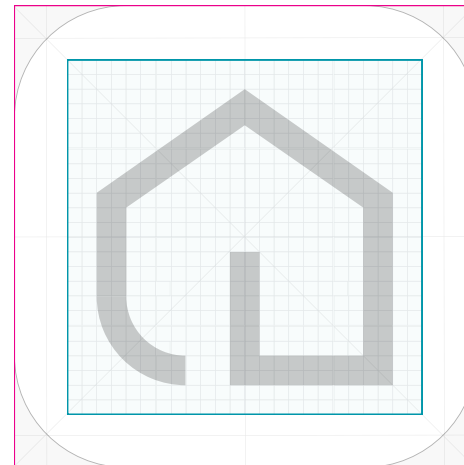


App Icon area
512px x 512px



Icon image area
384px x 384px

iOS



App Icon area
60pt x 60pt (@3x)



Icon image area
52pt x 52pt (@3x)



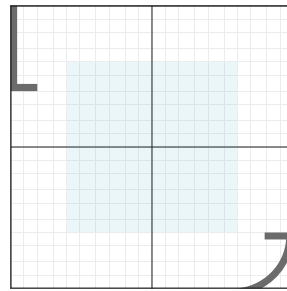
Photography

Example for Applying Graphic Motifs

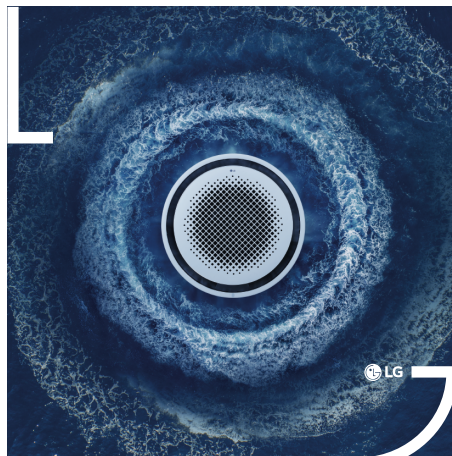
When Applying the Motif Only

Make sure that the main photographic image does not overlap with the main motifs. Preferably, place the main photographic image at the center of the indicated zone.

Main Motifs



Placement Point

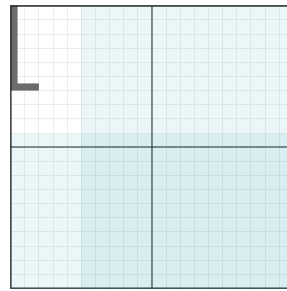


Example for Applying Graphic Motifs

When Applying the Motif Only

Make sure that the main photographic image does not overlap with the main motifs. Preferably, place the main photographic image at the center of the indicated zone.

Only L Motif



Placement Point

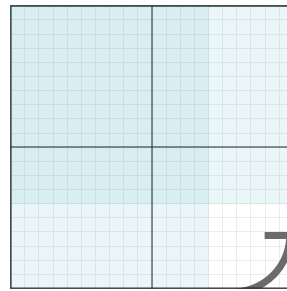


Example for Applying Graphic Motifs

When Applying the Motif Only

Make sure that the main photographic image does not overlap with the main motifs. Preferably, place the main photographic image at the center of the indicated zone.

Only G Motif



Placement Point

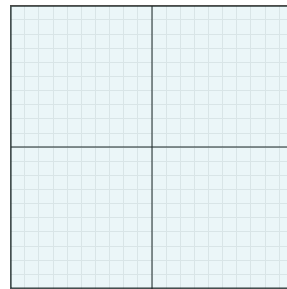


Example for Applying Graphic Motifs

When Applying the Motif Only

Make sure that the main photographic image does not overlap with the main motifs. Preferably, place the main photographic image at the center of the indicated zone.

Full G Motif



Placement Point

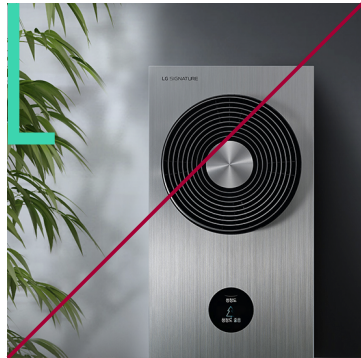


Example for Applying Graphic Motifs

Incorrect Usage



The main object is too close to the edge, compromising the visibility of the overall design.



The motif's visibility is compromised due to a complex image



The main object is too close to one of the motifs.



The main model overlaps with one of the motifs.



The main object overlaps with the motifs.

Example for Applying Graphic Motifs

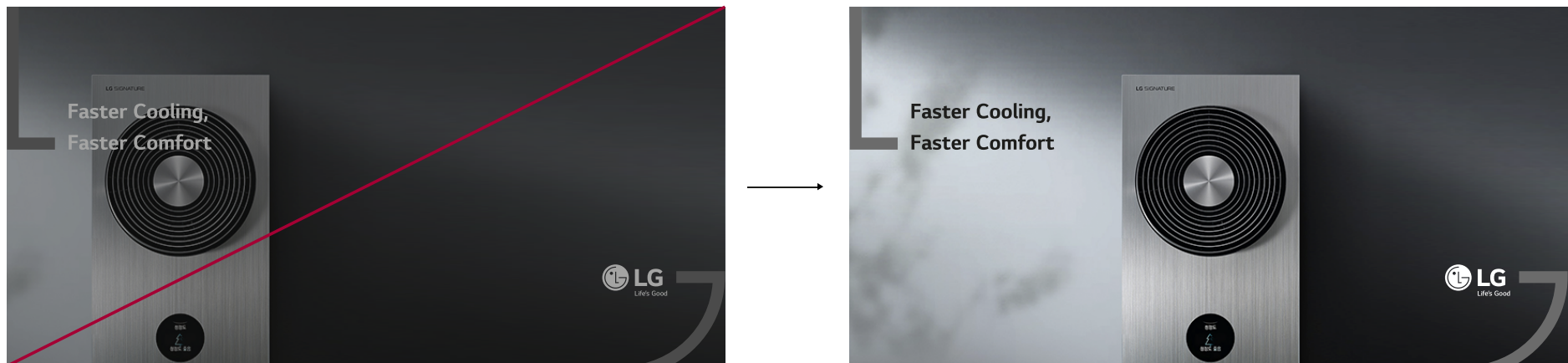
Typography and Image

The main object should not overlap with the headline and body copy.

When the main object overlaps with the headline

The main object should not overlap with the headline and sub-headline.

Do not place the headline or sub-headline over the main object. When the main object is the product of focus, make sure that the headline does not overlap with the logo and important design elements of the product.



Example for Applying Graphic Motifs

Typography and Image

The main object should not overlap with the headline and body copy.

When the main object overlaps with the body copy

The main object should not overlap with the body copy to keep the object image intact and ensure the visibility of the body copy.



Documents

Mandatory

- Offline

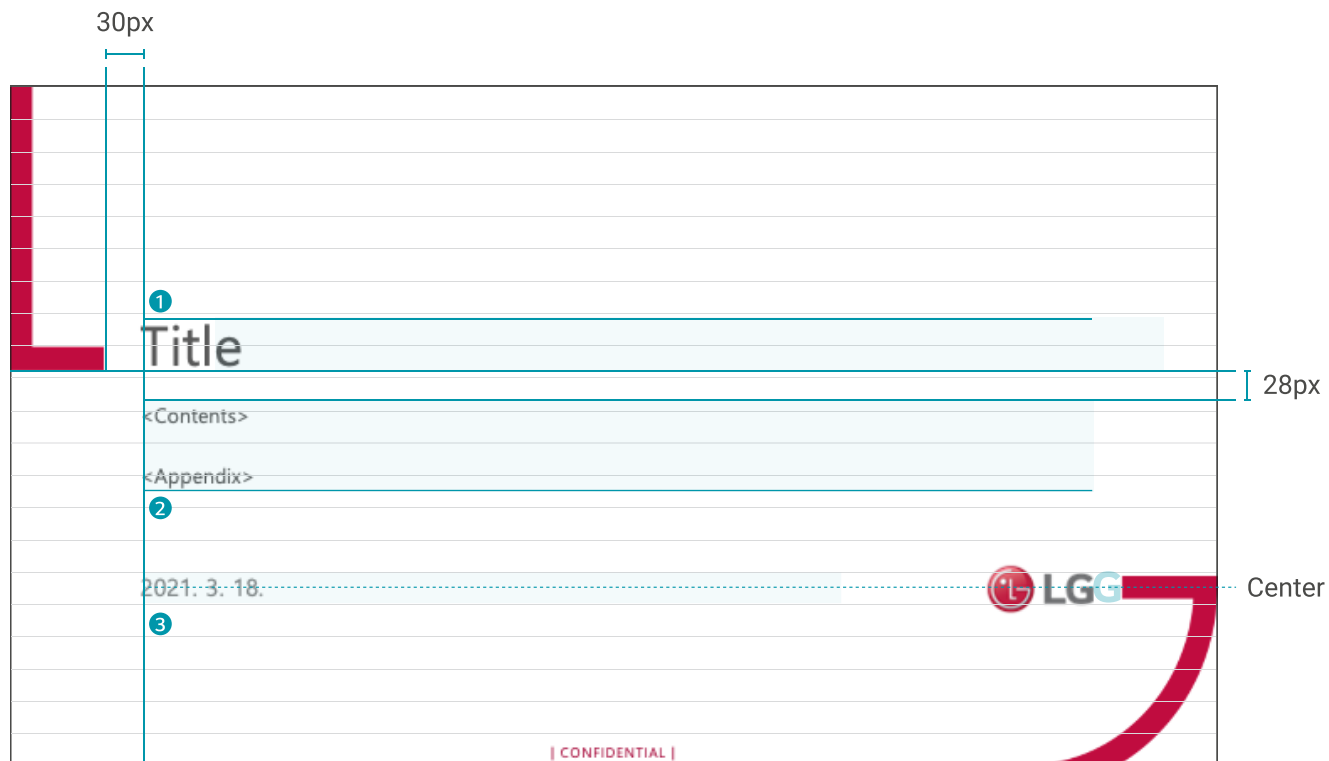
Report Templates

PPT Template (16:9)

Follow the main motif requirements when placing the motifs on documents.

Expand the sizes of the main motifs to 139% (compared to the standard type of L Motif) for a PowerPoint template with a 16:9 ratio.

The main motifs should be placed only on the title page.

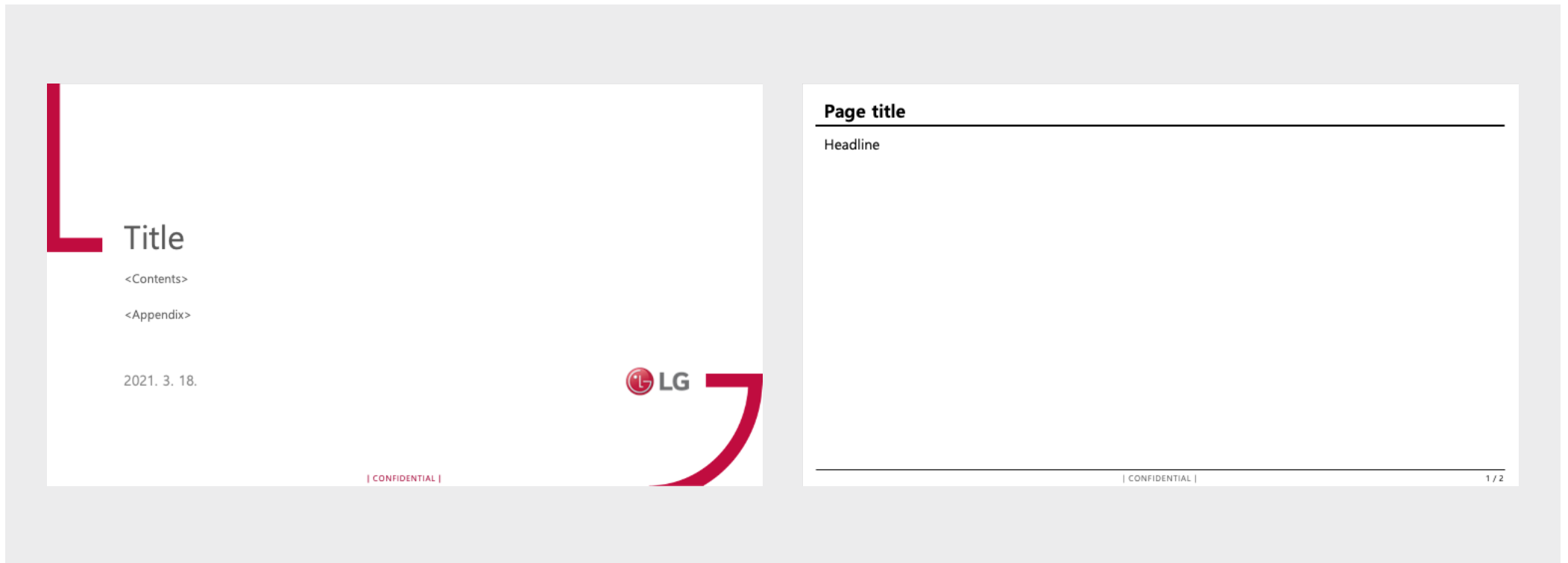


- ① **Title**
LG Smart 2.0 Semibold / 32pt / #595959
- ② **Contents**
LG Smart 2.0 Semibold / 14pt / #595959
- ③ **Date**
LG Smart 2.0 Regular / 14pt / #898989

PPT Template (16:9)

Application

Example



PPT Template (A4)

Follow the main motif requirements when placing the motifs on documents.

Expand the sizes of the main motifs to 105% (compared to the standard type of L Motif). The main motifs should be placed only on the title page.



- ① **Title**
LG Smart 2.0 Semibold / 32pt / #595959
- ② **Contents**
LG Smart 2.0 Semibold / 14pt / #595959
- ③ **Date**
LG Smart 2.0 Regular / 14pt / #898989

PPT Template (A4)

Application

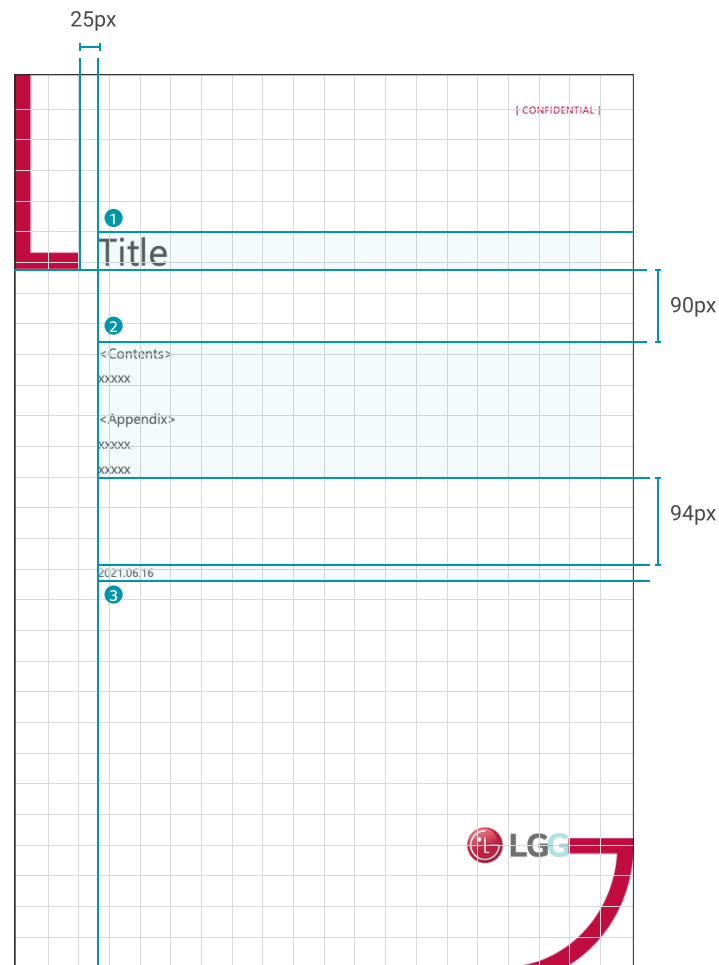
Example



PPT Template (Vertical)

Follow the main motif requirements when placing the motifs on documents.

Expand the sizes of the main motifs to 106% (compared to the standard type of L Motif). The main motifs should be placed only on the title page.



- 1 **Title**
LG Smart 2.0 Semibold / 32pt / #595959
- 2 **Contents**
LG Smart 2.0 Regular / 14pt / #595959
- 3 **Date**
LG Smart 2.0 Regular / 10pt / #898989

PPT Template (Vertical)

Application

Example

