

BUSAN INDIE CONNECT FESTIVAL 2024

BRAND IDENTITY GUIDELINES

DATE. 2024.8.1



2024 BIC BRAND IDENTITY GUIDELINES

This guide contains basic principles and application guidelines for the BIC 2024 Brand Identity System and should be actively utilized to maintain the consistency of BIC's brand image.

It is important to understand and adhere to the principles presented in the guide while being cautious to avoid excessive modifications that can compromise the original purpose of the brand identity.

Secondary processing of the logo is not allowed, and it cannot be used for commercial purposes.

If any modifications or supplements to the content are needed or if you have any questions, please consult with the manager before use.

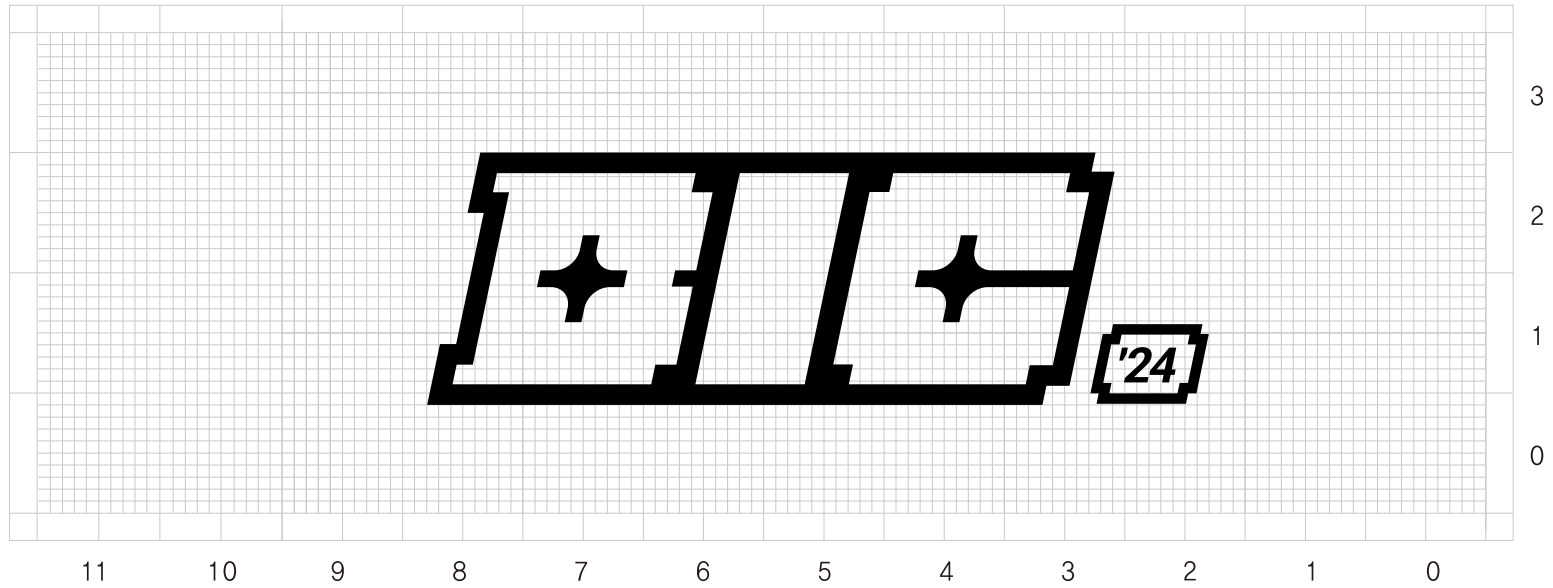
STRUCTURE

The sense of access through login and movement is represented by the slanted text in this symbol, which represents BIC. It is the most official element representing BIC 2024.



SYMBOL GRID

Grid 1X1mm



Clear Space



Minimum Size



COLOR

The designated color palette and color codes must be used consistently, and color modifications are restricted or only allowed in specified ways.

BIC YELLOW**R248 G255 / Y 80
PANTONE P 1-7 C
#F8FF00****BIC BLACK****R34 G34 B34 / K87
PANTONE BLACK 7C
#222222****BIC WHITE****R255 G255 B255
PANTONE WHITE
#FFFFFF**

TYPOGRAPHY

The designated typefaces must be used consistently, selecting the appropriate weight according to the purpose.

PRIMARY TYPOGRAPHY

FJALLA ONE — LOGO, SLOGAN, GAME

**10GIN to YOUR INDIE SPIRIT! BUSAN INDIE FESTIVAL
BIC INTRODUCE CREATORS TO THEIR OWN CONTENT AND
GIVES CONSUMERS A CREATIVE EXPERIENCE, GIVING EVERYONE AN AMAZING
AND ENJOYABLE COMMUNICATION. BIC IS A BRAND THAT SYMBOLIZES BUSAN,
A GAME CITY, BEYOND FESTIVALS.**

SECONDARY TYPOGRAPHY

ROBOTO — YEAR, EXPLANATION...etc.

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KOREAN TYPOGRAPHY

SUIT

부산인디커넥트페스티벌
SUIT은 한글 사용시 활용합니다.
지정서체는 일관된 브랜드 아이덴티티 표현을 위해 매체의 성격이나 내용에 따라
굵기를 선택하여 사용할 수 있으며, SEMI BOLD를 기본으로 사용합니다.

**HEAVY / EXTRA BOLD / BOLD / SEMI BOLD / MEDIUM / REGULAR / LIGHT
/ EXTRA LIGHT / THIN**

CORRECT USAGE

Basics



01 Main Logo Layout Design



02 Secondary Logo Layout Design



03 Main Logo Layout Design with LogoType



04 Secondary Logo Layout Design with LogoType

CORRECT USAGE

Black



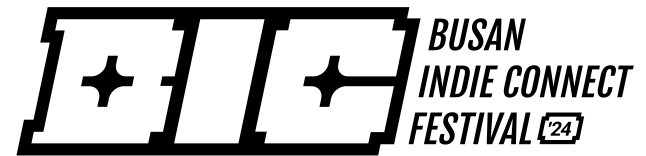
01 Main Logo Layout Design



02 Secondary Logo Layout Design



03 Main Logo Layout Design with LogoType



04 Secondary Logo Layout Design with LogoType

CORRECT USAGE

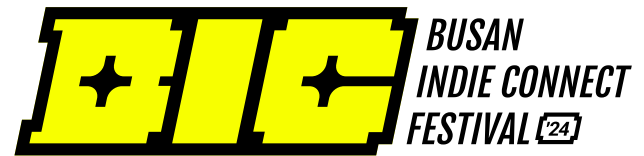
Yellow



01 Main Logo Layout Design



02 Main Logo Layout Design with LogoType



03 Secondary Logo Layout Design with LogoType

VARIATION



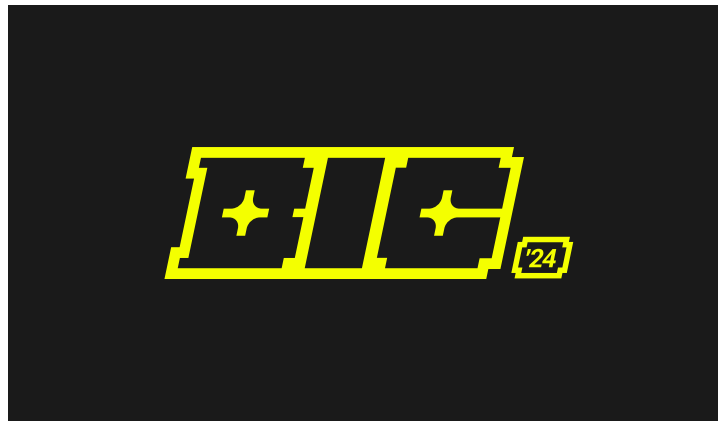
Type1



Type2

LOGO COLOR USAGE

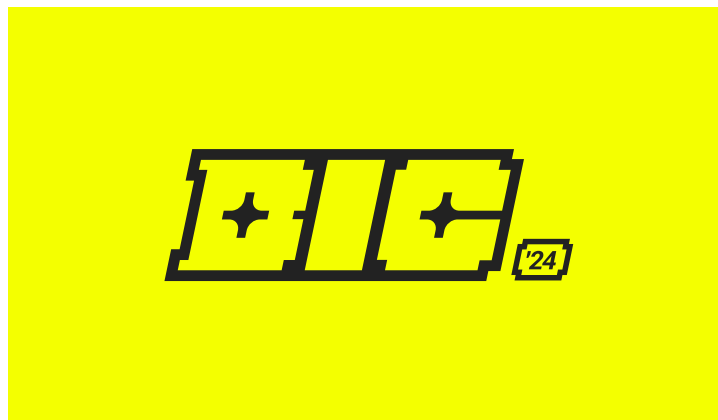
Adhere to the color guidelines and standards to maintain the consistency and readability of the logo against background colors. If unsure, consult with the manager before use.



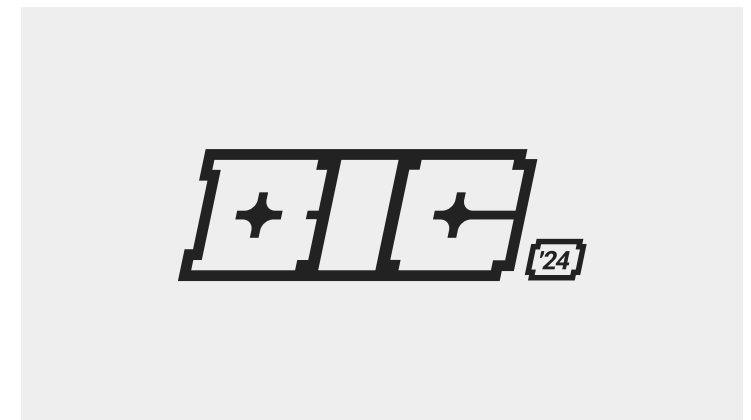
Apply the primary version of the brand logo first and foremost.



When applying the logo to a photo, place it in the empty space of the image.



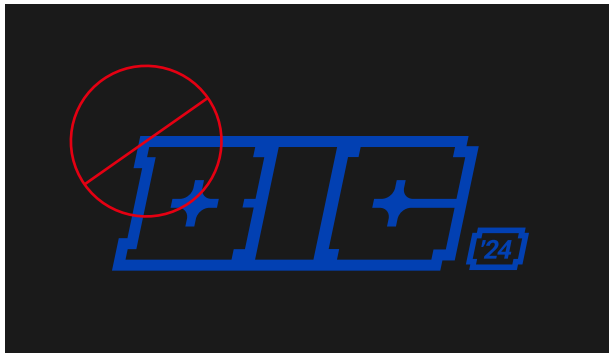
If applying the logo to a background with a similar color or shade, use the logo in black.



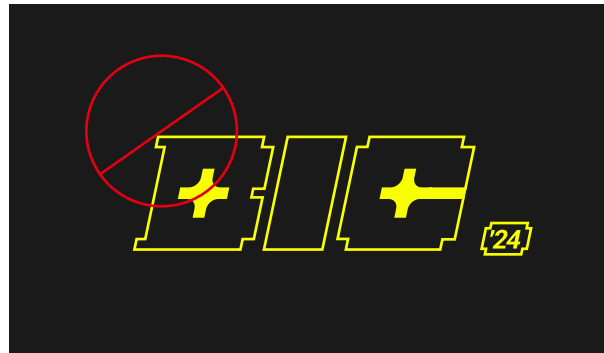
For backgrounds with less than 20% brightness, use the logo in black.

INCORRECT USAGE

Excessive modification and distortion of the brand logo can undermine the consistency of the brand image, so caution is needed when using it. Please refer to the examples of incorrect usage, and if unsure, consult the manager before use.



⊘ Applying colors not specified in the guideline



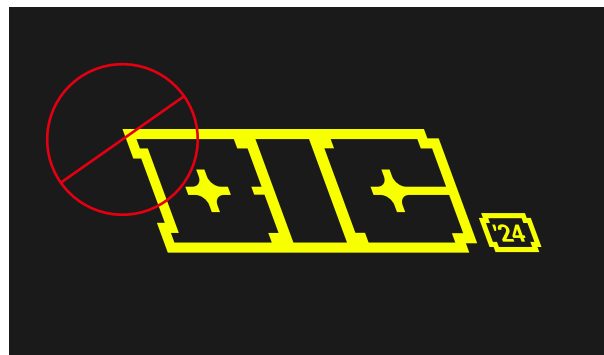
⊘ Using weights other than those specified



⊘ Replacing the designated typeface with a different one



⊘ Arbitrarily altering the size of the logotype



⊘ Applying arbitrary slanting



⊘ Distorting the shape