

# Corporate Identity Guideline

Updated in 2022.07

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# 01 Logo

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## 01 Logo

# Logo Primary

### Logo - Horizontal

The Lunit logo contains Lunit's most fundamental mission: saving lives by connecting technology and people. The rounded symbol and wordmark outlines illustrate a human-centered attitude, while the angle of the symbol's internal graphic and the letter 't' symbolizes immersion in perfect technology.

### Logo - Registration mark

Lunit uses a horizontal logo marked with ® as a standard both online and offline. In particular, if the logo is largely placed as the main character on the home screen of a web page, software (SW), or promotional materials such as brochures or banners, the horizontal logo marked with ® must be used.

\* If the logo size is small and the trademark is difficult to see, a horizontal logo without the ® mark may be used.



01 Logo

# Logo Primary

Logo - Horizontal

The stability of the logo's shape is strengthened by adjusting the balance between the symbol and the logotype and correcting the visual elements. The logo's shape, spacing, and the size of each element cannot be arbitrarily changed.

Minimum Margin Rules

When applying the logo, it is most crucial to ensure sufficient space from the margins and other elements of the page. This is to maintain the logo's identity by securing its independence from other elements. The Lunit logo's margin is set to 1/4 times the area of the symbol.

Minimum Size Rules

**Screen:** When applying the logo on a screen, the designated minimum size is 16px vertically. **Print:** When applying the logo on print, the designated minimum size is 8mm vertically.



Logo Grid

x 0.25x



Clear Space



Minimum Size



01 Logo

# Logo Secondary

Logo - Vertical

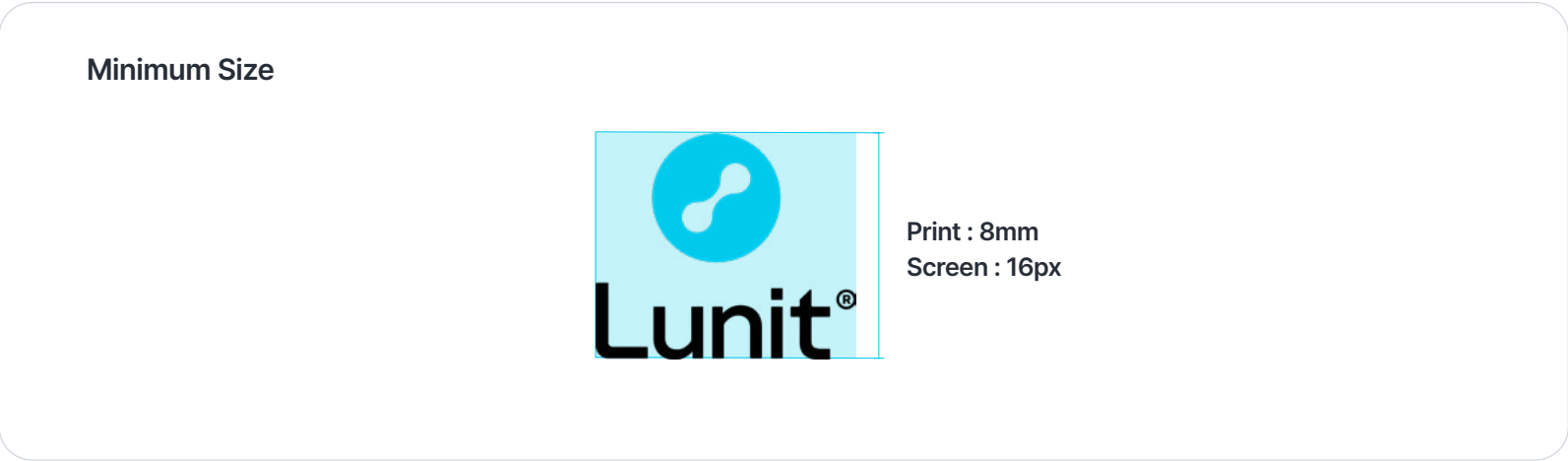
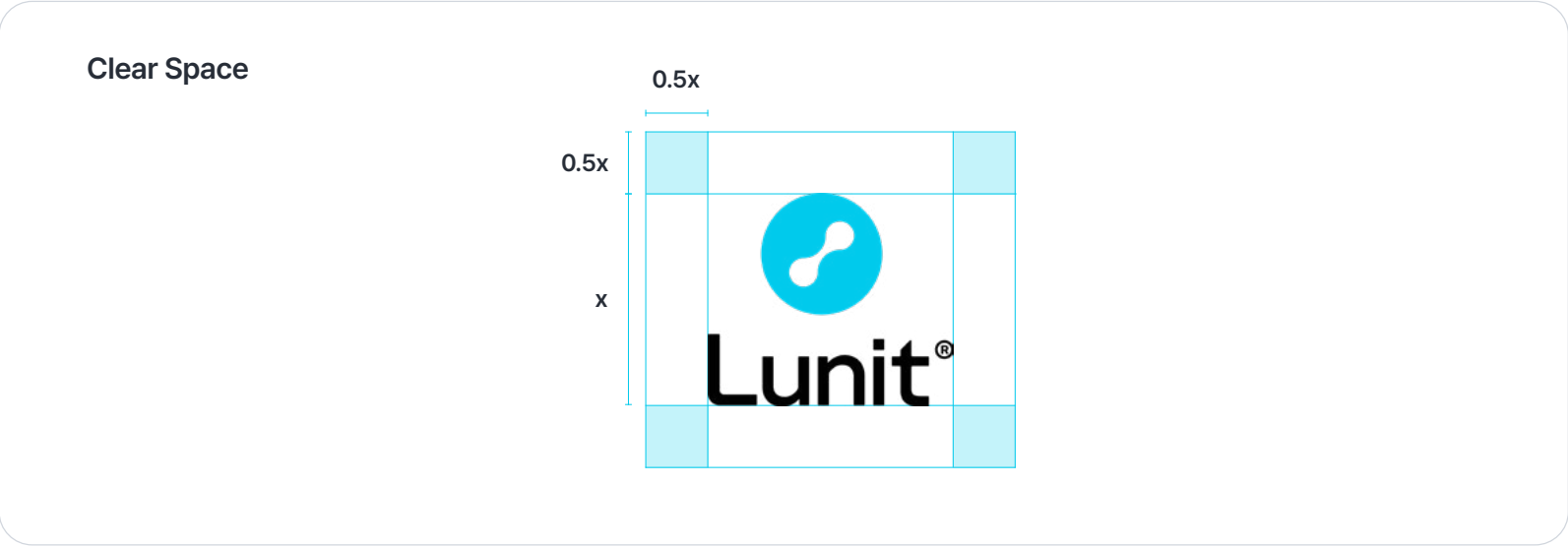
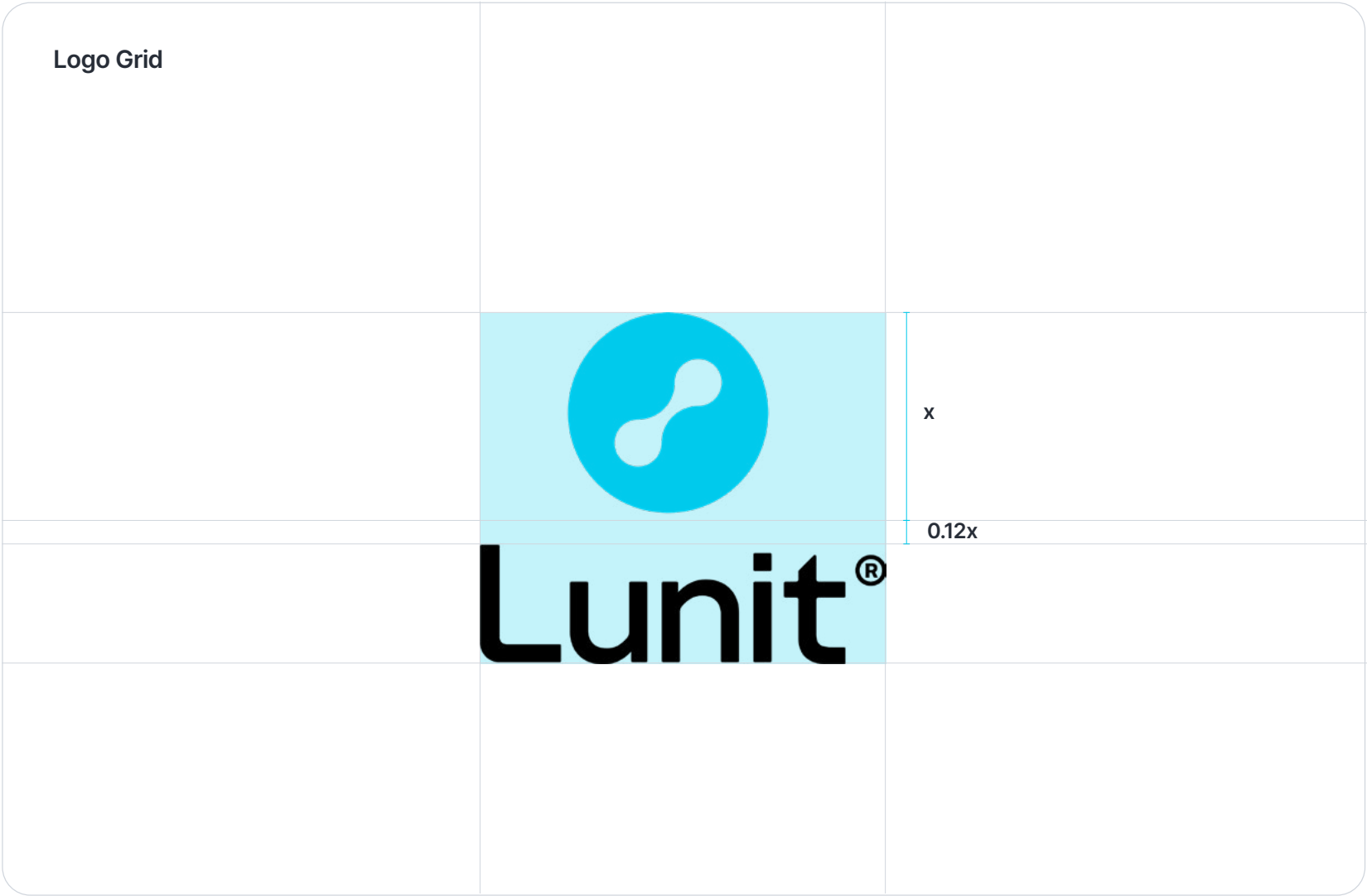
The stability of the logo's shape is strengthened by adjusting the balance between the symbol and the logotype and correcting the visual elements. The logo's shape, spacing, and the size of each element cannot be arbitrarily changed.

Minimum Margin Rules

When applying the logo, it is most crucial to ensure sufficient space from the margins and other elements of the page. This is to maintain the logo's identity by securing its independence from other elements. The Lunit logo's margin is set to 1/4 times the area of the symbol.

Minimum Size Rules

**Screen:** When applying the logo on a screen, the designated minimum size is 16px vertically. **Print:** When applying the logo on print, the designated minimum size is 8mm vertically.



01 Logo

# Logo Symbol

Logo - Symbol

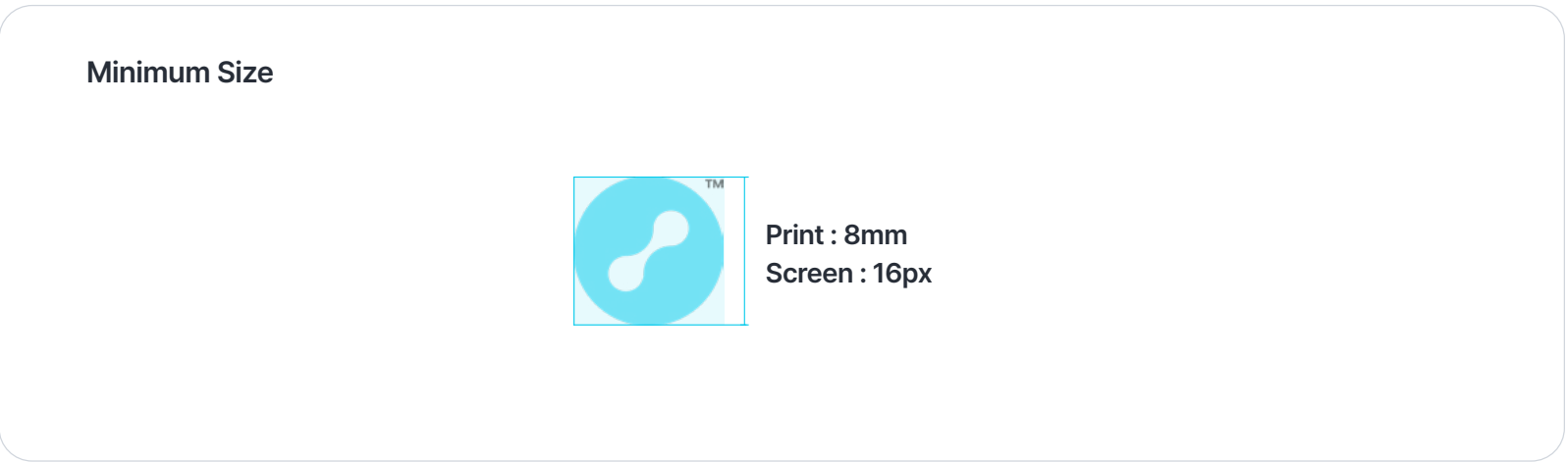
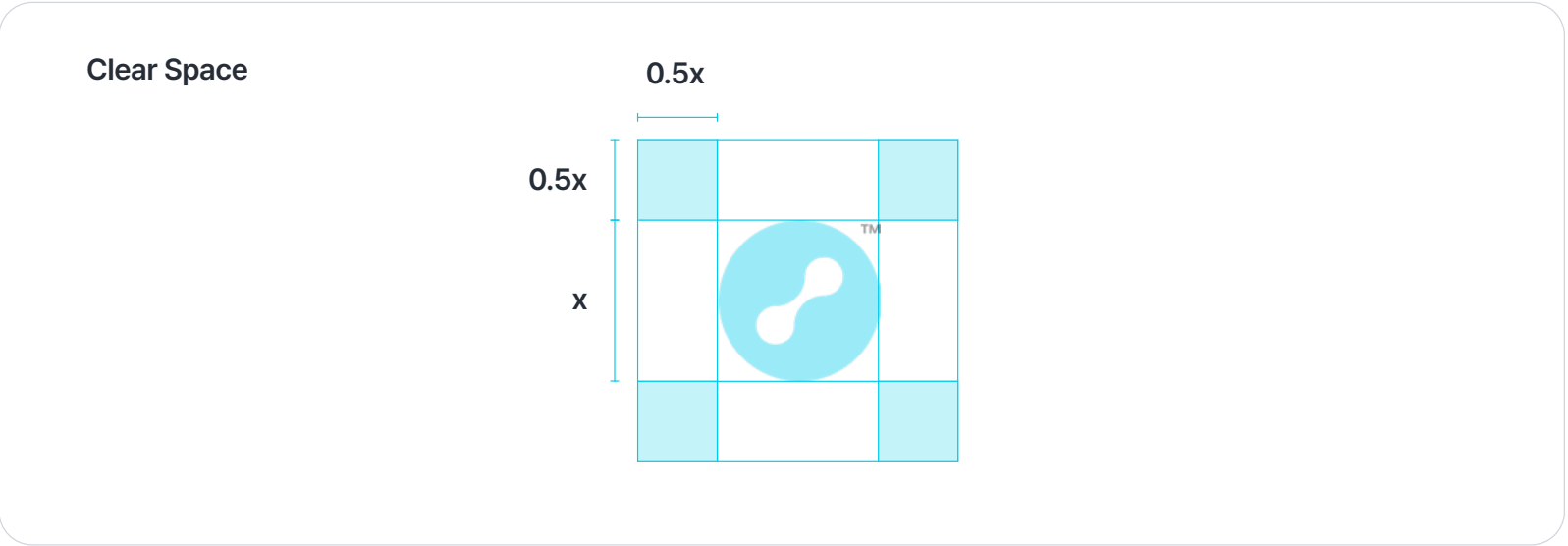
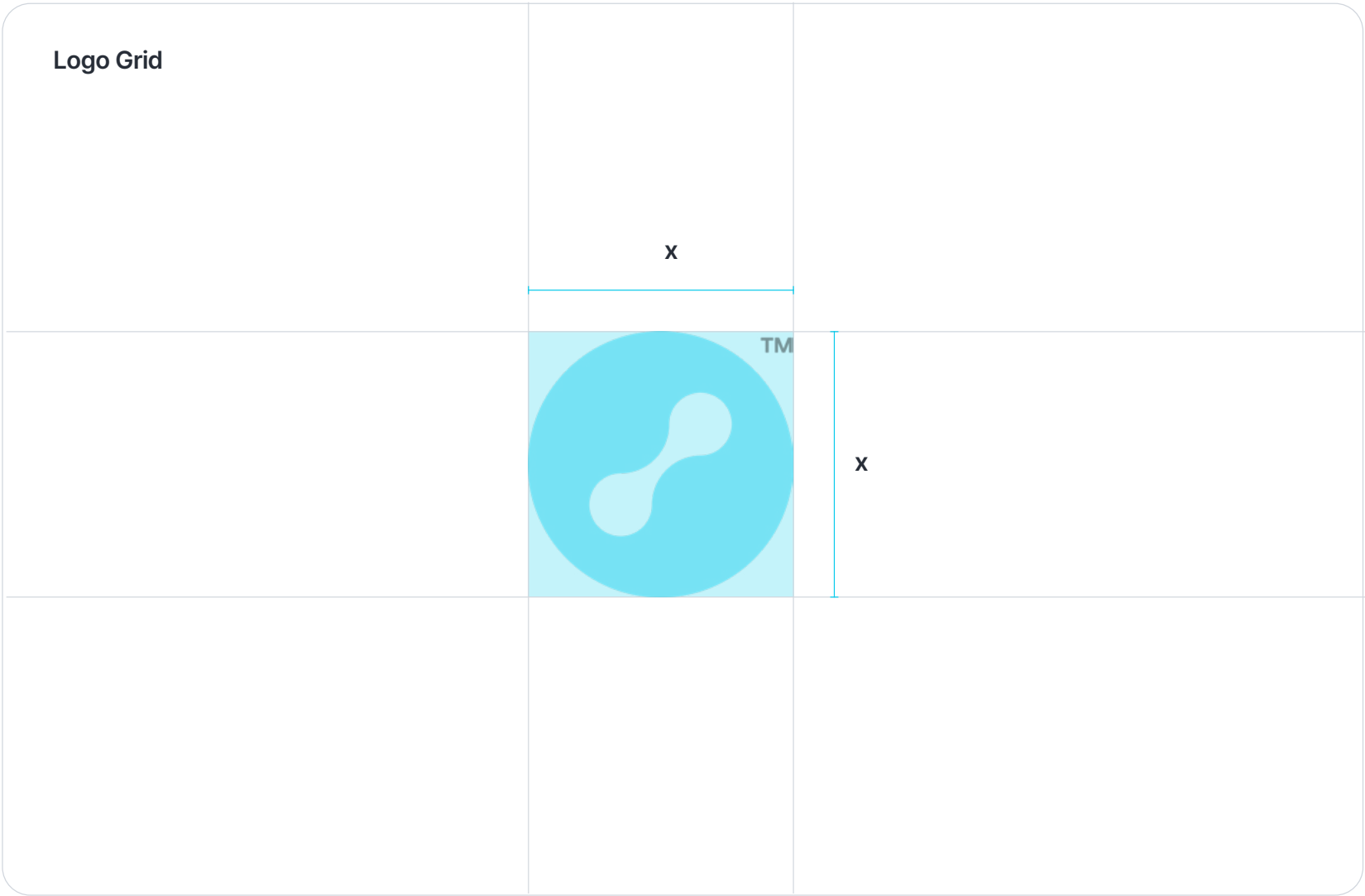
It is an iconic symbol that expresses Lunit's identity. As a form that symbolizes the combination technology and people, it is recommended to use it limited to a narrow area such as app icons and favicon. The shape of the logo cannot be changed arbitrarily, and when using the symbol independently, the upper right <sup>TM</sup> mark is required.

Minimum Margin Rules

When applying the logo, it is most crucial to ensure sufficient space from the margins and other elements of the page. This is to maintain the logo's identity by securing its independence from other elements. The Lunit logo symbol's margin is set to 1/4 times the area of the symbol.

Minimum Size Rules

**Screen:** When applying the logo on a screen, the designated minimum size is 16px vertically. **Print:** When applying the logo on print, the designated minimum size is 8mm vertically.



01 Logo

# Logo Wordmark

Logo - Wordmark

Lunit's wordmark expresses the company's very identity. As a logo that symbolizes the progressive future that Lunit reaches toward, it can be used in various environments. The shape and spacing of the logo cannot be changed arbitrarily.

Minimum Margin Rules

When applying the logo, it is most crucial to ensure sufficient space from the margins and other elements of the page. This is to maintain the logo's identity by securing its independence from other elements. The Lunit logo wordmark's margin is set to 1/2 times the height of the wordmark.

Minimum Size Rules

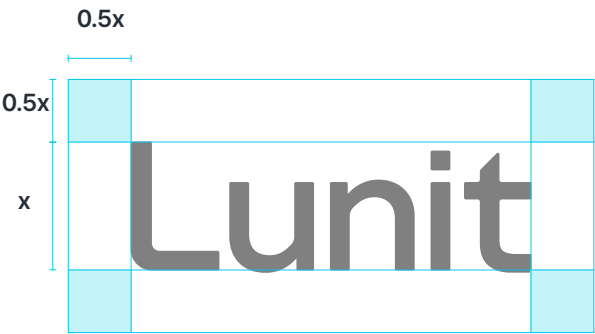
**Screen:** When applying the logo on a screen, the designated minimum size is 16px vertically. **Print:** When applying the logo on print, the designated minimum size is 8mm vertically.

Lunit

Logo Grid

Lunit

Clear Space



Minimum Size






01 Logo

# Logo Usage


The Primary horizontal logo with ® mark is for standard usage while the Secondary Version vertical logo, as well as the individual symbol and wordmark, are only for special layout case usage.

The individual symbol and wordmark cannot be used simultaneously on one page.  
Refer to Incorrect Usage (pg. 16) for more information.


Primary




Secondary



Symbol



Wordmark



Usage in English Text

When using “Lunit” in a text format, the first letter ‘L’ is always capitalized. The logo itself is not used within a text – thus is never used in an all-caps format.

With AI, Lunit aim to make data-driven medicine the new standard of care.

Logo with Partnership

When using the Lunit logo with a partner company logo together, re-adjust the size based on the wordmark and maintain consistent and sufficient space in between the logos.



01 Logo

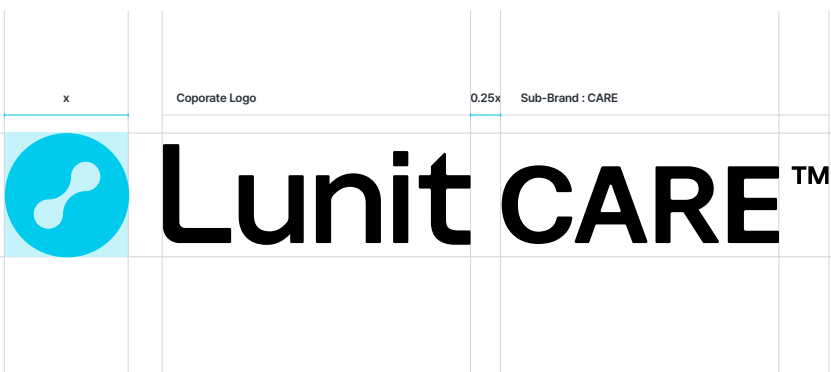
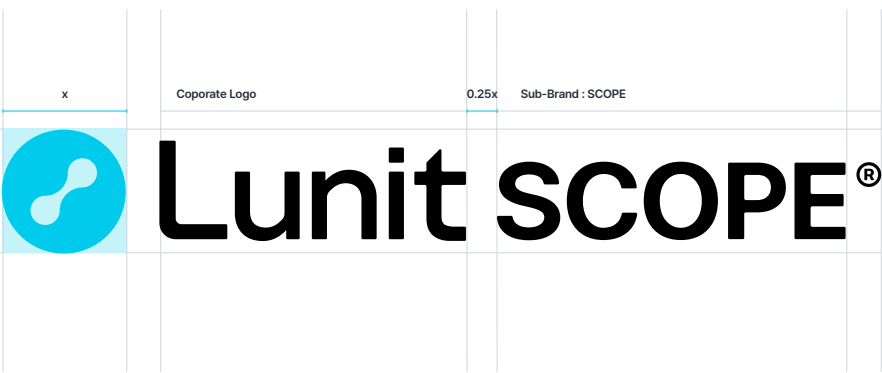
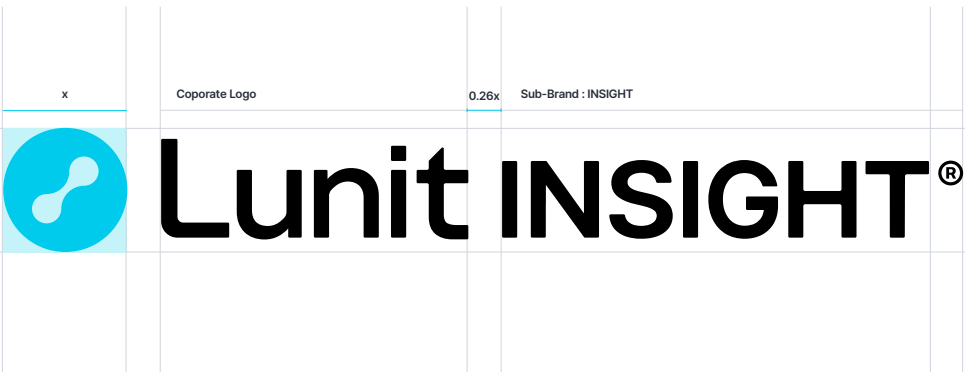
# Logo Sub-Brand

Logo – Sub-Brand

**Lunit INSIGHT / Lunit SCOPE / Lunit CARE**

Sub-brand logos are compound-type logos that apply the Lunit logotype in optimal proportions through visual balance and scale distinction.

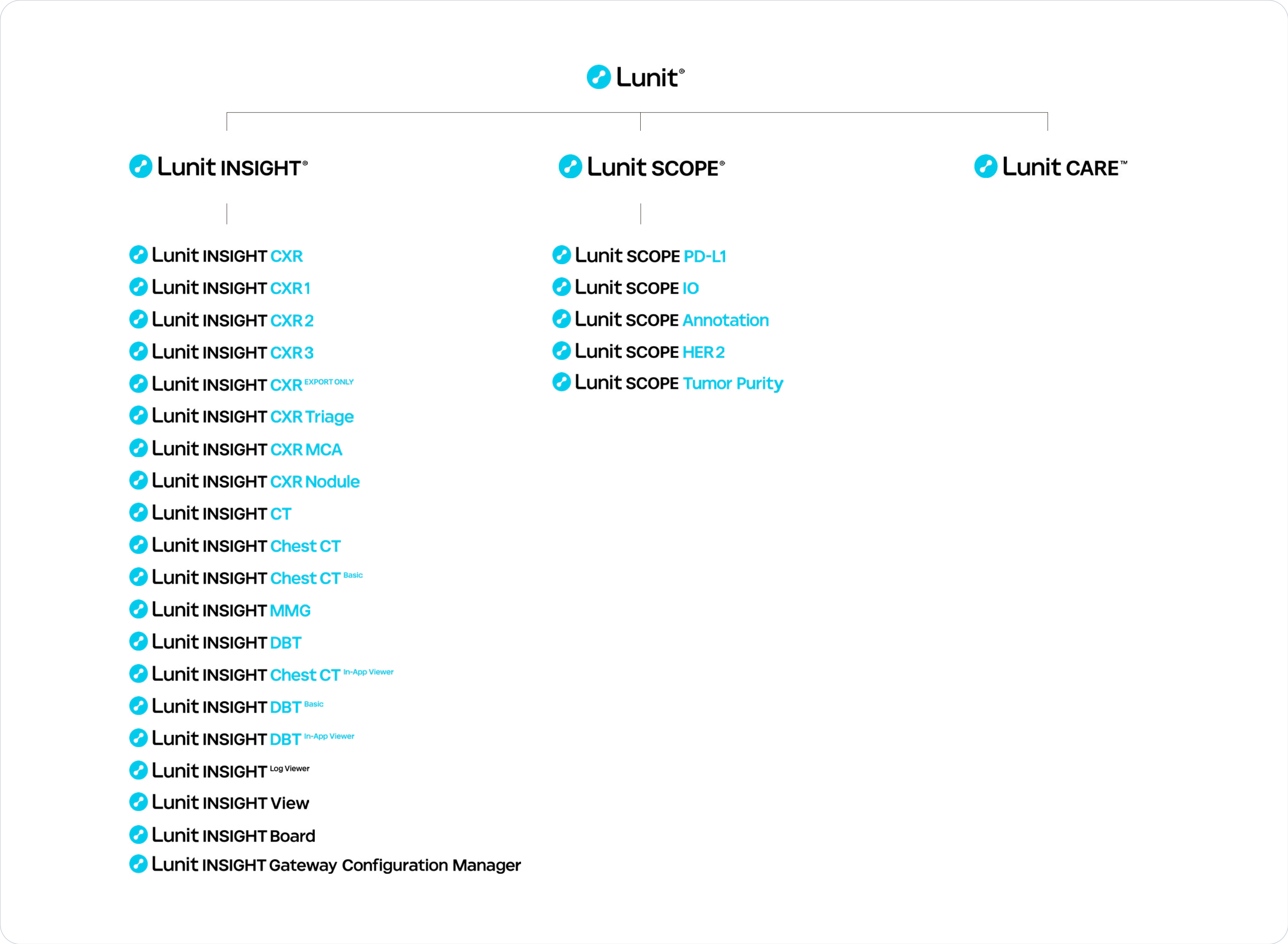
Applying the basic principles of the Guide can help clarify the hierarchy between brands and sub-brands.



# Product Logo Hierarchy

## Logo Hierarchy System

Lunit brand is composed of the following hierarchical structure. It is divided into 3 main sub-brands: INSIGHT - SCOPE - CARE. The logo form is created according to the brand's hierarchical structure (as of 2022.07).



## 01 Logo

# With Product Lockup

### Product Lockup Example

Sub-brand + product combinations are compound-type logos that include the product name by applying the Lunit logotype in optimal proportions through visual balance and scale distinction.

Depending on the nature of the product, a combination of two methods is recommended and must be used in compliance with the relevant combination rules.



## 01 Logo

# Logo Color Usage

### Logo Usage

The Lunit logo must be used in accordance with the established color rules.

We recommend that the logo be used over the brand-specified background colors, if possible.

On Cool Gray(C50) Background



On Dark Green(G500) Background



On White(W) Background



On Dark Green(G900) Background



01 Logo

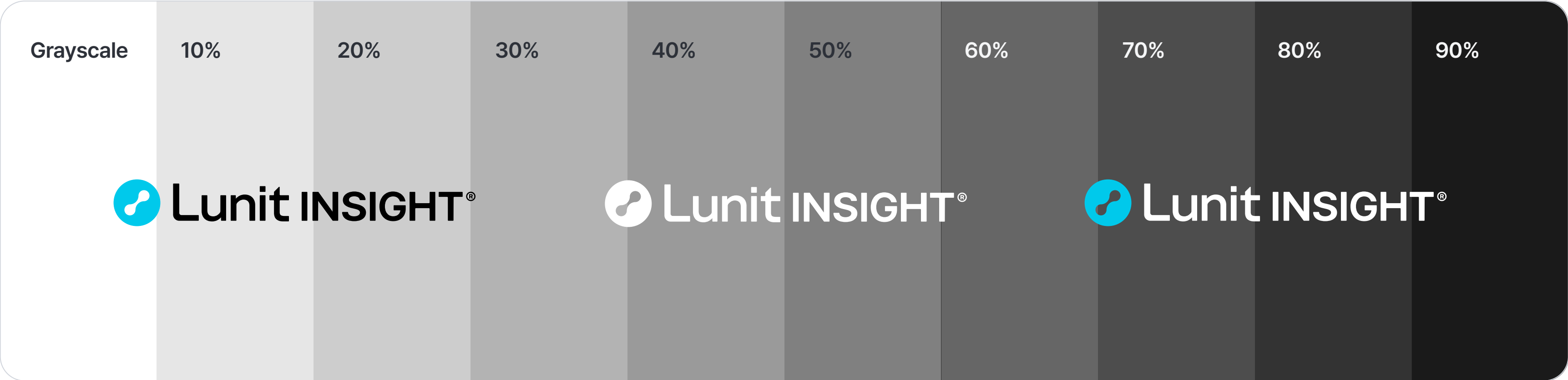
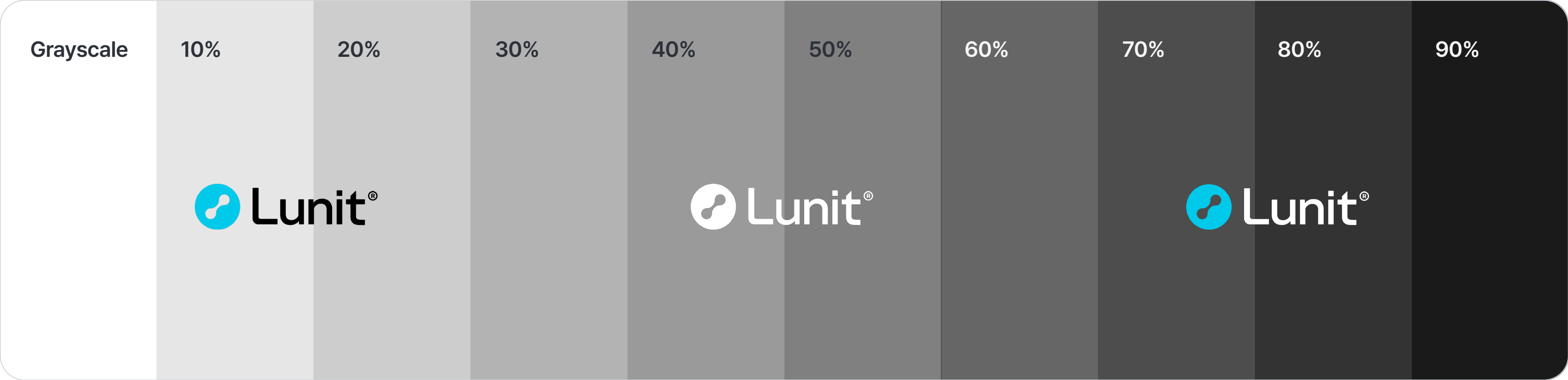
# Logo Color Usage

Brightness

For clearer visibility, it is recommended to use the black text logo on backgrounds below 30% brightness on the grayscale, the white logo for backgrounds above 30% brightness on the grayscale, and the white text logo for backgrounds 70% and above on the grayscale.

Color Background

In case of using other colors as the background that are not brand designated, the white logo is to be used as the standard. However, the black logo can be used if the white logo is not clearly visible due to the brightness of the background color.




01 Logo

# Incorrect Usage

Logo Misuse Cases

To maintain a consistent brand identity, keeping the logo's appearance consistent is vital. Any modifications, adjustments, or embellishments to the logo should be avoided. The following are some examples of misuse that should be avoided.

✗ Do not use the logo as part of a text

With AI,  Lunit aim to make data-driven medicine the new standard of care.

✗ Do not mix logo types



Lunit

✗ Do not apply strokes on the logo



✗ Do not apply shadow effects to the logo



✗ Do not combine the logo with other fonts



✗ Do not rotate the logo at any angle



✗ Do not apply random colors to the logo



✗ Do not apply transparency to the logo



✗ Do not apply gradient effects to the logo



✗ Do not shift the position or modify the size of the logo elements





# 02 Color

01	Color Palette
02	Color Primary
03	Color Secondary
04	Color Proportion
05	Color Combination
06	Color Usage
07	Incorrect Usage



# Brand Main Colors

Lunit’s Color Palette

Lunit's color palette consists of a clearer, more refined tone that inherits the company's existing flagship heritage, Lunit Teal, while embracing the new Lunit's larger vision.

Centering on Lunit Teal (hereinafter referred to as the L color group) as the main color, it utilizes the auxiliary colors such as White, Cool Gray, and Dark Green to develop the brand colorfully and abundantly. Lunit Green has very limited use as a point color.

White (W)

R	255
G	255
B	255
C	0
M	0
Y	0
K	0
HEX	#FFFFFF
PMS	

Cool Gray (C50)

R	245
G	246
B	247
C	3
M	2
Y	1
K	0
HEX	#F5F6F7
PMS	-

Lunit Teal (L500)

R	0
G	201
B	234
C	70
M	0
Y	5
K	0
HEX	#00C9EA
PMS	3545C

Lunit Green (LF500)

R	210
G	234
B	96
C	25
M	0
Y	78
K	0
HEX	#D2EA60
PMS	2296C

Dark Green (G500)

R	39
G	65
B	69
C	82
M	38
Y	48
K	60
HEX	#274145
PMS	2216C

Dark Green (G800)

R	23
G	38
B	41
C	100
M	50
Y	60
K	85
HEX	#1e3232
PMS	433C

02 Color

# Brand Sub Colors

Main Color\_Print

Lunit's main color is set to L500, which signifies technology that connects healthcare and people. In offline media, this color is used in accordance with the designated pantone color. In this way, the brand further develops colorfully and abundantly.

Main Color\_Print

To increase accessibility in the digital environment, the color spectrum is set from 50 to 900 while centered around L500.

L50	R235 G251 B253 HEX #EBFBFD	LG50	R245 G251 B231 HEX #F5FBE7
L100	R196 G243 B250 HEX #C4F3FA	LG100	R239 G248 B188 HEX #EFF8BC
L200	R137 G230 B245 HEX #89E6F5	LG200	R229 G243 B158 HEX #E5F39E
L300	R78 G218 B240 HEX #4EDAF0	LG300	R225 G238 B145 HEX #E1EE91
L400	R39 G209 B237 HEX #27D1ED	LG400	R220 G235 B122 HEX #DCEB7A
L500	R0 G201 B234 HEX #00C9EA	LG500	R210 G234 B96 HEX #D2EA60
L600	R0 G183 B229 HEX #00B7E5	LG600	R206 G229 B89 HEX #CEE559
L700	R0 G160 B223 HEX #00A0DF	LG700	R202 G222 B92 HEX #CADE5C
L800	R15 G113 B184 HEX #0F71B8	LG800	R190 G211 B88 HEX #BED358
L900	R3 G28 B91 HEX #031C5B	LG900	R177 G201 B83 HEX #B1C953

02 Color

Brand  
Sub Colors

Sub Color\_Print

Dark Green (hereinafter referred to as G color group) complements the brand image, preventing the potential monotonous or cold impression given off by using only the main color. Cool Gray (hereinafter referred to as C color group) is secondary to the G color group when it comes to using the colors together with the main color. These colors are used in accordance with the designated pantone color in offline media.

Sub Color\_Screen

To increase accessibility in the digital environment, the color spectrum is set from 50 to 900 while centered around the colors G500 and C500.

\*When applying brand play in combination with the main color, it is recommended to use the G color group first, and to use the C color group only when necessary, such as for web environments, etc.  
\*Considering that the C color group is composed of the same spectrum as the G color group, refer to the G color group example when using the C color group in combination with the main color.

G50	R241 G243 B243 HEX #F1F3F3	C50	R245 G246 B247 HEX #F5F6F7
G100	R217 G222 B223 HEX #D9DEDF	C100	R208 G214 B221 HEX #D0D6DD
G200	R160 G173 B176 HEX #A0ADB0	C200	R178 G186 B197 HEX #B2BAC5
G300	R121 G141 B144 HEX #798D90	C300	R147 G158 B174 HEX #939EAE
G400	R83 G108 B112 HEX #536C70	C400	R125 G138 B156 HEX #7D8A9C
G500	R45 G76 B77 HEX #2D4C51	C500	R178 G186 B197 HEX #66768B
G600	R39 G70 B69 HEX #274645	C600	R89 G103 B122 HEX #59677A
G700	R32 G54 B58 HEX #20363A	C700	R57 G66 B78 HEX #39424E
G800	R26 G43 B46 HEX #1e3232	C800	R39 G45 B54 HEX #272D36
G900	R26 G43 B39 HEX #1a2b27	C900	R0 G0 B0 HEX #000000

# Color Proportion

Color Proportion Guide

The color usage proportion can be set in various ways, depending on the brand's communication target and situation. For communication targeting the public, it is recommended to use the bright and casual W color as the foreground color. For communication with medical staff, use a gentle and calm foreground color ranging from G500 and up.

Bright / Casual Tone

→ Social media, recruitment, website, company profile, etc.

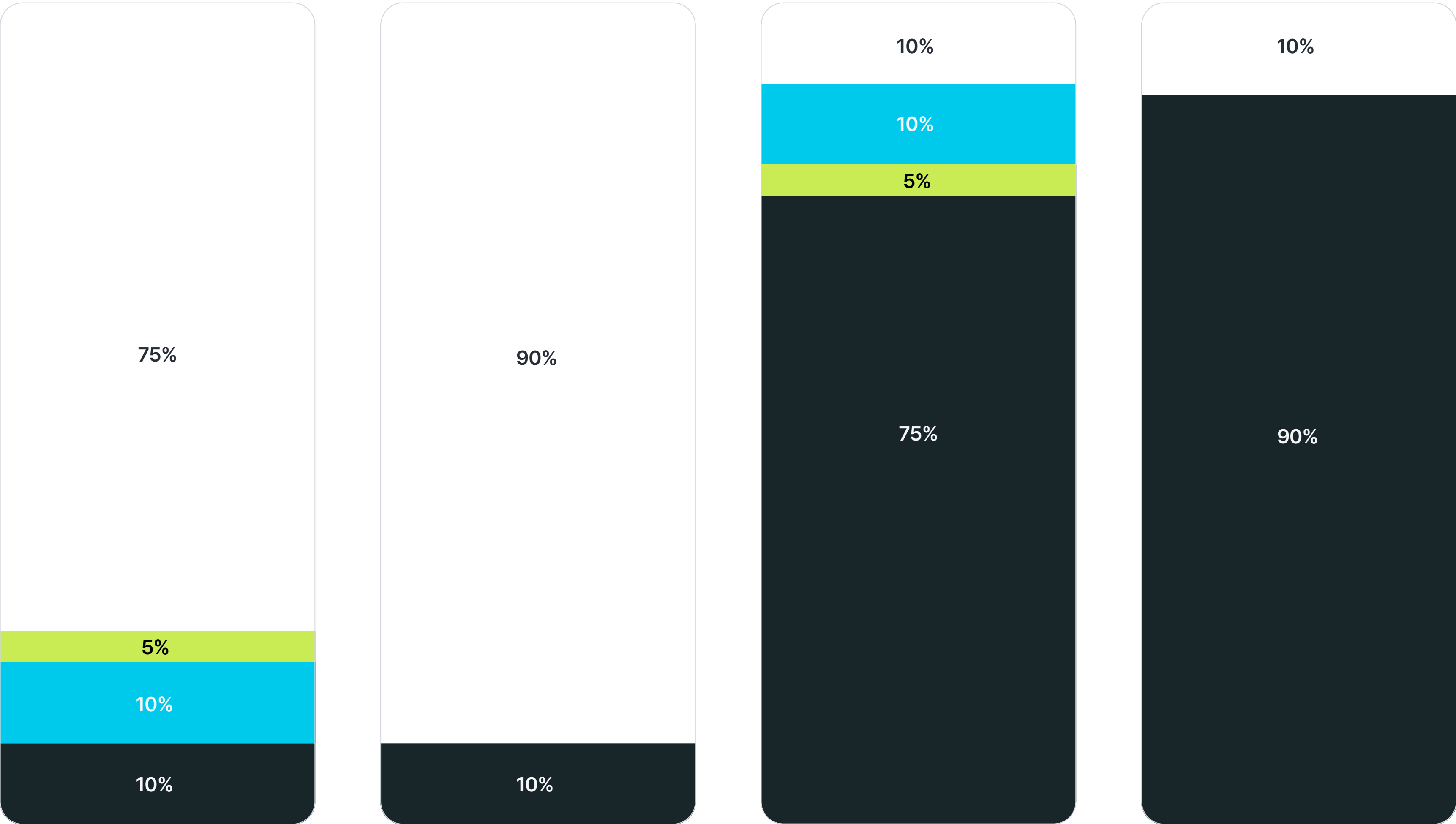
Decent / Serious Tone

→ Product introduction, promotional material for conferences, academic newsletter, etc.

\*C color group can be used in combination with the main color due to sharing the same structure as G color group.

Bright / Casual Tone

Decent / Serious Tone



02 Color

# Color Usage

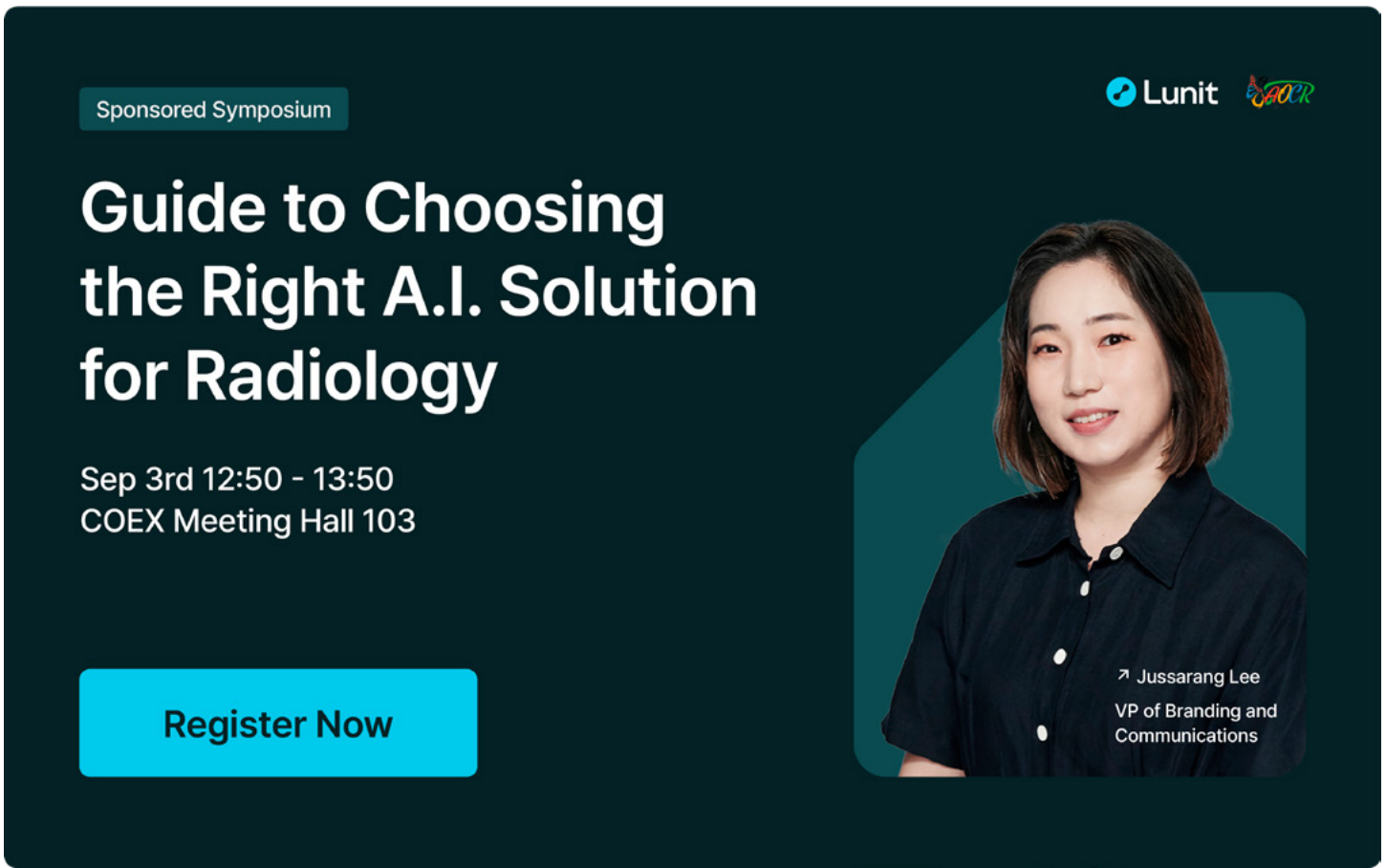
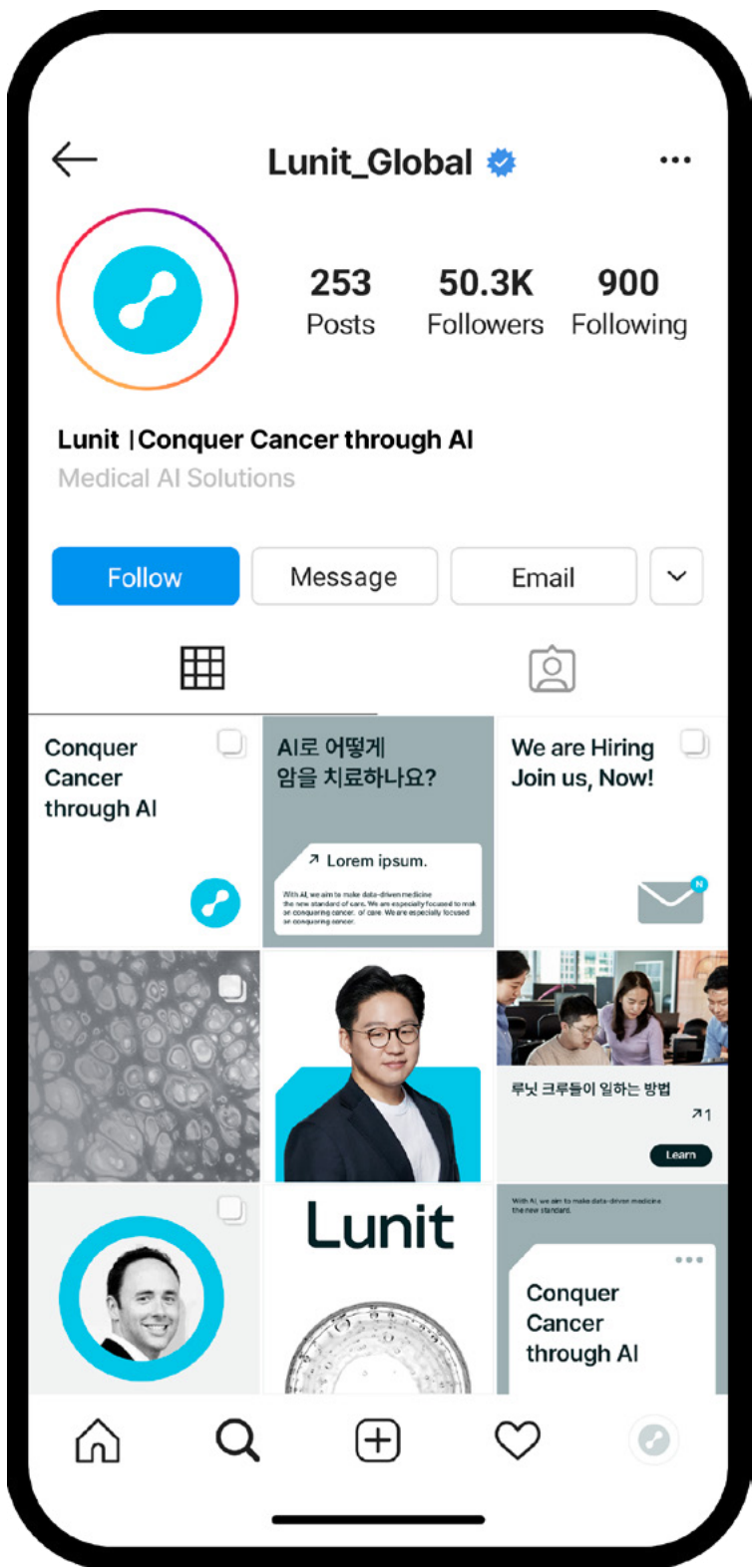
On the right is an example application made using the color combination system.

Bright / Casual Tone  
→ Instagram Feed

Decent / Serious Tone  
→ Promotional material for conferences,  
academic newsletter

Bright / Casual Tone

Decent / Serious Tone





02 Color

# Incorrect Usage

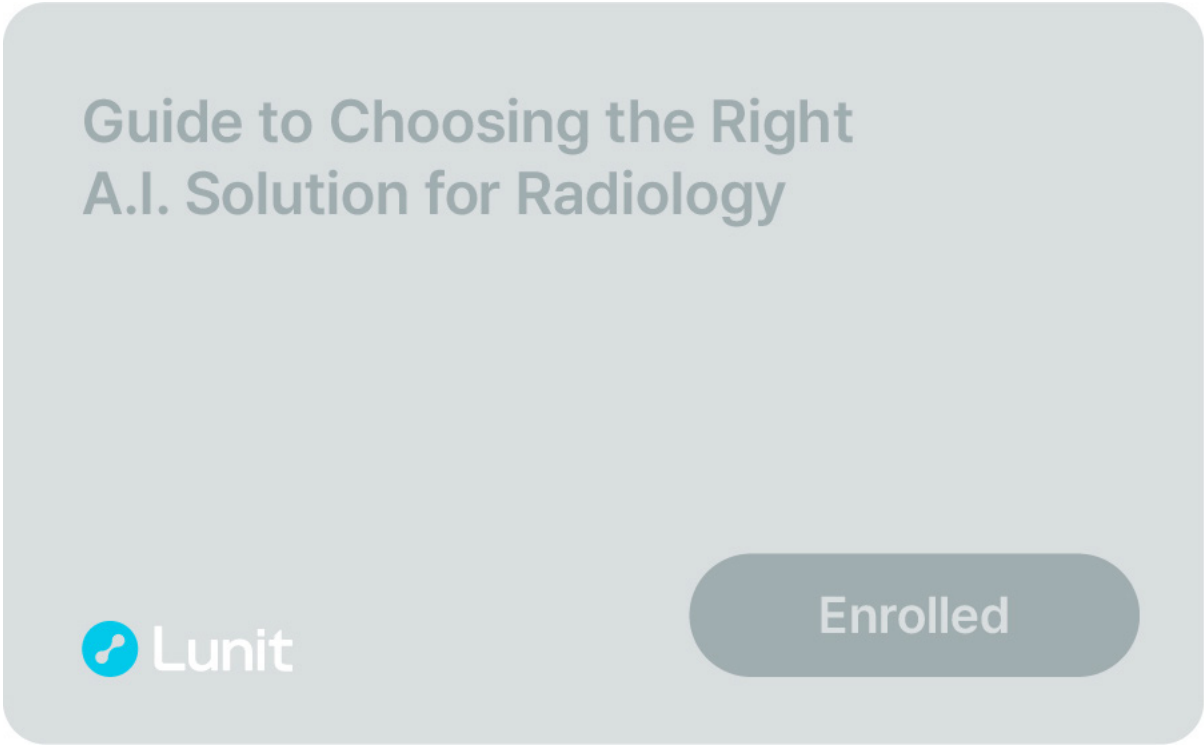
Color Misuse Cases

To maintain a consistent brand identity, it is vital to keep the colors consistent according to the combinations defined above. Here are some misuse cases to avoid.

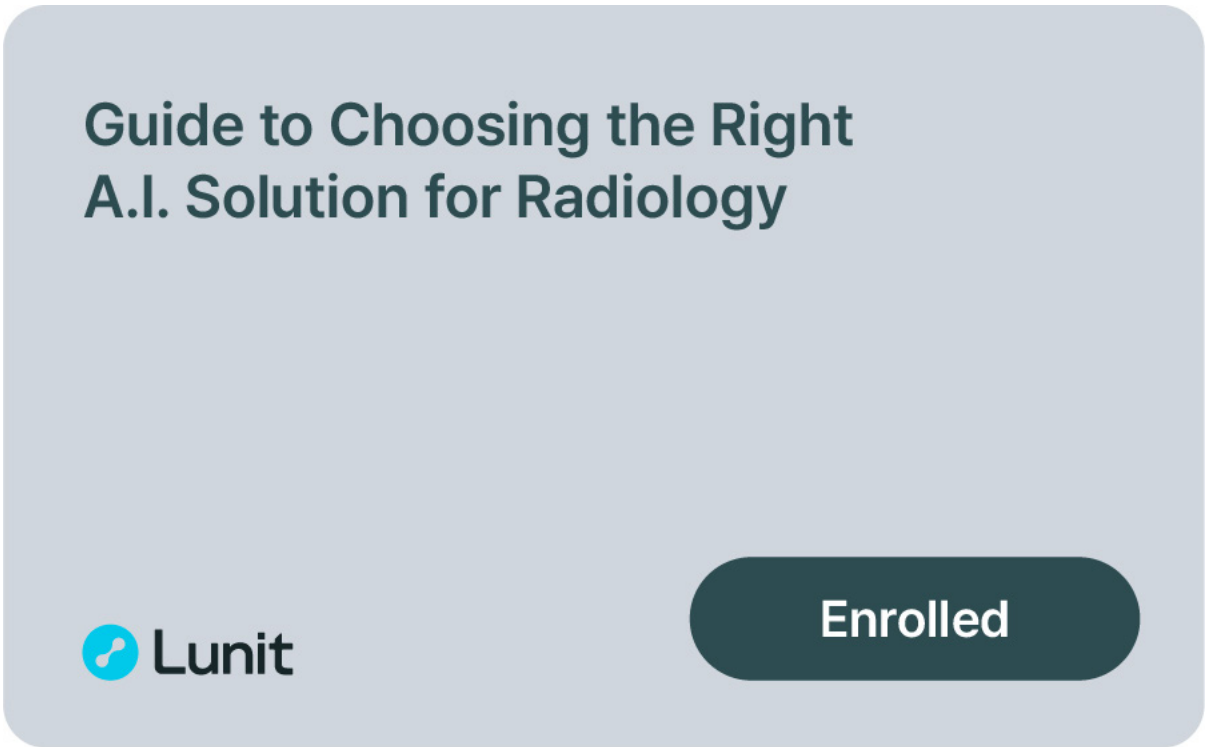
✗ Do not use the main color (Teal, Green) as the foreground color



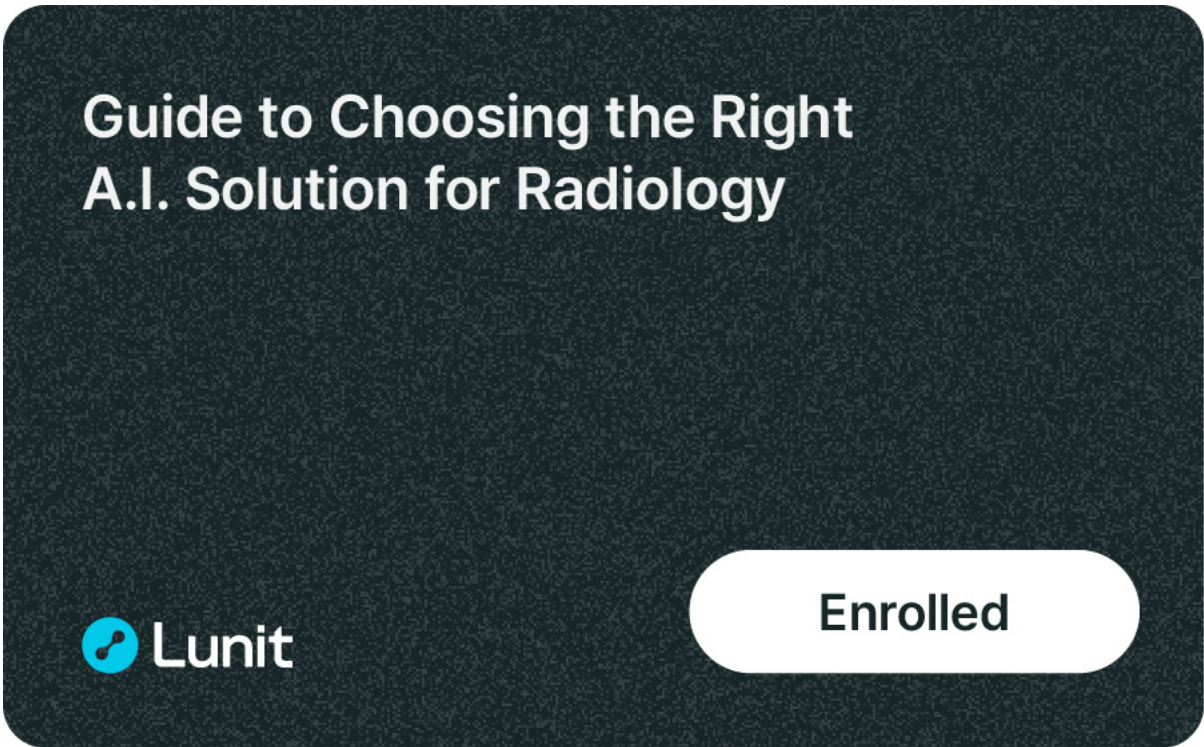
✗ Do not use color combinations that have low contrast



✗ Do not mix sub-colors: color groups C and G



✗ Do not use textures, dissolves, blurs, or any such effects on elements with colors applied



# 03 Typography

- 01 Typeface
- 02 Typeface Family
- 03 Type setting
- 04 Incorrect Usage

# Typeface

A designated typeface is highly effective in delivering a consistent visual image of a brand. Pretendard is a Neo-grotesque typeface that retains a stable structure and a well-balanced module, making it an appropriate typeface to convey Lunit's technology and earnest outlook.

24

# Pretendard

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789, .?@#&\$¥₩  
가나다라마바사아자차카타파하

## 9 Weights

# 13,793 Glyphs



03 Typography

# Typeface Family

Designated Typeface Family

A designated typeface is highly effective in delivering a consistent visual image of a brand. Pretendard is a Neo-grotesque typeface that retains a stable structure and a well-balanced module, making it an appropriate typeface to convey Lunit's technology and earnest outlook.

Pretendard Regular - English

Conquer Cancer  
Through AI

Pretendard Medium - English

Conquer Cancer  
Through AI

Pretendard Semibold - English

Conquer Cancer  
Through AI

Pretendard Bold - English

Conquer Cancer  
Through AI

Pretendard Regular - Korean

이제 인공지능은  
의료의 새로운 표준이 됩니다.

Pretendard Meduium - Korean

이제 인공지능은  
의료의 새로운 표준이 됩니다.

Pretendard Semibold - Korean

이제 인공지능은  
의료의 새로운 표준이 됩니다.

Pretendard Bold - Korean

이제 인공지능은  
의료의 새로운 표준이 됩니다.

03 Typography

# Typeface Usage

Typeface Usage Cases

To deliver consistent brand identity across all text usage touch points, the following are simple format settings for the title and body. These setting values are not fixed specifications but recommendations for potential reference and can be modified in case of exception.

Primary Headline

Conquer  
Cancer

Headline

Conquer  
Cancer  
Through AI

Body

With AI, we aim to make data-driven medicine the new standard of care. We are especially focused on conquering cancer, one of the leading causes of death worldwide.

루닛의 목표는 데이터 기반의 인공지능 기술이 주도 의학의 미래를 만드는 것입니다. 특히, 전 세계 사망 원인의 높은 비중을 차지하는 암을 정복하는 데 주력

Body

With AI, we aim to make data-driven medicine the new standard of care. We are especially focused on conquering cancer, one of the leading causes of death worldwide.

루닛의 목표는 데이터 기반의 인공지능 기술이 주도 의학의 미래를 만드는 것입니다. 특히, 전 세계 사망 원인의 높은 비중을 차지하는 암을 정복하는 데 주력

### 03 Typography

## Incorrect Usage

#### Typeface Misuse Cases

To maintain a consistent brand identity, it is vital to keep the typeface consistent according to the rules that have been defined above. Here are some misuse cases to be avoided.

✗ Do not use an excessively light font-weight

Conquer Cancer  
Through A.I.

✗ Do not modify or distort the typeface

**Conquer Ca  
Through A.I**

✗ Do not use alignment on both ends

With AI, we aim to make data  
the new standard of care. We  
focused on conquering cancer  
leading causes of death

✗ Do not incorporate multiple font-weights in a typeface

**With AI,** we aim to make data  
the new standard of care. **We a**  
**focused on** conquering cancer  
leading causes of death wo

