Brand Identity
Brand Guidelines

CHOWIS

The Basics

The Chowis Logo is a powerful symbol

Here are some rules

of the road when using our logo.

- Only show the logo in gray or white.

- Don't alter, rotate, or modify the logo.

- Don't animate the logo

- Don't surround the logo with other

 icons

- Don't overemphasize the logo.

- Don't use previous versions of the logo.

- Follow the clear space guidance

 in this document.

CHOWIS

Clear space and minimum size

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 16 pixels wide.

100%

CHOWIS

150%
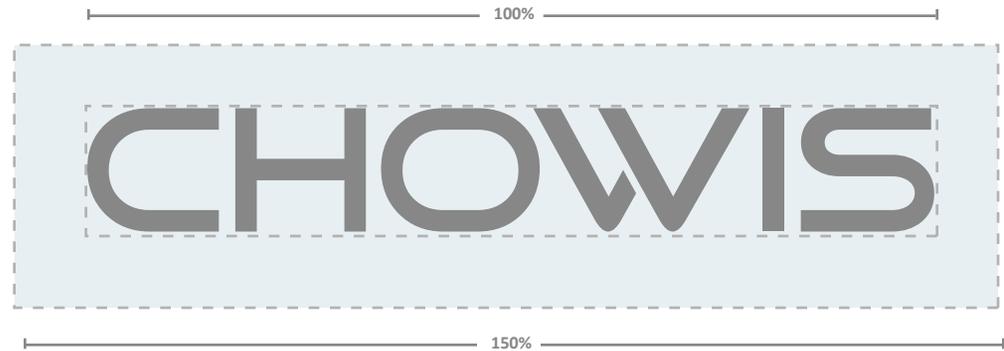
Logo clear space

CHOWIS
25 x 5px

Logo minumum size

Brand Icon

Brand icon is a symbol that conveys strong universal values and ideas that make it immediately recognizable. You can use the icon in Chowis colors or white and black.

It is preferred that the icon is presented free of a container and a usage if the Chowis color.
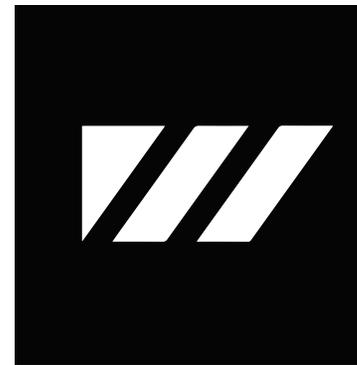
Brand Logo + Brand Icon

Brand icon is a symbol that conveys strong universal values and ideas that make it immediately recognizable. You can use the icon in Chowis colors or white and black.

You may use the brang logo and brand icon together as show on sample:
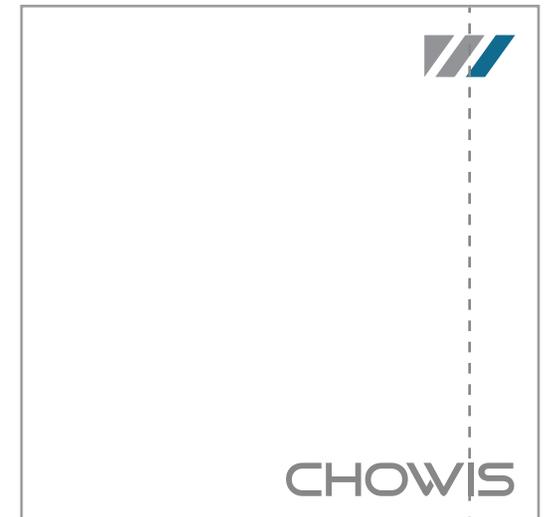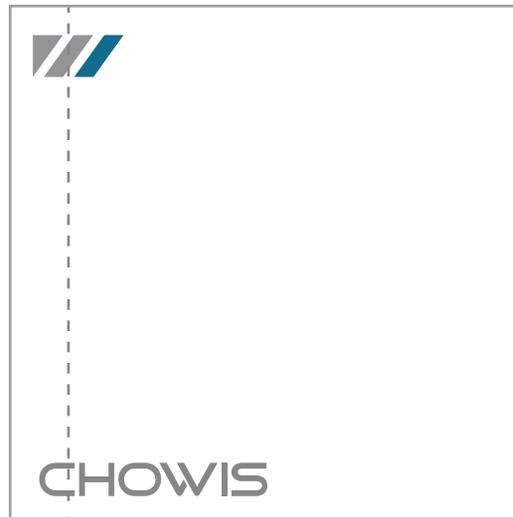
Brand Logo color Usage

Chowis Logo must be legible and maintain the integrity of its form.

When using white background,either Chowis primary color or black should be used while if black background, Chowis primary color and white should be used.

White background

CHOWIS   CHOWIS

Black Background

CHOWIS   CHOWIS

Slogan

Chowis Logo can be paired with slogan

" Your Choice of Diagnosis".

When using Chowis Logo with Slogan,

make sure our logo is in gray or white.

Observe 110% spacing between

Chowis Logo and slogan.

110%

CHOWIS
YOUR CHOICE OF DIAGNOSIS
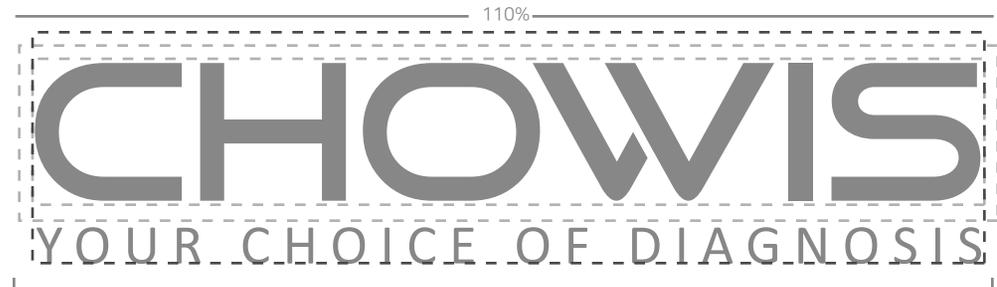
One line

YOUR CHOICE OF DIAGNOSIS

two lines

YOUR CHOICE OF
DIAGNOSIS

LOGO

Misuse

CHOWIS

ⓧ

Do not -
Apply Strokes

CHOWIS

ⓧ

Do not -
Add drop down shadow

CHOWIS

ⓧ

Do not -
Add special effects

CHOWIS

ⓧ

Do not -
Add gradient

CHOWIS

ⓧ

Do not -
Fill with multiple color

CHOWIS

ⓧ

Do not -
Skew, rotate or stretch

CHOWIS

ⓧ

Do not -
Contain in a shape

CHOWIS

ⓧ

Do not -
Stack multiple logos

CHOWIS

ⓧ

Do not -
Fill with patterns

CHOWIS

ⓧ

Do not -
Add element

CHOWIS

ⓧ

Do not -
Type "Chowis" with different
typeface

CHOWIS
YOUR CHOICE OF DIAGNOSIS

ⓧ

Do not -
Use old logo

Logo Application on Image

When placing the logo on an image, always use the white logo version.

For images with a light background, we suggest applying a 10-20% black opacity to the entire image to maintain legibility of the white logo.

And never show the Chowis logo in black or any other colors.

The logo is permitted to be displayed in black with prior permission from Chowis
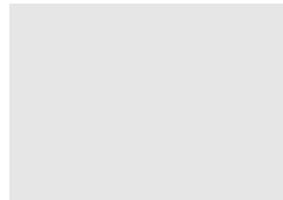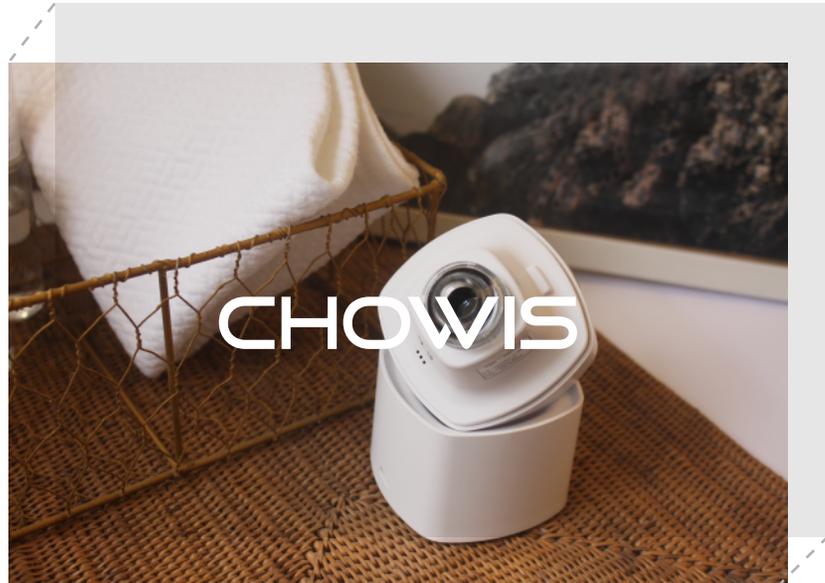
Layer 2
10-20% opacity black

Layer 1
Original Image

COLOR

PRIMARY

Gray

HEX #878787
RGB 135 135 135

CMYK 49 41 41 5
PANTONE

Blue

HEX #006a8e
RGB 0 106 142

CMYK 100 16 10 44
PANTONE

White

HEX #ffffff
RGB 255 255 255

CMYK 0 0 0 0
PANTONE

Light Gray

HEX #ffffff
RGB 255 255 255

CMYK 0 0 0 0
PANTONE

Extra Light Gray

HEX #ffffff
RGB 255 255 255

CMYK 0 0 0 0
PANTONE

Black

HEX #ffffff
RGB 255 255 255

CMYK 0 0 0 0
PANTONE

Our Typeface

Our typeface is bold, simple, and universal.
For Chowis treatments, such as slogan and internal documents, we use Noto Sans CJKKR- English and Nanumfont for Korean.

Noto Sans CJKKR
Bold

Noto Sans CJKKR
Regular

Noto Sans CJKKR
Light

Our Typeface

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나눔스퀘어OTF
Light

나눔스퀘어OTF
Bold

나눔스퀘어OTF
Regular

나눔스퀘어OTF
ExtraBold

END