CASE
Council of Asian Science Editors
BRAND IDENTITY GUIDE
The present manual contains regulations and explanations; it is a strategic guide that suggests basic design intentions, detailed presentation methods, and application of the overall CIP system of the Council of Asian Science Editors (CASE). Therefore, the CASE CIP system image objective should be systematically practiced through compliance with the requirements below for the accurate understanding, strict management, and efficient utilization of the design intent and regulations.

1. As the only code for CASE’s visual information communication system, the present manual must not be disclosed or copied without notice to non-related personnel. In the case of ordering production per category, only the necessary portion is to be extracted and should be recovered as soon as production is finished.

2. No parts of the manual can be reproduced without discretion. Any inquiries or interpretation should be addressed with the CI management department.

3. The contents of this manual can be progressively amended if the need is acknowledged due to changes at the time of the manual’s application. Inquiries will be received by the Public Relations team for thorough research and evaluation.

4. As the elements and systems contained in this manual were not created for print, the relevant media should be utilized.

As indicated by the explanatory notes, PANTONE is the registered trademark of Pantone, Inc. and the name for the color scheme table provided by the company. The suggested color scheme should be used for accurate color reenactment.

December 2014
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Basic Elements

1. Symbol Mark
2. Symbol Mark Grid
3. Color System
4. Color Usage
5. Signature Type
6. Graphic Motif
7. Incorrect Usage
Symbol Mark

CASE

Logo Type

Council of Asian Science Editors

Council of Asian Science Editors
Symbol Mark Grid

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Color System

While the principle for expressing the color system in print is to use the exclusive color, it may also be expressed using four primary print colors, according to the attribute of the applied medium. While color reproduction may differ due to printing method, ink concentration, and paper quality when expressing the colors, optimal state should be maintained. When applying colors to signs, there may be slight color differences based on the attributes of mediums such as vinyl sheets, paints, or silkscreens; however, it should be optimized to the exclusive colors given in the example. While the color system on websites should comply with the suggested color values, minimal adjustments appropriate to each situation can be made.

CASE Blue
PANTONE 2736
C 100
M 90
Y 0
K 0

CASE Green
PANTONE 382
C 40
M 0
Y 100
K 0

CASE Silver
PANTONE Metallic Coated 8420C

CASE Gold
PANTONE Metallic Coated 872C
Color Usage

While color expression using the color system is prioritized for color usage, if unique decorative effects are expected, gold, silver, gilt, or silver gilt may be used. Follow the regulations below if color reenactment is difficult or expression should be made in a single color. Usage must comply with the examples provided in this section so as not to cause confusion or deconcentration of organizational images due to incorrect usage.

- **White**
  - Black 20%
  - Black 60%

- **Blue**
  - Black 40%
  - Black 80%

- **Green**
  - Black

- **Silver**
  - Black

- **Gold**
  - Black 20%
  - Black 40%
  - Black 60%
  - Black 80%
Signature Type

Signature types pertain to combinations of the symbol and logo under certain standards. The appropriate signature type should be selected from the types suggested below, according to the medium and the layout of the space. Separate use of the symbol or arbitrary adjustment of the symbol and logo layout to fit the medium is strictly prohibited.
Graphic Motif
Graphic Motif
Incorrect Usage

Using arbitrarily modified symbols besides the standardized images damages the original image of the symbol and creates confusion regarding identity. The examples provided below are examples of incorrect usage. Correct usage according to section regulations must be strictly managed.

- Arbitrary change of color
- Arbitrary use of effects
- Using only the outline
- Arbitrary placement of elements
- Arbitrary change of angle
- Arbitrary change of proportion
- Arbitrary change of size
- Application on complex backgrounds
Stationery

1. Business Card
2. Letterhead
3. Memo
4. Envelope
5. Badge, Tag & Plate
6. Name Plate
7. Promotion Item
8. Banner (Placards)
9. Writing Tackle
10. Mug Cups, Paper Cups
11. Carrier Bags
12. Vehicles
Business Card

The business card plays an important role as the primary medium exchanged in external interactions. The business cards provided below are of actual size. While the size may be adjusted if more space is required for addresses and titles, the placement of the elements may not be adjusted. Strict caution should be taken not to distort the image and to follow the provided examples.

**Cards should be offset-printed using designated colors on Rendezvous Ultra White 240g/m² or similar paper.**

Front Example 1

President
Jong Kyu Ha Ph.D.
Emeritus Professor
Department of Agricultural Biotechnology

Seoul National University
Room 708 Sammoo Sporea, 23,
Sillim-ro 59-gil, Gwabak-gu,
Seoul, 151-730, Korea
E-mail jonghalsnu.ac.kr
Mobile +82-2-898-6689
Tel +82-2-898-6689
Fax +82-2-898-6689

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Hologram Foil Strip
**Business Card**

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Back Example 1

Back Example 2

Back Example 3
Business Card

The business card plays an important role as the primary medium exchanged in external interactions. The business cards provided below are of actual size. While the size may be adjusted if more space is required for addresses and titles, the placement of the elements may not be adjusted. Strict caution should be taken not to distort the image and to follow the provided examples.

**Cards should be offset-printed using designated colors on Rendezvous Ultra White 240g/m² or similar paper.**
As the primary messenger that represents the image of CASE, the letterhead should present a positive image to the receiver while being functional and economical. The signature, address, and telephone number should be placed according to the size and position provided in the layout.

* Offset-print on white vellum paper of 210 X 297mm (A4) size
Memo

The notepads should present a positive image to all related personnel within and outside of CASE. As a mass consumable item, it should be practical and economical.

*Example is a reduced size.
As a mass consumable item that presents the image of CASE to all related personnel within and outside of CASE, the envelope should be practical and economical. Display elements such as watermark, logo, and address should be placed in the designated locations provided below.

* Offset-print on white vellum paper, 120g/m².

Large Envelope
size: 265 x 190 mm

Small Envelope
size: 220 x 105 mm
As a mass consumable item that presents the image of CASE to all related personnel within and outside of CASE, the envelope should be practical and economical. Display elements such as watermark, logo, and address should be placed in the designated locations provided below.

* Offset-print on white vellum paper, 120g/m²
As the official symbols that represent CASE, the badge, tag, and plate are highly visually attracting media and should therefore be kept clean in order to maintain a high level of dignity and an outstanding image.
Name Plate

As an official symbol that represents CASE, the name plate is a highly visually attracting medium and should therefore be kept clean in order to maintain a high level of dignity and an outstanding image.
Promotion Item

Button stickers are to be used for business, domestic, and foreign public relations, along with signboards on moving vehicles. As an advertising medium with high exposure that promotes intimacy with the public, button stickers should be produced to maintain a consistent image. Their size may be enlarged or reduced according to the application situation.

Sticker 1
size:
20mm diameter

Silver Star
Gold Star

Size:
40mm diameter

Silver Star
Hologram strip

Sticker 2
Brand Identity Guide

Placards are to be used during various CASE events and for public relations purposes. The ratio may be enlarged or reduced according to the given space. Placards are to be produced by printing the actual image.
Promotional items are to be used for business, domestic, and foreign public relations, along with signboards on moving vehicles. As an advertising medium with high exposure that promotes intimacy with the public, button stickers should be produced to maintain a consistent image. Their size may be enlarged or reduced according to the application situation.
Promotional items are to be used for business, domestic, and foreign public relations. As an advertising medium with high exposure that promotes intimacy with the public, button stickers should be produced to maintain a consistent image. Their size may be enlarged or reduced according to the application situation.
Carrier Bags

Carrier bags are to be used for business, domestic, and foreign public relations. As an advertising medium with high exposure that promotes intimacy with the public, carrier bags should be produced to maintain a consistent image. Their size may be enlarged or reduced according to the application situation.
As a moving advertising medium, vehicles transmit the image of CASE to the public. Hence, thorough management for maximum effectiveness in progressive image improvement and propagation is required. As the vehicle form may change according to manufacturer and production year, even for the same vehicle type, the locations of the display elements may be adjusted according to the situation. The ratio regulation of the elements themselves, however, must be maintained.
C

Sign

1. Flags
2. Sign
3. Outdoor Guide Sign
Flags

Flags are an important medium that publicizes the image of CASE and guides visitors. While the ratio may be enlarged or reduced according to the situation, the regulations of the present section are to be maintained for the display elements.
Signs are an important medium that publicizes the image of CASE and guides visitors. While the ratio may be enlarged or reduced according to the situation, the regulations of the present section are to be maintained for the display elements.
Outdoor Guide Sign