LG Electronics
Brand communication guidelines

Let's go



LG
Life's Good

Fostering premium brands

As LG Electronics steps farther onto the global stage, we are confronted with ever intensifying competition. Now more than ever, brands are essential corporate assets and are at the heart of successful business management. Therefore, it is essential that our brand is set apart from others on the market, and we can accomplish this by endowing our products with the unique characteristics that our target users are seeking.

With this in mind, we are currently positioning ourselves to become one of the top three global electronics companies. But our ultimate goal is to become the leader of our industry, and as part of our strategy to achieve this distinction, we must continuously foster and advance the LG Electronics brand.

To give our brand every advantage within such a competitive arena, we must first establish an identity that is unique and compelling to our customers. After conducting extensive research, we developed a new visual identity that is destined to distinguish us from our competitors. The following pages detail the core elements of this brand identity and will help ensure its consistent and effective application. And as our corporate communications adopt our new persona, we will establish a new global identity that is distinct, exclusive, and instantly recognizable.

As we implement this new visual identity system, I ask the executives and employees of LG Electronics and its subsidiaries to strive to make our company loved by customers worldwide and in the process make us the number one consumer electronics company in the world.



S.S. Kim
C.E.O. & Vice-Chairman
LG Electronics

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Brand platform

In an effort to establish a global identity for LG Electronics, a brand platform that strives to encompass the many facets of the LG mission has been developed. This "blueprint" clarifies and defines the vision and values that has propelled LG to the forefront of the consumer electronics industry.

Brand identity (or Brand print)
Delightfully Smart

Positioning
For people who are inspired by the latest digital technologies, advanced designs, styling, and innovative product function…

LG is the brand that is delightfully smart.

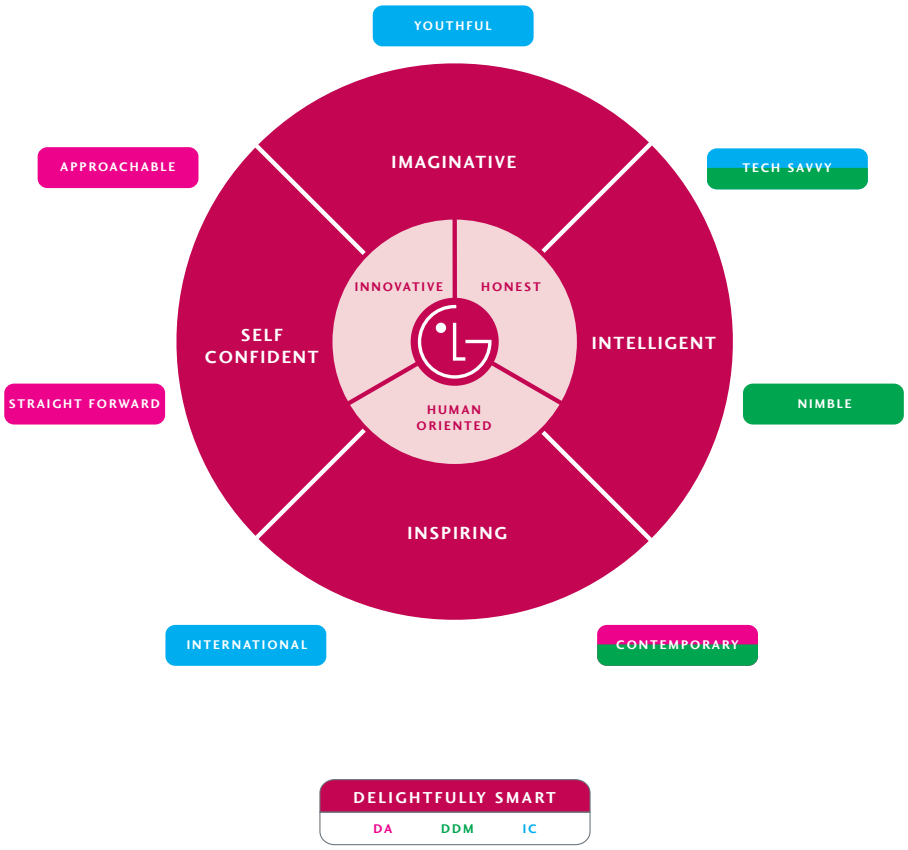
LG's products enhance your life (and your lifestyle) with their intelligent features, intuitive functionality, and exceptional performance.

Choosing LG is a form of self-expression and self-satisfaction. You'll you take pride in owning the amazing and take comfort in knowing you made a smart, more informed decision.

By establishing an instantly recognizable identity and *look and feel*, those who view LG communications will connect the quality and practicality of our products with the warm visual expression that represents us. This brand recognition will further position LG in the public consciousness as not only a manufacturer of advanced electronics, but also as a company that seeks to improve the human condition with its products. The visual language that LG employs and the intuitive technologies that drive its products work as one to create the persona of a company that is friendly, fun, helpful, and practical. In essence, we strive through our public representations and the private, domestic achievements of our products to be a company that is warm and receptive to the embrace, rather than cold and indifferent.

Brand personality

To achieve our goals, the LG image must mirror the attributes of our products. Therefore, LG's visual language emphasizes our commitment to product designs that are high quality, easy to use, and stylish. However, the LG signature and the graphic elements that support it also radiate the innovative spirit is truly responsible for the development of our superior products. The final result is an expression of premium quality that is friendly, easy-to-use, and guaranteed to make life more livable. LG is dedicated to making life *Delightfully Smart*.



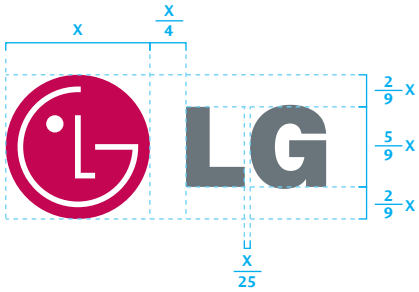
Good logo

The LG Electronics logo uses the LG Group master brand as the primary identifier of all LG Electronics products. In all geographic regions, emphasis and focus should be on the LG logo in all divisions and on all products. Sub-brand logos should be significantly de-emphasized in order to promote awareness of the parent brand, LG.

Consistent usage of the LG logo is absolutely essential. The logo is symbolic of our steadfast reputation for excellence, and therefore, any variation of the logo diminishes the visual identity of LG Electronics, its divisions, and products.

The logo consists of two elements: the LG letterforms in LG Gray and the face symbol in the unique LG Red color. This logo is always positioned with LG letterforms placed at a specific size to the right of the LG symbol. Never change any aspect of the typeface, symbol, color, or their relationships to the logo. Always use approved electronic artwork. Color exceptions are noted in these guidelines.





Good logo colors

The primary logo for LG Electronics is the 2 color logo. In most applications, you should use either the LG Red logo with LG Gray type or the LG Red logo with white type.

However, some design or print situations may prohibit effective usage of LG Red or LG Gray. In these instances other logo variants are acceptable, but they should be used sparingly.

2 color logo - LG Red symbol with LG Gray type on a white or light colored background.





2 color logo - LG Red symbol with white type on a black or dark colored background.

1 color LG Gray logo - LG Gray symbol and logotype on a white or light colored background.





1 color black logo - black symbol with black type on a white or light colored background.

1 color reverse logo - white symbol logotype on a black or dark colored background.



Bad logo

The examples below show incorrect alterations and color usage of the LG logo. Always use approved electronic artwork, and follow the usage specifications in this manual.

For examples of incorrect background control, see page 15 - “Signature background misuse”.

Never alter the LG logotype to be larger or smaller than the approved artwork.





Never alter the space between the L and the G of the LG logotype —always use approved electronic artwork.

Never alter the shape of the LG symbol from the approved artwork.





Never use a line or stroke around any elements of the LG symbol or logotype.

Never change the color of the LG symbol to anything other than LG Red, LG Gray, black or white.





Never reproduce the LG logo on a back-ground that is too complex.

Never alter an element of the LG symbol from the approved artwork.





When using the 1 color reverse logo, the face elements should go to black or the color of the background.

Never outline the elements of the LG symbol.





Never alter the color of the LG symbol or logotype—always use approved electronic artwork.

Special use vertical logo

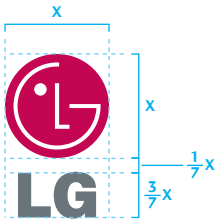
For extreme vertical applications—such as a banner or billboard—the vertical usage logo has been created. *Use of this signature should be kept to a minimum.* Use the primary logo or signature wherever possible. The special usage logo employs the same color and background specifications as the primary signature.

Additionally, the clearspace rule for the special usage logo is different from the primary logo and signature: 2/7X, when X is defined by the height of the symbol. In order to maintain legibility, the special usage signature should never appear smaller than 10mm.

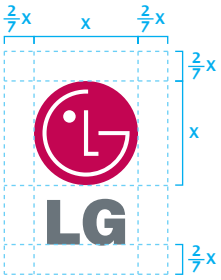
The stacked logo is for extreme vertical applications only.



Use approved digital artwork that maintains the correct relationship between signature elements.



Clearspace for the stacked logo has been set at 2/7x.



The stacked logo should never be reproduced smaller than 10mm.



LG Electronics
Brand communication guidelines

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1 – Brand & house style elements



Elemental

Good house style

A house style is a distinct system developed to communicate an organization's core philosophies. The system employs a group of elements—signature, typography, color imagery, and other graphic devices—in a specific way to reflect and express the organization's unique character. A house style may also be a strategic tool that subtly expresses a company's positioning, embodies the attributes of its personality, and reinforces the promise the company makes to its customers.

The LG Electronics house style guidelines have been developed as a comprehensive and globally relevant system of touch points to support our brand positioning. As a driven leader in the consumer electronics industry, LG strives to connect cutting-edge digital technologies with their human counterparts. Therefore, LG Electronics proposes that "Life's Good," an expression which reflects our belief that life is enriched and enhanced by products that are ingeniously designed and expertly built. This philosophy is the cornerstone of the LG Electronics house style, and following these guidelines will ensure that all materials, from brochures to presentations, will promote our mission to make life as good as possible.

LG graphic elements

The LG house style relies on a variety of graphic elements to create its visual identity in everything from advertising to websites, from environments to packaging. The elements are discussed individually and in later sections of the house style guidelines.

However, it is important to remember that each element was designed or selected as a key component in a dynamic and multi-faceted visual system that communicates our mission and philosophy.

Life's Good signature

Life's Good

Colors

Typefaces

Charlotte Sans
& Charlotte

Personality messaging

Curve typography

People and product photography







Color bars

LG Life's Good signature

The LG Electronics *Life's Good* signature consists of the LG logo (the face symbol in LG Red and the LG letters in LG Gray) and the slogan *Life's Good*, set in the Charlotte Sans typeface, curved around the LG symbol. The curving of the slogan reinforces LG's personality and uniqueness.

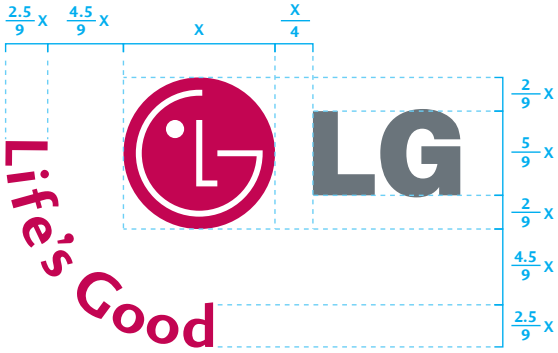
The consistent usage of this signature helps to clearly identify and connect every division and product from LG Electronics across the globe.

This signature has been created to work without sub-brands and divisions "locked up" to it. Other than special space limiting situations addressed later in these guidelines, no other signature should be used.

Whenever possible, the LG signature should be reproduced in the preferred two colors: LG Red for the symbol and slogan, and LG Gray for the LG letters. For detailed color specifications, refer to page 20.



The LG Life's Good signature: *LG symbol, LG letters, and the LG Life's Good slogan*



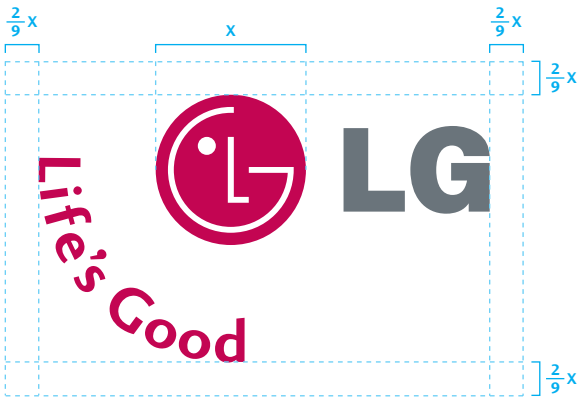
Special translation note: when special situations have been approved, the *Life's Good* slogan may be translated to languages other than English. It is important to keep the curved typography whenever possible. In some languages the translation may be longer in lenght, so the translated slogan be set between the 10:00 and 5:00 marks around the LG symbol.

Signature clear space and minimum size

To ensure the prominence and legibility of the LG signature, always surround it with clearspace. As shown below, the clearspace is equivalent to 1/2 the height of the "L" in the LG logotype and should surround the entire LG signature: LG symbol, LG logotype, and the *Life's Good* slogan.

Maintaining proper clearspace protects the visual identity from competing graphic elements such as text, photography, or background patterns that may otherwise divert attention from the signature.

The LG signature can appear in a variety of sizes, depending on the layout and image area, but at some sizes, legibility can be compromised. To protect against this, a minimum size has been established: The LG Life's Good signature should never be reproduced smaller than 1/2 inch in height (12.5mm).



The LG Life's Good signature clearspace



The LG Life's Good signature minimum size



If the signature needs to be reproduced less than 1/2" in height, and the special use horizontal signature cannot be used, use the LG signature without the slogan.

Signature color variations

The preferred color reproduction for the primary signature is the 2 color positive version using LG Red and LG Gray or the process color equivalents.

The primary LG Life's Good signature may be reproduced in the color variations shown below, depending on the type of communication, the contrast with surrounding graphics and type, and the number of colors available during production. Color configurations for the signature accommodate most print and digital applications, spot, process color (CMYK), RGB Web-safe, RGB Video, black and full reverse. For exact color specifications, see the Color Palette on page 19.

2 color signature - LG Red symbol and slogan with LG Gray logotype on a white or light colored background.





2 color signature - LG Red symbol with white logotype and slogan on a black or dark colored background.

1 color LG Gray signature - LG Gray symbol, logotype, and slogan on a white or light colored background.





1 color black signature - black symbol, logotype, and slogan on a white or light colored background.

1 color reverse signature - white symbol, logotype, and slogan on a black or dark colored background.





Special situations allow for reproduction of the LG logo and signature in Gold and Silver.

Signature background control

White is the most effective background on which to reproduce the LG Life's Good signature. White provides a clear, crisp contrast.

When the signature is placed on a background, there must be sufficient contrast between the background color and the signature colors. Therefore, several color options are available for signatures.

If the signature is placed on a black or dark background, the LG logotype and the *Life's Good* slogan should reverse to white while the LG face symbol remains in LG Red. In a number of applications, the signature can appear on LG Dark Red or LG Red either as a full reverse to white or with the LG face symbol in LG Red.

When placing the LG signature on a photographic image, make sure the image behind it is light enough to provide contrast with the LG 2 color signature, or dark enough to provide contrast with the reverse signature.

Whenever possible, use the 2 color positive signature on a white background.





2 color reverse signature on an LG Gray background.

2 color reverse signature on a black background.





2 color reverse signature on an LG Dark Gray background.

2 color reverse signature on an LG Dark Red background.





1 color reverse white signature on an LG Dark Red background.

Use the 2 color signature on a light photographic background as long as there is enough contrast for LG Red and LG Gray to be legible.





2 color reverse signature on a dark photographic background when there is not enough contrast for LG Gray to be legible.

Signature background misuse

Some colors and photographic backgrounds do not work in every case. Only use an approved signature that will provide a clean and distinct contrast to the specified background. Below are some examples of incorrect signature useage on color backgrounds.

The 2 color positive signature is not suitable for reproduction on an LG Dark Red background. Use either the 2 color reverse signature or the 1 color reverse signature.





The 2 color positive signature is not suitable for reproduction on an LG Dark Gray background. Use either the 2 color reverse signature or the 1 color reverse signature.

The 2 color positive signature is not suitable for reproduction on a black background. Use either the 2 color reverse signature or the 1 color reverse signature.





Do not use a tint, or lighter shade of LG Red for a background. Use the 1 color reverse white signature.

LG Gray does not provide sufficient contrast on some photographic backgrounds. Instead, use the 1 color positive LG Red signature.





LG Gray does not provide sufficient contrast on some photographic backgrounds. Instead, use the 1 color positive LG Red signature.

Never alter the 2 color or 1 color signature so that the LG logotype is reproduced in LG Red. Always use the correct color in the approved electronic artwork.





Never change the color of the LG logotype to LG Red on dark backgrounds. Instead, use the 2 color reverse signature.

Signature misuse

The LG Life's Good signature is a custom drawn piece of artwork, and the proportion and arrangement of the elements are specifically determined. To maintain consistency, use only approved digital art files. Never typeset, recreate, or alter signature artwork. Any change will cause inconsistencies, ultimately diminishing the impact of LG's visual identity.

This is the correct relationship for the elements of the LG Life's Good Signature. Always use approved digital artwork whenever reproducing the LG logo with the *Life's Good* slogan.





Never change the typeface, color, or position of the *Life's Good* slogan.

Never alter the typeface, color, or position of the *Life's Good* slogan.





Never alter the relationship between the LG logo and the *Life's Good* slogan.

Never change the relationship of the LG logotype or the typeface, color, or position of the *Life's Good* slogan.





Never rotate the slogan to be in a different position around the LG symbol.

Never change the typeface of the *Life's Good* slogan.





Never use a color for the slogan other than those provided in the electronic art files.

Special use horizontal signature

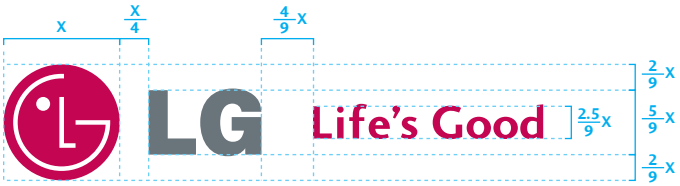
For extreme horizontal applications—such as a banner or pen—the special usage signature has been created. *Use of this signature should be kept to a minimum.* Use the primary signature wherever possible.

The special usage signature employs the same color and background specifications as the primary signature. Additionally, the clearspace rule for the special usage signature is the same as for the primary signature, 1/2 the height of the letter "L" in the wordmark. In order to maintain legibility, the special usage signature should never appear smaller than 10mm.

The special use signature is for extreme horizontal applications only.



Use approved digital artwork that maintains the correct relationship between signature elements.



Clearspace for the special use signature has been set at 1/2x.



The special use signature should never be reproduced smaller than 10mm.



Color is good

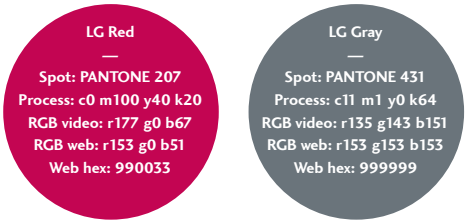
The LG primary color palette consists of three colors: LG Red, LG Gray, and white. There is also a premium color palette that consists of an additional two colors: LG Dark Red and LG Dark Gray. These can be used when focusing upon a premium product. In special situations, silver or metallic can be substituted for the light or dark gray.

The simplicity of the palette best highlights our uniqueness in a category that is dominated by multiple shades of blue.

Whenever possible, the LG signature should be reproduced in LG Red and LG Gray, which are the equivalents to PANTONE 207 and PANTONE 431. The standards for these colors may be found in the current edition of the PANTONE® Color Formula Guide. For certain 1 color applications, the signature may be reproduced in black or white. For process color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE colors in process color, but the goal should always be to match the PANTONE standard of the LG colors. The PANTONE and CMYK values provided can be used when printing on either coated or uncoated paper. Variations in color may occur, but try to match the LG colors as close as possible.

For on-screen applications refer to the RGB Video values specified. For web applications, refer to the RGB web/hex values specified.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.



LG primary palette



LG premium palette

Good typefaces

All LG Life's Good communications should use the Charlotte typeface family for headlines and text. The Charlotte family consists of two companion serif and sans serif typefaces: Charlotte and Charlotte Sans.

The Charlotte family was chosen because its legibility and distinctiveness help differentiate it from the sans serif typefaces used by other consumer electronics companies.

Charlotte Sans should be used for all headlines and primary messages, technical information, and call-out text. Charlotte should be used for most long passages of text and body copy.

Both faces include a set of small capitals and text numerals for use in text.

The Charlotte family typefaces can be purchased from *www.fontshop.com*. They are available as individual weights and as two packages: Charlotte Sans and Charlotte.

Charlotte Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 & 0123456789

Charlotte Sans Book *Charlotte Sans Book Italic*
Charlotte Sans Book Small Caps
Charlotte Sans Medium **Charlotte Sans Bold**

Charlotte

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 & 0123456789

Charlotte Book *Charlotte Book Italic*
Charlotte Book Small Caps
Charlotte Medium **Charlotte Bold**

Good curve typography

To help convey the spirit of Life's Good beyond the *Life's Good* slogan, headlines and primary messages can be typeset in a "curve typography" style, where the message is in an arc reading counter-clockwise.

Curve typography should be used on primary messages whenever possible. It conveys a sense of the LG personality and visually ties to the *Life's Good* slogan.

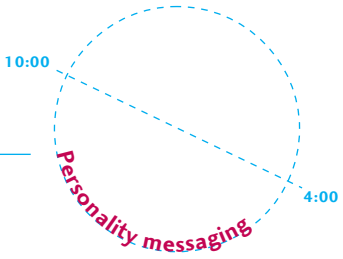
Curve typgoraphy should always be set in "sentence case": where the first letter is capitalized and, with the exception of proper nouns, all the words that follow should be in lower case.

This unique style of typography is another graphic tool used to unite the array of LG communications. However, using too many messages in curve typography can diminish its impact. Apart from the slogan, use curve typography only once per page, spread, or side of a package.

Curve typography should always be set in Charlotte Sans Bold and in one of the LG colors of Red, Gray, Dark Red, or Dark Gray. Curve typography can also be in white when put on dark backgrounds.



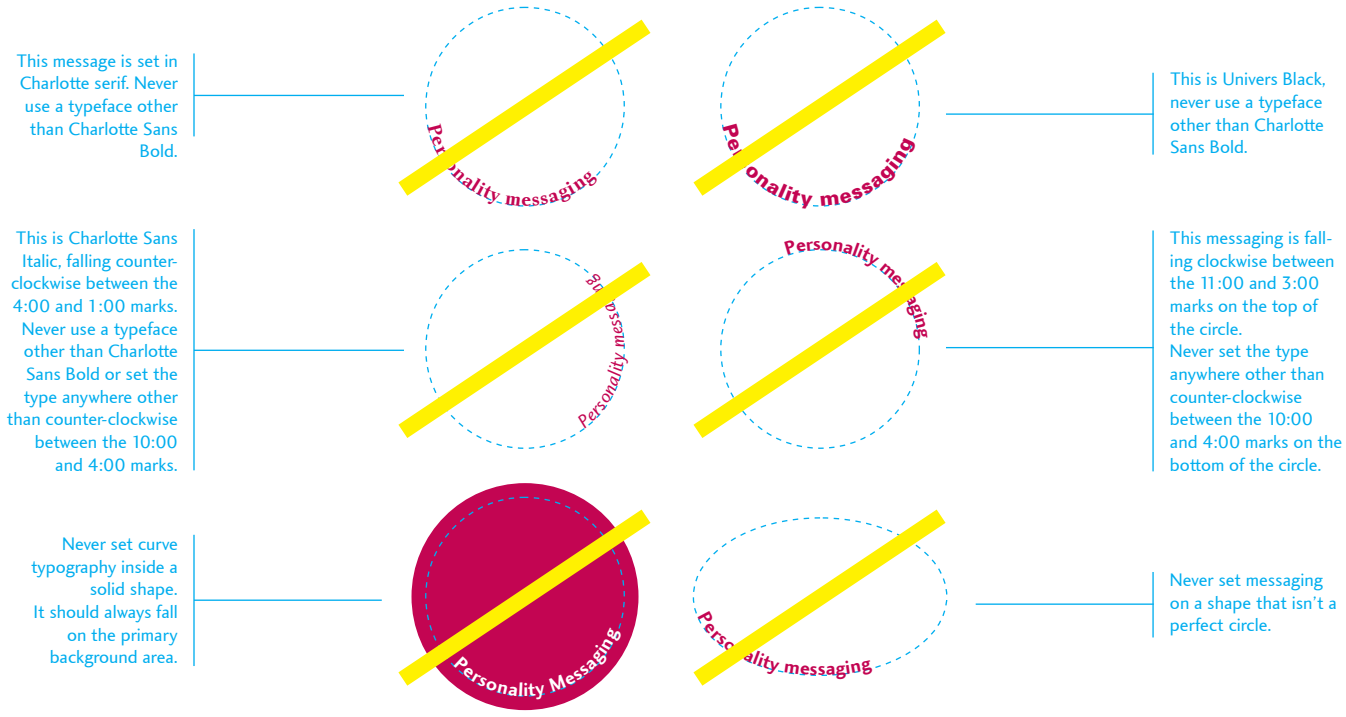
Curve typography should always be set counter-clockwise in a perfect circle, and should fall between the 10:00 mark and the 4:00 mark.



Curve typography misuse

Successful execution of curve typography can be made by following its simple specifications: Use Charlotte Sans Bold counter-clockwise on the inside curve of a perfect circle, falling between the 10:00 and 4:00 mark.

Below are a few examples of incorrect usage of curve typography.



Note: The blue dotted lines show on the examples above are for illustration purposes and are not, under any circumstances, to be used as artwork in LG communications.

Good photography

The photography that LG uses for various communications—from advertising to web sites—should convey the energy, happiness, and quality that the *Life's Good* slogan expresses. There are three different styles that may be used, depending on the communication: People photography, silhouette product photography, and product photography in an environment.

People photography can show people from different cultures in different environments. They are happy and positive—enjoying life to the fullest.





Silhouette product photography should show the product at an engaging angle and on a white background with no shadows.



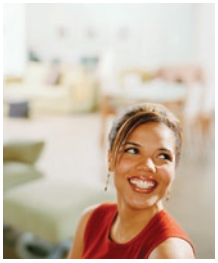
Product photography in an environment should show the product in a modern, clean environment, in the way that the product would be used.

People photography

People photography focuses on smiling people—a connection to the LG logo—in real environments from around the globe. They are happy, confident, and smart.

People photography can focus on an individual or a group. LG products do not have to be in the image.

Since the LG color palette is limited to reds and grays, additional colors may be employed depending on the subject's apparel or environment.





People photography can show people from different cultures in different environments. They are happy and positive—enjoying life to the fullest.



Silhouette product photography

Images of LG products should appear at an engaging angle, show the dimensions of the product, and be shot against a white background with no shadows.

The purpose and benefit of the product should be clear by the way it is shot. Do not hide any part of the product in shadows unless it is unavoidable.

Silhouetting products against a blank background enhances the effect of curve typography around the product.



Silhouette product photography should show the product at an engaging angle and on a white background with no shadows.

Environment product photography

Showing the product in a real environment—a kitchen, living room, home theater, laundry room, etc.—allows for a tangible sense of its scale and function.

LG products should be seen in clean and modern, yet warm, domestic environments. Images should focus on the product in a "real" home. Avoid cold or clinical settings.







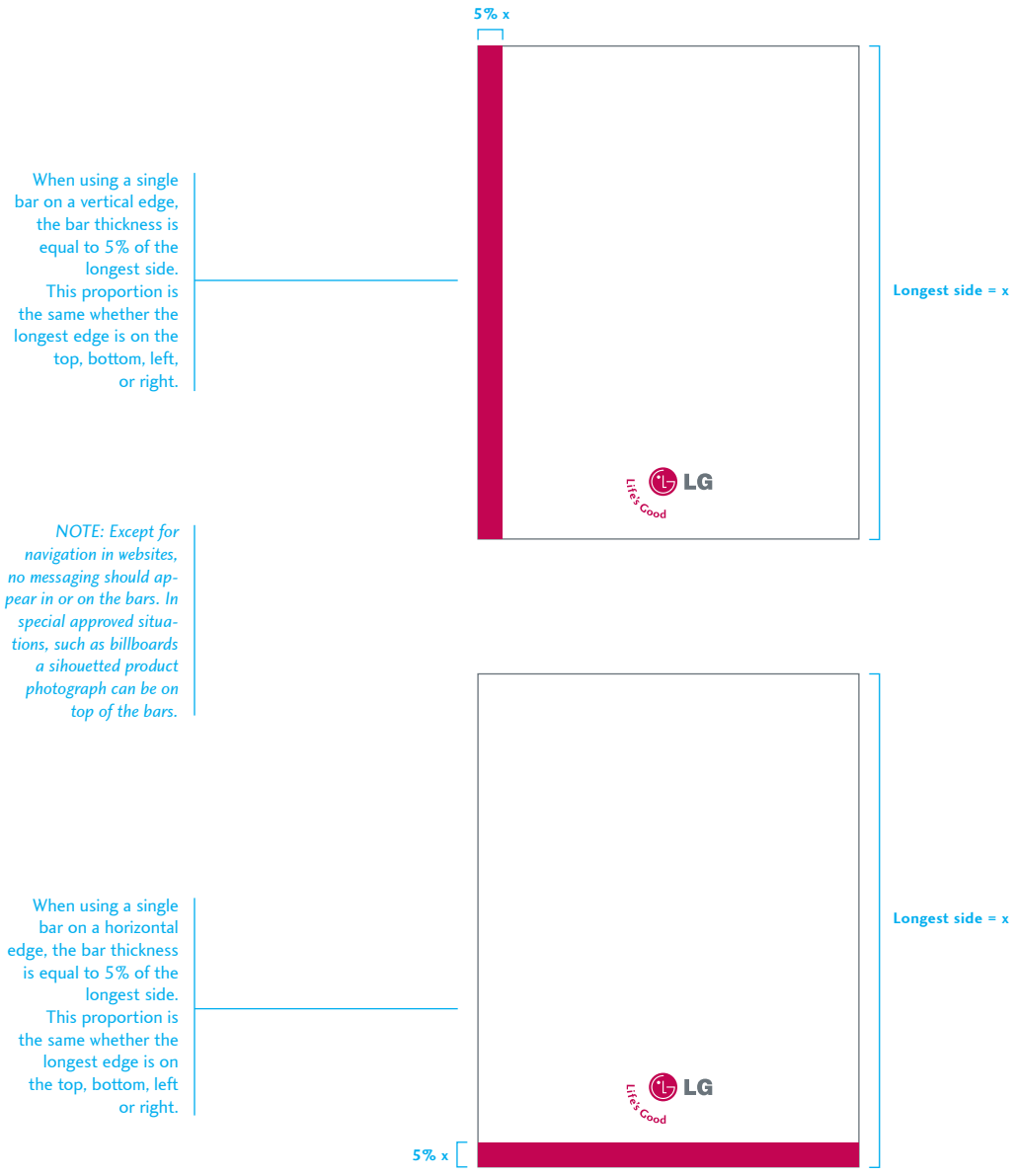
Product photography in an environment should show the product in a modern, clean environment in the way that the product would be used.

LG color bars

An integral part of the LG Life's Good house style is the use of the LG color bars. The color bars have been designed to take advantage of one of LG's most untapped brand assets: the unique shade of LG Red.

There are several different ways that the color bars can be used—one bar on the top, bottom, left or right; two opposing bars on the top and bottom or left and right; or a full frame around the page/image area. A formula has been created to ensure that the right size bar is used in each layout, at any size. And, while there is much flexibility in the application of the bars, they are essential elements in LG communications—as critical as the LG logo—and should be used with care.

The thickness of a bar or bars is equal to a percentage of the longest dimension in the layout. The thickness when using a single bar would be 5% of the longest dimension. When using two bars, the thickness would be 4% of the longest dimension. When using the full frame of four bars, the bar thickness around all sides is 3% of the longest side.

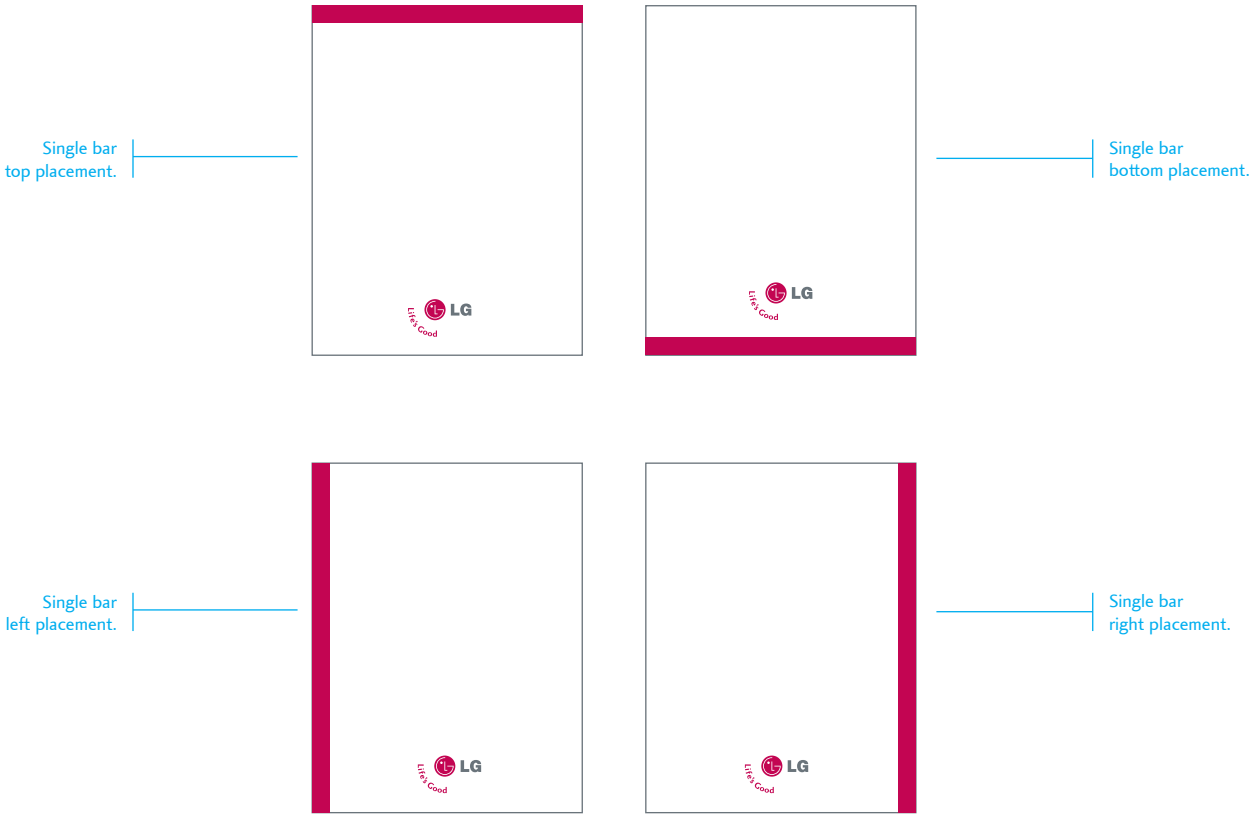


Applying a single bar

Many single page ads or brochure covers will work best with a single bar. The single bar can be on any edge. The vertical left or right bar will work well in a single page ad, depending on the page placement of the ad.

The bar should be used in all four areas as much as possible, but avoid using the bar in one position on every piece.

The single bar should always be reproduced using LG Red. The single bar may be reproduced in LG Gray or silver for approved special cases.

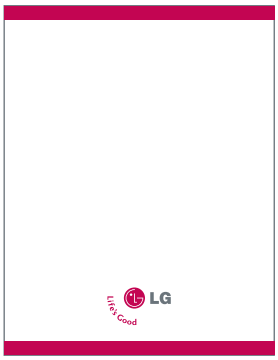


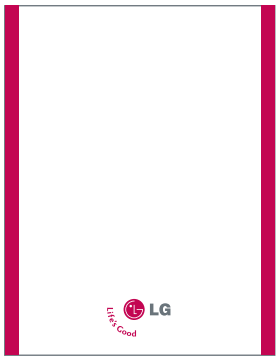
Applying dual bars

Some layouts will benefit by using dual bars on the top/bottom or the left/right. The result is a bolder presence of LG color and identity.

The dual bars should always be reproduced using LG Red. The dual bars may be reproduced in LG Gray or silver for approved special cases.

Dual bars with top and bottom placement. Thickness of each bar is equal to 4% of the longest edge.





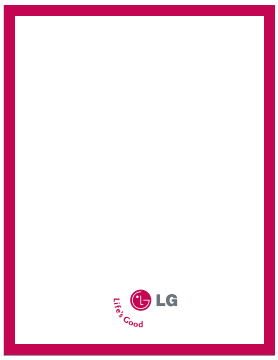
Dual bars with left and right side placement. Thickness of each bar is equal to 4% of the longest edge.

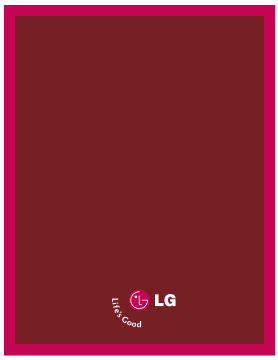
Applying the full frame

Applying bars for a full frame effect can create a bold, distinct impression by adding a sense of premium quality to the communication.

The full frame bars have the added flexibility of using all the colors in the LG palette: LG Red, Gray, Dark Red, Dark Gray, and Silver.

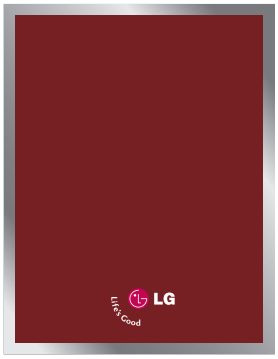
LG Red full frame around white image area. Thickness of each side of the frame is equal to 3% of the longest edge.

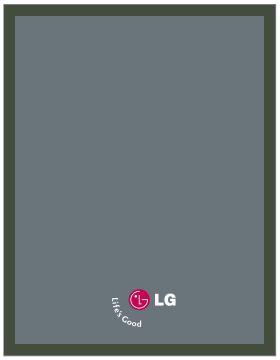




LG Red full frame around LG Dark Red image area for premium products.

Silver full frame around LG Dark Red image area for premium products.



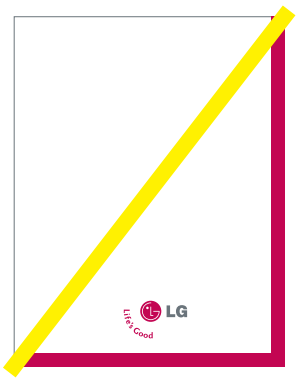


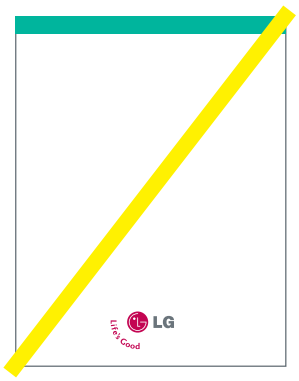
LG Dark Gray full frame around LG Gray image area for premium products.

Bar and frame misuse

Because the bar elements are very flexible in how they can be applied, incorrect usage can occur easily and compromise the visual language they are meant to assist. Below are some examples of incorrect bar and frame elements.

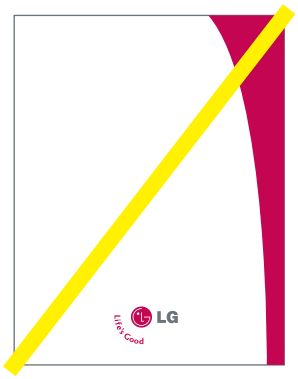
Do not use dual bars that are perpendicular to each other. When using dual bars, always place them opposite each other.

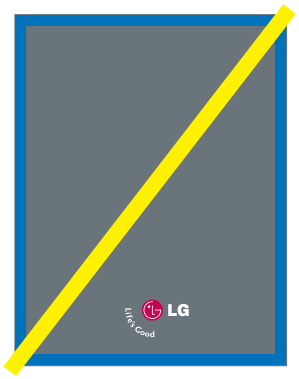




Never use any color other than LG Red for single or dual bar applications—although, for approved special cases LG Gray and silver may be used.

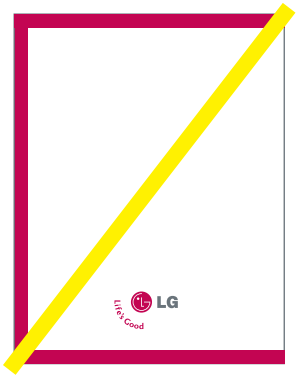
Never change the dimensions or shape of the bar. Adding curves or altering the shape of the bar does not aid consistency.





Never use any colors other than those in the LG color palettes for the bars or full frame.

Never use three bars instead of the dual bars or a full frame. Use only a single bar on any side, dual bars on the top and bottom or left and right, or the full frame with four





Never use white as a full frame color.

LG Electronics
Brand communication guidelines

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2 – Advertising and print



Advertising is good

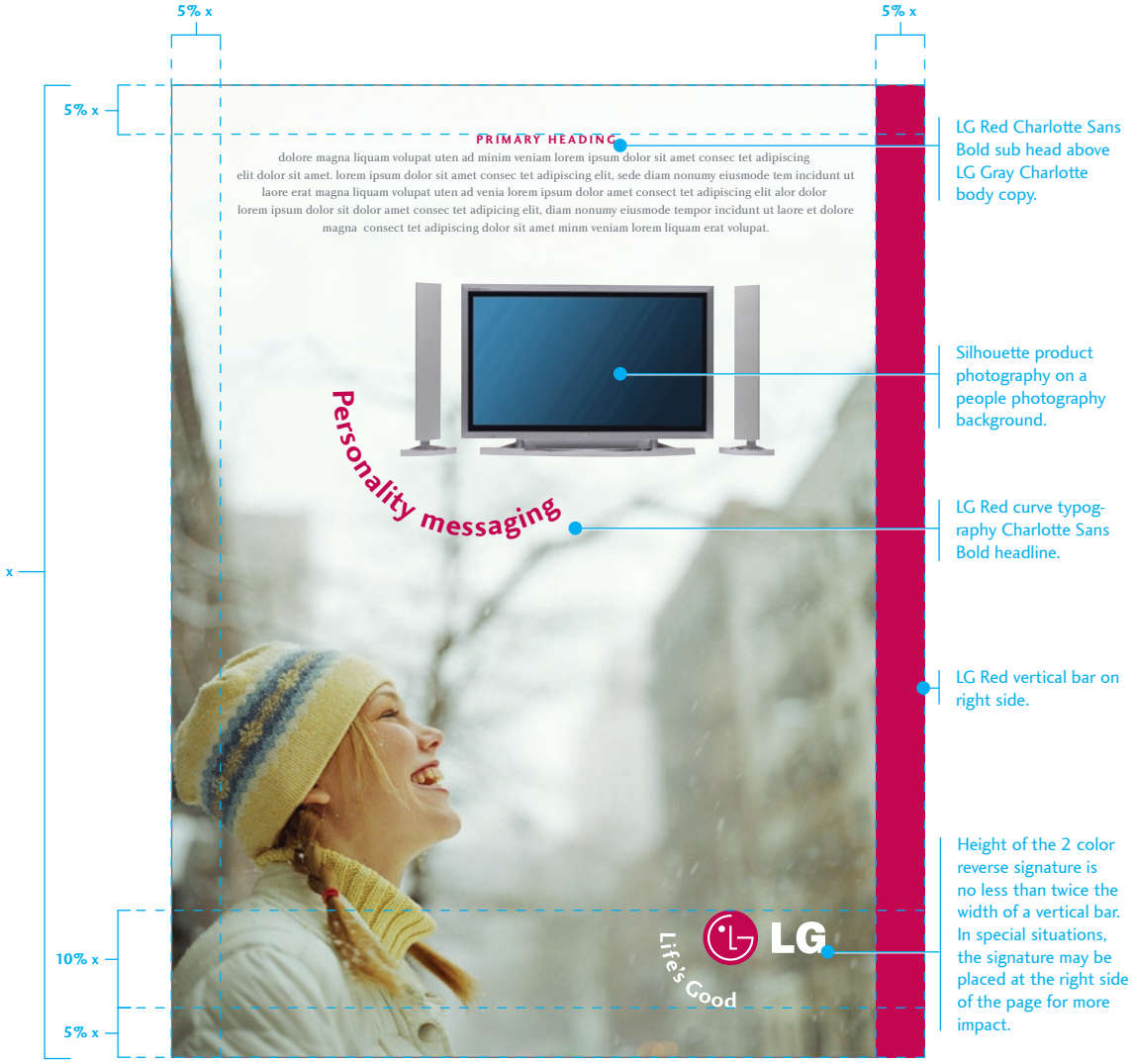
The graphic elements of the LG house style guidelines were designed to convey an original, easily recognizable, and consistent visual presence for LG Electronics. However, they were also designed to allow great flexibility in a wide array of print materials. The following guidelines were specialized for advertising applications and will assist in maximizing the effect of LG's unique visual identity. While these guidelines help maintain the consistency of our message, they are also agile enough to produce elegant and visually arresting layouts from billboards to pamphlets.

The general feel of LG communications is a system where product, messaging, and the LG signature read in a centered alignment. The following pages will show how the elements work together within this system. However, in approved special cases, the signature can be positioned on the upper right corner, as seen in the *Billboards and special usage guidelines*.

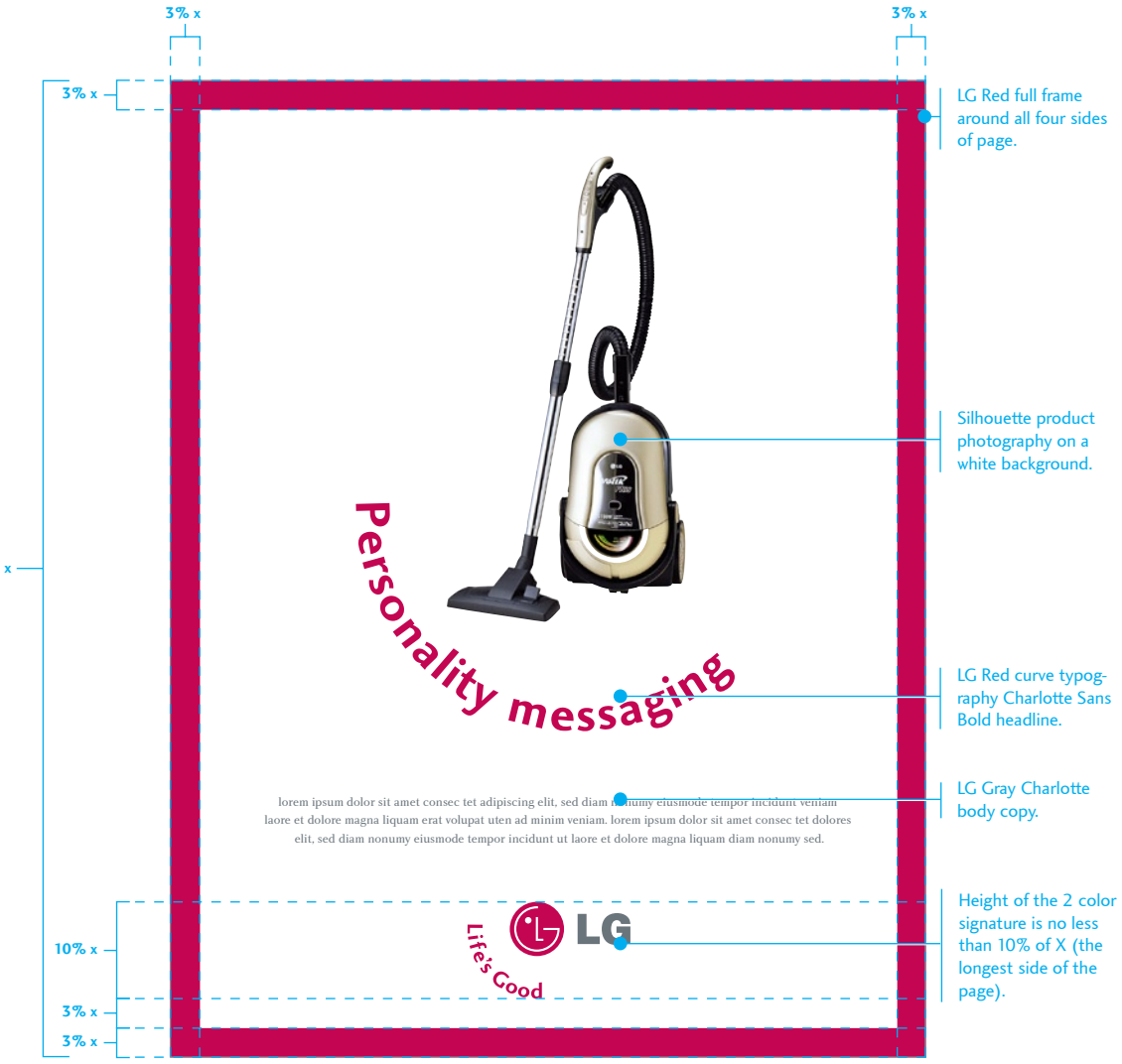
Single page ad – curve typography



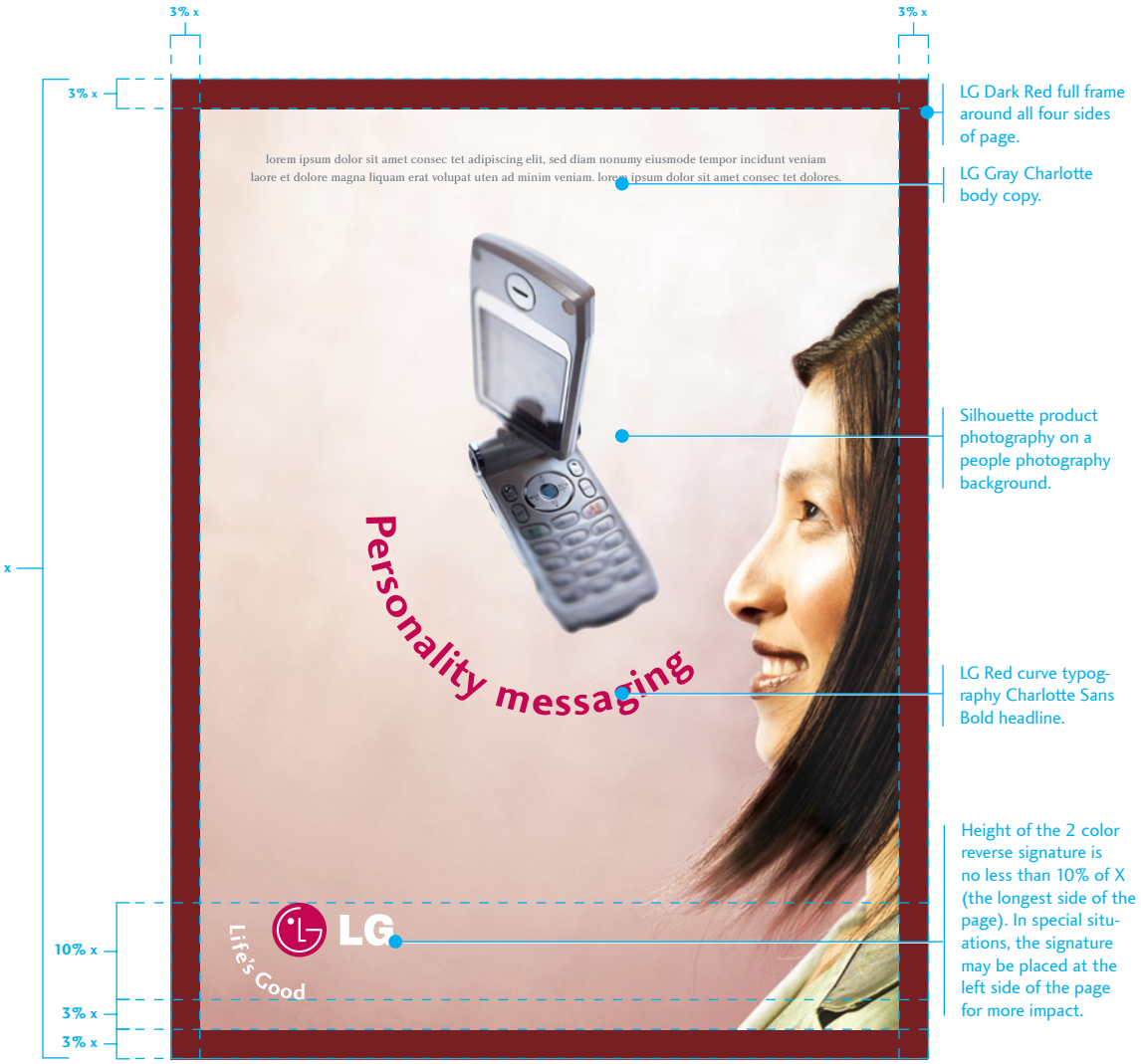
Single page ad – curve typography



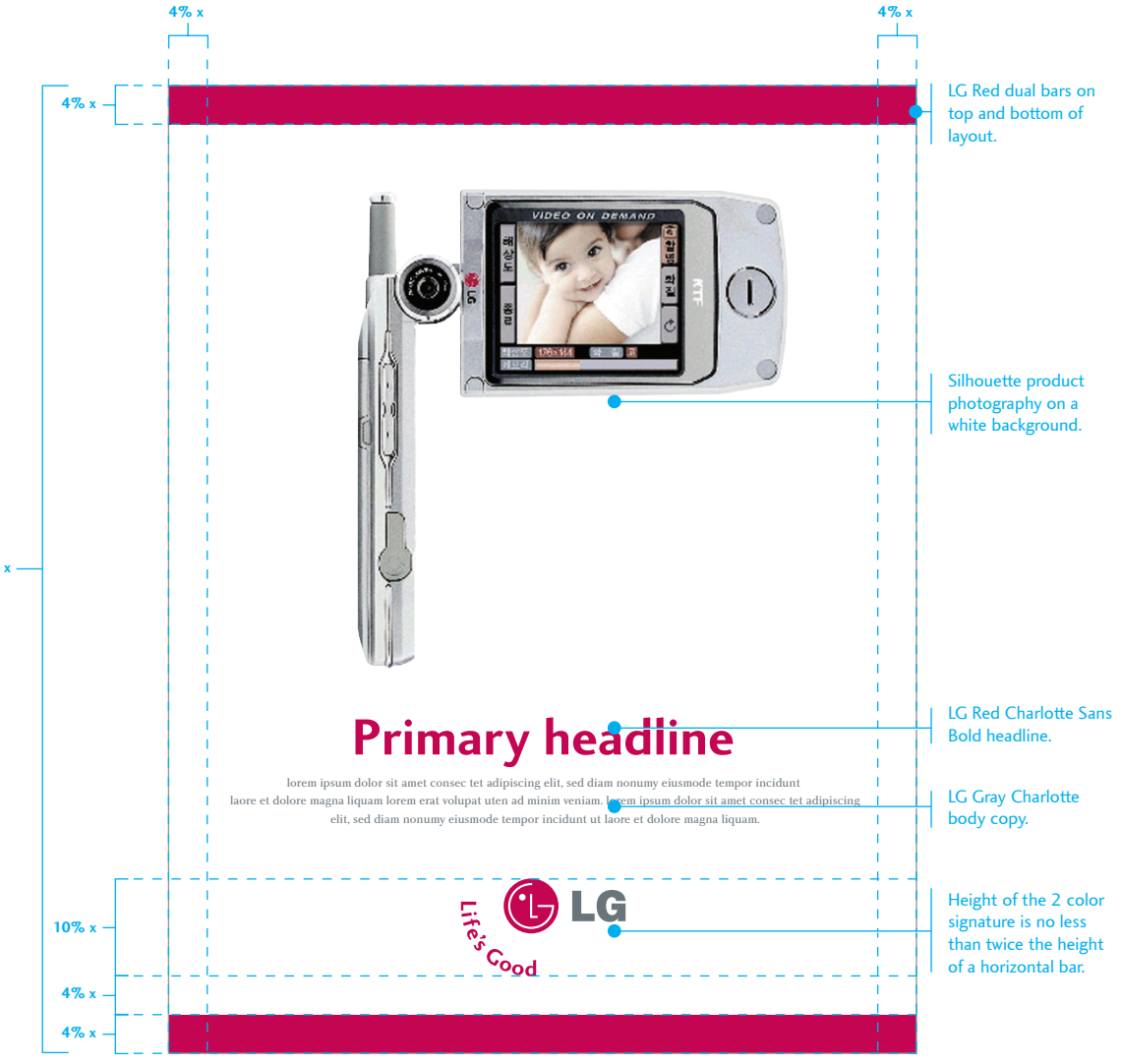
Single page ad – curve typography



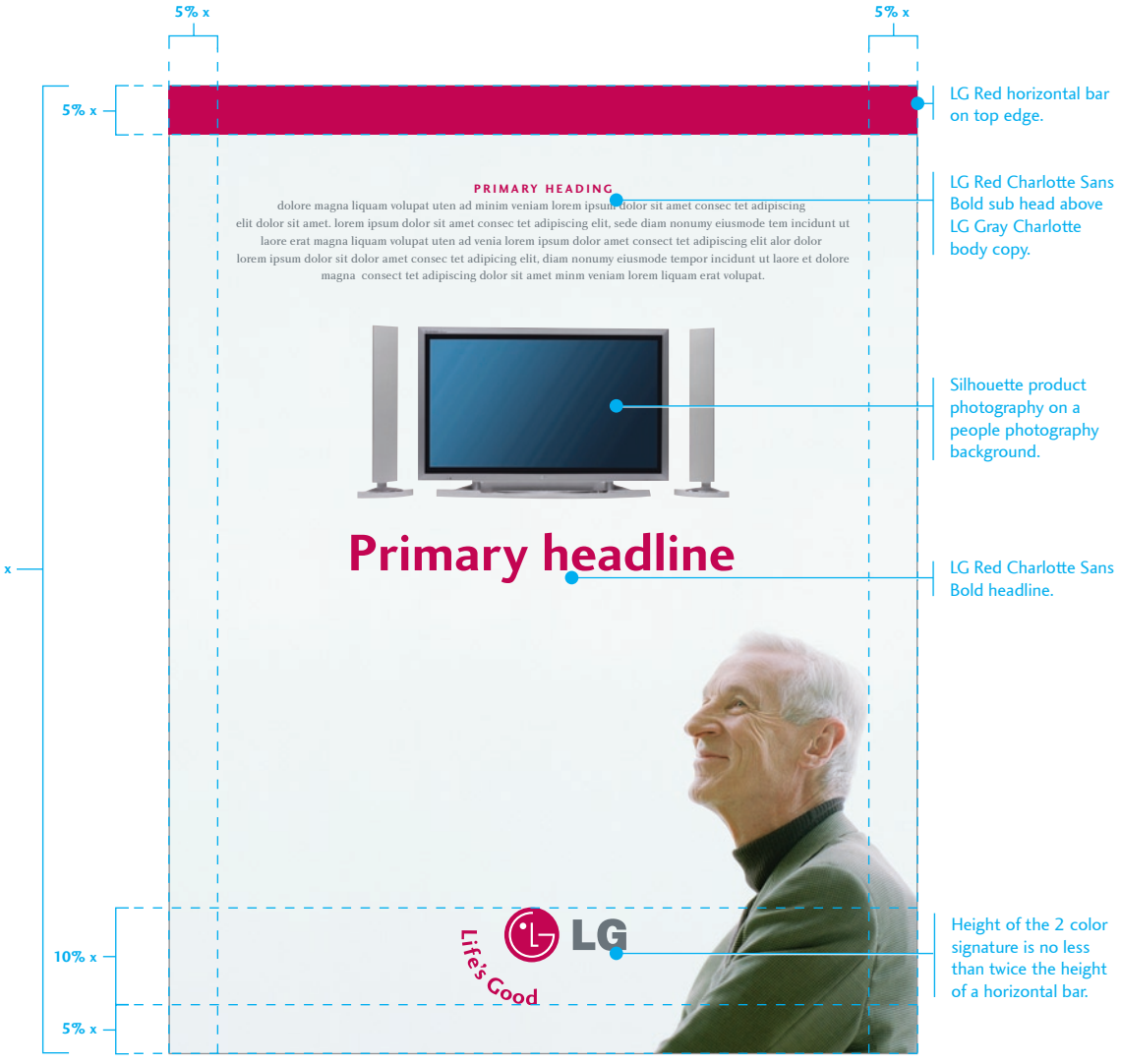
Single page ad – curve typography



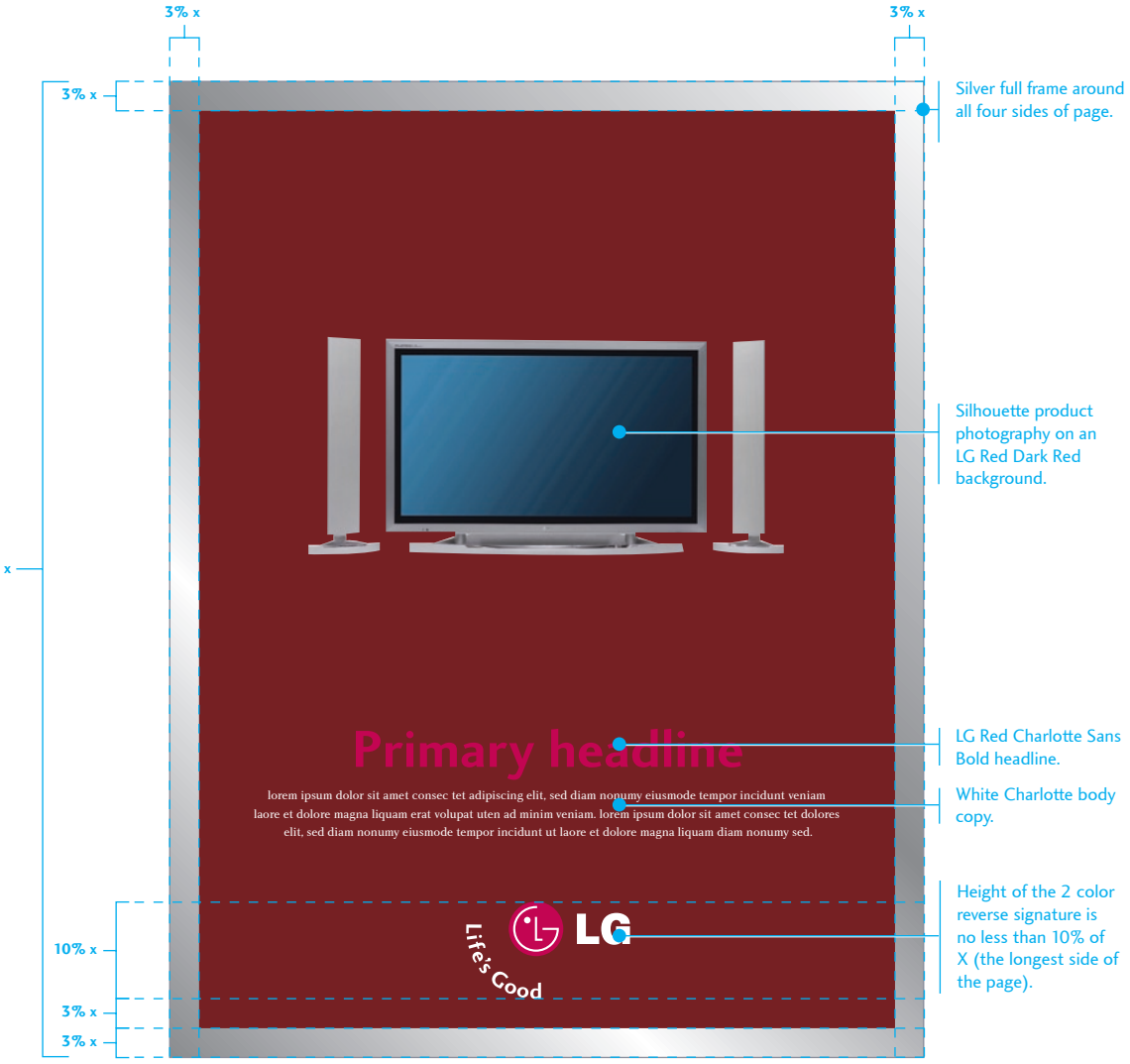
Single page ad – straight typography



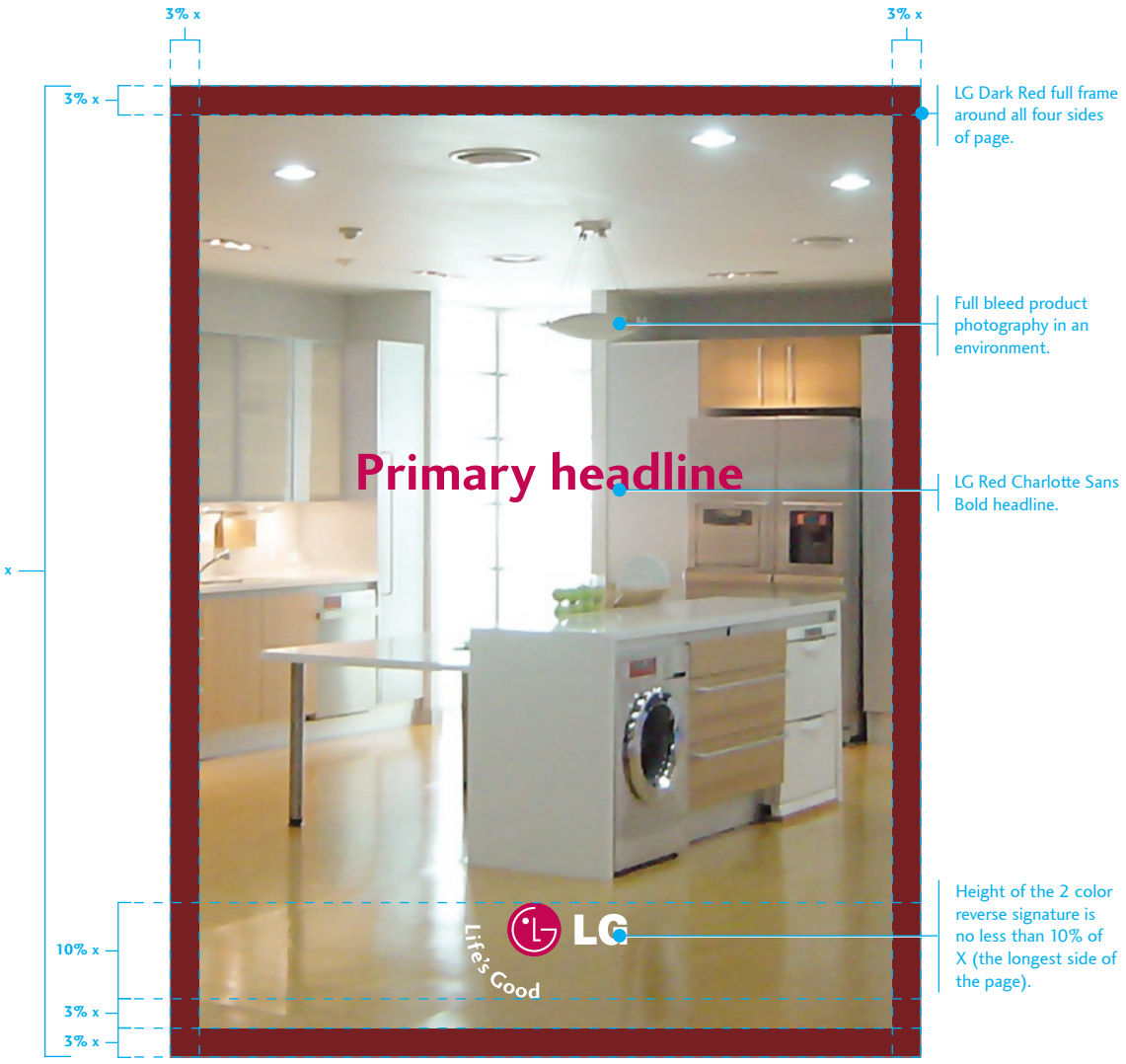
Single page ad – straight typography



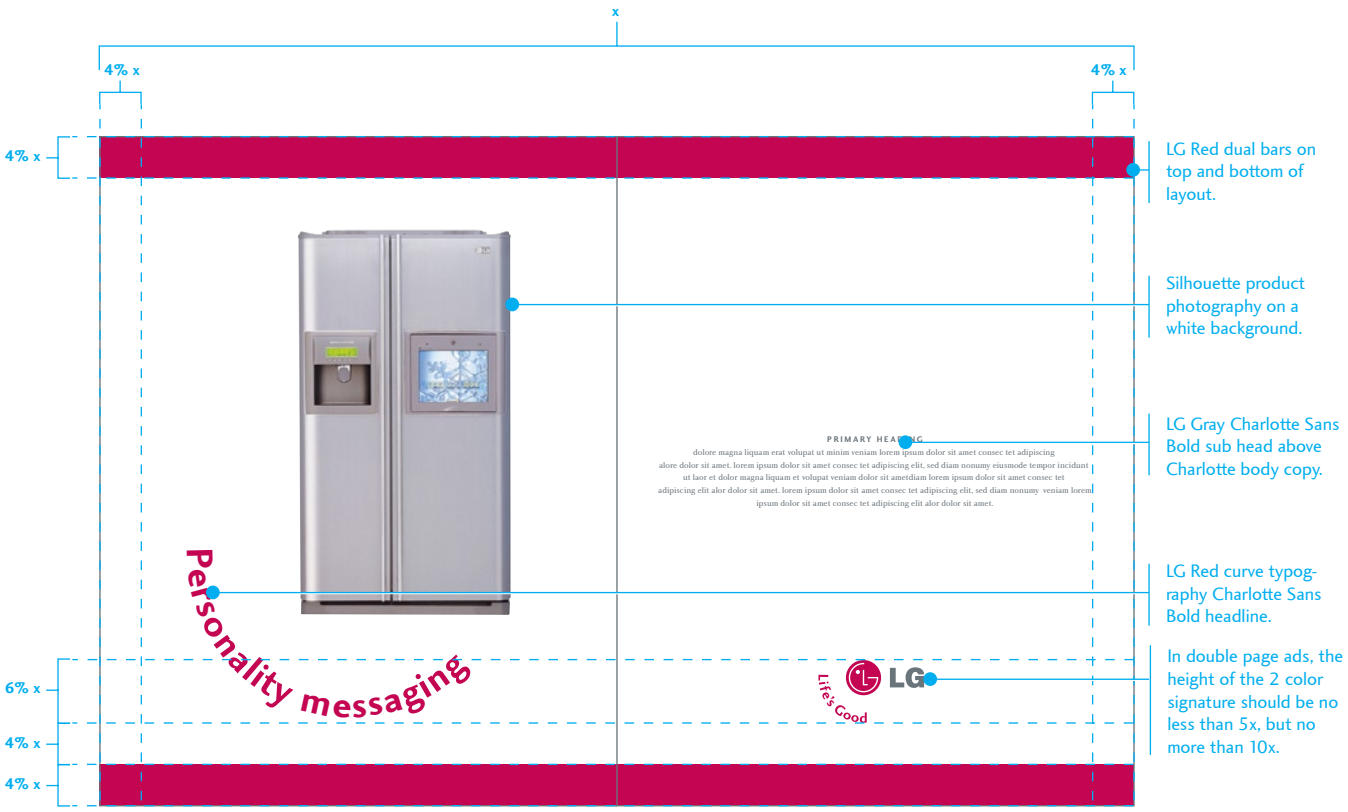
Single page ad – straight typography



Single page ad – straight typography



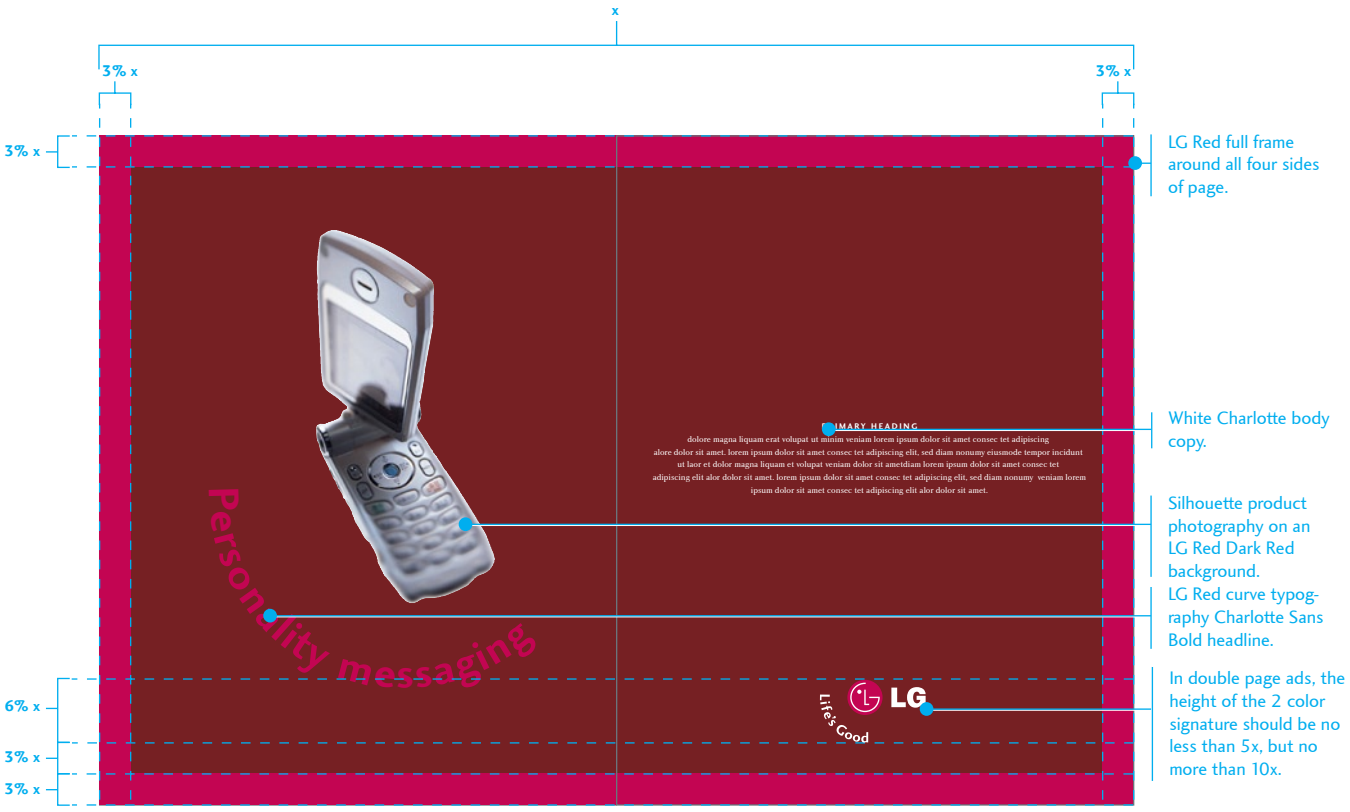
Double page ad – curve typography



Double page ad – curve typography



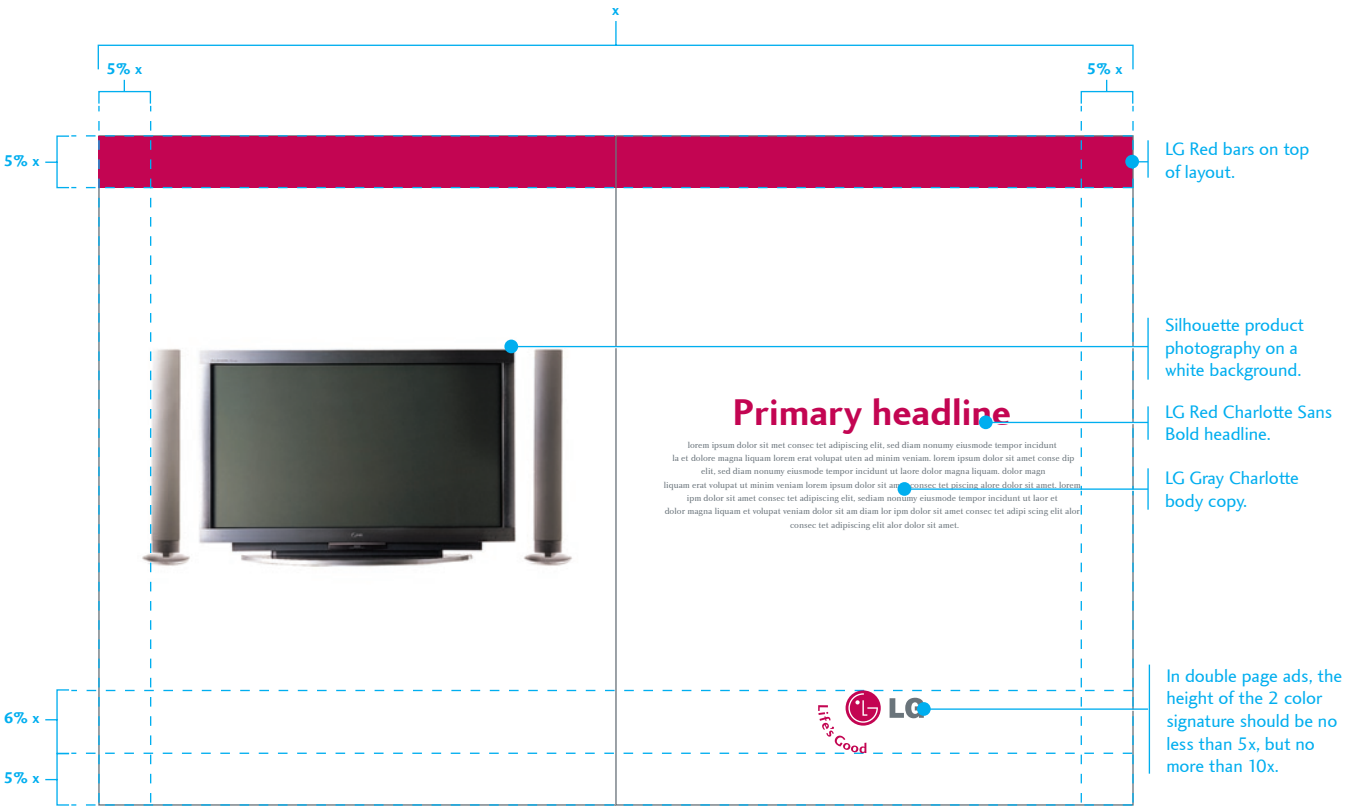
Double page ad – curve typography



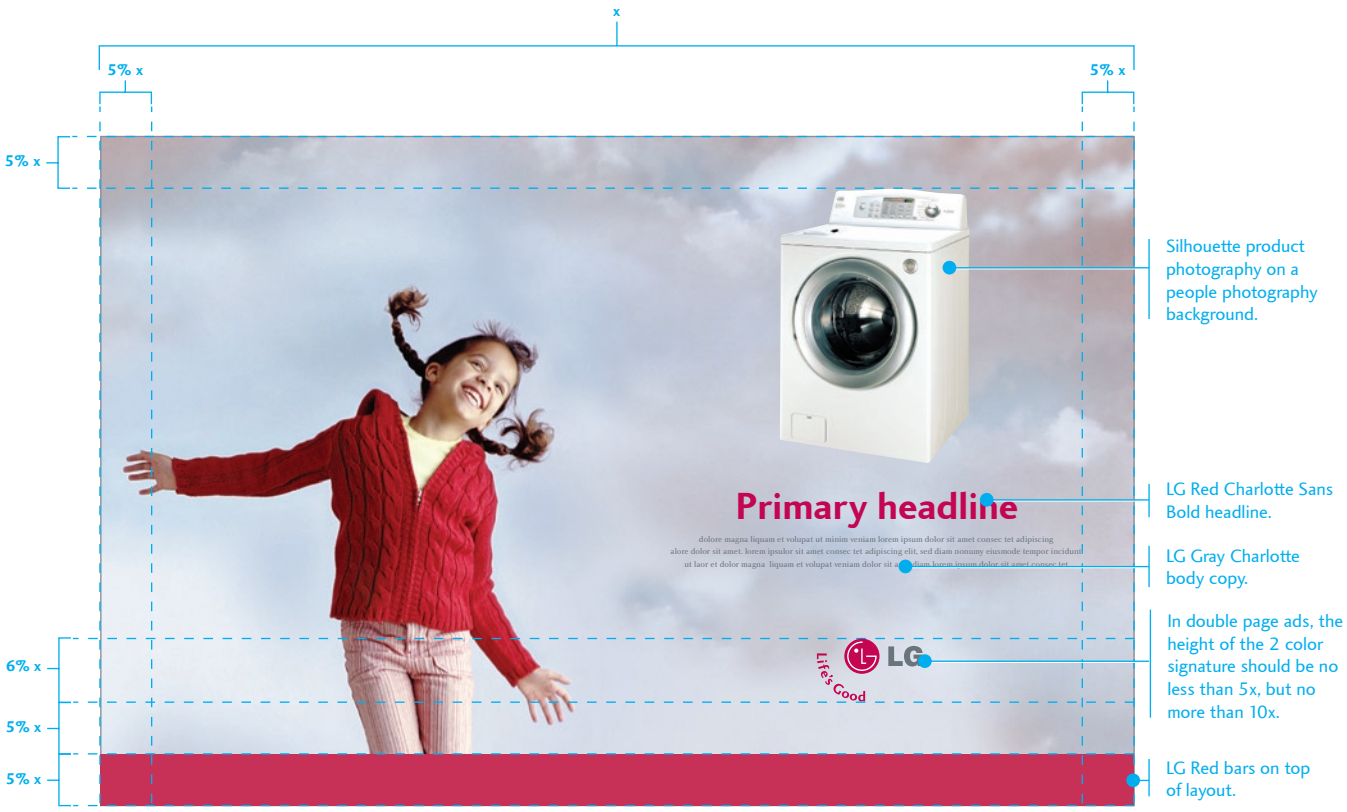
Double page ad – curve typography



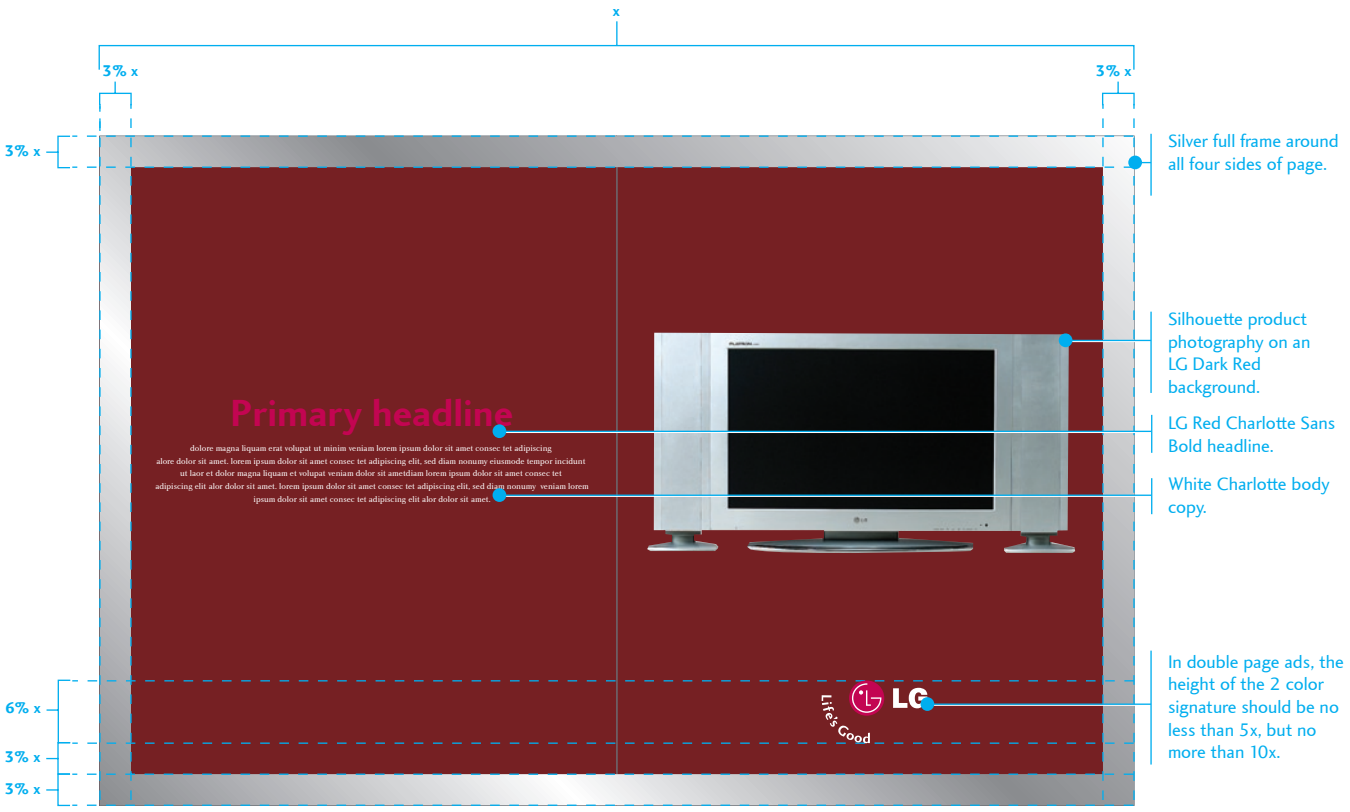
Double page ad – straight typography



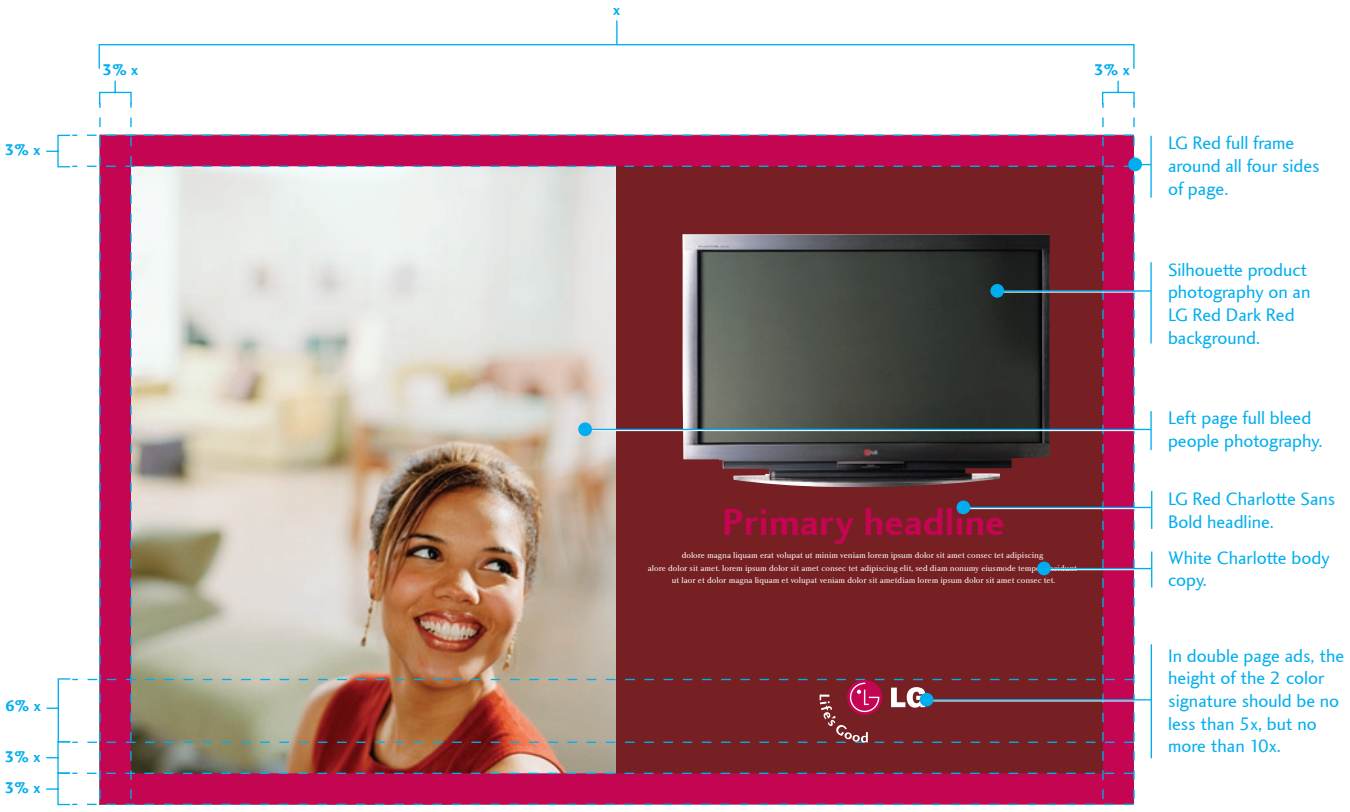
Double page ad – straight typography



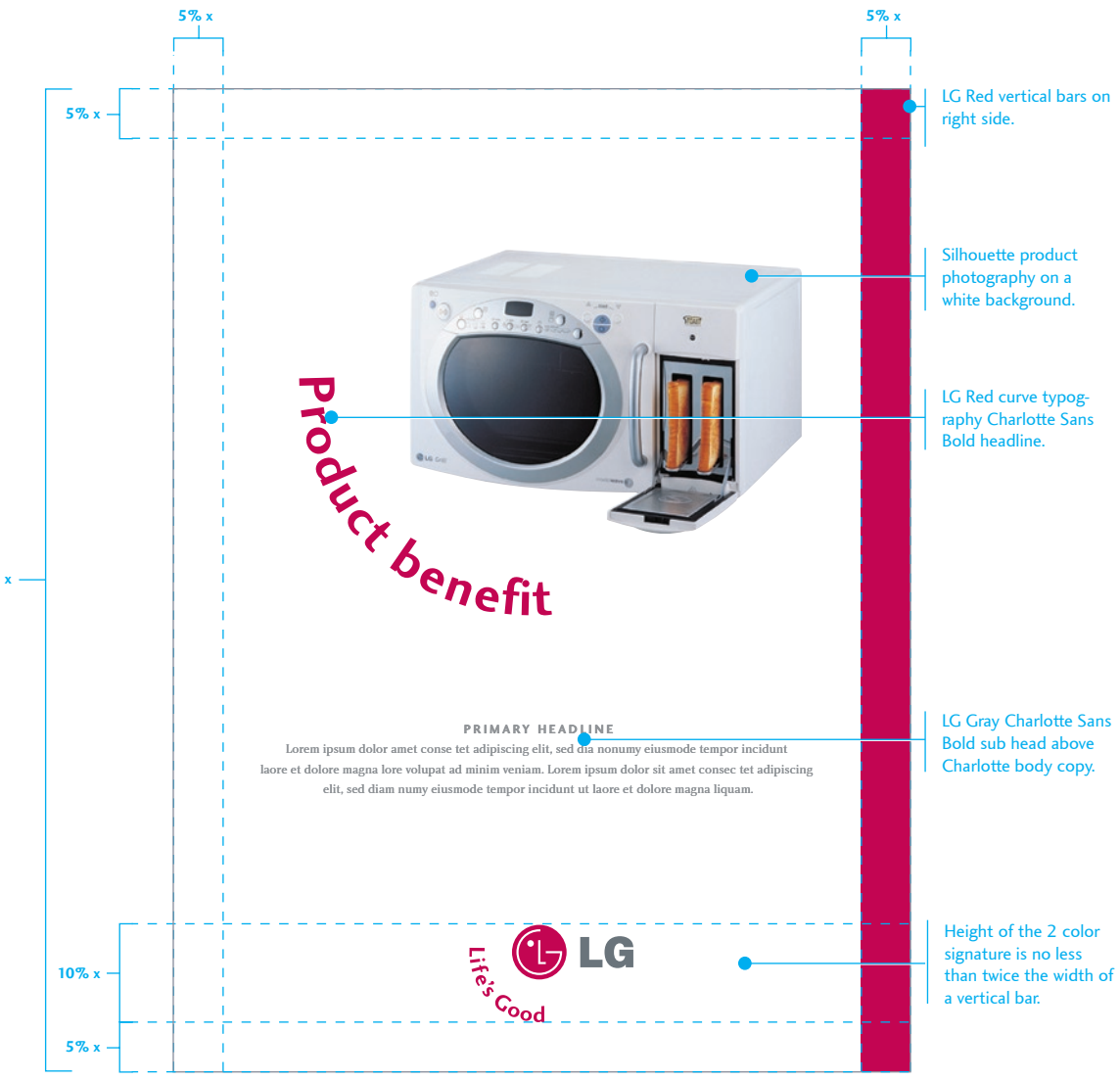
Double page ad – straight typography



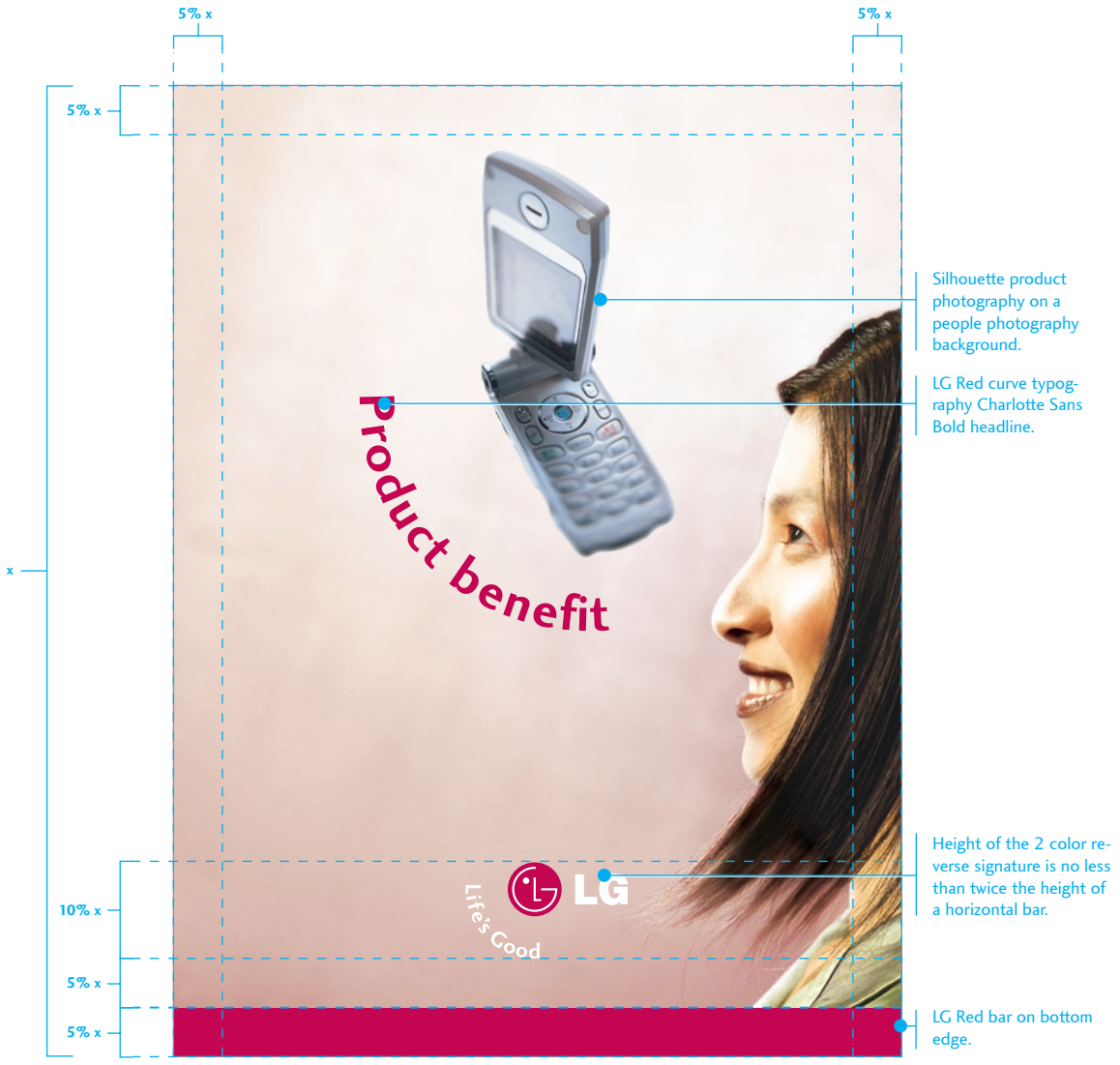
Double page ad – straight typography



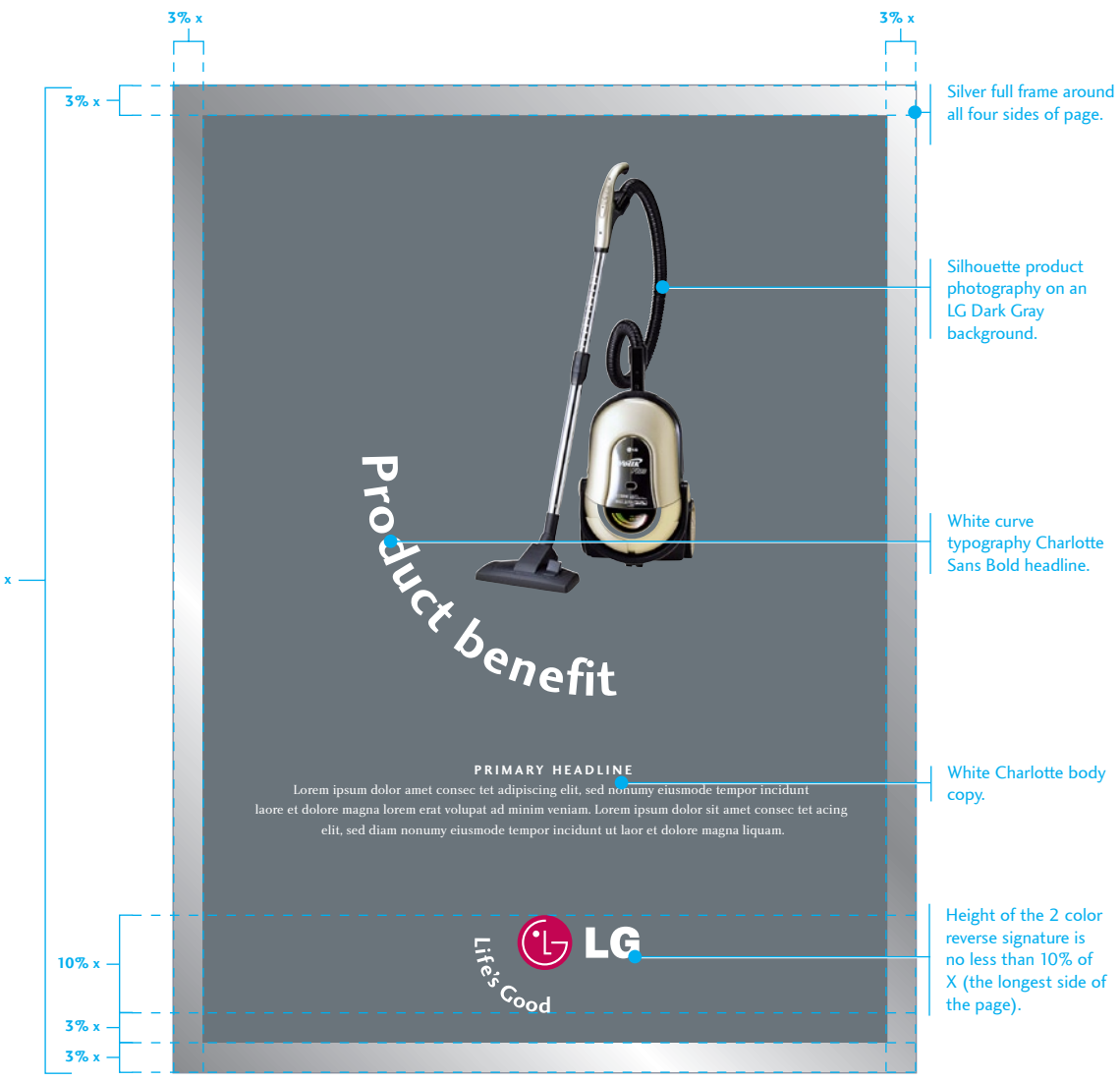
Brochure cover – curve typography



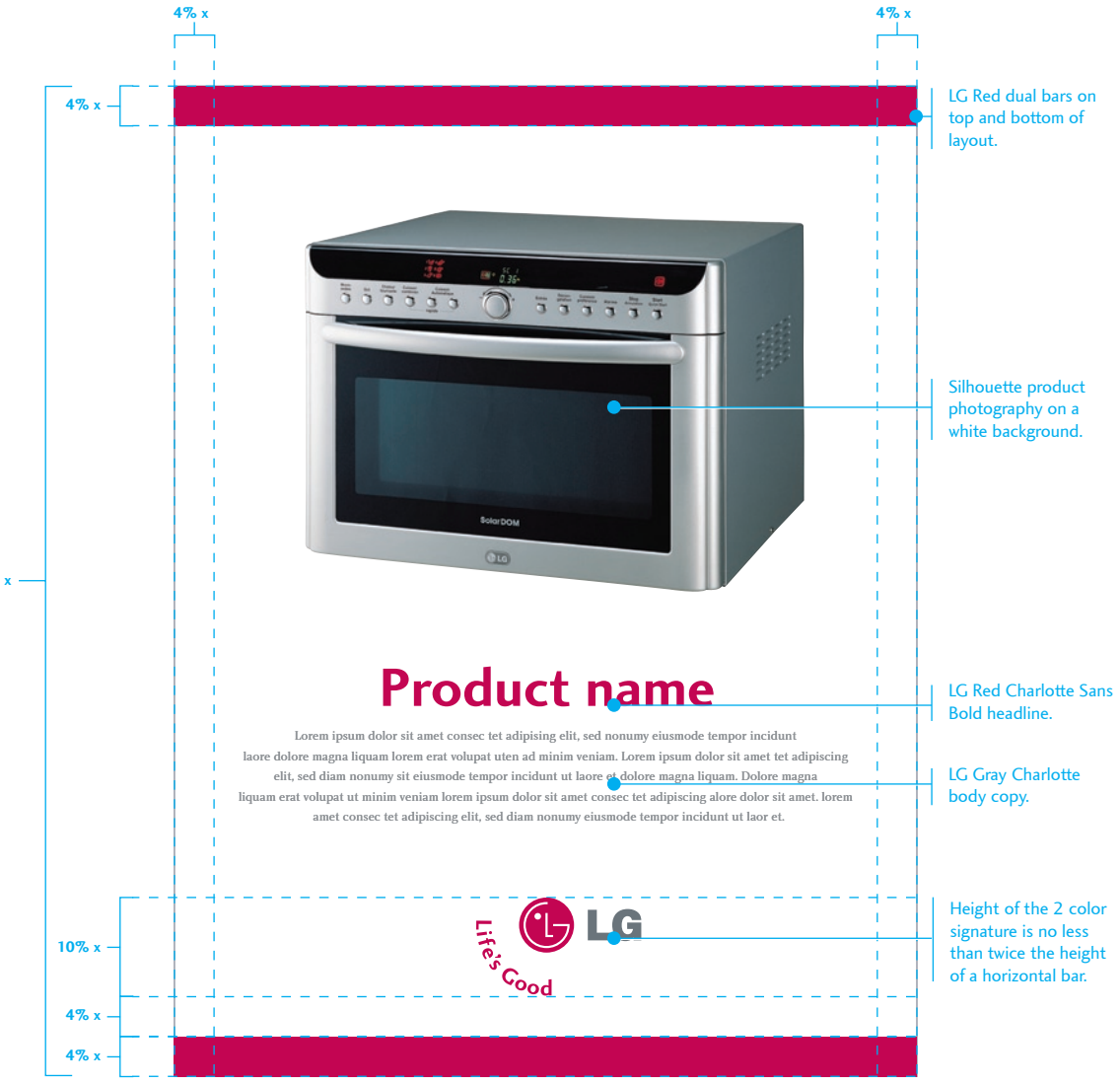
Brochure cover – curve typography



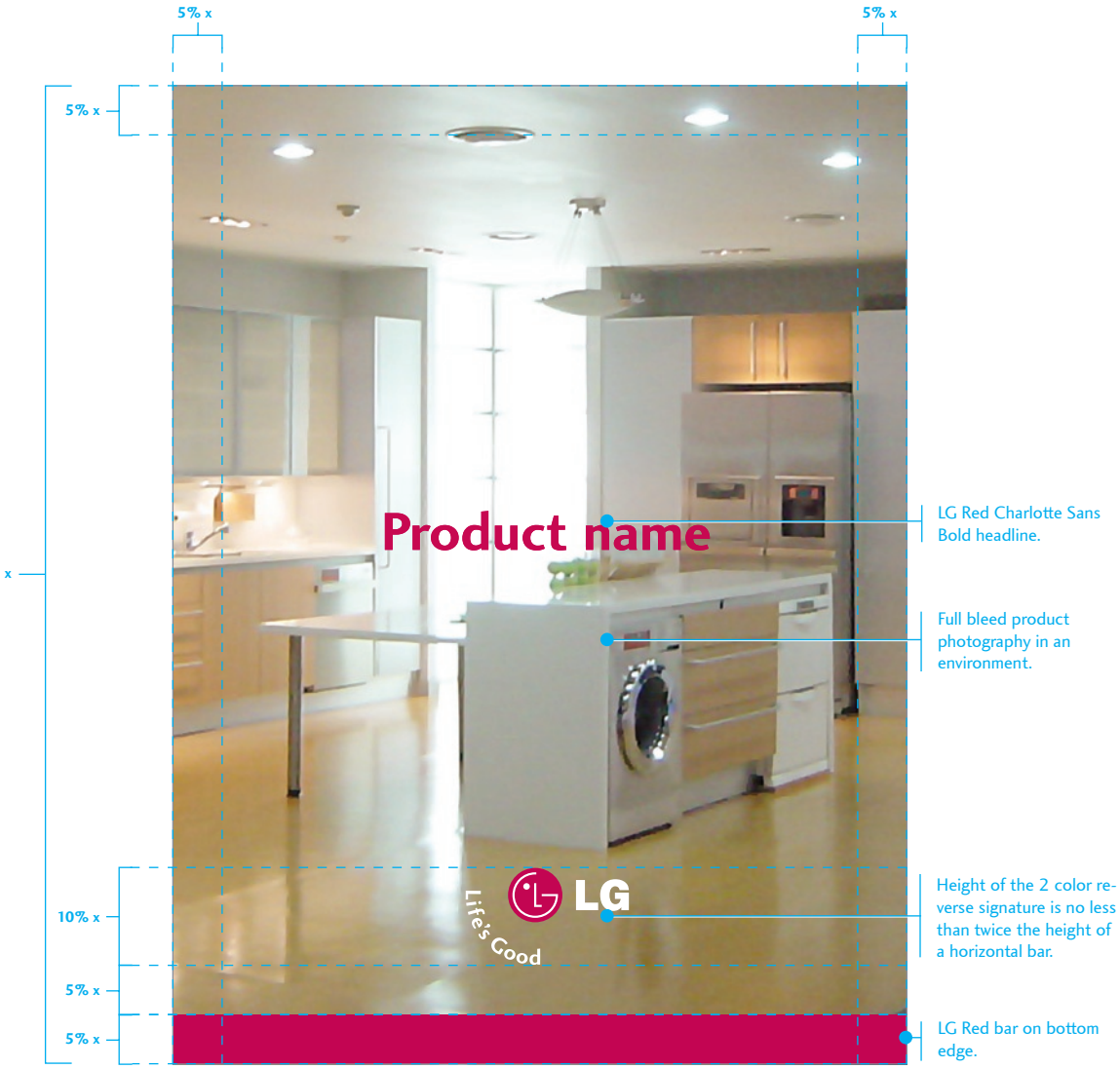
Brochure cover – curve typography



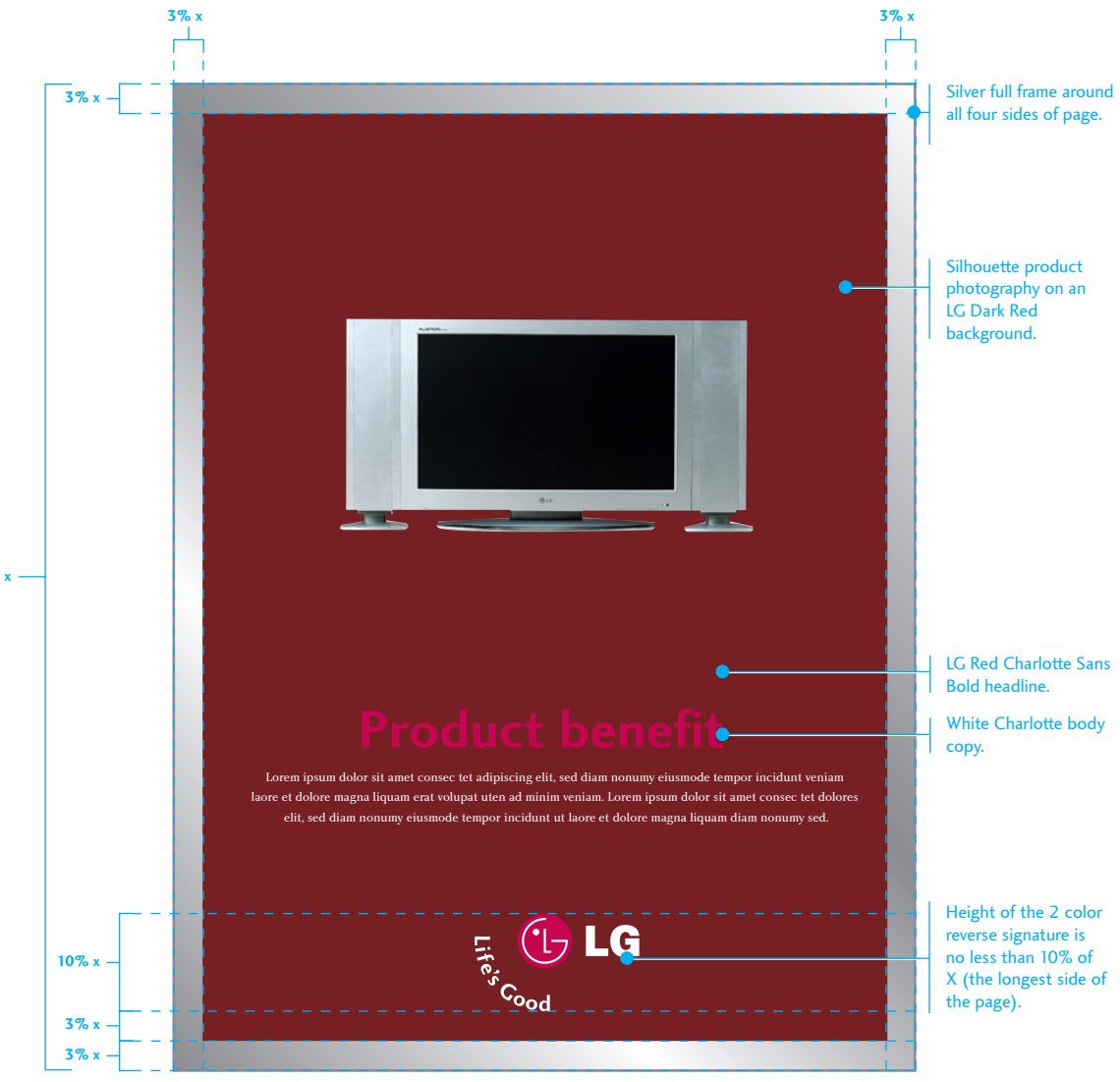
Brochure cover – straight typography



Brochure cover – straight typography



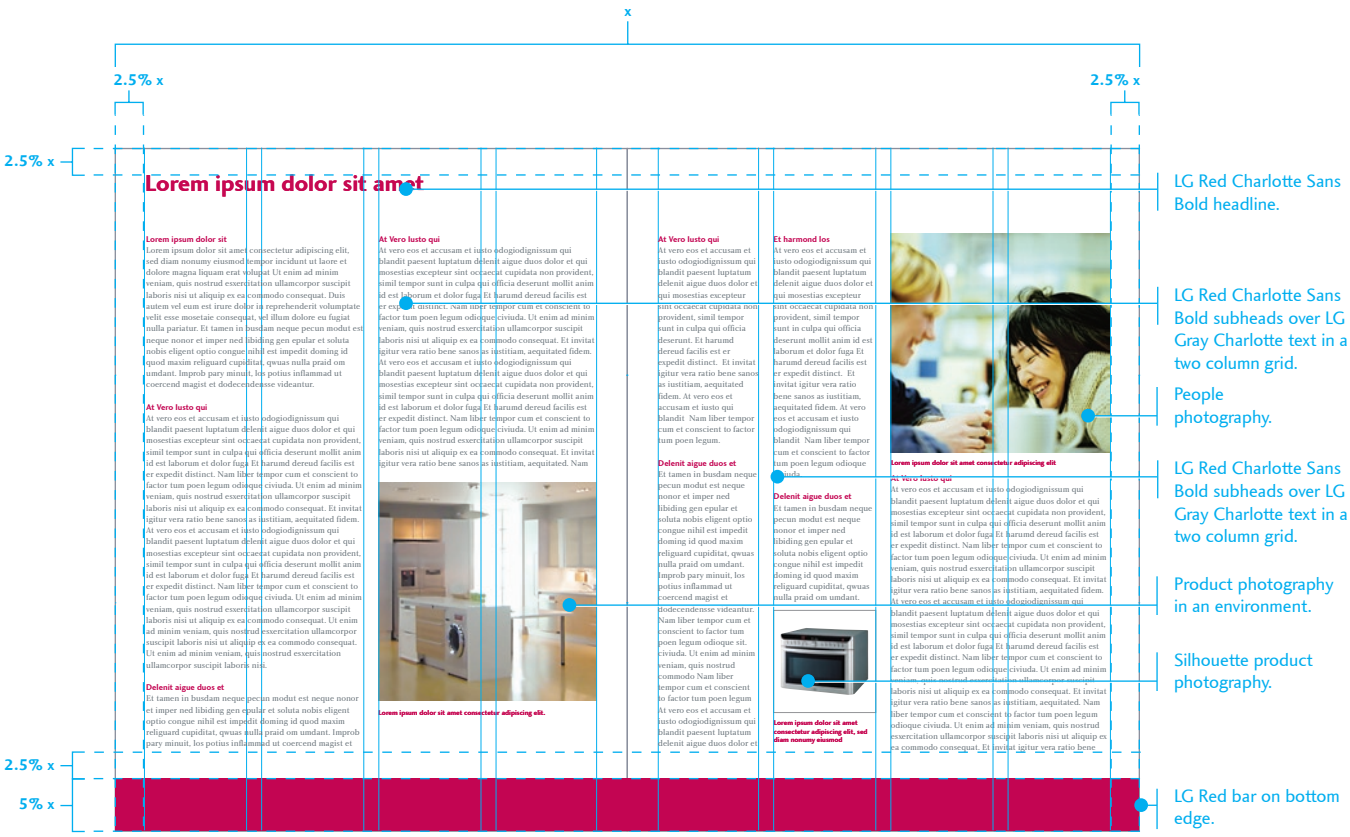
Brochure cover – straight typography



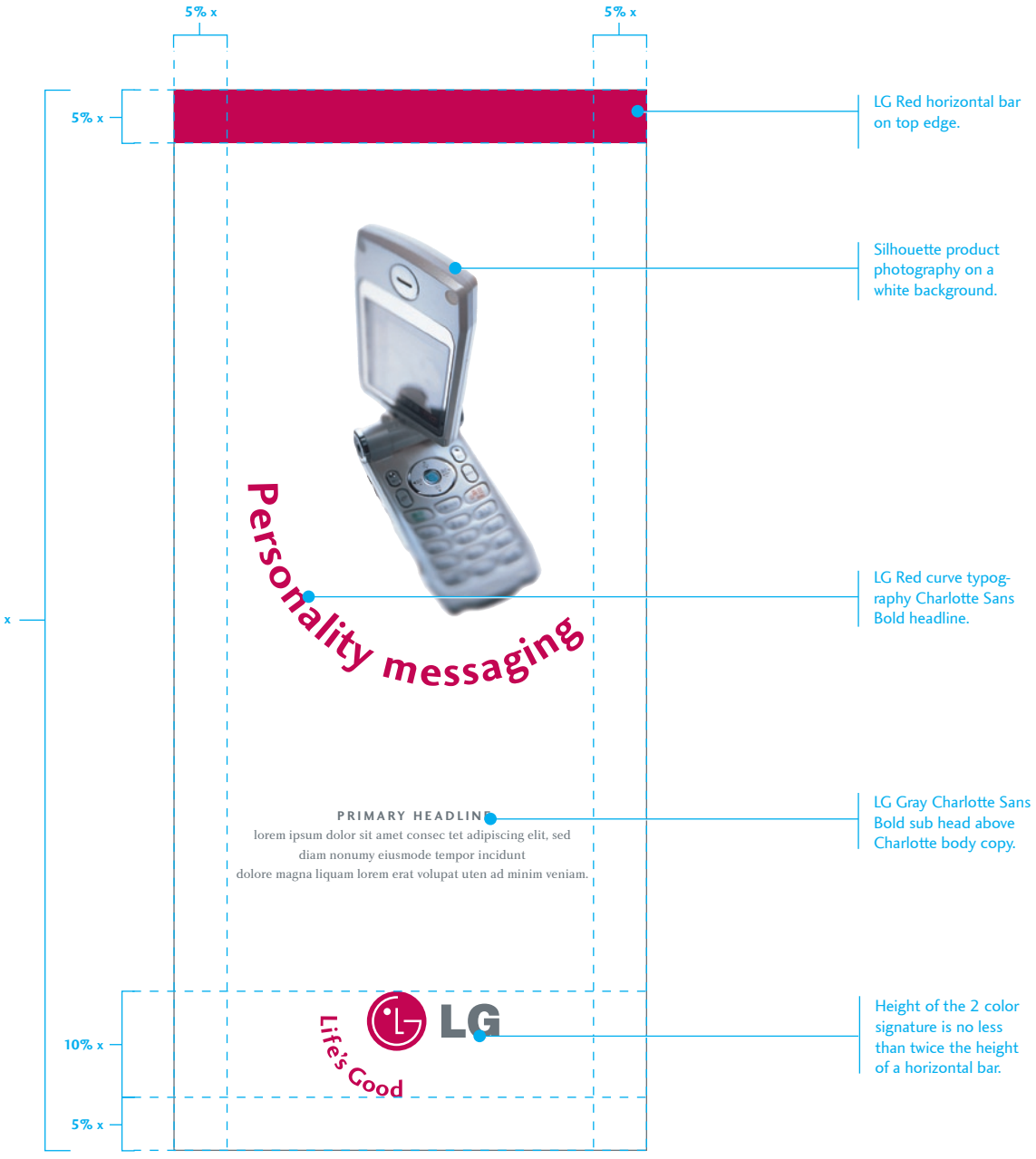
Brochure inside spread



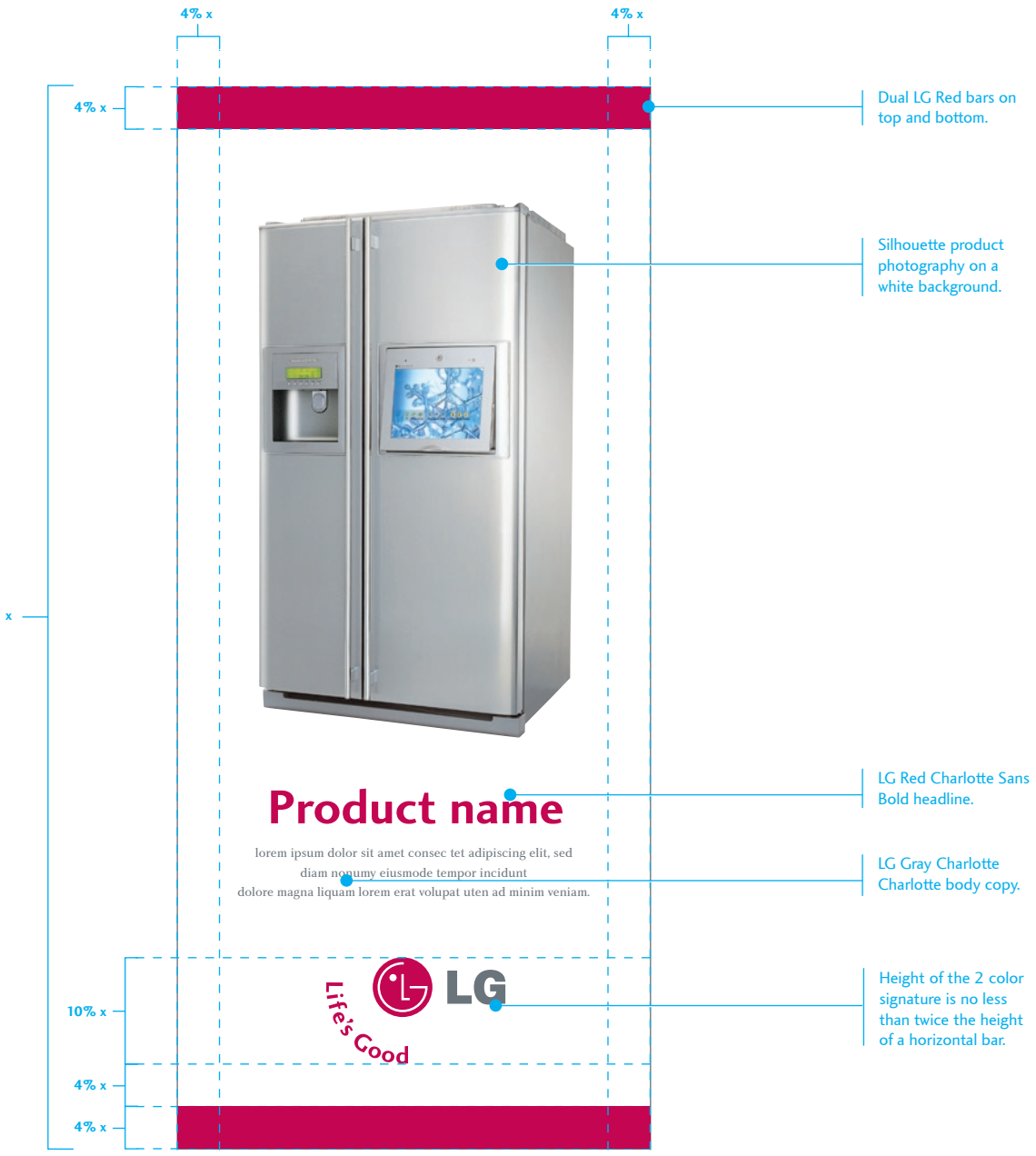
Brochure inside spread



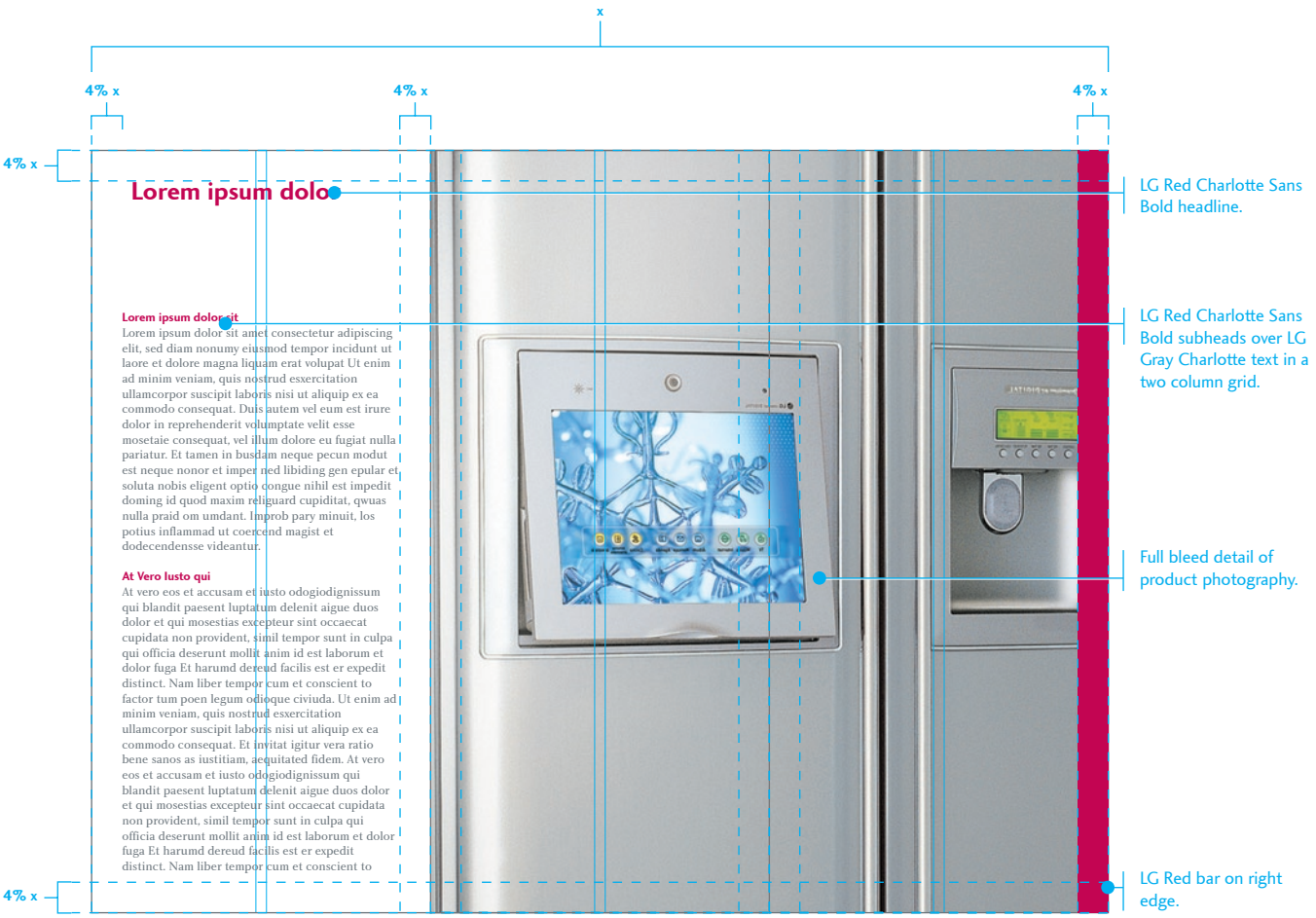
Pamphlet cover - curve typography



Pamphlet cover - straight typography



Pamphlet inside spread



Pamphlet inside spread



3 – Packaging



Boxes are good

The packaging of LG Electronics products, from refrigerators to cell phones, is another key touch point in the consumer's experience with LG. It is an opportunity for LG to visually reach out with the central belief that "Life's Good" with intuitive technology. Therefore, packaging guidelines that encompass LG Electronics' house style have been created to take full advantage of these physical, often easily portable, messaging platforms.

To perpetuate LG's image as a master brand and a manufacturer of sophisticated, fun, and practical products, it is essential that sub-brands, at low and mid price levels, be significantly de-emphasized or eliminated all together. This is especially important in regard to packaging. Although LG enjoys high visibility and an extremely strong presence in many geographic regions across the globe, LG is only peripherally known in many others. To help generate a formidable reputation for LG as a cutting-edge manufacturer of electronic products, LG must be the most visible brand identifier on product packaging. The only exceptions to this are premium products that use sub-brands as identifiers.

All elements of the LG house style are applied on packaging—signature, color, typography, bars, and, except on large appliances, photography. Follow the same rules as stated in the house style elements guide for use of the bar and size of the signature. While the signature will be in top left, top middle, or middle left of the package, the height of the signature should continue to be no less than 10% of the longest side of the primary panel.

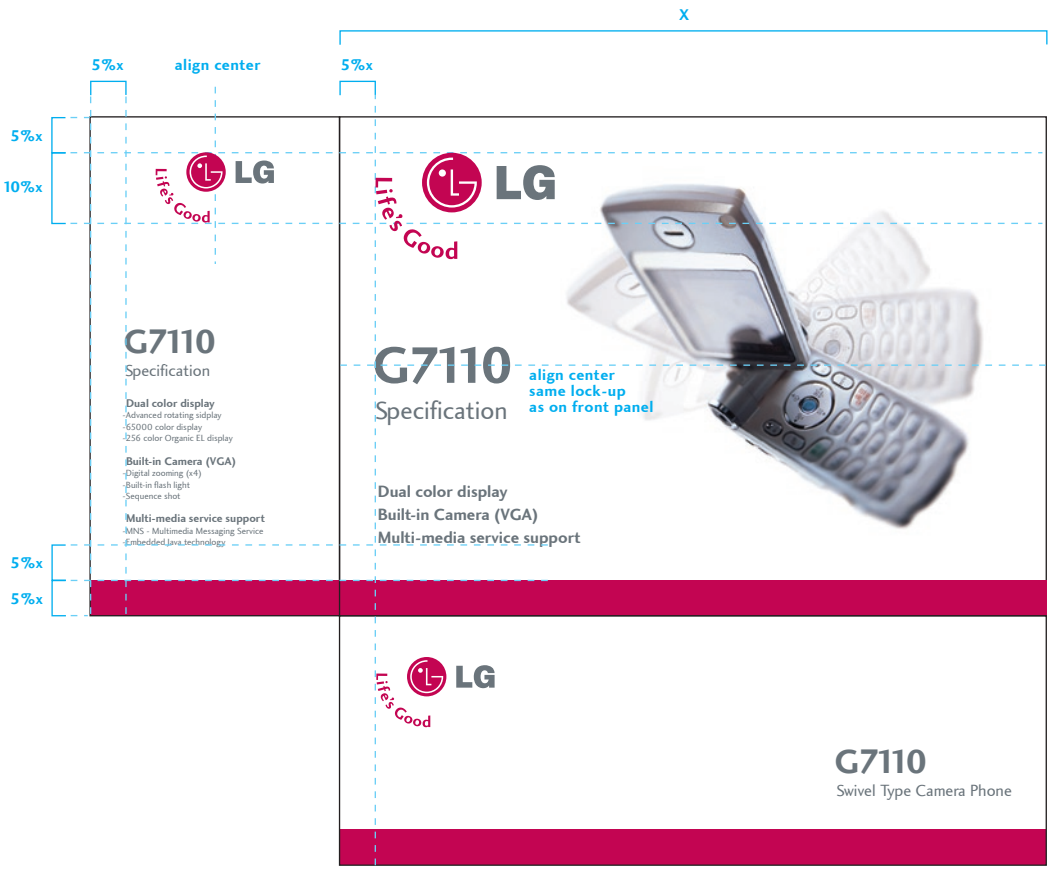
Small product package

No matter what size the package is, every LG graphic element must be incorporated into packing design. The LG logo with the Life's Good type signature, Charlotte family typefaces, the LG color palette, photography, and color bars all work together to create a unique, brand specific visual language. It is essential that each be used according to its exact specifications. On small product packaging, the LG signature should always be placed in the top left corner, top center, or left center of face panels.

This packaging design is intended to cause anticipation and excitement over the contents of the package. It conveys immediately that the product is sophisticated, fun, and purposeful.



Small product package - front and side panels



Small product package - back and top panels



Large product package

With large, premium product packaging, full frame bars can be used as specified in the house style guidelines. The additional color and the fully framed layouts distinguish the product as exclusive and high end.

Sub-brand logos and product descriptions should align with the LG logo at the bottom of the panel and only in LG Gray. The height of the sub-brand logo is specified at 4% of the measurement of x. This design style helps to identify LG as both a master brand and a manufacturer of premium electronic products.



Large product package - face panel

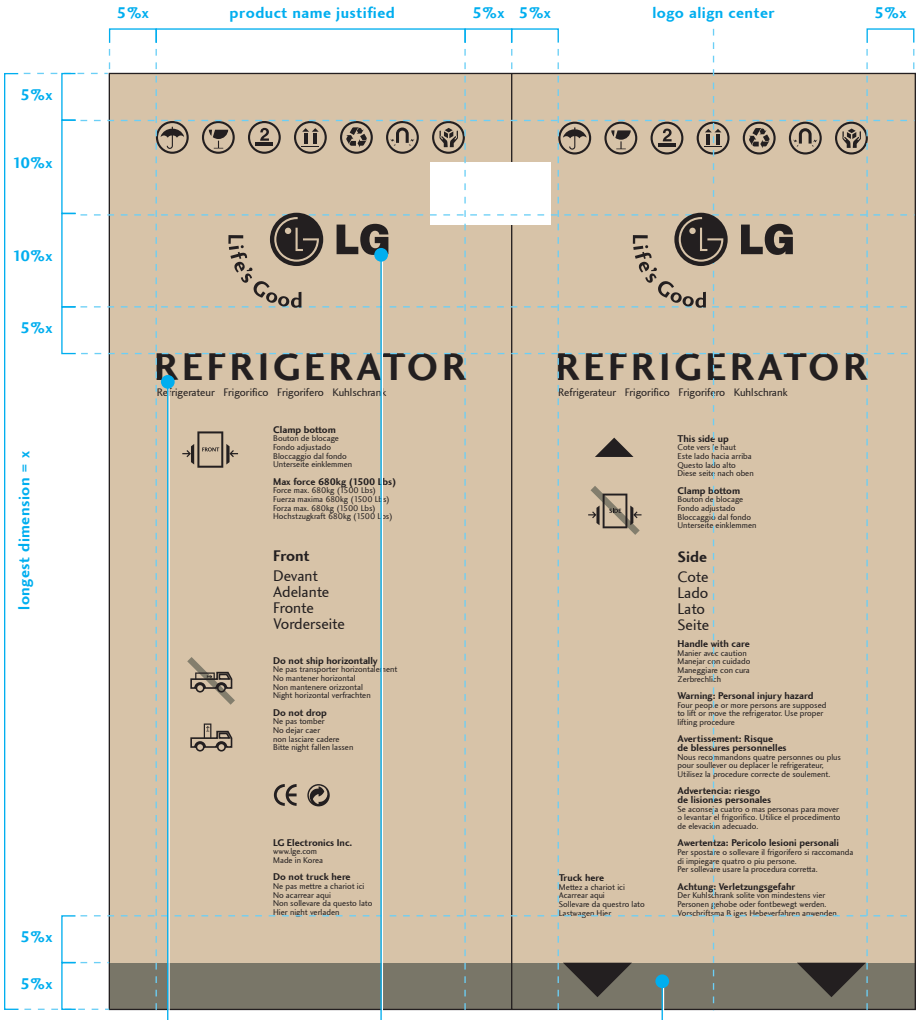


Large product package - side panel detail



Large appliance box - front and side panels

The type used on large appliance boxes is usually printed on craft cardboard and only in black. With the exception of the designated colors for logo and type, all house style guidelines must continue to be respected.



Generic product name in Charlotte Sans Bold. Secondary typography in Charlotte Sans.

LG Life's Good single color signature with curve typography.

When printing in black on craft cardboard, use a 50% tint of one color bar at the bottom of the box.

LG Electronics
Brand communication guidelines

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4 – Shops and environments



Walk this way

Life's Good

Good places

LG Electronics retail stores provide the unique opportunity to actually envelop the customer in the LG philosophy that “Life’s Good” with intelligent technology. Just as corporate materials must embrace the approved LG house style, LG retail environments must also adhere so the same fundamental tenets in order to successfully convey our identity and philosophy.

An extension of the approved LG Electronics house style, the following guidelines for the design of LG retail environments were created to ensure a unified look and feel, as well as to guarantee an inviting and stimulating customer experience.

Exterior storefront

Just as the smallest communication uses the LG graphic elements to create a visual identity, so does the LG Electronics retail storefront. Specifically, the bar graphic element can be present by in the red architectural frame around the storefront as well as in the frame around the entrance. It is important to note that the specified dimensions for the graphic bar element in media are exact, but they do not necessarily apply to architectural frames. Bar thickness should work best with the environment; yet, it should still relate directly to their use in print, packaging, and advertising.

Large clear windows should display premium goods and reveal the store interior. With the LG signature presented on an approved background on the façade, the retail environment should feel sophisticated, advanced, and inviting.

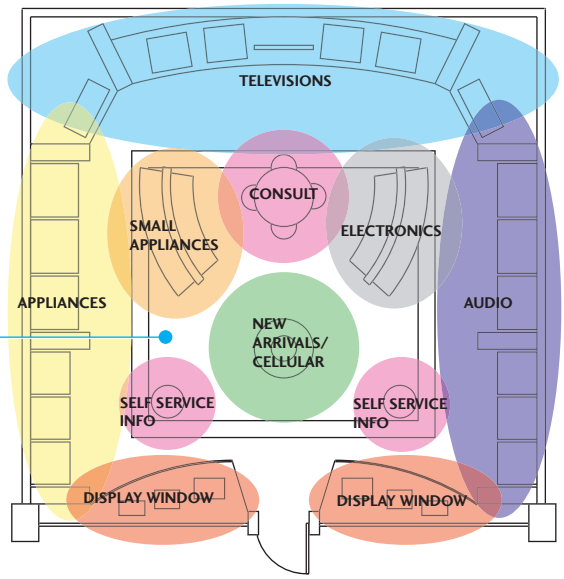


Store interior

The interior of an LG retail environment must apply the LG visual style as well. With red structural frames representing product lines and their progression, seasonal posters promoting new products, and the layout drawing customers through the length of the store, the LG personality becomes a tangible and comfortable physical experience.

While LG Red is the dominant color in these examples, in approved special cases LG Gray or silver may be substituted for frames on the ceiling, floor, and walls.





Shop-in-shop

An LG Electronics store within a large department store follows the same style guidelines as a stand-alone store. Horizontal banners draw on graphic style elements, and red frames can be used to specify product areas. The LG logo and the *Life's Good* slogan help reinforce LG's warm personality.



Service center

The LG service center, whether it stands alone or within an LG store, is another example of the flexibility of the LG design elements. Even an environment as unassuming as a service center can effectively and memorably convey the LG personality with the proper application of the color palette, signage, bar elements and the LG logo.

As with LG stores, LG service centers should integrate the basic design elements into floor plans and architecture. For example, cabinet signs can feature the LG logo, and the bar element can be incorporated into exterior and interior architecture. Signage should apply the LG design elements as specified in these guidelines.



Interior cabinet sign features the LG logo backlit on a light gray or silver background with architectural LG Red bars on the left and right sides. Additional messaging aligns horizontally centered with the LG logo.

The LG logo with the *Life's Good* slogan in curve typography can be used on secondary signs that hang perpendicular to the storefront.

Vertical LG Red bars frame the service center.

LG Red bars are used as counter dividers.

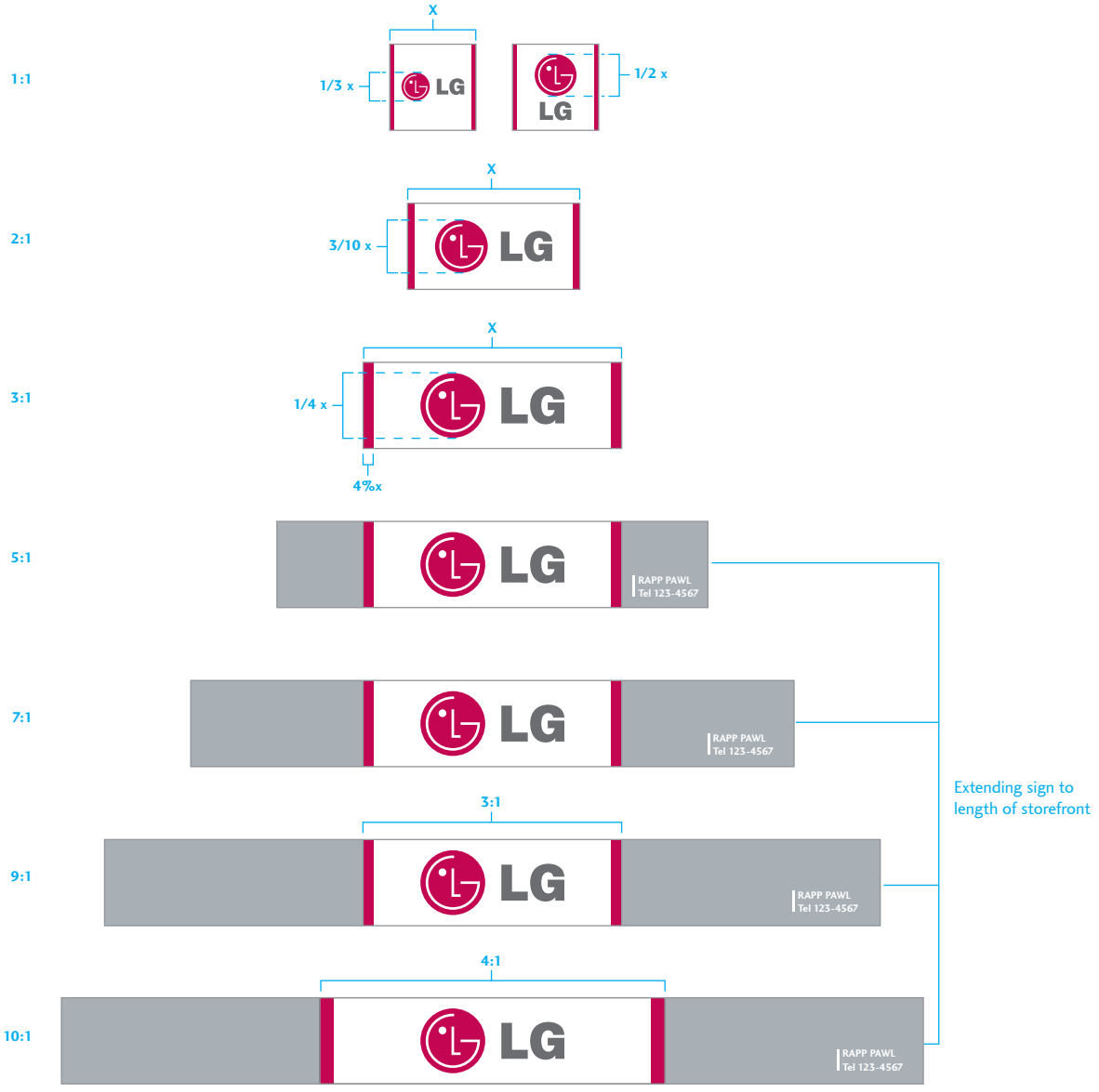
Exterior storefront – horizontal signage

Storefront sizes can vary greatly between locations, and therefore, storefront signs need to be sized accordingly. Some basic size ratios have been developed to help ensure a sign's visibility and effectiveness.

As illustrated below, the basic size ratio for horizontal LG storefront signs is 3:1. When a sign requires a greater size ratio than this, the primary visual frame, containing the LG logo and the bar elements, should remain sized at a 3:1 ratio.

In the few instances that call for a size ratio greater than 9:1, the primary visual frame should be sized at 4:1.

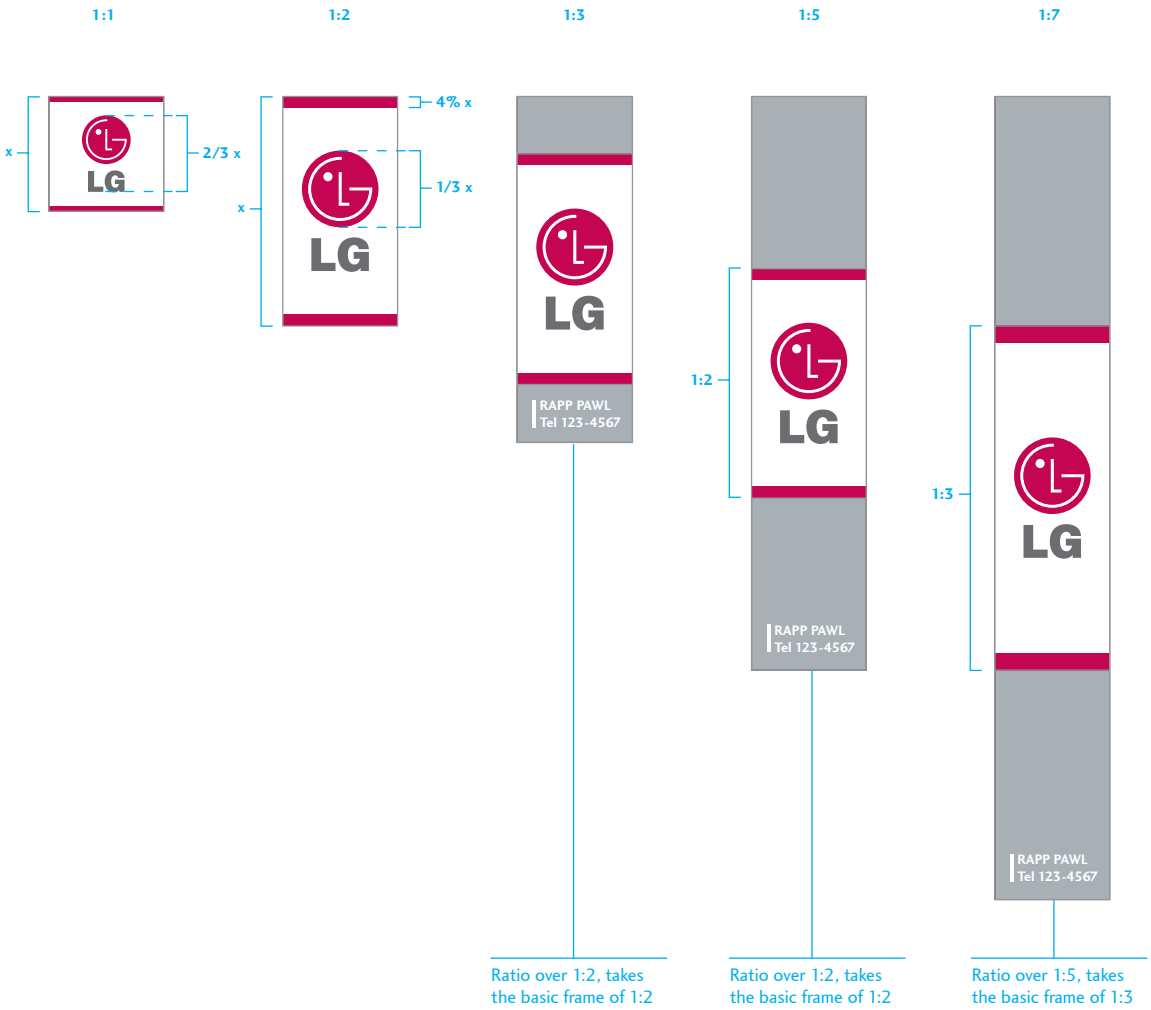
When designing exterior storefront signs, all design elements must be reproduced and applied as specified in these guidelines.



Exterior storefront – vertical signage

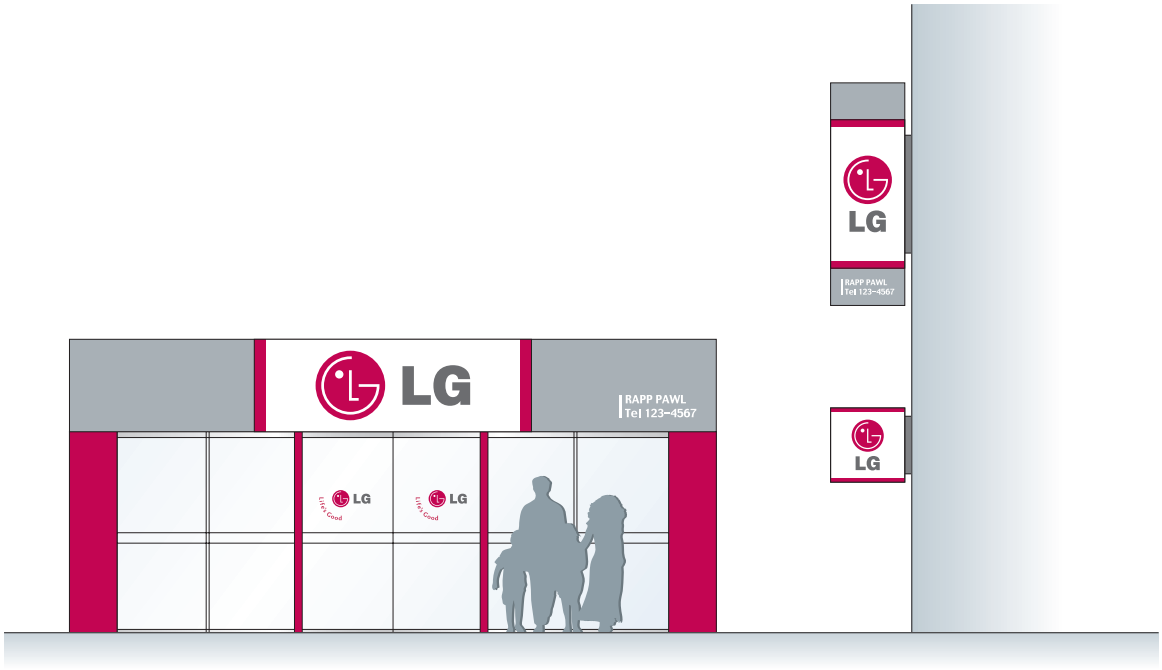
The basic size ratio for vertical signs is 2:1. When creating signs over this size ratio, the primary visual frame, containing the LG logo and bar elements, should always be applied at a 2:1 size ratio.

In a few specialized applications, i.e., ratios over 5:1, the primary visual frame, containing the LG logo and bar elements, should be resized to a ratio of 3:1.



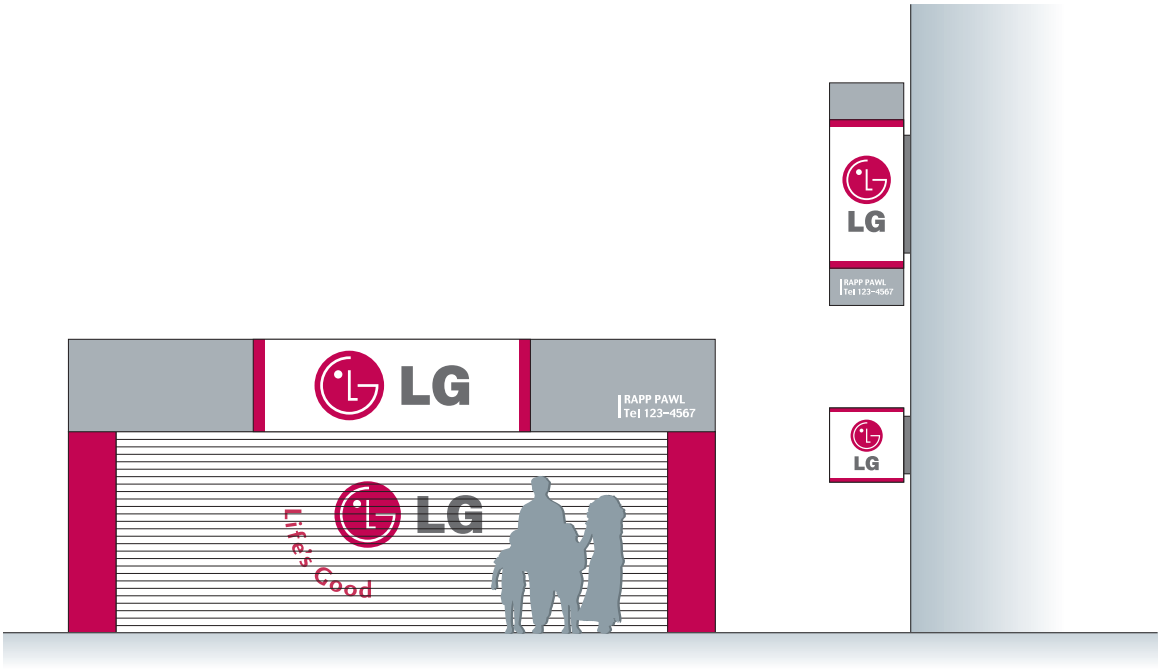
Exterior storefront

Below is an example of effective usage of LG horizontal and vertical signs. The LG visual personality is instantly recognizable without being overbearing.



Exterior storefront - security shutter

As illustrated below, a store's security shutter is another opportunity to apply the LG visual style, in this case with the LG signature.



Exterior storefront – variations

The architecture and building materials in some commercial environments will influence the final appearance of a storefront. However, even if a storefront cannot remain completely faithful to the LG visual identity, the fundamental LG design principles must always be applied.

Basic design



Variation 1



Variation 2



Variation 3



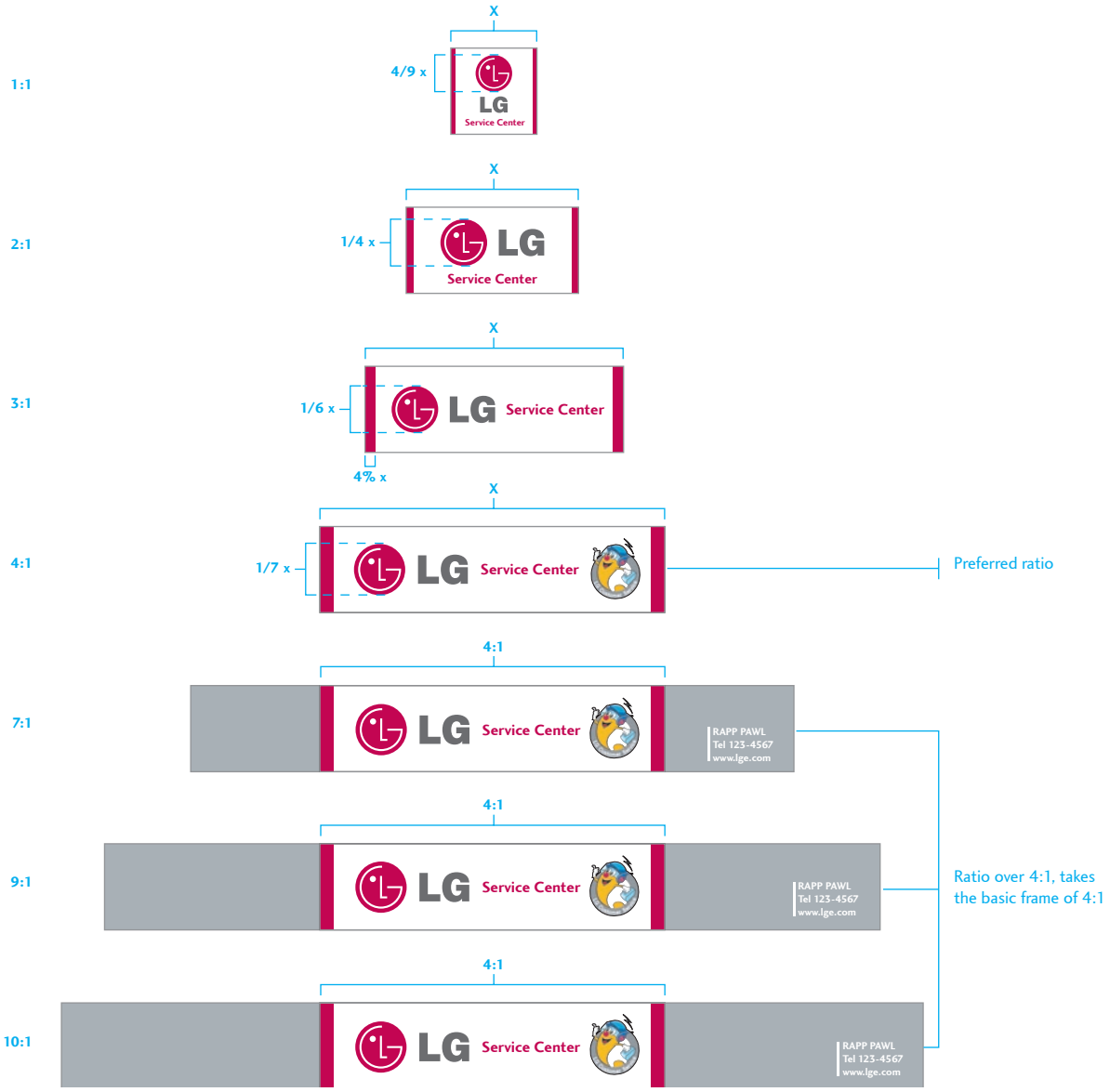
Service center – horizontal signage

Size and design principles for horizontal service center signs are much the same as those applied for storefront signs.

The basic size ratio for horizontal service center signs is 3:1, but in applications greater than this size ratio, the preferred size ratio is 4:1. In circumstances that call for signs at larger ratios, the primary visual frame should always be sized at a 4:1 ratio.

The 4:1 size ratio for primary visual frames can accommodate both the LG logo and the service center mascot. The mascot should always appear on the far right of the primary visual frame and separated from the LG logo by the "Service Center" identifier.

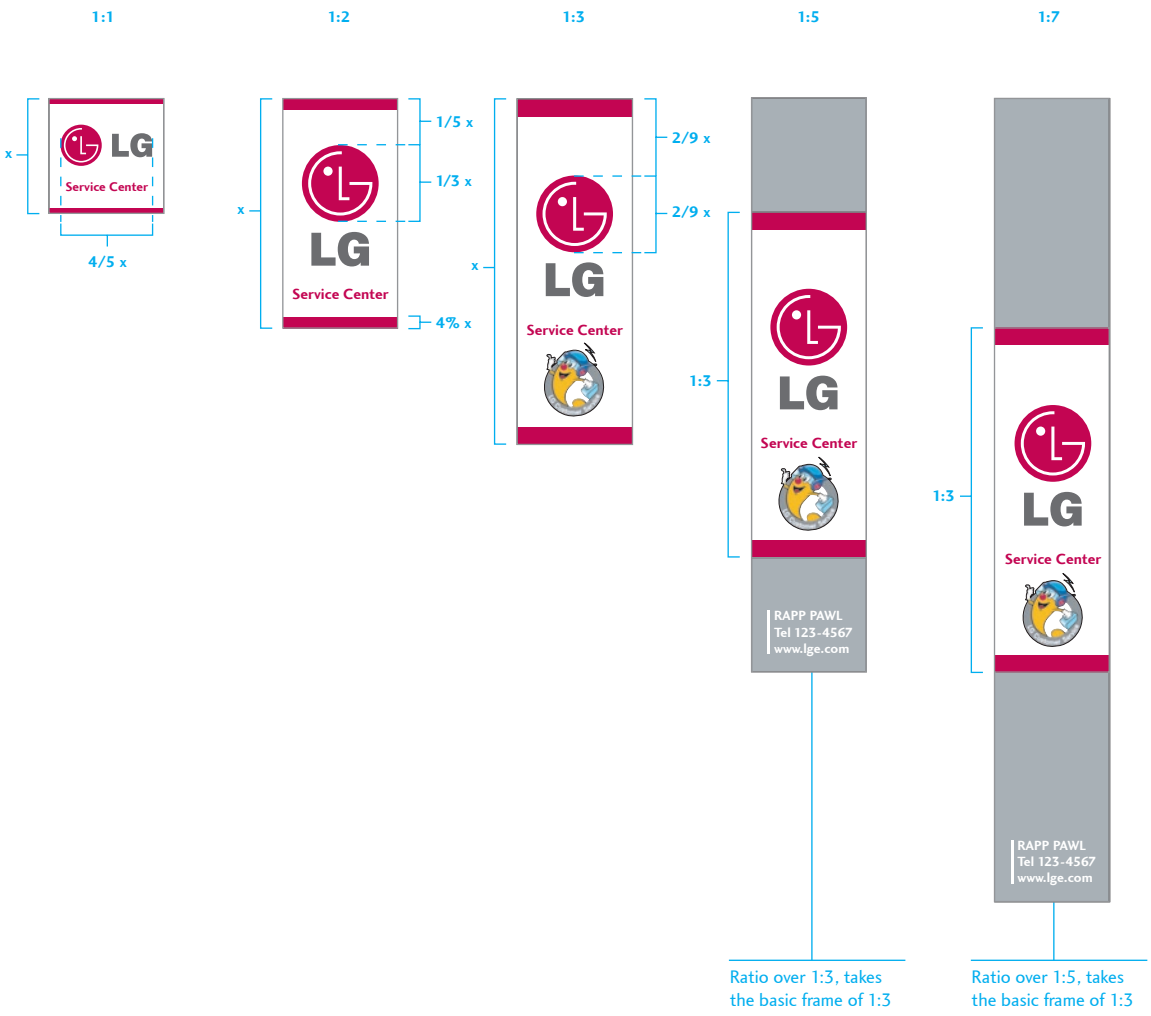
The mascot is *not* a primary identifier of LG Electronics and should be used exclusively in service center applications.



Service center – vertical signage

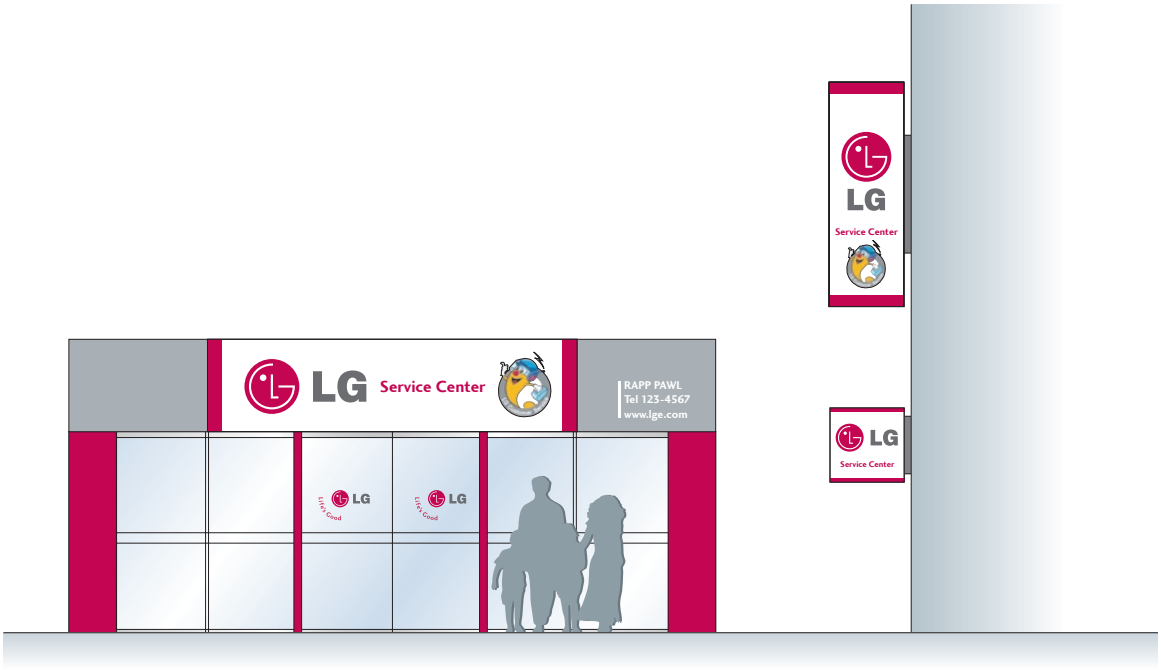
The basic size ratio for vertical service center signs is 3:1. When circumstances call for larger size ratios, the 3:1 size ratio should be used as the primary visual frame. Signs at these sizes should include the service center mascot *below* the LG logo and separated by the "Service Center" identifier.

The mascot is *not* a primary identifier of LG Electronics and should be used exclusively in service center applications.



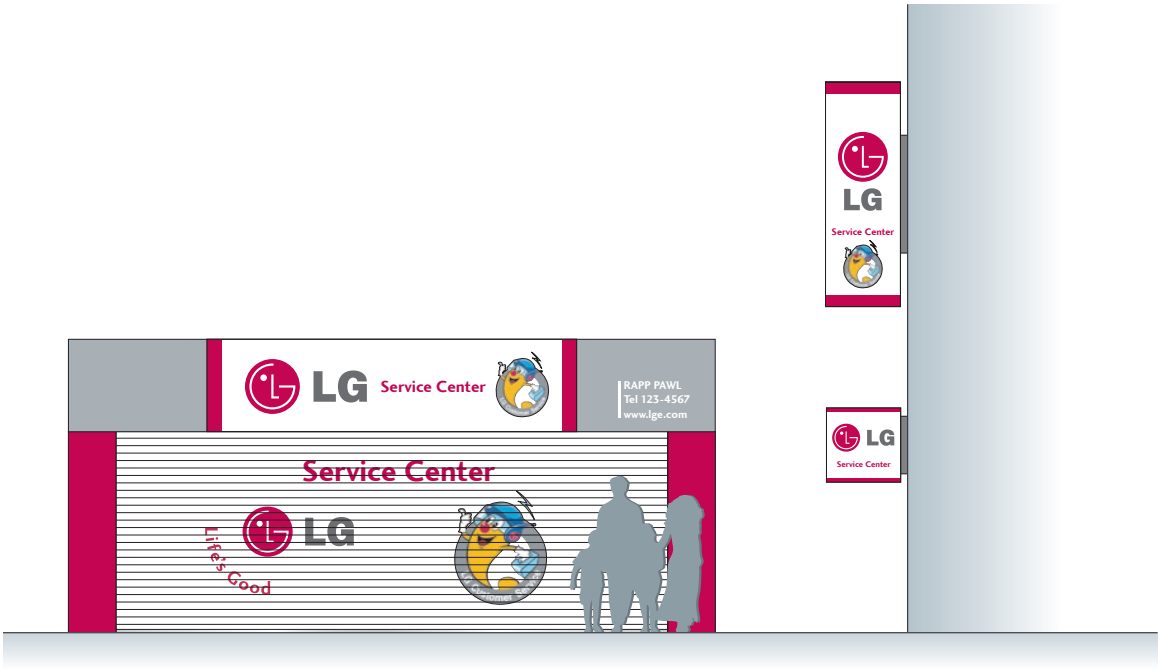
Exterior storefront

Below is an example of effective usage of LG horizontal and vertical signs. The LG visual personality is instantly recognizable without being overbearing.



Exterior storefront - security shutter

As illustrated below, a store's security shutter is another opportunity to apply the LG visual style, in this case with the LG signature




Click me

The web is good

The LG Electronics web site is perhaps the perfect platform for communicating LG's fundamental belief that inspired technology can be of great benefit in one's life. By combining the key graphic elements defined by the house style guidelines with rich multi-layered content, users will encounter a portal into the world of LG Electronics that is visually stunning, informative, and engaging.

The following guidelines have been developed specifically for web applications and are meant to ensure a powerful expression of LG's determined effort to provide the smartest products available.

Photography for web

Because of the wide breadth of the information available on LG web sites, it sometimes may become necessary to use a variety of imagery in highly complex layouts. The LG house style guidelines specifically state that only three photographic styles are compatible with the LG visual identity: People photography, silhouette product photography, and product photography in domestic environments. For web usage only, the following alternatives are also acceptable: Images of icons/metaphors, cropped product images, and images of groups of people.

Never use illustration icons on LG web sites.















Primary page

The primary page of the LG Electronics web site should greet its viewers with the entire visual language designed for LG. By using all of the graphic elements, the central message that "Life's Good" should radiate from the layout without eclipsing the content. Additionally, content should be organized into a visual hierarchy that is set off by large fields of white background space. This will provide a clean, easily navigated, and highly intuitive design.



The size LG Life's Good signature defines the proportions of elements in LG web sites. The measurement 2x is equal to the height of the signature from the top of the LG symbol to the bottom of the curved *Life's Good* slogan.

An LG Red color bar should be used for navigation and search bar. Navigation should be set in Charlotte Sans Bold.

Text typography should be in an HTML sans serif. Use LG Gray for most type, reserving black or LG Red for emphasis.

Use LG Red lines to organize information and topics.

Secondary page

While the primary page greets visitors with general information about LG Electronics, secondary pages are dedicated to more specific areas interest. Just as the primary page employs every element of the LG graphic language, so should the secondary pages.



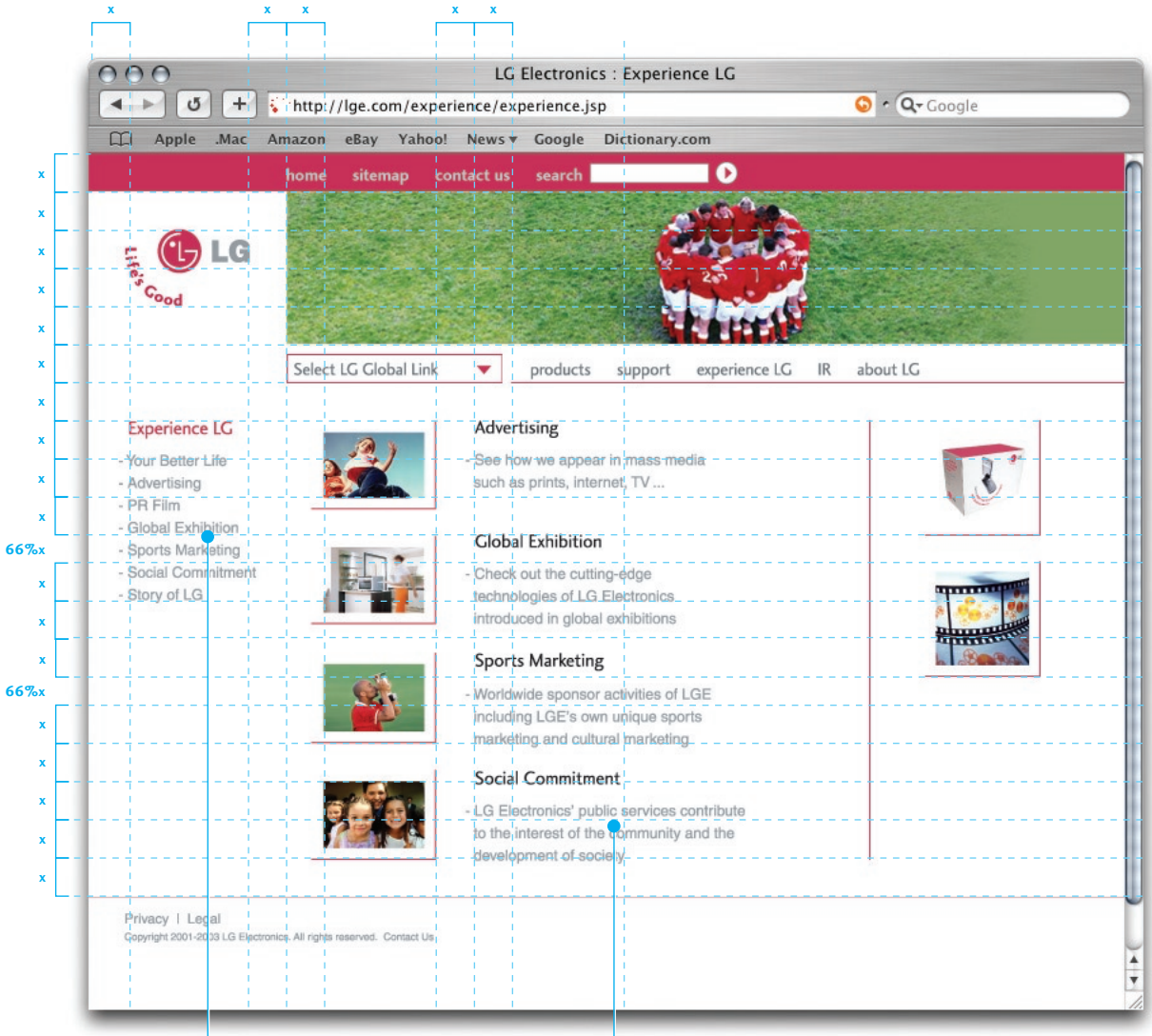
The LG signature should be in the same size and position on every page.

The navigation bar should appear at the top and in the same position on each page. Links should work as drop-down menus.

Use LG Red lines to organize photograph icons and links.

Tertiary page

Tertiary pages provide still more specific information about products or LG in particular. Every LG graphic element should be used on each page.



Keep link information in an uncluttered area to the side with ample white space.

Large amounts of text should scroll within a text window and not bleed off the page.

LG Electronics
Brand communication guidelines

—

6 – Special usage applications



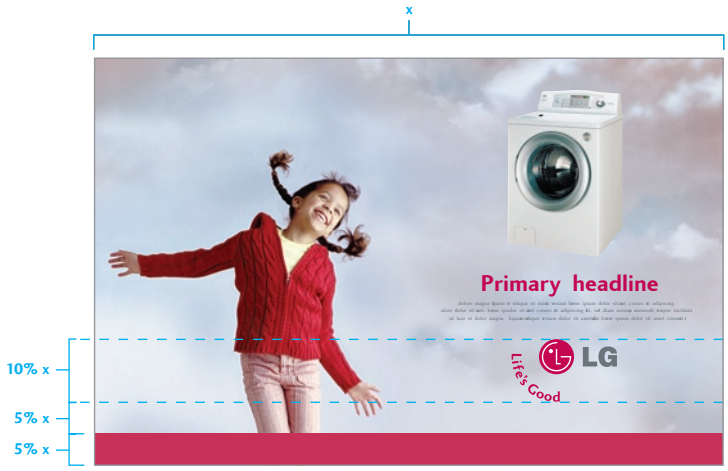
Good presentation

The LG Electronics house style was developed to ensure a consistent visual depiction of the values that fuel our company. As you will see, the graphic elements work just as well in special advertising applications as they do in print ads, but it is important to remember that some of these applications require additional attention.
For example, street-level applications, such as benches and posters, can feature either the primary "Life's Good" signature or the LG special usage logo. The visibility and purpose of these applications will determine which identifier is most appropriate.

However, in distance applications, such as billboards and neon signs, it is extremely important that the "Life's Good" signature is never used. Only the LG logo, without slogan, should be employed in these special applications. Additionally, while the LG logo is an essential element in every application, billboards should primarily promote products via silhouette photography.
The following guidelines were developed to ensure the consistent usage of the LG house style in these and other specialized applications. As mentioned before, the LG house style was designed to be a flexible and multi-faceted visual system that is just as effective on billboards and television spots as it is in more standard advertisements.

Benches and posters

When designing LG Electronics advertisements for benches and posters which are visible on shorter distances, follow the specifications detailed in the 'Advertising and print' section of the guidelines (pages 34-71).





Horizontal billboards

Below are examples of billboards that range in proportion from square (1:1) to extremely long (7:1). Follow the standard rules for use of the bars on billboards up to a 3:1 proportion. Always observe clear space requirements for the LG logo.

1:1



logo only



logo only

2:1



logo only



logo + headline + product



logo + headline + product

3:1



logo + headline + image



logo + headline + product

5:1



logo + headline + product + image



logo + headline + product

7:1



logo + headline + product + image



logo + headline + product

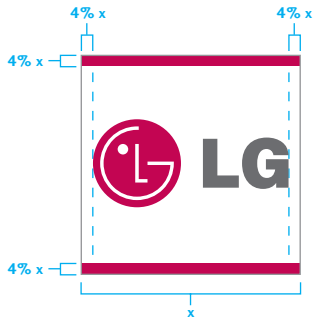
Logo only billboards

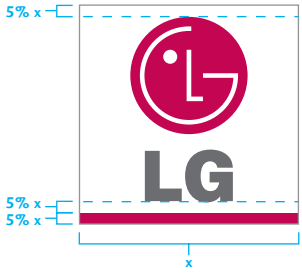
The only billboards that should feature the LG logo with the bar element are those sized at the 1:1 ratio, and in some instances, the 2:1 ratio.

Because of their specialized dimensions, billboards can be the only exception to the clearspace requirements. In these very rare circumstances, applying the width of the bar elements to the sides of the billboard will create sufficient clearspace for the logo.

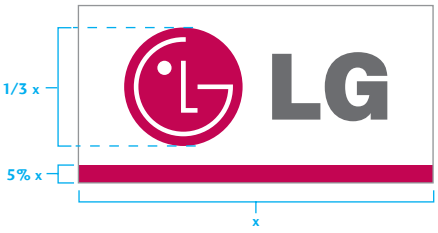
Most billboards will employ only one bar element, but in situations where there is no additional imagery or messaging, a second bar can be applied.

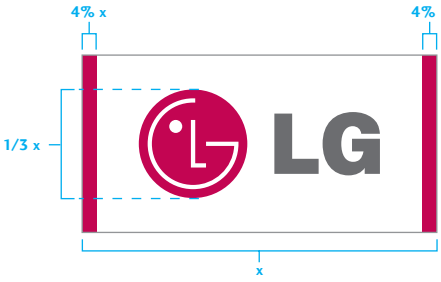
1:1





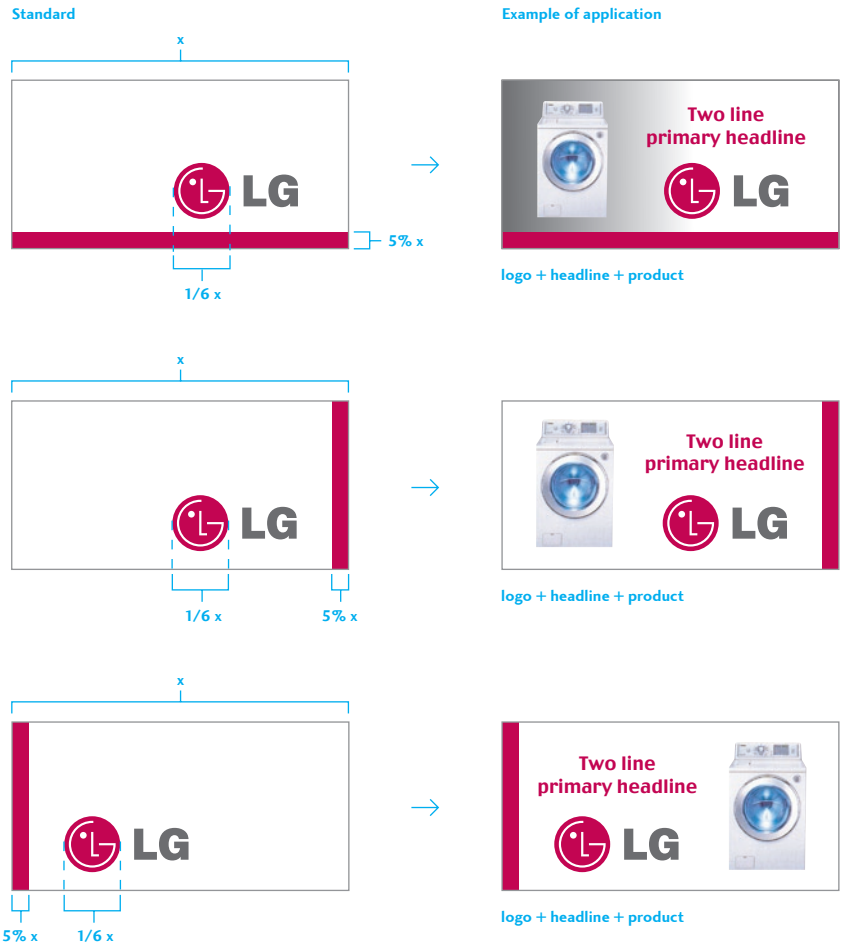
2:1





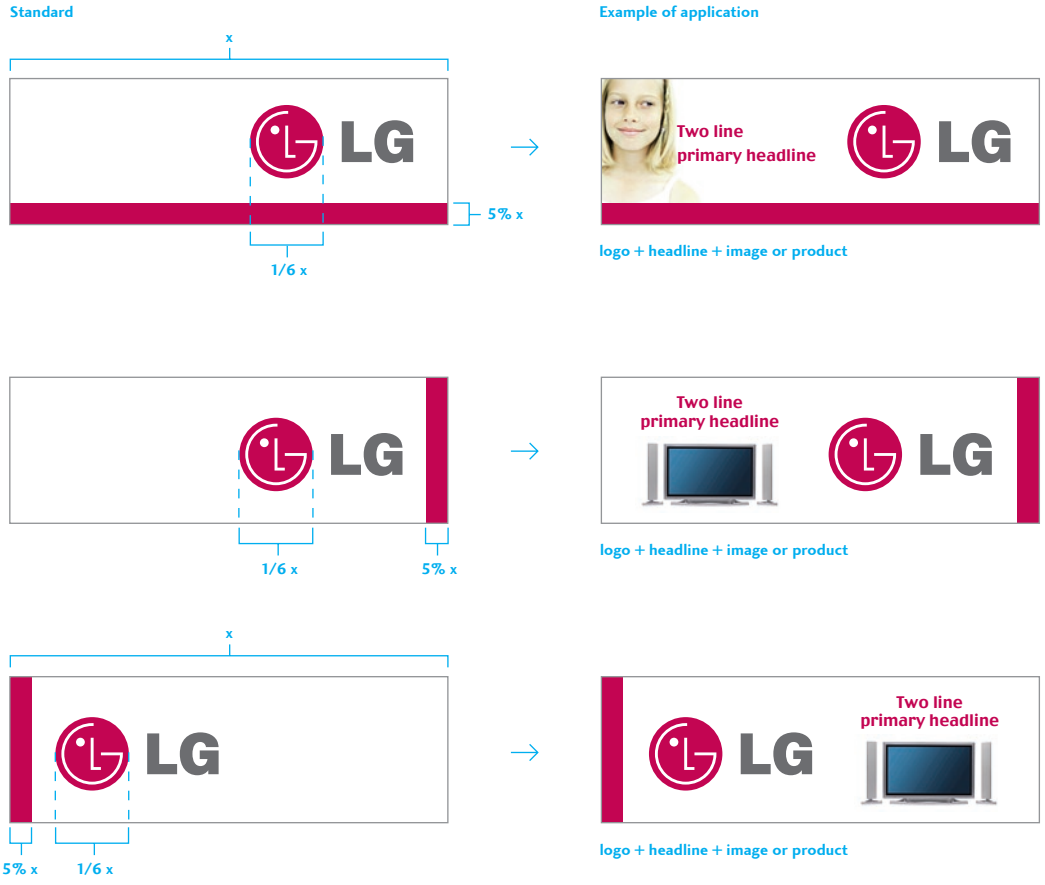
2:1 billboards

The examples below illustrate some of the combinations of visual elements that can be employed in 2:1 size ratio billboards.



3:1 billboards

Billboards sized at a 3:1 ratio should feature no more than 1 photographic image. Apply the other design elements as specified in the guidelines. The LG logo is always displayed on the extreme left or the extreme right.



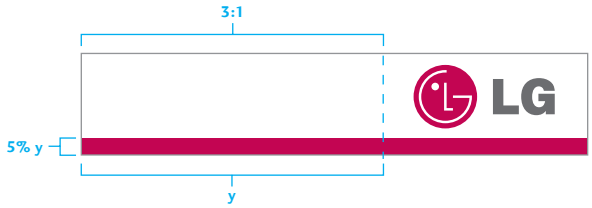
5:1 billboards

At the 5:1 size ratio, and all size ratios greater, the thickness of the bar element is equal to 5% of the billboard's length at the 3:1 ratio. This ensures adequate space for the application of all additional elements.

To ensure the visibility of the LG logo, its size should be equal to 1/8 of the billboardıs length.

The use of both product and people imagery is acceptable at larger billboard sizes.

The LG logo is always displayed at the extreme left or the extreme right.



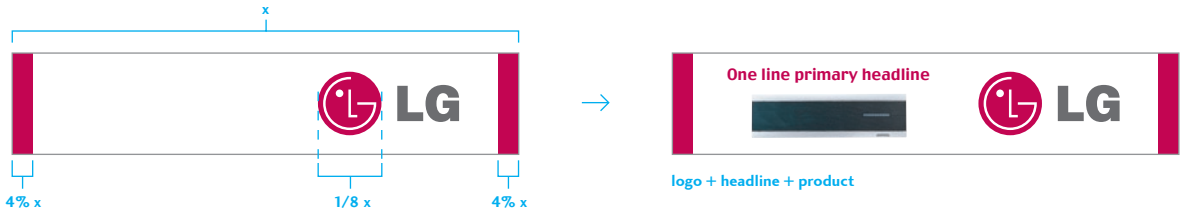
Ratio over 3:1, thickness of horizontal bar is equal to the ration of 3:1

Standard

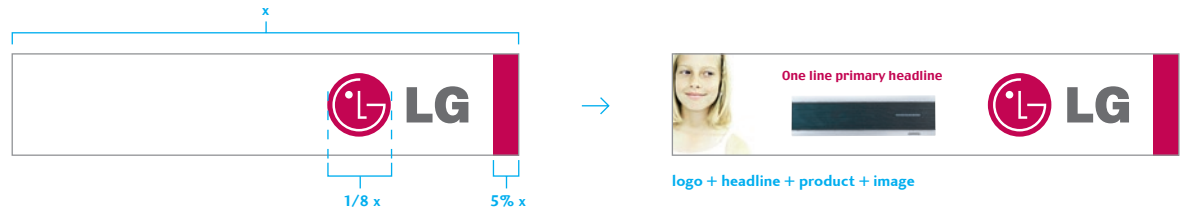
Example of application



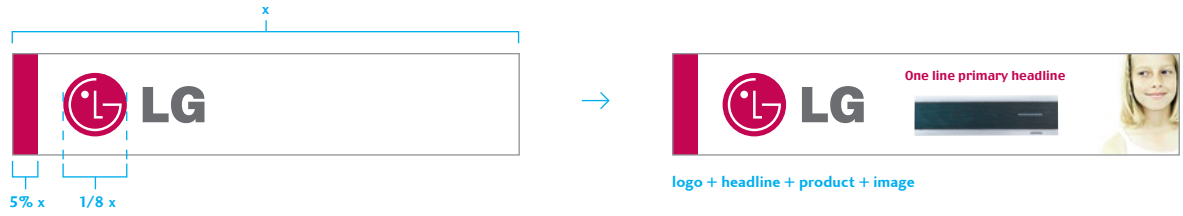
logo + headline + product + image



logo + headline + product



logo + headline + product + image



logo + headline + product + image

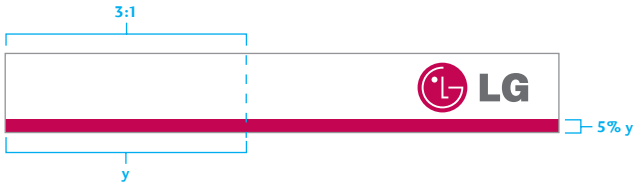
7:1 billboards

At the 7:1 size ratio, the thickness of the bar element is equal to 5% of the billboard's length at the 3:1 ratio. This ensures adequate space for the application of all additional elements.

To ensure the visibility of the LG logo, its size should be equal to 1/8 of the billboardıs length.

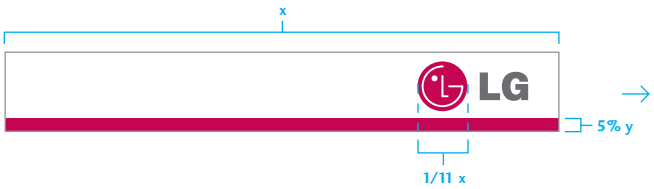
The use of both product and people imagery is acceptable at larger billboard sizes.

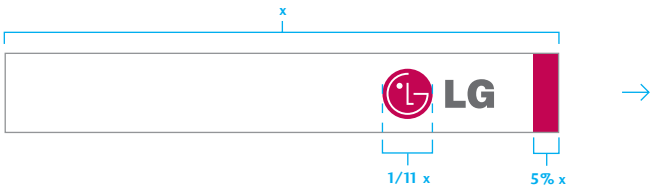
The LG logo is always displayed at the extreme left or the extreme right.

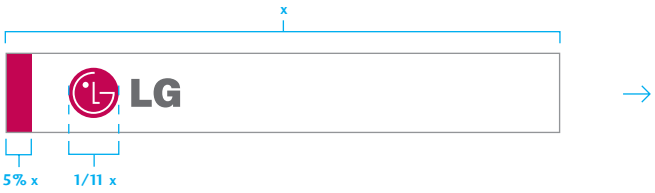


Ratio over 3:1, thickness of horizontal bar is equal to the ration of 3:1

Standard







Example of application



logo + headline + product + image



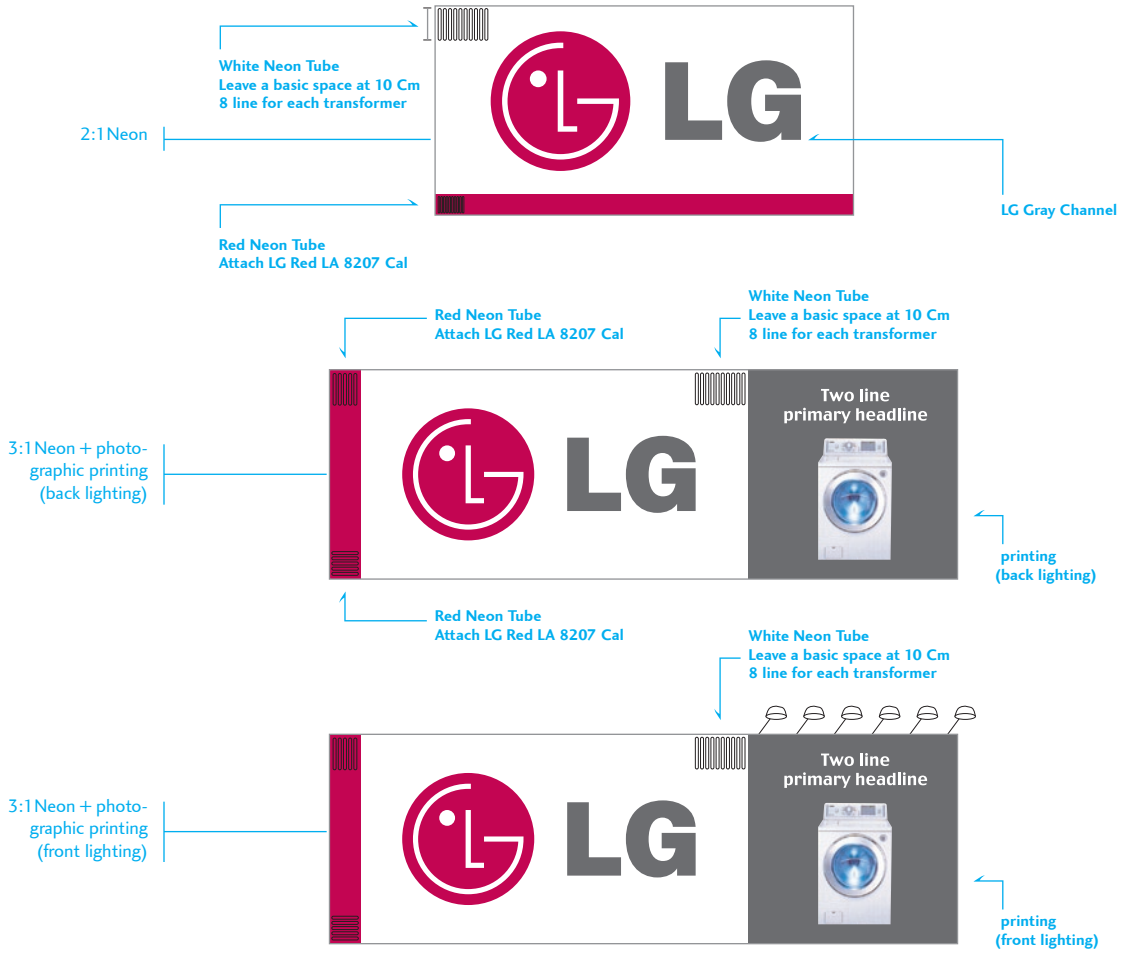
logo + headline + product



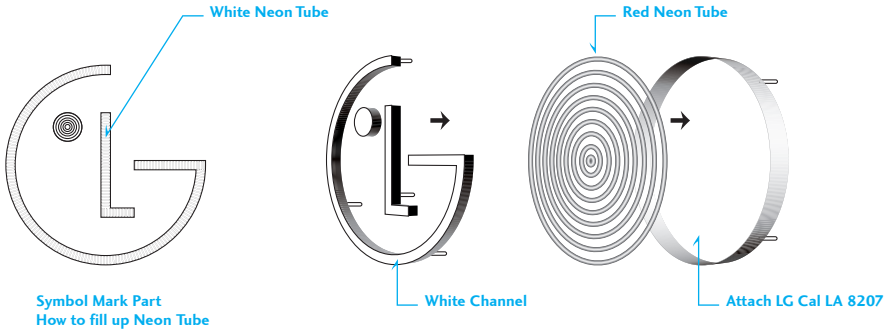
logo + headline + product + image

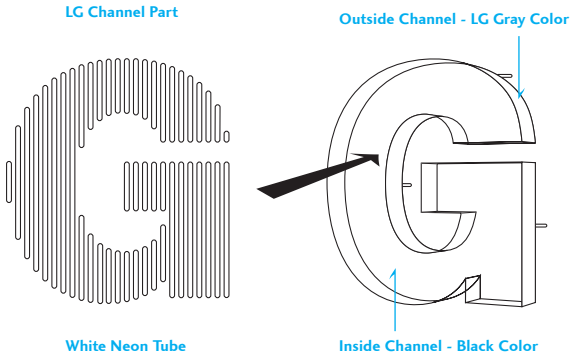
Neon signs

Neon Signs should follow the same design specifications as other LG applications. Neon signs sized at a 3:1 or larger ratio should feature an image area equal in size to 1:1.



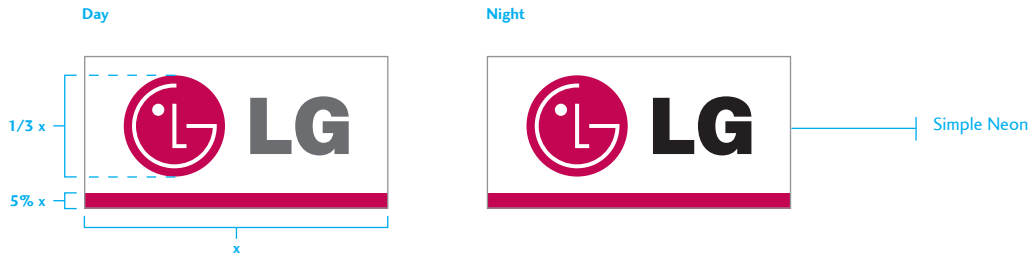
Neon signs


White Neon Tube
Red Neon Tube
Symbol Mark Part
How to fill up Neon Tube
White Channel
Attach LG Cal LA 8207

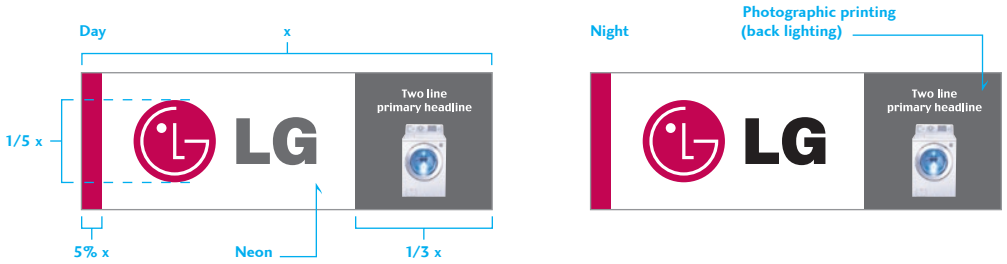

LG Channel Part
Outside Channel - LG Gray Color
White Neon Tube
Inside Channel - Black Color

Neon signs

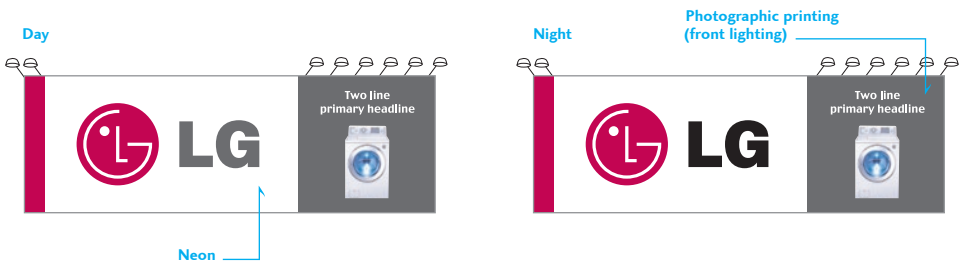
2:1



3:1



3:1



Neon signs

2:1

Day



Night



On and off Neon





3:1

Day



photographic printing
(back lighting or front lighting)

Night







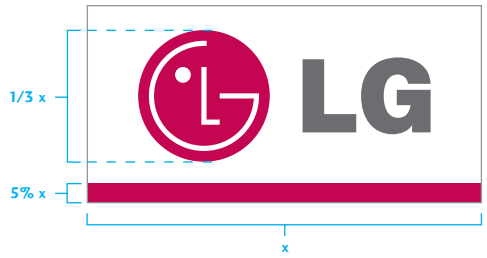
A-Boards

When designing A-boards, follow billboard design specifications. However, in A-boards, images and headlines should not be included.

In A-boards where the size ratio is greater 3:1 or greater, the width of the bar element should be determined from the 2:1 ratio size, i.e., 5% of its longer dimension.

A-boards can either repeat or alternate elements along their lengths.

2:1



4:1



4:1



A-Boards

6:1



logo only

6:1



logo only

6:1



logo + sub-brand

12:1



logo + sub-brand

6:1



logo + category

12:1



logo + category

Vertical banners

The narrow space that is given by vertical banners limits the amount of information that can be on them. It is recommended that only one bar be used, at the bottom of the banner, but exceptions can be made. The Vertical 2 color logo should be used on all extreme vertical banners. Product photography can bleed of the left and right edges.

1:1.5



vertical logo

1:3



vertical logo + product



LG Life's Good signature + product

1:5



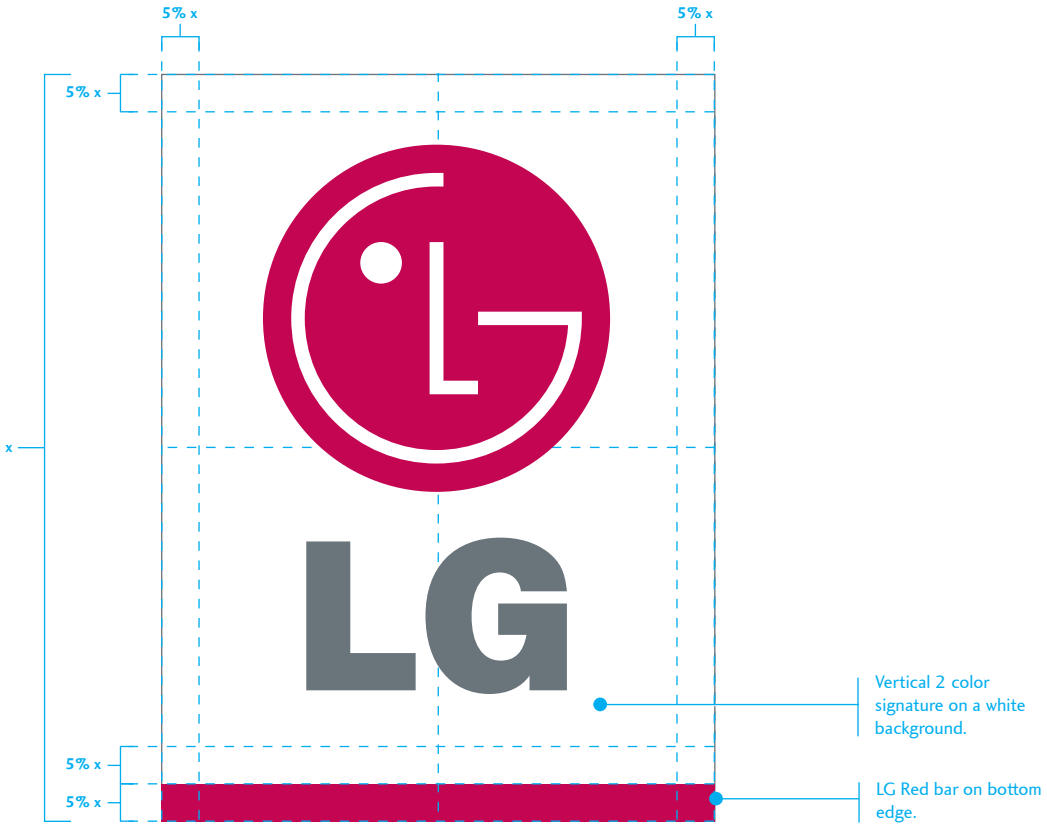
vertical logo + product

1:7



vertical logo + product

1:1.5 Banner


5% x
5% x
5% x
x
5% x
5% x
Vertical 2 color signature on a white background.
LG Red bar on bottom edge.

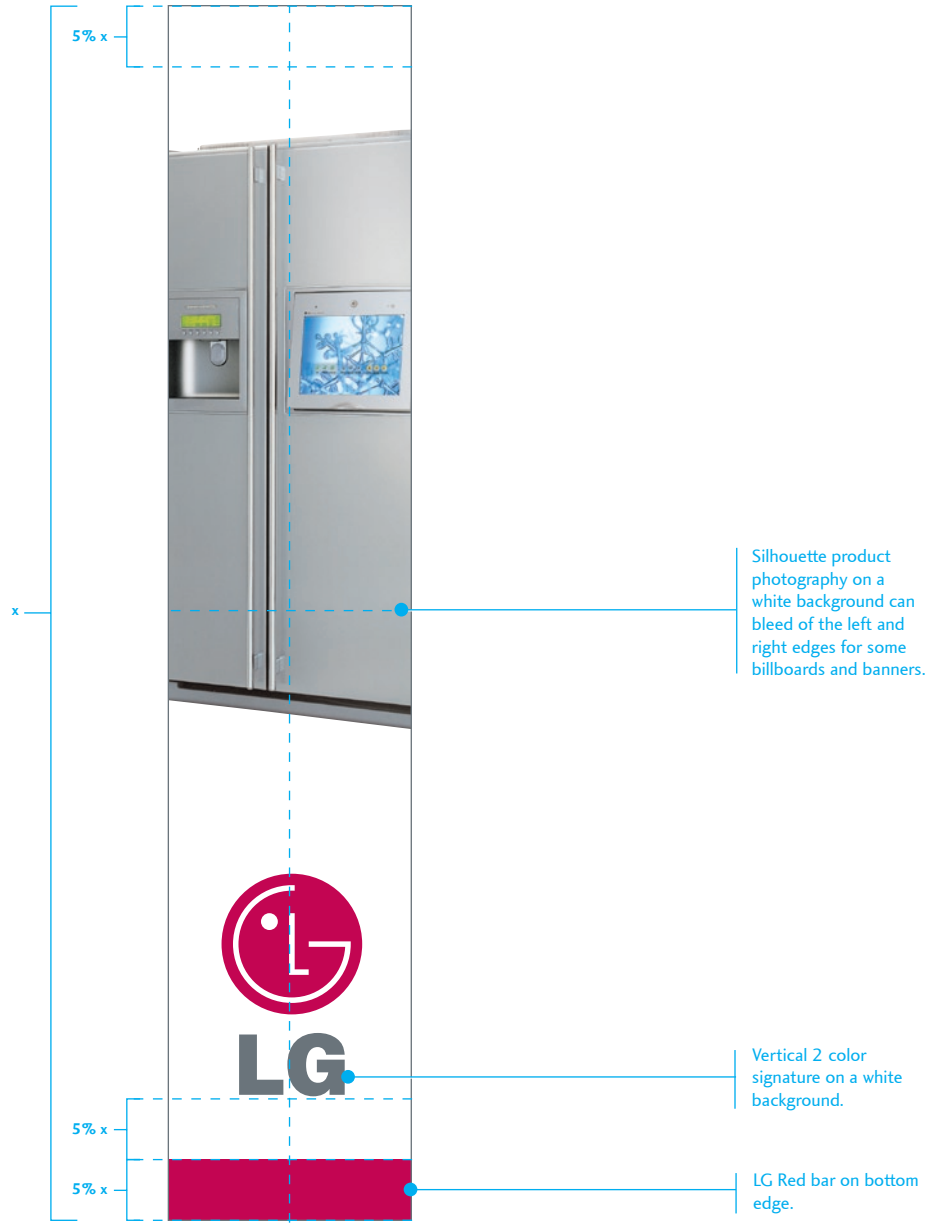
1:3 Banner – Vertical logo & product



1:3 Banner – signature and product



1:5 Banner – logo & product



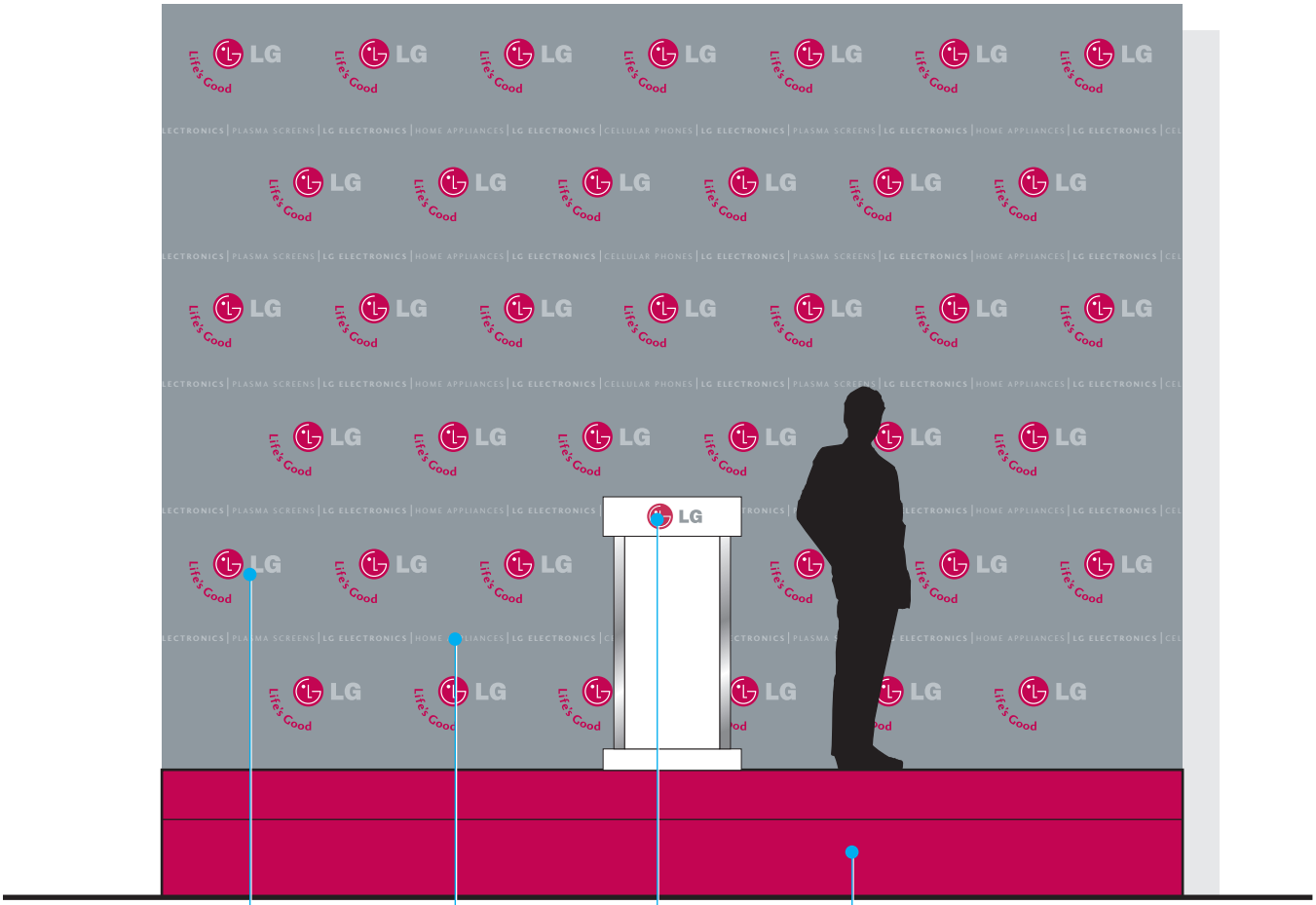
1:7 Banner – Vertical signature & product



Media backdrop

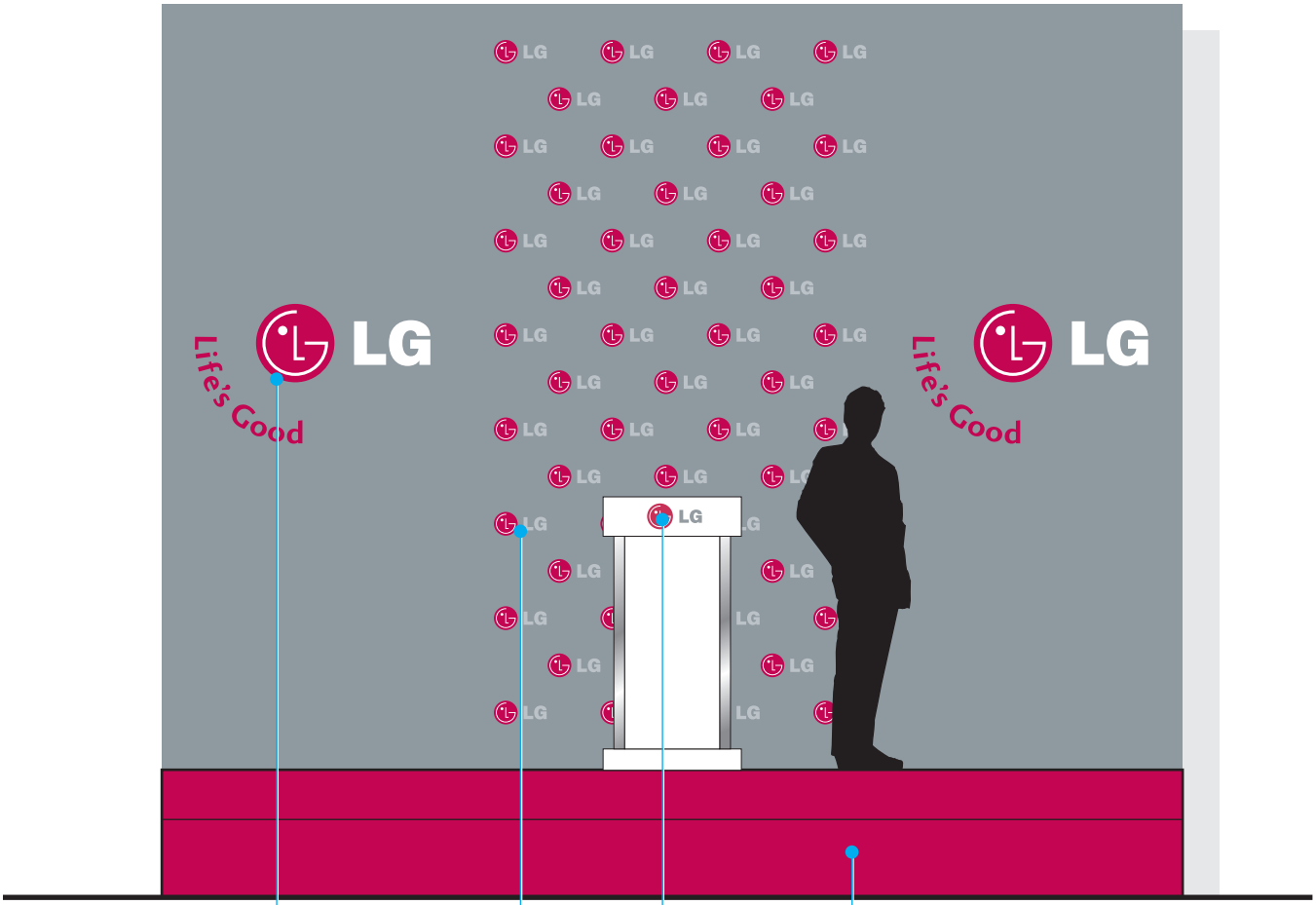
Media backdrops should use alternating rows of a special color version of the Primary 2 color signature where the LG logotype and slogan are a 30% tint of LG Gray on an LG Gray background.

The words “LG Electronics” and division names can be alternated in dividing lines set in all capital letters Charlotte Sans bold.



Media backdrop

This backdrop is for use when the speaker will be in front of a large audience as well as on video. The left and right sides of the stage have a large reverse LG signature. Directly behind the speaker is a repeat pattern of the LG logo in alternating rows of 4 and 3 logos per row. *Note the special tint of LG Gray that is used for the logotype in the repeat pattern.*



Reverse signature on an LG Gray background.

Special version of the primary logo: LG logotype is a 30% tint of LG Gray on an LG Gray background.

LG logo on front of podium.

LG Red stage.

Commercial endframe

The primary LG Life's Good signature should be used at the end of all television spots. If approved by the LG Brand Management team, the signature may be animated, so long as the animation ends as the full signature on one of the following approved backgrounds: white, LG Gray, LG Dark Red, or black.



Primary signature on a white background.



Reverse signature on an LG Gray background.



Reverse signature on an LG Dark Gray background.



Reverse signature on a black background.

Business card

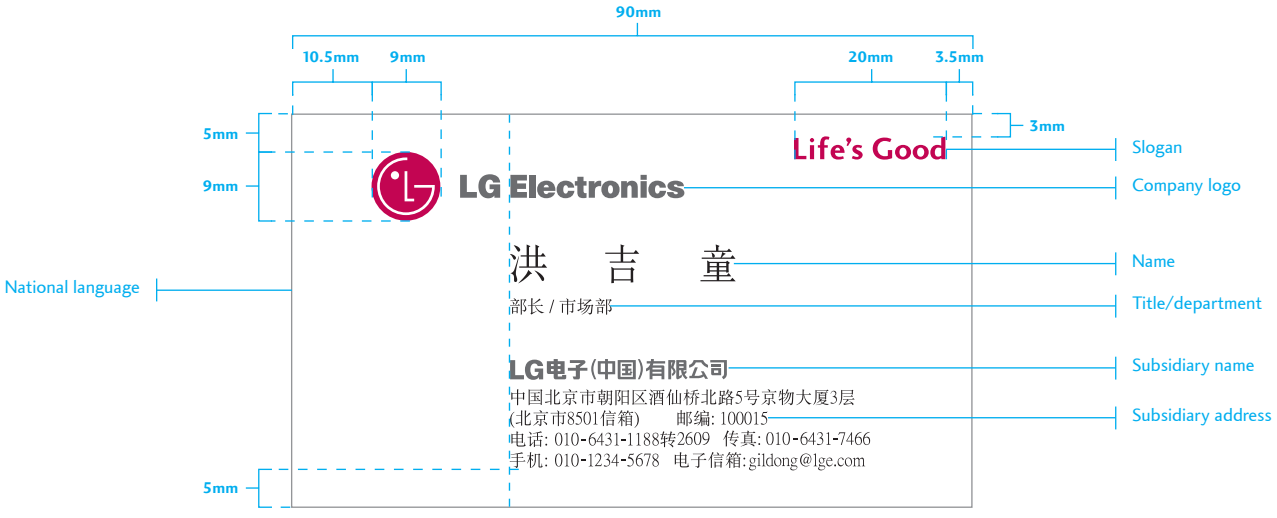
The spirit of the brand identity should be reflected in all elements of communication that may act as the face of the company. This includes business cards.

In English-speaking countries, the business card will only carry one side, which is in English.

In other countries, with a separate native or official language, the other side should carry the same information in the respective language. Usage of photo is optional.

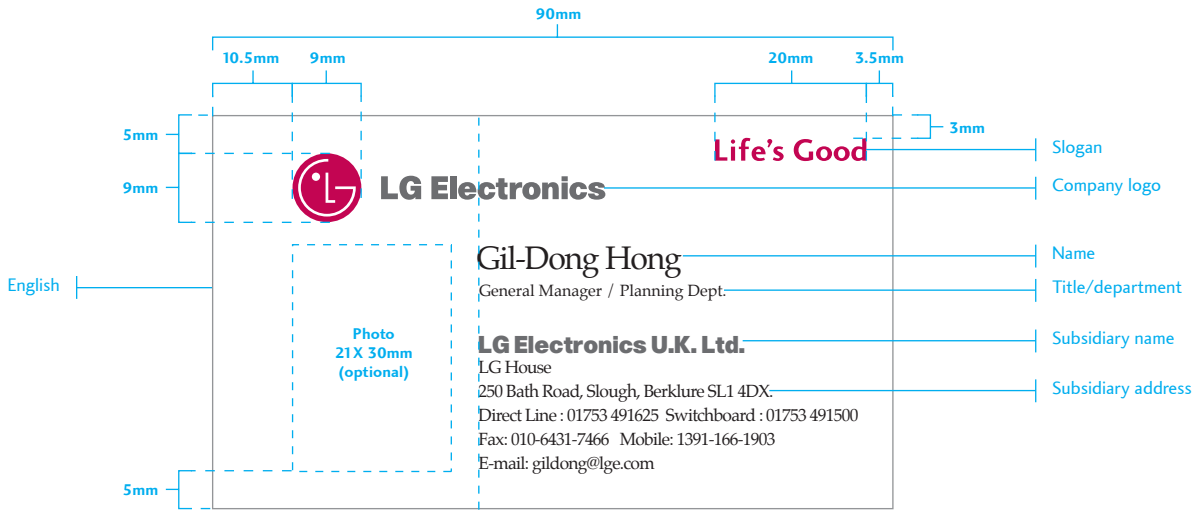


Size : 90 X 52mm
Title / Department : Palatino Roman 6Point
Name : Palatino Roman 12Point
Subsidiary Address : Palatino Roman 6.5Point
Subsidiary Name : Unica Bold 8.5Point
Material : Ivory Scoteland White 171g or Best Mat 180g.

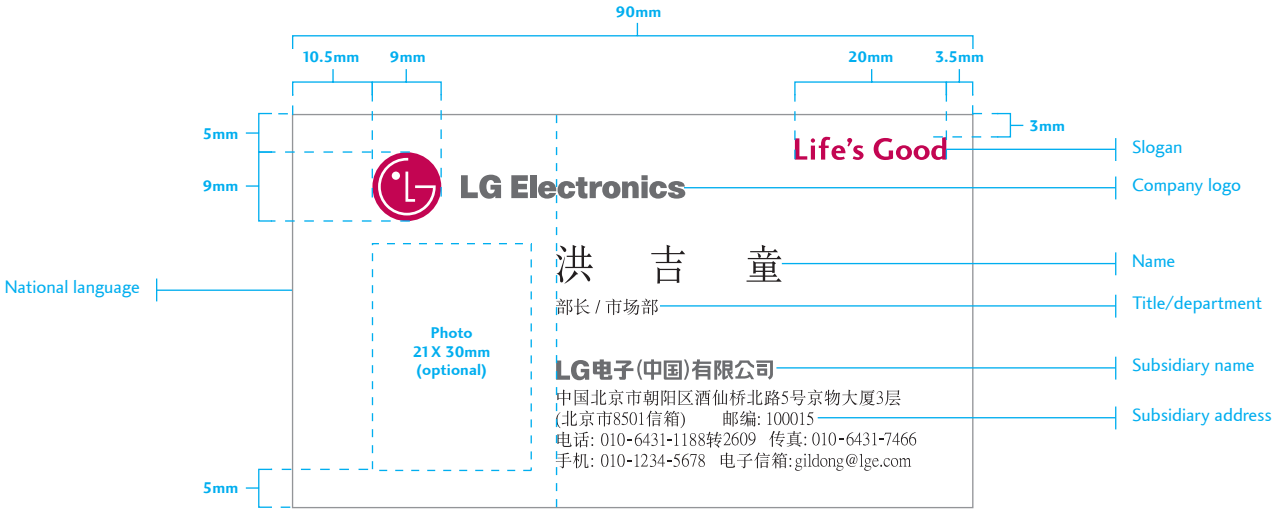


In case of local font, please select font type that is in serif mode. Also, replicate the spacing between lines and letters following the Brand Communication Guideline.

Business card with photo



Size : 90 X 52mm
Title / Department : Palatino Roman 6Point
Name : Palatino Roman 12Point
Subsidiary Address : Palatino Roman 6.5Point
Subsidiary Name : Unica Bold 8.5Point
Material : Ivory Scoteland White 171g or Best Mat 180g.



In case of local font, please select font type that is in serif mode. Also, replicate the spacing between lines and letters following the Brand Communication Guideline.

Appendix: File directory

Listed below are the file names of the different LG Life's Good signatures ranging from the primary 2 color signature to the special usage 1 color reverse signature.

Always use the approved electronic artwork when reproducing the LG signature.

