

Cheonmyeongdang

Brand Guidelines v1.0

AI Korean Saju, Globally

Brand Colors



Primary Purple
#7B4FCF



Accent Light Green
#A7D957



Background Deep
#080A10



Gold Primary
#C9A84C



Gold Highlight
#E8C97A



Text Light
#E8E0D0



Text Muted
#9A9080

Typography & Usage

Western Serif (headlines): Noto Serif, Georgia

Korean: NanumGothic, Pretendard, Noto Sans KR

UI body: Segoe UI, -apple-system, sans-serif

Logo Clearspace: minimum 0.5x logo height on all sides

Minimum logo width: 120px (digital), 30mm (print)

Do:

- Use dark or light backgrounds with sufficient contrast
- Pair ■ character with full English name
- Use gold (#E8C97A) for primary brand text

Don't:

- Distort, recolor, or rotate the logo
- Add drop shadows or effects
- Place on busy photographic backgrounds

Brand Voice: warm, ancient-modern, AI-precision meets cultural depth.

Tone: confident, respectful of tradition, globally inclusive.