CI Signiture(*Main)

SĕAH Superalloy Technologies

Supplementary
CI Signiture
(* Non−trademark use value)

SeAH Superalloy Technologies

SeAH ST

* These combinations are used without the logo.
* They cannot be used together with the Seah logo.
* They are not used except in special cases.

x SĕAH Superalloy Technologies 0.25x
0.75x
0.3x

The form of the trademark(brand) registered internationally by Seah Brand Management Committee is the 'SeAH' mark. Based on this, the extended CI system (*main) is assigned to each company to distinguish their products and services.

Seah Brand Management Committee designates products produced by group companies under the name 'SeAH' and registers them as trademarks in major countries. Even if a trademark is registered, if it does not accumulate valid usage records, its trademark value may not be recognized, or the rights may be lost.

Therefore, it is necessary to apply the design of the CI Signature (*main) pattern to major items exactly as it is to accumulate valid usage records as a trademark(brand).
* Supplementary signature can not sufficiently ensure trademark validity as it differs from the main signature.

SeAH's main colors are 'SeAH Gray' symbolizing the company's stability, tradition, and trust, and 'SeAH Orange' representing stability along with innovation, change, and warm coexistence. To maintain consistency in various and special situations, 'SeAH Light Gray, SeAH Gold, and SeAH Silver' have been designated as supplementary colors.

The standards for the corporate colors are based on the principle of applying spot colors during printing, prioritizing the use of Pantone colors. While there may be slight variations in color expression depending on printing methods, concentration, and material, it is essential to ensure that the optimal state is maintained.
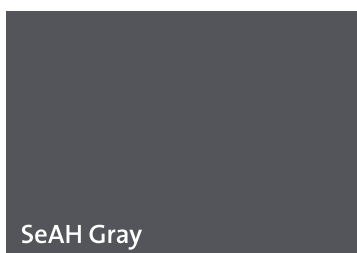
SeAH Gray

Pantone CoolGray 11c
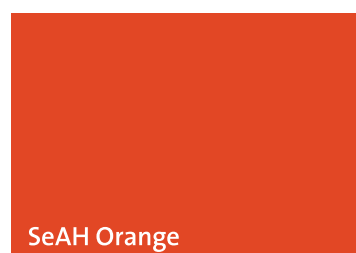For signs, paint, fabric, high−quality printing, and other non−paper materials:
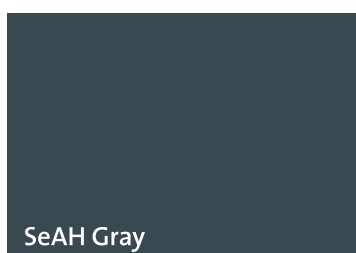
SeAH Gray

CMYK & RGB
C 20 M 0 Y 0 K 84   R 59 G 73 B 81
* When printing on   * Designated web colors
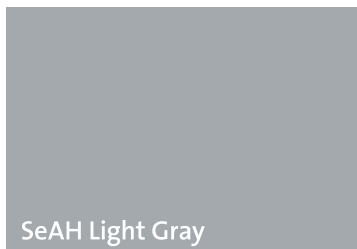 regular paper

SeAH Orange

Pantone 1665c
C 5 M 85 Y 85 K 0
R 229 G 78 B 43

SeAH Light Gray

Pantone 429c
C 3 M 0 Y 0 K 32
R 176 G 183   B 187

Gold

Pantone 871c
* Spot color printing only.

Silver

Pantone 877c
* Spot color printing only.

The primary logo is the most important element symbolizing SeAH and must never be altered. It is imperative to adhere to the form specified by the Basic System. Do not modify or distort it in any way similar to the examples provided below.

The CI signature system, combined with the primary logo, is limited to the combinations specified and provided by the SeAH Brand Management Committee. It cannot be arbitrarily combined with any specific names or titles for external use as a logo.

🚫 When the colors have been arbitrarily changed

🚫 When the size of certain elements has been altered

🚫 When an outline has been added

🚫 When the shape has been modified

🚫 When the proportions have been arbitrarily altered
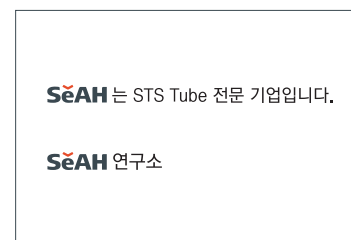
🚫 When inserted within text

🚫 When used on a special background causing distortion

🚫 When there is insufficient contrast with the background

🚫 When the distinction from the background is unclear

🚫 When combined with arbitrary shapes

🚫 When the minimum space requirements are violated

🚫 When special effects are used to differentiate from the background

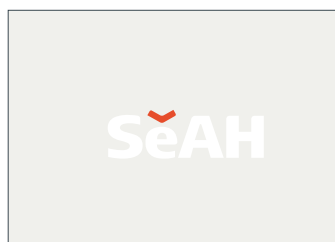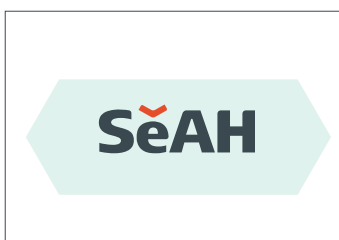The front side of business cards for overseas subsidiaries should be in the local language, while the back side should be in English. For English-speaking countries, it is recommended to apply the same format as Korean business cards.
Use the designated fonts for Korean and English text, and for other local languages, use a clear Gothic-style font.
All other elements such as spacing, positioning, unique colors, size, and specifications should follow the standards.

The company's main website should be listed with a valid URL. If there is no separate website, the business card should include the URL of the Korean headquarters. If there is no operational website or available homepage, do not include a website address.

[Examples]   Size: 90 x 52mm   Scale: 100%

7mm   23mm

7mm

SeAH

홍길동
운영팀 / 사원

SeAH Superalloy Technologies
18000 Cove Street, Suite 201, Spring Lake, Michigan USA 49456
T +966-53-450-3429 M +82-10-6377-1654 www.seah.co.kr
F +966-53-000-0000 E jhs8585@seah.co.kr

7mm

7mm

7mm   23mm

7mm

SeAH

Hong Gildong
Operation Team / Junior Associate

SeAH Superalloy Technologies
18000 Cove Street, Suite 201, Spring Lake, Michigan USA 49456
T +966-53-450-3429 M +82-10-6377-1654 www.seah.co.kr
F +966-53-000-0000 E jhs8585@seah.co.kr

7mm

7mm

Production Specifications
Paper: VENT NOUVEAU 233g
        (use similar paper when production overseas)
Printing: Offset spot color printing
Colors: Pantone Cool Gray 11C / Pantone 1665C
Post-processing: Transparent foil stamping for SeAH mark
*Special processing is applied to prevent unauthorized duplication.

Fonts
Name: (Eng) The Sans semibold 12pt
        (Kor) Yoon gothic 540 12pt
Title: (Eng) The Sans plain 7pt
        (Kor) Yoon gothic 540 7pt
Contacts: The Sans plain 8pt
Numbers: The Sans*caps
*For other languages, use a Gothic-style font.

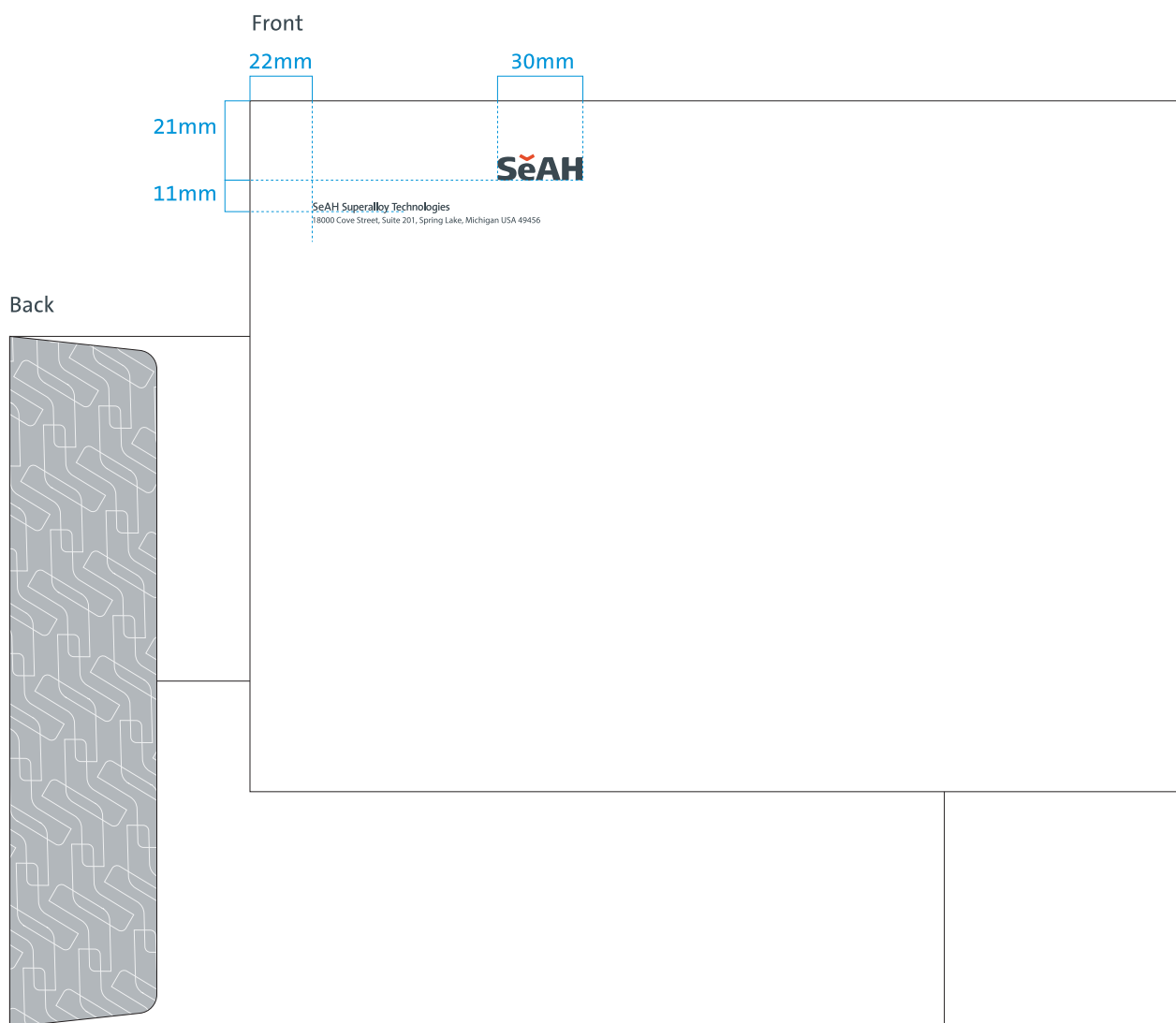## Various SeAH templates can be created based on the official letter format.

30mm   25mm   20mm

35mm

23mm

SeAH

SeAH Superalloy Technologies
18000 Cove Street, Suite 201, Spring Lake, Michigan USA 49456

JUL 30, 2012

Mr. John Smith
3238 wishire Blvd. Suite #1
Los Angeles 92321
Re : SeAH Holdings

Dear Mr. Smith
The communications potential of a letter goes beyond its contact.
Just as the frame of a picture can compliment or detract from the picture it self, the
letterhead design plays a considerable role at the personal communications level.
Choice of typeface, paper stock and typing format also make great contributions
to the overall impression of the letter to the reader.

This stationery format has been developed to reflect the look of expertise.
Stability and professionalism. The success of the stationery system will depend largely
upon a consistent appearance, to project an image of high quality, an image that is
reflective of SeAH.

Sincerely,

Sender's Name
Sender's Title

SeAH Superalloy Technologies
President   Hong, Gil Dong

[Example template]   Scale: 60%   Size: 210x297mm

[Editable template]

SeAH Superalloy Technologies
President   Hong, Gil Dong

Fonts: The Sans 8pt
Colors: Pantone Cool Gray 11C / Pantone 1665C

Front

22mm   30mm

21mm

11mm

SěAH

SeAH Superalloy Technologies
18000 Cove Street, Suite 201, Spring Lake, Michigan USA 49456

Back

Size: 330x244mm   Scale:40%

Production Specifications
Paper: IMAGIN 130g or VELLUM PAPER 150g
          (use similar paper when production overseas)
Printing: Offset spot color printing
Colors: SeAH Gray or Pantone Cool Gray 11C
          SeAH Orange or Pantone 1665C
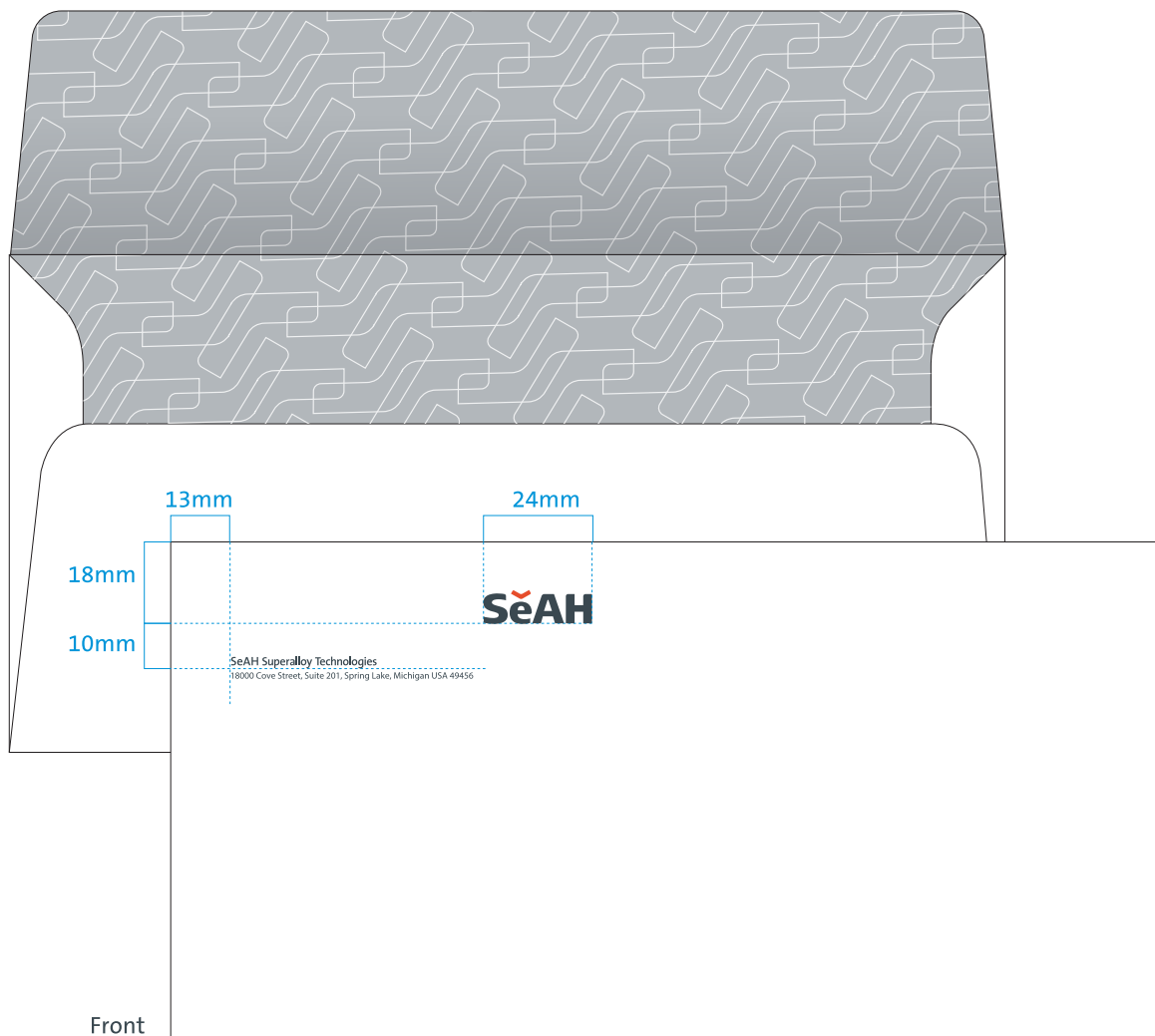   SeAH Light Gray or Pantone 429C

Fonts
Adress: (Eng) The Sans semibold 9pt
          (Kor) Yoon gothic 540 9pt
Contacts: The Sans plain 8pt
Numbers: The Sans*caps
*For other languages, use a Gothic-style font.

Inside

Front

13mm

24mm

18mm

10mm

SeAH

SeAH Superalloy Technologies
18000 Cove Street, Suite 201, Spring Lake, Michigan USA 49456

Size: 220x110mm   Scale: 60%

*Pattern printing is recommended to prevent the contents from showing through.

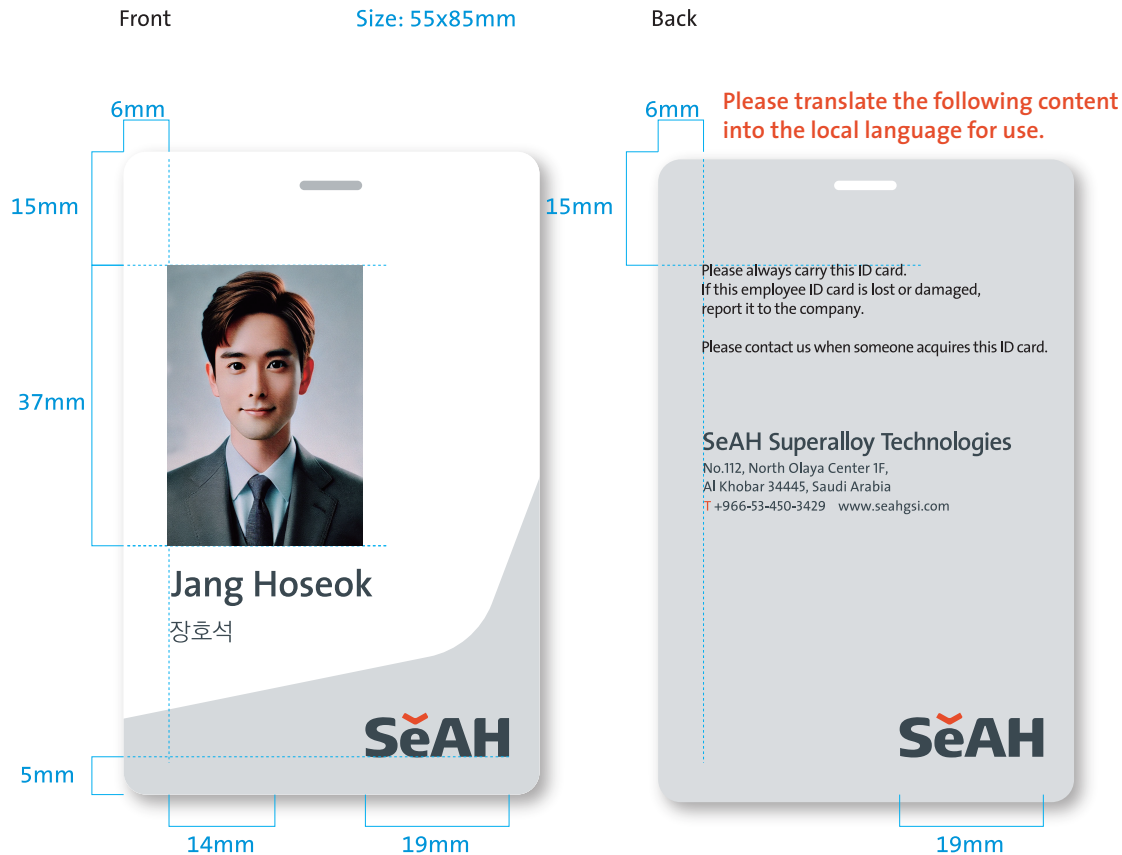**Official Flag**
For official events

Size: 1350x900mm

Material: Premium silk with silver tassels
Production: Computer embroidery
Colors: SeAH Gray or Pantone Cool Gray 11C
SeAH Orange or Pantone 1665C

Standard Flag
For outdoor display

Customized to the flagpole size at each business location

Material: Synthetic fiber
Production: Dye printing
Colors: SeAH Gray or Pantone Cool Gray 11C
SeAH Orange or Pantone 1665C

Front   Size: 55x85mm   Back

6mm

15mm

37mm

5mm

14mm   19mm

Jang Hoseok
장호석

SeAH

6mm

15mm

Please translate the following content into the local language for use.
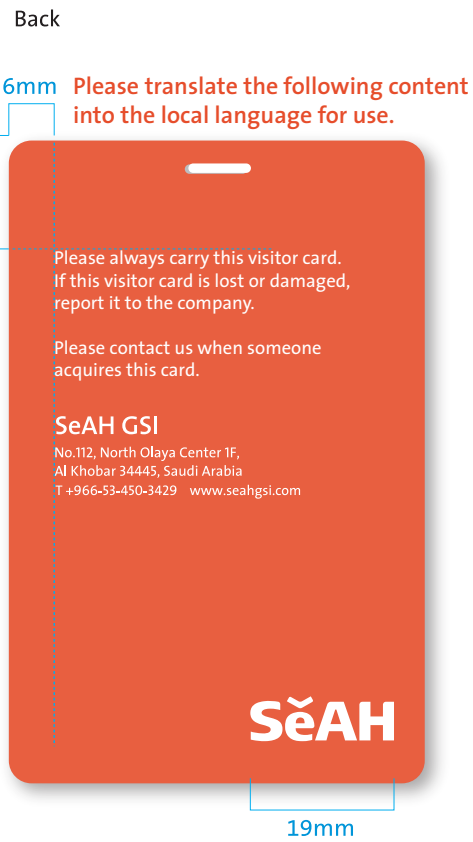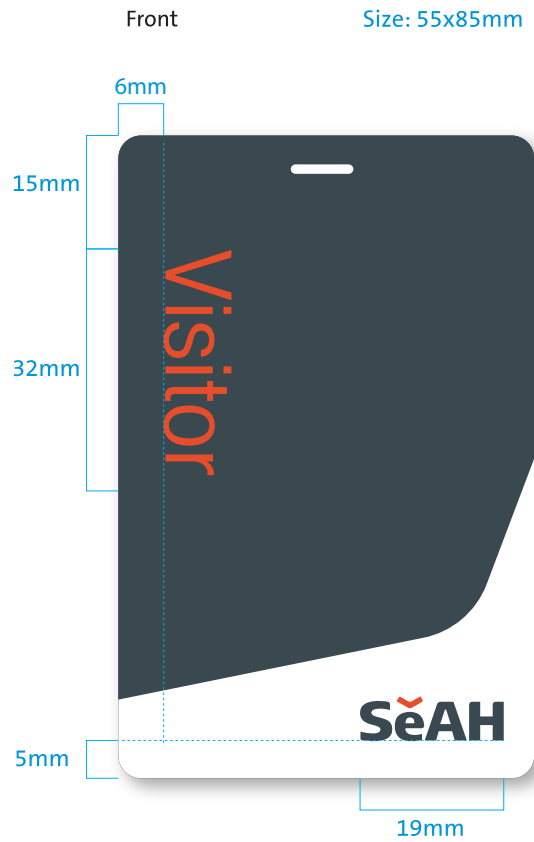
Please always carry this ID card.
If this employee ID card is lost or damaged,
report it to the company.

Please contact us when someone acquires this ID card.

SeAH Superalloy Technologies
No.112, North Olaya Center 1F,
Al Khobar 34445, Saudi Arabia
T +966-53-450-3429   www.seahgsi.com

SeAH

19mm

Production Specifications
Material: Plastic
Printing: Offset spot color printing
Colors: SeAH Gray or Pantone Cool Gray 11C
        SeAH Orange or Pantone 1665C
        SeAH Light Gray or Pantone 429C
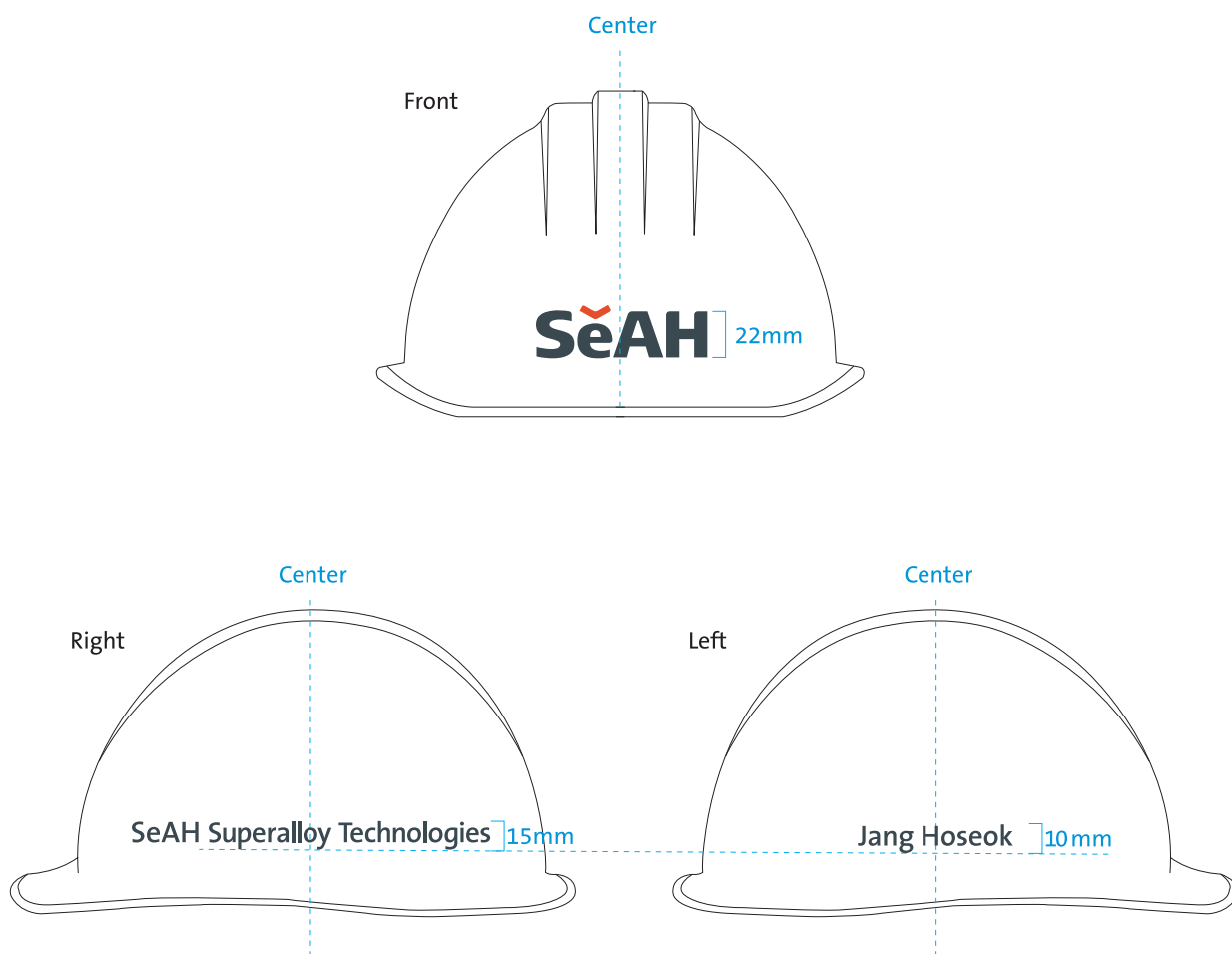
Fonts
Adress: (Eng) The Sans semibold 14pt
        (Kor) Yoon gothic 530 9pt
Contacts: The Sans plain 8pt
Numbers: The Sans*caps
*For other languages, use a Gothic-style font.
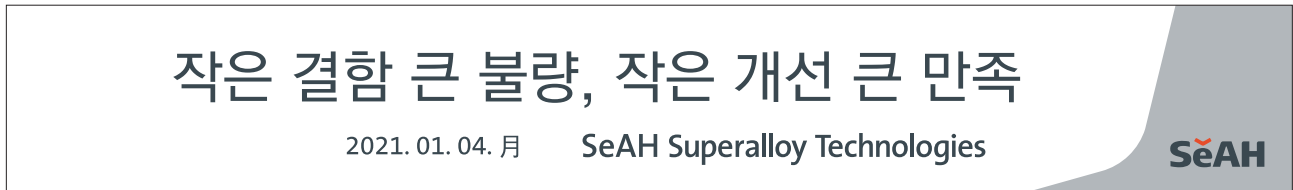
[Editable Template]

Jang Hoseok
장호석

Please always carry this ID card.
If this employee ID card is lost or damaged,
report it to the company.

Please contact us when someone acquires this ID card.

No.112, North Olaya Center 1F, Al Khobar 34445, Saudi Arabia
T +966-53-450-3429   www.seahgsi.com

Front   Size: 55x85mm   Back

6mm

15mm

32mm

5mm

Visitor

SeAH

19mm

6mm   **Please translate the following content
into the local language for use.**

Please always carry this visitor card.
If this visitor card is lost or damaged,
report it to the company.

Please contact us when someone
acquires this card.

SeAH GSI

No.112, North Olaya Center 1F,
Al Khobar 34445, Saudi Arabia
T +966-53-450-3429   www.seahgsi.com

SeAH

19mm

Production Specifications
Material: Plastic
Printing: Offset spot color printing
Colors: SeAH Gray or Pantone Cool Gray 11C
        SeAH Orange or Pantone 1665C
        SeAH Light Gray or Pantone 429C

Fonts
Adress: (Eng) The Sans semibold 14pt
         (Kor) Yoon gothic 530 9pt
Contacts: The Sans plain 8pt
Numbers: The Sans*caps
*For other languages, use a Gothic-style font.

Center

Front

SĕAH 22mm

Center

Right

SeAH Superalloy Technologies 15mm

Center

Left

Jang Hoseok 10mm

The uniform design is determined according to each company's internal policies.
However, the SeAH Mark and name labeling should follow the guidelines below:

outer A

Primary printing or embroidery

outer B

SeAH

SeAH

Top A

Main signature CI printing or embroidery

Top B

Jang Hoseok

SeAH

Jang Hoseok

SeAH

Title and name printing or embroidery

H:W=1:8

작은 결함 큰 불량, 작은 개선 큰 만족

2021. 01. 04. 月   SeAH Superalloy Technologies

SeAH

*The SeAH Mark and the secondary signature cannot be used together.
If they must be used together, the main CI signature should be applied.

W:H=1:1.5

Falling In
Fall

2021. 09. 17. 金 2pm.
Auditorium

SeAH Superalloy Technologies

H:W=1:2

혁신은 나부터,
실행은 지금부터

SeAH

Cover Format SST

The height of the SeAH rising curve graphic motif may vary depending on the type and nature of the content, but it should not exceed one-third of the total screen height to maintain balance. Templates can be downloaded from the CI & Brand Guidelines menu on the groupware 'SeAH Works'.

Report cover

Title
Sub Title

SeAH

A

15mm

15mm

Title
Sub Title

SeAH

15mm

15mm

Presentation Format

Presentation Title
Subtitle

발표자 관련 정보(부서/직함/성명)
날짜

SeAH

SeAH

0.1x

0.1x

Presentation Title
Subtitle

발표자 관련 정보(부서/직함/성명)
날짜

SeAH

SeAH

0.1x

0.1x
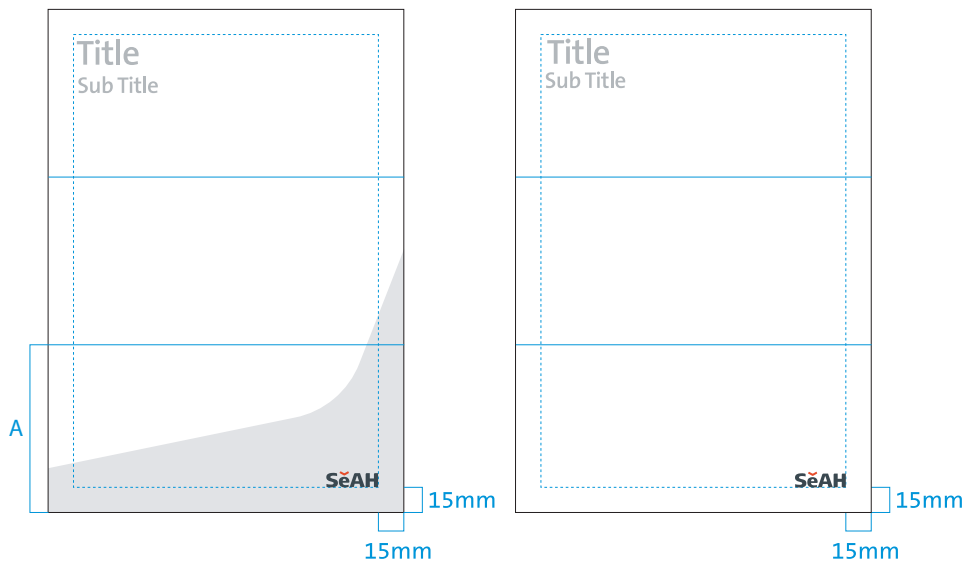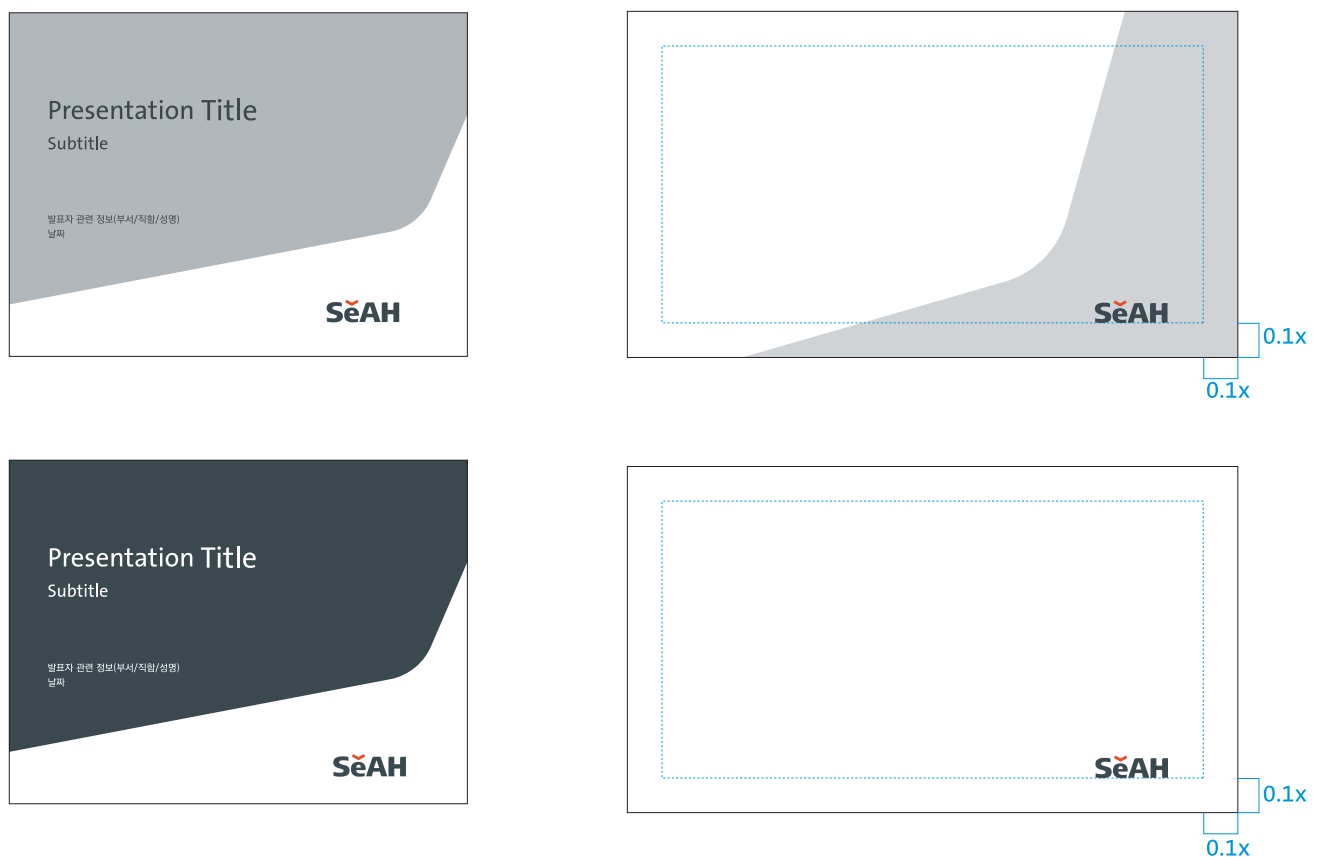
Trademark registration may not be recognized for its value or may even lose its rights if it fails to accumulate valid usage records. Particularly, items such as products and transaction documents are essential to prove the validity of the trademark. It is crucial to apply the exact CI system design as assigned to significant items to maintain validity.
(To distinguish from other similar registered imitations, the form must be used precisely as designed, not merely the company name.)
If the company CI is too long and difficult to apply, consider prioritizing the use of the 'SeAH Mark'.

There are three ways to expose the SeAH brand(Trademark):
All must be met to be recognized as valid performance, thereby continuing to maintain the value and rights of the SeAH trademark
for the products.
1) Product marking   2) Product bundle tags   3) Product packaging
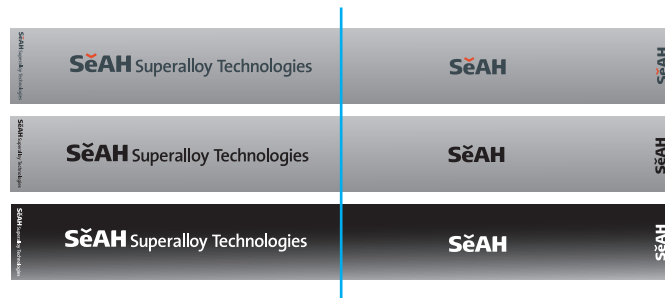
*Product surface marking size is determined based on the item.

1) Product Marking
For validity, the company CI or SeAH Mark design must be marked directly on the material and product surface.
(If the interior is visible, marking on the inside is also acceptable.)
It is best if the unique colors can be distinguished; if color application is restricted, use black or white.

2) Product (Bundle) Tags
Ensure independence by leaving margins on all sides so that the trademark is clearly recognized.
The company CI or SeAH Mark design must be used exactly as is, with the unique colors distinguishable for validity.
Typing the company name like SeAH Superalloy Technologies or SeAH Superalloy Technologies, LLC in a similar design is
not considered valid.

3) Product Packaging
For product packaging made of various materials, including wood, the company CI or SeAH Mark design must be applied
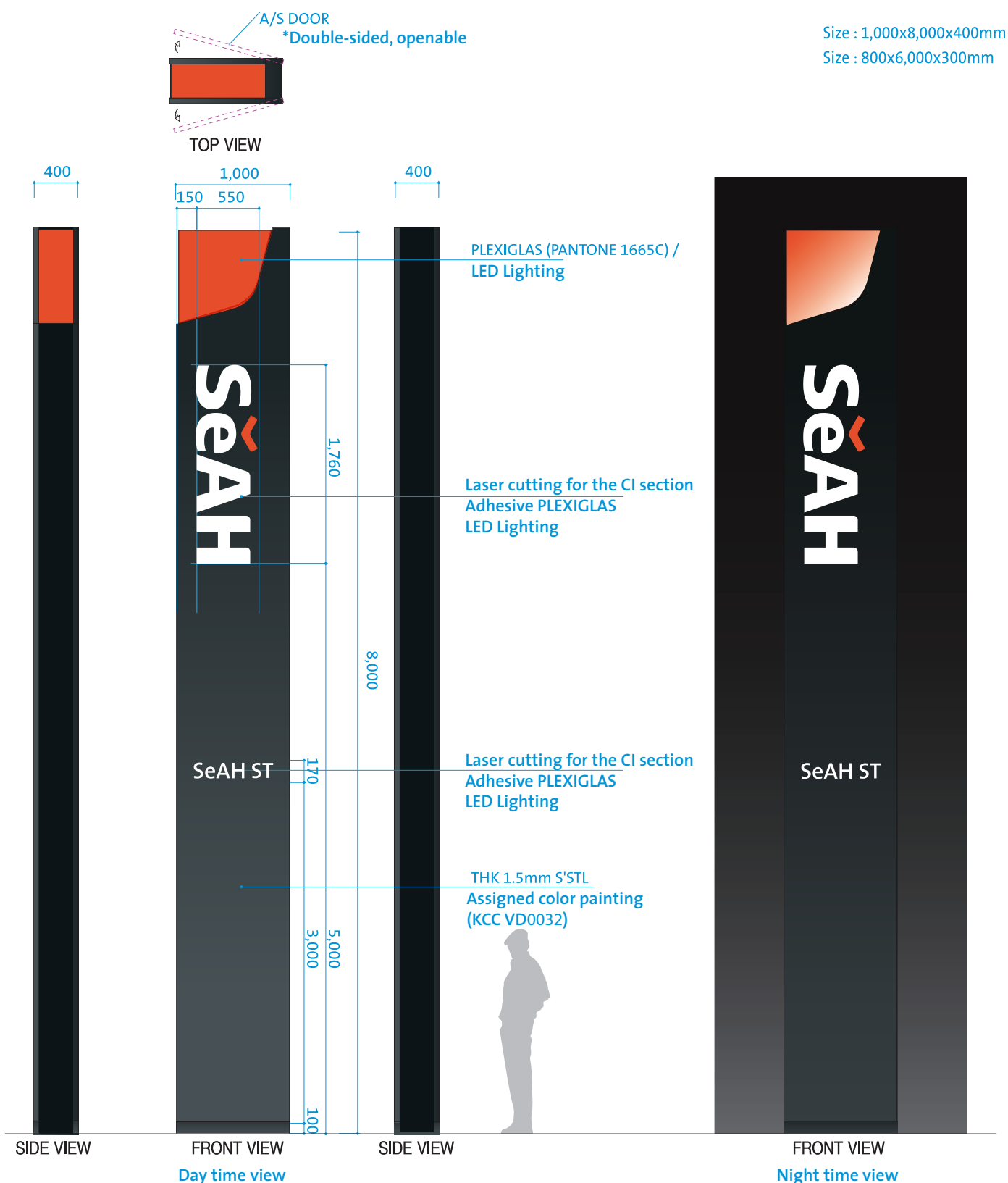on the surface in its exact form with the unique colors visible.

KCC VD0032
PANTONE CoolCray 11C
C20 M0 Y0 K84

PANTONE 1665C
C5 M85 Y85 K0

Main signage can choose between two height options: 8,000mm and 6,000mm
For detailed design drawings, please contact the SeAH Brand Management Committee.
Insertion of LED lighting is essential.

A/S DOOR
*Double-sided, openable

TOP VIEW

Size : 1,000x8,000x400mm
Size : 800x6,000x300mm

400

1,000

150   550

400

PLEXIGLAS (PANTONE 1665C) /
LED Lighting

1,760

8,000

Laser cutting for the CI section
Adhesive PLEXIGLAS
LED Lighting

SeAH ST

170

Laser cutting for the CI section
Adhesive PLEXIGLAS
LED Lighting

THK 1.5mm S'STL
Assigned color painting
(KCC VD0032)

5,000

3,000

100

SIDE VIEW

FRONT VIEW

SIDE VIEW

Day time view

SeAH ST

FRONT VIEW

Night time view

Signage **SST**

KCC VD0032	PANTONE 1665C
PANTONE CoolCray 11C	C5 M85 Y85 K0
C20 M0 Y0 K84	

This is a sign utilizing the entrance gate pillar.
For detailed design drawings, please contact the SeAH Brand Management Committee.
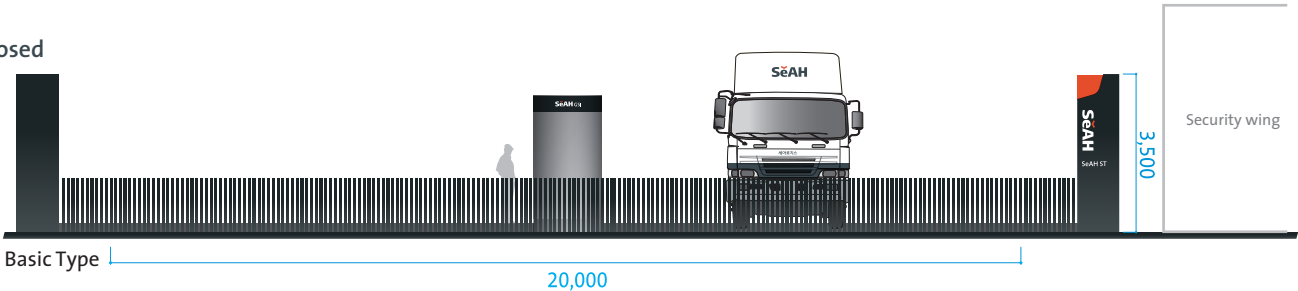
Size : 930x3,500x930mm

Refer to image

930

930

930

110 280

PLEXIGLAS
(PANTONE 1665C)

900

Laser cutting for the CI section
Adhesive PLEXIGLAS
LED Lighting

240

SeAH ST

100

3,500

640

THK 1.5mm S'STL
Assigned color painting(KCC VD0032)

1,300

1,450

Indirect lighting

Folding security gate
(640 x 1300)

SIDE VIEW   FRONT VIEW   SIDE VIEW

Basic Type

930

3,500

THK 1.5mm S'STL
Assigned color painting(KCC VD0032)

Indirect lighting

Folding security gate
(640 x 1300)

SIDE VIEW   FRONT VIEW   SIDE VIEW

KCC VD0032
PANTONE CoolCray 11C
C20 M0 Y0 K84

PANTONE 1665C
C5 M85 Y85 K0

Front gate

■ **Closed**

Basic Type

Security wing

3,500

20,000

■ **Opened**

Basic Type

Security wing

3,500

20,000

Back gate

■ **Closed**

3,500

20,000

■ **Opened**

3,500

20,000

KCC VD0032
PANTONE CoolCray 11C
C20 M0 Y0 K8

PANTONE 1665C
C5 M85 Y85 K0

Factory rooftop ㅣ Assigned color painting
(KCC VD0032)

Factory wall graphic

Factory entrance graphic
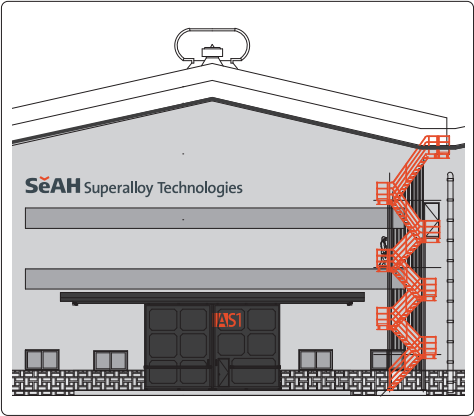
Factory

KCC VD0032
PANTONE CoolGray 11C
C20 M0 Y0 K84

PANTONE 1665C
C5 M85 Y85 K0

Graphic Application Location

Factory

The application location or size may be adjusted based on external factors
such as building shape and vehicle access routes.

The logo position should be applied based on the edge of the window.

400   2,000

SěAH Superalloy Technologies

Assigned color painting
(Pantone 1665C)

Assigned color painting
(KCC VD0032)
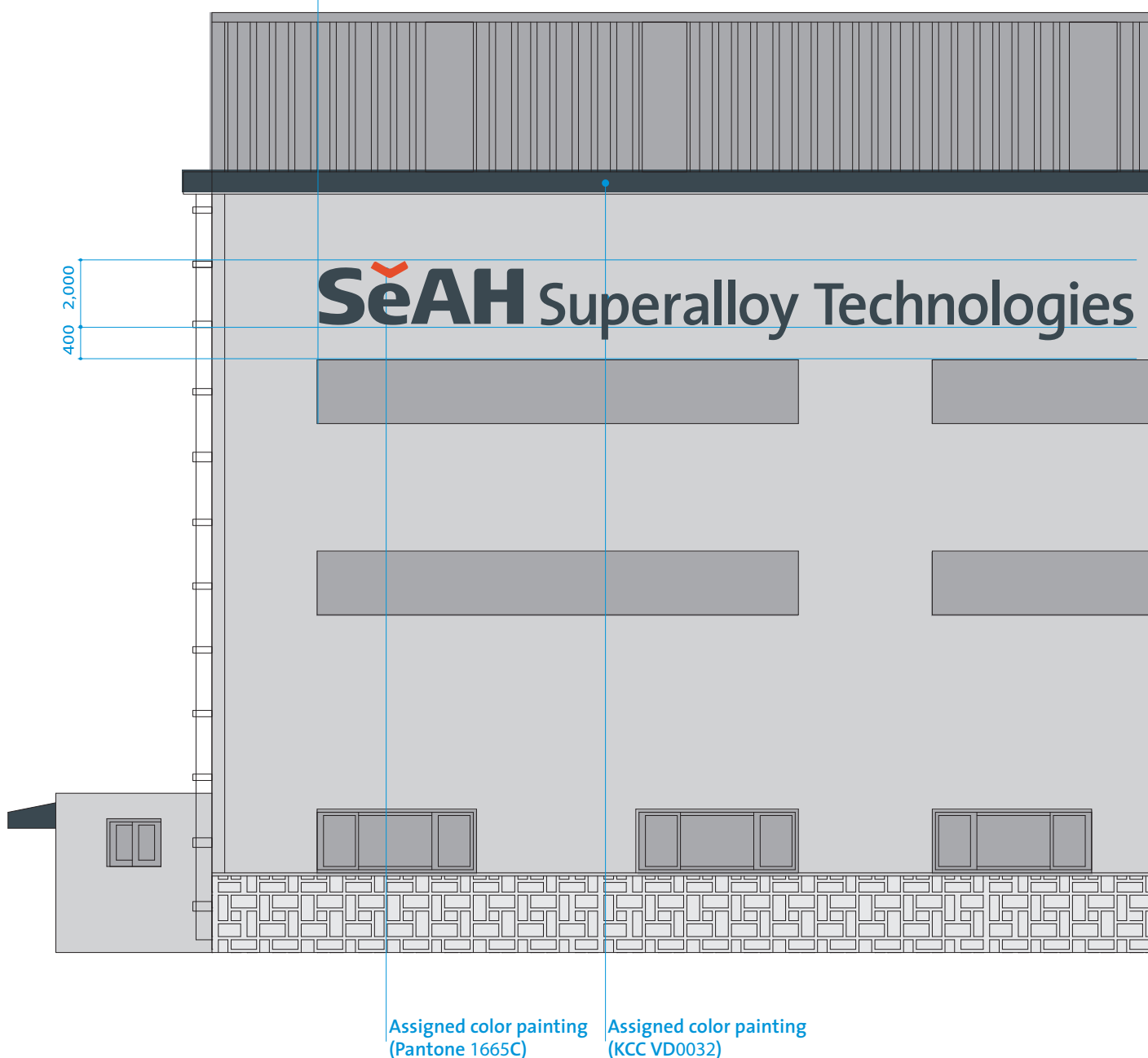
The CI signature should generally be applied to all four sides of a building (aligned to the left of the window line, facing the wall).
However, certain walls may be exempted depending on the environment.
The height of the graphic should be between 1,500 and 2,000 mm, adjusted as needed for the site.
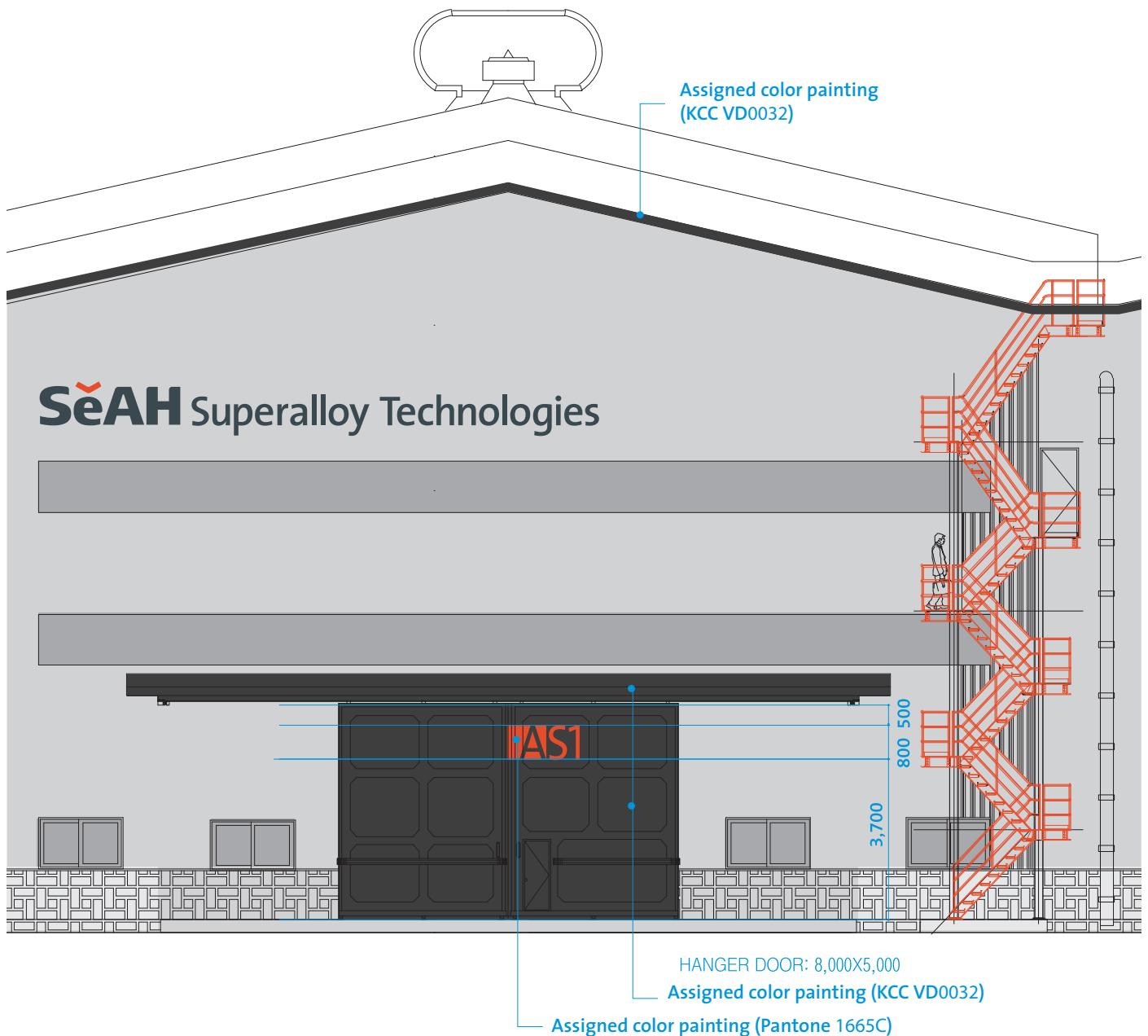
KCC VD0032
PANTONE CoolCray 11C
C20 M0 Y0 K84

PANTONE 1665C
C5 M85 Y85 K0
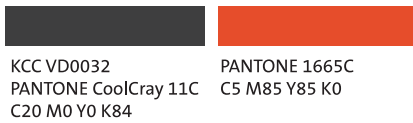
Factory distinctions or directional indications may be omitted depending on the circumstances.
For detailed design drawings, please contact the SeAH Brand Management Committee.
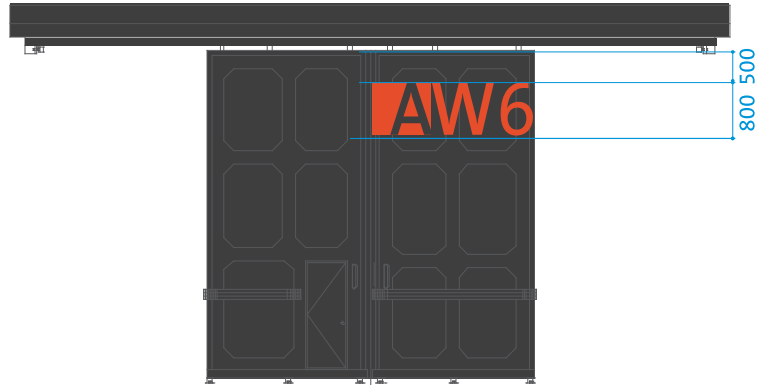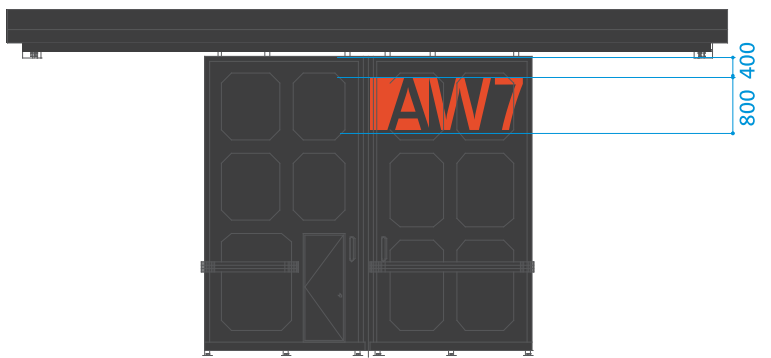

A E 2

Factory **Direction** **Number**
Division

Assigned color painting
(KCC VD0032)

SeAH Superalloy Technologies

AS1

800 500

3,700

HANGER DOOR: 8,000X5,000
Assigned color painting (KCC VD0032)

Assigned color painting (Pantone 1665C)

KCC VD0032
PANTONE CoolCray 11C
C20 M0 Y0 K84

PANTONE 1665C
C5 M85 Y85 K0

Factory

AW6

800 500

HANGER DOOR: 5,000X5,000

AW7

800 400

HANGER DOOR: 5,000X4,500

AW5

800 300

HANGER DOOR: 5,000X4,000

AW3

800 200

HANGER DOOR: 7,500X3,500
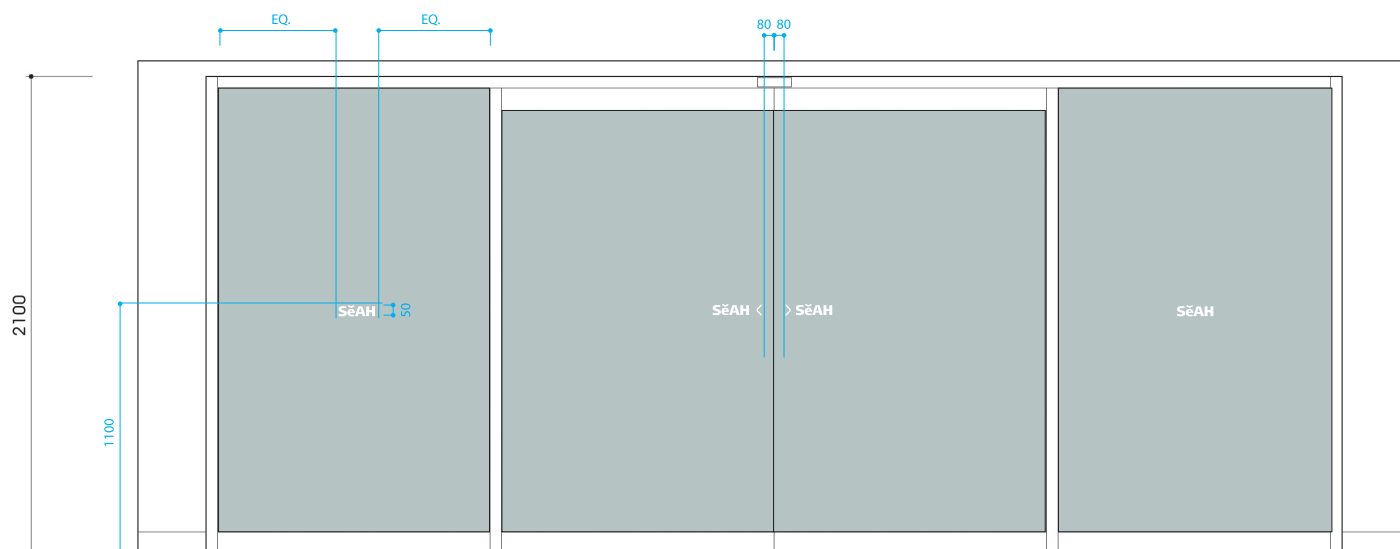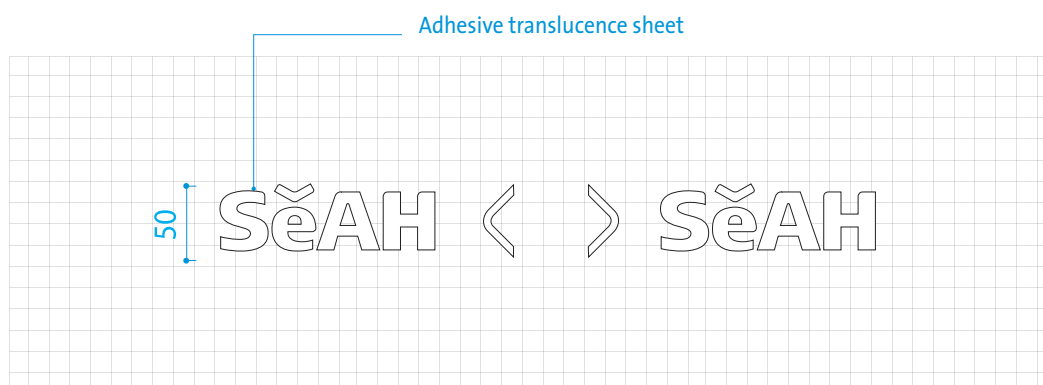
Adhesive translucence sheet

50 SěAH 〈 〉 SěAH

EQ. EQ.

80 80

2100

1100

SěAH 50

SěAH 〈 〉 SěAH

SěAH

This is the graphic guidelines for indoor glass doors.
The work should be carried out based on the direction in which the door opens.

Office & Building

Adhesive translucence sheet

SĕAH
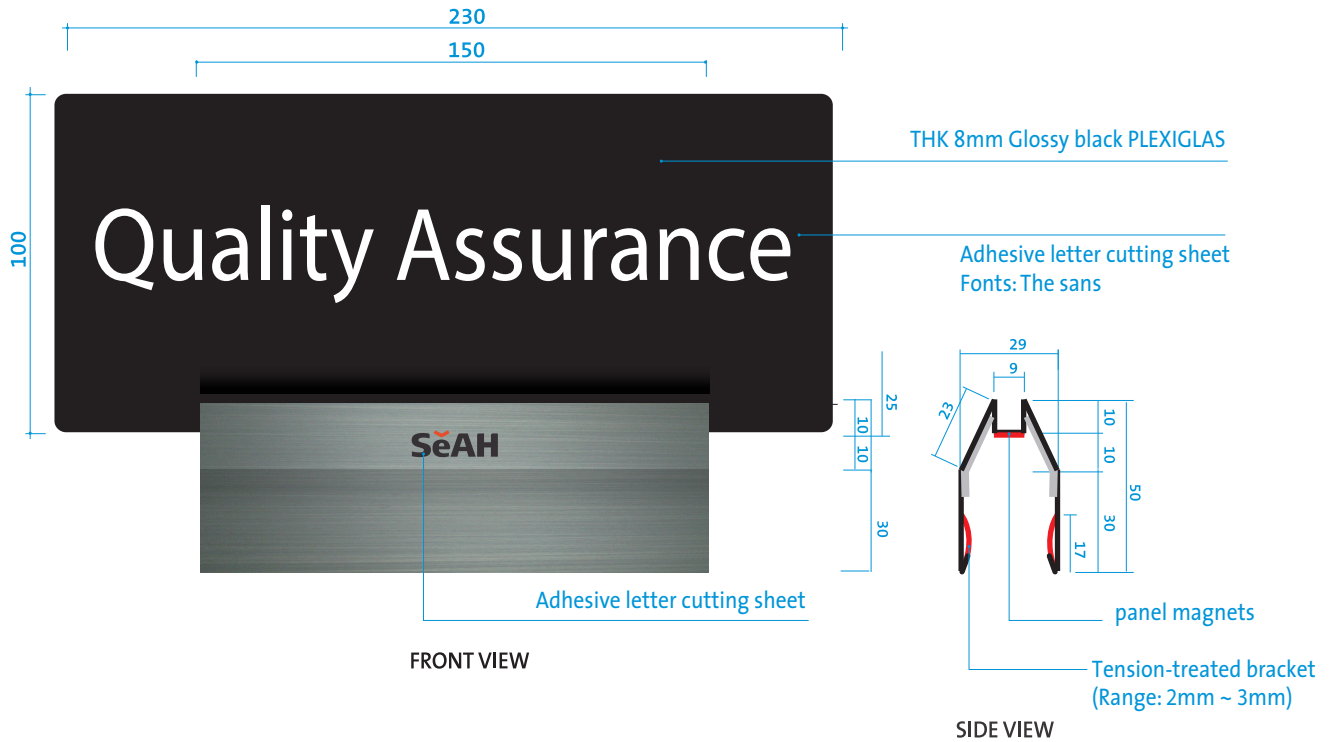
190   30   30   60

SĕAH   SĕAH

1,200~1,500
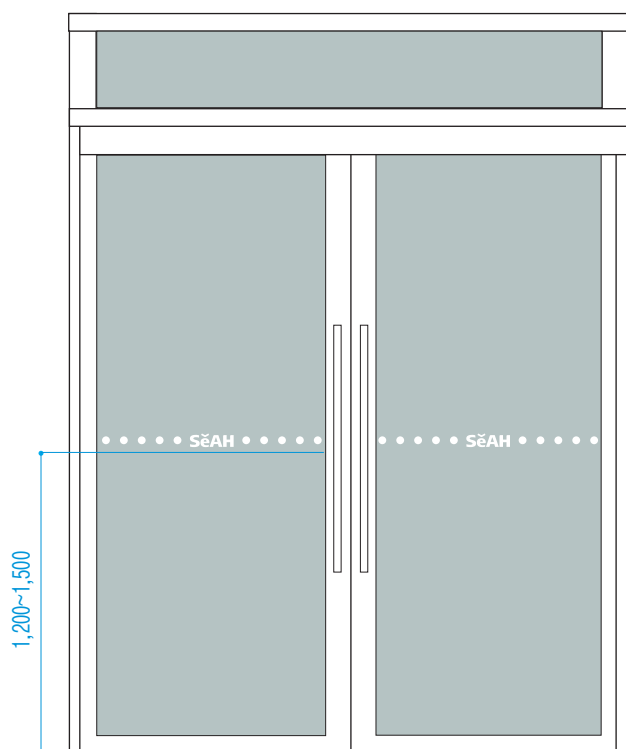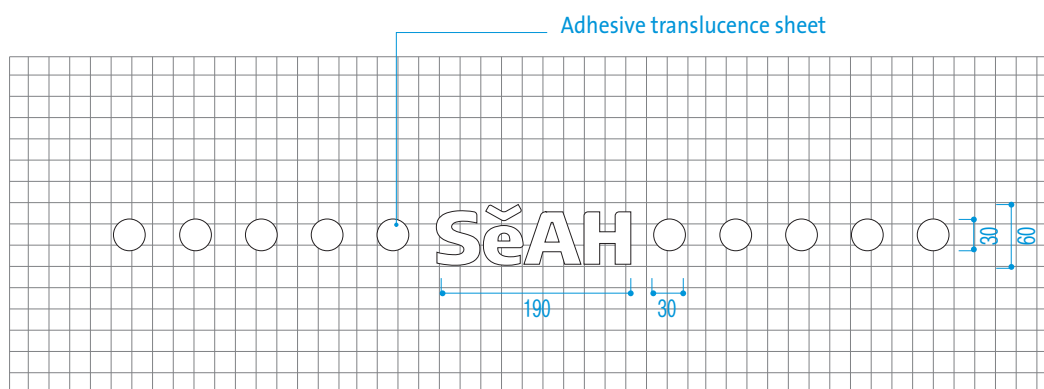
Examples
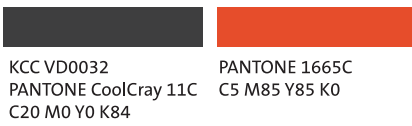
This is the graphic guidelines for indoor glass doors.
The work should be carried out based on the direction in which the door opens.

KCC VD0032
PANTONE CoolCray 11C
C20 M0 Y0 K84

PANTONE 1665C
C5 M85 Y85 K0

230

150

100

Quality Assurance

THK 8mm Glossy black PLEXIGLAS

Adhesive letter cutting sheet
Fonts: The sans

SeAH

29

9

23

25

10
10

30

10

10

30

50

17

Adhesive letter cutting sheet

panel magnets

Tension-treated bracket
(Range: 2mm ~ 3mm)

FRONT VIEW

SIDE VIEW

[Editable templates]

Quality Assurance

Facilties
Management

Finance
& Accounting

General Affairs

A nameplate mounted on office desk partitions. The design and application of the fixed-type bracket need to be adjusted according to the material and type of partition, based on the guidelines.
Fonts: The Sans   *For other languages, use a Gothic-style font.