

KRAFTON BRAND GUIDELINES

**We guide and create consistent and lasting experiences
of our brand identity.**

KRAFTON's unique brand identity is materialized through verbal messages and non-verbal design elements communicated through visual devices (color and typeface).

We have created the brand guidelines to enable everyone to experience and convey the brand identity consistently and continuously.

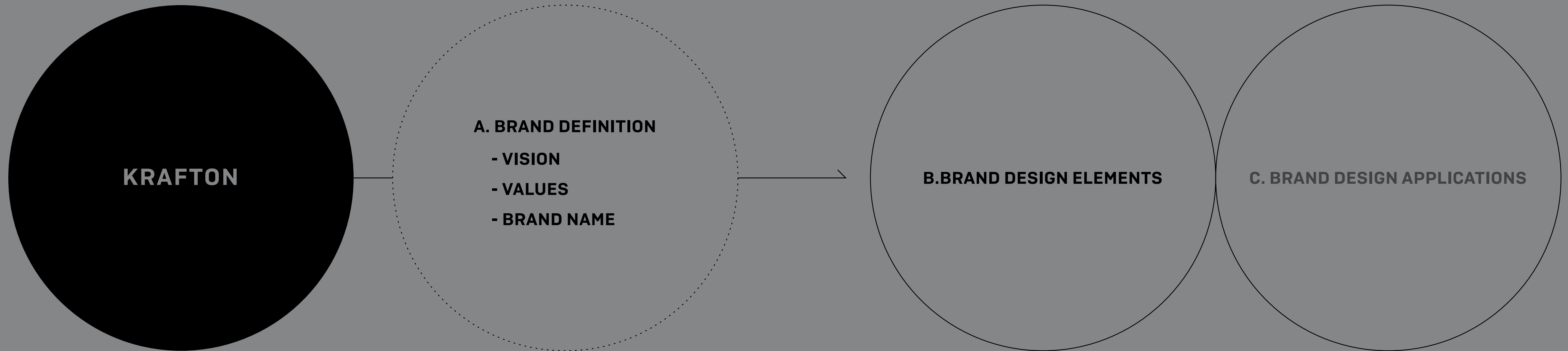
BRAND IDENTITY SYSTEM

BRAND IDENTITY SYSTEM

Defining the brand's direction and core values for establishing KRAFTON's unique brand identity.

BRAND EXPERIENCE

Developing a design language that reflects the character of KRAFTON and provides guidance and design applications that can be used in real-world designs consistently across different media.



BRAND IDENTITY DESIGN

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※ Other application design are also being developed (by 2Q 2021).

1.1 Vision

Vision represents why we exist and how and what we ultimately want to achieve in the future.

WHY

We believe games will become the world's most powerful medium.

HOW

Based on our creativity, steadfast dedication toward new challenges and technological development,

WHAT

KRAFTON will further expand our original IPs and build immersive, virtual worlds, where our fans play together and share fun moments. We will meet everyone in the world we are building.

1.2 Values

Core values represent the will, way, and spirits that we value to realize our vision.

WILL :
Thirst For
Creativity

BE ORIGINAL, STAY CREATIVE

We are pioneers in everything that we do, which requires us to be curious and stay creative.

KRAFTON's culture is comprised of each of our studio's unique creative identities and the cutting edge technology that powers them. Our passion for creativity, combined with our fan-centric mentality, ensure that the KRAFTON will always be loved and trusted.

WAY :
Growth Through
Challenges

BE BOLD, LEARN AND WIN

We believe that bold attempts are required to solve problems.

Challenges will arise in new and unpredictable ways, but we treat each one as a new opportunity and lesson learned. We understand that success is a result, not a goal, so we are constantly seeking new challenges to make us better, helping us build a foundation for future success.

SPIRIT :
Aligned On
One Vision

ONE TEAM, ONE DREAM

Teamwork is the foundation that allows us to achieve our goals.

Our team members share a common vision and passion to help us realize these goals. Together, we are stronger, and we believe in leveraging our multicultural team to bring their own beliefs, ideas, and experiences to KRAFTON to resolve any challenges as one.

1.3 Brand Name

The brand name is the most important asset that embodies the brand identity.

The brand name, KRAFTON, originated from our spirit of production to realize the vision with originality and a spirit of constant challenge [Keep the craftsmanship on].

Brand Name

KRAFTON

Legal name mark - Korean

(주) 크래프톤

Legal name mark - English

KRAFTON, Inc.

2.1 Brand Logo System

The brand logo is the most critical asset that epitomizes a brand's identity and core values.

It should be applied consistently and clearly across all media to maintain the brand's integrity.

2.1.1 Brand Logo System

Basic Logo

KRAFTON Logo

This is KRAFTON's logo.

The minimum size rules for the use of this logo are as follows:



Color
C0 M0 Y0 K 100
R0 G0 B0
#000000

KRAFTON □ 20px/3mm

2.1.2 Brand Logo System

Clear Space

KRAFTON Logo

The minimum space rules for KRAFTON logos are as follows:

The following regulations are strictly adhered to and cannot be altered arbitrarily to ensure a consistent brand identity.



2.1.3 Brand Logo System

Color Regulation

Basic Logo Color Regulation

Background Color

It is recommended to use a basic color for the background to represent the KRAFTON logo effectively.

To maintain consistent brand identity, the colors described in this guide should be the preferred choices.

A

On a Krafton black background, we recommend using a white or Krafton gray logo.

B

On a white background, we recommend using a Krafton black or gray logo.

C

On a gray background, we recommend using a Krafton black or white logo.

D

We recommend using a Krafton Black logo at 90–50% brightness, and white logo at 40–0% brightness.

A	B	C
D		



2.1.4 Brand Logo System

Incorrect Usage

KRAFTON Logo

The color, shape, and proportionality of the logo representing KRAFTON cannot be altered and must follow the prescribed form.

If you have any questions about the use or need to discuss the situation, please contact the relevant department.

KRAFTON logos are prohibited from following uses.



KRAFTON

로고의 형태를 임의로 변형하여 사용할 수 없습니다.



KRAFTON

로고의 형태를 임의로 변형하여 사용할 수 없습니다.



KRAFTON

로고의 비율을 임의로 변형하여 사용할 수 없습니다.



KRAFTON

로고를 라인형태로 변형하여 사용할 수 없습니다.



KRAFTON

로고에 브랜드 지정 컬러가 아닌 컬러를 사용할 수 없습니다.



KRAFTON

로고의 컬러를 부분적으로 바꿔 사용할 수 없습니다.

2.1.4 Brand Logo System Incorrect Usage

KRAFTON Logo

When using a logo with a color background or photo elements, it must follow the prescribed shown beside.

If you have any questions about the use or need to discuss the situation, please contact the relevant department.

KRAFTON logos are prohibited from following uses.



KRAFTON

로고에 그라데이션 컬러를 사용할 수 없습니다.



KRAFTON

로고가 잘 보이지 않는 배경 컬러를 사용할 수 없습니다.



KRAFTON

로고가 잘 보이지 않는 복잡한 배경 위에 로고를 사용할 수 없습니다.



KRAFTON

로고에 패턴을 적용할 수 없습니다.



KRAFTON

로고에 효과를 적용할 수 없습니다.



KRAFTON

로고에 투명도를 적용할 수 없습니다.

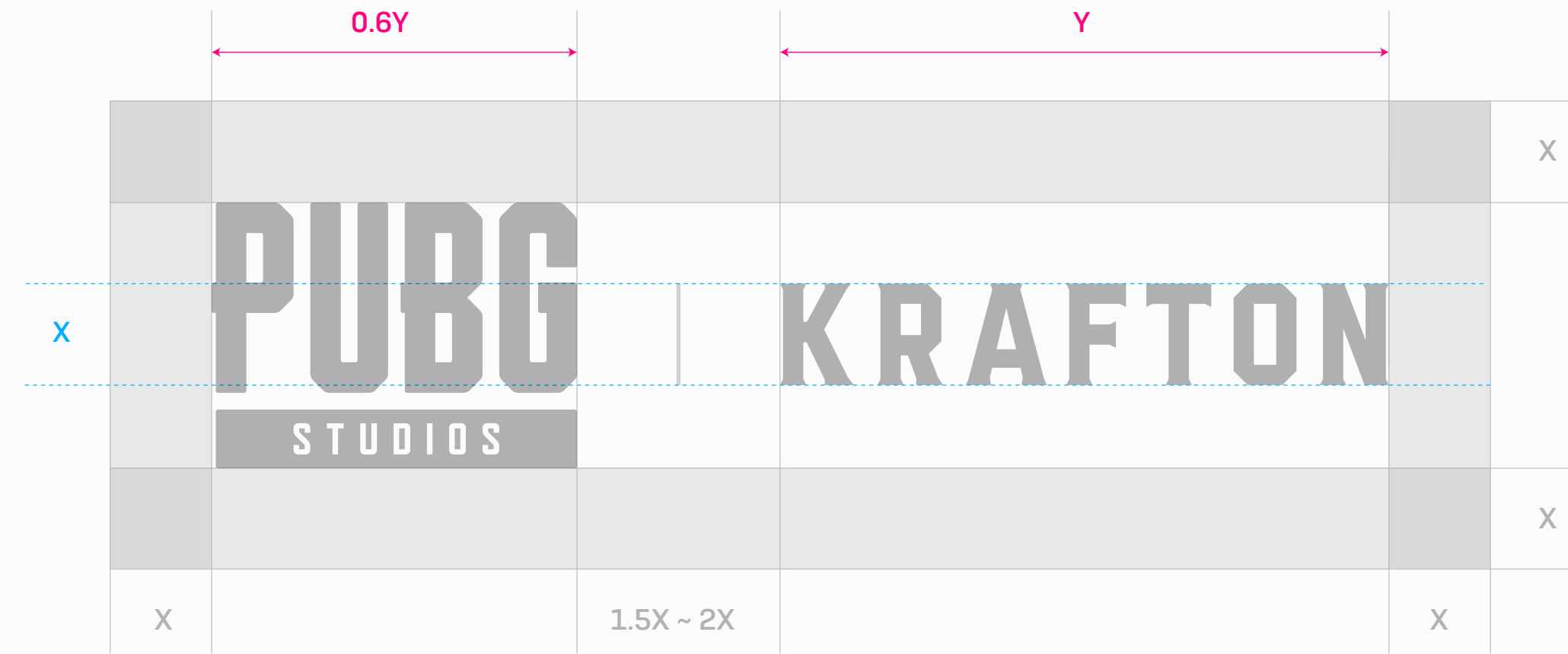
KRAFTON pursues the independent studio system.

While each studio's logo has its own individuality and independence, on key spots such as business cards, game splashes, official templates, and websites, the KRAFTON logo and the Studio logo should be used concurrently for brand endorsement.

2.2.1 Brand Logo Combination KRAFTON / PUBG STUDIOS

To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form. If you have any questions about the use or need to discuss the situation, please contact the relevant department.

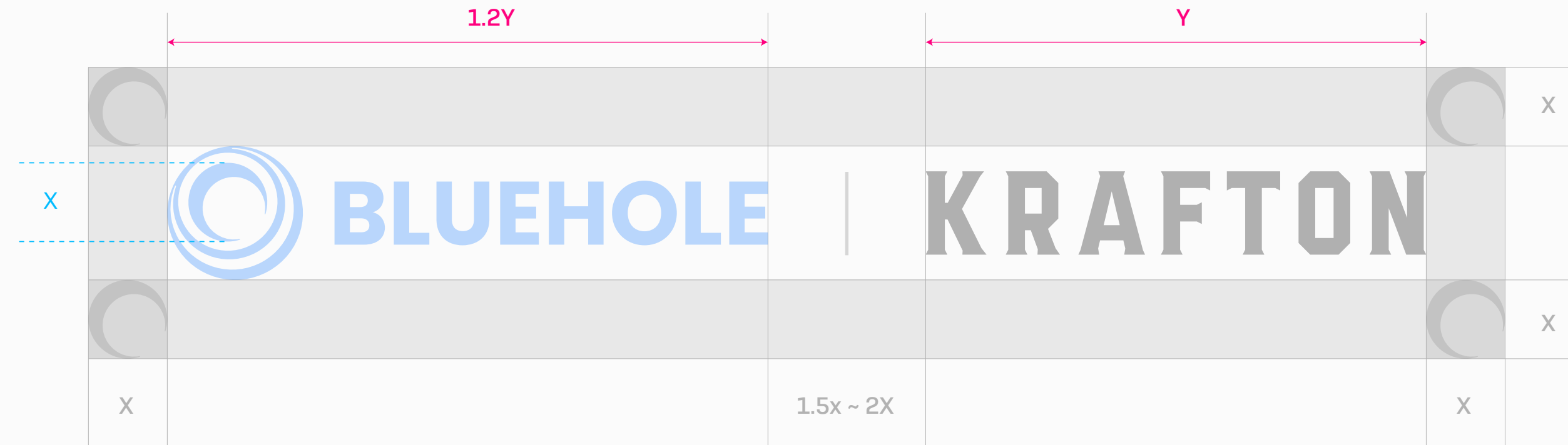
For concurrent use of the KRAFTON logo and the PUBG Studios logo, follow these rules.



2.2.2 Brand Logo Combination KRAFTON / Bluehole Studio

To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form. If you have any questions about the use or need to discuss the situation, please contact the relevant department.

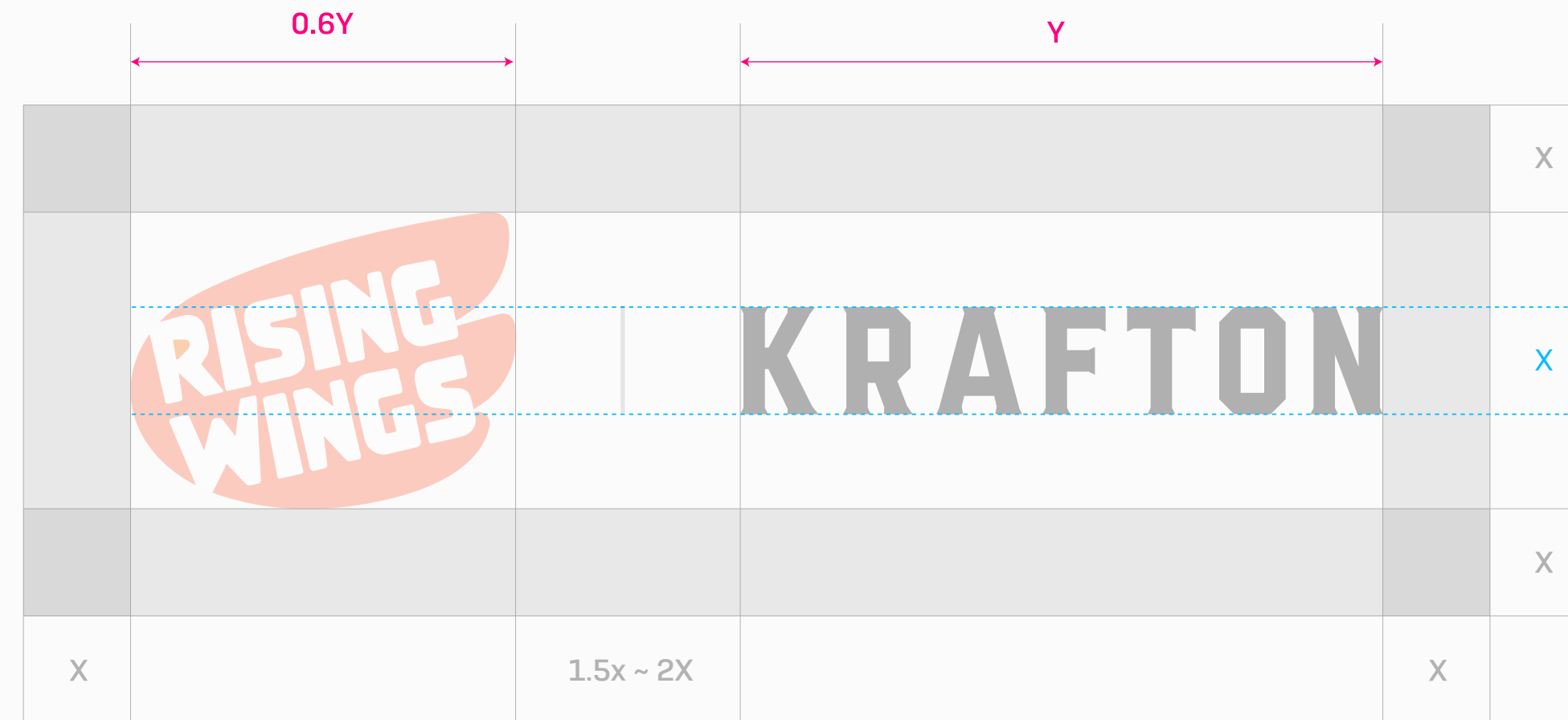
For concurrent use of the KRAFTON logo and the Bluehole Studio logo, follow these rules.



2.2.3 Brand Logo Combination KRAFTON / RisingWings

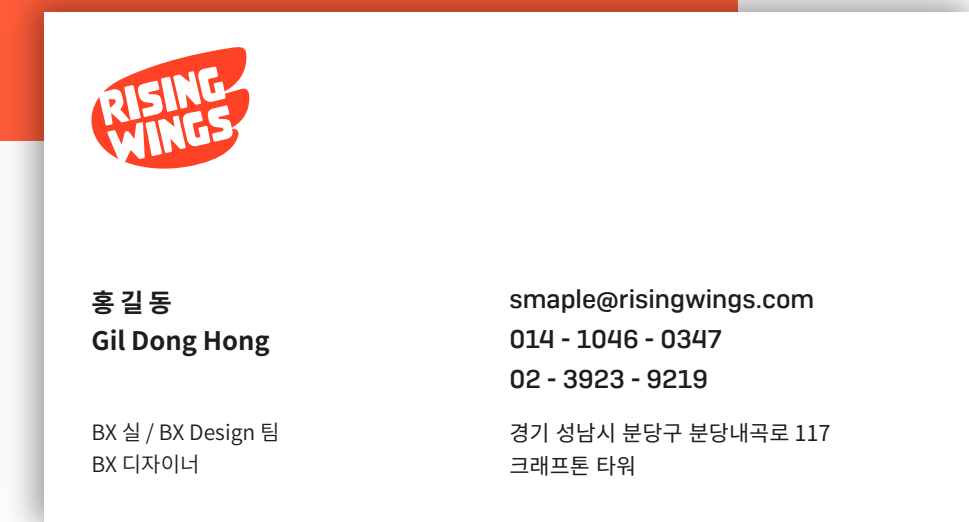
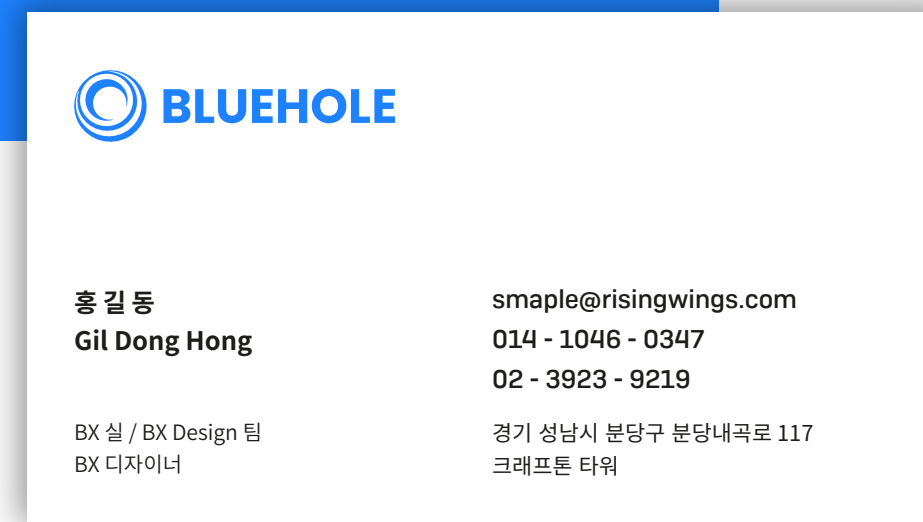
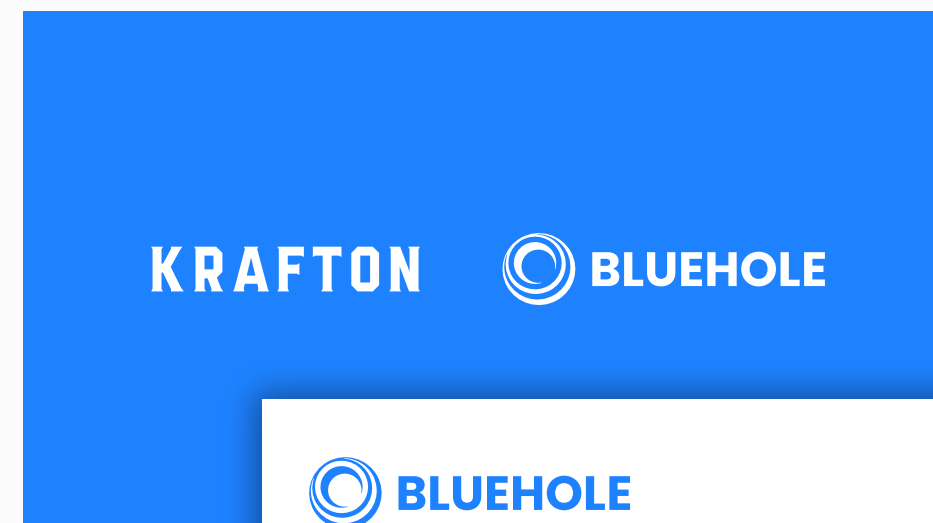
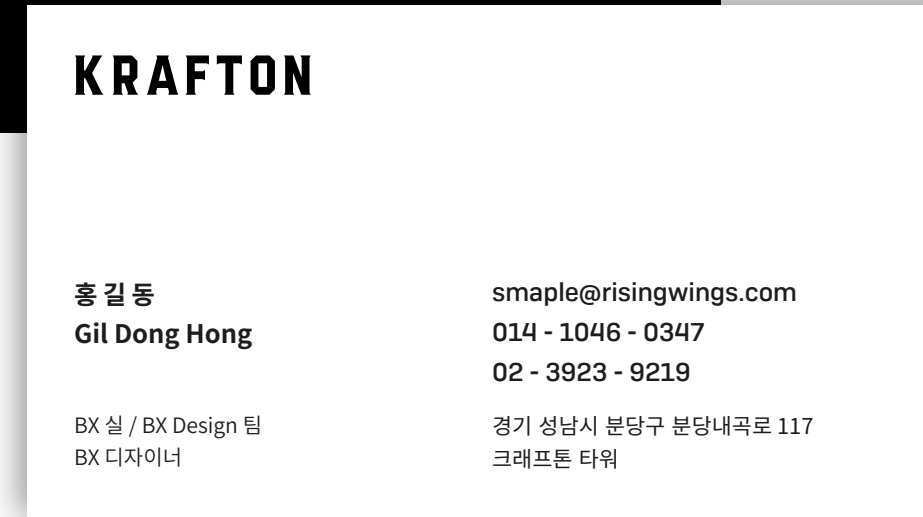
To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form. If you have any questions about the use or need to discuss the situation, please contact the relevant department.

For concurrent use of the KRAFTON logo and the RisingWings logo, follow these rules.



2.2.4 Brand Logo Combination

Business card example



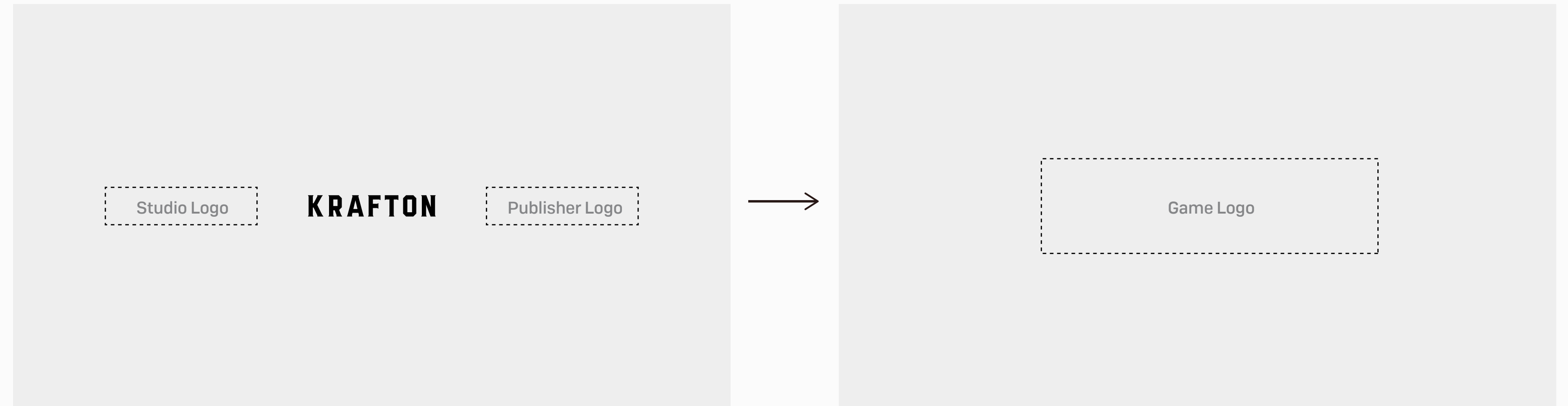
2.2.5 Brand Logo Combination

Splash screen guide

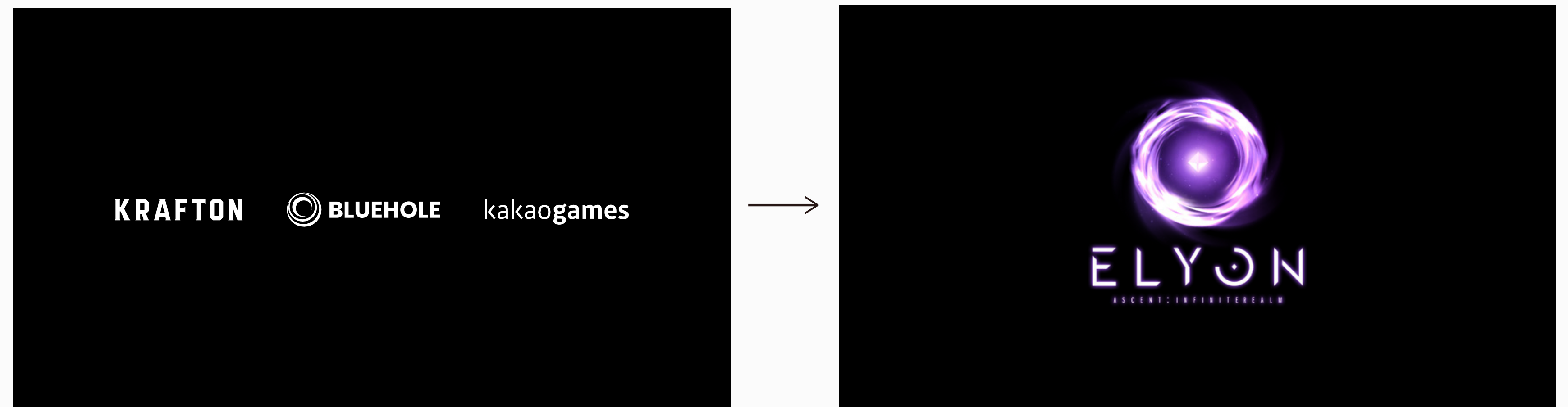
For the credits on in-game splash screens and intro sequences, the following order is recommended.

KRAFTON logo, studio logo, and publisher logo. In the event of space or time constraints in intro sequences, the KRAFTON logo may be omitted at the relevant department's discretion.

It is recommended to notate the credit in the order of KRAFTON, production studio, and publisher.



Intro Sequence Example



2.3 Brand Color System

Color is a fundamental and powerful design element that allows us to represent our brand's image effectively. Utilize the KRAFTON Black color to its full potential to deliver a robust and serious brand identity.

2.3 Brand Color System

Color Palette

Primary Color

KRAFTON's main color is black, an achromatic color that can embrace all production studios, and conveys the robust and serious image of KRAFTON.

KRAFTON Black

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

KRAFTON Gray

C	0	R	153
M	0	G	153
Y	0	B	154
K	55		

PANTONE Cool Gray 7 C
#949495

KRAFTON Light Gray

C	0	R	239
M	0	G	239
Y	0	B	239
K	10		

PANTONE Cool Gray 1 C
#EFEFEF

White

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

#FFFFFF

The typeface tells the story of KRAFTON to customers.

The use of consistent typeface creates a strong brand character.

The correct use of typography communicates various weights and a clear hierarchy of information,

allowing customers to trust KRAFTON as a brand.

2.4.1 Brand Typography

KRAFTON Font

This is an exclusive KRAFTON typeface that embodies the identity of KRAFTON.

English
Headcopy

KRAFTON FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@# \$%^&* ()- = _ +

The KRAFTON Font, KRAFTON's English font, is recommended for headlines.

2.4.2 Brand Typography

English Font

The recommended English fonts are as follows.

Camber can be used for both headlines and body.

The hierarchy of typography must be designed based on the flow of information, allowing the users to see the information they need at a glance.

Use different weights of typeface depending on the situation.

Camber

Headcopy 0 Tracking / Metrics 0-100 / Tight Leading

Create the original, connect the world.

Bodycopy 0 Tracking / Metrics 0-100 / Open Leading

KRAFTON will further expand our original IPs and build immersive, virtual worlds, where our fans play together and share fun moments.

Camber Regular

KRAFTON will further expand our original IPs and build immersive, virtual worlds, where our fans play together and share fun moments.

Camber SemiBold

KRAFTON will further expand our original IPs and build immersive, virtual worlds, where our fans play together and share fun moments.

Camber Medium

KRAFTON will further expand our original IPs and build immersive, virtual worlds, where our fans play together and share fun moments.

Camber Bold

KRAFTON will further expand our original IPs and build immersive, virtual worlds, where our fans play together and share fun moments.

2.4.3 Brand Typography

Korean Font

The recommended Korean fonts are as follows.

Noto Sans CJK can be used for both headlines and body.

The hierarchy of typography must be designed based on the flow of information, allowing the users to see the information they need at a glance.

Use different weights of typeface depending on the situation.

Noto Sans CJK KR Font Family

Headcopy Noto Sans CJK KR-Bold / -20 Tracking / Metrics 0 / Tight Leading

우리는 게임이 가장 강력한 미디어가 될 것임을 믿습니다.

Bodycopy Noto Sans CJK KR-Regular / -20 Tracking / Metrics 0 / Open Leading

독보적인 창작의 결과물을 만들고 확장하고 재창조함으로써 팬들이 경험하는
엔터테인먼트의 순간들을 무한히 연결하는 세계를 만들 것입니다.

Noto Sans CJK KR-DemiLight

독보적인 창작의 결과물을 만들고 확장하고 재창조함으로써 팬들이 경험하는
엔터테인먼트의 순간들을 무한히 연결하는 세계를 만들 것입니다.

Noto Sans CJK KR-Medium

독보적인 창작의 결과물을 만들고 확장하고 재창조함으로써 팬들이 경험하는
엔터테인먼트의 순간들을 무한히 연결하는 세계를 만들 것입니다.

Noto Sans CJK KR-Regular

독보적인 창작의 결과물을 만들고 확장하고 재창조함으로써 팬들이 경험하는
엔터테인먼트의 순간들을 무한히 연결하는 세계를 만들 것입니다.

Noto Sans CJK KR-Black

독보적인 창작의 결과물을 만들고 확장하고 재창조함으로써 팬들이 경험하는
엔터테인먼트의 순간들을 무한히 연결하는 세계를 만들 것입니다.

3.1 Game Application Copyright & Trademark Notice

This is the KRAFTON copyright notation.

It is recommended to use the basic type at all times.

The abbreviated or long types can be used depending on space constraints.

For notating years:

- Use the release year for games
- Use the most recent year on websites.

Copyright Regulation

Basic Type

[Recommended at all times]

Abbreviated Type

[Recommended for constrained spaces]

Long Type

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Trademark Notice

KRAFTON Trademark Notice

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