BRAND GUIDELINES

K-POP. K-CULTURE. COMMUNITY.

CONTENTS

A practical reference for presenting K-PLAY! FEST consistently across print and digital media.

01 **BRAND STORY** 03

Community and brand principles

02 **LOGO SYSTEM** 04-08

Primary logo, treatments, usage, clear space and size

03 **TYPOGRAPHY** 09-10

Logo artwork and content typography

04 **COLOR** 11

Brand palette and production values

05 **ILLUSTRATION** 12-15

Character collection, Bongyu, Kureum and Hikaru

06 **CONTACT** 16

Brand guidance and approvals

COMMUNITY

K-POP. CULTURE. COMMUNITY. These three pillars are at the heart of K-PLAY! FEST.

K-POP / PASSION

Everything in K-pop culture stems from the music. It drives the dance, defines the fashion, and inspires endless creativity. K-PLAY! FEST celebrates this powerful ripple effect, immersing fans in the music and everything it influences.

K-CULTURE / DISCOVERY

K-PLAY! FEST goes beyond the music to celebrate the full spectrum of Korean modern pop culture. Through food, beauty, fashion, art, entertainment, and more, we create opportunities for our community to experience, discover, and connect with everything shaping K-culture.

COMMUNITY / CONNECTION

At its core, K-PLAY! FEST is about people. We bring fans, creators, artists, exhibitors, and industry partners together to build meaningful connections and create experiences that feel welcoming, exciting, and shared.

Korean culture is a rich tapestry woven from world-renowned K-pop beats and synchronized choreography to trendsetting street fashion, K-beauty, authentic cuisine, and unique fan traditions. K-PLAY! FEST brings this entire spectrum to life, curating hands-on experiences that bring people together, champion self-expression, and deepen the lasting bond between contemporary Korean culture and the passionate communities that love it.

PRIMARY LOGO

The primary wordmark and icon are the core visual identifiers of K-PLAY! FEST. Use the supplied artwork consistently across all applications.

PRIMARY WORDMARK



Use the wordmark when introducing the brand or when the full event name needs to be visible.

PRIMARY ICON



Use the icon where the brand is already established or space is limited. Maintain its proportions and clear space.

MASTER ARTWORK

Always place the original logo files. Do not redraw, retype or reconstruct the mark.

LOGO TREATMENTS

Approved graphic treatments provide flexibility while keeping the identity recognizable. Choose the treatment that remains clearest at the intended size.

SOLID WORDMARK



HALFTONE WORDMARK



OUTLINED SOLID



OUTLINED HALFTONE



STACKED TREATMENTS



ICON TREATMENTS

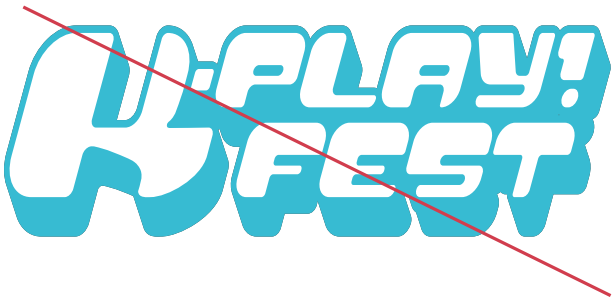


Solid is the default. Use halftone artwork at sizes that preserve the dot pattern. Outlined versions use the built-in outline only.

INCORRECT USAGE

Protect the integrity of the logo. Use only the supplied versions and approved colors.

DO NOT STRETCH



Maintain the original proportions.

DO NOT ROTATE



Keep the mark in its supplied orientation.

DO NOT RECOLOR



Do not add gradients or unapproved colors.

DO NOT ADD EFFECTS



Do not add shadows, glows or extra outlines.

APPROVED EXCEPTIONS

The supplied outlined treatments are approved artwork. Additional effects require authorization.

CLEAR SPACE

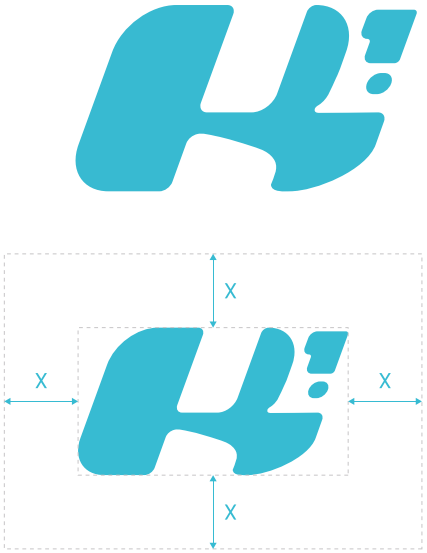
Clear space ensures the logo stands out and remains legible in any context. No text, graphics, or other elements should enter this area.

Always give our logo room to breathe.

PRIMARY WORDMARK



PRIMARY ICON



X = The height of the exclamation detail is used as the clear space unit

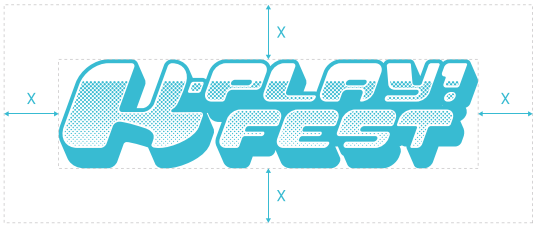
MINIMUM CLEAR SPACE: 1X

The clear space around the logo should always be equal to or greater than 1X.

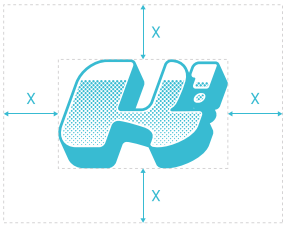
LOGO TREATMENTS

These graphic treatments are alternative versions of our logo. Refer to the Logo Treatments page for usage guidelines

HALFTONE WORDMARK



HALFTONE ICON



DO NOT place any text, imagery, or graphic elements within the clear space.

DO NOT crop or modify the logo.

Maintain the integrity of the logo

MINIMUM SIZE

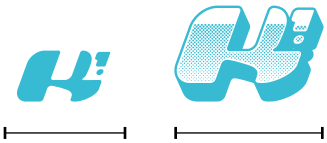
Clarity comes first. The logo must remain legible at its final reproduction size, including the exclamation mark and the counters within the letters.

SCREEN / WORDMARK



100PX 145PX

SCREEN / ICON



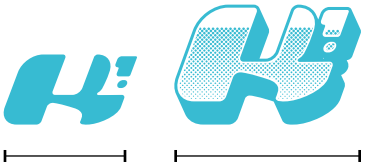
35PX 56PX

PRINT / WORDMARK



100PX 180PX

PRINT / ICON



60PX 70PX

SIZE SPECIFICATIONS

Use the solid treatment for small applications. Test halftone treatments at actual size to ensure the dots reproduce cleanly.

LOGO ARTWORK

The updated wordmark is custom artwork. Its lettering, spacing, depth and exclamation detail must stay intact.



PLACE THE LOGO / DO NOT TYPE IT

Use the supplied vector file for production. Do not recreate the wordmark with a font, alter the letter spacing or substitute individual characters.

CONTENT TYPOGRAPHY

Three typefaces establish the hierarchy: Bebas Neue Bold for headings, Poppins for paragraphs and Acumin Pro Bold for supporting labels.

Poppins

Aa Bb Cc

1 2 3 4 5 6 7 8 9 0 ‘ ? ’“ ! ”

(%) [#] { @ } / & \ < + ÷

× = > ® © $ € £ ¥ ¢ : ; , . *

HEADINGS

Bebas Neue Bold
Short, direct headings

BODY COPY

Poppins Regular
Comfortable line spacing

LABELS

Acumin Pro Bold
Consistent small labels

Poppins has open, geometric forms and a broad range of weights and italic styles. Its balanced proportions support a friendly, readable identity across print and digital applications.

FONT DOWNLOAD:

https://fonts.google.com/specimen/Poppins
https://fonts.google.com/specimen/Bebas+Neue
https://fonts.adobe.com/fonts/acumin

BRAND PALETTE

Use the following color palette consistently across all K-PLAY! FEST brand applications.

SKY BLUE

#68CBF4 / RGB 104 / 203 / 244

HOT PINK

#EF518A / RGB 239 / 81 / 138

LOGO CYAN

#31BCD3 / RGB 49 / 188 / 211

WHITE

#FFFFFF / RGB 255 / 255 / 255

BLACK

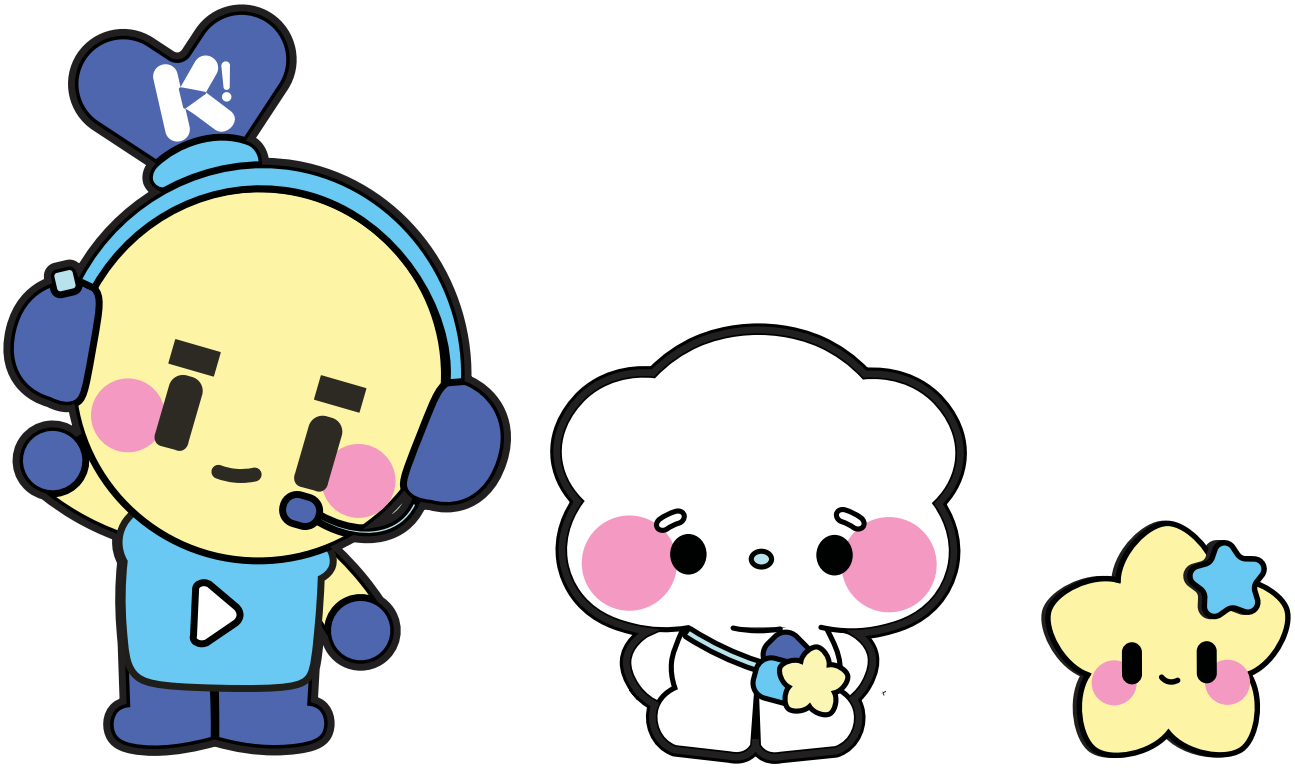
#000000 / RGB 0 / 0 / 0

LEGACY BLUE

#4B65AD / RGB 75 / 101 / 173

CHARACTER COLLECTION

Bongyu, Kureum and Hikaru bring a friendly, playful presence to the K-PLAY! FEST identity. Use the approved character artwork.

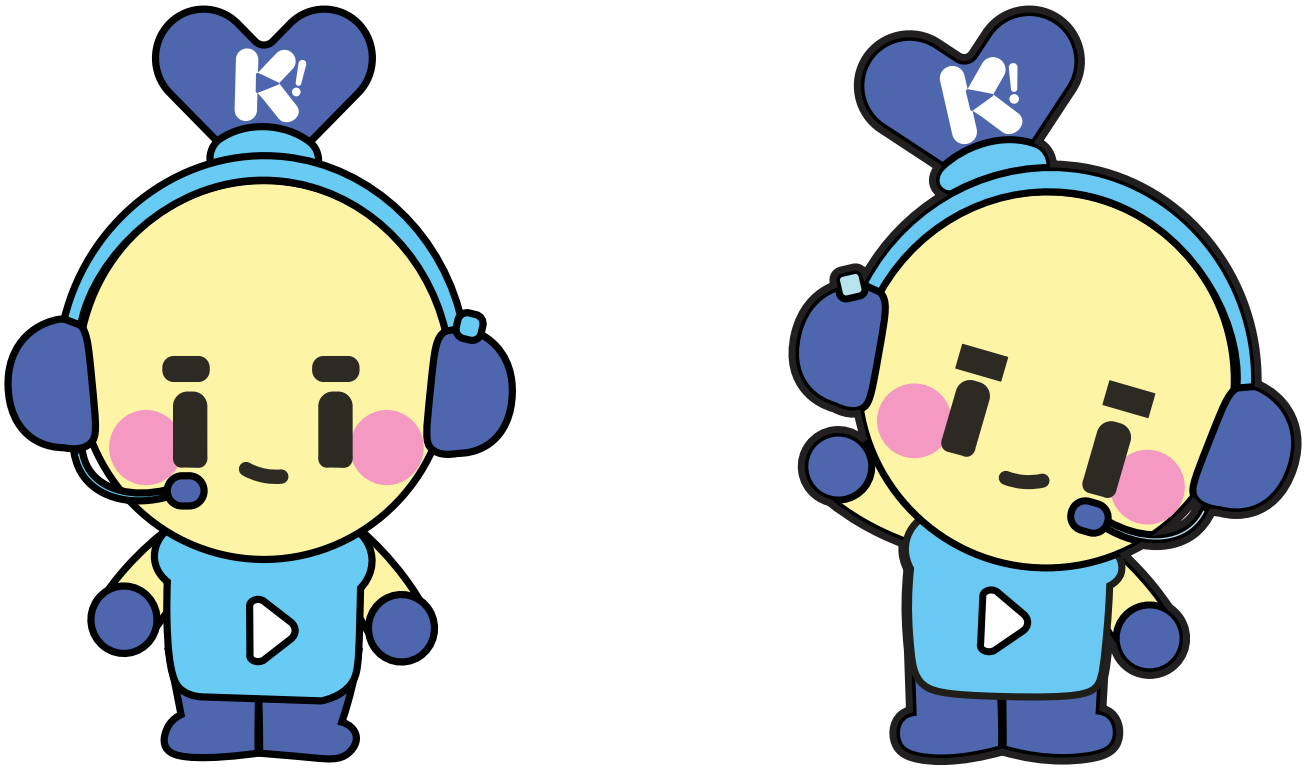


BLUE	YELLOW	PINK	SKY
#4D65AD	#FCF5A3	#FF9BC5	#68CBF4

Character colors are illustration accents. Keep the character shapes and expressions consistent with the approved collection.

BONGYU

Inspired by the iconic K-pop lightstick, Bongyu provides a friendly, welcoming face for the community K-PLAY! FEST brings together.

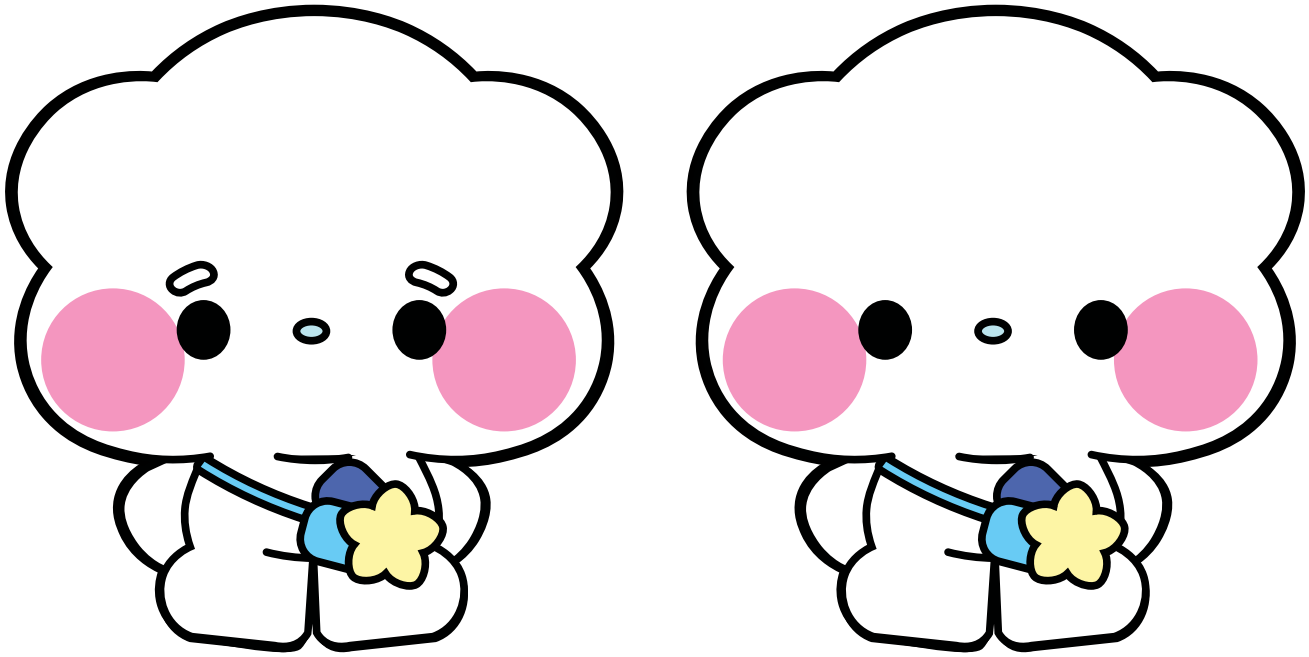


APPROVED VARIANTS

Choose the normal stance or the approved action pose.

KUREUM

Kureum means cloud in Korean. The character represents the playful nature of our event and reminds us that K-pop is for everyone, regardless of age, gender or identity.



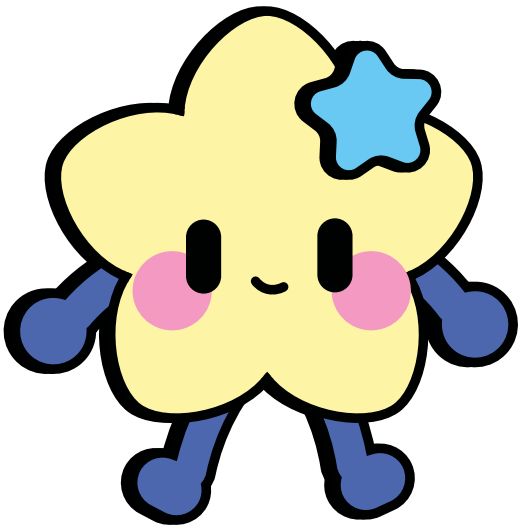
APPROVED VARIANTS

Choose the approved stoic or expressive expression.

HIKARU

Hikaru is the bright star of K-PLAY! FEST. The joyful character represents the dreams and aspirations of our youth, reminding us to keep moving toward our dreams.





APPROVED VARIANTS

Choose the approved face-only or full-body artwork.

CONTACT

For questions about these guidelines, artwork or approved usage, contact the design team.

DESIGN & BRAND GUIDANCE

design@impulseuniverse.com

IMPULSE UNIVERSE

K-PLAY! FEST is produced by Impulse Universe.