

# DH2026

## Logo Style & Guide

Symbol Mark : Engagement

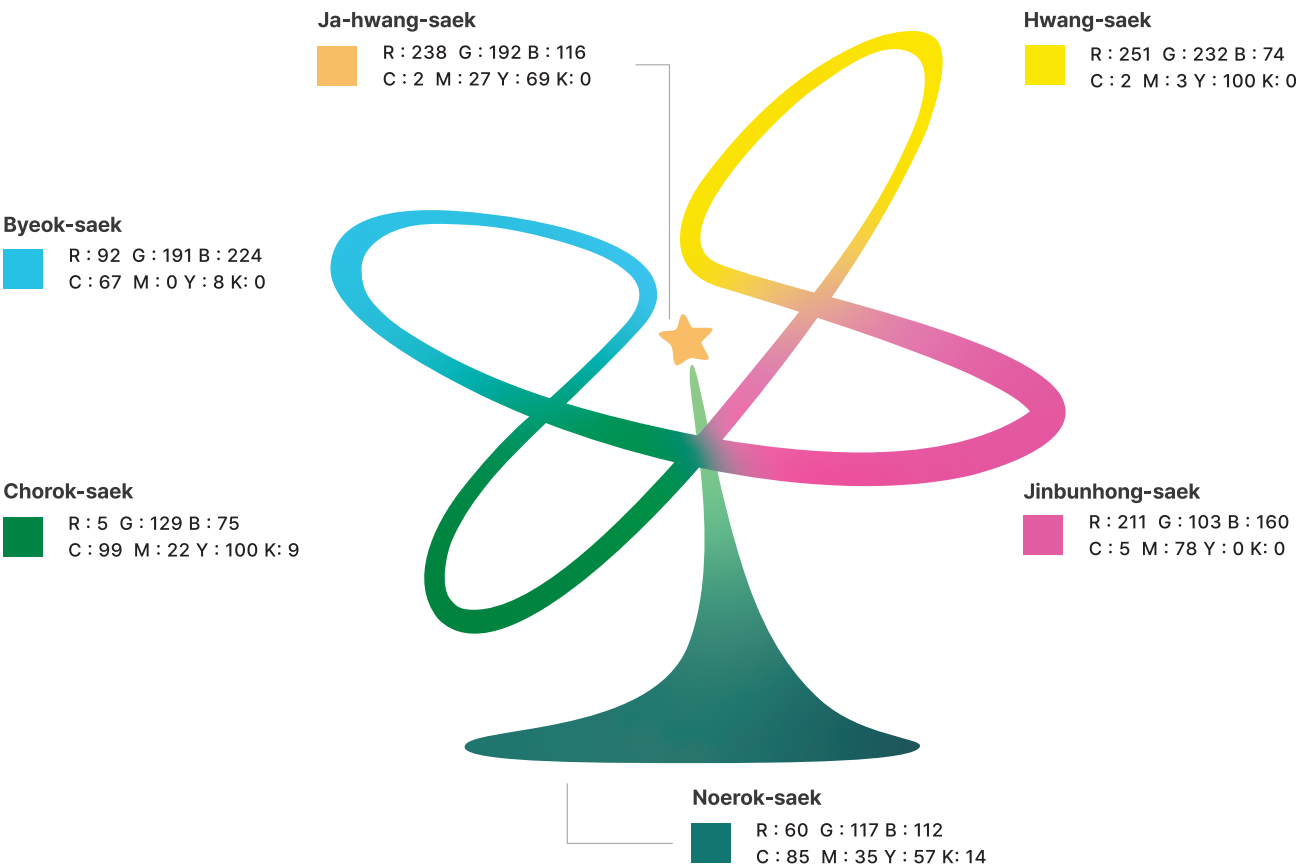


Symbol Mark (Color)

DS-1-1

The symbol mark “Engagement” visually embodies the identity and vision of DH2026, by combining various motifs that represent Daejeon, Korea, and Digital Humanities. Its primary motif is Hanbit Tower, an iconic structure located next to the DH2026 conference venue in Daejeon Expo Science Park. This motif symbolizes both the locality of the host city and the event’s aspirational spirit, representing knowledge, creativity, and the future-oriented growth of Digital Humanities. The fluid curve surrounding the tower, inspired by the traditional Korean performance Sangmo Nori—or the spinning of ribbon hats during farmers’ music performances—expresses harmony, collaboration, and liveliness, reflecting dynamic interaction across diverse academic fields. The multi-colored gradient, referencing Korea’s colorful traditional attire Hanbok, highlights DH2026’s openness and inclusiveness, embracing cultural and disciplinary diversity. Under the theme of Engagement, the symbol mark conveys DH2026’s vision of global collaboration and practical solidarity in Digital Humanities.

The symbol mark applies four traditional Korean colors—Hwang-saek (yellow), Byeok-saek (pacific blue), Chorok-saek (green), and Jin-bunhong-saek (deep pink)—to the curve surrounding the tower. The tower itself is depicted using a combination of Ja-hwang-saek (golden yellow) and Noerok-saek (dark green), reflecting traditional Korean color aesthetics.



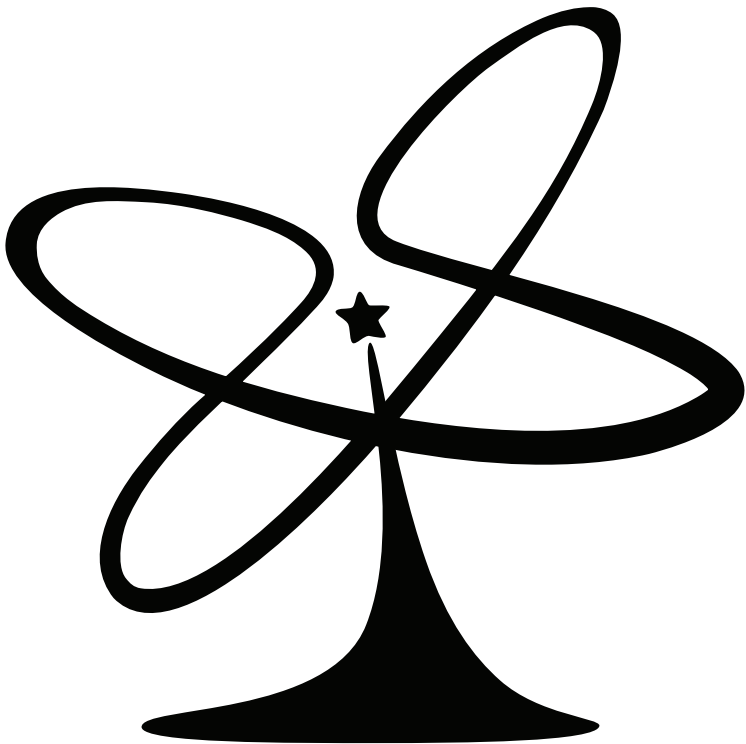
**Minimum Size Regulation**  
The symbol mark must not be used at sizes smaller than 12mm in width, as doing so may compromise its legibility and visual integrity.



# Symbol Mark (Black & White)

DS-1-2

The symbol mark “Engagement” visually embodies the identity and vision of DH2026, by combining various motifs that represent Daejeon, Korea, and Digital Humanities. Its primary motif is Hanbit Tower, an iconic structure located next to the DH2026 conference venue in Daejeon Expo Science Park. This motif symbolizes both the locality of the host city and the event’s aspirational spirit, representing knowledge, creativity, and the future-oriented growth of Digital Humanities. The fluid curve surrounding the tower, inspired by the traditional Korean performance Sangmo Nori—or the spinning of ribbon hats during farmers’ music performances—expresses harmony, collaboration, and liveliness, reflecting dynamic interaction across diverse academic fields. The multi-colored gradient, referencing Korea’s colorful traditional attire Hanbok, highlights DH2026’s openness and inclusiveness, embracing cultural and disciplinary diversity. Under the theme of Engagement, the symbol mark conveys DH2026’s vision of global collaboration and practical solidarity in Digital Humanities.



■ R : 0 G : 0 B : 0  
C : 75 M : 68 Y : 67 K : 90



## Minimum Size Regulation

The symbol mark must not be used at sizes smaller than 12mm in width, as doing so may compromise its legibility and visual integrity.

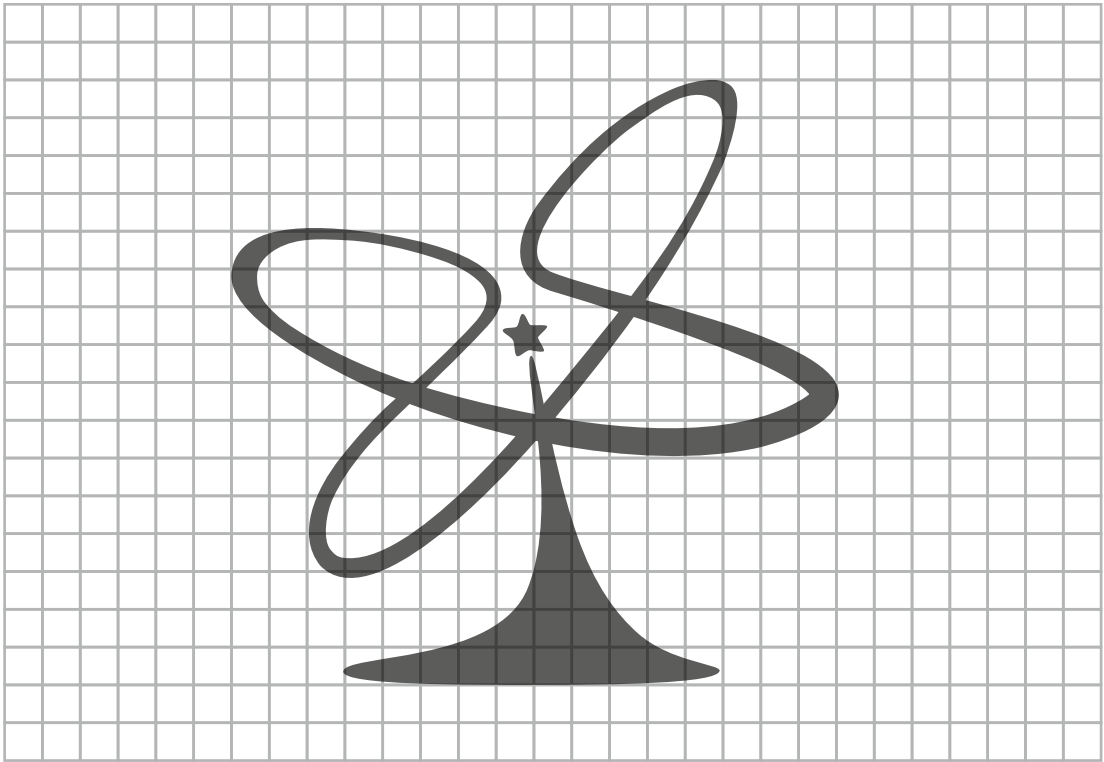
12mm

# Symbol Mark Production Guidelines

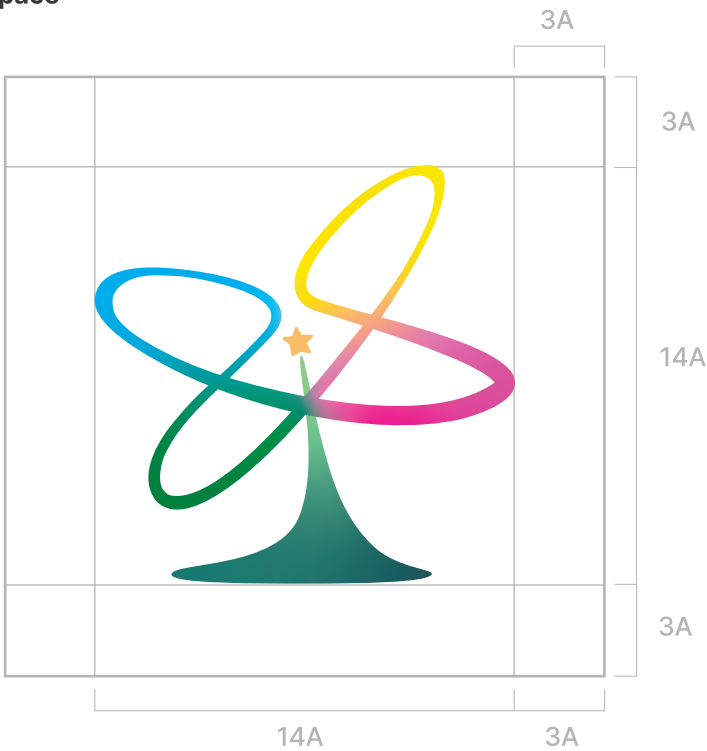
DS-1-3

The symbol mark is the most important visual asset representing the identity of DH2026, and requires strict management to maintain brand consistency and protect its value. When using the symbol mark, it must be reproduced precisely using the provided master files (CD-ROM/digital formats) and the grid system outlined below. Any arbitrary redrawing, resizing, or modification of proportions is strictly prohibited. Additionally, a minimum clear space must be maintained around the symbol mark to prevent visual interference from surrounding graphic elements. All spacing regulations must be strictly followed.

## Grid System



## Clear Space





# Logotype

DS-2-1

The logotype is one of the core visual elements of the DH2026 CI system, working in conjunction with the symbol mark to convey the event's brand consistency and official identity. Designed with a focus on visual harmony with the symbol mark and high readability, the logotype is based on Google's Noto Sans, a modern gothic typeface well-suited for international applications. The logotype is optimized for use across a wide range of media and design contexts, maintaining a cohesive and recognizable presence. As the official typographic representation of DH2026, it must be used accurately and consistently in all forms of visual communication.

## Color

DH2026  
ENGAGEMENT

R : 79 G : 79 B : 79  
C : 65 M : 57 Y : 57 K: 35

## Black & White

DH2026  
ENGAGEMENT

R : 0 G : 0 B : 0  
C : 75 M : 68 Y : 67 K: 90

DH2026  
ENGAGEMENT

### Minimum Size Regulation

The logotype must not be used at sizes smaller than 25mm in width, as doing so may compromise its legibility and visual clarity.

25mm

# Logotype Production Guidelines

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DS-2-2

The logotype is one of the most important visual assets representing the identity of DH2026, and must be strictly managed to maintain visual consistency and protect brand value. When using the logotype, it must be reproduced precisely using the official master files (CD-ROM/digital formats) and the grid system provided below. Any unauthorized redrawing, distortion, or modification of its proportions is strictly prohibited. The logotype may also be used independently from the symbol mark

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## Grid System



## Horizontal and Vertical Logo Lockups

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DS-3-1

The DH2026 logo is a structured and well-balanced combination of its two core visual elements—the symbol mark and the logotype. It serves as the primary means of communicating DH2026's identity and brand image across both internal and external platforms. The logo is available in two official configurations (Horizontal lockup, Vertical lockup). These can be flexibly selected based on the characteristics and requirements of the application medium. All logo lockups must adhere to the specified proportions and clear space rules, and must be scaled accurately using the official digital files (CD-ROM or master data) provided. Any unauthorized alteration of proportions, rearrangement of elements, or manual reconstruction is strictly prohibited.

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### Horizontal lockup



### Vertical lockup



### Minimum Size Regulation

The logo must not be used below the specified minimum sizes:

- Horizontal lockup: less than 35mm in width
- Vertical lockup: less than 15mm in width

Using the logo below these sizes may compromise legibility and visual consistency, and is therefore not permitted.



Logo Production Guidelines

DS-3-2

The logo is one of the most important visual assets representing the identity of DH2026, and must be strictly managed to ensure visual consistency and protect brand value. When using the logo, it must be reproduced precisely using the official master files (CD-ROM/digital formats) and the designated grid system provided below. Any unauthorized redrawing, proportional adjustment, or manual modification is strictly prohibited.

Horizontal Lockup Grid System



Vertical Lockup Grid System



Logo Color Usage

DS-4-1

The most suitable background color for the DH2026 logo is white, as it ensures maximum legibility and visual clarity. However, when white backgrounds are not feasible due to the characteristics of the medium or usage environment, alternative background colors may be used in accordance with the color usage guidelines provided below. It is essential to maintain the legibility and visual consistency of the logo. Inappropriate background colors—especially those with insufficient contrast in brightness or saturation—may diminish recognition or cause confusion in brand perception. Therefore, visibility and impact must always be prioritized when applying the logo. If the logo needs to be placed on a background color not listed in the approved examples, prior approval must be obtained from the CI management team. Since the logo is a combined unit of the symbol mark and logotype, the same color usage rules apply even when using either element independently.

Logo on Gold Background



Logo on Silver Background



Logo on Black Background



Black and White / Single-Color Usage

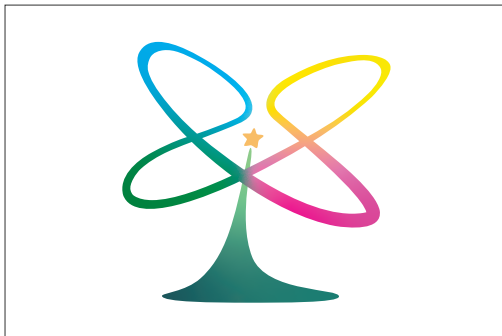


# Symbol Mark Usage Restrictions

DS-4-2

The shape and color of the symbol mark must be used strictly within the official specifications defined in this manual. Any unauthorized modification, distortion, or reconstruction of the symbol mark is strictly prohibited. Improper use of the symbol mark may severely compromise the brand image and visual identity of DH2026. Therefore, the symbol mark must always be applied exactly as specified. In addition to the misuse examples explicitly listed in this manual, any unapproved or unofficial variations—even if not illustrated—are prohibited. To ensure consistency and brand integrity, all applications of the symbol mark must be managed in accordance with these guidelines. Any exception must be reviewed and approved in advance by the CI management team.

1. Using a modified partial element of the symbol mark



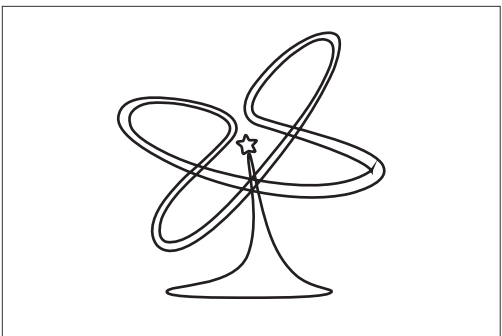
2. Altering the angle or slant of the symbol mark



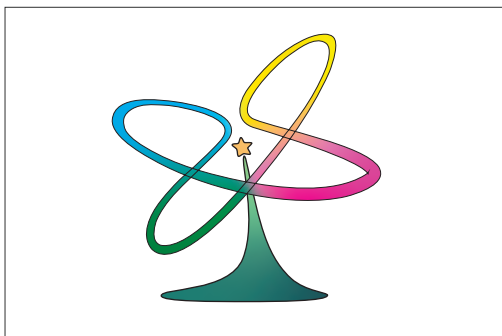
3. Changing the proportions of the symbol mark



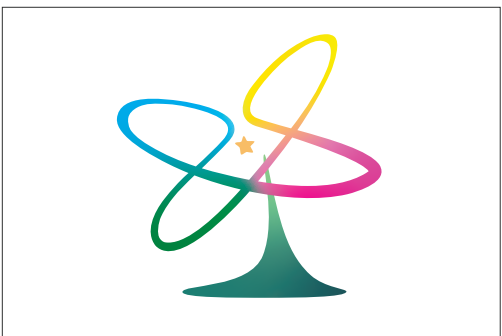
4. Using only the outline of the symbol mark



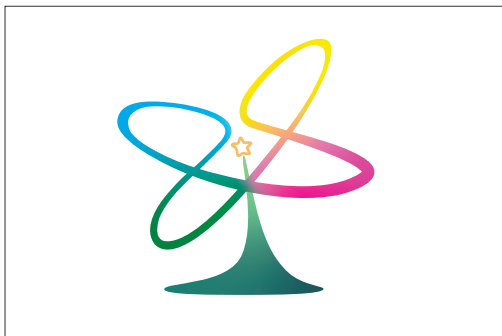
5. Adding an outline to the symbol mark



6. Repositioning the symbol mark arbitrarily



7. Manually adjusting or reconstructing the symbol mark

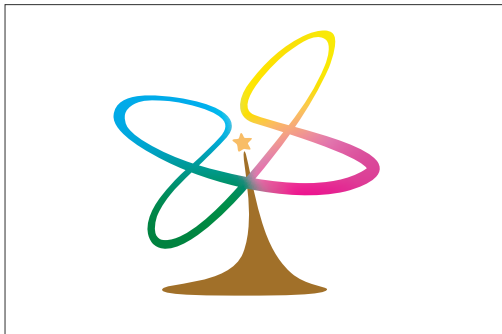


# Symbol Mark Color Usage Restrictions

DS-4-3

The shape and color of the symbol mark must be used strictly within the official guidelines outlined in this manual. Any unauthorized modifications, distortions, or reconstructions of the symbol mark—including its color palette—are strictly prohibited. Improper use of the symbol mark may significantly damage the brand image and visual identity of DH2026. Therefore, it must always be applied in accordance with the designated standards. In addition to the misuse examples explicitly listed in this manual, any unapproved or unofficial variations in color or form—even if not shown—are also strictly forbidden. To maintain consistency and credibility across all visual communications, the symbol mark must be managed based on these official guidelines. Any exceptions must be reviewed and approved in advance by the CI management team.

1. Using the primary color incorrectly



2. Applying non-designated colors



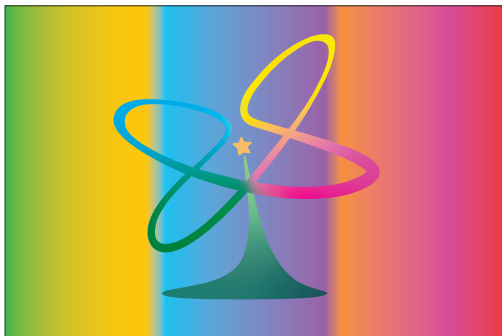
3. Using an incorrect gradient on the symbol mark



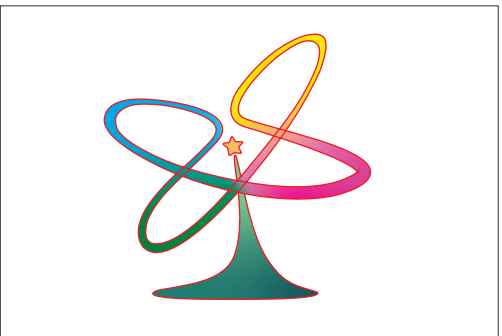
4. Altering the brightness of the symbol mark



5. Placing the symbol mark over a complex gradient background



6. Adding or modifying an outline color on the symbol mark



# Logotype Usage Restrictions

DS-4-4

The logotype must be used only in the form and color specified in this manual. Any unauthorized modifications or alterations are strictly prohibited. In particular, adjusting letter spacing (kerning), distorting proportions, changing colors, or applying visual effects can compromise the consistency and integrity of the brand image, and therefore are not permitted. The logotype must always be applied exactly according to the established guidelines. In exceptional cases, prior approval must be obtained from the CI management team before use.

1. Using a modified portion of the logotype



2. Altering the angle or slant of the logotype



3. Changing the weight or thickness of the logotype



4. Distorting the proportions of the logotype



5. Using only the outline of the logotype



6. Adding an outline to the logotype



7. Manually adjusting the structure of the logotype



8. Altering the form of the logotype arbitrarily





## Logotype Color Usage Restrictions

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DS-4-5

The logotype must be used only in the form and color specified in this manual, and any unauthorized modification or alteration is strictly prohibited. In particular, adjustments to letter spacing, distortion of proportions, unauthorized color changes, or application of visual effects are not allowed, as they may compromise the consistency and integrity of the brand image. The logotype must always be applied in accordance with the official guidelines, and in any exceptional case, prior consultation with the CI management team is required before use.

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1. Applying non-designated colors to the logotype



2. Using an incorrect gradient on the logotype



3. Altering the brightness of the logotype



5. Placing the logotype on a complex gradient background



5. Adding or altering the outline color of the logotype





# DH2026

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## ENGAGEMENT

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