CJ ENM CI GUIDELINE

OUR BRAND SIGNATURE

CJ ENM's logo complies with CJ Group's CI guide.

Unrestricting and comfortable CJ
We are expressing the determination to become a company that makes customers feel more comfortable in a softer and more sophisticated fashion.

Colors that embrace CJ's vision
The colors in the Blossom Symbol symbolize health, happiness, and convenience, and represent the lifestyle of customers that have become fuller subsequently.

Blossoming CJ
This symbolizes CJ ENM blooming like a new flower that fully blossoms towards the global market and customers.

The CJ ENM logo is the core symbol and the most important asset of all visual communication. Making changes or distorting it without permission is prohibited, and the expression must be optimized for the environment to be used in and managed accordingly.
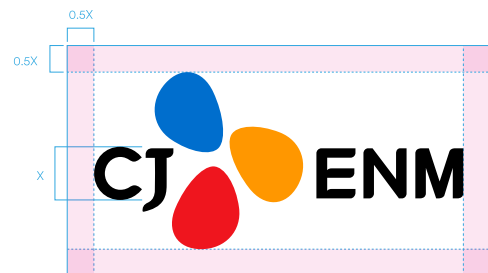
Minimum size regulation

For Print	For Digital
6mm	30px

CLEAR SPACE

Regulation on the space

Around the CJ ENM logo, extra space must always be maintained, and no other graphic elements or text can be placed within the designated space. Also, when placing the CJ ENM logo in a corner of a page, it must be placed to surpass the suggested area.

PRIMARY COLORS

Main colors

The colors of the CJ ENM logo may be expressed differently in brightness and saturation depending on the materials used, and therefore it is important to have integrated and consistent expressions of colors. In print, PANTONE and CMYK values should be used, and in the digital environment such as mobile or web, RGB values should be used to maintain the consistency of the CJ ENM logo colors.

CJ Blue
PMS   PANTONE 285C
CMYK   90.40.0.0
RGB   0.110.205
HEX   #006ECD

CJ Yellow
PMS   PANTONE 1375C
CMYK   0.43.93.0
RGB   255.151.0
HEX   #FF9700

CJ Red
PMS   PANTONE RED 032C
CMYK   0.90.77.0
RGB   239.21.30
HEX   #EF151E

CJ Black
PMS   Process Black
CMYK   0.0.0.100
RGB   0.0.0
HEX   #000000

CJ White
PMS   White
CMYK   0.0.0.0
RGB   255.255.255
HEX   #FFFFFF

CJ Gray
PMS   PANTONE Cool Gray 7C
CMYK   0.0.0.55
RGB   151.153.155
HEX   #97999B

METALLIC COLORS & FINISH

Metallic colors & post-processing

Metallic colors are used in environments where it is difficult to apply full color to the CJ ENM logo or for the purpose of giving special effects for emphasis.

Silver (Print)
PMS   PANTONE 877C

Copper (Print)
PMS   PANTONE 875C

Silver (Foil)
FINISH   Chrome of Silver

Copper (Foil)
FINISH   Copper or Coin

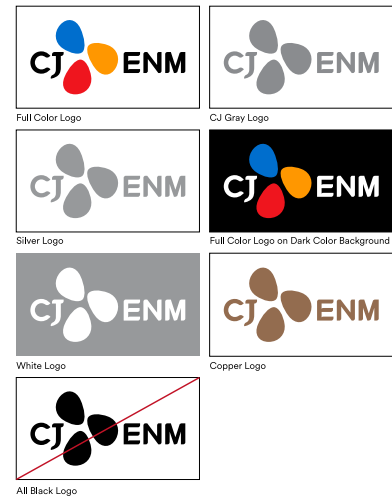**Metallic Black (Foil)**
FINISH   Glossy Black

CJ ENM LOGO COLOR USAGE
Regulation on CJ ENM logo color usage

By default, the CJ ENM logo is to be used on a white background in full color, but when using it in different environments, the colors must be changed to maintain visibility, and the available colors are limited to the five colors on the right. (Full Color, White, Gray, Silver, Copper)

However, when using the CJ ENM Gray Logo on the website, RGB 100/100/100 can be used in accordance with the web accessibility compliance measures pursuant to the Disability Discrimination Act.
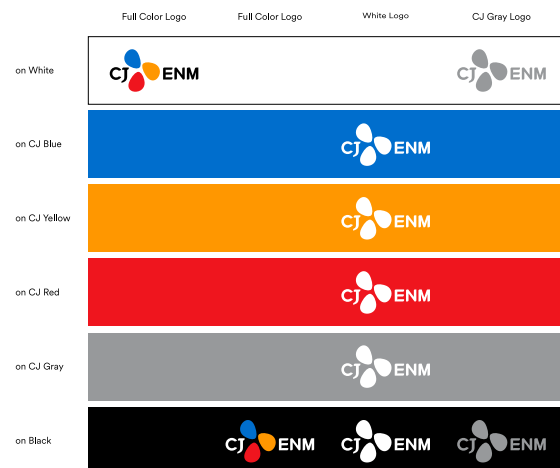
* Try to avoid using the all-black logo.
(Except for special circumstances such as congratulations and condolences)

Full Color Logo

CJ Gray Logo

Silver Logo

Full Color Logo on Dark Color Background

White Logo

Copper Logo

All Black Logo

BACKGROUND COLOR USAGE
Regulation on using background colors

By default, the CJ ENM logo is used on a white background in full color, but when using it in different environments, the colors must be changed to maintain visibility before use.

Full Color Logo | Full Color Logo | White Logo | CJ Gray Logo

on White
on CJ Blue
on CJ Yellow
on CJ Red
on CJ Gray
on Black

Don'ts
Regulation on prohibited use

The regulation on prohibited use of the CJ ENM logo is a very important guideline that structures a visual brand image.
The expression of the CJ ENM logo cannot be used by changing the regulations in this guide without permission, and it must be used correctly and consistently in all applications.
The examples in this section are common examples of misusing corporate brand logos. By referring to the examples, the logo should be managed thoroughly so that no changes occur in any case.

Changing the ratio freely

Using outlines

Using undesignated colors

Changing the combination without permission

Using drop shadow effect

Using other effects that are not confirmed

Changing the font

Overlaying above a background color that is similar to the logo

Overlaying above complex images or patterns