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DO SOMETHING AMAZING

Reign

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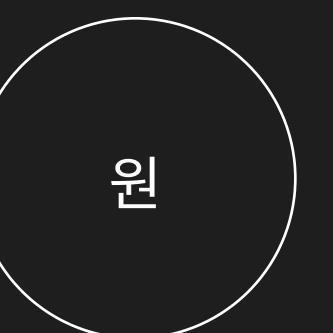


Primary



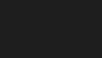
삼라만상을 포함한 이 우주 전체,
즉 대우주이며 Reign의 세계관을 의미한다.

Secondary

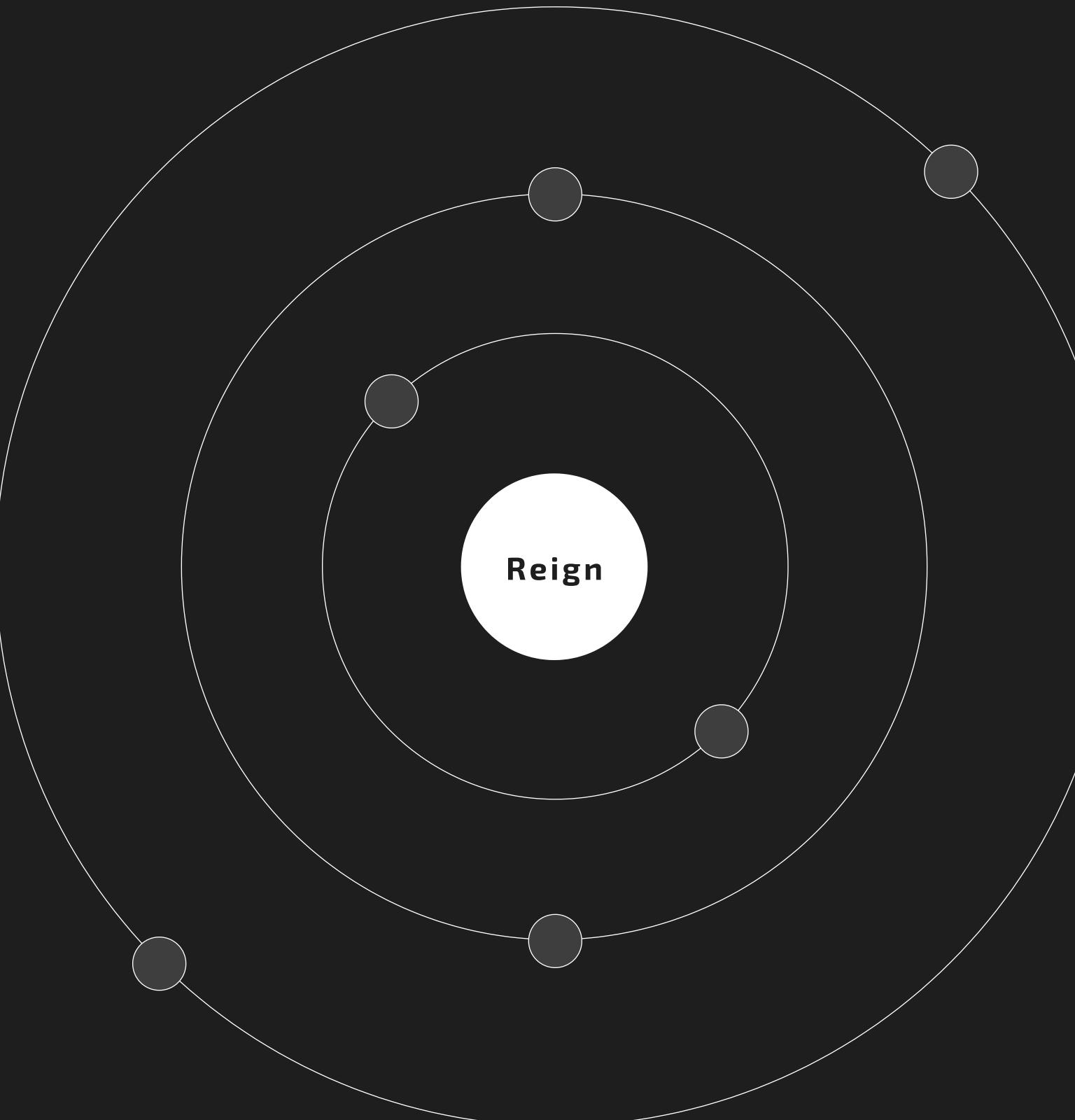


Motif

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Map



우주의 어둠과 공백을 표현해야 한다.
각이 진 형태를 지양하고 덩어리감이 느껴져야 한다.
원형이나 선, 점을 활용해야 한다.
브랜드와 브랜드에서 제공하는 서비스에
모두 적용할 수 있는 규칙을 찾아야 한다.

초기 단순 관측자이자
행성이었던 설정과 달리,
레인이 계의 중심인 경우로
항성일 가능성이 높다.





Design motive



관측사진/영상 등의 노이즈 또는 별이 노출 된 현상

랜딩페이지 등 디지털 배경에 노이즈 생성
실물 제작 시 매트하고 펼 있는 재질 선정



땅/물이 하는과 만나는 선,
당연하게도 수평이지만 우주 관점에서 호로 표현
로고에 호로 변환하여 추가



우주의 에너지나 선을 표현할 때 쓰는 메쉬/그리드

제작 그리드 노출



빅뱅우주론의 대폭발
패턴에 빅뱅탄생론 추가



행성/혜성/인공위성 등이 다른 천체를 도는 곡선의 길

브랜드 맵에 궤도 적용
로고 규칙에 궤도 적용



빅뱅우주론의 팽창
패턴에 빅뱅탄생론 추가



원/구형의 천체, 궤도 등
브랜드 요소에 적용

Motive



We 'R' / Design motive for logo

Universe

우주/세계관

Sphere

구

Orbit

궤도

Arc

호

Horizon

지평/수평선

Motive

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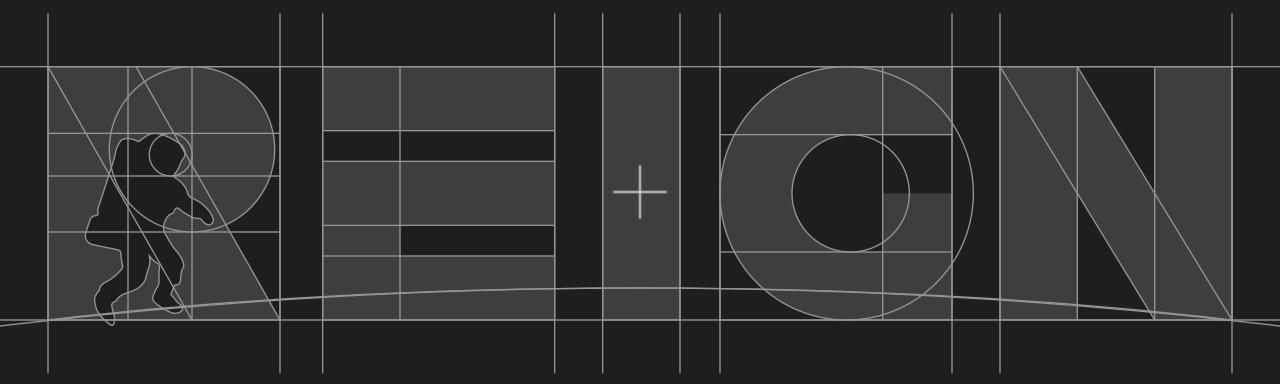
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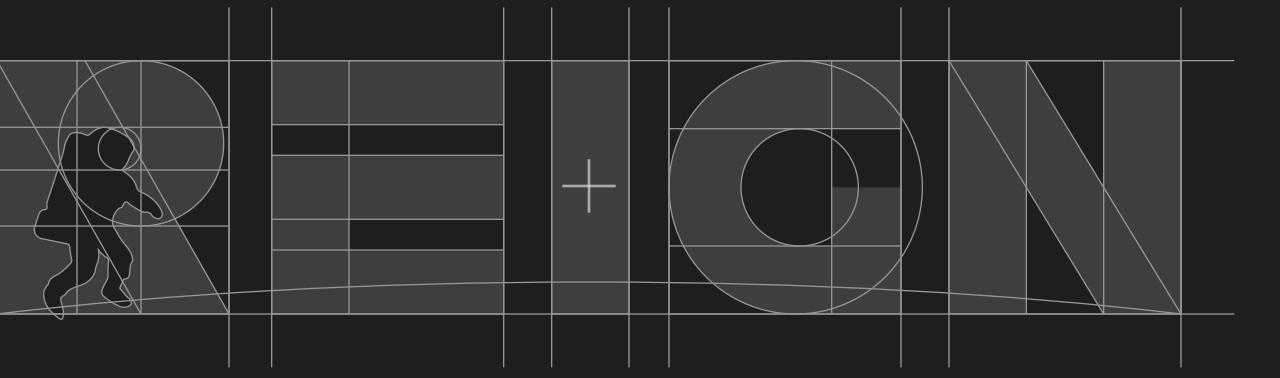
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Basic

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Small



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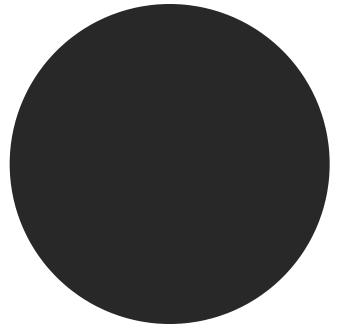


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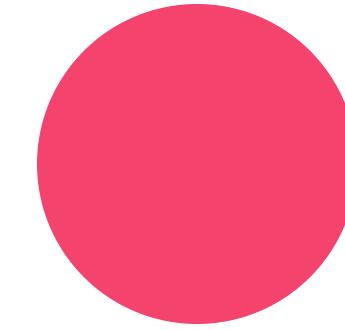
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Light

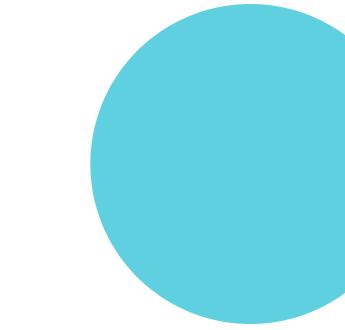
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40/40/40



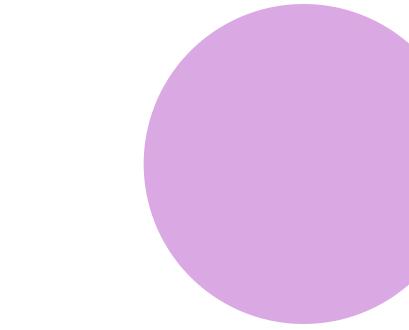
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244/67/108



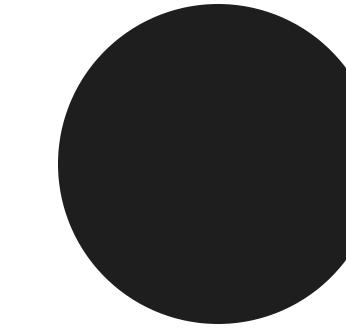
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95/208/223



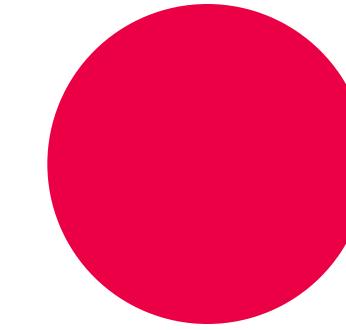
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218/168/226

Dark

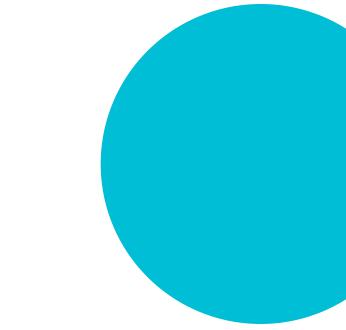
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30/30/30



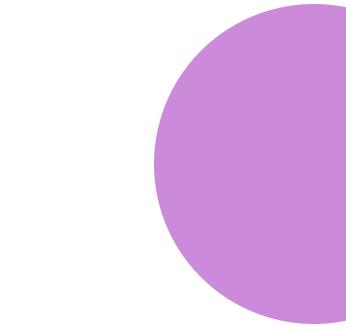
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235/0/69



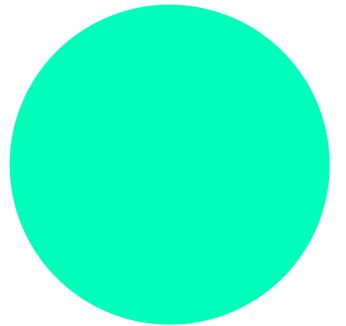
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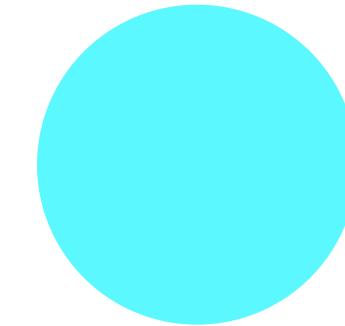
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203/139/218

Character

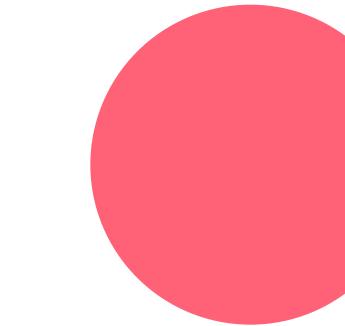
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0/255/186



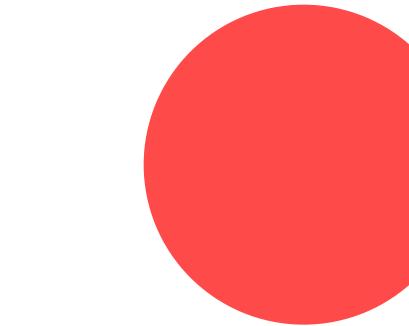
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91/249/255



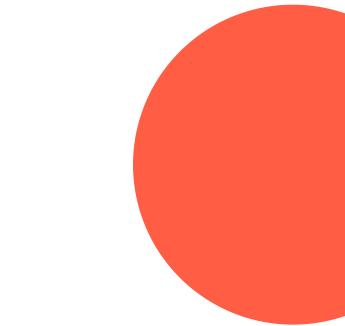
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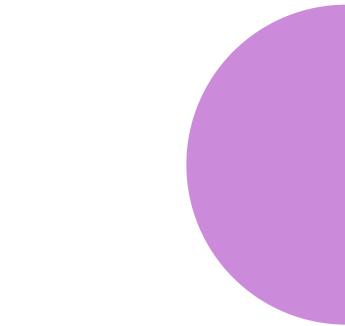
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255/74/74



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255/94/68



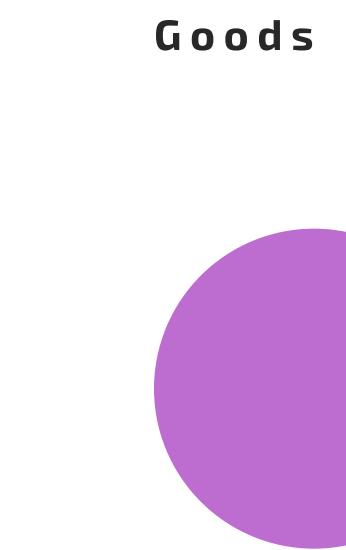
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203/139/218



#FFD753

255/215/83



#BD6CCF

189/108/207

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Color

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+

+

+



+

Exo 2

Aa Aa Aa

Regular

Semi Bold

Bold

Bold

A B C D E F G

Semi Bold

A B C D E F G

Regular

A B C D E F G

Typeface

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Noto Sans CJK KR

가 가 가 가

Light

Regular

Bold

Bold

가 나 다 라 마 바 사

Regular

가 나 다 라 마 바 사

Light

가 나 다 라 마 바 사



Space creation / Big bang theory



Nothing

기본, 근본이 되는



Bigbang

추진적인



Rapid
expansion

확장성을 가진



Dark ages

차분한, 정리된,
정리하는



Development
of galaxies,
planets, etc



Accelerated
expansion

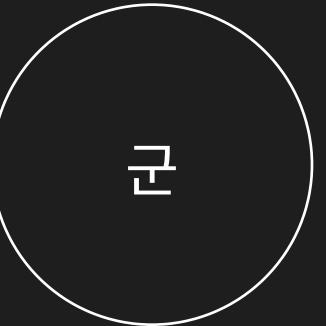
새로운

창조적인

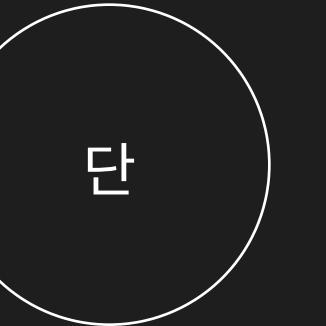
Keyword



점진



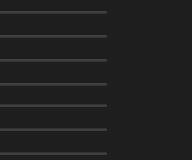
군



단



필라멘트



Pattern



Pattern /Nothing

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Pattern /Bigbang

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Pattern /Rapid Expansion

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Pattern /Dark Ages

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Pattern /Development of Galaxies, Planets, Etc

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Pattern /Accelerated Expansion

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Mockup

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Mockup



* 배색을 보여주기 위한 이미지, 목걸이가 눕혀질 수 있도록 하단과 같이 동일면이 겹쳐지는게 맞음



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