



allb C.I GUIDELINES (ENGLISH)

CI Introduction



Mint
Neutral / Protective / Unique

Pale Pink
Stability

“allb” is an abbreviation that stands for “all about baby,” which embodies our company’s vision to improving childcare around the world.

CI Introduction

Symbol Mark



Logo Type



Space Regulation

Space Regulation A

Regarding the minimum space requirement, there must be at least be enough space to separate the logo from the other elements to maintain the shape of the logo.



Space Regulation

Space Regulation B

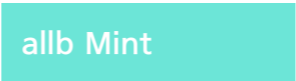
Regarding the minimum space requirement, there must be at least be enough space to separate the logo from the other elements to maintain the shape of the logo.



Color Regulation

Color ①

The representative allb element uses the principle of a white background.



Color Chip Pantone 565U
Process Color C55%, Y30%
RGB Color R102, G225, B205



Color Chip Pantone 705C
Process Color C1%, M13%, Y,7%
RGB Color R250, G231, B231

Color Regulation

Black & White ②

Only black and white media can be used for the search button and the delete button.



Color Chip Pantone Black 6C
Process Color C78%, M66%,
Y61%, K86%
RGB Color R22, G22 ,B22



Color Chip Pantone 7541C
Process Color C15%, M11%,
Y11%
RGB Color R205, G207, B208

Signature

Essential Structure and Meaning

The signature is a combination of the symbol mark and the allb logo type in an appropriate proportion. It is possible to select and use the combination according to the application situation. But it must be used in direct proportion.

Type A
Horizontal Options



Type B
Vertical Options



Prohibited Provisions

The logo may not be used in the following way.

You may not change the shape of the allb symbol or the logo type in such a way that the original image and form are distorted or damaged. You must always use the standard image and form.

