

01. Logotype

The symbol of Sesol Tech is based on the structure of the English initial 'S', representing a secure network where data intersects and flows in a modular form.

The central space formed at the intersection signifies the central axis of the security infrastructure, where information safely moves and connects. This structure visually demonstrates the connectivity and stability of security technology, and it is designed to be expanded and utilized as a brand pattern element across various digital environments, such as SNS and webpages.



Typeface

Font: Play (Bold, Google Fonts) [Download](#)

To clearly convey Saesol Tech's technical expertise and reliability, Play, with its clean, geometric, and well-balanced design, has been selected as the company's primary typeface.

SYMBOL

The symbol is a visual component that translates the service flow into a streamlined structure. Its distinct shape and sharp color contrast ensure effortless recognition across all mediums, acting as a baseline to keep the overall brand image cohesive and consistent.

02. CI Color

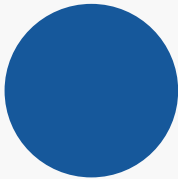
The blue gradient palette of the symbol visually captures both the velocity and reliability of data streams. This progressive gradient reflects the depth and scalability of our security infrastructure, meticulously crafted to ensure a cohesive brand identity across all digital touchpoints, from dashboards and websites to favicons.



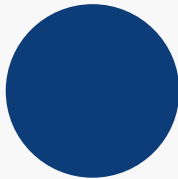
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0



HEX #1694DB
RGB 22 148 219
CMYK 75 30 0 0



HEX #16589B
RGB 22 88 155
CMYK 90 65 15 0



HEX #0D3D78
RGB 13 61 120
CMYK 100 85 35 0

03. Background Color Usage



WHITE BACKGROUND



BLACK BACKGROUND



GRAY LOGO TYPE

04. Marking Guide

This nomenclature regulation is designed to minimize misuse during communication. Please refer to these guidelines to ensure correct usage depending on the application.

CI (Corporate Identity)		
	Primary (EN)	Secondary (KR)
Format	SAESOL Tech	새솔테크
Application	For official name notation in webpages, announcements, descriptions, articles, etc.	When Korean notation is unavoidable for announcements, descriptions, etc. (Limited use)
Restrictions	✗ Saesol Tech	✗ 세솔테크
	✗ SESOR TECH	✗ 새솔 테크
Omission of the publication year		Inclusion of the publication year
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