경기도 대표상징물
응용형 매뉴얼

GYEONGGI-DO Identity
Application Design Guideline

관리지침

본 디자인 가이드는 경기도 대표상징물 응용형 매뉴얼로
디자인 의도 및 구체적인 전개방법과 적용 예를 제시한 규정 및
해설서이다. 따라서 디자인 의도 및 규정내용을 정확히 이해하고
엄격한 관리와 효율적인 활용을 위해 아래의 관리사항을
준수하여 통일된 이미지 목표를 체계적으로 실천한다.

1. 본 디자인 가이드는 경기도 대표상징물 응용형 매뉴얼이므로
무단으로 외부에 유출, 복제되지 않도록 유의한다.
각 항목별로 제작 발주를 행할 경우, Data의 해당부분만을
발췌하여 제작업체에 발주한다.

2. 본 디자인 가이드에 수록된 내용은 임의로 변경하여
사용할 수 없으며, 의문이나 해석이 필요한 경우에는
반드시 가이드 관리부서에 문의하여 협의한다.

3. 본 디자인 가이드의 내용은 적용시점의 변화에 대응하여
필요하다고 인정될 경우 점진적으로 수정, 보완 할 수 있으며,
이 경우 반드시 가이드 관리부서를 중심으로 협의체를 구성하여
이에 대한 면밀한 연구, 검토를 거쳐 결정한다.

2021.9 ver

매뉴얼의 구성
Pattern Design, Sculpture Design

매뉴얼 Data의 구성
Print Data, Reproduction Data, Image Data

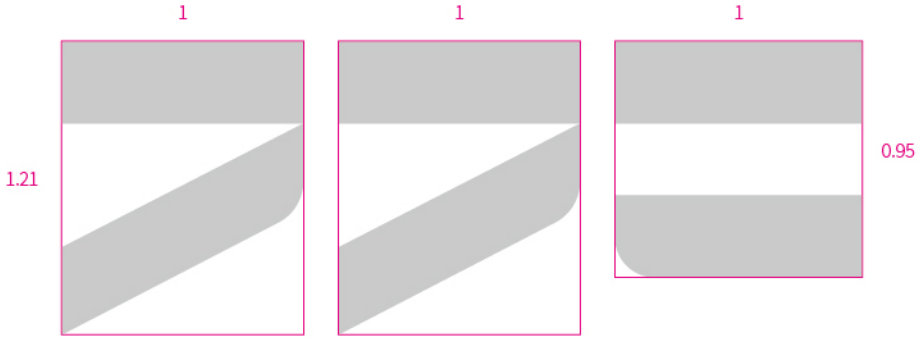
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illustrator Data(ai file)로 텍스트가 Outline된 Data
Reproduction Data (Adjustable Font) :
illustrator Data(ai file)로 텍스트가 수정 가능한 Data
Image Data :
매뉴얼의 각 페이지를 JPG와 PDF 이미지로 변환한 Data

Pattern Design

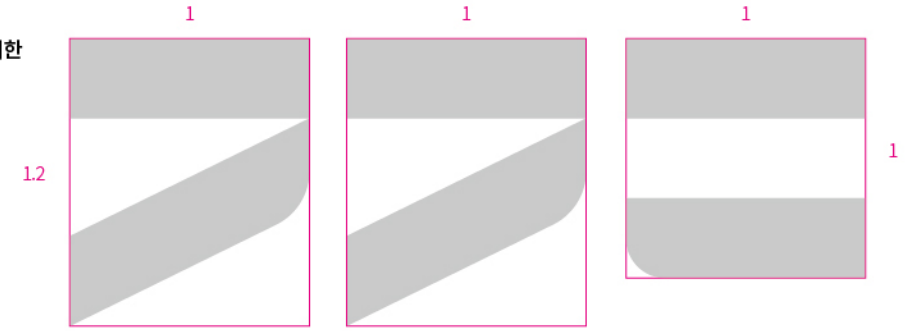
패턴디자인

패턴 전개 적합성을 위한
심벌마크 비율 조정

경기도 심벌마크 비율



패턴 전개 적합성을 위한
비율 조정

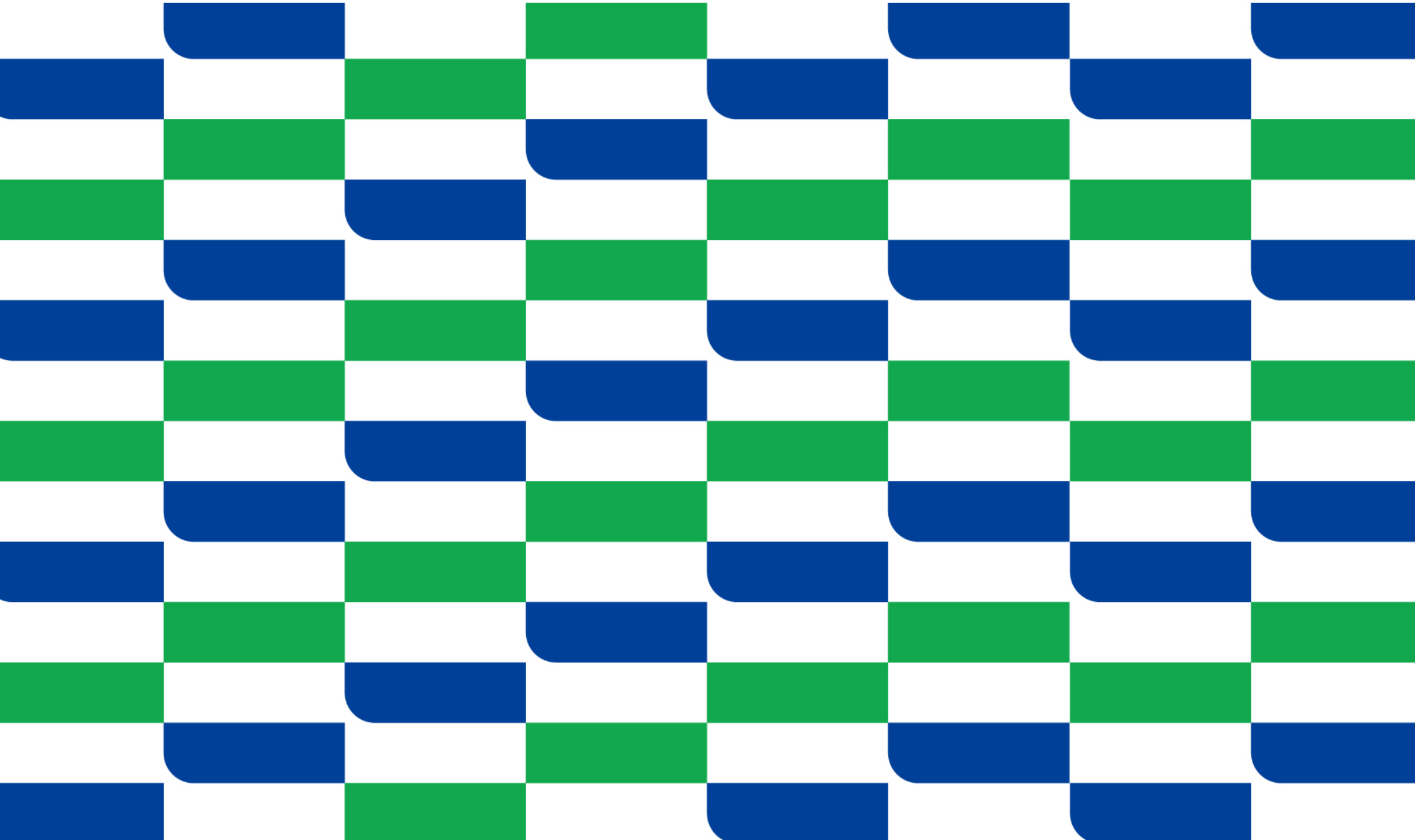


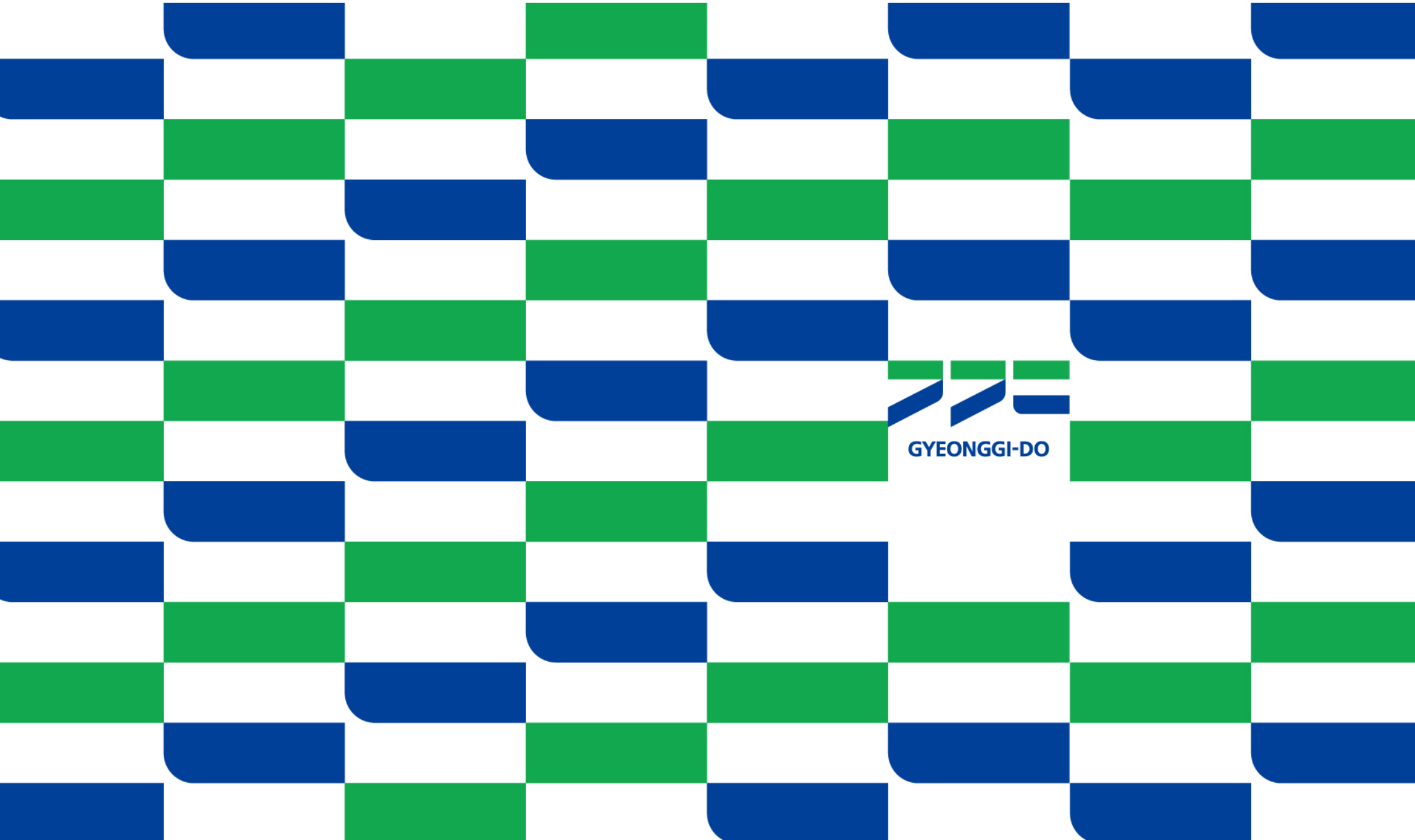
Concept A

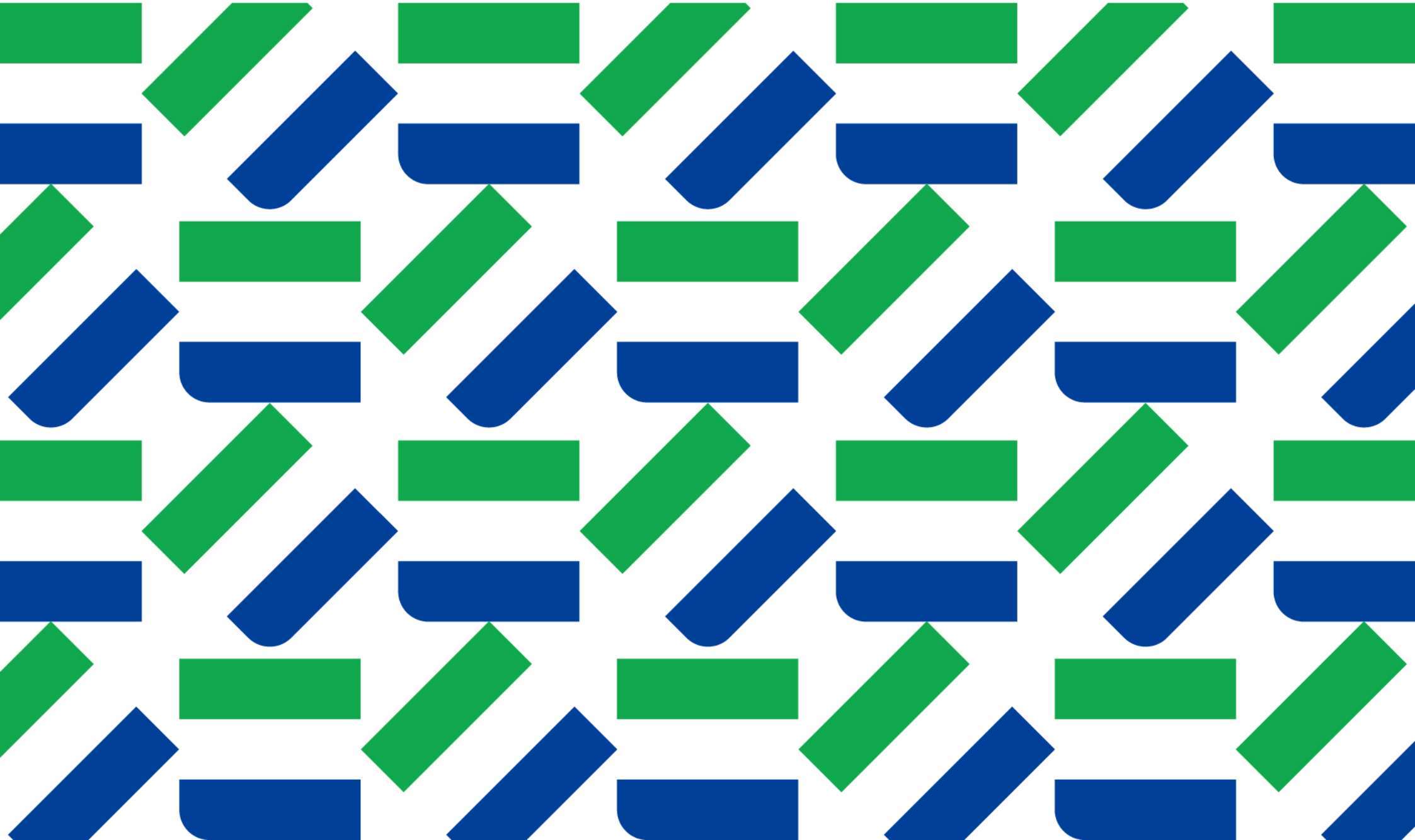
다채로운 경기도
역동적인 경기도

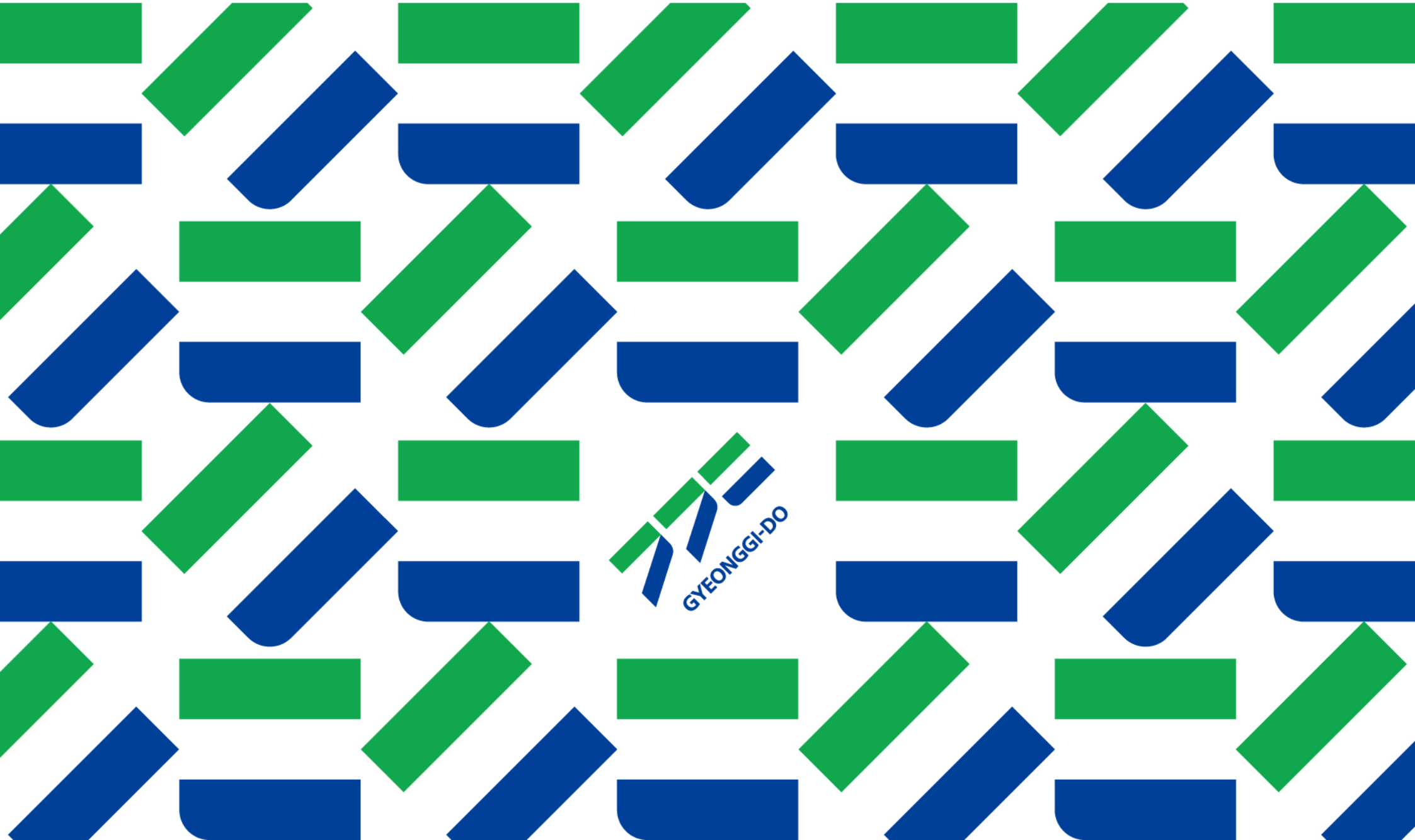
라인 확장과 사방 확장을 통해
경기도 대표상징물을 직관적으로 표현

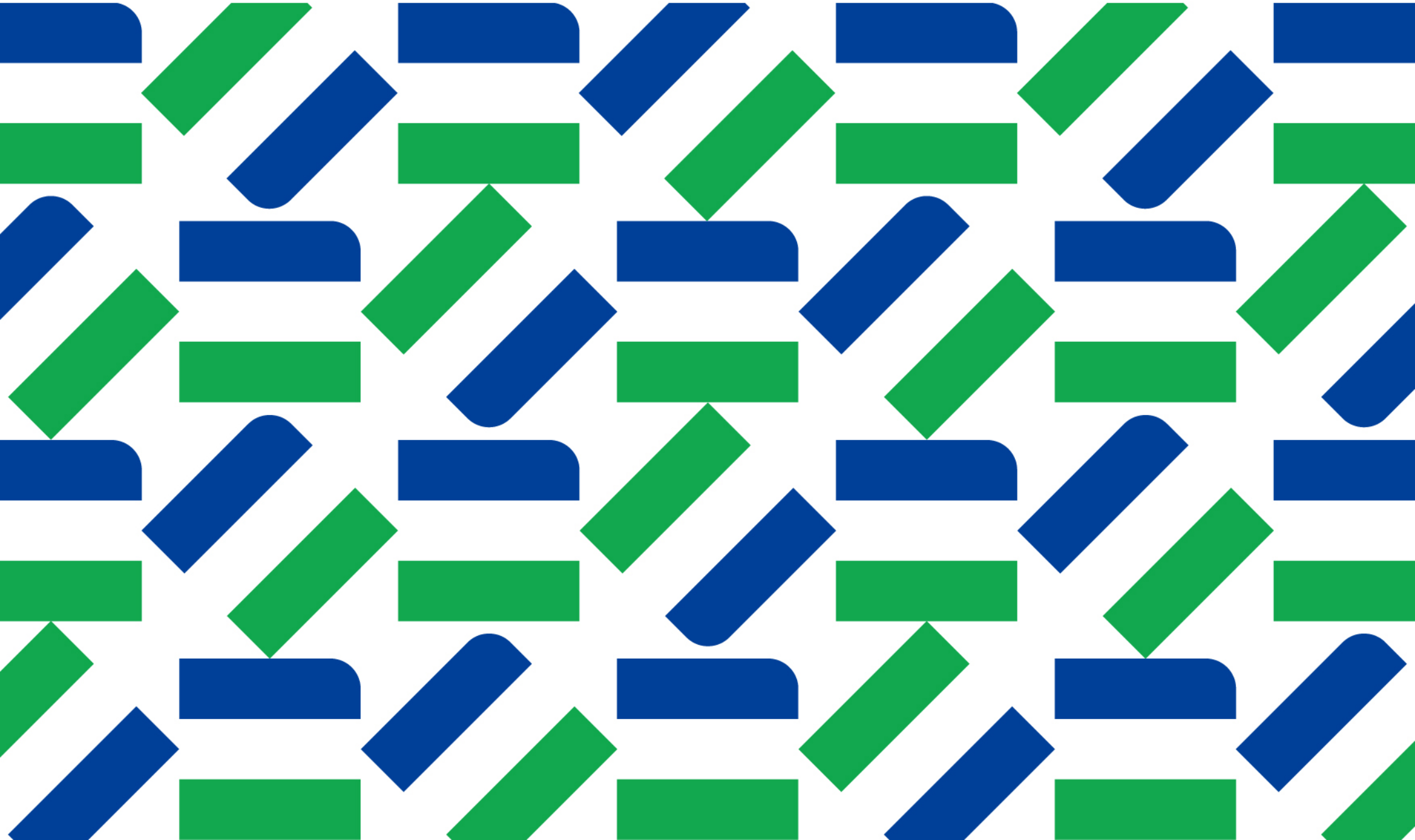
A-01 기본패턴
A-02 시그니처 조합 예시
A-03 확장패턴 a
A-04 시그니처 조합 예시
A-05 확장패턴 b
A-06 시그니처 조합 예시
A-07 확장패턴 c
A-08 시그니처 조합 예시
A-09 확장패턴 d
A-10 시그니처 조합 예시
A-11 확장패턴 e
A-12 시그니처 조합 예시
A-13 확장패턴 f
A-14 시그니처 조합 예시
A-15 확장패턴 g
A-16 시그니처 조합 예시
A-17 확장패턴 h
A-18 시그니처 조합 예시
A-19 확장패턴 i
A-20 시그니처 조합 예시
A-21 확장패턴 j
A-22 시그니처 조합 예시
A-23 확장패턴 k
A-24 시그니처 조합 예시
A-25 확장패턴 l
A-26 시그니처 조합 예시
A-27 확장패턴 m
A-28 시그니처 조합 예시
A-29 상품화 예시
A-30 상품화 예시
A-31 상품화 예시

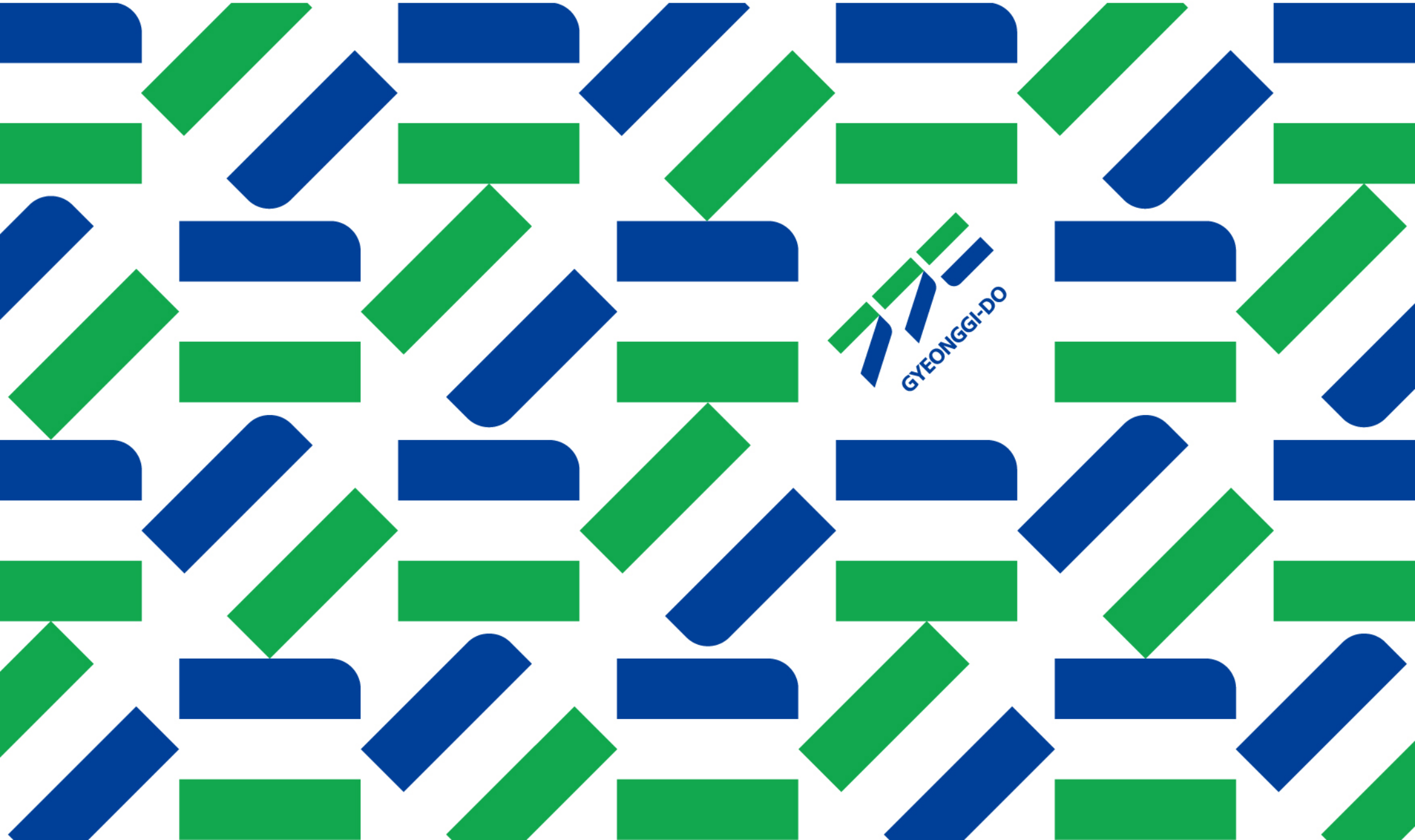


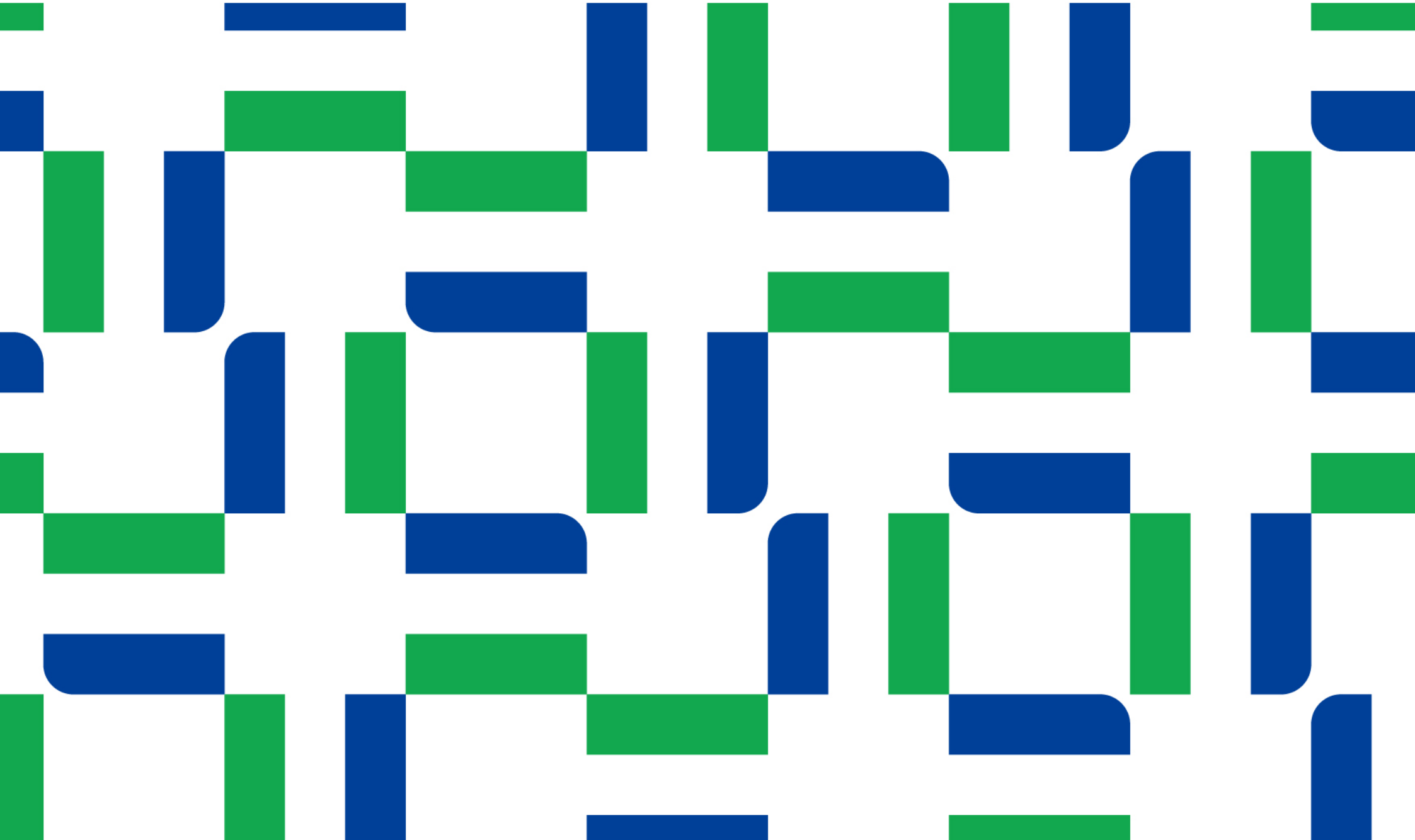

GYEONGGI-DO

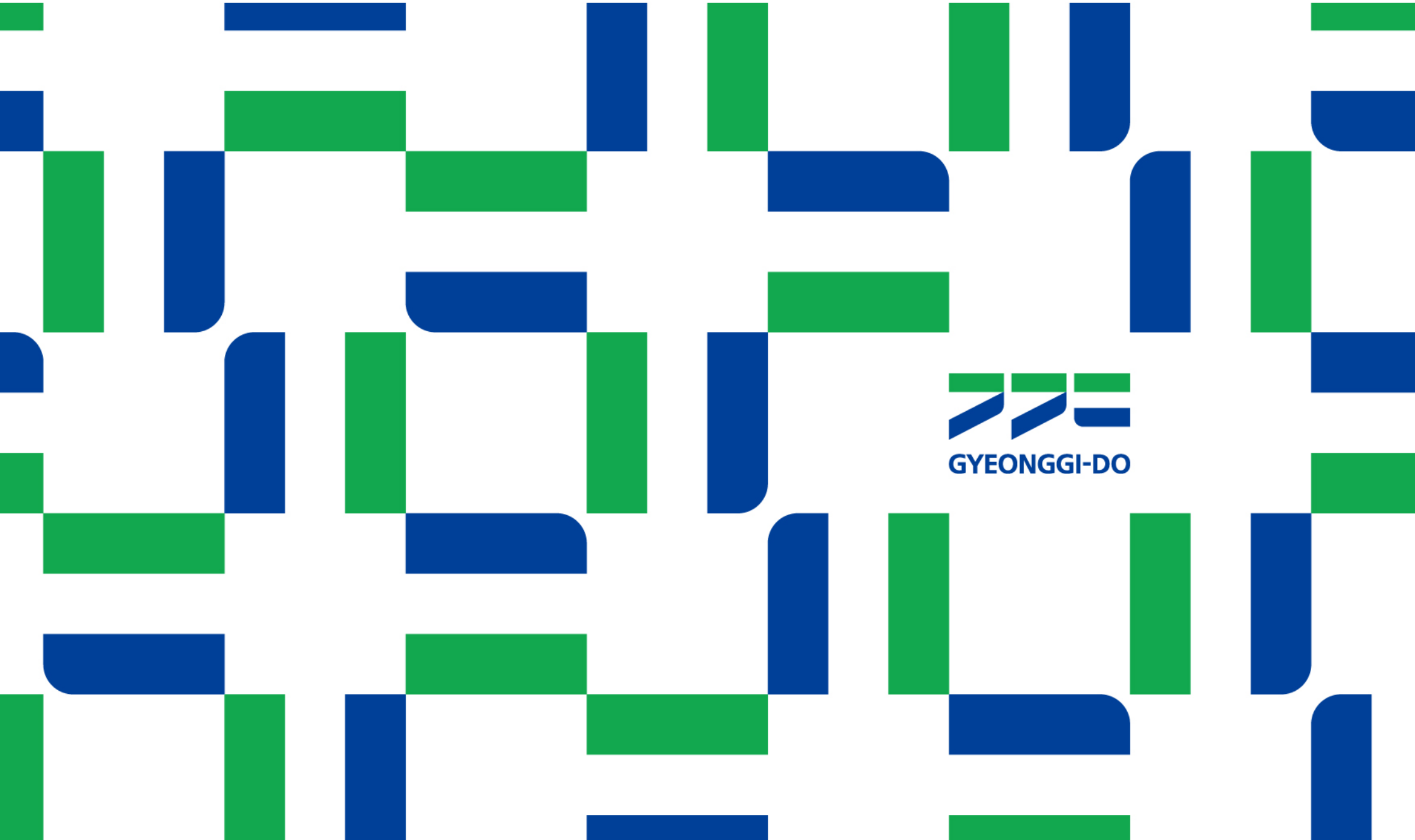


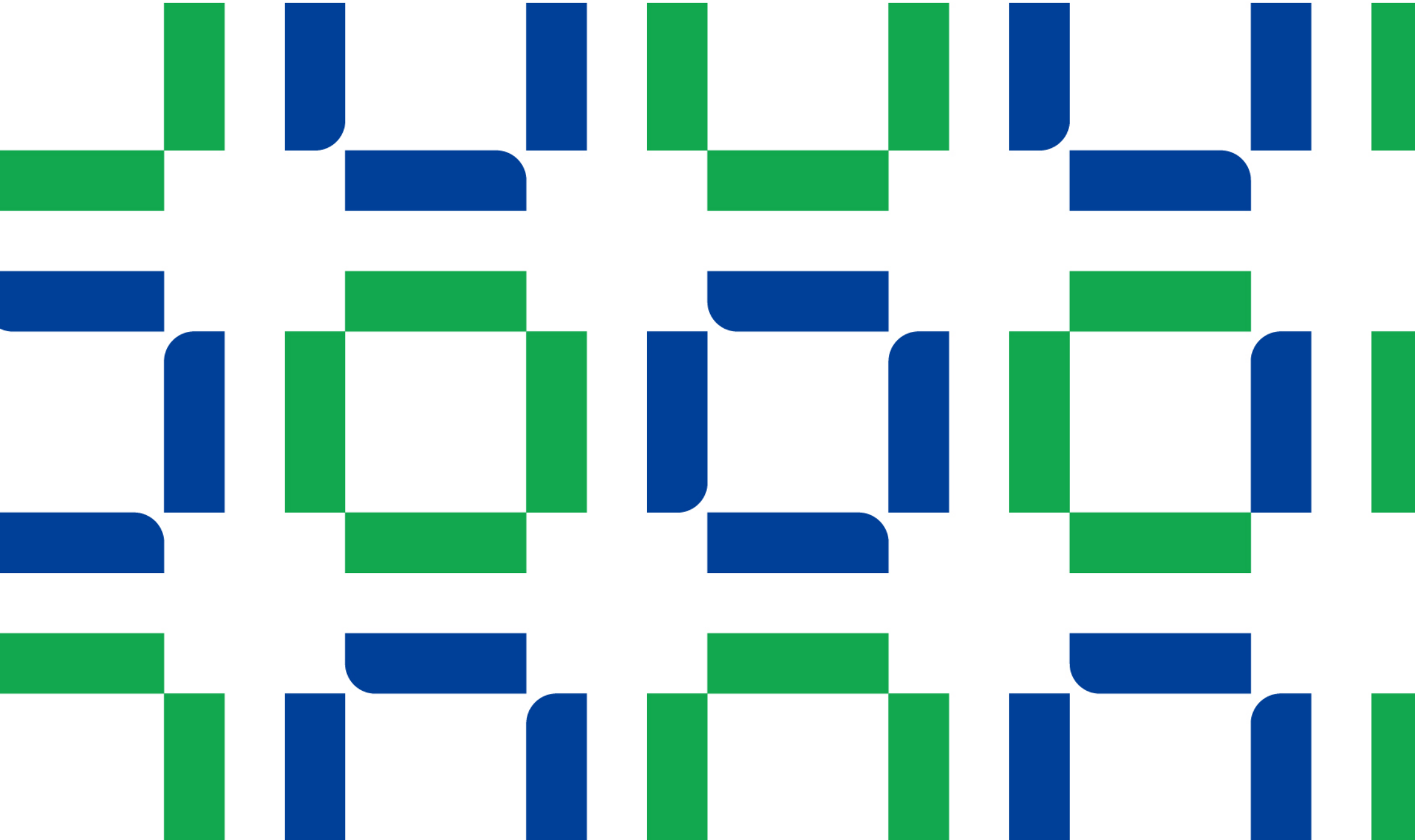

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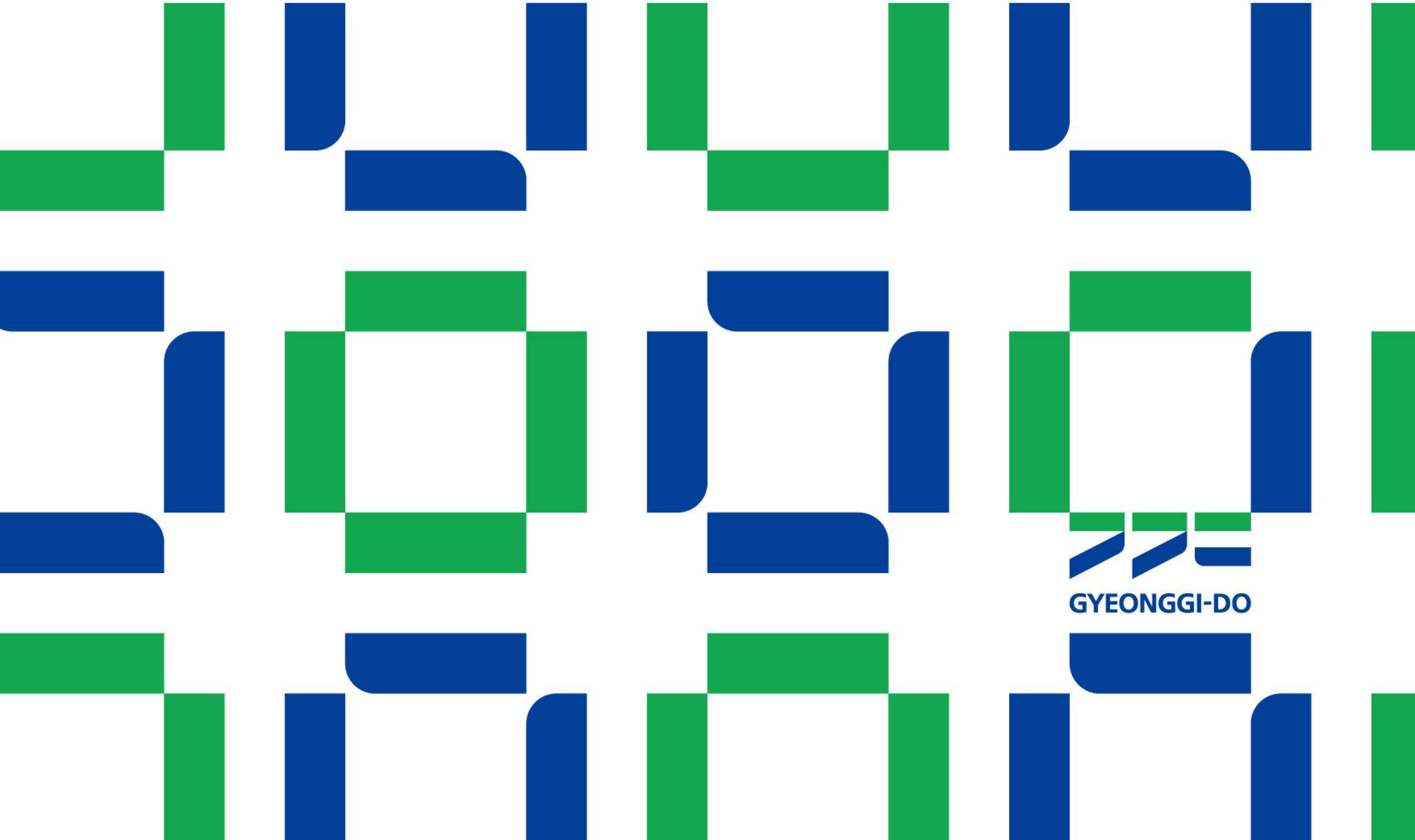


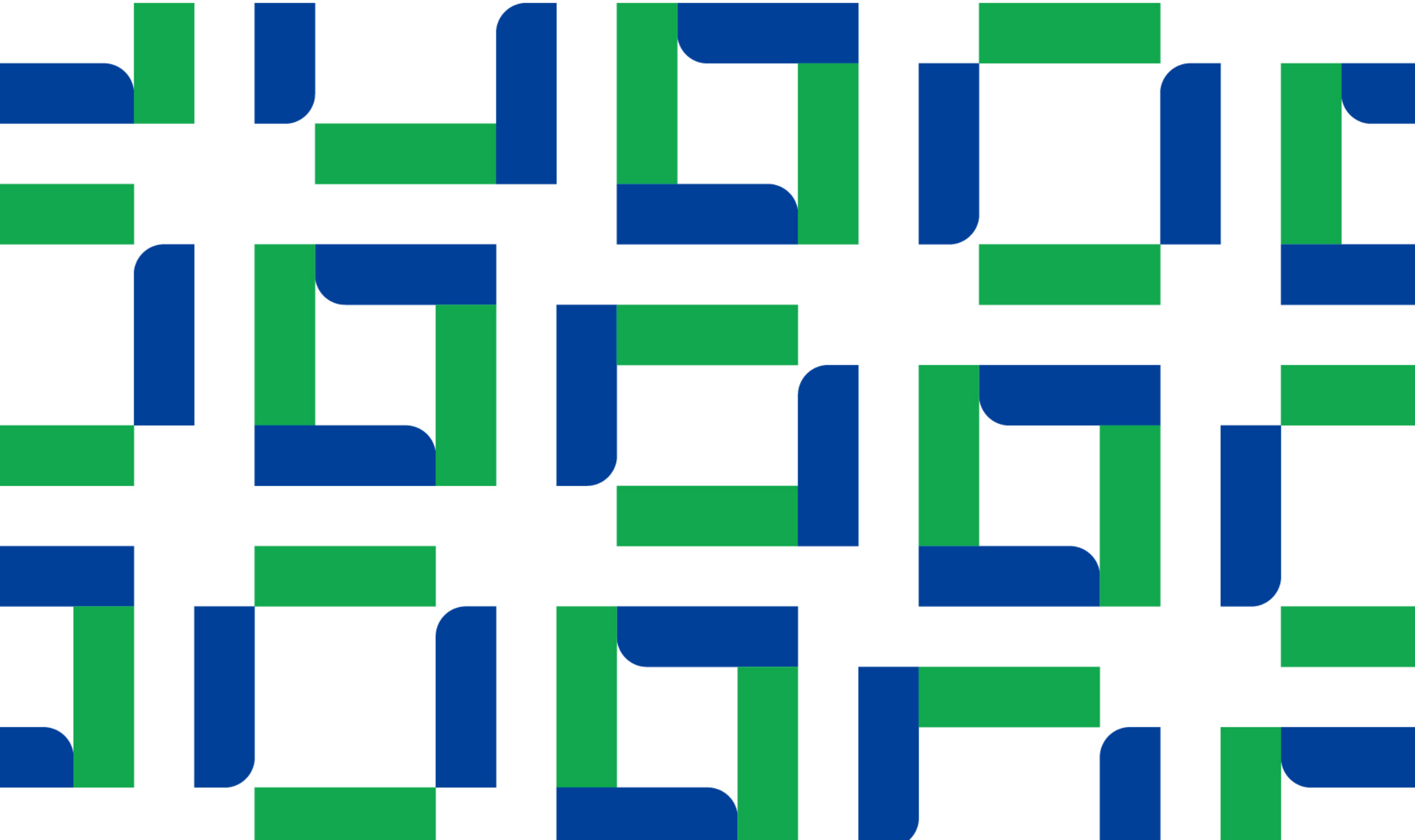

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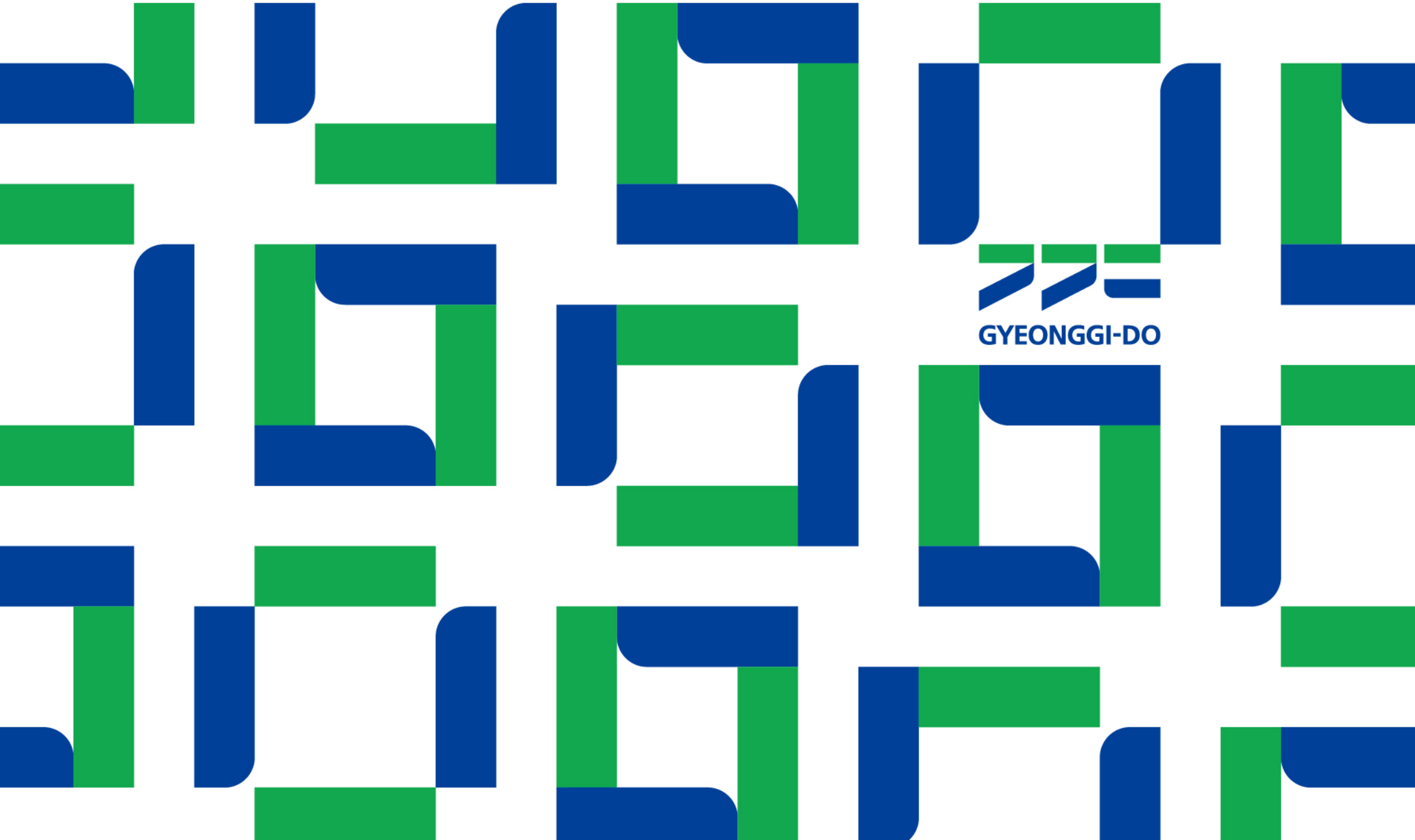


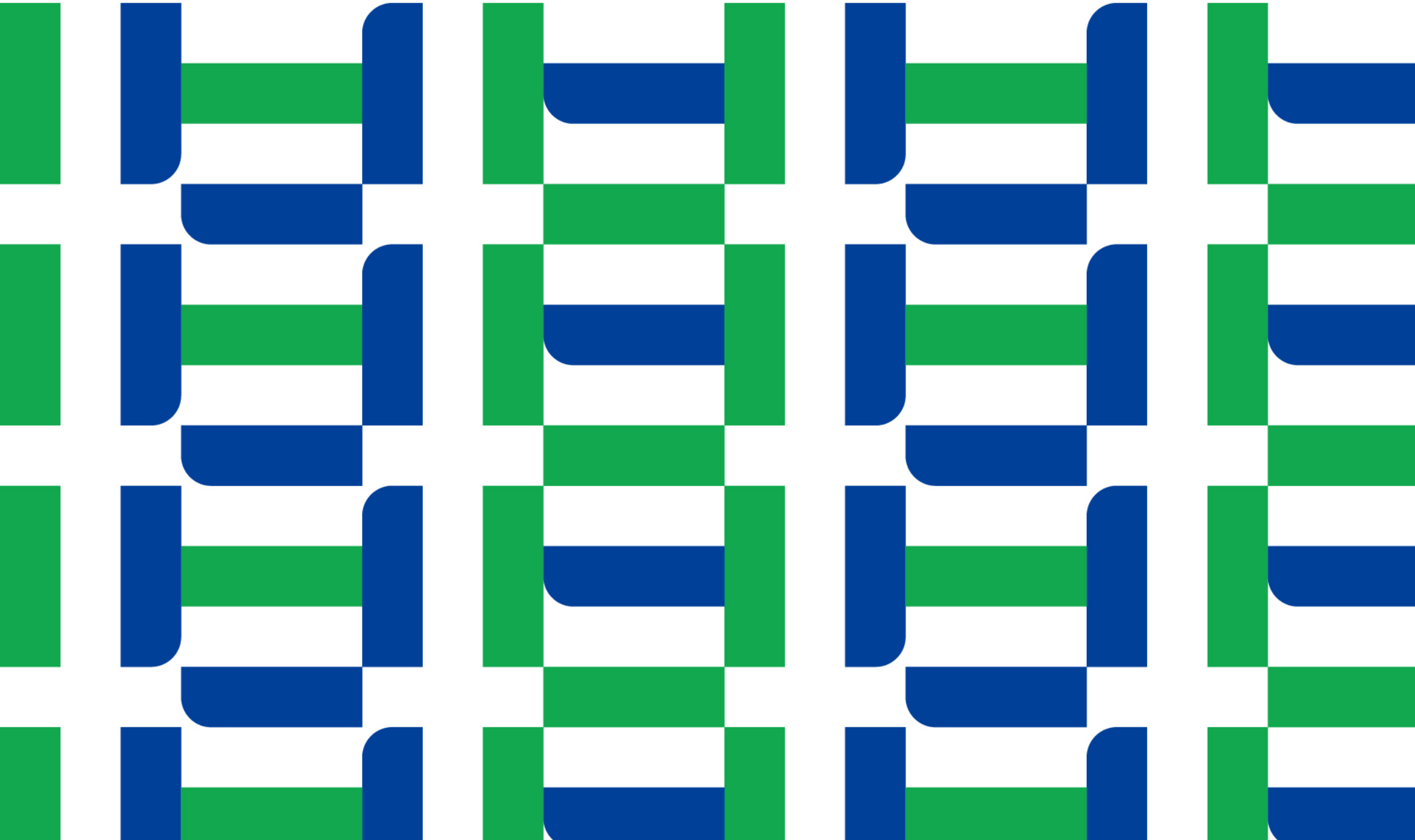

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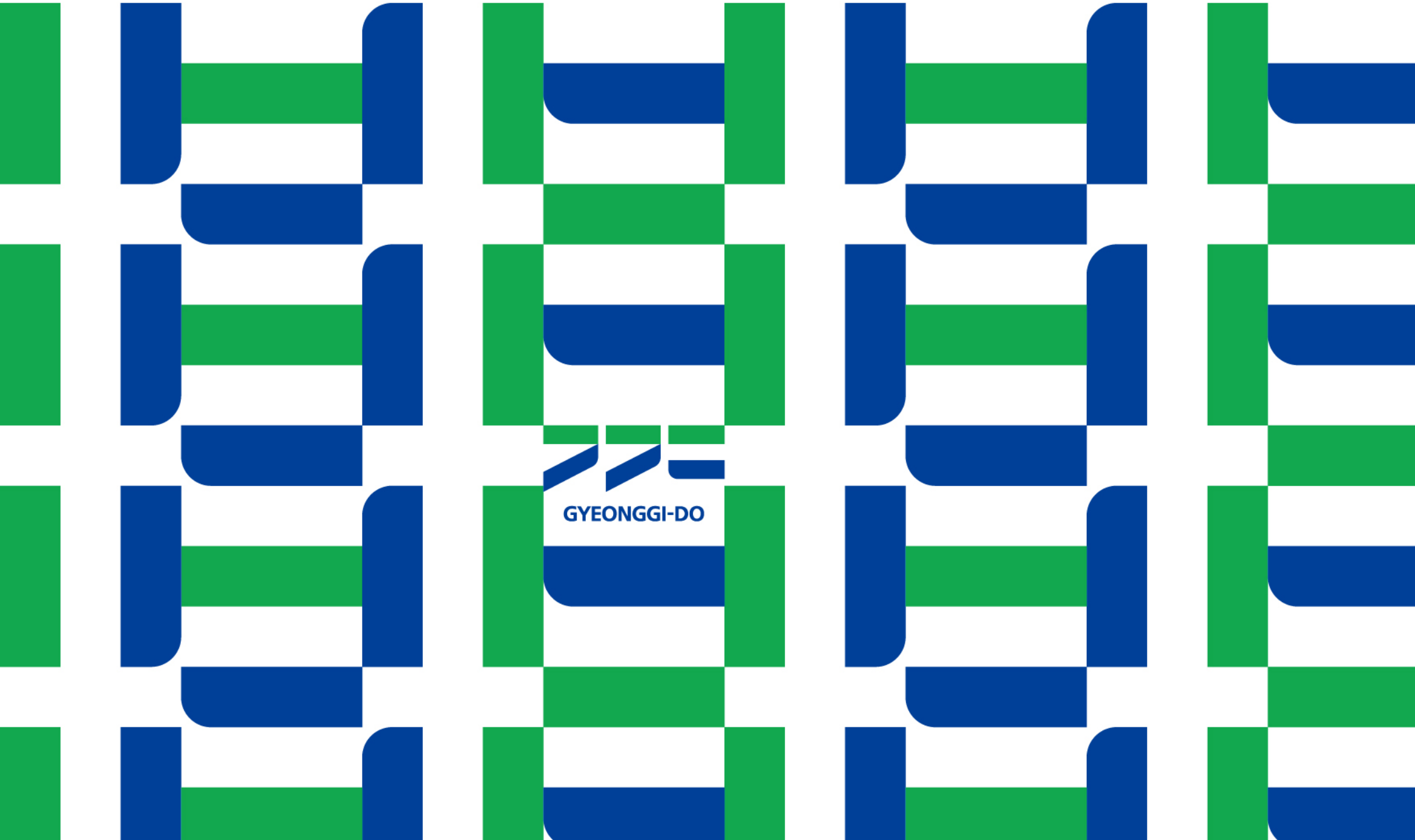


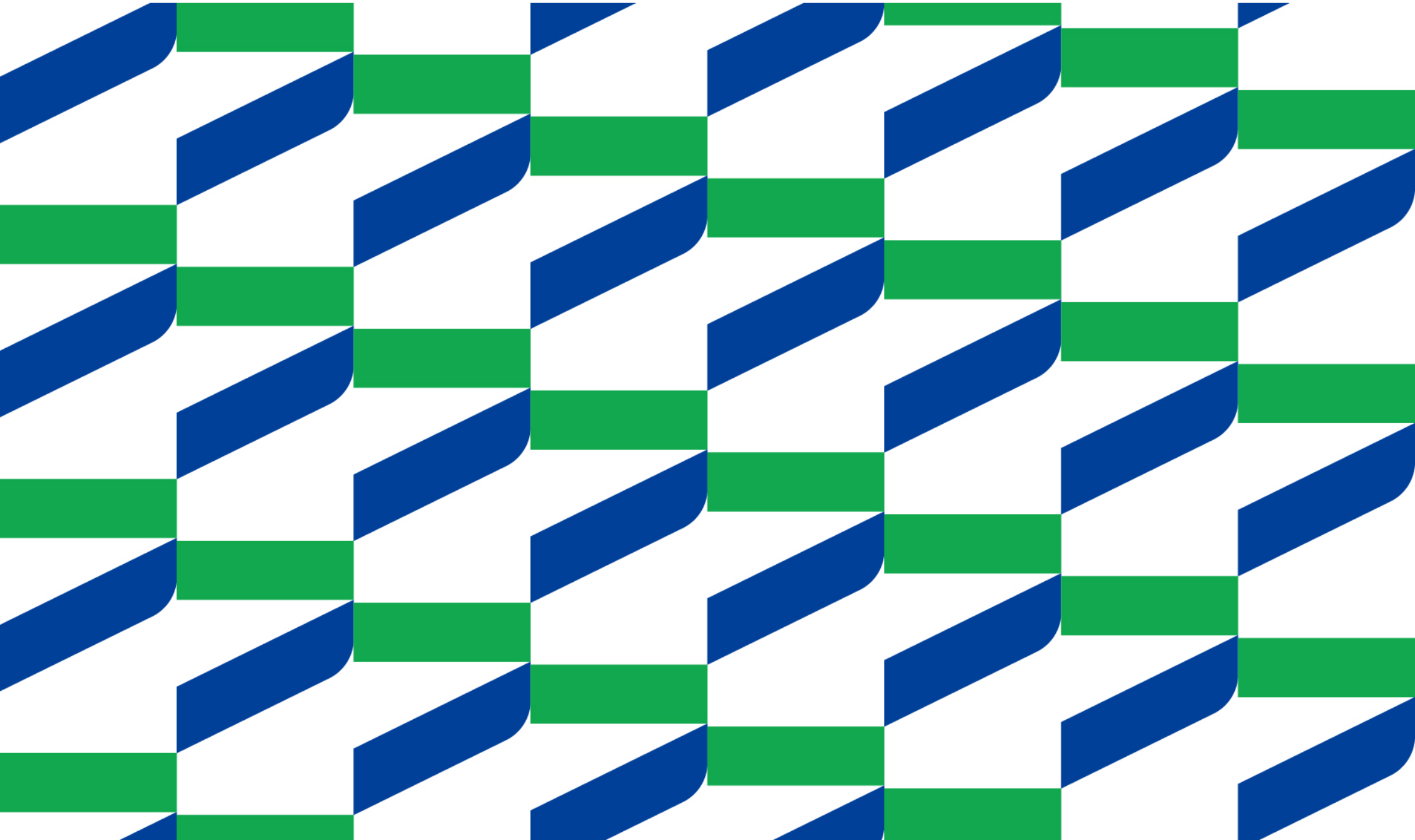

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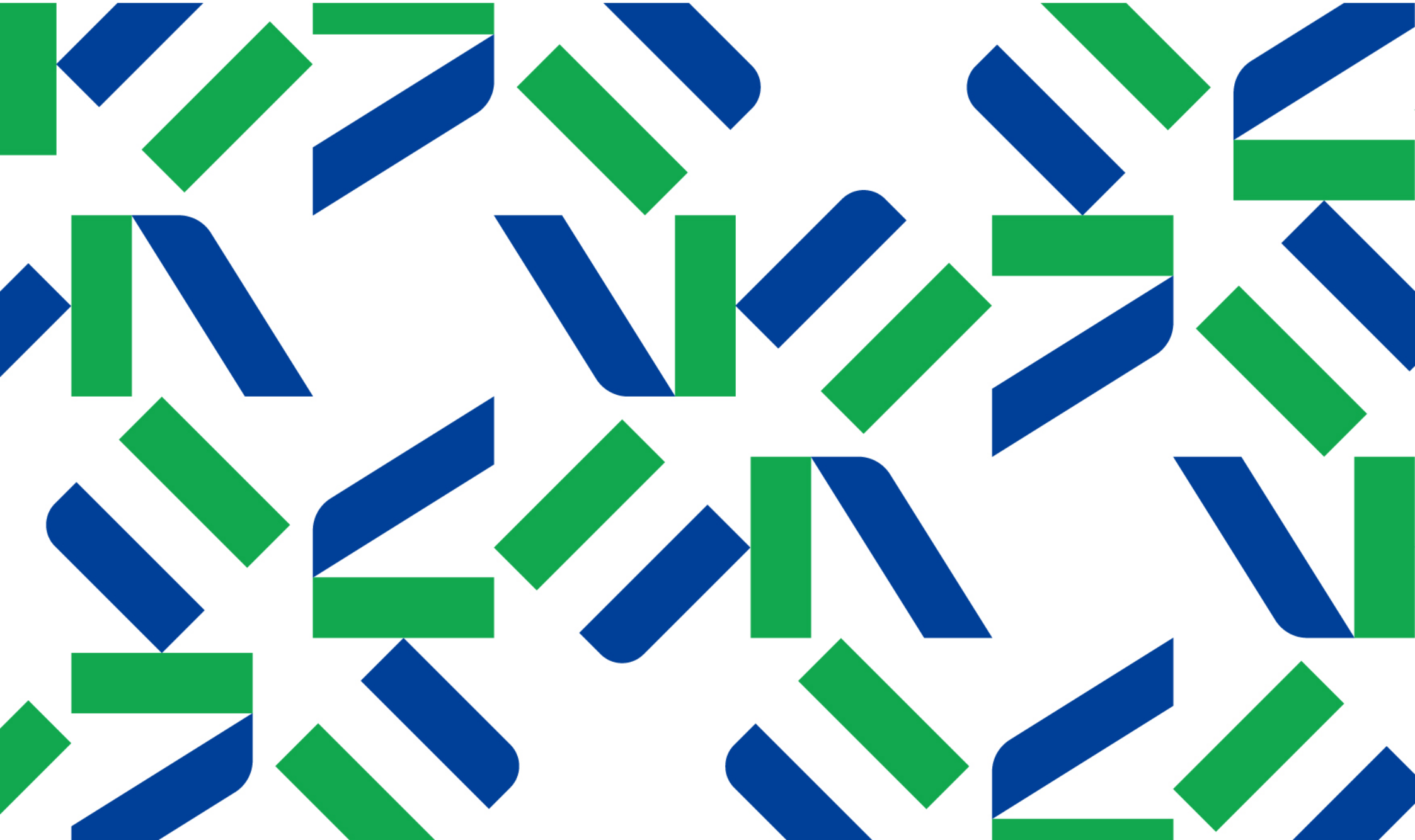

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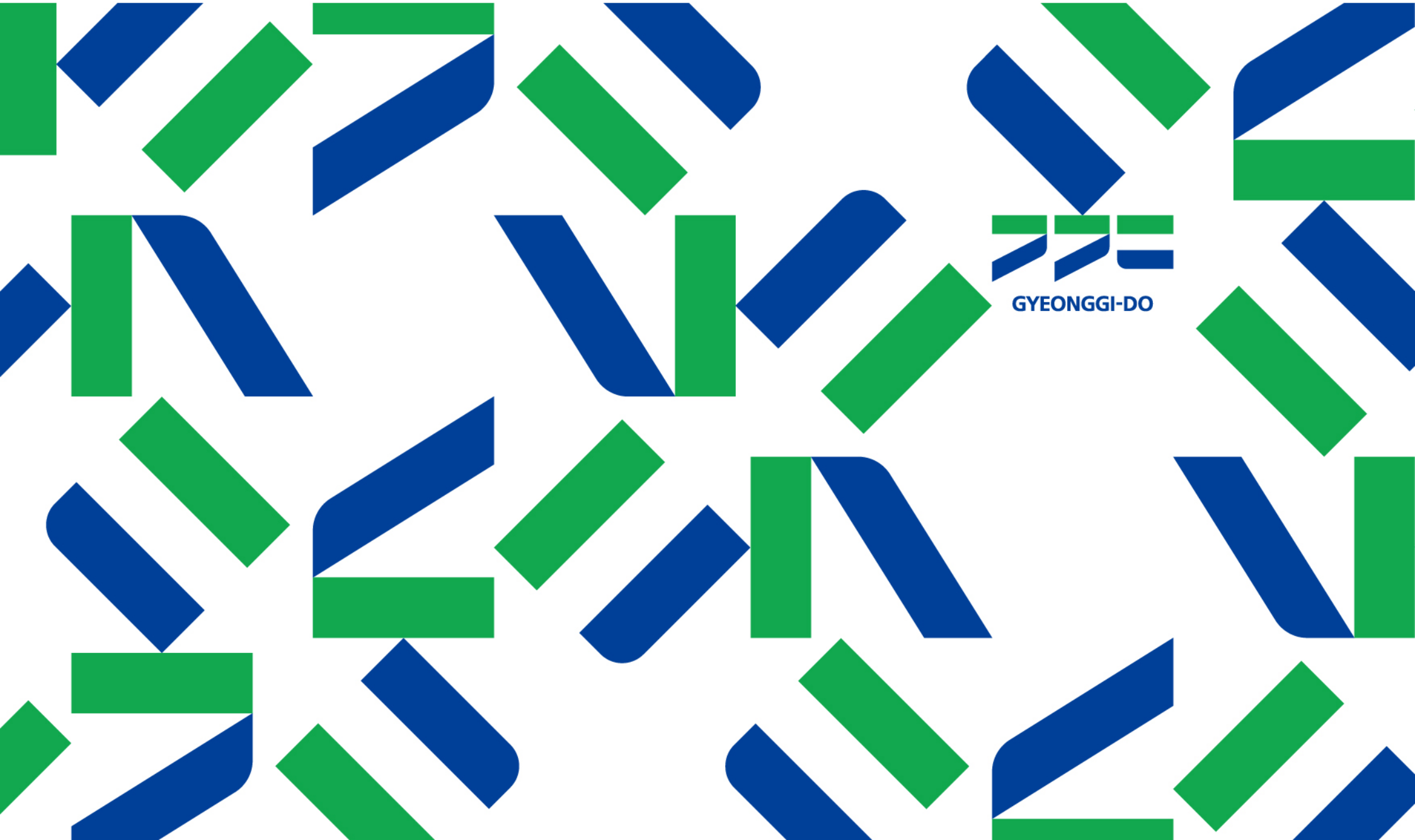


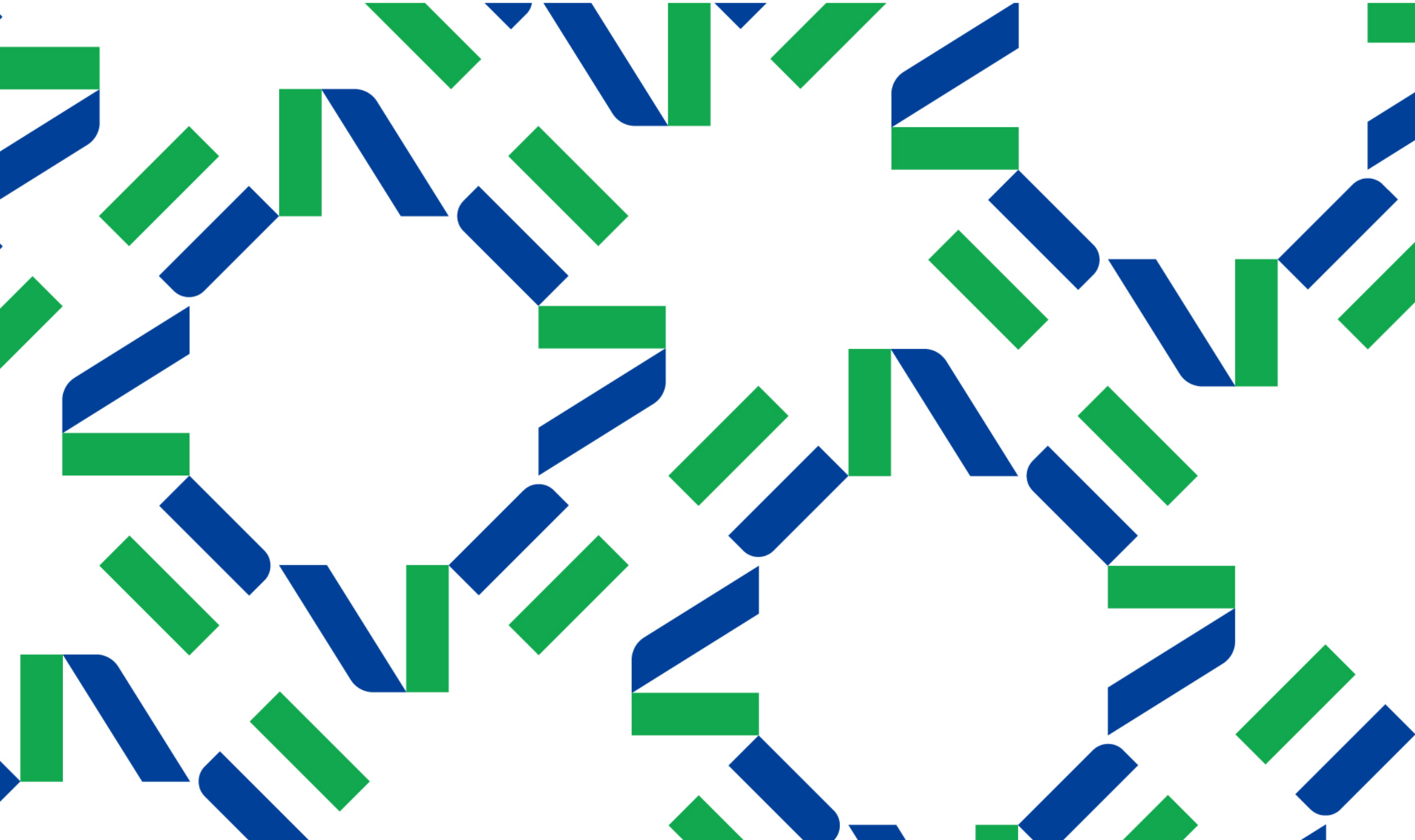

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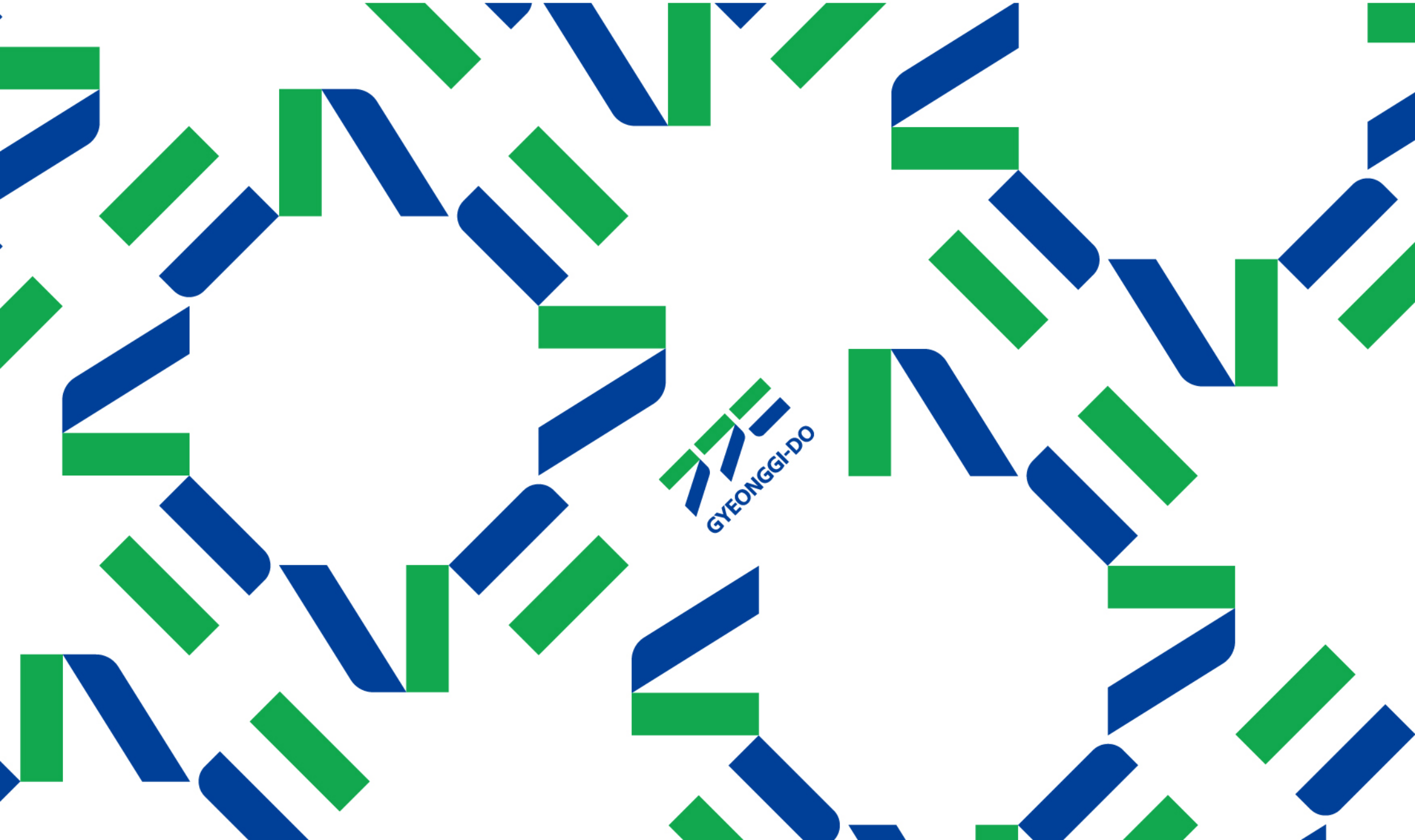


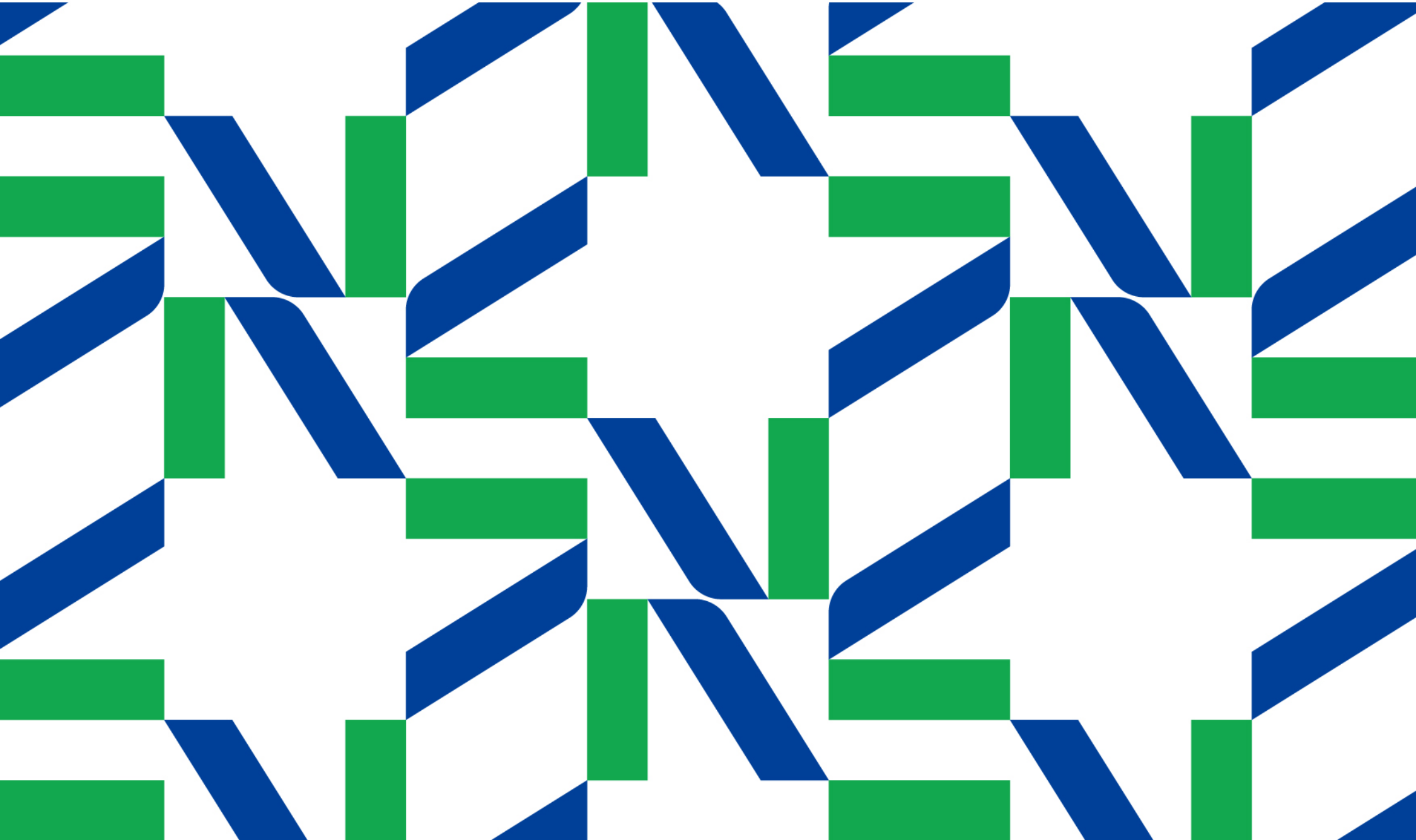
GYEONGGI-DO




GYEONGGI-DO



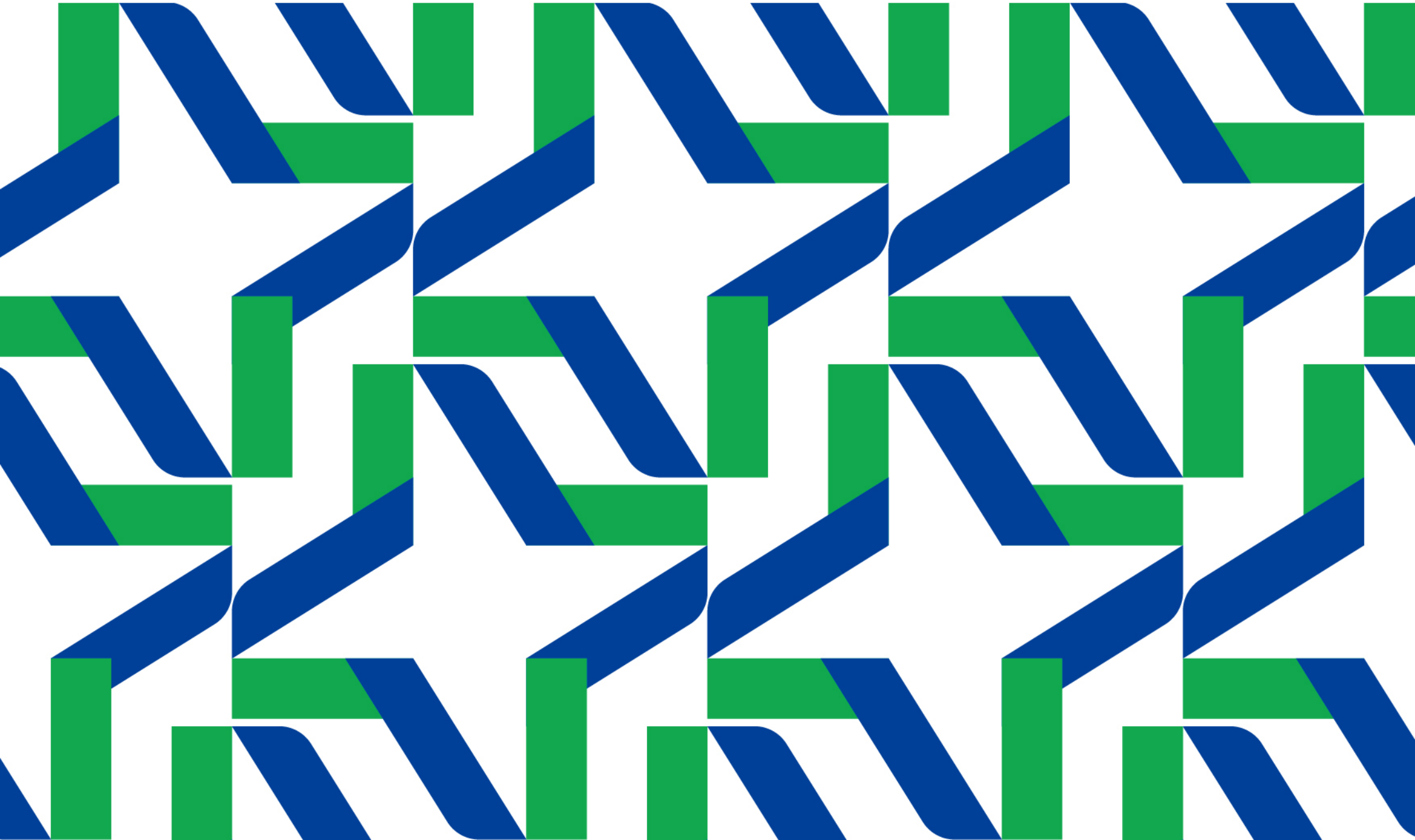

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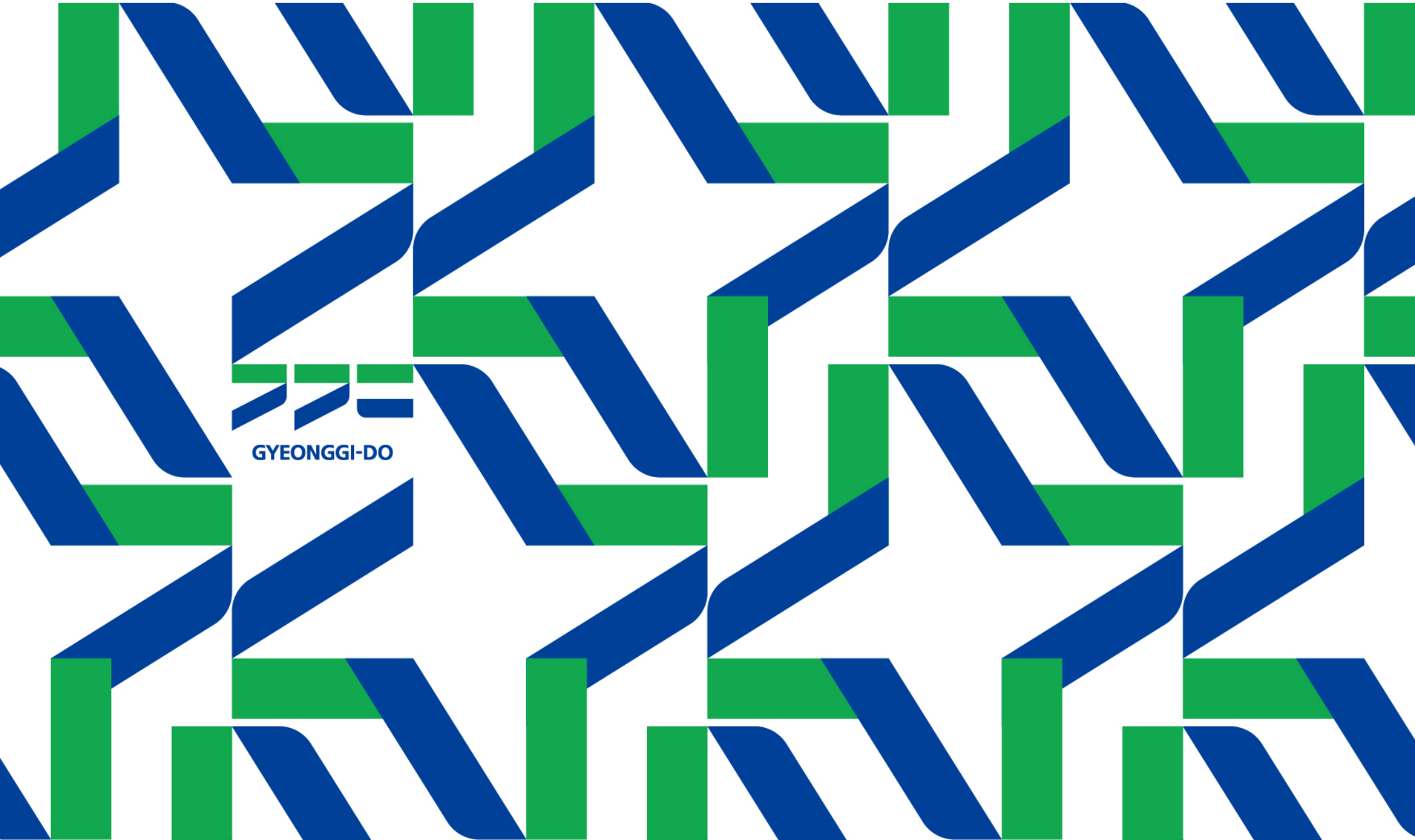


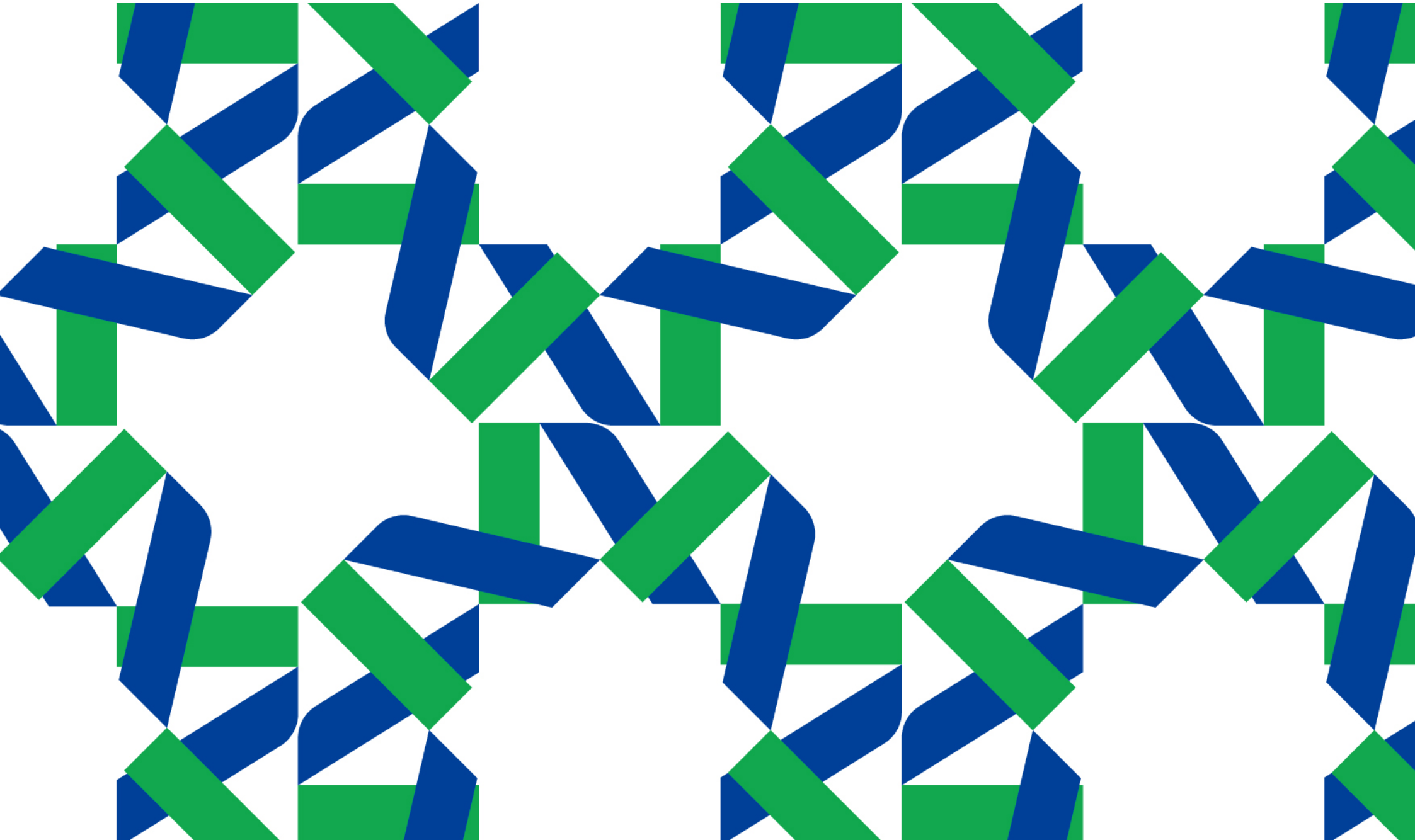

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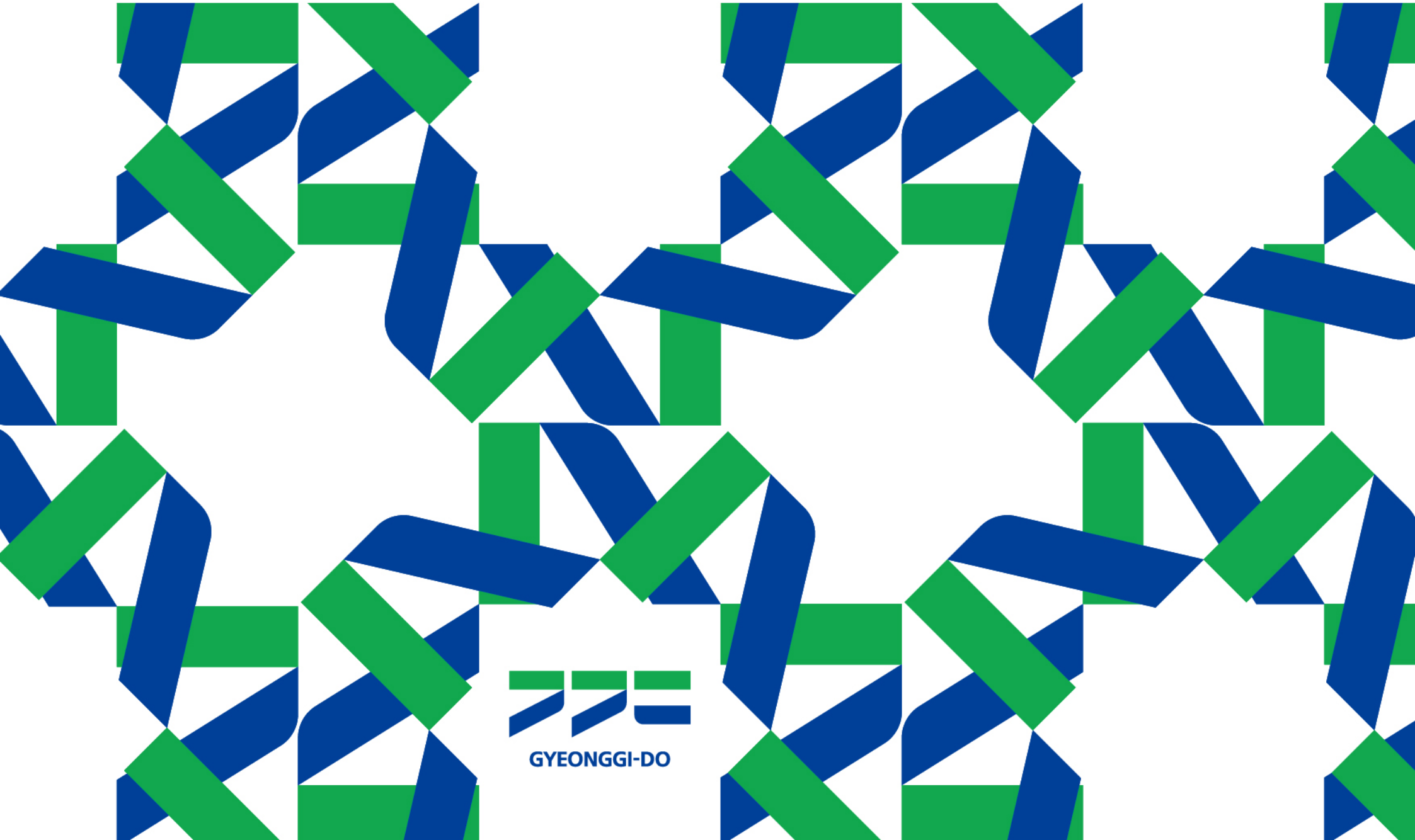



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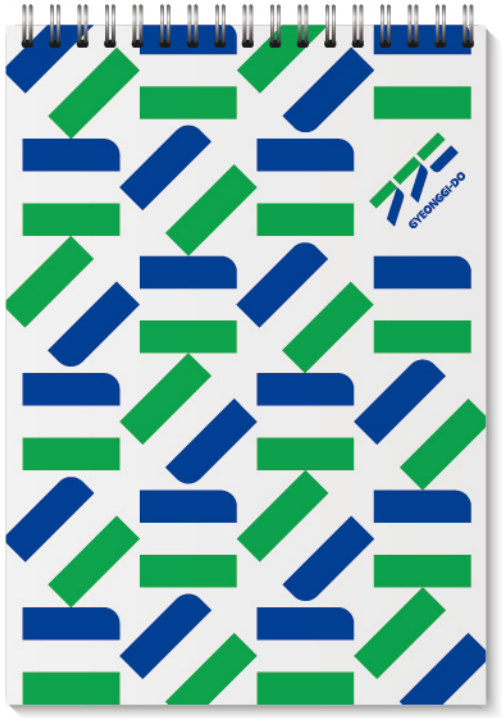



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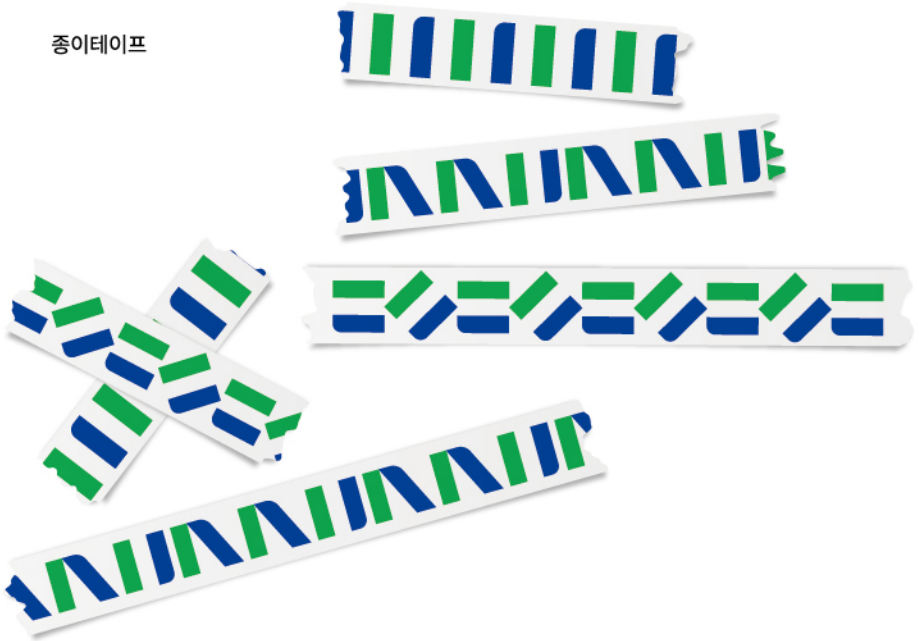



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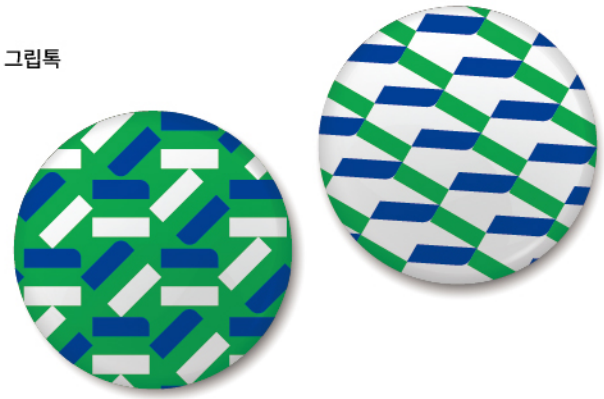
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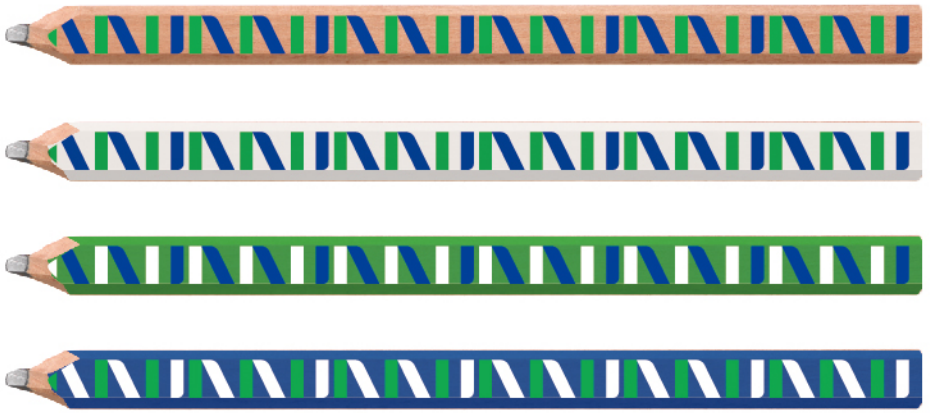
종이테이프



그립톡



연필



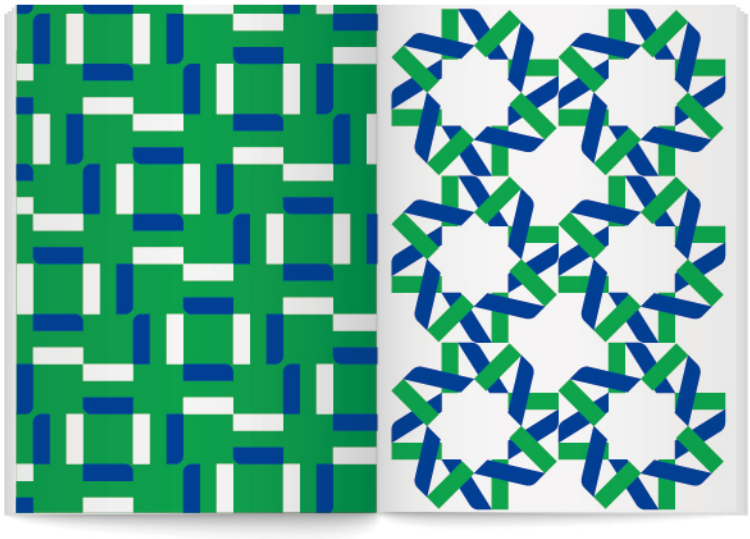
종이컵



코스터



패턴북



양말



머그컵



티셔츠



에코백



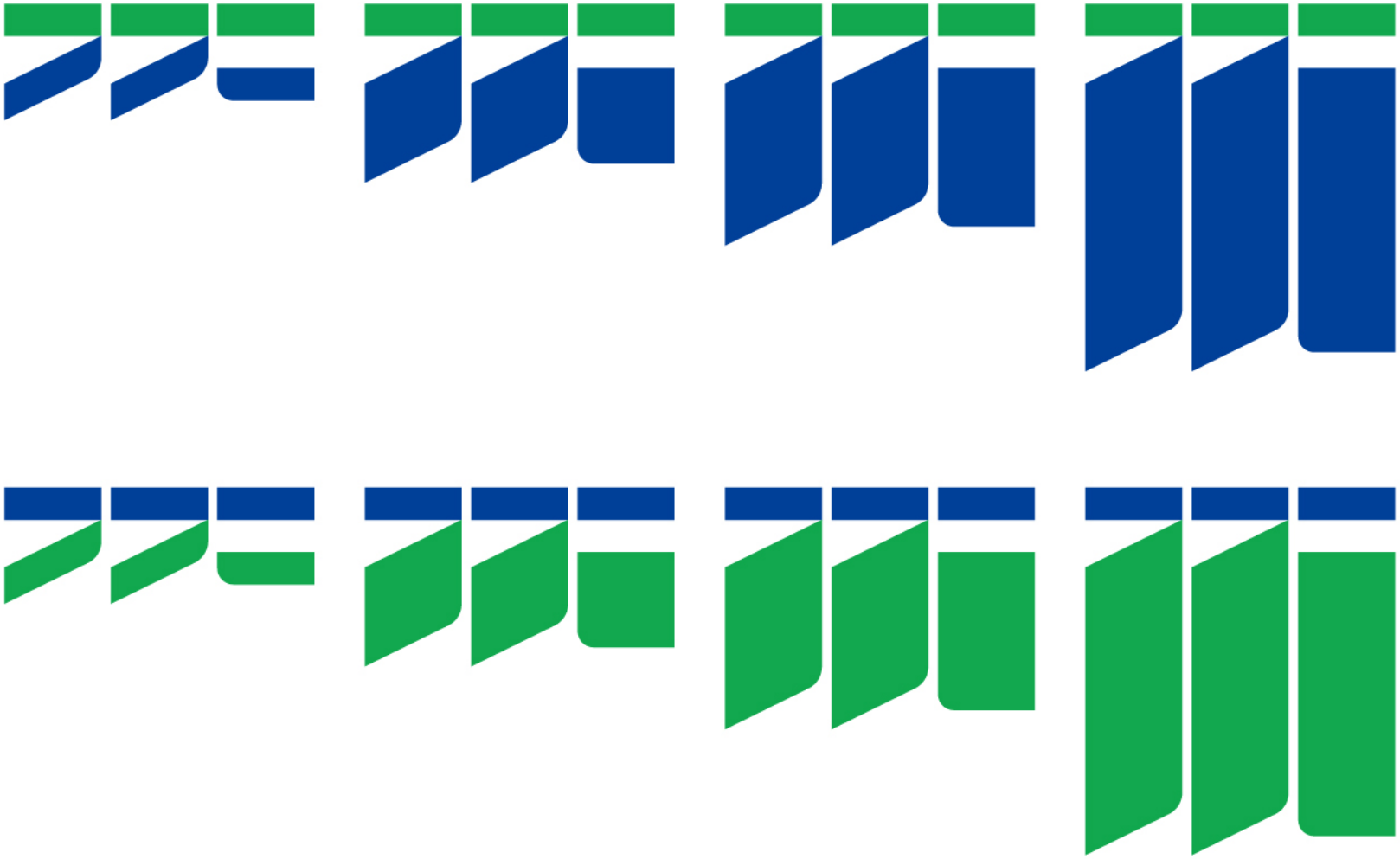
에어팟 케이스

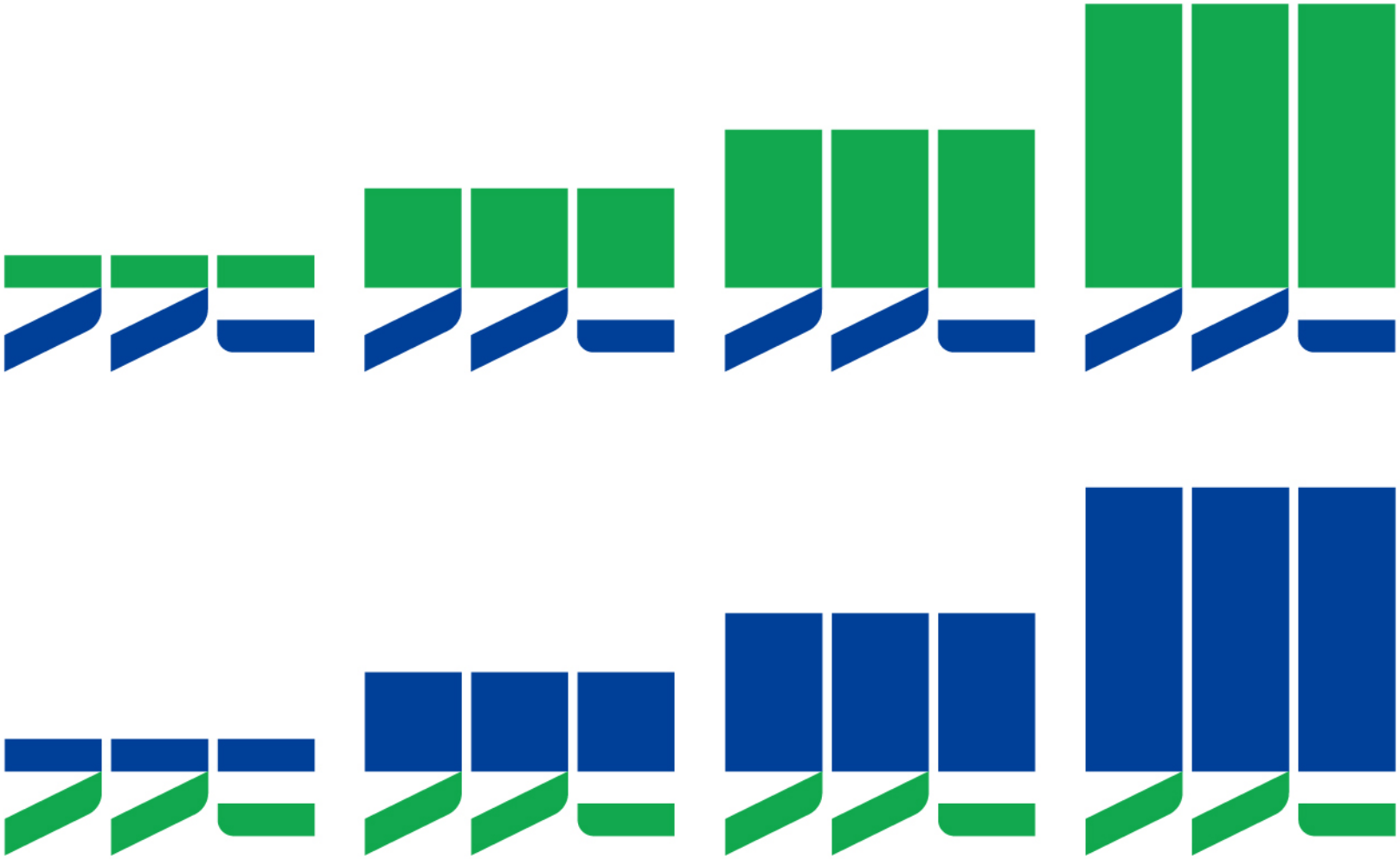


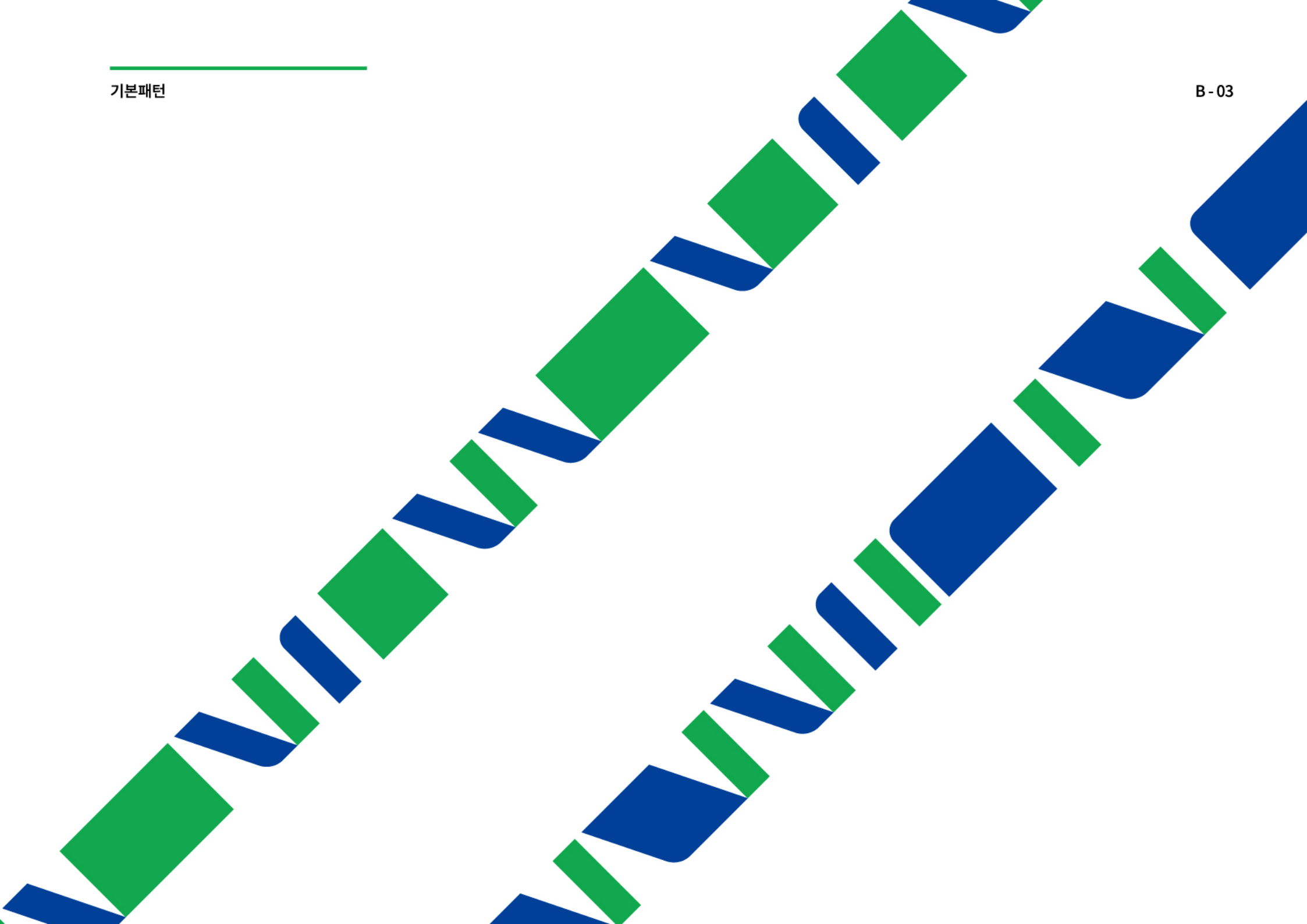
Concept B
다양한 가치를 깊이 있게 연결하다

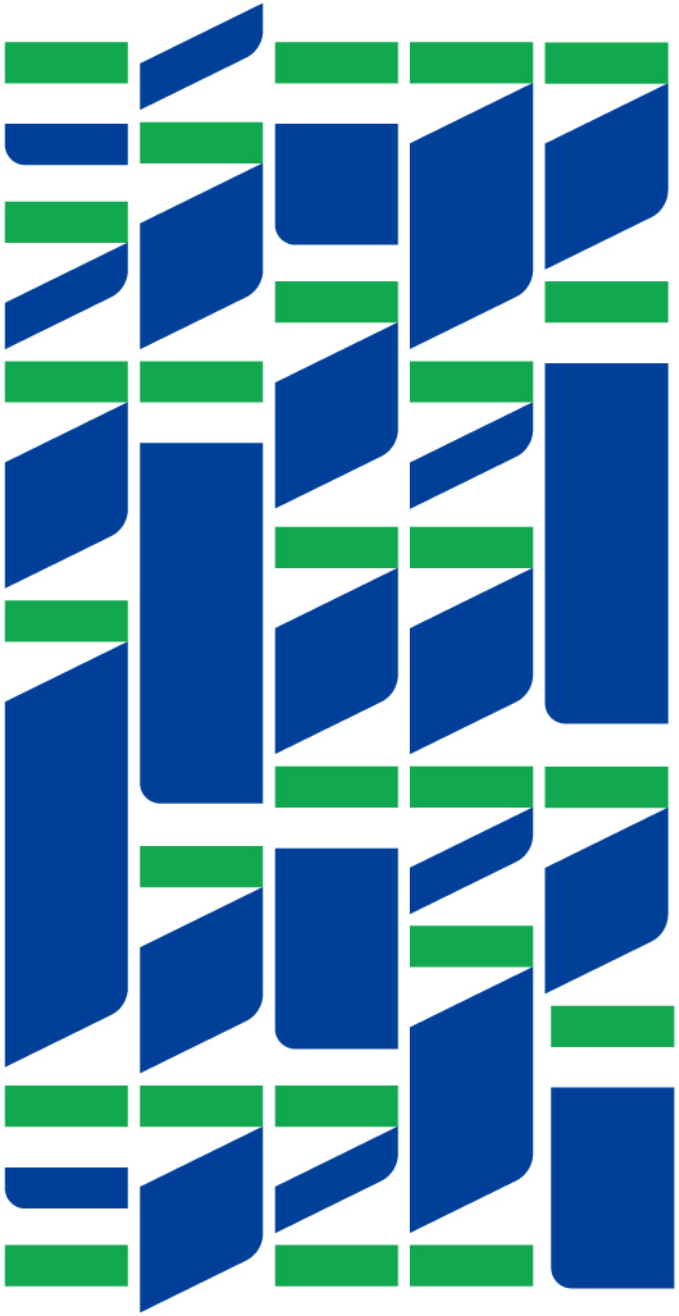
수직적 길이 연장을 중심으로 표현하여
경기도의 존재감 있는 인상을 표현

B-01 유닛 a
B-02 유닛 b
B-03 기본패턴
B-04 확장패턴 a
B-05 확장패턴 b
B-06 상품화 예시
B-07 상품화 예시

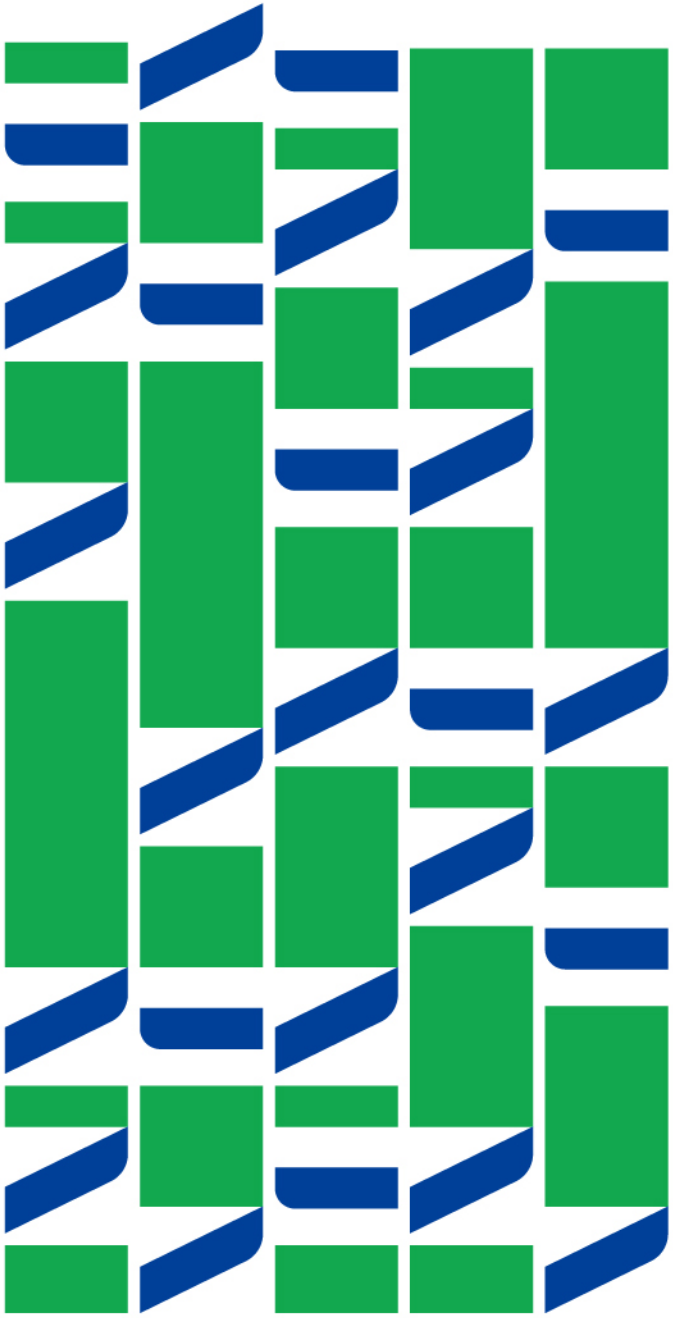


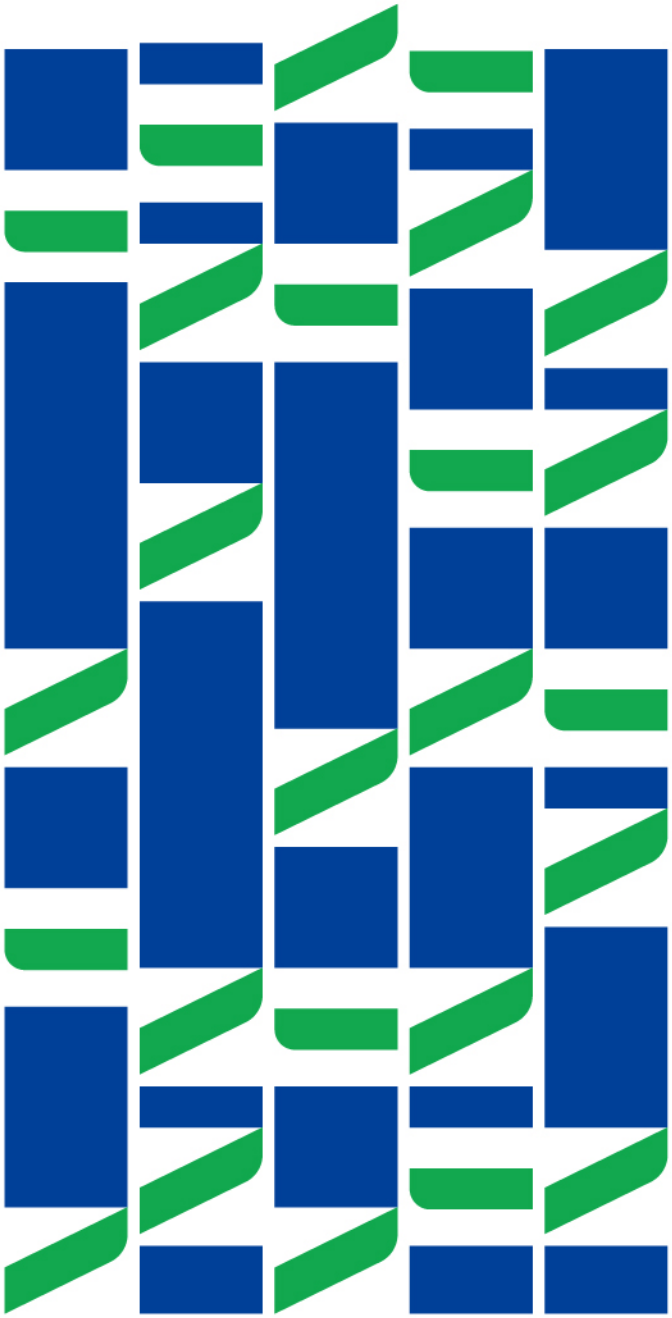










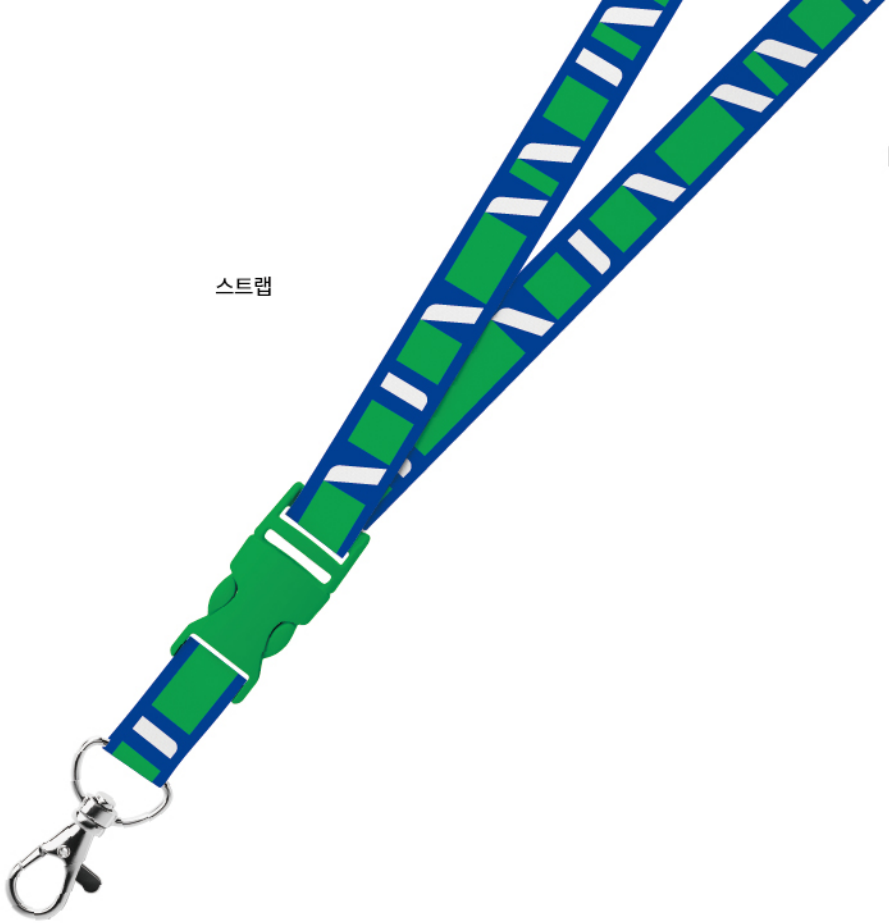


상품화 예시

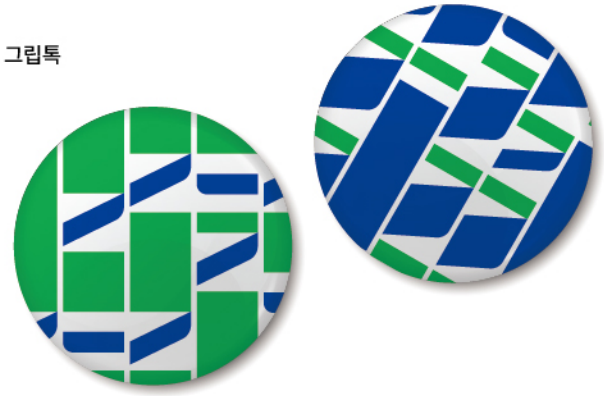
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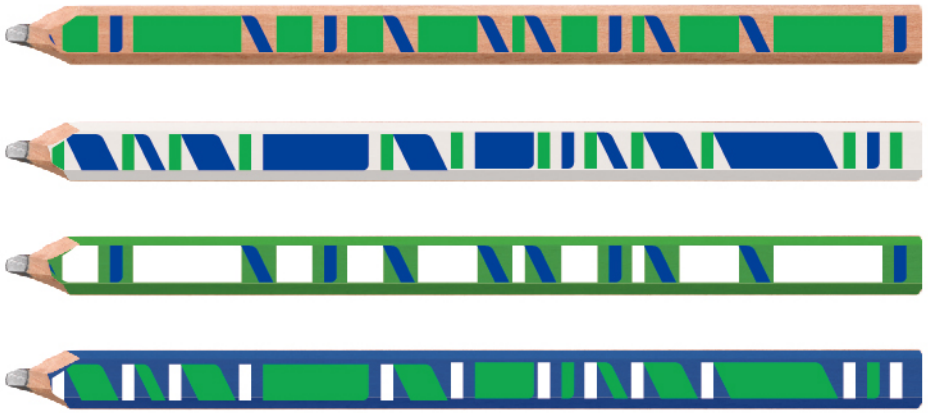
스트랩



그립톡



연필



상품화 예시

종이컵



코스터



에코백



에어팟 케이스



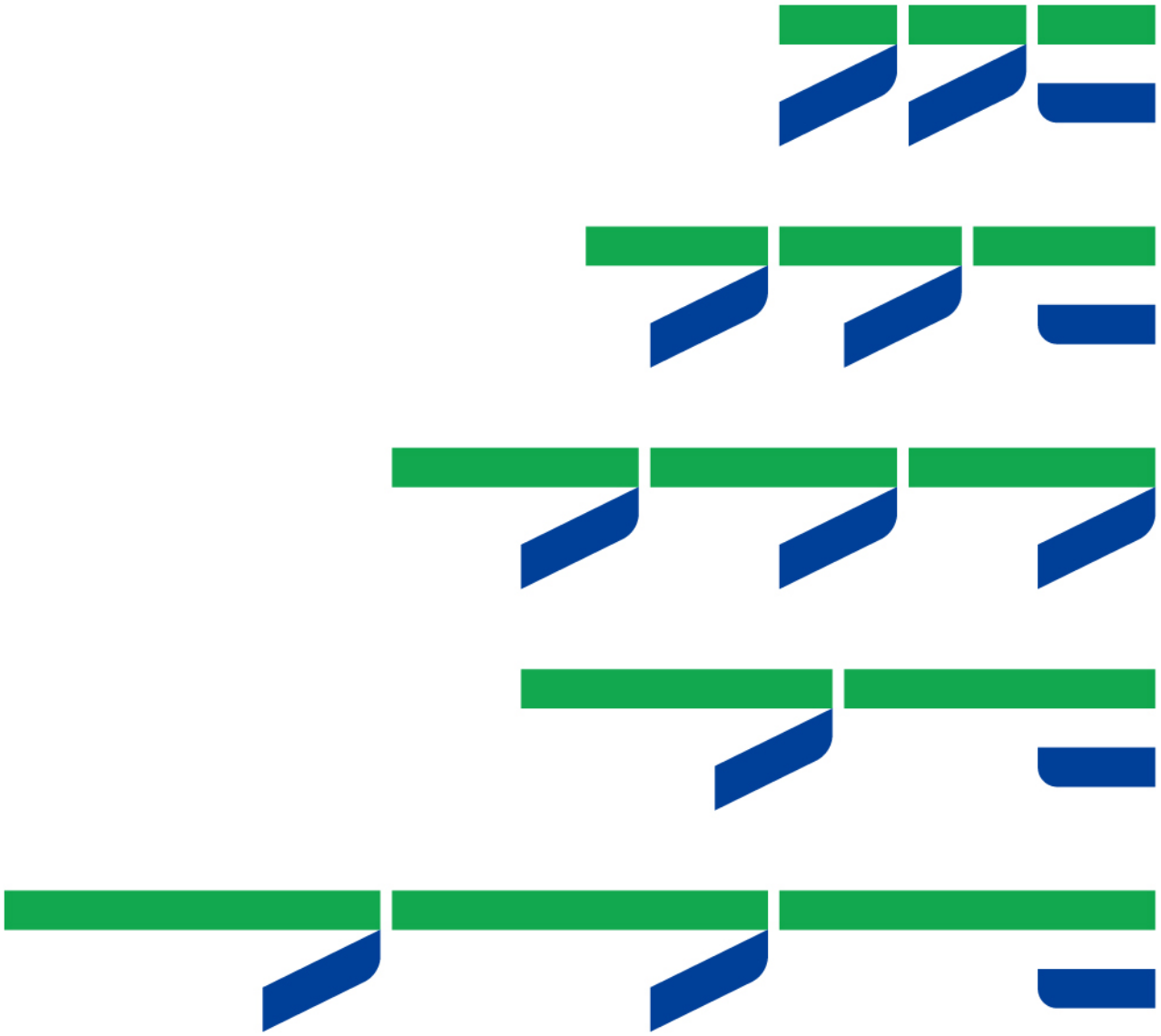
양말

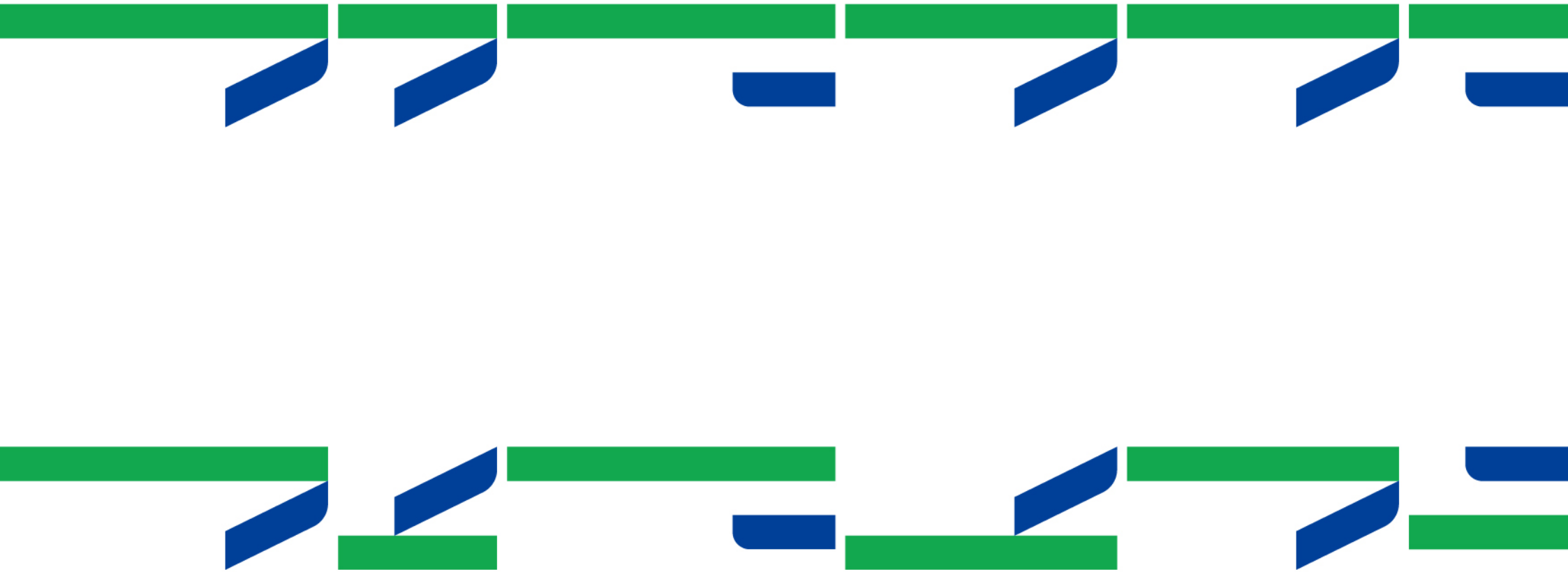


Concept C
시민과 호흡하다
미래가 박동하다

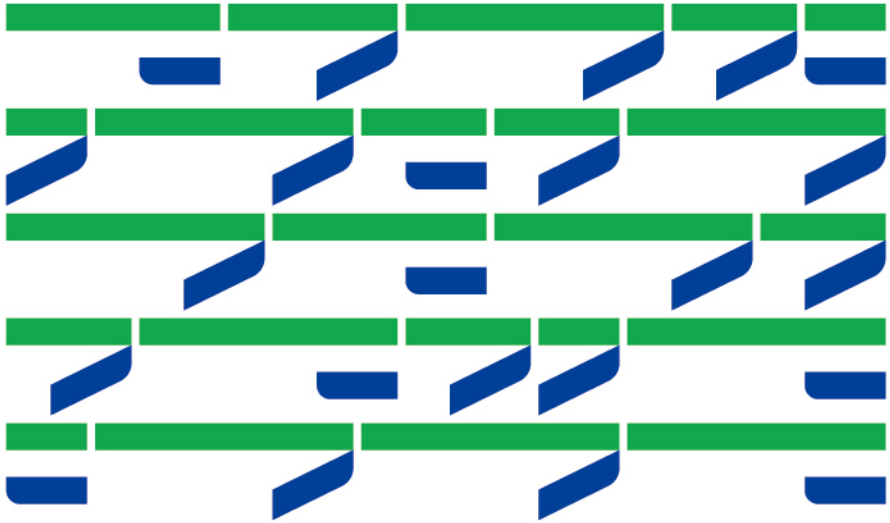
수평적 길이 연장을 중심으로 표현하여
경기도의 지속성과 연결성을 표현

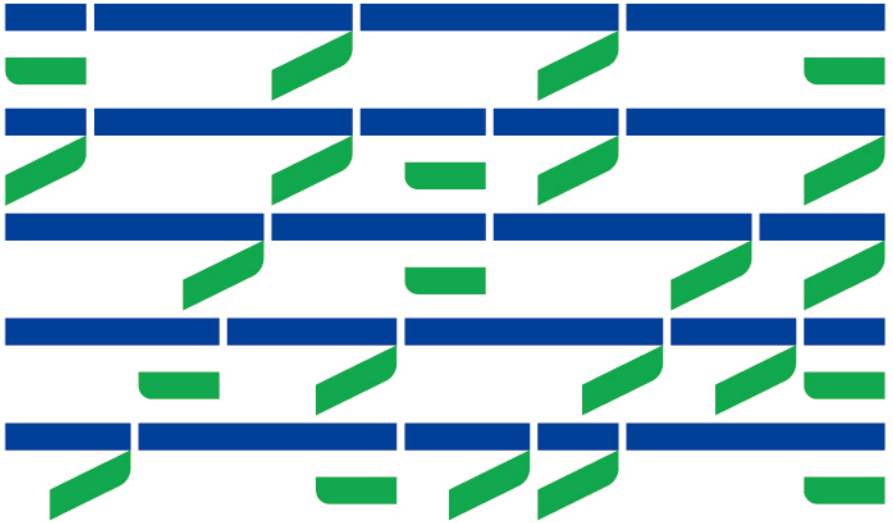
C-01 유닛
C-02 기본패턴 a
C-03 기본패턴 b
C-04 확장패턴 a
C-05 확장패턴 b
C-06 상품화 예시
C-07 상품화 예시

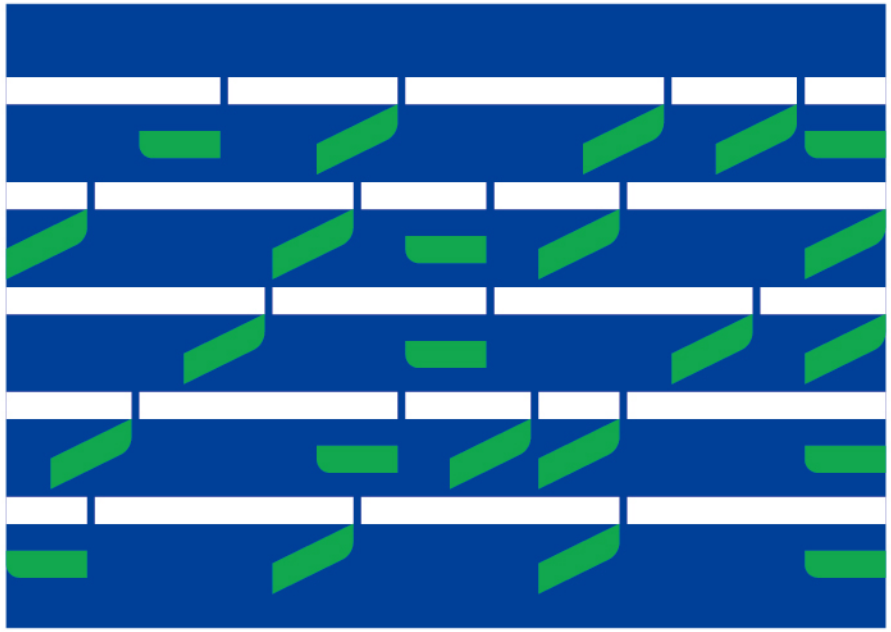


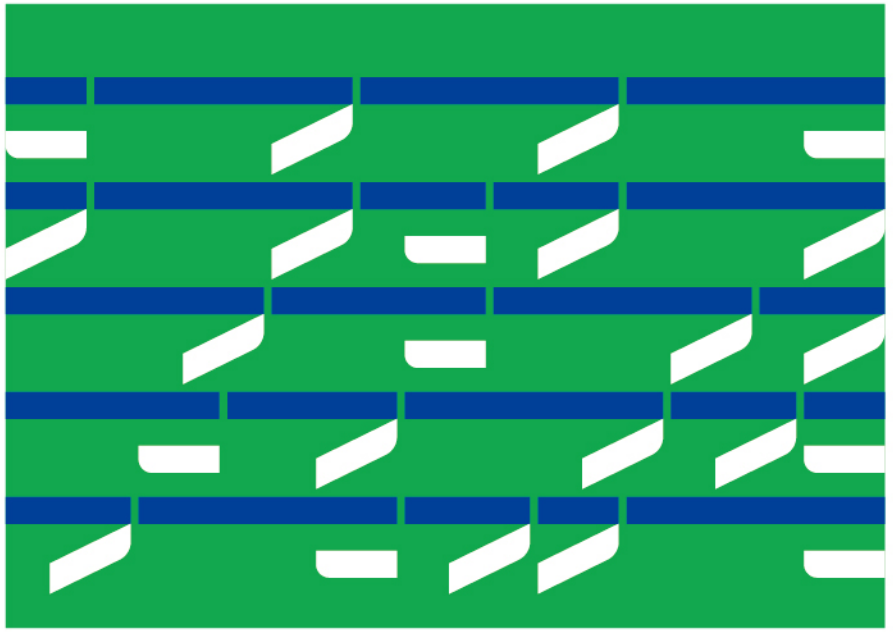




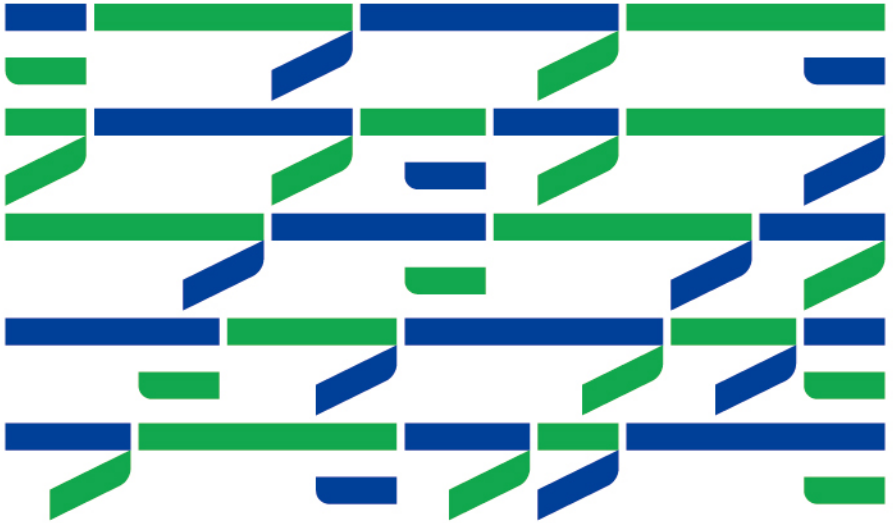


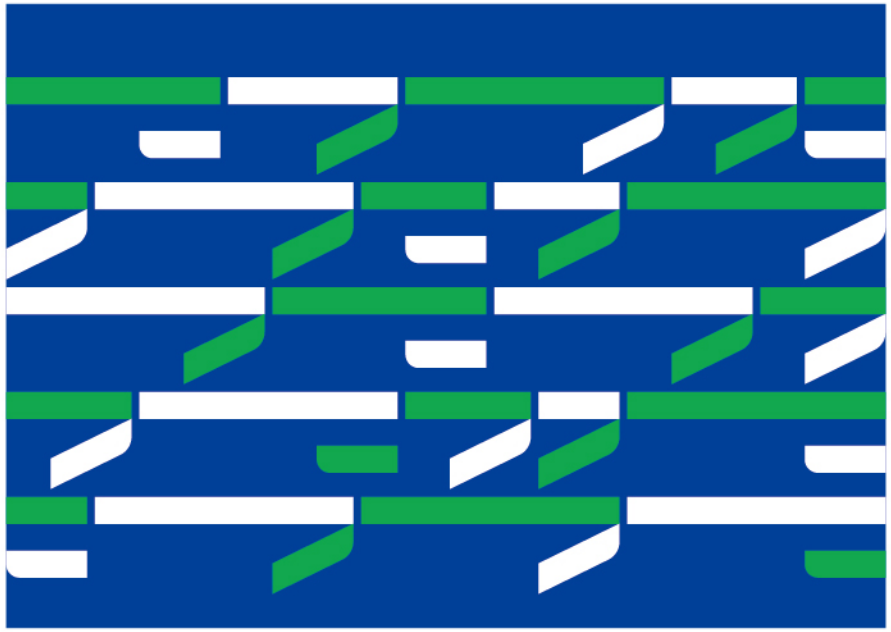










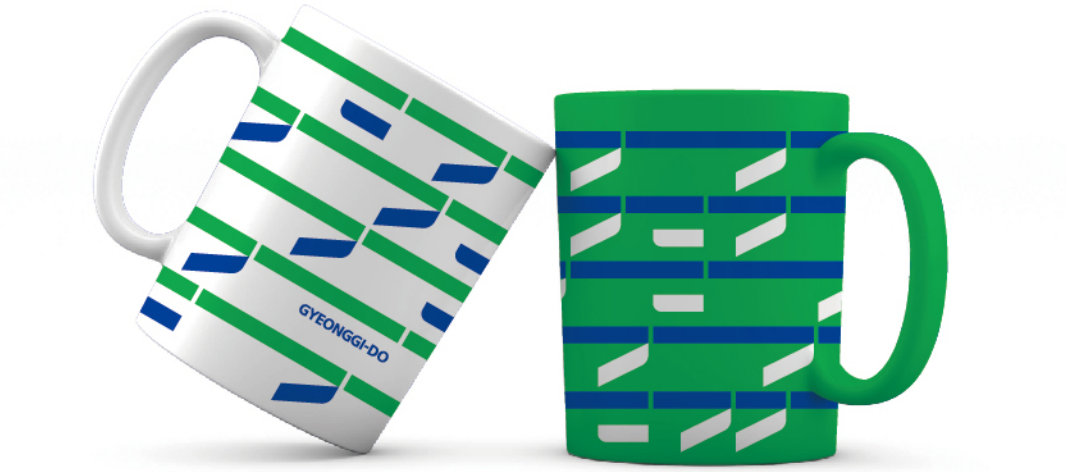




노트



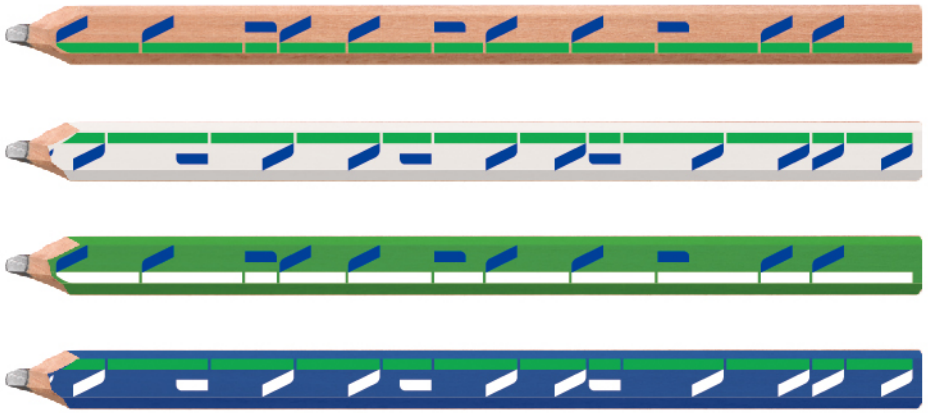
머그컵



그립톡



연필



상품화 예시

종이컵



코스터



에코백



에어팟 케이스



양말

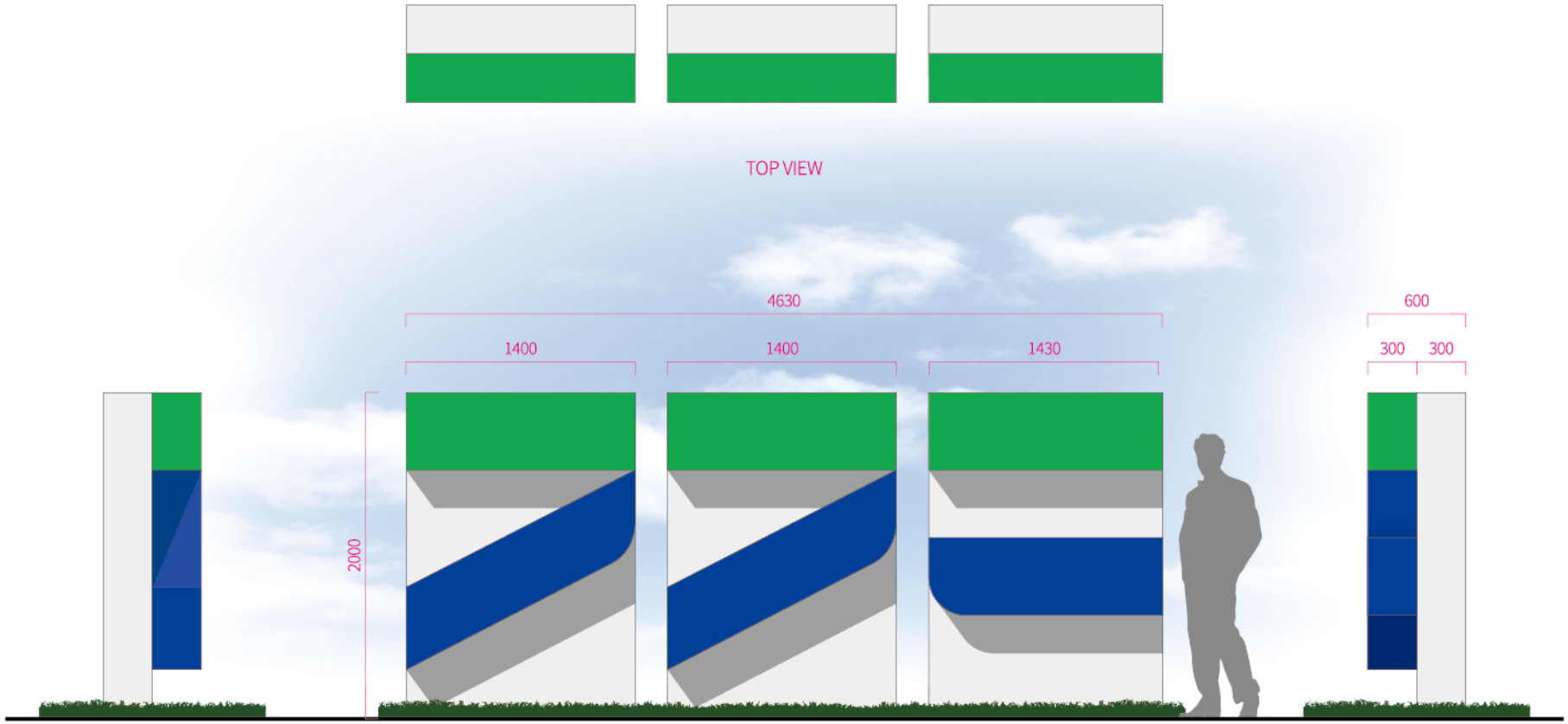


Sculpture Design

상징 조형물 디자인

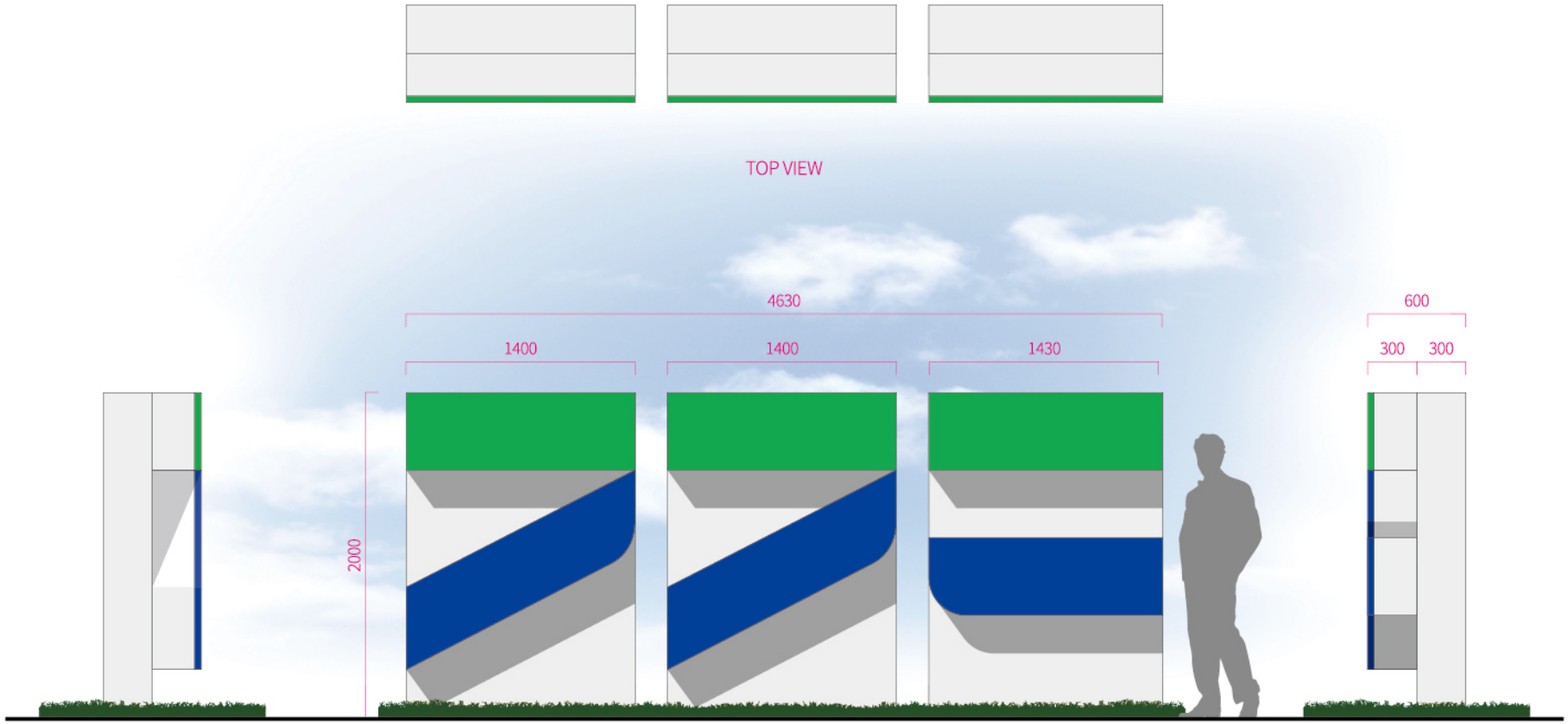
01 A-1
02 A-1 적용예시
03 A-2
04 A-2 적용예시
05 B
06 B 적용예시
07 C
08 C 적용예시
09 D
10 D 적용예시
11 E
12 F
13 G

Scale : 1/ 40
4,630 X 2,000
스테인레스 가공 / 투광등 조명



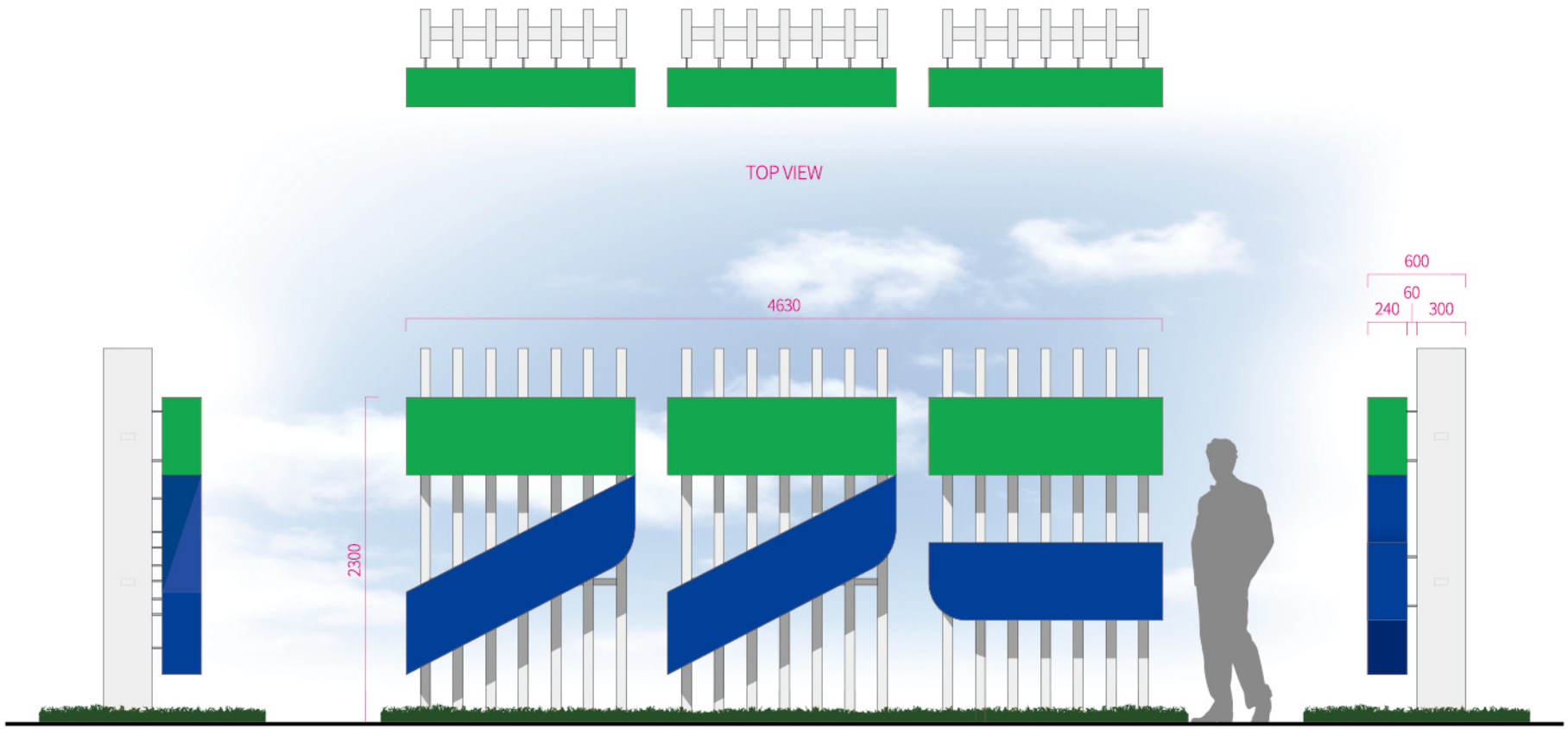


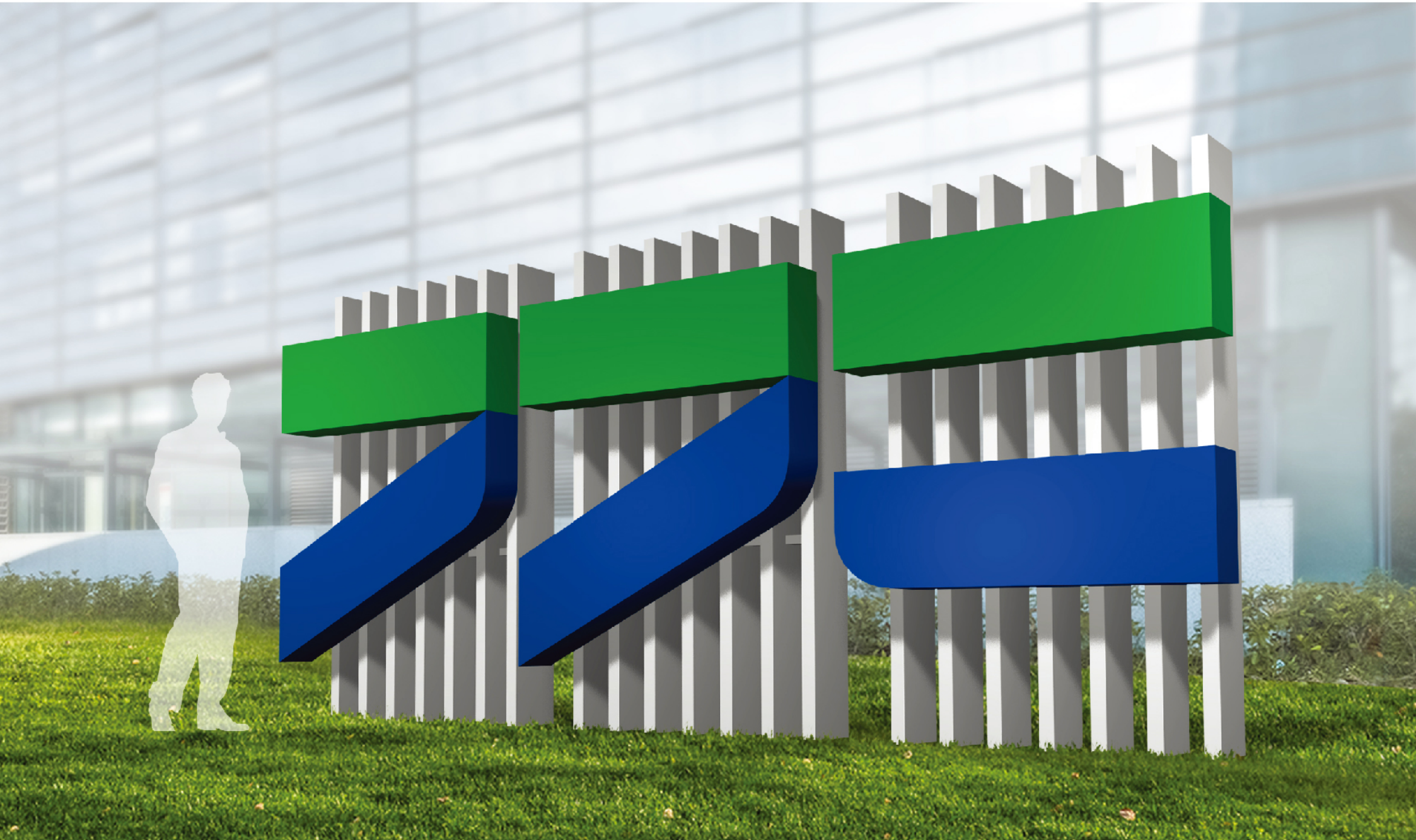
Scale : 1/ 40
4,630 X 2,000
스테인레스 가공 / 투광등 조명





Scale : 1/ 40
4,630 X 2,300
스테인레스 가공 / 투광등 조명



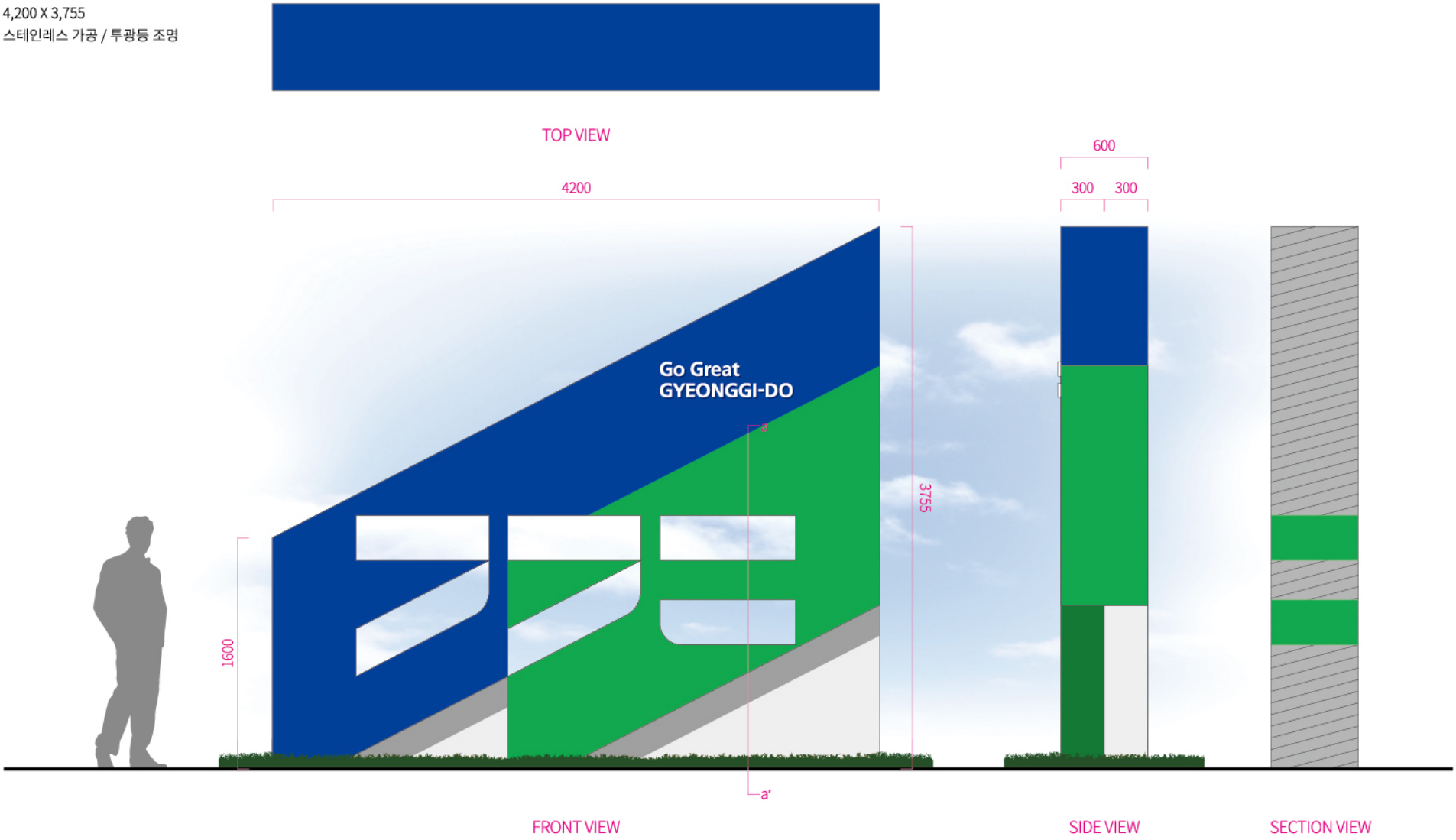


Scale : 1/ 40
4,200 X 2,200
스테인레스 가공 / 투광등 조명




경기도
GYEONGGI-DO

Scale : 1/ 40
4,200 X 3,755
스테인레스 가공 / 투광등 조명




Go Great
GYEONGGI-DO

Scale : 1/ 40
4,600 X 1,800
스테인레스 가공 / LED 채널



Scale : 1/ 40
4,600 X 1,800
스테인레스 가공 / LED 채널



Scale : 1/ 40
4,600 X 1,800
스테인레스 가공 / LED 채널

