Life’s Good.

What is a good life?

At LG Electronics, we believe that a good life is about enjoying all the precious moments to the fullest.

Like making a meal for a loved one, watching a live sports match with friends, taking some time to wind down, or driving towards a new destination.

Since 1958, we have made more than just top-quality TVs, computers, washers, and refrigerators. We’ve been welcomed into people’s daily lives to help them experience a good life.

Now and going forward, we are committed to creating a better life for people and a better future for the planet.
02. Logo
Logo

Introduction

The LG Electronics Logo is a face that represents our brand.

Therefore, all LG Electronics members must accurately use The Logo across various environments to establish a consistent brand identity.

By adhering to the specific details outlined in this brand guide and applying them accurately and consistently to content, we can enhance LG Electronics' brand value even further.

Note:
We will no longer use the 3D Logo and will use the 2D Logo. We will refrain from using the previous combination of The Logo and Slogan together.
Logo
Symbol Mark

The Symbol Mark is an embodiment of these five concepts: a global mindset, a future-oriented vision, youth, people, and technology.

The letters L and G are placed within a circle, symbolizing that people remain at the center of LG’s corporate philosophy.

The Symbol Mark also represents the determination and unyielding effort of LGE employees across the globe to build strong connections with customers and bring them maximum satisfaction.

The round smiling-face Symbol Mark is a highly recognizable icon of the LGE Brand.

Note:
symbol mark must not be used alone.
**Logo**

**Logotype**

The Logotype is the primary written identifier for the LGE Brand.

Above all other elements, The Logotype conveys the corporate image with the most linguistic prominence.

The Logotype must always be LG Gray (C0, M0, Y0, K70), Black or White.
Logo
Clear Space and
Minimum Size

We allow our Logo a good amount of clear space so it can speak for itself and retain legibility.

01 Clear Space
Our fixed clear space is 0.15X of the Symbol size.

This clear space rule is to be observed at all times to ensure that our Logo is always visible and appears with impact.

02 Minimum Size
The Logo must always be at least 4mm/16px tall.
**Vertical Logo**

**Clear Space and Minimum Size**

The Logo must be used while adhering to appropriate clear space Guidelines to ensure readability and visibility.

**01 Clear Space**

Clear space is 15% of The Logo size. Other elements cannot be placed around The Logo.

The clear space rule should always be observed to ensure The Logo is always visible and impactful.

**02 Minimum Size**

The Logo must always be at least 4mm/16px tall.

**Note:**

It is important to be cautious about the different ratios between symbol mark and The Logotype, in the vertical Logo and the horizontal Logo.

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**15%**

<table>
<thead>
<tr>
<th>4mm/16px</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>100%</td>
</tr>
</tbody>
</table>

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The LGE Logo is a highly recognizable asset. As shown to the right, The Logo may be placed on a black-and-white background or backgrounds of diverse colors, and The Logo color may vary depending on the background color, to ensure sufficient contrast and legibility.

White

LG Active Red

LG Red

Black

Warm Gray

Image

Do not use on a busy background.
**Logo Don’ts**

1. Don’t recolor our Logo.
2. Don’t change the relationship between the symbol mark and the logo.
3. Don’t rotate, stretch, squash or crop out the Logo.
4. Don’t use our logo smaller than specified.
5. Don’t use shadows or effects.
6. Don’t obscure our logo.
7. Don’t use previous 3D Slogan combination.
8. Don’t create your own logos.
9. Don’t apply perspective to the logo.
10. Don’t use symbol mark without the logotype.
11. Don’t use The Logo in the sentences.
12. Don’t use the wrong ratio between the Symbol and the logo.
13. Don’t use a logo color that is difficult to read on a bright background color.
14. Don’t use the color Red for the symbol mark on red background.
05. **Color**
Color
Core and supporting palette

We can express a vibrant and modern image by utilizing the newly introduced Active Red in addition to our existing brand color, LG Red.

The Gray palette, used as a secondary color, adds warmth to our communication. It can be applied to all content and complements the primary color palette.

By adjusting the composition or proportion of colors according to the context, we can create a range of atmospheres, from comfortable and soothing, to impactful and bold.

For further reference, please refer the recommended colors and gradients on the following example pages.

Note:
If additional accent colors are needed, a wide range of colors can be used. However, it is important to avoid using colors that evoke images of competitors or competitors’ products.
06. Gradients
Gradients
Overview

Gradients are a very expressive elements in our EI system that adds depth, warmth, and richness to our experience.

They feel ambient and abstract, sitting behind or interacting with other design elements.

Note:
The cannot be modified or further created.
Gradients
Master Suite

When static, we have four gradient assets going from light to dark.

Each has a unique look and feel, which can be selected depending on the context or tone.
Gradients
Cropping

We crop our master gradients for layouts. Here are some suggestions for how we might crop them in predefined formats:

To convey richness, at least two or more colors should be visible when cropping. They can also be rotated.

To ensure consistency across all communications, choose one of the five cropped forms that best suit the medium.

1. Extreme Portrait
   For use in extra tall assets, e.g. web banners

2. Portrait
   For use in portrait mobile formats, 6-sheet ads and common print formats

3. Square
   For most social post formats

4. Landscape
   Useful for common digital and video formats, and 48-sheet advertising

5. Extreme Landscape
   For use in extreme landscape formats, e.g. CES event talks
Gradients
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To ensure consistency across all communications, choose one of the five cropped forms that best suit the execution medium.

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   - e.g. web banners

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07. Typography
Typography
Application

For all brand key messages, we use LG EI Headline font.

We do not use the existing LG Smart font.

Note:
The typography is expected to be released in late September for countries that use Latin+. 

Download Typography

0123456789

Thin
Light
Regular
SemiBold
Bold
Typography Application

For the body copy, we use LG EI Text font.

We do not use the existing LG Smart font.

Note:
LG EI Text is the updated name for the LG Smart UI font.
Typography System

For marketing materials, there are no specific regulations regarding font thickness.

**Note:**
Using LG EI Headline below 18pt may result in reduced readability and is not recommended.

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**Title / Head copy**

**Body copy**
Typography System

For marketing materials, there are no specific regulations regarding font thickness.

However, when placing the font close to the "Life’s Good" Slogan, using the Regular font is recommended.
08. Slogan
Our Slogan has purpose, scale, and emotion. We use it in memorable ways in our communications as a lead or sign-off. It reminds us that life’s not perfect, but small things make it good. The period conveys confidence and a bold image, which is what we ultimately aim to express.

Note:
The font used in the Slogan cannot be applied in other texts. It must only be used for the “Life’s Good” brand asset.
**Slogan Colorways**

The Slogan may be placed on diverse background colors, and the Slogan color may vary accordingly, to ensure sufficient contrast and legibility.

**Note:**
The Slogan’s color cannot be further altered and must only use the given colors (i.e. Active Red, White, and Black).

![White Slogan](image)

![LG Active Red Slogan](image)

![LG Red Slogan](image)

![Black Slogan](image)

![Warm Gray Slogan](image)

![Gradient Slogan](image)
Slogan Versions

Our Slogan can be used as a lead message or a sign-off, depending on the communication direction. However, it cannot be used simultaneously as both a lead message and a sign-off.

Also, it cannot be used independently without the Logo in any application.

Clear Space

Keep an area the size of the period in the Slogan around the asset. This ensures clarity and legibility at all times.
Slogan
Usage and Positioning

Our Slogan helps people recognize that our brand is warm and present, even in the smallest moments.

To become distinctive, we need to use it in unique ways so it doesn’t blend in.
Slogan
Don’ts

1. Don’t crop or obstruct the legibility of the Slogan.
2. Don’t add effects to our Slogan. (this includes outlines or transparencies)
3. Don’t use the Logo with the Slogan together.
4. Don’t rotate or skew the Slogan.
5. Don’t position the Slogan randomly, please follow our layout system.
6. Don’t use the Slogan more than once in an application.
7. Don’t use the Slogan as font.
8. Don’t use images that cover the Slogan in a way that makes it difficult to see.
The EI Forms
**Design System**

**Core vs Connected**

In their core state, the shapes are simple. Rounded edges give them a warm softness.

But, in motion or in a digital environment, multiple forms within the EI Design System are interconnected and interactively responsive to each other.
LG Wonderbox Showcase 2023

Technical Brief & Workflow
Technical Specifications

Final Export Resolution: 2412(w)x1404(h)
Frame rate: 30
Codec: h.264
Minimum length 30 seconds

Required to include phrase **Life’s Good** within the work
### Technical Specifications

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Details</th>
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<td>Color Mode</td>
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<td>Resolution</td>
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<td>Animated File Formats</td>
<td>MP4 with H.264 Codec</td>
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<td>Pixel Aspect Ratio</td>
<td>Square Pixels</td>
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<tr>
<td>Frame Rate</td>
<td>30 fps (frames per second)</td>
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<tr>
<td>Audio</td>
<td>MP4 Files = AAC Audio</td>
</tr>
</tbody>
</table>

**Overall Sq. Footage**

80.45' (w) x 46.80'(h) = ~3,765.06 sq. ft.

**“Bezel” Size**

10 7/8”

**Height from Ground**

70’

**WEST 45TH STREET FACE (SHORT SIDE)**

792(w) x 1404(h)

**BROADWAY FACE (LONG SIDE)**

1332(w) x 1404(h)

**OVERALL DISPLAY SIZE**

2412(w) x 1404(h)

**BULLNOSE CORNER**

9' 7 13/16”(w) x 46’ 9 5/8”(h)
Camera Angle

Firstly, the screen must be created according to the final export aspect ratio and modelled with the actual screen as reference.

We then need to determine the camera angle and position of where the static ‘sweet spot’ will be.

The sweet spot is where the anamorphic effect is achieved, making the video look undistorted.
Camera & Render Settings

The resolution for the initial export can be adjusted as long as the camera is able to view the entire screen within this resolution.

The resolution must also be higher than the final export of 2412x1404 as we will lose a lot of the resolution during the final baking process.

A recommended resolution would be 4880(w)x2745(h), almost double the final export to prevent any quality loss during baking.
Once the camera is set, we can start working on the main content.

While producing the content, do keep in mind that the spectators will only see the portion marked in red.
Initial Export

After working on the content, we can render out the camera from the sweet spot.

This export can be further refined and polished in other compositing software before the final output.

This provides us with a great gauge of what the audience will see.
Once the Initial Export is done, we will return to the 3D project and apply this export as a texture on the screen using camera or projection mapping.