Brand Slogan

# 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.
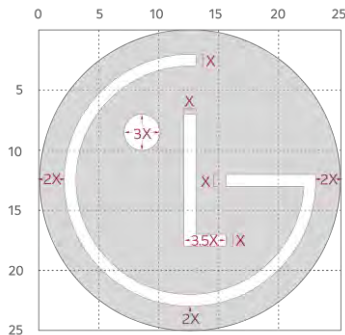


**Note: Exceptions**

The symbol mark may be displayed without The Logotype
only when applied to business cards and badges,
when used as an icon on websites and mobile apps or PC.
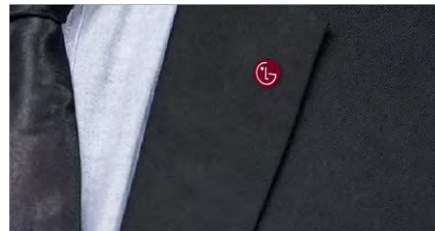
**Business Card Icon**   **Mobile Icon**   **PC Icon**



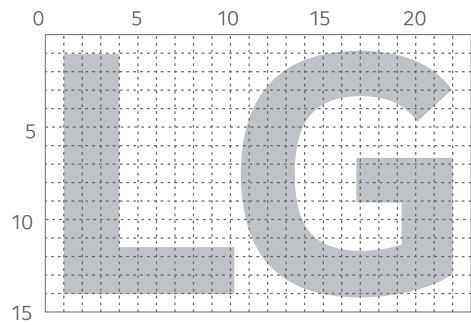**Website Icon 01**   **Website Icon 02**



**Badge**

## 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
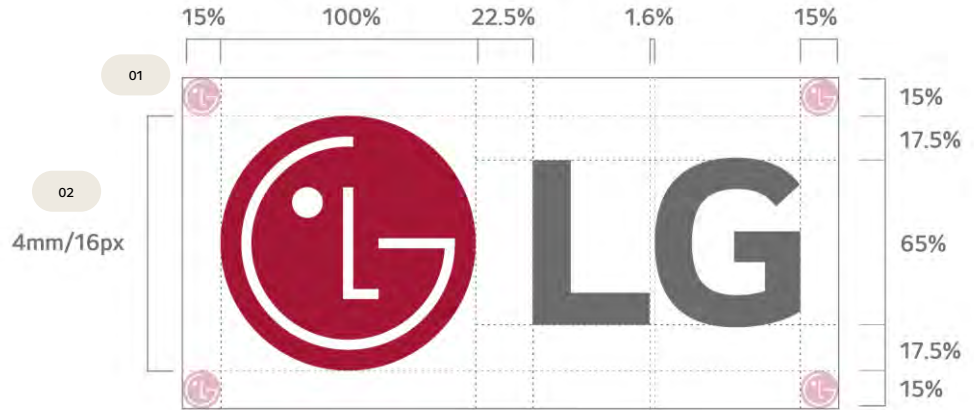so it can speak for itself
and retain legibility.

**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.
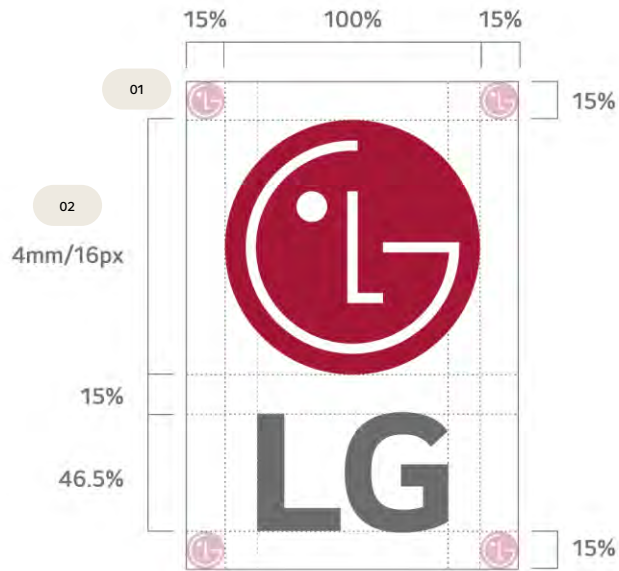
## Logo
## Color Variation

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.

Download Logo assets

**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.

White
#FFFFFF
R255 G255 B255
CMYK
PMS -

LG Active Red
#FD312E
R253 G49 B46
C0 M97 Y95 K0
PMS 2034C

LG Red
#A50034
R165 G0 B52
C0 M100 Y62 K22
PMS 207C

Black
#000000
R0 G0 B0
C76 M68 Y60 K82
PMS Black 3 C

Warm Gray 01
#262626
R38 G38 B38
C69 M61 Y56 K65
PMS Black 2 C

Warm Gray 02
#4A4946
R74 G73 B70
C61 M54 Y53 K51
PMS Cool Gray 11 C

Warm Gray 03
#716F6A
R113 G111 B106
C48 M41 Y42 K23
PMS Cool Gray 9 C

Warm Gray 04
#CBC8C2
R203 G200 B194
C23 M20 Y22 K2
PMS Cool Gray 3 C

Warm Gray 05
#E6E1D6
R230 G225 B214
C10 M10 Y13 K0
PMS Cool Gray 2 C

Warm Gray 06
#F0ECE4
R240 G236 B228
C5 M7 Y9 K0
PMS Cool Gray 1 C

Warm Gray 07
#F6F3EB
R246 G243 B235
C4 M5 Y7 K0
PMS 9080 C

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.
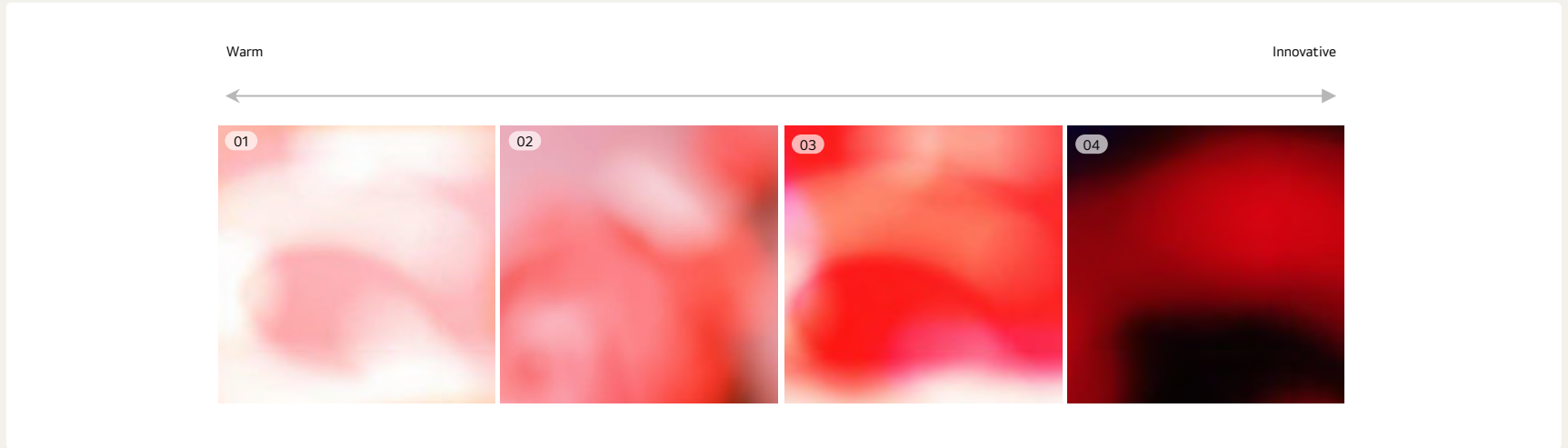
**Note:**
They cannot be modified or further created.

EI: Emotionally Intelligent Design

## 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.

Warm                                                                                                          Innovative



**Download Gradients**

## 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
### 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 execution 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
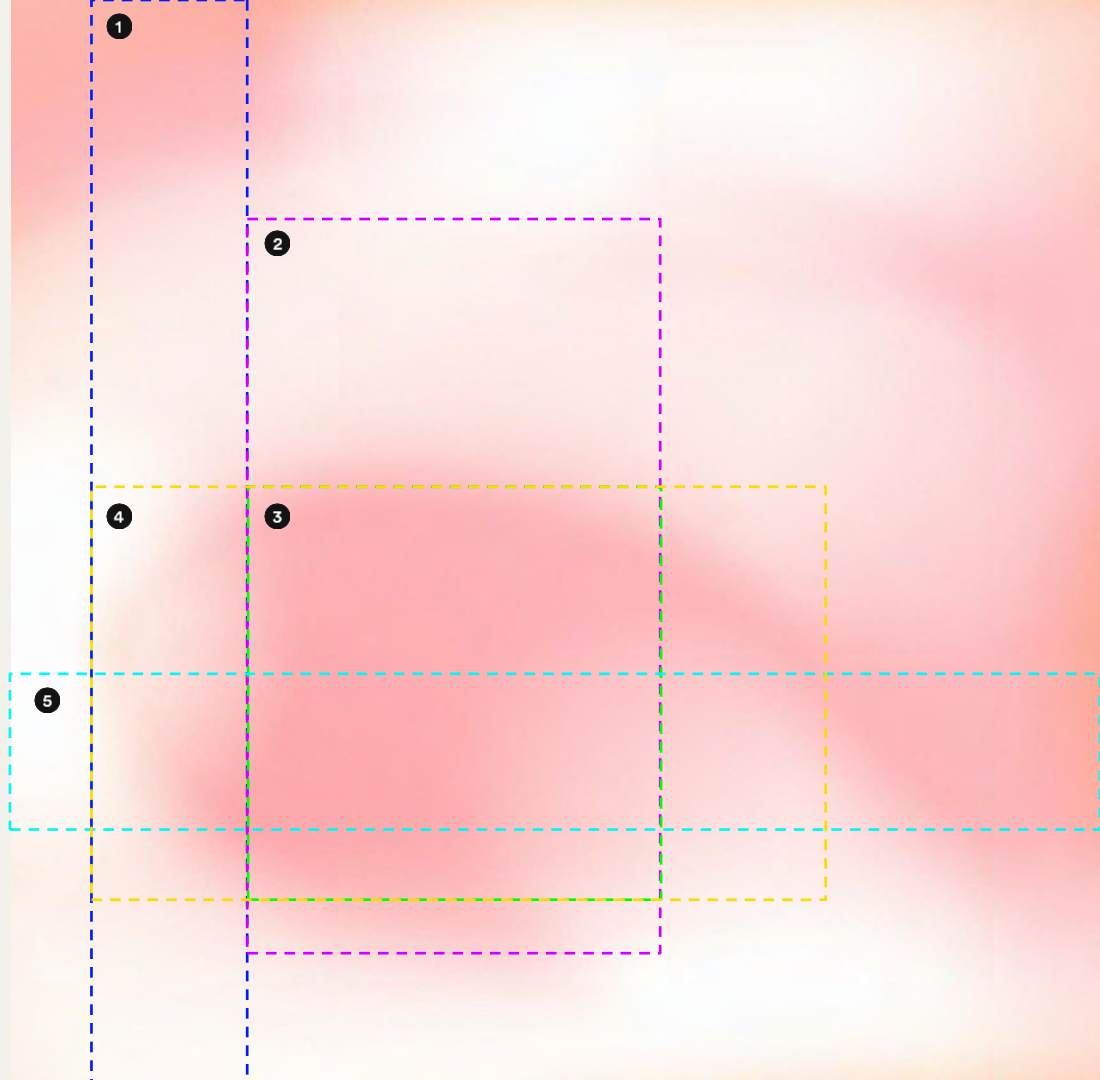
**3  Square**
For most social post formats

**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
### 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 execution 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
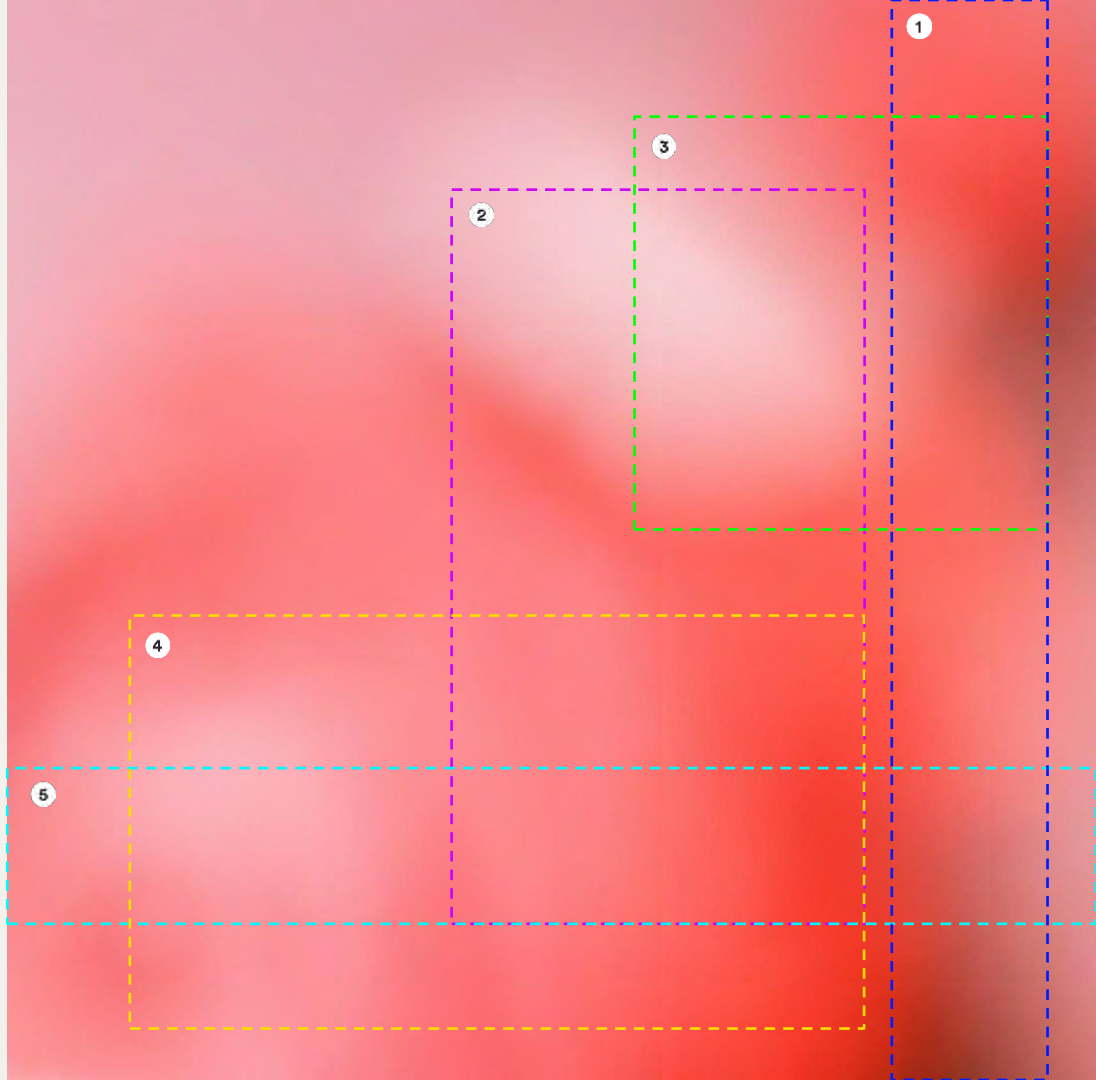
**3  Square**
For most social post formats

**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

**LG Electronics**

## 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 execution 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

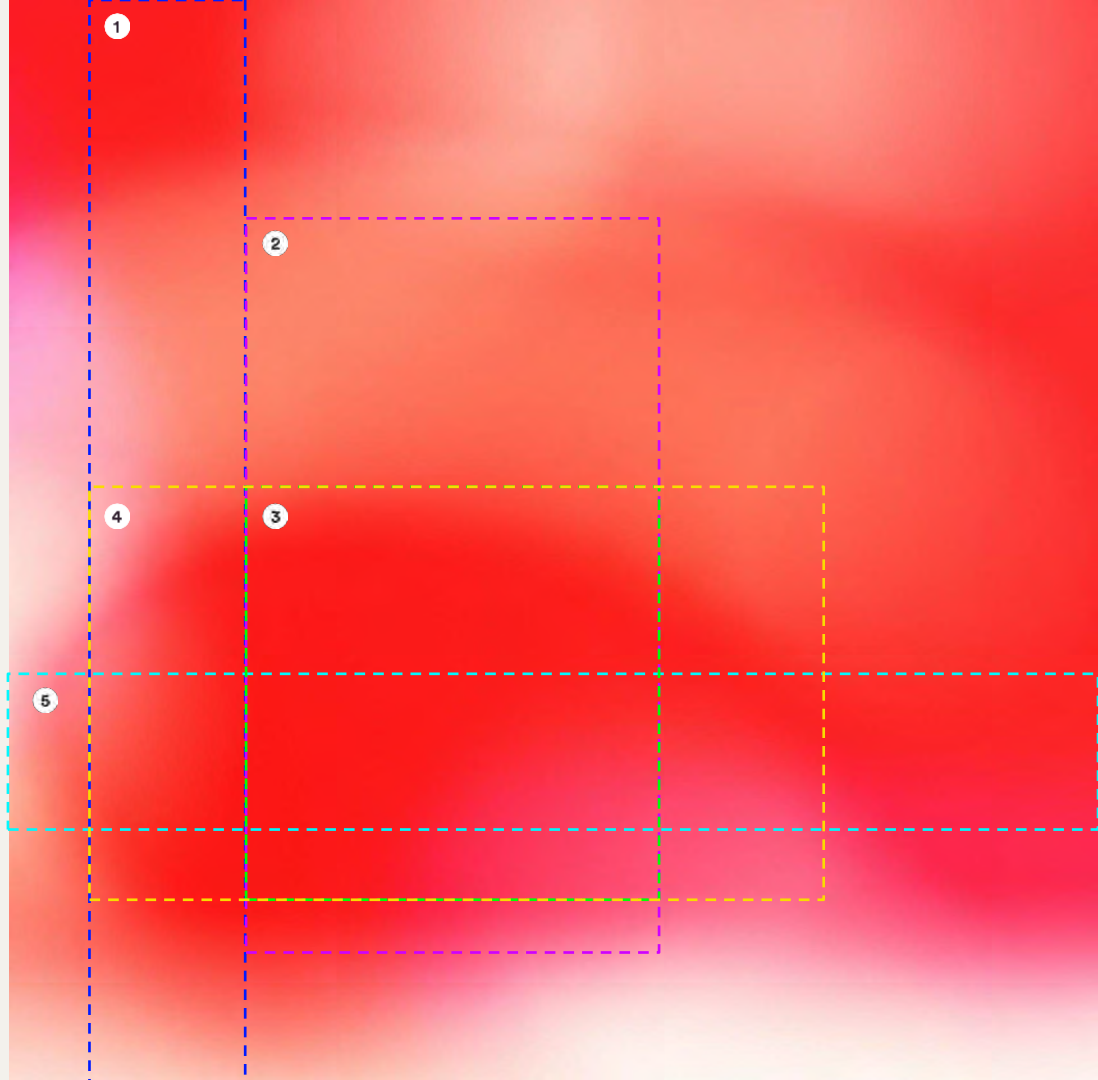**3  Square**
For most social post formats

**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

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

LG EI
Headline

0123456789

Aa

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.

**Download Typography**

LG EI
Text

0123456789

Aa

Light
Regular
SemiBold
**Bold**

**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.

# Title /
# Head copy

LG EI Headline
+1 % tracking

# Body copy

LG EI Text

## 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.

Recommended

LG EI Regular

Unbelievably Thin,
Uncompromisingly Light
Life's Good.

Not recommended

LG EI Semibold

Unbelievably Thin,
Uncompromisingly Light
Life's Good.

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.

# Life's Good.

## 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).

⤓ Download Slogan

White

LG Active Red

LG Red

Black

Warm Gray

Gradient

## 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.

**Horizontal Slogan**

**Horizontal Slogan**
Applicable when used with images.

**Vertical Slogan**

**Stacked Slogan**
Separately applied when used with images.

**Clear Space**

**Clear Space**

**Clear Space**

**Clear Space**

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.

| 01 | Lead message |
| --- | --- |



**Life's Good.**

| 02 | Sign-off |
| --- | --- |



Life's Good.

## 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.
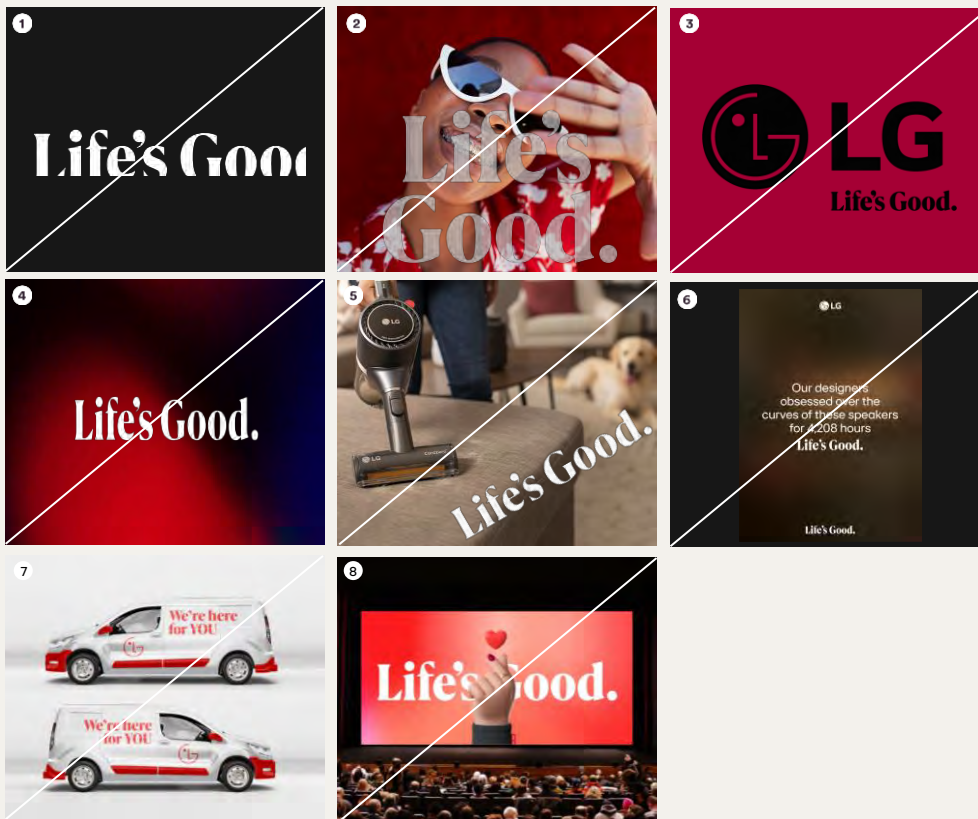
# The EI Forms

## 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.

Core State

Connected State

EI: Emotionally Intelligent Design
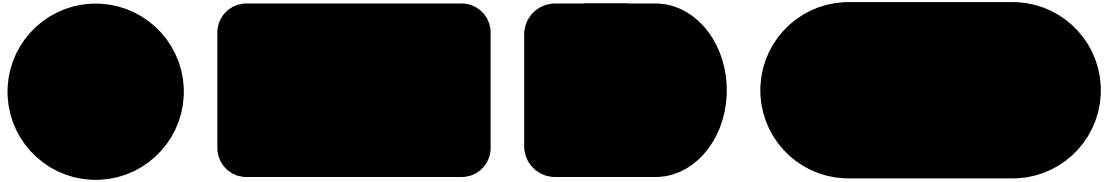
# LG Wonderbox Showcase2023

# 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

# CONTENT SPECIFICATIONS

| | |
|---|---|
| **Color Mode** | RGB |
| **Resolution** | 72 dpi |
| **Static File Formats** | PNG, BMP, GIF, JPG or TIF |
| **Animated File Formats** | MP4 with H.264 Codec |
| **Pixel Aspect Ratio** | Square Pixels |
| **Frame Rate** | 30 fps (frames per second) |
| **Audio** | MP4 Files = AAC Audio |

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

**"Bezel" Size**
10 7/8"

**Height from Ground**
70'

**Dimension**

**Resolution**

26' 4 13/16"(w) x 46' 9 5/8"(h)

**WEST 45TH STREET FACE (SHORT SIDE)**
792(w) x 1404(h)

80' 5 7/16"(w) x 46' 9 5/8"(h)

**OVERALL DISPLAY SIZE**
2412(w) x 1404(h)

9' 7 13/16"(w) x 46' 9 5/8"(h)

**BULLNOSE CORNER**
288(w) x 1404(h)

44' 4 13/16"(w) x 46' 9 5/8"(h)

**BROADWAY FACE (LONG SIDE)**
1332(w) x 1404(h)
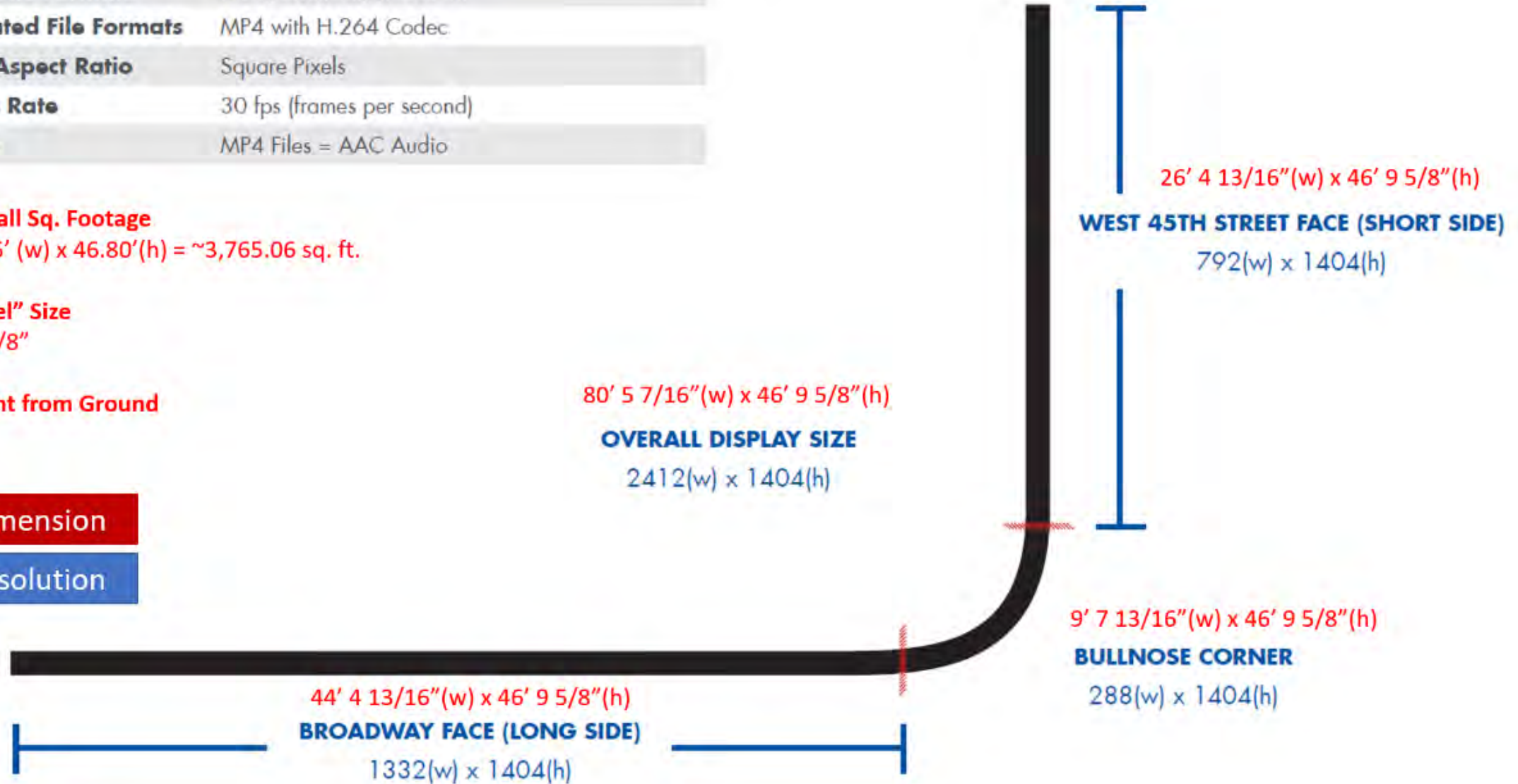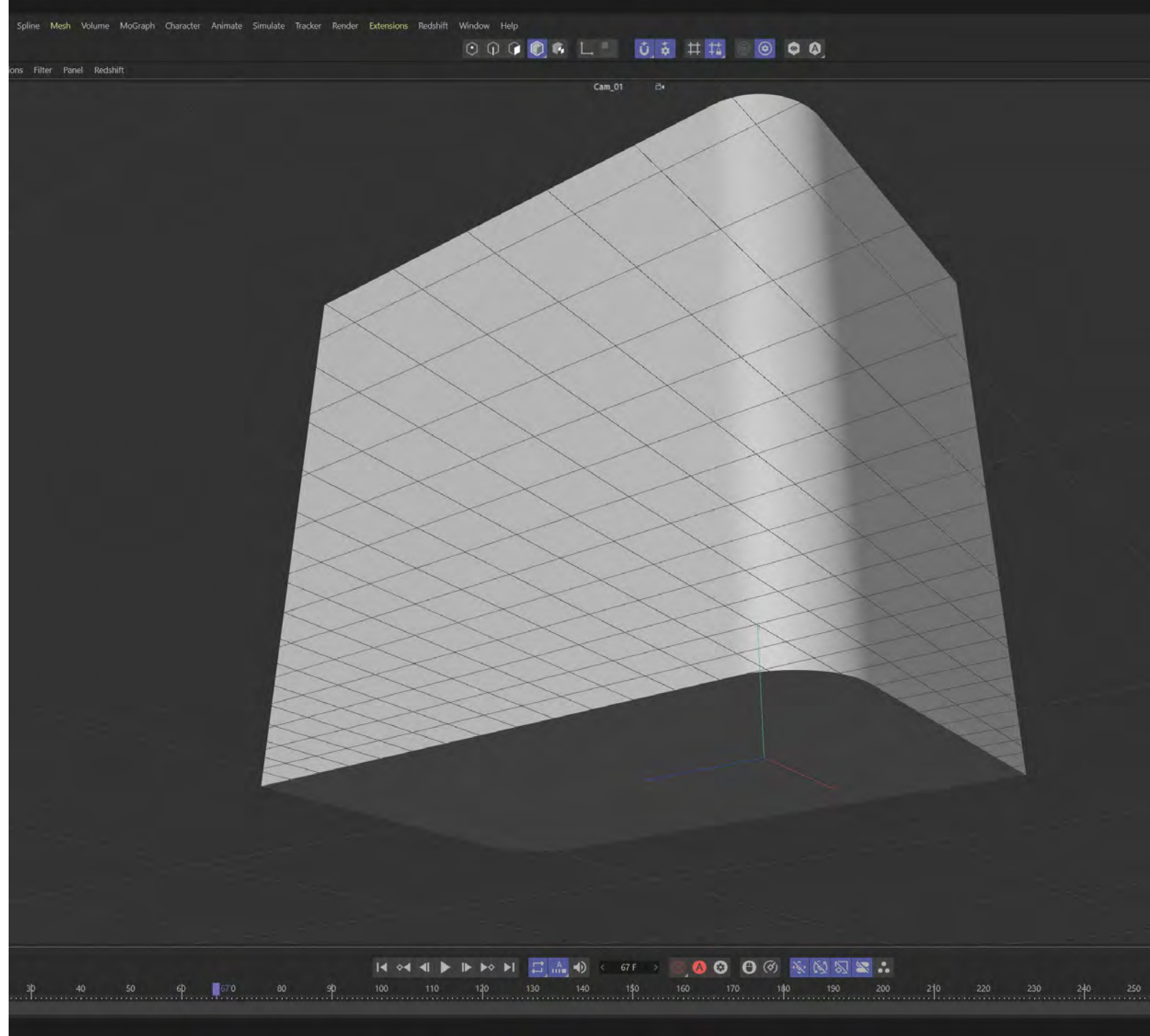
# Camera Angle

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.

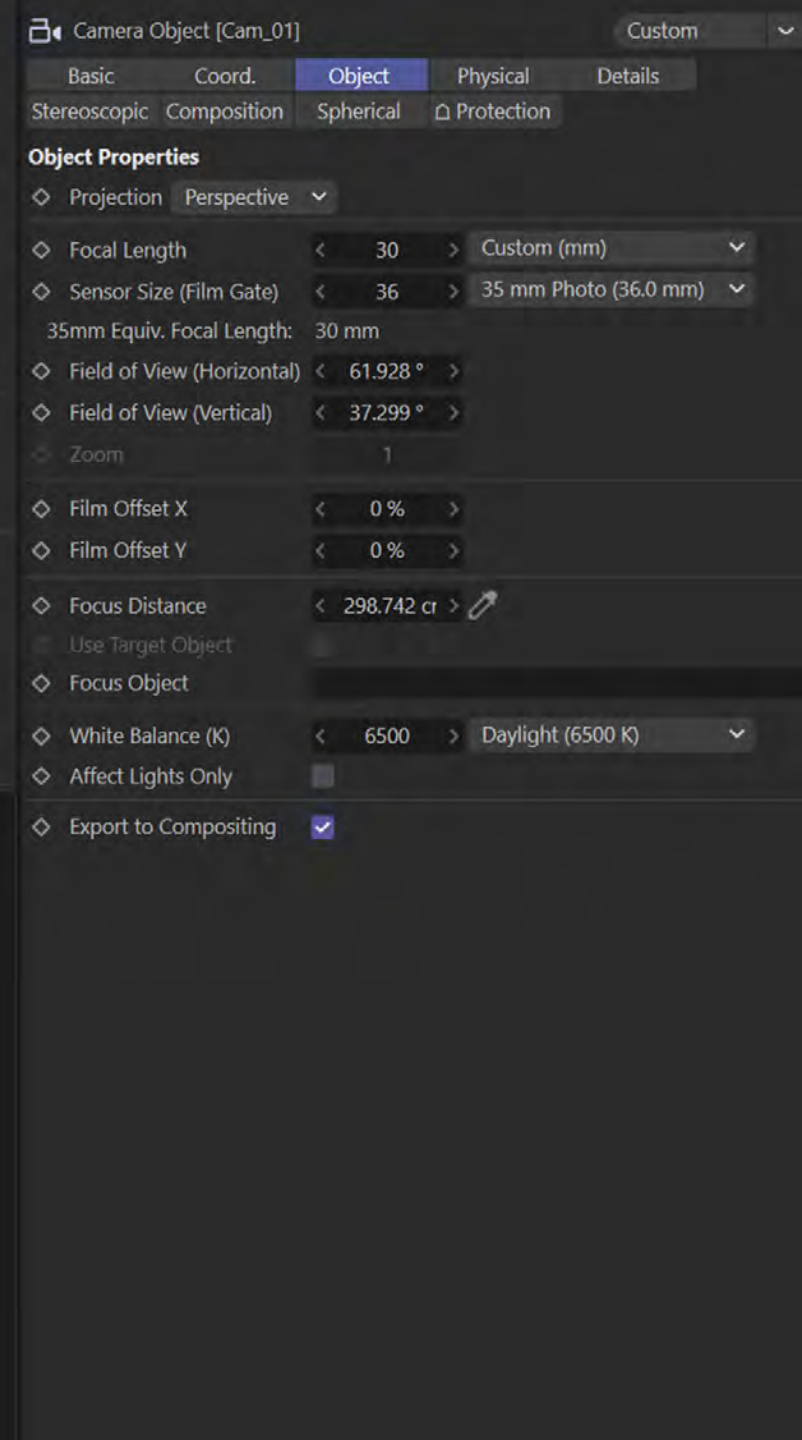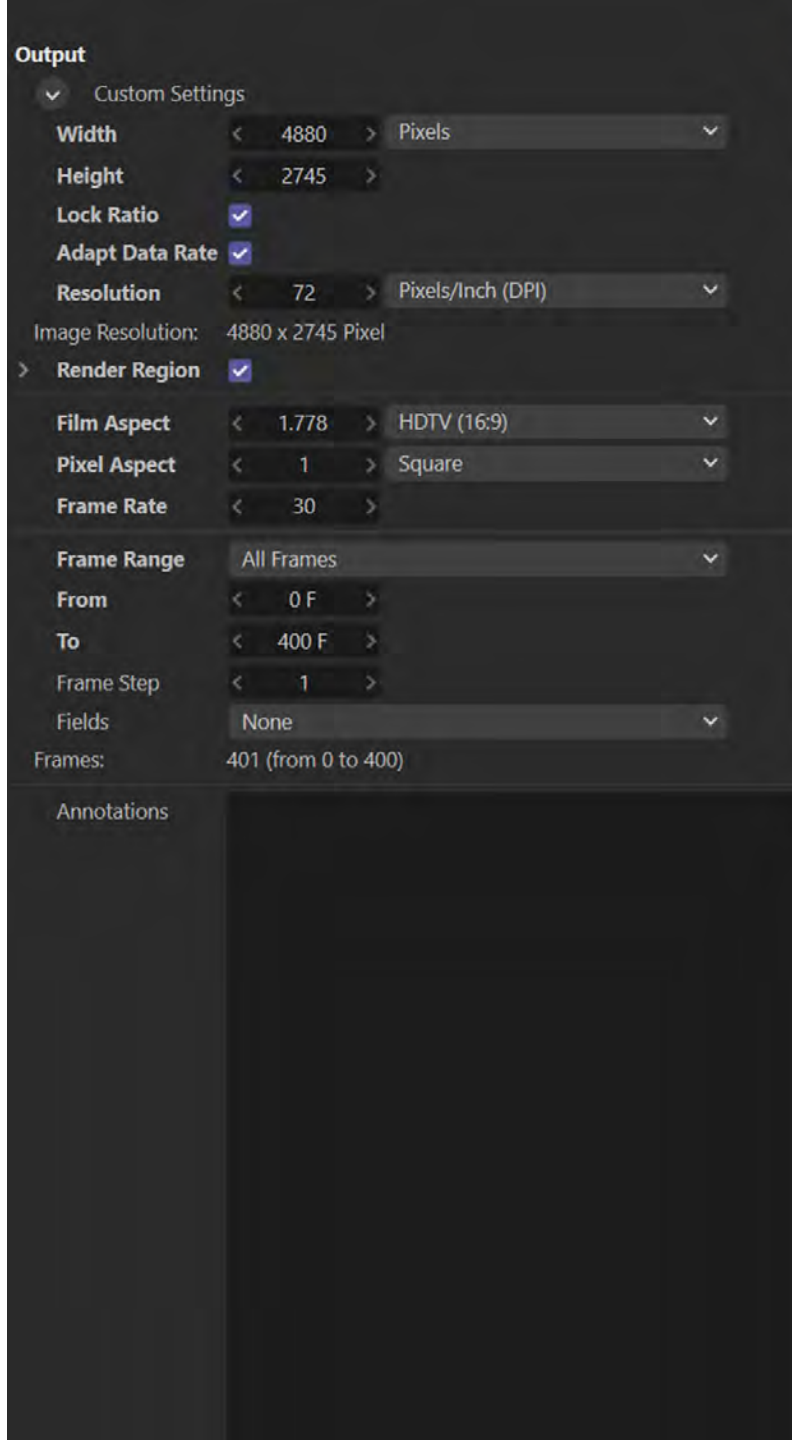ions  Filter  Panel  Redshift

Cam_01

# 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.



**Output**

☑  Custom Settings

| Width | < | 4880 | > | Pixels |
| Height | < | 2745 | > | |
| Lock Ratio | ☑ | | | |
| Adapt Data Rate | ☑ | | | |
| Resolution | < | 72 | > | Pixels/Inch (DPI) |

Image Resolution:   4880 x 2745 Pixel

> Render Region   ☑

| Film Aspect | < | 1.778 | > | HDTV (16:9) |
| Pixel Aspect | < | 1 | > | Square |
| Frame Rate | < | 30 | > | |

| Frame Range | All Frames |
| From | < | 0 F | > |
| To | < | 400 F | > |
| Frame Step | < | 1 | > |
| Fields | None |

Frames:   401 (from 0 to 400)

Annotations

---

⛶◀ Camera Object [Cam_01]                        Custom ⌄

| Basic | Coord. | **Object** | Physical | Details |

Stereoscopic  Composition   Spherical   ⌂ Protection

**Object Properties**

◇  Projection   Perspective ⌄

| ◇ Focal Length | < | 30 | > | Custom (mm) ⌄ |
| ◇ Sensor Size (Film Gate) | < | 36 | > | 35 mm Photo (36.0 mm) ⌄ |

  35mm Equiv. Focal Length:    30 mm

| ◇ Field of View (Horizontal) | < | 61.928 ° | > |
| ◇ Field of View (Vertical) | < | 37.299 ° | > |
| ◇ Zoom | | 1 | |

| ◇ Film Offset X | < | 0 % | > |
| ◇ Film Offset Y | < | 0 % | > |

| ◇ Focus Distance | < | 298.742 cr | > | ✎ |
|   Use Target Object | | | |
| ◇ Focus Object | | | |

| ◇ White Balance (K) | < | 6500 | > | Daylight (6500 K) ⌄ |
| ◇ Affect Lights Only | | | |

◇  Export to Compositing   ☑

# Content

Once the camera is set, we can
start working on the main content.

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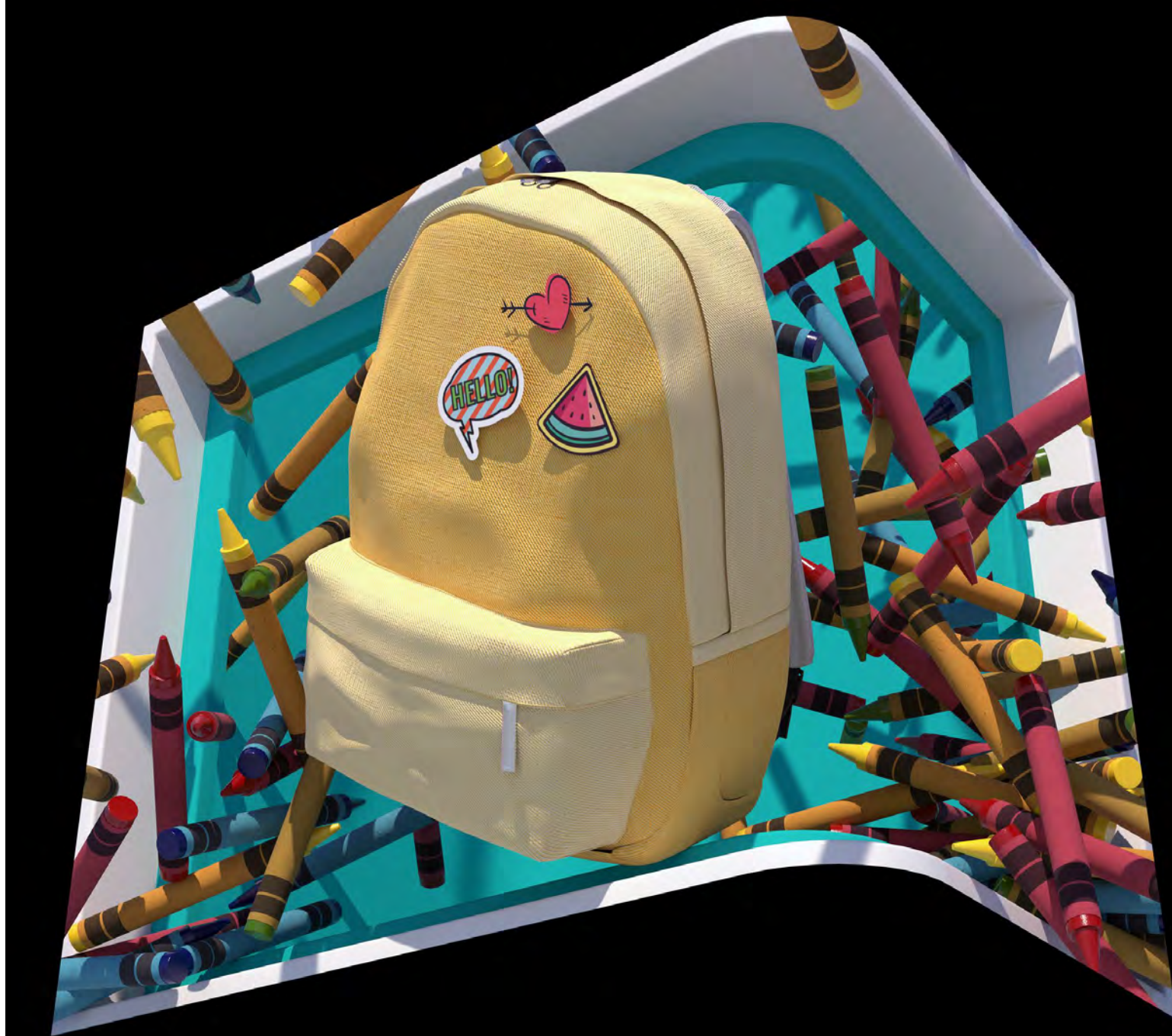the spectators will only see the
portion marked in red.
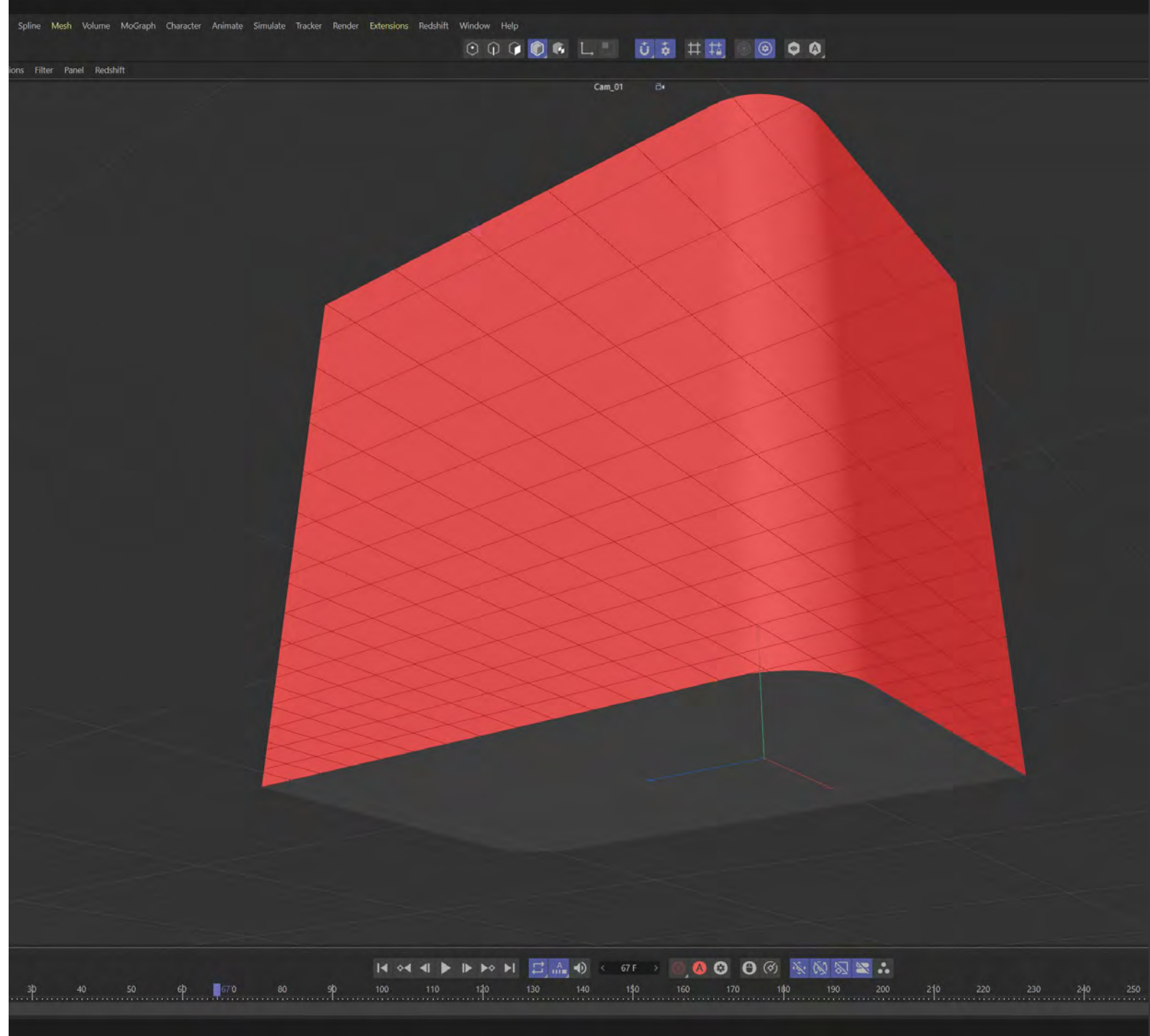
# Initial Export

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.

# Projection/ Camera Mapping

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.