

# HANKOOK MASTERS

## Standard Shop Identity Guidelines

# CONTENTS

## Basic Identity

|                |    |
|----------------|----|
| Overview       | 04 |
| Logotype       | 05 |
| Signature      | 06 |
| Brand Template | 07 |
| Colors         | 08 |
| Typeface       | 09 |

## Standard Shop Identity

|                           |    |
|---------------------------|----|
| Standard Shop             | 11 |
| Installation Location     | 12 |
| Zones                     | 13 |
| Facade Style 1 Simulation | 14 |
| Facade Style 2 Simulation | 15 |
| Exterior POSM Simulation  | 16 |
| Interior POSM Simulation  | 17 |
| Floor Plan                | 18 |
| Ceiling Plan              | 19 |

## Standard Shop Identity Exterior System

|                                             |    |
|---------------------------------------------|----|
| Facade                                      | 21 |
| Facade Style 1 Simulation                   | 22 |
| Facade Style 1                              | 23 |
| Facade Style 1_Type                         | 24 |
| Facade Style 1_Ratio                        | 25 |
| Facade Style 1_Elevation                    | 27 |
| Facade Style 1_Detailed Construction Plan 1 | 28 |
| Facade Style 1_Detailed Construction Plan 2 | 29 |
| Facade Style 1_Detailed Construction Plan 3 | 30 |
| Facade Style 2 Simulation                   | 31 |
| Facade Style 2                              | 32 |
| Facade Style 2_Type                         | 33 |
| Facade Style 2_Ratio                        | 34 |
| Facade Style 2_Elevation                    | 35 |
| Facade Style 2_Detailed Construction Plan 1 | 36 |
| Facade Style 2_Detailed Construction Plan 2 | 37 |
| Projection Sign                             | 38 |
| Wall Sign                                   | 39 |
| Information Sign 1                          | 40 |
| Information Sign 2                          | 42 |
| ID Sign                                     | 44 |
| Workspace Wall Sign                         | 45 |
| Workspace Elevation                         | 46 |

## Standard Shop Identity Interior System\_Lounge

|                                   |    |
|-----------------------------------|----|
| Lounge Simulation                 | 48 |
| Lounge Back Drop Sign             | 49 |
| Lounge Elevation                  | 50 |
| Lounge Detailed Construction Plan | 51 |
| Finishing Materials               | 52 |

## Standard Shop Identity POSM System

|                                        |    |
|----------------------------------------|----|
| POSM Overview                          | 54 |
| POSM Installation Location             | 55 |
| Interior POSM Simulation               | 56 |
| Tire Rack                              | 57 |
| Tire Rack_Technical Drawing            | 58 |
| Tire Display Stand A                   | 59 |
| Tire Display Stand A_Technical Drawing | 60 |
| Tire Display Stand C                   | 61 |
| Tire Display Stand C_Technical Drawing | 62 |
| Wheel Display Rack                     | 63 |
| Wheel Display Rack_Technical Drawing   | 64 |
| Vending Rack                           | 65 |
| Vending Rack_Technical Drawing         | 66 |
| Desk Leaflet Stand                     | 67 |
| Desk Leaflet Stand_Technical Drawing   | 68 |
| Brochure Stand                         | 69 |
| Brochure Stand_Technical Drawing       | 70 |
| Banner Stand                           | 71 |

## Appendix

|                          |    |
|--------------------------|----|
| POSM Item List           | 73 |
| Finishing Materials List | 74 |

## Stationery

|                |    |
|----------------|----|
| Businesscard   | 76 |
| Letterhead     | 77 |
| Envelope_Small | 78 |
| Envelope_Large | 79 |
| Memo           | 80 |
| Certificate    | 81 |

# Basic Identity

|                |    |
|----------------|----|
| Overview       | 04 |
| Logotype       | 05 |
| Signature      | 06 |
| Brand Template | 07 |
| Colors         | 08 |
| Typeface       | 09 |

## OVERVIEW

A primary component of the Hankook Masters in-shop identity is a flexible framework of unique retail identity elements that provide greater consistency and impact in the in-shop environment. This section describes the major signage and identity elements that go into each Hankook Masters shop. While shop formats, product categories and locations vary significantly from location to location, the Hankook Masters in-shop identity elements should always be consistent, distinct and memorable. If in-shop identity elements are applied consistently, shops will capture the look and feel of the Hankook Masters brand. All in-shop identity key elements, including signage and storefront designs, materials and finishes and fixture designs are illustrated on the following pages. When combined, these components create a uniquely Hankook Masters experience for the consumer, regardless of the shop format or location in the world.

The consistent use of the signature elements and design principles illustrated in this guide is required, although flexibility in the types and styles of materials that can be deployed provides choice and adaptability to local marketplaces. Please follow these guidelines in order to ensure that each shop creates the right Hankook Masters brand experience and showcases our products and brand image in their best possible light.

### Genuine Design

Express differentiated shop design emphasizing an innovative, unique and dynamic experience applying basic elements of Hankook Masters Brand Identity Guide.



### Signage

Primary identification signs are a critical part of our brand and our market presence. The Hankook Masters logo and wordmark, typography and color palette have been translated into a distinctive, highly visible and flexible system of signs that are designed for a wide variety of locations with different functional requirements.



### Colors & Materials

The unique character of the Hankook Masters in-shop identity is expressed through the use of distinctive materials, colors and finishes. Consistent use of Hankook Masters color tones for the primary shop environment, with strategic integration of in-shop communication, adds vibrancy and passion to the environment.



### POSM

The shop fixture system comprises a kit of parts that integrates simple, stylishly designed shapes and materials.

A consistent design language across fixture types unifies the diverse mix of Hankook Masters products and establishes Hankook Masters shops as premium retail environments.



Basic Identity

## LOGO TYPE

Primary Identifier



Background Color Scheme



### Logo on white background

The symbol mark should appear on a white or black or right gray tone background.



### Logo on black background

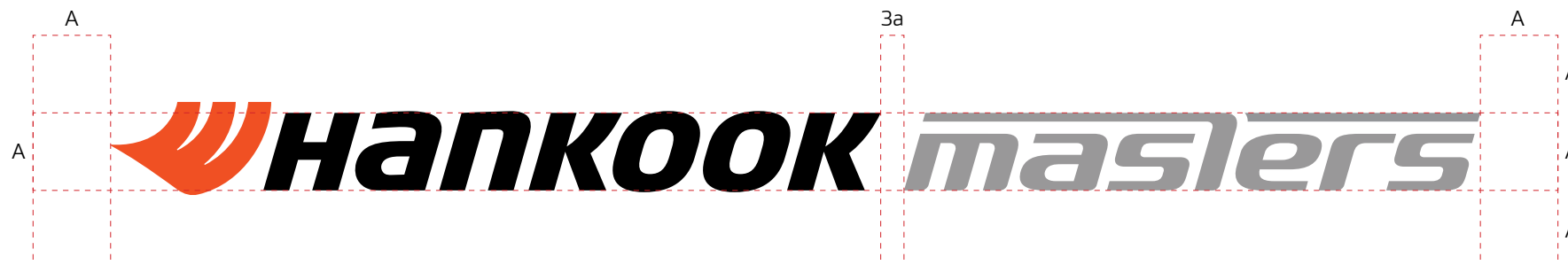
The symbol mark should appear on a white or black or right gray tone background.

## Basic Identity

# SIGNATURE

A=10a

## Horizontal



Signature Horizontal Combination (Hankook CI height : Masters height = 1 : 1)  
3a Space between Hankook CI and Masters

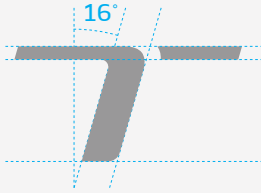
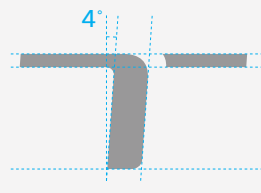
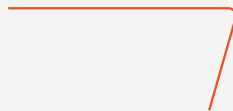
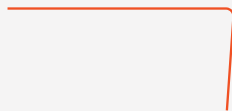
## Vertical



Signature Vertical Combination (Hankook CI height : Masters height = 1 : 0.9417)  
3a Space between Hankook CI and Masters

## BRAND TEMPLATE

T Template is largely divided into 16 degrees and 4 degrees. Both the 16 degrees and the 4 degrees versions are again divided into three types and by using the 6 different design templates they are applied to the application. Refer to the Application Usage.

| 16° 'T' (Main Element)                                                                                              | Application Usage                                                            | 4° 'T' (Sub Element)                                                                                                 | Application Usage                       |
|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| T template_16° Angle Composition                                                                                    |                                                                              | T template_4° Angle Composition                                                                                      |                                         |
|                                    |                                                                              |                                   |                                         |
| T template(Face type)_16° Angle    | Store main signage<br>(Arab only)<br>Store Information signage<br>(EU, Arab) | T template(Face type)_4° Angle    | Store Information signage<br>(EU, Arab) |
| T template(Face type)_16° Angle   | Store main signage<br>(EU)<br>Lawn signage<br>(EU)<br>Pole signage<br>(EU)   | T template(Face type)_4° Angle   | AD Formation<br>(EU, Arab)              |
| T template(Line type)_16° Angle  | Stationery<br>(EU, Arab)                                                     | T template(Line type)_4° Angle  | None usage                              |
|                                  |                                                                              |                                 |                                         |

## Basic Identity

# COLORS

The use of distinctive colors expresses the stylish, sophisticated character of the Hankook Masters in-shop environment. Consistent use of Hankook Masters orange, gray, black and white tones for the primary shop environment, with strategic integration of in-shop communication, adds vibrancy and passion to the environment.



Hankook Masters **Orange**

It is important to use the Hankook Masters Orange brand color strategically and in a way that expresses its special meaning as the signature color for the Hankook Masters brand. As with the Hankook Masters symbol, do not overuse the brand color in the shop environment.

Specifications :

**PANTONE 1655C / 16-1362TPX**  
**CO M70 Y100 K0**  
 RAL 2009  
 NCS S 0585-Y60R

3M  
 - Translucent : 3630-44  
 - Non Translucent :  
 180C-14, 7725-14, 7125-14

Avery  
 - Translucent : 5500 Series-5517 QM,  
 UC 900-361-T (A9161-T)  
 - Non Translucent : PR 800-848-02 PC



Hankook Masters **White**

A bright white color is used to accentuate and define the products display surface with a crisp and stylish presentation. This is the perfect overall color to make the shop environments friendly and inviting.

Specifications :

**PANTONE 11-0601TPX**  
**CO MO YO K0**  
 RAL 9003  
 NCS S 0300-N

3M  
 - Translucent : 3630-20  
 - Non Translucent :  
 180-10, 7725-10, 7125-10

Avery  
 - Translucent : 5500 Series-5500 QM,  
 UC 900-101-T (A9001-T)  
 - Non Translucent : PR 800-800 PC



Hankook Masters **Gray**

As one of the primary colors for the Hankook Masters brand, Hankook Masters Gray is used constantly for both exterior and interior signs. It should be used for typography and other supporting graphic elements.

Specifications :

**PANTONE Cool Gray 7C / 17-1501TPX**  
**CO MO YO K50**  
 RAL 7045  
 NCS S 4500-N

3M  
 - Translucent : 3630-61\*  
 - Non Translucent :  
 180C-31, 7725-31, 7125-31

Avery  
 - Translucent : 5500 Series-5589 QM,  
 UC 900-837-T (A9047-T)  
 - Non Translucent : PR 800-825 PC



Hankook Masters **Black**

Hankook Masters Black is used as a highlighting colors in limited areas within the POSM and when used in logos the color white will be placed on the Hankook Masters Black background.

Specifications :

**PANTONE Process Black C / 19-0303TPX**  
**CO MO YO K100**  
 RAL 9011  
 NCS S 9000-N

3M  
 - Translucent : 3630-12  
 - Non Translucent :  
 180C-12, 7725-12, 7125-12

Avery  
 - Translucent : 5500 Series-5501 QM,  
 UC 900-181-T (A9081-T)  
 - Non Translucent : PR 800-801 PC



Hankook Masters **Gray(Sub)**

This sub gray is used for informative texts in signs for better legibility.

Specifications :

**PANTONE Cool Gray 10C / 19-4006TPX**  
**CO MO YO K75**  
 RAL 7012  
 NCS S 6500-N

3M  
 - Translucent : 3630-61(\*equal)  
 - Non Translucent :  
 180C-41, 7725-41, 7125-41

Avery  
 - Translucent : 5500 Series-5571 QM,  
 Opaque : UC 900-885-O (9055-O)  
 - Non Translucent : PR 800-881 PC

## TYPEFACE

AB

### Hankook Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - \_ = + ` ~ , . / ; " ' < > ? [ ] { }

AB

### Hankook Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - \_ = + ` ~ , . / ; " ' < > ? [ ] { }



**Dealer Name**

Information

012-3456-789

Hankook Bold

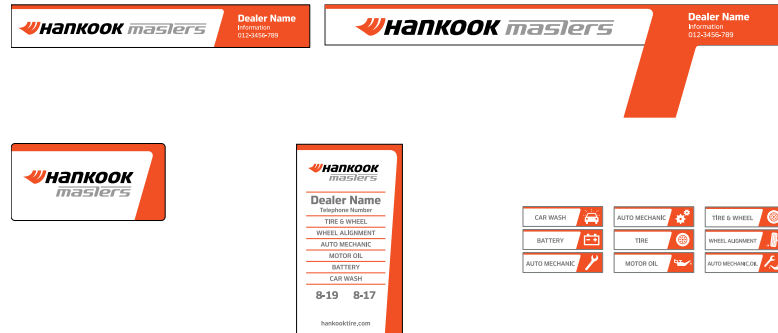
Hankook Medium

# Standard Shop Identity

|                           |    |
|---------------------------|----|
| Standard Shop             | 11 |
| Installation Location     | 12 |
| Zones                     | 13 |
| Facade Style 1 Simulation | 14 |
| Facade Style 2 Simulation | 15 |
| Exterior POSM Simulation  | 16 |
| Interior POSM Simulation  | 17 |
| Floor Plan                | 18 |
| Ceiling Plan              | 19 |

## STANDARD SHOP

### Signage



### Workspace



### POSM



# INSTALLATION LOCATION



1. Facade brand sign

2. Projection sign

3. Information sign

7. IN-6

11. IN-10

4. IN-1

8. IN-7

12. Counter

5. IN-2

9. IN-8

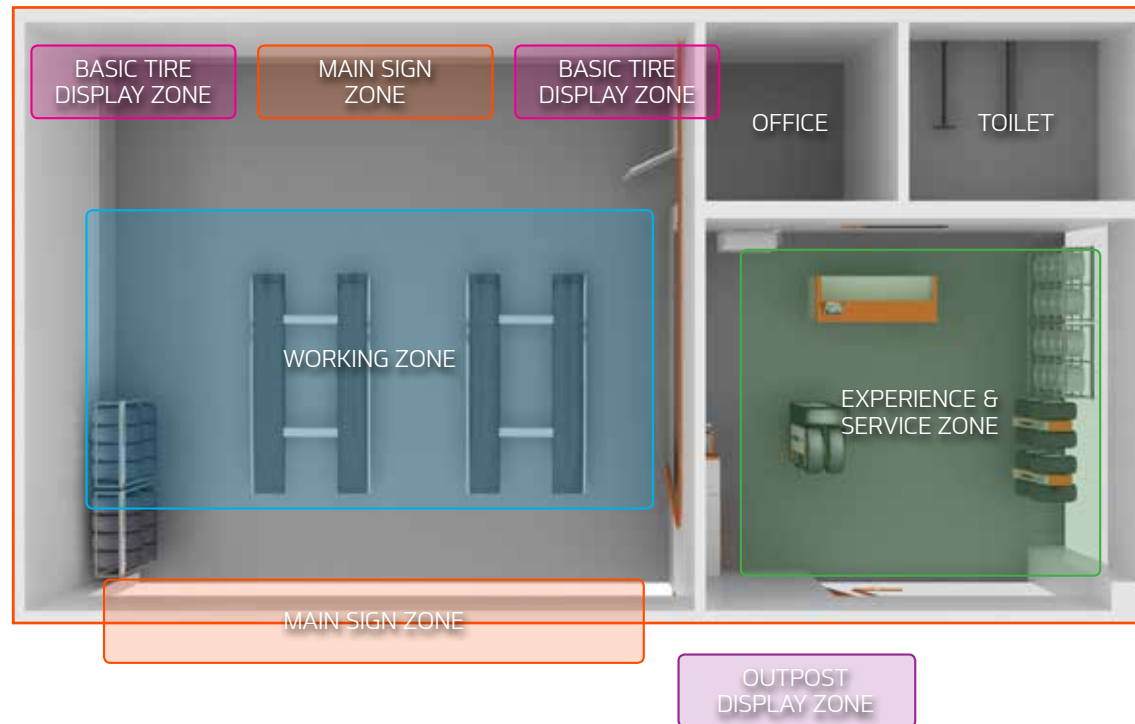
6. IN-4

10. IN-9

|          |                           | Items                    | Premium               | Option        |
|----------|---------------------------|--------------------------|-----------------------|---------------|
| EXTERIOR | Store Front (Main Street) | Signage(facade)          | 1 EA                  |               |
|          |                           | Visual board(HK Product) | -                     | Optional Item |
|          |                           | ID Sign                  | MAX 6 EA              | Optional Item |
|          | Store Side                | Info. Sign (Wall type)   | 1 EA                  |               |
|          |                           | Projection Sign          | 1 EA                  |               |
|          |                           | Info. Sign (Wall type)   | 1 EA                  |               |
|          | Exterior Wall             | Flag, Flag Pole          | -                     | Optional Item |
| INTERIOR | Workspace                 | Entrance                 | Painting              | YES           |
|          |                           | Pole Sign                |                       | Optional Item |
|          |                           | Main Sign                | Option                |               |
|          | Lounge                    | Store Front              | Wall Sign             |               |
|          |                           | Interior Wall            | Painting              | YES           |
|          |                           | Tire Display             |                       |               |
|          |                           | Visual board(HK Product) | MAX 2 EA              | Optional Item |
|          |                           | Interior Wall            | Painting              |               |
|          |                           | Floor                    | Tile                  |               |
|          |                           | Reception                | Desk                  | 1 EA          |
|          |                           | Back Drop Sign           | Option                |               |
|          |                           | Table                    | Branded Table(7 type) |               |
|          |                           | Round Table              |                       |               |
|          |                           | Single Chair             | 7 type Table          |               |
|          |                           | Round Table              |                       |               |
|          |                           | Tire Rack                | 2 EA                  |               |
|          |                           | Tire Stand Type A        | 1 EA                  |               |
|          |                           | Tire Stand Type B        |                       |               |
|          |                           | Tire Stand Type C        | 1 EA                  |               |
|          |                           | Show Window Display      |                       |               |
|          |                           | Brochure Stand           | 1 EA                  |               |
|          |                           | Desk Leaflet Stand       | 1 EA                  |               |
|          |                           | Banner Sign Stand        | 2 EA                  |               |
|          | Interior POSM             | UHPT Display             |                       |               |
|          |                           | KIOSK                    |                       |               |
|          |                           | Wheel DP(Rack)           | 2 EA                  |               |
|          |                           | Vending Rack             | 1 EA                  |               |
|          |                           | Lighting                 | Interior Lighting     |               |
|          | Toilet                    | Interior Wall            | Tile or Painting      |               |
|          |                           | Floor                    | Tile                  |               |
|          |                           | Door                     | Branded Sheet         | YES           |
|          | Open Package              | Exterior                 | Banner                | 1 EA          |
|          |                           | Interior                 | Circular Clock        | 1 EA          |
|          |                           | Display                  | HM Certificate        | 1 EA          |

Note : For more details and information about each fixture, refer to chapter POSM System.

## ZONES



### Main Sign Zone

Emphasize the professional and authorized stores with consistent brand exposure as well as position the brand as reliable.

### Outpost Display Zone

Arouse the customers' interest and draw visual attention to the display fixture which is consistent with the outdoor facade.

### Basic Tire Display Zone

Standard display zone used to store tires for the working space, this space also uses the same consistent design.

### Experience & Service Zone

This is a consulting and waiting area for customers. Because the customer will spend the greatest amount of time in this area, it should be cozy, comfortable and offer POSM items that provide information for customers and also build-up the brand's reliable image.

### Working Zone

This area is reserved as the main floor for tune-ups and tire installation. This provides a convenient space for technicians to work and also an area for customers to observe.

Standard Shop Identity

## FACADE STYLE 1 SIMULATION

Day



Night



Standard Shop Identity

## FACADE STYLE 2 SIMULATION

Day



Night



Standard Shop Identity

## EXTERIOR POSM SIMULATION



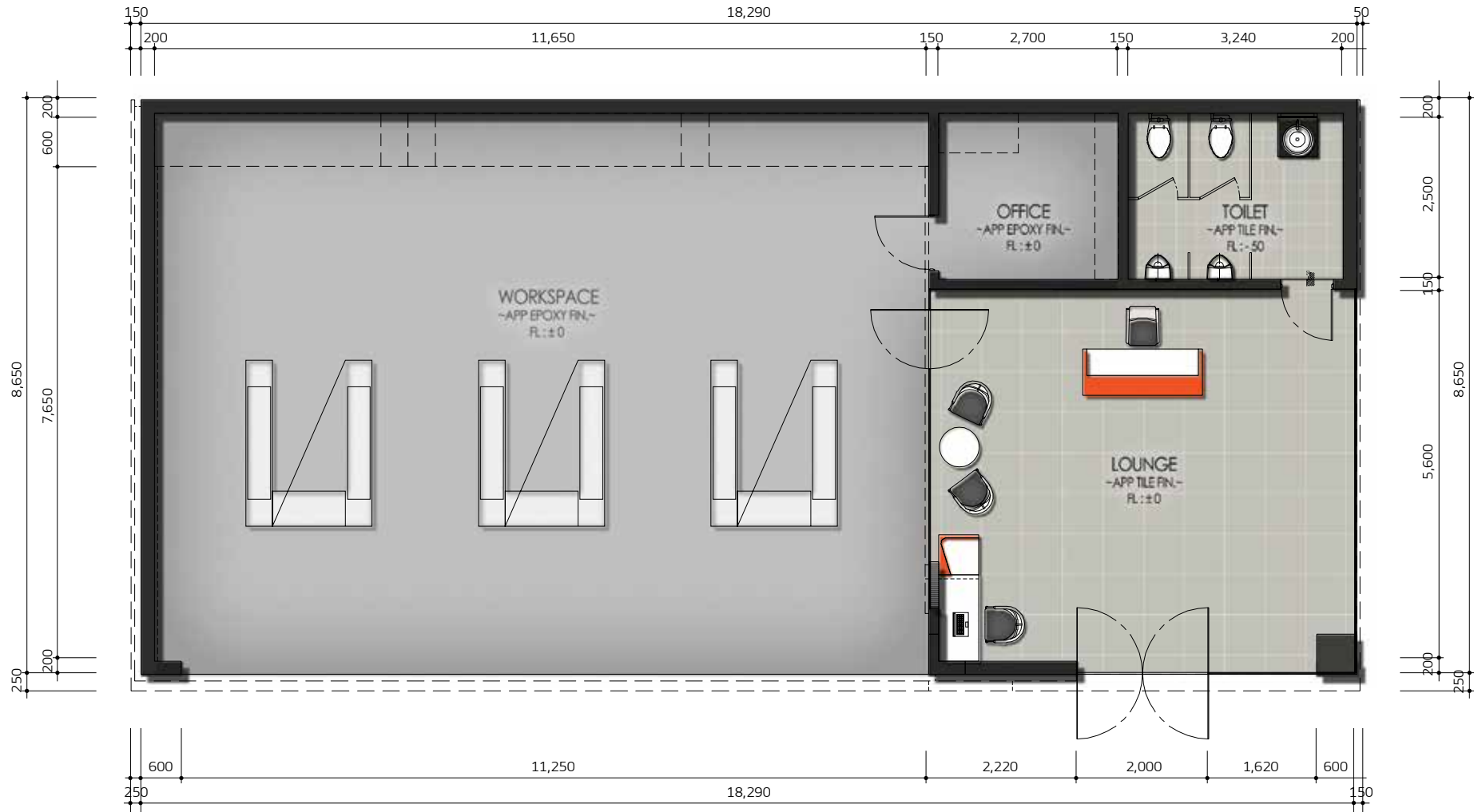
Standard Shop Identity

## INTERIOR POSM SIMULATION



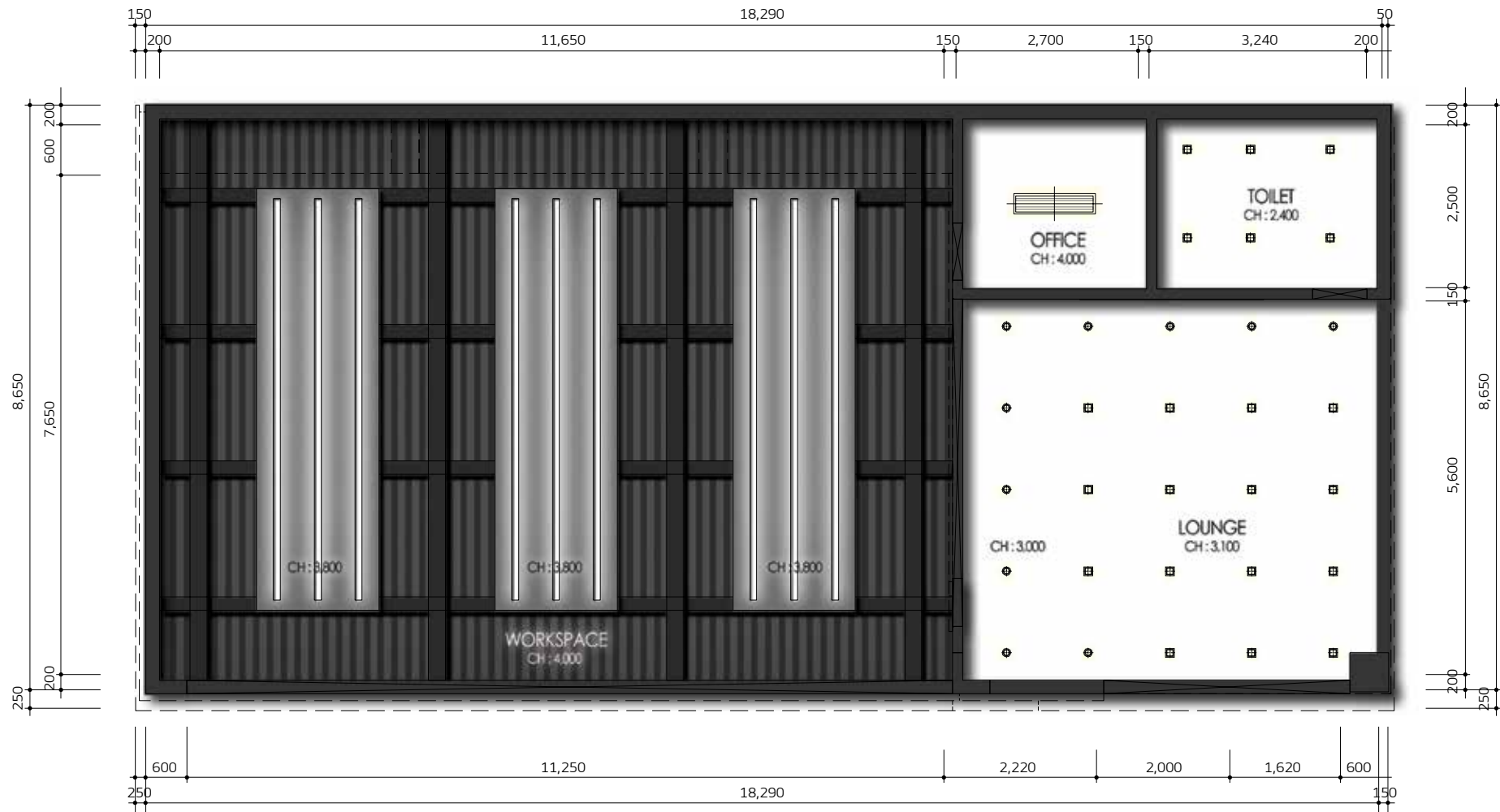
Standard Shop Identity

# FLOOR PLAN



# Standard Shop Identity

## CEILING PLAN



# Standard Shop Identity

## Exterior System

|                                             |    |
|---------------------------------------------|----|
| Facade                                      | 21 |
| Facade Style 1 Simulation                   | 22 |
| Facade Style 1                              | 23 |
| Facade Style 1_Type                         | 24 |
| Facade Style 1_Ratio                        | 25 |
| Facade Style 1_Elevation                    | 27 |
| Facade Style 1_Detailed Construction Plan 1 | 28 |
| Facade Style 1_Detailed Construction Plan 2 | 29 |
| Facade Style 1_Detailed Construction Plan 3 | 30 |
| Facade Style 2 Simulation                   | 31 |
| Facade Style 2                              | 32 |
| Facade Style 2_Type                         | 33 |
| Facade Style 2_Ratio                        | 34 |
| Facade Style 2_Elevation                    | 35 |
| Facade Style 2_Detailed Construction Plan 1 | 36 |
| Facade Style 2_Detailed Construction Plan 2 | 37 |
| Projection Sign                             | 38 |
| Wall Sign                                   | 39 |
| Information Sign 1                          | 40 |
| Information Sign 2                          | 42 |
| ID Sign                                     | 44 |
| Workspace Wall Sign                         | 45 |
| Workspace Elevation                         | 46 |

## FACADE

### Facade Style 1

The type is the basic format to apply to general retail shops. As a manufacturing tool, both the Spot Light Type and the Panaflex Type usability depends on the retail environment but the Spot Light Type is recommended.



### Facade Style 2

This display type is a facade sign with a maximized premium image that should only be applied to a limited amount of flagship stores that are of a rectangular shape and have at least a first floor of 231 square meters.



## FACADE STYLE 1 SIMULATION

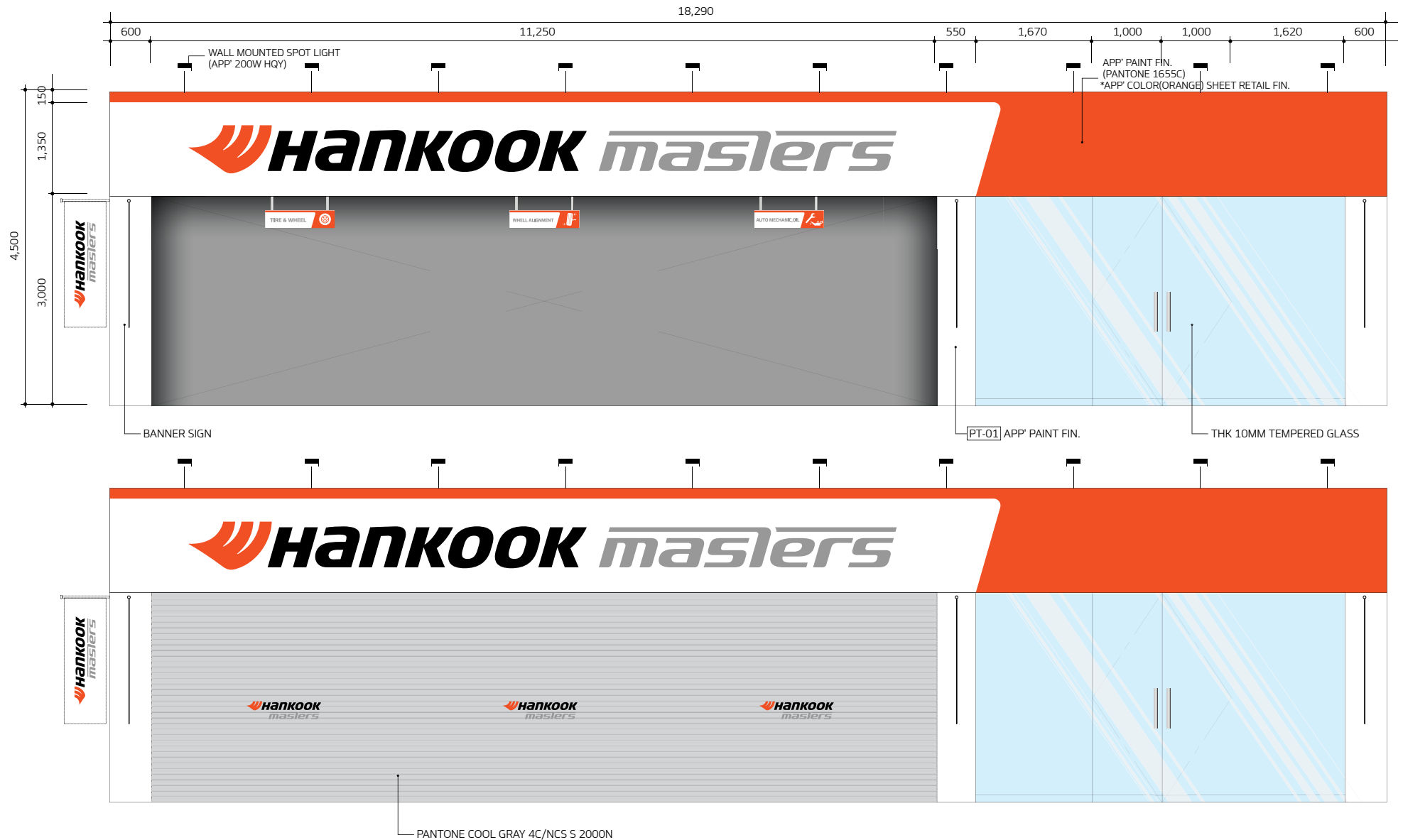
Day



Night



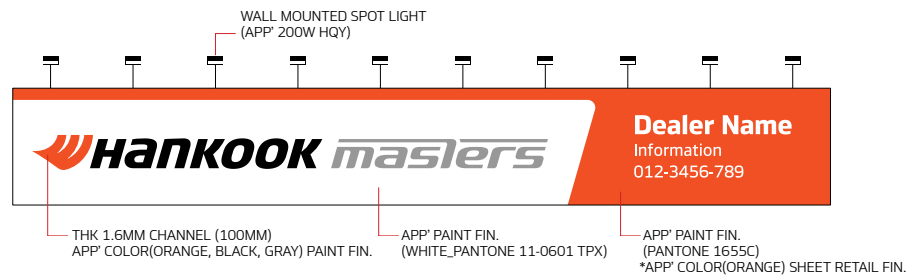
## FACADE STYLE 1



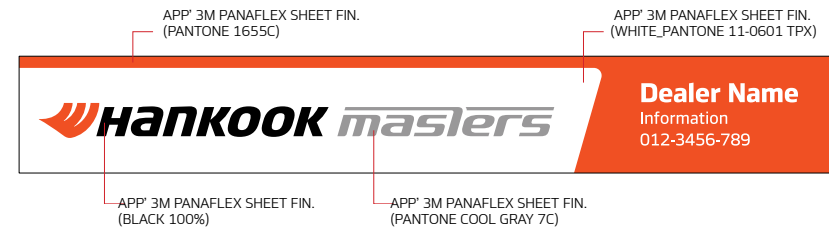
## FACADE STYLE 1\_TYPE



### Spot Light Type\_Primary



### Panaflex Type\_Secondary

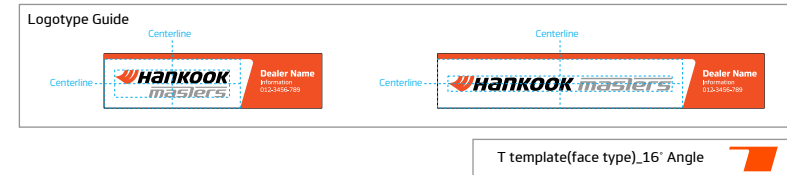
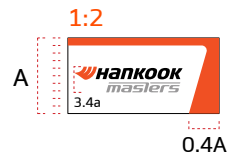


**Note :** HM Style 1 Facade Sign can be made in both the spot light type and the panaflex type.  
The Spot Light type is recommended but the panaflex type is allowed when the spot light type is impossible to be installed.

## FACADE STYLE 1\_RATIO

The graphics shown below provide guidelines for the placement and sizing of the different elements of the facade sign. Please follow these general dimensions when developing the various layouts.

A=10a

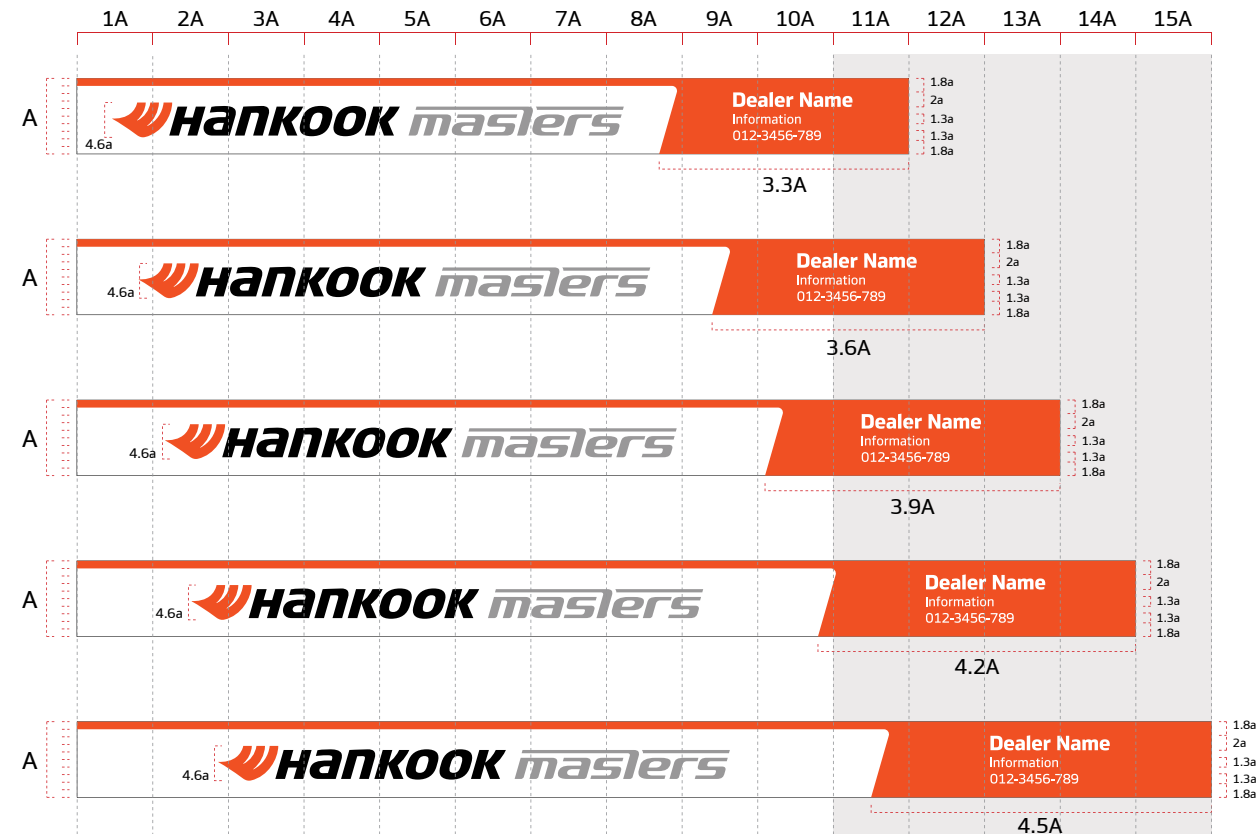
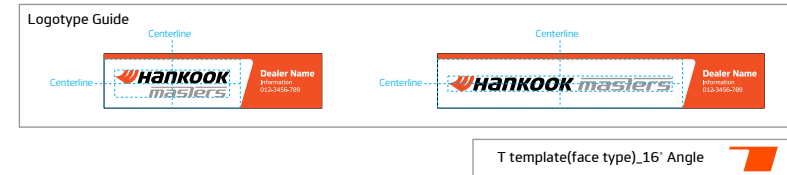


In the ratio of 1:4~1:6, Orange space is designated 1.5A

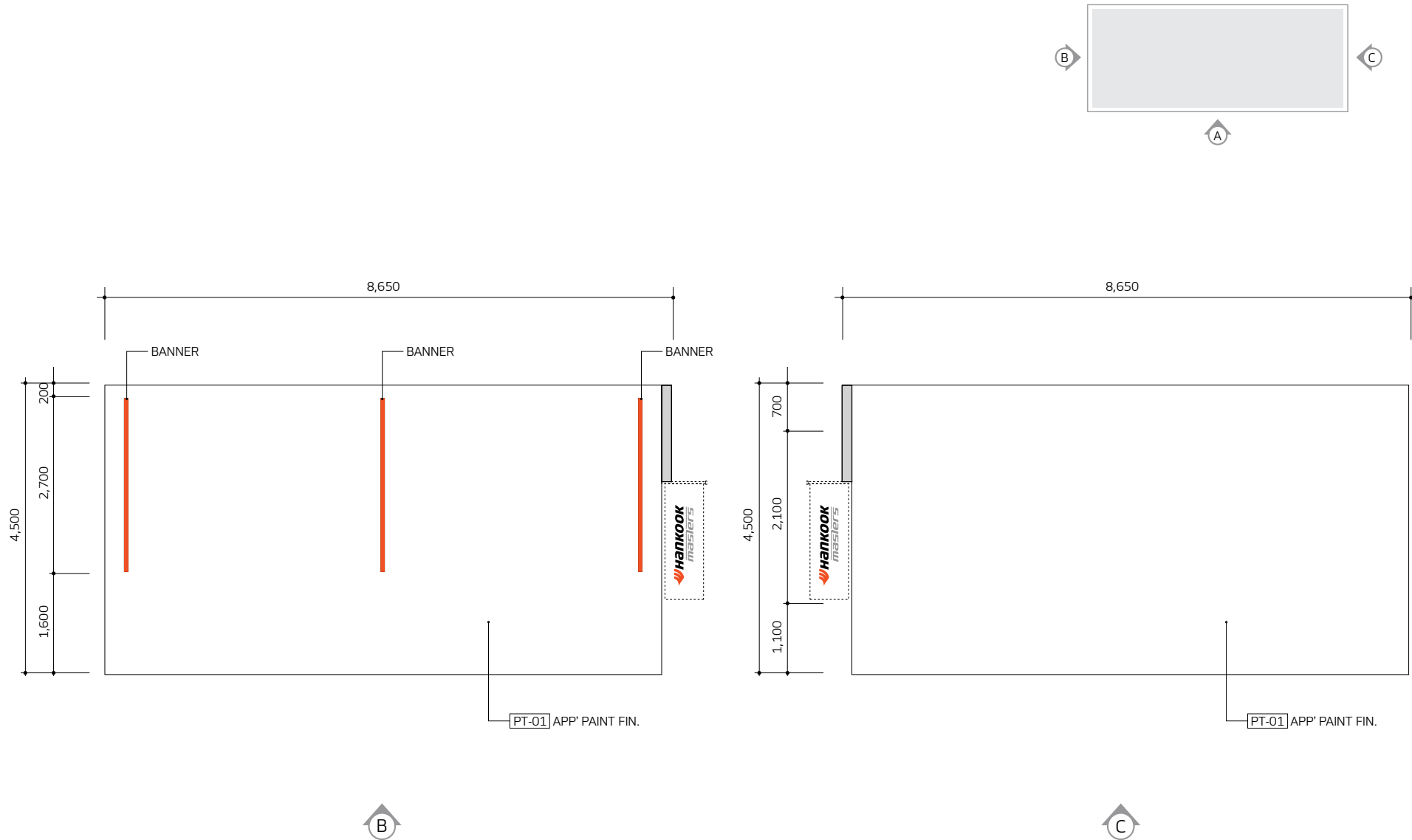
## FACADE STYLE 1\_RATIO

The graphics shown below provide guidelines for the placement and sizing of the different elements of the facade sign. Please follow these general dimensions when developing the various layouts.

A=10a

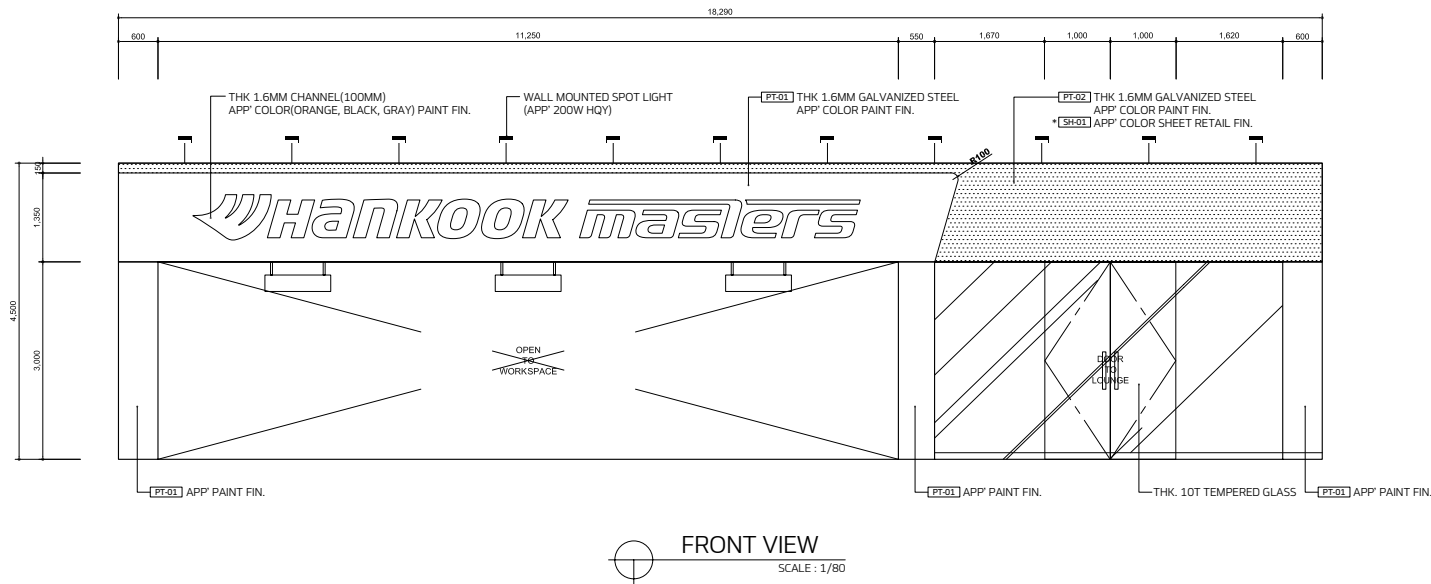


## FACADE STYLE 1\_ELEVATION



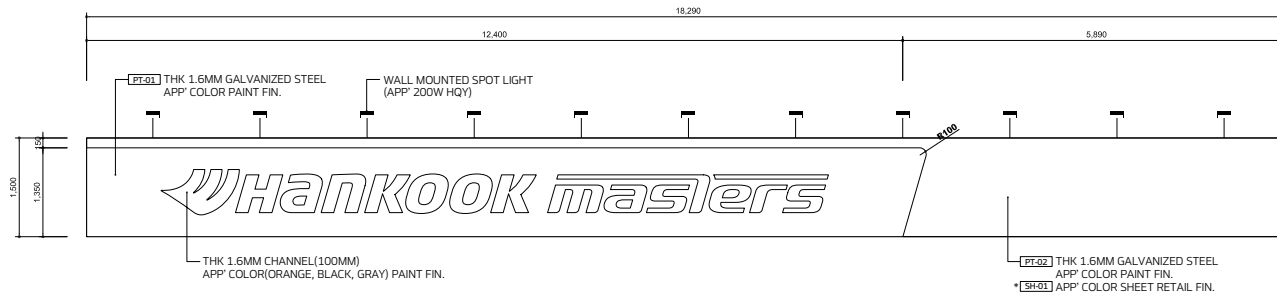
## FACADE STYLE 1\_DETAILED CONSTRUCTION PLAN 1

Spot Light Type\_Primary



## FACADE STYLE 1\_DETAILED CONSTRUCTION PLAN 2

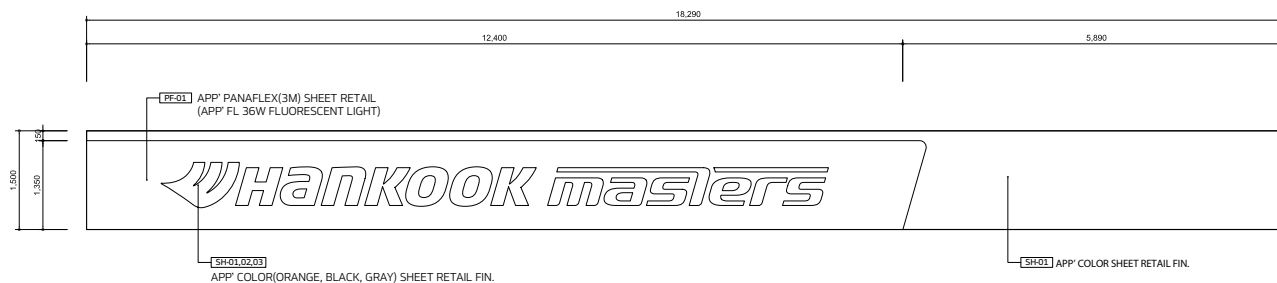
### Spot Light Type\_Primary



### Primary Lighting



### Panaflex Type\_Secondary

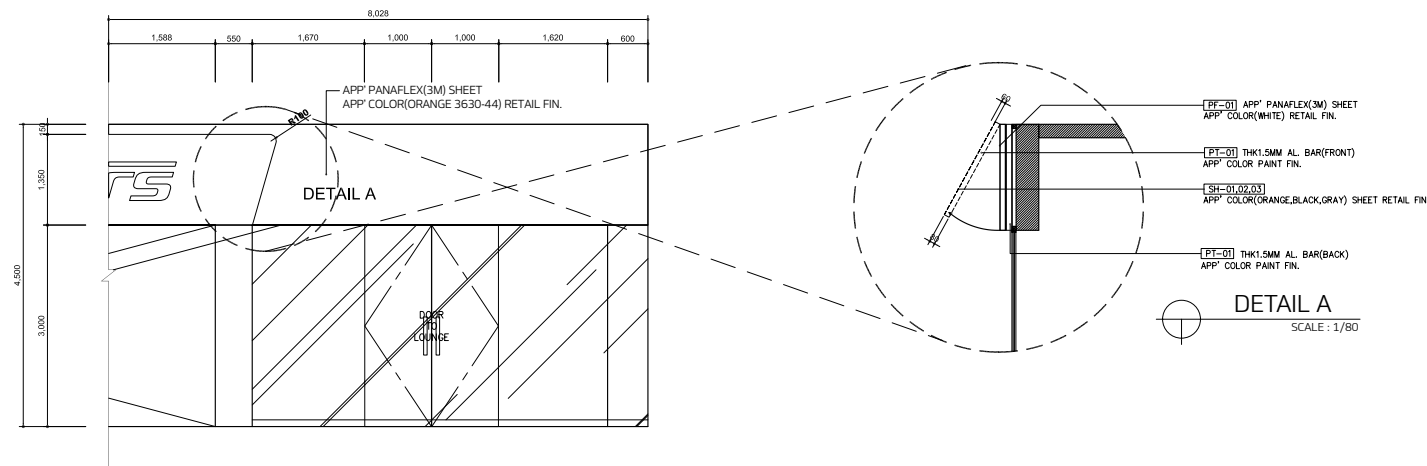
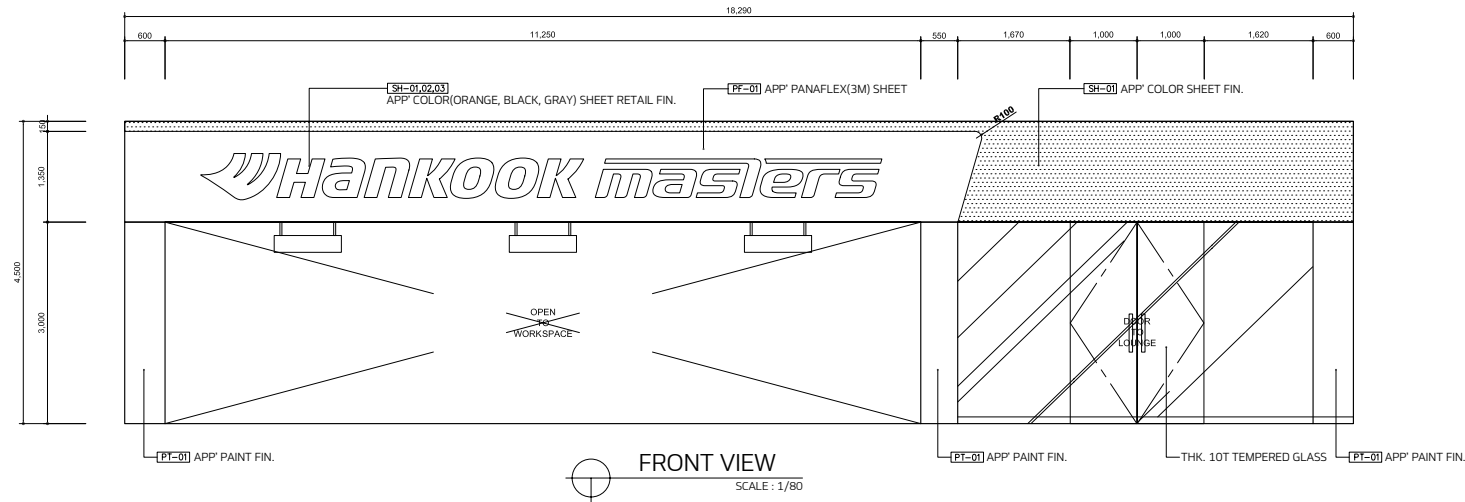


### Secondary Lighting



## FACADE STYLE 1\_DETAILED CONSTRUCTION PLAN 3

### Panaflex Type\_Secondary



## FACADE STYLE 2 SIMULATION

Day



Night



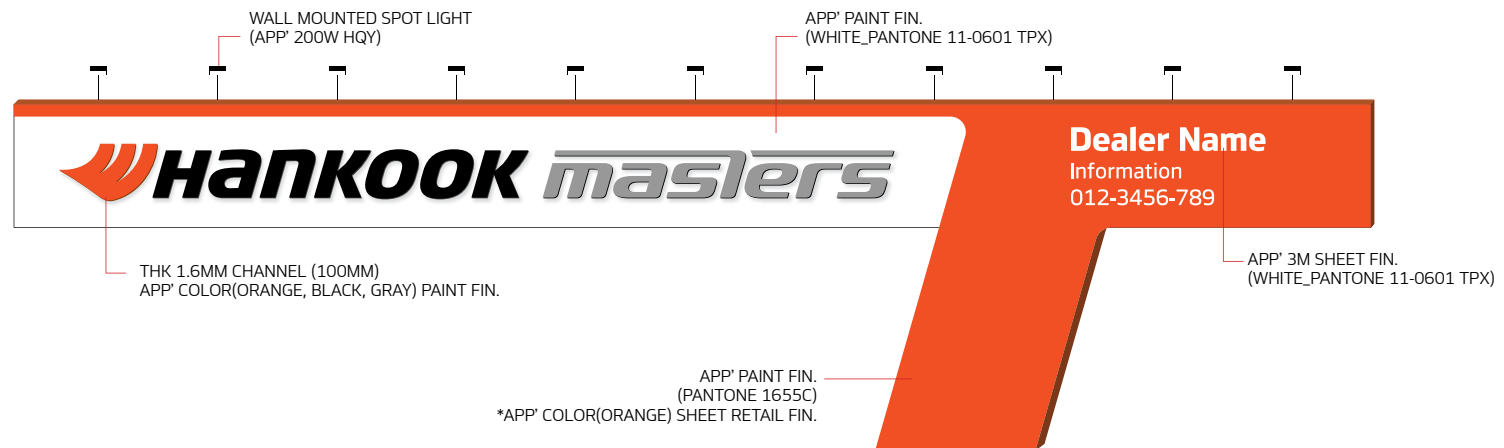
## FACADE STYLE 2



## FACADE STYLE 2\_TYPE

The graphics shown below provide guidelines for the placement and sizing of the different elements of the Facade sign.  
Please follow these general dimensions when developing the various layouts.

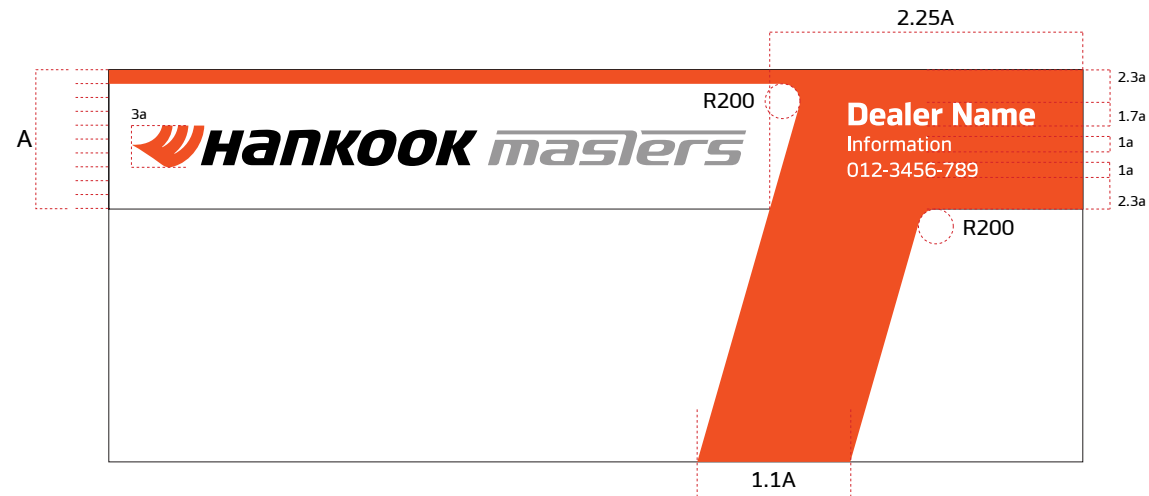
### Spot Light Type



Note : Style 1 Facade Sign only made in Spot Light Type.

## FACADE STYLE 2\_RATIO

### 1:7 Ratio



In the ratio of 1:7~1:10, Orange space is designated 2.25A and T-Template is 1.1A thick.

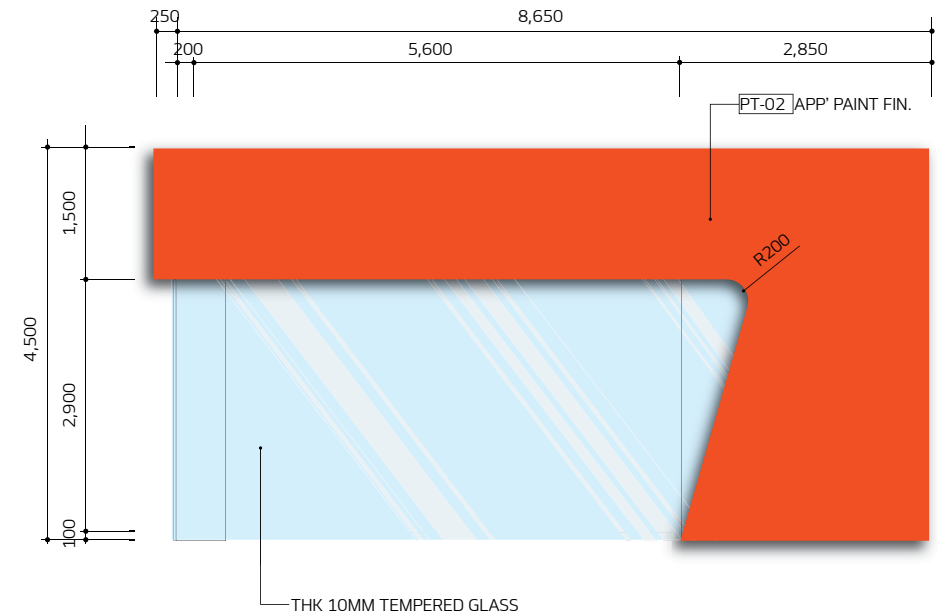
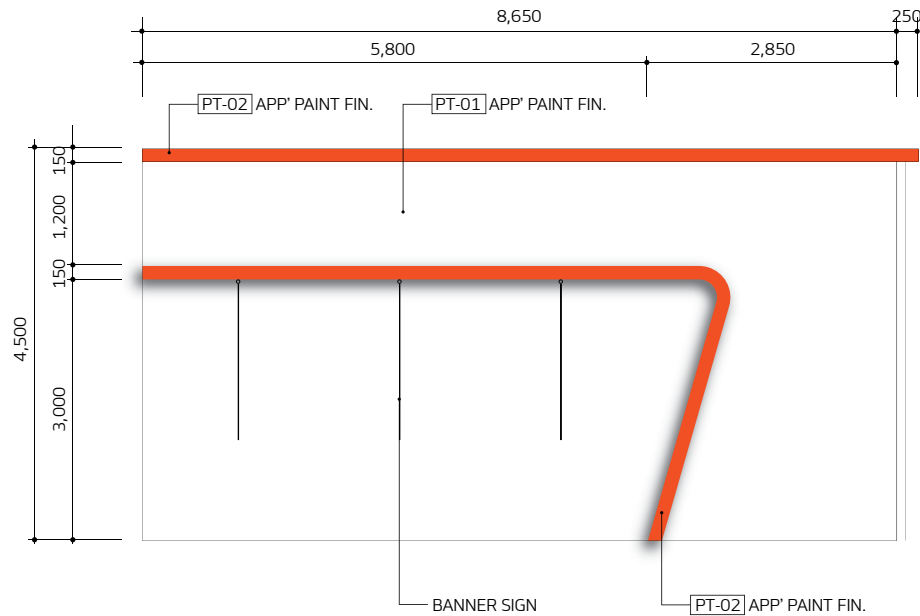
### 1:11 Ratio



In the ratio of 1:11~1:14, Orange space is T-Template is 1.3A thick.

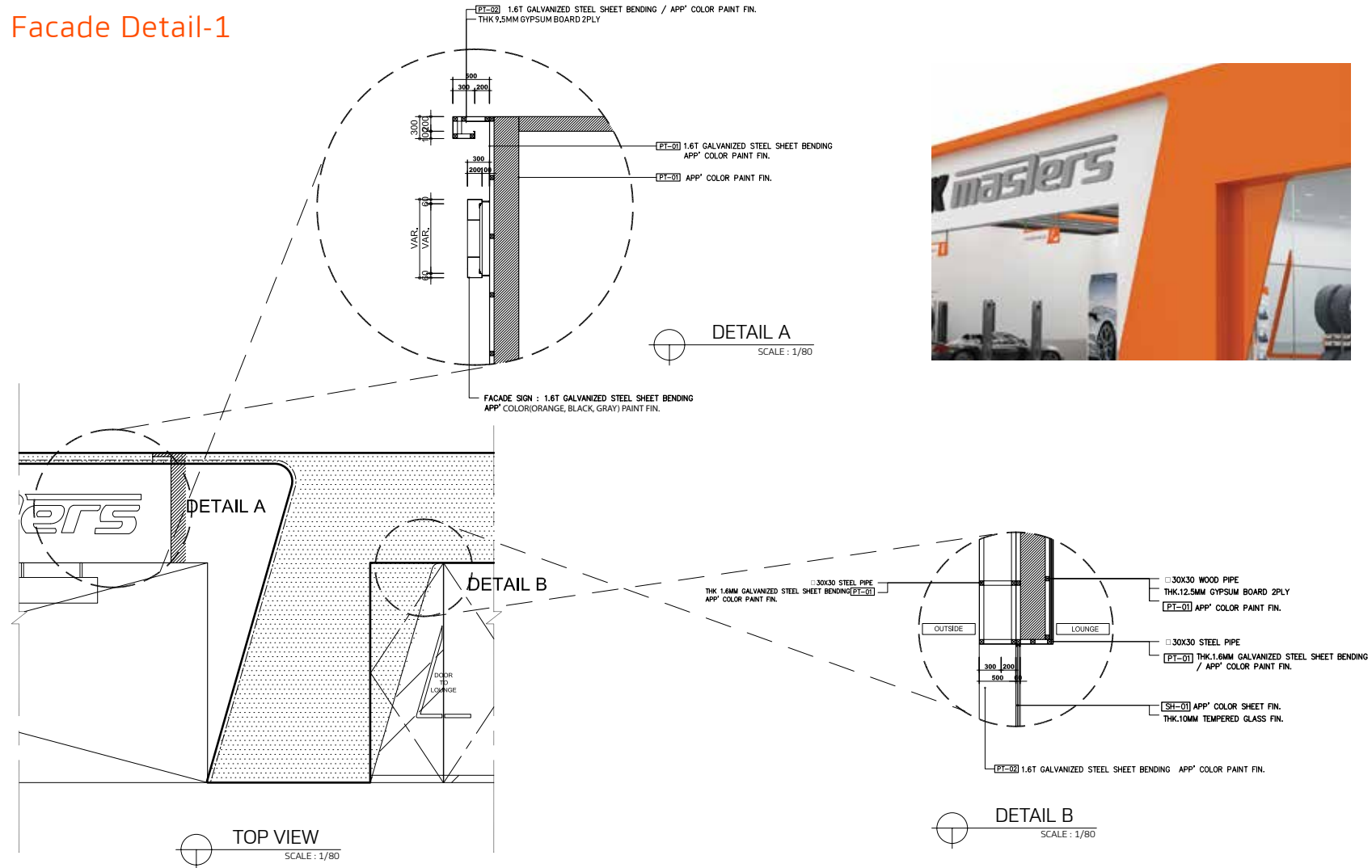
**Note :** HM Style 2 Facade Sign cannot be applied in a store that is below a ratio of 1:7.

## FACADE STYLE 2\_ELEVATION



# FACADE STYLE 2\_DETAILED CONSTRUCTION PLAN 1

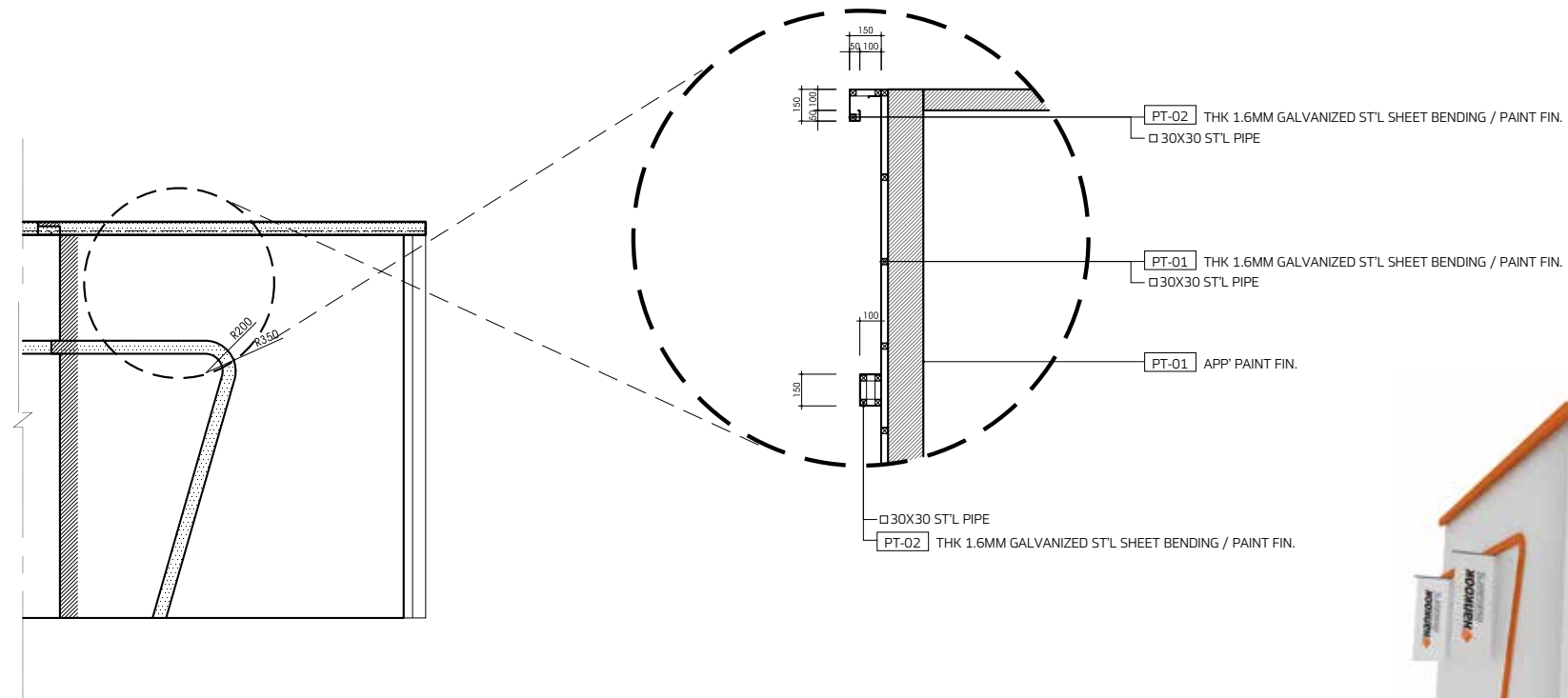
## Facade Detail-1



(When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)

## FACADE STYLE 2\_DETAILED CONSTRUCTION PLAN 2

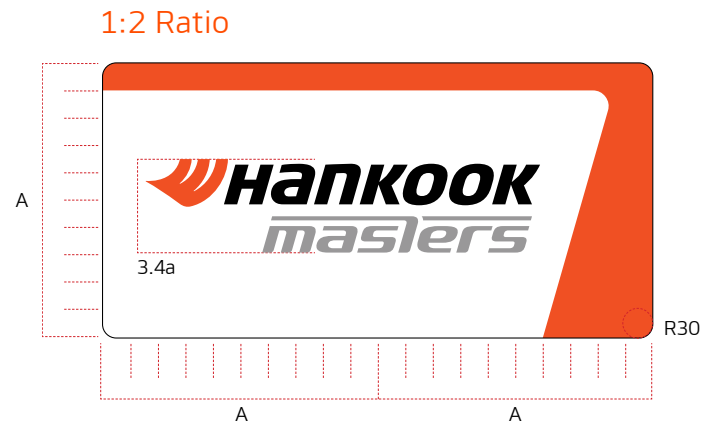
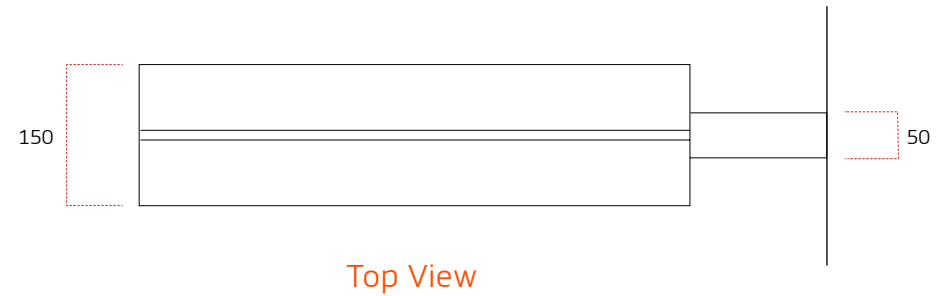
## Facade Detail-2



(When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)

## PROJECTION SIGN

T template\_16° Angle



This rate applies only to the projection sign.  
When size variation is needed due to site environment,  
apply in the same ratio after consulting with headquarters.

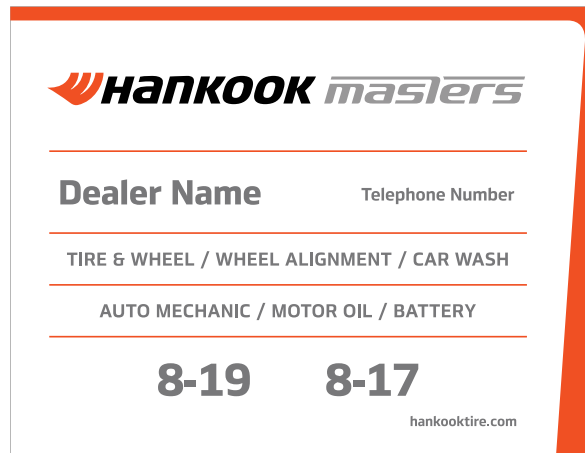


**Note :** SUS cutting and bending is painted in semi-dull white enameling paint and covered with specified color of non-illuminated film.  
For the illumination type, install the LED lamp inside, laser cut the frame and cover it with the specified color of illuminated film on the 10T floodlit milky acryl.

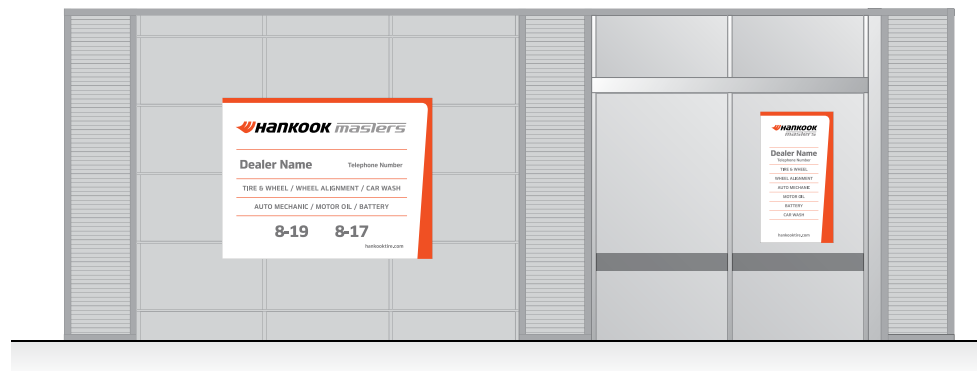
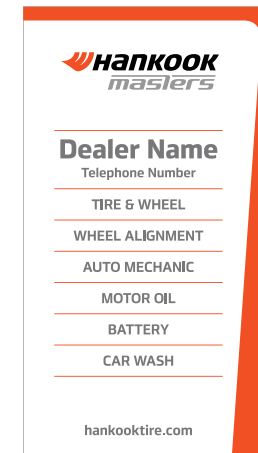
## WALL SIGN

T template\_4' Angle

Wide Type



Narrow Type



## INFORMATION SIGN 1

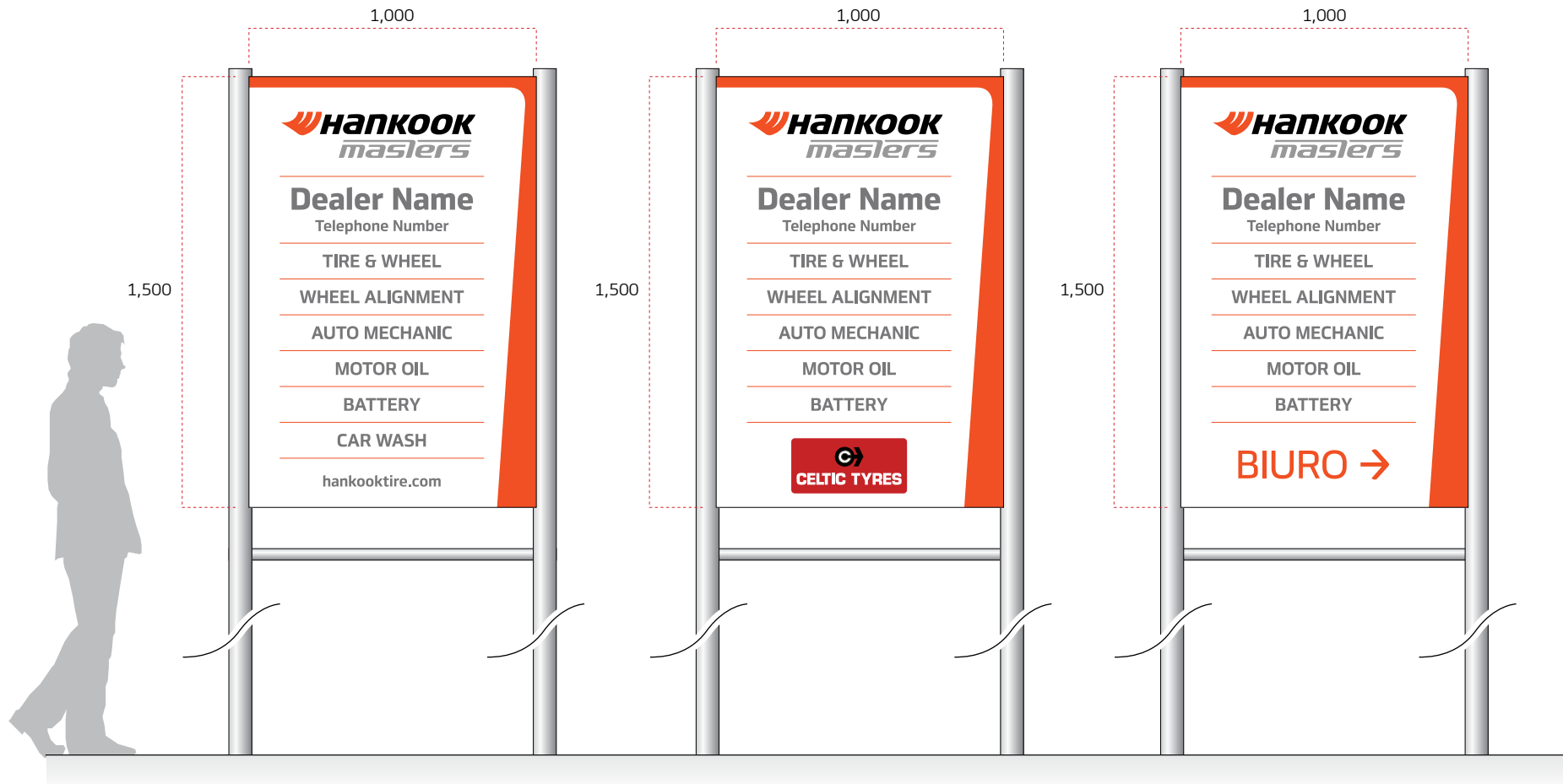
T template\_4' Angle



Type A

Type B\_Brand

Type C\_Directional



(When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)

## INFORMATION SIGN 1

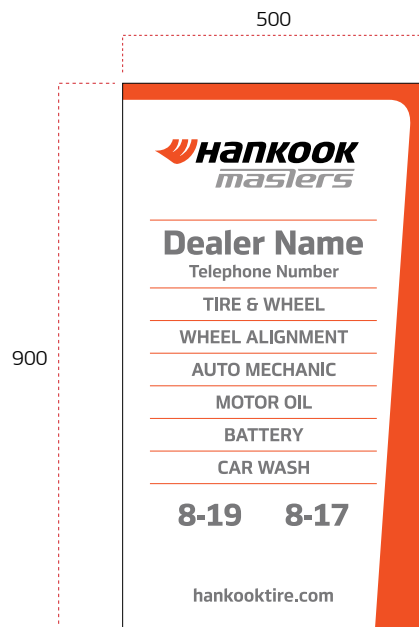


**Note :** SUS cutting and bending is sprayed in a semi-dull white enamel paint and covered with the specified color of non-illuminated film.  
(When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)

## INFORMATION SIGN 2

T template\_4' Angle

Type A



In-Door Vertical Type

Type B\_Brand



In-Door Vertical Type

Type C\_Directional



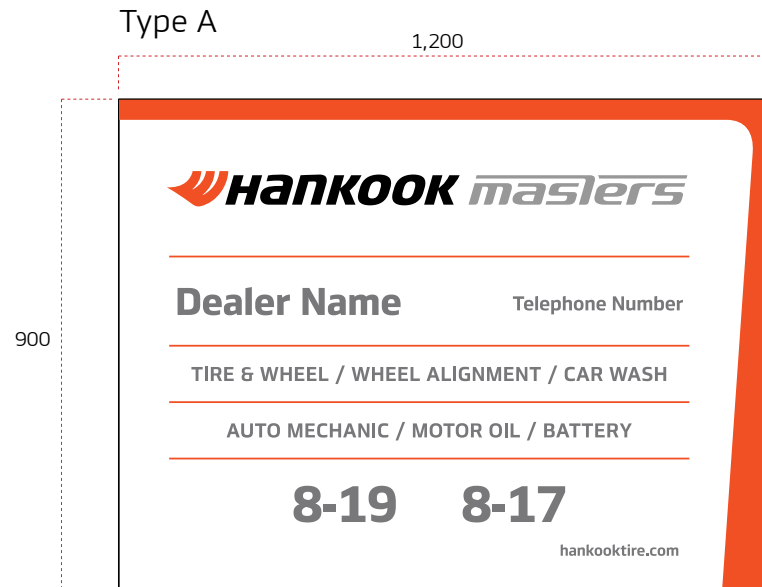
In-Door Vertical Type

**Note :** Paint semi-dull white enameling on white acryl and specified color silkscreen print.

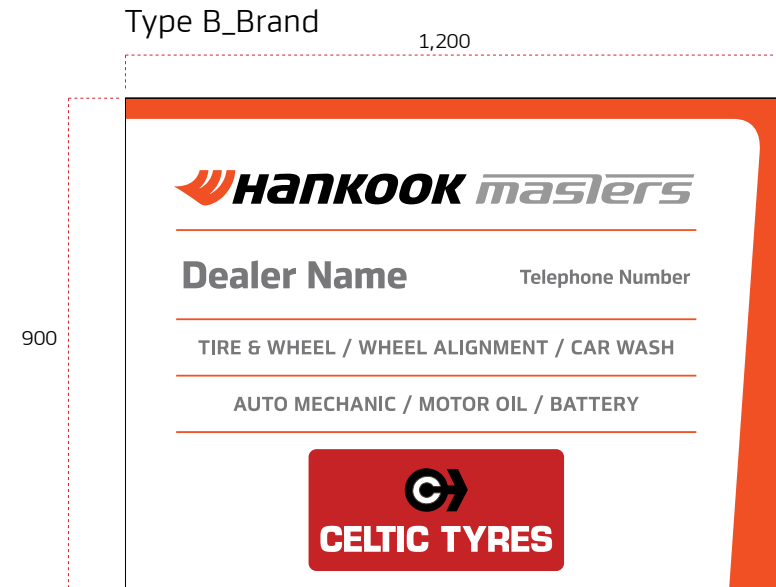
(When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)

## INFORMATION SIGN 2

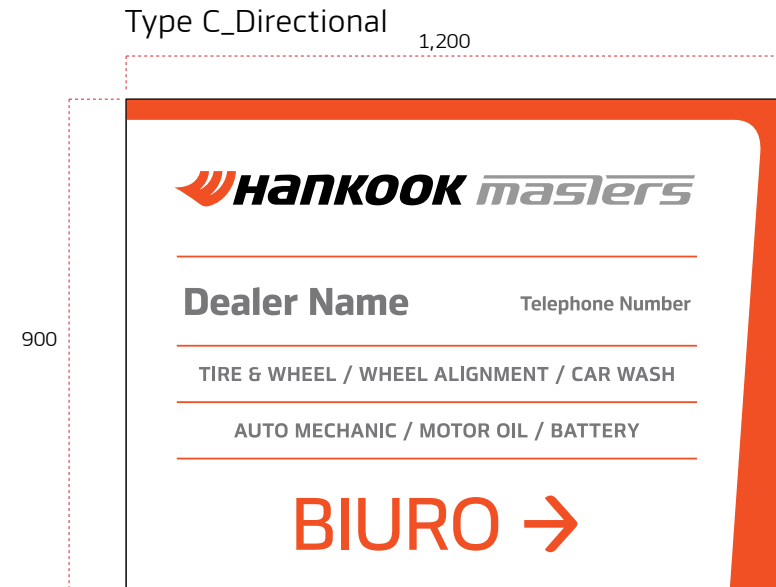
T template\_4° Angle



In-Door Horizontal Type



In-Door Horizontal Type



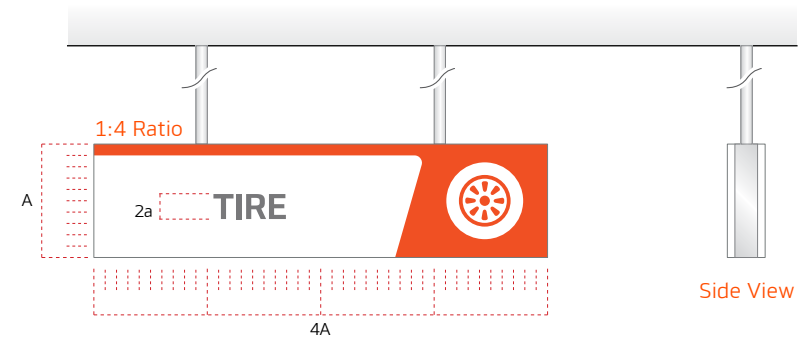
In-Door Horizontal Type

Note : Paint semi-dull white enameling on white acryl and specified color silkscreen print.

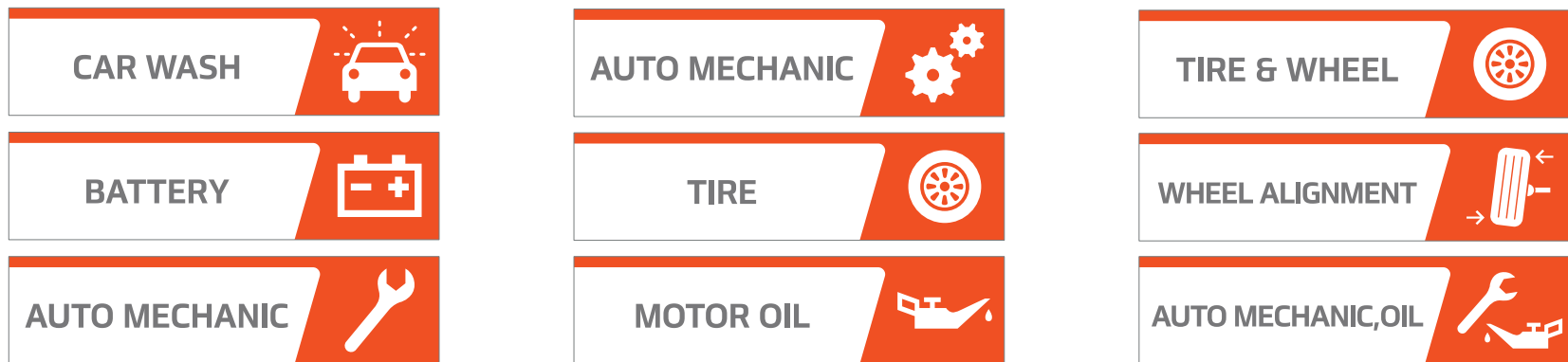
(When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)

## ID SIGN

T template\_16° Angle



## Workspace Sign



- SUS cutting and bending is painted in semi-dull white enameling paint and covered with specified color of non-illuminated film.
- For the illumination type, install the LED lamp inside, laser cut the frame and cover it with the specified color of illuminated film on the 10T floodlit milky acryl.

## Public Sign



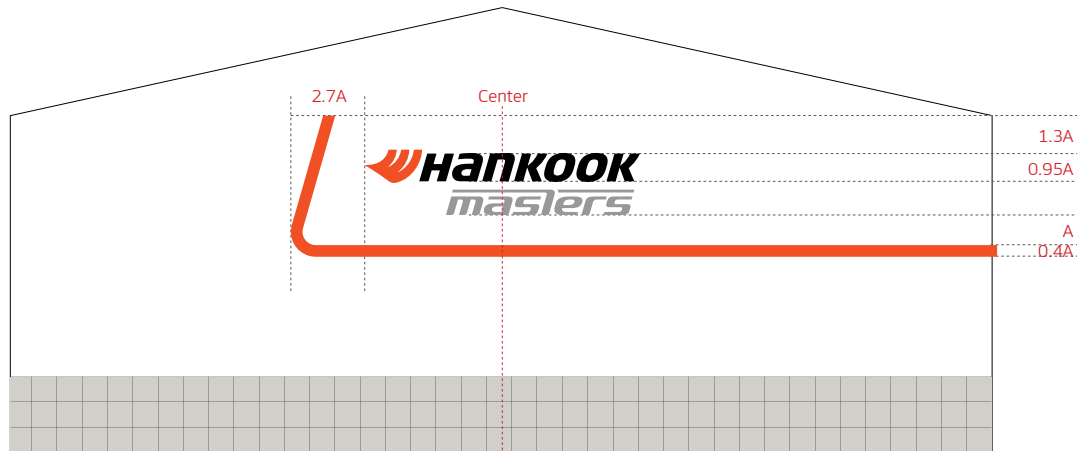
- White acryl and specified color silkscreen print.

(When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)

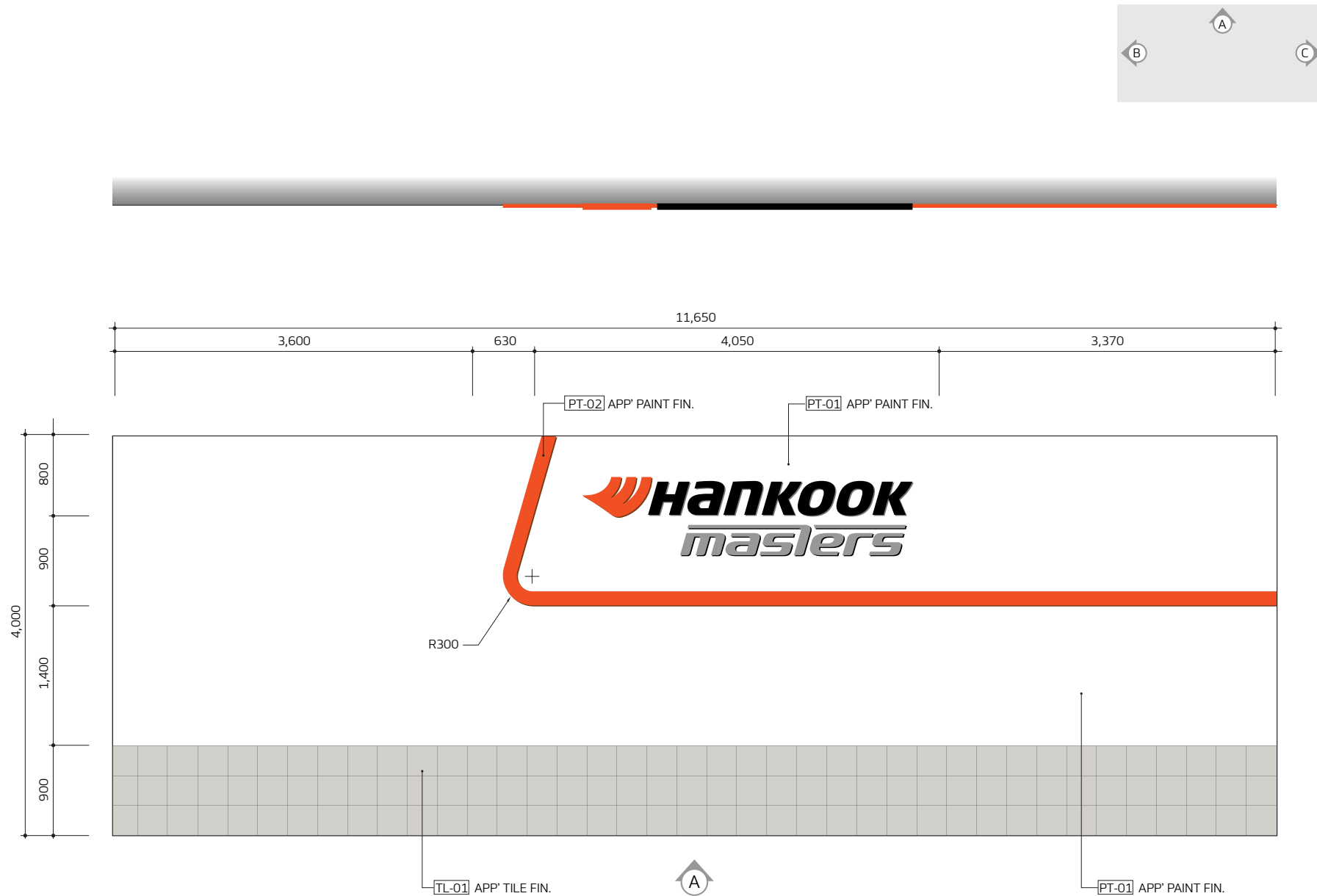
## WORKSPACE WALL SIGN



Logo located on the center of wall is 740mm in size. The height of baseline is 2,880mm. The Orange line is 200mm thick and the length is extended to end of the wall. (When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)



## WORKSPACE ELEVATION



# Standard Shop Identity

## Interior System\_Lounge

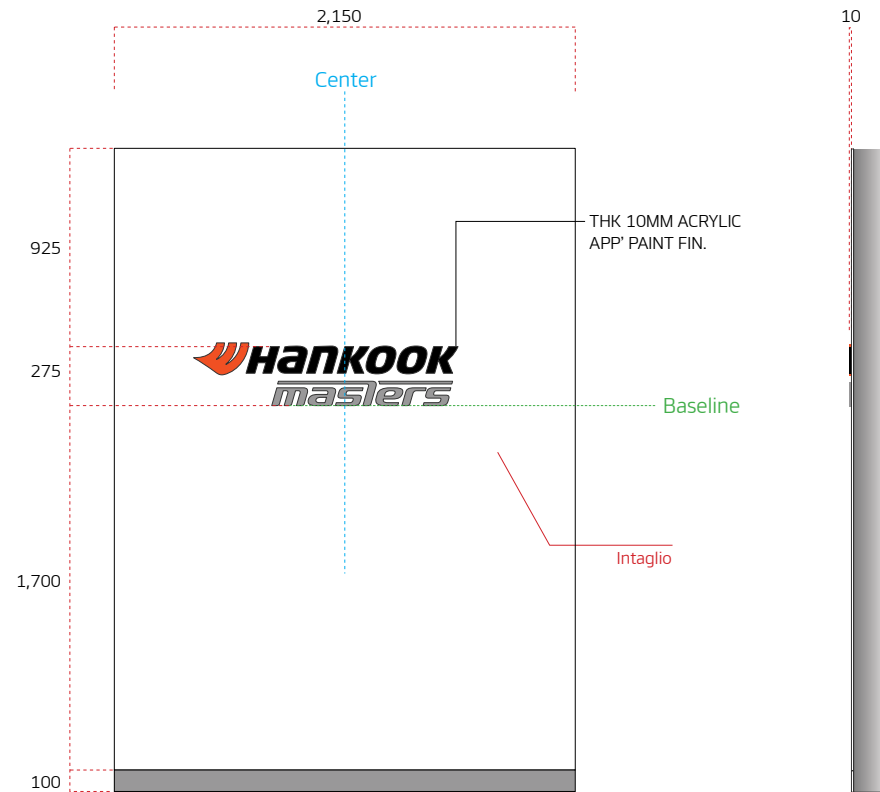
|                                   |    |
|-----------------------------------|----|
| Lounge Simulation                 | 48 |
| Lounge Back Drop Sign             | 49 |
| Lounge Elevation                  | 50 |
| Lounge Detailed Construction Plan | 51 |
| Finishing Materials               | 52 |

Standard Shop Identity\_Interior System

## LOUNGE SIMULATION



## LOUNGE BACK DROP SIGN

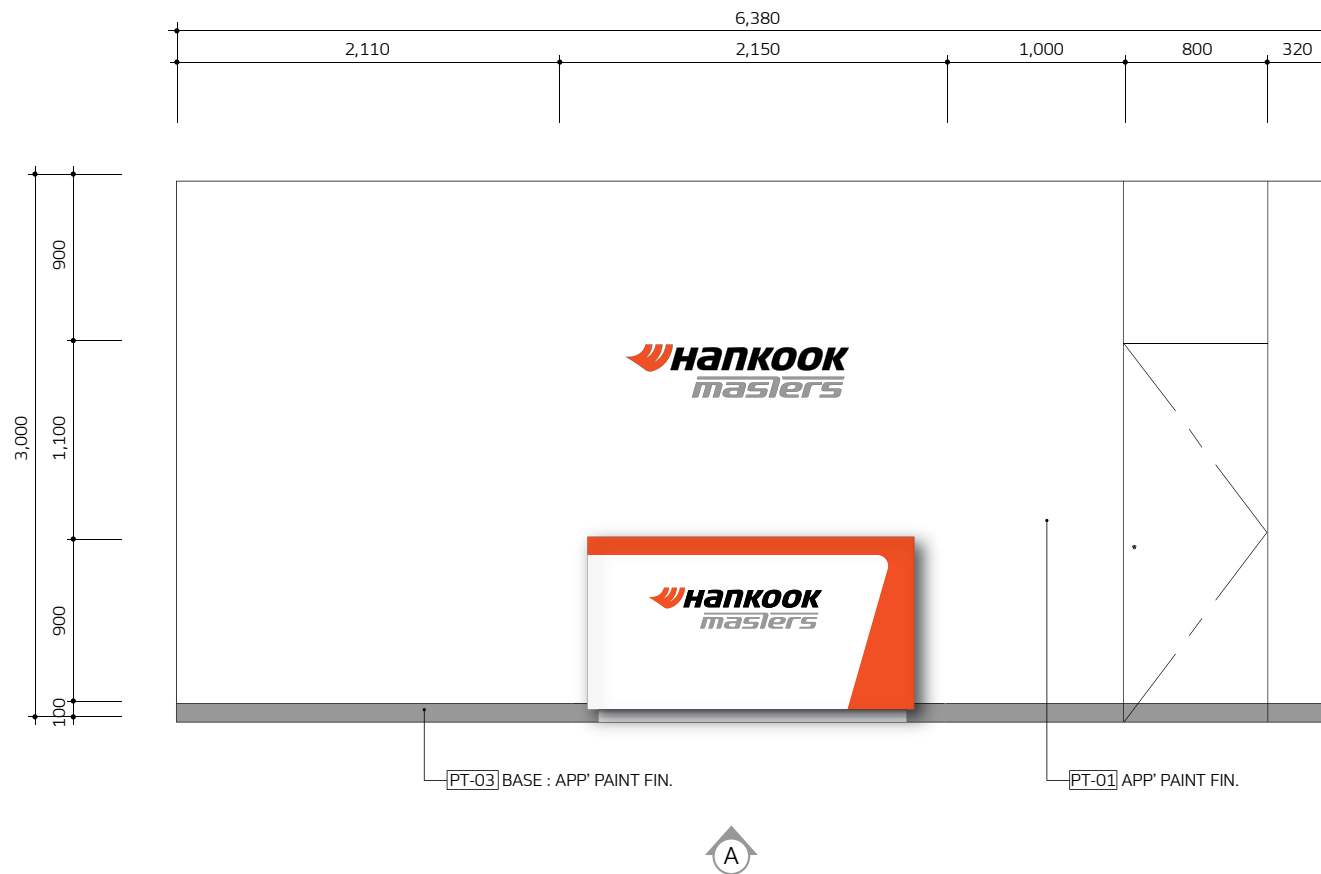
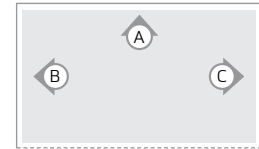


Vertical Type logo located at the center of the wall is 275mm in size. The height of baseline is 1,800mm.

**Note :** Lounge Back Drop Sign could be changed in size depending on store environment.

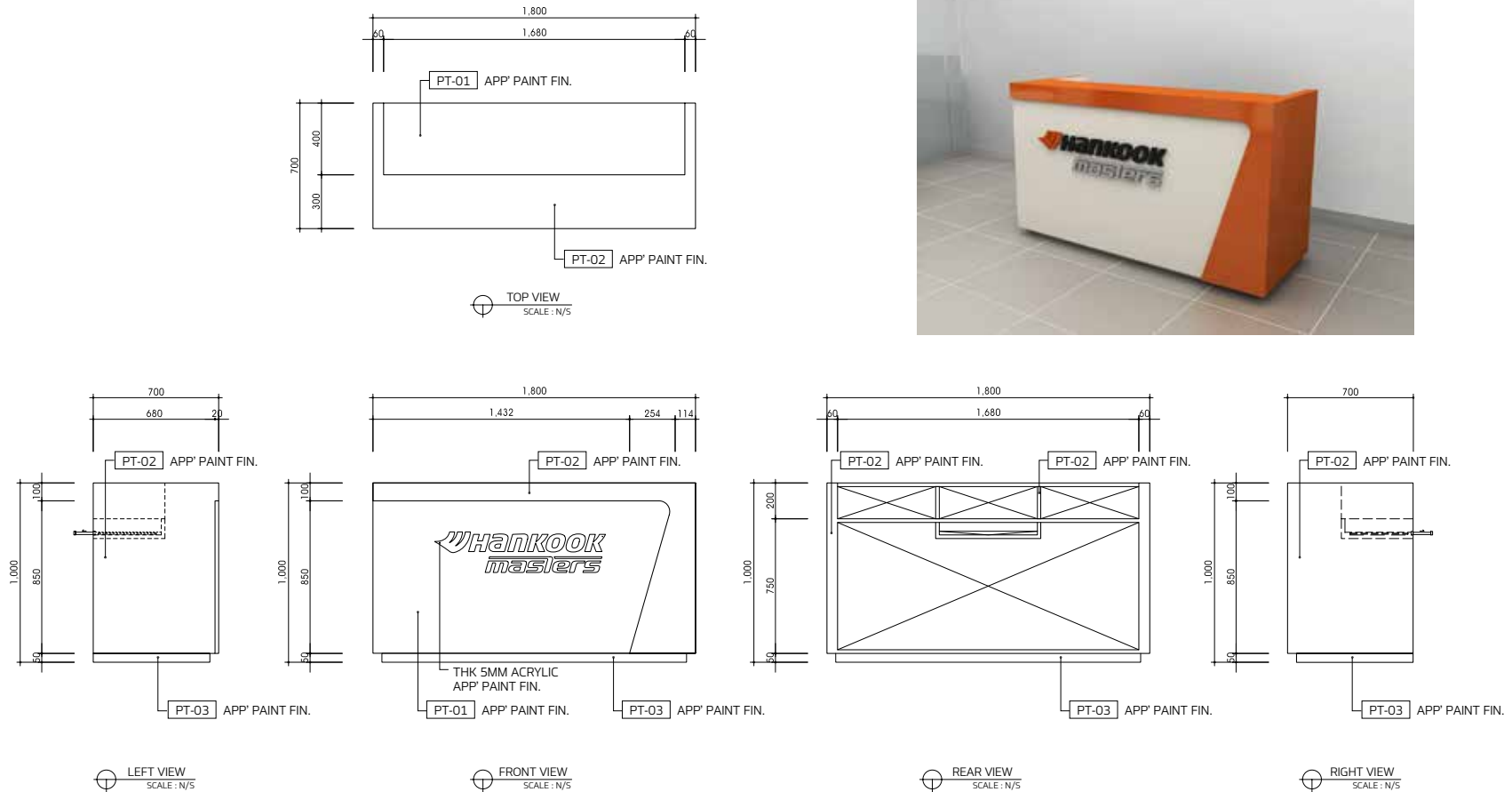
## LOUNGE ELEVATION

\*Branding can be applied only once, either on a backwall or on a reception desk considering the surroundings.



# LOUNGE DETAILED CONSTRUCTION PLAN

## Counter Detail



(When the size and the manufacturing method need to be varied due to the site environment, consult with headquarters and then apply the same recommended ratio.)

## FINISHING MATERIALS

### TILE



TL-01  
(300 x 300, POLISHING)  
PANTONE COOL GRAY 4C



TL-02  
(300 x 600)  
PANTONE COOL GRAY 3C

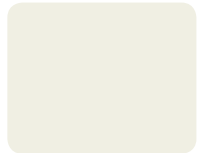


TL-03  
(600 x 600)  
PANTONE 420C



TL-04  
(300 x 300)  
PANTONE COOL GRAY 3C

### PAINT



PT-01  
PANTONE 11-0606 TPX  
RAL 1013  
NCS S 0603-Y20R  
SEMI GLOSS



PT-02  
PANTONE 1655C  
RAL 2009



PT-03  
PANTONE 15-4104 TPX  
RAL 7040  
NCS S 2502-B  
SEMI GLOSS



SH-01  
PANTONE 1655C  
RAL 2009



GL-01  
PANTONE 420C



CU-01  
PANTONE 1655C  
RAL 2009



CU-02  
PANTONE COOL GRAY 9C

### SHEET, BACKPAINTED GLASS, CUBICLE

### LAMP SPEC.



HALOGEN  
12V, 20-50W



HALOGEN  
2V, 20-50W



FLUORSCENT LAMP  
30W, LED

# Standard Shop Identity

## POSM System

|                                        |    |
|----------------------------------------|----|
| POSM Overview                          | 54 |
| POSM Installation Location             | 55 |
| Interior POSM Simulation               | 56 |
| Tire Rack                              | 57 |
| Tire Rack_Technical Drawing            | 58 |
| Tire Display Stand A                   | 59 |
| Tire Display Stand A_Technical Drawing | 60 |
| Tire Display Stand C                   | 61 |
| Tire Display Stand C_Technical Drawing | 62 |
| Wheel Display Rack                     | 63 |
| Wheel Display Rack_Technical Drawing   | 64 |
| Vending Rack                           | 65 |
| Vending Rack_Technical Drawing         | 66 |
| Desk Leaflet Stand                     | 67 |
| Desk Leaflet Stand_Technical Drawing   | 68 |
| Brochure Stand                         | 69 |
| Brochure Stand_Technical Drawing       | 70 |
| Banner Stand                           | 71 |

## POSM OVERVIEW

### POSM Item

#### Interior Display

**IN-1**  
Tire Rack



**IN-7**  
Vending Rack



**IN-2**  
Tire Stand A



**IN-8**  
Leaflet Stand



**IN-4**  
Tire Stand C



**IN-9**  
Brochure Stand



**IN-6**  
Wheel DP



**IN-10**  
Banner Stand



## POSM INSTALLATION LOCATION



1. IN-1



2. IN-2



3. IN-4



4. IN-6



5. IN-7



6. IN-8



7. IN-9



8. IN-10

Standard Shop Identity\_POSM System

## INTERIOR POSM SIMULATION



## TIRE RACK

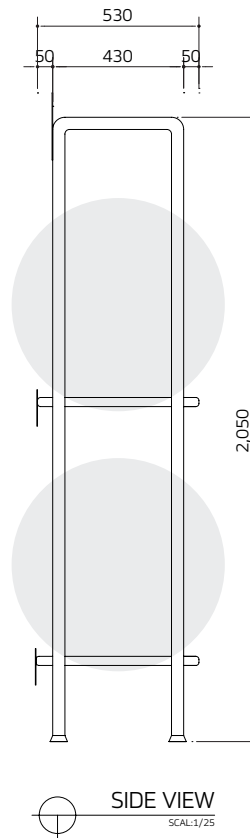
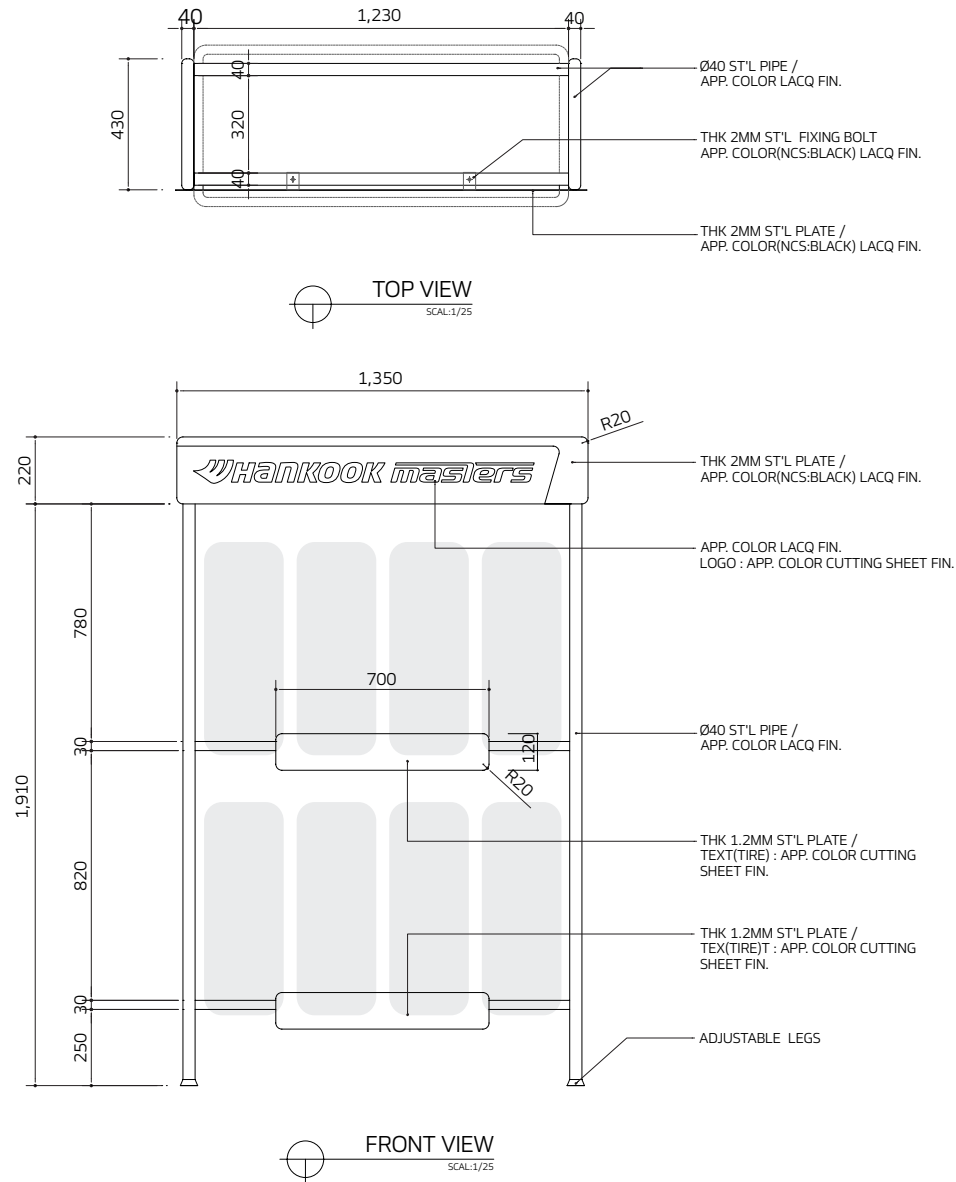


### IN-1

This item serves as an additional tool to maintain the consistency of the display. Displays the product's value in a way that increases interest and the desire to make product purchases. The display can be used to highlight various new products and different tire sizes. The display can be used outdoors or in shops.

W1,350 x H2,130 x D760

# TIRE RACK\_TECHNICAL DRAWING



## TIRE DISPLAY STAND A

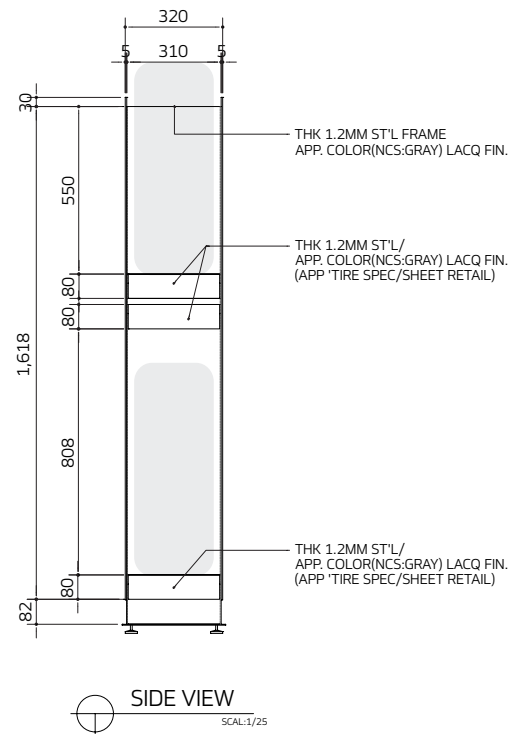
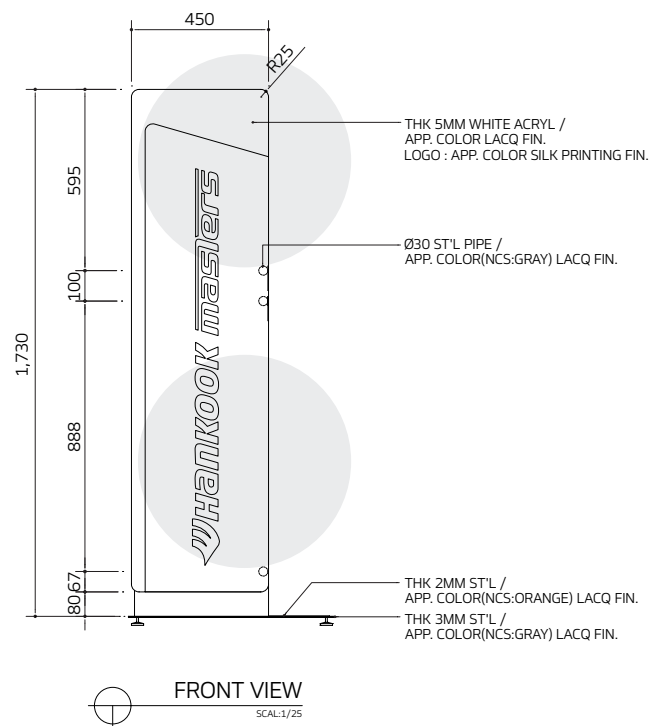
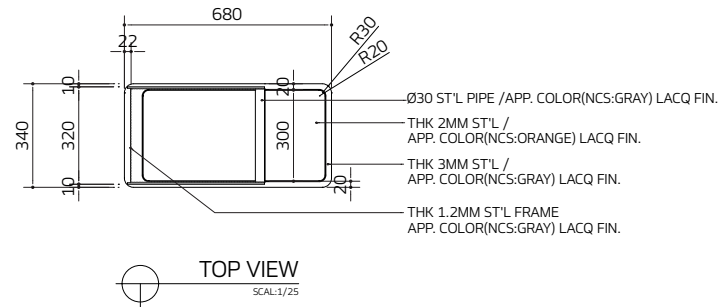


### IN-2

This item serves as an additional tool to maintain the consistency of the display. Displays the product's value in a way that increases interest and the desire to make product purchases. Can be used to display new products and UHPT products. This item can also be adapted to be used as a module rack for various combination displays according to space conditions and sales strategies.

W340x H1,900 x D780

## TIRE DISPLAY STAND A\_TECHNICAL DRAWING



## TIRE DISPLAY STAND C

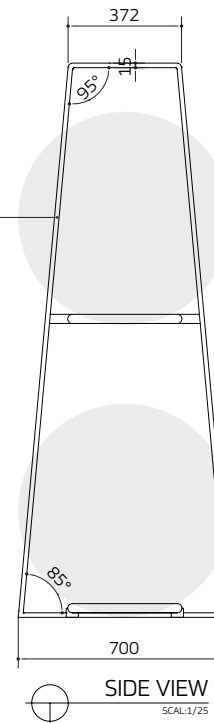
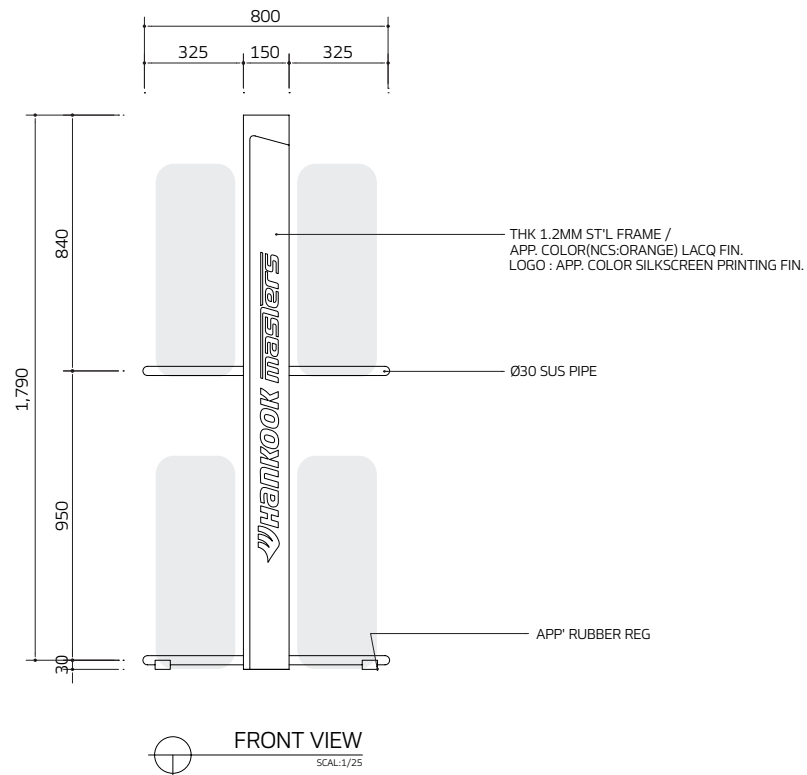
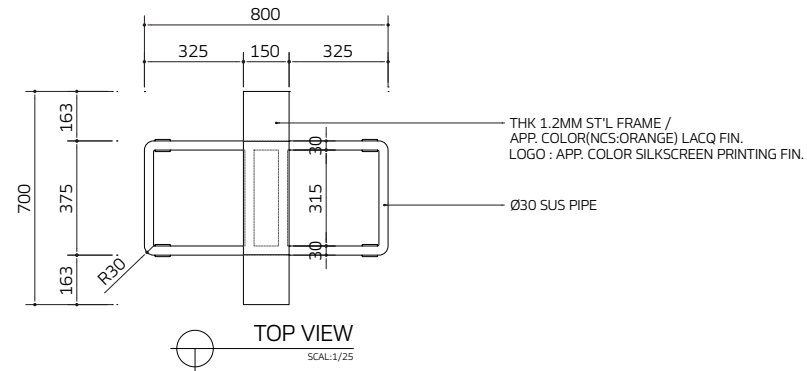


### IN-4

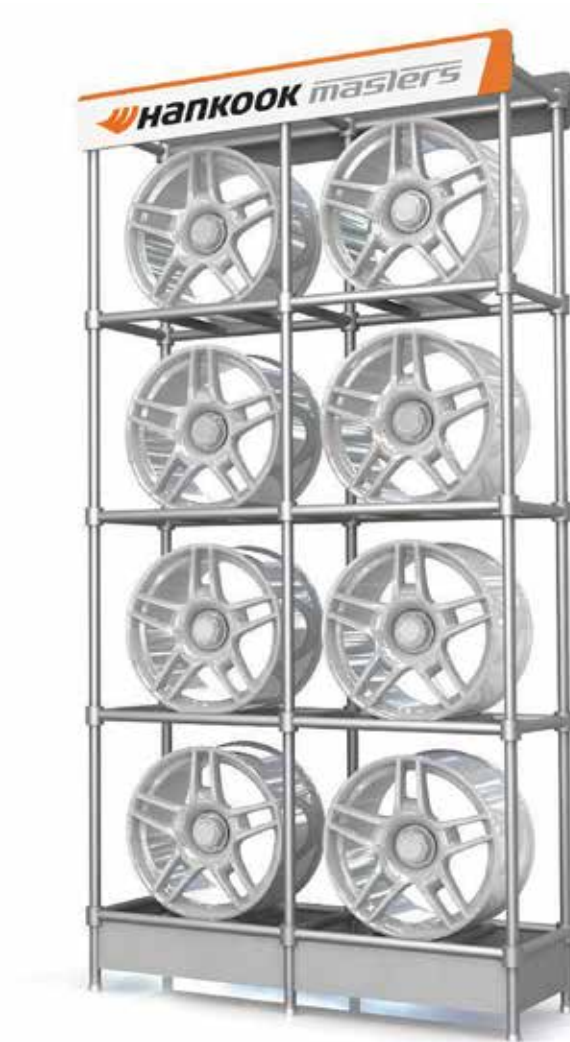
This item serves as an additional tool to maintain the consistency of the display.  
Displays the product's value in a way that increases interest and the desire to make product purchases.  
Can be used to display new products and UHPT products.  
This item can be used as an island display, as long as it is accessible from all sides.  
It can also be shown in windows or in large stores or shop-in-shop situations.

W800x H1,820 x D760

# TIRE DISPLAY STAND C\_TECHNICAL DRAWING



## WHEEL DISPLAY RACK

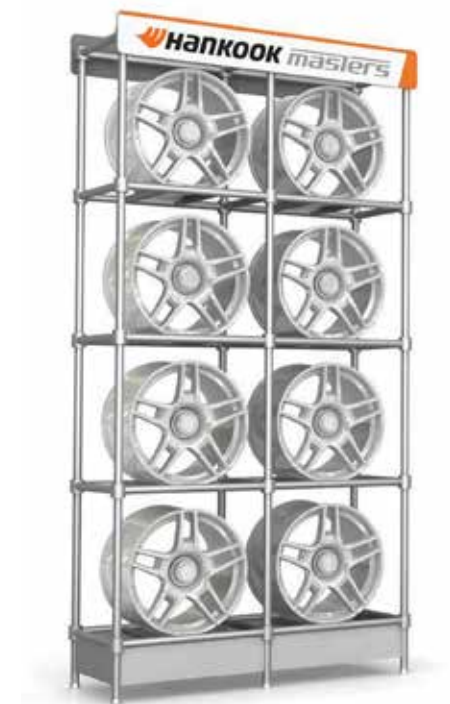
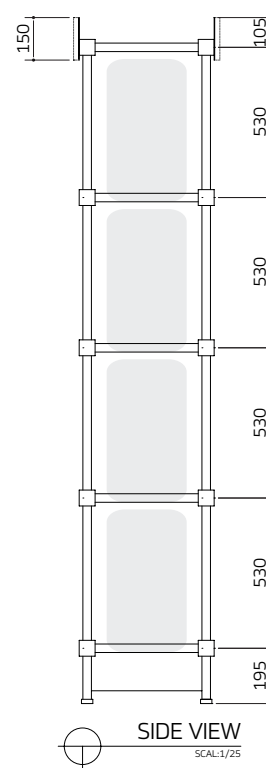
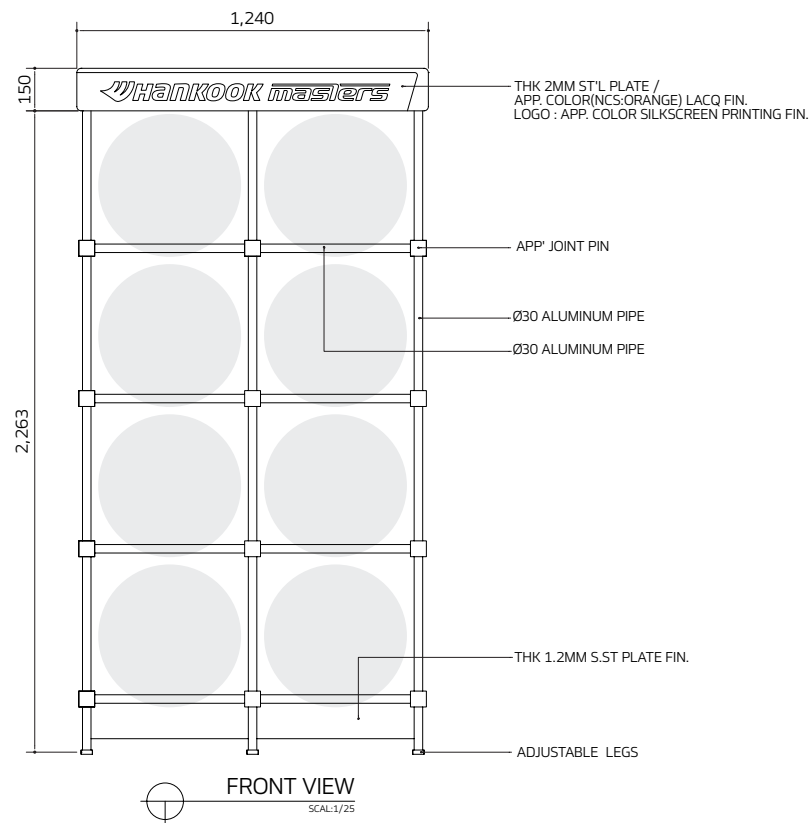
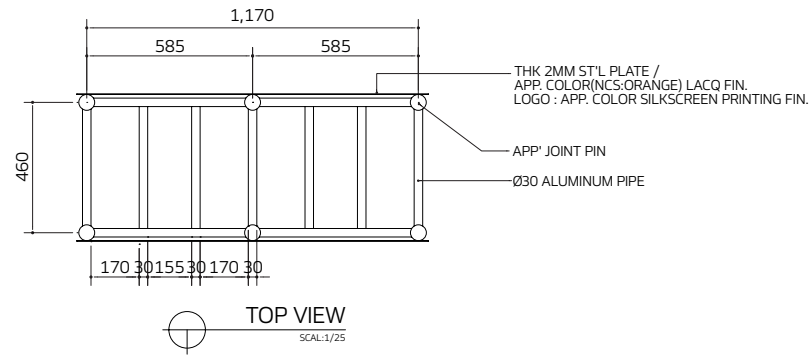


### IN-6

This item serves as an additional tool to maintain the consistency of the display.  
Displays the product's value in a way that increases interest and the desire to make product purchases.  
This display type allows the wheels to be displayed in an orderly fashion or it can be used as a wall display in the HKM Shop.

W1,220 x H2,400 x D490

# WHEEL DISPLAY RACK\_TECHNICAL DRAWING



## VENDING RACK

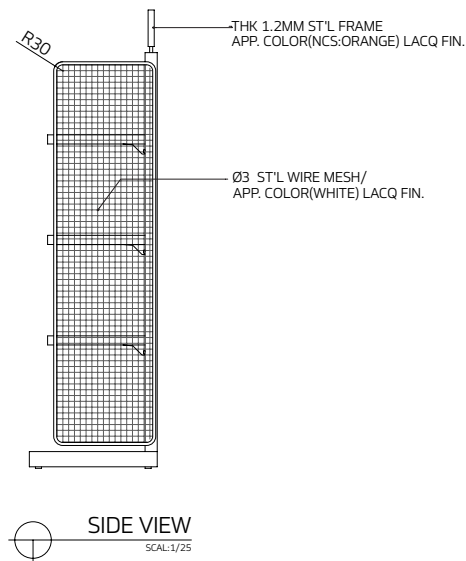
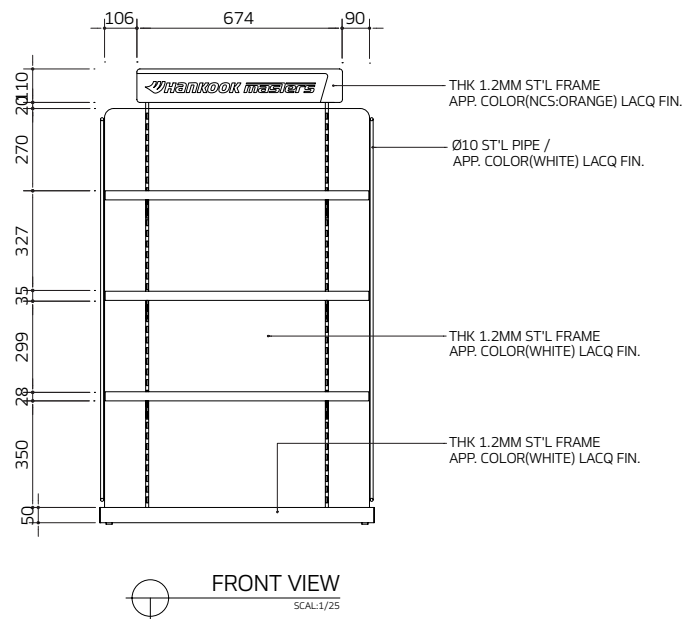
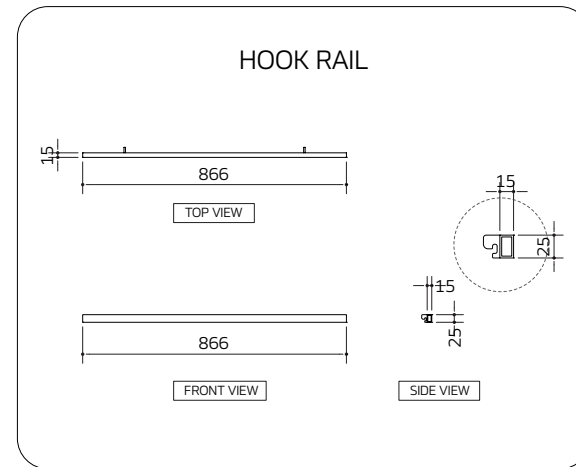
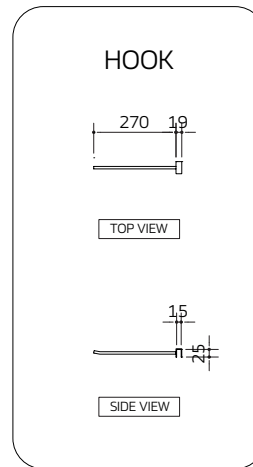
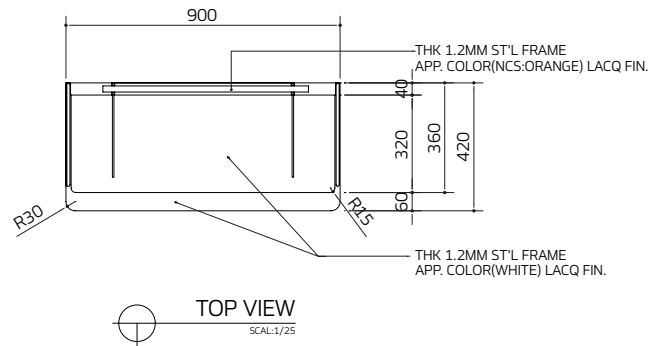


### IN-7

This item serves as an additional tool to maintain the consistency of the display. Displays the product's value in a way that increases interest and the desire to make product purchases. This type of display allows the various auto accessories to be arranged in an orderly fashion.

W900 x H1,500 x D420

# VENDING RACK\_TECHNICAL DRAWING



## DESK LEAFLET STAND

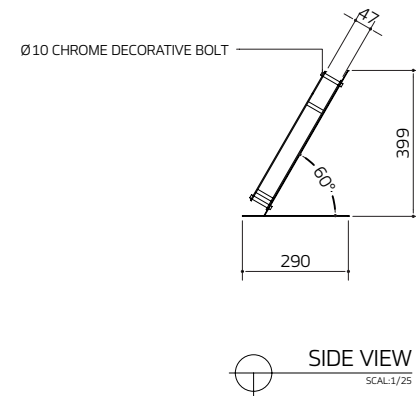
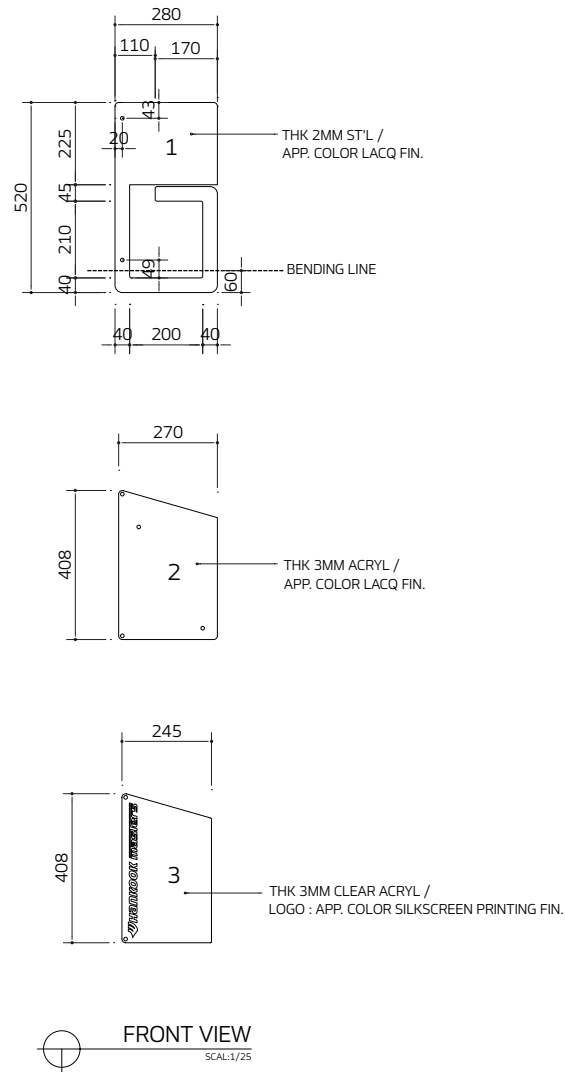


### IN-8

This item serves as an additional tool to maintain the consistency of the display.  
This type of display can hold customer brochures with pertinent product information.  
This display can be placed in areas with limited space for example tables or counters.

W280 x H400 x D290

## DESK LEAFLET STAND\_TECHNICAL DRAWING



## BROCHURE STAND

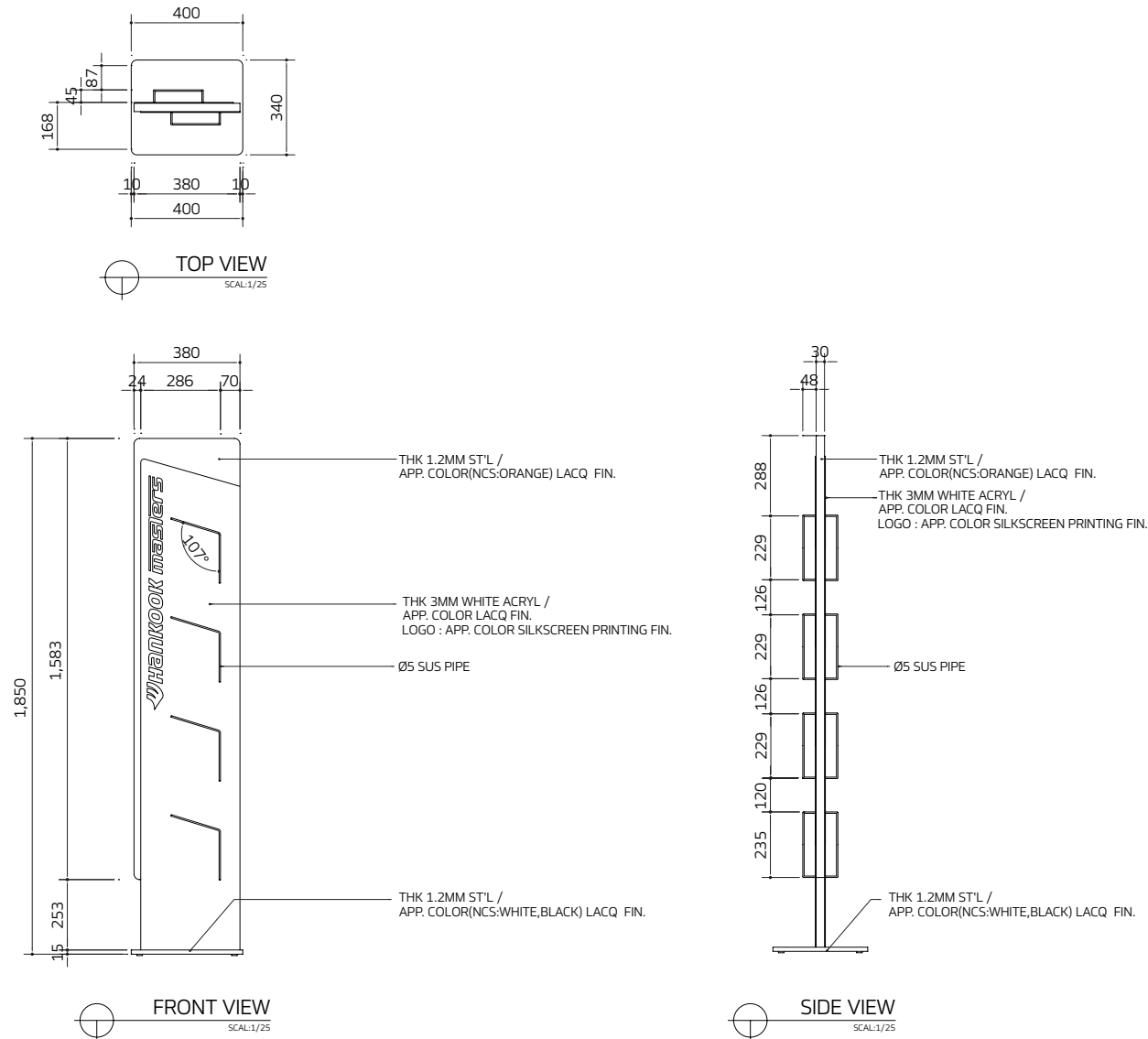


### IN-9

This item serves as an additional tool to maintain the consistency of the display.  
This type of display can hold customer brochures with pertinent product information.  
It can be placed in various locations within the shop depending on the flow of customers.

W400 x H1,850 x D340

## BROCHURE STAND\_TECHNICAL DRAWING



## BANNER STAND



### IN-10

This item serves as an additional tool to maintain the consistency of the display. Displays the product's value in a way that increases interest and the desire to make product purchases. This display type offers an advertising graphic board that allows ads to be replaced easily when they need to be updated. The display can be placed in various locations within the shop depending on the flow of customer traffic.

W600 x H1,800

# Standard Shop Identity

## Appendix

|                          |    |
|--------------------------|----|
| POSM Item List           | 73 |
| Finishing Materials List | 74 |

## POSM ITEM LIST

|                  | IMAGE                                                                               | CODE  | ITEM                 | DESCRIPTION                | SIZE (mm)                   | COLOR         |
|------------------|-------------------------------------------------------------------------------------|-------|----------------------|----------------------------|-----------------------------|---------------|
| Interior Display |    | IN-1  | Tire Rack            | Display general product    | w 1,350<br>h 2,130<br>d 760 | Gray          |
|                  |    | IN-2  | Tire Display Stand A | Display new & UHPT product | w 745<br>h 1,900<br>d 780   | Black & White |
|                  |    | IN-4  | Tire Display Stand C | Display new & UHPT product | w 800<br>h 1,820<br>d 760   | White         |
|                  |    | IN-6  | Wheel Display        | Display wheels             | w 1,220<br>h 2,400<br>d 490 | White         |
|                  |   | IN-7  | Vending Rack         | Display auto accessories   | w 900<br>h 1,500<br>d 420   | White         |
|                  |  | IN-8  | Desk Leaflet Stand   | Exhibit brochures          | w 280<br>h 400<br>d 290     | White         |
|                  |  | IN-9  | Brochure Stand       | Exhibit brochures          | w 400<br>h 1,850<br>d 340   | White         |
|                  |  | IN-10 | Banner Stand         | Advertising graphic board  | w 600<br>h 1,900<br>d 440   | White         |

## FINISHING MATERIALS LIST

| MATERIAL          |                                                                                     | ITEM NO. | SPECIFICATION  |                                                                       | MATERIAL LOCATION        | REMARK |
|-------------------|-------------------------------------------------------------------------------------|----------|----------------|-----------------------------------------------------------------------|--------------------------|--------|
| TILE              |    | TL-01    | COLOR / FINISH | GRAY (PANTONE COOL GRAY 4C) / POLISHING                               | WORKSPACE / WALL         |        |
|                   |                                                                                     |          | SIZE / DIM'    | 300 X 300                                                             |                          |        |
|                   |    | TL-02    | COLOR / FINISH | GRAY (PANTONE COOL GRAY 3C)                                           | TOILET / WALL            |        |
|                   |                                                                                     |          | SIZE / DIM'    | 300 X 600                                                             |                          |        |
|                   |    | TL-03    | COLOR / FINISH | WHITE CREAMED GRAY (PANTONE 420C)                                     | LOUNGE / FLOOR           |        |
|                   |                                                                                     |          | SIZE / DIM'    | 600 X 600                                                             |                          |        |
|                   |    | TL-04    | COLOR / FINISH | GRAY (PANTONE COOL GRAY 3C)                                           | TOILET / FLOOR           |        |
|                   |                                                                                     |          | SIZE / DIM'    | 300 X 300                                                             |                          |        |
| PAINT             |   | PT-01    | COLOR / FINISH | WHITE (PANTONE 11-0606 TPX, RAL 1013 or NCS S 0603-Y20R) / SEMI GLOSS | WALL, CEILING BASE COLOR |        |
|                   |  | PT-02    | COLOR / FINISH | ORANGE (PANTONE 1655C or RAL 2009)                                    | POINT                    |        |
|                   |  | PT-03    | COLOR / FINISH | GRAY (PANTONE 15-4104 TPX, RAL 7040 or NCS S 2502-B) / SEMI GLOSS     | BASEBOARD                |        |
| SHEET             |  | SH-01    | COLOR / FINISH | ORANGE (PANTONE 1655C)                                                | LOUNGE DOOR              |        |
| BACKPAINTED GLASS |  | GL-01    | COLOR / FINISH | GRAY (PANTONE 420C)                                                   | LOUNGE BACK WALL         |        |
| CUBICLE           |  | CU-01    | COLOR / FINISH | ORANGE (PANTONE 1655C)                                                | TOILET                   |        |
|                   |  | CU-02    | COLOR / FINISH | GRAY (PANTONE COOL GRAY 9C)                                           | TOILET                   |        |

# Stationery

|                |    |
|----------------|----|
| Businesscard   | 76 |
| Letterhead     | 77 |
| Envelope_Small | 78 |
| Envelope_Large | 79 |
| Memo           | 80 |
| Certificate    | 81 |

# BUSINESSCARD

**Size**  
90 X 50mm

## Type Setting

- ① **Name**  
Hankook  
Medium 10pt
- ② **Position / Department**  
Hankook  
Regular 6pt
- ③ **Corporate Title**  
Hankook  
Medium 8pt
- ④ **Address / Phone numbers / E-mail**  
Hankook  
Regular 6pt

**Printing Process**  
3 Spot Colors Printing  
or 4 Process Color Printing



Hankook Masters Orange



Hankook Masters Gray

FRONT



FRONT



BACK



# LETTERHEAD

## Size

A4 / 210 X 297mm

## Type Setting

### 1 Address

Hankook  
Regular 7pt

## 2 Homepage

Hankook  
Medium 6pt

### Printing Color



Hankook Masters Orange



Hankook Masters Gray



Hankook Masters Black



113 Teheran-ro,  
Gangnam-gu, Seoul, 06133, Korea  
Tel.82.2.2222.1000 Fax.82.2.2222.1234  
www.hankooktire.com



113 Teheran-ro,  
Gangnam-gu, Seoul, 06133, Korea  
Tel.82.2.2222.1000 Fax.82.2.2222.1234  
[www.bankooktime.com](http://www.bankooktime.com)

SCALE : 50%

# ENVELOPE\_SMALL

**Size**  
225 X 95mm

**Type Setting**

- ① **Address**  
Hankook  
Regular 6.5pt
- ② **Homepage**  
Hankook  
Medium 6pt

**Printing Color**



Hankook Masters Orange



Hankook Masters Gray

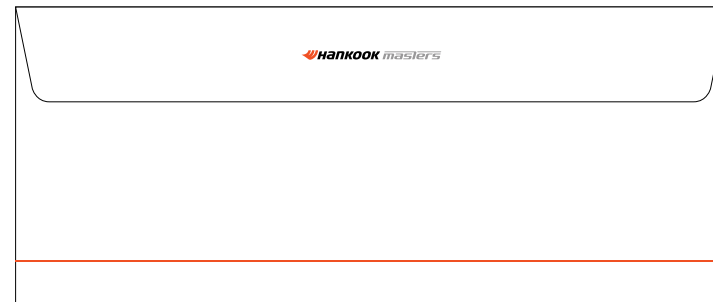


Hankook Masters Black

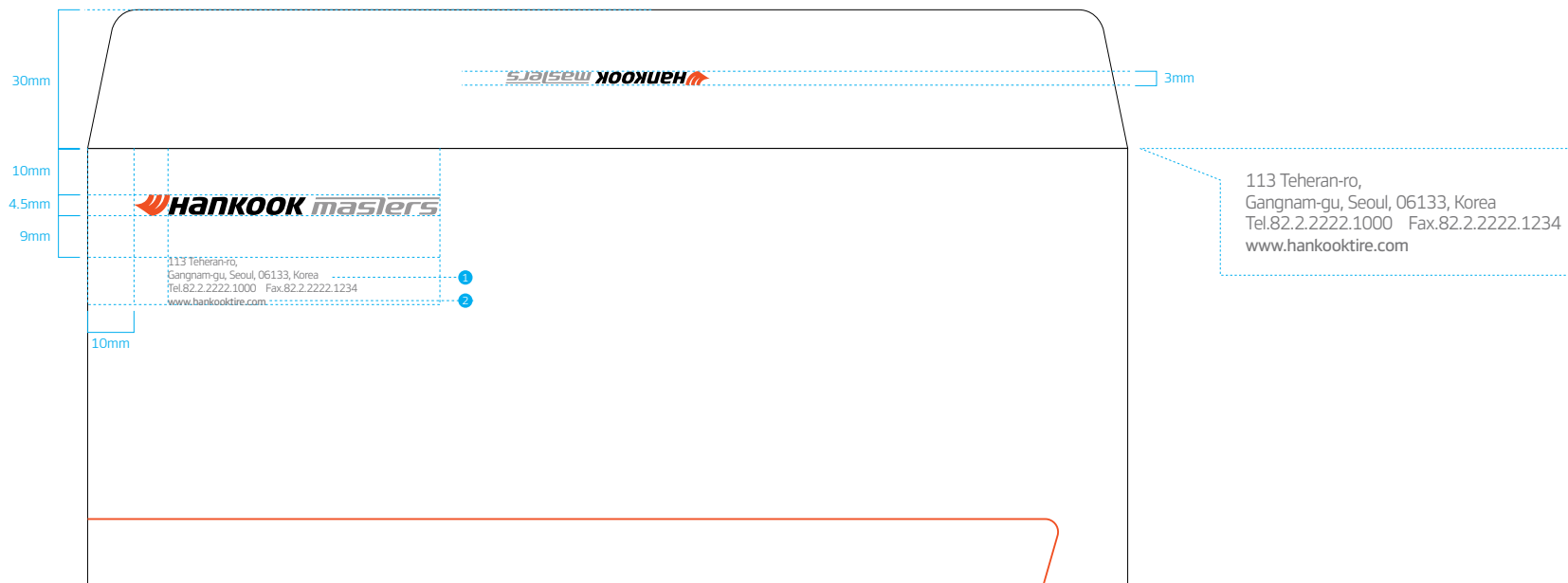
FRONT



BACK



T template(face type)\_16' Angle



Stationery

## ENVELOPE\_LARGE

### Size

330 X 245mm

### Type Setting

#### ① Address

Hankook  
Regular 9pt

#### ② Homepage

Hankook  
Medium 8.5pt

### Printing Color



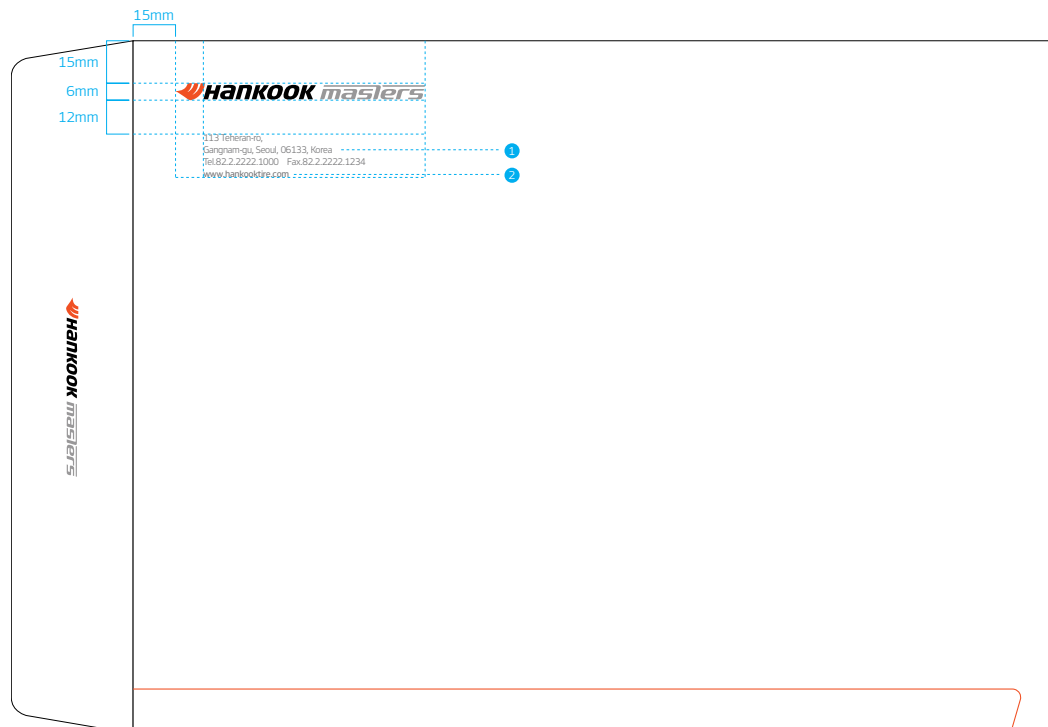
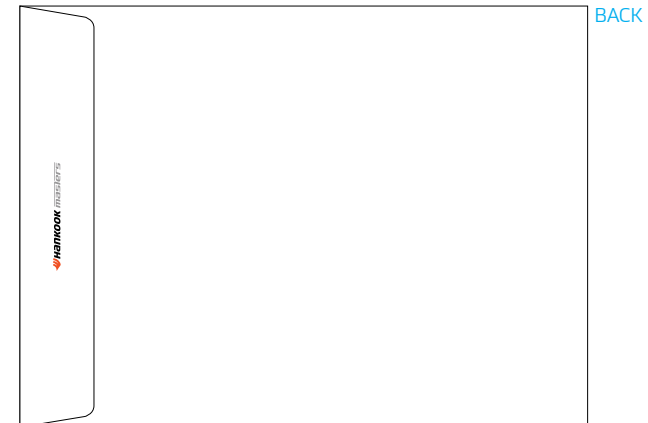
Hankook Masters Orange



Hankook Masters Gray



Hankook Masters Black



113 Teheran-ro,  
Gangnam-gu, Seoul, 06133, Korea  
Tel.82.2.2222.1000 Fax.82.2.2222.1234  
www.hankooktire.com

Stationery

# MEMO

**Size**  
120 X 150mm

**Printing Color**



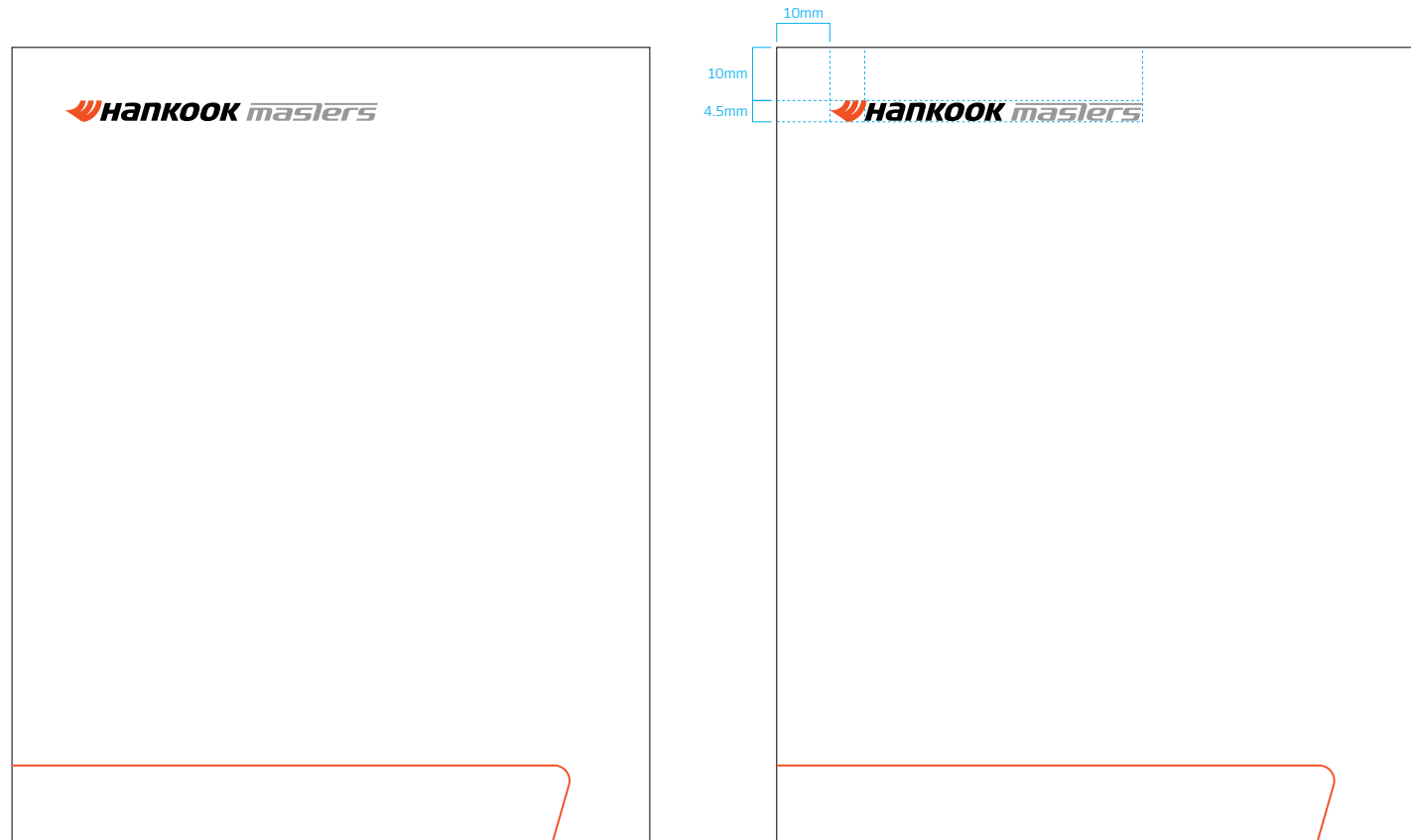
Hankook Masters Orange



Hankook Masters Gray



Hankook Masters Black



## Stationery

210 X 297mm

### 1 Address

Hankook  
Regular 6.5pt

Hankook  
Medium 6pt

Hankook Masters Orange



Hankook Masters Gray



Hankook Masters Black

