





Seoul
Business
Agency

www.sba.seoul.kr

SBA

SBA (Seoul Business Agency)

An affiliated organization of Seoul, the Seoul Business Agency (SBA) was established to develop the city's industry and enhance the competitiveness of SMEs by securing the expertise and efficiency of SME support services needed to build a comprehensive support system for SMEs in technology, management, and manpower areas.

The SBA is a hub organization that contributes to the creation of good jobs and the growth of SMEs and has grown steadily for 21 years with the economy of Seoul. The SBA promotes SMEs and startup support programs and industry revitalization programs with the core goal of creating good, sustainable jobs.





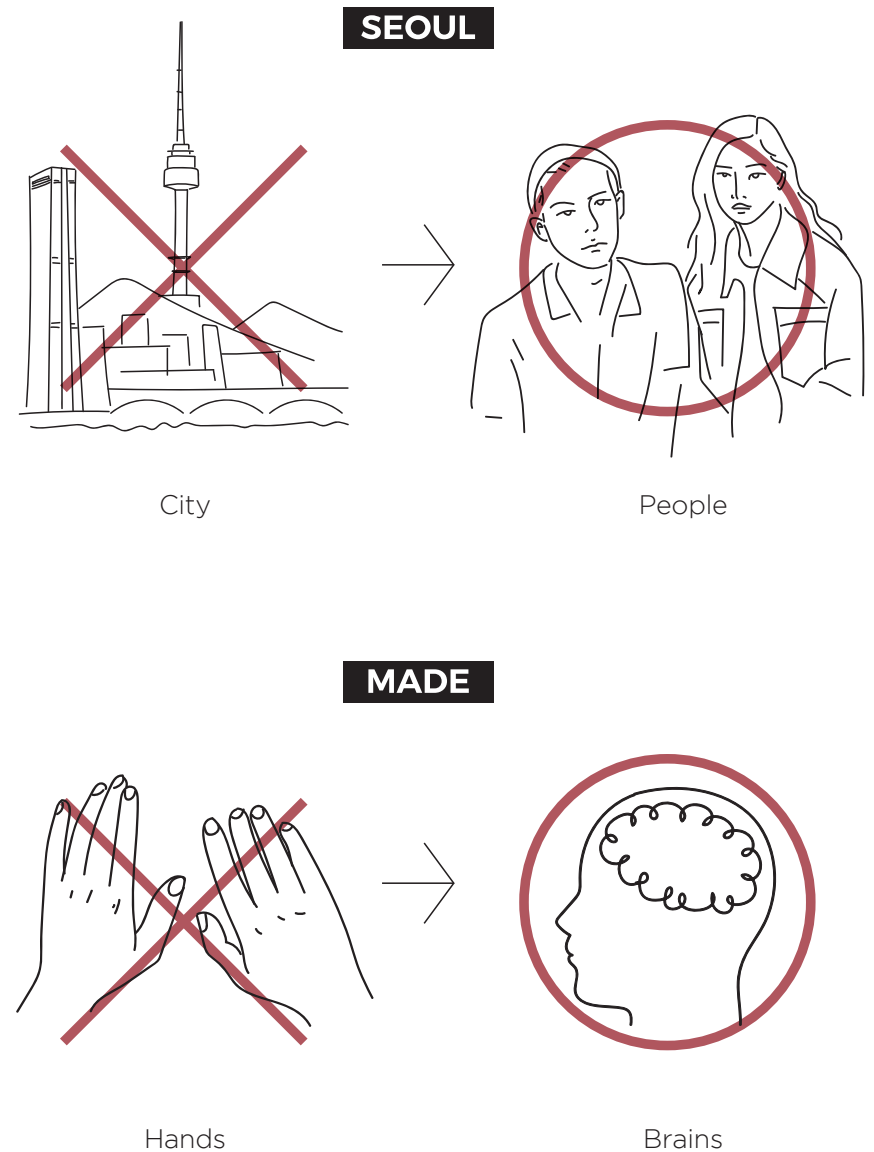
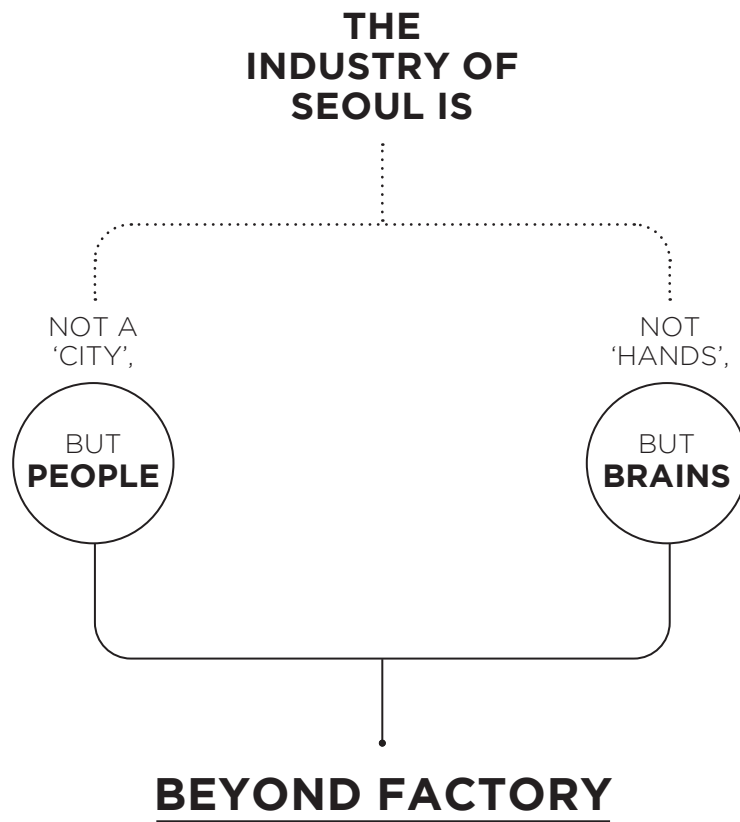
“Korea’ and ‘Seoul’ are both names that bring up the image of Korea. However, there’s a gap between the images that people around the world think of when they hear these two words. While to the older generation, the word ‘Korea’ brings to mind both negative and positive images including the Korean War, a ceasefire country, and rapid economic growth that overcame turbulent times, ‘Seoul’ has a much greater positive influence as the leader in culture, fashion, and technology for the new generation.

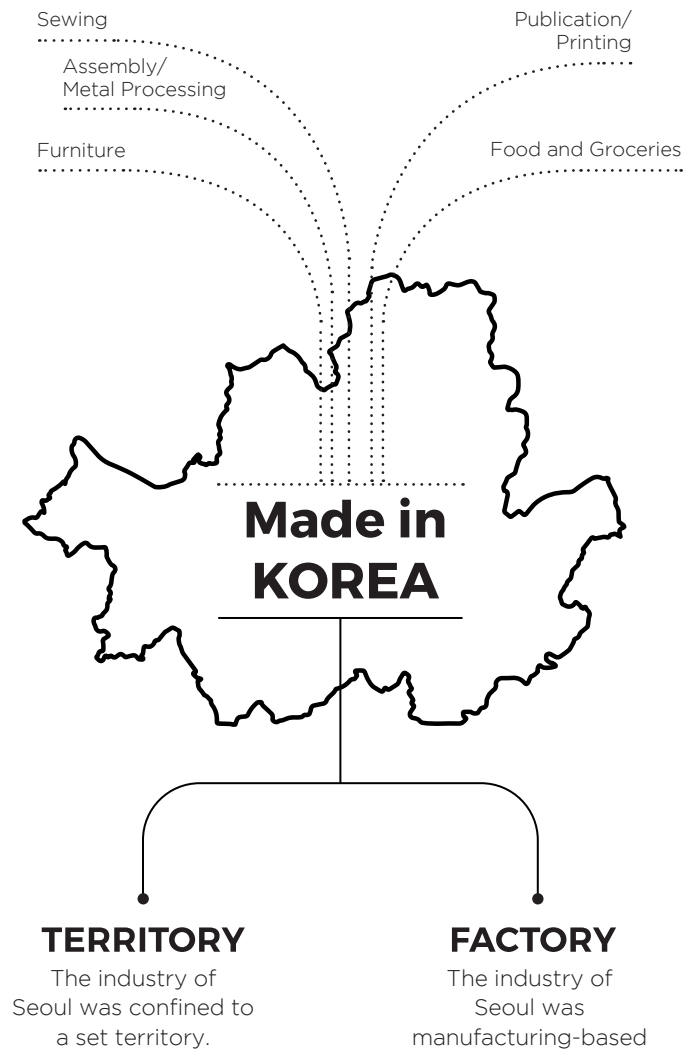
Korean products are recognized as reliable with the phrase ‘made in Korea’, but the reality is that these products are easily stolen and their values are exploited by other countries. It is time that Seoul’s new industries and brands require an authentication solution that conforms to international trends along with the name ‘Seoul’ in order to protect and develop the competitiveness of the Korean industry.

In the international world, brands and creations created by people in Seoul are no longer produced or assembled only in the geographical location of Seoul. All the products originated in Seoul and produced all over the world are our assets and brands, and we need to protect them.

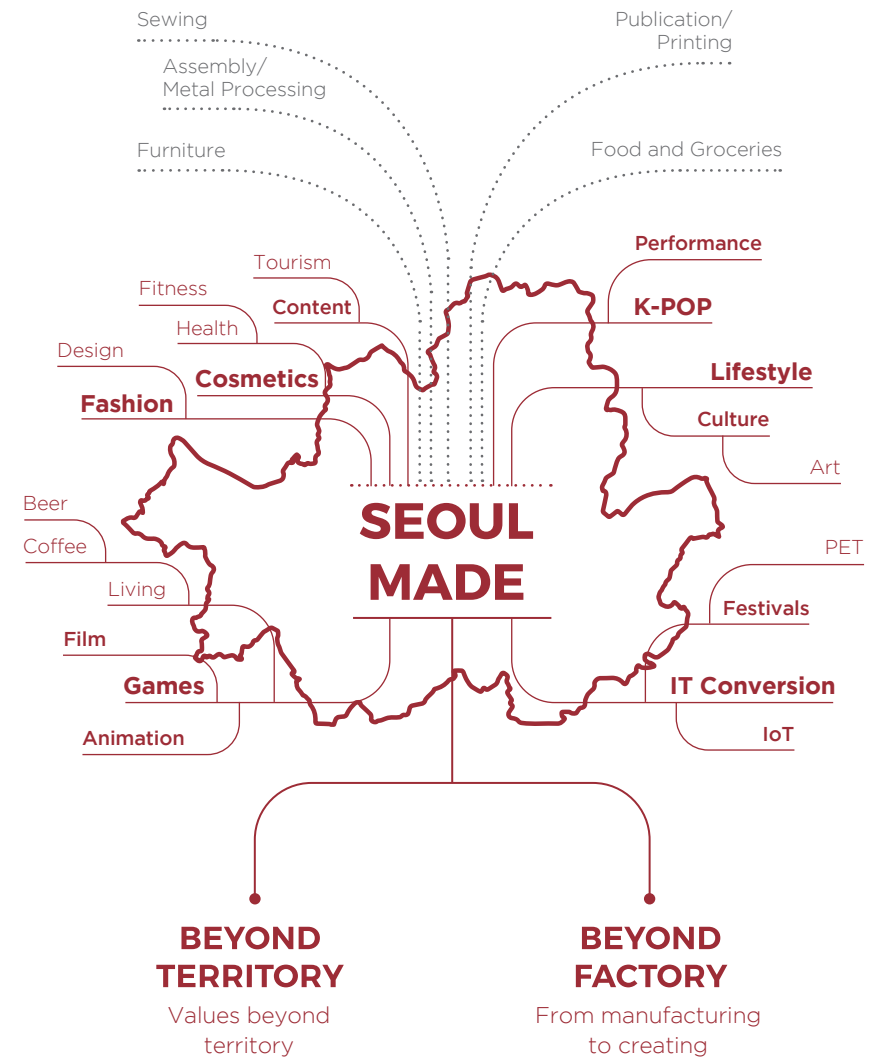
SEOULMADE

Seoul Made is a brand that will facilitate a change of industry in Seoul from manufacturing to a knowledge-based economy. Seoul Made is designed to both protect the industrial values of baby boomers that have led to the growth of Seoul and to express the industries of the millennial generation.





1970-1990: “The Age of Sincerity”



2019: “The Age of Creation”

In the international world, brands and creations created by people in Seoul are no longer produced or assembled only in the geographical location of Seoul. Ideas born in Seoul have gone beyond Seoul and are now being made all over the world.

SEOUL



MADE

**People and values that go
beyond the territory**

Preserving the industries of baby boomers
Embracing the industries of millennials

From manufacturing to creating

From hand-manufacturing to creating
Encompassing all cultures, products, industries, and content

**A platform that encompasses all products and content envisaged and created in Seoul
Seoul Made: The products themselves, the sales channels, and also a campaign.**

SEOUL MADE

BEYOND FACTORY

		<u>Dance</u>	<u>Music</u>	<u>Beauty</u>	<u>Food</u>	<u>Cinema</u>	<u>Culture</u>		
	<u>Books</u>	<u>Furniture</u>	<u>Art</u>	<u>Lifestyle</u>	<u>Coffee</u>	<u>Beer</u>	<u>Health</u>	<u>Cartoon</u>	
<u>Shoes</u>	<u>Magazine</u>	<u>Festival</u>	<u>Living</u>	<u>Design</u>	<u>Game</u>	<u>Fitness</u>	<u>Animation</u>	<u>Bags</u>	<u>Fashion</u>

SEOULMADE BRAND IDENTITY — BI (BRAND IDENTITY)

BI is a comprehensive system that expresses the personality through which a brand wants to be perceived by the public. It both, directly and indirectly, influences the appearance of the brand while also planting the seeds of preference and reliability before the public experiences the brand. A BI must be attractive and distinct, and it must have a concept and story that can be loved, especially by key targets. The BI of Seoul Made intends to convey the identity of Seoul Made clearly and capture the brand that surpasses generations. The BI was mainly developed to the Wordmark, Basic Symbol, Dynamic Symbol, and LogoType.

WORDMARK

The Seoul Made wordmark intends to intensively symbolize the meaning of Seoul Made by delicately adjusting the thickness of the letters, where 'SEOUL / 서울' represents the values of the people of Seoul that go beyond territory, and 'MADE / 만든다' represents the conversion from manufacturing by hand to the cultures, products, industries, and content born from the brains of the people in Seoul. Seoul Made's wordmark was developed in two types: Type A, with an English emphasis, and Type B, with Korean emphasis. These types are to be used in offline environments such as events and exhibitions where the brand needs to be displayed, and they were created to certify the reliability of products designed or produced in Seoul.

[Type A]
SEOUL MADE
서울이 만든다

[Type B]
서울이 만든다
SEOUL MADE

[Type A]



[Type B]



A symbol is the key factor of a BI and represents the identity of the brand most implicatively and intuitively. If a symbol is well made, the brand will be able to differentiate itself from its competition and possess intuitive discrimination power that cannot be easily copied from the symbol alone.



The Basic Symbol of Seoul Made was designed to intuitively hold the concept 'Hands to Brain'. It was developed in two versions: the 'Basic Symbol' and the 'Dynamic Symbol'.

In addition, the colors of the symbols represent both baby boomers, who have led the growth of Seoul, and millennials, who are formulating Seoul as it is now. The colors suggest the coexistence of their logics and esthetics, as well as flexibility.



BASIC SYMBOL

Grid System Guide



Basic Symbol Elements



Confident Enlightened



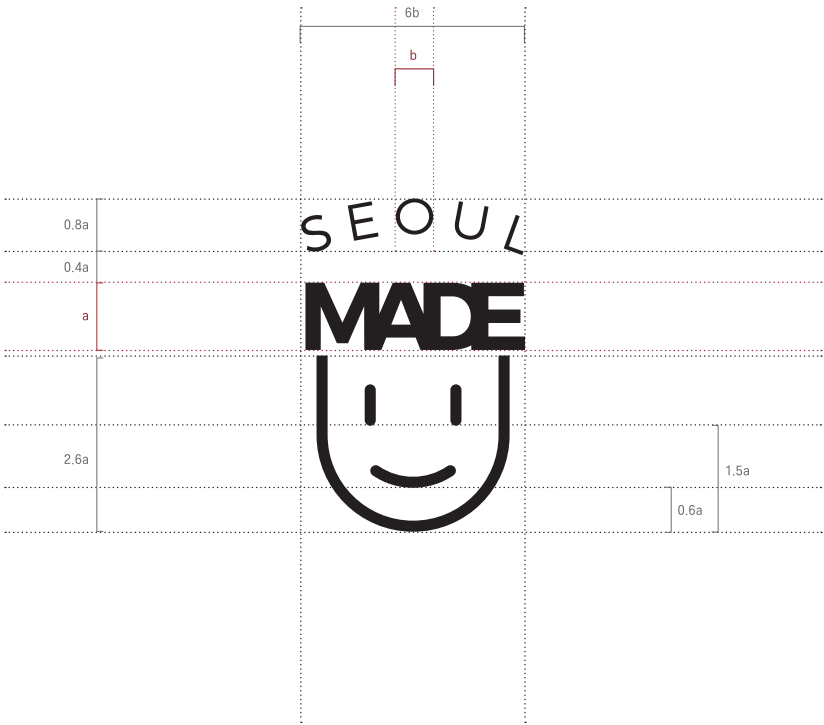
Personalized happiness Enjoying



A concrete taste and style Net-centered

The Basic Symbol of Seoul Made is designed to be used by applying the six representative emotions of millennials, who are the main consumer base and are formulating Seoul as it is now. The Seoul Made symbols visualize the characteristics of millennials, who are known to be global, have distinct tastes, be adept at online communication, and share similar trends and tastes via the Internet, regardless of their nationalities.

The Basic Symbol comes in different versions, making it suitable not only for offline applications such as forms, promotional materials, signage, and other products but also for use in various online media.



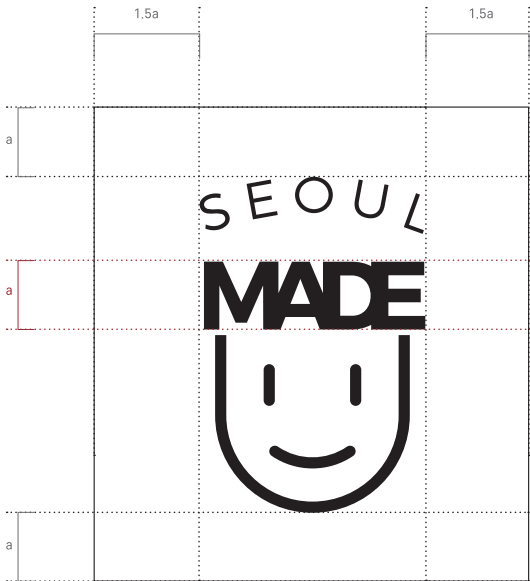
SEOULMADE

BRAND IDENTITY

BASIC SYMBOL

Size Guide

The minimum size specifications of the Basic Symbol were developed to ensure visibility when the size is reduced. If you need to use a size smaller than the minimum size, it is specified to use a Dynamic Symbol, and the minimum space is specified based on the width of the symbol.

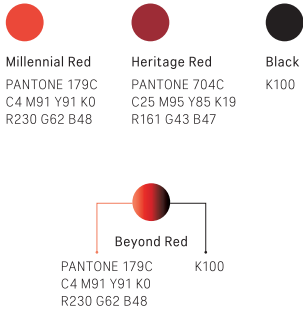


Color Guide

The basic symbol color of Seoul Made was developed considering various environments that it may be used in, such as digital and printed materials.

[Beyond Red], which considered millennials who are adept at online communication, is recommended for use in online environments. The colors [Millennial Red], which frequently appears in the major consumer products of millennials, [Heritage Red], which appears in traditional Korean architecture, and [Black] were developed to be used without being limited by the user environment. We suggested Pantone Colors because differences such as brightness and saturation may occur depending on the medium of expression.

Color Palette



SEOULMADE

BRAND IDENTITY

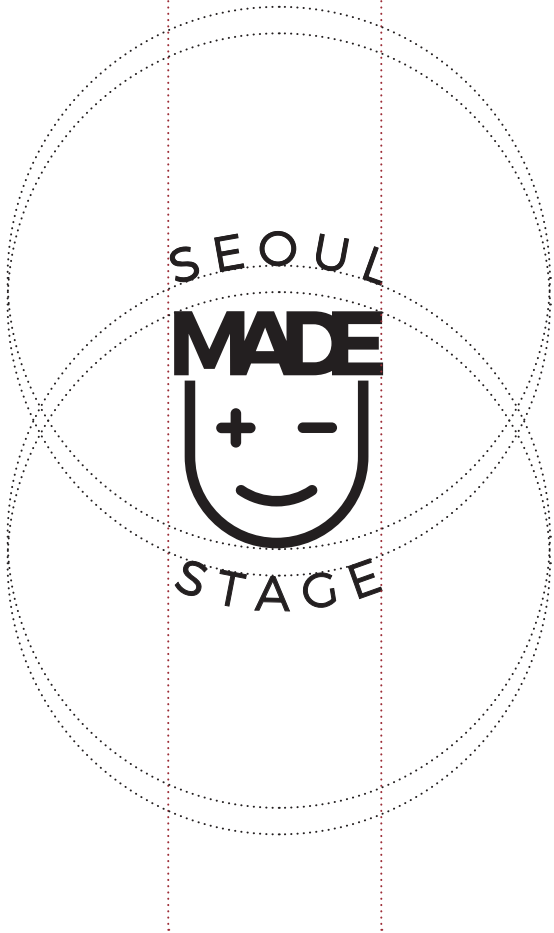
BASIC SYMBOL

Variation



Basic Symbol Activation

The Basic Symbol is easy to apply in both online and offline environments, such as forms, promotional materials, signage, and other products. It has also been developed to be expanded and used as a symbol of Seoul Made Stage one of the offline plans to activate Seoul Made brands. Seoul Made Stage is a membership platform that provides a space and service for launching SME products by providing a shared desk and is also a place that provides opportunities for companies to introduce their products or services to the media.

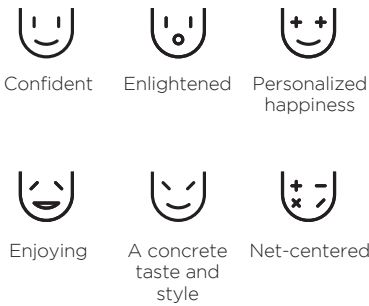


SEOULMADE BRAND IDENTITY

DYNAMIC SYMBOL

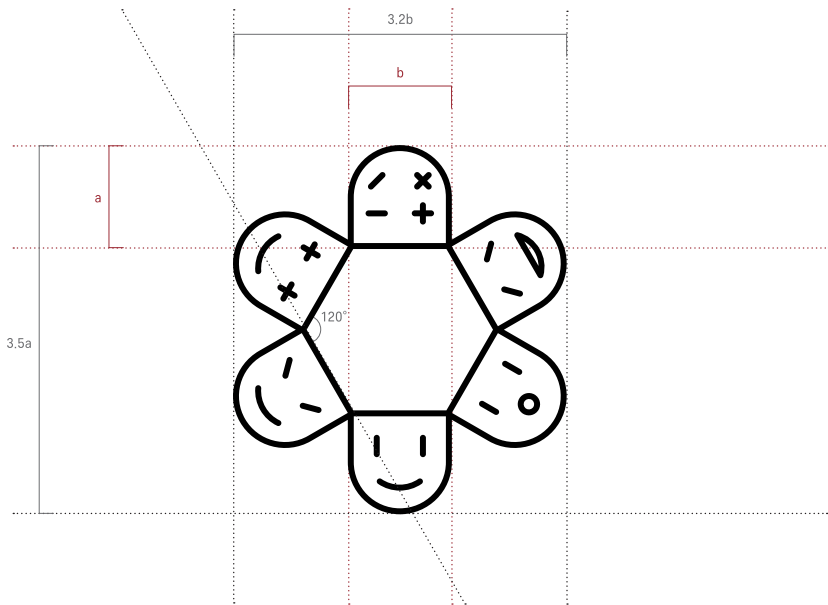
Grid System Guide

Dynamic Symbol Elements



The Dynamic Symbol of Seoul Made intuitively represents the six representative emotions of millennials, who are the main consumer base and are formulating Seoul as it is now. It was designed to hold the concept “Hands to brain” and “Various industries beyond manufacturing (Beyond factories)”

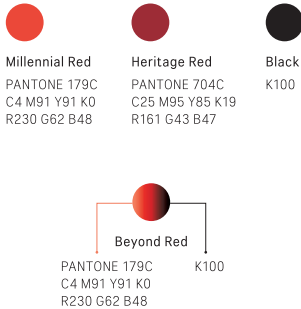
When used alone, the Dynamic Symbol is suitable for promotional materials, sub-signage, and other products. It can be also developed as a pattern to be applied as a decorative element in an environment where displaying the brand is prioritized, such as vehicles, photo walls, and websites.



Color Guide

Color Palette

The Dynamic Symbol of Seoul Made was developed considering various environments in which it may be used, such as digital and printed materials. The colors [Heritage Red], which appears in traditional Korean architecture, [Millennial Red], which frequently appears in the major consumer products of the Millennials, and [Black] can be used without being limited by the user environment. When using a pattern developed with the Dynamic Symbol, a total of four colors including [Beyond Red] color can be used as the brand color. We suggest Pantone Colors because differences such as brightness and saturation may occur depending on the expression medium.



SEOULMADE BRAND IDENTITY ——— DYNAMIC SYMBOL

Pattern Application Guide

The Dynamic Symbol was developed to be easily turned into Seoul Made patterns to be applied as a decorative element in an environment where displaying the brand is prioritized, such as vehicles, photo walls, and websites. There are two types of patterns: Type A, which is a simple repetitive pattern of Dynamic Symbol, and Type B, which is a Symbol-accompanying wordmark. Type A is designated to be used only when exposed together with the Basic Symbol.



SEOULMADE

서울이 만든다



SEOULMADE

서울이 만든다



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SEOULMADE

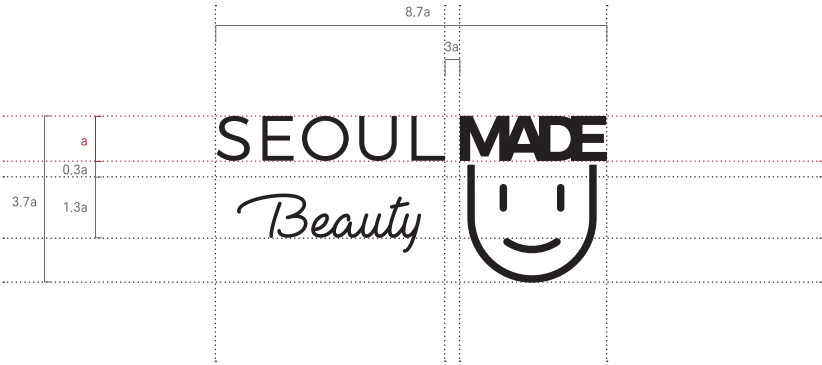
BRAND IDENTITY

LOGOTYPE

Grid System Guide

The Seoul Made logotype was developed with infinite expandability in mind so that it could accommodate all the industries, cultures, products intangible values, and more that are envisaged and created in Seoul.

The Seoul Made logotype combines a ‘symbol-accompanying wordmark’ and an ‘industry wordmark’, to be used in offline environments such as events and exhibitions where the brand needs to be displayed.



SEOULMADE

BRAND IDENTITY

LOGOTYPE

Colour Guide

The Seoul Made logotype, which was developed with infinite expandability in mind, should use the designated color of a wordmark for each industry group. This is to prevent misuse that may damage the original image in the event that its color is randomly altered.



PANTONE 7635C PANTONE 204C



PANTONE 268C PANTONE PINK C



PANTONE 483C



PANTONE 7687C



PANTONE 584C



PANTONE 803C



PANTONE 7625C



PANTONE 363C PANTONE 109C PANTONE 7621C



PANTONE 7461C



PANTONE 123C



GRAY_K50



PANTONE 3258C



PANTONE 5425C



PANTONE 715C

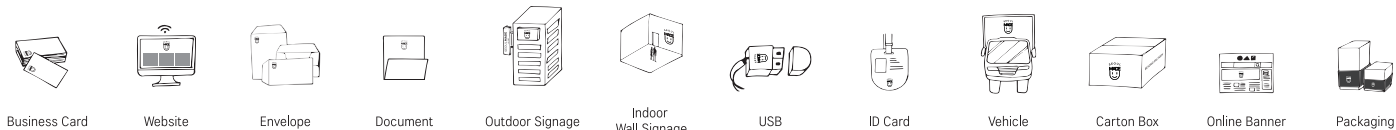


PANTONE 7566C



BASIC SYMBOL

Applied to APPLICATIONs directly needed for business and representative APPLICATIONs

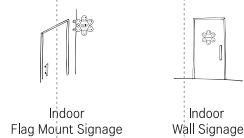


Applied to APPLICATIONs required for displaying brands during external events

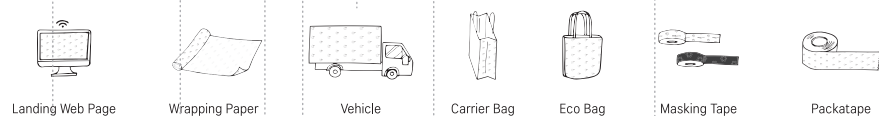


DYNAMIC SYMBOL

Applied to spaces' SUB SIGNAGE by 3-dimensionalizing



When applied as a pattern, it is applied to parts that need decorative elements and also applied to APPLICATIONs that are directly related to Seoul Made products



SEOUL **MADE**
서울이 만들다

서울이 만들다
SEOUL **MADE**

WORDMARK

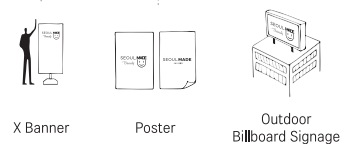
Applied to APPLICATIONs required for displaying brands during external events



SEOUL **MADE**
Beauty

LOGOTYPE

Applied to APPLICATIONs required for displaying brands during external events or PR APPLICATIONs





SEOUL **MADE**
Fashion 



SEOUL **MADE**
Beauty 



SEOUL **MADE**
Food 



Seoul Business Agency
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