KORMARINE 2027

Brand Visual Identity System

version update Aug.14.26

Built by

In the business of
building businesses

KORMARINE 2027

Brand Visual Identity System

A range of blue tones, from solid colors to dynamic gradients, forms the foundation of the KORMARINE visual identity.

The blue palette represents movement, depth, and progress. Its varying tones reflect the connections, knowledge, and innovations that shape the present and future of the maritime industry.

Color Palette

Primary

CMYK: 15, 8, 0, 0
RGB: 211, 222, 244
Hex: d3def4

CMYK: 100, 75, 0, 0
RGB: 10, 66, 204
Hex: 0a42cc

CMYK: 100, 93, 31, 28
RGB: 4, 35, 96
Hex: 042360

Accent Colors

CMYK: 68, 0, 37, 0
RGB: 14, 204, 186
Hex: 0eccba

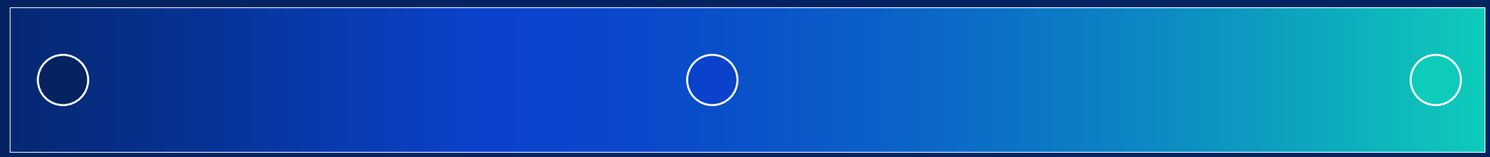
CMYK: 42, 17, 0, 0
RGB: 136, 188, 249
Hex: 88bcf9

Neutrals

CMYK: 72, 66, 65, 74
RGB: 32, 32, 32
Hex: 202020

CMYK: 7, 3, 13, 0
RGB: 235, 237, 223
Hex: ebeddf

Gradient Colors



Typography

Monserrat serves as the primary typeface, delivering a bold and contemporary presence for headlines and key messaging.

Inter supports body copy and digital applications, providing exceptional legibility across screens and print while ensuring a consistent reading experience.

For Korean translated communicatiions, **Pretendard** serves as the designated typeface, offering excellent readability and typographic harmony that complements the overall brand system across multilingual applications.

Primary Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter

Korean

가나다라마바사 아자차카타파하
동해물과 백두산이 마르고 닳도록
1234567890

Pretendard

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Typography

A clear and consistent typography hierarchy ensures effective communication across all brand applications.

Montserrat Bold drives attention through impactful headlines, while Montserrat Medium supports structured content and subheadings. Inter is used for body copy, delivering excellent readability and versatility across both digital and print environments.

Together, these typefaces create a modern, scalable, and future-ready brand expression.

Montserrat Bold is our Leading font

Titles / Primary Headlines
Montserrat
Bold

Montserrat medium is the font we use for subheadings

Subheadings
Montserrat
Medium

Inter is what we use on body copy and paragraphs.
Inter bold can be used to highlight certain words and phrases.

Body Copy
Inter
Light / Bold

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The KORMARINE 2027 logo evolves the brand while preserving the recognizable logotype, maintaining the equity and familiarity built over the years. Complementing the wordmark is a new icon inspired by ships converging at a central point, symbolizing KORMARINE's role as a leading hub where global maritime stakeholders connect, collaborate, and drive industry growth.

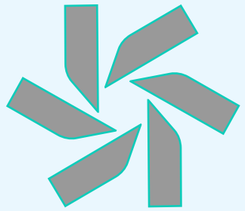
The icon also draws from the form of a ship's propeller - a powerful symbol of propulsion and progress. As the engine that moves vessels forward, the propeller reflects KORMARINE's role in advancing innovation, fostering connections, and propelling the maritime industry into the future. Together, the icon and wordmark create a stronger visual identity that balances heritage, recognition, and forward-looking ambition.

New Logo Icon

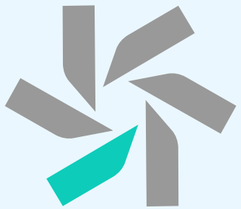
KORMARINE

International Maritime and Energy Exhibition

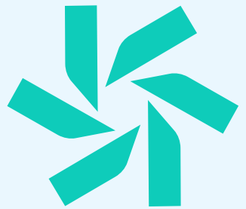
Icon + Kormarine's existing logo type



Radial Form
Aligns with Next Energy's Brand Visual Identity



Ships Converging at a Central Point
Represents the shipbuilding industry's collaboration to drive the industry forward.



Ship's Propeller
Icon also draws inspiration from the form of a Ship's propeller - a powerful symbol of propulsion and progress

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The KORMARINE wordmark is preserved to maintain brand equity and familiarity.

Wordmark

KORMARINE

International Maritime and Energy Exhibition

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The combination of the icon and wordmark creates a stronger and more recognizable brand identity for KORMARINE. While the wordmark provides name recognition, the icon visually communicates KORMARINE’s core values of global reach, trusted connections, and maritime progress.

Together, they form a cohesive logo system that enhances brand recall, flexibility, and visibility across all platforms and event touchpoints.

THE NEW KORMARINE LOGO

Vertical Logo

Horizontal Logo

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Black and white logo can be used in situations where legibility is of the highest importance.

Monotone Logo

Vertical Logo

Horizontal Logo

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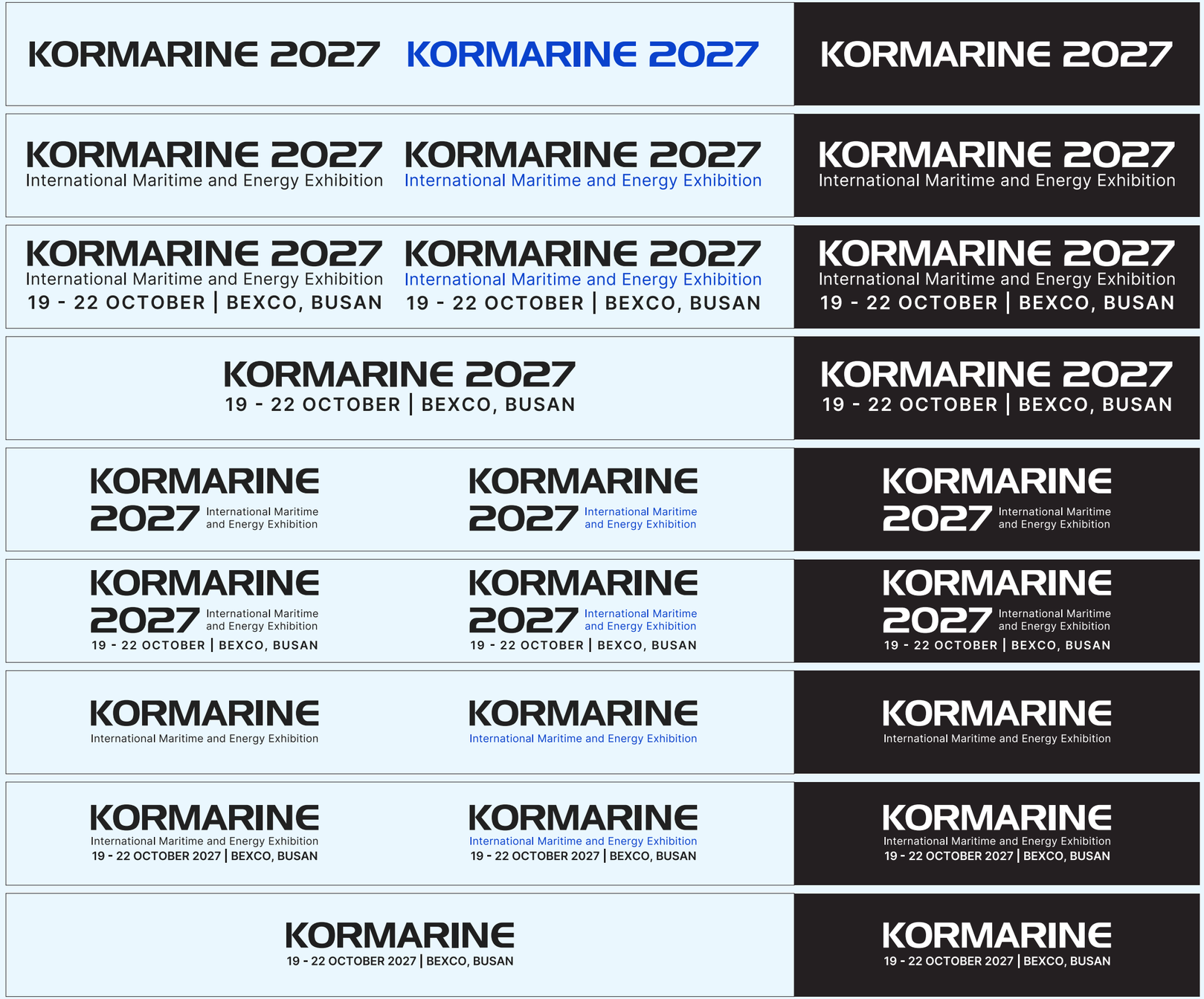
Multiple logo lock-up variations have been provided and may be used as required by the requestor or as best suited to the design layout. Please select the most appropriate version based on the available space and visual composition.

For logo lock-ups with Tagline, Date & Venues, the blue highlight treatment applies only to the tagline. As such, the logo colors must not be altered and should always be used exactly as provided in the official logo files.

Logo Variations



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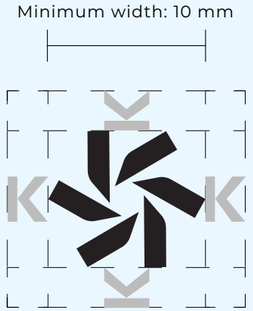
Clear Space & Minimum Size

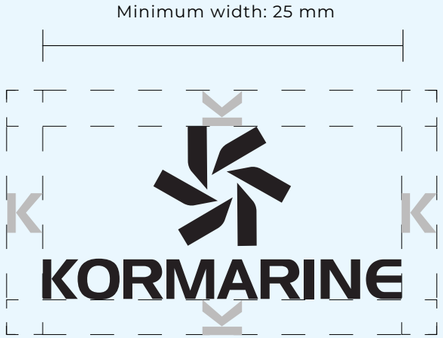
Clear Space refers to the minimum area surrounding the logo that must remain free of text, graphics, and other visual elements. Maintaining this space ensures the logo remains clear, recognizable, and visually impactful in all applications. The minimum clear space is defined by the width of a single “K” character from the logo and should be maintained on all sides.

When setting a **minimum logo size**, the goal is to ensure the logo remains clear, readable, and recognizable across all applications. The logo must never appear smaller than the minimum size to ensure legibility and brand recognition.

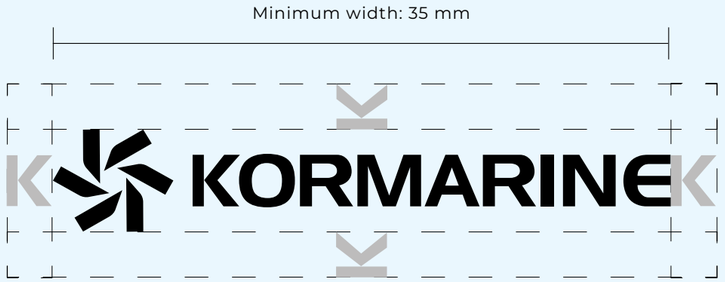
Icon only

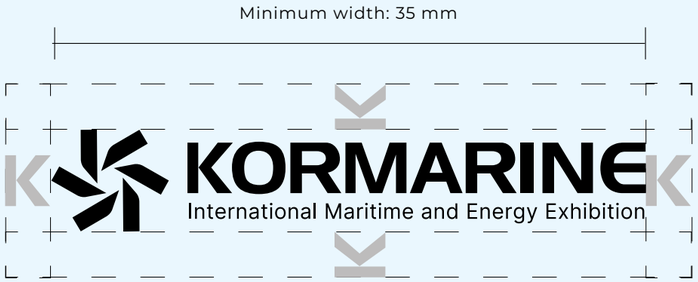


Vertical Logo



Horizontal Logo





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It’s important that the appearance of the logo remains consistent . The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.

Logo Misuse

Do not change the logo color to a tone that is out of the branding colors

Do not apply gradient

Do not rotate logo

Do not warp logo

Do not outline or create a stroke around the logo

Do not set logo on bg or imageries that would render it illegible