



**ZARKER**®

**ZARKER** Brand Identity Manual

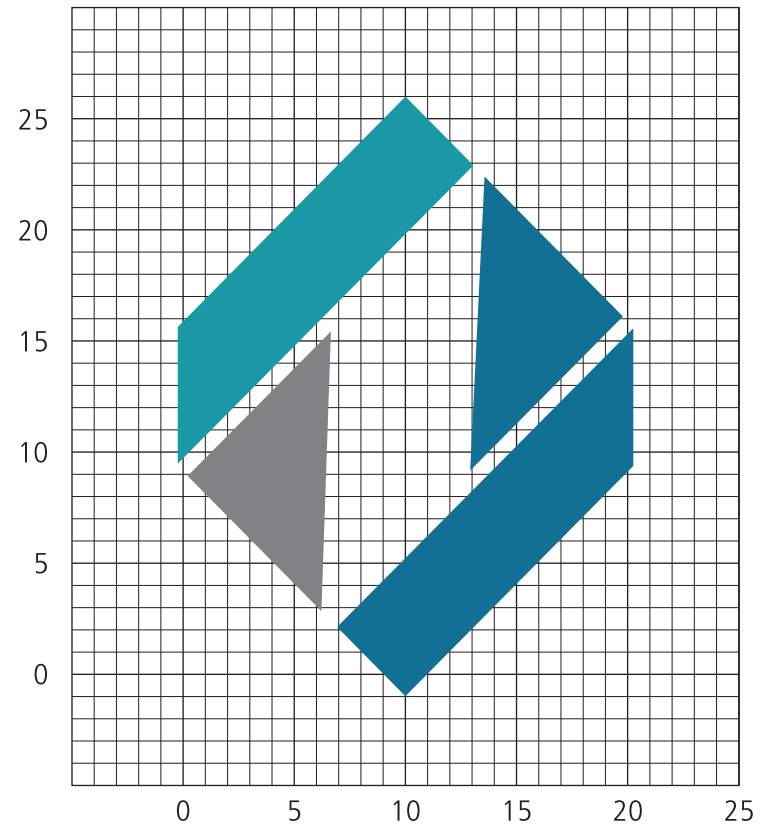
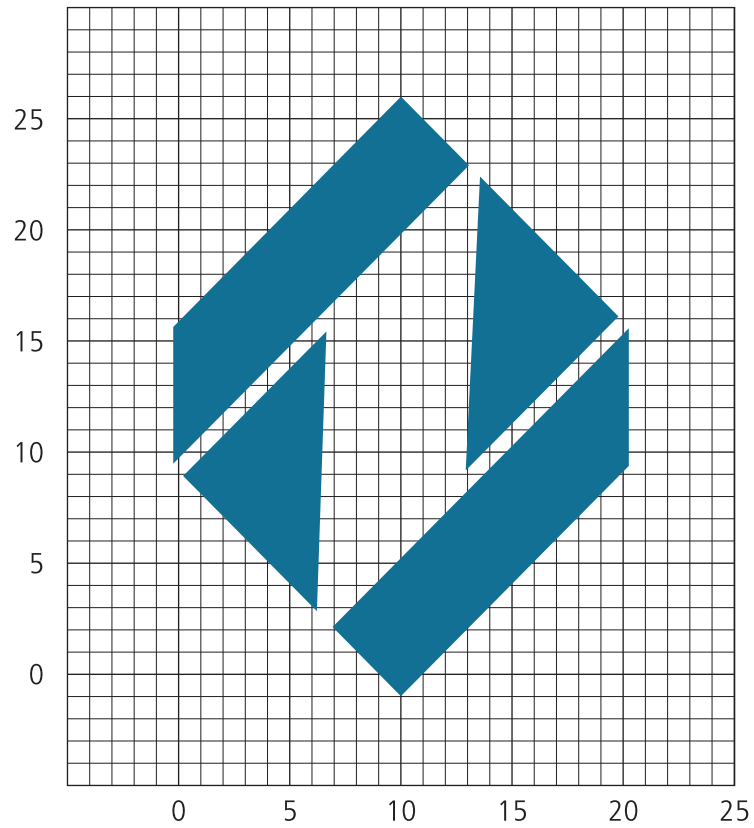
# Basic System





# BS 03

## Symbol : Grid





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# BS 05

**Logotype** : Color : English

로고타입 컬러 영문



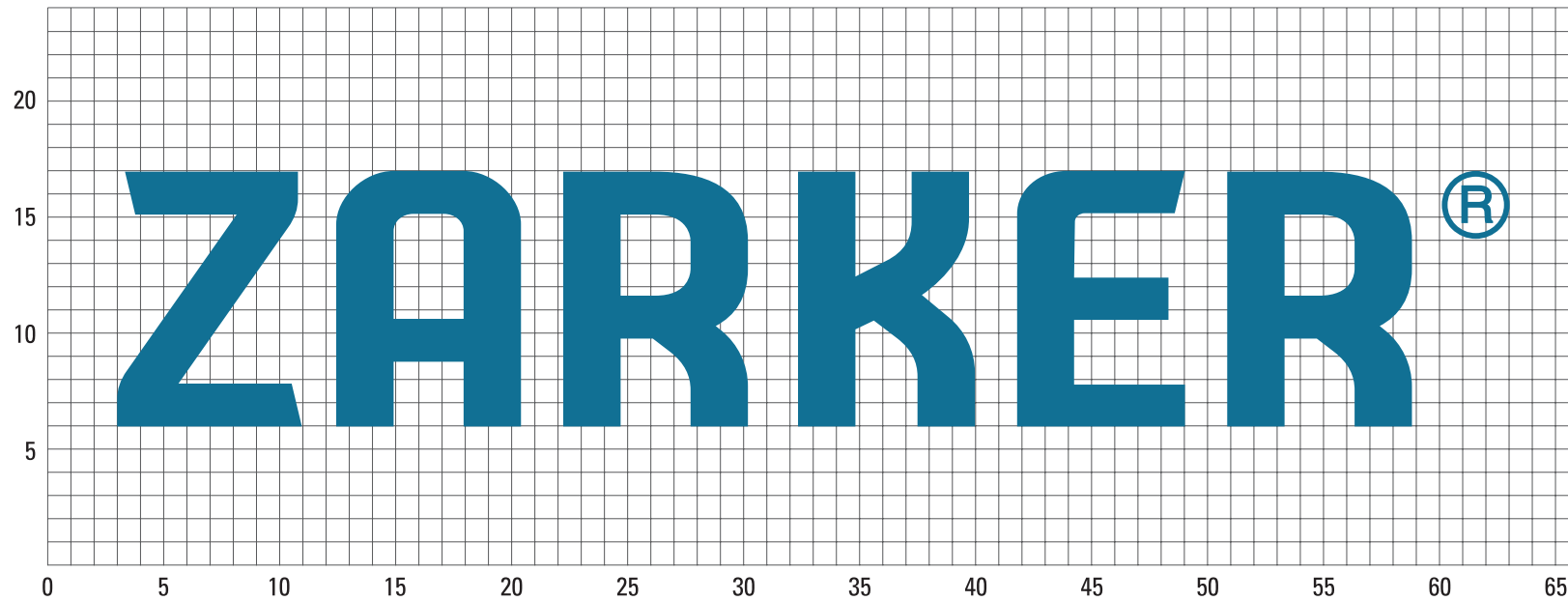
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# BS 06

## Logotype : English : Grid

로고타입 영문 그리드





# BS 07

**Logotype** : Monochrome : Korean

로고타입 모노크롬 국문



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# BS 08

**Logotype** : Color : Korean

로고타입 컬러 국문

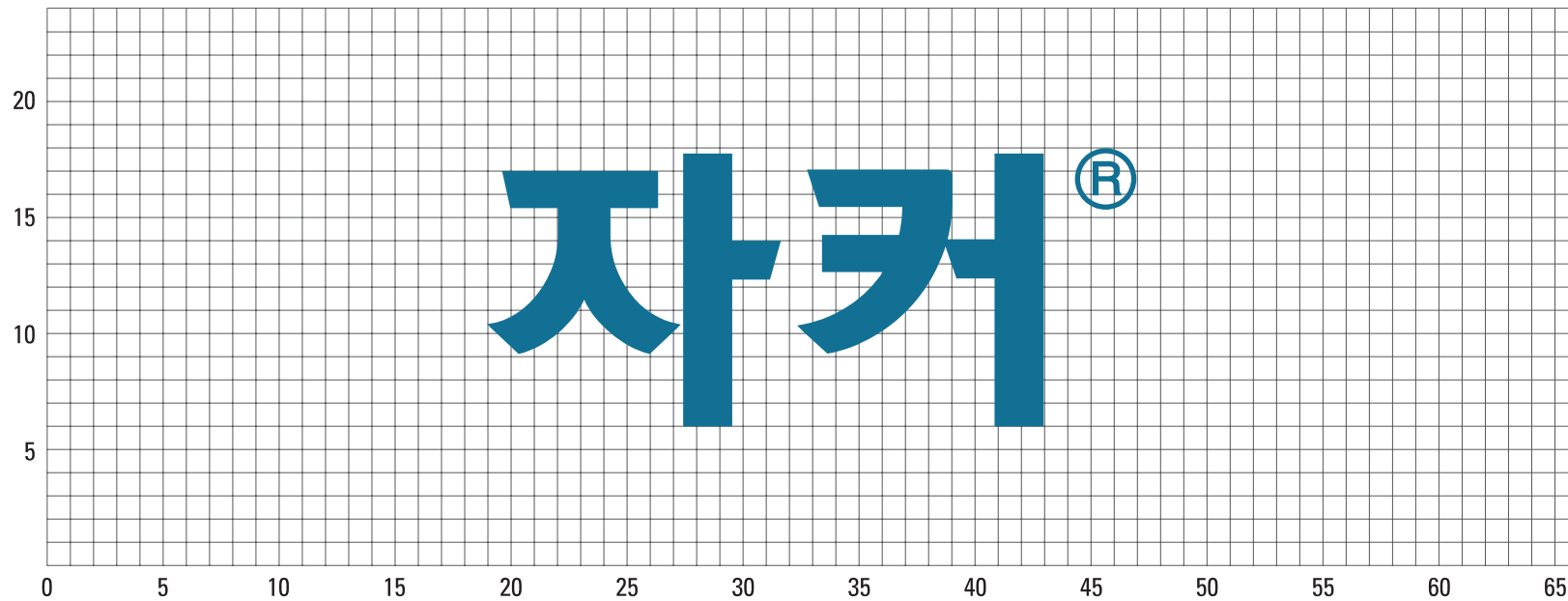
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자커®



Logotype : Korean : Grid

로고타입 국문 그리드





가

**The Confidence For Your  
Safety**



**ZARKER®**  
The Confidence For Your Safety



**ZARKER®**  
The Confidence For Your Safety





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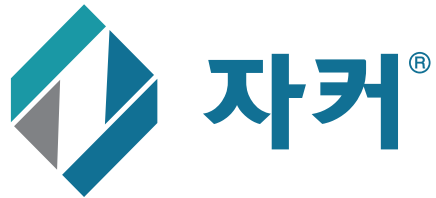
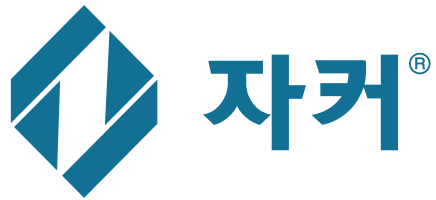
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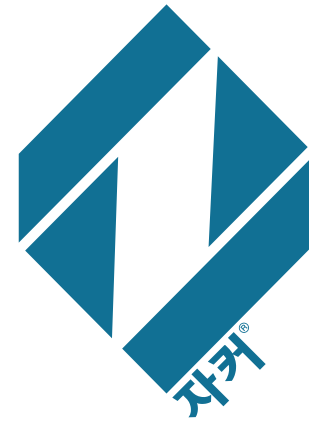


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### Main Color

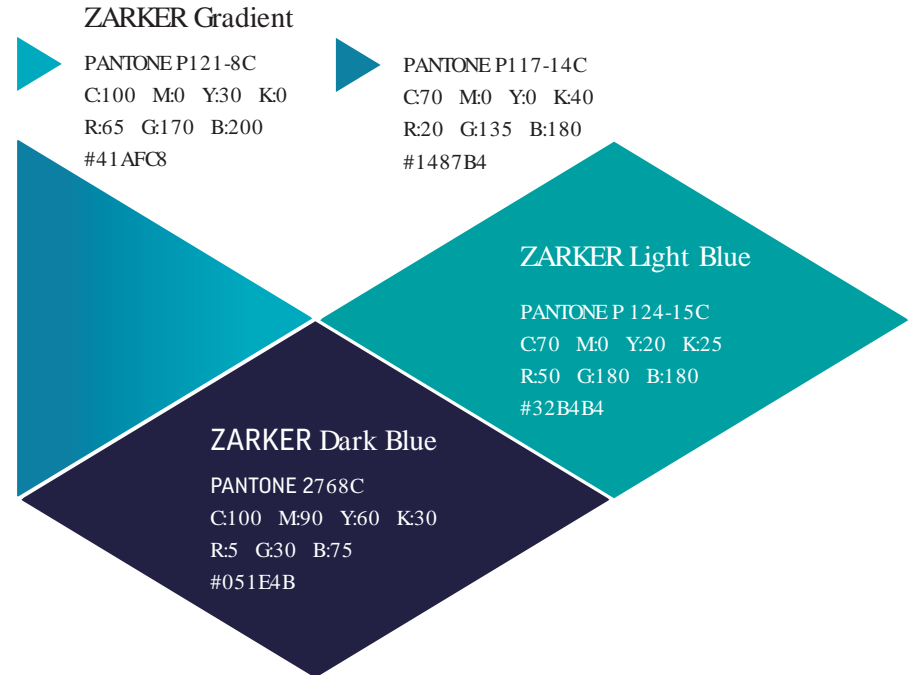


ZARKER Blue  
PANTONE P 114-14C  
C:70 M:10 Y:0 K:45  
R:25 G:110 B:150  
#1C7096



ZARKER Gray  
PANTONE Cool Gray 8C  
C:0 M:0 Y:0 K:60  
R:102 G:102 B:102  
#747776

### Sub Color



#### ZARKER Gradient

PANTONE P121-8C  
C:100 M:0 Y:30 K:0  
R:65 G:170 B:200  
#41AFC8

PANTONE P117-14C  
C:70 M:0 Y:0 K:40  
R:20 G:135 B:180  
#1487B4

#### ZARKER Light Blue

PANTONE P 124-15C  
C:70 M:0 Y:20 K:25  
R:50 G:180 B:180  
#32B4B4

#### ZARKER Dark Blue

PANTONE 2768C  
C:100 M:90 Y:60 K:30  
R:5 G:30 B:75  
#051E4B