

LOGOTYPE

The Logotype is a brand asset used to represent services such as apps, websites, and products. The Logotype can be used independently, and when using it, please maintain a clear margin and minimum size.



Minimum Size

LINE SHOPPING] 15 pixel (PC) / 3 mm

Clear Space



LOGOTYPE COLOR

LINE SHOPPING logotype's main colors are black and white.
You may not change the color and please keep the specified RGB / CMYK value.
For printed material, comparing with PANTONE color samples and doing a visual check is recommended.

LINE SHOPPING BLACK

HEX #000000
R 0 G 0 B 0
PANTONE BLACK C
C 0 M 0 Y 0 K 100

LINE SHOPPING WHITE

HEX #FFFFFF
R 255 G 255 B 255
C 0 M 0 Y 0 K 0

LOGOTYPE REGULATION

You may not change, rotate, or decorate the shape and proportions of a logo in order to maintain a consistent brand identity. You should always maintain the minimum margins when adjusting to the same ratio. The color, direction, and configuration of the logo must be kept as specified without any exception.

LINE SHOPPING

○ The logo should always be in the latest version.

LINE SHOPPING

✗ Do not distort the proportions of the logo.

LINE SHOPPING

✗ Do not rotate the logo randomly.

LINE SHOPPING

✗ Do not change the color of the logo.

LINE SHOPPING

✗ Do not use gradient color to the logo.

LINE SHOPPING

✗ Do not change the logo randomly.

LINE SHOPPING

✗ Do not add effects.

LINE SHOPPING

✗ Do not add effects.

BACKGROUND COLOR USAGE

It is the background usage regulation that can be used in various media and marketing. Please follow the Do and Don't that are listed.

LINE SHOPPING



A Black logo on a white background is available.



A White logo on a black background is available.



A White logo on a colorful background is available.



Do not use a background color similar to the logo.



Do not use a background color similar to the logo.



Do not make the background color complicated.