

KRAFTON Subsidiary Brand Guidelines

1.1 KRAFTON Subsidiary Logo System

1.1 KRAFTON Subsidiary Logo System Logo Structure

Subsidiary Logo

This is an example image explaining the structure that composes the subsidiary logos of KRAFTON.

It is a format where the subsidiary name is added below the KRAFTON Primary logo, and regardless of the actual corporate name, the subsidiary name is always written in uppercase.

If there is a need for creating a new logo due to the establishment of a new subsidiary, please contact the relevant department for inquiries.



1.2 KRAFTON Subsidiary Logos

1.2.1 KRAFTON Subsidiary Logo

KRAFTON Americas

Basic Logo

This is KRAFTON Americas's logo.

The minimum size rules for the use of this logo are as shown beside.

KRAFTON
A M E R I C A S

Color
C0 M0 Y0 K 100
R0 G0 B0
#000000

20px/3mm



35px/5.25mm

1.2.1 KRAFTON Subsidiary Logo KRAFTON Americas

Clear Space

The minimum space rules for

KRAFTON Americas logos are as follows:

The following regulations are strictly adhered

to and cannot be altered arbitrarily

to ensure a consistent brand identity.



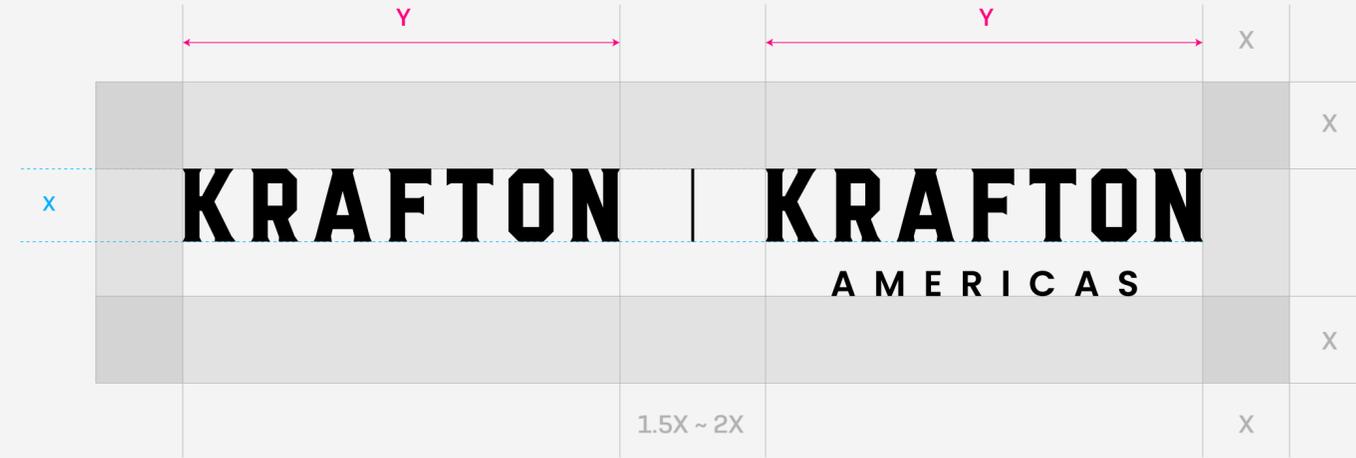
1.2.1 KRAFTON Subsidiary Logo KRAFTON Americas

Logo Combination

To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form.

If you have any questions about the use or need to discuss the situation, please contact the relevant department.

For concurrent use of the KRAFTON and KRAFTON Americas logo, follow these rules.



KRAFTON | KRAFTON
A M E R I C A S

1.2.1 KRAFTON Subsidiary Logo

KRAFTON Americas

Logo Regulations

Examples of logo usage according to the situation are as follow:

KRAFTON Primary Logo

We recommended to use the KRAFTON Primary logo for official external activities/communications.

Such examples include:

- When KRAFTON's identity is displayed in published media, such as in-game footage, IP-related package design, offline branded materials, and etc.
- When promoting / collaborating with other local brands in Americas.

KRAFTON Americas Logo

We recommended to use the KRAFTON Americas in the following situations that require the delivery of regional location information, such as Business card, Email signature, Office signage, and Business applications (Envelope, Letterhead. etc.).

KRAFTON Americas Full Name

In situations where the full corporate name is required, it should be displayed in Noto Sans font instead of KRAFTON Font.

KRAFTON Primary Logo

KRAFTON

KRAFTON Americas Logo

KRAFTON
A M E R I C A S

KRAFTON Americas Full Name

KRAFTON Americas, Inc.

1.2.2 KRAFTON Subsidiary Logo KRAFTON CHINA

Basic Logo

This is KRAFTON CHINA's logo.

The minimum size rules for the use of this logo are as shown beside.

KRAFTON
C H I N A

Color
C0 M0 Y0 K 100
R0 G0 B0
#000000

20px/3mm [**KRAFTON**] 35px/5.25mm
C H I N A

1.2.2 KRAFTON Subsidiary Logo KRAFTON CHINA

Clear Space

The minimum space rules for
KRAFTON CHINA logos are as follows:

The following regulations are strictly adhered
to and cannot be altered arbitrarily
to ensure a consistent brand identity.



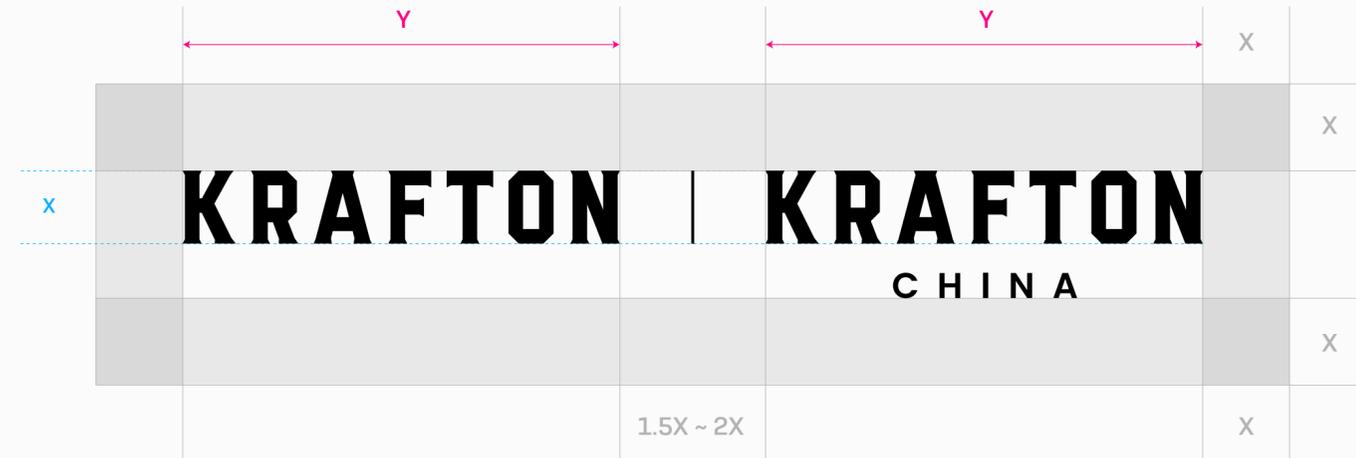
1.2.2 KRAFTON Subsidiary Logo KRAFTON CHINA

Logo Combination

To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form.

If you have any questions about the use or need to discuss the situation, please contact the relevant department.

For concurrent use of the KRAFTON and KRAFTON CHINA logo, follow these rules.



KRAFTON | KRAFTON
CHINA

1.2.2 KRAFTON Subsidiary Logo

KRAFTON CHINA

Logo Regulations

Examples of logo usage according to the situation are as follow:

KRAFTON Primary Logo

We recommended to use the KRAFTON Primary logo for official external activities/communications.

Such examples include:

- When KRAFTON's identity is displayed in published media, such as in-game footage, IP-related package design, offline branded materials, and etc.
- When promoting / collaborating with other local brands in China.

KRAFTON CHINA Logo

We recommended to use the KRAFTON CHINA in the following situations that require the delivery of regional location information, such as Business card, Email signature, Office signage, and Business applications [Envelope, Letterhead. etc.].

KRAFTON CHINA Full Name

In situations where the full corporate name is required, it should be displayed in Noto Sans font instead of KRAFTON Font.

KRAFTON Primary Logo

KRAFTON

KRAFTON CHINA Logo

KRAFTON
C H I N A

KRAFTON CHINA Full Name

KRAFTON CHINA, Inc.

1.2.3 KRAFTON Subsidiary Logo KRAFTON EUROPE

Basic Logo

This is KRAFTON EUROPE's logo.

The minimum size rules for the use of this logo are as shown beside.

KRAFTON
EUROPE

Color
C0 M0 Y0 K 100
R0 G0 B0
#000000

20px/3mm [**KRAFTON**] 35px/5.25mm
EUROPE

1.2.3 KRAFTON Subsidiary Logo KRAFTON EUROPE

Clear Space

The minimum space rules for
KRAFTON EUROPE logos are as follows:

The following regulations are strictly adhered
to and cannot be altered arbitrarily
to ensure a consistent brand identity.



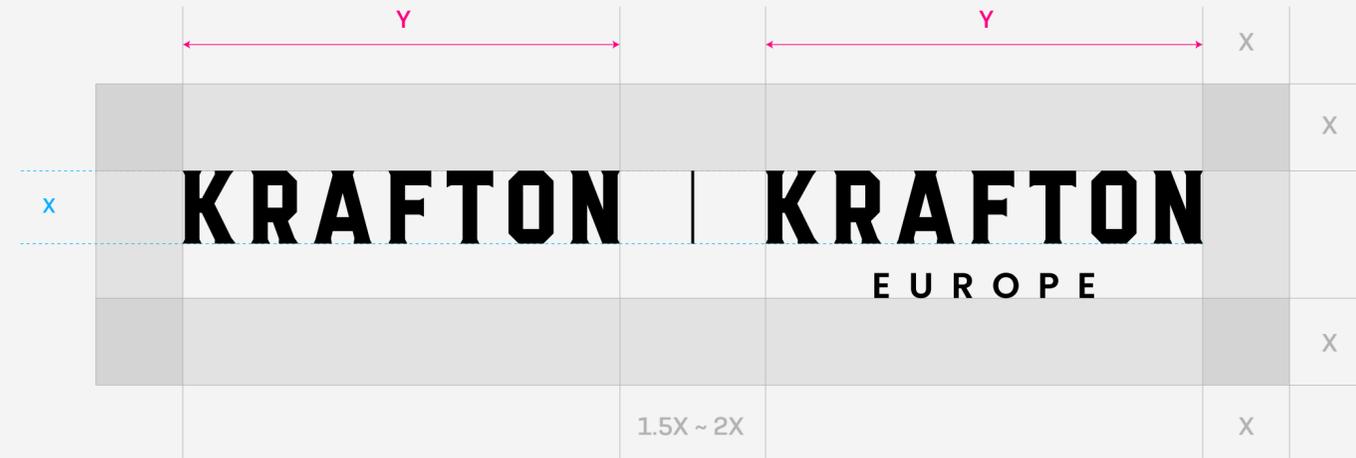
1.2.3 KRAFTON Subsidiary Logo KRAFTON EUROPE

Logo Combination

To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form.

If you have any questions about the use or need to discuss the situation, please contact the relevant department.

For concurrent use of the KRAFTON and KRAFTON EUROPE logo, follow these rules.



KRAFTON | KRAFTON
EUROPE

1.2.3 KRAFTON Subsidiary Logo

KRAFTON EUROPE

Logo Regulations

Examples of logo usage according to the situation are as follow:

KRAFTON Primary Logo

We recommended to use the KRAFTON Primary logo for official external activities/communications.

Such examples include:

- When KRAFTON's identity is displayed in published media, such as in-game footage, IP-related package design, offline branded materials, and etc.
- When promoting / collaborating with other local brands in Europe.

KRAFTON EUROPE Logo

We recommended to use the KRAFTON EUROPE in the following situations that require the delivery of regional location information, such as Business card, Email signature, Office signage, and Business applications (Envelope, Letterhead. etc.).

KRAFTON EUROPE Full Name

In situations where the full corporate name is required, it should be displayed in Noto Sans font instead of KRAFTON Font.

KRAFTON Primary Logo

KRAFTON

KRAFTON EUROPE Logo

KRAFTON
E U R O P E

KRAFTON EUROPE Full Name

KRAFTON EUROPE B.V.

1.2.4 KRAFTON Subsidiary Logo

KRAFTON INDIA

Basic Logo

This is KRAFTON INDIA's logo.

The minimum size rules for the use of this logo are as shown beside.

KRAFTON
INDIA

Color
C0 M0 Y0 K 100
R0 G0 B0
#000000

20px/3mm [**KRAFTON**] 35px/5.25mm
INDIA

1.2.4 KRAFTON Subsidiary Logo KRAFTON INDIA

Clear Space

The minimum space rules for

KRAFTON INDIA logos are as follows:

The following regulations are strictly adhered

to and cannot be altered arbitrarily

to ensure a consistent brand identity.



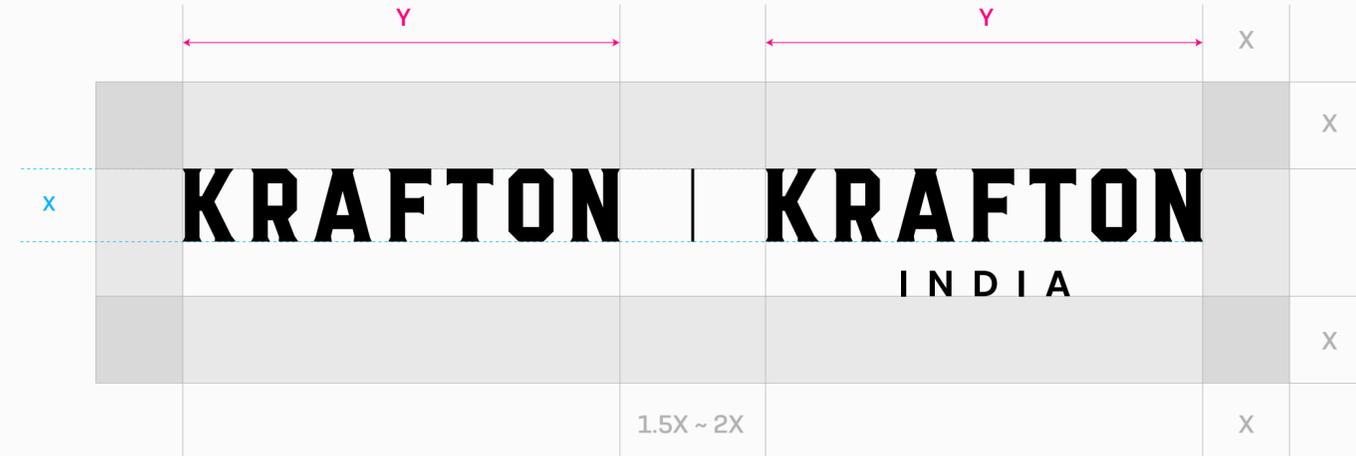
1.2.4 KRAFTON Subsidiary Logo KRAFTON INDIA

Logo Combination

To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form.

If you have any questions about the use or need to discuss the situation, please contact the relevant department.

For concurrent use of the KRAFTON and KRAFTON INDIA logo, follow these rules.



KRAFTON | KRAFTON
INDIA

1.2.4 KRAFTON Subsidiary Logo

KRAFTON INDIA

Logo Regulations

Examples of logo usage according to the situation are as follow:

KRAFTON Primary Logo

We recommended to use the KRAFTON Primary logo for official external activities/communications.

Such examples include:

- When KRAFTON's identity is displayed in published media, such as in-game footage, IP-related package design, offline branded materials, and etc.
- When promoting / collaborating with other local brands in India.

KRAFTON INDIA Logo

We recommended to use the KRAFTON INDIA in the following situations that require the delivery of regional location information, such as Business card, Email signature, Office signage, and Business applications (Envelope, Letterhead. etc.).

KRAFTON INDIA Full Name

In situations where the full corporate name is required, it should be displayed in Noto Sans font instead of KRAFTON Font.

KRAFTON Primary Logo

KRAFTON

KRAFTON INDIA Logo

KRAFTON
INDIA

KRAFTON INDIA Full Name

KRAFTON INDIA Pvt. Ltd.

1.2.5 KRAFTON Subsidiary Logo

KRAFTON JAPAN

Basic Logo

This is KRAFTON JAPAN's logo.

The minimum size rules for the use of this logo are as shown beside.

KRAFTON
J A P A N

Color
C0 M0 Y0 K 100
R0 G0 B0
#000000

20px/3mm



35px/5.25mm

1.2.5 KRAFTON Subsidiary Logo KRAFTON JAPAN

Clear Space

The minimum space rules for
KRAFTON JAPAN logos are as follows:

The following regulations are strictly adhered
to and cannot be altered arbitrarily
to ensure a consistent brand identity.



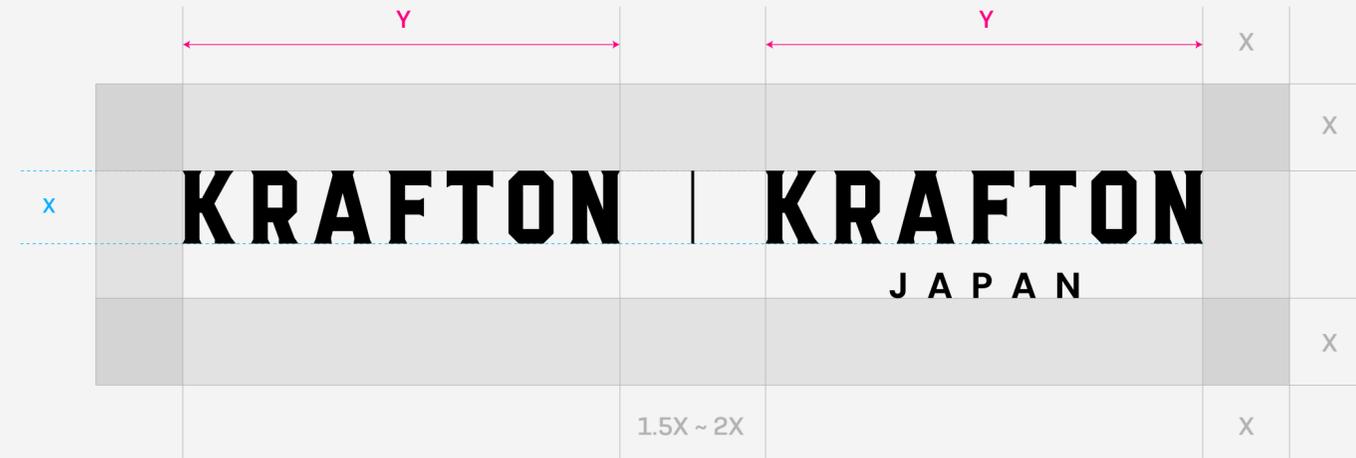
1.2.5 KRAFTON Subsidiary Logo KRAFTON JAPAN

Logo Combination

To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form.

If you have any questions about the use or need to discuss the situation, please contact the relevant department.

For concurrent use of the KRAFTON and KRAFTON JAPAN logo, follow these rules.



KRAFTON | KRAFTON
J A P A N

1.2.5 KRAFTON Subsidiary Logo

KRAFTON JAPAN

Logo Regulations

Examples of logo usage according to the situation are as follow:

KRAFTON Primary Logo

We recommended to use the KRAFTON Primary logo for official external activities/communications.

Such examples include:

- When KRAFTON's identity is displayed in published media, such as in-game footage, IP-related package design, offline branded materials, and etc.
- When promoting / collaborating with other local brands in Japan.

KRAFTON JAPAN Logo

We recommended to use the KRAFTON JAPAN in the following situations that require the delivery of regional location information, such as Business card, Email signature, Office signage, and Business applications [Envelope, Letterhead. etc.].

KRAFTON JAPAN Full Name

In situations where the full corporate name is required, it should be displayed in Noto Sans font instead of KRAFTON Font.

KRAFTON Primary Logo

KRAFTON

KRAFTON JAPAN Logo

KRAFTON
J A P A N

KRAFTON JAPAN Full Name

KRAFTON JAPAN株式会社

