

WYD SEOUL 2027 BRAND GUIDELINES



INTRODUCTION

These brand guidelines set the basic standards for general situations to prevent misuse of the brand and maintain a consistent visual identity for the WYD Seoul 2027 brand.

These guidelines ensure the clear and consistent use of the brand. Compliance with these standards will establish the brand's identity so that it is recognized as a single brand.

For situations not defined in this document, please contact us at 2027seoulwyd@gmail.com

LOGO _ MAIN

Main version



LOGO _ SECONDARY VERSION

Whenever it is not possible to use the main version, use the secondary (horizontal) versions.

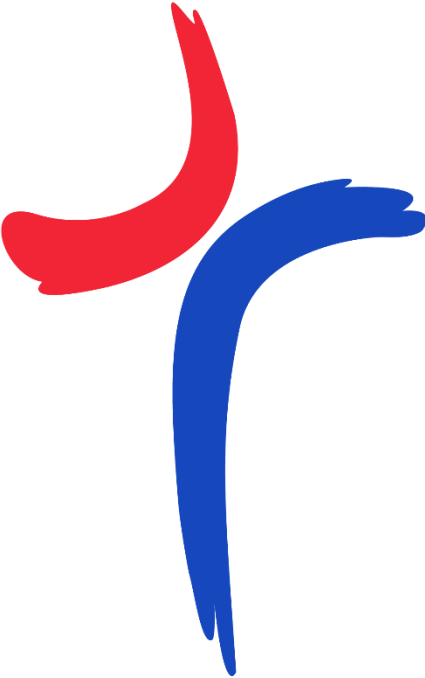




The inspiration for the brush strokes in the logo come from the painting Inwang jesaekdo. Painted by the late Joseon-era artist Gyeomjae Jeong Seon (1676–1759), it depicts the view of Inwang Mountain in Seoul after the rain.

MEANING OF THE LOGO

Youth from Seoul and around the world united in the Holy Spirit



Cross
Korean dynamism



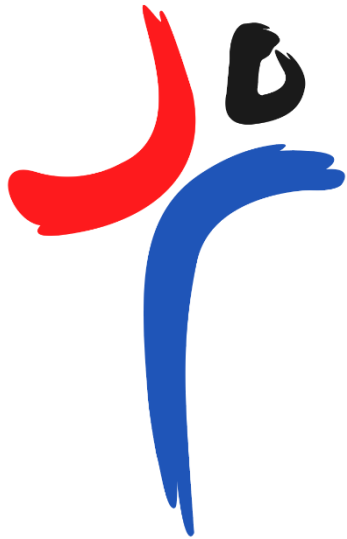
God's will



on Earth

MEANING OF THE LOGO

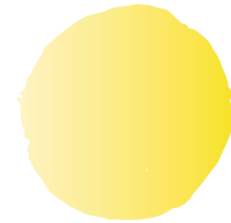
Youth from Seoul and around the world united in the Holy Spirit



Dynamic youth



“Seoul” in Hangeul



Holy Spirit
Glory of Christ's victory



“Seoul” is written in Hangeul (the Korean script) using traditional Korean calligraphy. This calligraphy technique, in and of itself, represents the East. The writing instrument and style reveal the Eastern characteristics, while also forming the letters W, Y, and D within the word “Seoul”. Through the intersection of Seoul and WYD, we aim to create a harmonious unity between East and West.

COLOR



RED

CROSS RED
Spirit of blood-
stained martyrdom

R:243 G:39 B:53
C:3 M:93 Y:76 K:0
PANTONE 1788 C



BLUE

YOUTH BLUE
Energy of youth

R:0 G:71 B:187
C:93 M:74 Y:0 K:0
PANTONE 2728 C



BLACK

DARK BLACK
The mysterious future
awaits the light of the youth

R:0 G:0 B:0
C:0 M:0 Y:0 K:100
PANTONE BLACK



YELLOW

GLORIOUS YELLOW
Holy Spirit,
Glory of Christ's victory

R:251 G:225 B:38
C:8 M:12 Y:84 K:0
PANTONE 107 C (30-100% gradient)

MINIMUM REPRODUCTION SIZE

The brand may be used in different sizes.

However, the minimum reproduction size must be observed in all applications to ensure the legibility of the brand.



42 px



15 mm

MINIMUM REPRODUCTION SIZE_ HORIZONTAL

The brand may be used in different sizes.

However, the minimum reproduction size must be observed in all applications to ensure the legibility of the brand.



70 px
25 mm



90 px
32 mm

SAFETY MARGIN

The safety margin ensures the visibility, balance, and integrity of the brand, keeping it isolated from the surrounding elements. The minimum margin must be observed in all applications.



TYPOGRAPHY

WYD, GMG, and JMJ use Sandoll Press, a bold and heavy font.

SEOUL 2027 uses Gmarket Sans Bold in English and Italian, and Noto Sans Bold in French and Spanish.

English

WYD
SEOUL
2027

Italian

GMG
SEUL
2027

French

JMJ
SÉOUL
2027

Spanish

JMJ
SEÚL
2027

SANDOLL PRESS

G-MARKET SANS BOLD

NOTO SANS BOLD

ABCDEFGG

ABCDEFGG

ABCDEFGG

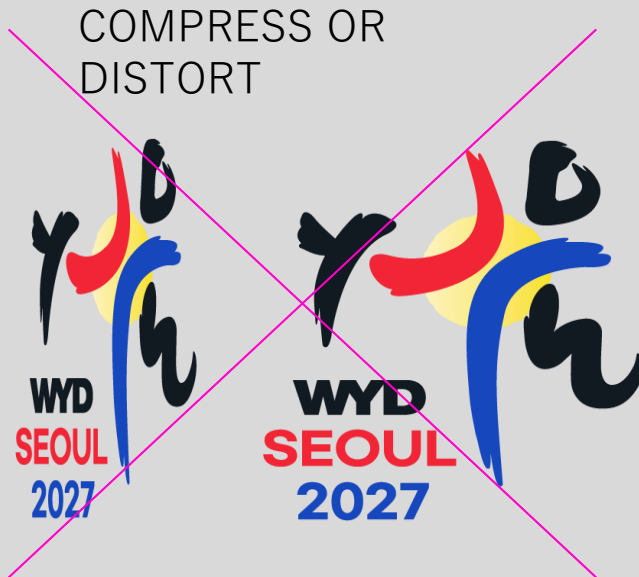
LOGO_MAIN

ENGLISH / ITALIAN / FRENCH / SPANISH



IMPROPER USE

The WYD SEOUL 2027 brand should be used in strict observance of the rules set out in these guidelines.
No other reproduction should be used.
Failure to comply with these rules or changes of the brand jeopardizes its communication.



IMPROPER USE

CHANGE PROPORTION



CHANGE COLOR



IMPROPER USE

REMOVE ELEMENTS



CHANGE ELEMENTS



PHOTOGRAPHY BACKDROP

When overlaying the logo on photos, avoid placing the logo on complex photo backgrounds or in positions where the logo is not clearly visible, as this can hinder legibility.



PHOTOGRAPHY BACKDROP

