

# 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.



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.

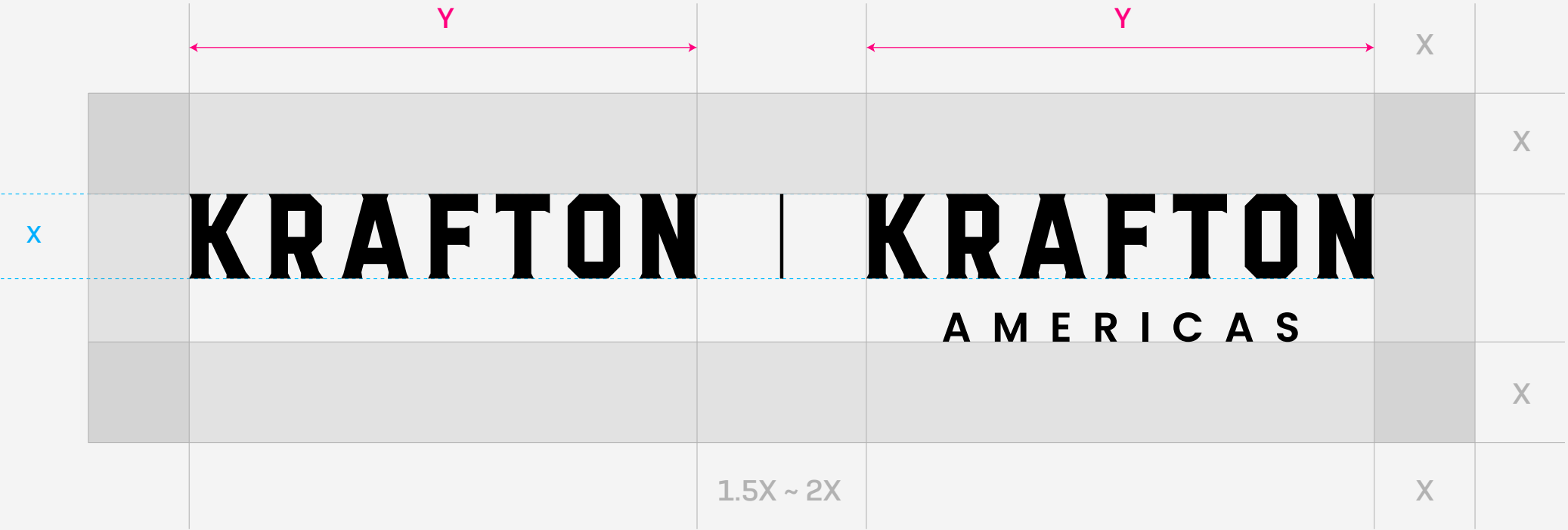


1.2.1 KRAFTON Subsidiary Logo  
KRAFTON Americas

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  
AMERICAS

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 EUROPE

Basic Logo

This is KRAFTON EUROPE’s logo.  
The minimum size rules for the use of this logo  
are as shown beside.



1.2.2 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.

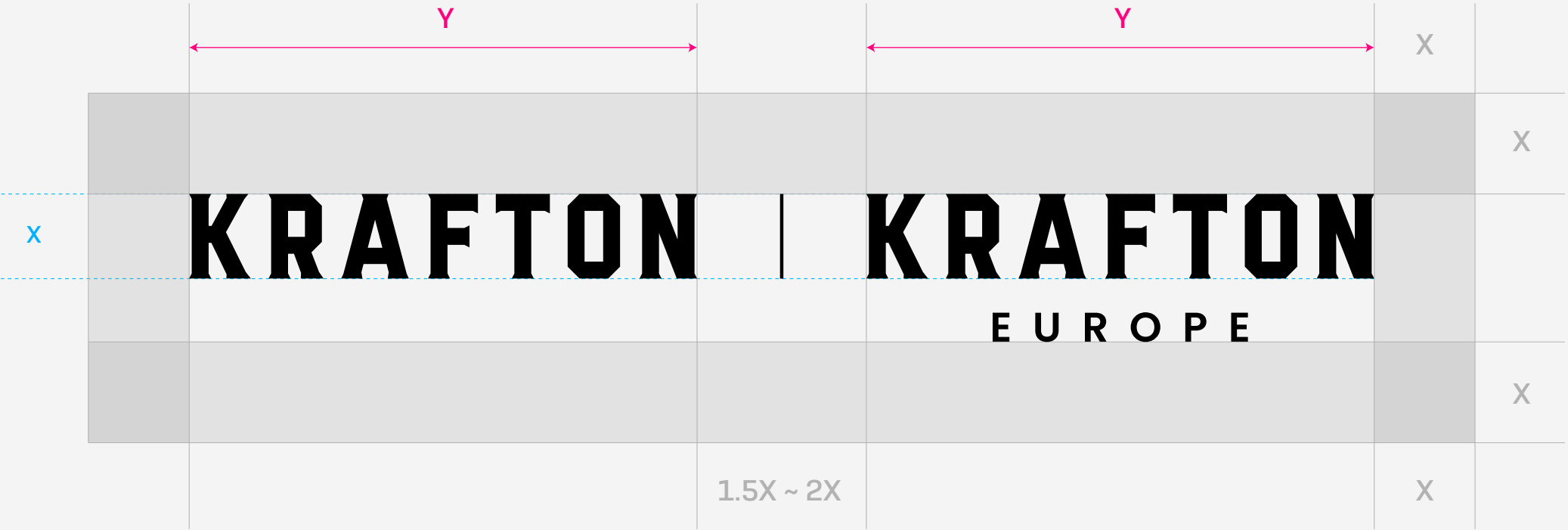


1.2.2 KRAFTON Subsidiary Logo  
KRAFTON EUROPE

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**  
**E U R O P E**

1.2.2 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 Americas

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  
EUROPE

KRAFTON EUROPE Full Name

KRAFTON EUROPE B.V.

1.2.3 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.



1.2.3 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.

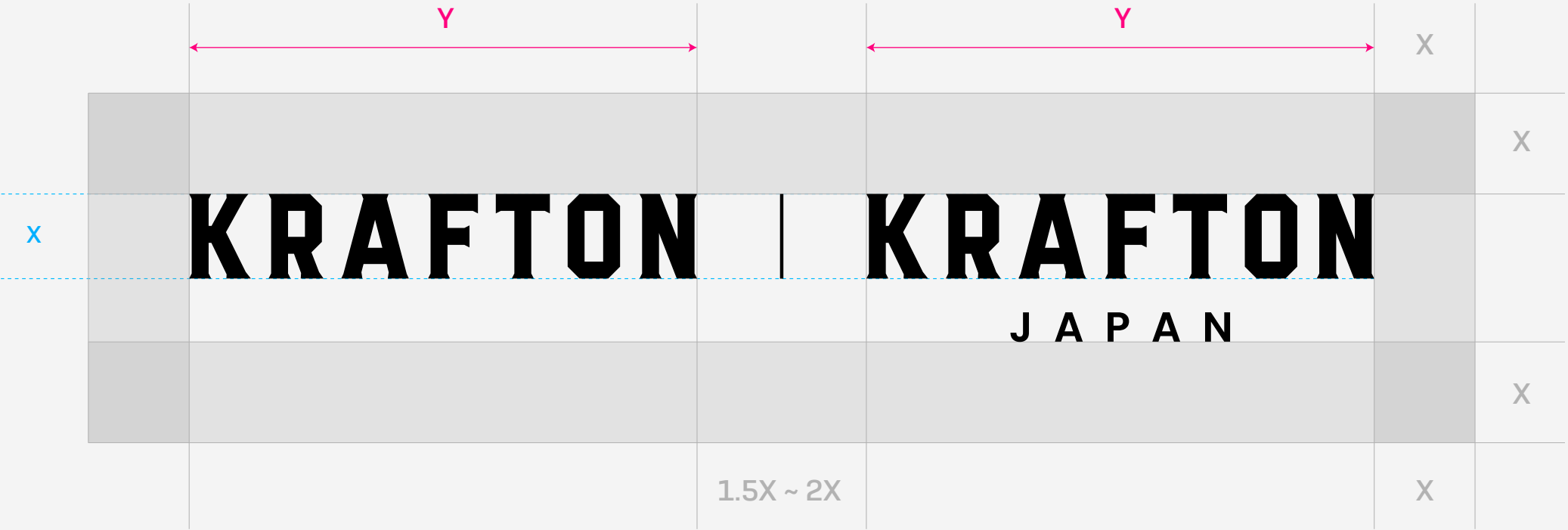


1.2.3 KRAFTON Subsidiary Logo  
KRAFTON JAPAN

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

1.2.3 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 Americas

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



