

we got you

NEXEN TIRE

Corporate Identity

Guidelines

Update Version. 2021

 **NEXEN TIRE**



NEXEN TIRE

Corporate Identity

Guidelines

Guideline management regulations and contents

1. Guideline management regulations

Corporate identity (hereinafter referred to as CI) guidelines are for consistent integrated management of NEXEN TIRE's image.

These guidelines are created to clearly define the existence value or significance of NEXEN TIRE by establishing the identity, and the defined matters must be observed as they are the basic policies of NEXEN TIRE's CI system that directly lead to the overall image development of the company.

In particular, without strict follow-up management in actual use, there may be damages to the formation of the corporate image.

Therefore, to deliver a consistent image of NEXEN TIRE, it is necessary to precisely understand the development intentions and regulations specified in these guidelines and comply with the management regulations.

These guidelines are NEXEN TIRE's own identity management guidelines, which are important assets, and thus must be strictly managed to prevent unauthorized disclosure or duplication.

2. Contents of guidelines

This manual is comprised of the following:

- Basic Design System
- Application Design System

3. Guideline management department and other inquiries

- In case there are any inquiries regarding these guidelines, the relevant department should be consulted with.

- In case there are matters to be added or changed in these guidelines, these matters must be closely examined and reviewed with the relevant department and cannot be changed arbitrarily.

User environment : Mac OS, Windows

Program : Adobe Illustrator CS4 Ver. or later versions



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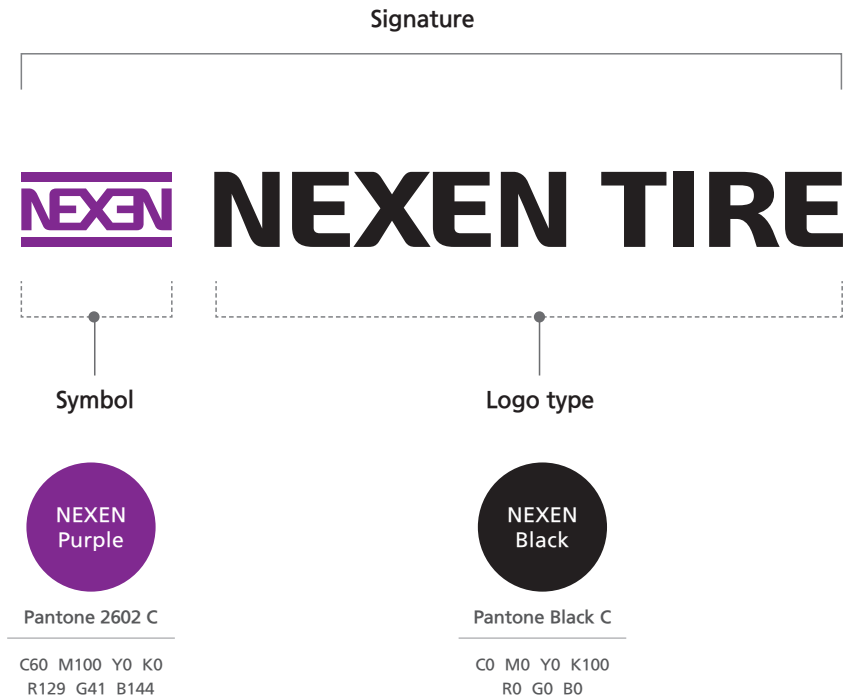
BASIC SYSTEM

- BS 01 SIGNATURE STRUCTURE
- BS 02 SIGNATURE
- BS 03 SLOGAN
- BS 04 SIGNATURE _ SLOGAN
- BS 05 COLOR SYSTEM
- BS 06 COLOR VARIATIONS - 1
- BS 07 COLOR VARIATIONS - 2
- BS 08 CLEAR SPACE
- BS 09 INCORRECT USE
- BS 10 NEXEN TIRE FONT
- BS 11 TYPEFACE
- BS 12 GRAPHIC MOTIF SYSTEM

NEXEN NEXEN TIRE



As the most important visual element that represents NEXEN TIRE, the signature requires strict management and control in terms of use in order to create NEXEN TIRE's image and increase reliability. The signature is comprised of the symbol and logo type, which must be used and managed with close attention. Applying random colors to the signature may damage NEXEN TIRE's image; thus, it is necessary to apply the prescribed colors according to the color rules. Close attention is required since lightness (value) and saturation (chroma) may vary depending on the media format of expression such as printed or visual media.



[Symbol]

The symbol sticks to the basics with its symmetrical form of balance and development that represents the corporate image seeking active change, and the interconnected design of the typography symbolizes the unity of the company, customers or employees. The overall shape of the symbol may resemble tire tracks, metaphorically expressing NEXEN TIRE's corporate essence. The symbol shall not be used by itself, but with the logo type in the form of signature.

[Logo type]

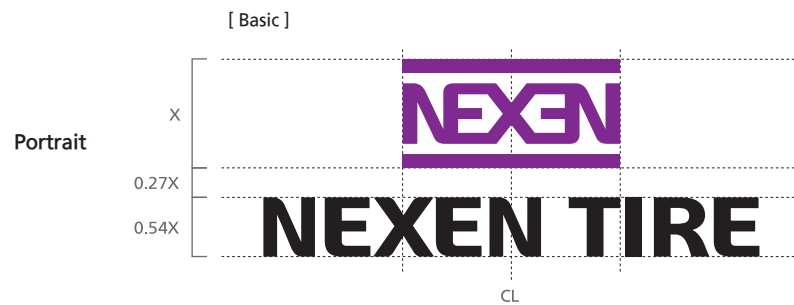
As a key element that is used in all media formats along with the symbol, the logo type shall not be used by itself, but with the symbol in the form of signature.

BS 02 | SIGNATURE

There are three types of the signature, such as the landscape form and the portrait form (basic form/emphasis on the symbol), which can be selected and used as necessary, but the basic form is landscape. The proportion, space, etc. shall not be changed in application.



Minimum Size



[Emphasis on the symbol]



Minimum Size



* The logo type is adjusted to the baselines on both ends of the symbol.

BS 03

SLOGAN

As the element that expresses NEXEN TIRE, the slogan is basically used in combination with the signature, and it can also be used by itself. Since NEXEN TIRE's slogan performs a key role in improving the corporate image, it must be used and managed with close attention, and arbitrary changes shall not be made in application. Applying random colors to the slogan may damage NEXEN TIRE's image; thus, it is necessary to apply the prescribed colors according to the color rules. Close attention is required since lightness (value) and saturation (chroma) may vary depending on the media format of expression such as printed or visual media.

we got you

Minimum Size we got you  3mm



Pantone Cool Grey 9 C

C0 M0 Y0 K60
R125 G125 B125

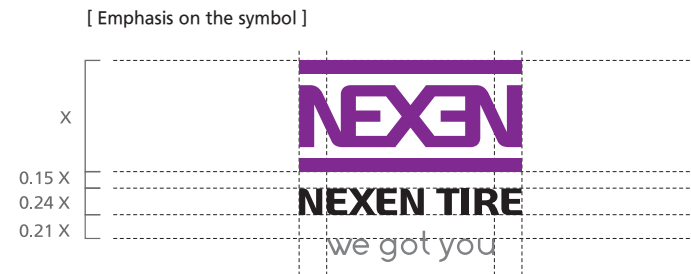
BS 04

SIGNATURE _ SLOGAN

As the element that expresses NEXEN TIRE, the slogan is basically used in combination with the signature, and it can also be used by itself. Since NEXEN TIRE's slogan performs a key role in improving the corporate image, applying random colors to the slogan may damage NEXEN TIRE's image; thus, it is necessary to apply the prescribed colors as the recommended colors of the guidelines. Close attention is required since lightness (value) and saturation (chroma) may vary depending on the media format of expression such as printed or visual media. There are three options such as the landscape form, portrait form, and emphasis on the slogan, which can be selected and used as necessary, and arbitrary changes shall not be made in application.



*Emphasis on the slogan is not recommended and can be used only when necessary.



Minimum Size

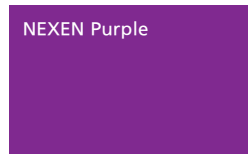


BS 05

COLOR SYSTEM

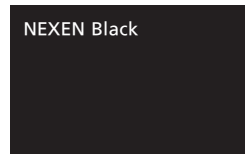
The color system is divided into the main (dominant) colors and supporting colors. NEXEN Purple and Black as used in the signature are the main colors. NEXEN Grey and Cool Grey used as the background color, NEXEN Dark Grey used in the slogan, and NEXEN Gold and Silver used in special circumstances are referred to as the supporting colors. Close attention is required for the colors when they are used since lightness (value) and saturation (chroma) may vary depending on the media of expression, such as printed or visual media. NEXEN TIRE's colors must be displayed in spot color and when using four(three) colors, it is necessary to use them closely and precisely as per the specified colors.

Main Color



Pantone 2602 C

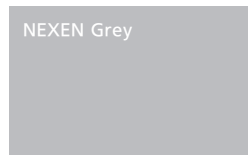
C60 M100 Y0 K0
R129 G41 B144



Pantone Black C

C0 M0 Y0 K100
R0 G0 B0

Sub Color



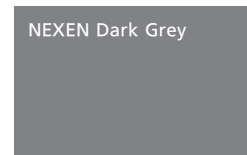
Pantone Cool Grey 6 C

C0 M0 Y0 K30
R188 G190 B192



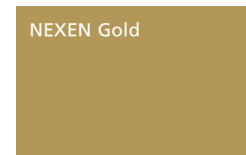
Pantone Cool Grey 1 C

C0 M0 Y0 K15
R220 G221 B222



Pantone Cool Grey 9 C

C0 M0 Y0 K60
R125 G125 B125



Pantone 873 C

C20 M30 Y70 K15
R180 G151 B90



Pantone 877 C

C0 M0 Y0 K40
R167 G169 B172

Applying random colors to the signature may damage NEXEN TIRE's image; thus, it is necessary to apply the prescribed colors as the recommended colors of the guidelines. Close attention is required since lightness (value) and saturation (chroma) may vary depending on the media format of expression such as printed or visual media. The signature and the slogan shall always be clearly expressed in any background color. Application of a complementary color even within the standard lightness, a complex background, or a background color that affects the symbol and signature shall be avoided. For special circumstances, the relevant department must first be consulted with.

Signature and slogan color rules

It is ideal to apply the unique primary color to the white background of KO, and secondary colors may be used depending on the purpose and type, but other colors are not allowed.

Use of background color

For readability, full color is recommended over light background such as NEXEN Cool Grey. Negative color is recommended over dark background such as NEXEN Purple and NEXEN Gold.

Signature



Main Color

NEXEN Black

NEXEN Gold

NEXEN Silver

* It is recommended for only one-color / spot color printing.



NEXEN Purple

NEXEN Black

NEXEN Gold

NEXEN Silver

NEXEN Cool Grey

Signature (Slogan)



Main Color

NEXEN Black

NEXEN Gold

NEXEN Silver

* It is recommended for only one-color / spot color printing.



NEXEN Purple

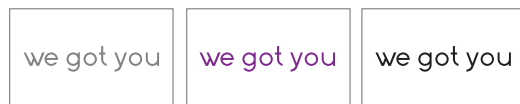
NEXEN Black

NEXEN Gold

NEXEN Silver

NEXEN Cool Grey

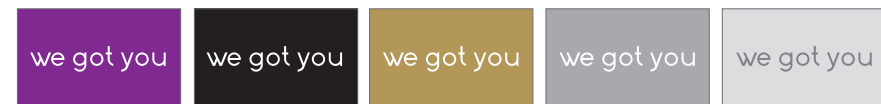
Slogan



Main Color

NEXEN Purple

NEXEN Black



NEXEN Purple

NEXEN Black

NEXEN Gold

NEXEN Silver

NEXEN Cool Grey

BS 07

COLOR VARIATIONS - 2

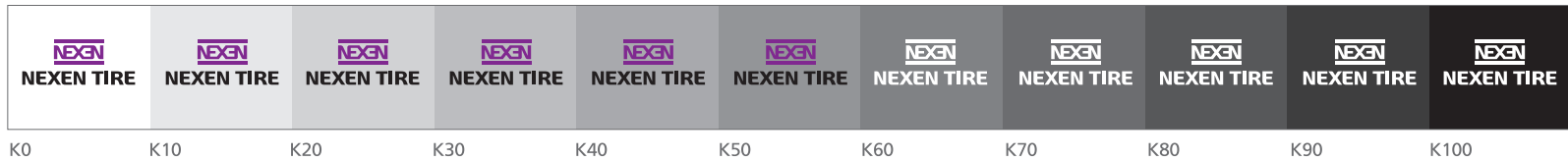
Applying random colors to the signature may damage NEXEN TIRE's image; thus, it is necessary to apply the prescribed colors as the recommended colors of the guidelines. Close attention is required since lightness (value) and saturation (chroma) may vary depending on the media format of expression such as printed or visual media. The signature and the slogan shall always be clearly expressed in any background color. Application of a complementary color even within the standard lightness, a complex background, or a background color that affects the symbol and signature shall be avoided. For special circumstances, the relevant department must first be consulted with.

Grayscale

For the signature, it is ideal to use full color when the background lightness is K0-K59, and negative color is recommended for K60-K100.

For the slogan combinations and slogan, it is ideal to use full color when the lightness is K0-K29, and negative color is recommended for K30-K100.

Signature



Signature (Slogan)

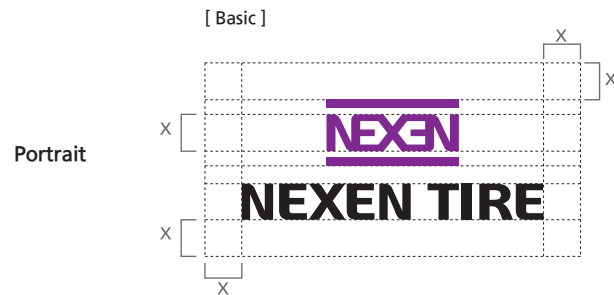


Slogan



BS 08 | CLEAR SPACE

Certain space must be obtained to be independent from surrounding elements and maintain NEXEN TIRE's own identity. The blank space surrounding the signature and slogan shall not have any other text or graphics, and it is recommended to secure as much blank space as possible.



* Signature portrait form _ The same minimum space for the type with emphasis on the symbol

* Signature portrait form (slogan combination) _ The same minimum space for the type with emphasis on the symbol

BS 09

INCORRECT USE

The signature is a critical element that creates NEXEN TIRE's visual image and must be applied properly and consistently to all applications to maintain unity of the brand. Variation or distortion may distort NEXEN TIRE's image or deteriorate the communication effect. Thus, the rules must be strictly followed, such as the location or proportion of each element and regulations of space to prevent abuse or misuse.



Arbitrarily changing the symbol and color



Eliminating an element of the symbol



Arbitrarily changing the size of an element



Using a different font for the logo type



Changing the color of the logo type



Changing the color of the logo type



Changing the top-bottom position



Changing the magnification of combination



Changing the location of the slogan 1



Changing the location of the slogan 2



Using the signature as a line



Making the signature not distinguishable from the background color



Applying the signature over a complex background



Arbitrarily applying a shade



Arbitrarily inserting a pattern into the symbol

NEXEN TIRE has two types of corporate font: NEXEN TIRE B (bold type) and NEXEN TIRE R (regular type). Unified with NEXEN TIRE CI's logo type such as form, thickness, and spacing, this exclusive font expresses the stylish and harmonious image of NEXEN TIRE with a rhythmical design of straight lines and refined curves. The use of the font itself for profit such as paid transfer or sale is prohibited. The font shall also not be used in cases that may have a negative impact on NEXEN TIRE (including subsidiaries) or in antisocial contents (pornography, etc.).

NEXEN TIRE FONT



A large graphic showing the letters 'A', 'b', and 'c' in the NEXEN TIRE font. The letters are bold and stylized, with a rhythmic design of straight lines and refined curves. They are positioned on a grid of horizontal lines, with the 'A' and 'C' being uppercase and the 'b' being lowercase.

NEXEN TIRE B

0123456789.,:;'(!\$%^&*)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

NEXEN TIRE R

0123456789.,:;'(!\$%^&*)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The typeface is an effective element to show NEXEN TIRE's consistency by using a consistent typeface in delivering all important visual information such as promotional materials and documents. The Korean and English typefaces are in HU Jin Gothic and shall not be arbitrarily changed. To use a font other than the designated typeface, the relevant department must first be consulted with.

HU Jin Gothic



HU Jin Gothic 220

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 230

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 250

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 260

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 210

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 220

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 230

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 240

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 250

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HU Jin Gothic 260

0123456789.,:!"(\$%^&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

* For main texts : HU Jin Gothic 220 - 230

* For titles : HU Jin Gothic 250 - 260

* For main texts : HU Jin Gothic 210 - 220 - 230

* For titles : HU Jin Gothic 240 - 250 - 260

BS 12 | GRAPHIC MOTIF SYSTEM

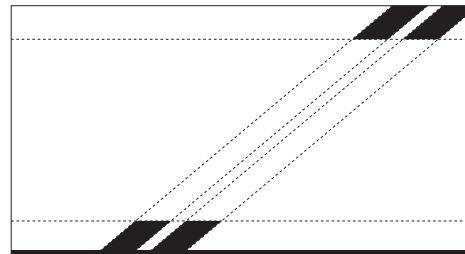
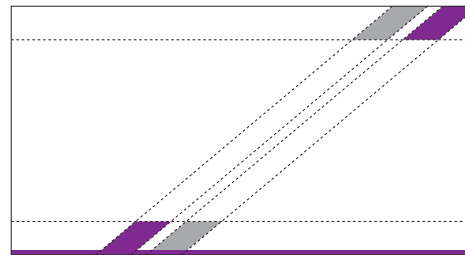
As an element that increases visual attractiveness and utility, the graphic motif is expressed in two diagonal lines that symbolize NEXEN TIRE and customers and the luxurious colors unique to NEXEN TIRE, conveying the will to provide satisfaction in mobility as a reliable assistant for customers. The motif adopts the basic form as necessary, and Variations 1 and 2 can also be used depending on the application.

For special circumstances, the relevant department must first be consulted with.

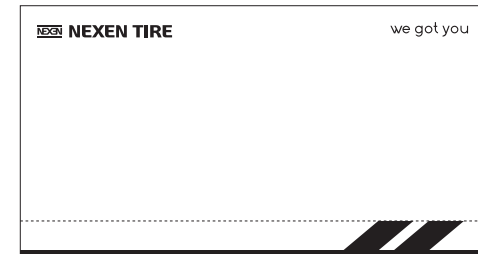
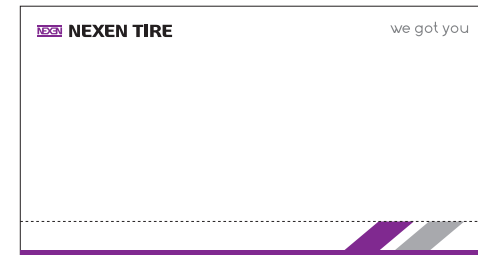
Basic



Variation 1



Variation 2 (used when the element above is included)



Use of color



NEXEN Purple



NEXEN Cool Grey



NEXEN Dark Grey



NEXEN Silver



NEXEN Gold



NEXEN Black

APPLICATION SYSTEM

AS_SI STATIONERY ITEM

- SI 01 BUSINESS_CARD_BASIC
- SI 02 BUSINESS_CARD_SPONSORSHIP
- SI 03 E-MAIL BUSINESS CARD
- SI 04 LETTERHEAD
- SI 05 FAX SHEET
- SI 06 OFFICIAL DOCUMENT
- SI 07 SMALL ENVELOPE
- SI 08 LARGE ENVELOPE
- SI 09 PPT TEMPLATE
- SI 10 FILE FOLDER



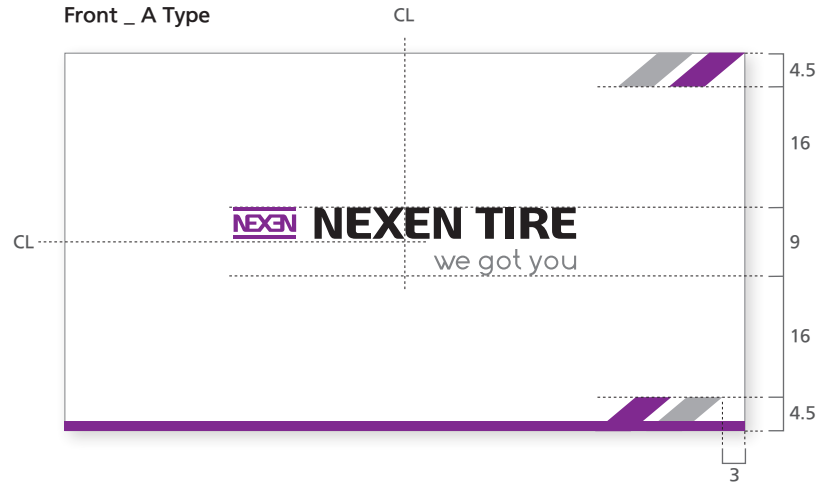
SI 01

BUSINESS CARD _ BASIC

As an important communication tool used in internal and external affairs, the business card plays a critical role in creating NEXEN TIRE's initial image, and thus must be used with close attention.

Size : 90x50mm | Material: Vent Nouveau White | Print : Offset printing with specified color

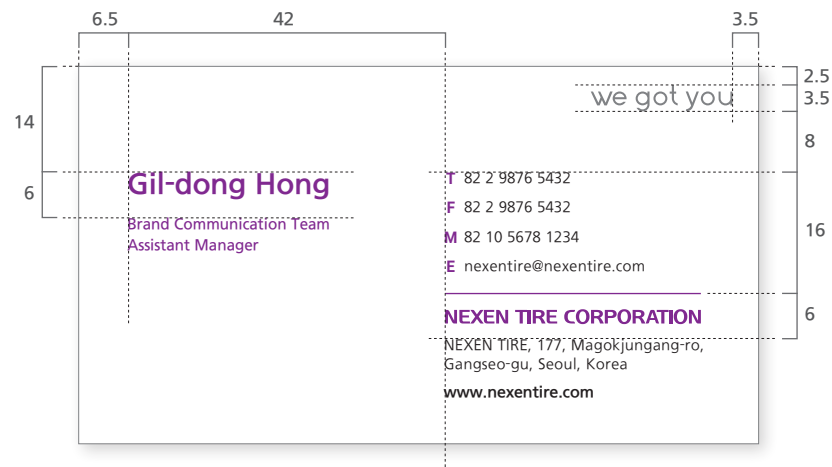
Front _ A Type



Front _ B Type



Back



Typeface

Name : HU Jin Gothic 240 (11pt)

Position/department : HU Jin Gothic 230 (6pt)

Address : HU Jin Gothic 220 (6pt)

Contact information : HU Jin Gothic 220 (6pt)

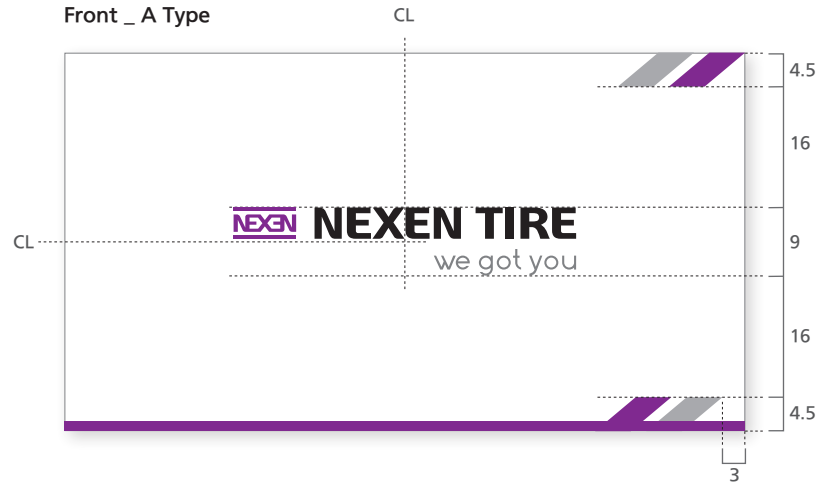
SI 02

BUSINESS CARD _ SPONSORSHIP

As an important communication tool used in internal and external affairs, the business card plays a critical role in creating NEXEN TIRE's initial image, and thus must be used with close attention.

Size : 90x50mm | Material: Vent Nouveau White | Print : Offset printing with specified color

Front _ A Type



Front _ B Type



Back



Typeface

Name : HU Jin Gothic 240 (11pt)

Position/department : HU Jin Gothic 230 (6pt)

Address : HU Jin Gothic 220 (6pt)

Contact information : HU Jin Gothic 220 (6pt)

SI 03

E-MAIL BUSINESS CARD

As an online communication tool, the email business card plays a critical role in creating NEXEN TIRE's image, and thus must be used with close attention.

Size : 175x25mm (100dpi / RGB Color)



Typeface

Name : HU Jin Gothic 240 (10pt)

Address : HU Jin Gothic 220 (6pt)

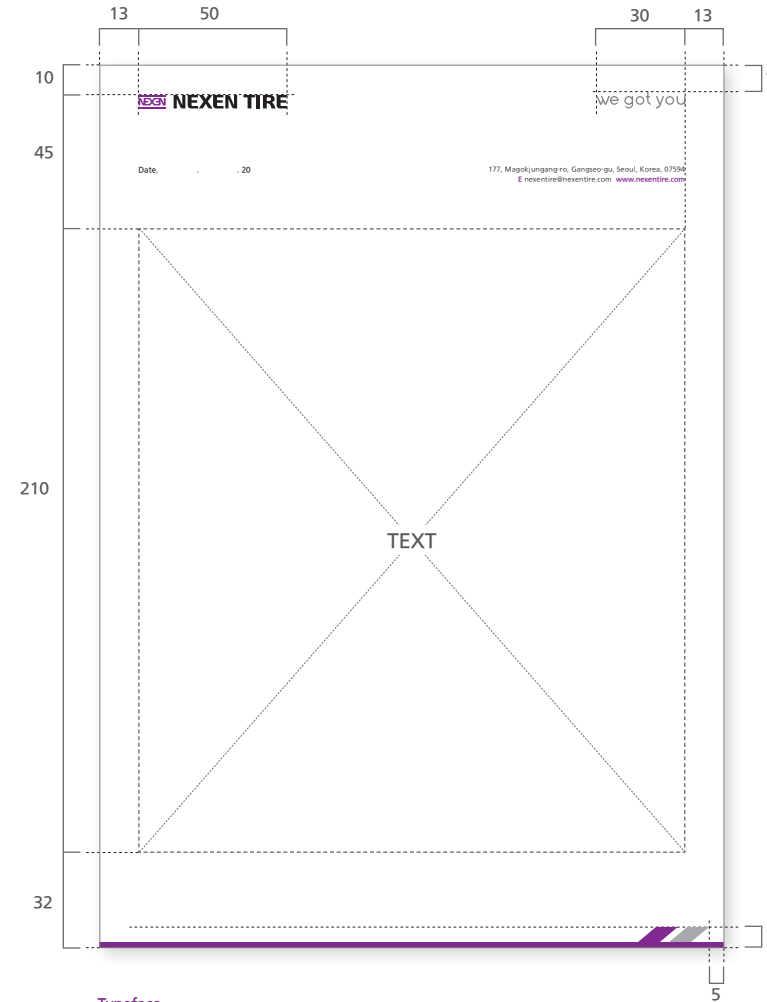
Position/department : HU Jin Gothic 230 (6pt)

Contact information : HU Jin Gothic 220 (6pt)

SI 04 | LETTERHEAD

The letterhead is used to deliver official messages internally and externally and must be used according to the guidelines without encroaching in the signature part at the top when typing or printing on the computer.

Size : 210x297mm



Typeface

Main texts : HU Jin Gothic 220~230 (7.5~9pt)

Contact information : HU Jin Gothic 220 (7pt)

The official document is used to deliver official messages internally and externally and must be used according to the guidelines without encroaching in the signature part at the top when typing or printing on the computer.

Size : 210x297mm

The diagram shows a form layout with the following dimensions and content:

- Top header: 13 (left), 50 (center), 30 (right), 13 (right)
- Vertical dimensions on the left: 10, 35, 9, 9, 9, 9
- Vertical dimension on the right: 9
- Bottom dimensions: 25 (left), 25 (right)
- Bottom vertical dimension: 7
- Content: "NEXEN TIRE" logo, "we got you" slogan, and fields for "Person in Charge", "No.", "To", "Reference", and "Subject".
- Footer: "****rnr:R0523103ang r0, 13ng0e0-g0, 9e0c, R055, 07994 "E" nexentire@nexentire.com" www.nexentire.com"

Typeface

Incoming & outgoing information : HU Jin Gothic 230 (8.5pt)

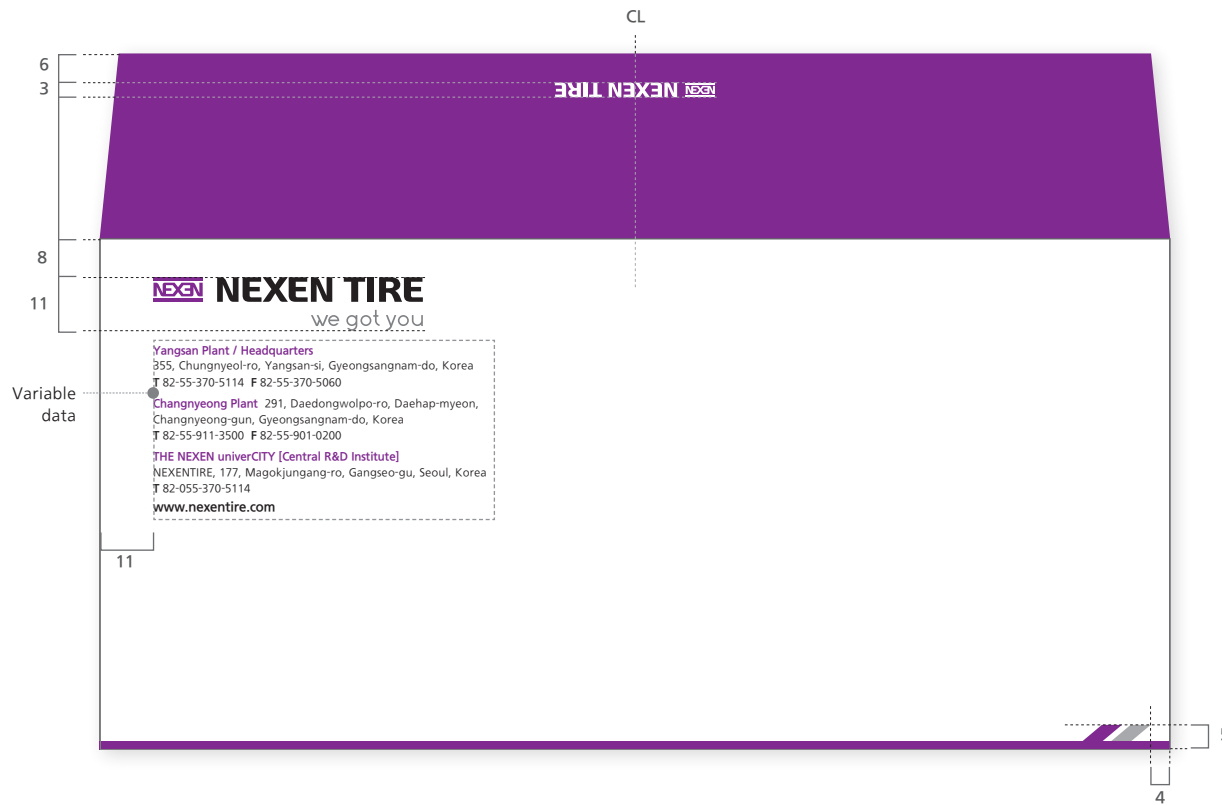
Contact information : HU Jin Gothic (7pt)

SI 07

SMALL ENVELOPE

The small envelope is used to deliver NEXEN TIRE's image externally via mail and plays a critical role in creating a consistent image of NEXEN TIRE, and thus must be used with close attention.

Size : 220x105mm



Typeface

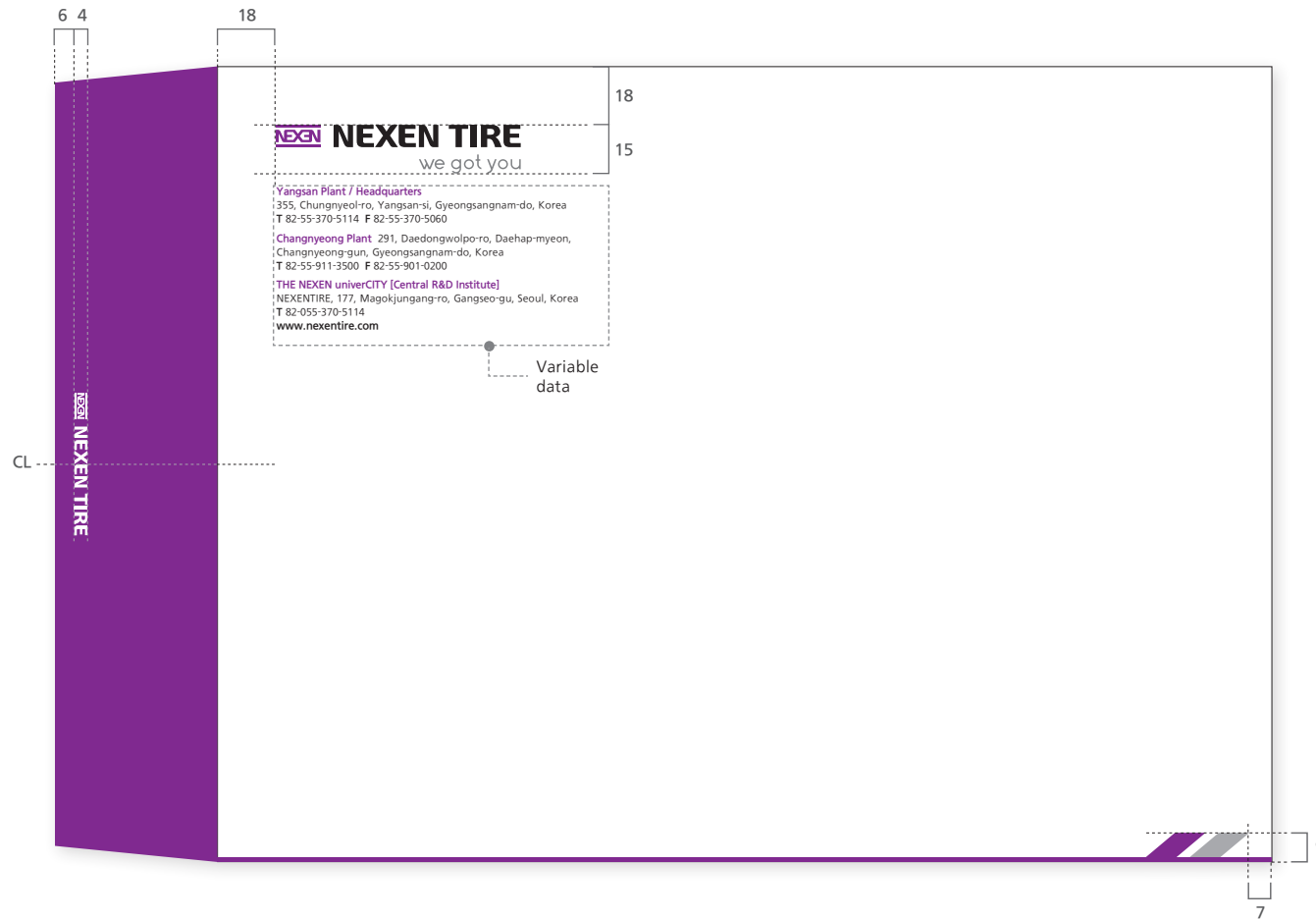
Contact information : HU Jin Gothic 220~240 (7pt)

SI 08

LARGE ENVELOPE

The large envelope is used to deliver NEXEN TIRE's image externally via mail and plays a critical role in creating a consistent image of NEXEN TIRE, and thus must be used with close attention.

Size : 325x245mm



Typeface

Contact information : HU Jin Gothic 220 (9.5pt)

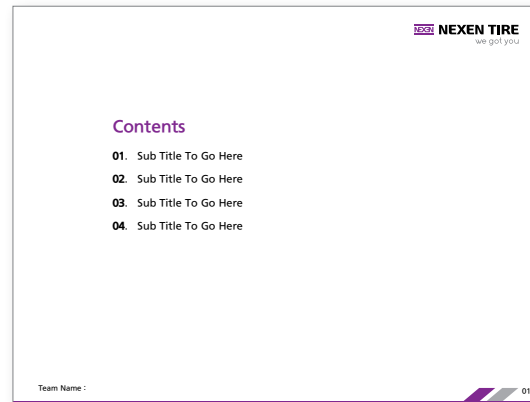
The PPT template is used to deliver official contents internally and externally, and it delivers NEXEN TIRE's image and promotes the company more effectively.

Size : 1024x768 pixel Recommend

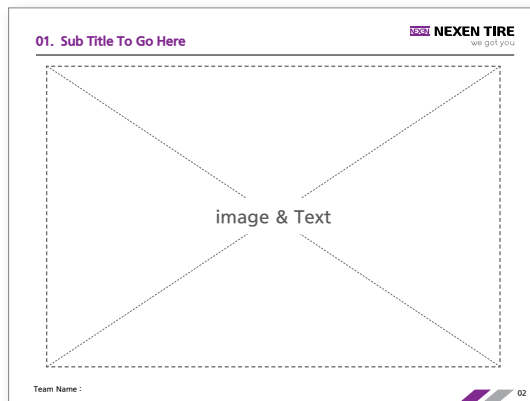
Title slide



Table of contents slide



Contents slide



Conclusion slide

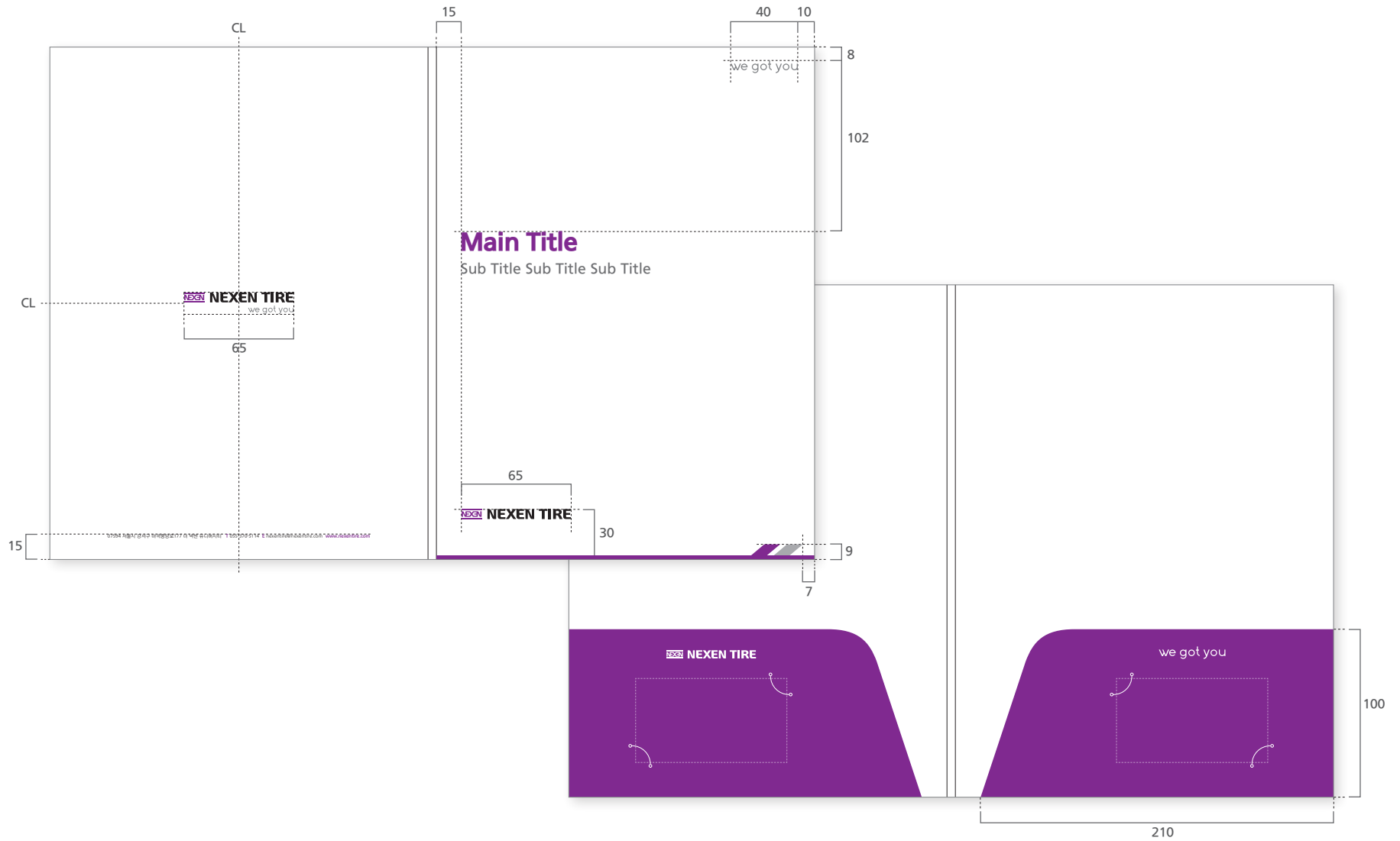


SI 10

FILE FOLDER

The file folder is a tool to deliver various documents such as papers and contracts internally and externally, and it delivers NEXEN TIRE's image and promotes the company more effectively.

Size : 225x305mm



APPLICATION SYSTEM

AS_PI PROMOTION ITEM

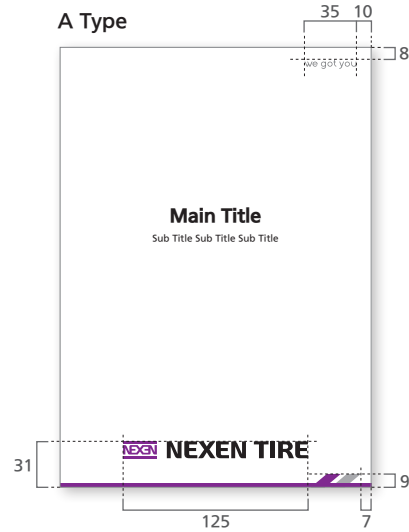
- PI 01 LEAFLET _ PORTRAIT
- PI 02 LEAFLET _ LANDSCAPE
- PI 03 POSTER
- PI 04 X-BANNER
- PI 05 WIDE X-BANNER
- PI 06 AD _ MAGAZINE
- PI 07 AD _ ONLINE
- PI 08 AD _ BILLBOARD
- PI 09 PLACARD _ LANDSCAPE (SIGNATURE)
- PI 10 PLACARD _ LANDSCAPE (SLOGAN)
- PI 11 PLACARD _ LANDSCAPE (EVENT)
- PI 12 PLACARD _ PORTRAIT
- PI 13 WRAPPING PAPER
- PI 14 SHOPPING BAG
- PI 15 BACKGROUND GRAPHIC



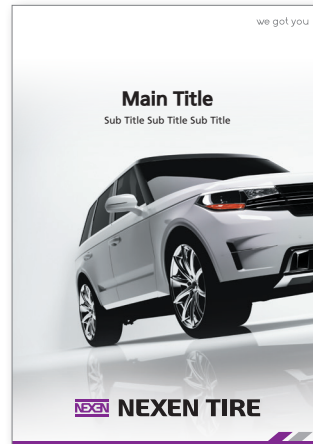
The leaflet directly promotes NEXEN TIRE's products or events, and it is made by selecting from four types using the graphic motif and images and applying them as necessary. The motif can be used selectively depending on the ad image and circumstances, but the relevant department must be consulted with before producing all contents of production.

Size : 210x297mm

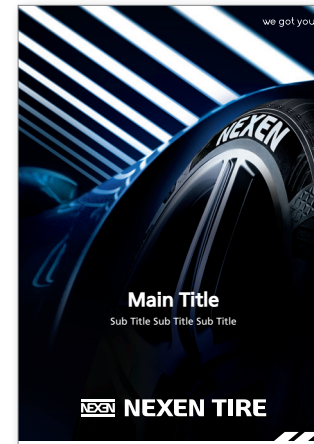
Cover



B Type



C Type

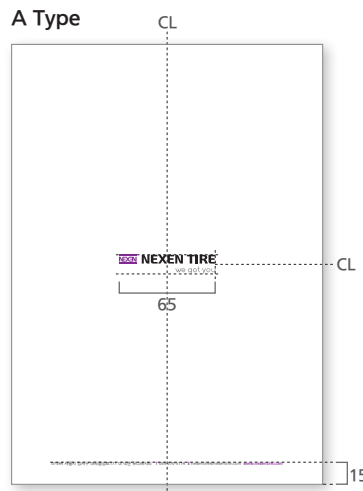


D Type

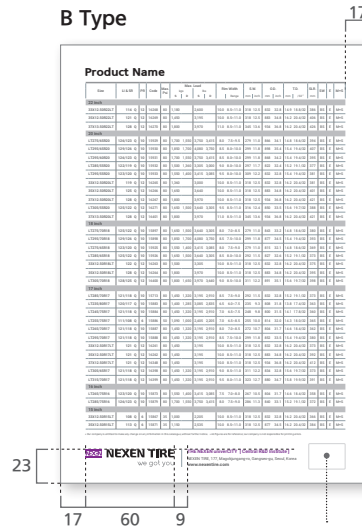


* The image above is a sample image. The location or size of the main title and signature can be changed depending on the image.

Back Cover



B Type

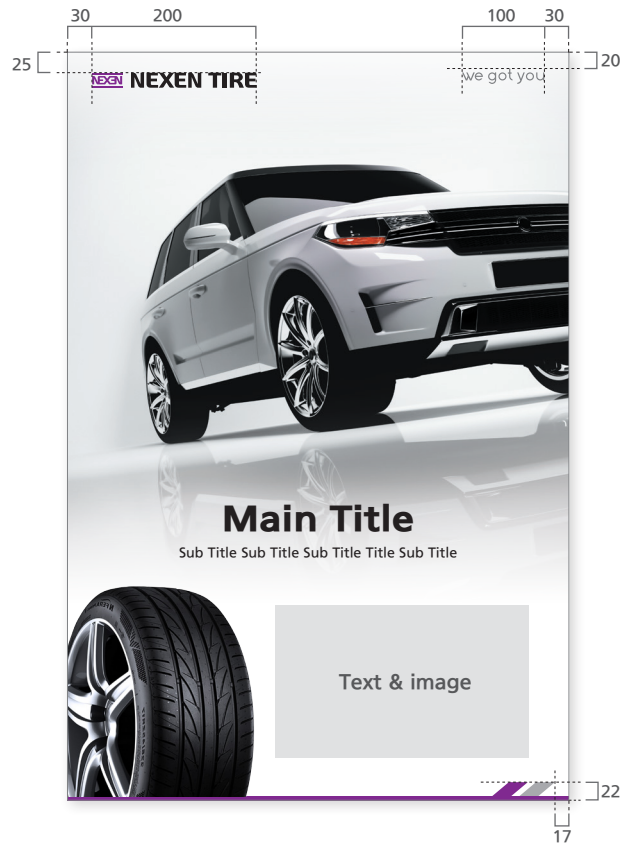


* A partnership mark may be included depending on the circumstances.

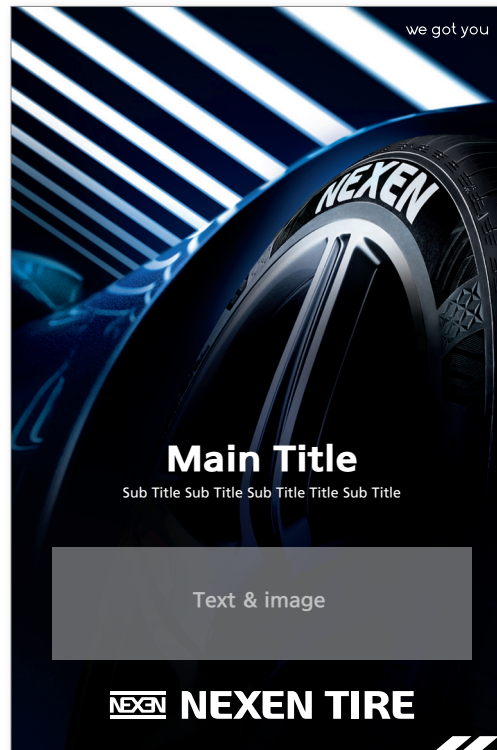
PI 03 | POSTER

The poster directly promotes NEXEN TIRE's products or events, and it is made by selecting from three types such as for general use and for dealers (dealer information can be entered) and applying them as necessary. The motif can be used selectively depending on the ad image and circumstances, but the relevant department must be consulted with before producing all contents of production.
 Size : 610x910mm

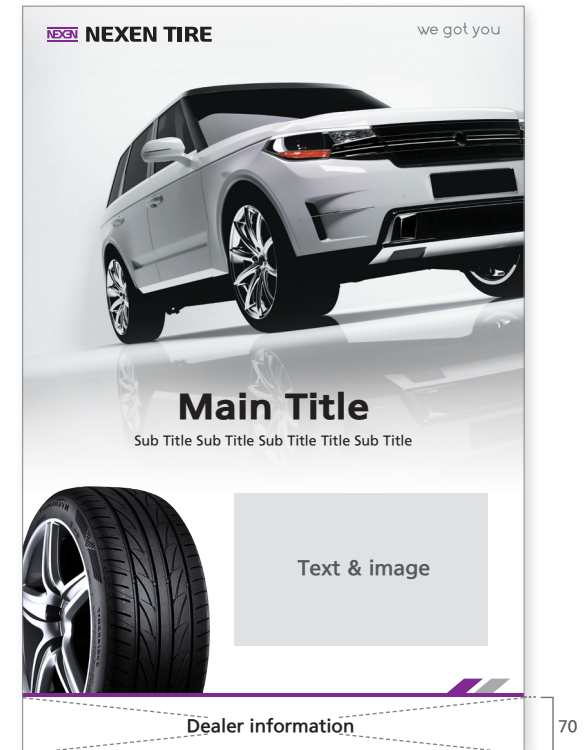
A Type



B Type



C Type (Dealer)



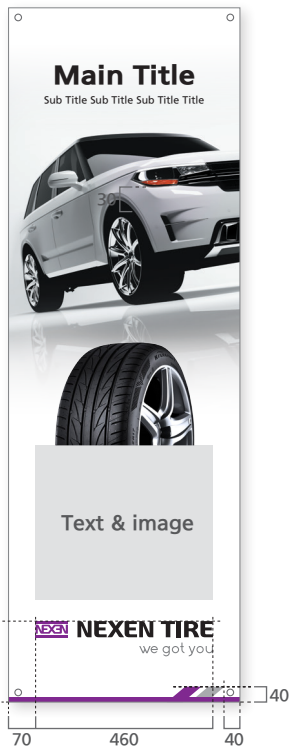
* The image above is a sample image. The location or size of the main title and signature can be changed depending on the image.

PI 04 | X-BANNER

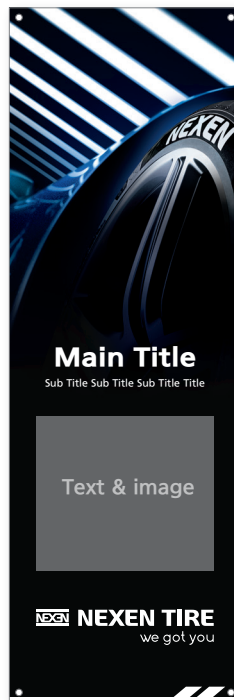
The X-banner directly promotes NEXEN TIRE's products or events, and it is made by selecting from five types such as product banners (for general use, for dealers), event banners, and signature banners and applying them as necessary. The motif can be used selectively depending on the ad image and circumstances, but the relevant department must be consulted with before producing all contents of production.

Size : 600x1800mm

A Type



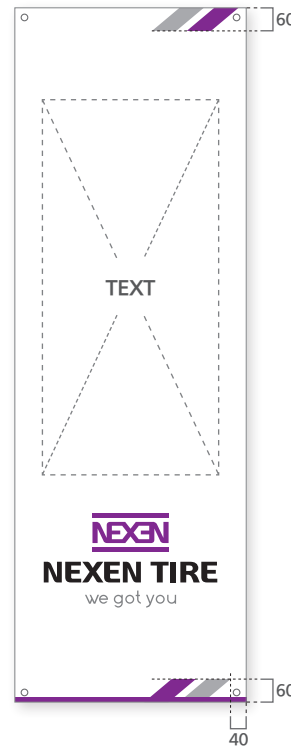
B Type



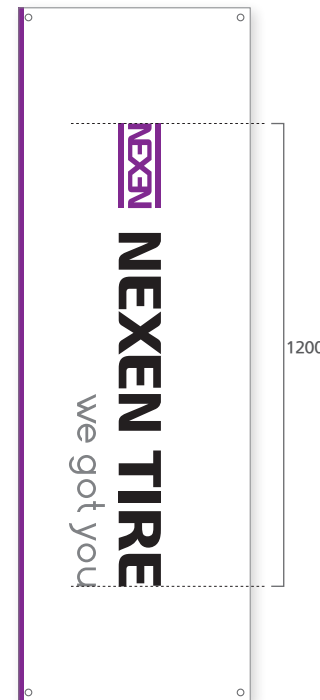
C Type (Dealer)



D Type (Event)



E Type (Signature)



* The image above is a sample image. The location or size of the main title and signature can be changed depending on the image.

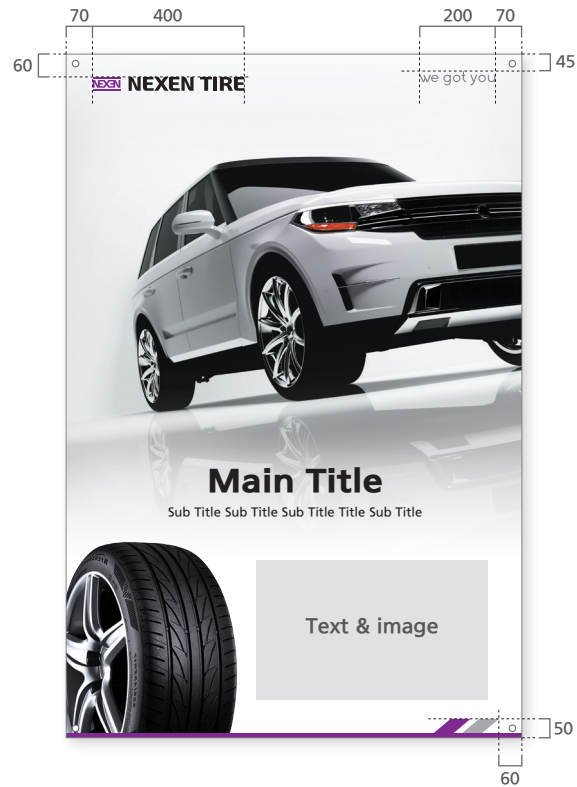
PI 05

WIDE X-BANNER

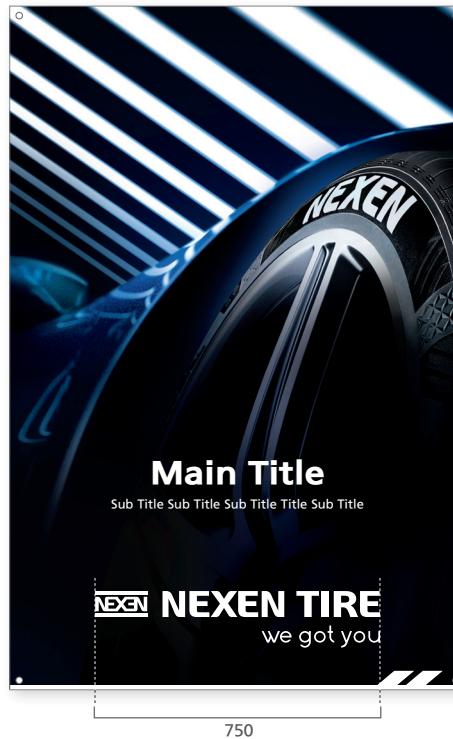
The wide X-banner directly promotes NEXEN TIRE's products or events, and it is made by selecting from three types such as product (advertisement) banners (for general use, for dealers) and applying them as necessary. The motif can be used selectively depending on the product (ad) image and circumstances, but the relevant department must be consulted with before producing all contents of production.

Size : 1200x1800mm

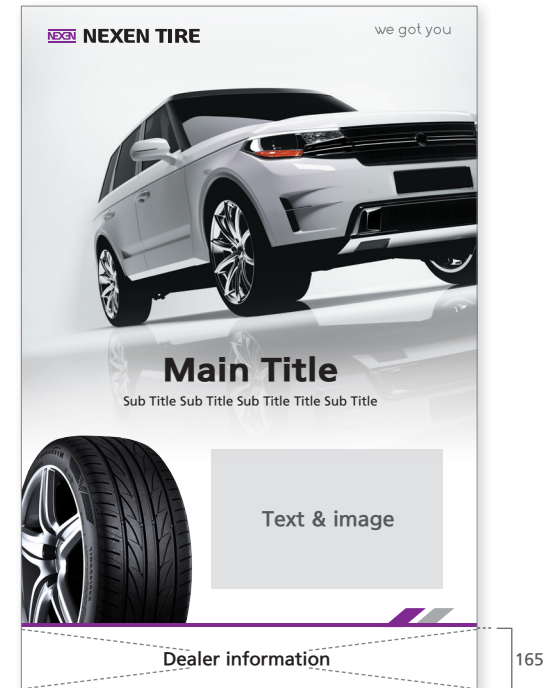
A Type



B Type



C Type (Dealer)

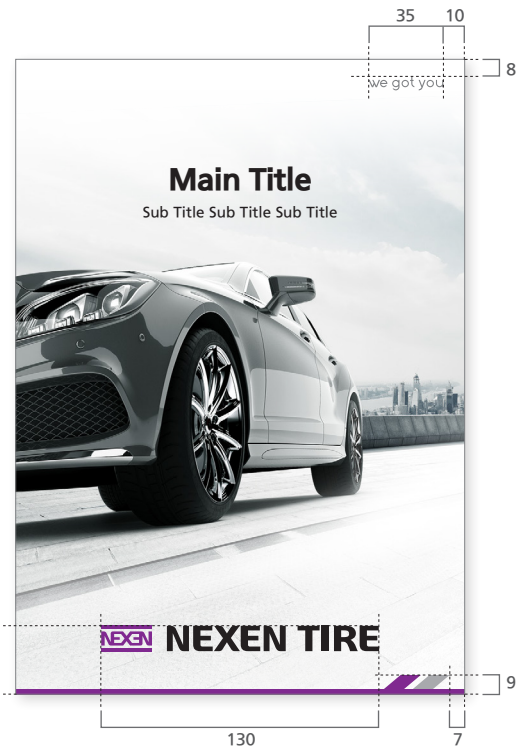


* The image above is a sample image. The location or size of the main title and signature can be changed depending on the image.

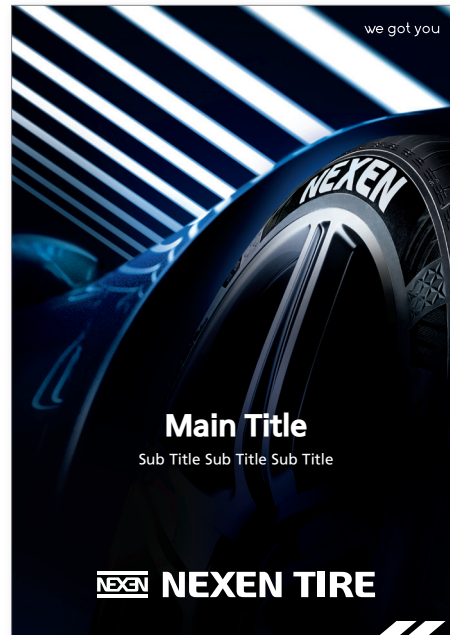
The magazine ad directly promotes NEXEN TIRE's products or brand image internally and externally. It is made by selecting from three types and applying them as necessary. The motif can be used selectively depending on the ad image and circumstances, but the relevant department must be consulted with before producing all contents of production.

Size : 210x297mm

A Type



B Type



C Type



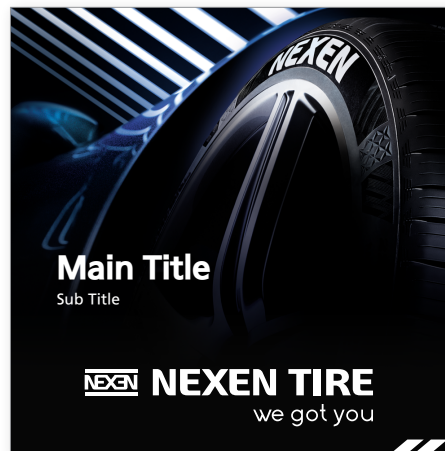
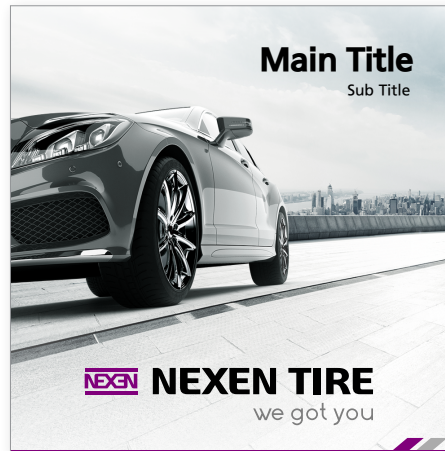
* The image above is a sample image. The location or size of the main title and signature can be changed depending on the image.

The online banner ad directly promotes NEXEN TIRE's image online. It is applied and made according to the required online banner pixel size with reference to the sample sizes for each standard. The motif can be used selectively depending on the ad image and circumstances, but the relevant department must be consulted with before producing all contents of production.

400x1200 pixel



1000x1000 pixel



1200x400 pixel



* The image above is a sample image. The location or size of the main title and signature can be changed depending on the image.

The billboard is installed outdoors such as the rooftop of a building or a roadside to promote NEXEN TIRE's image externally, and it is made by selecting from two types (landscape form, Portrait form) and applying them as necessary. The motif can be used selectively depending on the ad image and circumstances, but the relevant department must be consulted with before producing all contents of production.

Landscape

A Type



B Type



C Type (Dealer)

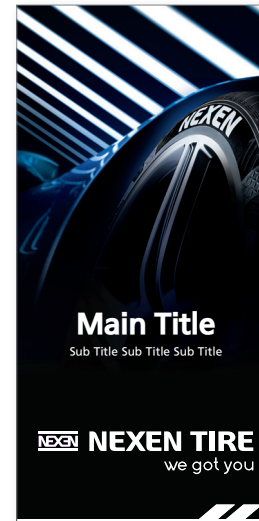


Portrait

A Type



B Type



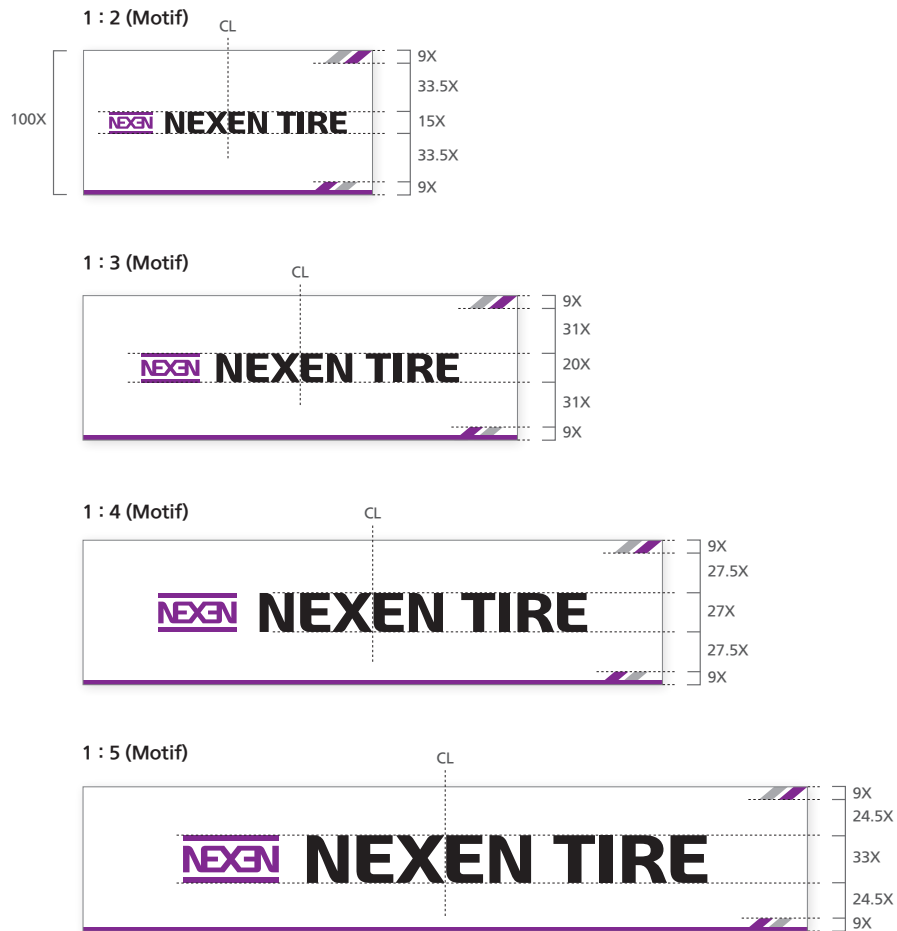
C Type (Dealer)



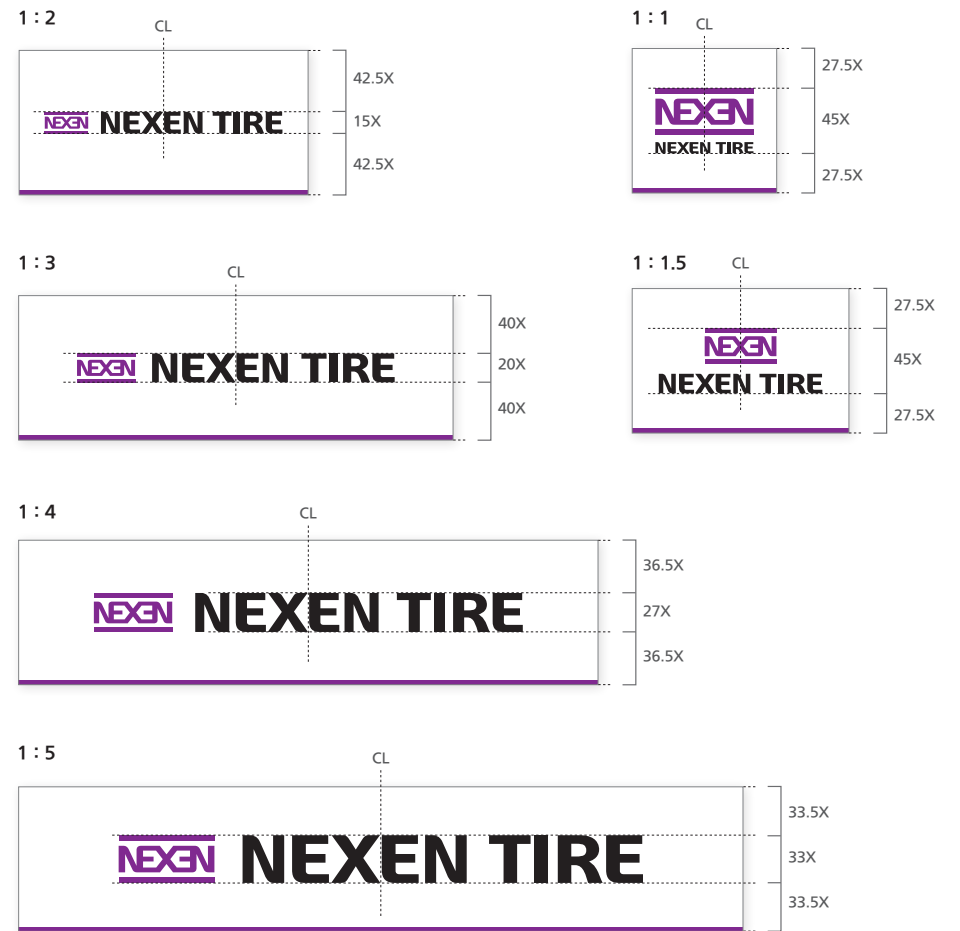
* The image above is a sample image. The location or size of the main title and signature can be changed depending on the image.

As an item used in all of NEXEN TIRE's events or stores, the placard directly promotes NEXEN TIRE's image internally and externally, and it is made by selecting from two types (A, B) and applying different forms and proportions as necessary.

A Type

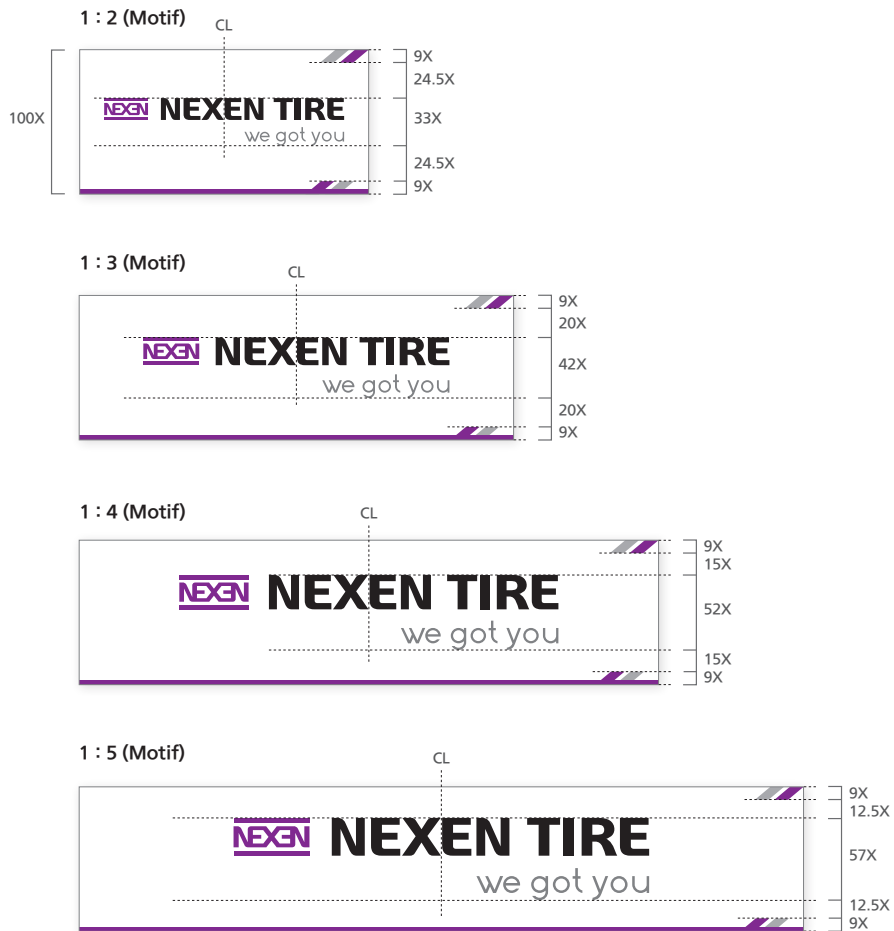


B Type

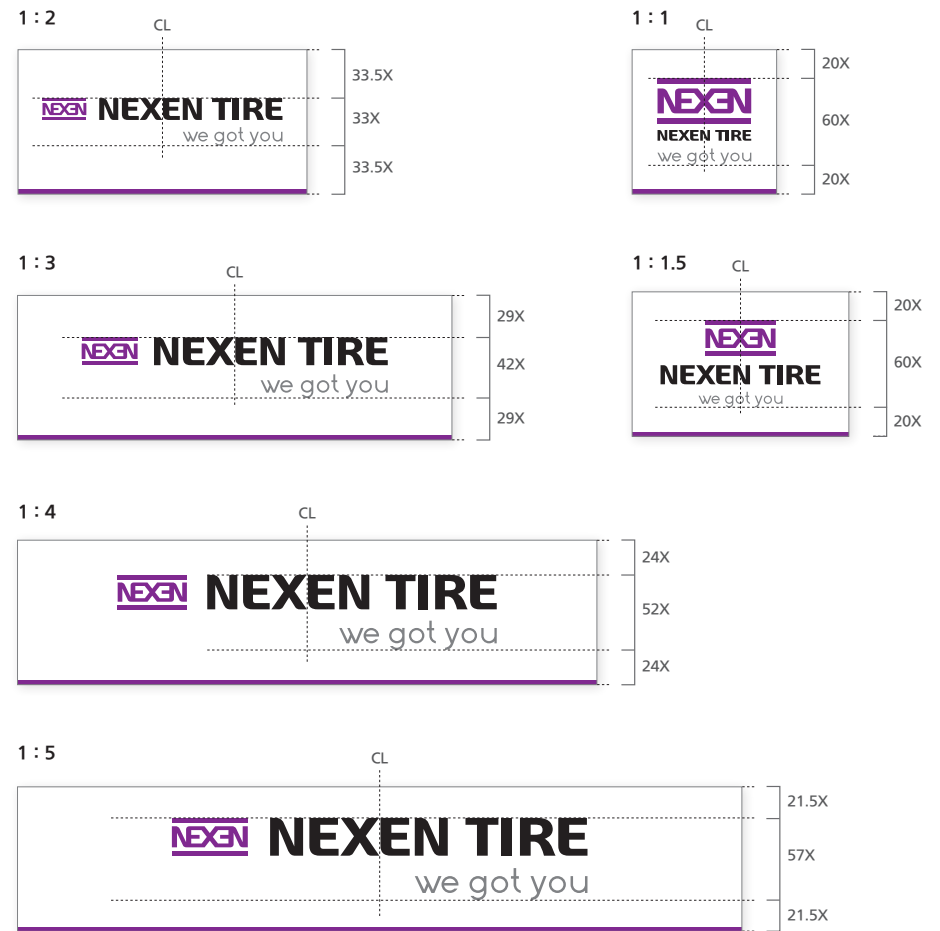


As an item used in all of NEXEN TIRE's events or stores, the placard directly promotes NEXEN TIRE's image internally and externally, and it is made by selecting from two types (A, B) and applying different forms and proportions as necessary.

A Type



B Type



As an item used in all of NEXEN TIRE's events or stores, the placard directly promotes NEXEN TIRE's image internally and externally, and it is made by selecting and applying different forms and proportions as necessary.



As an item used in all of NEXEN TIRE's events or stores, the placard directly promotes NEXEN TIRE's image internally and externally, and it is made by selecting from two types (signature, signature-slogan combined) and applying different forms and proportions as necessary.

Signature Type

2 : 1



3 : 1



4 : 1



5 : 1

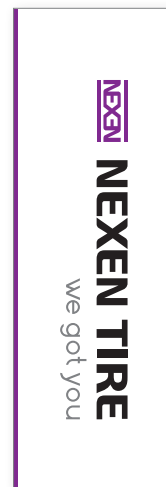


Signature (Slogan) Type

2 : 1



3 : 1



4 : 1



5 : 1



* The proportion guide is the same as the landscape form.

The wrapping paper is used to wrap up souvenirs or gifts for ceremonial purposes presented to external customers, and it directly promotes NEXEN TIRE's image internally and externally.

A Type

Basic



NEXEN Purple

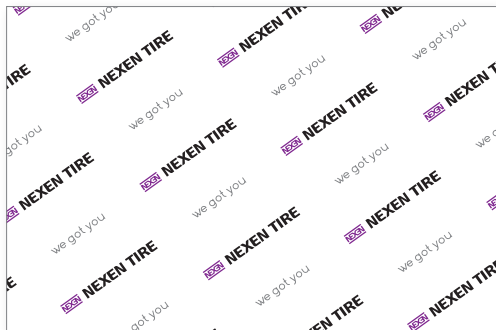


NEXNE Gold



B Type

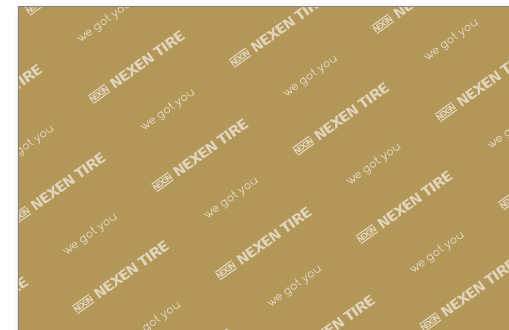
Basic



NEXEN Purple



NEXNE Gold



The shopping bag can be used to carry gifts and souvenirs in events while also promoting NEXEN TIRE's image internally and externally, and it is made by selecting and applying different sizes as necessary.

Size : Large - 320x430x120mm / Medium - 240x350x110mm / Small - 160x270x90mm



Large _ 320x430x120mm



Medium _ 240x350x110mm

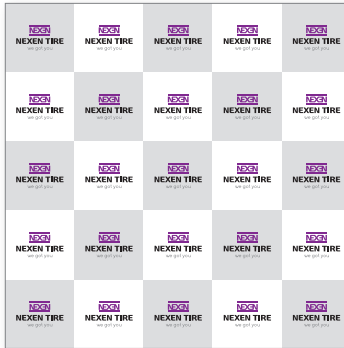


Small _ 160x270x90mm

The background graphics are used in various events and video conferences to directly present NEXEN TIRE's image internally and externally. It is made by selecting and applying different sizes and proportions as necessary, but for special circumstances, the relevant department must first be consulted with.

Event

A Type



B Type

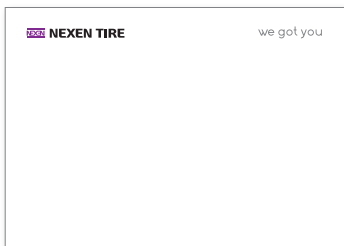


180



Video conferences

A Type



B Type



we got you

APPLICATION SYSTEM

AS_VH VEHICLES

VH 01 VEHICLE_CAR

VH 02 VEHICLE_VAN

VH 03 VEHICLE_TRUCK

VH 04 VEHICLE_BUS

NEXEN NEXEN TIRE

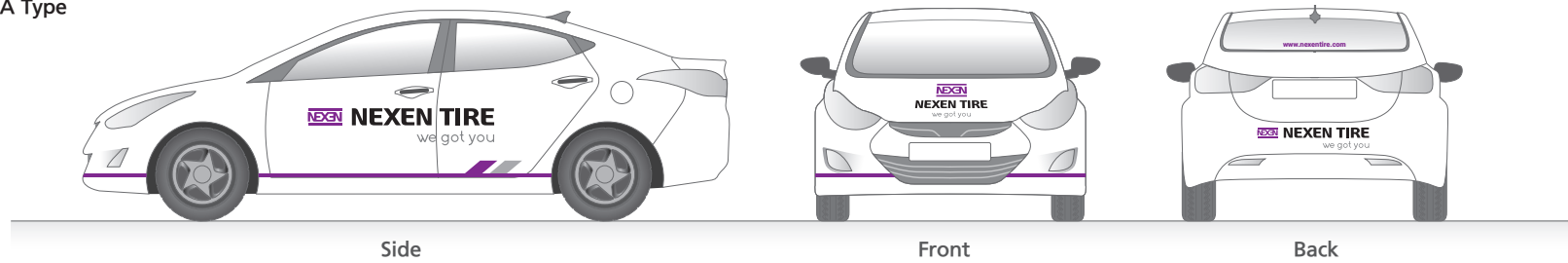


VH 01

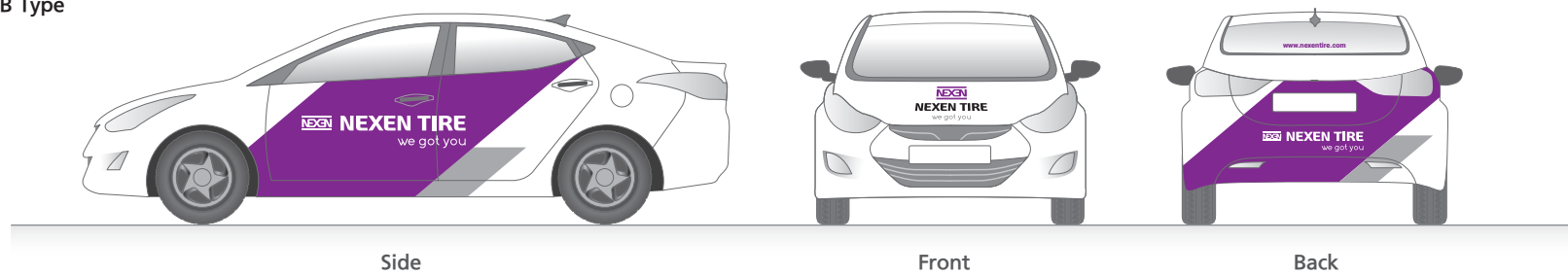
VEHICLE_CAR

A Vehicle is a mode of mobility and transport that directly promotes NEXEN TIRE's image internally and externally.
Specifications : Painted in specified color, or silkscreen (actual image print) cut and attached

A Type



B Type



VH 02

VEHICLE _ VAN

A Vehicle is a mode of mobility and transport that directly promotes NEXEN TIRE's image internally and externally.
Specifications : Painted in specified color, or silkscreen (actual image print) cut and attached

A Type



Side



Front



Back

B Type



Side



Front



Back

VH 03

VEHICLE _ TRUCK

A Vehicle is a mode of mobility and transport that directly promotes NEXEN TIRE's image internally and externally.
Specifications : Painted in specified color, or silkscreen (actual image print) cut and attached

A Type



Side



Front

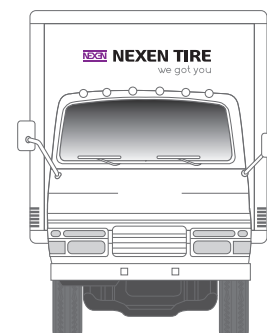


Back

B Type



Side



Front



Back

VH 04

VEHICLE _ BUS

A Vehicle is a mode of mobility and transport that directly promotes NEXEN TIRE's image internally and externally.
Specifications : Painted in specified color, or silkscreen (actual image print) cut and attached

A Type



B Type



