1.1 KRAFTON Subsidiary Logo System
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.
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.
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.
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.
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 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.
Basic Logo

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

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