



Esther Bunny

Lavender Bebe

Copy rights policy

<Full type>

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- Please use the Full type logo basically.
- Copyright must be marked on all product packages or products.

<Short type>

© esther kim

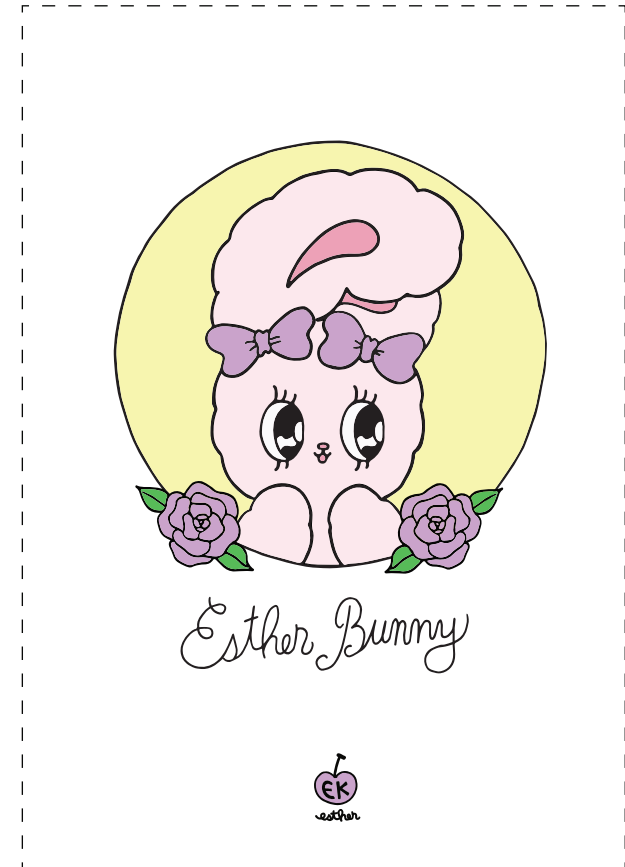
<Omission type>

© ek

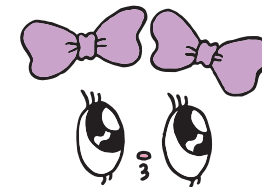
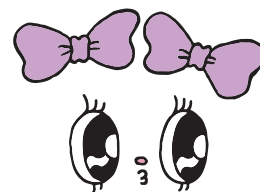
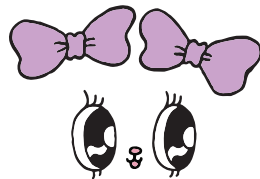
<Initial type>



※로고 위치 예시



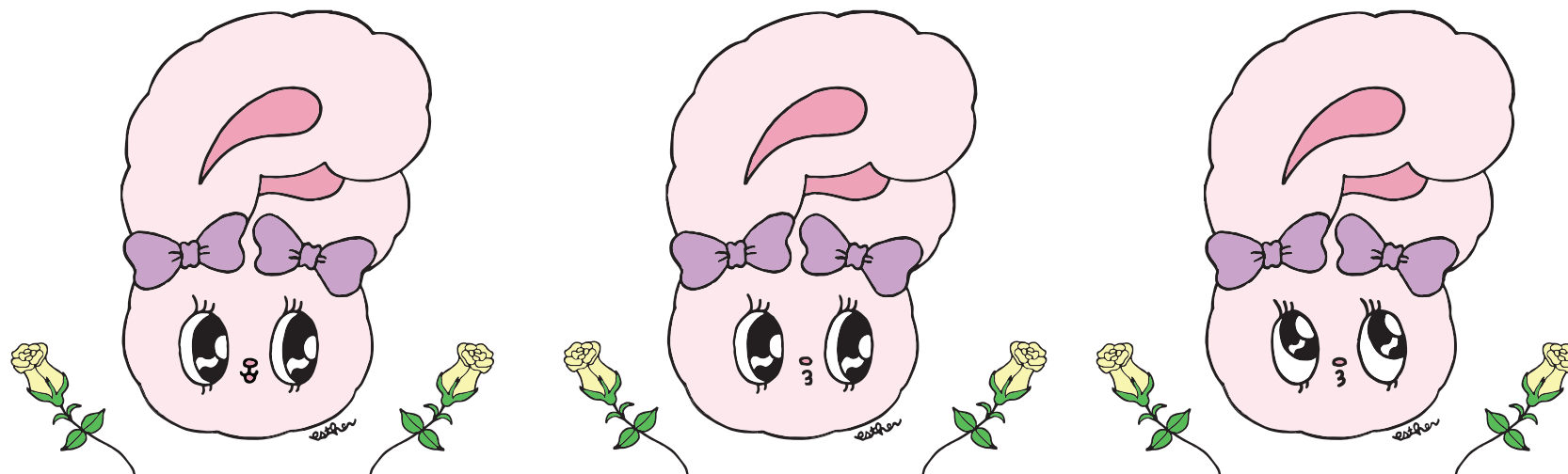
Character should be placed on the center basically,
Logo and copyrights should be placed at the bottom
of the character.



Face, body_light pink
PANTONE 705C

Bows
PANTONE 2562C

Ears, nose, mouth
PANTONE 189C



Face, body_light pink
PANTONE 705C



Roses
PANTONE Yellow 0131C



Bows
PANTONE 2562C

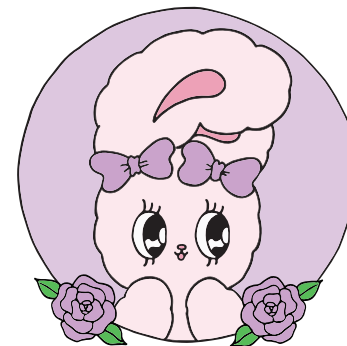
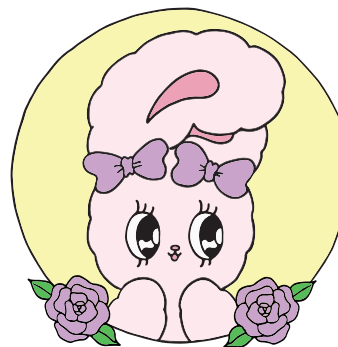


Stem, leaves
PANTONE 361C



Ears, nose, mouth
PANTONE 189C







Esther Bunny

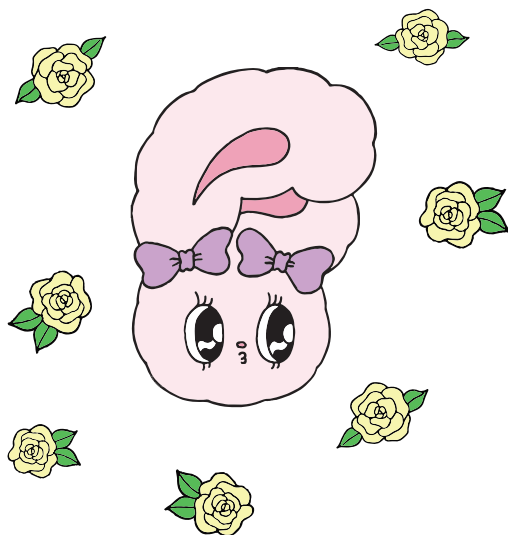
Bebe Cutie



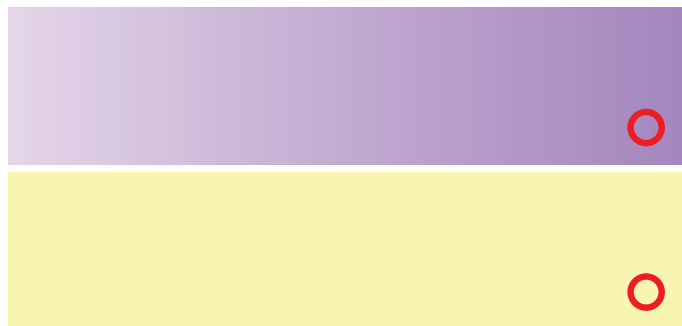
Icon

Lavender Bebe Bunny





Background color shades



1. Backgrounds (배경)

Please use the solid color for the background.



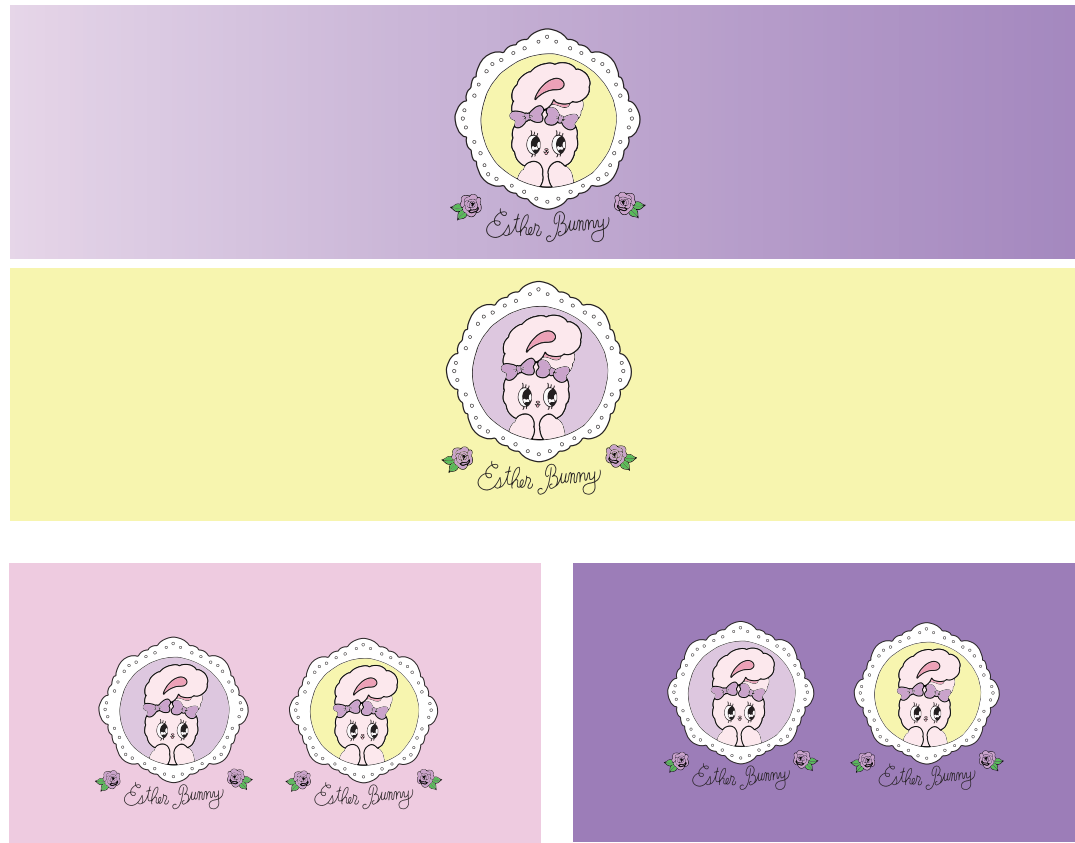
Do not use the Polka dot pattern.



Rose patterns are available as an exception for lavender bunny.

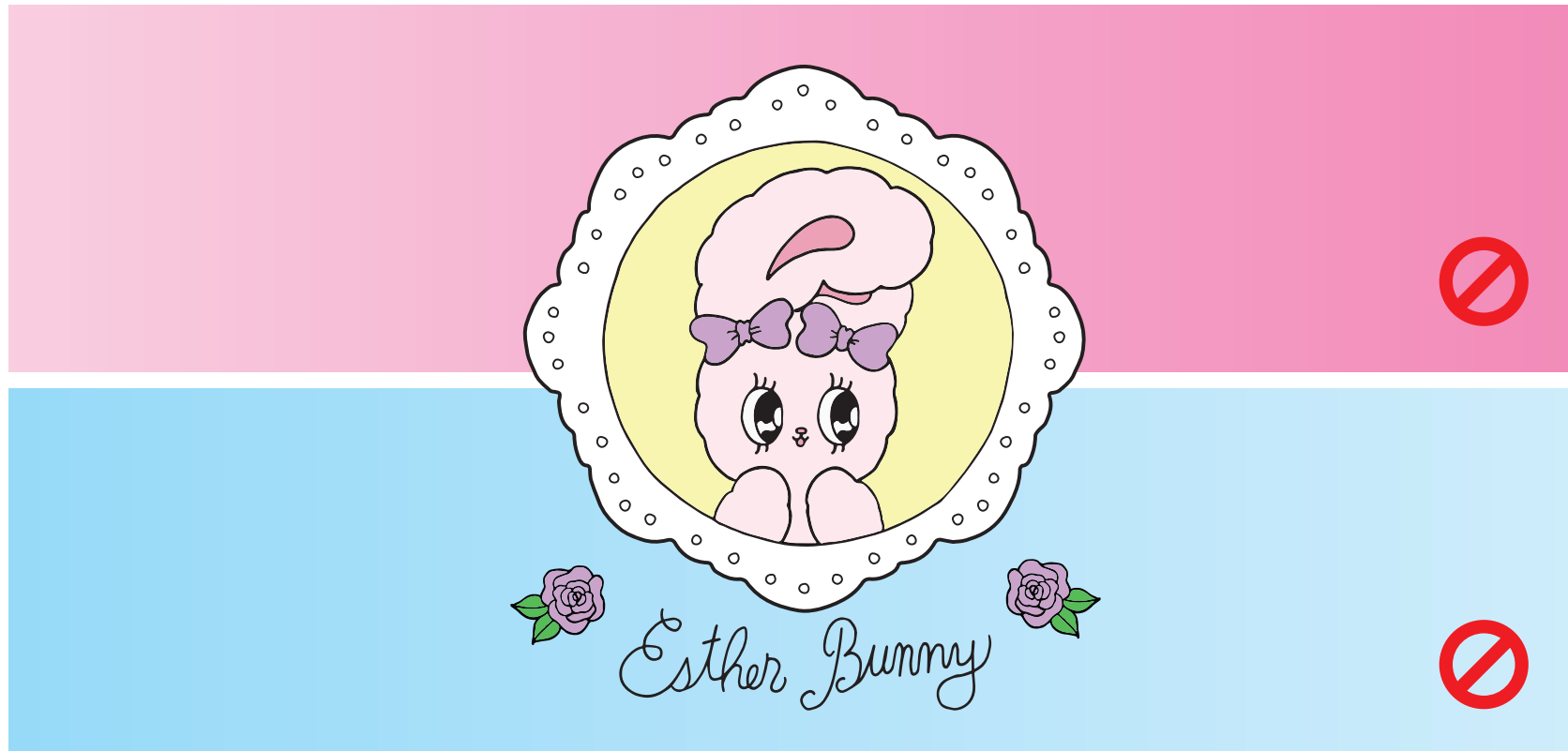
1. Backgrounds (배경)

When using lavender bunny,
Do not use colors other than lavender, yellow, and ivory
as background colors.



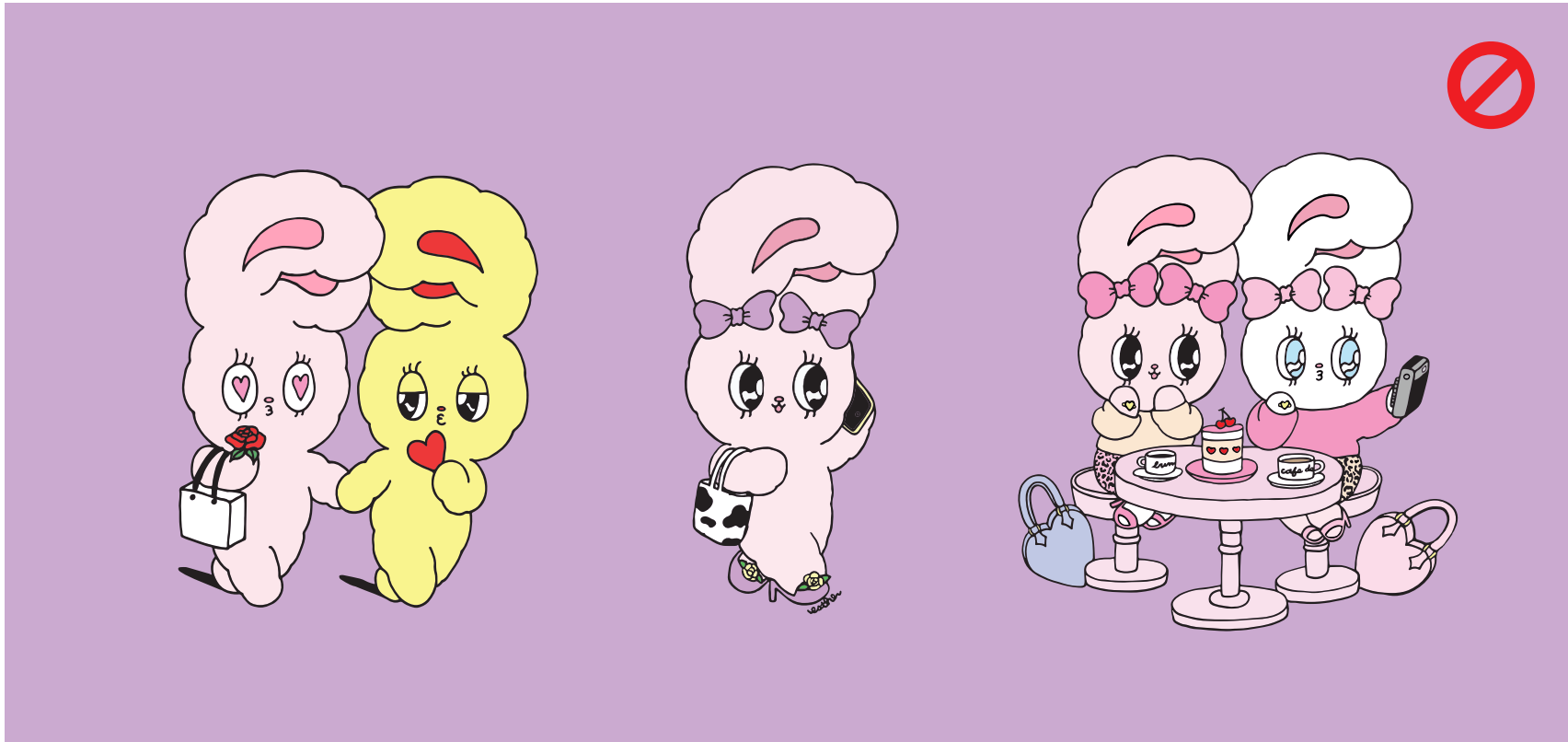
1. Backgrounds (배경)

Do not use pink and blue as background color.



2. Layouts(배치)

Do not place bunnies in different style such as rose bunny, bow bunny and lavender bunny at the same time.



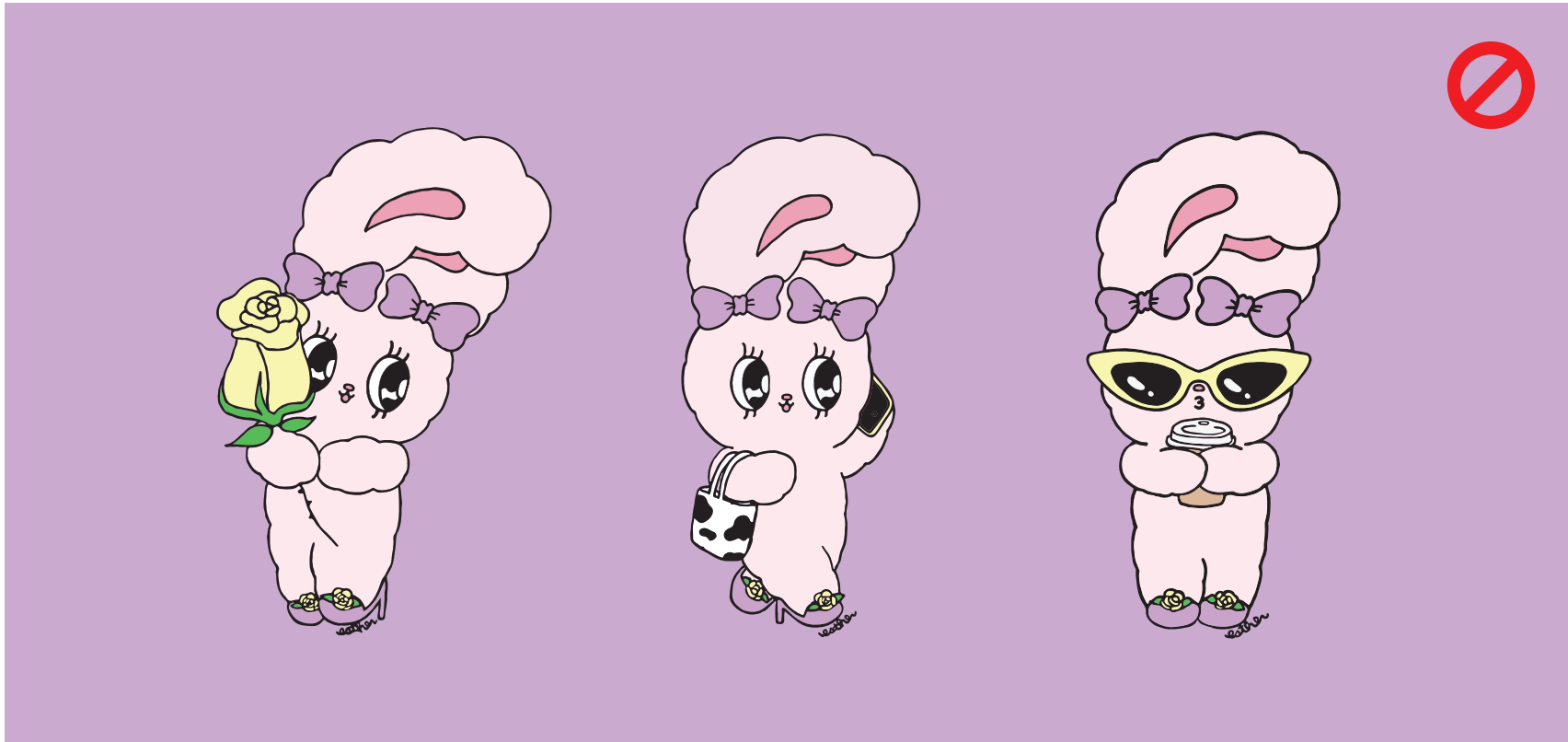
2. Layouts(배치)

Do not place bunnies in different style such as cream bunny, bow bunny and lavender bunny at the same time.



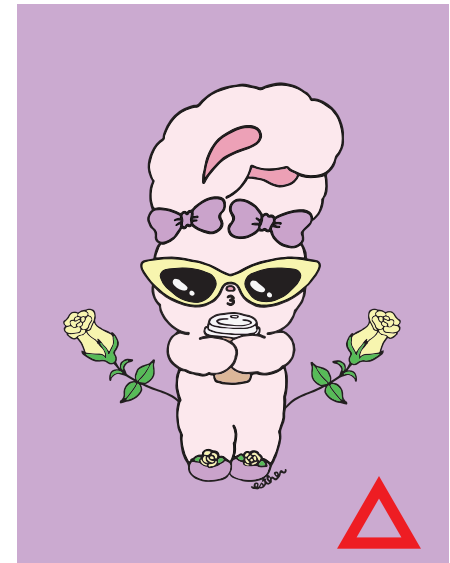
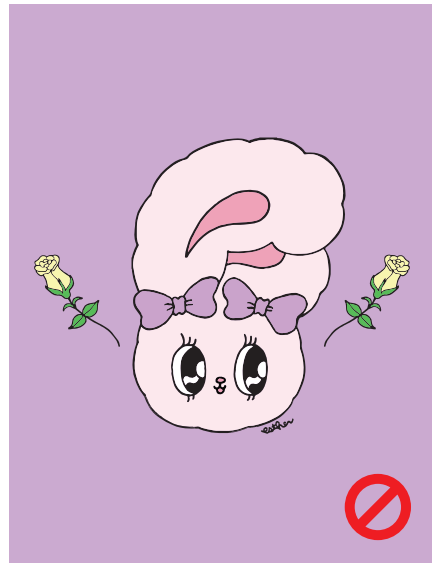
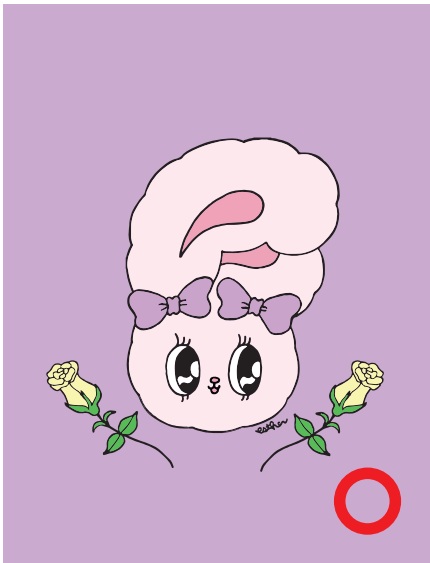
2. Layouts(배치)

Do not place more than two different bunnies in one page.



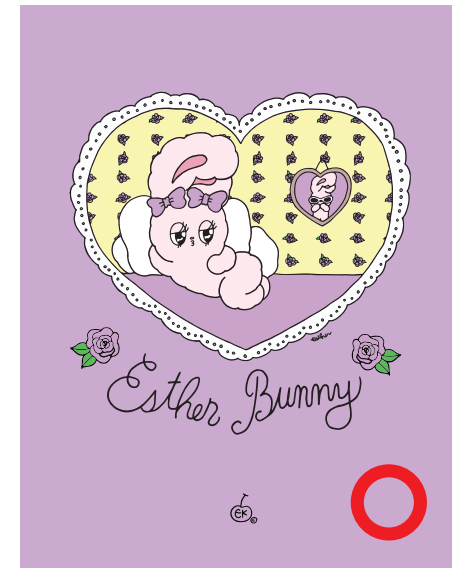
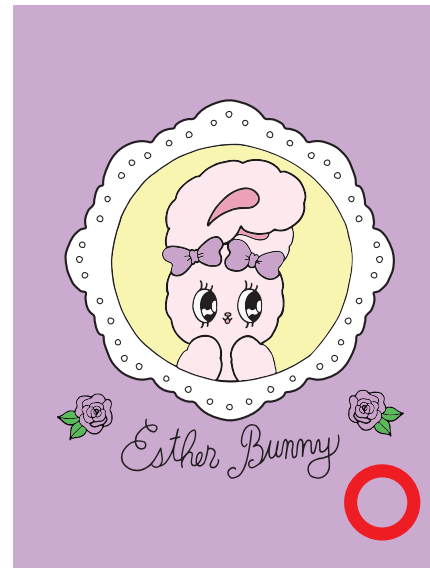
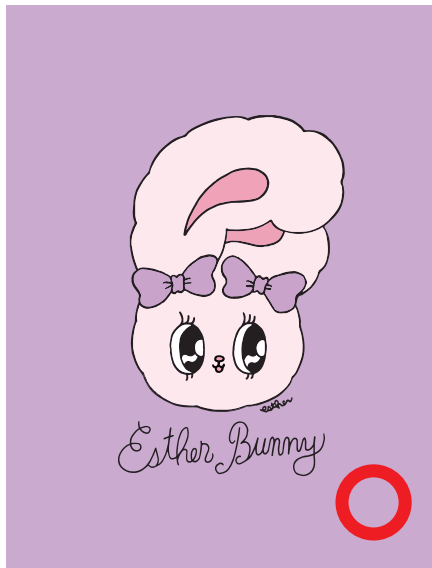
2. Layouts(배치)

The rose icons should be placed at the bottom of the bunny.
Do not place the roses in the middle or above the bunny.



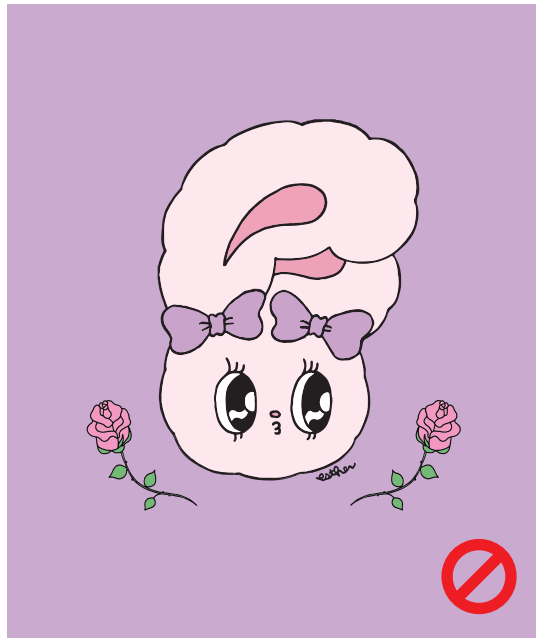
2. Layouts(배치)

Logo and copyrights could be placed at the bottom of the character.



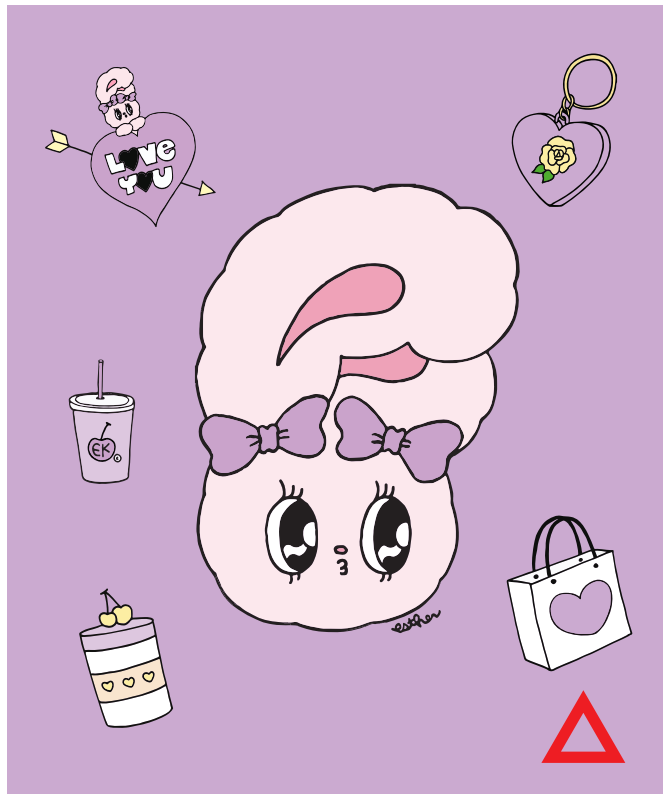
3. Application(응용)

Do not use the logo and icons of the main style guide.



3. Application(응용)

Changing the color of the icon to match the lavender shade is allowed.



3. Application(응용)

Changing the color of the outline to match the lavender shade is allowed.

