



Product Planning Company since 1997

Corporate Identity



OUR CORPORATE IDENTITY



Our symbol and logo plays an important role in how Earth Trek is identified in public. It is important that the university, intellectuality, creativity and familiarity that Earth Trek possesses is properly utilized on every occasion

DESIGN CONCEPT OF SYMBOL

The corporate symbol of Earth Trek takes up the ring of Earth. It goes along with the philosophy of Earth Trek which, as a global enterprise of this global society, transcends the boundaries of countries, regions, cultures and customs



SYMBOL OF EARTH TREK

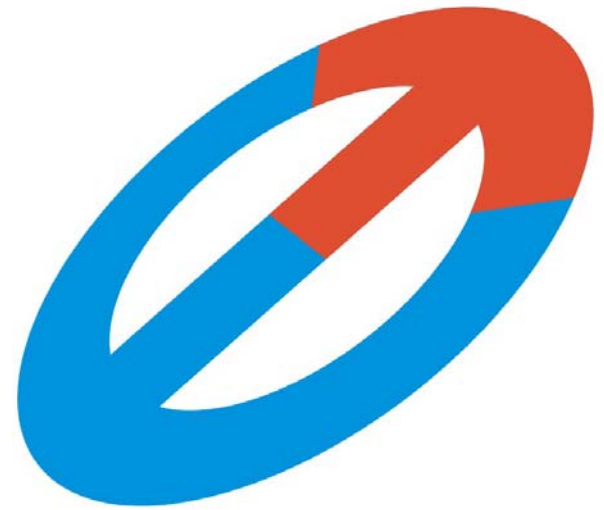


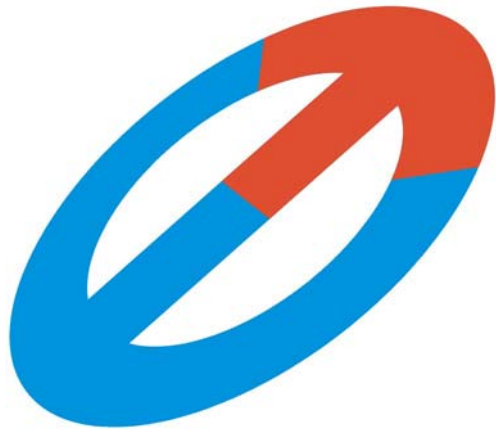
The ring of Earth represents infinity and expansion. It represents that Earth Trekkers, combining our strength and intelligence, aim to form an enterprise that constantly pursues infinite possibilities

The blue-colored [E] represents Earth while the [T] (TREK) marked in bright red implies the strong energy that comes within

The vector, representing elevation, conveys our strong determination in striving forward

OUR SYMBOL





SYMBOL
OF
EARTH TREK

EARTH TREK

LOGO
OF
EARTH TREK



OUR CORPORATE IDENTITY



The color is the first impression to our customer. Also, colors have the effect in the making of an image and they play the role of associating, conveying and communicating a corporate identity of the viewer

EARTH TREK Red:

PANTONE 1788

C:0% M:87% Y:91% K:0%



EARTH TREK Blue:

PANTONE Process Blue

C:100% M:9% Y:0 % K:6%



COLOR SPECIFICATION

Earth Trek's corporate symbols are expressed in full colors. However, depending on the limitations on printing or when special effects are expected to be achieved by using the unique characteristics of particular mediums and materials, expressions in monochrome colors are also available

In color expressions, expressions in specified colors and expressions in C:Cyan, M:Magenta, Yellow:Yellow and K:Black are utilized depending on the occasion

Color expression



Monochrome expression — type A



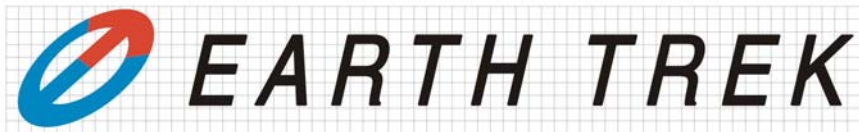
— type B



COLOR EXPRESSIONS OF OUR TRADEMARK

The colors may have different visual effects depending on the mediums used, such as signs, displays or printing materials.

type-A-1: horizontal



type-A-2: horizontal



type-B: vertical



PRESENTATIONS OF
OUR TRADEMARK



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