

RISINGWINGS

C.I. GUIDELINES

CONTENTS

1. Primary Logo	03
2. Minimum Size	04
3. Clear Space	05
4. Incorrect Usage	06
5. Color Palette	07
6. Mono Color Logo Usage on Background	08
7. Logo Combination	09
8. Font Usage	10
9. Copyright Regulation & Trademark Notice	11

RisingWings C.I. System

1. Primary Logo

This is the primary logo of RisingWings.

It is recommended to use the logos in orange and white colors as main colors.

Black or white logos are also acceptable when there is any color or brightness constraint in a background.



RisingWings C.I. System

2. Minimum Size

The minimum size rules for the use of the primary logo are as follows.



RisingWings C.I. System

3. Clear Space

The minimum space rules for the primary logo are as follows.

Primary Logo Clear Space



RisingWings C.I. System

4. Incorrect Usage

The color, shape, and proportionality of the logo representing RisingWings cannot be altered and must follow the prescribed form.

If you have any questions about the use or need to discuss the situation, please contact the relevant department.

RisingWings logos are prohibited from the following uses.



Logos may not be used in any altered form.



The proportion of the logo may not be altered in any form



The text of wordmark may not be altered in any form.



The text of wordmark may not be altered in any form.



The logo may not be used in strokes.



The logo may not be used in any other colors that are not designated by the brand.



The color of the logo cannot be partially changed.



The logo cannot be presented in gradients.



A part of the logo cannot be omitted. A part of logo may be used at the relevant department's discretion.

RisingWings C.I. System

5. Color Palette

It is recommended to use RisingWings Orange, black, and white color to represent the logo effectively.

Two Colors Logo(Primary)



Mono Color Logo(Secondary)



Color Pallete

RisingWings Orange C 0 M 74 Y 85 K 0 R 255 G 92 B 57 #FF5C39 Pantone Solid Coated 171 C	Black C 0 M 0 Y 0 K 100 R 0 G 0 B 0	White C 0 M 0 Y 0 K 0 R 255 G 255 B 255	Gray 70 C 0 M 0 Y 0 K 70 R 102 G 102 B 102	Gray 30 C 0 M 0 Y 0 K 30 R 198 G 198 B 198
---	--	--	---	---

RisingWings C.I. System

6. Mono Color Logo Usage on Background

The black or white logos are also acceptable when there are color constraints.

Combination Example



Logo Color Usage [on Black and White Backgrounds]



RisingWings C.I. System

7. Logo Combination

For concurrent use of the KRAFTON logo and the RisingWings logo, follow these rules.

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 the usage of KRAFTON brand system

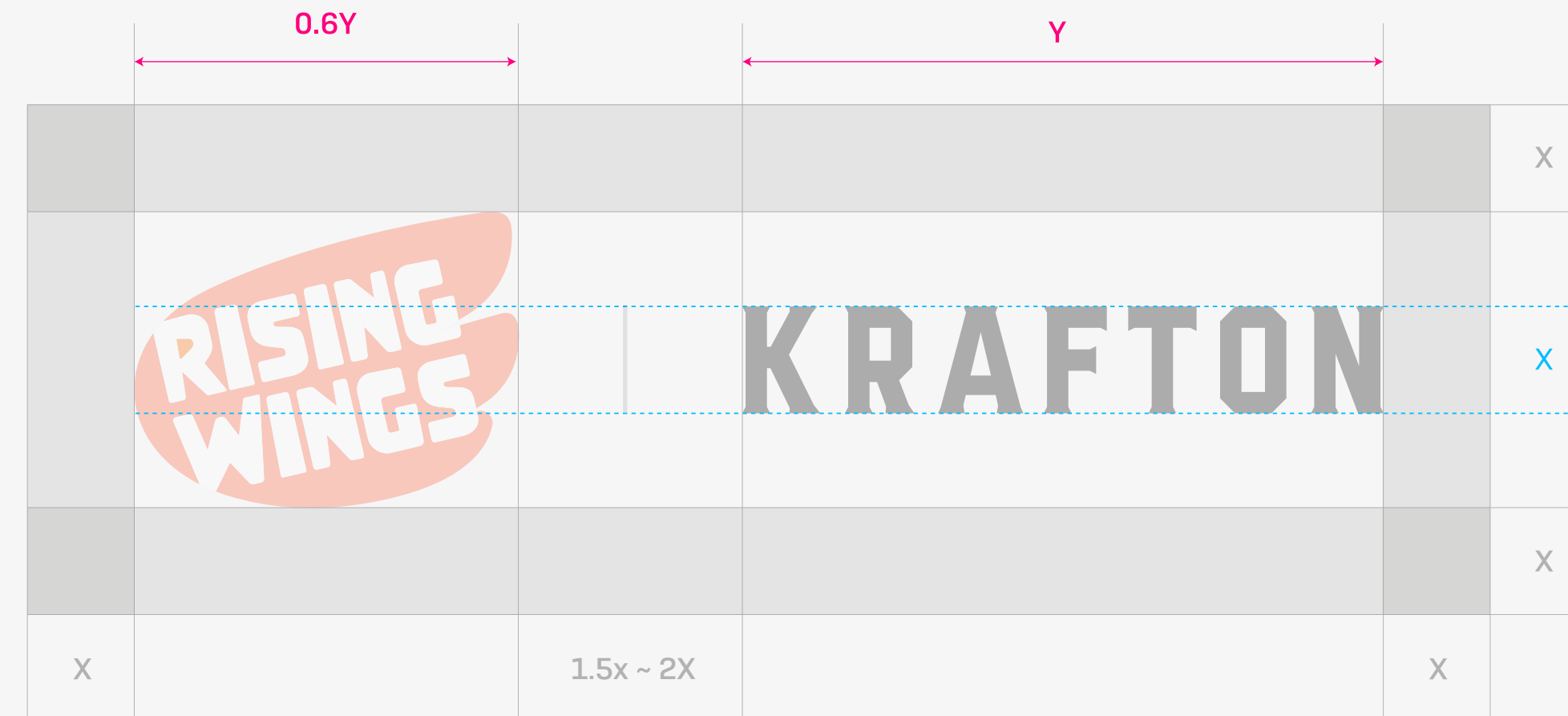
KRAFTON BX Dept.

For the usage of RisingWings brand resources

RisingWings UI Dept.

* The clear space between the logos of HQ/studios can be adjusted from 1.5X to 2X.

* The line between the logos of HQ/Studios can be omitted.



RisingWings C.I. System

8. Font Usage

The recommended fonts are as follows.

Noto Sans CJK can be used for both Korean and English text.

GUMDROP is recommended for English headcopys and titles which need to be highlighted.

GUMDROP

**KEEP THE
CRAFTS -
MANSHIP
ON**

Noto Sans CJK

Black	라이징윙스
Bold	라이징윙스
Regular	라이징윙스
Light	라이징윙스

RisingWings C.I. System

9. Copyright & Trademark Notice

This is the copyright notice regulation for other IPs. It is recommended to use the basic type at all times.

The abbreviated or long types can be used depending on space constraints.

For notating years :

- Use the release year for games
- Use the most recent year on websites.

Copyright Regulation

Basic Type

© 2021 RisingWings, Inc. All rights reserved.

Abbreviated Type

© 2021 RisingWings, Inc.

Long Type

Copyright 2021 RisingWings, Inc. All rights reserved.

Trademark Notice

Trademark Notice for RisingWings IPs

GOLF KING[®], ARCHERY KING[®], BOWLING KING[®]

GOLF KING, ARCHERY KING and these trademarks are trademarks or registered trademarks of RisingWings, Inc., in Korea and/or other countries.

Castle Burn[®], GUARDIAN STONE[®]

Castle Burn, GUARDIAN STONE and these trademarks are trademarks or registered trademarks of RisingWings, Inc., in Korea and/or other countries.