

KDI SCHOOL



01. Symbol & Logo



KDI SCHOOL

KDI School of Public Policy and Management

KDI School's Green Diamond is symbolic of its strong resolve to thrive and flourish. On the left of the Green Diamond is Platinum Square, and this embodies unabridged endeavors of the KDI School community which firmly support the growth of the School.

02. Type of Logo

English



Korean



English &
Korean



03. English Signature

Vertical combination



Horizontal combination



04. Korean Signature

Vertical combination



Horizontal combination



05. Korean & English Signature

Vertical combination



Horizontal combination



06. Grid System

Grid System



07. KDI School Colors

KDI SCHOOL GREEN



PANTONE 357 CVC
C90+M35+Y100+K30
R0+G99+B52

KDI SCHOOL GREEN

KDI School Green portrays vitality, prosperity and peace, representing its vision for the future and harmony with the world.

KDI SCHOOL PLATINUM



PANTONE 877CVE

KDI SCHOOL PLATINUM

KDI School Platinum stands for its unflinching will to pursue educational philosophies that endure time and change.

08. Color Usage



Background color to White



Background color to KDI SCHOOL GREEN



Background color to KDI SCHOOL PLATINUM



1 color KDI SCHOOL GREEN



1 color KDI SCHOOL PLATINUM

09. Black & White Color Usage



Background color to K80



Background color to K60

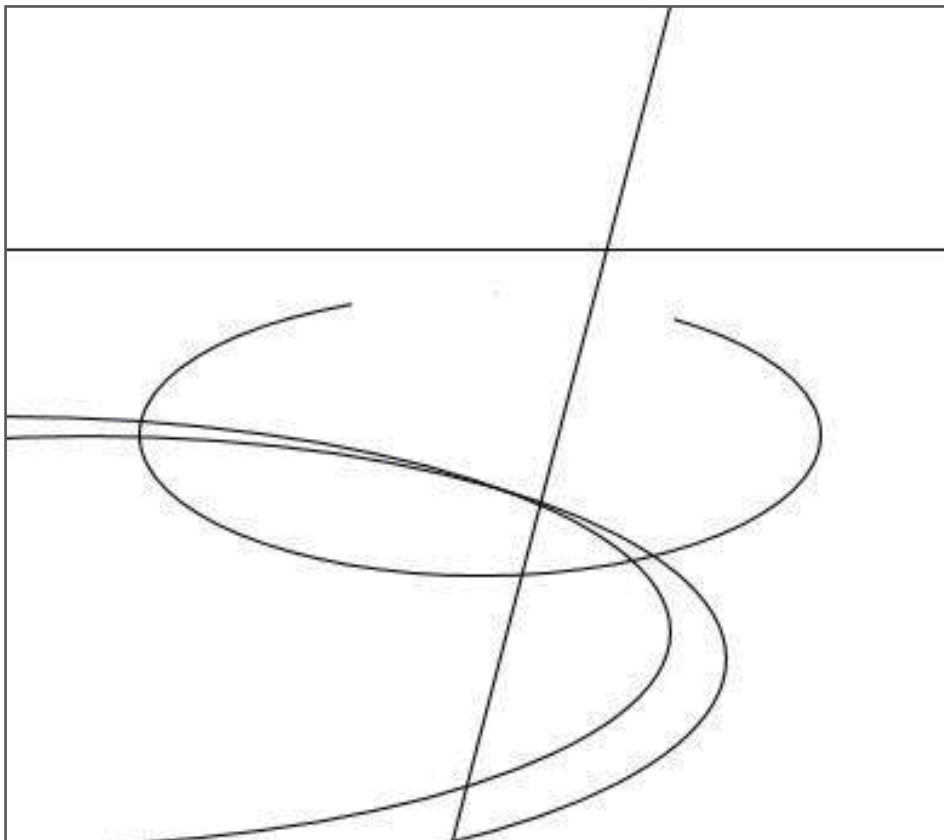


Background color to K30



Background color to K10

10. Graphic Image



Crisscross signifies the infinite cosmos and the tilted axis the earth; the unconstrained ovals portray the resilience of the school in seeking persistent progress. Together they illustrate the KDI School's ambition as a leading educational institute to contribute to the co-prosperity of the world.