

Full-Color 3D Logo on Light Background



Full-Color 3D Logo on Dark Background



Full-Color 3D Logo on Red Background



Basic Brand Logo Elements

3D Logo - Do Nots

The 3D Logo must be used correctly to ensure that the impact and integrity of our brand is not diluted or compromised. Always reproduce the logo from approved electronic artwork. The examples here illustrate a small range of incorrect uses. Always use good judgment when working with the logo.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

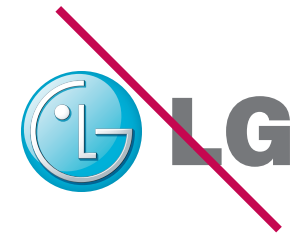
Approval is required from the CMO to translate the tagline from English.



Never alter the size of the LG logotype.



Do not stretch or otherwise alter the size of the 3D Logo elements.



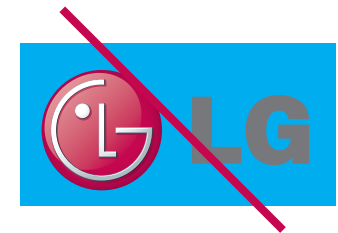
Never change the color of the LG symbol.



Do not rearrange or resize the 3D Logo elements.



Never change the color of the symbol elements.



Never reproduce the 3D Logo on a background without proper contrast.



Do not alter the perspective of the 3D Logo.



Never outline the elements of the LG symbol.



Do not add any additional dimensional elements to the 3D Logo.