

[Marketing Logo]

LG CineBeam AI ThinQ, ThinQ™, ThinQ® Logo Guideline

2019.02.01 V1.0 Eng

LG CineBeam AI ThinQ, ThinQ™, ThinQ® Logo Guideline - Horizontal Type

Primary signature should always be reproduced from original master artwork files. Also they cannot be modified.

* Please note that the registered trademark symbol ® mark is available to use only in the countries where a trademark in question has been registered. This is because in some countries it is against the law to use the registered trademark symbol for a mark that is not officially registered in any country. So far, the "THINQ" trademark has been registered in Korea, China, U.S.A, Canada and European Union countries. (January 15, 2018)

LG CineBeam AI ThinQ

Standard color

LG CineBeam AI ThinQ™

LG CineBeam AI ThinQ®

Clear Space & Minimum Size

To protect the logo identity, the LG CineBeam AI ThinQ, ThinQ™, ThinQ® logo must be displayed with clear space of '0.3X' surrounding it on all sides.

To preserve minimum legibility of the logo, the height of the LG CineBeam AI ThinQ, ThinQ™, ThinQ® logo should at least be over 3 mm.

Clear space



Minimum size

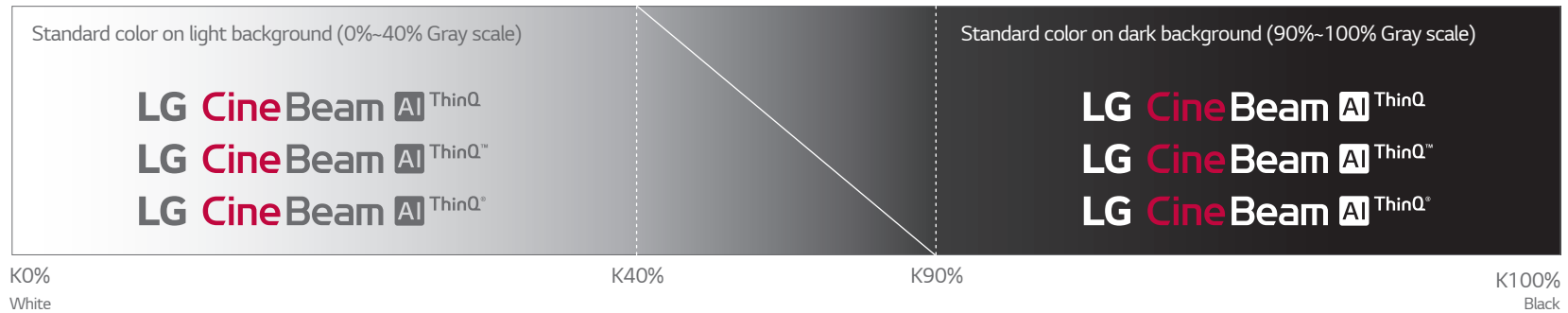


Color Usage

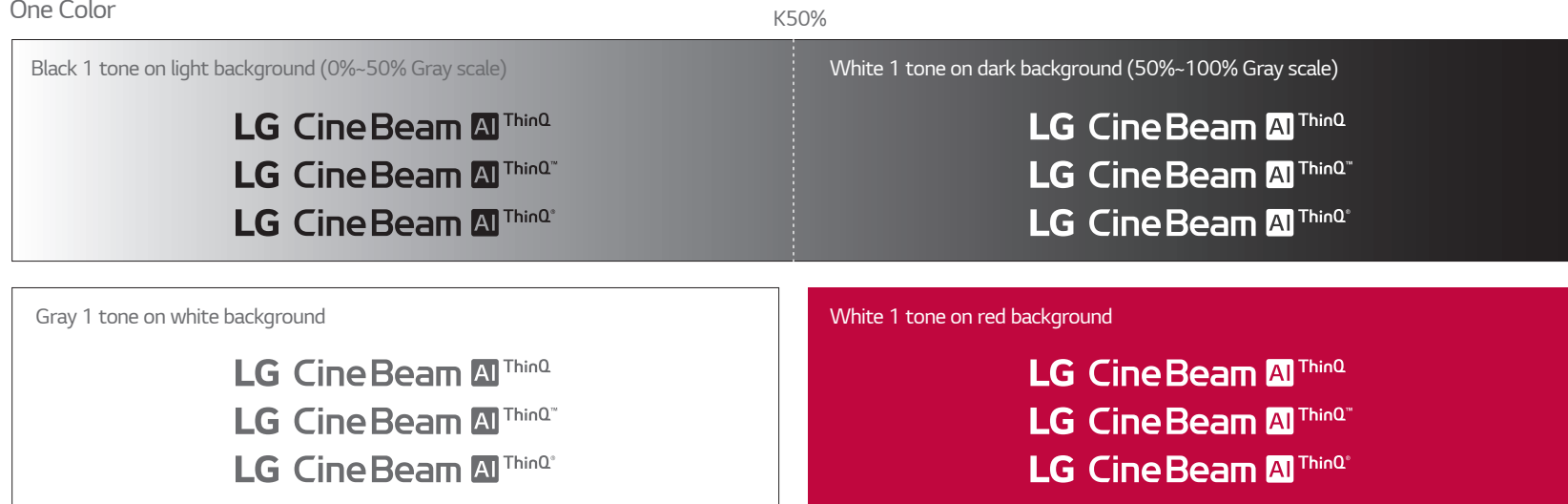
Use the approved logo in its standardized form on a white, black or approved color background.

Should there be any occasion when modification is necessary, contact VI Team. (To use the logo on a package in other colors, please contact VI Team.)

Standard Color



One Color



Incorrect Usage

Always use approved LG CineBeam AI ThinQ, ThinQ™, ThinQ® logo artwork (AI or PDF file) from VI Team.

The following logos are examples of incorrect logos usage.

*Apply to all the other logos on page 02~05.

Do not place shadow
around the logo



LG BrandName

Do not change
the proportion of
the logo



Do not add any element
around the logo



LG BrandName

Do not apply
any symbol mark



Do not apply
transparency effects



LG BrandName

Do not apply
outline stroke effects



Do not change the color
of the logo



Do not use
similar background color or
patterned background
as the logo color.