

LG Wonderbox Showcase 2025

Technical Brief & Workflow

Logo Introduction

The LG Electronics Logo is a face that represents our brand.

Therefore, all LG Electronics members must accurately use The Logo across various environments to establish a consistent brand identity.

By adhering to the specific details outlined in this brand guide and applying them accurately and consistently to content, we can enhance LG Electronics' brand value even further.

Note:

We will no longer use the 3D Logo and will use the 2D Logo. We will refrain from using the previous combination of The Logo and Slogan together.



 [Download Logo](#)



Logo Symbol Mark

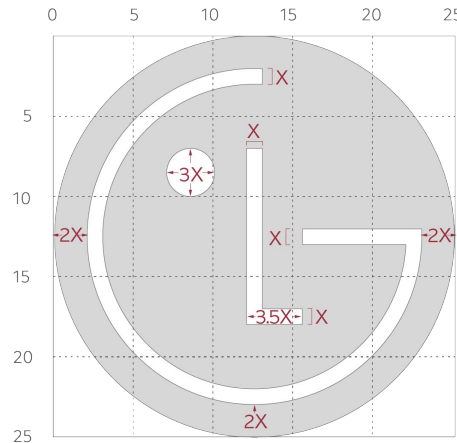
The Symbol Mark is an embodiment of these five concepts: a global mindset, a future-oriented vision, youth, people, and technology.

The letters L and G are placed within a circle, symbolizing that people remain at the center of LG's corporate philosophy.

The Symbol Mark also represents the determination and unyielding effort of LGE employees across the globe to build strong connections with customers and bring them maximum satisfaction.

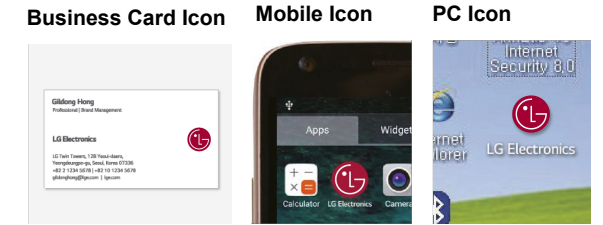
The round smiling-face Symbol Mark is a highly recognizable icon of the LGE Brand.

Note:
symbol mark must not be used alone.



Note: Exceptions

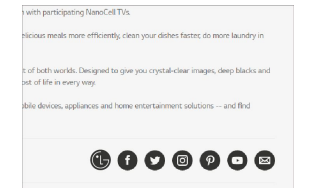
The symbol mark may be displayed without The Logotype only when applied to business cards and badges, when used as an icon on websites and mobile apps or PC.



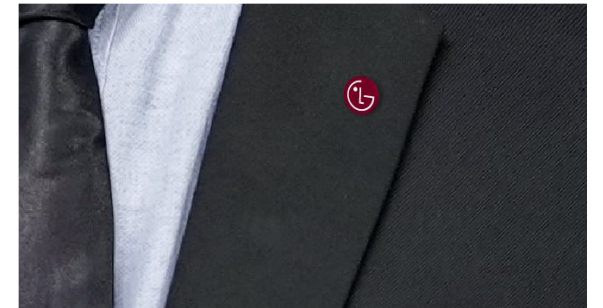
Website Icon 01



Website Icon 02



Badge

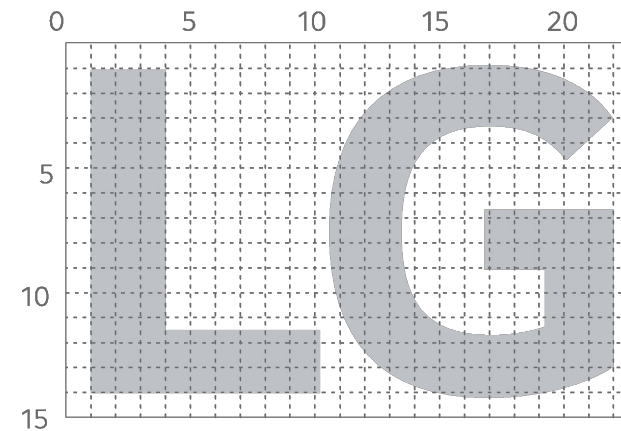


Logo Logotype

The Logotype is the primary written identifier for the LGE Brand.

Above all other elements, The Logotype conveys the corporate image with the most linguistic prominence.

The Logotype must always be LG Gray (C0, M0, Y0, K70), Black or White.



Logo Clear Space and Minimum Size

We allow our Logo a good amount of clear space so it can speak for itself and retain legibility.

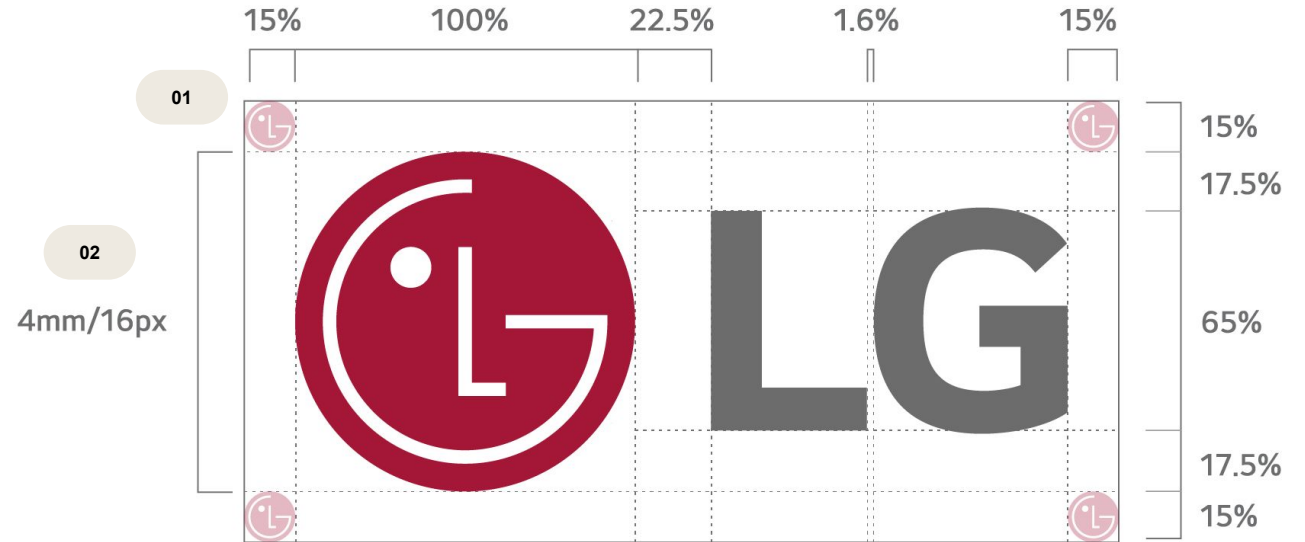
01 Clear Space

Our fixed clear space is 0.15X of the Symbol size.

This clear space rule is to be observed at all times to ensure that our Logo is always visible and appears with impact.

02 Minimum Size

The Logo must always be at least 4mm/16px tall.



Vertical Logo Clear Space and Minimum Size

The Logo must be used while adhering to appropriate clear space Guidelines to ensure readability and visibility.

01 Clear Space

Clear space is 15% of The Logo size. Other elements cannot be placed around The Logo.

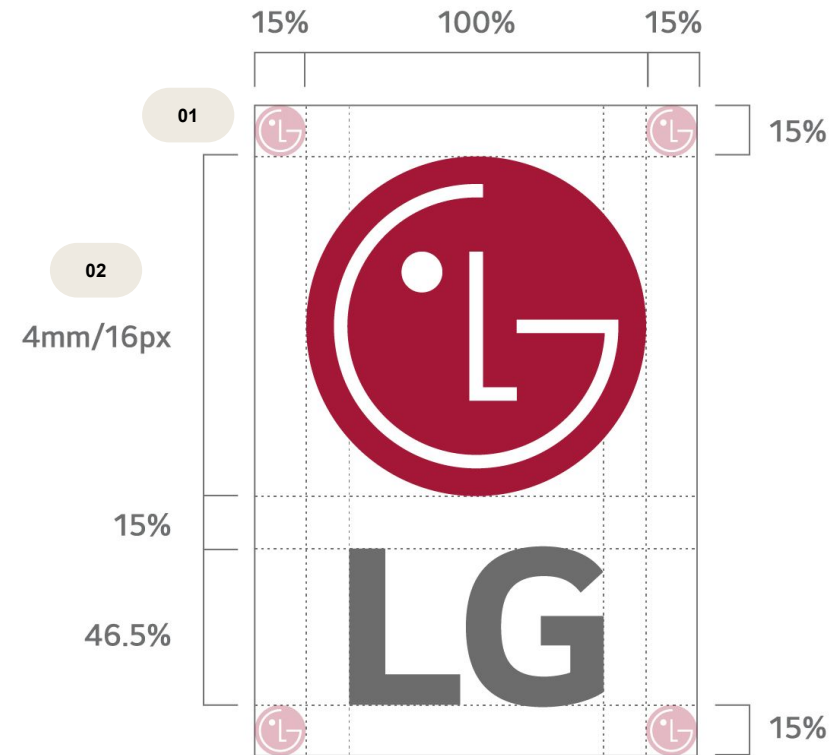
The clear space rule should always be observed to ensure The Logo is always visible and impactful.

02 Minimum Size

The Logo must always be at least 4mm/16px tall.

Note:

It is important to be cautious about the different ratios between symbol mark and The Logotype, in the vertical Logo and the horizontal Logo.



Logo
Color Variation

The LGE Logo is a highly recognizable asset. As shown to the right, The Logo may be placed on a black-and-white background or backgrounds of diverse colors, and The Logo color may vary depending on the background color, to ensure sufficient contrast and legibility.

White



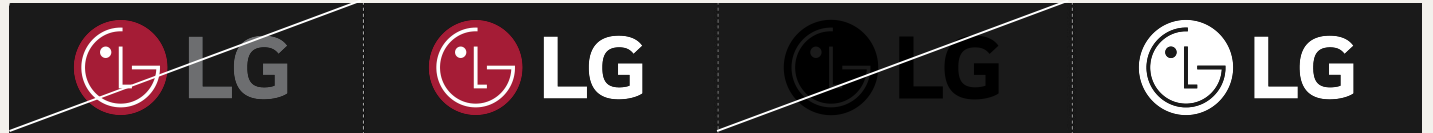
LG Active Red



LG Red



Black



Warm Gray



Image



Do not use on a busy background.

Logo

Don'ts

1. Don't recolor our Logo.
2. Don't change the relationship between the symbol mark and the logo.
3. Don't rotate, stretch, squash or crop out the Logo.
4. Don't use our logo smaller than specified.
5. Don't use shadows or effects.
6. Don't obscure our logo.
7. Don't use previous 3D Slogan combination.
8. Don't create your own logos.
9. Don't apply perspective to the logo.
10. Don't use symbol mark without the logotype.
11. Don't use The Logo in the sentences.
12. Don't use the wrong ratio between the Symbol and the logo.
13. Don't use a logo color that is difficult to read on a bright background color.
14. Don't use the color Red for the symbol mark on red background.



05. Color

Color Core and supporting palette

We can express a vibrant and modern image by utilizing the newly introduced Active Red in addition to our existing brand color, LG Red.

The Gray palette, used as a secondary color, adds warmth to our communication. It can be applied to all content and complements the primary color palette.

By adjusting the composition or proportion of colors according to the context, we can create a range of atmospheres, from comfortable and soothing, to impactful and bold.

For further reference, please refer the recommended colors and gradients on the following example pages.

Note:

If additional accent colors are needed, a wide range of colors can be used. However, it is important to avoid using colors that evoke images of competitors or competitors' products.

White

#FFFFFF
R255 G255 B255
CMYK
PMS -

LG Active Red

#FD312E
R253 G49 B46
C0 M97 Y95 K0
PMS 2034C

LG Red

#A50034
R165 G0 B52
C0 M100 Y62 K22
PMS 207C

Black

#000000
R0 G0 B0
C76 M68 Y60 K82
PMS Black 3 C

Warm Gray 01

#262626
R38 G38 B38
C69 M61 Y56 K65
PMS Black 2 C

Warm Gray 02

#4A4946
R74 G73 B70
C61 M54 Y53 K51
PMS Cool Gray 11 C

Warm Gray 03

#716F6A
R113 G111 B106
C48 M41 Y42 K23
PMS Cool Gray 9 C

Warm Gray 04

#CBC8C2
R203 G200 B194
C23 M20 Y22 K2
PMS Cool Gray 3 C

Warm Gray 05

#E6E1D6
R230 G225 B214
C10 M10 Y13 K0
PMS Cool Gray 2 C

Warm Gray 06

#F0ECE4
R240 G236 B228
C5 M7 Y9 K0
PMS Cool Gray 1 C

Warm Gray 07

#F6F3EB
R246 G243 B235
C4 M5 Y7 K0
PMS 9080 C

06. Gradients

Gradients

Introduction

Gradients are very expressive elements in our EI system that adds depth, warmth, and richness to our experience.

They feel ambient and abstract, sitting behind or interacting with other design elements.

Note:

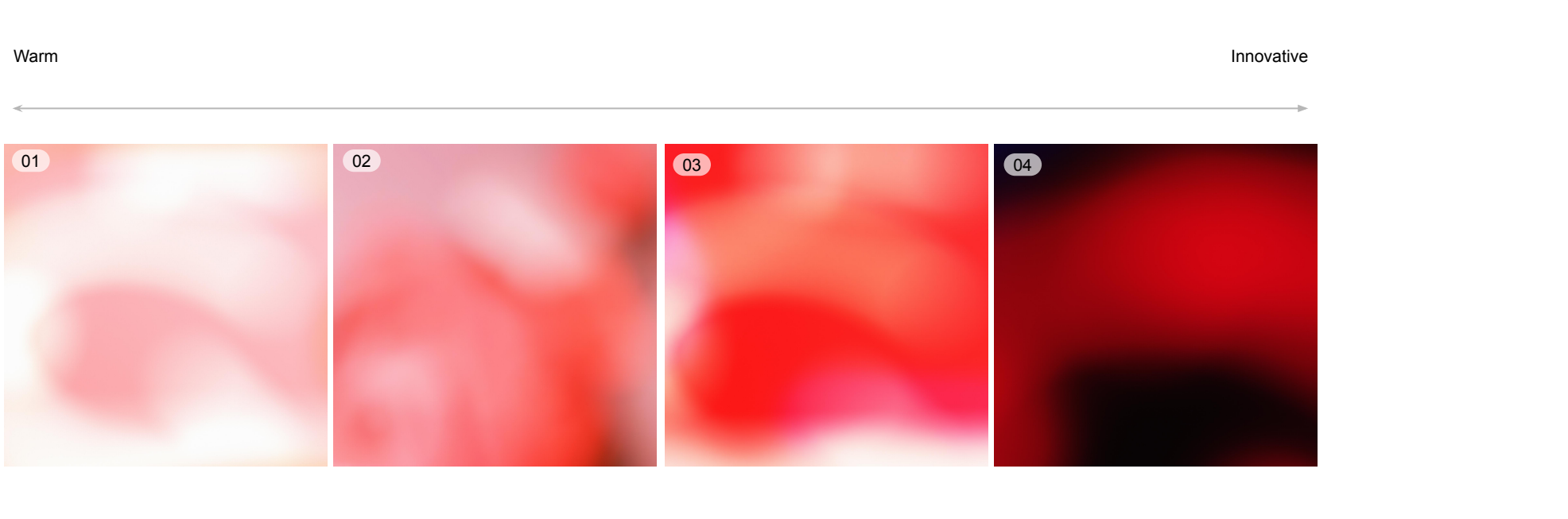
They cannot be modified or further created.

Gradients Master Suite

When static, we have four gradient assets going from light to dark.

Each has a unique look and feel, which can be selected depending on the context or tone.

 [Download Gradients](#)



Gradients 01

Cropping

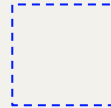
We crop our master gradients for layouts. Here are some suggestions for how we might crop them in predefined formats

To convey richness, at least two or more colors should be visible when cropping. They can also be rotated.

To ensure consistency across all communications, choose one of the five cropped forms that best suit the medium.

1 Extreme Portrait

For use in extra tall assets
e.g. web banners



2 Portrait

For use in portrait mobile formats,
6-sheet ads and common print formats



3 Square

For most social post formats



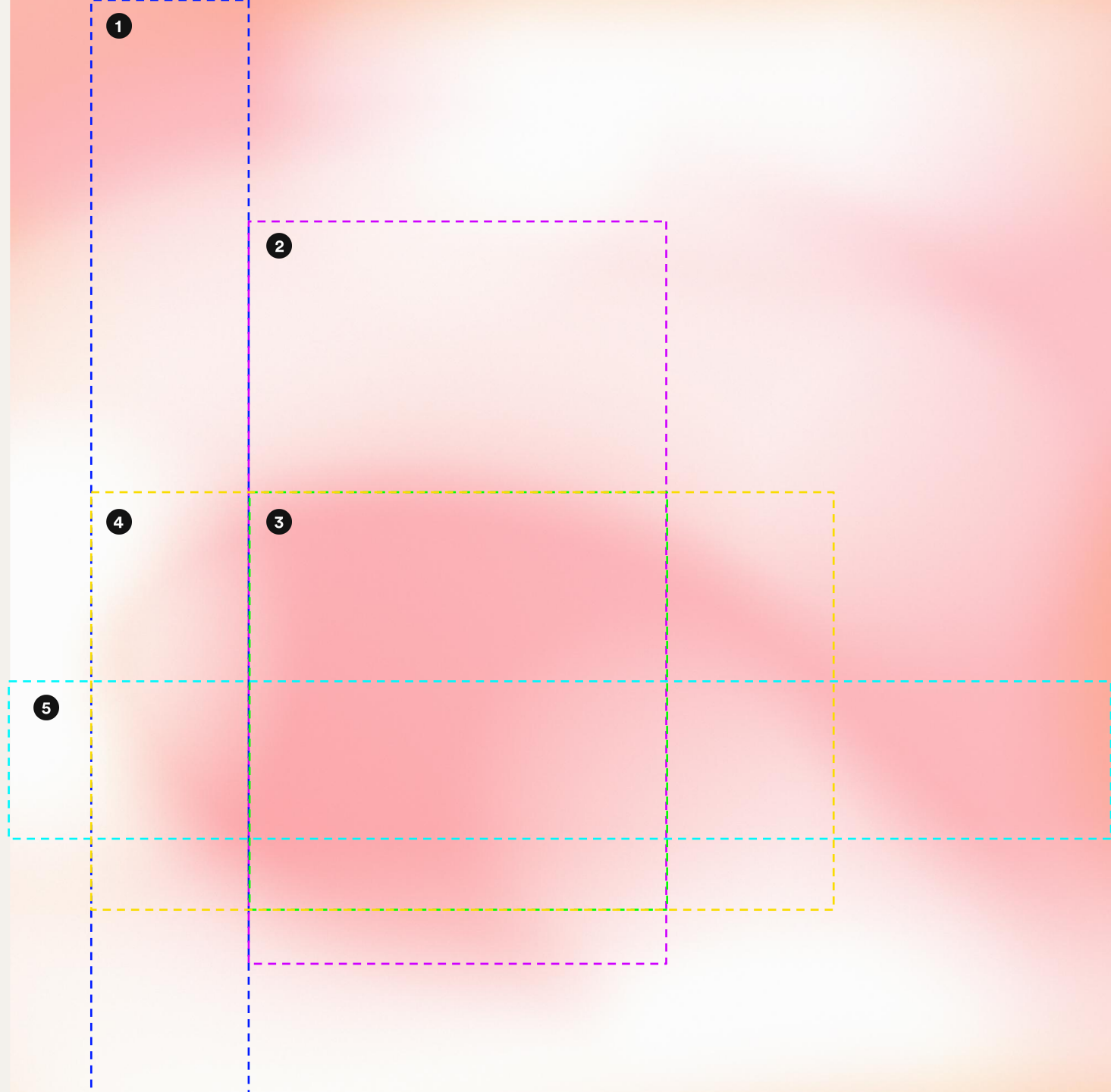
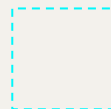
4 Landscape

Useful for common digital and video
formats, and 48-sheet advertising



5 Extreme Landscape

For use in extreme landscape formats,
e.g. CES event talks



Gradients 02

Cropping

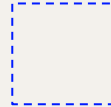
We crop our master gradients for layouts. Here are some suggestions for how we might crop them in predefined formats

To convey richness, at least two or more colors should be visible when cropping. They can also be rotated.

To ensure consistency across all communications, choose one of the five cropped forms that best suit the execution medium.

1 Extreme Portrait

For use in extra tall assets
e.g. web banners



2 Portrait

For use in portrait mobile formats,
6-sheet ads and common print formats



3 Square

For most social post formats



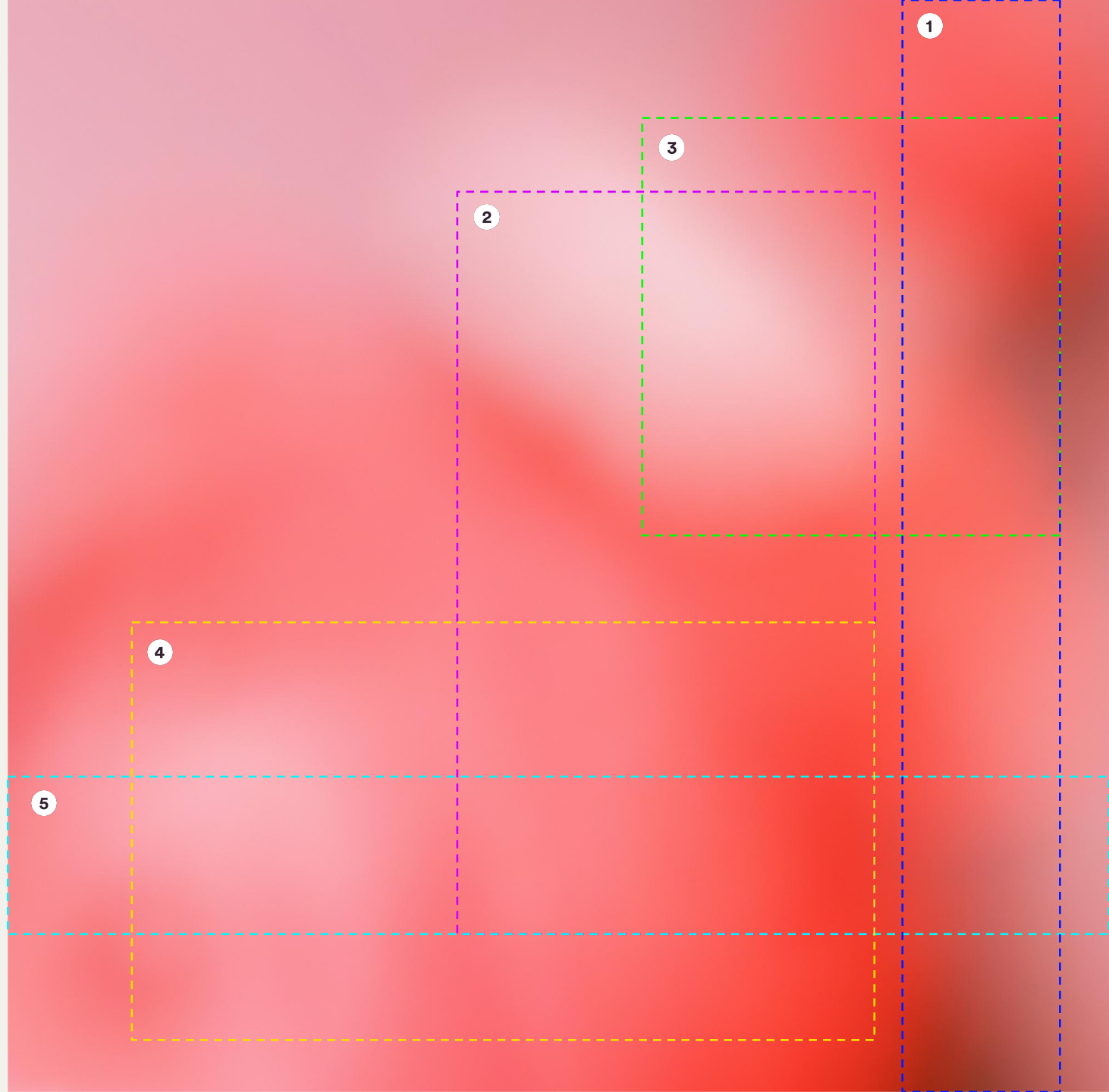
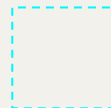
4 Landscape

Useful for common digital and video
formats, and 48-sheet advertising



5 Extreme Landscape

For use in extreme landscape formats,
e.g. CES event talks



Gradients 03

Cropping

We crop our master gradients for layouts. Here are some suggestions for how we might crop them in predefined formats

To convey richness, at least two or more colors should be visible when cropping. They can also be rotated.

To ensure consistency across all communications, choose one of the five cropped forms that best suit the execution medium.

1 Extreme Portrait

For use in extra tall assets
e.g. web banners

2 Portrait

For use in portrait mobile formats,
6-sheet ads and common print formats

3 Square

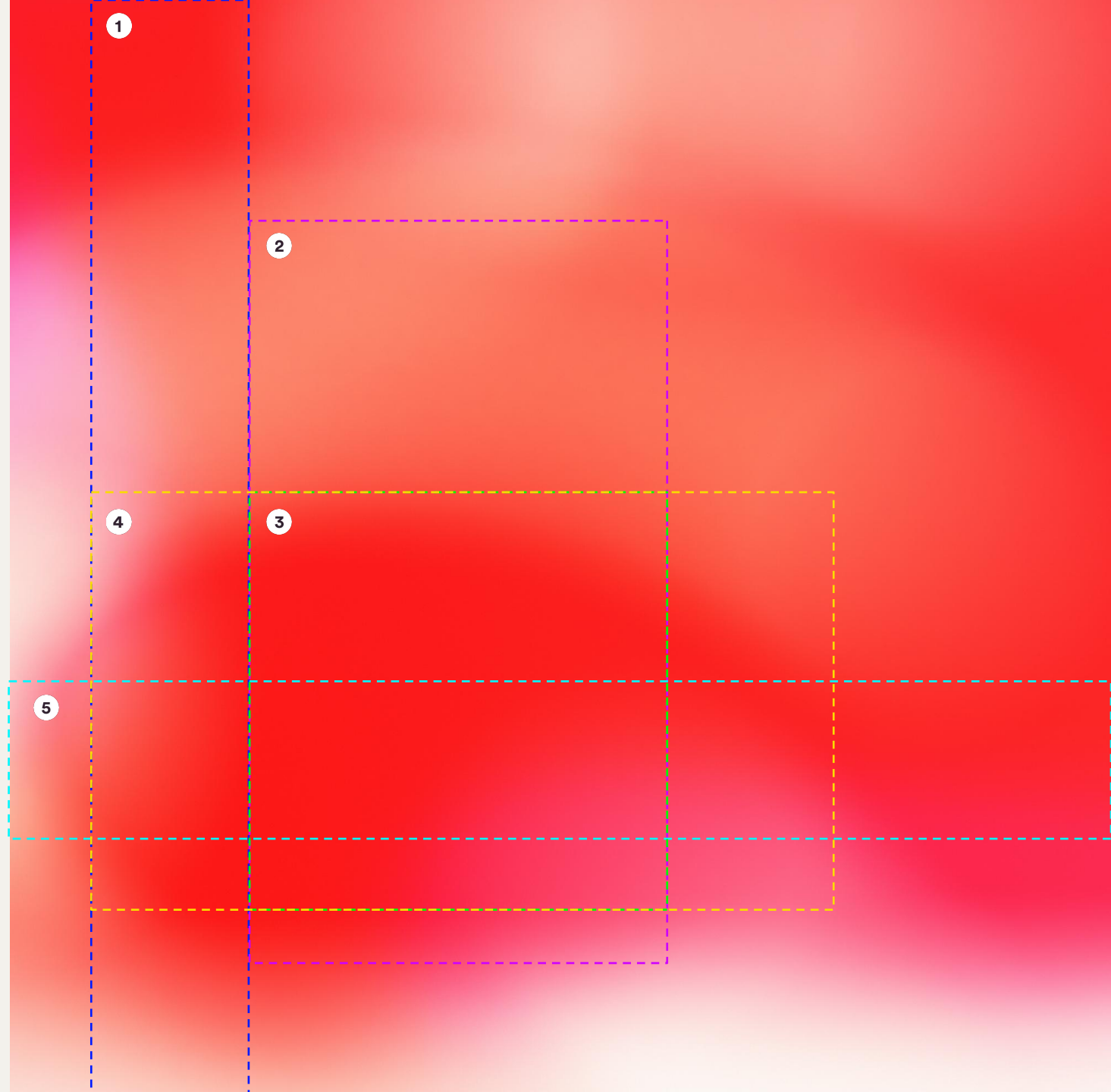
For most social post formats

4 Landscape

Useful for common digital and video
formats, and 48-sheet advertising

5 Extreme Landscape

For use in extreme landscape formats,
e.g. CES event talks



Gradients 04 Cropping

We crop our master gradients for layouts. Here are some suggestions for how we might crop them in predefined formats

To convey richness, at least two or more colors should be visible when cropping. They can also be rotated.

To ensure consistency across all communications, choose one of the five cropped forms that best suit the execution medium.

1 Extreme Portrait

For use in extra tall assets
e.g. web banners

2 Portrait

For use in portrait mobile formats,
6-sheet ads and common print formats

3 Square

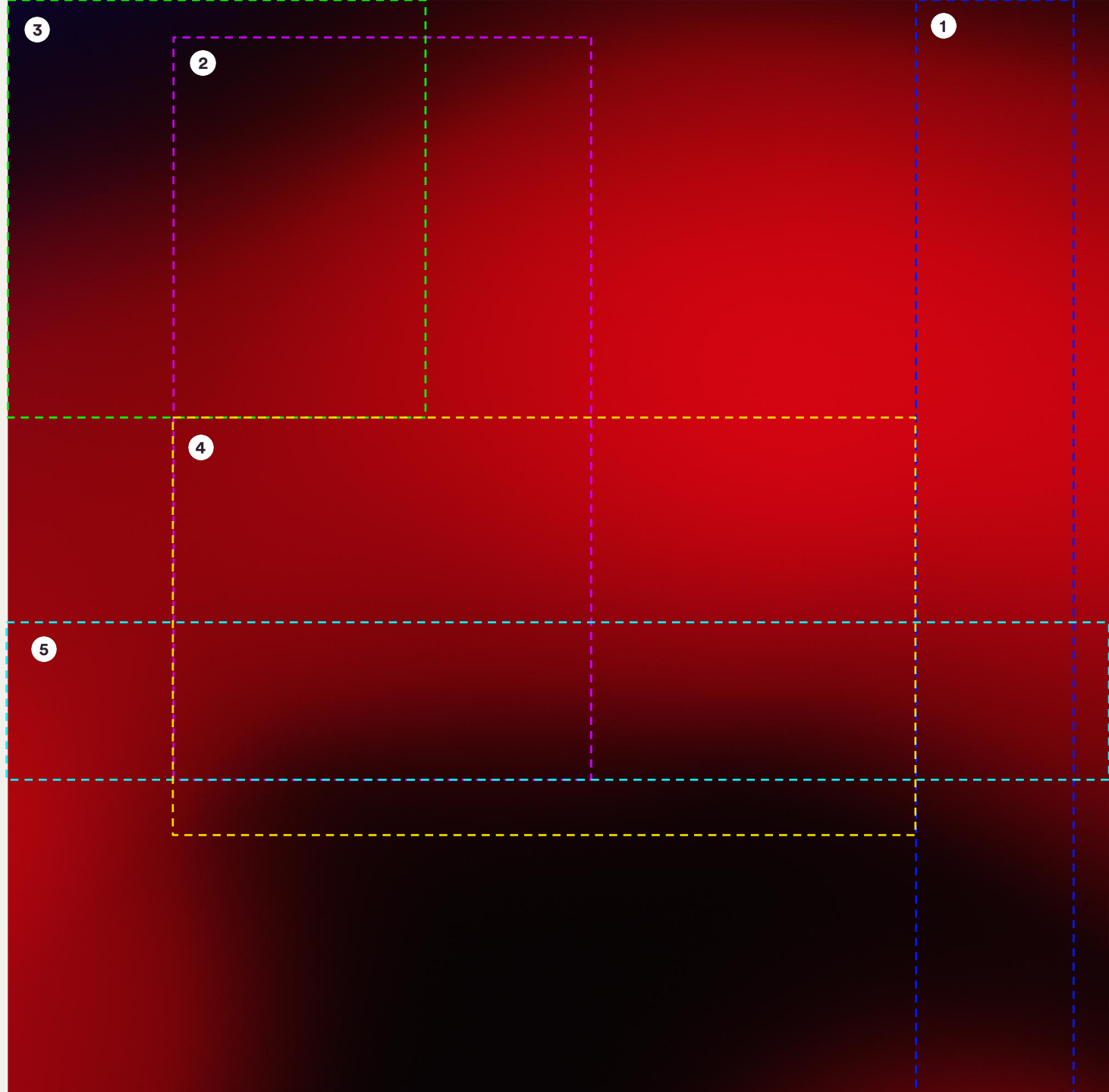
For most social post formats

4 Landscape

Useful for common digital and video
formats, and 48-sheet advertising

5 Extreme Landscape

For use in extreme landscape formats,
e.g. CES event talks



07. Typography

Typography Application

For all brand key messages,
we use LG EI Headline font.

Note:

We do not use the existing
LG Smart font.

* For special events, campaigns,
or seasonal creative work,
additional
fonts may be combined with
existing brand typefaces.
However, avoid using fonts that are
similar in style to the EI font.

LG EI
Headline

0123456789

Aa

Thin
Light
Regular
SemiBold
Bold

Typography Application

For the body copy,
we use LG EI Text font.

Note:

We do not use the existing
LG Smart font.

* For special events, campaigns,
or seasonal creative work,
additional
fonts may be combined with
existing brand typefaces.
However, avoid using fonts that are
similar in style to the EI font.

LG EI
Text

0123456789

Aa

Light
Regular
SemiBold
Bold

Typography System

For marketing materials, there are no specific regulations regarding font thickness.

Note:

Using LG EI Headline below 18pt may result in reduced readability and is not recommended.

Title /
Head copy

LG EI Headline
+ 1% tracking

Body
copy

LG EI Text

Typography System

For marketing materials, there are no specific regulations regarding font thickness

However, when placing the font close to the "Life's Good" Slogan, using the Regular font is recommended.

Recommended

LG EI Regular

Unbelievably Thin,
Uncompromisingly Light
Life's Good.

Not
recommended

LG EI Semibold

Unbelievably Thin,
Uncompromisingly Light
Life's Good.

08. Slogan

"Life's Good" is a clear statement of LG's brand identity that represents our mission to make life better for our customers.

We designed a typeface specifically for our slogan to visually convey our message with more clarity. Ultimately, we seek to solidify LG Electronics' unique brand image.

Our Slogan has purpose, scale, and emotion. We use it in memorable ways in our communications as a lead or sign-off. It reminds us that life's not perfect, but small things make it good.

Note:

The font used in the Slogan cannot be applied in other texts. It must only be used for the "Life's Good" brand asset.

Life's Good.

Slogan Colorways

The Slogan may be placed on diverse background colors, and the Slogan color may vary accordingly, to ensure sufficient contrast and legibility.

Note:

The Slogan's color cannot be further altered and must only use the given colors (i.e. Active Red, White, and Black).

[Download Slogan](#)

White



LG Active Red



LG Red



Black



Warm Gray



Gradient



Slogan Versions

Our Slogan can be used as a lead message or a sign-off, depending on the communication direction. However, it cannot be used simultaneously as both a lead message and a sign-off.

Also, it cannot be used independently without the Logo in any application.

Clear Space

Keep an area the size of the period in the Slogan around the asset. This ensures clarity and legibility at all times.

Horizontal Slogan

Life's Good.

Horizontal Slogan

Applicable when used with images.

Life's  Good.

Vertical Slogan

Life's Good.
Life's Good.

Stacked Slogan

Separately applied when used with images.

**Life's
Good.**

Clear Space

Life's Good.

Clear Space

Life's Good.

Clear Space

Life's Good.
Life's Good.

Clear Space

**Life's
Good.**

Slogan Usage and Positioning

Our Slogan helps people recognize that our brand is warm and present, even in the smallest moments.

To become distinctive, we need to use it in unique ways so it doesn't blend in.

01 Lead message



Life's Good.

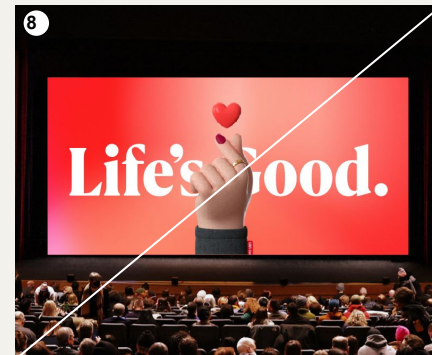
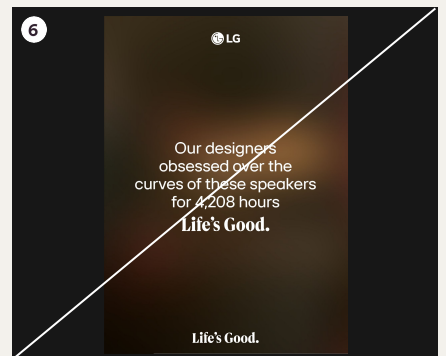
02 Sign-off



Life's Good.

Slogan Don'ts

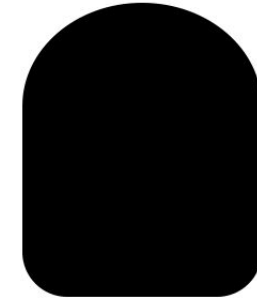
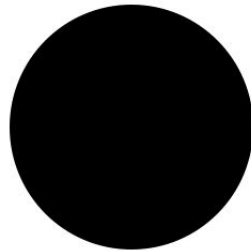
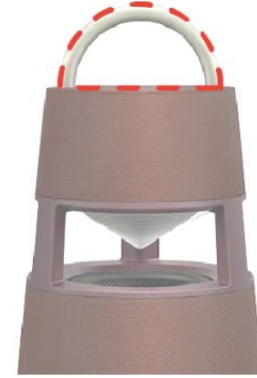
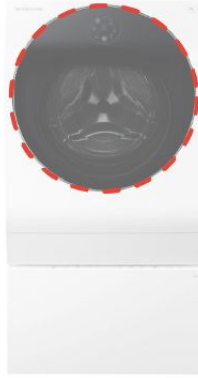
1. Don't crop or obstruct the legibility of the Slogan.
2. Don't add effects to our Slogan. (this includes outlines or transparencies)
3. Don't use the Logo with the Slogan together.
4. Don't rotate or skew the Slogan.
5. Don't position the Slogan randomly, please follow our layout system.
6. Don't use the Slogan more than once in an application.
7. Don't use the Slogan as font.
8. Don't use images that cover the Slogan in a way that makes it difficult to see.



The EI Forms

Design System EI Forms

The EI Forms are designs inspired by LG products.



Design System Core vs Connected

Core State

In their core state, the shapes are simple. Rounded edges give them a warm softness.

Shapes in the core state should only be used alone, and never in combination with one another.

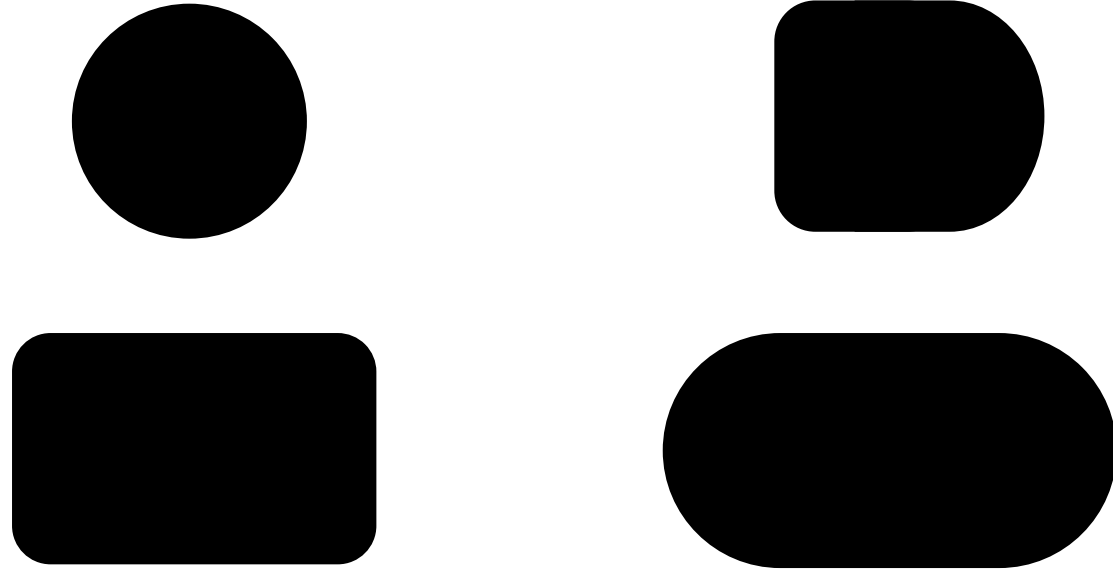
Connected State

The connected state is ideal for digital use, allowing multiple shapes or elements to connect and respond interactively through motion.

Note:

When cropping with EI forms, make sure the image inside stays recognizable.
Avoid excessive cropping.

Core State



Connected State



LG Wonderbox Showcase 2025

Technical Brief & Workflow

Technical Specifications

Final Export Resolution: 2412(w)x1404(h)

Frame rate: 30

Codec: h.264

Minimum length 30 seconds

Required to include phrase **Life's Good**
within the work

CONTENT SPECIFICATIONS

Color Mode	RGB
Resolution	72 dpi
Static File Formats	PNG, BMP, GIF, JPG or TIF
Animated File Formats	MP4 with H.264 Codec
Pixel Aspect Ratio	Square Pixels
Frame Rate	30 fps (frames per second)
Audio	MP4 Files = AAC Audio

Overall Sq. Footage

80.45' (w) x 46.80'(h) = ~3,765.06 sq. ft.

"Bezel" Size

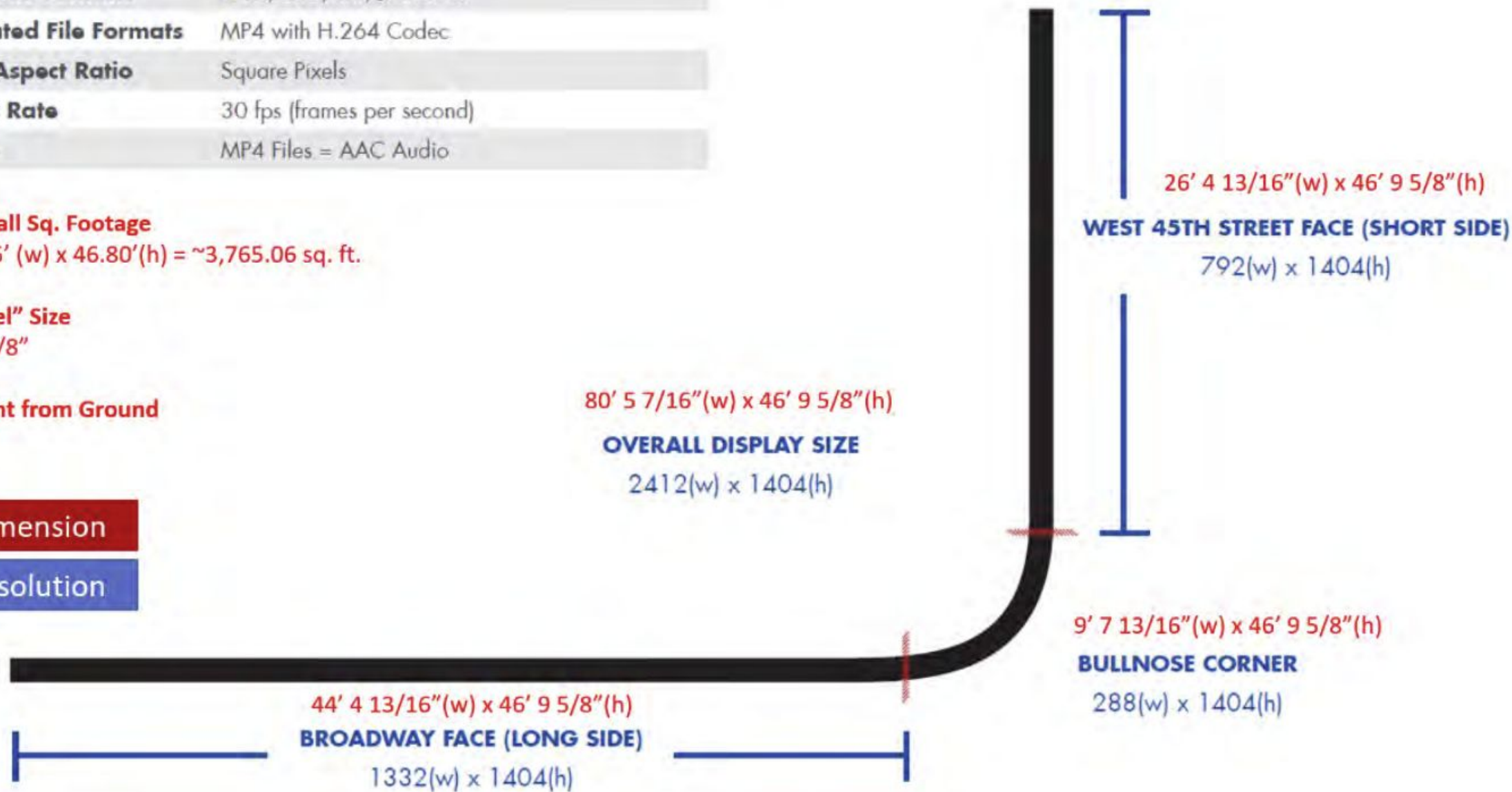
10 7/8"

Height from Ground

70'

Dimension

Resolution

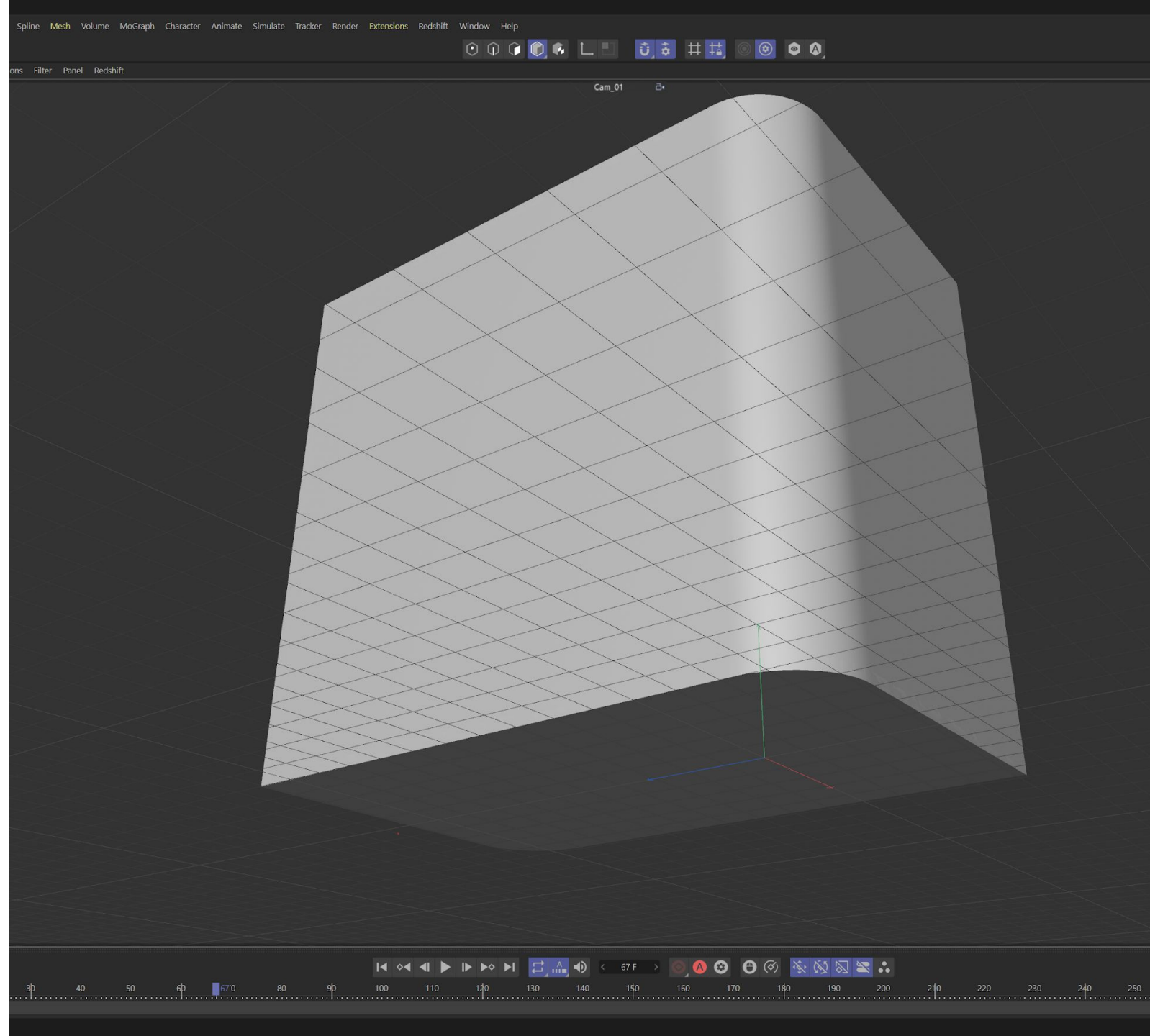


Camera Angle

Firstly, the screen must be created according to the final export aspect ratio and modelled with the actual screen as reference.

We then need to determine the camera angle and position of where the static 'sweet spot' will be.

The sweet spot is where the anamorphic effect is achieved, making the video look undistorted.

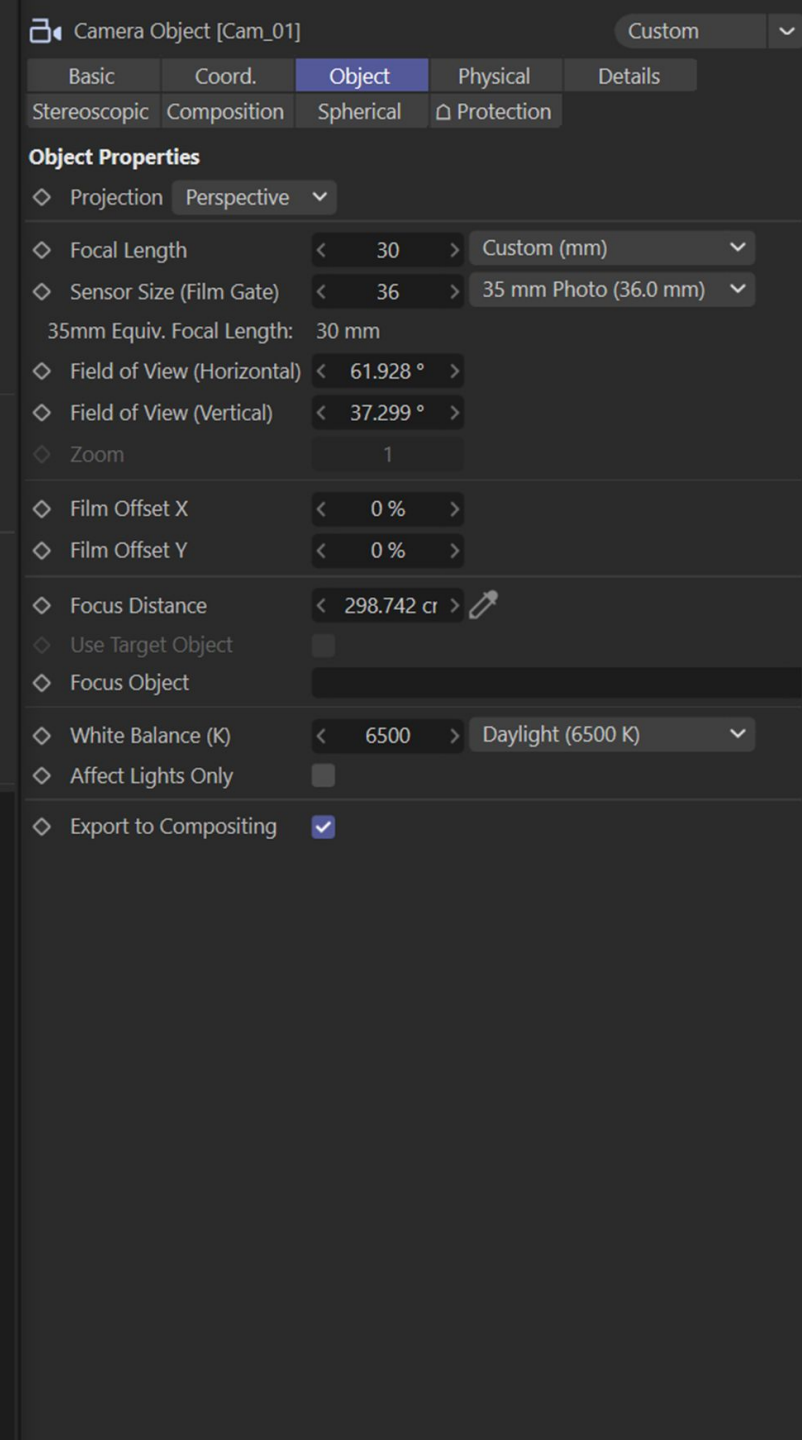
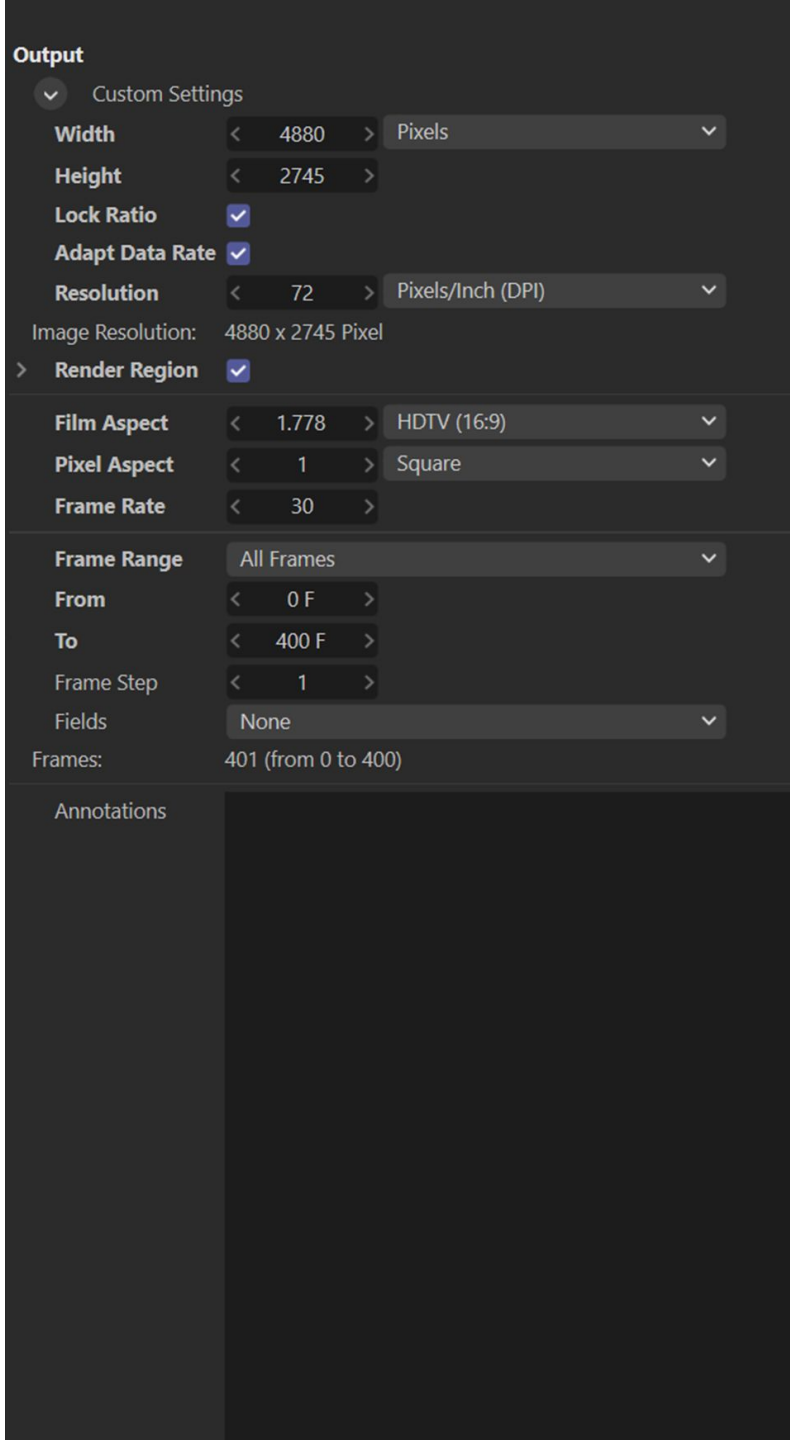


Camera & Render Settings

The resolution for the initial export can be adjusted as long as the camera is able to view the entire screen within this resolution.

The resolution must also be higher than the final export of 2414x1404 as we will lose a lot of the resolution during the final baking process.

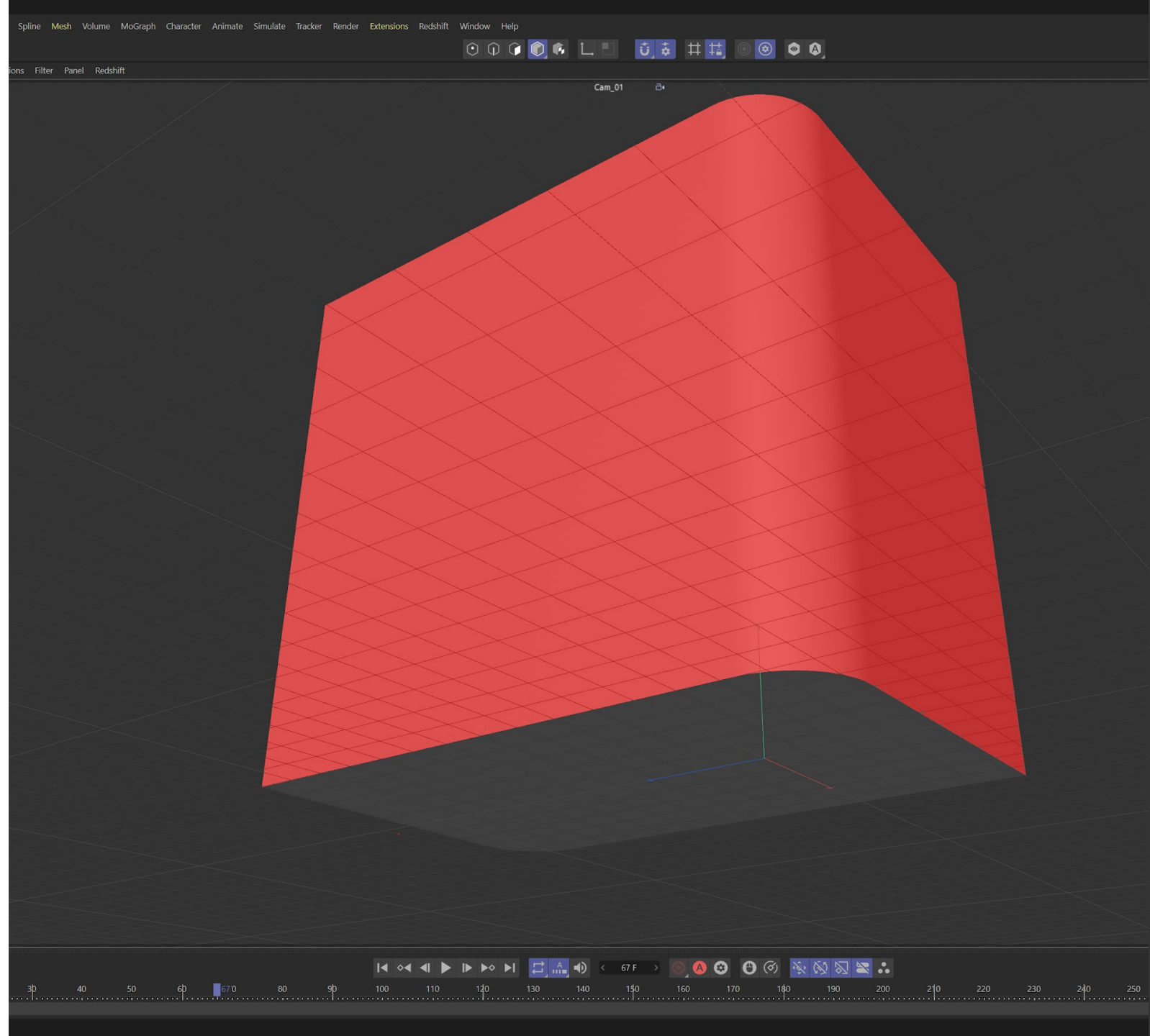
A recommended resolution would be 4880(w)x2745(h), almost double the final export to prevent any quality loss during baking.



Content

Once the camera is set, we can start working on the main content.

While producing the content, do keep in mind that the spectators will only see the portion marked in red.

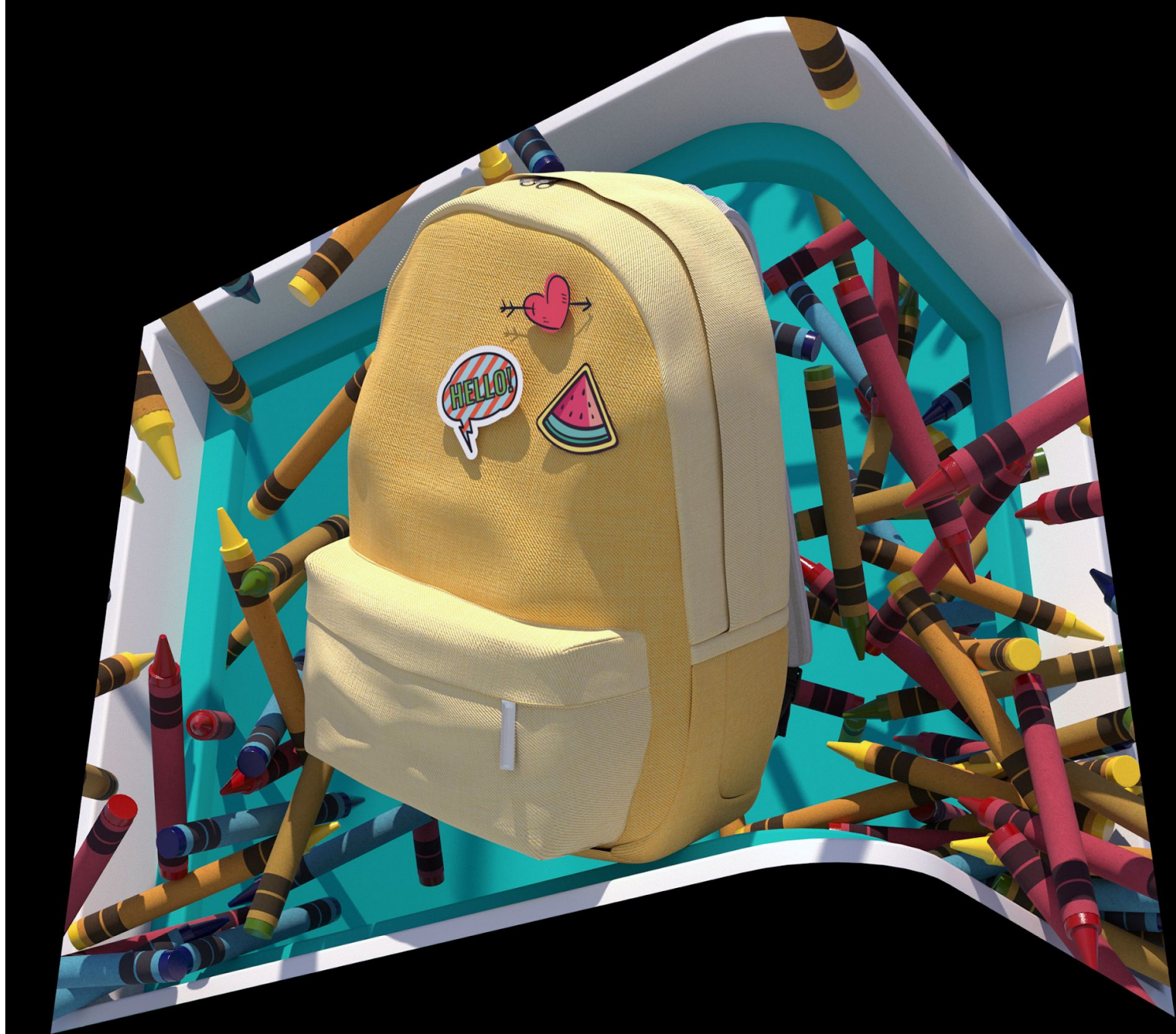


Initial Export

After working on the content, we can render out the camera from the sweet spot.

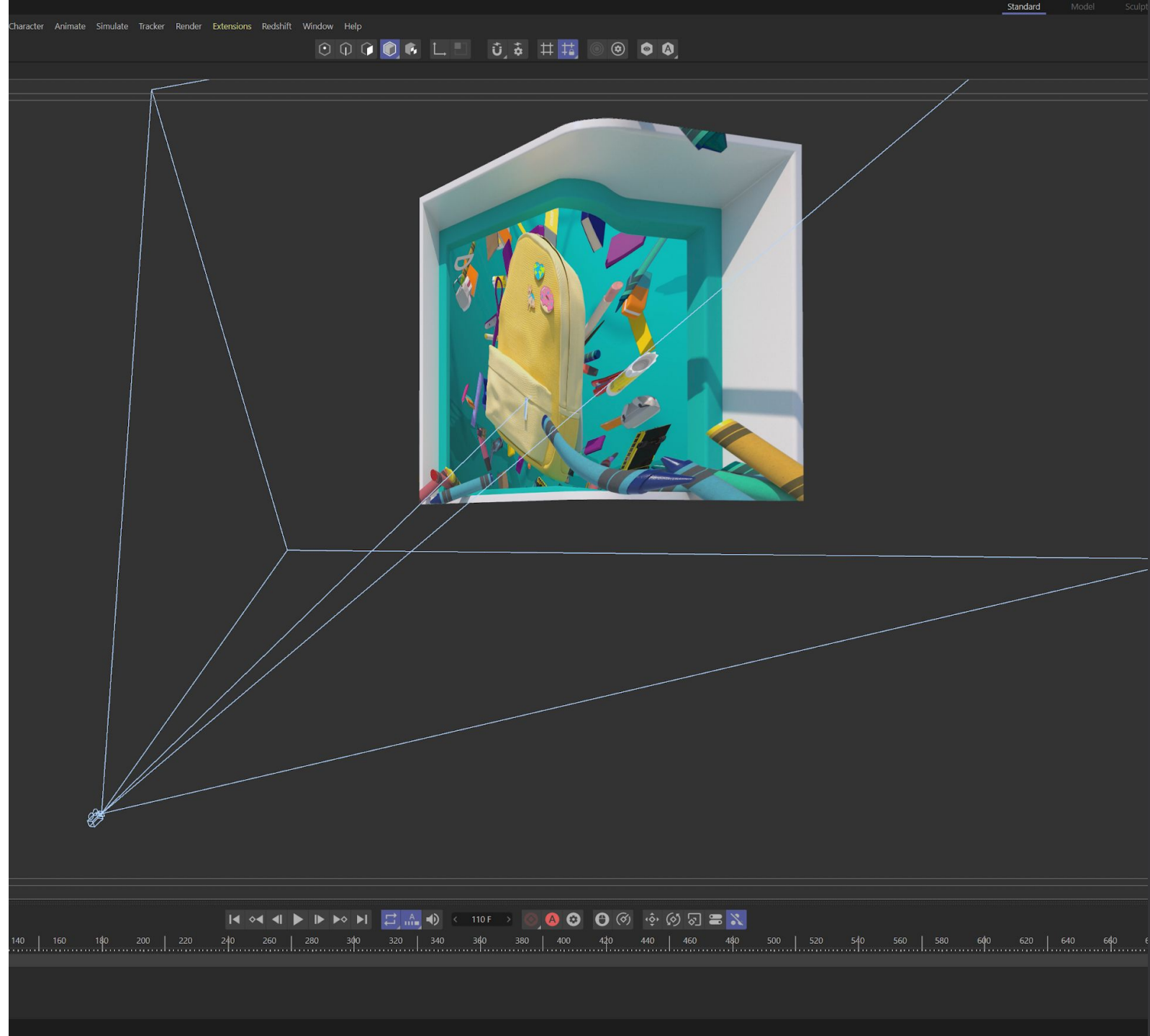
This export can be further refined and polished in other compositing software before the final output.

This provides us with a great gauge of what the audience will see.



Projection/ Camera Mapping

Once the Initial Export is done, we will return to the 3D project and apply this export as a texture on the screen using camera or projection mapping.



Texture Baking

After the texture has been applied, we can finally bake the texture as the final output (2412(w)x1404(h)).

The final export should look warped and distorted. A final check can be done by applying this export as a texture back onto the screen but this time as a UV Map projection/texture.

