



Primary Logo



Typography

BUBBLEGUM

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ**

0123456789

Color Palette



Gochujang
CYMK: 0,95,85,0
RGB: 239,65,55
Hex Code: EF4137



Bowl Shade
CYMK: 1,7,39,0
RGB: 252,230,170
Hex Code: FCE6AA



Bowl
CYMK: 0,4,25,0
RGB: 255,240,199
Hex Code: FFEFC6



Egg Yolk
CYMK: 2,7,90,0
RGB: 254,225,47
Hex Code: FEE12F



Lettuce
CYMK: 70,4,100,0
RGB: 83,177,72
Hex Code: 53B148



Kimchi
CYMK: 0,80,93,0
RGB: 241,90,45
Hex Code: F15A2D

