

**Seoul
Brand
Book**

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Seoul Brand Book

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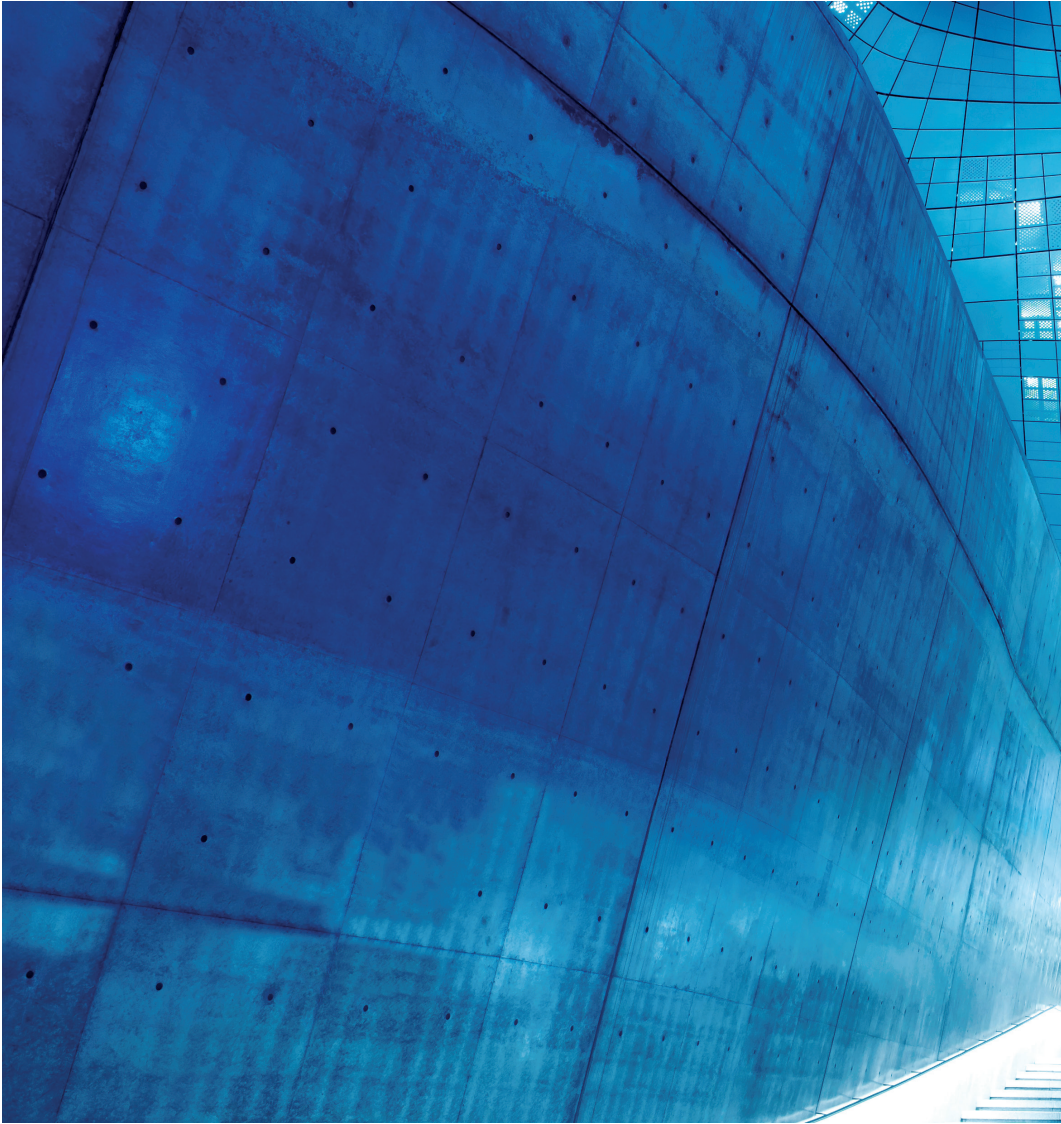
Guide to Use by the For-Profit Sector

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Suggestions for Use of the City Brand



Definition of City Brand



Cities have personalities, expressed in a variety of ways relating to their history, their culture, and their vision of the future.

Source : Guitar photographer | Shutterstock.com

Definition of City Brand

A city's brand is constantly changing. It expresses how a city thinks about itself, and how it wants to present itself to its citizens and the world. Our goal has been to show that Seoul is a city that cares about the people living in it, and to communicate how it wants visitors to experience its many attractions and sights.

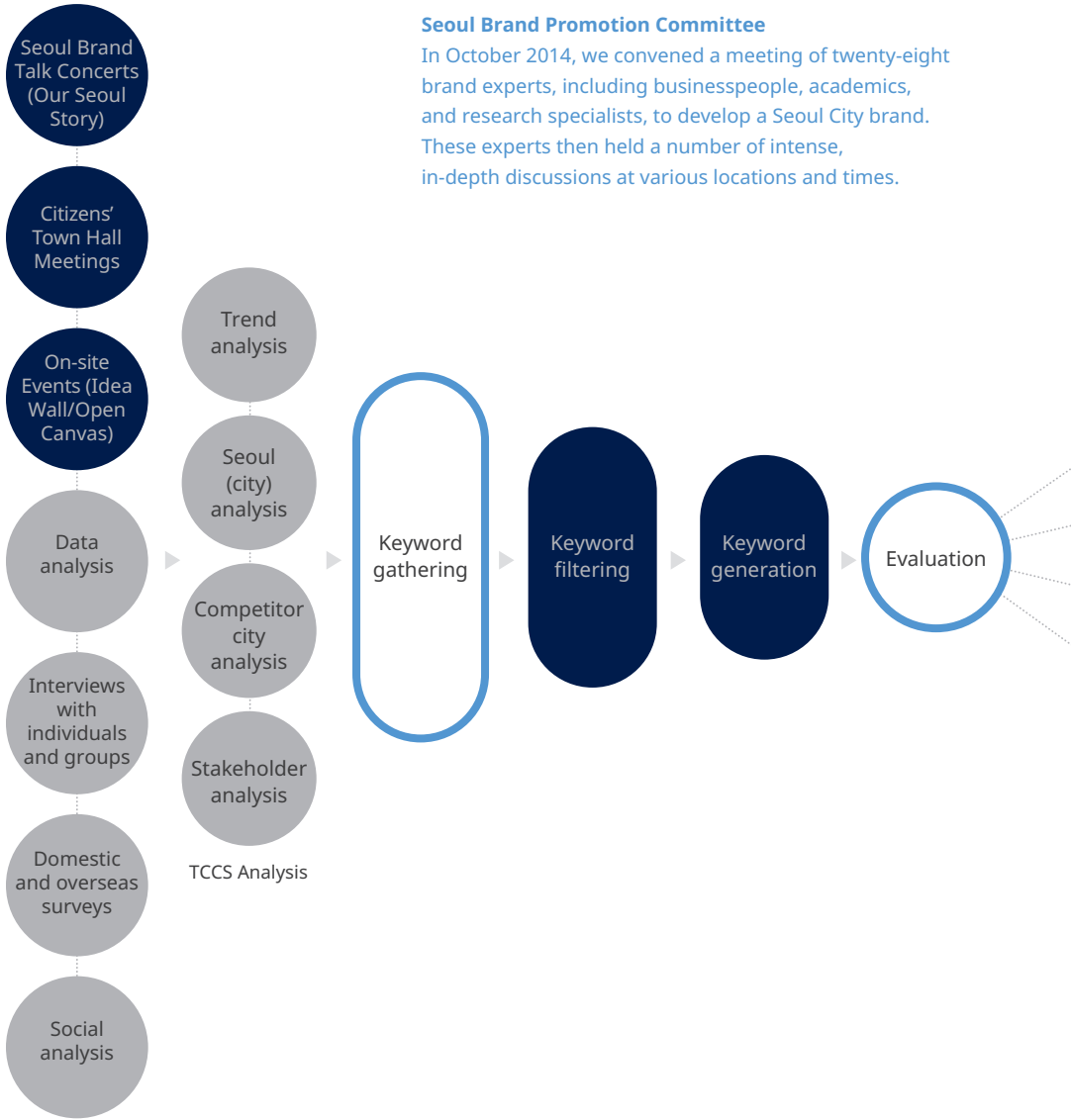


Citizen-Driven City Branding



Citizen-Driven City Branding

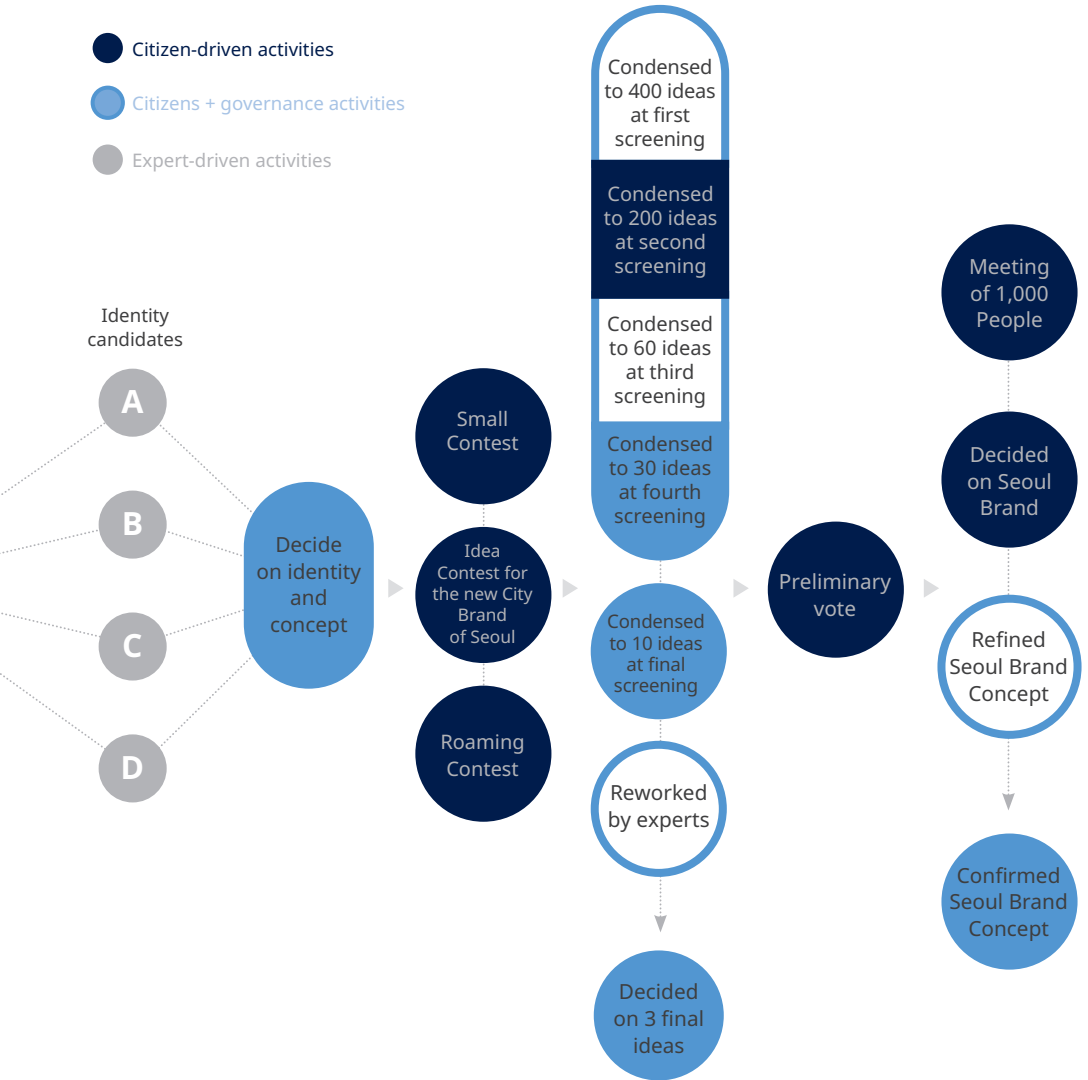
The term “citizen-driven city branding” describes a process by which the citizens of a city work with professional branding experts to create a brand that reflects their goals, dreams, and aspirations for their home. The primary advantage of such a process is that it gives the people living in the city a sense of ownership and pride. Talking about their city makes them feel a part of it; it is no longer just a place where they live, but is instead an integral part of their lives.



Seoul Brand Promotion Committee

In October 2014, we convened a meeting of twenty-eight brand experts, including businesspeople, academics, and research specialists, to develop a Seoul City brand. These experts then held a number of intense, in-depth discussions at various locations and times.

The Citizen-Driven Seoul City Brand Development Process



The Citizen-Driven Seoul City Brand Development Process

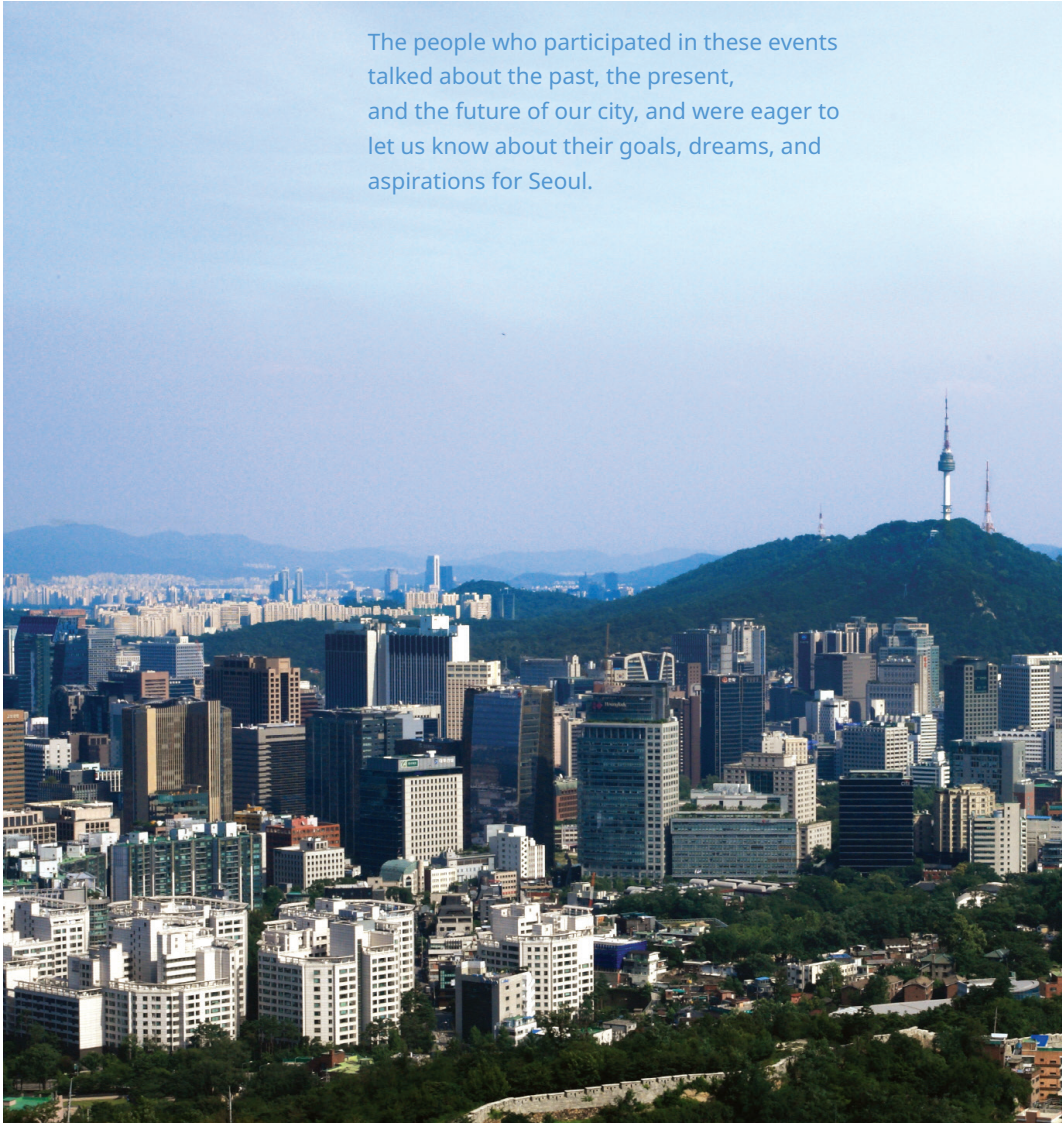
For over a year, we talked to people living in Seoul to enlist their ideas and opinions about their city through a number of platforms. They expressed their thoughts about its identity, and selected a number of keywords that they thought could represent Seoul. This was done through Idea Wall & Open Canvas posters and by attending “Our Seoul Story” discussion groups and town hall meetings. These were crucial in Seoul’s brand development throughout the entire process, and included contests, screening, and decision-making. Experts were also involved, lending their expertise to the process.



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Seoul Brand Identity

The people who participated in these events talked about the past, the present, and the future of our city, and were eager to let us know about their goals, dreams, and aspirations for Seoul.



Our Seoul Story

Session	Date	Subject
1	February 27	Our Seoul Story: Talking about Mountains and Rivers
2	March 6	Our Seoul Story: Talking about Water Service and Supply
3	March 13	Our Seoul Story: Talking about Encounters
4	March 20	Our Seoul Story: Talking about Markets
5	March 27	Our Seoul Story: Talking about Songs
6	April 3	Our Seoul Story: Talking about Taste
7	April 10	Our Seoul Story: Talking about Culture
8	April 17	Our Seoul Story: Talking about Streets
9	April 24	Our Seoul Story, Talking about the World in Seoul
10	May 1	Our Seoul Story: Talking about Seoul in the World
11	May 8	Our Seoul Story: Children Talking about the Future of Seoul



Our Seoul Story

A series of meetings with people living in Seoul began in December 2014. Led by these people, called the Seoul Brand Citizen Ambassadors, over one hundred citizens gathered every Friday evening to talk about Seoul and the kind of city it really is. We also held eleven “Our Seoul Story” discussion groups, lasting from February 27 to May 8, 2015.



Seoul Brand Identity



Coexistent Seoul

Understanding differences and creating new values from diversity

Seoul is a unique city where contrasting elements like mountains and rivers, tradition and modernity, and different speeds of life have always coexisted in harmony. The same balance applies to the city's culture and traditions. The philosophy of Seoul is one that aims for creative coexistence while generating new values and ideas.



Seoul Brand Identity



Passionate Seoul

Opening up new possibilities for the future

Seoul is a city that embraces new possibilities - a city that encourages a spirit of challenge to create a brighter future. Seoul adapts to changes faster than any other city in the world, with a passion that has continued to drive the city's culture throughout its long history. This passion can be seen throughout the city, manifesting itself in the confidence of the city and its citizens.



Seoul Brand Identity



Relaxing Seoul

Keeping Seoul warm and welcoming

Much of the meaning and value of people's lives as city-dwellers stem from how they live, work, and have fun together. We want Seoul to continue to be a warm-hearted city that celebrates respect and consideration for other people. An important part of this is being able to slow our lives down to better appreciate what we already have, and to think about what we can build towards in the future.



The Seoul Brand Identity and Concept



The Seoul Brand Identity and Concept

We believe that "Coexistence", "Passion", and "Relaxation" go together to constitute the identity of Seoul. "A city of passion striving for coexistence and relaxation" -- this is the Seoul Brand Concept.

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The Seoul Brand Development Strategy and Significance



The Seoul Brand Development Strategy

Third-Generation Open-Ended City Brand

1st Generation

- Expert-driven
- Emblem-centered
- City identification-focused
- Organization-oriented



2nd Generation

- Expert-driven
- Slogan-centered
- Tourism-focused
- Tourist-oriented



3rd Generation

- Citizen (and governance)-driven
- City name-centered
- Multi-purpose
- Tourists and residents



Strategic Directions for the Seoul Brand Development

City name-centered open sentence

Focused on interpretation and understanding

Citizen-driven branding

Citizens and experts working together

Open-ended design

Open platform logo

Variable design

Easy to apply and expand

The Seoul Brand Development Strategy

In order to emphasize its role as a truly global city, the government of Seoul decided to establish a third-generation, open-ended city brand. Part of this exercise included studying how other world-class cities have gone about doing the same thing. The strategic directions that we took for developing a brand that is unique to Seoul included placing a strong emphasis on the importance of both understanding and interpretation; the need for an open-ended design in which the people living in the city could easily participate; a variable and flexible design to show how Seoul is always changing; and a citizen-driven branding system.



Linguistic Significance

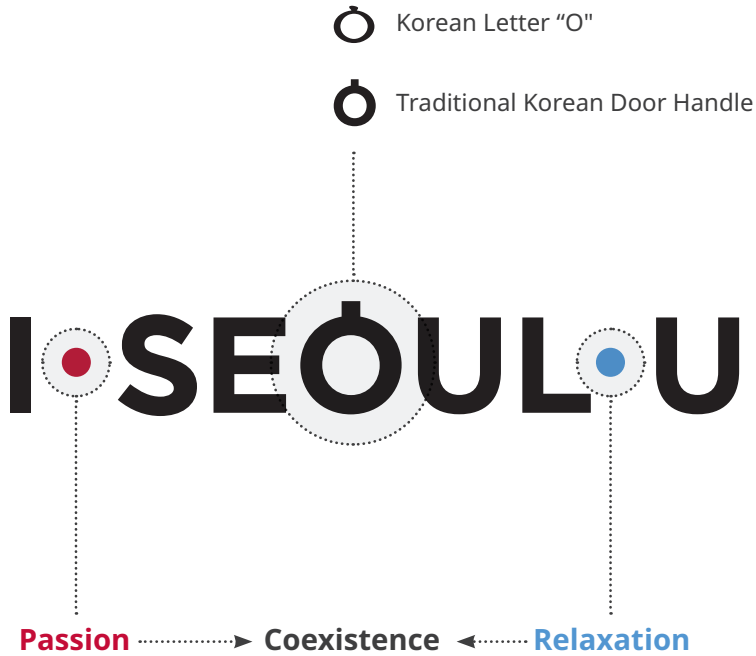


Linguistic Significance

In linguistic terms, "I•SEOUL•U" symbolizes the connectivity between I (me) and U (you), with Seoul at the center. This shows both that "you" and "I" are interconnected, and that living in Seoul is what connects us. It reveals that people of different backgrounds coexist harmoniously in Seoul.



Visual Significance



Visual Significance

The red and blue dots next to the word "SEOUL" signify the coexistence of passion and relaxation. The letter "O" in "SEOUL" has been replaced by the Korean letter "O", illustrating the coexistence between the East and the West. The Korean letter also has the same shape as a traditional Korean door handle, suggesting that "you and I can knock on the door to Seoul and enter together."

I
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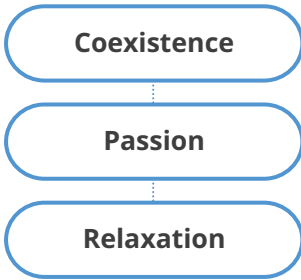
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Seoul Brand Communications Guide



Basic Framework of the Seoul Brand

**Keywords
for Seoul Brand Identity**



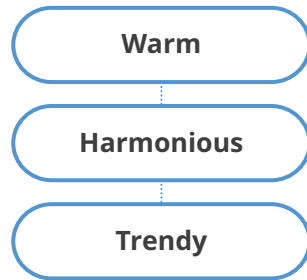
Seoul Brand Concept



**Seoul Brand Name
/ Visual System / Modifier**

I • SEŌUL • U

**Communication Feeling
and Atmosphere**



**Directions for
Communication**

- Branding that citizens participate in and create
- Widespread proliferation through social networking
- Development, sharing, and spreading of worthwhile applications

Basic Framework of the Seoul Brand

The basic framework for the Seoul Brand is to act as a platform to tell the world about Seoul. It has been designed to communicate the city's attributes of "Coexistence", "Passion", and "Relaxation". It is especially meant to encourage welcoming and harmonious communication.



Visual Communications Guide



Calligraphy combination example



Image combination example



Word combination example



Character combination example



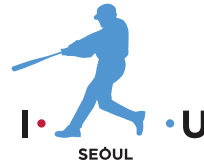
Seoul City icon combination example



Sentence combination example



Drawing combination example



Sports icon combination example



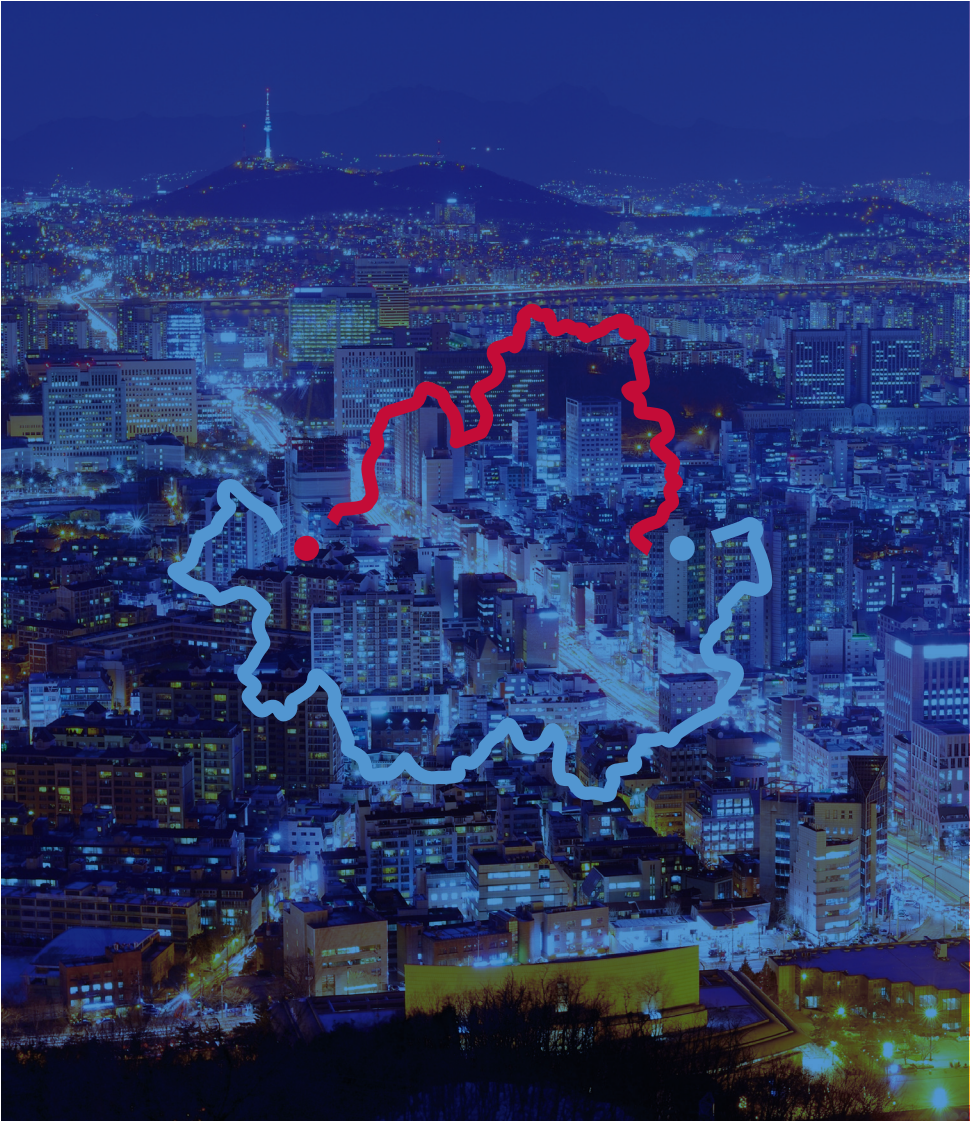
Policy brand combination example



Seoul City event combination example

Visual Communications Guide

I•SEOUL•U applications are at the core of the Seoul brand. Used in a variety of forms and formats, they will reflect the vividness and energy of Seoul. The Seoul brand will continue to be developed by the citizens of the city itself.

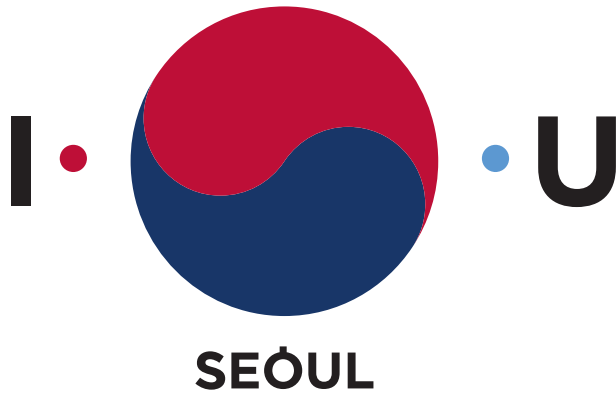


Visual Communications Guide



Visual Communications Guide

The Seoul brand will be used to convey the many attractive traits and characteristics of the city. It can be used as a frame to portray images of the people living in the city, in speech balloons to convey their thoughts, and as a communications device to tell stories about Seoul.



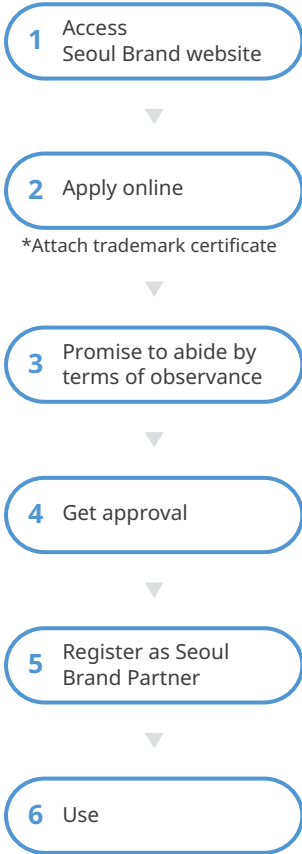
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Guide to Use of the Seoul Brand for Citizens



Guide to Use by the For-Profit Sector

Process for use by the for-profit sector



***Seoul Brand Partners:**
An association of companies, groups, and individuals using the Seoul Brand for profit-generating purposes

Use Examples



Guide to Use by the For-Profit Sector

The Seoul brand can be used in accordance with the rules of its application by promising to abide by the basic terms of observance and gaining approval at the Seoul Brand website. Any words to be added between the “I” and the “U” must be registered trademarks. Residents of Seoul can use the Seoul brand for profit-generating purposes at no cost. In this case, SEOUL must be inserted at the bottom of the relevant trademark.



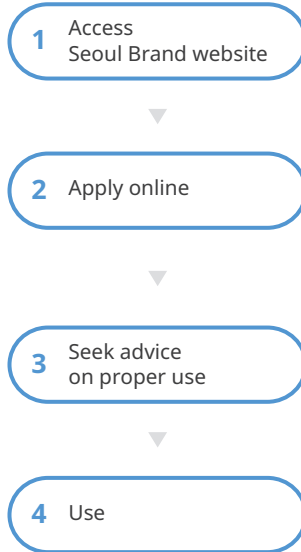
Guide to Use by the Non-Profit Sector

Use by non-profit organizations



*Attach business registration certificate

Use by individuals for non-profit purposes



Use Examples



Guide to Use by the Non-Profit Sector

Any member of the non-profit sector is welcome to use the brand; all they have to do is promise that they will abide by the basic terms of observance when doing so. They must insert the logo or image of their own organization between the "I" and the "U," and place "SEOUL" at the bottom.

I·SEOUL·U

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