

Status 01/2026

Corporate design documentation

Solid Surface Material

Table of Contents

Introduction	3 – 4
Visual language	5 – 7
Corporate Design Basics	8 – 19
Design principles	20 – 27
Icons	28 – 35

Introduction

Introduction

A brand is what it promises to its consumers. As a Solid Surface material brand, **HIMACS** promises many opportunities for fun and scope for creativity through its innovative properties.

That's why **Unlimited** is one of HIMACS's core values. It promises the freedom of endless possibilities and creation without limits.

The second brand value of the brand is Inspiration. Because the brand believes in sparking new ways to think, act and, design.

The last value that the brand stands for is Collaboration. We at HIMACS believe in forming productive and sustainable relationships with our partners and ecosystem.

Nothing summarizes all these values better than the brand's tagline: **The shape of your ideas.**

HIMACS is playful, interactive and fun for the creative and design community. Let's now get to know how to use its assets and learn more about its Corporate Design.



Visual language

Visual world | Motif categories

Visual world

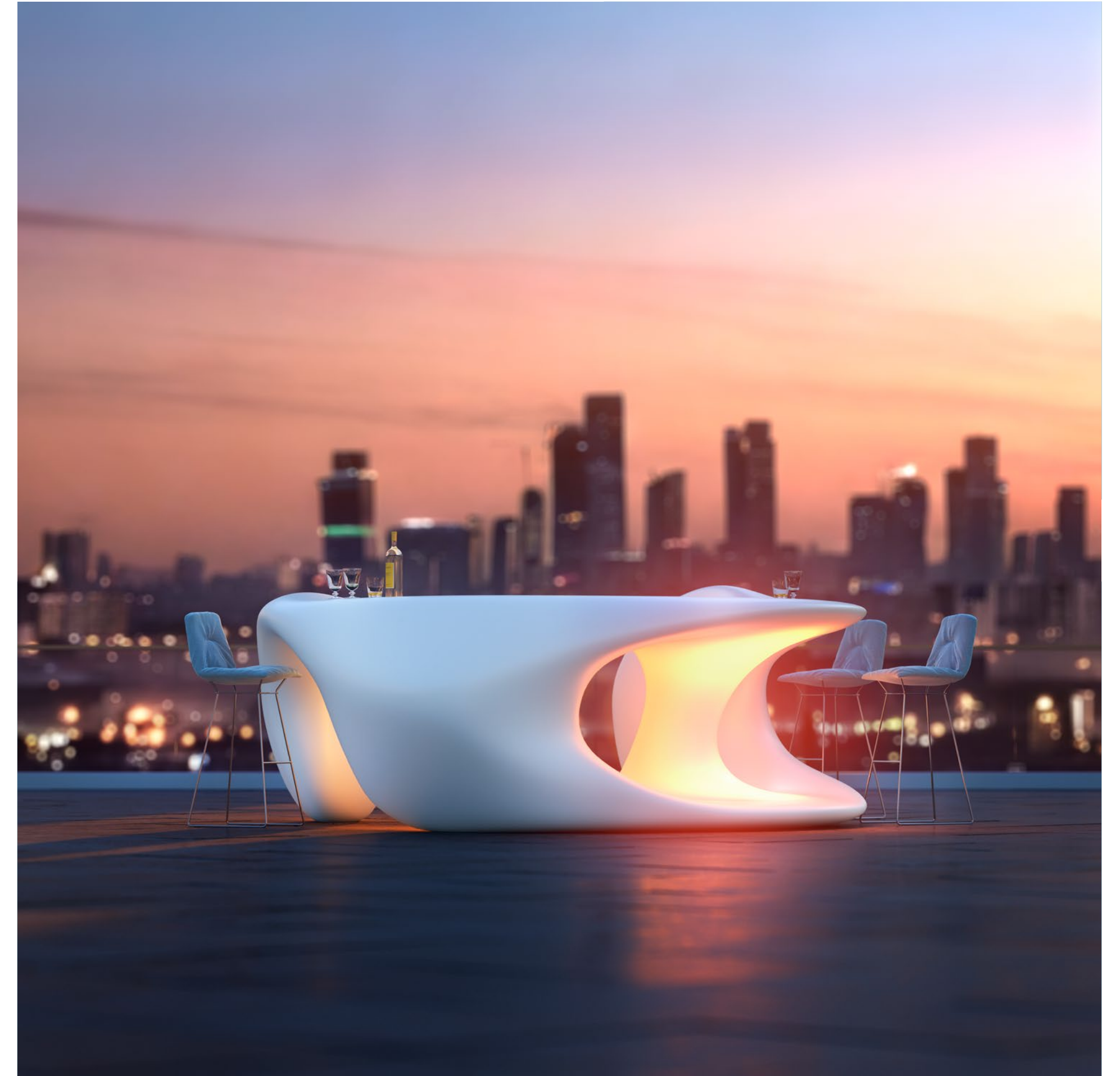
**The visual world of HIMACS is just like the product itself.
Flexible and interesting.**

The projects that are highlighted are always inspirational and trigger sparks of creativity. The visual language can be divided in two major levels: **Brand Motif** and **Man & Material**.

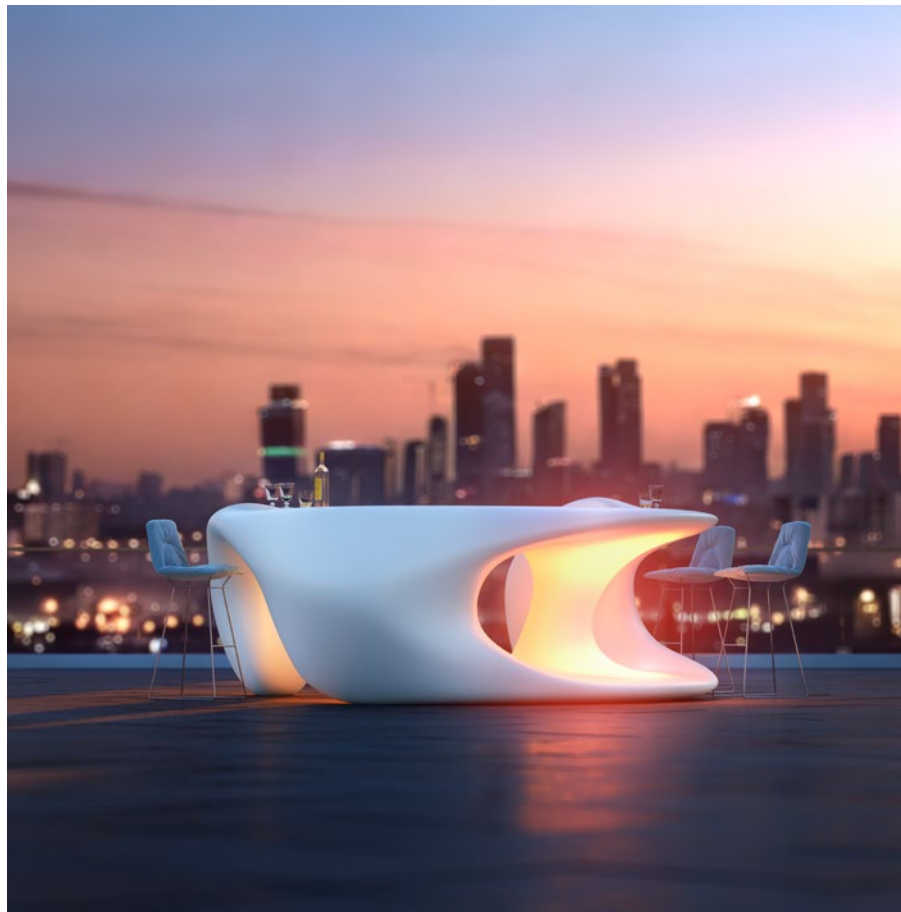
The **Brand Motif** level focuses on objects, designs, and creations. The spotlight is on showcasing projects that are fantastic displays of HIMACS' s unique properties or collections.

At the **Man & Material** level, we show humans interacting with the projects. Thereby highlighting the practical and everyday usage of HIMACS. This allows us to show various use cases of HIMACS and its application across various industries.

Whether for the partners, fabricators, or end consumers, HIMACS images always inspire.



Motif categories



Brand Motif

The Brand Motif transports the unlimited possibilities of the material. Show a first inspiring object that conveys that with HIMACS any idea can be brought into shape.

Use:

- Website Header
- Brochures and print literature title and inside pages
- Ads
- Trade show booths



Man & Material

Instead of showing unused, brand-new spaces, we show spaces with "human traces" and use the technique of visual storytelling to give our images a more human touch.

Use:

- Ads
- Brochures and print literature title (especially HFLOR) and inside pages
- Trade show booths
- Social Media



Reference Images

There are a lot of great reference images from our customers - architects, designers, kitchen studios, fabricators and end users.

Use:

- Website, Content pages
- Brochures and print literature title and inside pages



Technical-Explanation-Motifs

These motifs provide technical insight into how the product is produced or functions. Features, technical drawings, and information are in this category.

Use:

- Website, Content pages
- Brochures and print literature title and inside pages

Corporate Design Basics

Color | Typography | Logo

Color

Umbrella Brand

The colors of the umbrella brand are only used as accents in the world of HIMACS. This makes it clear that each sub-brand belongs to LX Hausys.

Sub-brand

Each sub-brand has its own exclusive color palette.

Sustainability

In the field of sustainability, this green is used as a signal color.

HIMACS

HIMACS secondary color



CMYK: 95/55/40/35
RGB: 0/72/92
Hex: #00485C
PMS: 548 C

HIMACS primary color



CMYK: 60/15/25/0
RGB: 103/174/186
Hex: #67AEBA
PMS: 7709C

HIMACS secondary color



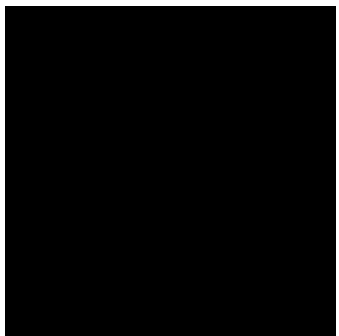
CMYK: 35/10/15/0
RGB: 183/207/214
Hex: #B7CFD6
PMS: 552C



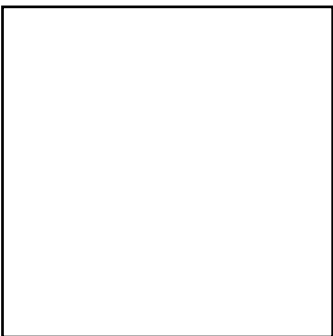
CMYK: 21/100/80/15
RGB: 167/43/42
PMS: 7627C



CMYK: 47/55/49/36
RGB: 116/102/97
PMS: 410C



CMYK: 0/0/0/100
RGB: 0/0/0
PMS: Black C



CMYK: 0/0/0/0
RGB: 255/255/255

Sustainability



CMYK: 65/5/75/0
RGB: 92/174/102
Hex: #5CAE66

Typography

Our primary font should not be altered or modified in any way. This ensures consistency in delivering a forward-looking brand image and reinforcing our corporate identity.

Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Noto Sans Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Noto Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Application rules for font styles

Prio 1

Headlines

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Prio 2

Body Text

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Prio 3

Credits, Inverted text and Tables

Noto Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Prio 4 – Only in exceptional cases

Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Paragraph formats

Typography hierarchy conveys relative importance and guides the reader through a communication piece. Hierarchy uses different in font size, and line spacing.

Basic rules within one medium:

Starting Point:

To define all font sizes and the paragraph formats for one medium, the first step is to define an initial size. In our example, it is **Copy 1** from which all other font formats are determined. This first defined font size must match the medium. It can also be a continuous text or a headline.

Paragraph formats:

- Headline copy should be clear and legible. Do not make the line spacing too large.
- The relationship between the font sizes should be **between $\times/\div 1.2$ and $\times/\div 1.6$** of the previous font size (see example). The resulting value is rounded. For example: 12.82 pt = 13 pt
- Line spacing for all applications: **between $\times 1.25$ to $\times 1.6$** of the font size

Example for typography hierarchy for one medium:

Headline H1

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt **Copy 1**

Starting point

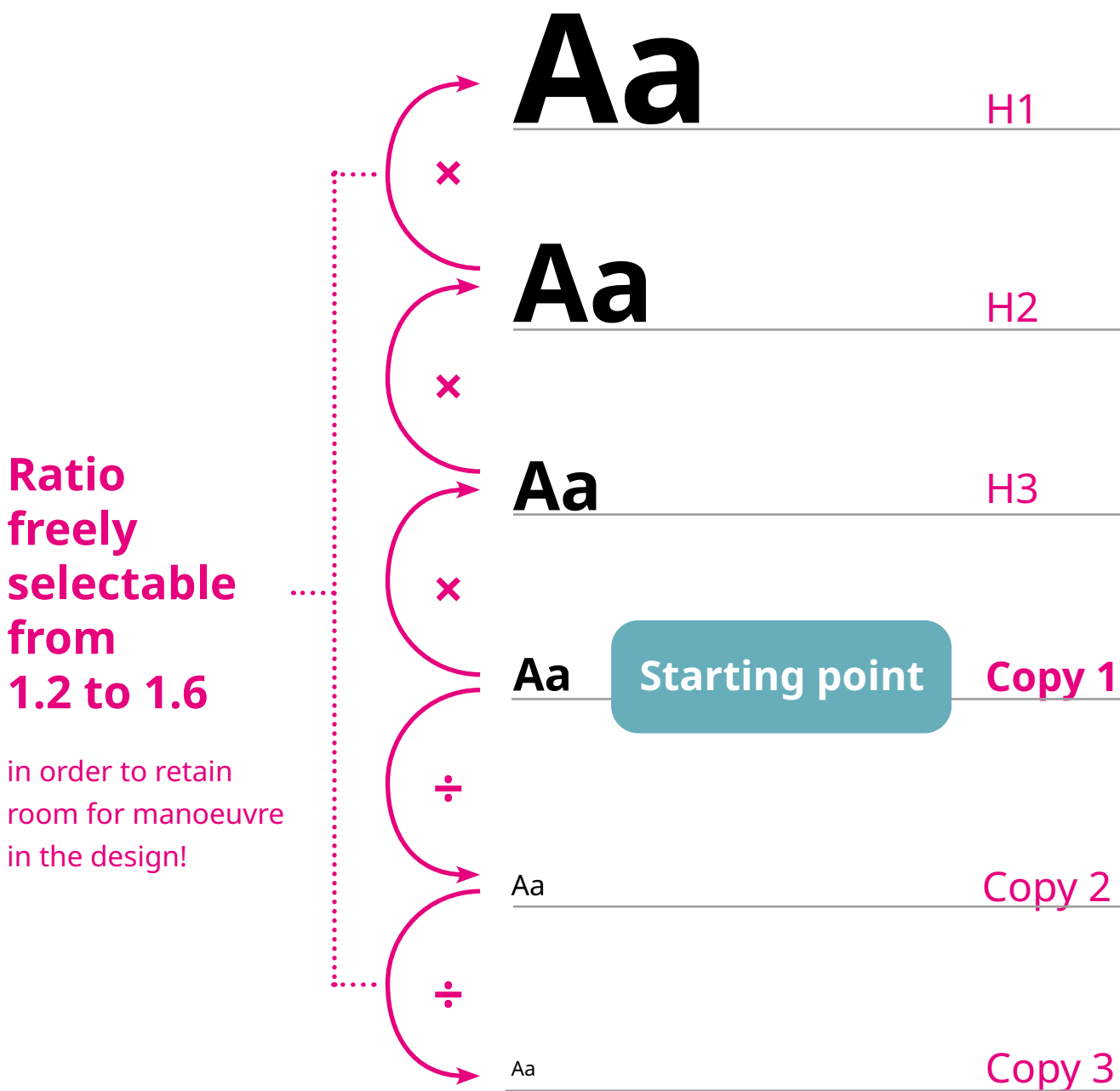
Headline H2

Headline H3

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. **Copy 2**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. **Copy 3**

Ratio of font sizes (see example):



x = multiply ÷ = divide

Logo Usage

Logo is the primary element that conveys a consistent brand image.
Please follow the Logo usage and typo guidelines below when using the product brand in general.
When you type the brand, use uppercases only. We do not allow mix caps and lowercases!

Product Category / Usage	Brand Logo (Printed/Digital/Sample Box Cover)	General Typo (Corporate document, presentation file, catalogue inner page, PR Copies)		
		Do's 	Don't 	
Flooring	H.FLOR	HFLOR	Hflor 	H•FLOR Do not use symbol (•)
Surface	HI.MACS	HIMACS	Himacs 	Hi-macs Do not use hypen (-)
	VIATERA	VIATERA	Viatera 	<i>Viatera</i> Do not apply Italic
	TERACANTO	TERACANTO	Teracanto 	Teracanto™ Do not use Trademark
Industrial film	BENIF	BENIF	Benif 	Be nif No Space in between the characters
	VIZUON	VIZUON	Vizuon 	비쥬온 Do not write in Korean

BI & Product category combination

BI (HFLOR, HIMACS, VIATERA, TERACANTO, BENIF, and VIZUON) and product category information may be used together under the guided rules.

Explanation exemplary with HFLOR for all subbrands



Product category should be used in text form when used with Product BIs.
Product category should be right aligned.

H.FLOR
Resilient Flooring

BENIF
Interior Film

HI.MACS
Solid Surface

VIZUON
Sign & Graphic Materials

VIATERA
Quartz Surface

TERACANTO
Porcelain Surface

CI & BI Combination

The company name and BI (HFLOR, HIMACS, VIATERA, TERACANTO, BENIF, and VIZUON) may be used together under the guided rules.

Explanation exemplary with HFLOR for all subbrands



CI should be used in text form when used with Product BIs.
Product category should be right aligned.

H.FLOR
by LX Hausys

BENIF
by LX Hausys

HI.MACS
by LX Hausys

VIZUON
by LX Hausys

VIATERA
by LX Hausys

TERACANTO
by LX Hausys

Logo variations

The logo, consisting of a word mark, plays an important role in the visual brand identity of HIMACS. These logos are available in three equivalent variants, which must be used depending on the background. Sufficient contrast must be ensured so that the logo stands out well against the background.



White background



Black background



See the “Color Requirements Background color” page in LX Hausys CI Manual book for logo variation rules.

Sub-brand

The HIMACS logo is available in black, white. When selecting the logo, sufficient contrast to the background should always be ensured so that the logo is clearly visible. If both variants do not work, the background must be slightly lightened or darkened.

Umbrella Brand

The LX Hausys logo is available in black, white or gray. When selecting the logo, sufficient contrast to the background should always be ensured so that the logo is clearly visible. If none of the variants work, the background must be slightly lightened or darkened.

Logo background

Generally, the HIMACS logo should be placed on one of the 3 brand colors or on an image.
Sufficient contrast should be ensured!



on black



on HIMACS primary color



on HIMACS secondary color (dark)



on dark motifs



on white



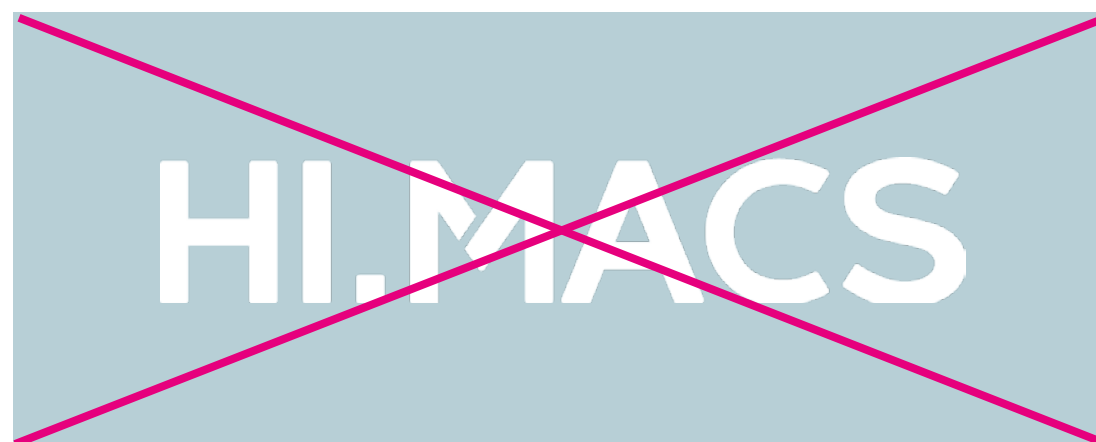
on HIMACS primary color



on HIMACS secondary color (light)



on bright motifs



Insufficient contrast



Insufficient contrast



Motif too busy or too bright / insufficient contrast



Motif too busy or too dark / insufficient contrast

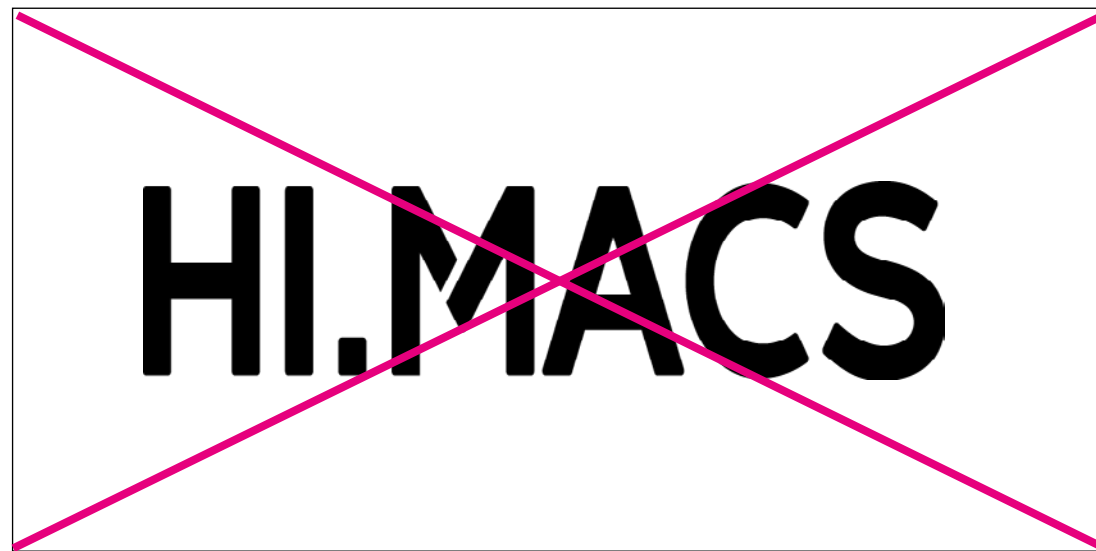
Logo protection space

The logo protection space ensures that the logo has enough distance from other design elements.
The protection space can be determined by using the height of HIMACS Logo.
No other design elements may be placed in this defined area.

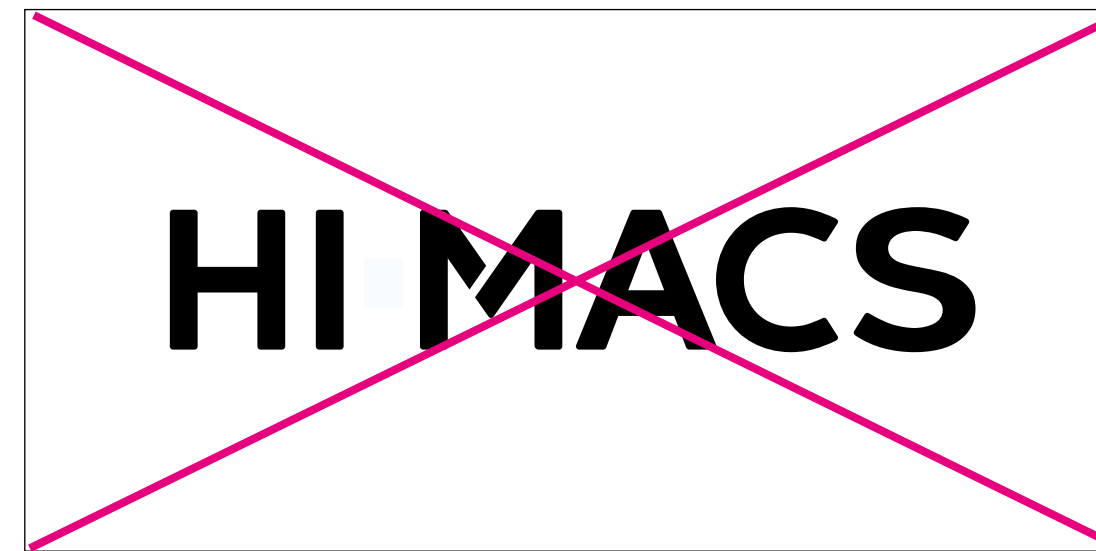


Logo incorrect usage

Do not arbitrarily change the word mark's shape, proportion, or color. Make sure to use the word mark in a prescribed form. This section lists examples of incorrect usage. Beware of using such examples.



Adhere to the prescribed proportion and do not change the proportion



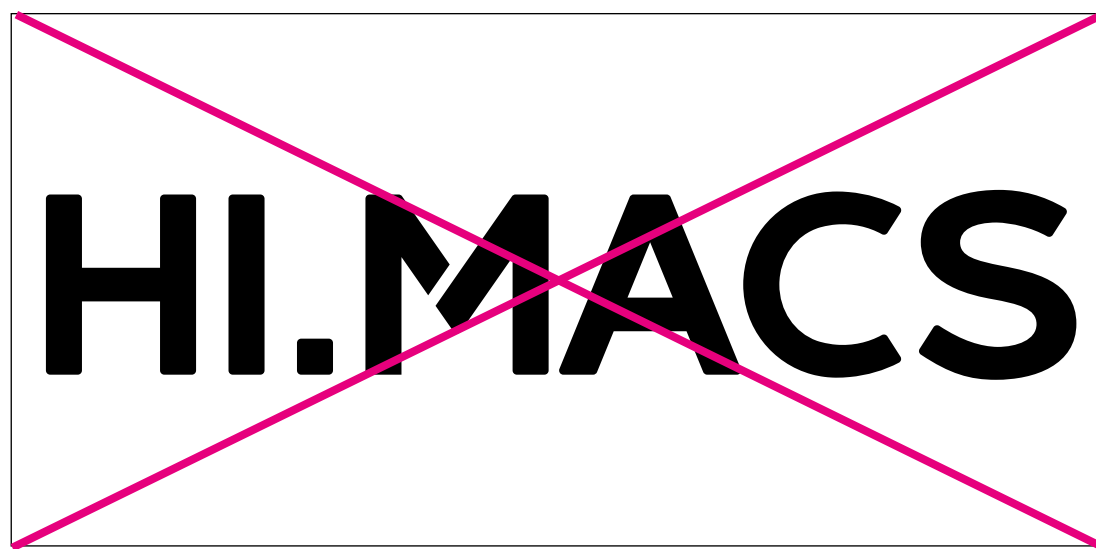
Do not use the logo if a part of it is missing



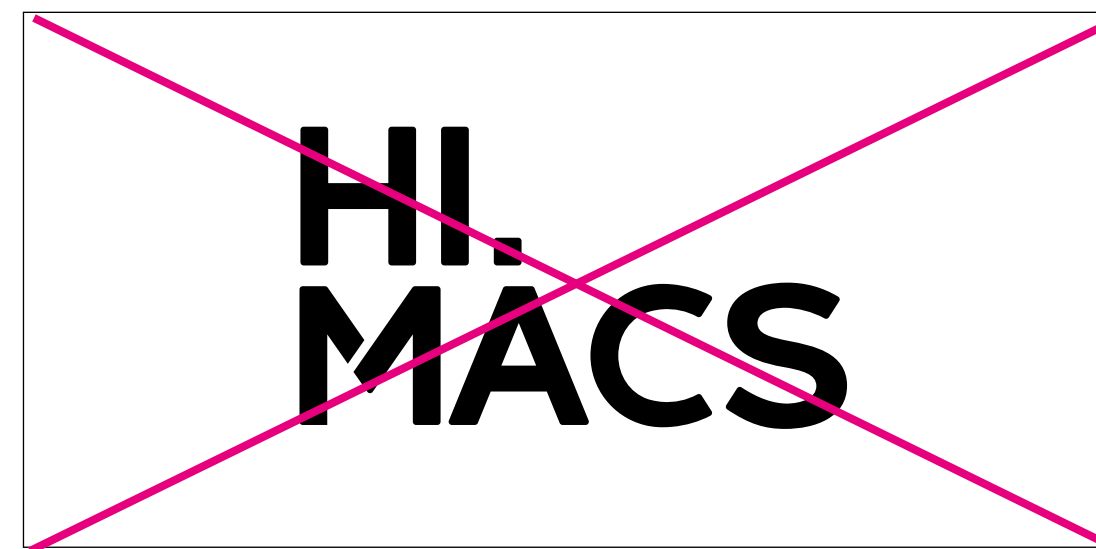
Do not apply arbitrary colors



Do not apply a shadow effect



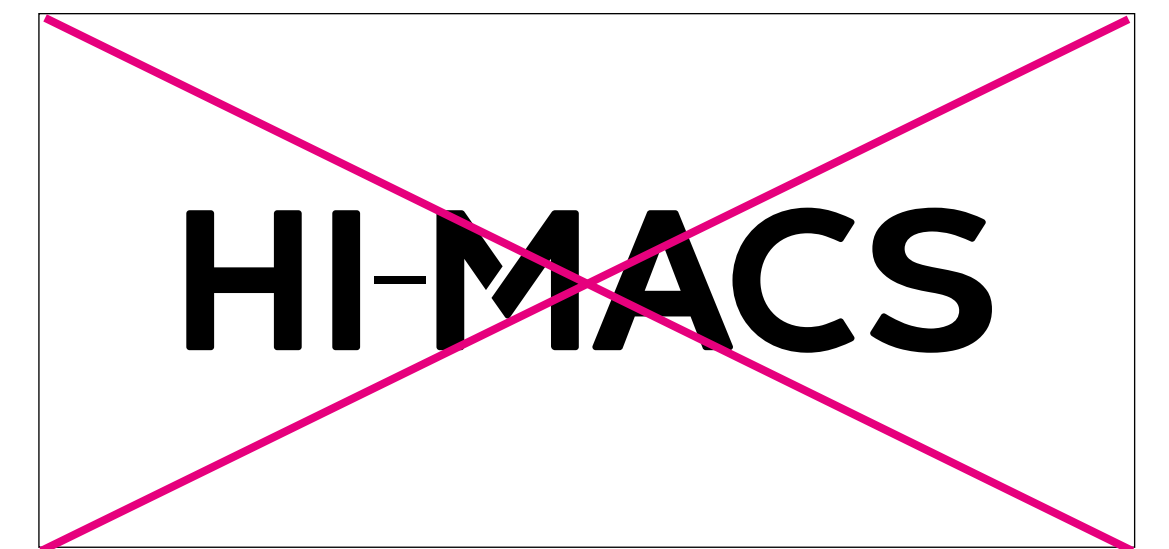
Follow the logo protection space requirements.



Don't split the logo



Don't change the font



Do not arbitrarily change the shape of the signature

Design principles

Logo application | Tagline | Label | Grid

Logo position

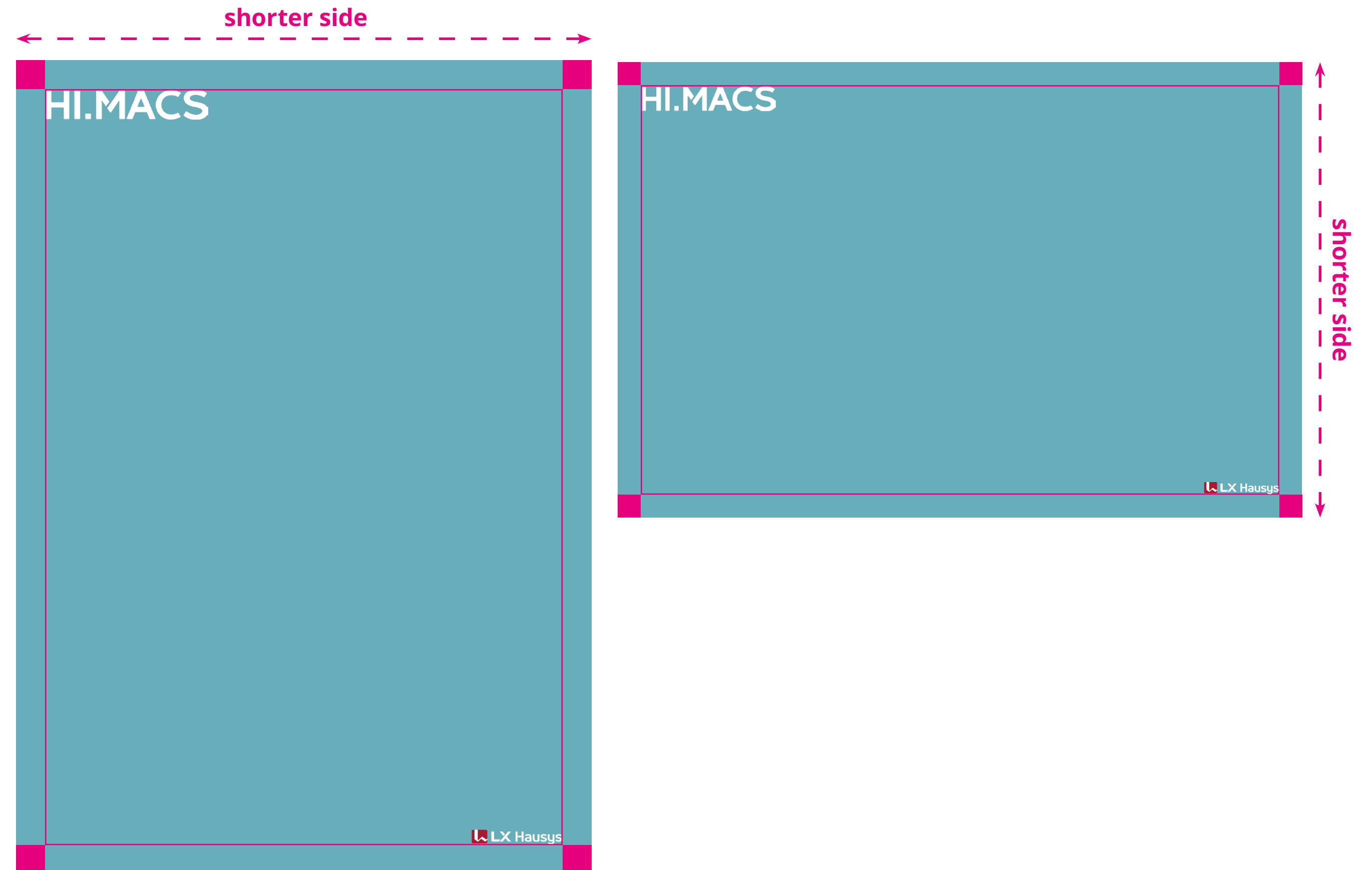
Type area:

Defining a type area using 5% (or 10%) of the shorter side.

Logo position:

The sub-brand logo is aligned on the top left corner of the frame.
The umbrella brand logo is aligned on the bottom right of the frame.

■ = 5% of the shorter side



Logo size

Logo size:

Sub-brand logo size :

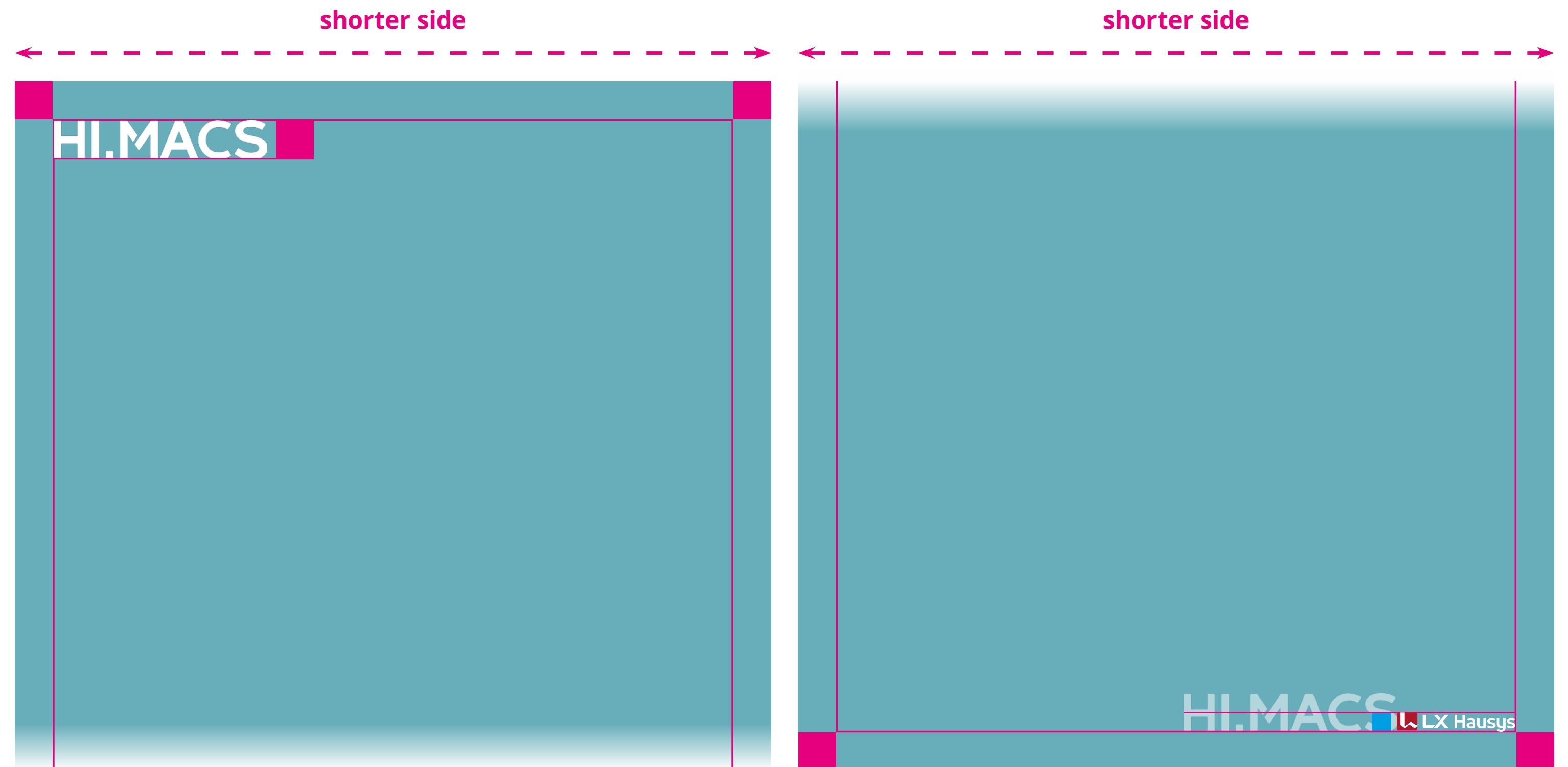
- Logo height = 5% of the shorter side
- Minimum size : 3mm

Umbrella brand logo size:

- Logo height = $\frac{1}{2}$ of the sub-brand
- Minimum size (without LX symbol) : 3mm
- Minimum size (with LX Symbol): 4mm

■ = 5% of the shorter side

■ = $\frac{1}{2}$ of the sub-brand



Tagline size and positioning

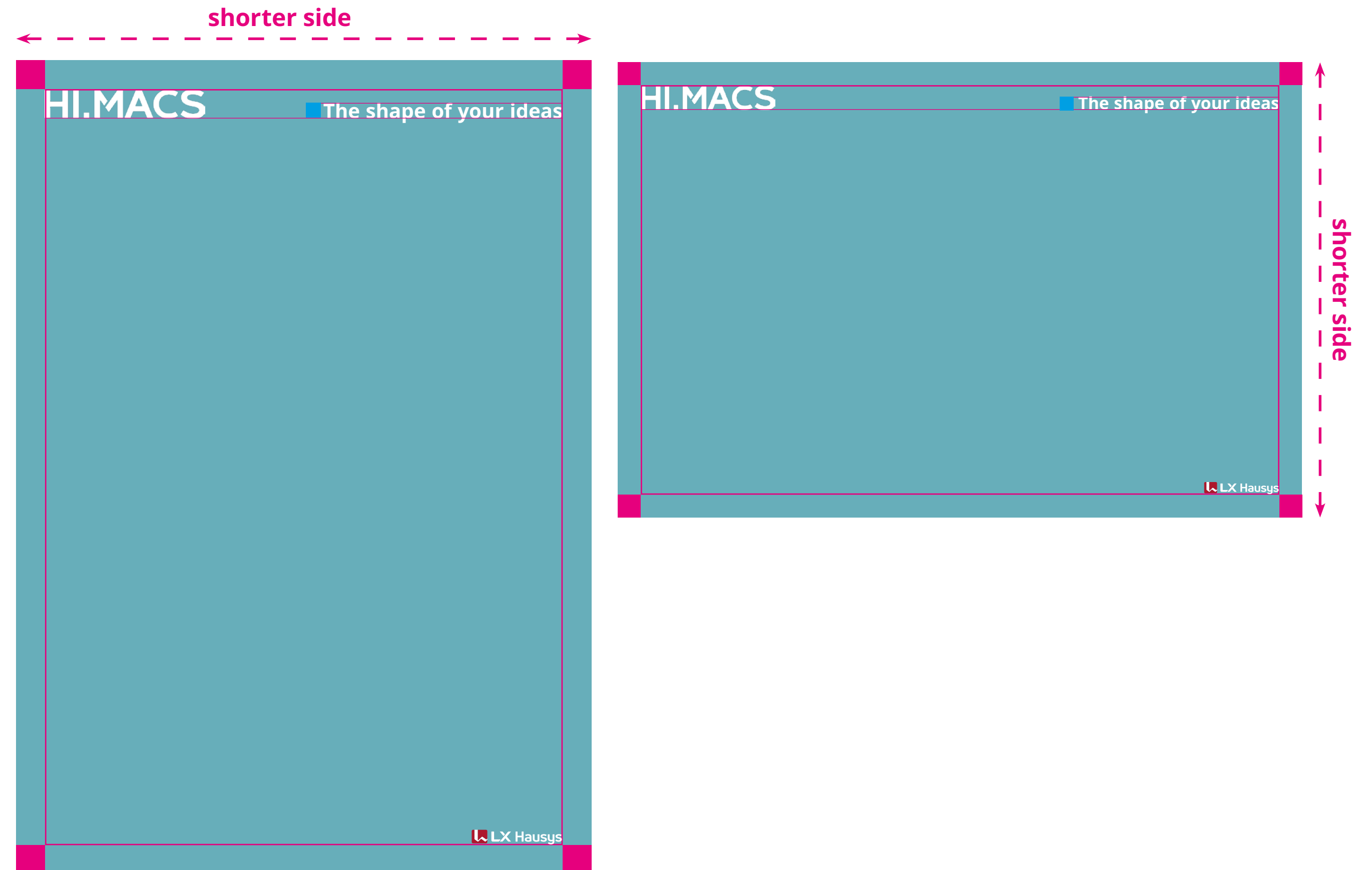
Tagline size:

Logo height = 1/2 of the sub-brand logo

  = 1/2 of the sub-brand

Tagline Positioning:

Aligned with the lower based line of the HIMACS logo.



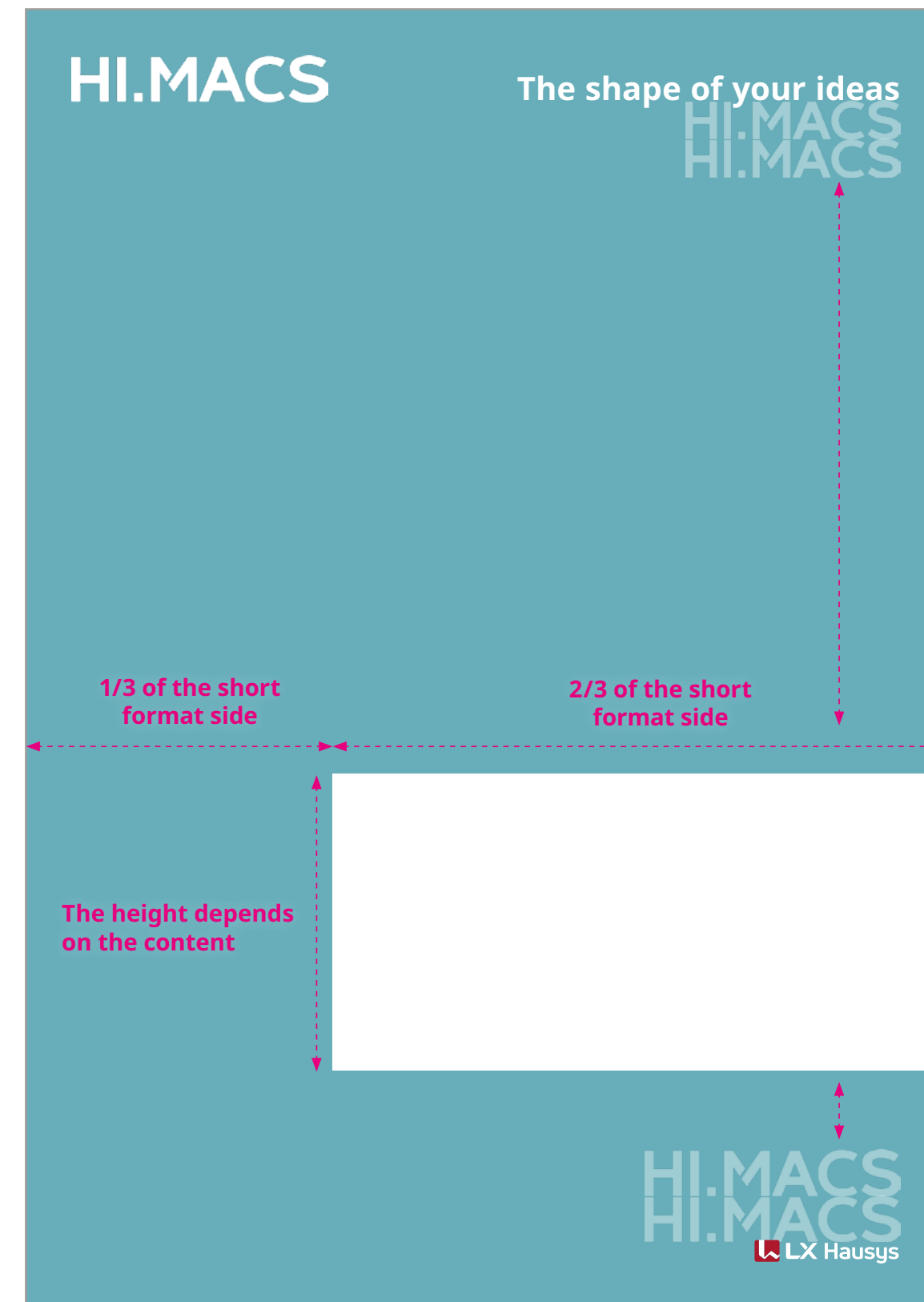
Label position and size

Size

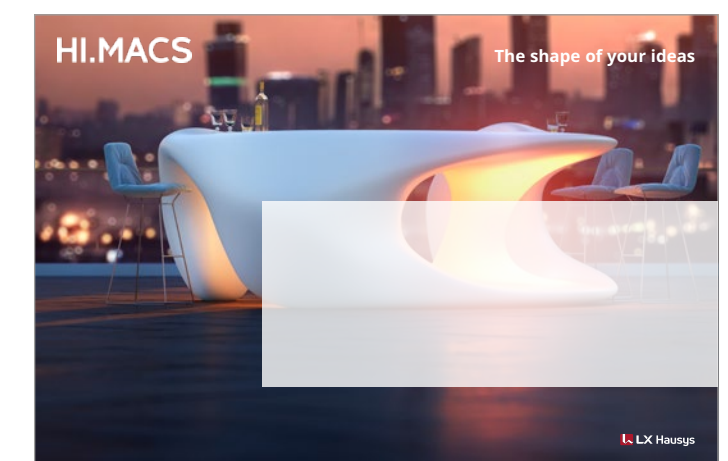
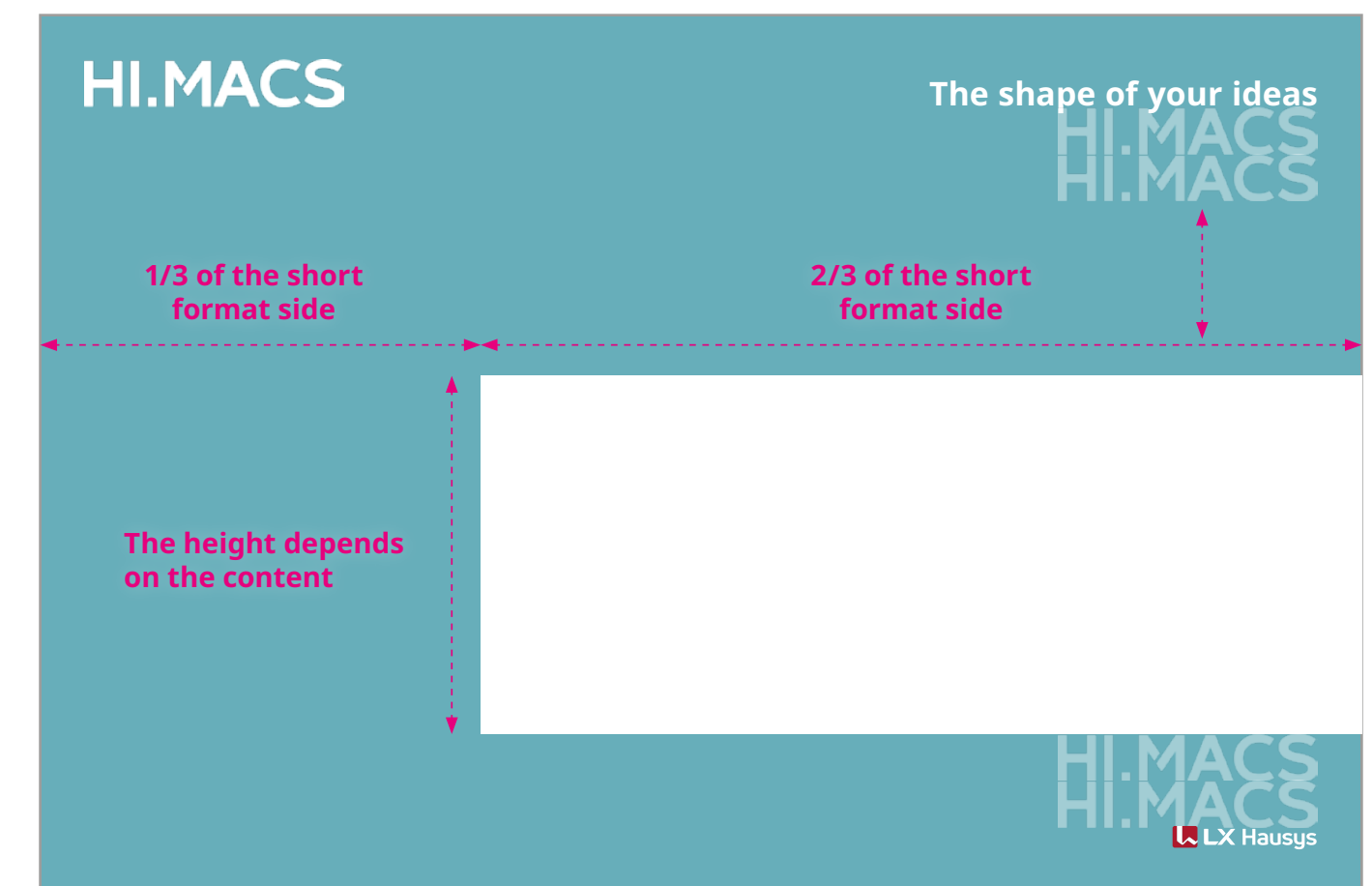
- The label size is maximum 2/3 of the format side.
- The height of the label depends on the content.
- The label should be rectangular, not square shape.

Position

- The label should always be on the right side of the format.
- The space between the label and the Umbrella brand logo/ Tagline is 10% of the shorter side (= 2x Subbrand).
The label can be freely positioned in this area. If you use an image as a background, the label shouldn't cover any crucial part of the image.
- The label is full white on a coloured background.
- The label has an opacity of 80% if there is an image in the background.



The label is full white on a coloured background.



The white label has 80% opacity when using images!

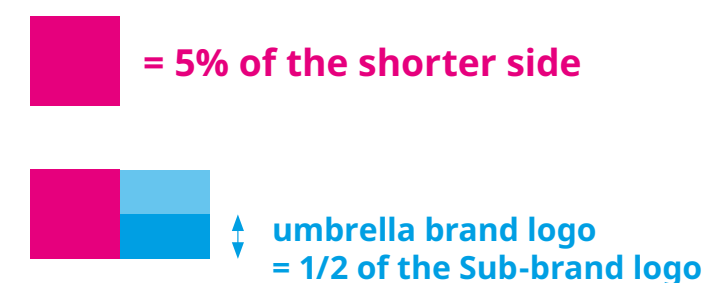
Label content

Type area

- Providing clear and uncluttered space around the text helps the audience understand the content quickly.
- It is important to provide clear space around the type area.
- The minimum spacing requirement is 5% of the short format side.
- The space between the first headline and the title is the size of umbrella logo (= 1/2 of the sub-brand logo).
- The space between the second headline and the title is the size of sub-brand logo.

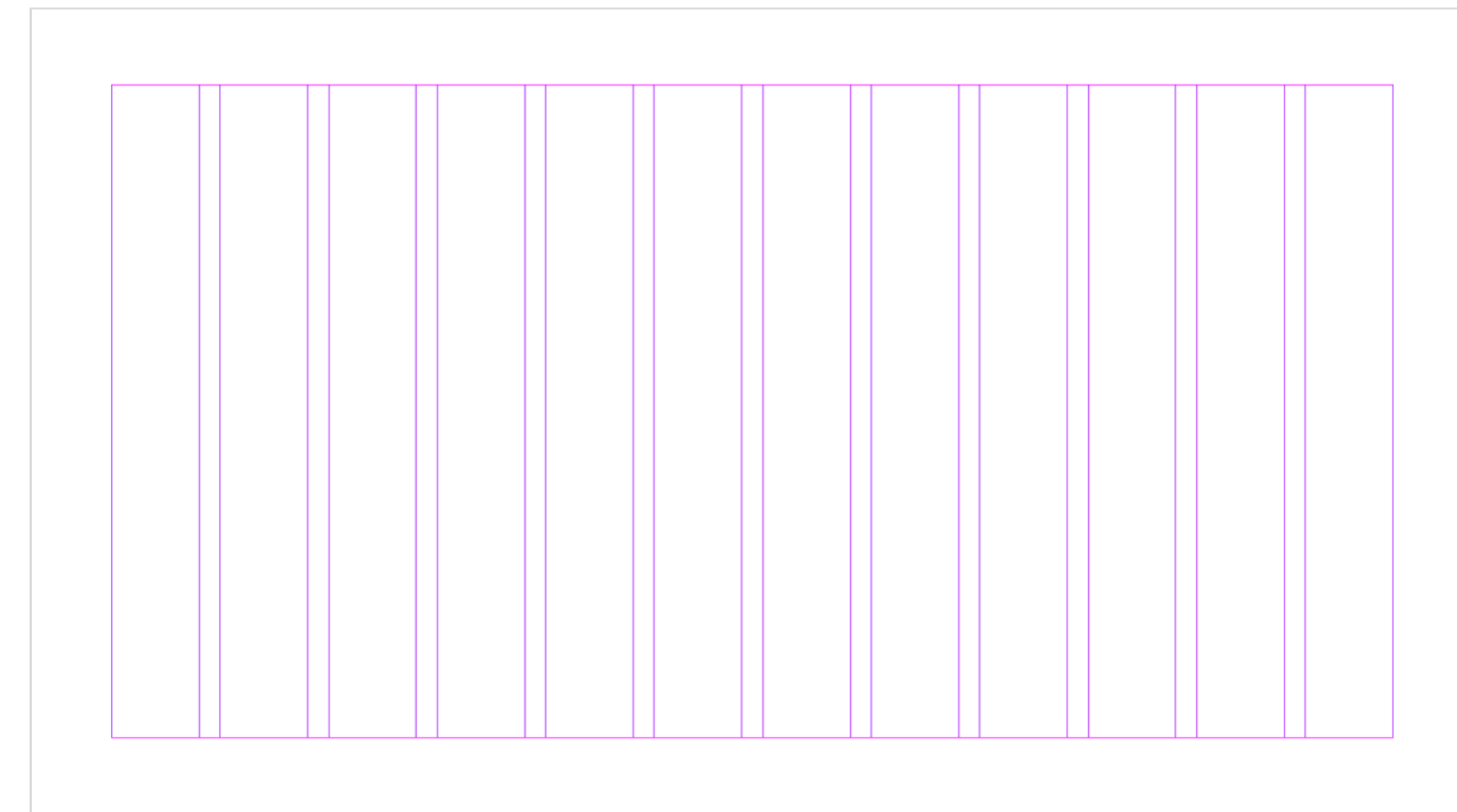
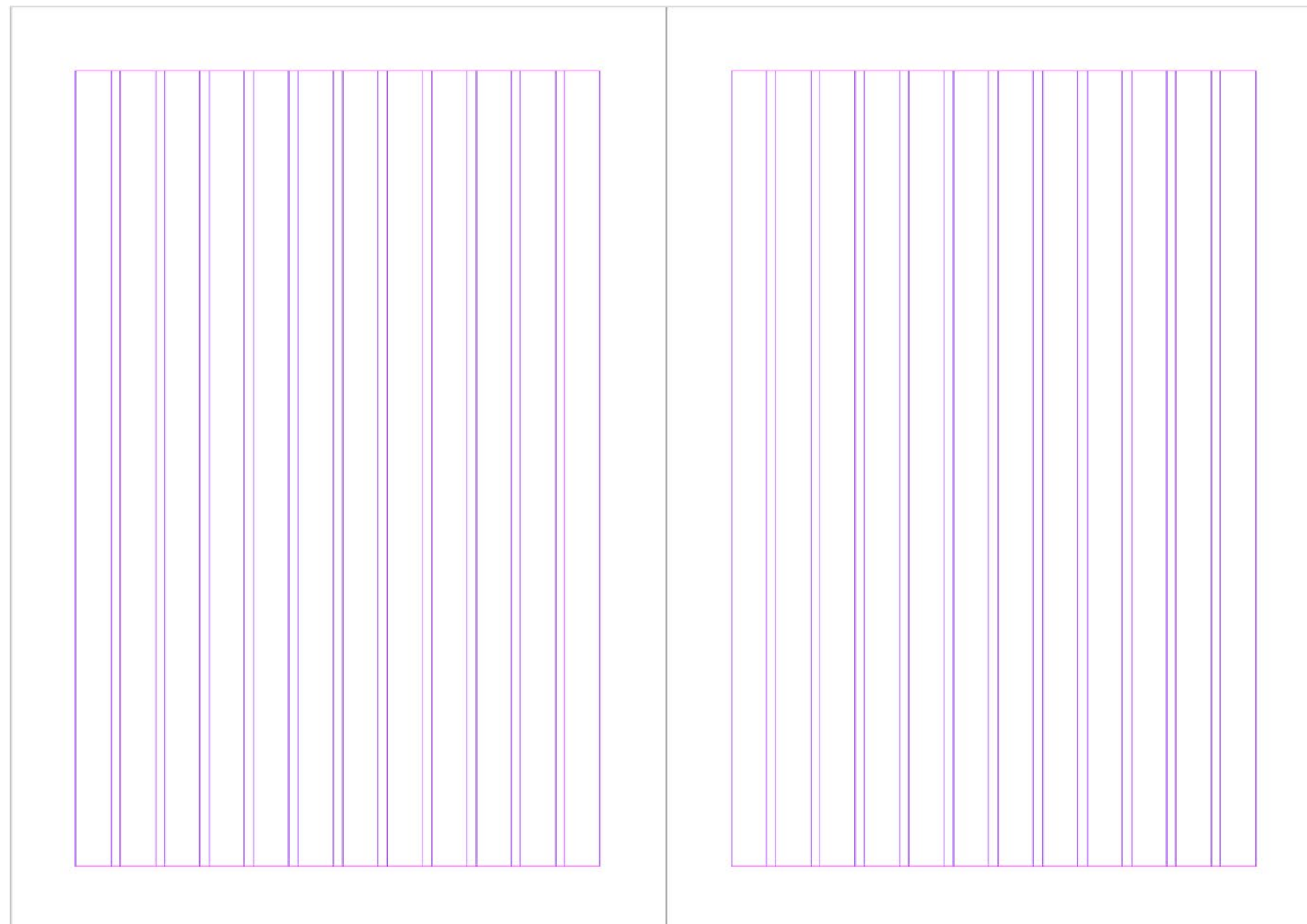
Font size

- The font size of the sample box title should be 3 times larger than the other headlines, e.g. The title is 69pt. The other Headlines are 23pt.
- It is recommended that the title is maximum 3 lines. Exception: only 2 lines are allowed in the sample box.



Layout Grid

A 12-column grid is created on each page or layout within the type area.
It is used to align design elements and thus guarantees a uniform look.
The grid can be adapted to the respective layout, but should have 12 columns.



Distributor / Partners

Distributors are divided into exclusive vendors and non-exclusive vendors. Ensure that the guidelines using the LX Hausys logo mark are followed for each type of vendor.

Definition of Distributors

- **Exclusive vendors:**
In contract with the corporation, sells LX Hausys products 100% exclusively (Handling 100% of LX Hausys product line).
- **Non-exclusive vendors:**
In contract with the corporation, sells LX Hausys products with other competitor products.

* Using the LX Hausys Logo symbol and logotype alone is strictly prohibited.

* Please consult HQ prior to producing the communication assets.

Examples	Products of LX Hausys	Non products of LX Hausys	Usage of the mark
	HIMACS	Paint, Stone etc	
Exclusive vendor	o (Only sell LX Hausys products)	x	 LX Hausys Authorized agency
Exclusive vendor	o (Only sell LX Hausys products)	o	 LX Hausys Authorized distributor
Non-exclusive vendor	o (Also sell competitor's products)	x	LX Hausys Authorized agency
Non-exclusive vendor	o (Also sell competitor's products)	o	LX Hausys Authorized fabricator



Please see guidelines for logo-usage in videos on page 115

Exemplary illustration:



The size of the vendor name must be the same or bigger than the LX Hausys logo.

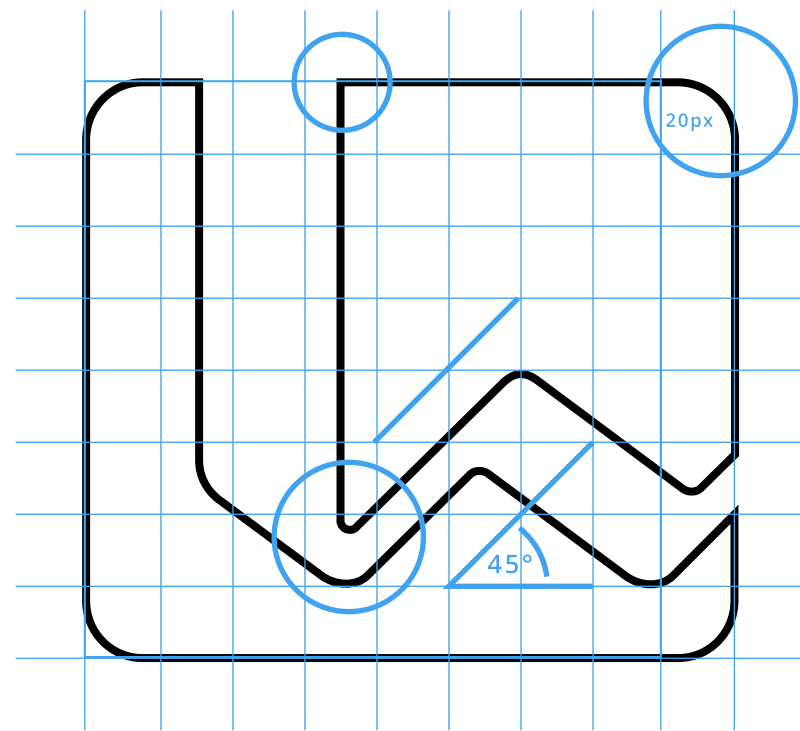
- Vendor logo height = 70% of the sub-brand logo
- LX Hausys logo height = 50% of the sub-brand logo

Icons

LX Hausys Icon Principles | Defining Design Principles |
Anatomie and Categories | Platform and Inverted Use |
Individual Icons Sub-brands | Icons for HIMACS

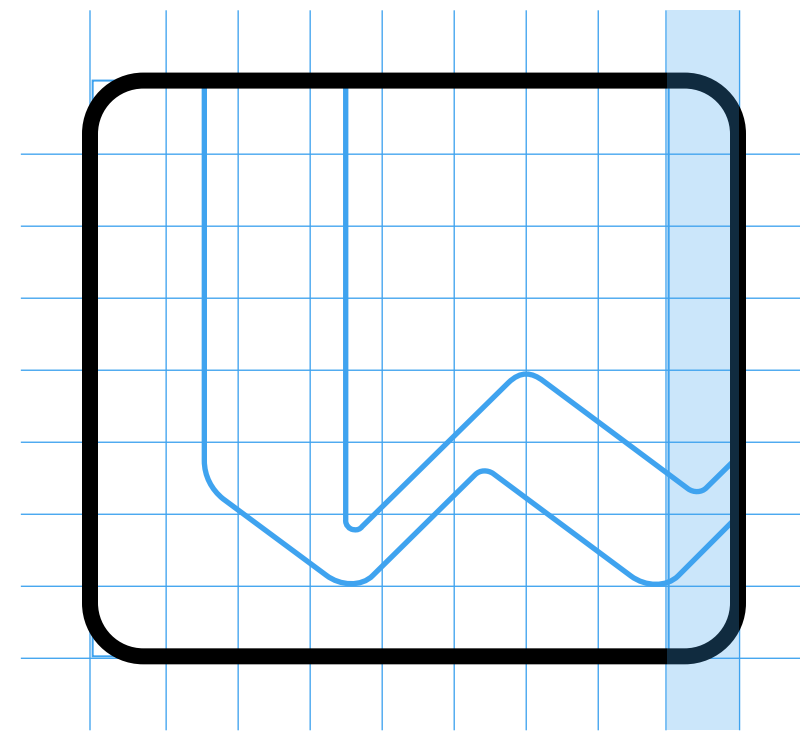
LX Hausys Icon Principles

Taking a closer Look at the LX Hausys brand icon and Hausys products, we pick up certain visual cues and apply these to our icon language.



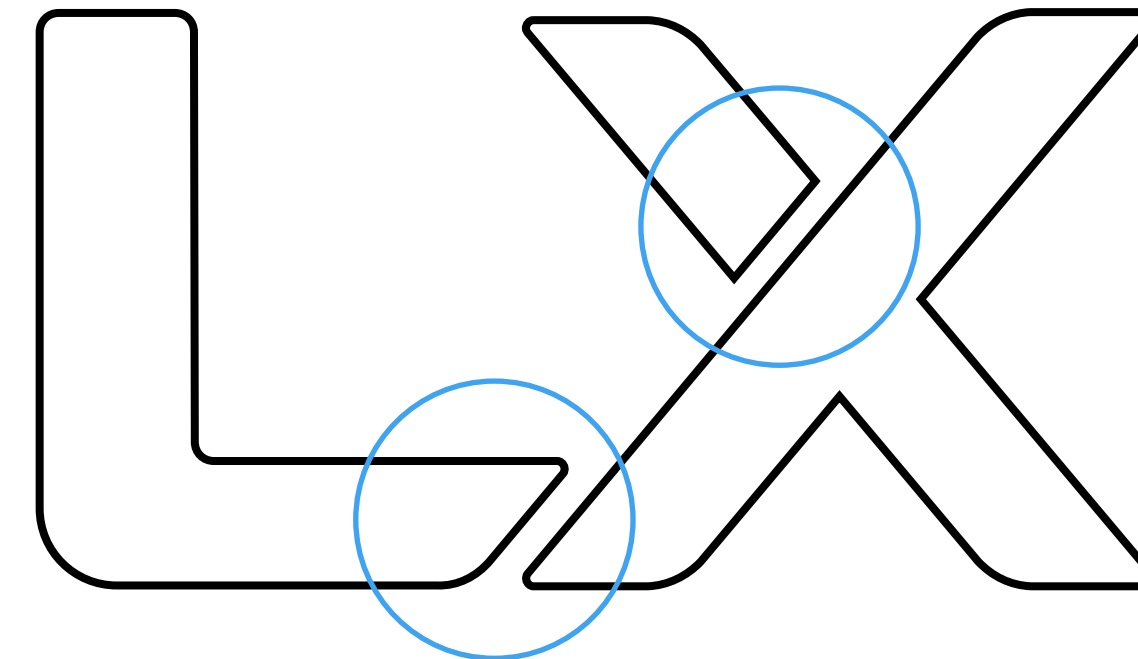
Icon analysis:

Similar to the LX Hausys brand, our icons will favor clean geometric shapes with straight lines and rounded corners. Complementary angles (e.g. $45^\circ + 45^\circ$) will add to the structured look where applicable. While sharp edges are allowed, the majority of corners and angles will be softened by rounding them.



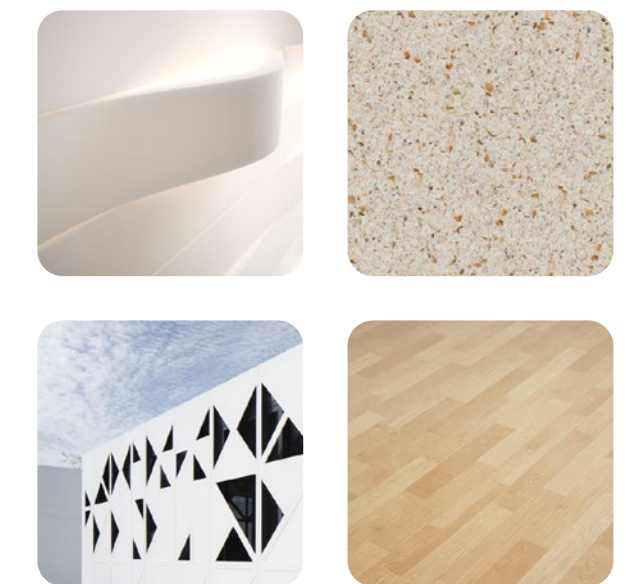
Grid:

Even though the parent LX Hausys brand uses a slightly extended grid (9 x 8), icons will be based on a 1:1 square grid, 36 x 36 px in size. A square aspect ratio acts as a symmetrical guideline and aids to create icons in both landscape and portrait format. 36 px allows for a large enough area to construct icons with adequate detail which can be scaled to any size needed.



Use of negative space:

Instead of having all strokes and shapes connected, negative space can be utilized to indicate an empty space or also depth of field where applicable. Shapes and forms do not have to be closed but instead can feature gaps to indicate shadows or highlights.



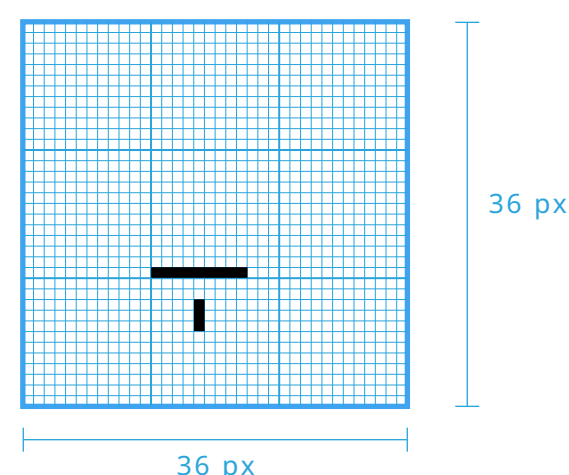
Looking at the product:

Looking at the wide range of LX Hausys products, we see various shapes and forms, such as sharp lines contrasting with soft curves and smooth edges contrasted with precise angles. Similar to this, our icons will be constructed with a combination of both curves and straight lines, corners and shapes.

Defining Design Principles

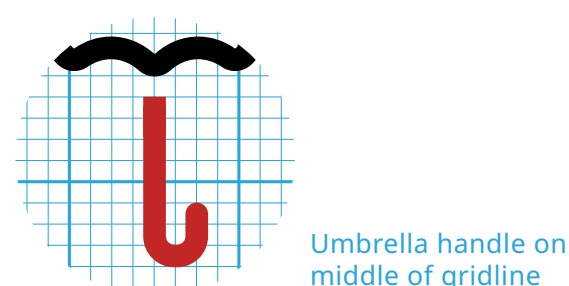
While individual LX Hausys product properties may differ, they do share some common traits that are also applied to our icons principles as well. Much like the high quality products, our icons are formed to be: geometric, structured, simplified, distilled, clear/clean, practical, and versatile.

The following page illustrates rules and guidelines to be followed when creating or editing icons for the LX Hausys brand. We look at key design principles including grid, line weight, line caps and corners, shape fills, colors and background.



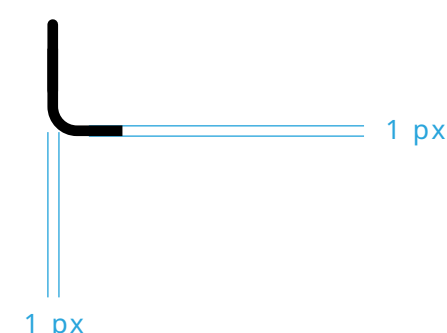
Grid layout:

All LX icons should be developed using a 1:1 square grid, with a recommended grid size of 36 x 36px. Gridlines every 12 px contain 12 sub-divisions each. The grid properties directly influence line weight.



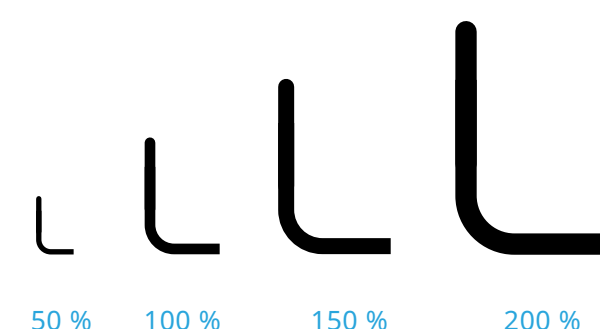
Grid Alignment:

While lines and paths should be aligned in between gridlines where possible, they can also be placed centre on a gridline in exceptions (for centered content only).



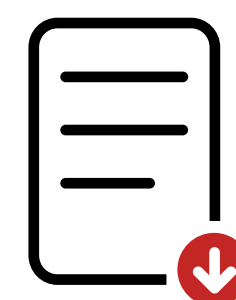
Line Weight:

The main line weight/stroke for icons constructed on a 36 x 36 px grid should be 1 square pixel. This ensures a strong and consistent look for simpler and more complex icons.



Scaling:

To retain the same consistency and look, the line weight and corners must scale proportionally with icon size.

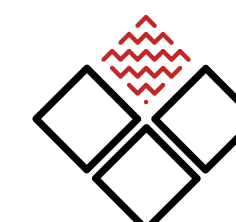


Shape Fills:

For smaller details, fill can be used instead of outlines. Example, an additional arrow button forming part of a “down-load document” icon.



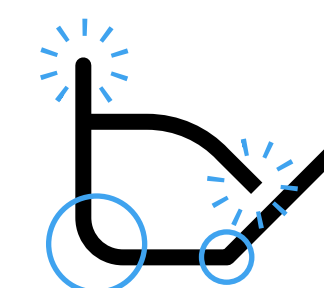
Fire Resistance icon



Tiles icon

Colors:

While icons should work as single color graphic, a second brand color can be added to emphasise or highlight a certain feature. Only use colors as outlined in the corporate guidelines selecting a relevant swatch to the umbrella brand (LX Hausys red) or sub brand. Do not mix brand with sub brand colors.



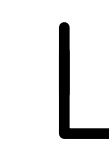
Example of round caps, butt cap, round joint and smooth corner.

Line caps and Joints

The end point of a line is known as a cap while a joint (or corner) refers to the point where two lines meet. All joints/corners are rounded, but they can be individually smoothened or sharpened, depending on usage.



Smooth joint



Sharp joint



Water Resistance icon

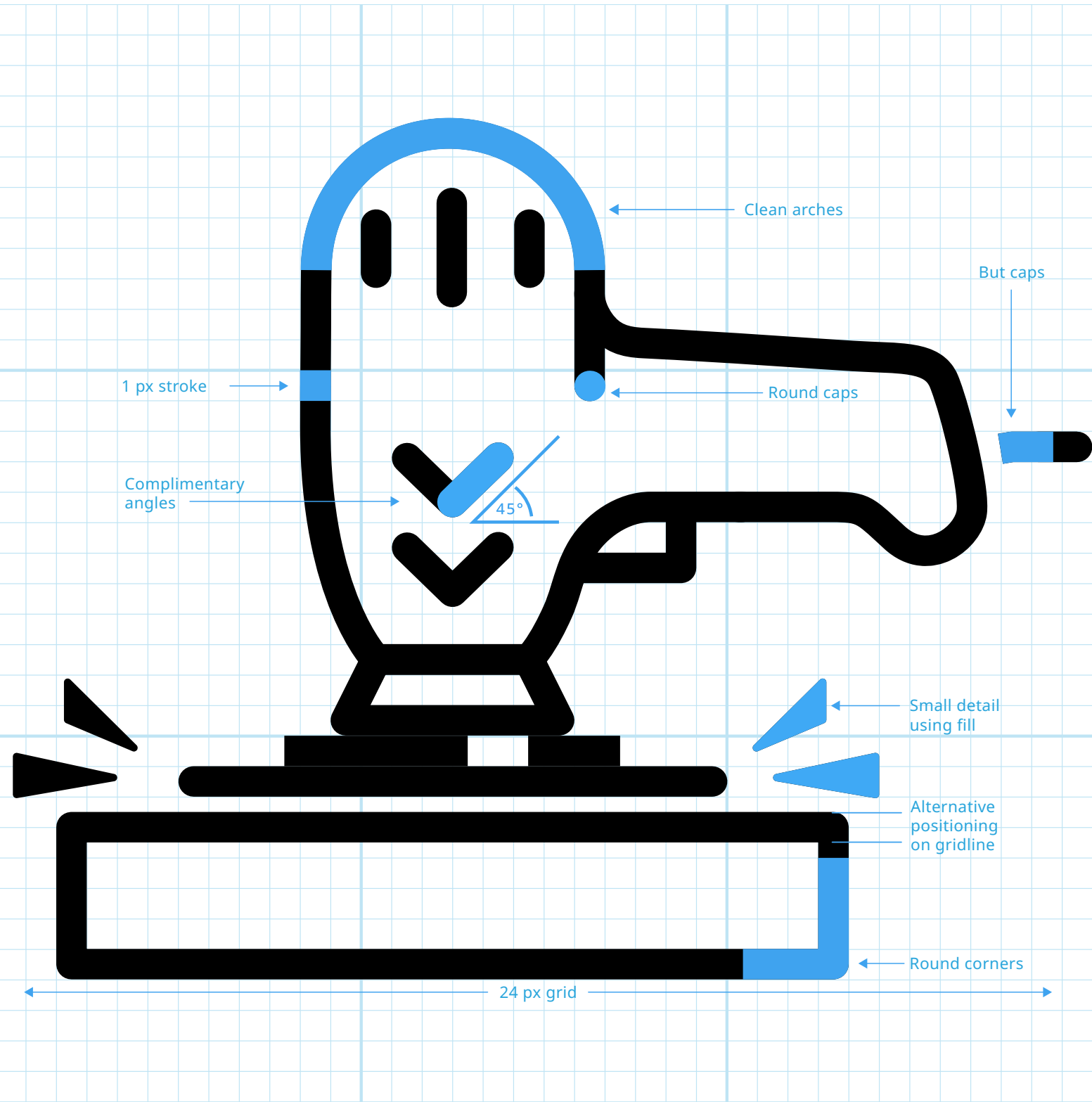
Combining line styles:

For LX Hausys icons, rounded caps are used primarily, except where depth of field or shadow is indicated. The umbrella icon for example uses a butt cap where the shadow would fall, but the end of the handle uses a round cap.

Anatomie and Categories

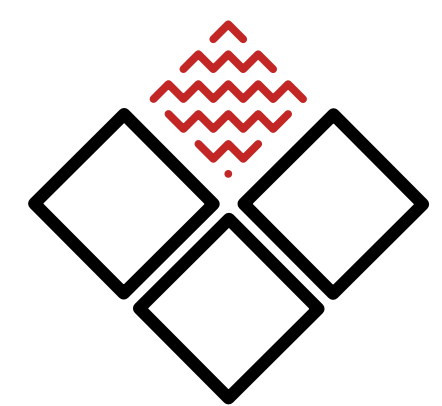
Icon Anatomy

To summarize our icon design principles, we look at the anatomy diagram which demonstrates the key points to adhere to when creating icons for the LX Hausys brand.



Icon Categories

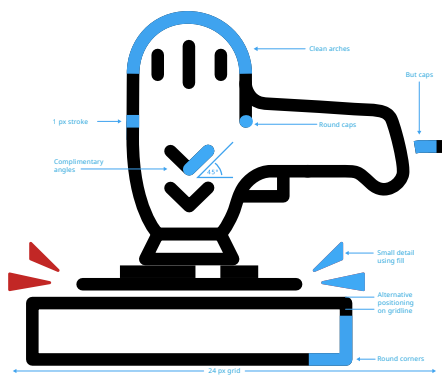
To ensure a consistent icon style is maintained throughout different LX Hausys applications, we apply the icon principles outlined on the previous page to each icon category and use these as a baseline to create new icons in future.



Icon for "Tiles"

Material Icons:

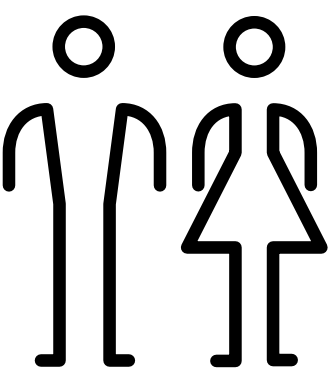
Icons consisting of various floorings, high performance materials and surface materials.



Icon for "Simple Processing"

Product specific icons:

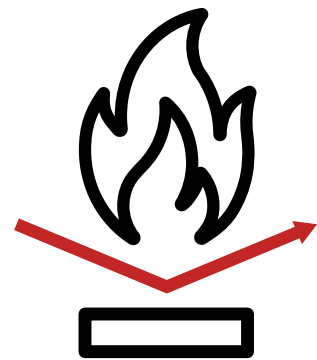
Icons that illustrate individual product applications, use and care, or specific product handling.



Icon for "Restroom"

General use icons:

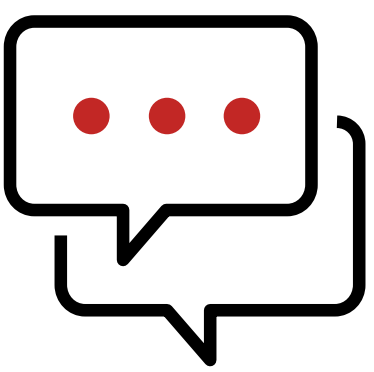
Icons for every day situations that are not specific to the LX Hausys product universe.



Icon for "Fire Resistance"

Global Icons:

Global icons have a wide range of usage and illustrate material and product properties and features



Icon for "Chat"

Action icons:

Icons that prompt user interaction, such as links on websites, buttons to open chat or help and buttons to star/favorite or rate items.



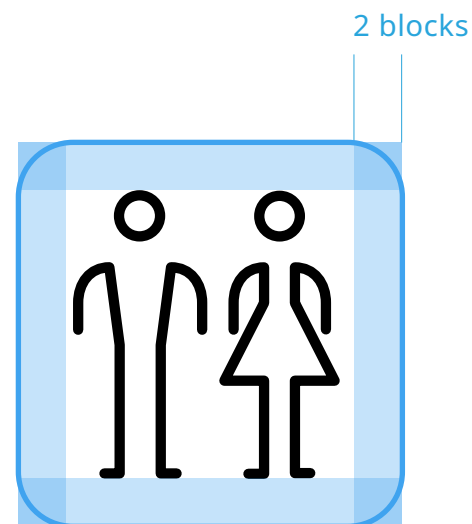
Colors to be used

CMYK: 0/0/0/100	CMYK: 21/100/80/15
PMS: Black C	PMS: 7627C
RGB: 0/0/0	RGB: 167/43/42

Platform

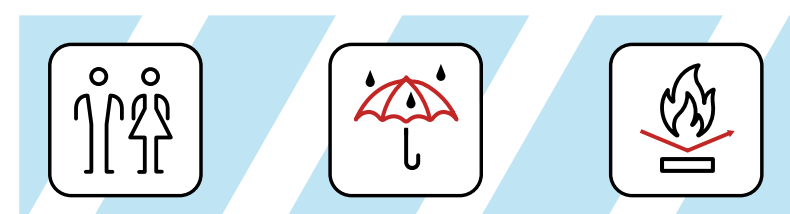
Icon Platform

If a platform or background is needed (e.g. placing on noisy background), this should be a flat square with slightly rounded corners and an outline same thickness as the icon.



Icon Platform:

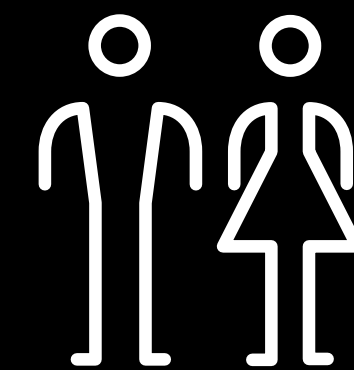
Leave at least 3 blocks (3 px) space between the boarder and the icon.



Inverted use

Inverted use

On black backgrounds and very dark backgrounds, the icons can also be used in negative in exceptional cases.



Icon "White" for "Restroom"



Icon "White" for "Chat"



Icon for "Fire Resistance"

Global Icons:

Global icons have a wide range of usage and illustrate material and product properties and features



Colors to be used

CMYK: 0/0/0/0
RGB: 255/255/255
PMS: whiteC

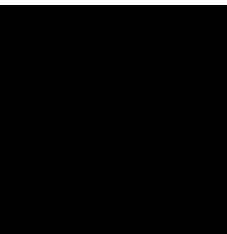
CMYK: 21/100/80/15
RGB: 167/43/42
PMS: 7627C

Individual Icons for Sub-brands

The main color black (or white for the inverted version) plus the primary color of the sub-brand are always used for the icons.

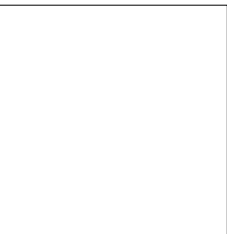
Colors to be used

Positive Use



CMYK: 0/0/0/100
RGB: 0/0/0
PMS: Black C

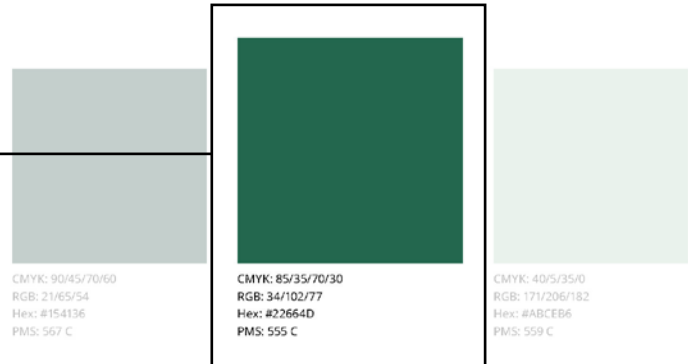
Inverted Use



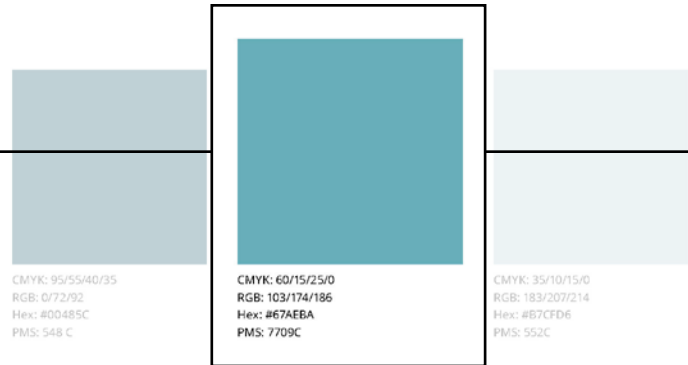
CMYK: 0/0/0/0
RGB: 255/255/255
PMS: white

Primary colors Subbrand

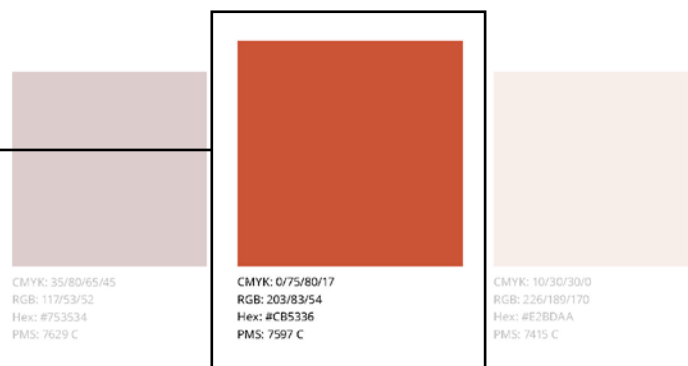
H.FLOR



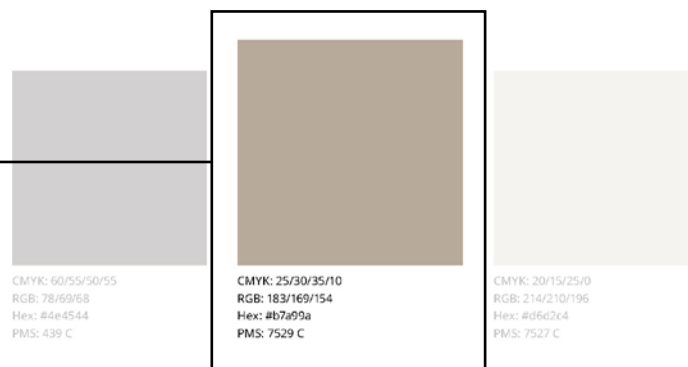
HI.MACS



TERACANTO

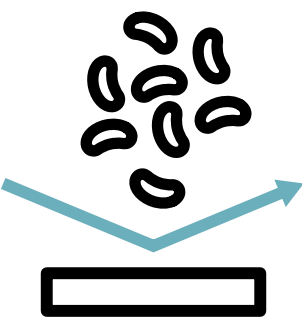


VIATERA



For example:
Material properties

HI.MACS



Resistant to Bacteria

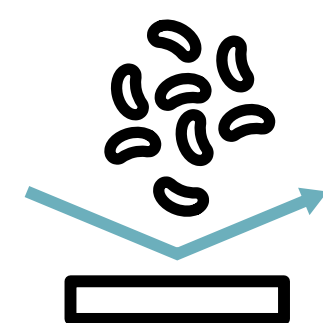


Colors to be used

CMYK: 0/0/0/100 CMYK: 60/15/25/0
RGB: 0/0/0 RGB: 103/74/186
PMS: Black C PMS: 7709C

Icons for HIMACS

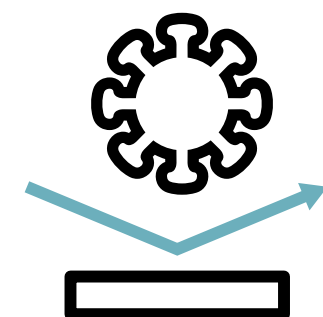
Icons Hygiene (Application examples)



Resistant to Bacteria



Resistant to Chemicals



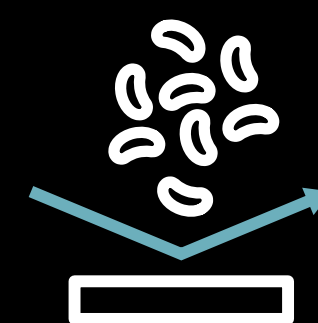
Resistant to Viruses



Colors to be used

CMYK: 0/0/0/100	CMYK: 60/15/25/0
RGB: 0/0/0	RGB: 103/74/186
PMS: Black C	PMS: 7709C

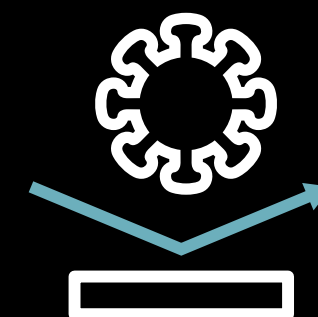
Inverted use (Application examples)



Resistant to Bacteria



Resistant to Chemicals



Resistant to Viruses

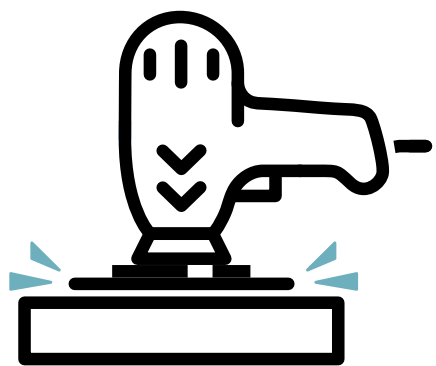


Colors to be used

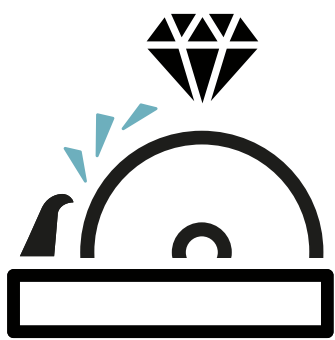
CMYK: 0/0/0/0	CMYK: 60/15/25/0
RGB: 255/255/255	RGB: 103/74/186
PMS: white	PMS: 7709C

Icons for HIMACS

Icons Fabrication
(Application examples)



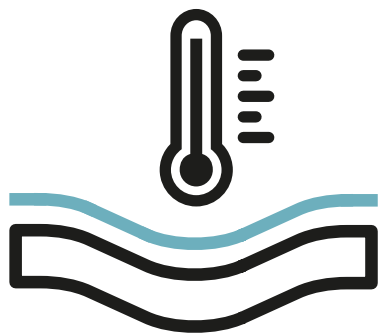
Sanding



Diamond sawing



Drilling



Thermoforming

Inverted use
(Application examples)



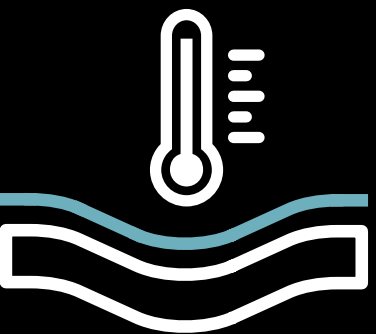
Sanding



Diamond sawing



Drilling



Thermoforming

HI.MACS

The shape of your ideas



LX Hausys

Global Marketing Department

98, Huam-ro, Jung-gu, Seoul, Korea, 04637

www.lxhausys.com