

**GAT
FRIENDS**

**Character Identity
Guidelines**

Introduction

These guidelines were created to establish and manage a consistent brand image for GAT FRIENDS, the character brand representing GAT Global.

The data included in the guidelines must be followed precisely to ensure consistency, accurate reproduction of the brand image over time, and to prevent arbitrary alterations and misuse.

In the event that new materials or poses are required, they can be created through consultation with the relevant department.

Lead Department: GAT Global, Content Strategy Planning Team

본 가이드라인은 GAT Global을 대표하는 캐릭터 브랜드 GAT FRIENDS의 일관된 브랜드 이미지를 구축하고 관리하기 위해 제작되었습니다.

본 가이드라인은 브랜드 이미지의 장기적 일관성과 정확한 구현을 보장하며, 임의 변경 및 오용 방지를 위해 반드시 준수하여야 합니다.

신규 소재나 포즈가 필요한 경우, 관련 부서와의 협의를 통해 제작할 수 있습니다.

STORY

Navigating Korea and its culture can be difficult for any foreigner, but it's especially true for G-Nu!

On his home planet, G-Nu wanted to experience a world that was completely different from his own. He packed his bags, said goodbye, and travelled the stars to find a place he could call home.

Hailing from Planet Gohyang, G-Nu arrived in Korea with bright eyes and hope in his heart. He wants to learn Korean, explore the country, and integrate fully into Korean society.

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GAT
FRIENDS

The logo consists of the words "GAT" and "FRIENDS" stacked vertically. "GAT" is in a bold, rounded, purple font. "FRIENDS" is in a similar font but with a small pink dot above the 'i'. Below the text is a thick, purple, wavy flourish that starts under the 'F' and ends under the 'S'.

Logo

1.0

1.1 Brand Logo

The character brand logo is the design for “GAT Friends”, a brand that refers to the characters representing GAT Global

It is standard to use the data in the guidelines for accurate reproduction, but in the case that it is difficult because of the medium, it can be modified after discussion with the relevant department .



1.2 Logo Clear Space

The character brand logo is the design for “GAT Friends”, a brand that refers to the characters representing GAT Global

It is standard to use the data in the guidelines for accurate reproduction, but in the case that it is difficult because of the medium, it can be modified after discussion with the relevant department .

Clear Space



Minimum Size

Print



Digital



1.3 Character Brand Logo

The character brand logo is the design for “GAT Friends”, a brand that refers to the characters representing GAT Global

It is standard to use the data in the guidelines for accurate reproduction, but in the case that it is difficult because of the medium, it can be modified after discussion with the relevant department.



1.4 Brand Logo Color

Logo colors are an important way to differentiate the characters of GAT Global so it is important to use them consistently.

The most desirable use of the background is one that uses the full color.

Full Color



Monotone Background



Grayscale



1.5 Typeface

The dedicated font is an auxiliary visual element that differentiates the characters of GAT Global. These includes titles in various forms of digital and physical media.

English - Headings + Paragraphs | Ohno Softie Variable

Light	Regular
Aa	Aa
Medium	Bold
Aa	Aa

0123456789~!@#\$%^&*()_+[];./{}:"<>?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Korean - Headings | Jua

Light

가나

0123456789~!@#\$%^&*()_+[];./{}:"<>?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Korean paragraph | Neutronic Hangeul

Light	Regular
가나	가나

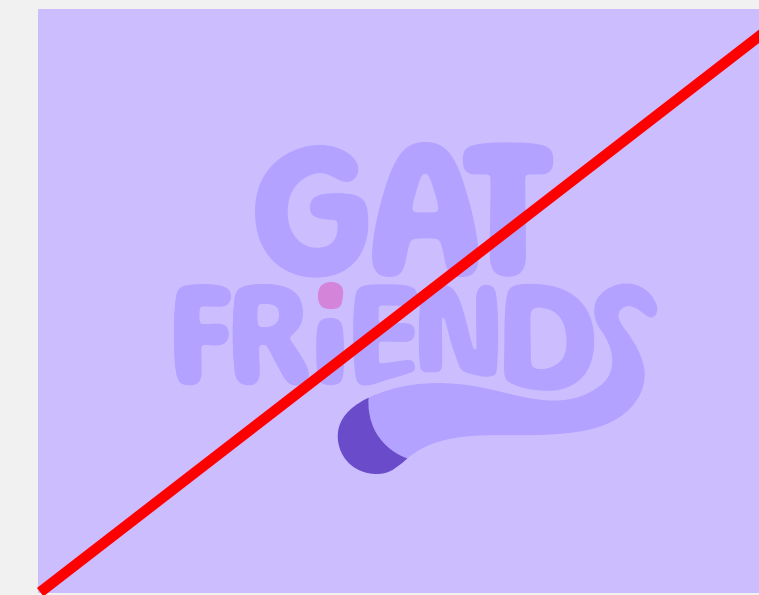
0123456789~!@#\$%^&*()_+[];./{}:"<>?
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*The appropriate thickness of the text is selected depending on the nature of the item.



1.6 Brand Logo Misuse

This section showcases prohibited usage of character brand logos and images. Take great care to prevent the misuse and distortion of the logo.



G-Nu Profile

2.0

GAT
FRIENDS

G-Nu

#INFP #Gentle #Kind

Hailing from Planet Gohyang, G-Nu arrived in Korea with bright eyes and hope in his heart. He wants to learn Korean, explore the country, and integrate fully into Korean society.

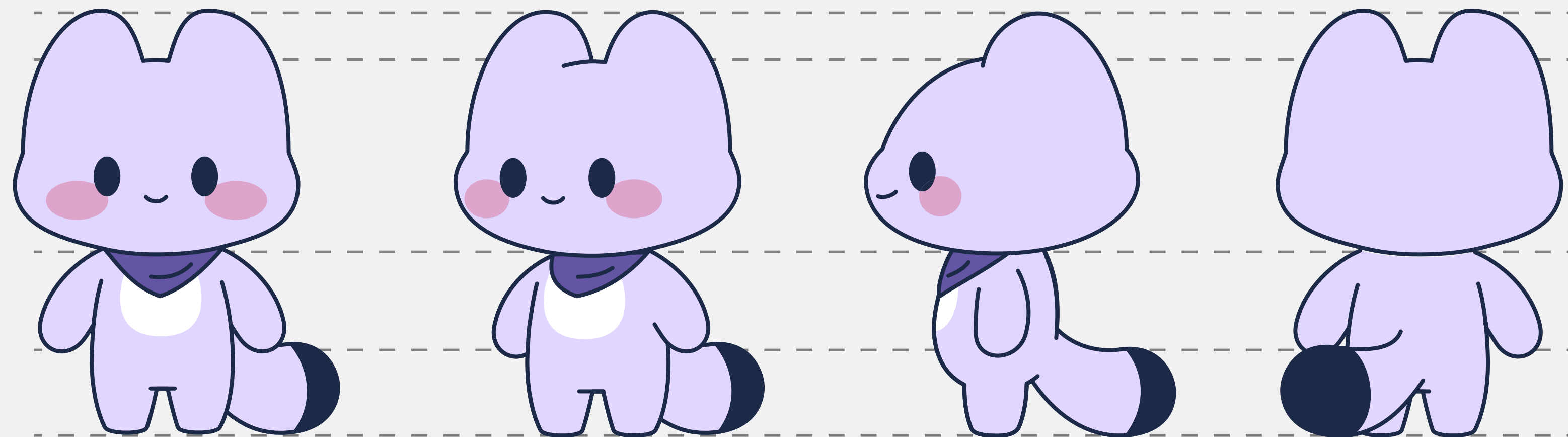
He's very kind and considerate of other people. And even though he is very new to Korea, he works very hard to fit in. He is always serious and hardworking.

G-Nu is a student, but in his downtime, he travels, makes videos, and enjoys different aspects of Korean culture, along with the cultures of others. He wants to stay in Korea long-term like his sunbae, so he is eager to learn how to get a job and handle visa issues in order to remain in Korea.



2.2 G-Nu Design

This is the basic design of G-Nu, a character representing GAT. For accurate reproduction, the data included in the guidelines must be used. If the development of new motions is required, they may be developed and used based on the basic design through consultation with the relevant lead department.



2.3 G-Nu Color

The dedicated colors are another important means of differentiating GAT Global's characters, and it is important to use them consistently and continuously.

Full Color



HEX: #e1d7ff
R:225 G:215 B:255
C:15 M:14 Y:0 K:0



HEX: #6355a4
R:99 G:85 B:164
C:67 M:63 Y:0 K:



HEX: #dea6cc
R:122 G:166 B:204
C: M: Y: K:



HEX: #1d2a47
R:29 G:42 B:71
C:100 M:94 Y:0 K:50



HEX: #ffffff
R:255 G:255 B:255
C: M: Y: K:

2.4 G-Nu Incorrect Usage

Care should be taken to avoid any distortion of the character's image due to incorrect or arbitrary modifications.

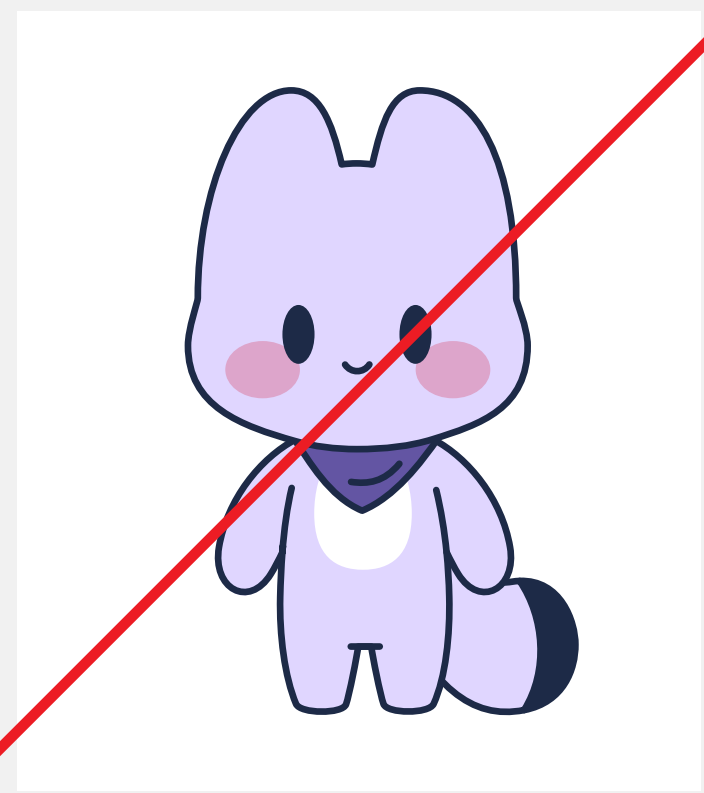
Examples of improper use, such as incorrect shapes or colors, should be shown as guidance to ensure the character is applied correctly and consistently.



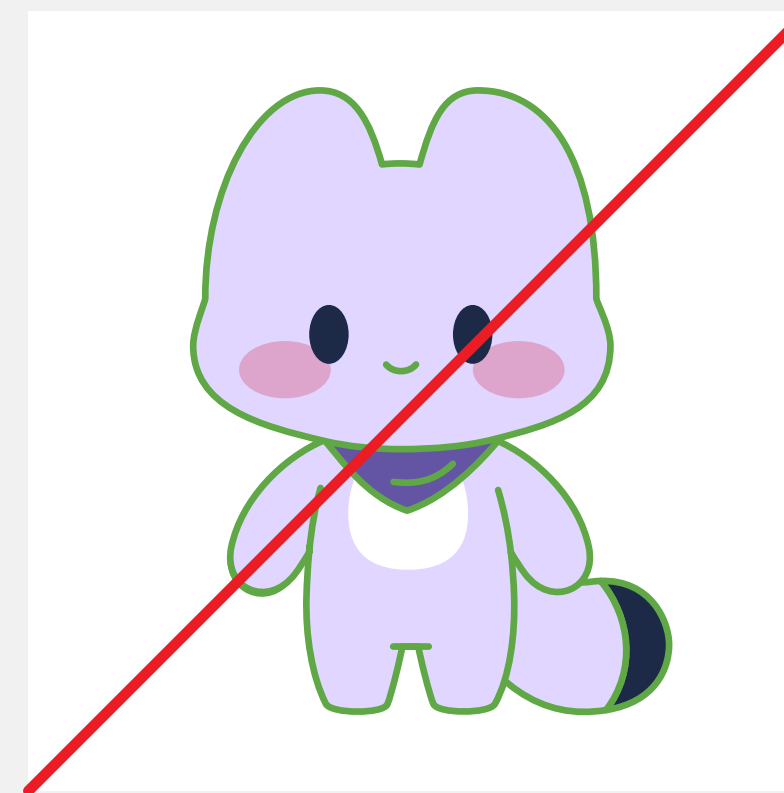
Do not arbitrarily change character's colour.



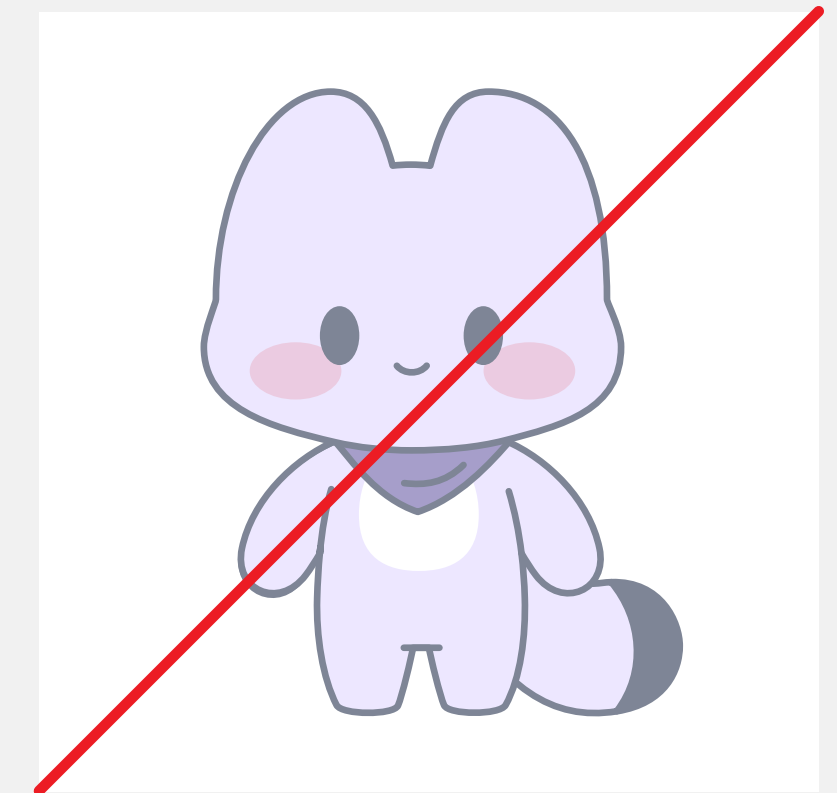
Do not change the stroke width.



Do not change the character's proportions



Do not change the character's outline color



Do not apply transparency on the character

G-Ah Profile

3.0



G-Ah

#ENFJ #Trendy #Sunbae #Insider

G-Ah is G-Nu's sunbae and works at a company. She's lived in Korea for a long time, so she knows all the latest trends and hot places.

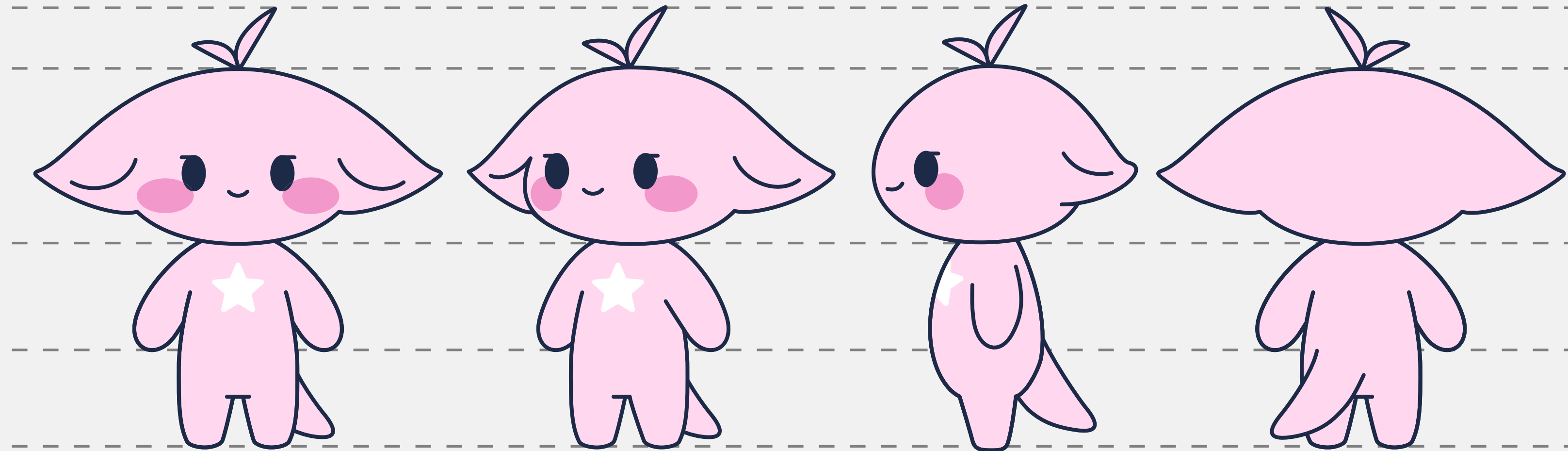
She's very good at Korean and has the highest TOPIK and KIIP levels, and has integrated well into Korean society. G-Nu looks up to her as a result.

She graduated from the same university as G-Nu, and because of that, feels some form of responsibility for him after they met at a Job Camp at the school.

She loves going to hot places and taking pictures of them on the weekends and her days off. She wishes to be a micro influencer.

3.2 G-Ah Design

This is the basic design of G-Ah, a character representing GAT. For accurate reproduction, the data included in the guidelines must be used. If the development of new motions is required, they may be developed and used based on the basic design through consultation with the relevant lead department.



3.3 G-Ah Color System

The dedicated colors are another important means of differentiating GAT Global's characters, and it is important to use them consistently and continuously.

Full Color



HEX: #ffd9f1
R:225 G:217 B:241
C:0 M:17 Y: K:0



HEX: #f499cc
R:244 G:153 B:204
C:0 M:52 Y:6 K:0



HEX: #1d2a47
R:29 G:42 B:71
C:100 M:94 Y:0 K:50

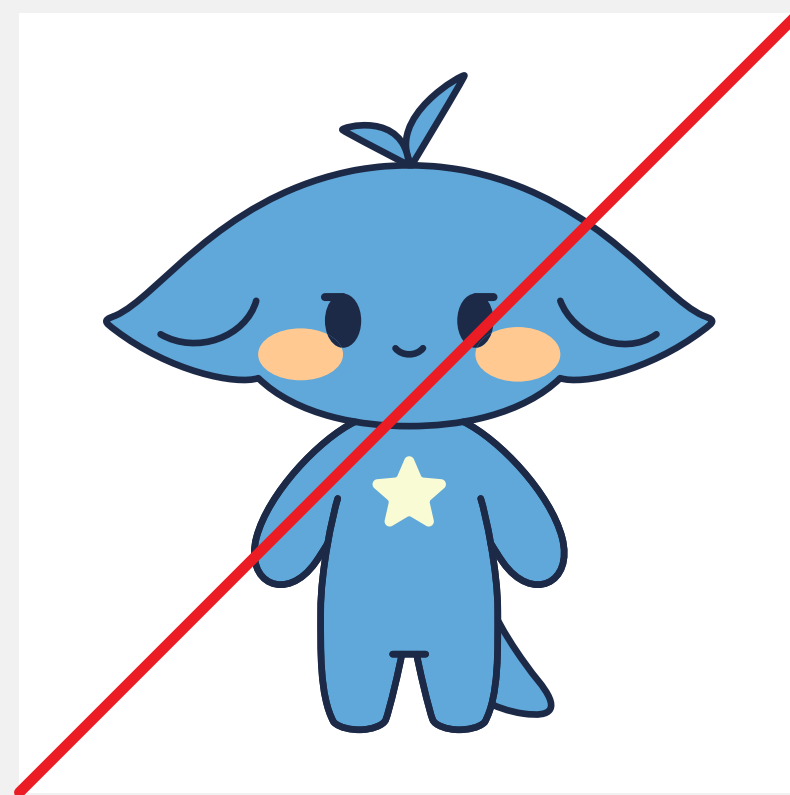


HEX: #ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

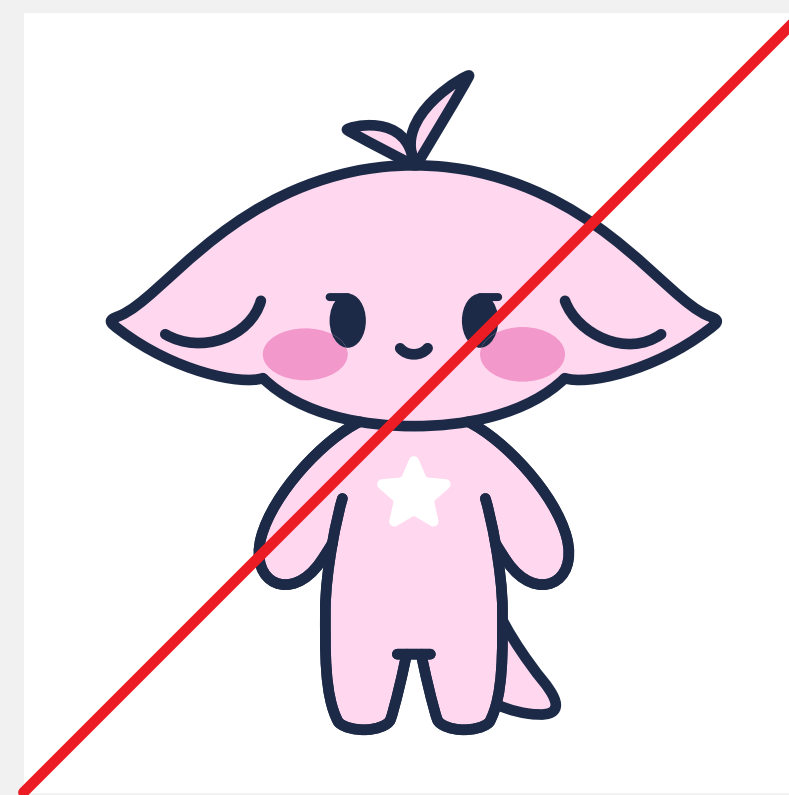
3.4 G-Ah Incorrect Usage

Care should be taken to avoid any distortion of the character's image due to incorrect or arbitrary modifications.

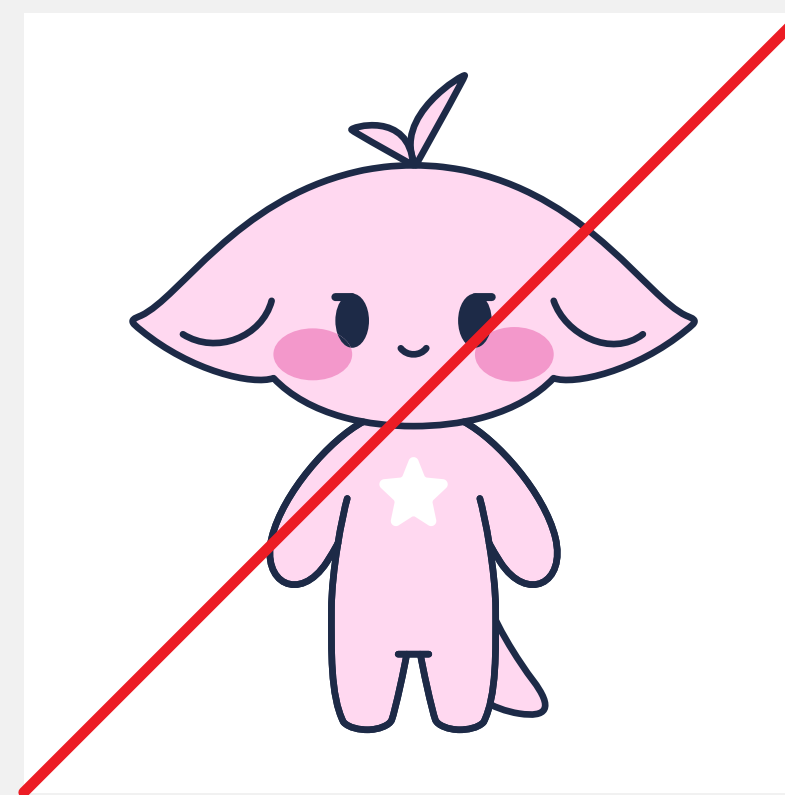
Examples of improper use, such as incorrect shapes or colors, should be shown as guidance to ensure the character is applied correctly and consistently.



Do not arbitrarily change character's colour.



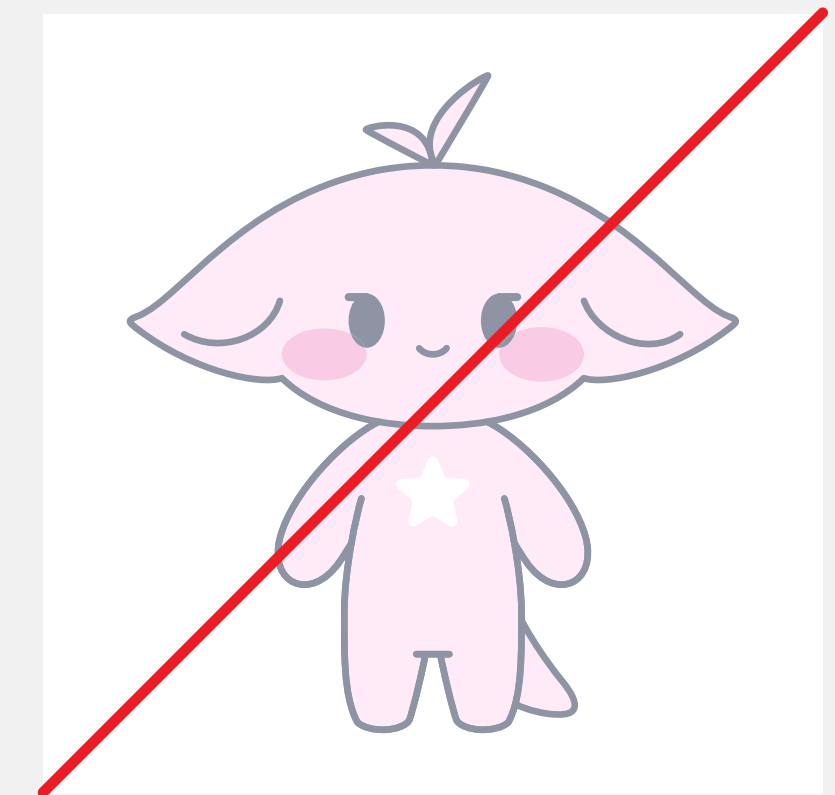
Do not change the stroke width.



Do not change the character's proportions



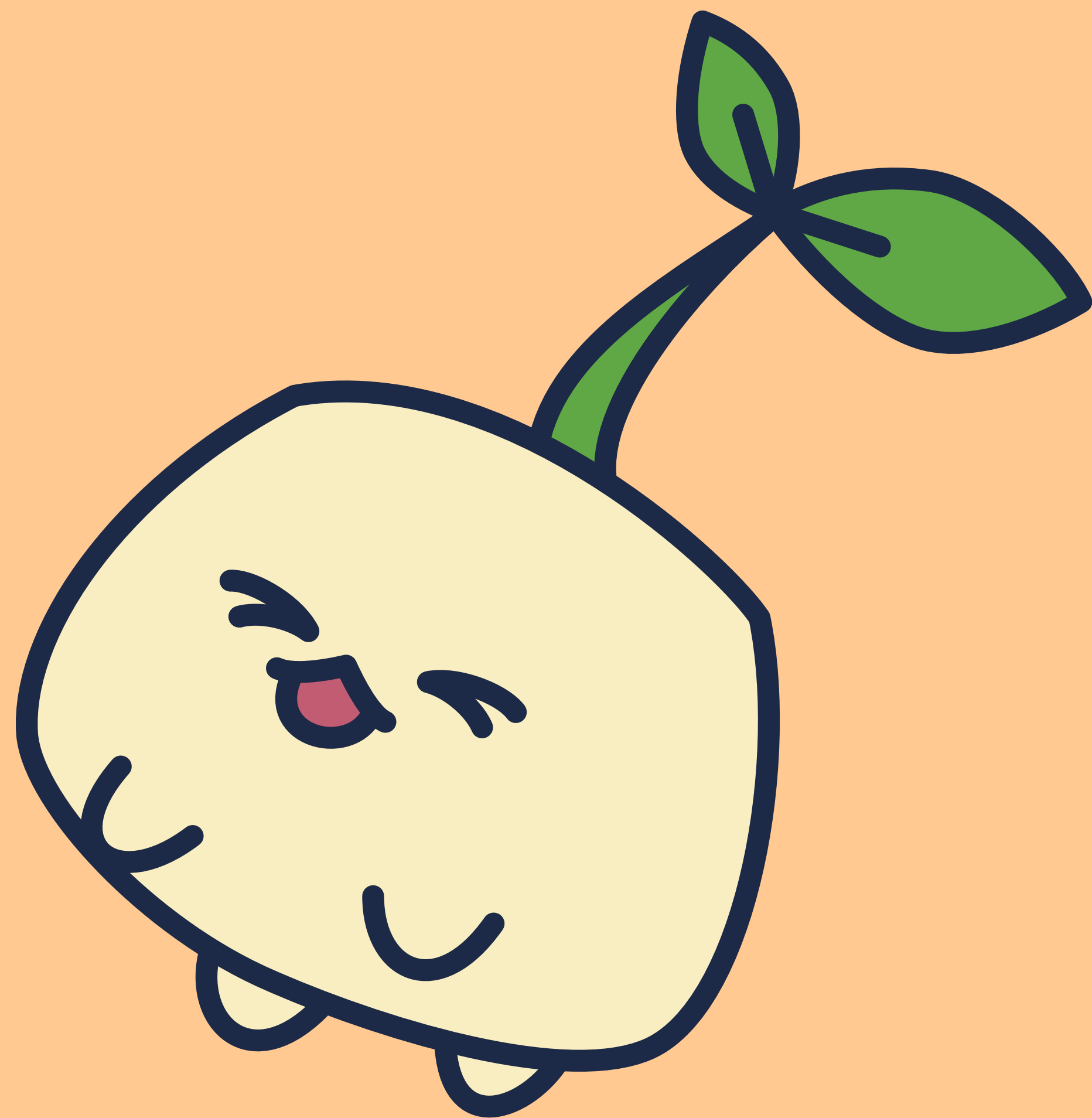
Do not change the character's outline color



Do not apply transparency on the character

Gim Profile

4.0



Gim

#GIMP #Healing #Pet

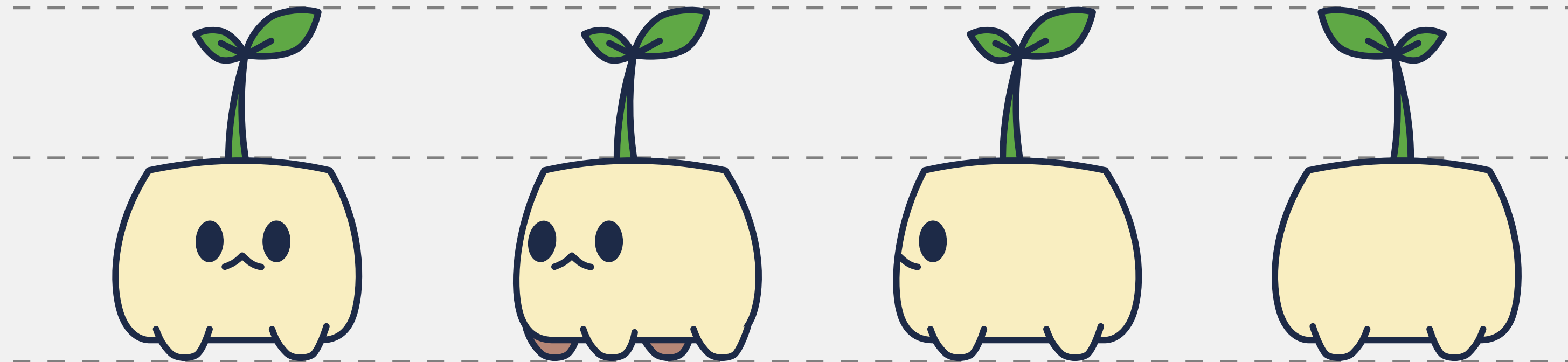
Gim, G-Nu's heart and connection to home, is G-Nu's loyal companion from Planet Gohyang. Gim comes from the Korean word "짐", which means luggage. Just as nobody truly leaves their home behind, so to G-Nu keep Gim close to him.

Despite his timidity, he's very supportive and cares a lot about G-Nu. He comforts him when he sees that he is feeling down, like a plant that heals people's hearts.

He also symbolizes the shape of G-Nu's inner world. His leaves are influenced by G-Nu's emotions—when G-Nu's is in a good mood, the leaves grow lush and full of life; when G-Nu's feels down, they wither. This shows that G-Nu's must take good care of his inner world, because when G-Nu's takes care of himself, it is reflected in the state of Gim's leaves.

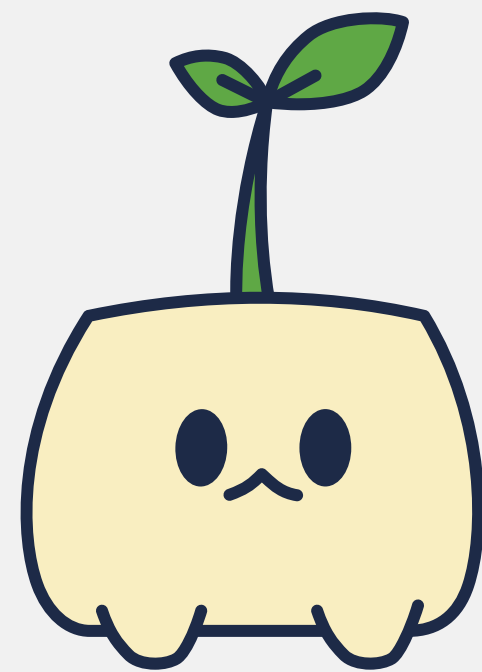
4.2 Gim Design

This is the basic design of Gim, a character representing GAT. For accurate reproduction, the data included in the guidelines must be used. If the development of new motions is required, they may be developed and used based on the basic design through consultation with the relevant lead department.



4.3 Gim Color System

The dedicated colors are another important means of differentiating GAT Global's characters, and it is important to use them consistently and continuously.



**Gim
Yellow**

HEX: #faefc2
R:250 G:239 B:194
C:0 M:7 Y:24 K:0



**Gim
Leaf**

HEX: #5fa945
R:95 G:169 B:69
C:62 M:0 Y:100 K:0



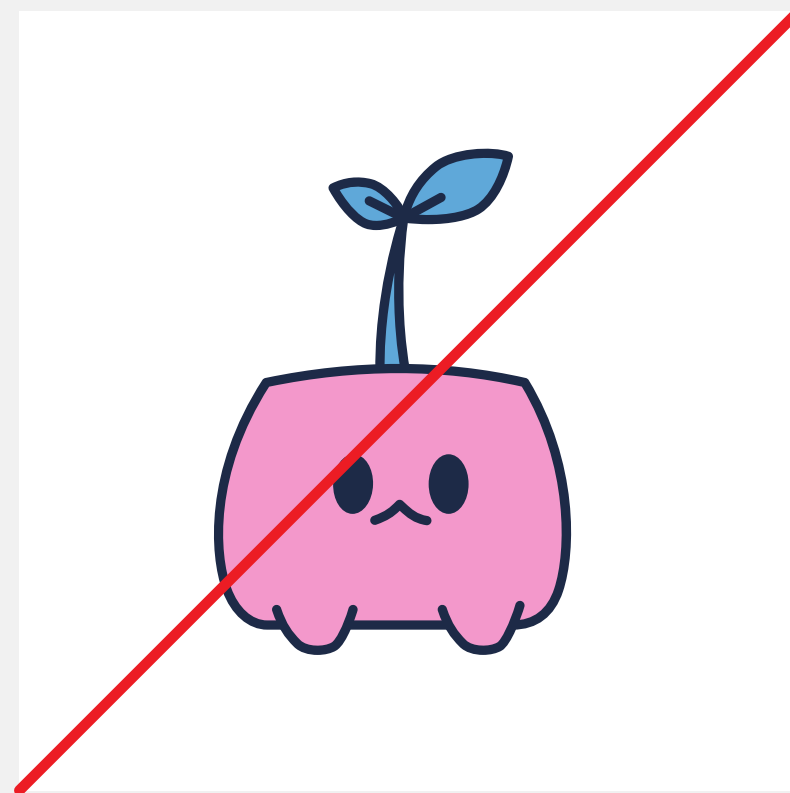
**Friends
Black**

HEX: #1d2a47
R:29 G:42 B:71
C:100 M:94 Y:0 K:50

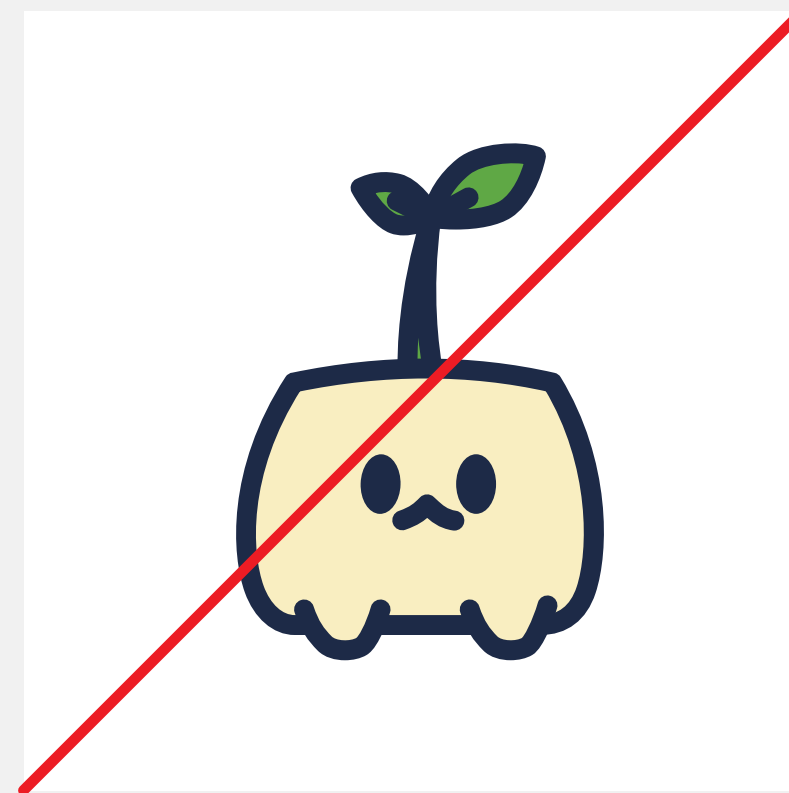
4.4 Gim Incorrect Usage

Care should be taken to avoid any distortion of the character's image due to incorrect or arbitrary modifications.

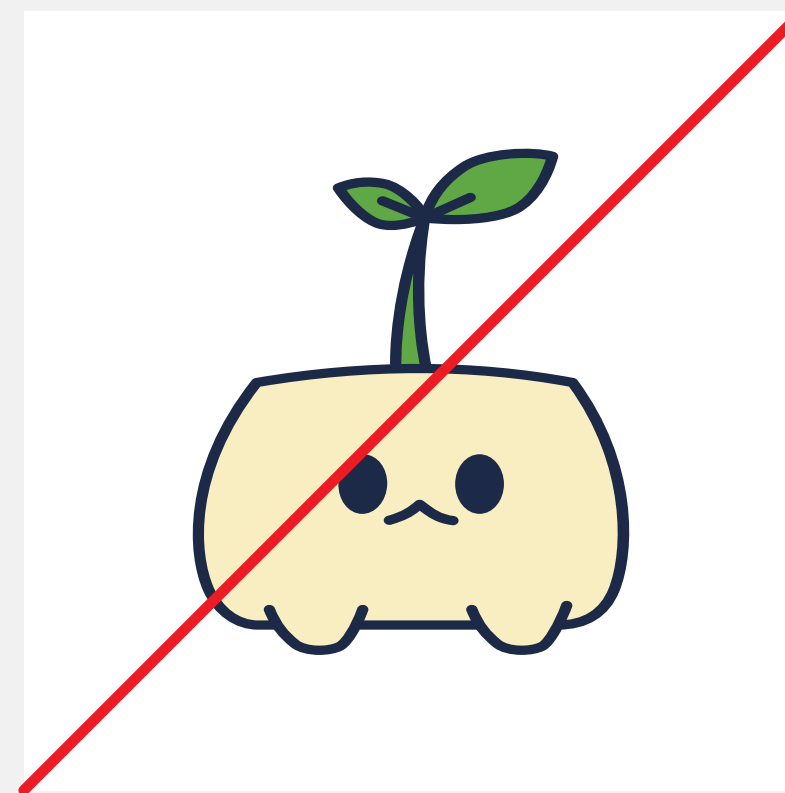
Examples of improper use, such as incorrect shapes or colors, should be shown as guidance to ensure the character is applied correctly and consistently.



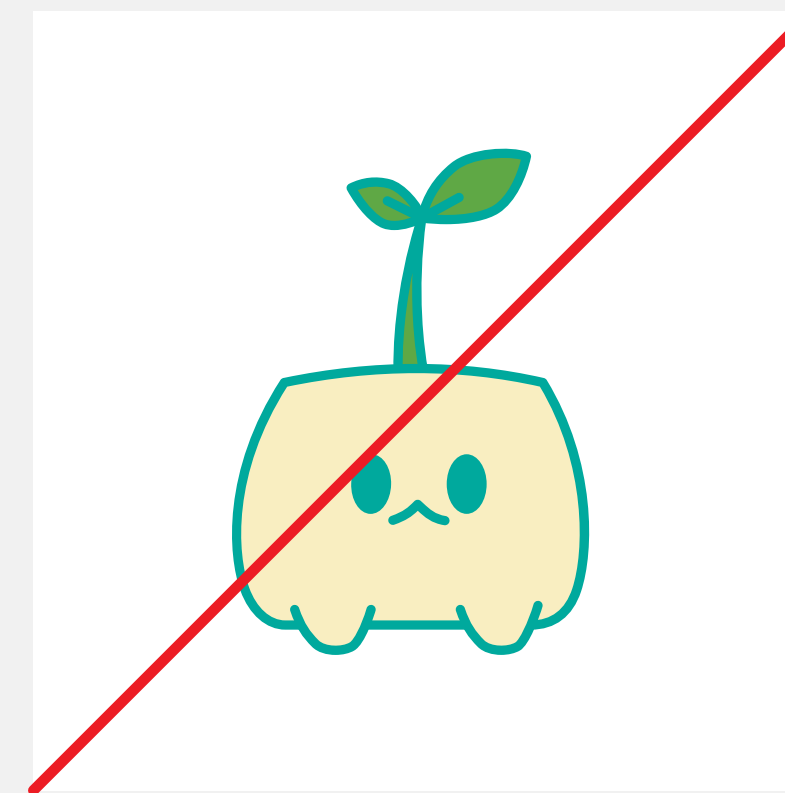
Do not arbitrarily change character's colour.



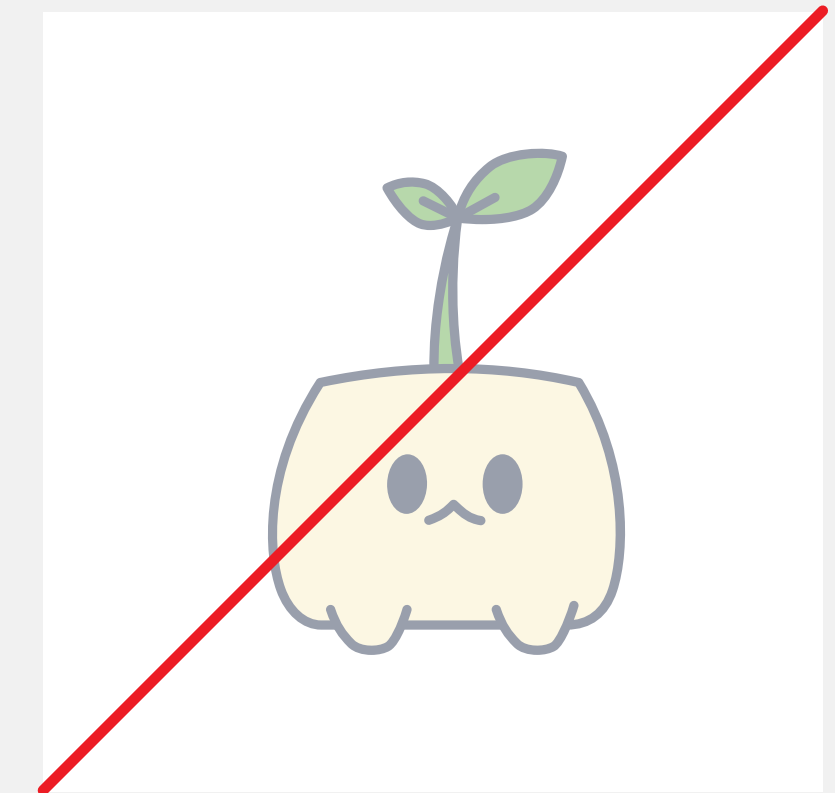
Do not change the stroke width.



Do not change the character's proportions



Do not change the character's outline color



Do not apply transparency on the character

GATi Profile

5.0

GATi

GATi is an AI that works for the telecom company and provides practical information about Korea and assistance to foreigners.

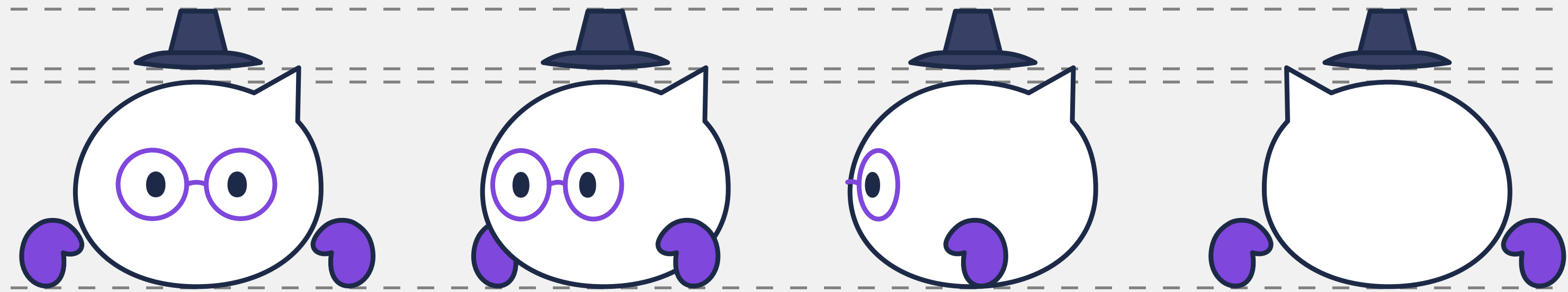
He is incredibly smart, there's nothing he doesn't know, and can speak all languages. G-Nu often goes to him if there is something he does not understand as he is incredibly mature.

He is trustworthy and has a strong sense of responsibility. He doesn't have emotions because he is close to AI, so he won't be swayed by any emotions, and therefore he always makes the most correct judgments. However, he can understand and analyze the emotions of others, allowing him to respond appropriately and communicate effectively.

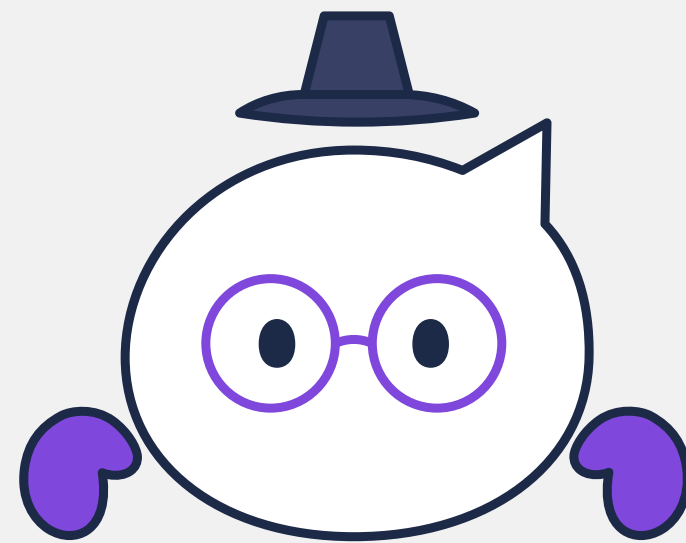


5.2 GATi Design

This is the basic design of GATi, a character representing GAT. For accurate reproduction, the data included in the guidelines must be used. If the development of new motions is required, they may be developed and used based on the basic design through consultation with the relevant lead department.



5.3 GATi Color System



The dedicated colors are another important means of differentiating GAT Global's characters, and it is important to use them consistently and continuously.



**GATi
Purple**

HEX: #7f47dd
R:127 G:71 B:221
C:62 M:74 Y:0 K:0



**GATi
Gray**

HEX: #f499cc
R:57 G:153 B:204
C:52 M:49 Y:0 K:31



**Friends
Black**

HEX: #1d2a47
R:29 G:42 B:71
C:100 M:94 Y:0 K:50



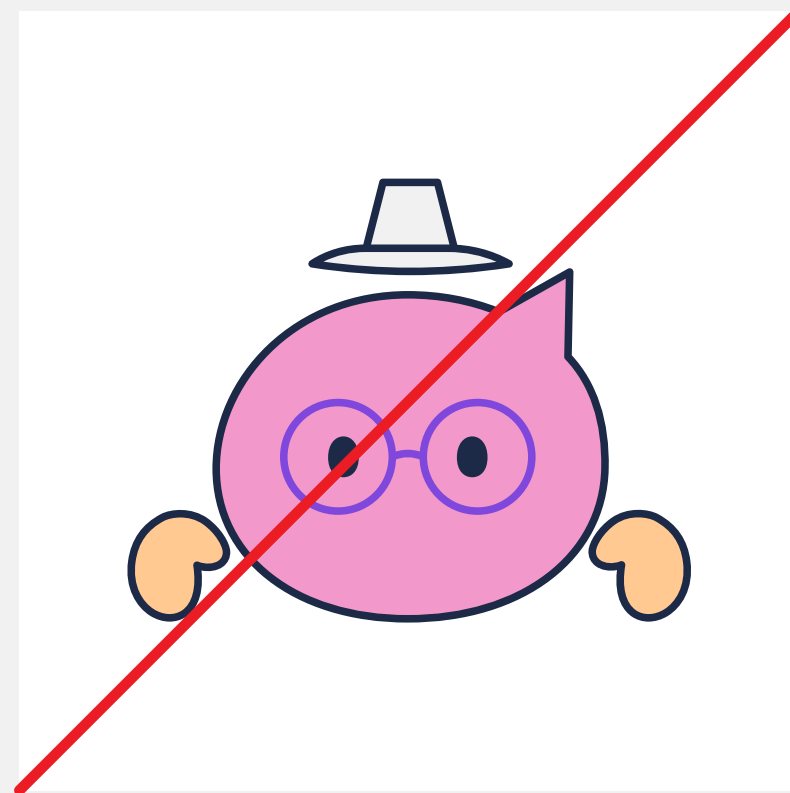
**Friends
White**

HEX: #ffffff
R:255 G:255 B:255
C: M: Y: K:

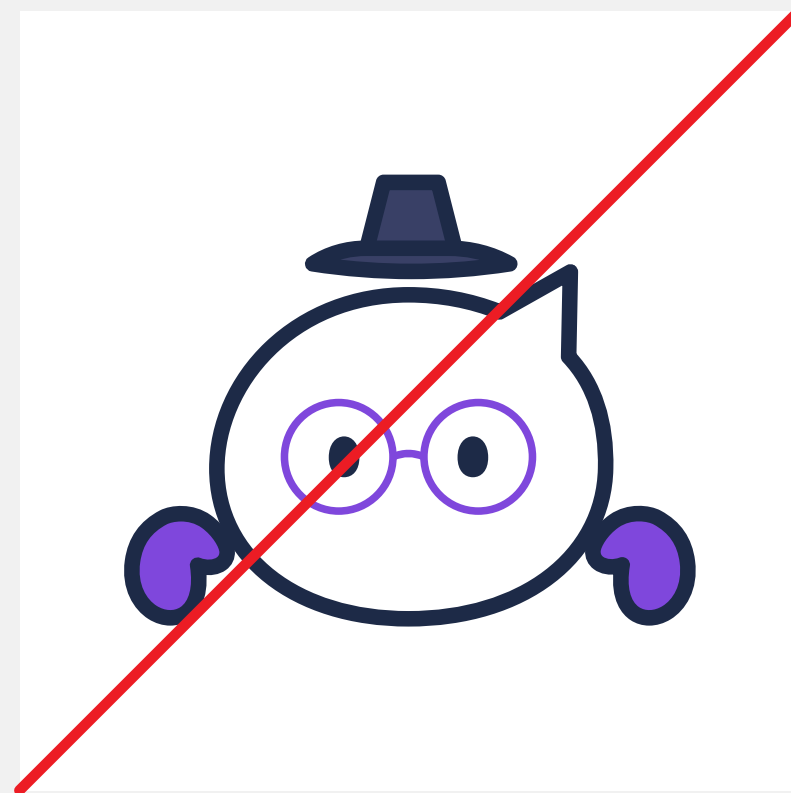
5.4 GATi Incorrect Usage

Care should be taken to avoid any distortion of the character's image due to incorrect or arbitrary modifications.

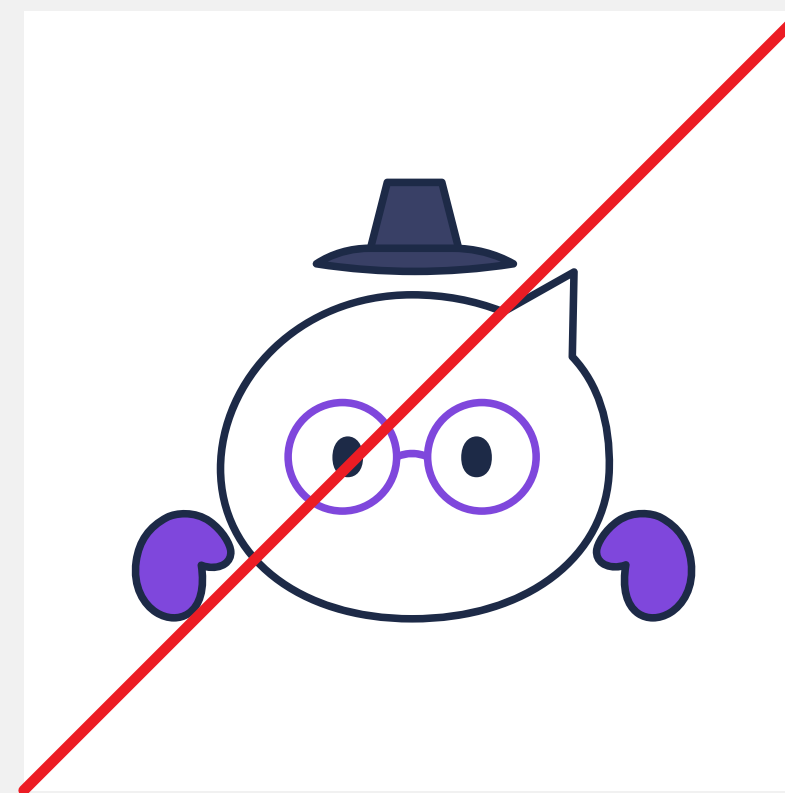
Examples of improper use, such as incorrect shapes or colors, should be shown as guidance to ensure the character is applied correctly and consistently.



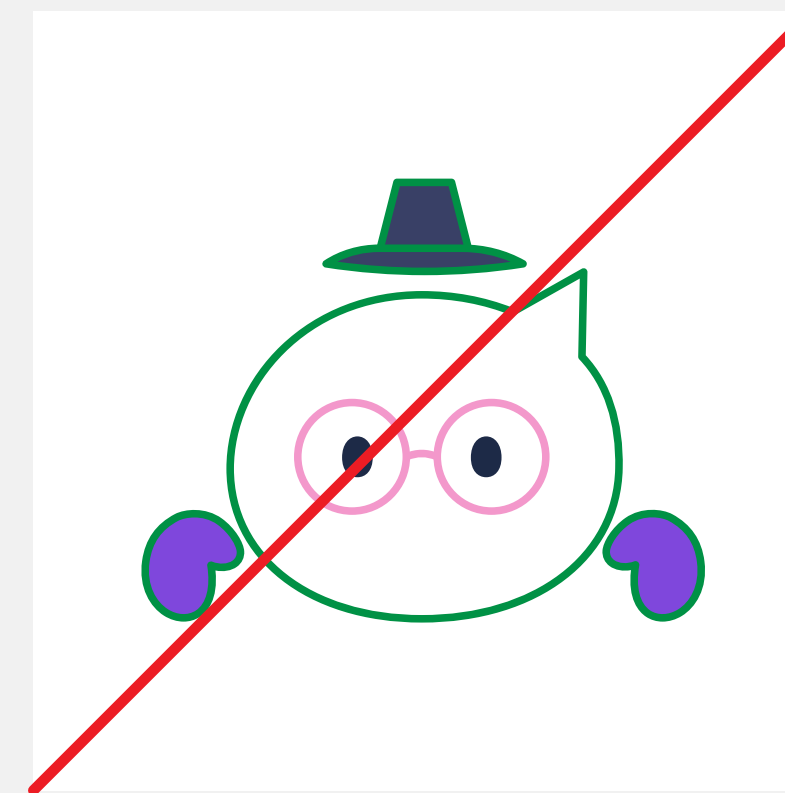
Do not arbitrarily change character's colour.



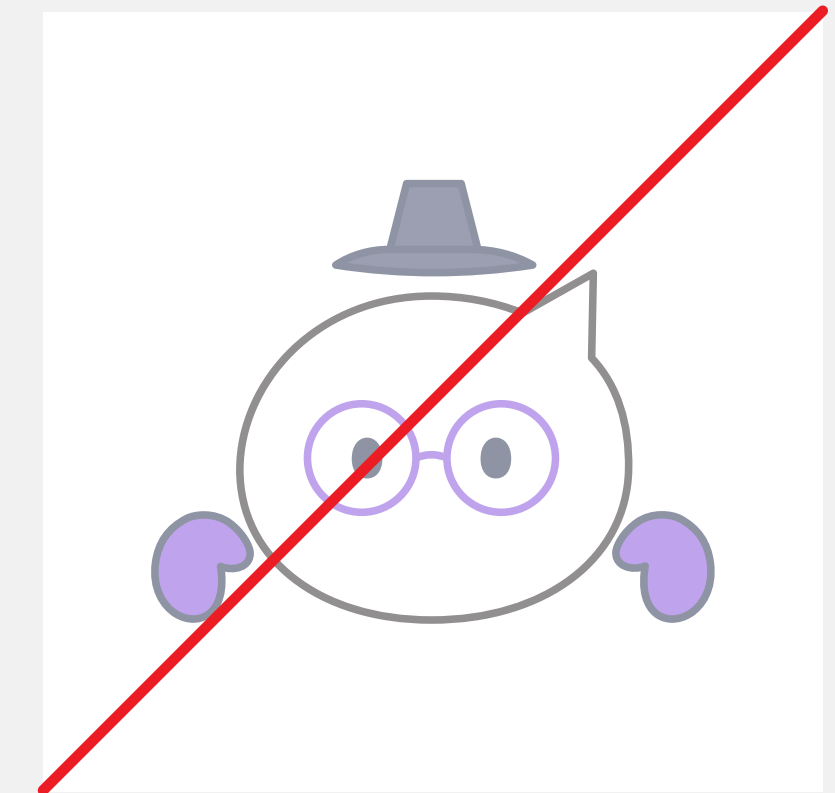
Do not change the stroke width.



Do not change the character's proportions



Do not change the character's outline color



Do not apply transparency on the character

6.0 Character Motion

수고하셨습니다!



생일 축하합니다!!



확인했습니다!



하트



좋아요!



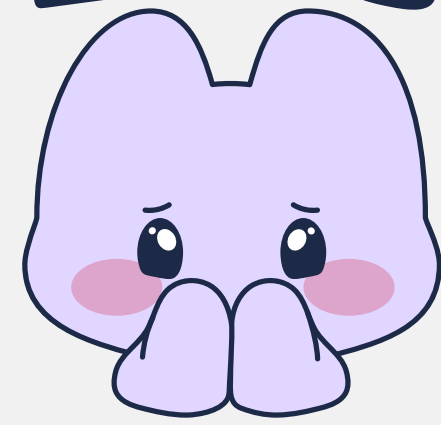
죄송합니다...



감사합니다!



감 앓



(난감)



안녕하세요!



찾고 있어요...



다시 만나요!



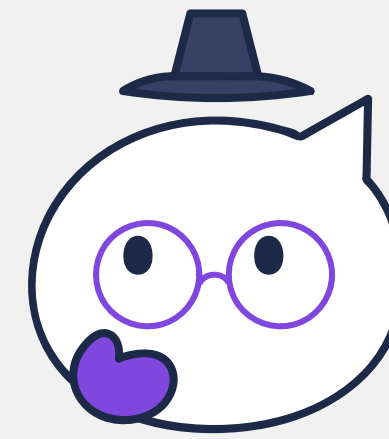
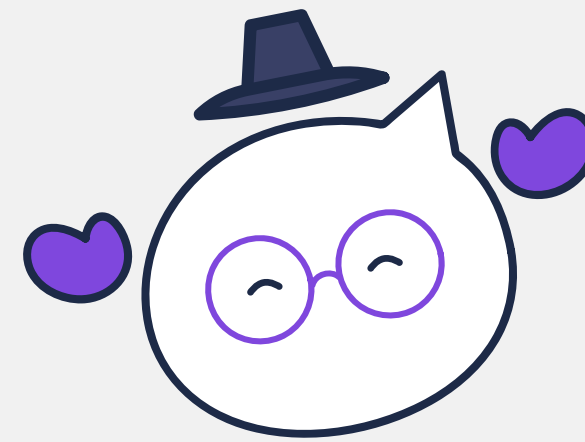
잠시만요...!



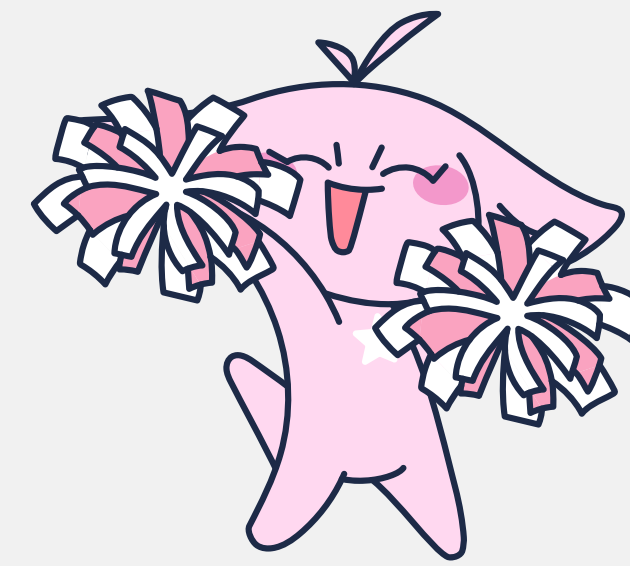
배달 중



6.0 Character Motion



6.0 Character Motion



6.0 Character Motion

