TYPEFACE GUIDE

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HS HYOSUNG Typeface Guide

ABOUT

The HS HYOSUNG typeface is a geometric sans-serif built on circles and straight lines.

Its uniform strokes express a pioneering spirit and stability, its balanced proportions convey trust, and its softly rounded corners add a sense of approachability.

Light

Creating Value Together

Embracing people, growing together,
and enriching life for all.
1234567890~!@#$%^&*()_+

Medium

Creating Value Together

Embracing people, growing together,
and enriching life for all.
1234567890~!@#$%^&*()_+

Bold

Creating Value Together

**Embracing people, growing together,
and enriching life for all.
1234567890~!@#$%^&*()_+**

TERMS OF USE

01

Rights and Provision

All intellectual property rights to the HS HYOSUNG typeface (Light, Medium, Bold) belong to HS HYOSUNG Co., Ltd. Individuals and businesses may use the typeface free of charge for both commercial and non-commercial purposes.

02

Recommended Use

We recommend using the typeface in its original form. Where modification is necessary, please ensure that its design characteristics are preserved. When using the typeface on products, we would appreciate it if you include a typeface credit.

Credit Example | This content uses the HS HYOSUNG typeface by HS HYOSUNG Co., Ltd.

03

Restrictions

Font files (TTF, OTF, WOFF, WOFF2), whether original or modified, may not be sold, and modified versions may not be redistributed under a different name. The typeface may not be used to create logos (CI/BI) or be registered as a trademark. It may not be used in harmful content, including gambling, obscene material, or the promotion of illegal activities.

04

Prior Consultation and Inquiries

Embedding font files in software such as mobile apps, devices, or games requires prior consultation. For inquiries regarding the scope of use, please contact us below.

Contact | ham59@hshyosung.com

USAGE SCOPE

Permitted

No approval required

Print & Publishing

Business cards, brochures, posters, signage, banners, etc.

Advertising

Online and offline ads, social media content, etc.

Products

Packaging, wrapping materials, etc.

Video

Subtitles, educational and lecture content, etc.

Web Fonts & Documents

Website display, documents, presentations, etc.

Requires Consultation

Available upon agreement

Software Embedding

Embedding font files in mobile apps, devices, games, etc.

Prohibited

Restricted in all cases

Font Sales & Redistribution

Selling font files or redistributing modified versions under another name

Logos & Trademarks

Creating CI/BI such as company names, brand names, logos, or marks, and registering trademarks

Harmful Content

Gambling, obscene material, promotion of illegal activities, etc.