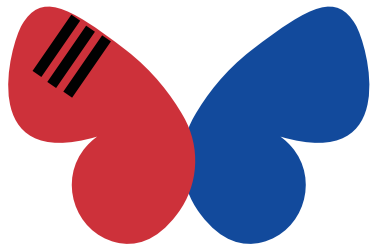


NABI

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BRAND GUIDE

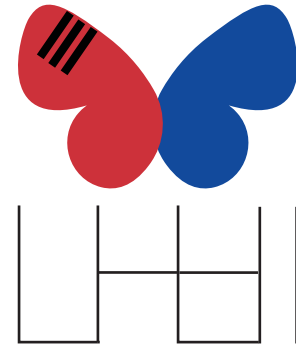


## MISSION STATEMENT

Nabi Publishing is dedicated to bridging cultures through the art of translation. Specializing in English and Korean, we transform literary works, academic papers, and creative content to make them accessible across languages. Our mission is to ensure that stories and knowledge, like a butterfly in metamorphosis, transcend borders, allowing voices to be heard and appreciated around the world.

Just as a butterfly symbolizes growth and change, we strive to give each piece of writing the wings to reach new audiences. Through our commitment to quality translation, we connect readers and writers from different cultures, fostering understanding and collaboration.

## ABOUT THE LOGO

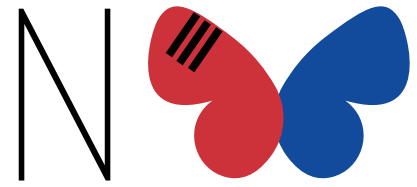


The Nabi Publishing logo embodies our mission of cultural and linguistic transformation. The butterfly, or “nabi” in Korean, symbolizes metamorphosis, representing how we give written works wings to reach new audiences. Its red and blue wings reflect the colors of the Korean flag, signifying the harmony between the two cultures we bridge.

The three black lines on the top left wing mirror the trigram for “sky” from the Korean flag, representing limitless potential and the expansive reach of translated works. This aligns with our goal of breaking language barriers and connecting readers across borders.

Our logo comes in two forms: one with “Nabi” in English and the other in Hangeul (나비), pronounced as /nabi/, reflecting our commitment to both languages. Together, these elements emphasize our dedication to fostering understanding and collaboration between cultures.

# Brand Specifications



## Color Scheme



#231f20



#cd313a



#124a9c

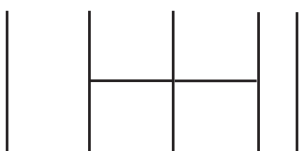
## Typography

### MONTERRAT EXTRALIGHT

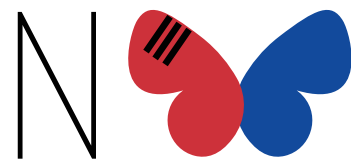
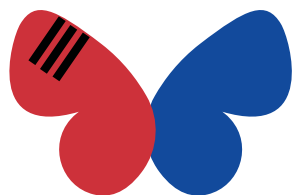
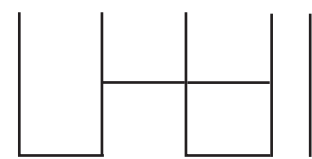
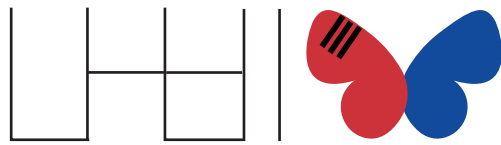
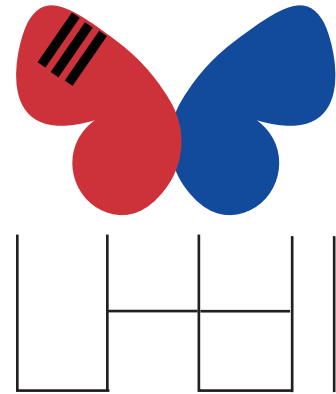
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abcdefghijklmnopqrstuvwxyz

### HANDWRITTEN HANGUL



# LOGO VARIATIONS



## LOGO IN USE

