

KU BUDDY Usage Guide

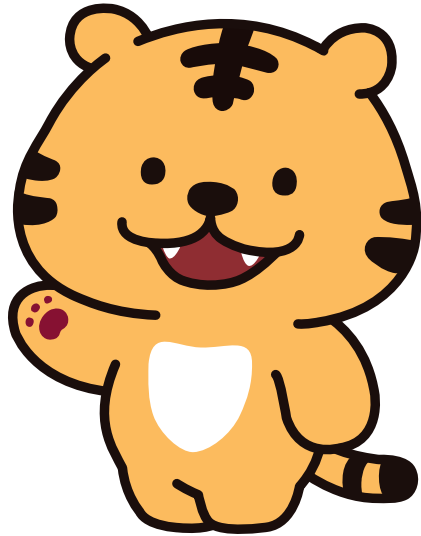
- Usage Rules
- Main Characters
- Secondary Characters
- KU BUDDY Standard
- Dos & Don'ts of Character Use

Usage Rules

The KU BUDDY Character Guide consists of the regulations surrounding the employment of these characters in various media.

1. The KU BUDDY characters are the property of Korea University. Their copyrights and trademarks belong to KU and are protected under the relevant laws.
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4. For more information, contact the Communications Team (02-3290-1061).

About the Characters



HOI

STORY

HOI was born deep inside the valley where Anam Village was located. This spiritual being appears wherever and whenever there is need. HOI always has a cheerful smile as well as a youthful heart that never tolerates injustice.

COLOR



CMYK

#FBBF58

C0 M29 Y72 K0



CMYK

#8B162D

C28 M100 Y70 K34



CMYK

#952D2D

C27 M90 Y77 K28

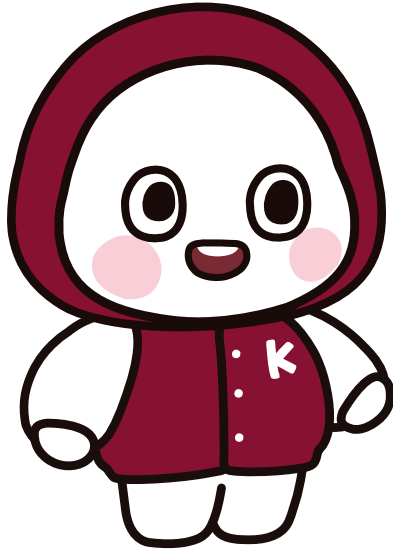


CMYK

#251A15

C61 M67 Y64 K84

About the Characters



KUI

STORY

KUI has entered the KU of its dreams, but struggles with difficulties in the real world and sometimes loses its grip. KUI has a curious personality and a pure heart, and always smiles brightly even when being nagged by someone. KUI hates taking off its hoodie.

COLOR



CMYK

#8B162D

C28 M100 Y70 K34



CMYK

#FFFFFF

K0



CMYK

#FAD6DF

C0 M23 Y5 K0

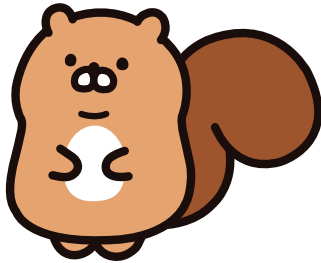


CMYK

#251A15

C61 M67 Y64 K84

About the Characters



DARO

STORY

DARO is living in hiding somewhere on Squirrel Trail. In fact, DARO is a god from Mt. Gaeun, but as it is shy, it is at a loss when it meets students. However, when they make eye contact with DARO and make a wish, it eventually grants their wish as it has a good heart.

COLOR



CMYK

#E8A96F

C8 M39 Y60 K1



CMYK

#FFFFFF

K0



CMYK

#A45224

C26 M71 Y91 K21

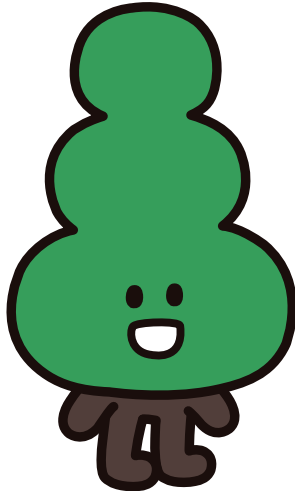


CMYK

#251A15

C61 M67 Y64 K84

About the Characters



MUMU

STORY

MUMU is a pine tree that bears green pine nut cones. MUMU itself has the form of a cone, and possesses a mysterious substance that helps relieve stress, which makes MUMU KUI's best friend.

COLOR



CMYK

#359850

C78 M14 Y85 K2



CMYK

#FFFFFF

K0



CMYK

#5C463E

C46 M57 Y56 K55

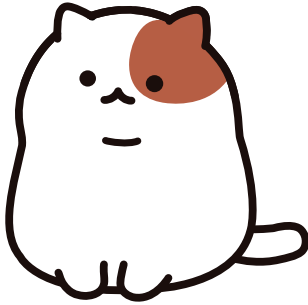


CMYK

#251A15

C61 M67 Y64 K84

About the Characters



GOGO

STORY

GOGO is the real owner of the campus who roams around its domain. GOGO always has a plump shape, as it enjoys eating well and playing, escorted by several butlers.

COLOR



CMYK

#FFFFFF
K0



CMYK

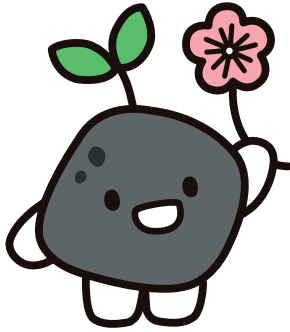
#251A15
C61 M67 Y64 K84



CMYK

#BB5B3D
C21 M71 Y77 K11

About the Characters









ANAM

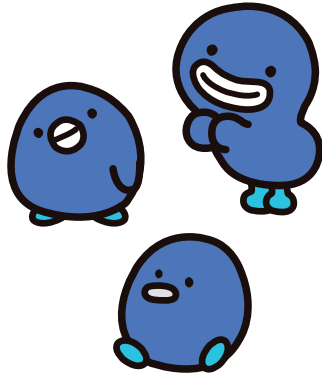
STORY

When HOI was born in Anam Village, ANAM became HOI's first friend. ANAM, a giant granite rock that was born 200 million years ago, has made itself small so that it can hang out with its friends. ANAM often gives its favorite plum blossom to its friends.

COLOR

	CMYK	#666A6B C57 M44 Y44 K30		CMYK	#FFFFFF K0
	CMYK	#323537 C72 M60 Y55 K63		CMYK	#251A15 C61 M67 Y64 K84
	CMYK	#62B560 C65 M0 Y77 K0		CMYK	#F5ADB9 C0 M43 Y15 K0

About the Characters



PUR,PAR,PER

STORY

PUR,PAR,PER are three blue baby birds who follow HOI out of respect and admiration. Because their wings have not yet fully developed, they practice flying every day, while looking forward to being able to fly someday.

COLOR



CMYK

#5072B7

C75 M53 Y0 K0



CMYK

#FFFFFF

K0



CMYK

#38BDDF

C67 M0 Y11 K0



CMYK

#251A15

C61 M67 Y64 K84

About the Characters








CHAMI & SARI

STORY

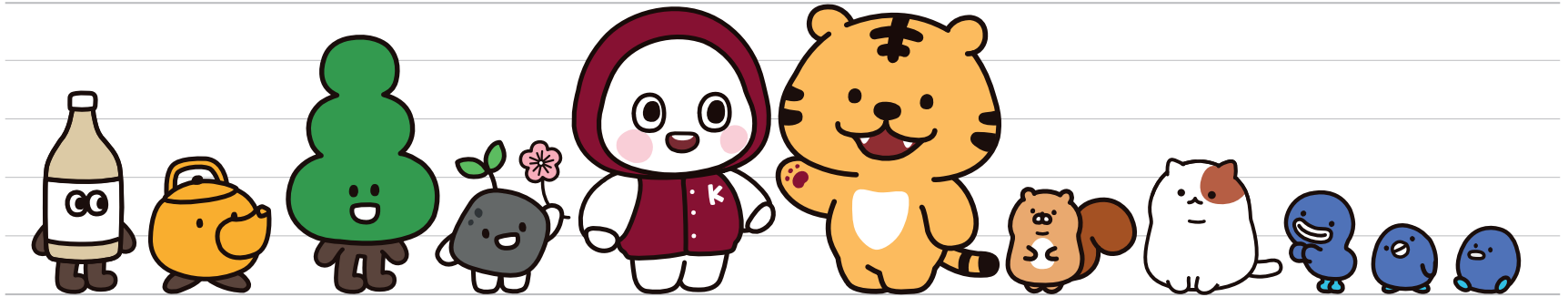
CHAMI & SARI usually hang out around Chamsari Trail, and they have always given great support to KUI. They have the ability to unite KU members, but sometimes they are too straightforward, so they provoke the animosity of their friends.

COLOR

	CMYK	#DAC9A4 C16 M19 Y39 K2		CMYK	#FFFFFF K0
	CMYK	#F8AD2F C0 M38 Y86 K0		CMYK	#251A15 C61 M67 Y64 K84
	CMYK	#5C463E C46 M57 Y56 K55			

Character Size Comparison

When multiple characters appear, keep in mind their various sizes and proportions.

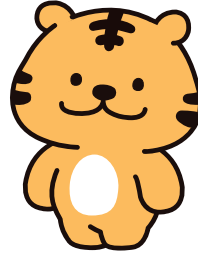


Dos & Don'ts of Character Use

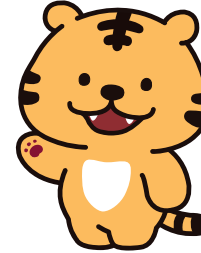
Before using the KU BUDDY characters, read the rules below and follow them carefully.



Distort the basic characters to exaggeratedly express emotions



Transform the shield shape of the belly



Use crimson for the palms and soles



Change the varsity jacket design



Reposition the buttons and the initial 'K' of the varsity jacket



Remove the hood