

# HERUE LAB.

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[www.herue-lab.com](http://www.herue-lab.com)  
Instagram [@herue\\_design](https://www.instagram.com/herue_design)

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# WORK AREA

From planning to design, marketing, and development,  
we deliver broader experiences across diverse fields.

## BRANDING(BX&BI)

Brand Identity  
Corporate Identity  
Brand Applications  
Sales Peripherals  
Digital and Printed Material  
Brand Guideline

## WEB/APP(UX&UI)

Desktop & Mobile Design  
User Interface Design  
User Experience Design

## GRAPHIC

Key Visual Graphic Design  
Graphic Motif Development  
Typography Design  
Motion Design

## EDITORIAL

Books & Magazine Design  
Poster Design  
Brochures & Leaflet  
Print Design

## VERBAL IDENTITY

Naming  
Slogan  
Messaging  
Brand Story  
Brand Tones

## PACKAGING

Packaging Graphic Design  
Gifting Experience  
Photography

## ILLUSTRATION

Infographics  
Decorative Illustration  
Icon Design  
Pattern Design  
NFT

## INTERIOR

Interior Concept  
Perspective Drawing  
Interior Concept Planning  
Create and perspective diagrams

## SIGNAGE

Signage System  
Space Identity

## VIDEO

Motion  
Introductory videos  
Corporate Video  
3D Video  
2D Video  
Graphic video

# HERUE LAB.

Career 5Year+

Co-company  

Project 1000+

Company HERUE Design Agency

Since 2020.04

CEO Kim Hye lee

Address 18th floor, 471 Cheonggyecheon-ro, Dongdaemun-gu, Seoul

Contact 02.416.2621

URL [www.herue-lab.com](http://www.herue-lab.com)

## Prize

- Red Dot Design Award 2021 – Winner (Brand Design)
- GDWEB Design Award 2022 – Winner Prize
- Ministry of Employment and Labor Creative Award – 1st Place (Minister's Award)
- KOSID Award – Honorable Mention (Korea Society of Interior Architects/Designers)
- DGID Award – Selected Work (Daegu Interior Designers Association)
- International Communication Design Competition – Special Selection
- SOKI International Design Competition – Special Selection

## Sub Business Models

- Youth Startup Academy – Innovation & growth certified
- Didimdol IR Project – Gov't R&D-driven new business
- Metaverse Exhibition Hall – Virtual space design
- AI Design Product – Automated & intelligent tools

# HISTORY

## 2019

- Brand design renewal projects for Seoul National University, Samsung Medical Center, POSTECH, Korea Institute for Advancement of Technology, and Law Firm AK
- Awarded by the Minister of Employment and Labor; selected as Outstanding Startup by Gangnam-gu Office
- Won 3rd Place, KOSID Space Design

## 2020

- Naming & branding design for "Desire Book Café" (selected as Gangnam's Best Book Café)
- Branding design for "Bar INFINI" (ranked Top 10 Popular Bars in Cheongdam with a score of 4.7+)
- Participated in Hyundai H-OnDream Branding Consulting

## 2021

- Established HERUE Inc. (certified as a Women-Owned Business)
- Relocated HQ to Hakdong Station, Gangnam, Seoul
- Selected as one of Kyobo Bookstore's Top 5 Business Bookstores of 2021 → introduced as an outstanding case in design
- Branding consulting, guideline production, and renewal for Shinhan C-STEC (Medical Devices)
- Branding renewal & website UX/UI design for SBS Running Man Brand Mall
- Illustrated UI design for Kyobo Bookstore Personality Test Event
- Designed drama titles & posters for Cube Entertainment (Her Bucket List, Pumpkin Time)
- Café branding for YouTuber Jachung (10.5M views as of Dec 18, 2023)

## 2022

- Designed CJ WORK / CJ Employee Office Guidebook
- Website UX/UI design for LG CNS Datacenter
- VR brand development for actor Ha Jung-woo
- Collaborative exhibition branding with artist Ha Jung-woo & illustrator Super Normal (logos, brand design, illustrations, website)
- Branding design for Davichi Optical's sub-brand eyewear series

## 2023

- Selected for Seoul SBA Youth Startup Academy 13th Cohort (Seoul region, outstanding admission & graduation)
- UX/UI design & development of website for Korea Hydro & Nuclear Power's Safe Streetlight Project
- Brand design for Super Junior Donghae & Eunhyuk's entertainment agency ODE
- Brand design for Super Junior Donghae & Eunhyuk's concert goods <ON THE MOON>
- Reestablished brand guidelines & led rebranding consulting for EDUWILL
- Naming project for Angel Plus (driver service under Kakao Driver ecosystem)
- Participated in Korea Press Foundation's Korea Branding Consulting Project
- Led space rebranding consulting for Pacific Tower B1, Jongno-gu, Seoul

## 2024

- Signed 2-year exclusive design agency contract with EDUWILL (achieved ₩4.9B operating profit, maintained annual surplus)

## 2025

- Lead Design for Liberation 80 National Project (nationwide branding initiative hosted by the Office for Government Policy Coordination, Ministry of Culture, Sports and Tourism, and Korea Press Foundation)
- Signed exclusive brand design contract with Yanadoo (building next-generation identity & advanced design for Korea's leading education & content brand)
- Brand strategy consulting & visualization for Landmark Korea

# OUR CLIENTS

WE HAVE COLLABORATED WITH MANY PARTNERS TO DELIVER SUCCESSFUL PROJECTS.

# +1000 PROJECT



# CERTIFICATE

HERUE, built on **1,000+ design** consulting projects with a youthful sensibility trusted by leading enterprises and verified through government voucher programs.



Corporate Research Institute Certificate



ESG Self-Assessment Confirmation



Venture Business Certificate



SME (Small & Medium Enterprise) Certificate



Corporate Credit Rating Certificate



Women-Owned Business Certificate



Industrial Design Registration Certificate



Startup Company Certificate



Youth Startup Academy Graduation



Software Business Certificate



Outstanding Employee Invention Reward Certificate

**Corporate Research Institute Certificate, Venture Business Certificate, Design Specialized Company Certificate, Women-Owned Business Certificate**

# TEAM LEADER



## 김혜리 Kim Hye lee

Representative Director, Herue Design Agency  
1000+ design projects general manager

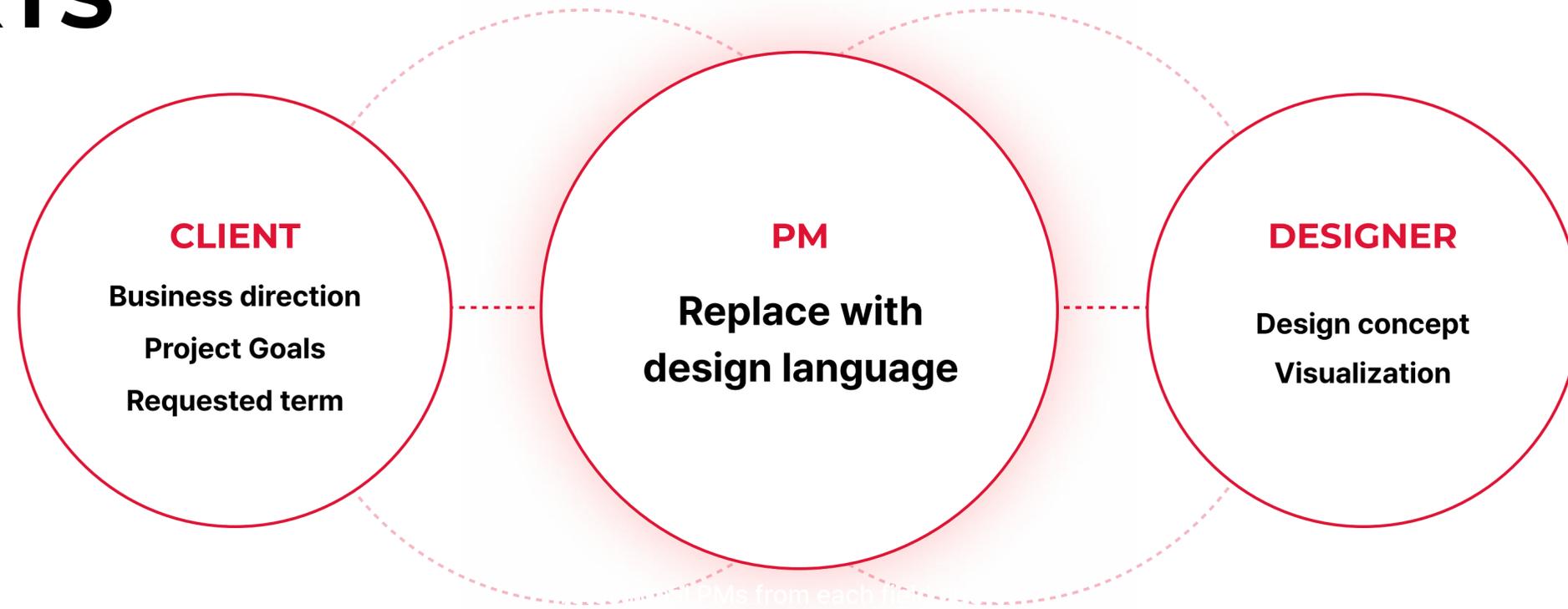
Jungwoo Ha x Super Normal Project cco, CJ Workon employee ux catarog, Book Cafe of Desire, Cheongdam Infinibar, SBS Running Man e-commerce Mall, LG IDC Web Design, Seoul National University's Department of Aviation Renewal, Super Car Lounge App, Samsung Hospital Epilepsy Support Center, Muscle Mania Competition NGF, etc

Lead Director of the Liberation 80th Anniversary Branding Project, hosted by the Office for Government Policy Coordination, Ministry of Culture, Sports and Tourism, and Korea Press Foundation

- HONGIK U visual design MA
- Celeb Chain Co., Ltd. / (Director of Jungwoo Ha NFT Project) Design Adviser
- Lecturer in the Department of Design at a university
- Invited instructors for various design classes (start-up frontier, small business start-up academy, etc.)



# FIELD EXPERTS



## MAIN PM



Design PM



Marketing PM

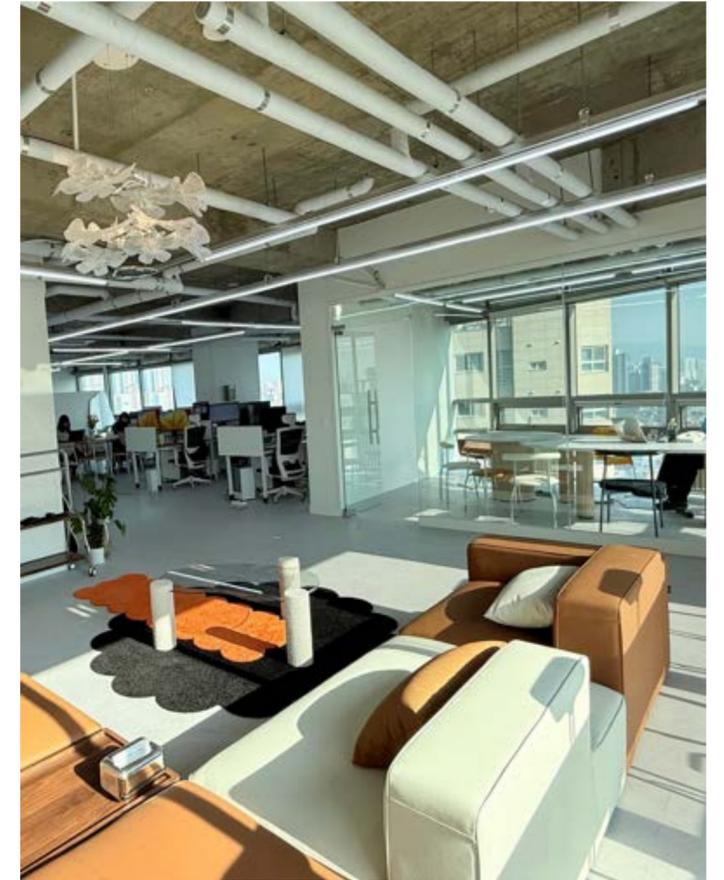
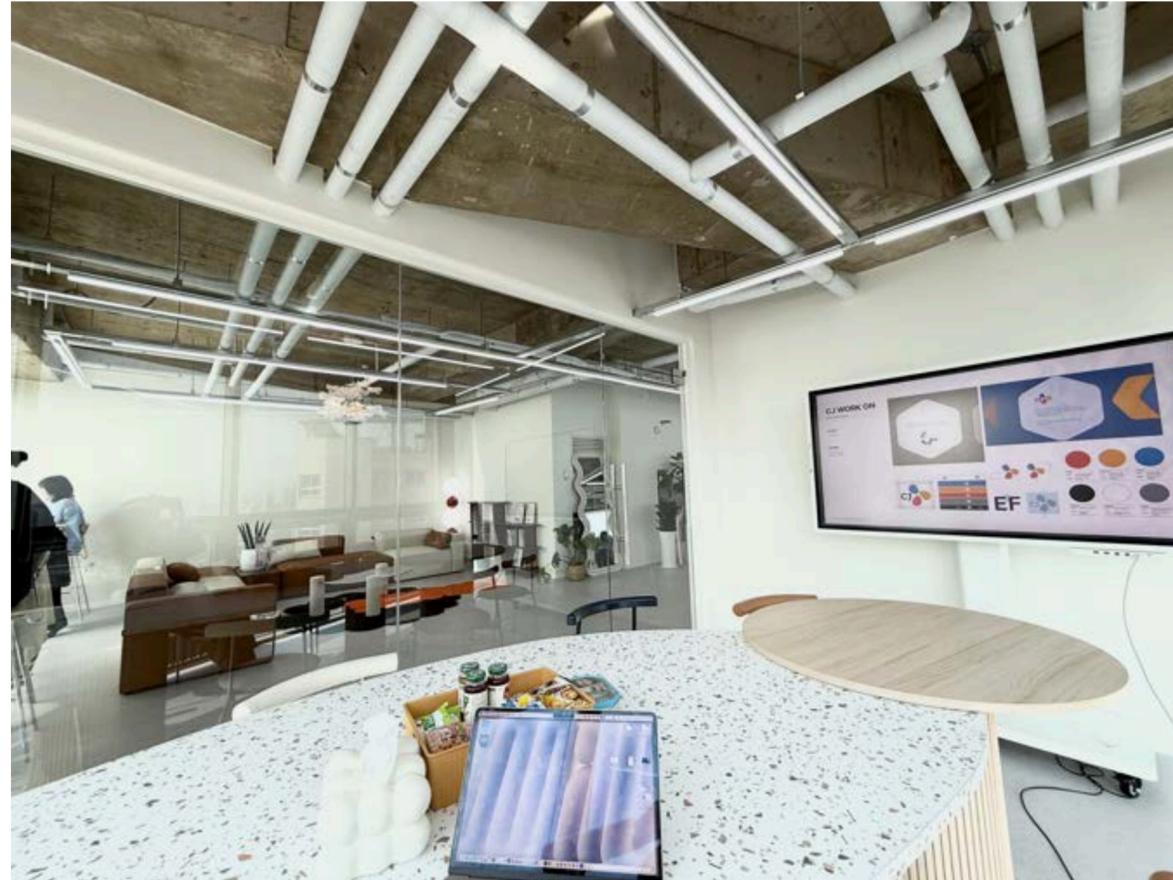


Design PM

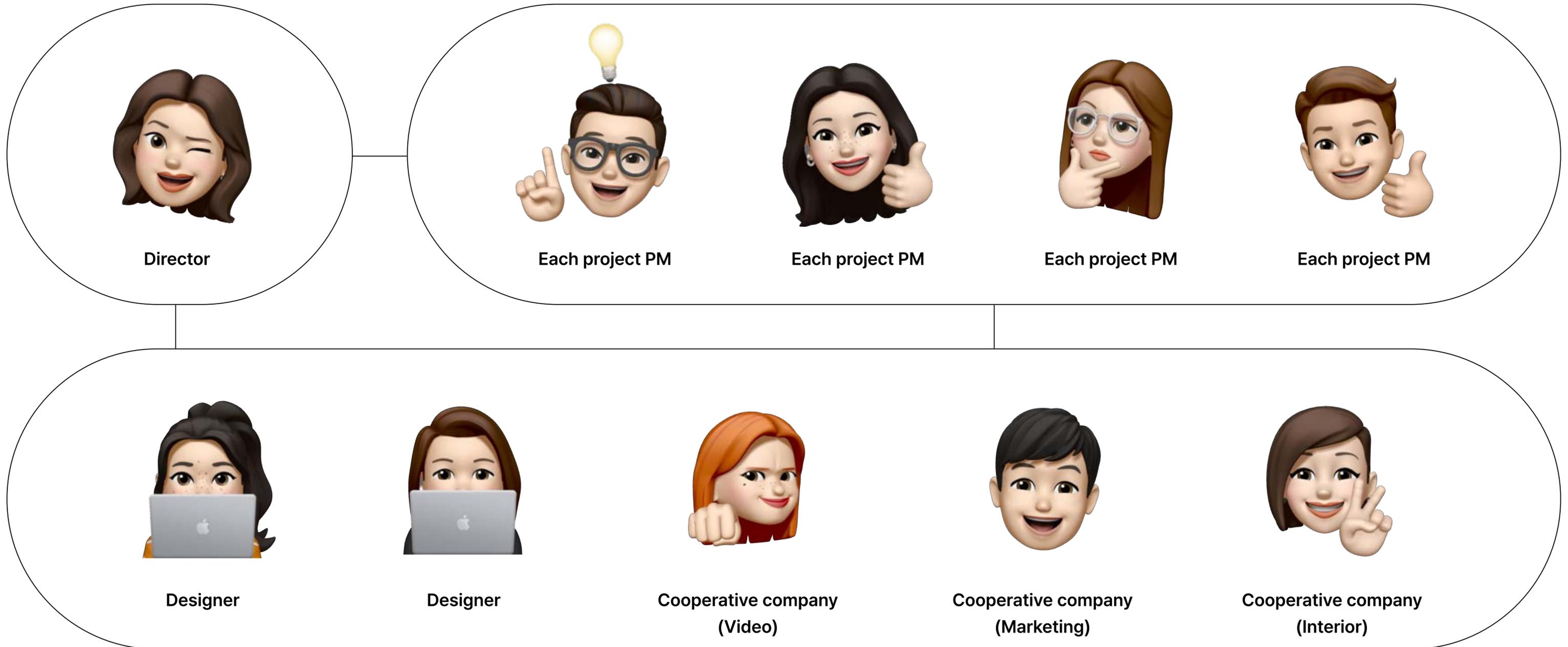


Design PM

# HERUE OFFICE



# COMPOSITION



# WORKS

# BRAND EXPERIENCE

Brand eXperience Design / Brand Identity Design / Naming / Graphic Design / Editorial Design  
/ Package Design / Illustration / Design Guideline / Photography / NFT Design

# 80th anniversary of liberation

Government

## CLIENT

Office For Government Policy Coordination (OPC)  
Ministry Of Culture, Sports And Tourism (MCST)  
Korea Press Foundation (KPF)

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The 'Liberation 80' Logo Commemorates The 80th Anniversary Of Korea's Liberation, Embodying Tradition And Future Vision.

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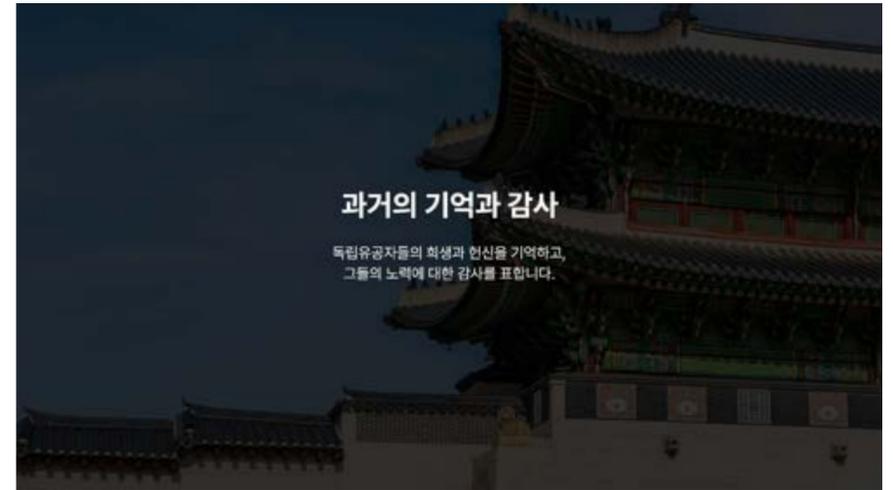
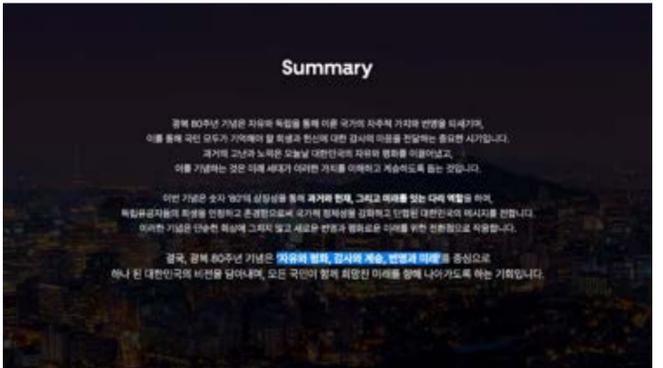
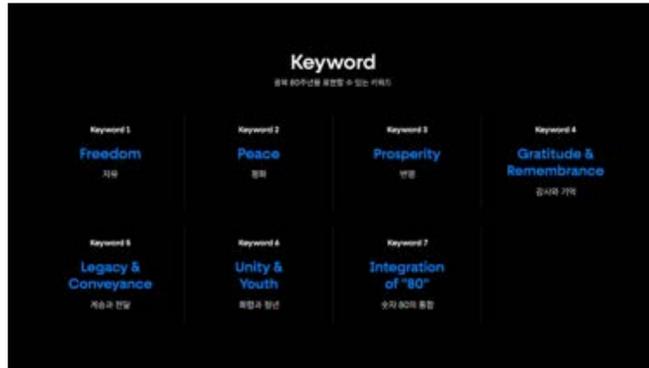
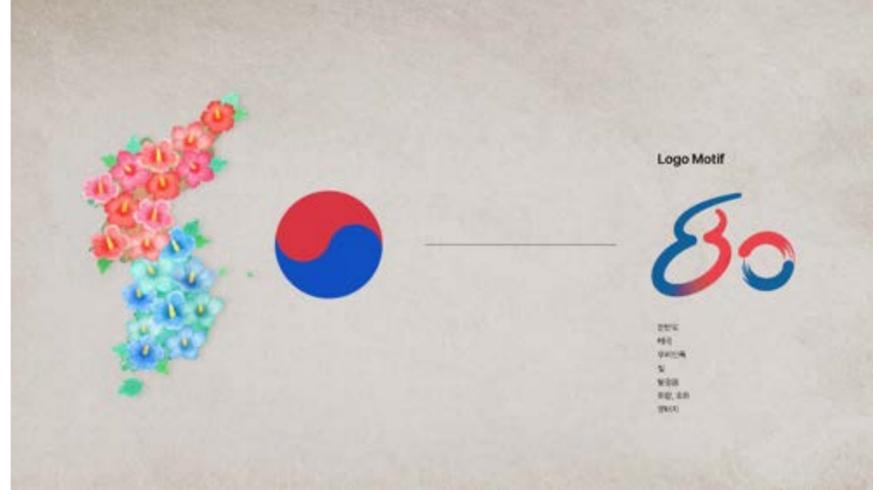
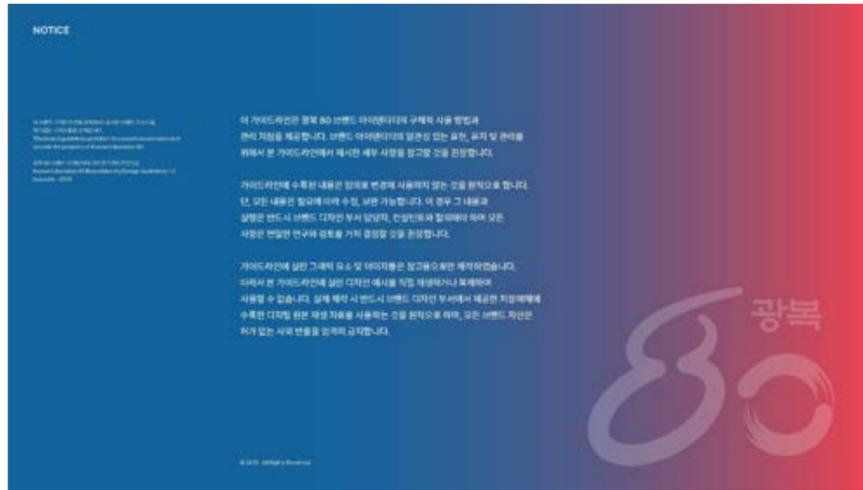
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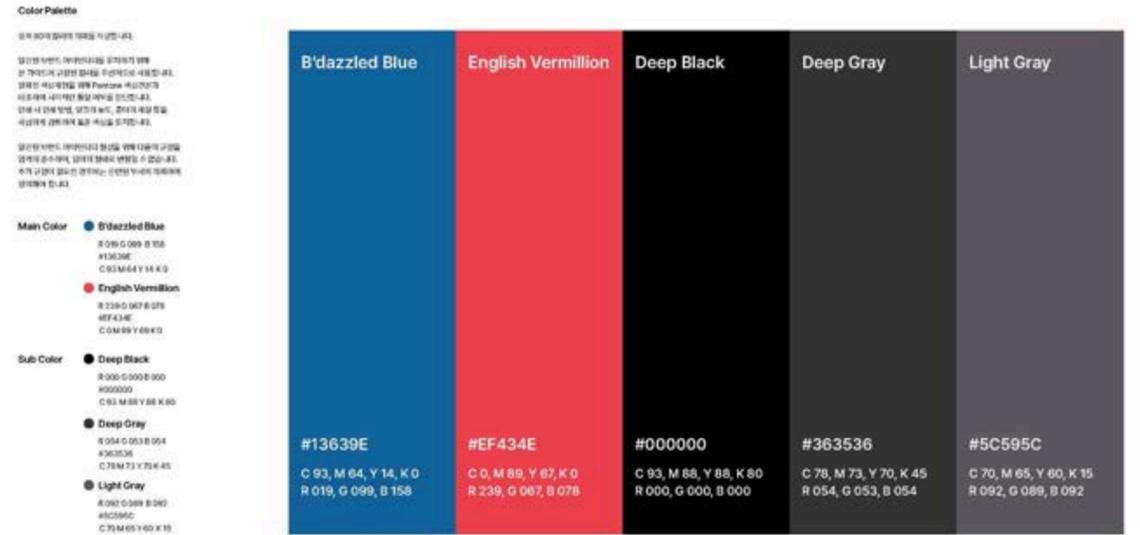
PART A. 브랜드 아이덴티티 디자인 A.2 컬러 시스템 14



PART A. 브랜드 아이덴티티 디자인 A.2 컬러 시스템 16



PART A. 브랜드 아이덴티티 디자인 A.2 컬러 시스템 15



PART A. 브랜드 아이덴티티 디자인 A.2 컬러 시스템 18





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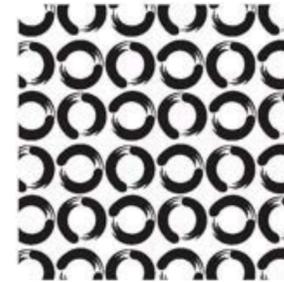
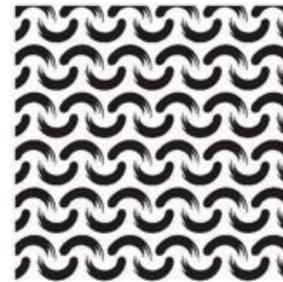
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PART A. 브랜드 아이덴티티 디자인

A.4 패턴

### 그래픽 오리지널, 패턴

공화 80년 그래픽 디자인의 핵심은 '정신은 전통을, 세우는 값어치는 속우연의 통우여, 격동의 역사를 남고 미래에 이어가는 희망과 비전을 연표로 통해 공통 반공의 과외로 함께 이어가는 지성을 형성한다.'이다. 새로운 그래픽 디자인의 제안은 중요한 역할을 한다. 공화 80년도의 정치적 상황을 위해, 그것을 형성시키는 필수적인 사회적 요소로 작용하기 위해, 중요한 의미와 재해설에 대해 대응하게 사용 할 수 있습니다. 역사적 의미와도 조화로운 디자인을 제작이 권장됩니다.

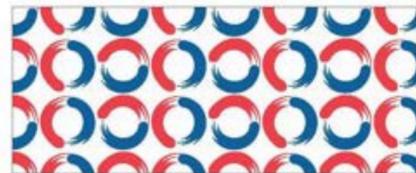


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# 80th anniversary of liberation

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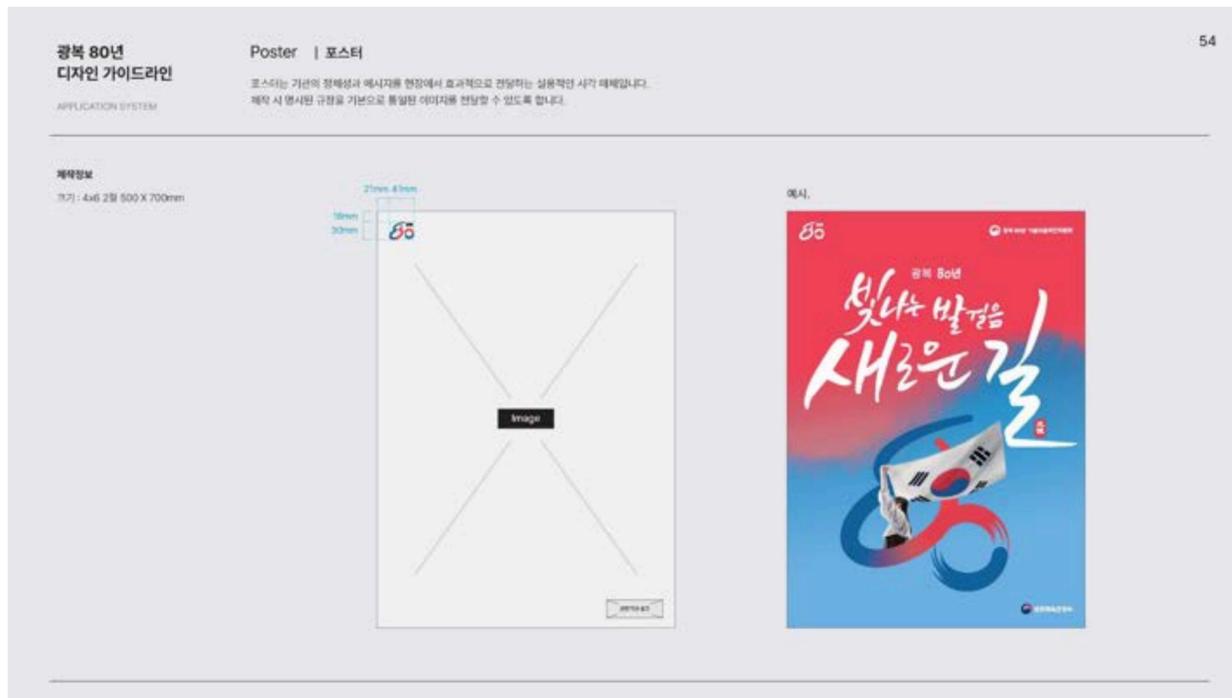
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### Background Color



# 80th anniversary of liberation

Government

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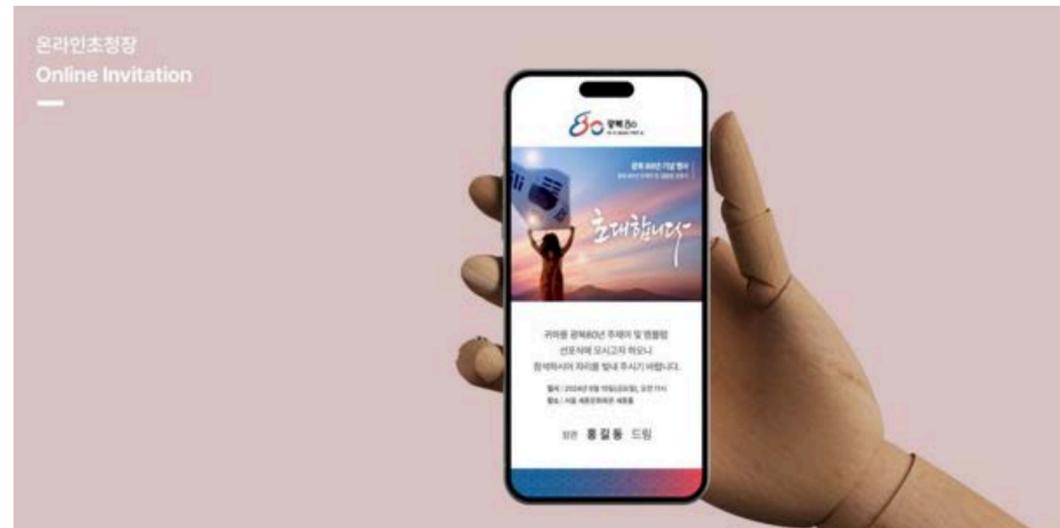
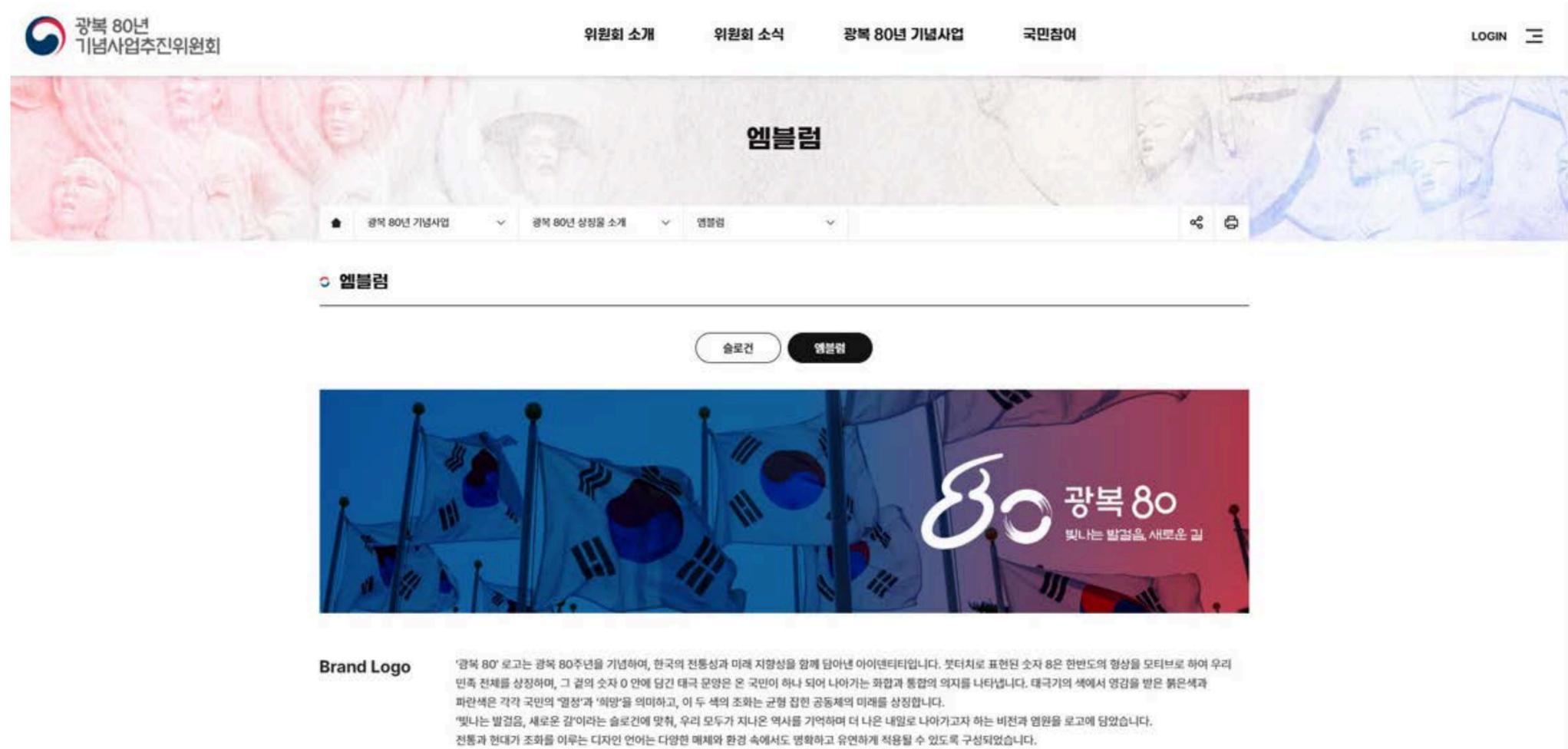
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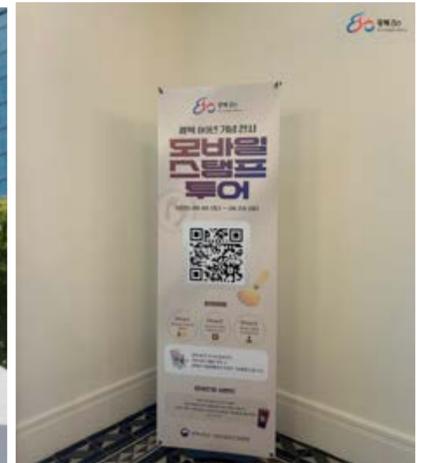
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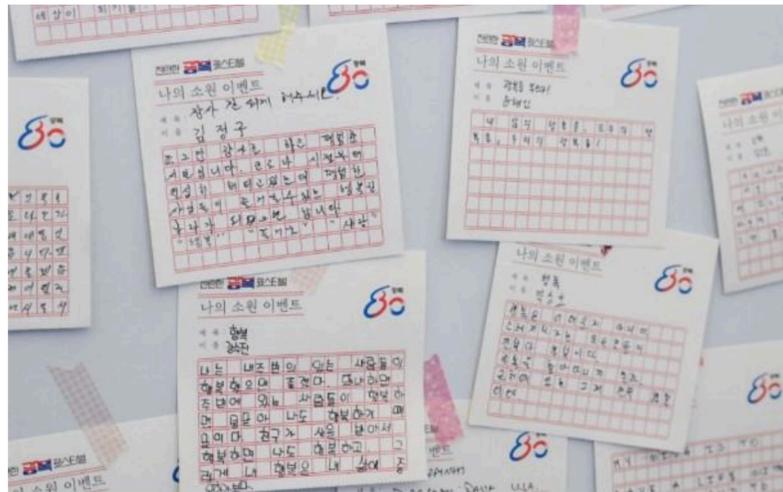
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HERUE

# ODE

Entertainment

## CLIENT

Super Junior D&E  
(Donghae & Eunhyuk)



## WORKS

BI Design  
Graphic Design  
Design Guideline



# ODE

Entertainment

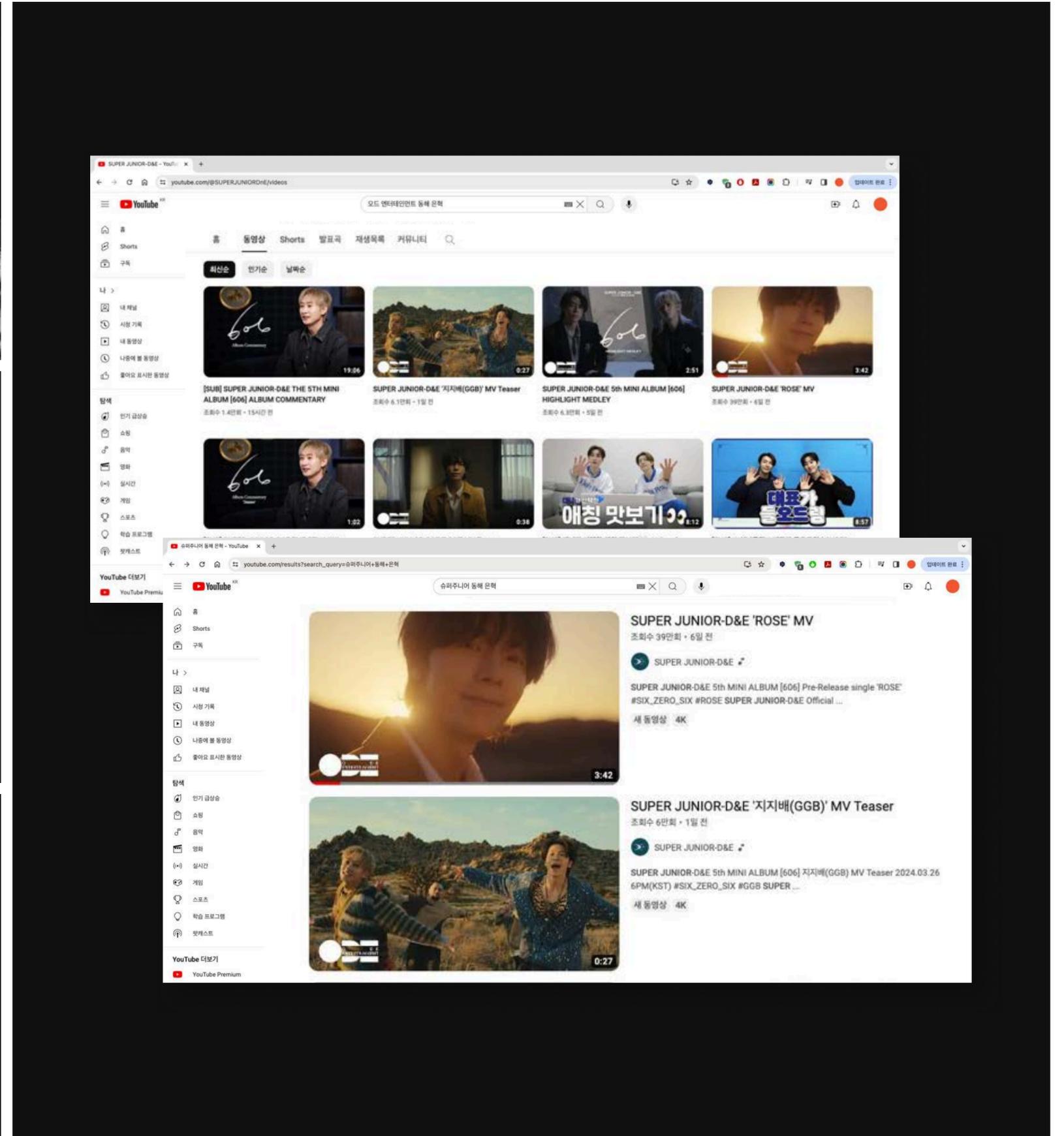
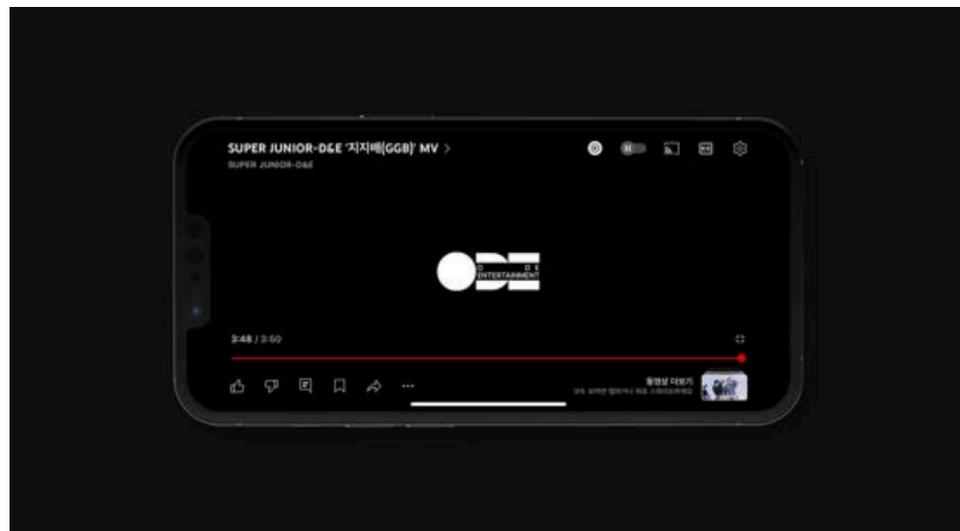
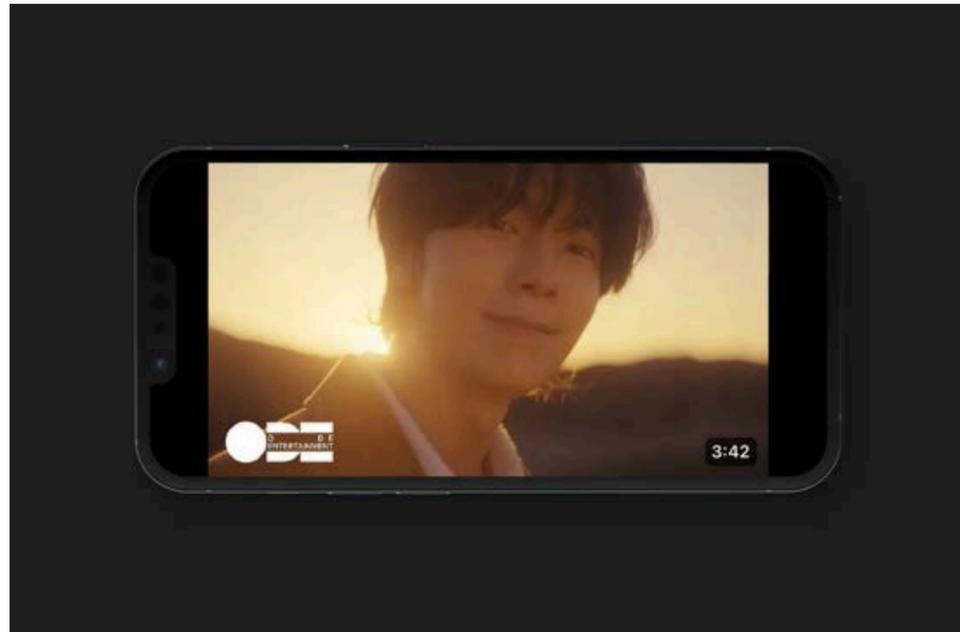
## CLIENT

Super Junior D&E  
(Donghae & Eunhyuk)

## OVERVIEW

Odd Entertainment is a brand with infinite potential and contains the keywords 'infinite expansion' and 'open' in its symbols.

The expansion, which began with the symbol 'O', extends to the end and leaves space completely open, delivering the infinite possibilities of odd entertainment.





# EduWill

Comprehensive Educational Company

## CLIENT

에듀윌

## WORKS

WebDesign  
UI/UXDesign



# EduWill

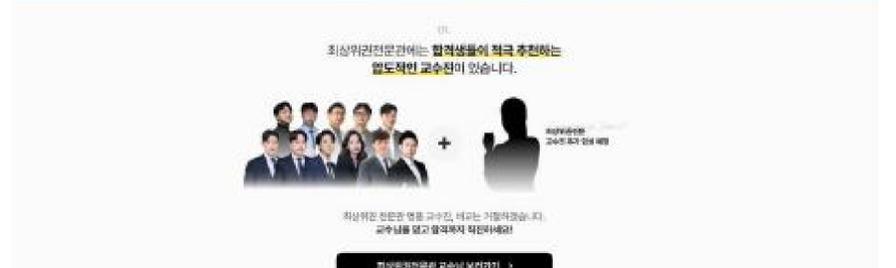
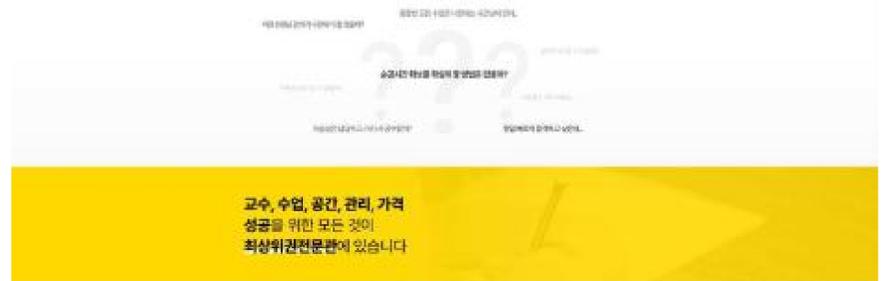
Comprehensive Educational Company

## CLIENT

에듀윌

## WORKS

WebDesign  
UI/UXDesign



# HERUE Virtual Brand Hall

Metaverse

## OVERVIEW

Herue's Virtual Brand Hall explained that it provides the spatial design and functions that customers want, allows video calls, video chat, customization of avatars, and lectures, and makes it easy to access anywhere with just a link.

Herue's own virtual brand hall displays representative portfolios such as CJ, SBS, Cube Entertainment, Seoul National University, Samsung Hospital, and Davichi Glasses, and offers a variety of attractions with NFT projects in collaboration with movie star Jungwoo Ha.



HERUE

# Running Mall

E-Commerce

CLIENT

SBS

## WORKS

Identity Design

Editorial Design

Graphic Design

UXUI Design



HERUE

# Running Mall

E-Commerce

CLIENT

SBS

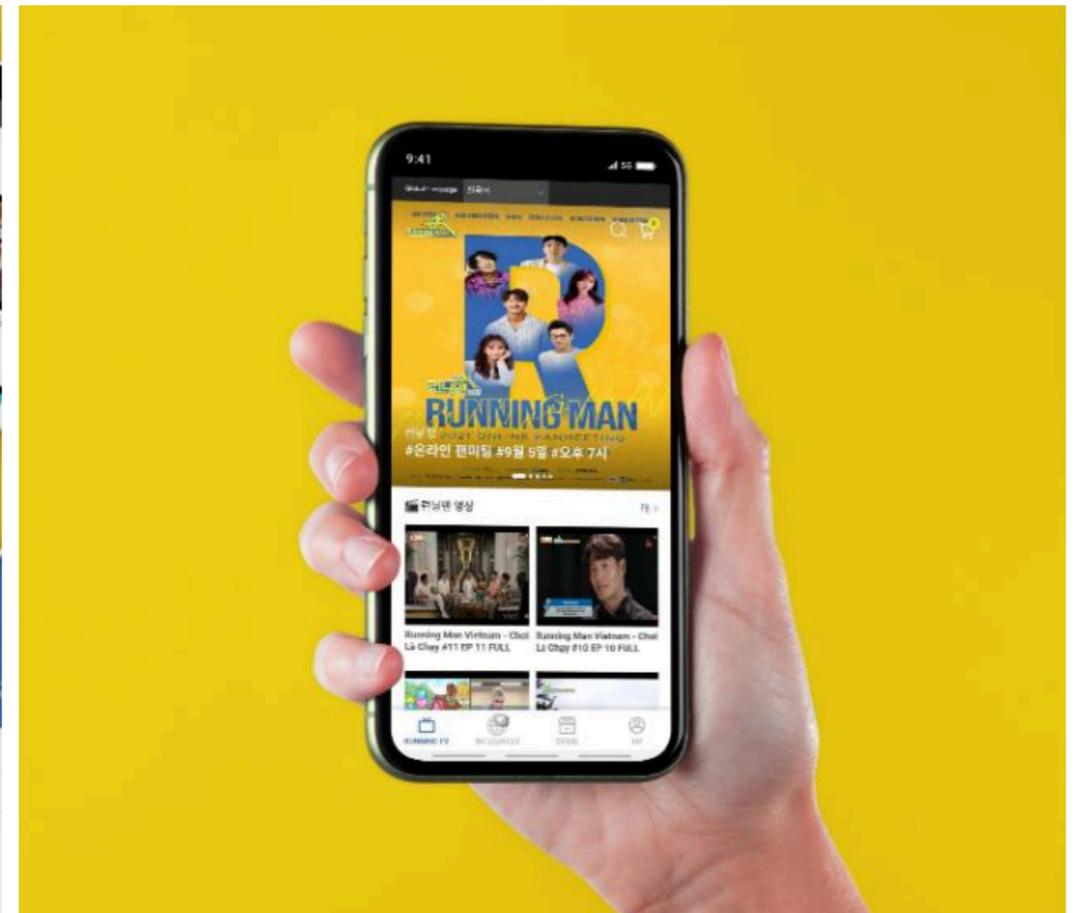
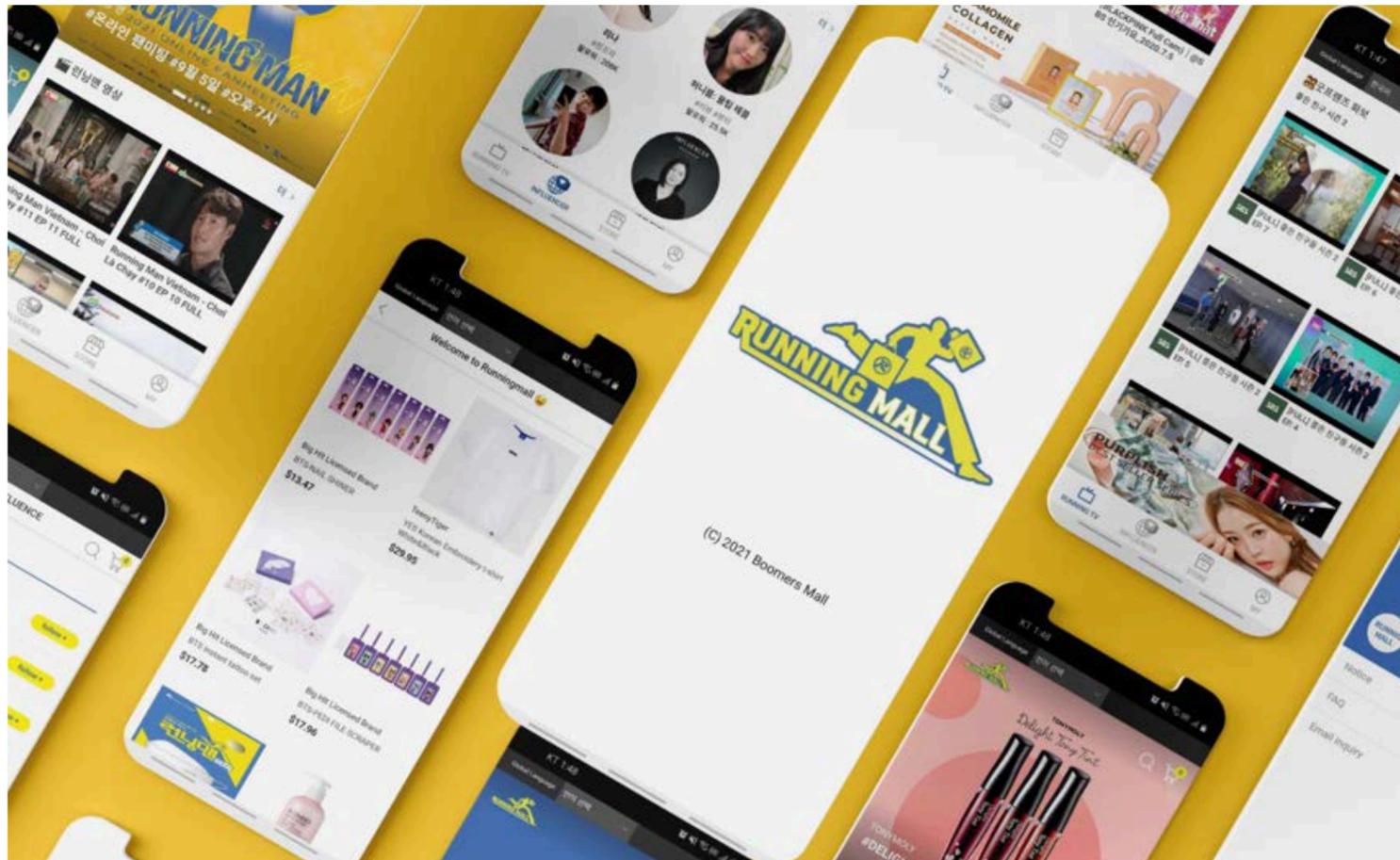
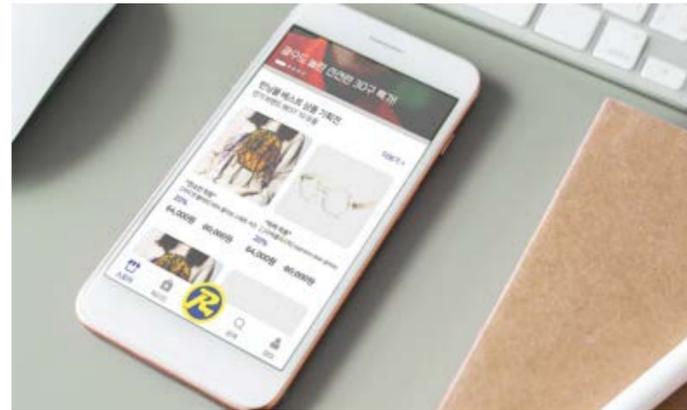
WORKS

Identity Design

Editorial Design

Graphic Design

UX/UI Design



HERUE

# CJ WORK ON

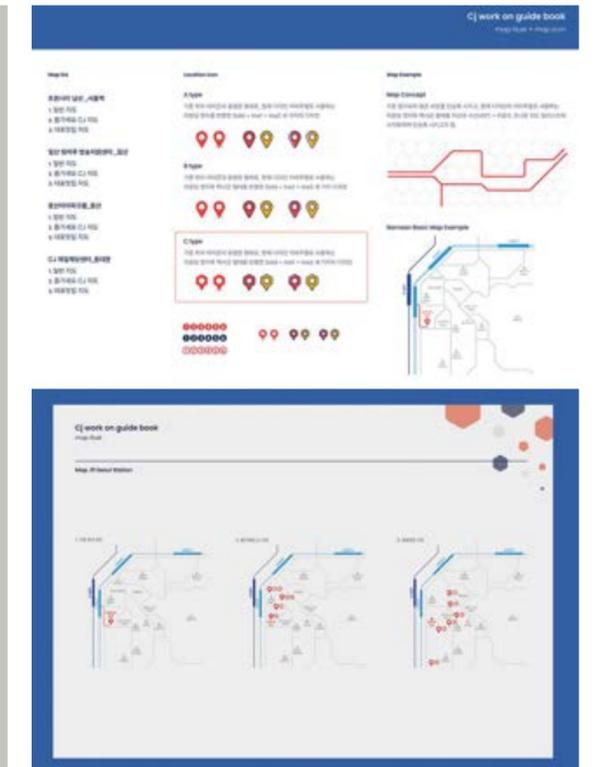
Office Guide Book

CLIENT

CJ WORK

WORKS

Editorial Design  
Design Guideline



HERUE

# CJ WORK ON

Guide Book

## CJ WORK ON

Office Guide Book

CLIENT

CJ WORK

WORKS

Editorial Design  
Design Guideline



HERUE

# SHINHAN SYSTEK

Medical Device Specialist

CLIENT

SHINHAN SYSTEK

WORKS

Branding

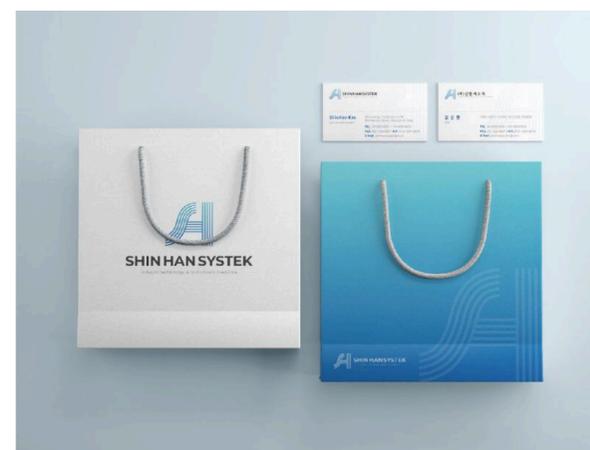
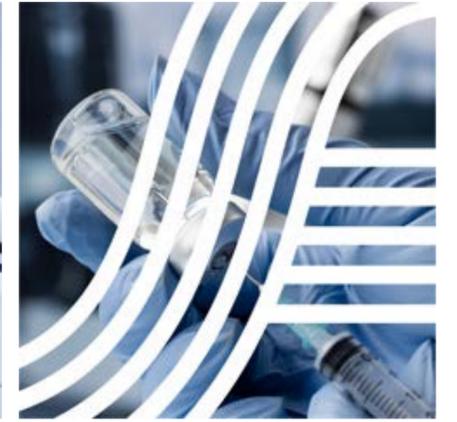
Identity Design

Editorial Design

Graphic Design

Package Design

Web Design



HERUE

# SHINHAN SYSTEK

Medical Device Specialist

CLIENT

SHINHAN SYSTEK

## WORKS

Branding

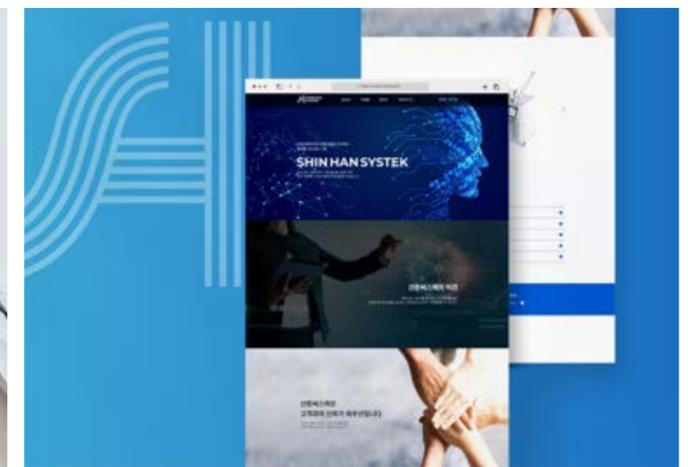
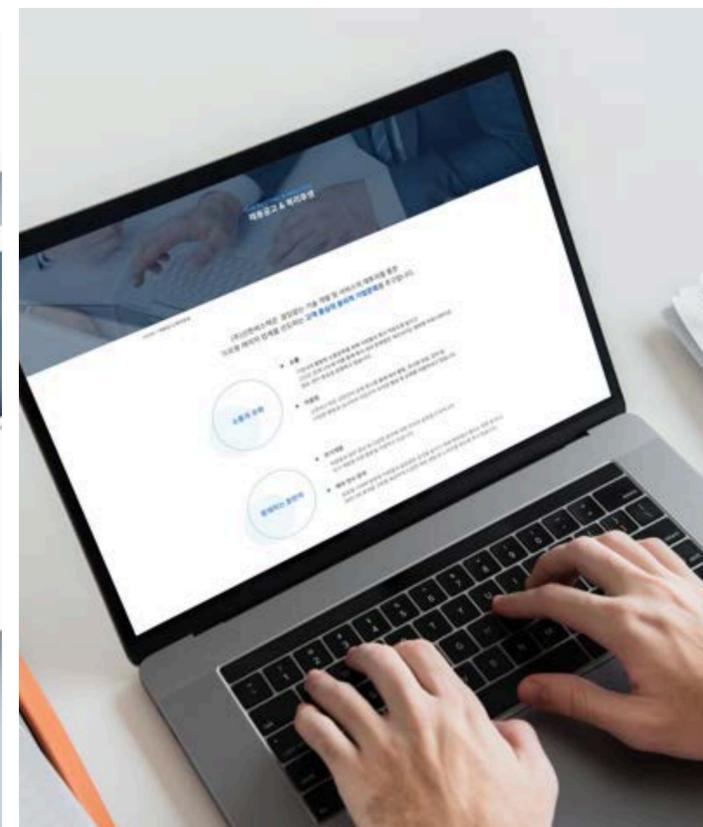
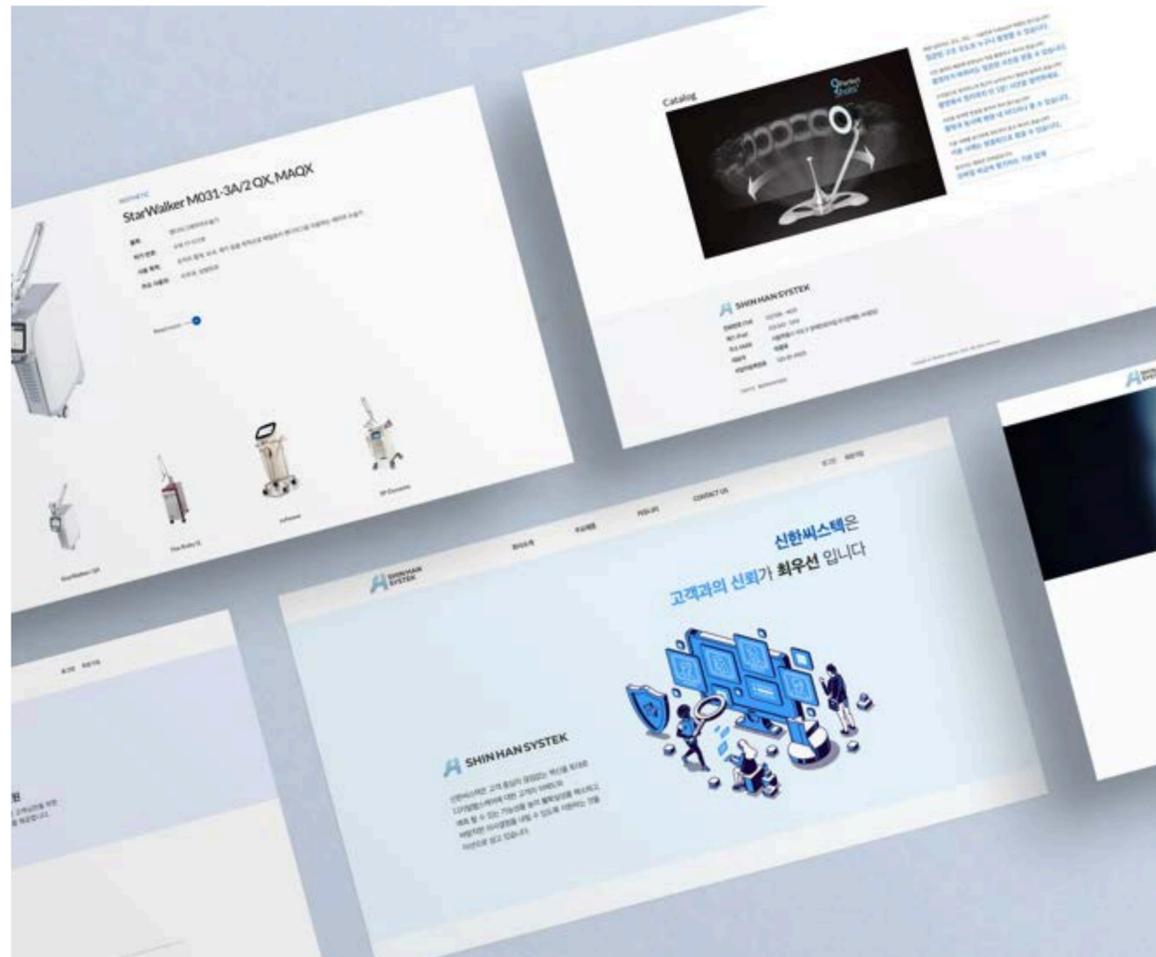
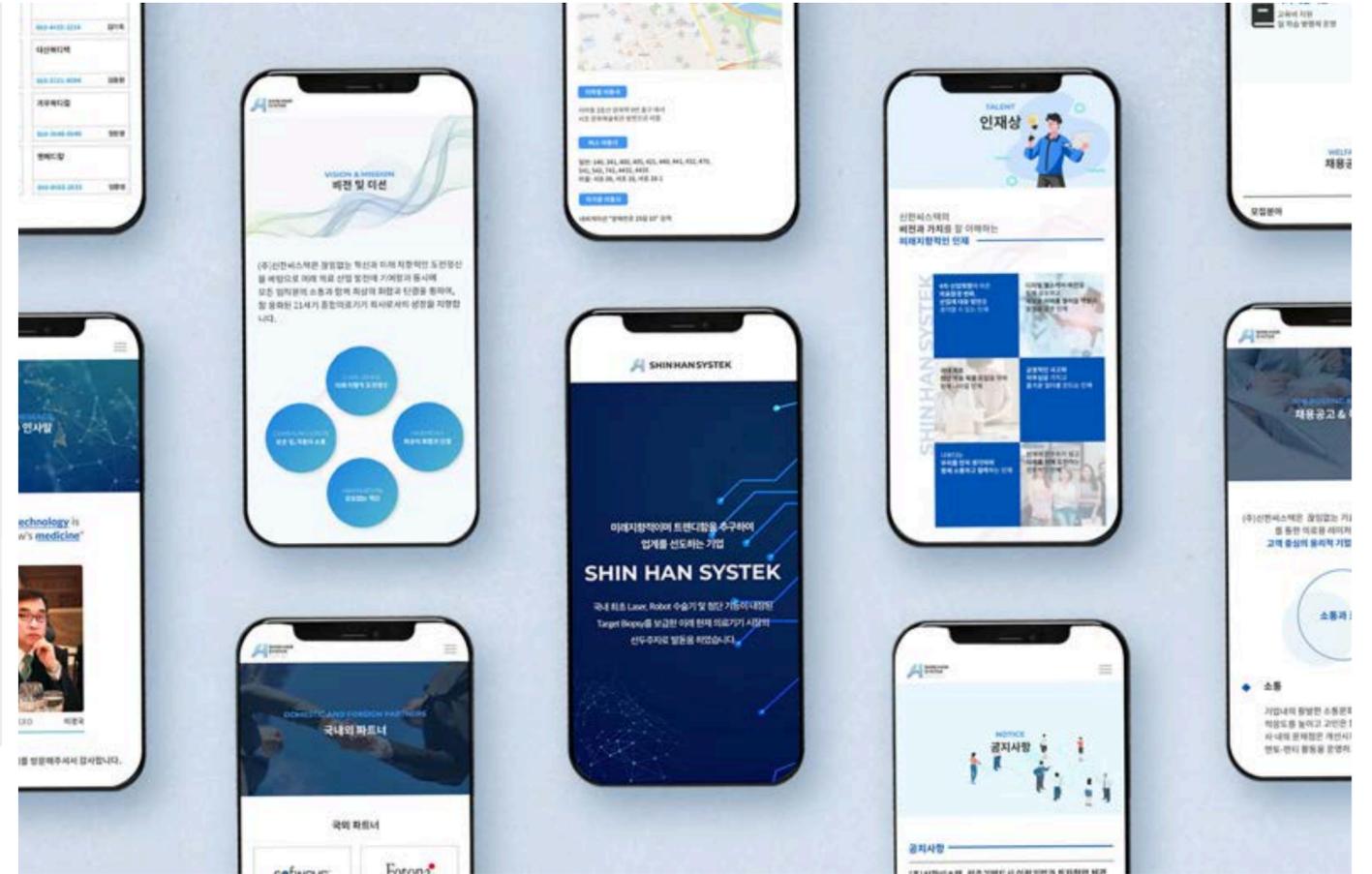
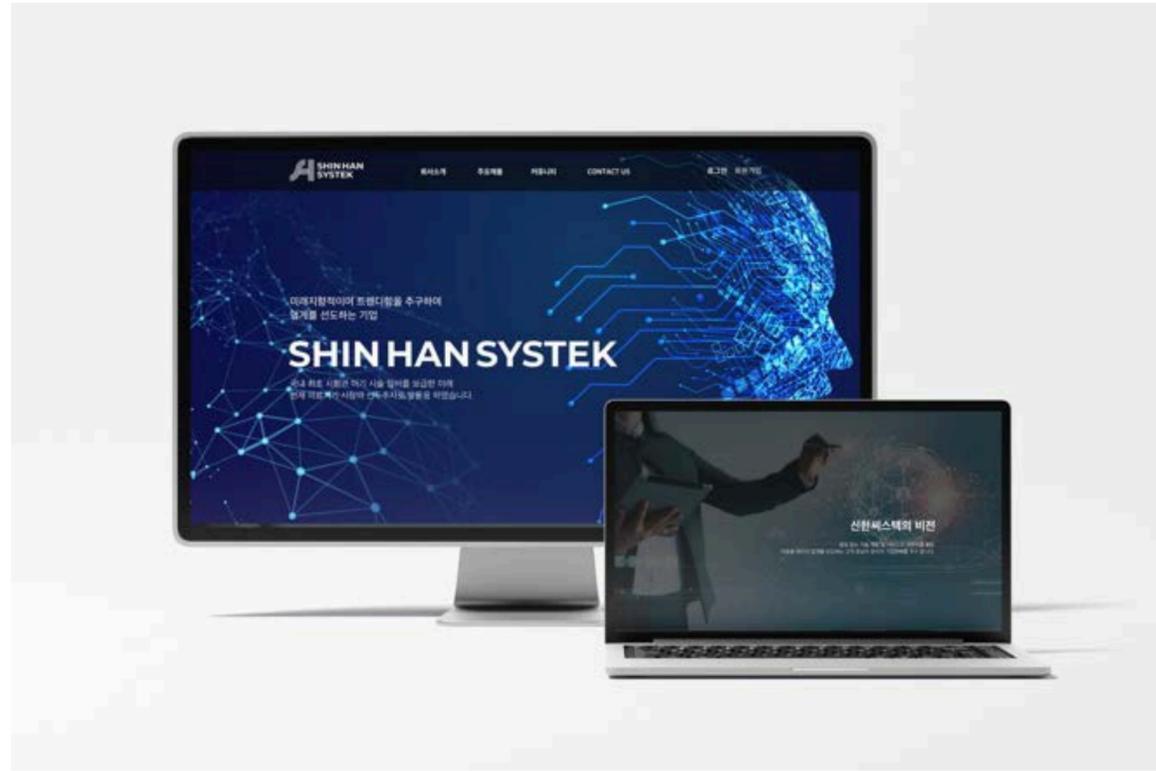
Identity Design

Editorial Design

Graphic Design

Package Design

Web Design



HERUE

# Eco Remix

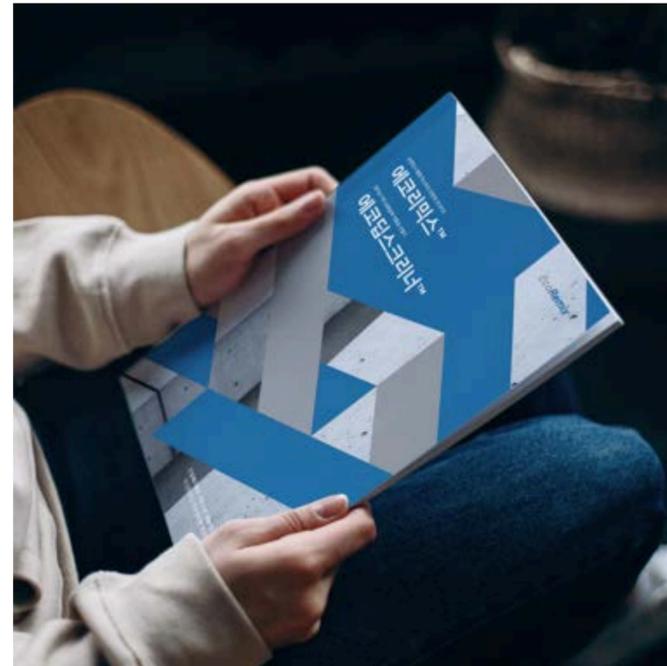
Technology Solutions Company

## CLIENT

ECO REMIX

## WORKS

Identity Design  
Editorial Design  
Graphic Design  
Design Guideline



HERUE

# SHE'S BUCKET LIST

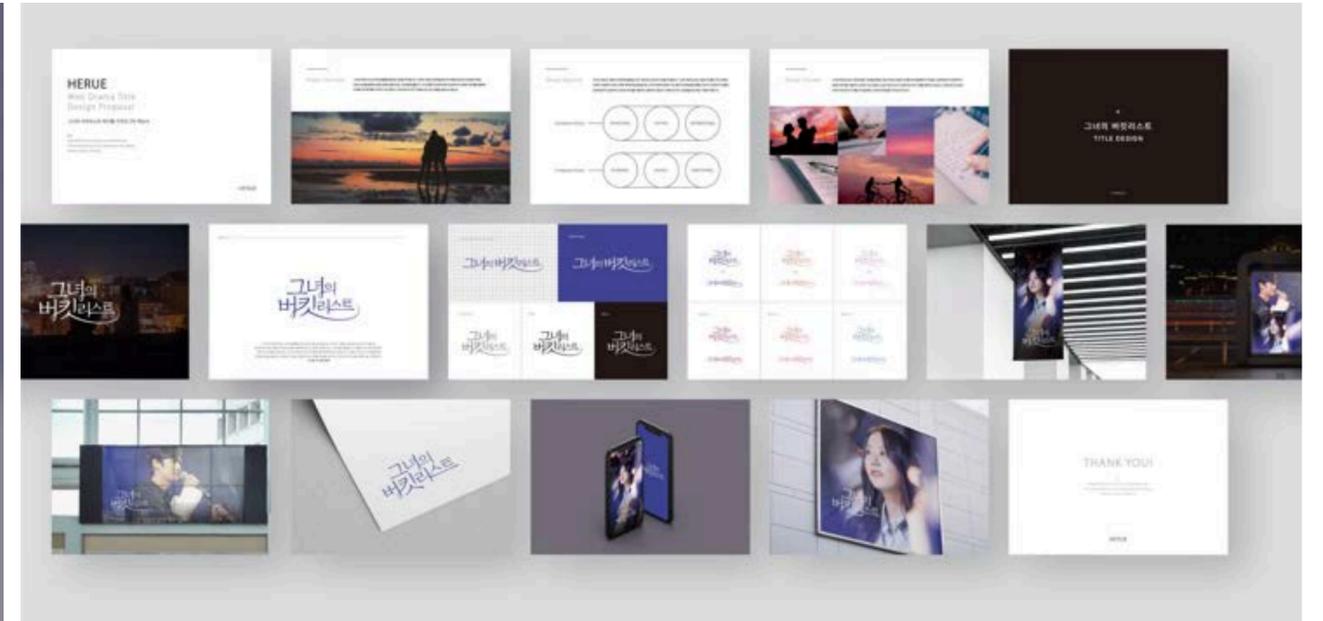
Web Drama

CLIENT

CUBE Ent. Web Drama

## WORKS

- Identity Design
- Editorial Design
- Poster Design
- Design Guideline
- Photography



HERUE

# PUMPKIN TIME

Web Drama

CLIENT

CUBE Ent. Web Drama

WORKS

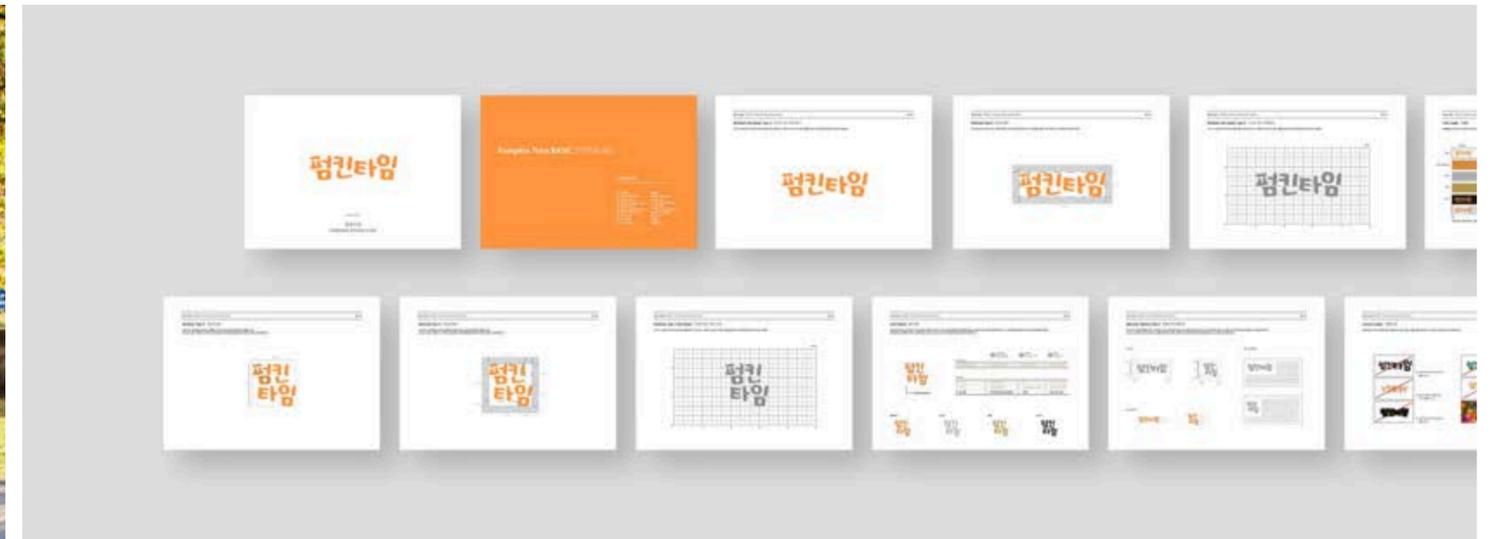
Identity Design

Editorial Design

Poster Design

Design Guideline

Photography



HERUE

# ON THE MOON

Entertainment

CLIENT

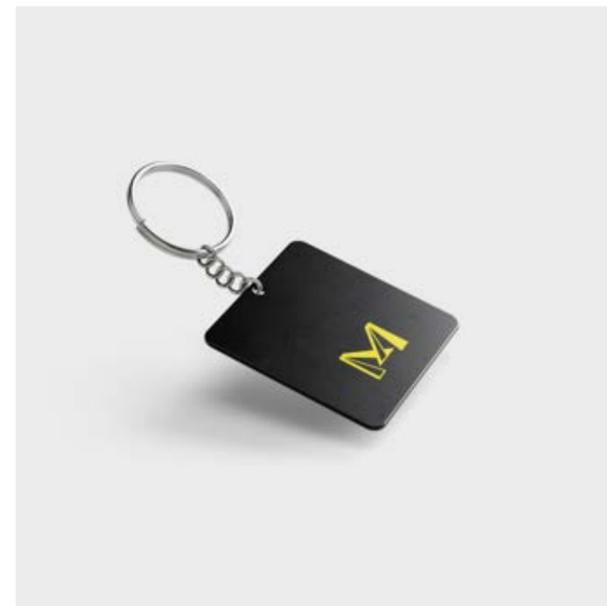
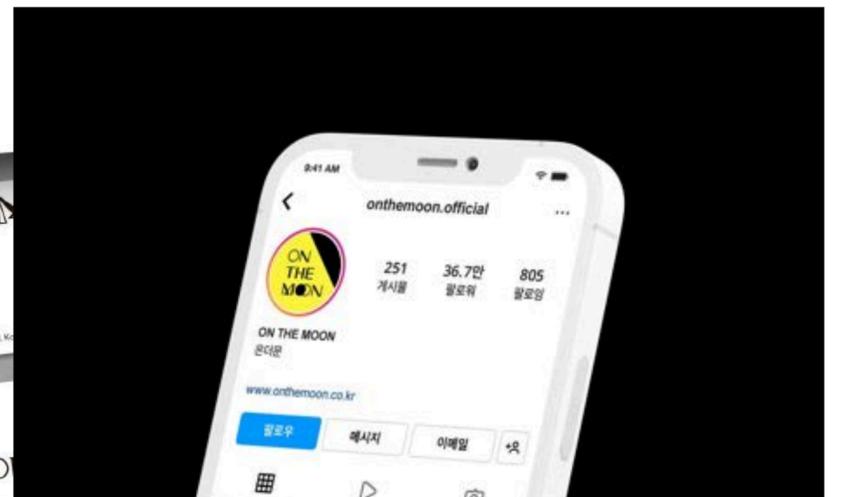
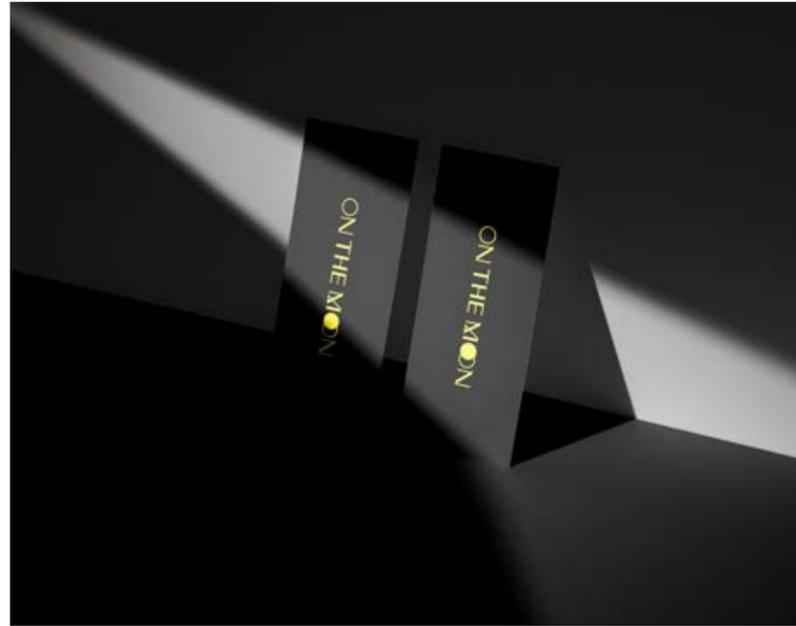
슈퍼주니어 동해

WORKS

BI Design

Graphic Design

Design Guideline



HERUE

# Kyobo Bookstore Psychology- Test Project

Psychological Test

CLIENT

교보문고

WORKS

Editorial Design

Illustration

Web Design

UI Design



HERUE

# SSOYOUNG ALBUM

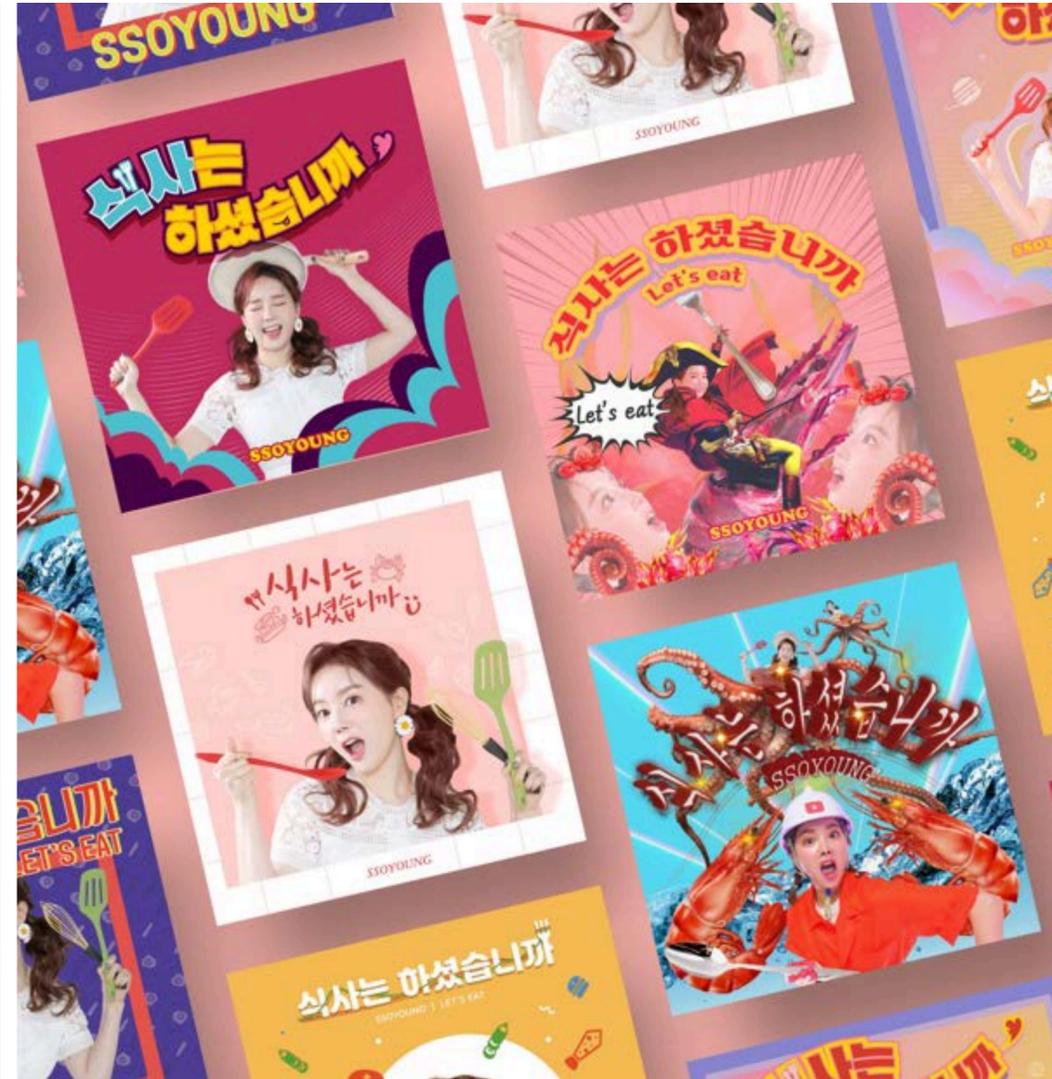
Song Album

CLIENT

GRN

WORKS

Identity Design  
Editorial Design  
Graphic Design



# bondez

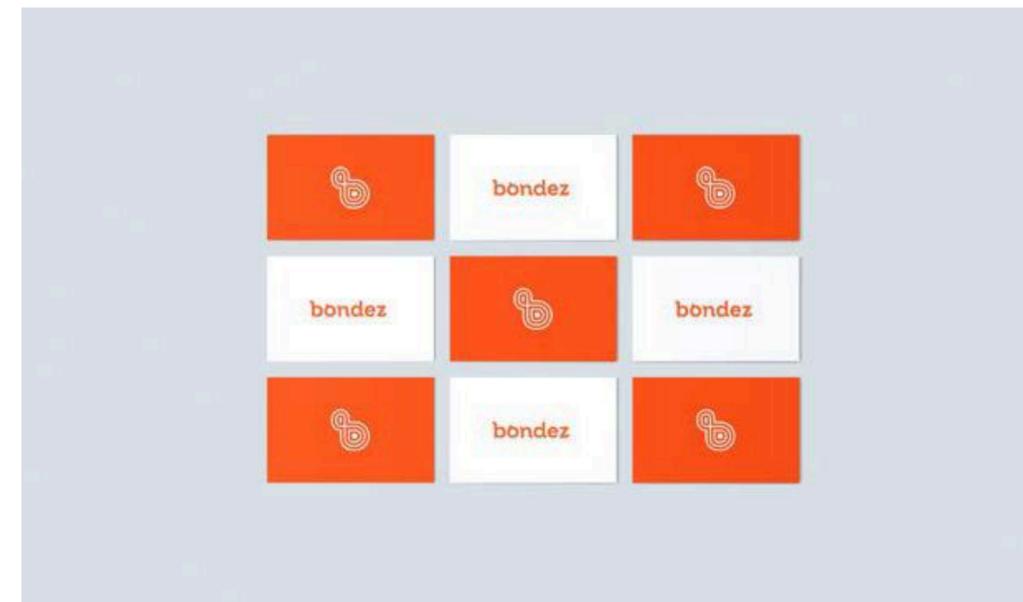
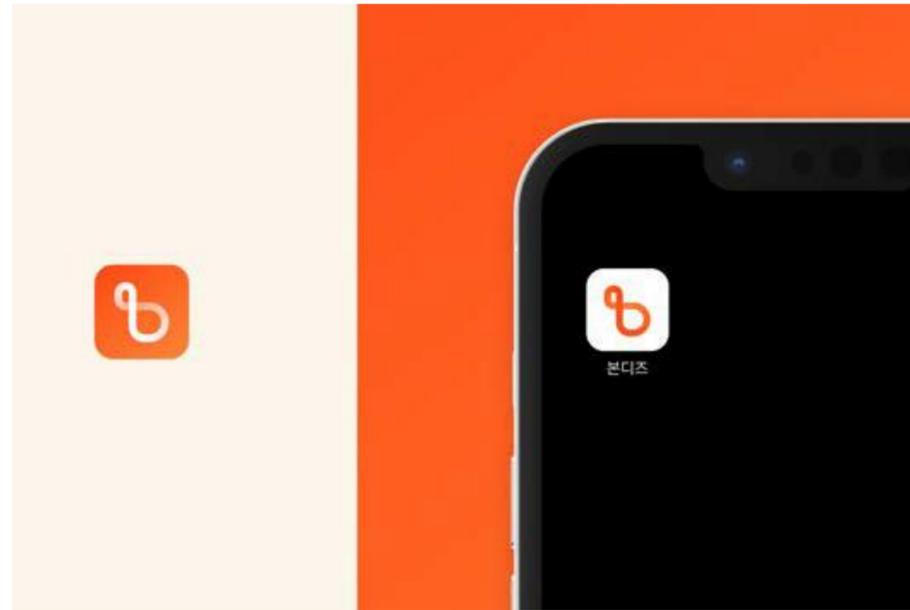
Bond Investment App

## CLIENT

에이판다파트너스

## WORKS

- BX Design
- BI Design
- Editorial Design
- Graphic Design
- Design Guideline
- Web Design
- UI Design



# bondez

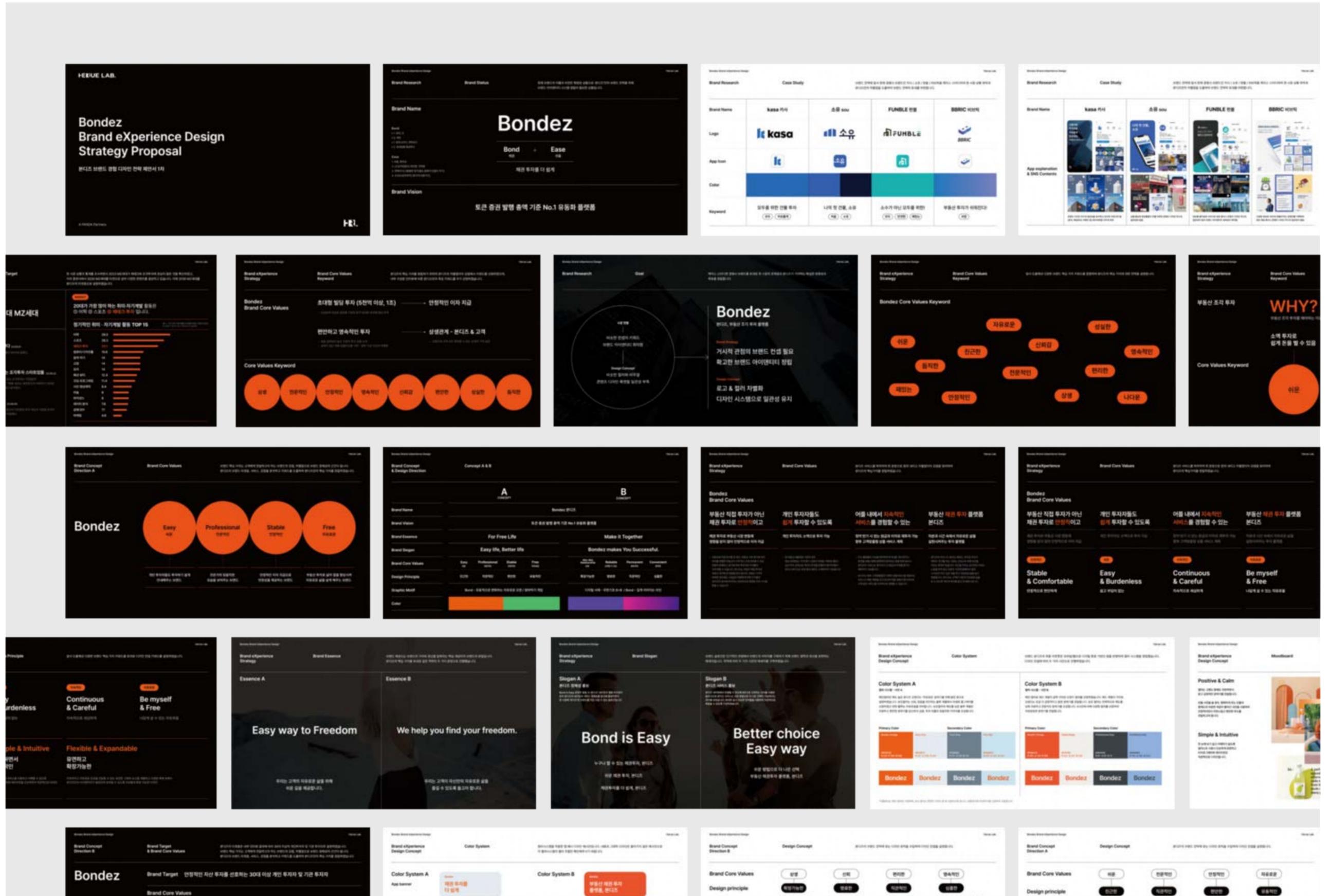
Bond Investment App

## CLIENT

에이판다파트너스

## WORKS

- BX Design
- BI Design
- Editorial Design
- Graphic Design
- Design Guideline
- Web Design
- UI Design



HERUE

# AVANT GARDE

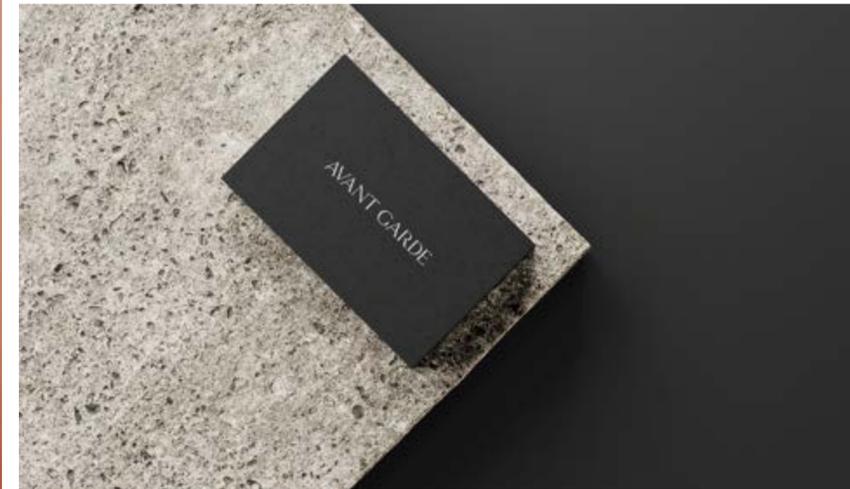
Metaverse

## CLIENT

CELEBCHAIN  
SUPER NORMAL  
하정우

## WORKS

Naming  
Branding  
Identity Design  
Editorial Design  
Graphic Design  
Design Guideline  
Photography  
Web Design  
UXUI Design  
NFT Directing  
Illustration  
Video Design



HERUE

# AVANT GARDE

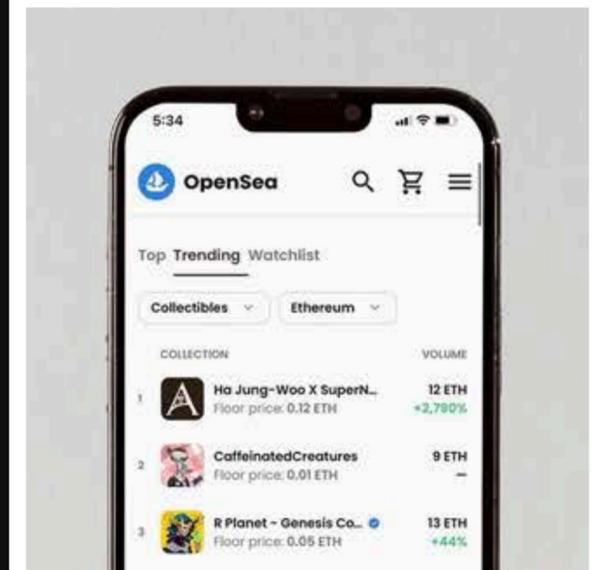
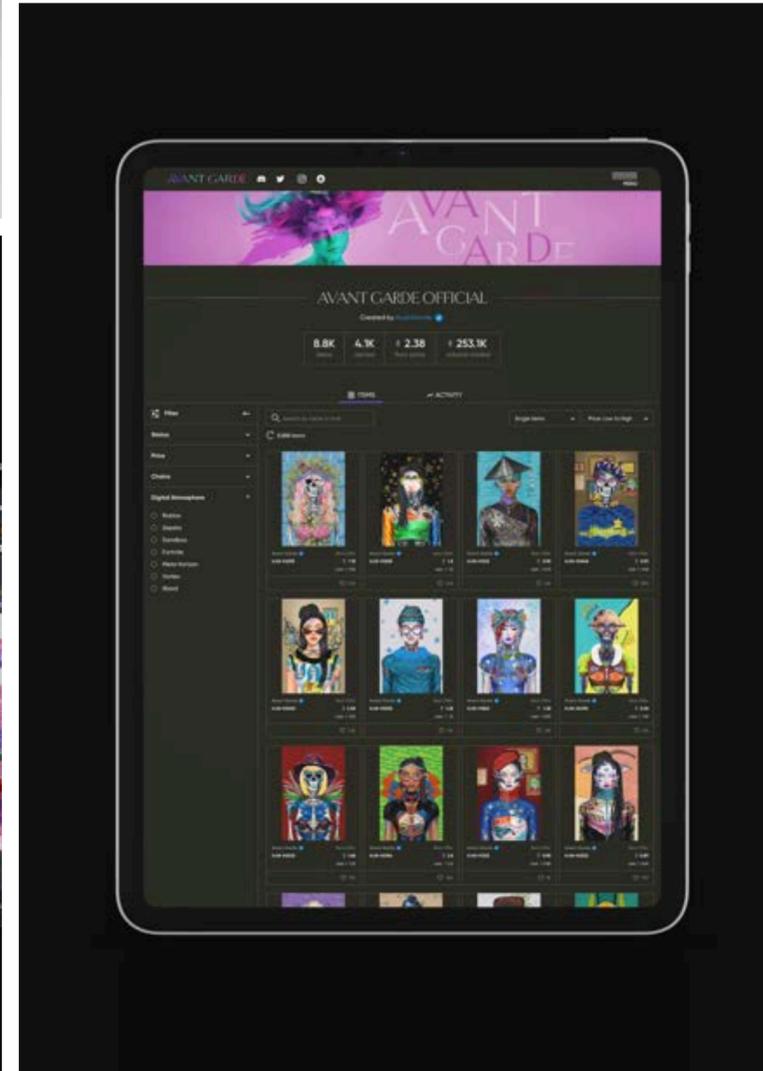
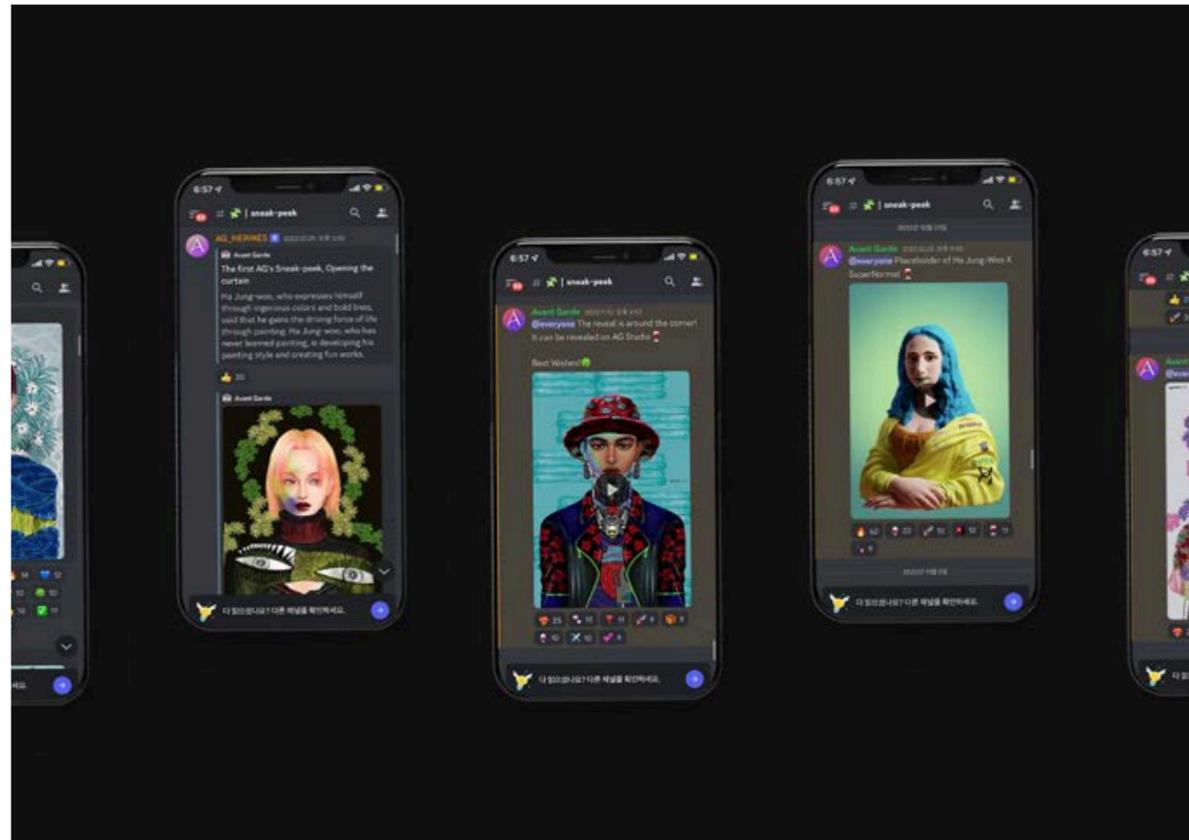
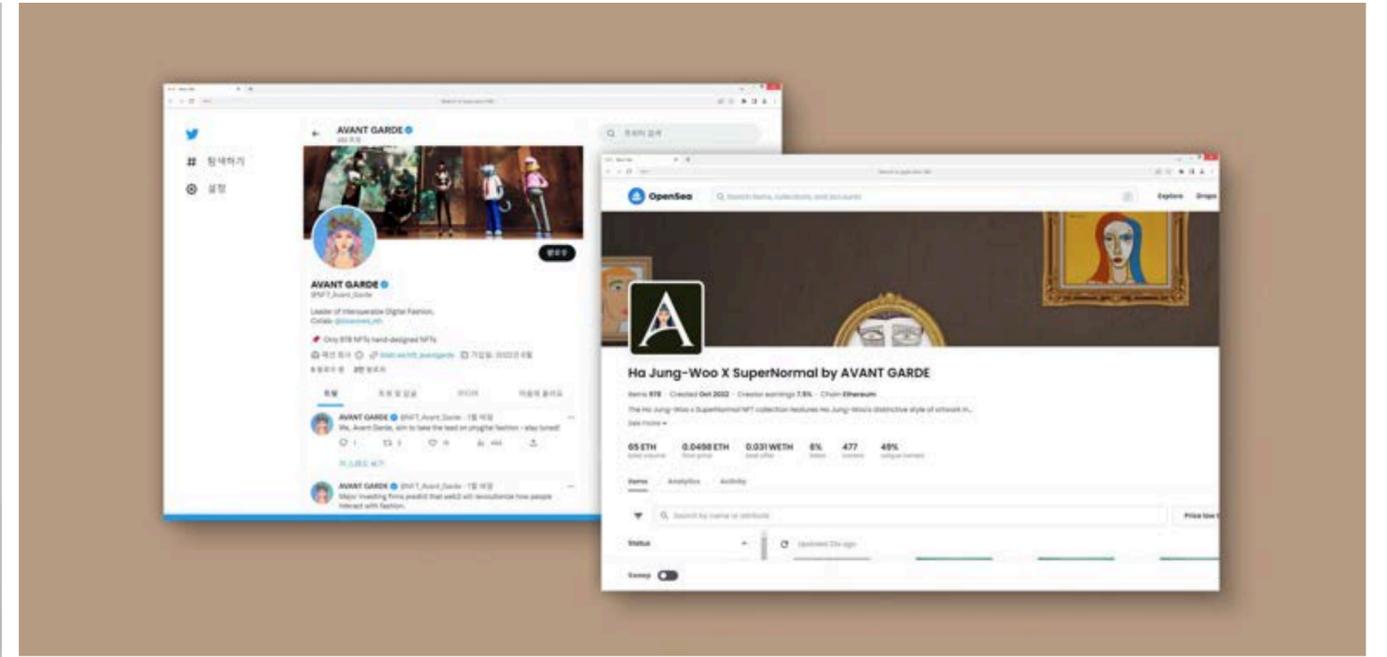
Metaverse

CLIENT

CELEBCHAIN  
SUPER NORMAL  
하정우

WORKS

- Naming
- Branding
- Identity Design
- Editorial Design
- Graphic Design
- Design Guideline
- Photography
- Web Design
- UX/UI Design
- NFT Directing
- Illustration
- Video Design



HERUE

# Jungwoo Ha X Super- Normal

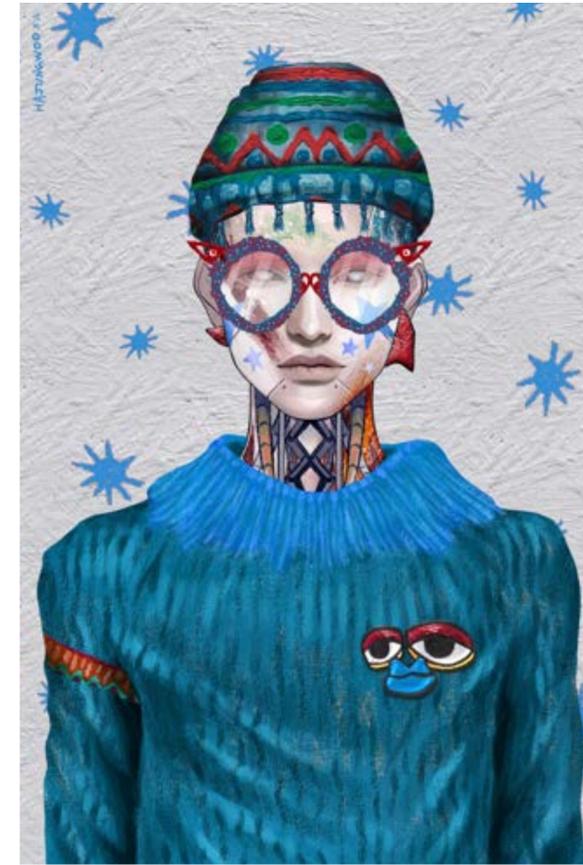
NFT

CLIENT

CELEBCHAIN  
SUPER NORMAL  
하정우

WORKS

NFT Directing  
Illustration  
Fashion Design  
Voice Directing  
Motion Design  
Video Design



HERUE

# Jungwoo Ha X Super-Normal

NFT

CLIENT

CELEBCHAIN  
SUPER NORMAL  
하정우

PROJECT ROADMAP

Launch of The First Art Collection  
Jungwoo Ha X Super-Normal

Sales Of 2D Fashion Items Through 4  
Fashion Brands

01 Making Sub-Branding :

Formal, Street, Avant-Garde, And  
Sports Brands Are Sub-Branded  
In The Main Project Called Avant  
Garde.

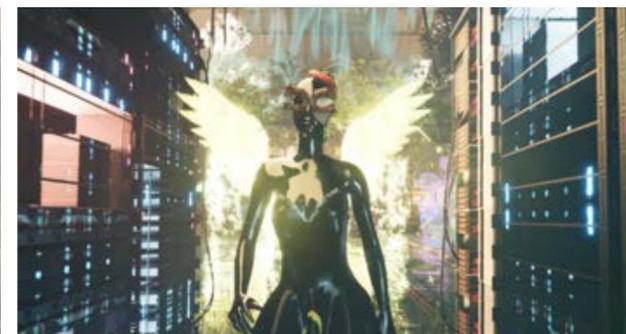
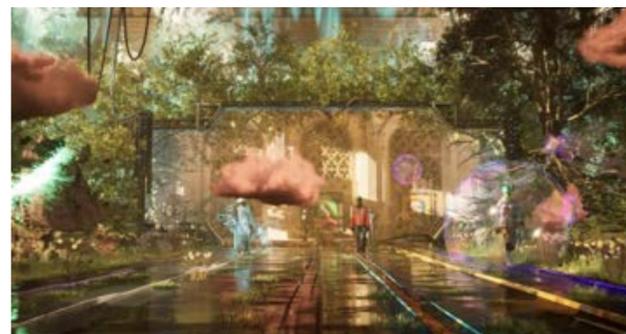
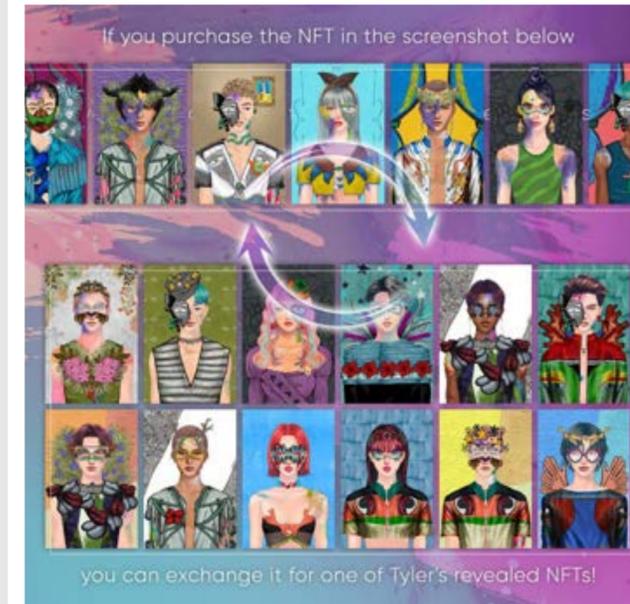
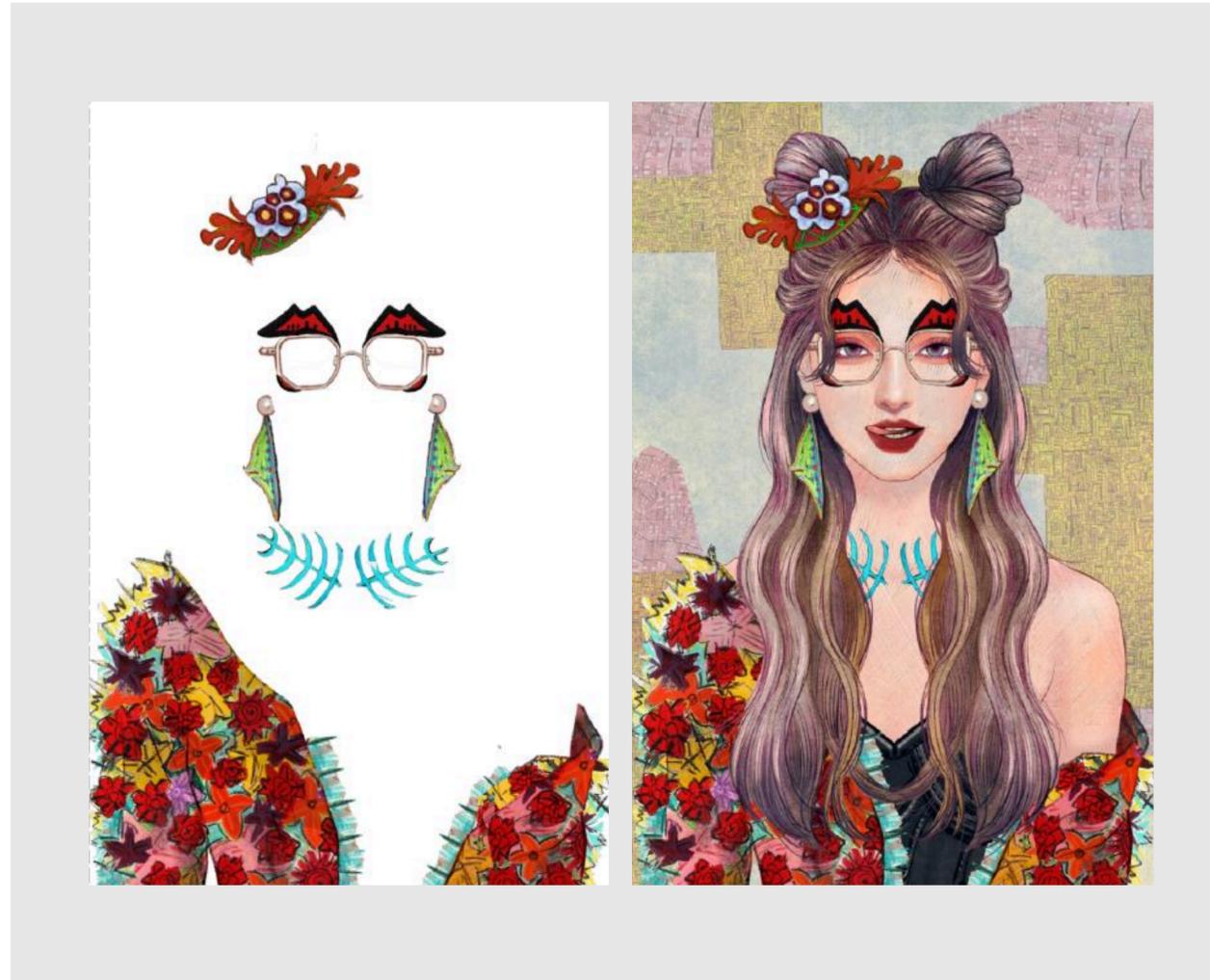
02 In-Metabus Sales :

Sales Of Un-Limited 2D Fashion  
Items By Switching To Compatible  
Clothing Files Within Zepeto,  
Roblox, Sandbox And  
Decentraland.

03 Distributing Sales Revenue :

Distributing The Above Sales  
Revenue By X% To NFT Holders  
Of The Avant-Garde Project

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# SEOUL FESTA

SEOUL FESTA

CLIENT

서울관광재단

WORKS

Web Design  
UI/UX Design



# SEOUL FESTA

SEOUL FESTA

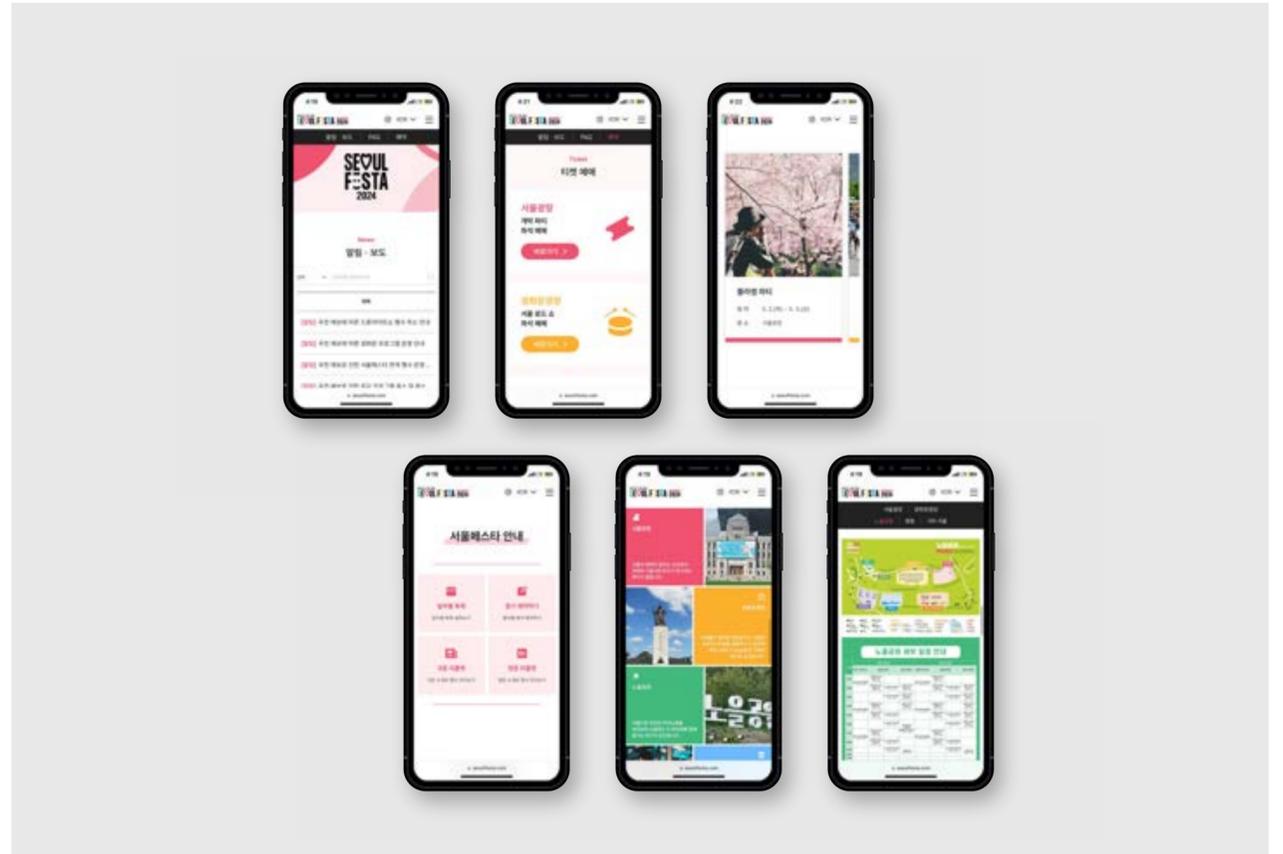
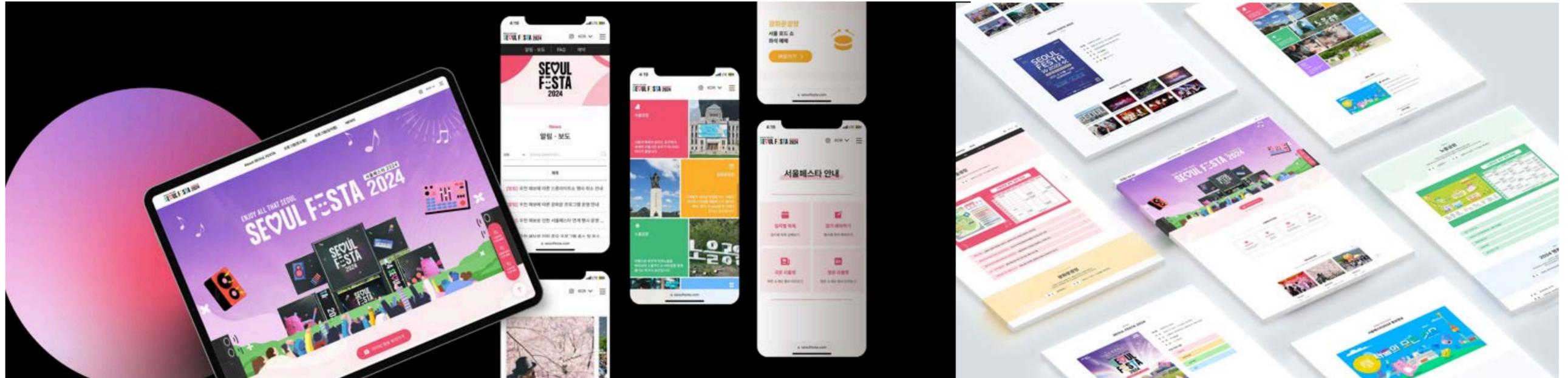
CLIENT

서울관광재단

WORKS

Web Design

UI/UX Design



HERUE

# Book Cafe of Desire

Book Cafe

CLIENT

유튜버 '자청'

## WORKS

Branding

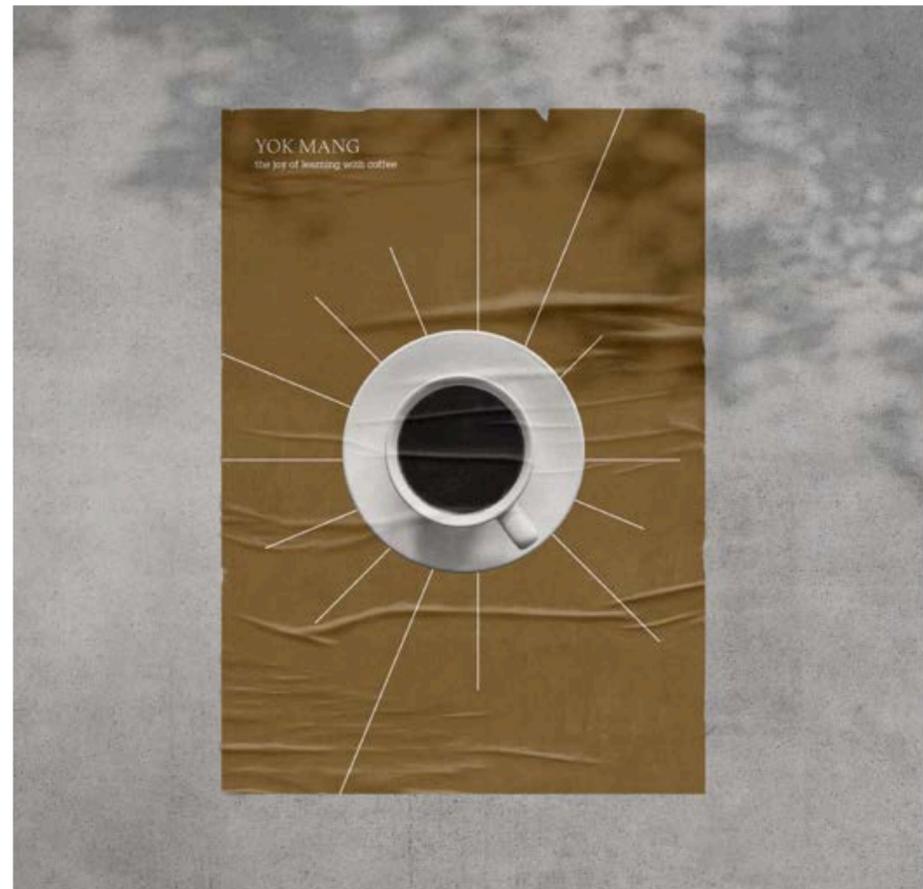
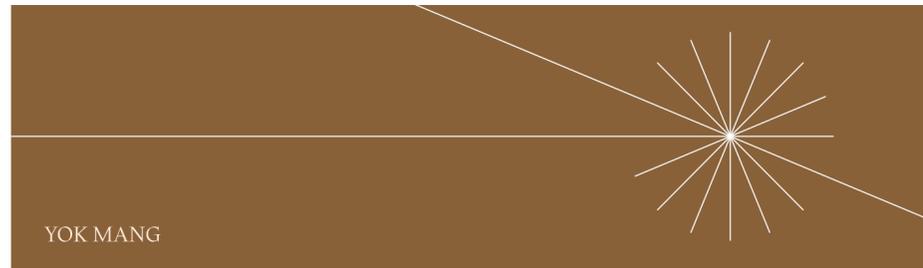
Identity Design

Editorial Design

Graphic Design

Design Guideline

Interior Concept Design



HERUE

# Book Cafe of Desire

Book Cafe

CLIENT

유튜버 '자칭'

WORKS

Branding

Identity Design

Editorial Design

Graphic Design

Design Guideline

Interior Concept Design



HERUE

# Book Cafe of Desire

Book Cafe

CLIENT

유튜버 '자창'

WORKS

Branding

Identity Design

Editorial Design

Graphic Design

Design Guideline

Interior Concept Design



# Book Cafe of Desire

Book Cafe

CLIENT

유튜버 '자칭'

WORKS

Branding

Identity Design

Editorial Design

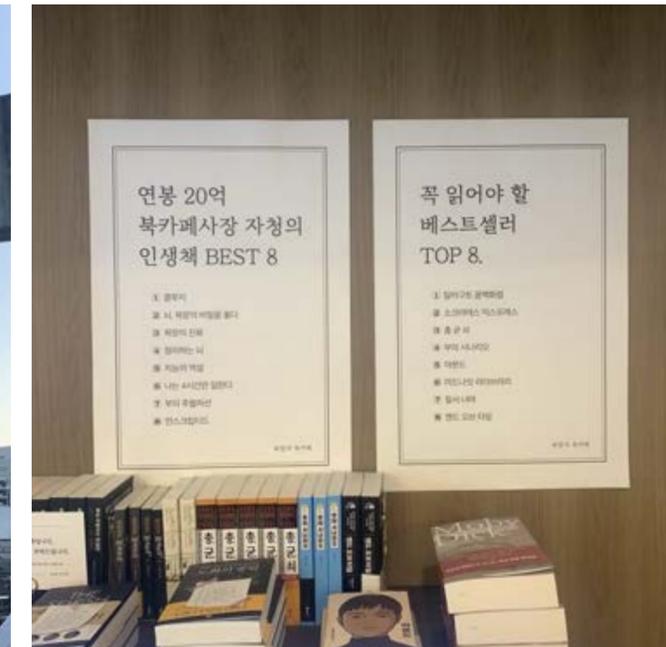
Graphic Design

Design Guideline

Interior Concept Design



이용권	
<평일> 시간 무제한 + 음료 2잔 제공	15,000
<주말/공휴일> 3시간 + 음료 2잔 제공	15,000
4시간 + 음료 3잔 제공	18,000
네이버 예약: 30% 할인 (일리버드 / 부영이)	
Dutch Coffee	
아메리카노	바닐라민 라떼
카페라떼	카페모카
Non-caffeine	
플드브루 아메리카노	
플드브루 라떼	
플드브루 바닐라민 라떼	
beverage (only ice)	
에이드 (레드 자몽 / 청포도)	
초코 라떼	
Tea	
유기농 페퍼민트	
히비스커스	
플레모야일	
루이보스	
Dessert	
요거트볼	4,500
크로크무슈	3,900
잉글리쉬 버핀	3,900



HERUE

# seeries

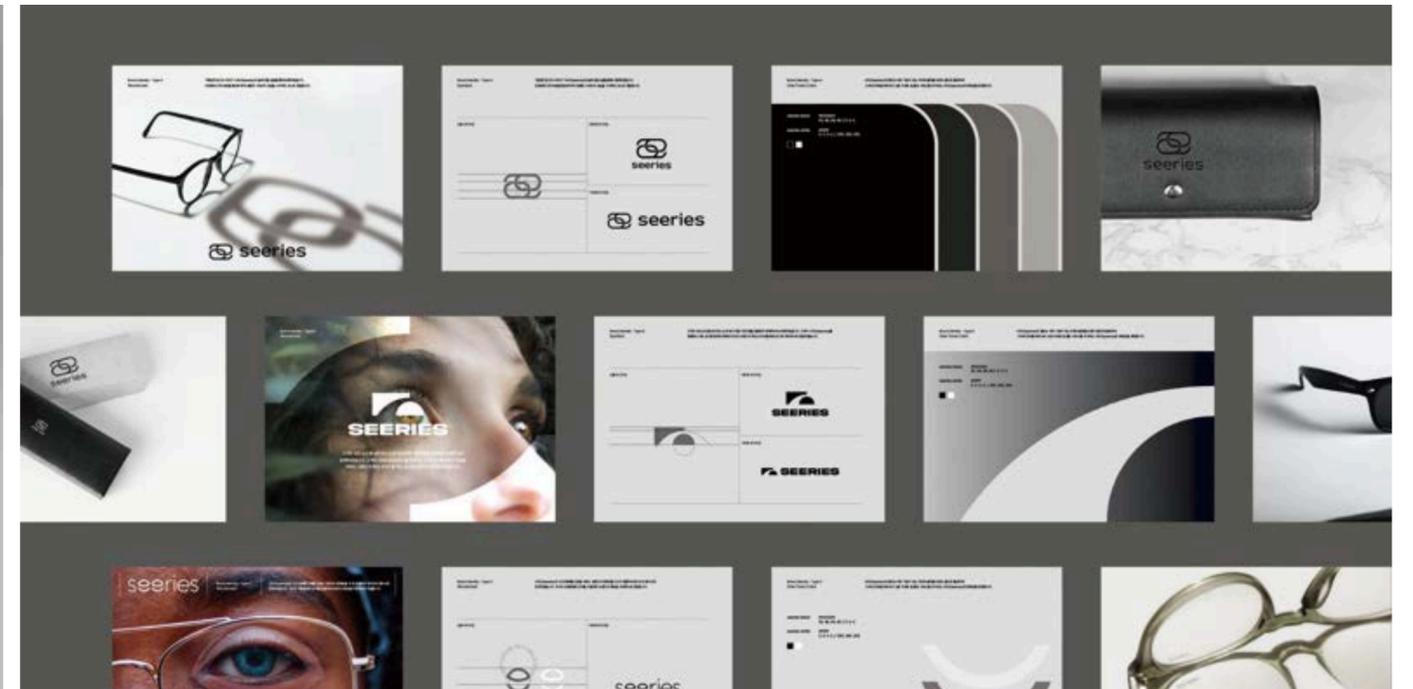
Glasses

CLIENT

다비치 안경

WORKS

Identity Design  
Design Guideline



# e-Comforting World

DL E&C

CLIENT

DL 건설

## WORKS

Branding

Identity Design

Editorial Design

Logo Design

Graphic Design

Guideline Design



# e-Comforting World

DL E&C

CLIENT

DL 건설

## WORKS

Branding

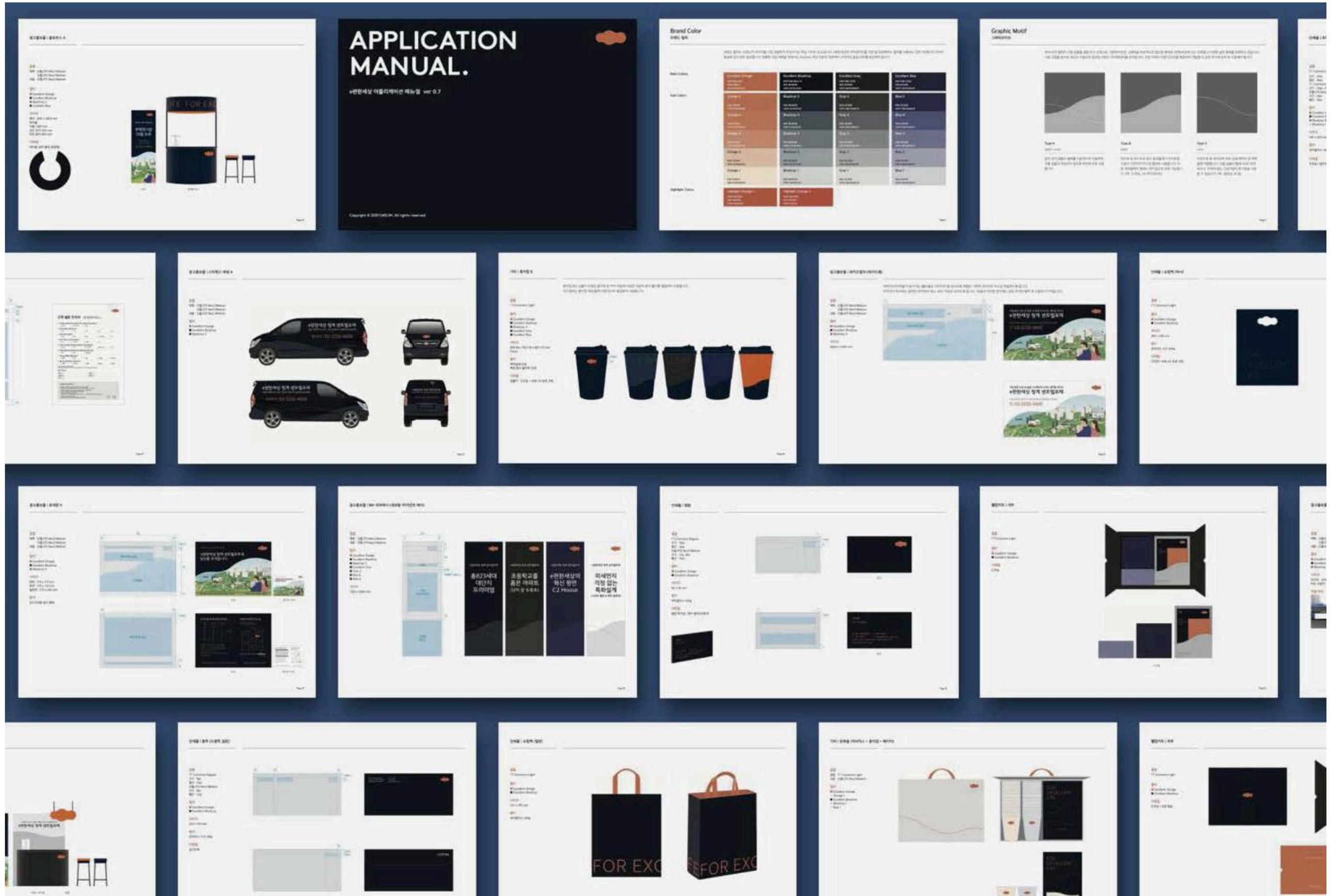
Identity Design

Editorial Design

Logo Design

Graphic Design

Guideline Design



# Maeil Dairy Products

Dairy Manufacturer

## CLIENT

Maeil

## WORKS

Branding

Identity Design

Package Design

Design Guideline



# Nokwoncni

Ink Manufacturing Company

## CLIENT

녹원씨엔아이

## WORKS

- Identity Design
- Editorial Design
- Graphic Design
- Design Guideline

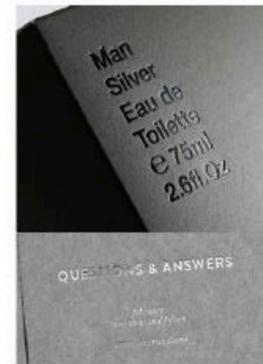


Nokwon C&I Color-Sample Book Design

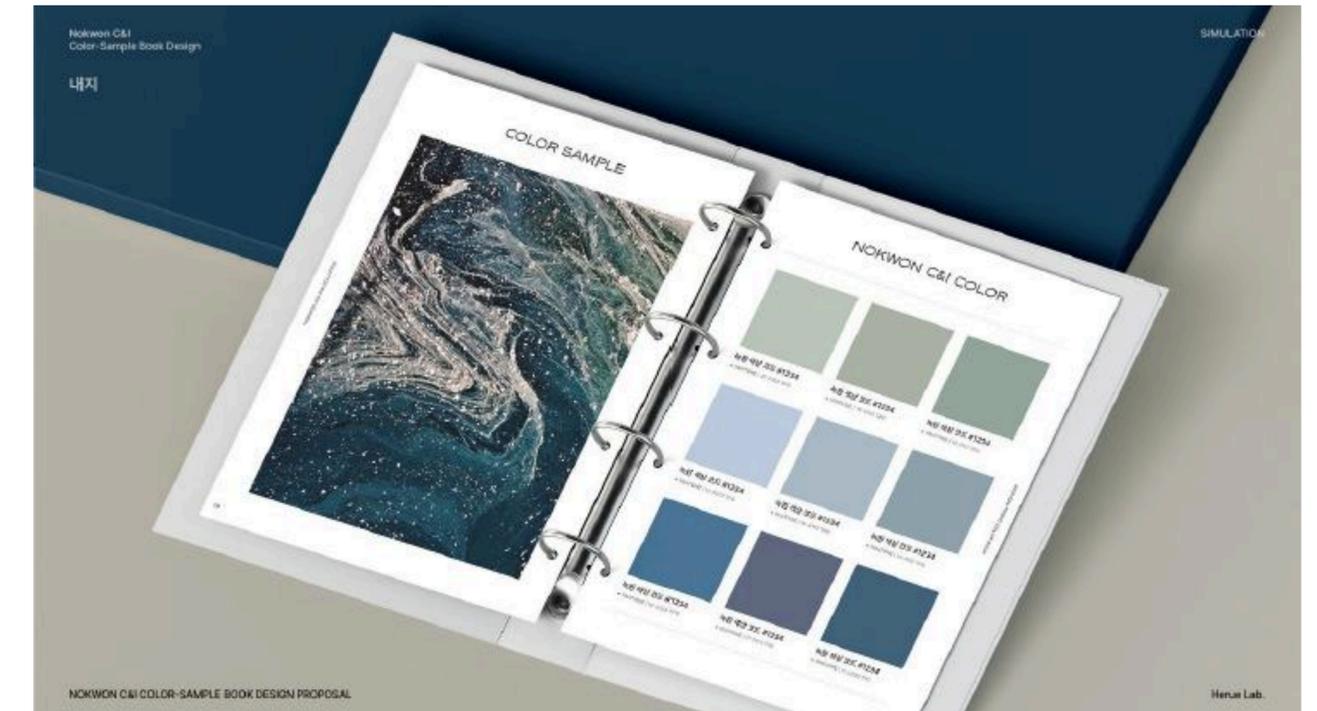
Color-Sample Book Design Cover

# 표지

커버 재질 - 천 커버  
추가공 - 먹박 or 은박



Herue Lab.



HERUE

# NEOVISION

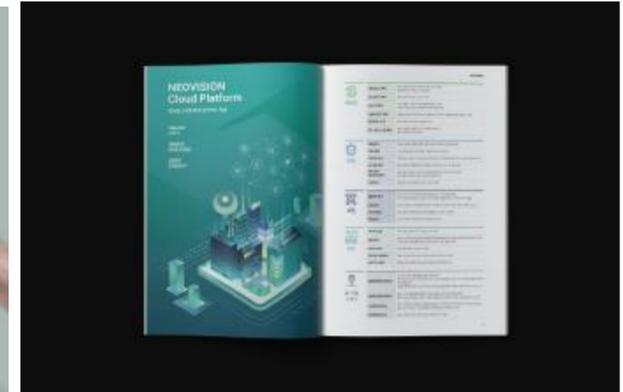
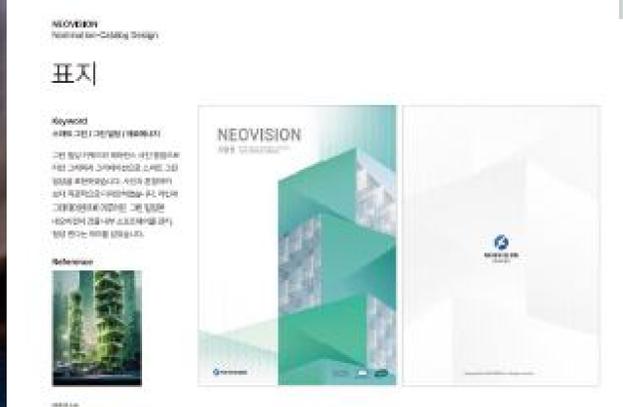
Information Communication  
Solution Company

## CLIENT

네오비전

## WORKS

Identity Design  
Editorial Design  
Graphic Design  
Design Guideline



HERUE

# NEOVISION

Information Communication  
Solution Company

CLIENT

네오비전



WORKS

Identity Design  
Editorial Design  
Graphic Design  
Design Guideline



HERUE

# ZUNELLE

Filler

CLIENT

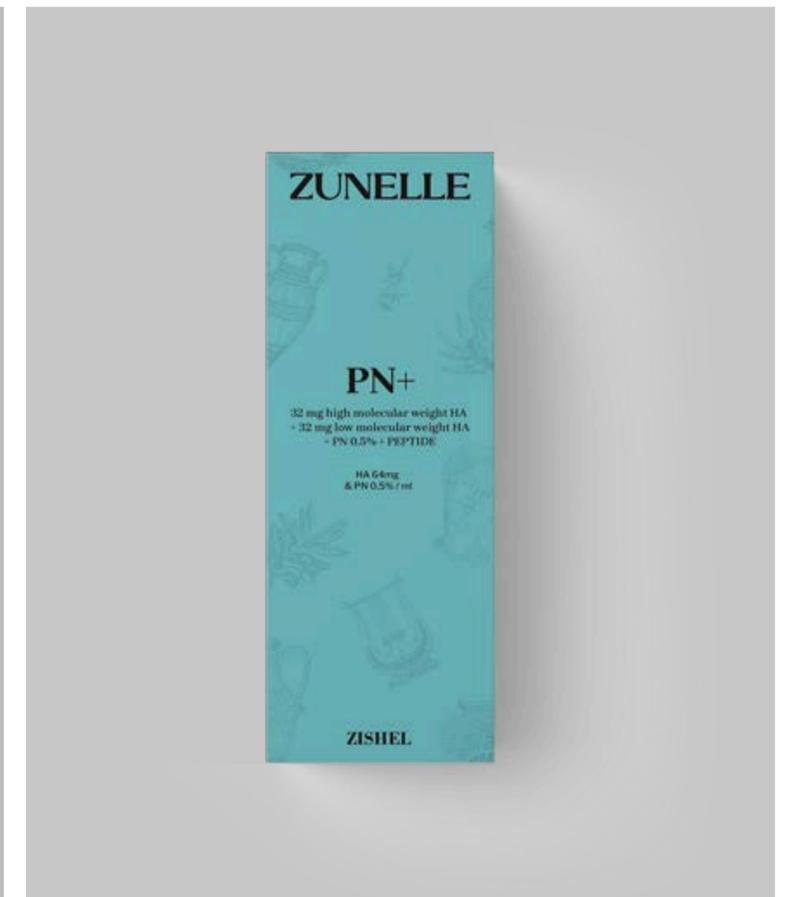
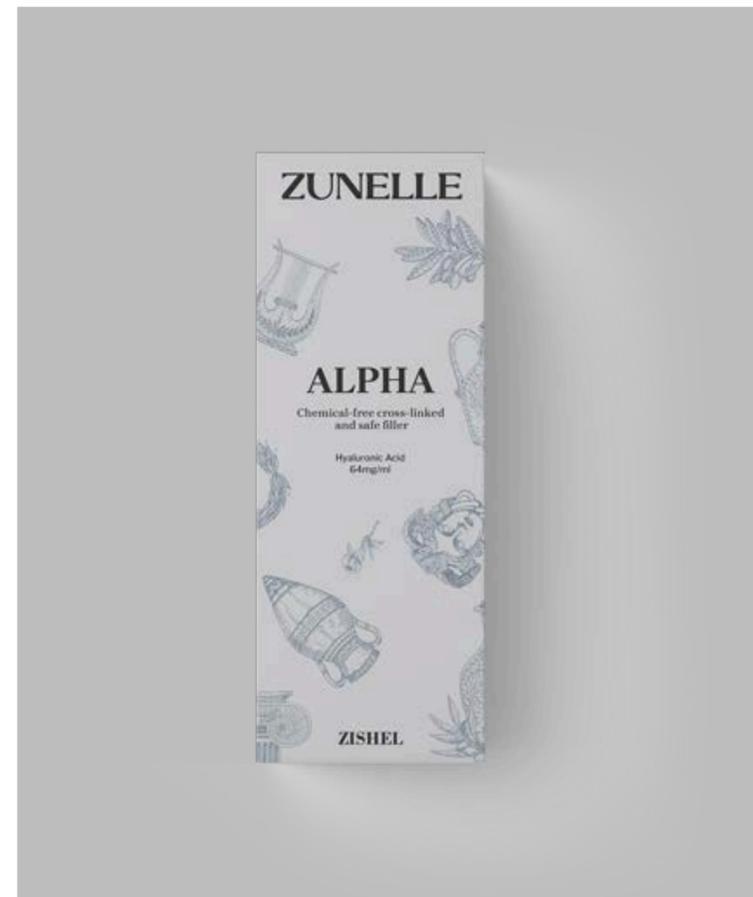
ZISHEL

WORKS

BI Design

Package Design

Editorial Design



# ZAPLLA

Medical Luxury Cosmetic

## CLIENT

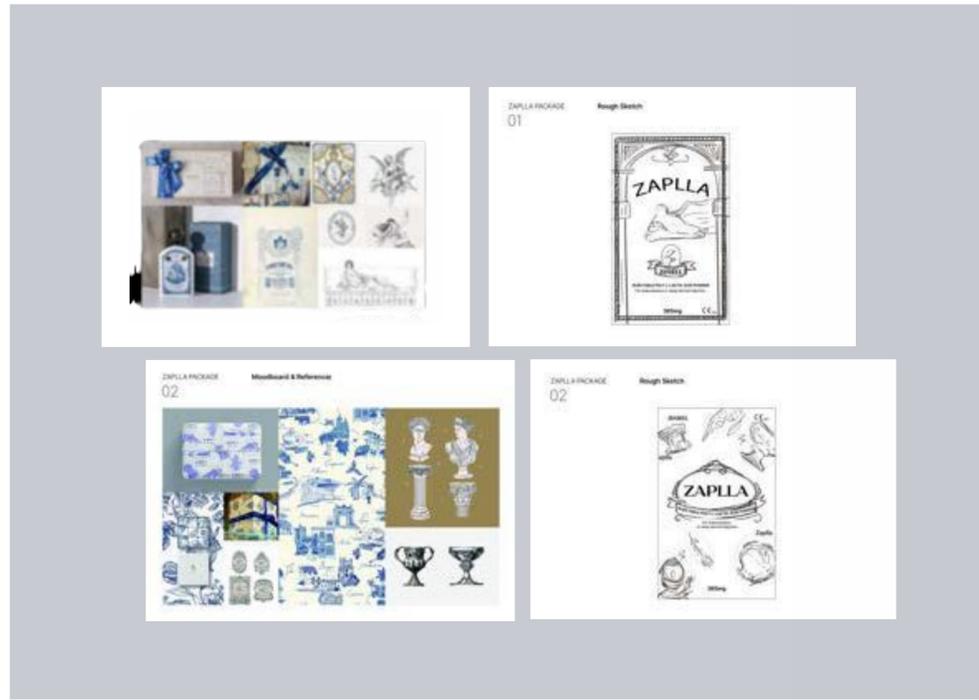
ZISHEL

## WORKS

BI Design

Package Design

Editorial Design



# ZEXOGEN

Medical Luxury Cosmetic

## CLIENT

ZISHEL

## WORKS

BI Design

Package Design

Editorial Design



HERUE

# DISORDER

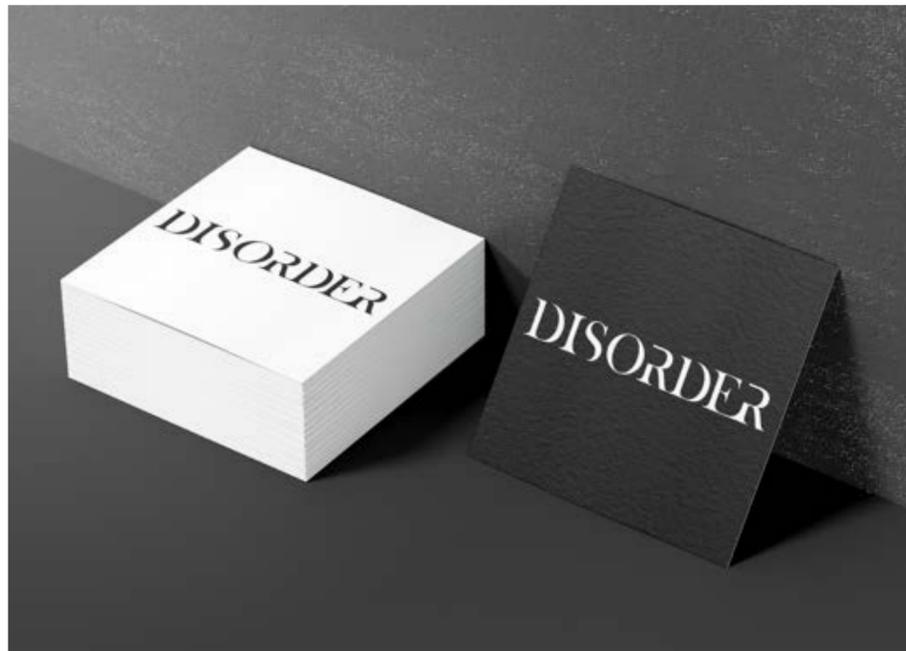
Scent Interior Accessories Shop

CLIENT

DISORDER STUDIO

## WORKS

Identity Design  
Editorial Design  
Package Design  
Graphic Design  
Design Guideline



HERUE

# THE ALPHA

Law Firm

CLIENT

LAW FIRM. THE ALPHA

WORKS

- Identity Design
- Editorial Design
- Graphic Design
- Design Guideline
- Web Design



HERUE

# THE ALPHA

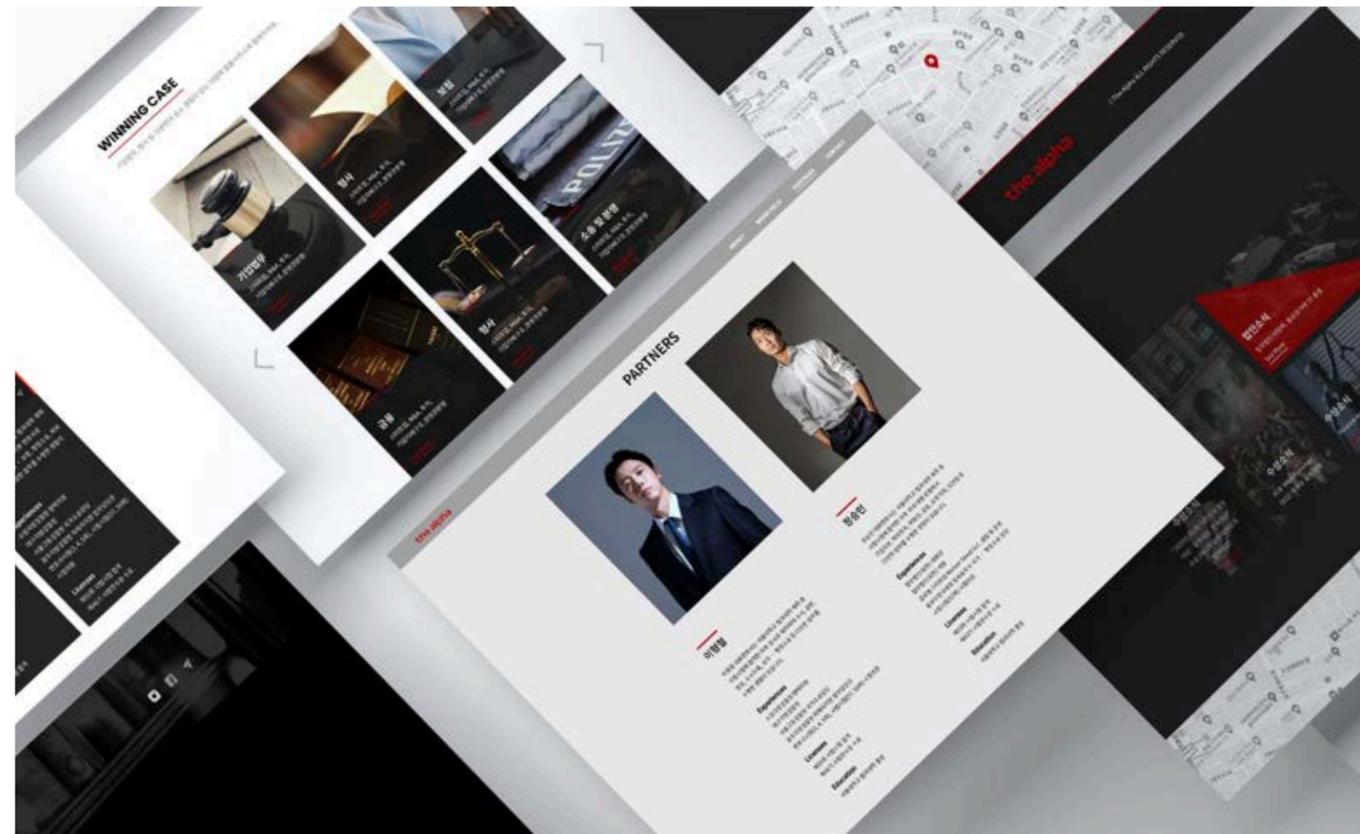
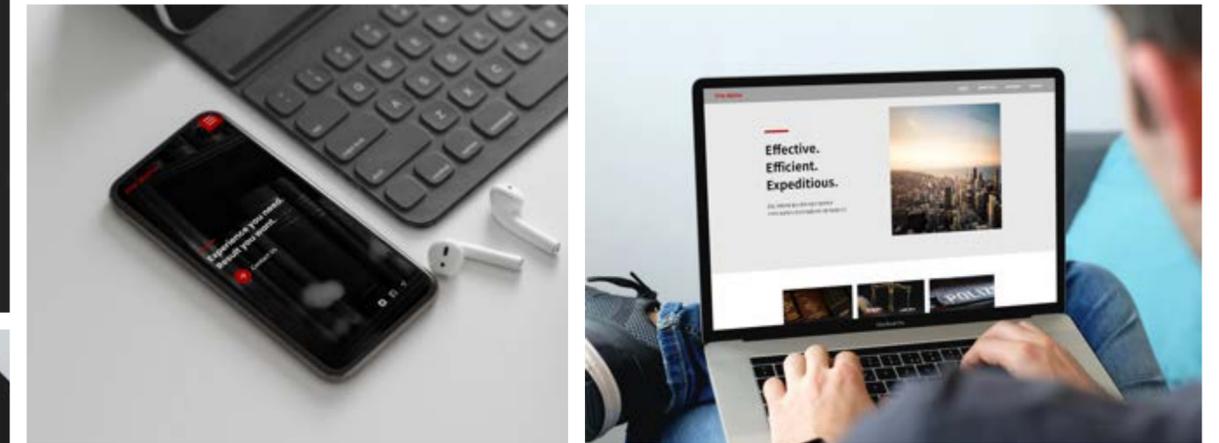
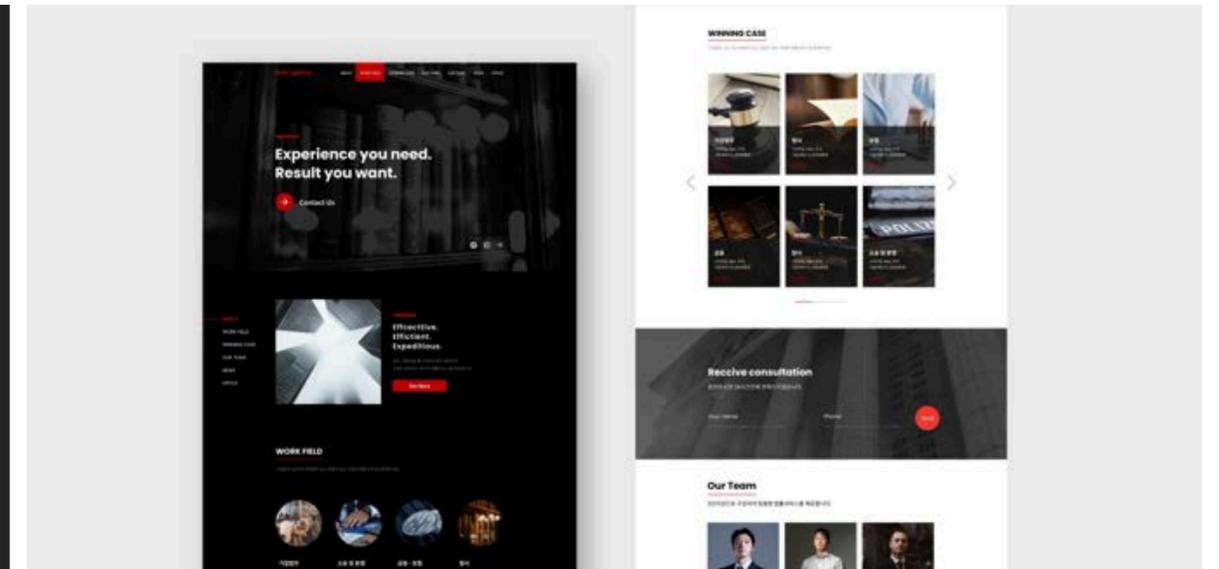
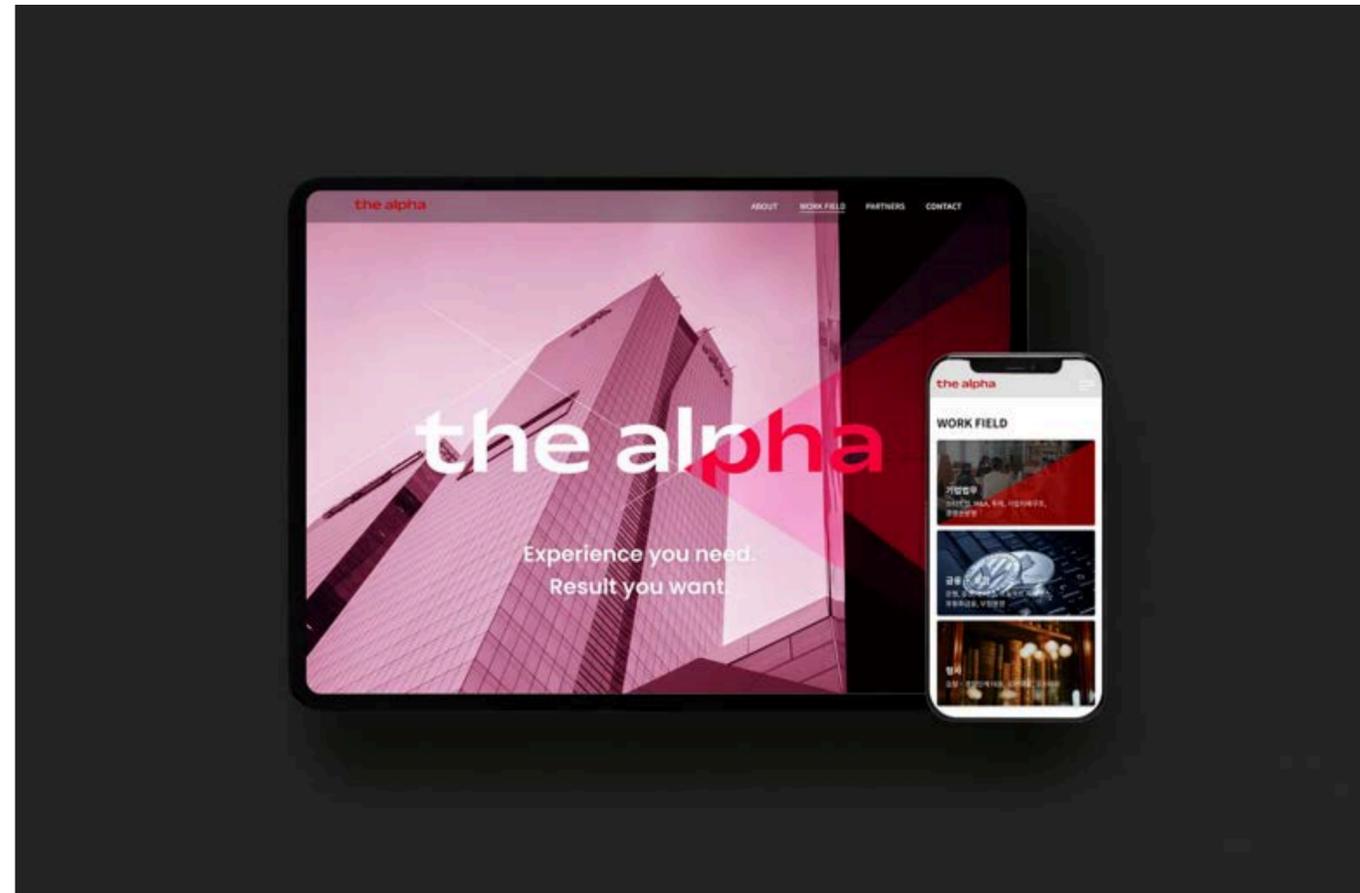
Law Firm

CLIENT

LAW FIRM. THE ALPHA

WORKS

- Identity Design
- Editorial Design
- Graphic Design
- Design Guideline
- Web Design



HERUE

# Gyeongseong Law Firm

Law Firm

CLIENT

법무법인 경성

WORKS

Branding

Identity Design

Editorial Design

Graphic Design

Web Design



HERUE

# Gyeongseong Law Firm

Law Firm

CLIENT

법무법인 경성

WORKS

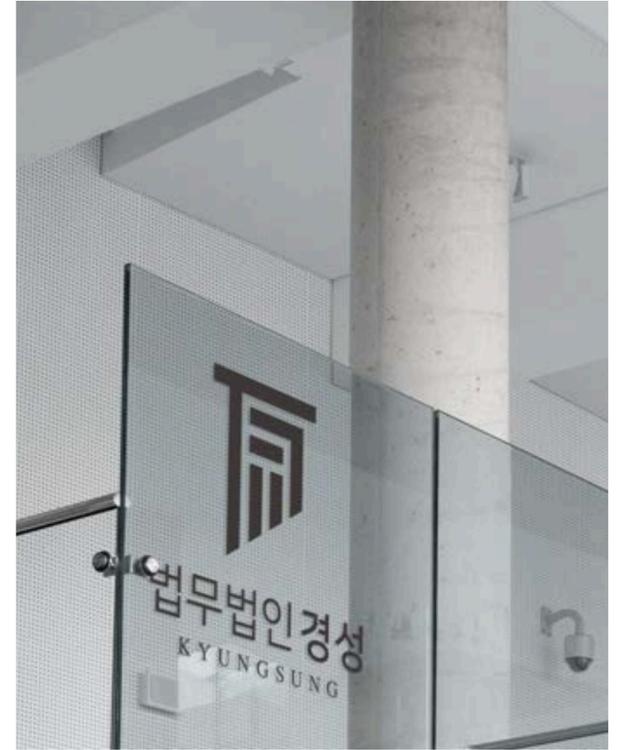
Branding

Identity Design

Editorial Design

Graphic Design

Web Design



HERUE

# INFINI

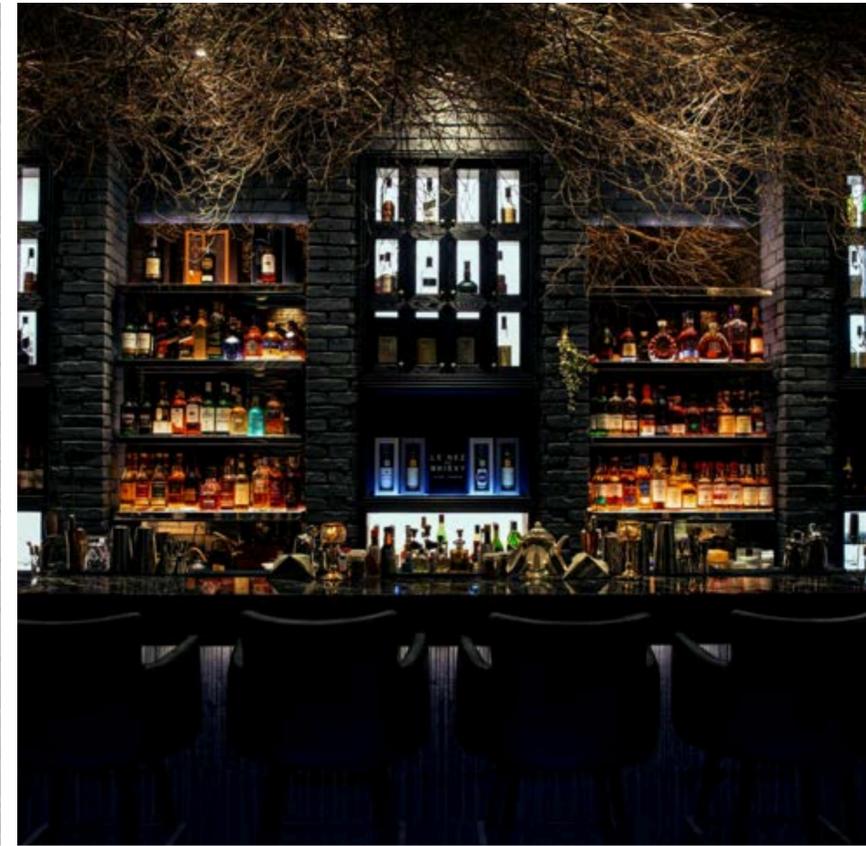
Bar

## CLIENT

INFINI CHEONGDAM  
서울 강남구 청담동 88-2

## WORKS

Identity Design  
Graphic Design  
Contents Design  
Graphic Design  
Design Guideline  
Photography



HERUE

# INFINI

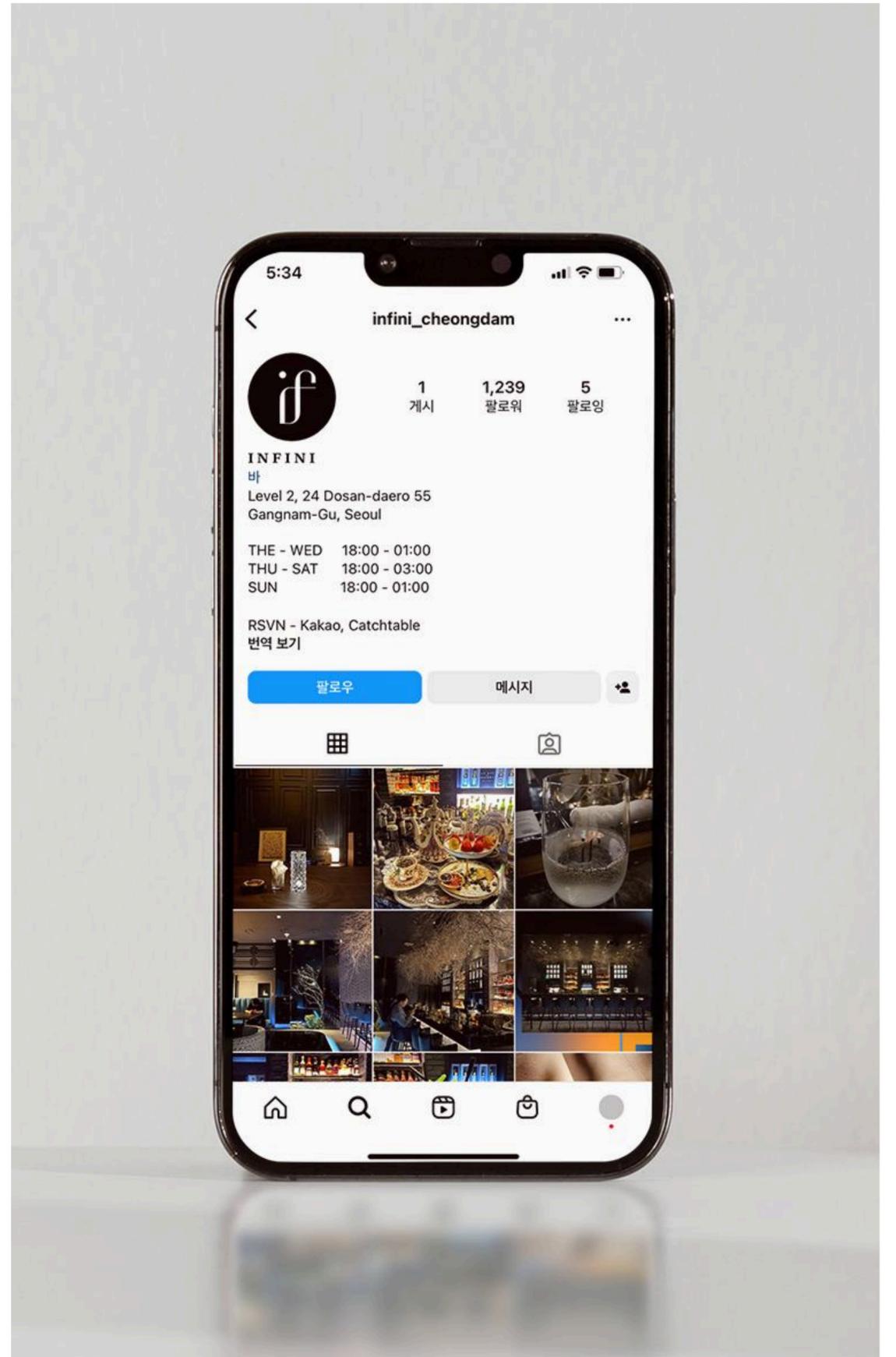
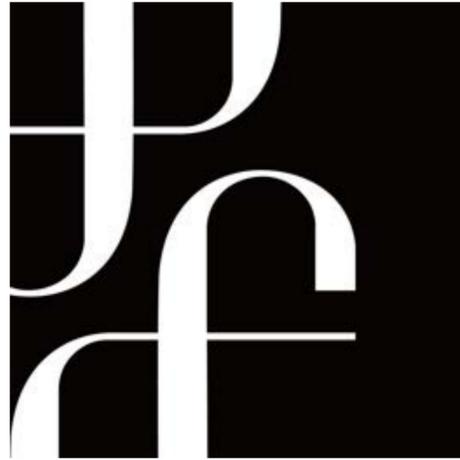
Bar

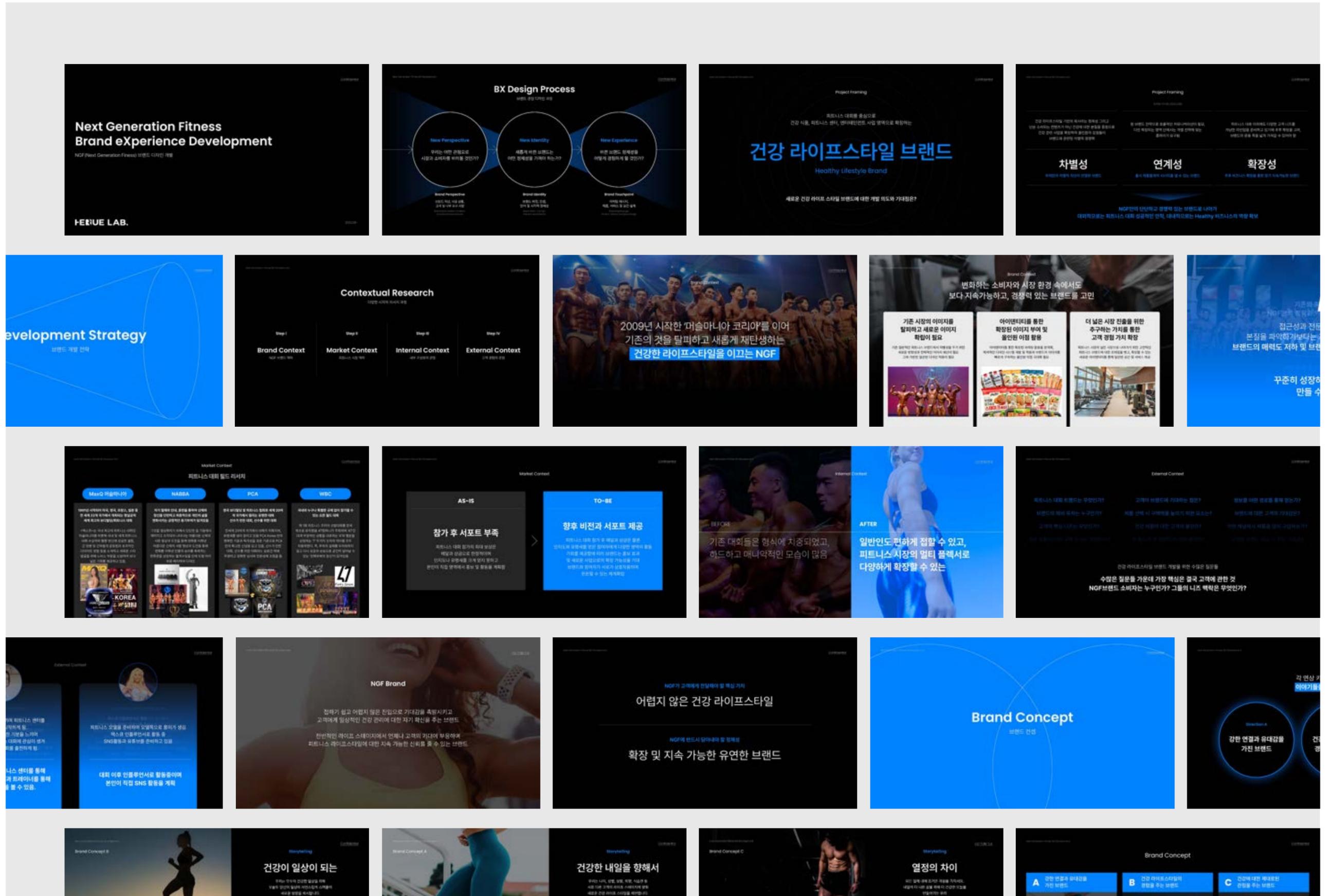
CLIENT

INFINI CHEONGDAM  
서울 강남구 청담동 88-2

WORKS

Identity Design  
Graphic Design  
Contents Design  
Graphic Design  
Design Guideline  
Photography





HERUE

# NGF

Fitness

CLIENT

장승 F&F (머슬매니아 대회)

## WORKS

BX Strategy

BX Design

Identity Design

Graphic Design

Design Guideline



HERUE

# SUPERCAR LOUNGE

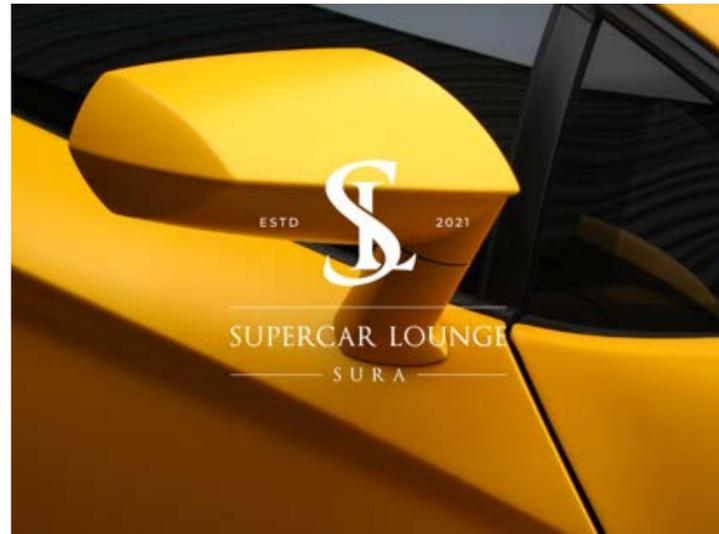
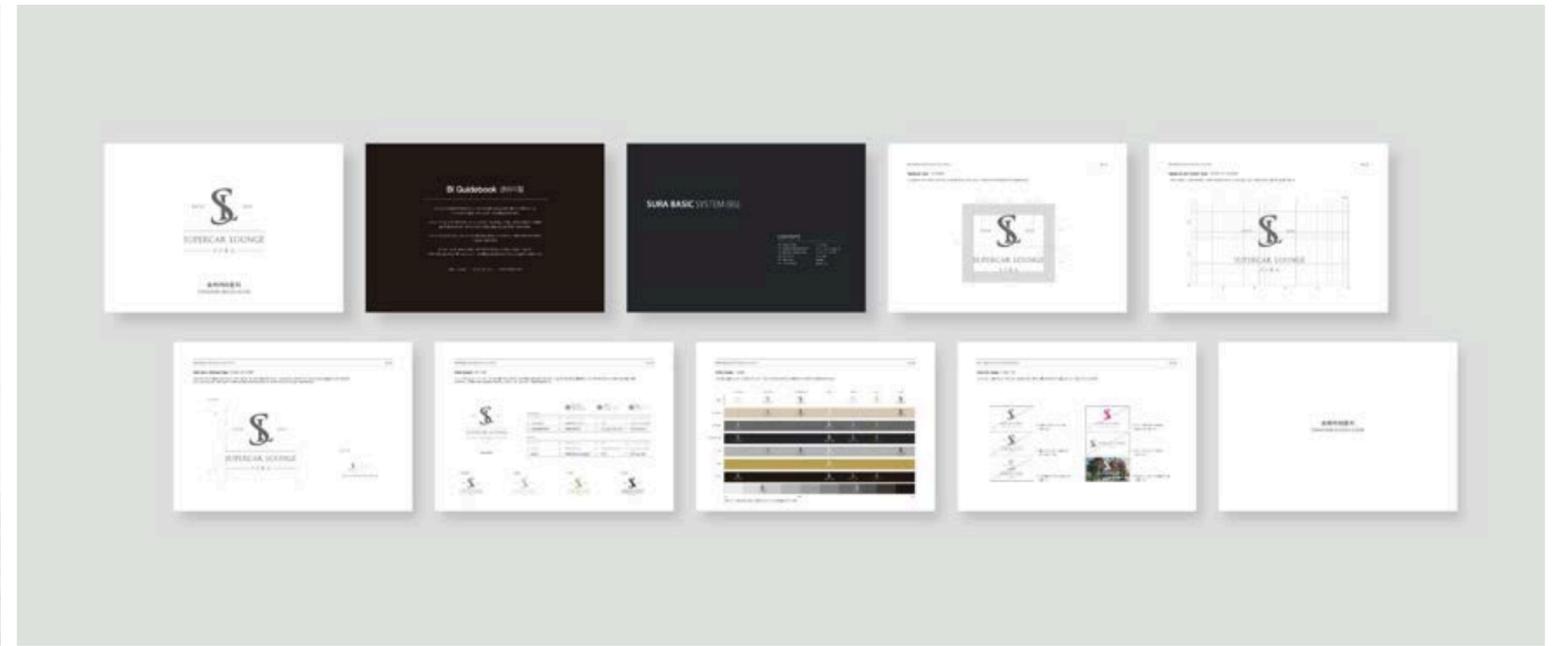
Premium Matching Platform

CLIENT

AK 법무법인

## WORKS

- Branding
- Identity Design
- Editorial Design
- Graphic Design
- Design Guideline
- Photography
- UX/UI Design



HERUE

# SUPERCAR LOUNGE

Premium Matching Platform

CLIENT

AK 법무법인

## WORKS

Branding

Identity Design

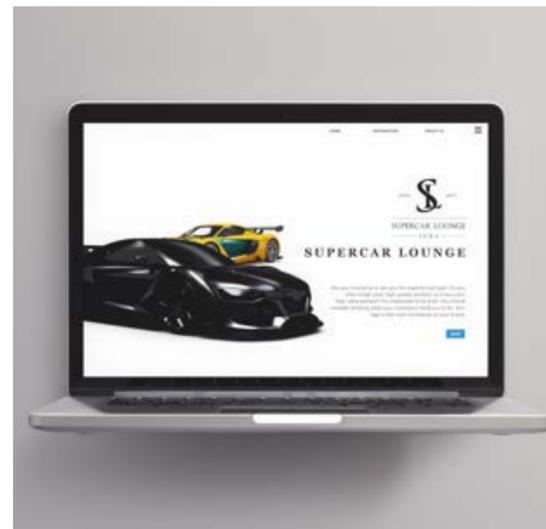
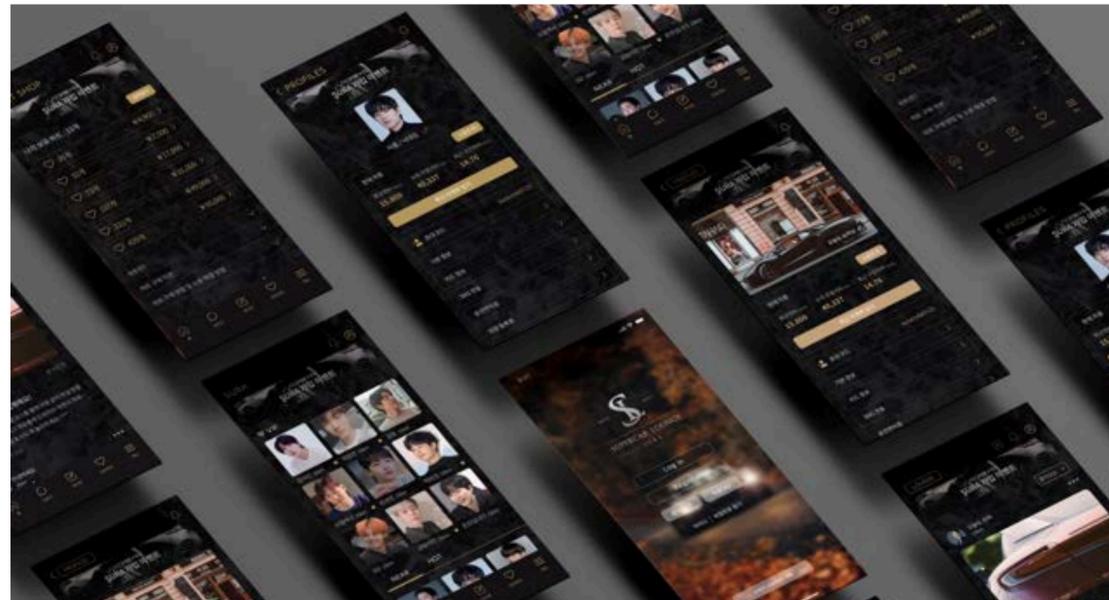
Editorial Design

Graphic Design

Design Guideline

Photography

UX/UI Design



# KAIST BIM

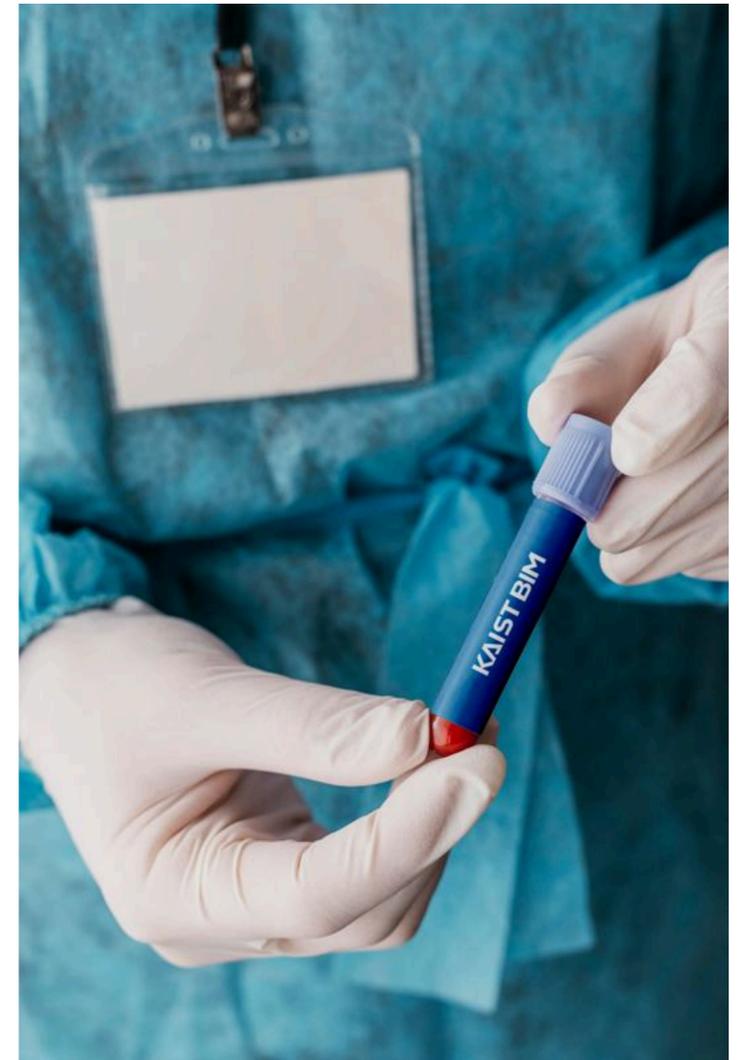
Graduate School Of  
Bioinnovation Management

## CLIENT

카이스트  
바이오혁신경영전문대학원

## WORKS

- Identity Design
- Editorial Design
- Logo Design
- Graphic Design
- Design Guideline



# Chungnam National University Hospital

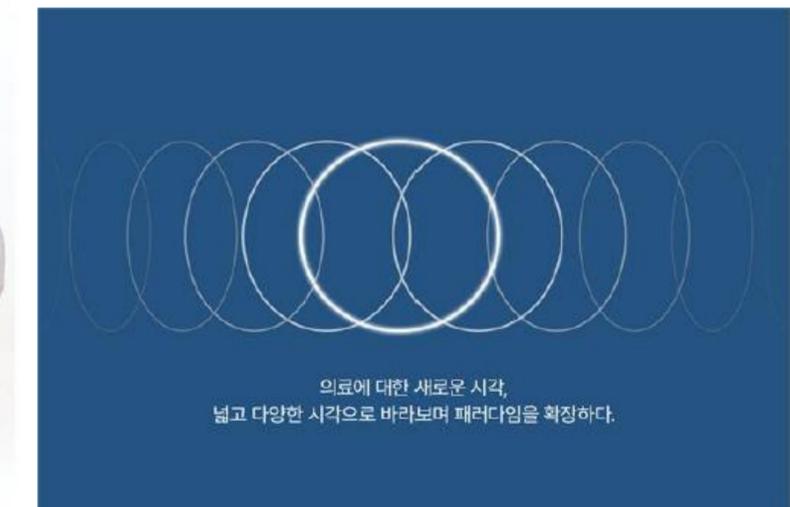
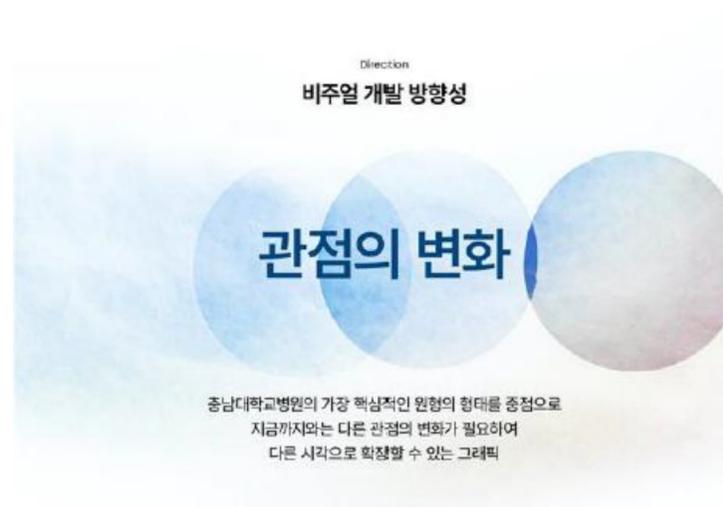
University Hospital

## CLIENT

충남대학교병원

## WORKS

- Branding
- Identity Design
- Interior Design
- Graphic Design
- Design Guideline



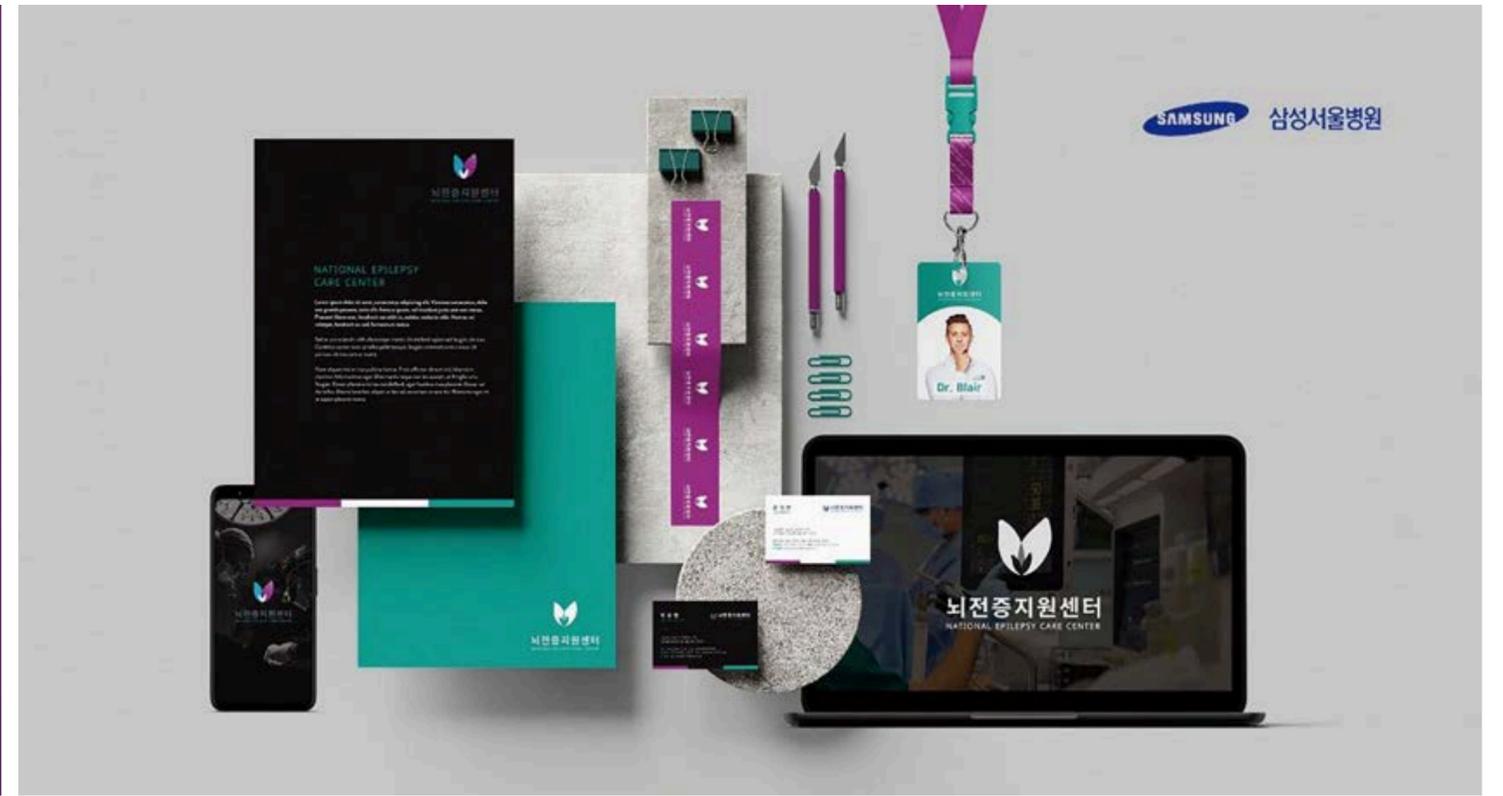
HERUE

# Samsung Hospital Epilepsy Center

National Epilepsy Care Center

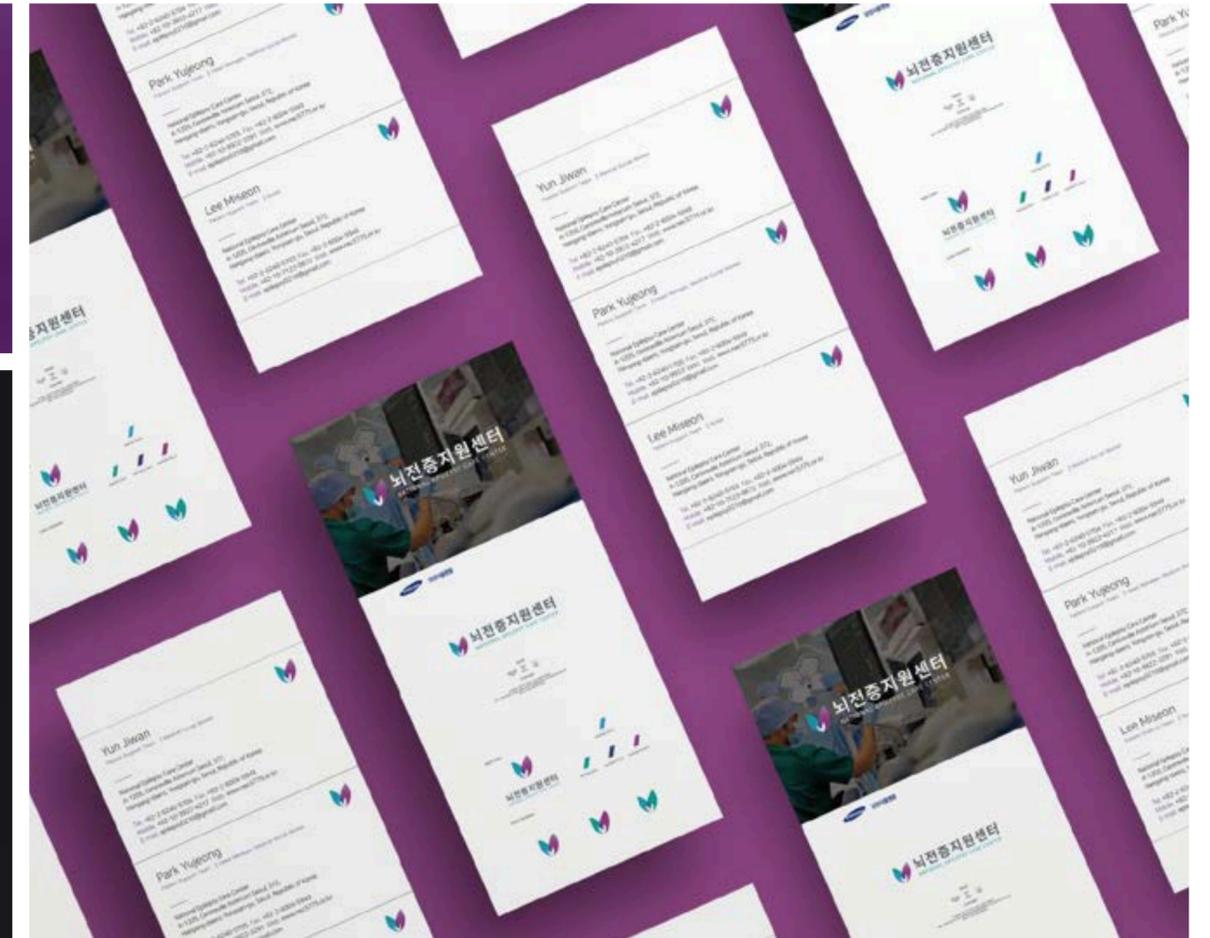
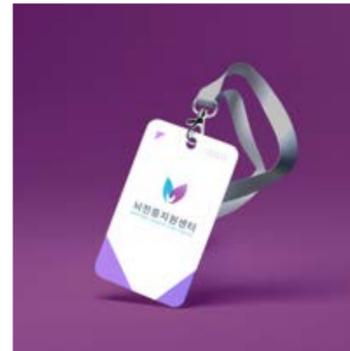
CLIENT

서울삼성병원



WORKS

- Identity Design
- Editorial Design
- Graphic Design
- Design Guideline



HERUE

# K-Square Magok perspective drawing

Interior

CLIENT

(주)코람코자산신탁

WORKS

Interior



HERUE

# K-Square Magok perspective drawing

Interior

CLIENT

(주)코람코자산신탁

WORKS

Interior



HERUE

# Port House Drawings

Interior

CLIENT

PORTHOUSE

WORKS

Interior





# Egg Seoul Rebranding

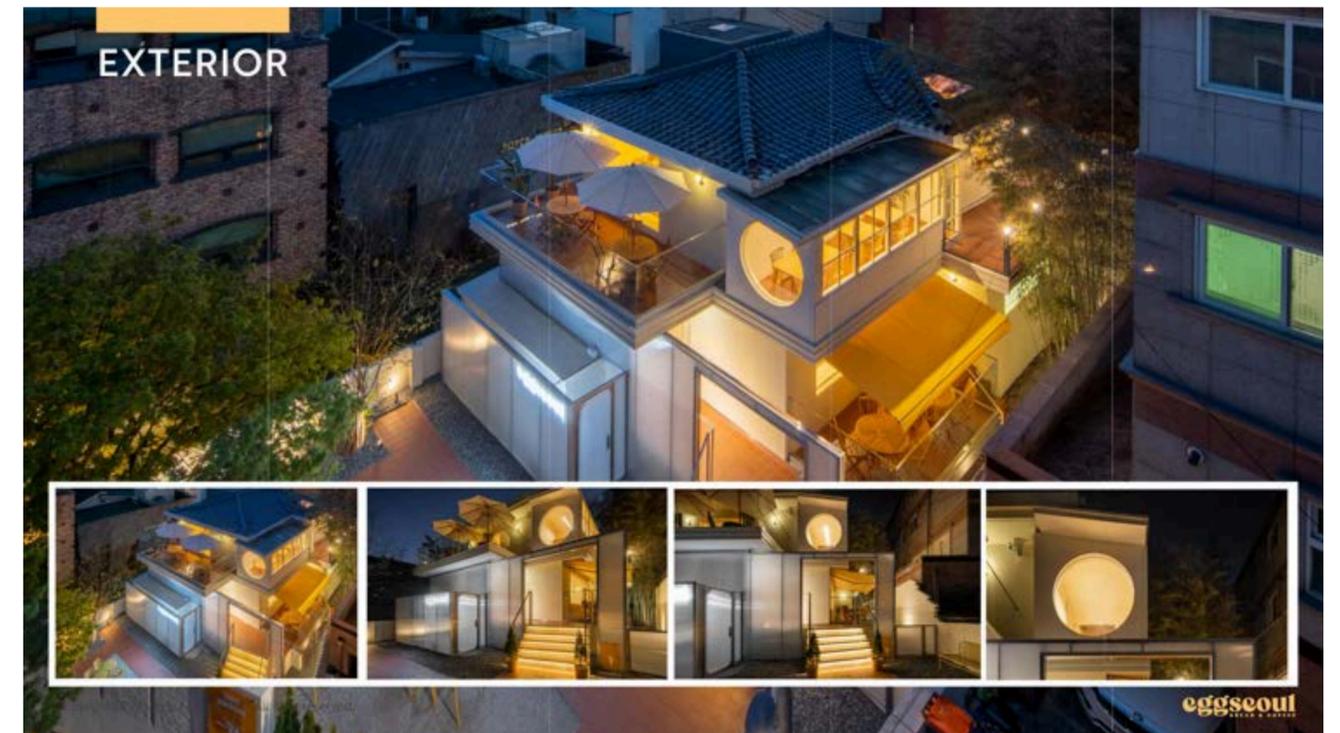
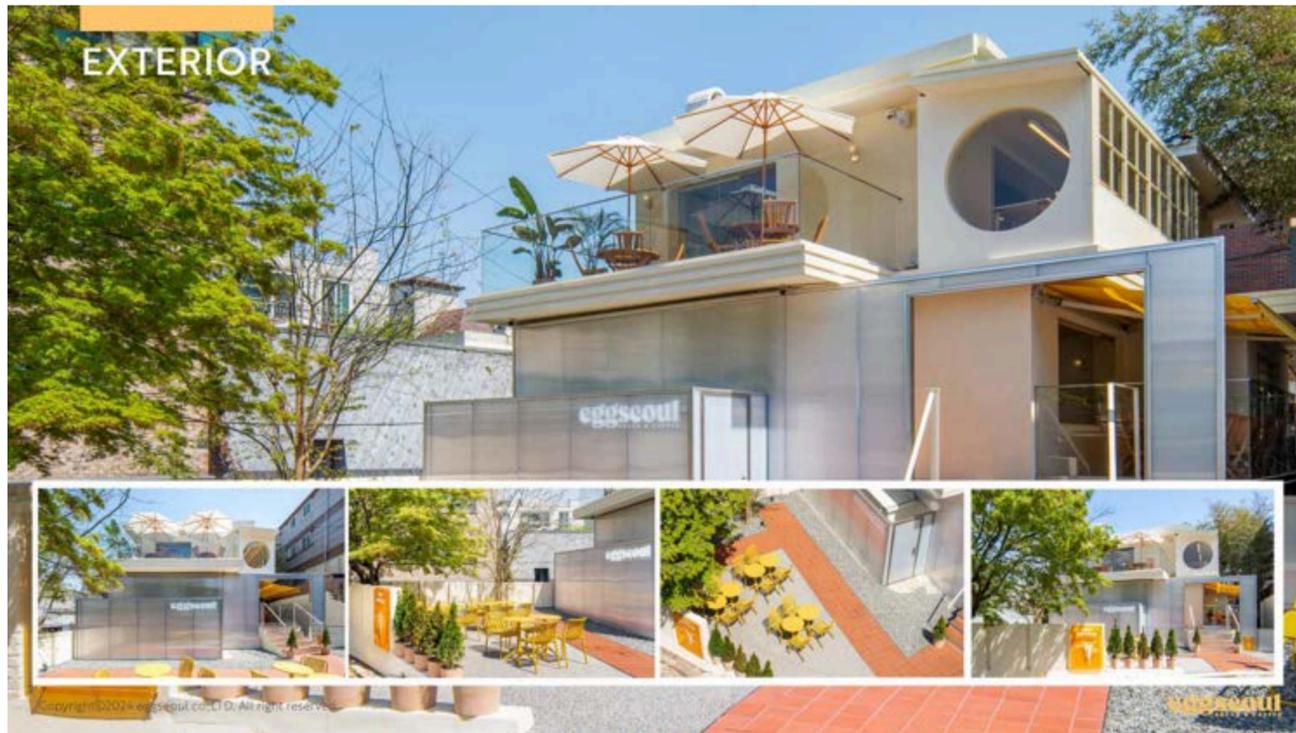
Interior

CLIENT

(주)에그서울

WORKS

Interior

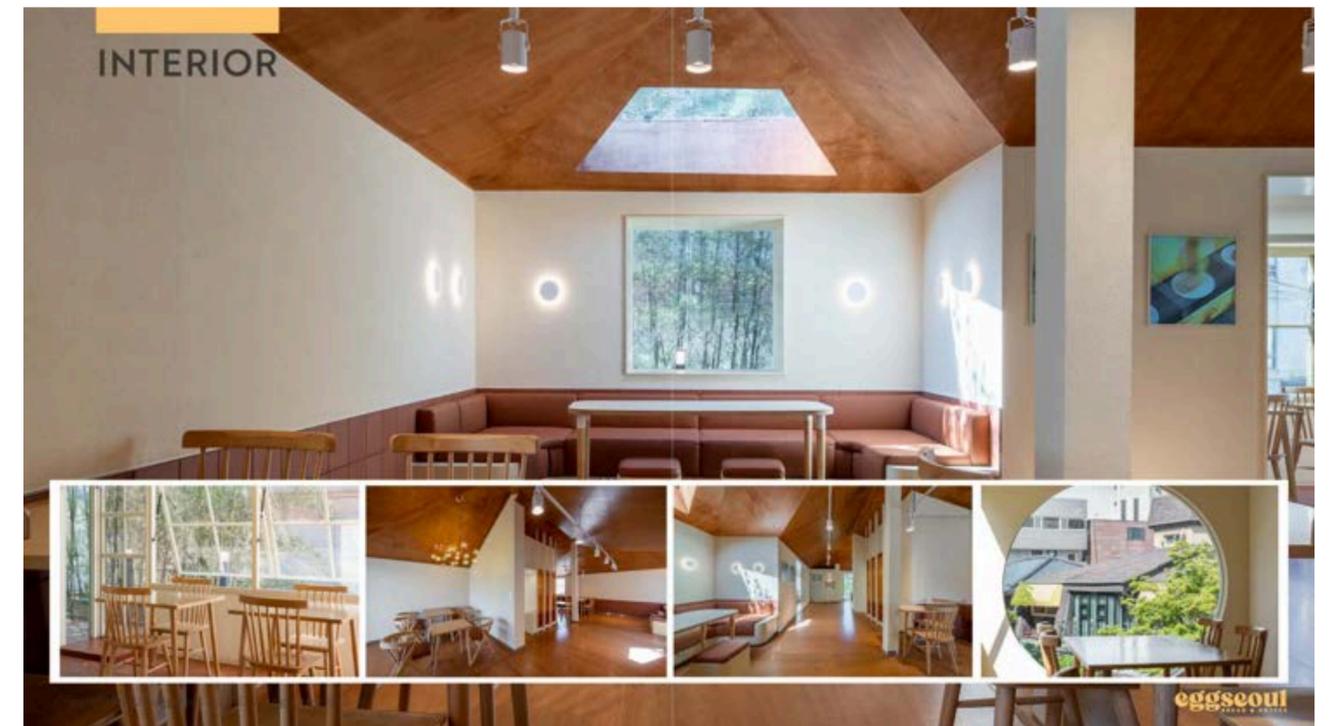
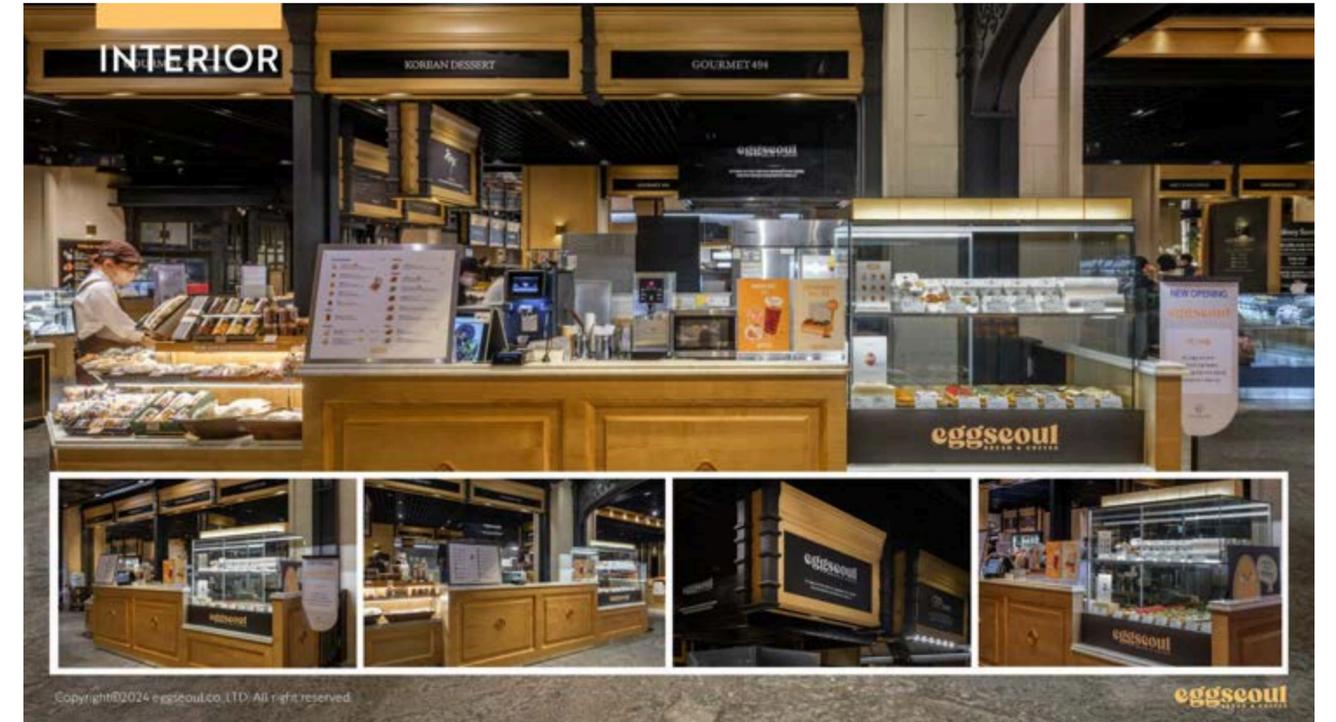


# Egg Seoul Rebranding

Interior

CLIENT  
(주)에그서울

WORKS  
Interior



HERUE

# KAIST CONNCS LAB

AI LAB

CLIENT

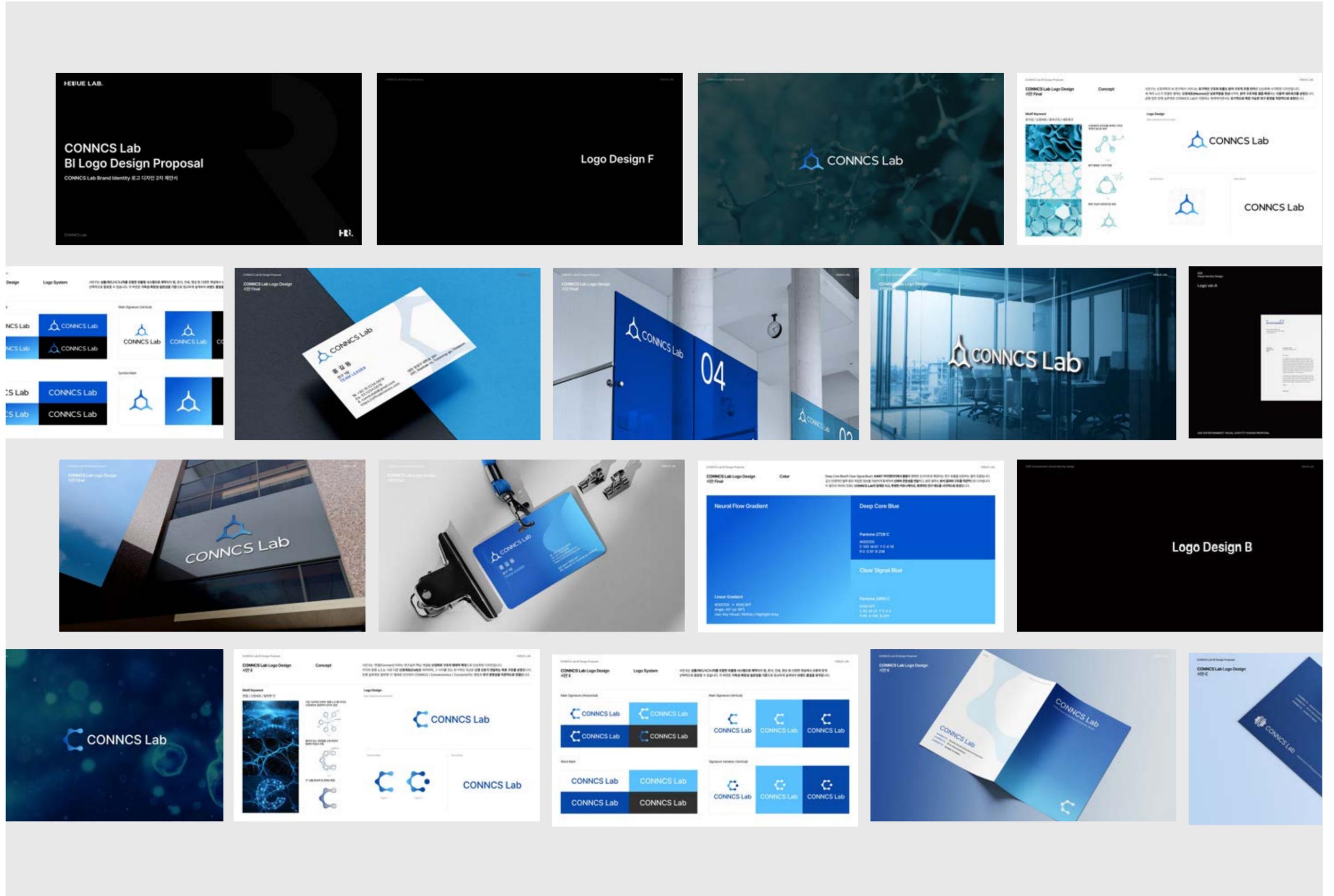
KAIST

## LOGO SYSTEM

Inspired By Interconnected Structures In Neuroscience And Artificial Intelligence, The Node-Based Form Symbolizes Neural Interaction And The Flow Of Information. The Molecular Network Within Represents The Accumulation And Expansion Of Knowledge, Expressing Convergence And Scalable Growth Within A Unified Research Flow.

## WORKS

- BX BI Design
- Logo Design
- Design Guideline



# KAIST CONNCS LAB

AI LAB

CLIENT

카이스트

## VISUAL SIMULATION

Centered Around Key Research Spaces On Campus, Academic Events, And International Conferences, The Initiative Delivered The Expertise Of Artificial Intelligence Research And The Identity Of A Global Research Institution Through Collaboration-Driven Academic Communication And The Sharing Of Research Outcomes.

## WORKS

- BX BI Design
- Logo Design
- Design Guideline



# GANGSEO K HOSPITAL

HOSPITAL

CLIENT

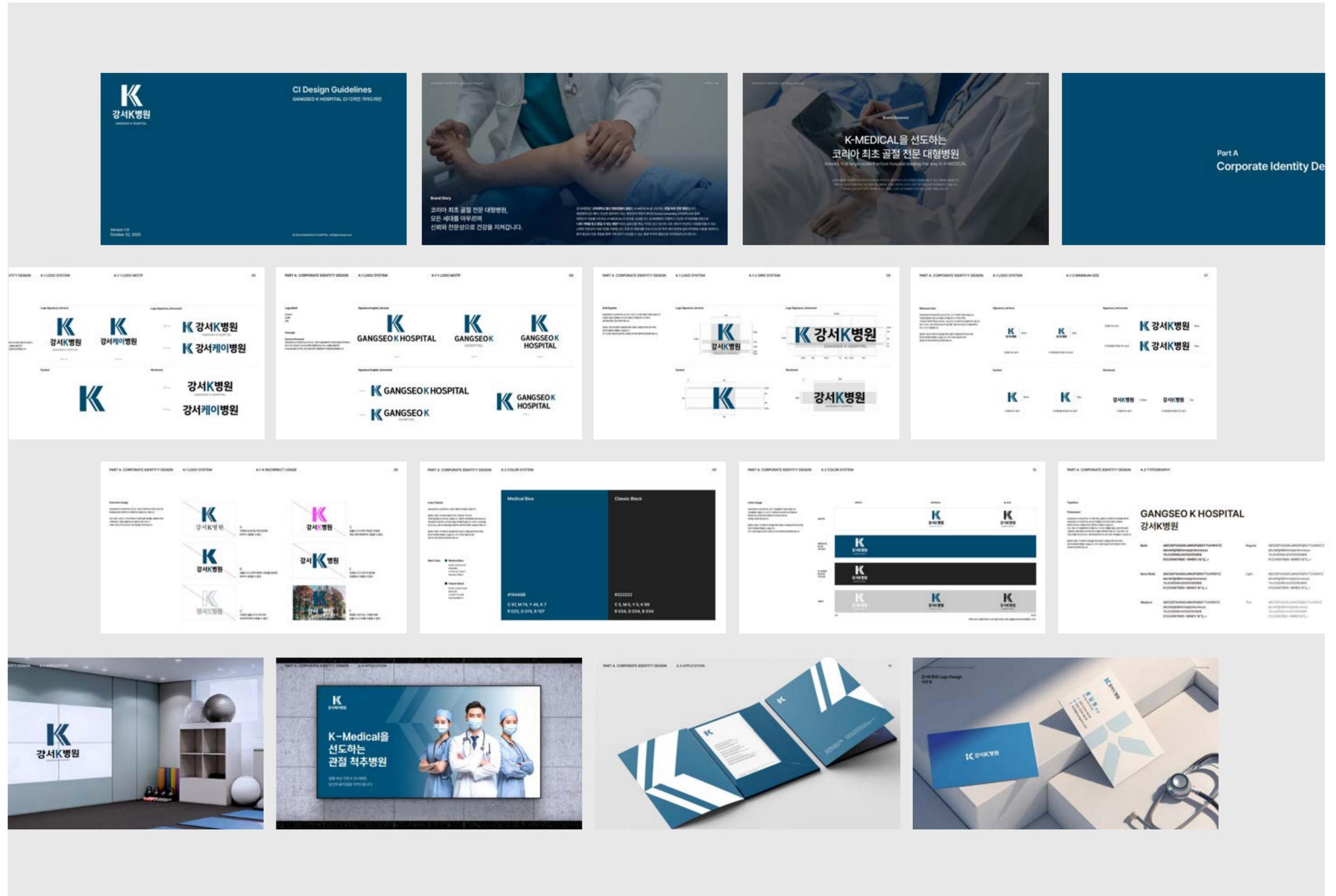
GANGSEO K HOSPITAL

## LOGO SYSTEM

The Logo Form, Inspired By The Existing Symbol And Identity, Represents The Hospital's Heritage And Trust. Within This Structure, The Integration Of The Taegeuk Trigrams And A Form Reminiscent Of The Scapular Joint Symbolizes Balance, Recovery, And Advanced Medical Technology, Expressing A Medical System That Embodies Expertise And Scalability In The Field Of Fracture Treatment.

## WORKS

- BX BI Design
- Logo Design
- Design Guideline



# GANGSEO K HOSPITAL

HOSPITAL

CLIENT

GANGSEO K HOSPITAL

## VISUAL SIMULATION

Centered Around Key Clinical Spaces And Specialized Treatment Facilities, The Initiative Conveyed Expertise In Fracture Treatment And The Identity Of A Large-Scale Specialized Hospital Through Collaboration-Driven Medical Communication And The Sharing Of Clinical Cases Within Medical And Academic Activities.

## WORKS

BX BI Design  
Logo Design  
Design Guideline



# GNG 2025

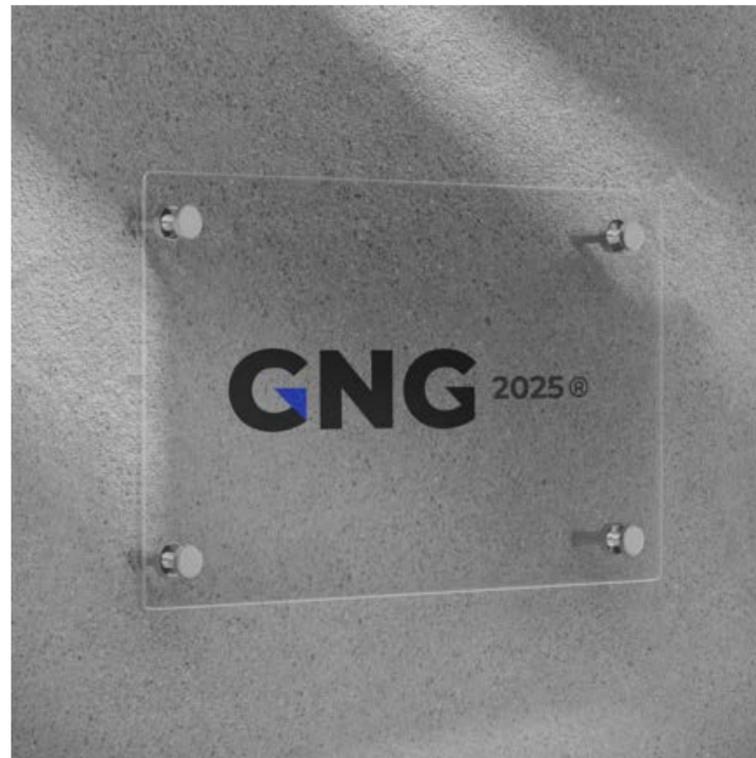
Drama Production

## CLIENT

GNG

## WORKS

Logo Design



HERUE

# PC네 부엌

Online Delivery Food

CLIENT

피푸그라운드

WORKS

- Naming
- Branding
- Identity Design
- Editorial Design
- Graphic Design
- Design Guideline
- Photography



HERUE

# PC네 타코야끼

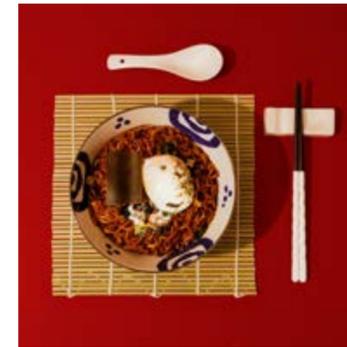
Online Delivery Food

CLIENT

피푸그라운드

WORKS

- Naming
- Branding
- Identity Design
- Editorial Design
- Graphic Design
- Design Guideline
- Photography



HERUE

# 설악니트로

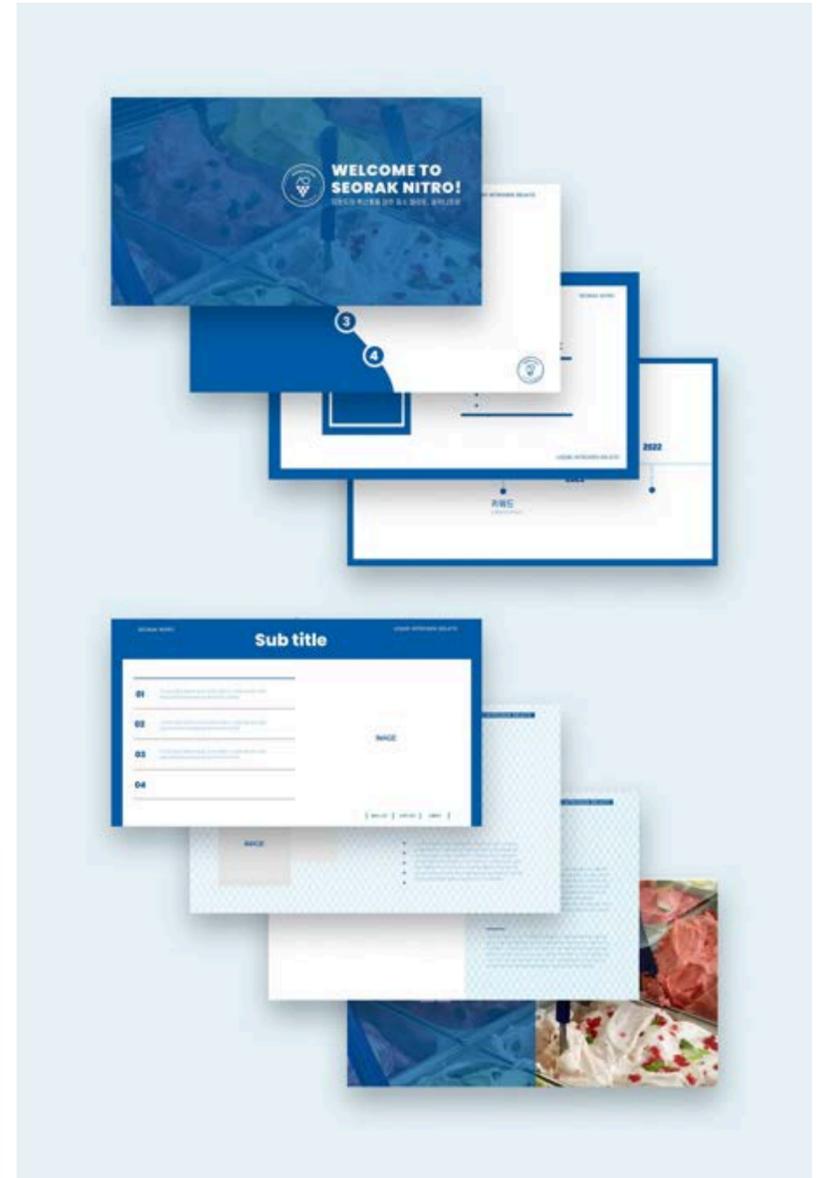
Gelato Store

CLIENT

SEORAK

## WORKS

- Identity Design
- Editorial Design
- Graphic Design
- Document Template Design
- Design Guideline



HERUE

# 모두 계란빵

Bakery Shop

CLIENT

모두 계란빵

WORKS

- Identity Design
- Editorial Design
- Package Design
- Graphic Design
- Design Guideline



# 이정훈 찬

F&B

CLIENT

이정훈 찬

WORKS

Web Design

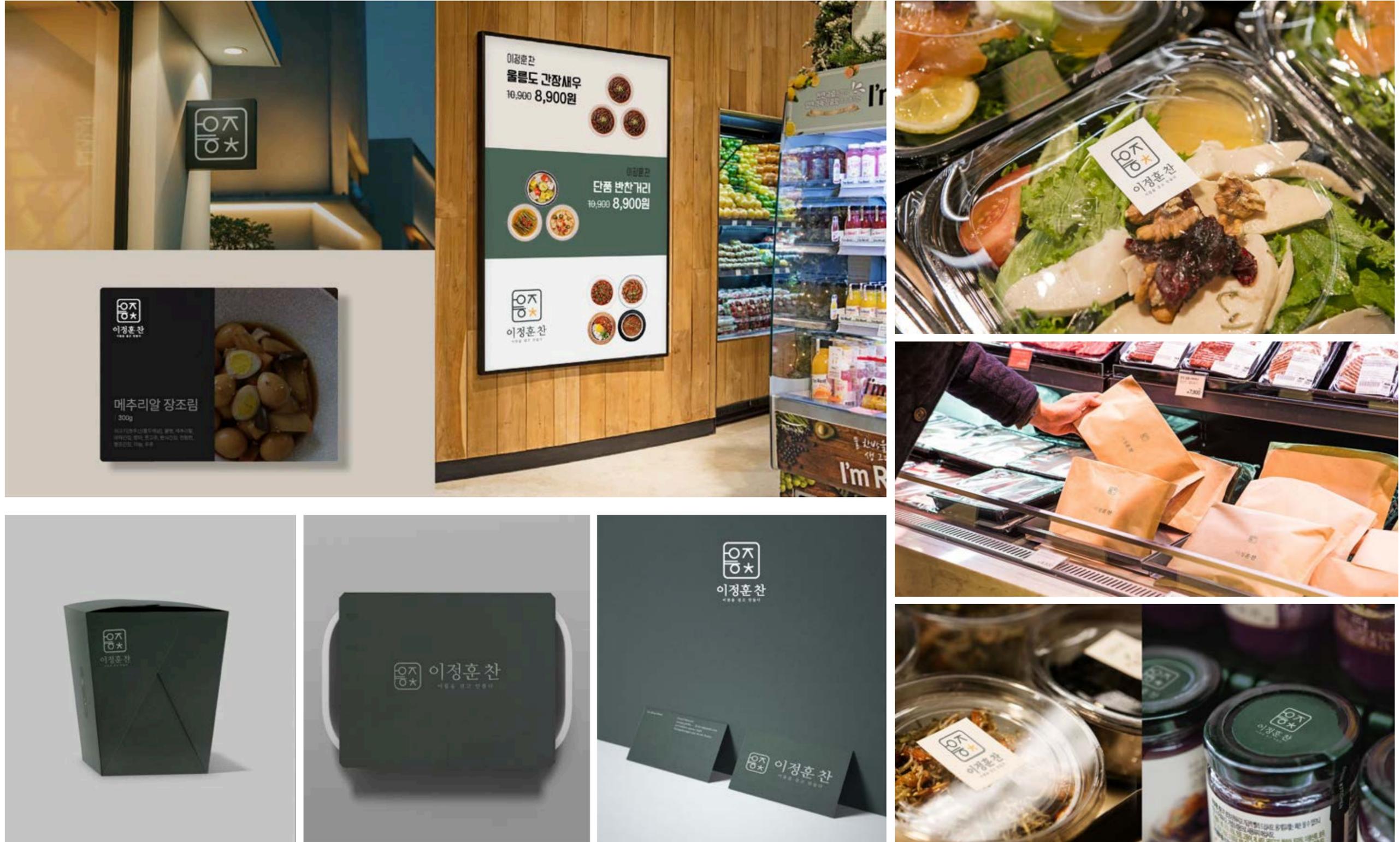
UI Design

BX Design

BI Design

Logo Design

Package Design



# 쉐프 고창근

Retort Food

CLIENT

고창근

WORKS

- Identity Design
- Package Design
- Graphic Design
- Video Consulting



# 건강기능식품

Health Functional Food

## CLIENT

Health Functional Food  
Company

## WORKS

- Poster Design
- Package Design
- Graphic Design
- Contents Design
- Design Guideline
- Photography



# 건강기능식품

Health Functional Food

## CLIENT

Health Functional Food  
Company

## WORKS

Poster Design  
Package Design  
Graphic Design  
Contents Design  
Design Guideline  
Photography



HERUE

# LANNUE, HEVE BLUE

Cosmetic Company

CLIENT

LANNUE, HEVE BLUE

WORKS

Poster Design

Package Design

Graphic Design

Contents Design

Design Guideline

Photography



HERUE

# Ode Bell

Cosmetic Company

## CLIENT

Ode Bell

## WORKS

Poster Design  
Package Design  
Graphic Design  
Contents Design  
Design Guideline  
Photography



영상 제작.

# 모리나가 하이츄 츄잉캔디

F&B

CLIENT

모리나가

WORKS

Video Production



# 케이스퀘어 마곡 투시도 제작

Interior

CLIENT

(주)코람코자산신탁

WORKS

Interior



# 케이스퀘어 마곡 투시도 제작

Interior

CLIENT

(주)코람코자산신탁

WORKS

Interior



HERUE

# 포트하우스 도면 제작

Interior

CLIENT

PORTHOUSE

WORKS

Interior



# THE LUNE 샤워실 3D 렌더링

Interior

CLIENT  
THE LUNE

WORKS  
Interior



# 밀도의 차 뷰티클리닉 3D 렌더링

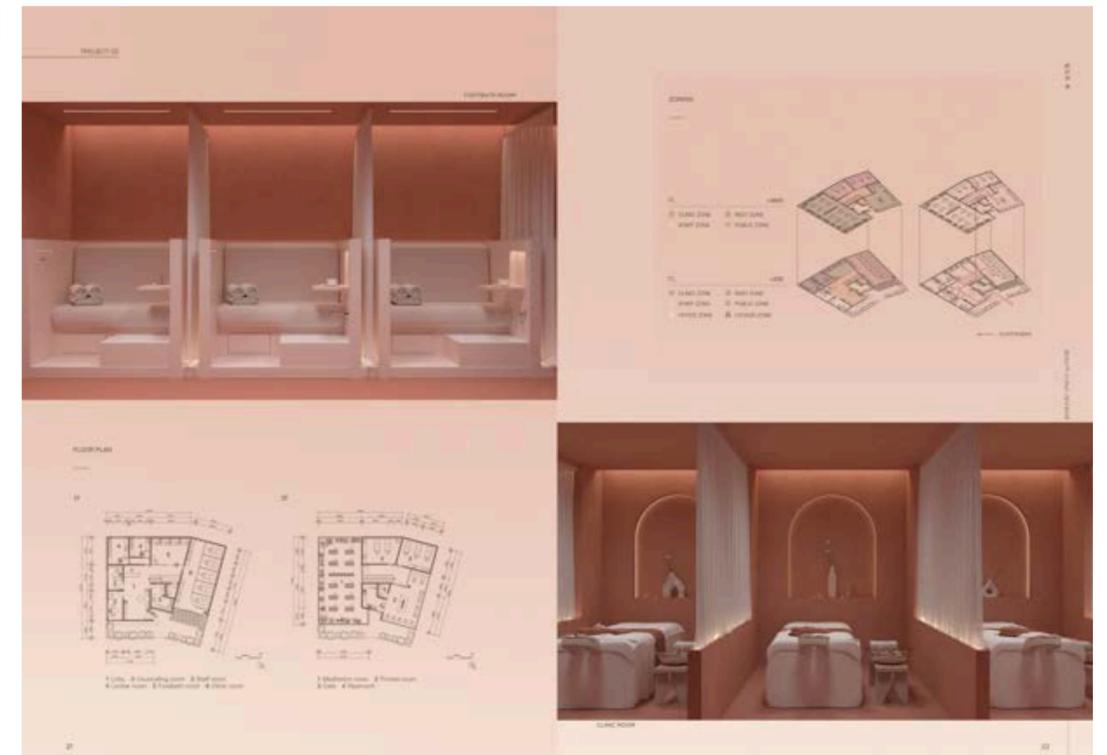
Interior

CLIENT

밀도의 차

WORKS

Interior





# 에그서울 브랜드 리브랜딩

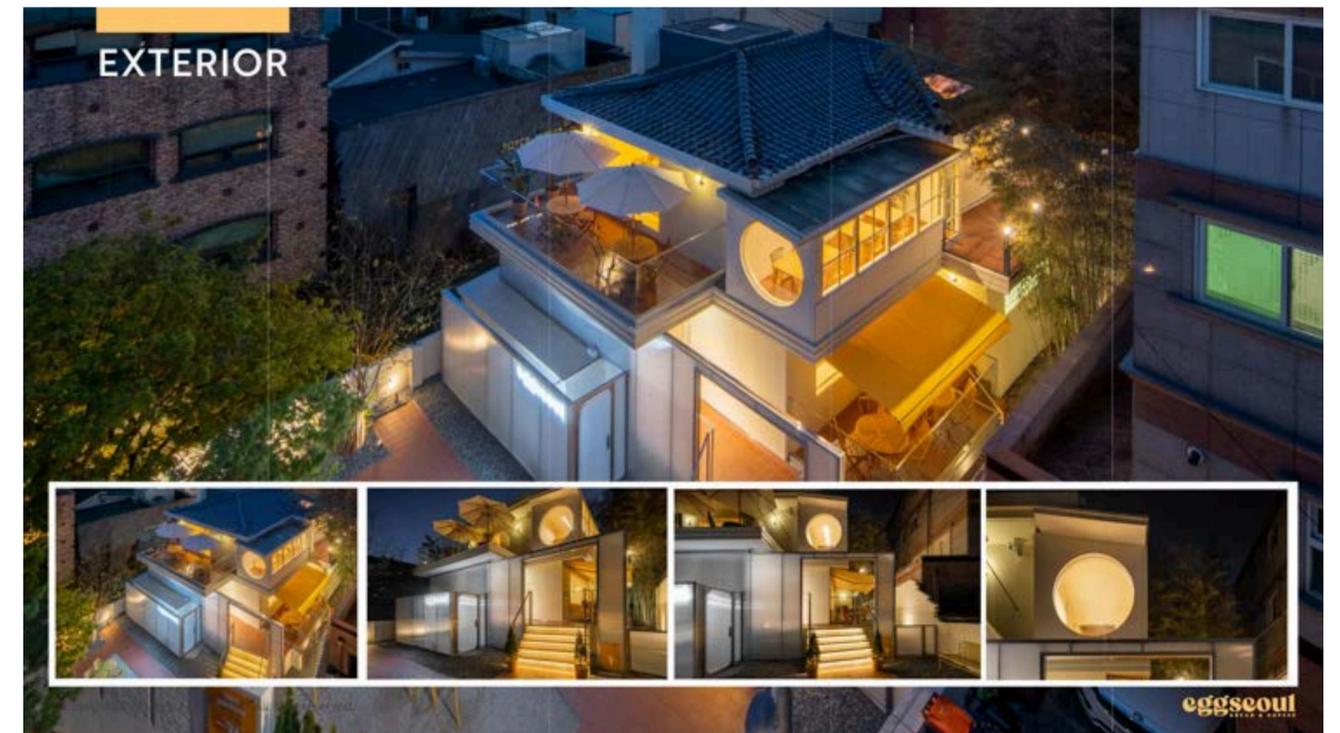
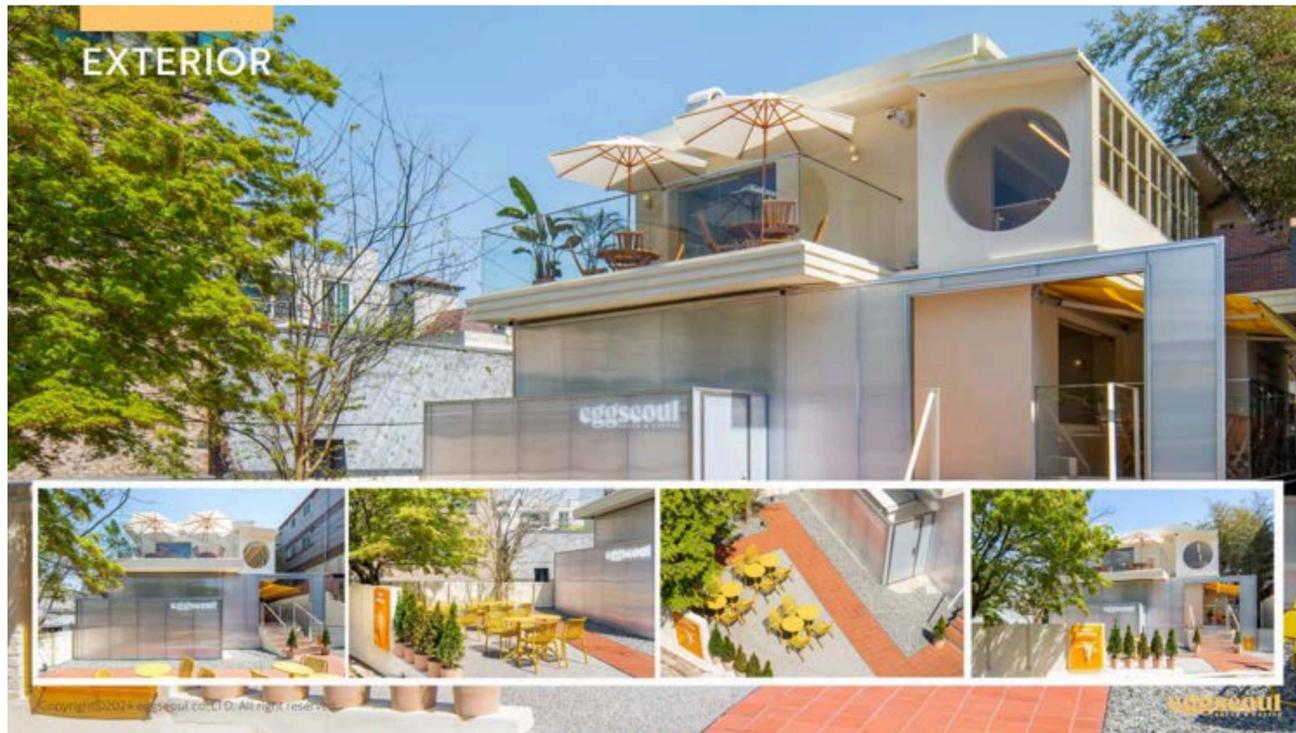
Interior

CLIENT

(주)에그서울

WORKS

Interior

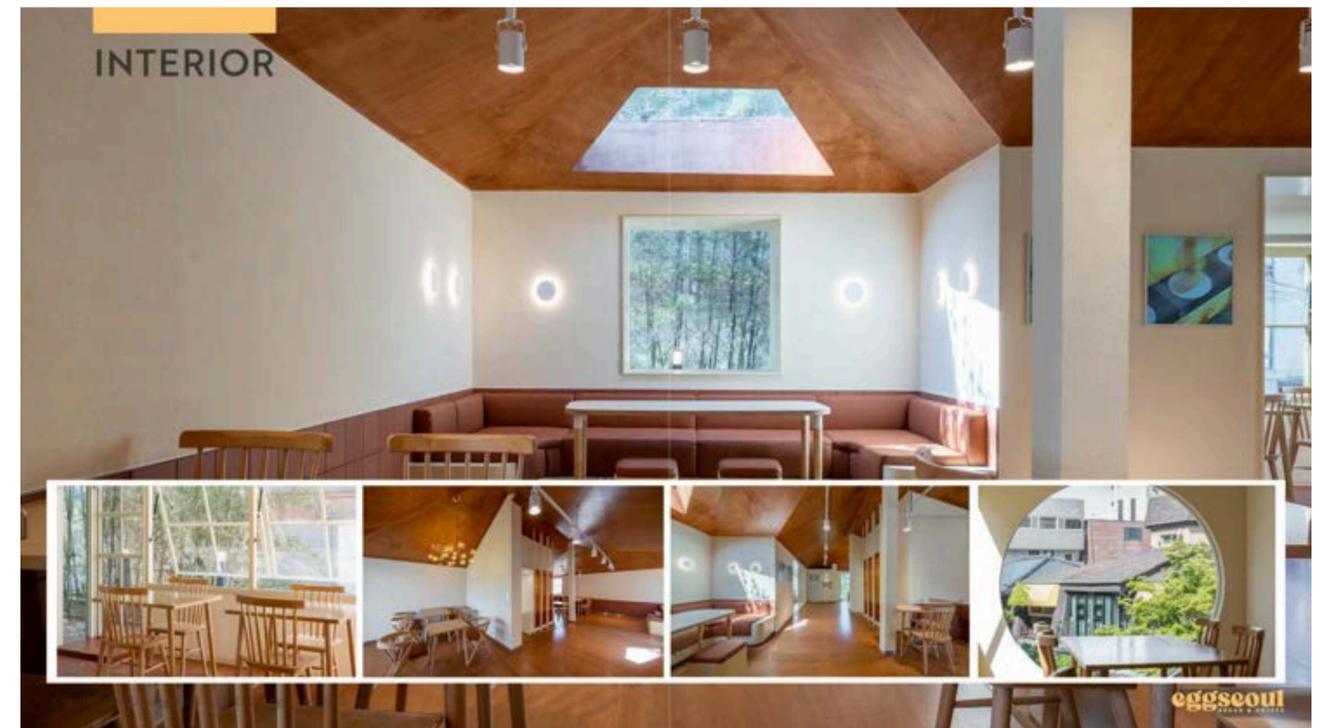
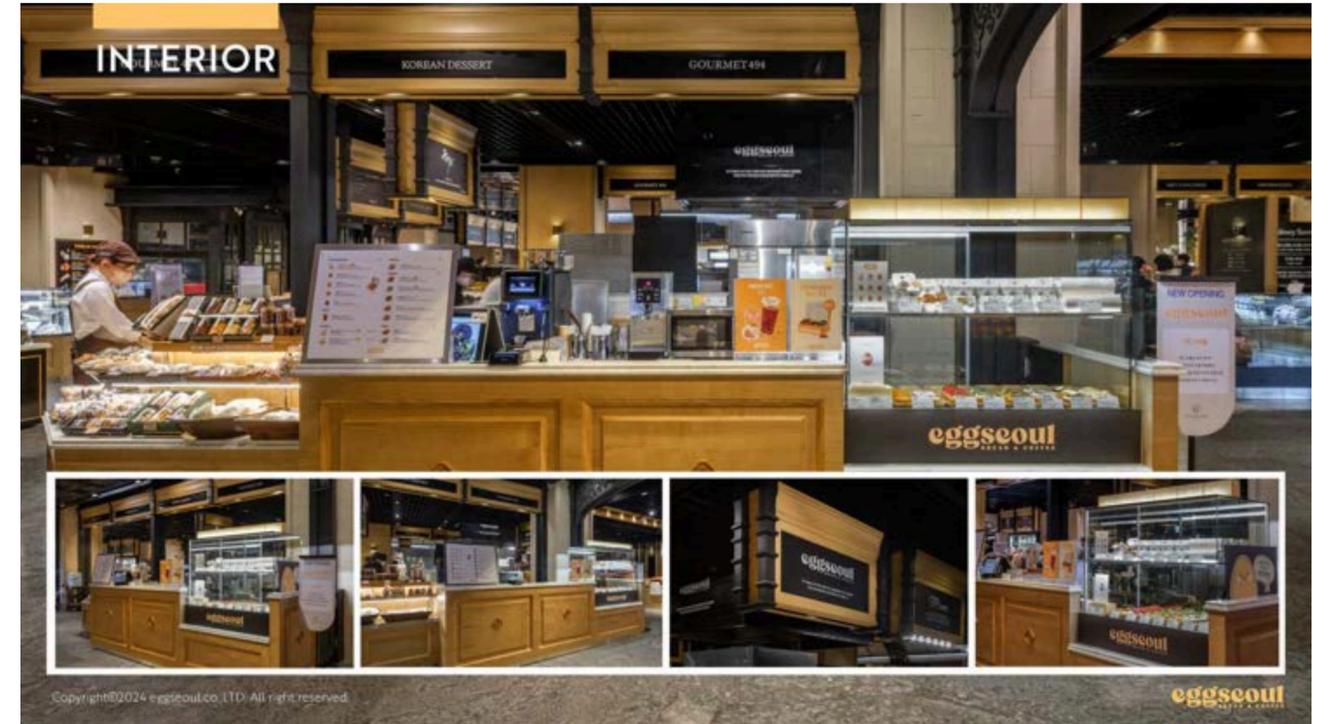


# 에그서울 브랜드 리브랜딩

Interior

CLIENT  
(주)에그서울

WORKS  
Interior



## | Responsive Website Development

A responsive website is designed to adapt seamlessly to different screen sizes, ensuring an optimal user experience across all devices.

The layout automatically adjusts based on the user's device, maintaining visual consistency without content distortion or loss.

A single website functions effectively across various resolutions, typically optimized for Desktop, Tablet, and Mobile.

## | PC + Mobile Separate Development

This approach involves creating separate versions for PC and Mobile, which are interconnected for data synchronization.

The PC version is based on a fixed resolution (e.g., 1920 × 1080 FHD), while a dedicated mobile version is developed independently.

The system detects the user's device and delivers the appropriate version. However, fixed layouts may cause partial content cropping on smaller screens.

## | One-Page Scroll Website

A one-page scroll website delivers all content within a single page, divided into structured sections for seamless navigation.

It is ideal for promotional websites, event pages, and lightweight projects that do not require multiple subpages.

Our OnePage solution is built with responsive design principles, ensuring consistent performance and visual integrity across all devices.

## | Custom Website Development

Custom website development is the most widely selected approach, as it allows full flexibility based on specific project requirements. It is suitable for company websites, corporate platforms, research institutes, and various organizations, enabling tailored design and structure regardless of project type.

## | PC-Only Website Development

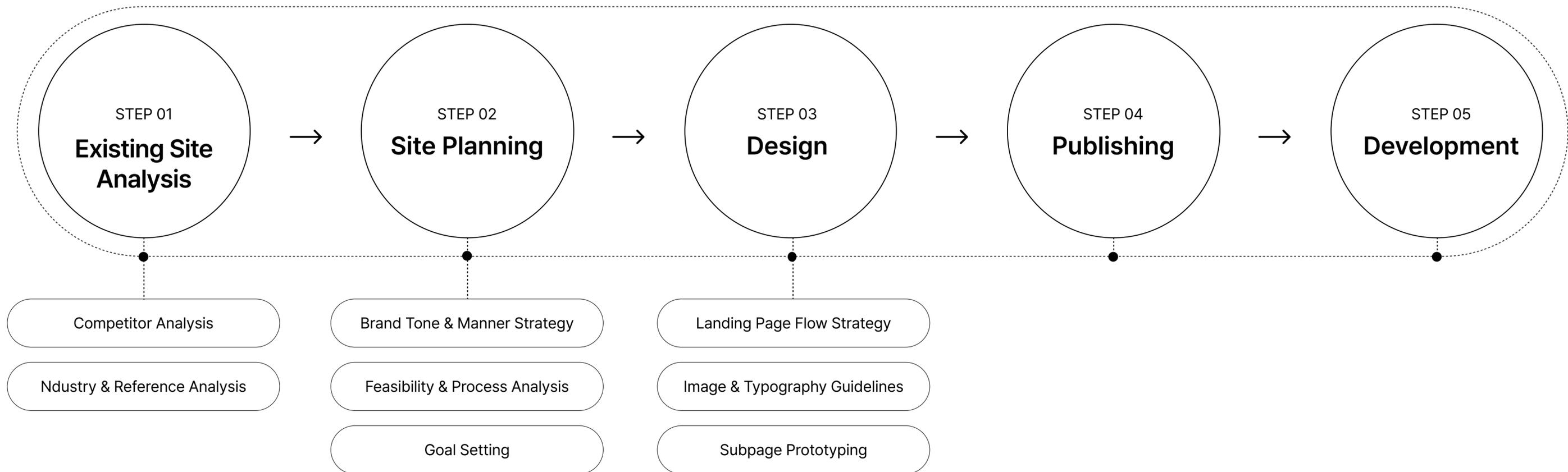
A PC-only website is designed exclusively for desktop environments. Only the PC version is developed, and when accessed on mobile devices, the website is displayed in a scaled-down format.

# SYSTEMATIC SERVICE PROCESS

**A Structured 5-Step Process**

(Existing Site Analysis → Planning → Design → Publishing → Development)

**Ensures A Systematic And Professional Workflow.**



HERUE

# LG CNS

LG CNS

CLIENT

LG CNS Datacenter



WORKS

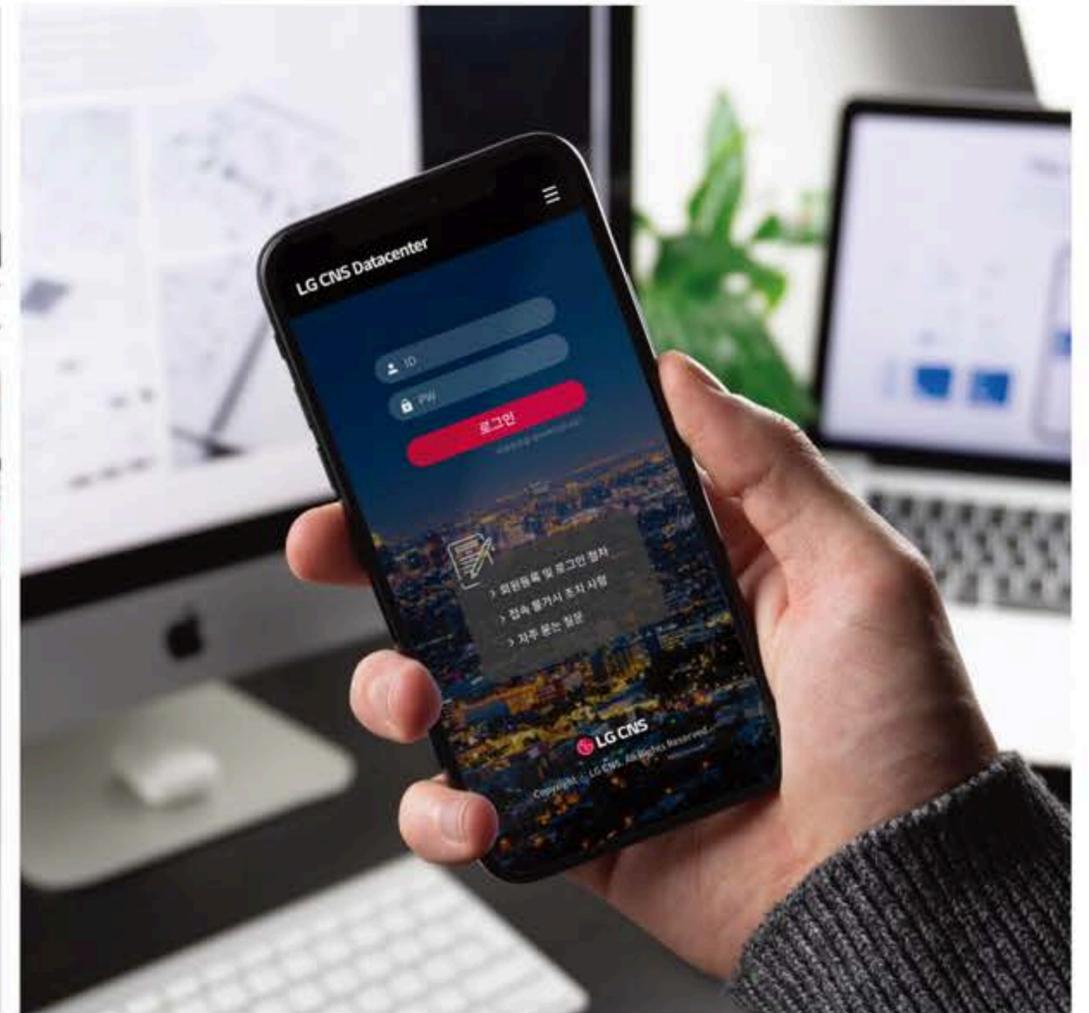
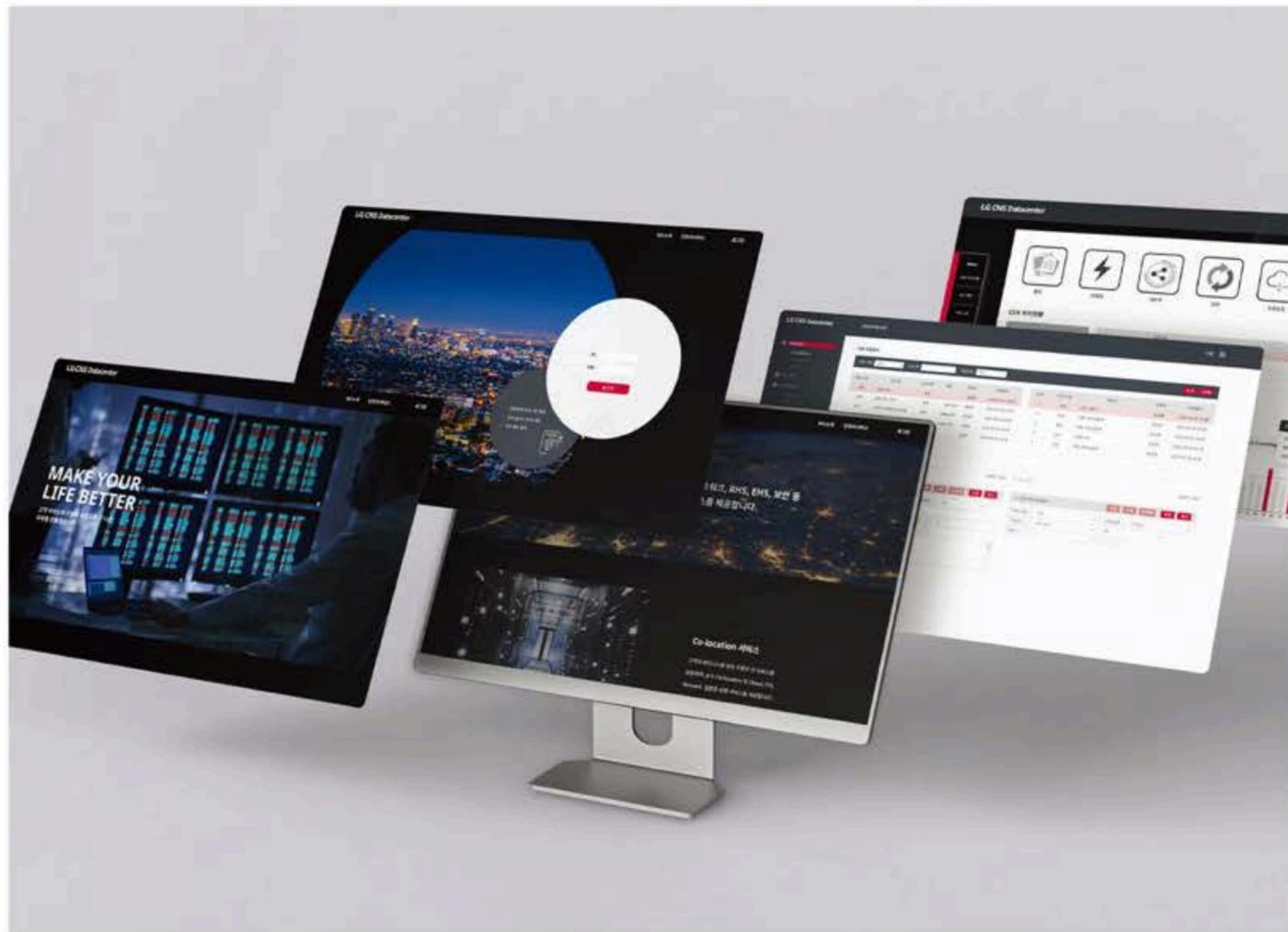
Web Design

UI/UX Design

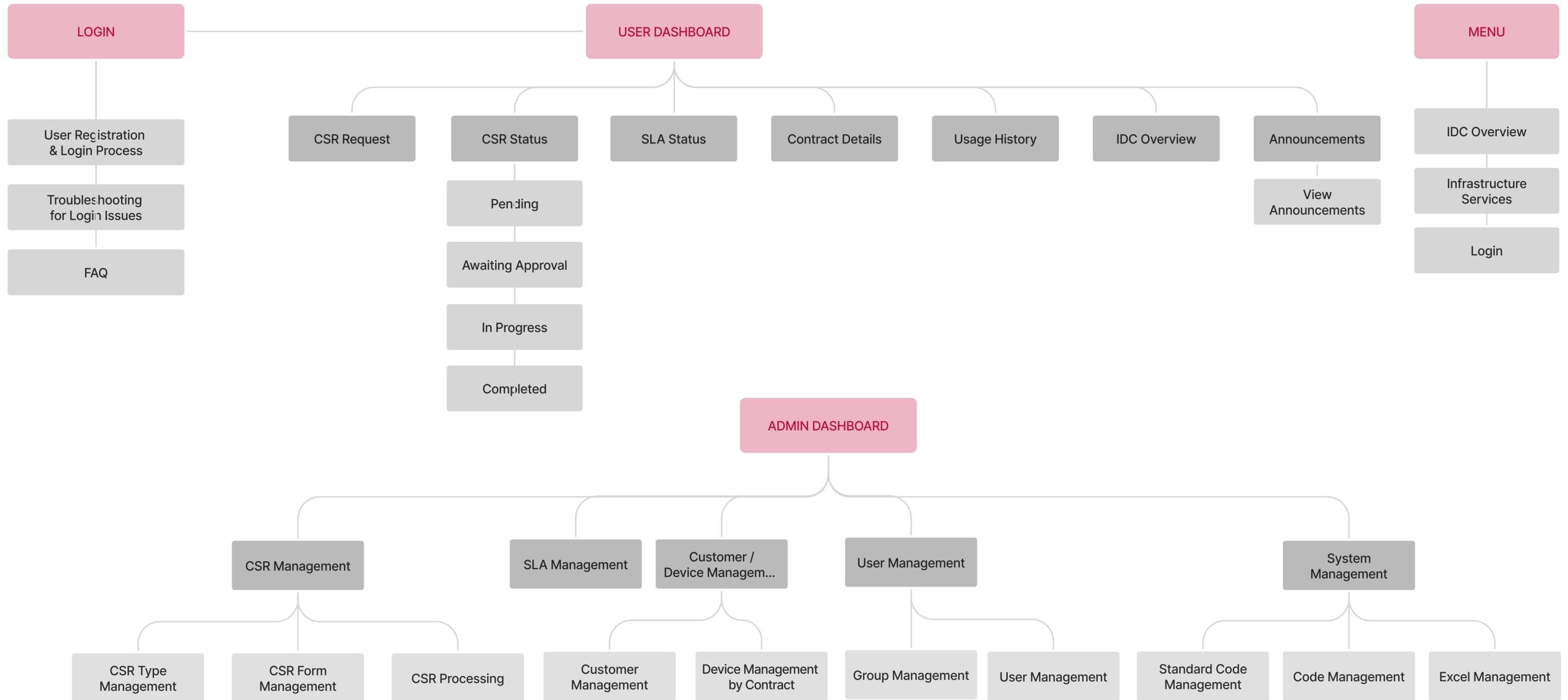
## OVERVIEW & TARGET

LG IDC is Korea's first and largest data center, and with more than 15 years of IDC operation know-how, it can help start-ups to enterprise customers' IT environments. It is optimized.

UXUI has been redesigned to facilitate data management and is custom-designed for B2B services. Intuitively designed to make complex content easier to understand for administrators and users.



# Information Architecture

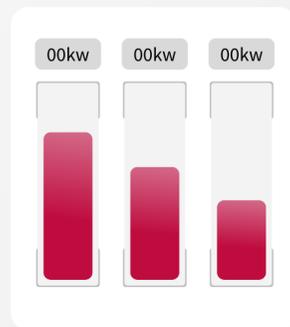


# User Interface

## MAIN PAGE COMPONENTS

For users who manage complex data, it's visually recognizable

We intuitively designed various components and graphs.



LG CNS Datacenter
IDC소개   인프라서비스   이름 님

Menu
CSR 처리현황

SLA 현황
계약 내용

사용 내역

출입

반출입

네트워크

전원

자료요청

기타

### CSR 처리현황

요청 중	0 건	공지사항	등록일시
승인 대기	1 건	기본	2022-06-15 15:30
처리 중	0 건	요일/시간별	2022-06-15 15:30
완료	0 건	이벤트	2022-06-15 15:30

### SLA

**전력** 양호 75kW / 100kW

**온도** 양호 23.5°C / 40°C

**습도** 위험 75% / 100%

**전력 사용량** kWh

**Rack Counting** kWh

**전력**

라크 No	평균	최대	라크 No	평균	최대

LG CNS   문의하기
서울특별시 마포구 월드컵북로424 LG CNS  
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LG CNS Datacenter
☰

## 승인 대기

CSR 구분: 전체

CSR명: [선택]

요청 일자: 2022-06-27 ~ 2022-06-27

검색 초기화

검색건 : 5건

CSR 구분	CSR 명	제목	요청일시
신청	방문 신청	회의방문 신청	2022-05-21 09:...
신청	출입 카드 신청	카드 신청	2022-05-21 09:...
공사	네트워크 케이블 공사 요청	공사 요청	2022-05-21 09:...
공사	케이지 공사 요청	케이지	2022-05-21 09:...
요청	자료 요청	자료	2022-05-21 09:...

< 1 2 3 >

> CSR 정보 반려 승인

CSR 구분	신청	처리상태	검토	CSR 명	방문신청
제목	회의 방문 신청				
내용	업무를 위한 회의로 방문신청 합니다.				
처리과정	요청 > 작업 > 검토 > 승인 > 작업 > 종료				
계약명					
요금구분	무료	요금	0원		
요청자	김 고객	요청일시	22-05-27 13:00		
종료상태	정상종료	종료일시	22-05-27 13:00		

> 승인

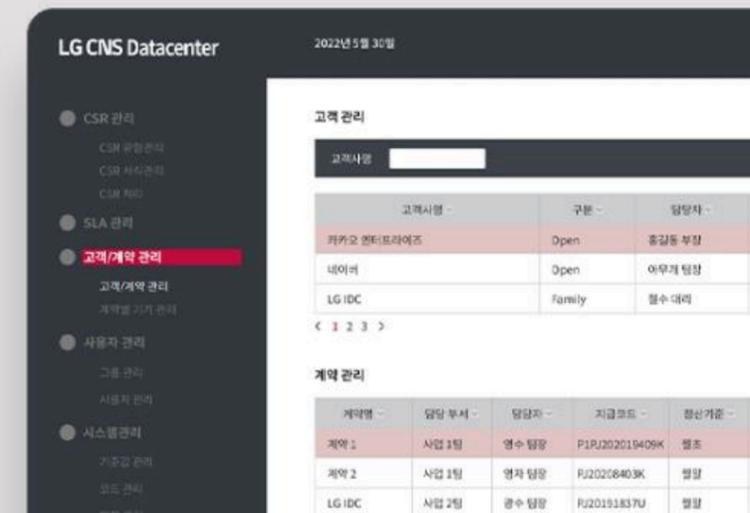
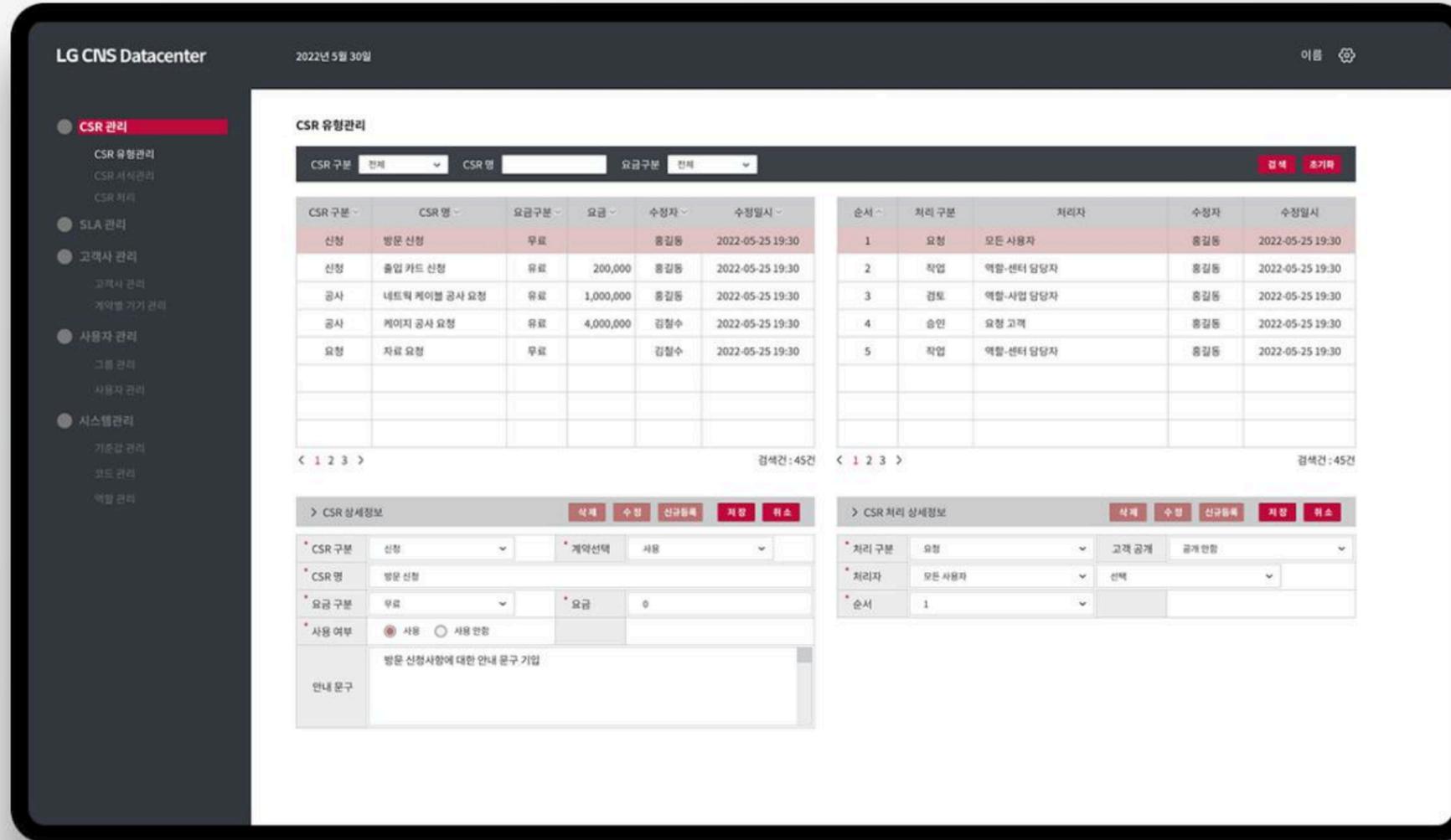
처리상태

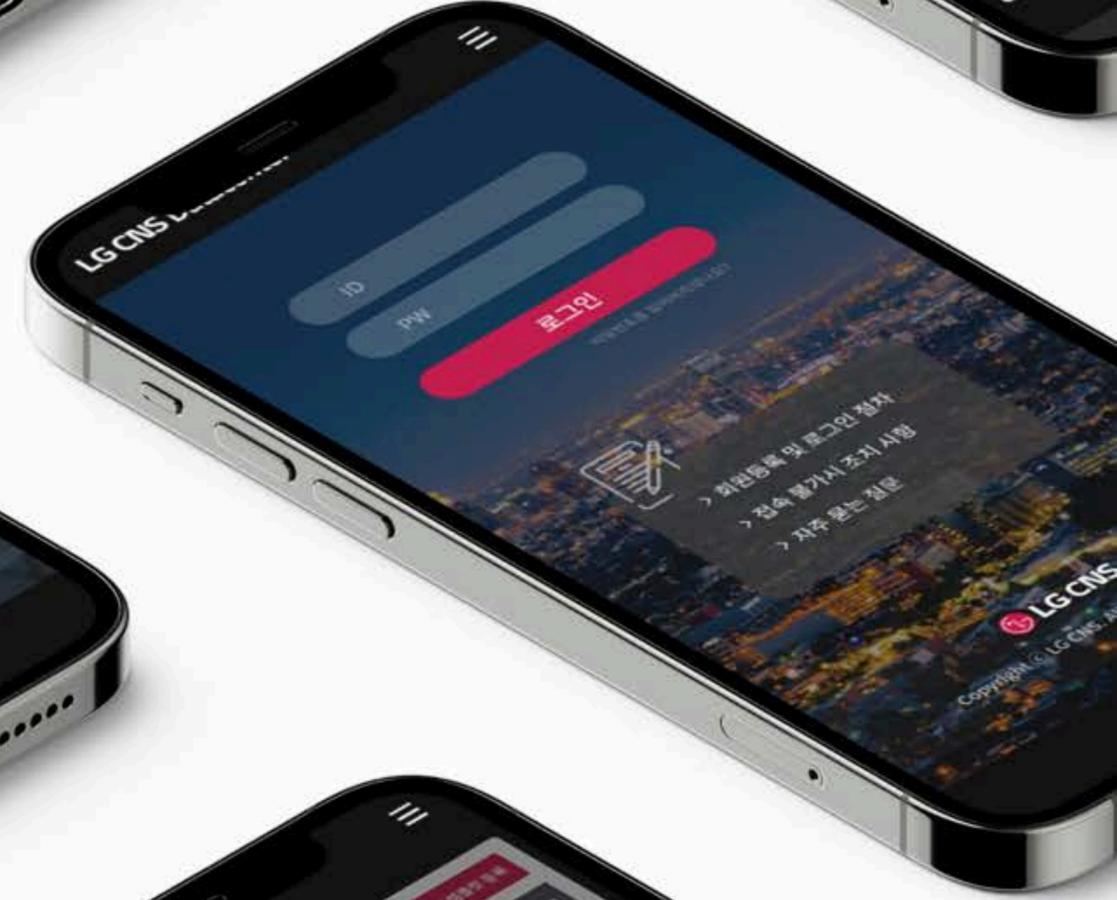
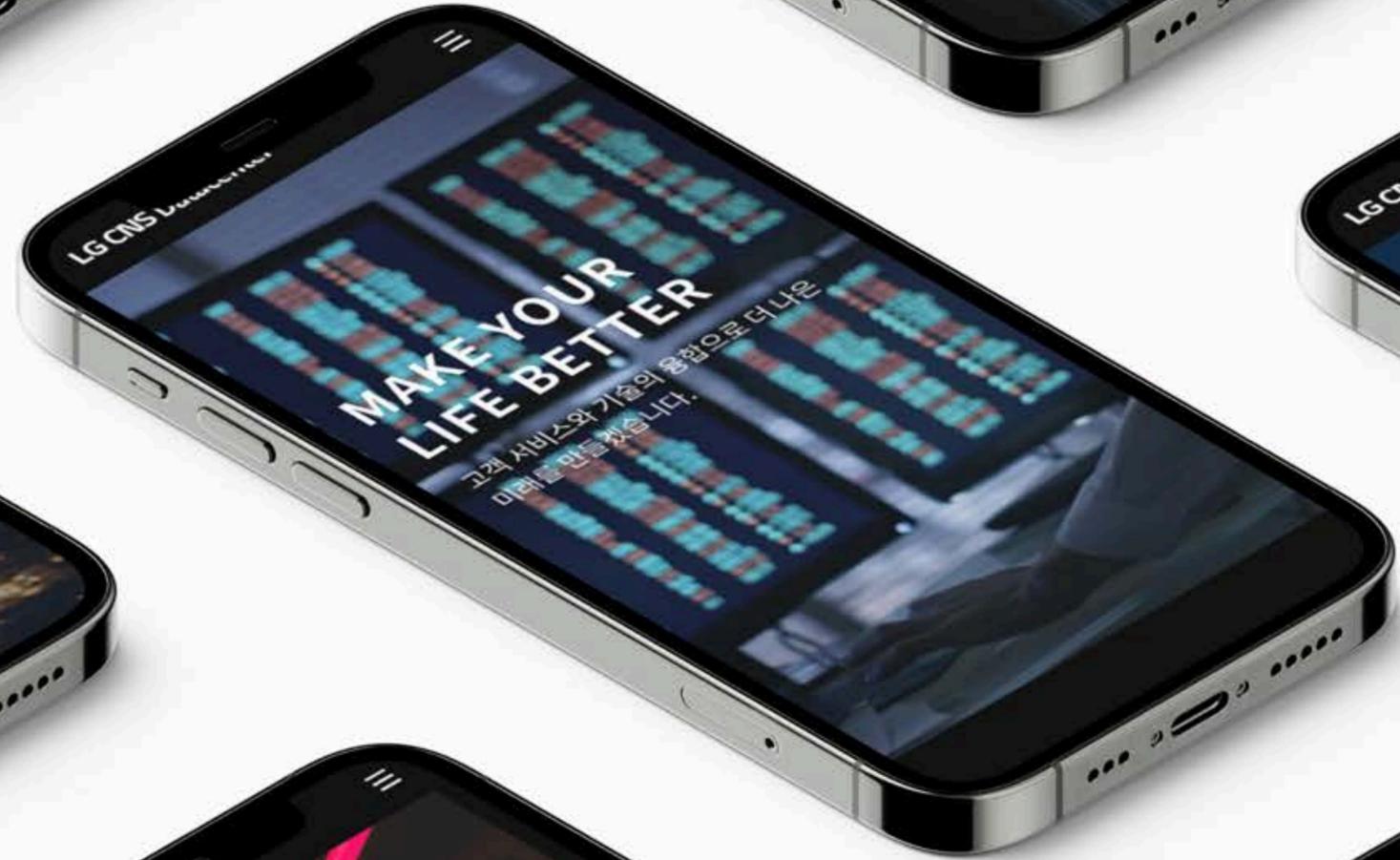
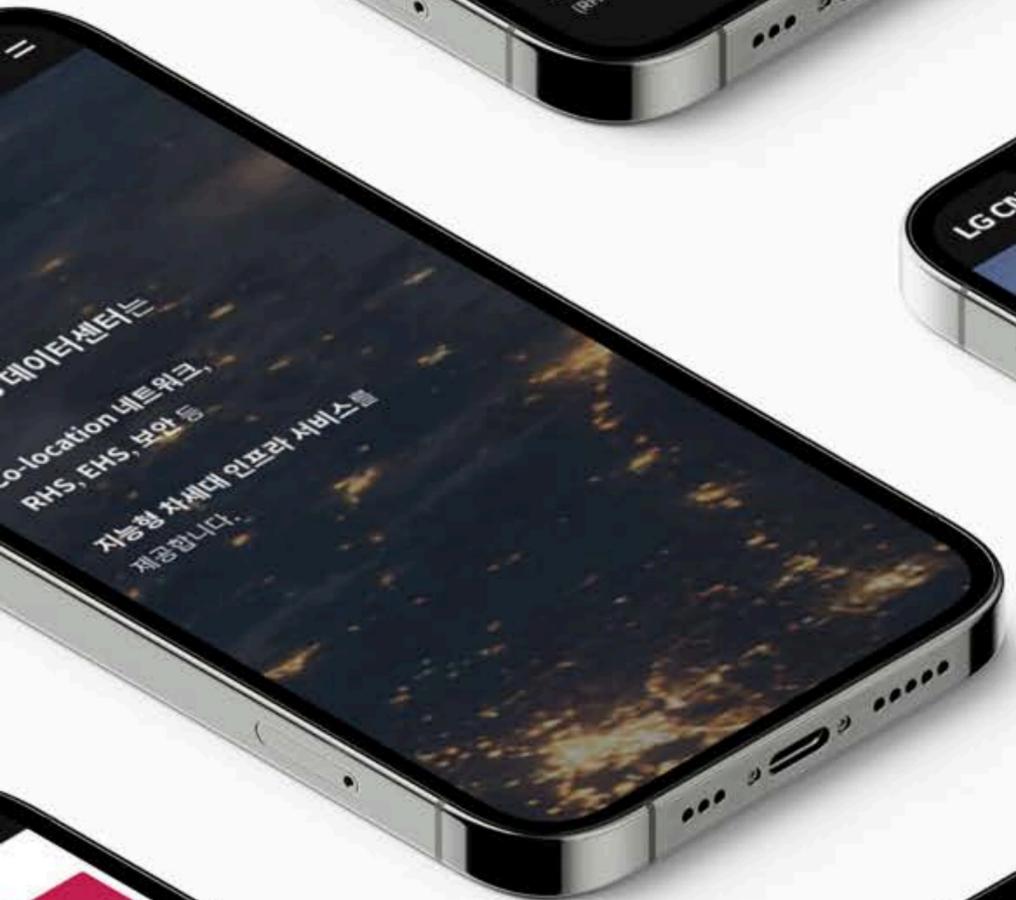
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# User Interface

## SUB PAGE

The Menu Was Categorized In The Data Manager's Interface To Handle Vast Amounts Of Data To Make It Easier To Find Information, And Details Were Shown In The Table, Emphasizing Convenience.



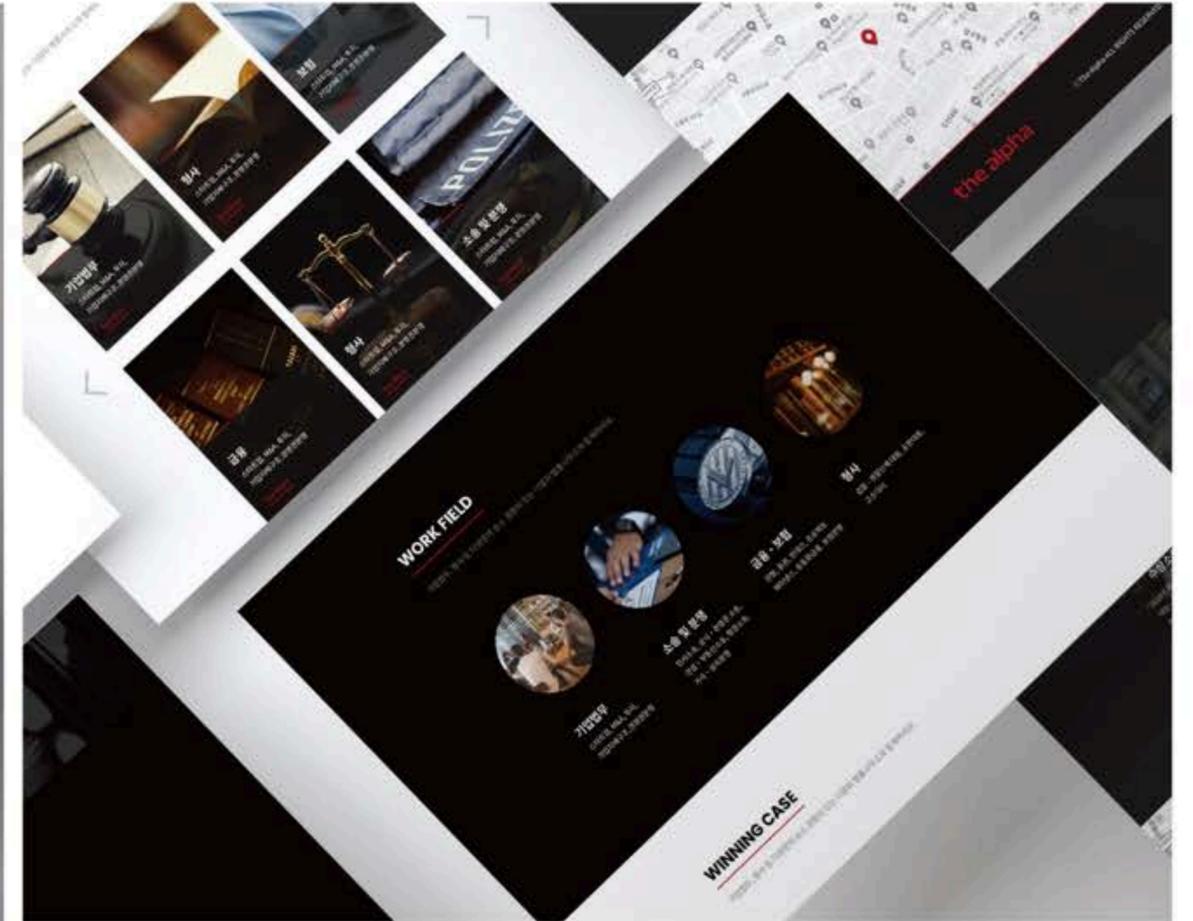
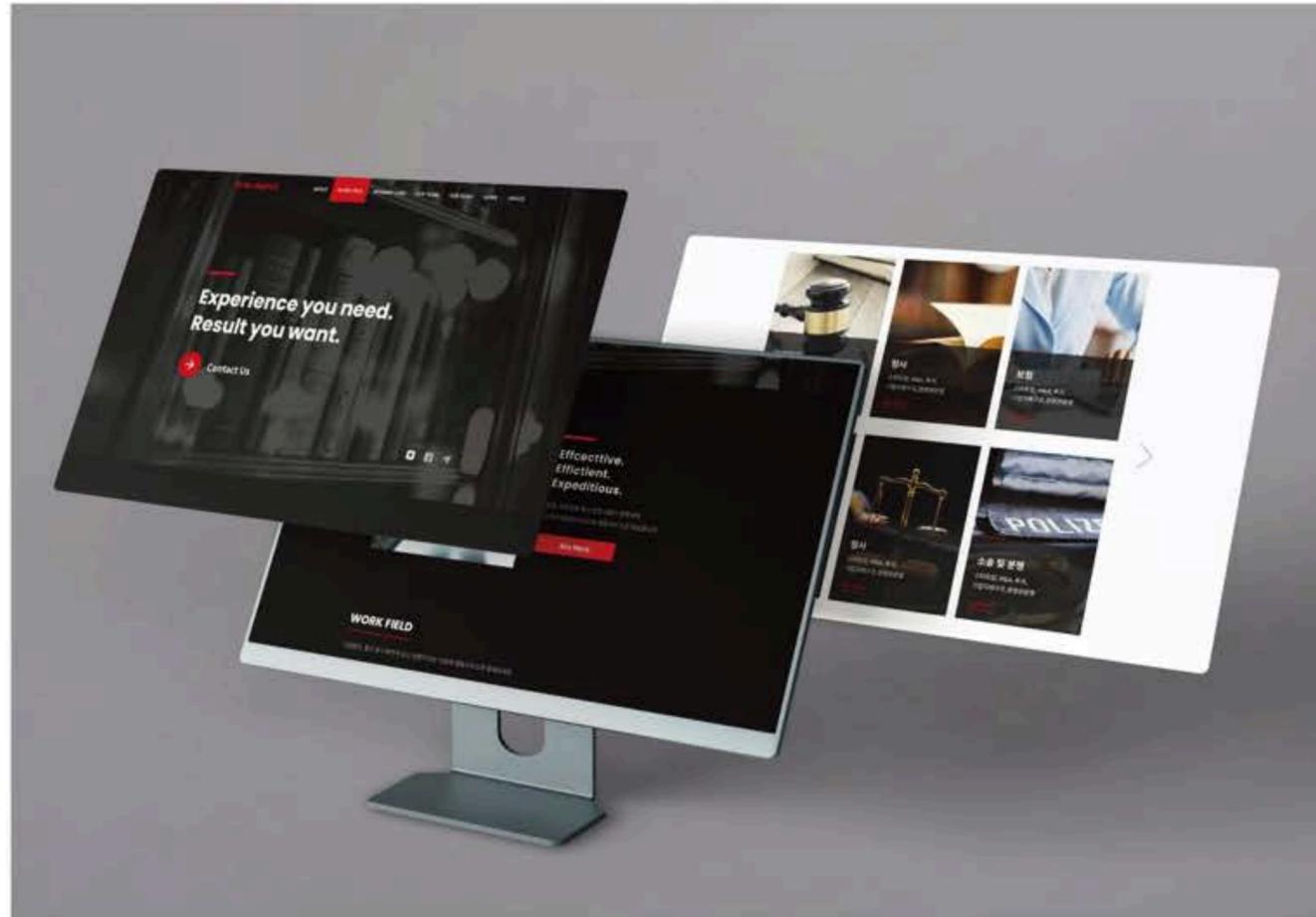


# The Alpha Law Firm

Website Design

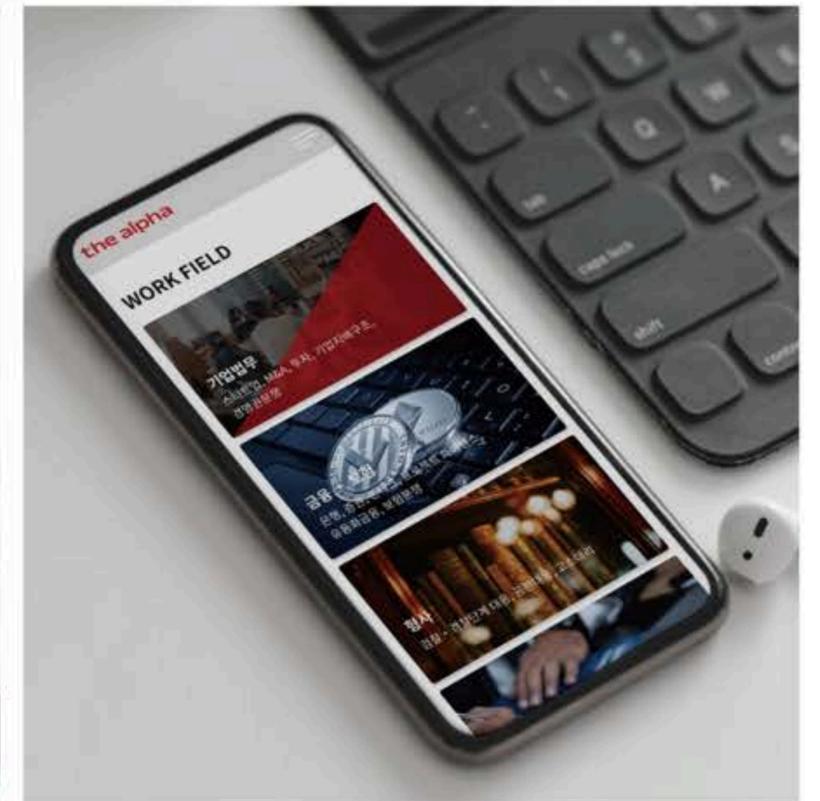
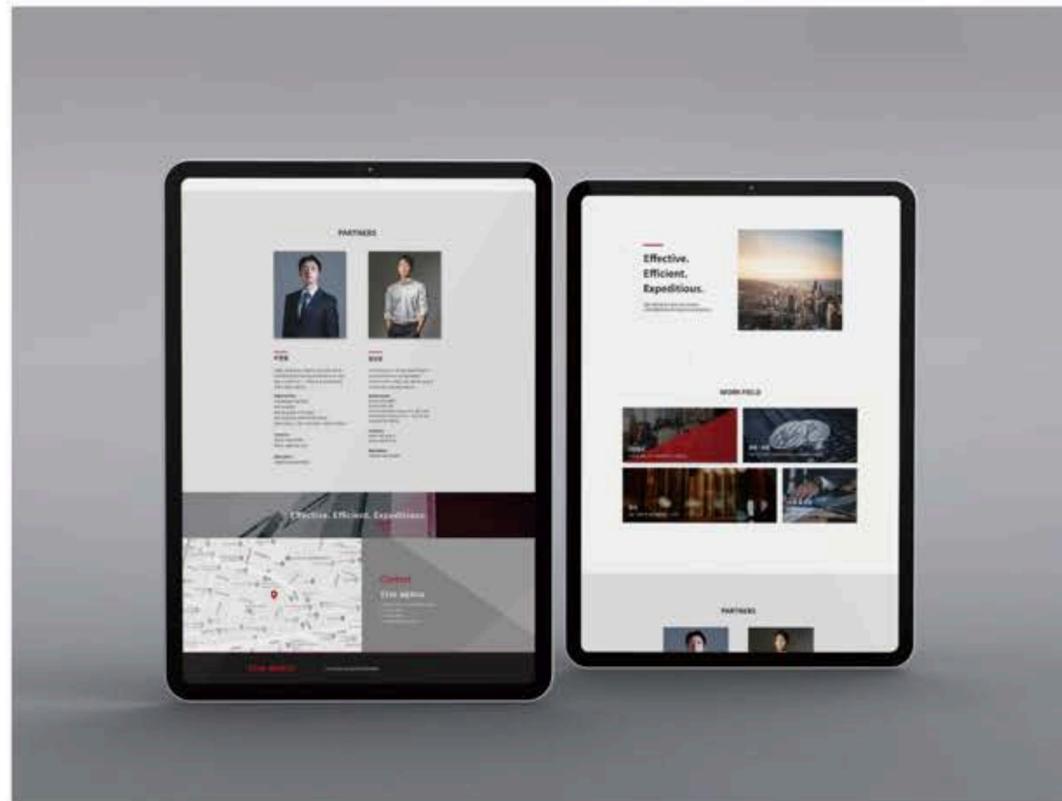
## WORKS

Web Design  
UI/UX Design



## LANDING PAGE

The Alpha adopts a modern and dynamic red as its primary color, delivering a fresh and distinctive identity. By moving away from the traditional authoritative and conservative image commonly associated with law firms, the brand communicates a more approachable and contemporary presence.

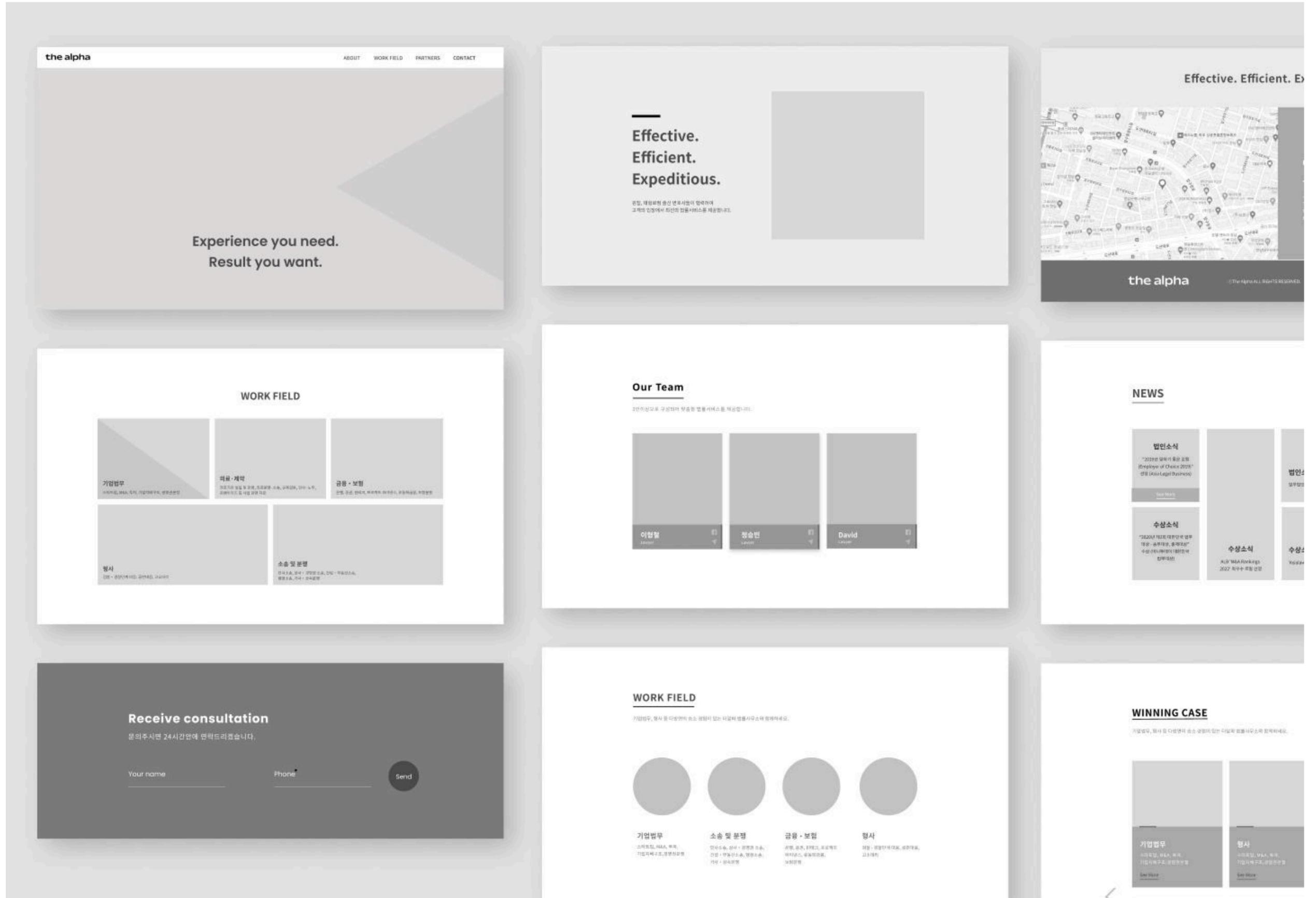


# Wireframe

Website Design

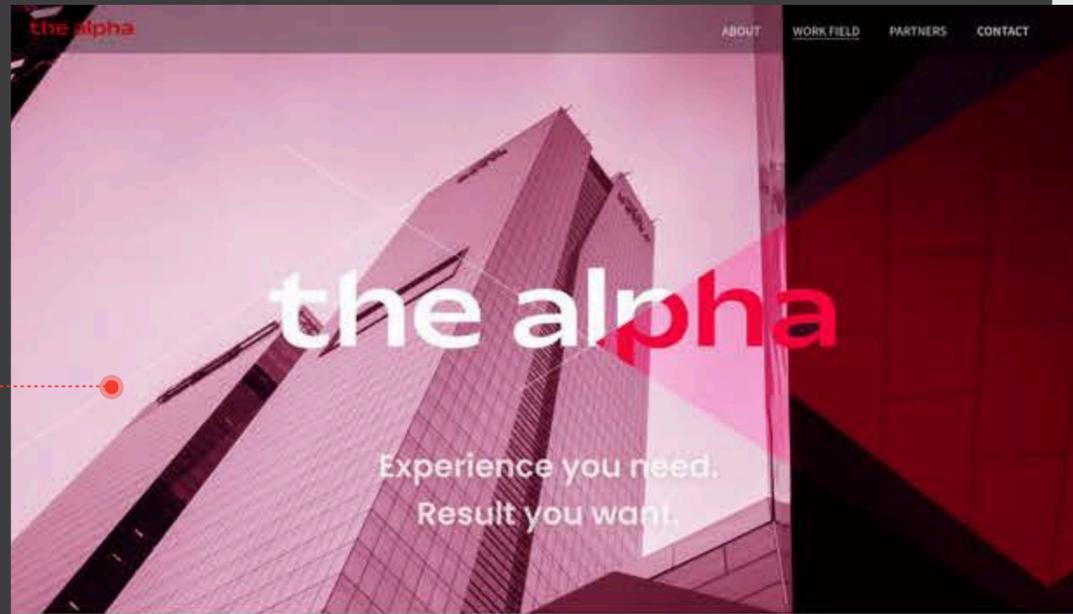
## LANDING PAGE

Overall, the category can be clearly identified by organizing it with a card-type UI, When Hover, a graphic motif was added to make it easier for users to understand information at a glance.



MAIN SECTION

The Alpha Uses Modern, Lively Red As Its Main Color And Leverages The Shape Of Diagonal Lines, A Graphic Motif, To Enhance The Alpha's Identity.



Effective. Efficient. Expeditious.

검찰, 대형로펌 출신 변호사들이 협력하여 고객의 입장에서 최선의 법률서비스를 제공합니다.



ABOUT & WORK FIELD SECTION

In the introduction part, the key phrase is emphasized rather than the lengthy explanation, so it can be intuitively recognized. If you divide it into categories in the work field and hover, you can see the diagonal graphic elements, and the overall classical mood is designed consistently.

WORK FIELD



PARTNERS



이형철

이법집 대표변호사는 서울대학교 법과대학 재학 중 사법시험에 합격한 이후 검사로 재직하여 수사, 공판, 영장, 수사지휘, 국가 - 행정소송 등 다양한 업무에 수년간 종횡무진 하셨습니다.

Experiences

수원지방법원 형사지청  
대구지청 검찰청  
서울고등법원 형사소송담당  
광주지방법원 형사지청 법무담당관  
변호사(서울, 4, 1회), 사업사법(17, 19회) 시험위원

Licenses

제55회 사법시험 합격  
제46기 사법연수원 수료

Education

서울대학교 법과대학 졸업



정승민

정승민 대표변호사는 서울대학교 법과대학 재학 중 사법시험에 합격한 이후 국내 대형 로펌에서 기업법률, 채권채무, 부동산, 금융, 공판지청, 신산업 등 다양한 업무를 수행한 경험이 있습니다.

Experiences

법무법인(유한) 유정법  
법무법인(유한) 유정  
공공영 스키인양 Motion Seoul LLC, 설립 및 운영  
동부지역국제형 경제총무국 국제 - 행정소송 담당  
사법시험(17회) 시험위원

Licenses

제55회 사법시험 합격  
제43기 사법연수원 수료

Education

서울대학교 법과대학 졸업

PARTNERS SECTION

In PARTERS, the experience and history of each lawyer are the most important contents for visitors, so we listed them in detail.

Get In Touch.

Office Address

서울특별시 강남구 테헤란로75길 25 3층

Call

02-512-9601

Fax

02-512-9602

Mail

alpha@alpha-law.co.kr

상담자별

상담을 신청하기 위해

녹음상담

Email

이메일을 입력해주세요.

휴대폰 번호

010-0000-0000

상담내용

상담내용을 입력해주세요.

개인정보 제공에 동의합니다. (필수)

신청하기

CONTACT SECTION

In The Contact Part, Contact And Consultation Inquiries Were Organized Together, And Visitors Can Intuitively Know It.



# Shinhan Systek

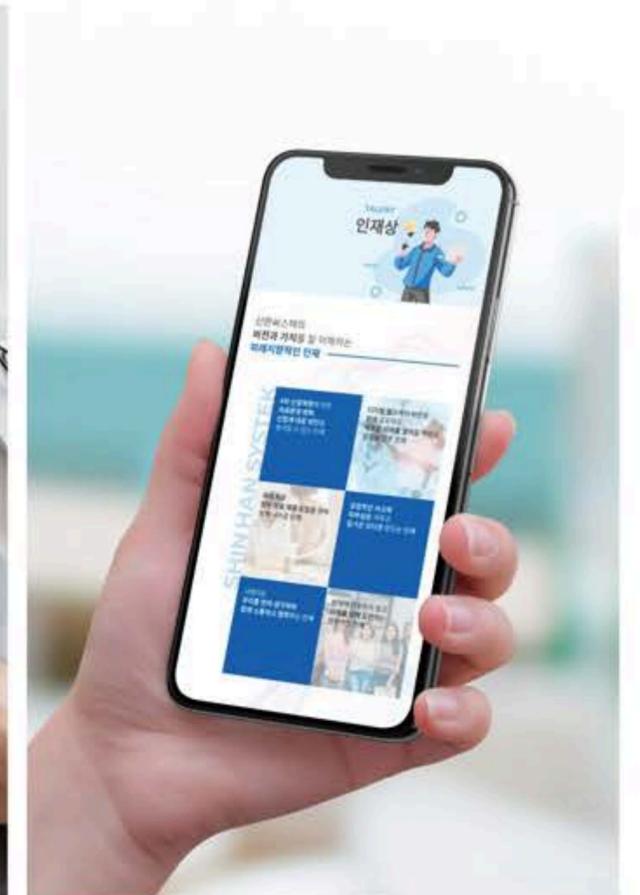
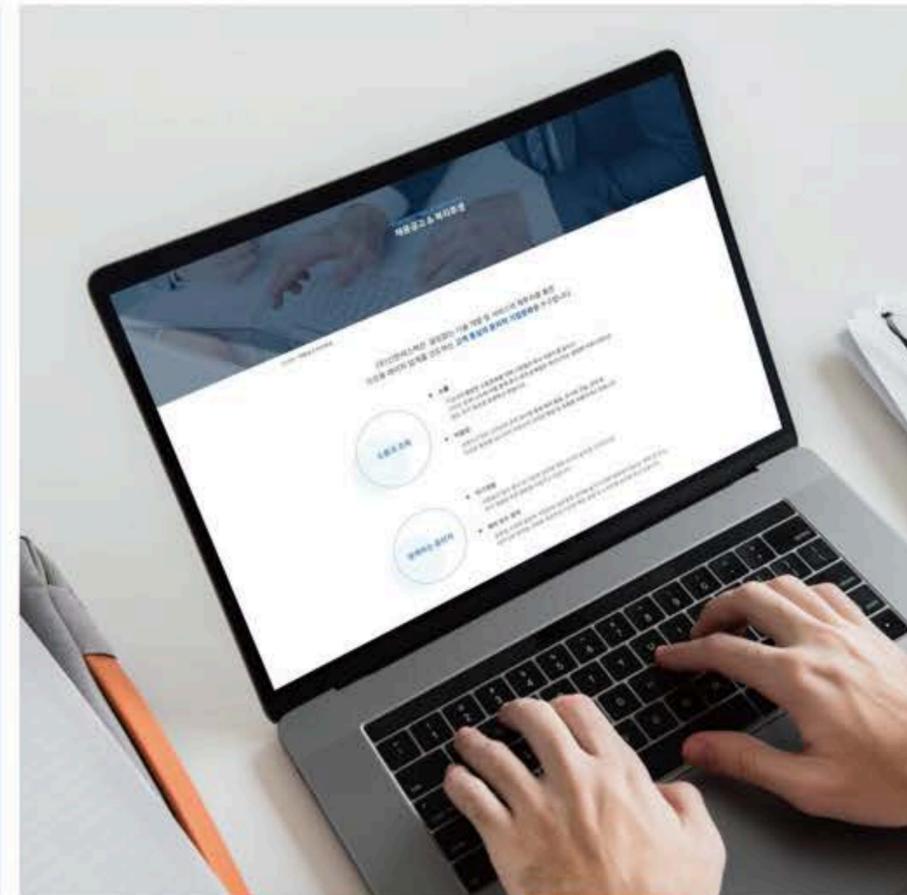
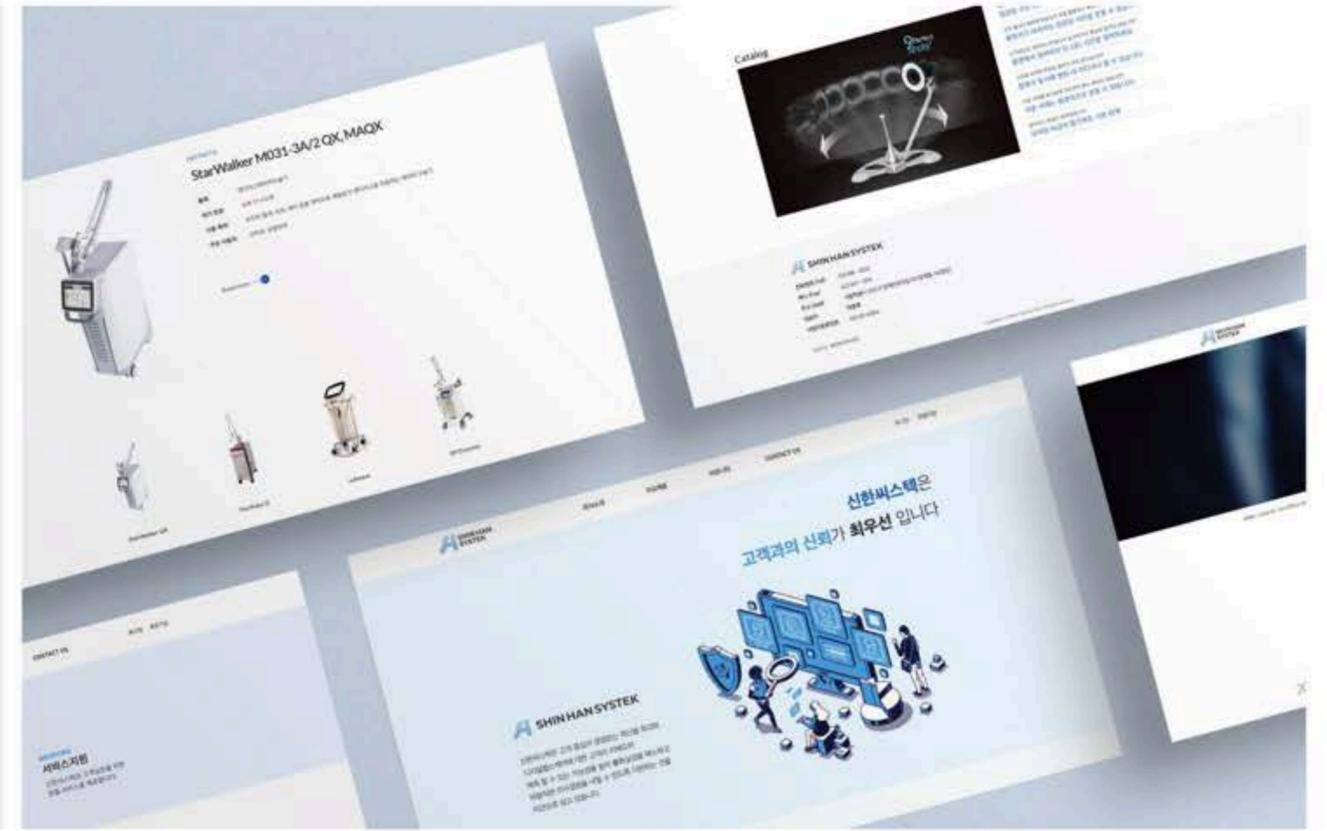
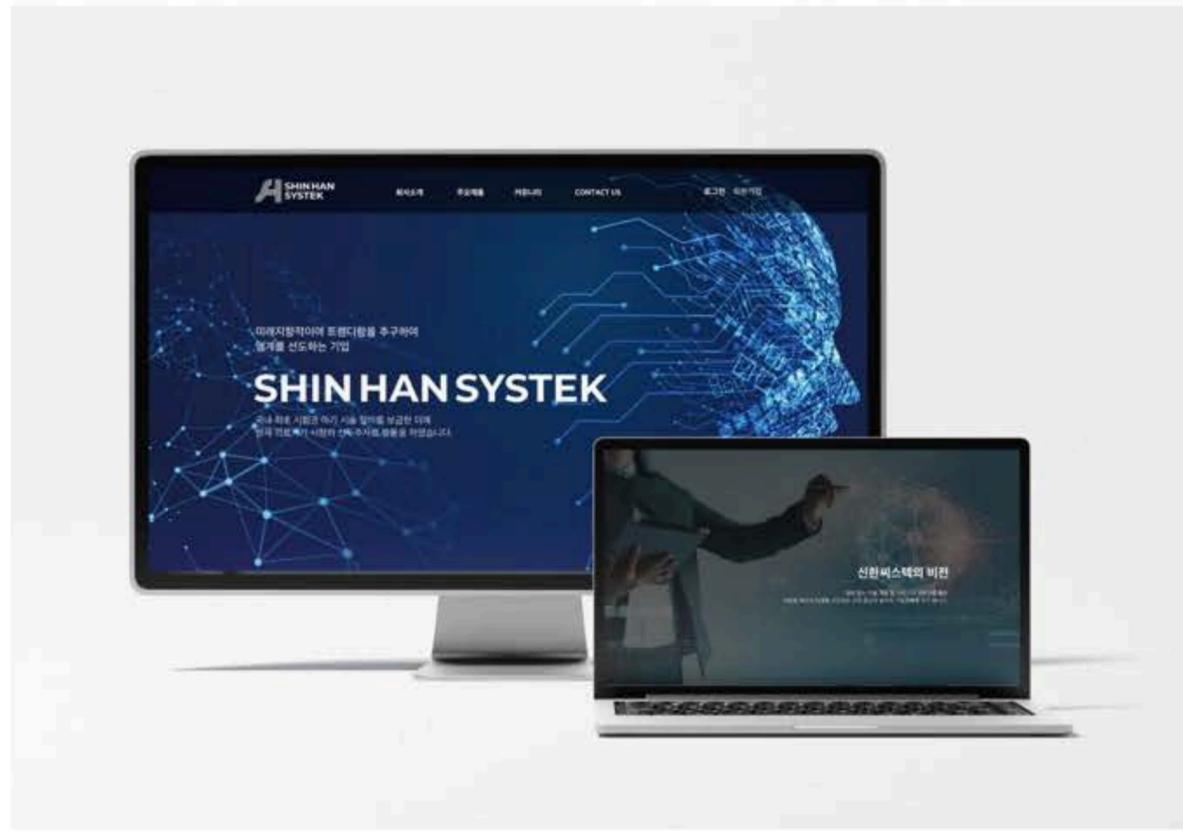
Website Design

## WORKS

- Identity Design
- Graphic Design
- Design Guidelines
- Web Design
- UI/UX Design

## LANDING PAGE

Shinhan Systek is a company leading the medical laser industry. With a brand core centered on innovation and forward-thinking technology, the design focuses on delivering a future-oriented image through graphic motifs and refined typography. To effectively communicate a wide range of information, readability and clarity were carefully considered throughout the design.



HERUE

# Shinhan Systek

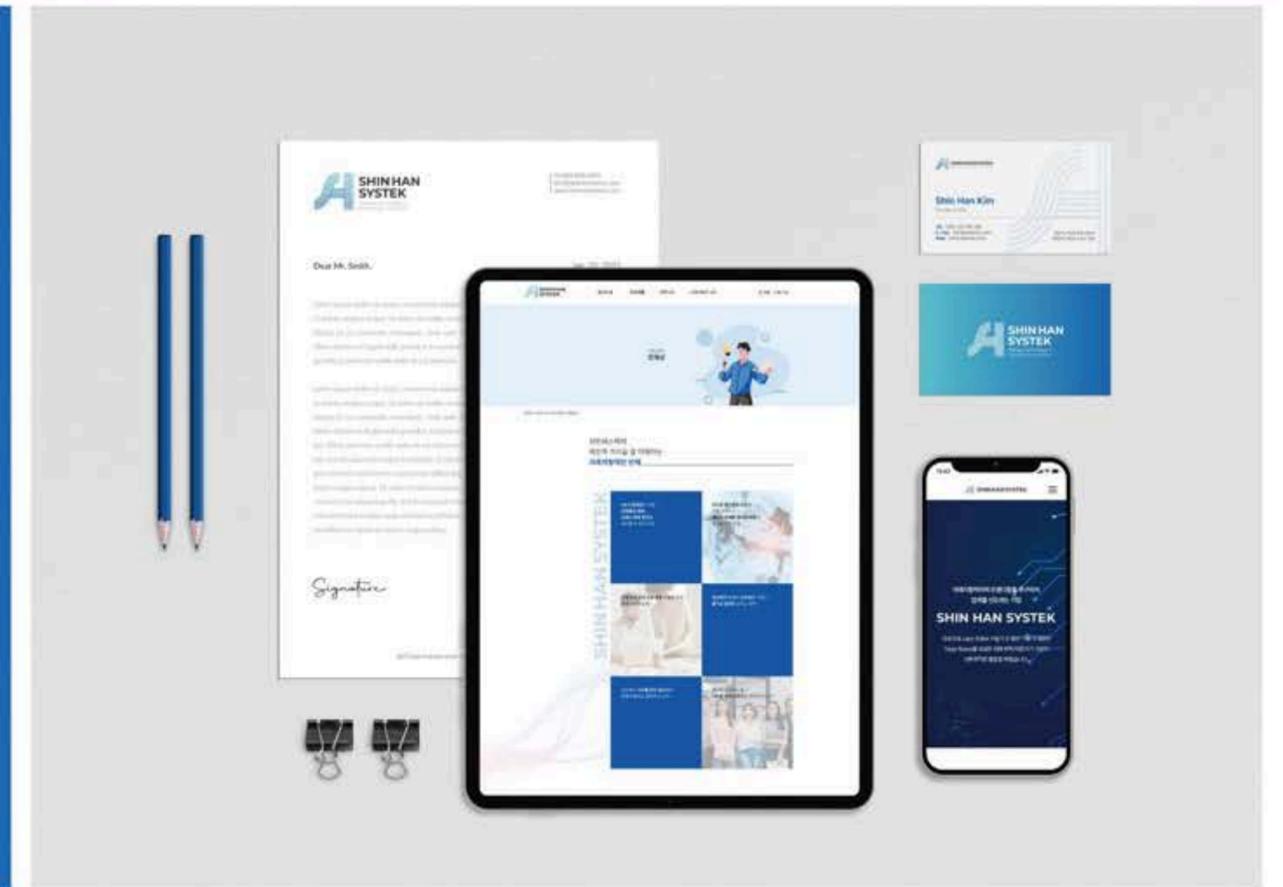
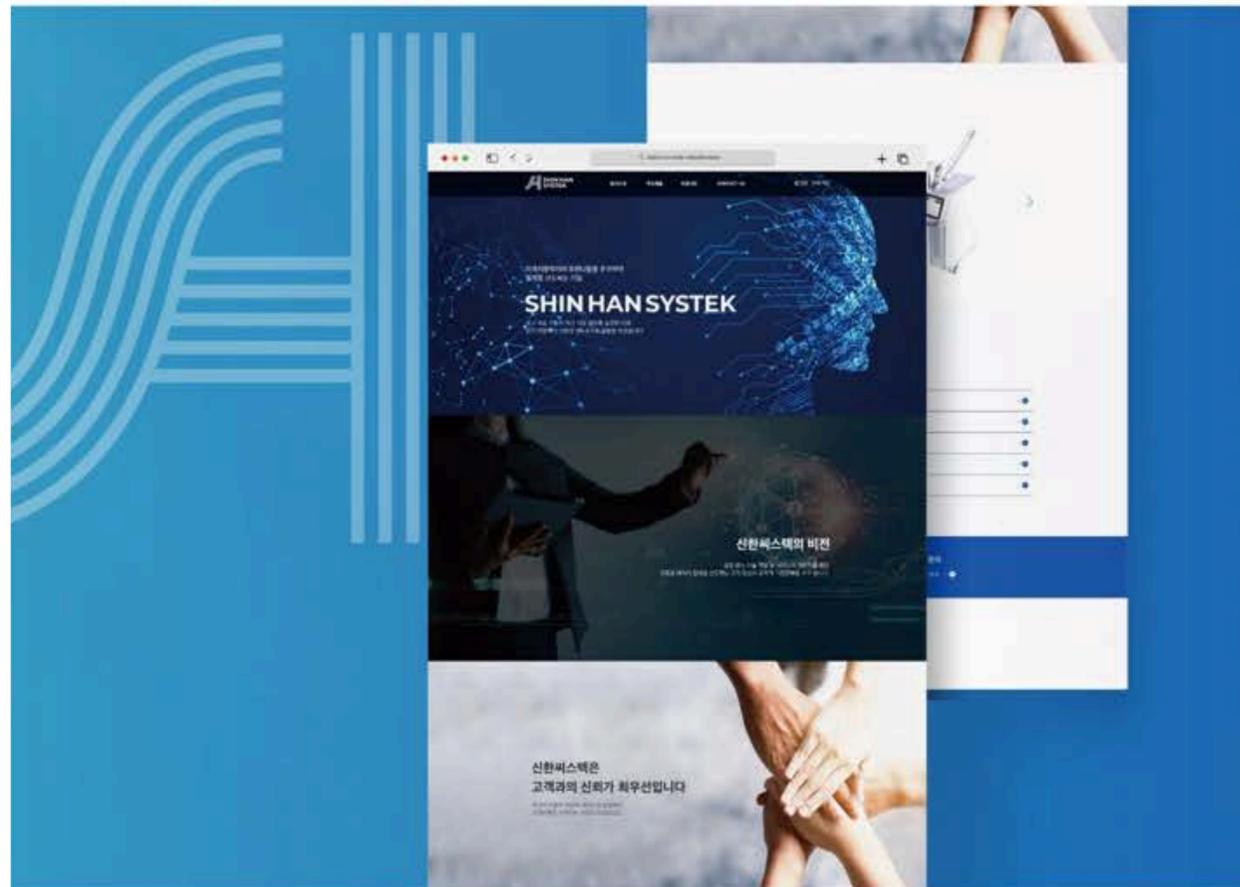
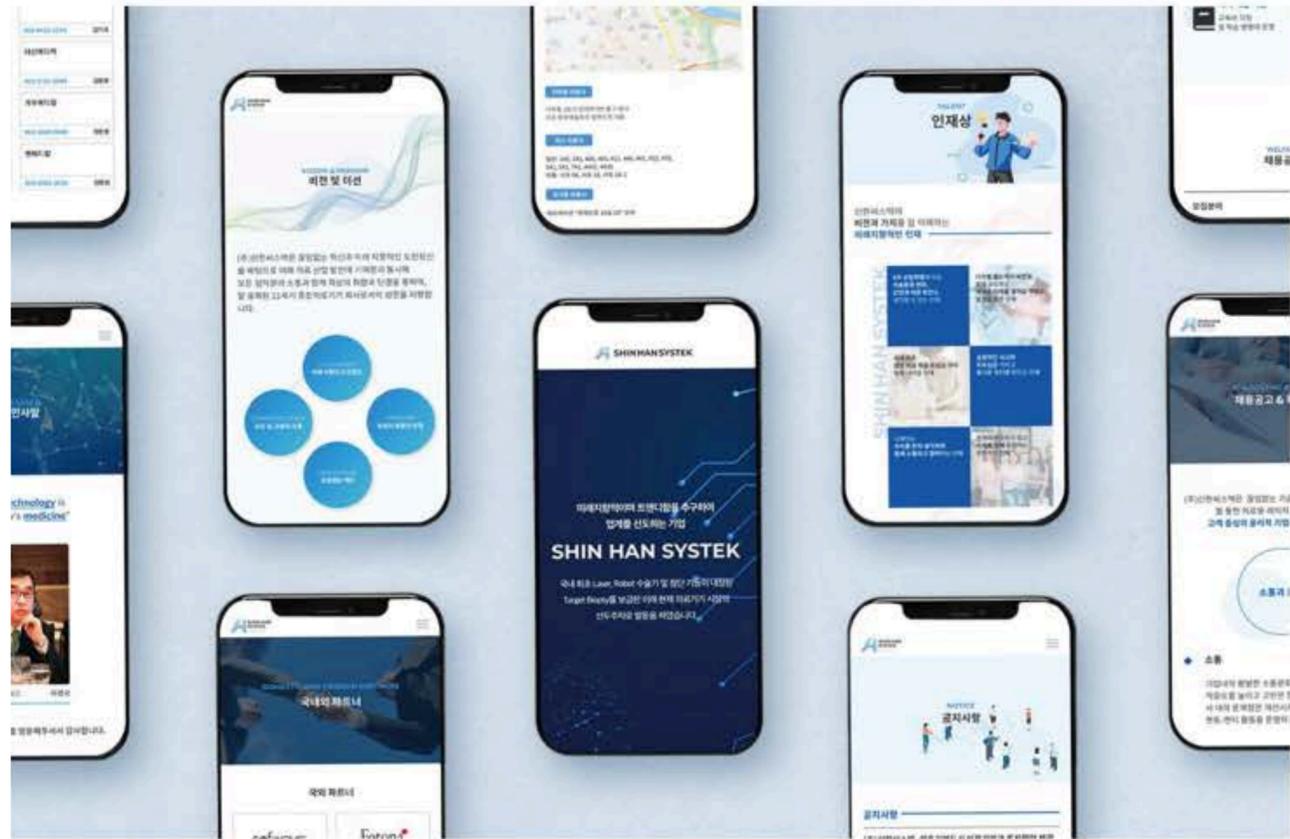
Website Design

## WORKS

- Identity Design
- Graphic Design
- Design Guidelines
- Web Design
- UI/UX Design

## LANDING PAGE

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HERUE

# Vision Holdings

Website Design

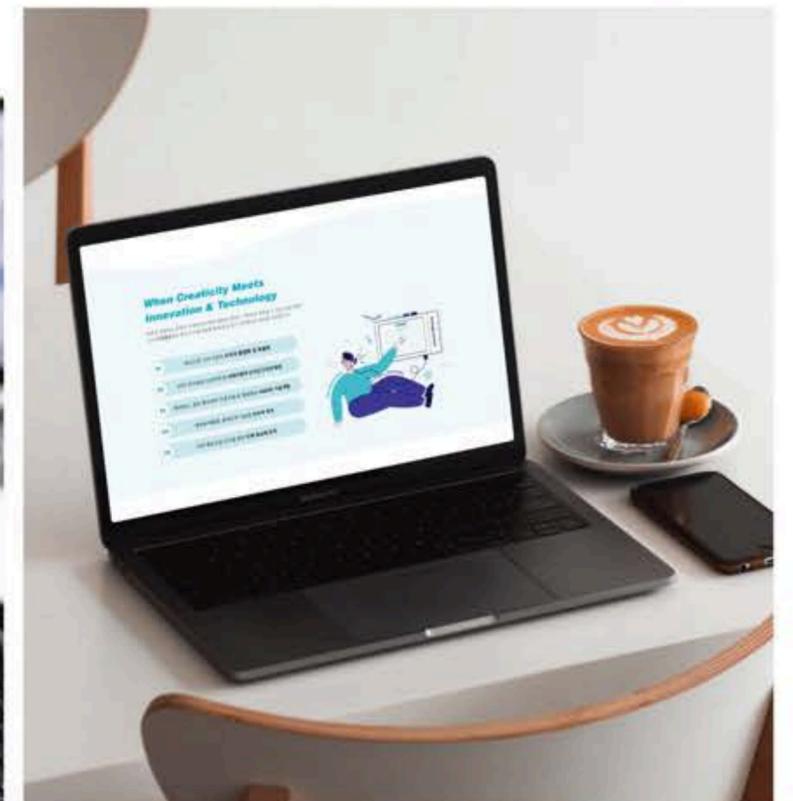
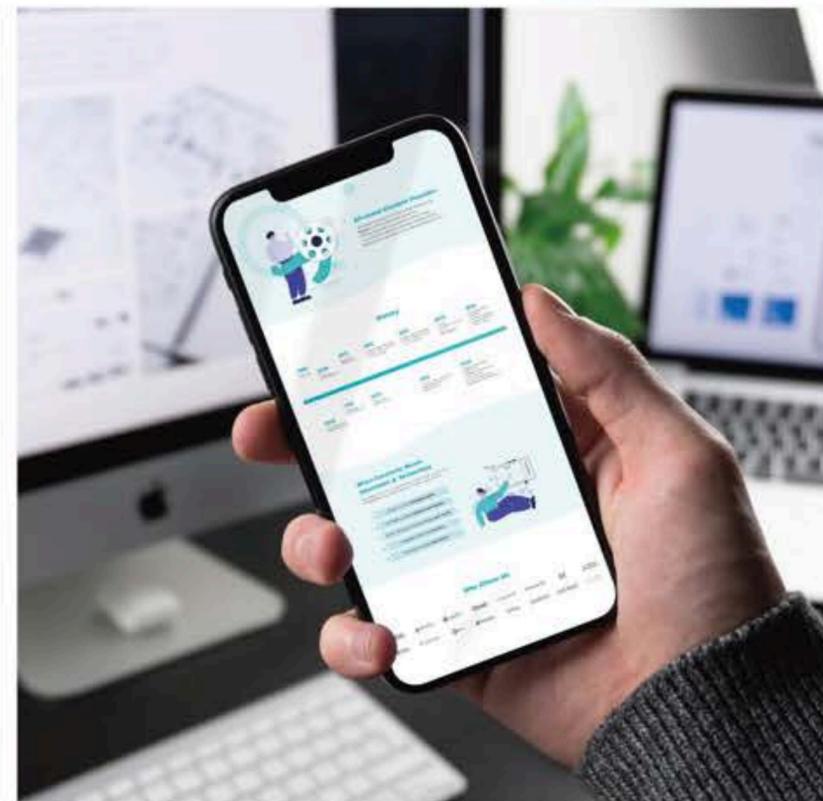
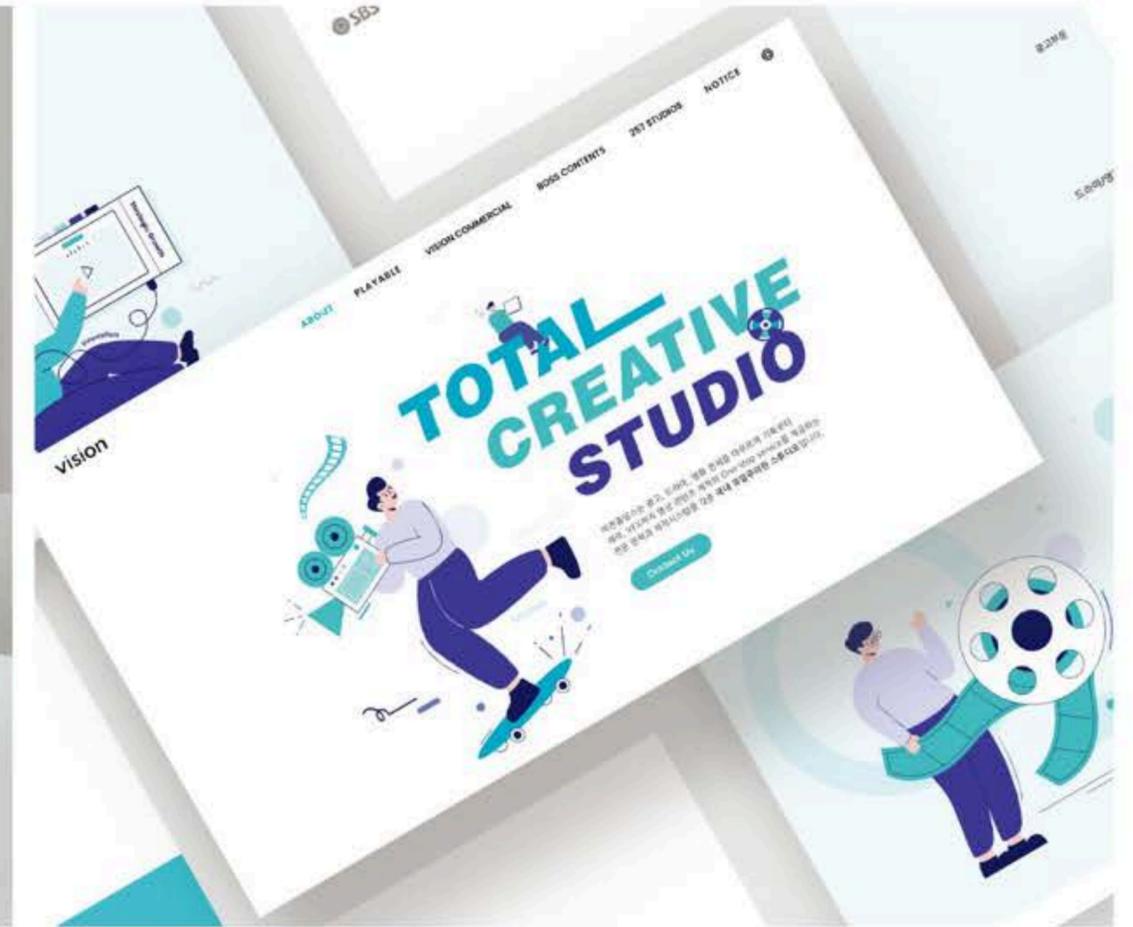
## WORKS

Web Design

UI/UX Design

## LANDING PAGE

Vision Holdings was designed with a focus on a modern and refined brand identity. By carefully applying a sophisticated color palette and visual elements, the design enhances both visual focus and readability.



# Vision Holdings

Website Design

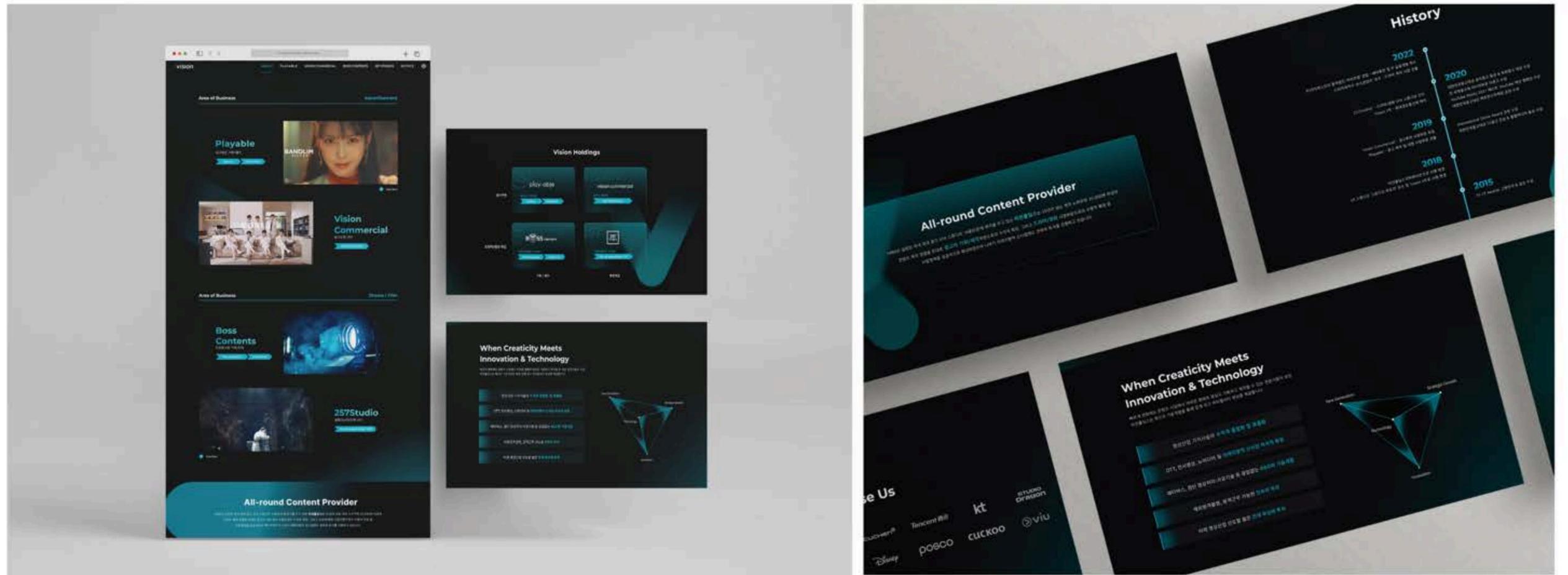
## WORKS

Web Design

UI/UX Design

## LANDING PAGE

Vision Holdings was designed with a focus on a modern and refined brand identity. By carefully applying a sophisticated color palette and visual elements, the design enhances both visual focus and readability.



HERUE

# LG CNS

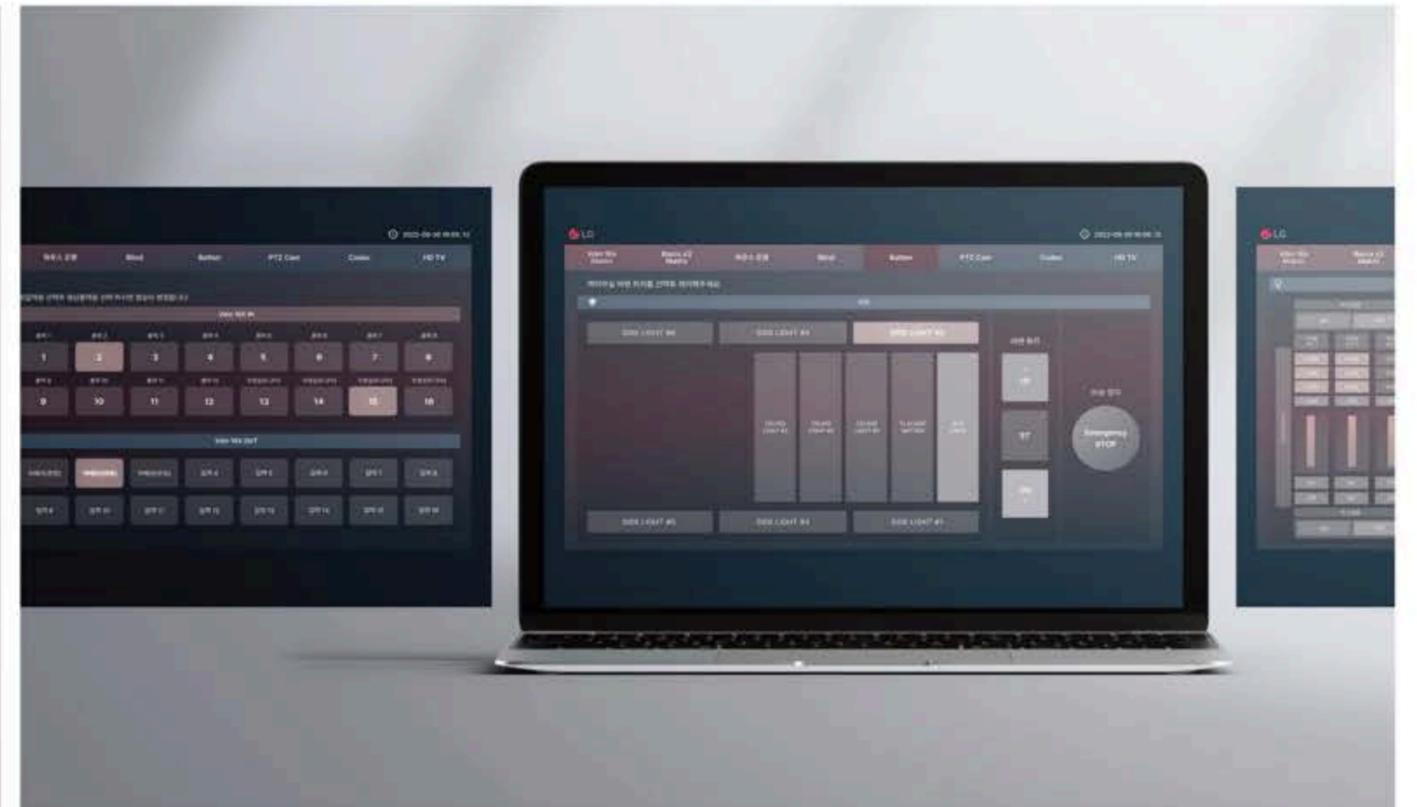
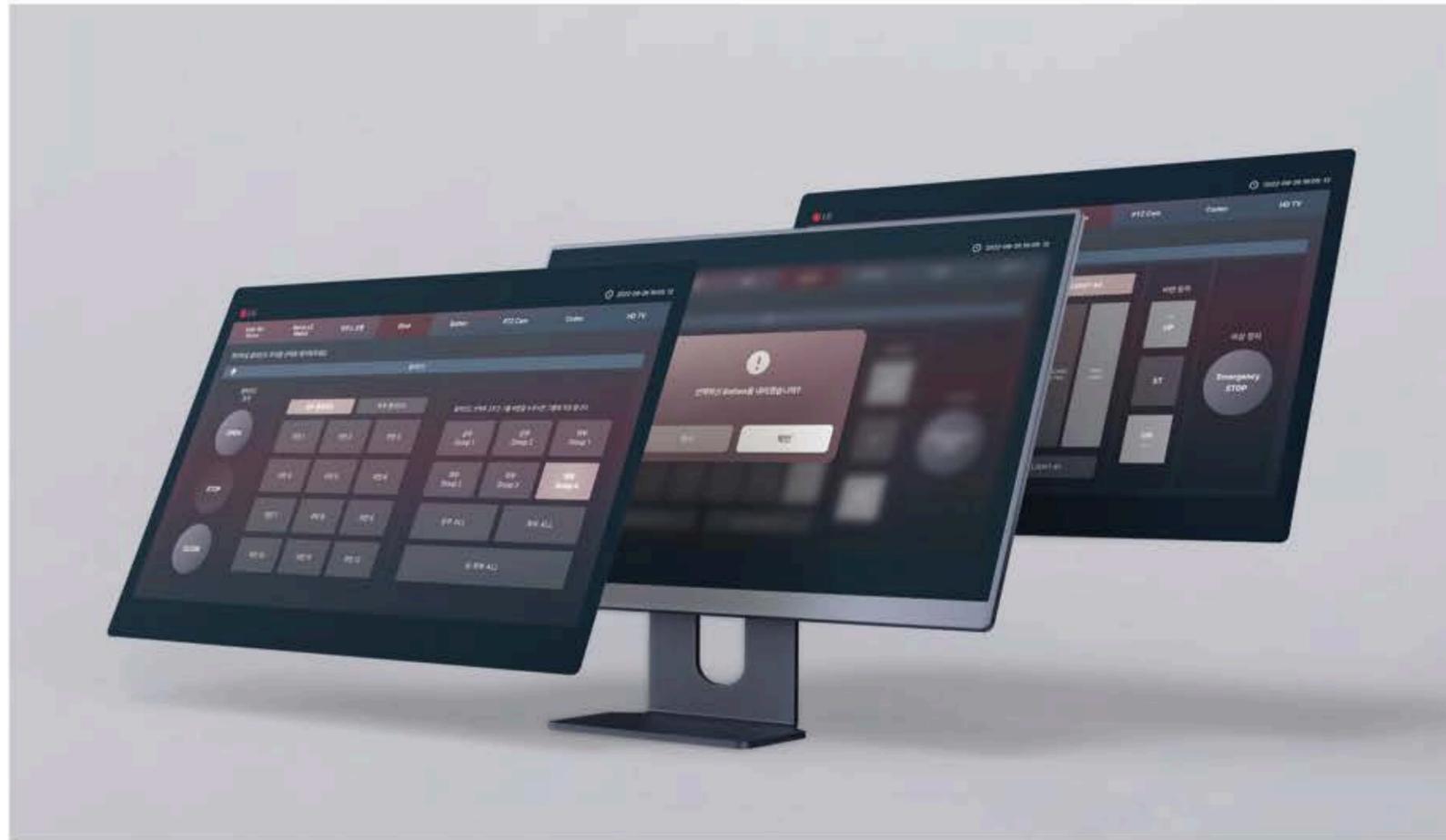
Website Design

## WORKS

Web Design  
UI/UX Design

## LANDING PAGE

Designed with a focus on clarity and intuition, while aligning with LG's corporate identity. The result delivers a clean and contemporary visual experience.



HERUE

# LG CNS

Website Design

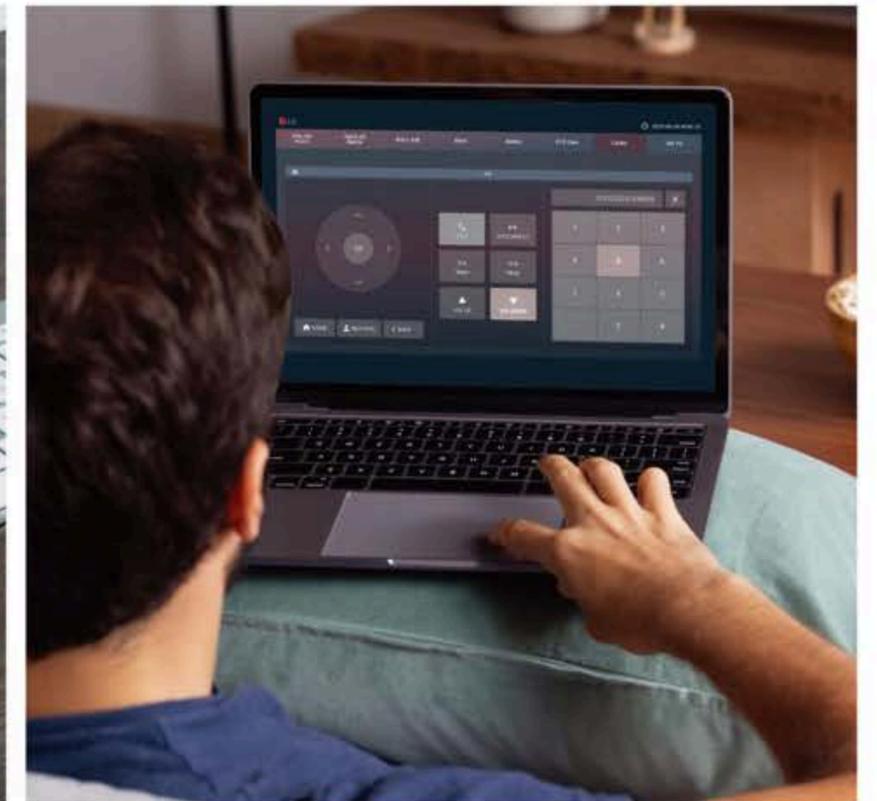
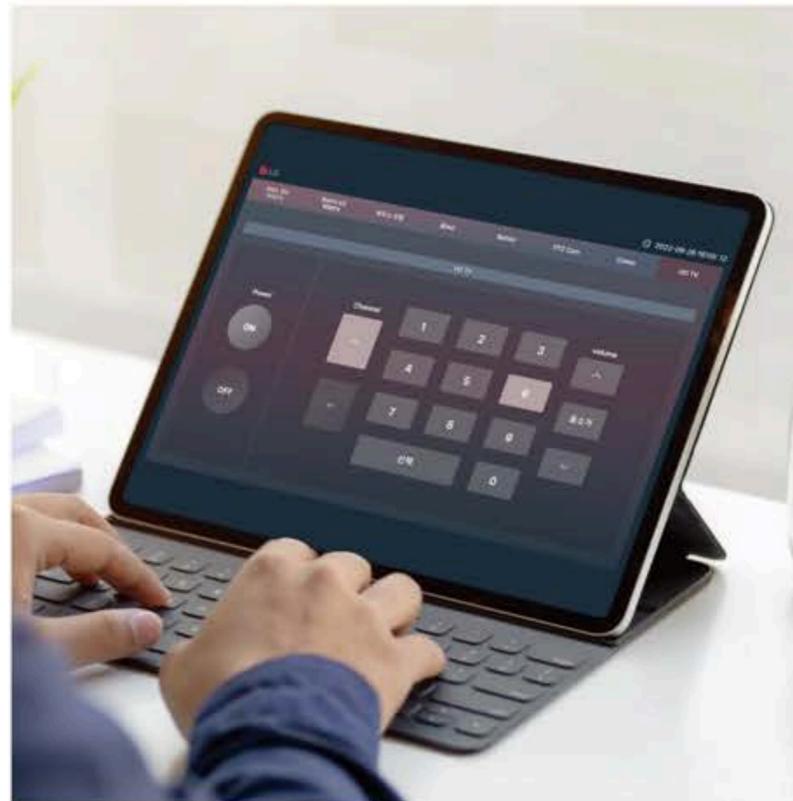
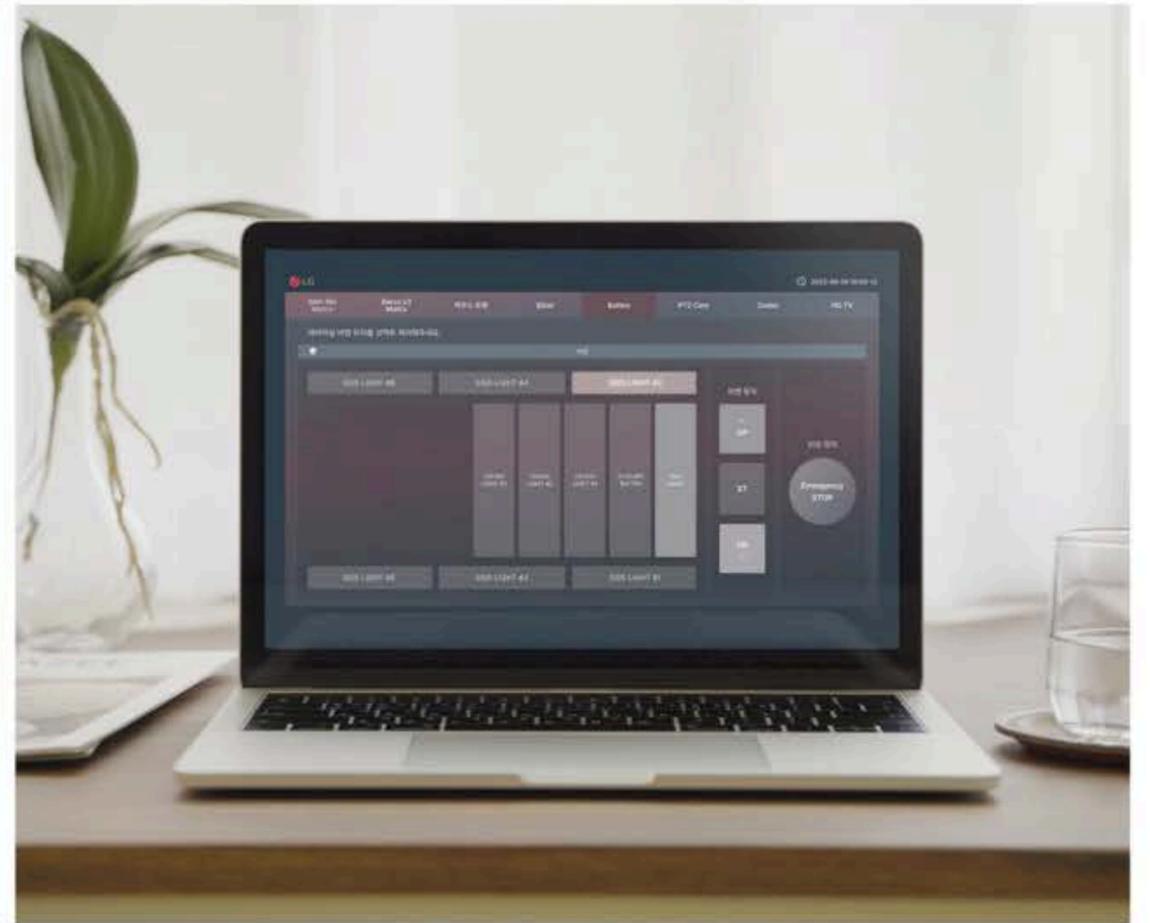
## WORKS

Web Design

UI/UX Design

## LANDING PAGE

Designed with a focus on clarity and intuition, while aligning with LG's corporate identity. The result delivers a clean and contemporary visual experience.



HERUE

# SBS Running Mall

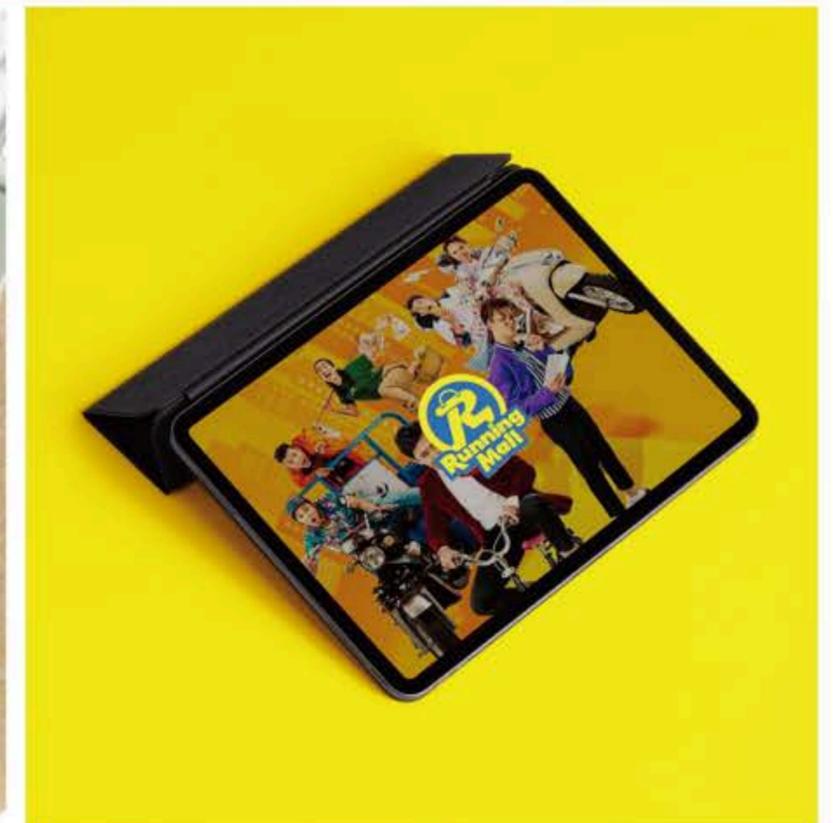
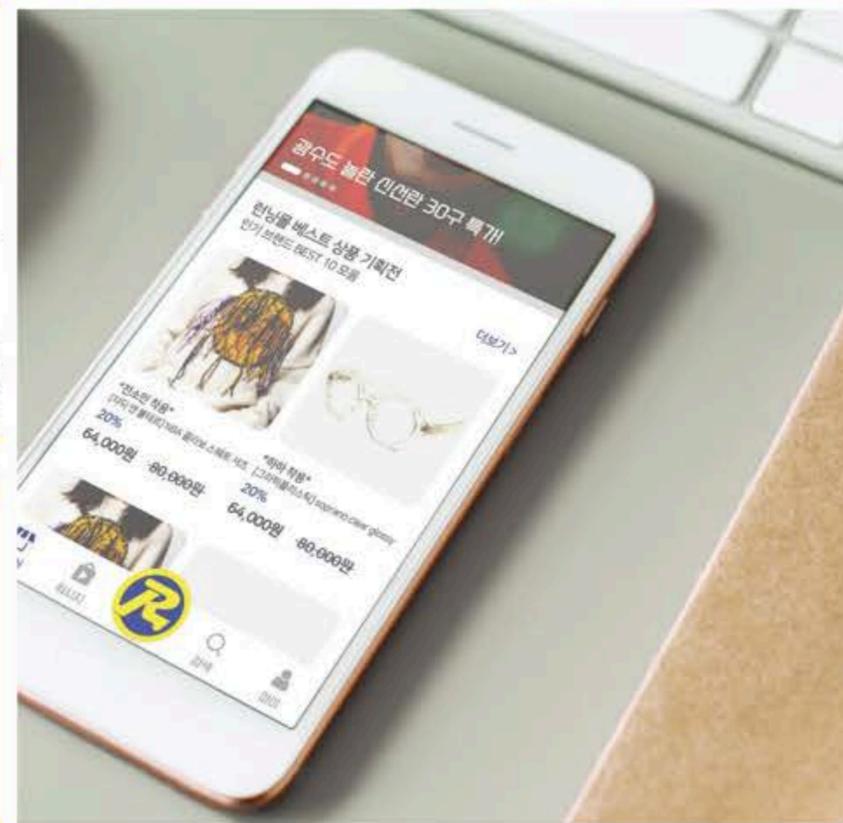
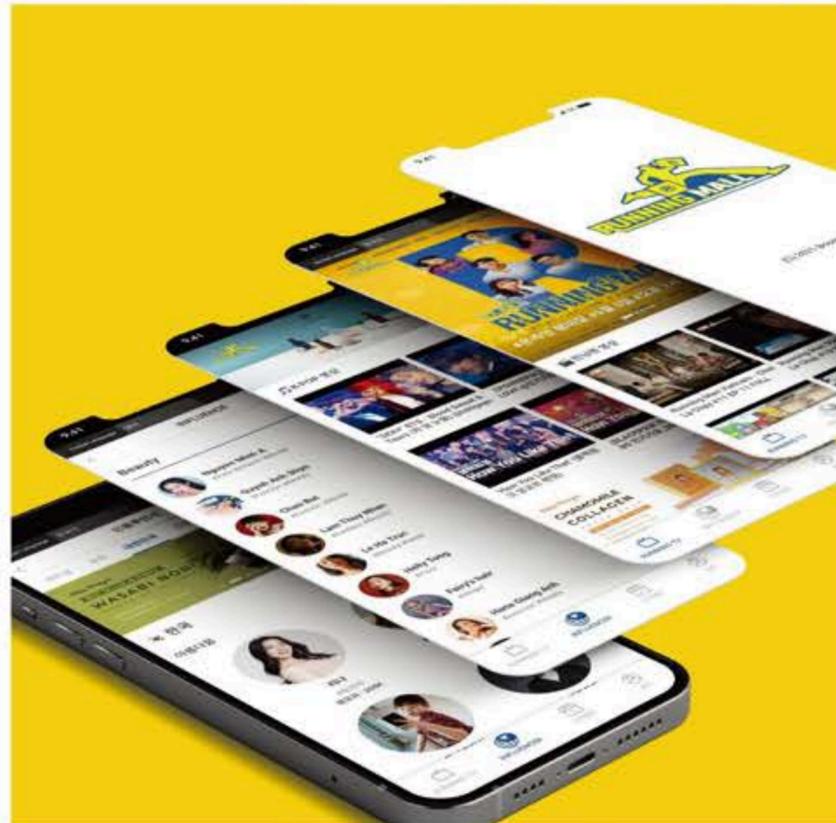
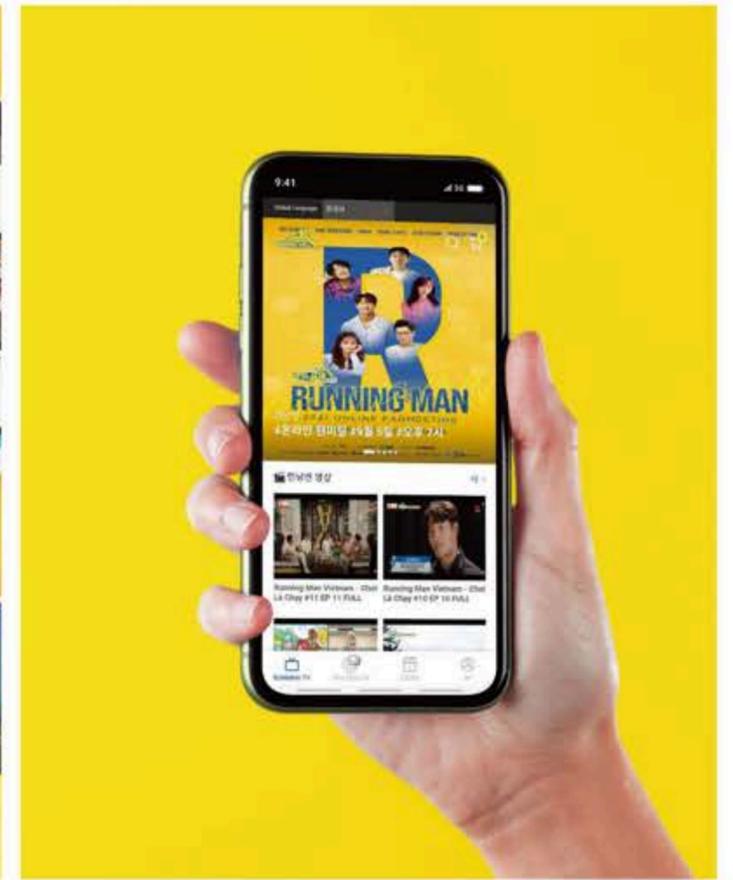
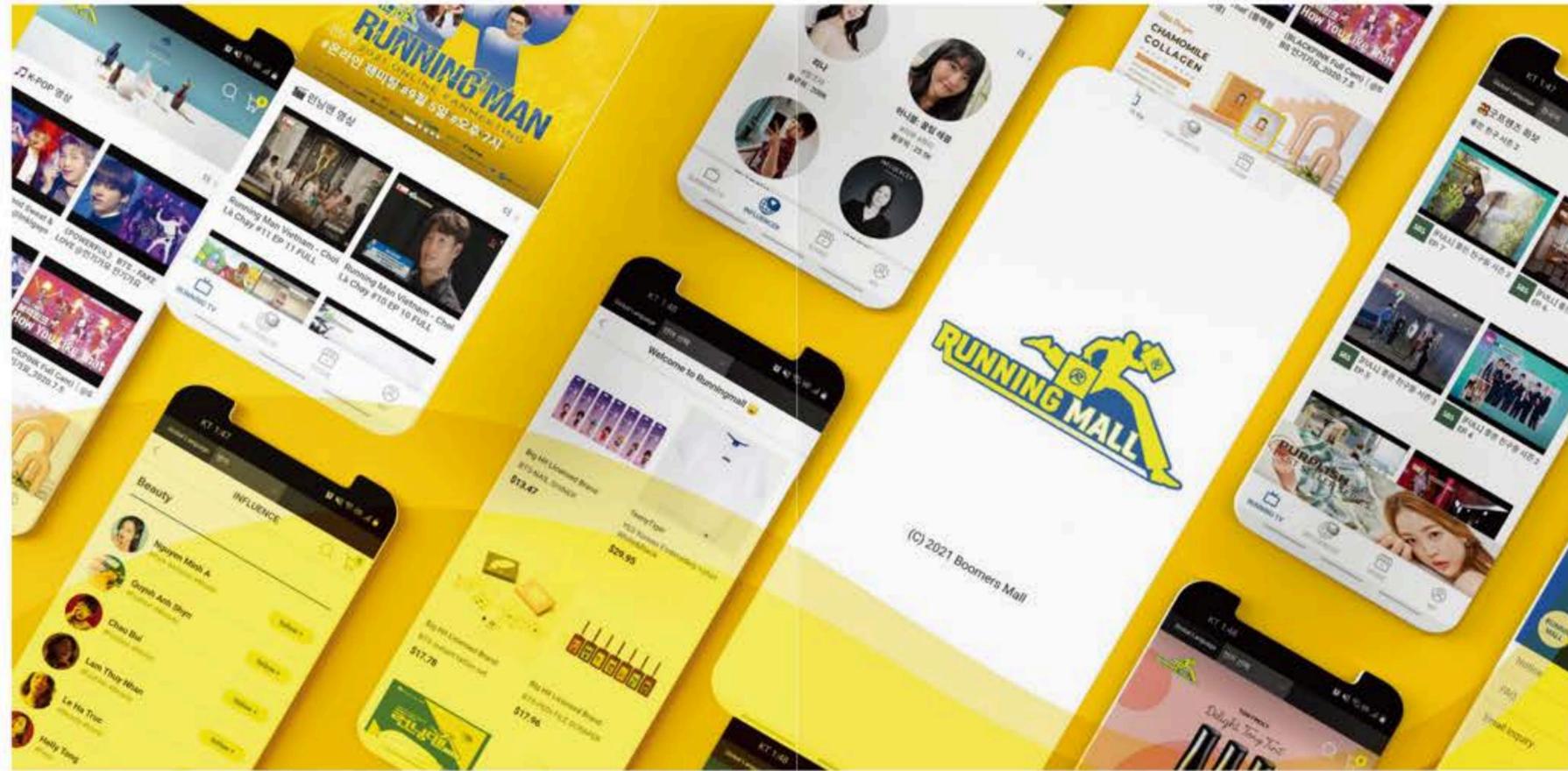
Website Design

## WORKS

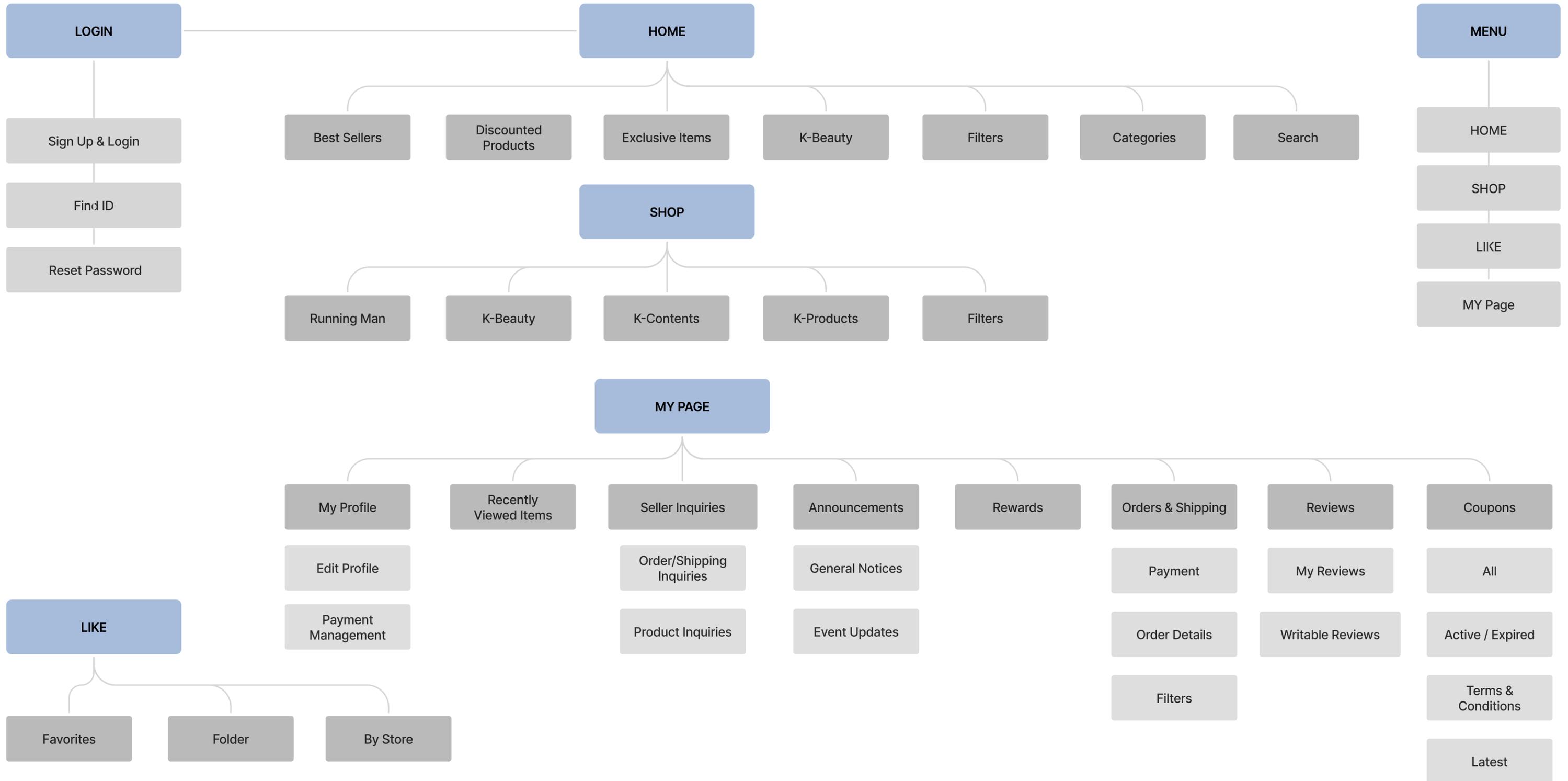
Web Design  
UI/UX Design

## LANDING PAGE

The design focuses on enhancing the readability of the existing logo to help consumers easily recognize Running Man's unique visual identity. By improving visual clarity, the brand experience becomes more intuitive and accessible.

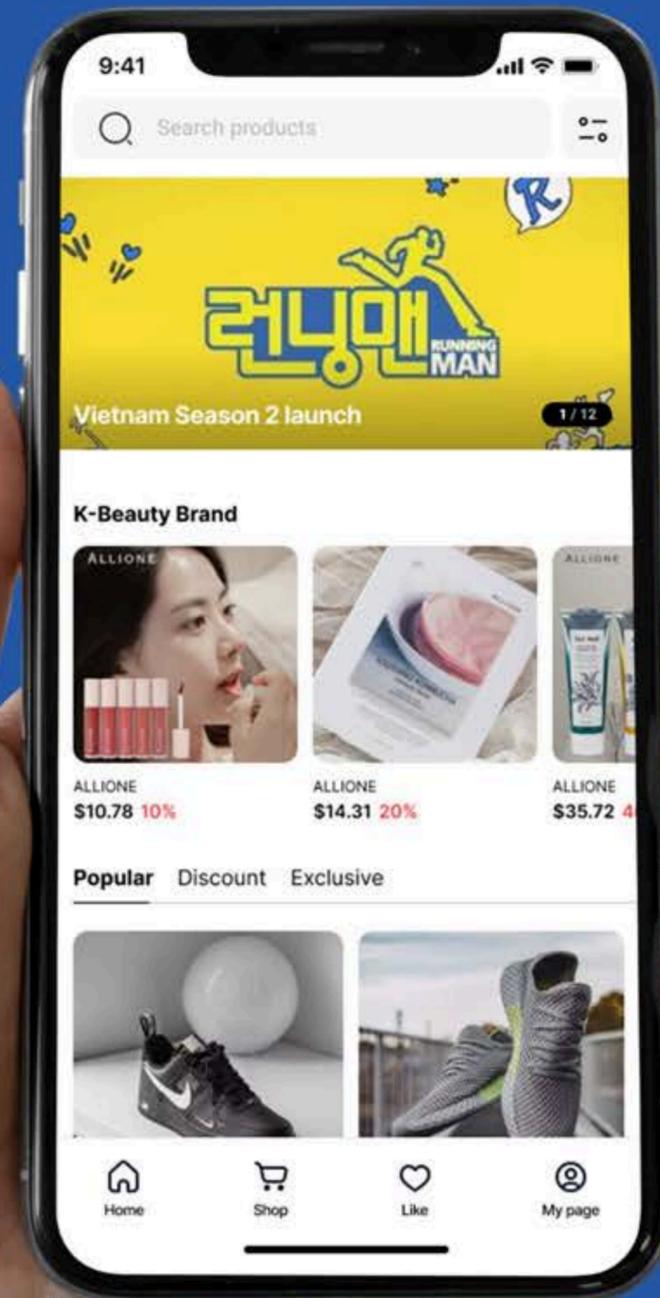


# Information Architecture



# User Interface

It is e-COMMERCE, which expands by combining the styles of k-beauty and k-content while maintaining the existing Running Man identity. It has been launched as a Vietnamese version of Running Man and is expanding its fandom to a wider range, so we thought about experiencing Running Mall's brand identity consistently in the overall product purchase journey, centering on foreign target groups who are enthusiastic about Korean culture.

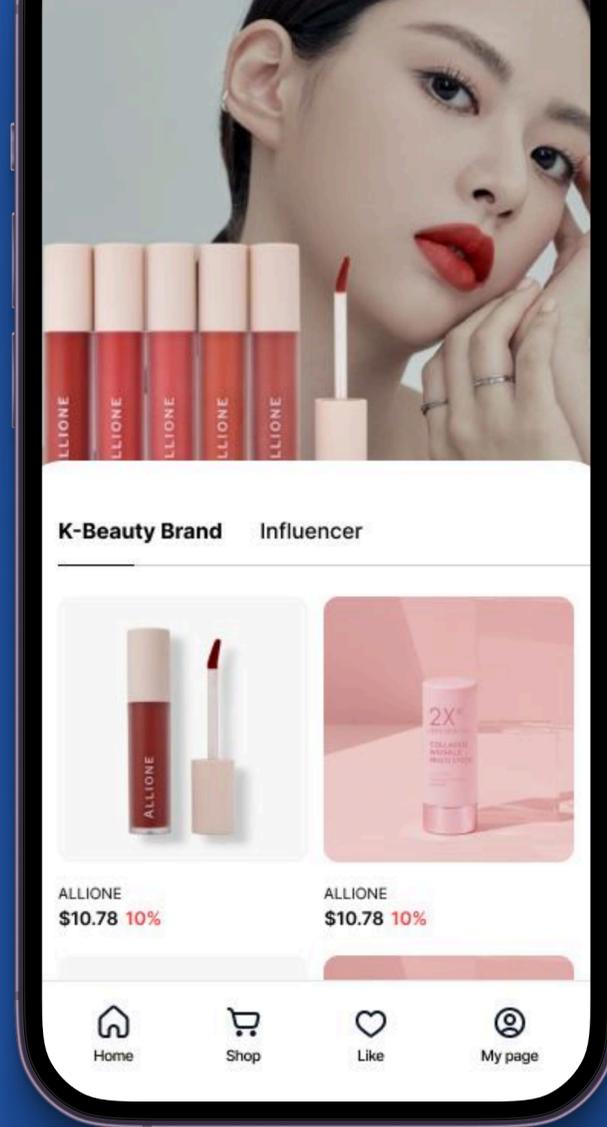


## MAIN PAGE

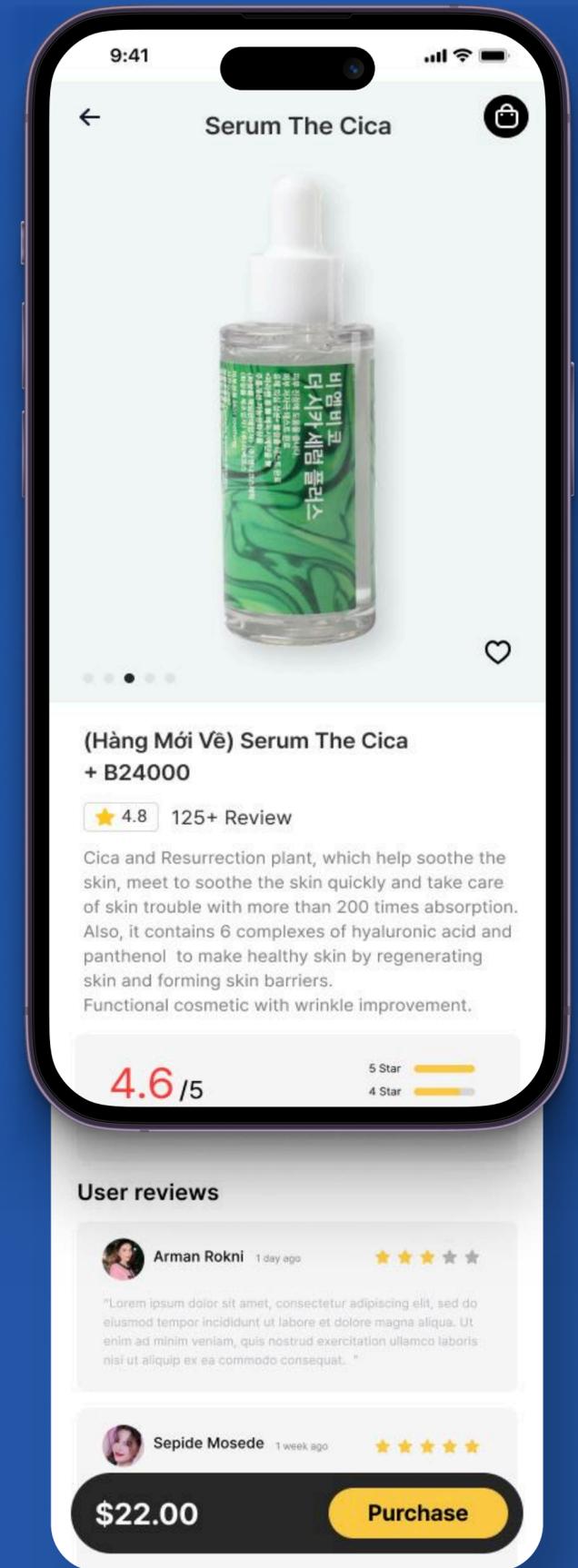
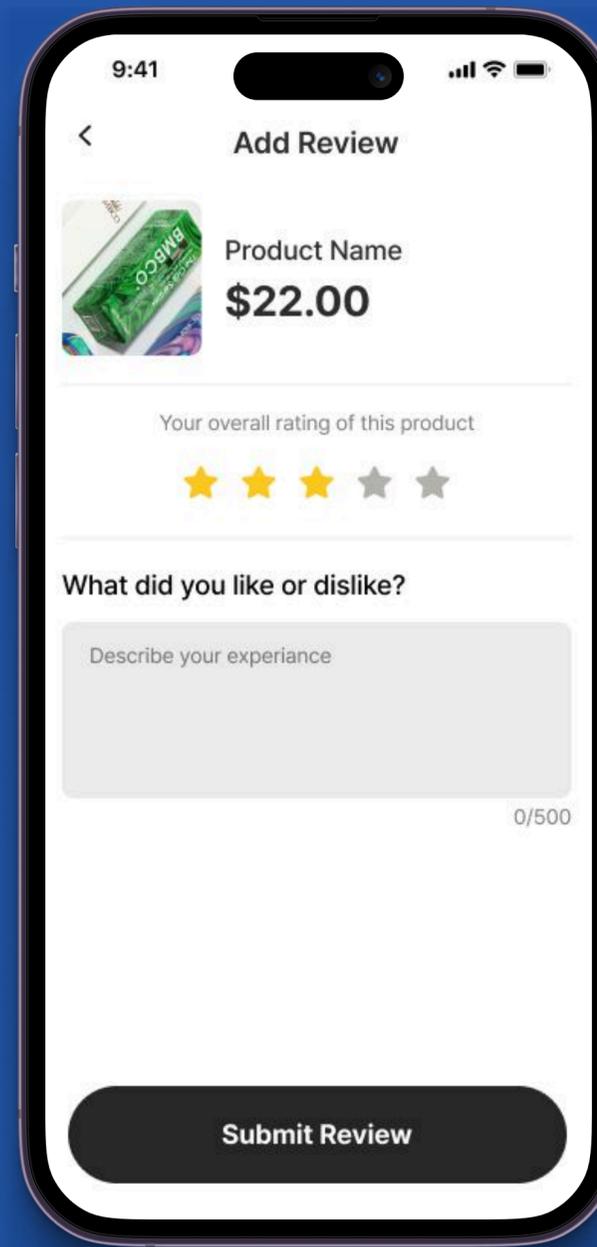
To Make The Product Line Of Various K-Content/Product Attractive And Stand Out, The Main Screen Is Configured To Utilize The Colorful Layout According To The Purpose. It Also Has A Minimal And Simple Structure To Make It Look Intuitive.



**SUB PAGE**  
You can know related products by exposing Running Man and K-content together.



We have provided overseas target users with detailed descriptions of products and buyers' reviews first so that users can feel more reliable.



# SHIPTER

International Shipping Agency

## CLIENT

H3 NETWORKS

## LOGO SYSTEM

Inspired By Aircraft Wings And Aerodynamic Flow, The 'P'-Shaped Form Symbolizes Speed And Propulsion.

The Three-Tiered E Blocks Represent Staged Acceleration And Engine Output, Expressing A Precisely And Swiftly Connected Air Logistics System That Conveys Competitiveness And Reliability In A Global Context.

## WORKS

Logo Design  
UX UI Design



# SHIPTER

International Shipping Agency

## CLIENT

H3 NETWORKS

## LOGO SYSTEM

Inspired By Aircraft Wings And Aerodynamic Flow, The 'P'-Shaped Form Symbolizes Speed And Propulsion.

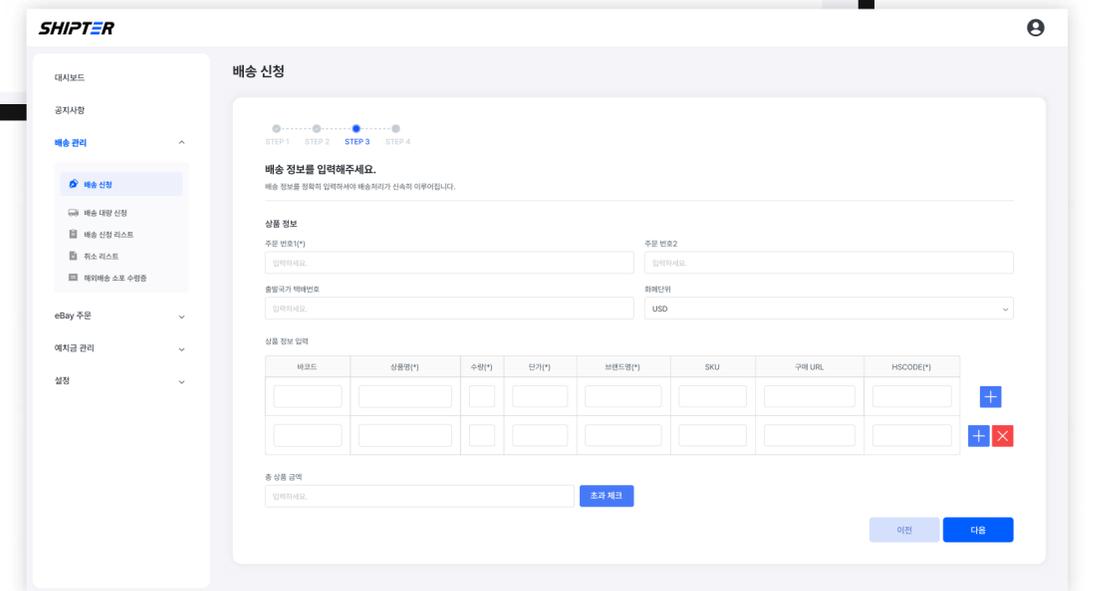
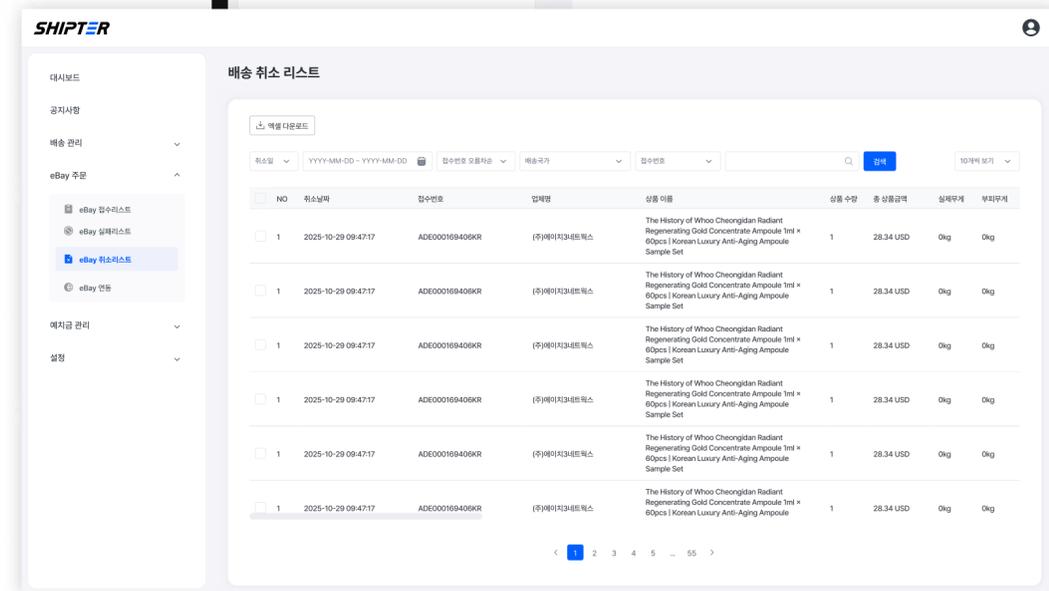
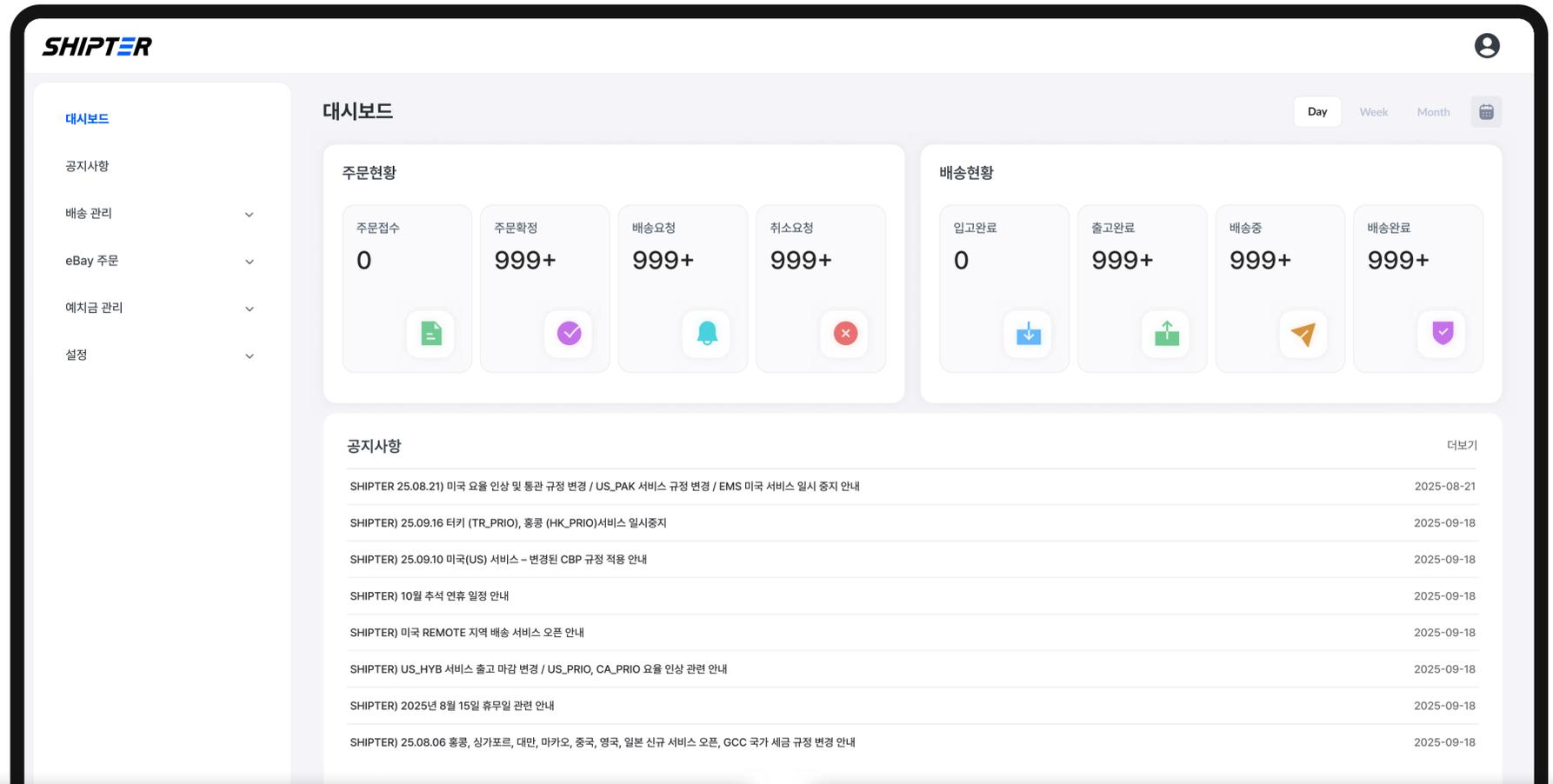
The Three-Tiered E Blocks Represent Staged Acceleration And Engine Output,

Expressing A Precisely And Swiftly Connected Air Logistics System That Conveys Competitiveness And Reliability In A Global Context.

## WORKS

Logo Design

UX UI Design

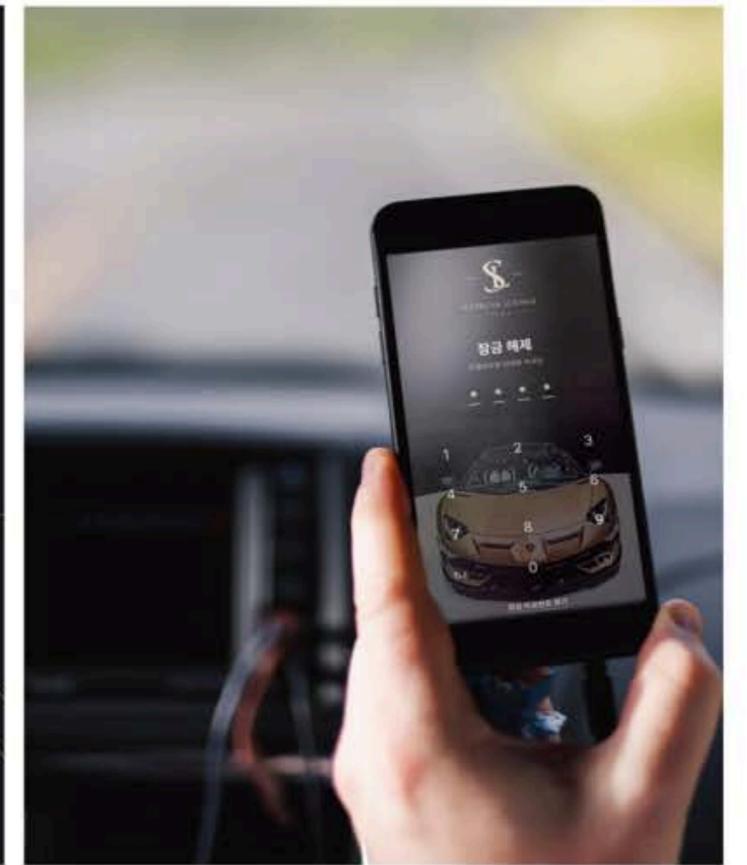
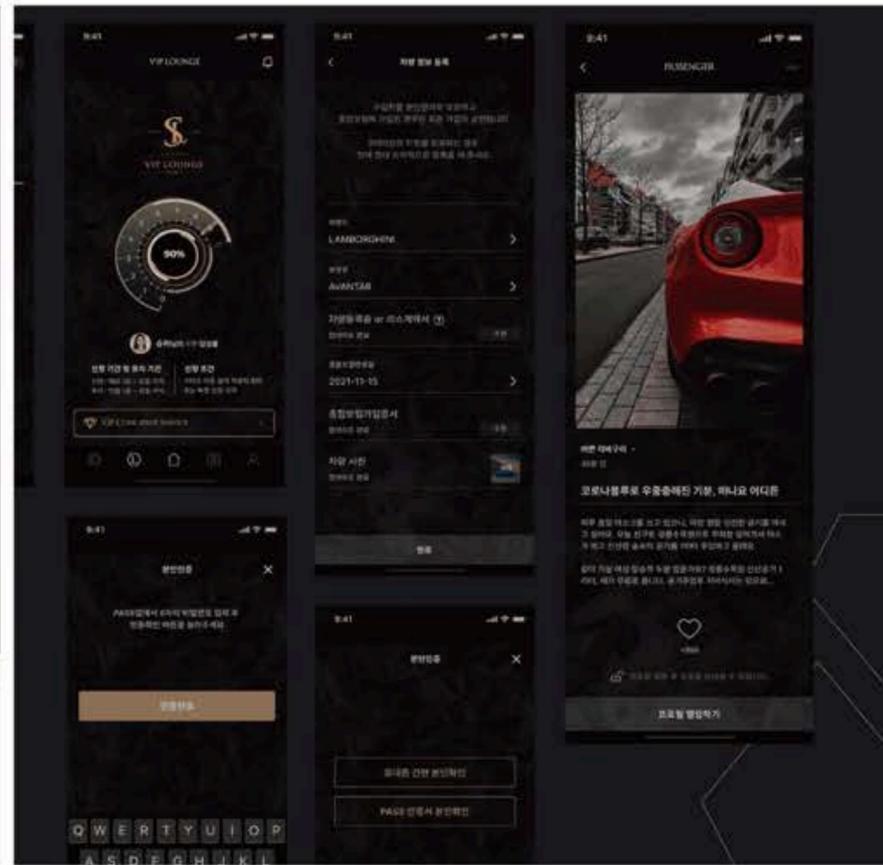
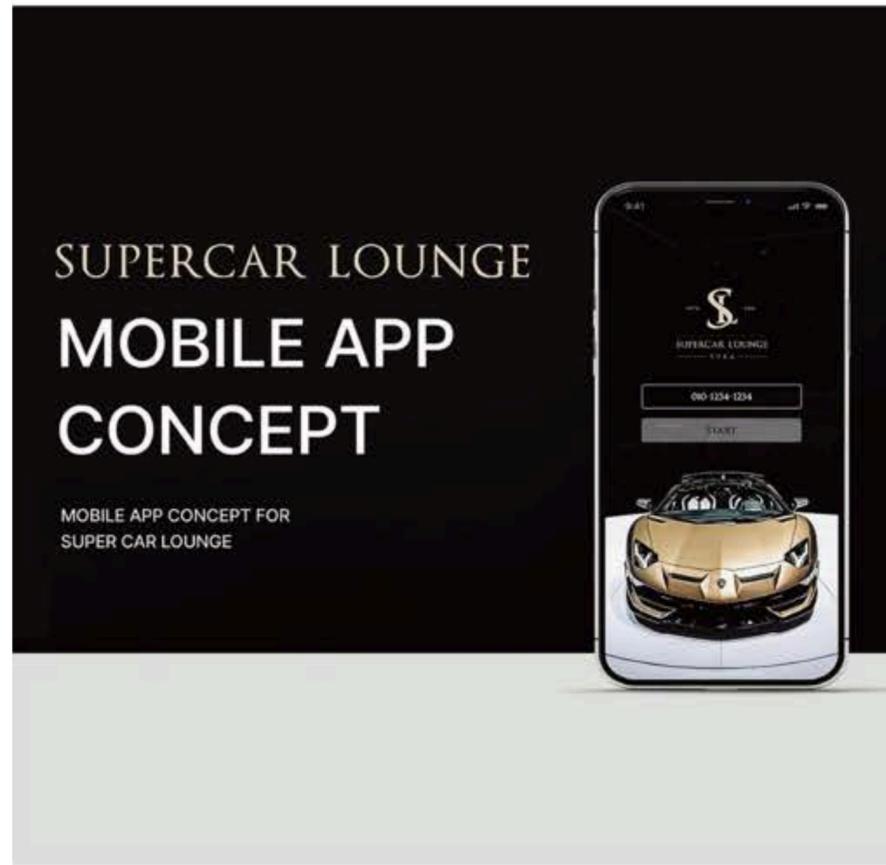


# Supercar Lounge

UX/UI

## WORKS

Web Design  
UI/UX Design



## LANDING PAGE

Supercar Lounge is a location-based community platform app brand. The design reflects its core value of creating a space where various supercars can gather and connect.



HERUE

# Supercar Lounge

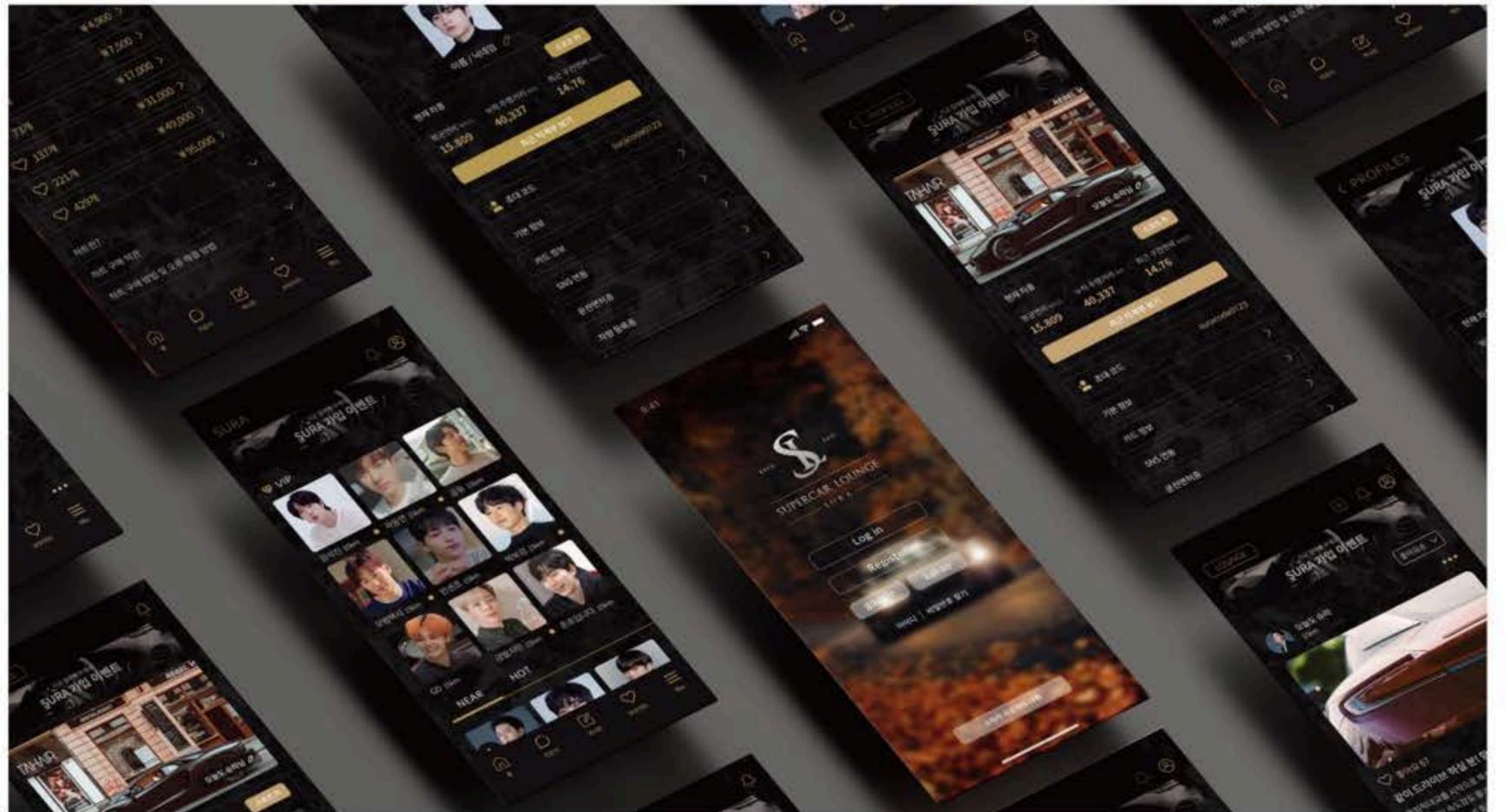
UX/UI

## WORKS

Web Design  
UI/UX Design

## LANDING PAGE

Supercar Lounge is a location-based community platform app brand. The design reflects its core value of creating a space where various supercars can gather and connect.



# MxT Biotech

Website Design

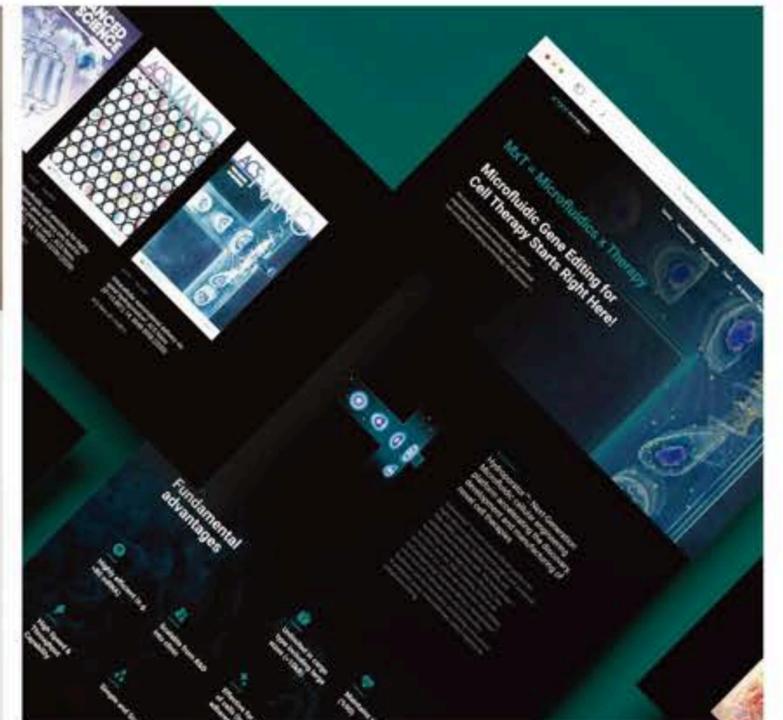
## WORKS

Web Design  
UI/UX Design



## LANDING PAGE

MxT Biotech targets pharmaceutical companies, research institutes, and academic institutions. The design defines a distinct brand identity that differentiates MxT Biotech from competitors, while strengthening its corporate image.

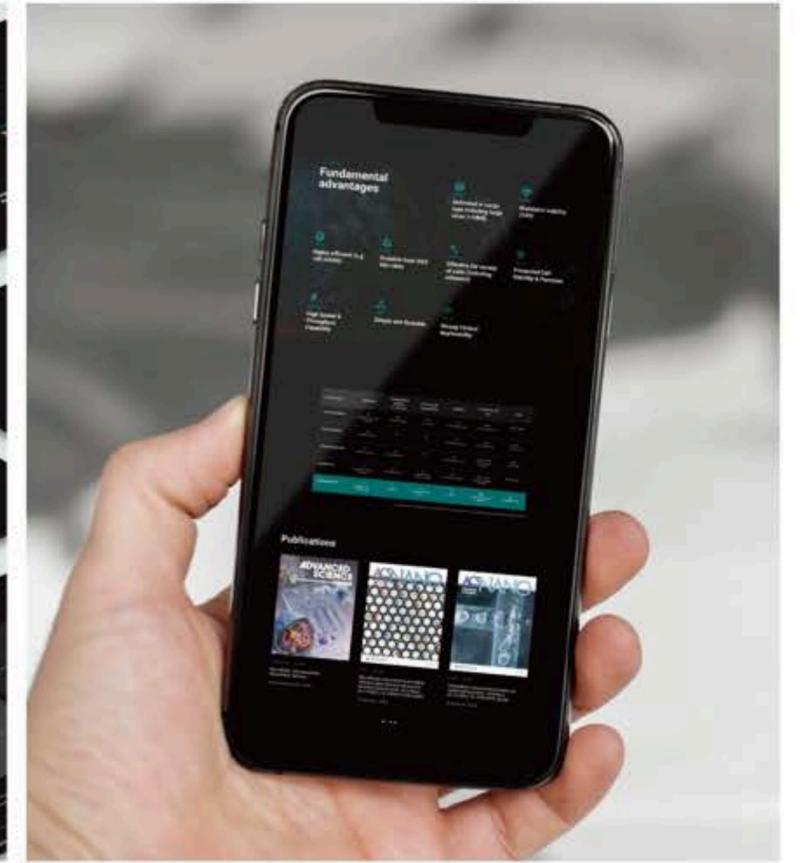
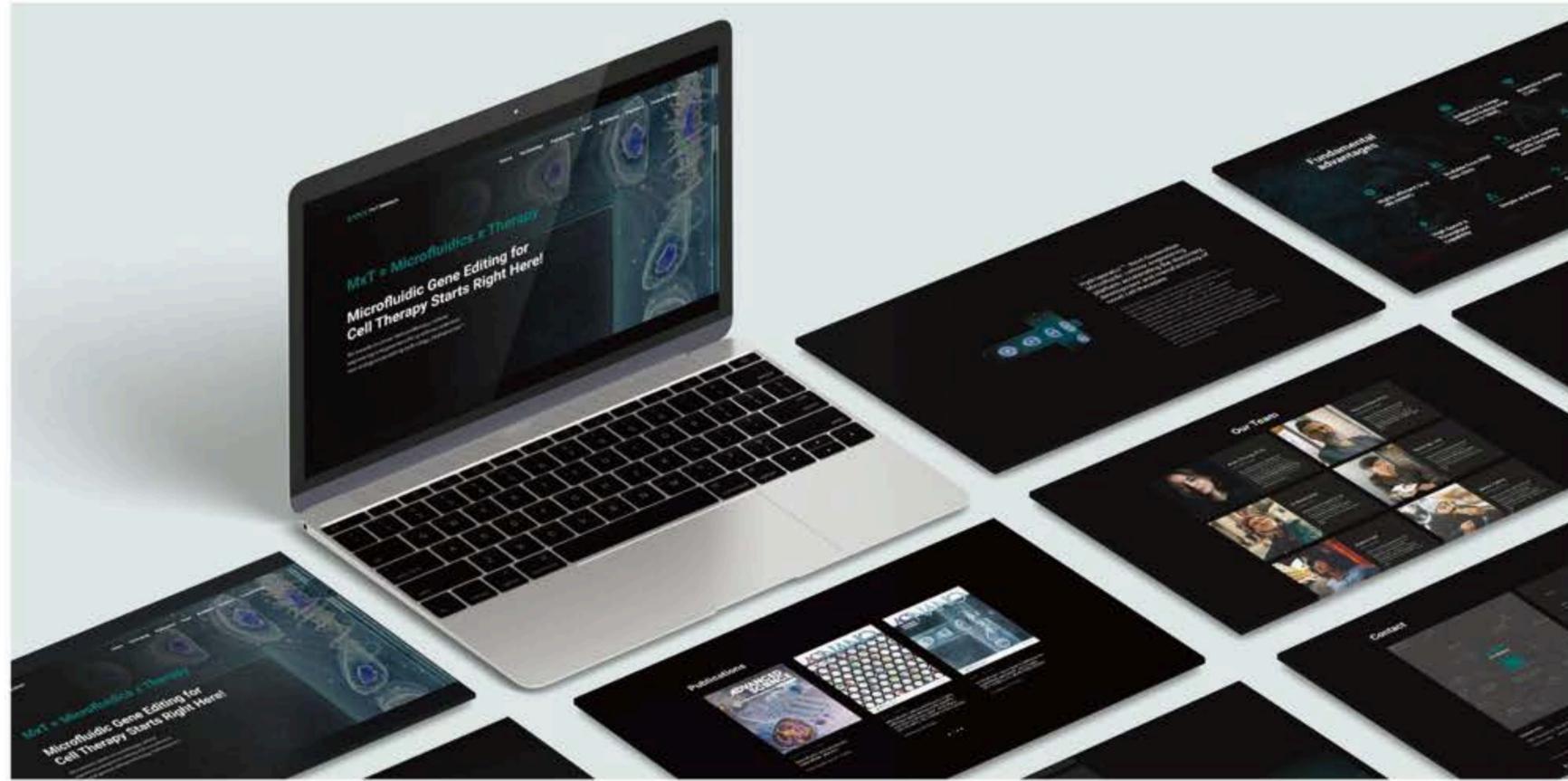


# MxT Biotech

Website Design

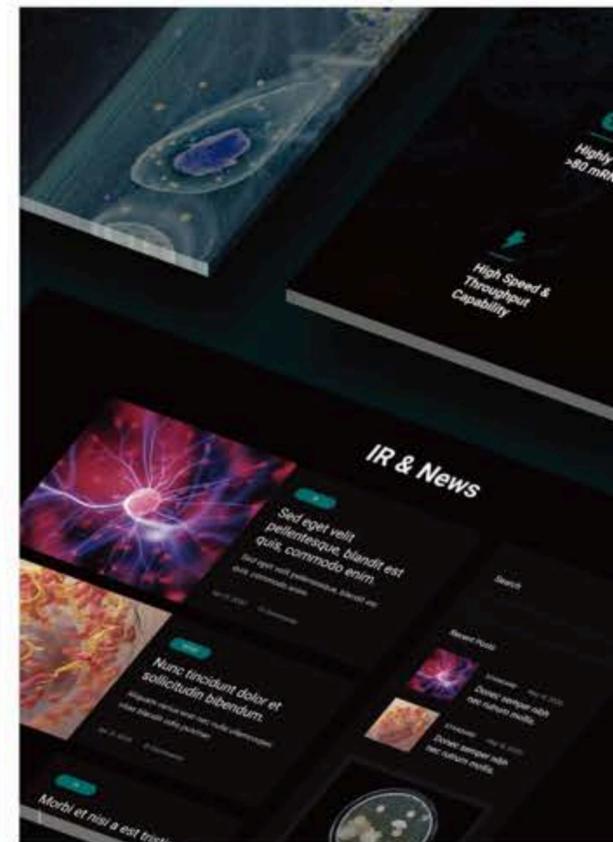
## WORKS

Web Design  
UI/UX Design



## LANDING PAGE

MxT Biotech targets pharmaceutical companies, research institutes, and academic institutions. The design defines a distinct brand identity that differentiates MxT Biotech from competitors, while strengthening its corporate image.



HERUE

# JII COMPANY

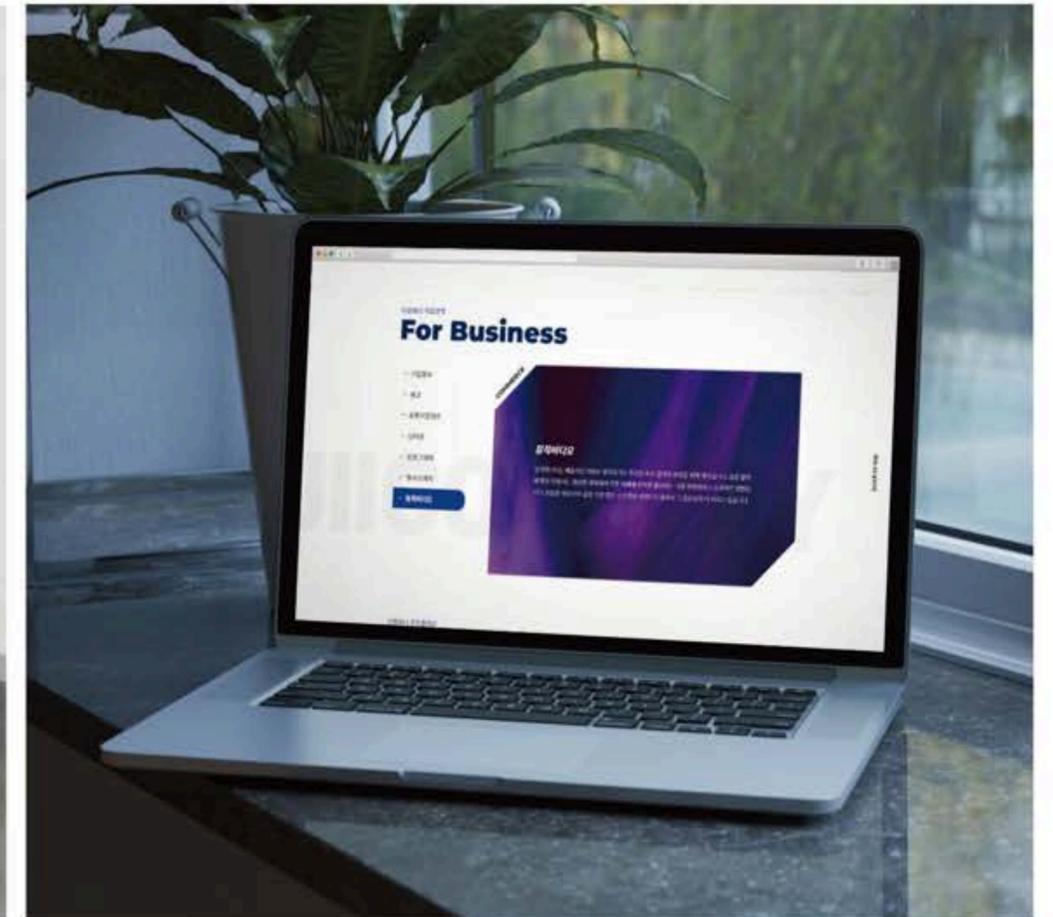
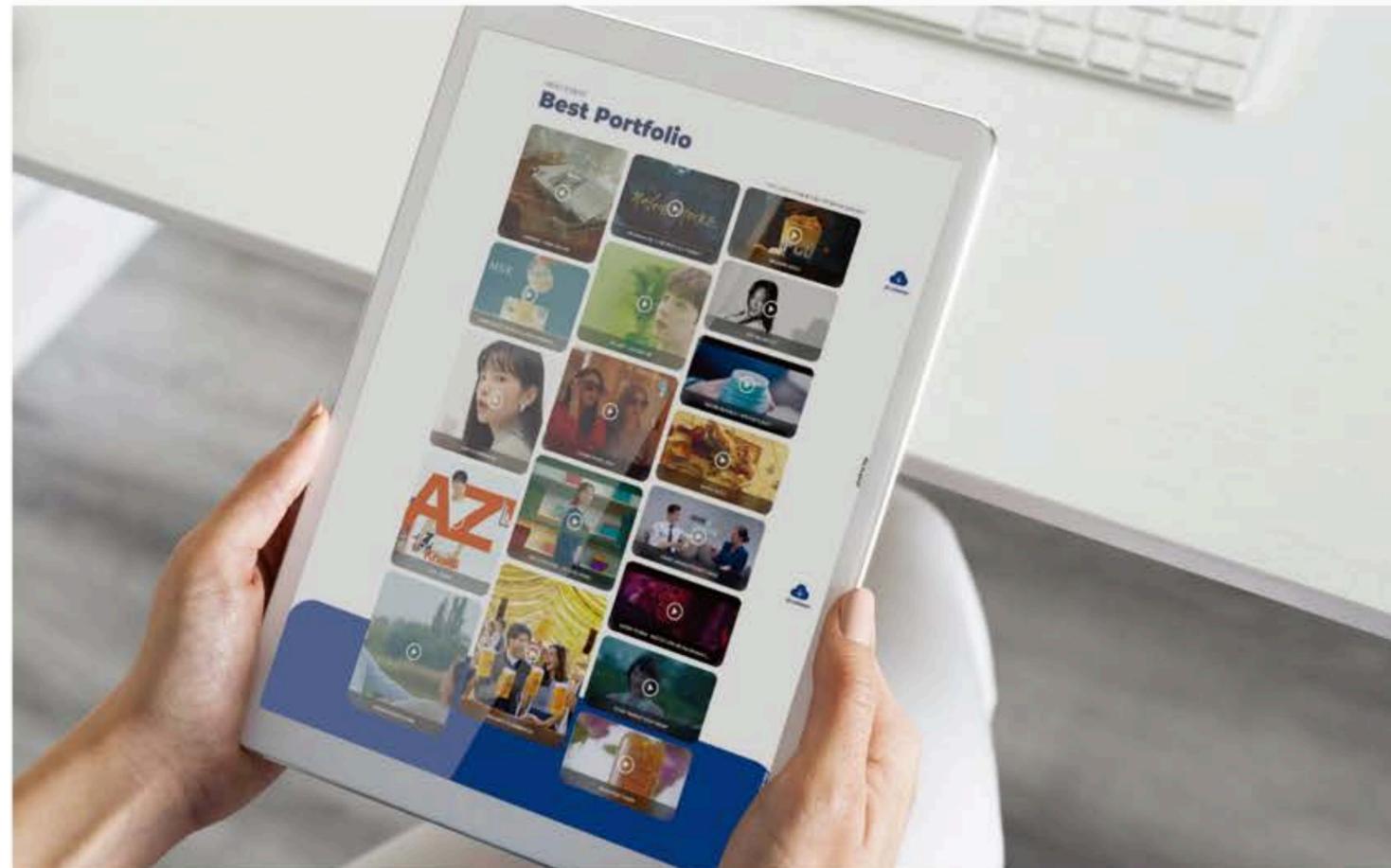
Website Design

## WORKS

Web Design  
UI/UX Design

## LANDING PAGE

This project involved designing a website for an advertising agency specializing in corporate promotion, advertising, and YouTube content production.



HERUE

# JII COMPANY

Website Design

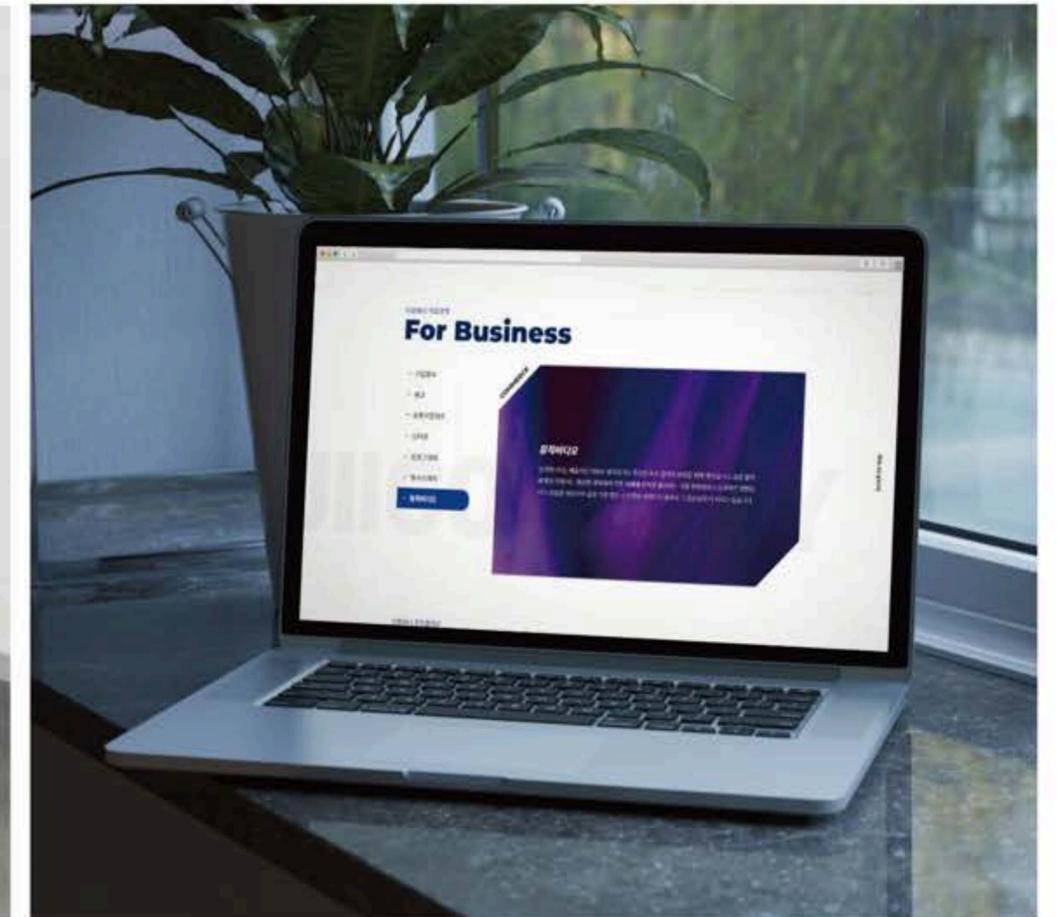
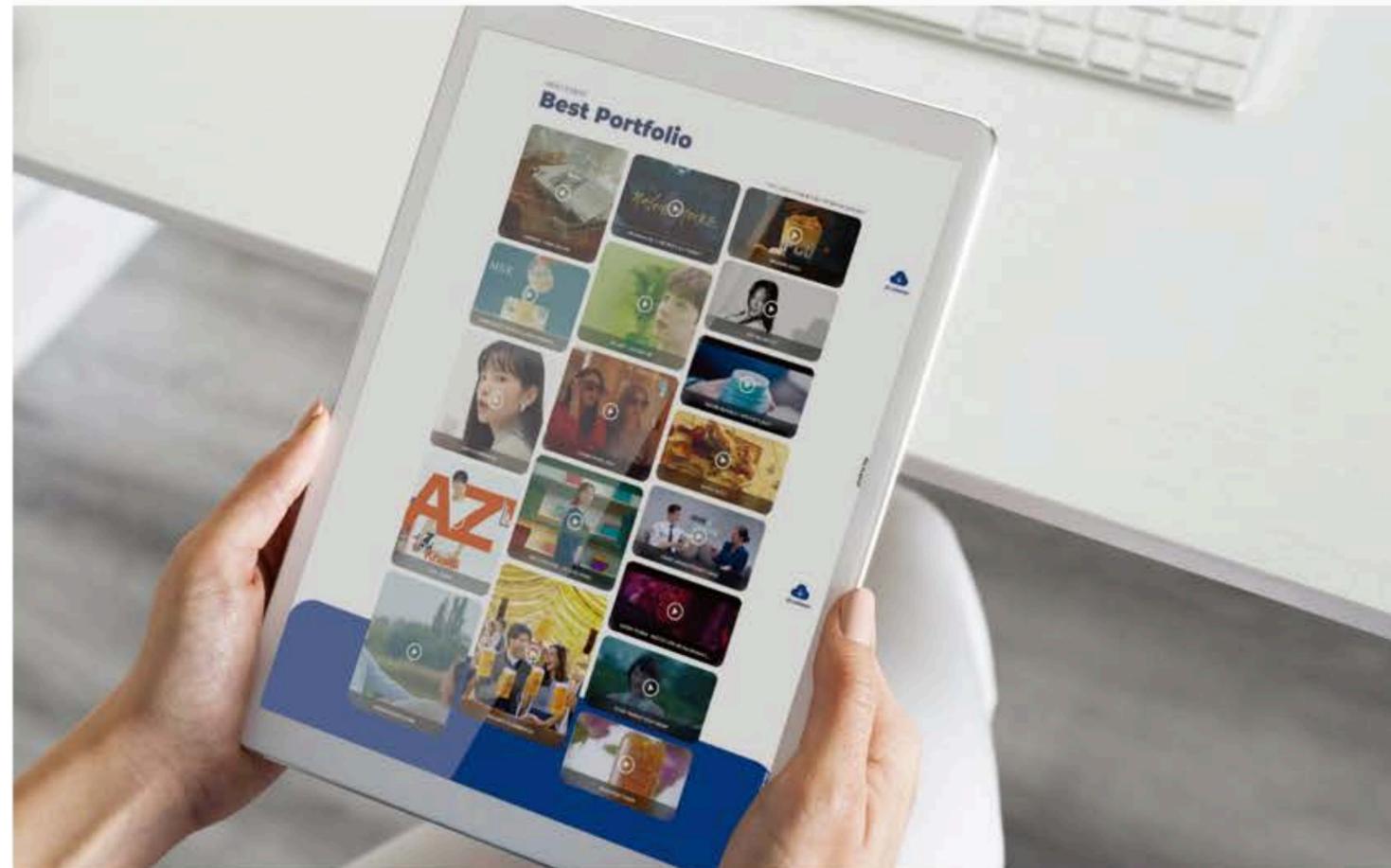
## WORKS

Web Design

UI/UX Design

## LANDING PAGE

This project involved designing a website for an advertising agency specializing in corporate promotion, advertising, and YouTube content production.



# Everitt

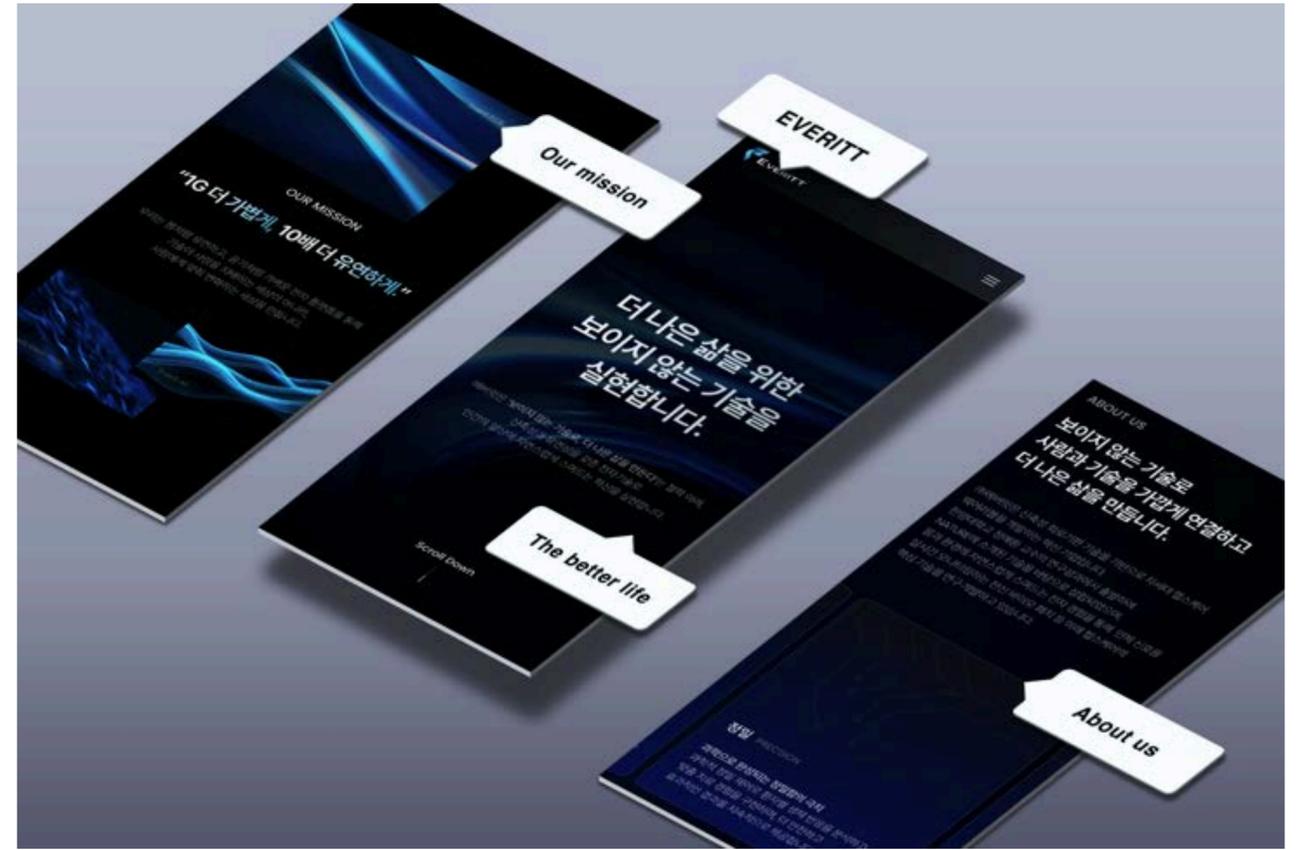
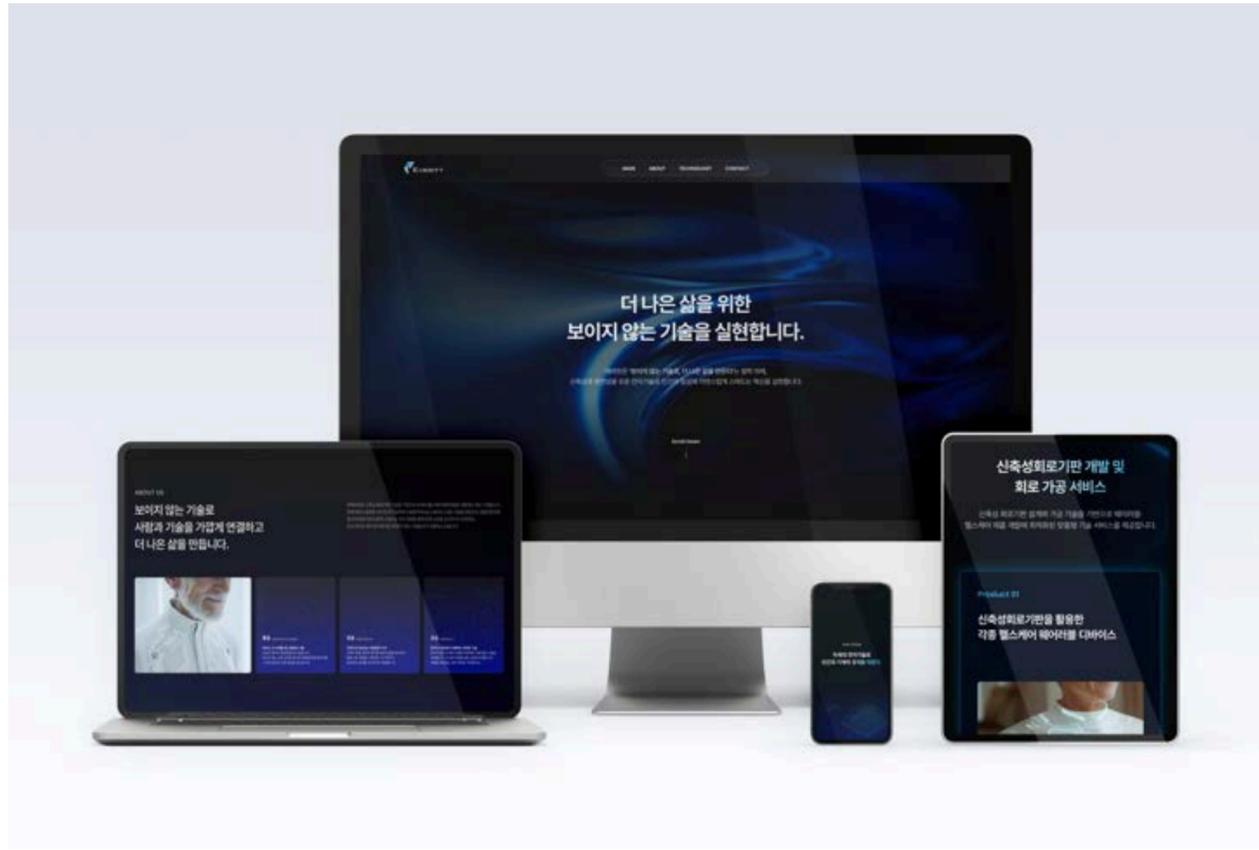
Web Site Design

## CLIENT

EVeritt.Co

## WORKS

Web Design  
UI/UX Design



## OVERVIEW

The project focused on clearly conveying Everitt's identity as a next-generation healthcare wearable company. Key messages were structured for clarity, supported by a refined layout that reinforces technological credibility.



# LIGHTWOOD

## Web Site Design

### CLIENT

LIGHTWOOD

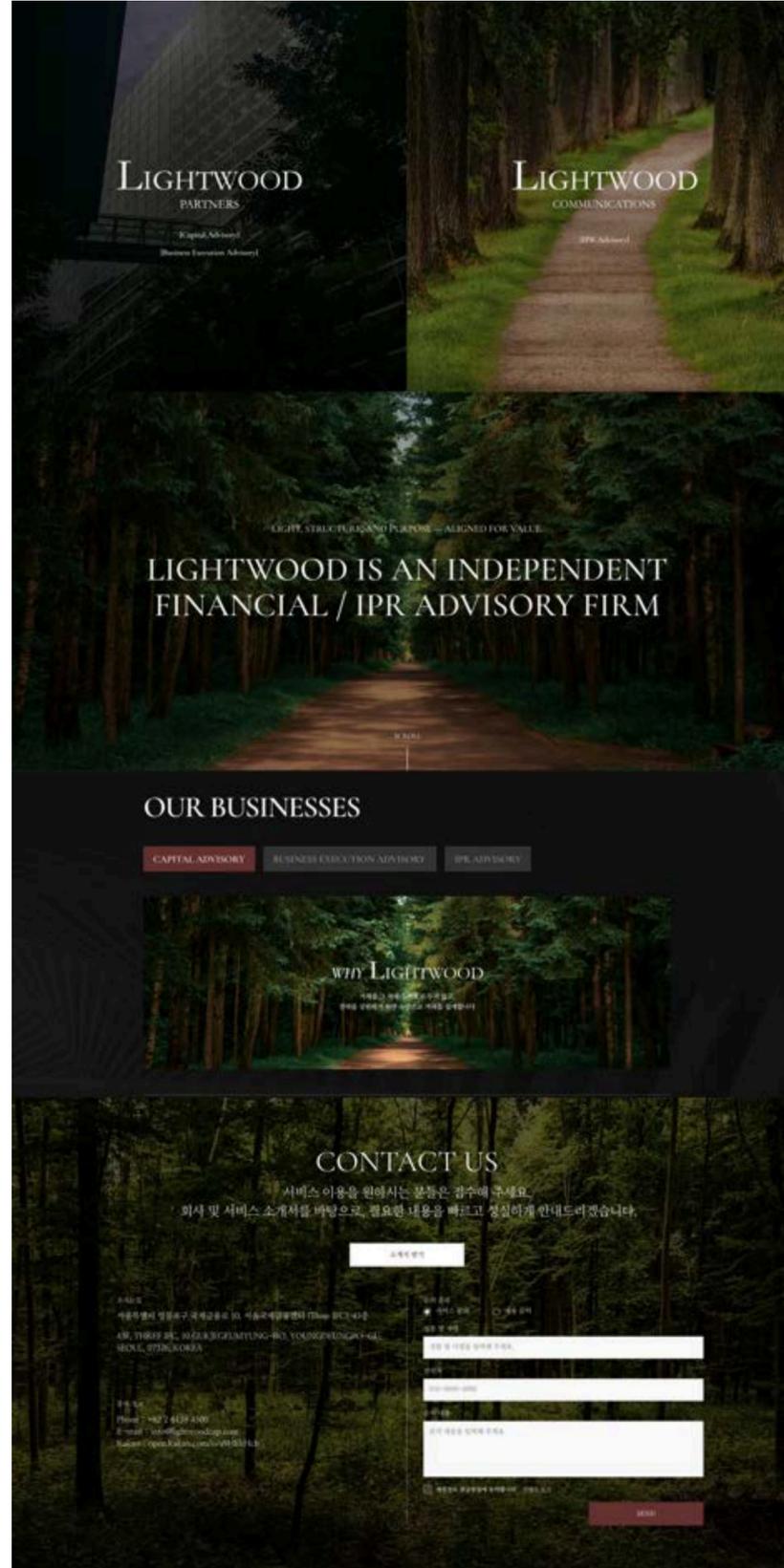
### WORKS

Web Design

UI/UX Design

### OVERVIEW

Lightwood's project focused on clearly conveying its role as an independent corporate finance and IPR advisory firm. Key messages were streamlined and presented within a structured framework that emphasizes security, professionalism, and trust.



# SIXONEBIZ

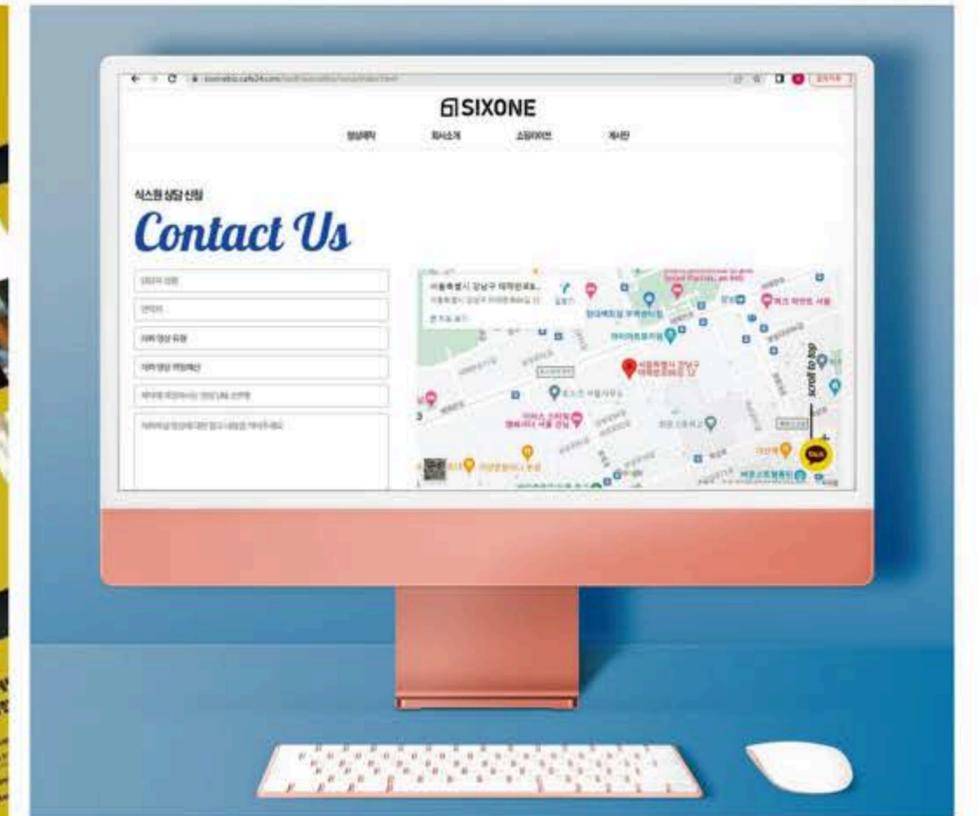
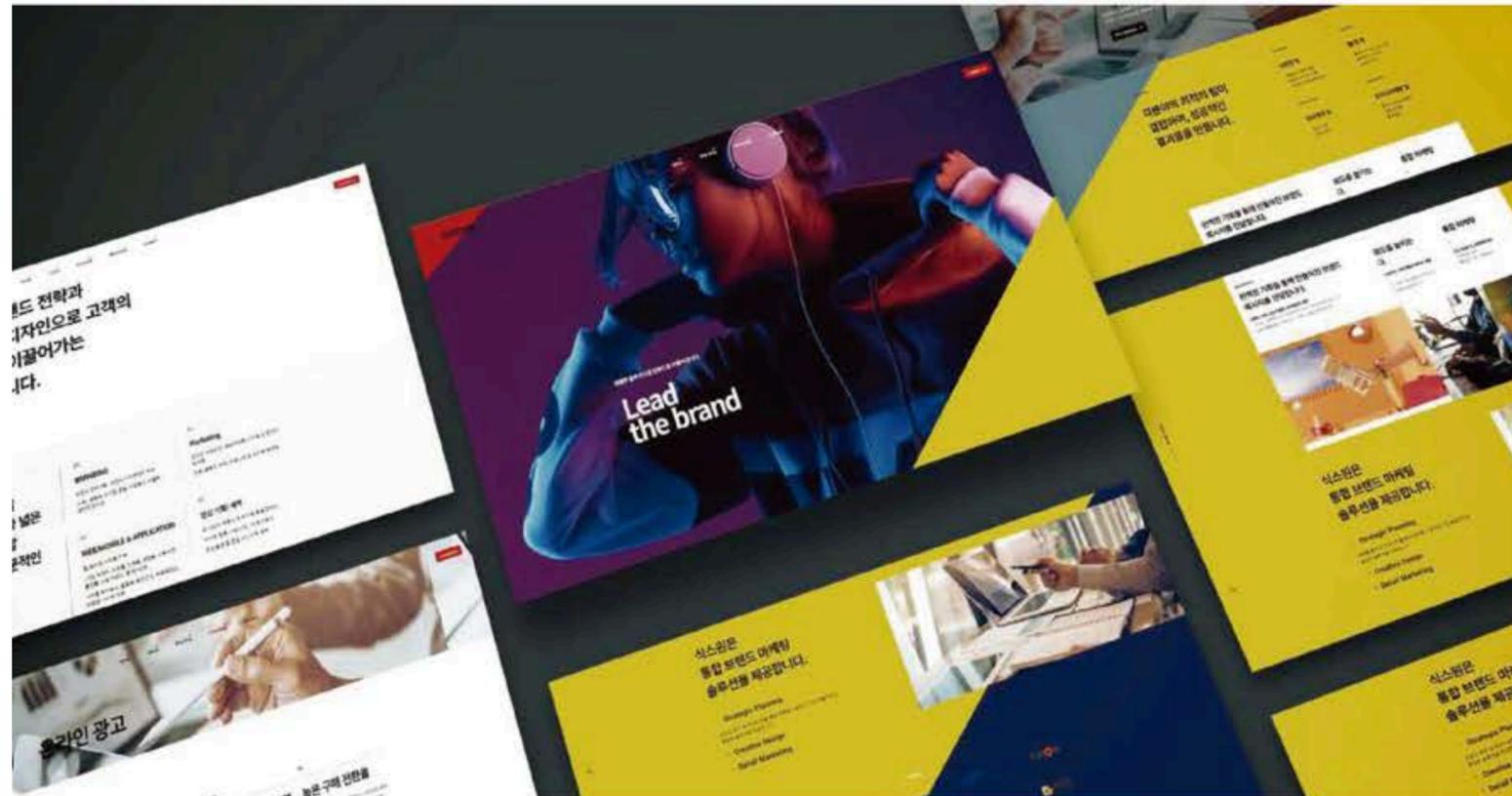
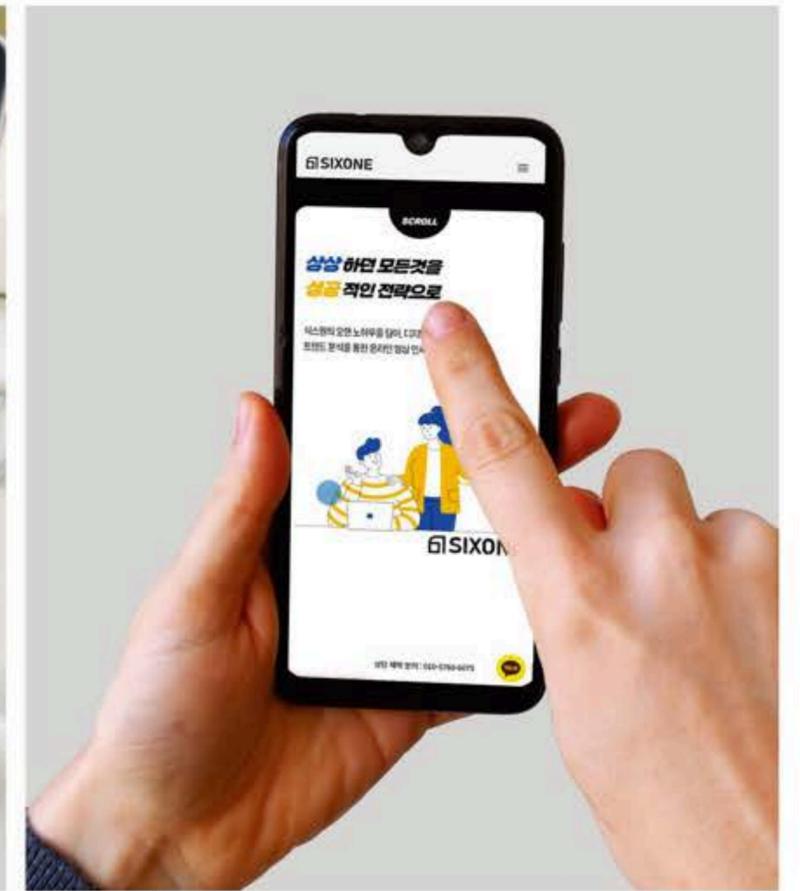
Website Design

## WORKS

Web Design  
UI/UX Design

## LANDING PAGE

SIXONEBIZ is an advertising agency that produces YouTube projects, campaigns, and various content initiatives in line with current trends and market flow.



# SIXONEBIZ

Website Design

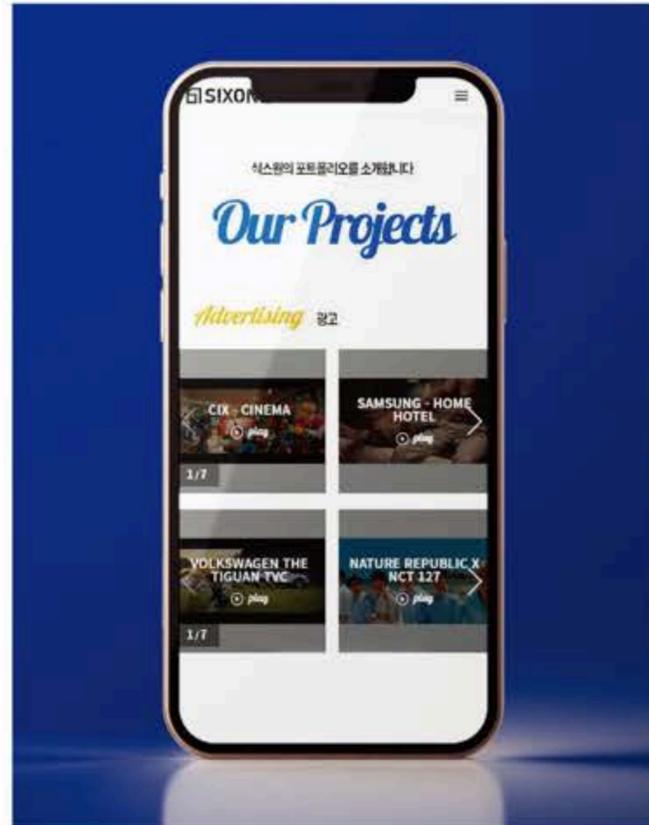
## WORKS

Web Design  
UI/UX Design



## LANDING PAGE

SIXONEBIZ is an advertising agency that produces YouTube projects, campaigns, and various content initiatives in line with current trends and market flow.



HERUE

# KOIRAMEN

Website Design

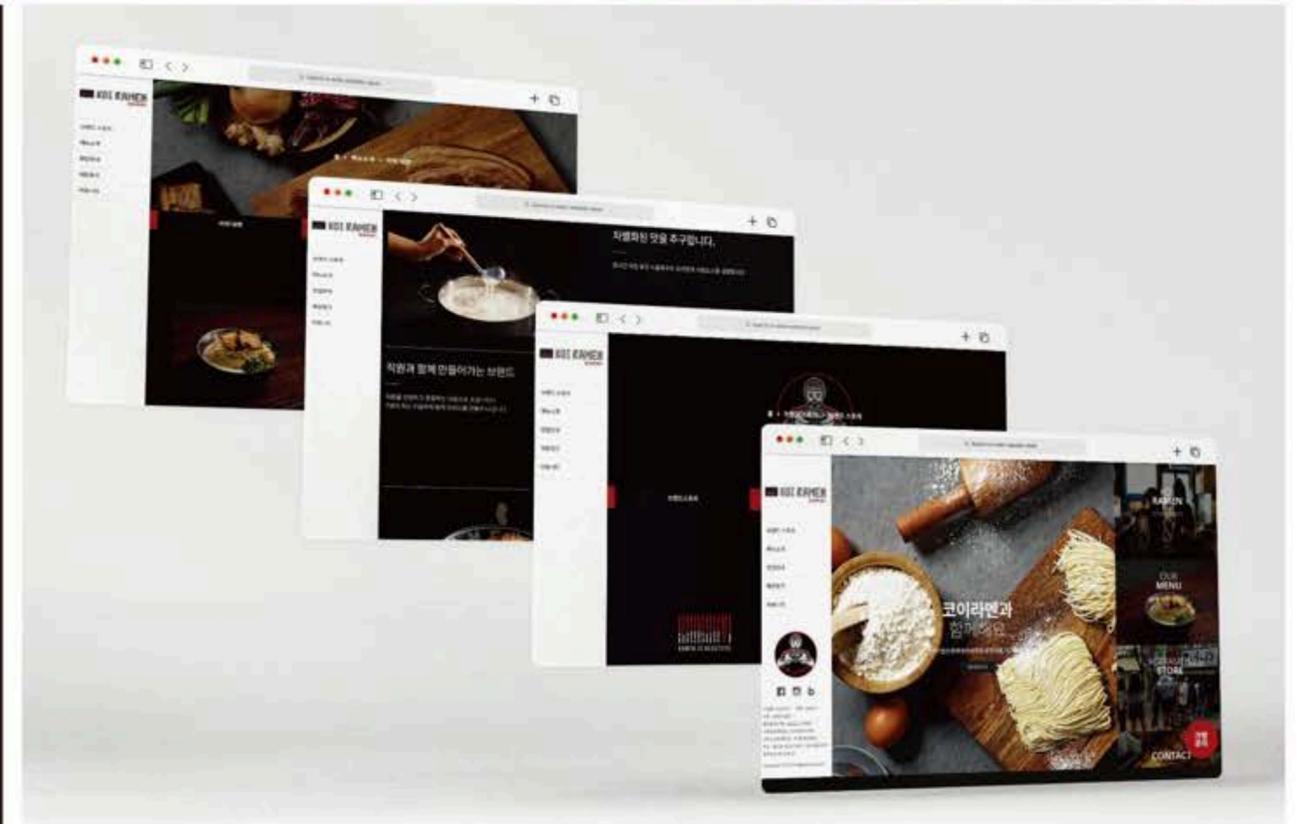
## WORKS

Web Design  
UI/UX Design



## LANDING PAGE

KOIRAMEN is a website designed with a dark and heavy tone, enhancing focus and readability through a refined visual approach.



HERUE

# Fliption

UX/UI

CLIENT

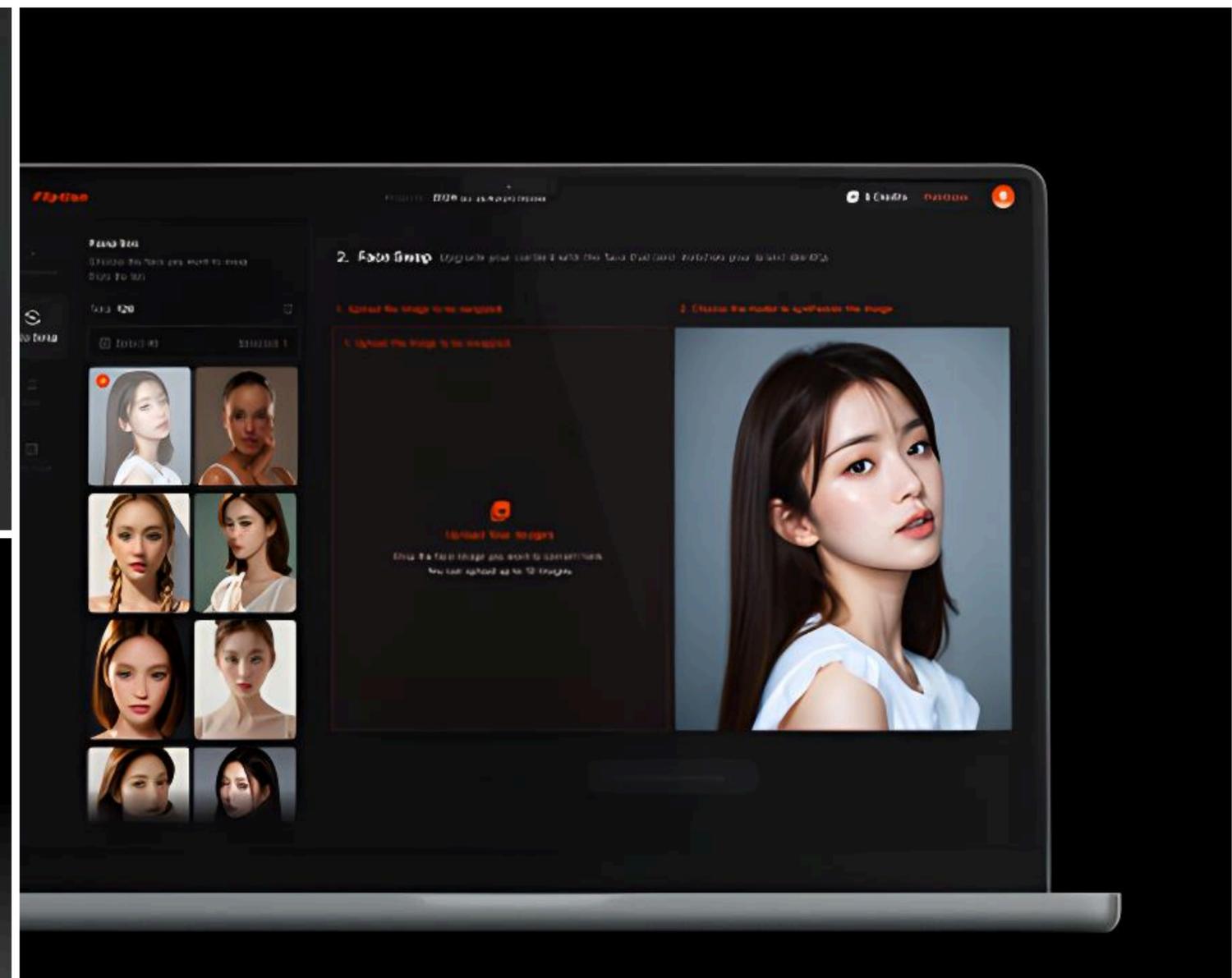
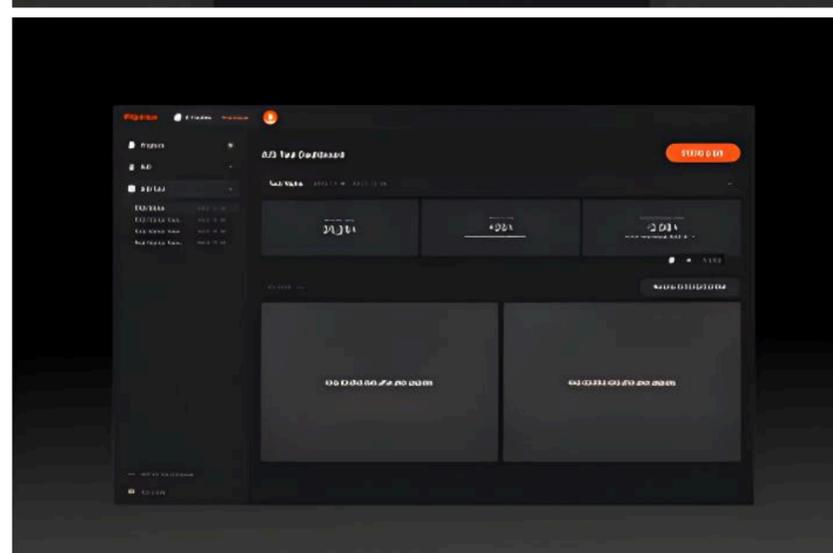
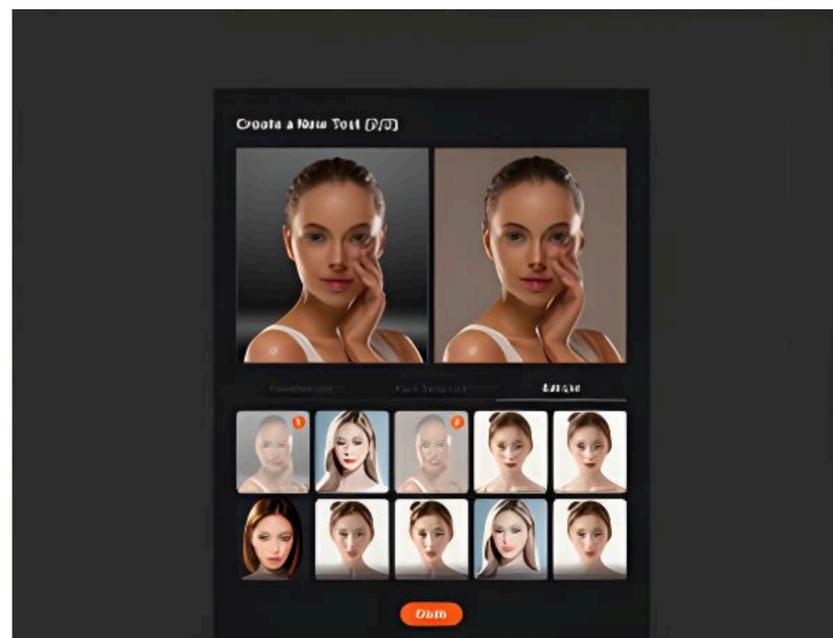
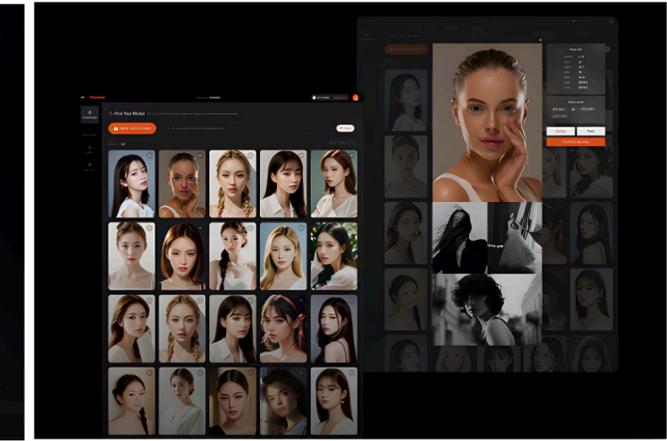
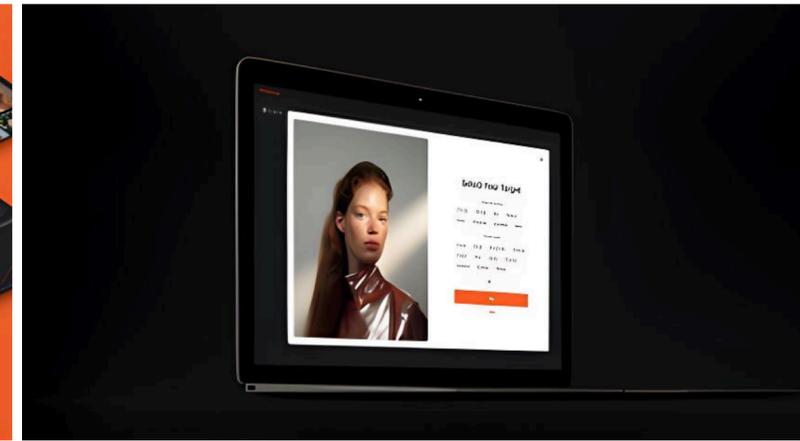
Fliption

## WORKS

Web Design  
UI/UX Design

## OVERVIEW

Fliption enables brands to quickly discover and utilize the right models for content production. With AI-powered features such as model generation and compositing, brands can create marketing content and test its performance effectively.

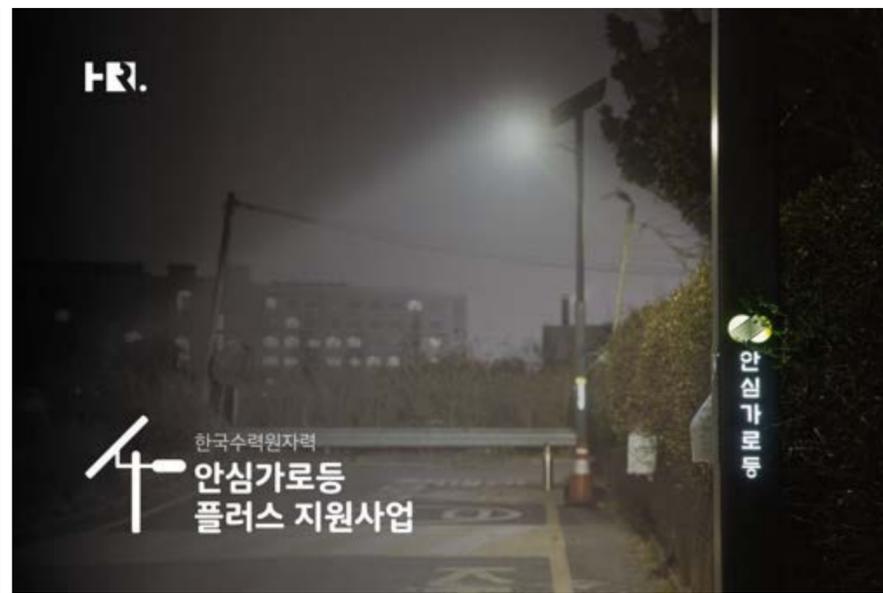
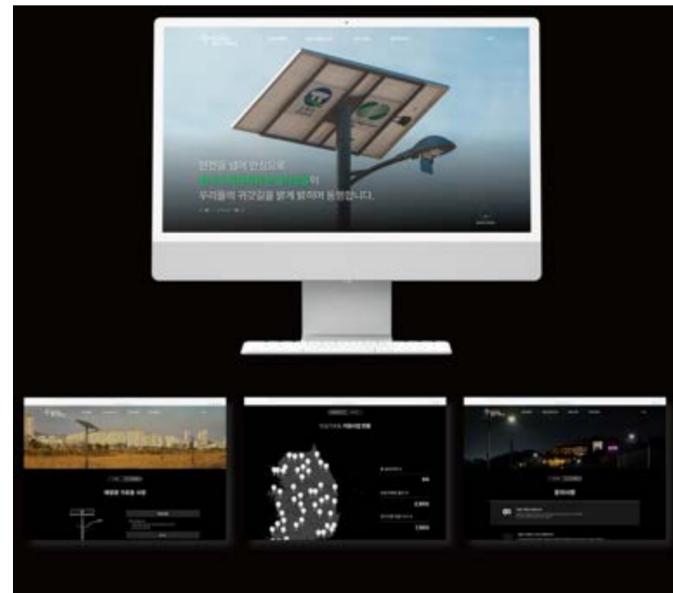


# MIRAL Safe Street Lights

Welfare Project

## WORKS

- Web Design
- UI Design
- Logo Design



# LEEJUNGHOO CHAN

F&B

## WORKS

Web Design

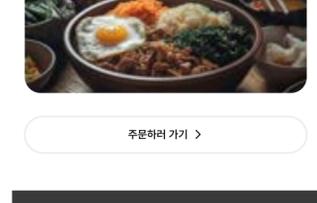
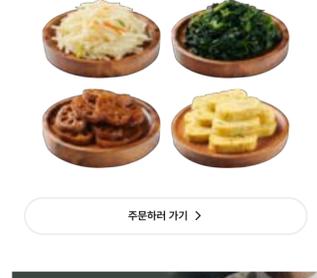
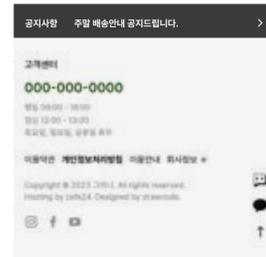
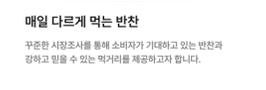
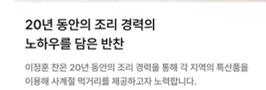
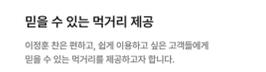
UI Design

BX Design

BI Design

Logo Design

Package Design



# Molvany

Beauty

CLIENT

Molvany

WORKS

Photo

Detail Page Design

molvany

## Hypoallergenic Artichoke Balancing Care Mask Pack

Hypoallergenic Test

저자극 테스트 완료

Face Lifting

안면 리프팅 효과

Skin Moisturizing

피부 보습

## Routine for Healthy Skin

몰바니는 언제나 건강한 피부를 위해  
최선의 재료를 찾아 제안합니다

**아티초크**

유럽의 귀족 채소이자 불로초,  
지중해 연안에서 자라는 건강과 젊음을 위한 슈퍼푸드

Biobenefity

1. **확실한 모공케어**  
미네랄과 비타민이 풍부하여 유수분 관리는 물론, 모공 수렴에도 효과
2. **탱탱한 피부탄력**  
노화로 인해 저하되는 피부탄력 개선에 효과적
3. **미백효과**  
피부에 칙칙함을 유발하는 멜라닌 활동을 억제하는 효과

## Step by Step, next step of skin care

차근차근, 몰바니와 함께  
건강한 피부를 위한 루틴

**안면(볼) 리프팅**

아티초크 추출물로 피부탄력성을 증가시키고, 주름개선에 효과적

**안전한 마스크시트**

OEKO-TEX Class1 등급과 Vegan 인증을 받은 머리카락 1/100 굵기의 마이크로 섬유 사용으로 촉촉함과 우수한 밀착력 구현  
\*시트의 설명에 한함

**수분 보습**

끝까지 촉촉한 마스크시트와 함께 피부의 수분 개선 효과

인체적용시험을 통한 확인 완료  
피부케어피부임상연구센터(주) 번호PNK-22526-LF1R  
2022.05.26 - 06.10

2가지  
테스트  
완료

# Lannue Sun cream

Beauty

## CLIENT

Lannue

## WORKS

Photo

Detail Page Design

## Lannue Waterfull Sun Cream

Brightening & Protecting



## Waterfull Sun Cream

## How to Use



1

스킨케어 마지막 단계에 외출 15분 - 30분 전  
적당량을 취해 얼굴에 고르게 펴 발라줍니다.

2

자외선에 노출되기 쉬운 얼굴, 목 등에 고르게 펴 발라줍니다.

# WORK



## BRANDING DESIGN

Herue is a major creative agency in Korea. from brand planning to content creation such as naming, branding, design. We are responsible for the core competencies of the Branding, the Creative Area.



## CROSS BRANDING

We are focusing on finding influential brands. Strict criteria for qualification allow brands to be carefully discovered and successfully in the market place. Provide optimal support through brand publishing and cross-branding and outsource management to grow together.

# OUR APPROACH

## 01 Systematic Design Process

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HERUE provides a dedicated 1:1 design service.

From the moment you request a project,  
you can communicate directly with a designer via Kakao Channel.

Through our structured design system,  
we ensure the best possible outcomes for your brand.

## 02 We Build Your Brand with Purpose

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HERUE designs meaningful logos that serve as the foundation of your brand's identity.

A logo represents the face of a brand,  
and its impact directly influences business competitiveness.

Based on a deep understanding of each brand,  
we deliver creative solutions that go beyond visuals—  
creating real value and lasting impact.

## 03 Attention to Every Detail

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HERUE handles every design process in-house.

We do not rely on external sources, as we believe true brand identity cannot be built  
without a deep understanding of the brand's philosophy.

Even unused concepts are never repurposed.

We focus on every detail—no matter how small—  
to deliver work that is precise, refined, and complete.

**End of Document.**