Our identity

Different minds. A shared direction.



Better communication. Shared benefit.

The Foundry AI identity represents communication and cooperation between people, between people and AI, and between AI systems. Two connected forms keep their own shape while moving in the same direction.

The meaning of Foundry

A foundry turns raw material into something useful. Our name reflects the work of turning ideas into platforms and services people can use. Black and gray give the identity a clear, composed character.

Logo and color

Choose the right version for the background. Keep the specified colors.







Foundry Black

HEX #1D1D1F
RGB 29 / 29 / 31

Connection Gray

HEX #8E8E8F
RGB 142 / 142 / 143

White

HEX #FFFFFF
RGB 255 / 255 / 255

Space and scale

Give the identity room to breathe and keep it legible.



Clear space

Let X be the height of the symbol. Keep at least 0.5X clear on every side of the complete logo. Keep other text and images outside this space. X equals 42 in the supplied artwork coordinates.

Application	Digital	Print
Horizontal logo	160 px minimum width	32 mm minimum width
Symbol only	16 px minimum height	4 mm minimum height

Check legibility on the final medium, even when meeting these minimums.

Using the identity

Use the supplied artwork consistently.

Wordmark and typography

Use the supplied outlined wordmark. Do not recreate it by typing in another font. The website uses system sans-serif fonts and Noto Sans KR, with regular body text and semibold headings.

Application rules

- Keep the original proportions and spacing between symbol and wordmark.
- Use primary or monochrome artwork on light, plain backgrounds.
- Use reversed artwork on a dark, solid background.
- Do not rotate, stretch, recolor, outline or add shadows and gradients.
- Avoid busy photographs and backgrounds with low contrast.

Download formats

SVG / PDF: vector artwork for scaling and print
PNG: transparent artwork for presentations and digital documents
ZIP: all logo versions, symbol and English / Korean guides