

International Franchise Show

Brand Guidelines

IFS | International
Franchise Show

IFS 2026

Brand & Visual Style Guide

There are two logo variations: one featuring only the wordmark, and another combining the wordmark with a tagline for added context.

Logo should only be applied to relatively tight spaces where the primary logo is no longer legible.

COLORS

Primary Color is the default and most recognizable version and should be used on light or neutral backgrounds

White out is intended for dark or visually heavy backgrounds that ensures a clean contrast.

Logo / Wordmark Monotone

English Wordmark



Primary Color



White out Wordmark

English Wordmark - with tagline



Primary Color



White out Logo

Logo



Primary Color



White out Logo

IFS 2026

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It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.



Do not change the logo color to a tone that is out of the branding colors



Do not apply gradient



Do not rotate logo



Do not warp logo



Do not outline or create a stroke around the logo



Do not use word mark without the logo



Do not set logo on bg or imageries that would render it illegible

Logo Misuse

IFS 2026

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The color palette combines bold and approachable tones to reflect the spirit of franchising—growth, opportunity, and connection. The dark blues and neutrals convey professionalism and trust, essential for business credibility. Meanwhile, the bright yellows, oranges, and spring tones add energy and warmth, making the event feel lively and inviting. This balance helps attract a wide audience, from seasoned entrepreneurs to curious newcomers, while maintaining a cohesive and engaging visual identity.

Accent colors for each Show Division help give each one its own identity: Pink for Franchise and Mint for Retail.

Color Palette

Primary



CMYK: 97, 82, 47, 60
RGB: 4, 28, 54
Hex: 041c36



CMYK: 3, 1, 9, 0
RGB: 245, 246, 234
Hex: f5f6ea



CMYK: 2, 6, 100, 0
RGB: 255, 226, 0
Hex: ffe200

Neutrals



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: 000000

Secondary

Franchise



CMYK: 0, 91, 5, 0
RGB: 255, 70, 145
Hex: ff4691

Retail



CMYK: 75, 0, 52, 0
RGB: 83, 183, 157
Hex: 53b79d

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The secondary colors are darker tones of the Primary palette which are used exclusively for icon shadows in the Key Visual. This subtle use adds depth without overpowering the overall design.

Primary



CMYK: 88, 74, 57, 74
RGB: 1, 19, 33
Hex: 011321



CMYK: 11, 7, 15, 0
RGB: 225, 226, 215
Hex: e1e2d7



CMYK: 25, 31, 100, 1
RGB: 193, 163, 16
Hex: c1a310

Secondary

Franchise



CMYK: 24, 100, 32, 1
RGB: 175, 40, 103
Hex: af2869

Retail



CMYK: 92, 27, 76, 13
RGB: 39, 122, 94
Hex: 277a5e



CMYK: 13, 20, 100, 0
RGB: 224, 192, 34
Hex: e0c022

This alternative color is used only when the secondary color (Hex: C1A310) appears too strong for certain assets.



CMYK: 1, 96, 10, 0
RGB: 216, 61, 131
Hex: d83d83

This alternative color is used only when the secondary color (Hex: #AF2869) appears too strong for certain assets.

Color Palette

The primary typeface is **210 Supersize Black**. Its bold and expressive style ensures that important text stands out, while also complementing the overall visual design.

Typography

Primary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headings

210 Supersize Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subhead

Pretendard ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Pretendard Regular

IFS 2026

Brand & Visual Style Guide

The key visual for the IFS 2026 highlights innovation and diverse business opportunities through bold, modern graphics and vibrant colors. Central imagery includes a robotic arm symbolizing automation and technology, a coffee cup and fork-and-spoon icons representing food and beverage franchises, and a robot with a box and refrigerator illustrating smart logistics and retail solutions. Geometric shapes and bright tones convey creativity and a futuristic outlook, reinforcing the event's theme of preparing entrepreneurs with tools and know-how for successful ventures.

IFS 프랜차이즈 창업·산업 박람회

2026. 4. 2(목) - 4. 4(토)
코엑스 3층 전관

#IFS2026

창업 아이템 선정부터
가게 운영 노하우까지
믿을 수 있는 IFS에서 준비하세요

C홀 창업전
D홀 산업전

IFS 프랜차이즈
창업·산업 박람회 | 주회 KFA 한국프랜차이즈산업협회 | 주관 RX coex

IFS 프랜차이즈 창업·산업 박람회

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Key Visual - Integrated

IFS 2026

Brand & Visual Style Guide

The Franchise and Retail Divisions share the same set of icons as the Integrated Key Visual to maintain a consistent visual identity and reinforce the overall theme of innovation and diverse business opportunities at IFS. These icons—such as the robotic arm, coffee cup, and dining utensils—represent core sectors like technology, food and beverage, and retail, which are relevant to both divisions.

The main distinction lies in the accent colors: **Franchise** uses vibrant pink to convey energy, entrepreneurship, and dynamic growth.

Retail adopts mint green to symbolize freshness, modernity, and innovation in industrial solutions. This color differentiation emphasizes the two distinct divisions while keeping a unified brand look for the show.

**IFS 프랜차이즈
창업·산업 박람회**

2026. 4. 2(목) - 4. 4(토)
코엑스 3층 전관

#IFS2026

C홀 창업전

내게 맞는 창업 모델을 찾아보세요!
300개 브랜드와 함께하는 창업 상담

D홀 산업전 동시 개최

IFS 프랜차이즈
창업·산업 박람회

주최 KFA 한국프랜차이즈산업협회
Korea Franchise Association

주관 RX coex

**IFS 프랜차이즈
창업·산업 박람회**

2026. 4. 2(목) - 4. 4(토)
코엑스 3층 전관

#IFS2026

D홀 산업전

효율적인 우리 가게 운영을 위한
필수 매장 설비·솔루션과 트렌드

C홀 창업전 동시 개최

IFS 프랜차이즈
창업·산업 박람회

주최 KFA 한국프랜차이즈산업협회
Korea Franchise Association

주관 RX coex

Key Visual - Individual

Thank you!

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🌐 www.ifskorea.co.kr