



Brand Design Guidelines



Brand Design Guidelines

Brand Design Guidelines Overview

Celltrion's brand experience begins with clearly defining the values and standards of the company including core messages and visual assets. The brand identity is expressed through key design assets such as the logo, colors, graphic system and typography, creating a consistent and recognizable brand image. This brand experience is applied consistently across all online and offline touchpoints.

This document outlines the fundamental principles of the brand and provide clear standards for using design assets, serving as a foundation for consistent internal and external communication.

Brand Design Usage Guidelines

The Brand Design Guidelines define standards for the use and management of the brand's verbal and visual assets. To ensure consistency across all brand expressions, all applications must follow the guidelines outlined in this document.

This document may not be modified without prior approval. Any updates or changes must be reviewed in consultation with Brand Communications Team. All elements included in this document are provided for reference only.

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A. Brand Guidelines

1. Logo

The logo is a core visual asset that represents the brand identity. All components of the logo, including its form, proportions, and clear space, have been systematically designed to accurately convey the brand identity. This document protects the logo's form and structure and provides the standards to maintain a consistent visual system across various application environments.

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A.1 Logo

1-1. Symbol Logo

Celltrion's symbol logo is inspired by the movement of cells dividing and proliferating, reflecting the company's growth and innovation driven by continuous research. Beyond technological advancement, it embodies Celltrion's core values and its commitment to building a healthier future for humanity.



1-2. Combination Logo

Celltrion's logo combines a symbol inspired by the division and expansion of cells with a logotype defined by contrasting stroke weights, conveying professionalism and trust.



A.1 Logo

1-3. Logo and Symbol Size Requirements

The logo and symbol must be used in strict accordance with the specified proportions and clear space across all brand touchpoints. Aesthetic quality, functionality, and visibility must be carefully considered in relation to the characteristics of each application medium.

The minimum size is defined based on the height of the logo. For both print and digital applications, the specified minimum size and clear space requirements must be maintained and applied without exception.

1-4. Logo and Symbol Clear Space Requirements

To maintain consistent brand identity and ensure clear recognition across all touchpoints, the logo and symbol must be protected by a designated clear space free from visual interference by other elements.

The minimum clear space is defined by the diameter of the symbol's circle and must always be maintained.

[Minimum Size Requirements]

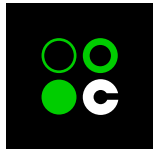


[Scale with Fixed Proportions]



A= the diameter of the symbol's circle

A			A		A
A	A		A		A



A.1 Logo

1-5. Prohibited Logo Usage

Any modification to the color or form of the logo is not permitted. Failure to comply with these requirements may compromise brand consistency and trust and therefore must be strictly avoided.

[Prohibited Usage]

1. Modification to the spacing of the logo is not permitted.
2. Rotation or tilting of the logo is not permitted.
3. Modification to the stroke weight of the logo is not permitted.
4. Repeated use of the symbol or modification of the logo arrangement is not permitted.
5. Additional visual effects to the logo is not permitted.
6. Reversal of the plane and line elements of the logo is not permitted.
7. Use of the logo in violation of the minimum clear space requirements is not permitted.
8. Use of the logo on background images that significantly impair visibility is not permitted.



A.1 Logo

1-6. Logo Color Usage Guidelines

To ensure optimal brand representation, logo colors must be applied in accordance with the established usage hierarchy. To maintain a consistent brand identity, only approved color combinations are permitted.

[Main Logo]

The main logo must be used as the primary logo in all applicable cases.

- Symbol: Celltrion Green 3
- Wordmark: Black / White

[Sub Logo 1]

Logo visibility must be ensured based on the background color.

- Symbol / Wordmark: Black / White

[Sub Logo 2]

When using Sub Logo 2, it must be applied on the designated background color.

- Logo color: Celltrion Green 3
- Background color: Celltrion Green 6

[Main Logo]



[Main Logo]



[Sub Logo 1]



[Sub Logo 2]



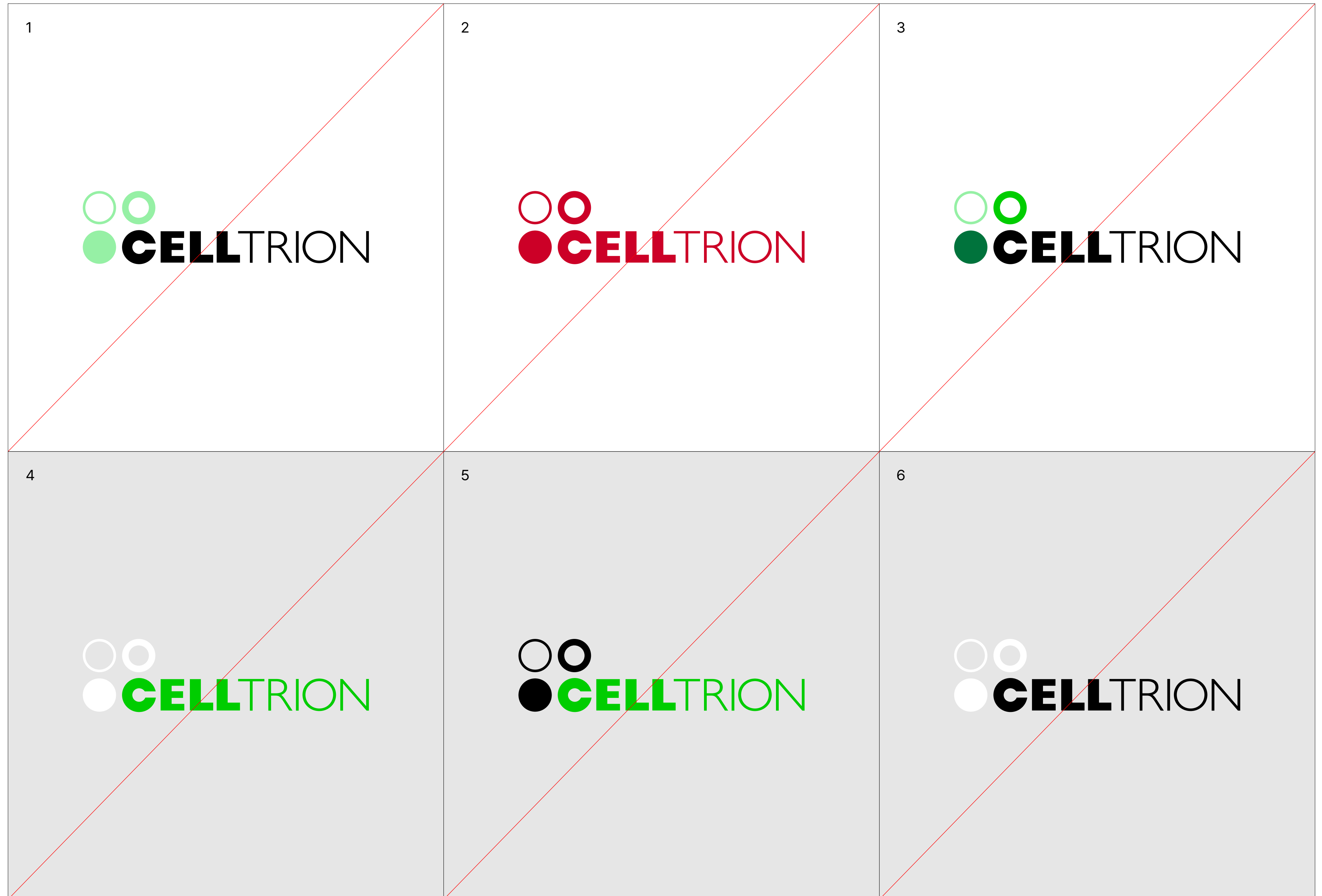
A.1 Logo

1-7. Prohibited Logo Color Usage

Any modification to the color of the logo is not permitted. Failure to comply with these requirements may compromise brand consistency and trust and therefore must be strictly avoided.

[Prohibited Usage]

1. Use of any color other than Celltrion Green 3 for the logo symbol is not permitted.
2. Modification of the logo color is not permitted.
3. Use of color variations of the logo symbol is not permitted.
4. Color reversal between green and white of the symbol and wordmark is not permitted.
5. Color reversal between green and black of the symbol and wordmark is not permitted.
6. Use of black and white color combinations between the logo symbol and the wordmark is not permitted.

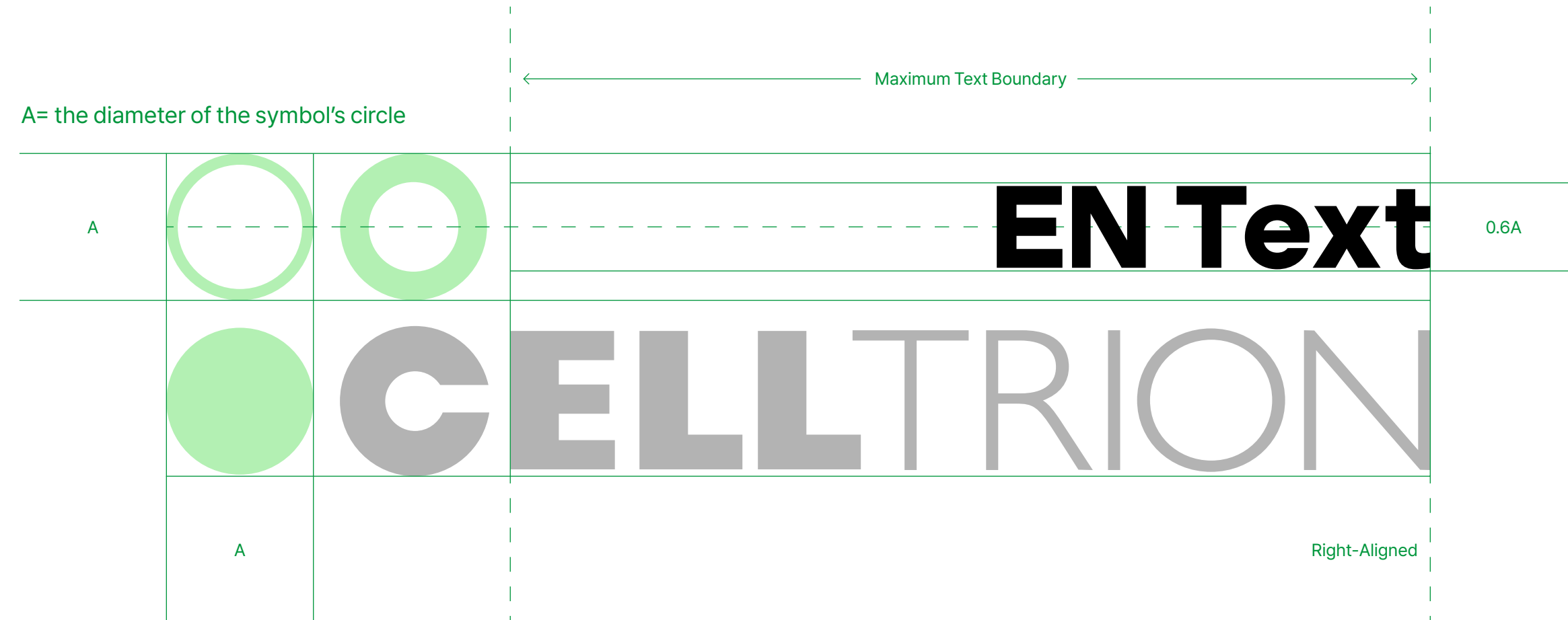
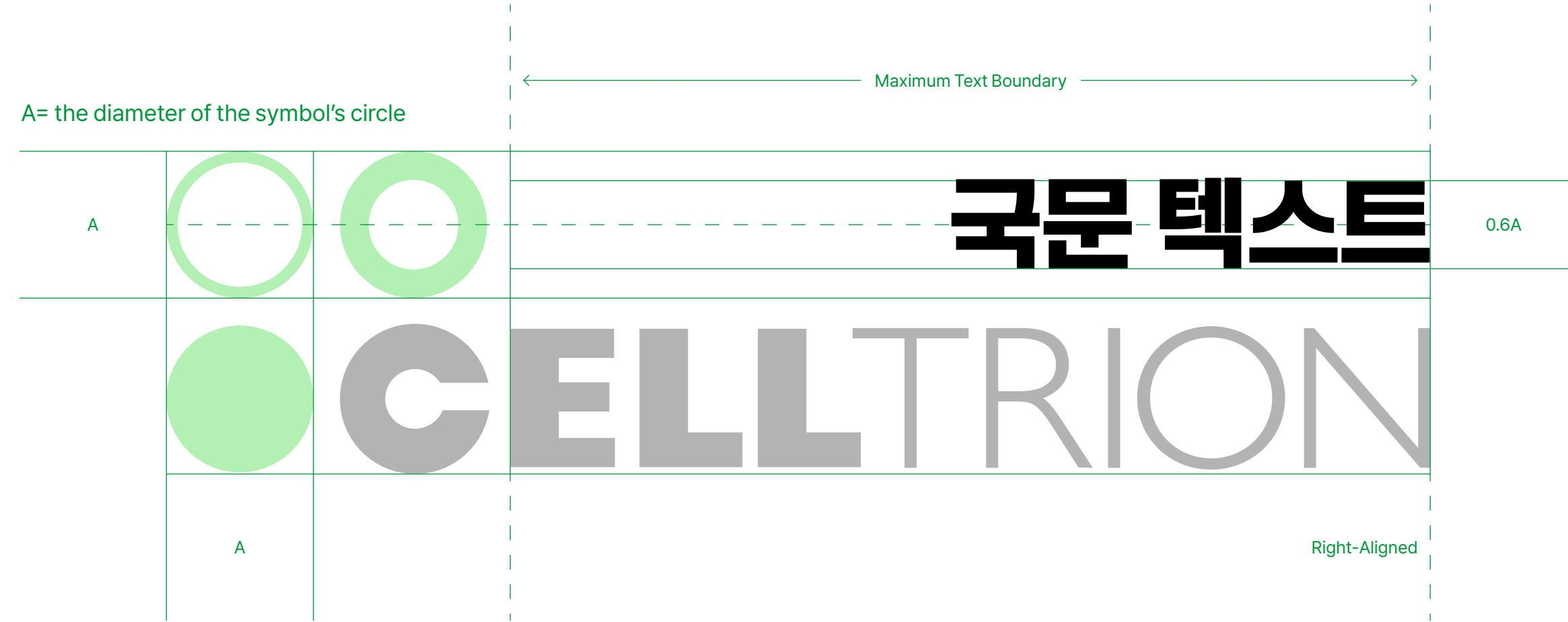


A.1 Logo

1-8. Group Company Logo Guidelines

The logo lockup guidelines combining the Celltrion logo with group company names are defined as follows. The specified grid spacing and font height values must be applied consistently. All group company names must be upper right-aligned, and English names must be set in lowercase except for the initial letter.

Creation of logos by any employees other than the Brand Communications Team is strictly prohibited. All logo production must be carried out exclusively by the Brand Communications Team.



A.1 Logo

1-9. Group Company Logo Lockup (Korean)

The following are the official Korean logos of Celltrion Group companies.

1. Celltrion Holdings



2. Celltrion Pharm



3. Celltrion Skincare



4. Celltrion Entertainment



5. Celltrion Biosolutions



6. Celltrion Welfare



A.1 Logo

1-10. Group Company Logo Lockup (English)

The following are the official English logos of Celltrion Group companies.

1. Celltrion Holdings



2. Celltrion Pharm



3. Celltrion Skincare



4. Celltrion Entertainment



5. Celltrion Biosolutions



6. Celltrion Welfare



A.1 Logo

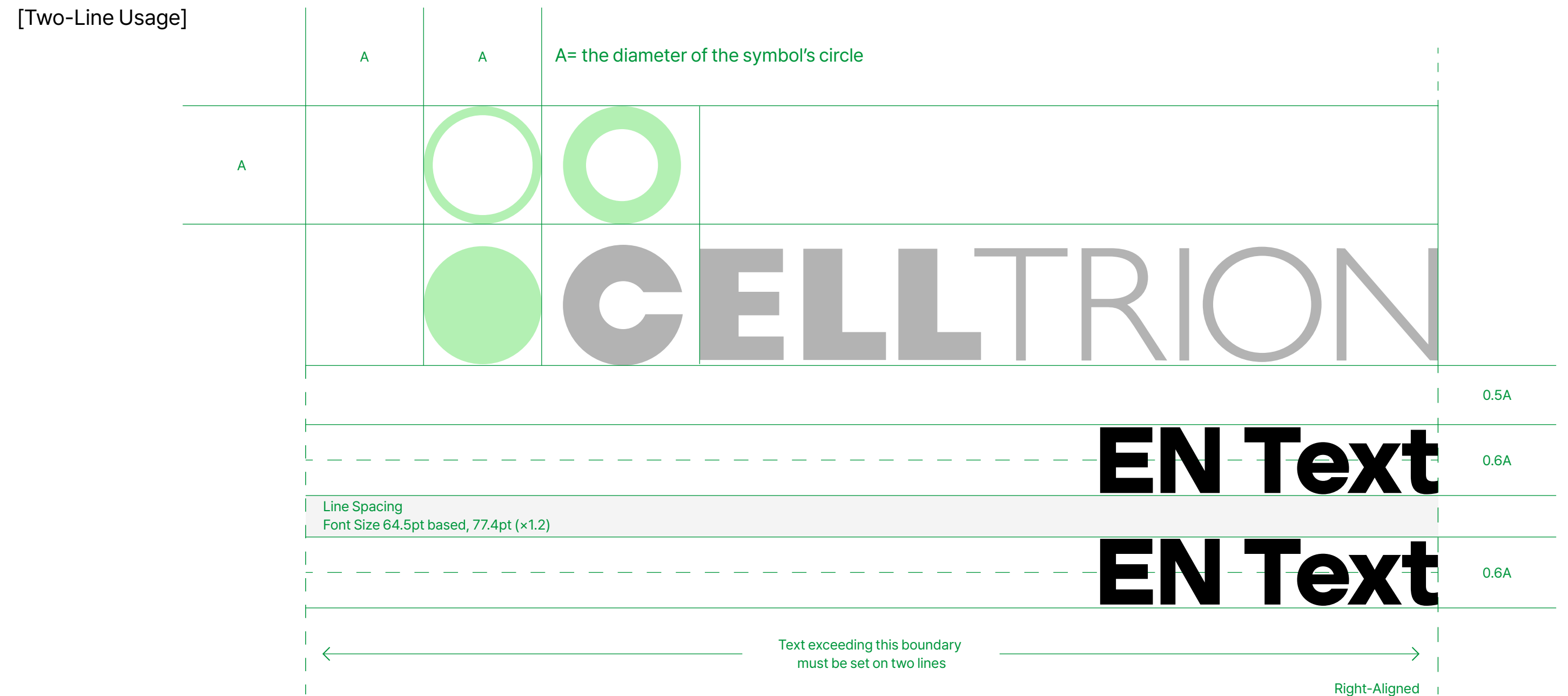
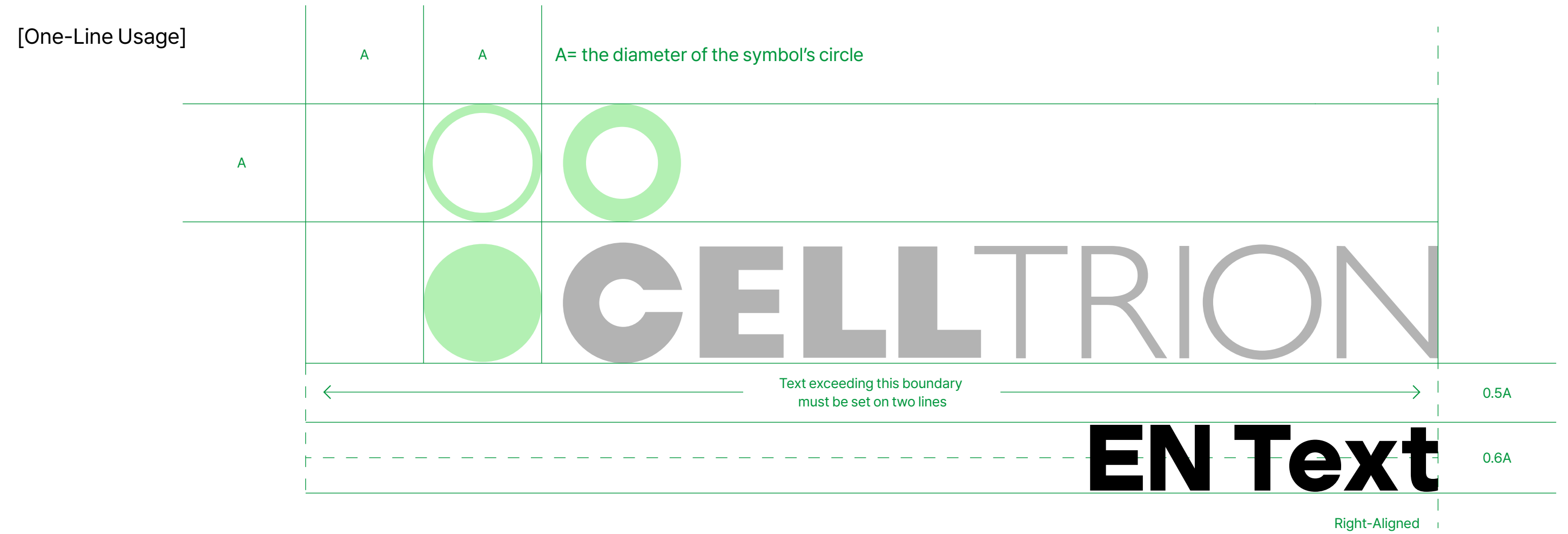
1-11. Sales & Marketing Offices and Other Brand Logo Guidelines

The logo lockup guidelines for Celltrion sales and marketing offices and other brands are defined as follows. All logos must be applied consistently in accordance with the specified grid spacing and font height values. All sales and marketing offices and other brand names must be bottom right-aligned and English names must be set in lowercase except for the initial letter.

The text must remain within the maximum text boundary. If the text exceeds this boundary, it must be applied using the two-line usage format.

These logos are used to support external communications, including sales and marketing activities. Exceptions may apply depending on country-specific environments or relevant regulations. In such cases, prior consultation with the Brand Communications Team is required.

Creation of logos by any employees other than the Brand Communications Team is strictly prohibited. All logo production must be carried out exclusively by the Brand Communications Team.



A.1 Logo

1-12. Sales & Marketing Offices and Other Brand Logo Examples

The following are logo combination examples of sales and marketing offices and other brands.

1. Celltrion Branchburg



2. Celltrion USA



3. Celltrion Netherlands



4. Celltrion Sweden



5. Celltrion United Kingdom



6. Two-Line Usage



2. Colors

Color is a core visual element that shapes Celltrion's brand image. Brand colors express the company's values and identity and play a key role in ensuring consistent brand recognition. This document defines the brand color system and application principles to ensure consistent visual identity across various media environments and to build a trustworthy brand image.

- 2-1. Primary Color Usage Guidelines
- 2-2. Secondary Color Usage Guidelines
- 2-3. Print Color Usage Guidelines (Primary Colors)
- 2-4. Print Color Usage Guidelines (Secondary Colors)
- 2-5. Logo Usage on Primary Color Backgrounds
- 2-6. Logo Usage on Secondary Color Backgrounds
- 2-7. Logo Usage by Background Brightness
- 2-8. Color Application Examples (1-4)

A.2 Colors

2-1. Primary Color Usage Guidelines

Six primary colors have been defined to allow flexible brand expression across diverse media. Appropriate color usage should be determined based on the application purpose and medium.

[Recommendations]

- 1. Celltrion Green 1 and 2 are lighter tones that can be effectively used for design elements and background colors.
- 2. Celltrion Green 3 is applied to the logo symbol and represents Celltrion's brand identity. It is recommended for primary use.
- 3. Celltrion Green 4, 5, and 6 are recommended as background colors for web and app applications.
- 4. To ensure text legibility across various touchpoints, a minimum two-level contrast between background and text colors is recommended. (e.g., Celltrion Green 1 + 3, 2 + 4, 3 + 5, 4 + 6)

<p>Celltrion Green 1</p> <p>RGB: 150 / 240 / 165</p> <p>HEX: #96F0A5</p>	<p>Celltrion Green 2</p> <p>RGB: 95 / 230 / 90</p> <p>HEX: #5FE65A</p>	<p>Celltrion Green 3</p> <p>RGB: 0 / 205 / 0</p> <p>HEX: #00CD00</p>
<p>Celltrion Green 4</p> <p>RGB: 0 / 150 / 60</p> <p>HEX: #00963C</p>	<p>Celltrion Green 5</p> <p>RGB: 0 / 115 / 60</p> <p>HEX: #00733C</p>	<p>Celltrion Green 6</p> <p>RGB: 0 / 85 / 45</p> <p>HEX: #00552D</p>

A.2 Colors

2-2. Secondary Color Usage Guidelines

Twelve secondary colors have been defined to enable diverse brand expression. These secondary colors are intended to support the primary colors and should be used appropriately depending on the context and medium.

[Recommendations]

1. Secondary colors 1-6 are inspired by Celltrion's innovation as the core motif. These colors are effective for digital environments requiring strong visual emphasis and clear visibility.
2. Secondary colors 7-12 are based on Celltrion's production stability and are effective for applications where legibility is critical, such as printed materials.
3. Secondary colors should be used as a general principle, except in cases where no suitable alternative color is available.
4. Excessive use of transparency effects or consecutive application of high-brightness tones should be avoided, as this may reduce visual recognition.
5. For external branding materials, the primary color should be used as the main color, while secondary colors should be applied only as supporting colors.

<p>1. Bright Blue</p> <p>RGB: 85 / 115 / 255</p> <p>HEX: #5573FF</p>	<p>2. Deep Blue</p> <p>RGB: 0 / 70 / 110</p> <p>HEX: #00466E</p>	<p>3. Neon Green</p> <p>RGB: 215 / 250 / 0</p> <p>HEX: #D7FA00</p>
<p>4. Orange</p> <p>RGB: 255 / 135 / 90</p> <p>HEX: #FF875A</p>	<p>5. Purple</p> <p>RGB: 180 / 55 / 255</p> <p>HEX: #B437FF</p>	<p>6. Gray</p> <p>RGB: 90 / 100 / 105</p> <p>HEX: #5A6469</p>
<p>7. Light Blue</p> <p>RGB: 225 / 250 / 255</p> <p>HEX: #E1FAFF</p>	<p>8. Teal Blue</p> <p>RGB: 155 / 185 / 180</p> <p>HEX: #9BB9B4</p>	<p>9. Warm Gray</p> <p>RGB: 200 / 200 / 200</p> <p>HEX: #C8C8C8</p>
<p>10. Light Yellow</p> <p>RGB: 240 / 245 / 210</p> <p>HEX: #F0F5D2</p>	<p>11. Light Pink</p> <p>RGB: 240 / 220 / 205</p> <p>HEX: #F0DCCD</p>	<p>12. Brown</p> <p>RGB: 85 / 65 / 55</p> <p>HEX: #554137</p>

A.2 Colors

2-3. Print Color Usage Guidelines (Primary Colors)

Color optimization has been carried out in consideration of print media conditions. When producing printed materials, the specified color values must be applied to ensure accurate color rendering. As output results may vary depending on the printing equipment, test printing is mandatory.

[Design Guidelines]

1. Celltrion Green 3 which is the color of the symbol is frequently used in external environments. Test printing is mandatory to ensure accurate color rendering.
2. As Celltrion Green 6 is the darkest tone among the primary colors, it may appear excessively dark if printed incorrectly. Therefore, extra caution is required when test printing.

Celltrion Green 1

C 42 / M 7 / Y 50 / K 0

Celltrion Green 2

C 61 / M 10 / Y 80 / K 0

Celltrion Green 3

C 73 / M 12 / Y 100 / K 0

Celltrion Green 4

C 83 / M 33 / Y 100 / K 0

Celltrion Green 5

C 88 / M 48 / Y 100 / K 12

Celltrion Green 6

C 90 / M 55 / Y 100 / K 28

A.2 Colors

2-4. Print Color Usage Guidelines (Secondary Colors)

Color optimization has been carried out in consideration of print media conditions. When producing printed materials, the specified color values must be applied to ensure accurate color rendering. As output results may vary depending on the printing equipment, test printing is mandatory.

[Design Guidelines]

1. 3. Neon Green may appear green depending on the printing device. Therefore, extra caution is required when test printing.
2. Due to their low brightness, 7. Light Blue and 10. Light Yellow may not render accurately in banner printing. Therefore, it should be avoided in such applications.

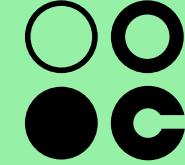
1. Bright Blue C 78 / M 62 / Y 10 / K 0	2. Deep Blue C 98 / M 80 / Y 47 / K 11	3. Neon Green C 32 / M 7 / Y 86 / K 0
4. Orange C 9 / M 62 / Y 63 / K 0	5. Purple C 66 / M 80 / Y 11 / K 0	6. Gray C 73 / M 61 / Y 56 / K 9
7. Light Blue C 17 / M 3 / Y 5 / K 0	8. Teal Blue C 48 / M 23 / Y 33 / K 0	9. Warm Gray C 27 / M 21 / Y 20 / K 0
10. Light Yellow C 13 / M 4 / Y 26 / K 0	11. Light Pink C 10 / M 19 / Y 20 / K 0	12. Brown C 68 / M 72 / Y 76 / K 37

A.2 Colors

2-5. Logo Usage on Primary Color Backgrounds

When primary colors are used as backgrounds, the specified logo and symbol colors must be applied to ensure sufficient visibility. Compliance with the defined standards is required to prevent logo distortion or degradation.

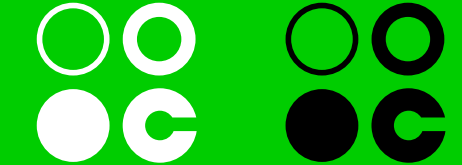
Background Color: Celltrion Green 1



Background Color: Celltrion Green 2



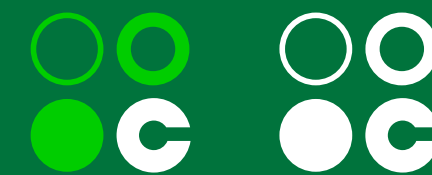
Background Color: Celltrion Green 3



Background Color: Celltrion Green 4



Background Color: Celltrion Green 5



Background Color: Celltrion Green 6



A.2 Colors

2-6. Logo Usage on Secondary Color Backgrounds

When secondary colors are used as backgrounds, the specified logo and symbol colors must be applied to ensure sufficient visibility. Compliance with the defined standards is required to prevent logo distortion or degradation.

<p>1. Bright Blue</p> <p>RGB: 85 / 115 / 255</p> <p>HEX: #5573FF</p> 	<p>2. Deep Blue</p> <p>RGB: 0 / 70 / 110</p> <p>HEX: #00466E</p> 	<p>3. Neon Green</p> <p>RGB: 215 / 250 / 0</p> <p>HEX: #D7FA00</p> 
<p>4. Orange</p> <p>RGB: 255 / 135 / 90</p> <p>HEX: #FF875A</p> 	<p>5. Purple</p> <p>RGB: 180 / 55 / 255</p> <p>HEX: #B437FF</p> 	<p>6. Gray</p> <p>RGB: 90 / 100 / 105</p> <p>HEX: #5A6469</p> 
<p>7. Light Blue</p> <p>RGB: 225 / 250 / 255</p> <p>HEX: #E1FAFF</p> 	<p>8. Teal Blue</p> <p>RGB: 155 / 185 / 180</p> <p>HEX: #9BB9B4</p> 	<p>9. Warm Gray</p> <p>RGB: 200 / 200 / 200</p> <p>HEX: #C8C8C8</p> 
<p>10. Light Yellow</p> <p>RGB: 240 / 245 / 210</p> <p>HEX: #F0F5D2</p> 	<p>11. Light Pink</p> <p>RGB: 240 / 220 / 205</p> <p>HEX: #F0DCCD</p> 	<p>12. Brown</p> <p>RGB: 85 / 65 / 55</p> <p>HEX: #554137</p> 

A.2 Colors

2-7. Logo Usage by Background Brightness

To ensure logo visibility, the following brightness guidelines are recommended. As logo visibility varies depending on background brightness, assessment of the appropriate usage is required prior to application.



A.2 Colors

2-8. Color Application Examples (1)

Examples of design applications using primary colors as backgrounds.

[Recommendations]

1. When Celltrion Green 3 is used as the background color, sufficient visual contrast must be ensured through the use of secondary colors such as 2. Deep Blue and 3. Neon Green.
2. When Celltrion Green 6 is used as the background color, the application of secondary colors 10. Light Yellow and 11. Light Pink is recommended to support legibility and visual stability.

1



2



A.2 Colors

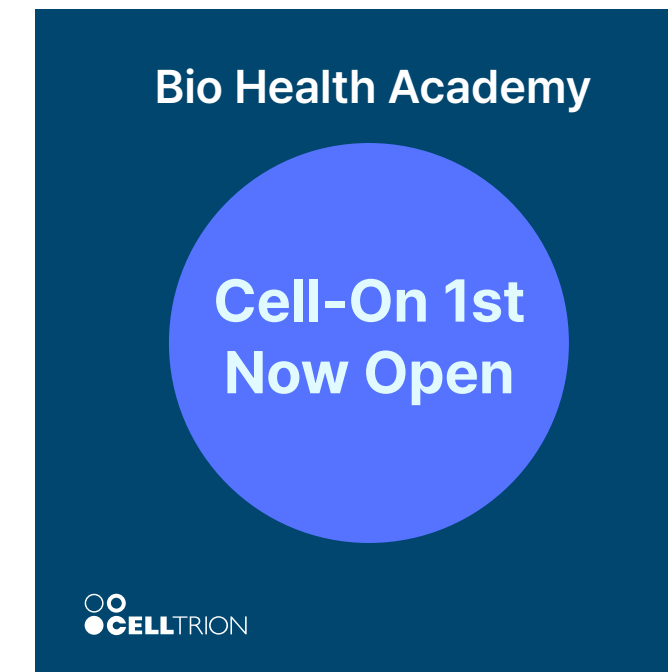
2-8. Color Application Examples (2)

Examples of design applications using differences in the brightness and saturation of secondary colors.

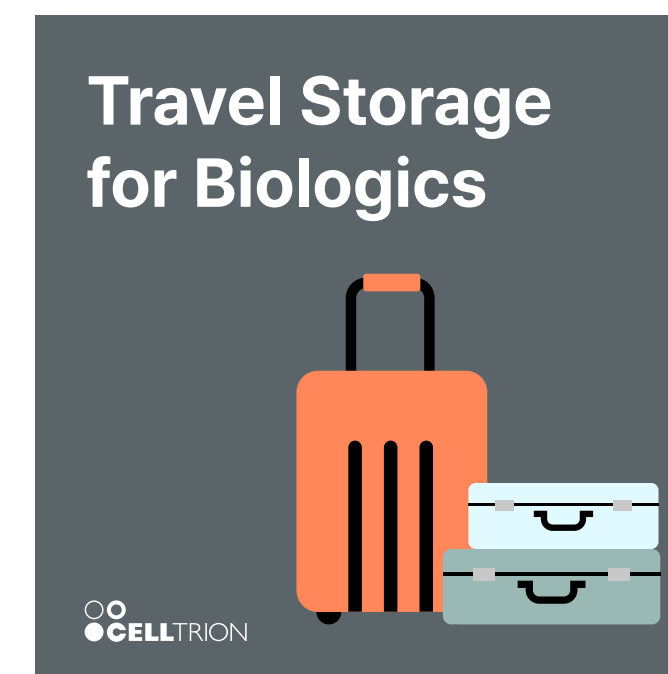
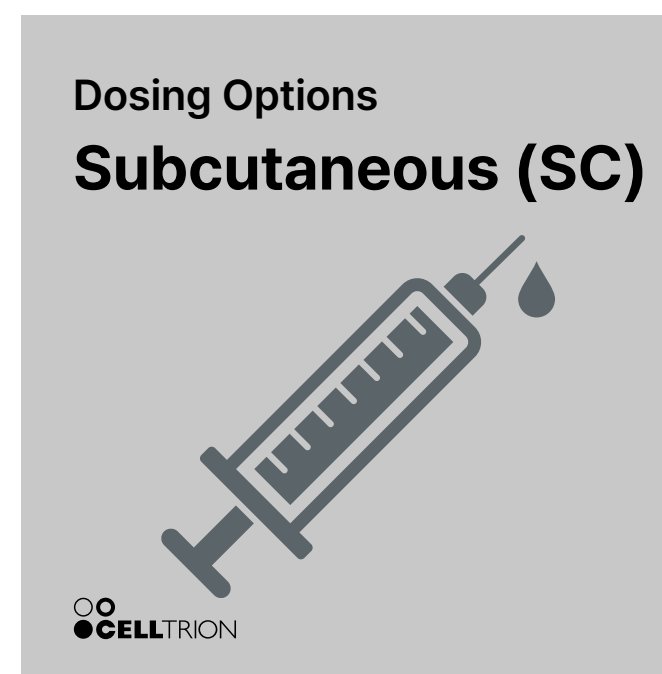
[Recommendations]

1. When high saturation secondary colors are used, accent colors can be applied to enhance visual emphasis.
2. When low brightness secondary colors are used, combination with low saturation secondary colors is recommended to minimize visual strain.

1



2



A.2 Colors

2-8. Color Application Examples (3)

Examples of high saturation secondary color applications.

[Recommendations]

1. Secondary color 3. Neon Green provides high visibility even at long distances and is effective for signage applications.
2. Secondary color 4. Orange provides strong visual emphasis and is effective for areas requiring caution or visual attention.

1



No Entry



2

Fire Prevention Safety Measures / Fire Emergency Call 5119

Check Power Supply and Electrical Wiring



- Turn off power to PCs and electrical equipment before leaving work.
- Check for damaged or exposed wiring.
- Do not overload power outlets, use approved power strips only.



No Unauthorized Use of Heating Appliances



- The use of unauthorized electrical or heating appliances is strictly prohibited.

No Smoking



- Ensure all smoking materials are fully extinguished.



Wear Ear Protection

Plant 2 HVAC Room
(Production Building, 4th Floor)

Permissible Noise Level	85.0 dB
Maximum Permissible Noise Level	76.7 dB

• Average Measured Noise Level: 75-85 dB — Hearing Protection Recommended
• Average Measured Noise Level Exceeding 85 dB — Hearing Protection Required

Fire Prevention Practice

A.2 Colors

2-8. Color Application Examples (4)

Examples of print color applications.

[Recommendations]

1. When Celltrion Green 6 is applied as the background, white and Celltrion Green 3 are recommended for text. Insertion of neutral (grayscale) imagery is recommended.
2. When Celltrion Green 3–6 are applied to outdoor signage, color appearance and visibility may vary depending on sunlight exposure. This should be carefully considered prior to fabrication and installation.

1



2



3. Graphic Systems

The graphic system, developed based on the symbol motif, is a core visual element that communicates the brand identity. Through this graphic system, the brand image is expressed intuitively and applied consistently across various media, establishing Celltrion's distinctive and proprietary brand image.

- 3-1. Graphic System Guidelines
- 3-2. Type A (1~3) Application Guidelines
- 3-3. Prohibited Type A Usage
- 3-4. Type B (1~3) Application Guidelines
- 3-5. Prohibited Type B Usage
- 3-6. Type C Application Guidelines
- 3-7. Prohibited Type C Usage
- 3-8. 3D Object Application Guidelines
- 3-9. Prohibited 3D Object Usage

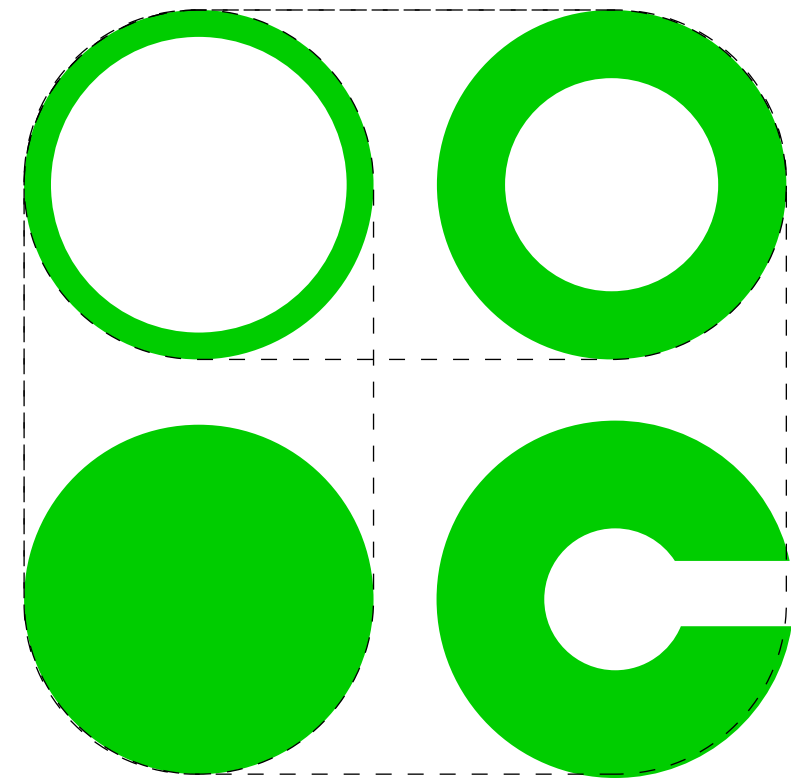
A.3 Graphic Systems

3-1. Graphic System Guidelines

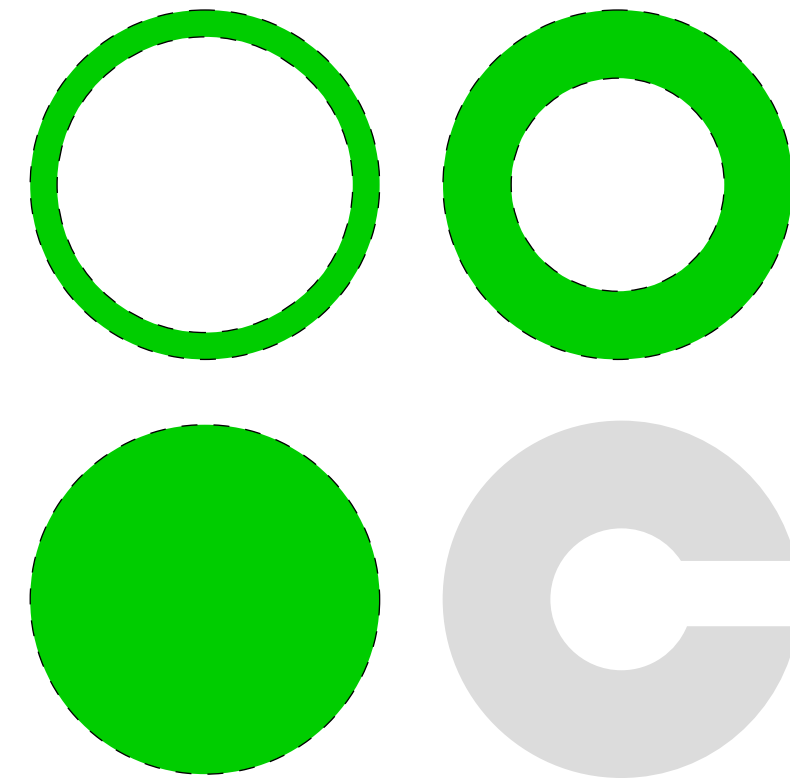
Three system types have been developed using the Celltrion symbol as a core motif. A thorough understanding of these guidelines is required to ensure a consistent design experience.

All brand materials must be reviewed by Brand Communications Team prior to both internal and external distribution.

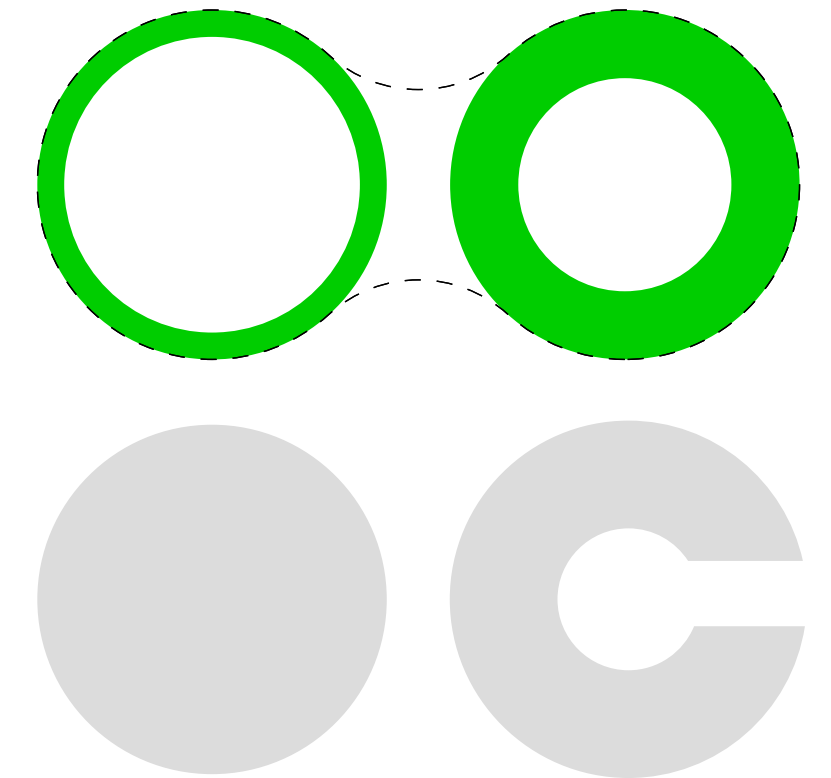
[Type A]
Capsule / Rounded Rectangle Application



[Type B]
Circular Application



[Type C]
Expandable Pattern Application



A.3 Graphic Systems

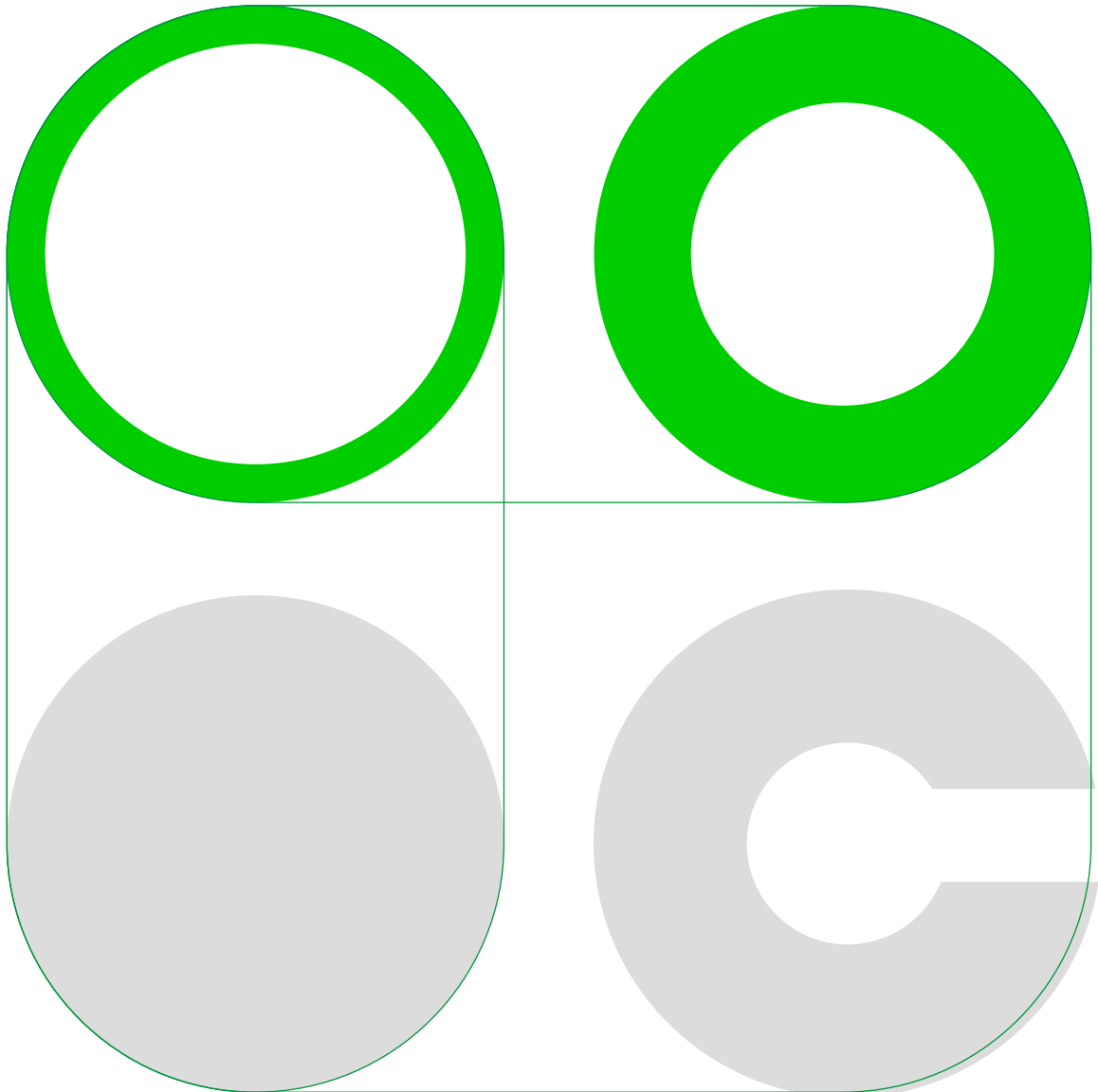
3-2. Type A-1 Application Guidelines

A frame that accommodates various types of information, including text and images, and is applicable across both online and offline environments.

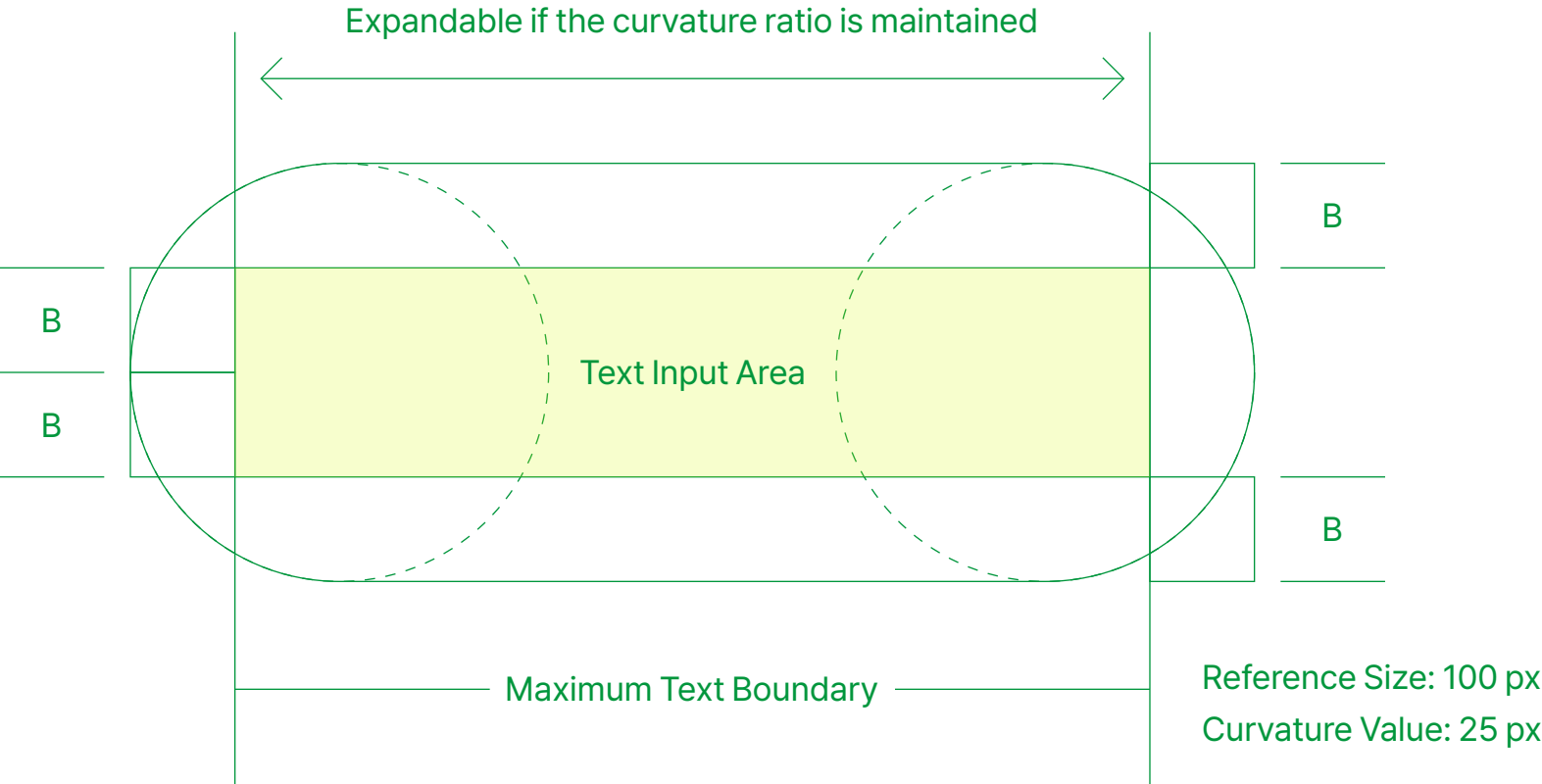
[Design Guidelines]

- 1. When entering text, secure clear space of B. When expanding, maintain fixed proportions.
- 2. Text must be entered horizontally, and a maximum of two-line format is permitted.
- 3. Text exceeding the maximum text boundary is not permitted. The horizontal length of the frame must be adjusted if needed.
- 4. It may be expanded depending on the design, as long as the curvature ratio is maintained.
- 5. When images are inserted, the full frame area may be used.

[Type A-1]
Capsule Application



[Type A-1 System]



[Example]



A.3 Graphic Systems

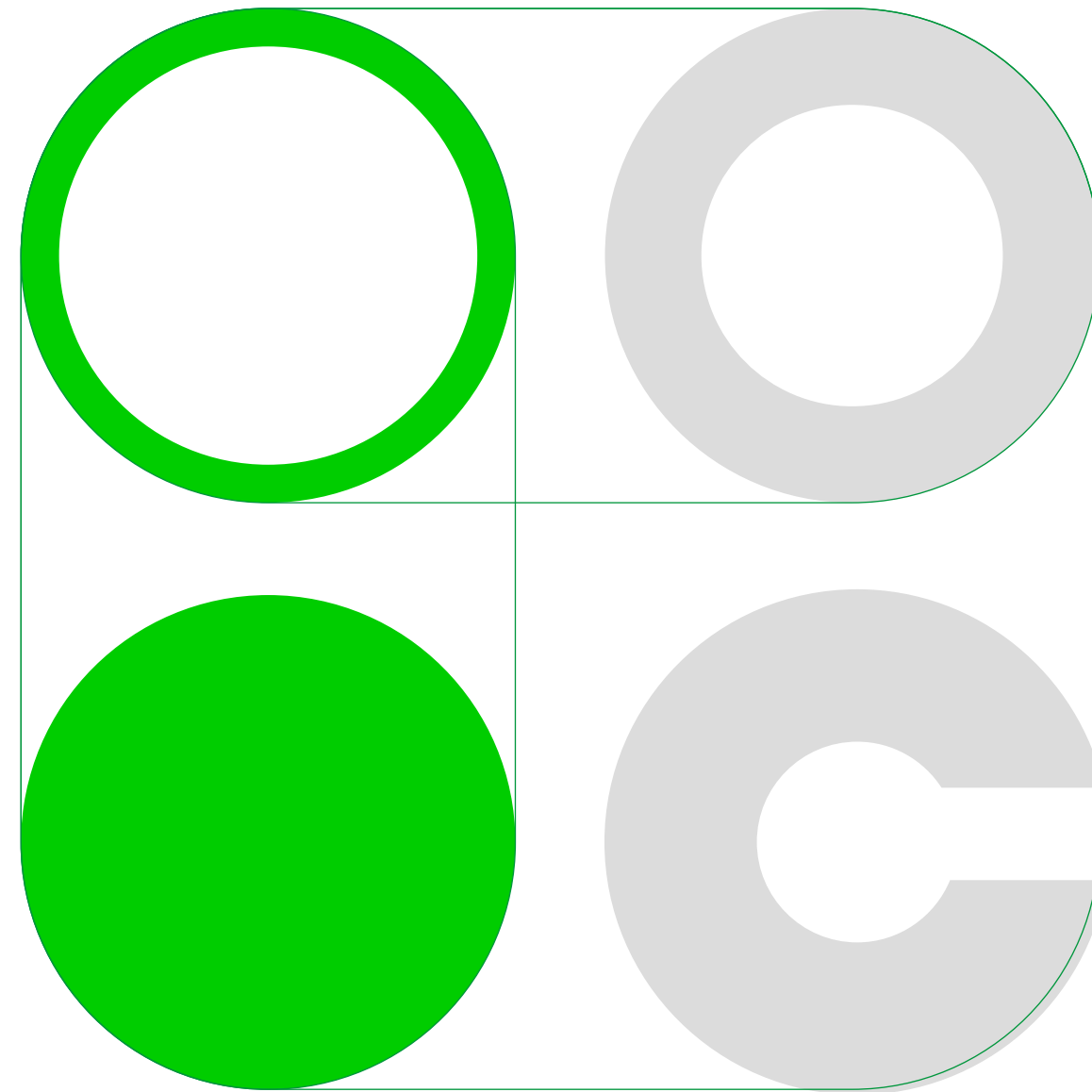
3-2. Type A-2 Application Guidelines

A frame that accommodates various types of information, including text and images, and is applicable across both online and offline environments.

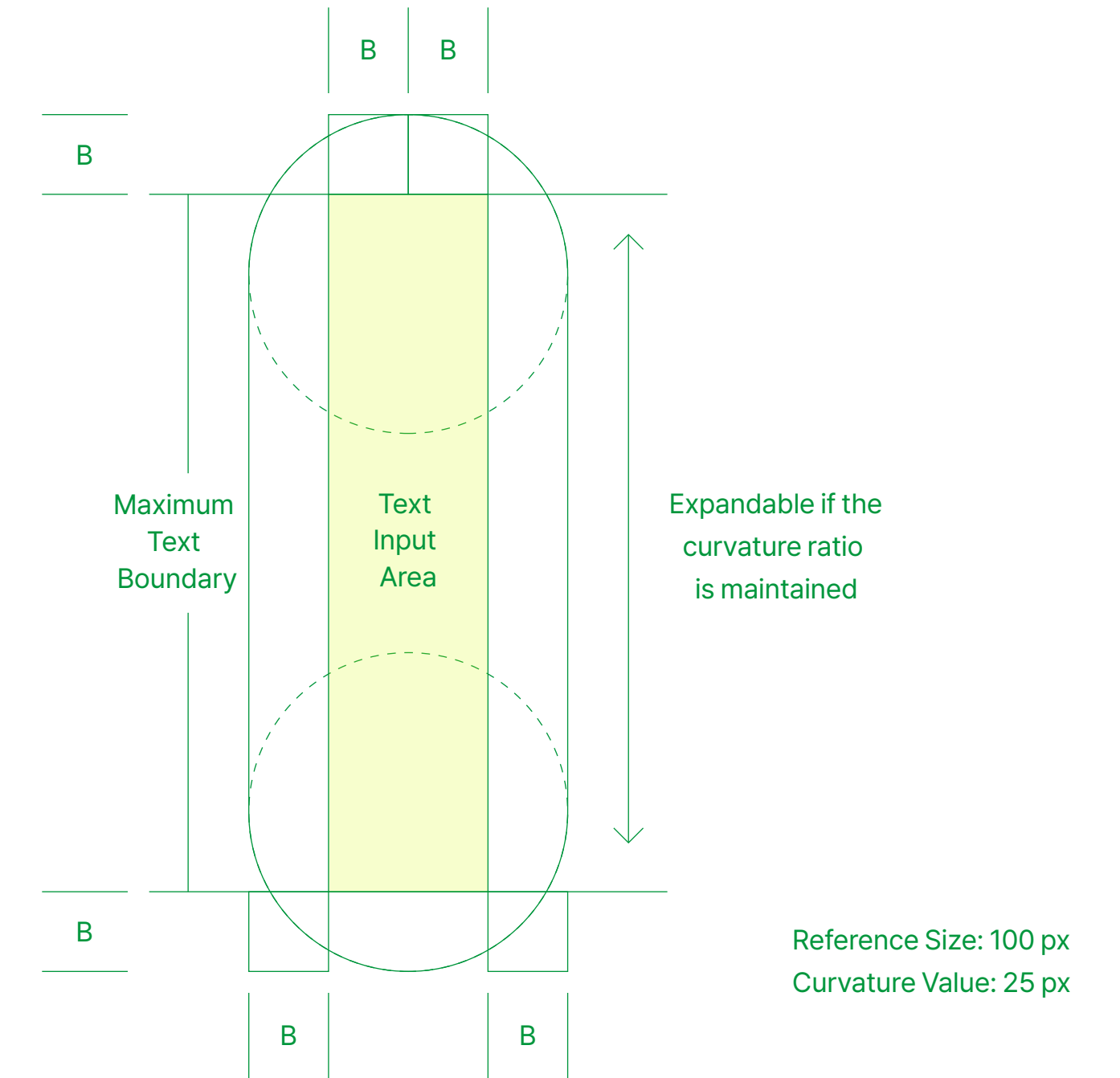
[Design Guidelines]

1. When entering text, secure clear space of B.
When expanding, maintain fixed proportions.
2. Text must be entered vertically, and a maximum of one-line format is permitted. For English a maximum of 5 letters is permitted.
3. Text exceeding the maximum text boundary is not permitted. The vertical length of the frame must be adjusted if needed.
4. Horizontal placement of Korean and English text is not permitted.
5. It may be expanded depending on the design, as long as the curvature ratio is maintained.
6. When images are inserted, the full frame area may be used.

[Type A-2]
Capsule Application



[Type A-2 System]



[Example]



A.3 Graphic Systems

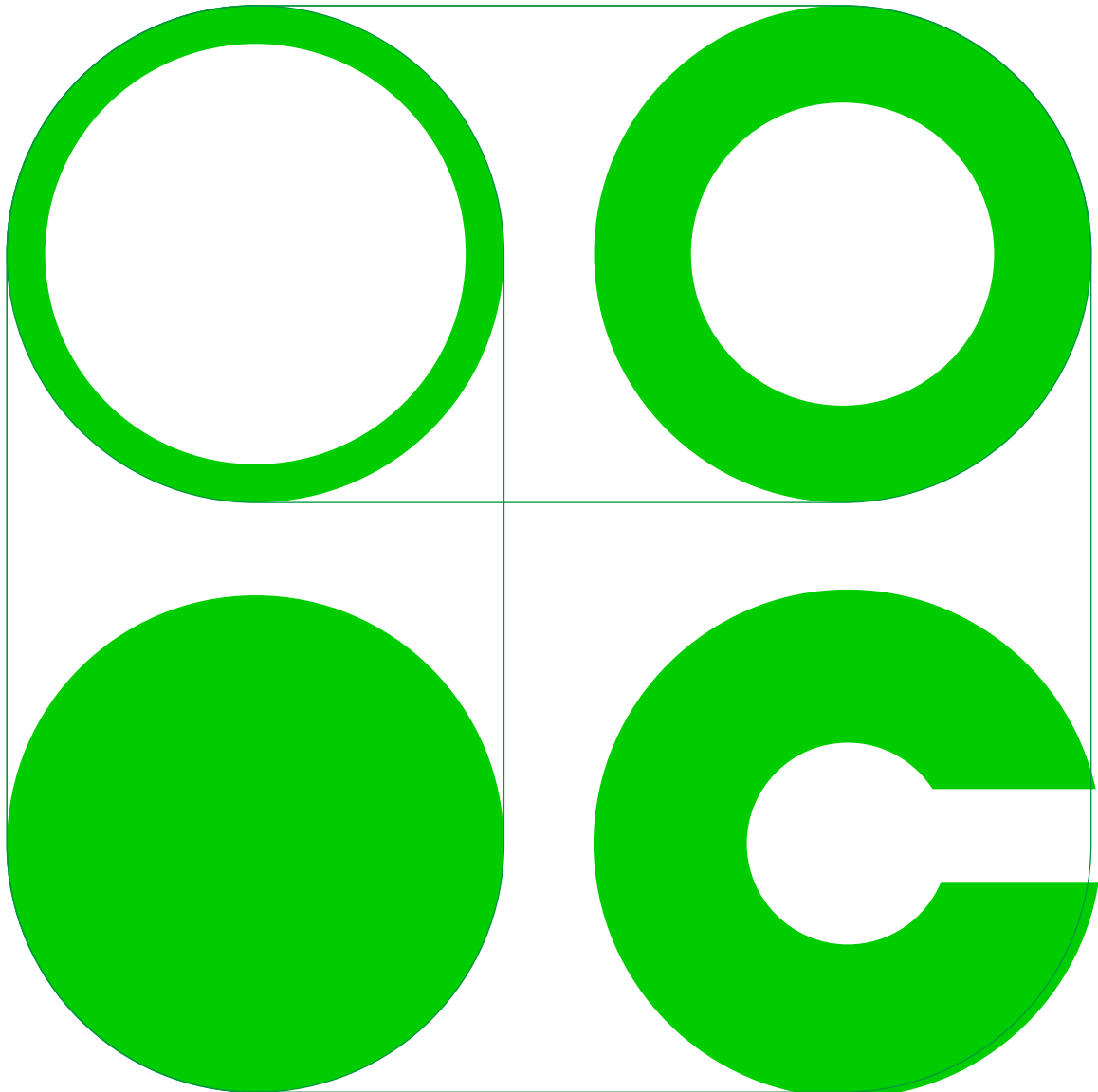
3-2. Type A-3 Application Guidelines

A frame that accommodates various types of information, including text and images, and is applicable across both online and offline environments.

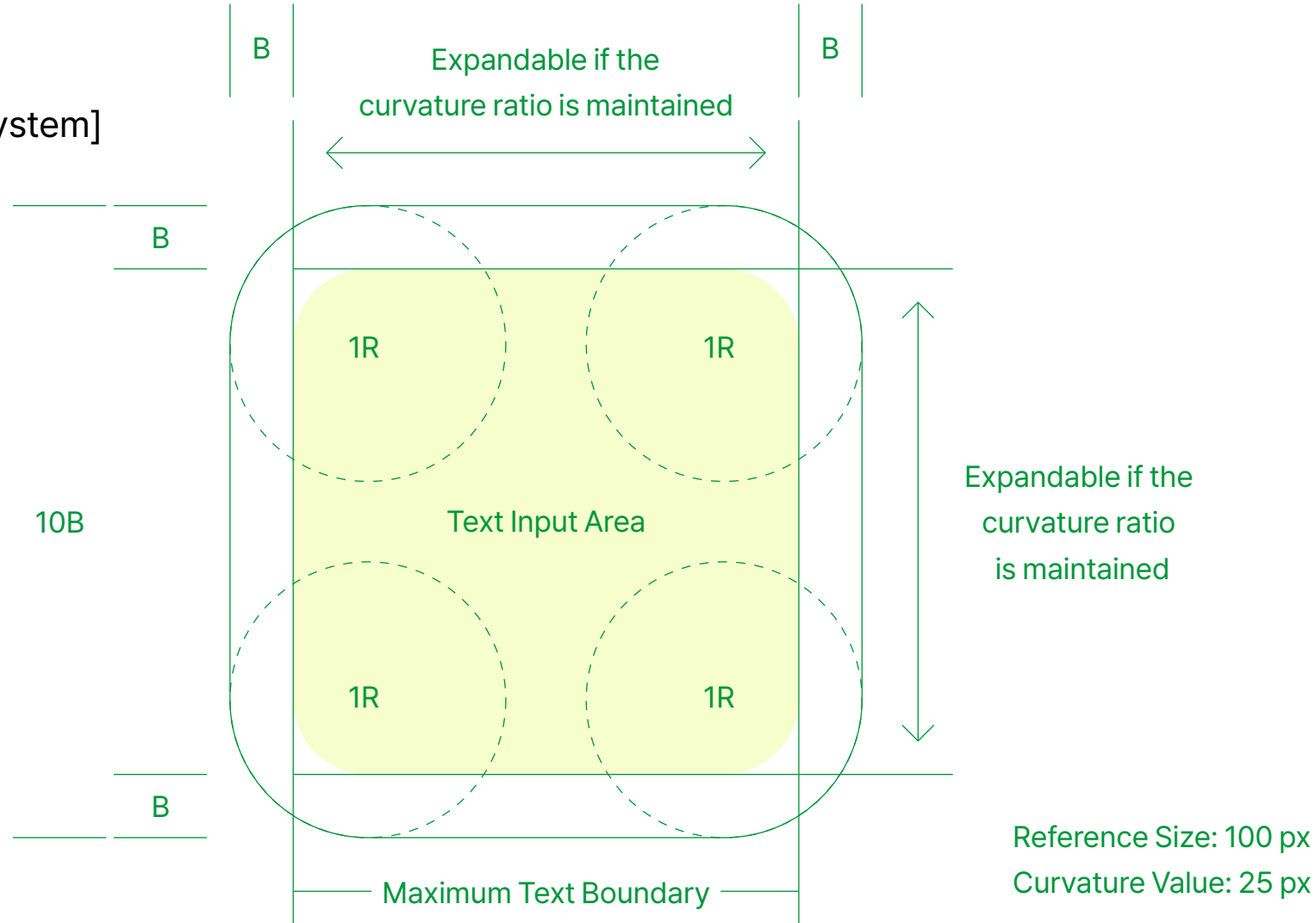
[Design Guidelines]

- 1. When entering text, secure clear space of B.
When expanding, maintain fixed proportions.
- 2. Text may be set in a free layout.
- 3. Text exceeding the maximum text boundary is not permitted.
- 4. It may be expanded depending on the design, as long as the curvature ratio is maintained.
When expanding a rectangular shape horizontally or vertically, the narrowest curvature must be preserved.
- 5. When images are inserted, the full frame area may be used.

[Type A-3]
Rounded Rectangle Application



[Type A-3 System]



[Example]



A.3 Graphic Systems

3-3. Prohibited Type A Usage

Precautions when using Type A.

[Prohibited Usage]

1. Type A-1
 - 1) Simultaneous use of text and images that impair legibility is not permitted.
 - 2) Placement of text outside the designated text input area is not permitted.
2. Type A-2
 - 1) Size adjustments that compromise the curvature ratio are not permitted.
 - 2) Input of horizontal or arbitrarily rotated Korean and English text within vertical capsule formats is not permitted.
3. Type A-3
 - 1) Use of curvature that does not comply with the guidelines is not permitted.
 - 2) Input of text exceeding the designated text input area is not permitted.

[Type A-1]

1)



2)

**Authorized
Only**

[Type A-2]

1)



**Value
Room**

2)

**Locked
Secure**

[Type A-3]

1)



2)

**Fueling Celltrion's Commitment to Life-Changing
Pharmaceuticals are its Unmatched R&D Capabilities**

A.3 Graphic Systems

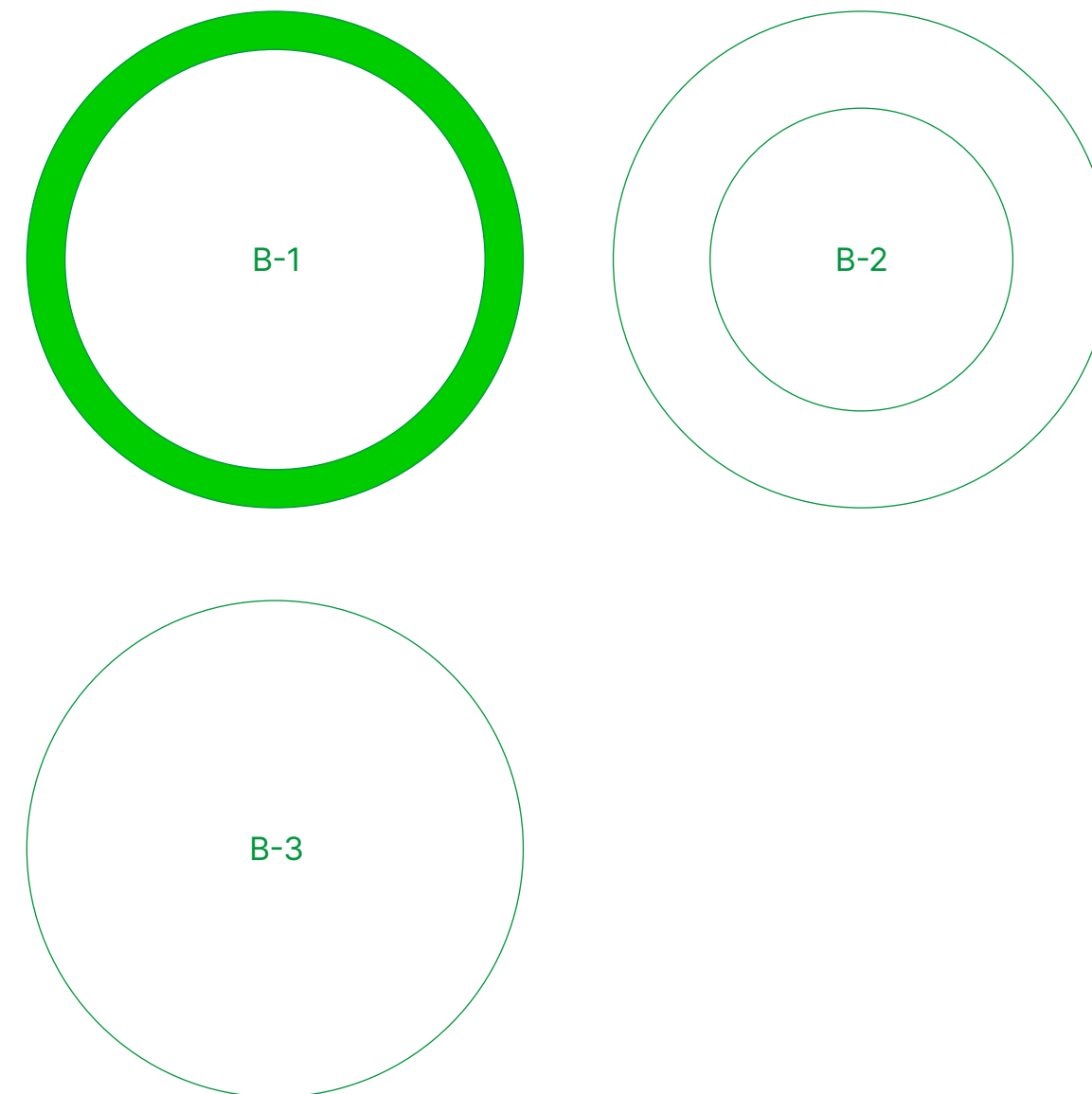
3-4. Type B-1 Application Guidelines

This type is recommended for offline use, particularly in signage applications. Due to its thin-lined circular form, usage is limited to text that enables quick and clear information delivery.

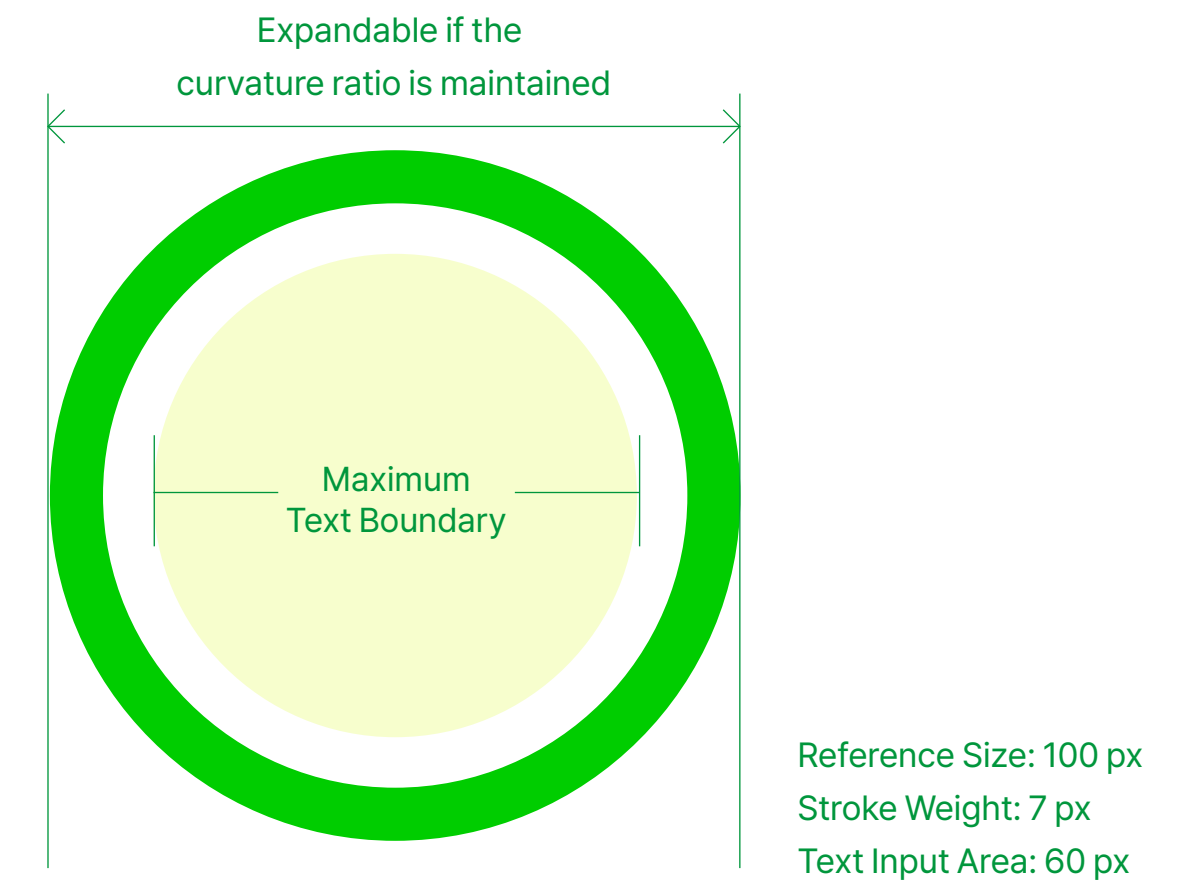
[Design Guidelines]

1. Only single symbols (e.g., text of up to two characters or arrows) are permitted and must be center-aligned.
2. Text exceeding the maximum text boundary is not permitted.
3. Non-proportional scaling of the circular form is not permitted.
4. Inserting images within the circle is not permitted.

[Type B-1]
Circular Application



[Type B-1 System]



[Example]



A.3 Graphic Systems

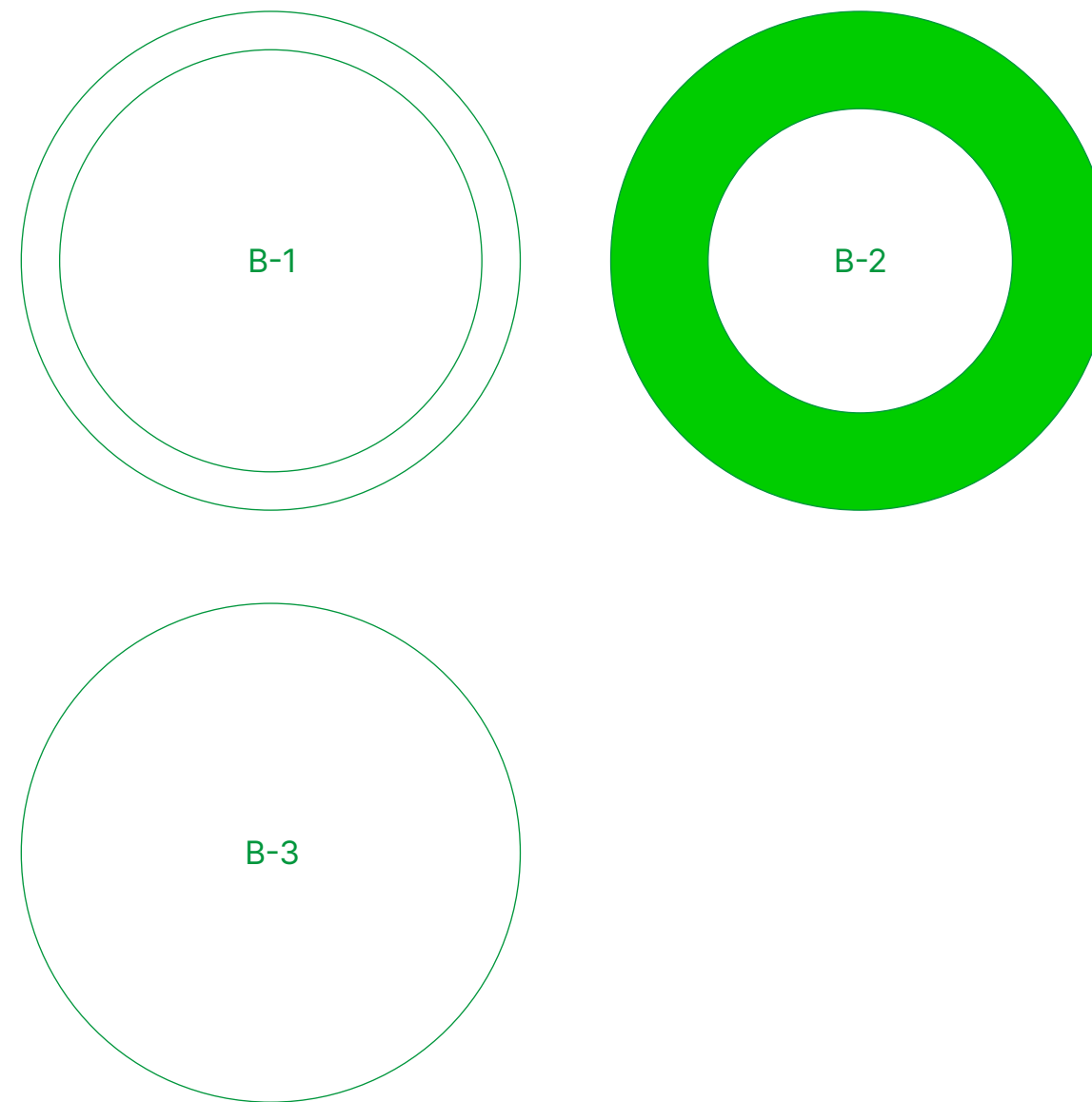
3-4. Type B-2 Application Guidelines

It can be used as a functional element to enhance visual emphasis and support information delivery in both online and offline environments. Due to its bold lines, the available area is limited, and it should be used only as a design element incorporating images.

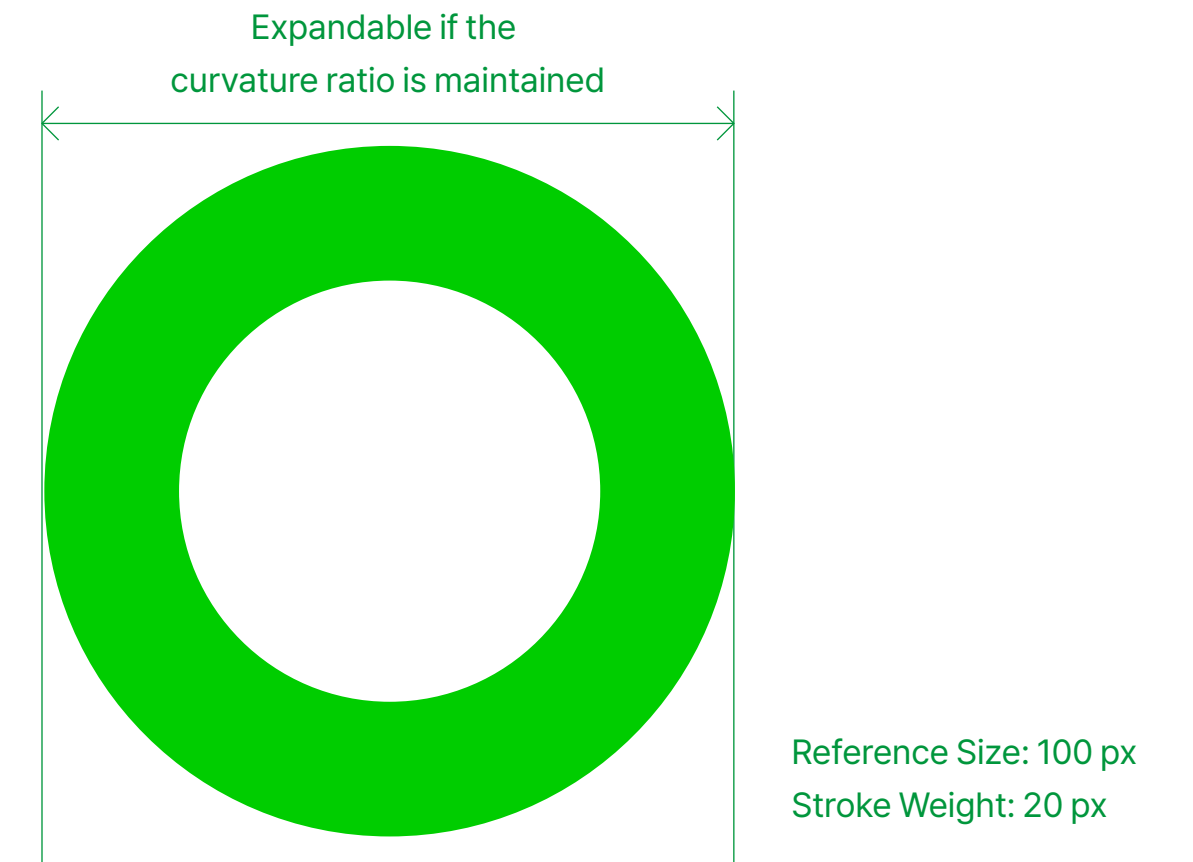
[Design Guidelines]

1. When the central area is used for inserting images, visual emphasis can be enhanced.
2. Text input is not permitted.
3. Only proportional scaling of a perfect circle is permitted.
4. When applied in online environments, it may be used as an interactive element in combination with B-3.

[Type B-2]
Circular Application



[Type B-2 System]



[Example]



A.3 Graphic Systems

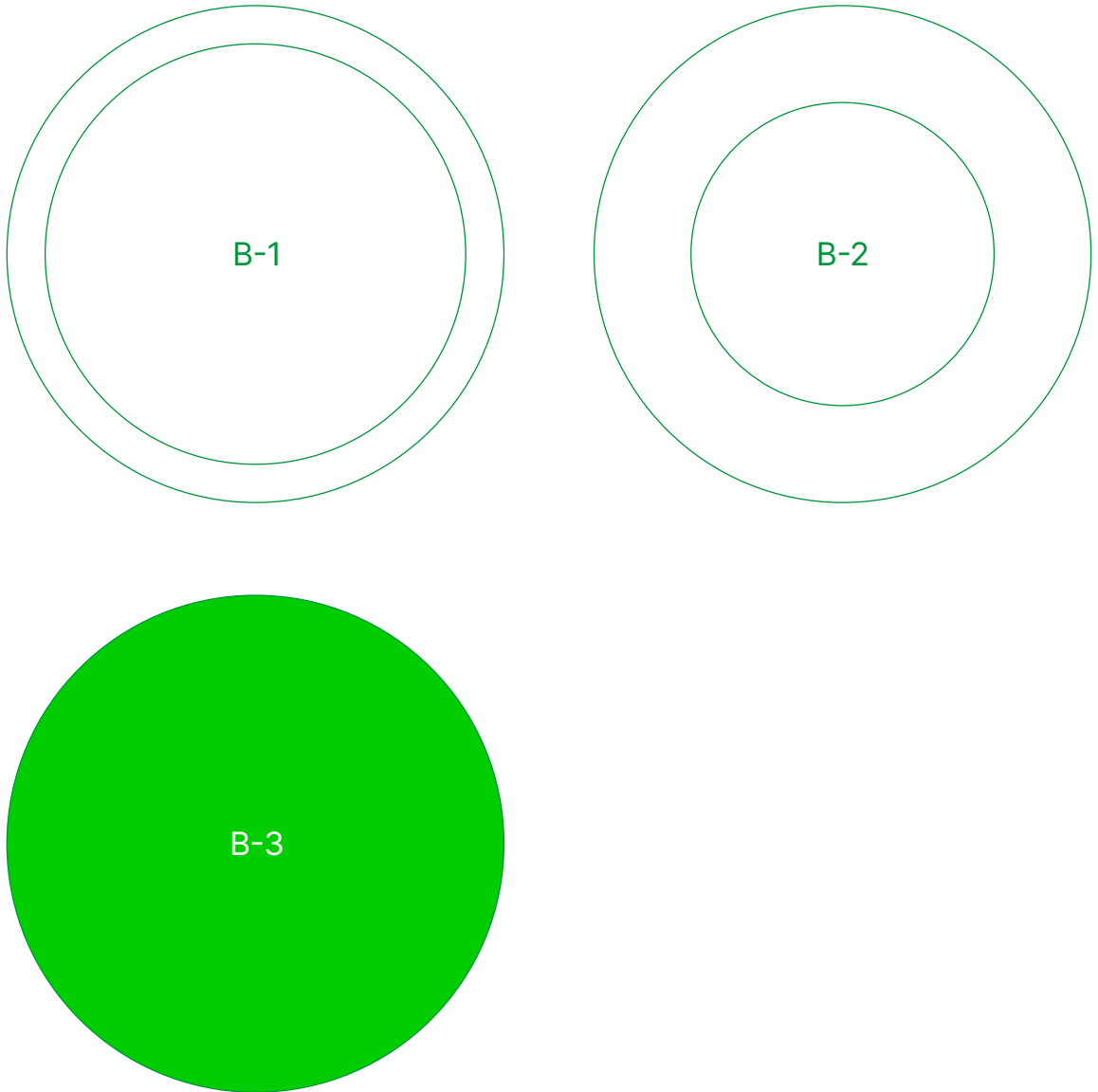
3-4. Type B-3 Application Guidelines

It can be used as a frame to contain various types of information, such as text and images, enabling effective message delivery and enhancing content visibility.

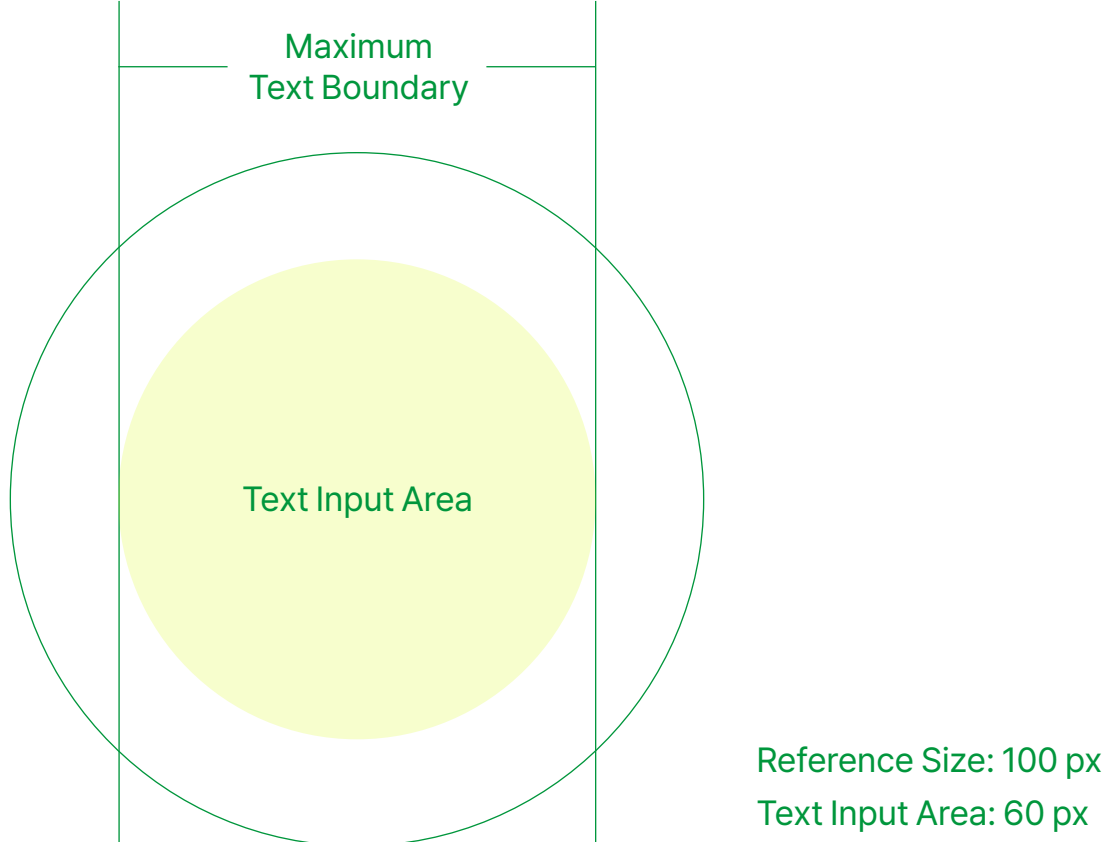
[Design Guidelines]

- 1. The entire area may be used as a graphic medium.
- 2. Text exceeding the maximum text boundary is not permitted.
- 3. When used in offline environments, colors and text areas must be clearly defined to avoid impairing visibility.
- 4. When applied in online environments, it may be used as an interactive element in combination with B-2.
- 5. Only proportional scaling of a perfect circle is permitted.

[Type B-3]
Circular Application



[Type B-3 System]



[Example]



A.3 Graphic Systems

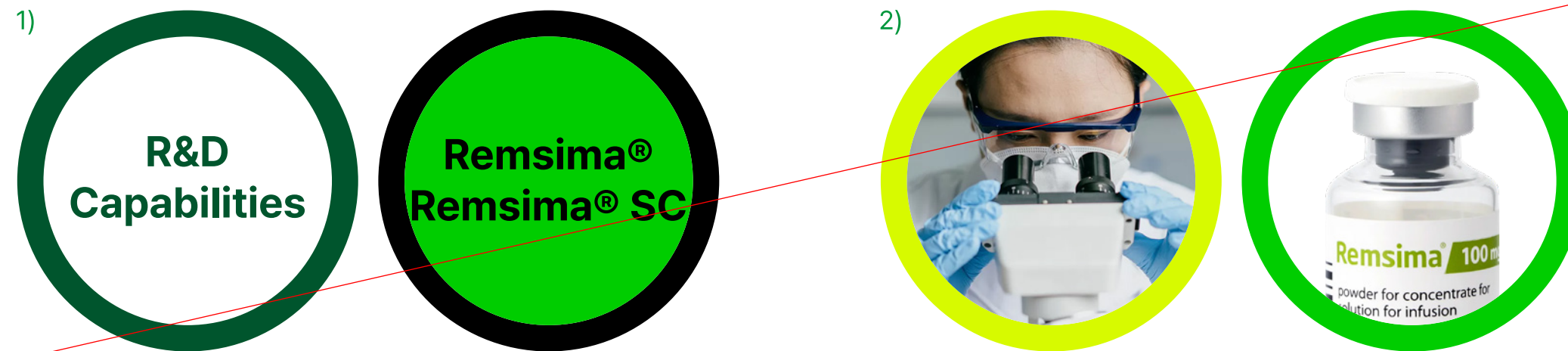
3-5. Prohibited Type B Usage

Precautions when using Type B.

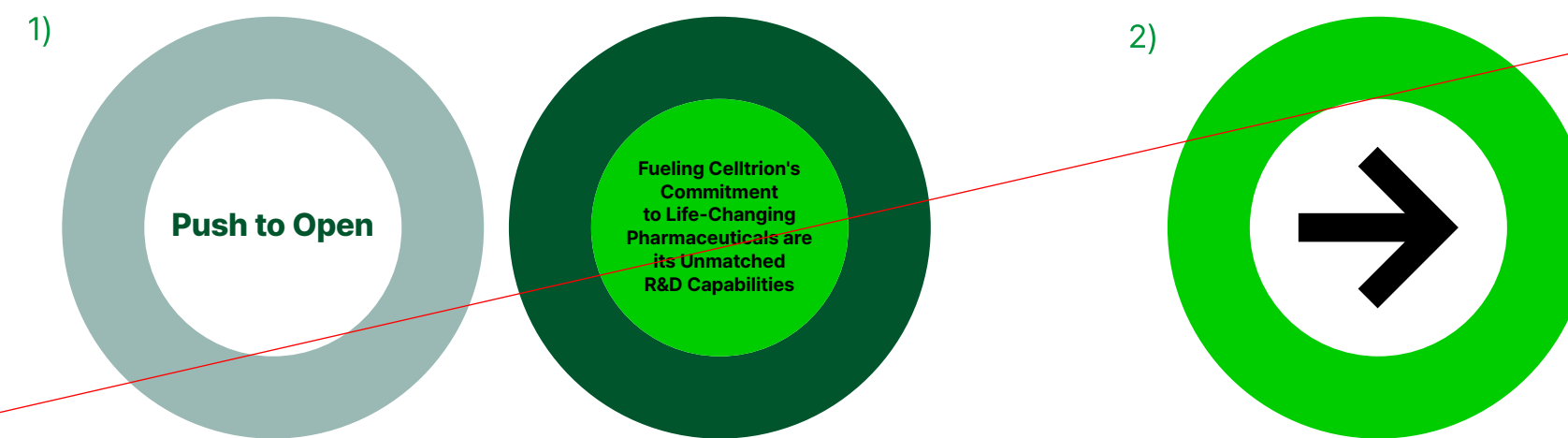
[Prohibited Usage]

1. Type B-1
 - 1) Placement of large amounts of text within the circle is not permitted.
 - 2) Insertion of images within the circle is not permitted.
2. Type B-2
 - 1) Placement of text within the circle is not permitted.
 - 2) Placement of symbols within the circle is not permitted.
3. Type B-3
 - 1) Placement of text outside the designated area within the internal frame is not permitted.
 - 2) Use of excessive image effects is not permitted.
 - 3) Use of graphics that cause visual degradation is not permitted.

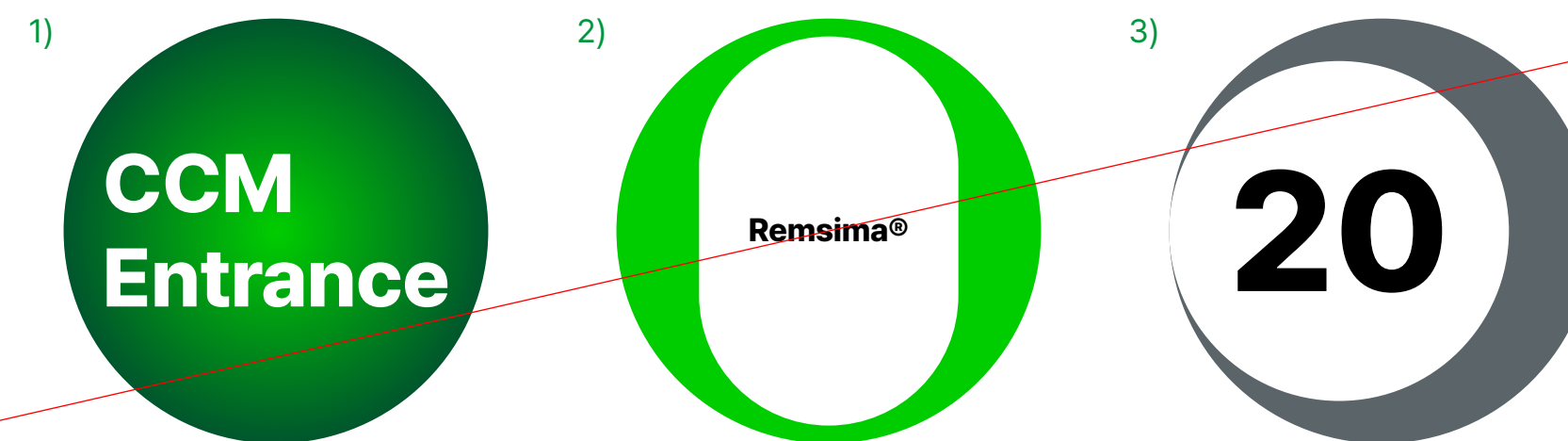
[Type B-1]



[Type B-2]



[Type B-3]



A.3 Graphic Systems

3-6.

Type C Application Guidelines

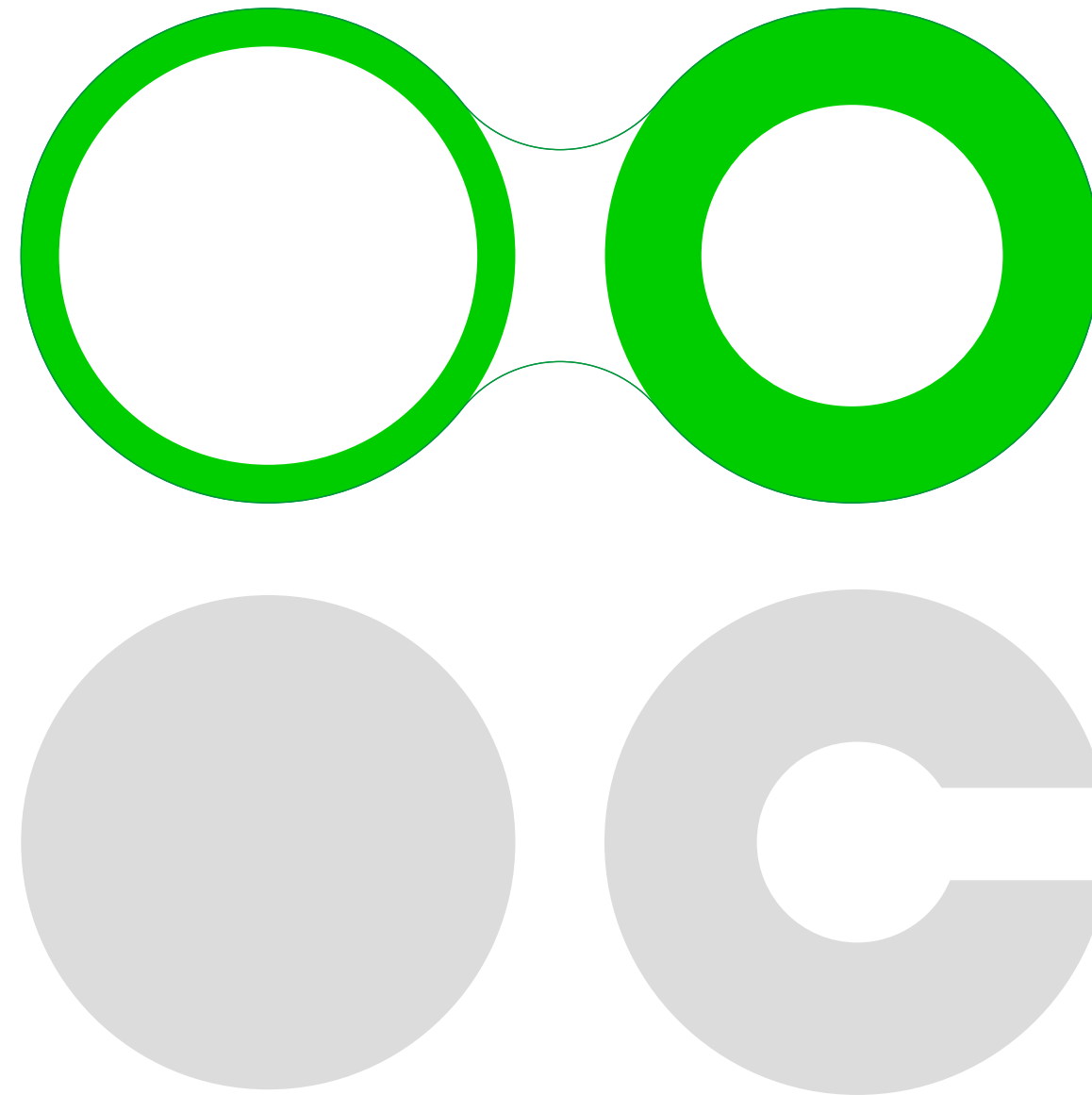
This graphic type is created with cell division shape as the core motif and can be used as a design element. As the most flexible type within the graphic system, it allows broad application across various designs.

[Design Guidelines]

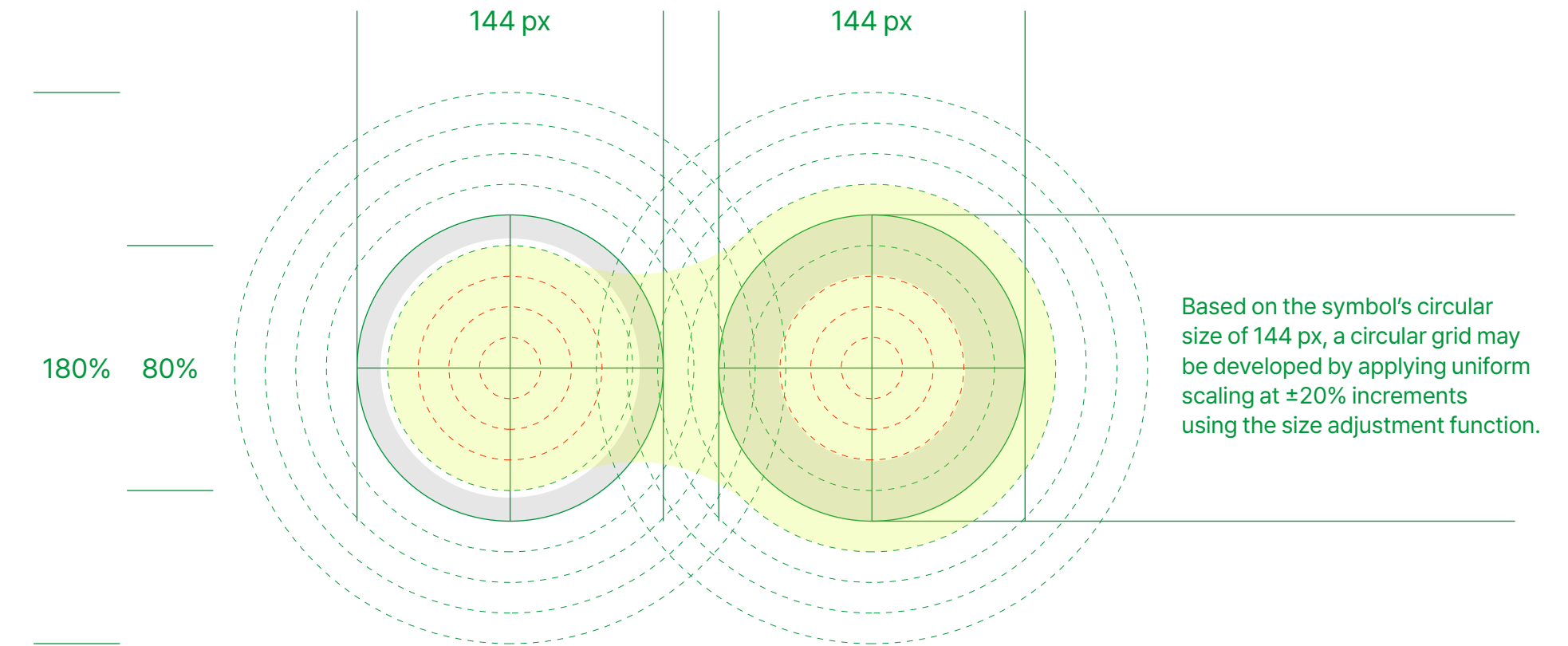
1. Text and images may be freely combined and applied.
2. When used in combination with images or 3D graphics, it can function as an element optimized for reinforcing brand identity.
3. A size ratio of 1:2 between the two circular forms is recommended. Use of identical size ratios is not permitted.
4. For the connection area between circular forms, a minimum width of 45 px and a maximum width of 100 px is recommended.
(Based on Circle 1: 200 px, Circle 2: 100 px)
5. Expansion is permitted based on a system aligned to a symbol diameter of 144 px while maintaining the designated spacing of the Celltrion symbol.
 - 5-1. Use of sizes smaller than 80% of the 144 px diameter is not permitted.
 - 5-2. When applied, a size difference of at least 40% between the two circles is required.
 - 5-3. A size difference exceeding 170% between the two circles is not permitted.

[Type C]

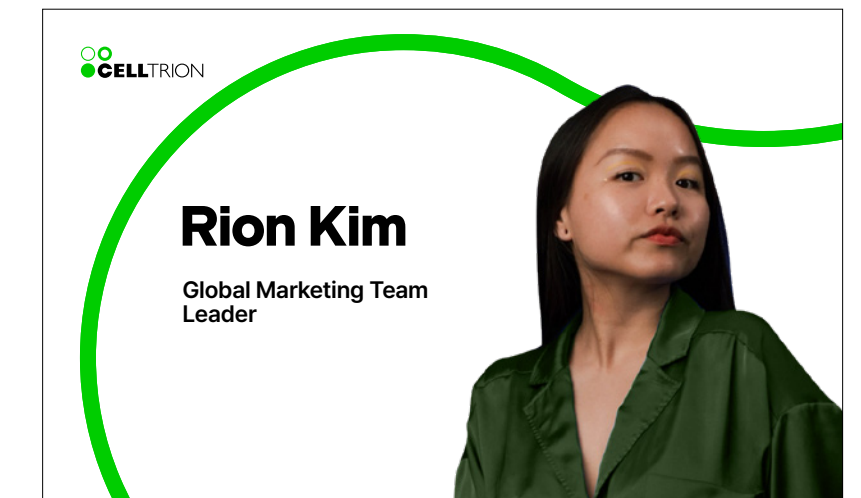
Expandable Pattern Application



[Type C System]



[Example]



A.3 Graphic Systems

3-7. Prohibited Type C Usage

Application examples and precautions when using Type C.

[Prohibited Usage]

- 1) Use of two circular forms at a 1:1 size ratio is not permitted.
- 2) Use of more than two circular connection is not permitted.
- 3) Use without the circular connection area is not permitted.
- 4) Extreme size changes between the two circles are not permitted.
- 5) Modification of line weight is not permitted.

1)



2)



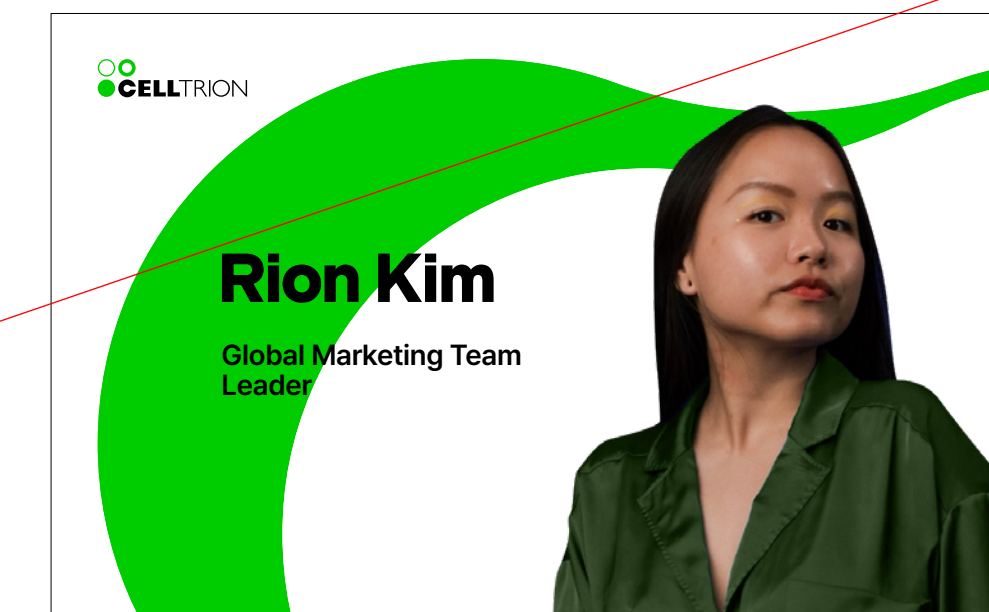
3)



4)



5)



A.3 Graphic Systems

3-8. 3D Object Application Guidelines

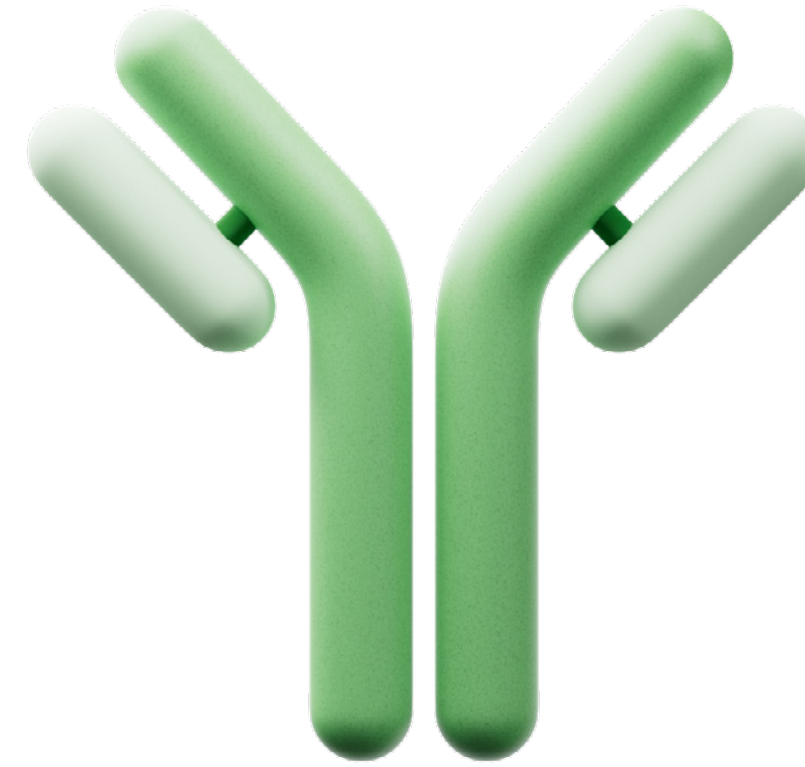
3D objects presented in both static imagery and motion can be utilized across various media to communicate the brand's technological expertise and identity both internally and externally.

The application of 3D characteristics, featuring a matte texture and a solid form, establishes Celltrion's distinctive brand identity.

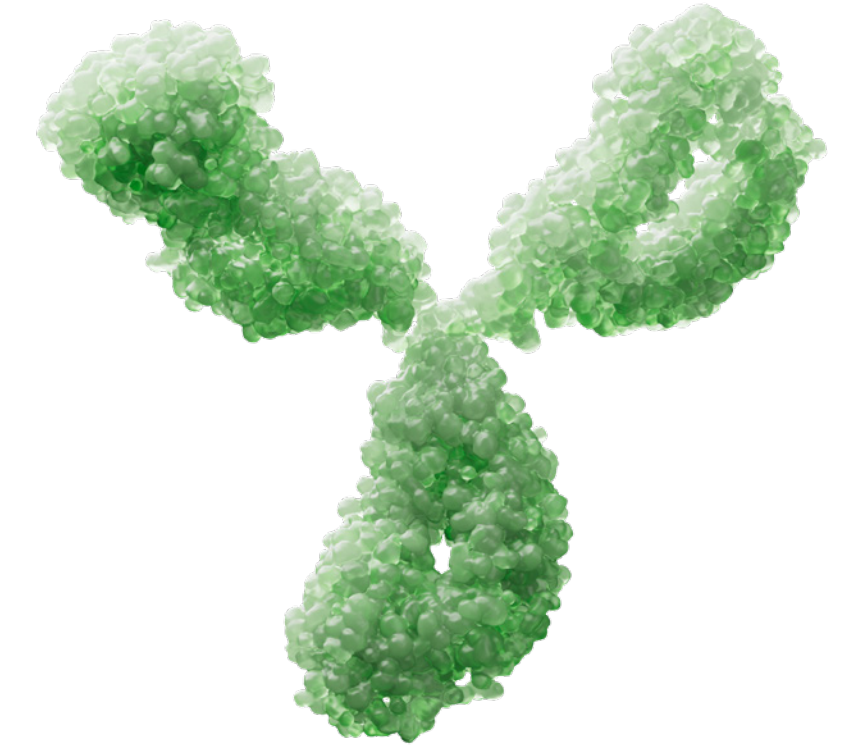
[DNA]



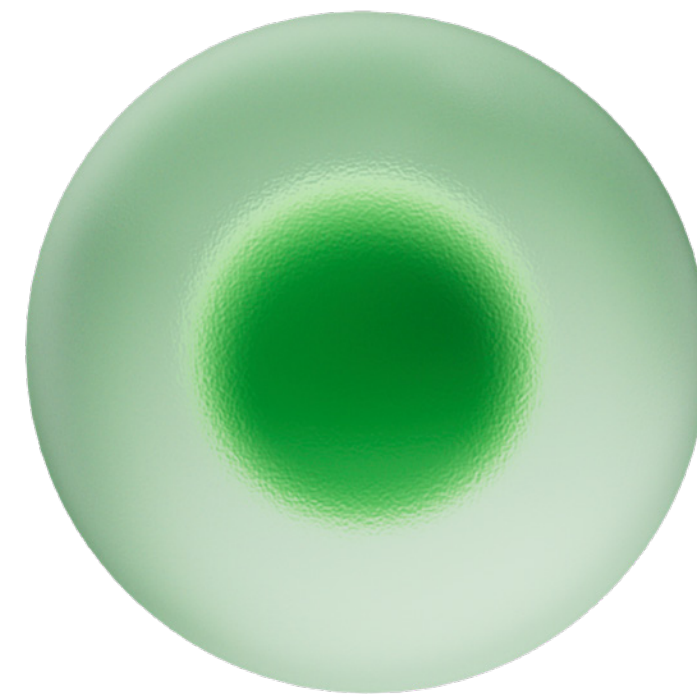
[Antibody 1]



[Antibody 2]



[Cell]



[Vial]



[Bioreactor]



A.3 Graphic Systems

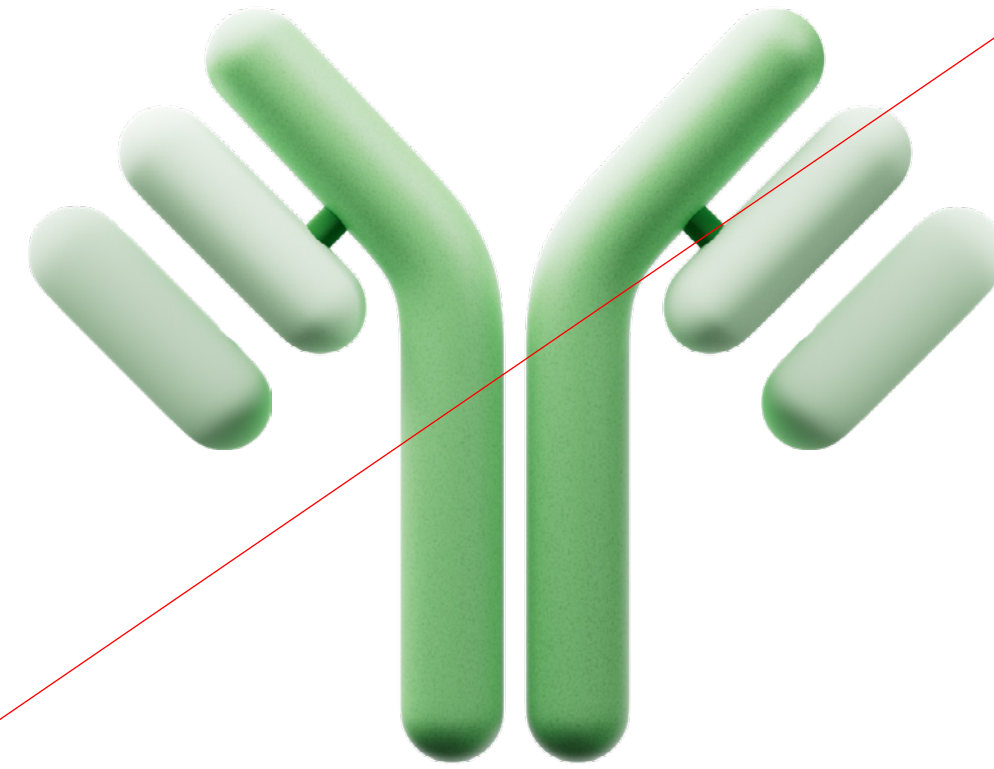
3-9. Prohibited 3D Object Usage

Precautions when using 3D objects.

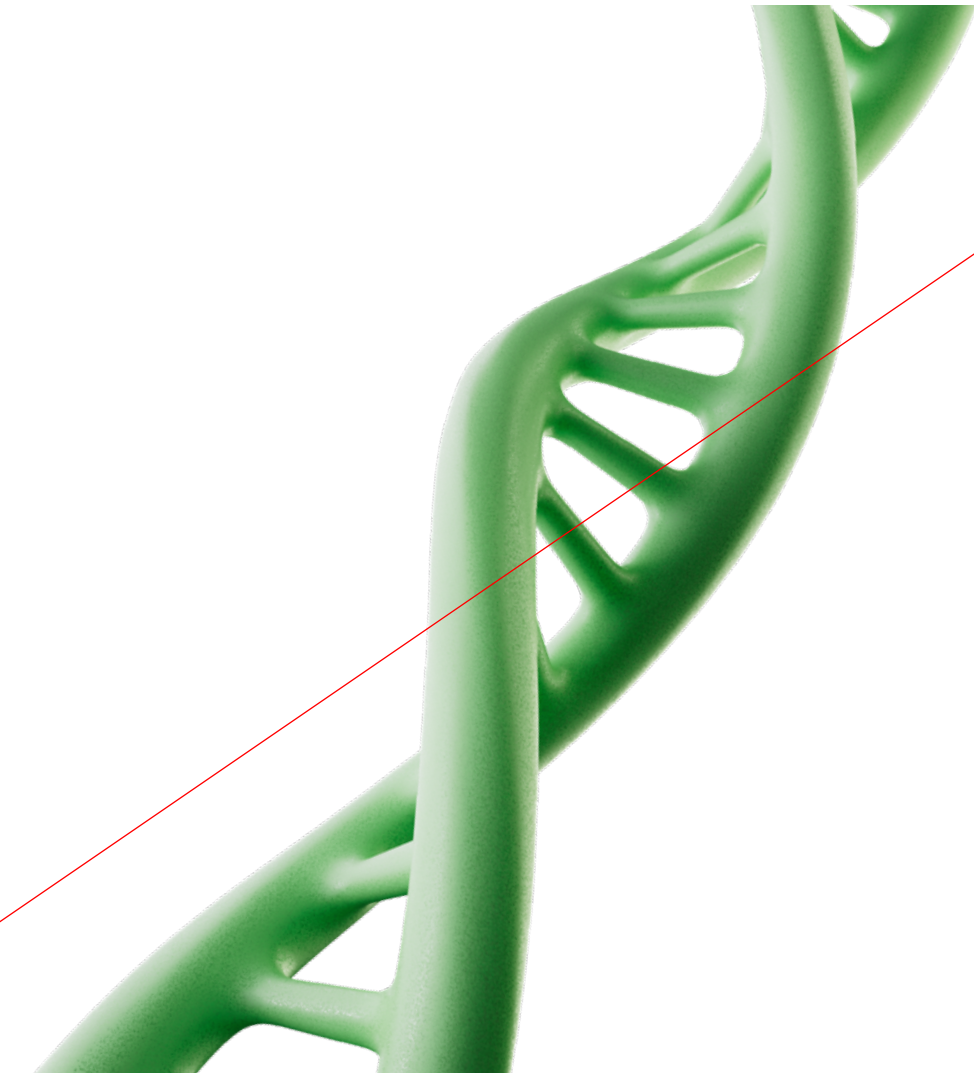
[Prohibited Usage]

1. Only the provided image form may be used, and any modification of the shape is not permitted.
2. Use of motion capture files is not permitted.
3. Only proportional scaling is permitted.
4. Color changes are permitted only within the primary and secondary color palettes. Any other color modifications should be avoided.

1



2



3



4



4. Typography

Typography is an essential element that clearly conveys information while naturally expressing the brand's character and image through consistent use. By applying type size, weight, line and letter spacing in accordance with defined standards, a refined and trustworthy brand image can be maintained.

- 4-1. Designated Typefaces
- 4-2. Typeface Guidelines (1)
- 4-3. Typeface Guidelines (2)
- 4-4. Typeface Combination Examples
- 4-5. Prohibited Typeface Application

A.4 Typography

4-1. Designated Typefaces

To ensure consistent brand expression across diverse media environments, Celltrion has established standards for using Celltrion Sans and Pretendard.

Celltrion Sans, a proprietary typeface reflecting the corporate identity, and Pretendard, offering excellent legibility and cross-regional adaptability, are designated as the official typefaces.

[Designated Typeface A: Celltrion Sans]

Celltrion Sans

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

[Designated Typeface B: Pretendard]

Pretendard

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

A.4 Typography

4-2. Typeface Guidelines (1)

Celltrion Sans is a sans-serif typeface developed with the horizontal and vertical characteristics of the logo wordmark as its core motif. Designed in a single weight, the typeface ensures high legibility in digital environments and on low-resolution screens, while also delivering excellent information recognition in print applications. Leveraging these characteristics, Celltrion Sans is intended for use in headlines, titles, key messages, and brand identity expressions, excluding body text.

[Design Guidelines]

1. It must be used with consideration of usability and intended purpose for text elements such as titles and emphasized phrases.
2. Any non-standard modifications, including alterations to weight or proportions, are not permitted.

Daring to Go Beyond

Celltrion

[Example]

Celltrion Technologies Forum

INNOVATION FORUM

A.4 Typography

4-3.

Typeface Guidelines (2)

Pretendard, a typeface intended to support Celltrion Sans, is a versatile sans-serif font that supports nine weights and 182 languages.

[Design Guidelines]

1. Hierarchy must be adjusted according to the intended use.
2. Any non-standard modifications, including proportion adjustments, are not permitted.

Celltrion is a leading
global biopharmaceutical company
dedicated to improving the health
and well-being of patients

[Example]

The event has been prepared to embody the spirit of One Celltrion,
with participation across all divisions, including R&D, Manufacturing, Global Business, and Brand.

A.4 Typography

4-4. Typeface Combination Examples

These examples demonstrate the combined use of Celltrion Sans and Pretendard. All materials must be produced in accordance with the designated typeface combination.

[Title: Celltrion Sans (Korean) / Body Text: Pretendard (Korean)]

셀트리온 기술 포럼

셀트리온은 환자의 건강과 더 나은 인류의 삶을
위하는 글로벌 생명공학기업입니다.

[Title: Celltrion Sans (English) / Body Text: Pretendard (Korean)]

Celltrion Technologies Forum

셀트리온은 환자의 건강과 더 나은 인류의 삶을
위하는 글로벌 생명공학기업입니다.

[Title: Celltrion Sans (Korean) / Body Text: Pretendard (English)]

셀트리온 기술 포럼

Biopharmaceutical logistics:
An additional layer of quality assurance after production.

[Title: Celltrion Sans (English) / Body Text: Pretendard (English)]

Celltrion Technologies Forum

Biopharmaceutical logistics:
An additional layer of quality assurance after production.

A.4 Typography

4-5. Prohibited Typeface Application

The following outlines prohibited typeface usage.

[Prohibited Usage]

1. Application of typefaces other than the designated typeface for titles is not permitted.
2. Modification of proportions is not permitted.
3. Use of typefaces other than the designated typeface within titles is not permitted.
4. Excessive modification of letter spacing is not permitted.
5. Excessive modification of line spacing is not permitted.
6. Modification to the rotation or tilting of letters is not permitted.

1 <h1>Celltrion Technologies Forum</h1>	2 <p>The event has been prepared to embody the spirit of One Celltrion, with participation across all divisions, including R&D, Manufacturing, Global Business, and Brand.</p>
3 <h1>Celltrion Technologies Forum</h1> <p>Celltrion is a leading global biopharmaceutical company dedicated to improving the health and well-being of patients</p>	4 <h1>셀트리온기술포럼</h1> <p>Celltrion is a leading global biopharmaceutical company dedicated to improving the health and well-being of patients</p>
5 <p>Celltrion provides one-stop solutions for the entire process of biopharmaceutical business from R&D to clinical trials, regulatory affairs, production and distribution.</p>	6 <h1><i>Celltrion Technologies Forum</i></h1> <p><i>Biopharmaceutical logistics: An additional layer of quality assurance after production.</i></p>

B. Design Guidelines

1. Offline Designs

The design guidelines present brand design examples applied in offline environments. These examples reflect real-world contexts, offering guidance on application approaches and usage scope for future brand design planning and production.

1. Office Materials

- 1-1. Business Card
- 1-2. Nameplate
- 1-3. Small Envelope
- 1-4. Large Envelope
- 1-5. Shopping Bag
- 1-6. Document Template

2. Promotional Materials

- 2-1. Horizontal Banner
- 2-2. Vertical Banner
- 2-3. Poster

3. Notices

- 3-1. Keyword Notice
- 3-2. Horizontal Notice
- 3-3. Vertical Notice

4. Vehicle-Related Items

- 4-1. Company Vehicle Wrap
- 4-2. Temperature-controlled Container

5. Apparel

- 5-1. Employee Uniform

6. Signage

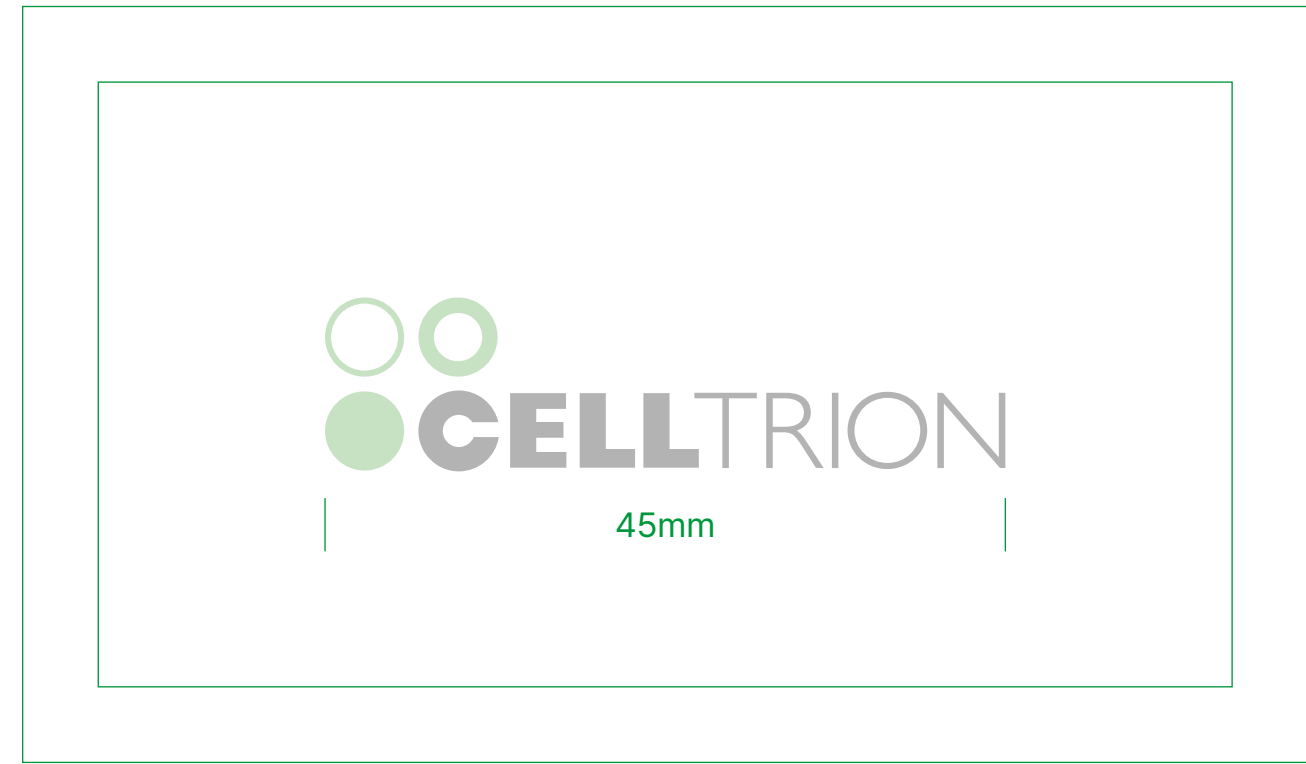
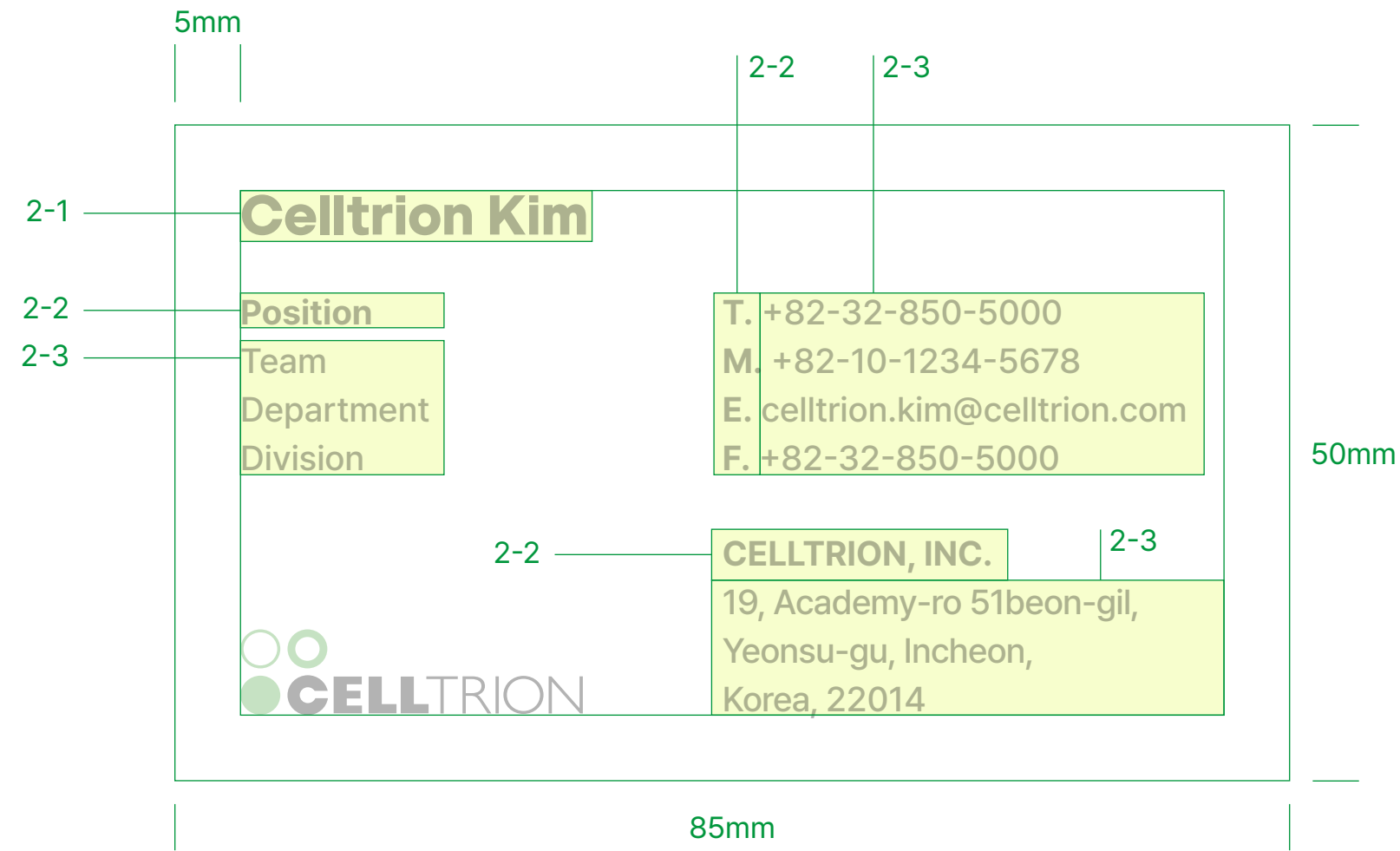
- 6-1. Circular Signage
- 6-2. Capsule Signage
- 6-3. Rounded-Rectangular Signage
- 6-4. Standing Signage

B.1 Offline Designs

1-1. Business Card

[Design Guidelines]

- 1. Dimensions
85x50 mm (W / H) (2:1 Scale)
- 2. Typeface
2-1. Celltrion Sans, Font Size: 12pt
2-2. Pretendard Bold, Font Size: 7.5pt
2-3. Pretendard Medium, Font Size: 7.5pt
- 3. Background Color
Celltrion Green 6



B.1 Offline Designs

**1-1.
Business Card**

Celltrion Kim

Position	T. +82-32-850-5000
Team	M. +82-10-1234-5678
Department	E. celltrion.kim@celltrion.com
Division	F. +82-32-850-5000

 **CELLTRION, INC.**
19, Academy-ro 51beon-gil,
Yeonsu-gu, Incheon,
Korea, 22014

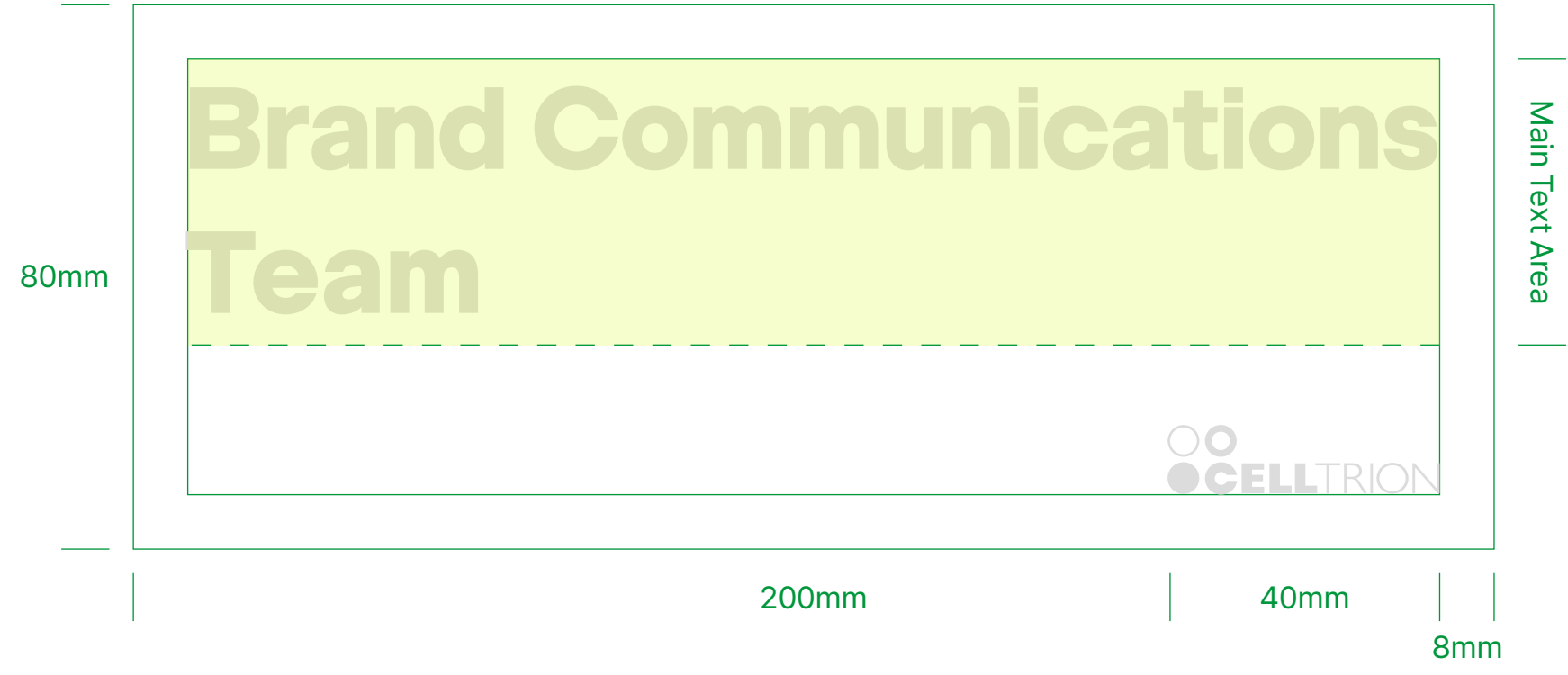


B.1 Offline Designs

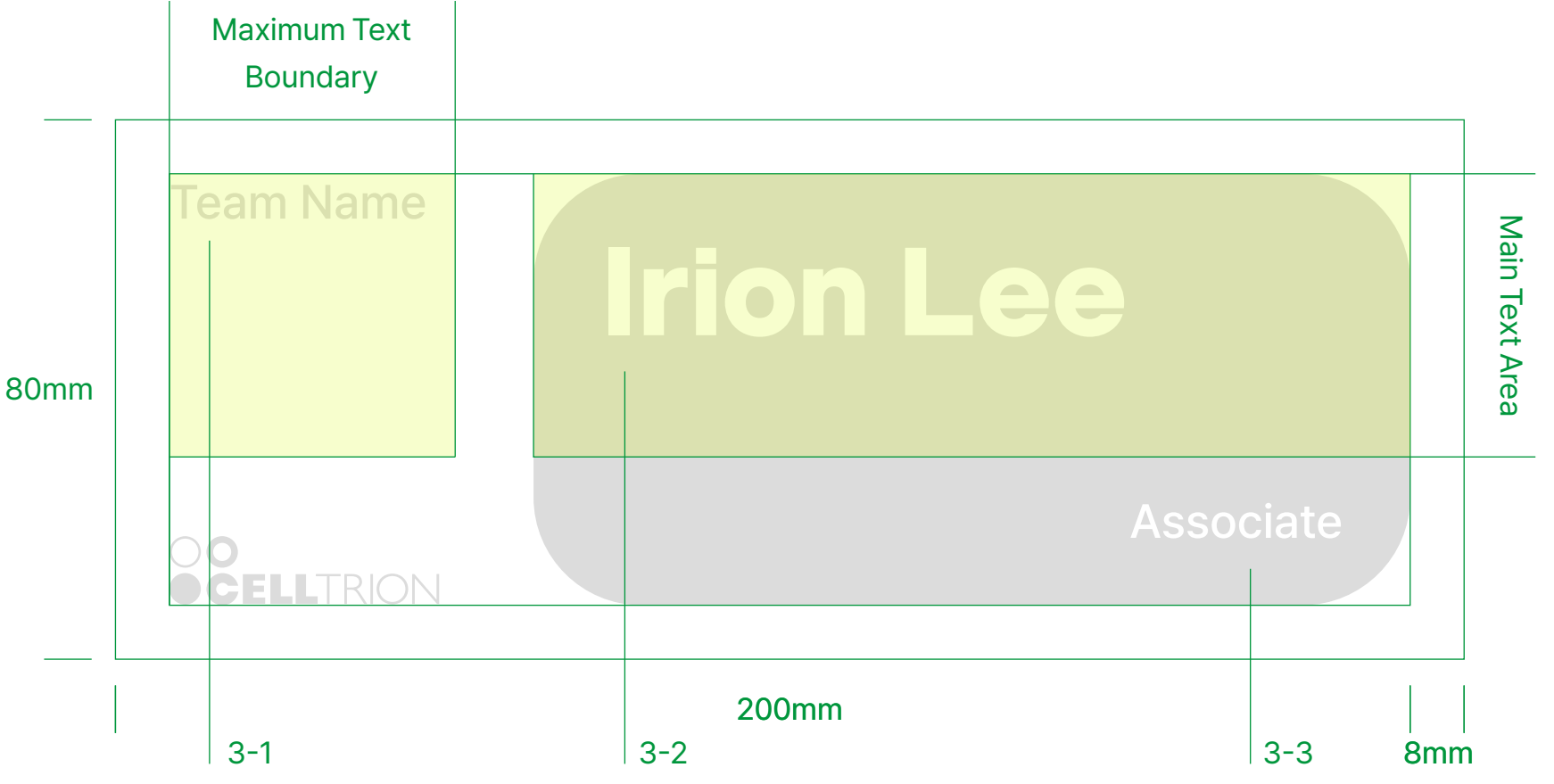
1-2. Nameplate

- [Design Guidelines]
- 1. Dimensions
200x80 mm (W / H) (1:1 Scale)
 - 2. Type A
Celltrion Sans, Font Size: 48pt
 - 3. Type B
 - 3-1. Pretendard Bold, Font Size: 20pt
 - 3-2. Celltrion Sans, Font Size: 52pt
 - 3-3. Pretendard Medium, Font Size: 20pt
 - 3-4. The font size used within the main text area is recommended to be a minimum of 48pt.
 - 4. Background Color
Celltrion Green 6

[Type A: Team Nameplate]



[Type B: Employee Nameplate]



B.1 Offline Designs

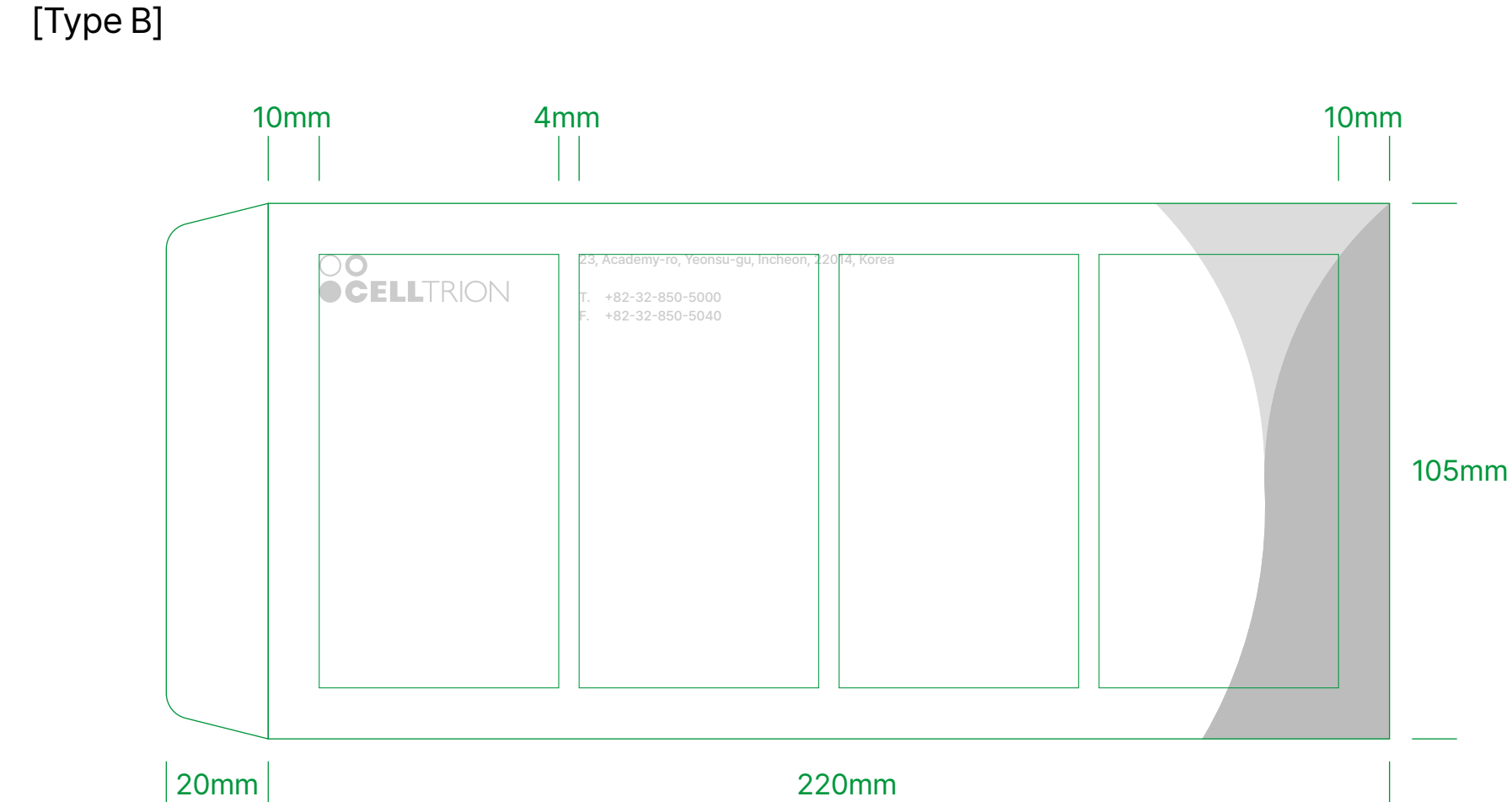
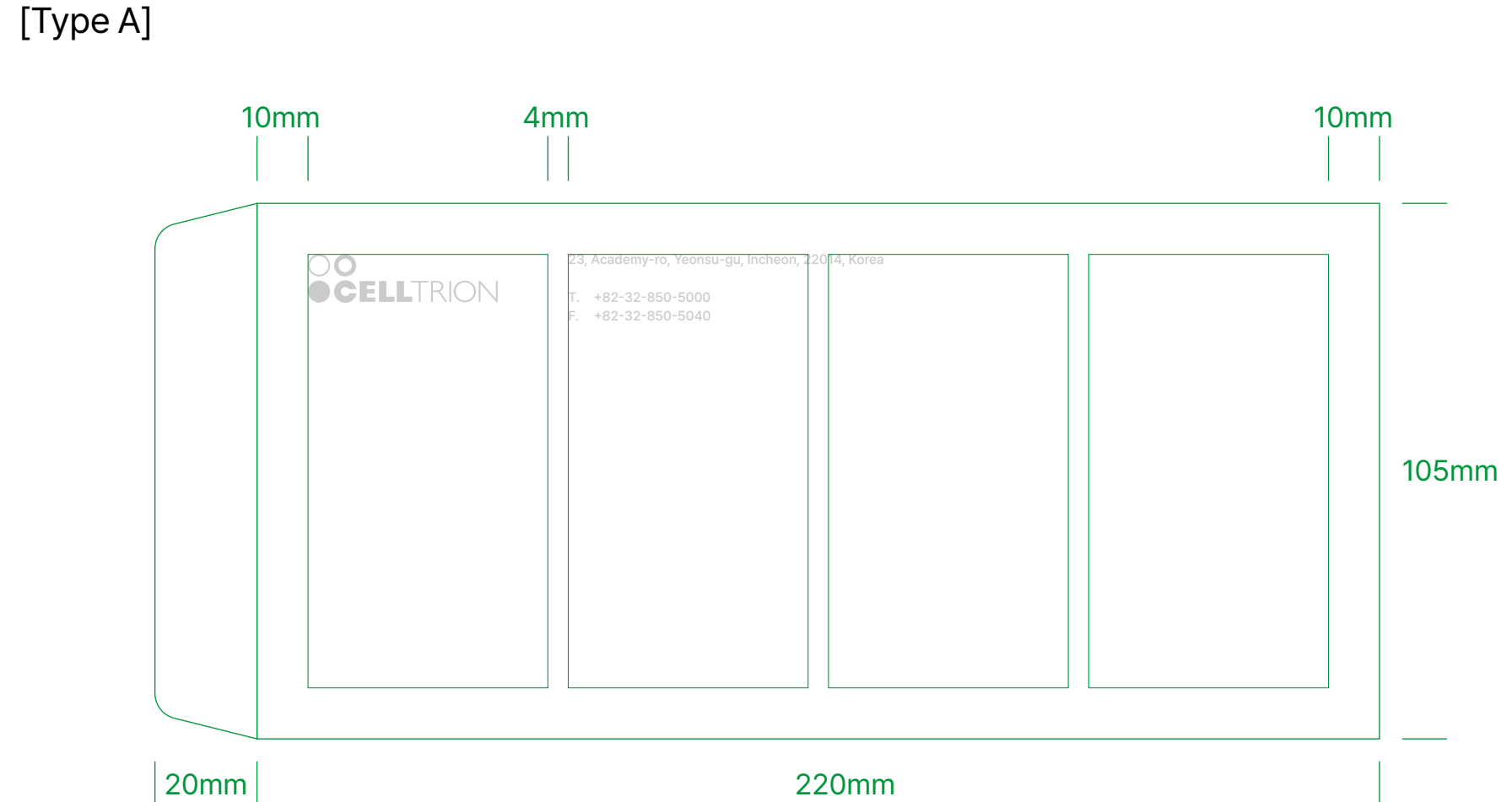
1-2. Nameplate



B.1 Offline Designs

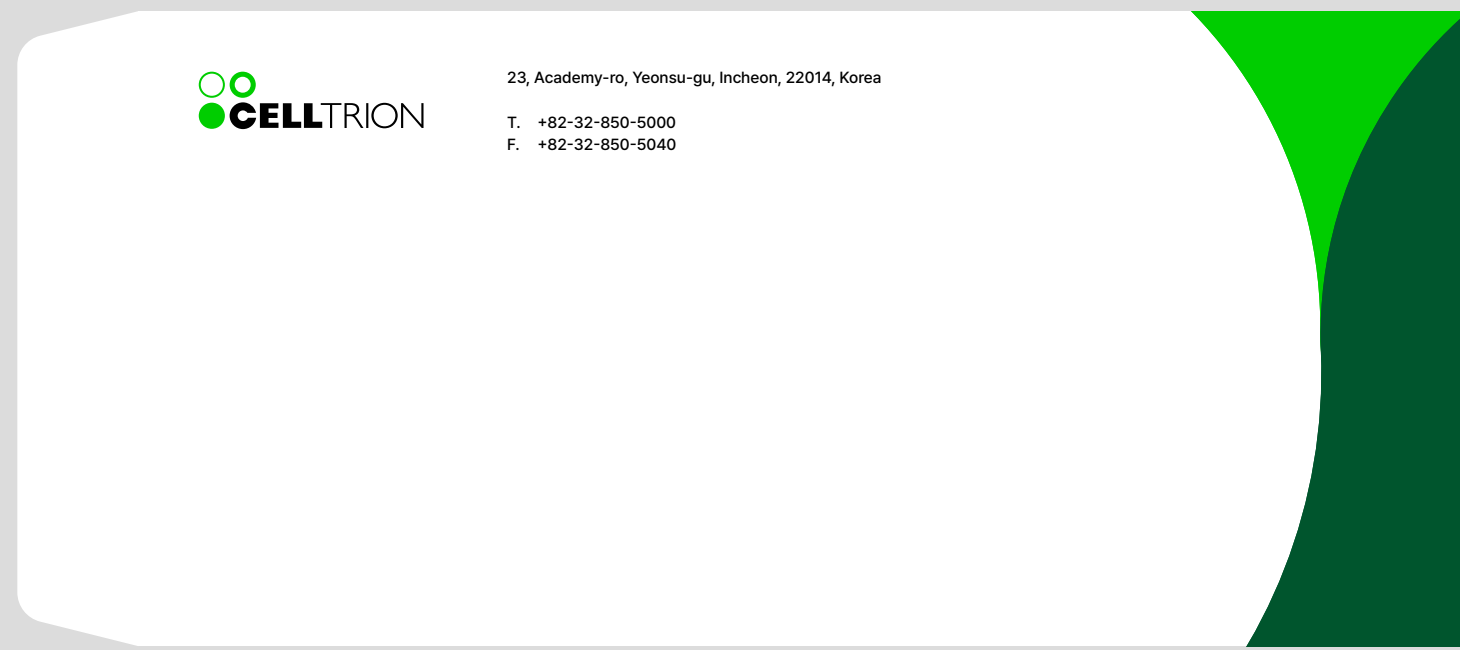
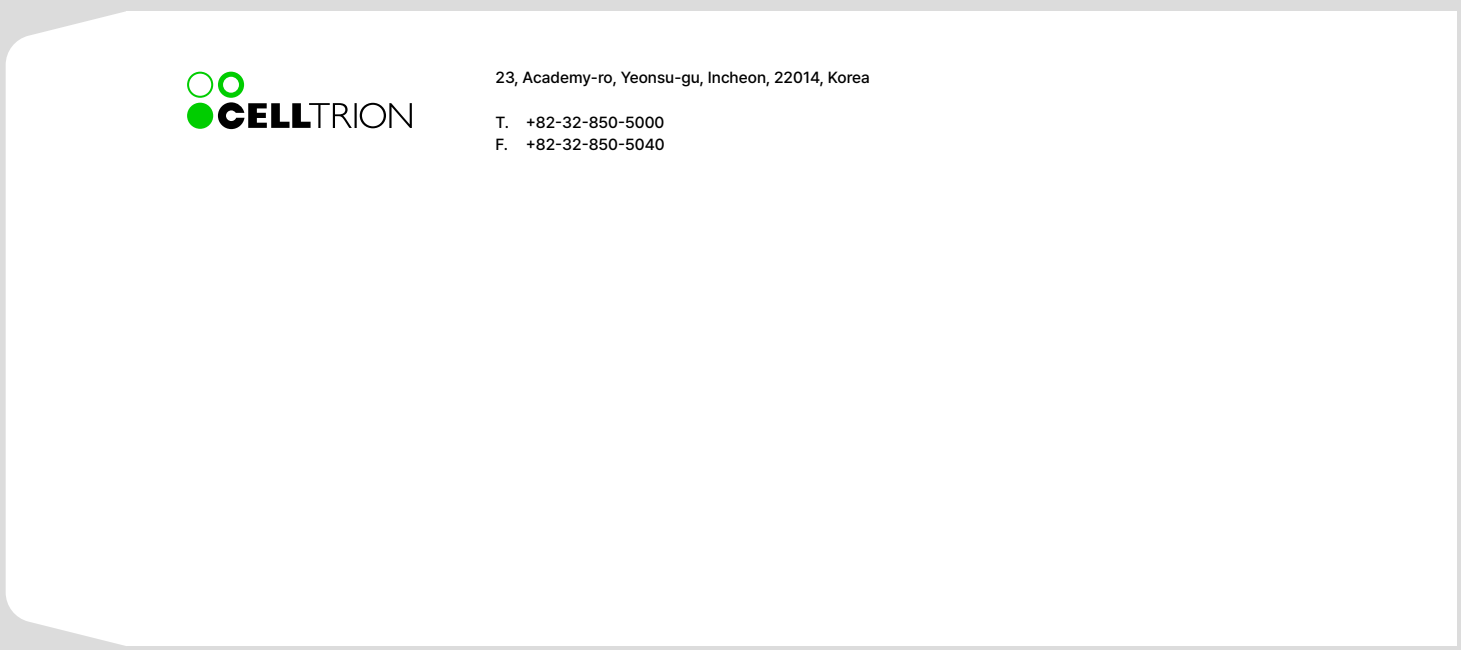
1-3. Small Envelope

- [Design Guidelines]
- 1. Dimensions
220×105 mm (W / H) (0.8:1 Scale)
 - 2. Typeface
Pretendard Medium, Font Size: 7.5pt



B.1 Offline Designs

1-3. Small Envelope

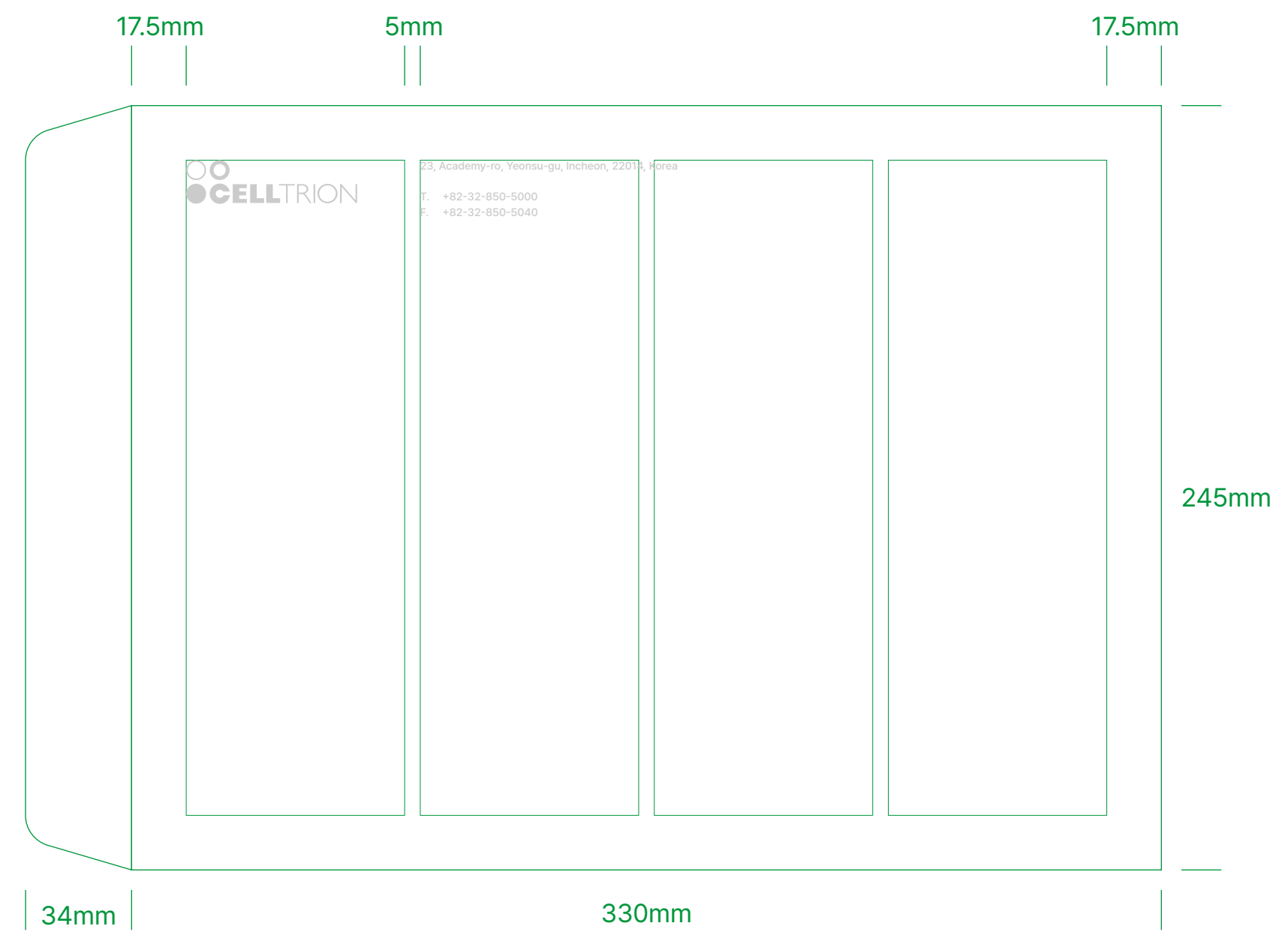


B.1 Offline Designs

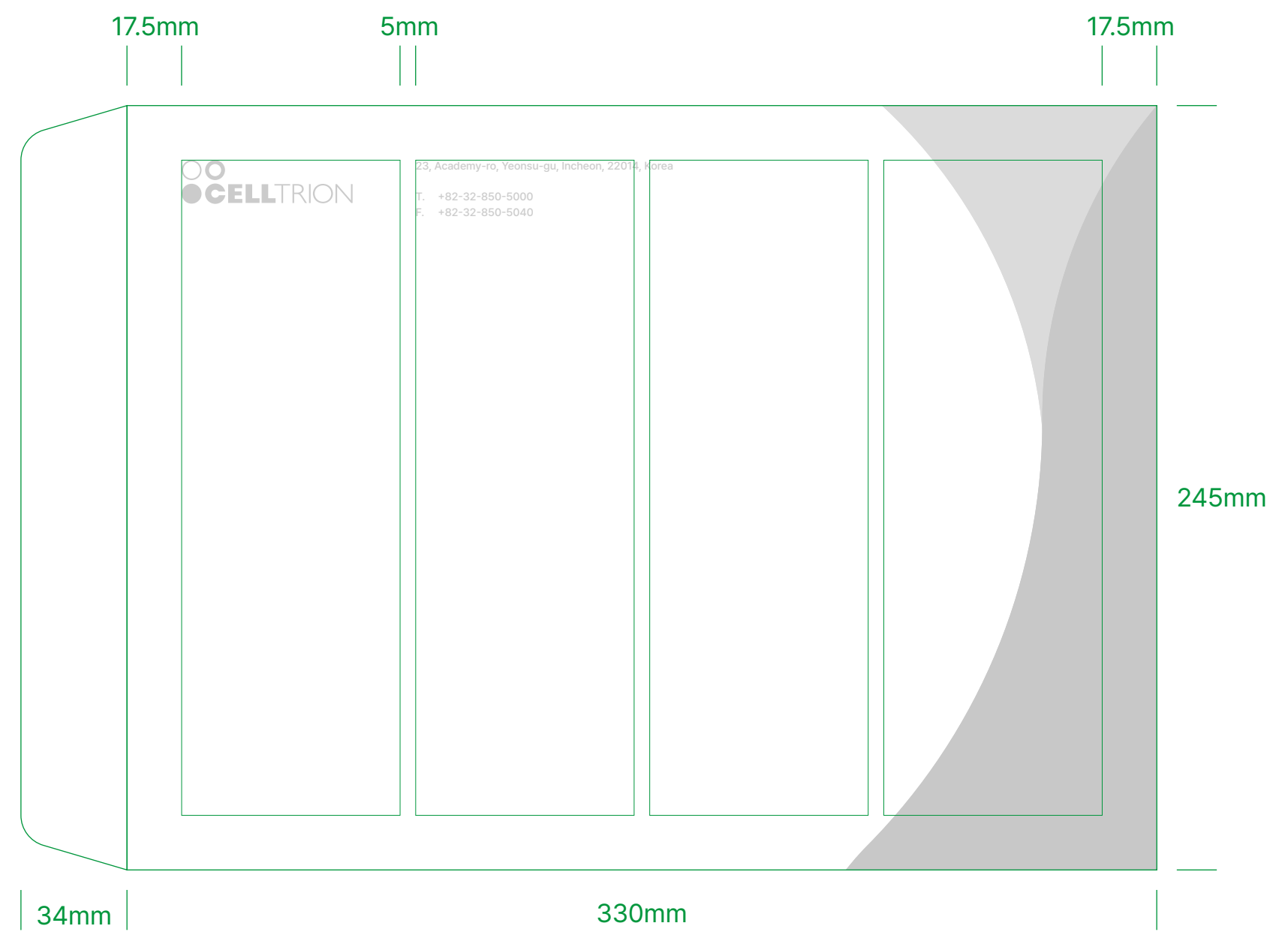
1-4. Large Envelope

- [Design Guidelines]
- 1. Dimensions
330×245 mm (W / H) (0.55:1 Scale)
 - 2. Typeface
Pretendard Medium, Font Size: 10pt

[Type A]

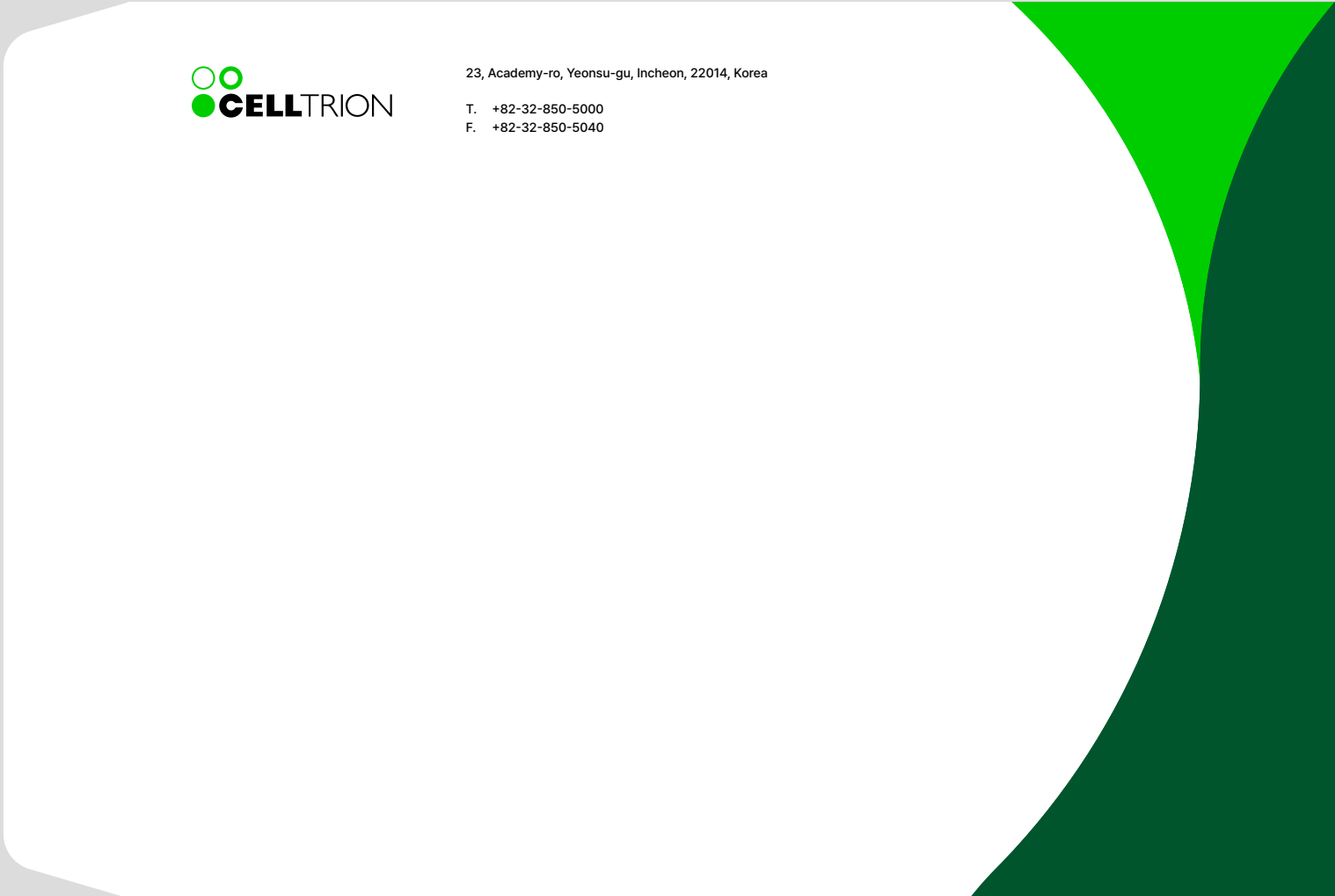
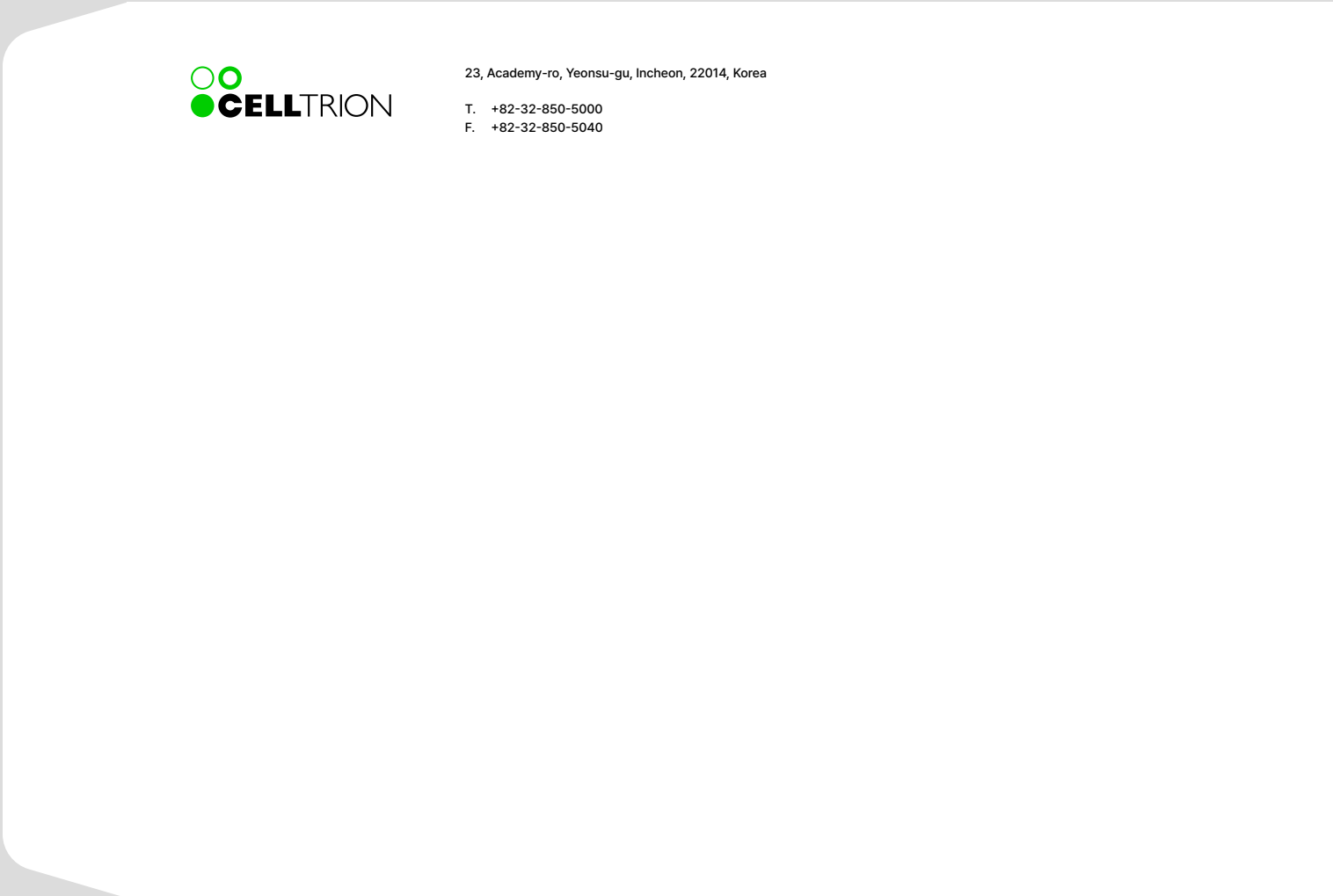


[Type B]



B.1 Offline Designs

**1-4.
Large Envelope**

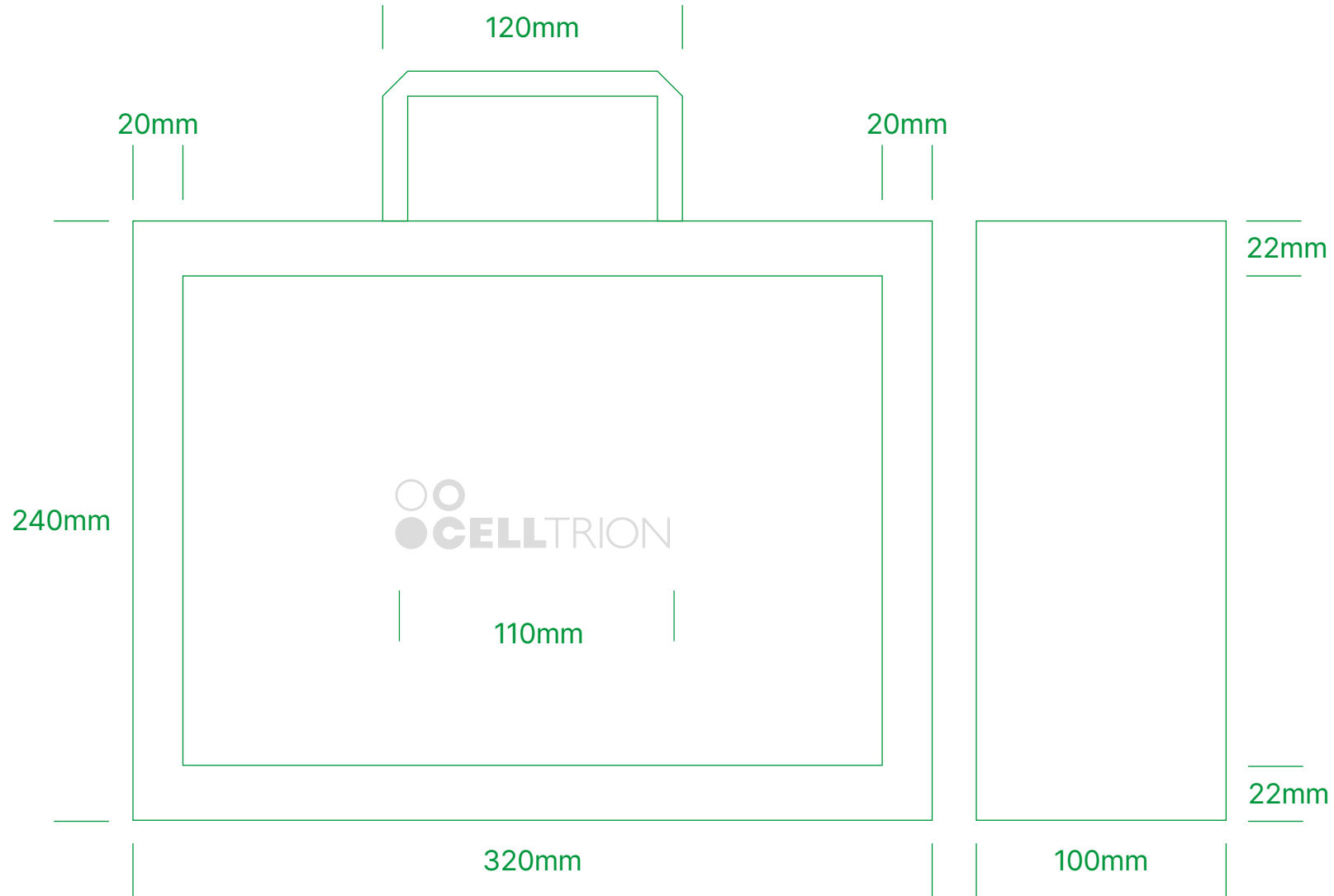


B.1 Offline Designs

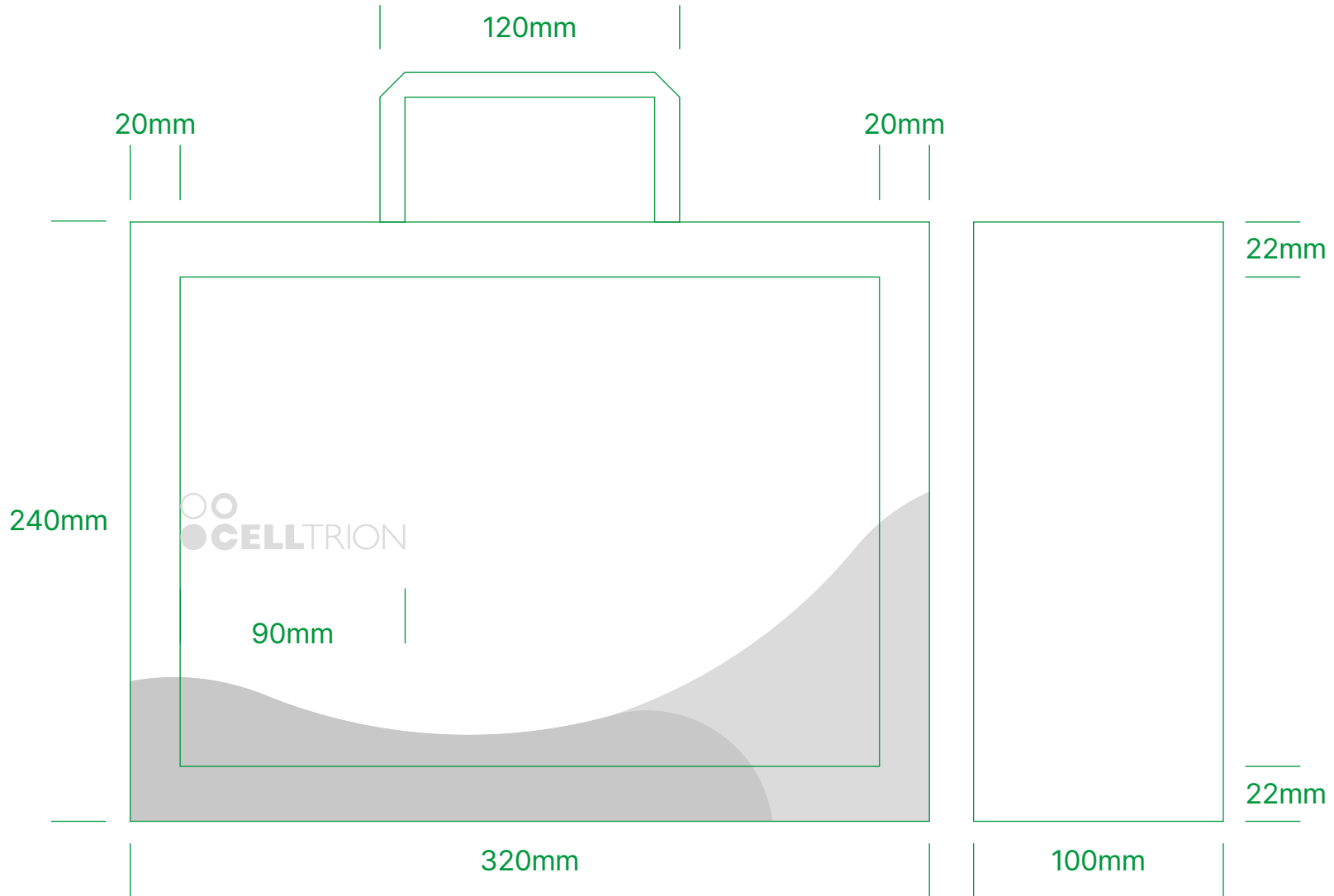
1-5. Shopping Bag

[Design Guidelines]
1. Dimensions
320×240×100 mm (W / H / D) (0.4:1 Scale)

[Type A]



[Type B]



B.1 Offline Designs

**1-5.
Shopping Bag**

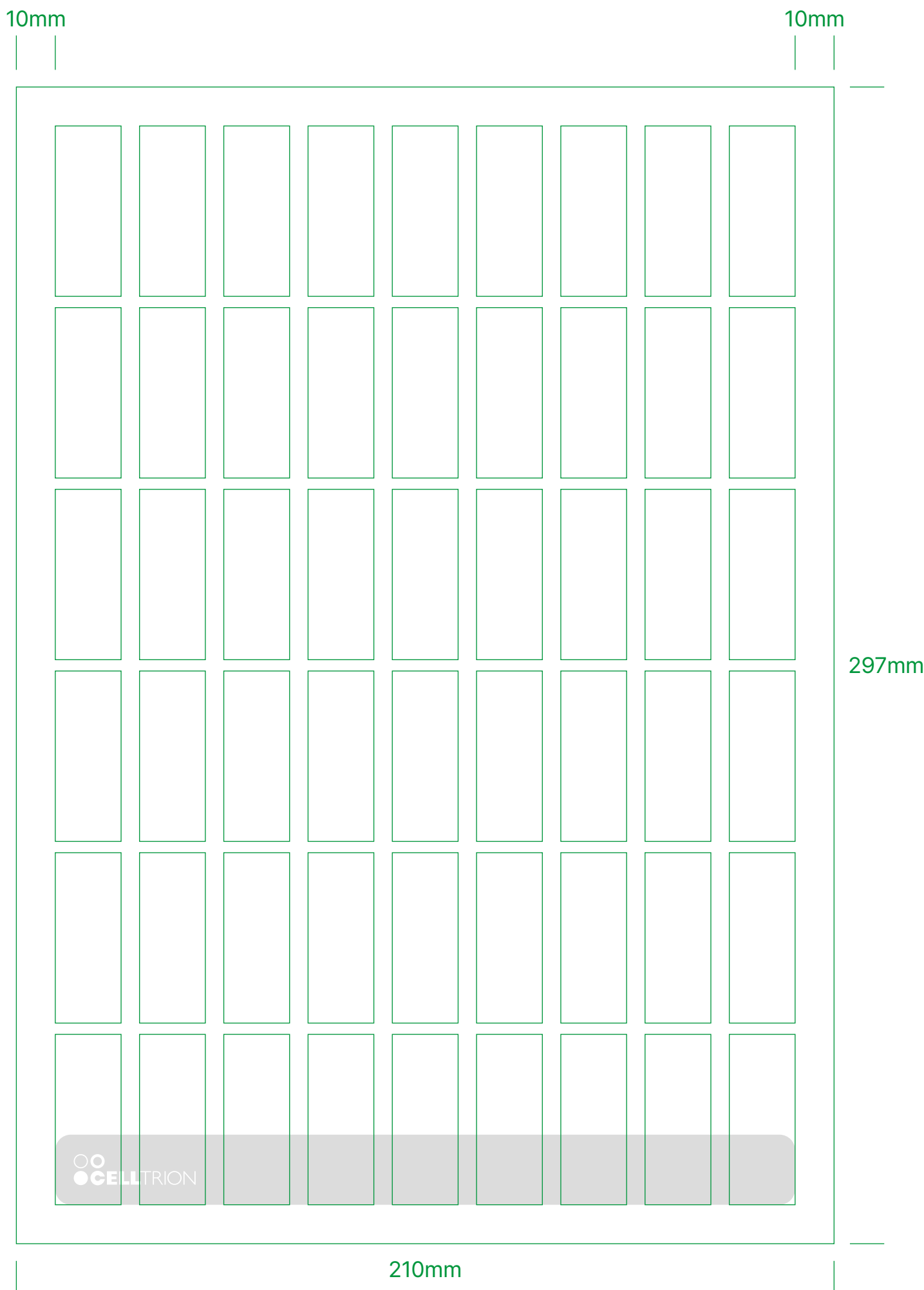


B.1 Offline Designs

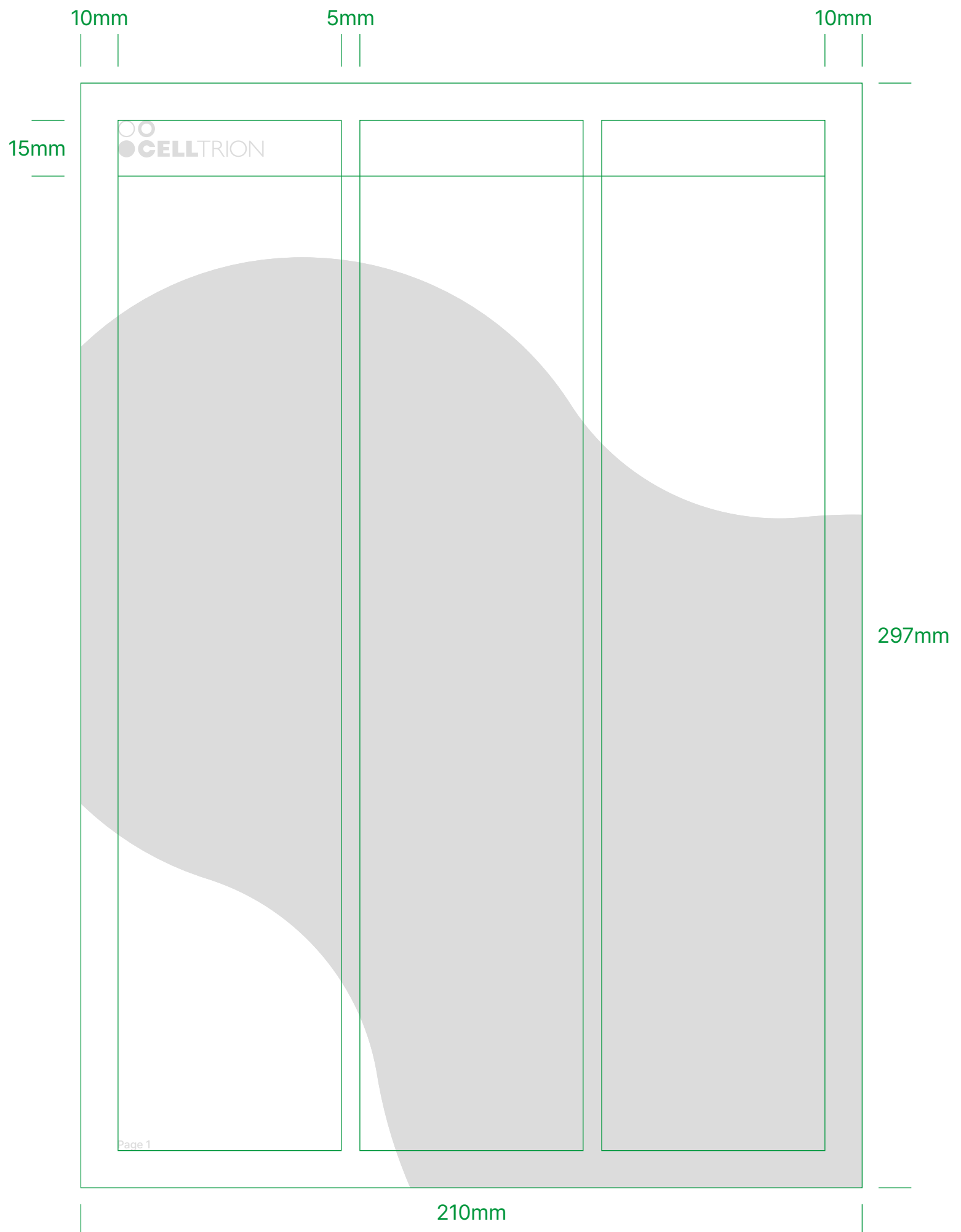
1-6. Document Template

- [Design Guidelines]**
- 1. Dimensions: A4-based
210×297 mm (W / H) (0.8:1 Scale)
 - 2. Notice
 - 2-1. This template is applicable in both online and offline environments.
 - 2-2. The font size is recommended to be a minimum of 7pt.

[Type A]



[Type B]



B.1 Offline Designs

1-6. Document Template

Doc No. 20260101
Date 2026 Jan 01
CC Brand Communications Team

From CELLTRION, 23, Academy-ro, Yeonsu-gu, Incheon

Celltrion's Commitment to Biopharmaceutical Excellence

Celltrion has established itself as a leader in biopharmaceutical manufacturing, with a production capacity of 250,000 liters. With advanced animal cell culture technology and a flexible production system, we ensure a reliable supply of high-quality pharmaceuticals worldwide. By optimizing safety, stability, and cost competitiveness, we are committed to providing effective treatments to patients around the world.

[250,000 Liters of Production Capacity: A Global Competitive Edge]
Our state-of-the-art production facilities in Songdo, Incheon, include three plants: Plant 1 (100,000 liters), Plant 2 (90,000 liters), and Plant 3 (60,000 liters). Together, these facilities have the capacity to produce 250,000 liters of monoclonal antibodies. The plants are designed to handle both large-scale production and flexible small-batch manufacturing, allowing us to meet the diverse needs of global markets, from commercial production to clinical trials. This adaptability in our production system is a significant competitive advantage, enabling us to swiftly respond to the evolving demands of the market.

[Comprehensive Production System with Uncompromising Quality Assurance]
Our integrated production system covers every step of the process—from raw material production and finished drug manufacturing to quality control, facility construction, and logistics management. This holistic approach ensures we maintain industry-leading production capabilities within South Korea while upholding the highest standards of safety and quality. Celltrion's commitment to rigorous quality control and process management ensures that every phase of production meets the strictest standards.

[Global Certifications and Advanced Production Facilities]
Plant 1 was the first animal cell culture facility in Asia to receive FDA cGMP certification, and it is where the world's first monoclonal antibody biosimilar, Remsima, was produced. It also features a 1,000L single-use bioreactor system, capable of handling small-batch production and clinical material manufacturing. This innovation demonstrates our advanced technological capabilities and commitment to excellence in quality control. Additionally, we are expanding our production capacity with a new finished drug manufacturing plant near Plant 1. Construction is underway, with the goal of completing the facility by the end of 2026. Commercial production is expected to begin in 2027, with the plant focusing on vial production for both existing and future products. This expansion is a key part of strengthening our global market presence.

Plant 2, established in 2011, is a large-scale production facility with a total capacity of 90,000 liters, featuring six 15,000-liter bioreactors. This facility enables the production of both drug substances and drug products, providing a major advantage over many companies that produce drug substances in-house but outsource the production of drug products. By managing both processes in-house, Plant 2 ensures significant cost savings, improved product quality, and enhanced operational efficiency and competitiveness.

Date 2026 Jan 01







Page 1

B.1 Offline Designs

2-1. Horizontal Banner

[Design Guidelines]

1. Dimensions

5,000×900 mm (W / H) (0.08:1 Scale)

2. Type A

2-1. Pretendard Medium, Font Size: 280pt

2-2. Celltrion Sans, Font Size: 852pt

2-3. Pretendard ExtraBold / Regular,
Font Size: 180pt

2-4. The font size used within the main text area is recommended to be a minimum of 750pt.

3. Type B

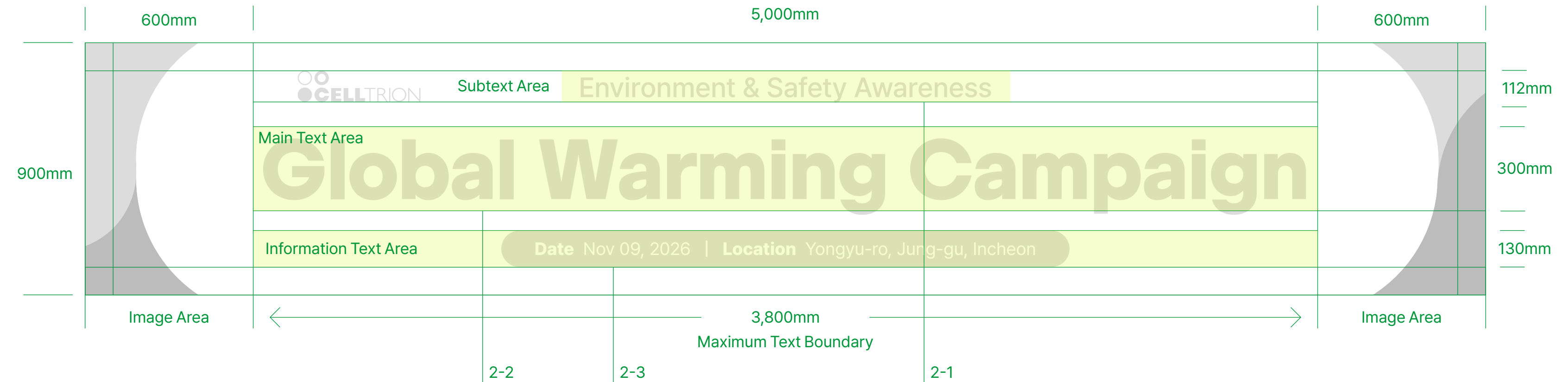
3-1. Celltrion Sans, Font Size: 1,000pt

3-2. Pretendard Bold / Medium, Font Size: 225pt

3-3. The font size used within the main text area is recommended to be a minimum of 850pt.

4. The text used within the text area is recommended to be set on a single-line.

[Type A]



[Type B]



B.1 Offline Designs

2-1. Horizontal Banner



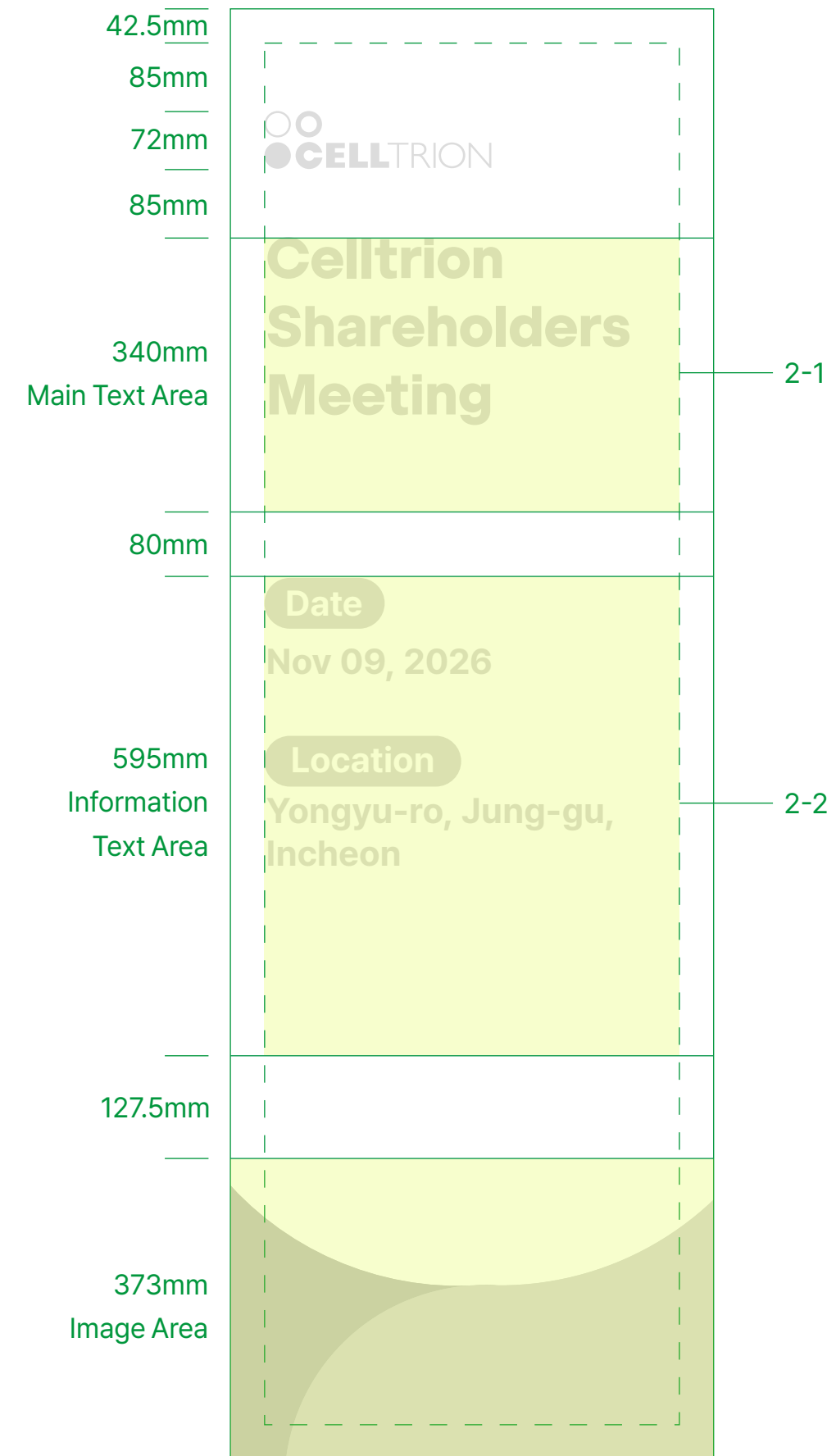
B.1 Offline Designs

2-2. Vertical Banner

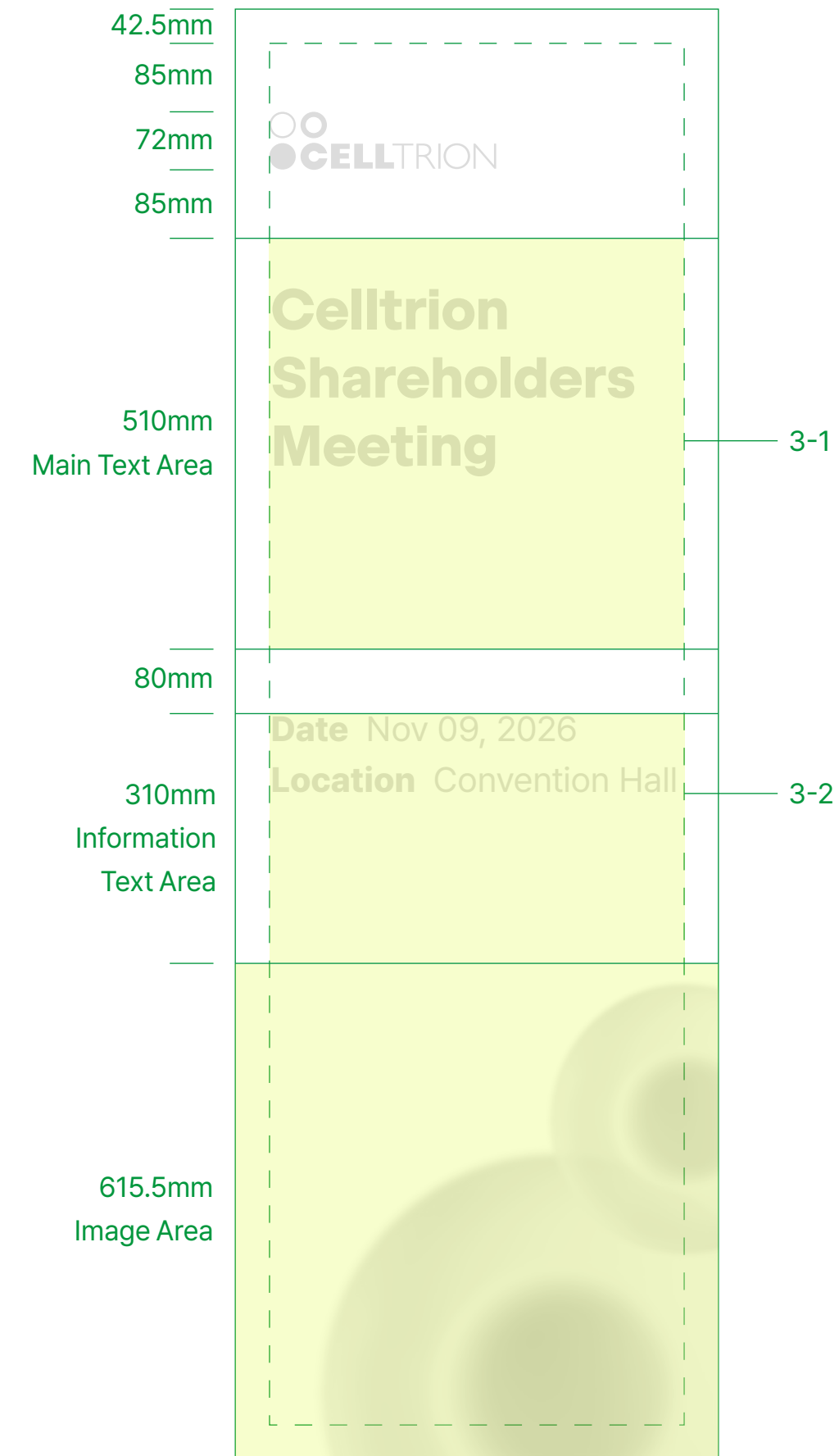
[Design Guidelines]

1. Dimensions
600×1,800 mm (W / H) (0.13:1 Scale)
2. Type A
 - 2-1. Celltrion Sans, Font Size: 200pt
 - 2-2. Pretendard Bold, Font Size: 125pt
3. Type B
 - 3-1. Celltrion Sans, Font Size: 200pt
 - 3-2. Pretendard ExtraBold / SemiBold, Font Size: 123pt
4. Type C
 - 4-1. Celltrion Sans, Font Size: 200pt
 - 4-2. Pretendard Bold, Font Size: 125pt
5. Notice
The font size used within the main text area is recommended to be a minimum of 160pt.

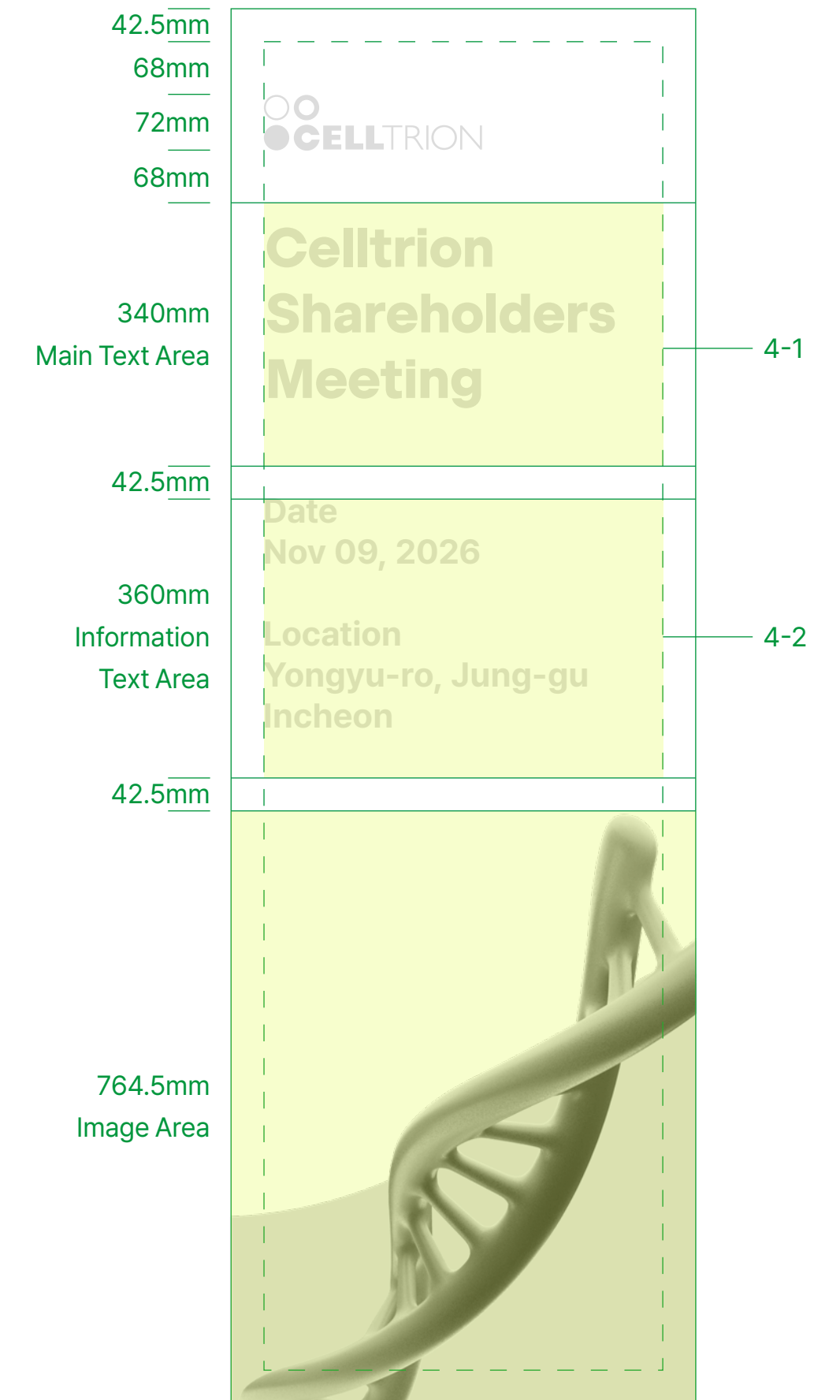
[Type A]



[Type B]



[Type C]



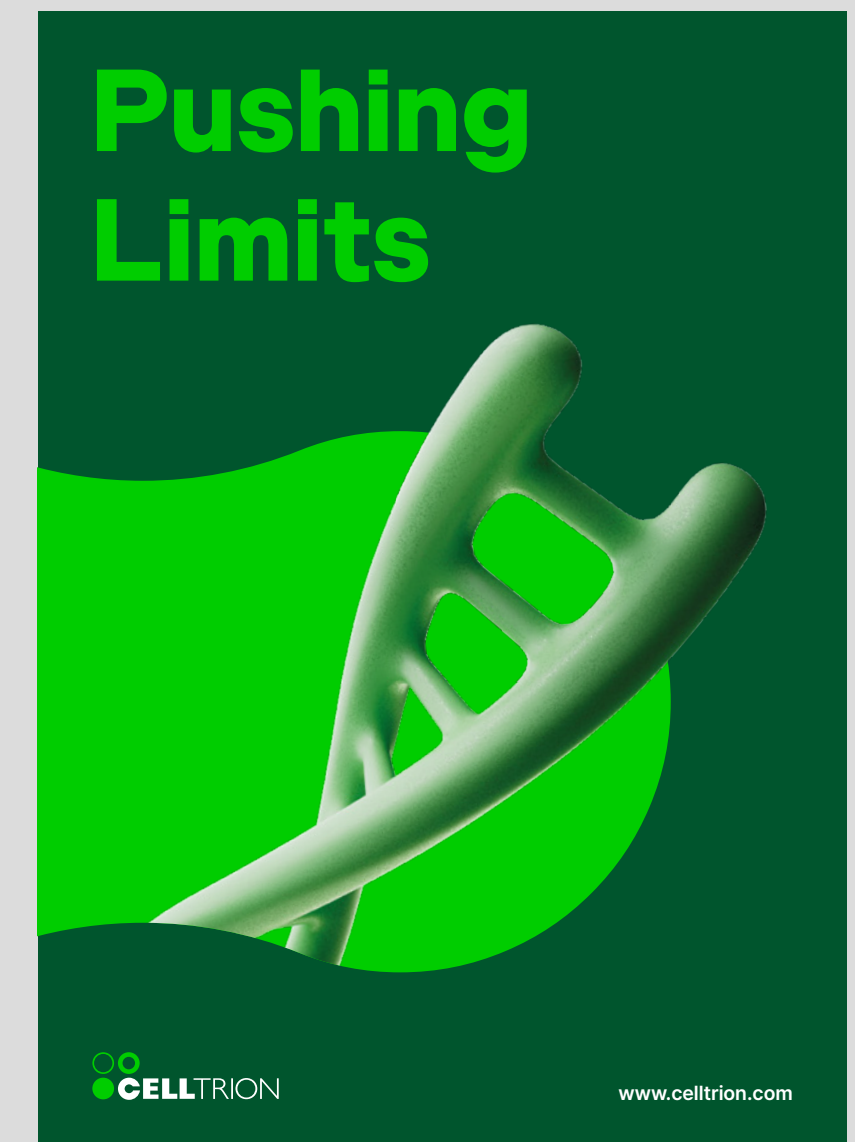
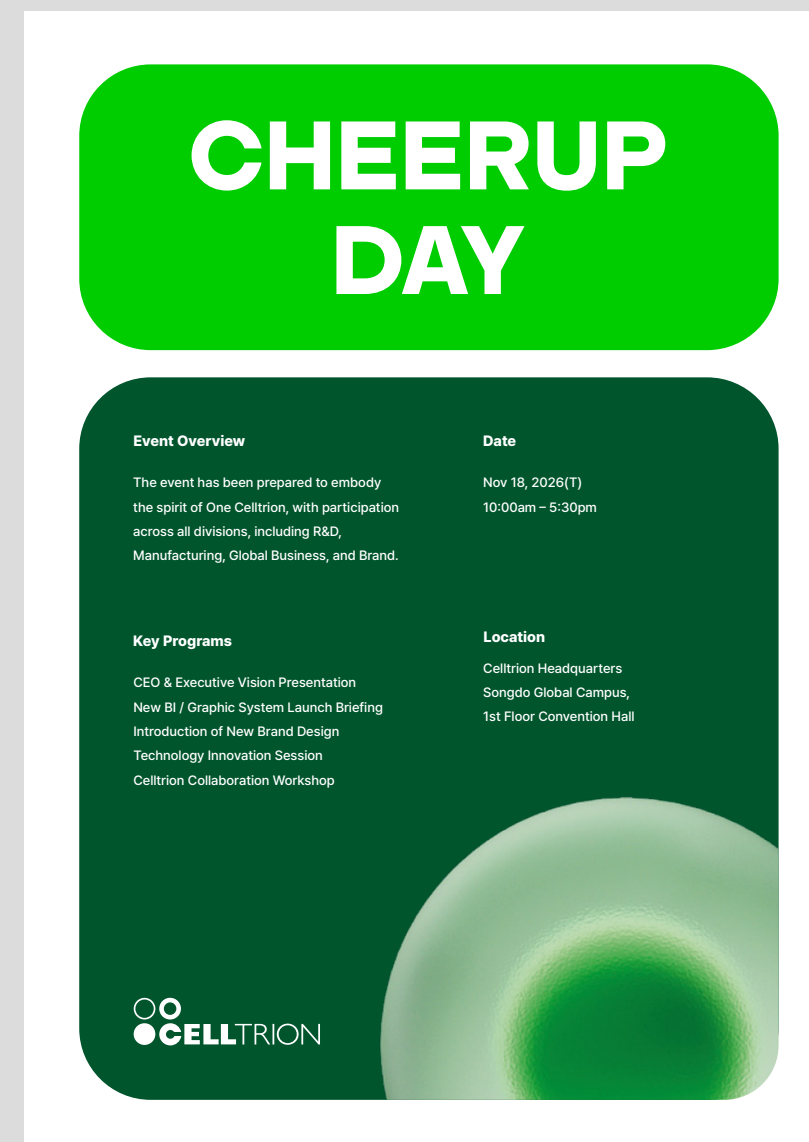
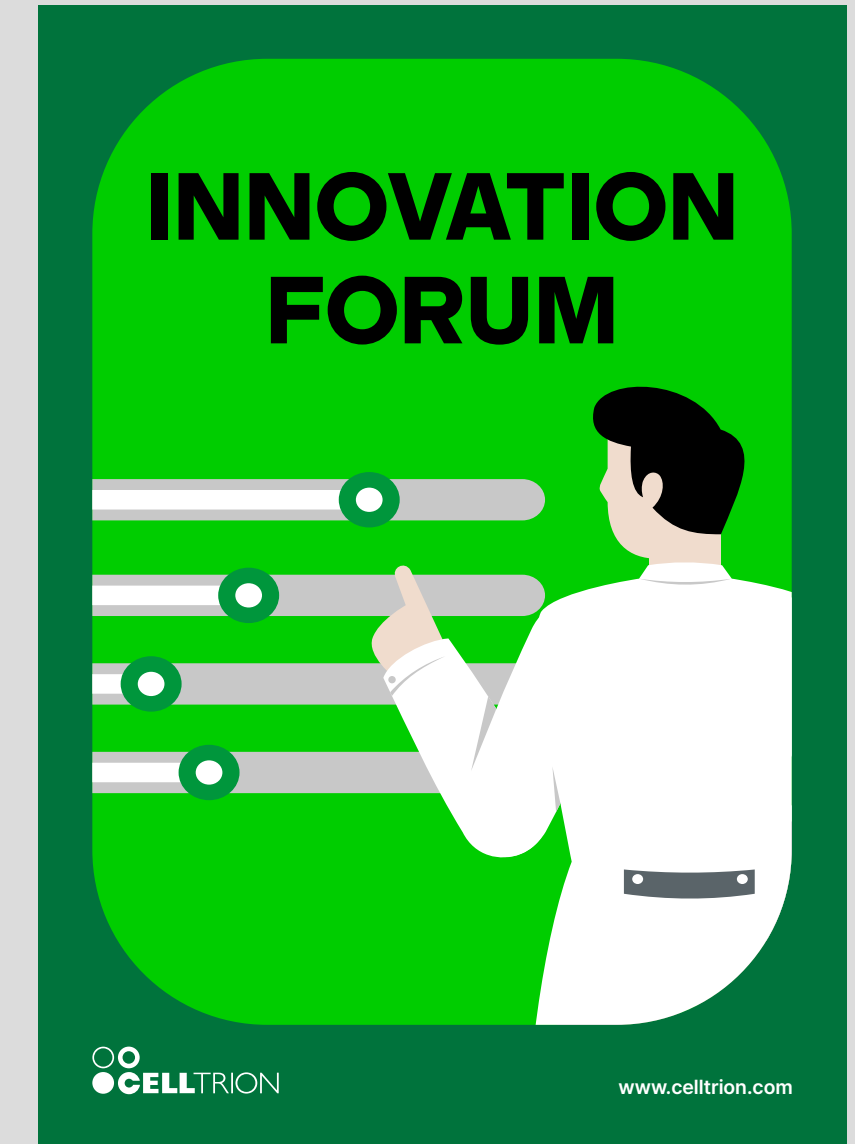
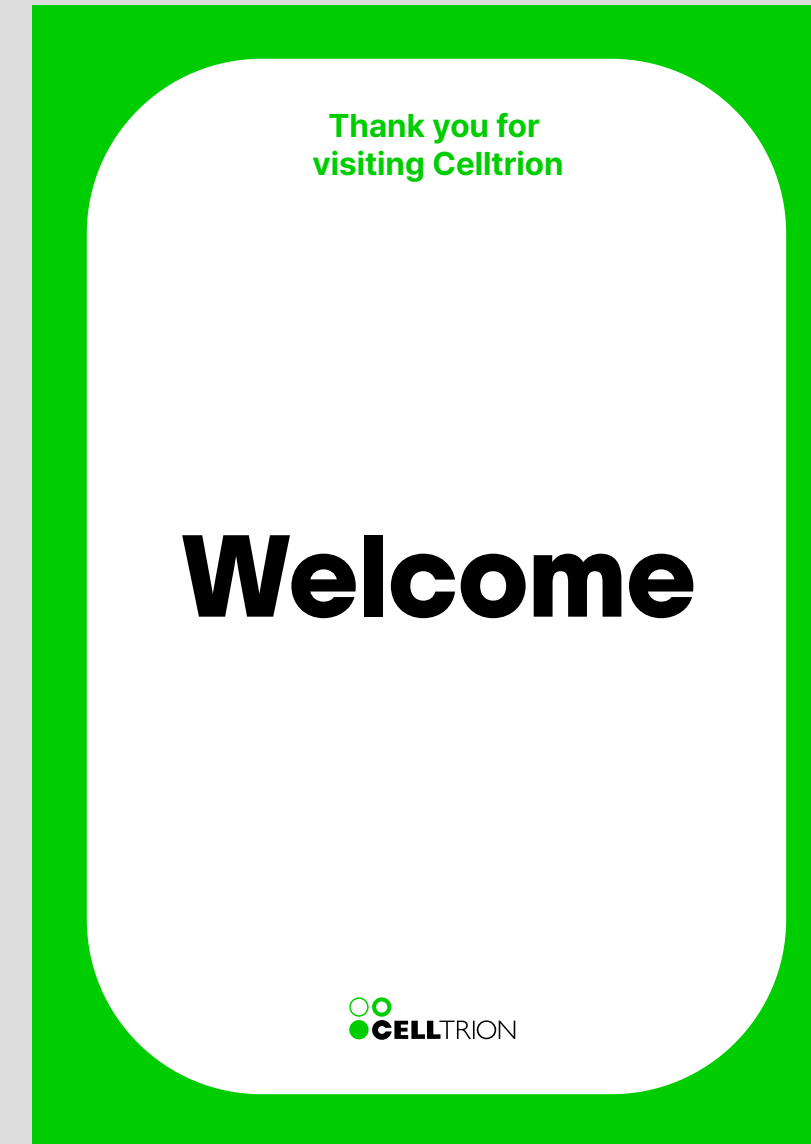
B.1 Offline Designs

2-2.
Vertical Banner



B.1 Offline Designs

2-3. Poster



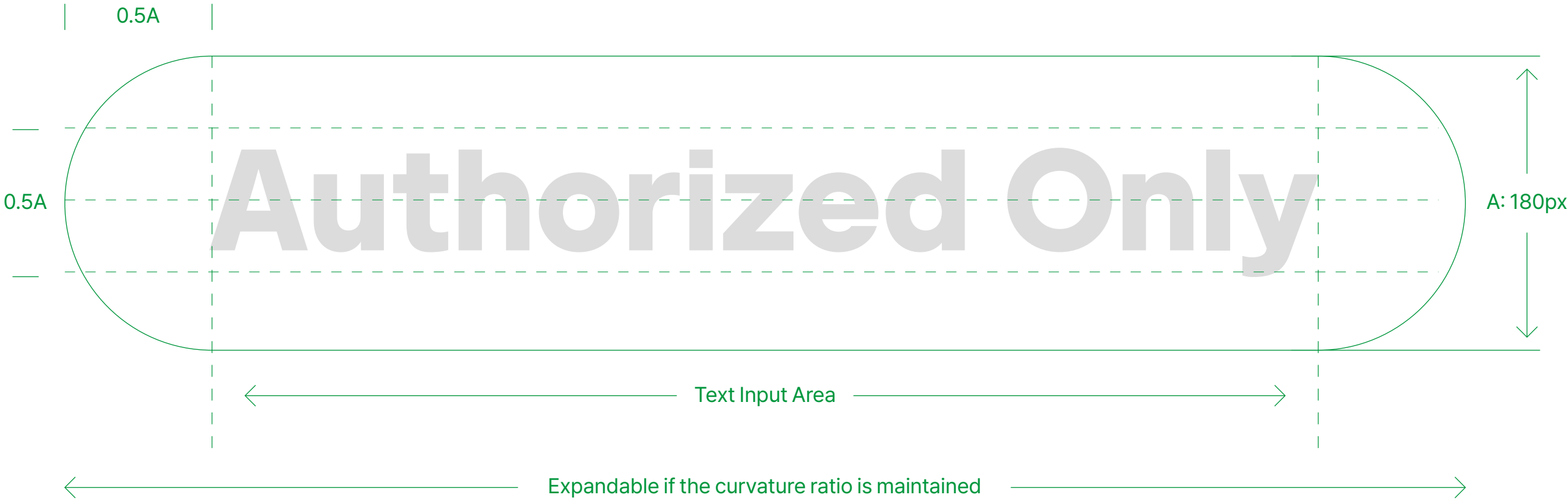
B.1 Offline Designs

3-1. Keyword Notice

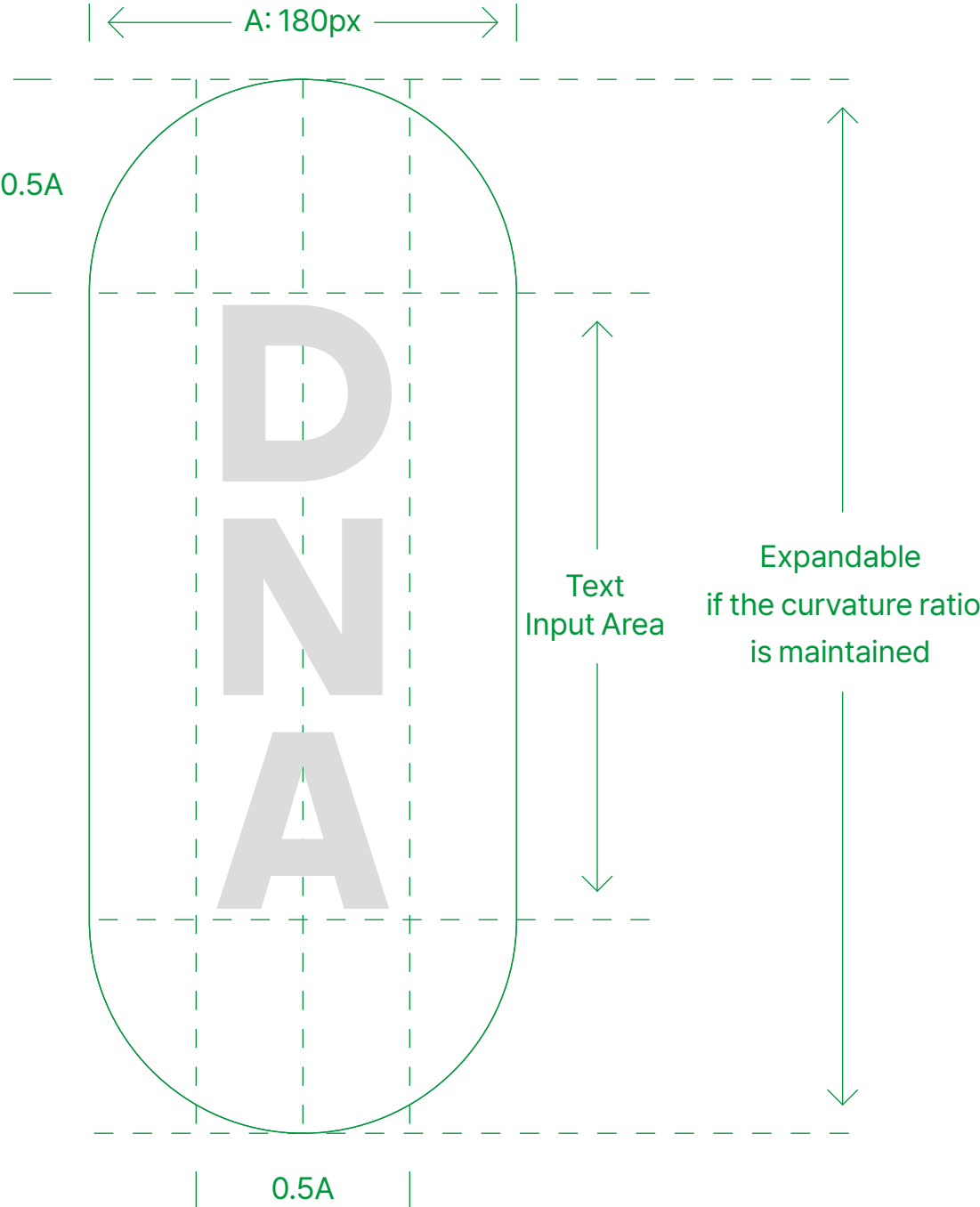
[Design Guidelines]

- 1. Type A
Celltrion Sans, Font Size: 87.2pt
- 2. Type B
Celltrion Sans, Font Size: 105pt
- 3. Notice
The font size used within the text area is recommended to be a minimum of 85pt.

[Type A]

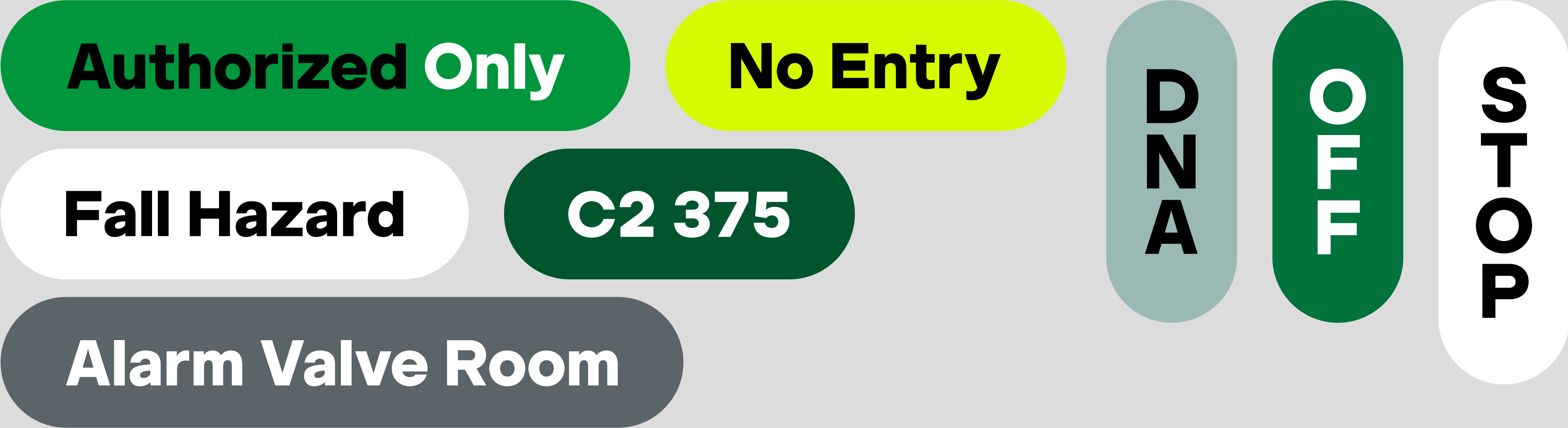


[Type B]



B.1 Offline Designs

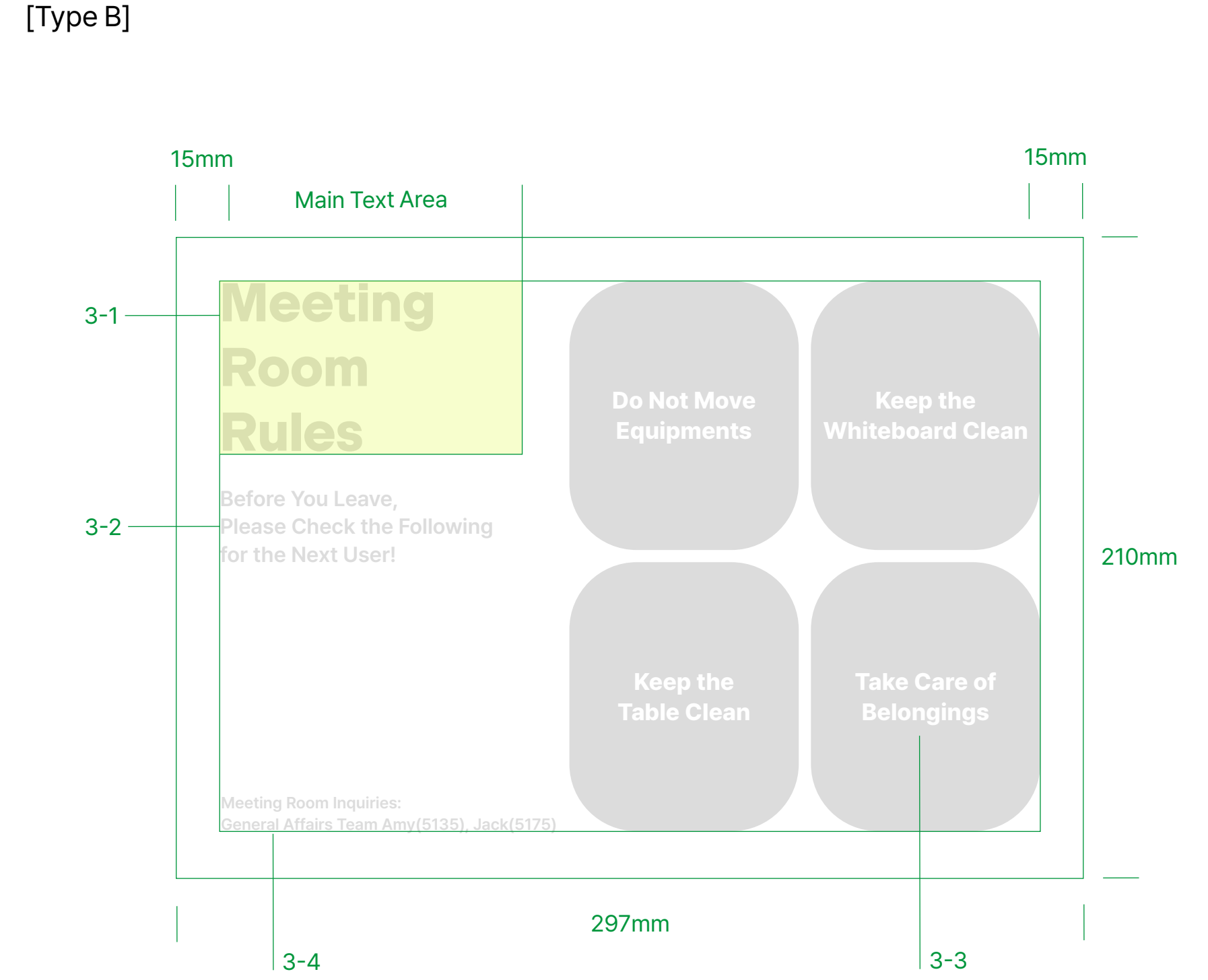
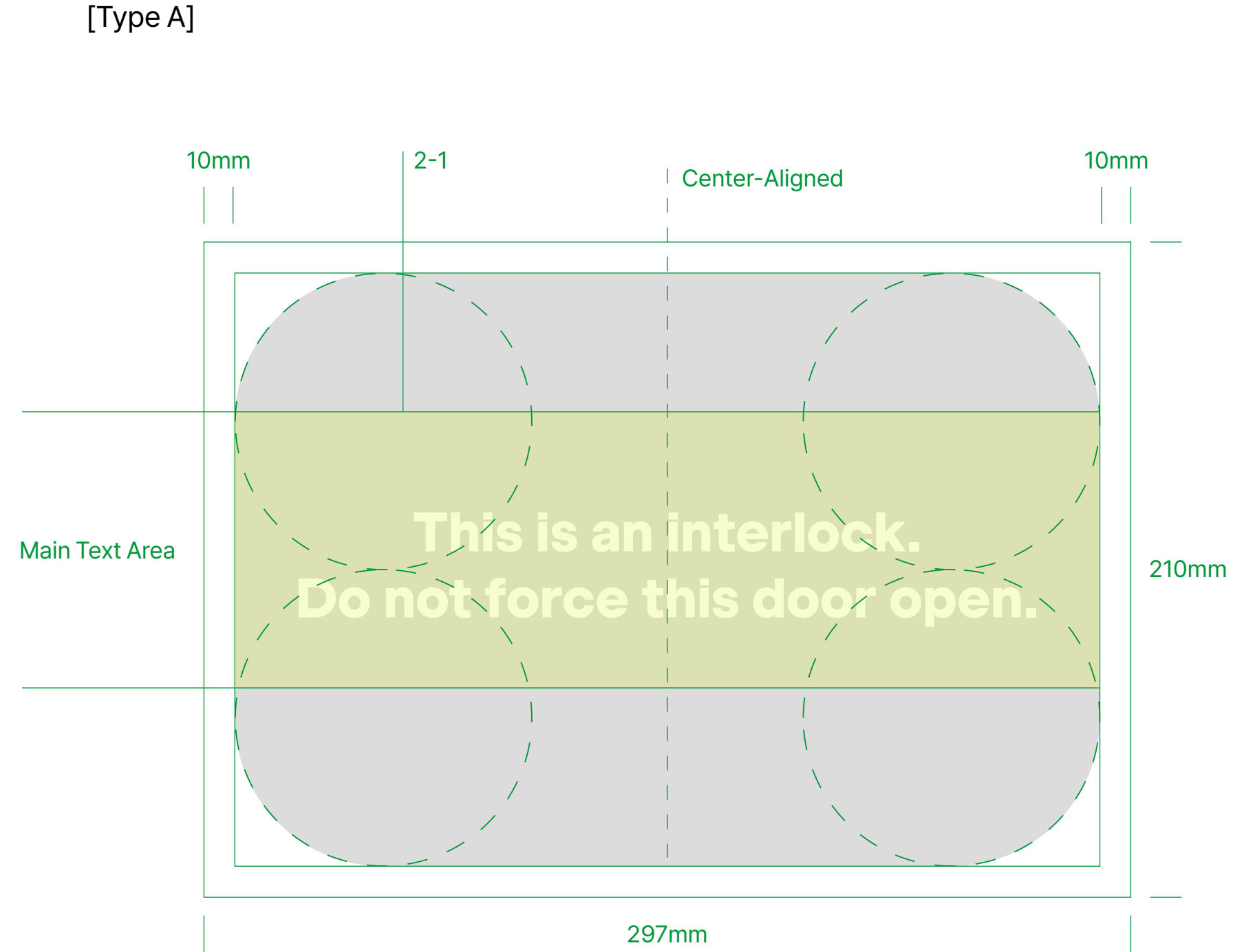
3-1.
Keyword Notice



B.1 Offline Designs

3-2. Horizontal Notice

- [Design Guidelines]**
- 1. Dimensions: A4-based
297×210 mm (W / H) (0.6:1 Scale)
 - 2. Type A
 - 2-1. Celltrion Sans, Font Size: 50pt
 - 2-2. The font size used within the main text area is recommended to be a minimum of 35pt.
 - 3. Type B
 - 3-1. Celltrion Sans, Font Size: 50pt
 - 3-2. Pretendard SemiBold, Font Size: 20pt
 - 3-3. Pretendard ExtraBold, Font Size: 22pt
 - 3-4. Pretendard SemiBold, Font Size: 15pt
 - 3-5. The font size used within the main text area is recommended to be a minimum of 40pt.



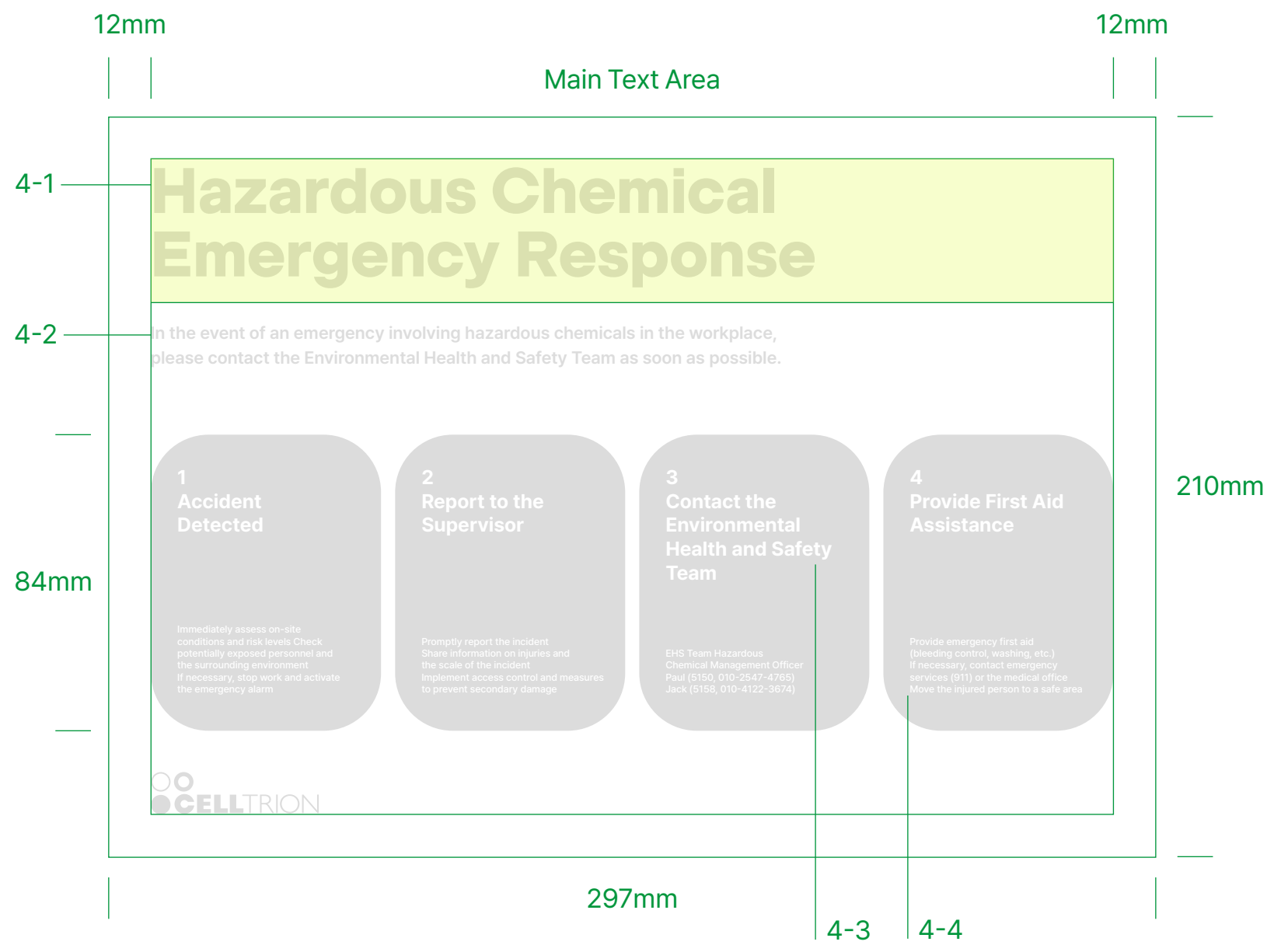
B.1 Offline Designs

3-2. Horizontal Notice

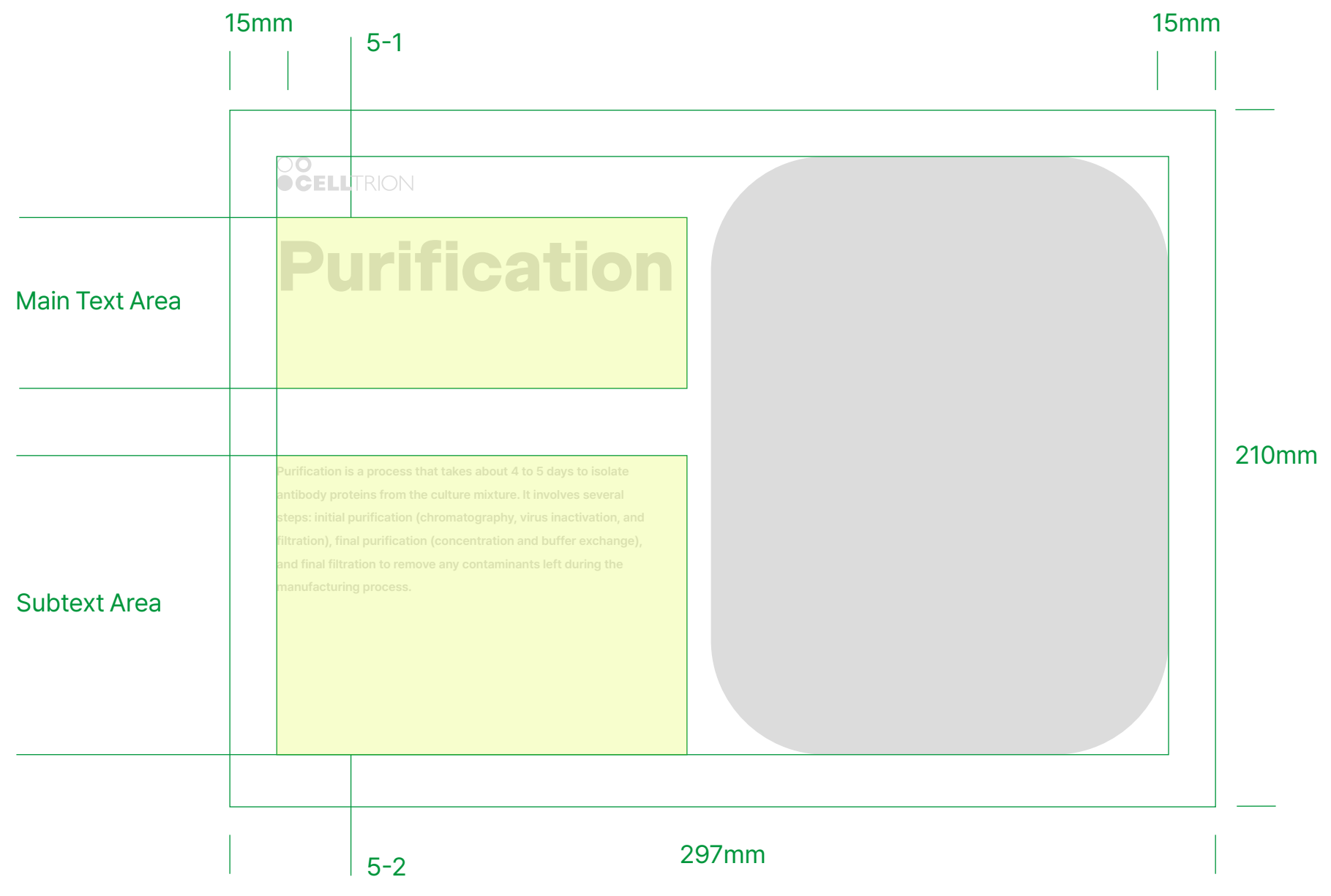
- 4. Type C
 - 4-1. Celltrion Sans, Font Size: 51pt
 - 4-2. Pretendard SemiBold, Font Size: 14pt
 - 4-3. Pretendard Bold, Font Size: 16pt
 - 4-4. Pretendard Medium, Font Size: 8pt
 - 4-5. The font size used within the main text area is recommended to be a minimum of 40pt.

- 5. Type D
 - 5-1. Celltrion Sans, Font Size: 60pt
 - 5-2. Pretendard SemiBold, Font Size: 10.5pt
 - 5-3. The font size used within the subtext area is recommended to be a minimum of 7.5pt.

[Type C]



[Type D]



B.1 Offline Designs

3-2. Horizontal Notice

**This is an interlock.
Do not force this door open.**

Meeting Room Rules

Before You Leave,
Please Check the Following
for the Next User!

Do Not Move
Equipments

Keep the
Whiteboard Clean

Keep the
Table Clean

Take Care of
Belongings

Meeting Room Inquiries:
General Affairs Team Amy(5135), Jack(5175)

Hazardous Chemical Emergency Response

In the event of an emergency involving hazardous chemicals in the workplace,
please contact the Environmental Health and Safety Team as soon as possible.

1
Accident
Detected

Immediately assess on-site
conditions and risk levels. Check
potentially exposed personnel and
the surrounding environment.
If necessary, stop work and activate
the emergency alarm.

2
Report to the
Supervisor

Promptly report the incident.
Share information on injuries and
the scale of the incident.
Implement access control and measures
to prevent secondary damage.

3
Contact the
Environmental
Health and Safety
Team

EHS Team Hazardous
Chemical Management Officer
Paul (5150, 010-2547-4765)
Jack (5158, 010-4122-3674)

4
Provide First Aid
Assistance

Provide emergency first aid
(bleeding control, washing, etc.)
If necessary, contact emergency
services (911) or the medical office.
Move the injured person to a safe area.

 CELLTRION

Shared Space Rules

Before Leaving,
Please Check the Following.

Organize
Electronic Devices

Keep the
Whiteboard Clean

Keep the
Table Clean

Take Care of
Belongings

Meeting Room Inquiries:
General Affairs Team Amy(5135), Jack(5175)

 CELLTRION

Purification

Purification is a process that takes about 4 to 5 days to isolate
antibody proteins from the culture mixture. It involves several
steps: initial purification (chromatography, virus inactivation, and
filtration), final purification (concentration and buffer exchange),
and final filtration to remove any contaminants left during the
manufacturing process.



Hazardous Chemical Emergency Response

In the event of an emergency involving hazardous chemicals in the workplace,
please contact the Environmental Health and Safety Team as soon as possible.

1
Accident
Detected

Immediately assess on-site
conditions and risk levels.
Check potentially exposed personnel and
the surrounding environment.
If necessary, stop work and activate the emergency alarm.

2
Report to the Supervisor

Promptly report the incident.
Share information on injuries and the scale of the incident.
Implement access control and measures
to prevent secondary damage.

3
Contact the Environmental
Health and Safety Team

Environmental Health and Safety Team
Hazardous Chemical Management Officer
Paul (5150, 010-2547-4765)
Jack (5158, 010-4122-3674)

4
Provide First Aid Assistance

Provide emergency first aid (bleeding control, washing, etc.)
If necessary, contact emergency services (911)
or the medical office.
Move the injured person to a safe area.

 CELLTRION

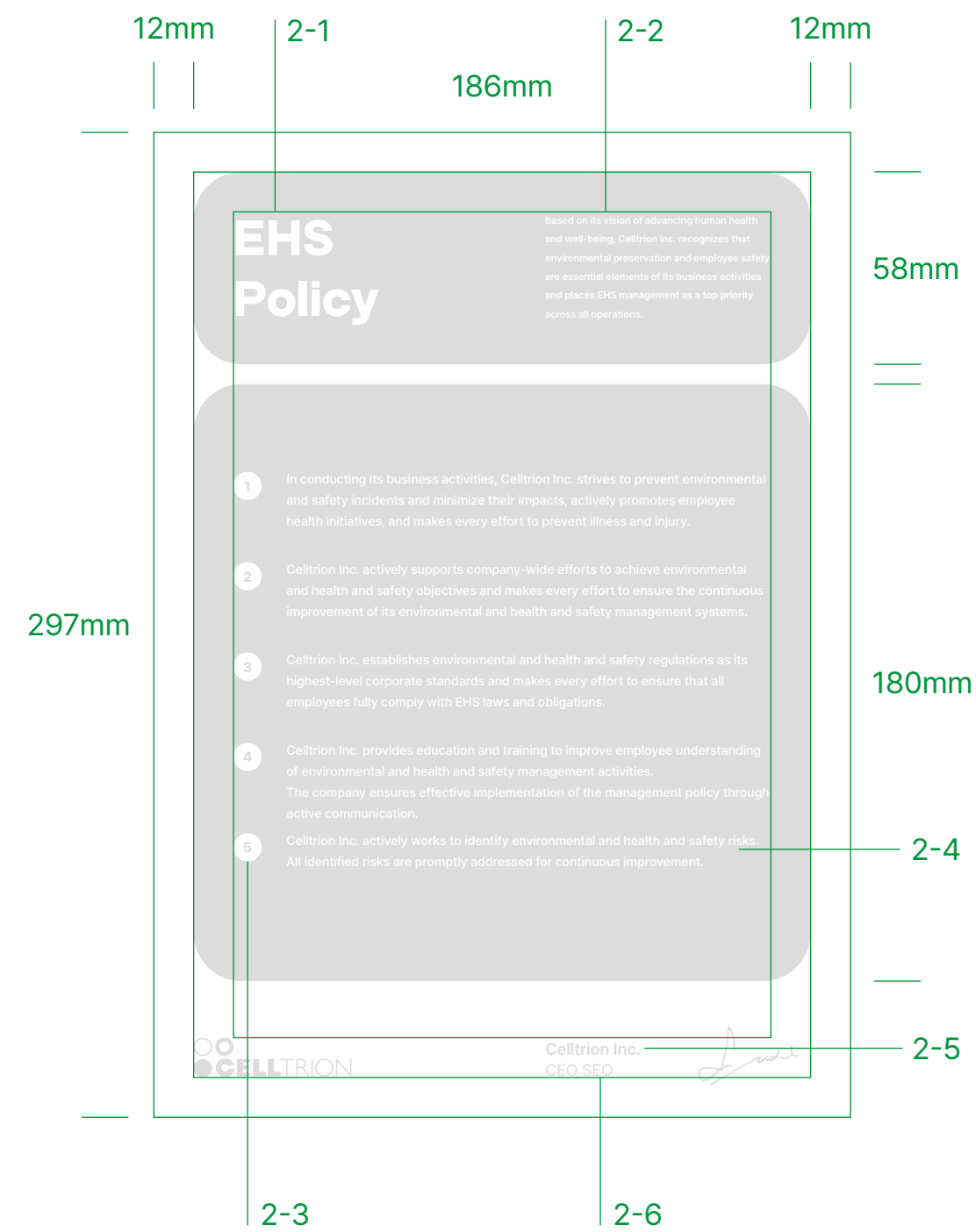
B.1 Offline Designs

3-3. Vertical Notice

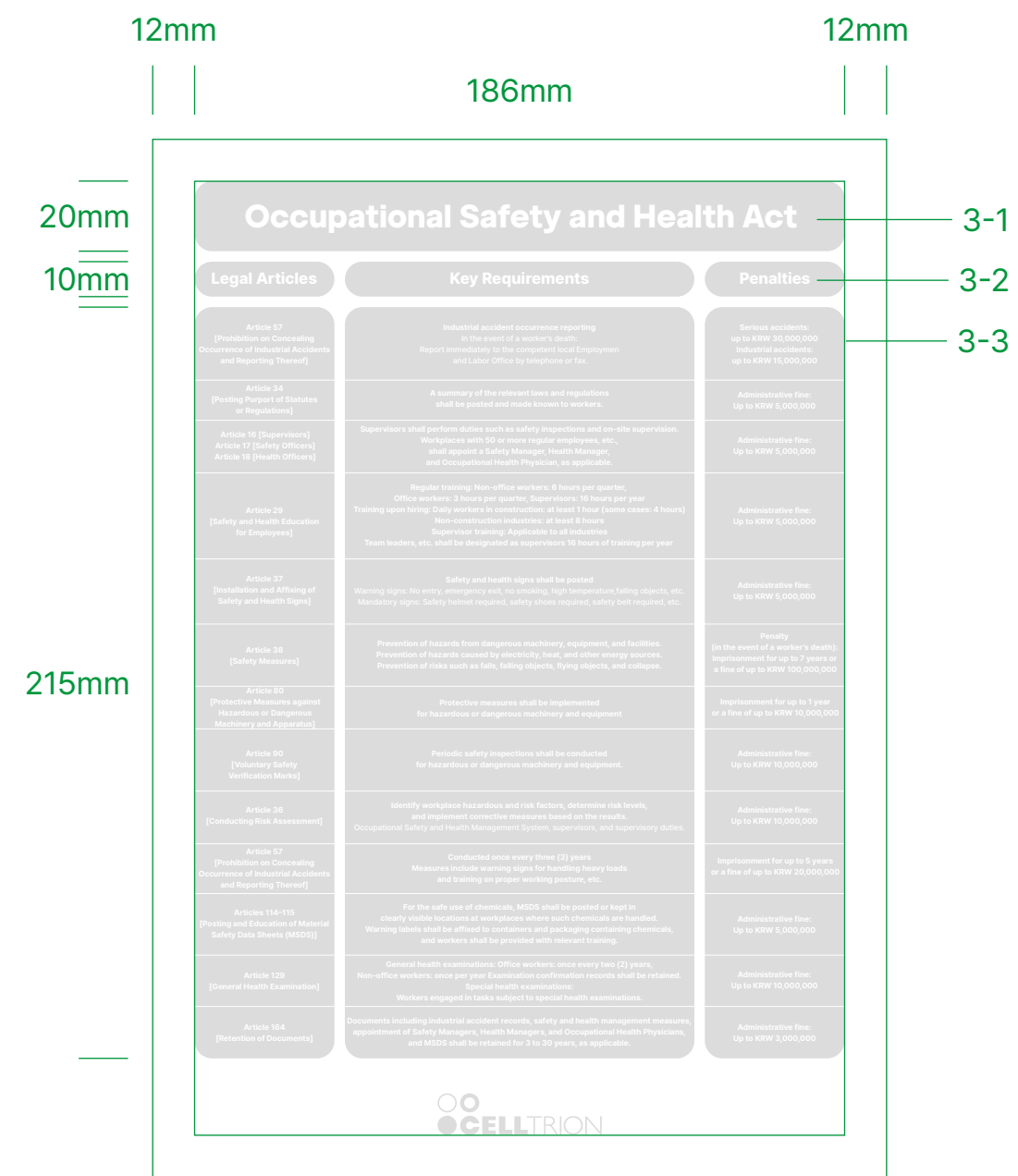
[Design Guidelines]

- Dimensions: A4-based
210×297 mm (W / H) (0.5:1 Scale)
- Type A
 - Celltrion Sans, Font Size: 42pt
 - Pretendard SemiBold, Font Size: 8.5pt
 - Pretendard ExtraBold, Font Size: 12pt
 - Pretendard Medium, Font Size: 11pt
 - Pretendard SemiBold, Font Size: 14pt
 - Pretendard Regular, Font Size: 14pt
- Type B
 - Celltrion Sans, Font Size: 26pt
 - Pretendard ExtraBold, Font Size: 13pt
 - Pretendard Bold / Medium, Font Size: 6.5pt
- Type C
 - Celltrion Sans, Font Size: 42pt
 - Pretendard SemiBold, Font Size: 14pt
 - Pretendard Bold, Font Size: 16pt

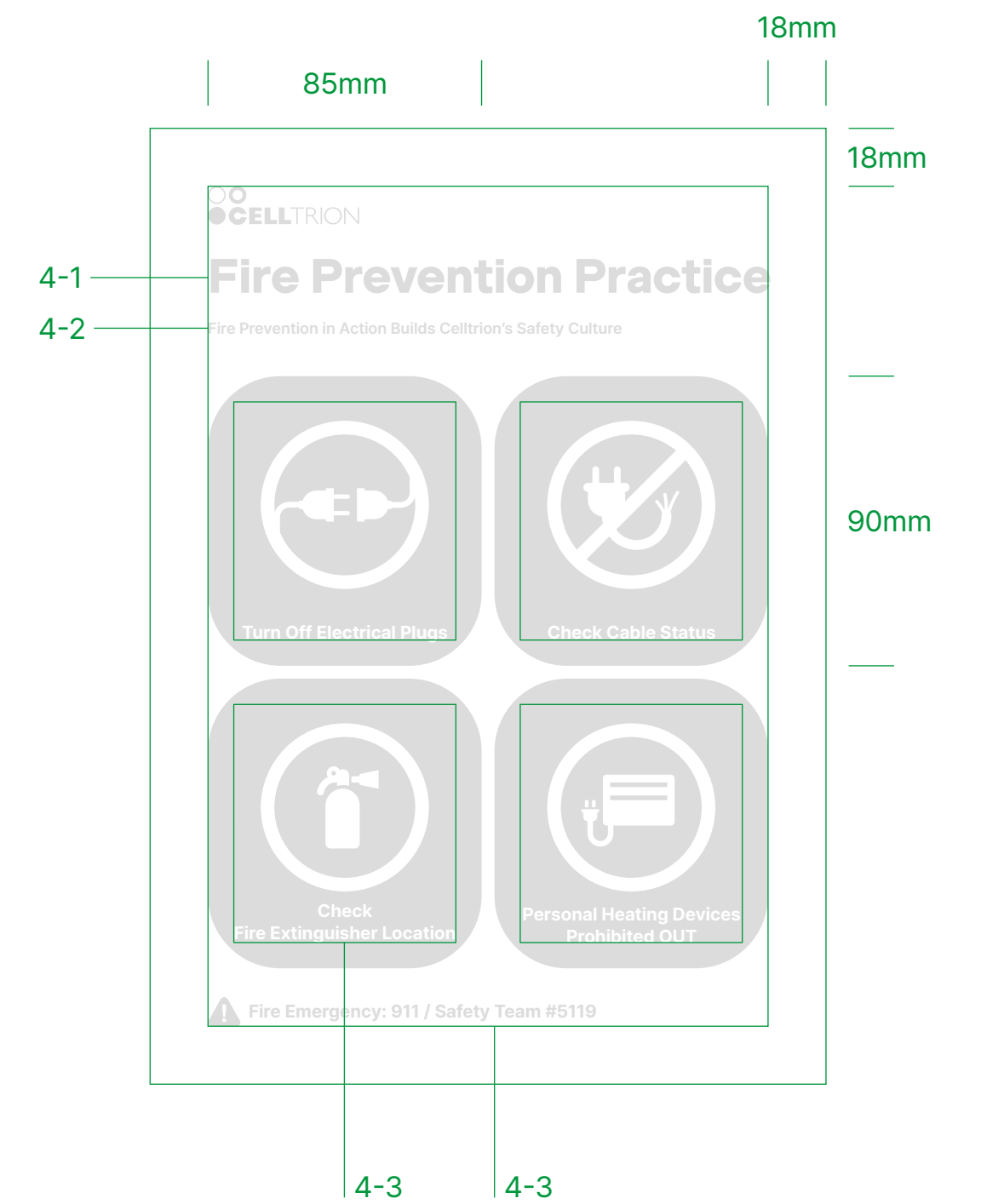
[Type A]



[Type B]



[Type C]



B.1 Offline Designs

3-3. Vertical Notice

EHS Policy

Based on its vision of advancing human health and well-being, Celltrion Inc. recognizes that environmental preservation and employee safety are essential elements of its business activities and places EHS management as a top priority across all operations.

- In conducting its business activities, Celltrion Inc. strives to prevent environmental and safety incidents and minimize their impacts, actively promotes employee health initiatives, and makes every effort to prevent illness and injury.
- Celltrion Inc. actively supports company-wide efforts to achieve environmental and health and safety objectives and makes every effort to ensure the continuous improvement of its environmental and health and safety management systems.
- Celltrion Inc. establishes environmental and health and safety regulations as its highest-level corporate standards and makes every effort to ensure that all employees fully comply with EHS laws and obligations.
- Celltrion Inc. provides education and training to improve employee understanding of environmental and health and safety management activities. The company ensures effective implementation of the management policy through active communication.
- Celltrion Inc. actively works to identify environmental and health and safety risks. All identified risks are promptly addressed for continuous improvement.

CELLTRION Celltrion Inc. CEO SEO

Occupational Safety and Health Act

Legal Articles	Key Requirements	Penalties
Article 57 (Prohibition on Concealing Occurrence of Industrial Accidents and Reporting Thereof)	Industrial accident occurrence reporting to the extent of a worker's death Report immediately to the competent local Employment and Labor Office by telephone or fax.	Severe accidents: up to KRW 20,000,000 Industrial accidents: up to KRW 10,000,000
Article 54 (Posting of Safety Signs or Regulations)	A summary of the relevant laws and regulations shall be posted and made known to workers.	Administrative fine: Up to KRW 5,000,000
Article 16 (Supervisors) Article 17 (Safety Officers) Article 18 (Health Officers)	Supervisors shall perform duties such as safety inspections and on-site supervision. Workplaces with 10 or more regular employees, etc., shall appoint a Safety Manager, Health Manager, and Occupational Health Physician, as applicable.	Administrative fine: Up to KRW 5,000,000
Article 22 (Safety and Health Education for Employees)	Regular training: Non-office workers: 8 hours per quarter, Office workers: 3 hours per quarter, Supervisors: 16 hours per year Training upon hiring: Daily workers in construction: at least 1 hour (some cases: 4 hours) Non-construction industries: at least 1 hour Supervisor training: Applicable to all industries Team leaders, etc. shall be designated as supervisors 16 hours of training per year	Administrative fine: Up to KRW 5,000,000
Article 27 (Installation and Affixing of Safety and Health Signs)	Safety and health signs shall be posted Warning signs: No entry, emergency exit, no smoking, high temperature falling objects, etc. Mandatory signs: Safety helmet required, safety shoes required, safety belt required, etc.	Administrative fine: Up to KRW 5,000,000
Article 28 (Safety Measures)	Prevention of hazards from dangerous machinery, equipment, and facilities. Prevention of hazards caused by electricity, heat, and other energy sources. Prevention of risks such as falls, falling objects, flying objects, and collapse.	Penalty (In the event of a worker's death): Imprisonment for up to 7 years or a fine of up to KRW 100,000,000
Article 80 (Provision of Measures against Hazards or Dangerous Machinery and Equipment)	Protective measures shall be implemented for hazardous or dangerous machinery and equipment	Imprisonment for up to 1 year or a fine of up to KRW 10,000,000
Article 86 (Voluntary Safety Verification Marks)	Periodic safety inspections shall be conducted for hazardous or dangerous machinery and equipment.	Administrative fine: Up to KRW 10,000,000
Article 38 (Conducting Risk Assessment)	Identify workplace hazardous and risk factors, determine risk levels, and implement corrective measures based on the results. Occupational Safety and Health Management System, supervisors, and supervisory duties.	Administrative fine: Up to KRW 10,000,000
Article 57 (Prohibition on Concealing Occurrence of Industrial Accidents and Reporting Thereof)	Conducted once every three (3) years Measures include warning signs for handling heavy loads and training on proper working posture, etc.	Imprisonment for up to 5 years or a fine of up to KRW 20,000,000
Articles 114-115 (Posting and Execution of Material Safety Data Sheets (MSDS))	For the safe use of chemicals, MSDS shall be posted or kept in clearly visible locations at workplaces where such chemicals are handled. Warning labels shall be affixed to containers and packaging containing chemicals, and workers shall be provided with relevant training.	Administrative fine: Up to KRW 5,000,000
Article 123 (General Health Examination)	General health examinations: Office workers: once every two (2) years, Non-office workers: once per year Examination confirmation records shall be retained. Special health examinations: Workers engaged in tasks subject to special health examinations.	Administrative fine: Up to KRW 10,000,000
Article 164 (Retention of Documents)	Documents including industrial accident records, safety and health management measures, appointment of Safety Managers, Health Managers, and Occupational Health Physicians, and MSDS shall be retained for 3 to 30 years, as applicable.	Administrative fine: Up to KRW 5,000,000

CELLTRION

Fire Prevention Practice

Fire Prevention in Action Builds Celltrion's Safety Culture

Turn Off Electrical Plugs

Check Cable Status

Check Fire Extinguisher Location

Personal Heating Devices Prohibited OUT

Fire Emergency: 911 / Safety Team #5119

Wear Ear Protection

Plant 2 HVAC Room (Production Building, 4th Floor)

Permissible Noise Level	85.0 dB
Maximum Permissible Noise Level	76.7 dB

* Average Measured Noise Level: 75-85 dB — Hearing Protection Recommended
* Average Measured Noise Level Exceeding 85 dB — Hearing Protection Required

IT HELPDESK Before Visiting, Please Contact Ext. 3777

- IT Infrastructure
- IT Operations & Dev.
- System Operations
- Information Security
- GMP IT

Departments Relocated to the 4th Floor

CELLTRION Access Authorization Inquiries: GAscurity@celltrion.com

Strategic Technology Protected Area Notice

This area has been designated as a protected zone in accordance with Article 26 of the National Advanced Strategic Technology Security Management Regulations. Access is restricted to **authorized personnel only**.

Employees working in this area are requested to ensure that **all access doors remain closed at all times**.

CELLTRION Access Authorization Inquiries: GAscurity@celltrion.com

Laboratory Safety Board

Laboratory Safety Information

Laboratory Safety and Health Notice

Laboratory Layout and Emergency Evacuation Routes

Emergency Procedures & Contacts

WFI Generator

Capacity: 80,000L
Temperature: 80°C (176°F)

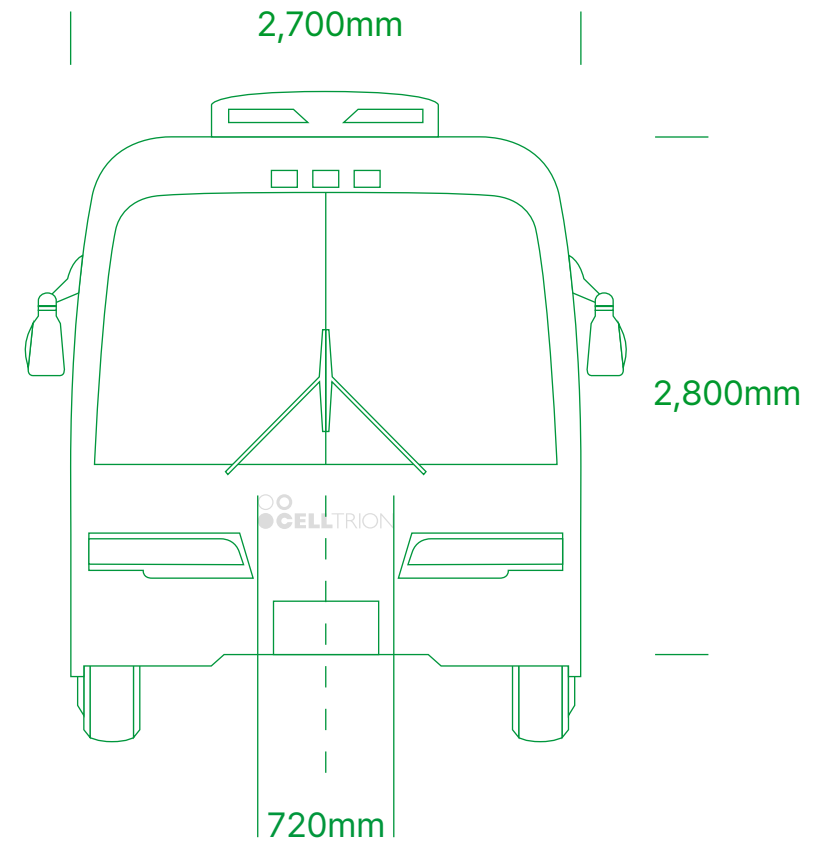
WFI Tank stores WFI which is one of the most important ingredients used during the entire process of biopharmaceutical production. WFI is used to prepare buffer / media and clean equipment & items used for production.

B.1 Offline Designs

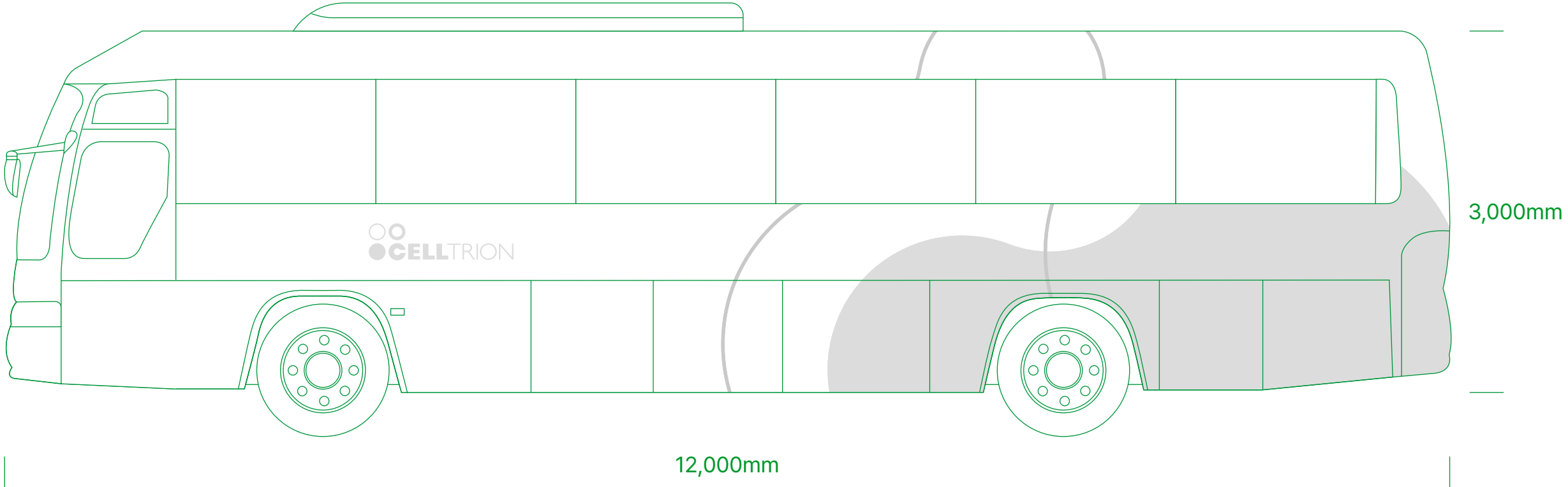
4-1. Company Vehicle Wrap

[Design Guidelines]
1. Dimensions
12,000×3,000 mm (W / H) (0.025:1 Scale)

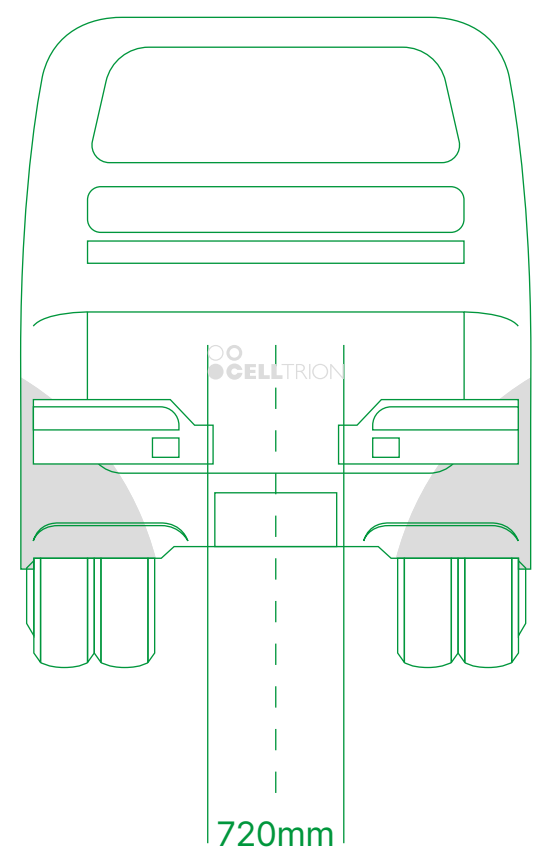
[Type A]



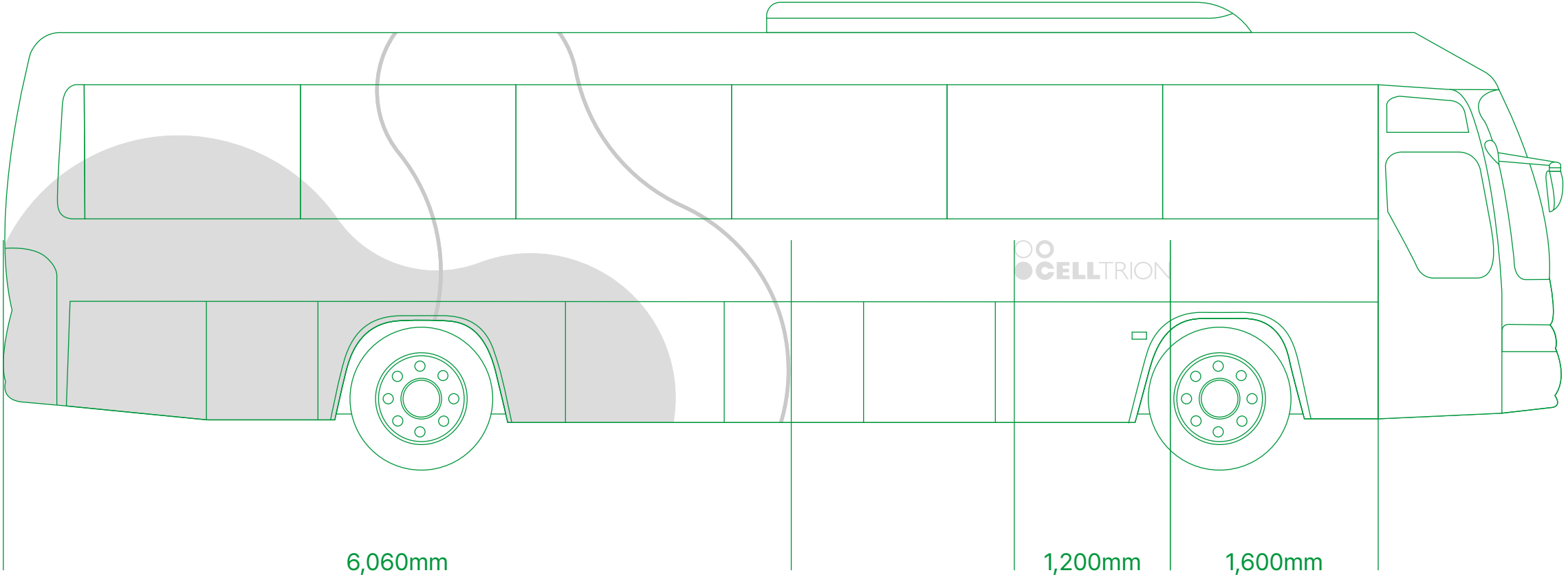
(Front View)



(Left Side View)



(Rear View)

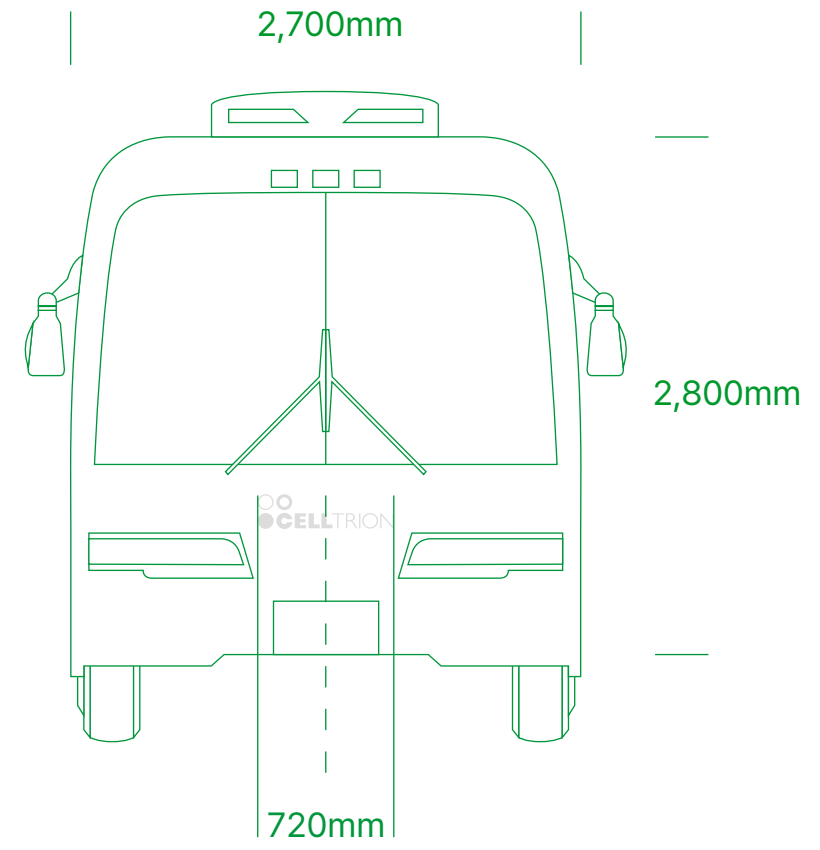


(Right Side View)

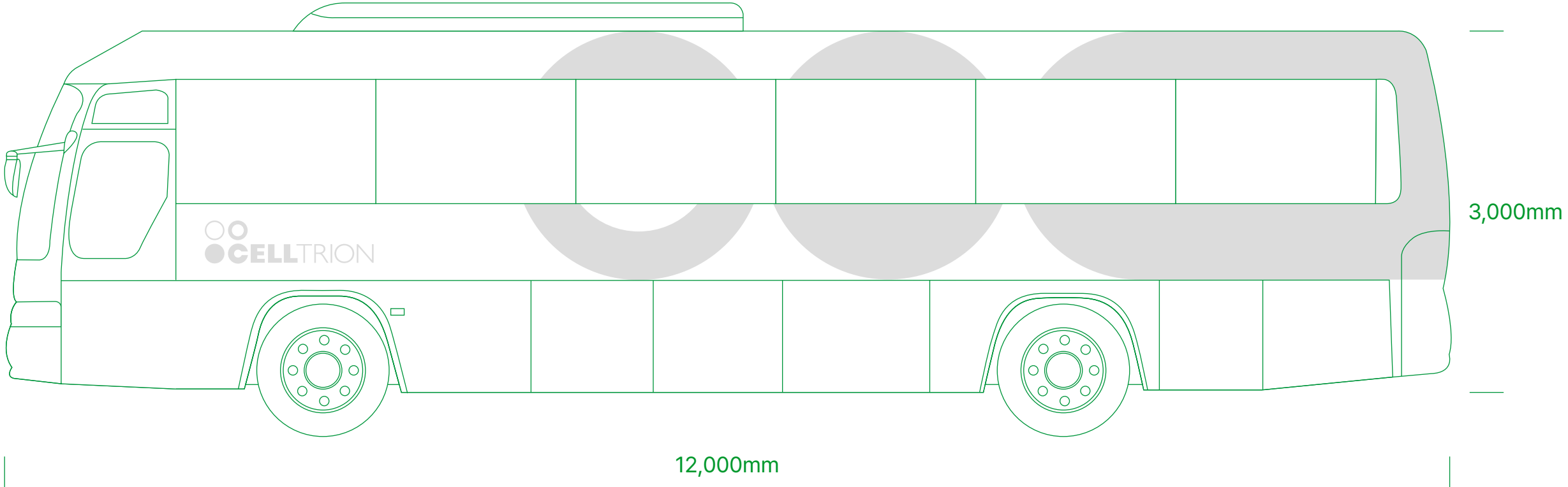
B.1 Offline Designs

4-1. Company Vehicle Wrap

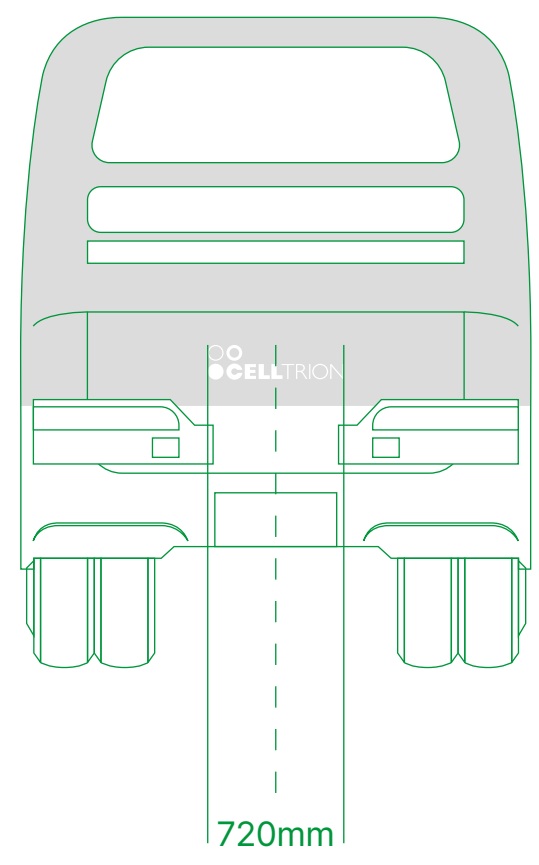
[Type B]



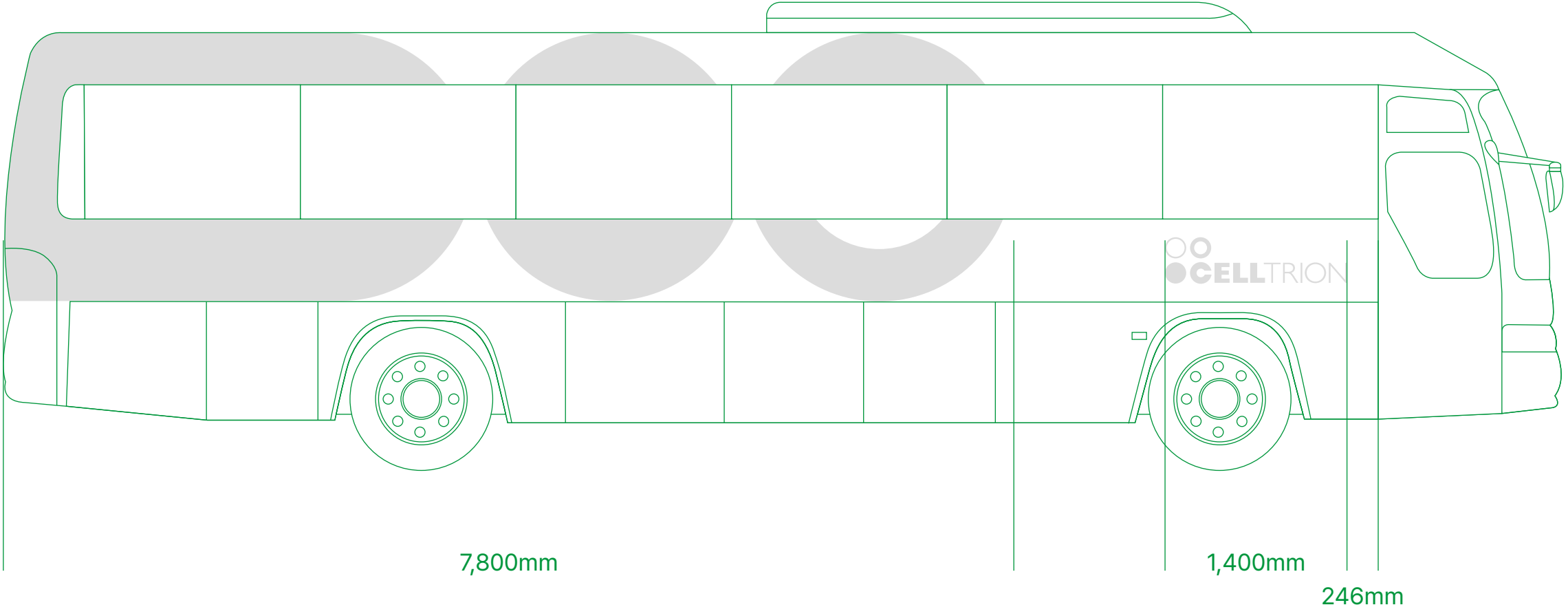
(Front View)



(Left Side View)



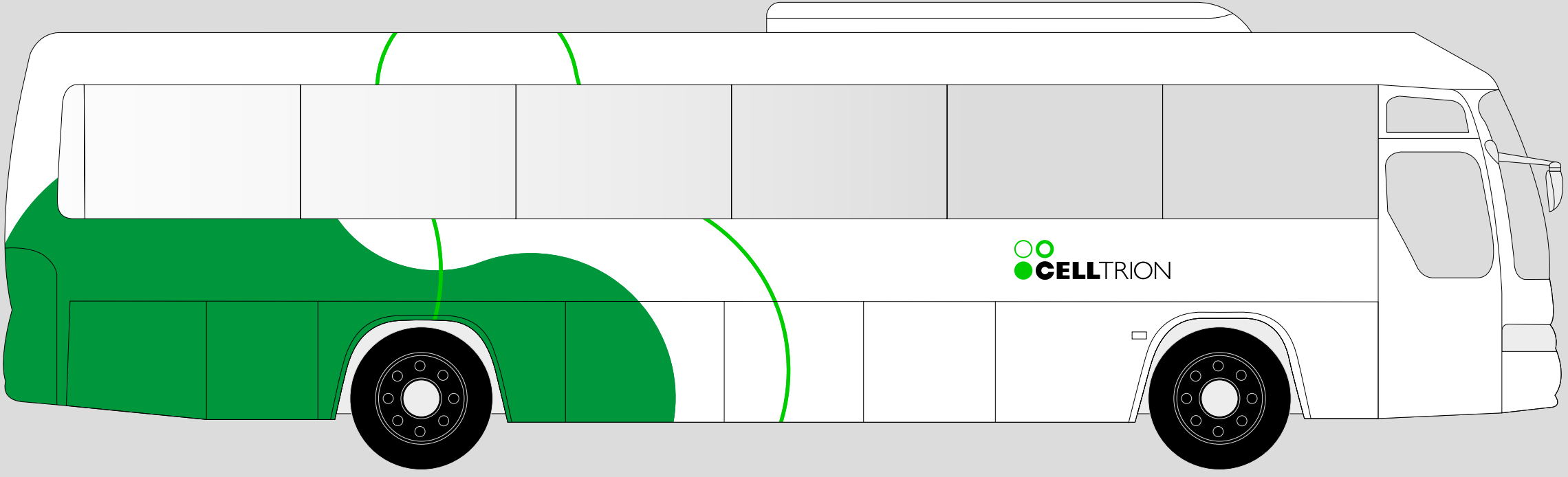
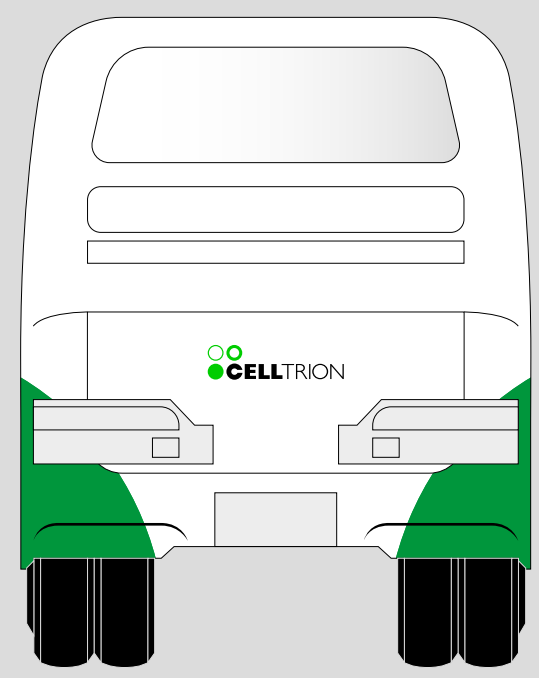
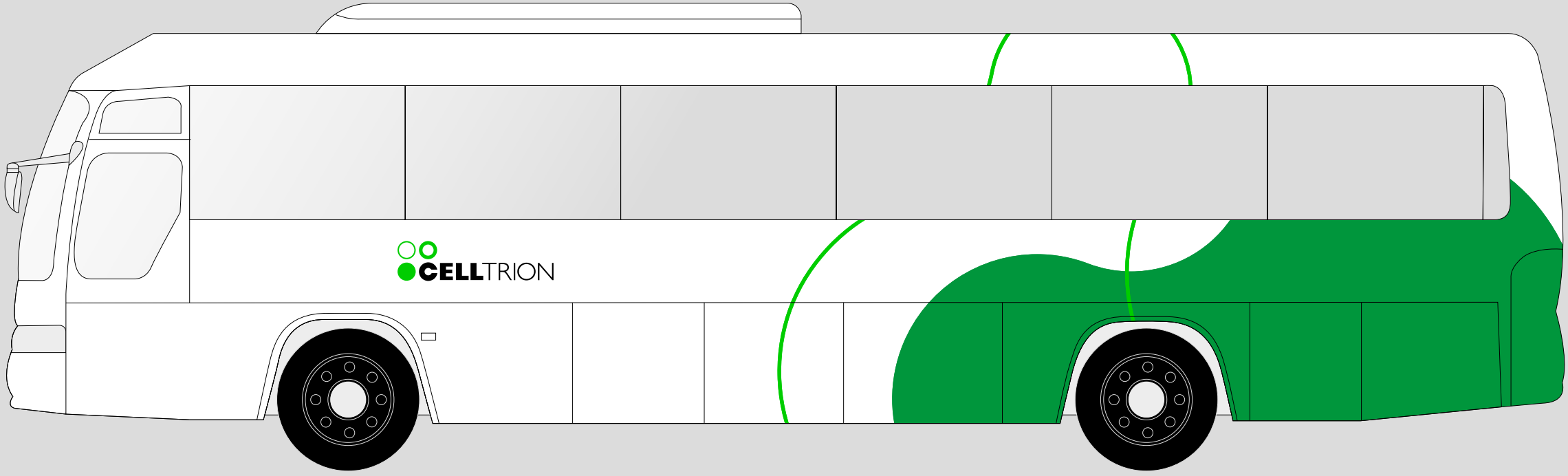
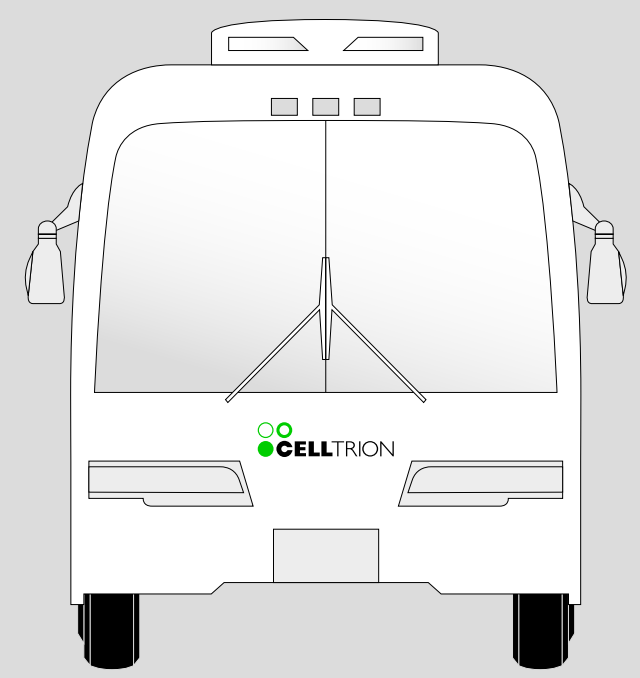
(Rear View)



(Right Side View)

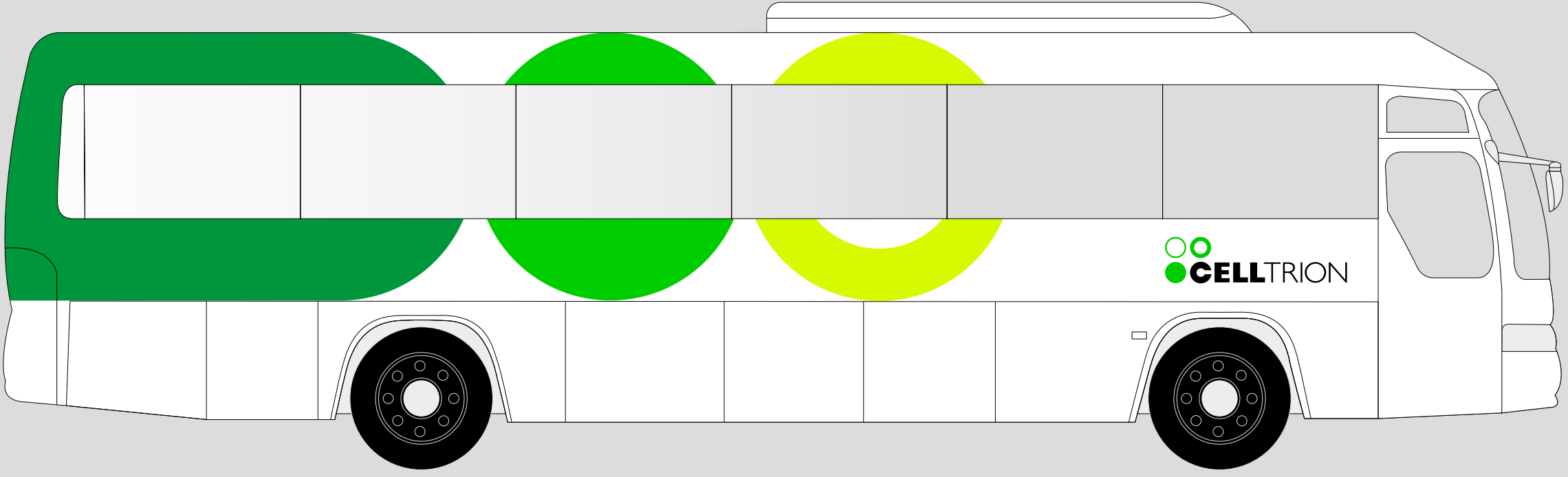
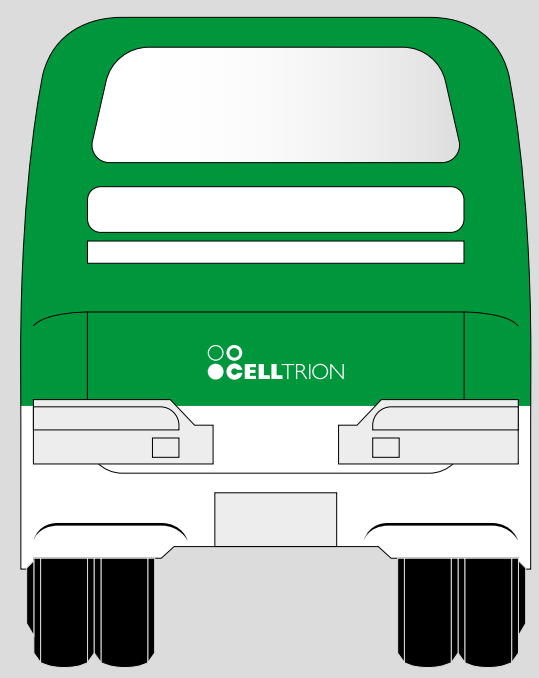
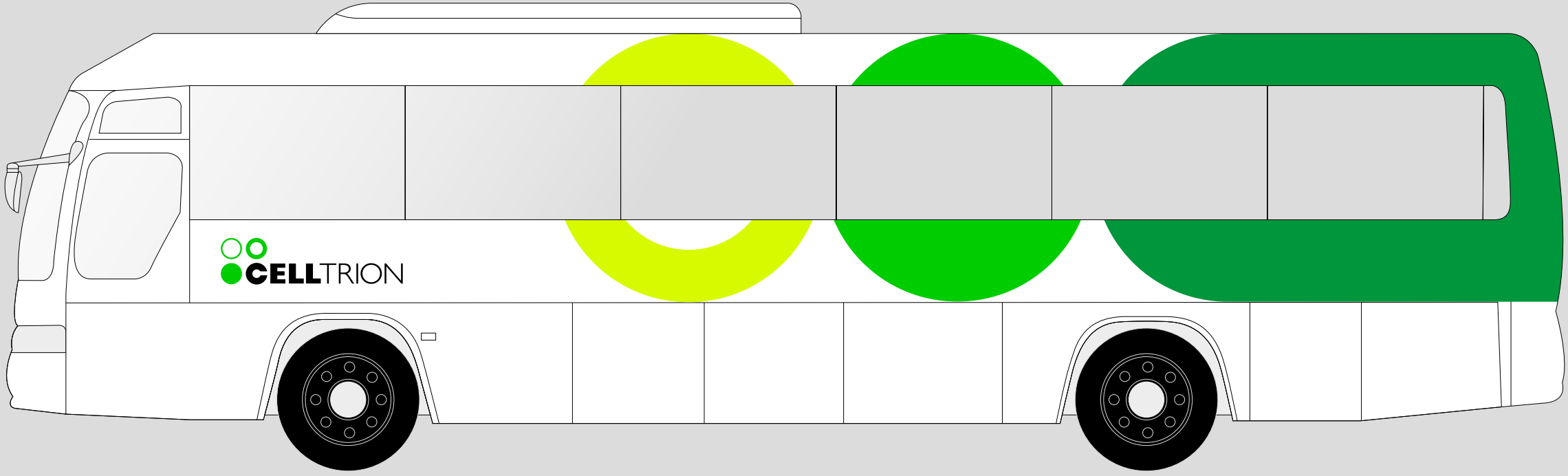
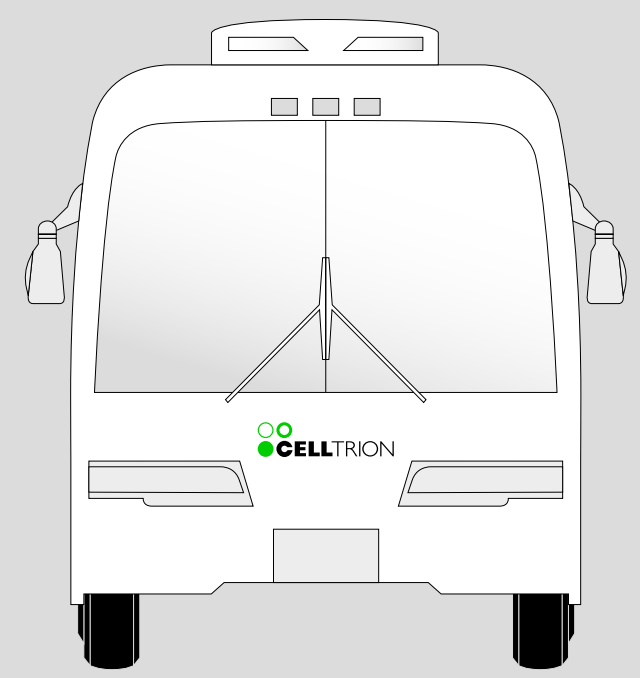
B.1 Offline Designs

**4-1.
Company Vehicle
Wrap**



B.1 Offline Designs

4-1.
Company Vehicle
Wrap



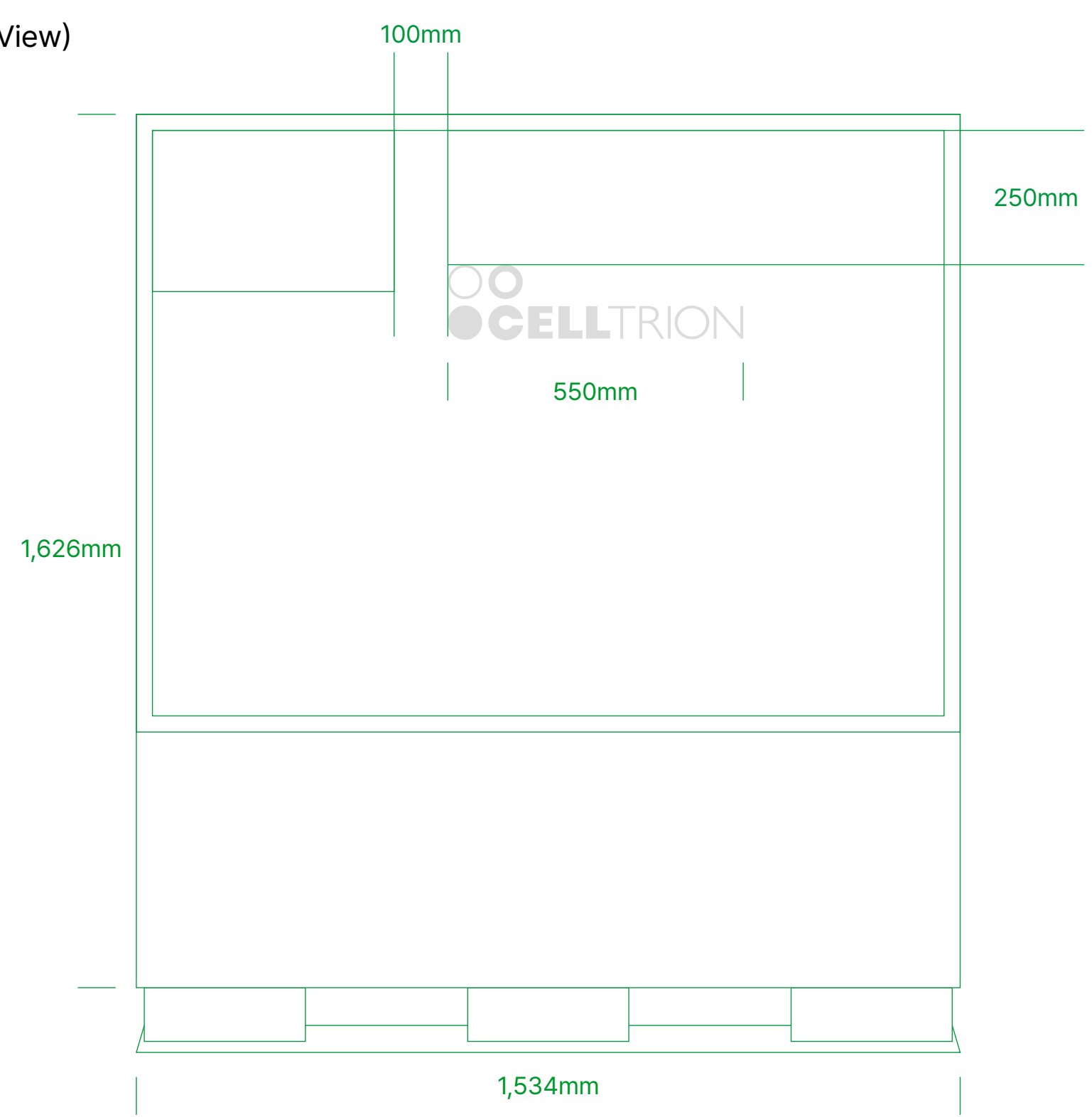
B.1 Offline Designs

4-2. Temperature-controlled Container

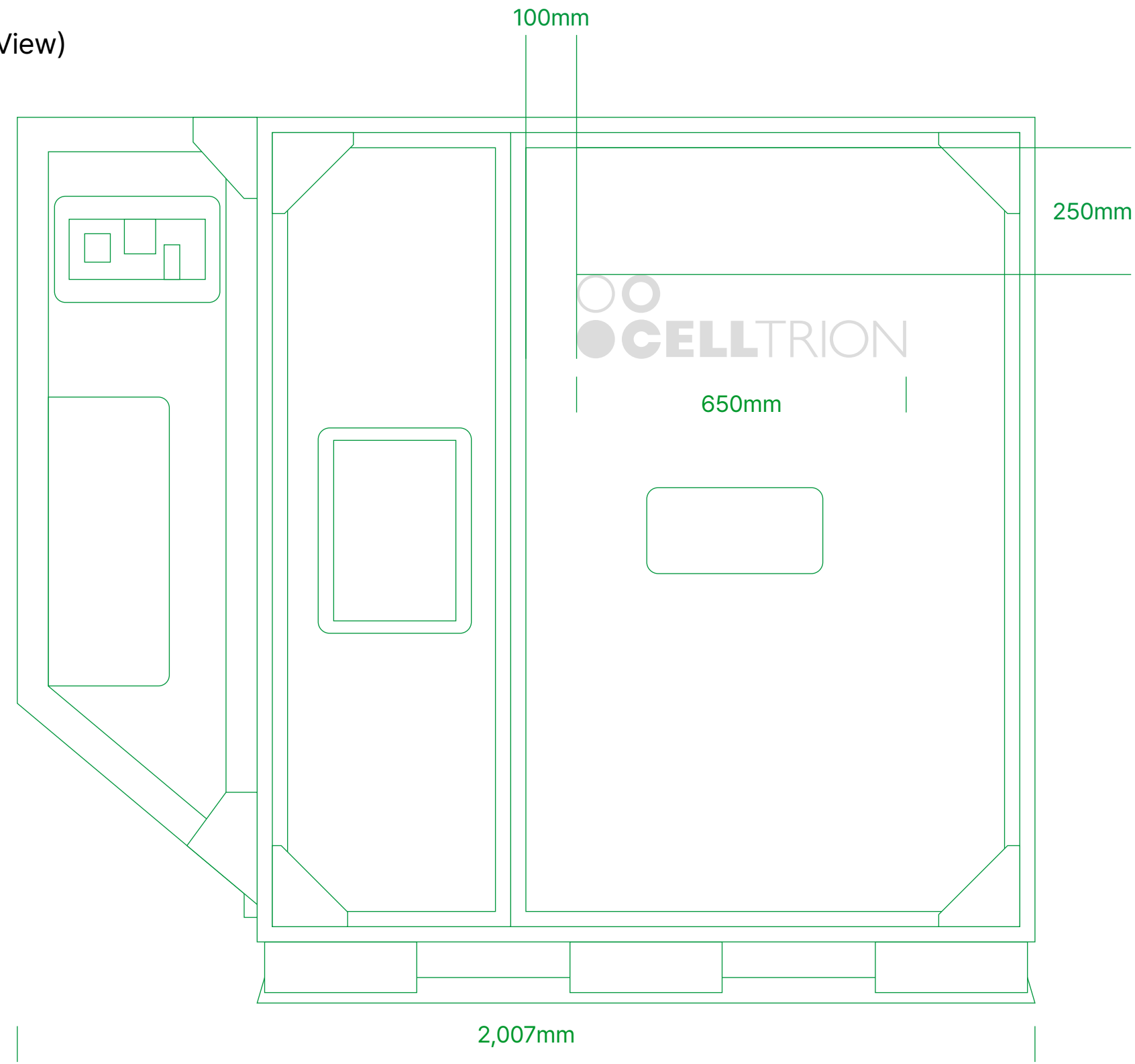
[Design Guidelines]
1. Dimensions
2,007×1,534×1,626 mm (L / W / H) (0.1:1 Scale)

[Type A]

(Front View)



(Side View)

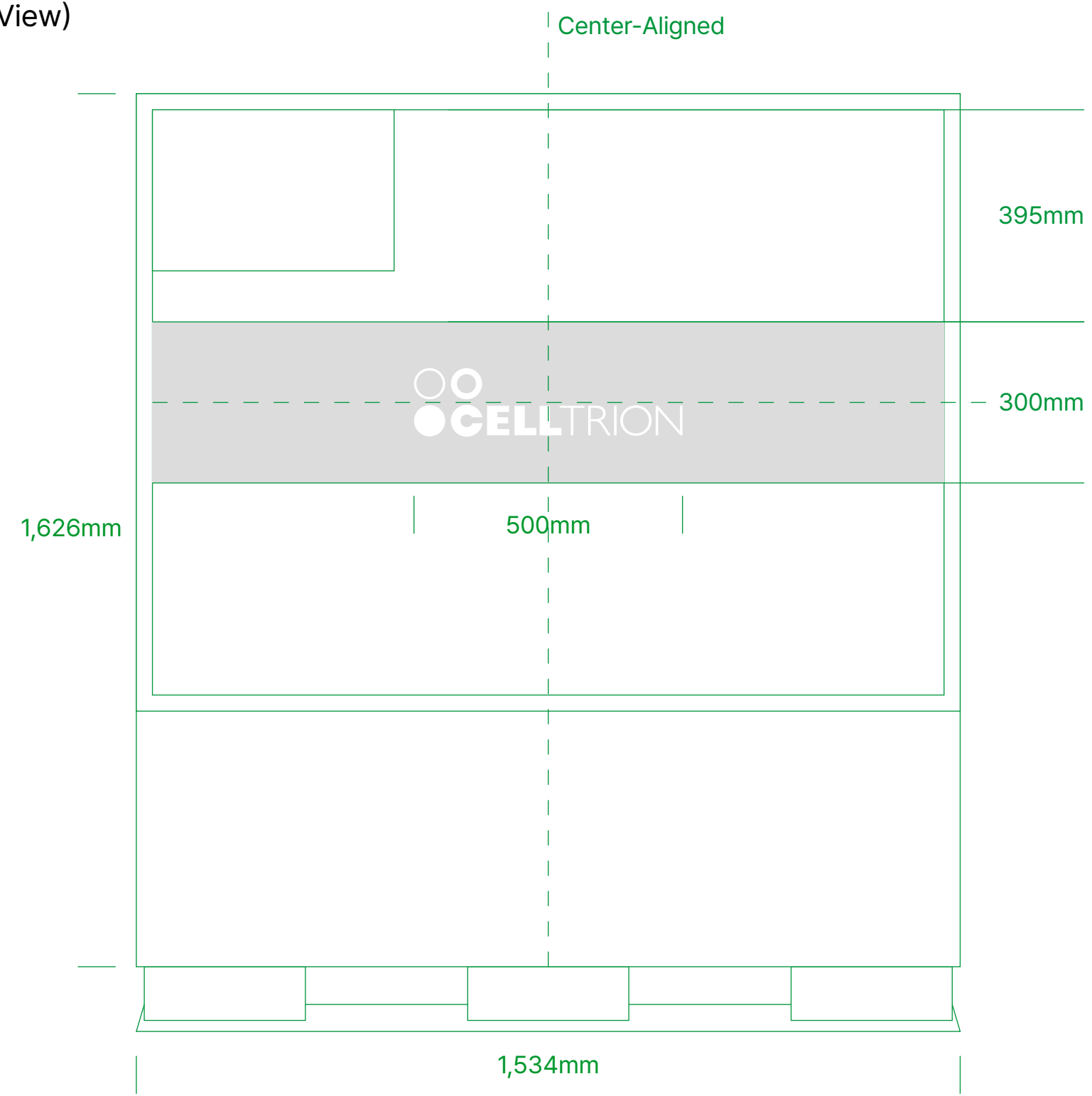


B.1 Offline Designs

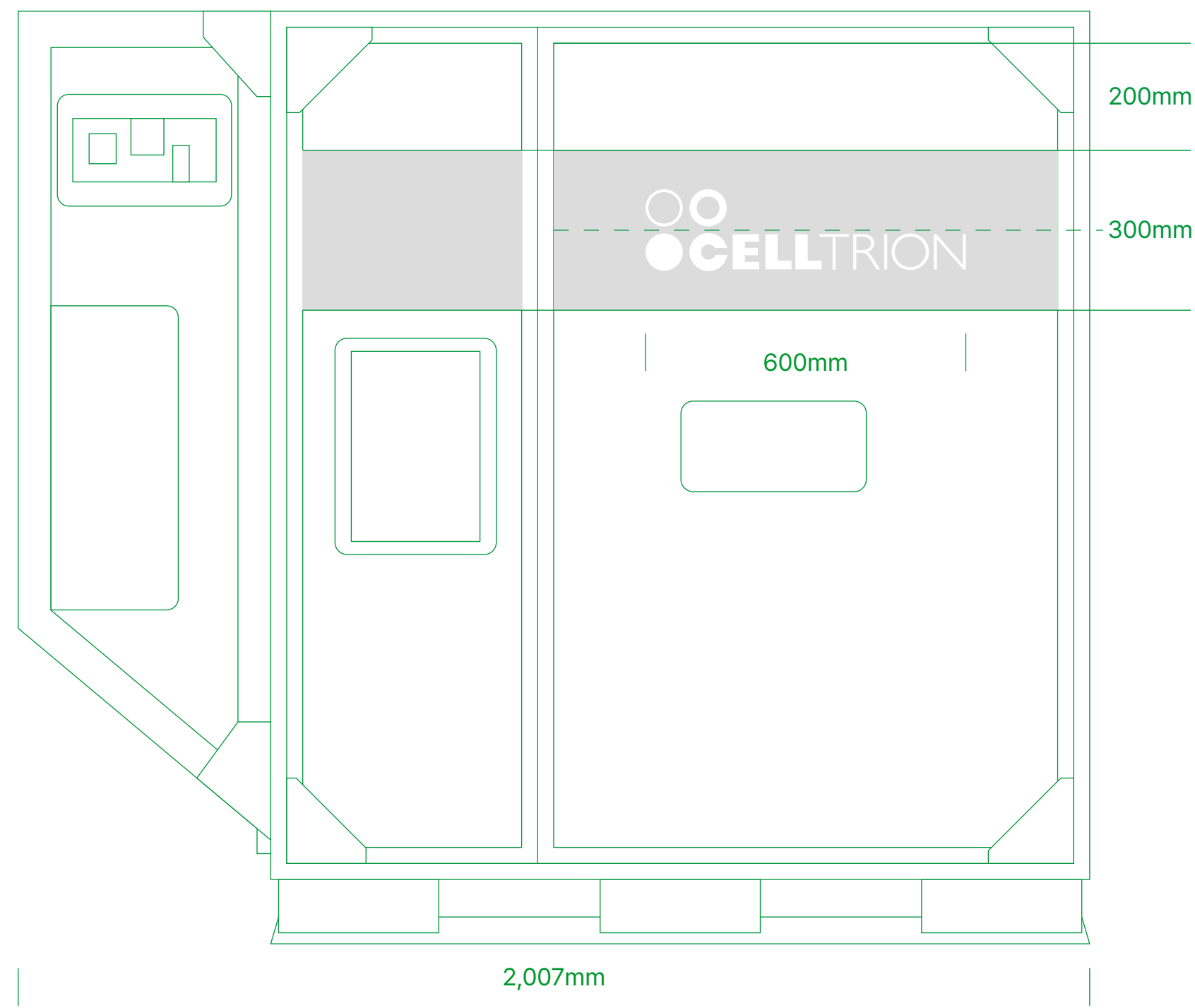
4-2. Temperature-controlled Container

[Type B]

(Front View)

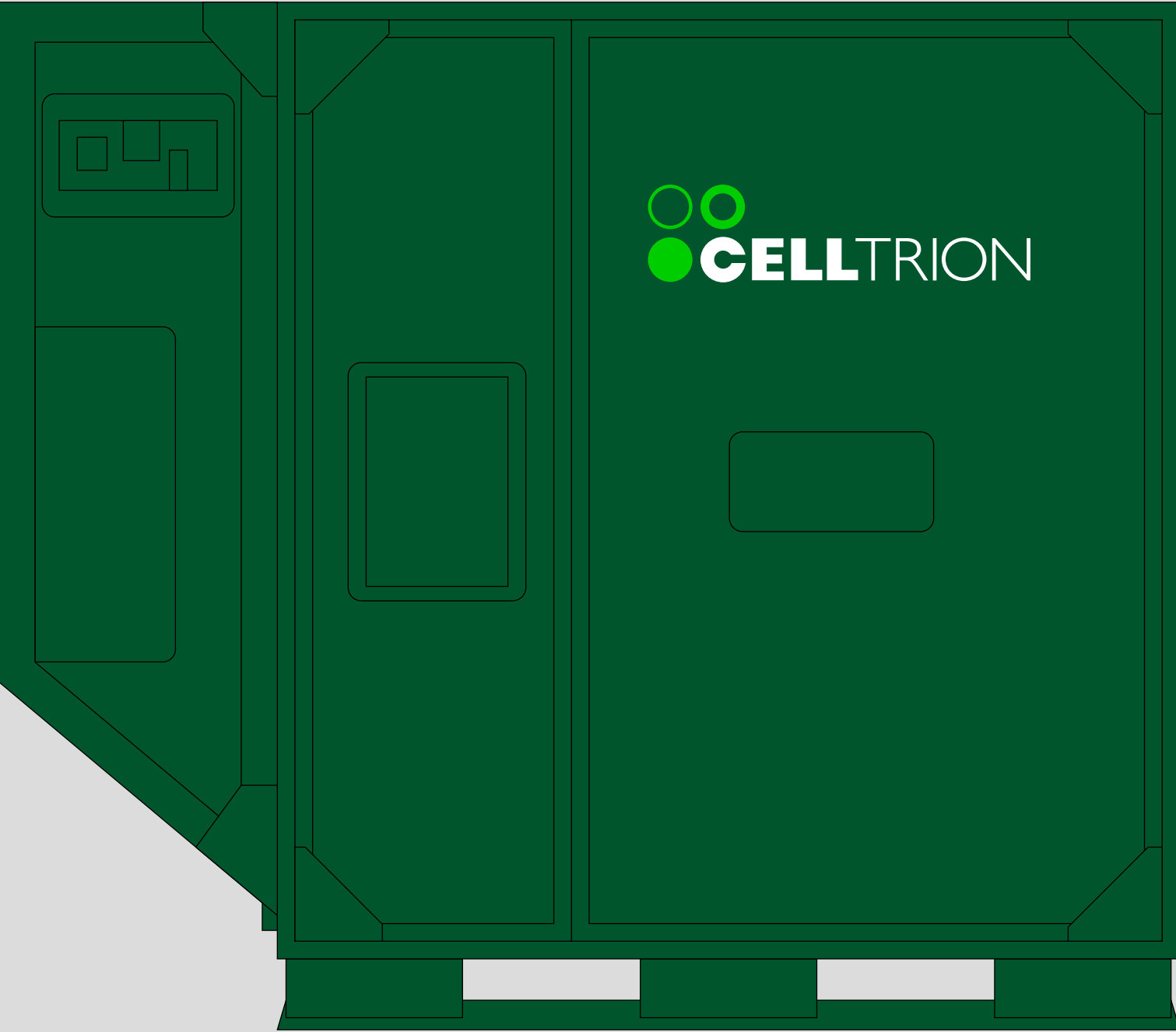
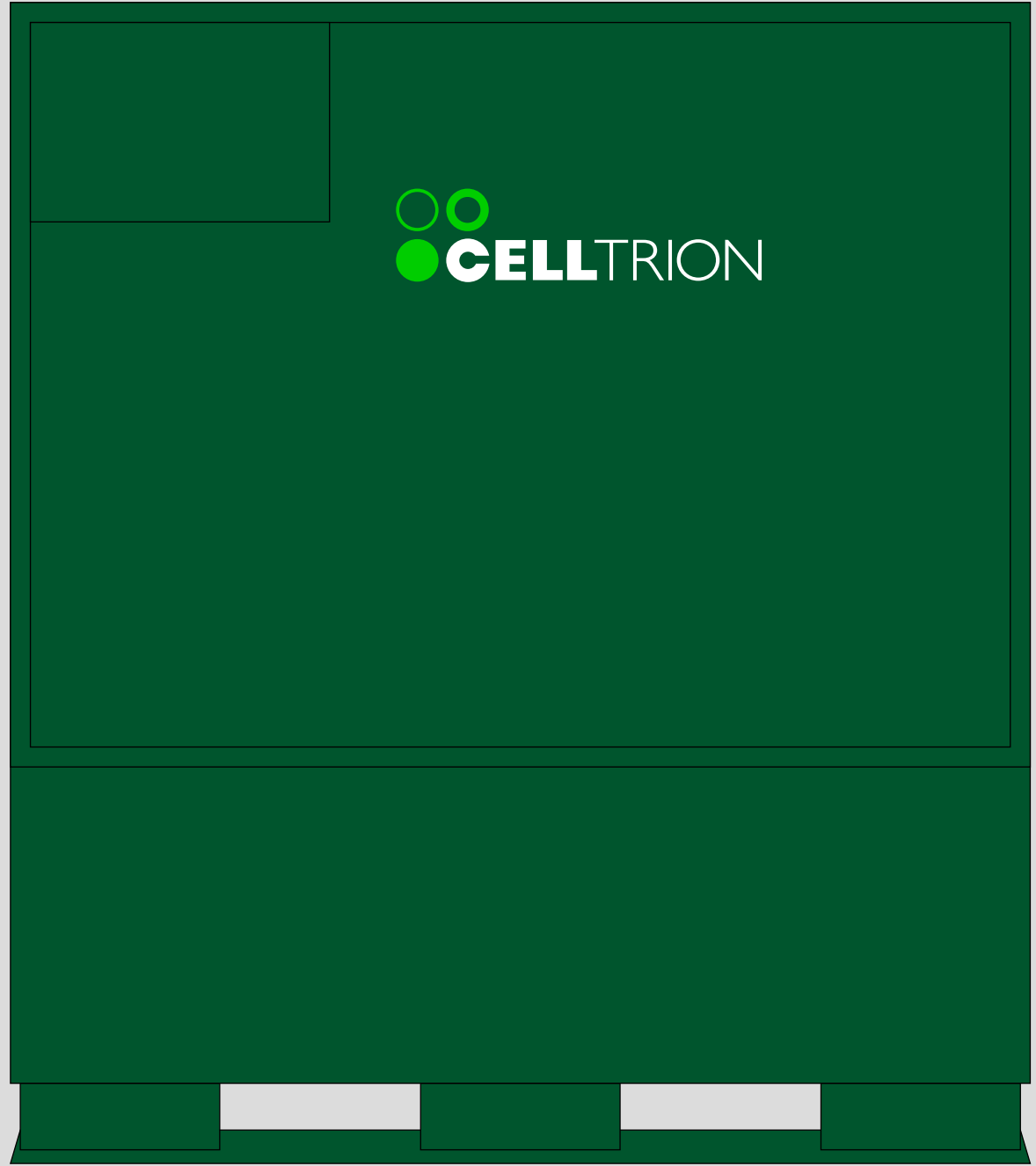


(Side View)



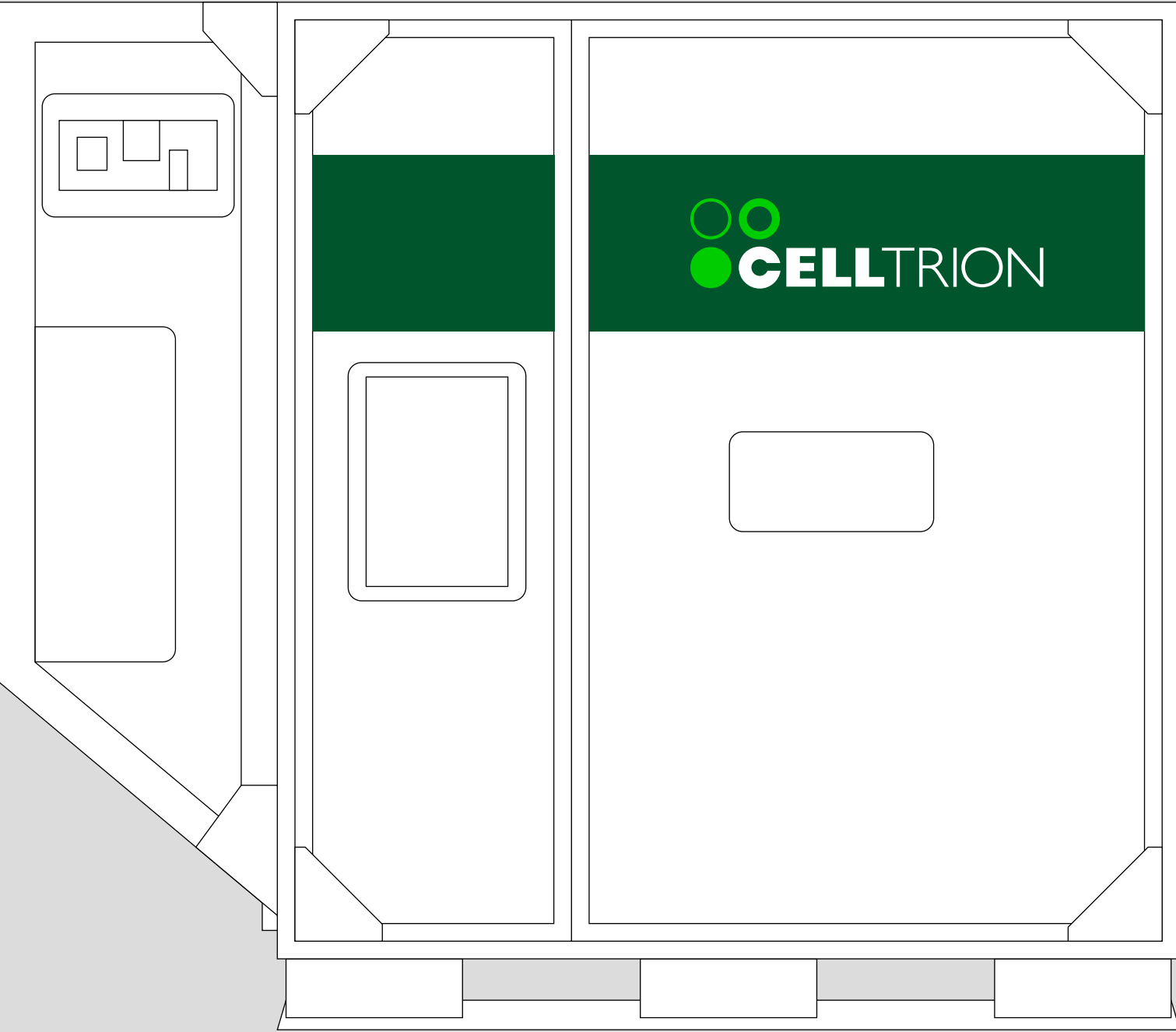
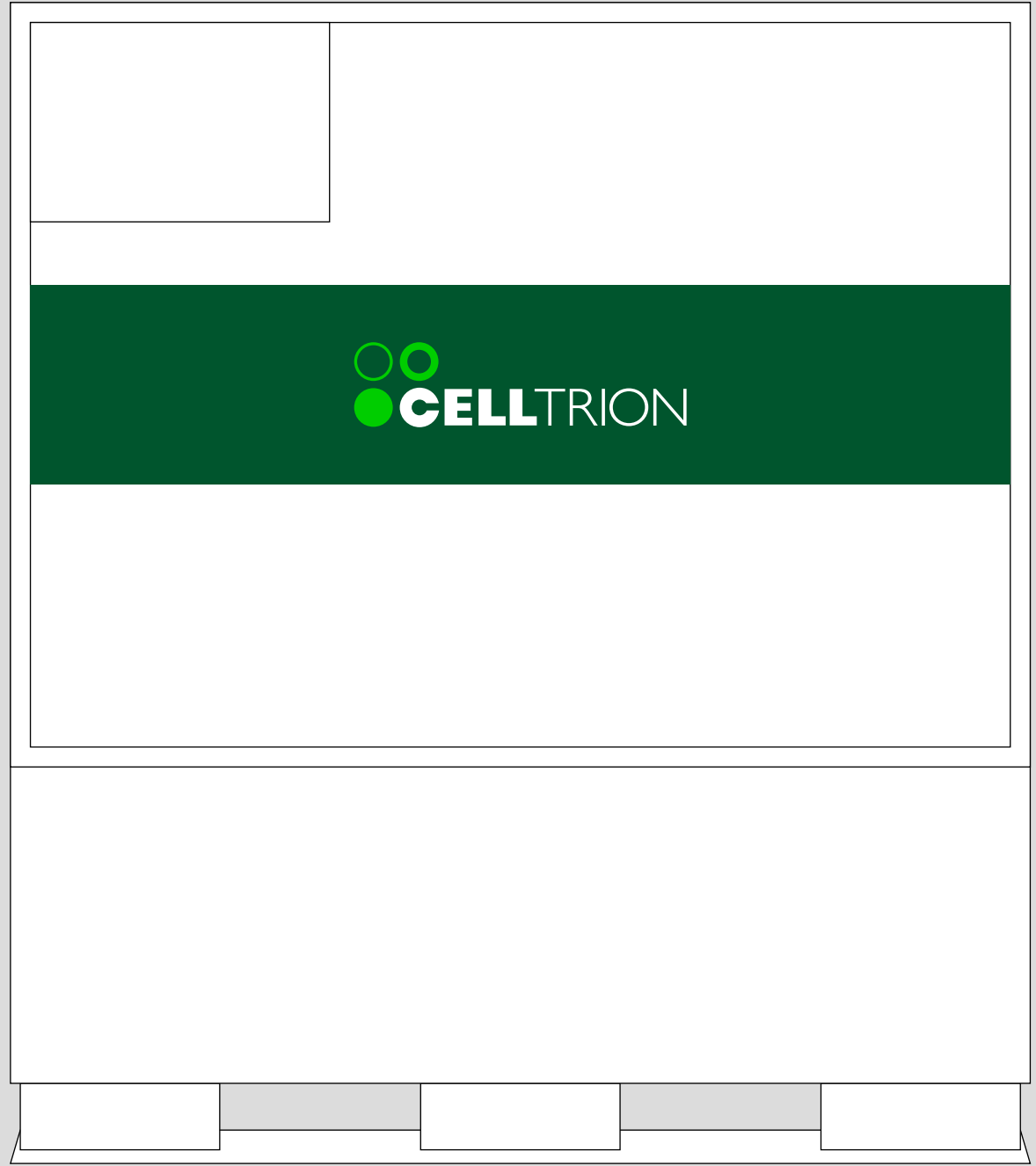
B.1 Offline Designs

**4-2.
Temperature-
controlled
Container**



B.1 Offline Designs

**4-2.
Temperature-
controlled
Container**

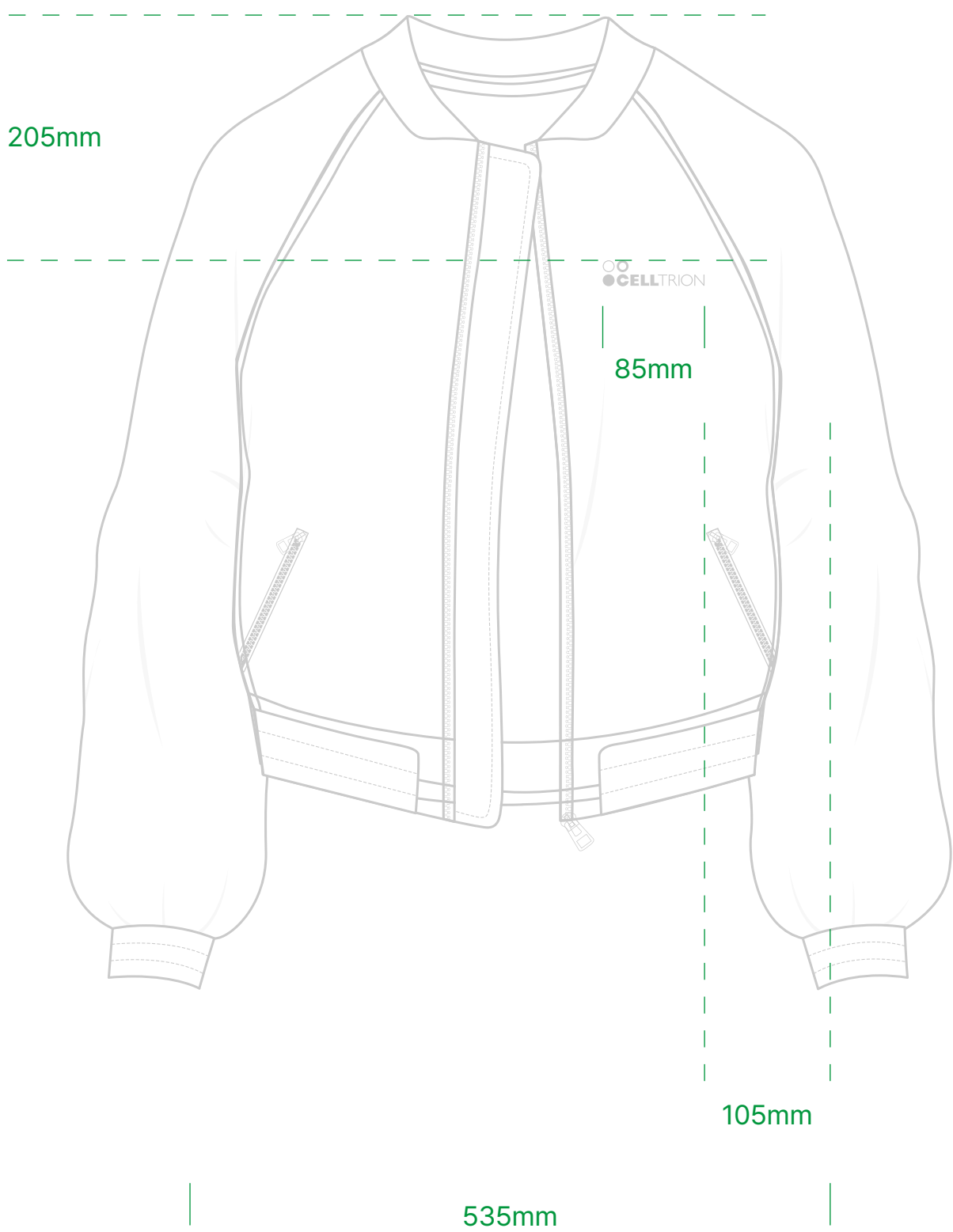


B.1 Offline Designs

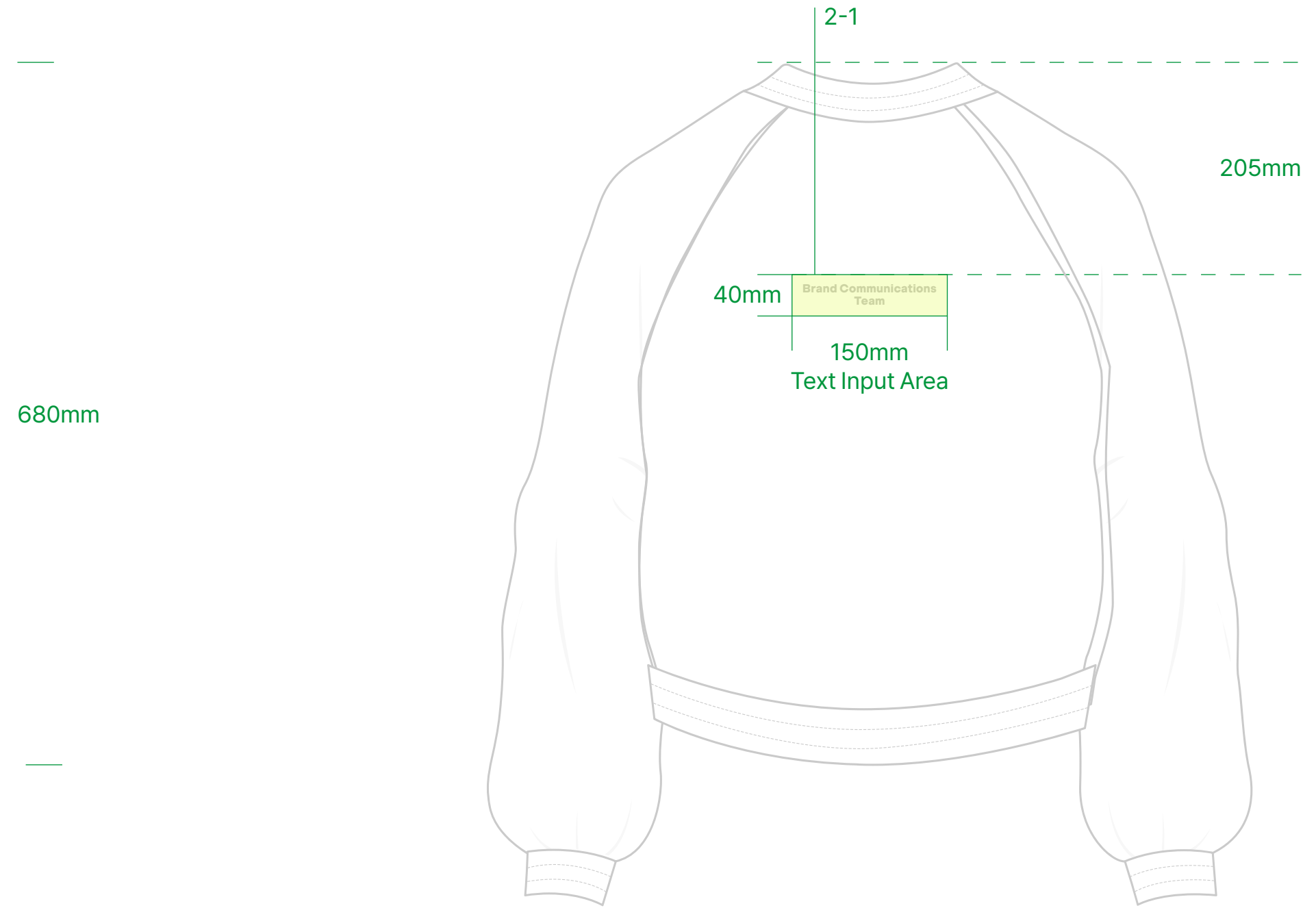
5-1. Employee Uniform

- [Design Guidelines]
- 1. Dimensions
535×680 mm (W / H) (0.2:1 Scale)
 - 2. Back View
 - 2-1. Celltrion Sans, Font Size: 31.5pt
 - 2-2. Text within the designated text input area is recommended to be a maximum of two lines.

[Front View]



[Back View]



B.1 Offline Designs

**5-1.
Employee Uniform**



B.1 Offline Designs

6-1. Circular Signage

[Design Guidelines]

1. Type A

1-1. One-Letter Usage -

Celltrion Sans, Font Size: 275pt

1-2. Two-Letter Usage -

Celltrion Sans, Font Size: 132pt

1-3. Text of two or more letters and

use of two-line format is not permitted.

2. Type B

2-1. One-Line Usage (Two letters) -

Celltrion Sans, Font Size: 132pt

2-2. One-Line Usage (Three letters) -

Celltrion Sans, Font Size: 122pt

2-3. Two-Line Usage (Three or more letters) -

Celltrion Sans, Font Size: 105pt

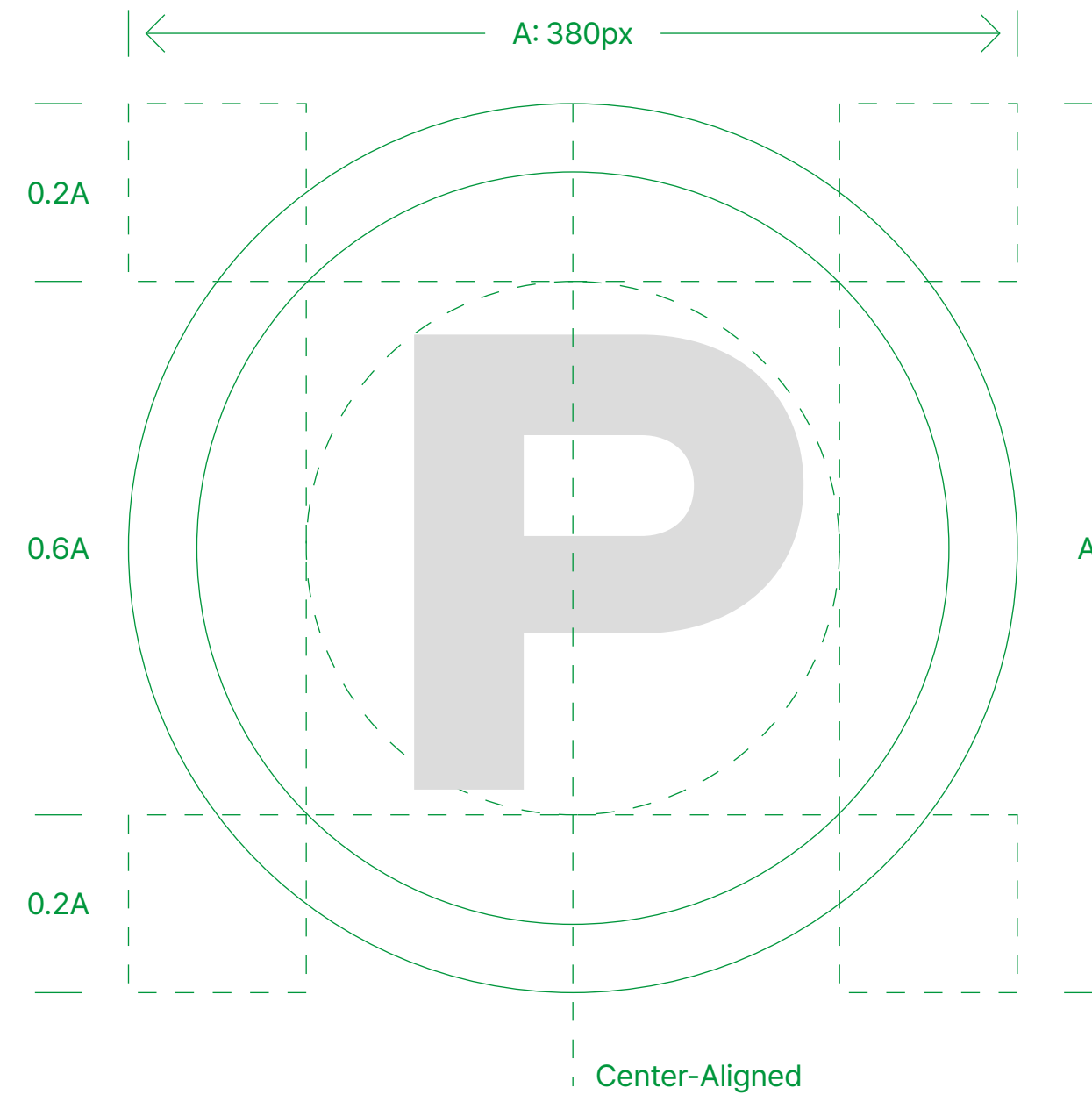
2-4. Text with three or more letters must be set in

two lines. Use of more than two lines is not permitted.

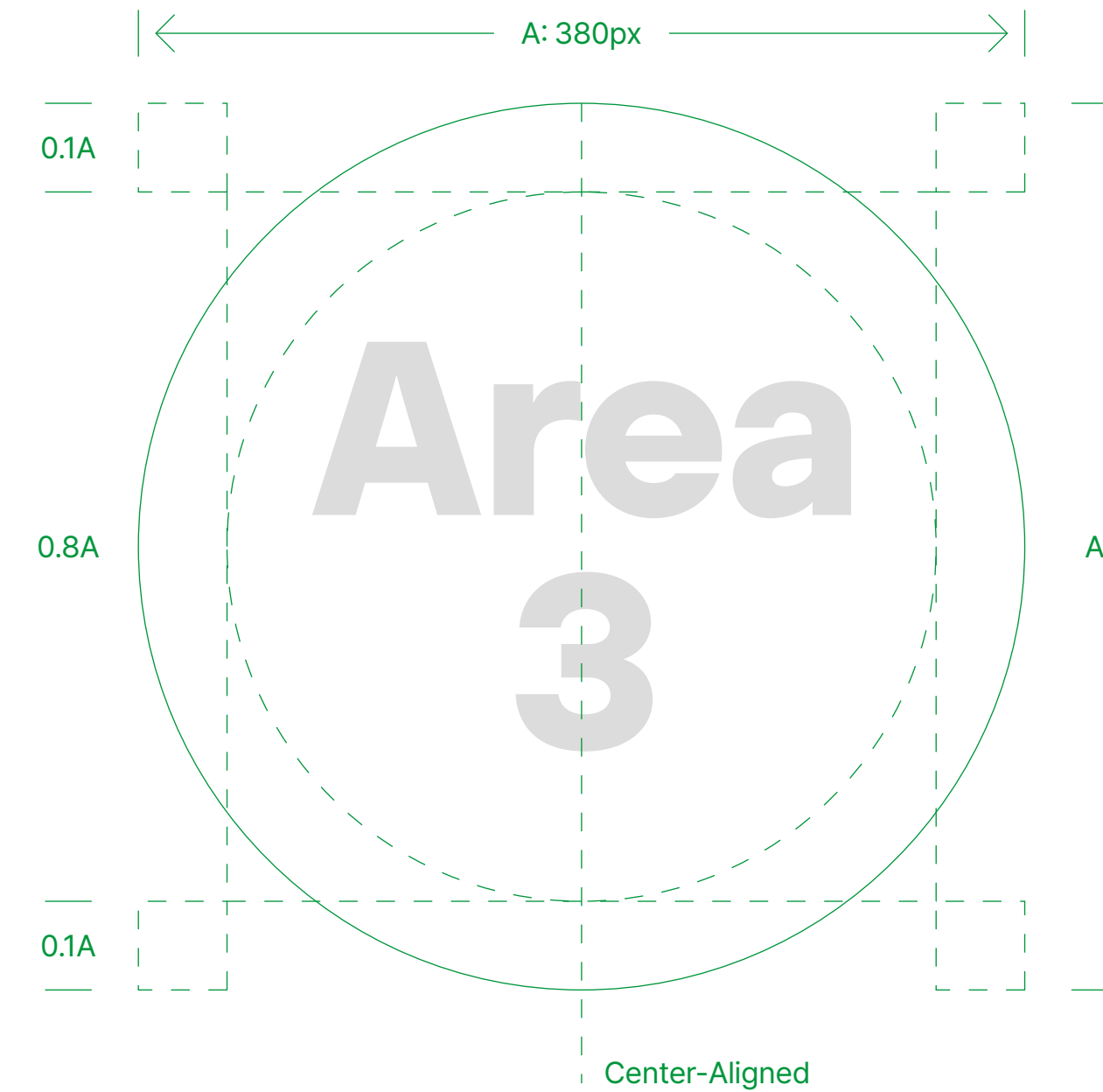
3. Notice

The font size used within the text area is recommended to be a minimum of 80pt.

[Type A]



[Type B]



B.1 Offline Designs

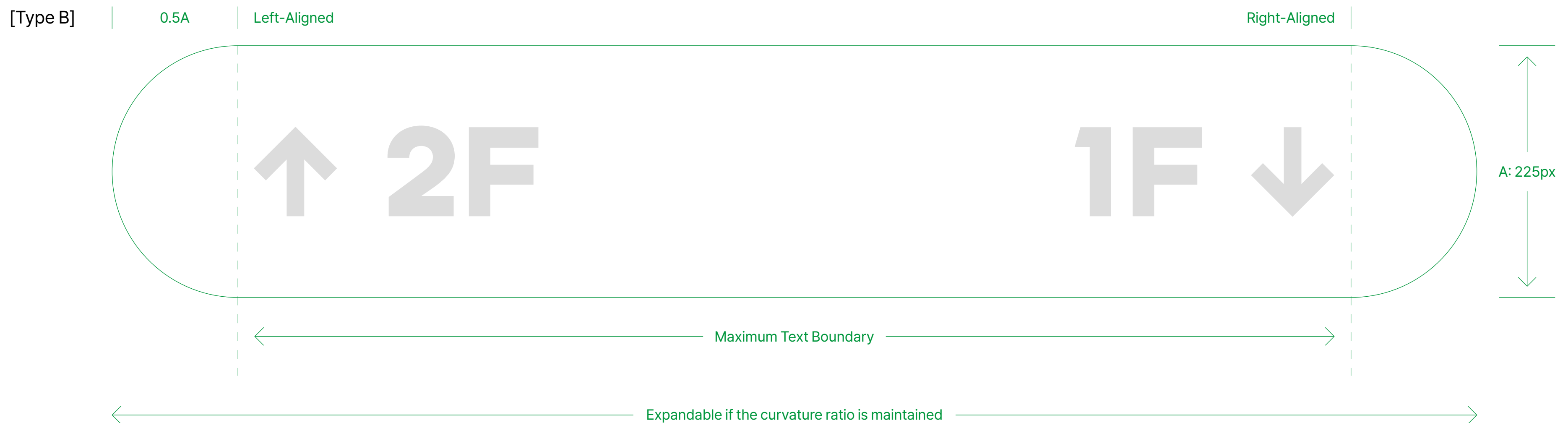
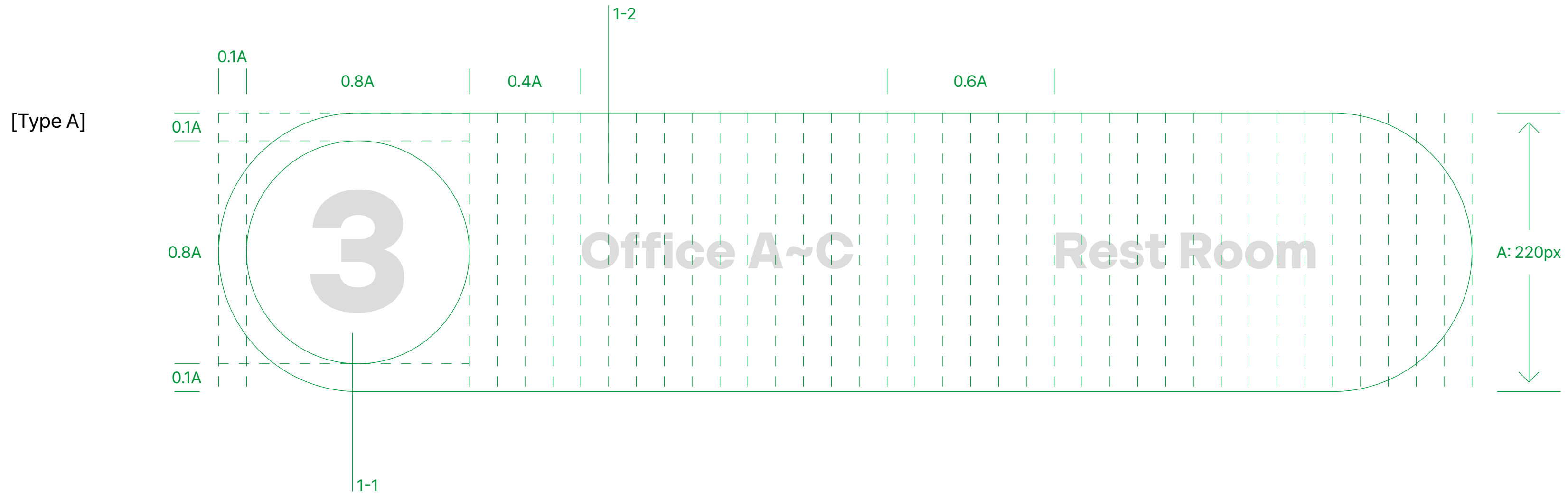
6-1.
Circular Signage



B.1 Offline Designs

6-2. Capsule Signage

- [Design Guidelines]
- 1. Type A
 - 1-1. Celltrion Sans, Font Size: 133pt
 - 1-2. Celltrion Sans Font Size: 40pt
 - 2. Type B
 - Celltrion Sans, Font Size: 112.5pt



B.1 Offline Designs

6-2.
Capsule Signage



B.1 Offline Designs

6-3. Rounded-Rectangular Signage

[Design Guidelines]

1. Type A

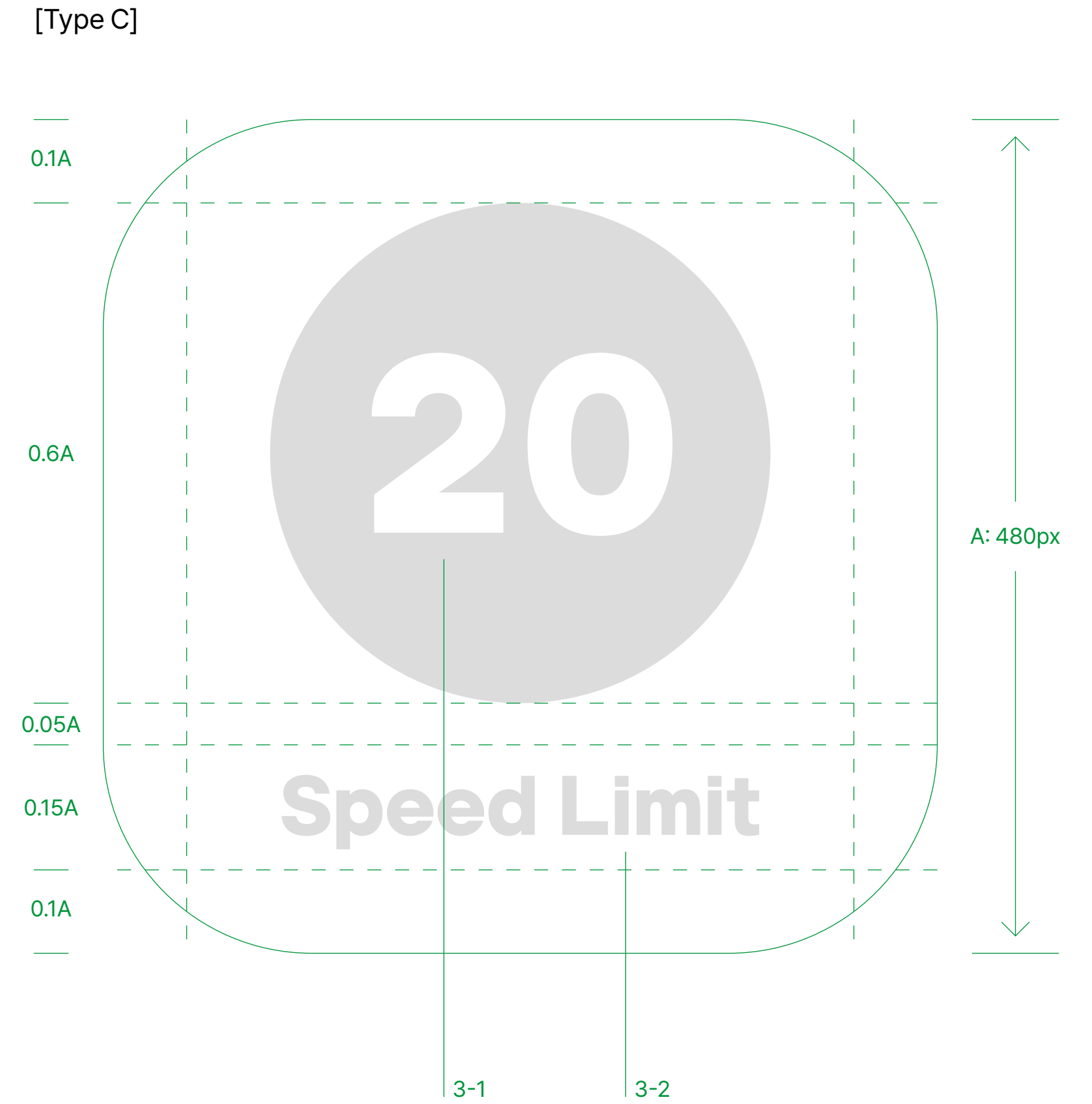
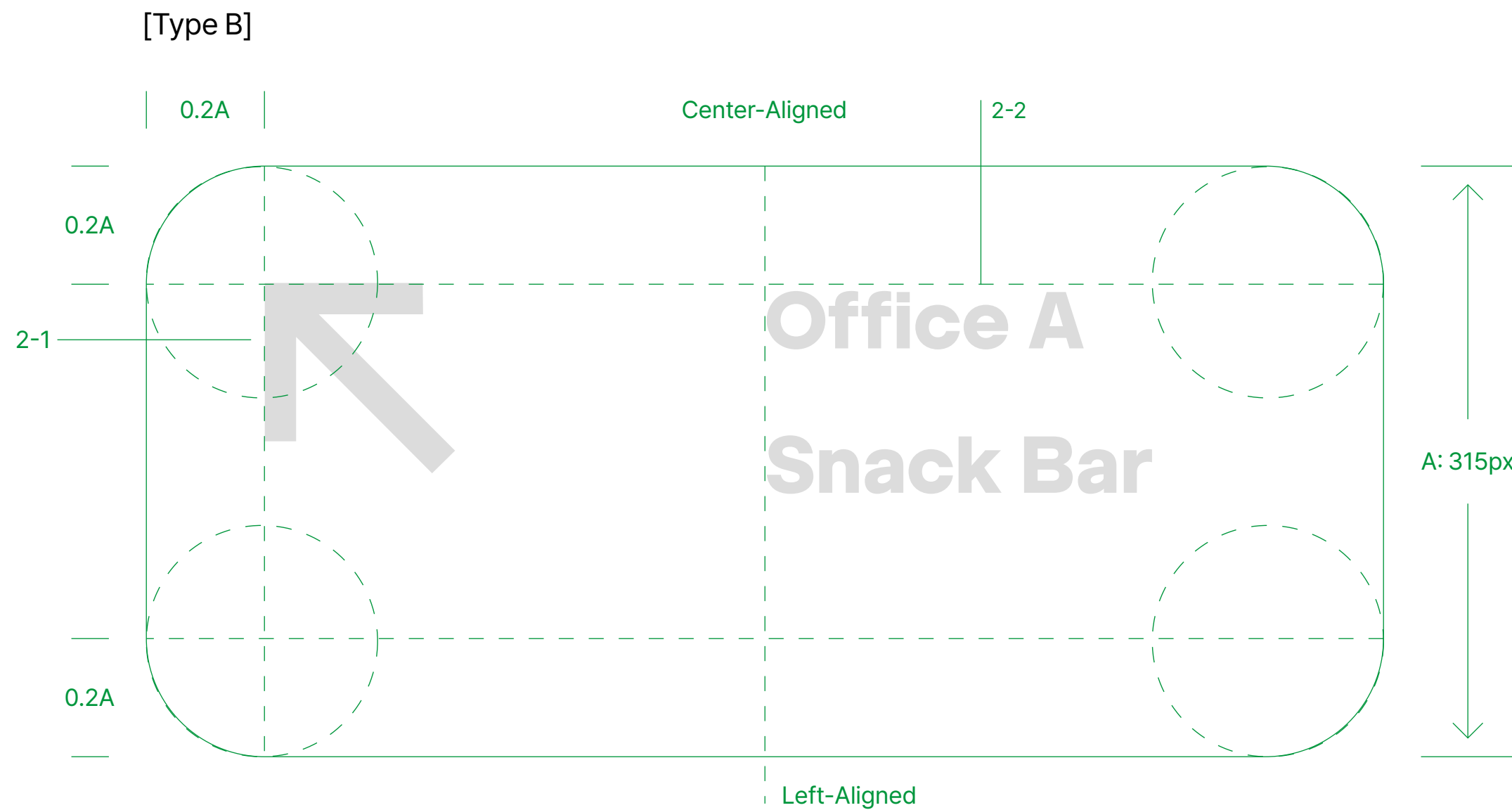
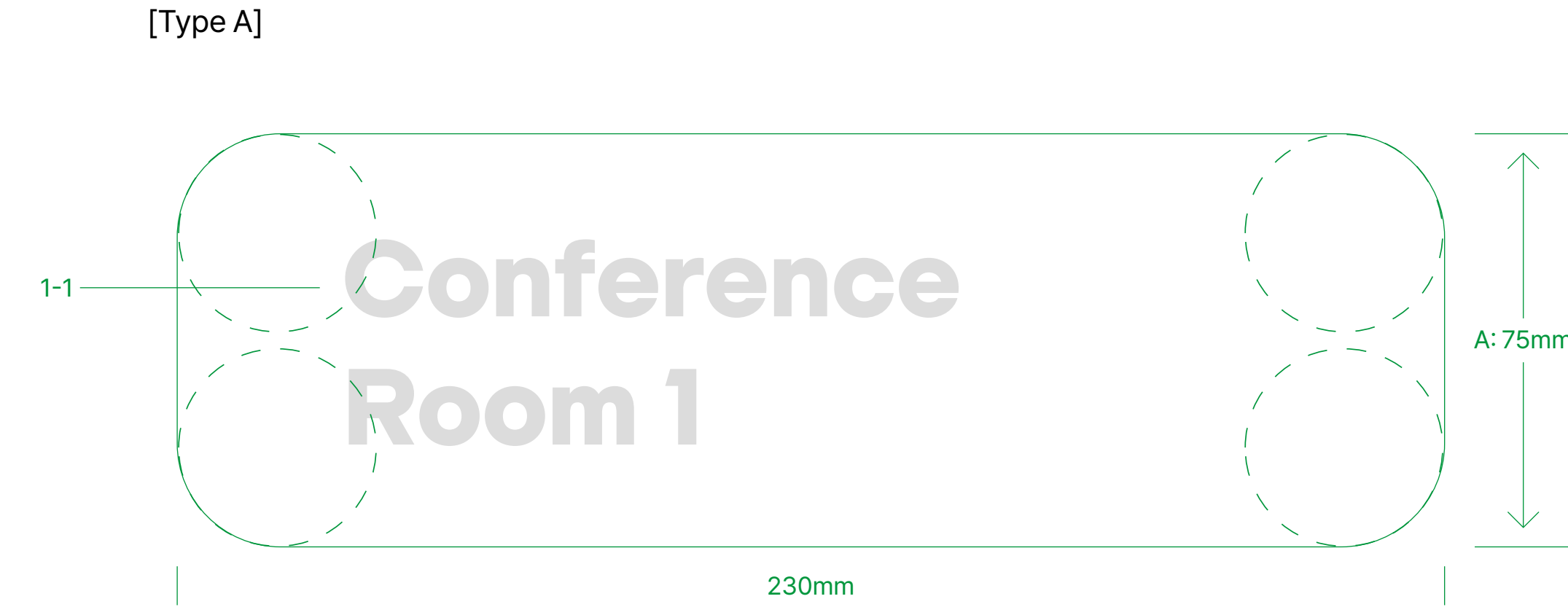
- 1-1. Celltrion Sans, Font Size: 55pt
- 1-2. The font size used within the text area is recommended to be a minimum of 45pt.

2. Type B

- 2-1. Pretendard Medium, Font Size: 190pt
- 2-2. Celltrion Sans, Font Size: 42.5pt
- 2-3. The font size used within the text area is recommended to be a minimum of 40pt.

3. Type C

- 3-1. Celltrion Sans, Font Size: 144pt
- 3-2. Celltrion Sans, Font Size: 48pt



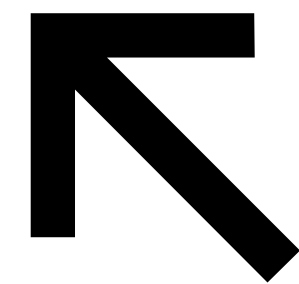
B.1 Offline Designs

6-3.

Rounded- Rectangular Signage



**Conference
Room 1**



**Office A
Snack Bar**



20

Speed Limit

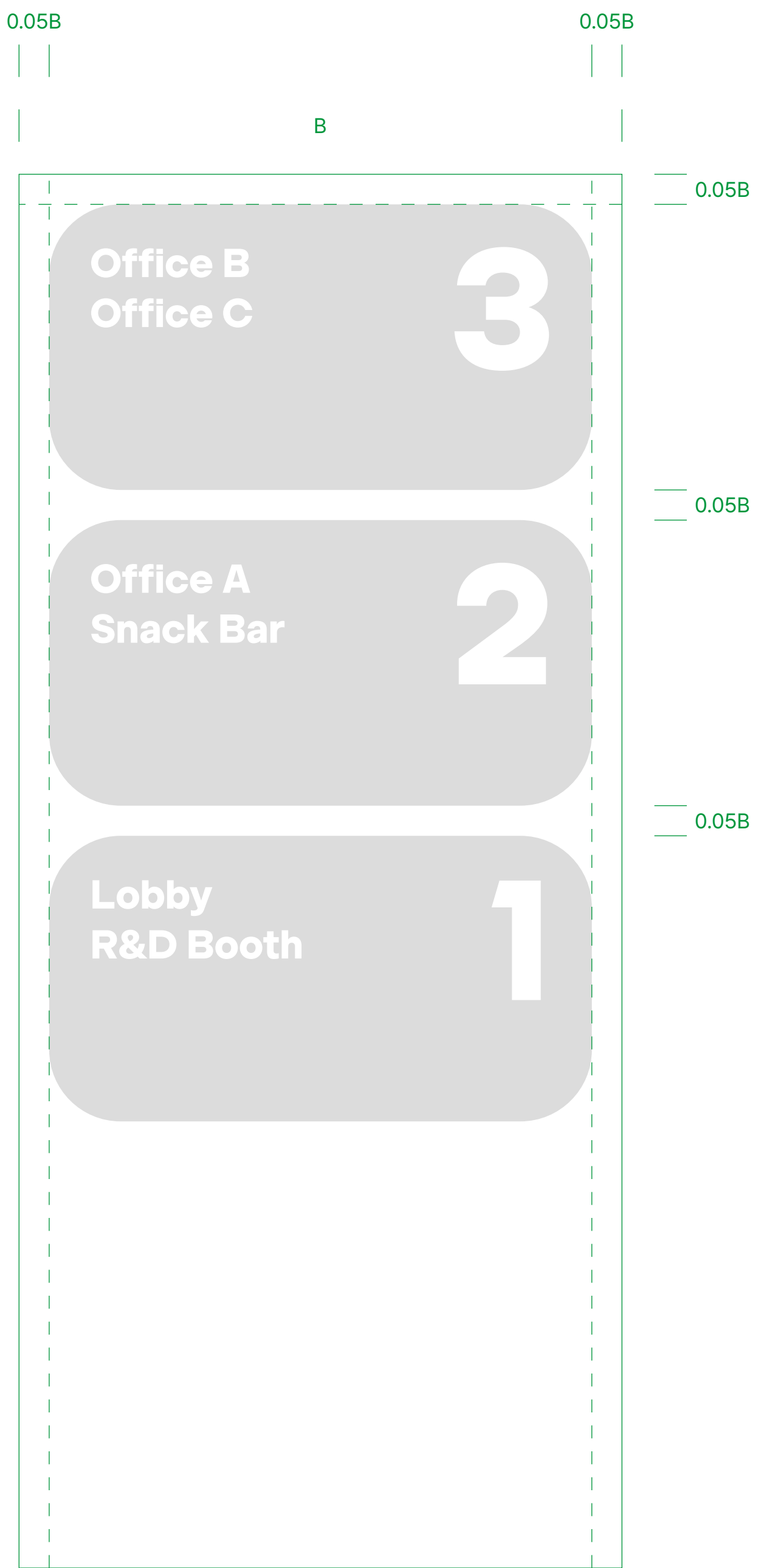
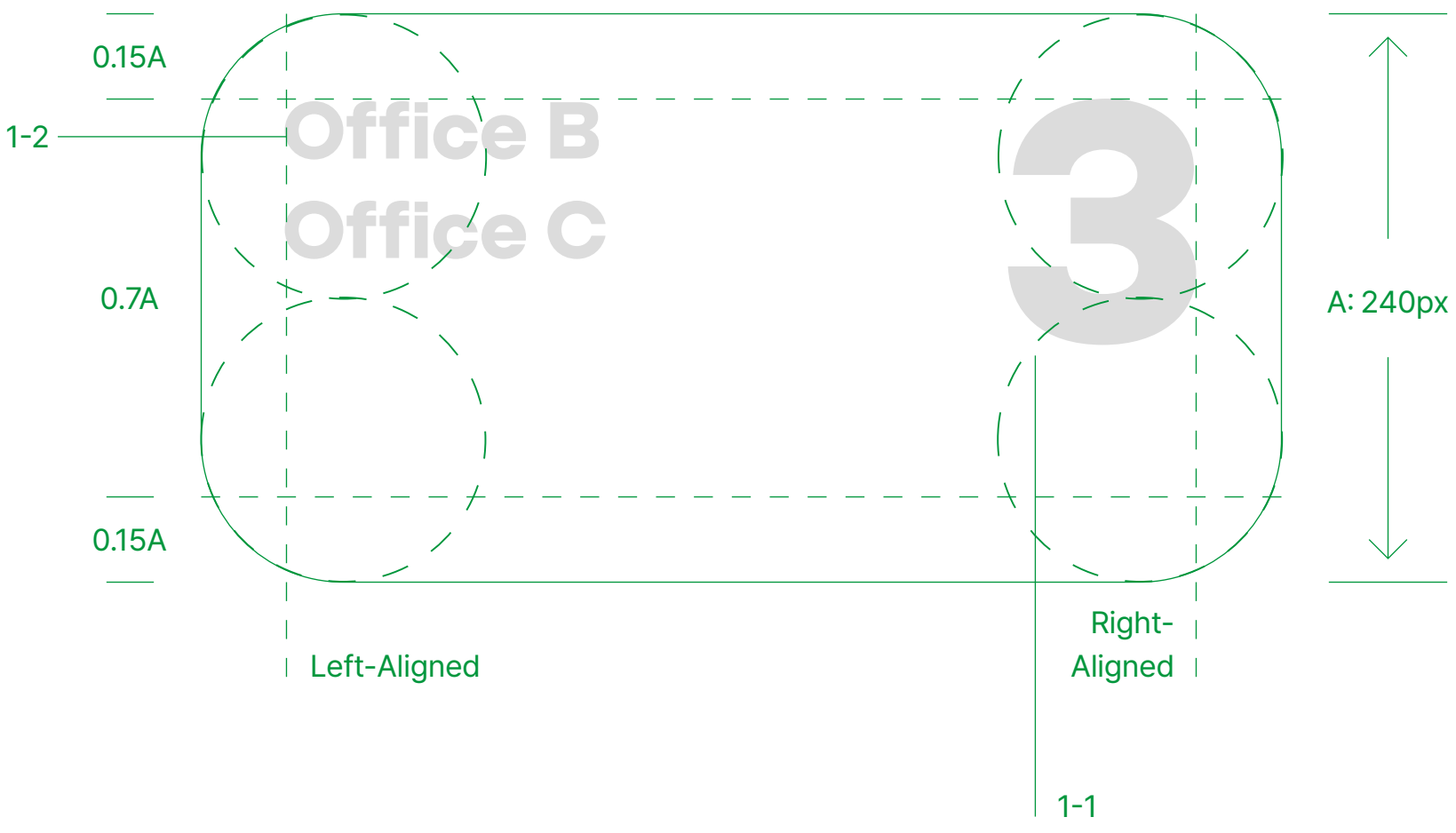
B.1 Offline Designs

6-4. Standing Signage

[Design Guidelines]

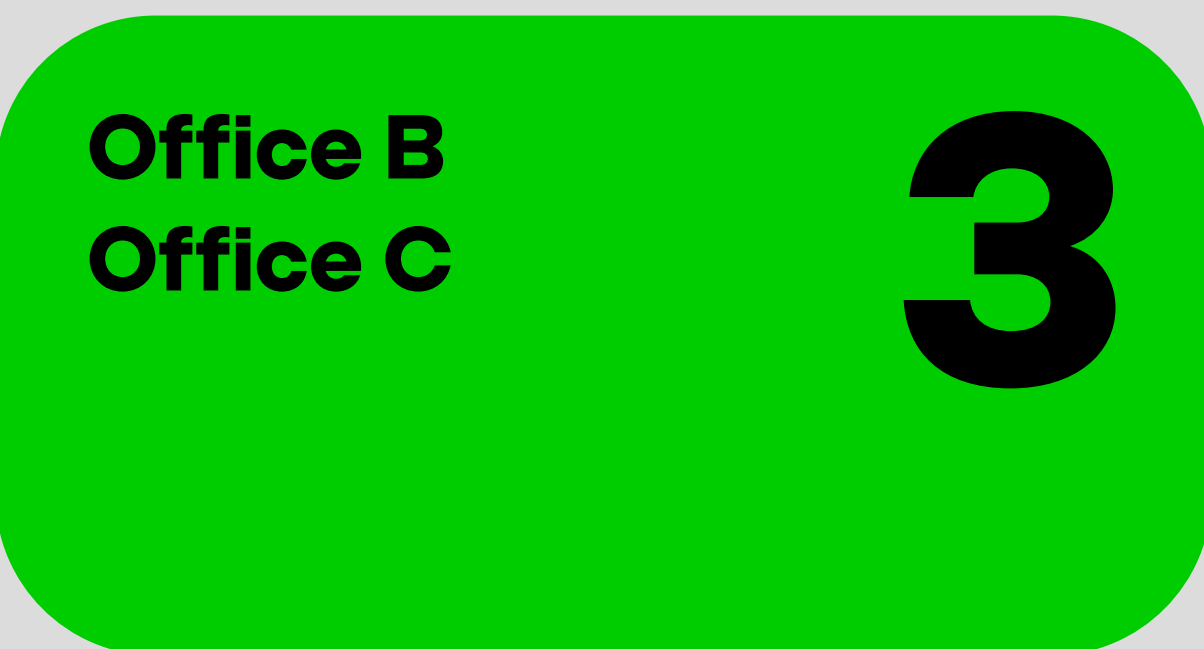
- 1. Typeface
 - 1-1. Celltrion Sans, Font Size: 142pt
 - 1-2. Celltrion Sans, Font Size: 33.6pt
- 2. Notice

The font size used within the text area is recommended to be a minimum of 30pt.



B.1 Offline Designs

6-4.
Standing Signage



2. Online Designs

This document defines reference examples demonstrating the application of the brand design in online environments. Each example reflects outcomes developed in consideration of the characteristics of digital media, providing a comprehensive understanding of application across various online contexts. All examples included in this document are provided for reference and are intended to support the planning and production of future online brand design applications.

1. Screen Saver

1-1. Screen Saver

2. Social Media

2-1. Facebook Banner

2-2. Youtube Banner

2-3. Blog Banner

2-4. Social Media Profile

3. Email

3-1. Email Signature

B.2 Online Designs

1-1. Screen Saver

[Design Guidelines]

1. Dimensions

Screen - 1,920x1,080 px (W / H) (0.3:1 Scale)

2. Type A

2-1. Celltrion Sans, Font Size: 85pt

2-2. Pretendard Bold, Font Size: 30pt

3. Type B

3-1. Celltrion Sans, Font Size: 85pt

3-2. Pretendard Bold, Font Size: 30pt

3-3. Pretendard Medium, Font Size: 16pt

4. Type C

4-1. Celltrion Sans, Font Size: 85pt

4-2. Celltrion Sans, Font Size: 60pt

4-3. Pretendard Bold, Font Size: 30pt

4-4. Pretendard Medium, Font Size: 20pt

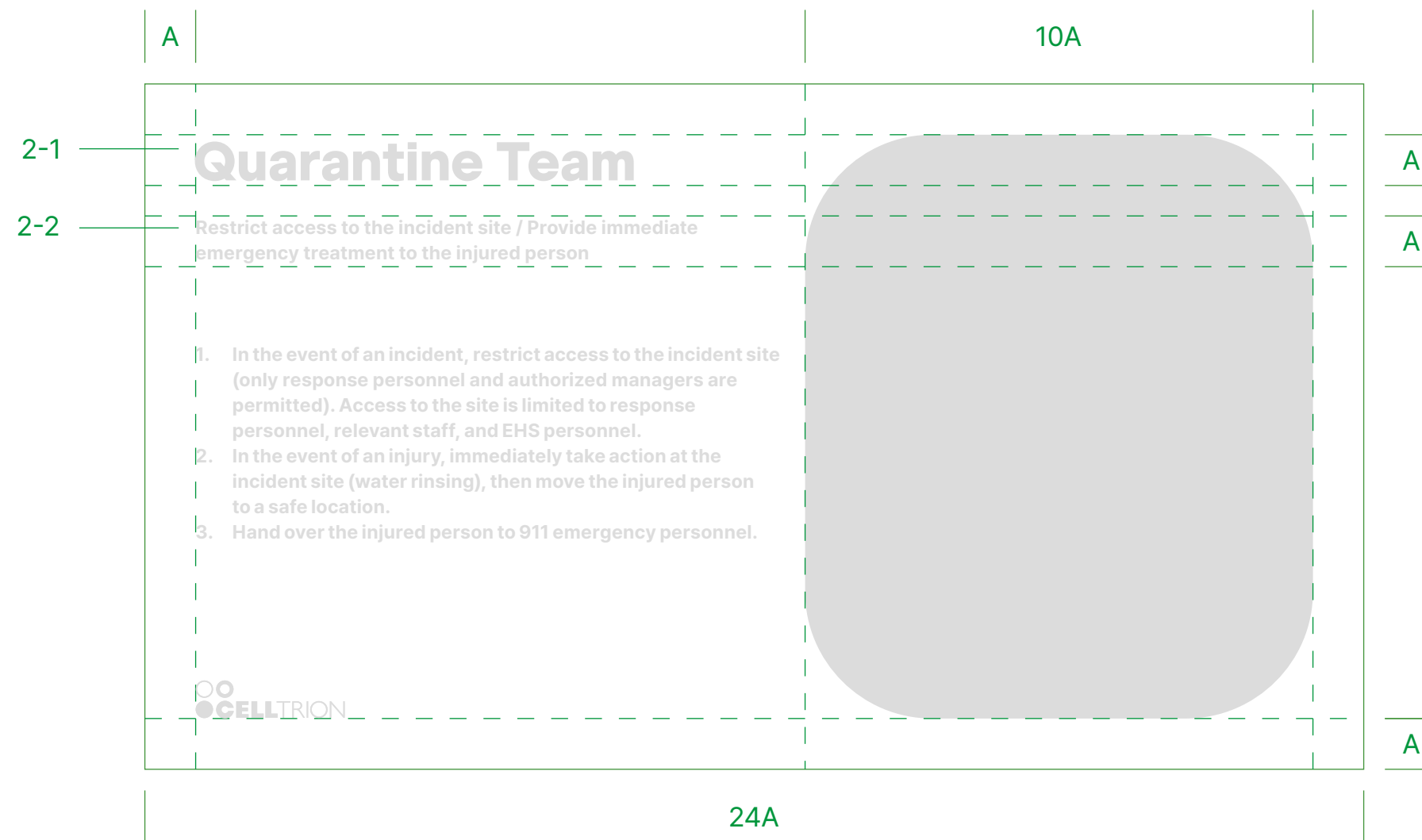
5. Type D

5-1. Celltrion Sans, Font Size: 85pt

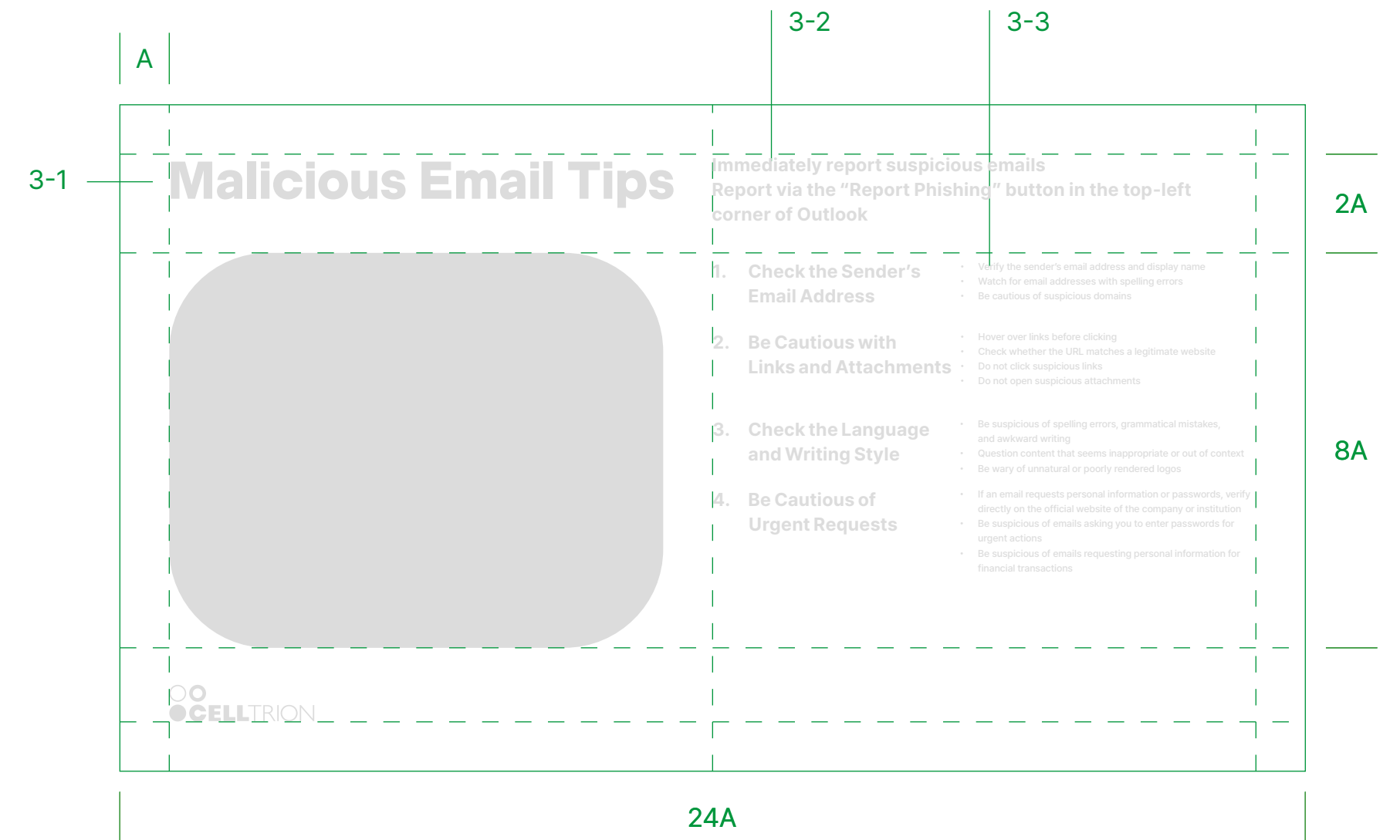
5-2. Pretendard Bold, Font Size: 30pt

5-3. Pretendard Medium, Font Size: 16pt

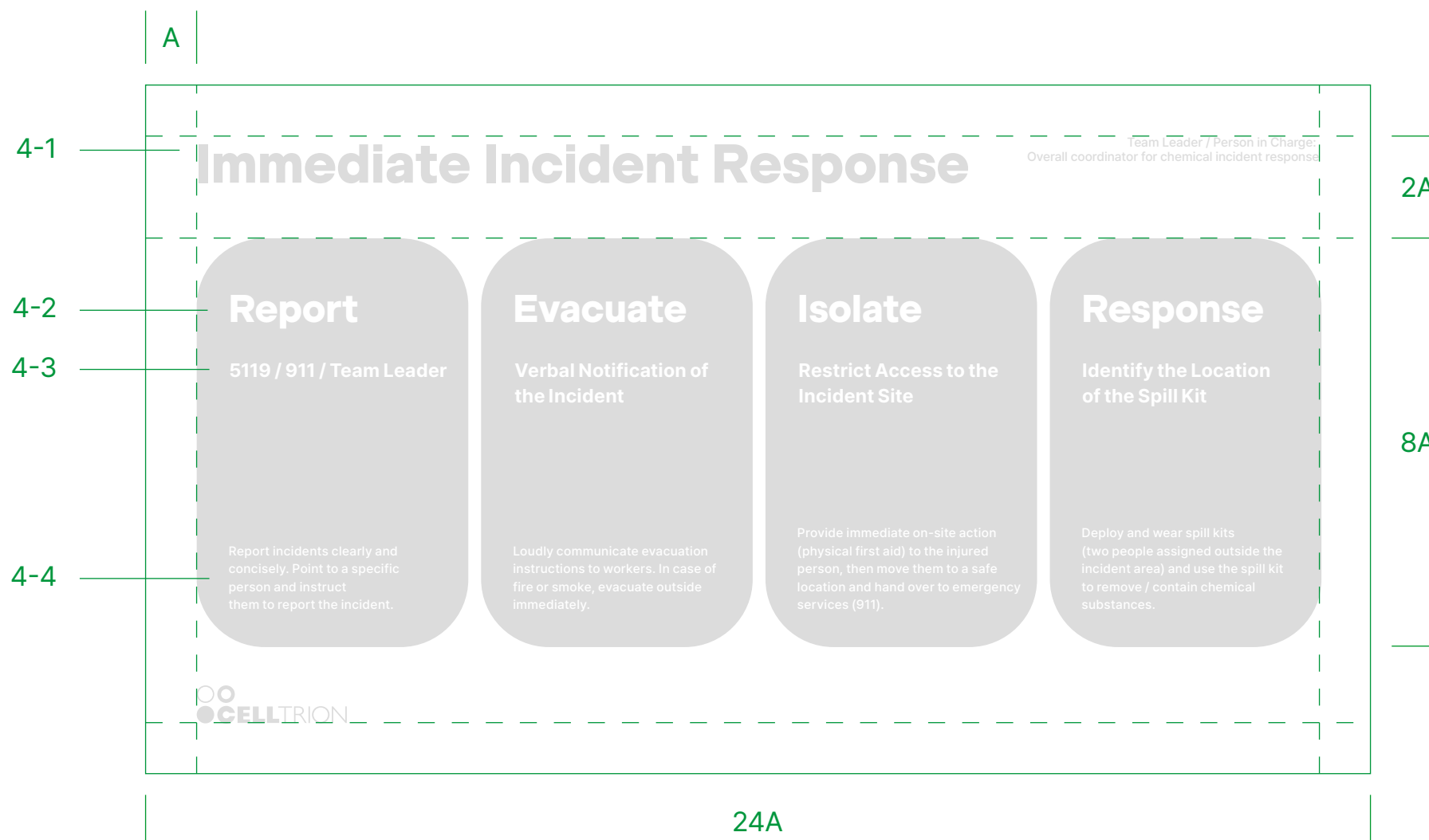
[Type A]



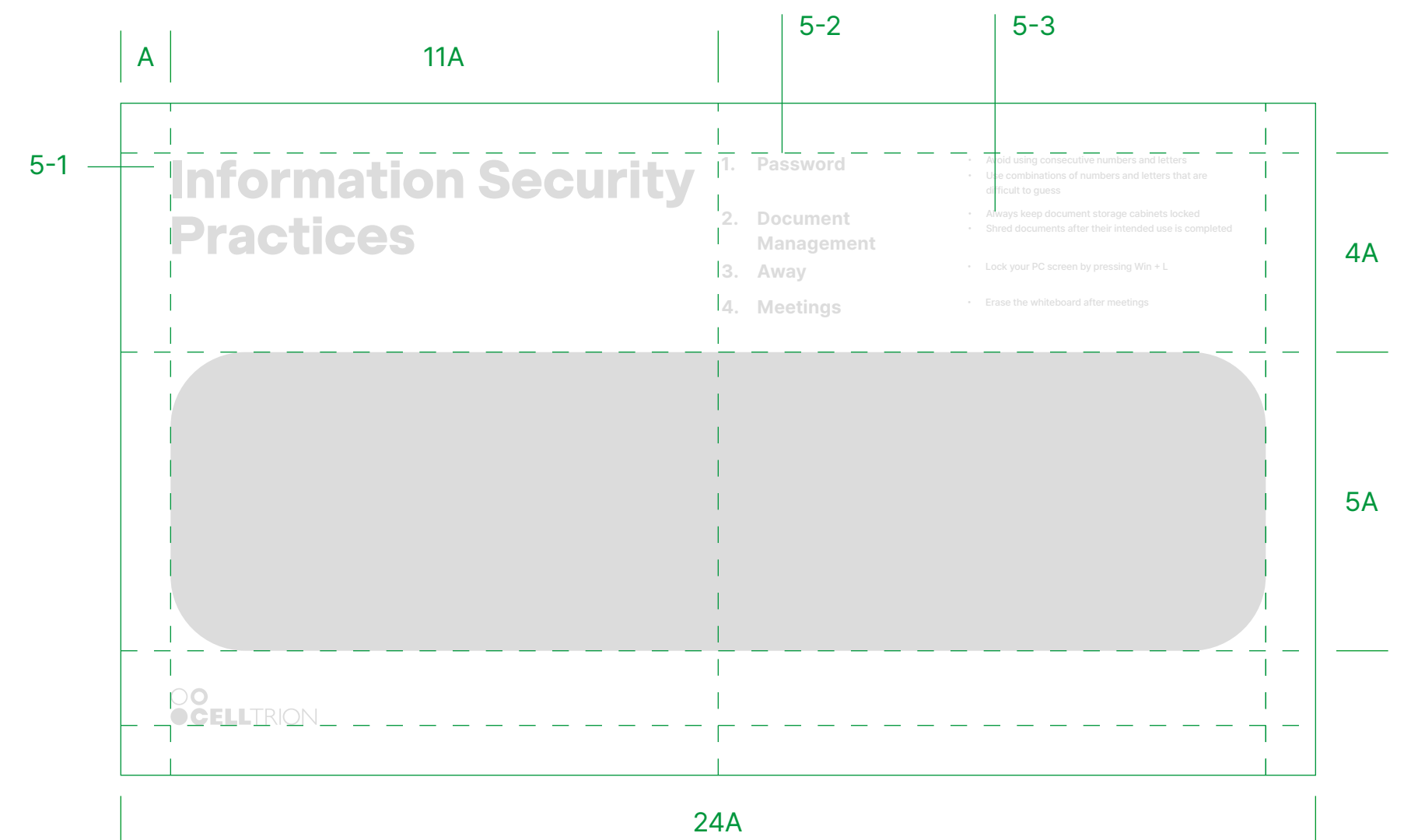
[Type B]



[Type C]



[Type D]



B.2 Online Designs

1-1. Screen Saver

Evacuation Team

Instruct people to **evacuate away from the incident site**

1. Loud verbal evacuation alert
Issue a loud verbal evacuation warning.
Warn nearby personnel loudly and guide them out of the laboratory.
2. Immediate verbal instruction to evacuate the building
In the event of fire or smoke, loudly instruct all personnel to evacuate the building immediately.
3. Prevent inhalation of hazardous smoke
If smoke is present, use a mask or handkerchief to prevent inhalation of hazardous fumes.




CELLTRION

Quarantine Team

Restrict access to the incident site / Provide immediate emergency treatment to the injured person

1. In the event of an incident, restrict access to the incident site (only response personnel and authorized managers are permitted). Access to the site is limited to response personnel, relevant staff, and EHS personnel.
2. In the event of an injury, immediately take action at the incident site (water rinsing), then move the injured person to a safe location.
3. Hand over the injured person to 911 emergency personnel.




CELLTRION

Response Team

Use the spill kit to handle chemical spills (at least two team members required)

1. In the event of an incident, move the spill kit to an area near the incident site.
2. Put on spill kit PPE outside the incident area. Personnel must cross-check each other during PPE use.
3. Enter the incident area. Use the spill kit to remove and handle the spilled chemicals.
4. Place used PPE and absorbent materials in a disposal bag. Seal the bag securely. Dispose of it properly.



CELLTRION

Malicious Email Tips

Immediately report suspicious emails
Report via the "Report Phishing" button in the top-left corner of Outlook

1. Check the Sender's Email Address
 - Verify the sender's email address and display name
 - Watch for email addresses with spelling errors
 - No inclusion of suspicious domains
2. Be Cautious with Links and Attachments
 - Hover over links before clicking
 - Check whether the URL matches a legitimate website
 - Do not click suspicious links
 - Do not open suspicious attachments
3. Check the Language and Writing Style
 - The appearance of spelling errors, grammatical mistakes, and unusual writing
 - Question content that seems inappropriate or out of context
 - No use of emotional or overly emotional signs
4. Be Cautious of Urgent Requests
 - If an email requests personal information or passwords, verify identity on the official website of the company or institution
 - No transaction of email money paid to other personnel for urgent actions
 - No transaction of emails requesting personal information for financial transactions



CELLTRION

Basic Workplace Etiquette Campaign

Shared Principles for Practicing Mutual Respect


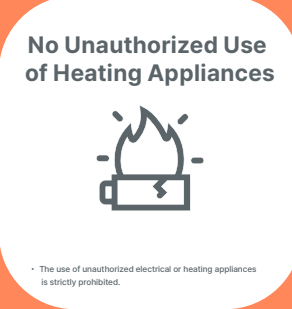
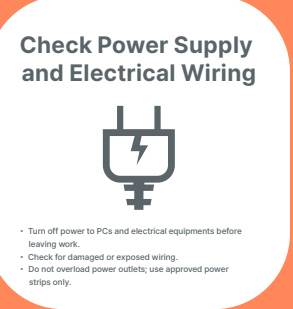
- Say Hello First
- Use Appropriate Language
- Embrace Differences



CELLTRION

Fire Prevention Safety Measures / Fire Emergency Call 5119

- Check Power Supply and Electrical Wiring**
 - Turn off power to PCs and electrical equipment before leaving work.
 - Check for damaged or exposed wiring.
 - Do not overload power outlets; use approved power strips only.
- No Unauthorized Use of Heating Appliances**
 - The use of unauthorized electrical or heating appliances is strictly prohibited.
- No Smoking**
 - Ensure all smoking materials are fully extinguished.



CELLTRION

Information Security Practices

1. Password
 - Avoid using consecutive numbers and letters
 - Use combinations of numbers and letters that are difficult to guess
2. Document Management
 - Always keep document storage cabinets locked
 - Destroy documents after their intended use is completed
3. Away
 - Lock your PC screen by pressing Win + L
4. Meetings
 - Erase the whiteboard after meetings



CELLTRION

Team Leader / Manager

In the event of an incident, the manager must **direct** all four response groups to operate simultaneously.

Initial Discoverer

Verbal Alert / Request Reporting / Injured Person Response

1. Loud verbal alert of the incident
2. Request reporting (Designate a specific person and instruct them to report the incident)
3. Provide immediate first aid (water rinsing)
Move the injured person to a safe location



CELLTRION


Communication Risk Guidelines

DO

- Share externally only after company approval
- Refer externally only to officially announced information
- Only reference personal matters unrelated to work externally

DON'T

- Do not disclose confidential or proprietary information, including trade secrets
- Do not take or share photos of factories, offices, or company facilities without authorization
- Do not post content related to the company or sensitive issues



CELLTRION

B.2 Online Designs

2-1. Facebook Banner

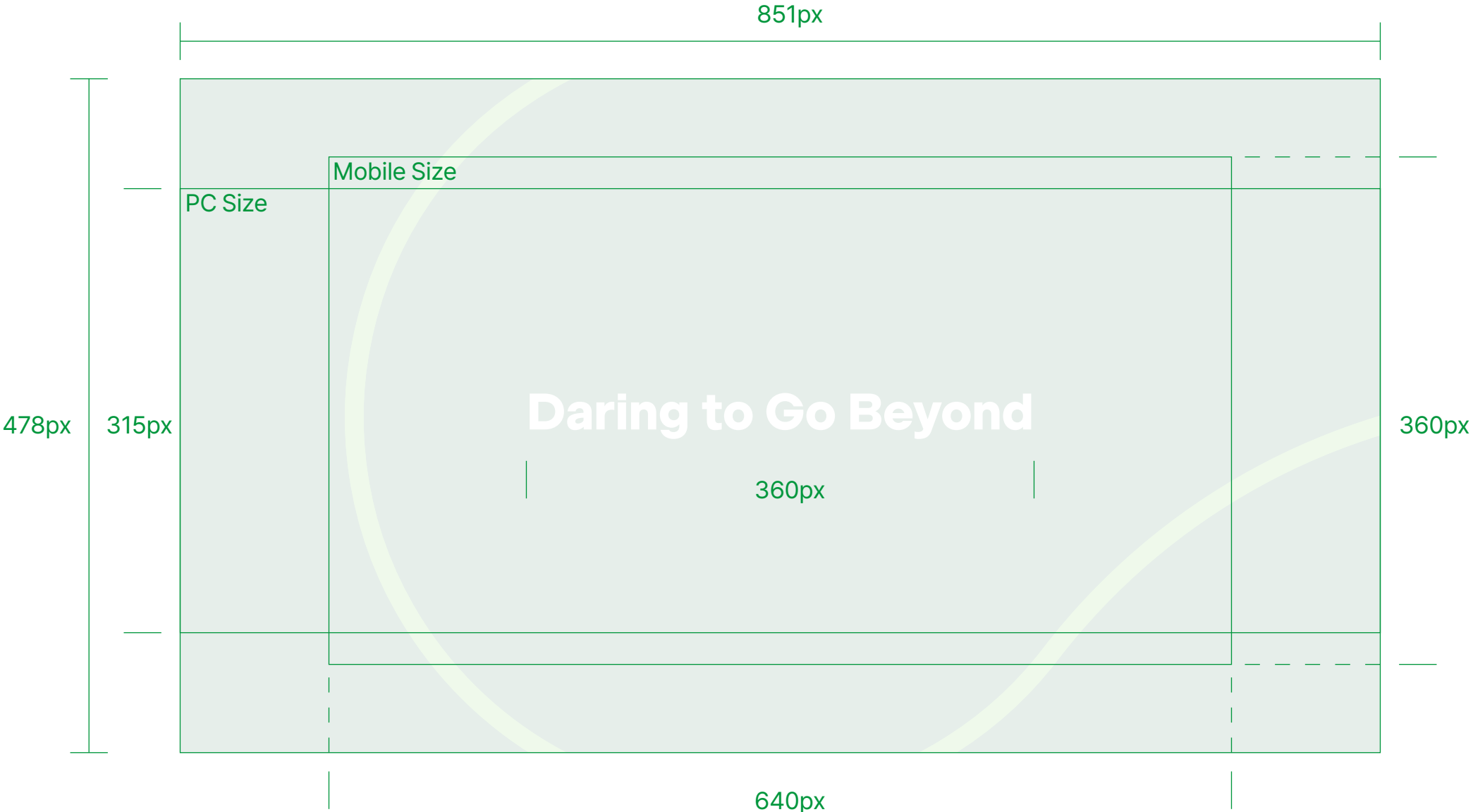
[Design Guidelines]

- 1. Dimensions
 - 1-1. Image Content Area: 851x478 px (W / H) (0.75:1 Scale)
 - 1-2. PC: 851x315 px (W / H) (0.75:1 Scale)
 - 1-3. Mobile: 640x360 px (W / H) (0.75:1 Scale)

[Type A]

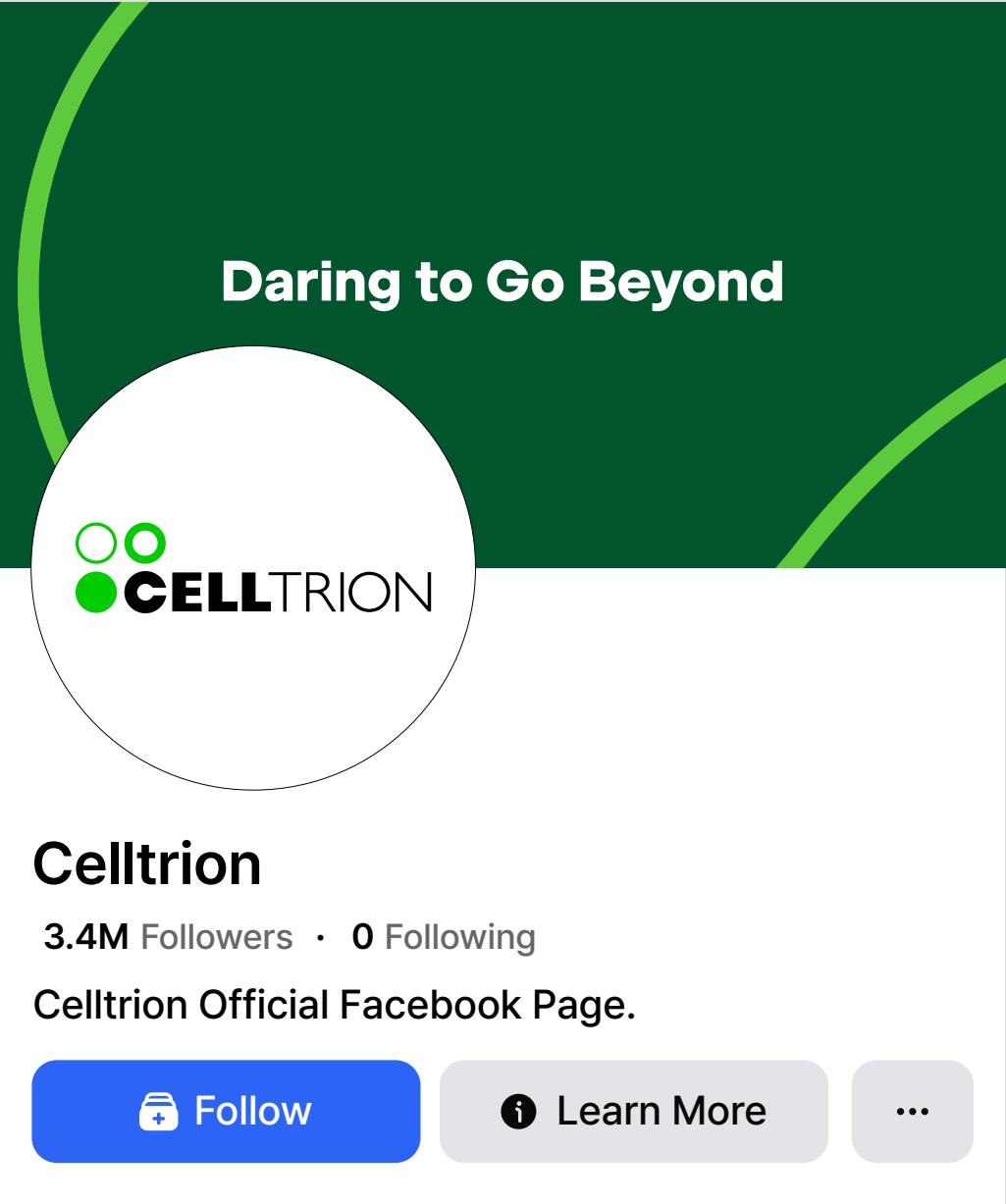
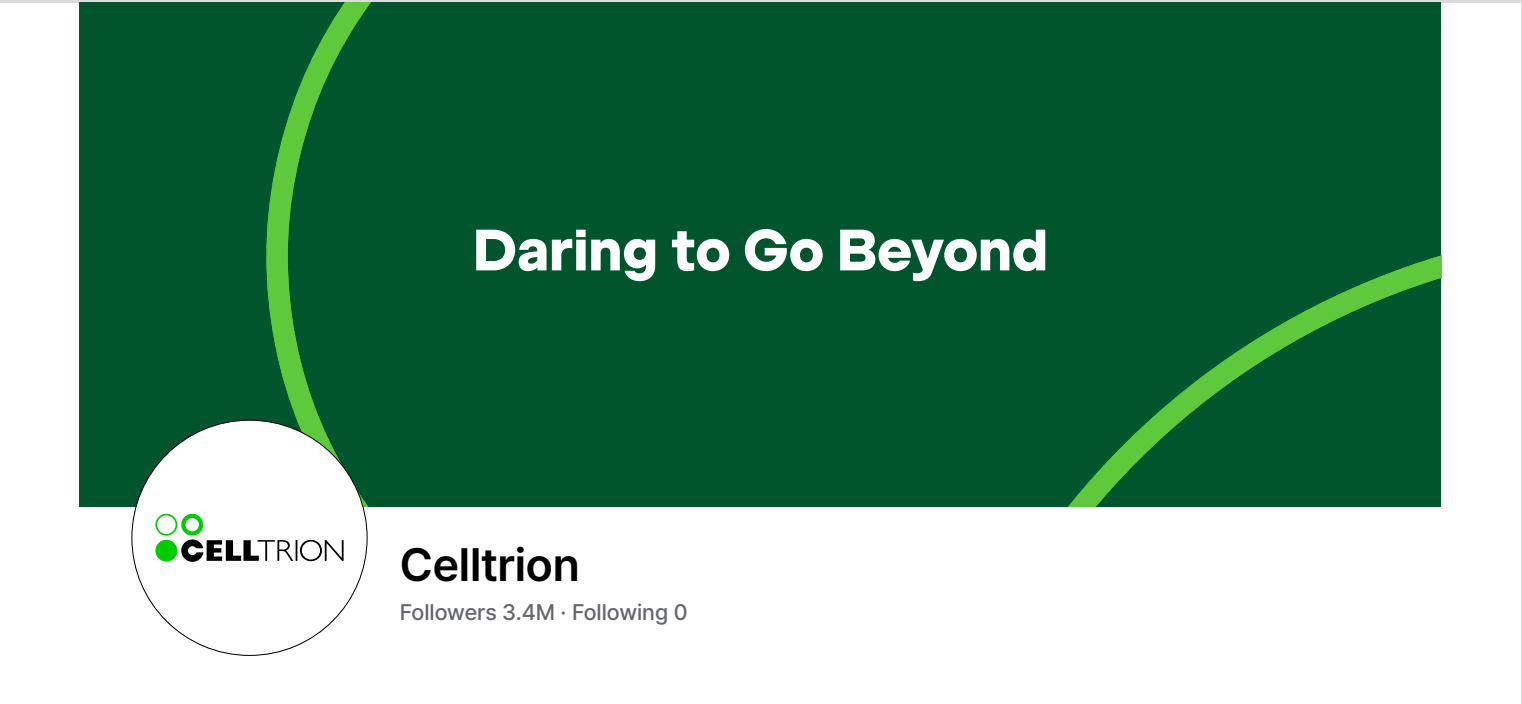
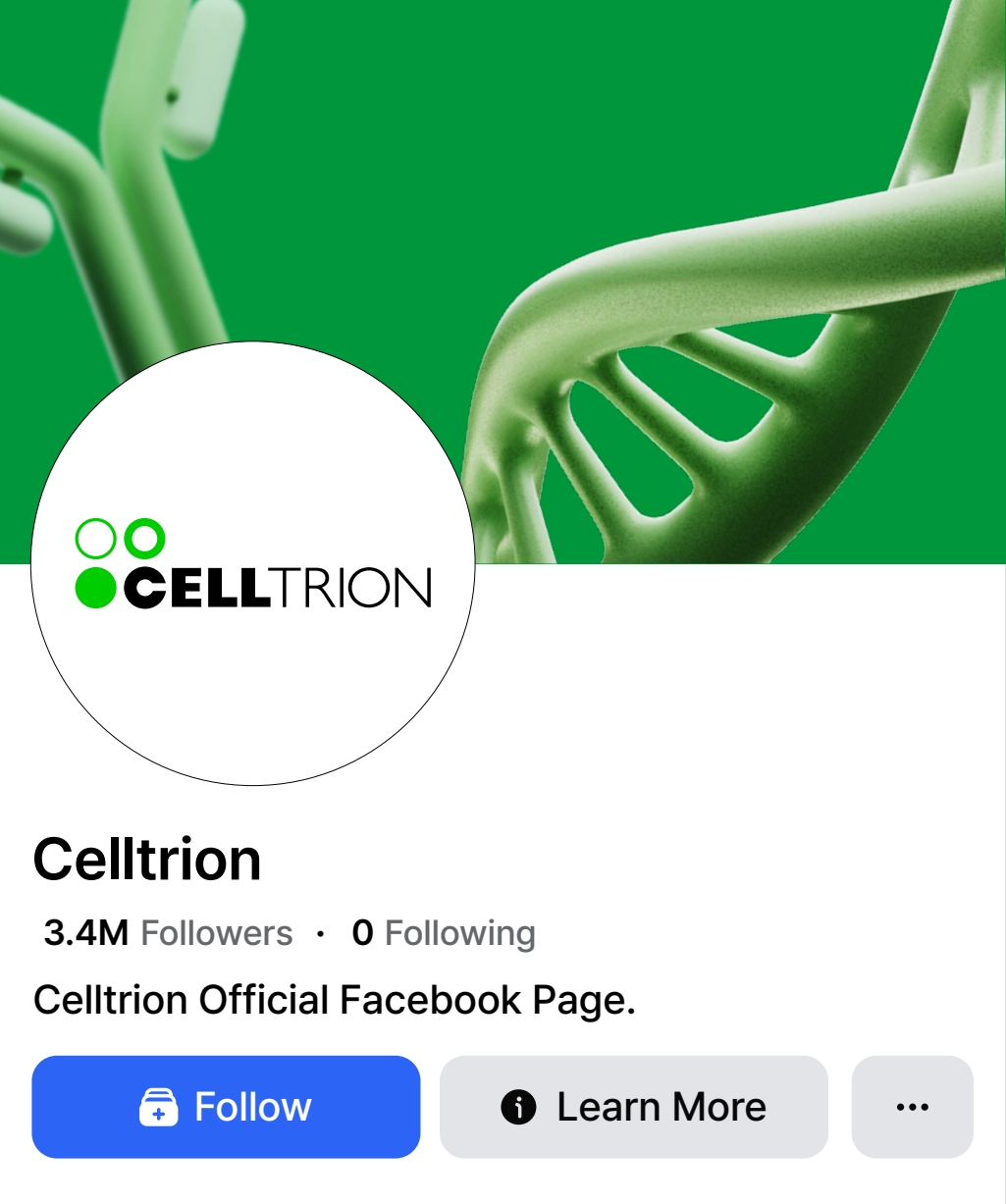
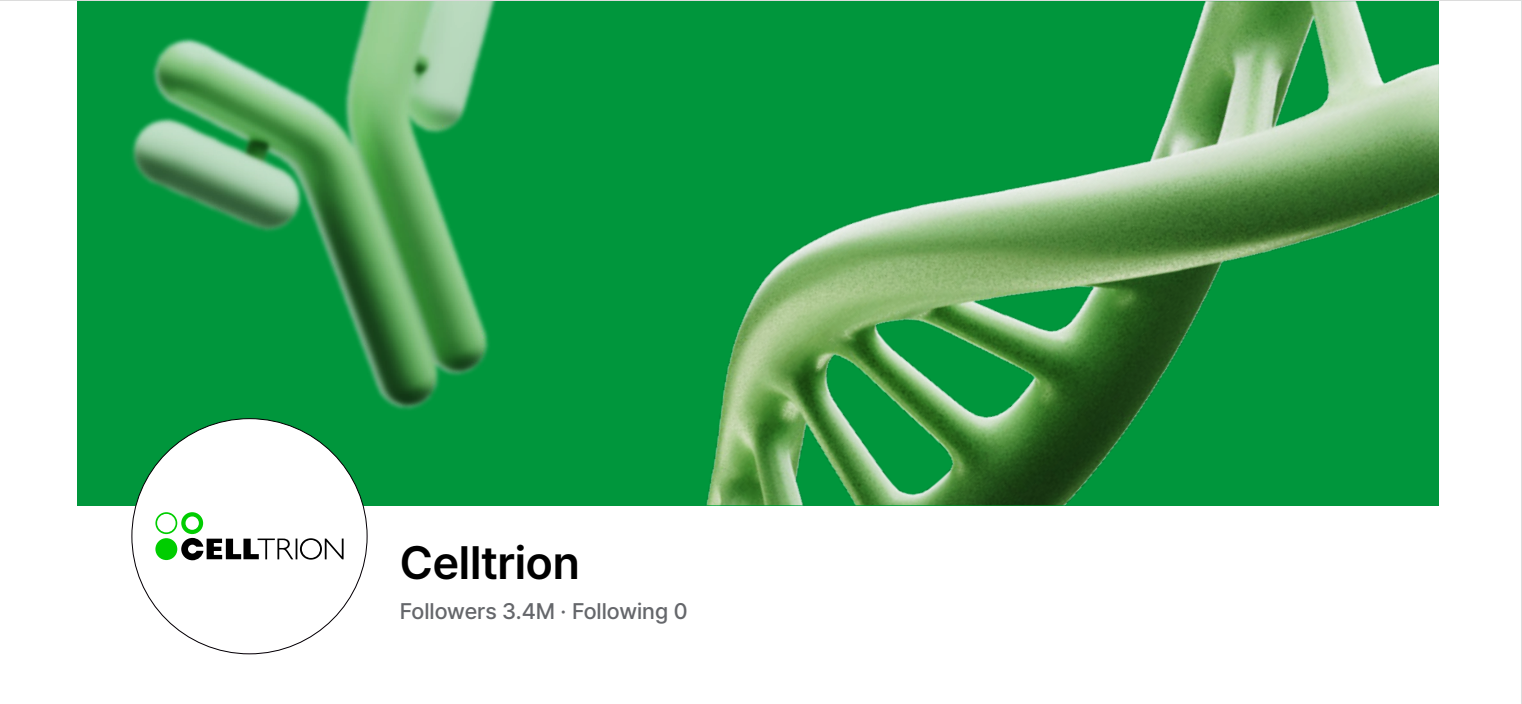


[Type B]



B.2 Online Designs

2-1. Facebook Banner



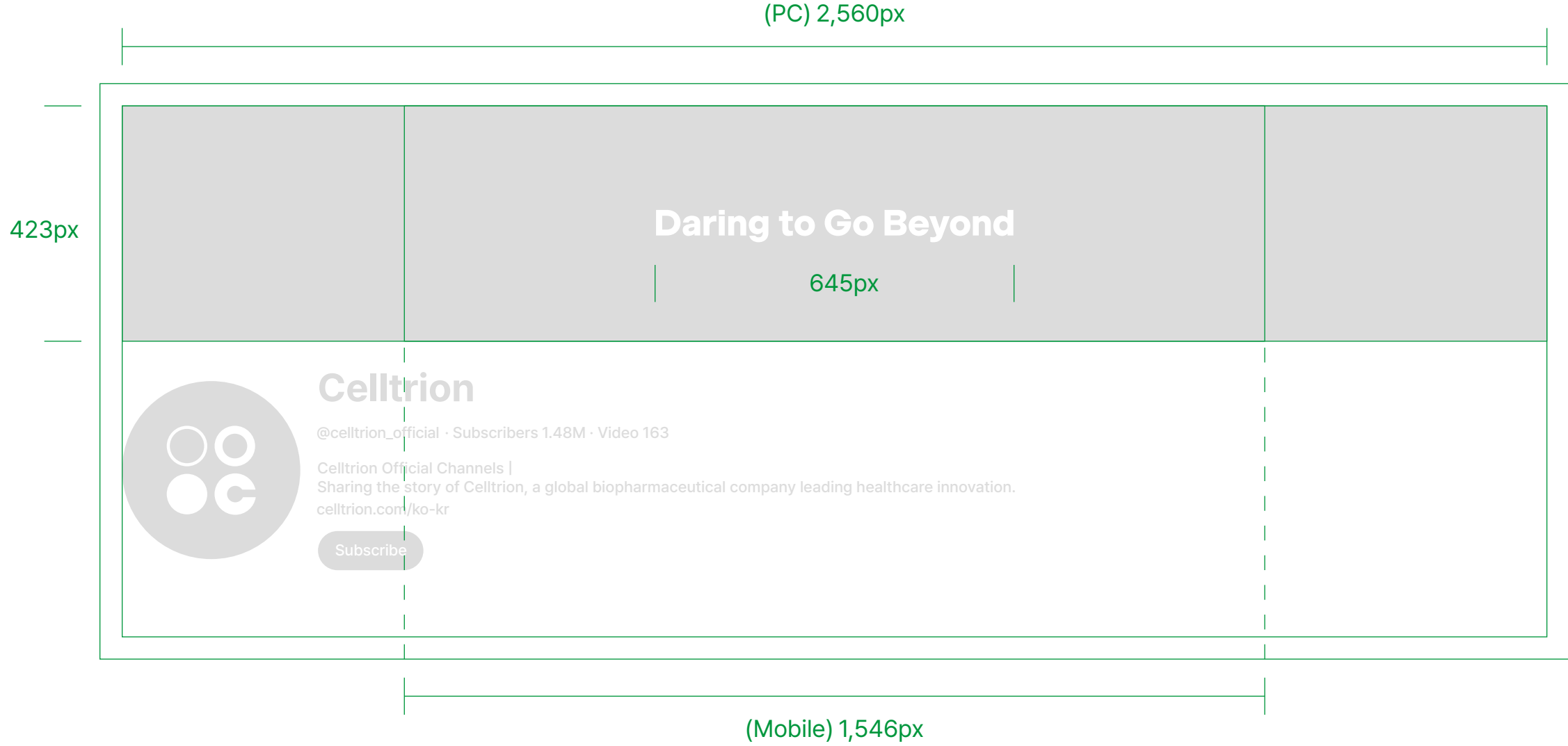
B.2 Online Designs

2-2. Youtube Banner

[Design Guidelines]

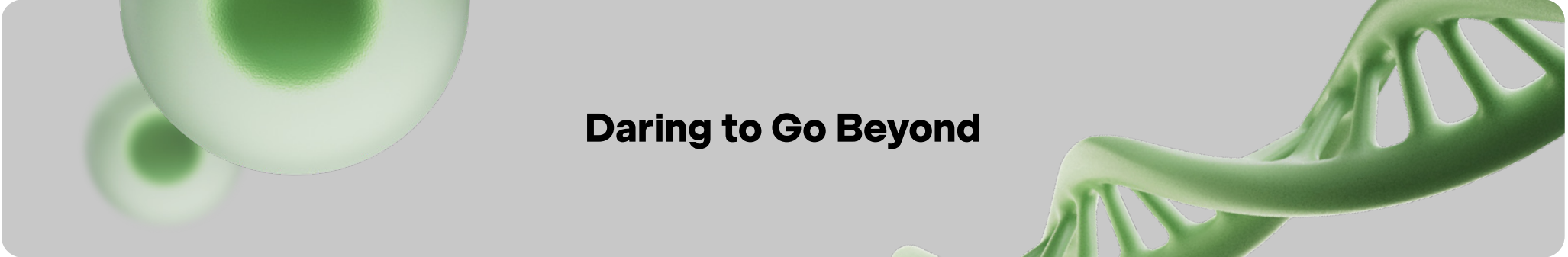
- 1. Dimensions
 - 1-1. PC: 2,560x423 px (W / H) (0.3:1 Scale)
 - 1-2. Mobile: 1,546x423 px (W / H) (0.3:1 Scale)

- 2. Typeface
 - Celltrion Sans, Font Size: 65pt

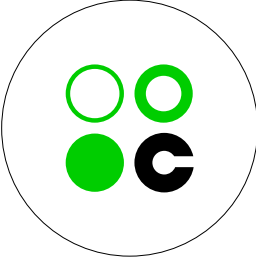


B.2 Online Designs

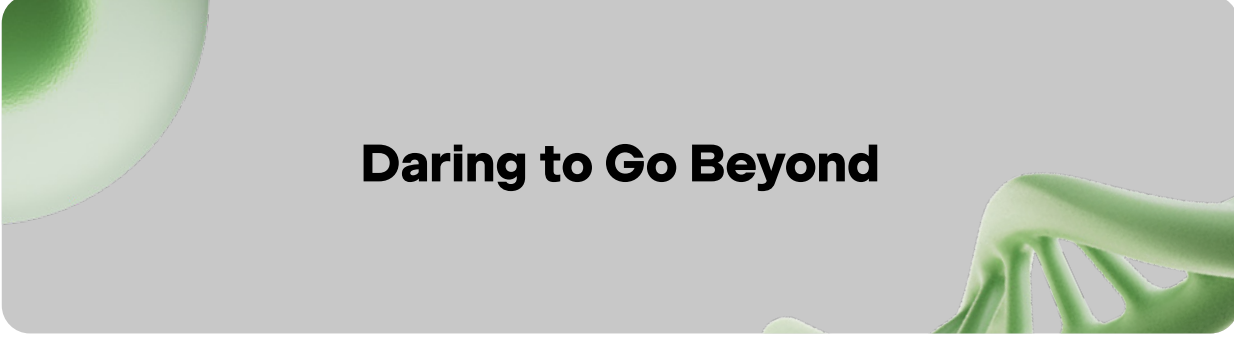
2-2. Youtube Banner




Daring to Go Beyond



Celltrion
@celltrion_official · Subscribers 1.48M · Video 163
Celltrion Official Channels | Sharing the story of Celltrion, a global biopharmaceutical company leading healthcare innovation.
celltrion.com/ko-kr
Subscribe



Daring to Go Beyond



Celltrion
@celltrion_official
Subscribers 1.48M · Video 163
Celltrion Official Channels | Sharing the story of Celltrion, a global biopharmaceutical company leading healthcare innovation.
celltrion.com/ko-kr
Subscribe

B.2 Online Designs

2-3. Blog Banner

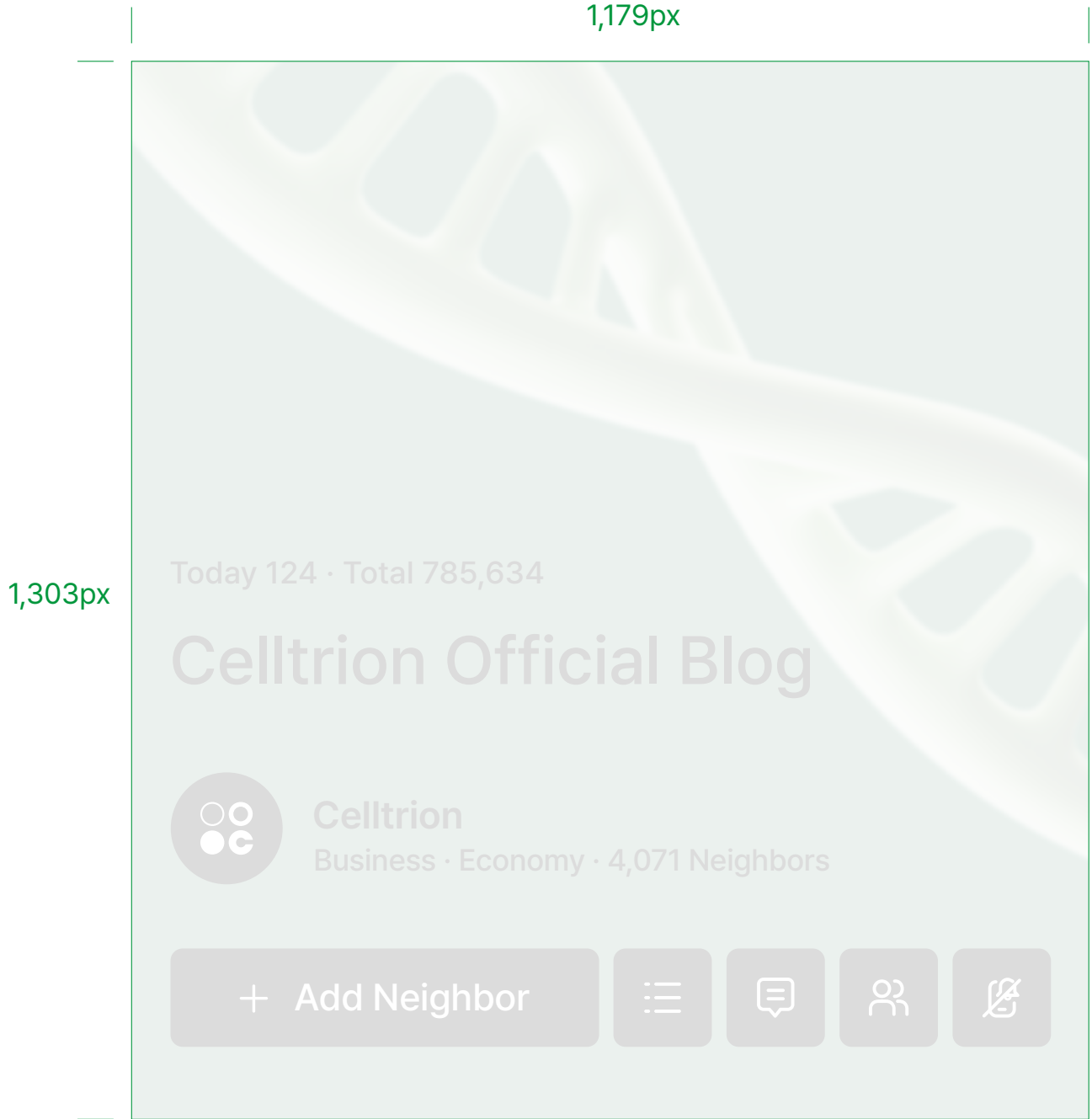
[Design Guidelines]

- 1. Dimensions
 - 1-1. PC: 2,560x724 px (W / H) (0.4:1 Scale)
 - 1-2. Mobile: 1,179x1,303 px (W / H) (0.36:1 Scale)

[PC]

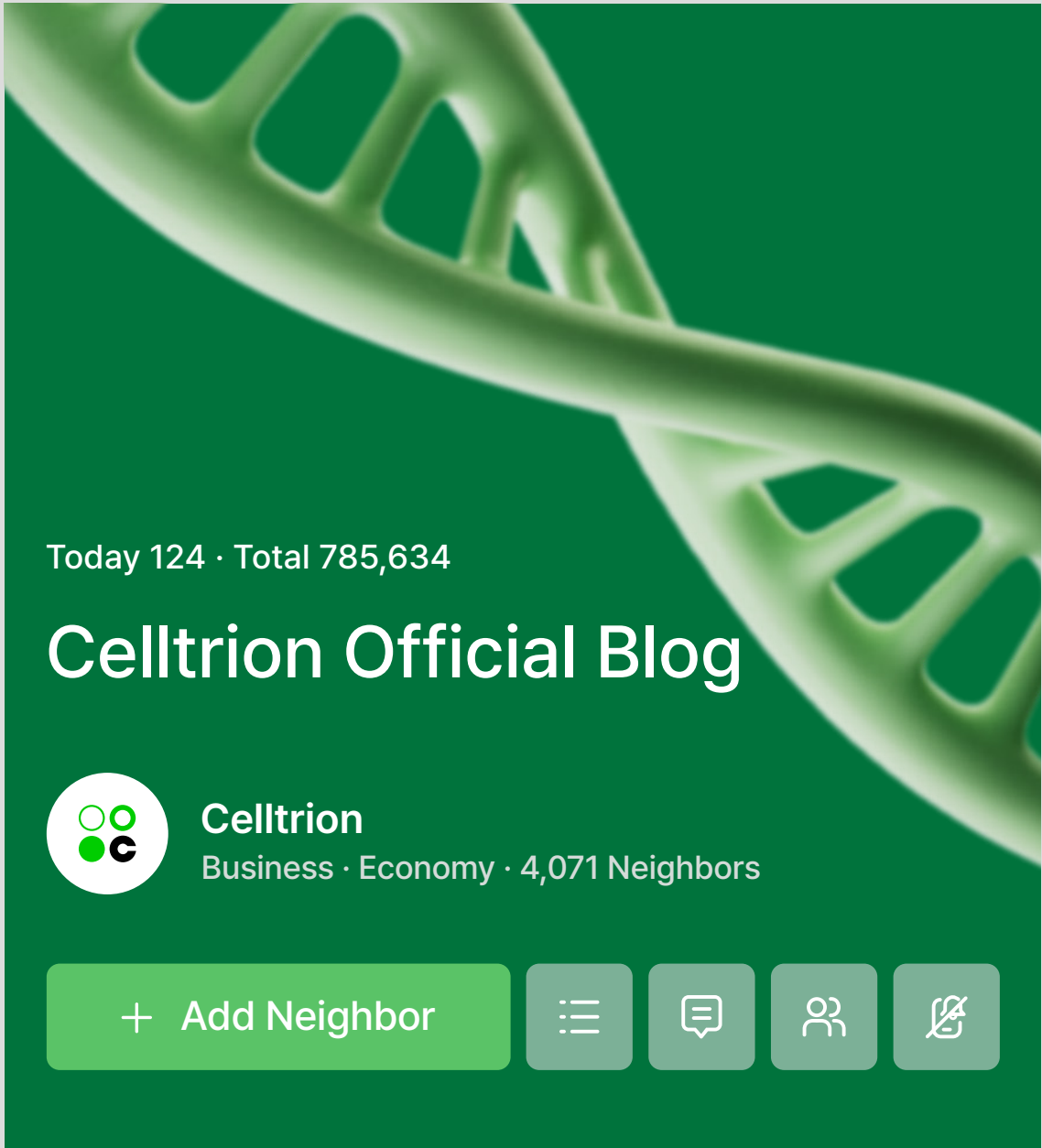
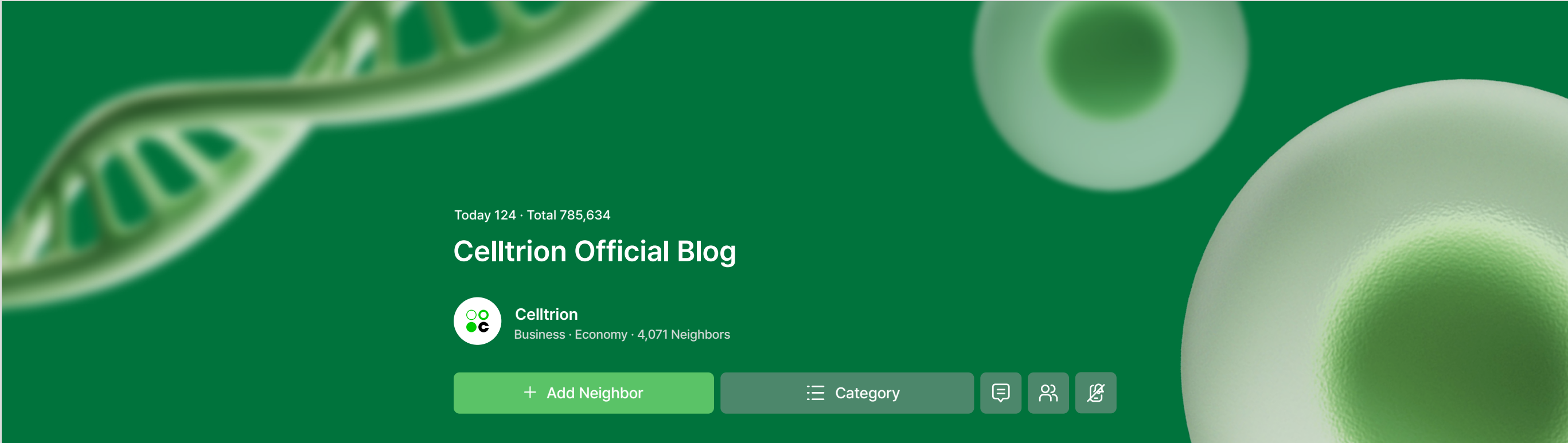


[Mobile]



B.2 Online Designs

2-3.
Blog Banner

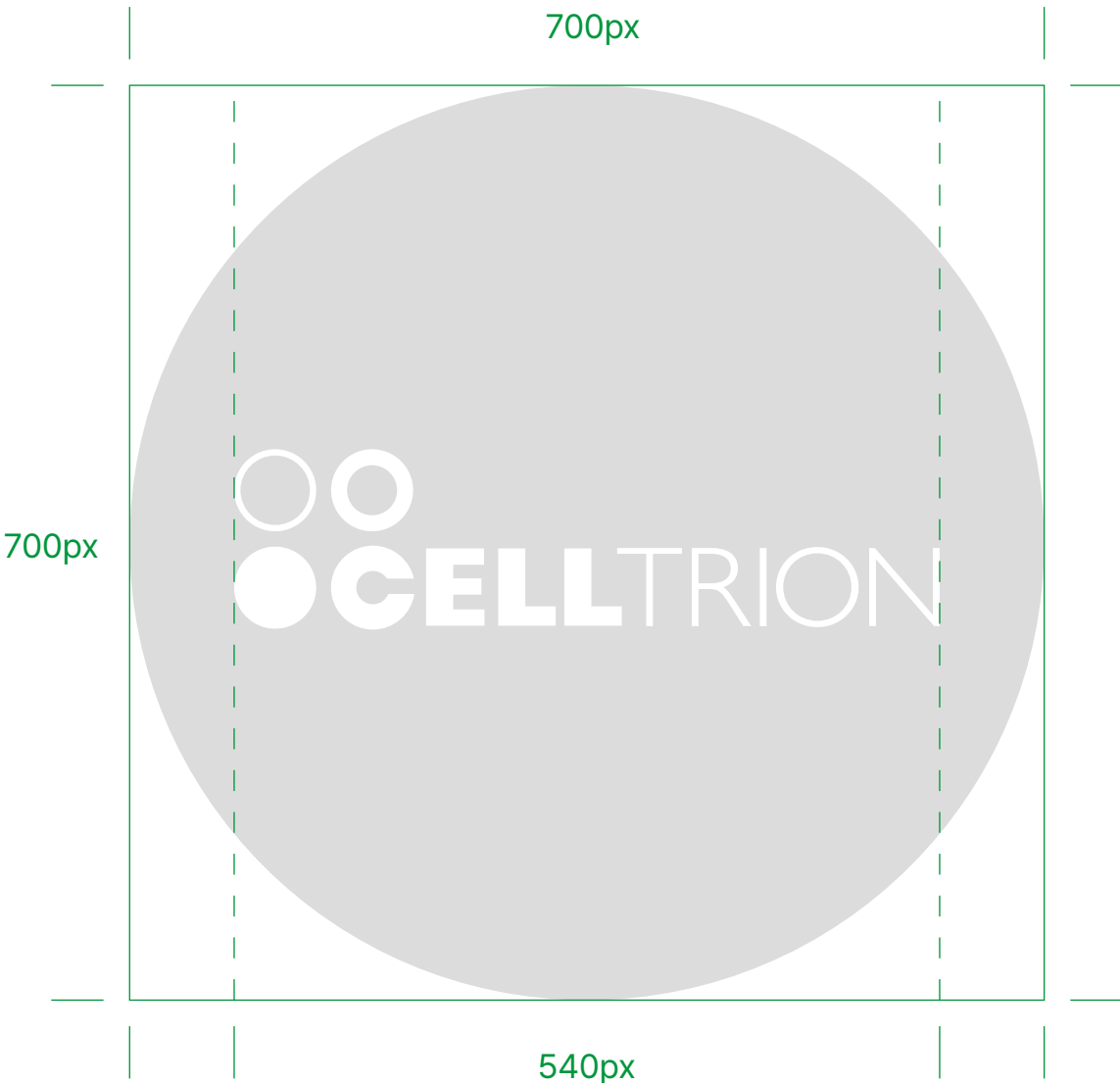


B.2 Online Designs

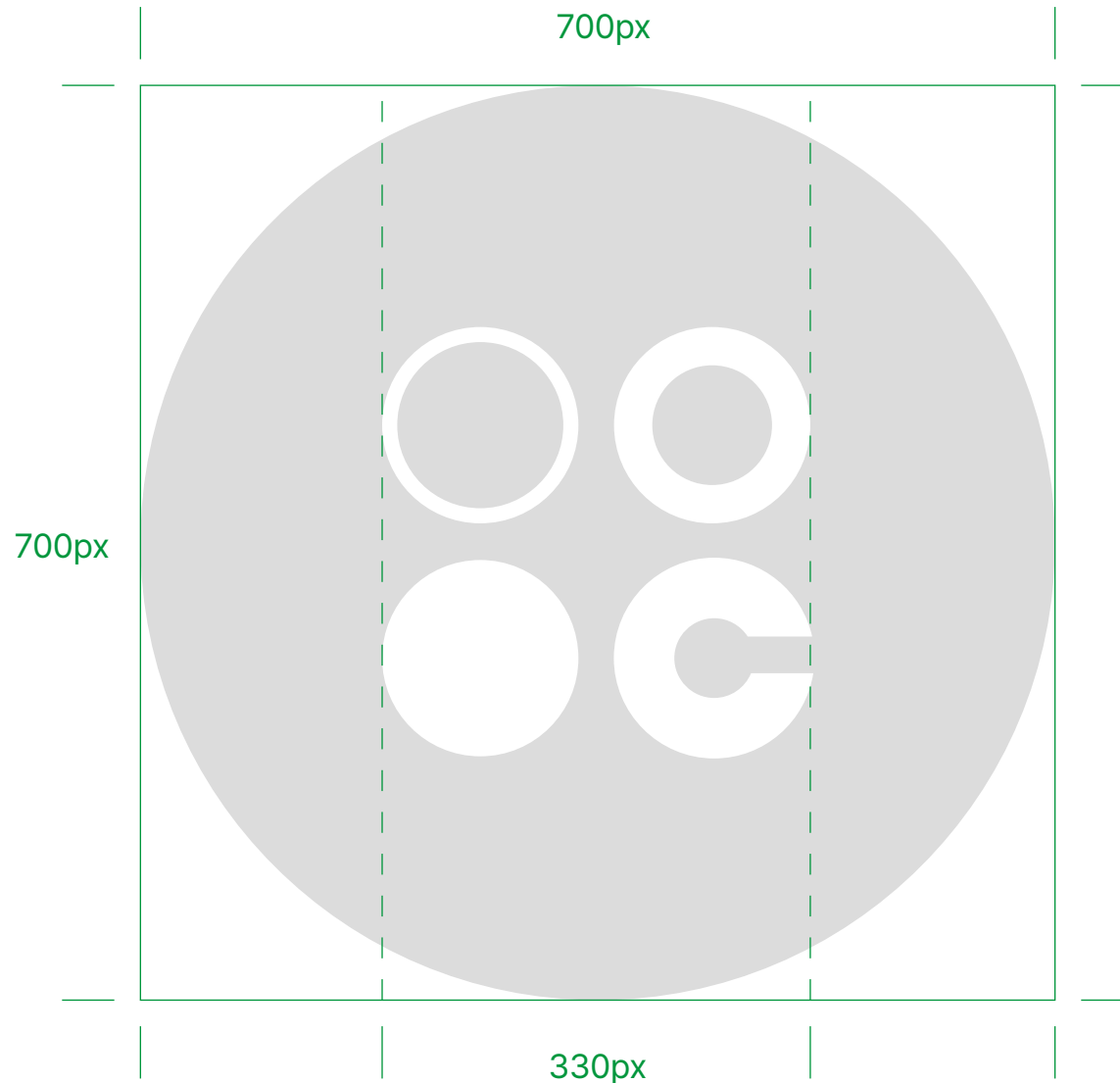
2-4. Social Media Profile

[Design Guidelines]
1. Dimensions
700x700 px (W / H) (0.5:1 Scale)

[Type A]

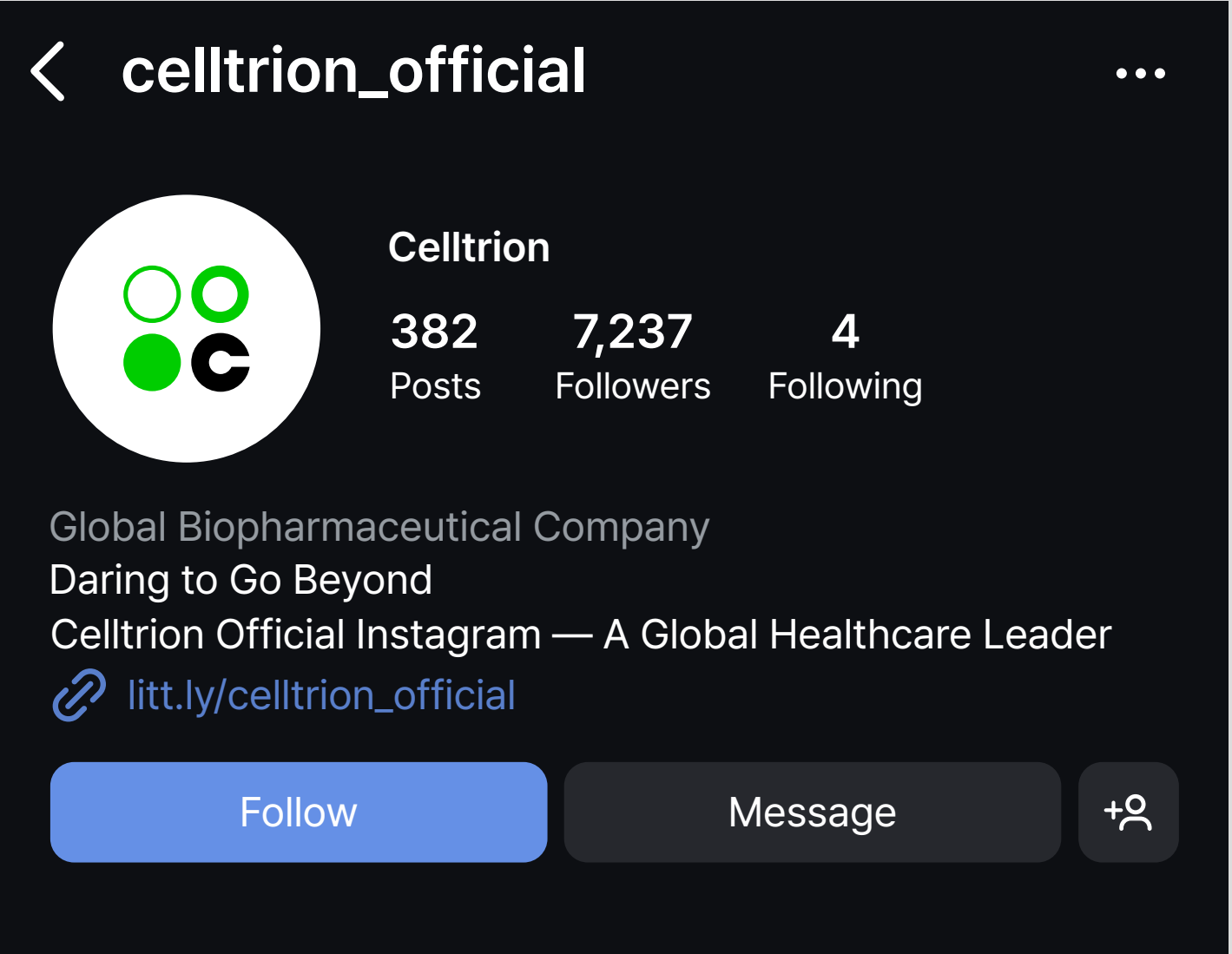
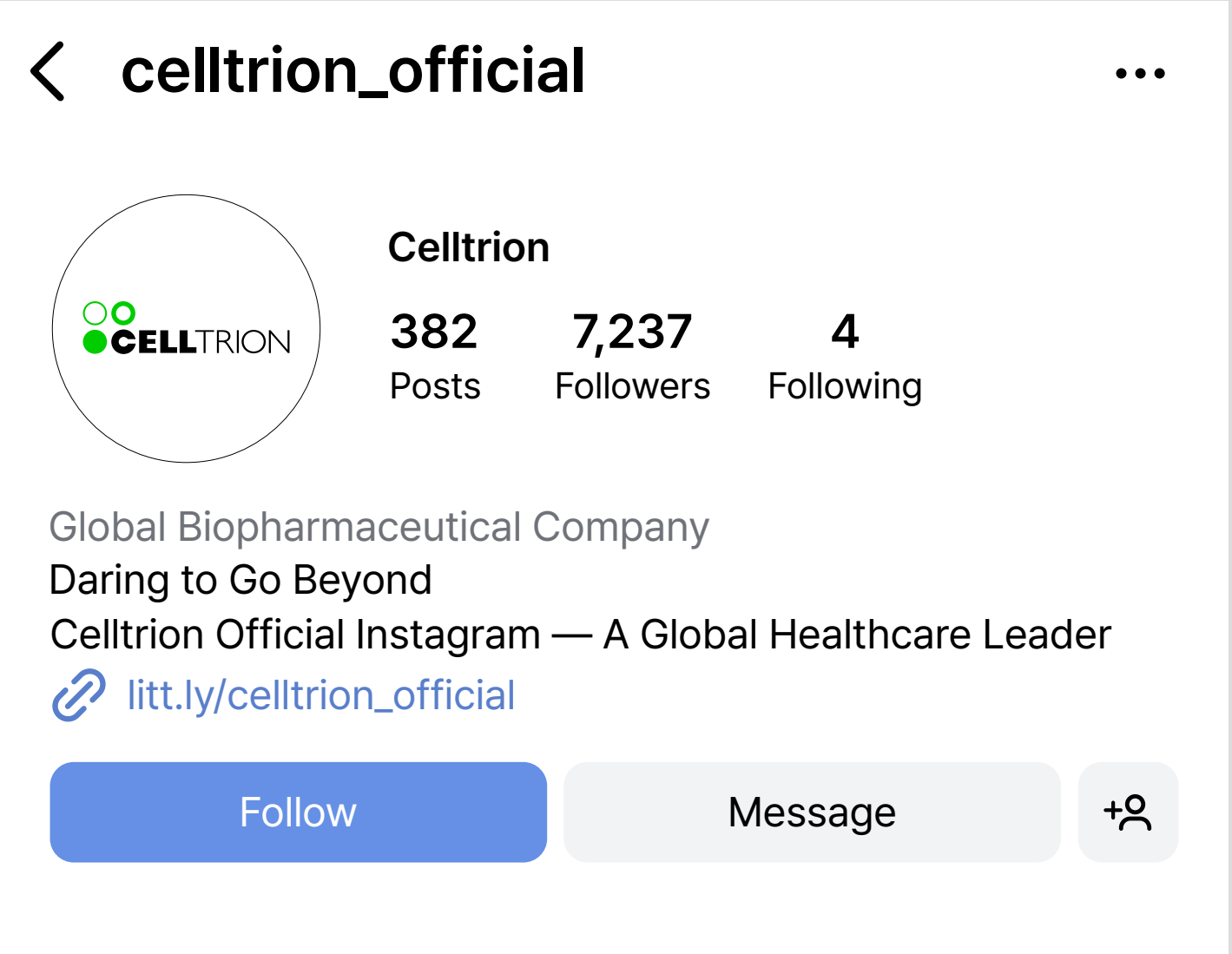


[Type B]



B.2 Online Designs

2-4.
Social Media Profile



B.2 Online Designs

3-1. Email Signature

[Design Guidelines]

- 1. Line
 - Color: Celltrion Green 4
 - Pretendard Medium, Font Size: 10pt
- 2. Typeface
 - 2-1. Celltrion Sans, Font Size: 14pt
 - 2-2. Pretendard Medium, Font Size: 10pt
 - 2-3. Pretendard SemiBold, Font Size: 10pt

[Senior Managers and Executives]

2-1 **Celltrion Kim**
Position | Head of AA Department

2-2 19, Academy-ro 51beon-gil, Yeonsu-gu, Incheon, Republic of Korea
Tel : +82-00-000-0000 / M : +82-10-0000-0000

2-3 **Celltrion, Inc.**

[Team Members]

2-1 **Celltrion Kim**
Position | AA Team

2-2 19, Academy-ro 51beon-gil, Yeonsu-gu, Incheon, Republic of Korea
Tel : +82-00-000-0000 / M : +82-10-0000-0000

2-3 **Celltrion, Inc.**

B.2 Online Designs

3-1. Email Signature

