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Coupang Media Assets Brand Guidelines

[Korean]

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- **Logo.** The recommended size of use for the logo is 280 px in width for a photo or video of 1920 px in width. If the Coupang logo is used on top of an image, always use the white logo.
- **Alteration**. Do not alter the Media Assets in any manner (including, without limitation, color, type face, shadowing, gradient, proportion, and orientation). Do not resize the Media Asset in any way that negatively impacts its appearance or makes it otherwise difficult to see (i.e. pixilation). If you use a Media Asset, the Media Asset must appear in its entirety.
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- **Spacing**. A Media Asset must appear with reasonable spacing between each side of the Media Asset and other visual, graphic, or textual elements. The empty space around the Media Asset should at least be equal to the height of the Media Asset.
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- **Use as Link**. Do not use the Media Asset as a hyperlink, navigation tool, menu option, or other means of redirecting users to our (or any other) website.
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- **No Mimicry**. Do not copy or mimic any aspect of the Media Assets, including without limitation the color scheme, in your own materials.
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