

## **GIST unveils new English media mark**

- Use of 'Number 1 (No. 1)' diagonal line provides a future-leading image and a dynamic pursuit of innovation



▲ Example of GIST's new English media mark

The Gwangju Institute of Science and Technology (GIST, President Kichul Lim) changed its UI (University Identity) and released it on the 21st (Thursday) to commemorate the 30th anniversary of the institution's establishment this year.

GIST's recently unveiled symbol (UI) is an English media mark that utilizes the diagonal line of the number 1 to capture the image of a future-leading science and technology research organization. GIST said it has given the design a dynamism of pursuing innovation in the new era.

In order to change the English media mark, GIST produced a design draft under the supervision of the Office of International and Public Affairs at the end of September and selected three final candidates.

For the three final candidate designs, the design with the most votes was selected as the new English media mark through an online and offline survey lasting approximately 20 days until December 6.



▲ GIST's new English media mark

President Kichul Lim said, "The 'cutting edge' of the Gwangju High-Tech Industrial Complex where GIST is located originally refers to the 'pointed end of an object,' and this English media mark design captures the aesthetics of 'cutting edge.' In addition, the new English media mark design, which is reminiscent of the number 1, will further strengthen GIST's commitment to 'No. 1' from the new year."

