Creative .

한명수

SK communications / UI Design Center

www.extra-project.com

PLUTOmedia BIZDeli korea.internet.com

음식점

음식점 **주인**

손님

형식과 내용은 하나.

thinking.
design.
marketing.

Design. Future.

NEC
Robot PaPeRo
Video Phone
Credit Card
Debit
Point Service
e-cash

HOTEL
SAMSUNG
A Changing Culture

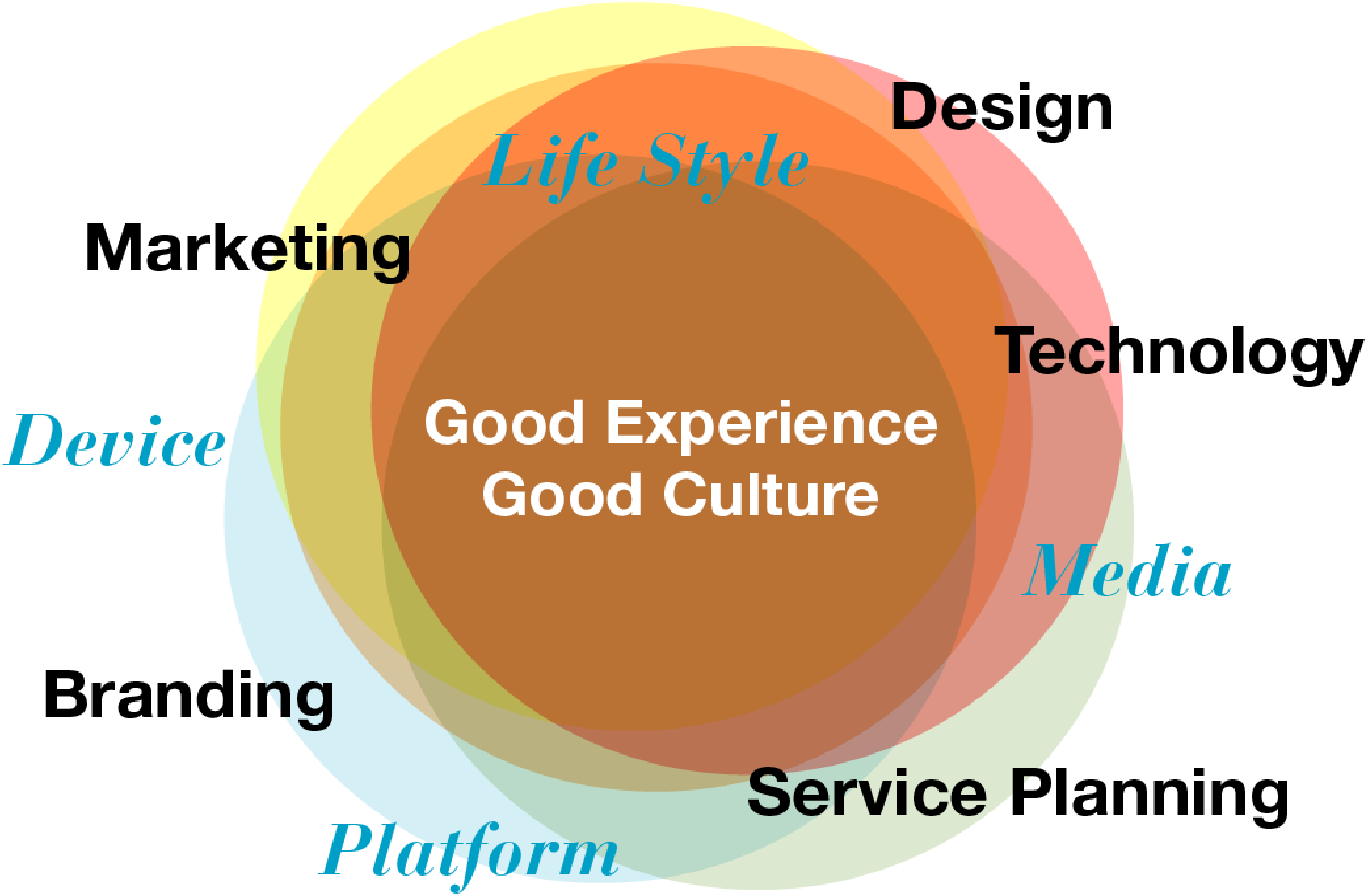
Culture.

Design 디자인

Future 미래

NEC
Robot PaPeRo
Video Phone
A Changing Culture
HOTEL
SAMSUNG

Culture 문화



Design

Life Style

Marketing

Technology

Device

Good Experience
Good Culture

Media

Branding

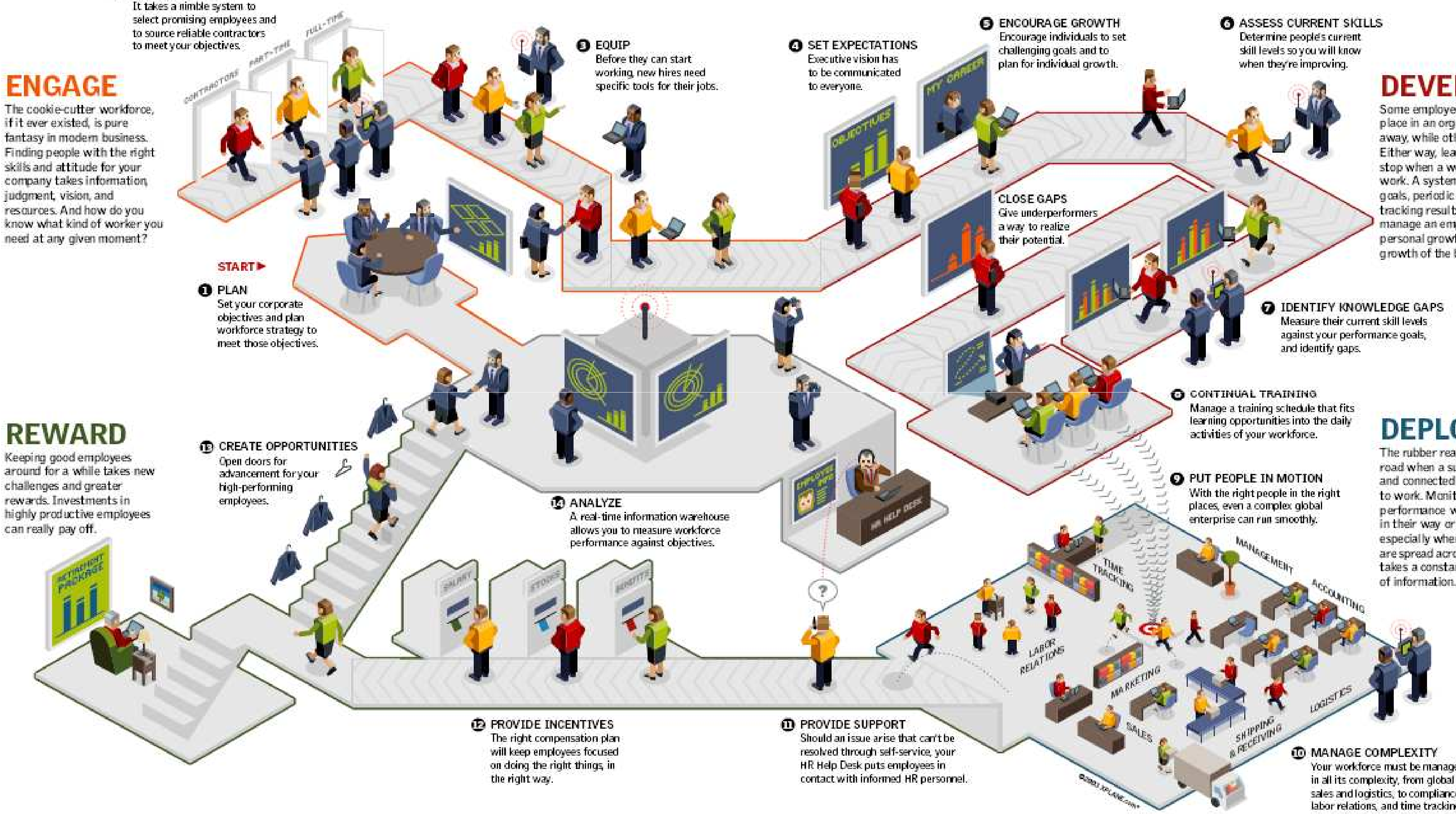
Service Planning

Platform

The life cycle of a high-performance workforce

XPLANATIONS® by XPLANE®

Efficiency in any organization begins at the point of impact — where a worker does a job. Employees with the right skills, drives, and habits can have a huge impact on your company's bottom line. Unfortunately, good employees don't materialize on their own. It takes fast, reliable information and a system behind it to source, develop, deploy, and reward your workforce so that people can have the greatest positive impact — for themselves, for you, and for your shareholders.



ENGAGE

The cookie-cutter workforce, if it ever existed, is pure fantasy in modern business. Finding people with the right skills and attitude for your company takes information, judgment, vision, and resources. And how do you know what kind of worker you need at any given moment?

START ▶

❶ PLAN
Set your corporate objectives and plan workforce strategy to meet those objectives.

❷ ENGAGE & SELECT
It takes a nimble system to select promising employees and to source reliable contractors to meet your objectives.

❸ EQUIP
Before they can start working, new hires need specific tools for their jobs.

❹ SET EXPECTATIONS
Executive vision has to be communicated to everyone.

❺ ENCOURAGE GROWTH
Encourage individuals to set challenging goals and to plan for individual growth.

❻ ASSESS CURRENT SKILLS
Determine people's current skill levels so you will know when they're improving.

DEVELOP

Some employees find their place in an organization right away, while others need help. Either way, learning doesn't stop when a worker gets to work. A system for setting goals, periodic training, and tracking results helps manage an employee's personal growth — and the growth of the business.

❼ IDENTIFY KNOWLEDGE GAPS
Measure their current skill levels against your performance goals, and identify gaps.

CLOSE GAPS
Give underperformers a way to realize their potential.

❽ CONTINUAL TRAINING
Manage a training schedule that fits learning opportunities into the daily activities of your workforce.

DEPLOY

The rubber really hits the road when a supplied, trained, and connected employee gets to work. Monitoring their performance without getting in their way or losing them — especially when operations are spread across the globe — takes a constant flow of information.

❾ PUT PEOPLE IN MOTION
With the right people in the right places, even a complex global enterprise can run smoothly.

❿ MANAGE COMPLEXITY
Your workforce must be managed, in all its complexity, from global sales and logistics, to compliance, labor relations, and time tracking.

⓫ PROVIDE SUPPORT
Should an issue arise that can't be resolved through self-service, your HR Help Desk puts employees in contact with informed HR personnel.

⓬ PROVIDE INCENTIVES
The right compensation plan will keep employees focused on doing the right things, in the right way.

REWARD

Keeping good employees around for a while takes new challenges and greater rewards. Investments in highly productive employees can really pay off.

⓭ CREATE OPPORTUNITIES
Open doors for advancement for your high-performing employees.

⓮ ANALYZE
A real-time information warehouse allows you to measure workforce performance against objectives.

PeopleSoft. PeopleSoft Human Capital Management is an enterprise-wide business strategy to manage, optimize, and leverage the workforce to drive a higher level of business performance.
For more information, contact PeopleSoft at www.peoplesoft.com or 800/773-8277

XPLANATIONS® are simple visual maps and stories that make complex business issues easier to understand. For more information visit XPLANE at www.xplane.com or call 1/800/750-6467.

Line56 Extended Supply Chain

XPLANATIONS™ by XPLANE

Supplier Management

The rise of supplier management applications has mirrored the increased emphasis on optimizing the performance of supplier networks. These tools assist internal decision making in areas such as: Who are our best- and worst-performing suppliers? Are their prices and performance consistent? How can I decrease risks associated with supplier failures? In addition, these applications provide strategic tools to share select information with suppliers and extend mutual business processes.

Supply-Chain Planning

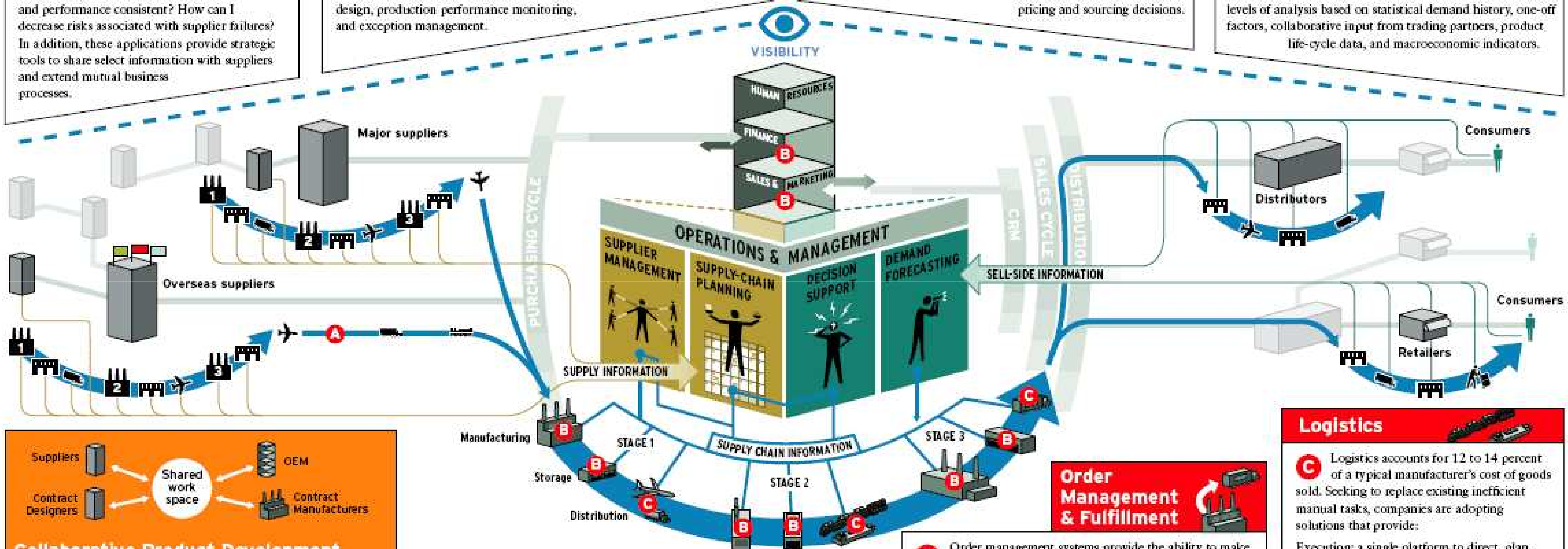
The supply-chain planning function is the recipient of information from the entire extended supply chain. Enterprise resource planning (ERP) systems have, and will continue, to form the backbone of companies' production planning efforts. But the evolution of Web-based applications and the development of real-time inputs have improved the accuracy and timeliness of production decisions, particularly in the areas of supply-chain design, production performance monitoring, and exception management.

Decision Support

One by-product of real-time information is the gathering of voluminous amounts of data. Decision support software is playing an increasing role on both the buy and sell sides of companies by capitalizing on this data. Rules- or algorithm-based technologies assist companies in balancing factors such as price, quality, availability, and product characteristics when reaching pricing and sourcing decisions.

Demand Forecasting

Demand forecasting tracks all current and future sales information and is the key driver in supply-chain planning, production, and management tasks. The process is not, and never will be, a perfect science due to the inherent uncertainty involved. However, the role of technology is to minimize errors by computing forecasts with additional levels of analysis based on statistical demand history, one-off factors, collaborative input from trading partners, product life-cycle data, and macroeconomic indicators.


VISIBILITY
HUMAN RESOURCES
FINANCE
SALES & MARKETING
OPERATIONS & MANAGEMENT
SUPPLIER MANAGEMENT
SUPPLY-CHAIN PLANNING
DECISION SUPPORT
DEMAND FORECASTING
Major suppliers
Overseas suppliers
PURCHASING CYCLE
CRM
SALES CYCLE
DISTRIBUTION
SELL-SIDE INFORMATION
SUPPLY INFORMATION
SUPPLY CHAIN INFORMATION
Manufacturing
Storage
Distribution
STAGE 1
STAGE 2
STAGE 3
Consumers
Distributors
Consumers
Retailers
1
2
3
A
B
C
Suppliers
Contract Designers
Shared work space
OEM
Contract Manufacturers

Collaborative Product Development

Let's take a look at the numbers: 70 percent of final production costs stem from the design and engineering processes, and 60 percent of components used by OEMs come from outside the enterprise. Needless to say, improving the sharing of information and expertise among all parties throughout the entire product development process can result in significant time and cost savings. Applications in this area include traditional design programs (such as CAD/CAM) and project management and virtual work-space tools.

International Trade Management

A Currently, 10 percent of shipments into the U.S. encounter fines and delays, and 7 percent of today's global trade spending goes toward trade compliance costs. International trade management solutions, accommodating multilingual and multinational requirements, seek to minimize these costs and increase velocity of international trade. Functionality includes: landed cost calculation, shipment tracking, import planning, and document and trade compliance.

Order Management & Fulfillment

B Order management systems provide the ability to make accurate and reliable order promises to customers, while ensuring a profitable transaction. Such a system gathers and integrates data from multiple enterprise systems, providing the ability to track a product through the production cycle. It should react immediately to unforeseen problems and allow companies to direct upstream activity in order to fulfill 100 percent of customer orders. Order fulfillment is inextricably linked to logistics execution as companies look for an optimal way to pack, ship, and deliver the final product as promised.

Logistics

C Logistics accounts for 12 to 14 percent of a typical manufacturer's cost of goods sold. Seeking to replace existing inefficient manual tasks, companies are adopting solutions that provide:

Execution: a single platform to direct, plan, and control inventory movement

Visibility: real-time visibility of goods in transit across multiple carriers

Event Management: allowing immediate response to exceptions

Performance: accurate and available measures of the extended network performance

Optimization: the ability to purchase the optimal mix of transportation services

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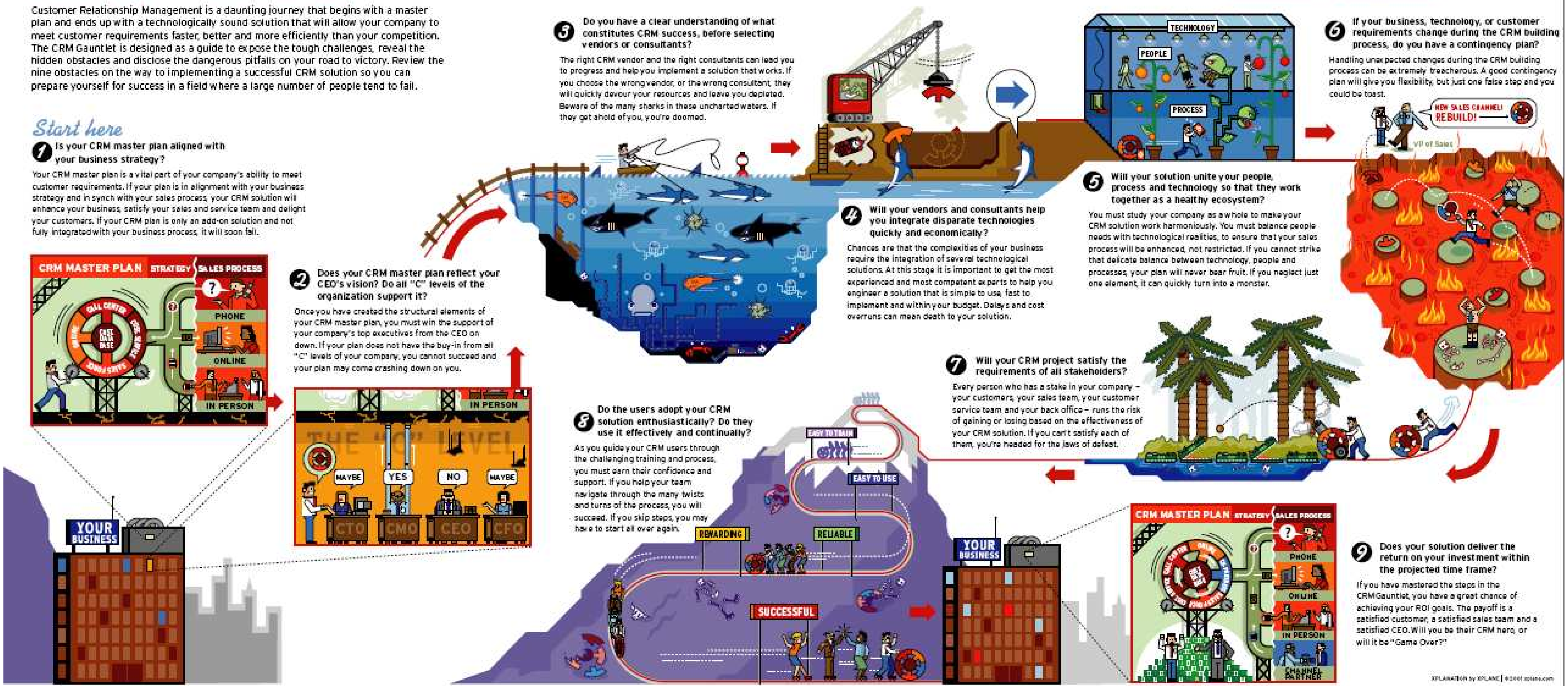
The CRM Gauntlet

visit http://crm.xplaned.com to play for yourself!

XPLANATIONS

Pictures that help you understand the rapidly changing business landscape created by XPLANE

Customer Relationship Management is a daunting journey that begins with a master plan and ends up with a technologically sound solution that will allow your company to meet customer requirements faster, better and more efficiently than your competition. The CRM Gauntlet is designed as a guide to expose the tough challenges, reveal the hidden obstacles and disclose the dangerous pitfalls on your road to victory. Review the nine obstacles on the way to implementing a successful CRM solution so you can prepare yourself for success in a field where a large number of people tend to fail.



Start here

① Is your CRM master plan aligned with your business strategy?

Your CRM master plan is a vital part of your company's ability to meet customer requirements. If your plan is in alignment with your business strategy and in synch with your sales process, your CRM solution will enhance your business, satisfy your sales and service team and delight your customers. If your CRM plan is only an add-on solution and not fully integrated with your business process, it will soon fail.

② Does your CRM master plan reflect your CEO's vision? Do all "C" levels of the organization support it?

Once you have created the structural elements of your CRM master plan, you must win the support of your company's top executives from the CEO on down. If your plan does not have the buy-in from all "C" levels of your company, you cannot succeed and your plan may come crashing down on you.

③ Do you have a clear understanding of what constitutes CRM success, before selecting vendors or consultants?

The right CRM vendor and the right consultants can lead you to progress and help you implement a solution that works. If you choose the wrong vendor, or the wrong consultant, they will quickly devour your resources and leave you depleted. Beware of the many sharks in these uncharted waters. If they get ahold of you, you're doomed.

④ Will your vendors and consultants help you integrate disparate technologies quickly and economically?

Chances are that the complexities of your business require the integration of several technological solutions. At this stage it is important to get the most experienced and most competent experts to help you engineer a solution that is simple to use, fast to implement and within your budget. Delays and cost overruns can mean death to your solution.

⑤ Will your solution unite your people, process and technology so that they work together as a healthy ecosystem?

You must study your company as a whole to make your CRM solution work harmoniously. You must balance people needs with technological realities, to ensure that your sales process will be enhanced, not restricted. If you cannot strike that delicate balance between technology, people and processes, your plan will never bear fruit. If you neglect just one element, it can quickly turn into a monster.

⑥ If your business, technology, or customer requirements change during the CRM building process, do you have a contingency plan?

Handling unexpected changes during the CRM building process can be extremely treacherous. A good contingency plan will give you flexibility, but just one false step and you could be toast.

⑦ Will your CRM project satisfy the requirements of all stakeholders?

Every person who has a stake in your company – your customers, your sales team, your customer service team and your back office – runs the risk of gaining or losing based on the effectiveness of your CRM solution. If you can't satisfy each of them, you're headed for the jaws of defeat.

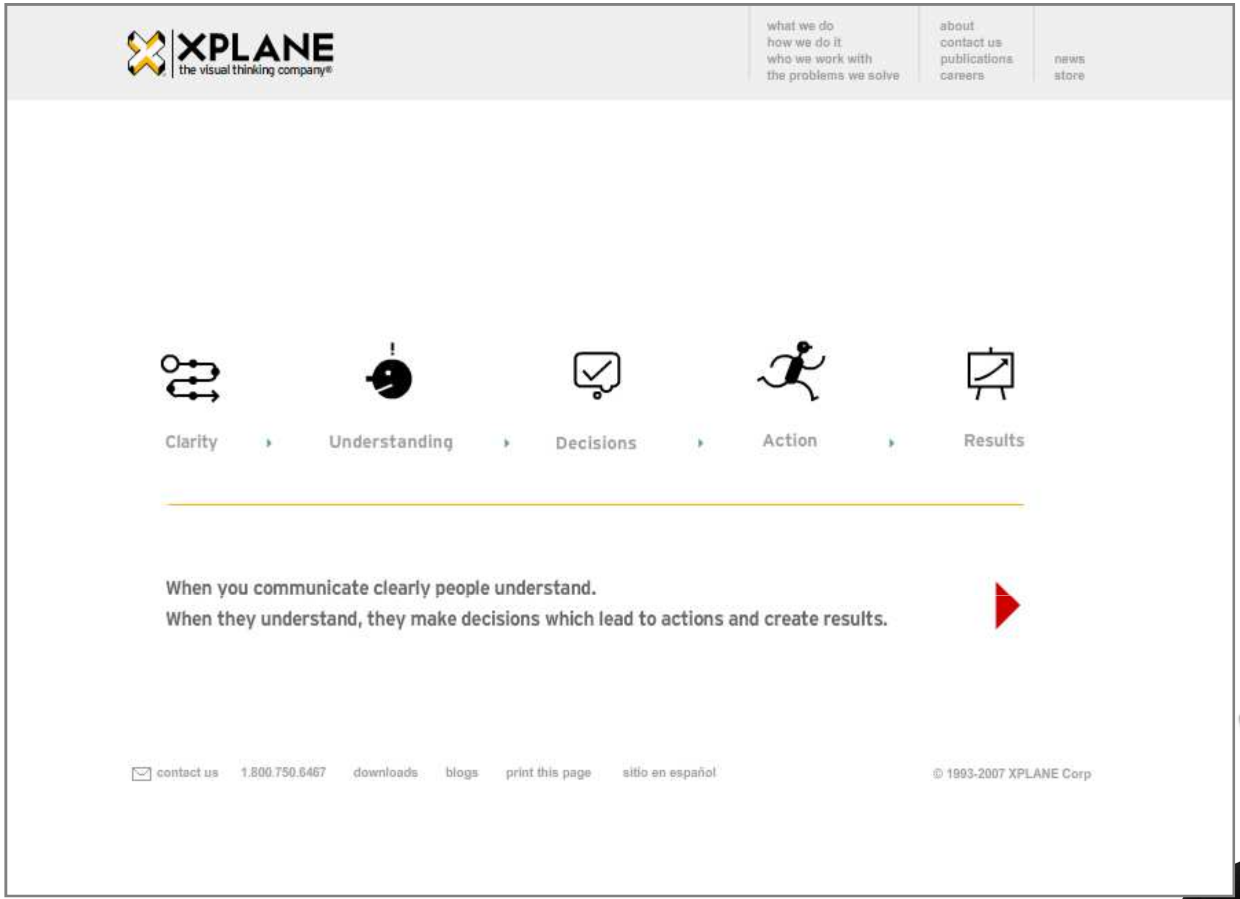
⑧ Do the users adopt your CRM solution enthusiastically? Do they use it effectively and continually?

As you guide your CRM users through the challenging training and process, you must earn their confidence and support. If you help your team navigate through the many twists and turns of the process, you will succeed. If you skip steps, you may have to start all over again.

⑨ Does your solution deliver the return on your investment within the projected time frame?

If you have mastered the steps in the CRM Gauntlet, you have a great chance of achieving your ROI goals. The payoff is a satisfied customer, a satisfied sales team and a satisfied CEO. Will you be their CRM hero, or will it be "Game Over?"

XPLANATION by XPLANE | ©2001 xplane.com



XPLANE the visual thinking company®

what we do
how we do it
who we work with
the problems we solve

about
contact us
publications
careers

news
store

Clarity › Understanding › Decisions › Action › Results

When you communicate clearly people understand.
When they understand, they make decisions which lead to actions and create results.

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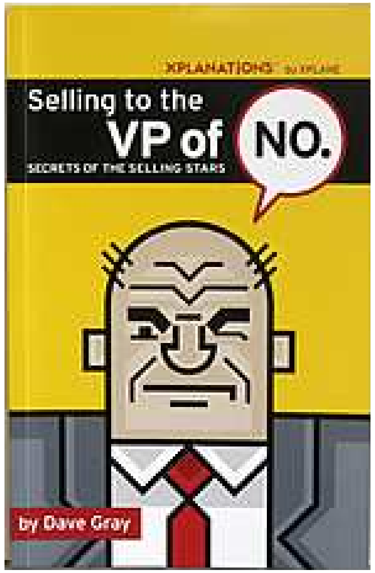

XPLANATIONS by XPLANE
Selling to the VP of NO.
SECRETS OF THE SELLING STARS
by Dave Gray

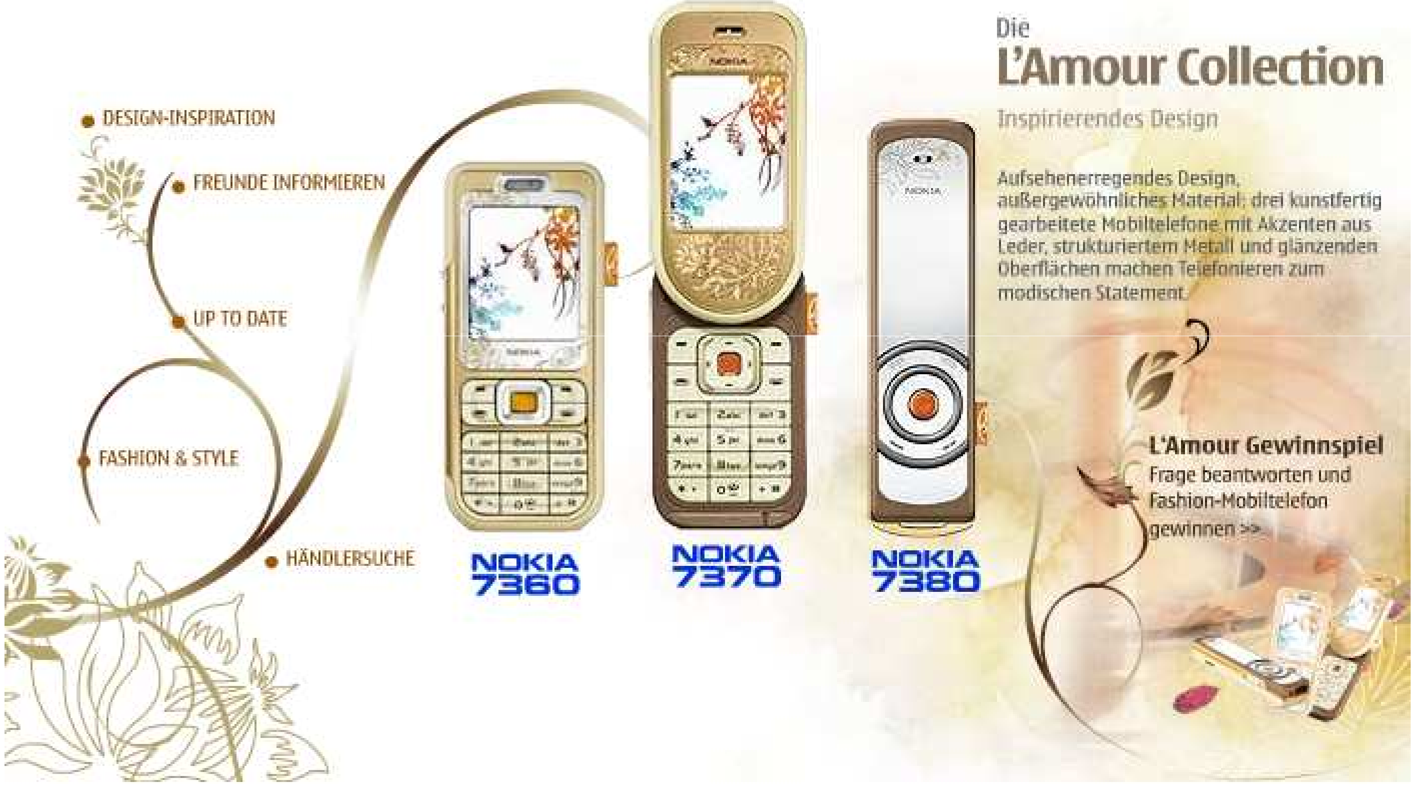
그래, 맞아!
내용과 형식은 하나야.
마자마자~ 어쩜!

우리는 지금.

- Form Follows Function?
- Function Follows Form?

피스카스(Fiskars) 가위, 1967 ~ 1995

핀란드의 국제적인 절삭 제품 회사인 피스카스 가위는 현재 우리가 사용하는 가위의 전형을 제공했다.
기능성과 안전성에 따른 형태의 단순성이 일품이다.


DESIGN-INSPIRATION
FREUNDE INFORMIEREN
UP TO DATE
FASHION & STYLE
HÄNDLERSUCHE
NOKIA 7360
NOKIA 7370
NOKIA 7380

Die
L'Amour Collection

Inspirierendes Design

Aufsehenerregendes Design, außergewöhnliches Material: drei kunstfertig gearbeitete Mobiltelefone mit Akzenten aus Leder, strukturiertem Metall und glänzenden Oberflächen machen Telefonieren zum modischen Statement.

L'Amour Gewinnspiel
Frage beantworten und Fashion-Mobiltelefon gewinnen >>

Old 故 New 新

익숙한 경험.

새롭게 느끼는.

cyworld

Old New

과거와 미래를 합쳐라.

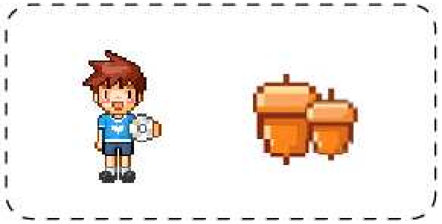
기존의 좋은 것

identity

+

다른 좋은 것

new experience

Key Element 1	세상, 나만의 공간, 연결	
Key Element 2	사람, 나	
Typeface	사이좋은 세상, 사이버 세상	cyworld
Character	미니미, 도토리	
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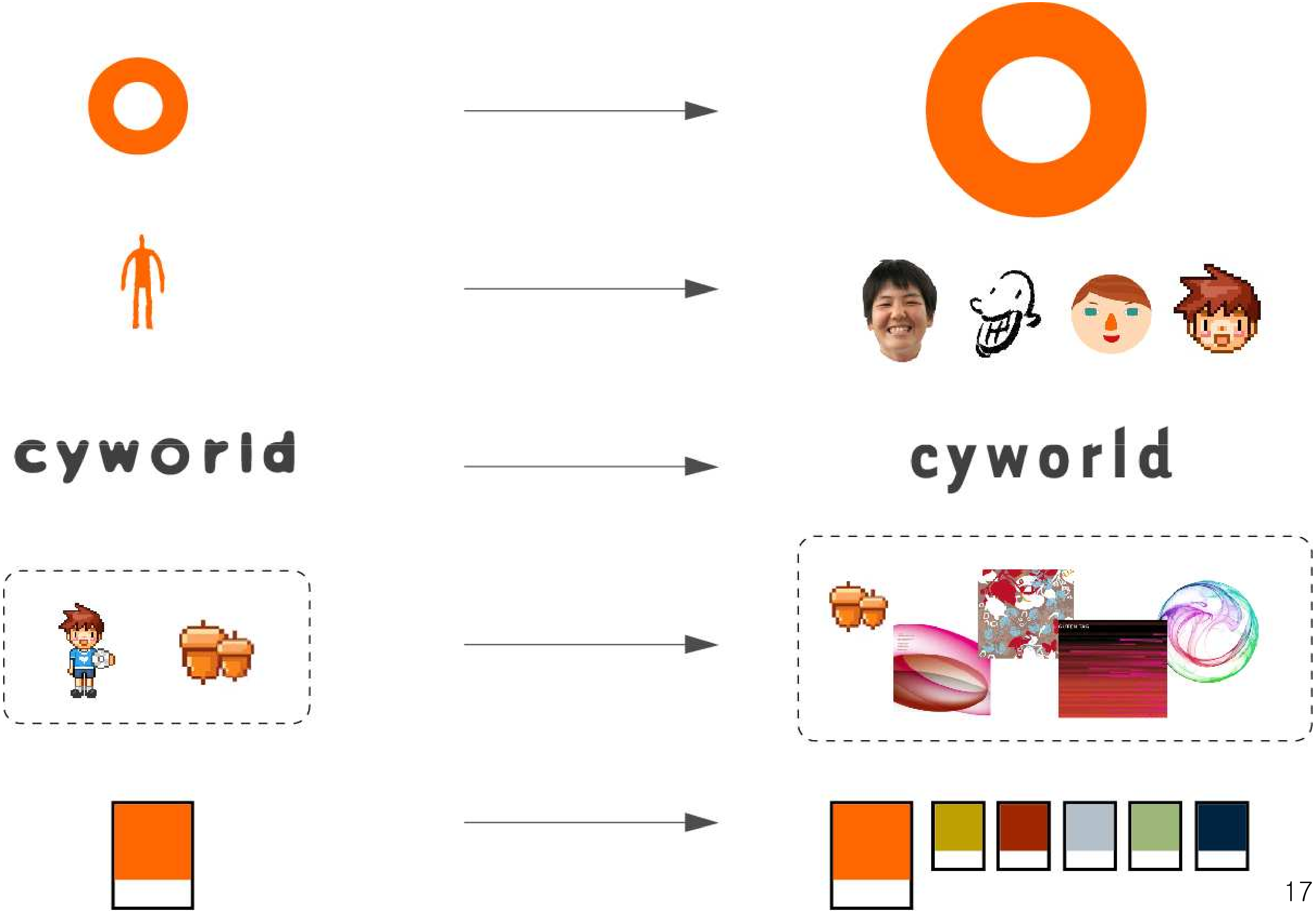
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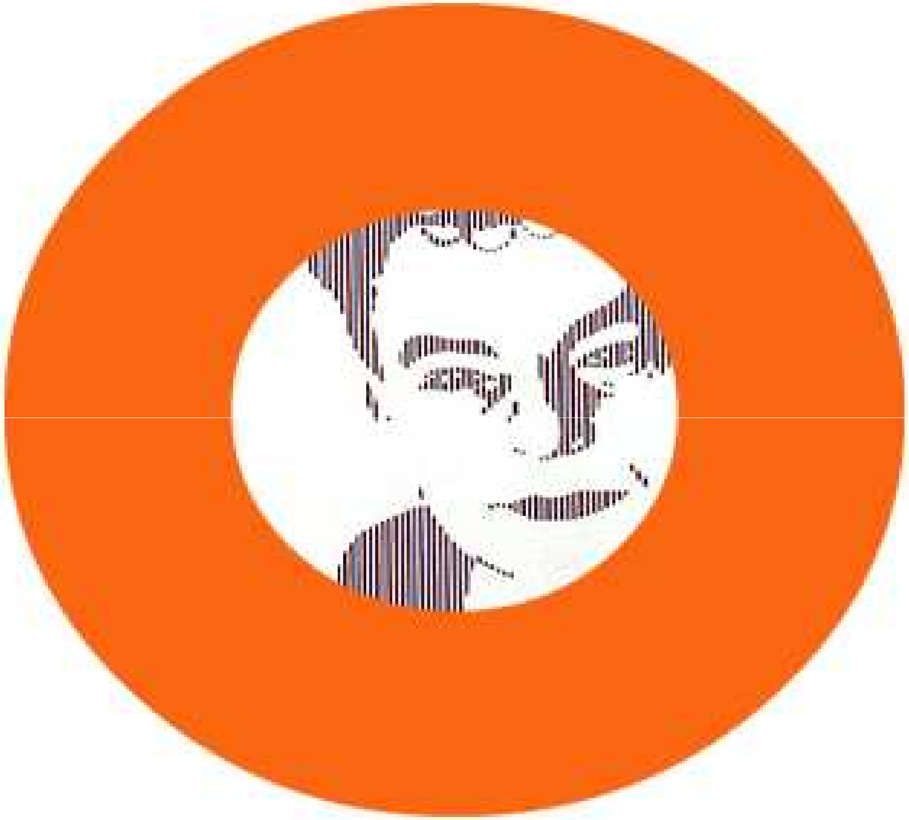

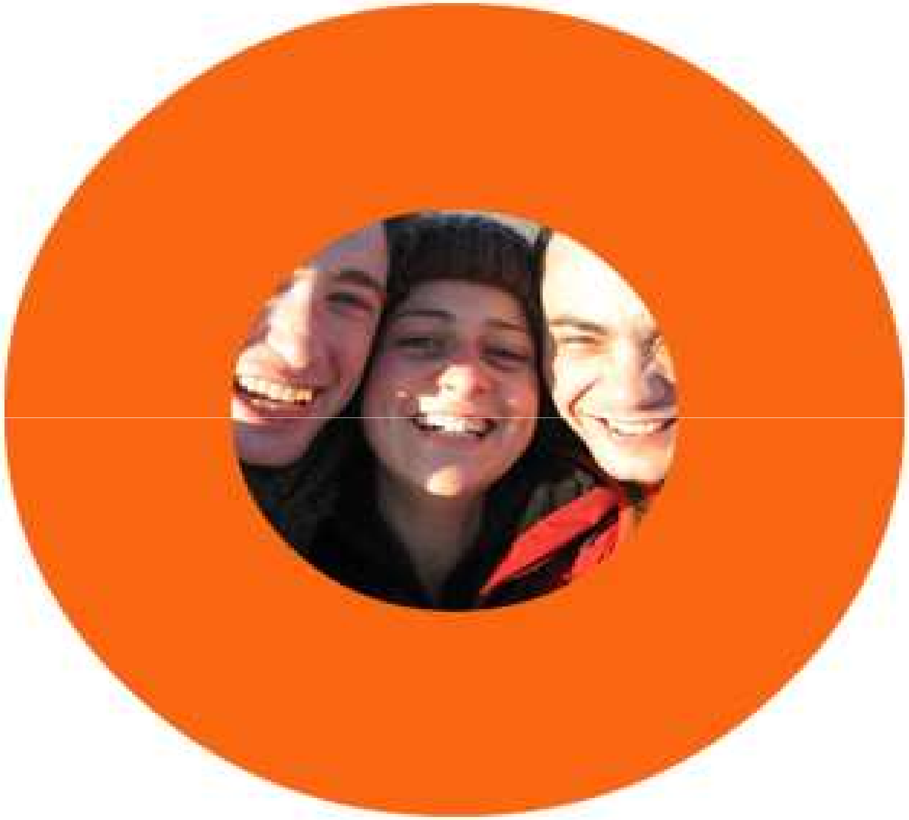

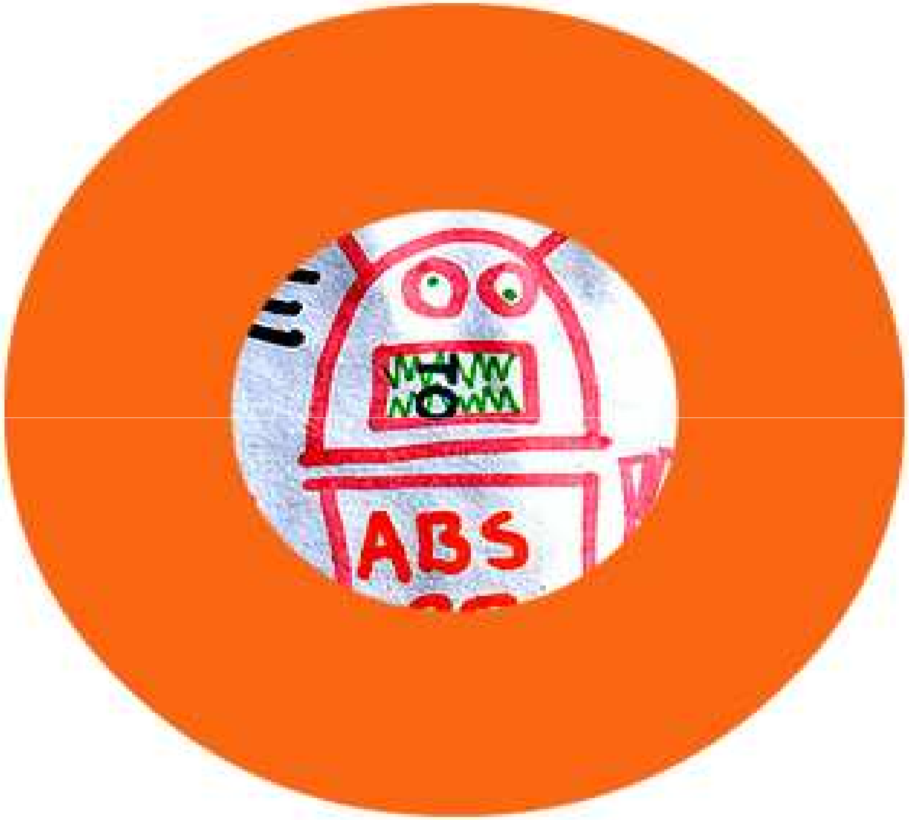

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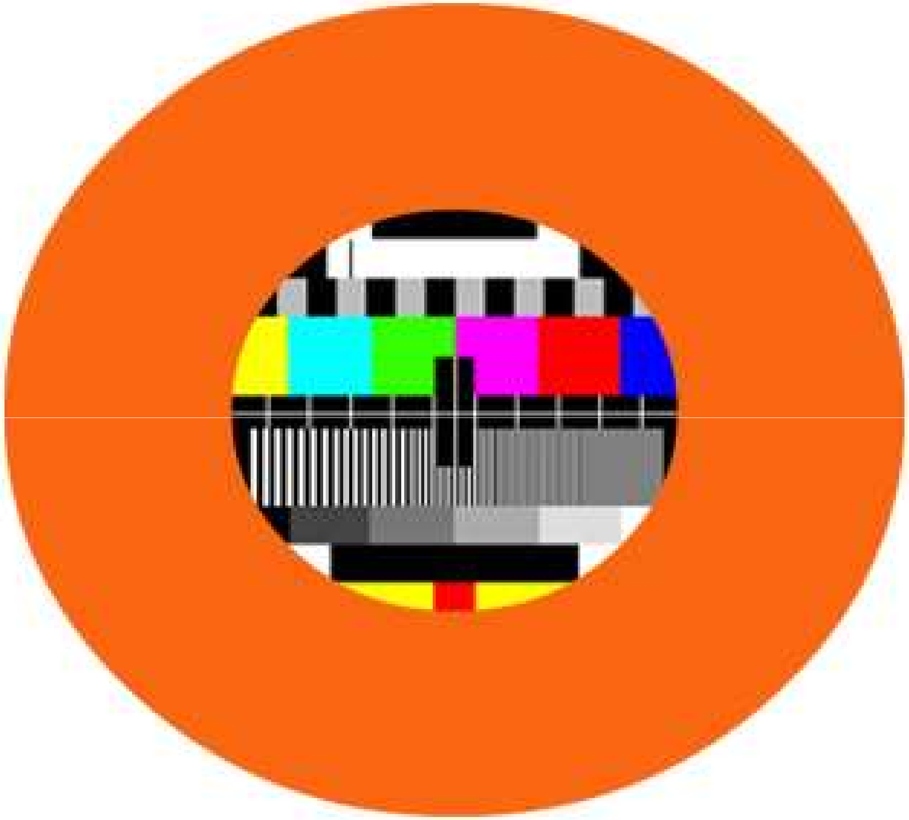

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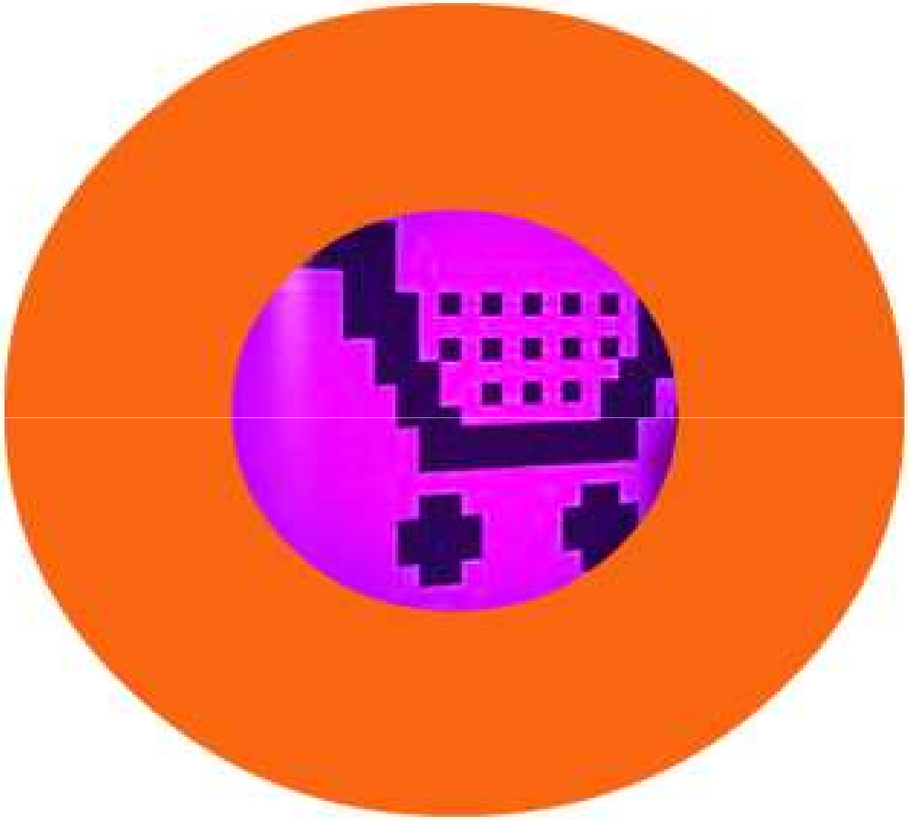

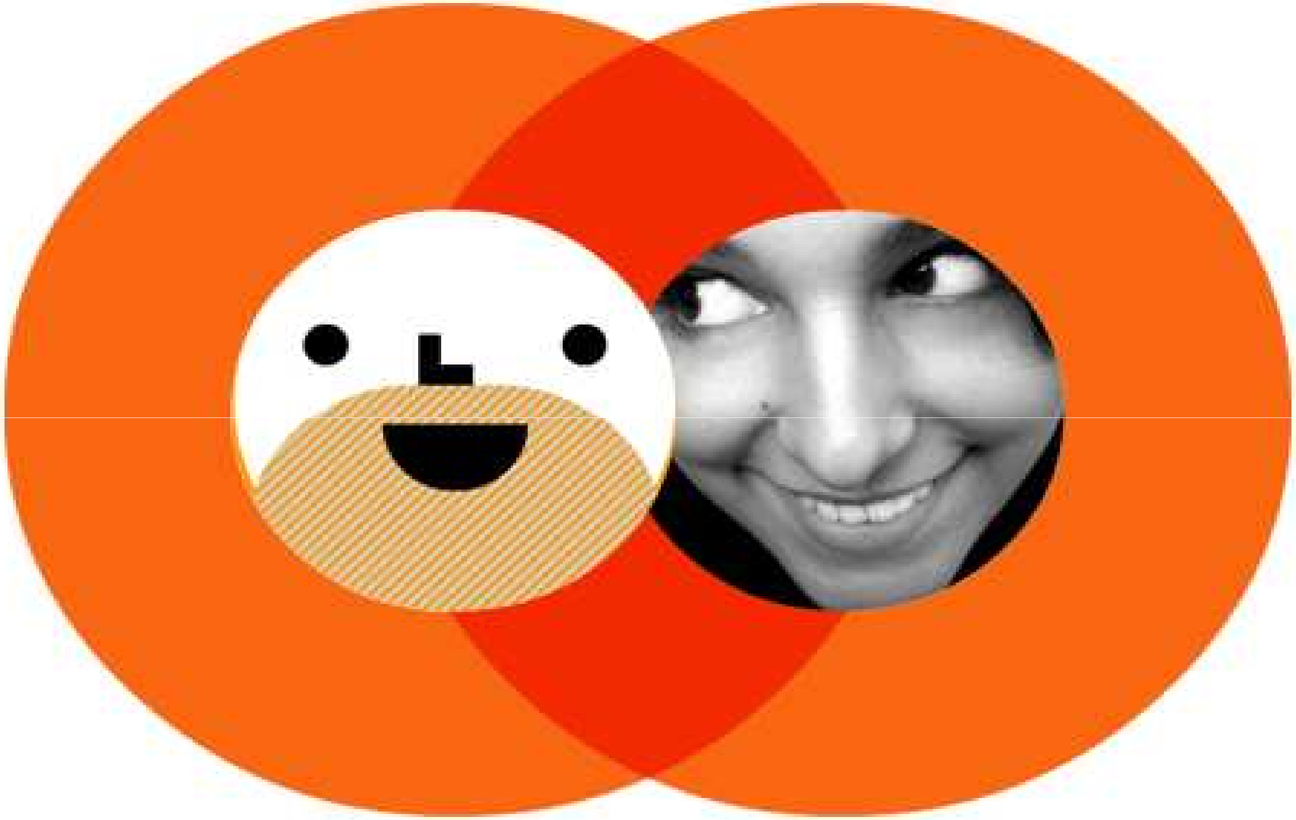

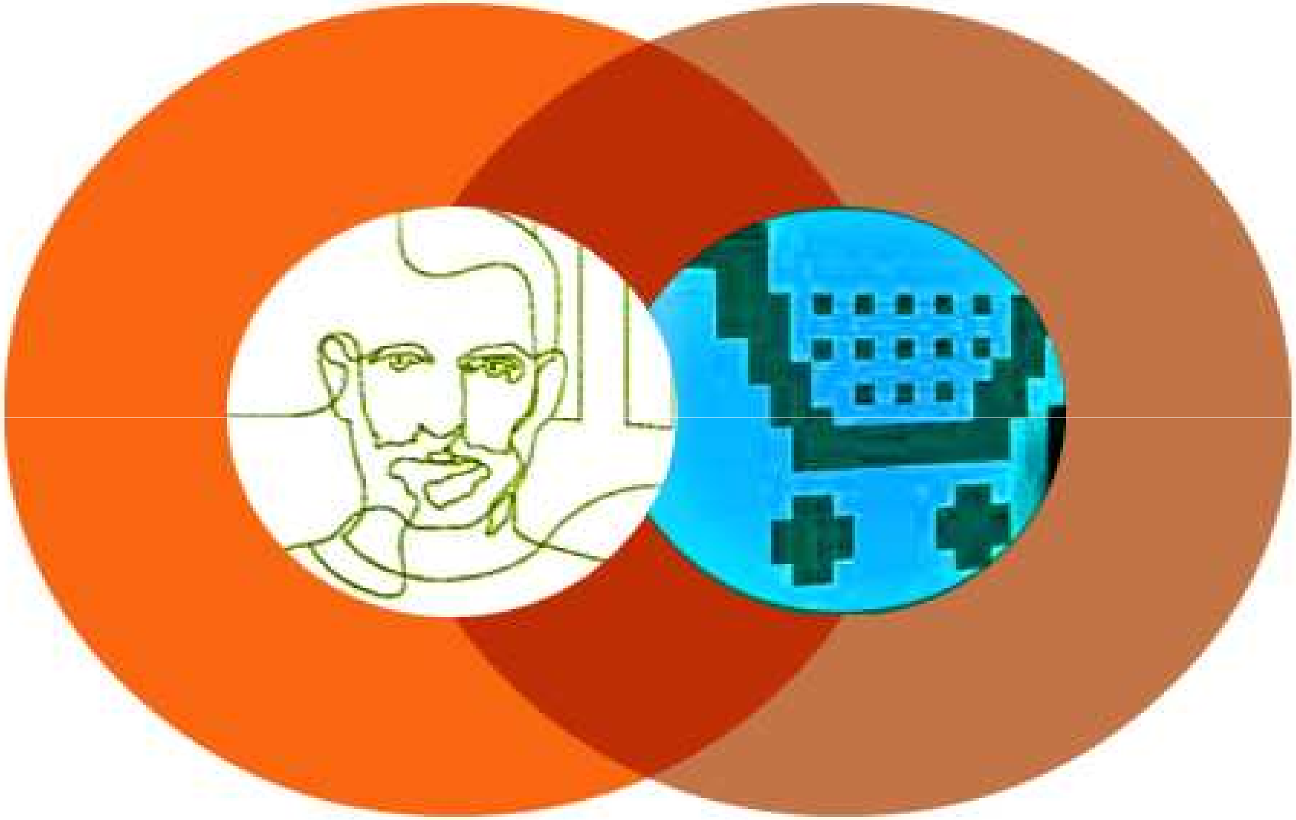

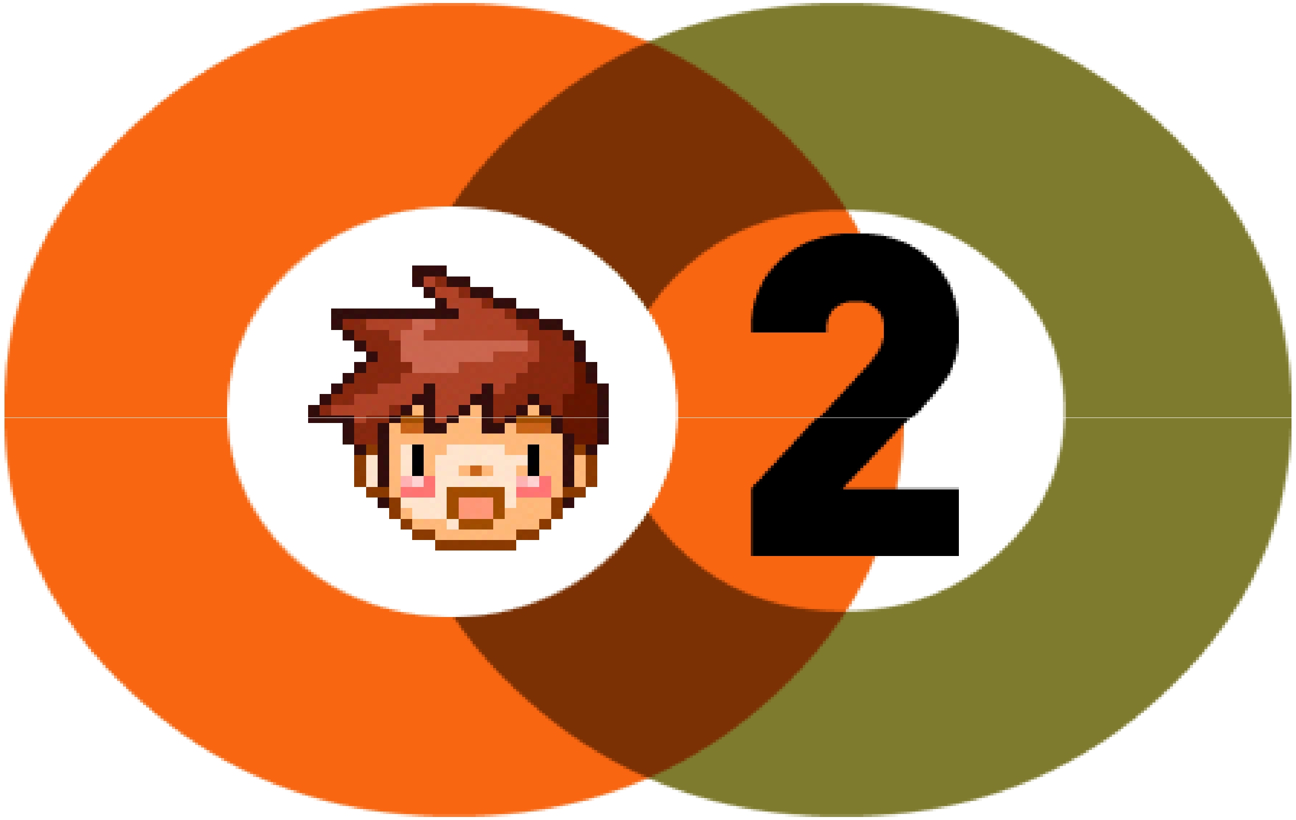
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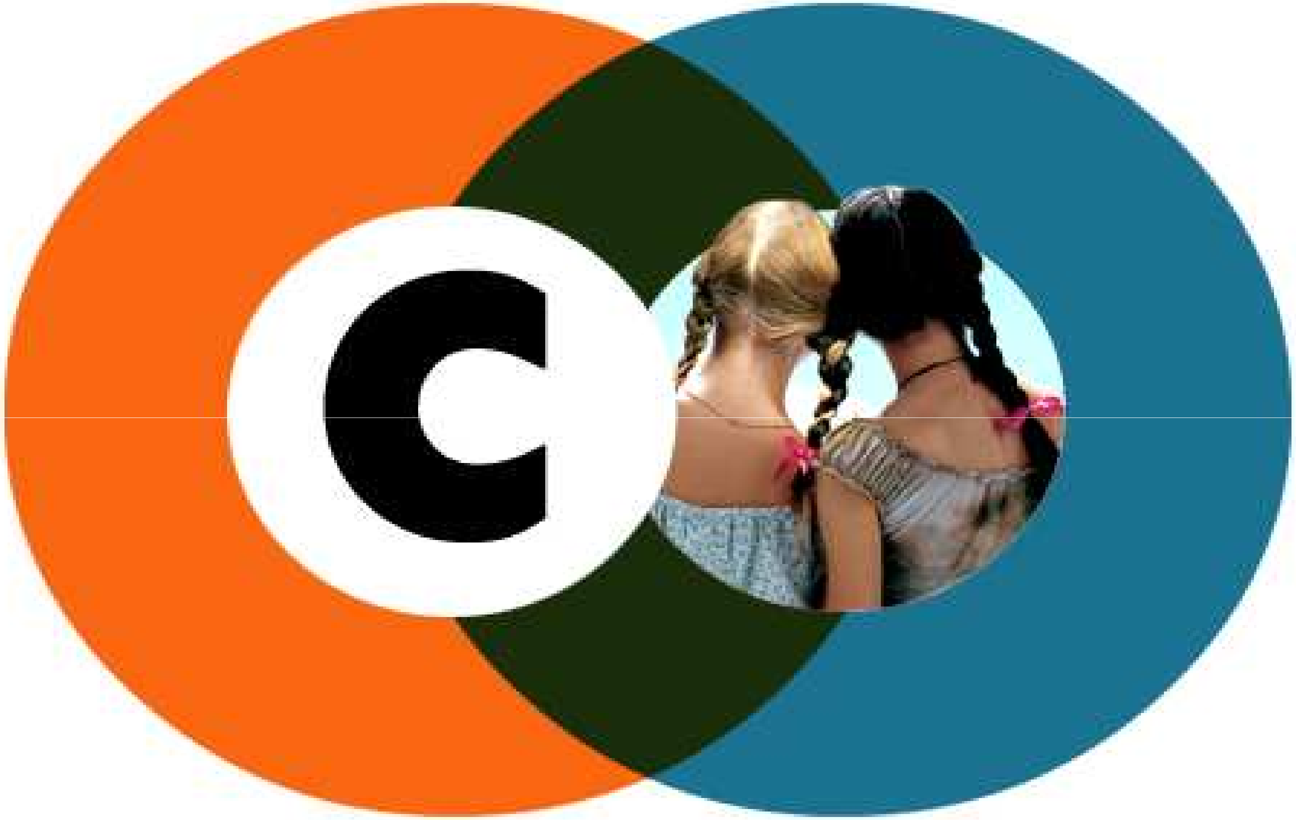
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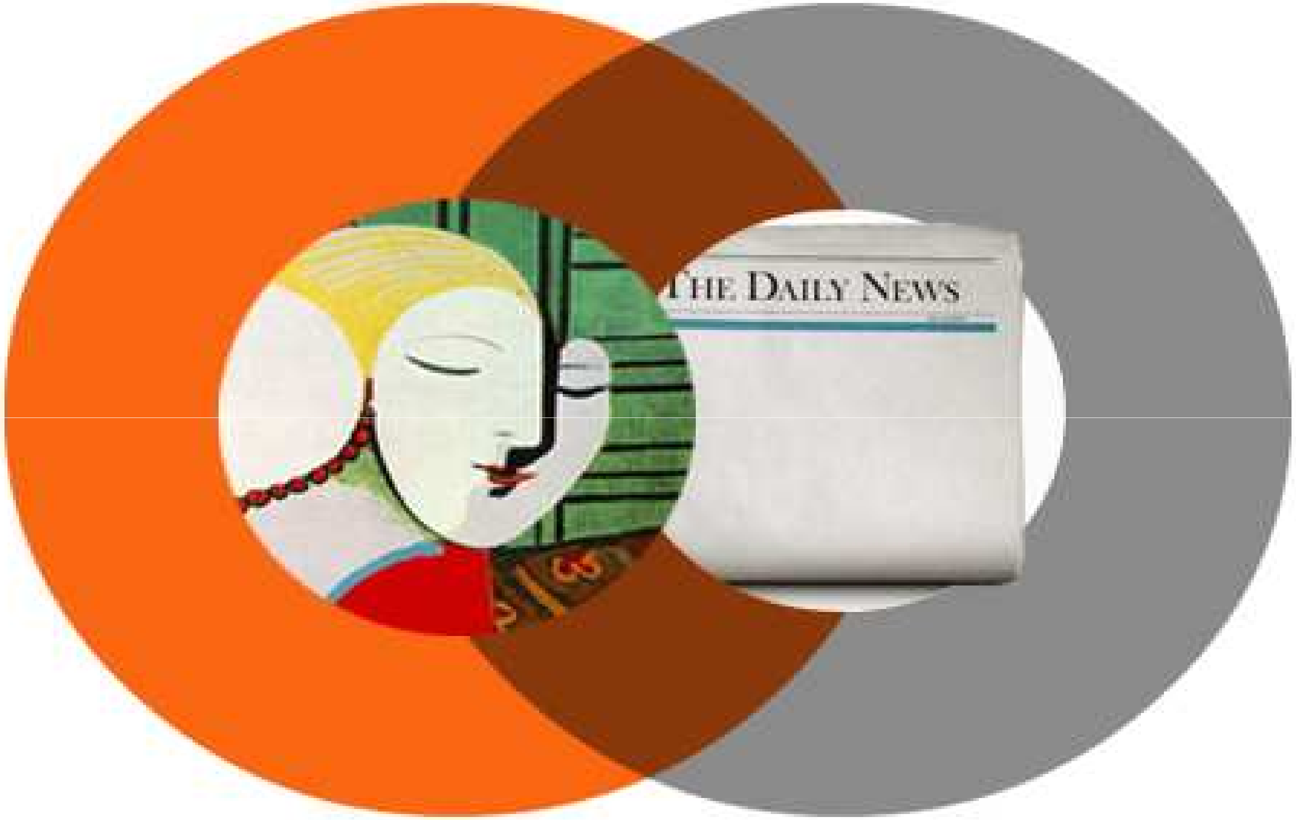
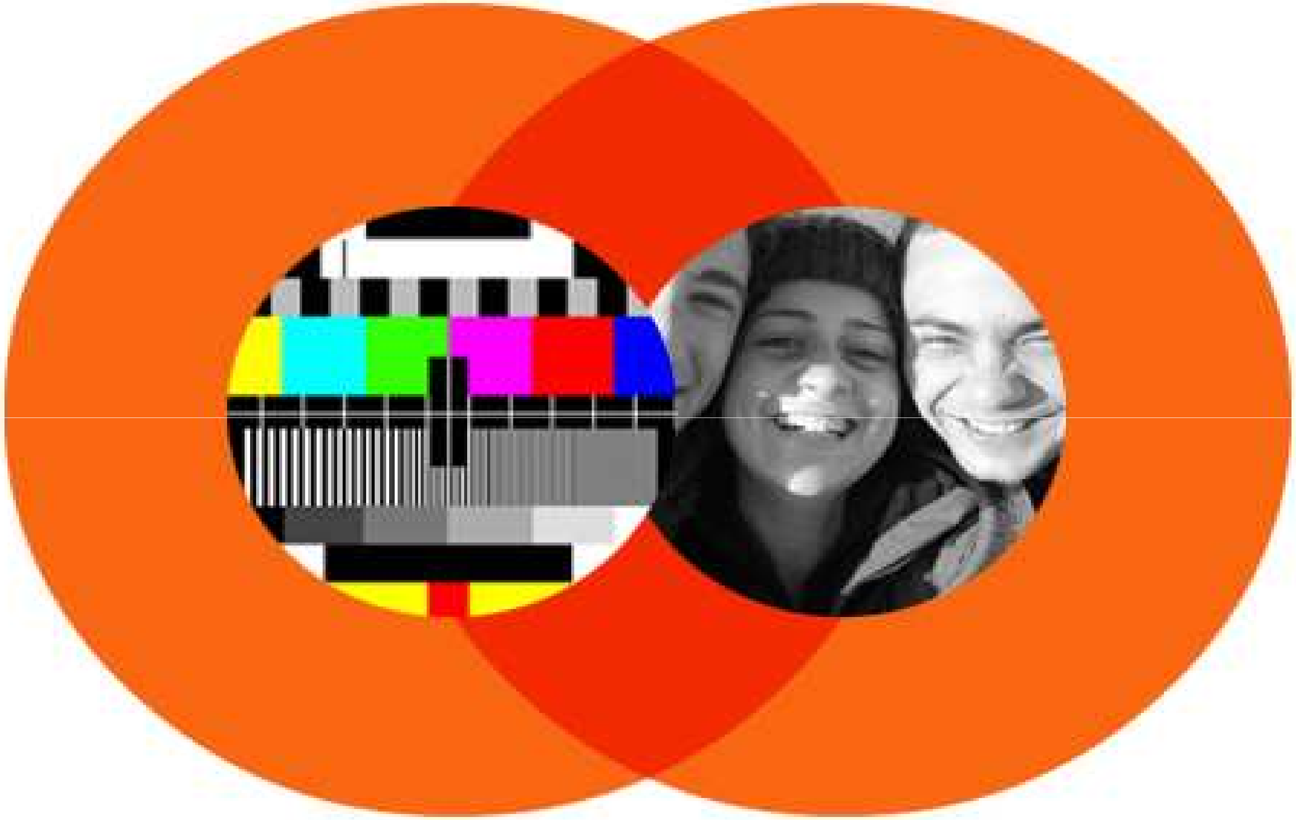
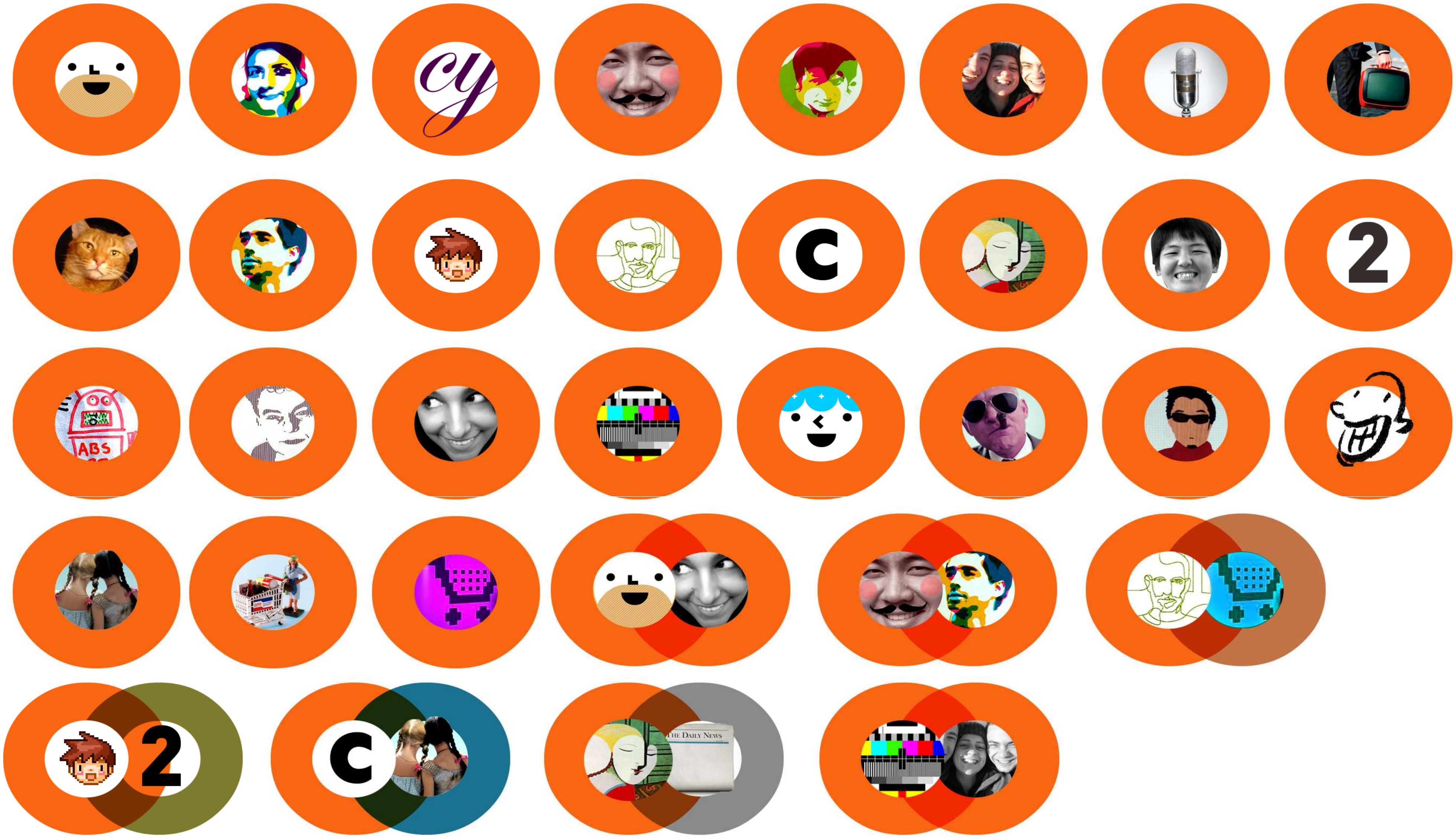

THE DAILY NEWS

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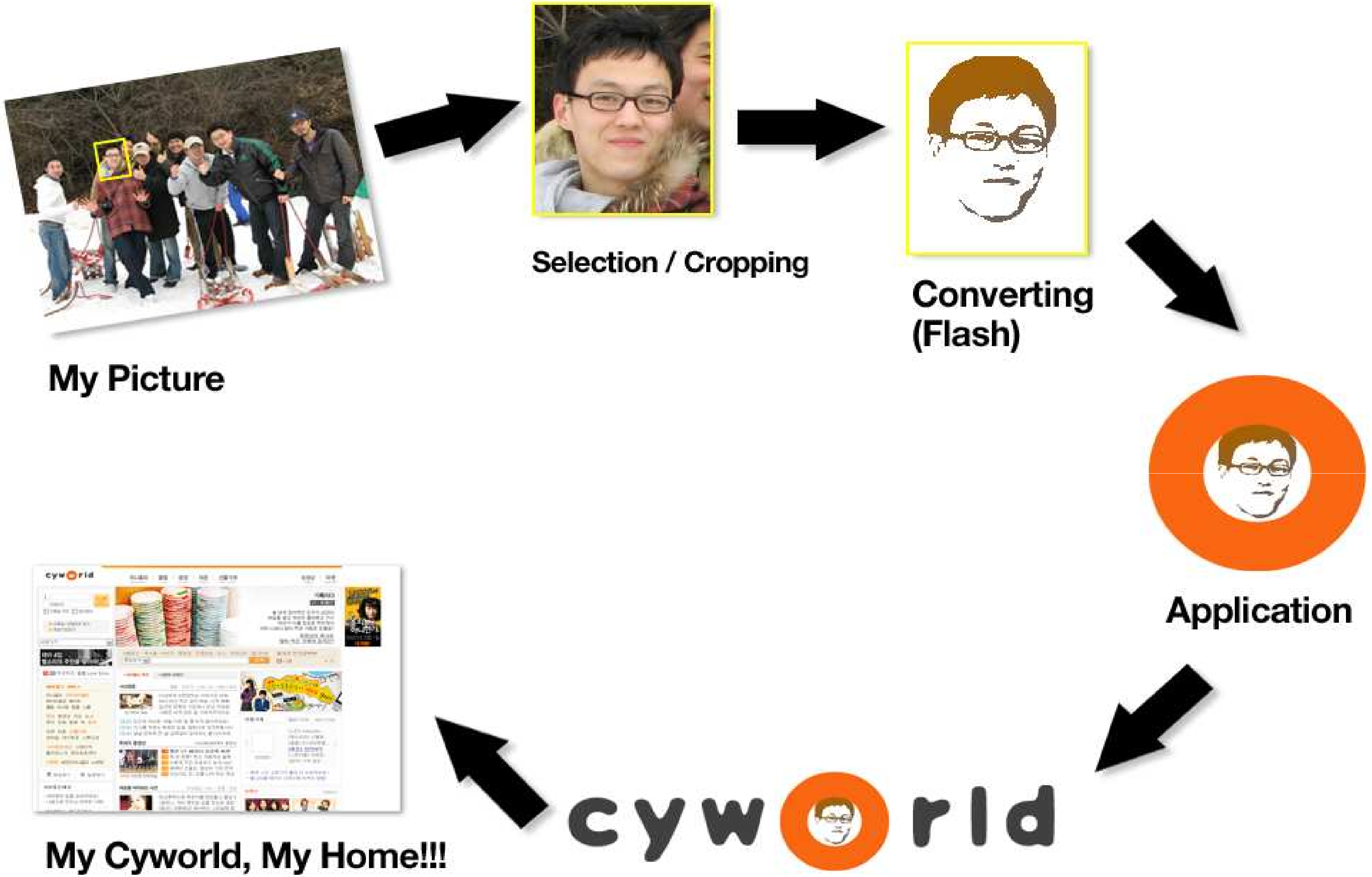
The Daily News

사람. 자유. 참여. 관계. & 이야기(Storytelling)

UCC / UGC

UCBI / UGBI

User Create Brand Identity **User Generate Brand Identity**



My Picture

Selection / Cropping

Converting (Flash)

Application

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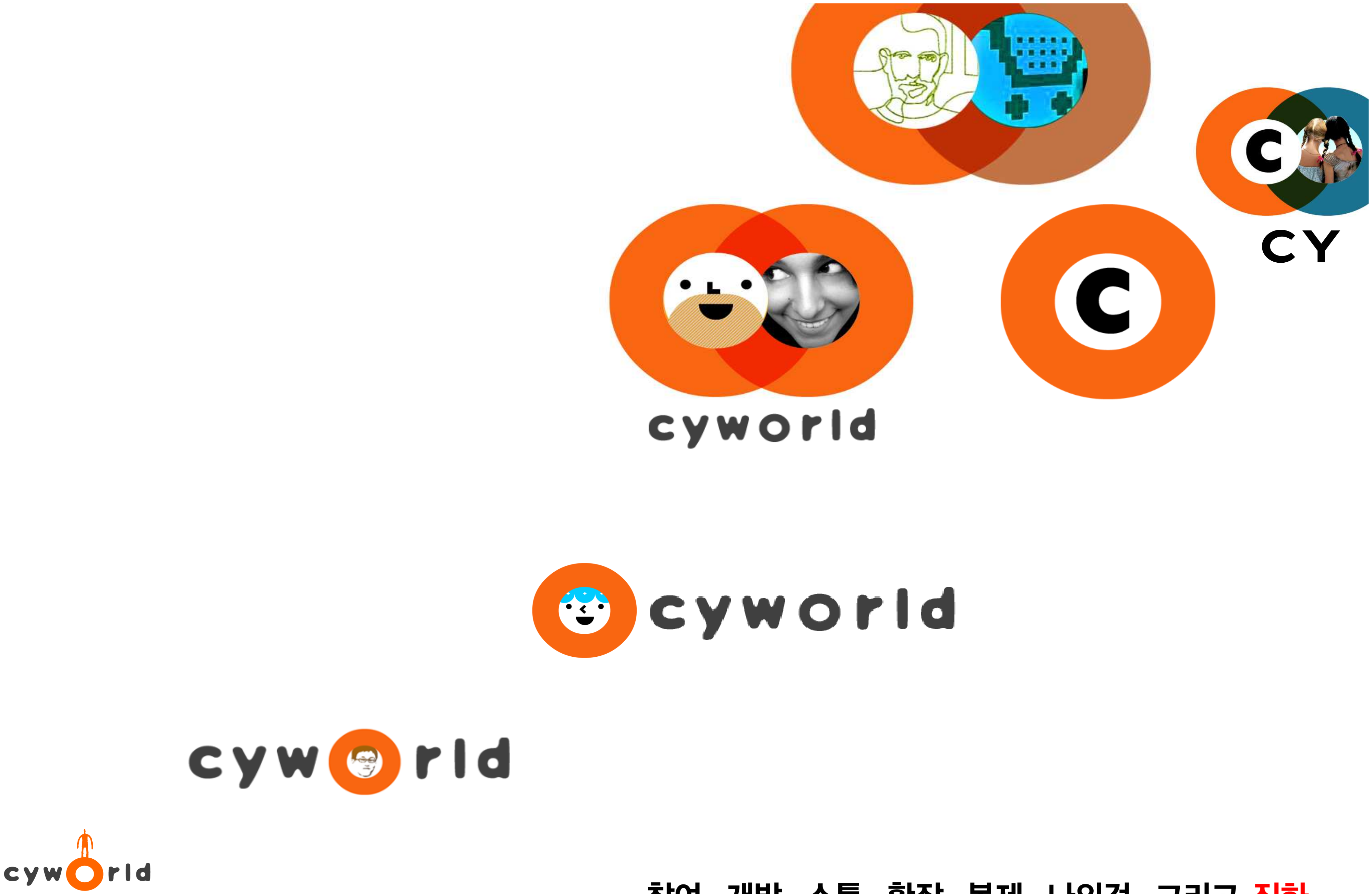
My Cyworld, My Home!!!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참여. 개방. 소통. 확장. 복제. 나의것. 그리고 진화.

CYWORLD BRAND IDENTIFICATION STANDARDS MANUAL

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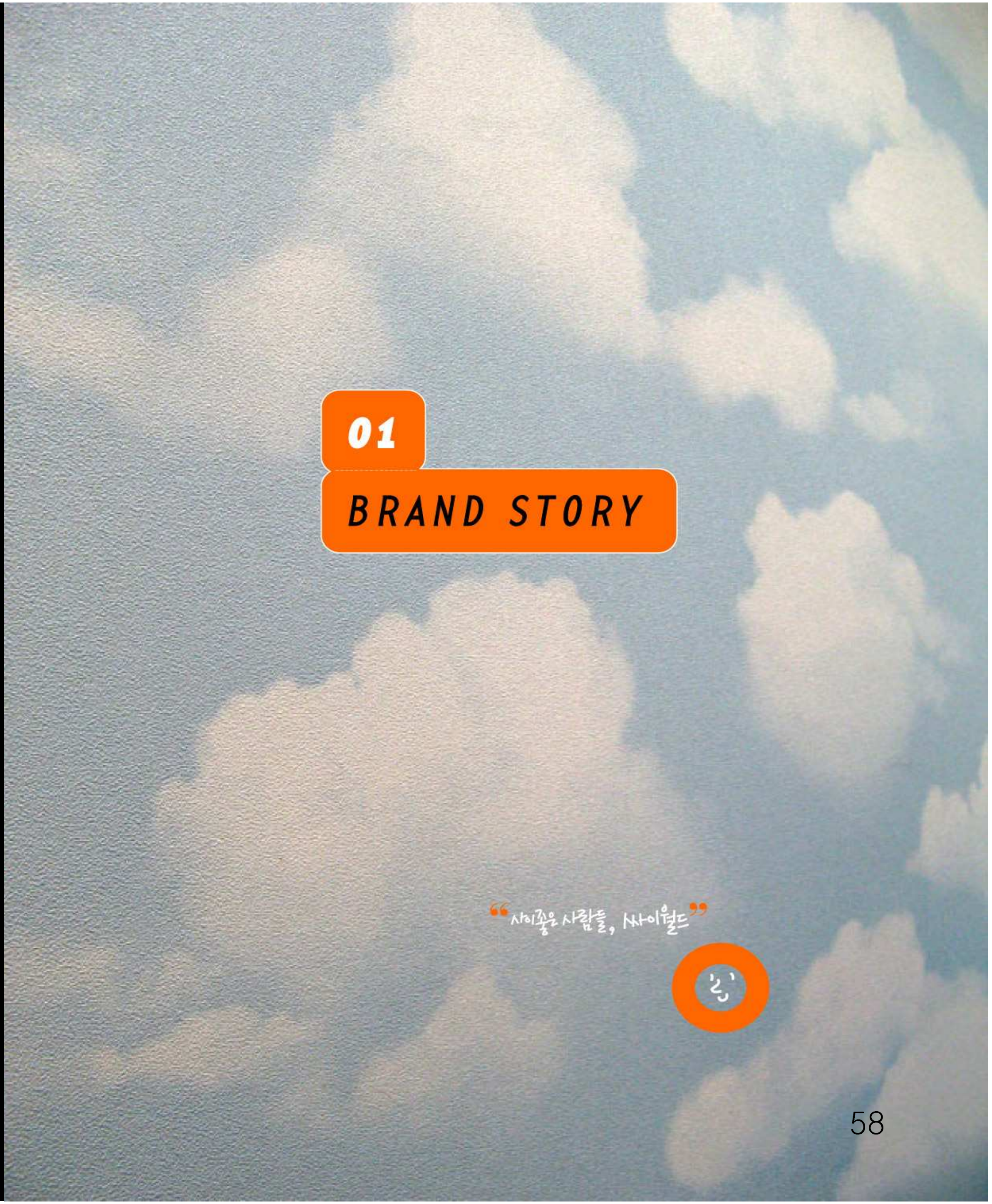
CYWORLD



01

BRAND STORY

“사이좋은 사람들, 싸이월드”

01. Introduction

Hello! CYWORLD

싸이월드는 인간 관계를 기반으로 보다 풍요롭게 공유하고 건강하게 소통할 수 있는 국내 최초 소셜 네트워크 기반의 **1인 미디어 서비스**입니다.

싸이월드는 사이 좋은 사람들을 위한 미니홈피, 홈2 서비스 뿐만 아니라 개인화된 검색, 뉴스, UCC 등 내가 중심이 되는 다양한 서비스도 함께 제공합니다. 싸이월드는 싸이월드의 기본 정신인 Humanity를 실천하기 위해 사이 좋은 세상 , 스테이지 서비스도 함께 운영하고 있습니다.

함께 나눌수록 더 따뜻한 소통과, 사이를 채워주는 '열린 문화' 창조를 통해 행복한 사이 만들기에 앞장 서고 있습니다. 싸이월드는 대한민국의 네티즌 뿐만 아니라, 미국, 중국, 대만, 일본에 이어 베트남, 독일의 사이 좋은 사람들과 함께 하는 세계를 향한 1인 미디어 서비스의 표준이 되겠습니다.

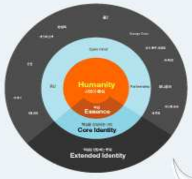
Cyworld
Brand Essence

싸이월드 브랜드의 기본 개념은 'Humanity' 입니다.

**싸이월드가 말하는 'Humanity' 란 사람중심, 인간애이며,
싸이월드는 'Humanity' 라는 가치에 다양한 Service, UI, Design,
Communication 활동, 사용 용어, Tone & manner 등
모든 감성적 에너지를 담아냅니다.**

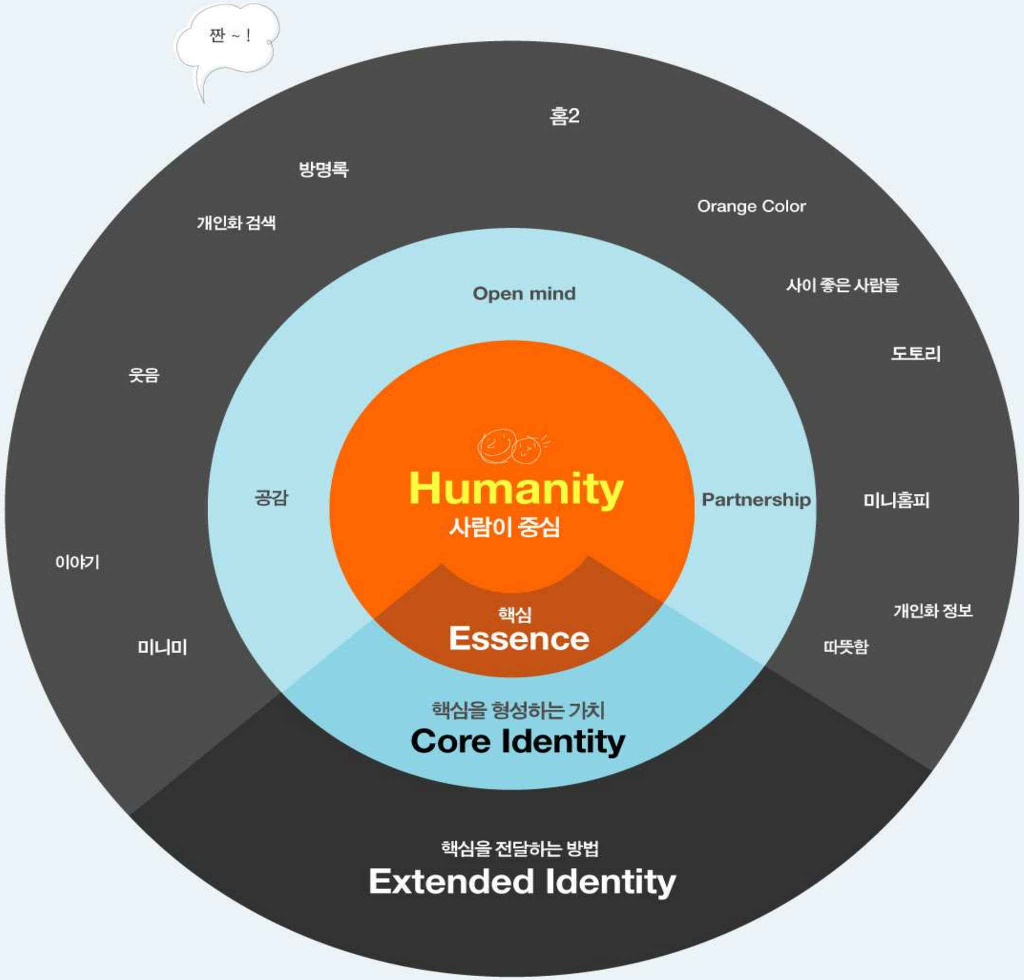
Humanity는 또한 인간적이고 아날로그적인 감성으로, 내가 주인공이 되어 세상과 원활하게 소통하며,
보다 넓은 세상으로 나아가는 세상과 나 사이의 믿음직한 파트너가 되고자 하는 의지입니다.

그 개념을 형성하는 핵심 원인인 Core Identity와 개념을 전달하는수단인 Extended Identity는
다음의 그림과 같이 구성됩니다.


Humanity
Essence
Core Identity
Extended Identity

다음 장!

03. Brand Essence



짠 ~ !

홈2

방명록

개인화 검색

Orange Color

사이 좋은 사람들

도토리

웃음

이야기

미니미

미니홈피

개인화 정보

따뜻함

Open mind

공감

Partnership

Humanity
사람이 중심

핵심
Essence

핵심을 형성하는 가치
Core Identity

핵심을 전달하는 방법
Extended Identity

CYWORLD
Brand Identity

브랜드 에센스인 Humanity를 효과적으로 실현하기 위한 **Core Identity**는 공감(소통), 오픈마인드(개방), 파트너십(참여)로 대변되며, 그것을 보다 풍부하게 확장한 Logotype, Symbol(Orange circle), Main Color, Slogan 등은 **Extended Identity**로서 고객들에게 직접적으로 다가가기 위한 수단이 됩니다.

06. Images of Brand

참여

파트너쉽(참여) - 함께 만들어가는 서비스가 가능한 공간

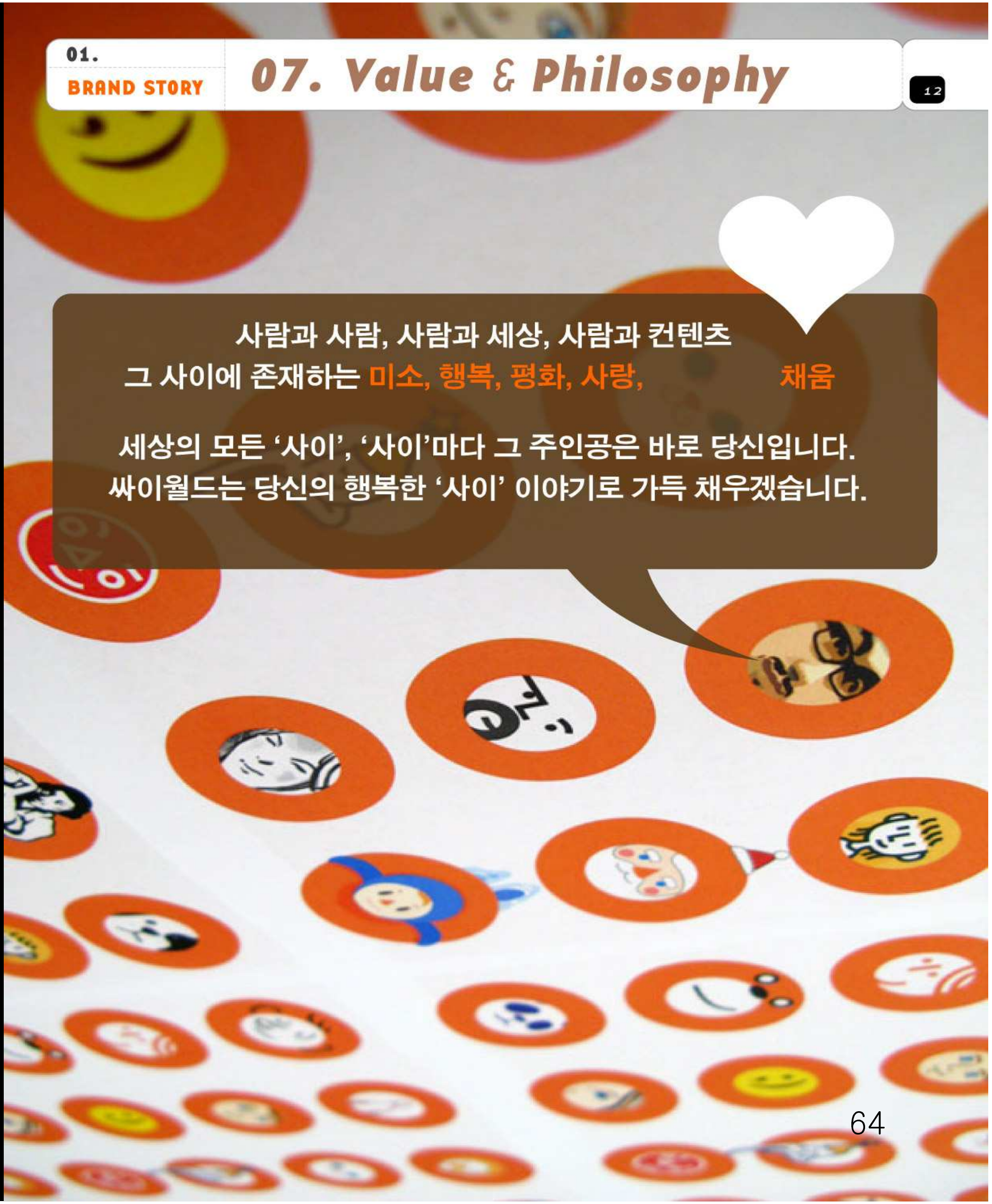
개방

오픈마인드(개방) - 열린생각

소통

공감(소통) - 따뜻한 감성

07. Value & Philosophy



사람과 사람, 사람과 세상, 사람과 컨텐츠
그 사이에 존재하는 미소, 행복, 평화, 사랑, 채움

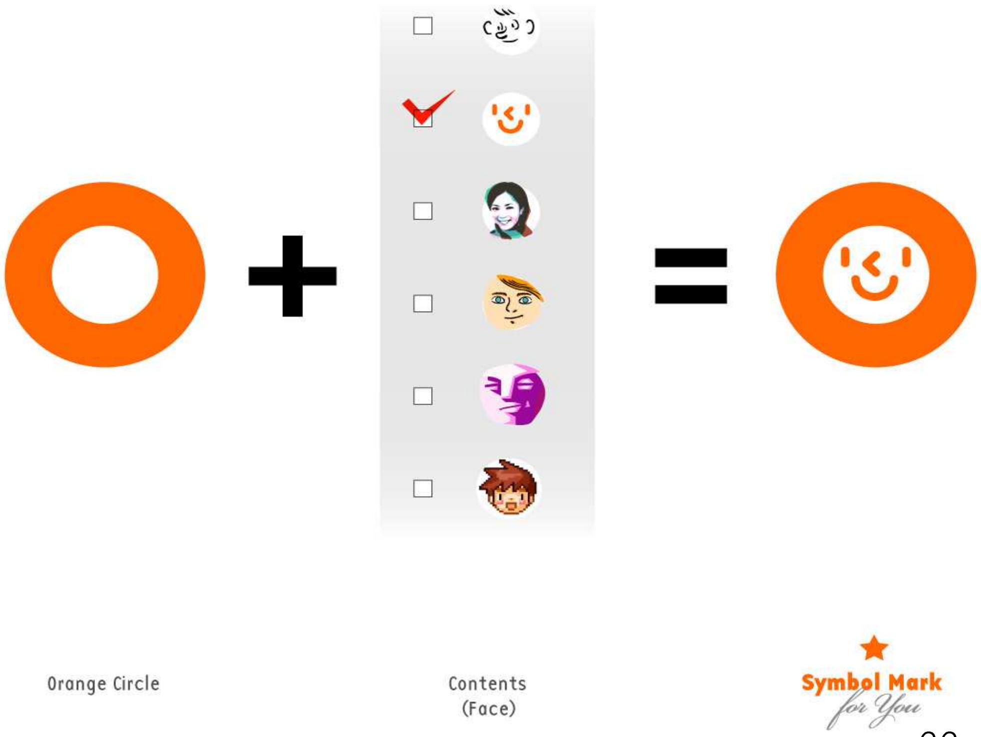
세상의 모든 '사이', '사이'마다 그 주인공은 바로 당신입니다.
싸이월드는 당신의 행복한 '사이' 이야기로 가득 채우겠습니다.

02

BASIC SYSTEM

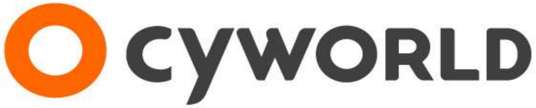
Choose & Put it In!
①
선택하고 채워 넣어라!

Brand New Symbol for You.
②
당신만의 심볼을 만들어라.

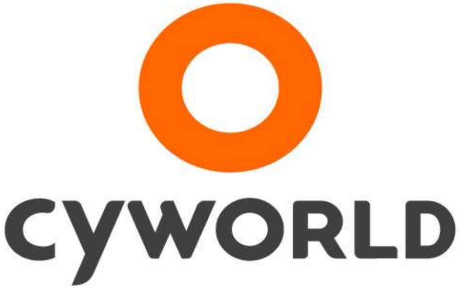

+
=
Orange Circle
Contents
(Face)
★
Symbol Mark
for You

02. Basic Logotype

기본형 A



기본형 B

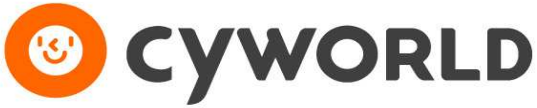


Cyworld 로고타입의 기본 조합 형태는 다음과 같은 두가지 형태(A, B)를 지키도록 한다.
Orange Circle ○ 안의 영역을 빈 공간으로 둔 상태로 활용하지 않도록 주의하며
01.Rule! 의 원칙에 따라 컨텐츠(예: Face)를 내부에 채워 활용하는 것을 원칙으로 한다.

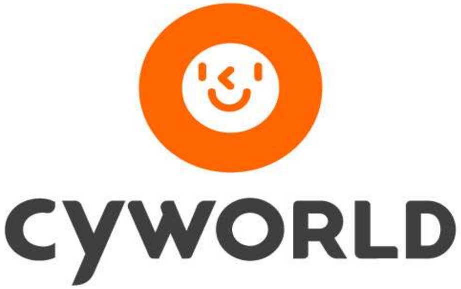
다음 장

02. Basic Logotype

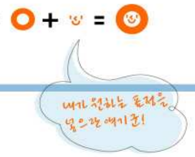
기본형 A (활용예제)



기본형 B (활용예제)



Cyworld 로고타입의 활용예제 :


+
=
내가 원하는 표정을
넣으란 얘기군!

04. What You Can Put in the Circle

'그릇', '틀'
이라고 보면 되는군!

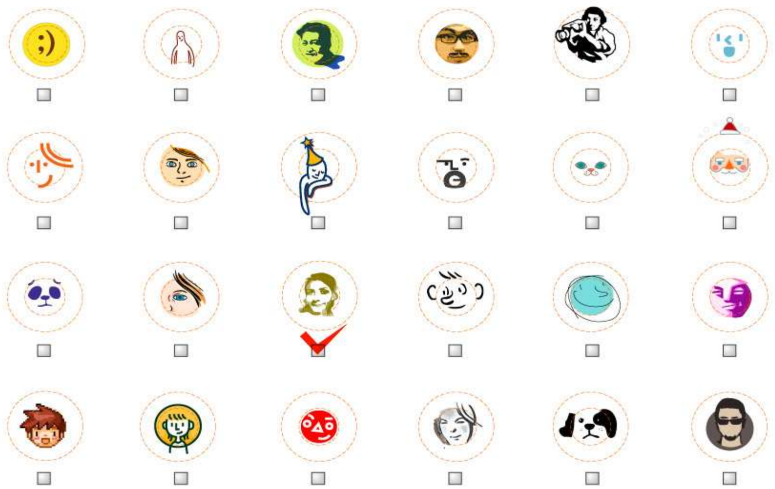
기본형

+

'그릇'에
'나의 것'을 담으란
말이지!!

컨텐츠

감성기호
(표정, 얼굴, 이모티콘, 캐릭터 등
본인이 제작하여 넣을 수 있음)



=

나만의
'싸이월드'!

완성형

03. Signature(Slogan)

CYWORLD
사이좋은 사람들, 싸이월드

CYWORLD
사이좋은 사람들, 싸이월드

CYWORLD
사이좋은 사람들,
싸이월드

CYWORLD
사이좋은 사람들,
싸이월드

CYWORLD
사이좋은 사람들,
싸이월드

CYWORLD
사이좋은 사람들,
싸이월드

05. Colors

Orange

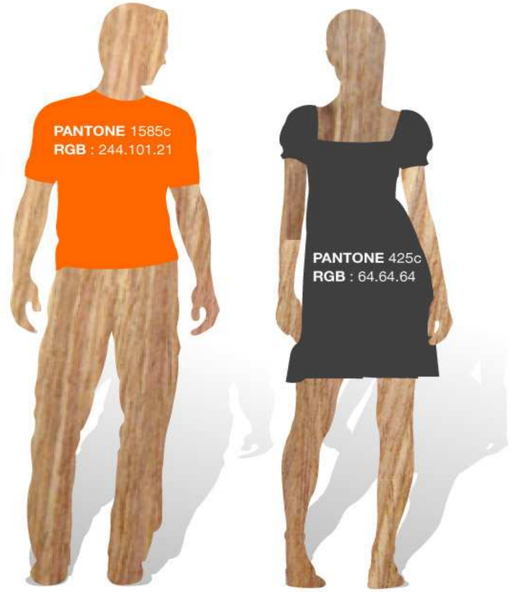
진취적이고, 역동적인 마인드를 가지고 빠르게 변화하는 인터넷 환경의 발전을 이끌며, 항상 트렌드의 선두에 서서 나아가고자 하는 의지를 표현.

키워드 : 사이 좋은, 사람 냄새 나는, 재미있는, 호기심 가는, 생기있는

Gray

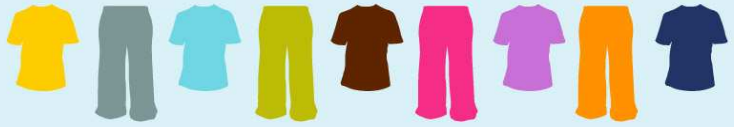
기술력을 바탕으로 항상 안정적인 서비스를 보장함을 의미

키워드 : 기술, 정확, 신뢰, 네트워크


PANTONE 1585c
RGB : 244.101.21
PANTONE 425c
RGB : 64.64.64

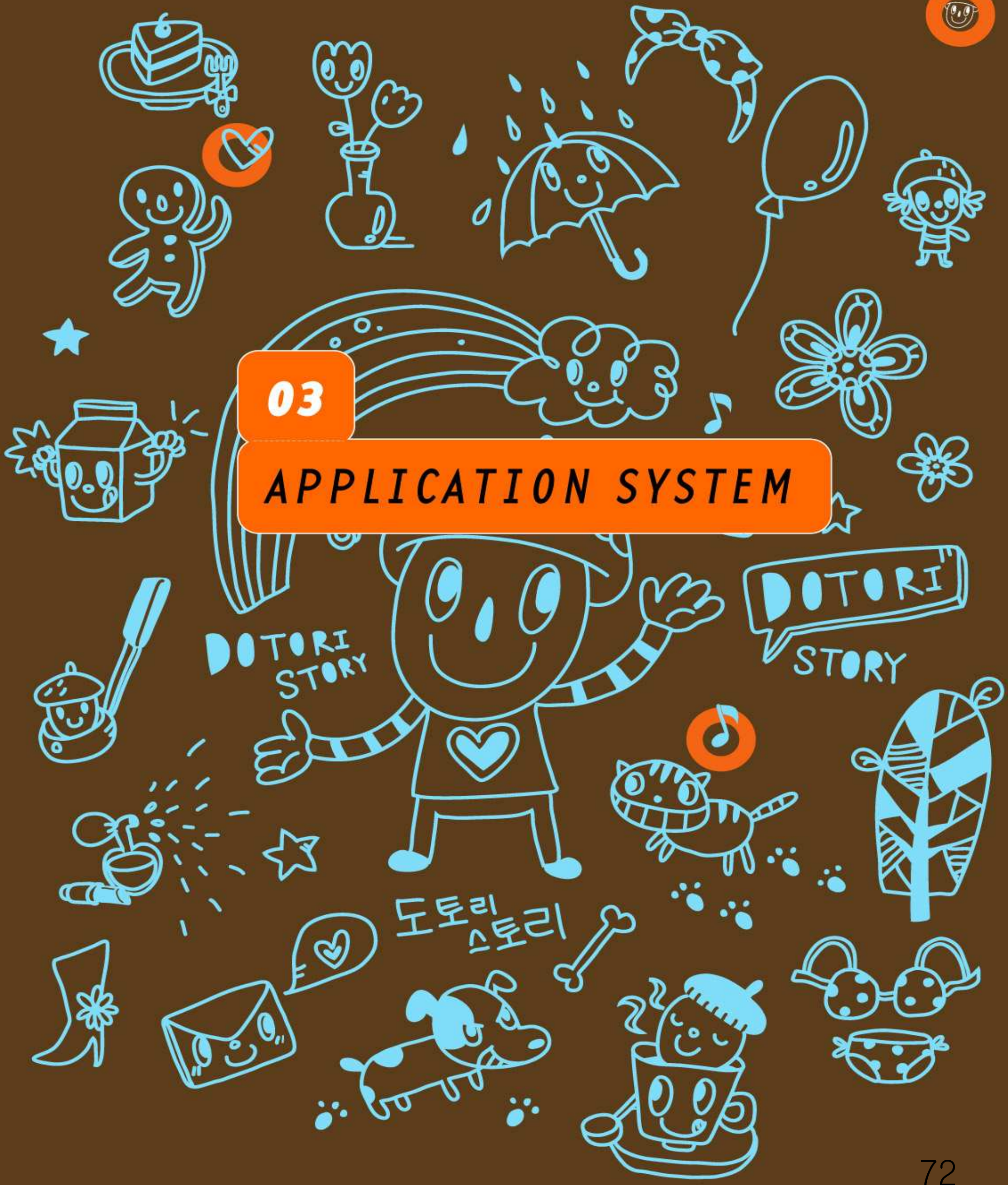
Sub colors

각 서비스의 커뮤니케이션과 특정한 목적에 의해 서브컬러를 사용 할 수 있으며 메인칼라인 Orange & Gray의 톤을 풍성하고 활력있게 만드는 역할을 한다.



03

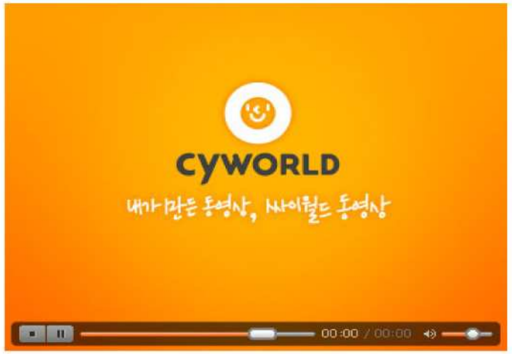
APPLICATION SYSTEM

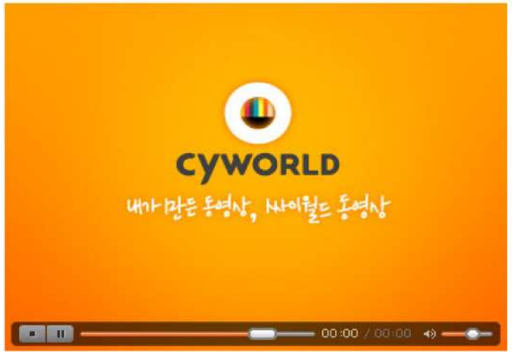

DOTORI
STORY
DOTORI
STORY
도토리
스토리

[redacted]

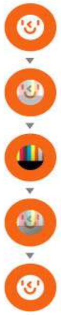
02. Web Application

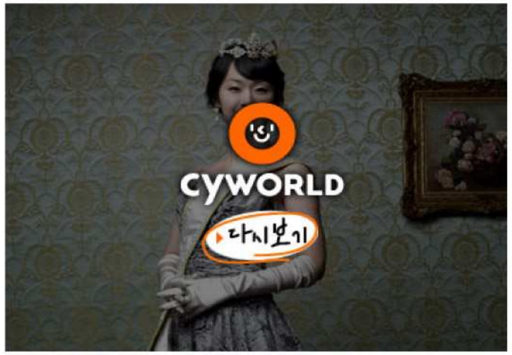
동영상 Application


CYWORLD
내가 만든 동영상, 싸이월드 동영상
00:00 / 00:00


CYWORLD
내가 만든 동영상, 싸이월드 동영상
00:00 / 00:00

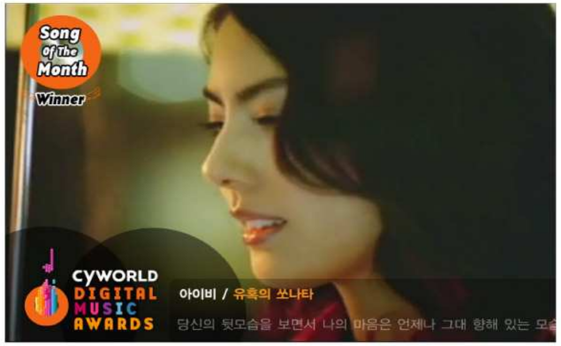
Looping Animation

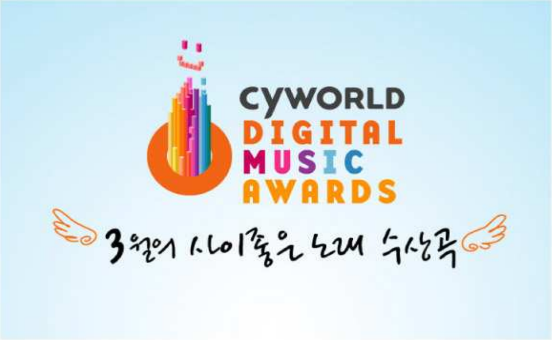


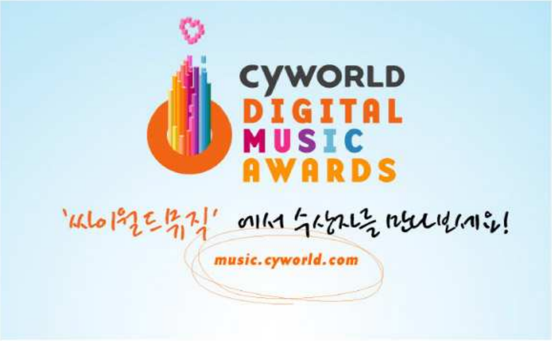

CYWORLD
다시보기

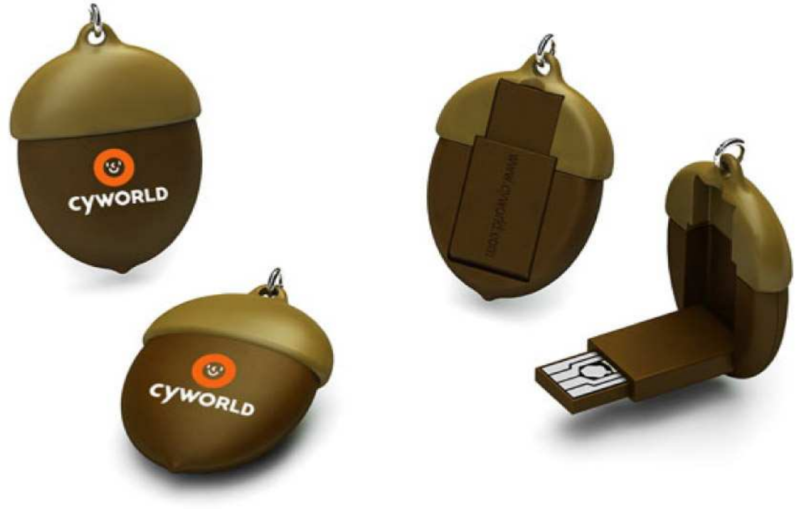
04. Event Identity

Cyworld Digital Music Awards Filler


Song of The Month
Winner
CYWORLD
DIGITAL
MUSIC
AWARDS
아이비 / 유혹의 소나타
당신의 뒷모습을 보면서 나의 마음은 언제나 그대 향해 있는 모습


CYWORLD
DIGITAL
MUSIC
AWARDS
3월의 사이좋은 노래 수상곡


CYWORLD
DIGITAL
MUSIC
AWARDS
'싸이월드뮤직' 에서 수상자를 만나보세요!
music.cyworld.com


CYWORLD
CYWORLD

도토리 USB Memory Stick

CYWORLD

www.cyworld.com

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UI Design실 /
Branding TF
t : 02-360-5304
brand@nate.com

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cyworld 홈2

cyworld 미니홈피

cyworld 페이퍼

cyworld 클럽

cyworld 우리학교

cyworld 메일

cyworld 광장

cyworld 동영상

cyworld 지도

cyworld 뮤직

cyworld 만화

cyworld 운세

cyworld 검색

cyworld 마켓

cyworld 타운

cyworld 선물가게

cyworld 모바일

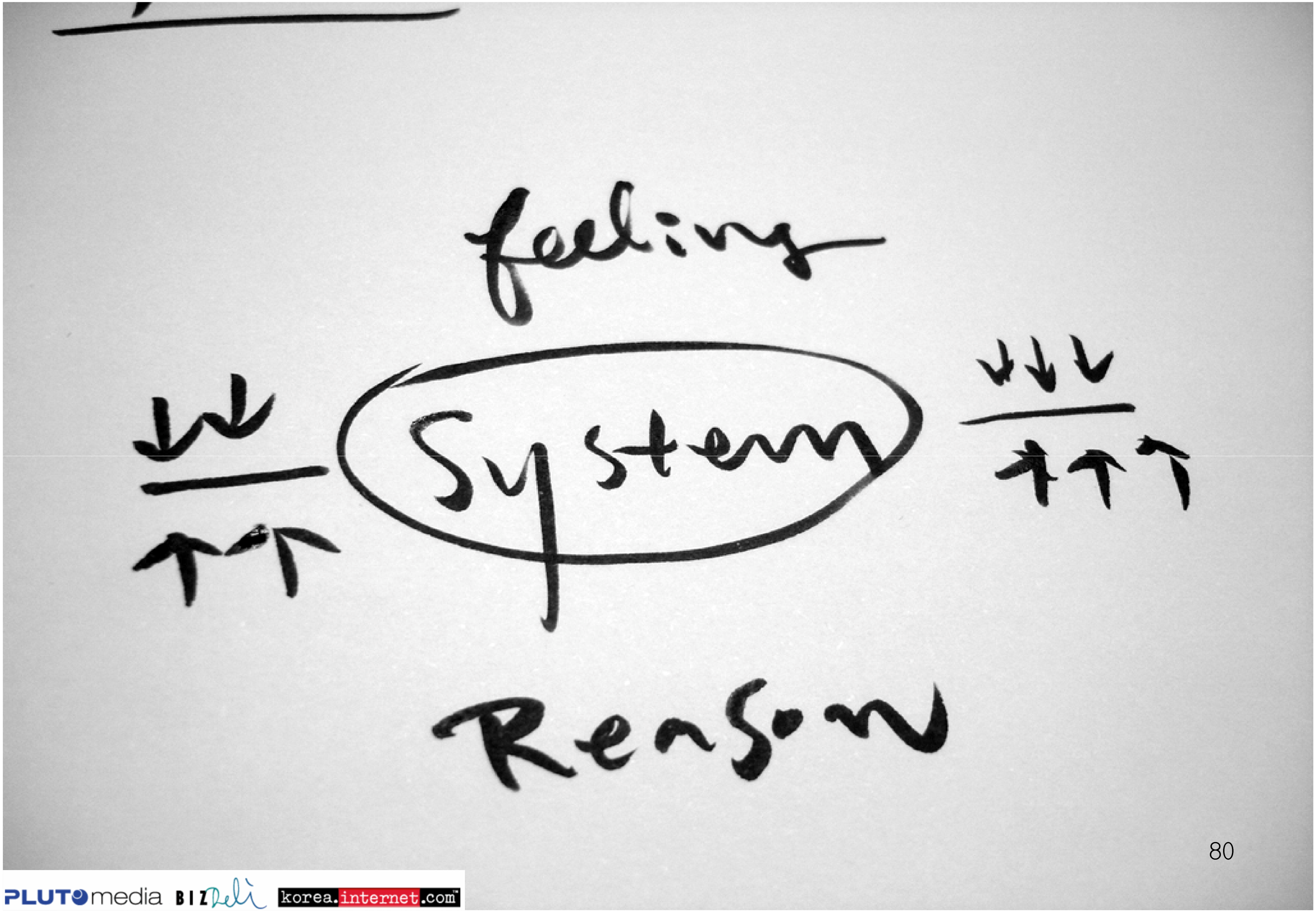
cyworld stage

새로운 규칙.

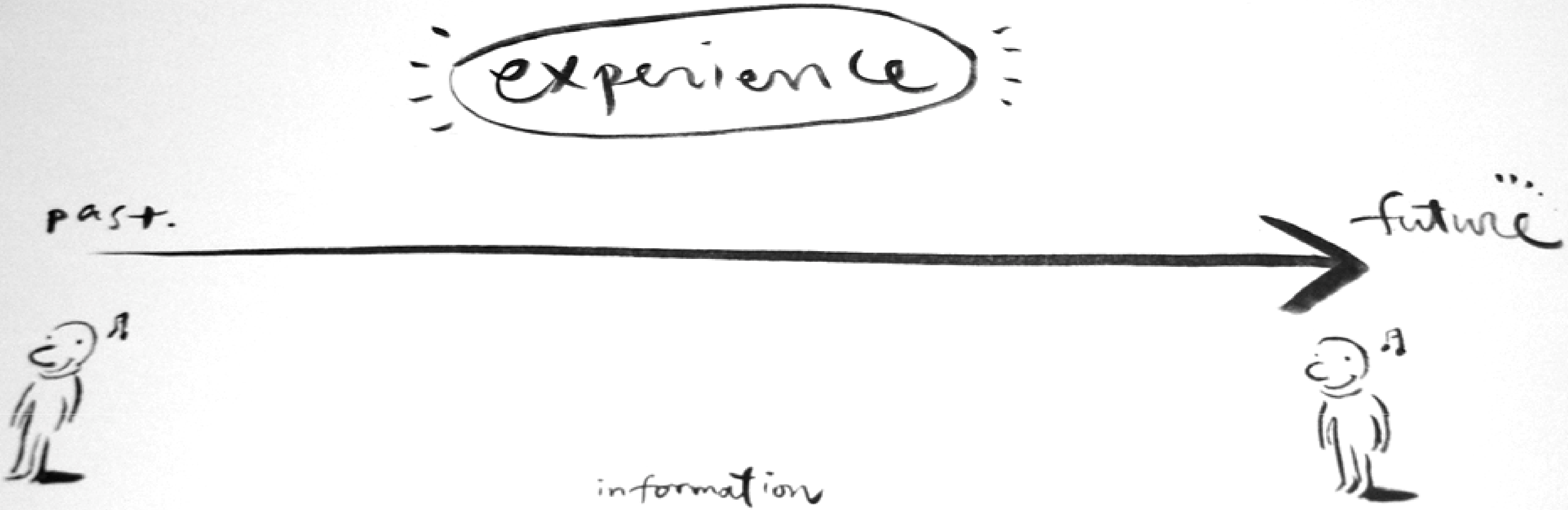
감성.
확장성.
진화.
이야기.
융합.

새롭지 않은 원리.

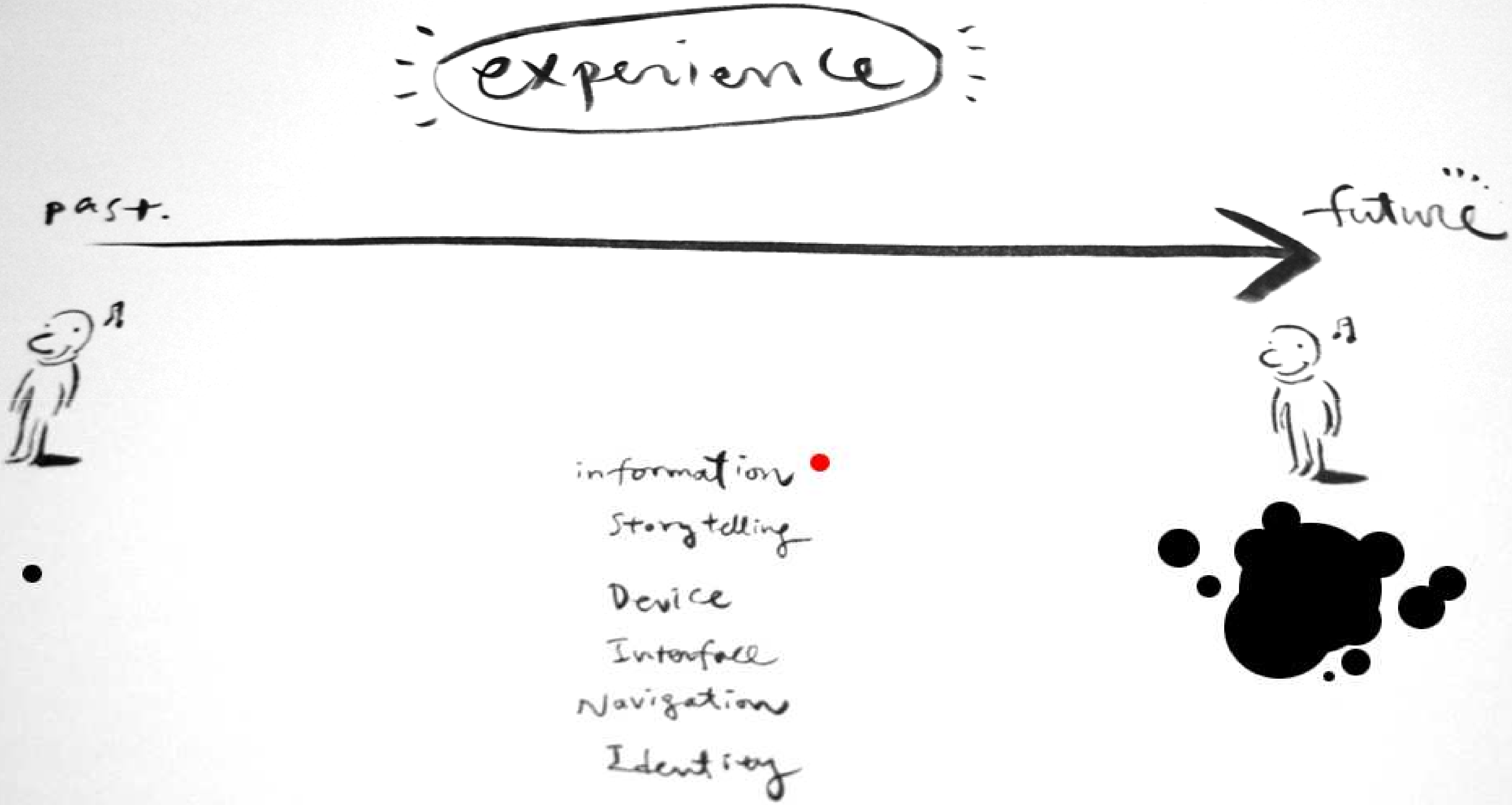
emotional	**rational**
feeling	**reason**
intuition	**logic**
abstract	**concrete**
storytelling	**information**

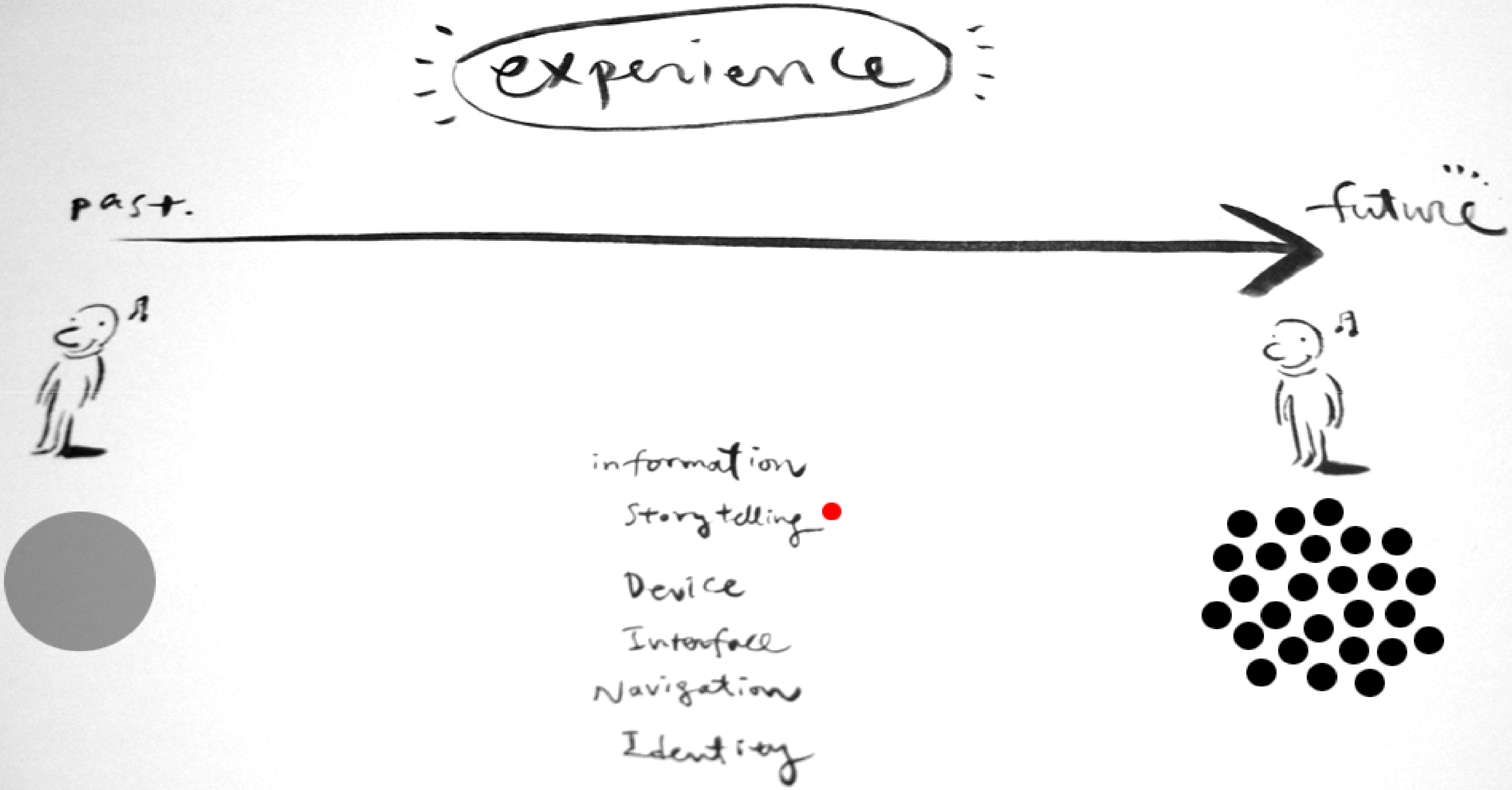

feeling
System
Reason

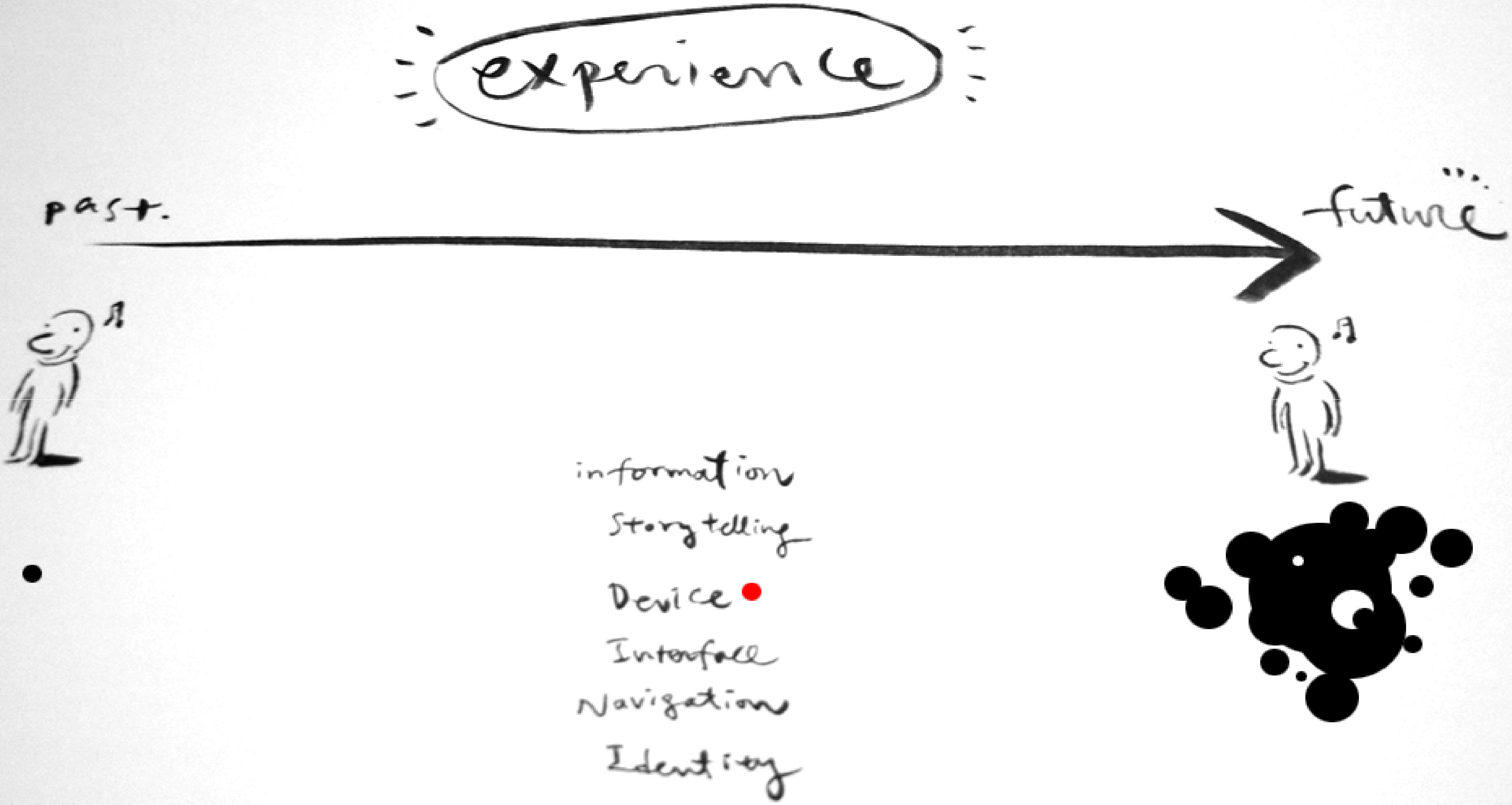
System
Reason
Identity
→ experience

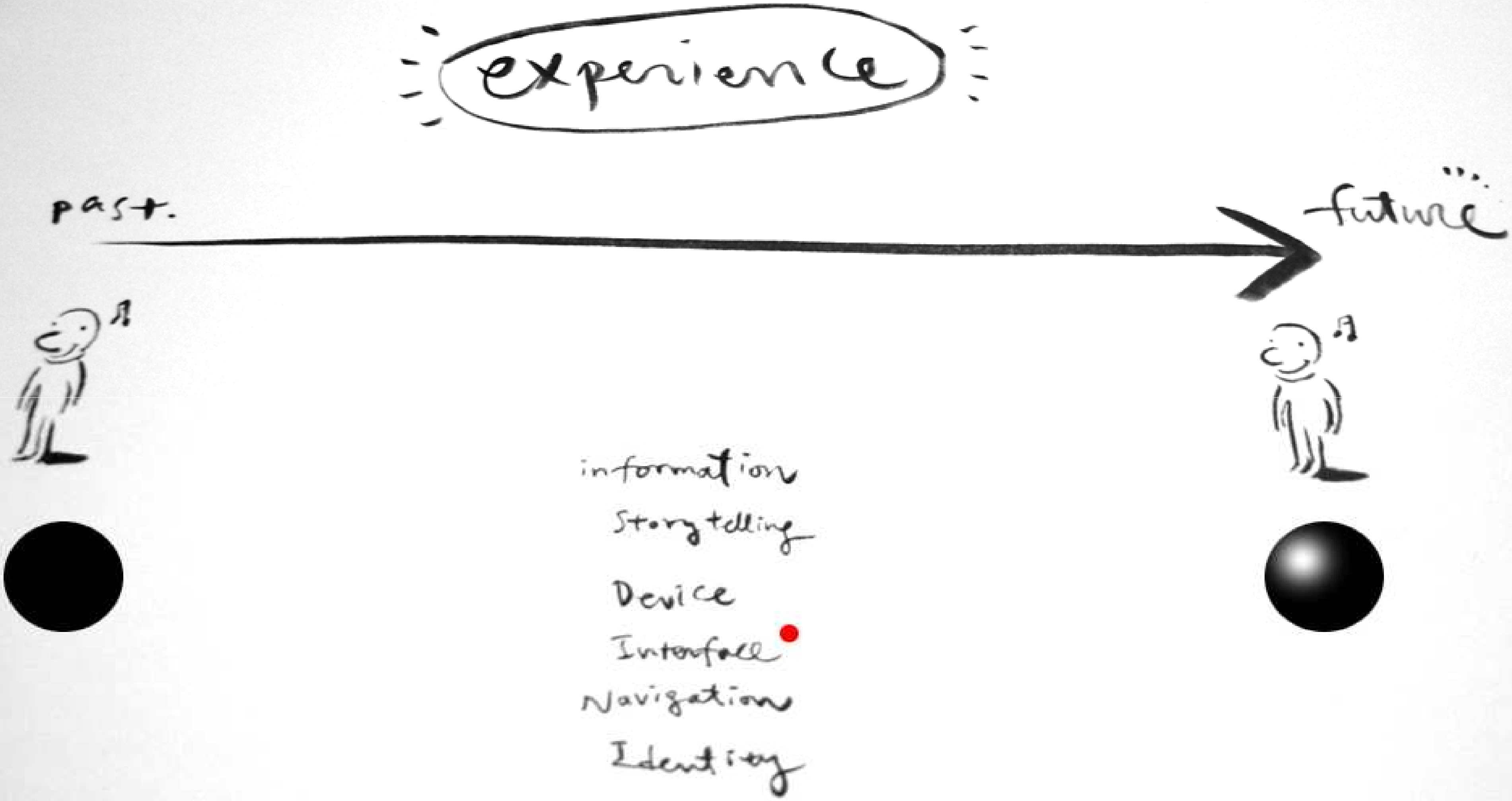

experience
past.
future...

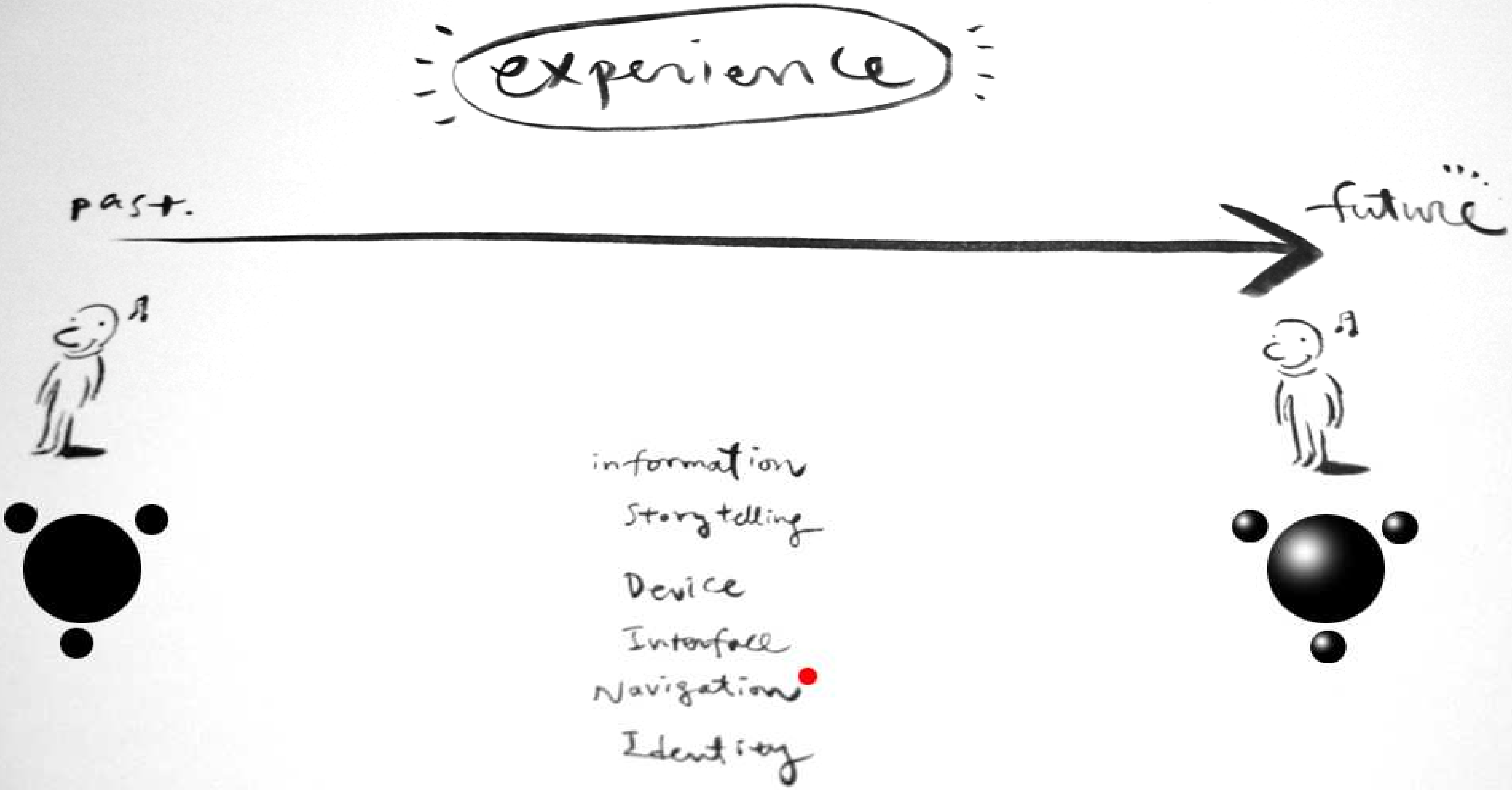
information
Storytelling
Device
Interface
Navigation
Identity


experience
past.
future
information
Storytelling
Device
Interface
Navigation
Identity

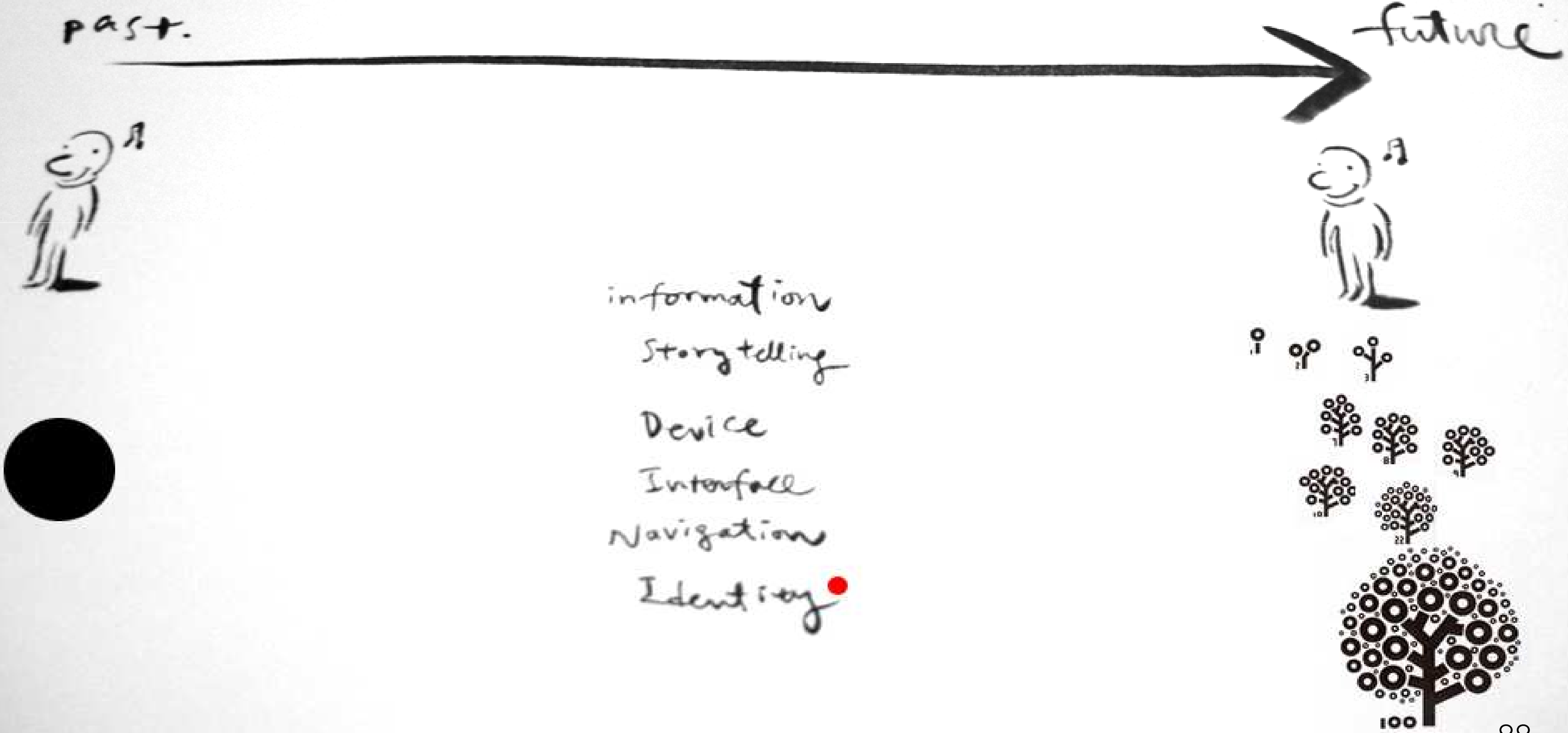

experience
past.
future...
information
Storytelling
Device
Interface
Navigation
Identity


experience
past.
future...
information
Storytelling
Device ●
Interface
Navigation
Identity


experience
past.
future...
information
Storytelling
Device
Interface
Navigation
Identity


experience
past.
future...
information
Storytelling
Device
Interface
Navigation
Identity

experience


past.
future
100

information
Storytelling
Device
Interface
Navigation
Identity

Diagram.

생각을 **보일 수** 있게 하라.

구체적인 상상.
말랑말랑 상상.

Prototype.

생각하는 것.

만질 수 있는 것.

보이는 것.

좋은 디자이너
그저그런 디자이너 **와 함께 일하기.**
나쁜 디자이너

끝!

질문 없죠?

mmmmssss@nate.com

www.extra-project.com

감사합니다.