





WHAT IS
BRAND IDENTITY?

무형의 개념인 브랜드를 시각화, 언어화하여
소비자들이 보고, 만지고, 느낄 수 있는
경험의 객체로 만든 것입니다.

WHAT IS
BRANDING?

고객이 브랜드를 인식하게 하고,
그를 통해 **고객의 충성도를**
확보하는 과정입니다.

WHO IS
PENCIL?

Brand Identity를 만들고,
Brand Experience를 제공하여
기업의 Brand 가치를 높이는 BX 기업입니다.

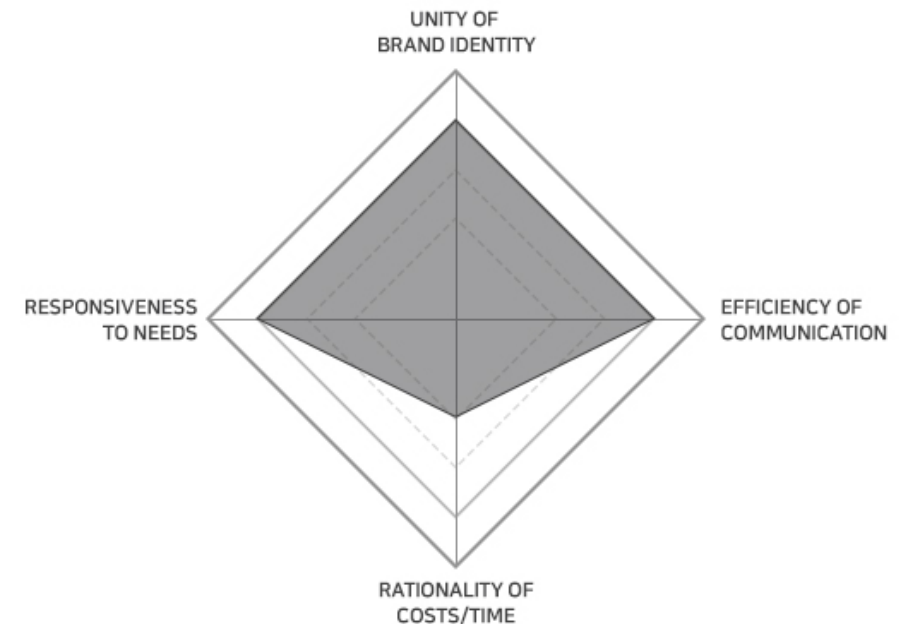


Trend의 흐름과 변화의 속도가 빨라짐에 따라 Brand Experience의 전개방식도 Trend에 빠르게 적응하고 있습니다.

고객과의 소통을 위해 다양한 온/오프라인 채널의 연계가 중요해졌으며,
기간과 비용에 대한 효율성을 더욱 요구하고 있습니다.

펜슬은 이러한 시장의 흐름을 명확히 인식하고,
그에 맞는 Brand Experience 전략을 제시합니다.

Brand Identity의 통일성,
실시간으로 변화하는 Needs에 대한 대응성,
제작 기간과 비용의 합리성,
조직과 소통의 효율성 측면에서 최적화된 Branding 전략을 통해
고객에게 Brand의 가치를 효과적으로 전달합니다.





연필이 용도에 따라 다양한 종류가 있듯, Brand Experience도 다양한 영역의 업무가 존재합니다.

Branding의 핵심은 Brand Identity입니다.
하지만 명확한 Brand Identity도 고객에게
어떻게 표현될 것인가에 따라, 그 가치는 달라집니다.

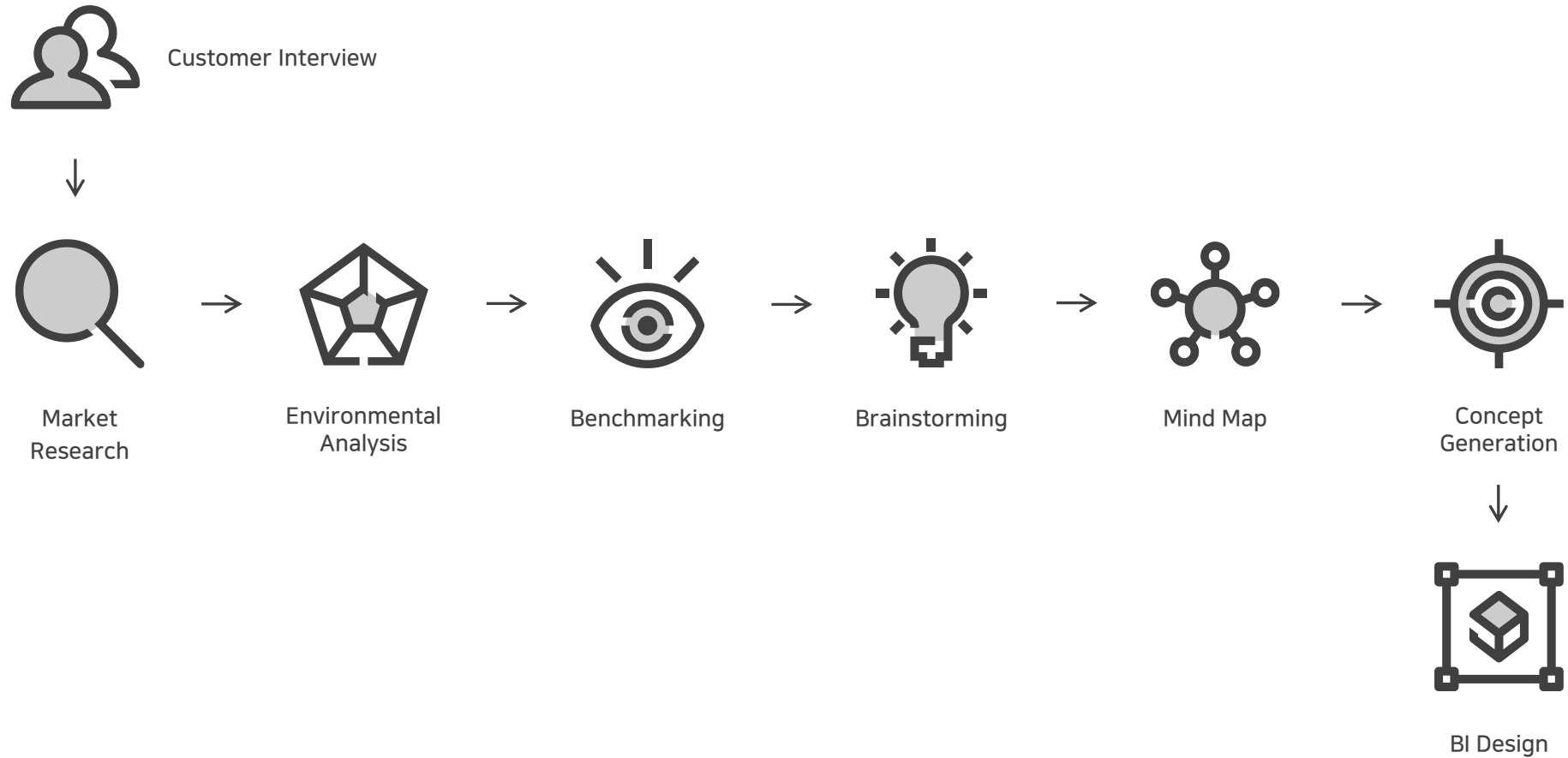
환경 분석, 기획, UX/UI 디자인 등
Brand Identity와 관련된, 다양한 업무들은
하나의 흐름으로 통일성 있게 관리되어야 합니다.

이것이 펜슬이 Brand, Web, UX, App까지
Brand Identity와 접점에 있는 업무들을 통합적으로
수행하는 이유입니다.



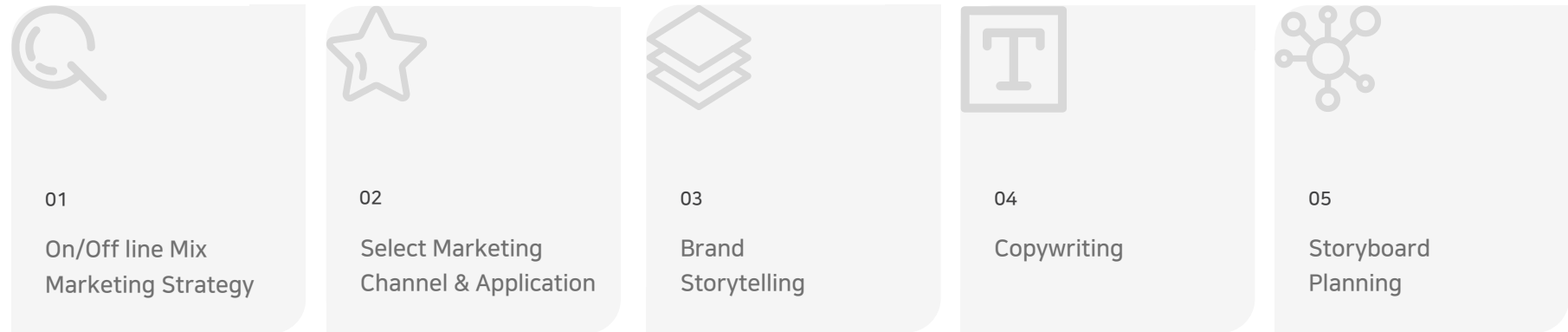


Brand Identity Building Process

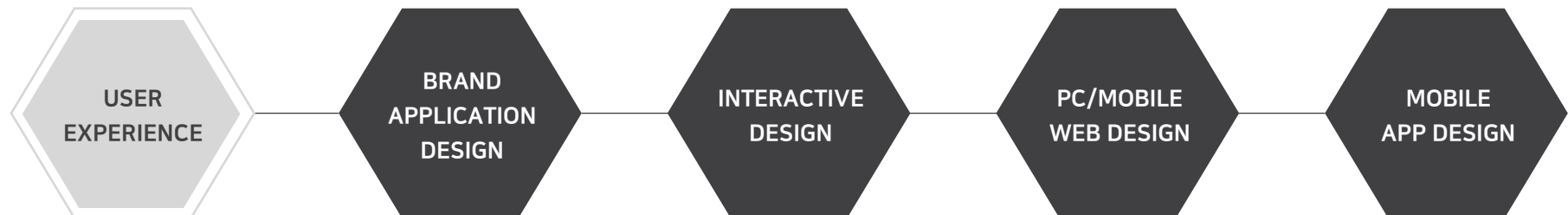




Brand Experience Strategic Planning



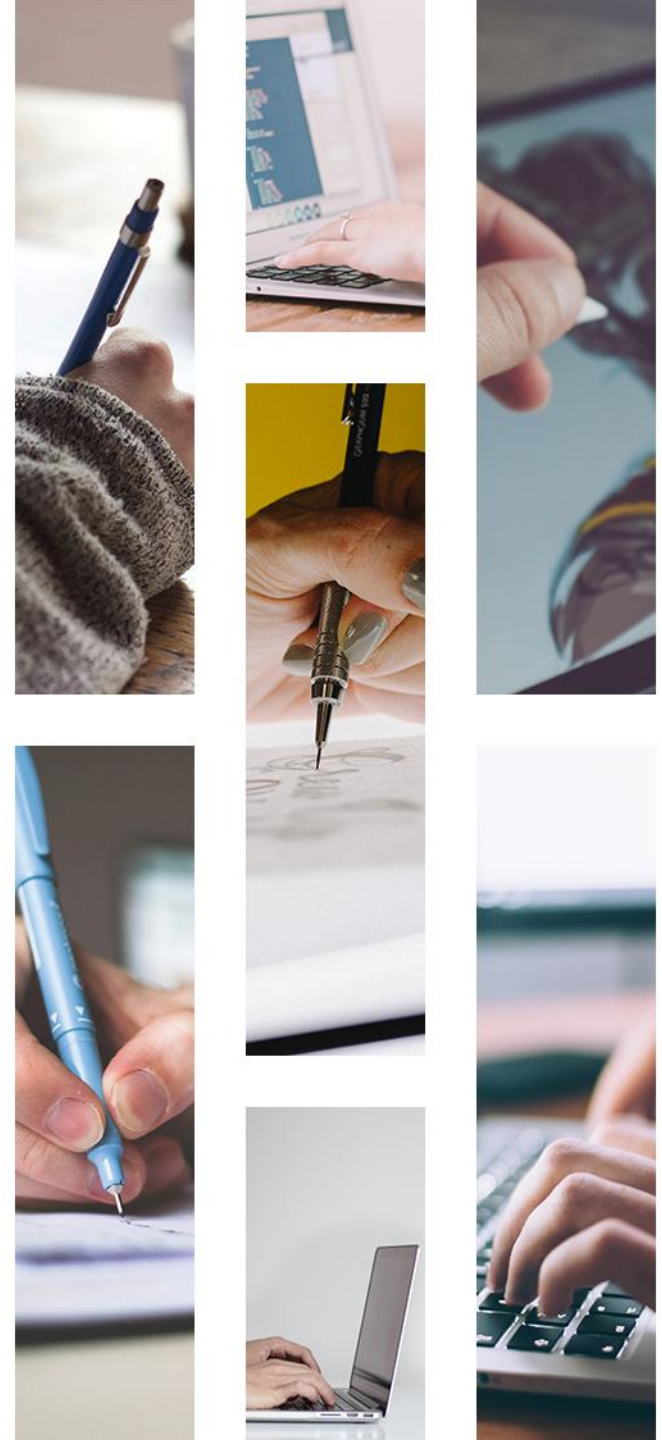
UX(User eXperience) Design



WE
ARE
PENCILER

펜슬러는 독창적인 아이디어와 과감한 실행력으로 무장한 Creative 그룹입니다.

펜슬은 자신의 분야에서 뜨거운 열정과
자부심을 가진 사람들로 구성되어 있습니다.
창작의 본질을 알고 효율적으로 의사결정을 하는 사람들,
그들을 가리켜 우리는 펜슬러(penciler)라고 부릅니다.



PORTFOLIO

PENCIL 2025©

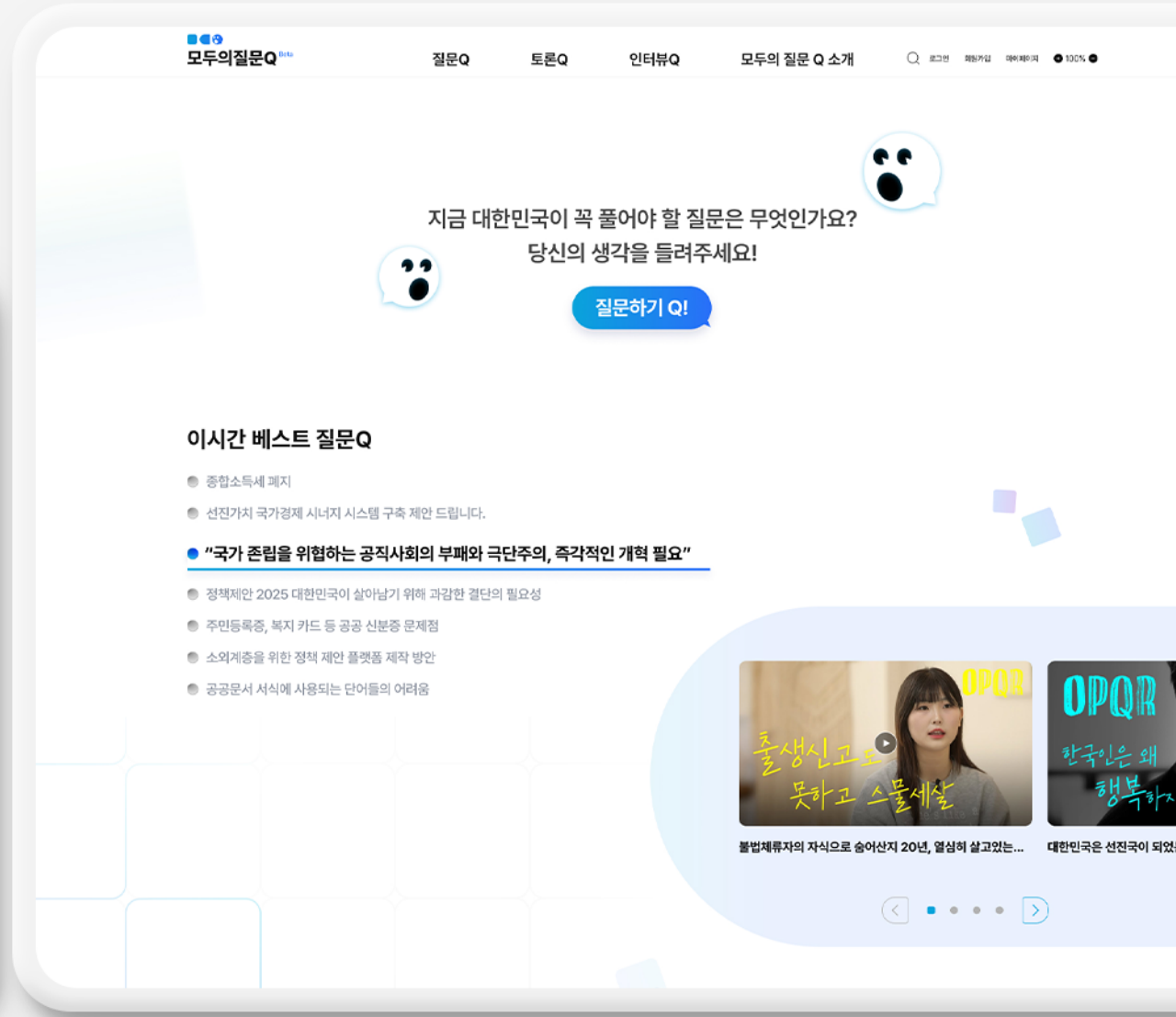
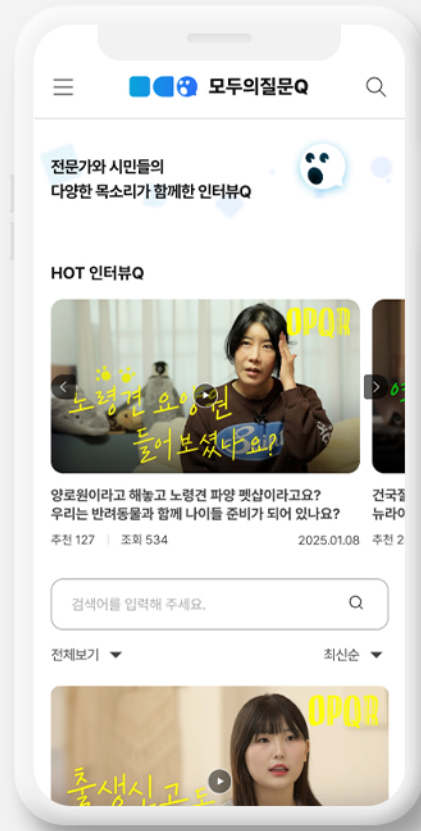


Question for ALL

모두의질문Q UX/UI 디자인

Web site UX/UI Design

: PC WEB, Mobile WEB



이수시스템 스마트팜 대시보드

Dashboard Design

: PC WEB



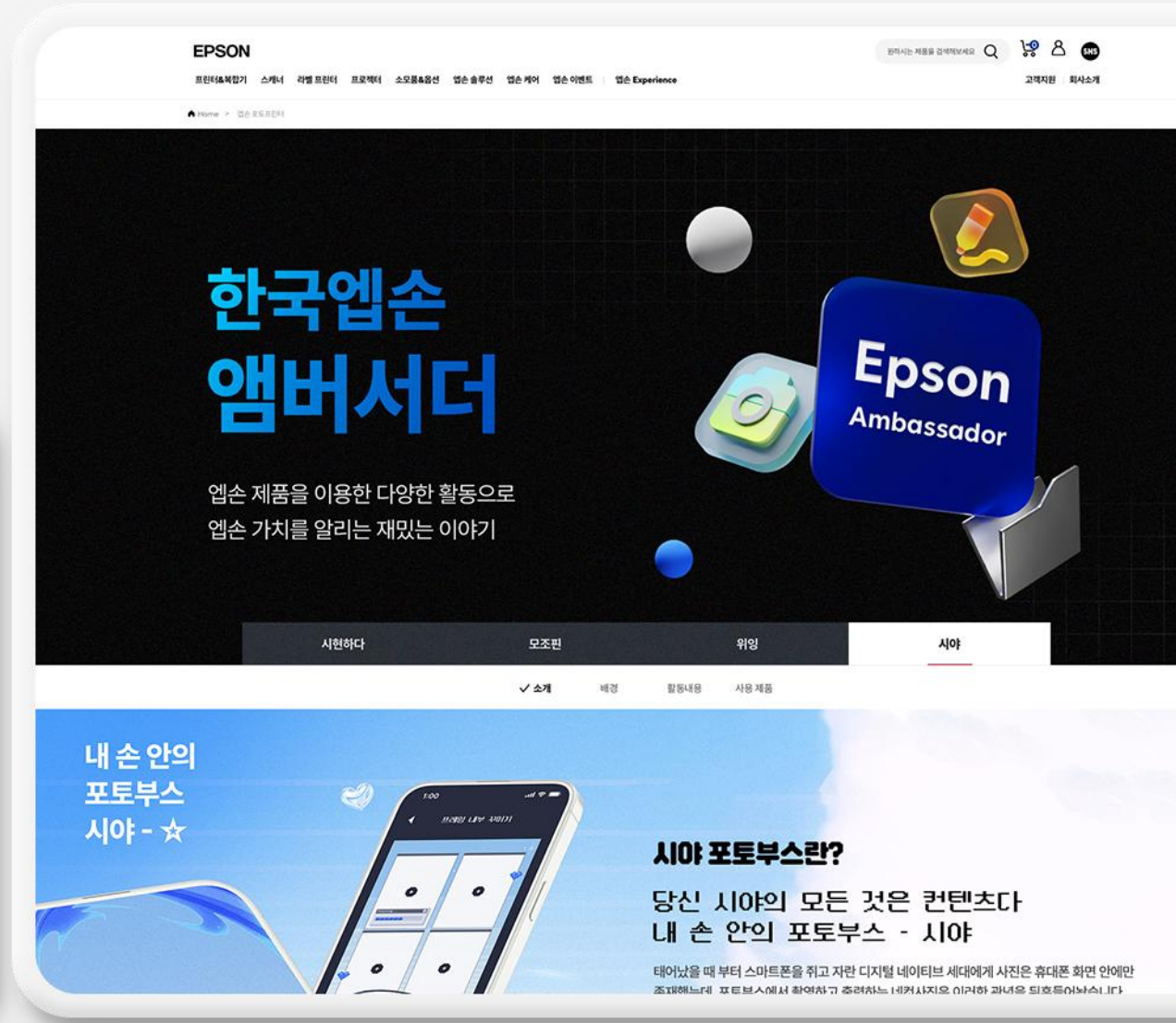


Epson Campaign Site

한국 엡손 캠페인 사이트 제작

Web site Design

: PC WEB, Mobile WEB



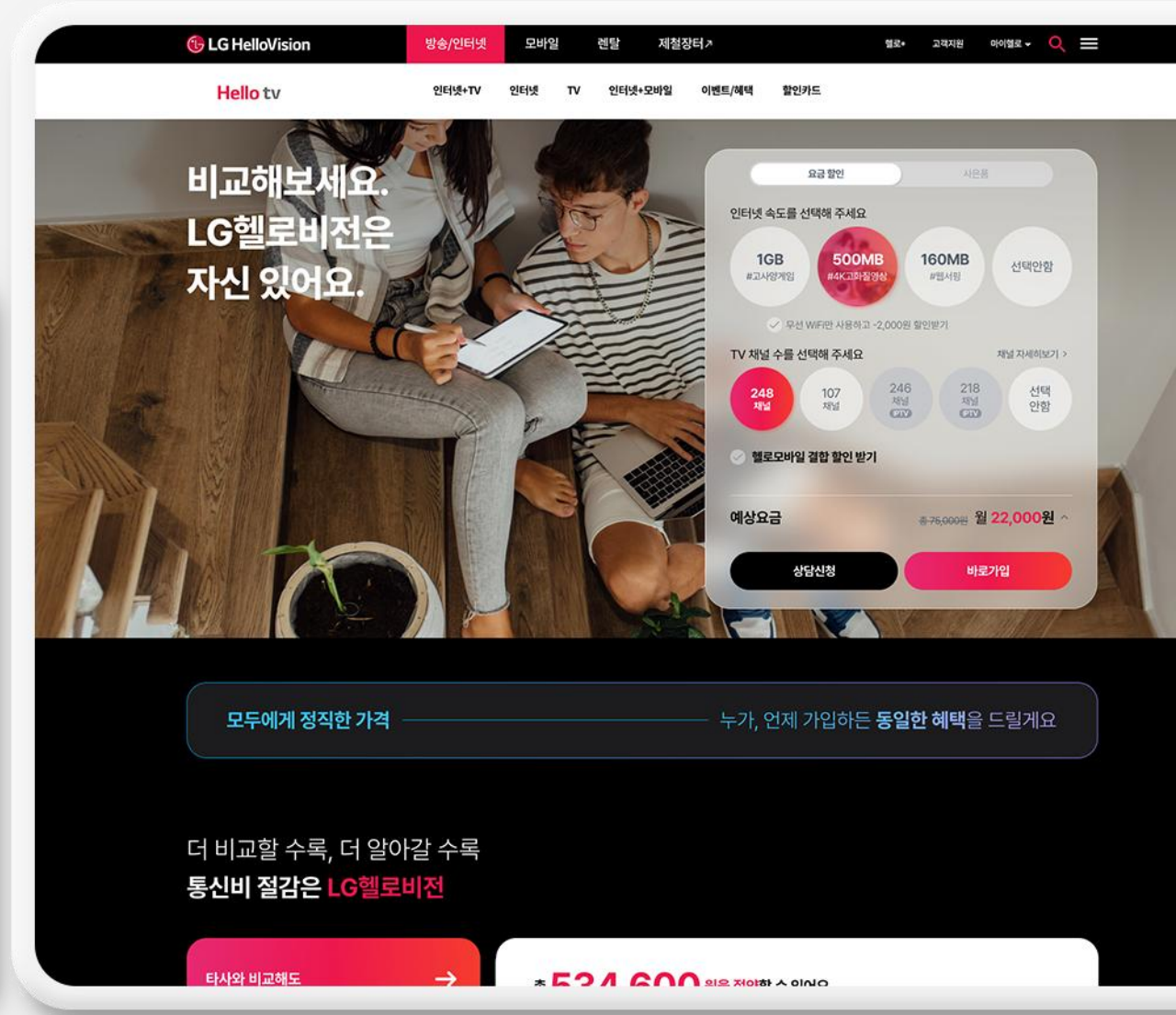
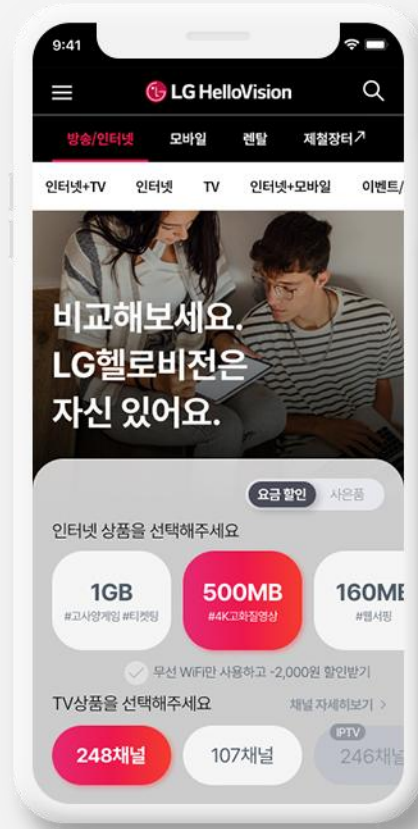


LG HelloVision

LG헬로비전 인터넷 / 케이블TV UX/UI 디자인 개편

Web site Renewal Design

: PC WEB, Mobile WEB



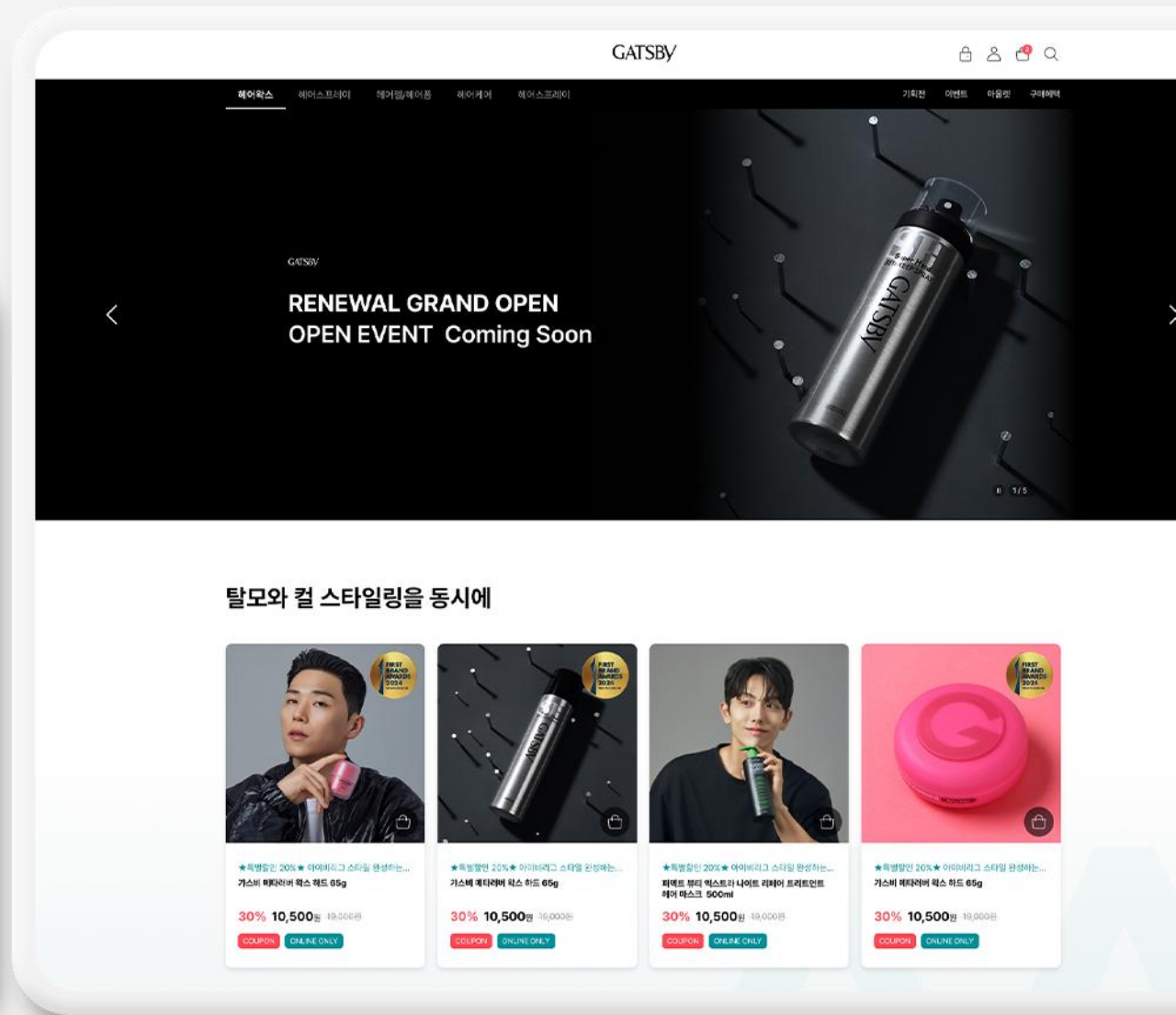
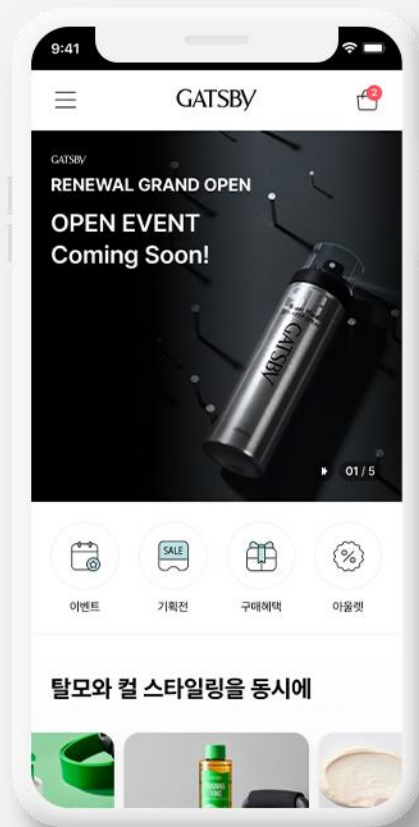


Mandom Mall

맨담몰 브랜드별 사이트분리 및 UX/UI 개편

Web site Renewal UX/UI design

: PC WEB, Mobile WEB



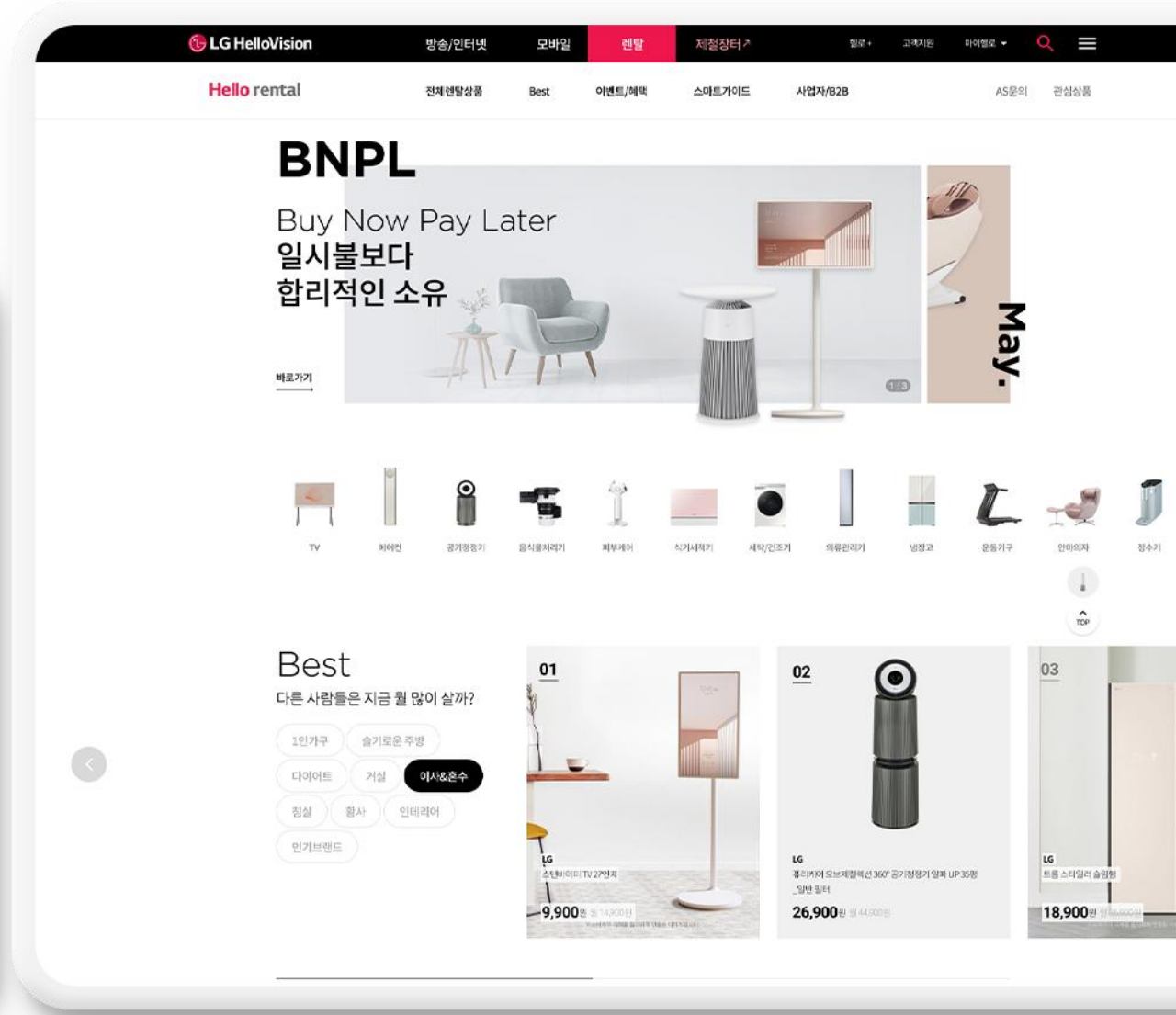
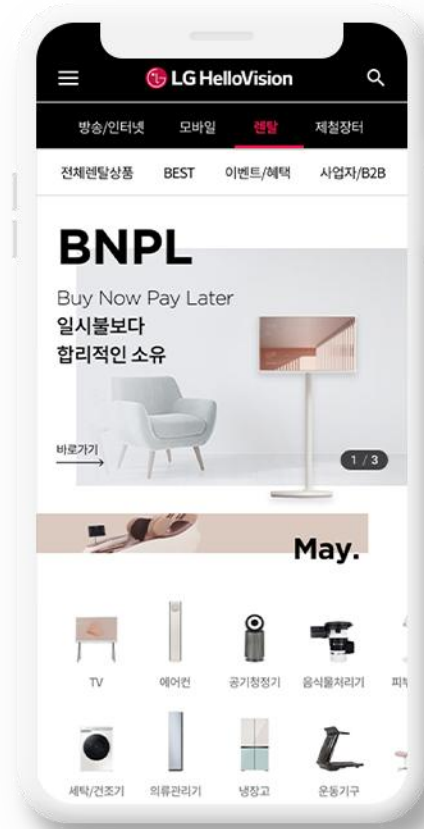


LG HelloVision

LG헬로비전 렌탈 UX/UI 컨설팅 및 디자인 개편

Web site UX/UI consulting/design

: PC WEB, Mobile WEB



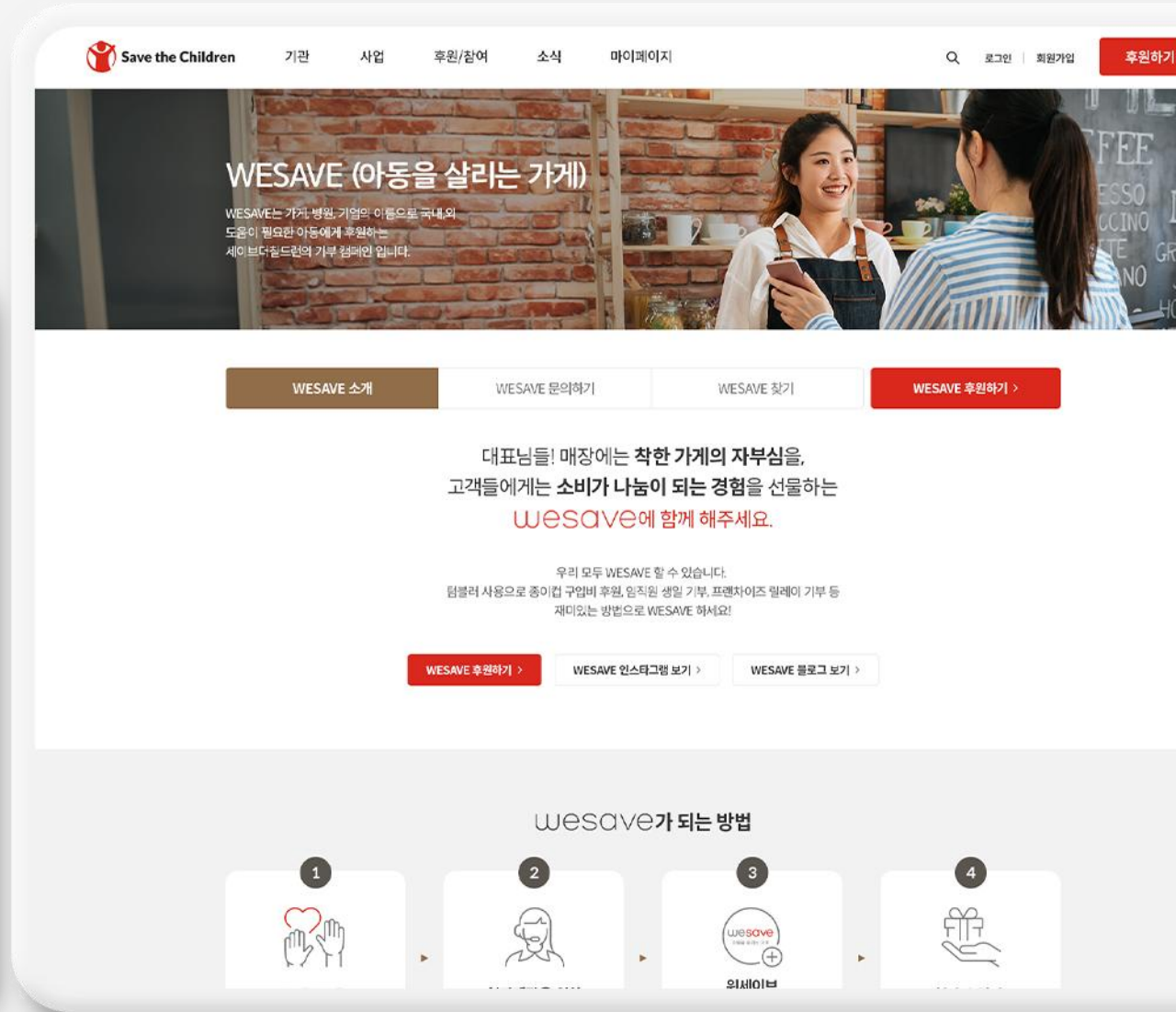


Save the Children

세이브더칠드런 UX/UI 디자인 개편

Web site Renewal UX/UI design

: PC WEB, Mobile WEB



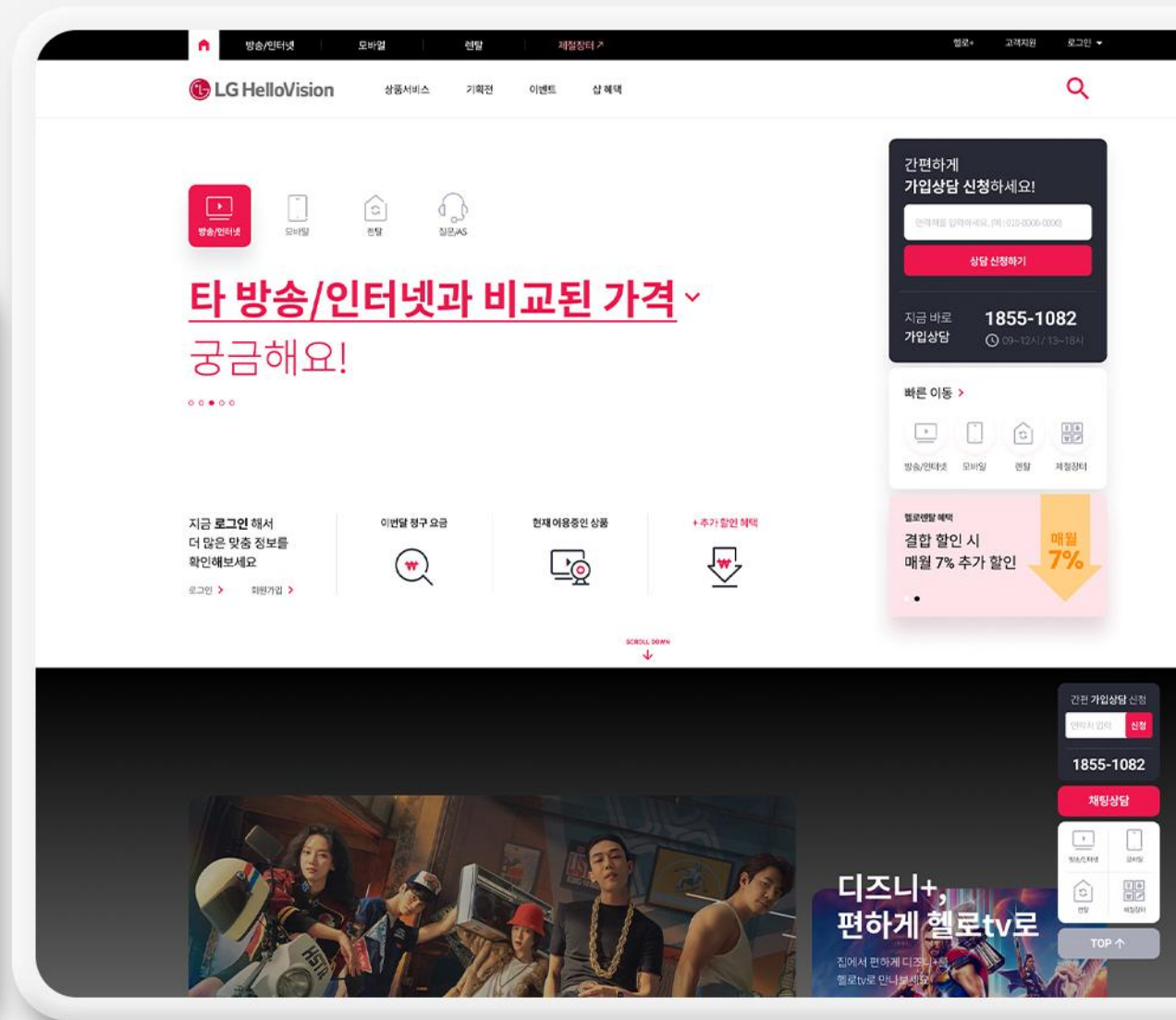


LG HelloVision

LG헬로비전 메인 개편 UX/UI 컨설팅

Web site main UX/UI consulting/design

: PC WEB, Mobile WEB



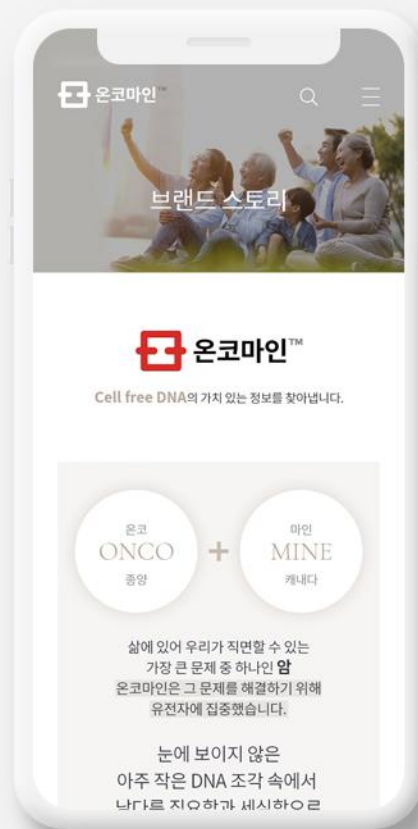


ONCOMINE

온코마인 홈페이지 구축

Web site design / System Buildup

: PC WEB, Mobile WEB



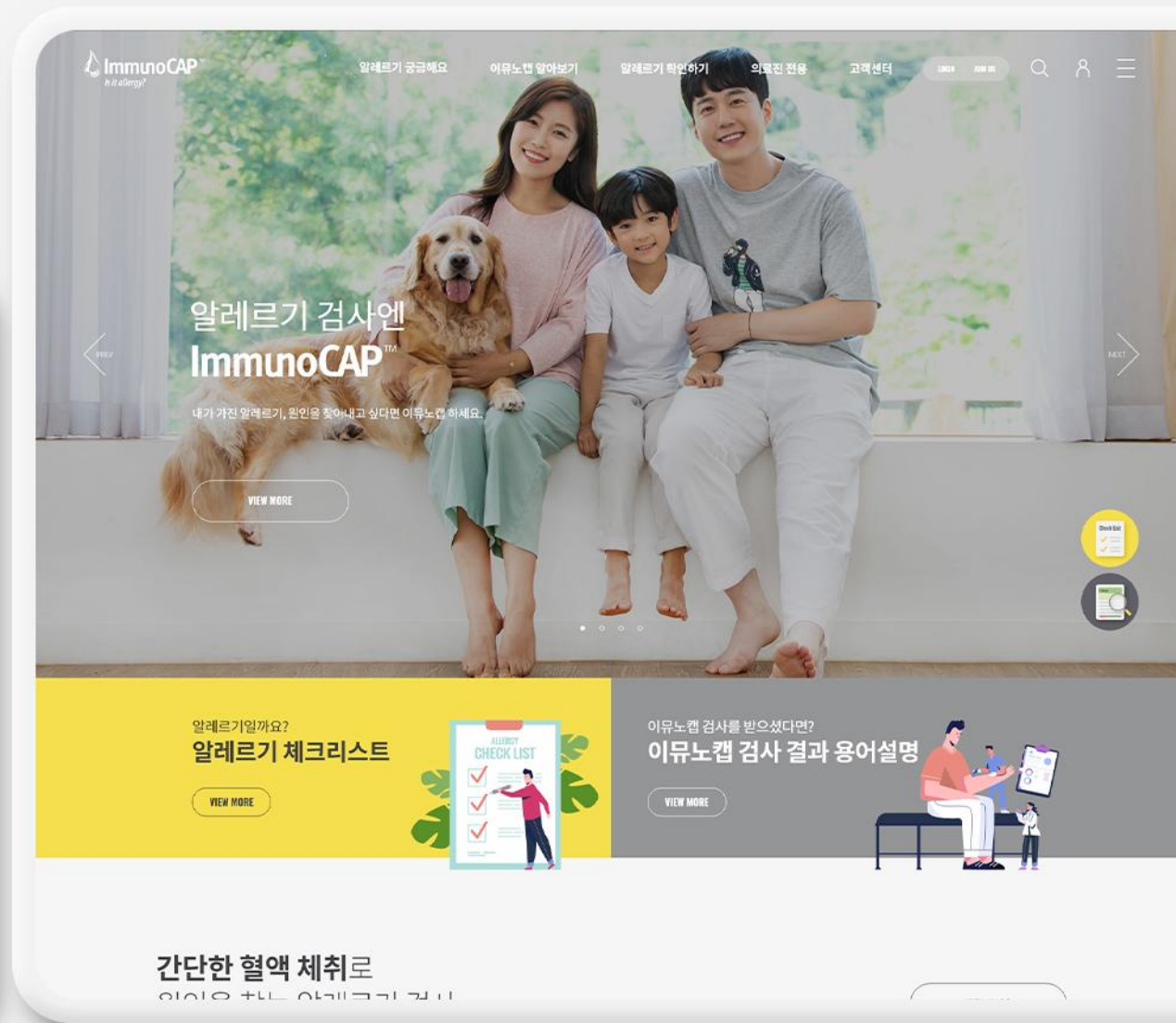


IMMUNOCAP

이뮤노캡 홈페이지 구축

Web site design / System Buildup

: PC WEB, Mobile WEB



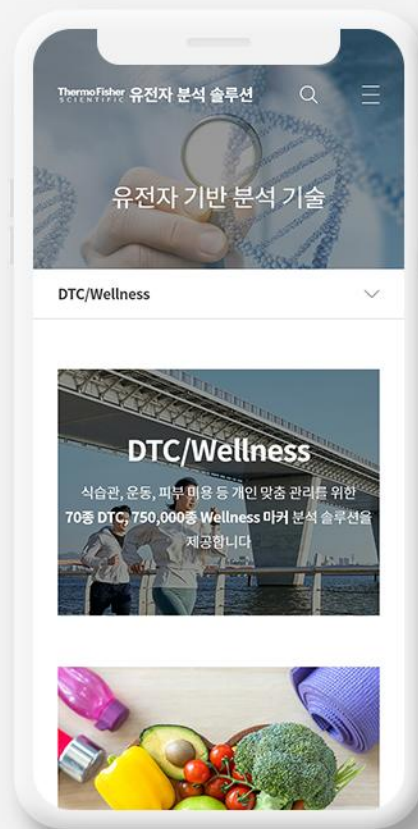


THERMOFISHER

유전자 분석 솔루션 홈페이지 구축

Web site design / System Buildup

: PC WEB, Mobile WEB





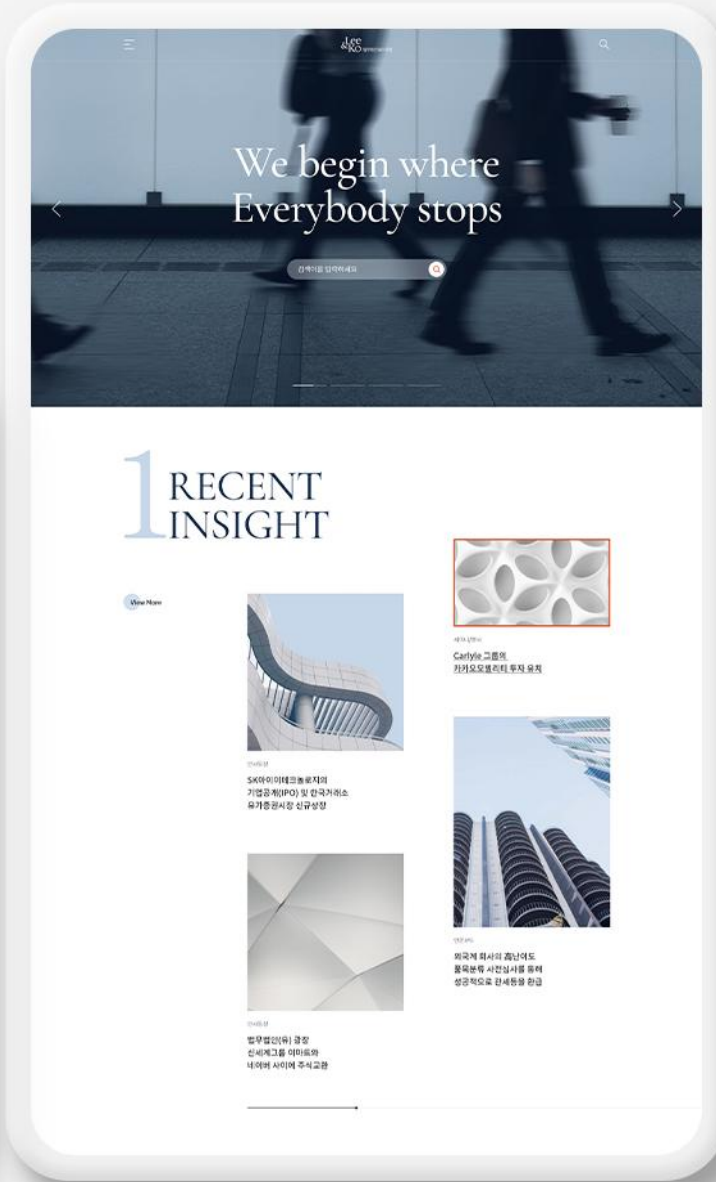
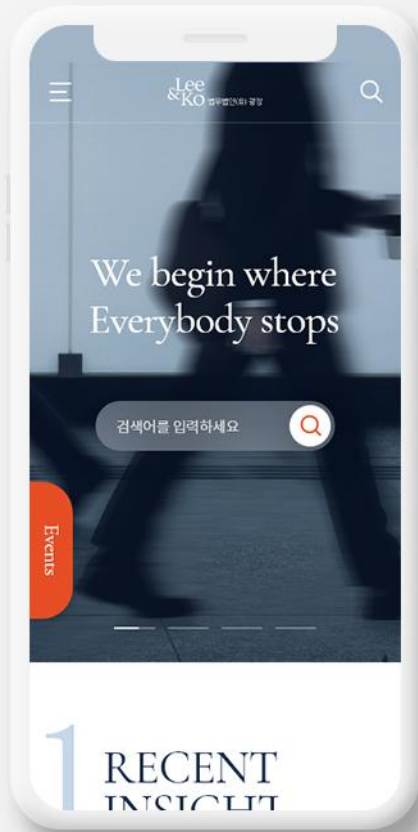
LEE & KO

법무법인(유) 광장 Web Site Renewal / Management

Web Site Renewal & Management
: PC WEB, Mobile WEB



2022



2019



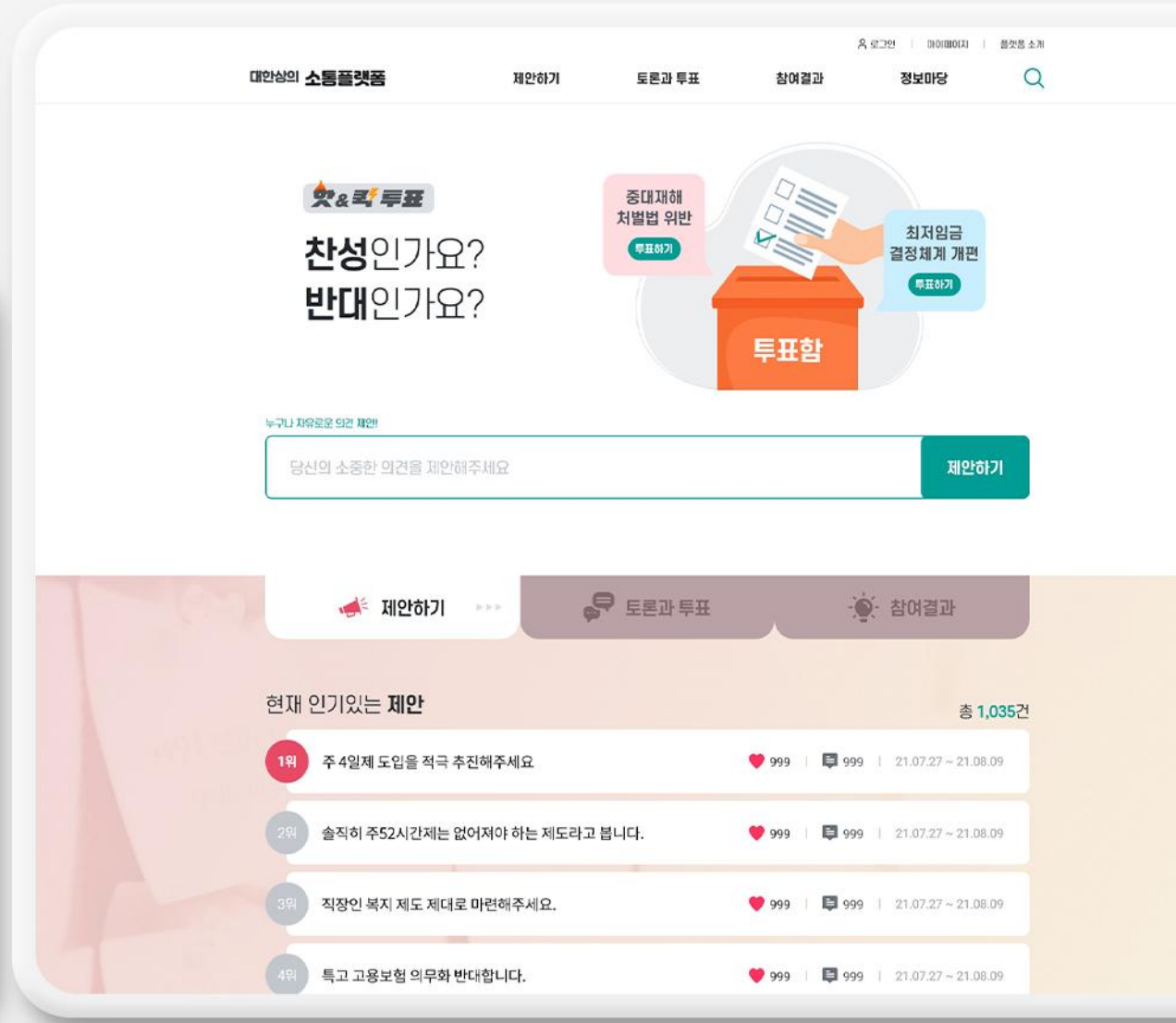
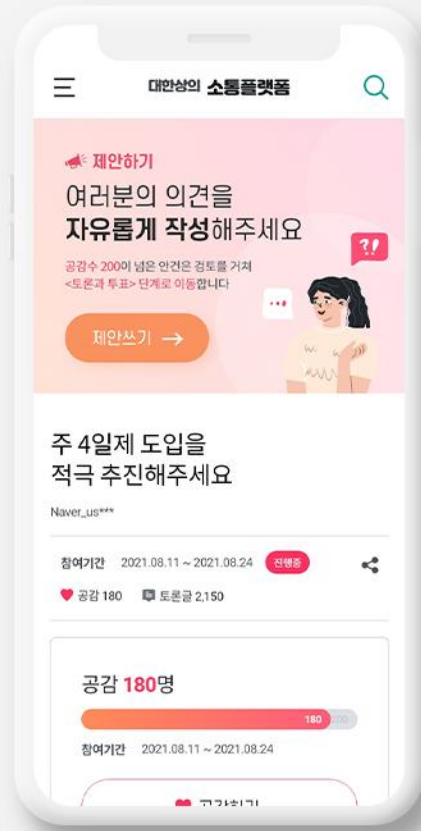


SOTONG PLATFORM

대한상공회의소 소통플랫폼 구축

Web Site UX/UI Design / System Building

: PC WEB, Mobile WEB

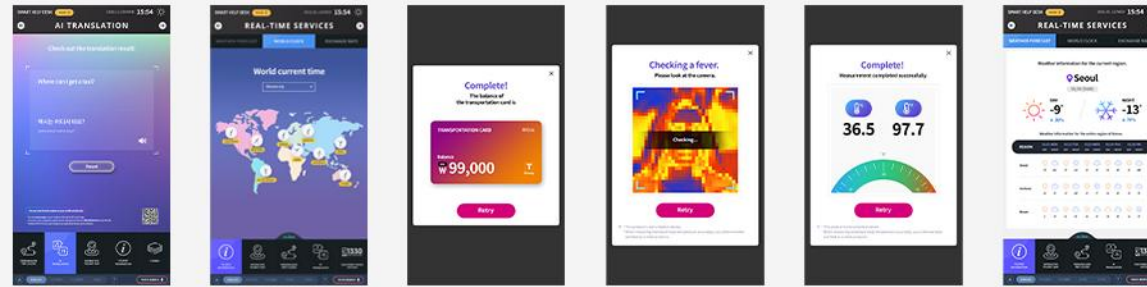




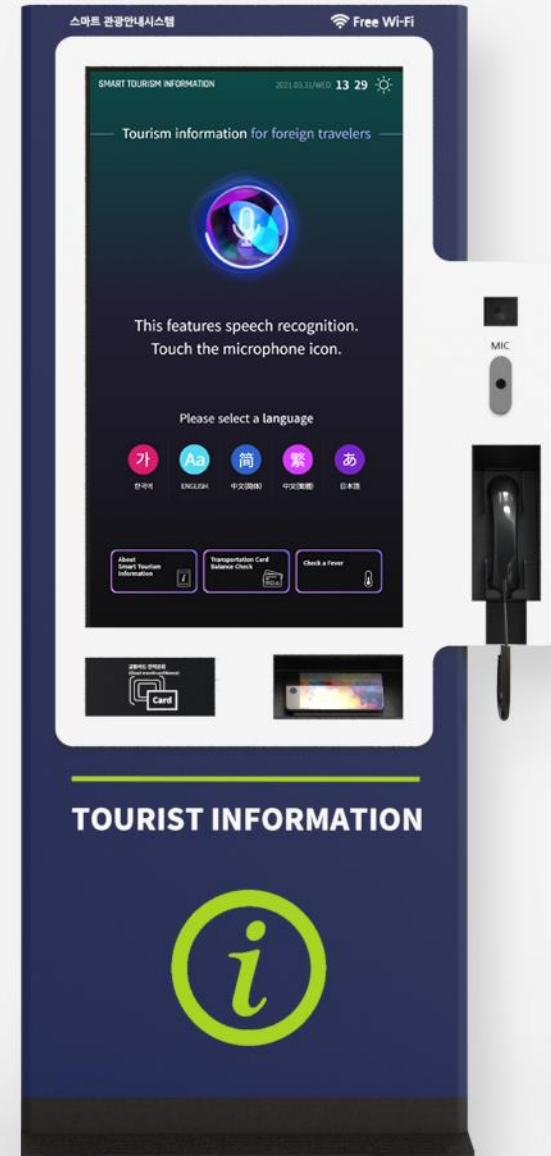
SMART TOURIST INFORMATION

스마트관광안내시스템 구축 및 개편, 운영

KIOSK UX/UI Design



2021



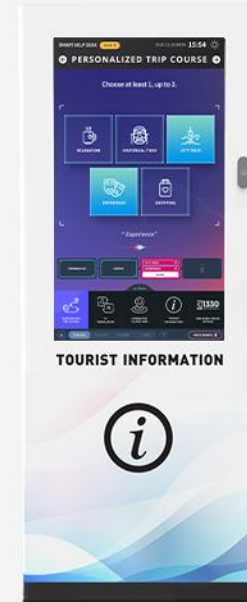
2018



2019



2020



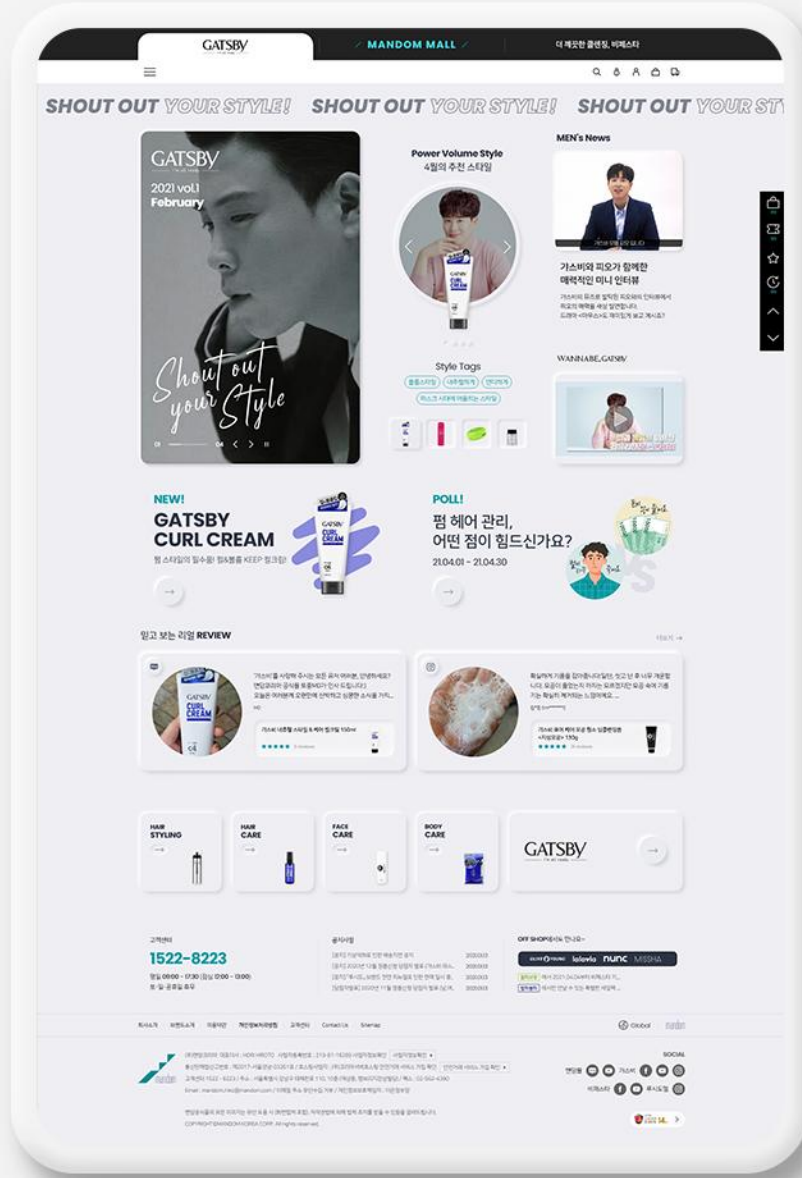
2021

MANDOM KOREA

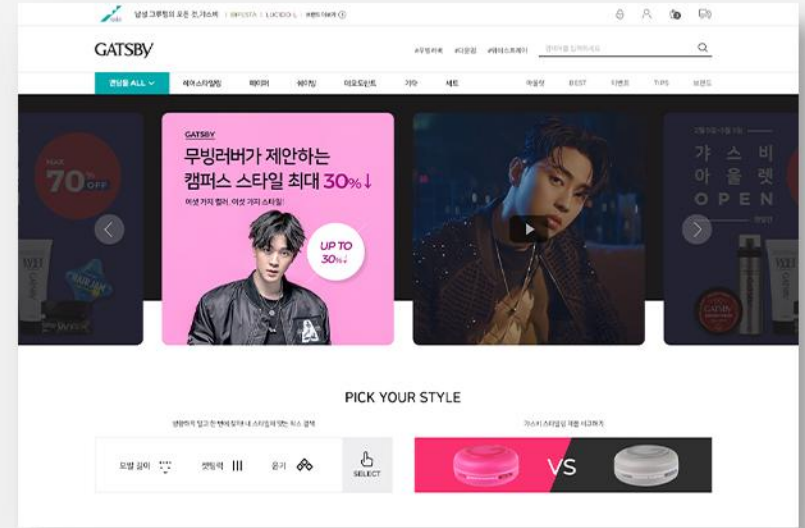
맨담몰 구축 및 개편, 운영

Shopping Mall Building & Maintenance

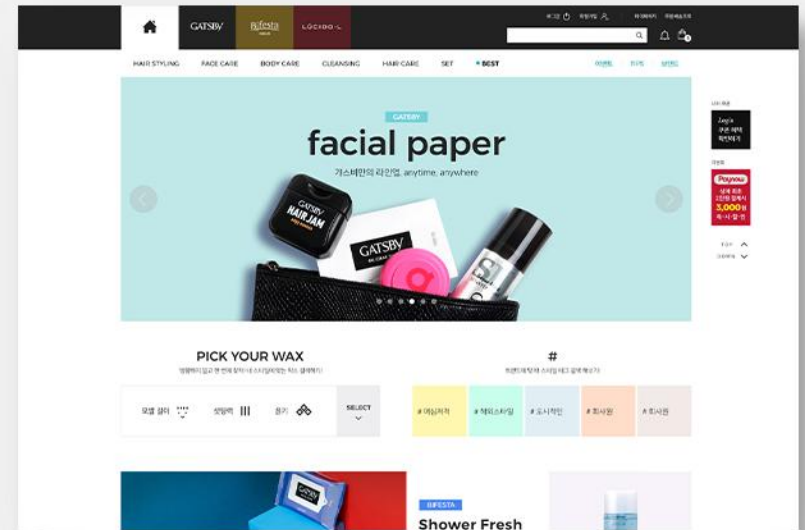
: PC WEB, Mobile WEB



2018



2017



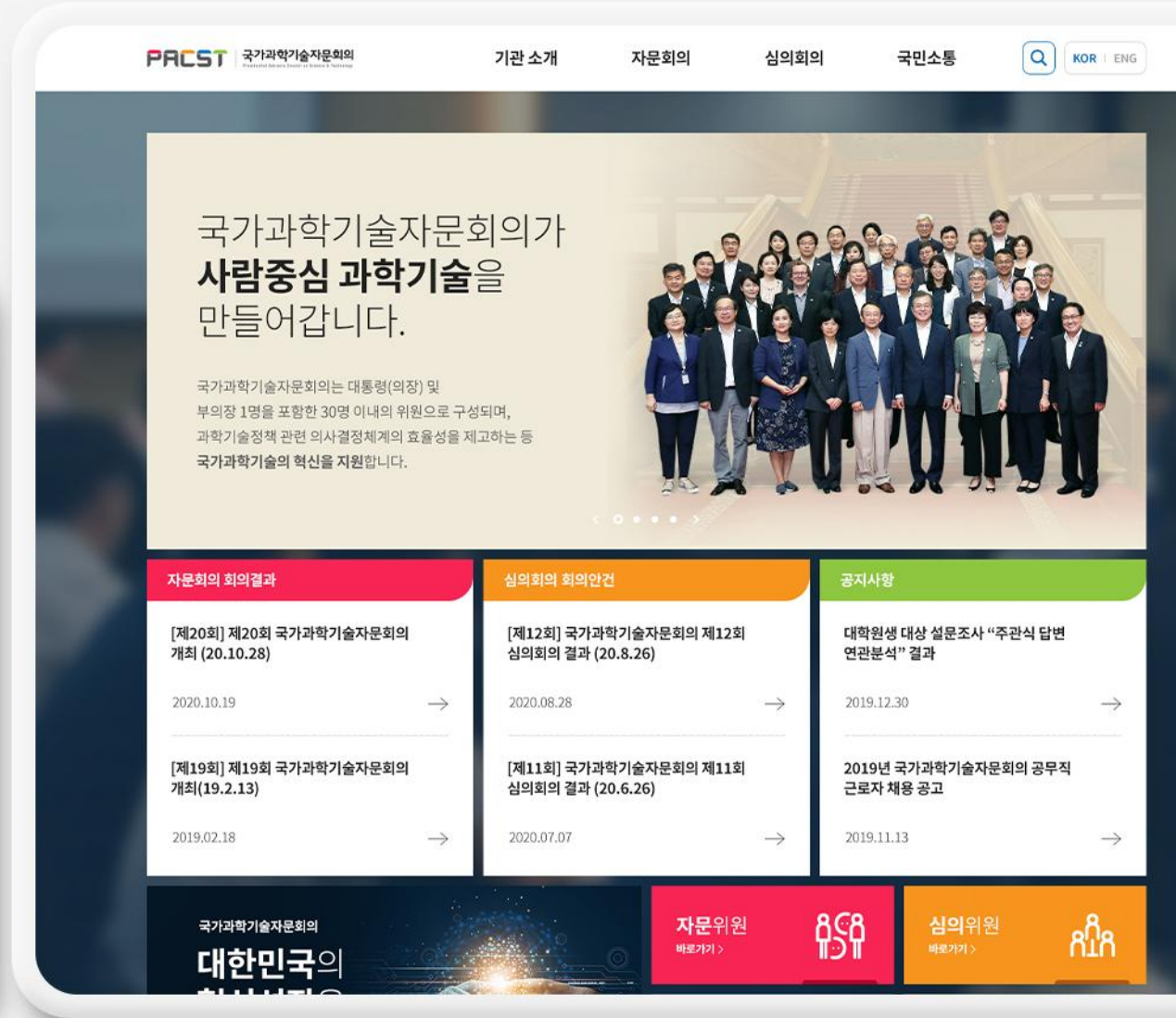


PACST

국가과학기술자문회의 Web Site Renewal

Web Site UX/UI Renewal

: PC WEB, Mobile WEB





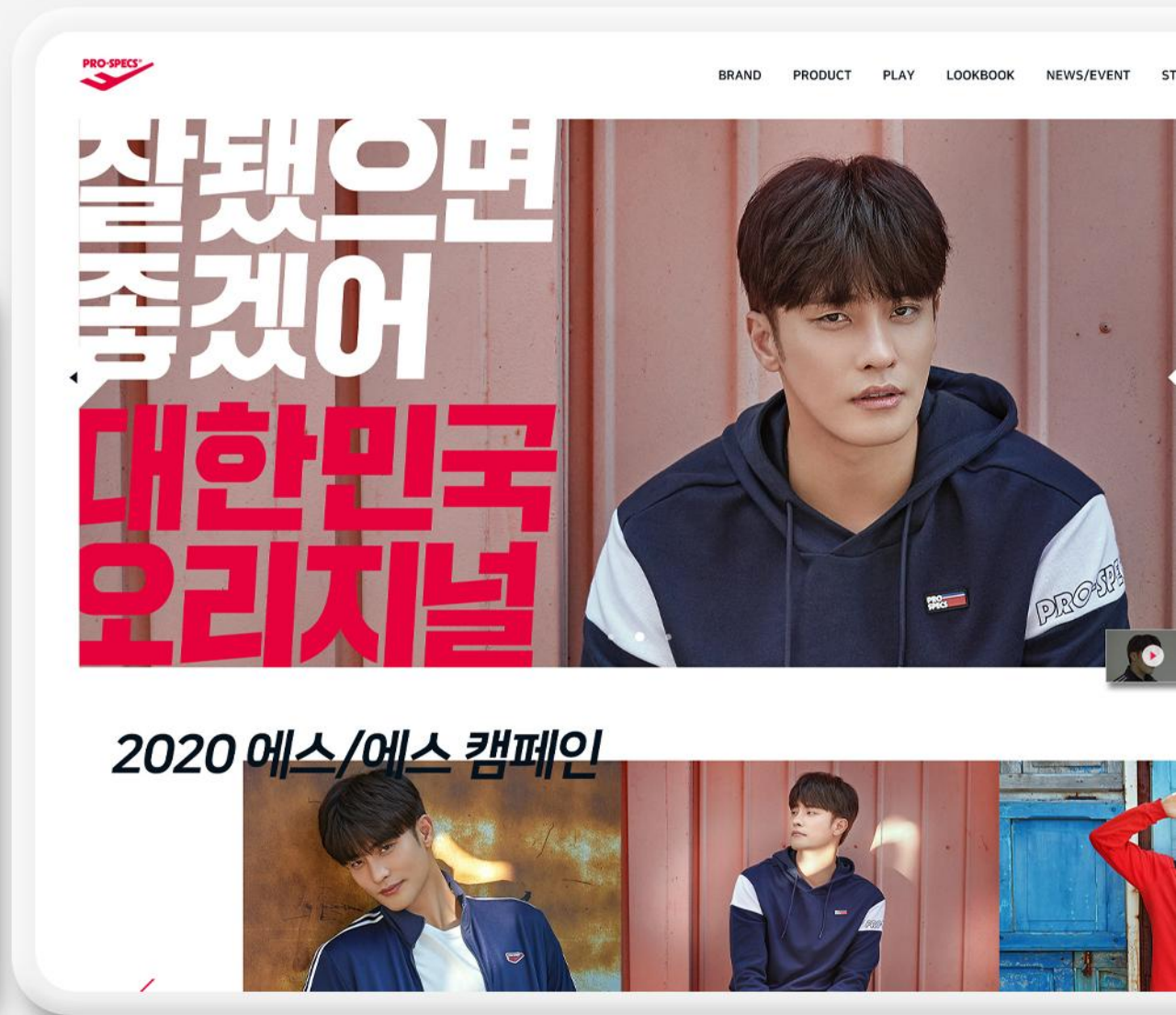
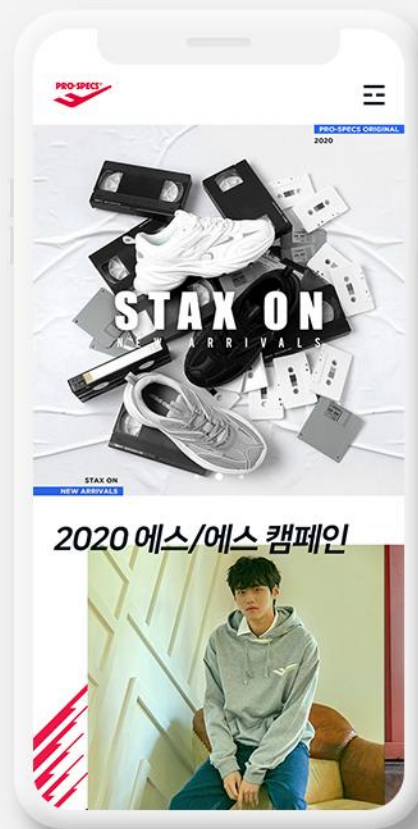
PRO-SPECS

프로스펙스

Brand site Renewal

Brand Site UX/UI Design Renewal

: PC WEB, Mobile WEB





ORANGE LIFE

오렌지라이프 Mobile Marketing Consulting

Mobile Product Marketing Consulting

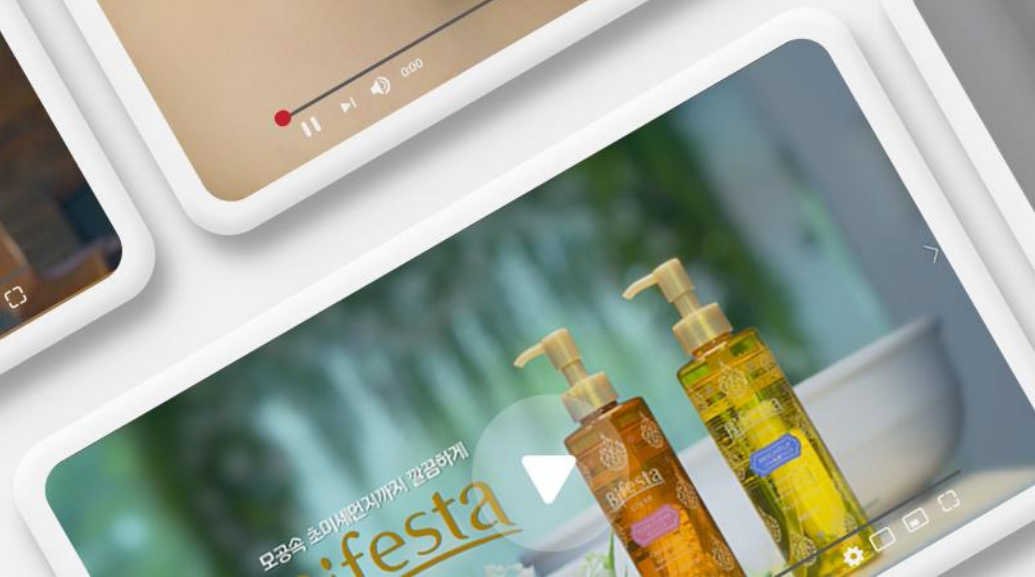
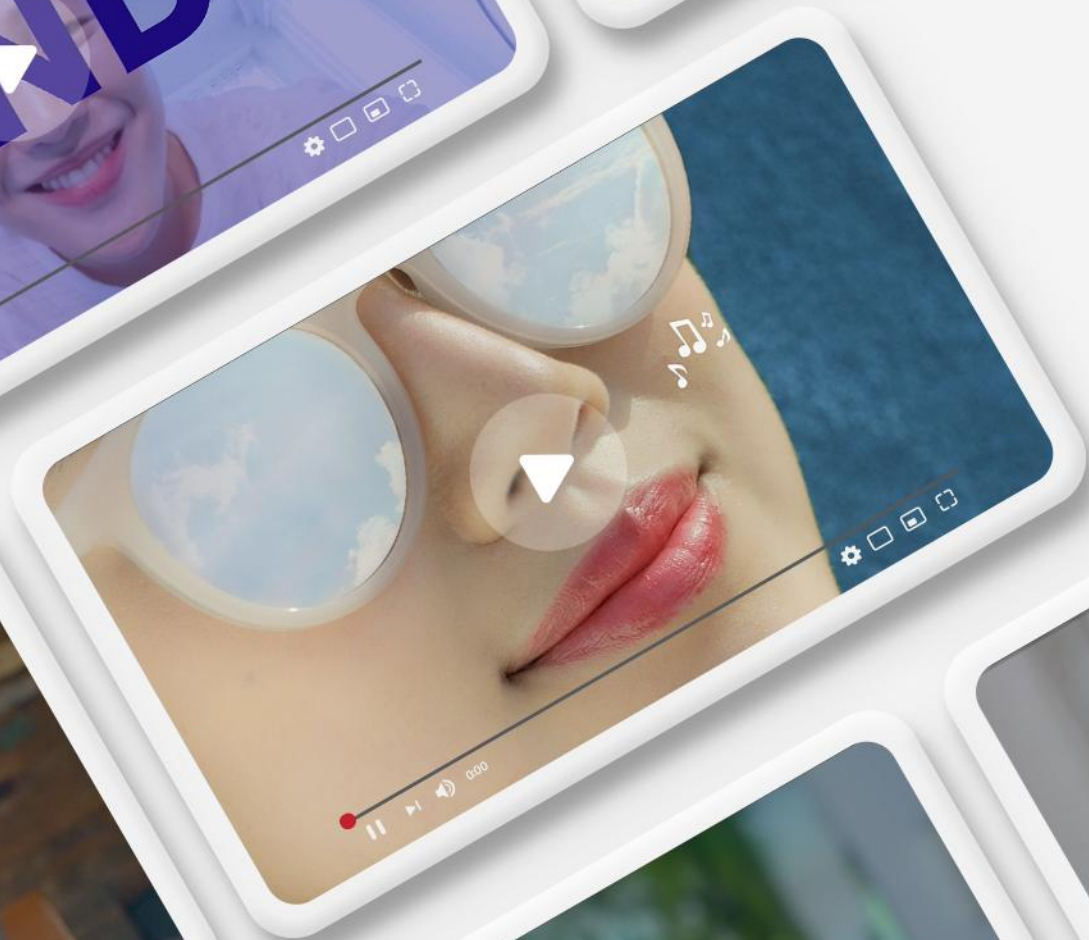


PENCIL
PROJECT

MANDOM KOREA

갸스비, 비페스타 Viral 영상 제작

Viral Video Making



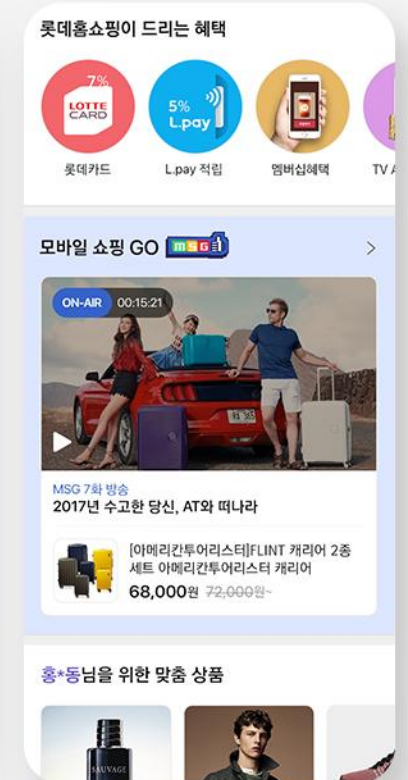
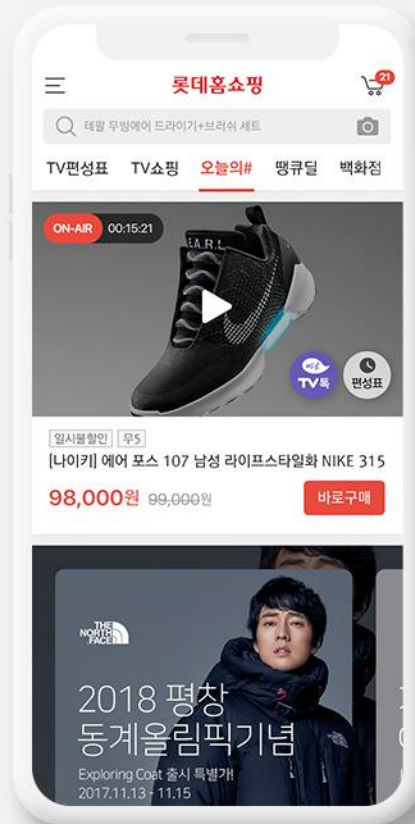
PENCIL
2025©



LOTTE HOMESHOPPING

롯데홈쇼핑 통합 App Mobile UX 구축

Mobile App UX/UI Design



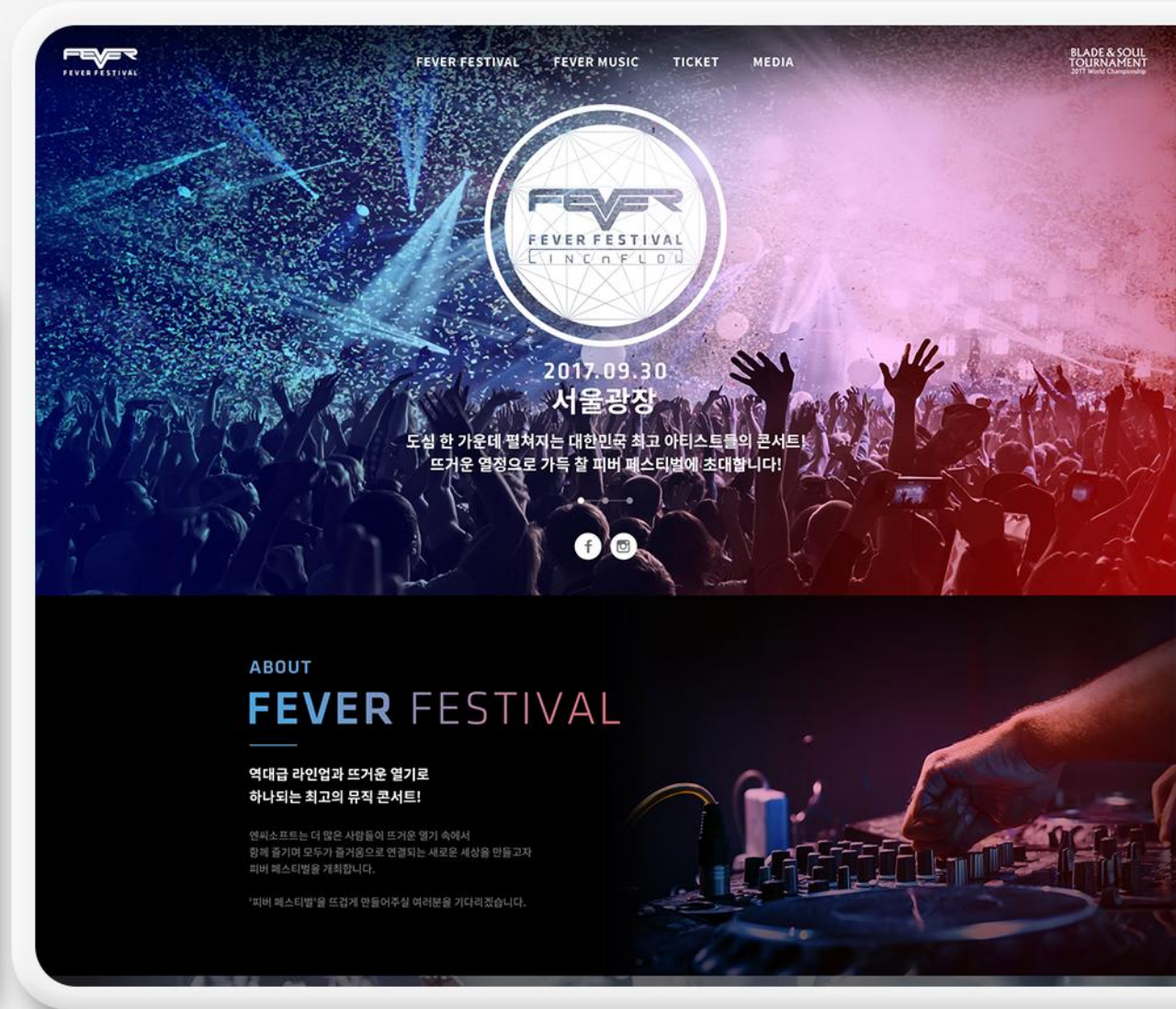
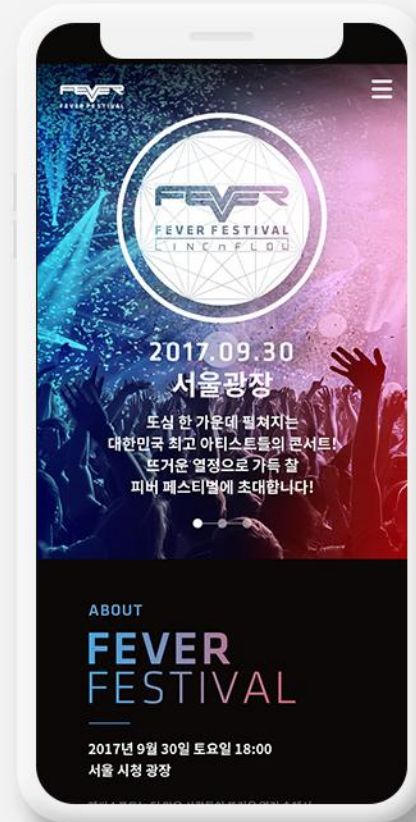


FEVER FESTIVAL

엔씨소프트 FEVER FESTIVAL Micro Site 구축

Micro Site Building

: PC WEB, Mobile WEB



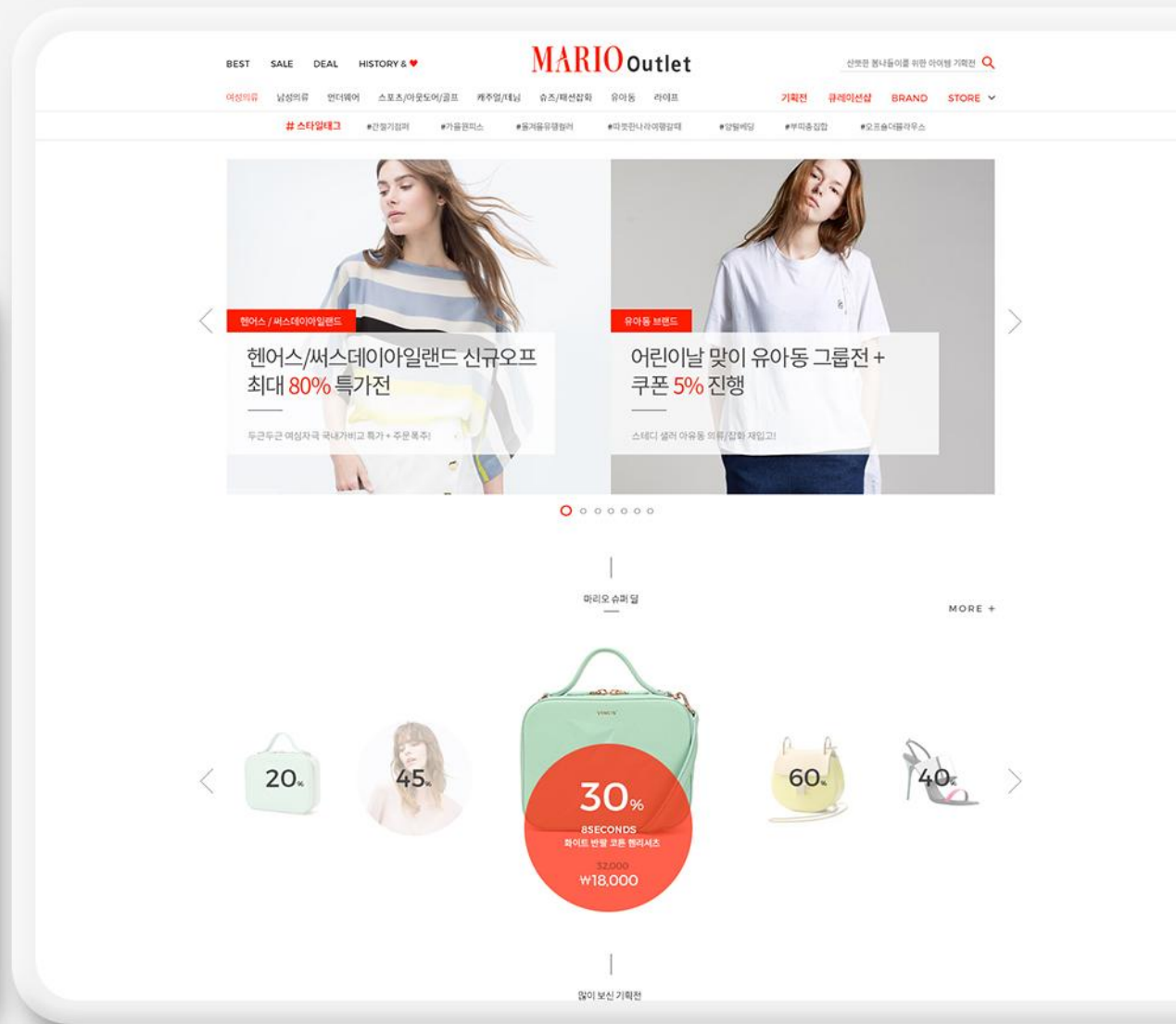
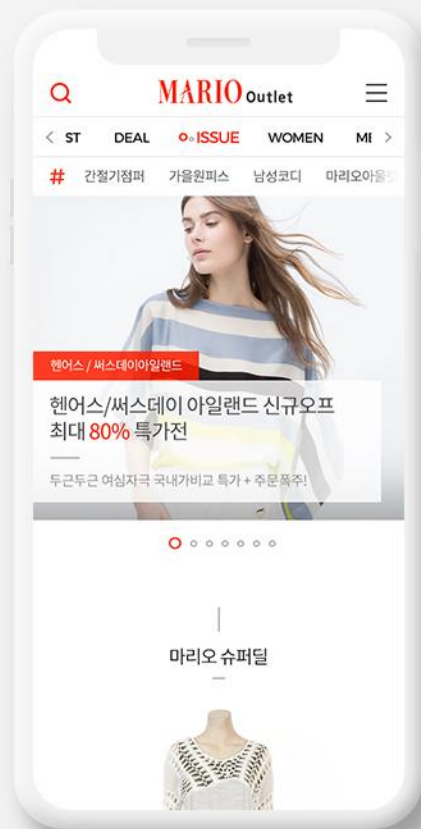


MARIO OUTLET

마리오아웃렛 쇼핑몰 UX/UI Design

Shopping mall UX/UI Design

: PC WEB, Mobile WEB

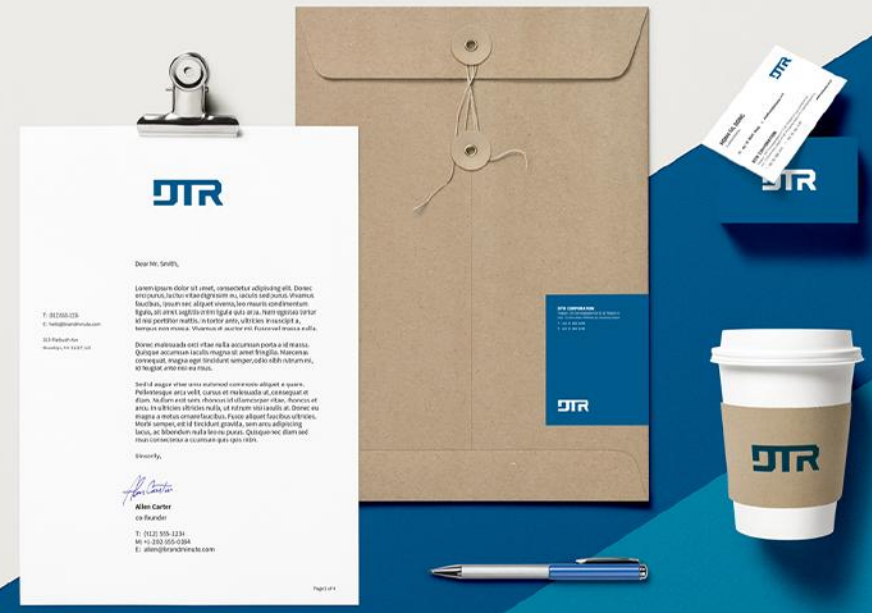
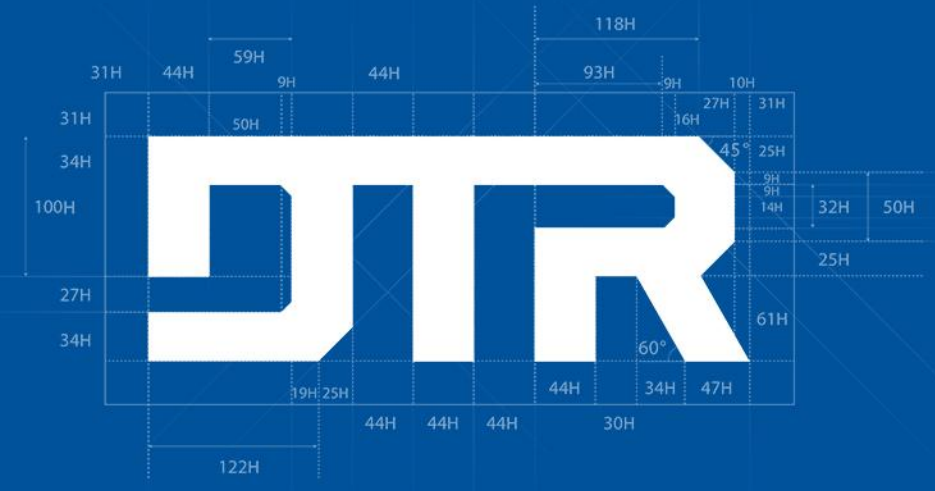




DTR CORPORATION

DTR CI & Brand Renewal

CI Renewal & Application Design



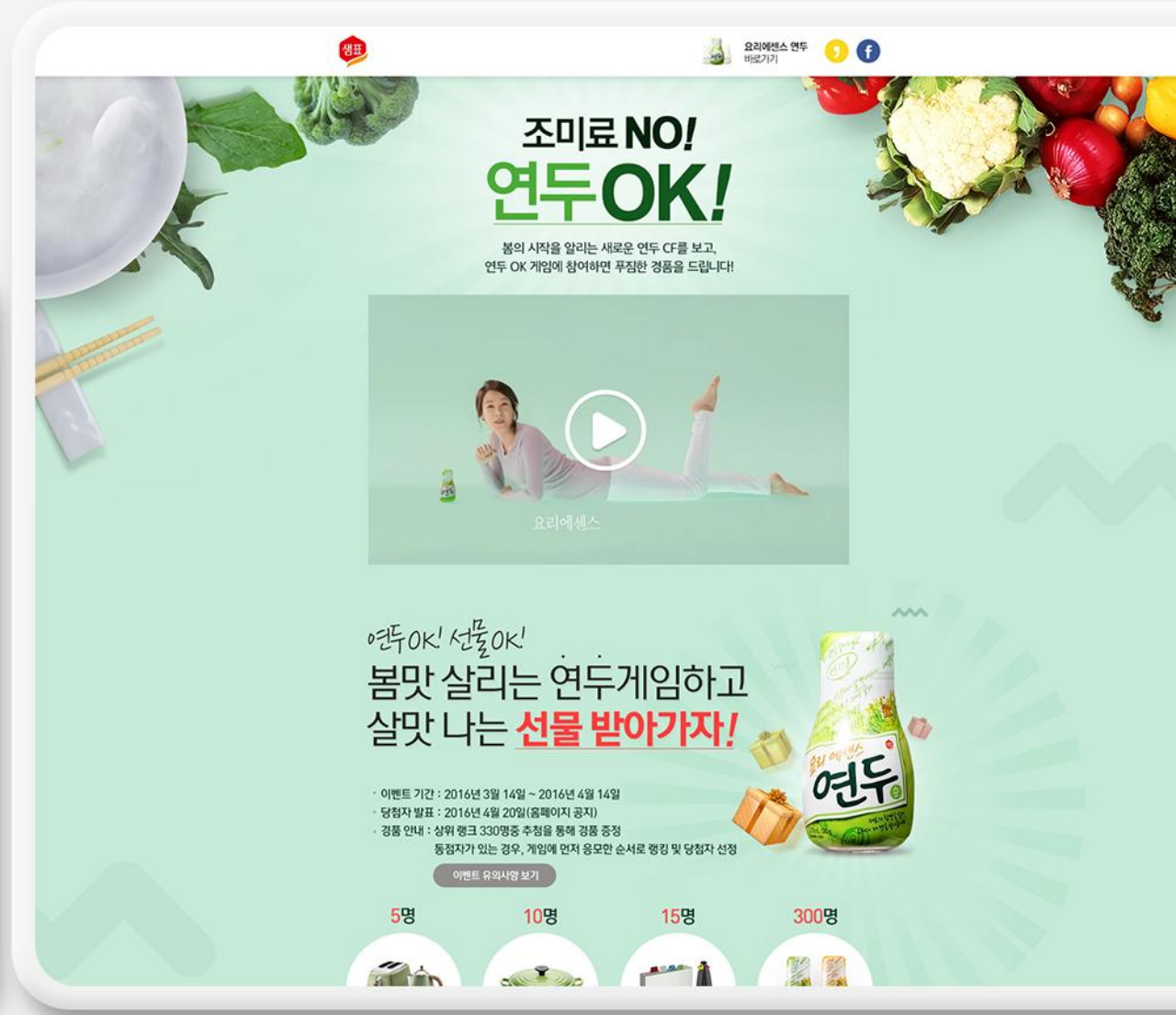


SEMPHO

샘표 연두 프로모션 사이트 구축

Promotion Site Design / System Building

: PC WEB, Mobile WEB



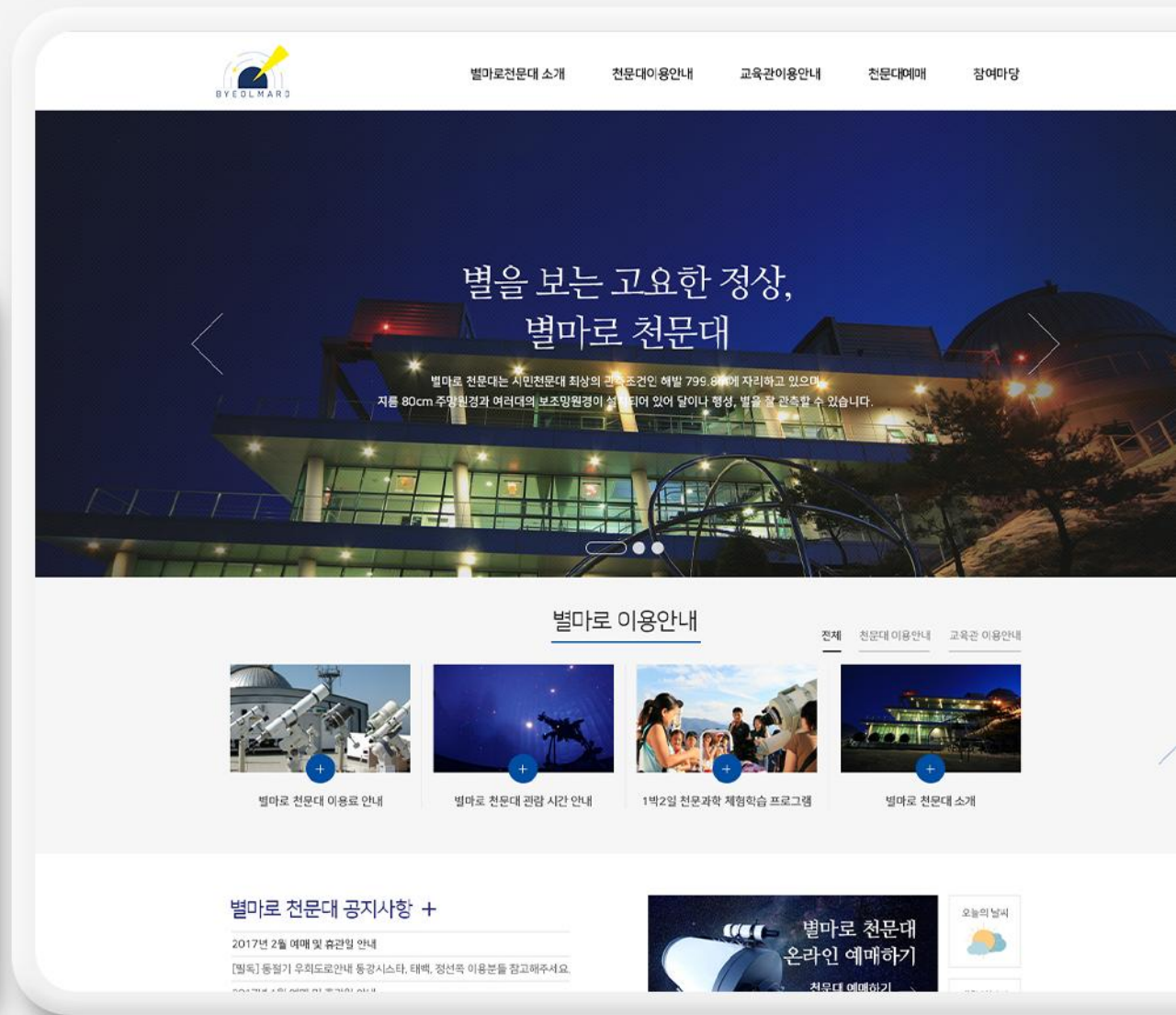


BYEOLMARO

별마로 천문대 웹 사이트 구축

Web Site Design / System Building

: PC WEB, Mobile WEB

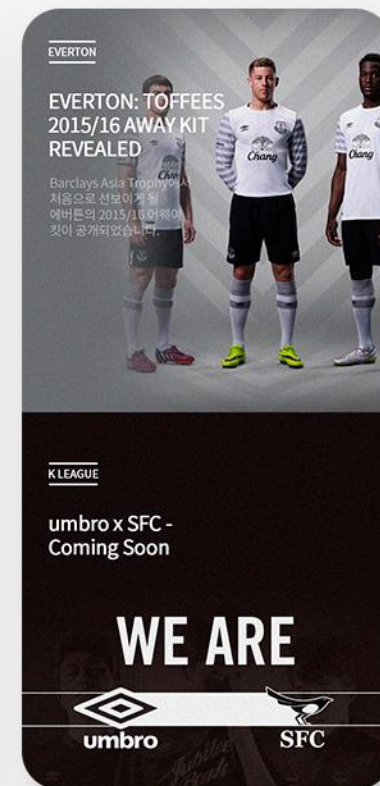
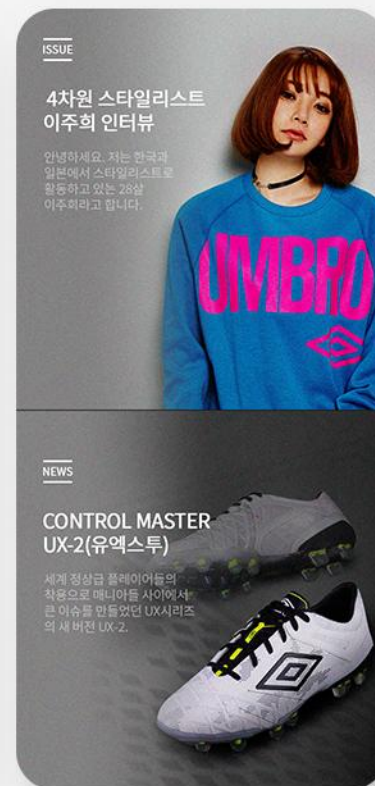
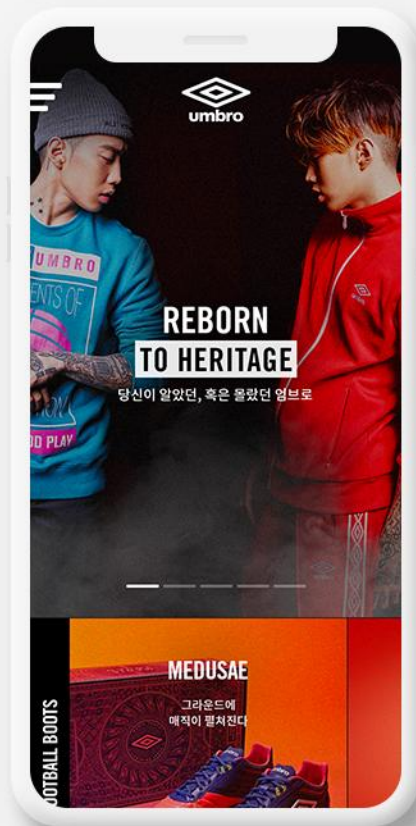




UMBRO

엄브로 Mobile UX/UI Design

Mobile UX/UI Design



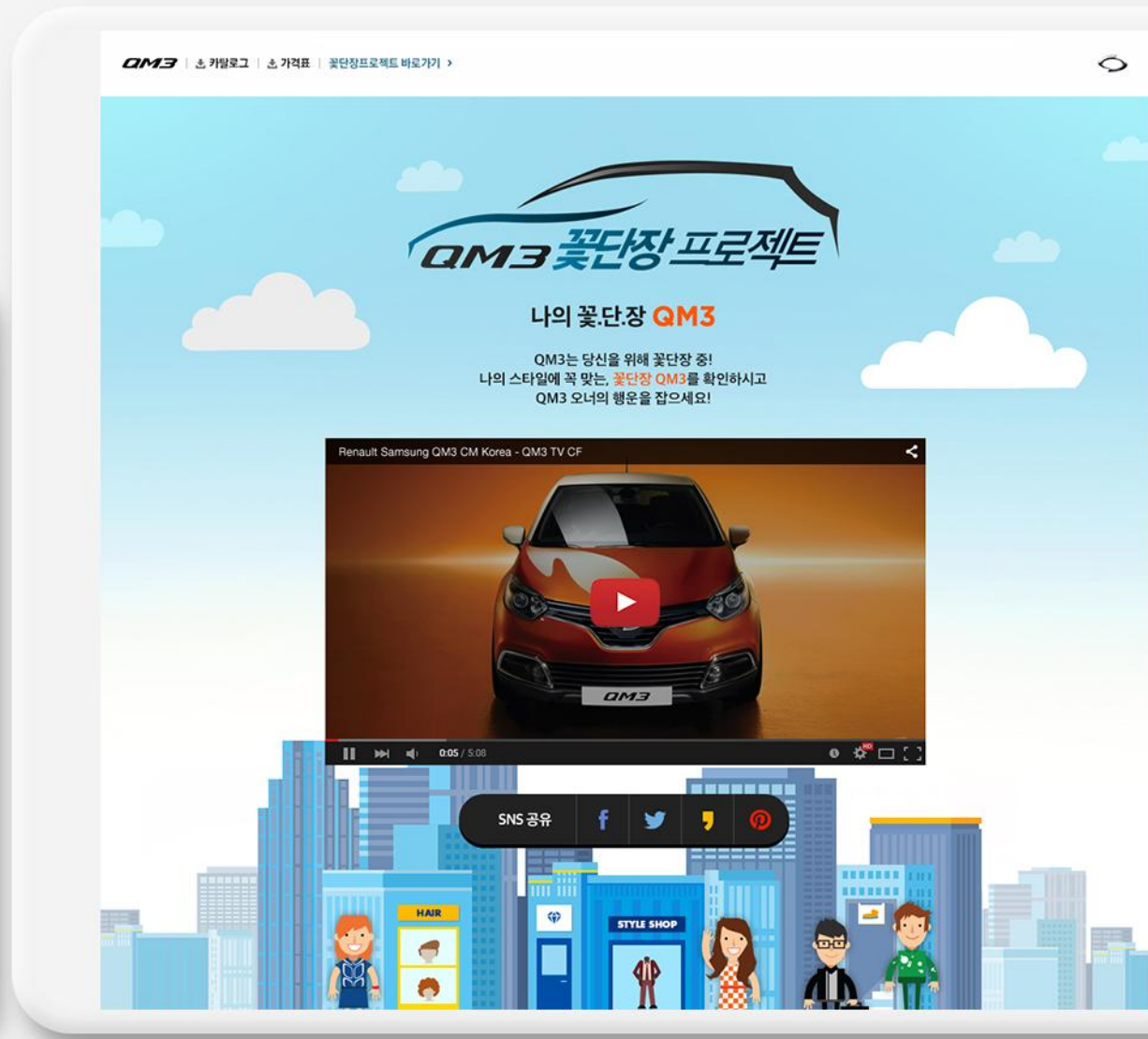


RENAULTSAMSUNG

르노삼성 QM3 프로모션 사이트 구축

Promotion Site Design / System Building

: PC WEB, Mobile WEB





BUNYANG365

분양365 Mobile App Design

Mobile App Design





VICHY

비쉬 Mobile UX/UI Design

Mobile UX/UI Design





ADDRESS

(주)펜슬

서울시 금천구 가산디지털1로 181 가산W센터 512호
512, Gasan W Center, 181, Gasan digital 1-ro,
Geumcheon-gu, Republic of Korea

CONTACT

www.9h6b.com

+82 070 4354 1665~6

pencil@9h6b.com

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