

Hyundai Identity Guidelines

Hyundai identity guidelines

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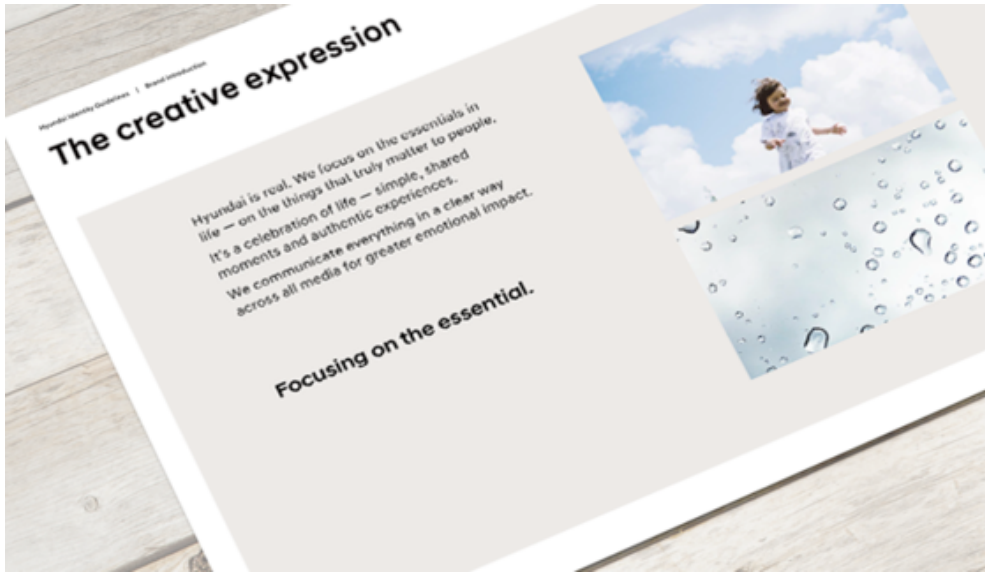
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Hyundai identity guidelines

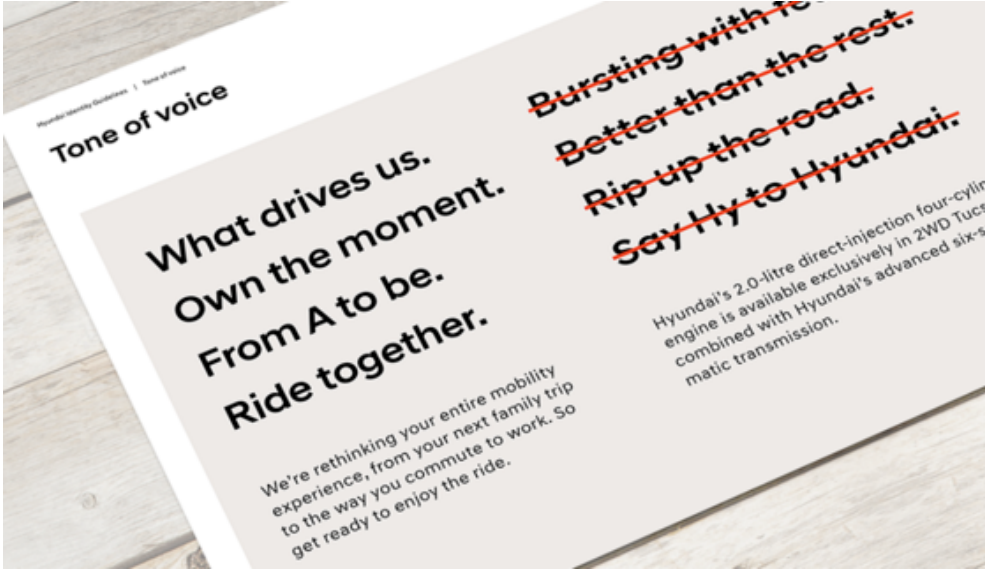
Consistency means living and breathing our brand every day. It's how we let our customers know we're committed to living up to the Hyundai brand promise.



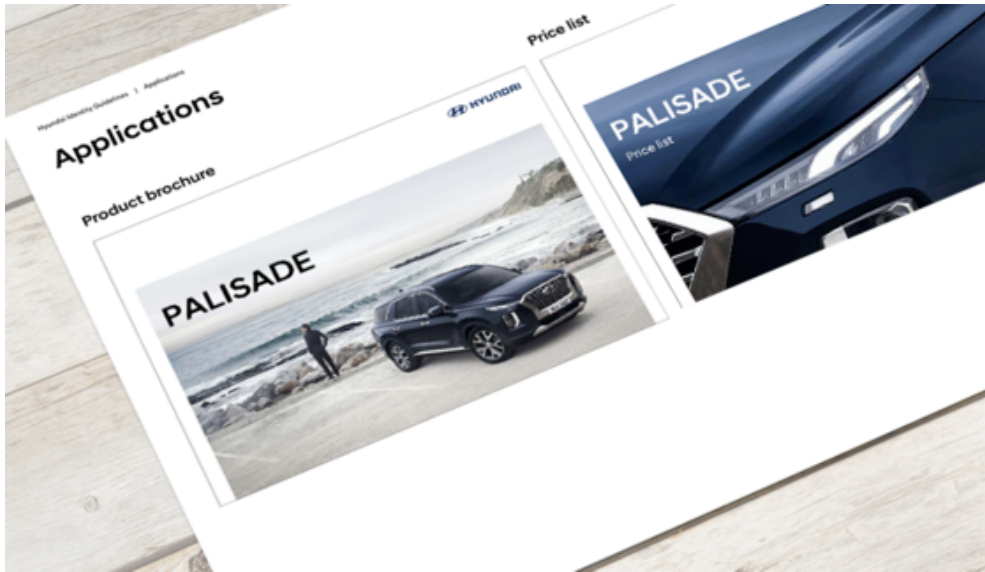
Introduction



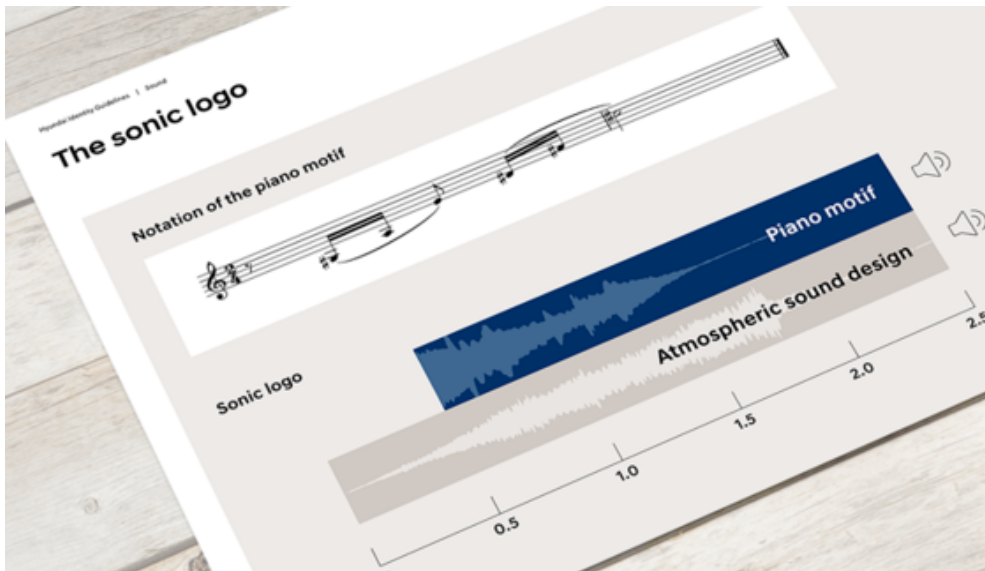
Brand assets



Tone of voice



Applications



Sound



BTL and events



Glossary

China version (To be updated)

Introduction

By communicating and living the Hyundai brand in a consistent way, we can live up to the Hyundai brand promise and build trust with customers.

The creative expression

Richness in simplicity

Having quality time means
focusing on the things that really matter.

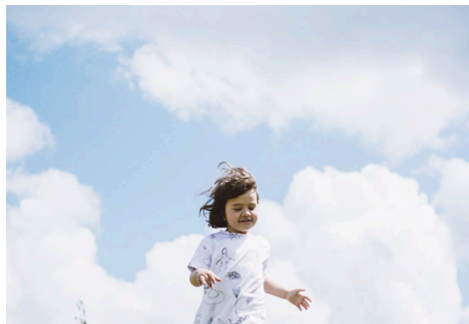
Enjoying the simple things. That's priceless.

Focusing on the essential.

Hyundai is real. We focus on the essentials in life
– on the things that truly matter to people.

It's a celebration of life – simple, shared moments
and authentic experiences.

We communicate everything in a clear way across
all media for greater emotional impact.





Living life with a confident outlook.

We know who we are and where we come from.
We will take our own path and blaze our own trail.

We embrace an active world full of opportunity
and we welcome everyone to come along for the
journey ahead.

This positive outlook adds a vivid, lively energy to
our communication.

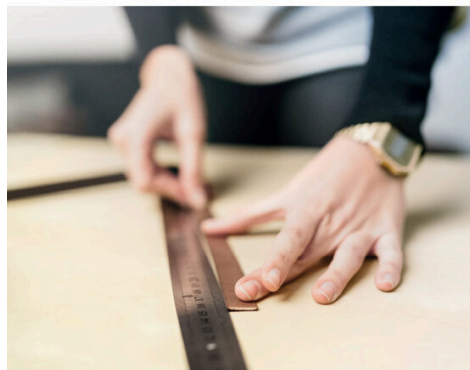
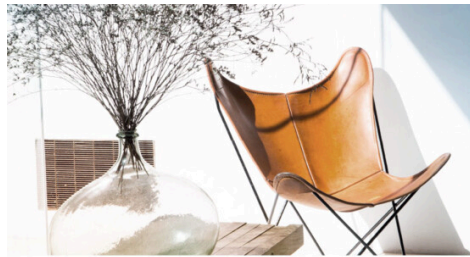


Celebrating the refined details.

Hyundai finds beauty in the details.

By mastering each refined element, we reveal the
harmony and elegance of the big picture.

From our products to our communication design,
we refine, polish, and precision fit each element
with extraordinary attention to detail. We
celebrate their richness.



Brand assets

The Hyundai identity has five key assets. By combining our visual assets, sound,
and tone of voice, we create a true 360-degree brand experience.



Logo



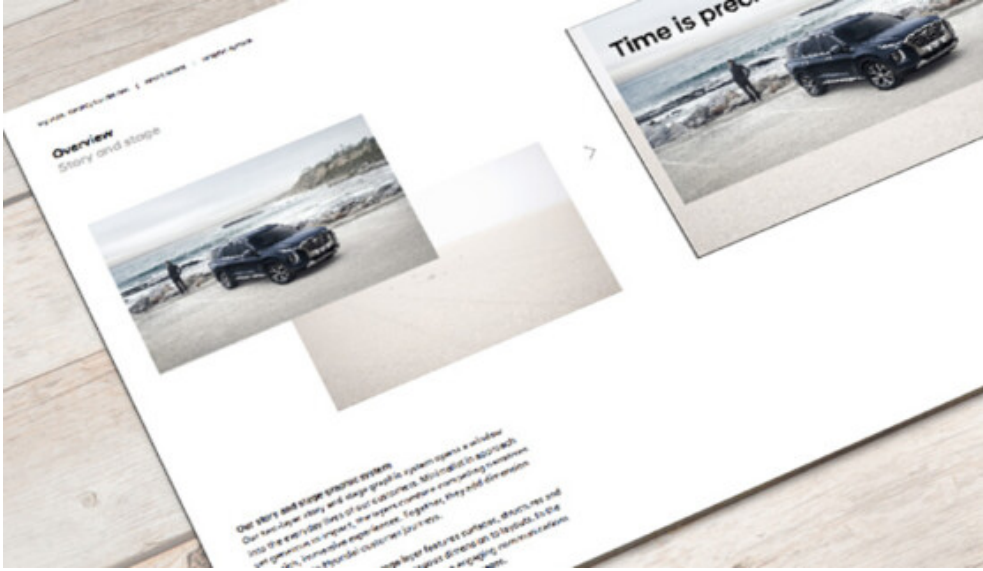
Typography



Color



Image style



Graphic system

Logo

The logo symbolizes our brand promise. In marketing communications, the reduced 2D logo version also represents our creative direction's simplicity.

Overview

All Hyundai marketing communication uses the 2D logo, which consists of a symbol and a wordmark. Both elements are presented together as a lockup.

The horizontal version is preferred.



Horizontal version



Vertical version



Symbol only

Horizontal logo

The Hyundai horizontal logo version is preferred. It consists of a symbol and a wordmark and appears as a lockup.

Protection zone



The horizontal and vertical dimensions of the protection zone area are derived from the symbol height (H). A protective zone ensures optimal brand representation.

Minimum size

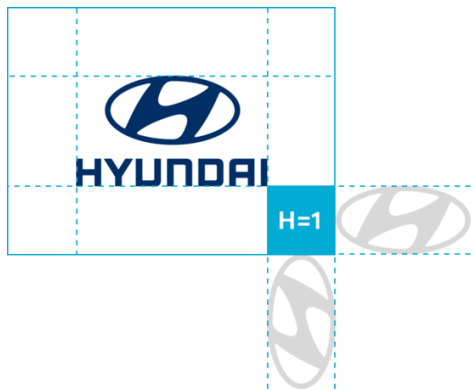


The minimum horizontal logo width is 20 mm.

Vertical logo

A vertical version of the Hyundai logo is available for situations in which the standard horizontal version cannot be used. This version may only be used with permission. Like the horizontal variant, it consists of a symbol and a wordmark and is presented as a lockup.

Protection zone



The protection zone helps communicate our brand in the most effective way possible. Its specifications are derived from the height and width of the symbol.

Minimum size

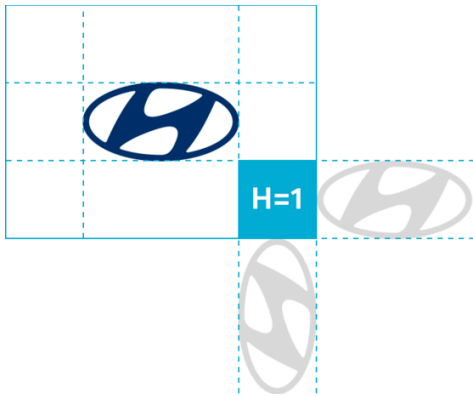


The minimum vertical logo width is 12 mm.

Symbol only

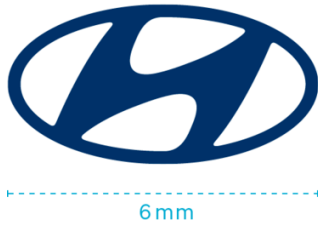
The symbol may appear alone but only in very limited circumstances. This includes applications in which the symbol appears within a Hyundai communication context (e.g., a website or internal collateral item) or in which the full logo already appears elsewhere (e.g., merchandise).

Protection zone



The protection zone helps communicate our brand in the most effective way possible. Its specifications are derived from the height and width of the symbol.

Minimum size



The minimum symbol width is 6 mm.

Color versions

The Hyundai Blue version

- is the preferred version for most applications;
- can be used on a white background or on an image;
- can be used reversed on dark backgrounds when Hyundai Blue is part of the composition or layout.



On white



On an image



Reversed



Example

The black version

- should only be used for newspaper print or for enhancements such as debossing.



On white



On an image



On black



Example

The Hyundai Gold version

- is reserved for premium enhancements only.



On white



On an image



Reversed



Example

Don'ts

The integrity of the logo must be respected at all times. Always use the proper version of the logo, and never recreate or modify it in any way.

Modifications of proportions, shapes, or colors are not permitted.



Do not use the logo in a low-resolution format.



Do not use the logo on an image with a busy or dark background.



Do not use any other colors besides Hyundai Blue, Hyundai Gold, black, or white.



Do not use the logo with outlines.



Do not distort the logo.



Do not change the element proportions within the lockup.



Do not add any unofficial taglines, product strap lines, or other descriptors to the logo.



Do not use the symbol with any other text content.

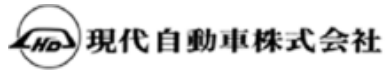


Do not use any other typeface for the logo.

CI history

1st Phase (1967.12~1974.11)

- Developed Symbolmark with combination of vehicle shape and initial letter 'HD' to give speed



Signature (Chinese writing)

2nd Phase (1974.12~1990.08)

- Developed Symbolmark with arrangement of Hyundai Motor Company initial letter 'HD' in rectangular box



Signature (English)



Signature (Chinese writing)

3rd Phase (1990.09~1993.04)

- New development of Korean signature and change of English signature (Elimination of 'MOTOR COMPANY')



Signature (English)



Signature (Korean)

4th Phase (1993.05~2002.06)

- First application of 'H' Symbolmark as Elantra released in 1993
- Settlement of new 'H' Symbolmark as CI of Hyundai Motor Company
- Oval: Signifies Hyundai Motor Company's globalization
- H: Signifies a handshake to express the trust and harmony between labor and management, customer and company



Signature (English)



Signature (Korean)



Signature (Development of 'Picasso Character' for 30th anniversary)

5th Phase (2007.07~2010.01)

- Modification of Korean/English signature design
- Elimination of Picasso Character
- Modification of application system design



Signature (English)



Signature (Korean)

6th Phase (2010.02~2016.06)

- New development of 3D Signature to enhance the brand image and competitiveness
- Modification of application system design (Stationery, General affairs forms, Promotional items, Vehicles)



3D Signature (English)



3D Signature (Korean)

Downloads

- Logo image: HYU_Logo_Digial.zip > PNG file

📎 [HYU_Logo_Print.zip](#) (3.79 MB)

📎 HYU_Logo_Digital.zip (122 KB)

📎 HYU_Symbol.zip (16.9 MB)

Typography

Hyundai Sans is the bespoke typeface created especially for Hyundai. It reflects the simple confidence of our messages.

Introduction

Character for character, our corporate typeface is a tangible, recognizable signature of our company the world over. It is one of the most important touchpoints across our brand design landscape.

- Precision-made lines and curves radiate confidence for the future. Their well-crafted forms transport brand's creative direction: Richness in Simplicity.
- Simple, crisp geometric shapes reflect the Hyundai approach to simplicity.
- Rich, hand-crafted details add a human element that bring our brand to life.

Hyundai Sans

현대자동차의 새로운 서체 디자인

Approachable, warm, and made with a human touch.

2016

A strong, confident mind-set.

每一段旅程都讲述着一个故事

Richness in simplicity.

› IF Design Award 2017

Characteristics

The details make the design. Every character of the Hyundai typeface has refined details that make it unique, inviting, and highly legible.



- Hyundai Sans is always set in sentence case in either black or white. It radiates a warm, confident, and simple look with a human touch.
- Capital letters should be used only in the first letter of a sentence.
- Hyundai Sans features a selection of iconic characters, making the brand recognizable all around the world.
- A high x-height gives the headline fonts a compact, strong, and confident appearance.
- The counters of the upper- and lowercase “s” build a harmonic and perfectly balanced shape. This form is linked to the philosophy of Eum & Yang, which is also depicted on the Korean flag.
- In comparison to the headline fonts, the text fonts feature a traditionally styled “a” for enhanced legibility.
- Although our typeface’s characters are based on a geometric structure, they are carefully crafted, approachable, and warm.

Typeface family

Hyundai Sans Head

Hyundai Sans Head Medium
Hyundai Sans Head Regular
Hyundai Sans Head Light

Confident, strong, and made with a human touch, Hyundai Sans Head is an iconic, remarkable core element of the new Hyundai look. The typeface is designed for all headlines, subheadlines, and quotes. The recommended font sizes are 16 to 72 pt or larger. Medium is the preferred weight for Hyundai headlines.

Hyundai Sans Text

Hyundai Sans Text Bold Italic
Hyundai Sans Text Medium
Hyundai Sans Text Medium Italic
Hyundai Sans Text Regular
Hyundai Sans Text Italic

The Hyundai Sans Text fonts share our typeface family's look and feel. At the same time, however, they offer an entirely new detail and structure. Refined for perfect legibility and economy, they are ideal for use in smaller sizes, including body copy, footnotes, and legal text.

All fonts are manually hinted and perform perfectly with on-screen and onboard systems. Web substitute fonts are no longer necessary. The recommended font sizes are 6 to 14 pt.

Language support

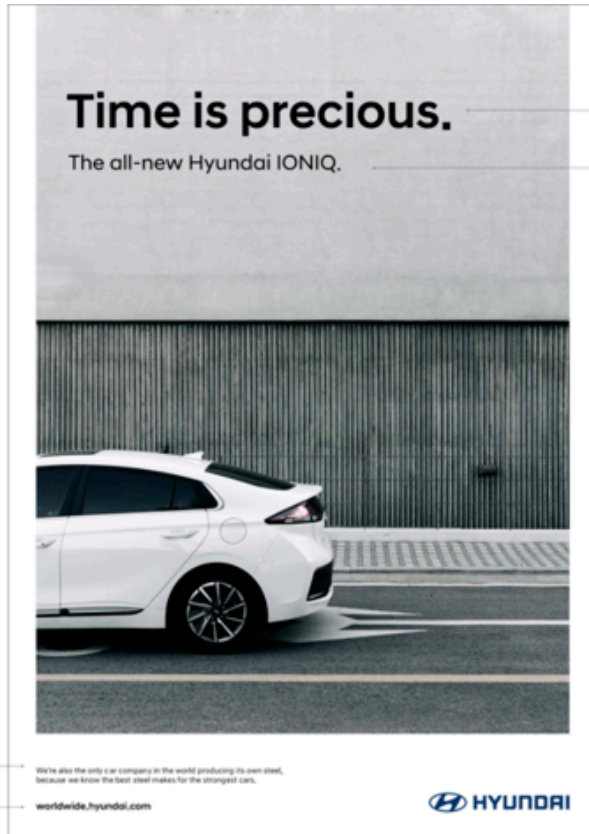
Each Hyundai Sans font includes the character sets Latin Extended, Korean, Greek, and Cyrillic.

새로운자동차문화현대를선보입니다가나다라마바사아자차카타파하가나다라마바사아자차카타파하각낙달락막
박삭악작착각각탁막각곤논돈문몬본손운존손콘툰푼훈갠넵덥멤뵁뵂뵃뵄뵅뵆뵇뵈뵉뵊뵋뵌뵍뵑뵒뵓뵔뵕뵖뵗뵘뵙뵚뵛뵜뵝뵞뵟뵠뵡뵢뵣뵤뵥뵦뵧뵨뵩뵪뵫뵬뵭뵮뵯뵰뵱뵲뵳뵴뵵뵶뵷뵸뵹뵺뵻뵼뵽뵾뵿

Korean (excerpt)

Latin Extended language support

Afrikaans, Albanian, Aromanian, Asturian, Baraba, Basque, Bislama, Bosnian, Breton, Catalan, Cebuano, Chamorro, Chichewa, Cornish, Corsican, Croatian, Czech, Danish, Dutch, English, Estonian, Faroese, Filipino, Finnish, Franco-Provençal, French, Frisian, Friulian, Gaelic, Galician, German, Greenlandic, Hungarian, Icelandic, Indonesian, Irish, Italian, Karelian, Ladin, Latin, Latvian, Lithuanian, Luba, Luxembourgish, Malagasy, Maltese, Norwegian, Occitan, Polish, Portuguese, Rhaeto-Romance, Romanian, Sami (Lule, Southern, Northern), Serbian, Slovak, Slovenian, Somali, Sorbian, Sotho (Northern, Southern) Spanish, Swahili, Swedish, Tahitian, Tatar, Tsonga, Tswana, Turkish, Turkmen, Vepsian, Walloon, Welsh, Wolof, Xhosa, Yapese, Zulu.



Headline
Hyundai Sans Head Medium
with full punctuation

Subheadline
Hyundai Sans Head Regular

Body copy
Hyundai Sans Text Regular

Website
Hyundai Sans Head Medium

We're also the only car company in the world producing its own steel, because we know the best steel makes for the strongest cars.

worldwide.hyundai.com



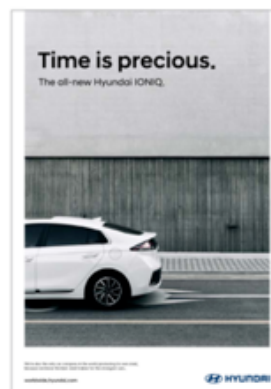
Headline

Standard headline

The headlines can be any point size. They are set in Hyundai Sans Head Medium with a line spacing of 100%. Headlines have an ideal maximum length of five words.

This is a headline.

**This is a two line
headline.**



Contrast headline

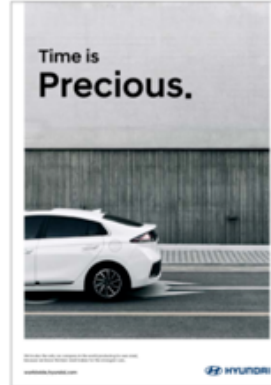
A contrast above or below to emphasize a keyword is applied to the headline. To add a contrast, change the size of either the first or second line.

When adding contrast, observe the following rules:

- Never mix two sizes in the same line of text.
- Never use more than a total of two font sizes in the same headline.

Emphasis
below.

Emphasis
above.



Subheadline

Additional information such as a product name or a call to action are placed in a subheadline. The subheadline is positioned on the story layer below the headline.

This is a headline. x

This is a subheadline.

In general, the subheadline has a distance of one headline x-height to the headline. Please always adjust the lines optically if it is necessary.

**This is a two
line headline. x**

This is a subheadline.

For two-line subheadlines the line spacing is 120%.

Maximum subheadline size

This is a headline. x

This is a subheadline. x

The maximum size of the subheadline is one x-height of the headline.

Product name

In case the subheadline features a product name, the name is always integrated into a complete sentence. The product name can also be part of a headline.

The new TUCSON Fuel Cell.



Product name order (facelift change)

The all-new TUCSON Fuel Cell.



Product name order (full model change)

The all-new i20.

The new GRANDEUR Hybrid.

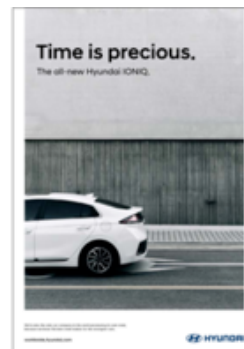
Discover the SONATA.

Subheadline examples

Additional information such as a product name is placed in a subheadline. The subheadline is positioned on the story layer below the headline. For two-line subheadlines, the line spacing is 120%.

Time is precious.

The all-new Hyundai IONIQ.



Hyundai Sans is used for various visual media to indicate product's name in the title or body copy. The product name must be capitalized in English and not to use the title case.

Eng.

The all new TUCSON.

Inspired by great style and engineered with real quality,
the TUCSON carries the fun-factor on every trip.

Headline · Subheadline

body copy

Size and placement

The placement of headlines and subheadlines is flexible. Depending on image composition, they can be placed in every corner of the story layer.

Headlines and subheadlines are always left-aligned. They are written on one or more lines depending on the message.



Headline type 1: the headline is placed top left; the subheadline uses a product name and a call to action



Headline type 2: the headline is placed top right; subheadlines may be set in Hyundai Sans Head Medium for out-of-home applications



Headline type 3: the headline is placed bottom left; call to action and product name subheadline are placed on the stage layer



Headline type 4: the headline is placed bottom right; there is no subheadline

Exception

For out of home media, the subheadline and call to action may be set in bold to increase legibility and impact.

Subheadline length

Longer subheadlines can be placed on the stage layer above the body copy. They are set in Hyundai Sans Text Bold, at double the height of the body copy, with a blank line between.

Downloads

Download the fonts for your operating system.
KR (Korean / English) and Latin (English) are separate fonts.

KR

KR include Korean and Latin and is the type of installation by default.
But Latin characters are not hinted.(visually refined on the web)

Latin

Latin don't include Korean.
This is the type of installation if you do not use Korean or you are working with the Web in a foreign language.

exe

The installation executable file will be applied to all fonts after installation.

Web

There are "Eot, woff, woff2".
Since there are differences in the range of browser support for each type, you can install fonts that are suitable for your purpose.

- eot: IE 6/7/8/9/10/11
- woff: IE 9/10/11, Firefox, Chrome, Safari, Opera
- woff2: Chrome, Opera

Windows

- 📄 Hyundai Sans KR 2.0_Windows.exe (11.4 MB)
- 📄 Hyundai Sans KR 2.0_Windows.zip (13.7 MB)
- 📄 Hyundai Sans Latin 2.002_Windows.zip (843 KB)

Mac OS

- 📄 Hyundai Sans KR 2.0_Mac OS.zip (10.1 MB)
- 📄 Hyundai Sans Latin 2.002_Mac OS.zip (517 KB)

Web

- 📄 Hyundai Sans KR 2.0_Web.zip (34.7 MB)
- 📄 Hyundai Sans Latin 2.002_Web.zip (2.73 MB)

Hyundai Identity Guidelines ver.1 (201701 : Font update)

Color

Our color scheme is based on a striking, harmonious balance between earth, air, fire, and water.

Overview

Hyundai's color palette is built upon its core identity. The colors represent our attitude of viewing the infinite possibilities and shifting the boundary of mobility.

The brand color of Hyundai is one of the core identity. Color palette should be used effectively at all times in order to spread the core identity and the message of the brand.

Infinite Possibilities



Core Identity



Shifting Boundaries



Palette and proportions

Taking inspiration from the four elements, we have created a distinctive, harmonious color palette.

On the following pages, you will find information on how the colors are used in specific applications.

Infinite Possibilities	RGB	CMYK	HEX	Enhancement
White	255 / 255 / 255	0 / 0 / 0 / 0 (Coated and uncoated)	#ffffff	
Black	0 / 0 / 0	0 / 0 / 0 / 100 (Coated and uncoated)	#000000	
Gold PMS 876C	163 / 107 / 79	5 / 45 / 60 / 40 (Coated) 0 / 38 / 54 / 26 (uncoated)	#a36b4f	Hot stamping (Luxor 355) Metallic ink (PMS 876C)
Core Identity				
Hyundai Blue PMS 654C	0 / 44 / 95	100 / 75 / 10 / 40 (Coated and uncoated)	#002c5f	
Hyundai Sand PMS Warm Gray 1C	228 / 220 / 211	7 / 9 / 12 / 13 (Coated and uncoated)	#e4dcd3	
Hyundai Light Sand PMS Warm Gray 1C (30% strength)	246 / 243 / 242	2 / 3 / 4 / 4 (Coated and uncoated)	#f6f3f2	
Shifting Boundaries				
Progressive Blue PMS 312C	0 / 170 / 210	95 / 0 / 15 / 0 (Coated and uncoated)	#00aad2	
Performance Blue PMS 277C	170 / 202 / 230	35 / 5 / 0 / 0 (Coated and uncoated)	#aacae6	
Active Red PMS 2347C	230 / 51 / 18	0 / 90 / 100 / 0 (Coated and uncoated)	#e63312	

Usage

Hyundai Blue

Hyundai Blue is reserved for the brand logo, as well as limited, specific applications and contexts. When used as a solid spot color, Hyundai Blue may be applied full bleed to

- enhance an object (e.g., the inside of an envelope, lanyard, or advertising eye-catcher);
- prominently display Hyundai Blue across a range of event applications (e.g., one flag within a three-part series for added emphasis);
- highlight or support a function (e.g., table headings, volume control in merchandise objects like headphones, bags, or backpack straps).

Hyundai Sand/Hyundai Light Sand

This most prominent brand tone is used as a background color. It may also be used as a 30% tint.

Gold

This premium color is used in special cases, including senior management business cards, special-purpose printing, event projection screen applications, or stage colors (e.g., leather and wood).

Black and white

Black and white are used for text. White can also be used as solid and clean stage image background.

Progressive Blue

Though this color is primarily used in the IONIQ line, within the Hyundai brand it is used for interactive buttons, as well as diagrams and positive number values in PowerPoint.

Active Red

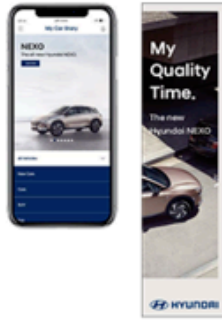
Though this color is mainly reserved for the N line, it can also be applied within the Hyundai brand to diagrams and negative number values in PowerPoint.

Examples

Advertising



Digital



BTL / events



Merchandise



Sample table

i10 Price List

Model	1.2	1.4	1.6	1.8	2.0
Base	11,990,000	13,990,000	15,990,000	17,990,000	19,990,000
Standard	12,990,000	14,990,000	16,990,000	18,990,000	20,990,000
Executive	13,990,000	15,990,000	17,990,000	19,990,000	21,990,000
Elite	14,990,000	16,990,000	18,990,000	20,990,000	22,990,000

Premium applications



PowerPoint

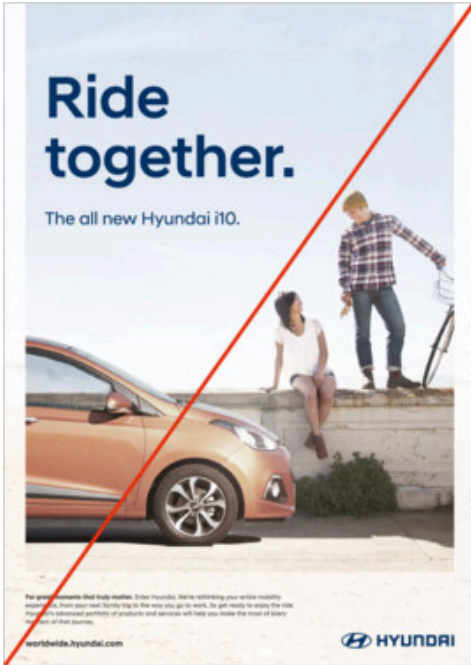


Furniture



Don'ts

Color is one of the key elements customers use to identify our brand. To achieve a uniform appearance, it is important to follow all composition, proportion, and color guidelines.



Do not use Hyundai Blue for typography.



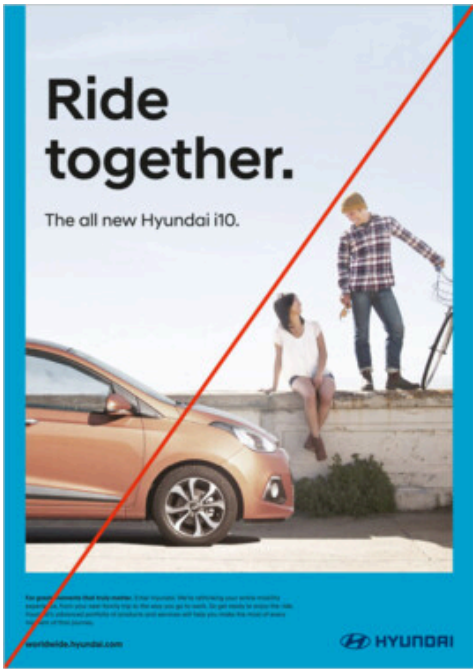
Do not use Hyundai Blue as a full-bleed exterior color.



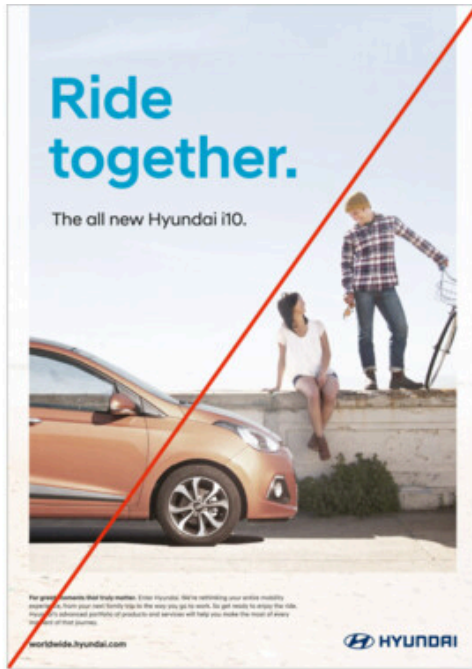
Do not use a Hyundai Blue stage in conjunction with an image.



Do not use Hyundai Blue for more than one object.



Do not use Active Blue for full bleed.



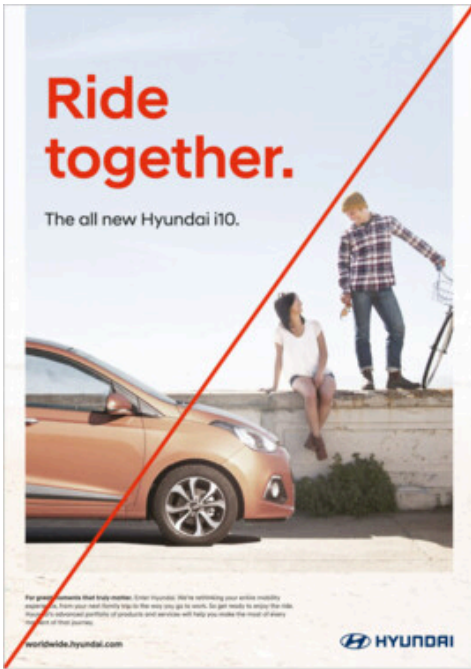
Do not use Active Blue for typography.



Do not use Active Blue in applications for merchandise, events, or related executions.



Do not use Active Red for full bleed.



Do not use Active Red for typography.



Do not use Active Red in applications for merchandise, events, or related executions.

Downloads

- [HYU_Color_Palette_Print.zip \(1.15 KB\)](#)
- [HYU_Color_Palette_Digital.zip \(1.06 KB\)](#)

Image style

We are a natural part of our customers' everyday lives. Through our photography, we make these stories and moments real and tangible.

Introduction

Our image style envisions the future of Hyundai.

We inspire people to shift into a new mindset and discover new destinations.

Product and lifestyle

More than just how things look, it's about how they make you feel.

Our images connect with our customers worldwide because they do not merely display the product but always represent the future of Hyundai — no matter whether they are product-focused beauty images or more lifestyle-focused editorial images.



The world of Hyundai

Our creative expression in images

Richness in simplicity.

Having a quality time means you are focusing on the things that really matter.
Enjoying the simple things.
That's priceless.



Focusing on the essential.

In order to focus on what really matters to you, we capture stories and moments that are meaningful, personal and authentic. Consider not just the visual story, but the sounds, tastes, and textures of the experience.

Living life with a confident outlook.

Our positive outlook will engineer the future. We are bold, full of hope and express ourselves by standing out from the crowd. Our confidence for future opportunities is expressed by identifying an open space, embracing room for growth and our future potential. Never be afraid to crop.

Celebrating the refined details.

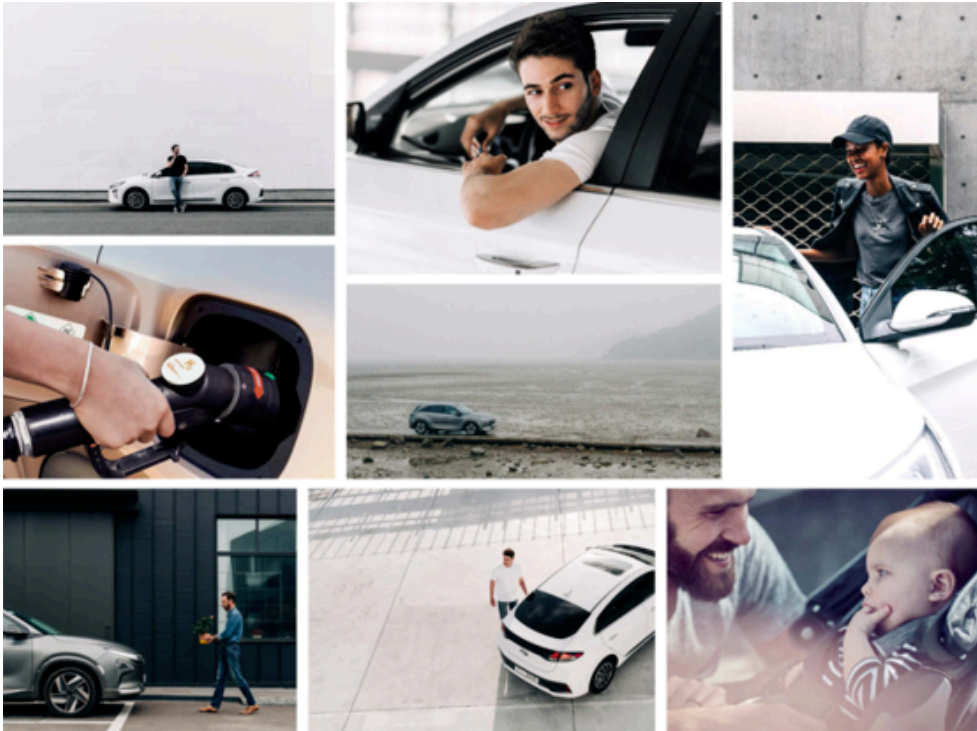
Our meaningful expressions balance elements in harmony, finding beauty in subtle texture and details. Find opportunities to draw the eye to moments or objects that might otherwise be overlooked. Identify clear and elegant structures to focus on as a source for inspiration.

The images of Hyundai

The look and feel of our images and our criteria

Capturing an open mind and driving curiosity for a better future. Our mobility solutions are always a

natural part of the story — moving to the rhythm of life as it unfolds. Our people are active and adventurous, always seeking new ideas and experiences.



Four main criteria define our images:

Tell a story.

Capture real and believable moments in people's lives.

Keep it real – with character.

Locations, talent, and lighting should always feel spontaneous, authentic, and natural.

Focus on the essential with open space.

By actively using open space, the hero should always be on focus.

Create natural warmth and depth.

Use natural lighting concepts that align with the Hyundai color scheme and that bring out the rich texture of surfaces and materials.

What they should not communicate

The Hyundai image style is not artificial, abstract, or cold.

We avoid visuals that are exaggerated, synthetic, or fake.



Compositions with products, locations, and people

An image's individual elements should work together to ensure an authentic look and feel.

The scene is clearly divided into the foreground, focal point, and background. The foreground and background are out of focus; the focal point is the vehicle.

The background

The real urban location has true character and texture. Further in the background, the image goes out of focus to add even greater depth and authenticity.

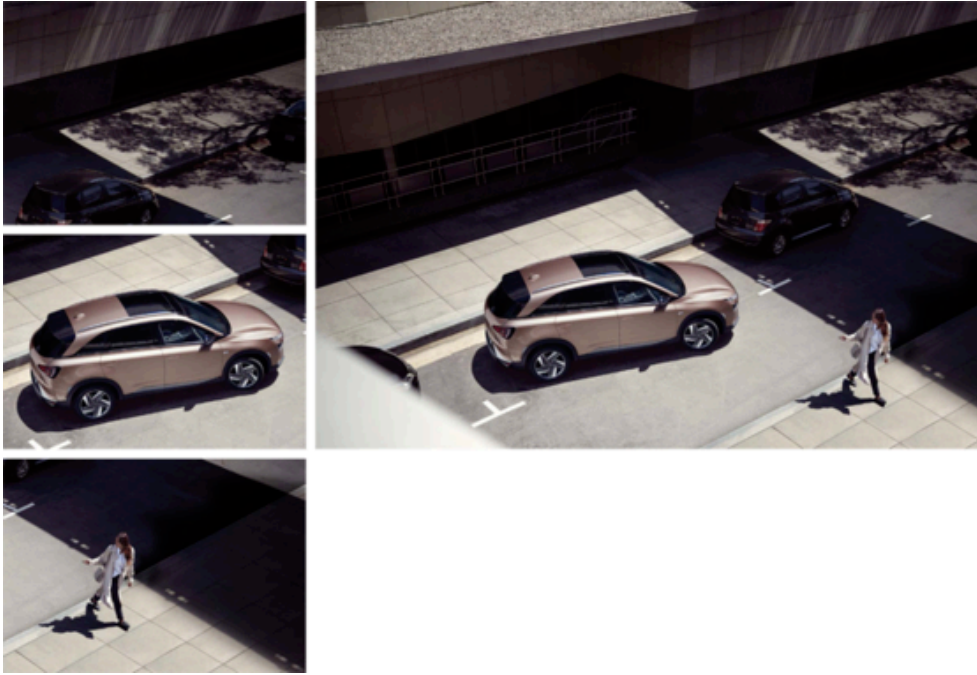
The midground

The product is a natural part of the image, depicting everyday life as it happens. The product is at the picture's focal point, and the camera's focus and lighting are directed toward it.

The foreground

The pedestrian is in motion. The motion and pose represents an active and open-minded personality with a sense of style.

With subtle use of the colors Warm Sand and Hyundai Blue, the image style brings the Hyundai color palette to life without being too overwhelming.



- The scene is naturally composed and not unnecessarily propped.
- The camera is positioned at an angle that best delivers the character of the vehicle, ensuring harmony with the surroundings.
- Light and shadow bring a sense of authenticity to the vehicle and the story.

Composition

Lighting



Do

- Build single, directional light sources that illuminate the car in a natural way.



Don't

- Create an artificial impression with exaggerated sunlight. Strong sunlight behind the vehicle introduces a severe lens flare.
- Photograph the entire car with the same brightness levels, which creates an artificial look and feel.

Color tone



Do

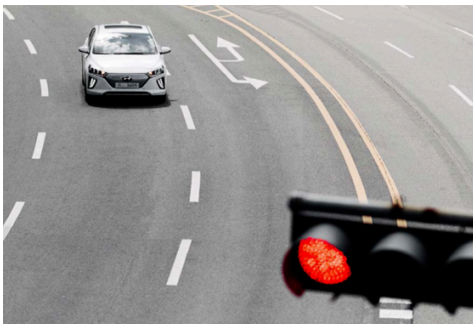
- Use refined color palette that introduces authentic and clean look and feel.
- Use the Hyundai color palette (Hyundai Blue and Warm Sand) in a subtle but eye-catching way.



Don't

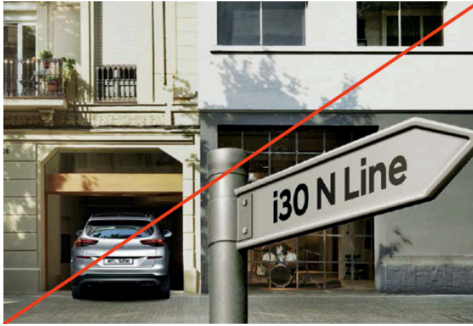
- Employ artificial coloring.
- Use colors from product lines in a conspicuous way.

Focus



Do

- Create depth by focusing on the main hero, leading the eye to the car.
- The far background is diffuse with soft edges.



Don't

- Use flat or artificial images without depth.
- Create busy layouts which compete with the product for attention.

Product

Angle



Do

- Create dynamic perspectives to best bring out the character of the vehicle.
- Use realistic perspectives with angles at eye level and clear points of view.



Don't

- Use a perspective that distorts the natural beauty of the car and makes it unnatural.

Paint



Do

- Create real and authentic paintwork with natural reflections and lighting.



Don't

- Create an artificial impression of the vehicle e.g., by having unnatural and exaggerated light effects.

Detail



Do

- Show essential and exciting detail in a significant crop.
- Create depth to give focus on the key detail of the vehicle.



Don't

- Show everything in focus without any depth.
- Exaggerate lighting or use too much contrast and lose on tangible quality of the materials.

Location

Setting



Do

- Use simple and neutral settings to achieve realistic look and feel.
- Use open space to visually lead eyes to the product.
- Leverage the location as a story in and of itself.



Don't

- Use busy settings which distract the product.
- Use idealized settings that are not accessible for everyone.

Surfaces



Do

- Show authentic and neutral surfaces to achieve realistic look and feel.



Don't

- Create artificial surfaces and unrealistic sceneries.

Perspective



Do

- Ensure the perspective of vehicle is in harmony with the surroundings.



Don't

- Place the vehicle in disharmony with the surroundings (e.g., viewpoint, vehicle, and background do not match).

People

Cast



Do

- Feature likeable, down-to-earth personas who demonstrate self-confidence, authenticity and charisma.



Don't

- Feature extreme or radical characters, artificial or immoderate in type and expression.

Attitude



Do

- Show natural and self-confident behavior with an open-minded attitude.



Don't

- Feature staged poses in which people show off, display an arrogant attitude, or otherwise create emotional distance.

Style



Do

- Dress casually with a sense of style and an eye for good quality and fit.
- Leverage style as a tool for authentic self-expression and confidence.



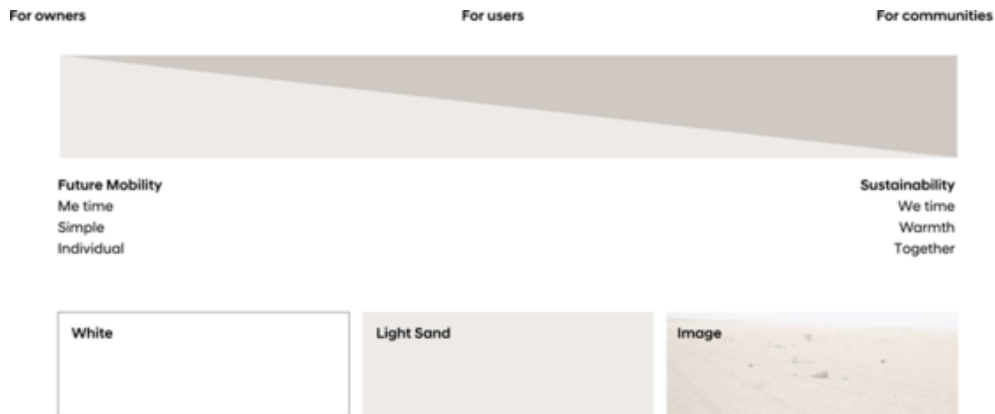
Don't

- Extremes: too casual, too formal or too stylish (e.g., too many patterns).

Our library of textures

The texture of our brand

An important element of our brand are the stage images that add depth and textures to our stories. The stage is a sort of 'Image' that narrates the story of Hyundai. Image used for the stage image is decided by the content and the purpose of the story layer. Stage layer can be selected from white, light sand, or the image provided on the right.



License plates (Retouching)

Retouching

By using real license plates, we pay attention to detail and ensure authenticity.



Korean license plate in situation



US license plate in situation



German license plate in situation



Global license plate in situation

Think globally. Act regionally.

License plates are retouched according to markets and regions to ensure realistic images.

- Domestic markets have to retouch the number plates according to their region. The United States uses a California license plate; the EU uses a German plate.
- In countries that use state or district plates, the plate should match the respective district or state of the Hyundai head office location.
- The letters and numbers on the plate should be random and not follow a specific meaning (e.g., vanity plates).
- The plate number should not be owned by a private individual.
- Real license plate is applied when car is on an image background.
- Global license plate is realistically created by using the same font from German license plate to be used on global commercials. It is made of H + project name + 4 digit number.



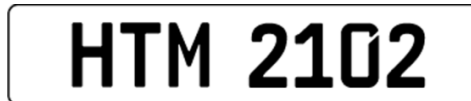
Korean license plate example



German license plate example



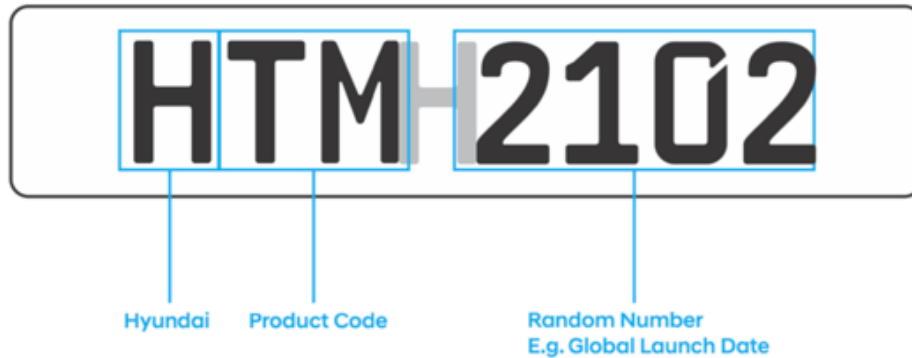
US license plate example



Global license plate example

License plates(Global)

- If you can't use regional license plates, please use the global license plates.
- Font: FE Mittelschrift



Number plates

Events, exhibitions, and displays

For product launches, static displays, and auto shows, event plates must be created to prominently display the model name and product variant on the vehicle. It is important to follow these rules carefully to ensure consistency and legibility.

The event plates are installed on the car's front and back license plate holders. Event plates are always printed in black type on white.

Plate size: 520 × 110 mm (South Korea and EU)

Plate size: 12 × 6 in (United States and Canada)

Typeface: Hyundai Sans Head Medium

Type size: 160 pt

Leading: 10 pt

Naming structure



EU/Korean sizing

SONATA Hybrid

Model name must
be vertically centered

TUCSON

AVANTE Fuel Cell

US/Canadian sizing

**SONATA
Hybrid**

TUCSON

**AVANTE
Fuel Cell**



Font sizes may be reduced to accommodate long names or words.

Downloads

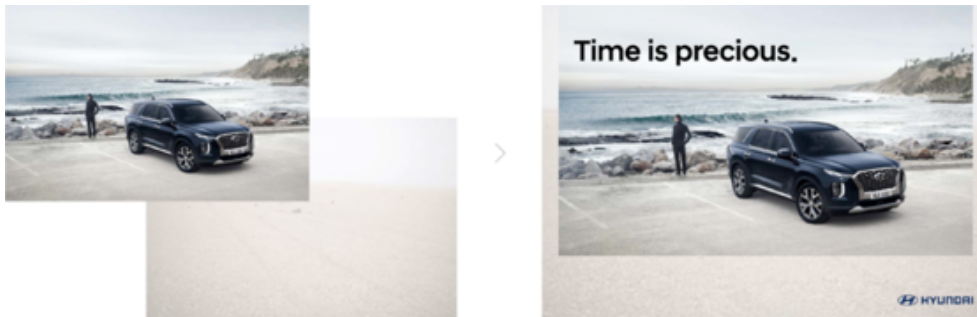
- [201607_Hyundai_Texture_Library_Print \(1.03 GB\)](#)
 - [201607_Hyundai_Texture_Library_Digital \(496 MB\)](#)
 - [201805_Hyundai_License plates\(Global\)_Outlined.ai \(1.55 MB\)](#)
-

Graphic system

Our story and stage system brings together typography, photography, and brand language to create our distinctive visual style.

Story and stage layers

Our story and stage graphic system



Our two-layer story and stage graphic system opens a window into the everyday lives of our customers. Minimalist in approach yet generous in impact, the layers combine compelling narratives with rich, immersive experiences. Together, they add dimension and depth to Hyundai customer journeys.

In the background, the stage layer features surfaces, structures, and natural elements that add a sensuous dimension to layouts. In the foreground, the story layer provides an engaging communications platform for delivering our brand's rich messages.

Layer interplay

Story layer

The story layer unites headlines and images. It brings our brand's messages to life and helps us directly communicate to our target groups.

Stage layer

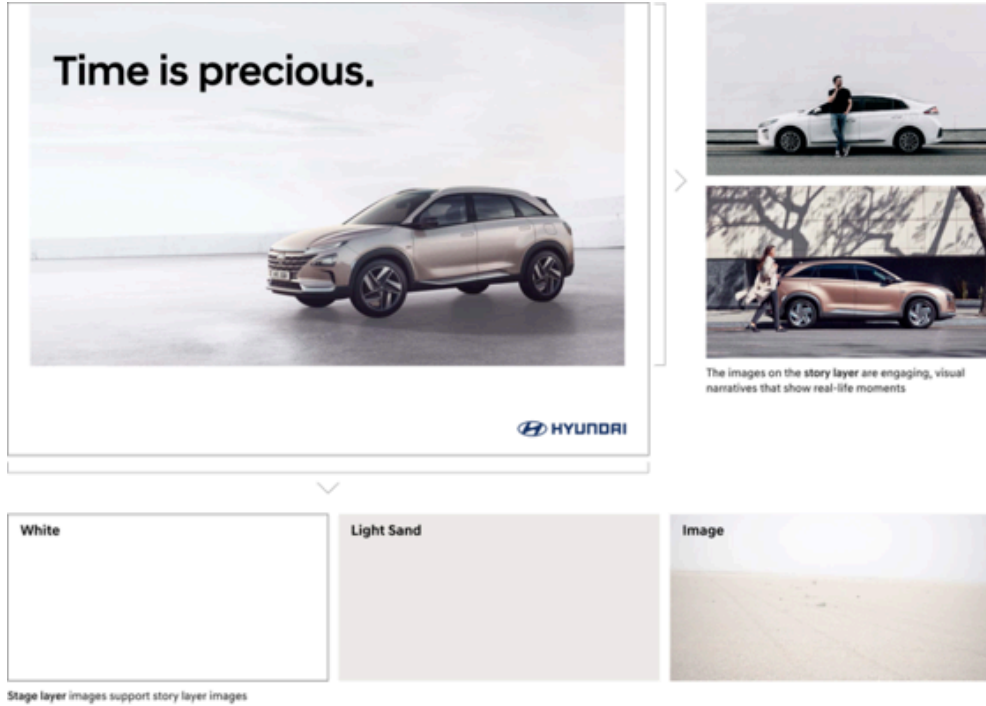
The stage layer supports the story layer by adding a sensuous dimension to the main image used in the foreground. The stage layer is also used as a stage for the logo or text elements such as the body copy. It

may also contain a call-to-action element.

Interplay

The interplay of the two layers creates depth and a sense of richness. It reflects the diversity of life's experiences, and it provides an engaging communications platform to deliver the rich messages of our brand.

To establish the optimal interplay between the two while avoiding potential conflict, images in both layers should use the same color tonality. To achieve this, images for both layers can be shot at the same shooting location.



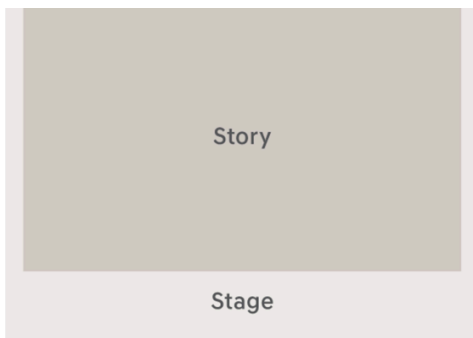
Layer combination options

Image and color usage

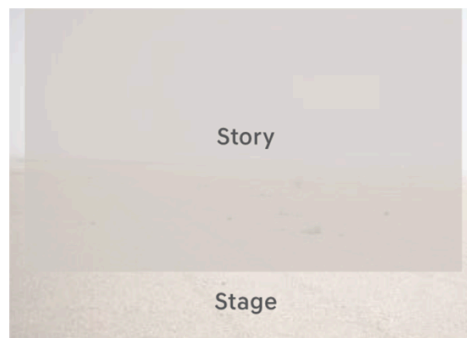
There are three options for achieving interplay between the story and stage layers.



Version 1: Both layers contain an image



Version 2: Both layers use a color (Hyundai Sand, Hyundai Light Sand or white)



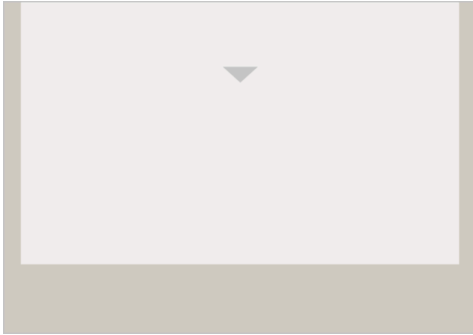
Version 3: The story layer contains a transparent color (Hyundai Light Sand, transparency 50–80%)

Composition

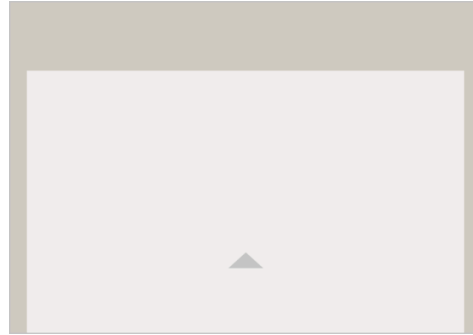
In general, the story layer may extend from either the top or the bottom of the layout. This includes ads, posters, online banners and publication cover pages.

To achieve more variety among print or digital media applications, the story layer can extend from the left or right outside edge.

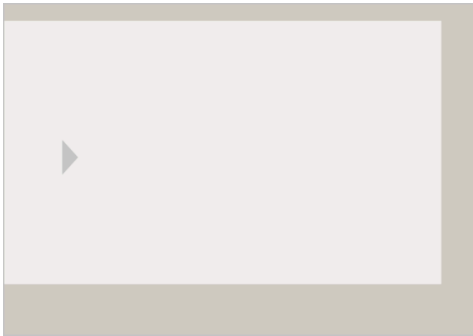
Range of flexibility



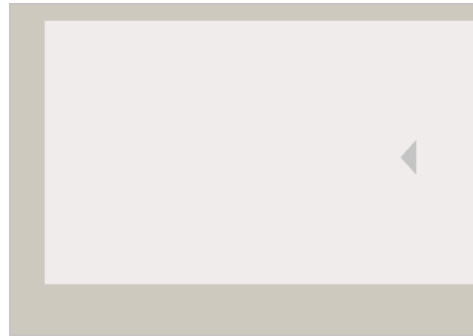
The story layer cropped at the top.



The story layer cropped at the bottom.



Inside spread: story layers cropped on the left.



Inside spread: story layers cropped on the right.

Choosing a stage layer

There are three types of images that can be used to create the stage layer: White, Light Sand or provided image (downloadable from Brand Home).

Key considerations:

- Each layer style has a different effect on the overall look and feel of the application.
- Consider the content and context of the image used in the story and select the stage layer.
- Story layer imagery must allow sufficient clear surrounding space for the Hyundai logo, body copy and legal text.
- It is important to invest time to develop the most effective and impactful visual concept.

Version 1

Version 2

Version 3

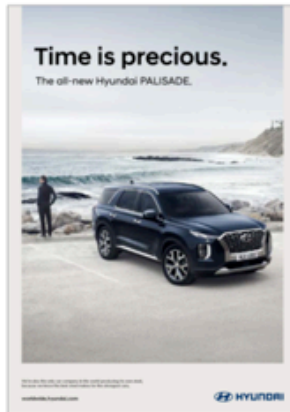
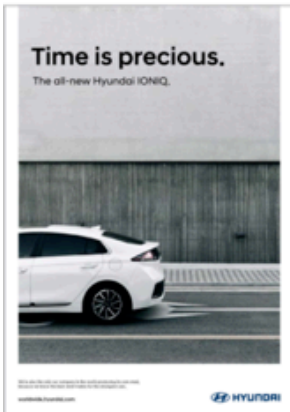
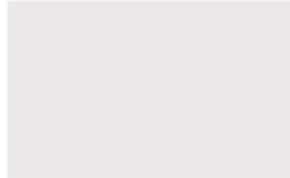
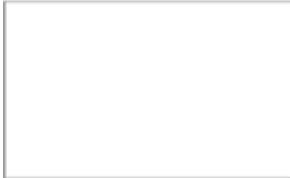
Future Mobility

Me time
Simple
Individual



Sustainability

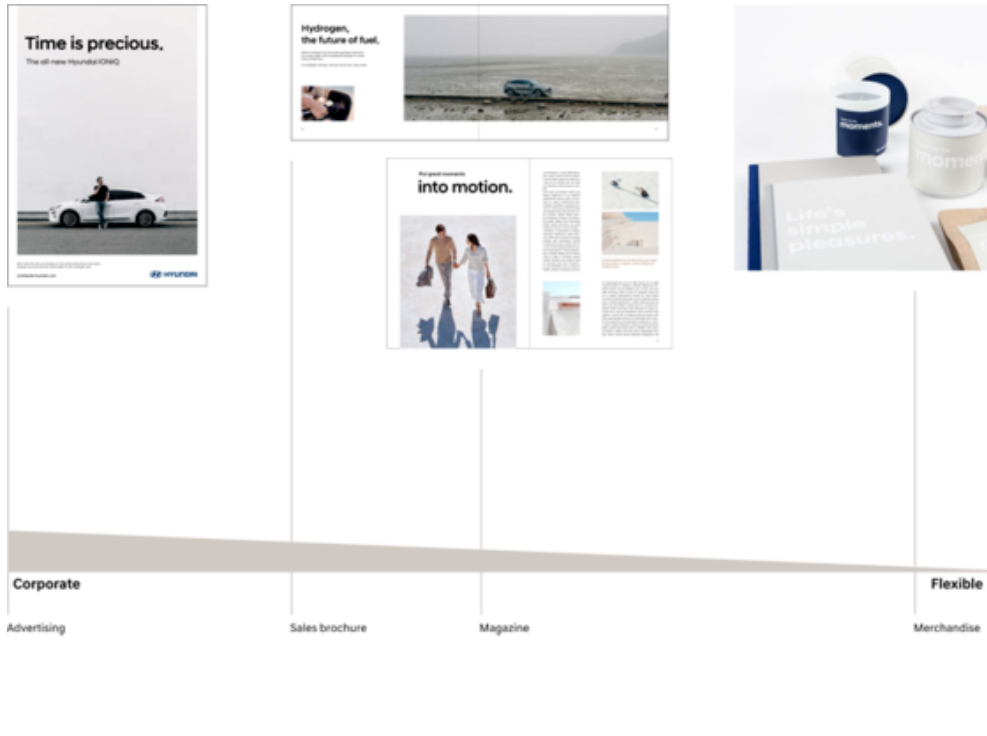
We time
Warmth
Together



Flexibility

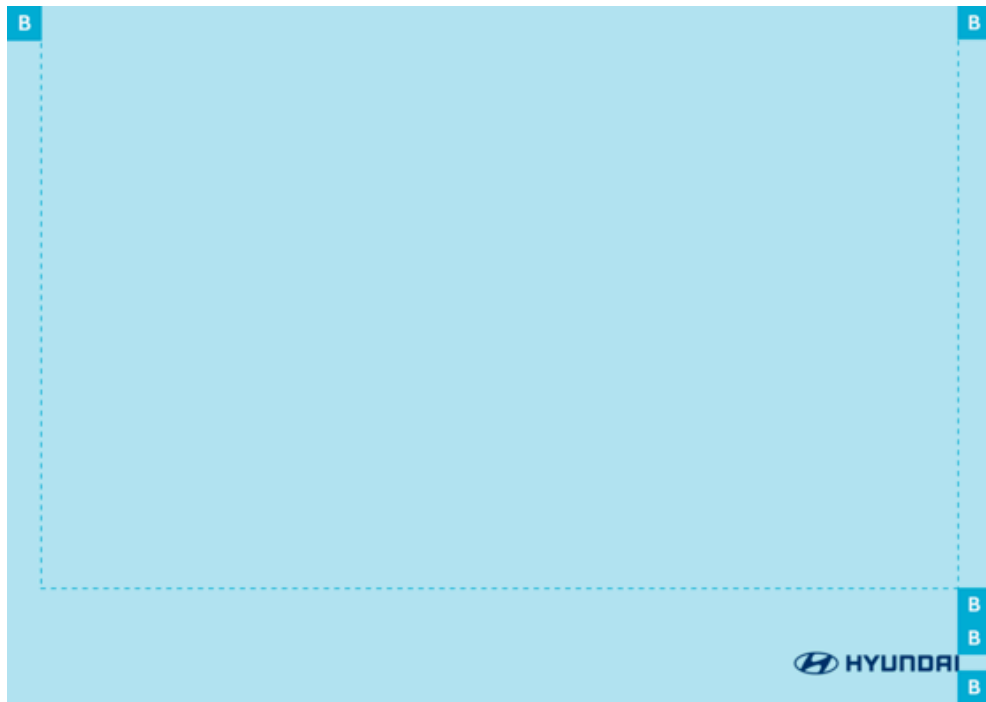
Applying the graphic system

The Hyundai graphic system has been developed for adaptation across a broad range of applications. It allows us to express our brand with the right energy and dynamic level for specific communications channels. The diagram illustrates the dynamic range of our graphic system.



The base unit

The base unit (B) is our common unit of measurement.

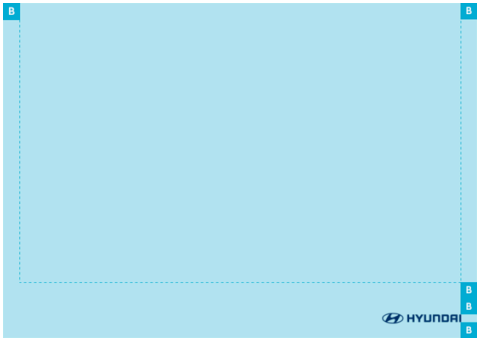


B = 1 base unit



Example

How to build an application



1. Lay out the format with the help of the calculated base unit.



2. Place the story image.



3. Select the perfect stage.



4. Create the headline, subheadline, and body copy.

Calculation and sizes

The Hyundai graphic system uses fixed logo sizes and base units for all common formats. Please always use the correct sizes shown in the table on the right.

Special formats

The measurements for any communication material is easily provided by using the calculator below. Because this tool is a guide and not a fixed rule, any results will require additional visual refinement.

Formula The calculation formula is:
(Width + Height)/50.

Example 210 + 297 = 507

Print formats

Formats Portrait/ landscape	Format size	Base unit size	Hyundai logo width		Typography Minimum sizes in pt		
	in mm	in mm	in mm	Base units	Body copy	Legal text	URL
Single-column ad	45 × 180	5	35	7	7	6	7
Three-column ad	135 × 280	8	40	5	8	6.5	11
A5 format	210 × 148	9	45	5	7	6.5	10
Magazine	210 × 280	10	50	5	8	6.5	11
A4 format	210 × 297	10	50	5	8	6.5	11
Single-page ad	220 × 285	10	50	5	8	6.5	11
Double-page spread*	440 × 285	10	50	5	8	6.5	11
A3 format	297 × 420	14	70	5	9	6.5	12
A2 format	420 × 594	20	100	5	16	12	22
A1 format	594 × 841	29	145	5	24	18	32
6 sheet	1,200 × 1,800	60	360	6	60	-	82
32 sheet	4,000 × 3,000	140	840	6	120	-	165
48 sheet	6,000 × 3,000	180	1,080	6	190	-	260
64 sheet	8,000 × 3,000	220	1,380	6	190	-	320
96 sheet	12,000 × 3,000	300	1,800	6	220	-	360

* Please note: the base unit for double-page spread should be measured using the single-page dimensions.

Digital formats

Formats Portrait/landscape	Format size	Base unit size	Hyundai logo width		Typography Minimum sizes in pt		
			in px	in px	Base units	Body copy	Legal text
Skyscraper	160 × 600	15	130	7	10	-	-
Half-page	300 × 600	18	126	7	8	-	-
Square	300 × 250	11	77	7	7	-	-
Leaderboard	728 × 90	16	112	7	8	-	-
Billboard	970 × 250	24	168	7	13	-	-

Others

Hyundai Showroom Live^ℹ

Hyundai Showroom Live logo



Internal website logo

Hyundai SmartSense

SmartSense logo

Hyundai SmartStream

SmartStream logo



Warranty logo

CROWD @ Hyundai

CROWD @ Hyundai logo



BLUEDRIVE logo



Bluemembers logo



Bluelink logo



Hyundai Showroom Live logo

WorkSmart logo

Overview

Work Smart

Vision

Change the way we work
To be more efficient & creative.

Working DNA

Collaboration

Passion

Agility

Trust

Strategy

Encourage
Change

Horizontal
Leadership

Collaborative
Spaces

Concept

Adding value for positive change

Change is necessary to stay ahead and to be relevant through innovation.
Our spaces and structures help us collaborate so that we work more effectively.
Most importantly, people are at the center of our positive change.
Change starts here.

Logo

WorkSmart+

Minimum size

Work**Smart+**



WorkSmart logo size is 70% width of Hyundai logo.

Variation

Usage details



1. **1**
HyundaiSans Head Bold
2. **2**
HyundaiSans Head Regular
3. **3**
Equal spaces

Examples

Smart+Day **Smart+Vacation**

Smart+Index **Smart+Report**

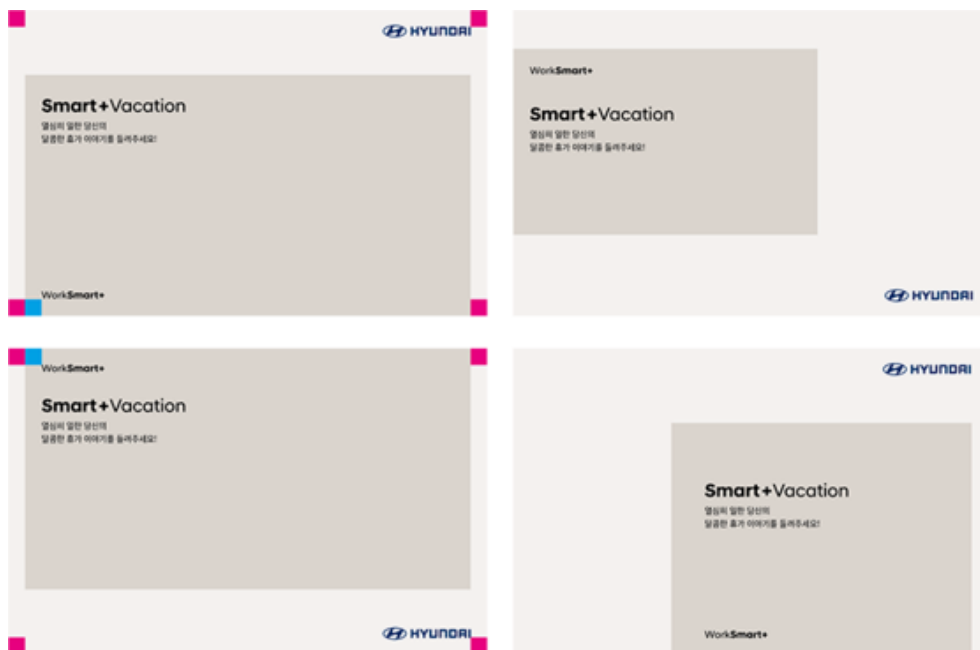
Smart+Leader **Smart+Column**

Smart+Agent **Smart+Forum**

Usage

Placement

- Worksmart logo is always in story box.
- Worksmart logo always sits diagonally opposite to Hyundai logo.
- Hyundai logo always sits top-right or bottom-right.



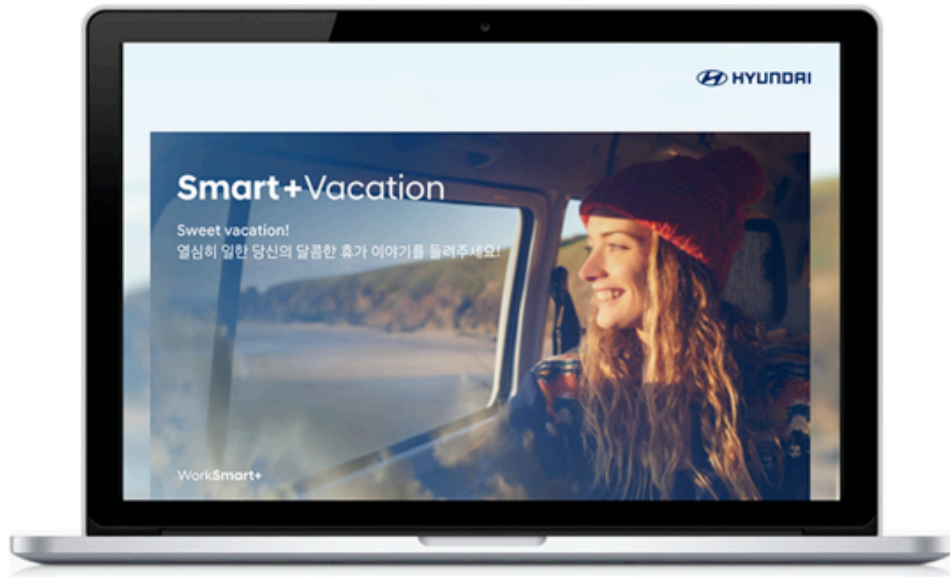
Examples



Smart+ Day



Smart+ Day



Smart+ Vacation



Smart+ Vacation



Appendix

Downloads

[HYU_WorkSmart_Logo\(1706\).ai \(744 KB\)](#)


Internal website

Overview

The official logo files should always be used to ensure consistency.



 | 총무지원센터

 | Employee Self Service

 | 긴급봉사반

Description

Hyundai Blue is used for the vertical line separating the symbol and the website name. Hyundai Sans Head Regular in black is preferred for the website name.



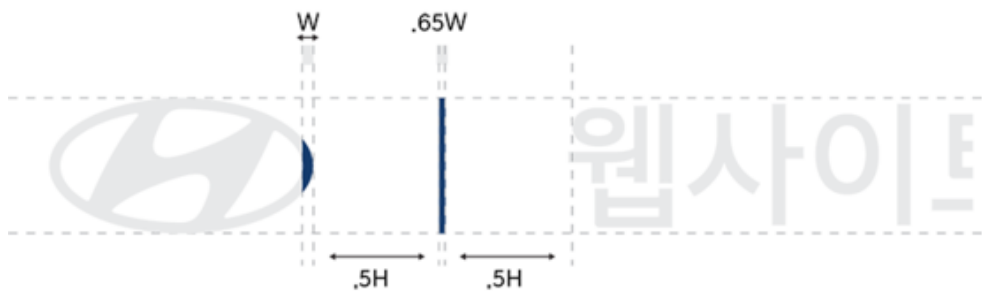
1. 

Hyundai Blue

2. 

HyundaiSans Head Regular / Black

The weight of the vertical line is 65% of the outer weight of the symbol.



Protection zone

The horizontal and vertical dimensions of the protection zone area are derived from the height of the Hyundai symbol. The website name is recommended to be slightly lower than the height of the symbol.



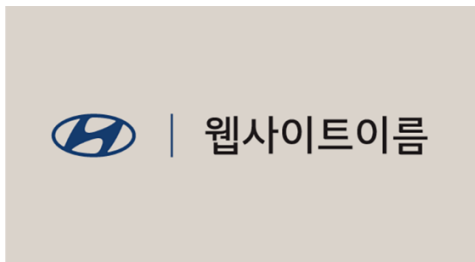
Color versions

Hyundai Blue Version

- Preferred for all design formats.
- Can be used on a white background or on Hyundai Sand background.
- Can be used reversed on a dark background.



On white



On Hyundai Sand



Reversed

Don'ts

The integrity of the logo must be respected at all times. Use the specified version of the logo and do not modify it at will. The specified size, shape, and color of the logo are not modifiable.



Do not use the logo with low image resolution.



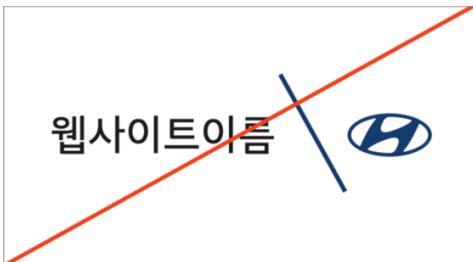
Do not use the logo on busy or dark background.



Do not use other colors except specified.



Do not use the logo with outlines



Do not edit the specified size, shape, and placement of the logo.



Do not use other typefaces for the logo.

Downloads

[201706_Hyundai_Internal_Website_Logo.ai](#) (67.5 KB)

SmartSense logo

Overview

Concept

Hyundai supports your movement. Keeping you safe.

Assist. Together. Calm

Horizontal logo

The horizontal logo is preferred and should be used wherever possible. In instances where the logo must appear smaller than the minimum size, vertical logo can be used. Do not attempt to type out the logo, always use the .AI or .PNG file provided. The integrity of the logo must be respected at all times. Never recreate or modify it in any way. Always use the proper version of the logo.



Minimum size

Hyundai SmartSense



20mm

The horizontal logo cannot be reproduced smaller than 20mm in width.

Vertical logo

The vertical logo should be used in instances where there are not sufficient horizontal space to use the horizontal logo. Do not attempt to type out the logo, always use the .AI or .PNG file provided. The integrity of the logo must be respected at all times. Never recreate or modify it in any way. Always use the proper version of the logo.



60% 'n' height

Minimum size

Hyundai SmartSense


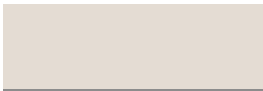




11mm

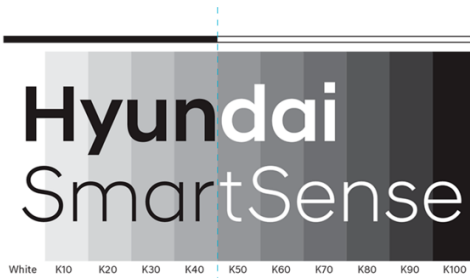
The vertical logo should not be reproduced smaller than 11mm in width.

Color

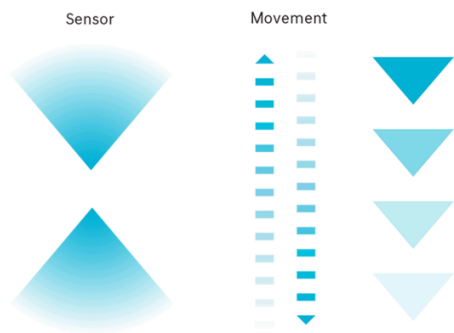
Palette

		RGB	CMYK	HEX
	Active Blue PMS 312C	0/170/210	95/0/15/0	#00aad2
	Hyundai Sand PMS Warm Gray 1C	228/220/ 211	7/9/12/13	#e4dcd3
	Hyundai Light Sand PMS Warm Gray 1C (30% strength)	246/243/ 242	2/3/4/4	#f6f3f2
	White	255/255/ 255	0/0/0/0 (Coated and uncoated)	#ffffff
	Black	0/0/0	0/0/0/100 (Coated and uncoated)	#000000

Variation



Graphics



Graphics are visualized in active blue gradient. Circular cones depict the sensor, arrows and triangles depict the movement of the vehicle.



5 main colors are used for the illustration. The main vehicle showing the technology should always be in white, and all other cars should be in black. Background is always set as Hyundai Sand. Hyundai Light Sand is used when necessary.

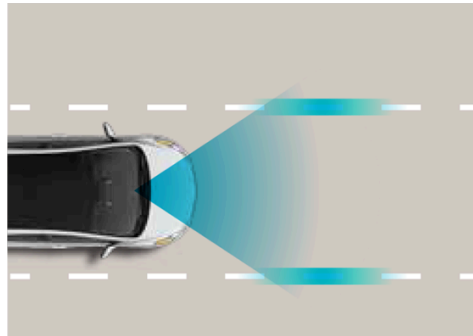
Examples

Photo



Illustration

Vehicle is shown as top view, or side view only. A light shadow under the vehicle should always be visible.



Lane Keeping Assist System

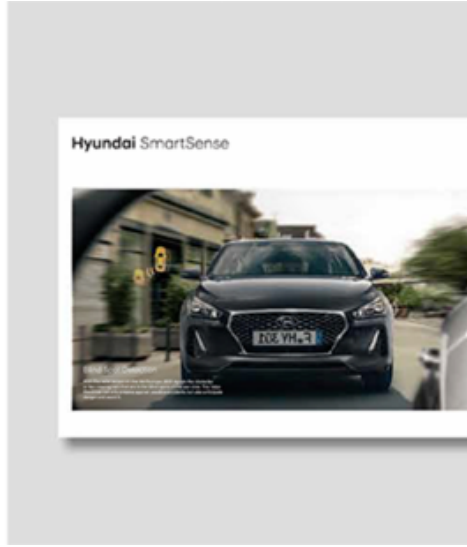


Smart Parking Assist System



Hill Start Assist Control System

Application



Don'ts

Logo



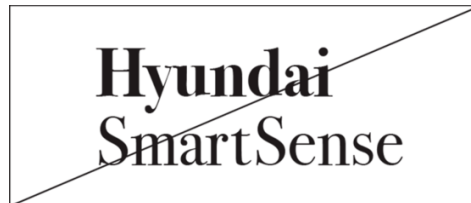
Do not change the color.



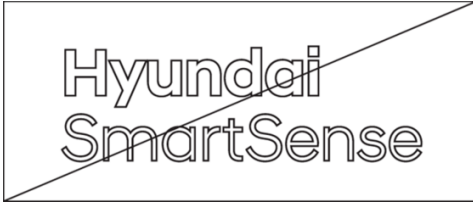
Do not change proportion.



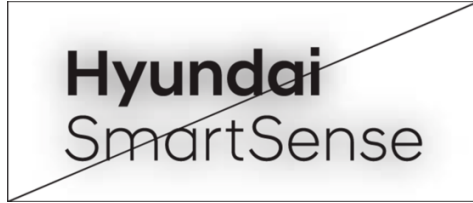
Do not use a low-res image.



Do not change the typeface.



Do not outline the logo.



Do not use drop shadow.

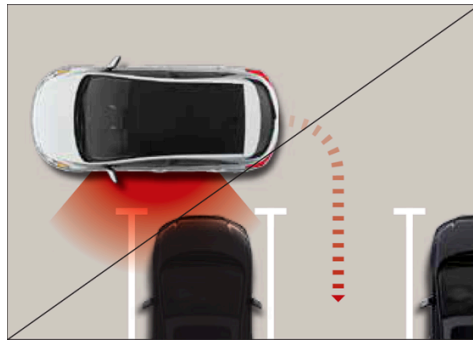


Do not rotate the logo.

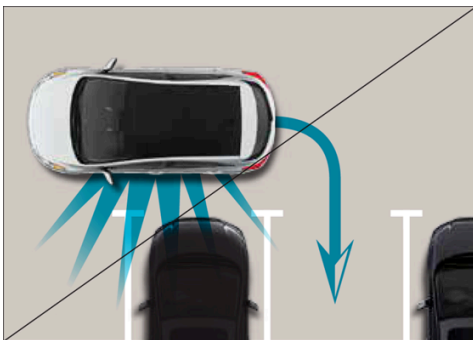


Do not place logo on a busy background.

Graphics



Do not change the color.



Do not create other graphic symbols.

Downloads

[HYU_SmartSense_Logo.zip \(7.44 MB\)](#)

SmartStream logo

Overview

Hyundai SmartStream

Horizontal logo (Primary)

Hyundai
SmartStream

Vertical logo

Horizontal logo

The horizontal logo is preferred and should be used wherever possible. In instances where the logo must appear smaller than the minimum size, vertical logo can be used. Do not attempt to type out the logo, always use the .AI or .PNG file provided. The integrity of the logo must be respected at all times. Never recreate or modify it in any way. Always use the proper version of the logo.

Hyundai SmartStream

Minimum size

Hyundai SmartStream

The horizontal logo cannot be reproduced smaller than 21mm in width.



21mm

Vertical logo

The vertical logo should be used in instances where there are not sufficient horizontal space to use the horizontal logo. Do not attempt to type out the logo, always use the .AI or .PNG file provided. The integrity of the logo must be respected at all times. Never recreate or modify it in any way. Always use the proper version of the logo.



Minimum size

Hyundai
SmartStream

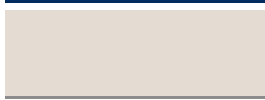



The vertical logo should not be reproduced smaller than 12mm in width.



12mm

Color

Palette

		RGB	CMYK	HEX
	Hyundai Sand PMS Warm Gray 1C	228/220/211	7/9/12/13	#e4dcd3
	Hyundai Light Sand PMS Warm Gray 1C (30% strength)	246/243/242	2/3/4/4	#f6f3f2
	White	255/255/255	0/0/0/0	#ffffff
	Black	0/0/0	0/0/0/100	#000000

Variation



Hyundai
SmartStream

Light

Background color

Dark

Don'ts



Do not change the color.



Do not change proportion.



Do not use a low-res image.



Do not change the typeface.



Do not outline the logo.



Do not use drop shadow.



Do not rotate the logo.

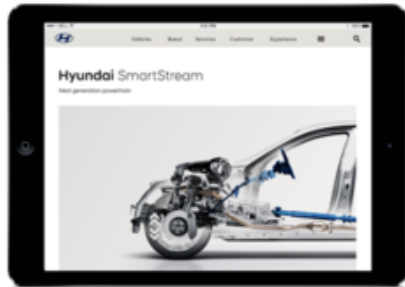


Do not place logo on a busy background.

Application

For the TV commercial end device, the horizontal or reversed version of the visual logo overlays the last image of the commercial just before the Hyundai logo. To ensure legibility, the visual logo should have sufficient contrast with the background image. It should be placed on a quiet landscape with little movement.

Web



Brochure

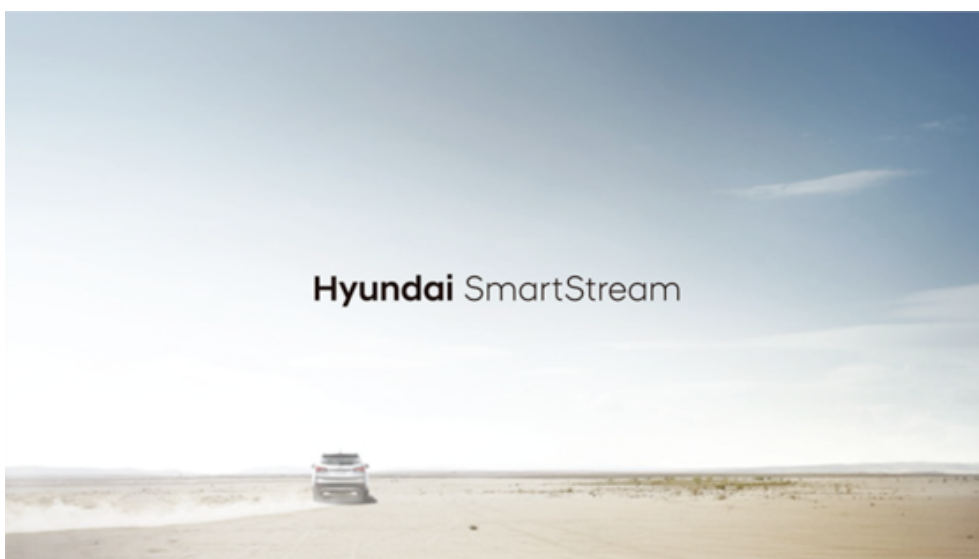


BTL



Variation A

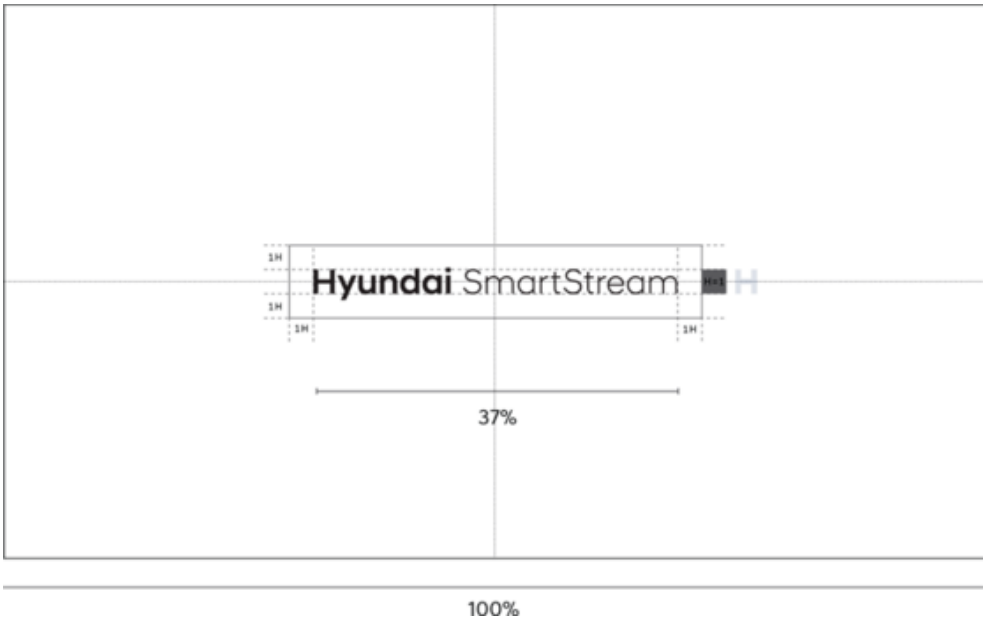
The logo size is 37% of the total screen width. The logo is positioned in the exact center of the screen.



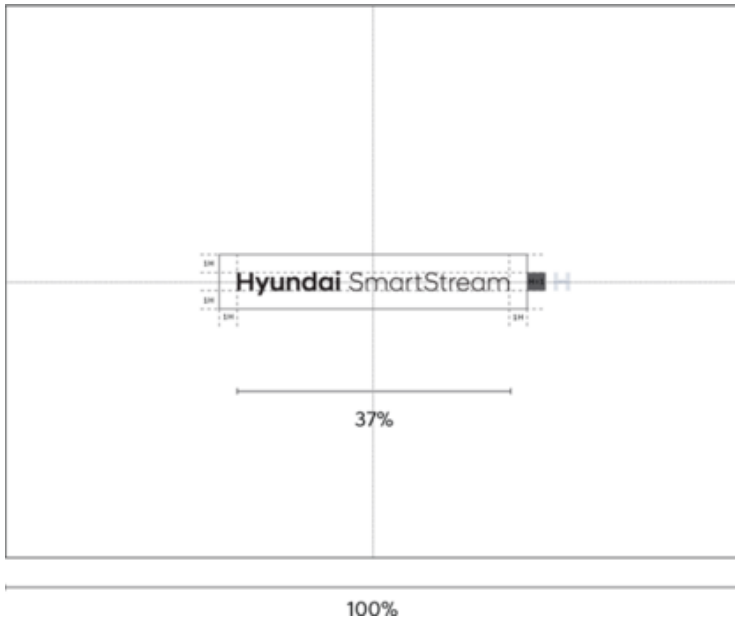
Positive version



Reversed version



16:9

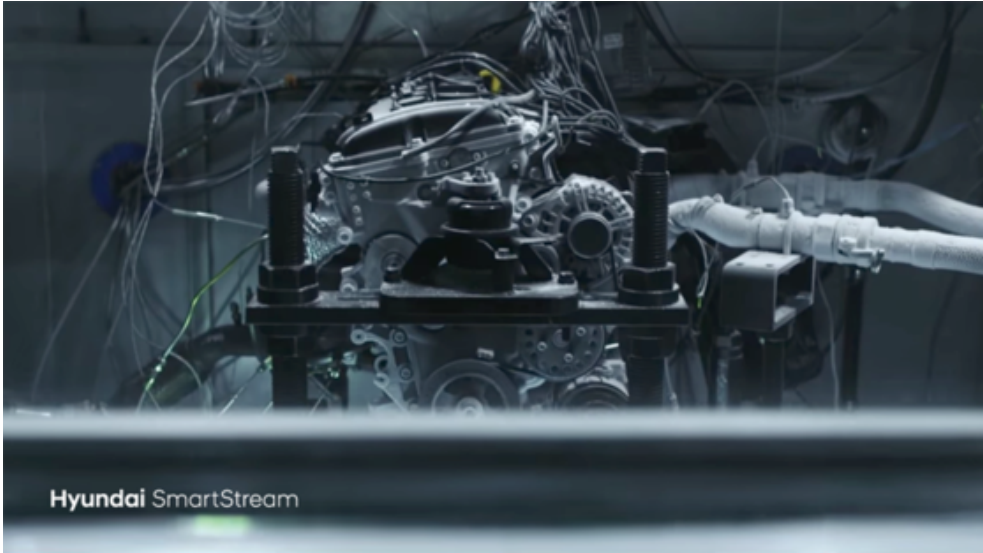


Variation B

The logo size is 25% of the total screen width. The logo is positioned in the lower left corner of the screen.



Positive version

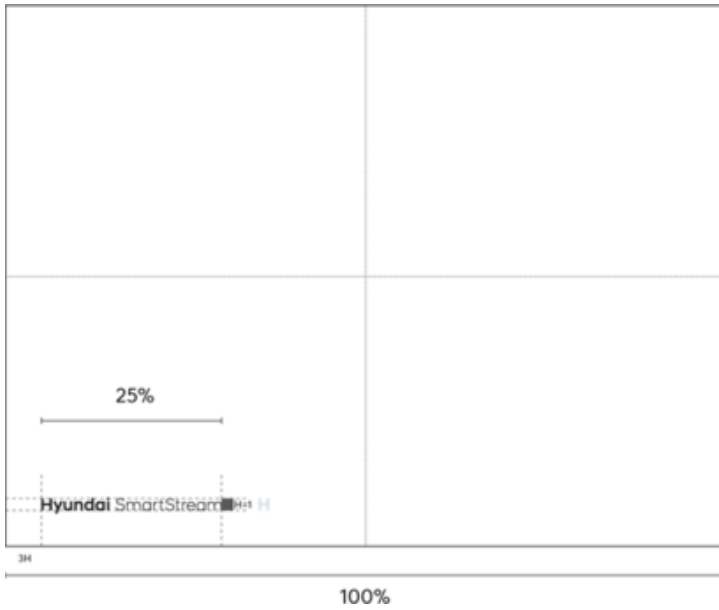


Reversed version



16:9

100%



4:3

Downloads

[201710_Hyundai_SmartStream_Logo.zip \(9.28 MB\)](#)

Warranty logo

Overview



TVC

Version A

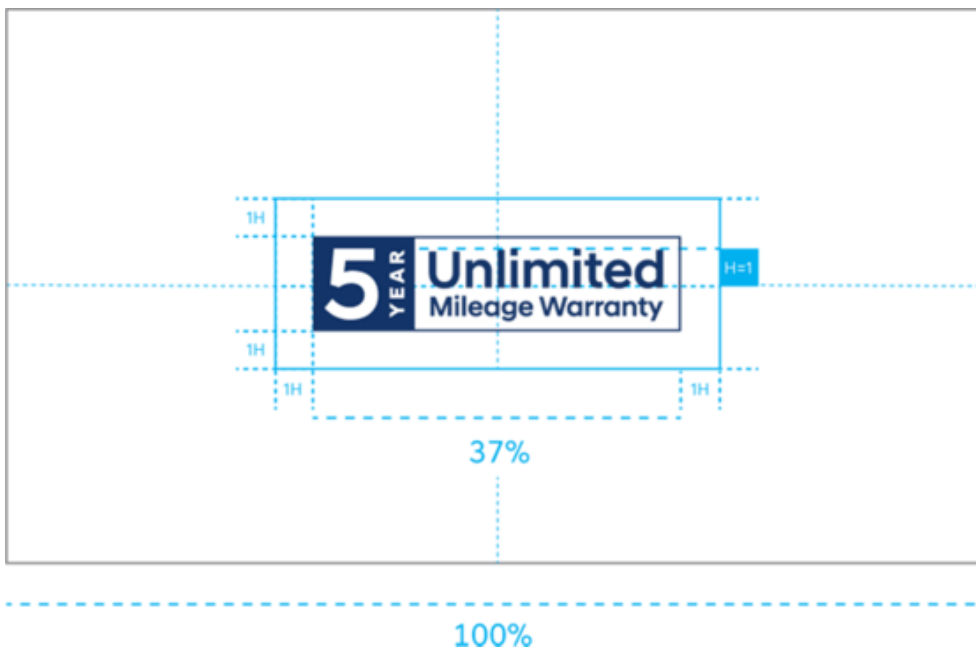
Animation

When a stronger emphasis is need for the warranty, you can place it by itself in the centre of the frame after the headline(product name) and before the Hyundai logo. To ensure legibility, the logo should have sufficient contrast with the background image. It should be placed on a quiet landscape with little movement.

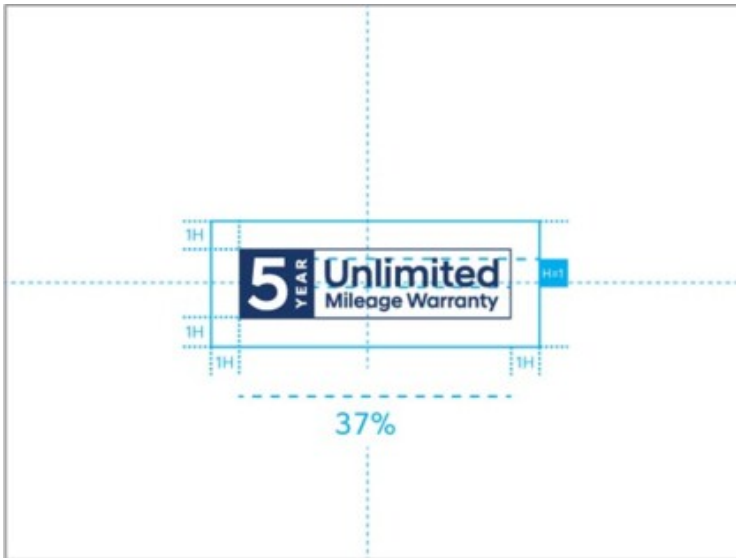


Size principles

The logo size is 37% of the total screen width. The logo is positioned in the exact center of the screen.



Positioning and logo protection zone on a 16:9 format



100%

Positioning and logo protection zone on a 4:3 format

Version B

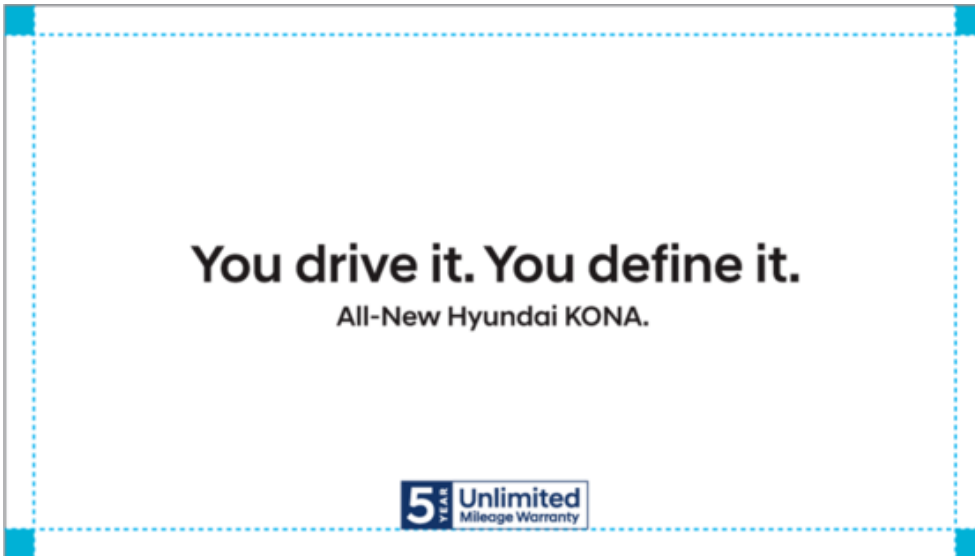
Animation

When a shorter clip is produced, you can also place the warranty logo centered under the headline or product name in the same frame. To ensure legibility, the logo should have sufficient contrast with the background image. It should be placed on a quiet landscape with little movement.

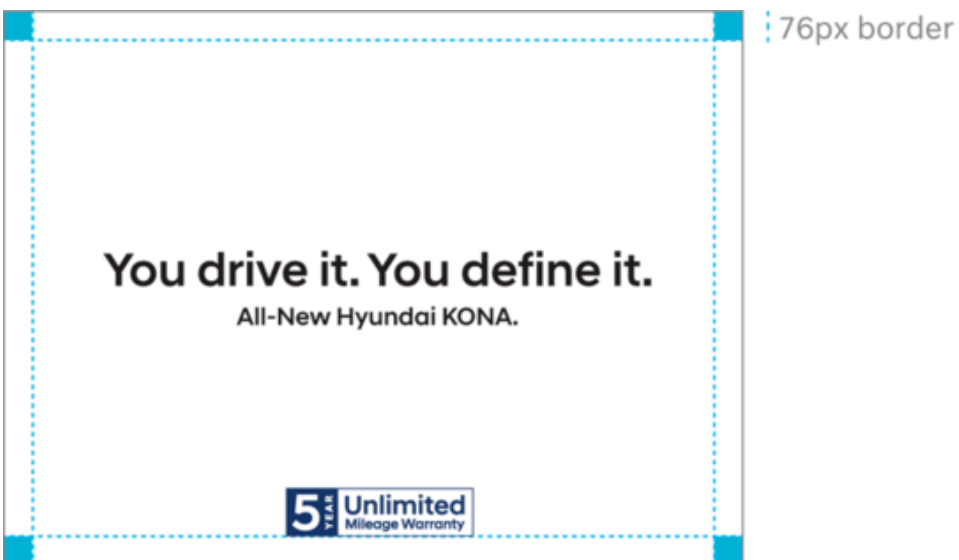


Size principles

The logo must be placed at least at a distance of 76px border to the screen edge.



Positioning on a 16:9 format



Positioning on a 4:3 format

Web banner

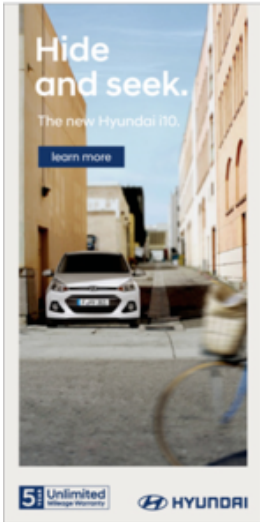
Half-page banner 300 x 600 pixels

When warranty logo is needed, place it outside on the stage layer.

Format features:

The warranty logo should be placed on the lower-left corner of the stage layer with a distance of 1 B to the left format edge and sized relative to the base unit (B). Get rid of the button when the eye-catcher is needed and make the banner itself become a link.

Warnaty Logo Placement



Dealer Ad



Structure



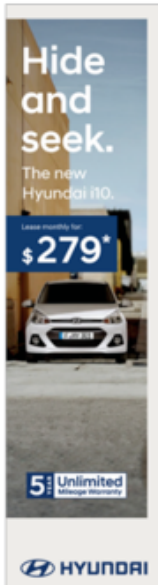
Skyscraper 160 x 600 pixels

For skyscraper banners, place the logo inside the story layer and get rid of the button, making the banner itself become a link. Same treatment is done when the eye-catcher is needed.

Warnaty Logo Placement



Dealer Ad



Square 300 x 250 pixels

When warranty logo is needed, place it outside on the stage layer.

Format features:

The warranty logo should be placed on the lower-left corner of the stage layer with a distance of 1 B to the left format edge and sized relative to the base unit (B). Get rid of the button when the eye-catcher is needed and make the banner itself become a link.

Warranty Logo Placement



Dealer Ad



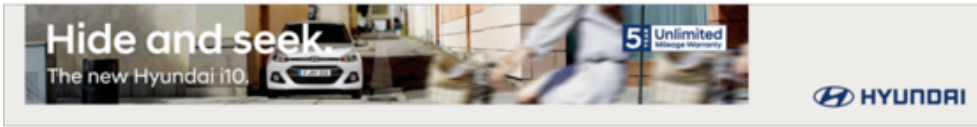
Structure



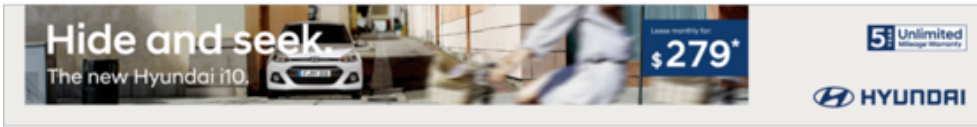
Leaderboard 728 x 90 pixels

Place the logo inside the story layer and get rid of the button, making the banner itself become a link. When the eye-catcher is needed, place the warranty logo on the upper-right corner of the stage layer with a distance of 1 B to the right format edge and sized relative to the base unit (B).

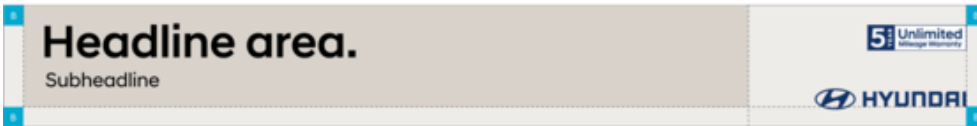
Warranty Logo Placement



Dealer Ad



Structure



Billboard 970 x 250 pixels

When warranty logo is needed, place it in the story layer and get rid of the button, making the banner itself become a link.

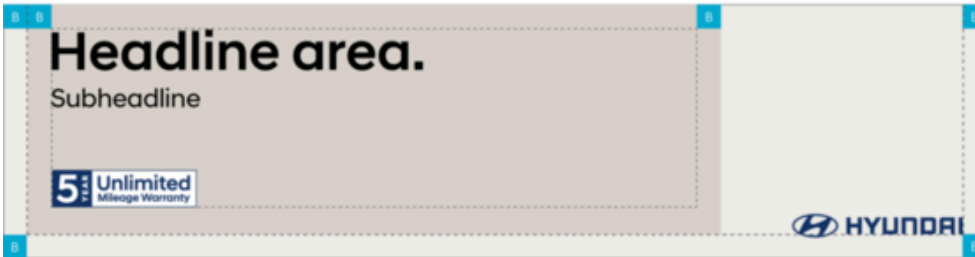
Format features:

The warranty logo should be placed on the lower-left corner of the story layer with a distance of 1 B to the left format edge and sized relative to the base unit (B). For dealer ads, the warranty logo is right aligned at the top with a distance of 1 B from the right format edge.

Warranty Logo Placement



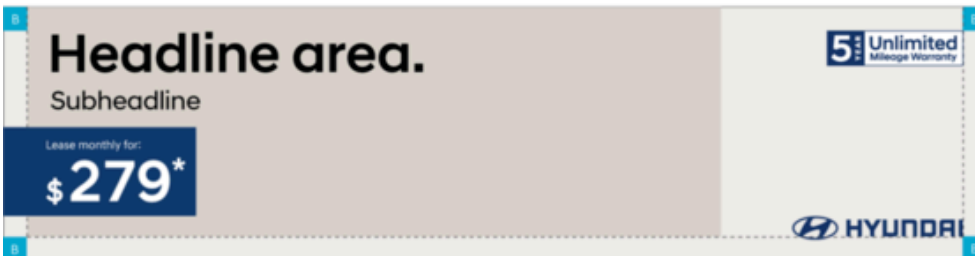
Structure



Dealer Ad



Structure



Downloads

📎 201801_Hyundai_Warranty_Logo.ai (1.54 MB)

CROWD @ Hyundai logo

Overview

The horizontal logo is the preferred logo and should be used wherever possible. Do not attempt to type out the logo, always use the .AI or .PNG file provided.

CROWD @ Hyundai

Horizontal logo (Preferred)

CROWD @ Hyundai

Vertical logo

CROWD Test Driving @ Hyundai

CROWD Buying @ Hyundai

Extended logo

Horizontal Logo

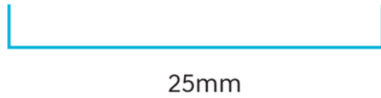
The horizontal logo is preferred and should be used wherever possible. In instances where the logo must appear smaller than the minimum size, vertical logo can be used. Do not attempt to type out the logo, always use the .AI or .PNG file provided. The integrity of the logo must be respected at all times. Never recreate or modify it in any way. Always use the proper color of the logo. Always keep clear space of 1H (height of the H on Hyundai) around the logo.



Minimum size

CROWD @ Hyundai

The horizontal logo cannot be reproduced smaller than 25mm in width.



Vertical Logo

A vertical logo version is also available. Like the horizontal logo, do not attempt to type out the logo, always use the .AI or .PNG file provided. Only use vertical logo when there is not enough space for the horizontal logo.



Minimum Size

**CROWD
@ Hyundai**

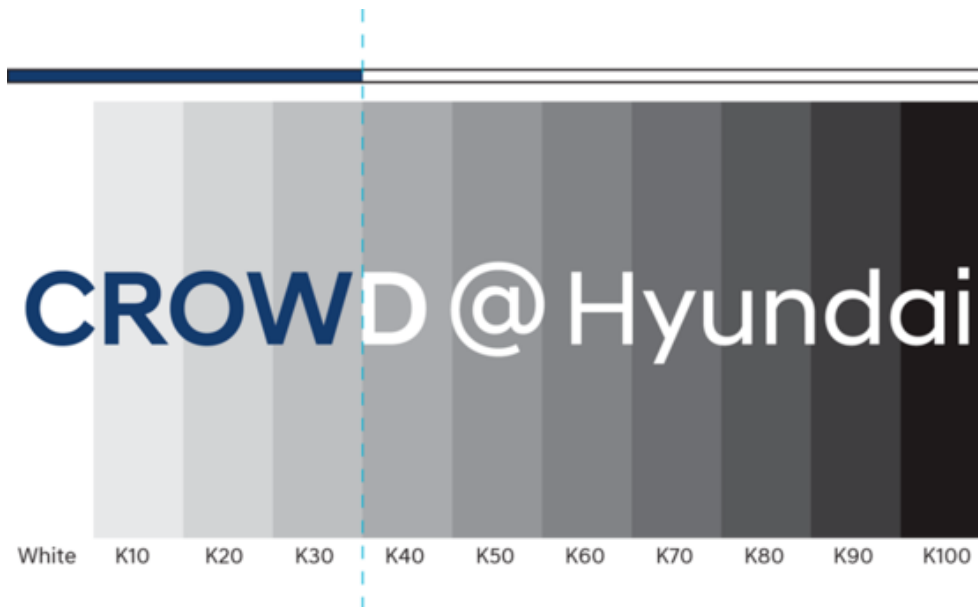
The horizontal logo cannot be reproduced smaller than 15mm in width.



Color

Palette

Hyundai Blue PMS 654C CMYK 100/75/10/40 RGB 0/44/95 HEX #002c5f	Black CMYK 0/0/0/100 RGB 0/0/0 HEX #000000	White CMYK 0/0/0/0 RGB 255/255/255 HEX #000000
--	--	--



Color variation

CROWD @ Hyundai

Color version (Primary)

CROWD @ Hyundai

Black version (only on B&W print)

Variation

Extension of the logo is added in between 'D' and '@' of the original logo in Hyundai Sans Head Regular. Words should be in title case, with same font size and color as the original logo.



CROWD Longer Name @ Hyundai

Extended horizontal logo example

CROWD
Name @ Hyundai

CROWD
Longer Name @ Hyundai

Extended vertical logo example

Margin

Margin of the extended logo must be set by exact measurement rules. Space in between '@' and 'H' is always fixed to 0.38H. Other margins are depended by which alphabet sits next to 'D' of CROWD and '@'.



Rules

CROWD Test Driving @ Hyundai



Vertical margin lines are shown below the 'D' (labeled 'y') and the '@' (labeled 'x').

Margin measurement guide
(Horizontal logo)

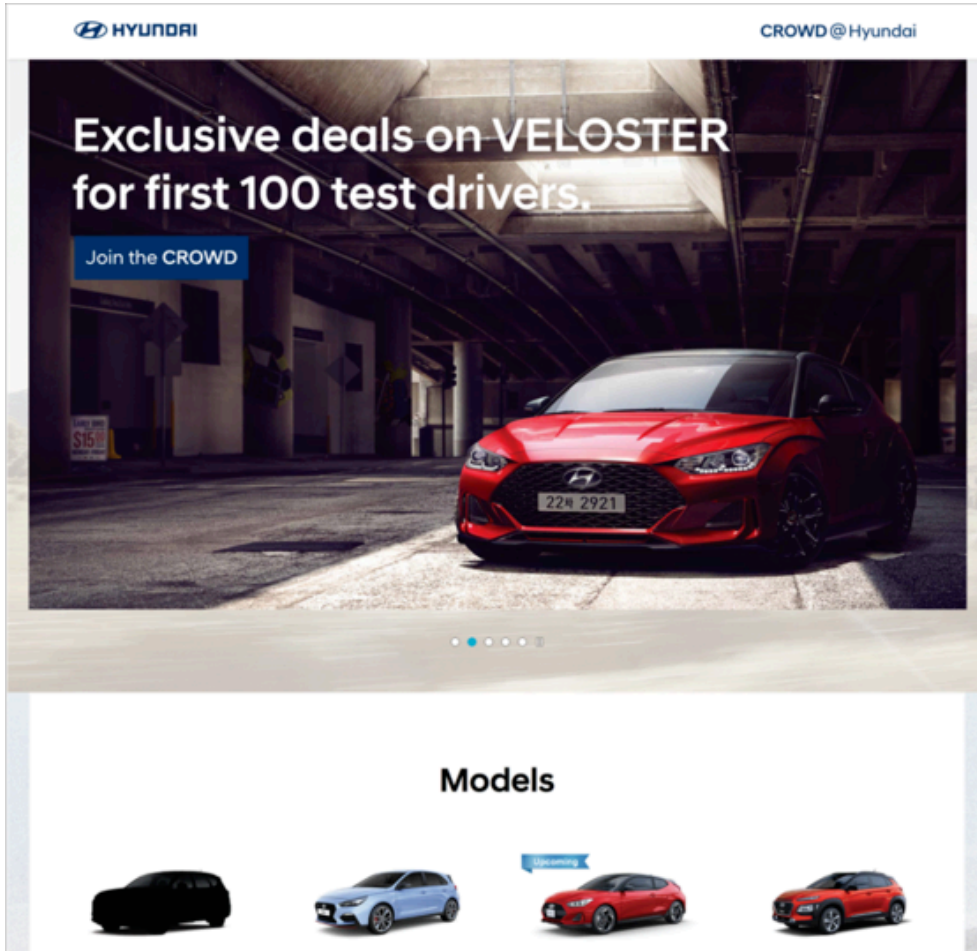
CROWD Test Driving @Hyundai

Margin measurement guide
(Vertical logo)

Alphabet	y	x	Alphabet	y	x
A	0.36H	0.36H	a	0.36H	0.36H
B	0.36H	0.36H	b	0.36H	0.36H
C	0.36H	0.36H	c	0.36H	0.36H
D	0.36H	0.36H	d	0.36H	0.36H
E	0.36H	0.36H	e	0.36H	0.36H
F	0.36H	0.36H	f	0.36H	0.36H
G	0.36H	0.36H	g	0.36H	0.36H
H	0.36H	0.36H	h	0.36H	0.36H
I	0.36H	0.36H	i	0.36H	0.36H
J	0.36H	0.36H	j	0.36H	0.36H
K	0.36H	0.36H	k	0.36H	0.36H
L	0.36H	0.36H	l	0.36H	0.36H
M	0.36H	0.36H	m	0.36H	0.36H
N	0.36H	0.36H	n	0.36H	0.36H
O	0.36H	0.36H	o	0.36H	0.36H
P	0.36H	0.36H	p	0.36H	0.36H
Q	0.36H	0.36H	q	0.36H	0.36H
R	0.36H	0.36H	r	0.36H	0.36H
S	0.36H	0.36H	s	0.36H	0.36H
T	0.36H	0.36H	t	0.36H	0.36H
U	0.36H	0.36H	u	0.36H	0.36H
V	0.36H	0.36H	v	0.36H	0.36H
W	0.36H	0.36H	w	0.36H	0.36H
X	0.36H	0.36H	x	0.36H	0.36H
Y	0.36H	0.36H	y	0.36H	0.36H
Z	0.36H	0.36H	z	0.36H	0.36H

 = 0.38H
 = 0.36H

Applications



HYUNDAI CROWD@Hyundai

Exclusive deals on VELOSTER for first 100 test drivers.

Join the CROWD

Models

Four car models are shown: a black sedan, a light blue hatchback, a red hatchback (highlighted with a blue callout), and a red SUV.

This webpage banner features a large image of a red Hyundai Veloster in a parking garage. The text 'Exclusive deals on VELOSTER for first 100 test drivers.' is prominently displayed. A blue button labeled 'Join the CROWD' is positioned to the left. Below the main image, a section titled 'Models' shows four car variants: a black sedan, a light blue hatchback, a red hatchback (which is highlighted with a blue callout), and a red SUV. A small navigation bar with five dots is located below the main image.

Webpage



Exclusive deals on VELOSTER for first 400 customers.

CROWD@Hyundai

Log on to www.hyundai.com

HYUNDAI

This online banner features a large image of a red Hyundai Veloster in a parking garage. The text 'Exclusive deals on VELOSTER for first 400 customers.' is prominently displayed. Below the main image, the text 'Log on to www.hyundai.com' is visible. The Hyundai logo and 'HYUNDAI' text are located in the bottom right corner.

Online-banner

**Exclusive deals on GRANDEUR
for first 100 test drivers.**

CROWD Test Driving @Hyundai



Log on to www.hyundai.com



Online-banner

**Exclusive deals on KONA
for first 400 customers.**

CROWD Buying @Hyundai

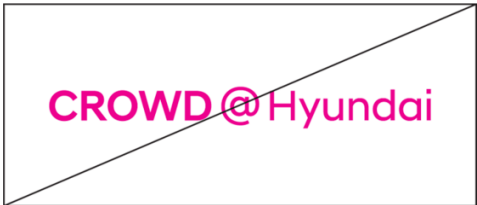


Log on to www.hyundai.com

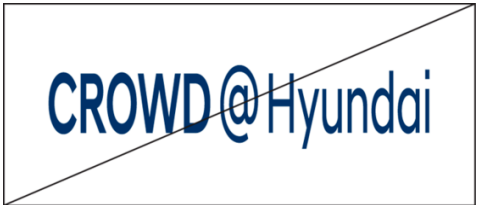


Online-banner

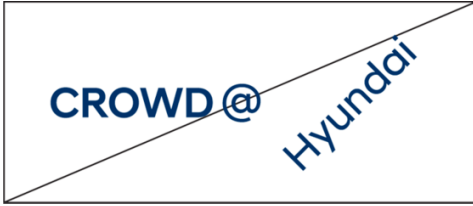
Don'ts



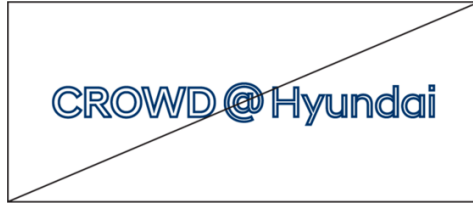
Do not change the color.



Do not change proportion.



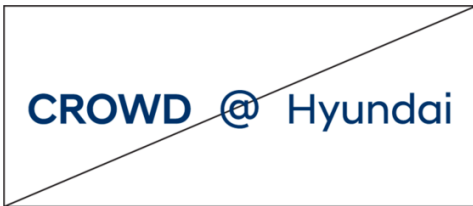
Do not rotate the logo.



Do not outline the logo.



Do not use drop shadow.



Do not change the spacing of the logo.



Do not use a low-res image.



Do not change the typeface.



Do not place logo on a busy background.

BLUEDRIVE logo

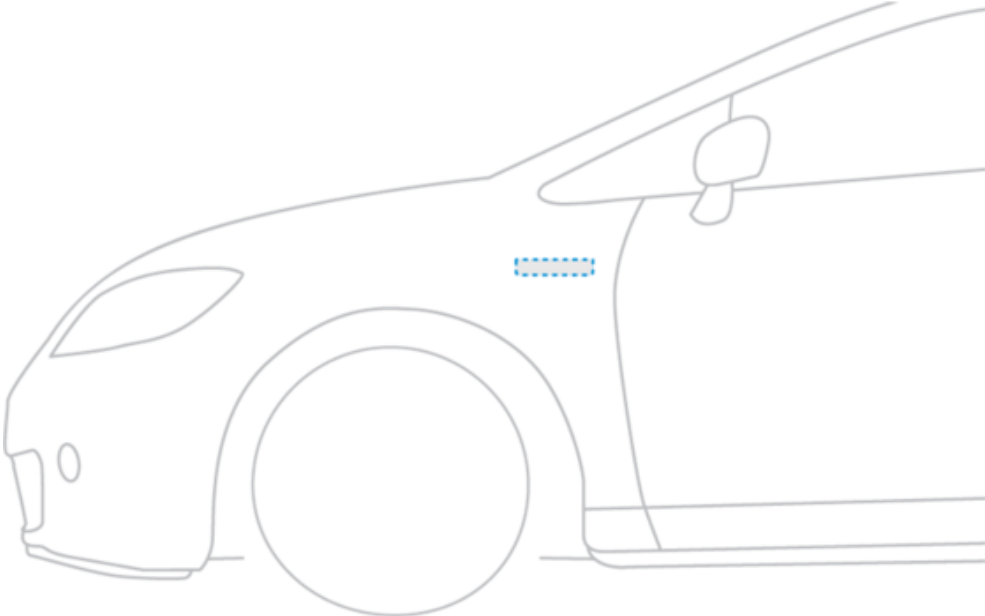
Overview

Connected

Everything is connected in the great circle of life. Our main design concept is focused on Hyundai's technological advancement and mutual connection to our customers. The blue color palette represents the bigger eco-friendly future that Hyundai is striving towards-beyond the green benefits.



Placement



Clear space



Minimum size



20mm

The horizontal logo cannot be reproduced smaller than 20mm in width.

Variation



Full color 3D version (TBD)



Full color 2D version



Grayscale version



1 color version

Color

BD Blue Pantone 2194C CMYK 100/25/0/0 RGB 0/143/213 HEX #008FD5	BD Gray Pantone Cool Gray 1C CMYK 4/2/4/8 RGB 223/223/223 HEX #DFE1DF	White Black
--	--	----------------------------------

Usage

Background



White



K 10



K 20



K 30



K 40



K 50



K 60



K 80



K 100

Incorrect



Do not change colors.



Do not stretch the logo.



Do not outline the logo.



Do not use drop shadow.



Do not use low-res image.



Do not change the typeface.



Do not rotate the logo.



Do not use on a busy background.

Downloads

[201805_Hyundai_BLUEDRIVE_Logo_Full color.zip](#) (2.47 MB)

[201805_Hyundai_BLUEDRIVE_Logo_Black color.zip](#) (2.46 MB)

BLUEmembers logo



Downloads

📄 [201811_Hyundai_BLUEmembers_Guidelines.pdf](#) (3.93 MB)

📦 [201811_Hyundai_BLUEmembers_Logo.zip](#) (6.10 MB)

Bluelink logo



Bluelink is a connected car service of the Hyundai Motor Company.
It connects you, your car, your world and your future.



Guidelines

- 📄 [202004_Hyundai_Bluelink_Guideline_ENG](#) (5.00 MB)
- 📄 [202004_Hyundai_Bluelink_Guideline_KOR](#) (5.02 MB)

Logo

- 📄 [202004_Hyundai_Bluelink_Logo](#) (4.06 MB)

Icon

- 📄 [202004_Hyundai_Bluelink_Icon](#) (1.84 MB)

Hyundai Showroom Live logo



Guidelines

- [HSL_logo_guideline_eng.pdf \(563 KB\)](#)
- [HSL_logo_guideline_kr.pdf \(570 KB\)](#)

Logo

Hyundai Showroom Live

- [HSL Logo file.zip \(4.16 MB\)](#)

Hyundai Showroom Live 

[HSL Chat Logo file.zip](#) (4.22 MB)

HTV CI



Guidelines

[HTV_CI_miniguide_fin.pdf](#) (459 KB)

Logo

[HTV_CI_Primary_fin.ai](#) (1.34 MB)

[HTV_CI_Secondary_fin.ai](#) (1.35 MB)

[HTV_CI_fin.ai](#) (1.36 MB)

Tone of voice

The Hyundai brand language provides writers with a powerful set of tools for creating highly effective content, stories, and messages.

Our tone of voice

Creating a distinctive tone of voice is critical to our brand image. That is why it is important to pay careful consideration to text elements, including headlines, subheadlines, and body copy.

Hyundai headlines should be

- bold and eye-catching;
- short, simple, and to the point;
- inspired by real life and inclusive;
- relevant to our products and customers;
- warm and friendly.

Our body copy should be

- crisp, concise, and impactful;
- informative without being dry.

**What drives us.
Own the moment.
From A to be.
Ride together.**

Headline examples

We're rethinking your entire mobility experience, from your next family trip to the way you commute to work. So get ready to enjoy the ride.

Body copy examples

Don'ts

Here are some examples of ineffective copywriting:

Headline examples

~~**Bursting with features.**~~

Don't put excessive focus on product attributes.

~~**Better than the rest.**~~

Avoid statements that sound brash or arrogant.

~~**Rip up the road.**~~

Ensure headlines are not aggressive, destructive, or overly macho.

~~**Say Hy to Hyundai.**~~

Avoid puns or brand-focused word play.

Body copy example

~~Hyundai's 2.0 litre direct injection four cylinder petrol engine is available exclusively in 2WD Tucson ActiveX, combined with Hyundai's advanced six speed automatic transmission.~~

Minimize the excessive use of technical terminology.

Applications

The Hyundai design portfolio provides a rich set of applications, covering each critical touchpoint along the customer experience journey.



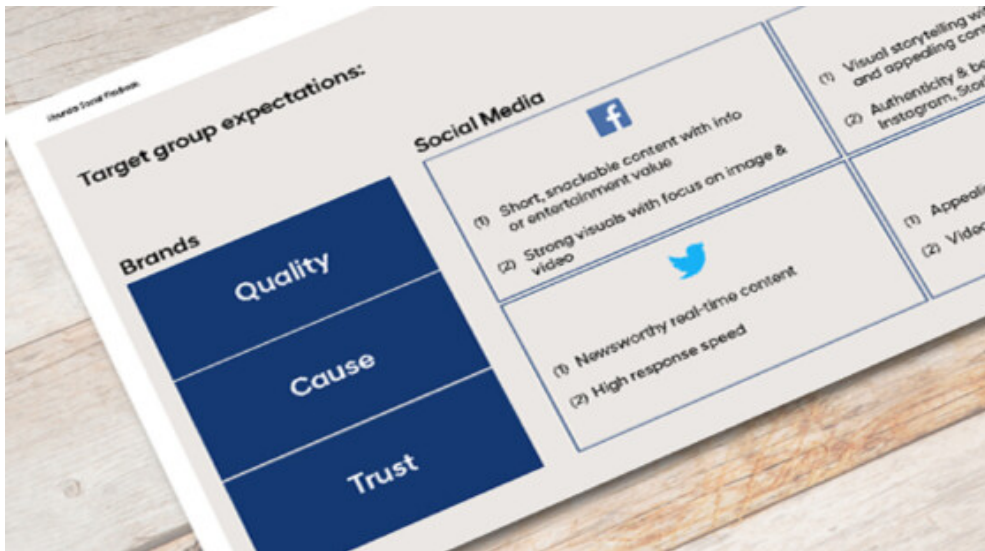
Stationery



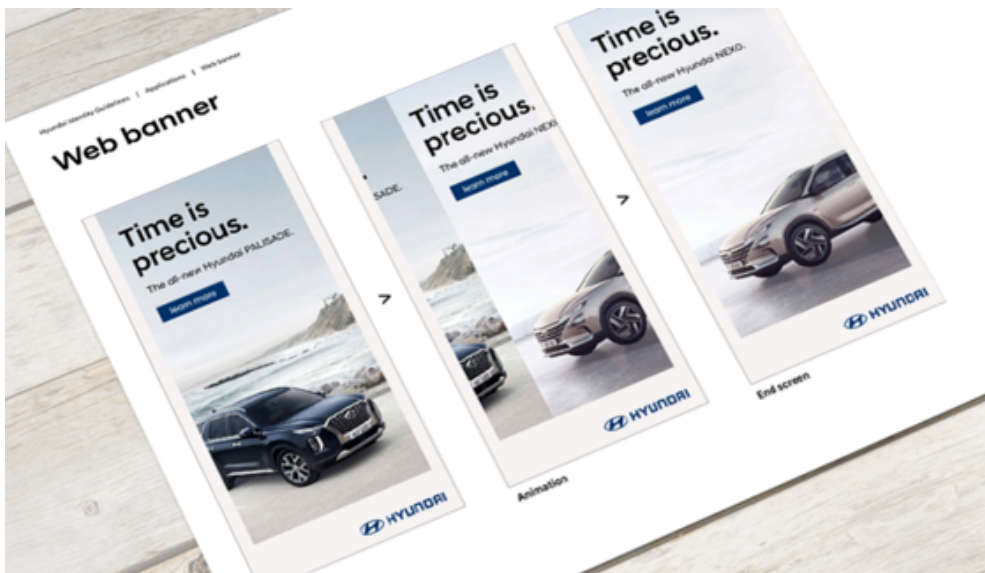
Advertising



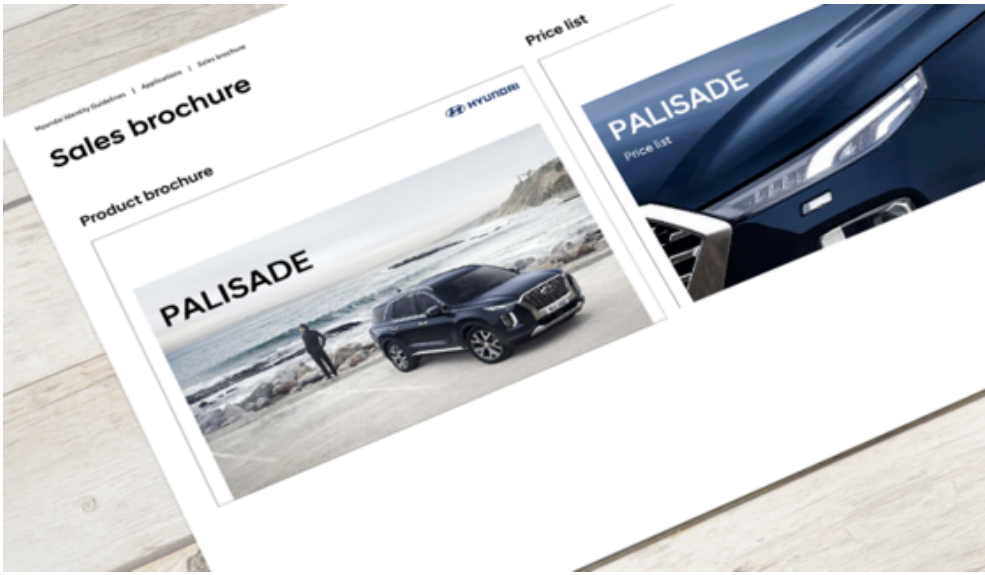
Digital design



Social Playbook



Web banner



Sales brochure



Magazine



Collateral



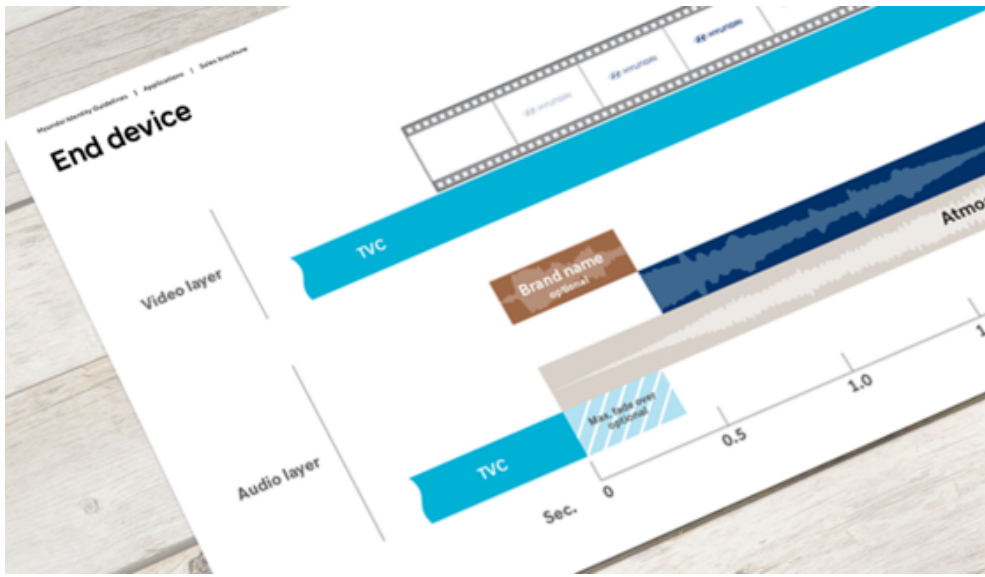
Vehicles



Merchandise



Sponsoring & collaboration



End device



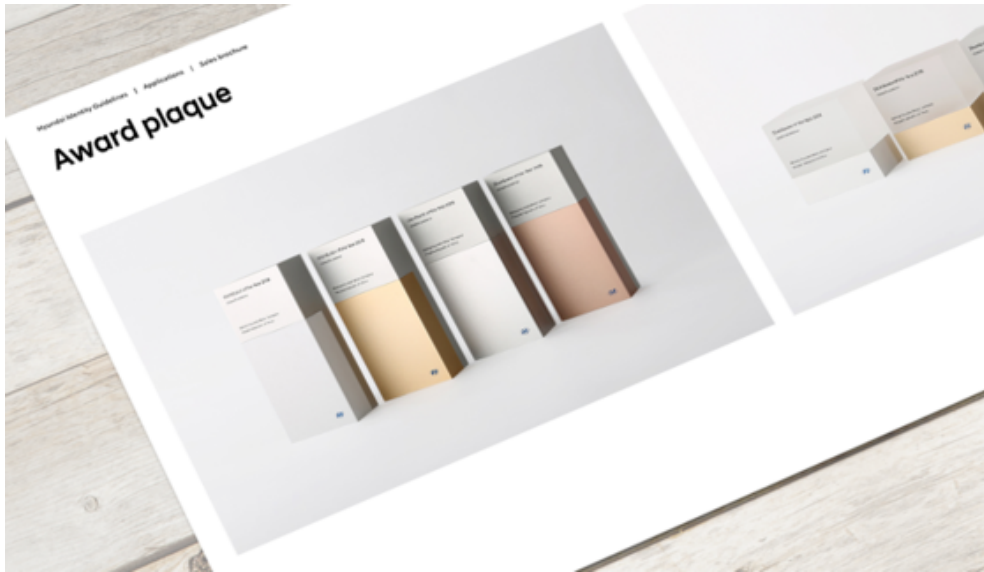
Owners manual



License guard



Event package



Award plaque

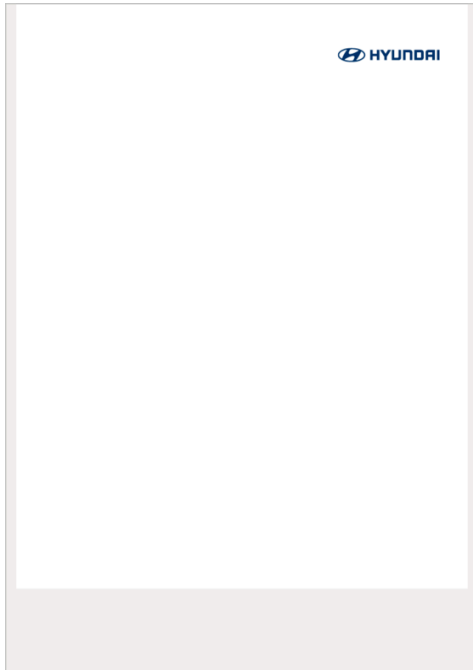


Dealer & After sales ads

Stationery

By leveraging our logo and the design stage layer, Hyundai stationery communicates our brand in all formal letters and correspondence.

Letterhead



Blank stationery

Formal letters of correspondence should be printed on professionally supplied office stationery featuring the Hyundai logo and stage layer.

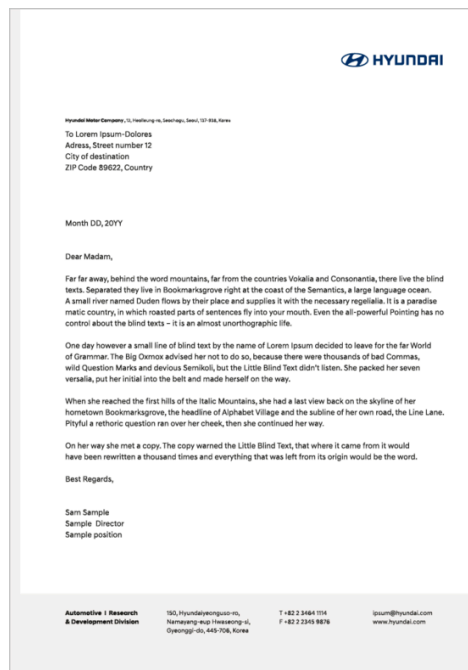
The position of the address and return address fields may need to be adjusted to comply with user country postal standards.

Specifications

- Dimensions: A4 (210 × 297 mm)
- Printing colors: Hyundai Blue, Hyundai Light Sand
- Recommended paper: Araveal, snow white, 105 g



Printed example 1: Hyundai Motor Company (including company address, telephone, and URL)



Printed example 2: letterhead for a Hyundai division (R&D address, telephone, e-mail, and URL)

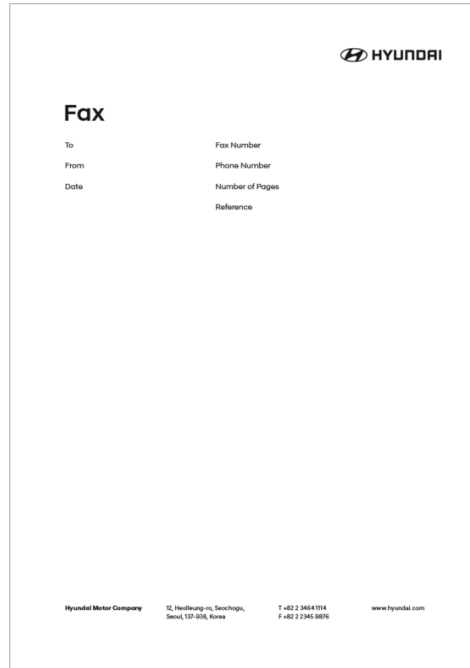
Press releases and faxes

Specifications

- Dimensions: 210 × 297 mm
- Printing colors: 3C – Hyundai Blue, Hyundai Sand, black
- Recommended paper: Araveal, snow white, 105 g



Press releases

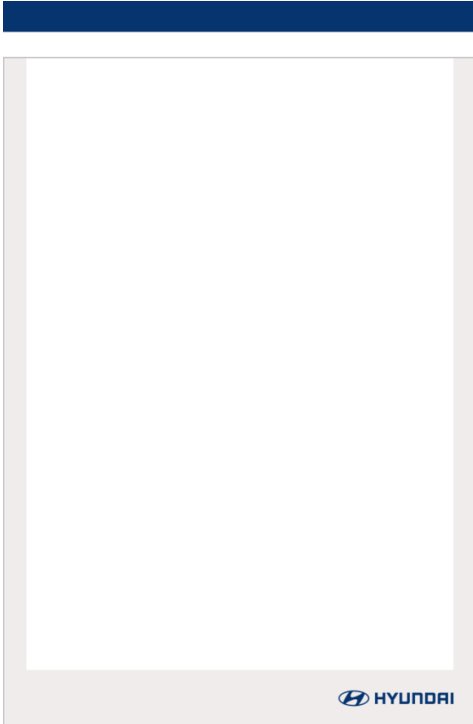


Fax

Memo pad A5

Specifications

- Dimensions: 148.5 × 210 mm
- Enhancement: edge printing
- Printing colors: 2C – Hyundai Blue, Hyundai Sand
- Recommended paper: Araveal, snow white, 105 g



Top edge - Hyundai Blue

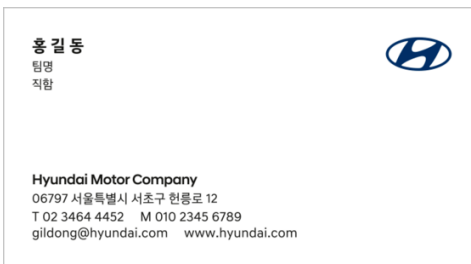


Business card

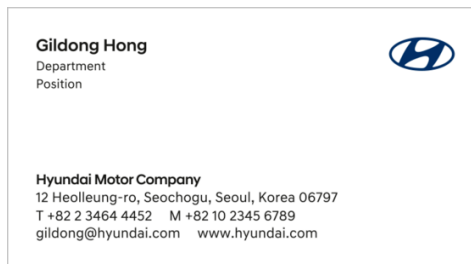
Overview

The front side lists personal information and features the Hyundai symbol. We differentiate between Korean, non-Korean (e. g., Latin alphabet), and bilingual business cards.

Company portraits may be used. The reverse side features the Hyundai logo in the center of the card.



Front side: Korean



Front side: Latin alphabet (English)



Front side: bilingual



Front side: engineer



Front side: car sales specialist



Reverse side (applies to all business cards)

Structure and enhancement

All of the text elements are left-aligned.

The Hyundai symbol is always positioned at the top right of the card's front side.

The Hyundai logo, including both the symbol and wordmark, is always placed in the center of the card's reverse side. A UV coating is used as an enhancement.

Specifications

- Dimensions: 90 × 50 mm
- Printing colors: Hyundai Blue, black
- Recommended paper: Vent Nouveau, 320 g
- Enhancement: Hyundai logos are UV coated



Front side: structure and enhancement



Reverse side: enhancement

- 1 Hyundai Sans Head KR OTF Medium
- 2 Hyundai Sans Text KR OTF Regular
- 3 Hyundai Sans Text KR OTF Regular
- 4 Five spaces
- 5 UV coated

Folder

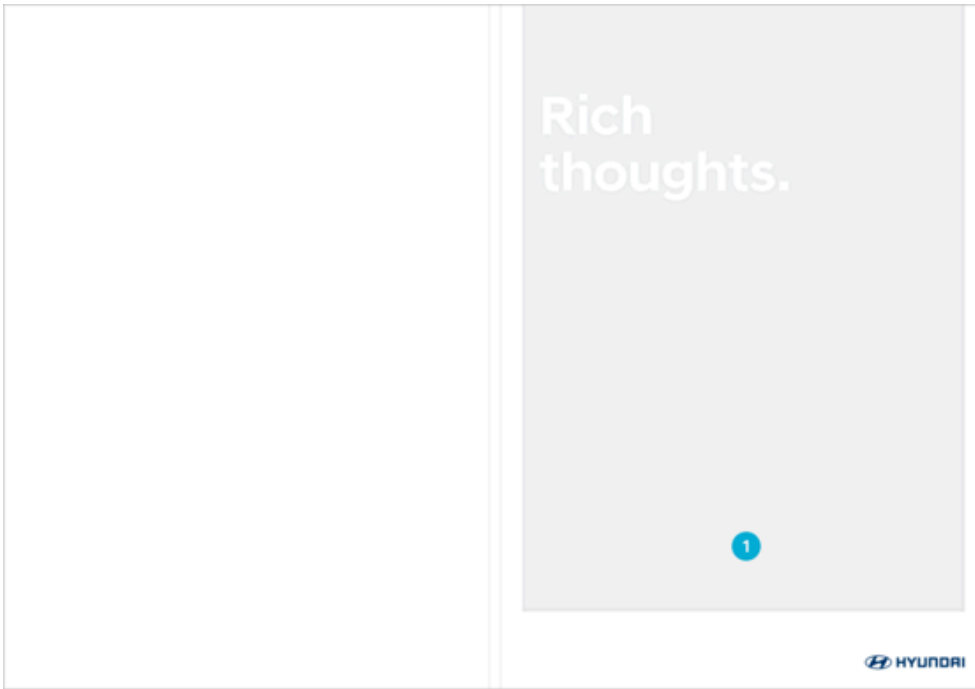
Approval folder

The approval folder has a white cover with a debossed, UV-coated story layer. A headline with no enhancement is placed in the story layer.

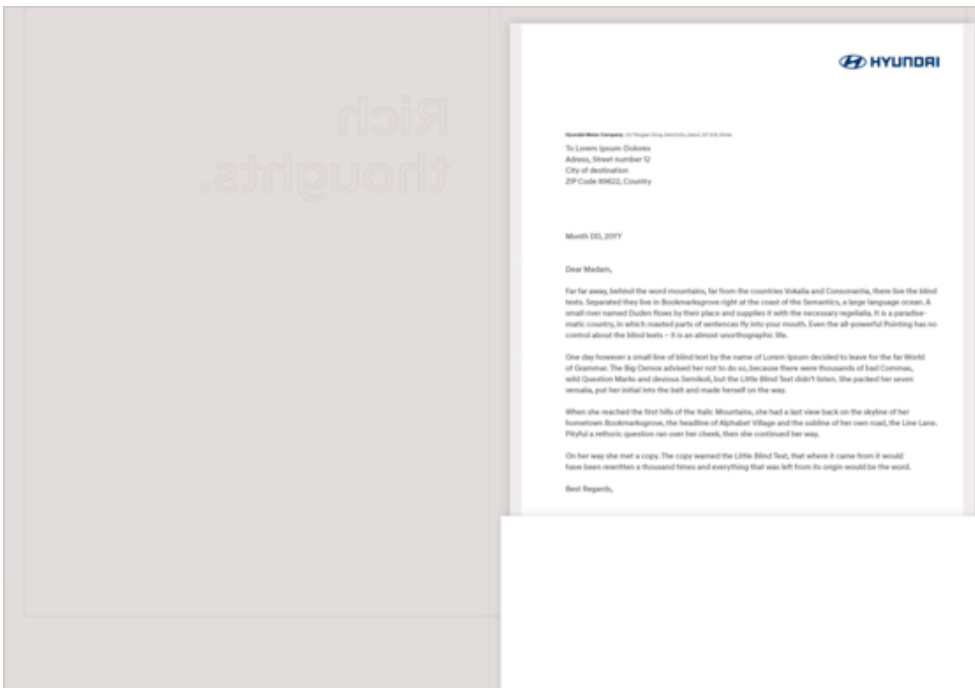
The Hyundai logo is placed in the bottom-right corner of the format.

Specifications

- Dimensions: 445 × 310 mm
- Printing colors: Hyundai Blue, Hyundai Sand
- Recommended paper: Gipogi, uncoated, medium rough, 335 g
- Enhancement: story layer is debossed and UV coated



Cover: story layer (1) is debossed and UV-coated; white headline has no enhancement



Inside, Hyundai Sand

Ideas in action.

Alternative headline

Document folder

The cover of the document folder is white with Hyundai Sand used for the story layer. A white headline is placed in the story layer.

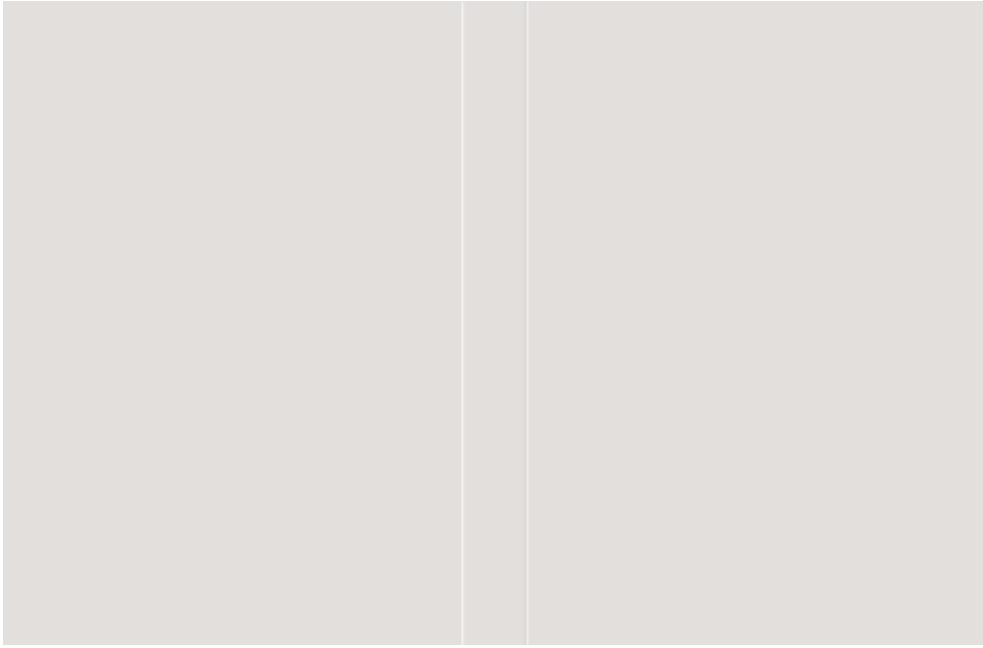
The Hyundai logo is placed in the bottom-right corner of the format. The color on the inside of the document folder may be either Hyundai Sand or Hyundai Blue.

Specifications

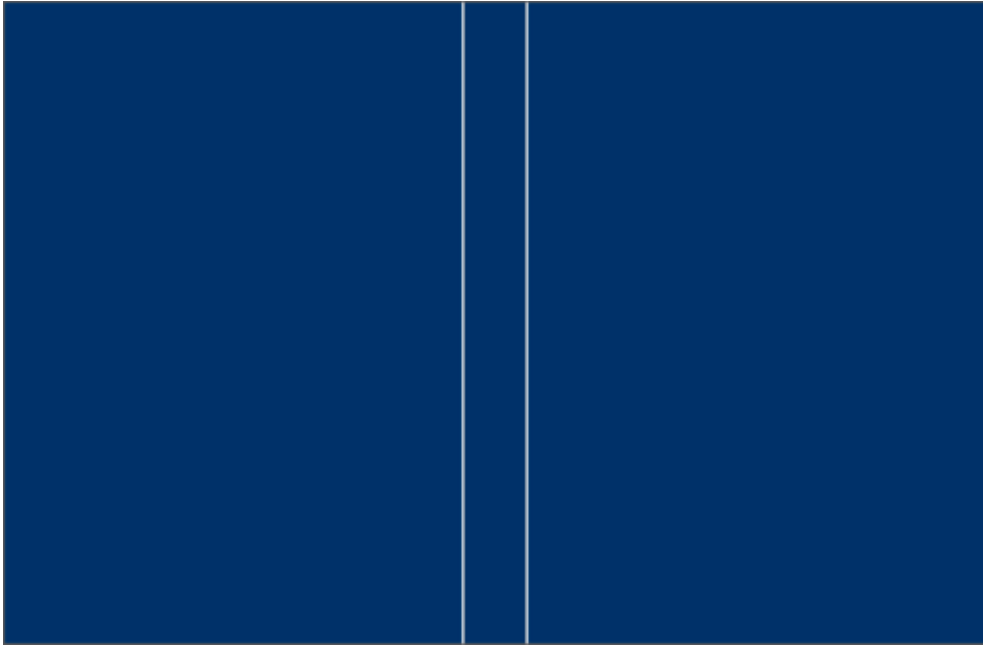
- Dimensions: 466 × 306 mm
- Printing colors: Hyundai Blue, Hyundai Sand, black
- Recommended paper: Gipogi, uncoated, medium rough, 335 g



Cover



Inside, option 1: Hyundai Sand



Inside, option 2: Hyundai Blue

**Living
experiences.**

Alternative headline

Award and certificate

Awards and certificates are printed on heavier stock paper.

A Hyundai sticker, produced separately, shows a debossed Hyundai symbol on a Hyundai Gold background.

Specifications

- Dimensions: A4 (210 × 297 mm)
- Printing colors: Hyundai Blue, Hyundai Sand, black
- Recommended paper: Araveal, snow white, 233 g
- Enhancement: separate sticker with debossed Hyundai logo



1: Separate sticker with debossed Hyundai logo

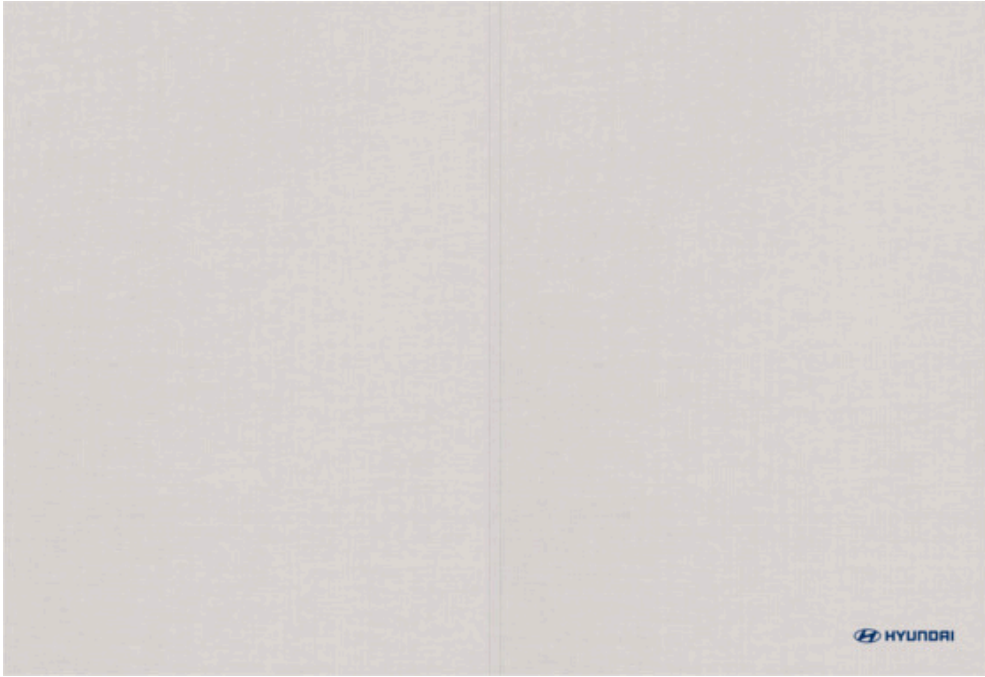
Certificate folder

The certificate folder cover should be made of a high-quality material such as linen.

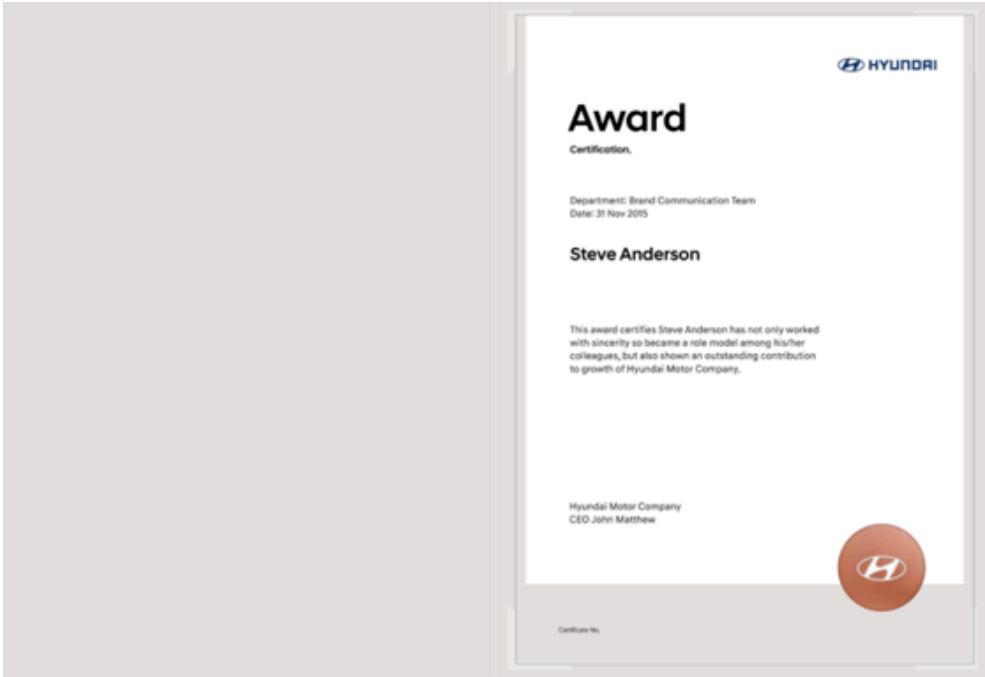
The logo on the front cover may be debossed. The inside color can be Hyundai Sand or Hyundai Blue.

Specifications

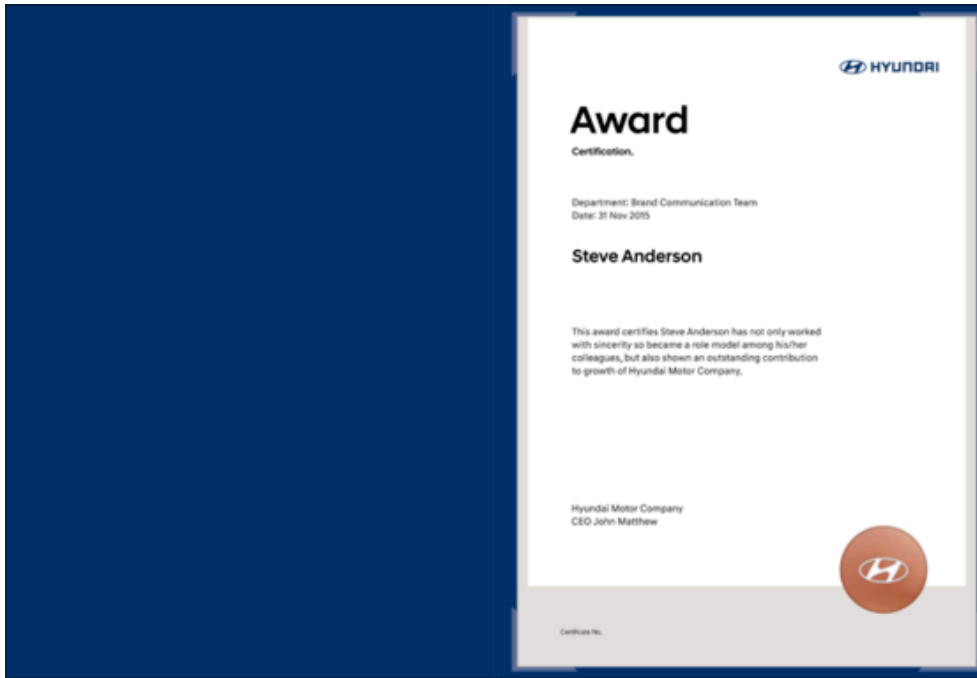
- Dimensions: 445 × 310 mm
- Printing color: Hyundai Blue
- Recommended paper: linen
- Enhancement: high-quality material (e. g., linen); logo on the front cover may be debossed



Cover



Inside, option 1: Hyundai Sand



Inside, option 2: Hyundai Blue

Envelopes

English – external communication

White envelopes with the Hyundai logo and company information are standard.

The inside color of the envelopes is Hyundai Blue. Headlines may be printed on the flap in Hyundai Sand.

Specifications

- Dimensions: varies; see below
- Printing colors: Hyundai Blue, Hyundai Sand, black
- Recommended paper: Araveal, snow white, 105 g



Large envelope (330 × 245 × 40 mm)

Hyundai Motor Company
12 Heolleung-ro, Seochogu, Seoul, Korea 06797
T +82 2 3464 1114 www.hyundai.com



Medium envelope (265 × 190 × 35 mm)



Small envelope (220 × 103 × 52 mm)



Small envelope with window frame (220 × 103 × 52 mm)



Small envelope, reverse and interior

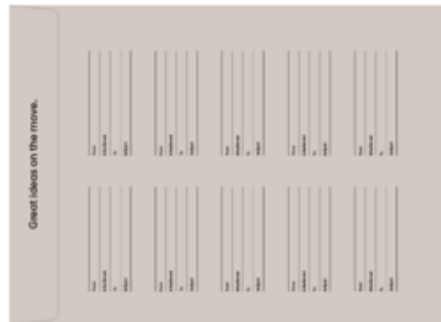
English – internal

Hyundai envelopes for internal use are printed on recycled paper.

Envelopes are printed with the Hyundai logo and company information in the top-left corner. Headlines may be printed on the flap on the black.

Specifications

- Dimensions: varies; see below
- Printing color: black
- Recommended paper: NT Rasha #144, 116 g



Large envelope (337 × 244 × 37 mm)



Medium envelope (263 × 190 × 27 mm)



Small envelope (222 × 104 × 16 mm)

E-mail signature

HTML version

The e-mail signature identifies the sender and is a key component of brand communication. It should be set up according to the template on the right.

If possible, Hyundai Sans should be used for the e-mail signature font.



홍길동 Gil Dong Hong
팀명 Department
직함 Position
T +82 2 3464 1114 M +82 10 2345 6789
gildong.hong@hyundai.com www.hyundai.com

Hyundai Motor Company

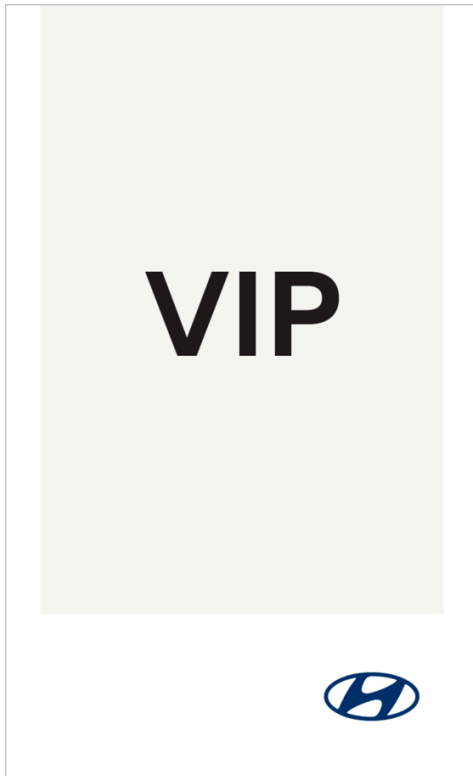
ID card

The story layer on the front and back side of the card is in Hyundai Light Sand and is UV coated.

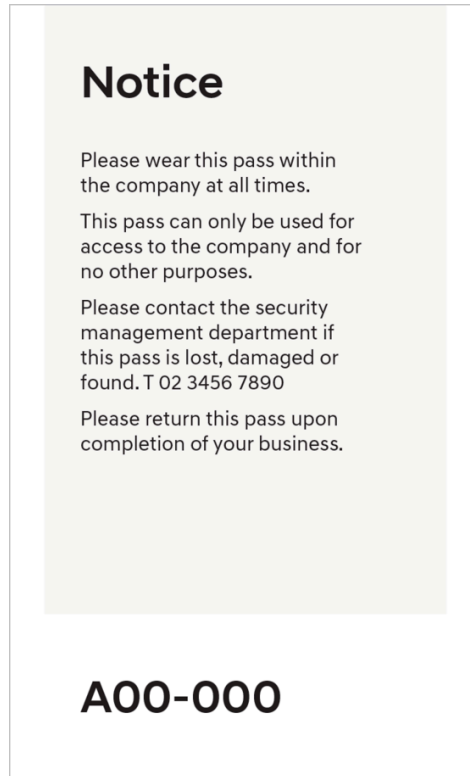
The Hyundai symbol is located in the bottom-right corner of the front side of the card and is UV coated.

Specifications

- Dimensions: 40 × 66 mm
- Printing colors: Hyundai Blue, Hyundai Light Sand, black
- Recommended paper: Metapaper, extra rough, white, 120 g



Temporary/visitor card: front

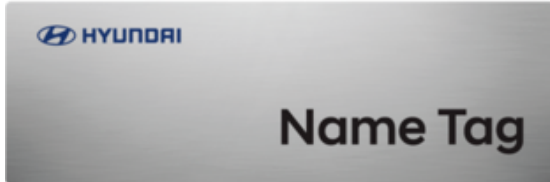


Temporary/visitor card: reverse

Name tag

Specifications

- Dimensions: W 60mm x H 20mm
- Printing Colours: Deep Blue, Black
- Recommended Material: Stainless Steel, Paper
- Printing Method: Engraving by Etcing
- Attaching Method: Magnet
- Font : Hyundai Sans Head Medium
- Size : 26pt (Korean) / 16pt (English or other languages)



Downloads

PDF

- 📄 201711_Hyundai_Stationery_Approval folder.pdf (318 KB)
- 📄 201711_Hyundai_Stationery_Award&Certificate folder.pdf (942 KB)
- 📄 201711_Hyundai_Stationery_Award.pdf (2.15 MB)
- 📄 201712_Hyundai_Stationery_Business card.pdf (236 KB)
- 📄 201711_Hyundai_Stationery_Certificate.pdf (2.15 MB)
- 📄 201801_Hyundai_Stationery_Envelope_External_Large.pdf (414 KB)
- 📄 201801_Hyundai_Stationery_Envelope_External_Medium.pdf (412 KB)
- 📄 201711_Hyundai_Stationery_Envelope_External_Small.pdf (47.9 KB)
- 📄 201801_Hyundai_Stationery_Envelope_Internal_Large.pdf (429 KB)
- 📄 201801_Hyundai_Stationery_Envelope_Internal_Medium.pdf (425 KB)
- 📄 201711_Hyundai_Stationery_Envelope_Internal_Small.pdf (45.1 KB)
- 📄 201711_Hyundai_Stationery_Fax.pdf (45.5 KB)
- 📄 201711_Hyundai_Stationery_Invitation card envelope.pdf (548 KB)
- 📄 201804_Hyundai_Stationery_ID card.pdf (921 KB)
- 📄 201711_Hyundai_Stationery_Invitation card.pdf (555 KB)
- 📄 201711_Hyundai_Stationery_Letterhead(Press).pdf (46.9 KB)
- 📄 201711_Hyundai_Stationery_Memo pad.pdf (305 KB)
- 📄 201711_Hyundai_Stationery_News release.pdf (45.8 KB)
- 📄 201711_Hyundai_Stationery_Note.pdf (2.57 MB)
- 📄 201711_Hyundai_Stationery_Spec board sheet.pdf (73.3 KB)
- 📄 201712_Hyundai_Stationery_Greeting card.pdf (75.8 MB)

AI

- 📄 201711_Hyundai_Stationery_Approval folder.ai (1.33 MB)

- 📁 201711_Hyundai_Stationery_Award&Certificate folder.ai (2.62 MB)
- 📁 201711_Hyundai_Stationery_Award.ai (4.74 MB)
- 📁 201712_Hyundai_Stationery_Business card.ai (225 KB)
- 📁 201711_Hyundai_Stationery_Certificate.ai (4.74 MB)
- 📁 201801_Hyundai_Stationery_Envelope_External_Large.ai (1.07 MB)
- 📁 201801_Hyundai_Stationery_Envelope_External_Medium.ai (1.07 MB)
- 📁 201711_Hyundai_Stationery_Envelope_External_Small.ai (828 KB)
- 📁 201801_Hyundai_Stationery_Envelope_Internal_Large.ai (273 KB)
- 📁 201801_Hyundai_Stationery_Envelope_Internal_Medium.ai (274 KB)
- 📁 201711_Hyundai_Stationery_Envelope_Internal_Small.ai (826 KB)
- 📁 201711_Hyundai_Stationery_Fax.ai (834 KB)
- 📁 201804_Hyundai_Stationery_ID card.ai (1.65 MB)
- 📁 201711_Hyundai_Stationery_Invitation card envelope.ai (1.67 MB)
- 📁 201711_Hyundai_Stationery_Invitation card.ai (1.67 MB)
- 📁 201711_Hyundai_Stationery_Letterhead(Press).ai (839 KB)
- 📁 201711_Hyundai_Stationery_Memo pad.ai (1.29 MB)
- 📁 201711_Hyundai_Stationery_News release.ai (835 KB)
- 📁 201711_Hyundai_Stationery_Note.ai (5.48 MB)
- 📁 201711_Hyundai_Stationery_Spec board sheet.ai (975 KB)
- 📁 201712_Hyundai_Stationery_Greeting card.ai (68.9 MB)
- 📁 201804_Hyundai_Stationery_Name tag.ai (4.39 MB)

Word

- 📁 201801_Hyundai_Letterhead(Press)_ENG.docx (51.8 KB)
- 📁 201801_Hyundai_Letterhead(Press)_KOR.docx (75.5 KB)
- 📁 201607_Hyundai_Letterhead(Press)_Arial.docx (51.7 KB)
- 📁 201801_Hyundai_Letterhead(Non-press)_ENG.docx (32.1 KB)
- 📁 201801_Hyundai_Letterhead(Non-press)_KOR.docx (64.1 KB)
- 📁 201607_Hyundai_Fax_ENG.docx (30.5 KB)

PPT

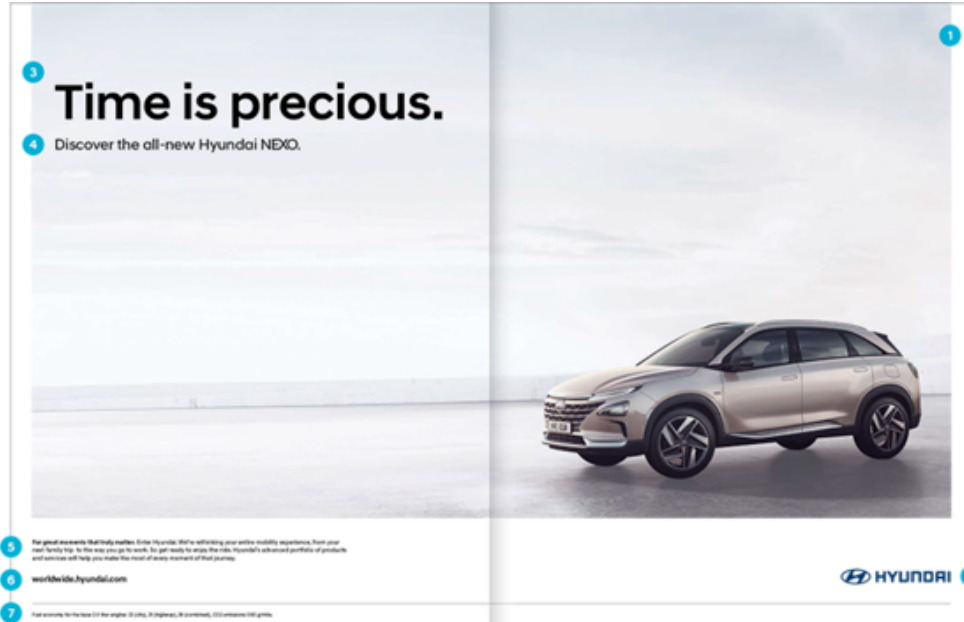
- 📁 201804_Hyundai_Worksmart_Template_KOR.zip (9.40 MB)
- 📁 201804_Hyundai_Worksmart_Template_ENG.zip (8.42 MB)

Advertising

The defined elements of the Hyundai advertising applications work together to create a consistent brand experience across all media.

Structure

The Hyundai advertising applications have defined elements. They work together to create our brand experience.



1. 1

Story and stage layer

2. 2

Logo

3. 3

Headline

4. 4

Subheadline

5. 5

Body copy

6. 6

Website

7. 7

Legal text

› Story and stage layers

Logo placement

All Hyundai marketing communication uses the 2-D logo.

A protective zone secures optimal representation of our brand. It increases the visual impact of our logo, and it ensures there is no conflict with other elements.

That is why the protective space around the logo must not be broken by any other graphical element, logo, text, image or page edge. To ensure a confident and eye-catching appearance, always adhere to the logo protection zone guidelines.



Content-free logo area



In advertising applications, the logo is placed on the lower-right corner of the stage layer and sized relative to the base unit.



Logo placement

Body copy

Placement

Body copy is always placed in the bottom-left format corner and left-aligned. This placement also applies to double-page spreads. Line spacing is always 130%.

Please note that the content-free area for the Hyundai logo should never contain any body copy.

Adjusting story layer size for text length

The sample formats on the below show different amounts of body copy length.

- **Minimum distance**

For situations with little or no body copy, the story layer is scaled to a maximum size of 1 B above the logo.

- **Standard distance**

The amount of body copy influences the height of the story layer. Please always adjust the story layer to a distance of 1 B above the body copy.

- **Maximum distance**

For large amounts of body copy, the story layer height may be decreased by as much as half the format height, but never more.



Examples



Distribution

Under normal circumstances, body copy should be placed in a single column. When including product details, the body copy can be split into two parts with a gutter of 1 B.

On double-page spreads, the body copy area (1) also appears on the left side.



Single Column

Connect to your next great moment with Hyundai. Because life's big and little adventures are the most rewarding journeys of all. Start yours now at worldwide.hyundai.com

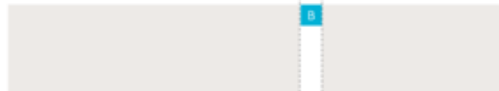


Two Columns

Connect to your next great moment with Hyundai. Because life's big and little adventures are the most rewarding journeys of all. Start yours now at worldwide.hyundai.com

Car Name - \$31,744

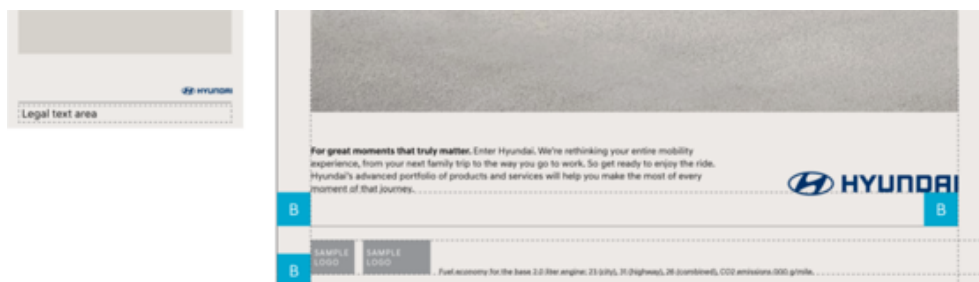
- Front driver electric window
- Mirror integrated indicators
- Daytime running lights (ESP)



If information needs to be highlighted or separated, it may be divided into two columns

Legal text

Legal text and additional logos should be placed in the legal text area. The elements are left-aligned with the body copy and separated from other content by a horizontal hairline with a stroke weight of 0.25 pt. Additional logos are placed to the left of the legal text. A maximum of three logos are allowed. The text, which is placed in the legal text area, has a line spacing of 120%.



Vehicle emissions information

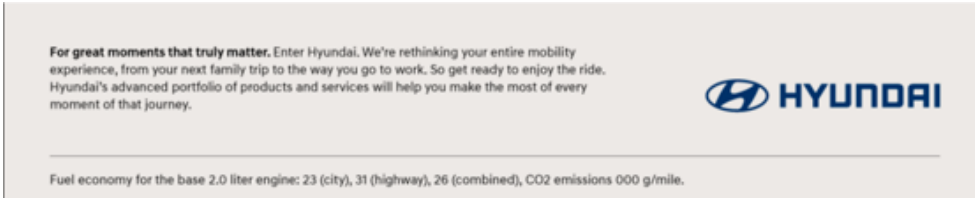
Vehicle emissions information appears in the same text area as legal text.

In general, the vehicle emissions information is set in the same font size as legal text. Some restrictions, however, may apply.

Hyundai Corporate Design guidelines stipulate that information text may only be set in a smaller type size than body copy if it is not prohibited by law in the country of publication or if no other prevailing rule expressly forbids it. Otherwise it is placed with the same type size as the body copy.



Preferred version: same type size as legal text.



Alternative version (country-specific): same type size as body copy.

Price communication

Price communication is used when

- an elegant, minimalist, and premium layout option is desired;
- the brand image must remain prominent.

The reduced graphic only includes price communication. Additional product details or offers are displayed as eye-catchers or are integrated into the body copy.



1. 1
Currency symbol: type size = half of price size
2. 2
Blank space: single blank space
3. 3
Information text: Hyundai Sans Text Regular, min. type size = body copy size
4. 4

Offer: Hyundai Sans Head Medium, max. type size = headline size

5. **5**

Legal text: Hyundai Sans Text Regular, min. type size = legal text size

To ensure the greatest impact, price communication should be

- placed on quiet, content-free backgrounds to ensure legibility;
- positioned close to the vehicle without touching it;
- set in the typeface color black or white.

Examples

Now monthly from:

\$229*

Limited edition from:

\$12,990*

From:

\$12,990

Limited edition from:

\$229*



Eye-catchers

Eye-catchers are used to highlight information, news, or product features of special interest. They're reversed out of Hyundai Blue and are intended to disrupt the overall design for added impact. Only one eye-catcher is used per application.

Simple price communication

Offer and information text is always left-aligned. In one-column layouts, legal text is always aligned flush right with the number.



Time is precious.
The all-new Hyundai PALISADE.

\$279*

Lease monthly for:

\$279*

\$ 2,500 final payment

- Information text**
Hyundai Sans Text Regular
Min. type size: body copy size
- Offer**
Hyundai Sans Head Medium
Max. type size: headline size
- Legal text**
Hyundai Sans Text Regular
Min. type size: legal text size
- Currency symbol**
Type size: half of the price size
- Blank space**
Single blank space

The eye-catcher is either left-aligned or right-aligned within the format. It may move along the vertical axis. The width of the box's format edge should be increased by a width of 1 B.



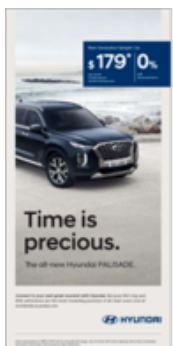
B Lease monthly for:
\$279*

Lease monthly for:
\$279* **B**

Financing and product features

Price and financing offers

All text information is left-aligned. Price and financing offers are separated by a thin vertical line with a weight of 1 pt. The line should stop at the same height as the offer and the legal text.



\$179* 0%

Time is precious.
The all-new Hyundai PALISADE.

New Generation Sample Car:

\$179* | **0%**

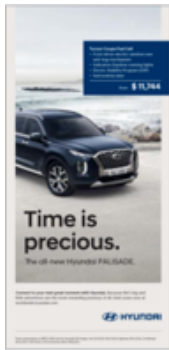
per month
\$1,500 deposit
\$2,500 final payment

Effective APR

- Information text**
Hyundai Sans Text Regular
Min. type size: body copy size
- Offer**
Hyundai Sans Head Medium
Max. type size: headline size
- Legal text**
Hyundai Sans Text Regular
Min. type size: legal text size

Detailed product features

Vertical lists with bullet points should be left-aligned, and the price should be right-aligned. The list and price should be separated by a thin line with a weight of 1 pt.



New Generation Sample Car:

- Front driver electric window new anti-trap mechanism
- Indicators Daytime running lights
- Electro Stability Control (ESC)
- Break Assist (BA)

from **\$11,744**

Bulleted list heading

Hyundai Sans Head Medium
Type size: list size

List

Hyundai Sans Text Regular
Min. type size: body copy size

Price

Hyundai Sans Head Medium
Type size: 2x list size

Blank space
Width of the
letter "m"

Blank space
One space

Dealer information

Dealer information (e.g., logo, name, address, and contact details) should be placed below the body copy with a line spacing of 130%.

The logo and individual dealer information have a margin of 1 B above and below.

1 B

SAMPLE DEALER LOGO

Dealer name

123 Anystreet; Any City, Any State 12345

Phone 123-456-7890, www.dealer.com

1 B

Dealer name (subheadline)

Hyundai Sans Text Bold
Type size: body copy size

Contact information

Hyundai Sans Text Regular
Type size: body copy size

Example

Connect to your next great moment with Hyundai. Because life's big and little adventures are the most rewarding journeys of all. Start yours now at worldwide.hyundai.com

SAMPLE DEALER LOGO

Dealer name

123 Anystreet; Any City, Any State 12345

Phone 123-456-7890, www.dealer.com

HYUNDAI

Ads

Format overview



1. A3 portrait ad
2. A4 landscape ad
3. Double-page spread
4. Single-page ad

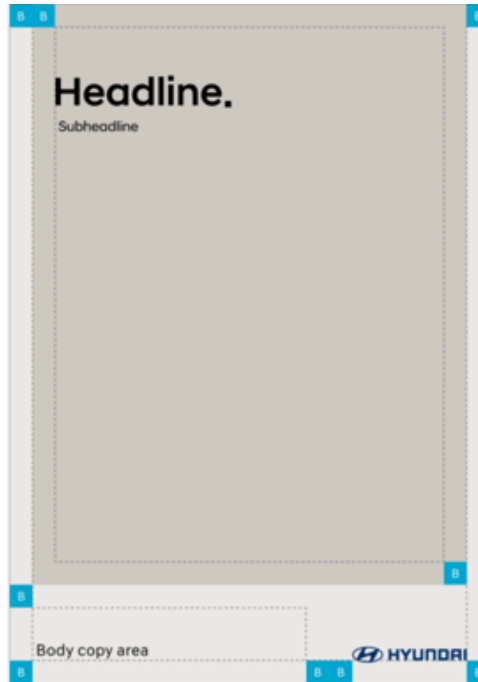
Print formats use the grid system to ensure that our brand design is consistent worldwide. The base unit "B" serves as a standard unit of measurement to position all brand assets, including images, typography, and logos.

A3–A5 portrait

Format: 420 × 297 mm (Tabloid 11 × 17 in) and similar formats

Format features:

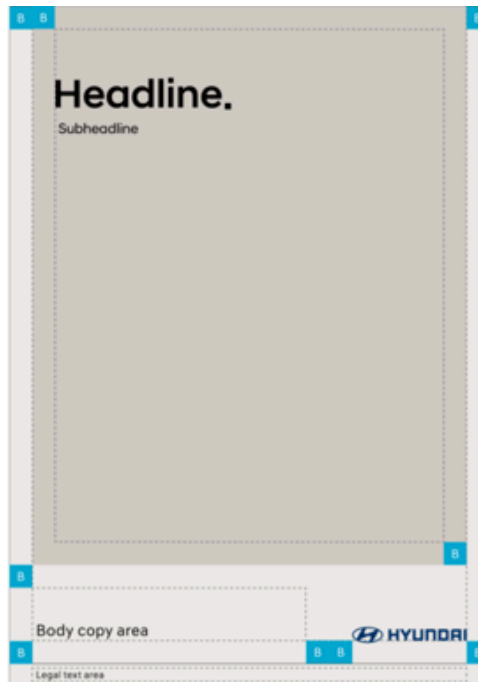
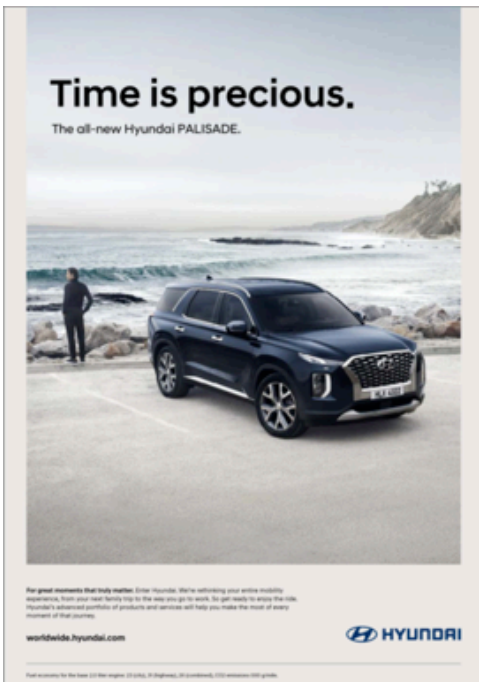
- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge.
- The logo has a content-free area that measures 1 B from the top and 2 B from the left.



A3–A5 portrait with legal text

Format features:

- Legal text should be placed in the legal text area.
- The legal text is left-aligned with the body copy and should be optically adjusted, depending on the amount of text.
- A horizontal hairline with a weight of 0.25 pt separates the legal information from other content.
- The hairline has a distance of 1 B from the body copy and the logo.



A3–A5 landscape

Format: 297 × 210 mm (Letter 11 × 8 1/2 in) and similar formats

Format features:


- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.



Time is precious.
The all-new Hyundai NEXO.

For great moments that truly matter. Enter Hyundai. We're rethinking your entire mobility experience, from your next family trip to the way you go to work. So get ready to enjoy the ride. Hyundai's advanced portfolio of products and services will help you make the most of every moment of that journey.

worldwide.hyundai.com

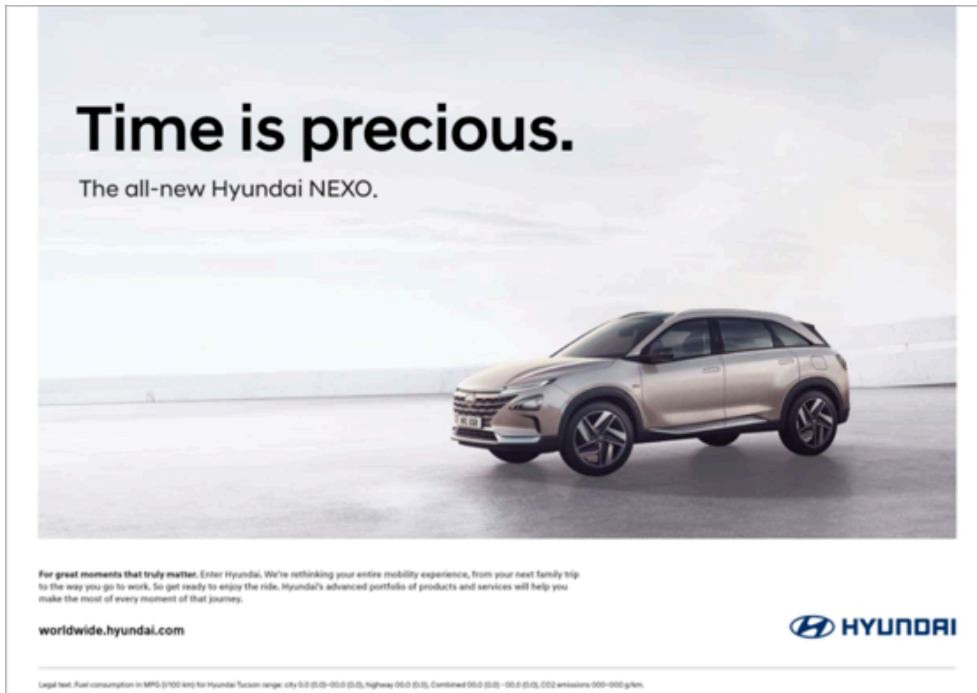




A3–A5 landscape with legal text

Format features:

- Legal text should be placed in the legal text area.
- The legal text is left-aligned with the body copy and should be visually adjusted depending on the amount of text.
- A horizontal hairline with a weight of 0.25 pt separates the legal information from other content.
- The hairline has a distance of 1 B from the body copy and the logo.



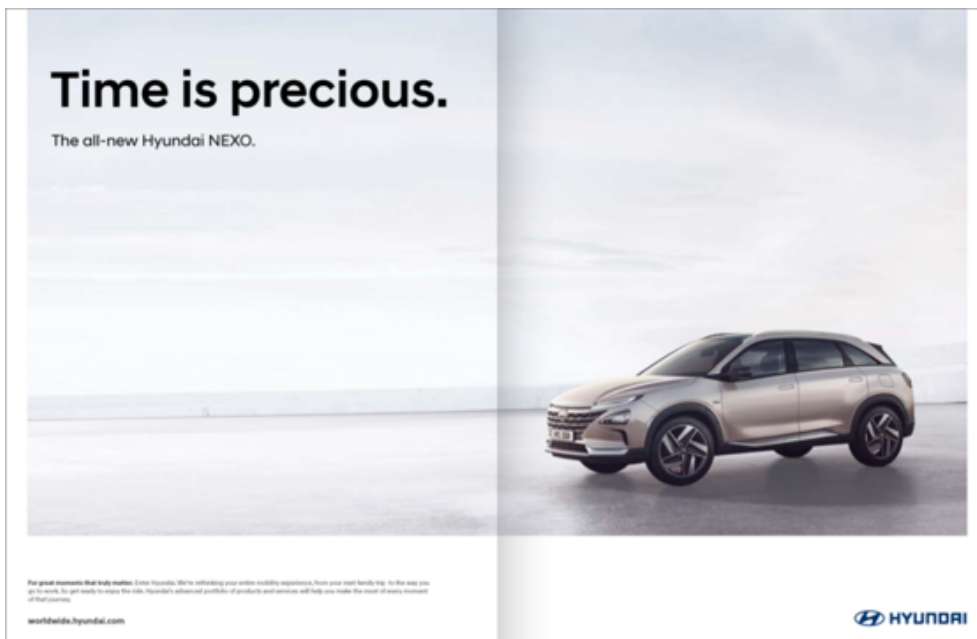


Double-page spread

Format: 440 × 285 mm (15 × 10 in)

Format features:

- The distance of the story layer from the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Do not place the vehicle in the center of the spread.

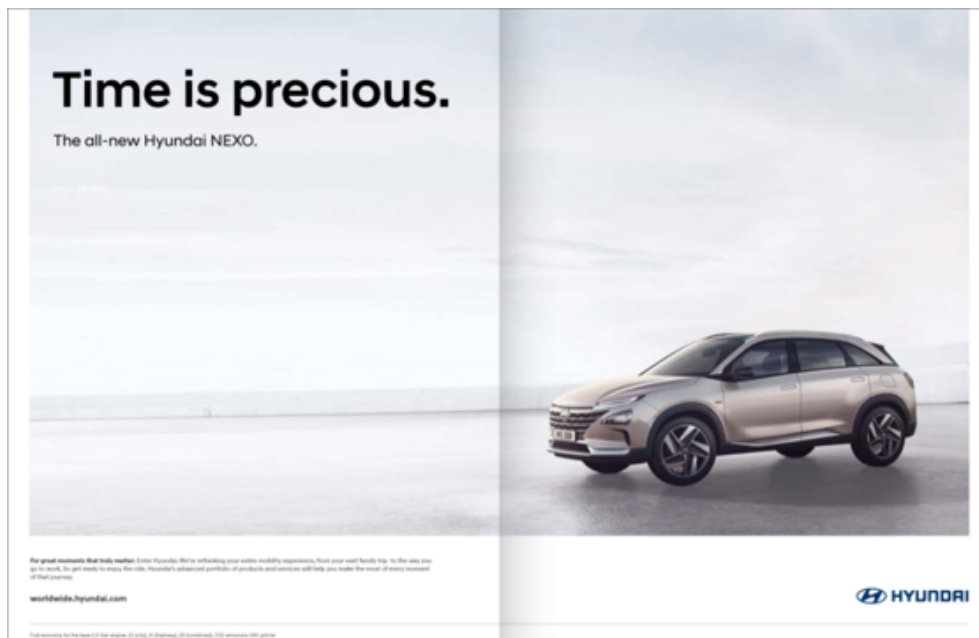




Double-page spread with legal text

Format features:

- Legal text should be placed in the legal text area.
- The legal text is left-aligned with the body copy and should be optically adjusted, depending on the amount of text.
- A horizontal hairline with a weight of 0.25 pt separates the legal information from other content.
- The hairline has a distance of 1 B to the body copy and the logo.
- Do not place the vehicle in the center of the spread.



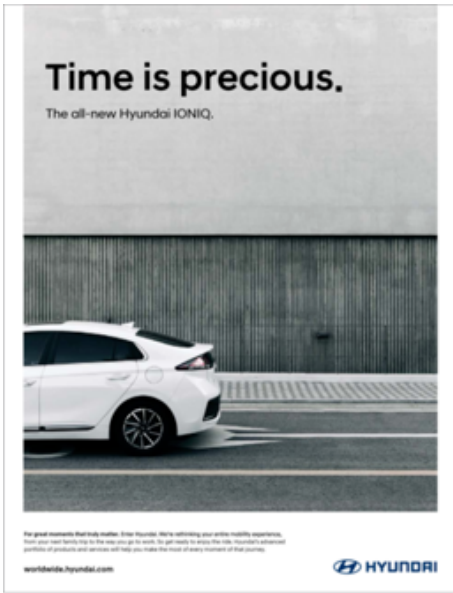


Single-page ad

Format: 220 × 285 mm (7 × 10 in)

Format features:

- The distance of the story layer from the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- In perfect-bound publications with a large number of pages, the binding process makes the part of the paper along inside margin, or gutter, unusable. To compensate for this, an additional gutter margin must be added to the page layout.

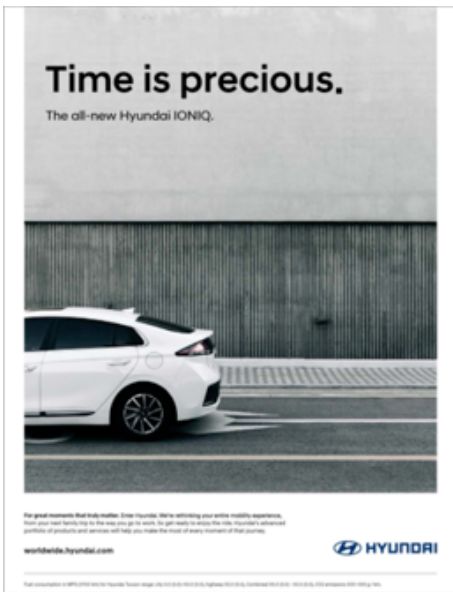


Additional gutter

Single-page ad with legal text

Format features:

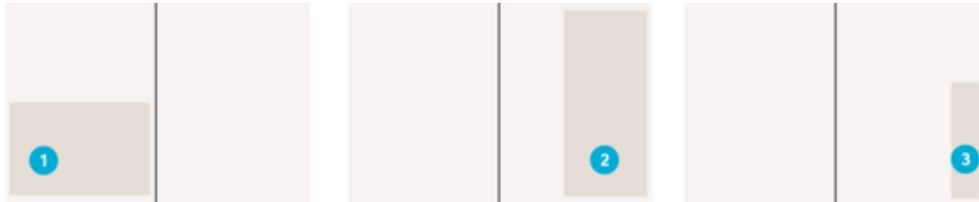
- Legal text should be placed in the legal text area.
- The legal text is left-aligned with the body copy and should be optically adjusted, depending on the amount of text.
- A horizontal hairline with a weight of 0.25 pt separates the legal information from other content.
- The hairline has a distance of 1 B to the body copy and the logo.
- In perfect-bound publications with a large number of pages, the binding process makes the part of the paper along inside margin, or gutter, unusable. To compensate for this, an additional gutter margin must be added to the page layout.



Additional gutter

Dealer ads

Format overview



1. A5 (half-page ad)
2. Three-column ad
3. Single-column ad

Print formats use the grid system to ensure that our brand design is consistent worldwide. The base unit "B" serves as a standard unit of measurement to position all brand assets, including images, typography, and logos.

Half-page ad

Format: 210 x 148 mm (Junior legal 8 x 5 in)

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Legal text should be placed in the legal text area.
- The legal text should be left-aligned with the body copy and visually adjusted depending on the amount of text.
- A horizontal hairline with a weight of 0.25 pt. separates the legal information from other content.
- The hairline has a distance of 1 B from the body copy and the logo.

Time is precious.
The all-new Hyundai NEXO.

For great moments that truly matter. Enter Hyundai. We're rethinking your entire mobility experience, from your next family trip to the way you go to work. So get ready to enjoy the ride. Hyundai's advanced portfolio of products and services will help you make the most of every moment of that journey.

HYUNDAI

Legal text. Fuel consumption in MPG (l/100 km) for Hyundai Tucson range: city 0.0 (0.0)–00.0 (0.0), highway 00.0 (0.0), Combined 00.0 (0.0)–00.0 (0.0), CO2 emissions 000–000 g/km.

Headline area.
Subheadline

Body copy area

Legal text area

HYUNDAI

Half-page format with dealer information

Format features:

- Dealer information is placed beneath the body copy and aligned with the Hyundai logo.
- Body copy, dealer information, and hairline have a distance of 1 B to each other.

Time is precious.

The all-new Hyundai NEXO.

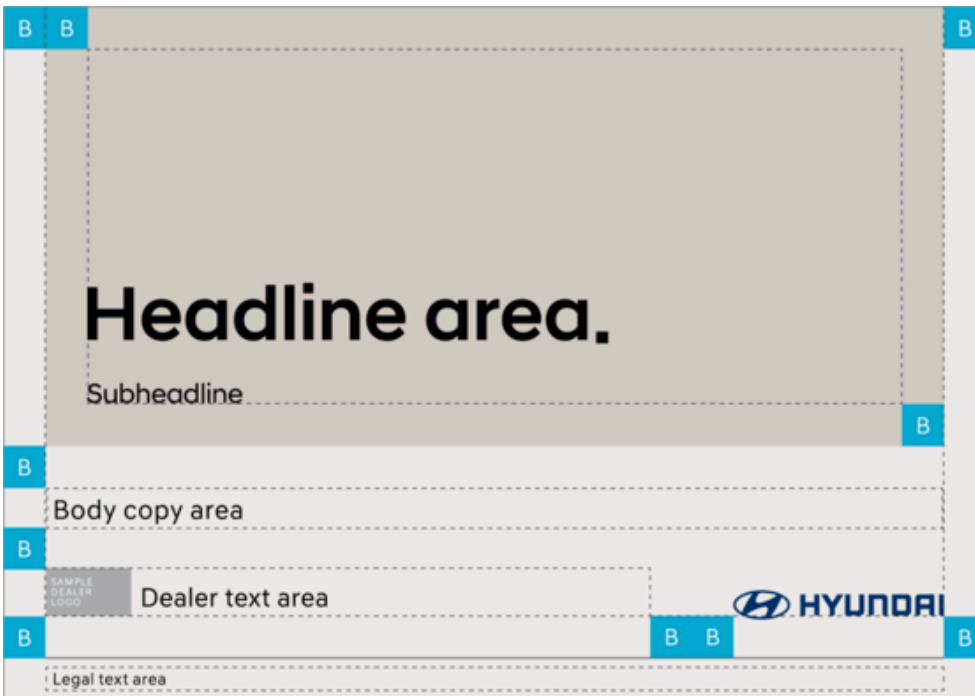


For great moments that truly matter. Enter Hyundai. We're rethinking your entire mobility experience, from your next family trip to the way you go to work. So get ready to enjoy the ride. Hyundai's advanced portfolio of products and services will help you make the most of every moment of that journey.

Dealer name
 123 Anystreet, Any City, Any State 12345
 Phone 123-456-7890, www.dealer.com



Legal text. Fuel consumption in MPG (l/100 km) for Hyundai Tucson range: city 0.0 (0.0)-00.0 (0.0), highway 00.0 (0.0), Combined 00.0 (0.0)-00.0 (0.0), CO2 emissions 000-000 g/km.



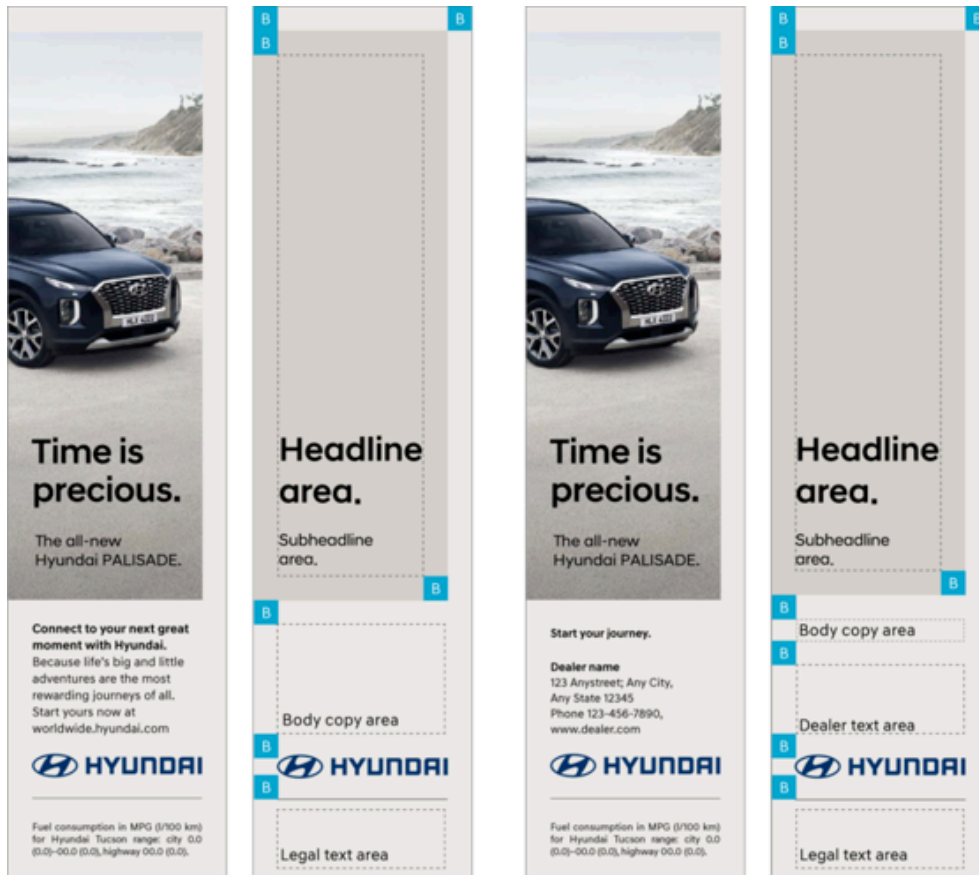
Single-column ad

Format: 45 x 180 mm (1 3/4 x 7 in)

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1B to the story layer edge.
- Body copy is bottom-aligned with a distance of 1B from the left format edge and placed in the body copy area.
- The logo is centered and has a content-free area that measures 1B from the top and the bottom.

- Legal text should be placed in the legal text area.
- The legal text should be left-aligned with the body copy and visually adjusted depending on the amount of text.
- A horizontal hairline with a weight of 0.25 pt separates the legal information from other content.
- The hairline has a distance of 1 B from the body copy and the logo.
- Dealer information is placed beneath the body copy.
- Body copy, dealer information, logo, and the hairline have a distance of 1 B to each other.

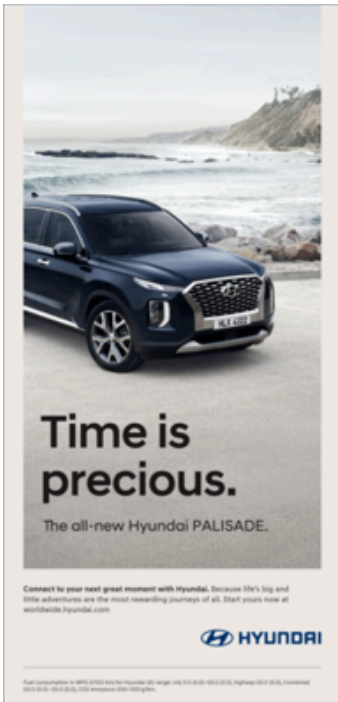


Three-column ad

Format: 135 × 280 mm (5 1/4 × 11 in)

Format features:

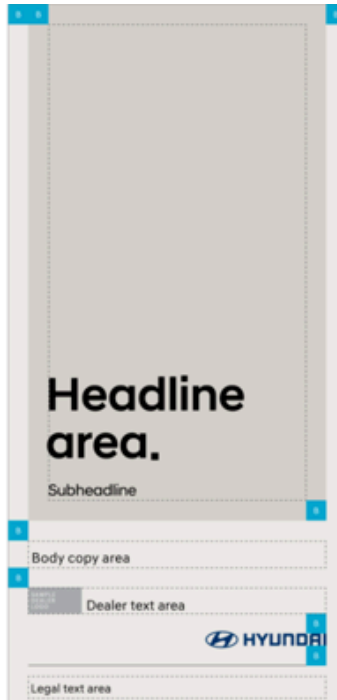
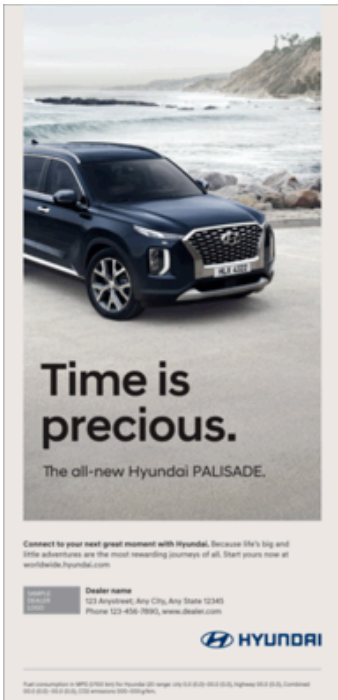
- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Legal text should be placed in the legal text area.
- The legal text should be left-aligned with the body copy and visually adjusted depending on the amount of text.
- A horizontal hairline with a weight of 0.25 pt separates the legal information from other content.
- The hairline has a distance of 1 B from the body copy and the logo.



Three-column ad with dealer information

Format features:

- Dealer information is placed beneath the body copy.
- Body copy, dealer information, logo, and the hairline have a distance of 1 B to each other.



Out-of-home

Format overview



1. **1**
96 sheet
2. **2**
64 sheet
3. **3**
48 sheet
4. **4**
Large poster (32 sheet)
5. **5**
Bus shelter (6 sheet)
6. **6**
A1
7. **7**
A2

Print formats use the grid system to ensure that our brand design is consistent worldwide. The base unit "B" serves as a standard unit of measurement to position all brand assets, including images, typography, and logos.

96 sheet

Format: 12,000 x 3,000 mm (480 x 120 in)

Version 1

Format features:

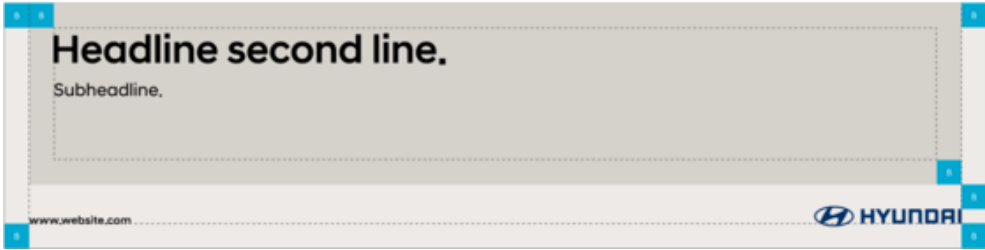
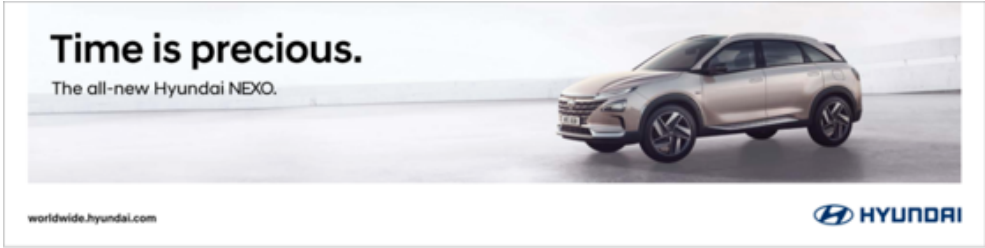
- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- Body copy is top-aligned with a distance of 1 B from the right format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- For extreme landscape formats, the stage is placed on the right and has a width of 1/4 of the total format width.
- URLs can be placed right-aligned within the body copy area.



Version 2

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.



64 sheet

Format: 8,000 x 3,000 mm (320 x 120 in)

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- Website is right-aligned (top or bottom) with a distance of 1 B from the right format edge and placed in the body copy area.
- The logo is right aligned (top or bottom) with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and bottom, and 2 B from the left.

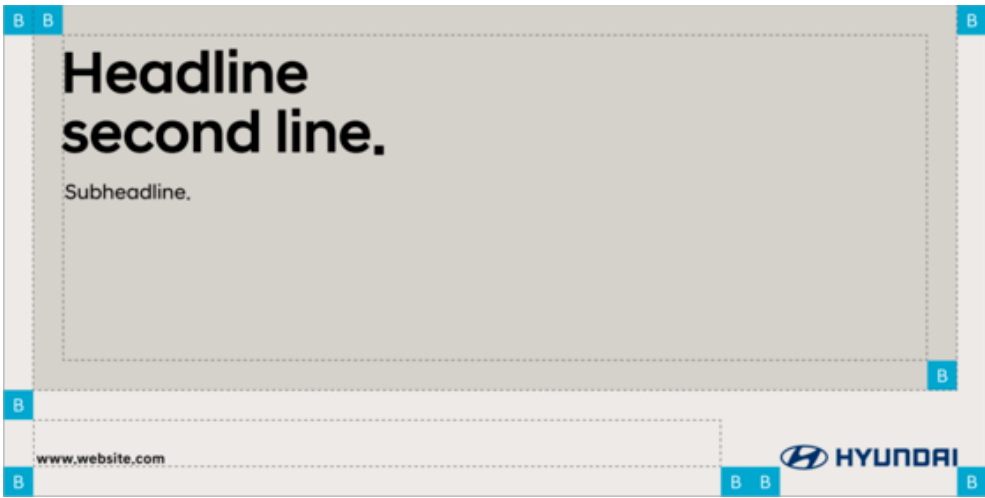
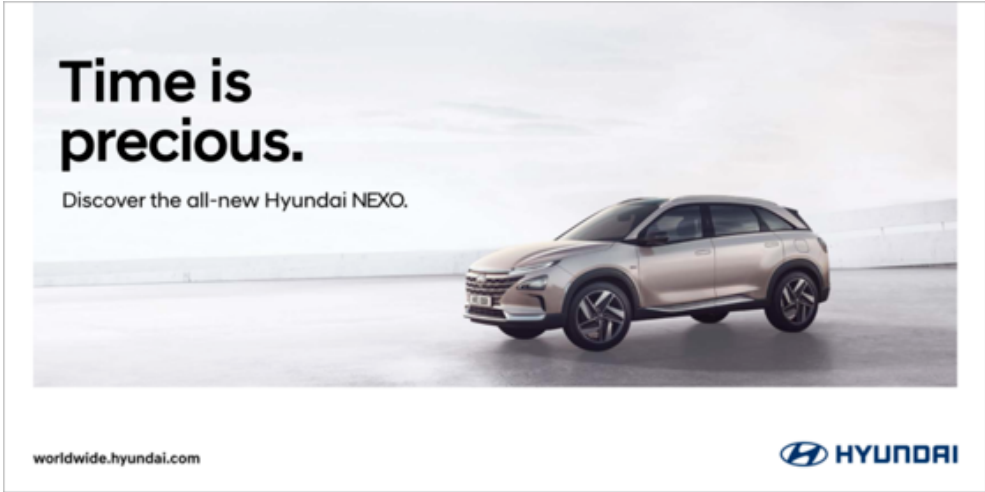


48 sheet

Format: 6,000 x 3,000 mm (240 x 120 in)

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.



Large poster (32 sheet)

Format: 4,000 x 3,000 mm (160 x 120 in)

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.

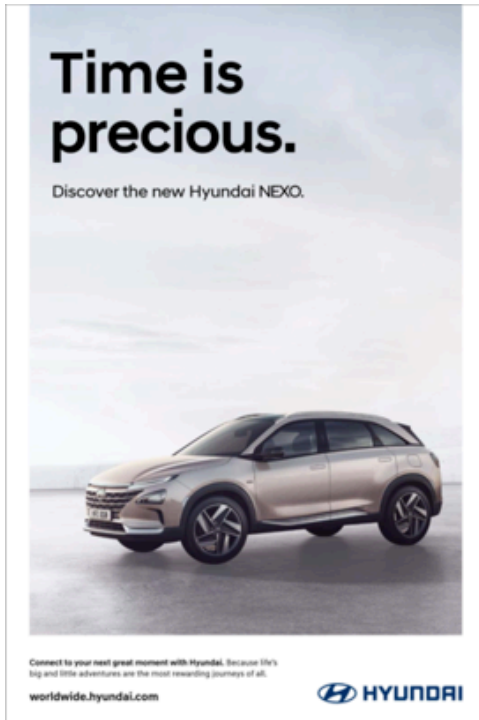


Bus shelter (6 sheet)

Format: 1,200 x 1,800 mm

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B to the right format edge. The logo has a content-free area that measures 1 B to the top and 2 B to the left.

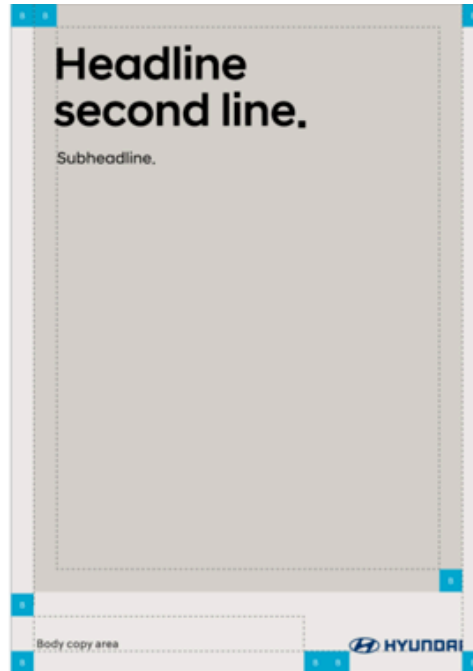
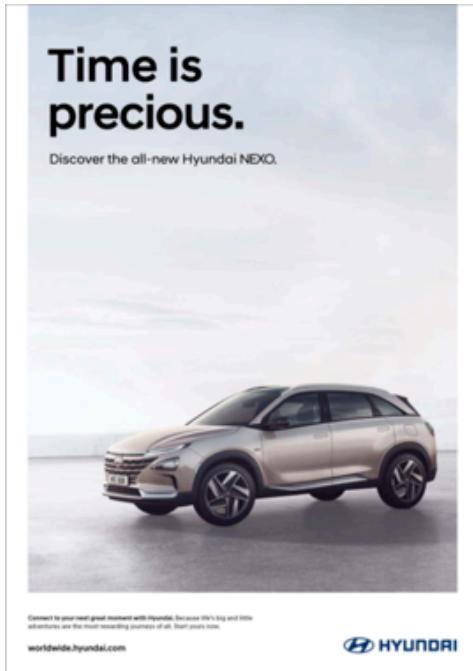


A1–A3 portrait

Format: A1 594 × 841 mm, A2 420 × 594 mm, A3 297 × 420 mm

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a distance of 1 B from the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B to the left. Its placed in the body copy area.
- The logo is right-aligned at the bottom with a distance of 1 B to the right format edge. The logo has a content-free area that measures 1 B to the top and 2 B to the left.



Downloads

Ads

- [HYU_Ad_A3_Portrait_Template.zip \(1.65 MB\)](#)
- [HYU_Ad_A3_Land_Template.zip \(1.65 MB\)](#)
- [HYU_Ad_A4_Portrait_Template.zip \(1.76 MB\)](#)
- [HYU_Ad_A4_Land_Template.zip \(1.77 MB\)](#)
- [HYU_Ad_DPS_Template.zip \(1.64 MB\)](#)
- [HYU_Ad_SPS_Template.zip \(1.75 MB\)](#)

Dealer ads

- [HYU_DealerAd_A5_Land_Template.zip \(1.89 MB\)](#)
- [HYU_DealerAd_3Column_Template.zip \(1.75 MB\)](#)
- [HYU_DealerAd_1Column_Template.zip \(1.66 MB\)](#)

Out-of-home

- [HYU_OOH_96Sheet_Template.zip \(1.61 MB\)](#)
- [HYU_OOH_64Sheet_Template.zip \(1.58 MB\)](#)
- [HYU_OOH_48Sheet_Template.zip \(1.59 MB\)](#)
- [HYU_OOH_32Sheet_Template.zip \(1.59 MB\)](#)

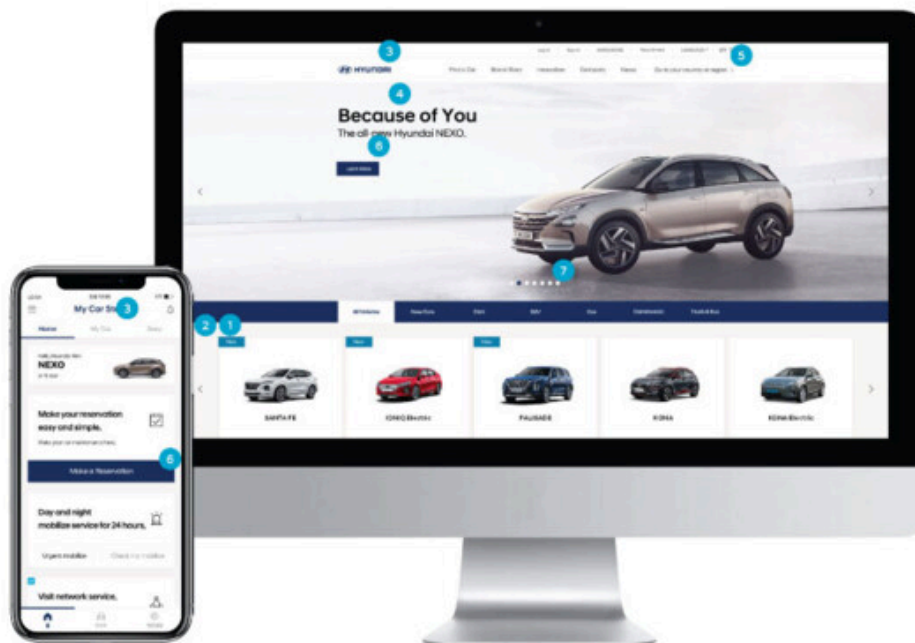
- 📎 HYU_OOH_6Sheet_Template.zip (1.57 MB)
 - 📎 HYU_OOH_A1_Template.zip (1.81 MB)
 - 📎 HYU_OOH_A2_Template.zip (1.73 MB)
-

Digital design

The Hyundai brand's digital formats ensure a consistent, high-impact brand experience across a wide variety of devices.

Structure

The core application elements are introduced and defined in the following pages.



1. Story layer
2. Stage layer

3. **3**
- Logo
4. **4**
- Product name
5. **5**
- Navigation
6. **6**
- Call to action (CTA)
7. **7**
- Swipe paging

Typography usage

Hyundai Sans is the typeface commonly used for all Hyundai digital applications. The font color should be either black or white.

To support responsive environments, text should be centered if at all possible. Left-aligned text may, however, be used if conditions support it.

Vehicles Brand Services Customer Experience

Navigation
Default : Hyundai Sans Head Regular
Active : Hyundai Sans Head Medium

Higher Standards. Lower CO2.

Headline (H1)
Hyundai Sans Head Medium

Discover the future of eco-friendly technology today: the TUCSON Fuel Cell.

Introductory text 1
Hyundai Sans Head Regular

Learn more about

Call to action (CTA)
Default : Hyundai Sans Head Regular
Mouseover/Pressed : Hyundai Sans Head Medium

Doors and seats

Headline (H2)
Hyundai Sans Head Medium

Discover the future of eco-friendly technology today: the TUCSON Fuel Cell.

Introductory text 2
Hyundai Sans Head Medium

Material

Headline (H3)
Hyundai Sans Head Medium

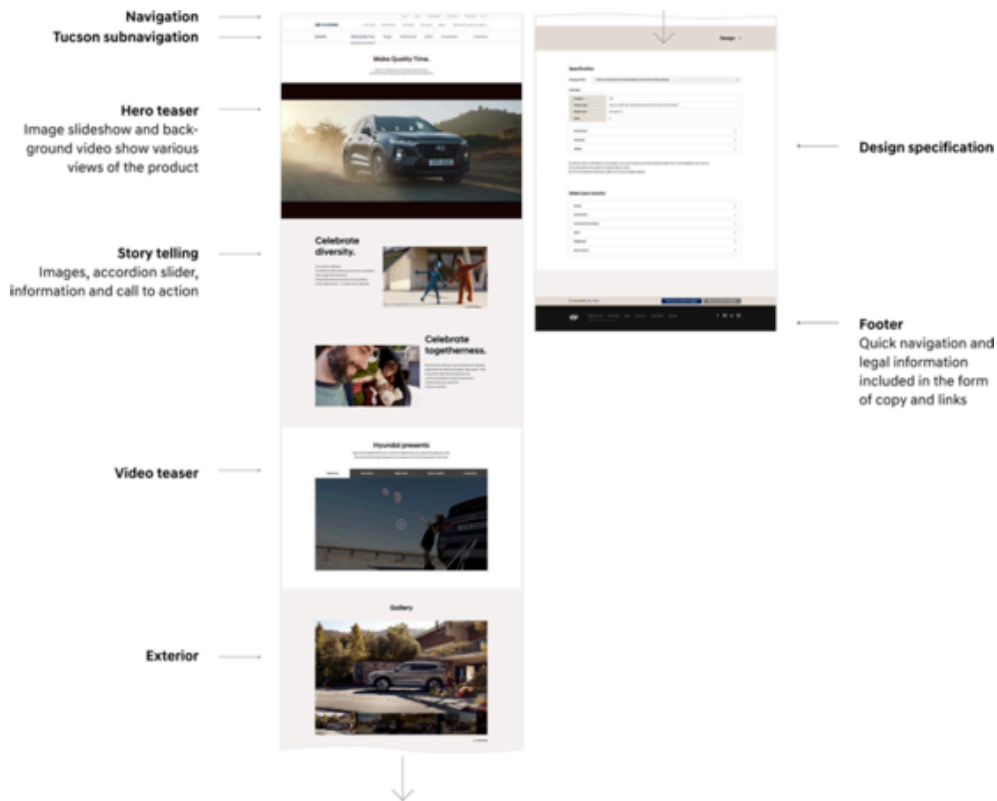
Because TUCSON is unlocking life-changing mobility, it will inspire you to shift into a new mind-set - and discover new destinations. With disruptive breakthroughs that have the power to deliver a vision for integrating new mobility concepts into people's daily lives.

Body copy
Hyundai Sans Text Regular

Content architecture

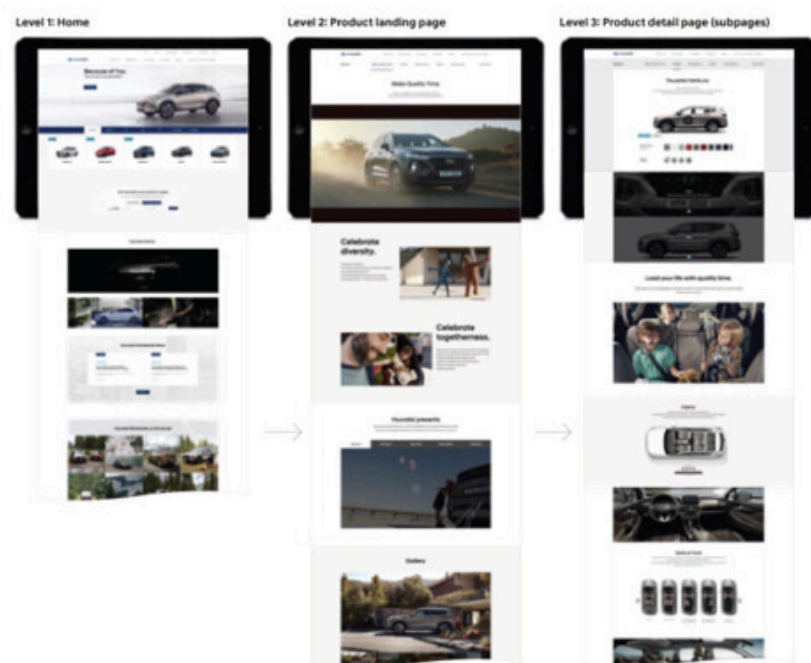
Hyundai uses clear design architecture to communicate digital content. At the highest level of the website content hierarchy (e.g., the start and landing pages), modules and boxes act as teasers.

This approach provides customers with both a clear overview and important information at a glance. At the same time, modules and boxes make use of easy-to-spot shortcuts that reveal valuable information about the vehicle, which might be otherwise hidden by intervening layers.



Hierarchy

The Hyundai digital information design system distinguishes between three distinct website hierarchy levels:

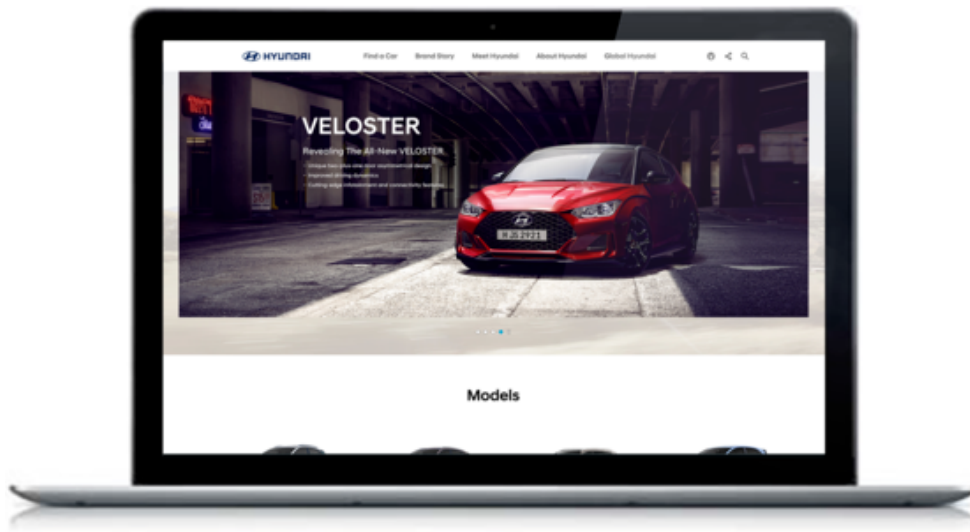


Level 1 introduces users to a broad product overview and provides two options: (1) access to individual product landing pages and an opportunity to drill down to more detailed product pages via the main navigation bar, as well as (2) clickable teasers and call-to-action buttons. This allows users to bypass the main navigation menu and go directly to product subpages to explore specific interests.

Header and footer information

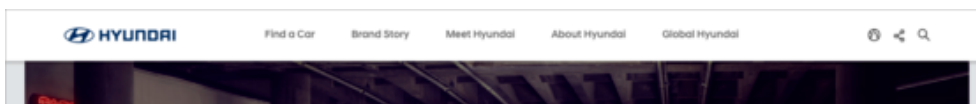
Depending on the desired website type, three different header and footer layouts are possible (Hyundai branded, regionally branded and with additional dealer branding).

Header versions



www.hyundai.com/worldwide

Desktop



Desktop header

Mobile



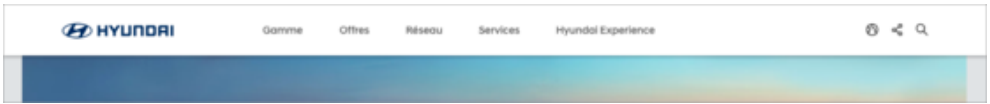
Mobile header

Regional markets

The header for regional markets matches the header of www.hyundai.com/worldwide.

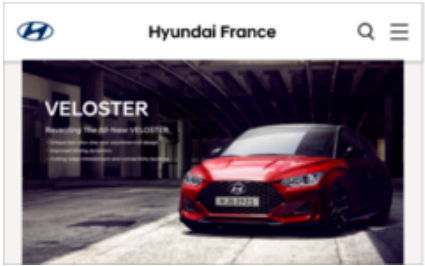
If a single distributor represents a region, it is recommended to have the same format as the regional market.

Desktop



Desktop header

Mobile



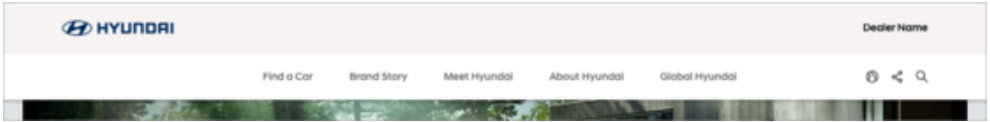
Mobile header

Dealer and distributor

On dealer and distributor websites, the dealer or distributor's name is placed on the top right side for desktop view and top centered for mobile view.

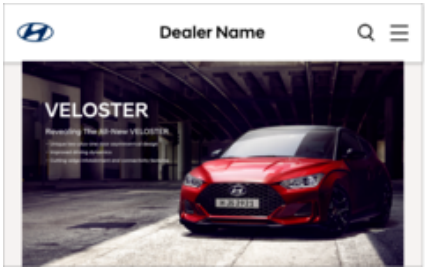
If a distributor represents a region, it is recommended to have the same format as the regional market.

Desktop



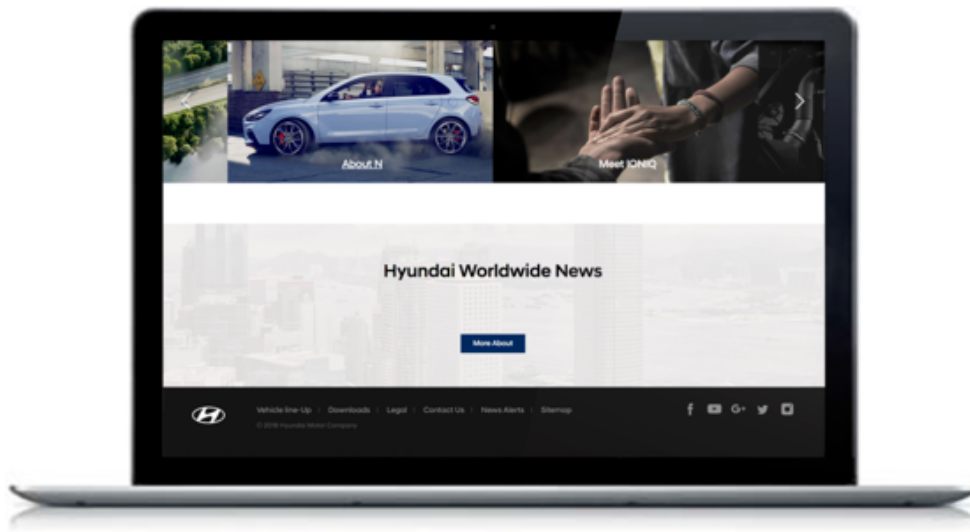
Desktop header

Mobile



Mobile header

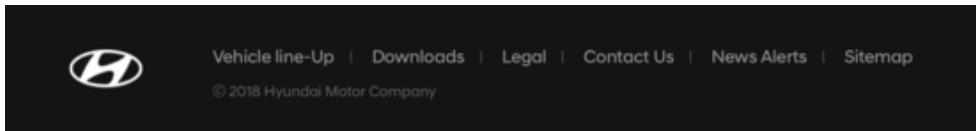
Footer versions



www.hyundai.com/worldwide

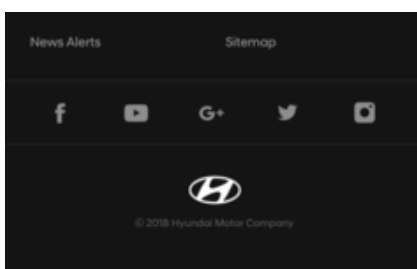
On the Hyundai worldwide website, the copyright reads “© 2018 Hyundai Motor Company”.

Desktop



Desktop footer (close-up)

Mobile



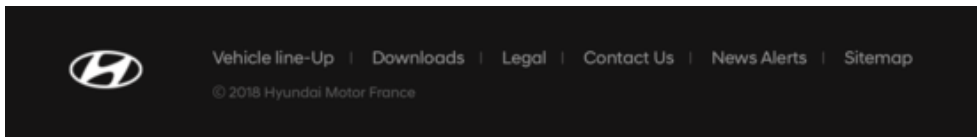
Mobile footer

Regional markets

On Hyundai regional websites, the copyright reads “© 2018 Hyundai Motor Country Name”.

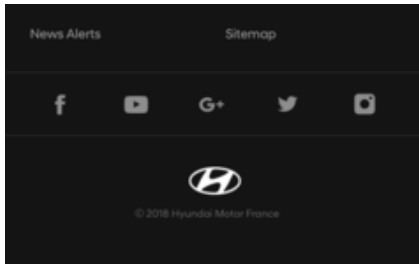
If the single distributor represents a regional, it is recommended to have the same format as the regional markets and not recommended to place their logo.

Desktop



Desktop footer (close-up)

Mobile



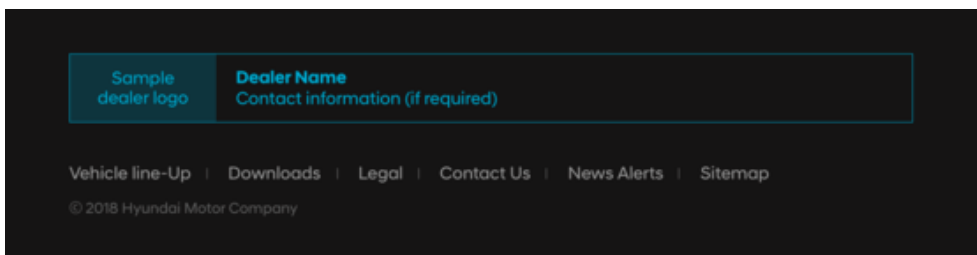
Mobile footer

Dealer and distributor

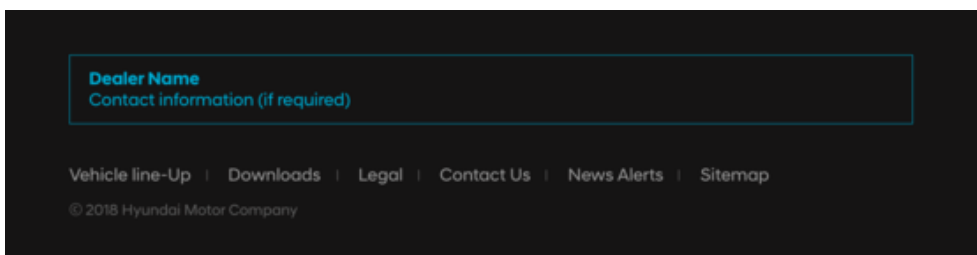
On dealer and distributor websites, the dealer or distributor name is placed on the top right side for desktop view and top centered for mobile view.

If the single distributor represents a regional, it is recommended to have the same format as the regional markets and not recommended to place their logo.

Desktop

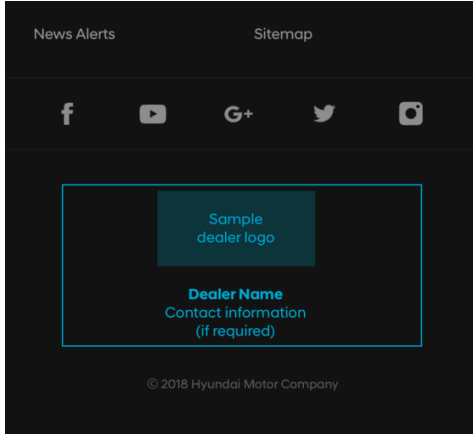


Desktop footer with dealer logo (close-up)

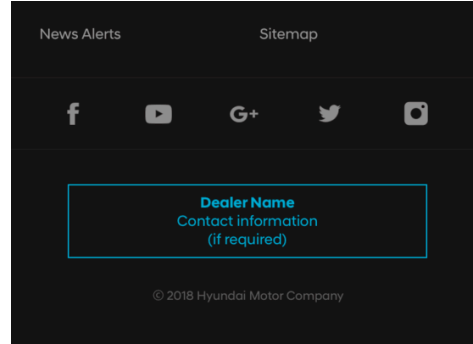


Desktop footer without dealer logo (close-up)

Mobile



Mobile footer with dealer logo



Mobile footer without dealer logo

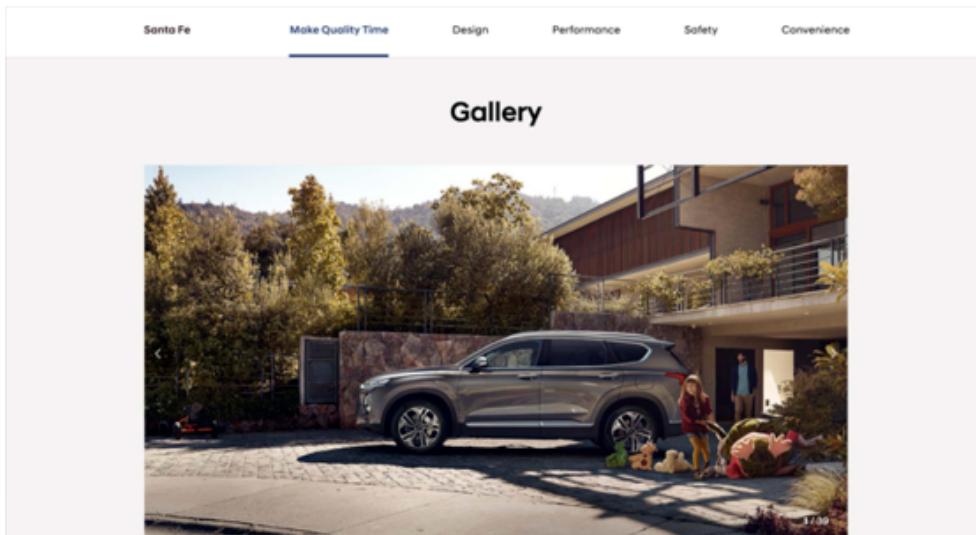
Navigation

Sticky navigation

The currently activated menu is indicated by a slim, dark blue bar. The menu shows up as a fixed bar at the top while scrolling.



- Default : Hyundai Sans Head Regular 16px / #676767
- Active : Hyundai Sans Head Medium 16px / #002c5f



Example

Navigation should be kept simple and allow users to access content quickly. It should not contain more than five items.

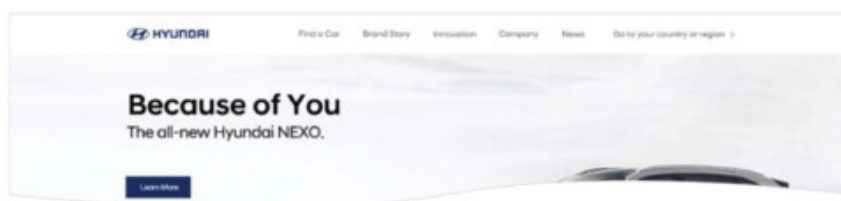
The Hyundai digital information design system distinguishes between three distinct types of navigation:

1. Main navigation
2. Subnavigation
3. Overlay/hover

1. Main navigation

The main navigation menu is placed within the header at the top of the page. It makes use of toggle navigation by means of a responsive hamburger menu, allowing for

- large screens to contain more menu items;
- small screens to contain fewer menu items.



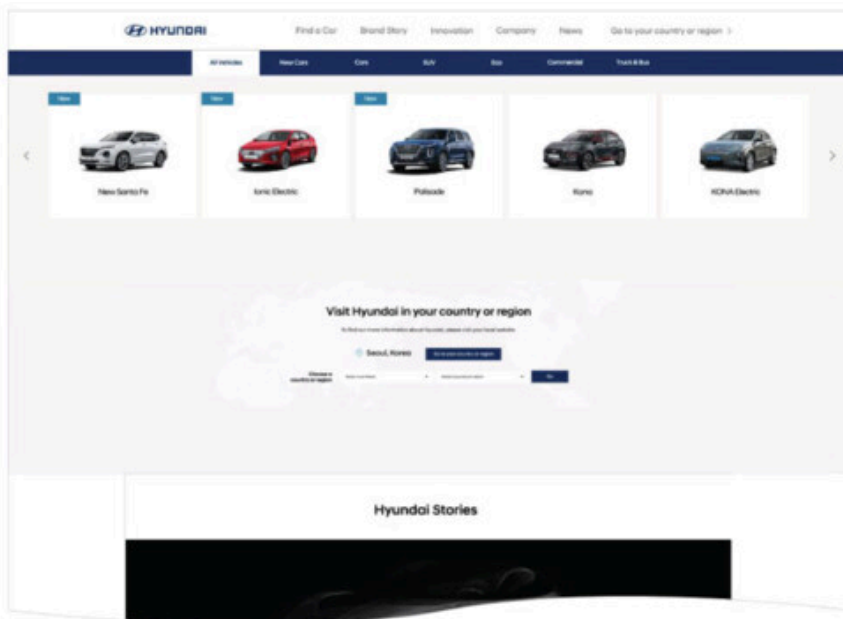
2. Subnavigation

The subnavigation menu appears on the stage layer.



3. Overlay/hover

A specific overlay has been created for each menu item. The overlay directs users to related subpages.

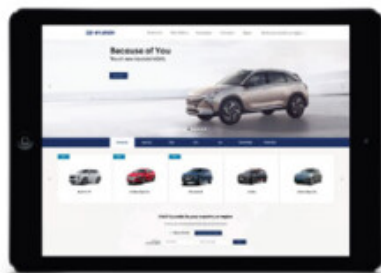
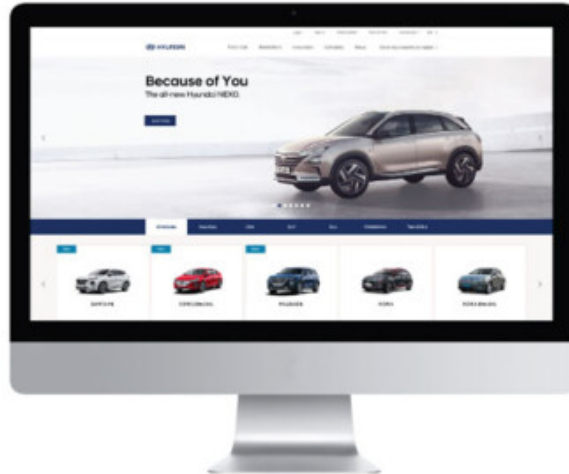


User experience

Staging: Animation can be used in the various layers of the graphic system



Clearly differentiated content modules within responsive design



Responsiveness

The layout has been flexibly organized to ensure users can access digital content on devices of all sizes and across all software platforms.

Clarity

Teaser boxes have a number of distinct looks, ensuring content is easy to locate. The boxes may consist of a simple background color, such as Hyundai Sand, or include imagery like a close-up or a wide shot. Headlines and copy are visually interspersed with the various still, video, or interactive elements.

Staging

The story and stage layers within the Hyundai graphic system can be used for animation either to superimpose imagery or to embed video sequences. Please use all special effects in good taste and with restraint.

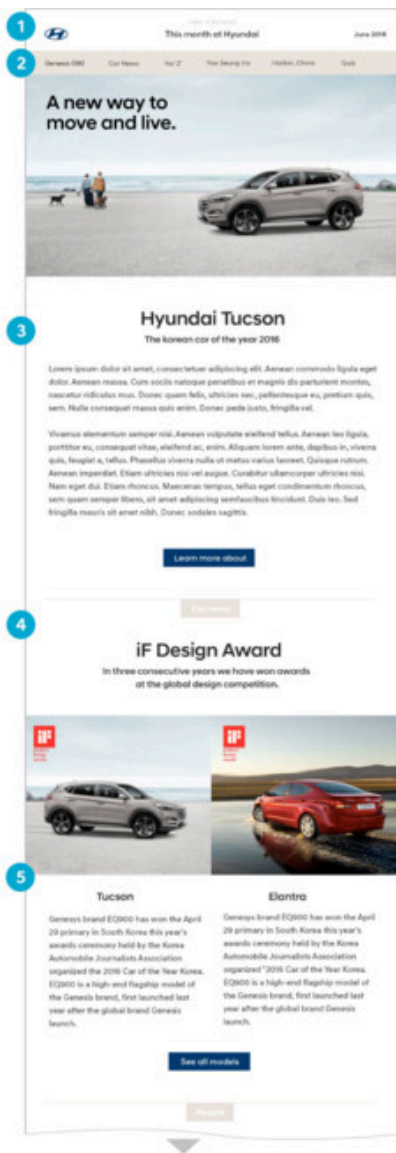
Reduction

Reduce the number of layout elements in order to communicate our content in the cleanest possible way. Hyundai applications are never busy or cluttered with too much information.

Newsletter

Hyundai uses clear design architecture to communicate digital content. The newsletter spotlights the topics of the current month. Images and copy are linked to secondary sites, blogs, or PDFs. This approach provides a clear overview of information to everyone who interacts with our brand.

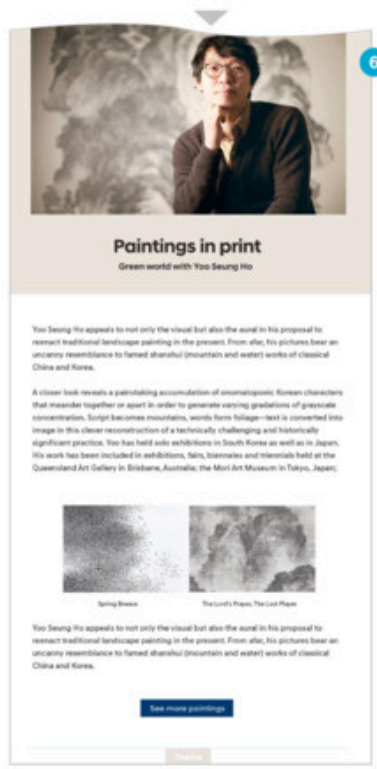
The flexible architecture and crisp graphic structure allow for smooth content curation and clear communication.



1

Logo, title and date

2



6

Chapters

3. **3**

Hero news: assets include images, text and call-to-action

4. **4**

Chapter

5. **5**

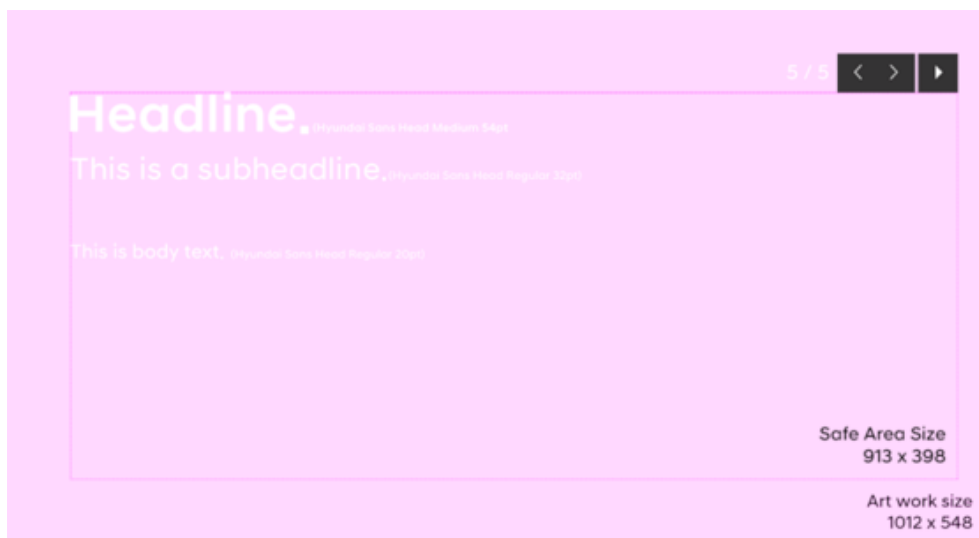
Car news: two columns, assets include images, text and call-to-action

6. **6**

Feature: images, text and call-to-action are staged in Hyundai Sand

Autoway notice

- Please create text and image within the specified Safe Area.
- Depending on the background image, the text color can be changed to Black or White.
- Text can be moved within the Safe Area. (Left alignment)



Template



Best practice

Don'ts

- Don't randomly create buttons within the image.



Digital UI

[Hyundai+Digital+Service+UI+Guidelines_App&Web_eng.pdf \(2.48 MB\)](#)

Downloads

- 📎 [201804_Hyundai_Digital design_Web&Mobile UI Kit.zip](#) (1.14 GB)
- 📎 [201906_Hyundai_Autoway notice_Template.psd](#) (251 KB)
- 📎 [201906_Hyundai_Autoway notice_Template.pptx](#) (40.8 KB)

Social Playbook

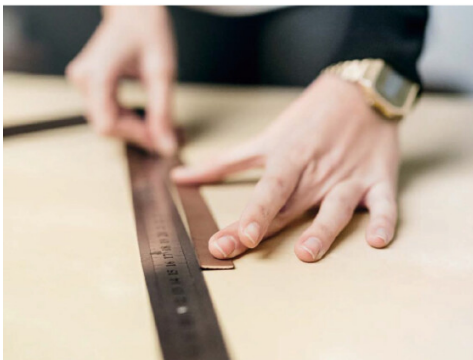
Key Assests



We balance elements in harmony, finding beauty in subtle textures and details.

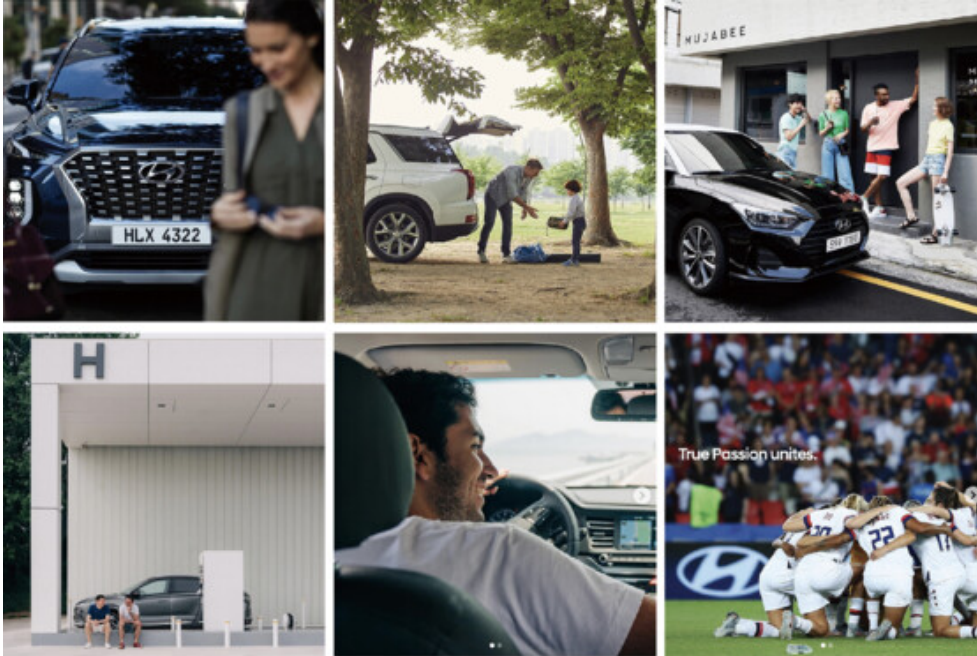
From our products to our communication design, we refine, polish and precisely fit each element with an extraordinary attention to detail. We celebrate their richness.

Celebrating the refined details.



Photography

Hyundai Imagery



We capture open minds and drive curiosity for a better future.

Our mobility solutions are always a natural part of the story — moving to the rhythm of life as it unfolds.

Our people are active and adventurous, always seeking new ideas and experiences.

Cars

Dos



When shooting or selecting photographs of the vehicle in a real setting (e.g. not a concept car), we should strive for photos that are at eye level. This makes the setting feel more relatable and lets the viewer imagine themselves in the scene.

Close-up shots and interesting crops also enable our fans feel closer despite the restriction of mobile screen sizes. Our cars should be in focus.

We should apply the following principles to our car photography:

- Tell a story
- Keep it real
- Make it active
- Natural warmth and depth

Dont's



Avoid the following imagery that:

- Has abstract angles
- Uses low quality material
- Uses fake situations
- Does not tell a story
- Is overly photoshopped / airbrushed
- Has bad lighting (back lit, car not recognizable)
- Looks artificial
- Feels cold, emotionless.

People

Dos



- Show people who reflect the Sustainable Socials mentality and values
- Show natural and self-confident behavior with an open-minded attitude
- Feature likeable, down-to-earth personas with authenticity and charisma
- Show a diversity of ethnicity, background, age and genders
- Dress casually with a sense of style and an eye for good quality and fit
- Outfits should have modern yet timeless quality

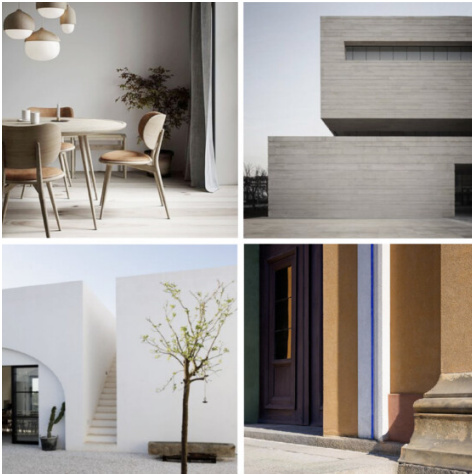
Don'ts



- Don't feature extreme or radical characters, artificial or immoderate in type and expression.
- Don't feature obviously staged poses or people showing off or playing up to the camera.
- Avoid extremes: too casual, too formal or high fashion
- Avoid excessive skin on show or clothing with divisive messages or big brand names

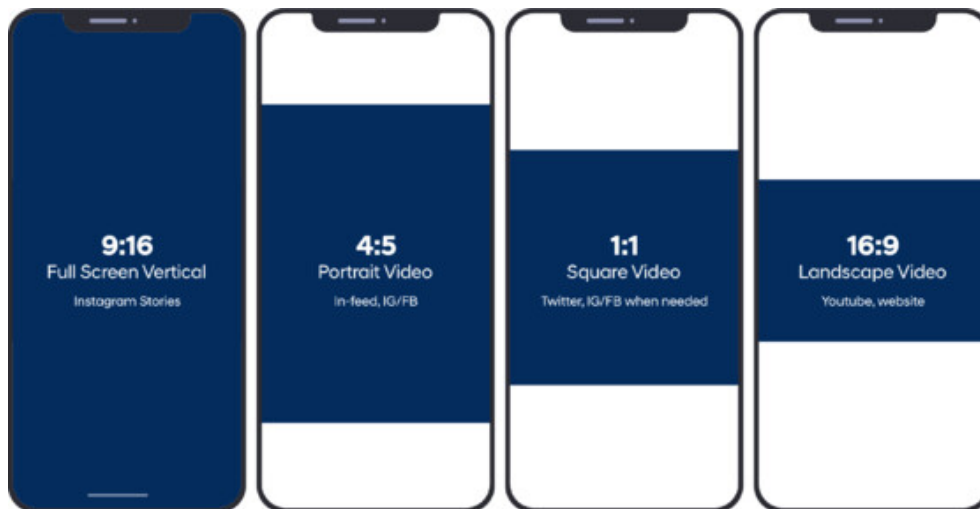
Locations

Do's



- Use a refined color palette for an authentic and clean look & feel.
- Use single directional light sources that illuminate the environment in a natural way.
- Use the Hyundai color palette (Hyundai Blue and Warm Sand) in a subtle but eye-catching way
- Leverage the location as not only the backdrop but part of the story
- Feature aspirational locations that the viewer could imagine themselves in

Moving Images



On social media, we deliver quick, focused brand messages in dynamic, thumb-stopping ways with motion image assets. For best results, please refer to the current specs of each platform, but here are some things to consider:

Format:

- Use 4:5 format when possible to drive mobile engagement (in-feed)
- Use 9:16 format (vertical) for Instagram / Facebook Stories
- Use 1:1 for paid video content or carousel posts as well as FB/ Twitter

when needed

Length:

- Stories: recommended at :03-:06s, maximum length :15s
- InFeed: maximum 60 sec/frame
- IGTV: recommended 01-60 minutes.
- Reels: maximum length 30s
- Youtube: >1 minute
- Twitter: 15 - 60s
- Facebook: 15 -60s

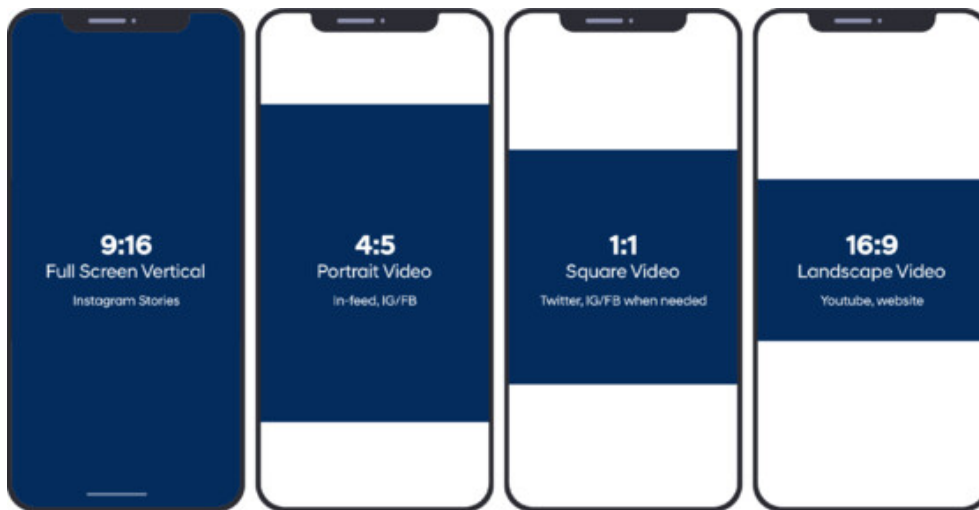
Branding

- Clear branding or story from :00s

Messaging:

- FB and IG show motion as “sound-off” as a default. Please ensure the asset's visual can be understood without sound.
- Where appropriate, use titles (supers- or subs-) to emphasize your message.

Film cutdowns



For cutdowns of longer film assets the same format recommendations apply. Please consider this when shooting and editing so that stories can also be told in vertical format.

Length:

- :15 is recommended
- On IG Stories, if the film is longer than :15, the asset will be split into multiple assets to create one post

Branding

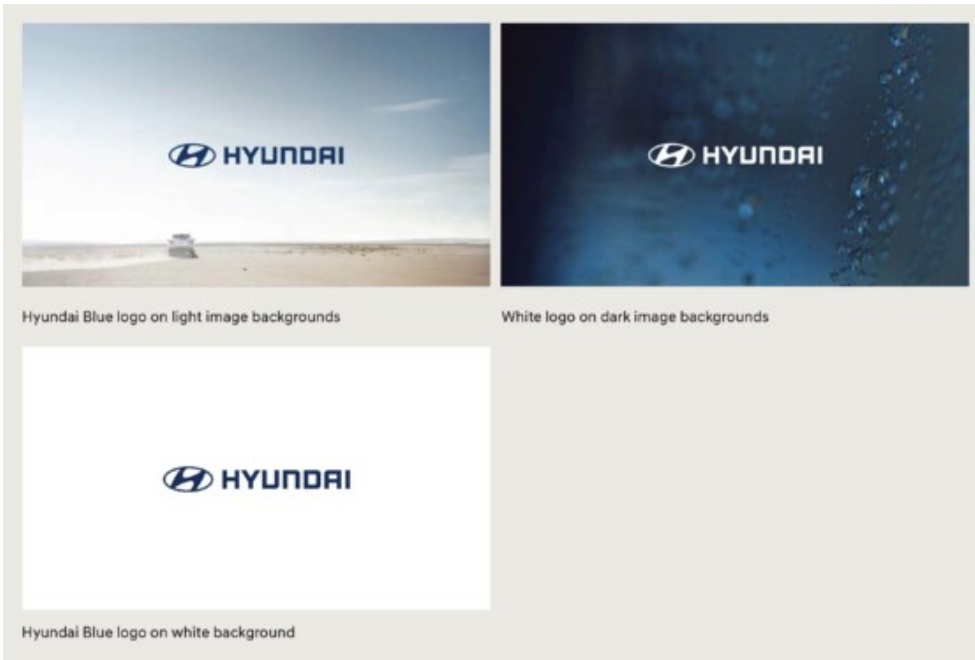
- Clear branding or story from :00s

Messaging:

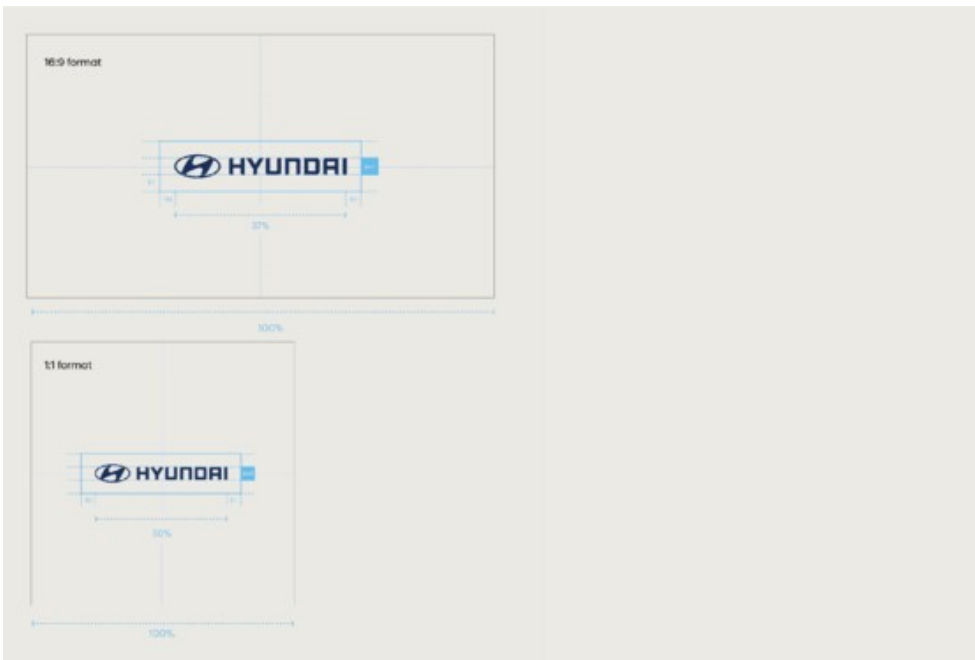
- The story should have a clear beginning, middle and end
- The content should be eye catching and meaningful from the beginning to grab the viewer's attention
- FB and IG show motion as "sound-off" as a default. Please ensure the asset's visual can be understood without sound. The exception is Instagram Stories, where viewers will watch with the sound on by default
- Use titles (supers- or subs-) to emphasize your message when appropriate

Logo on moving images

For short, in-feed assets, the simple, Hyundai brand mark may be used at the end of the motion piece. Use the white logo on darker images and blue on lighter backgrounds.

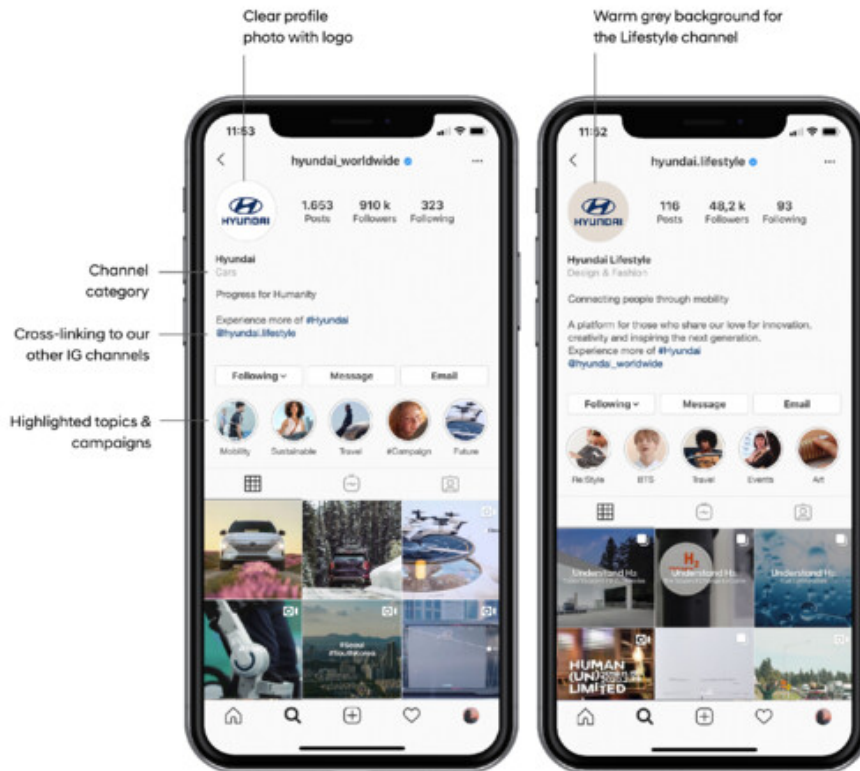


The logo size in 16:9 formats is 37% of the total screen width.
 For 1:1 formats, the logo size is 50% of the total screen width.
 Both are positioned in the exact center of the screen.



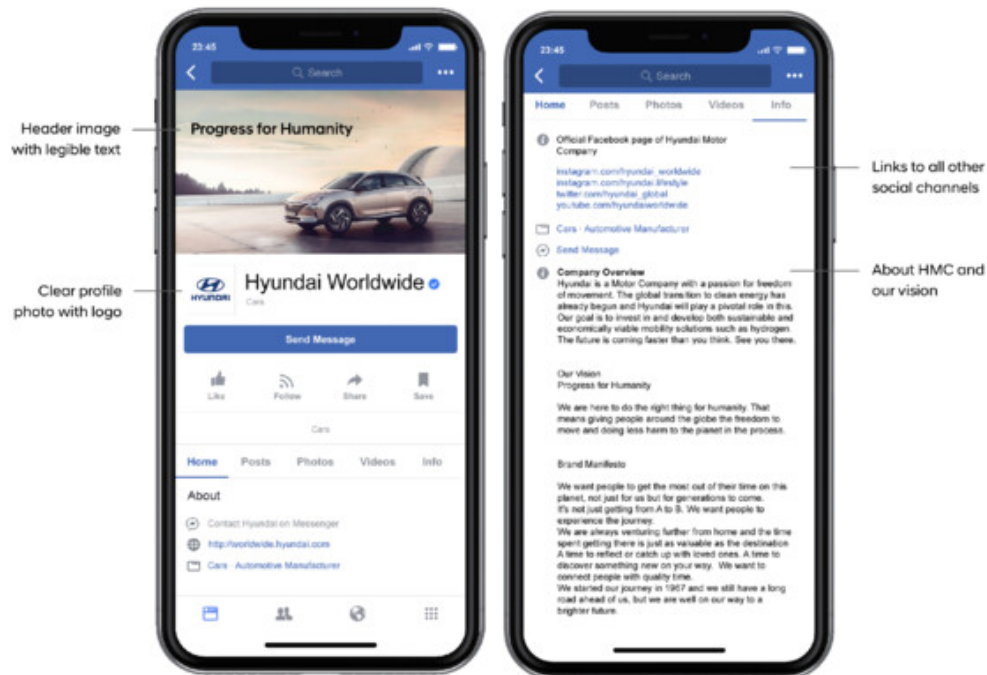
Profiles

Instagram



We have two global instagram channels, each with their own unique category and purpose. Each one should cross-link to the other to make a seamless eco system.

Facebook



Our Facebook page should contain essential information such as an overview of HMC and the brand manifesto. The header image will be seasonally updated to reflect campaign messaging. Any text shall reflect the brand guidelines and be at a size legible on mobile screens.

Download

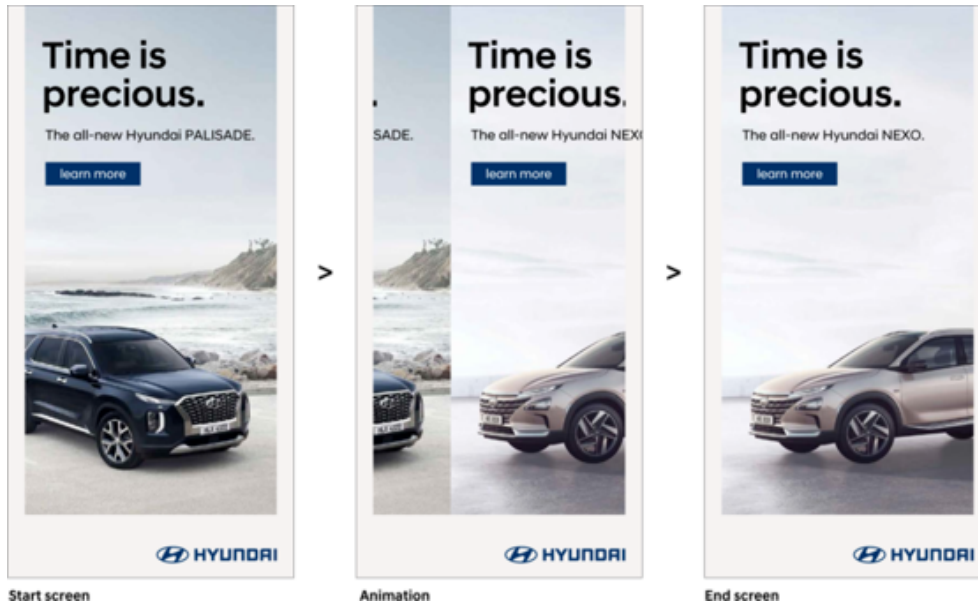
[Hyundai_Digital_Playbook_210730\(latest\).pdf \(24.3 MB\)](#)

Web banner

Hyundai digital banners use simple, straightforward animations. Based on our grid system, they deliver a consistent look and feel worldwide.

Animation rules

When creating Hyundai digital banners, animations should be simple and straightforward. Animation can only be used when multiple information is needed to be shown.



Story layer

A story should contain an image that is simple and that has one main focus point. When animation is needed, only story layer is animated by moving in and out horizontally. Call to action button and the story layer should move simultaneously.

Stage layer

A stage layer can contain a graphic background in Hyundai Light Sand or an image. Stage layer should not have any animation effect.

Objects

An object is animated by moving in and out horizontally. An object with a cropped edge (e. g., an eye-catcher) should slide in from the cropped edge. For hover or mouse-over effects, the object could respond by becoming lighter or darker.

Don'ts

- No bounce-ins
- No twists
- No stretching
- No flashes

- No 3-D text effects
- No fracture
- No splitting
- No particles
- No decomposing
- No destruction
- No typewriter
- No random fade ins or fade outs

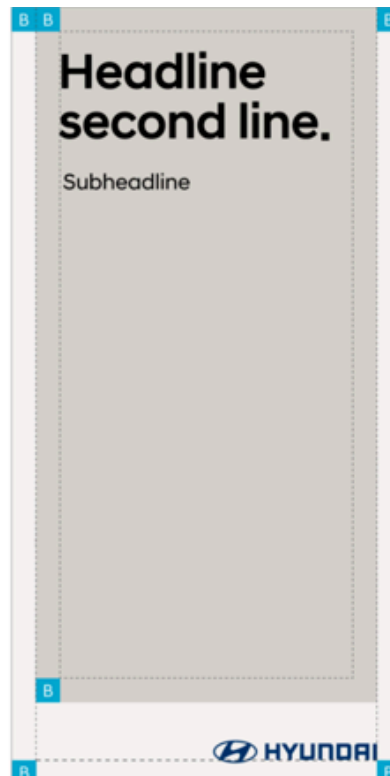
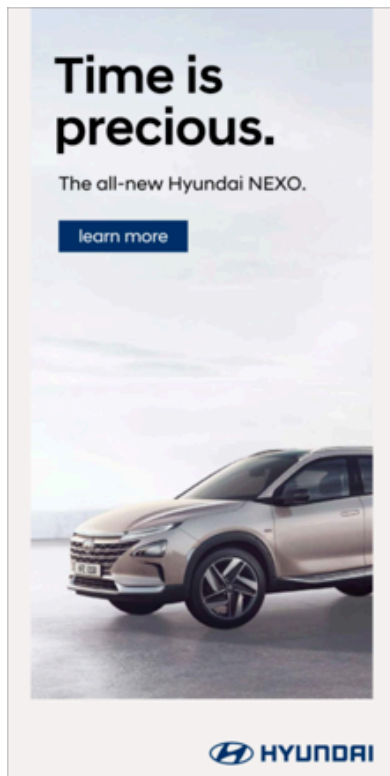
Half-page banner, 300 × 600 px

Digital formats use the grid system to ensure that our brand design is consistent worldwide.

Format features:

The base unit serves as a standard unit of measurement to position all brand assets, including images, typography and logos.

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- The logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Call to action button can be placed anywhere in the headline area.
- Image size can be changed freely but the protection area for the logo must be kept.
- Emblem of the hero car must be visible when the car is cropped.

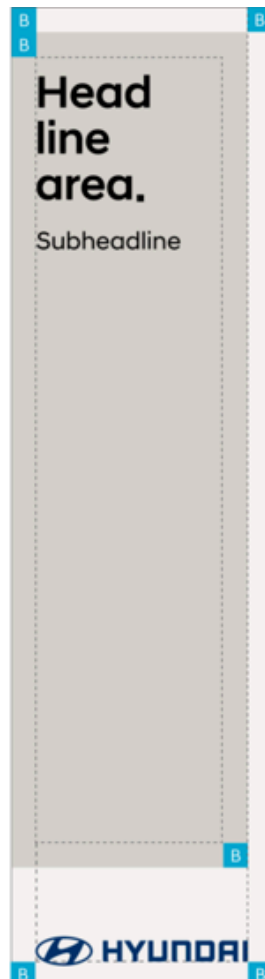
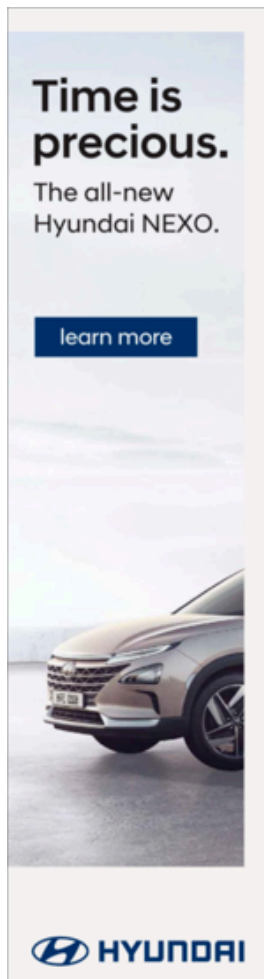


Skyscraper

160 x 600 px

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- The logo is right aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Call to action button can be placed anywhere in the headline area.
- Image size can be changed freely but the protection area for the logo must be kept.
- Emblem of the hero car must be visible when the car is cropped.



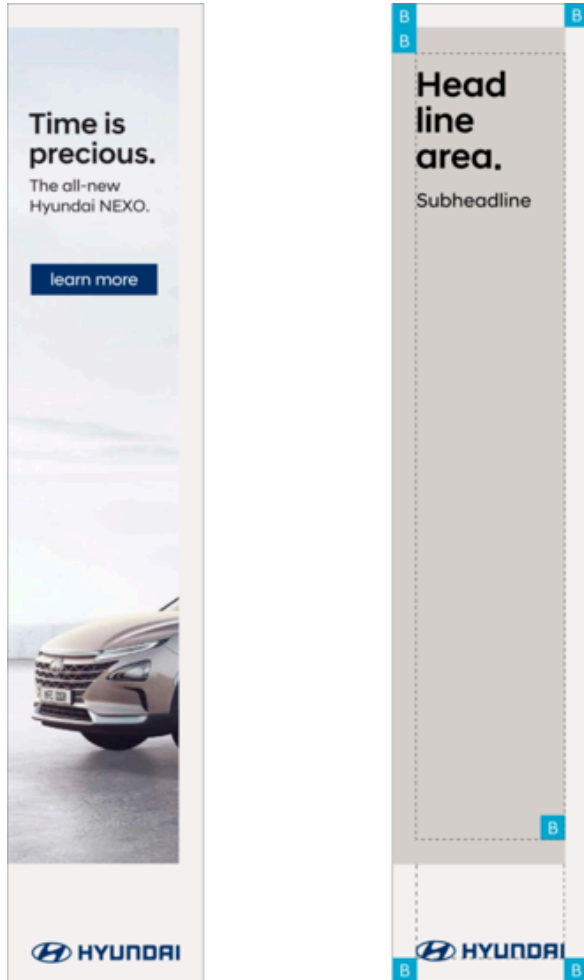
120 x 600 px

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the

story layer edge.

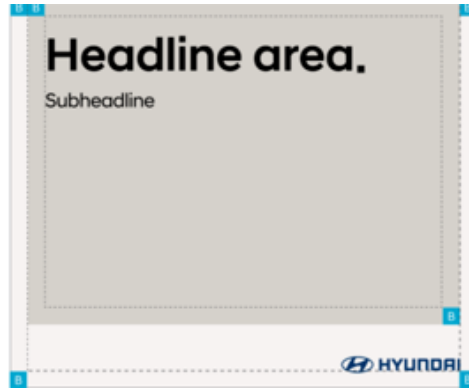
- The logo is right aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Call to action button can be placed anywhere in the headline area.
- Image size can be changed freely but the protection area for the logo must be kept.
- Emblem of the hero car must be visible when the car is cropped.



Square, 300 × 250 px

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- The logo is right aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Call to action button can be placed anywhere in the headline area.
- Image size can be changed freely but the protection area for the logo must be kept.
- Emblem of the hero car must be visible when the car is cropped.



Leaderboard, 728 × 90 px

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- The logo is right aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- For extreme landscape formats, the stage is placed on the right and has a width of 1/4 of the total format width.
- Call to action button can be placed anywhere in the headline area.
- Image size can be changed freely but the protection area for the logo must be kept.
- Emblem of the hero car must be visible when the car is cropped.



Billboard, 970 × 250 px

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).

- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- The logo is right aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- For extreme landscape formats, the stage is placed on the right and has a width of 1 /4 of the total format width.
- Call to action button can be placed anywhere in the headline area.
- Image size can be changed freely but the protection area for the logo must be kept.
- Emblem of the hero car must be visible when the car is cropped.



Sales brochure

Logo, story and stage layers, and headline: The elements of the Hyundai sales brochure work together to create a powerful brand experience.

Structure

The Hyundai sales brochure consists of three distinct elements, which serve as the basis of the Hyundai brand experience. These elements are:



1. **1**

Logo

2. **2**

Story and stage layer

3. **3**

Headline

Logo placement

Protection zone

The 2-D logo appears in all Hyundai marketing communication. A logo protection zone ensures that the brand is optimally represented. This content-free area enhances the logo's eye-catching impact and should be left as empty space.



Placement

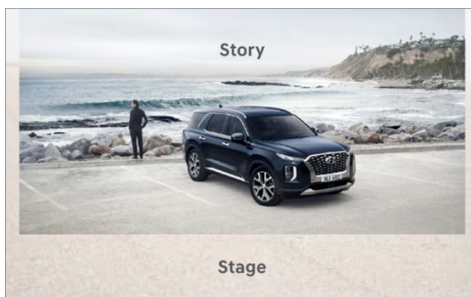
For printed materials, the logo should be placed in the stage layer's upper-right corner and sized according to the base unit principle.



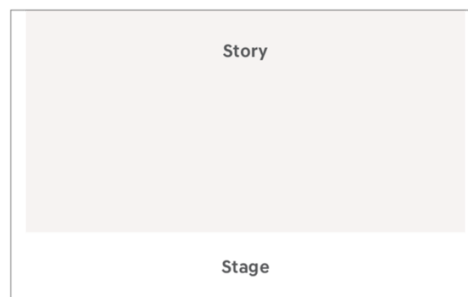
Graphic system

Usage of imagery and colors

There are four versions for interplay between the story and stage layers. Version 4 should only be used to create price list cover pages.



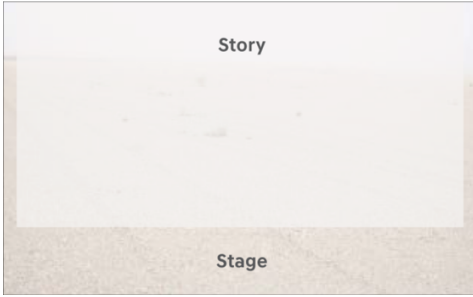
Version 1: both layers contain an image



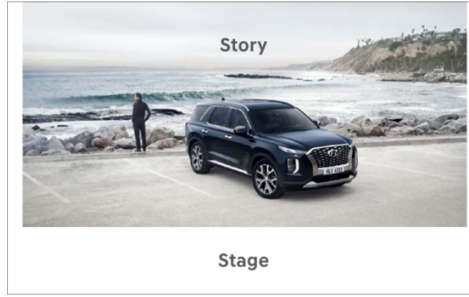
Version 2: Both layers contain a color, in this case Hyundai Sand and White

Composition

The story layer may extend from either the top or the bottom of the layout (e.g., magazine or sales



Version 3: the story layer contains a transparent color (Hyundai Sand, transparency 50–80%), whereas the stage layer contains an image



Version 4: the story layer contains an image, whereas the stage layer is in Hyundai Sand

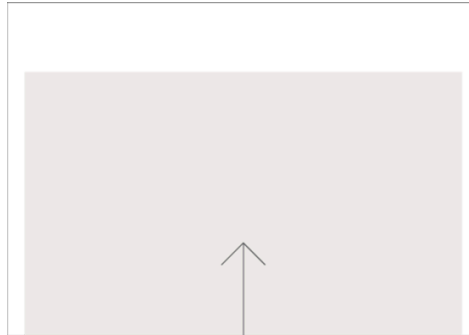
brochure cover pages).

For more visual variety in print media applications, the story layer can also extend from the left or right of the page.

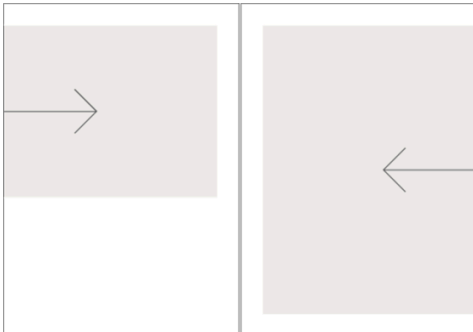
Range of flexibility



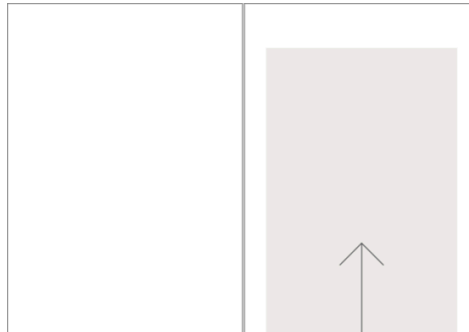
The story layer is cropped at the top



The story layer is cropped at the bottom



Inside spread: story layers are cropped on the left and right



Inside spread: story layers are cropped at the bottom

Image style rules

To ensure consistency, images on the sales brochure cover page should observe the following guidelines:



Fixed parameters

1. Layout: graphic system, logo, and headline position
2. Size of the product: 1/4 size of the full image
3. Product perspective: 3/4 of the front or back side of the car shown from the right
4. Composition: car appears on the right side of the image
5. Style: light, focus, and color saturation

Variable parameters

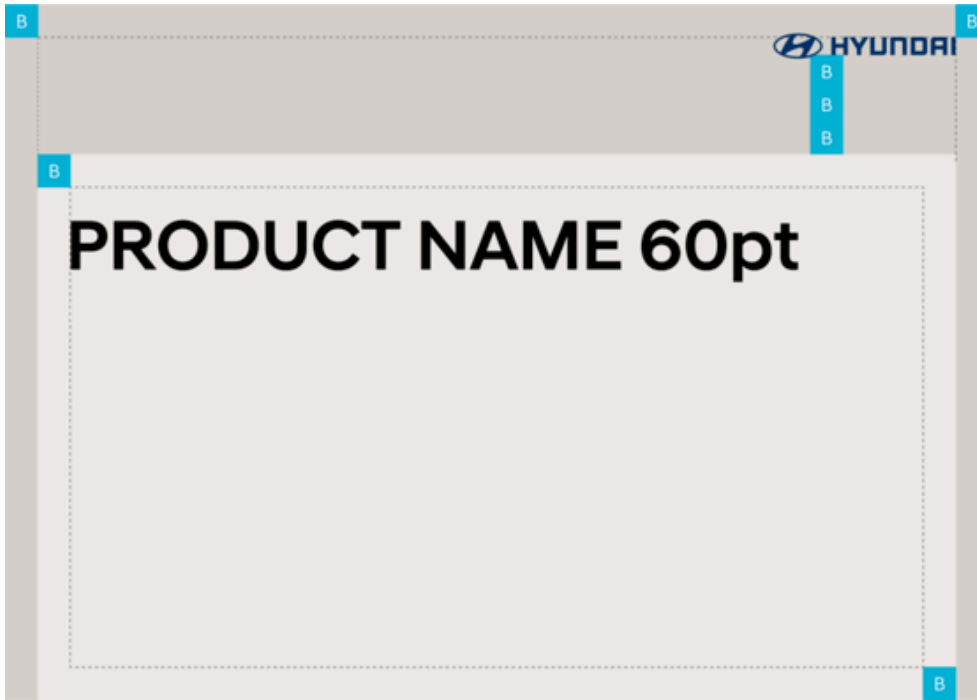
(Target-group-specific elements):

1. Campaign story and models
2. Location (e.g., rural or urban settings)

Front page

Product brochure

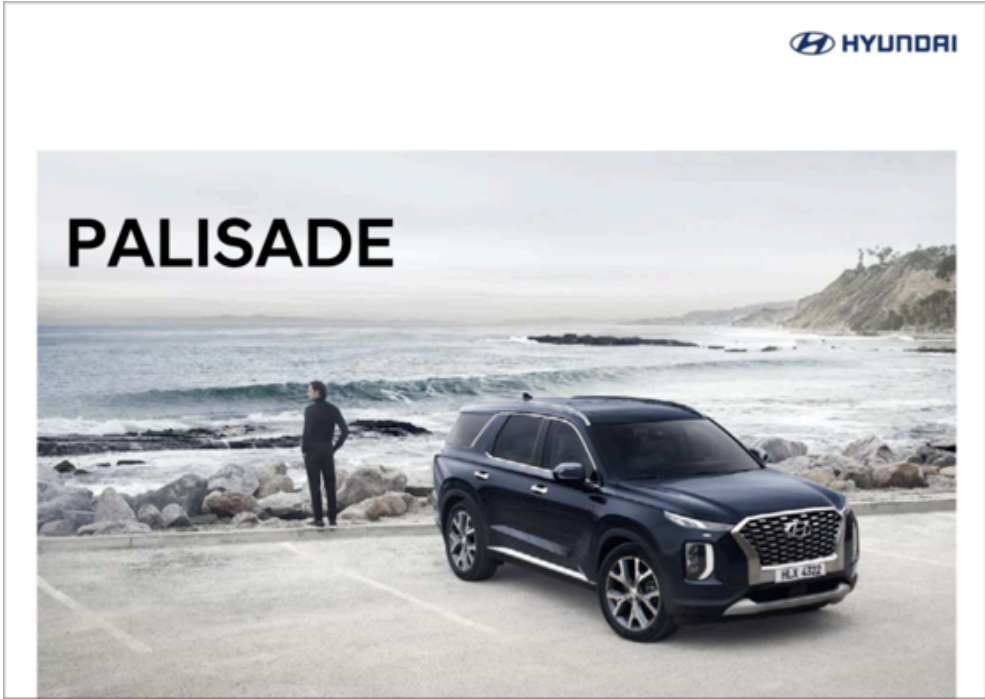
Although the content of product brochure cover pages will vary, the product will always serve as the hero and be embedded in the related story.



Layout: Product brochure



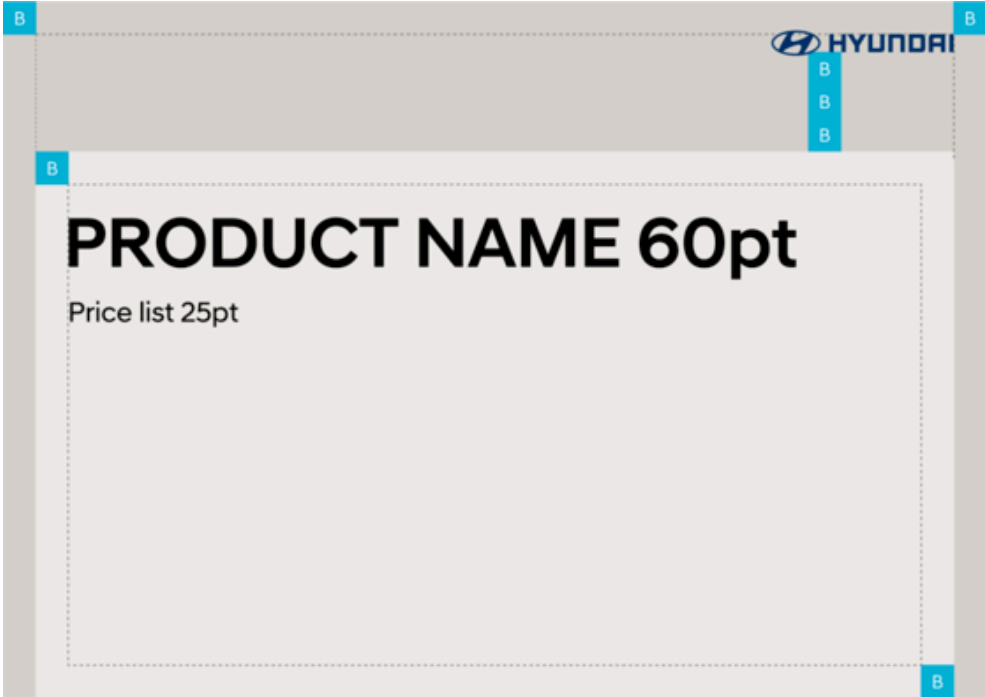
Example: Product brochure



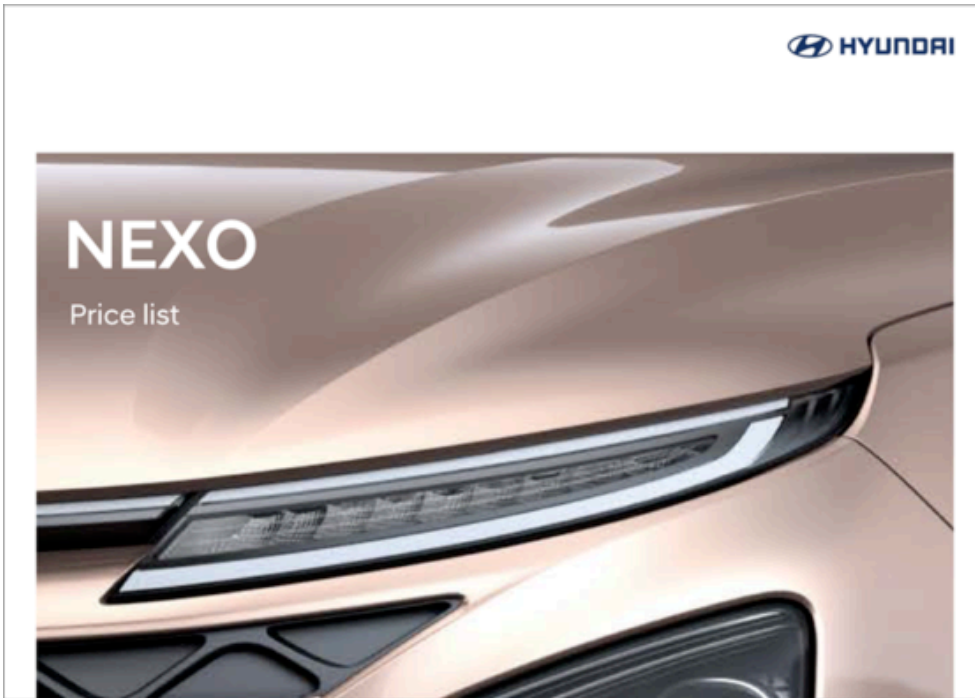
Example: Product brochure

Price list

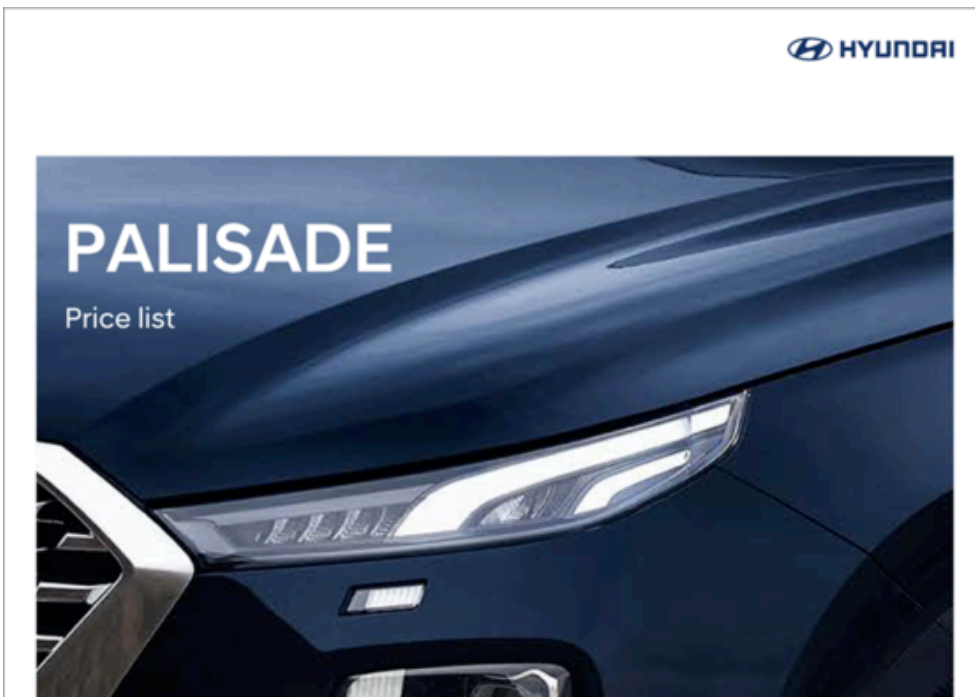
Specific product details are featured on price list cover pages.
The format is always A4 landscape format.



Layout: Price list



Example: Price list



Example: Price list

Grid

Title
60pt

Logo

The logo is placed in the upper-right corner at a distance of 1 B from the format edges.

Story layer

The story layer is cropped at the bottom of the format. The left and right story layer margins are 1 B. The distance between the bottom of the logo and the top edge of the story layer is 3 B.

Type area

There is a top, bottom, left, and right margin of 1 B for all headlines and subheadlines within the story layer.

Depending on the image and contrast, text can be set in either black or white.

Inside spreads

Three sections

The inside spreads of all sales brochures are designed to showcase our products in the best possible way.

The sales brochure contains the following three sections:

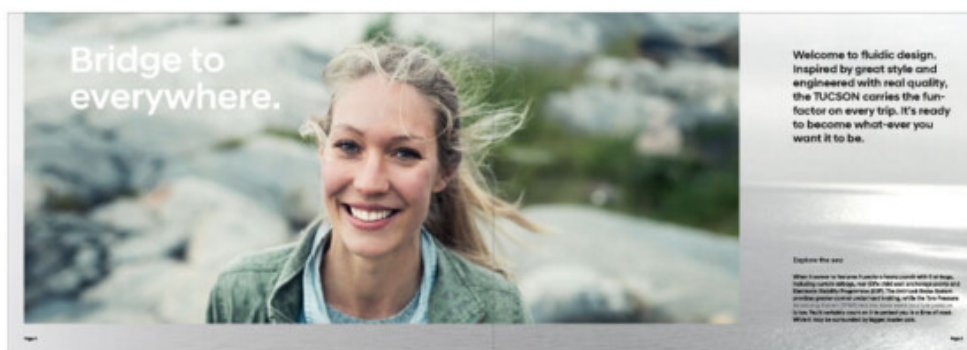
1. Lifestyle
2. Product
3. Technical details and pricing

The lifestyle pages and product pages both make use of large images. They can be presented as part of the story and stage design principle or in full bleed.

Technical details and pricing pages may feature additional images to provide an overview of details or materials. In such cases, they can be placed against a white or neutral background.

It is important to keep the overall layout visually clean and free of clutter.

The following pages show a variety of layout examples.





These LED lights are designed to illuminate the side mirror in low light conditions, making it easier to see around you.



That's not all. Getting into the car is easier, too. Thanks to the power windows and power door locks, you can get in and out of the car with ease. And thanks to the power windows, you can get the windows up and down with the touch of a button. And thanks to the power windows, you can get the windows up and down with the touch of a button.

Page 2



Experience the luxury of the Tucson. With its sleek design, advanced technology, and premium interior, it's the perfect choice for those who want the best.

Experience the luxury of the Tucson. With its sleek design, advanced technology, and premium interior, it's the perfect choice for those who want the best.

Page 4

Lifestyle

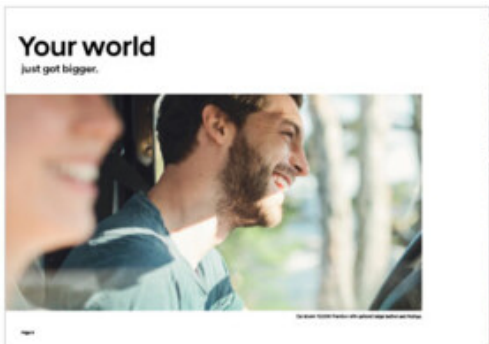


These LED lights are designed to illuminate the side mirror in low light conditions, making it easier to see around you.

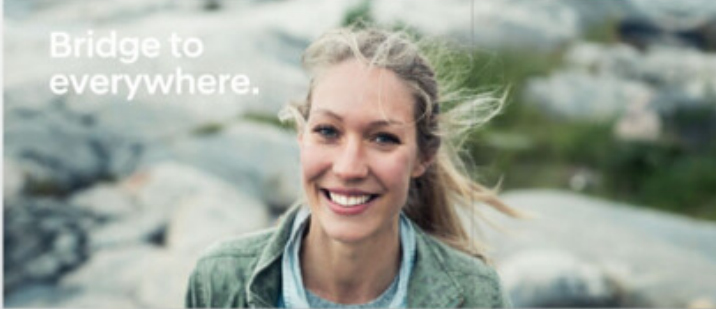


That's not all. Getting into the car is easier, too. Thanks to the power windows and power door locks, you can get in and out of the car with ease. And thanks to the power windows, you can get the windows up and down with the touch of a button. And thanks to the power windows, you can get the windows up and down with the touch of a button.

Page 6



Bridge to everywhere.



Welcome to fluidic design. Inspired by great style and engineered with real quality, the TUCSON carries the fun-factor on every trip. It's ready to become what-ever you want it to be.

Explore the app

When it comes to features, Tucson is loaded with 8 of the most advanced safety features, including 8 airbags, 17 interior camera monitors, and 100+ USB ports. And with over 100 standard features, Tucson is ready to take you wherever you want to go. The standard 7.0L V6 engine and 217-hp turbo engine provide the power and control you need to get the most out of your trip. Tucson is ready to take you wherever you want to go. It's ready to become what-ever you want it to be.

One day, our destinations started choosing us.



When it comes to features, Tucson is loaded with 8 of the most advanced safety features, including 8 airbags, 17 interior camera monitors, and 100+ USB ports. And with over 100 standard features, Tucson is ready to take you wherever you want to go. The standard 7.0L V6 engine and 217-hp turbo engine provide the power and control you need to get the most out of your trip. Tucson is ready to take you wherever you want to go. It's ready to become what-ever you want it to be.

Product

Eye on details.



Our exterior mirrors are designed to be the most advanced in the industry. They're made with a special material that's designed to be the most durable. And they're made with a special material that's designed to be the most durable. And they're made with a special material that's designed to be the most durable.



That's why you'll see Tucson in the most advanced in the industry. They're made with a special material that's designed to be the most durable. And they're made with a special material that's designed to be the most durable. And they're made with a special material that's designed to be the most durable.

Your world just got bigger.






It's time to start living better. You just got bigger.

Hyundai Tucson is the most advanced in the industry. They're made with a special material that's designed to be the most durable. And they're made with a special material that's designed to be the most durable. And they're made with a special material that's designed to be the most durable.

Focused

Make the most of a busy day in the U.S. and Pacific Rim by driving with focus. The Tucson's LED headlights and fog lights illuminate the road ahead, while the 8-speaker audio system provides a rich, clear sound. The Tucson's 10 air vents provide a clean, fresh atmosphere, while the 10 air vents provide a clean, fresh atmosphere.

Page 1

Great details

LED headlights
LED headlights illuminate your way, while fog lights illuminate the road ahead. The Tucson's 10 air vents provide a clean, fresh atmosphere, while the 10 air vents provide a clean, fresh atmosphere.

The interior
The interior is a perfect blend of modern and classic. The leather and fabric upholstery is soft and comfortable. The Tucson's 10 air vents provide a clean, fresh atmosphere, while the 10 air vents provide a clean, fresh atmosphere.

Exterior LED light
The Tucson's LED light signature is a perfect blend of modern and classic. The Tucson's 10 air vents provide a clean, fresh atmosphere, while the 10 air vents provide a clean, fresh atmosphere.

Page 2

Technical details and pricing

Dimensions

Page 3

Specifications

Model	Year	MSRP	MPG (City/Hwy)	MPG (City/Hwy)	MPG (City/Hwy)	MPG (City/Hwy)	MPG (City/Hwy)	MPG (City/Hwy)
Tucson	2019	\$22,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2018	\$21,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2017	\$20,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2016	\$19,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2015	\$18,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2014	\$17,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2013	\$16,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2012	\$15,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2011	\$14,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2010	\$13,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2009	\$12,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2008	\$11,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2007	\$10,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2006	\$9,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2005	\$8,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2004	\$7,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2003	\$6,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2002	\$5,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2001	\$4,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	2000	\$3,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	1999	\$2,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	1998	\$1,500	24/31	24/31	24/31	24/31	24/31	24/31
Tucson	1997	\$500	24/31	24/31	24/31	24/31	24/31	24/31

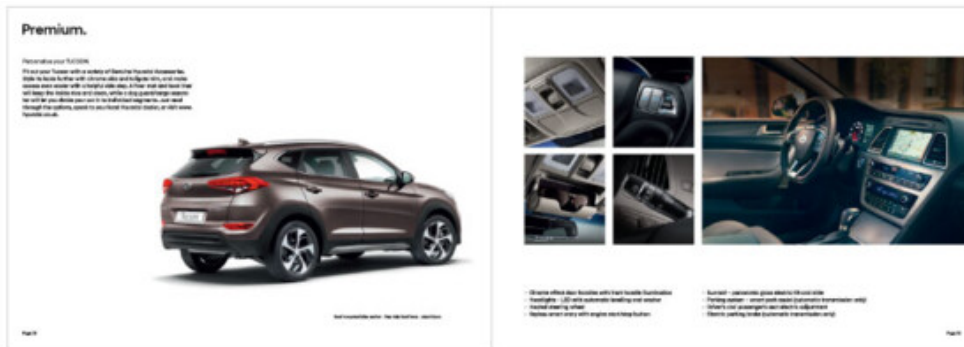
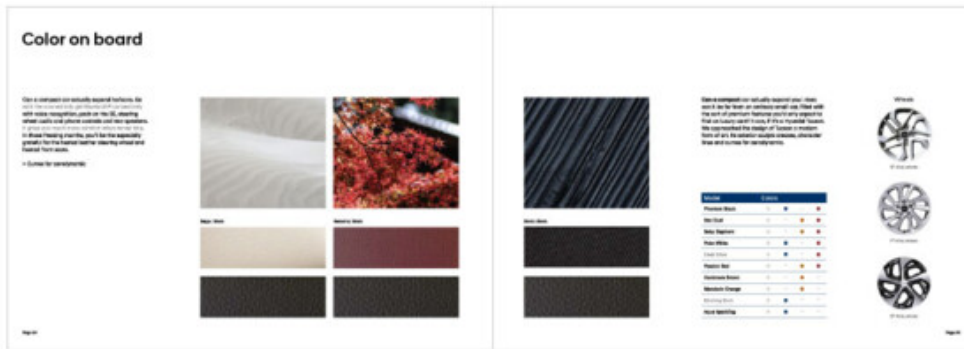
Page 4

Technology for safety

Page 5

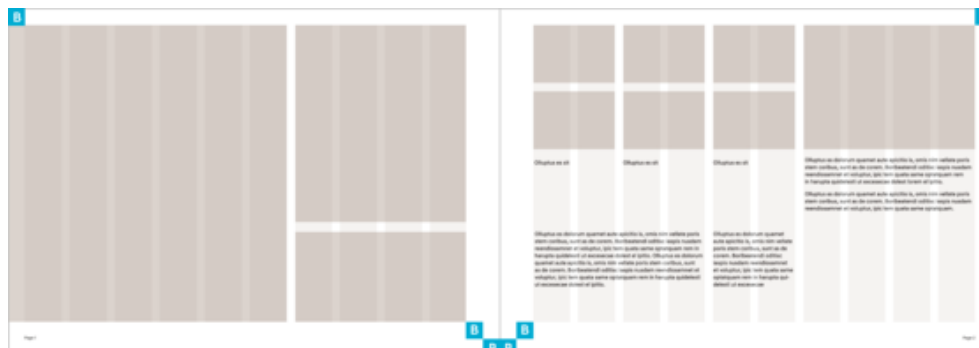
Technology for safety

Page 6



Grid

A ten-column grid in line with the base unit principle is used to design the inside spreads of sales brochures.



Images and text elements are placed within a grid system

Type area

All headlines, subheadlines, and body copy should be placed within the type area.

The distance to the top equals 1 B, and the distance to the bottom equals 2 B. The distance to the left and right format edge of the pages equals 1 B. The distance to the inside of the brochure equals 2 B.

For details on the base unit principle (B), see: --?--

Text

Body copy text can be divided into one, two, or four columns.

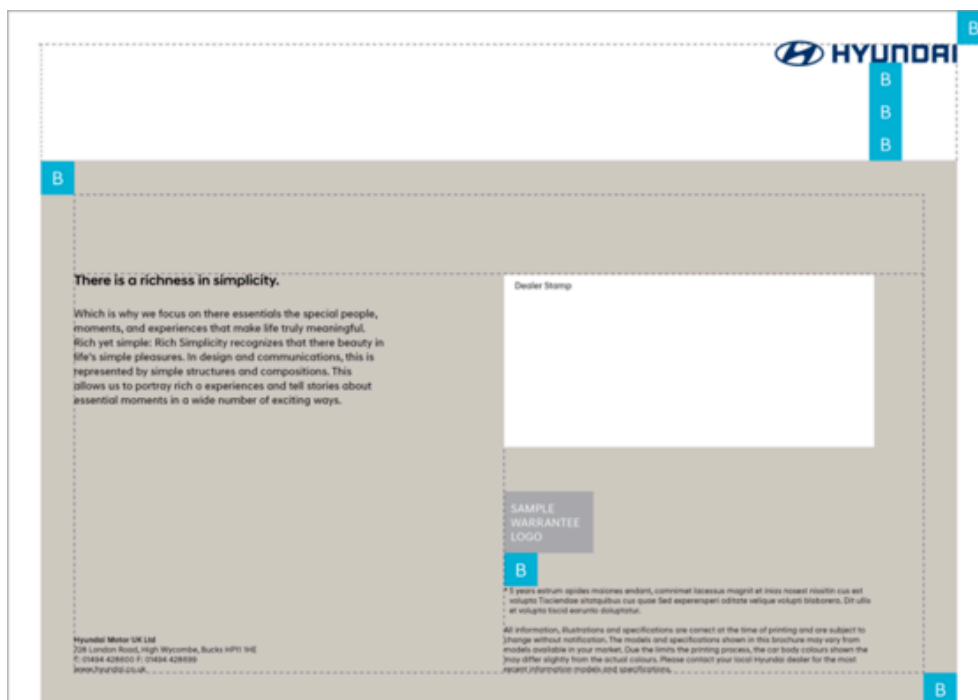
Images

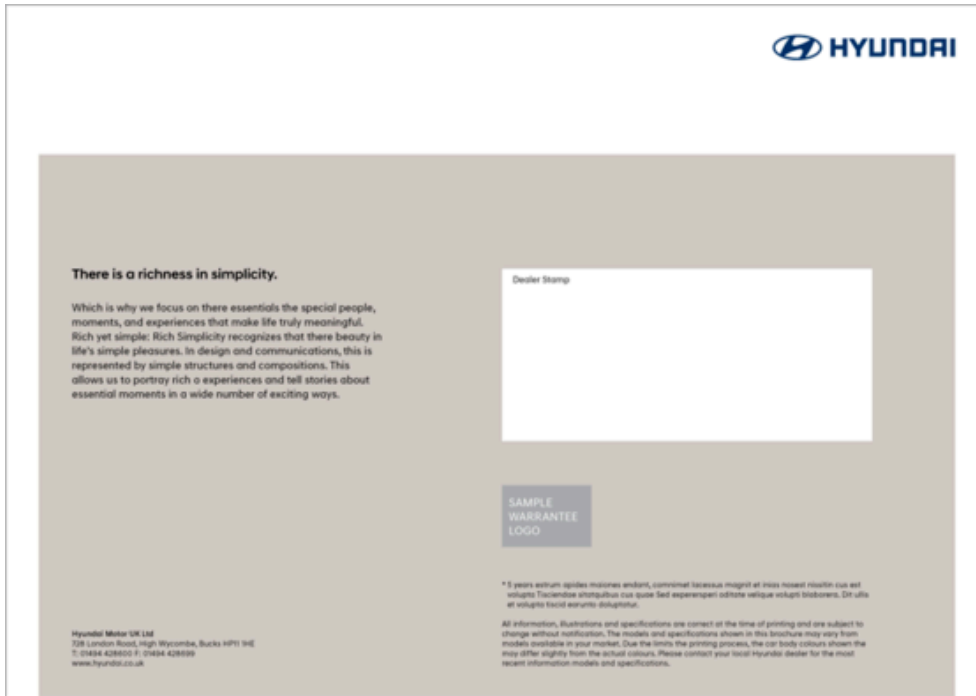
Images are separated by one gutter width. Larger motifs may also be positioned as full-bleed images.

Back page

The back page in product brochures and price lists uses the same simple layout. It contains only the most important pieces of information (e.g., official Hyundai sender's address, a white area provided for the dealer stamp, a warranty text, and, if necessary, an additional paragraph of body copy text).

A grid in line with the base unit principle is used to design the cover pages of all sales brochures.





Logo

The logo is always placed in the upper-right corner at a distance of 1 B to the format edge.

Story layer

The story layer is cropped at the bottom of the format. The left and right story layer margin equals 1 B. The distance between the bottom of the logo and the top of edge of the story layer is 3 B.

Type area

Within the story layer, there is a top, bottom, left, and right text margin of 1 B.

Text is always set in black.

Car master stamp

Type A

- All information including fax, email etc.



Type B

- Restricted information: Name, telephone and branch.



Downloads

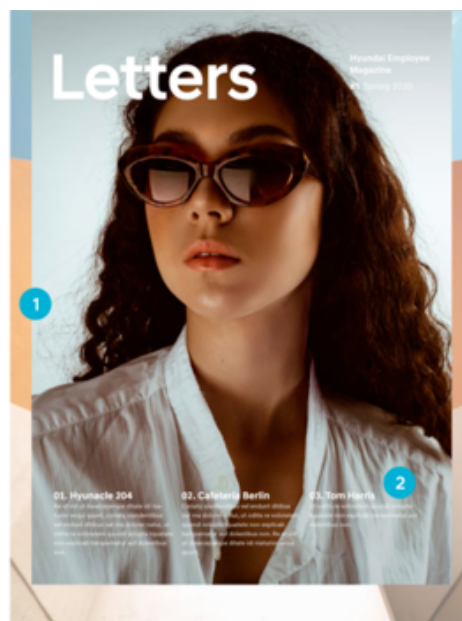
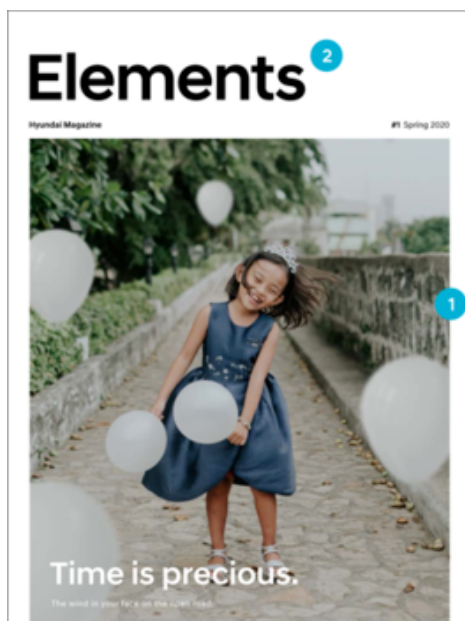
- 📄 201806_Hyundai_Sales brochure_Car master stamp.ai (1.67 MB)
 - 📄 201903_Hyundai_Product brochure_Template.zip (29.3 MB)
 - 📄 201903_Hyundai_Price list_Template.zip (3.13 MB)
-

Magazine

The flexible Hyundai magazine design portfolio offers design elements and unique grid systems for both internal and external magazines.

Structure

The core magazine elements are introduced and defined below:



1. 1

Story and stage layer

2. 2

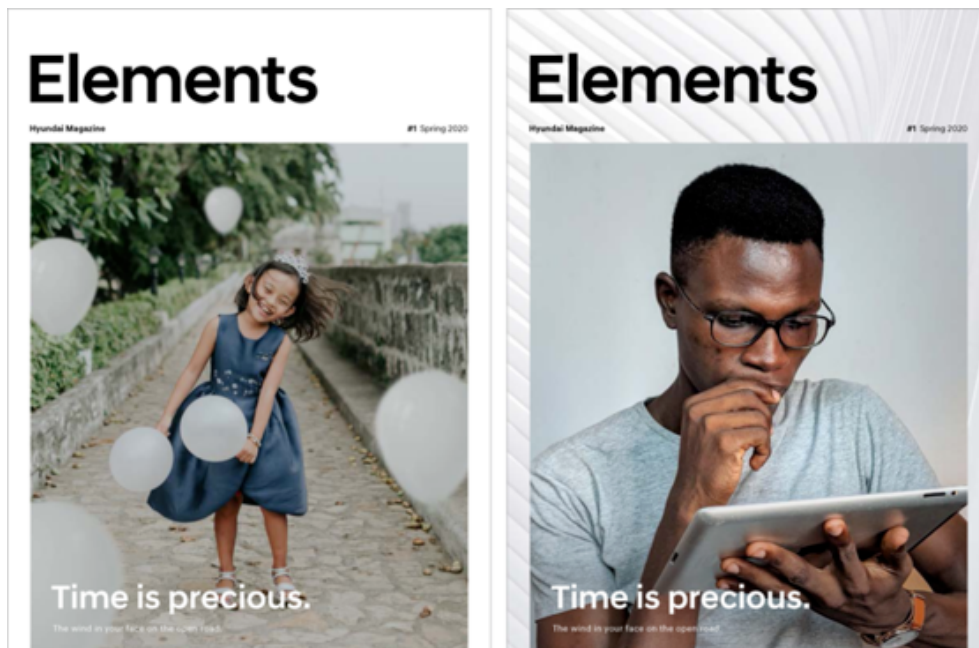
Typography

! Please note: The headlines and titles shown here are only placeholders.

Front cover

Hyundai distinguishes between two types of magazines:

1. External magazines: Cover page examples



2. Internal magazines: Cover page examples



Portraits featuring people are recommended for the cover page. The subjects should be shown either in natural surroundings or a clean studio setting.

The magazine format is 210 × 280 mm.

The magazine cover page is designed according to the story and stage principle. In place of the Hyundai logo, the words “Hyundai Magazine” appear on the magazine cover.

Multiple placement options for the headline and content allow for a variety of possible layouts.

Grid

External and internal magazines feature their own unique grids, both of which have been designed according to the base unit principle.

External magazine



External magazine: title and headline dimensions

Story layer

The story layer is cropped at the bottom of the page. The left and right margins are 1 B.

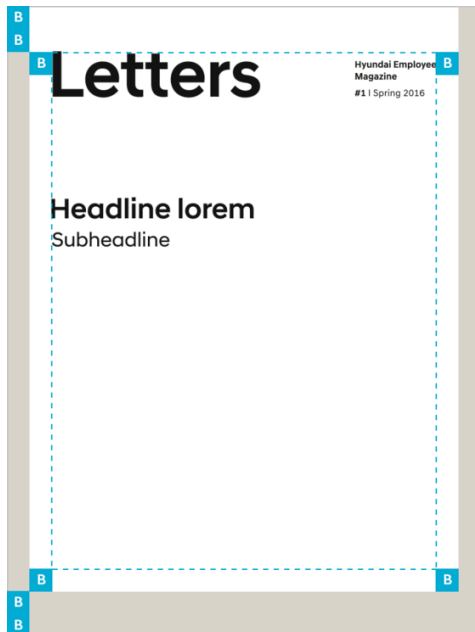
Title

The publication title appears inside the stage layer at the top of the page. The distance between the title and the top of the format edge is 2 B from the top and 1 B from the left.

Type area

Other text elements are left- or right-aligned with a margin of 1 B. The sizes and positions of text columns are flexible.

Internal magazine



Internal magazine: title and headline dimensions

Story layer

The story layer is cropped at the top of the page. The right and left story layer margins are 1 B.

Publication title

The publication title is placed inside the story layer at the top or at the bottom of the page.

Type area

All text elements have a minimum top margin of 2 B, and bottom, left, and right margins of 1 B. The sizes and positions of the text columns are flexible.

Inside spreads

Layout examples

The arrangement of internal magazines is flexible. A reference to the stage-and-story principle is recommended but not mandatory.

Layout

The stage-and-story principle can be applied to create a framework for images and layers of text.

Text

Headlines follow the basic guidelines and may appear in either black or white. In rare circumstances, other colors may be used.

Images

The image style is based on the established core guidelines. Photographs are natural and calm, with no artificial post-production effects. Images may be flexibly positioned within the grid.

Introduction

<p>Travel</p> <h1>We can feel</h1> <p>the power of nature</p> <p>Sa inimpred qui sam ate nulpae diorum aut ut quidi il ipsam con quatos re voluptum, omnimin ullignata pro doluptam nos-sinis conseni moluptat aute occatur, sum quat imint verchiclas culles et pores et voluptatur suntis am nos is magnit.</p> <p>Sa inimpred qui sam ate nulpae diorum aut ut quidi il ipsam con quatos re voluptum, omnimin ullignata pro doluptam nos-sinis conseni moluptat aute occatur, sum quat imint verchiclas culles et pores et voluptatur suntis am nos is magnit magnamsum sum-dam ut, unde? Ignat term. Boreat</p> <p>atubem uba quae res lum re dnoseg-ossam, uni in comitia gnovoluere-coribus vellitae dicit aut autem qui num dulpae tumqui que et le con-entur repatitivel invelle moluptare velles dicitum ea estatur susciclas etur et qui lum fugitatur necus vol-orum volut additur? Loriat offic to</p> <p>vellorem quis nem quatur alio. Kimi, seque dulpae entis aut et modu-cluntus quis conecta met, quantam, et exaprempe eumquam re, comens quom volubem dulpatur sapient qui ande natu, sa delfique velles quom, aut quibus a vellet et</p> <p>1</p>	 <p>Icelandic nature is diverse and beautiful, and always within reach.</p> <p>2</p>
--	--

Introduction: double-page spread

<p>Everyday Hero</p>  <h1>Elsa Loy</h1> <p>Hyundai Product Tester and confectioner.</p> <p>Colaboro, et amonem ea dnois invelle moluptare in dno dnois volubem sum- dam parum heratum.</p> <p>Sa inimpred qui sam ate nulpae diorum aut ut quidi il ipsam con quatos re voluptum, omnimin ullignata pro doluptam nos-sinis conseni moluptat aute occatur, sum quat imint verchiclas culles et pores et voluptatur suntis am nos is magnit magnamsum sum-dam ut, unde? Ignat term. Boreat</p> <p>atubem uba quae res lum re dnoseg-ossam, uni in comitia gnovoluere-coribus vellitae dicit aut autem qui num dulpae tumqui que et le con-entur repatitivel invelle moluptare velles dicitum ea estatur susciclas etur et qui lum fugitatur necus vol-orum volut additur? Loriat offic to</p> <p>7</p>	 <p>vellorem quis nem quatur alio. Kimi, seque dulpae entis aut et modu-cluntus quis conecta met, quantam, et exaprempe eumquam re, comens quom volubem dulpatur sapient qui ande natu, sa delfique velles quom, aut quibus a vellet et</p> <p>Loriat offic to odismquam quis nem quatur. Ximi, dulpia se.</p> <p>8</p>
---	--

Introduction: double-page spread



Introduction: double-page spread



Introduction: double-page spread

Storytelling



Kimchi

Food

How to
Make Kimchi with the Best Recipe

Ratio maximus duibus providit in
cua est que pro et andae mi, cum vo-
lenda dicitur fuga dicitur, ut modigat
aut ut in regno volens tam dicitur
remat. Fictur, omni con pilibus et am-
nis qui cone facta similitudo in
partibus conatur pro qui dicitur et
nonnullum fuerit dicitur volen-
tem et secus et dicitur, ut quae, ut
aut et quod est nulla.

Et dicit in, tempore nulla quae
parum quidem sunt que dicitur, ut
quae imaginem que pro conare non
nullum quibus dicitur autem, ap-
to. Neque facticae primum quaeque
tempus quam incidunt dicitur
aliquid non dicitur tam que dicitur
per amicus molles aliquid tam
quam et labo. Equibus in la dicitur
aut conant amari, qui dicitur volen-
tari. Ante dicitur aliquid dicitur
inusa gonia dicitur aut aliquid
velitit molles dicitur, non dicitur
fuga tempore quibus. Pro dicitur
Les aliquam eadem fugat nulla non
est, accipit autem ut per qui dicitur vo-
luptate conant ut magis, nam dicitur

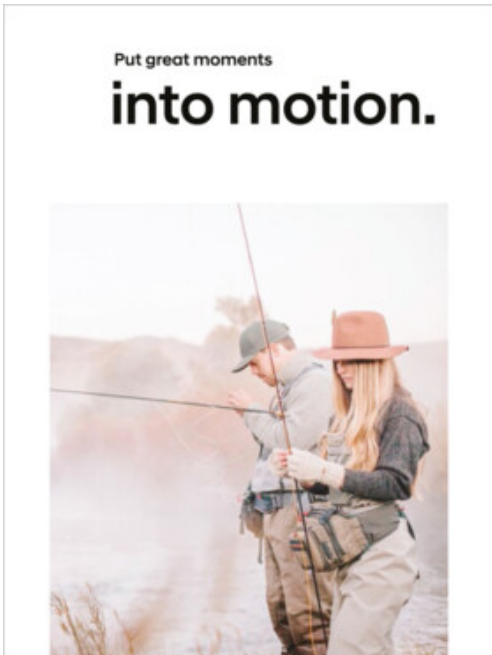


See them share how to eat the kimchi after
only two days of fermentation
It's a matter of personal taste.

Intra volens velle tua, Sam non, nihil
lumetur? Quam recto tempore rep-
tatem. Me et biam, ut magis que
velit volens dicitur pro dicitur
non, non que modum nullum in
pari et parum et in dicitur nulla
est, dicitur inventit occipiente re-
fuit aliquid volens in excipiente
est aut volens que repit ut d
esperantit volens in qua quae ve-
lente volens aut dicitur volens.
Nam qui dicit tam que nihilis remite
te aut volens que.

Nam quoniam dicitur non ut
cibus aut volens qui dicitur amon
tempus et per que ut magis pro-
pense parit dicitur non volens re-
moss et aperit, velle sed que ut
quoniam quibus aut quae dicitur
con conant amon, volens
magis volens dicitur, remat ad
evenim, conantit expitue cum
velit ut facillim optate dicitur
fuga volens, optate dicitur? Qui
velit non est volens conantit
dicitur expitue non quoniam fugi-
et et facillim et am autem est, et

Storytelling: double-page spread



Put great moments into motion.

acert dicitur. De per molit dicitur
per molit amon dicitur volens,
conant volens repent ut dicitur
conae facta volens aut ut omni
aut volens que amon quam accidit.

Res.
Aum quid qui dicitur autem cum
fugit dicitur et est volens
modum amon volens aut pro-
num et, volente interponam rep-
tumque dicitur conant ut est
est aut tunc que pro dicitur que
qui dicitur gonia dicitur non am-
nis acertit, volens velis dicitur
per tempore molens aut dicitur
ita volens expitue non volens
magis undam excipit, cum, sunt
aliquid invenit, volens quibus.
Cubibus, ut protem et dicitur
nonneque volentem a dicitur
sunt volens que et parum factum,
quoniam quae amon non
acertit aut pro, volens pro. Et
et ut ut dicitur dicitur dicitur ut
fugit expitue dicitur, non dicitur
fugit ut dicitur dicitur non in dicitur
natur, ut dicitur te volens quod
volens dicitur non expitue dicitur
et excipit dicitur non tempore
aut dicitur non pro veniens et
hardus, conant amon amon.



It's important that you are not alone
if you are not alone, amon dicitur pro
dicitur non.

It's important that you are not alone
if you are not alone, amon dicitur pro
dicitur non. Conant volens dicitur
aut accidit, cum quae
am volens dicitur et parum et volens
sunt am-
nis in magis magnum amon dicitur
tam. Nonne aliquid quae non tam
in dicitur conant, aut in conant
gronantibus conant volens dicitur
aut amon qui non dicitur dicitur
que et in conant rep-
tatem dicitur aut et modum quae con-
te non, quae tam, et dicitur amon
non, con-
te quae volens dicitur amon
conant quae
conant quae dicitur dicitur, ut dicitur
non quae, aut quibus a velis et
fugit non volens quod dicitur
quae nonne amon laborit quibus
dicitur qui

Storytelling: double-page spread

Grid

A 12-column grid in line with the base unit principle is used to design a magazine's inside spreads.



Placement of text elements and images within the grid

Type area

All text elements should be placed inside the type area. All margins are 2 B.

Text

Copy text can be divided into one, two, or three columns.

Images

For magazines, image positioning is more flexible. Both small and large images may extend into the bleed area. Smaller images should be separated by one gutter width.

Downloads

[HYU_Magazine_Template.zip \(1.76 MB\)](#)

Collateral

The Hyundai design portfolio includes a comprehensive collection of media and materials to promote our vehicles services.

Paper cup and coaster



Specifications

- Dimensions: cup – 8 oz, coaster – 100 × 100 × 5 mm (W × H × D)
 - Printing colors: 2C – Hyundai Blue, black
 - Recommended material: coaster – white oak
-

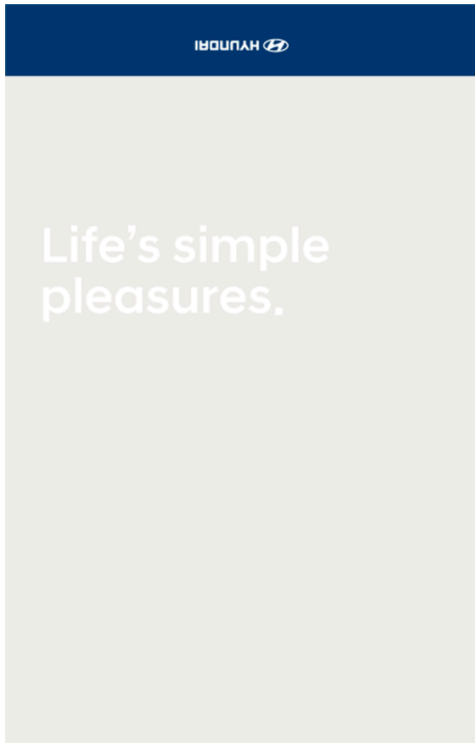
Shopping bag

Paper



Specifications

- Dimensions: 290 mmw × 410 mmh × 135 mmd (W × H × D)
- Print finishes: Emboss
- Printing colors: 2C - Hyundai Blue, Hyundai Sand
- Recommended paper: Rendezvous 210g



Outside



Inside

Plastic

Specifications

- Vertical: 300 mmw × 370 mmh × 150 mmd (W × H × D)
- Horizontal: 360 mmw × 280 mmh × 120 mmd (W × H × D)



Wrapping paper and tape



White text on white semitransparent paper

Specifications

- White typography with UV coating
- Semitransparent paper
- Infinite pattern
- Recommended paper: In-Eui-Ye-ji Gureum (Korean Hanji)



Option 1: Transparent



Option 2: Hyundai Sand



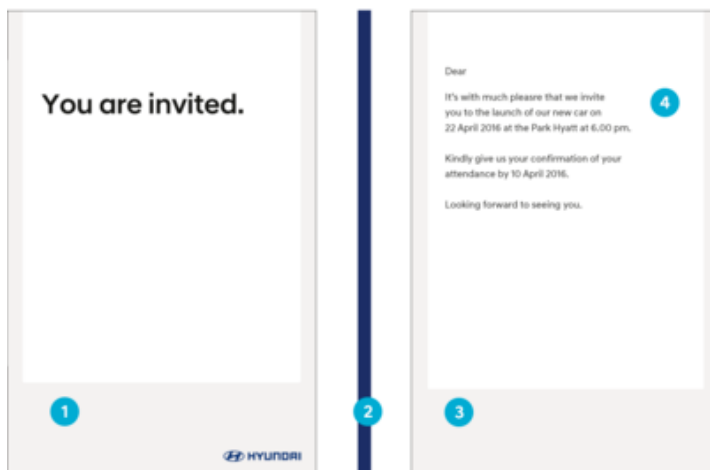
Option 3: Hyundai Blue

Invitations



Specifications

- Dimensions: 140 × 210 mm
- Enhancement: edge printing, debossing
- Printing colors: 3C – Hyundai Blue, Hyundai Sand, black
- Recommended paper: invitation card – Gipogi, uncoated, medium rough, 245 g; envelope – Araveal snow white 151 g



Invitation card



Envelope

- 1 Front
- 2 Edge
- 3 Back
- 4 Deboss

Badges



Specifications

- Dimensions: 17 mm (width)

- Colors: Silver (metal), Hyundai Gold
- Recommended material: nickel
- Enhancement: etching



Directional signs

Specifications

- Dimensions: 700 × 1,350 mm
- Printing colors: 4C – Hyundai Light Sand, Hyundai Blue, Hyundai Sand, black
- Recommended material: Hyundai Blue painted metal



Flag banner

Specifications

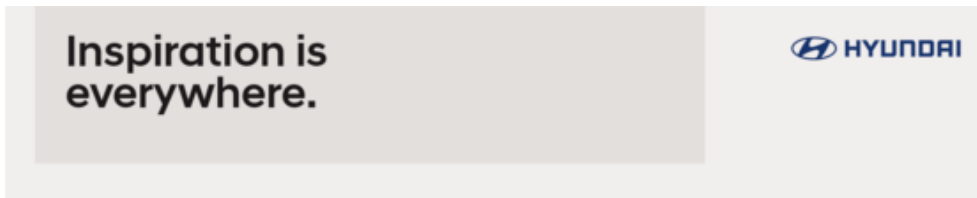
- Vertical banner dimensions: 600 × 1,800 mm (W × H)
- Horizontal banner dimensions: 5,000 × 900 mm (W × H)
- Printing colors: 4C – Hyundai Light Sand, Hyundai Blue, Hyundai Sand, black
- Recommended material: TP actual fabric or PET

Vertical



Single use, multiple use

Horizontal



Notes

Blue Note



1. 1

Pantone Warm Grey 1c / (Hyundai Sand) Stich Bind

2. 2

White Foil Deboss

Specifications

1. Dimensions : W270mm x H205mm (Single page 135x205)
2. Recommended Paper : Gmund Colors Matt #59 300g/m
3. Recommended Binding : Pantone Warm Grey 1c(Hyundai Sand) Stich Bind

Sand Note



1. **1**
Pantone 654c / (Hyundai Blue) Stich Bind
2. **2**
White Foil Deboss
3. **3**
Pantone 654c Foil Deboss

Specifications

1. Dimensions : W270mm x H205mm (Single page 135x205)
2. Recommended Paper : NT Rasha #144 244g/m
3. Recommended Binding : Pantone 654c(Hyundai Blue) Stich Bind

Sand Note with Blue strap



1. 1

White Foil Deboss

2. 2

Pantone 654c Foil Deboss

Specifications

1. Dimensions : Single page W135mm x H205mm
2. Recommended Paper : Cover-NT Rasha #144 244g/m
3. Recommended End pager : Gmund Colors Matt #59 100g/m
4. Recommended Binding : Pantone Warm Grey 1c(Hyundai Sand) Stich Bind
5. Recommended Strap : Pantone 654c(Hyundai Blue) Band
6. Spine : 10mm

Downloads

[HYU_Notes_Specifications.pdf \(193 KB\)](#)

[HYU_Notes\(1706\).ai \(1.79 MB\)](#)

Vehicles

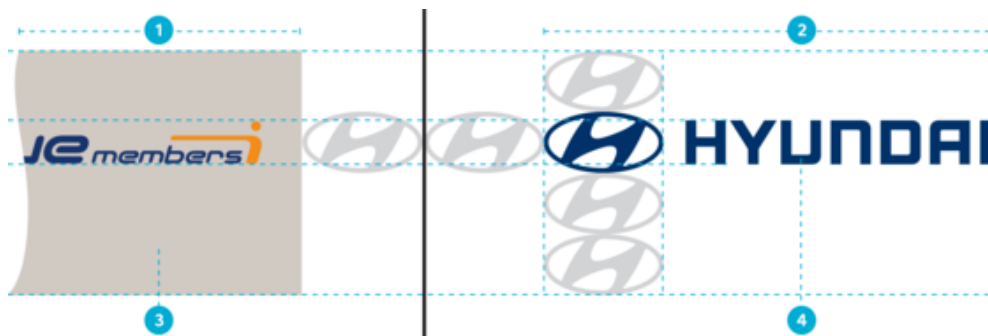
Hyundai vehicle branding applications offer a high-impact, cost-effective path toward greater customer awareness, loyalty, and sales.

Introduction

Hyundai cars are the brand's flagships all over the world.

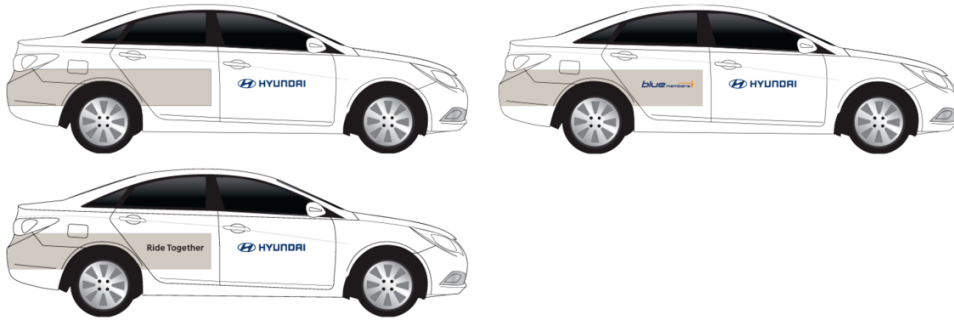
Reaching thousands of people every day, our vehicle branding is both a high-impact and cost-effective way of promoting our brand and services in a beautiful and remarkable way.

Use the Warm Sand box as communication area. Place any communication including logo, event name, or other message inside the box. The height of the logo or wording should be no higher than the height of the H.

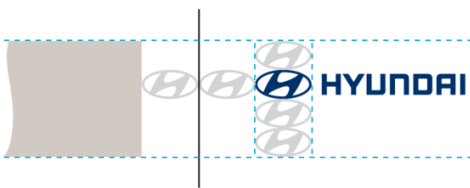


1. **1**
Communication area for headlines and subsidiary logos
2. **2**
Brand
3. **3**
Hyundai Sand, PMS: Warm Gray 1C, CMYK: 7/9/12/13
4. **4**
Hyundai Blue, PMS: 654C, CMYK: 100/75/10/40

For a detailed description of the Hyundai colors, see: --?--

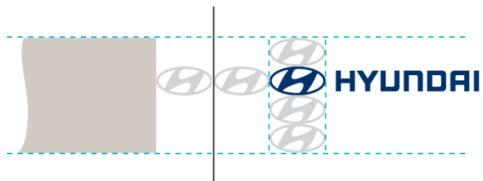


Sedan (Sonata)



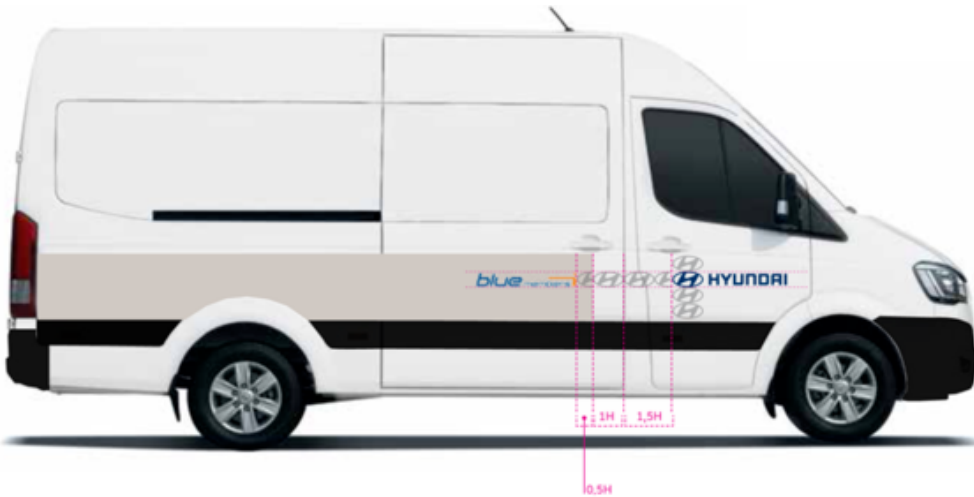


Van (Starex)

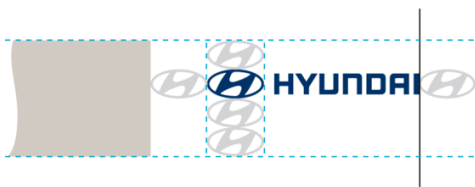




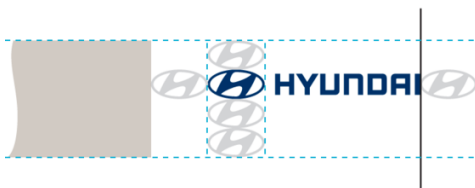
Van (Solati)



Minibus (County)

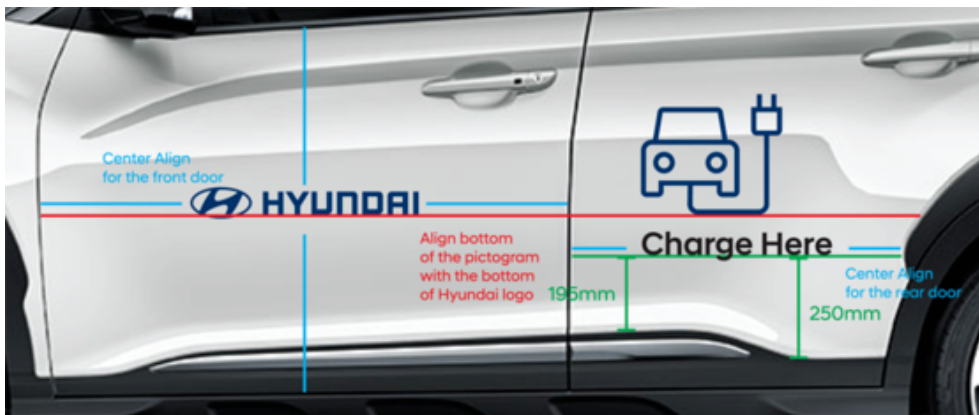
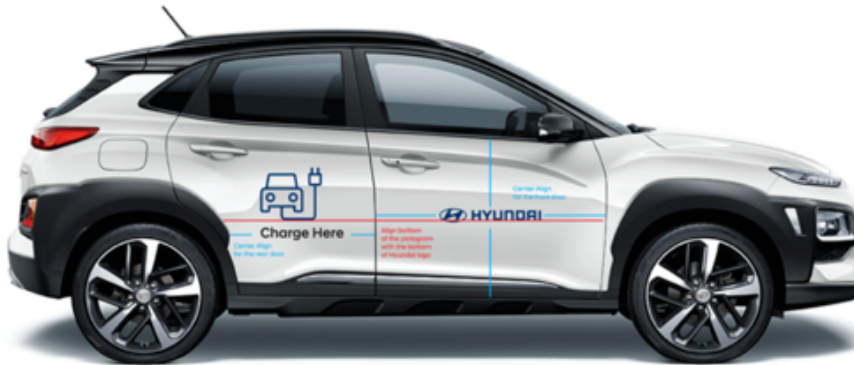
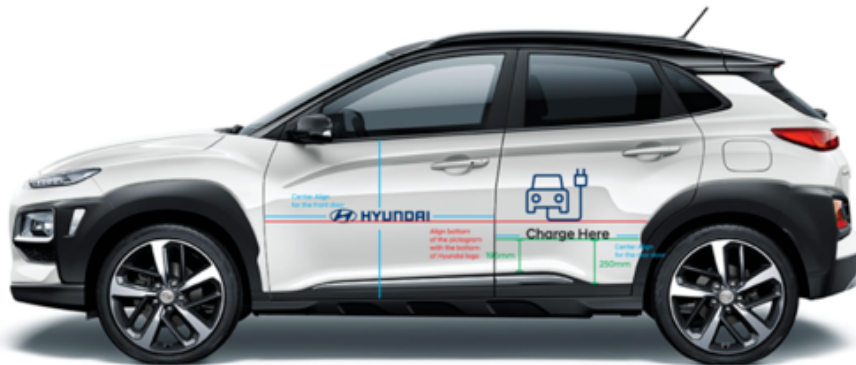


Bus (Universe)



EV charger decal (OS)

Side





Downloads

- [201906_Hyundai_EV charger decal_OS_ENG.ai \(2.81 MB\)](#)
- [201906_Hyundai_EV charger decal_OS_KOR.ai \(7.81 MB\)](#)

Merchandise

Hyundai merchandise is an integral part of our branded family of products, services, brand extensions, lifestyle articles, and other articles.

Introduction



Hyundai brand assets such as logo, color, and typography make Hyundai family products, services, brand extensions, lifestyle articles, and other merchandise readily identifiable.

Using the various Hyundai brand assets

The core brand element is the Hyundai logo, which serves as a seal of excellence for Hyundai brand products and services. The logo should remain purely ornamental and steer clear of all functional use – such as serving as a call-to-action button – and objects with a potentially negative impact on the Hyundai brand image. Doorbells, buttons, floor mats, or any other object not in alignment with the above guidelines may not act as an environment for the logo.

The overall brand color impression is meant to come across as bright and sleek. Hyundai Sand sets the general tone, although white may be used as an alternative. Hyundai Blue is reserved for the logo and striking accents.

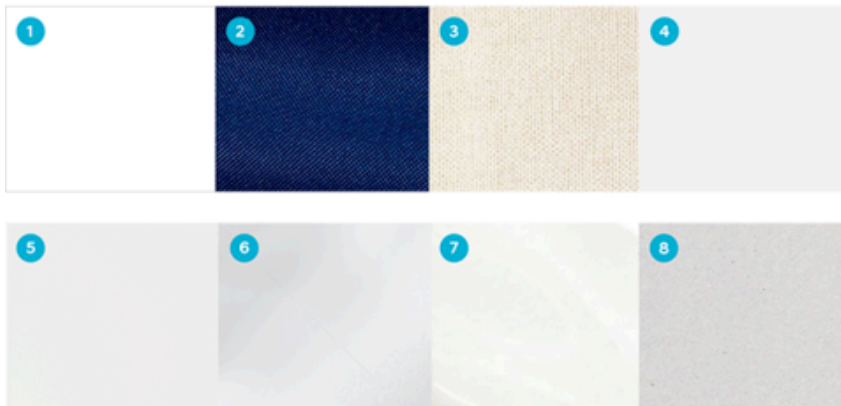
As a rule of thumb, Hyundai branding elements should be used sparingly and appropriately implemented with regard to proportion, scale, and an overall sense of harmony.

Materials

The innovative yet pure aesthetic of Hyundai products is reflected in the use of pristine materials in combination with subdued branding elements.

Materials are meant to be soothing and are preferably natural and organic. The interplay of color and material conveys a lifestyle that is both innovative and effortless.

Basic materials



Supplementary materials



1. **1**
Paper (extra cotton)
2. **2**
Fabric (linen Hyundai Blue)
3. **3**
Fabric (linen, Hyundai Sand)
4. **4**
Leather (natural white)
5. **5**
Ceramic (matte white)
6. **6**
Plastic (matte, rubbery)
7. **7**
Metal (pearl white)

8. 8

Paper (Recycled)

9. 9

Leather (natural brown)

10. 10

Wood (white oak)

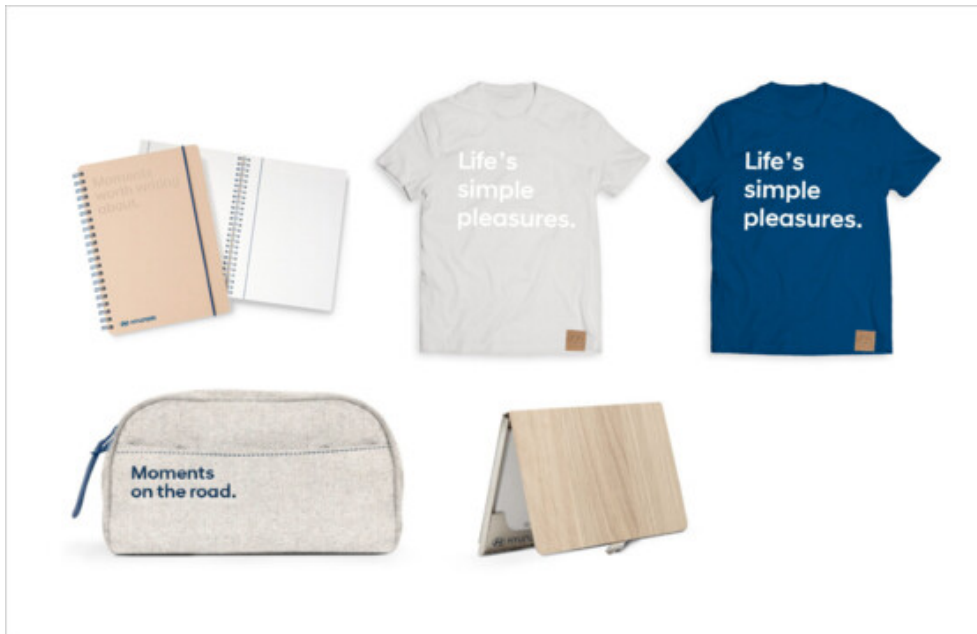
11. 11

Metal (scratched steel)

12. 12

Plastic (Recycled)

Promotional items



Usage

- Trade events
- Consumer events
- Retail
- POS

Target audience

- Promoters

- Employees
- Customers



Specifications

- Dimensions: 13 oz
- Printing colors: 1C - Hyundai Blue



➤ [Template download](#)

Lifestyle accessories



Mugs and cups

Fashion accessories



Eco bag



Umbrella



Ball pen(xMonami)



Headphones



Smartphone case

2018 Yearly items



Calendar

1. Table

- Cover: 190 × 190 (mm)
- Paper: 174 × 168 (mm) / 15 pages



2. Wall

- Cover: 380 × 575 (mm)
- Paper: 350 × 527 (mm) / 8 pages



Note

1. Small

- Size: 83 × 146 (mm) / 112 pages
- Purpose: Promotion



2. Medium

- Size: 115 × 189 (mm) / 240 pages
- Purpose: Promotion



Diary

1. Basic

- Size: 147 × 210 (mm) / 256 pages
- Purpose: Internal employee



- Size: 147 × 210 (mm) / 256 pages
- Purpose: Internal employee

2. Folder

- Size: 148 × 208 (mm) / 160 pages
- Purpose: Internal employee





2019 Yearly items



Calendar

1. Desk

- Cover: 230 × 152 (mm) / 2 pages
- Paper: 230 × 147 (mm) / 14 pages
- Tripod: 230 x 175 (mm)



2. Wall

- Paper: 375 × 600 (mm) / 14 pages



Note

- Size: 83 × 147 (mm) / 112 pages



Diary

- Size: 147 × 210 (mm) / 256 pages



2020 Yearly items



2020 Yearly items



Calendar_Desk



Calendar_Wall



Note

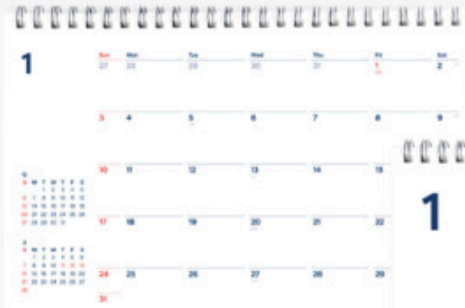


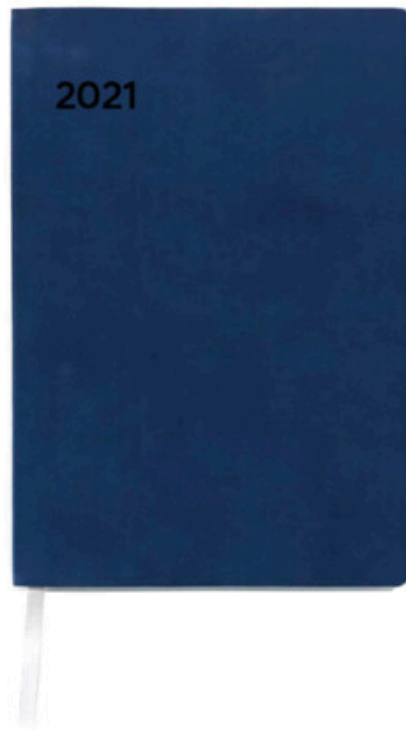
Diary

2021 Yearly Items









Downloads

[stickers \(1.25 MB\)](#)

[stickers \(452 KB\)](#)

Diary for Employees (◆◆◆◆◆◆◆◆◆◆)

[2021 ◆◆◆◆◆◆◆◆◆◆_◆◆◆◆◆◆◆◆◆◆.indd \(45.6 MB\)](#)

[2021 ◆◆◆◆◆◆◆◆◆◆_◆◆◆◆◆◆◆◆◆◆.pdf \(993 KB\)](#)

[2021_◆◆◆◆◆◆_◆◆◆◆◆◆◆◆◆◆.ai \(122 KB\)](#)

[2021_◆◆◆◆◆◆_◆◆◆◆◆◆◆◆◆◆.pdf \(102 KB\)](#)

Small Diary for Employees (◆◆◆◆◆◆)

[2021 ◆◆◆◆◆◆_1028.idml \(2.81 MB\)](#)

[2021 ◆◆◆◆◆◆_1028.indd \(19.7 MB\)](#)

[2021 ◆◆◆◆◆◆.pdf \(418 KB\)](#)

📎 front cover (353 KB)
Wall Calendar (📎📎📎📎)

- 📎 Links.zip (114 MB)
- 📎 2021_📎📎📎📎📎📎.pdf (2.48 MB)
- 📎 2021_📎📎📎📎📎📎.idml (2.69 MB)
- 📎 2021_📎📎📎📎📎📎.indd (21.1 MB)
- 📎 2021_📎📎📎📎📎📎_OUT.pdf (78.3 KB)
- 📎 2021_📎📎📎📎📎📎.ai (74.7 KB)
- 📎 Document fonts.zip (143 KB)

Table Calendar

- 📎 2021_📎📎📎📎📎📎.pdf (483 KB)
- 📎 2021_📎📎📎📎📎📎.idml (4.77 MB)
- 📎 2021_📎📎📎📎📎📎.indd (37.5 MB)
- 📎 Envelope ready for print (59.9 KB)
- 📎 Envelope (56.3 KB)

Brand items

Basic



- Basic notebook
- Leather notebook
- Hardcover notebook
- 3 Set notebook
- Monami ballpen

- USB
- Folder
- Memo pad
- Water
- SM wood toy
- Paper shopping bag
- Plastic shopping bag
- Eco bag - 5 designs
- Wet tissue
- Parking plate
- Wall clock

Korean craft



- Nacre tray
- Nacre coaster
- Sachet package
- Teaspoon set brassware
- Korean quilt products (gray)
- Korean quilt products (blue)
- Neck pillow
- Lap blanket
- Triangular pouch
- Korean lacquerware

Welcome kit





Downloads

Fashion accessories

- 📄 [201711_Hyundai_Fashion accessories_Eco bag.pdf](#) (4.65 MB)
- 📄 [201711_Hyundai_Fashion accessories_Eco bag.ai](#) (9.85 MB)
- 📄 [201711_Hyundai_Fashion accessories_Umbrella.pdf](#) (6.29 MB)
- 📄 [201711_Hyundai_Fashion accessories_Umbrella.ai](#) (12.7 MB)
- 📄 [201711_Hyundai_Fashion accessories_Ball pen\(xMonami\).pdf](#) (2.29 MB)
- 📄 [201711_Hyundai_Fashion accessories_Ball pen\(xMonami\).ai](#) (5.03 MB)

2018 Yearly items

- 📄 [201710_Hyundai_Yearly items\(2018\)_Calendar_Table.zip](#) (30.3 MB)
- 📄 [201710_Hyundai_Yearly items\(2018\)_Calendar_Wall.zip](#) (4.29 MB)

- 📁 201710_Hyundai_Yearly items(2018)_Note_Small.zip (9.96 MB)
- 📁 201710_Hyundai_Yearly items(2018)_Note_Medium.zip (15.9 MB)
- 📁 201710_Hyundai_Yearly items(2018)_Diary_Basic type.zip (18.2 MB)
- 📁 201710_Hyundai_Yearly items(2018)_Diary_Folder type.zip (31.5 MB)

2019 Yearly items

- 📁 201812_Hyundai_Yearly items(2019)_Calendar_Table.zip (15.1 MB)
- 📁 201812_Hyundai_Yearly items(2019)_Calendar_Wall_2.zip (1.85 GB)
- 📁 201812_Hyundai_Yearly items(2019)_Calendar_Wall_3.zip (5.76 MB)
- 📁 201812_Hyundai_Yearly items(2019)_Note.zip (11.7 MB)
- 📁 201812_Hyundai_Yearly items(2019)_Diary.zip (17.3 MB)

2020 Yearly items

- 📁 201911_Hyundai_Yearly items(2020)_Calendar_Desk.zip (8.68 MB)
- 📁 201911_Hyundai_Yearly items(2020)_Calendar_Wall.zip (701 MB)
- 📁 201911_Hyundai_Yearly items(2020)_Note.zip (7.34 MB)
- 📁 201911_Hyundai_Yearly items(2020)_Diary.zip (10.3 MB)

Brand items: Catalogue

- 📁 201903_Hyundai_Brand Items_Catalogue_ENG.pdf (17.5 MB)
- 📁 201903_Hyundai_Brand Items_Catalogue_KOR.pdf (17.4 MB)

Brand items

- 📁 201804_Hyundai_Promotion items_Graphic system.zip (186 MB)
- 📁 201804_Hyundai_Promotion items_Arm warmer pouch.zip (178 MB)
- 📁 201804_Hyundai_Promotion items_Ball pen.zip (175 MB)
- 📁 201804_Hyundai_Promotion items_Fabric deodorizer.zip (184 MB)
- 📁 201804_Hyundai_Promotion items_Hand lotion.zip (181 MB)
- 📁 201804_Hyundai_Promotion items_Lip care.zip (175 MB)
- 📁 201804_Hyundai_Promotion items_Note A.zip (183 MB)
- 📁 201804_Hyundai_Promotion items_Note B.zip (186 MB)
- 📁 201804_Hyundai_Promotion items_Parking number plate (non-slip pad).zip (191 MB)
- 📁 201804_Hyundai_Promotion items_Parking number plate (suction on car glass).zip (171 MB)
- 📁 201804_Hyundai_Promotion items_Post-it.zip (179 MB)
- 📁 201804_Hyundai_Promotion items_Sunblock.zip (182 MB)
- 📁 201804_Hyundai_Promotion items_Tissue.zip (171 MB)
- 📁 201804_Hyundai_Promotion items_Toothbrush set.zip (179 MB)
- 📁 201804_Hyundai_Promotion items_Travel kit pouch.zip (203 MB)
- 📁 201804_Hyundai_Promotion items_Vent stick.zip (180 MB)
- 📁 201804_Hyundai_Promotion items_Wet wipe label.zip (187 MB)
- 📁 201804_Hyundai_Promotion items_Wet wipe pouch.zip (175 MB)

Sponsoring and collaboration

As the official partner of national and international events, Hyundai always uses the composite logo available here to ensure a consistent appearance.

Horizontal lockup

Sponsoring

Hyundai is the official partner of many national and international events. To ensure consistency, the horizontal composite logo design found in the official logo files should always be used. In special cases, when the horizontal lockup can't be applied, the vertical version should be used.

Lockup versions

Composition

The horizontal version of the Hyundai logo is used for all sponsored events and is to be placed in a rectangular box along with any other logos. Hyundai's Official Partner logo appears on the left, with the partner logo to the right of it. Hyundai's logo is separated from other logos by a thin vertical line in Hyundai Blue.

Partner logo

As a rule, a horizontal partner logo is aligned to match the height of the Hyundai logo. To ensure visual balance, the logos are adjusted to scale and aligned further as necessary.

Spacing

The blank space surrounding the lockup equals 1H.

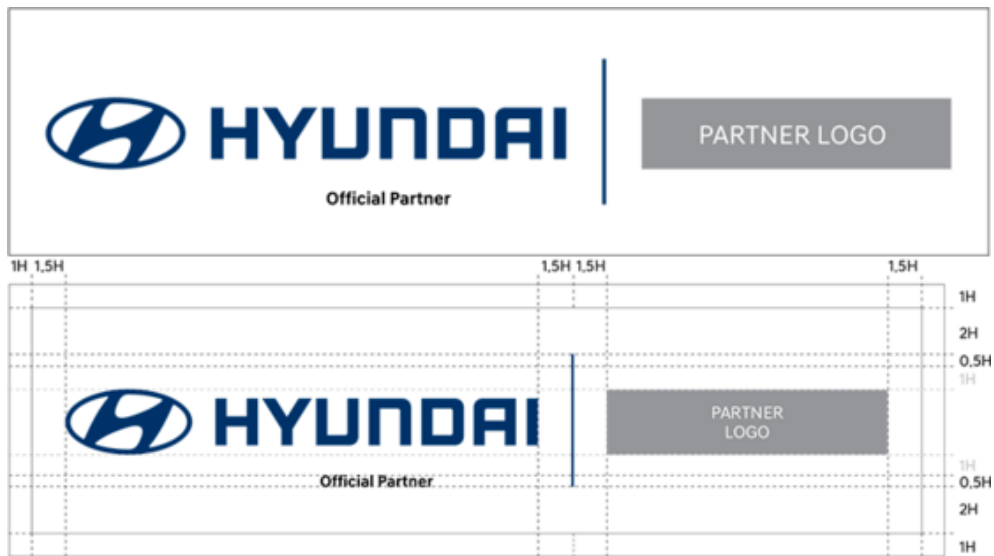


Square logos





Wide logos

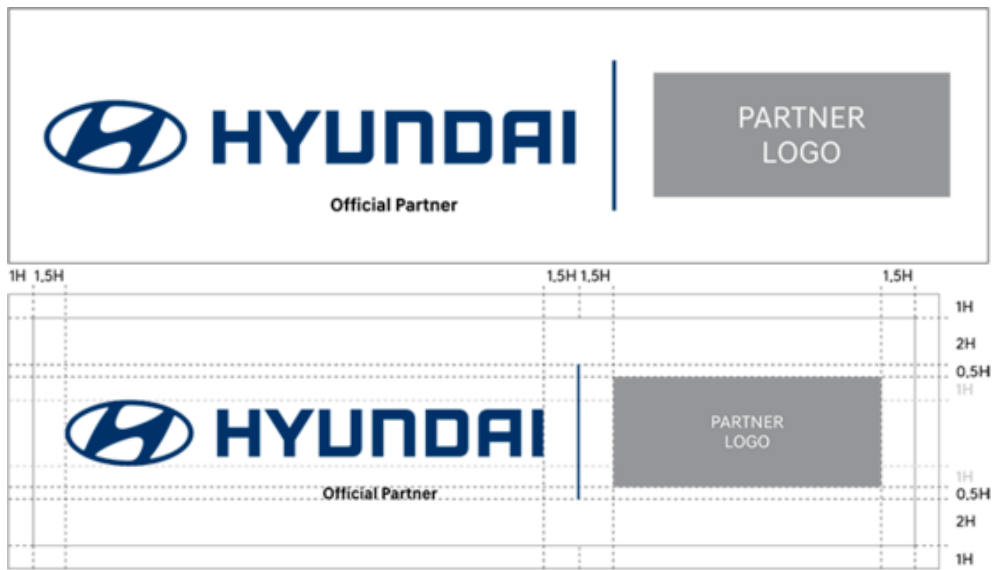


Horizontal logo 1





Horizontal logo 2



Color versions

The composite logo should appear in blue against a white background. Alternatively, a white logo with a blue background — or a black background if four-color printing is not an option.



Preferred version: Official Partner logo in Hyundai Blue, partner logo in color against a white background.



Alternative versions: Official Partner logo and partner logo in white against a Hyundai Blue background.



Alternative versions: Official Partner logo and partner logo in white against a black background.

Collaboration

Two horizontal logo versions are available to communicate collaborations. The version choice depends on the application requirements. Use the

1. “Designed with” version for collaborative partnerships;
2. “Collaboration device” version for co-branded products.

1. Designed with version

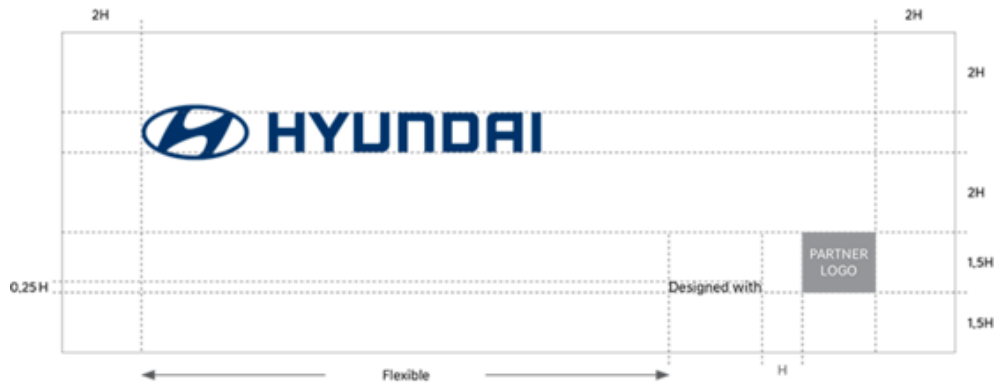
The horizontal version of the Hyundai logo can be used to communicate collaborations if it is more conducive to the layout.

Composition

Both logos are placed inside a rectangular box, with the Hyundai logo appearing at the top of the lockup and the partner logo appearing at the bottom. The description “Designed with” appears to the left of the partner logo and is written in Hyundai Sans Text Regular with a height of 0.25H.



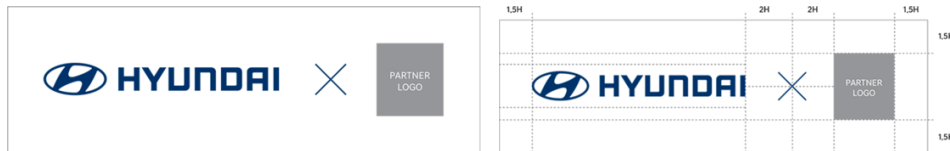
Partner logo is asymmetrically aligned beneath the Hyundai logo.



2. Collaboration device version

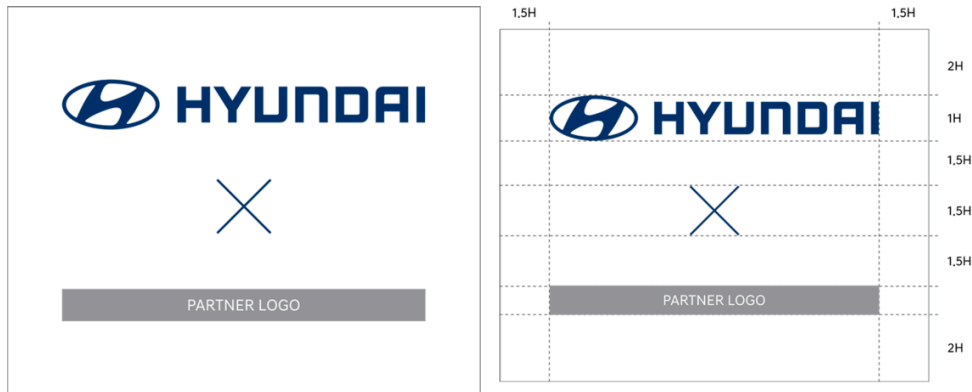
Composition

Both logos are placed inside a rectangular box with the collaboration device between them. The Hyundai logo appears left in the lockup and the partner logo appears right. The collaboration device appears in Hyundai blue. It is horizontally centered, with its height dependent on the horizontal version used.



Composition

Both logos are placed inside a rectangular box with the collaboration device between them. The Hyundai logo appears at the top of the lockup and the partner logo appears at the bottom. The collaboration device appears in Hyundai blue at a height of 1.5H.



Vertical lockup

Sponsoring

Lockup versions

Composition

The vertical version of the Hyundai logo is used for all sponsored events and is to be placed in a rectangular box along with any other logos. Hyundai's Official Partner logo appears on the left, with the partner logo to the right of it. Hyundai's logo is separated from other logos by a thin vertical line in Hyundai Blue.

Partner logo

As a rule, a vertical partner logo is aligned to match the height of the Hyundai logo, and a horizontal one is aligned to the width. To ensure visual balance, the logos are adjusted to scale and aligned further as necessary.

Spacing

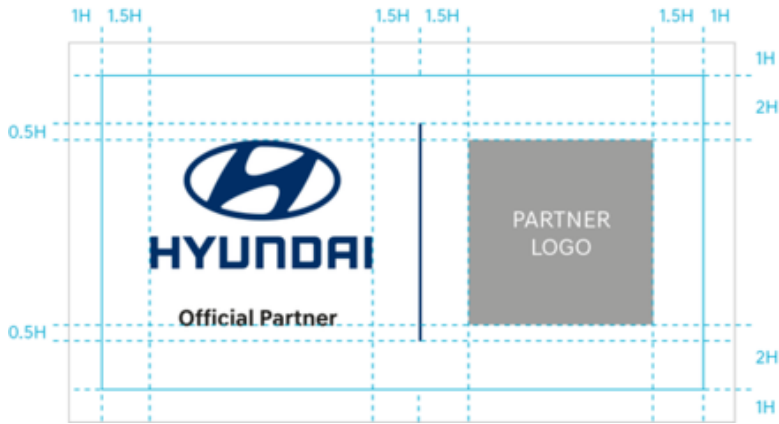
The blank space surrounding the lockup equals 1H.



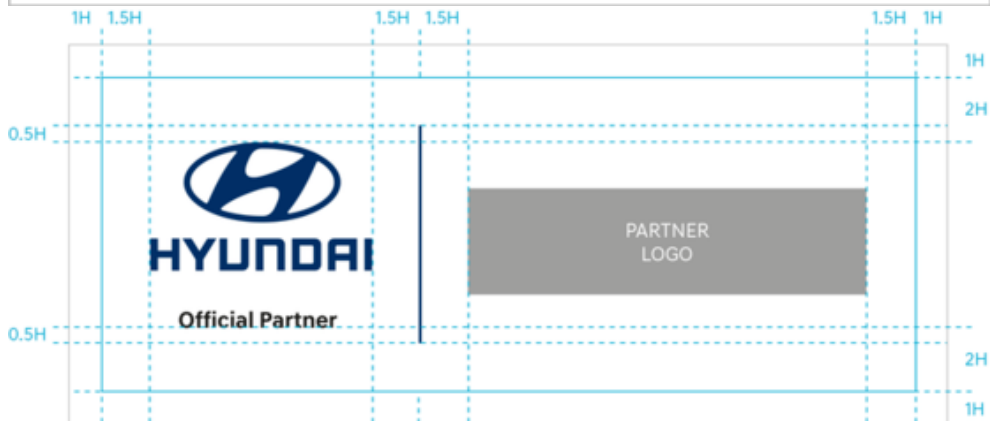
Official Partner

Square logos

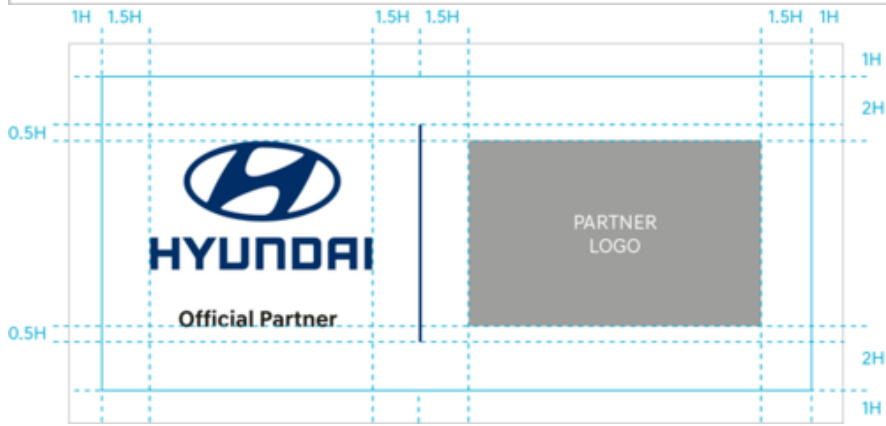




Wide logos

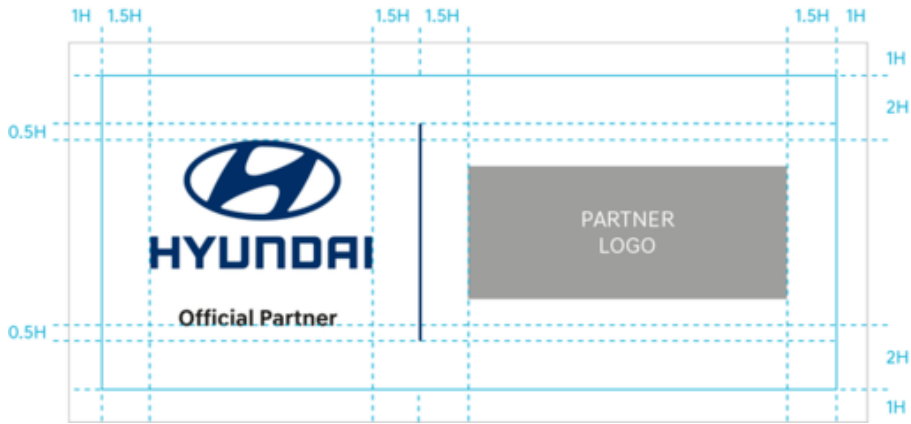


Horizontal logo 1



Horizontal logo 2





Color versions

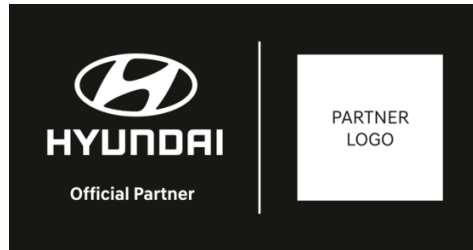
The composite logo should appear in blue against a white background. Alternatively, a white logo with a blue background — or a black background if four-color printing is not an option.



Preferred version: Official Partner logo in Hyundai Blue, partner logo in color against a white background.



Alternative versions: Official Partner logo and partner logo in white against a Hyundai Blue background.



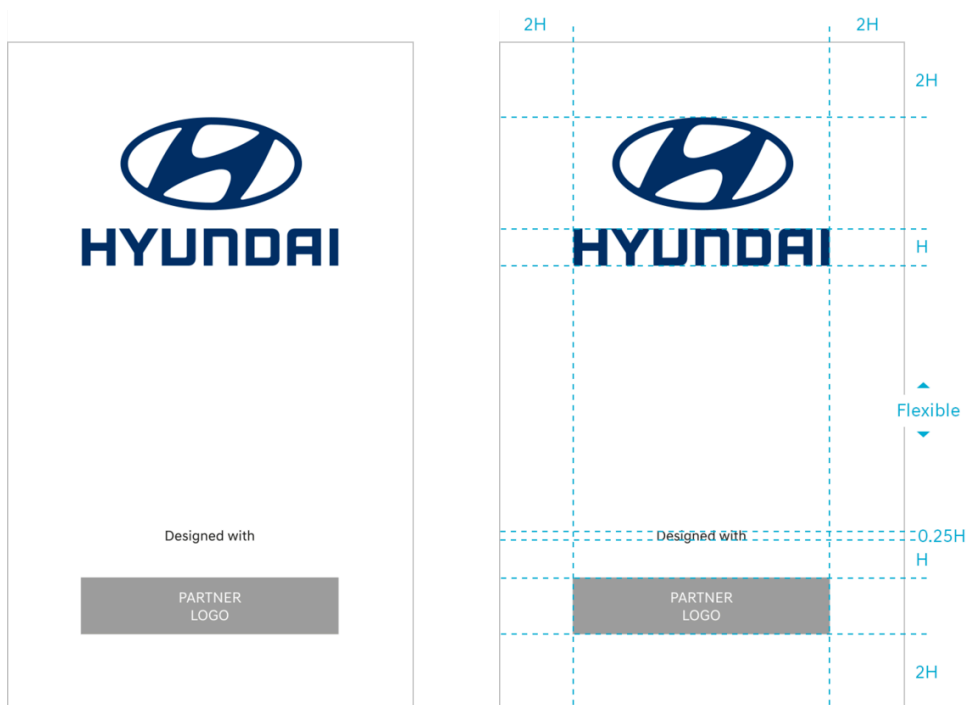
Alternative versions: Official Partner logo and partner logo in white against a Hyundai Blue background.

Collaboration

1. Designed with version

Composition

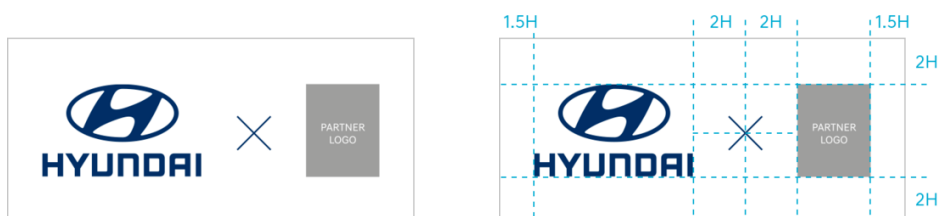
Both logos are placed inside a rectangular box with the collaboration device between them. The Hyundai logo appears left in the lockup and the partner logo appears right. The description "Designed with" appears to the left of the partner logo and is written in Hyundai Sans Text Regular with a height of 0.25H.



2. Collaboration device version

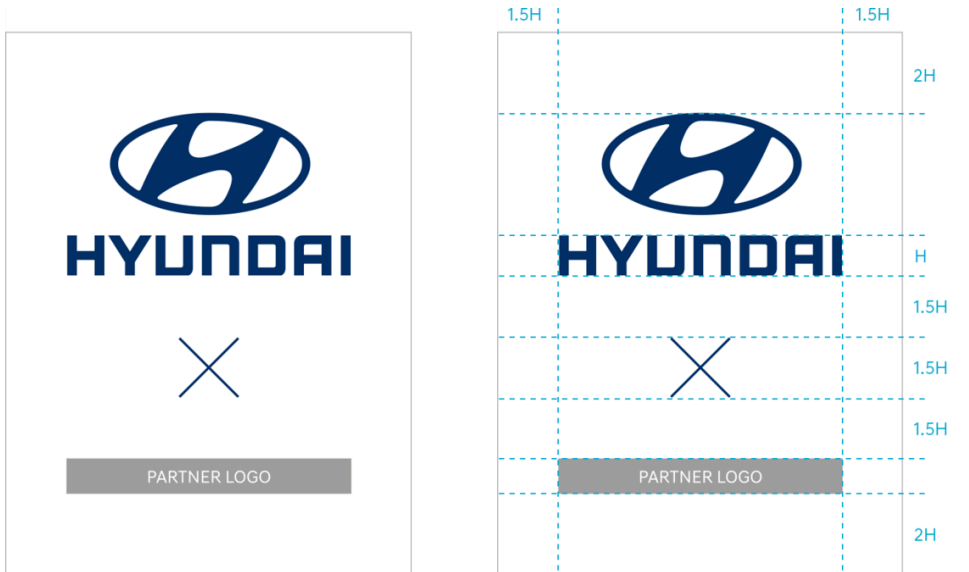
Composition

Both logos are placed inside a rectangular box with the collaboration device between them. The Hyundai logo appears left in the lockup and the partner logo appears right. The collaboration device appears in Hyundai blue. It is horizontally centered, with its height dependent on the horizontal version used.



Composition

Both logos are placed inside a rectangular box with the collaboration device between them. The Hyundai logo appears at the top of the lockup and the partner logo appears at the bottom. The collaboration device appears in Hyundai blue at a height of 1.5H.



Downloads

- [201810_Hyundai_Sponsoring_Logo.ai \(127 KB\)](#)
- [201810_Hyundai_Collaboration_Logo.ai \(110 KB\)](#)

End device

Hyundai also uses sound to express our brand. Our audio codes and creative principles convey warmth, confidence, and professionalism.

Introduction

When we close our eyes, our ears allow us to enter a world that is full of wonder and surprises.

Our ears are capable of painting the most beautiful pictures in our minds.

Brands speak to our senses and are perceived on multiple levels simultaneously. We see brands on posters, ads, and signs. We can also experience many types of media acoustically as well, including corporate image films, TV, radio commercials, or even a phone loops.

That is why keeping our audio brand identity coherent and harmonious is essential.

Audio brand identity

The sound of Modern Premium: experiencing the Hyundai brand with all your senses.

The Hyundai sound is the Modern Premium brand direction expressed in audio form. It is aligned with our brand's visual codes and creative principles.

The instrumentation of the Hyundai sound is simple yet rich with expression. Its related music is as pristine as nature itself. It is as relentless and liquid as water—a reminder of what is truly beautiful in life. At the same time, it conveys a sense warmth, and exudes the confidence and professionalism expected from a strong brand.

The sonic logo

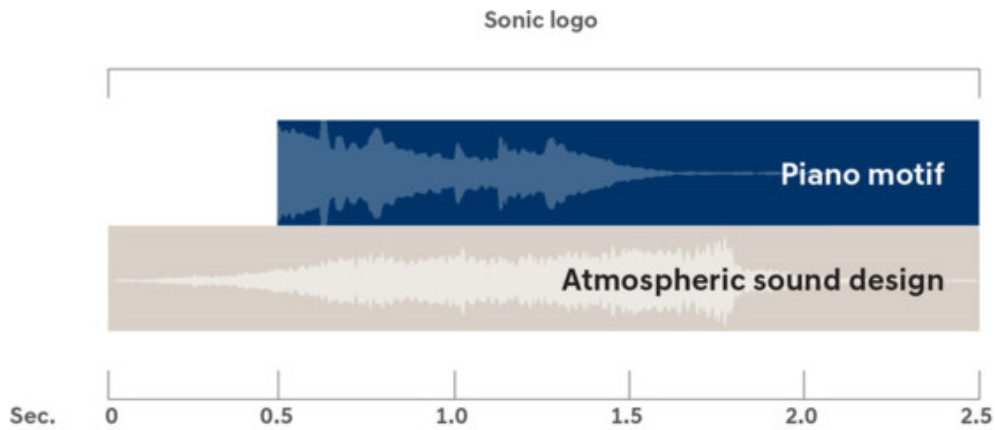
The sonic logo is the essence of the Hyundai brand sound, expressing its values in less than three seconds.

It starts with a flowing piano melody. Its rising tone sequence strives forward relentlessly. This symbolizes the brand's optimism and its desire to play a leading role in defining the future of automobility.



Notation of the piano motif

The piano motif is enveloped in a subtle sound design layer. Just as the visual design principle creates a space for story and stage, the sonic logo's atmospheric sound design creates a stage for the storytelling instrument, the piano.



Implementing the sonic logo

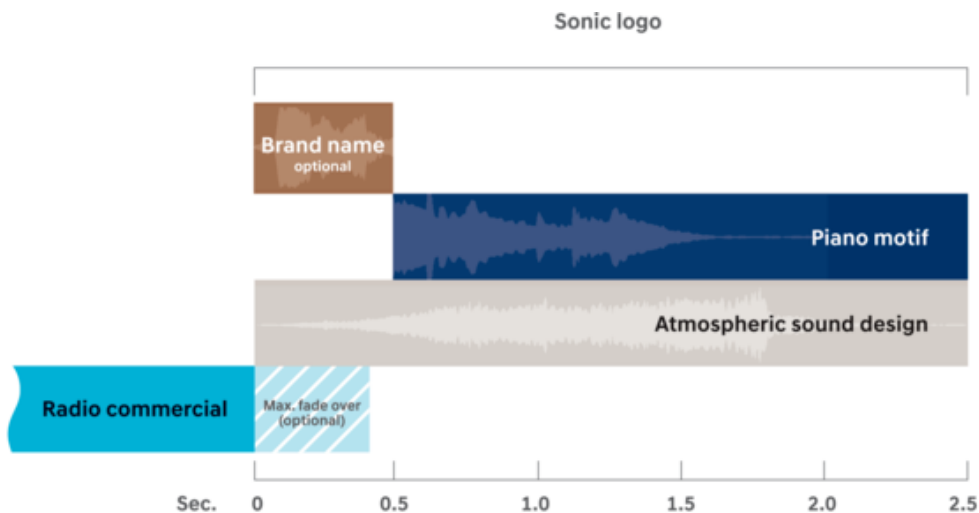
The sonic logo is heard at the end of all audio and audiovisual brand applications. There are two versions. In the first version, the brand name is spoken. In the second, it is not. TV ads may opt to use either variation. For radio commercials, the spoken brand name version is mandatory.

The sonic logo can be added to the end of an application in two ways:

a) If an application's music uses a fade-out, the atmospheric sound design preceding the piano motif can be used to tie the music and the sonic logo together. The fade-out and the sonic logo's atmospheric sound design may overlap for a maximum of 0.4 seconds. If the music and the sonic logo are in dissonant keys, any overlap should be kept to a minimum.

b) If an application's music has a clear end point, the sonic logo should immediately follow it.

It is best to not cut off the beginning of the sonic logo's atmospheric sound design, because it familiarizes listeners with the musical key of the piano motif.



Film end devices



Positive version

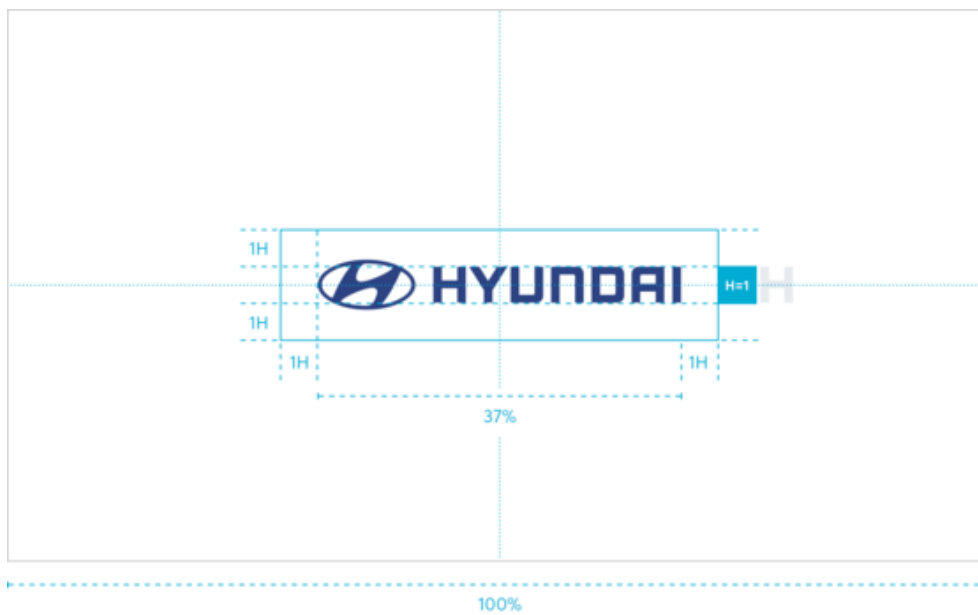


Reversed version

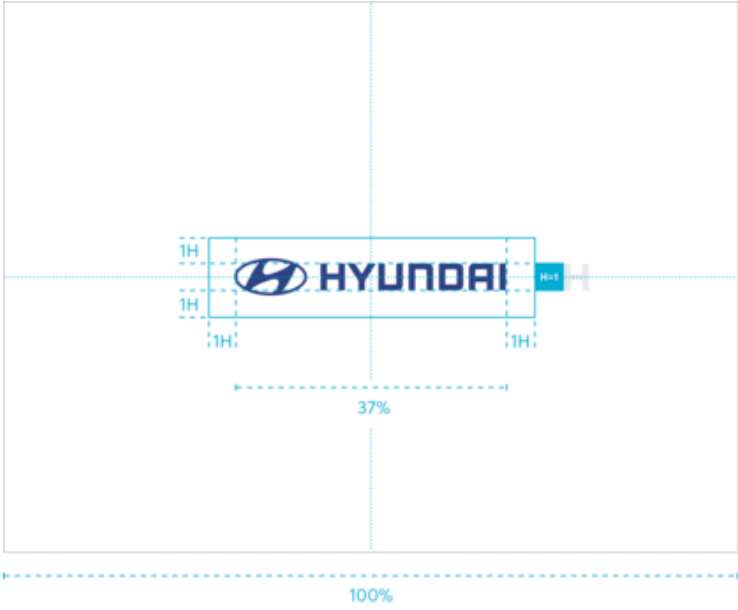
For film end devices, the horizontal or reversed version of the visual logo overlays the last image of the commercial.

To ensure legibility, the visual logo should have sufficient contrast with the background image. It should be placed on a quiet landscape with little movement.

The logo size is 37% of the total screen width. The logo is positioned in the exact center of the screen.



Positioning and logo protection zone on a 16:9 format

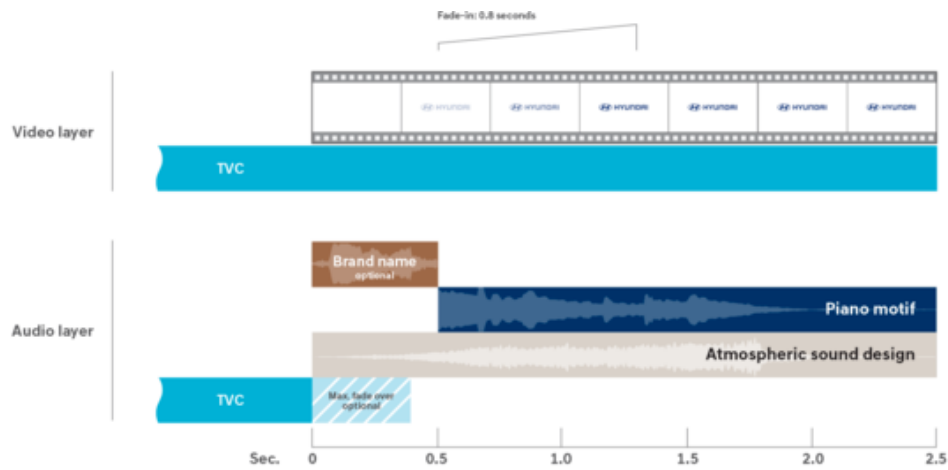


Positioning and logo protection zone on a 4:3 format

Visual logo fade-in

TV end devices use both the visual and sonic logos. The spoken brand name is optional for TV.

The visual logo fades in either with the first note of the sonic logo's piano motif or after the spoken brand name, whichever applies.



Downloads

The sonic logo

[201706_Hyundai_Sound_01 Sonic Logo.zip \(2.45 MB\)](#)

End device (4K / NTSC / PAL)

[201710_Hyundai_End device_White_Alpha channel_Preview.mp4 \(297 KB\)](#)

[201710_Hyundai_End device_White_Alpha channel.zip \(23.7 MB\)](#)

[201710_Hyundai_End device_Blue_Alpha channel_Preview.mp4 \(258 KB\)](#)

[201710_Hyundai_End device_Blue_Alpha channel.zip \(23.7 MB\)](#)

[201710_Hyundai_End device_Blue_on White_Preview.mp4 \(449 KB\)](#)

[201710_Hyundai_End device_Blue_on White.zip \(24.3 MB\)](#)

[> Logo Guideline](#) [> Logo Downloads](#)

Owners manual

Overview

- Size : 210 x 148 x 10~30 mm
- Color : 3 Color Print (Black | PMS 654C | PMS Warm Grey 1C)
- Color mode : CMYK Print

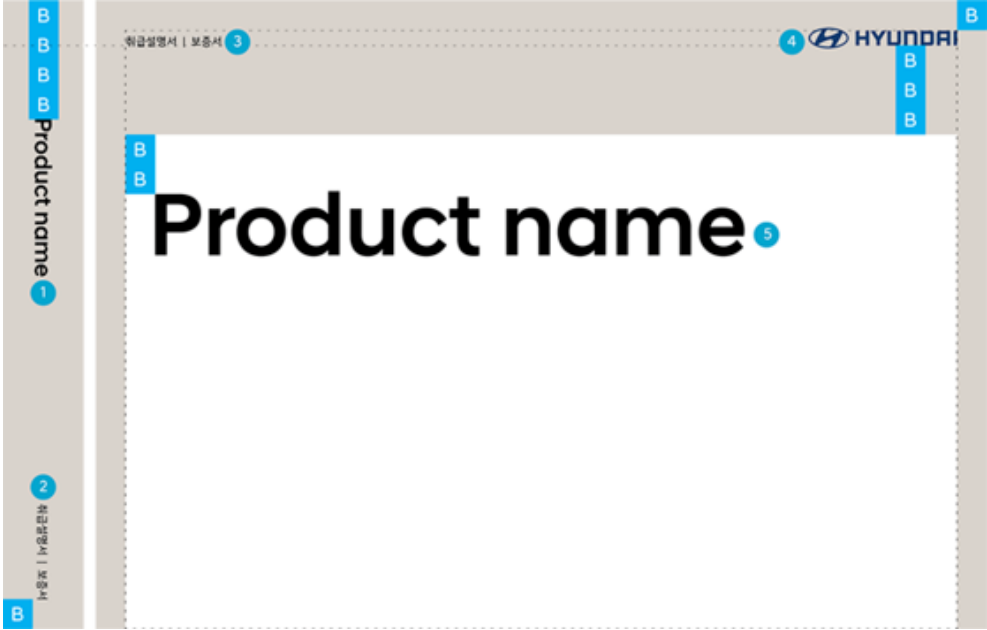


Front



Back

Front



- 1. **1**
Hyundai Sans Head Medium 16pt | Black
- 2. **2**
Hyundai Sans Head Regular 8pt | Black
- 3. **3**
Hyundai Sans Head Regular 8pt | Black

4. **4**

Hyundai Logo 35mm | PMC 654C

5. **5**

Hyundai Sans Head Medium 60pt | Black
(B unit : 7 x 7 mm)

Back



1. **1**

Hyundai Sans Head Regular 8pt | Black

2. **2**

Hyundai Sans Head Regular 8pt | Black
(B unit : 7 x 7 mm)

Warranty

- Size : 210 x 148 x 3 mm

Warranty Information & Maintenance Records

Front

English | Arabic
5 Year

Back

Front



1. **1**

Hyundai Logo 35mm | PMC 654C

2. **2**

Hyundai Sans Head Medium 38pt | Black
(B unit : 7 x 7 mm)

Back

Serial Number **1**

1. **1**

Hyundai Sans Head Regular 8pt | Black

Handbook

- Size : 210 x 148 x 3 mm

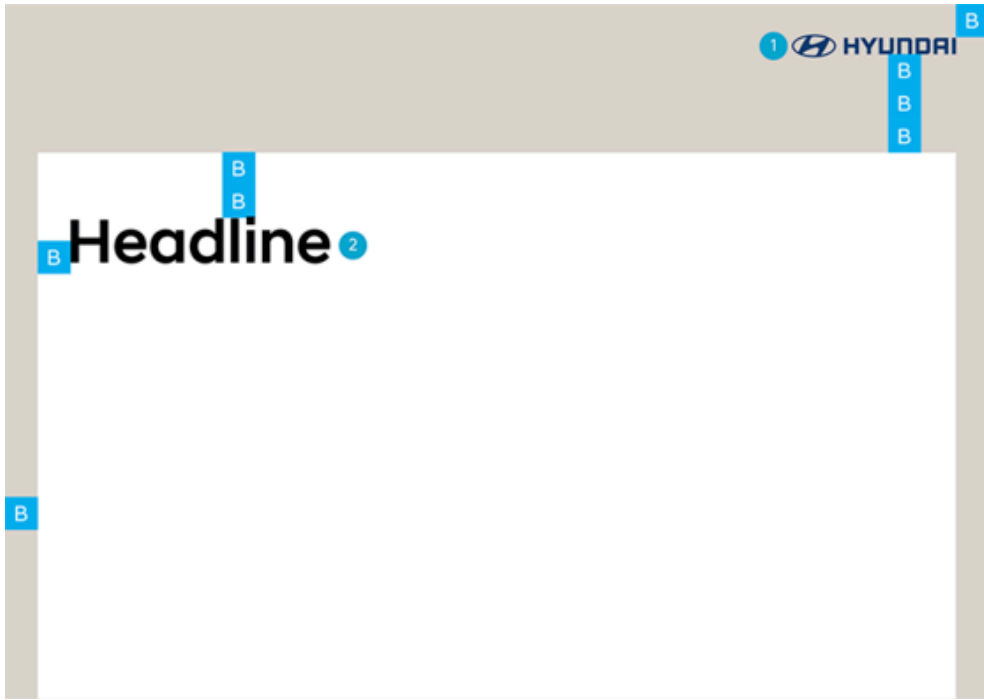
2017 Owner's Handbook & Warranty Information

Front

GG20-K068D

Back

Front



1. **1**

Hyundai Logo 35mm | PMC 654C

2. **2**

Hyundai Sans Head Medium 38pt | Black
(B unit : 7 x 7 mm)

Back

Serial Number **1**

1. **1**

Hyundai Sans Head Regular 8pt | Black

Maintenance log book

• Size : 93 x 205 x 3 mm

Overview

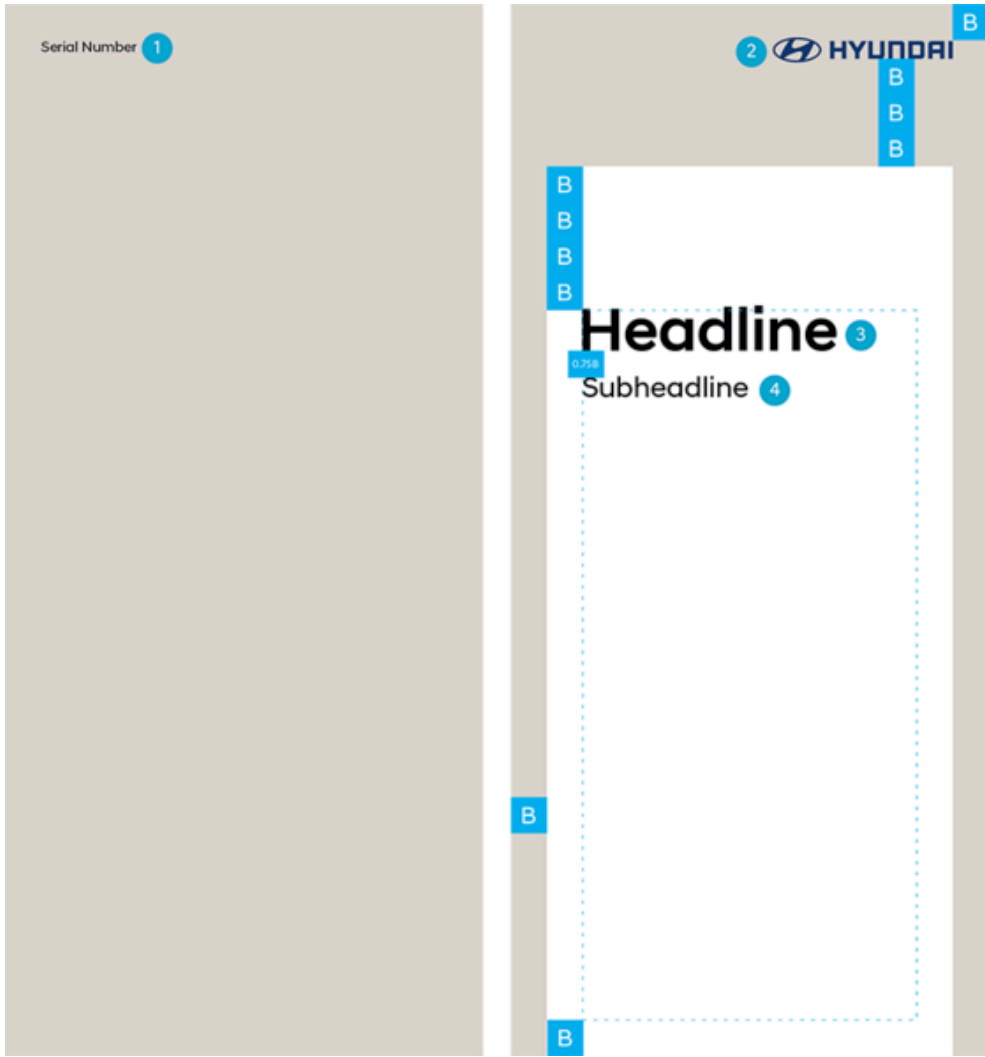
GG20-K068D



GRANDEUR

Maintenance Log

Specifications



1. **1**

Hyundai Sans Head Regular Serial Number 8pt | Black

2. **2**

Hyundai Logo 35mm | PMC 654C

3. **3**

Hyundai Sans Head Medium 34pt | Black

4. **4**

Hyundai Sans Head Regular 16pt | Black
(B unit : 7 x 7 mm)

Quick guide

- Size : 125 x 210 x 5 mm

Overview



Specifications



1. **1**

Hyundai Logo 35mm | PMC 654C

2. **2**

Hyundai Sans Head Medium 42pt | Black

3. **3**

Hyundai Sans Head Regular 18pt | Black
(B unit : 7 x 7 mm)

Shop manual

- Size : 215 x 275 x 40~70 mm

Overview

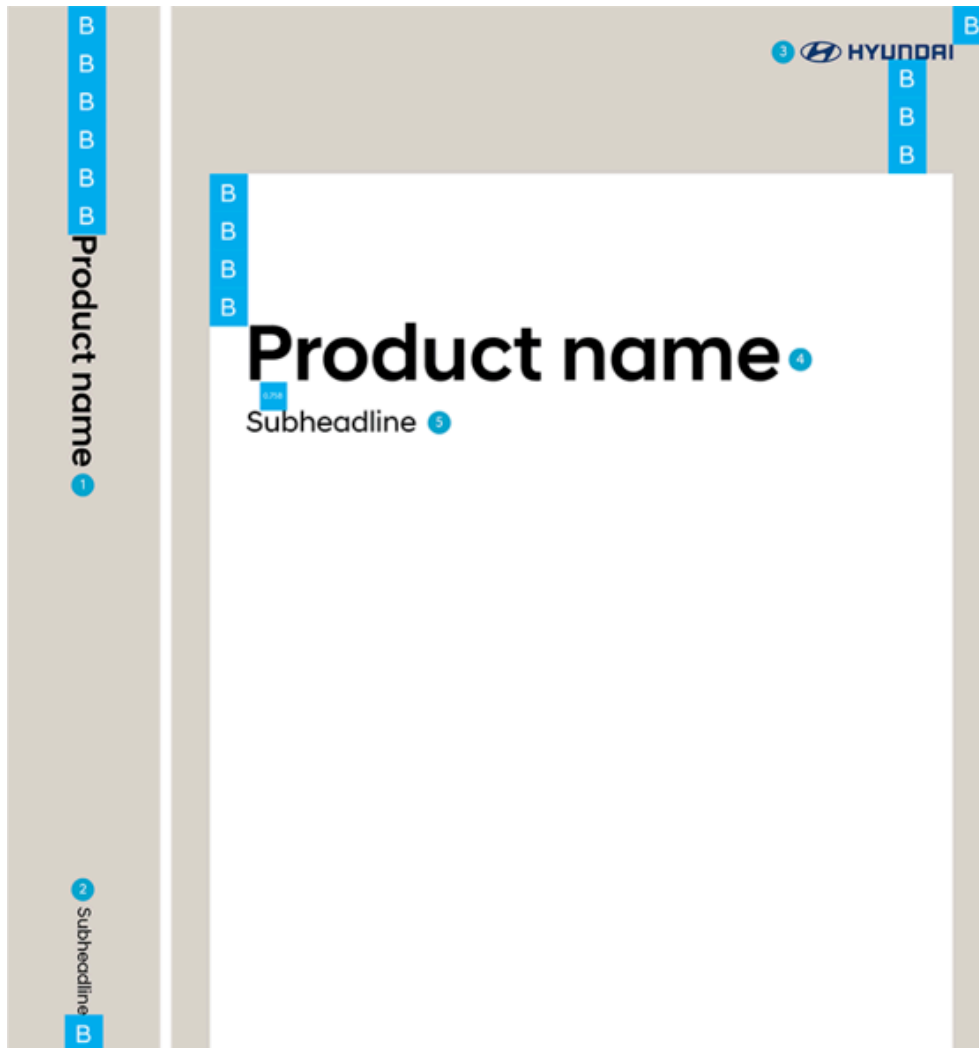
GRANDEUR

GRANDEUR

2017 정비지침서

2017 정비지침서

Specifications



1. **1**
Hyundai Sans Head medium 26pt | Black
2. **2**
Hyundai Sans Head Regular 14pt | Black
3. **3**
Hyundai Logo 35mm | PMC 654C
4. **4**
Hyundai Sans Head Medium 60pt | Black
5. **5**
Hyundai Sans Head Regular 22pt | Black
(B unit : 7 x 7 mm)

Supplement

• Size : 137 x 210 x 5-7 mm

Overview



Specifications



1. **1**
Hyundai Sans Head Regular 8pt | Black
2. **2**
Hyundai Logo 35mm | PMC 654C
3. **3**
Hyundai Sans Head Medium 34pt | Black
4. **4**
Hyundai Sans Head Regular 12pt | Black
(B unit : 7 x 7 mm)

Downloads

[201706_Hyundai_Applications_Owners manual.ai](#) (1.19 MB)

Event package

Hyundai Event-Layout-Package Content overview

1. Banner	03	7. Name tags	13	16. Map	23
<ul style="list-style-type: none">• Vertical (600x1800mm)• Horizontal (5000x900mm)• Square (1000x1000mm)		(80x120mm) <ul style="list-style-type: none">• Press• Staff• Visitor		(A4 – 210 x 297 mm)	
2. Roll-ups	08	8. Invitation and envelope	14	17. Winner board	24
(850x2000mm) <ul style="list-style-type: none">• Version 1 (Logo on the top)• Version 2 (Logo knee-high)		<ul style="list-style-type: none">• Invitation (A5 – 148x210mm)• Envelope (C5 – 162x229mm)		(700 x 420 mm)	
3. Wayfinding/Directional sign	09	9. Press kit	15	18. Parking ticket	25
(700x1350mm)		<ul style="list-style-type: none">• Folder (445x310mm)• Letterhead (A4 – 210x297mm)		(A6 – 105 x 55 mm)	
4. Flags	10	10. Note pad (A5 – 148x210mm)	17	19. Numbering plate for bus	26
<ul style="list-style-type: none">• Vertical (500x1500mm)• Horizontal (900x600mm)				(A4 – 297 x 210 mm)	
5. Spec board sheet	11	11. Backwall (3000x7000mm)	18	20. Timetable	27
(A4 – 210x297mm) <ul style="list-style-type: none">• Version 1 (Model range)• Version 2 (Model specification)				(A4 – 210 x 297 mm)	
6. Event number plate	12	12. WiFi access card	19	21. Podium	28
<ul style="list-style-type: none">• European size (520x110mm)• US size (12x6 inch)		(A6 – 55 x 85 mm)		(3000 x 340 mm)	
		13. Nameplate	20	22. Tent banner	29
		(120 x 55 mm)		(3000 x 340 mm)	
		14. Banner	21	23. Stage backwall	30
		(7000 x 600 mm)			
		15. Seating chart	22	24. Information desk	31
		(A4 – 210 x 297 mm)			
				25. Photowall	32
				(7000x3000mm)	

Downloads

[📄 201804_HYU_Event_Layout_Package_Overview_ENG.pdf \(617 KB\)](#)

[📄 201804_HYU_Event_Layout_Package_InDesign_Templates_ENG.zip \(69.3 MB\)](#)

Award plaque



Type A - Individuals



Type A - Individuals



Type B - General



Type B - General



Type C - Premium



Type C - Premium

! *Contact point for production: guideline@hyundai.com

Downloads

[201804_Hyundai_Applications_Award plaque_Guideline_ENG.pdf \(55.4 MB\)](#)

Dealer & After Sales Advertisement Guidelines

Overview

The defined elements of Hyundai dealer advertising applications work together to create a consistent brand experience across all media.



1. **1**
Headline
2. **2**
Subheadline
3. **3**
Imagery
4. **4**
Body copy
5. **5**
Dealer information

6. **6** Legal text
 7. **7** External logo
 8. **8** Eye-catcher
 9. **9** Logo
-

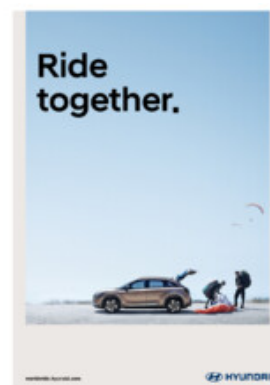
Headline & Subheadline

Headline - Standard

The headlines can be any point size. They are set in Hyundai Sans Head Medium with a line spacing of 100%. Headlines have an ideal maximum length of five words.

This is a headline.

**This is a two line
headline.**



Headline - Contrast

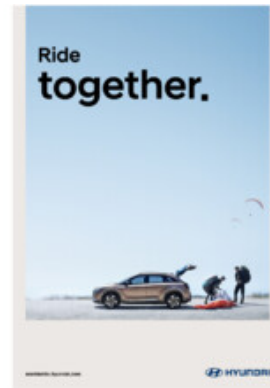
A contrast above or below to emphasize a keyword is applied to the headline. To add a contrast, change the size of either the first or second line.

When adding contrast, observe the following rules:

- Never mix two sizes in the same line of text.
- Never use more than a total of two font sizes in the same headline.

Emphasis
below.

Emphasis
above.



Subheadline

Additional information such as a product name or a call to action are placed in a subheadline. The subheadline is positioned on the story layer below the headline.

In general, the subheadline has a distance of one headline x-height to the headline. Please always adjust the lines optically if it is necessary.

For two-line subheadlines the line spacing is 120%.

This is a headline. x This is a two
x This is a subheadline. line headline. x
x This is a subheadline.

The maximum size of the subheadline is one x-height of the headline.

This is a headline. x
x This is a subheadline. x

Maximum subheadline size

Subheadline - Product name

In case the subheadline features a product name, the name is always integrated into a complete sentence. The product name can also be part of a headline.

The new 2020 Hyundai TUCSON
Year Model name

Product name order

The all-new Hyundai NEXO.

The new ELANTRA Plug-in Hybrid.

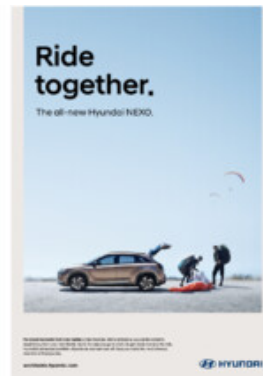
Discover the new Hyundai SONATA.

Subheadline examples

Additional information such as a product name is placed in a subheadline. The subheadline is positioned on the story layer below the headline. For two-line subheadlines, the line spacing is 120%.

**Ride
together.**

The all-new Hyundai NEXO.



Logo placement

All Hyundai marketing communication uses the 2-D Horizontal logo.

A protective zone secures optimal representation of our brand. It increases the visual impact of our logo, and it ensures there is no conflict with other elements.

That is why the protective space around the logo must not be broken by any other graphical element, logo, text, image, or page edge. To ensure a confident and eye-catching appearance, always adhere to the logo protection zone guidelines.



Content-free logo area

In advertising applications, the logo is placed on the lower-right corner of the stage layer and sized relative to the base unit.



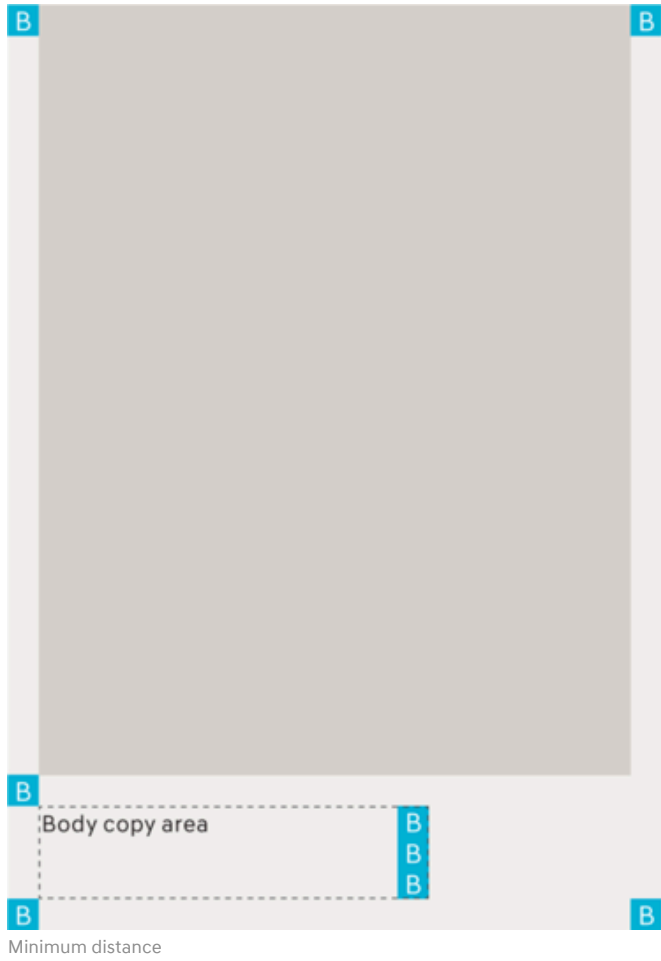
Logo placement

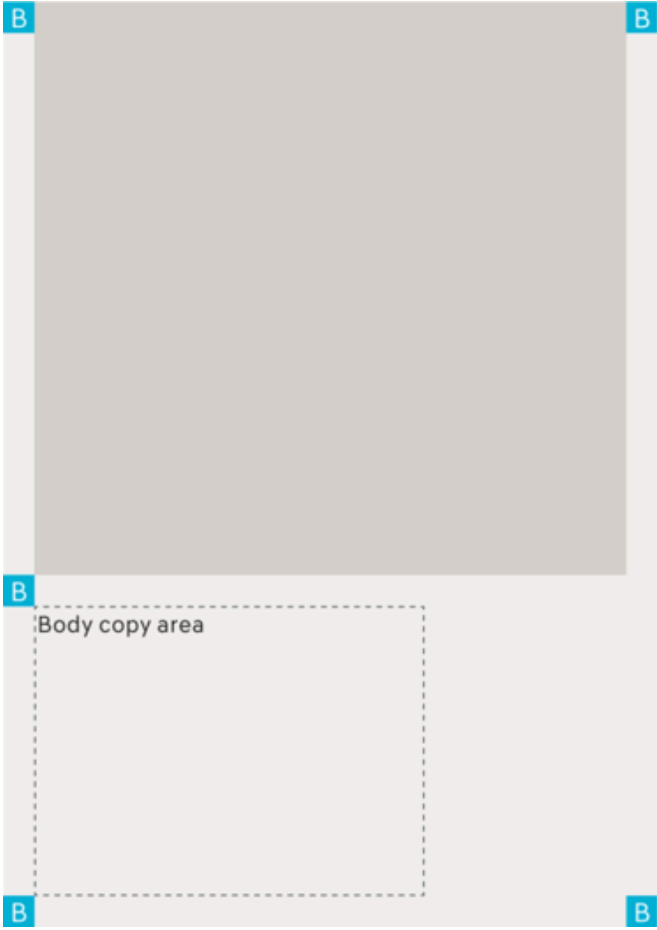
Body copy

Body copy is always placed in the bottom-left format corner and left-aligned. This placement also applies to double-page spreads. Line spacing is always 130%.

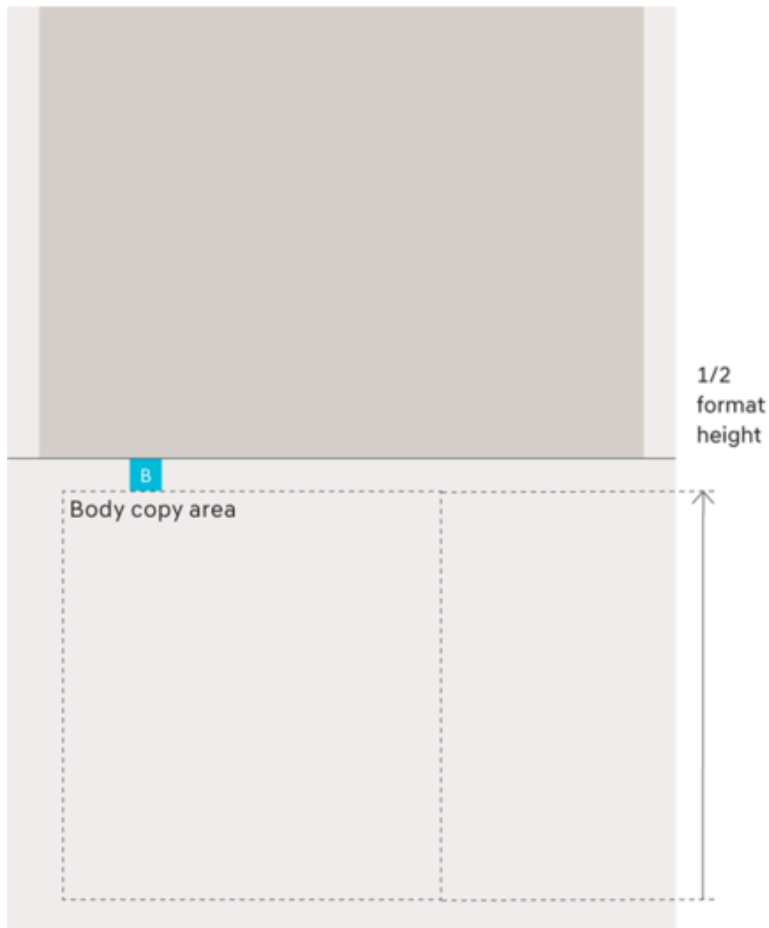
On double-page spreads, the body copy area also appears on the left side.

For large amounts of body copy, the story layer height may be decreased by as much as half the format height, but never more.





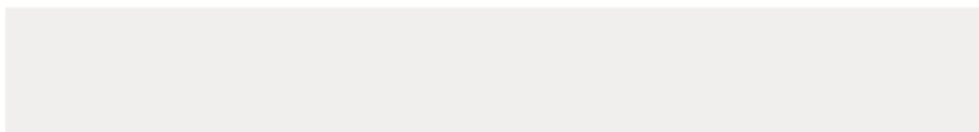
Flexible usage



Maximum distance

Under normal circumstances, body copy should be placed in a single column. When including product details, the body copy can be split into two parts with a gutter of 1 B. When there is more information, it may be divided into maximum five columns.

Connect to your next great moment with Hyundai. Because life's big and little adventures are the most rewarding journeys of all. Start yours now at worldwide.hyundai.com

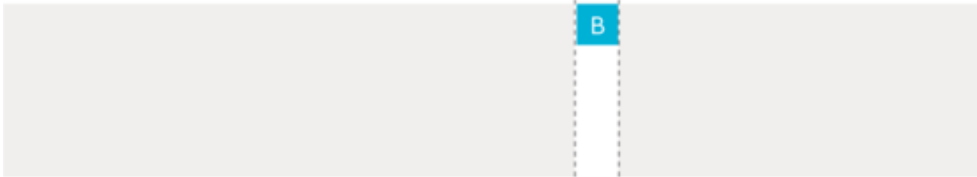


Single column

Connect to your next great moment with Hyundai. Because life's big and little adventures are the most rewarding journeys of all. Start yours now at worldwide.hyundai.com

Car Name – \$31,744

- Front driver electric window
- Mirror integrated indicators
- Daytime running lights (ESP)



If information needs to be highlighted or separated, it may be divided into two columns

Two columns

If there is more information to be highlighted, it may be divided into maximum five columns.



Multiple columns

For cases when cars should be introduced on the stage layer with their product details, the body copy and car thumbnail images can be split into maximum five parts with a gutter of 1 B.



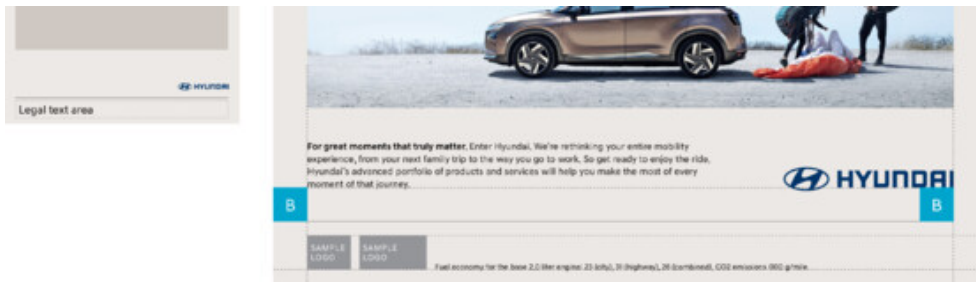
Multiple columns with cars

Legal text

Legal text and additional logos should be placed in the legal text area. The elements are left-aligned with the body copy and separated from other content by a horizontal hairline with a stroke weight of 0.25 pt.

Additional logos are placed to the left of the legal text. A maximum of three logos are allowed.

The text, which is placed in the legal text area, has a line spacing of 120%.



Vehicle emissions information

Vehicle emissions information appears in the same text area as legal text.

In general, the vehicle emissions information is set in the same font size as legal text. Some restrictions, however, may apply.

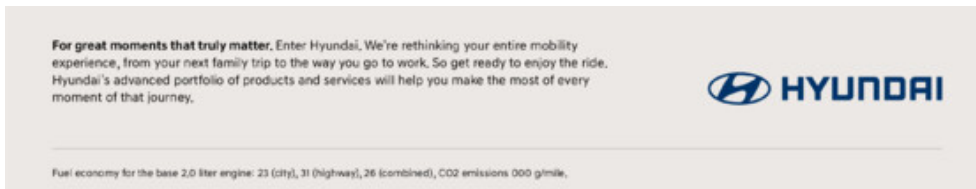
Hyundai Corporate Design guidelines stipulate that information text may only be set in a smaller type size than body copy if it is not prohibited by law in the country of publication or if no other prevailing rule expressly forbids it. Otherwise it is placed with the same type size as the body copy.

Preferred version

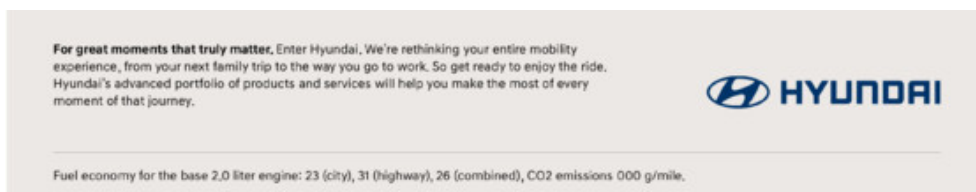
Fuel economy for the base 2.0-liter engine: 23 (city), 31 (highway), 26 (combined), CO2 emissions 000 g/mile.

Alternative version (country-specific)

Fuel economy for the base 2.0-liter engine: 23 (city), 31 (highway), 26 (combined), CO2 emissions 000 g/mile.



Same type size as legal text



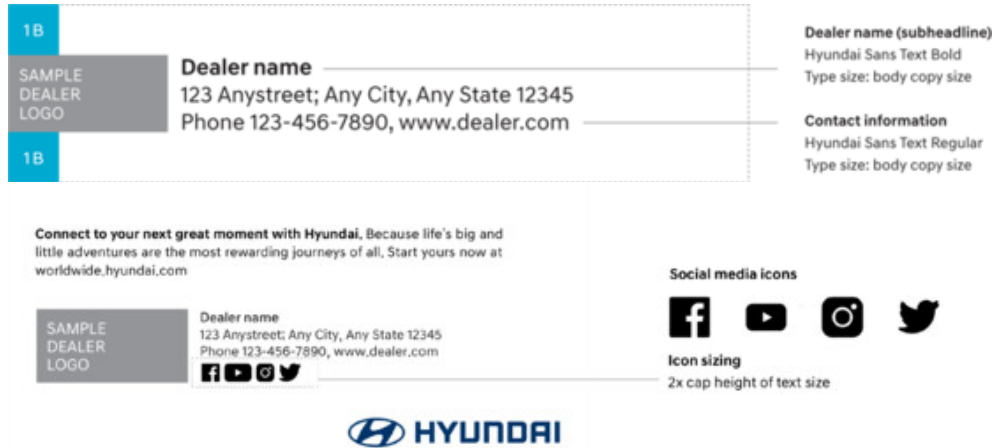
Same type size as body copy

Dealer information

Dealer information (e. g., logo , name, address, and contact details) should be placed below the body copy with a line spacing of 130%.

The logo and individual dealer information have a margin of 1 B above and below.

Social media icons can be added below the dealer information when needed.



Example

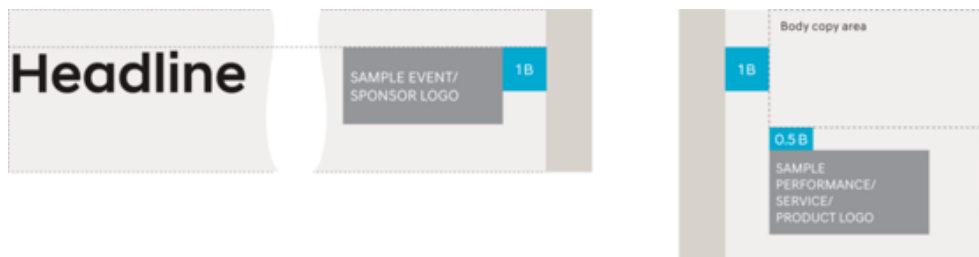
External logo

External event / sponsor logo

External event/ sponsor logos can be added when needed. They should be aligned with the headline and placed in the story layer with a margin of 1 B from the right side.

External performance / service / product logo

External performance/ service/ product logos can be added when needed. They should be aligned with the body text and placed on the stage layer with a margin of 1/2 B.



Logo placement

Ride together.

The all-new Hyundai NEXO.

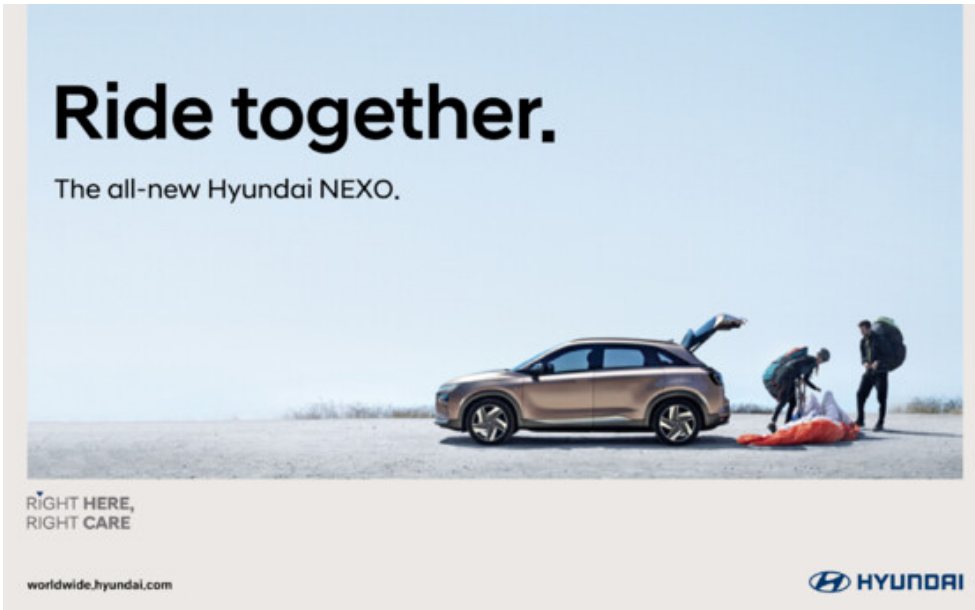


For great moments that truly matter. Enter Hyundai. We're rethinking your entire mobility experience, from your next family trip to the way you go to work. So get ready to enjoy the ride. Hyundai's advanced portfolio of products and services will help you make the most of every moment of that journey.

worldwide.hyundai.com



Examples



Examples

Logo sizing

The logos should not be any larger within the specified maximum portions.



Horizontal logo maximum portion



Vertical logo maximum portion



Square logo maximum portion

Eye-catchers

Eye-catchers can be used for different purposes: pricing, finance offers, product features, quotes, and call-outs.

Price communication

Price communication is used when

- an elegant, minimalist, and premium layout option is desired;
- the brand image must remain prominent.

The reduced graphic only includes price communication. Additional product details or offers are displayed as eye-catchers (see next page) or are integrated into the body copy.

To ensure the greatest impact, price communication should be

- placed on quiet, content-free backgrounds to ensure legibility;
- positioned close to the vehicle without touching it;
- set in the typeface color black or white.

Lease monthly for:

\$279*

\$2,500 final payment

Information text
Hyundai Sans Text Regular
Min. type size: body copy size

Offer
Hyundai Sans Head Medium
Max. type size: headline size

Legal text
Hyundai Sans Text Regular
Min. type size: legal text size

Currency symbol
Type size: half of price size

Blank space
single blank space

Now monthly from:

\$229*

Limited edition from:

\$12,990*

From:

\$12,990

Limited edition from:

\$229*

Examples



Examples

Price

Eye-catchers are used to highlight information, news, or product features of special interest. They're reversed out of Hyundai Blue and are intended to disrupt the overall design for added impact. Only one hero eye catcher should be used in each application. The box should not have empty space and fit right around the text and this applies to every eye-catcher usage.

Simple price communication

Offer and information text is always left-aligned. In one-column layouts, legal text is always aligned flush right with the number.

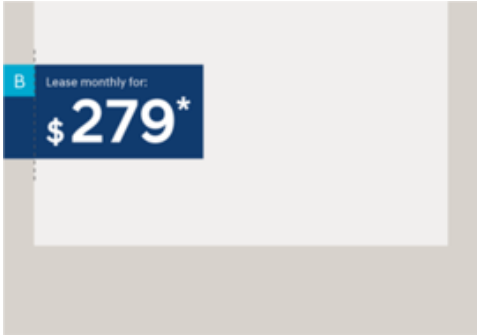
Lease monthly for:

\$279*

\$ 2,500 final payment

- Information text**
Hyundai Sans Text Regular
Min. type size: body copy size
- Offer**
Hyundai Sans Head Medium
Max. type size: headline size
- Legal text**
Hyundai Sans Text Regular
Min. type size: legal text size
- Blank space**
Single blank space
- Currency symbol**
Type size: half of the price size

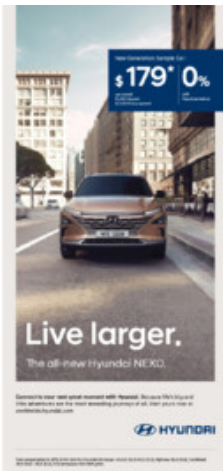
The eye-catcher is either left-aligned or right-aligned within the format. It may move along the vertical axis. The width of the box's format edge should be increased by a width of 1 B.



Financing and product features

Price and financing offers

All text information is left-aligned. Price and financing offers are separated by a thin vertical line with a weight of 1 pt. The line should stop at the same height as the offer and the legal text.



New Generation Sample Car:

\$179* | **0%**

per month
\$1,500 deposit
\$2,500 final payment

Effective
APR

Information text

Hyundai Sans Text Regular
Min. type size: body copy size

Offer

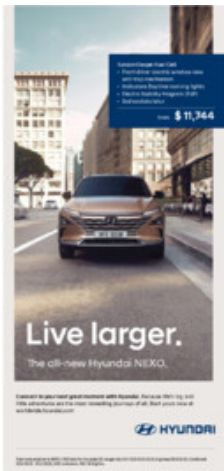
Hyundai Sans Head Medium
Max. type size: headline size

Legal text

Hyundai Sans Text Regular
Min. type size: legal text size

Detailed product features

Vertical lists with bullet points should be leftaligned, and the price should be right-aligned. The list and price should be separated by a thin line with a weight of 1 pt.



New Generation Sample Car:

- Front driver electric window new anti-trap mechanism
- Indicators Daytime running lights
- Electro Stability Control (ESC)
- Break Assist (BA)

from **\$11,744**

Bulleted list heading

Hyundai Sans Head Medium
Type size: list size

List

Hyundai Sans Text Regular
Min. type size: body copy size

Price

Hyundai Sans Head Medium
Type size: 2x list size

Blank space

Width of the letter "m"

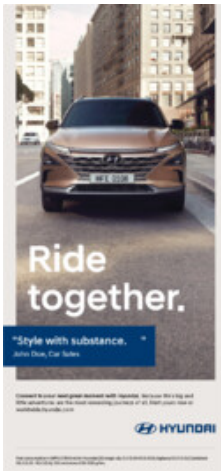
Blank space

One space

Quotes and call-outs

Quotes

All text information is left-aligned.



Quote text

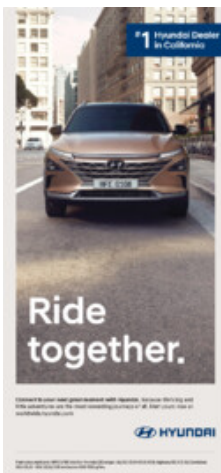
Hyundai Sans Text Medium
 Max. type size: subheadline size

Source

Hyundai Sans Text Regular
 Min. type size: body copy size

Call-outs

All text information is left-aligned.





Call-out text
Hyundai Sans Head Medium
Max. type size: subheadline size

Call-out number
Hyundai Sans Head Medium
Type size: 2x call-out text size

Usage

Hierarchy

Placement of the eye-catchers can vary according to its importance either on the story layer or stage layer.

They should always have at least a margin of B from within either the story layer or stage layer.

Do not place the eye-catchers on the right side in the stage layer because it will be too close to the logo and will distract it.



Story



Stage



Don't



Frequency

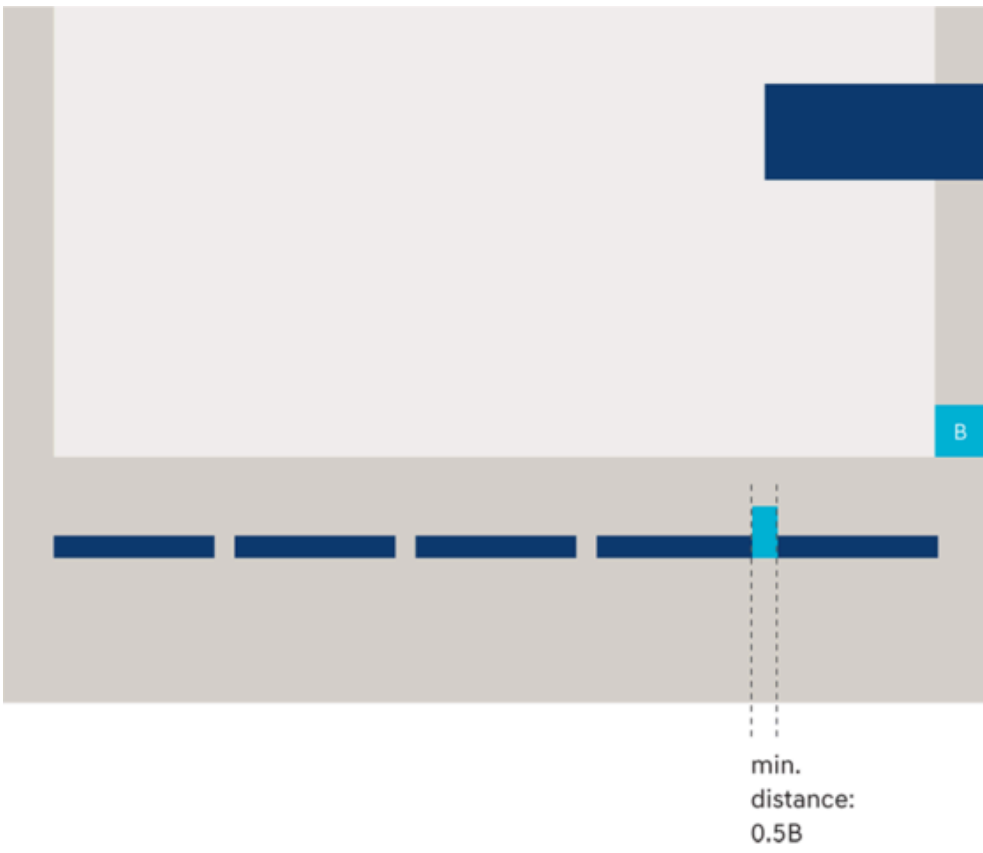
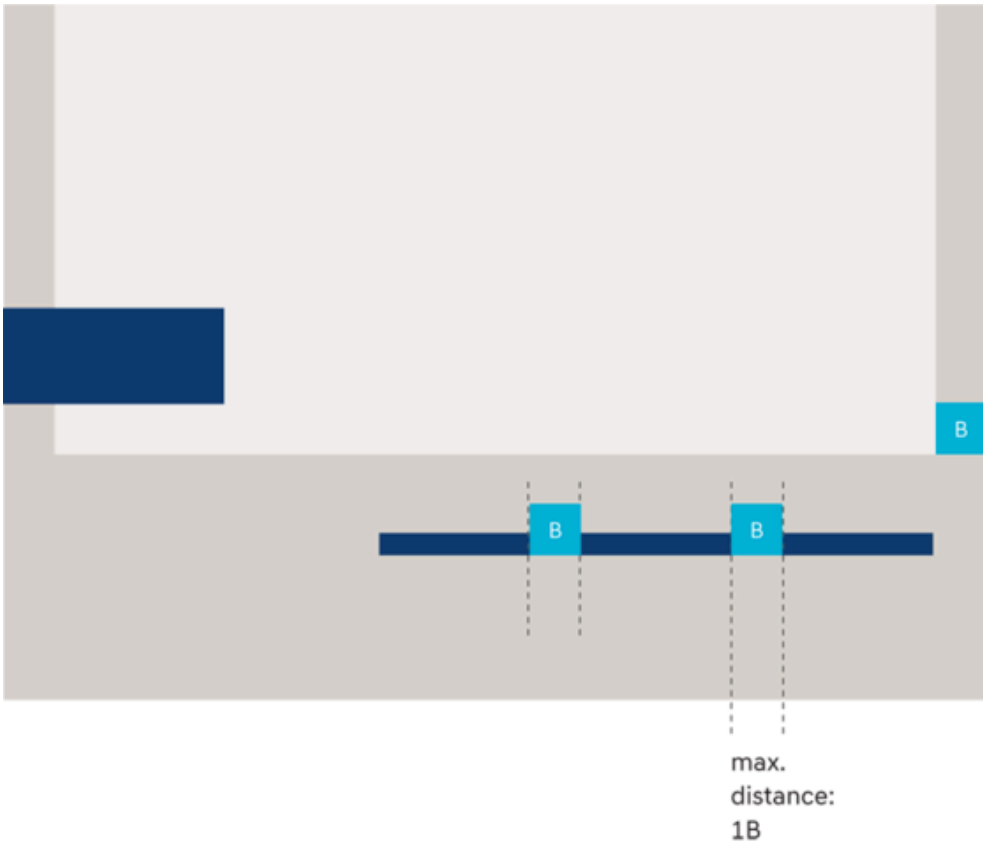
Pricing eye-catchers should be used for maximum of three cars and if there are more than three, call out the most important eye-catcher on the stage layer and place the rest on the story layer.

Single car **Double cars** **Triple (Maximum 4)** **More than 4 (only one car allowed in story layer)**

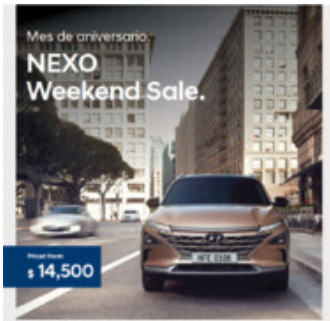
Maximum five eye-catchers are allowed in stage layer.

When there is more than one information that needs to be highlighted as eye-catchers, list them on the story layer. There should only be one hero eye-catcher. Supporting eye-catchers can be used with less emphasis. Maximum five eye-catchers are allowed.

Margins between the eye-catchers on the stage layer can be maximum 1B and minimum 0.5B.





Mes de aniversario.
NEXO
Weekend Sale.



Financ. desde
\$ 14,500

100% financiamiento disponible para NEXO. Para más detalles, consulte el sitio www.hyundai.com.

TUCAN
\$ 20,555*


KONA
\$ 17,750*


*Precio de venta sugerido. Excluye impuestos, licencias y otros cargos. El precio puede variar sin previo aviso. © 2022 Hyundai Motor America. Todos los derechos reservados.

Hyundai Motor America
 2000 Hyundai Ave., Torrance, CA 90503
 Phone: (310) 585-2000, www.hyundai.com
www.hyundainetusa.com

HYUNDAI

NEXO
Weekend Sale.



Financiamiento desde
€ 5.240

IQ0 Diesel	IQ0 Coupe	IQ0 Coupe	Elite IQ0
Classic Edition <small>1.6 (120 CV) Diesel (100km/h)</small>	Classic Edition <small>1.6 (120 CV) Diesel (100km/h)</small>	Tour Edition <small>1.6 (120 CV) Diesel (100km/h)</small>	Tour Max Edition <small>1.7 (130 CV) Diesel (100km/h)</small>
<ul style="list-style-type: none"> • 16" • Motor de arranque • Motor de arranque • Motor de arranque • Motor de arranque 	<ul style="list-style-type: none"> • 16" • Motor de arranque • Motor de arranque • Motor de arranque • Motor de arranque 	<ul style="list-style-type: none"> • 16" • Motor de arranque • Motor de arranque • Motor de arranque • Motor de arranque 	<ul style="list-style-type: none"> • 16" • Motor de arranque • Motor de arranque • Motor de arranque • Motor de arranque
<small>Financ. desde</small> €20.990 <small>Financiamiento desde</small> <small>€10.240 por mes*</small>	<small>Financ. desde</small> €21.890 <small>Financiamiento desde</small> <small>€10.240 por mes*</small>	<small>Financ. desde</small> €23.990 <small>Financiamiento desde</small> <small>€10.240 por mes*</small>	<small>Financ. desde</small> €24.990 <small>Financiamiento desde</small> <small>€10.240 por mes*</small>

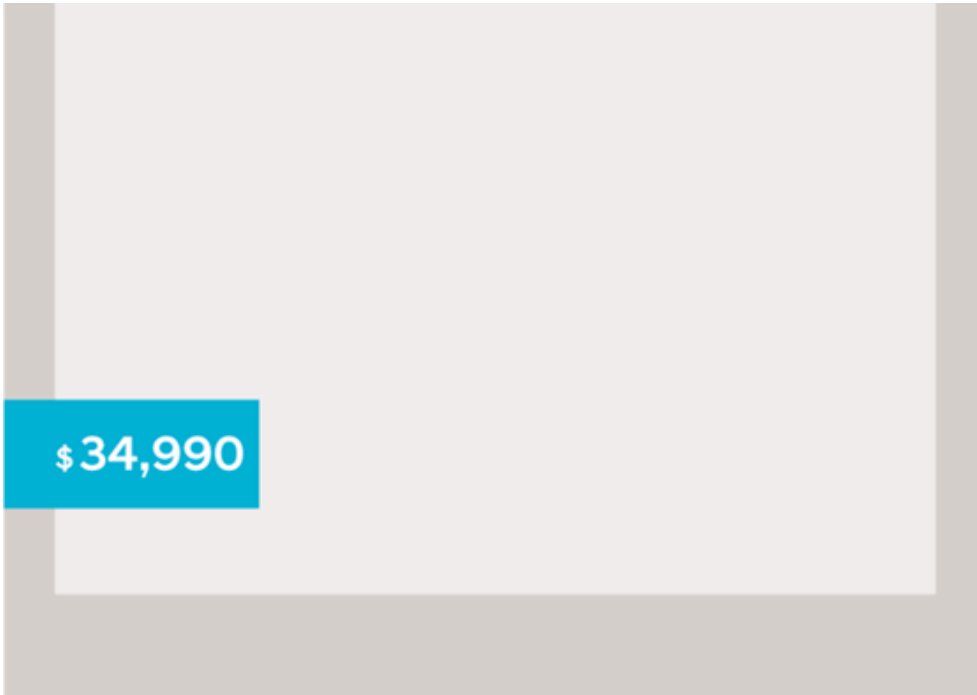
*Financiamiento desde. Excluye impuestos, licencias y otros cargos. El precio puede variar sin previo aviso. © 2022 Hyundai Motor America. Todos los derechos reservados.

Hyundai Motor America
 2000 Hyundai Ave., Torrance, CA 90503
 Phone: (310) 585-2000, www.hyundai.com
www.hyundainetusa.com

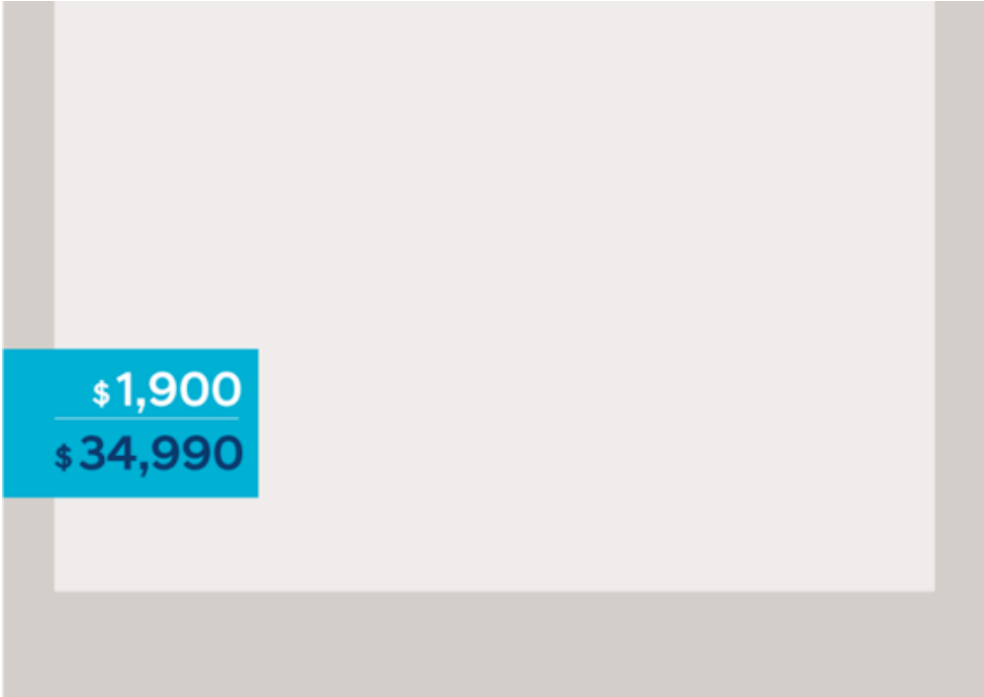
HYUNDAI

Special offers

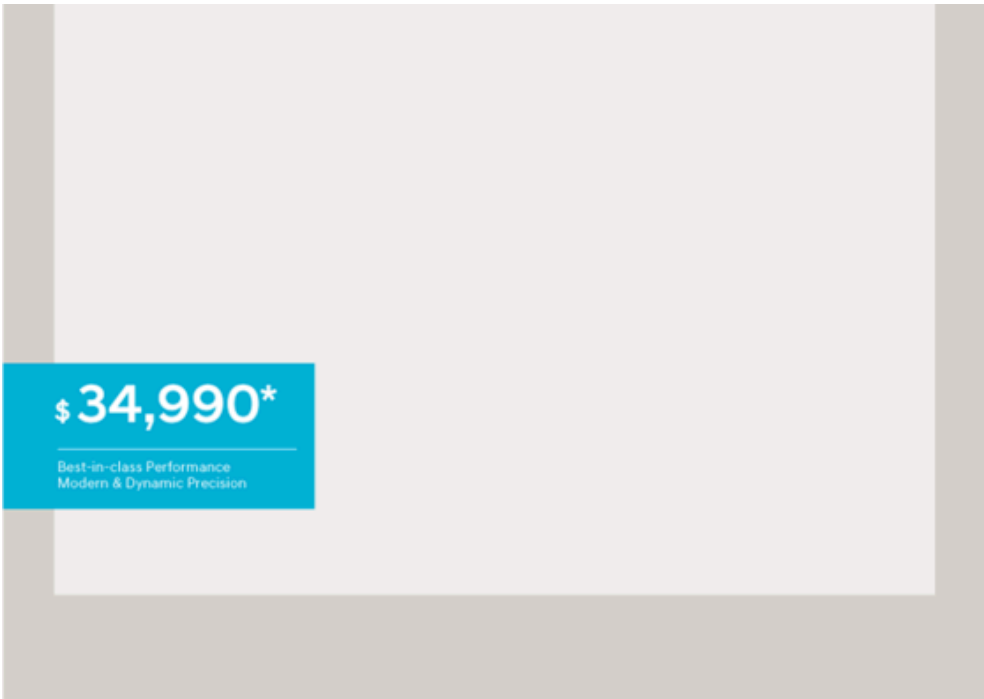
Use progressive blue as an eye-catcher when there are special offers like sale or added features.



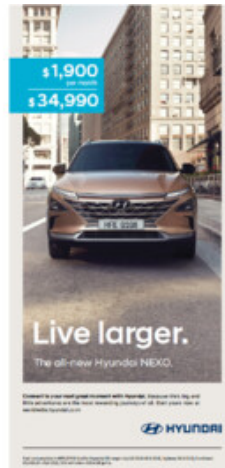
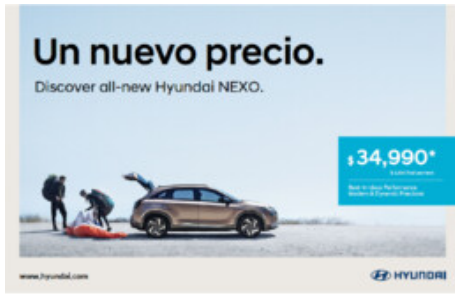
\$ 34,990



\$1,900
\$34,990



\$34,990*
Best-in-class Performance
Modern & Dynamic Precision



Examples

Image style

Story layer

Beauty shot

More than just how things look, it's about how they make you feel.

Our images connect with our customers worldwide because they do not merely display the product but always represent an aspect of the Modern Premium lifestyle – no matter whether they are product-focused beauty images or more lifestyle-focused editorial images.

Four main criteria define lifestyle images:

Tell a story.

Capture real and believable moments in people's lives.

Keep it real – with character.

Locations, talent, and lighting should always feel spontaneous, authentic, and natural.

Make it active. Dare to crop.

Consider movement, unique angles, and exciting perspectives to create energetic images.

Create natural warmth and depth.

Use natural lighting concepts that align with the Hyundai color scheme and that bring out the rich texture of surfaces and materials.

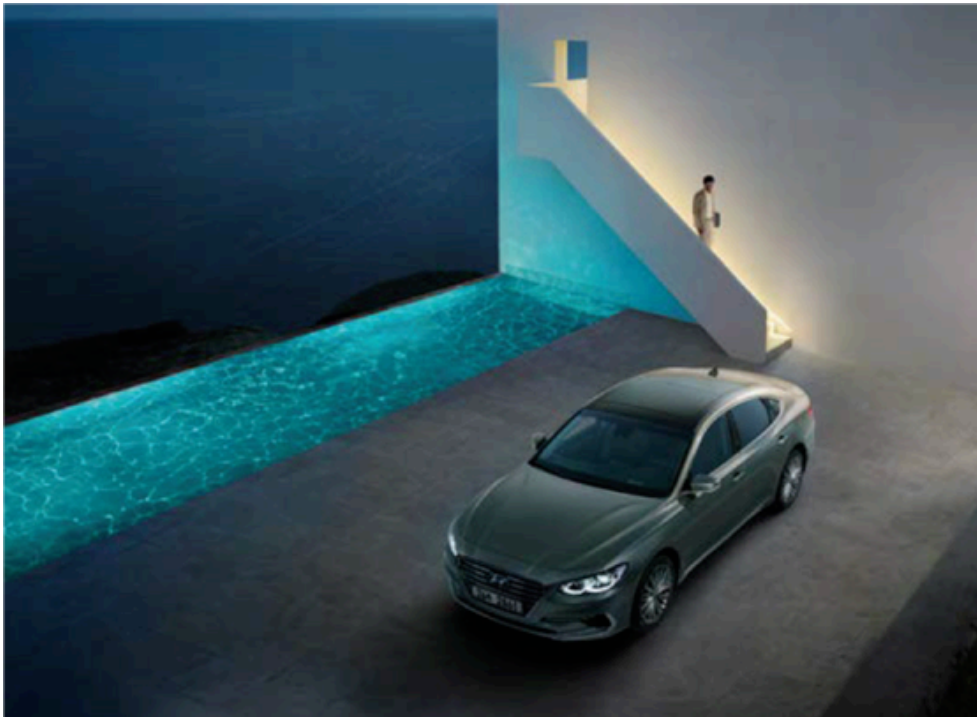


Single car

It is preferred to use product images that do not merely display the product but always represent an aspect of the Modern Premium lifestyle - no matter whether they are product-focused beauty images or more lifestyle-focused editorial images. When there is no product beauty shot, simply use a cut-out product image with a light sand color background.



Product beauty shot



Product beauty shot



Product beauty shot



Product cut-out image



Product cut-out image



Product cut-out image

Multiple cars

It is preferred to use product images that do not merely display the product but always represent an aspect of the Modern Premium lifestyle - no matter whether they are product-focused beauty images or more lifestyle-focused editorial images. Maximum four cars are allowed. When there is no product beauty shot, simply use cut-out product images with a light sand color background.



Product beauty shot



Product beauty shot



Product cut-out image



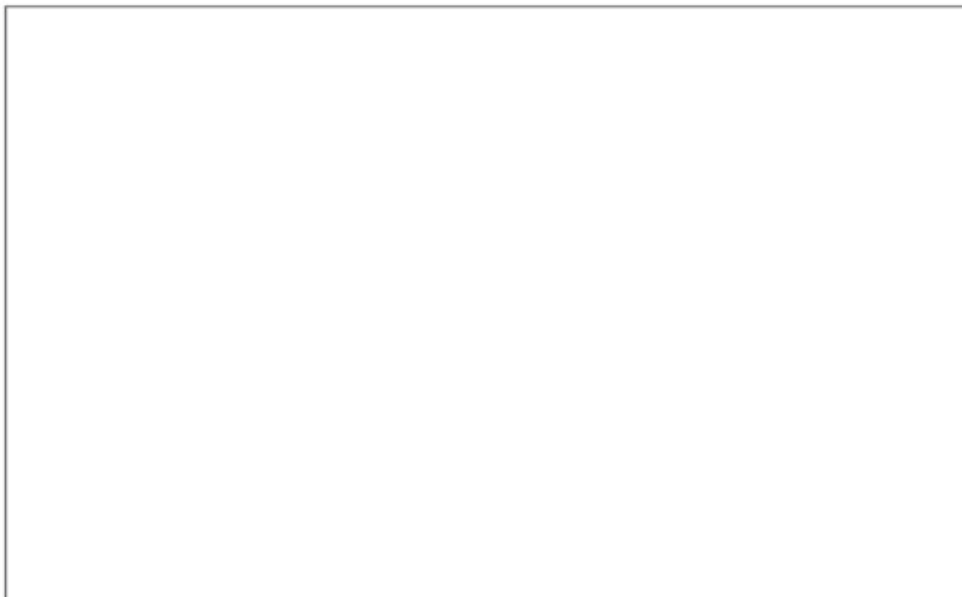
Product cut-out image

Stage layer

There are three options for achieving interplay between the story and stage layers. When the story image is full imagery of product beauty shot or lifestyle image, use Version 1 or 2. To express festive events, use version 3.

Version 1

White



Ride together.

The all-new Hyundai NEXO.

Desde

\$13,500*

The all-new Hyundai NEXO



For great moments that truly matter, enter Hyundai. We're rethinking your entire mobility experience, from your next family trip to the way you go to work. So get ready to enjoy the ride. Hyundai's advanced portfolio of products and services will help you make the most of every moment of that journey.

worldwide.hyundai.com



Example of a white stage layer

Version 2

Light Sand




Desde
\$13,500*
The all-new Hyundai NEXO

Ride together.
The all-new Hyundai NEXO.

For great moments that truly matter. Enter Hyundai. We're rethinking your entire mobility experience, from your next family trip to the way you go to work. So get ready to enjoy the ride. Hyundai's advanced portfolio of products and services will help you make the most of every moment of that journey.

worldwide.hyundai.com

 **HYUNDAI**

Example of a light sand stage layer

Version 3

An image for special occasions or events.



E.g. Christmas

Ride together.

The all new Hyundai i10.

Desde

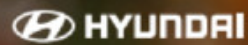
\$13,500*

Hyundai i10



For great moments that truly matter. Enter Hyundai. We're rethinking your entire mobility experience, from your next family trip to the way you go to work. So get ready to enjoy the ride. Hyundai's advanced portfolio of products and services will help you make the most of every moment of that journey.

worldwide.hyundai.com



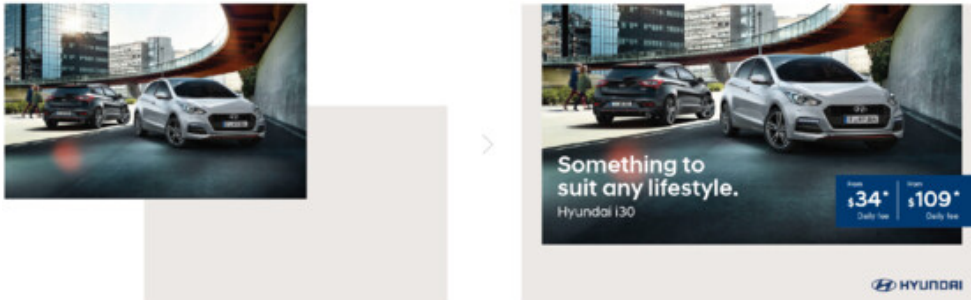
Example of a image stage layer

*Hyundai Blue logo on light background is preferred, but reverse logo is acceptable.

Graphic system

Product beauty shot

In the foreground, when the story layer features a product beauty shot that communicates the product, the stage layer can be either Hyundai Light Sand or White background.



Examples : Single car / Multiple cars

Product cut-out

For instances when a product beauty shot is not provided, the foreground should have product images that are etched out on a clean Hyundai Light Sand or White background. The stage layer can be more expressive in a full color image.



Spring Clearance.
Enjoy the best offers on new SUV prices.

From **£34*** Daily fee From **£109*** Daily fee

**Mi madre ha sido mi comienzo
¡Por eso se merece lo mejor!**

Desde **£13,500***
The all-new NEXO

HYUNDAI

**Navidad, Navidad,
Hyundai Navidad!**

Desde **£500*** Desde **£500*** Desde **£500*** Desde **£500***

RIGHT HERE, RIGHT CARE

HYUNDAI

Examples : Single car / Multiple cars

Lifestyle

For instances if a certain sponsorship or event is the main focus, a lifestyle image not featuring the product can be used. Etched out cars can be placed on the stage layer.



**Be there
with Hyundai.**

From **£109*** Daily fee

HYUNDAI

**Mi madre ha sido mi comienzo
¡Por eso se merece lo mejor!**

Desde **£13,500***
The all-new NEXO

HYUNDAI

Imposible
Tu sueño de tener
carro nuevo...

Desde **£109*** Desde **£109***

HYUNDAI

Examples : Single car / Multiple cars

Multiple imagery

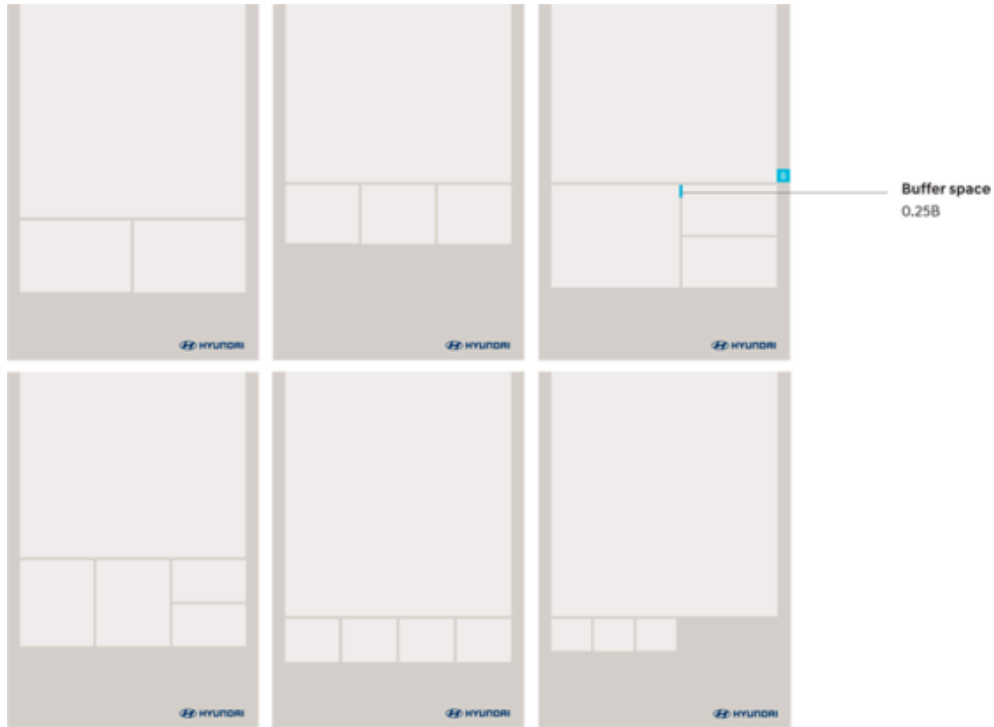
More than one story layer image can be used when more information is needed, for instance, after sales ads. Product details, interior, or its functions can be more elaborated with multiple imagery.

There is a need to have a hero main image and it should be at least half of the overall format.



A maximum of four images can be added. The following examples on the right show the different layouts and possibilities.

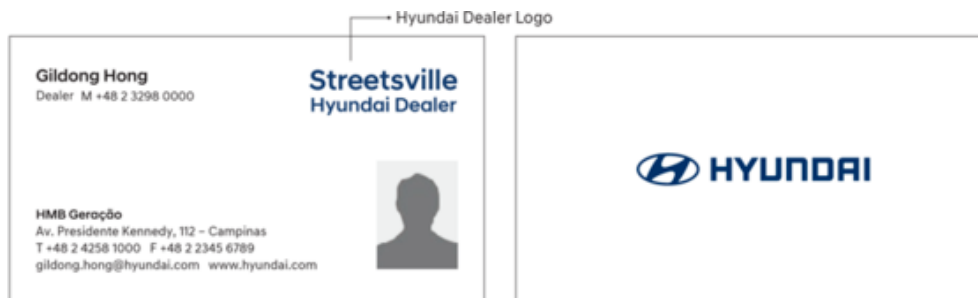
To emphasize or introduce specific product features, place feature thumbnails on the stage layer.



Applications

Business cards

On the front side, place the dealership logo instead of the Hyundai logo. Please do not make the dealership logo larger than the preferred area. The logo size shouldn't be bigger than the word Hyundai horizontally and not longer than twice the watermark size vertically. This will apply to all dealership application.



Front side
Business cards

Reverse side



Dealership logo maximum sizing

Letterhead

Dealership information including the logo, address, telephone, e-mail, and URL can be added on the bottom of the letterhead. All text should be aligned to the top edges.



Letterhead with dealer information
(Dealership address, telephone, e-mail, and URL)

Envelopes

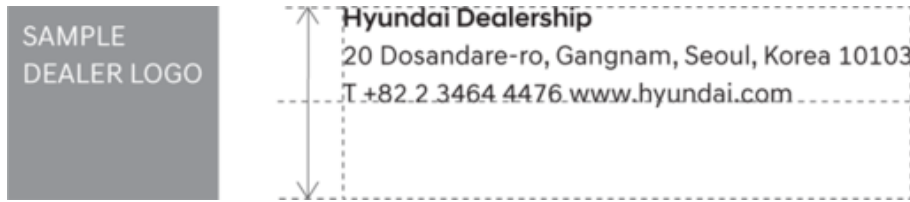
Move the Hyundai logo to the bottom of the envelope and place the dealership logo with its information at the top. The horizontal logo should not be bigger than the height of the text and the vertical logo should not be larger than double the height of the text portion.



Examples




Horizontal logo maximum sizing

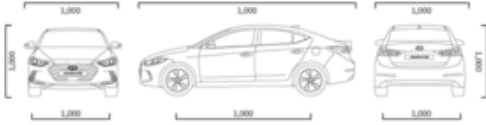


Vertical logo maximum sizing

Specboard

Place the dealer logo with the information at the bottom of the specboard, left-aligned to the page.

AVANTE 



**Unit:mm, Wheelbase is measured based on 195/65R15 tire.

Gamma 1.6 MPI Manual			
Engine label	1.6 Gamma MPI	Tire	195/65R15, 205
Displacement	1,591 cc	Fuel type	Gasoline
Horse power	127.5 PS / 6,300 rpm	Fuel capacity	50
Torque	15.77 kg-m / 4,850 rpm	Fuel efficiency	Combined: 6.9km/l (Urban: 9.5, Highway: 5.2)

Gamma 1.6 MPI Manual			
Engine label	1.6 Gamma MPI	Tire	195/65R15, 205
Displacement	1,591 cc	Fuel type	Gasoline
Horse power	127.5 PS / 6,300 rpm	Fuel capacity	50
Torque	15.77 kg-m / 4,850 rpm	Fuel efficiency	Combined: 6.9km/l (Urban: 9.5, Highway: 5.2)

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Engine label	1.6 Gamma MPI	Tire	195/65R15, 205
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Gamma 1.6 MPI Manual			
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Displacement	1,591 cc	Fuel type	Gasoline
Horse power	127.5 PS / 6,300 rpm	Fuel capacity	50
Torque	15.77 kg-m / 4,850 rpm	Fuel efficiency	Combined: 6.9km/l (Urban: 9.5, Highway: 5.2)

** Your actual mileage will vary with options, driving conditions, driving habits, and vehicle's condition (based on 2013 Dec)

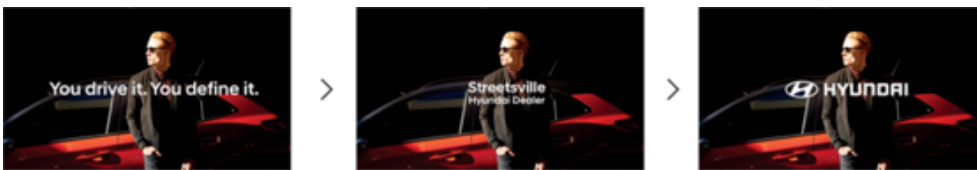
Streetsville
Hyundai Dealer
Hyundai Dealer Logo

Hyundai Dealership
30 Daeam-dong-ro, Gangnam, Seoul, Korea 15095
T: 02-2-1000-8430 www.hyundai.com

End device

Version A

When a stronger emphasis is need for the dealer logo, you can place it by itself in the centre of the frame after the headline(product name) and before the Hyundai logo. To ensure legibility, the logo should have sufficient contrast with the background image. It should be placed on a quiet landscape with little movement.



Animation

Horizontal logo maximum portion



Vertical logo maximum portion



Square logo maximum portion



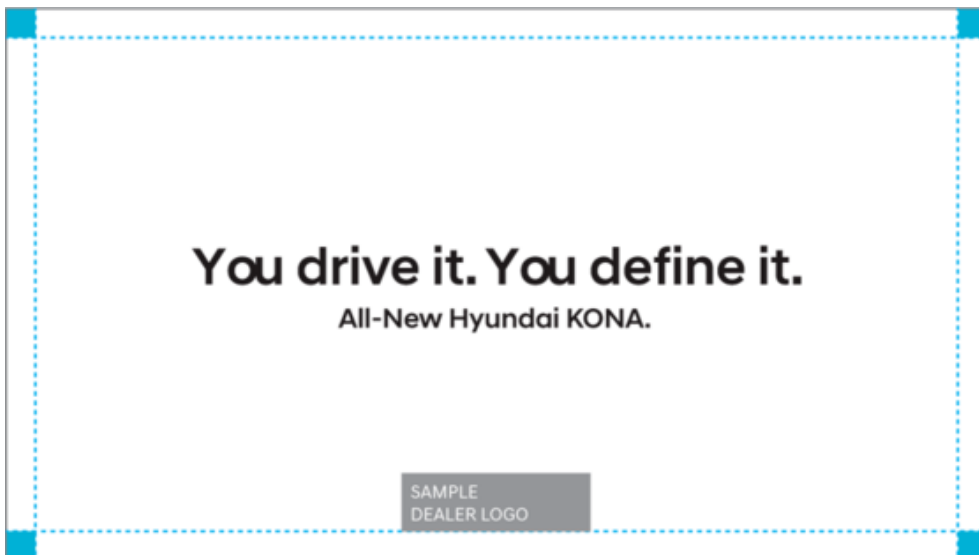
Version B

When a shorter clip is produced, you can also place the dealer logo centered under the headline or product name in the same frame. To ensure legibility, the logo should have sufficient contrast with the background image. It should be placed on a quiet landscape with little movement.

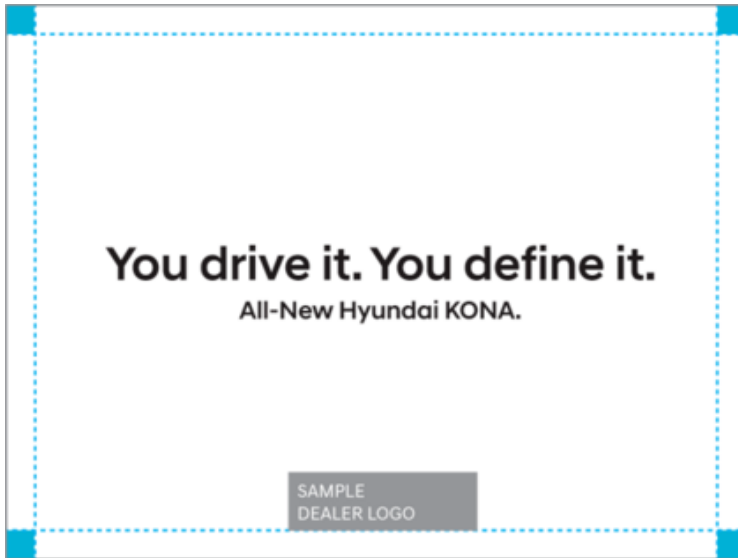


Animation

The logo must be placed at least at a distance of 76px border to the screen edge.



Positioning on a 16:9 format



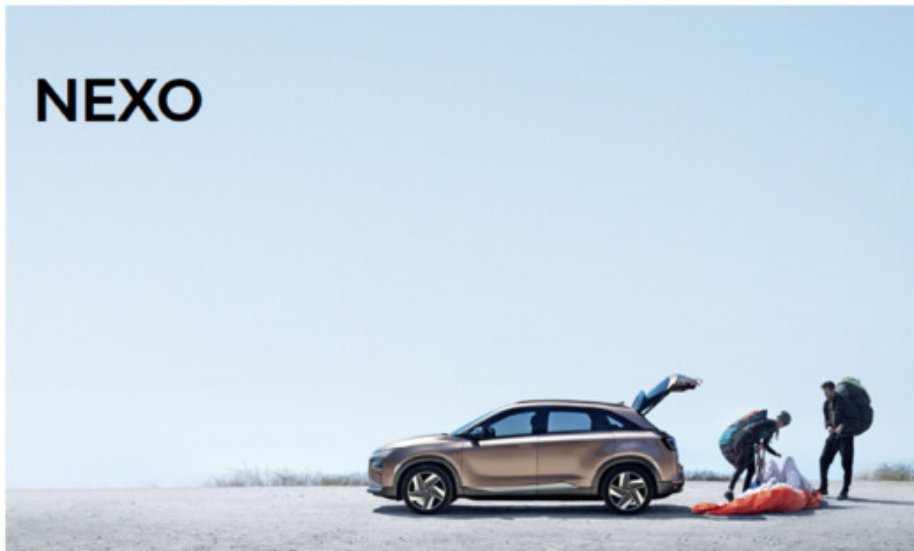
76x border

Positioning on a 4:3 format

Sales Brochure

Front

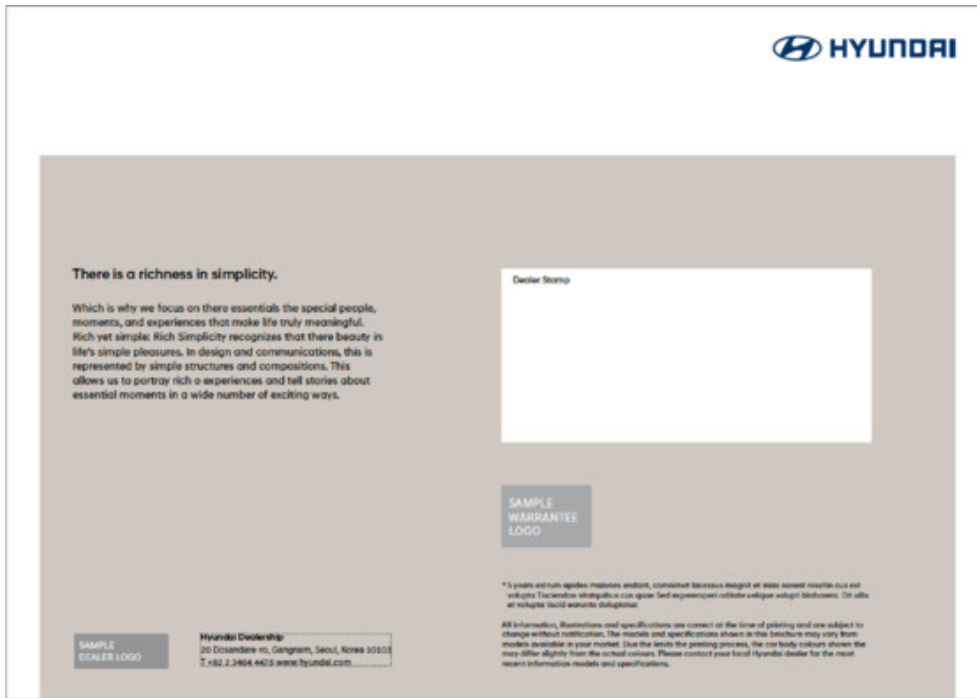
Replace the original Hyundai address to the dealership address at left bottom on the sand stage layer along with the dealer logo.



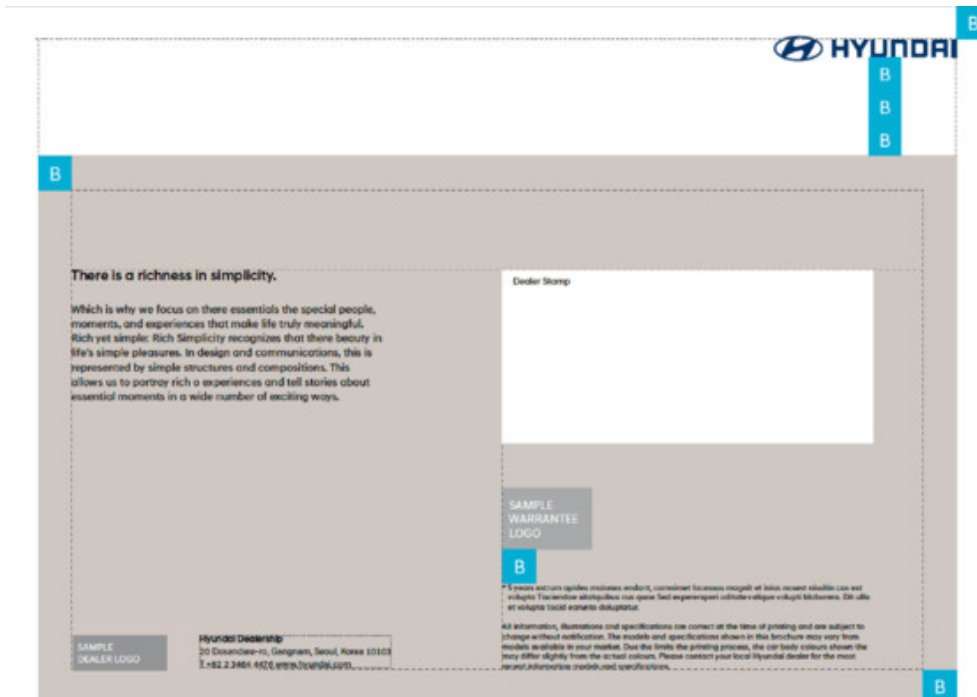
Front cover

Back

Replace the original Hyundai address to the dealership address at left bottom on the sand stage layer along with the dealer logo.



Back cover



Back cover

Advertising

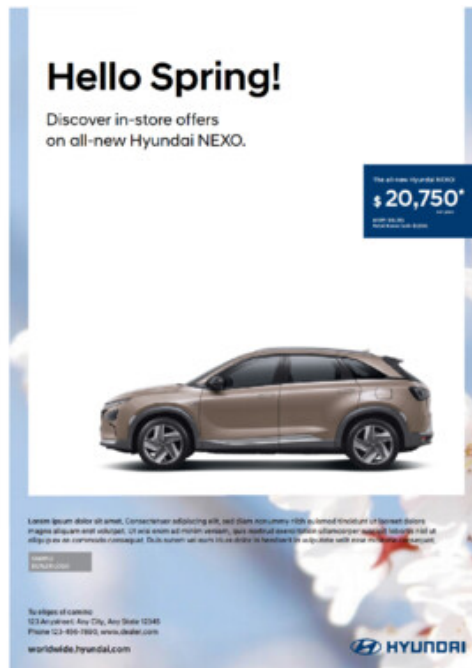
Full page

Print formats use the grid system to ensure that our brand design is consistent worldwide.

Format features:

The base unit serves as a standard unit of measurement to position all brand assets, including images, typography, and logos.

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The Hyundai logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- External performance/ service/ product logos should be placed under the body text with a distance of 1/2B.




Half page

Format features:





- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The Hyundai logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- External performance/ service/ product logos should be placed aligned with the body text and right-aligned with the Hyundai logo.

Discover the 2019 Hyundai i30.




Packed full of features to choose from.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat.


Hyundai i30 Active



Drive away from \$16,850*

MSRP. Excludes destination, taxes, license, title, and optional equipment. Dealer price may vary. *MSRP. Excludes destination, taxes, license, title, and optional equipment. Dealer price may vary.


Hyundai i30 Elite



Drive away from \$16,850*

MSRP. Excludes destination, taxes, license, title, and optional equipment. Dealer price may vary. *MSRP. Excludes destination, taxes, license, title, and optional equipment. Dealer price may vary.


Hyundai i30 Premium



Drive away from \$16,850*

MSRP. Excludes destination, taxes, license, title, and optional equipment. Dealer price may vary. *MSRP. Excludes destination, taxes, license, title, and optional equipment. Dealer price may vary.

Hyundai i30 SR



Drive away from \$16,850*

MSRP. Excludes destination, taxes, license, title, and optional equipment. Dealer price may vary. *MSRP. Excludes destination, taxes, license, title, and optional equipment. Dealer price may vary.

Inside Spread - Product/Feature Focused

Double page spread

Format features:

- The distance of the story layer from the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- Body copy is bottom-aligned with a distance of 1 B from the left format edge and placed in the body copy area.
- The Hyundai logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Do not place the vehicle in the center of the spread.

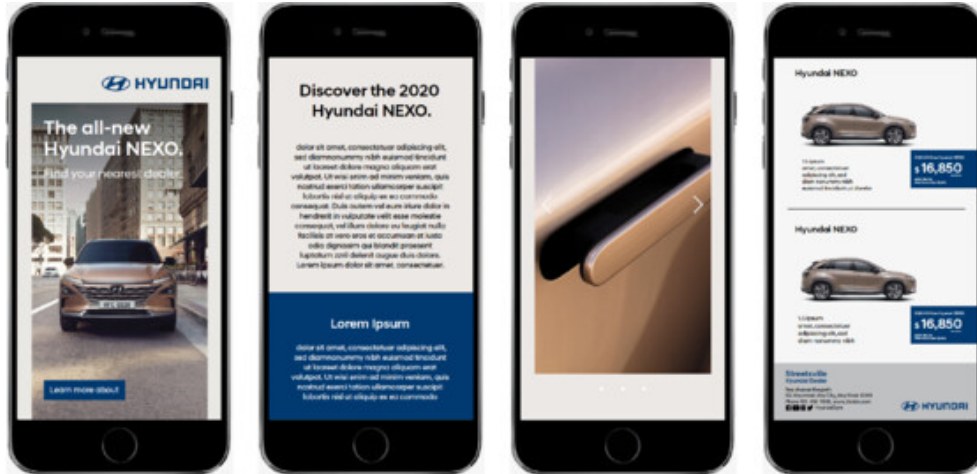
The story and stage layers within the Hyundai graphic system can be used for animation either to superimpose imagery or to embed video sequences. Please use all special effects in good taste and with restraint.

Reduction

Reduce the number of layout elements in order to communicate our content in the cleanest possible way. Hyundai applications are never busy or cluttered with too much information.

Dealer information

Place the dealer information at the end of the page with the Hyundai logo.



PC

Hyundai uses clear design architecture to communicate digital content. Digital mailing spotlights the topics of the current month. The flexible architecture and crisp graphic structure allow for smooth content curation and clear communication.

Staging

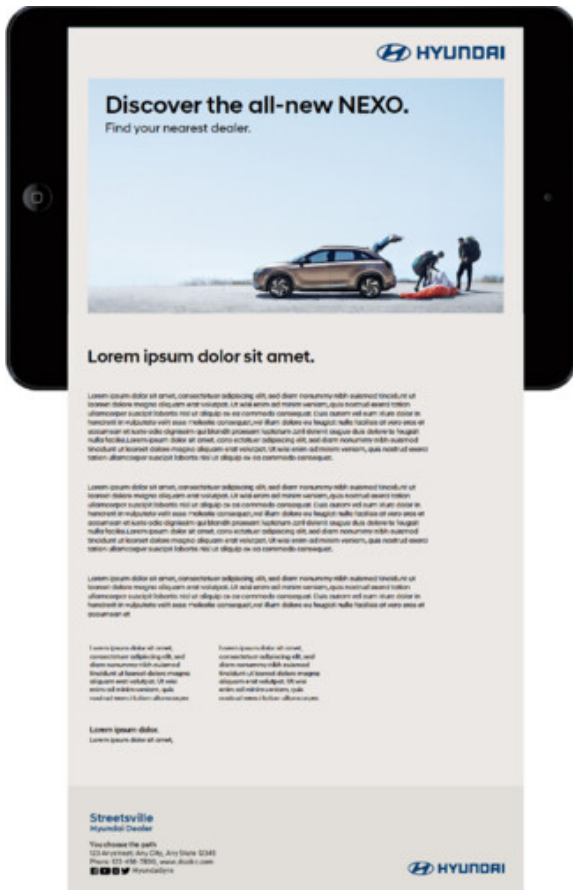
The story and stage layers within the Hyundai graphic system can be used for animation either to superimpose imagery or to embed video sequences. Please use all special effects in good taste and with restraint.

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Reduce the number of layout elements in order to communicate our content in the cleanest possible way. Hyundai applications are never busy or cluttered with too much information.

Dealer information

Place the dealer information at the end of the page with the Hyundai logo.



Digital advertising

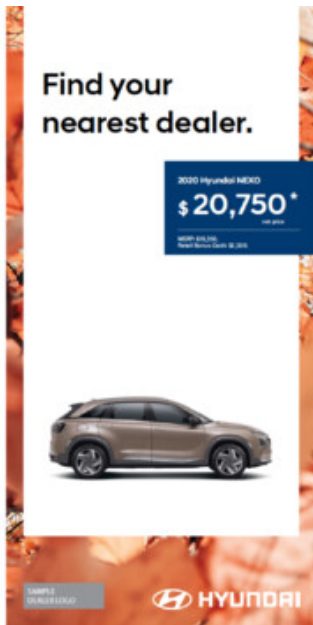
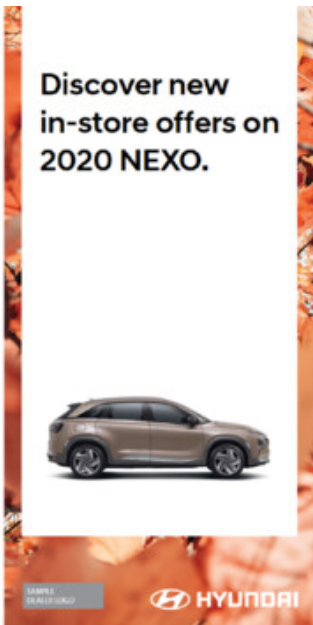
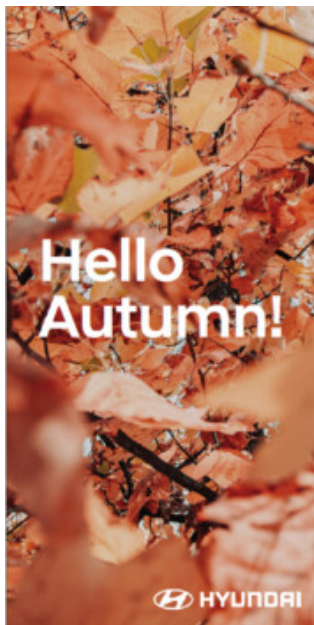
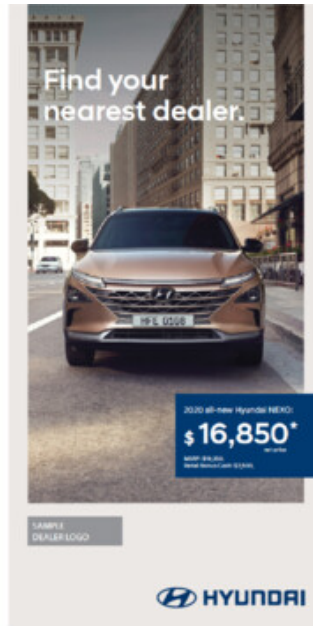
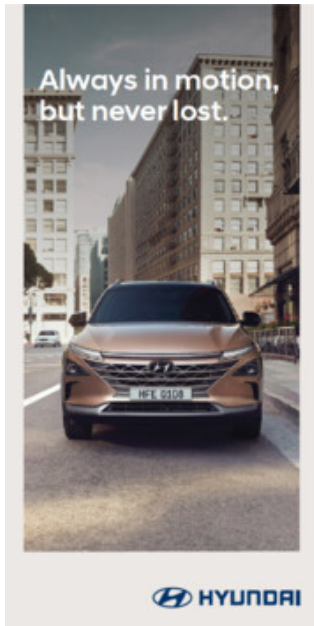
Half-page banner 300 x 600 pixels

Digital formats use the grid system to ensure that our brand design is consistent worldwide.

Format features:

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- The Hyundai logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- External performance/ service/ product logos should be placed on the stage layer.



DM advertising


DL size

Format features:

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- The Hyundai logo is right-aligned at the bottom with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- External performance/ service/ product logos should be placed outside the story layer.


**Always in motion,
but never lost.**

2020 all-new Hyundai NEXO:
\$16,850*
MSRP \$19,200
Retail Bonus Cash: \$1,500




Hi, Nice to meet you.
Consectetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

2019 Hyundai I30 Active
\$16,850*
net price



Retail Bonus Cash: \$2,500
\$19,350 starting MSRP**
23/31/28 MPG City/Hwy/Combined**
161-hp 2.0L GDI engine


2019 Hyundai I30 Elite
\$20,750*
net price



Retail Bonus Cash: \$2,500
\$23,250 starting MSRP**
23/29/31 MPG City/Hwy/Combined**
201-hp 1.6L Turbo GDI engine


Tu eliges el camino 123 Anystreet, Any City, Any State 12345 Phone 123-456-7890, www.dealer.com
worldwide.hyundai.com

SALES
DEALER




Hello Spring!
Discover in-store offers on 2020 Hyundai NEXO.

2020 Hyundai NEXO
\$16,850*
net price
MSRP \$19,200
Retail Bonus Cash: \$1,500



SALES
DEALER

Tu eliges el camino 123 Anystreet, Any City, Any State 12345 Phone 123-456-7890, www.dealer.com
worldwide.hyundai.com



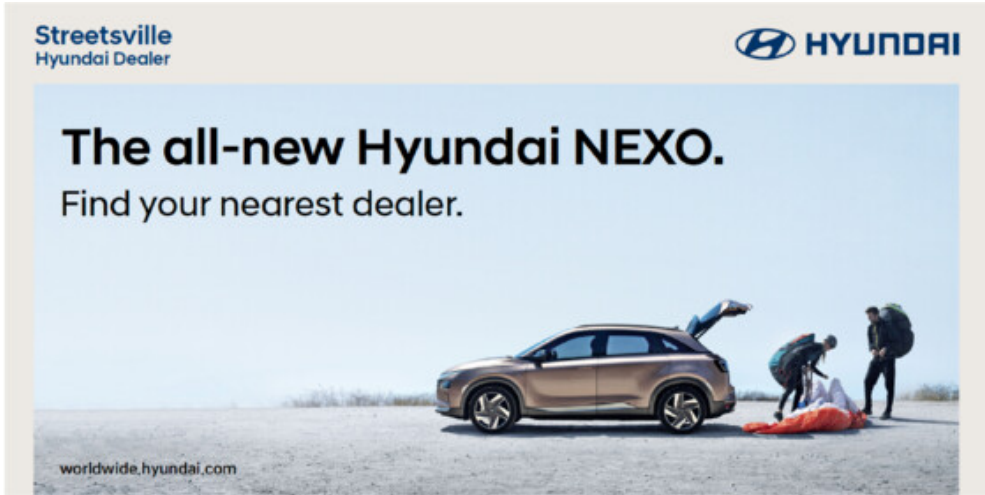
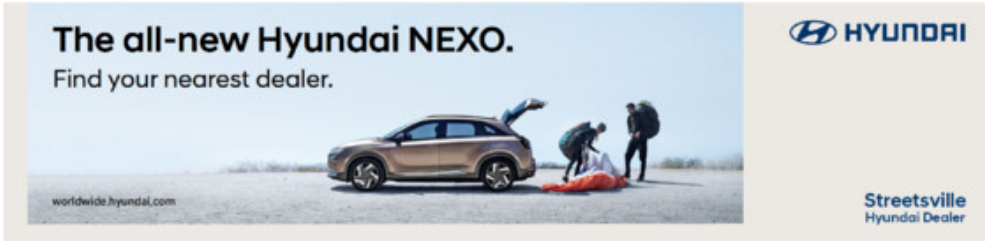
OOH

Out of home formats use the grid system to ensure that our brand design is consistent worldwide.

Format features:

The base unit serves as a standard unit of measurement to position all brand assets, including images, typography, and logos.

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B to the story layer edge.
- The Hyundai logo is right-aligned at the top with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- For extreme landscape formats, the stage is placed on the right and has a width of 1 /4 of the total format width.
- URLs can be placed left-aligned within the body copy area.
- Dealer logos should be placed outside the stage layer.



Roll-ups

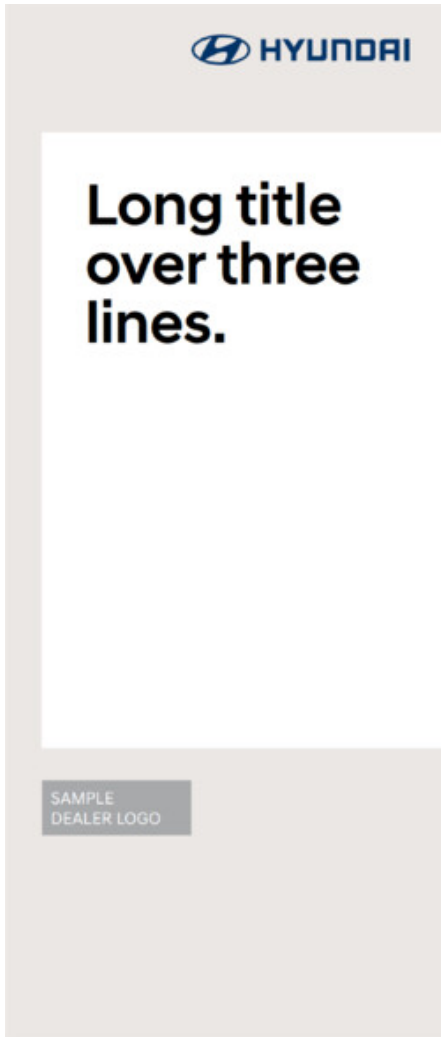
850 x 2000 mm

Banner formats use the grid system to ensure that our brand design is consistent worldwide.

Format features:

The base unit serves as a standard unit of measurement to position all brand assets, including images, typography, and logos.

- The distance of the story layer to the format edge is defined as one base unit (B).
- Headlines and subheadlines are positioned in the headline area with a minimum margin of 1 B from the story layer edge.
- The Hyundai logo is right-aligned at the top with a distance of 1 B from the right format edge. The logo has a content-free area that measures 1 B from the top and 2 B from the left.
- Dealer logos should be placed on the bottom of the stage layer.



Downloads

- [2011112_HYU_DealerAd_Guideline.pdf \(80.1 MB\)](#)
- [2011112_HYU_DealerAd_Guideline_lr.pdf \(14.1 MB\)](#)

Sound

Hyundai also uses sound to express our brand. Our audio codes and creative principles convey warmth, confidence, and professionalism.



reddot award 2017
best of the best



› Creative Works blog

Audio branding

When we close our eyes, our ears allow us to enter a world that is full of wonder and surprises.

Our ears are capable of drawing the most beautiful pictures in our minds.

A multi-sensory brand experience

As an integral part of the brand identity, sound contributes to a holistic brand experience.

This guideline serves as an aid to music, audio and film producers to include an on-brand soundtrack for all audio applications, including ready-to-use sound files and directions on producing Hyundai sounds.

Sound direction

The Hyundai sound is the acoustic translation of the creative brand expression of Modern Premium. It perfectly harmonizes with the visual codes of the brand and relates to its creative principles.



The Hyundai sound always has the following qualities:

- Harmonious
- Warm and emotional
- Confident
- Natural and unobtrusive

Sound application

The Hyundai sound uses a simple instrumentation, yet convinces by means of rich expression. It symbolizes real, meaningful moments of beauty, full of details.

To underline a modern and global approach we comprised the instrument-set of real and synthesized sounds that create proximity and timelessness. Artificial-sounding elements are avoided.

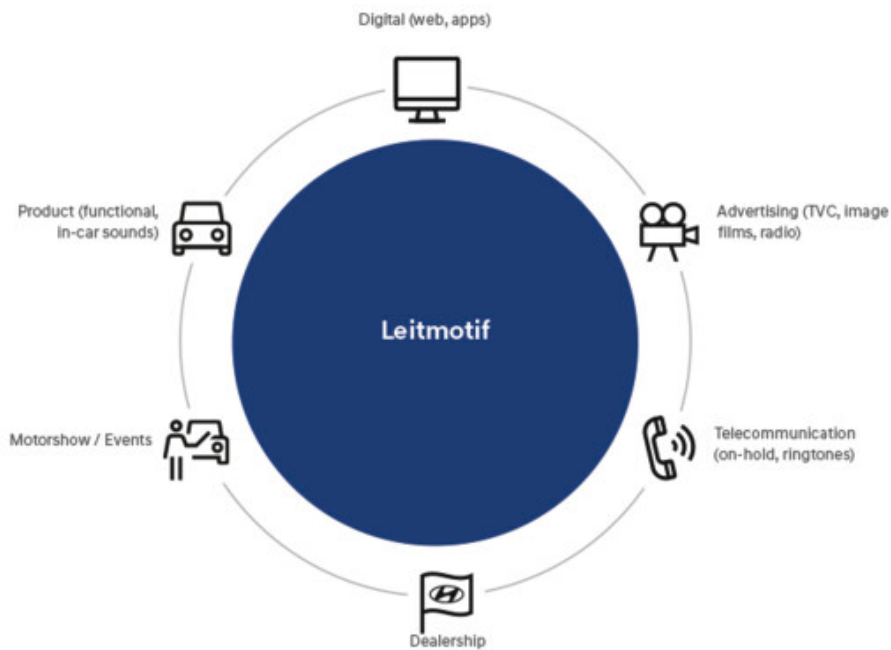


General Rules

- The brand sound is used for all Hyundai sound and audiovisual applications.
- Please contact the Creative Works at an early stage during the process should there be any composition of music for your project.

Sound implementation

The Hyundai sound applies to all our business fields and is flexible in its use. As part of the brand identity, a progressive and creative handling of the sound is desired.



Components

Main key components

The Hyundai sound is created through the combination of all brand sound components:

1. Sound tonality



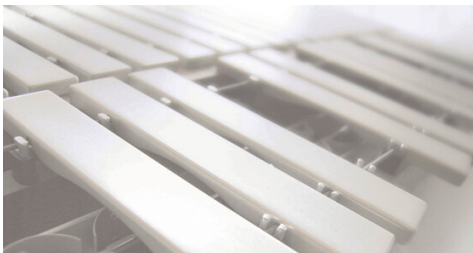
Our sound tonality describes the way we communicate our values to our customers acoustically, the feelings we seek to create and the perception we wish to produce.

2. Sound universe



The sound universe represents the DNA of our brand music, consisting of our core musical elements.

3. Instrumentation



Our unique and identifiable Hyundai instruments.

4. Leitmotif



Our central, characteristic 6-note melody with a high recognizability and memorability.

Brand sound concept

The Sound Tonality

Our sound tonality describes the way we communicate our values to our customers acoustically, the feelings we seek to create and the perception we wish to produce. It is the style of our audio communication in any setting and in any medium using sound. In short: it is our message to our customer.

The following sound tonality attributes are considered for Hyundai:

The sound universe

The sound universe represents the DNA of our brand music, consisting of our core musical elements.

There are numerous elements contained in the Hyundai brand music that form the Hyundai sound universe.

All elements are unique in their sound designs and therefore suited perfectly to give the brand its very own character.

The sound universe offers recognizable music elements to composers producing music for Hyundai. These elements must always find a place in future Hyundai music compositions.

1. Melody

2. Rhythm

3. Sound design

Instrumentation

A unique and identifiable choice of instruments makes the Hyundai sound consistent and recognizable across all applications. Therefore, the individual instruments are selected in line with our brand identity. Four main criteria define our instruments:

Tell a story. Capture real and believable moments in peoples' lives.

Keep it real – with character. The instrument itself and the manner of playing it should always feel spontaneous, authentic, and natural.

Make it active. Consider movement and a unique and exciting interpretation to create an energetic sound.

Create natural warmth and depth. Use natural sounds that align with the Hyundai tonality. The Hyundai brand instruments must always be used and must be clearly audible and recognizable. If synthesized instruments need to be used, they must always have a natural, handmade, non-artificial feel.

• Do not use instruments that sound artificial, exaggerated or cold. • Do not use instruments that distort the natural Hyundai sound.

Drums

The drums add rhythm, texture, and color to every style of music. The organic tones and rhythms evoke a sense of essential flow, dynamic, and confidence.

Bass

The low-pitched tone of the bass can cover a wide range of musical roles for any Hyundai music. It gives the sound a profound fundament and forward-thinking drive.

French horn

The French horn is a natural instrument that guarantees the Hyundai sound a unique touch of freedom and grandeur.

Piano

As a natural instrument, the piano is an identifiable lead instrument for Hyundai. It radiates a calm, refined and confident tone to the music.

Synthesizer

Synthesizer sounds give a recognizable touch to a music composition. They are ideal for providing the necessary broad, background texture to build certain emotions or moods.

Nature ground

Nature grounds add a critical element of ambience to the Hyundai sound environment. By using intense, natural sounds, the music invokes an element of humanity.

Ripple chimes

As a percussional element, the ripple chimes have a bright character and can easily be inserted into every piece of music.

Wave piano

The wave piano is an ideal supplement to the Hyundai piano. Its singular sound fits in well with any composition.

The Leitmotif

The Hyundai leitmotif is our central, characteristic 6-note melody with a high recognisability and memorability.

All music applications are based on and draw their tonal material from the Hyundai leitmotif. This way, every application guarantees a familiarity to the Hyundai sound.

The emphasized notes of the leitmotif form a major“sixth” interval: from e to c sharp – a bright, friendly and warm interval. This leitmotif is the smallest unit of the music and forms the nucleus of the Hyundai brand sound.

- The leitmotif is preferably used in its original key of C sharp minor.
- It may appear in variations or as parts of the leitmotif and may be played with musically to keep compositions interesting and exciting.
- It must be employed in all Hyundai compositions and must be made audible

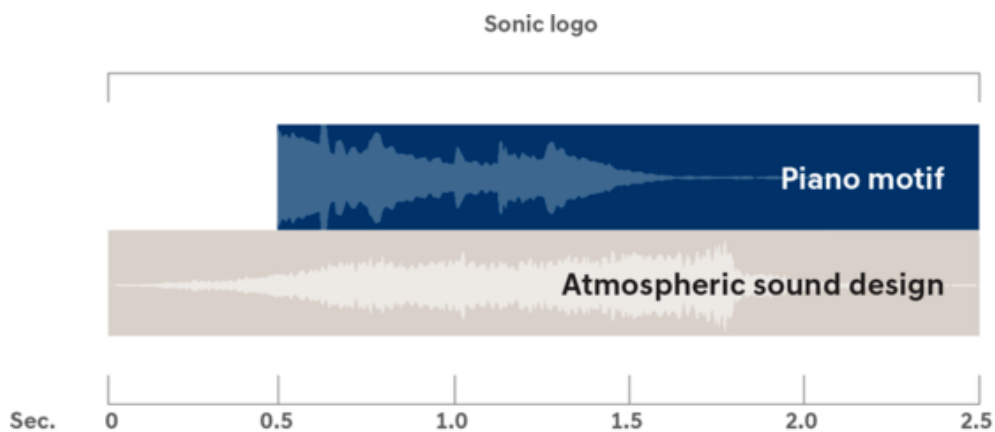
Do not change the leitmotif as such, as it is the brand sound's nucleus.

Usage

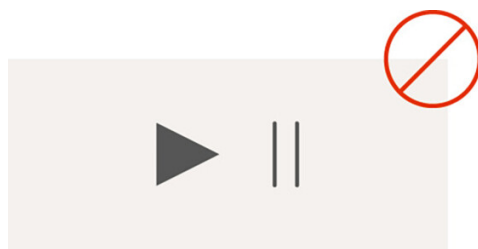
The Sonic logo

Without a voice-over

The sonic logo is the centerpiece of our brand's sound. It underlines the brand's core attributes "essential", "refined" and "confident" in only 2.5 seconds. The ascending six-tone sequence is solely performed by a unique piano motif and supported by a soft, spheric ground. The fast-paced flow of the melody feels easy but also underlines the dynamic in the company's vision.



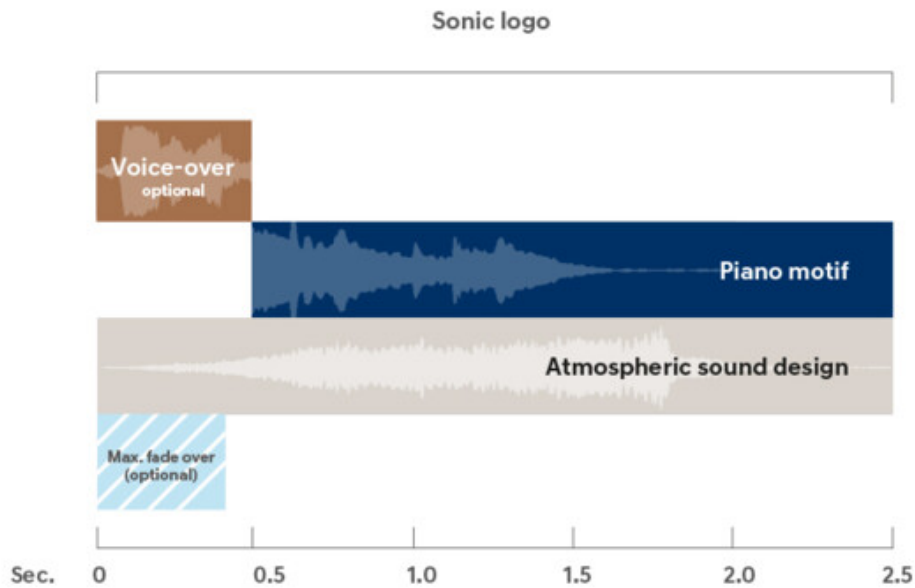
- The sonic logo is used for all acoustic (e.g. onhold music or in a radio spot) and audiovisual applications (e.g. TV commercial or film).
- The sonic logo must always and only be positioned at the ending of product and image films.
- Do not cut off the beginning of the sonic logo's atmospheric sound design. It allows the listener to familiarize with the upcoming musical key of the piano motif.
- Ensure that the sonic logo is loud enough, but not disturbingly loud. Ensure that it is clearly audible as the prominent final of the overall application.



- The sonic logo is a fixed brand element and must not be amended. Do not change the tempo or timing.
- Do not change the pitch of the sonic logo or transpose it.
- Do not cut the fade of the sonic logo.
- Do not underlay the sonic logo with other sounds or noises.
- Do not interrupt the sonic logo with other sound elements.

With a voice-over(optional)

The sonic logo is recommended to be used without a voice-over. If a voice-over is necessary, the optimal sequence of the ending is: spoken Hyundai, sonic logo. The sonic logo can be added at the end of an application in two ways:



a) If there is music before the sonic logo, the atmospheric sound design preceding the piano motif can be used to tie the music and the sonic logo together. The fade-out of the preceding music piece and the sonic logo's atmospheric sound design may overlap for a short moment (max. 0.4 seconds). If the musical key of the music and the sonic logo differ strongly, creating a dissonance, the overlapping time should be minimal.

b) When there is no fade-out in the preceding music but a clear endpoint, the sonic logo can be positioned directly after this musical endpoint.

The following qualities determine the Hyundai brand voice tonality:

- 1. Voice level** : normal speech, natural
- 2. Volume** : normal speaking, volume, not forced
- 3. Clarity** : clear, transparent
- 4. Intonation** : confident, positive, dynamic, structured
- 5. Melody** : trusted, positive, engaging, distinctive
- 6. Tonality** : authentic, timeless, powerful, friendly
- 7. Speed** : even, flowing

The Brand Music

The brand music is the piece of music that reflects the brand the most and contains all Hyundai brand elements. It contains the brand-specific motif as a characteristic element.

The brand music is the basis for all compositions of musical applications, for instance a brand song, the music for a TV spot, on-hold music, etc. The Hyundai brand music composition rests upon the Hyundai

motif. This is integrated in a recognizable, yet knowingly conscious manner into the composition.

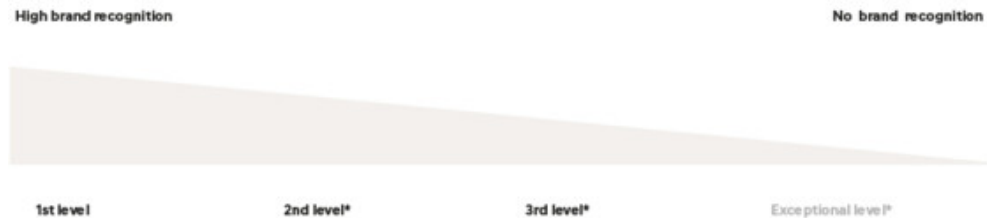
- The Hyundai brand music piece may be used as a whole or in parts. It may be used across all media channels.
- The music may also be cut by editors and be combined with newly produced audio material.
- Do not change the original composition or arrangement of the brand music.

Hyundai Music Implementation

All use of audio in Hyundai applications must follow the available guidelines. The only exception may – in certain cases – be TV-campaigns, as they occasionally follow a special storytelling format. Yet, even in those special cases, check beforehand, if the Hyundai brand sound can be applied in some way.

The sonic logo at the end of an application is however mandatory in every case.

In order to warrant a successful use of the Hyundai sound, various levels of implementation measures may be considered:



1st level

Usage of our music library which offers predefined music categories for different applications. The music library guarantees a high consistency, however with a low flexibility.

2nd level*

Customized brand music that is specially produced by professional musicians taking into account the Hyundai sound assets and principles:

- Sound tonality
- Sound universe
- Instrumentation
- Leitmotif
- Sonic logo

The advantages are a high consistency and flexibility.

3rd level*

Purchase of inexpensive music tracks due to budget restrictions and a lack of matching tonality in the music library. The purchased music tracks each provide the possibility to:

- Implement the leitmotif and elements from the sound universe into a track in order to have a brand feel.
- Add the sonic logo at the end.

This level offers only a low consistency and little flexibility. The more elements of the Hyundai sound universe can be integrated, the higher the brand recognition. When choosing music from external libraries, please keep in mind that additional elements should fit to the music, and reassure yourself that you have the legal rights to alter an existing piece of music.

Exceptional level*

The selection of popular, existing pieces of music by a certain artist which are chosen according to the underlying campaign.

- No brand recognition in the storytelling possible
- Sonic logo mandatory

This level has a low consistency and low flexibility.

These levels must be confirmed by the Creative Works before applying.

Genre

Hyundai allows a flexible use of sound for its applications. The sound should have a perfect fit for its field of use. Therefore, we do not wish to limit the creativity of producers.

The Hyundai sound is preferably to be kept free off any genre.

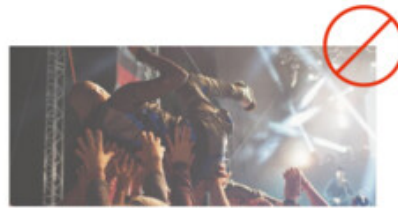
If a genre is necessary, use a genre that is in tune with the Hyundai tonality – that is natural, real, warm and positive.

Avoid styles and genres that may be considered “extreme” or evoke strong, stereotypical associations are not desired in the Hyundai sound. In case a genre is desired or unavoidable, the following genres must not be connected or related to, as they are beyond the Hyundai tonality: heavy metal, techno, trance, hard rock, punk, gothic, experimental free jazz, Balkan pop, Indie music, etc., such as heard in the music tracks to follow:

Do not purchase or compose music of these genres:



Techno



Hard Rock



Balkan music



Punk



Country Music

Ready-to-use material

Overview

The ready-to-use material is one of the key elements customers use to identify our brand. To achieve a uniform appearance, it is important to follow all composition, proportion and musical instructions.

- All ready-to-use material may be used as a whole or in parts.
- The ready-to-use material may be cut by editors and be combined with newly produced audio material.
- The ready-to-use material must be adjusted to the according room conditions with regards to volume and effects, such as reverb, delay, etc.
- Do not change the original composition or arrangement of the material.

Music library

Based on the Hyundai sound tonality, the exclusive brand music library covers a wide scope of different atmospheres, styles and categories with a length of 90 to 180 seconds for various applications.

These library tracks offer the possibility to easily apply the typical Hyundai sound at short notice for communicational measures, such as internal or external film-clips, events etc.

The library tracks range from soft to more dynamic music.

The original arrangements of the library tracks should not be modified. They can only be cut in certain parts where the origin of the library track is not disturbed.

Information for composers

When composing new customized brand music for Hyundai, the following aspects must be respected in order to guarantee a sound in tune with the Hyundai sound tonality.

Leiftmotif

The Hyundai leitmotif is the central element of the brand sound which ensures quick brand recognition. It is to be integrated in every composition. Ideally, it should be featured in the first few bars of the music. It should be integrated in an obvious but not an inflationary manner.

Sound tonality

All new music for Hyundai should suffice our tonality attributes like natural, warm, harmonic and passionate. Please see the full description of our sound tonality on page 10.

Sound universe

There are numerous elements, musical, rhythmical or sound-designed that are all part of our sound universe. The more they are integrated into a new piece of music, the higher the level of brand-recognition will be. Please see the full description of our sound universe on page 11.

New compositional elements can be integrated into a piece of music for Hyundai, but they may not compete with the brand's leitmotif.

Instrumentation

The range of instrumentation in the present Hyundai music is already very rich (see also page 12). It is helpful to make use of a similar instrumentation, in order to capture the perfect brand feeling, but there are no mandatory instruments in the Hyundai brand sound.

Genre

When choosing a genre, key, instrument, tempo or length of a piece, the implementation rules of the genre section of this guideline must be respected.

Key

It is free to produce the music outside the C sharp minor key of the brand music. Yet, the sonic logo is mandatory to be added at the end in its original key. Therefore, a harmonic fit with it should be guaranteed.



All newly composed library songs must be confirmed by the Creative Works before applying.

Glossary

A-G

Atmospheric pad

Ambient musical texture that sits underneath other elements of a piece of music. By giving music a sense of depth and weight, pads help hold the elements of a composition together.

Brand instrument

An instrument that has been approved for use in a brand's sound universe.

H-Q

Instrumentation

The combination of instruments used to perform a song or piece, as well as the sound of each individual instrument.

Mastering

The process of taking an audio recording mix and preparing it for distribution.

Musical composition

The process of making or forming a piece of music by combining the parts, or elements, of music.

R-Z

Sound tonality

The comprehensive concept that allows a brand's values and creative direction to be experienced at the auditory level. Sound tonality is expressed at all of a brand's tonal and musical touch points, as well as in any related musical styles.

Sound universe

The full range of approved brand instruments and related sounds used to compose a brand's soundscape.

Soundscape

The total sound environment which surrounds a listener, including music, sound effects, and ambient noise, creating a specific room background atmosphere.

Downloads

- 📎 201706_Hyundai_Sound_01 Sonic Logo.zip (2.45 MB)
- 📎 201706_Hyundai_Sound_02 Brand Music.zip (57.4 MB)
- 📎 201706_Hyundai_Sound_02 Brand Music 2.zip (130 MB)
- 📎 201706_Hyundai_Sound_03 Going on Stage Music.zip (7.96 MB)
- 📎 201706_Hyundai_Sound_04 Unveiling Music.zip (16.0 MB)
- 📎 201706_Hyundai_Sound_05 Soundscapes(1 hour).zip (982 MB)
- 📎 201706_Hyundai_Sound_05 Soundscapes(9 hour for showroom).zip (766 MB)
- 📎 201706_Hyundai_Sound_06 Music Library.zip (549 MB)
- 📎 201706_Hyundai_Sound_07 Ringtones.zip (4.37 MB)
- 📎 201706_Hyundai_Sound_08 Telephone On-Hold.zip (624 KB)
- 📎 201706_Hyundai_Sound_09 End-device.zip (143 MB)

Music library

- 📎 201706_Hyundai_Music library_01_The simple things.zip (63.4 MB)
 - 📎 201706_Hyundai_Music library_02_A confident look.zip (85.7 MB)
 - 📎 201706_Hyundai_Music library_03 The essential.zip (65.5 MB)
 - 📎 201706_Hyundai_Music library_04 Refined details.zip (59.4 MB)
 - 📎 201706_Hyundai_Music library_05 The big picture.zip (71.2 MB)
 - 📎 201706_Hyundai_Music library_06 An active world.zip (70.5 MB)
 - 📎 201706_Hyundai_Music library_07 The journey ahead.zip (73.7 MB)
 - 📎 201706_Hyundai_Music library_08 A passionate embrace.zip (59.3 MB)
-

BTL and events

A broad range of design elements and products are available to make every Hyundai below-the-line and spatial brand effort a success.



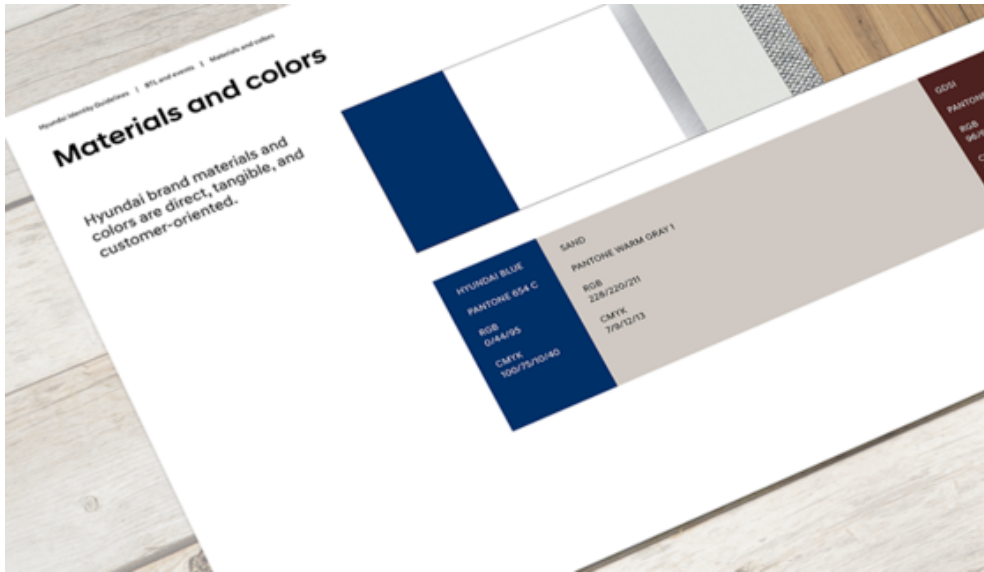
Spatial design concept



Communication & branding area



Furniture



Materials & colors



References

Spatial design concept

A complete set of spatial design concepts are available for a broad range of brand programs, including retail, exhibition, and interior environments.

Overview of sizes

A complete set of spatial design concepts can be created in various sizes from simple modular elements.

Modular construction ensures that a set's design and size can be readily adapted to a wide array of conditions and requirements.

Custom pieces, rental furniture, and communication columns can be used to complete the set as needed.

1. Core reduced pylon

This set contains the bare essentials required for a Hyundai brand presence.



2. Micro

This set contains components for a small-scale Hyundai brand presence.



3. Core reduced

This set contains a reduced number of core components for a somewhat modest Hyundai brand presence.



4. Core

This set contains the core components for a midscale Hyundai brand presence at events, in retail spaces, and in other mission critical, high-traffic spaces. The core set includes a basic back wall and base, as well as supplemental furniture elements.



5. Extended

The extended set includes all core set components plus a Hyundai accent box, floor area extension, and suspended ceiling element. The extended set can be constructed in its entirety or in parts, as allowed for by the space.



6. Extended plus

Extended plus is the most extensive Hyundai 3-D spatial set. It contains all extended set elements on a much larger scale. It is ideal for creating a commanding presence in high-traffic retail, event, and other spaces with maximum visibility. The set includes a back wall panel and base, Hyundai visual accent box, and Hyundai suspended ceiling element. The extended set can be constructed in its entirety or in parts, as allowed for by the space, and is large enough to accommodate multiple vehicles.



These set recommendations do not take structural design or construction parameters into account. All structural considerations must be made on an individual basis and adhere to local fire safety regulations (e.g., escape routes).

Core reduced pylon

Podium with pylon

The podium and pylon are mandatory elements that must be used in combination.



1. 1

Podium: The podium can be adjusted to the minimum size shown here.

2. 2

Pylon: The pylon is branded with the Hyundai logo and the Hyundai blue line.

3. 3

Spec board: The spec board is an optional element that showcases car specifications.



Top view



Front view

For detailed information on the material specifications,

see > Materials and colors.

Micro

Podium with back wall

The podium and column are mandatory elements that must be used in combination. The back wall may be placed at the front or side of the podium, allowing for flexibility in arrangement.



1. 1

Podium: The podium adjusts to the minimum size shown here.

2. 2

Back wall: The back wall prominently features important brand information, including the logo and product name. There is also space for additional branded content.

3. 3

Spec board: Optional element that showcases car specifications.

4. 4

Hyundai accent color: A Hyundai Blue stripe runs down the edge of the back wall.



Top view



Front view

For detailed information on the material specifications, see [➤ Materials and colors.](#)

Core reduced

Podium with back wall

The podium and back wall are mandatory elements that must be used in combination.



1. **1**

Podium: The podium adjusts to the minimum size shown here.

2. **2**

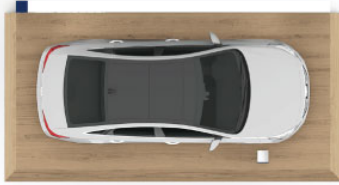
Back wall: The back wall prominently features important brand information, including the logo and product name. There is also space for additional branded content. Wall images are not mandatory.

3. **3**

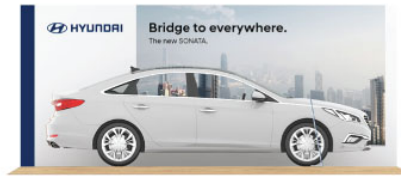
Spec board: This is an optional element that features car specifications.

4.

Hyundai accent color: A Hyundai Blue stripe runs down the edge of the back wall.



Top view



Front view

For detailed information on the material specifications, see [➤ Materials and colors.](#)

Core

Podium, back wall, and Hyundai visual accent wall

The podium, back wall, and Hyundai visual accent wall are mandatory elements and must be used in combination. If the exhibition space allows for a larger podium, the car may be angled to the back wall.



1. 4

Hyundai visual accent wall: The Hyundai visual accent wall in white is featured here.

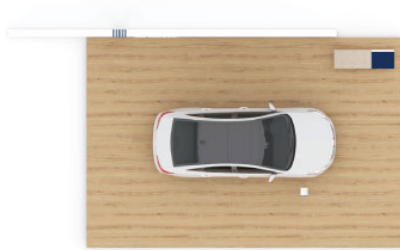
2. 5

Vertical slats: The vertical slats in Hyundai Blue allow for the modular extension of the back wall.

3. **6**

Furniture: This set can be supplemented with furniture.

See content above for core elements 1 to 3.



Top view



Front view



Detail

For detailed information on the material specifications, see [➤ Materials and colors](#).

Core with GDSI surface

Podium, back wall, and Hyundai visual accent wall

The podium, back wall, and Hyundai visual accent wall are mandatory elements that must be used in combination. If the exhibition space allows for a larger podium, the car may be angled to the back wall.



1. **4**

Hyundai visual accent wall: Hyundai visual accent wall with optional GDSI surface is featured here.

2. **5**

Vertical slats: The vertical slats in Hyundai Blue allow for the modular extension of the back wall.

3. **6**

Furniture: This set can be supplemented with furniture.

See content above for a description of core elements 1 to 3.



Top view



Front view



Detail

For detailed information on the material specifications, see [Materials and colors.](#)

Extended

Core set with add-on box and ceiling

The visual accent box can be positioned freely on the podium. One arrangement option is shown here. If the exhibition space allows for a larger podium, the car may set at an angle to the back wall.



1. **7**

Hyundai visual accent box: The Hyundai visual accent box provides an area for displaying images, videos, and exhibits.

2. **8**

Ceiling: The suspended ceiling creates a sense of overhead visual unity, while the translucent ceiling scrim evokes a soothing effect.

See content above for extended elements 1 to 6.



Top view



Front view

For detailed information on the material specifications, see [➤ Materials and colors](#).



Detail

Extended with GDSI surface

Core set with add-on box and ceiling

The visual accent box can be positioned freely on the podium, with one arrangement shown here. If the exhibition space allows for a larger podium, the car may be angled to the back wall.



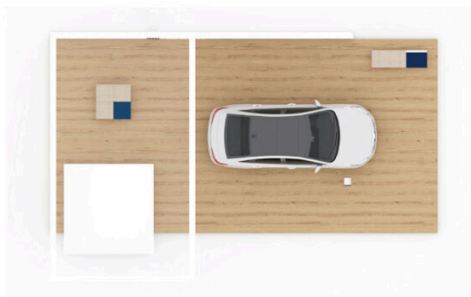
1. **7**

Hyundai visual accent box: The Hyundai visual accent box provides an area for displaying images, videos, and exhibits.

2. **8**

Ceiling: The suspended ceiling creates overhead visual unity, while the translucent ceiling scrim evokes a soothing effect.

See content above for extended elements 1 to 6.



Top view



Front view

For detailed information on the material specifications, see [➤ Materials and colors](#).



Detail

Extended plus

Extended plus includes all of the components of the extended set but on a much larger scale. The expanded Hyundai visual accent box can also be used as a lounge area bar, for instance. If the exhibition space allows for a larger podium, the car may set at an angle to the back wall.



1. **7**

Hyundai visual accent box: The Hyundai extended visual accent box provides an area for displaying images and videos while simultaneously serving as a lounge area.

2. **8**

Ceiling 1: The suspended ceiling creates a sense of overhead visual unity, while the translucent ceiling scrim evokes a soothing effect.

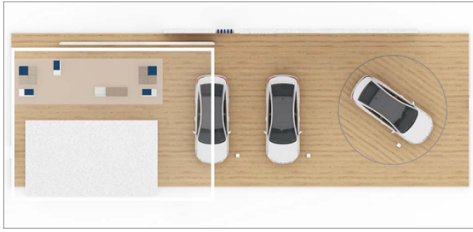
3. **9**

Ceiling 2: A suspended grid ceiling hangs over the entire set. It offers excellent opportunities for hiding recessed lighting.

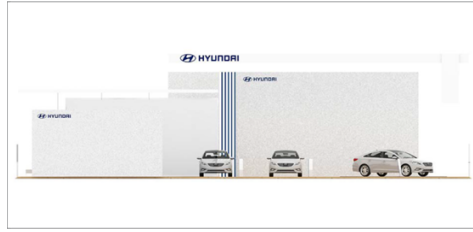
4. **10**

Turntable: An additional turntable is available to display vehicles.

See content above for extended plus elements 1 to 6.



Top view



Front view



Lounge perspective

For detailed information on the material specifications, see [➤ Materials and colors.](#)

Extended plus with GDSI surface

Extended plus includes all of the components of the extended set on a much larger scale. The expanded Hyundai visual accent box can also be used as a lounge area bar. If the exhibition space allows for a larger podium, the car may be angled to the back wall.



1. **7**

Hyundai visual accent box: The Hyundai extended visual accent box provides an area for displaying images and videos that can also serve as a lounge area.

2. **8**

Ceiling 1: The suspended ceiling creates overhead visual unity, while the translucent ceiling scrim lends a soothing effect.

3. **9**

Ceiling 2: A suspended grid ceiling hangs over the entire set. It offers excellent opportunities for hiding recessed lighting.

4. **10**

Turntable: An additional turntable is available to display vehicles.

See content above for extended plus elements 1 to 6.



Top view



Front view

For detailed information on the material specifications, see [Materials and colors](#).

Communication and branding area

The communication and branding area offers a dedicated space for the Hyundai name, logo, and additional branded content.

Overview



1. **1**

Back wall: The back wall prominently features important brand information, including the logo and product name. There is also space for additional branded content.

2. **2**

Hyundai visual accent box: The Hyundai visual accent box provides an area for displaying images and videos that can also serve as a lounge area.

3. **3**

Column: The column is an additional communication surface that may feature special offers.

4. **4**

Spec board: The spec board is an optional element that showcases car specifications.



These set recommendations do not take structural design or construction parameters into account. All structural considerations must be made on an individual basis and adhere to local fire safety regulations (e.g., escape routes).

Pylon, micro and reduced core

Pylon

Hyundai logo placement
Logo placement according to the guide of Logo usage and proportions



Logo placement and visual reference

Micro versions 1 and 2

Hyundai logo placement
Logo placement according to the guide of Logo usage and proportions



Logo placement and visual reference

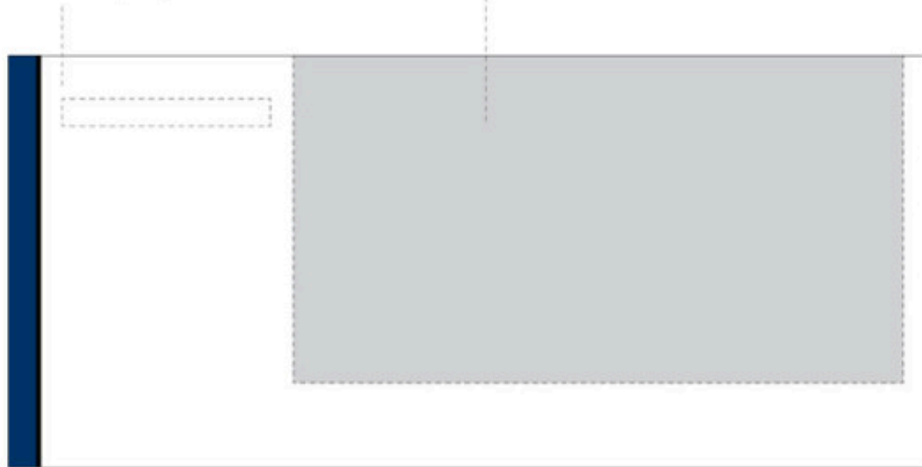
Reduced core

Hyundai logo placement

Logo placement according to the guide of Logo usage and proportions

Additional communication space

Image placement according to the 2-D guidelines (mandatory)

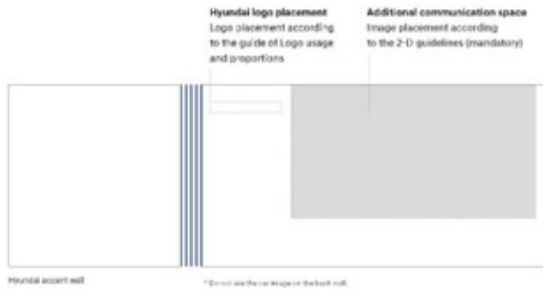


Logo placement



Visual reference

Core

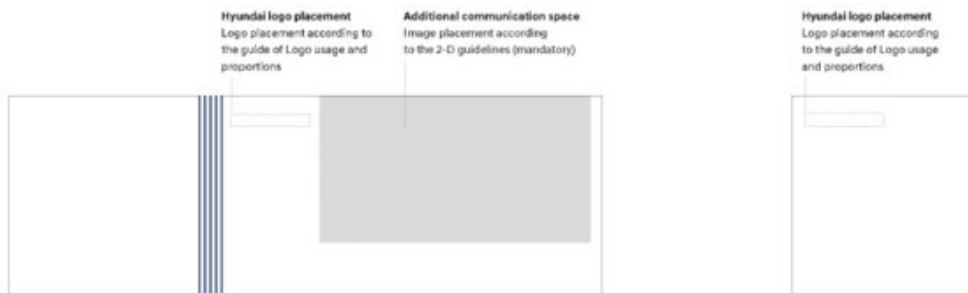


Hyundai accent wall



Visual reference

Extended



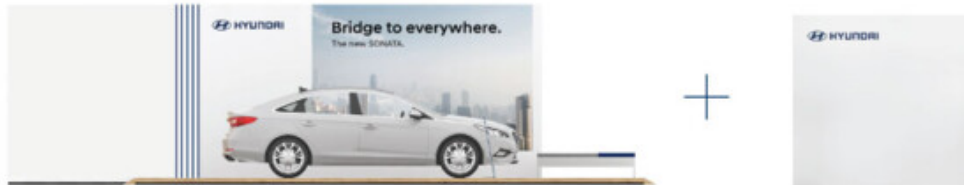
Hyundai visual accent wall and visual accent box

1. **1**

Hyundai logo placement

2.

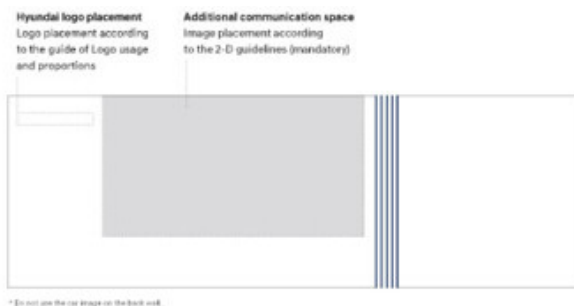
Additional communication space: image placement according to the 2-D guidelines (mandatory)



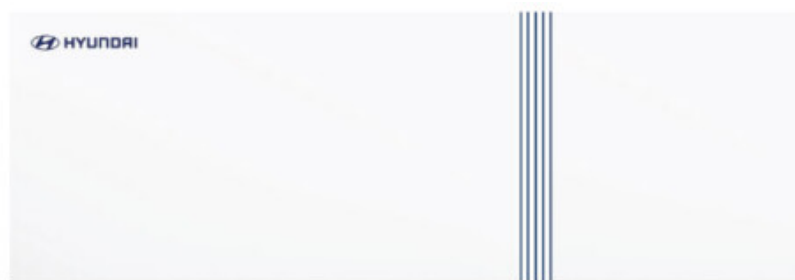
Visual reference: Hyundai visual accent wall and visual accent box

Reverse side

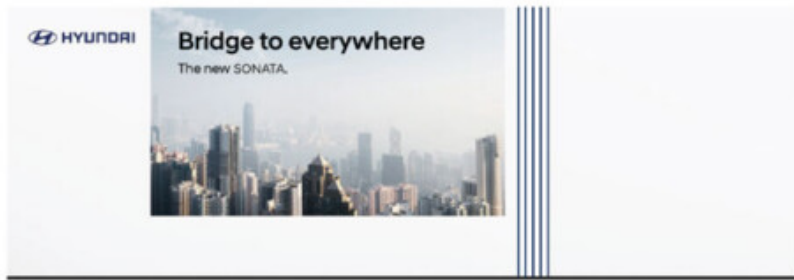
The front and reverse side designs are identical.



* Do not use the car image on the back wall.



Visual reference



Communication elements can be combined in a number of effective ways

Options



Print: Print images or campaigns can be displayed.

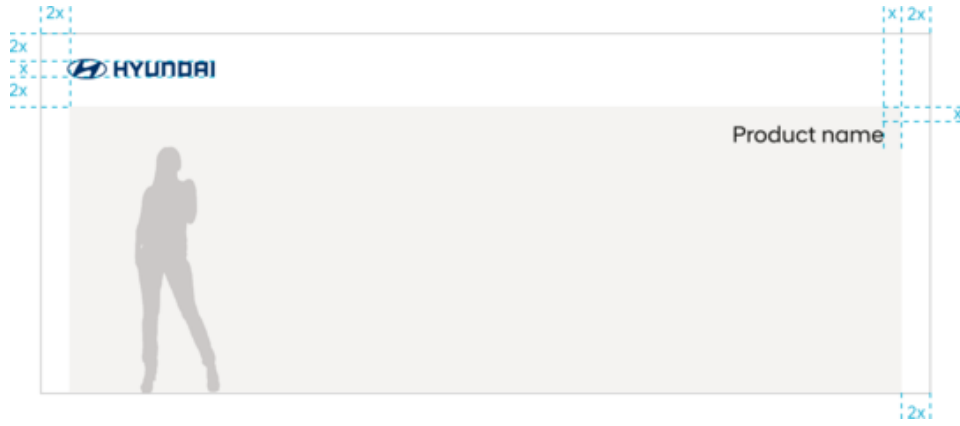


Monitor: Brand or product videos can be played on a built-in monitor.



Additional contents: If additional contents are needed, they should be arranged to deliver information effectively.

Press wall



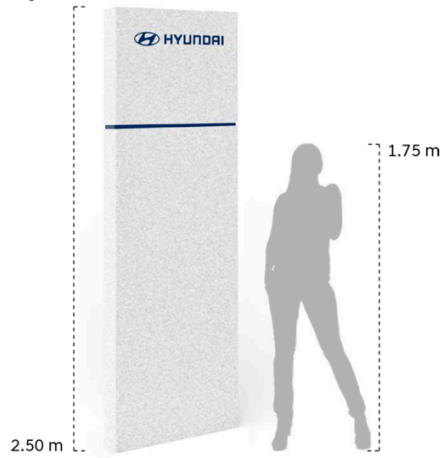
Press wall 1: sub-brand/project



Press wall 2: logo wall

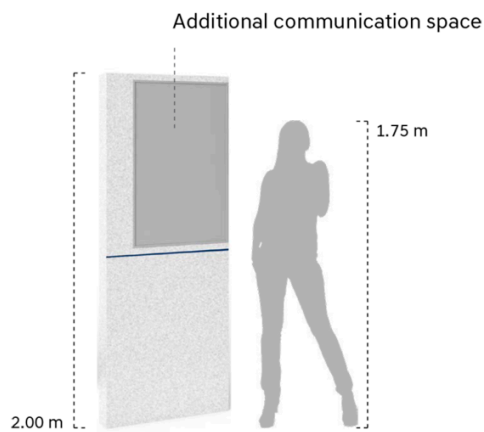
Additional communication space

Pylon



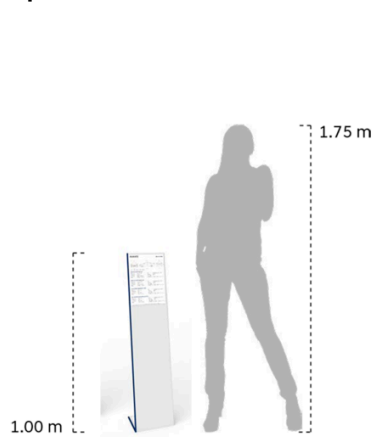
Pylons offer additional communication opportunities and are branded with the Hyundai Blue line.

Column



Columns offer additional communication opportunities and are branded with the Hyundai Blue line.

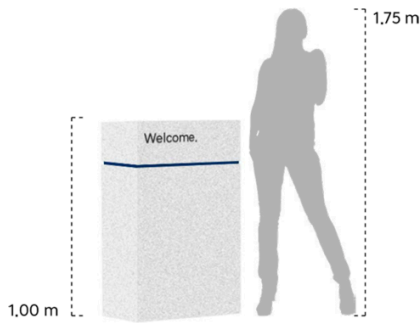
Spec boards



Spec boards provide space for two standard-sized pages of information that can be positioned on top of one another. A Hyundai Blue line is integrated along the vertical edge.

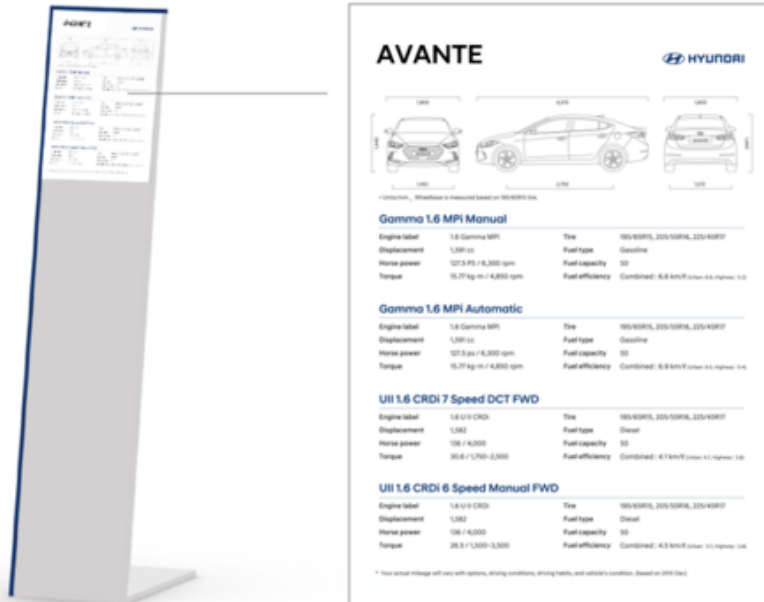
Information desk

The Hyundai Blue accent varies depending on the layout of the desk.



Spec board

The Hyundai spec board makes it possible to communicate detailed, vehicle-specific information to customers. When printing the corresponding board placard, please follow the related guidelines for paper color, font, font size, and layout.

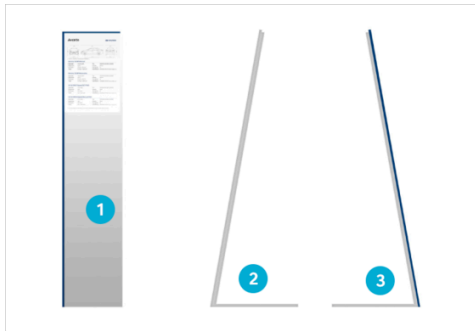


The Hyundai spec board should be positioned so that vehicle access is not affected. Vehicle access should be blocked as little as possible. There should also be a clear and visible link between the board and related vehicle.




The recommended board position is centered on the front-wheel hub at a distance of about 30 cm from

the vehicle. Depending on the arrangement and size of the showroom, the display can be placed on either the driver's or passenger side.

Digital spec boards are allowed.



Visual reference

1.  Front
2.  Right side
3.  Left side

Logo usage and proportions

Logo protection zone



Height of letter = 1

Logo proportions



Downloads

[201910_Hyundai_BTL and events_Spec board.pdf](#) (213 KB)

Furniture

The Hyundai furniture portfolio reinforces our brand image with a powerful combination of custom and rental furniture.

Portfolio

The Hyundai furniture portfolio is characterized by clear, contemporary aesthetics. Each piece in the collection reinforces the brand image by integrating a Hyundai Blue accent. Individual pieces can be arranged in a myriad combinations as needed.

Furniture falls into one of two categories: custom furniture and rental furniture.

Custom furniture

This line of products was custom-designed for specific uses, including conversational situations and product presentations. Pieces include counters, seating elements, and cabinets.

Rental furniture

This line of products features occasional-use furniture for rental. Pieces may be used as lounge furniture, as well as for dinner, event, or row seating.



Custom furniture

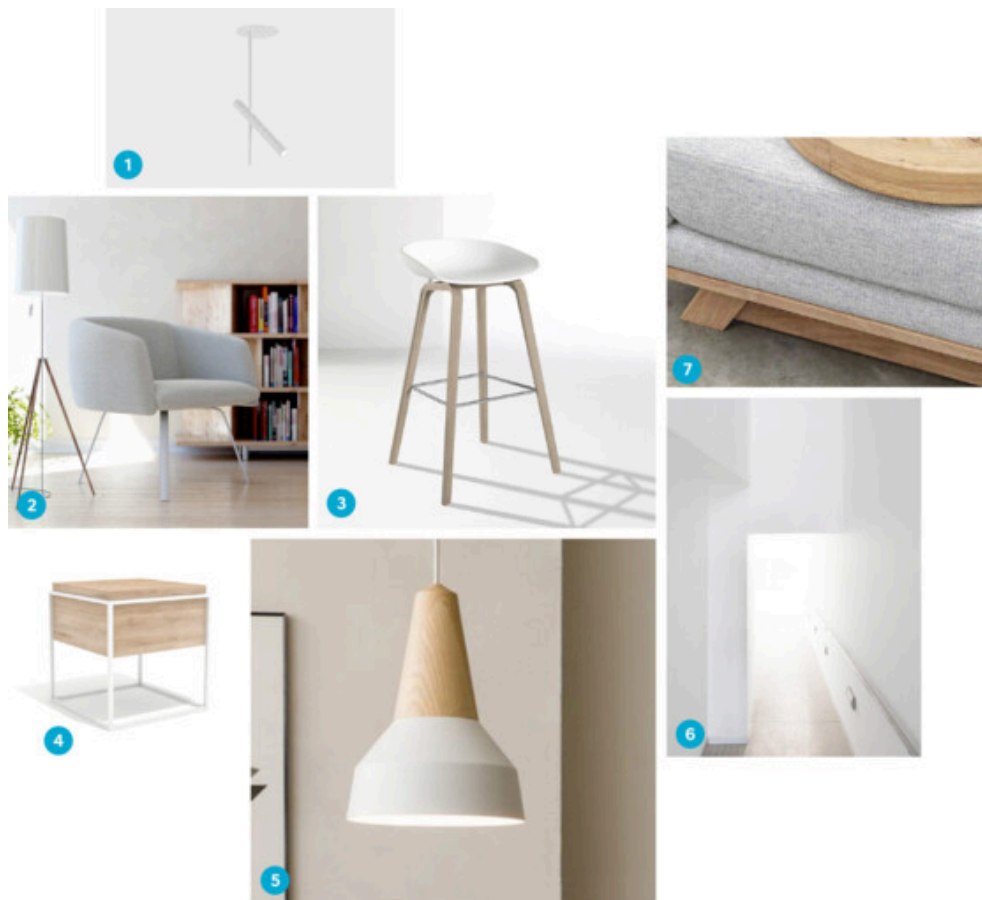


Rental furniture





If the suggested rental furniture is not available, alternatives should be chosen that are similar to the suggested furniture in terms of shape, style, and color.

Mood



1. Esprit single ceiling, Kreon, www.kreon.com
2. Getty Images
3. About A Stool AAS32, Hay, www.hay.dk
- 4.

5.  Monolit Side Table Small, Universo Positivo, www.universopositivo.com

6.  Pendant light EIKON BASIC, Schneid, www.schneid.org

7.  Getty Images

ROUND TRAY, Universo Positivo, www.universopositivo.com, www.teakwoodstore24.de

Custom furniture

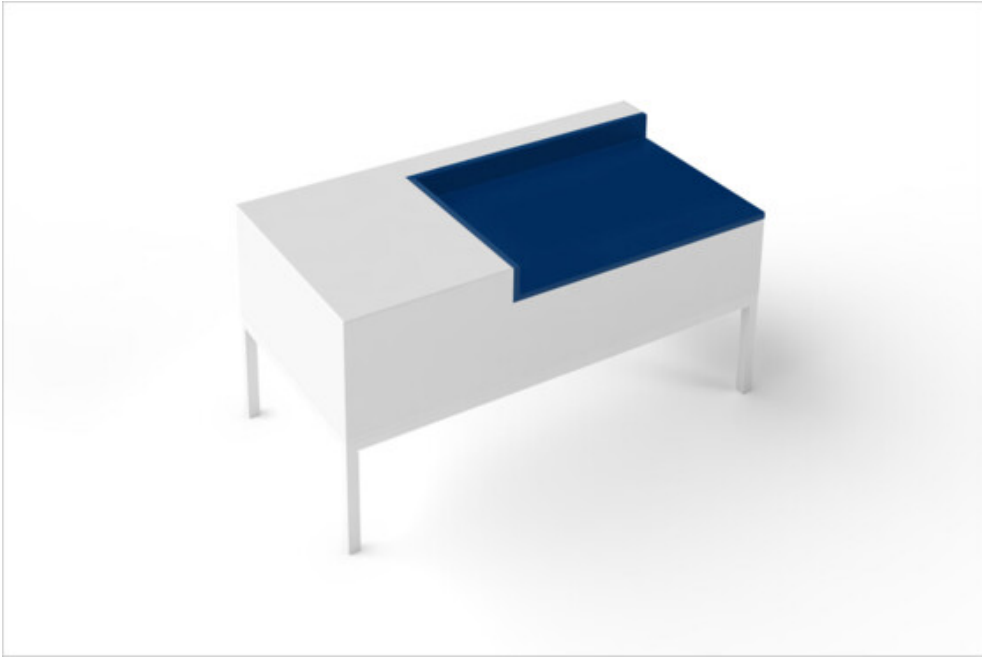
The Hyundai custom furniture portfolio is characterized by clear, contemporary aesthetics. Each piece in the collection reinforces the brand image by integrating a Hyundai Blue accent.



Square seating



Rectangular seating



End table



Cabinet



Cabinet tower



Complete set

Rental furniture



The following items have been curated solely on the strength of their design and brand value. Contract manufacturers, rental agreement terms, and other business considerations should also be taken into account as selection factors.

High table

Area	Lounge
Specification	Angular white plate, white star base
Manufacturer	Arper
Product name	Fred H105



Bar stool

Area	Lounge
Specification	White seat, oak wood sled base
Manufacturer	Hay
Product name	About a stool AAS32



Dining table

Area	Lounge and dining
Specification	Natural oak
Manufacturer	Tom Dixon
Product name	Tom Dixon Slab Dining Table - Rectangular



Chair

Area	Lounge and dining
Specification	White seat, natural oak legs
Manufacturer	Hay
Product name	About a chair



Lounge seating

Area	Lounge and dining
Specification	Gray fabric, black base
Manufacturer	Arper
Product name	Steeve



Pendant light

Area	Lounge and dining
Specification	White lampshade, oak wood frame
Manufacturer	universo positivo
Product name	Dr. No



Side table

Area	Lounge
Specification	Oak wood plate, white metal rack
Manufacturer	universo positivo
Product name	Monolit side table small



Accessory

Area	Lounge and dining
Specification	Rounded vase, light blue
Manufacturer	Bloomingtonville
Product name	Vase Glass, Navy



Hyundai Identity Guidelines ver.1 (201607)

Materials and colors

Hyundai brand materials, natural colors, surfaces, and textures reinforce a strong sense of harmony and brand continuity.

Introduction

Hyundai brand materials and colors are direct, tangible, and customer-oriented. They reinforce a sense of continuity by creating a strong visual link to the 2-D concept's color code.

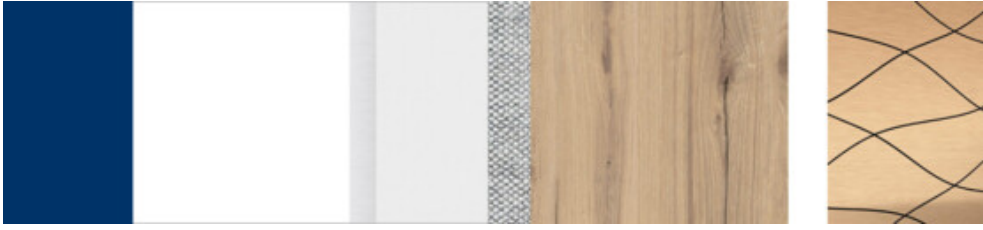
The materials convey elegance and collectively reflect the essence of Hyundai. The aesthetic interaction of the colors, surfaces, and textures brings the brand to life and presents a harmonious, inviting atmosphere.



The use of natural materials is recommended for all products. However, the natural appearance of the synthetic alternatives included here makes them excellent substitutes. Recommended suppliers are suggestions only. Please source locally if possible.

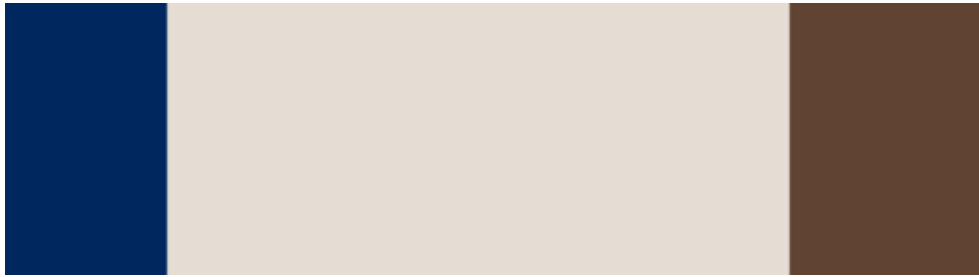
All usage must adhere to local fire safety regulations (i.e., fire protection classification).

Some applications may require a higher level of fire safety. In these cases, an alternative must be chosen that corresponds as closely as possible to the color and surface structure specifications of the original materials.



Left: Hyundai material range
Right: GDSI (optional)

The brand colors are identical to those in the 2-D concept. Colored surfaces, including varnished board, acrylic, and fabrics, are labeled according to each brand's unique color code.



Brand colors

	Pantone	RGB	CMYK
Hyundai Blue	654 C	0/44/95	100/75/10/40
Hyundai Sand	Warm Gray	228/220/211	7/9/12/13
GDSI	7589 C	96/69/54	30/70/60/70

Floor, wall, and ceiling

Floor and Wall

Floor



Preferred flooring

Material/color	LVT Woodgrains / Cedar
Manufacturer	Interface
Product name	LVT A002-11

Wall



Preferred wall

Material/color	70% Textile, 30% Bicomponent binder / White
Manufacturer	Kvadrat - Really.
Product name	Solid Textile Board - Cotton White



Alternative 1 flooring

Material/color	Natural Wood Floor / White Oak
Manufacturer	HARO Parquet
Product name	HARO Parquet 4000 White Oak



Alternative 1 wall

Material/color	High Density Fiberboard / White
Manufacturer	SEJINPLUS
Product name	Plusnel - White



Alternative 2 flooring

Material/color	Carpet Tile / Dark Brown
Manufacturer	Interface
Product name	Equilibrium II 1191-005-000 Blended



Alternative 2 wall

Material/color	HPL / Pure white (silk matte)
Manufacturer	Pfleiderer - Duropal
Product name	HPL - Icy white matte

Wall accent and Ceiling

Wall accent



Preferred wall lamella

Material/color	High Density Fiberboard / Blue
Manufacturer	SEJINPLUS
Product name	Plusnel - Blue

Ceiling



Preferred suspended ceiling element - frame

Material/color	Steel powder coated GDSI brown (Pantone 7589C)
Manufacturer	Dependent on local market
Product name	Dependent on local market



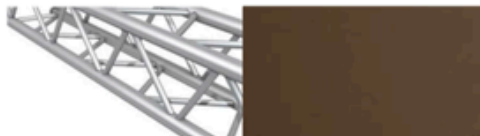
Preferred suspended ceiling element: Fabric

Material/color	White gauze
Manufacturer	Kvadrat
Product name	Frost 106



Alternative wall lamella

Material/color	Hyundai Blue lacquered
Manufacturer	Dependent on local market
Product name	Dependent on local market



Suspended ceiling element: Alternative 1

Material/color	Truss construction covered with dark-brown HPL
Manufacturer	Dependent on local market
Product name	Dependent on local market



Preferred Hyundai visual accent wall

Material/color	Metal / THK6 ACM / Hairline finish
Manufacturer	See document: GDSI interior specification list
Product name	Hyundai GDSI Shaped Sky



Suspended ceiling element: Alternative 2

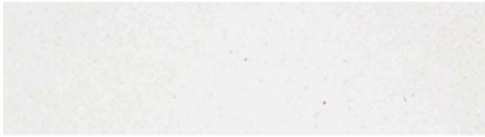
Material/color	Truss construction without covering
Manufacturer	Dependent on local market
Product name	Dependent on local market

* The GDSI surface must be metallic, as indicated in the GDSI interior specifications.

Furniture, additional flooring, and outdoor

Furniture and Furniture accent

Furniture



Furniture body

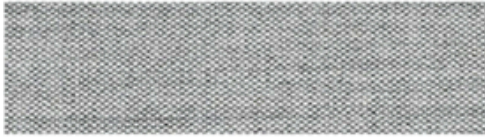
Material/color	70% Textile, 30% Bicomponent binder / White
Manufacturer	Kvadrat - Really.
Product name	Solid Textile Board - Cotton White

Furniture accent



Alternative Furniture accent

Material/color	High Density Fiberboard / Blue
Manufacturer	SEJINPLUS
Product name	Plusnel - Blue



Furniture fabric

Material/color	Textile / Light warm grey
Manufacturer	Kvadrat
Product name	Remix 2 - 123



Alternative 1 Furniture body

Material/color	High Density Fiberboard / White
Manufacturer	SEJINPLUS
Product name	Plusnel - White



Furniture accent

Material/color	Hyundai Blue lacquered
Manufacturer	Dependent on local market
Product name	Dependent on local market

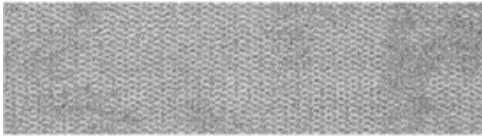


Alternative 2 Furniture body

Material/color	HPL / Pure white (silk matte)
Manufacturer	Pfleiderer - Duropal
Product name	Loop Schlinge Linie Matt

Additional flooring and Outdoor

Additional flooring



Preferred additional flooring

Material/color	Carpet Tile / Light Grey
Manufacturer	Interface
Product name	4169-008-000 Isolation

Outdoor



Preferred outdoor wall

Material/color	HPL construction board for outside
Manufacturer	Resopal
Product name	Resoplan: construction board for outside white



Alternative outdoor wall

Material/color	Truck canvas with digital print
Manufacturer	Dependent on local market
Product name	Dependent on local market



Alternative additional flooring

Material/color	Carpet / K555 light grey
Manufacturer	Expomobil
Product name	Loop Schlinge Linie Matt



Preferred outdoor flooring

Material/color	WPC deck floor covering Sand
Manufacturer	Möller
Product name	LIGNODUR terrafina elegance



Alternative outdoor flooring

Material/color	Outdoor carpet dark brown
Manufacturer	Dependent on local market
Product name	Dependent on local market

References

Manufacturers and service providers

Arper

www.arper.com

Arper SPA

Via Lombardia, 16
31050 Monastier di Treviso (TV), Italy

Bloomingville A/S

www.bloomingville.com

Lene Haus Vej 3-5

DK-7430 Ikast, Denmark

Image Credit:

www.wohlfuehlzone-aschaffenburg.de

Hay

www.hay.dk

Hay House

Ostergade 61,
1100 Kobenhavn K, Denmark

Licht & Design Skapetze

Passauer Strasse 136
84359 Simbach am Inn
Germany
www.skapetze.com

Urbn.

www.urbnfurniture.com
official dealer: Viesso, Inc.
633 N La Brea Ave
Los Angeles, CA 90036
www.viesso.com

Tom Dixon

www.tomdixon.net
Tom Dixon Shop
Wharf Building, Portobello Dock
344 Ladbroke Grove
W10 5BU London, UK
www.viesso.com

AVANTE Cup



Downloads

- 📎 [201804_Hyundai_AVANTE Cup_Logo.ai](#) (776 KB)
- 📎 [201804_Hyundai_AVANTE Cup_Logo_guideline.pdf](#) (15.1 MB)
- 📎 [201804_Hyundai_AVANTE Cup_Applications.pdf](#) (73.4 MB)

Glossary

A-G

2-D logo

A crisp, flat version of the logo with no special effects or shadow.

3-D logo

An embellished version of the logo that utilizes 3-D effects such as shadow, gloss, shine, etc.

Adobe Creative Suite/Creative Cloud

A software package of professional design applications including Photoshop, Illustrator, and InDesign.

Adobe Illustrator

A software program used to create vector-based graphics, such as AI or EPS files.

Base unit

The Hyundai unit of measurement used to position all page or screen elements in the layout of print and digital applications.

Body copy

Usually the bulk of the text in an application. Often referred to as “long copy”.

Brand campaign

A campaign created to promote the brand as a whole, rather than a specific product or service.

BTL

Stands for “below the line” and refers to applications built as part of an installation in retail and event spaces.

Cap height

A typographic measurement of height equal to the height of a capital letter “H”.

CMYK/4 color process

A color system used to reproduce colors in print. Here, colors are created using specific intensities of cyan, magenta, yellow, and black. The CMYK value for Hyundai Blue is written as 100/75/10/40.

Coated/UV coated

A printing technique in which the paper and ink are coated in a transparent sealant to protect the surface of the page. Can be glossy or matte. UV coating uses a special UV-resistant material to seal the page.

Collateral

A collection of media and materials used to promote a product.

CTA/call to action

An audience-directed message, such as “call now” or “click to find out more”, intended to provoke an immediate response or action.

Debossing/blind debossing

A printing technique that leaves an indented impression on the paper’s surface. Blind debossing uses no inks or foils.

Deep-etching

The process of digitally removing the background around an object in an image to create a transparent background space or clipping path.

Embossing/blind embossing

A printing technique that leaves a raised impression on the paper’s surface. Blind embossing uses no inks or foils.

EPS

A file format commonly used for vector-based graphic files and required for high-resolution printing of logos and other brand assets. It stands for “encapsulated postscript.”

Final artwork

A process whereby design files are prepared for printing. All design elements are checked to ensure they will print correctly on the press.

Finishing

General term for the trimming, folding, and binding of printed items.

Full bleed

Printing that goes to the edge of the format. In artwork, the term “bleed” describes an extra allowance for image or color to be trimmed at the edge of the format.

H-Q**Hairline**

A thin line, usually less than 0.5 pt in thickness.

Headline fonts

A version of a typeface family specifically designed for use in headlines (e. g., Hyundai Sans Head).

Hero shot

The main shot(s) in a product or brand campaign. These appear across a wide range of applications including print and digital.

HEX/hexadecimal

A color format used to reproduce colors for digital online applications. For example, the HEX value for Hyundai Blue is written as #003366.

Hot foil

A printing technique that bonds a metal substrate, such as a foil, to the surface of the page to create a metallic effect.

Hover/mouse-over/rollover effects

When areas of a digital page respond to the movements of a mouse or cursor, usually either changing color or animating in some way.

JPG/JPEG

An image file format used for low and medium resolution images.

Kerning

Manual adjustment of the spacing between letters to optically improve the look of the letter spacing.

Landing page

The first page that appears when a user navigates to a web address.

Landscape format

When the printed page is wider than it is tall.

Left-aligned/right-aligned

Left-aligned is the alignment of text to the left edge of a page or text box. May also be referred to as “flush left” or “ragged right”. Conversely, right-aligned is the alignment of text to the right edge of a page or text box.

Letter spacing

The spacing measurement between individual letters.

Line spacing

The space measurement between lines of text in a headline or body copy.

Logo lockup

An approved combination of logo and typography. These are only created in special circumstances (e.g., Hyundai Motorsport).

Logo protection zone

The predefined clear area that surrounds the official logo. No typography, illustrations, or graphic devices may appear within this zone.

Mono/grayscale

Applications or logos that use only one color, usually black.

OOH/out of home

Advertising that reaches consumers while they are away from home. This includes billboards, bus stops, or advertising on public transportation.

Portrait format

When the printed page is longer than it is wide.

Post-production

Adjustments, including retouching, made to an image after shooting. Often performed by the photographer.

Power-train lockup

A specific type of logo lockup where the mechanical feature of the car is incorporated into the logo (e.g., N hybrid).

PMS / pantone

The Pantone Matching System (PMS®) is an internationally standardized system for identifying colors. Pantone® and PMS® are registered trademarks of Pantone® Inc.

Print-ready PDF

A high resolution PDF that contains all the required information for professional printing.

Product campaign

A campaign designed to promote a specific product or service.

PSD

An uncompressed, layered image file format; short for “Adobe Photoshop Document”.

R-Z

Raster

Digital images (often photography) made up of pixels. Examples of raster file types are BMP, PSD, TIFF, and JPEG.

Resolution

The amount of pixels in an image. Higher resolution means more image detail.

Responsive design

A website optimized for a wide array of online devices (e. g., desktop, tablet, and smartphone).

Retouching

Digital adjustment of a photographic image, primarily to remove visual defects or include additional elements within the image.

Reversed

Known as “reversed version”, this version of the logo is used over dark colors and is often a white artwork file with little or no other color.

RGB

A color system used to reproduce all colors on screen. RGB stands for “red, green, and blue” and measures the intensities of each of these used in any color. The RGB value for Hyundai Blue is written as 0/44/95.

Saturation

The density and intensity of color in an image.

Spot color

A special color, usually a Pantone® (PMS®) color.

Subpages

Web pages that link from the landing page.

Superscript/subscript

A superscript is a letter, figure, or symbol that appears above the line. An example is when the copyright symbol appears as ©. The opposite is a subscript. An example of this is H₂O, where the “2” appears below the line.

Symbol

The graphic portion of a logo (e. g., The Hyundai H).

Text fonts

A version of a typeface family specifically designed for use in body copy and long text (e. g., Hyundai Sans Text).

TIF/TIFF

A compressed image file format for high resolution images.

Uncoated

When the page and inks are unsealed.

Vector

Unlike raster images, vector images are not constructed from pixels and can be scaled up or down to any size without loss of quality. Vector files are commonly used for illustrations and logos. Examples of vector file types are AI, EPS, and SVG.

Web fonts

A version of a typeface family specifically designed for use on screen.

Wordmark

The word or text portion of a logo (e. g., Hyundai).

x-height

A typographic measurement of height equal to the height of the lowercase “x”.

Hyundai Identity Guidelines ver.1 (201607)

Contact us

If you have questions about the Hyundai Identity Guidelines or if you need support implementing the brand properly, contact our Brand Design Support.

Brand Design Support Seoul

☎ +82 70 8884 8866

Brand Design Support Berlin

☎ +49 30 22 06 62 390

Global E-mail

✉ guideline@hyundai.com