IMPORTANT GUIDELINES

Thank you for taking the time to review the Hyundai Graphic Standards Manual.

It is absolutely essential for us to maintain graphic continuity for our brand. It not only allows us to clearly and effectively communicate the message of our brand, but it also allows us to protect our logos and brand image.

Properly and consistently used corporate logos, approved typefaces and visual treatments cause immediate brand recognition for Hyundai. They truly are our company’s signature in the world. As such, it’s very important to use these identifiers carefully and treat them all with the utmost respect.

OVERVIEW

Hyundai offers a full line of thoughtfully designed, high-quality vehicles backed by America’s Best Warranty™. However, while every model shares the Hyundai name, each one appeals to a different kind of buyer. This is where this Graphic Standards Manual comes in handy. The standards within it help us to create advertising messages that address this vehicle and demographic diversity while maintaining a consistent brand look and feel. Even when creating advertising across cultural demographics.

In fact, you may notice that this manual contains information about Multicultural Advertising. Not surprisingly, graphic standards must be carefully applied to any market-specific advertising that we do. Please refer to this section to find out more about any Multicultural Advertising efforts.

Working together, Hyundai Motor America and Hyundai dealers everywhere have helped to build a brand image that we can be proud of. Now, let’s continue to work together to improve and preserve our image – well into the future.

Questions? Need additional information about visual applications?

Contact:

Attn: Tim Maxwell
Hyundai Motor America
10550 Talbert Avenue
P.O. Box 20850
Fountain Valley, CA 92728-0850
e-mail: tmaxwell@hmausa.com

Hyundai brand logos can be obtained by logging on to the Hyundai advertising website at HyundaiAdPlanner.com and going to the Logos/Badging section of the Ad Planner.

Model-specific badge logos can be found under each model’s section.
Implementing the Hyundai brand vision requires consistent execution by HMA and its partners. To make this easier, we have established a color palette for use in all communications developed on our brand’s behalf. These colors have been carefully chosen bearing in mind Hyundai Motor Company’s global color themes and the interpretation of the Hyundai brand for the American market.

Our Corporate Color Palette, having represented the Hyundai brand globally and in the United States for over a decade now, plays an important role in creating a consistent identity and helping our audience develop powerful brand associations with Hyundai. For this reason it is important to continue to use them in all communications going forward.

Hyundai blue (PMS 288) is our main corporate color and is preferred over the other corporate colors when the context permits.

The Primary Supporting Color Palette contains silver and gold color options, which connote the refined nature of the Hyundai brand. They should be used for large graphic elements or backgrounds to give an overall refined impression.

These colors are to be adhered to in the creation of all communications.
The Hyundai logo is a permanently fused horizontal or fused stacked combination of the “Flying H” logomark and the stylized “HYUNDAI” wordmark. The logo must always be displayed whole and must be included on all communication materials, unless it would necessarily have to be smaller than the minimum size allowed.

### Horizontal Logo

“Clear area” = half the height of the “H” in “HYUNDAI”.

Minimum size standard

No visual or text may violate the clear area.

### Stacked Logo – Logomark Emphasis

“Clear area” = half the height of the “H” in “HYUNDAI”.

Minimum size standard

No visual or text may violate the clear area.

**Recommended Applications for Logomark-Emphasis Signature:**

- Signage systems
- Wall-mounted signs • General direction signs • Bulletin boards • General information boards • Parking lot indication signs • Rooftop signs • General information signs • Floor indication signs
- Automobile decals
- Passenger cars • Minivans • Minibuses • Buses
- Additional applications
- Flags • Carrier bags • Banners

### Stacked Logo – Wordmark Emphasis

“Clear area” = half the height of the “H” in “HYUNDAI”.

Minimum size standard

No visual or text may violate the clear area.

**Recommended Applications for Wordmark-Emphasis Signature:**

- Stationery
- Business cards • Letterhead • Facsimile message forms • Envelopes
- Additional applications
- Press releases • ID cards • Visitor cards

When using either logo format, a “clear area” equal to or greater than half the height of the “H” in “HYUNDAI” must always be maintained around the entire logo. No text or graphics should be allowed to violate the clear area.

Minimum size rule: The “HYUNDAI” portion of the logo should never be reproduced smaller than 0.75 inch.

Examples on this page represent the only acceptable ways to use the logo.

NEVER use only part of the logo in any communication.

NEVER attempt to combine or otherwise modify the Hyundai logo.

Use only the approved elements found at HyundaiAdPlanner.com.

This page should be used for reference purposes only. It is not to be used for reproduction. Go to HyundaiAdPlanner.com to obtain official logo art files and the most recent version of the Graphic Standards Manual.
HYUNDAI BRAND LOGO (continued)

CORRECT USAGE

BLACK

Acceptable examples of the Hyundai logo on a white background.

PMS 288 BLUE

Acceptable examples using the Hyundai logo with Corporate or Primary Supporting Color Palette backgrounds.

PMS 877 SILVER

When using lighter shades from the color palette, the logo should be black.

PMS 421 GRAY

INCORRECT USAGE

Using unapproved background colors is a violation of standards.

Remember to apply “clear area” standards. A space equal to or greater than half the height of the “H” in “HYUNDAI” must always be maintained around the entire logo. No text or graphics should be allowed to violate the clear area.

This page should be used for reference purposes only. It is not to be used for reproduction. Go to HyundaiAdPlanner.com to obtain official logo art files and the most recent version of the Graphic Standards Manual.
The chrome logomark is a special graphic with unique properties. It must be placed with care so as to not diminish its impact and our visual identity. Please pay close attention to these examples.

Acceptable examples of the stacked chrome configuration.

Acceptable examples of the horizontal configuration.

Remember to apply “clear area” standards. A space equal to or greater than half the height of the “H” in “HYUNDAI” must always be maintained around the entire logo. No text or graphics should be allowed to violate the clear area.

To prevent any distortion or deformation, make sure to scale all artwork proportionately and use only approved logo artwork in the original file formats.

This page should be used for reference purposes only. It is not to be used for reproduction. Go to HyundaiAdPlanner.com to obtain official logo art files and the most recent version of the Graphic Standards Manual.
Special rule: Use the chrome logomark with a Hyundai blue wordmark only with approved, light background colors.

Special rule: Use the chrome logomark with chrome or white type over darker backgrounds.

Do not use chrome logomark with blue wordmark on values between 50% to 80%.

Use the chrome logomark with chrome wordmark or the chrome logomark with white wordmark over backgrounds with values of 90% to 100%.

WHAT NOT TO DO. EVER.

DO NOT place the logo over a busy background or image.

DO NOT outline any part of the logo on a dark background.

DO NOT alter the proportions of any part of the logo.

DO NOT use dark tone wordmark on dark background.

DO NOT change the outline density of the logo.

DO NOT alter or recreate any part of the logo.

DO NOT use low-resolution versions of logo.

These are examples of incorrect usage whether any part of the logomark is chrome or any other approved color.

NEVER use only part of the logo in any communication.

NEVER attempt to combine or otherwise modify the Hyundai logo.

Use only the approved elements found at HyundaiAdPlanner.com.
Use these graphics to create ads, posters and in-store signage. Most utilize Helvetica Neue as their typeface.

The Hyundai Protection Plan (HPP) logo may be used in your print advertising with or without accompanying HPP copy. When used as a stand-alone element, place it near the bottom border of your layout.

When combining a dealer name with the Hyundai brand name, always use only Helvetica Neue typefaces.

This page should be used for reference purposes only. It is not to be used for reproduction. Go to HyundaiAdPlanner.com to obtain official logo art files and the most recent version of the Graphic Standards Manual.
These graphics may be used to create ads, posters and in-store signage.

Reproduce with official corporate colors, or black and white as you wish.
Model badges should never be used in any consumer advertising materials. They should only be used on the specific cars they represent or on model-specific accessories.

In the rare circumstance that you are able to use a badge, it should be treated as an extension of the Hyundai brand logo, and handled with the same level of respect.

NOTE: All badge logos are registered trademarks. As such, it is very important that the following legal disclaimer be included in any print piece containing any or all of them.

Hyundai model names are registered trademarks of Hyundai Motor America. All rights reserved.

In place of official badge logos, we recommend using an approved typeface to create horizontal or stacked type treatments (Helvetica Neue and Minion Pro). See pages 10 and 11.

Model Name Type Treatment guidelines:
• Always use a keyline in between the Hyundai logo and any model name.
• Use only approved typefaces (Helvetica Neue and Minion Pro). See pages 10 and 11.
• A “clear area” equal to or greater than half the height of the “H” in a proportionally sized “HYUNDAI” must always be maintained.

Never improperly combine the Hyundai logo with any individual model badge or model name.
Just like Hyundai brand and model logos, visual standards apply for this wordmark. A “clear area” equal to or greater than half the height of the “America’s Best Warranty” must always be maintained around the entire logo. No text or graphics should be allowed to violate the clear area.

IMPORTANT: Any print or TV advertising containing “America’s Best Warranty” must also ALWAYS include the accompanying disclaimer.

When creating your own warranty documents, use the following information in this order to comprehensively list specific warranty coverages.

The principal typeface used in Hyundai advertising is Helvetica Neue. Please see page 10 for more information about typefaces.

It may be necessary to acquire a license to use this typeface for commercial purposes. Consult with your agency of record or graphics professional for further information.

Elements from this page are available in other language formats at HyundaiAdPlanner.com.
The principal typeface used in Hyundai advertising is Helvetica Neue. It should be considered the default typeface used when creating custom materials.

Conveniently, there are many variations of this typeface that can be utilized while still adhering to brand standards. This allows you to easily switch to one of these alternate variations to help you separate or emphasize information as necessary.

It may be necessary to acquire a license to use this typeface for commercial purposes. Consult with your agency of record or graphics professional for further information.
The secondary typeface used in Hyundai advertising is called Minion. It should not be your first-choice typeface, but it can be used when creating custom communication materials. Like Helvetica Neue, there are several variations of this typeface that can be utilized while still adhering to brand standards.

It may be necessary to acquire a license to use this typeface for commercial purposes. Consult with your agency of record or graphics professional for further information.
One last typeface that you may need to use is called Univers. It is our corporate typeface and it should be your first and only typeface when creating custom corporate communication materials such as letterhead or business cards.

**NOTE:** Univers should not be used when creating any advertising media.

It may be necessary to acquire a license to use this typeface for commercial purposes. Consult with your agency of record or graphics professional for further information.

### UNIVERS

<table>
<thead>
<tr>
<th><strong>Univers Roman</strong></th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890 $%&amp;(),.;?</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Univers Oblique</strong></th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890 $%&amp;(),.;?</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Univers Bold</strong></th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890 $%&amp;(),.;?</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Univers Bold Oblique</strong></th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890 $%&amp;(),.;?</th>
</tr>
</thead>
</table>
LAYOUTS: HEADLINES AND TEXT

Except for ad headlines, or when proper grammar requires all capitalization, type should always be set to the standard upper- and lowercase.

STANDARD HEADLINE STYLE
Use all capital letters when creating headlines.

THIS IS A STANDARD HEADLINE.

DEALER PRINT VERSION
You may use wordmarks like these when creating printed advertising materials.

2011 Sonata $00,000
Dual front airbags, front side-impact airbags, air conditioning, 6-speaker stereo CD, power steering, power windows.

Anytown Hyundai
1234 Crossroads Ave.
Anytown, CA 90000
Hyundai.com

2011 Sonata $00,000
Dual front airbags, front side-impact airbags, air conditioning, 6-speaker stereo CD, power steering, power windows.

LAYOUTS: PROMOTIONAL

Advertising posters and other collateral materials are most effective when they’re clean, simple and easy to read. The examples below and on the following page show how to clearly convey a message utilizing the correct graphic standards.

Promotional copy is typically set in either Helvetica Neue Italic, Helvetica Neue Bold, or Helvetica Neue.

Promotional layouts are similar to that of print advertising. It’s important to adhere to the same graphic guidelines. Maintain a “clear area” around the logo. And make sure not to violate the minimum logo size rule.
IMPORTANT: The standard poster size is 24.375" by 35.375".

Anonymity isn’t for everyone.

The All-New Sonata

Smart. It’s the new rich.
The All-New Sonata

Think about it.

IMPORTANT: The standard outdoor size is 14' by 48'.
1. Never display Hyundai logomark in a chrome environment.
2. Never add outlines, drop shadows and/or bevels to logos.
3. Never use the Hyundai logo in a sentence or dealer name.
4. Lease offers should always be accompanied by the appropriate legal copy.
5. All model cars should appear in proportion to one another.
6. Additional legal information should always be included on the page.
7. America’s Best Warranty needs the entire warranty information supplied.
8. Dealer name and Hyundai logos should always appear on approved background colors.
9. Never use only part of the Hyundai brand logo in any advertising message.
EXAMPLES OF CORRECTLY DISPLAYED INFORMATION

1. Hyundai logo is displayed correctly – without any effects and on an approved solid background.

2. Dealer name is separated from the Hyundai logo.

3. Lease offer is displayed under the offer/car to which it applies.

4. All cars are properly sized in relation to each other.

5. Offers include appropriate legal disclosure.

6. Full disclaimer is included with the mention of America’s Best Warranty.

7. Hyundai dealer name is properly displayed on an approved solid background.
EXAMPLES OF CORRECTLY DISPLAYED INFORMATION

$20,195

America’s Best Warranty
10-Year/100,000-Mile* Powertrain Limited Warranty

*Based on total package of warranty programs. See dealer for LIMITED WARRANTY details.

Hyundai.com

Anytown Hyundai
AnytownHyundai.com

Use the Helvetica Neue typeface and make sure everything is large enough to read.

America’s Best Warranty should be displayed this way as it is difficult to read the entire warranty breakdown graphic (see page 9) in less than 15 seconds.

Legal copy should always be in Helvetica Neue typeface.

Be sure to always adhere to “clear space” standards around the Hyundai logo.

Dealer information should be displayed for at least three seconds.
The great majority of our advertising in the United States is produced in English. However, America is a melting pot of cultures. Sometimes it is beneficial for you to tailor advertising to a particular cultural demographic. Please take the time to explore examples and guidelines for Multicultural Advertising online at HyundaiAdPlanner.com.

**EXAMPLE OF KOREAN LANGUAGE ART CARD**

![Example of Korean Language Art Card](image)

**EXAMPLE OF SPANISH LANGUAGE ART CARD**

![Example of Spanish Language Art Card](image)

**IMPORTANT:** Advertising in another language is not as easy as just translating elements from English. There are specific guidelines for multicultural efforts. Please visit HyundaiAdPlanner.com for details.

Supported languages:
- Korean
- Spanish
DEALER IDENTITY: STATIONERY

DEALER PRINCIPAL EXECUTIVE LETTERHEAD

Anytown Hyundai
1234 Crossroads Avenue, Anytown, CA 90000-2727
TEL: 914-555-1212    FAX: 914-555-1213
WEB: www.YouWebsiteAddress.com

John Doe
Dealer Principal

Dealer Principal Executive Letterhead always includes the following: Hyundai logo in Hyundai blue (PMS 288), and the legal dealership name, mailing address, telephone number, fax number, website address and principal information in black.

Executive Letterhead Guidelines:
- Legal dealership name and individual’s name – 8 point Univers Bold typeface with 1 point leading.
- All other text – 7 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black
- Paper guidelines – Monarch size (7 ¼” x 10 ½”), Classic Crest Bond, 24# Avon Brilliant White.
- Professional printer: Use “offset lithography” settings.

NOTE: Do not change the format of this document. Recreate it exactly and replace the sample information with the appropriate information. Then simply print it or have your stationery professionally reproduced by a printer.
Placement of the Hyundai blue (PMS 288) Hyundai logo is identical to that of the Dealer Principal Executive Letterhead’s. All other information is absent.

Executive Letterhead (Blank) Guidelines:
- Hyundai logo – PMS 288
- Paper guidelines – Monarch size (7 ¼” x 10 ½”), Classic Crest Bond, 24# Avon Brilliant White.
- Professional printer: Use “offset lithography” settings.

NOTE: Do not change the format of this document. Recreate it exactly. Then simply print it or have your stationery professionally reproduced by a printer.

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DEALER PRINCIPAL EXECUTIVE BUSINESS CARD

John Doe
Dealer Principal

Anytown Hyundai
1234 Crossroads Avenue, Anytown, CA 90000-2727
TEL: 914-555-1212   FAX: 914-555-1213   CELL: 914-555-1214
E-mail: johndoe@YourEmailAddress.com

DEALER PRINCIPAL EXECUTIVE ENVELOPE

Anytown Hyundai
1234 Crossroads Avenue
Anytown, CA 90000-2727
Dealer Standard Letterhead always includes the following: Hyundai logo in Hyundai blue (PMS 288), and the legal dealership name, mailing address, telephone number, fax number, and website address in black.

Standard Letterhead Guidelines:
- Legal dealership name – 8 point Univers Bold typeface with 1 point leading.
- All other text – 7 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black
- Professional printer: Use "offset lithography" settings.

NOTE: Do not change the format of this document. Recreate it exactly and replace the sample information with the appropriate information. Then simply print it or have your stationery professionally reproduced by a printer.
Dealer Standard Letterhead always includes the following: Hyundai logo in Hyundai blue (PMS 288).

Standard Letterhead (Blank) Guidelines:
- Hyundai logo – PMS 288
- Professional printer: Use “offset lithography” settings.

NOTE: Do not change the format of this document. Recreate it exactly. Then simply print it or have your stationery professionally reproduced by a printer.
Standard Business Card Guidelines:
- Titles (Mr., Mrs., and Ms.) are not used.
- Initials may be used.
- Nicknames should not be used.
- Phone, fax and cell numbers should appear on the same line.
- Legal dealership name – 9 point Univers Light typeface with 1 point leading.
- Individual’s name – 11 point Univers Bold with 1 point leading.
- All other text – 7 point Univers Light with 1 point leading.
- Hyundai logo – embossed, PMS 288
- Text color – black
- Paper guidelines – 2” x 3 ½”, Classic Crest Cover, 80# Avon Brilliant White.

Standard Envelope Guidelines:
- Legal dealership name – 8 point Univers Bold typeface with 1 point leading.
- All other text – 7 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black

NOTE: Do not change the format of these documents. Recreate them exactly and replace the sample information with the appropriate information. Then simply print it or have your stationery professionally reproduced by a printer.

We highly recommend having these items professionally reproduced.
Dealer Standard Catalog Envelope always includes the following: Hyundai logo in Hyundai blue (PMS 288), and the legal dealership name, and mailing address in black.

Standard Envelope Guidelines:
- Legal dealership name – 10 point Univers Bold typeface with 1 point leading.
- All other text – 9 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black
- Paper guidelines – 9" x 12" or 10" x 13", 28# White Wove.
- Professional printer: Use “offset lithography” settings.

NOTE: Do not change the format of this document. Recreate it exactly and replace the sample information with the appropriate information. Then simply print it or have your stationery professionally reproduced by a printer.

We highly recommend having this item professionally reproduced.
DEALER MAILING LABEL

Anytown Hyundai
1234 Crossroads Avenue
Anytown, CA 90000

TO:

Dealer Mailing Label always includes the following: Hyundai logo, legal dealership name, and mailing address in Hyundai blue (PMS 288).

Mailing Label Guidelines:
- Legal dealership name – 10 point Univers Bold typeface with 1 point leading.
- “TO:” – 16 point Univers Bold.
- All other text – 9 point Univers Light with 2 point leading.
- Color – Hyundai blue (PMS 288)
- Paper guidelines – 4” x 3 1/3”, Avery 5164 white shipping label.
- Professional printer: Use “offset lithography” settings.

NOTE: Do not change the format of this document. Recreate it exactly and replace the sample information with the appropriate information. Then simply print it using the proper label media and settings.

This page should be used for reference purposes only. It is not to be used for reproduction. Go to HyundaiAdPlanner.com to obtain official logo art files and the most recent version of the Graphic Standards Manual.