



KIA MOTORS AMERICA BRAND TAGLINE GUIDELINES

The Power to Surprise™



KIA BRAND TAGLINE GUIDELINES

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1-1 INTRODUCTION

In order to become a leading global brand, Kia Motors Corporation (KMC) has established our Brand Identity (BI) as “Exciting & Enabling.” This BI defines Kia’s culture, customers and products and will provide brand direction to all our corporate departments, dealers and partners.


As part of the new BI, KMC has introduced a new brand tagline — “The Power to Surprise.” This tagline captures the essence of “Exciting & Enabling.”

To ensure that the tagline properly communicates our BI, the tagline should always be displayed in a clear and consistent manner. This manual provides guidelines for the proper usage of the tagline and brand logo.

2-1 PRIMARY LOGO SPECIFICATIONS

The Primary Logo must always be printed with a 4-color process.

It is important to use the correct size of the Primary Logo and tagline for each application. There are four Primary Logo sizes, each with subtle changes to proportion, detail, stroke and gradient that are designed to ensure an equal visual perception and optimal reproduction. Stretching or shrinking any of the logos will change the visual perception.

Filename	Logo	Usage
Vert_KiaMotors_Tag_4C_XL	 <p>The logo consists of the word "KIA" in a bold, sans-serif font, enclosed within a red oval. Below this, the words "KIA MOTORS" are written in a larger, bold, sans-serif font, followed by the tagline "The Power to Surprise" in a smaller, italicized, sans-serif font, with a trademark symbol.</p>	<p>EXTRA LARGE</p> <p>Use this logo if desired usage size is 3 in. or larger in width.</p> <p>Usage examples banners, flags, posters, billboards.</p>
Vert_KiaMotors_Tag_4C_LG	 <p>The logo consists of the word "KIA" in a bold, sans-serif font, enclosed within a red oval. Below this, the words "KIA MOTORS" are written in a bold, sans-serif font, followed by the tagline "The Power to Surprise" in an italicized, sans-serif font, with a trademark symbol.</p>	<p>LARGE</p> <p>Use this logo if desired usage size is between 1.5 to 3 in. in width.</p> <p>Usage examples posters, CD covers.</p>
Vert_KiaMotors_Tag_4C_MED	 <p>The logo consists of the word "KIA" in a bold, sans-serif font, enclosed within a red oval. Below this, the words "KIA MOTORS" are written in a bold, sans-serif font, followed by the tagline "The Power to Surprise" in an italicized, sans-serif font, with a trademark symbol.</p>	<p>MEDIUM</p> <p>Use this logo if desired usage size is between .75 to 1.5 in. in width.</p> <p>Usage examples business stationery, ads, catalogs, brochures, price lists.</p>
Vert_KiaMotors_Tag_4C_SM	 <p>The logo consists of the word "KIA" in a bold, sans-serif font, enclosed within a red oval. Below this, the words "KIA MOTORS" are written in a bold, sans-serif font, followed by the tagline "The Power to Surprise" in an italicized, sans-serif font, with a trademark symbol.</p>	<p>SMALL</p> <p>Use this logo if desired usage size is smaller than .75 in. in width.</p> <p>Usage examples business cards, merchandise articles, communication media for which the logo does not exceed the respective size.</p>

*Note: Sizes above not to scale.

2-2 VERTICAL LOGO AND TAGLINE USAGE

The logo and tagline must be used as displayed in the example below.

The "TM Mark" must be displayed at the end of the tagline.

MAINTAIN EXCLUSION ZONES



Maintain an exclusion zone around the logo and tagline as displayed in this example. Adhering to the proper exclusion zone promotes greater readability of the logo and tagline in communications.

The size of the K in Kia Motors represents the recommended space for the exclusion zone.

MAINTAIN DIMENSIONS



When resizing the logo and tagline, maintain the proper proportions. Use the artwork provided to avoid distortions.

2-3 HORIZONTAL LOGO AND TAGLINE USAGE

MAINTAIN EXCLUSION ZONES



Maintain an exclusion zone around the logo and tagline as displayed in this example. Adhering to the proper exclusion zone promotes greater readability of the logo and tagline in communications.

The size of the K in Kia Motors represents the recommended space for the exclusion zone.

MAINTAIN DIMENSIONS



When resizing the logo and tagline, maintain the proper proportions. Use the artwork provided to avoid distortions.

2-4 ADDITIONAL LOGO AND TAGLINE OPTIONS

In certain instances, it may be necessary to use a Secondary Logo. Secondary Logos do not have the same detail of a Primary Logo and require either a 2- or 1-color logo. Secondary Logos include a red logo with a gray tagline, a black logo with a black tagline and a white logo with a white tagline.

Please note that Spanish Logos have also been provided for Hispanic marketing purposes.

Type A

1-color vertical red logo with

1-color gray tagline

Pantone 1807C (logo)

Pantone 431C or 70% Black (tagline)

File Name:

Vert_KiaMotors_Tag_2C_Red



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Type B

1-color horizontal red logo with

1-color gray tagline

Pantone 1807C (logo)

Pantone 431C or 70% Black (tagline)

File Name:

Horiz_KiaMotors_Tag_2C_Red



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Type C

Black logo with black tagline

Pantone Black C

File Name:

Vert_KiaMotors_Tag_1C_BK



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Type D

White logo and white tagline

File Name:

Vert_KiaMotors_Tag_1C_WH



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Type E

Hispanic logo

File Name:

Hisp_Vert_KiaMotors_Tag_2C_RED



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3-1 LOGO AND TAGLINE BACKGROUND COLORS

Background colors determine the proper logo and tagline colors.



When printed on a white background, use a red logo and gray tagline.

White



When printed on a color background, use a white logo and white tagline.

KIA Red

Black

Gold



When printed on a gray background, ensure the logo and tagline print dark or light enough for easy readability.

White

25%

50%

75%

Black

3-2 INDEPENDENT TAGLINE COLORS AND DIMENSIONS

In certain instances, the tagline may be used independently of the logo. Examples include usage on banners and outdoor billboards.

The tagline is in “Myriad,” a modified typeface that represents the passion and confidence of Kia. Always use the artwork provided as Myriad is a modified typeface, not a true font.

There are five designated tagline colors that represent Kia Motors. When used with the red logo, the tagline must be gray; when used independently of the logo, the tagline can be red, gold, silver or black.

The Power to SurpriseTM

KIA TAGLINE GRAY
Pantone 431C
Process K70

The Power to SurpriseTM

KIA TAGLINE RED
Pantone 1807C
Process M100 + Y100 + K30

The Power to SurpriseTM

KIA TAGLINE GOLD
Pantone 873C
Process C30 + M30 + Y60 + K10

The Power to SurpriseTM

KIA TAGLINE SILVER
Pantone 877C
Process K40

The Power to SurpriseTM

KIA TAGLINE BLACK
Pantone Black C
Process K100

Note: Tagline may also appear in white.

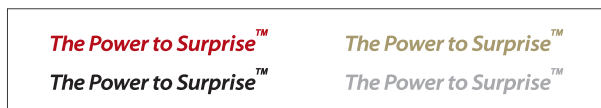
MAINTAIN EXCLUSION ZONES



The tagline must be displayed with the proper angle and exclusion zones as shown above. The size of the P in Power represents the recommended exclusion zone.

3-3 INDEPENDENT TAGLINE BACKGROUND COLORS

Background colors also determine the proper color for an independent tagline.



The tagline may be printed independently of the logo. When printed on a white background, print the tagline in red, gold, silver or black.



KIA Red

Gold

When printed on a color background, use a white tagline.



White

25%

50%

75%

Black

When printed on a gray background, ensure the tagline prints dark or light enough for easy tagline readability.

4-1 INCORRECT TAGLINE USAGE

The tagline must appear in the designated colors and scale and be used with the correct background colors.



Do not change or omit the "TM Mark." Provided artwork must always be used.



Do not break the tagline.



Do not change or mix type styles.



Do not change the space between the logo and tagline.



Do not change the proportions of the logo or tagline.



Do not change the color of the tagline.



Use the correct logo with the appropriate background color.



Do not place the logo on a picture or complex background.

4-2 TAGLINE IMAGE USAGE

Below are examples of the logo and tagline in various media applications.

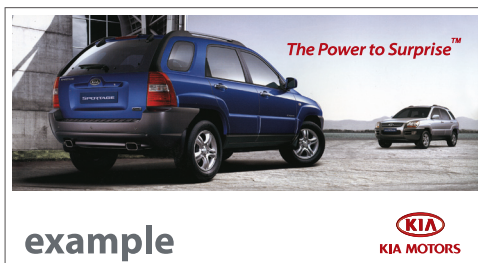
Correct usage for
vertical logo and
tagline.



Correct usage for
horizontal logo
and tagline.

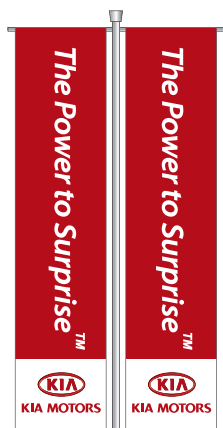


Correct usage
for logo and
tagline placed
independently of
each other.



4-3 TAGLINE GRAPHIC USAGE

Below are examples of additional brand tagline executions. The correct logo dimensions and tagline usage must be adhered to in all types of media and follow the Brand Identity guidelines as outlined in this document.



BANNER EXAMPLES

5-1 FREQUENTLY ASKED QUESTIONS

Q: How do you determine which size logo to use?

A: The size of the artwork in which the logo will be used determines the correct logo size. For example, large artwork, such as banners and outdoor billboards, require an extra-large logo. Smaller artwork, such as business cards, require a small logo. Please refer to the examples in Section 2-1.

Q: What is the “exclusion zone” first mentioned in Section 2-2?

A: The exclusion zone is the recommended amount of empty space that must be provided around the Kia logo and tagline. The exclusion zone promotes greater readability of the logo and tagline in communications. Please refer to the examples in Section 2-2 and 3-2.

Q: Can the logo and tagline be used without the “Kia Motors”?

A: In some cases, due to space availability or type of application, the logo and tagline may be used without the “Kia Motors.” Please confirm with your department head or Kia client to approve any exceptions.

Q: Can any tagline color be used with the Primary Logo and the Secondary Red Logo?

A: No. A gray tagline must always be used with the Primary Logo and the Secondary Red Logo. Please refer to examples in Sections 2-2, 2-3 and 2-4.

Q: What color taglines can be used independently of the logo?

A: Red, gold, silver and black. Please refer to examples in Section 3-2.

Q: Can the Kia logo and tagline be used independently of each other?

A: Yes. In some cases, such as outdoor billboards, the two can be used independently of each other. Please refer to the example in Section 4-2.

Q: Can the logos be resized?

A: The Secondary Logos, 2-color and 1-color, can be resized as long as they are resized proportionately.

The Primary Logo, a 4-color process, can be resized as long as it remains within the dimensions outlined in Section 2-1.

Q: Must “The Power to Surprise” always be used?

A: In some cases, the logo may be used without the tagline. Please confirm with your department head or Kia client to approve any exceptions.



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