



It's your journey.

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1
Introduction

A photograph of two women sitting on the roof of a dark-colored car. They are laughing and looking down at something. The woman on the left has curly black hair and is wearing a teal long-sleeved shirt and yellow pants. The woman on the right has blonde hair and is wearing a white sweater with colorful stripes and blue jeans. They are positioned against a backdrop of hills and mountains under a clear sky.

1.1

Our Brand Manifesto

"At Hyundai, we see limitless possibilities

to make the customer's journey richer.

To demonstrate at every touchpoint that we're on the customer's side. That's why we're not afraid to step boldly into the future, not just to imagine new technologies, but to make them accessible and useful to all. Our journey is in making our customer's journey possible."



Angela Zepeda

Chief Marketing Officer, Hyundai Motor America

1.2

Our Brand Promise

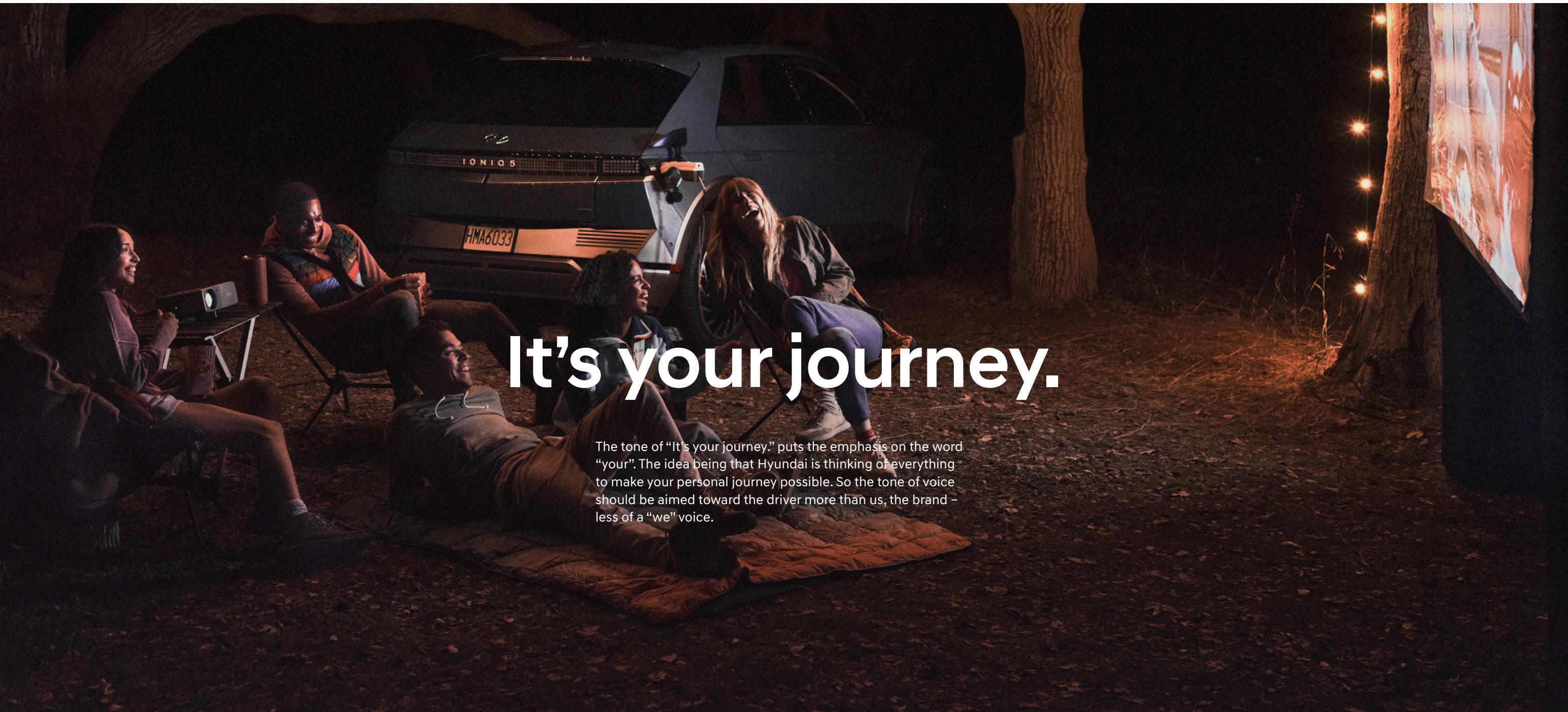
**Hyundai exists to make a richer
journey possible for all.**

From the beginning, Hyundai's goal was to lift individuals and society, making a real difference in people's lives. As the only fully integrated auto manufacturer, we continue to make quality experiences accessible to all.

Hyundai. It's your journey.

1.3

Tone of Writing



It's your journey.

The tone of "It's your journey." puts the emphasis on the word "your". The idea being that Hyundai is thinking of everything to make your personal journey possible. So the tone of voice should be aimed toward the driver more than us, the brand – less of a "we" voice.

1.4

Using this Style Guide

This book is intended to provide graphic design guidance for our new brand campaign. It contains details on how to use key elements - such as layout, copy, and photography - to ensure we maintain a consistent look-and-feel across all of our communications.

Download Templates

A feature of this document is the link at the top of each page, which sends you to a browser window to view and download template files for many common sizes of past executions, across many channels, both for Brand and Vehicle units. Before starting your project, consider finding a template of your exact or similar-sized execution, and use that as a starting point for your work.

Templates contain standardized common elements you don't have to worry about. We hope this will allow you to focus on creating great work.

Make sure to add the URL as a bookmark in your browser, so you'll easily be able to visit it anytime.

2
Brand Elements

2.1

Hyundai Logo



Primary logo in black shown.



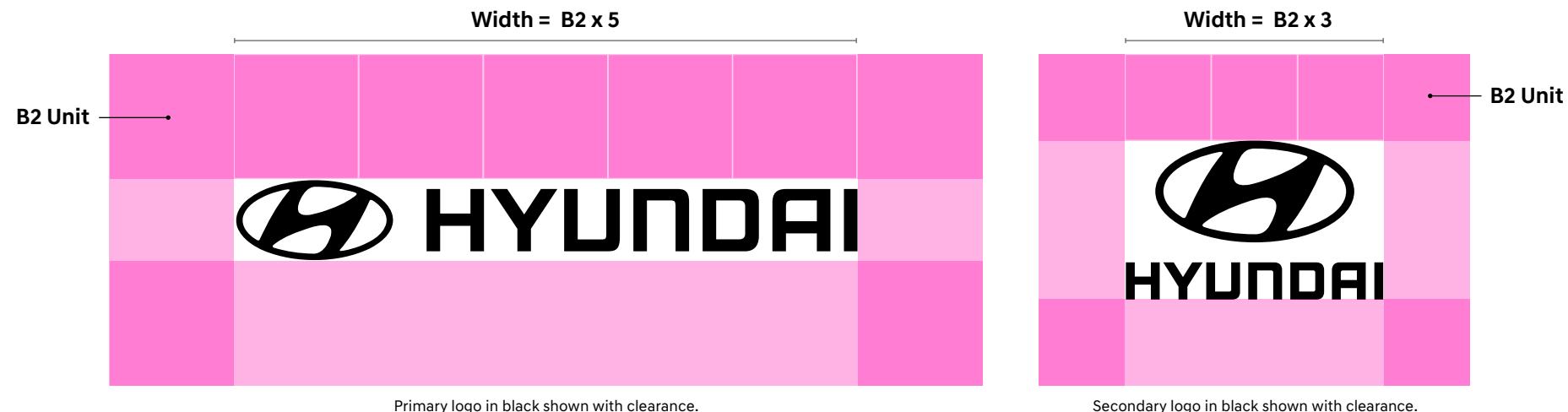
Secondary logo in black shown.

All Hyundai marketing communications use the 2D logo, which consists of a symbol and a wordmark. Elements are presented together as a lockup.

The horizontal lockup is the Primary logo, and is recommended for most executions. The Secondary, stacked lockup is only to be used when necessary.

The logo is available in both Black and White. The Hyundai Blue version has been deprecated due to its low legibility against photography.

2.1
Hyundai Logo



For most executions, the width of the logo equals B2 x 5.
For extra-large or screen-based executions (such as OOH or companion banners), where legibility is an issue, the width equals B2 x 6.

Use B2 as the margin of clearance on all sides of the logo. For information about the B2 Unit, see **Section 2.4 The B2 Unit**.

2.1

Hyundai Logo - Integrity

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.



Do not use a low-resolution logo.



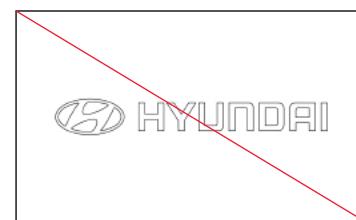
Do not use the logo on an image with a busy
background.



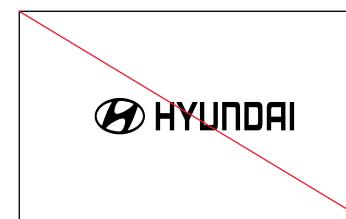
Do not use the logo on a low-contrast
background.



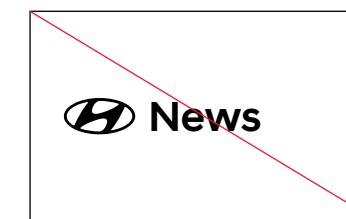
Do not use alternate colors for the logo.



Do not use the logo with outlines.



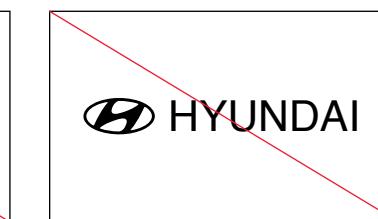
Do not distort the logo.



Do not use the symbol with any other text.



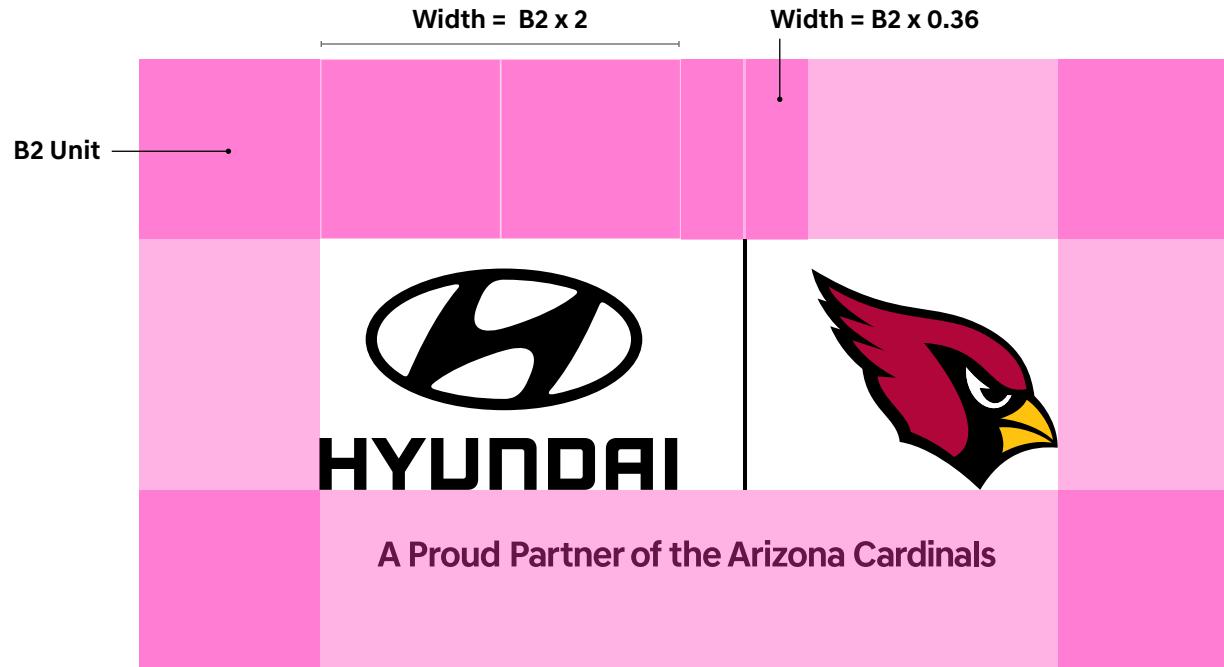
Do not add any unofficial taglines, product
strap lines, or other descriptors.



Do not use any other font for the logo.

2.1

Hyundai Logo - Partnerships



Partnership logo lockup in black shown with clearance.

Partnerships represent an integral part of not only Hyundai's business, but also those of our partners. It's important not to be heavy-handed with our branding, but instead compliment our partner's message.

2.2

Typography

Hyundai Sans Head

Confident, strong, and made with a human touch, Hyundai Sans Head is an iconic, remarkable core element of the Hyundai look. It is designed for all headlines, subheadlines, and quotes.

Aa

Hyundai Sans Head Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Hyundai Sans Head Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Hyundai Sans Text

Hyundai Sans Text shares our typeface family's look and feel, while also offering an entirely new detail and structure. Refined for perfect legibility and economy, it is ideal for use in smaller sizes, including body copy, footnotes, and legal text.

Aa

Hyundai Sans Text Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Hyundai Sans Text Regular

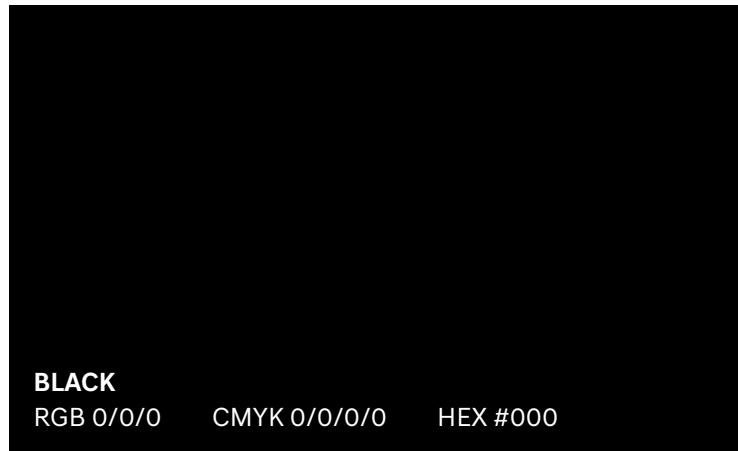
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

2.3

Color Palette

Primary Palette

Hyundai has created a distinctive color palette.
Use White and Black as your primary colors.



WHITE

RGB 255/255/255 CMYK 0/0/0/100 HEX #FFF

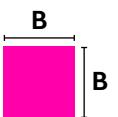
Accent Colors

Use Hyundai Blue as your primary accent color,
and the others only where appropriate.



2.4

The B2 Unit



The B2 unit is our standard unit of measurement for layouts. Based on each layout's area, we use it to determine margin, padding, and headline values. It ensures all executions, regardless of size, maintain consistent proportions between common elements.

How to determine the B2 unit

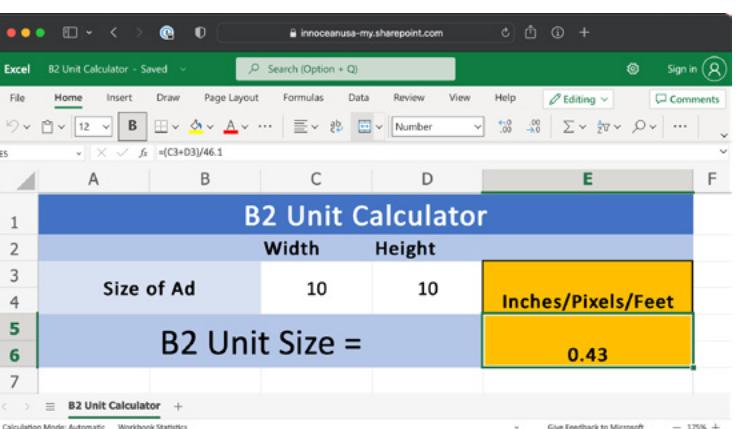
Visit our official [B2 unit calculator](#). Enter your project's width and height to generate the B2 unit specific to your project's total area.

[Go to the B2 Unit Calculator](#) 

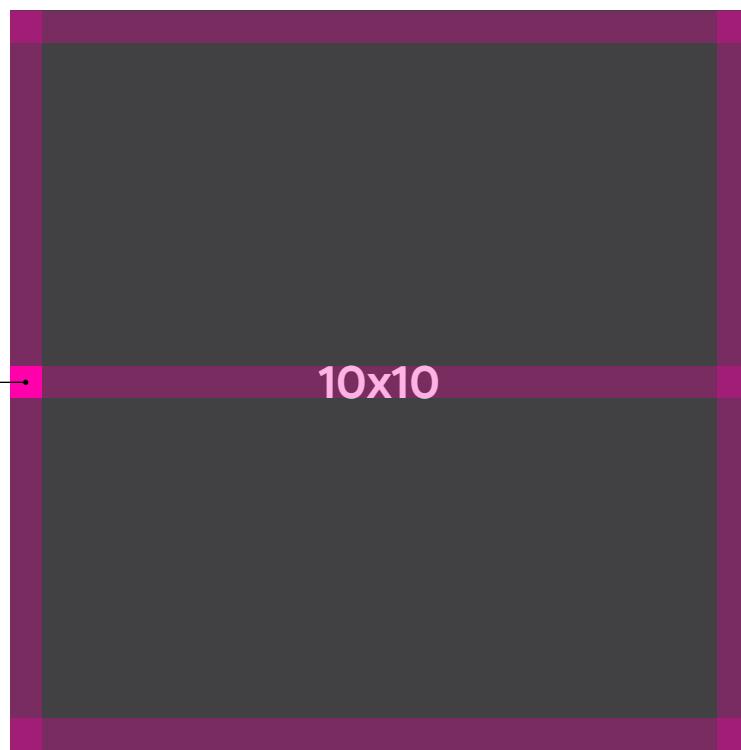
How to use the B2 unit

Create a square box the exact size of the B2 unit value from the calculator. This is your left and right margin, as well as padding for primary elements within your project. Use $\frac{1}{2}$ B2 unit for padding between secondary elements.

For most executions, the height of your headline should equal the height of the B2 Unit.



B2 Unit Calculator		
	Width	Height
Size of Ad	10	10
	Inches/Pixels/Feet	
B2 Unit Size =	0.43	

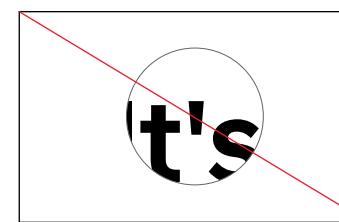
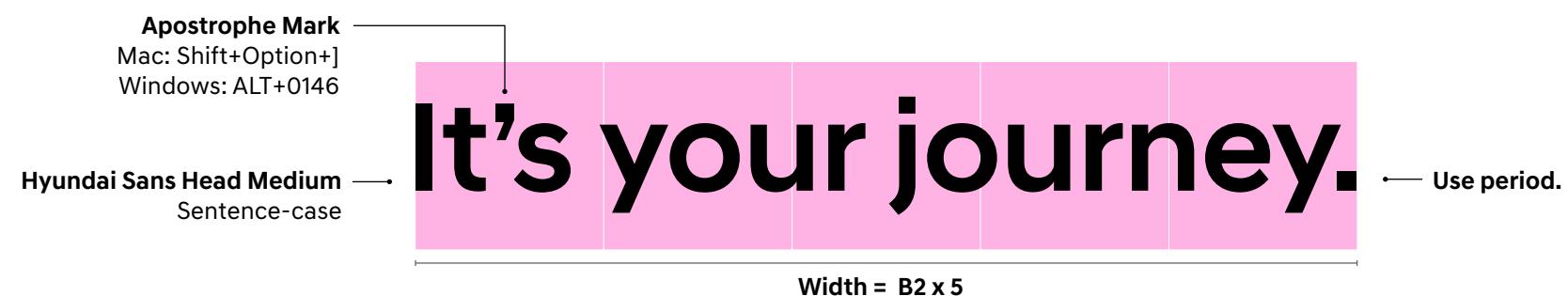


3

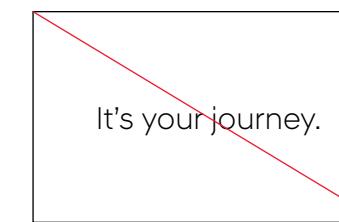
Campaign Elements

3.1

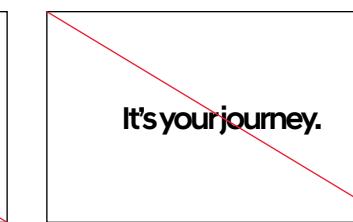
Theme Line



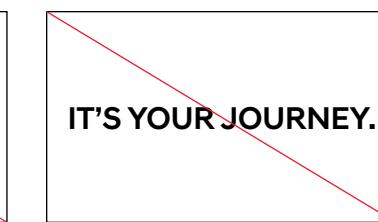
Do not use a straight mark.



Do not use a different weight.



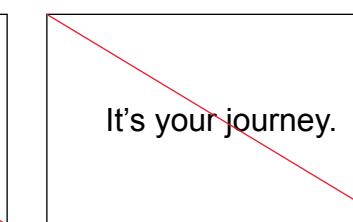
Do not condense or expand letters.



Do not use all-caps.



Do not use title case or remove period.



Do not use a different font.

3.2

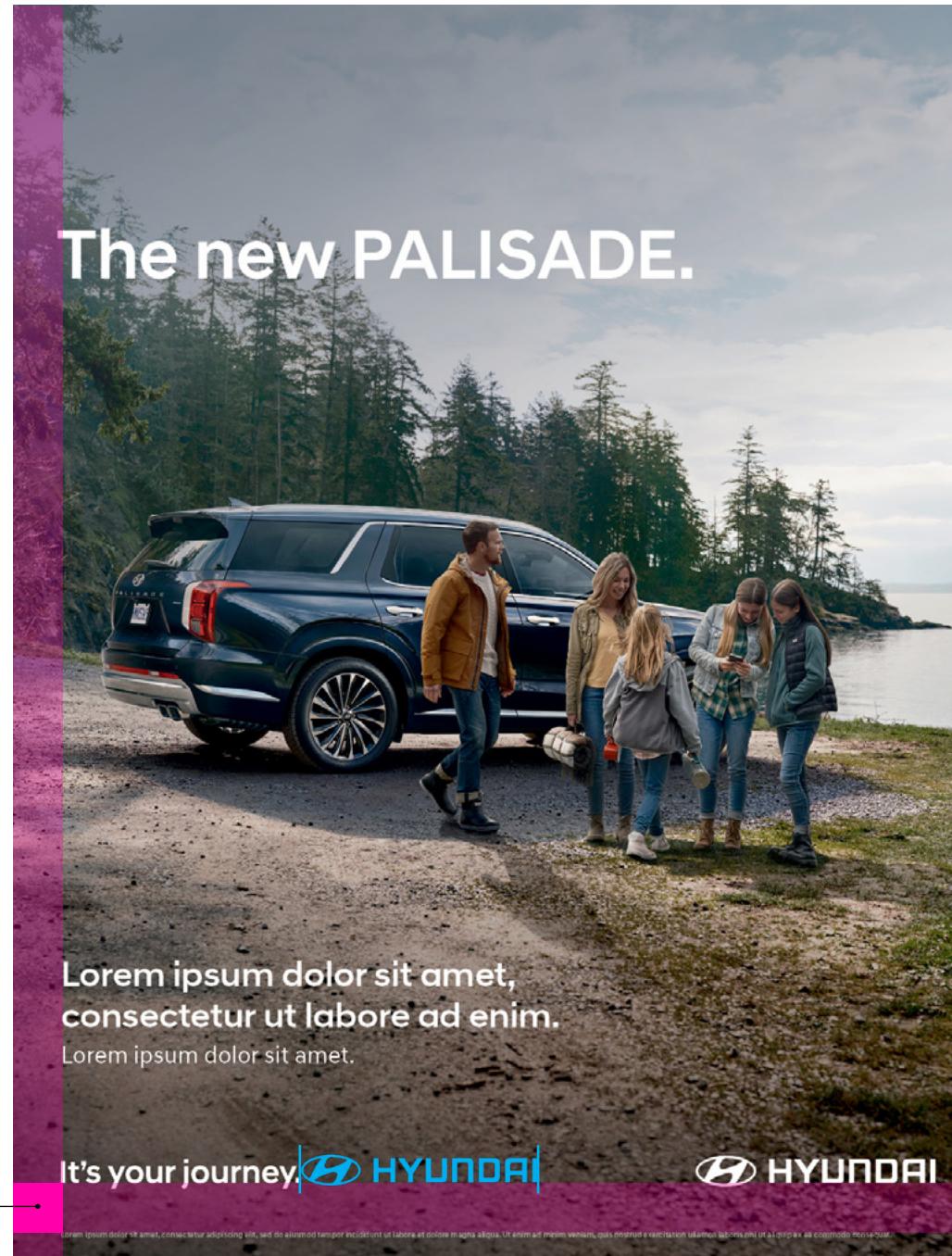
Photography

The vehicle is the star of the shot. Present the vehicle in a way that demonstrates how it helps facilitate a special moment in the journey.



3.3

Layout - Theme Line



This symbolizes the promise that when it comes to your journey, we're thinking of every mile.

It should be used as a sign-off across all creative to help generate brand awareness.

Positioning

For most applications, the Theme Line should be positioned against the left margin in the lower-third of the execution. It appears one (1) B2 unit above any legal copy, and on the same baseline as the Hyundai logo.

PLEASE NOTE: Always keep at least one logo width of distance between the Theme line and the logo.

Sizing

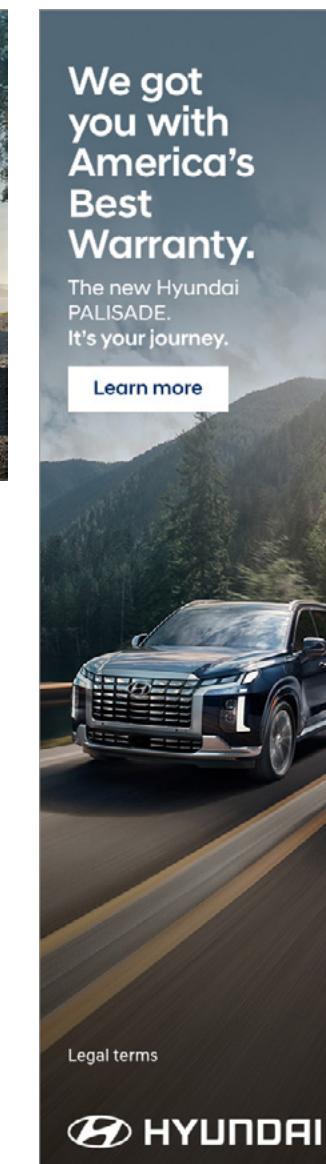
For most executions, the width of the Theme Line should equal the width of five (5) B2 units, with the height maintaining proportion. For more information, see **2.4 The B2 Unit**.

Some exceptions for these guidelines exist. For more usage information, see **Section 4** for individual unit templates.

Not final art. For reference only.

3.3

Layout - Theme Line in copy



When there's not enough horizontal space to include both branding elements at the bottom, or there is not enough vertical space for comfortable separation of elements, move "It's your journey." to the end of the copy block with these parameters:

- a) Point size: same as copy block
- b) Font: Hyundai Sans Head Medium

Some exceptions for these guidelines exist. For more usage information, see **Section 4** for individual unit templates.

3.3

Layout - Hyundai Logo



Positioning

The logo should always be positioned against the right margin in the lower-third of the execution. It appears one (1) B2 unit above any legal copy, and on the same baseline as the Theme line.

PLEASE NOTE: Always keep at least one logo width of distance between the Theme Line and the logo.

Sizing

For most executions, the width of the logo should equal B2 x 5, with the height maintaining proportion. For more information, see **2.4 The B2 Unit**.

Some exceptions for these guidelines exist. For more usage information, see **Section 4** for individual unit templates.

3.3

Layout - Swing Line and Body Copy



Positioning

The Swing Line should always be positioned against the left margin in the lower-third of the execution. It appears **AT MINIMUM** one (1) B2 unit above the Theme Line and logo.

Sizing

Legibility should always be a priority, but start by setting the Swing Line to half (1/2) the type size of the headline. For more information on usage, see the next page.

Body copy should be the same type size as the Theme Line.

Some exceptions for these guidelines exist. For more usage information, see **Section 4** for individual unit templates.

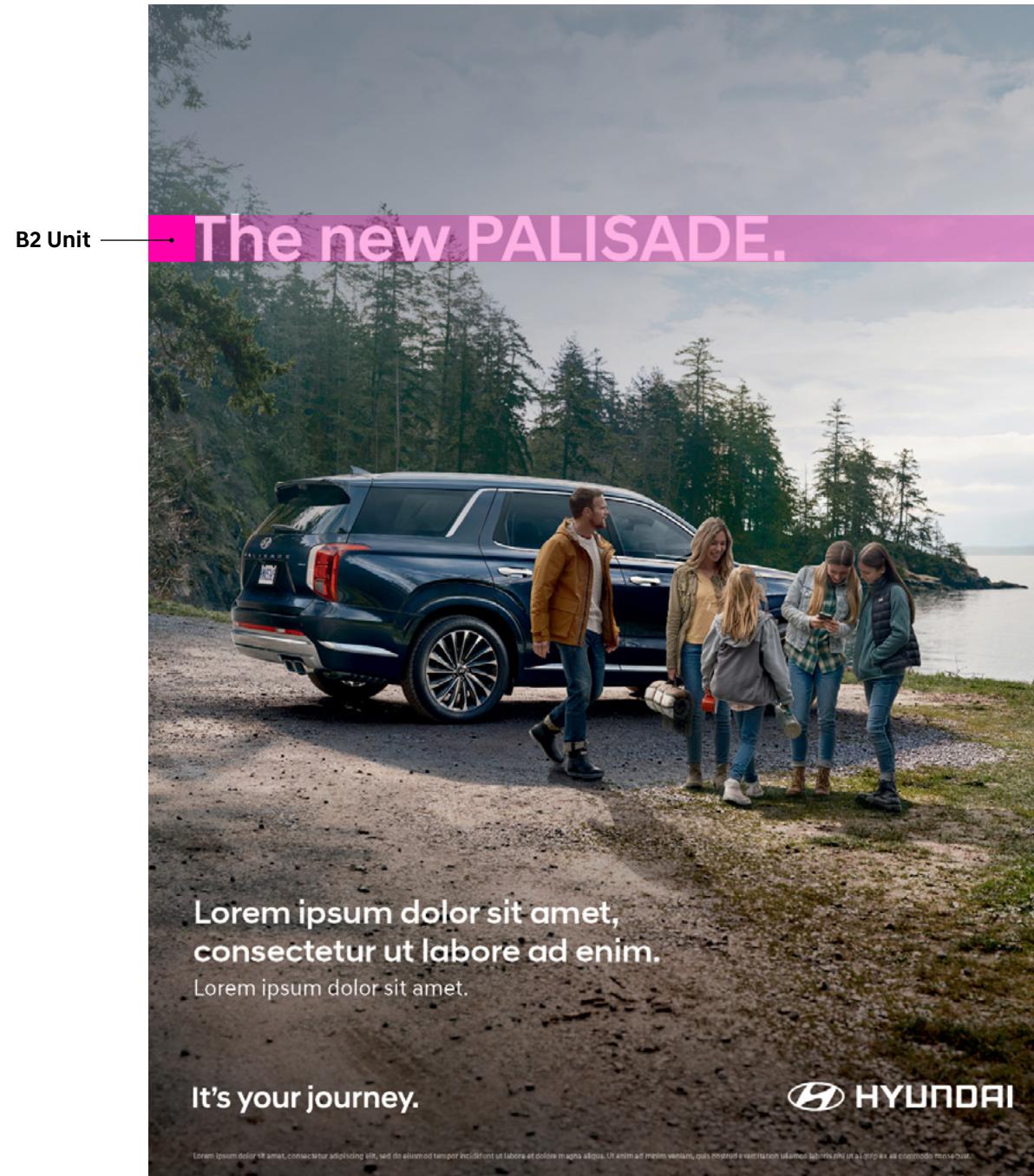
3.3

Layout - Swing Line and Body Copy



3.3

Layout - Name Plates and Headlines



Name Plates can appear on either brand or vehicle units. When used as a headline, only do so when showing a vehicle-focused photograph.

Positioning

The Name Plate should always be positioned toward the top-left of the frame.

PLEASE NOTE: The Name Plate should never cover the emotion shown by the photo's subject or the vehicle. Shift vertically to accomodate.

Sizing

For most executions, a headline's height should equal the B2 unit, but depending on final size, may need to scale up. For more information, see [2.4 The B2 Unit](#).

Some exceptions for these guidelines exist. For more usage information, see [Section 4](#) for individual unit templates.

3.3

Layout - Name Plates and Headlines



Name Plates can appear either as a headline, or within body copy. Follow these basic rules for including Name Plates:

- Always include “Hyundai” before the Name Plate, unless sufficient branding already exists.
- Always set the Name Plate in all-caps.
- Always include the Name Plate as part of a complete sentence.
- When placing over a photo, never place the Name Plate over the vehicle.

3.3

Layout - Partnerships



B2 Unit

Because we currently use our stacked Hyundai logo when connecting to our partner's logo, adjust the size of the IYJ theme line to match the HEIGHT of the Hyundai logo wordmark.

Bottom padding is one (1) B2 unit.

For more usage information, see **Section 4** for individual unit templates.

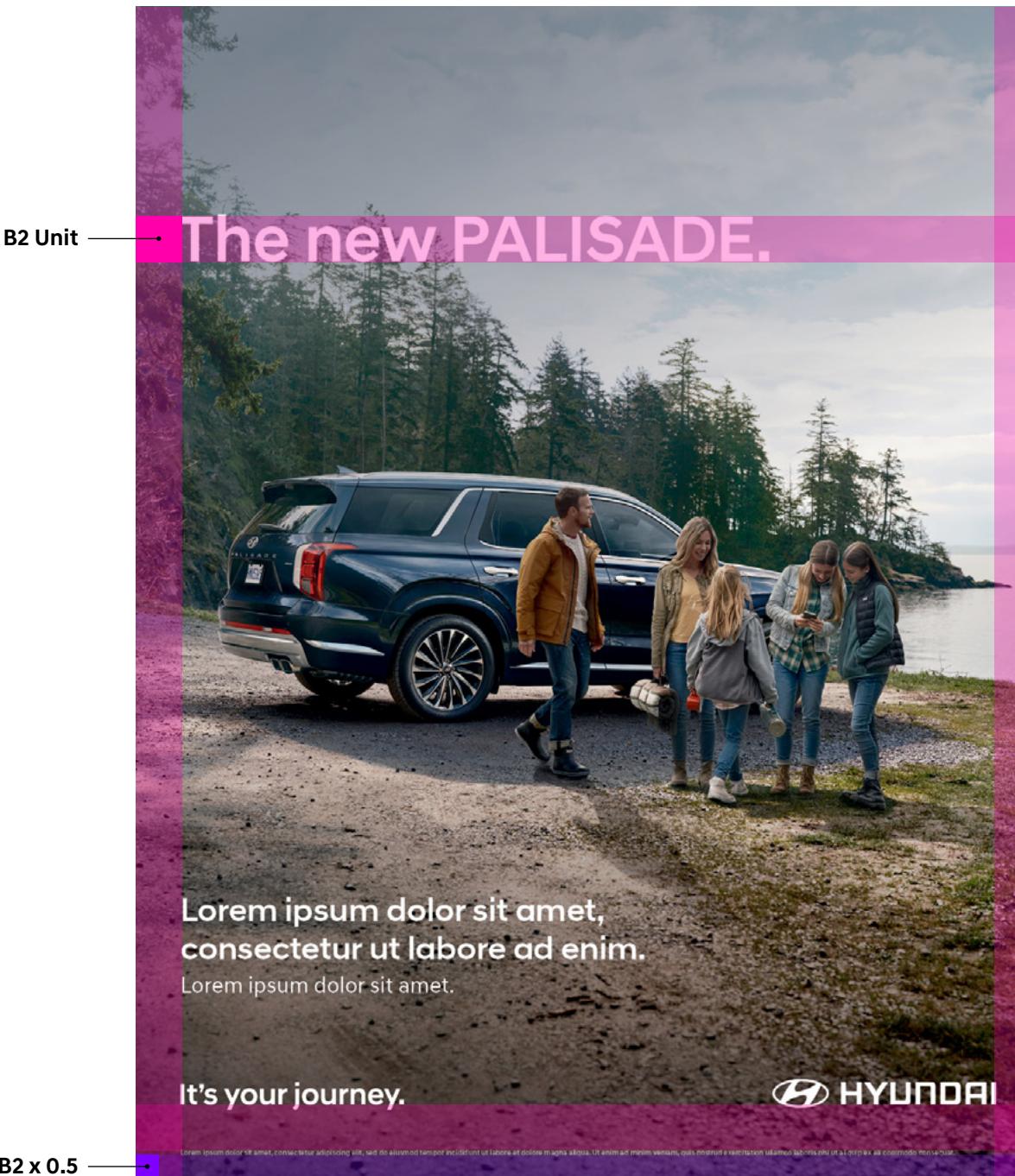
4

Creative Templates



4.1

Print (Standard)



Photograph

Photographs should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal the height of the B2 Unit. For more information on usage, see **3.3 Layout - Name Plates and Headlines**.

Swing Line/Body Copy (optional)

Copy copy should be set in Hyundai Sans Text, and sized for legibility. For more information on usage, see **3.3 Layout - Swing Line and Body Copy**.

Theme Line

Width should equal B2 x 5. For more information on usage, see **3.1 Theme Line**.

Hyundai Logo

Width should equal B2 x 5. For more information on usage, see **2.1 Hyundai Logo**.

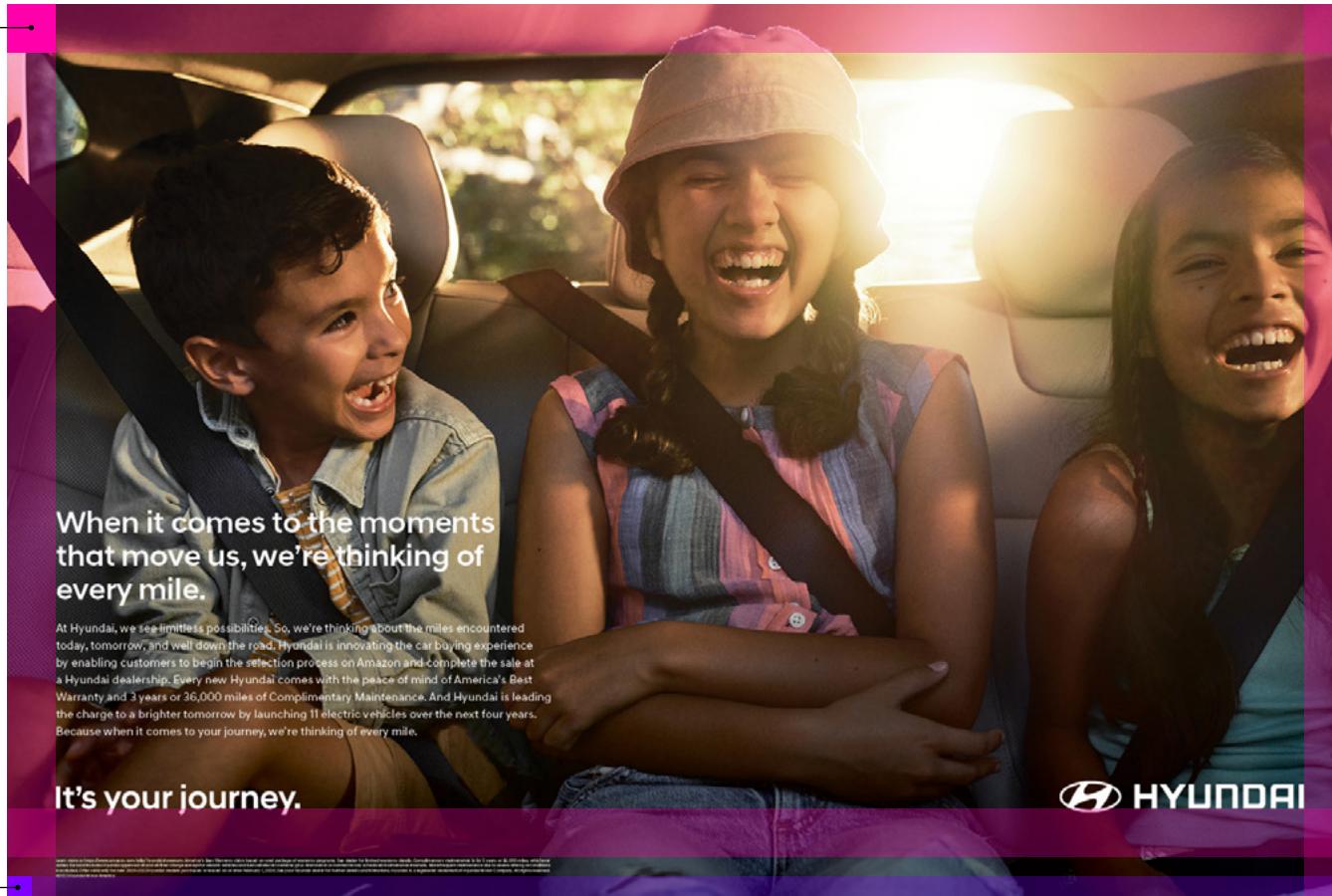
Legal

Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.

4.1

Print (Spread)

B2 Unit →



Not final art. For reference only.

Photograph

Photographs should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal the height of the B2 Unit. For more information on usage, see **3.3 Layout - Name Plates and Headlines**.

Swing Line/Body Copy (optional)

Copy should be set in Hyundai Sans Text, and sized for legibility. For more information on usage, see **3.3 Layout - Swing Line and Body Copy**.

Theme Line

Width should equal B2 x 5. For more information on usage, see **3.1 Theme Line**.

Hyundai Logo

Width should equal B2 x 5. For more information on usage, see **2.1 Hyundai Logo**.

Legal

Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.

4.2

Out-of-Home



Photograph

Photographs should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal the height of the B2 Unit. For more information on usage, see [3.3 Layout - Name Plates and Headlines](#).

Theme Line

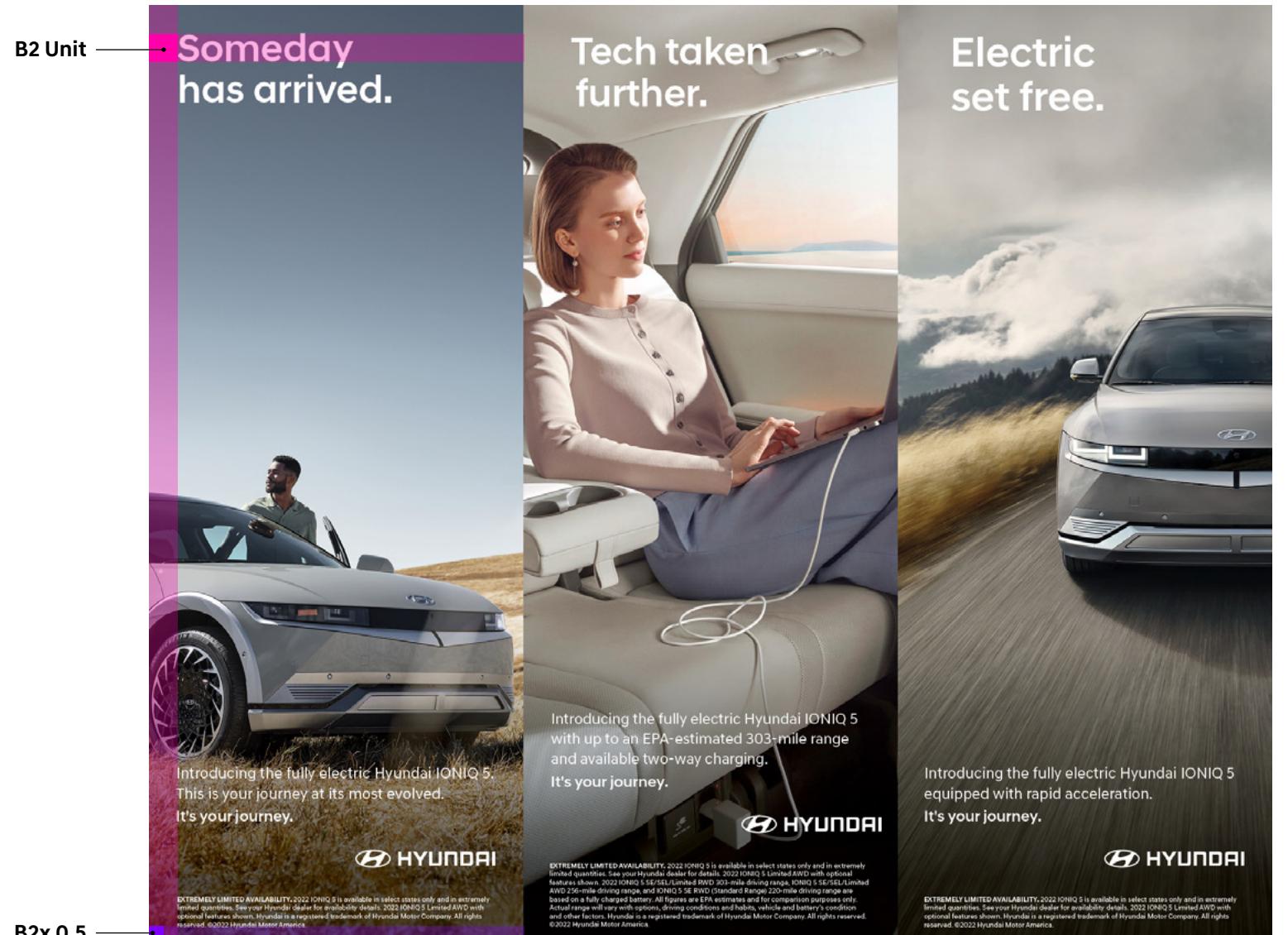
Width should equal B2 x 6. For more information on usage, see [3.1 Theme Line](#).

Hyundai Logo

Width should equal B2 x 6. For more information on usage, see [2.1 Hyundai Logo](#).

Legal

Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.



Photograph

Photographs should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal the height of the B2 Unit. For more information on usage, see [3.3 Layout - Name Plates and Headlines](#).

Swing Line/Body Copy (optional)

Copy copy should be set in Hyundai Sans Text, and sized for legibility. For more information on usage, see [3.3 Layout - Swing Line and Body Copy](#).

Theme Line

Width should equal B2 x 5. For more information on usage, see [3.1 Theme Line](#).

Hyundai Logo

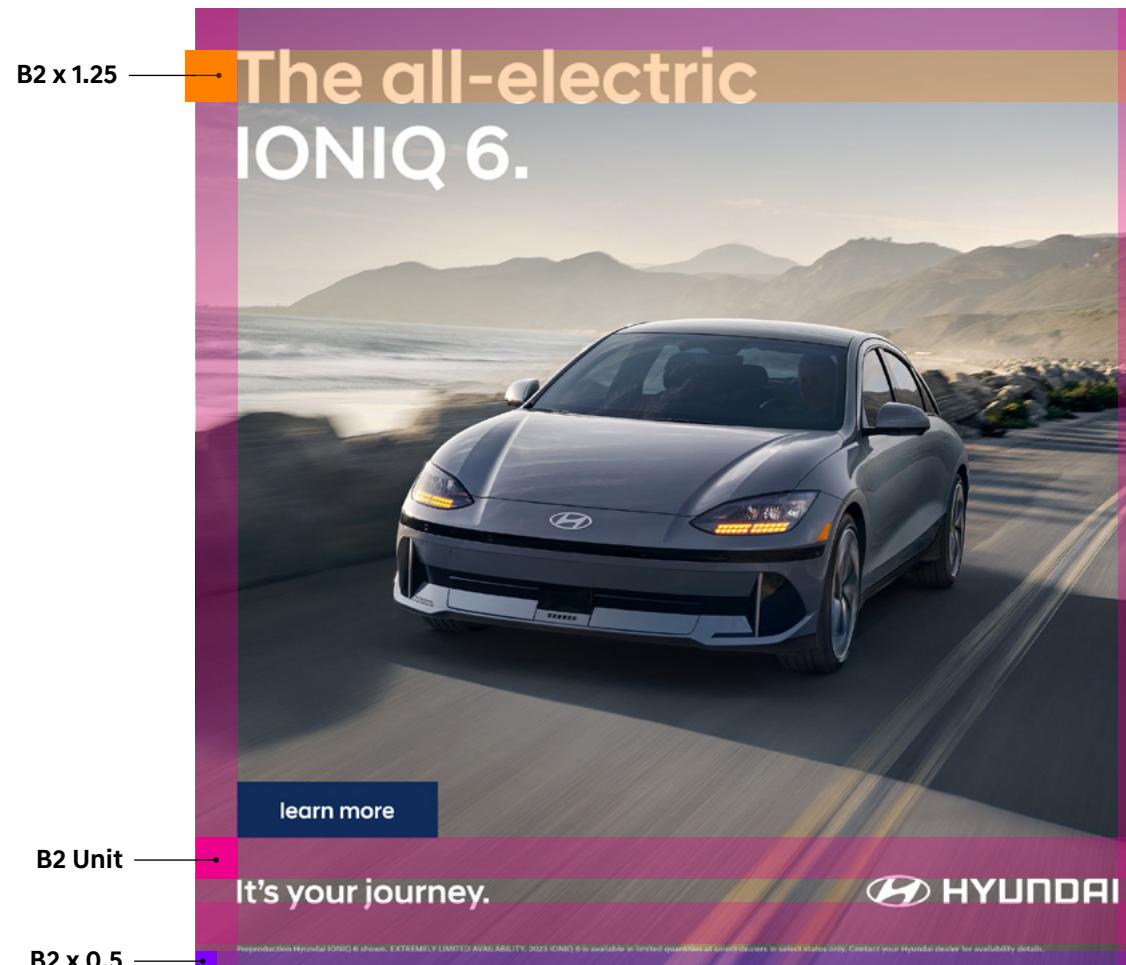
Width should equal B2 x 5. For more information on usage, see [2.1 Hyundai Logo](#).

Legal

Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.

4.4

Companion Banner



Photograph

Photographs should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal 1.25 - 1.5x height of the B2 Unit. For more information on usage, see [3.3 Layout - Name Plates and Headlines](#).

Swing Line/Body Copy (optional)

Copy should be set in Hyundai Sans Text, and sized for legibility. For more information on usage, see [3.3 Layout - Swing Line and Body Copy](#).

Call-to-action Button

Button copy should be set in Hyundai Sans Head, and sized for legibility.

Theme Line

Width should equal B2 x 6. For more information on usage, see [3.1 Theme Line](#).

Hyundai Logo

Width should equal B2 x 6. For more information on usage, see [2.1 Hyundai Logo](#).

Legal

Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.

4.5

In-market Video



Film

Film should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal the height of the B2 unit. For more information on usage, see [3.3 Layout - Name Plates and Headlines](#).

Swing Line/Body Copy (optional)

Copy copy should be set in Hyundai Sans Text, and sized for legibility. For more information on usage, see [3.3 Layout - Swing Line and Body Copy](#).

Theme Line

Height should equal the height of the B2 unit. For more information on usage, see [3.1 Theme Line](#).

Hyundai Logo

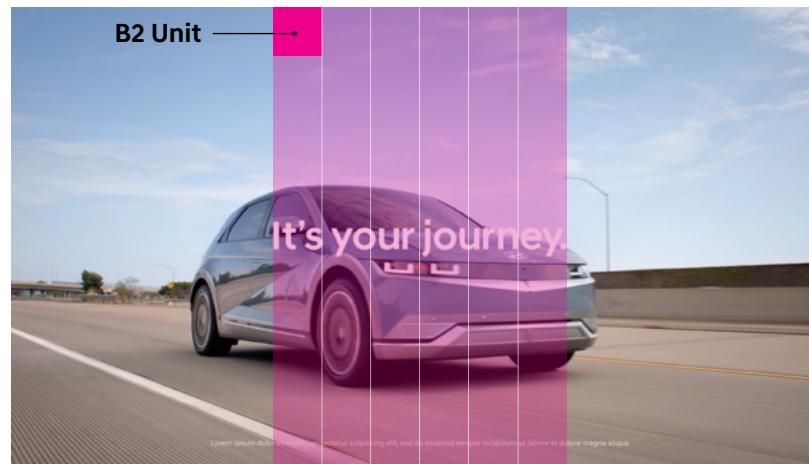
Width should equal the width of the Theme Line. For more information on usage, see [2.1 Hyundai Logo](#).

Legal

Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.

4.6

Broadcast/Film



Film

Film should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal B2. For more information on usage, see [3.3 Layout - Name Plates and Headlines](#).

Theme Line

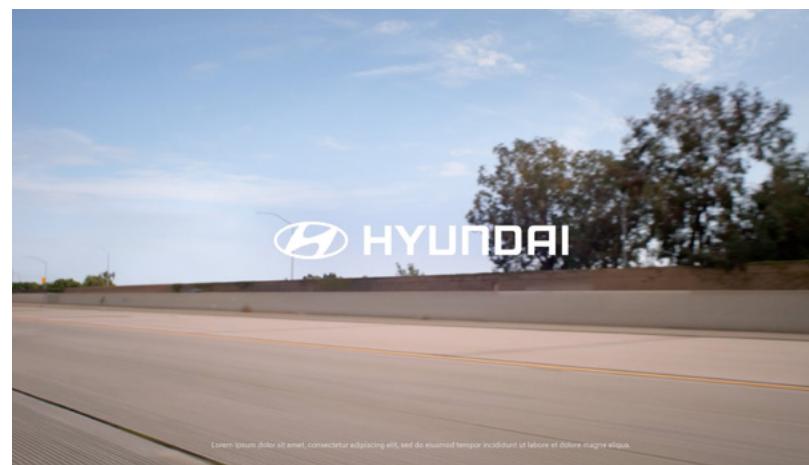
Width should equal B2 x 6. For more information on usage, see [3.1 Theme Line](#).

Hyundai Logo

Width should equal B2 x 6. For more information on usage, see [2.1 Hyundai Logo](#).

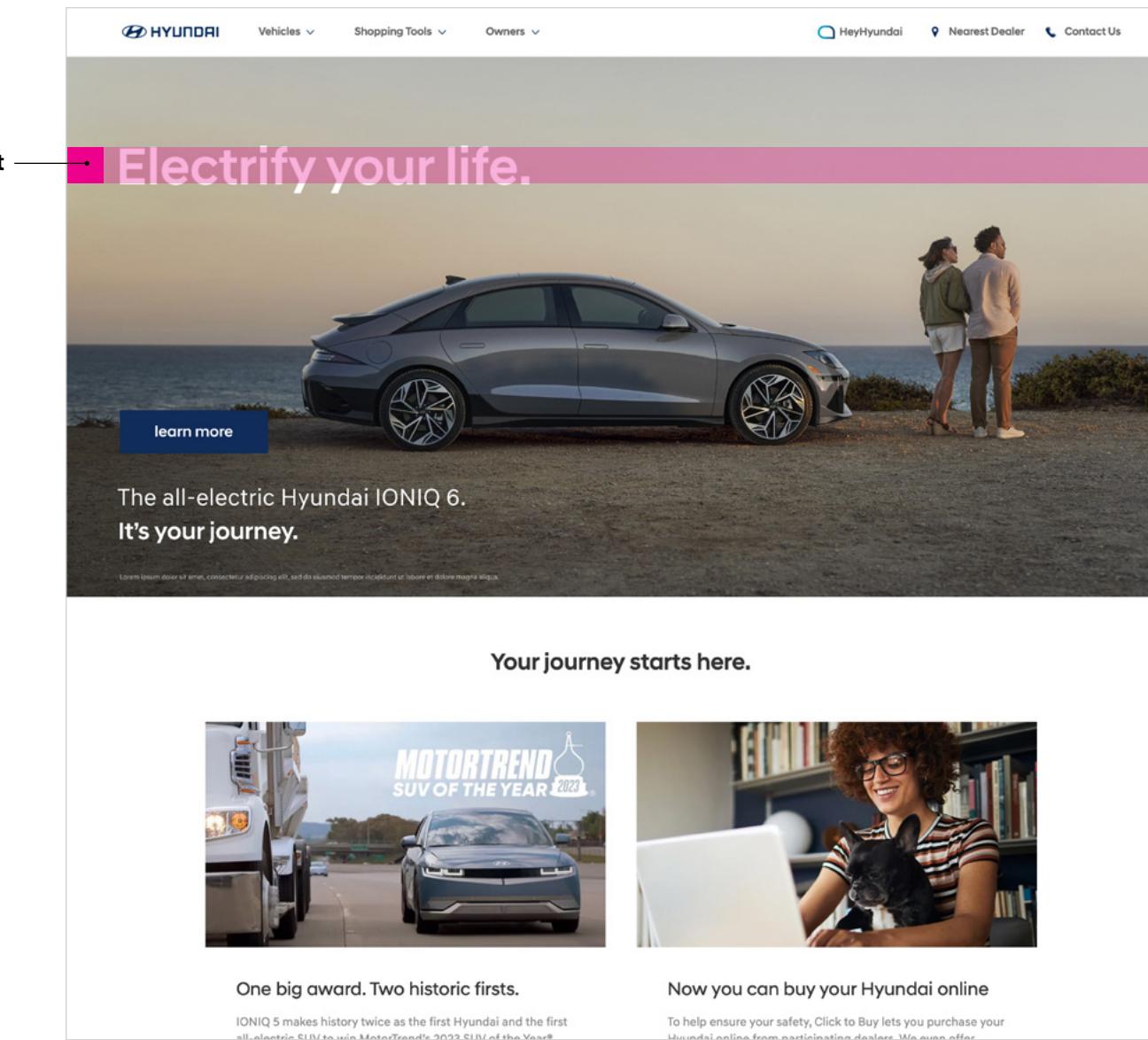
Legal

Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.



4.7

Dot-com Homepage



Photograph

Photographs should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal the height of the B2 Unit. For more information on usage, see [3.3 Layout - Name Plates and Headlines](#).

Swing Line/Body Copy (optional)

Copy should be set in Hyundai Sans Text, and sized for legibility. For more information on usage, see [3.3 Layout - Swing Line and Body Copy](#).

Theme Line

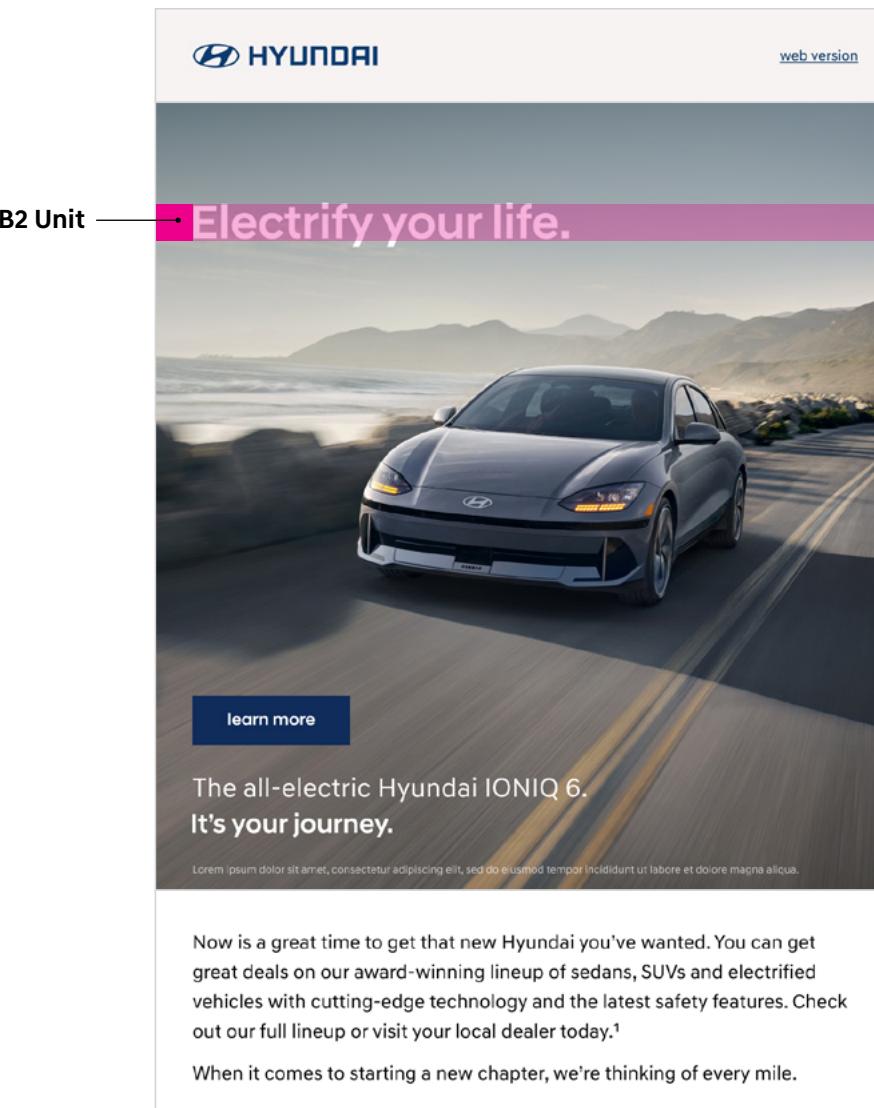
Width should equal B2 x 5. For more information on usage, see [3.1 Theme Line](#).

Legal

Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.

4.8

CRM Email Masthead



Photograph

Photographs should focus on either a vehicle, or a feature of that vehicle.

Name Plate/Headline

Height should equal the height of the B2 Unit. For more information on usage, see **3.3 Layout - Name Plates and Headlines**.

Swing Line/Body Copy (optional)

Copy copy should be set in Hyundai Sans Text, and sized for legibility. For more information on usage, see **3.3 Layout - Swing Line and Body Copy**.

Theme Line

Width should equal B2 x 5. For more information on usage, see **3.1 Theme Line**.

Legal

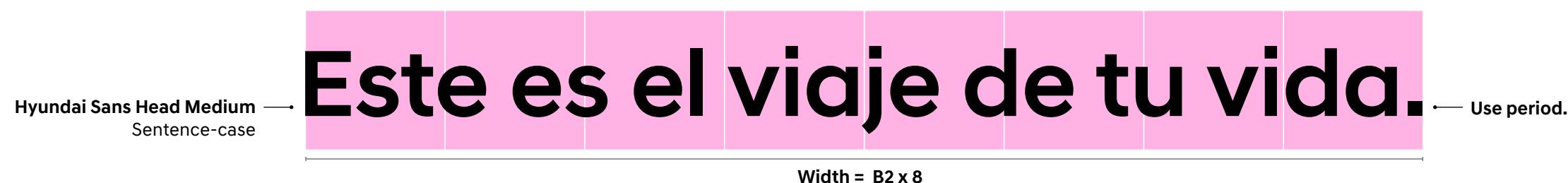
Legal should be set in Hyundai Sans Text, and sized for legibility. Opacity 50-70%.

5

Campaign Elements - Hispanic

5.1

Theme Line



6

Resources

6.1

Resources

Download Templates

If the link at the top of each page isn't working, copy and paste the following link into your browser window:

[https://innoceanusa.sharepoint.com/:f/s/pm/
EgOaj3GmrahIqU3ZR867mJABIn621yINYc6NK9wdVhQ9hw?e=zWdy6t](https://innoceanusa.sharepoint.com/:f/s/pm/EgOaj3GmrahIqU3ZR867mJABIn621yINYc6NK9wdVhQ9hw?e=zWdy6t)

Make sure to add the URL as a bookmark in your browser, so you'll easily be able to visit it anytime.

Questions/Concerns

Contact your Project Manager for any questions or concerns regarding the information found in this document.

A red Hyundai Kona SUV is shown from a rear three-quarter perspective, driving away from the viewer on a narrow, dusty dirt road. The vehicle is kicking up a cloud of dust behind it. The setting is a vast, open landscape with rolling green hills and mountains in the background under a cloudy sky.

Thank you.