

# Hyundai Identity Guidelines

# 2.1 Logo

## Overview

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

The horizontal version is preferred.



### 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.



### 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).

## Horizontal version

### Protection zone and minimum size

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

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

#### Protection zone



#### Minimum size



The minimum horizontal logo width is 20 mm

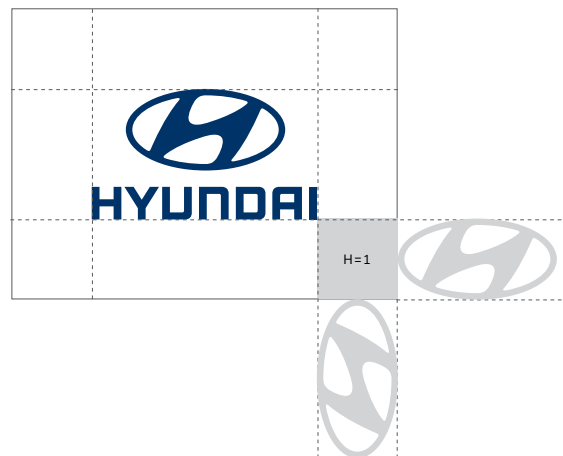
## Vertical version and symbol

### Protection zone and minimum size

A vertical Hyundai logo version is also available. Like the horizontal variant, it consists of a symbol and a wordmark and is presented as a lockup.

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.

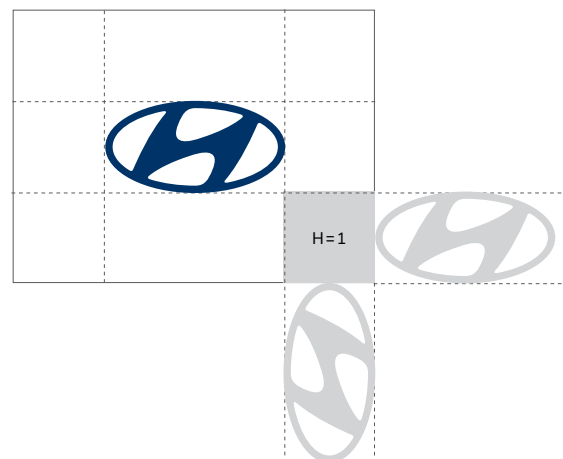
#### Protection zone



#### Minimum size



The minimum vertical logo width is 12 mm



The minimum symbol width is 6 mm

## Color versions

On white



### 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 an image



Reversed



Examples



### The black version

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



### The Hyundai Gold version

- is reserved for premium enhancements only.



## 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.

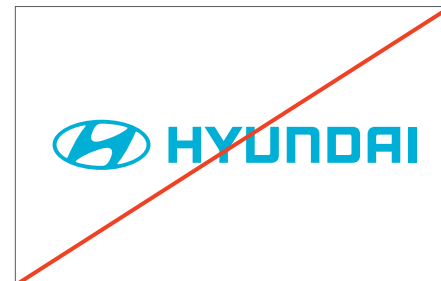
Modifications of proportions, shapes, or colors are not permitted.



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 any other typeface for the logo



Do not use the symbol with any other text content