



Hyundai Motor Company
Identity Design Guide Book

Letter from the President

Dear Friends and Members of the Hyundai Family:

Everyday, each one of us strives for improvement in our work as we collectively take one small step closer on our long journey to strengthen the Hyundai brand and elevate our company into the ranks of the world's most-admired and respected automakers.

Markets are changing and the volume you hold in your hands now is proof that we are keeping pace with the changes. Much work and improvement has gone into the latest revised version of our Corporate Identity Manual. It remains a vitally important key for communicating our image to our customers and business partners—an image that builds confidence and trust in Hyundai as a reliable, quality-oriented and technology-driven company.

Around the world, members of the Hyundai family share a common goal: To work smart and earn the trust and loyalty of our customers. This manual will help you do just that.

My sincerest thanks to the employees and professionals whose hard work contributed to the creation of this latest manual. It is my earnest hope that you and your staff will do your best to respect the guidelines and rules set forth in this manual in our efforts to establish a uniform look and feel to our corporate brand.

November, 2002



Dong-Jin Kim

President & CEO
Hyundai Motor Company

Hyundai Motor Company Symbol Mark & Concept

The corporate symbol is the spearhead that visually conveys Hyundai Motor Company's corporate communication concept, visualizing and communicating the company's image throughout its operations.

The oval signifies Hyundai Motor Company's dynamic operations worldwide, and the animated 'H' signifies handshaking, expressing Hyundai Motor Company's launch into the world with trust and harmony between labor and management, customer and company.



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Basic System (Service)

Application System (Service)

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Symbol Mark	A - 01 - 01	Corporate Symbol Mark
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Logotype	A - 02 - 01	Corporate Logotype
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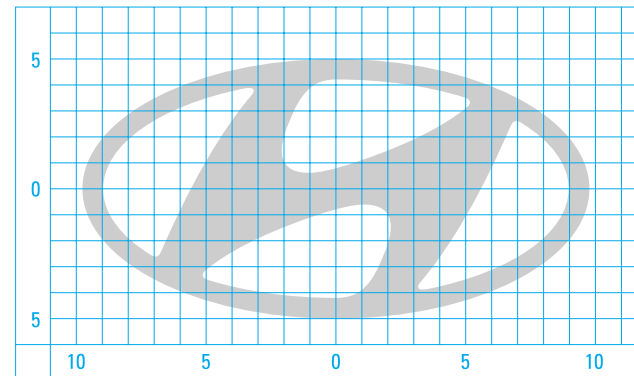
The corporate symbol is the most important visual factor of Hyundai Motor Company's identity. Clarity and consistency of Hyundai Motor Company's symbol is essential to the successful implementation of the Hyundai corporate identity system. Hyundai Motor Company's symbol is never to be altered from the examples in this manual.

Only use the CD-ROM data included in this manual. When unable to use the provided data, precisely reconstruct the corporate symbol using the grid shown below.

Standard Symbol



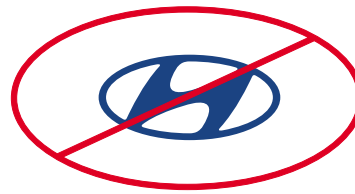
Grid



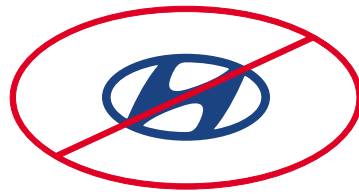
The corporate symbol should be formed according to the rules without any change in color or shape in order to maintain its original image. Some examples of unacceptable modifications and incorrect use are illustrated in the eight misapplications below.



A



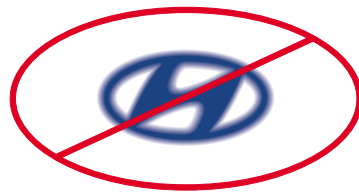
B



C



D



E



F



G



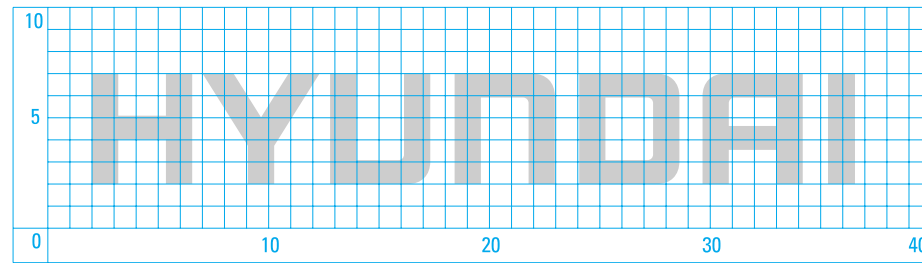
H

- A. Do not alter the ratio of length and width of the symbol.
- B. Do not alter the length of the symbol.
- C. Do not alter the thickness of the symbol.
- D. Do not reproduce in outline.
- E. Do not reproduce with graphic effect, which may reduce the visibility of the symbol.
- F. Do not use non-approved colors.
- G. Do not outline the symbol on a dark background.
- H. Do not use the symbol on complicated patterns or images, which may reduce the visibility of the symbol.

Along with the corporate symbol, the corporate logotype is also one of the most important visual factors of the Hyundai Motor Company identity, along with the corporate symbol. Clarity and consistency of Hyundai Motor Company's logotype are essential to the successful implementation of the Hyundai corporate identity system.

Hyundai Motor Company's logotype is never to be altered from the examples in this manual. Only use the CD-ROM data included in this manual. When unable to use the provided data, precisely reconstruct the corporate symbol using the grid shown below.

HYUNDAI



Full Name Logotype

10a **HYUNDAI MOTOR COMPANY**

8a 7a

The corporate logotype should be formed according to the rules without any change in color or shape in order to maintain its original image. Some examples of unacceptable modifications and incorrect use are illustrated in the eight misapplications below.



A



B



C



D



E



F



G



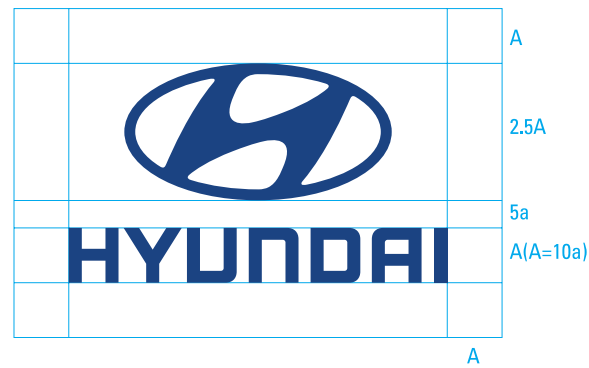
H

- A. Do not alter the ratio of length and width of the symbol.
- B. Do not alter the length of the symbol.
- C. Do not alter the thickness of the symbol.
- D. Do not reproduce in outline.
- E. Do not reproduce with graphic effect, which may reduce the visibility of the symbol.
- F. Do not use non-approved colors.
- G. Do not outline the symbol on a dark background.
- H. Do not use the symbol on complicated patterns or images, which may reduce the visibility of the symbol.

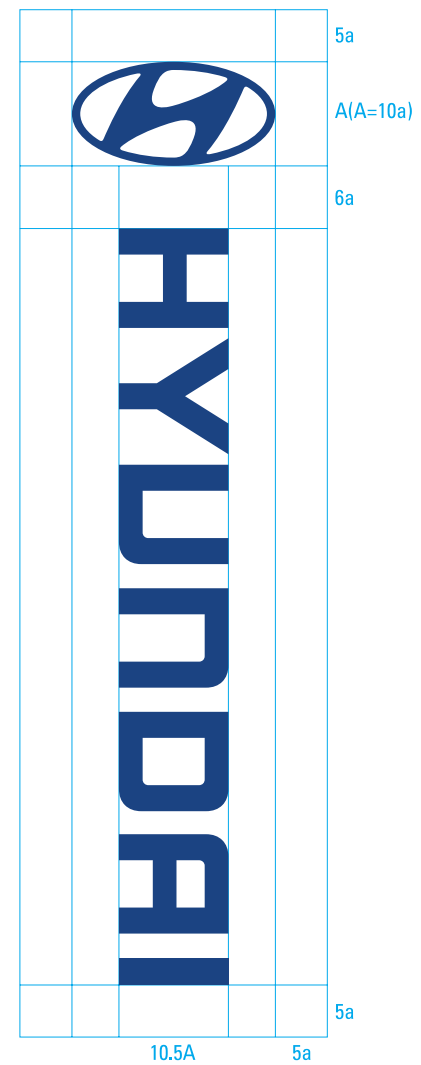
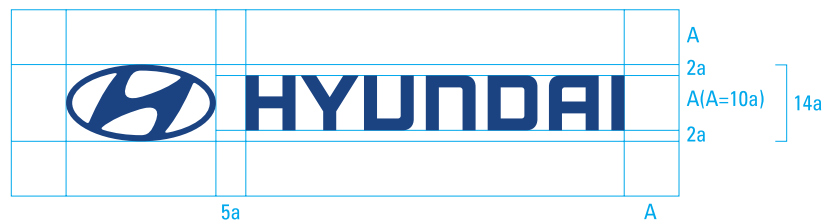
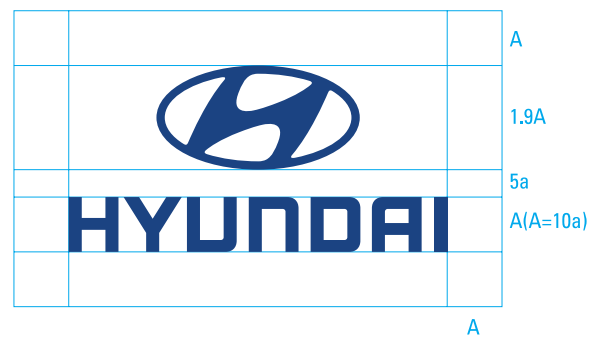
In the basic design systems, a combination of the symbol and the logotype is called a signature, which most effectively conveys the basic elements and qualities of the brand.
 The signature shall be formed with proper space and ratio adjustment between symbol and logotype, so that the signature can be utilized efficiently according

to each application condition.
 Do not use any other images within the clear zones illustrated on the layout shown below.
 Only use the CD-Rom data included in this manual.

Emphasized Symbol



Emphasized Logotype (New)



Hyundai Motor Company's color system plays an important part in symbolizing Hyundai Motor Company and is used throughout various print materials. Therefore it is crucial that it is used according to the rules.

Of the colors that symbolize Hyundai Motor Company, the standard color is HMC Blue, with the

optional HMC Silver, HMC Gold, HMC Light Gray and HMC Dark Gray. The color system is made up of the four color process (CMYK) print, as well as silver and gold. Always follow the rules in the PATONE® Color Formula Guide, and adhere to the four color breakdown shown on this page.



Standard color

HMC Blue



Process Color:
Cyan 100%
Magenta 70%
Black 30%

RGB Color:
R 0, G 40, B 122
00287A

WEB Color:
000066(216 Color)

Secondary colors

HMC Silver



HMC Light Gray



Process Color:
Black 30%

RGB Color:
R199 G201 B199
C7C9C7

WEB Color:
CCCCCC(216 Color)

HMC Gold



HMC Dark Gray



Process Color:
Black 60%

RGB Color:
R100 G102 B102
646666

WEB Color:
666666(216 Color)

The Hyundai Motor Company typeface "Univers" compliments and well suits the corporate symbol and logotype. "Univers" is to be used consistently when inscribing various descriptors such as office name and distributor name to increase and strengthen Hyundai Motor Company's unified image.

* The Corporate Typeface has been altered from "Helvetica" & "Times roman" to "Univers".

Corporate Typeface **Univers 65 Bold (Condensed 90%)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%&?**

Univers 55 Medium (Condensed 90%)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&?

Univers 45 Light (Condensed 90%)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&?

Stationery

- B - 01 - 01 Business Cards
- B - 01 - 02 Letterhead/ Facsimile Message Form
- B - 01 - 03 Envelopes



All business cards are to be produced according to guidelines provided below. Do not alter in any way the position, size and color guidelines when producing business cards.
Only use the CD-ROM data included in this manual.

Typography
Name : Univers Bold / 13 pt / Condensed 95%
Division & Position :
Univers Medium / 7 pt / Condensed 95%
Company Name :
Univers Bold / 9 pt / Condensed 95%
Address : Univers Medium / 7pt / Condensed 95%

Specifications - High grade
Paper quality : Golden Matt 209g or similar paper
Printing method : Offset with resin coating

Specifications - Normal grade
Paper quality : Golden Matt 209g or similar paper
Printing method : Offset



size 90 x 50(mm)

It is essential to follow the guidelines provided below when producing letterheads and facsimile forms to enforce a consistent and coherent image of Hyundai Motor Company. Letterheads and facsimile forms are to be ordered by providing design copies to the printers, using the following examples as reference to color treatment and design.

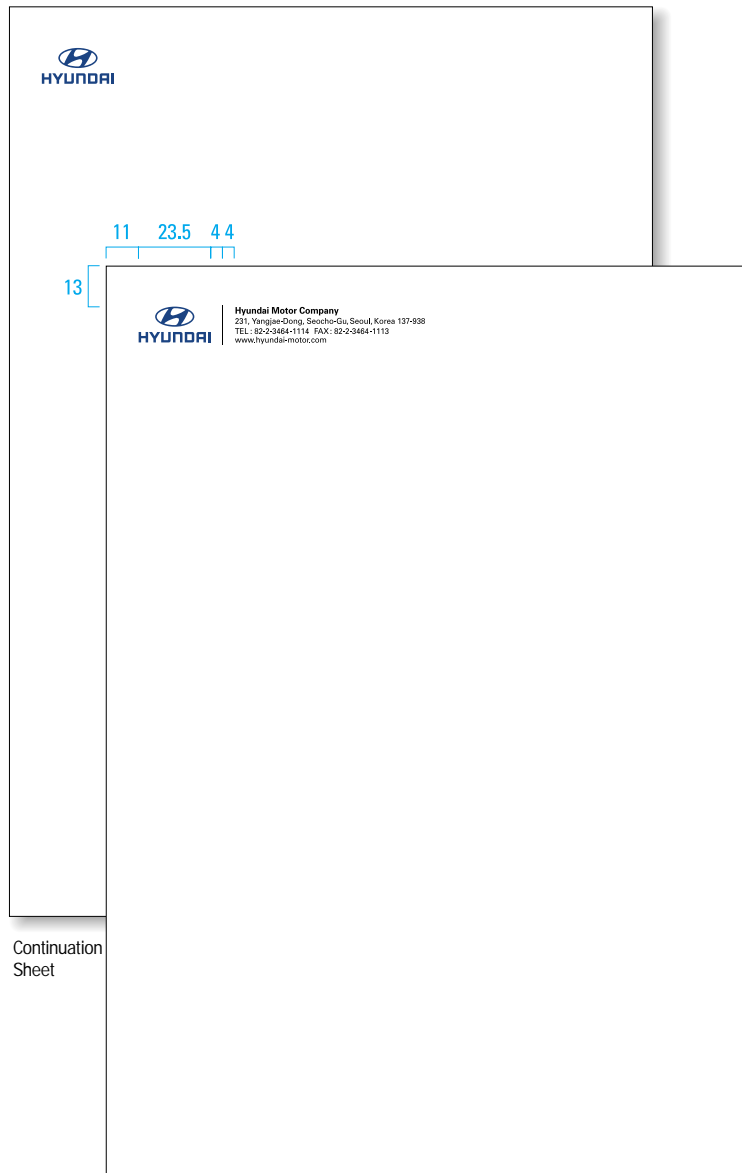
Letterhead

Typography
 Company name :
 Univers Bold / 8.5pt / Condensed 95%
 Address : Univers Medium / 7.5pt / Condensed 95%

Facsimile Form

Typography
 Company name :
 Univers Bold / 8.5pt / Condensed 95%
 Address : Univers Medium / 7.5pt / Condensed 95%

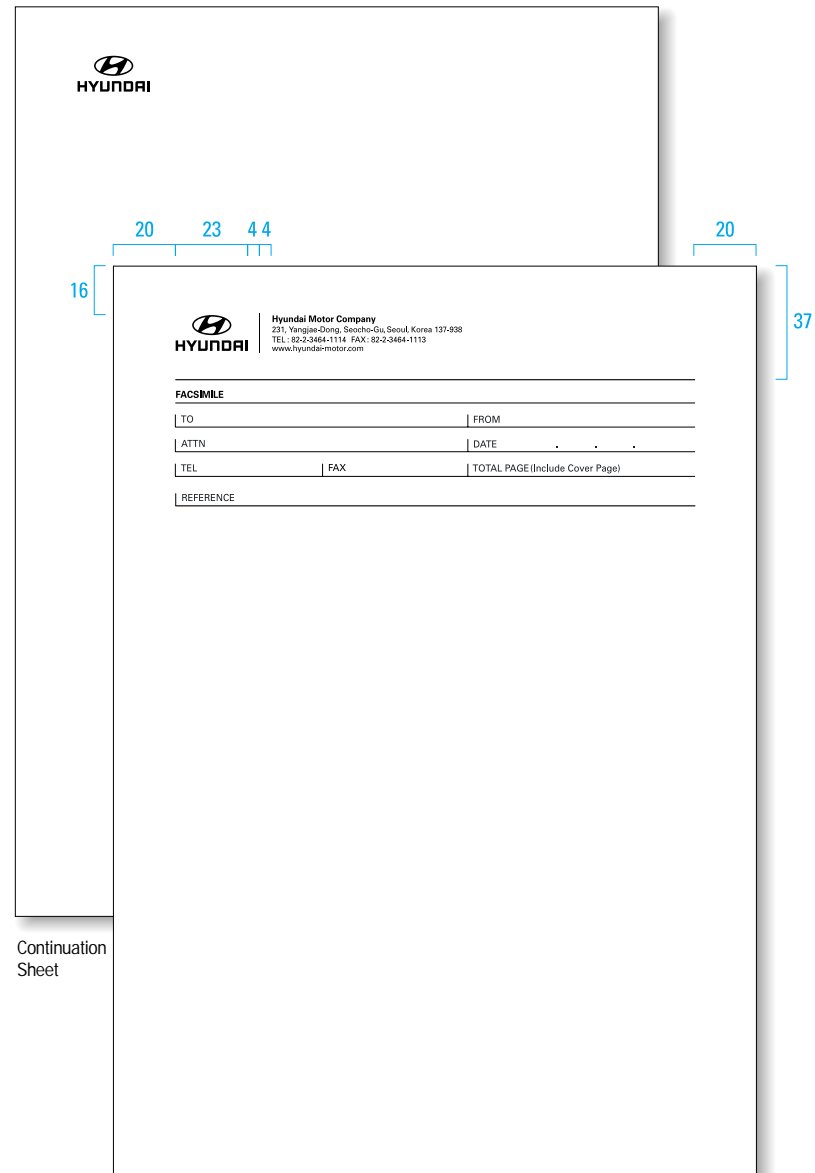
Letterhead



Cover

size 210 x 297(mm)

Facsimile Forms



Cover

size 210 x 297(mm)

It is essential to follow the guidelines provided below when producing envelopes to enforce a consistent and coherent image of Hyundai Motor Company. Envelopes are to be ordered by providing design copies to the printers, using the following examples as reference to color treatment and design.

Typography-Small size

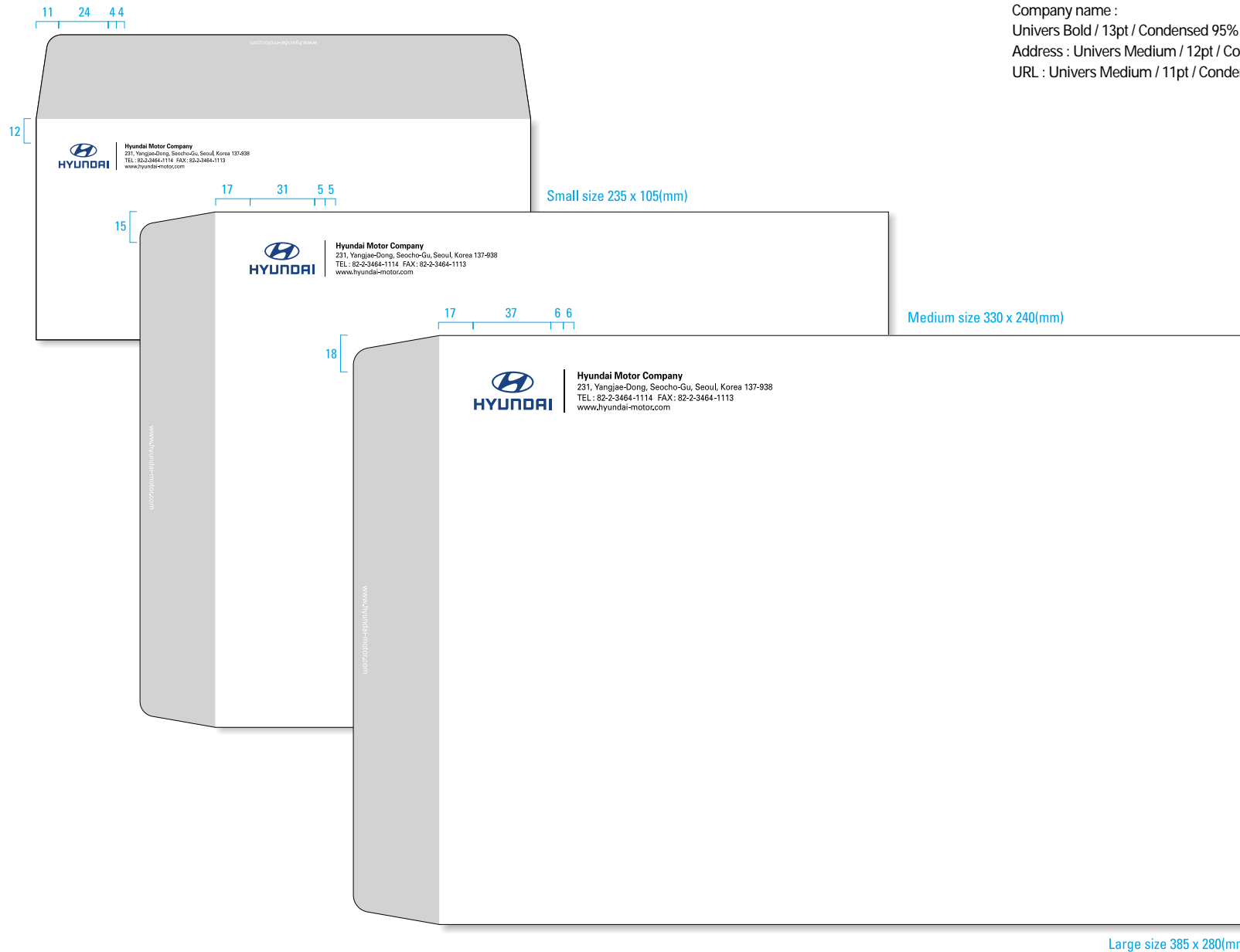
Company name :
 Univers Bold / 8.5pt / Condensed 95%
 Address : Univers Medium / 7.5pt / Condensed 95%
 URL : Univers Medium / 8pt / Condensed 95%

Typography-Medium size

Company name :
 Univers Bold / 11pt / Condensed 95%
 Address : Univers Medium / 10pt / Condensed 95%
 URL : Univers Medium / 10pt / Condensed 95%

Typography-Large size

Company name :
 Univers Bold / 13pt / Condensed 95%
 Address : Univers Medium / 12pt / Condensed 95%
 URL : Univers Medium / 11pt / Condensed 95%



Signage

- B - 02 - 01 Perspective View-1
- B - 02 - 02 Perspective View-2
- B - 02 - 03 Standard Fascia (Horizontal/1:15~1:9)
- B - 02 - 04 Standard Fascia Module
- B - 02 - 05 Fascia Variations (1:5~1:8)
- B - 02 - 06 Fascia Variations Module
- B - 02 - 07 Examples for Different Building Type-1
- B - 02 - 08 Examples for Different Building Type-1-Module
- B - 02 - 09 Examples for Different Building Type-2
- B - 02 - 10 Examples for Different Building Type-3
- B - 02 - 11 Projecting Signs
- B - 02 - 12 Projecting Signs Module
- B - 02 - 13 Projecting Signs and Module
- B - 02 - 14 Channel Signs
- B - 02 - 15 Channel Signs Module
- B - 02 - 16 Image Walls
- B - 02 - 17 Wall Mounted Signs
- B - 02 - 18 Outdoor General Direction Signs
- B - 02 - 19 Outdoor Bulletin Boards
- B - 02 - 20 Pylon
- B - 02 - 21 Outdoor Direction Signs
- B - 02 - 22 Parking Lot Indication Signs
- B - 02 - 23 Rooftop Signs
- B - 02 - 24 Fence Signs
- B - 02 - 25 Indoor General Direction Signs
- B - 02 - 26 Indoor Bulletin Boards
- B - 02 - 27 General Information Boards
- B - 02 - 28 Floor Indication Signs
- B - 02 - 29 Division Signs
- B - 02 - 30 Public Facilities Indication Signs

The identification system of HMC dealer shop is designed to fit various architectural structure of dealer shop buildings and harmonize with the surrounding environment. This illustration is a typical example of a HMC dealer shop showing how each element is used. This typical dealer shop is designed

to give strong confidence and a sense of familiarity with HMC to the customers. Please refer the pages hereafter for detailed information on each element.





As the fascia is the most important part of the sign design system, it is to be made in accordance with the following standards.

The fascia of Hyundai Motor Company has been developed in 2 forms. The standard fascia has a ratio of 1:9 and greater, and the fascia variation has a ratio of 1:8 and smaller.

As the respective conditions of the dealer shops are different, it is vital that the construction and positioning of the fascia is carried out in accordance with the guidelines and instructions contained herein.

The fascia ratio applied must be selected from the following examples and must be complimented by the surrounding environment.

1:9



Dealer name or Distributor name

1:10



1:12



1:15



*Please refer next page

The fascia ratio should be selected with consideration to the surrounding environment. The spacing and positioning of the logo and descriptors must be in accordance with the following rules.

Typography

Dealer name : Univers Bold / Condensed 90%

Specifications

Panaflex

Surface treatment : Apply cut sheets

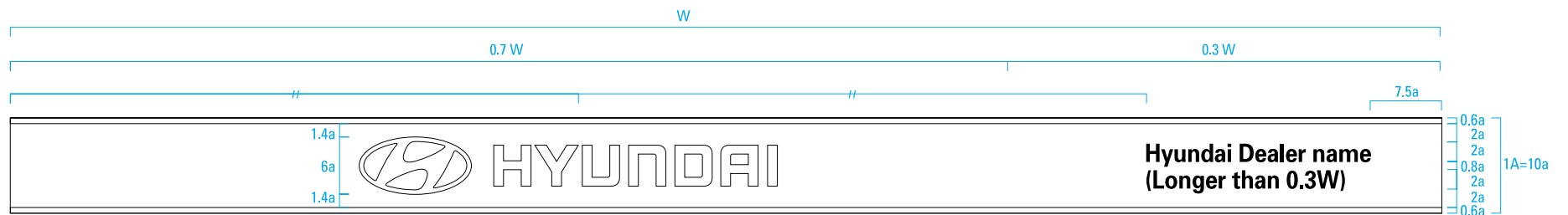
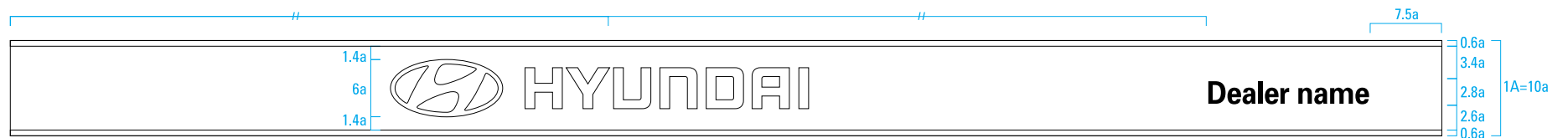
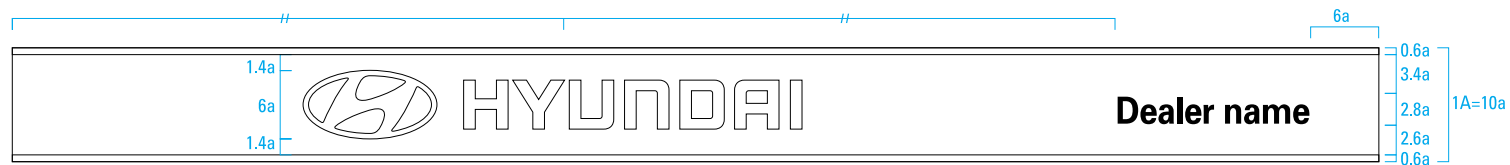
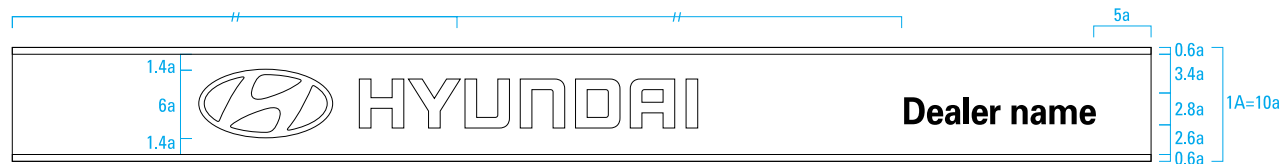
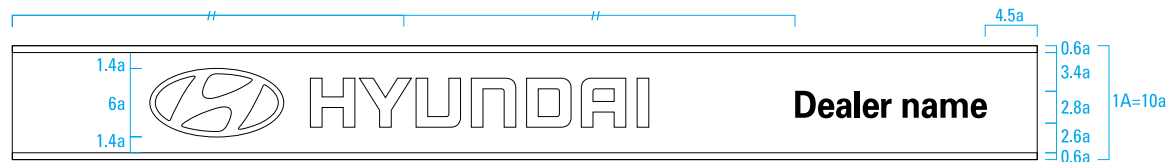
3M 3630-121(PMS 877C)

3M 3630-157(PMS 288C)

Illuminated sign : Fluorescent light

Note : Please use 3M film 3M 3630-121(PMS 877C) /

3M 3630-157(PMS 288C) for illuminated signs.



* W: Width, H: Height M=W/H x 0.5a

* If the dealer name is longer than 0.3W, it must be used in 2 lines. refer beside example for use of "Font".

Installing the standard fascia is ideal. However, if the area is too small to support the standard fascia, variations smaller than 1:8 as shown below may be used.

1:5



1:6



1:7



1:8



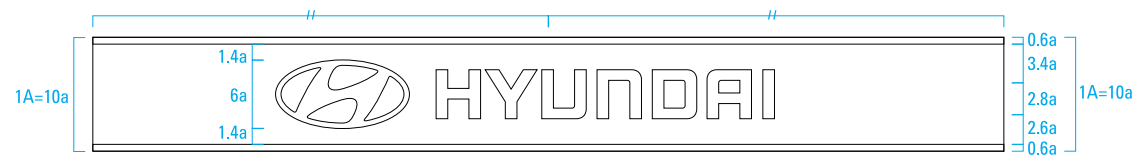
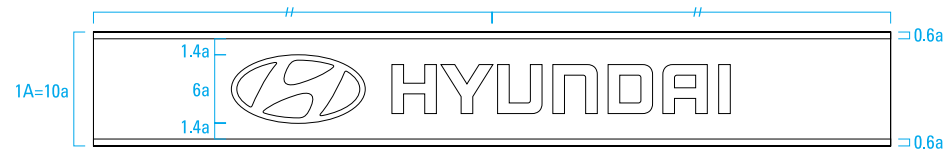
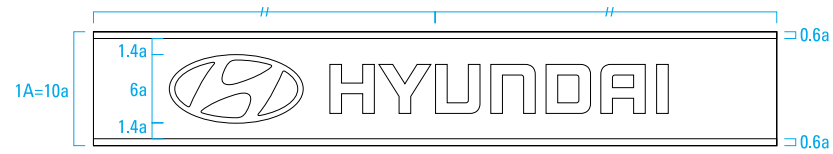
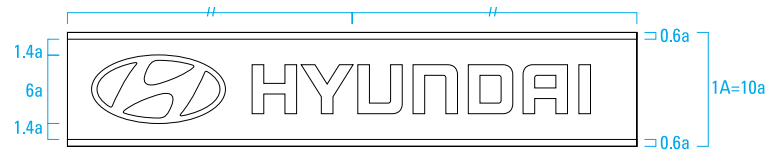
The fascia ratio should be selected with consideration to the surrounding environment. The spacing and positioning of the logo and descriptors must be in accordance with the following rules.

Specifications

Panaflex

Surface treatment : Apply cut sheet
 3M 3630-121(PMS 877C) /
 3M 3630-157(PMS 288C)

Illuminated sign : Fluorescent light



The ratio of length and width greater than 1:20

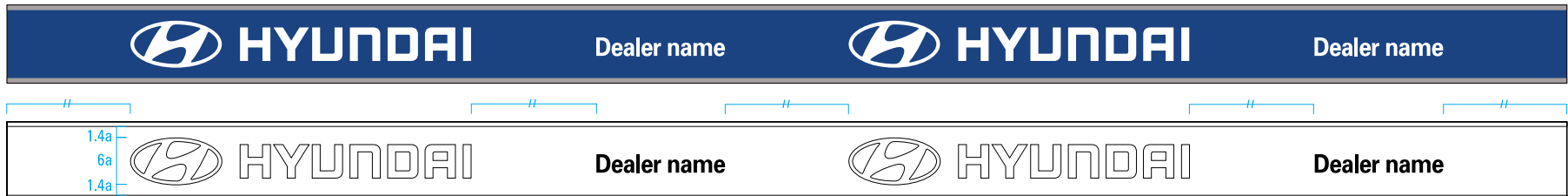
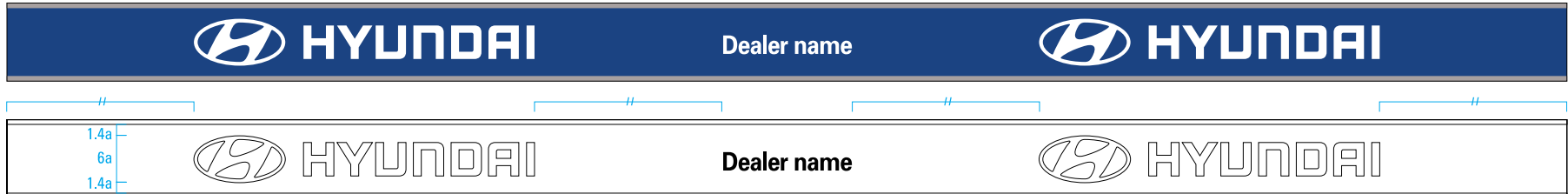
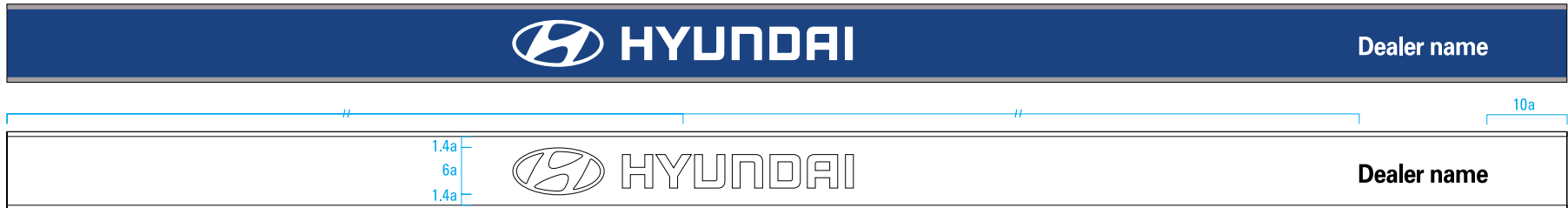


The ratio of length and width greater than 1:20



Here are the examples of fascia module of which the ratio of length and width is greater than 1:20. The fascia design should be selected with consideration to the building structure.

1:20



Use fascia variations if one of the two sides is equal to or smaller than 1:8



Example for use of fascia variation on two sides



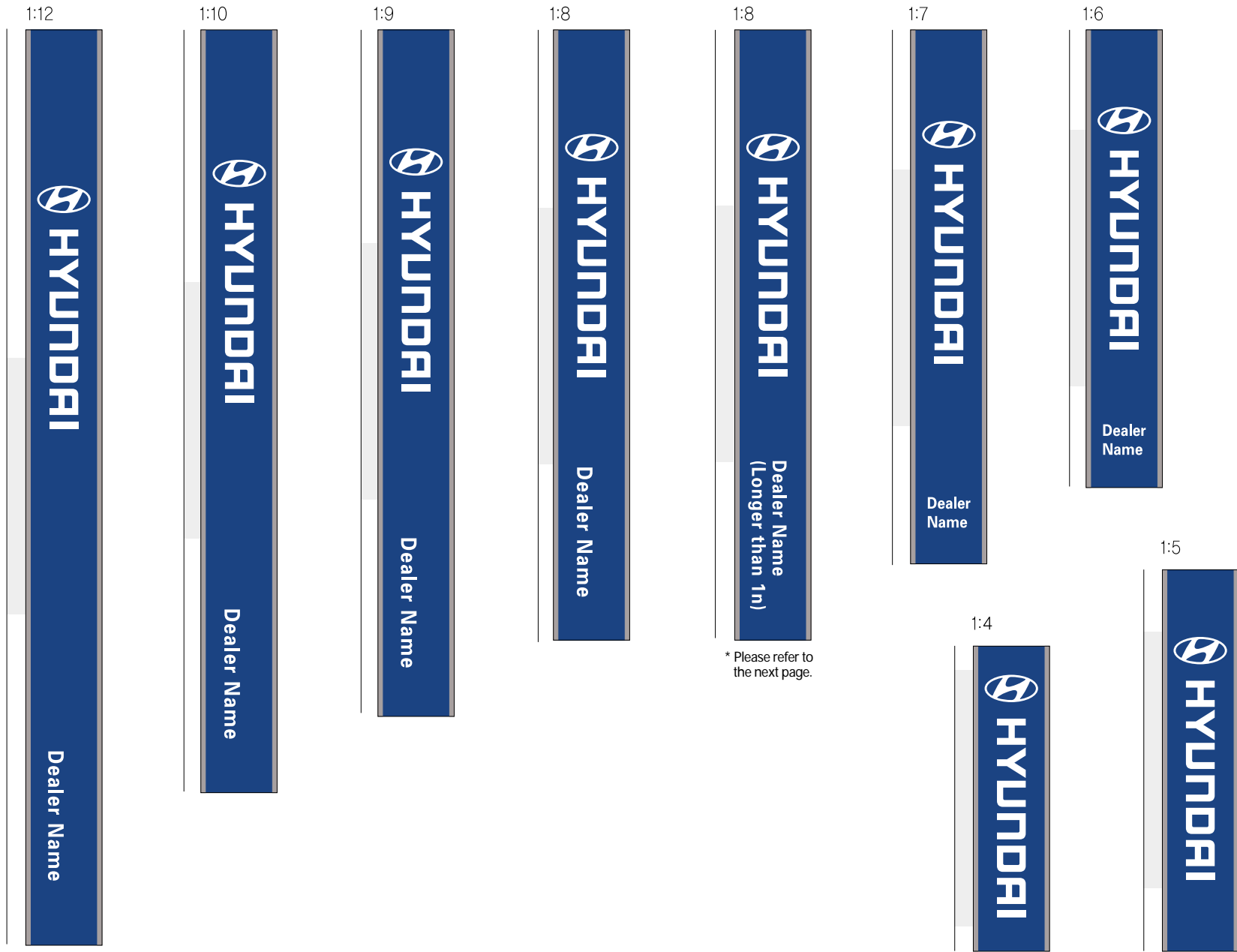
Use fascia variations if one of the three sides is equal to or smaller than 1:8



Example for use of fascia variation on three sides



Projecting signs communicate to pedestrians and drivers the location of Hyundai Motor Company dealer shops, and therefore they must project a consistent and coherent image. Only use the ratios illustrated below.



* Please refer to the next page.

The projecting sign ratio should be selected with consideration to the surrounding environment. The spacing and positioning of the logo and descriptors must be in accordance with the following rules.

Typography

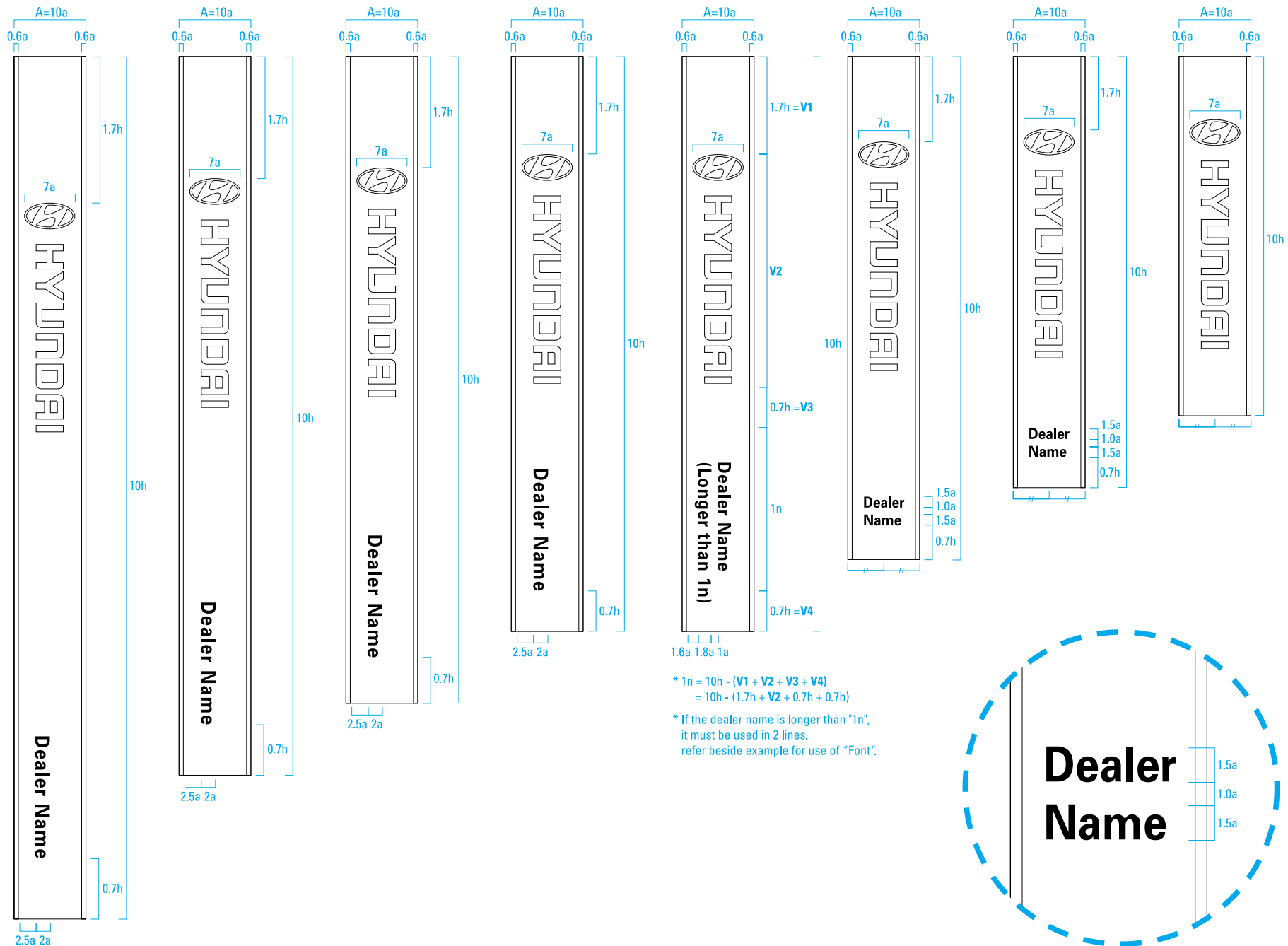
Dealer Name: Univers Bold / Condensed 90%

Specifications

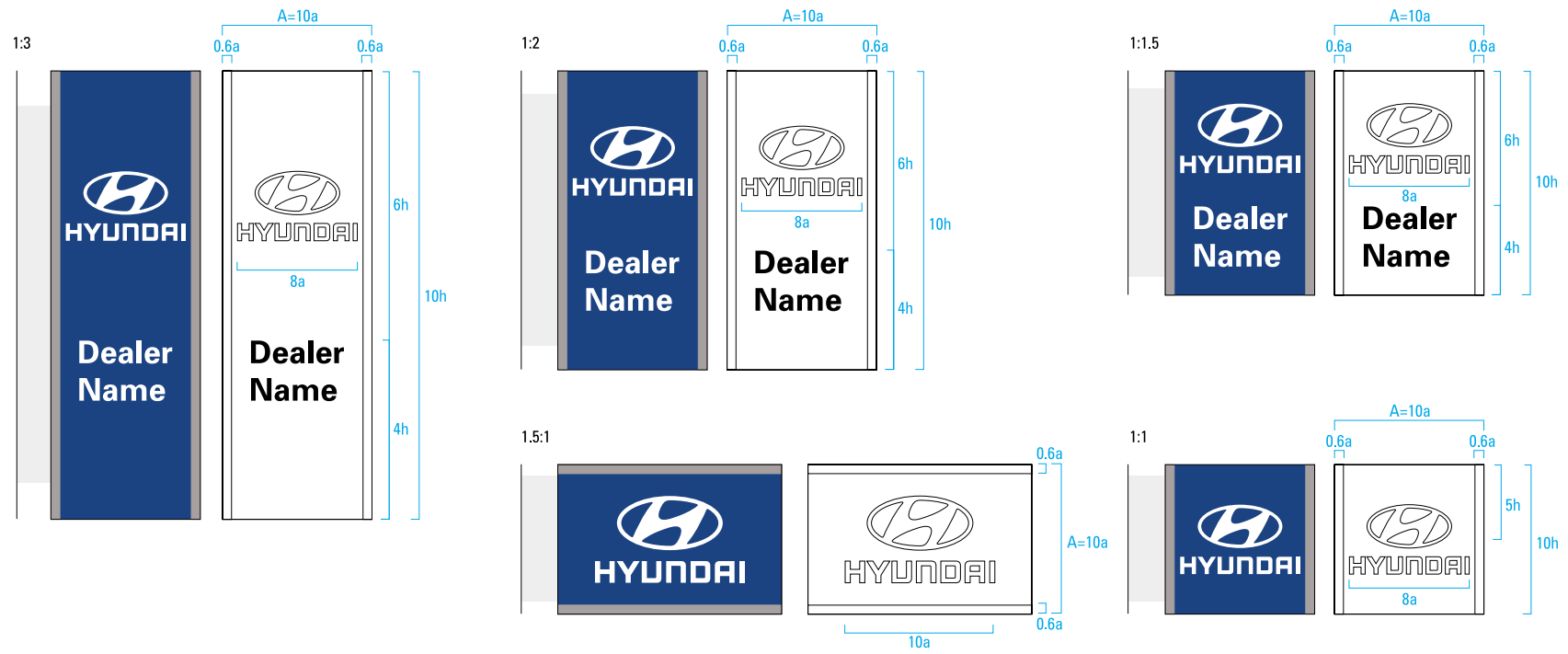
Panaflex

Surfaces treatment : Apply cut sheets
 3M 3630-121(PMS 877C)
 3M3630-157(PMS 288C)

Illuminated signs : Fluorescent light



The ratio of width and height less than 1:3.
 The variation of ratio of width and height greater than 1.5:1 is not recommended.



Channel signs are to be installed when it is impossible or unnecessary to use the fascia sign's background due to building materials. Channel signs are to be installed at the entrance or top of the building and be easily seen by the public. Channel signs must be white when on a dark colored building, and HMC Blue when on a light colored building.



The channel sign ratio should be selected with consideration to the surrounding environment.
The spacing and positioning of the logo must be in accordance with the following rules.

Specifications
Stainless steel
Surfaces treatment : Apply cut sheet, or heat-treat after spray-paint

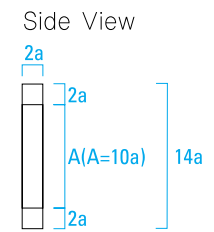
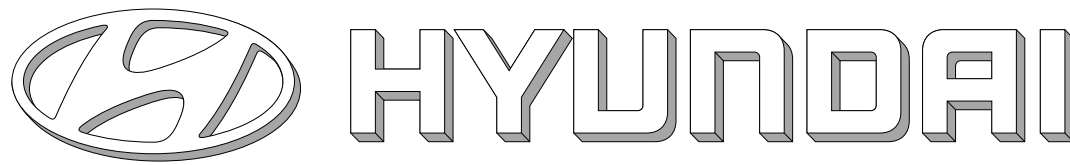
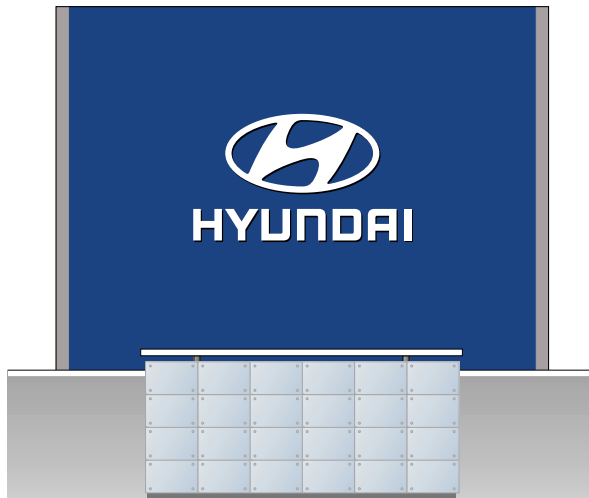


Image walls are installed on dealerships' walls to announce Hyundai Motor Company's presence.

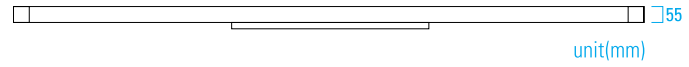
Specifications

Stainless steel

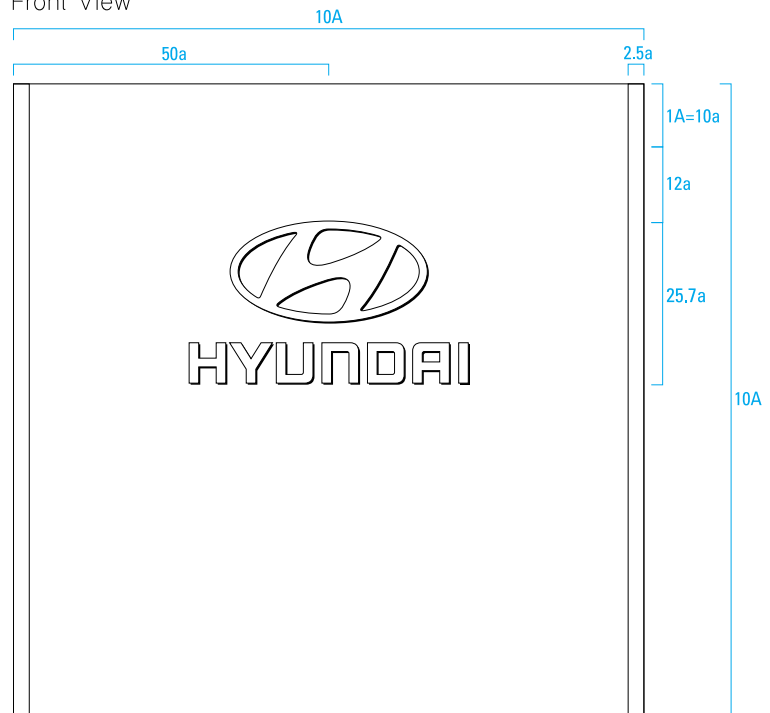
Surfaces treatment : Apply cut sheets, or heat - treat after spray-paint



Top View



Front View



These signs shall be installed on the left or right side of columns or walls of the main entrance of head office and dealerships.
The following examples are to be used as guidelines when installing wall mounted signs.

Specifications

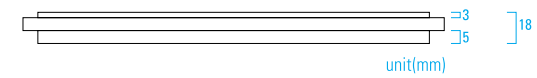
Stainless steel
Surface treatment : Apply cut sheets, or heat-treat after spray-paint

Typography

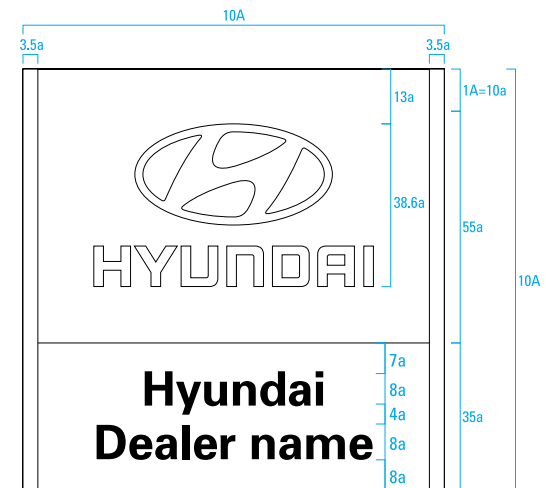
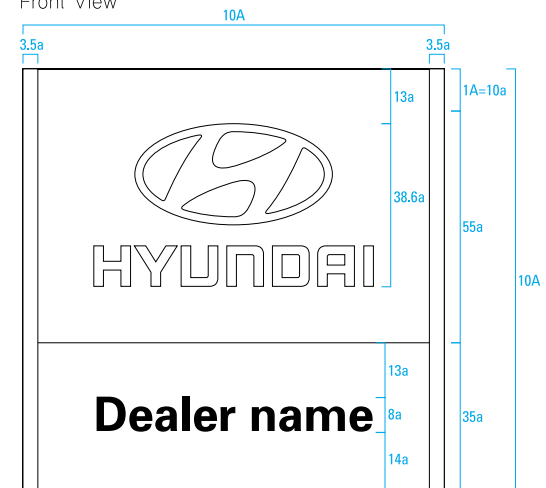
Dealer name: Univers Bold / Condensed 90%



Top View



Front View



These signs shall be installed at the entrance or main driveway of buildings and plants to efficiently show the location of the facilities.

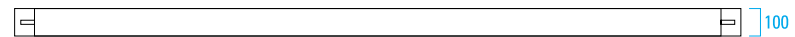
Typography

Dealer name: Univers Bold / Condensed 90%

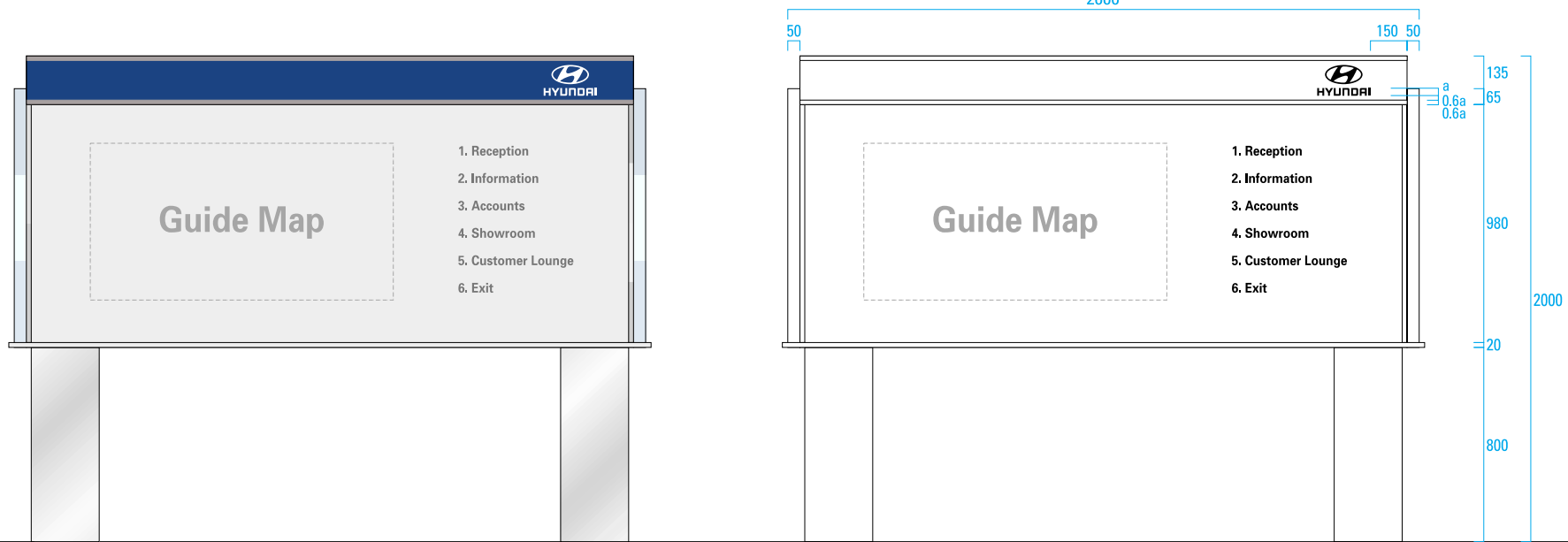
Specifications

Stainless steel / Tempered glass
 Surfaces treatment : Apply cut sheet , or heat-treat after spray-paint

Top View



Front View



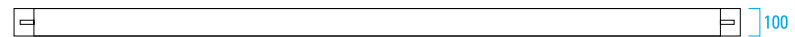
unit(mm)

Place outdoor bulletin boards next to outdoor general direction signs or near the facilities' entrance.

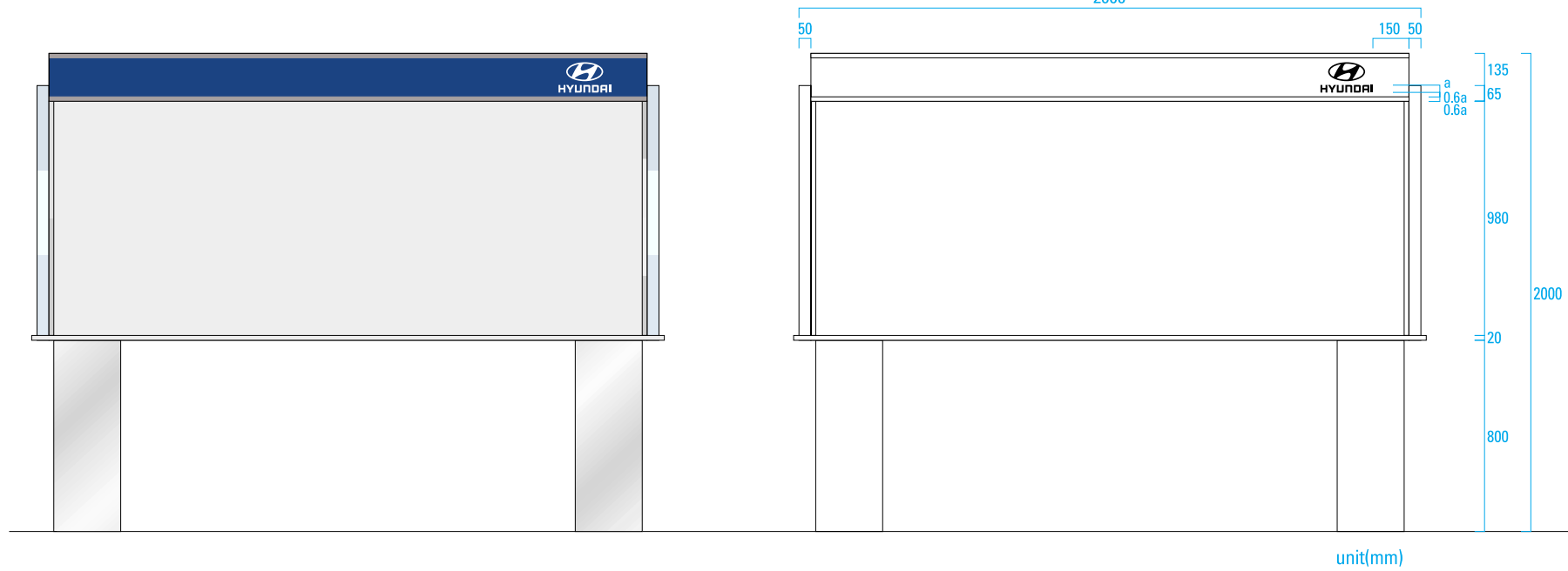
Specifications

Stainless steel/ Tempered glass
Surfaces treatment : Apply cut sheet , or heat-treat after spray-paint

Top View

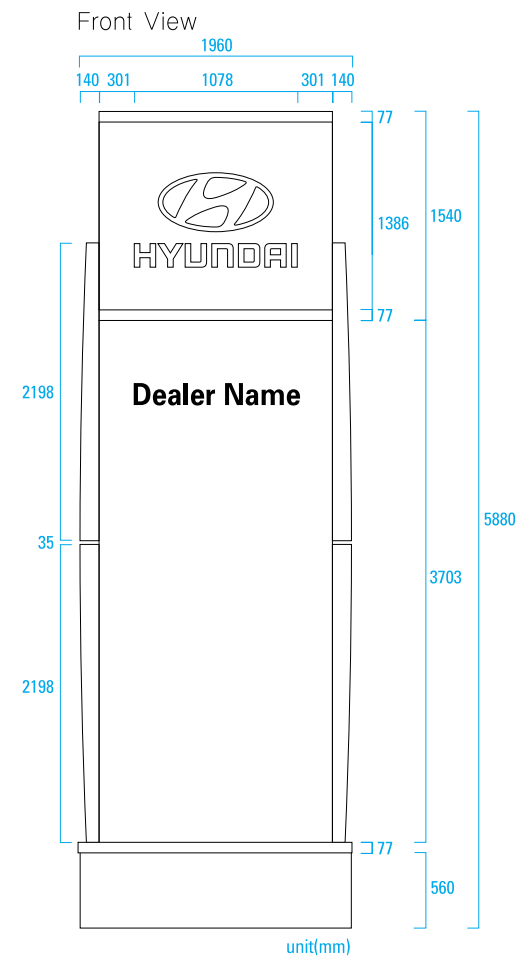
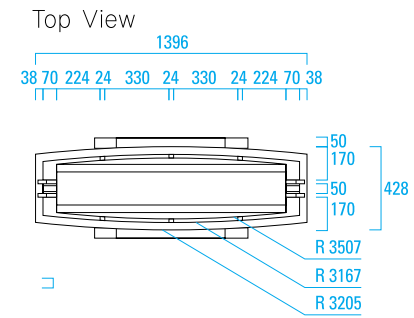


Front View



The pylon is one of the most important signs which is installed in front of the HMC building and it bears more than the sign itself. Pylon should be well-grounded to be in harmony with well-arranged surroundings.

Attention should be given to maintain a clean image because it conveys the strong visual image of trust that the customer feels toward HMC and its dealers.



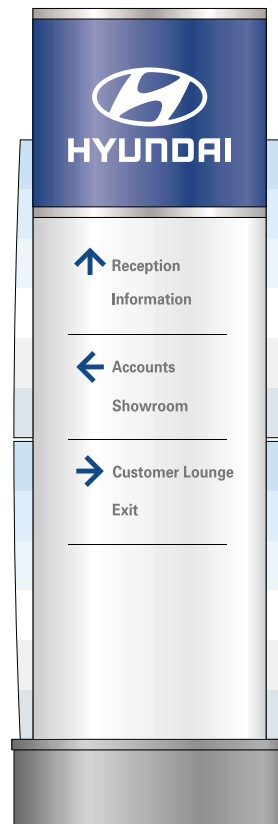
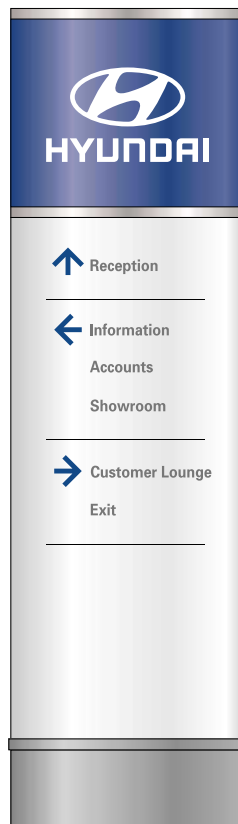
Outdoor direction signs are to be installed at the entrance or main driveway of facilities to efficiently direct the way to various facilities.

Specifications

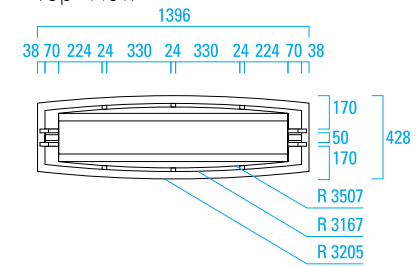
Stainless steel plate/ Tempered glass
 Surface treatment : Apply cut sheet , or heat-treat after spray-paint

Typography

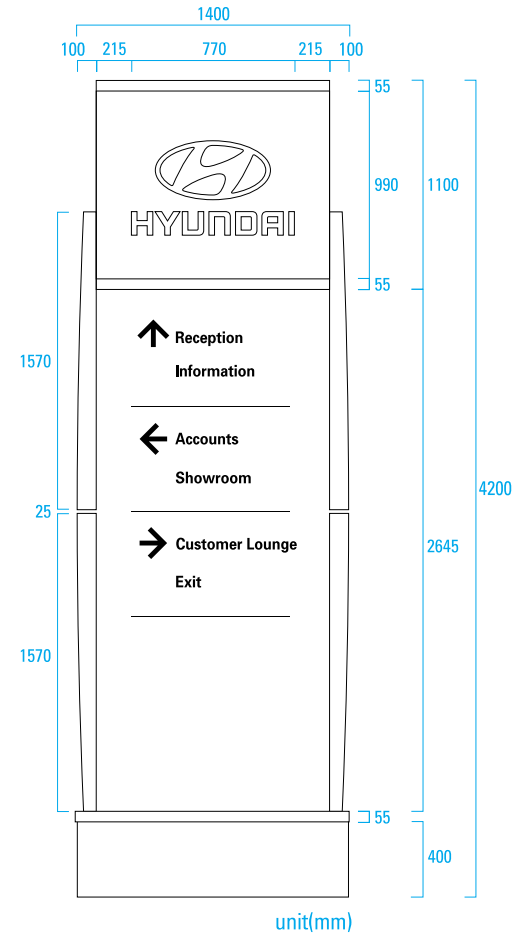
Dealer name: Univers Bold / Condensed 90%



Top View



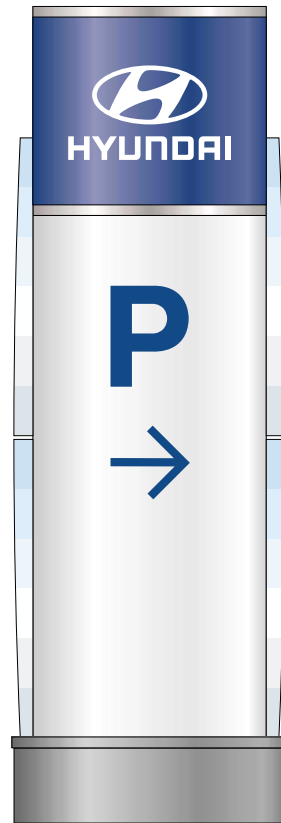
Front View



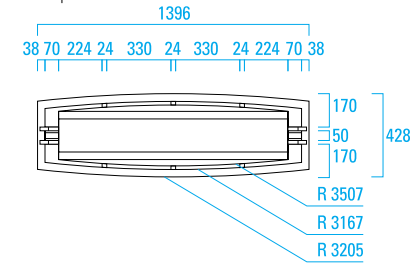
Parking lot indication signs are to be installed near facilities and plants, and are used to indicate the direction of parking lots.

Specifications

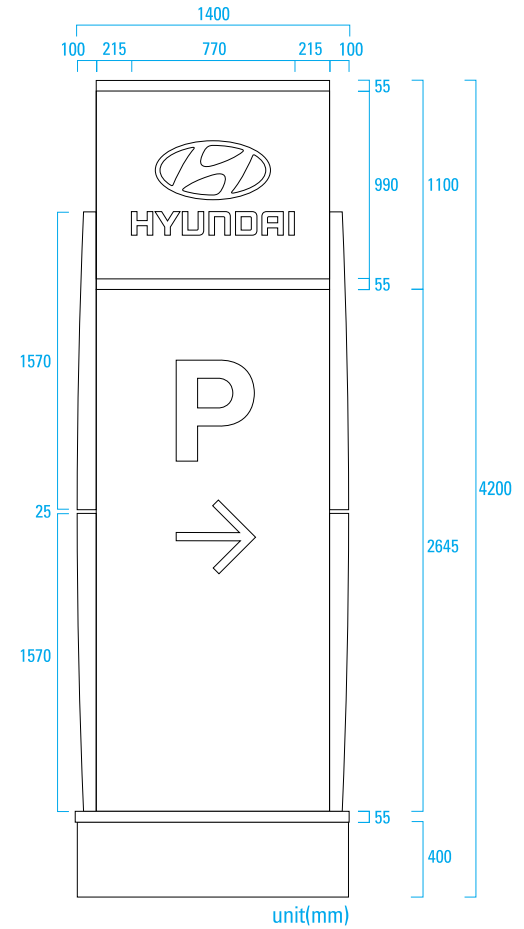
Stainless steel plate / Tempered glass
 Surface treatment : Apply cut sheet , or heat-treat after spray-paint



Top View



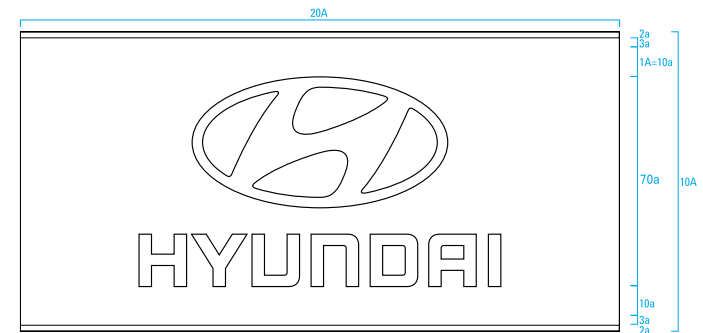
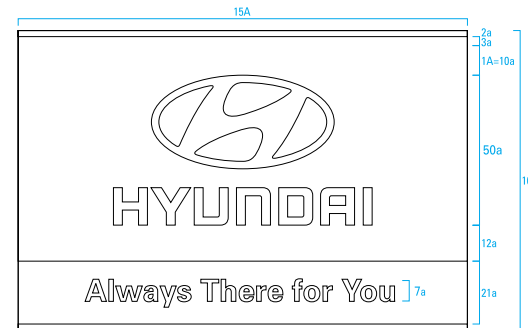
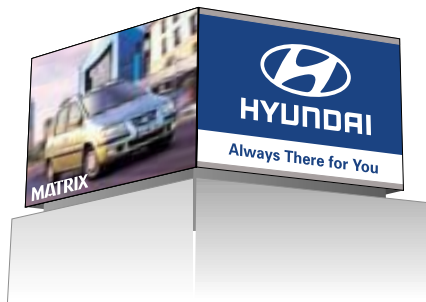
Front View



unit(mm)

Rooftop signs are types of advertising towers that communicate Hyundai Motor Company's image. Rooftop signs are to be installed on the roofs of the main building or plants, as well as other areas judged to have a high level of advertising effect.

Slogans for the rooftop signs may change according to the advertisement concept.



Fence signs are used to display the Hyundai Motor Company identity or its products to the general public at stadiums.

The logotype is to be proportioned to the fence sign size for maximum visibility.



These signs are to be installed in the central lobby for visitors' convenience.

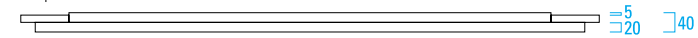
Typography : Univers Bold / Condensed 90%

Specifications

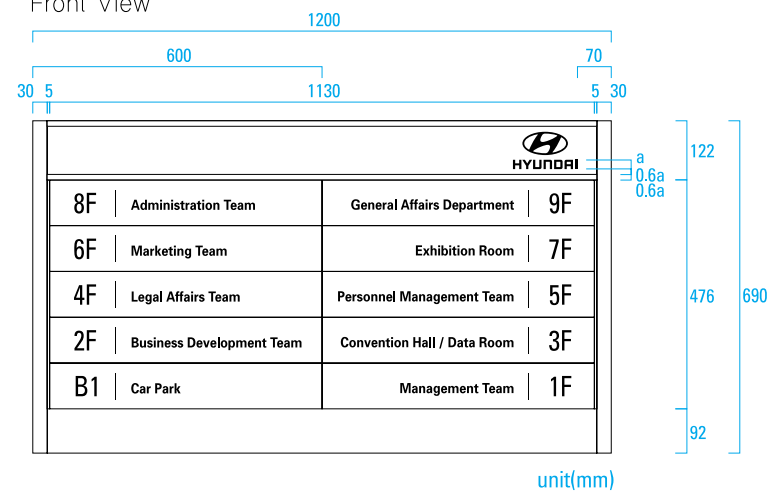
Stainless steel plate / Transparent acryl board
Surface treatment : Apply cut sheets, or silk-screen print

HYUNDAI			
8F	Administration Team	General Affairs Department	9F
6F	Marketing Team	Exhibition Room	7F
4F	Legal Affairs Team	Personnel Management Team	5F
2F	Business Development Team	Convention Hall / Data Room	3F
B1	Car Park	Management Team	1F

Top View



Front View

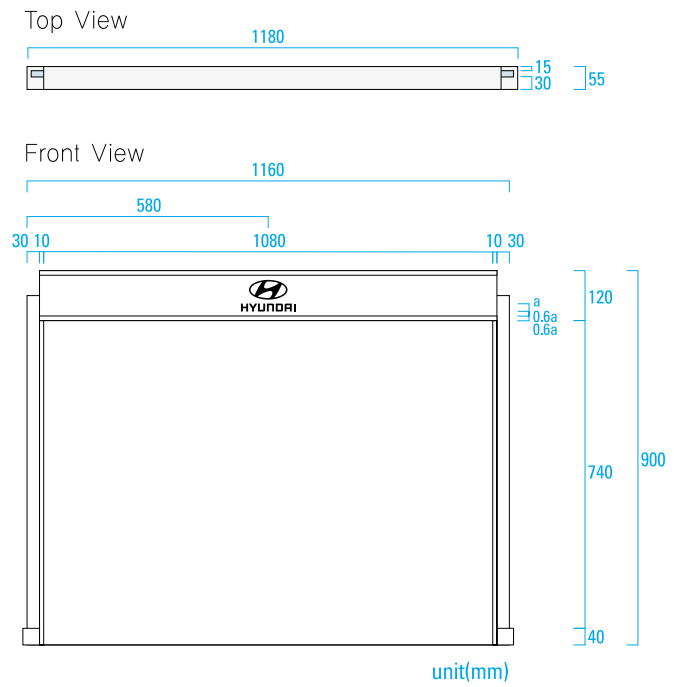
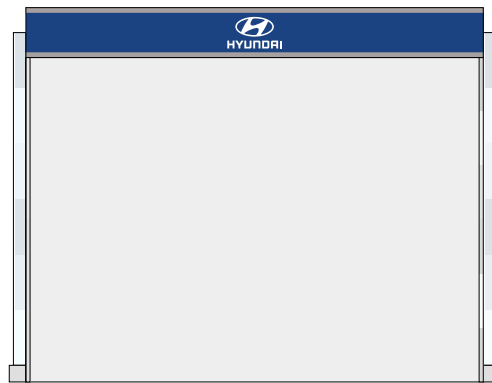


unit(mm)

These signs are to be installed on the wall of the respective facilities in order to provide general notices.

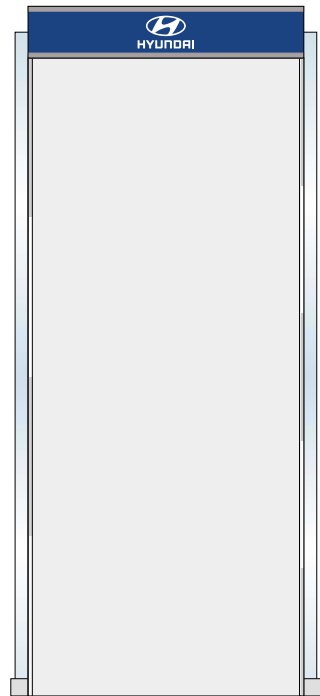
Specifications

Stainless steel plate / Transparent acryl board
 Surface treatment : Apply cut sheets , or silk- screen print

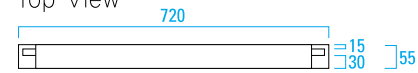


These signs are to be installed on the wall of the respective facilities in order to provide general notices.

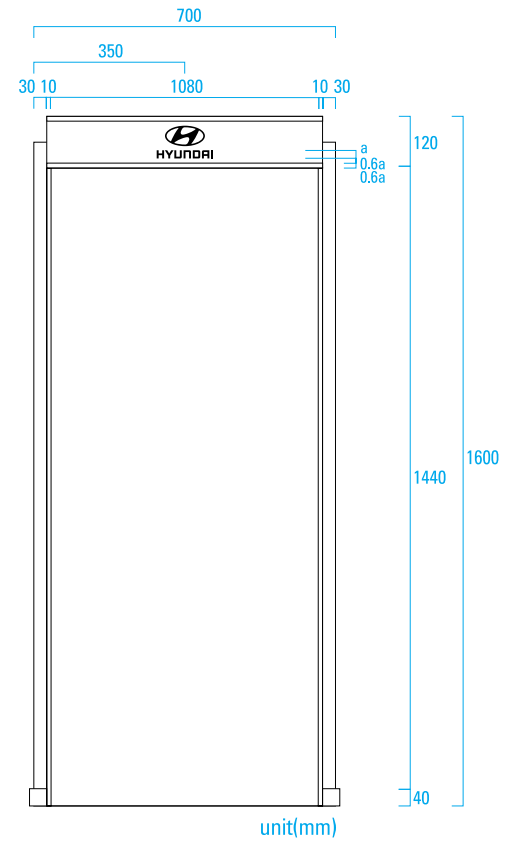
Specifications
 Stainless steel plate / Transparent acryl board
 Surface treatment : Apply cut sheets,
 or silk-screen print



Top View



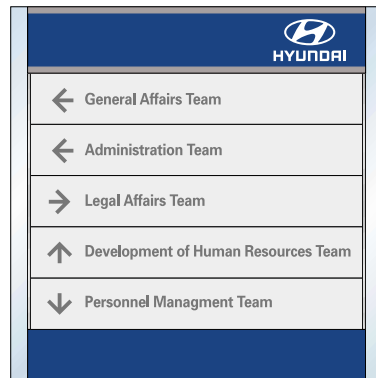
Front View



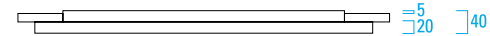
These signs are to be installed on the wall next to the stairways or near elevators for the convenience of employees and visitors.

Specifications
 Stainless steel plate/ Transparent acryl board
 Surface treatment : Apply cut sheets, or silk-screen print

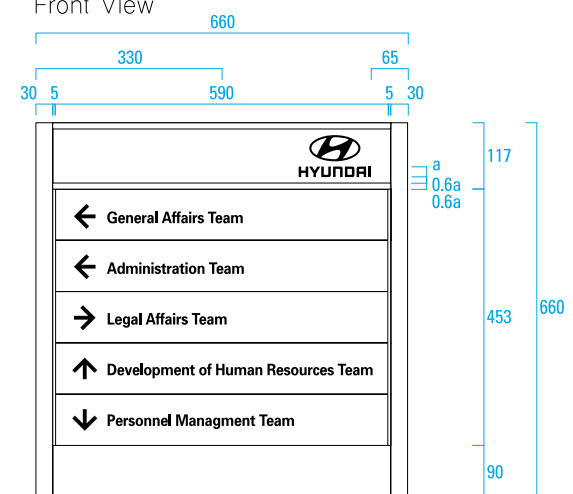
Typography : Univers Bold / Condensed 90%



Top View



Front View



unit(mm)

These signs are to be used to identify divisions.

Typography : Univers Bold / Condensed 90%

Specifications

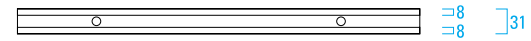
Stainless steel plate/ Transparent acryl board

Surface treatment : Apply cut sheets, or silk-screen print

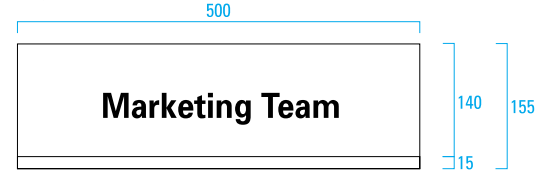
A Type



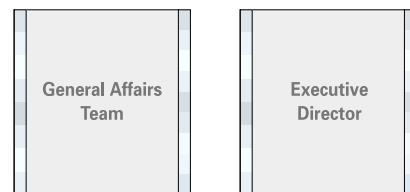
Top View



Front View



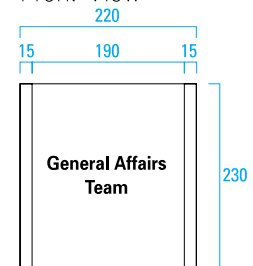
B Type



Top View



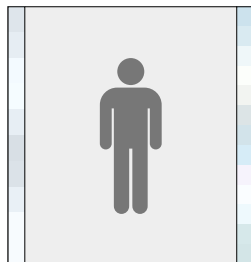
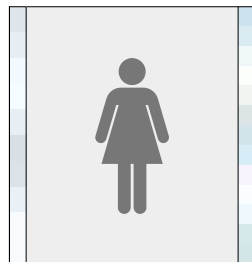
Front View



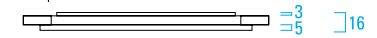
unit(mm)

These signs are to be used to direct and identify the location of public facilities for the convenience and safety of employees and visitors.

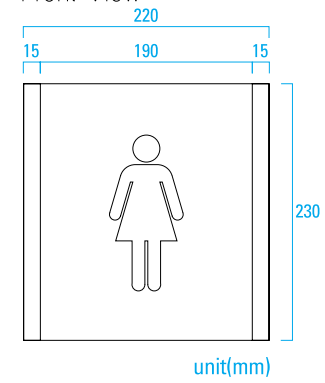
Specifications
Stainless steel plate / Transparent acryl board
Surface treatment : Apply cut sheets, or silk-screen print



Top View



Front View



Vehicles

- B - 03 - 01 Passenger Cars
- B - 03 - 02 Mini Vans
- B - 03 - 03 Mini Buses
- B - 03 - 04 Buses

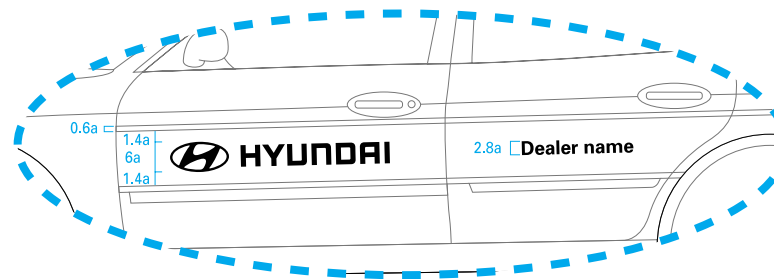
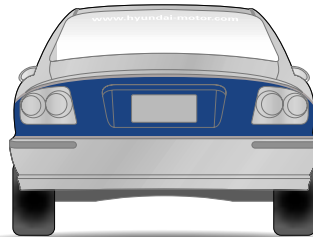
Passenger cars applied with the Hyundai Motor Company logo play an important role as a mobile advertisement medium.
 All Hyundai Motor Company vehicles must be kept in mint condition and painted in accordance with regulations to deliver a consistent corporate image.

White, Silver / HMC Blue or similar colors are recommended for body colors.
 Only use the CD-Rom data included in this manual.

A Type



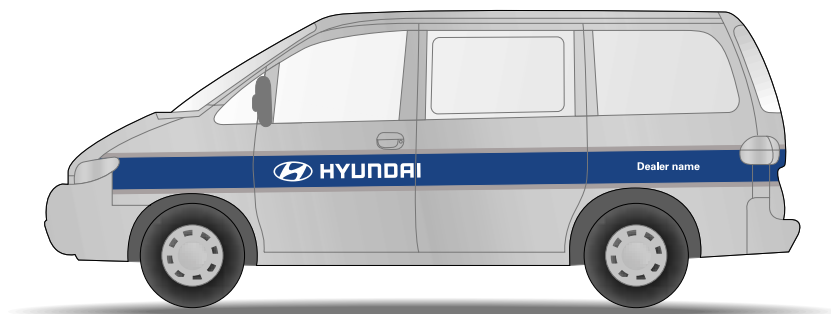
B Type



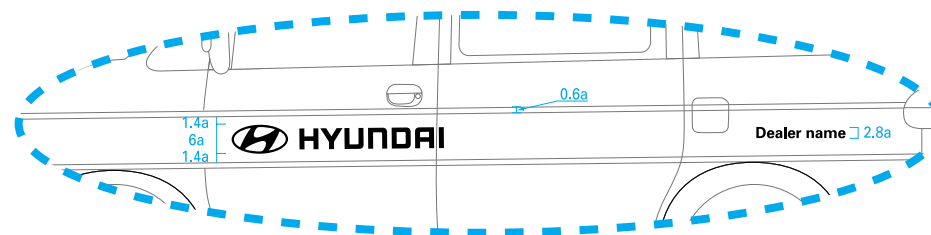
Mini vans applied with the Hyundai Motor Company logo play an important role as a mobile advertisement medium.
 All Hyundai Motor Company vehicles must be kept in mint condition and painted in accordance with regulations to deliver a consistent corporate image.

White, Silver / HMC Blue or similar colors are recommended for body colors.
 Only use the CD-Rom data included in this manual.

A Type



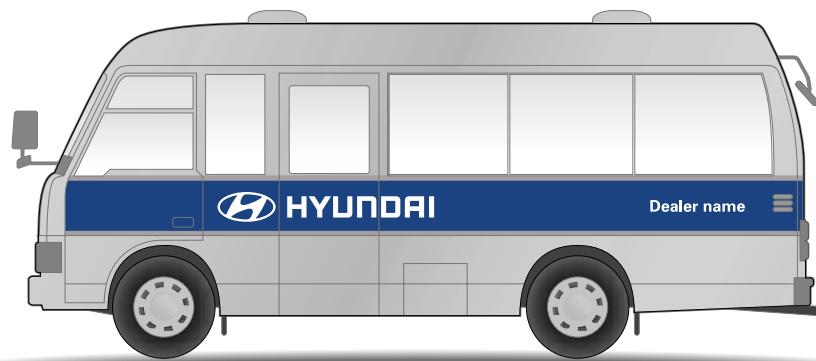
B Type



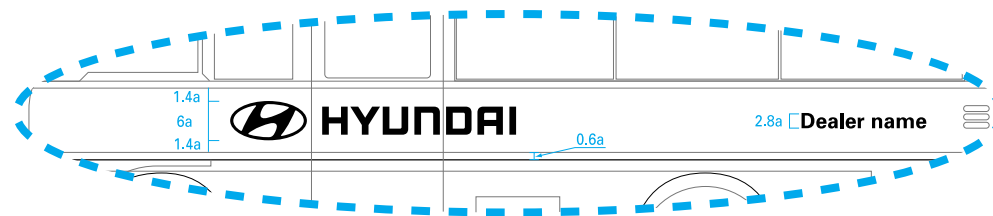
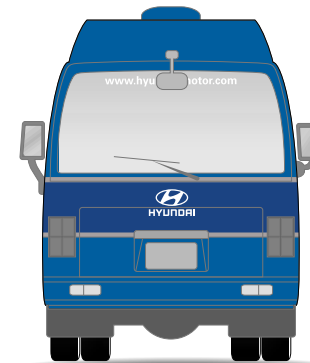
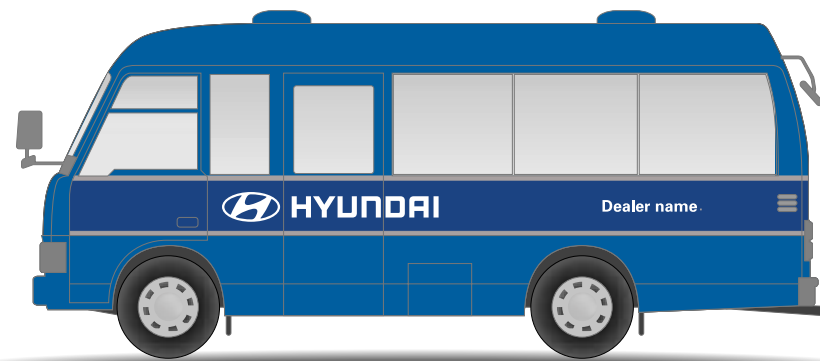
Mini buses applied with the Hyundai Motor Company logo play an important role as a mobile advertisement medium.
 All Hyundai Motor Company vehicles must be kept in mint condition and painted in accordance with regulations to deliver a consistent corporate image.

White, Silver / HMC Blue or similar colors are recommended for body colors.
 Only use the CD-Rom data included in this manual.

A Type



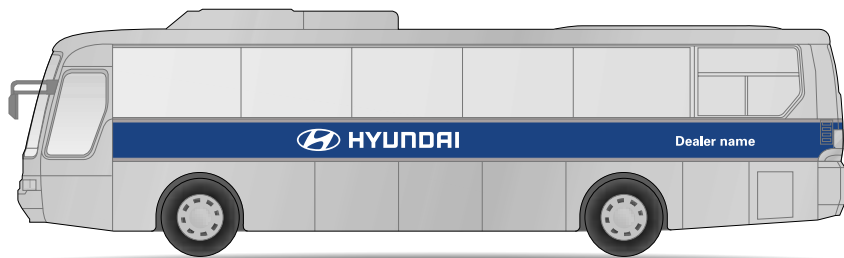
B Type



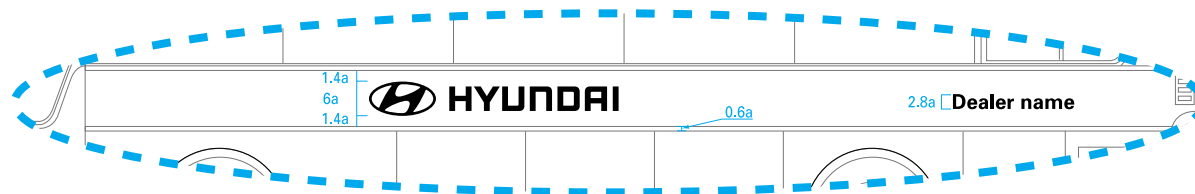
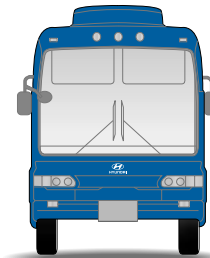
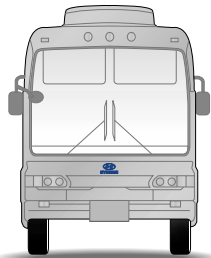
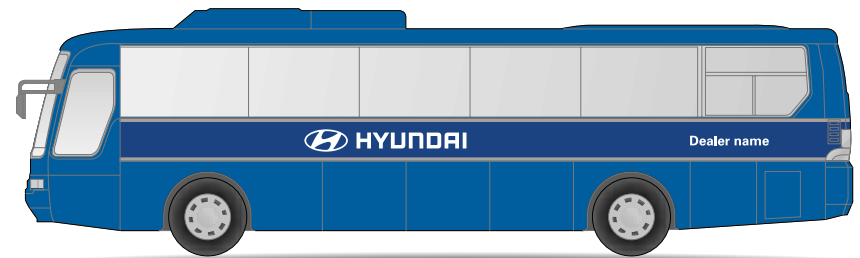
Buses applied with the Hyundai Motor Company logo play an important role as a mobile advertisement medium.
 All Hyundai Motor Company vehicles must be kept in mint condition and painted in accordance with regulations to deliver a consistent corporate image.

White, Silver / HMC Blue or similar colors are recommended for body colors.
 Only use the CD-Rom data included in this manual.

A Type



B Type

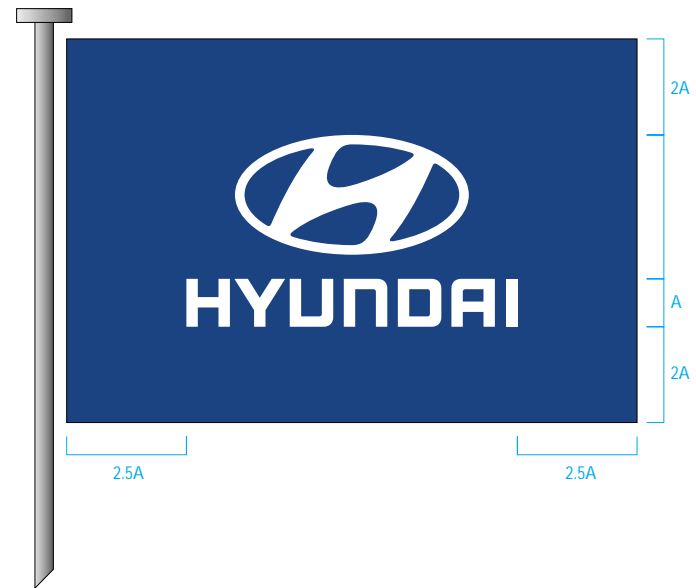
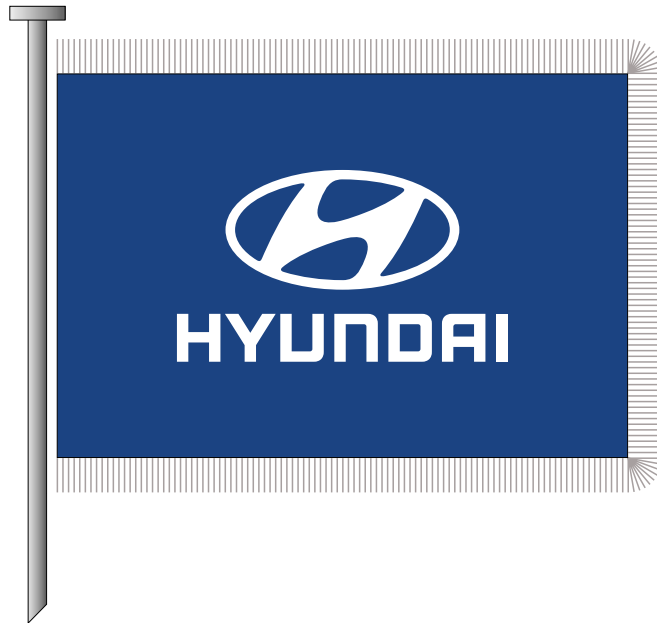


Promotion
Items

- B - 04 - 01 HMC Flags
- B - 04 - 02 Carrier Bags
- B - 04 - 03 Banners

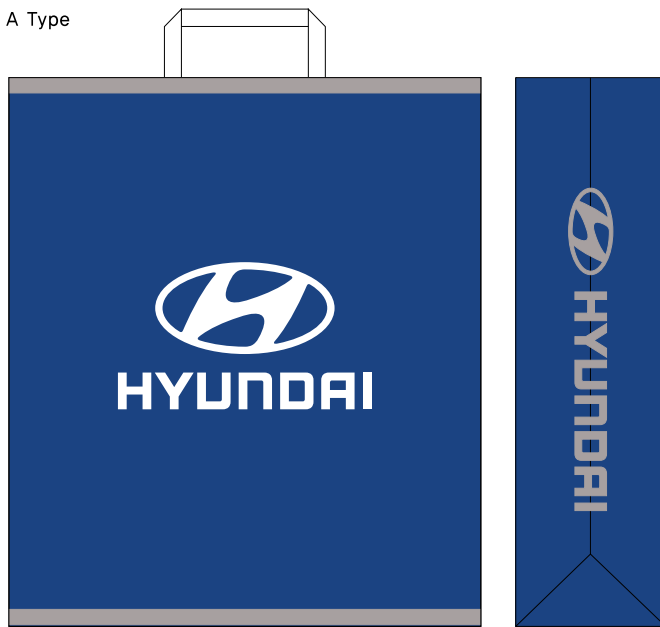


These are official flags of Hyundai Motor Company and are to be properly raised outside or inside of the buildings. The one decorated with silver lace is to be hoisted indoor while the other one without decoration is for outdoor use.

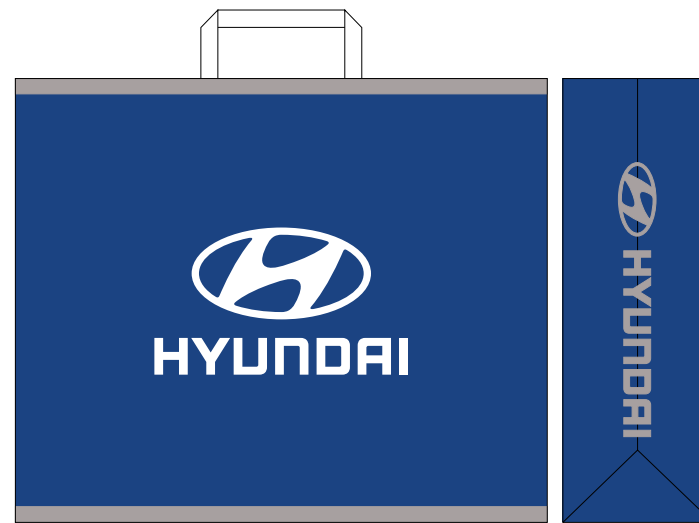


The Hyundai Motor Company carrier bags directly deliver the corporate identity to customers.

A Type



B Type



Banners are effective in delivering Hyundai Motor Company's image to the general public.
Only use the CD-Rom data included in this manual.

A Type

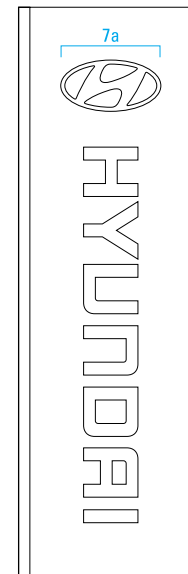


On Silk Printing :
HMC Silver(Pantone 877C)
On Digital Printing :
HMC Light Grey(BK 30%)

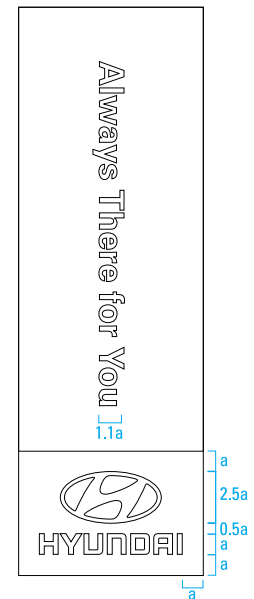
B Type



A Type



B Type



- | Signature | |
|-------------|------------------------------------|
| C - 01 - 01 | Corporate Signature Composition 1. |
| C - 01 - 02 | Corporate Signature Composition 2. |
| C - 01 - 03 | Corporate Signature Composition 3. |
| C - 01 - 04 | Corporate Signature Composition 4. |
| C - 01 - 05 | Corporate Signature Composition 5. |



In the basic design systems, a combination of the symbol and the logotype is called a signature, which most effectively conveys the basic elements and qualities of the brand.

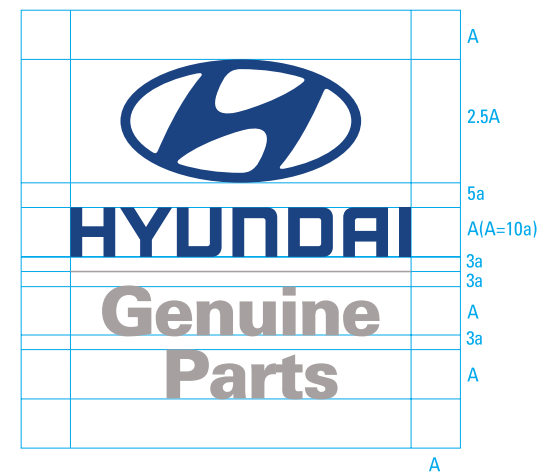
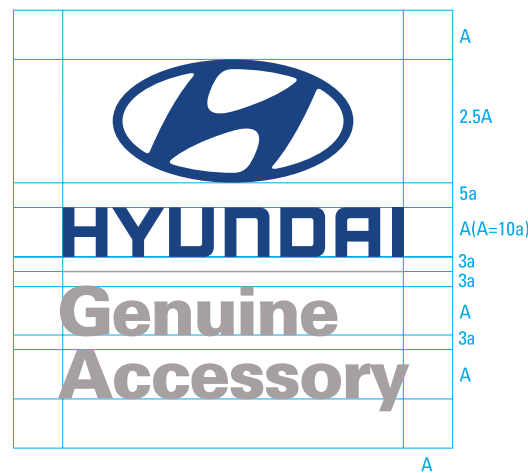
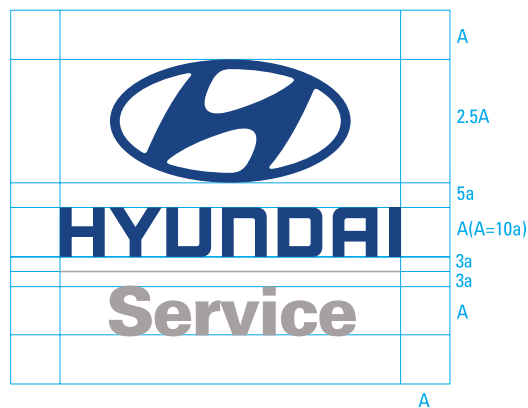
When the signature is used in positive manner (i.e. channel sign), HMC Silver color is used in "Service", "Genuine Accessory" and "Genuine Parts" logotypes. The signature shall be formed with proper space and

ratio adjustment between symbol and logotype, so that the signature can be utilized efficiently according to each application condition.

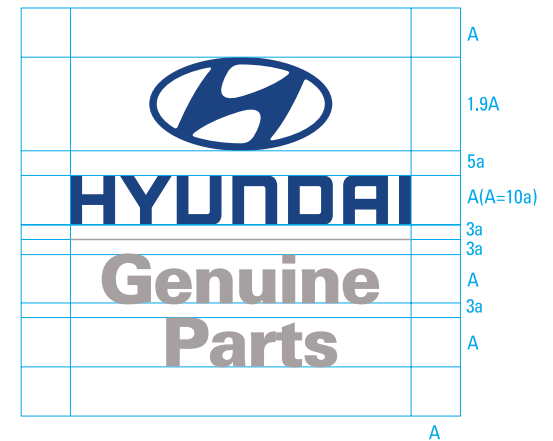
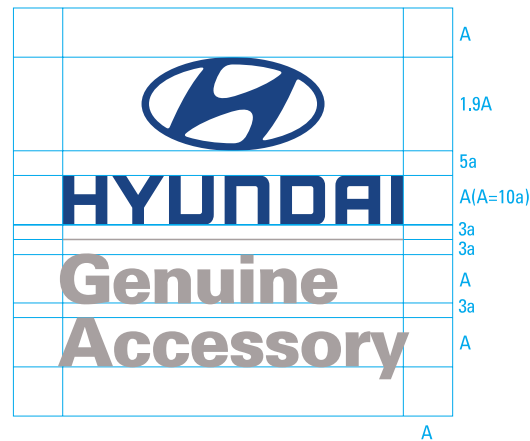
Do not use any other images within the clear zones illustrated on the layout shown below.

Only use the CD-Rom data included in this manual.

Emphasized Symbol




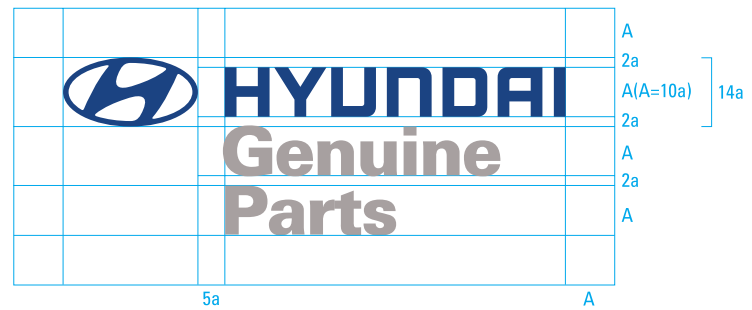
Emphasized Logotype



 **HYUNDAI**
Service



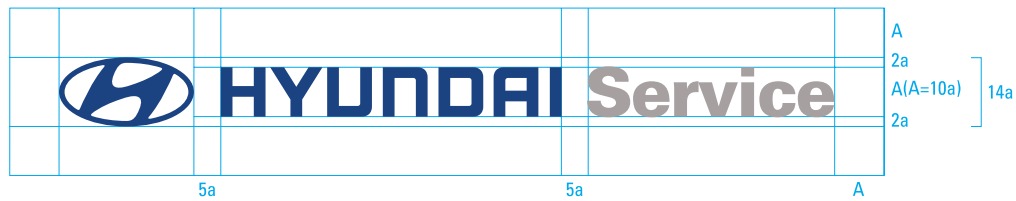
 **HYUNDAI**
Genuine
Parts



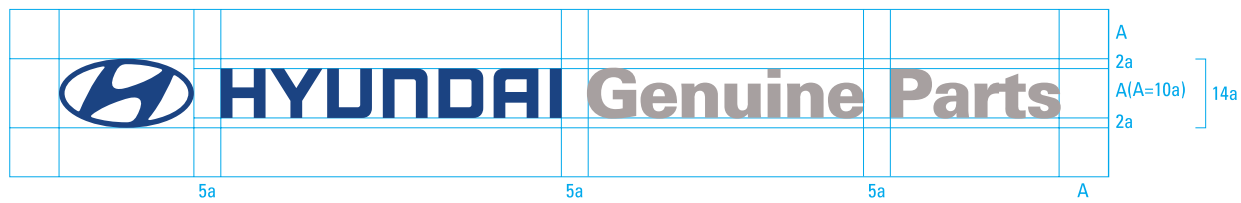
 **HYUNDAI**
Genuine
Accessory



 **HYUNDAI Service**



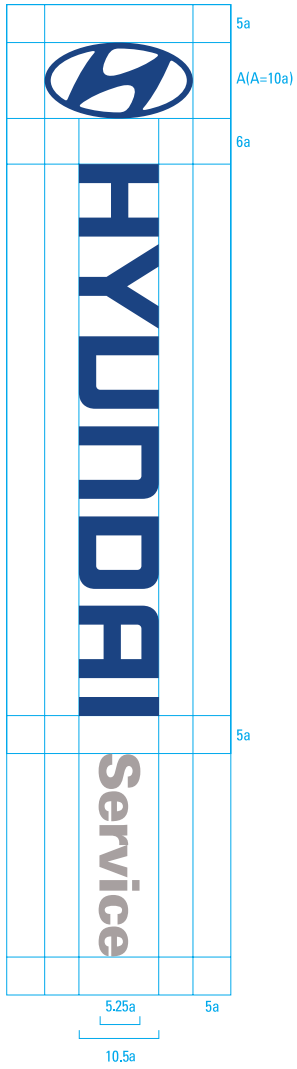
 **HYUNDAI Genuine Parts**



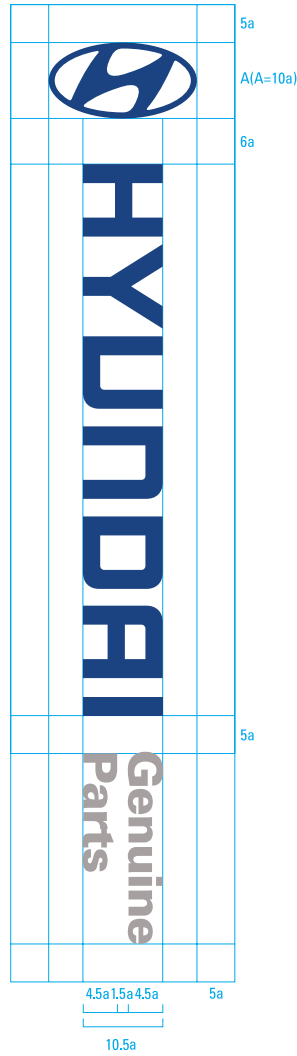
 **HYUNDAI Genuine Accessory**



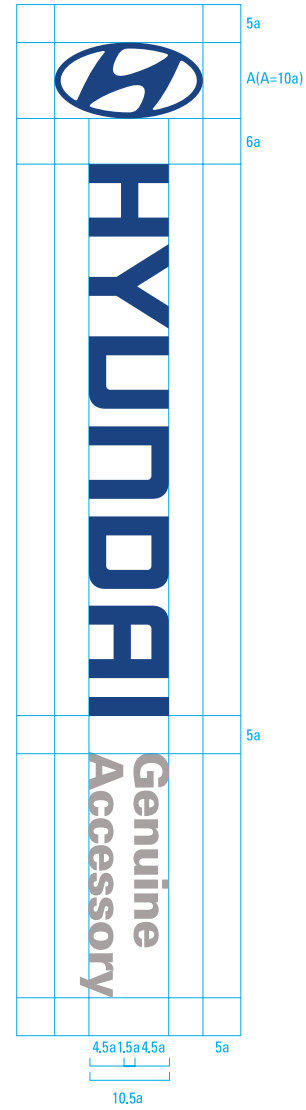

HYUNDAI Service




HYUNDAI Genuine
Parts




HYUNDAI Genuine
Accessory



Signage

- D - 01 - 01 Perspective View
- D - 01 - 02 Standard Fascia (Horizontal)
- D - 01 - 03 Standard Fascia Module
- D - 01 - 04 Examples for Different Building Type-1
- D - 01 - 05 Examples for Different Building Type-2
- D - 01 - 06 Projecting Signs
- D - 01 - 07 Projecting Signs Module
- D - 01 - 08 Projecting Signs and Module
- D - 01 - 09 Channel Signs
- D - 01 - 10 Wall Mounted Signs
- D - 01 - 11 Pylon
- D - 01 - 12 Outdoor Direction Signs
- D - 01 - 13 Parking Lot Indication Signs

The identification system of HMC Service workshop is designed to fit various architectural structure of workshop buildings and harmonize with the surrounding environment. This illustration is a typical example of a HMC Service workshop showing how

each element is used. This typical workshop is designed to give strong confidence and a sense of familiarity with HMC Service to the customers. Please refer the pages hereafter for detailed information on each element.



As the fascia is the most important part of the sign design system, it is to be made in accordance with the following standards.

The fascia of Hyundai Motor Company has been developed in 2 forms.

The standard fascia has a ratio of 1:9 and greater, and the fascia variation has a ratio of 1:8 and smaller. When the ratio of width and length is less than 1:7.5, the word "Service" shall be eliminated due to the limit of fascia length. In this case, please refer to the fascia variations in page B-02-04.

As the respective conditions of the service shops are different, it is vital that the construction and positioning of the fascia is carried out in accordance with the guidelines and instructions contained herein.

The fascia ratio applied must be selected from the following examples and must be complimented by the surrounding environment.

1:7.5



1:9



1:10



1:12



Dealer name

Dealer name or Distributor name

1:15



Dealer name



Hyundai Dealer name
(Longer than 0.3W)

*Please refer next page

The fascia ratio should be selected with consideration to the surrounding environment. The spacing and positioning of the logo and descriptors must be in accordance with the following rules.

Typography

Dealer name : Univers Bold / Condensed 90%

Specifications

Panaflex

Surface treatment : Apply cut sheets

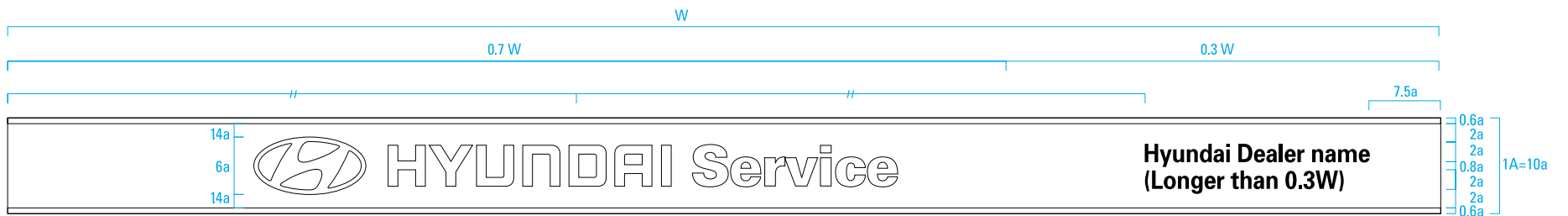
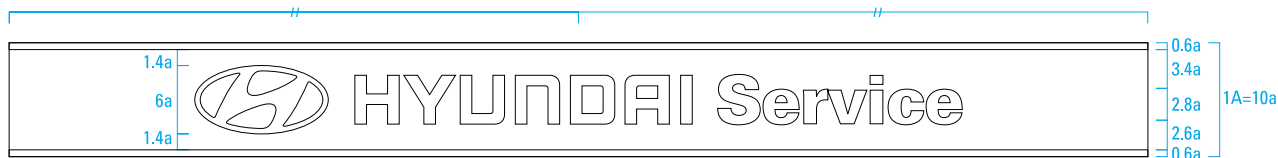
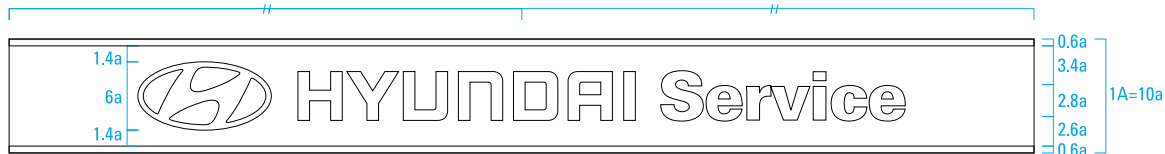
3M 3630-121(PMS 877C)

3M 3630-157(PMS 288C)

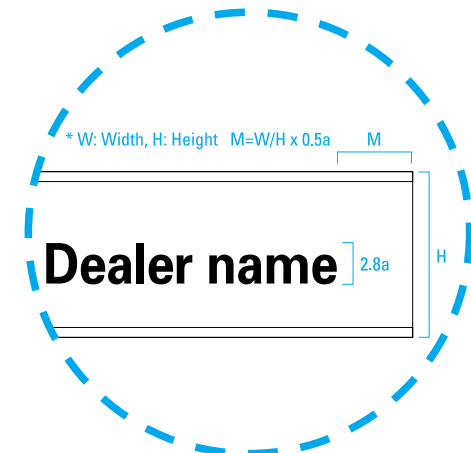
Illuminated sign : Fluorescent light

Note : Please use 3M film 3M 3630-121(PMS 877C) /

3M 3630-157(PMS 288C) for illuminated signs.



* If the dealer name is longer than 0.3W, it must be used in 2 lines. refer beside example for use of "Font".



Use fascia variations if one of the two sides is equal to or smaller than 1:7.5



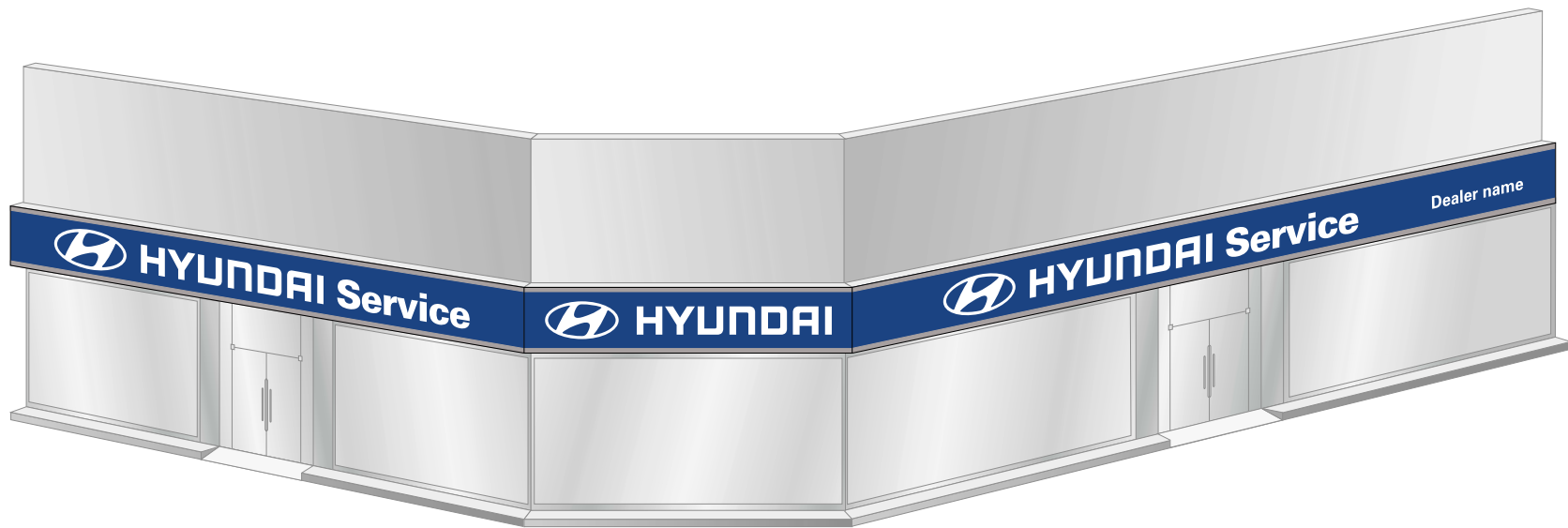
Example for use of fascia variation on two sides



Use fascia variations if one of the three sides is equal to or smaller than 1:7.5



Example for use of fascia variation on three sides



Projecting signs communicate to pedestrians and drivers the location of Hyundai Motor Company service shops, and therefore they must project a consistent and coherent image.

Only use the ratios illustrated below.

1:12



1:10



1:9



1:9



1:8



* Please refer to the next page.

1:7



1:4



1:5



1:6



The projecting sign ratio should be selected with consideration to the surrounding environment. The spacing and positioning of the logo and descriptors must be in accordance with the following rules.

Typography

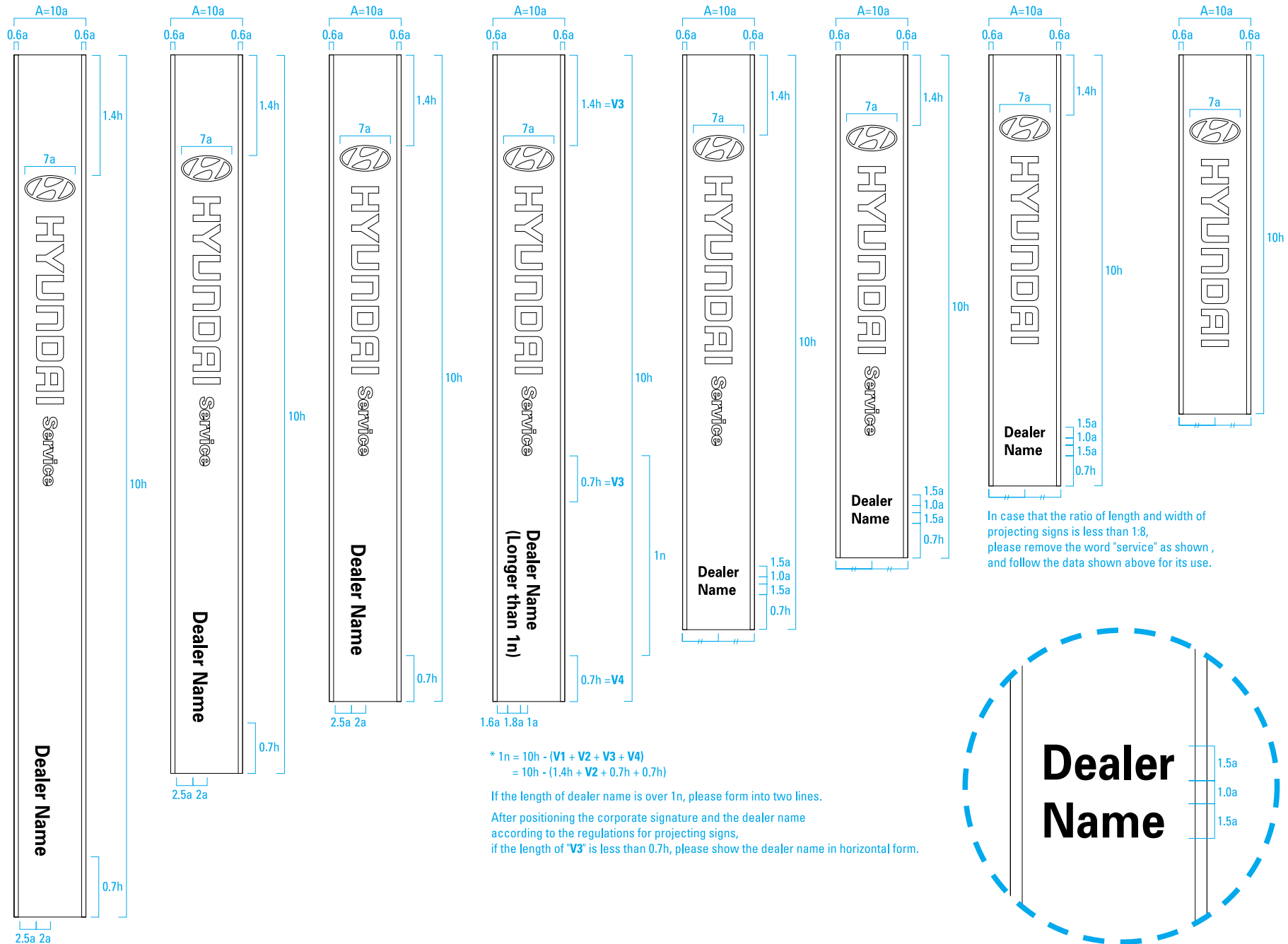
Dealer Name: Univers Bold / Condensed 90%

Specifications

Panaflex

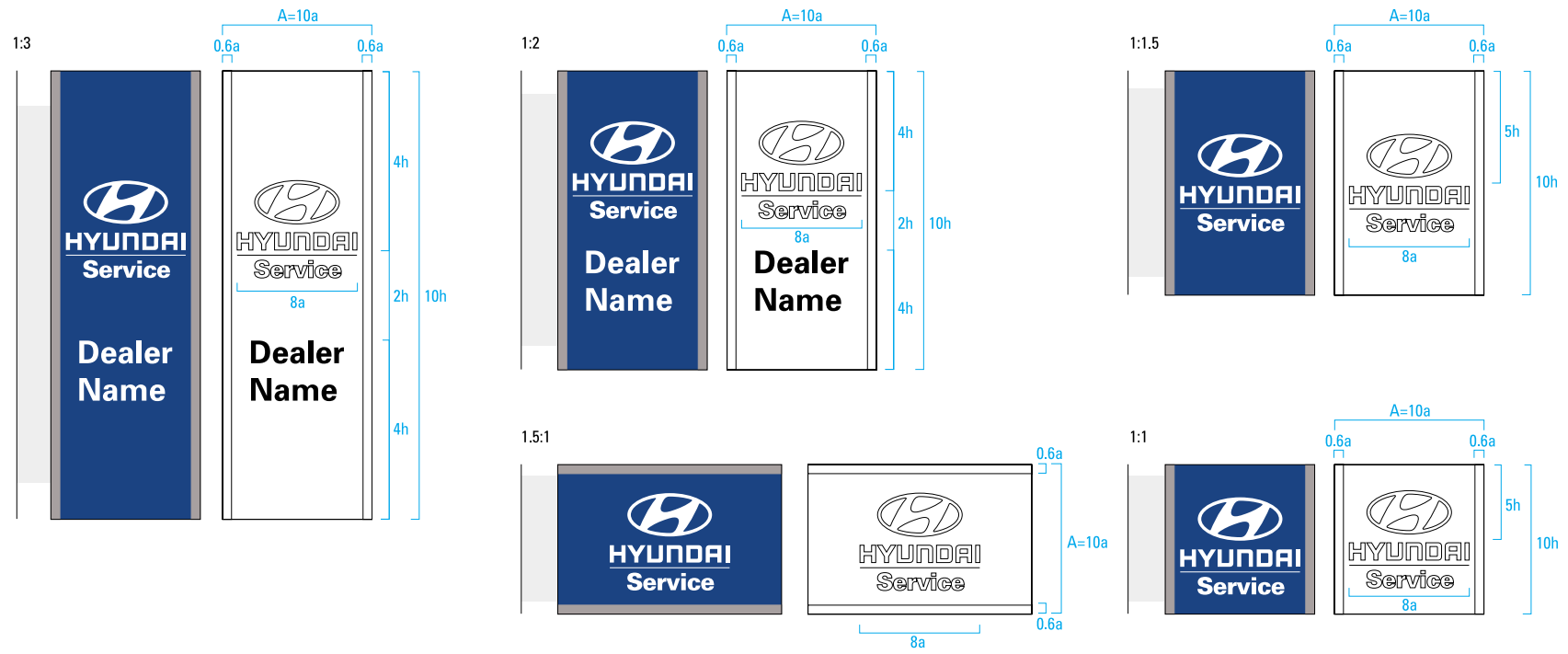
Surfaces treatment : Apply cut sheets
 3M 3630-121(PMS 877C)
 3M3630-157(PMS 288C)

Illuminated signs : Fluorescent light

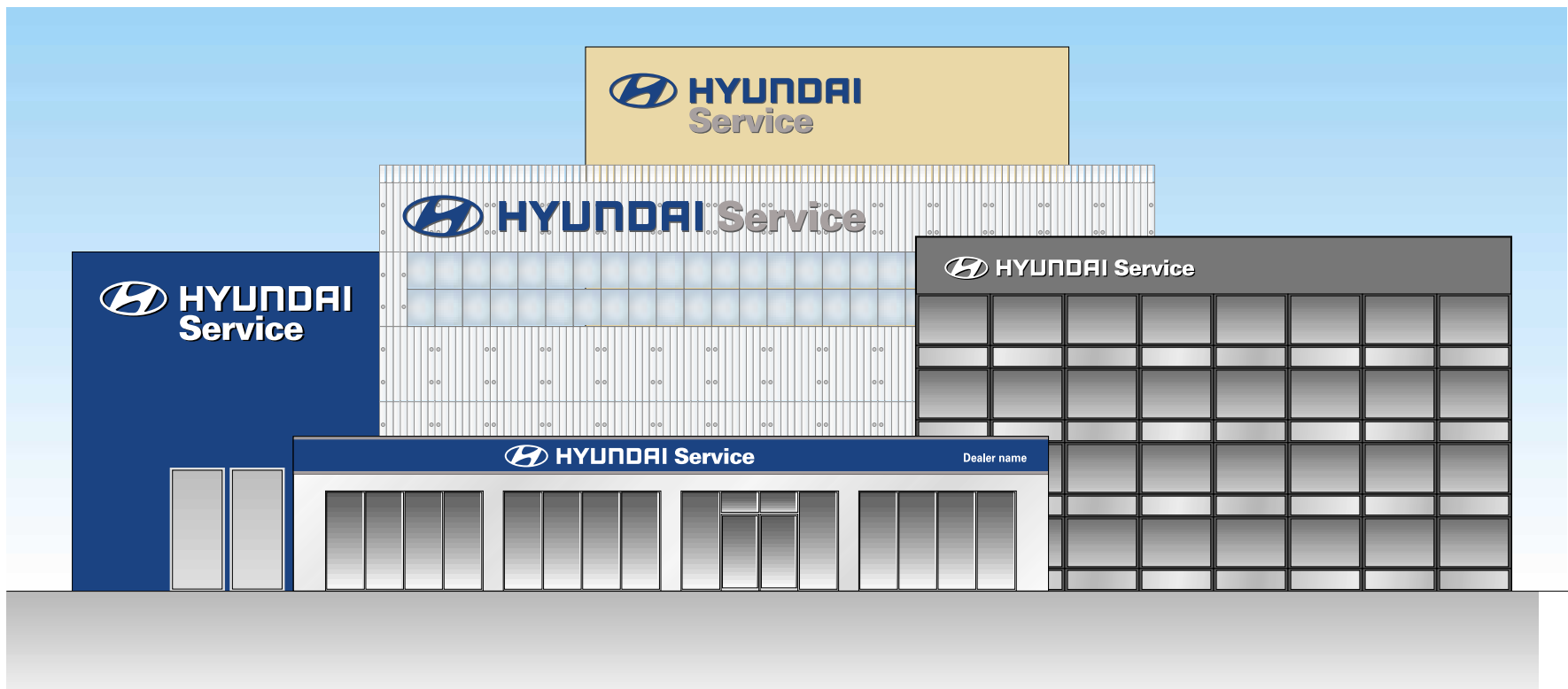


In case that the ratio of length and width of projecting signs is less than 1:8, please remove the word "service" as shown, and follow the data shown above for its use.

The ratio of width and height less than 1:3.
 The variation of ratio of width and height greater than 1.5:1 is not recommended.



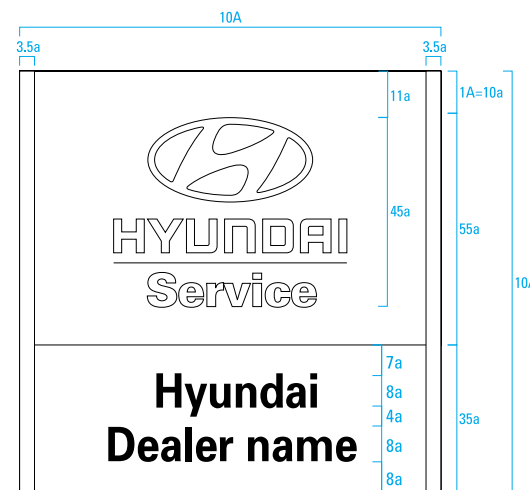
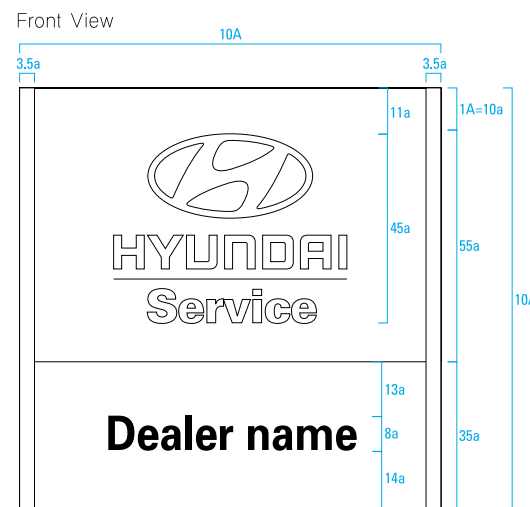
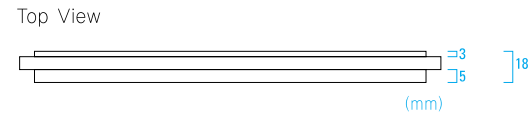
Channel signs are to be installed when it is impossible or unnecessary to use the fascia sign's background due to building materials. Channel signs are to be installed at the entrance or top of the building and be easily seen by the public. Channel signs must be white when on a dark colored building, and HMC Blue when on a light colored building.



These signs shall be installed on the left or right side of columns or walls of the main entrance of head office and dealerships.
The following examples are to be used as guidelines when installing wall mounted signs.

Specifications
Stainless steel
Surface treatment : Apply cut sheets, or heat-treat after spray-paint

Typography
Dealer name: Univers Bold / Condensed 90%

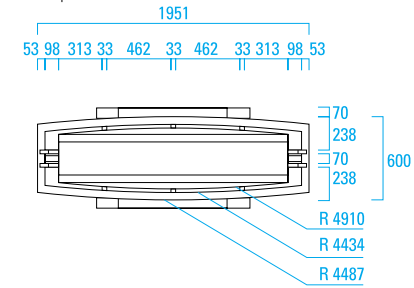


The pylon is one of the most important signs which is installed in front of the HMC Service building and it bears more than the sign itself. Pylon should be well-grounded to be in harmony with well-arranged surroundings.

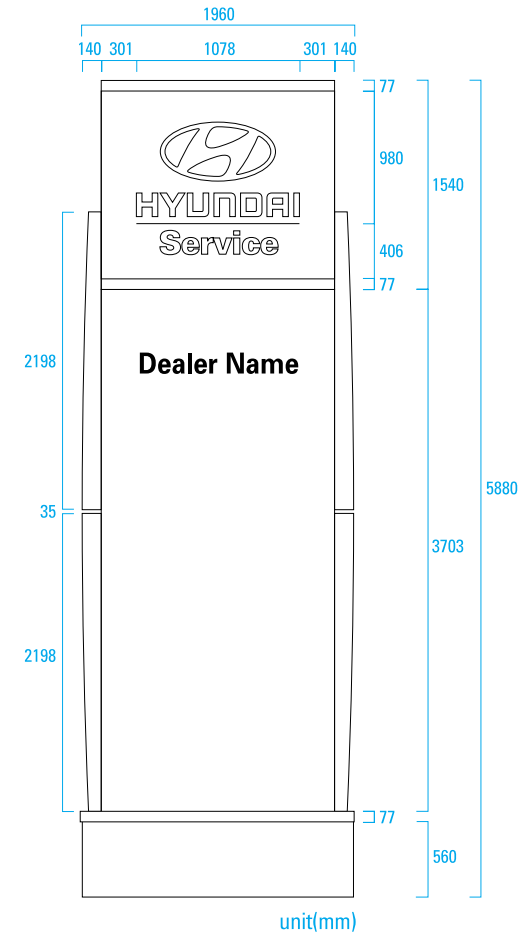
Attention should be given to maintain a clean image because it conveys the strong visual image of trust that the customer feels toward HMC Service and its dealers.



Top View



Front View



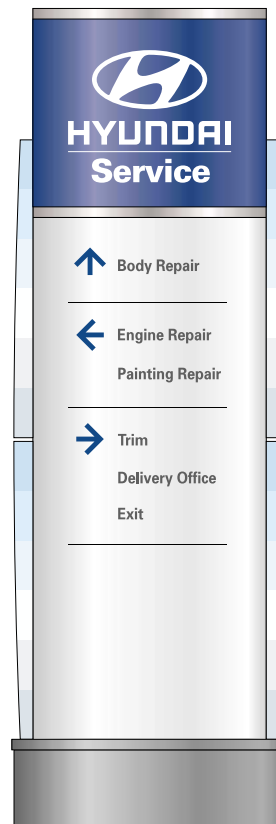
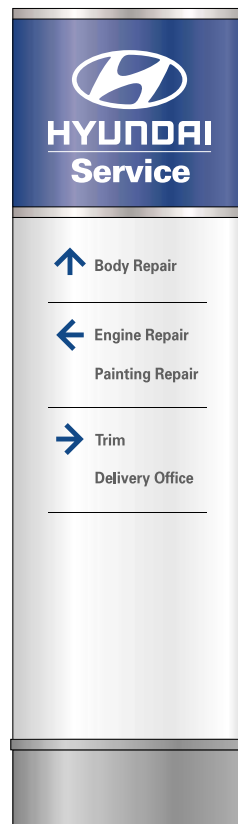
unit(mm)

Outdoor direction signs are to be installed at the entrance or main driveway of facilities to efficiently direct the way to various facilities.

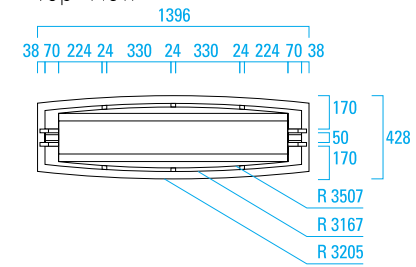
Typography : Univers Bold / Condensed 90%

Specifications

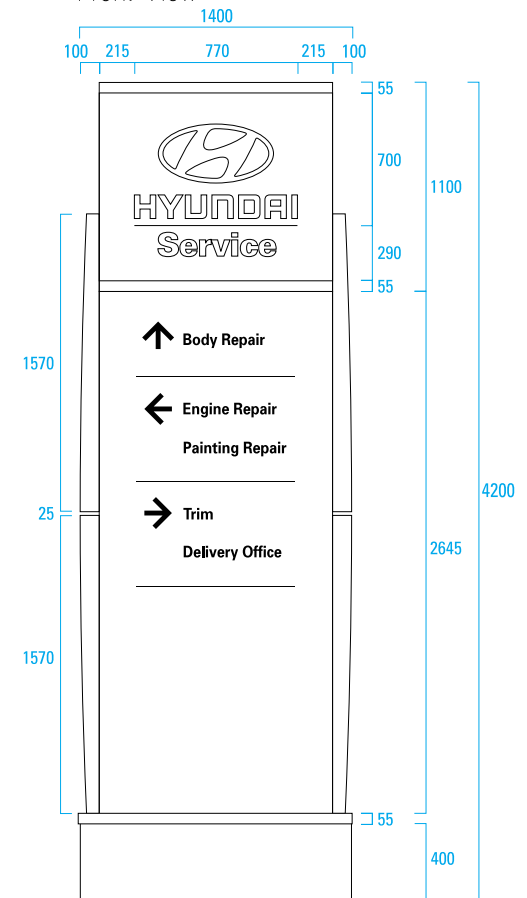
Stainless steel plate / Tempered glass
 Surface treatment : Apply cut sheet , or heat-treat after spray-paint



Top View



Front View

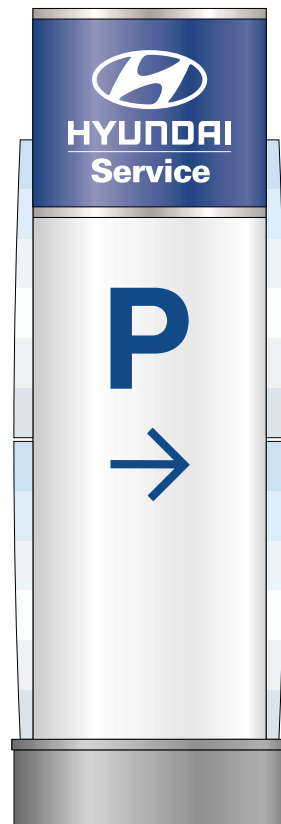
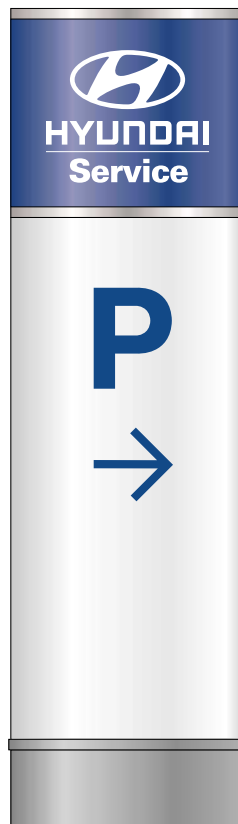


unit(mm)

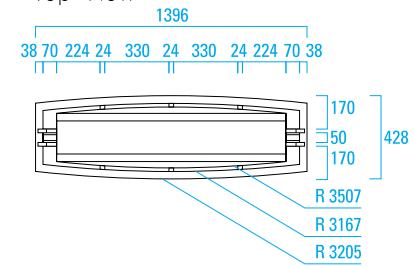
Parking Lot Indication signs are to be installed near facilities and plants, and are used to indicate the direction of parking lots.

Specifications

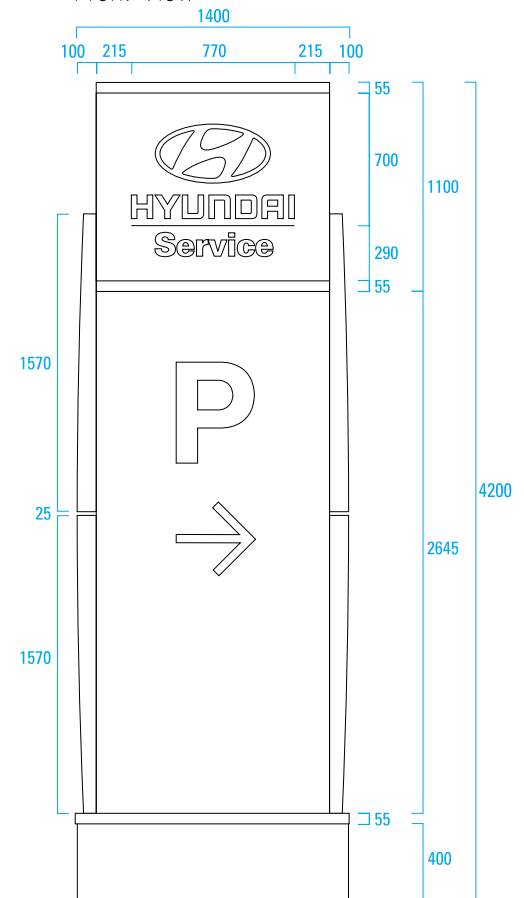
Stainless steel plate / Tempered glass
 Surface treatment : Apply cut sheet , or heat-treat after spray-paint



Top View



Front View



unit(mm)

Vehicles and
Uniform

- D - 02 - 01 Passenger Cars-1
- D - 02 - 02 Passenger Cars-2
- D - 02 - 03 Mini Vans
- D - 02 - 04 Mini Buses
- D - 02 - 05 Tow Car
- D - 02 - 06 Uniforms-1
- D - 02 - 07 Uniforms-2
- D - 02 - 08 Uniforms-3

Passenger cars applied with the Hyundai Motor Company logo play an important role as a mobile advertisement medium.

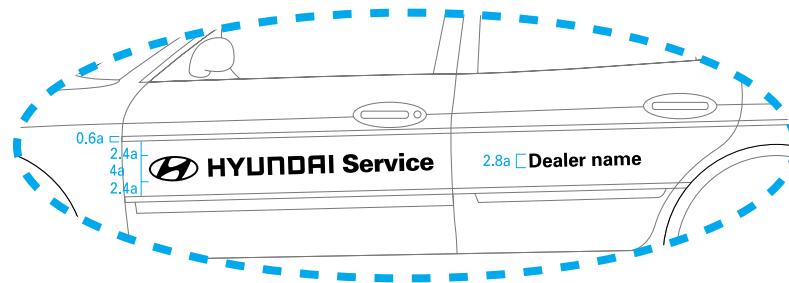
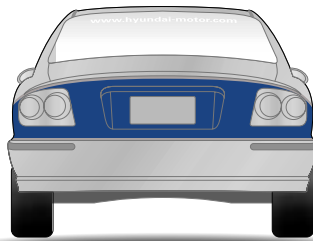
All Hyundai Motor Company vehicles must be kept in mint condition and painted in accordance with regulations to communicate a consistent corporate image.

White, Silver / HMC Blue or similar colors are recommended for body colors. Only use the CD-Rom data included in this manual.

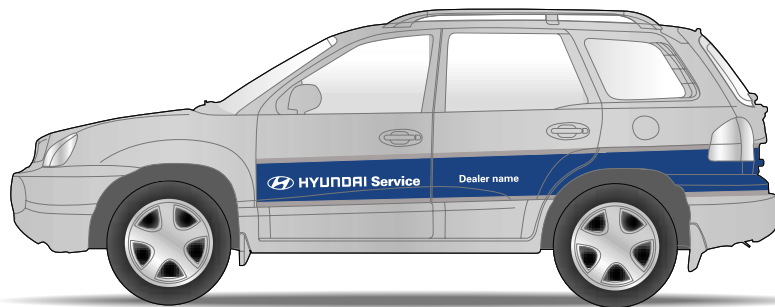
A Type



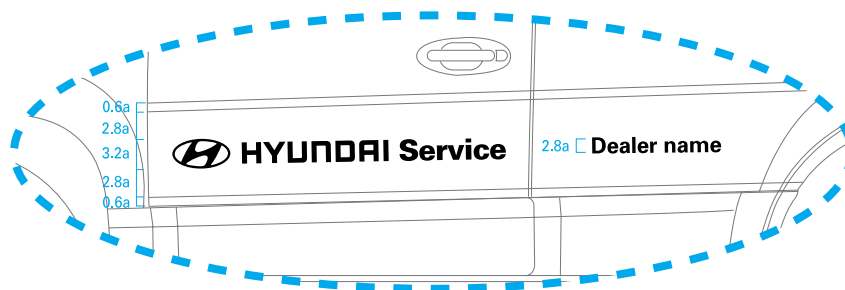
B Type



A Type



B Type



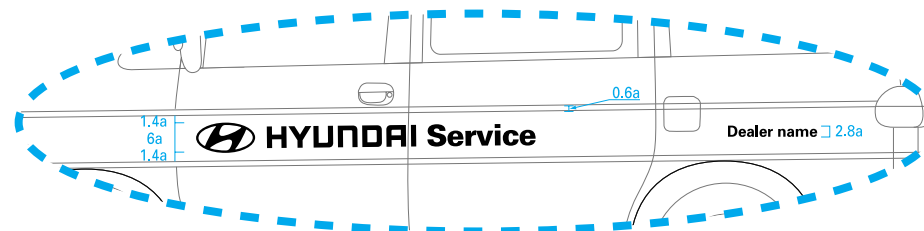
Mini vans applied with the Hyundai Motor Company logo play an important role as a mobile advertisement medium.
 All Hyundai Motor Company vehicles must be kept in mint condition and painted in accordance with regulations to communicate a consistent corporate image.

White, Silver / HMC Blue or similar colors are recommended for body colors.
 Only use the CD-Rom data included in this manual.

A Type



B Type

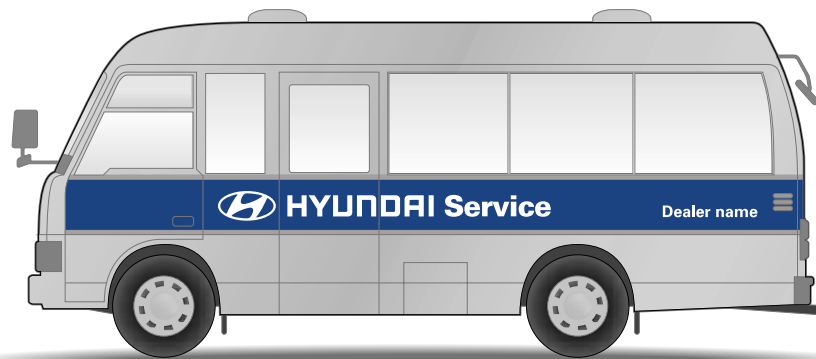


Mini buses applied with the Hyundai Motor Company logo play an important role as a mobile advertisement medium.

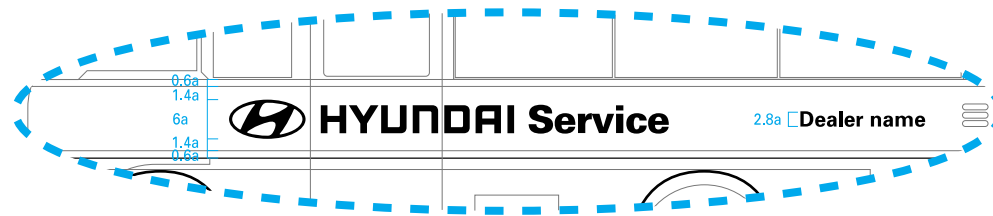
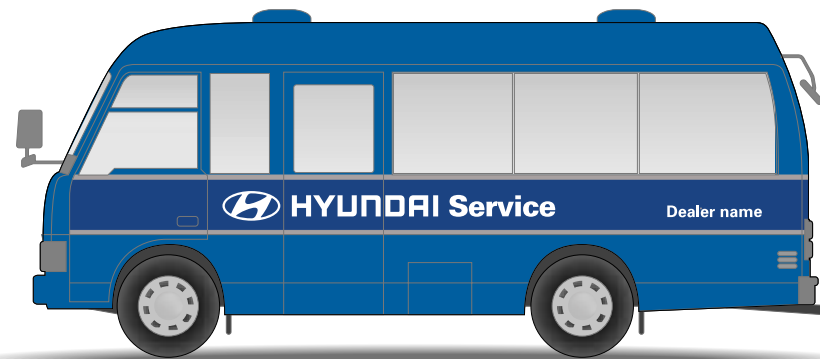
All Hyundai Motor Company vehicles must be kept in mint condition and painted in accordance with regulations to communicate a consistent corporate image.

White, Silver / HMC Blue or similar colors are recommended for body colors. Only use the CD-Rom data included in this manual.

A Type



B Type



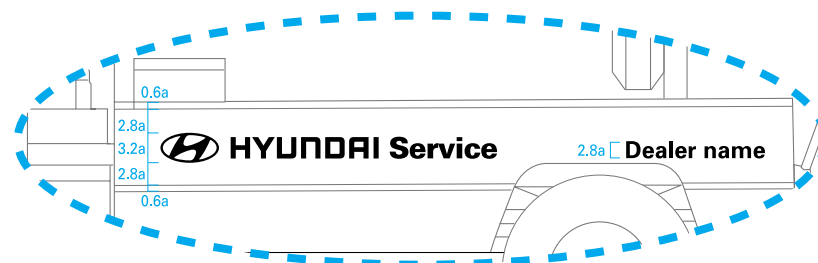
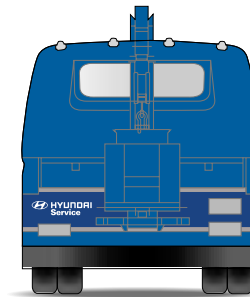
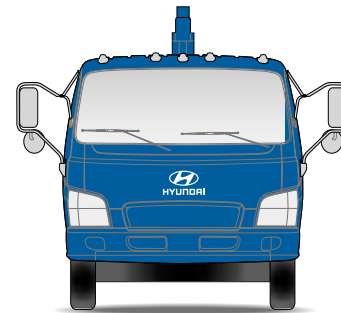
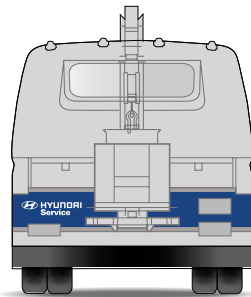
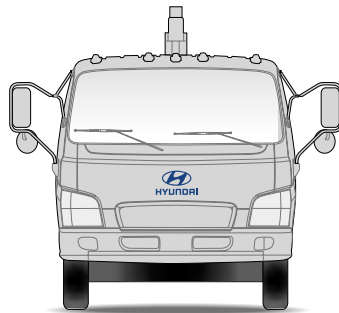
Tow cars applied with the Hyundai Motor Company logo play an important role as a mobile advertisement medium.
 All Hyundai Motor Company vehicles must be kept in mint condition and painted in accordance with regulations to communicate a consistent corporate image.

White, Silver / HMC Blue or similar colors are recommended for body colors.
 Only use the CD-Rom data included in this manual.

A Type



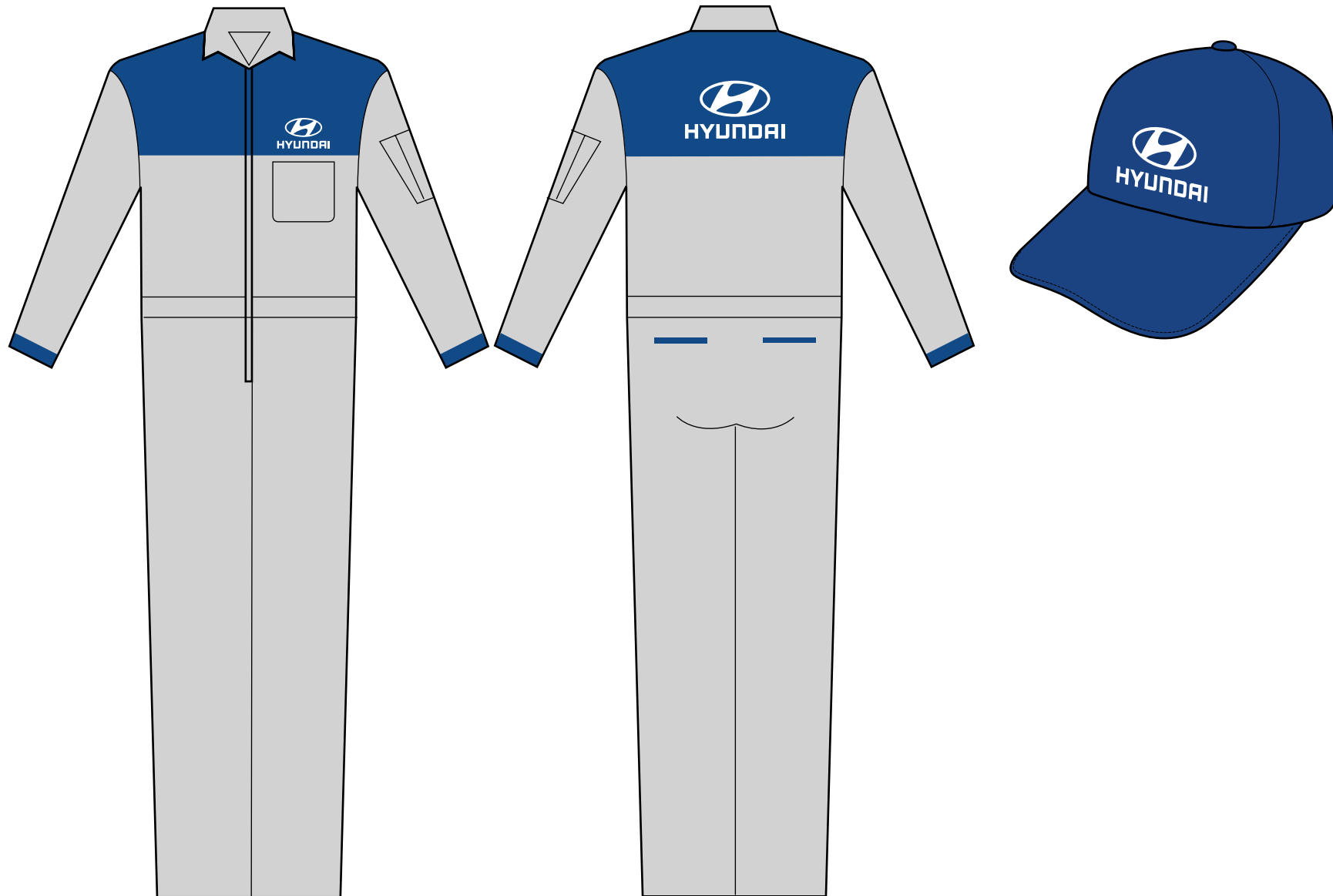
B Type



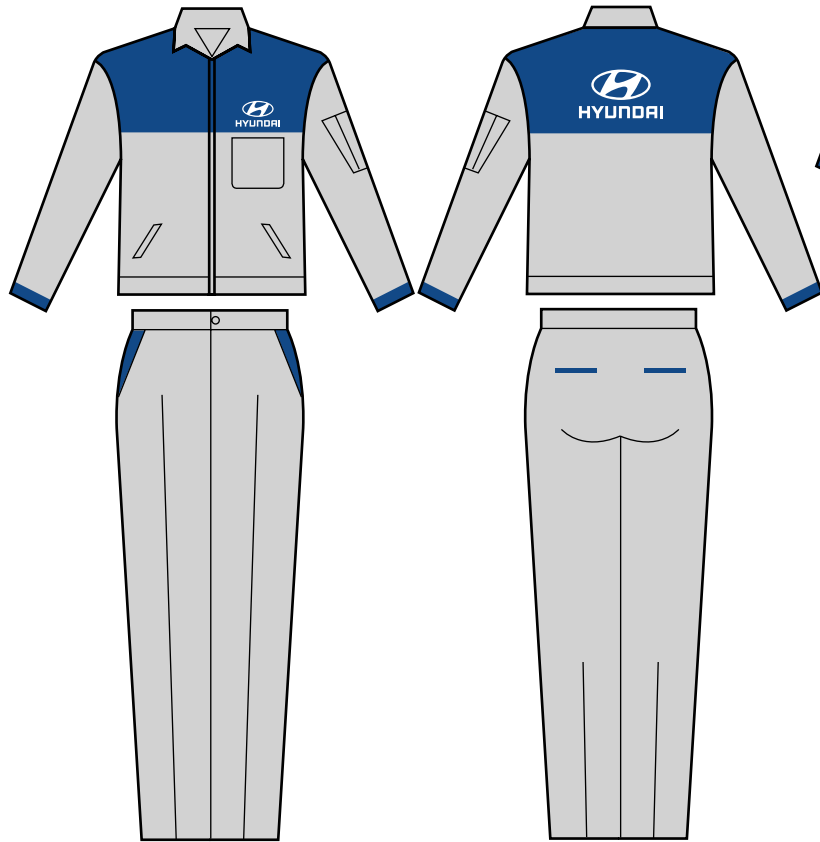
The uniform is an important medium conveying HMC Service image visually. It establishes a professional service personnel appearance which will enhance the HMC Service identity, and gives a sense of reliability in the customer mind.

The HMC Service uniform also exalts the status of the service personnel. Nothing makes a better impression or gives a greater feeling of confidence than a well-dressed and professional looking worker. The uniform should be comfortable for active working to improve productivity, and should be designed to fit various body sizes.

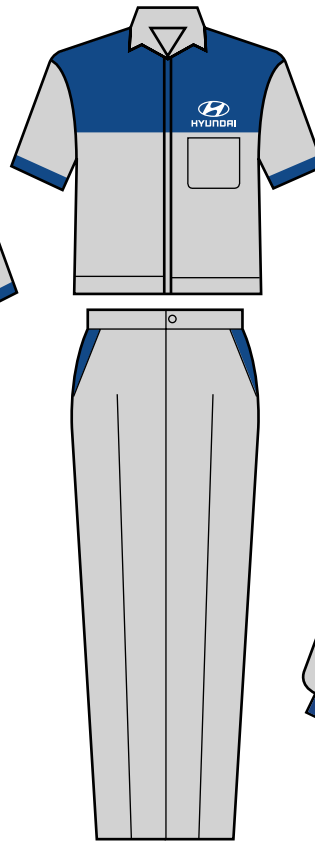
Type A: Overall



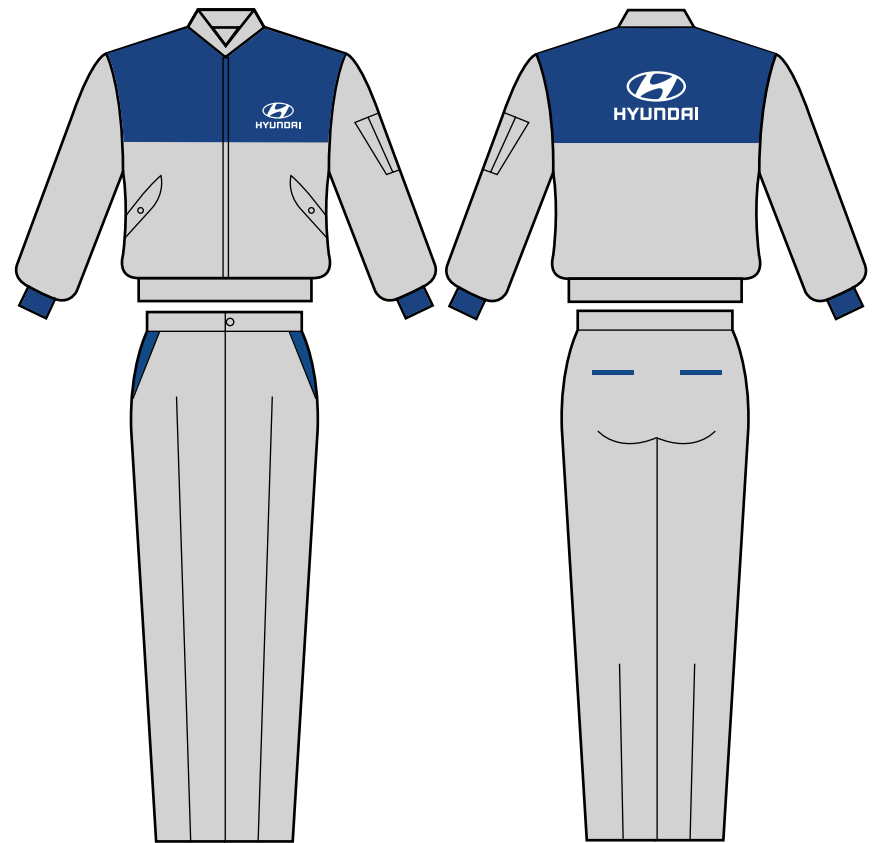
Type B: Jacket & Pants
Long Sleeves



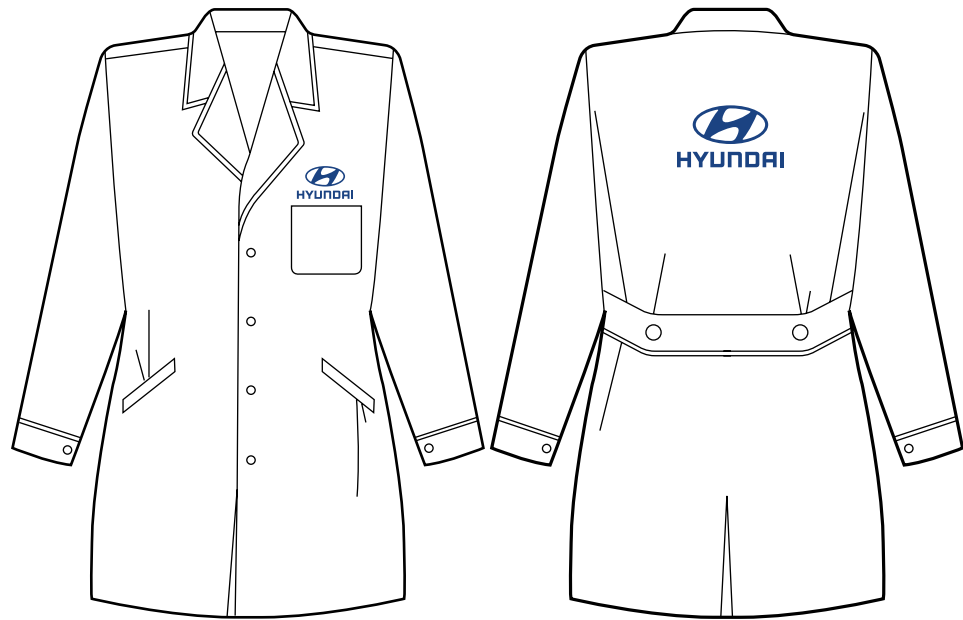
Short Sleeves



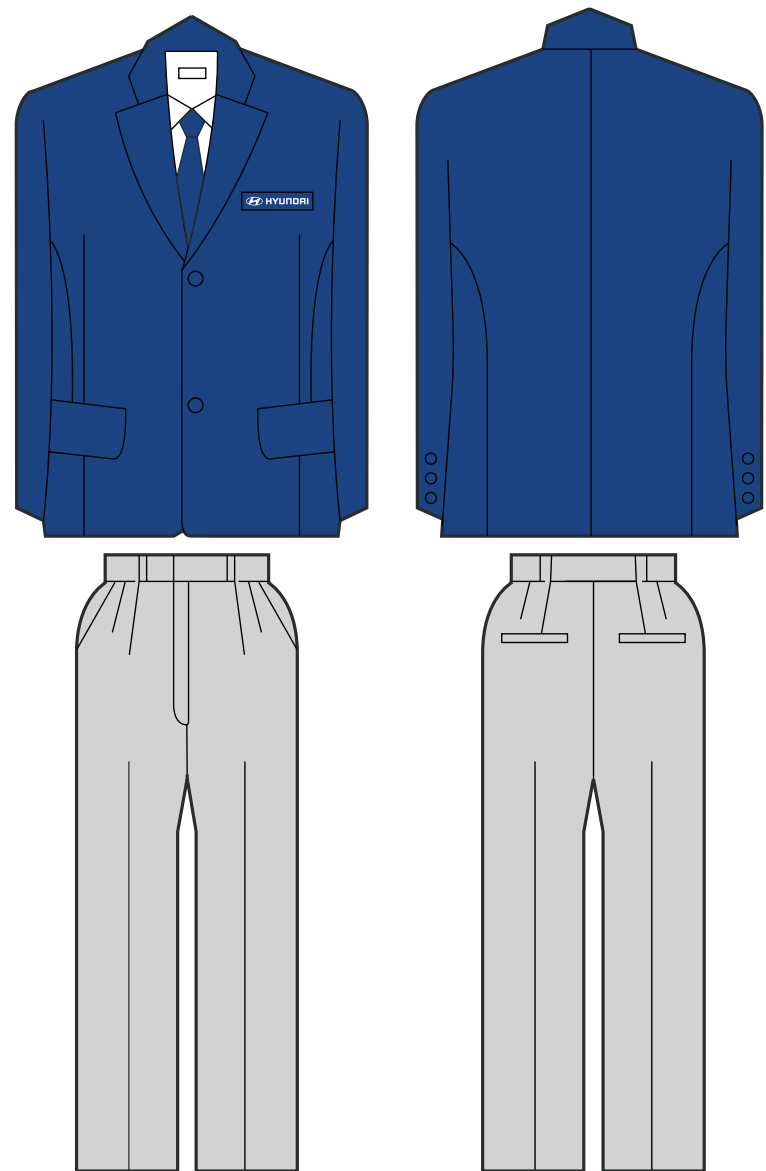
Type C: Jumper & Pants



Type D: Instructor Suit



Type E: Service Advisor Suit



Promotion
Items

- D - 03 - 01 Carrier Bags
- D - 03 - 02 Banners

The Hyundai Motor Company carrier bags directly deliver the corporate identity to customers.

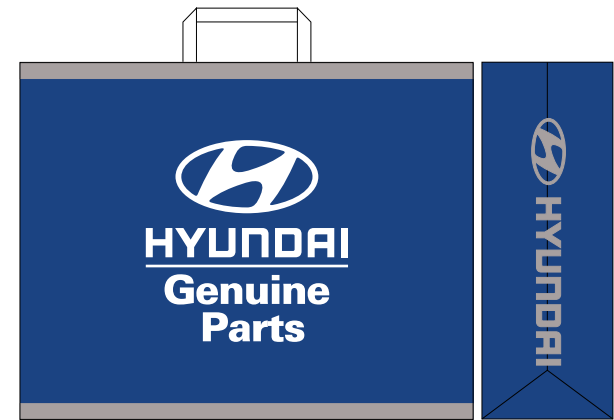
A Type



B Type



C Type

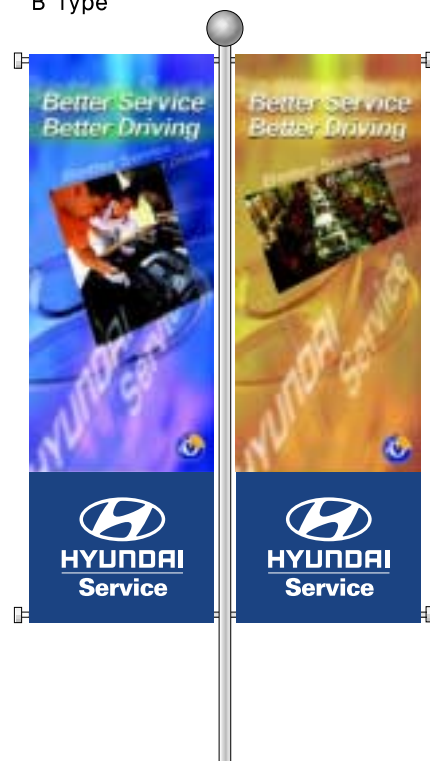


Banners are effective in delivering Hyundai Motor Company's image to the general public.
Only use the CD-Rom data included in this manual.

A Type



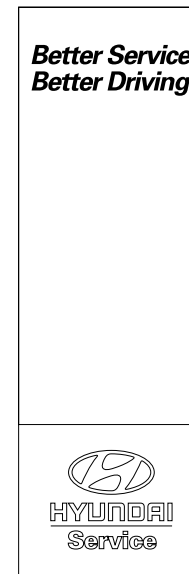
B Type



A Type



B Type



Color

- E - 01 -01 HMC Blue
- E - 01 -02 HMC Silver
- E - 01 -03 HMC Gold / Light Gray / Dark Gray

