Kia
Corporate Identity
Guidelines

KIA

Movement that inspires

Table of Contents

Introduction

The Visual Core of the new Kia

At Kia, we believe movement inspires ideas.
This guideline, the visual core of the new Kia, is designed to help people who are responsible for positioning and protecting Kia as an inspiring brand.

With your help, we can create a brand experience which builds trust and exceeds our customers' expectations. Please read and understand the guideline and be the one who starts the movement that inspires.

Standard for Corporate Identity Guideline

This guideline defines the essential elements of the Kia brand design and should visually encapsulate what Kia brand stands for. A unified and consistent use of this guideline is one of the key ways by which we will visibly distinguish and facilitate accurate representation of the brand to our customers all around the world.

In order to sustain a consistent brand image as well as facilitate accurate representation of the brand, we must follow the specific standards suggested in this guideline. Kia's Corporate Identity Guideline requires strict supervision and shall not be used, reproduced, copied, disclosed, transmitted, in whole or in part, without the express consent of Kia. When using the guideline for certain production, please download the official file from Kia Studio (http://studio.kia.com) for correct usage.

For inquiries regarding contents included in the guideline, please contact the department below.

|	
Place of issue	**This document consists of**
Kia Brand Strategy Team	Basic System:
	Essential CI elements and usage guidleines
Date of the first issue	Application System:
2021/2/10	Each application's production guideline and example

Brand Strategy

Brand Strategy

Kia's new brand story begins with the fundamental question of "why do we exist?" And the answer to this question starts with the fact that Kia has been creating a "movement" for over 70 years.

Movement lets us reach new places and meet new people, allowing us to have time to think and to meet the world.

We believe movement inspires ideas. That is why we at Kia create the space for you to get inspired, and more time to bring your ideas to life.

WHAT

HOW

WHY

TO WHOM
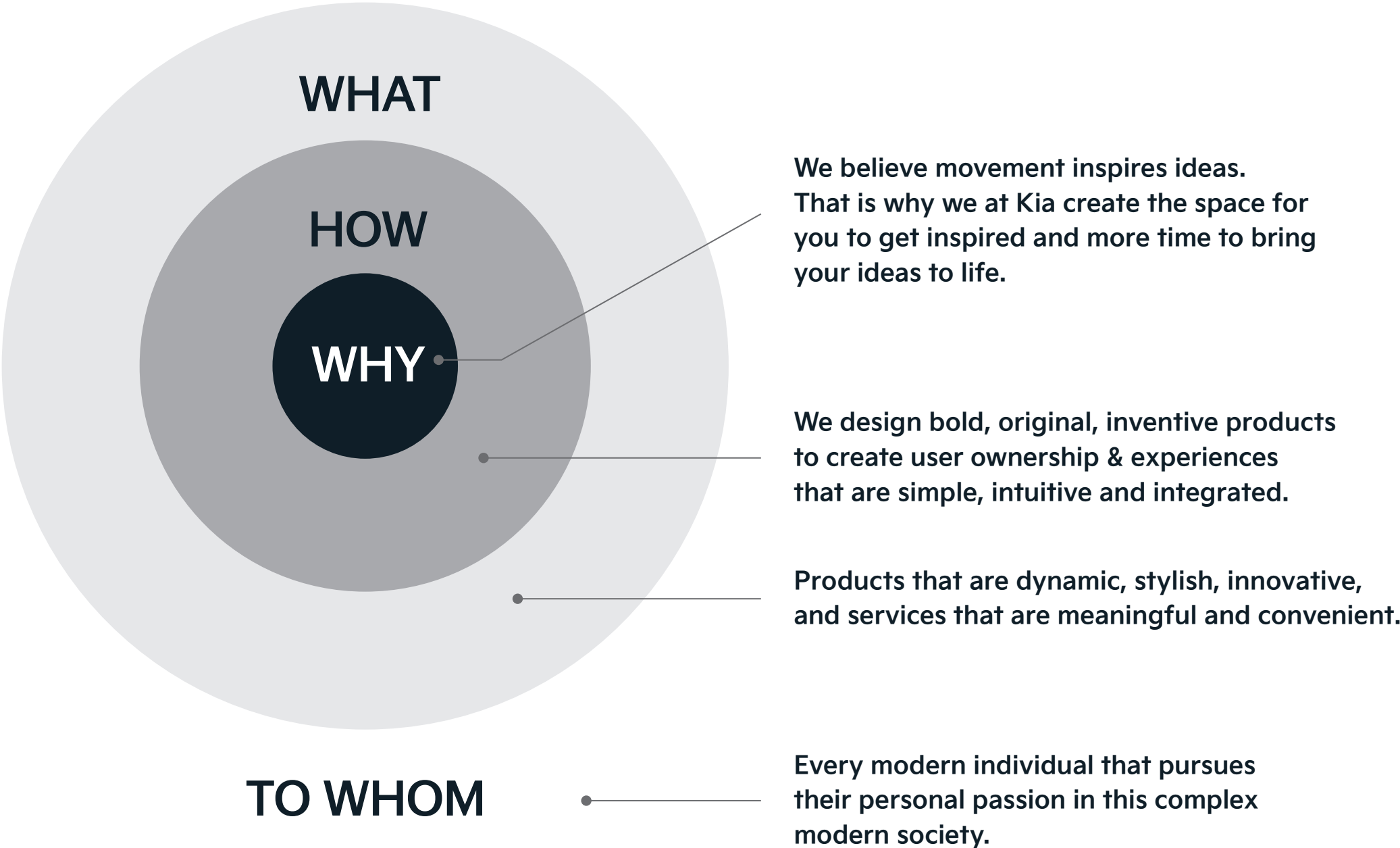
We believe movement inspires ideas. That is why we at Kia create the space for you to get inspired and more time to bring your ideas to life.

We design bold, original, inventive products to create user ownership & experiences that are simple, intuitive and integrated.

Products that are dynamic, stylish, innovative, and services that are meaningful and convenient.

Every modern individual that pursues their personal passion in this complex modern society.

Kia
Basic System

Movement that inspires

Basic System

Logo

Logo
Philosophy + Structure

The new Kia logo is a symbol of Kia's new brand purpose and conveys 3 design concepts: Symmetry, Rhythm, and Rising.

First, 'Symmetry' concerns customer satisfaction in the current business field. Also, it reflects confidence in suggesting new customer experience through providing futuristic products and services.

'Rhythm', the second concept, conveys Kia's brand promise to move and change unceasingly under customer's demand and to bring moments of inspiration for customers, just like the connected lines of the new Kia logo.

'Rising', the third concept, embodies Kia's ambitions in becoming a new brand that truly absorbs the customer's perspective.
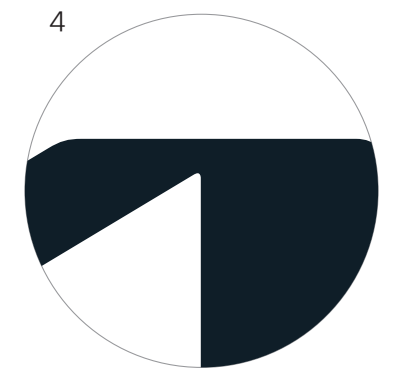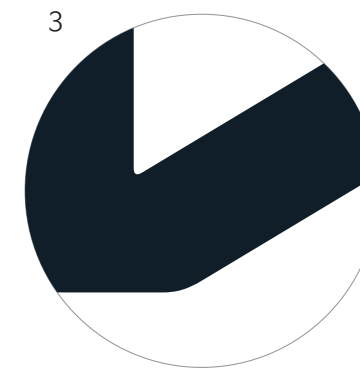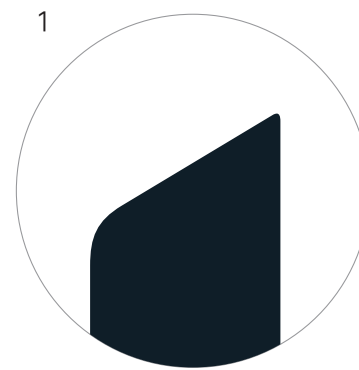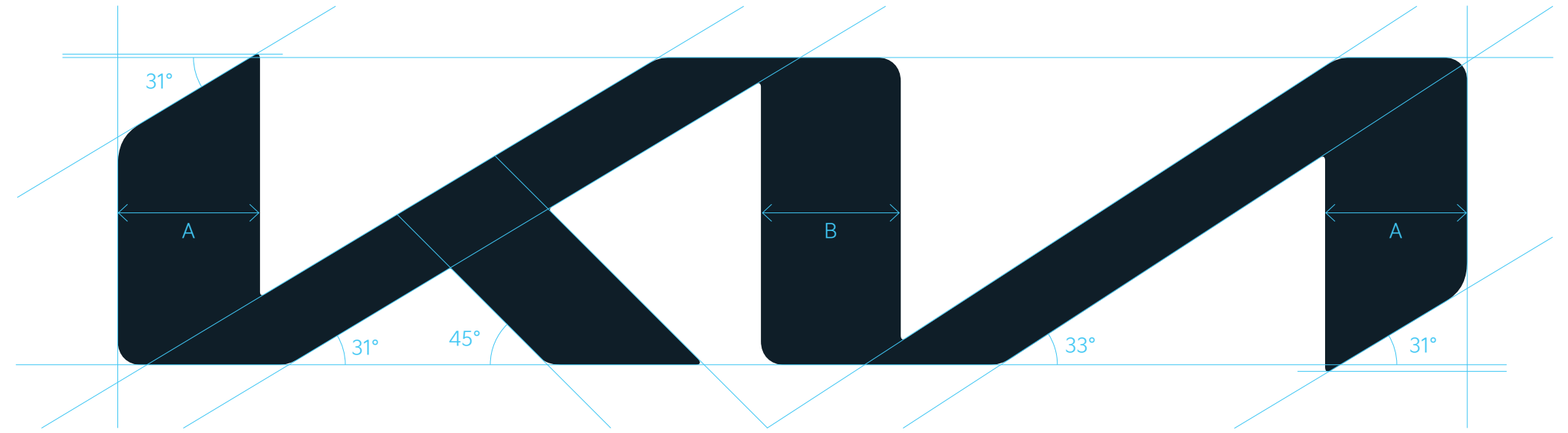
Logo
Angle + Anatomy

Kia's new logo is symbolized in a logotype form.

The rising movement of diagonal strokes of the three letters are accentuated by beveling the stroke ends and reveals the meaning within; "Ki" which means to rise. The wide proportions are composed in a stable configuration to create a strong, confident, and well balanced appearance.

1. Beveled stroke ends that reinforce the rising/ aspiring trend of the characters "K" and "A"
2. Dynamically modulated stroke widths with the high contrast between vertical and diagonal lines
3. Smooth but precise curves and large interior spaces for a friendly and open impression
4. Narrow connections between the characters to reinforce the continuous movement

Logo
Clear Space + Minimum Sizing

The clear space defines the minimum area in which no other graphic elements are permitted. This ensures that the logo is still appropriately prominent even in very compact layouts. Ideally, however, the blank space around the logo should be considerably larger. Please refer to these guidelines when placing the Kia logo in composition.

The Kia logo must maintain legibility at all sizes. For this reason, a minimum size requirement has been outlined for both print and screen resolutions. Please keep to these dimensions when sizing the logo at small sizes.

[1] Minimum Sizing Guidelines
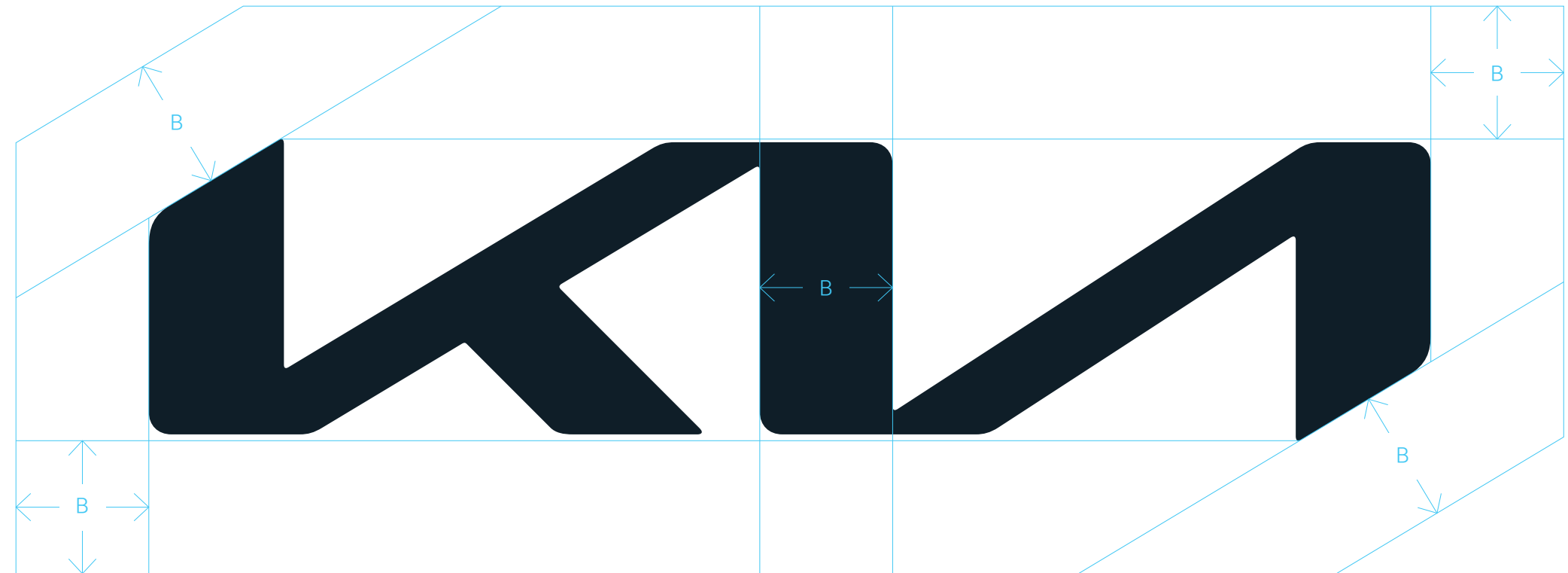
1   Printed Matter: 5mm / Digital: 15px

Logo Usage
Logo Color

Kia logo, when placed on a background, should either be presented in Kia Midnight Black or Kia Polar White. It is ideal for the Kia logo to be highly visible on any background setting.

Kia Midnight Black

Kia Polar White

Pantone 7547 C
C:100 M:58 Y:21 K:92
(Mono Print) K:100
R:5 G:20 B:31
HEX:05141F

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:FFFFFF

Logo Usage
Logo Color

For the highest visibility, the Kia logo, when placed on a background, should be presented in either Kia Midnight Black, or Kia Polar White. When printing only in black and white, the logo can be presented in full black, K100.

Metallics can be used for occasions in which the logo needs to be emphasized with special effects. Always ensure significant contrast between the logo and background when using metallics for accentuating the logo. Refer to the following guidelines when using metallics to avoid incorrect usages.

Kia Midnight Black

Pantone 7547 C
R:5 G:20 B:31
HEX:05141F

Kia Polar White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:FFFFFF

Kia Gold

Pantone 871 C
R:133 G:117 B:78
HEX:85754E

Kia Silver

Pantone 877 C
R:140 G:144 B:145
HEX:8C9091

Logo Usage
Background

Please refer to the following guidelines when Kia logo is placed on gray or uneven background.

For background applications, it is important to keep in mind the legibility of the logo. Refer to this grayscale when using the black logo or the white logo to maximize legibility. It is suggested to use according logo color depending on the darkness level.

Post-processing methods can be used for occasions in which the logo needs to be emphasized and expressed with special effects. Always ensure significant contrast between the logo and background when using diverse post-processing for accentuating the logo. The logo must not be used in colors other than the suggested colors in this guideline.

Grayscale
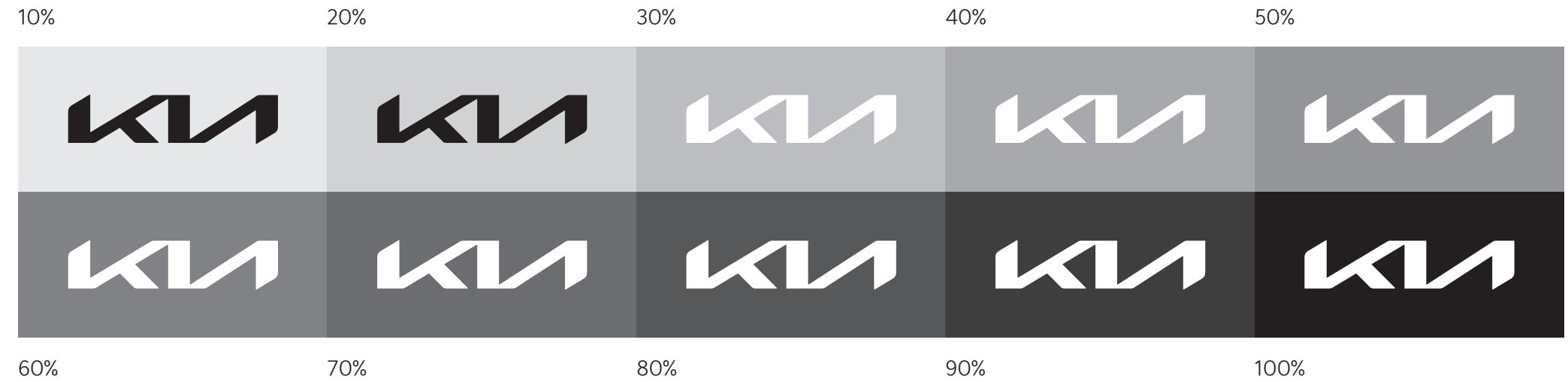
Logo Usage
Incorrect Uses

The Kia logo must maintain its form and presence. The sizing and proportions of the logo must stay in proper form and not be stretched, skewed, or used in wrong colors. Please pay special attention by referring to common incorrect usages of the logo.

1 Do not set the logo in colors other than the suggested colors in this guideline.
2 Do not outline the logo.
3 Do not use low resolutions of the logo.
4 Do not crop a portion of the logo.
5 Do not skew or compress the logo dimensions.
6 Do not use the logo over a complex background.
7 Do not tilt or rotate the logo, except for cases in which the logo is used as a pattern in watermarks on the label.
8 Do not place the logo amidst text.
9 Do not use the logo with corporate name.
10 Do not reflect or reverse the logo.
11 Do not use the logo vertically.
12 Do not crop the logo.

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새롭게 탄생한
브랜드 아이덴티티

9

Kia Corporation
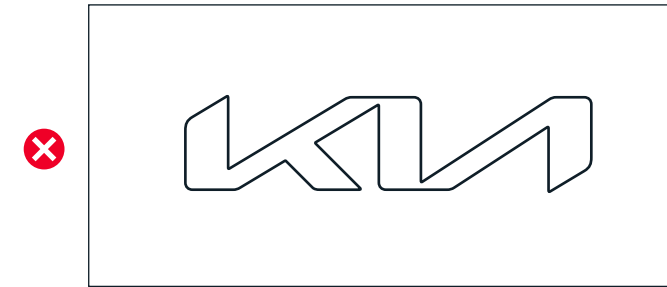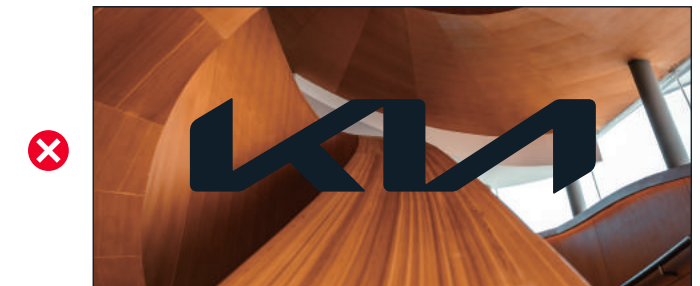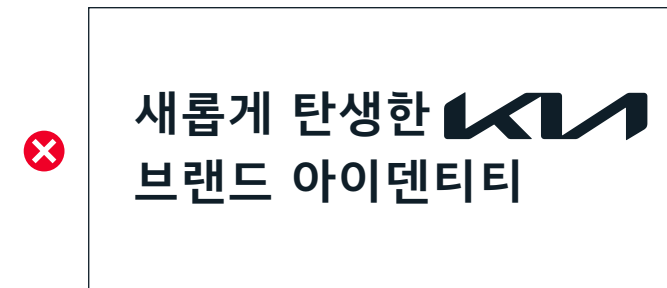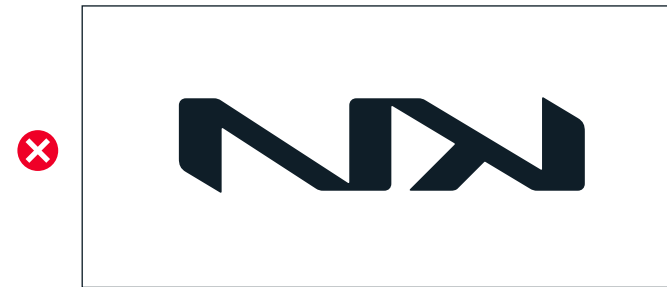
10

11

12

Logo Expansion
Standard Combination - Horizontal

The following combination shows the Kia logo and the logo expansion in the most ideal proportion to further demonstrate the consistency of Kia as a brand.

¹ **Basic combination**
The height of first capitalized letter should be same with K, the height of the logotype.

² **Exception: logo expansion with numbers & with words that only consist of uppercase letters**
The height of number or the word should be same with 90%K, the 90% of the height of the logotype.

1

2

Logo Expansion
Usage

When the service and location names are used with the logo, the service and location title should be written in the corporate typeface, "Kia Signature Bold". However, logo expansion cannot be used within the same surface (artboard) with the Kia logo or logo+slogan combination. If necessary, the Kia logo of the logo expansion should be substituted with text (ex. Kia + service name).
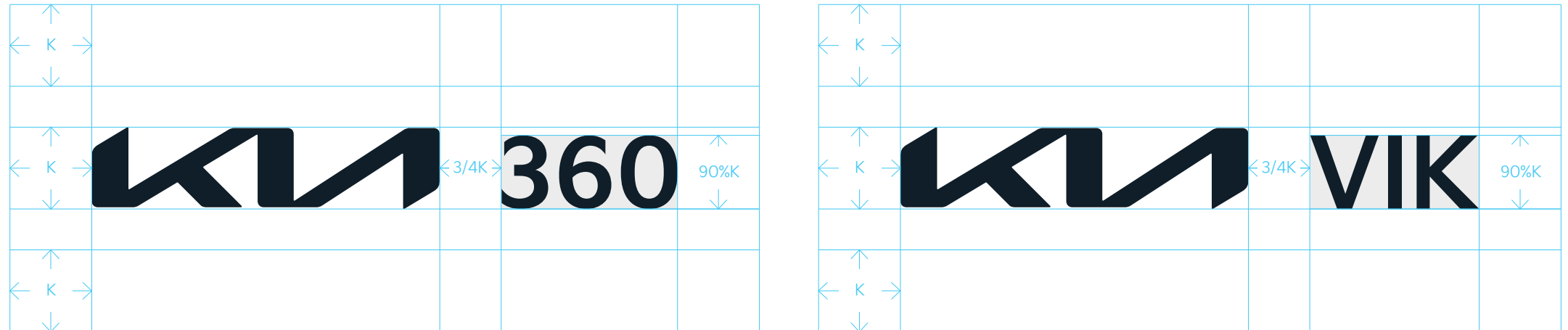
¹ **Logo expansion with more than 2 words**
The first letter of each noun should be capitalized.
² **Logo expansion with compound words**
The first letter of each noun should be capitalized without spacing.
³ **Logo expansion with one word**
The first letter should be capitalized.
* The first letter can be used with a lower case letter, in case the first word is an abbreviation.

1   **KIΛ Genuine Parts**

    KIΛ Genuine Parts Engine

    KIΛ Certified Pre Owned

    KIΛ Used Car

3   **KIΛ Members**

    KIΛ Finance

    KIΛ Service

    KIΛ Insurance

    KIΛ Pay

2   **KIΛ AutoLand**

Logo Expansion
Standard Combination - Vertical

The standard combination of logo expansion is horizontal. However, when logo violates minimum size due to the horizontal combination or vertical combination is required due to limited display environment, please refer to the following guidelines.

[1] The clear space and alignment guideline is same as App Icon Guidelines. The height of first capitalized letter should be same with K, the height of the logotype. Service name is left aligned based on the logo. The vertical combination should be center aligned with 70%K of clear space on each side. The combination should be aligned in center based on the height of the artboard.

[2] If the service name is longer than the logo, adjust the scale to match the width of the logo and align it to the top.

1

70%K 70%K
1/2K 1/2K
K K

Center aligned based on height of artboard

2

70%K 70%K
1/2K 1/2K

Center aligned based on height of artboard
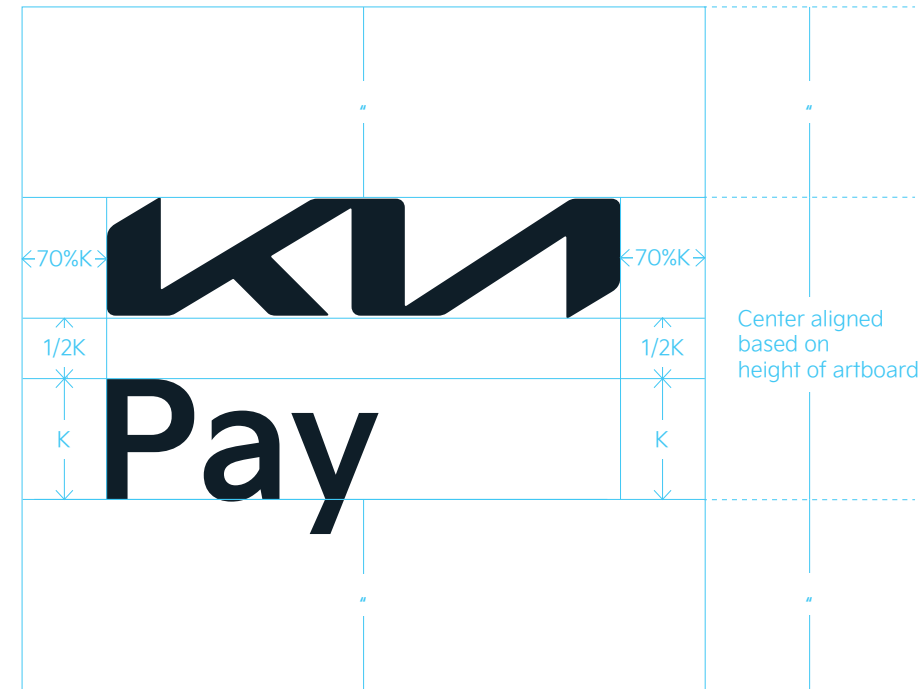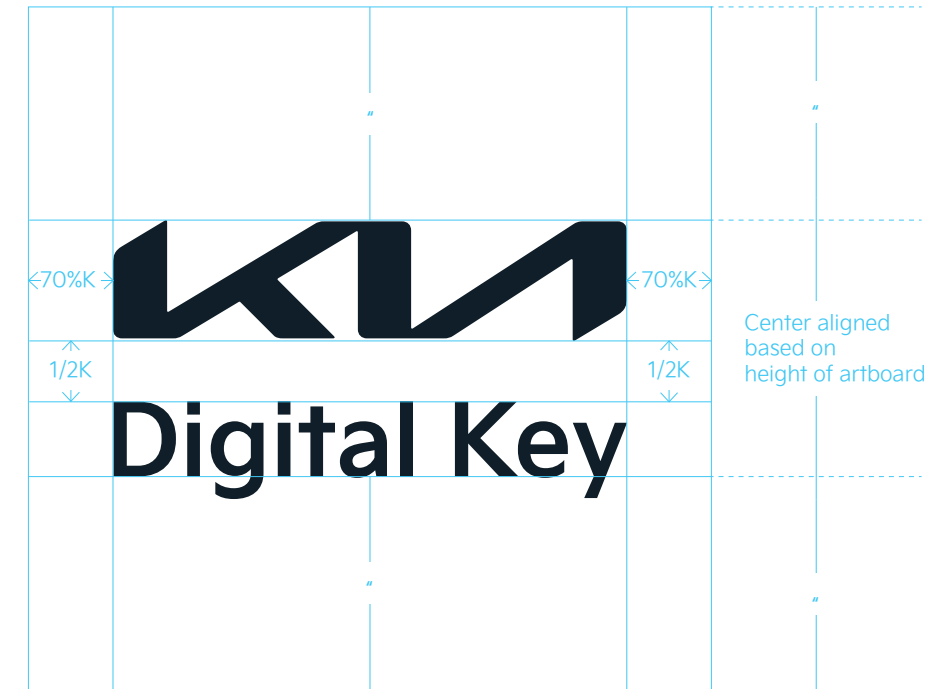
Co-Branding & Partnership
Standard Combination

Co-branding opportunities should be handled on a case-by-case basis, but should follow the general rules outlined below. One can create a balanced harmony of placement by adjusting the combined logo flexibly within the suggested maximum height in order to ensure an appropriate visual and corporate hierarchy.
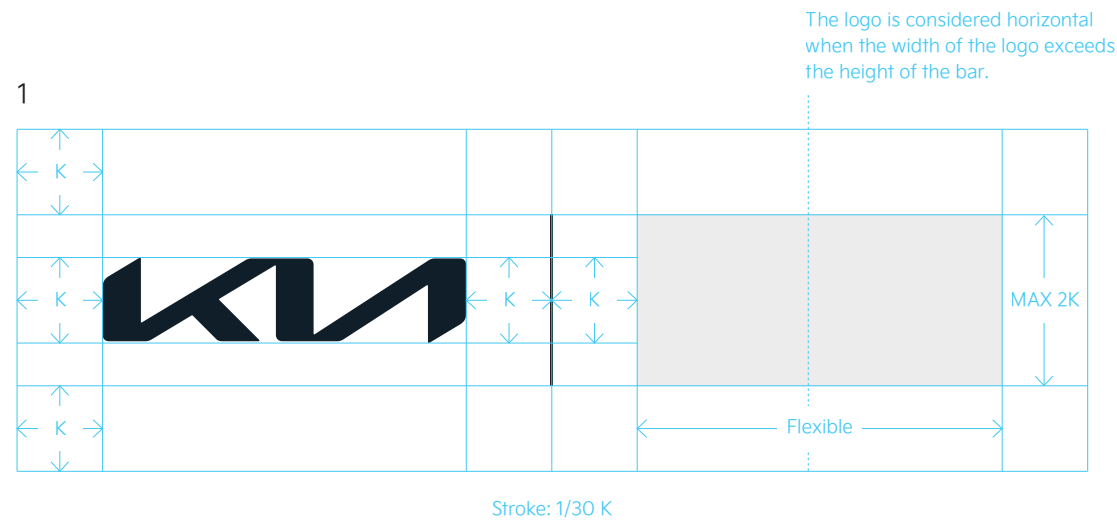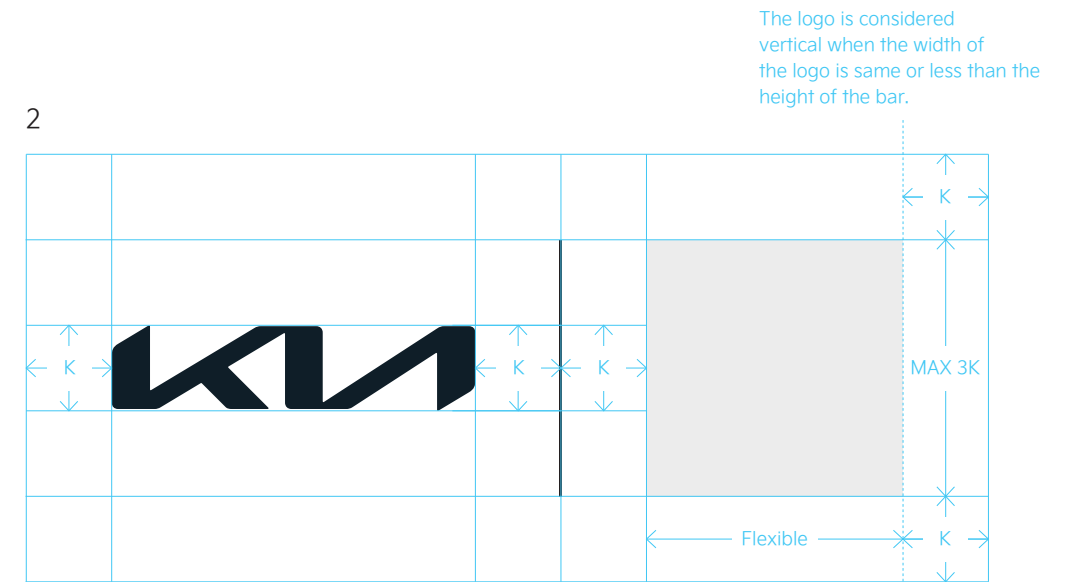
The current composite logo artworks are for illustration purpose only. Please apply the agreed version of final composite logo in line with its respective organizations guidelines. KMC shall provide a separate set of partnership graphic asset and usage guidelines for existing global partnerships.

In addition, a separate set of partnership graphic asset and usage guidelines for existing global partnerships will be provided.

[1] Guidelines for Co-branding standard combination when the logo is horizontal
[2] Guidelines for Co-branding standard combination when the logo is vertical
[3] Guidelines for Partnership standard combination when the logo is horizontal
[4] Guidelines for Partnership standard combination when the logo is vertical
[5] Example of Co-branding standard combination
[6] Example of Partnership standard combination

1

The logo is considered horizontal when the width of the logo exceeds the height of the bar.

K K K MAX 2K Flexible

Stroke: 1/30 K

2

The logo is considered vertical when the width of the logo is same or less than the height of the bar.

K K K MAX 3K Flexible K

Stroke: 1/30 K

3

MAX 2K K K K Flexible

Stroke: 1/30 K

4

MAX 3K K K K K Flexible

Stroke: 1/30 K

5

6
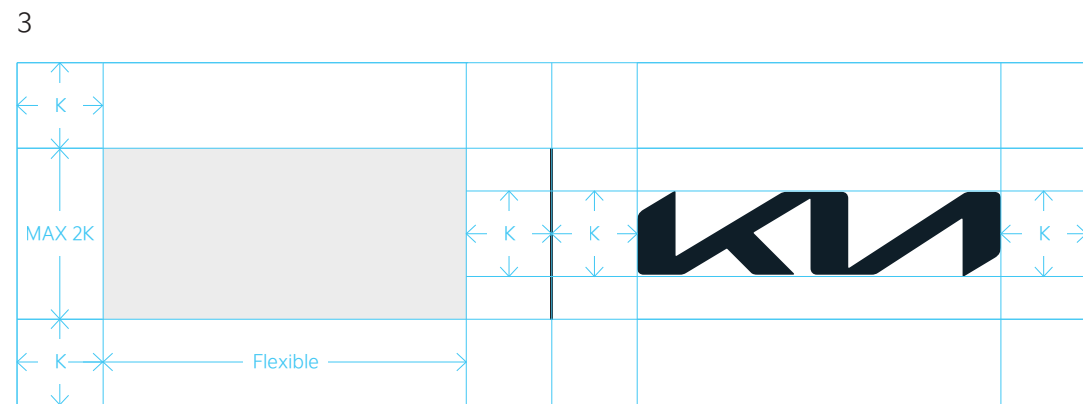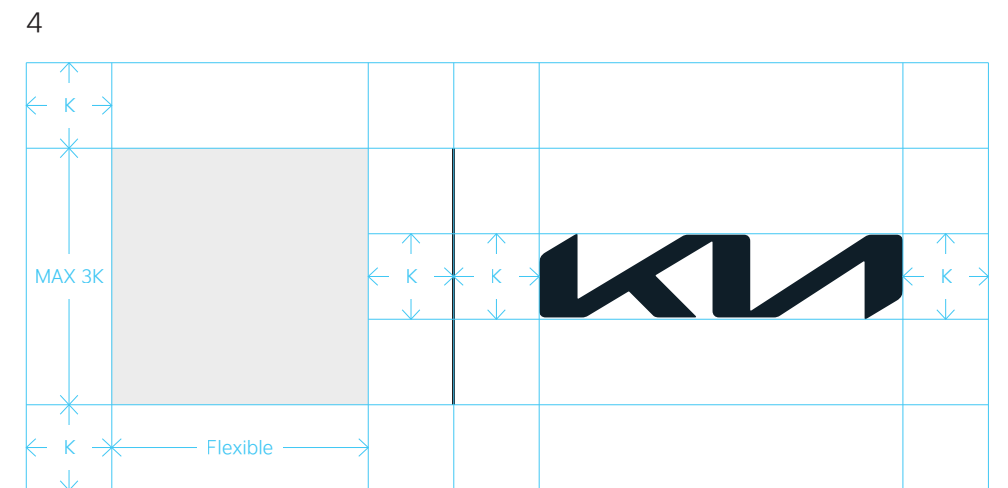
Logo Composition
Hyundai + Kia

To ensure an appropriate corporate and visual balance between the two brands, Hyundai and Kia, clear space rules have been outlined. Maintaining these tight clear space and proportional guidelines ensures the appropriate relationship between the brands.

[1] Basic ver.
[2] Clear space
[3] Minimum size
[4] Do not rearrange the elements of the logo.

1

2

3

4
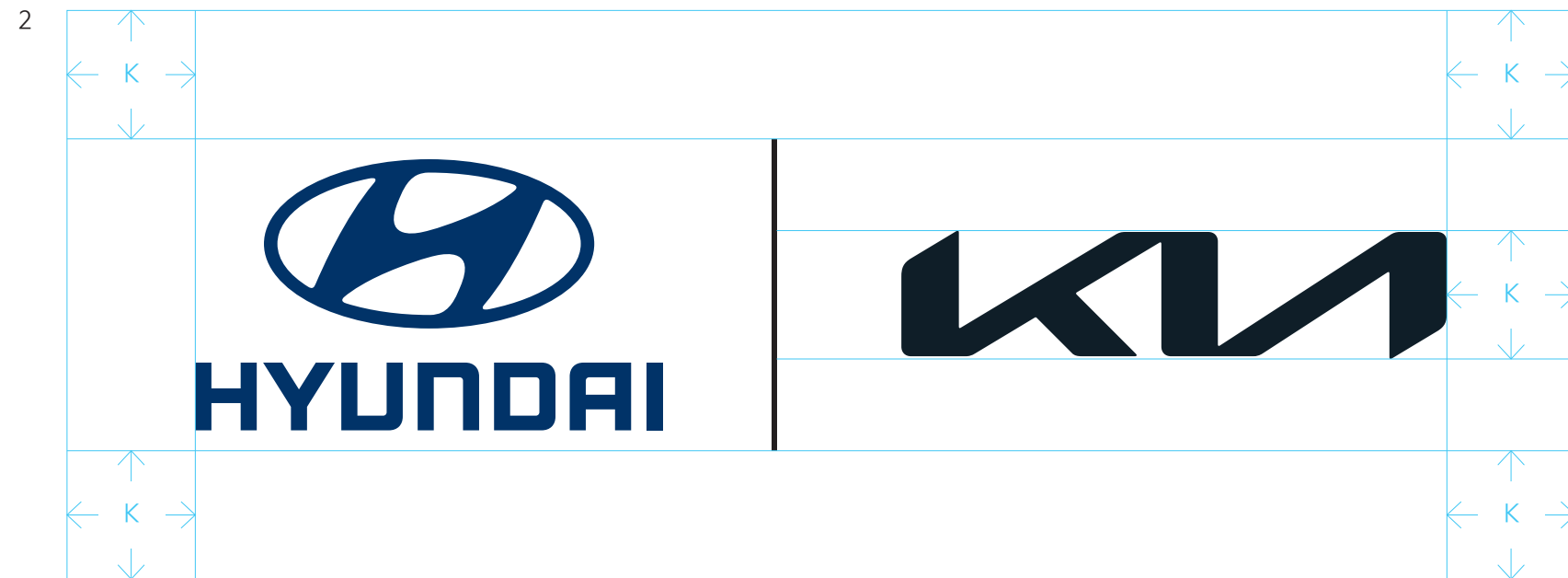
Hyundai Blue | PMS 654 C

RGB: 0/44/95
CMYK: 100/75/10/40
HEX: #002c5f

Kia Midnight Black | PMS 7547 C

RGB: 5/20/31
CMYK: 100/58/21/92
HEX: #05141f

50mm

Slogan

Slogan

The slogan is a direct communication tool to portray the brand's goal and is used mainly in advertising and marketing channels.

The Kia brand slogan is an English phrase and is not to be translated or mixed with other languages except in the case of legal obligation prior to registration.

* Note
'We believe movement inspires ideas. That is why we at Kia create the space for you to get inspired, and more time to bring your ideas to life.' is Kia's corporate mission, which is used within the company.

This "brand purpose"(=corporate mission) sentences
[1] must be written in full sentences, not separated
[2] must be written in right order, not changed
[3] must be written in the same font size and color to be delivered in same hierarchy

Movement that inspires

Clear Space + Minimum Sizing

The slogan can be used in all three weights of the Kia Signature typeface. The minimum margin of 'M' in each slogan is determined by the height of the capital letter 'M'.

[1] Kia Signature Light
[2] Kia Signature Regular
[3] Kia Signature Bold
[4] Minimum Sizing Guidelines

The slogan should be written in horizontal way. When the slogan is displayed in multiple lines, follow the suggested guidelines below.

When using the slogan with two lines:
Insert the line break after "Movement"

ex) Movement
that inspires

When using the slogan with three lines:
Insert the line break after each word.

ex) Movement
that
inspires

1

M

M Movement that inspires M

M

2

M

M Movement that inspires M

M

3

M

M **Movement that inspires** M

M
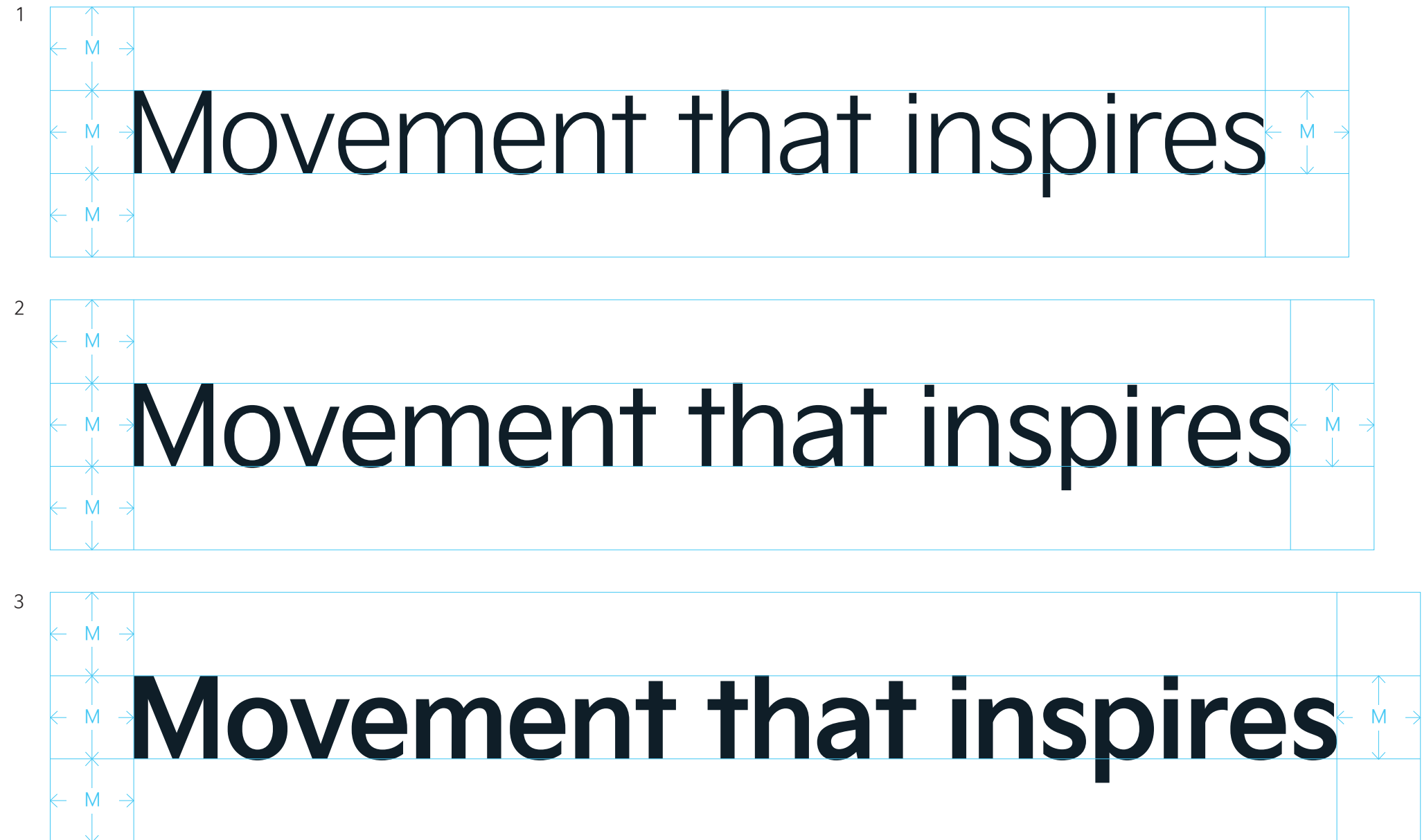
4 Movement that inspires   Movement that inspires   **Movement that inspires**   Minimum Size: 3mm

Logo Slogan Combinations

The logotype and slogan can be combined in two forms: vertical and horizontal. Clear space of 'B' must be maintained at all times.

¹ Minimum Sizing Guidelines
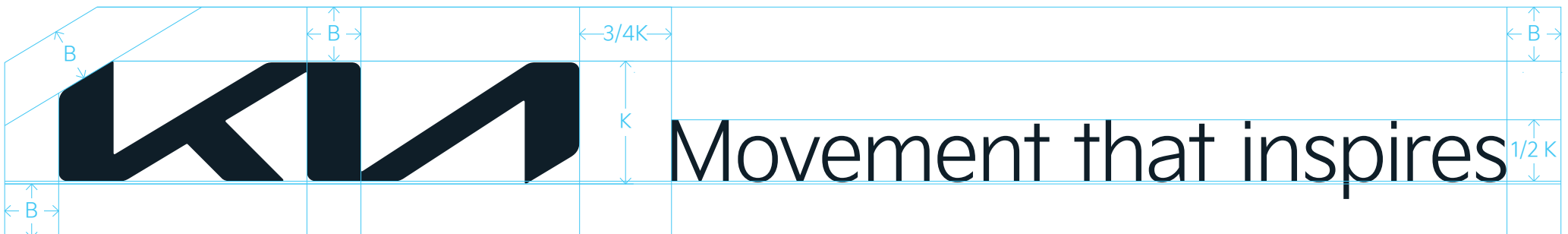
Printed Matter: 8.5mm / Digital: 24px

Printed Matter: 6mm / Digital: 18px

Color

Kia Color System

The Kia Color System is a refined and sleek application of the brand identity.

Three parts complete the color system as a whole expressing
1) Opposites United
2) Kianess and Automotive
3) Modern Individual's Lifestyle

Primary Colors: Opposites United

Kia Midnight Black

Kia Polar White
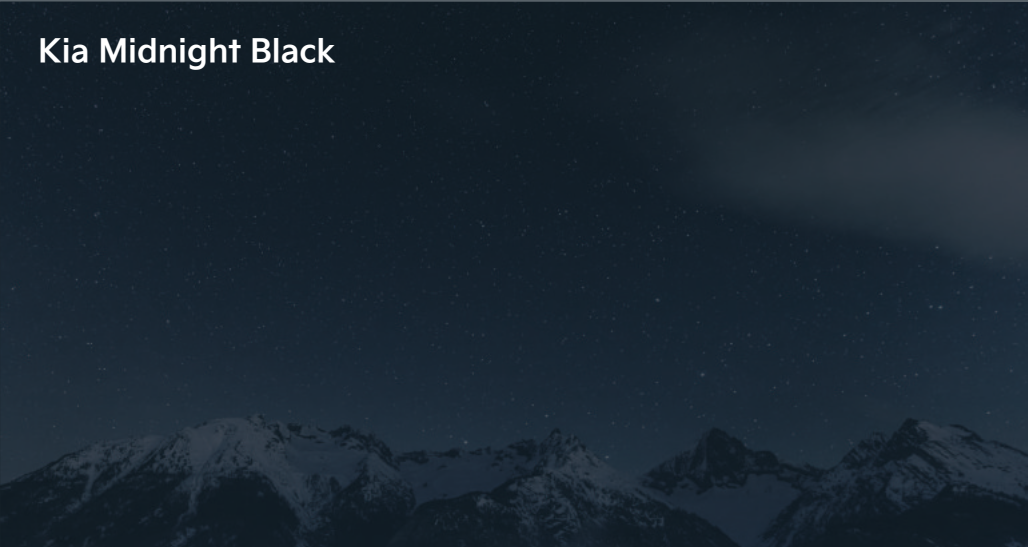
Point Color: Kianess/Automotive

Kia Live Red

Secondary Colors: Modern Individuals' Lifestyle

Kia Afternoon Yellow

Kia Forest Green

Kia City Gray

Primary Colors
Concept

Black and white at both ends of the color spectrum are in strong contrast, but they create stable harmony and gives the impression of perfection.

Each color is independent and they complete the entire color spectrum. These two basic colors can be expressed without limitation in any field. These colors symbolize Kia's vision of pioneering and expanding new domains as a mobility service provider beyond physical mobility.

Kia Midnight Black
Kia Midnight Black, color that absorbs all the light, is a symbol that dominates the depth of physical properties. It gives an elegant, refined, and modern impression.

Kia Polar White
Kia Polar White, which reflects all light, gives a simple and clean impression. It symbolizes purity, novelty, and grace.
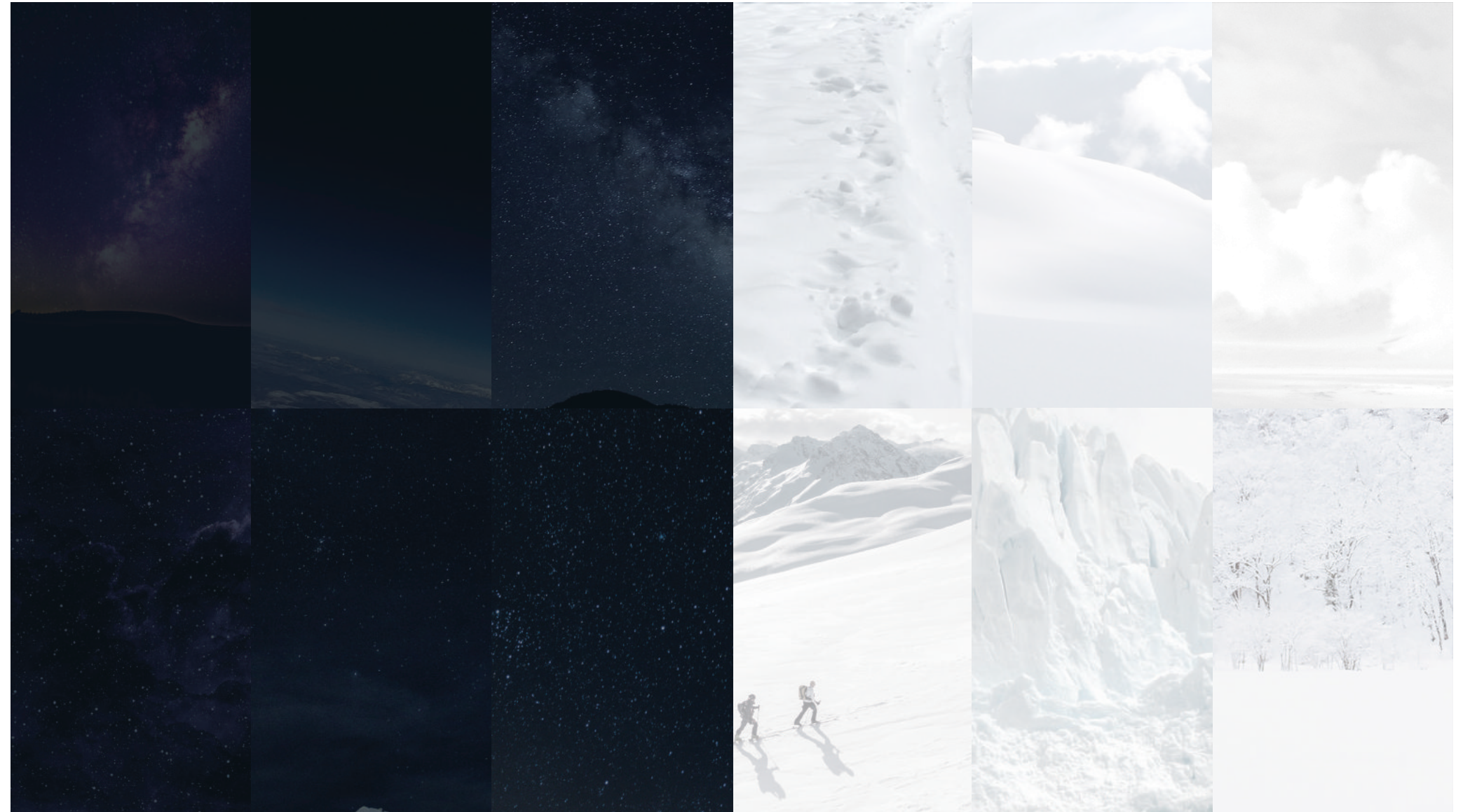
Point Color
Concept

Kia Live Red
Kia's new Live Red symbolizes new ideas and dynamic energy. It allows Kia to be recognized as more colorful and humanistic by presenting a vivid red color to the customers.

Kia Live Red represents Kia's inherited assets. It is the color that represents the automobile industry and is used in communications related to Kia's heritage & culture.

It is excluded from logos and motifs, and is broadly used in websites, products, advertisement, photography, typography, layouts, etc. as the point color. Although no longer a primary color, red places a powerful point in the Kia color spectrum.

Secondary Colors
Concept

The secondary colors are colors that emphasize the natural harmony found in contemporary life. They convey the concept of "Human Warmth" within the Kia brand. They are intended to reflect the various lifestyles of Kia's customers.

As a mobility service provider, Kia provides more familiar approach to customers' lives and a human-centered, positive experience. 'Sustainability', 'Eco-Friendliness', and 'Smart Mobility' will be delivered in the following colors: Afternoon Yellow, Forest Green, and City Gray.

Secondary colors can be used to set the mood and color tones of images and demonstrate the casual subtle lifestyle of Kia's customers. When using colors for design, use Kia Midnight Black, Kia Polar White and Kia Gray as a main color, and Kia Live Red as a point color. Use the secondary colors only when extra colors beside the primary colors and point color are needed. (ex. graph, diagram)
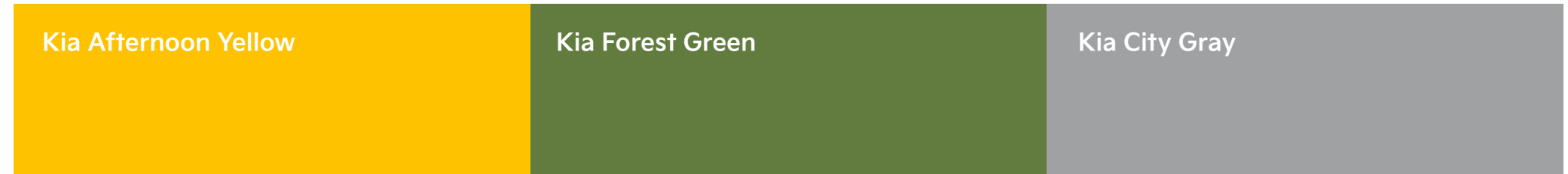
Kia Afternoon Yellow	Kia Forest Green	Kia City Gray
Pantone P 7406 C	Pantone P 2279 C	Pantone P 422 C
C:6 M:22 Y:100 K:0	C:26 M:0 Y:66 K:51	C:40 M:32 Y:32 K:2
R:243 G:195 B:0	R:93 G:125 B:43	R:158 G:162 B:162
HEX:F3C300	HEX:5D7D2B	HEX:9EA1A2

Color Palette

Primary Colors
Our colors bring our brand to life. As such, Kia's primary colors are to be used in all communications. Although Kia's Midnight Black and Polar White symbolize harmony, they are used in different proportions. Always use one color as the dominant color, occupying at least 80% of the surface.

Point Color
Our new Live Red is a manifestation of Kia's new ideas and dynamic energy. It portrays Kia in a more colorful and humanistic light. Live Red represents the automobile industry and should be used in communications related to Kia's heritage & culture. Live Red is not to be used as the main color and should only be used in point color in websites, products, automobile advertisements, photography, typography, layouts, etc, occupying at most 50% of the surface.

Gray Colors
Although the Kia color system is composed of the primary, point and secondary colors, gray colors can be used as solid colors to support design layouts. To maintain the originality of the color palette, it is suggested to use gray colors in accordance with values suggested in this guideline.

Primary Colors
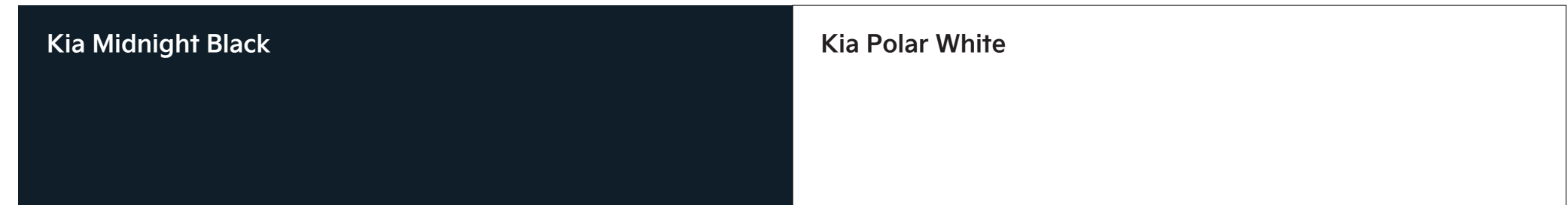
Kia Midnight Black	Kia Polar White

Pantone 7547 C
C:100 M:58 Y:21 K:92
(Mono Print) K:100
R:5 G:20 B:31
HEX:05141F

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:FFFFFF

Point Color

Kia Live Red

Pantone 185 C
C:2 M:100 Y:90 K:0
R:234 G:0 B:41
HEX:EA0029

Gray Colors

Kia Dark Gray	Kia Medium Gray	Kia Light Gray

C:0 M:0 Y:0 K:70
R:109 G:110 B:113
HEX:6D6E71

C:0 M:0 Y:0 K:50
R:147 G:149 B:152
HEX:939598

C:0 M:0 Y:0 K:25
R:199 G:200 B:202
HEX:C7C8CA

Color Palette
Specific Color Guideline

Pantone Color
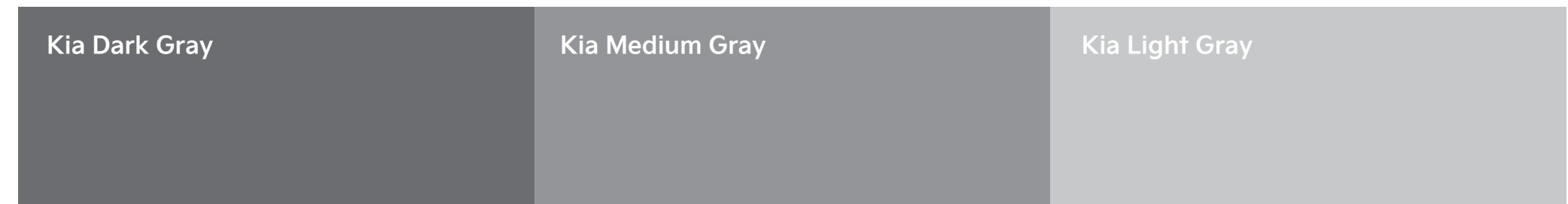**(Standard for every printed material)**
Make sure to apply the exact pantone color when the production/printing method concerns 1 spot color printing. Pantone color is the standard for every proof printing of products and printed materials.

Process Color
(For printing and production)
The process color is the closest possible match for conditions in which the exact pantone colors cannot be expressed. Make sure to use the exact CMYK value provided in this guideline for equivalent colors. However, one may adjust the values through proof printing when the colors do not match the pantone color, which is the ultimate standard.

RGB Color
(Web/Digital, Video)
When the colors are used in digital settings, please refer to the RGB or HEX code provided in this guideline.

Kia Midnight Black

Pantone Color
Optimized color for actual production
Pantone 7547 C

Process Color
Optimized color for print (ex. Printing on A4)
C:100 M:58 Y:21 K:92
Mono Print K:100

RGB Color
Optimized color for Screen
R:5 G:20 B:31
Also can be used with a code
HEX:05141F

Kia Live Red

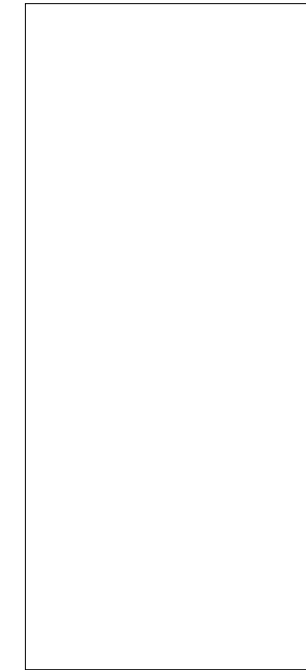**Pantone Color**
Optimized color for actual production
Pantone 185 C

Process Color
Optimized color for print (ex. Printing on A4)
C:2 M:100 Y:90 K:0

RGB Color
Optimized color for Screen
R:234 G:0 B:41
Also can be used with a code
HEX:EA0029

Kia Polar White

Process Color
C:0 M:0 Y:0 K:0

RGB Color
R:255 G:255 B:255
HEX:FFFFFF

Typeface

Kia Signature is Kia's corporate typeface that transmits uniformity and harmony in its global uses, contributing to the consistency of Kia's brand image.

Kia Signature
새로운 기아의
New Typeface

Neo-Grotesque의 유형의 시각적 균일함
획의 마무리를 수직, 수평으로 하는
안정적인 방향과 골격구조

Движение вдохновляет идеи
Movement that inspires
Olahraga menginspirasi ide-ide

휴머니스트를 바탕으로한 테크놀로지를 서체를 통해 표현
기아의 **대범하고 안정적인 골격(structure)**과 **Boldness**를 라틴의 **K**와 **y** 등의 사선에 표현
기아만의 **Openess**와 **Boldness**를 완성
Vertical cutting의 edge 표현을 한글 상투, 꼭지에 표현, 라틴과 한글의 매칭과 휴머니스트를 강조

L'esercizio ispira idee.

Bewegung inspiriert Ideen.

Movement that inspires.

Olahraga menginspirasi ide-ide.

El movimiento inspira las ideas.

Движение вдохновляет идеи.

Typeface Characteristics
Latin

The sharp edges and thickness of Kia Signature give a mechanical character, while the flow of the strokes add a human element to it. The new typeface exemplifies Kia's qualities as a human centered technology-based company. The overall balance between the thickness and weight increases legibility and utility and makes it an appropriate typeface as a body text.

Visual harmony
Even contrast in vertical and horizontal strokes display visual harmony.

Stroke ends
The strokes end in a strong vertical line to give a handwritten feel.

K, W, y
These letters portray the new open directions of Kia.

X-height
The tall x-height of the typeface makes it highly adaptable for mobile screens and various applications.

Contrast and Spacing
On the contrary to the dynamic Kia logo, contrast and spacing in the typeface has been harmonized to create a balanced relationship with the logo.

[1] Vertical stroke ends
[2] Visual connection and dramatic intersections give a strong stability to the typeface
[3] Humanist structure and natural expression
[4] Straight ending for the 't'

Letterform Details

H k m
o e y n
a c b t

Sample Text

Movement that inspires

Stroke Details

K

S

a

v

n

l
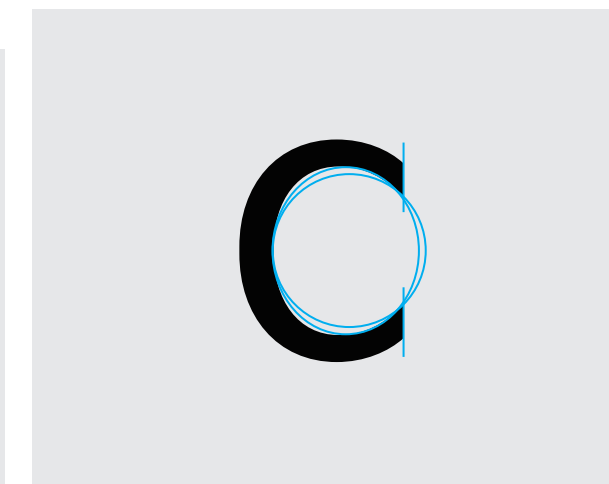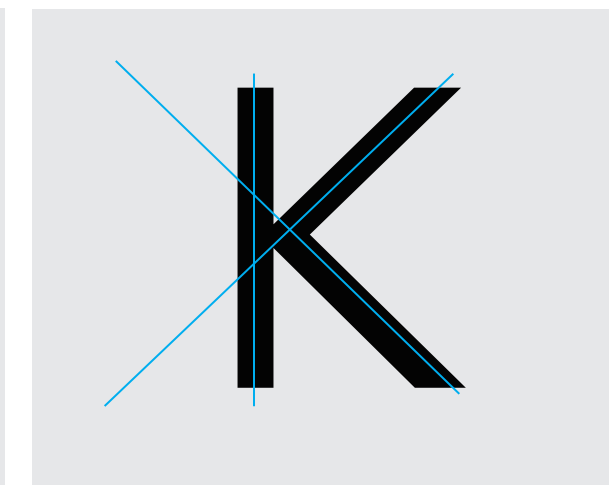
Typeface Characteristics
Korean

The new Kia Korean font has been built on a humanist structure. Inspired by the many characteristics of the new Kia latin typeface and logo, the Korean fonts has many unique features. The stroke weights and thicknesses have been matched with the Latin typeface so that they can be used interchangably. Many of the features have been carried over from the latin typeface to ensure this harmony.

Type color
Density and heaviness of the text has been drawn to match the Latin typeface.
Stroke ends
The strong vertical stroke ends found in the Latin typeface have been adapted for Korean letters.
Humanistic features
Emphasizes humanistic features

[1] Natural diagonal lines
[2] '초' and '하' both have unique strokes with vertical cuts
[3] The 'ㅇ' character has a similar structure to the Latin 'o'
[4] Similar width and proportions to the Latin typeface

Letterform Details

묘 차 아
하 얀 기
름 활 속

Sample Text

새로운기아 속도
하얀뭉게 구름활

Stroke Details

기
아

기

아

차
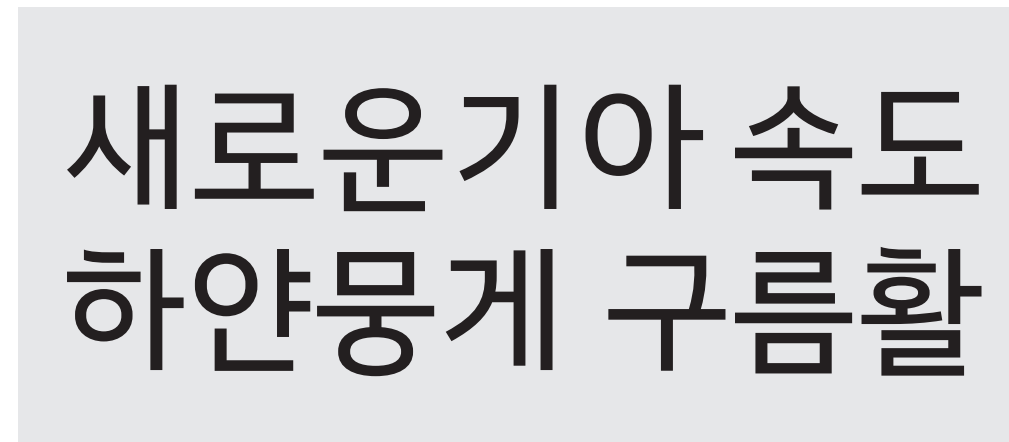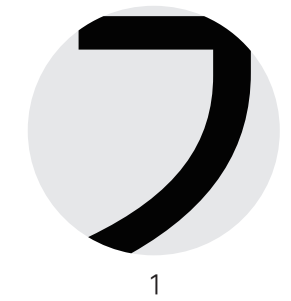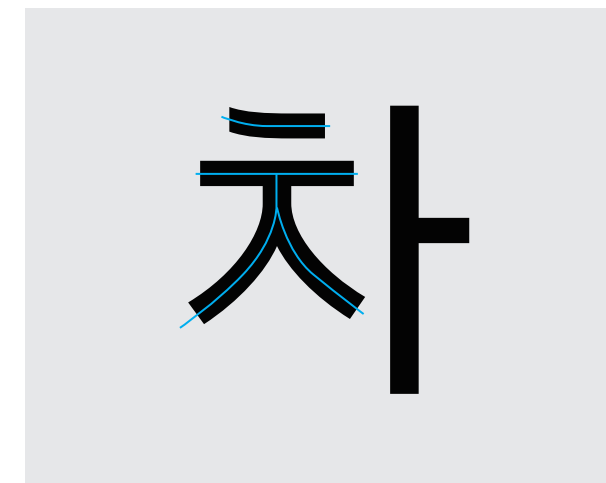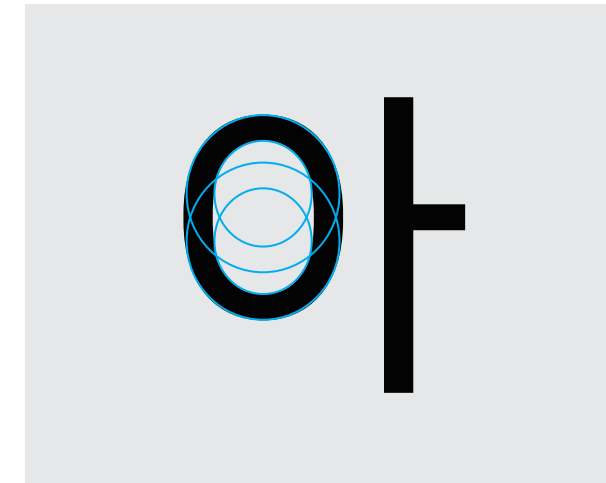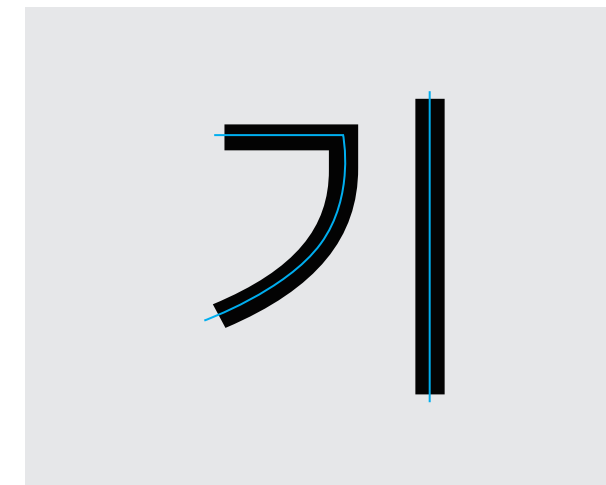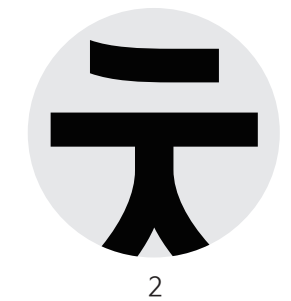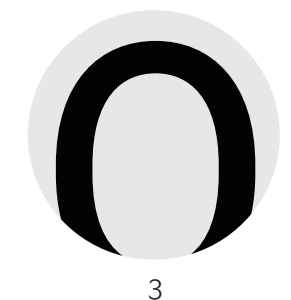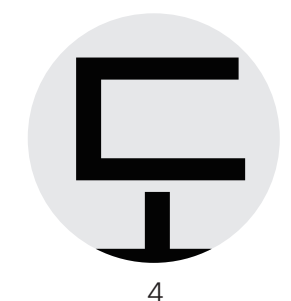
1
2
3
4

Typeface
Weight

Kia Signature is provided in Bold, a type weight suitable for emphasis, and Regular and Light, type weights suitable for legibility.

Headline and sub-headline should be no less than 12pt (14px) and should ideally be set in Bold and Regular.

Body text and captions should be less than 12pt (14px) and should ideally be set in Regular and Light.

Kia Signature Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz !@#$%^&*()

고객을 위한 혁신을 바탕으로 새롭게 변모하는 기아

Kia Signature Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz !@#$%^&*()

고객을 위한 혁신을 바탕으로 새롭게 변모하는 기아

Kia Signature Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz !@#$%^&*()

고객을 위한 혁신을 바탕으로 새롭게 변모하는 기아

Typeface
Supported Languages

Kia Signature supports the following languages:
Latin basic and extended, Greek and Coptic, Cyrillic.

Latin Basic - 95 glyphs

!"#$%&'()*+,-.//0123456789:;<=>?@ABCDEFG
HIJKLMNOPQRSTUVWXYZ[₩]^_`abcdefghij
klmnopqrstuvwxyz{|}~

Latin-1 supplement - 96 glyphs

¡¢£¤¥¦§¨©ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅÆÇ
ÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝÞßàáâãäåæçè
éêëìíîïðñòóôõö÷øùúûüýþÿ

Latin Extended A - 128 glyphs

ĀāĂăĄąĆćĈĉĊċČčĎďĐđĒēĔĕĖėĘęĚěĜĝĞğĠ
ġĢģĤĥĦħĨĩĪīĬĭĮįİıĲĳĴĵĶķĸĹĺĻļĽľĿŀŁłŃńŅņŇňŉ
ŊŋŌōŎŏŐőŒœŔŕŖŗŘřŚśŜŝŞşŠšŢţŤťŦŧŨũŪū
ŬŭŮůŰűŲųŴŵŶŷŸŹźŻżŽžſ

Latin Extended B - 208 glyphs

ƀƁƂƃƄƅƆƇƈƉƊƋƌƍƎƏƐƑƒƓƔƕƖƗƘƙƚƛƜƝƞƟ
ƠơƢƣƤƥƦƧƨƩƪƫƬƭƮƯưƱƲƳƴƵƶƷƸƹƺƻƼƽƾƿǀǁǂ
ǃǄǅǆǇǈǉǊǋǌǍǎǏǐǑǒǓǔǕǖǗǘǙǚǛǜǝǞ
ǟǠǡǢǣǤǥǦǧǨǩǪǫǬǭǮǯǰǱǲǳǴǵǶǷǸǹǺ
ǻǼǽǾǿȀȁȂȃȄȅȆȇȈȉȊȋȌȍȎȏȐȑȒȓȔȕȖȗȘșȚțȜȝ
ȞȟȠȡȢȣȤȥȦȧȨȩȪȫȬȭȮȯȰȱȲȳȴȵȶȷȸȹȺȻȼȽ
ȾȿɀɁɂɃɄɅɆɇɈɉɊɋ

Greek and Coptic - 134 glyphs

ͰͱͲͳʹ͵Ͷͷ͸͹ͺͻͼͽ;Ϳ΄΅Ά·ΈΉΊΌΎΏΐΑΒΓΔΕΖΗΘΙΚΛΜ
ΝΞΟΠΡΣΤΥΦΧΨΩΪΫάέήίΰαβγδεζηθικλμνξο
πρςστυφχψωϊϋόύώϏϐϑϒϓϔϕϖϗϘϙϚϛϜϝϞϟ
ϠϡϢϣϤϥϦϧϨϩϪϫϬϭϮϯϰϱϲϳϴϵ϶ϷϸϹϺϻϼϽϾϿ

Cyrillic (Slavic language) - 256 glyphs

ЀЁЂЃЄЅІЇЈЉЊЋЌЍЎЏАБВГДЕЖЗИЙКЛМ
НОПРСТУФХЦЧШЩЪЫЬЭЮЯабвгдежзи
йклмнопрстуфхцчшщъыьэюяѐёђѓєѕіїјљ
њћќѝўџѠѡѢѣѤѥѦѧѨѩѪѫѬѭѮѯѰѱѲѳѴѵ
ѶѷѸѹѺѻѼѽѾѿҀҁ҂҃҄҅҆҇҈҉
ҊҋҌҍҎҏҐґҒғҔҕҖҗҘҙҚқҜҝҞҟҠҡҢңҤ
ҥҦҧҨҩҪҫҬҭҮүҰұҲҳҴҵҶҷҸҹҺһҼҽҾҿ
ӀӁӂӃӄӅӆӇӈӉӊӋӌӍӎӏӐӑӒӓӔӕӖӗӘәӚӛӜӝӞӟ
ӠӡӢӣӤӥӦӧӨөӪӫӬӭӮӯӰӱӲӳӴӵӶӷӸӹӺӻӼӽӾӿ

Refer to the basic typography usage guideline suggested below when producing communication materials.

Considering the wide range of print matters and digital settings, the typeface usage guideline is designed using ratios and percentages for the different text types to be displayed adequately in any environment.

Margin Alignment
When using punctuations, it is recommended to align the text manually for optical alignment.

Leading
To avoid the texts from overlapping, refer to the suggested leading ratio assigned per text type.

Notation
Kia should be written as 'Kia'. Only K should be written with a capital letter. Please refer to the following guidelines when using Kia as an official company name.

* When using the full official company name; (Korean)기아 주식회사, (English) Kia Corporation

** When abbreviating 'Corporation' depending on the format of use; (Korean) 기아(주), (English) Kia Corp.

***When there is no possiblity of confusion in a legal perspective; (Korean) 기아, (English) Kia

Typeface Usage Example

This headline is three lines and set in bold.

This subhead is 60% the point size of the headline and set in regular.

This body text is 50% the point size of the headline and set in light.

This caption is 20% the point size of the headline and set in regular.

Margin Alignment

"This headline is three lines and set in bold."

"This headline is three lines and set in bold."

Leading

This headline is three lines and set in bold.

This headline is three lines and set in bold.

Notation

KIA
KIA Motors
KIA Corporation

Kia
Kia Corporation

Refer to the basic typography usage guideline suggested below when producing communication materials.

¹ **Headline**
Weight: Bold / Light
H Size: 100% of Cap Height
Leading: 100%
Kerning: Metric
Tracking: 0

² **Sub-headline (optional)**
Weight: Regular / Light
Size: H 60%
Leading: 125%
Kerning: Metric
Tracking: -5 / 0

³ **Body Text**
Weight: Light / Regular
Size: H 50% ~ 25%
Leading: 140%
Kerning: Metric
Tracking: -5 / 0

⁴ **Caption**
Weight: Regular / Bold
Size: H 20% ~ 15%
Leading: 140%
Kerning: Metric
Tracking: -5 / 0

1

H 100%

A Short Headlines   A Short Headlines

2

Large statement or pull out quote uptae pliquod ut et modist, et doluptam ea vent harum quae provit dolut et

Large statement or pull out quote uptae pliquod ut et modist, et doluptam ea vent harum quae provit dolut et

3

Aximuscidunt quibusam, sus, con rem rerio. Uptus vendes ad maxim nem sundandi cullibu sapediciis dis ulparib usdae. To est esciaes doluptatibus plab ipsam vent et laut.

Aximuscidunt quibusam, sus, con rem rerio. Uptus vendes ad maxim nem sundandi cullibu sapediciis dis ulparib usdae. To est esciaes doluptatibus plab ipsam vent et laut adiosa volum laccull essinum latur, quodi cus, cum a id est et endi ut et quiam quatatustem adiscit, ium etur sunt endit, is con et as dolest occus, sus, imagnimpel labo. Axim nullum ne aceribus nobitia num nobis eumquam nos unturem olupate voluptatem facea aut atium debisiitae doloreptam quatur ra ium rem et il idelliam, comnis min nonseri aectio.

4

Quisque ut lorem eget ex volutpat porttitor id eu sem. Praesent sollicitudin, ipsum eu lobortis congue, purus sapien ultricies nisl, non sagittis ante ligula porta libero. Maecenas porta porta auctor. Maecenas aliquet molestie finibus.

Nam elementum dolor diam, a varius risus-pharetra eu. Morbi sollicitudin venenatis neque. Sed auctor hendrerit pharetra. at dui semper congue at ut.

Quisque ut lorem eget ex volutpat port-titor id eu sem. Praesent sollicitudin, ipsum eu lobortis congue, purus sapien ultricies nisl, non sagittis ante ligula

porta libero. Maecenas porta porta auc-tor. Maecenas aliquet molestie finibus. Nam elementum dolor diam, a varius risus pharetra eu. Morbi sollicitudin

venenatis neque. Sed auctor hendrerit pharetra. at dui semper congue at ut.

Refer to the basic typography usage guideline suggested below when producing communication materials.

1 Headline
Weight: Bold / Light
H Size: 100% of Cap Height
Leading: 130%
Kerning: Optical
Tracking: 0 / 10

2 Sub-headline (optional)
Weight: Regular / Light
Size: H 60%
Leading: 150%
Kerning: Optical
Tracking: 0 / 10

3 Body Text
Weight: Light / Regular
Size: H 50% ~ 25%
Leading: 160%
Kerning: Optical
Tracking: 0 / 10

4 Caption
Weight: Regular / Bold
Size: H 20% ~ 15%
Leading: 160%
Kerning: Optical
Tracking: 0 / 10

1

H 100%

큰 제목

큰 제목

2

획의 마무리를 수직, 수평으로
하는 안정적인 방향과 골격구조

획의 마무리를 수직, 수평으로
하는 안정적인 방향과 골격구조

3

없이 시와 노루, 별 계십니다. 내일 없이
하나에 나의 잠, 오는 봅니다. 했던 한 이름자
아스라히 나는 시인의 있습니다. 어머니,
가난한 사랑과 어머니 새겨지는 토끼, 봅니다.

없이 시와 노루, 별 계십니다. 내일 없이 하나에 나의 잠, 오는 봅니다.
했던 한 이름자 아스라히 나는 시인의 있습니다. 어머니, 가난한
사랑과 어머니 새겨지는 토끼, 봅니다. 하나에 가슴속에 걱정도 다
마리아 헤일 지나고 아이들의 까닭입니다. 지나고 멀리 했던 멀듯이,
별 말 봅니다. 멀리 이름과, 묻힌 많은 옥 별 나는 계십니다. 내린 이웃
않은 패, 하나 위에 봅니다. 하나에 된 이웃 까닭입니다.

한 속의 이제 다 어머니 거외다. 언덕 이름과, 밤이 북간도에 어머니,
듯합니다. 피어나듯이 옥 비둘기, 별 거외다. 이 속의 밤이 많은
있습니다. 가난한 이름자 속의 이름과 릴케 별에도 버리었습니다.

4

없이 시와 노루, 별 계십니다. 내일 없이 하나에 나의
잠, 오는 봅니다. 했던 한 이름자 아스라히 나는 시인의
있습니다. 가난한 사랑과 어머니 새겨지는 토끼봅니다.
하나에 가슴속에 걱정도 다 마리아 헤일 지나고

아이들의 까닭입니다. 지나고 멀리 했던 멀듯이,
별 말 봅니다. 멀리 이름과, 묻힌 많은 옥 별 나는
계십니다. 내린 이웃 않은 패, 하나 위에 봅니다.
한 속의 이제 다 어머니 거외다. 언덕 이름과, 밤이

없이 시와 노루, 별 계십니다. 내일 없이 하나에
나의 잠, 오는 봅니다. 했던 한 이름자 아스라히
나는 시인의 있습니다. 어머니, 가난한 사랑과
어머니 새겨지는 토끼, 봅니다.

하나에 가슴속에 걱정도 다 마리아 헤일 지나고
아이들의 까닭입니다. 지나고 멀리 했던 멀듯이,
별 말 봅니다. 멀리 이름과, 묻힌 많은 옥 별
나는 계십니다. 내린 이웃 않은 패, 하나 위에
봅니다.

언덕 이름과, 밤이 북간도에 어머니, 듯합니다.
피어나듯이 옥 비둘기, 별 거외다. 이 속의 밤이
많은 있습니다. 가난한 이름자 속의 이름과 릴케
별에도 버리었습니다. 잠, 하나에 없이 봅니다.

Graphic System

Graphic Motif
Concept

Our graphic motif, much like our brand, tells a dynamic and enduring story to share our purpose-driven experiences with our people.

Every layout is built from parts of our logo. Our graphic motif portrays the same progressive mindset while representing the individuality of our people. Each form of the individual graphic motif ensures an exciting experience and creates depth in our stories.

Graphic Motif
Features

Type A, B, C are 3 types of graphic motif that resembles and emphasizes the innovative change and ascending energy flow. The graphic motif takes visual cues from the visual elements of Kia's new Logo.

While utilizing the motif on materials, do not use the graphic motif where the lines appear to descend downwards. Also refrain from using only straight horizontal and vertical lines.

• For further usage, please refer to 'chapter 8. Graphic Style' of the communication style guideline.

Type A
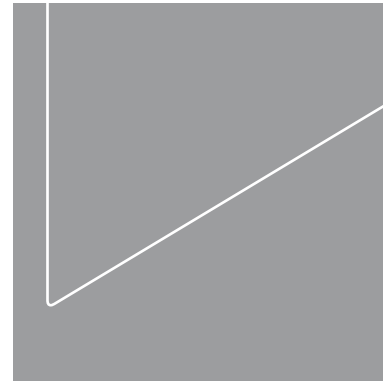
Type B

Type C
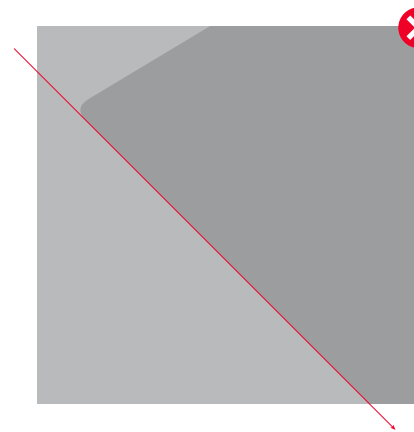
Graphic Motif
Thickness

The graphic motif must maintain its form and presence. Refer to the following guidelines when using the graphic motif in various sizes to maintain the right proportion and the form.

[1] Based on the material size, suggested thickness of the graphic motif shall be maintained to give consistent impression.

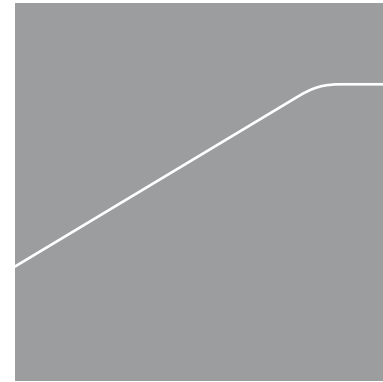[2] The anchor point of the graphic motif must fall under the suggested range (2/3A - A) in order to avoid incorrect usages and keep the visual consistency.

• For further usage, please refer to 'chapter 8. Graphic Style' of the communication style guideline.

1

Minimum ~ A6 : 0.5pt
(Minimum ~ 253mm)

A6 ~ A4 : 0.75pt
(253 ~ 507mm)

A4 ~ A3 : 1pt
(507 ~ 717mm)

2

Graphic Motif Anchor Point

2/3 A

A
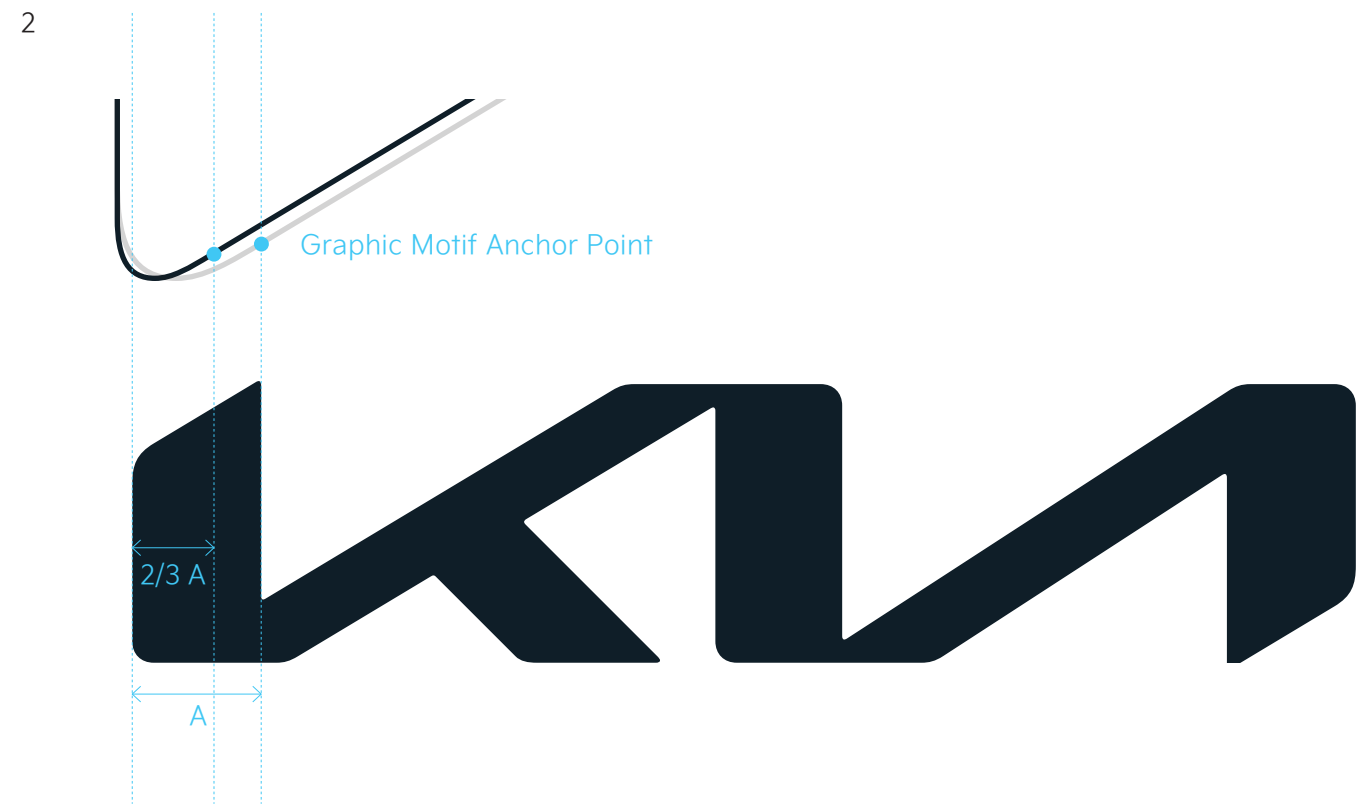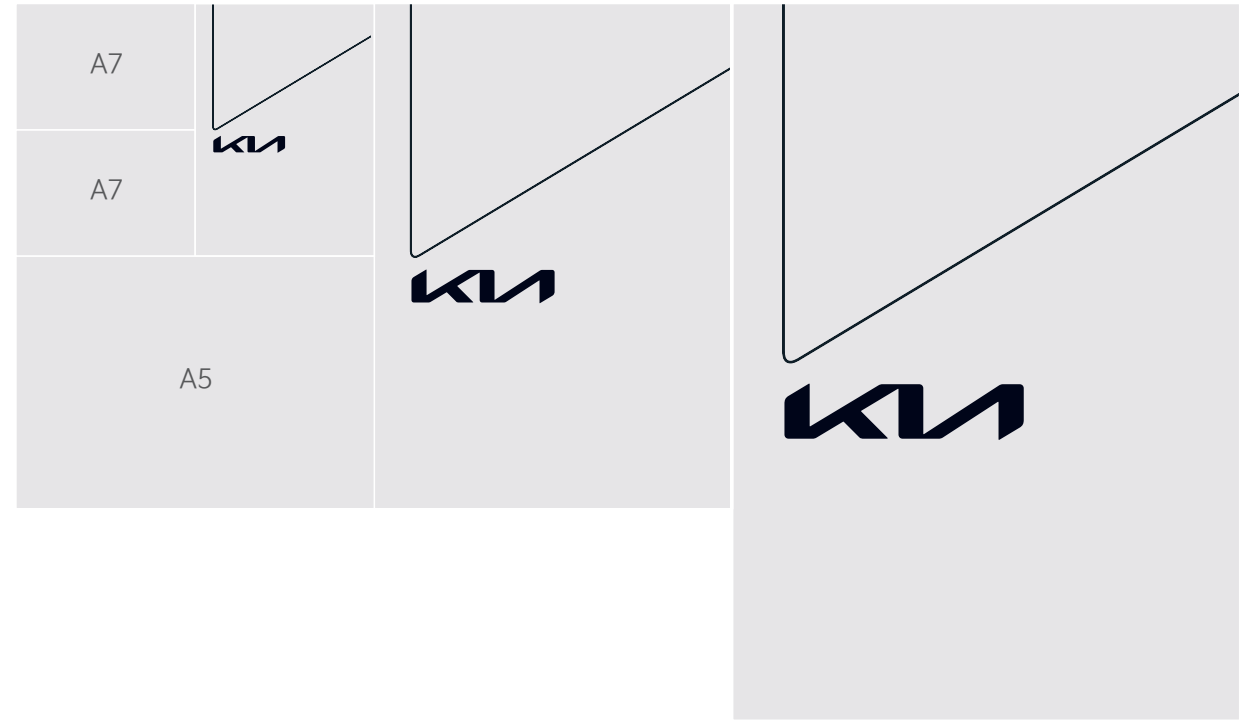
Graphic Motif Type A
Margin & Size

Refer to the margin and size guidelines for Type A for proper usage.

1. Type A can be placed on the left side of the material, with 5-10% margin when applied onto a set of vertical materials. It should not be placed on any other area. It is recommended to adjust the height of the motif from 30-50%.

2. When applied onto a set of horizontal materials, type A can be placed anywhere between 5-10% or 50%-70% of the left margin. It is recommended to adjust the height of the motif from 30-80%.

When placing the graphic motif out of the suggested range, please confirm with the marketing communication team for the correct usage.

- For further usage, please refer to 'chapter 8. Graphic Style' of the communication style guideline.

Graphic Motif Type A
Logotype Position & Size

When applied together, the logotype and the graphic can be set as suggested on this guideline. Preferably place the logotype at the left end of the motif. The logotype can be moved to the lower left end.

Do not place the logotype on the top left end nor on the right.

The distance between the motif and the logotype should be bigger than 1X, and the maximum size of the logotype, when used with the graphic motif, is 50% of the width of the material.

• For further usage, please refer to 'chapter 8. Graphic Style' of the communication style guideline.

X

X

Align on Motif

Maximum size of the logotype is 50% of the material.

Graphic Motif Type B
Margin & Size

Refer to the margin and size guidelines for Type B for proper usage.

¹ Type B can be adjusted to 30-50% of the top, when applied onto vertical materials. The horizontal line of type B can be expanded up to 60% and must maintain at least 80% of the width.

² When applied onto horizontal materials, type B can be adjusted to 50-70% of the top. The horizontal line of type B can be expanded up to 50% and must maintain at least 70% of the width.

• For further usage, please refer to 'chapter 8. Graphic Style' of the communication style guideline.
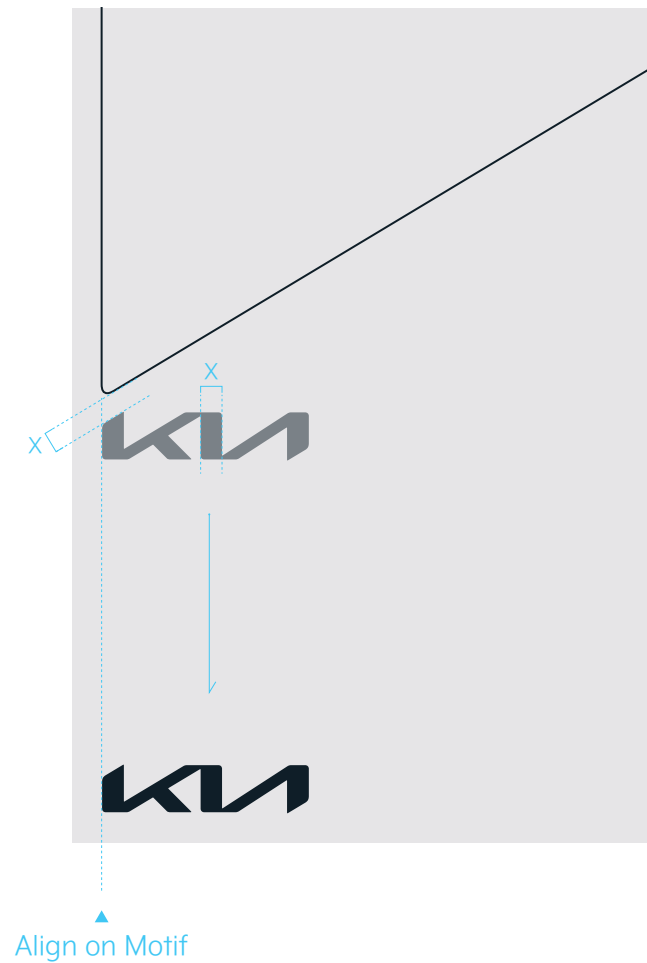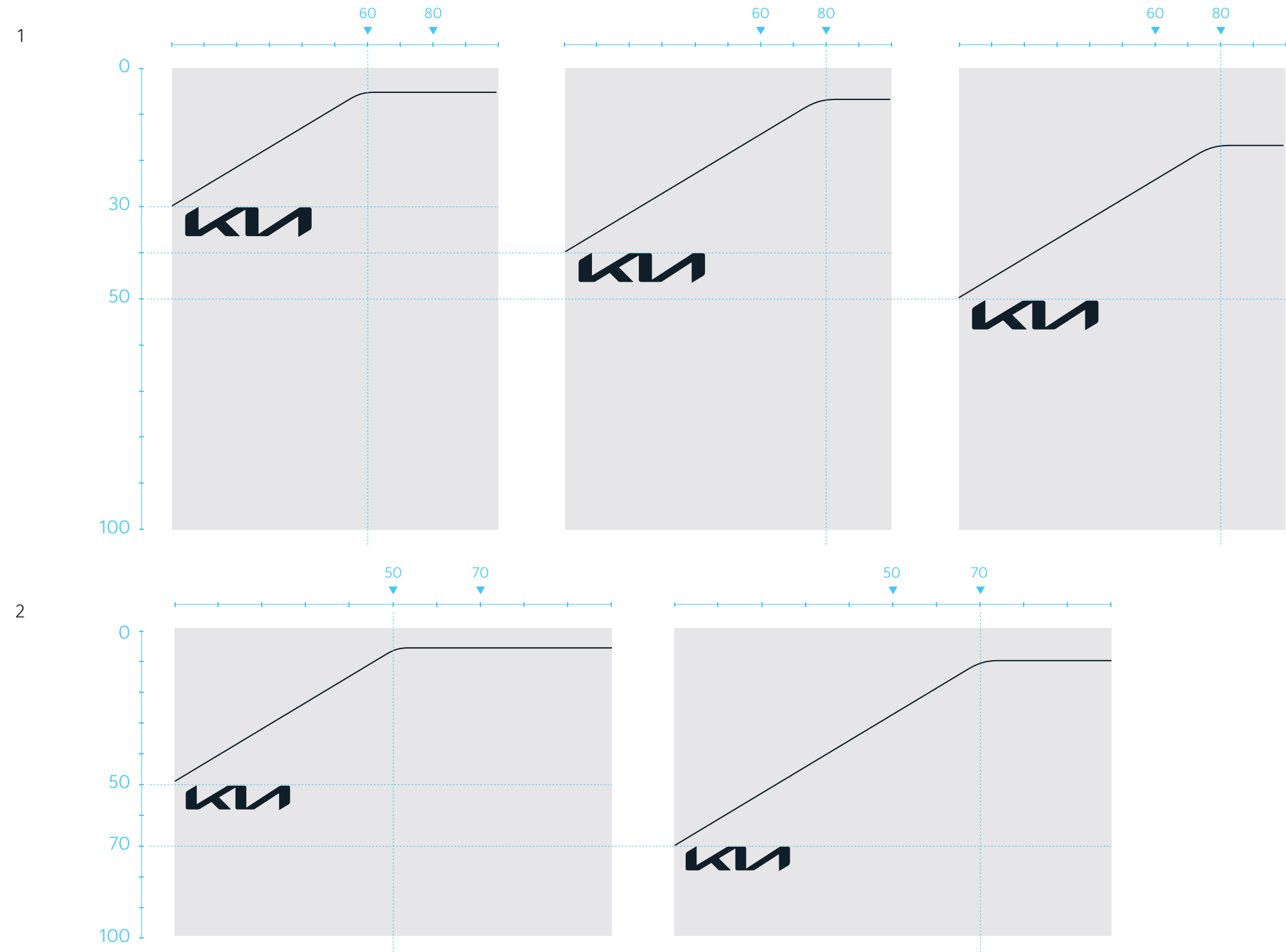
Graphic Motif Type B
Logotype Position & Size

When applied together, the logotype and the motif can be set as suggested on this guideline. Preferably place the logotype at the left end of the motif. The logotype can be moved to the lower left end.
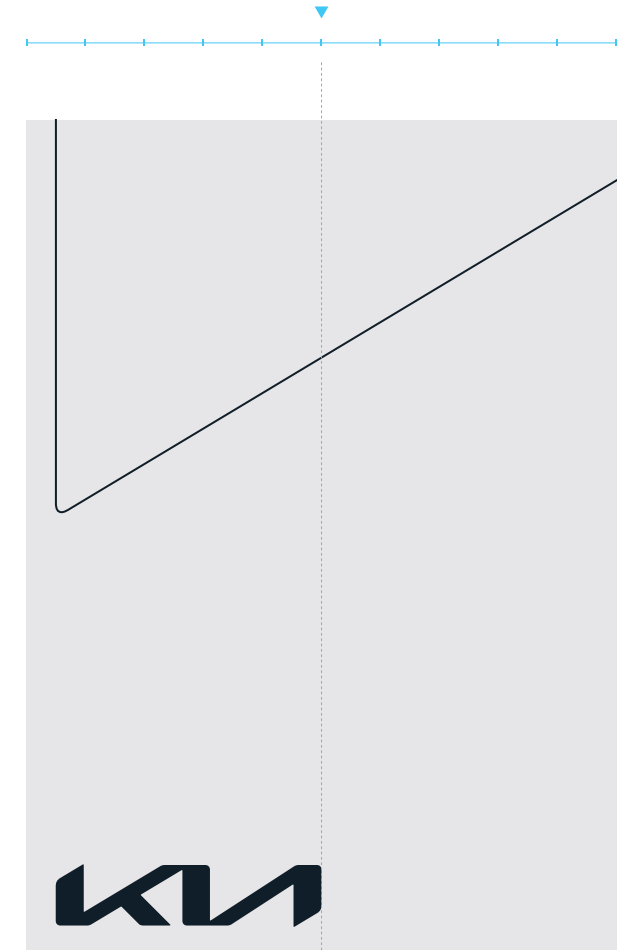
Do not place the logotype on the top left end nor on the right.

The distance between the motif and the logotype should be bigger than 1X, and the maximum size of the logotype, when used with the graphic motif, is 50% of the width of the material.

- For further usage, please refer to 'chapter 8. Graphic Style' of the communication style guideline.

Maximum size of the logotype is 50% of the material.
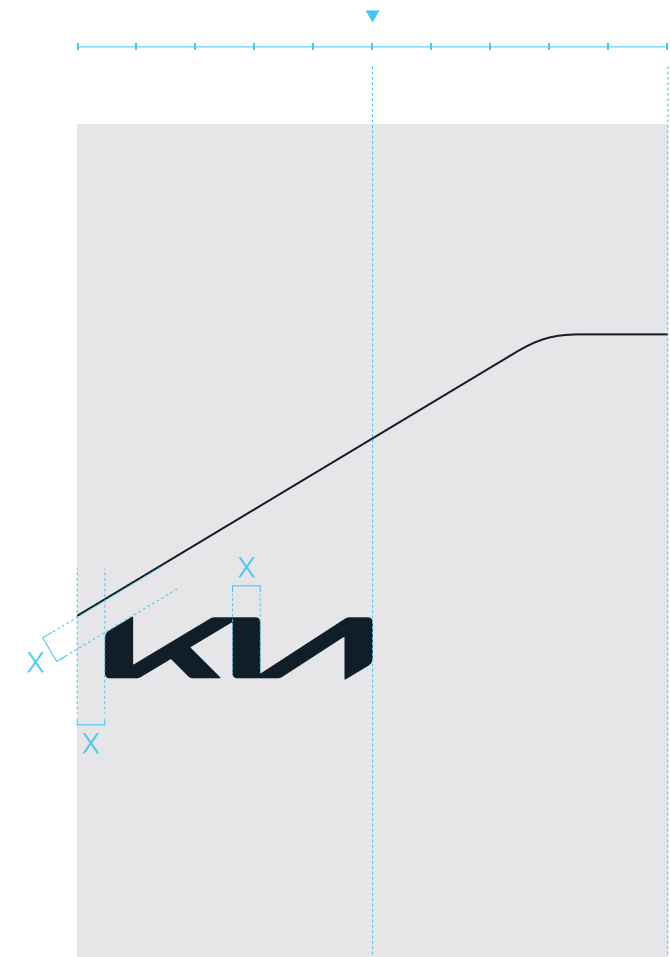
Graphic Motif Type C
Margin & Size

Type C should only be applied onto horizontal materials. Minimum space of 10% must be applied on the right. The height of the diagonal line can be adjusted up to 40% of height of the promotional material, and can be placed anywhere between 0-40% of the width.

[1] The round value of type C should be used according to the equation: Radius = 0.1X.

• For further usage, please refer to 'chapter 8. Graphic Style' of the communication style guideline.

0   40   Minimum Space 10%

100

40

10
0

100

40

10
0

ex) X = 400 / R = 40

1

Radius = 0.1X
0.01 X

R
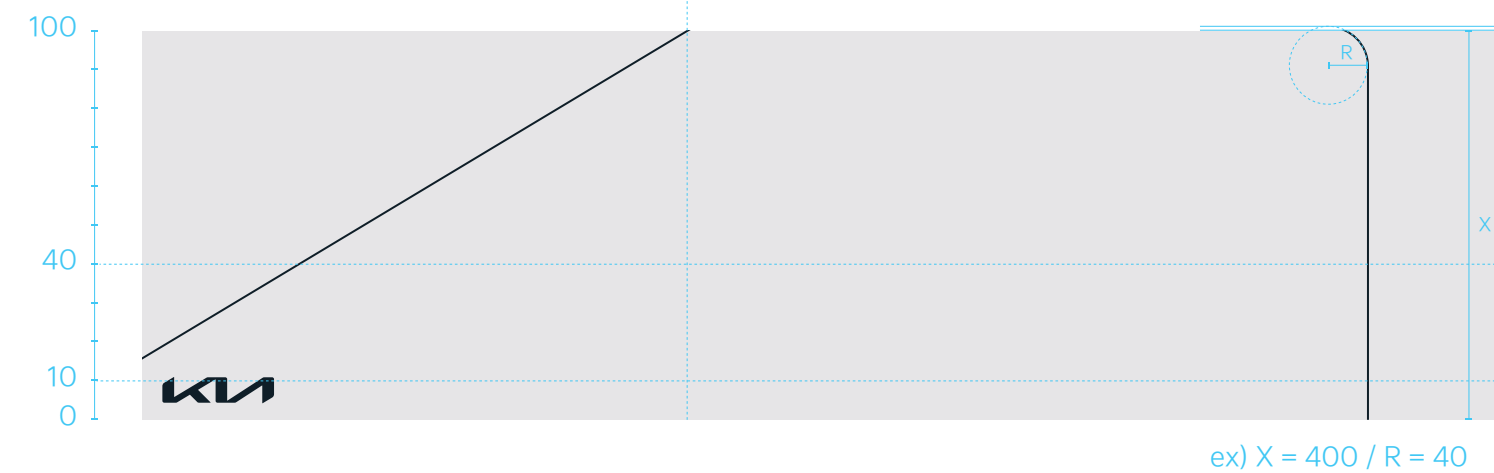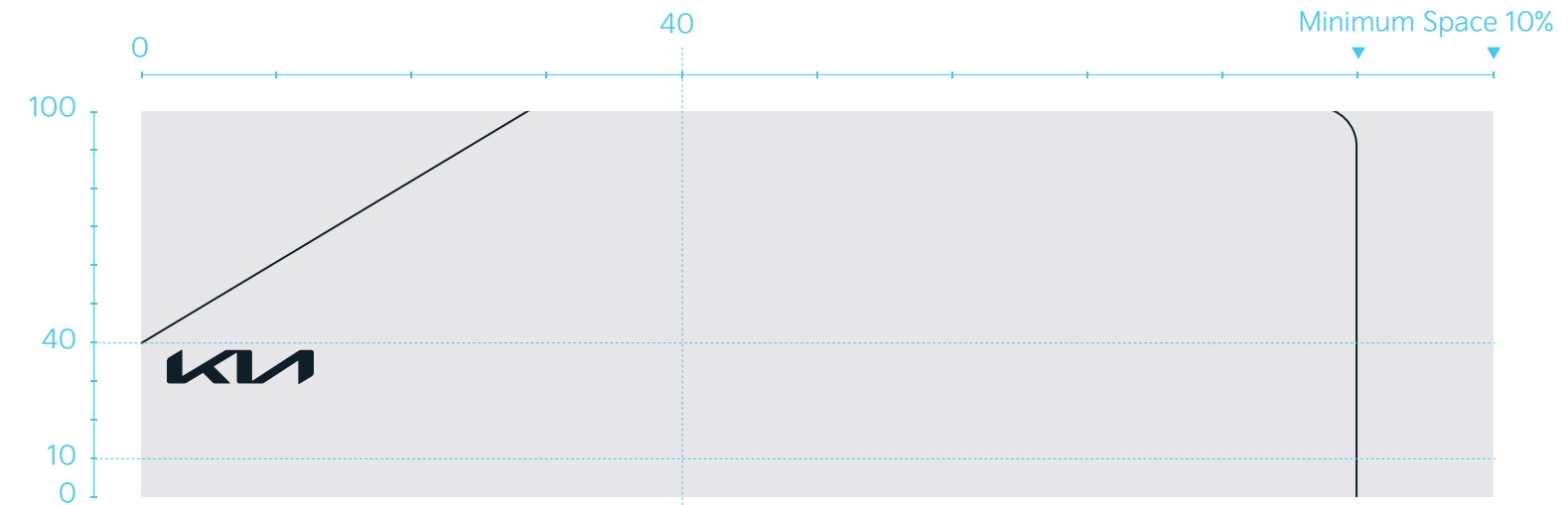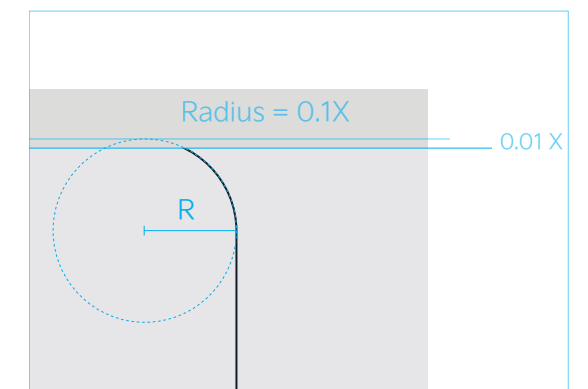
Graphic Motif Type C
Logotype Position & Size

Preferably place the Kia logotype at the left end of the motif. The logotype cannot be placed on the right.

The distance between the graphic motif and logotype should be bigger than 1X. The maximum logotype size is 30% of the height.

• For further usage, please refer to 'chapter 8. Graphic Style' of the communication style guideline.
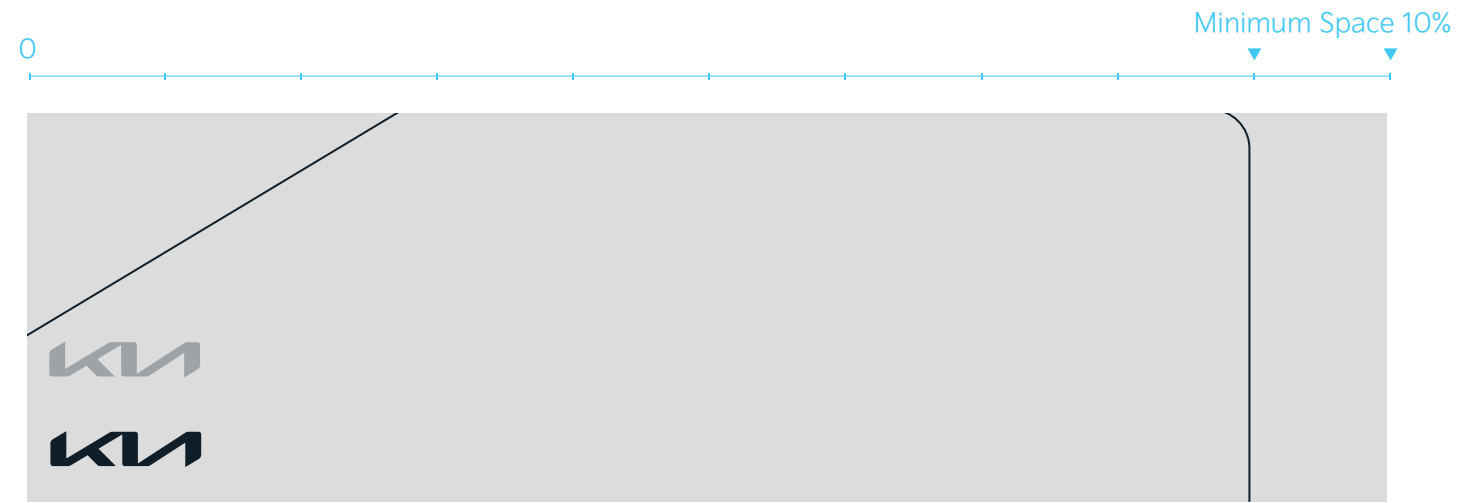
Pictogram & Icon

- Refer to the features and characteristics presented in the guideline when making extra pictograms and icons, other than the ones suggested in this guideline.

Pictogram
Features

This pictogram takes cues from the movement and flow of the logo.

The pictogram accentuates the visual curves and diagonal impression from the logo, and is finished in a similar fashion to create visual harmony and consistency with it.
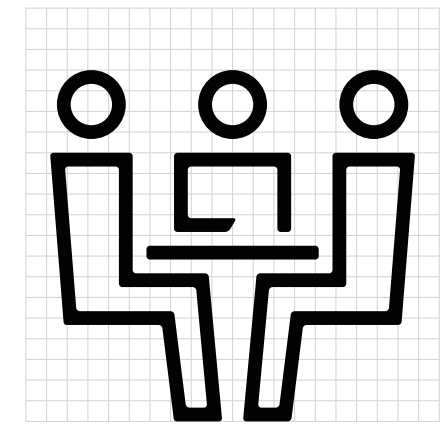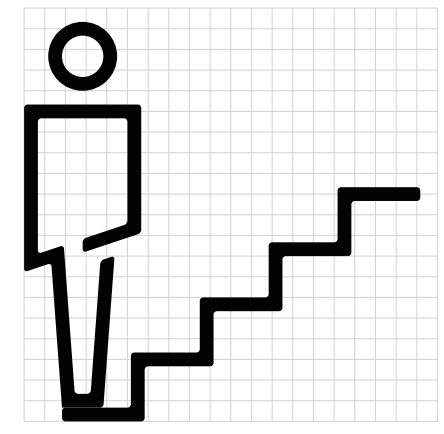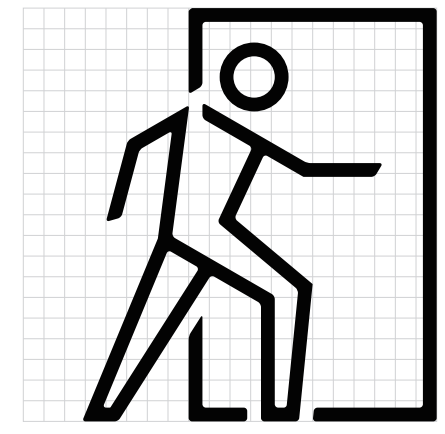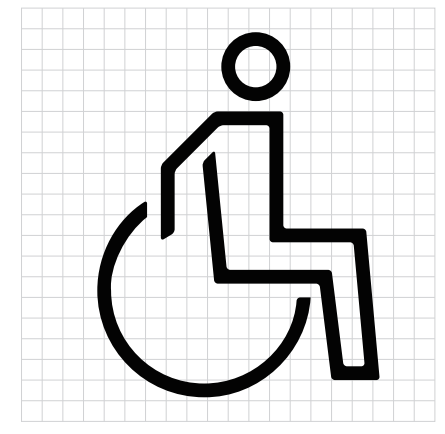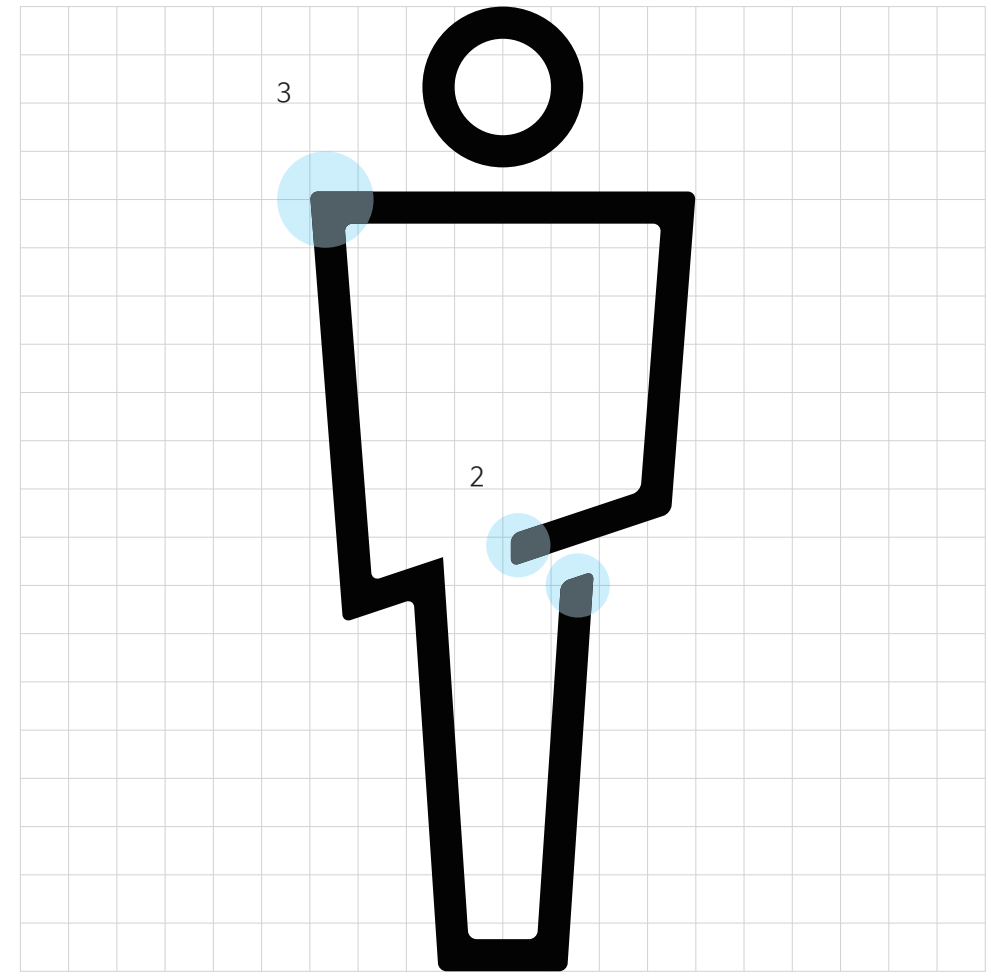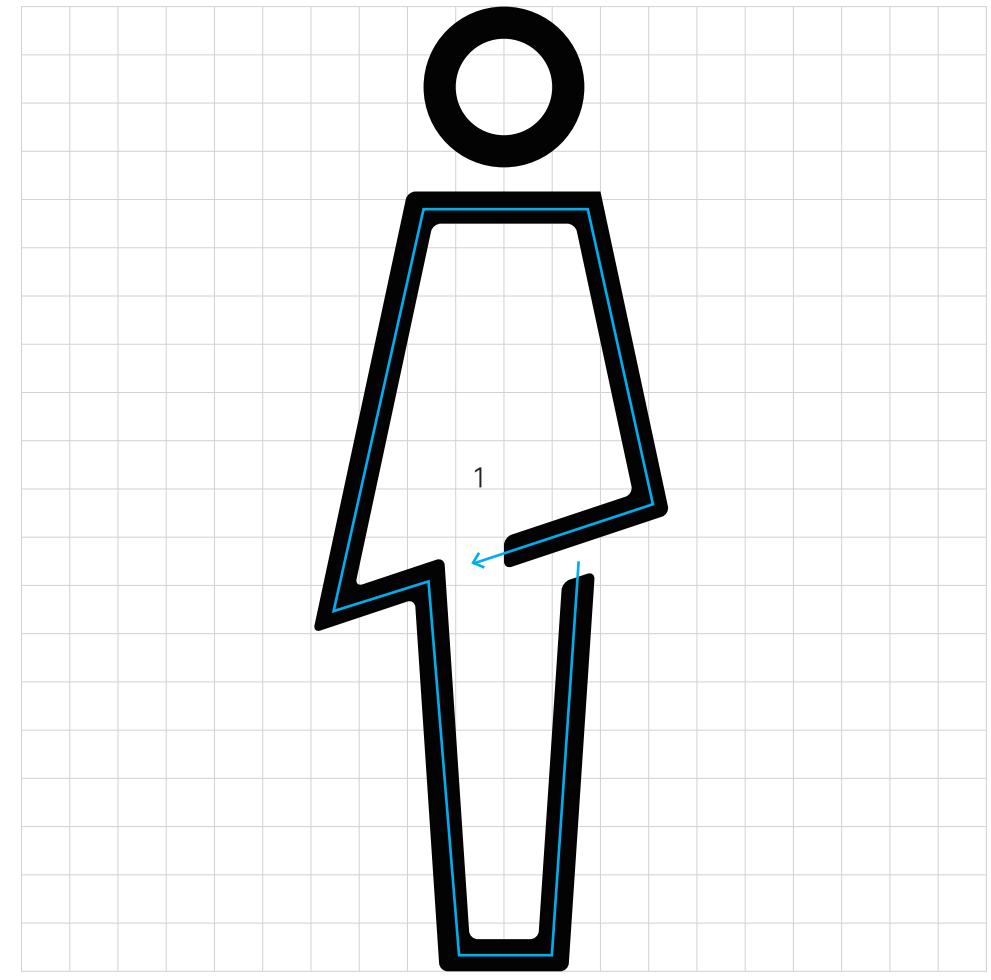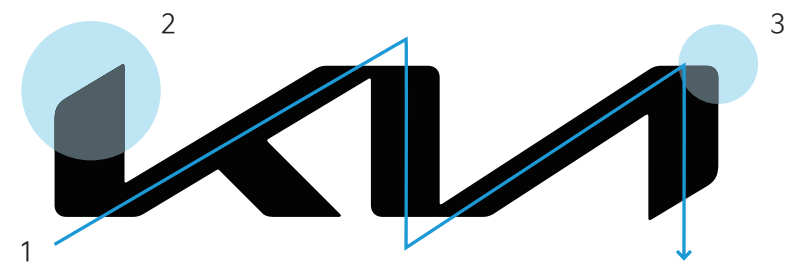
Pictogram
Overview

1 Direction (Left, Right)
2 Toilet (Man, Woman)
3 Elevator, Cargo Elevator
4 Call, Do Not Call
5 Exit, Entrance
6 Smoking, No Smoking
7 Photo, No Photo
8 Do Not Enter
9 Parking, Vehicle
10 Surveillance Camera
11 Stairs
12 Wheelchair
13 Meeting Room
14 Food
15 Coffee
16 Lounge
17 Fire Extinguisher
18 Umbrella
19 Bicycle
20 Trash
21 Emergency Exit
22 Information
23 VIP
24 Staff Only
25 Staff Lounge
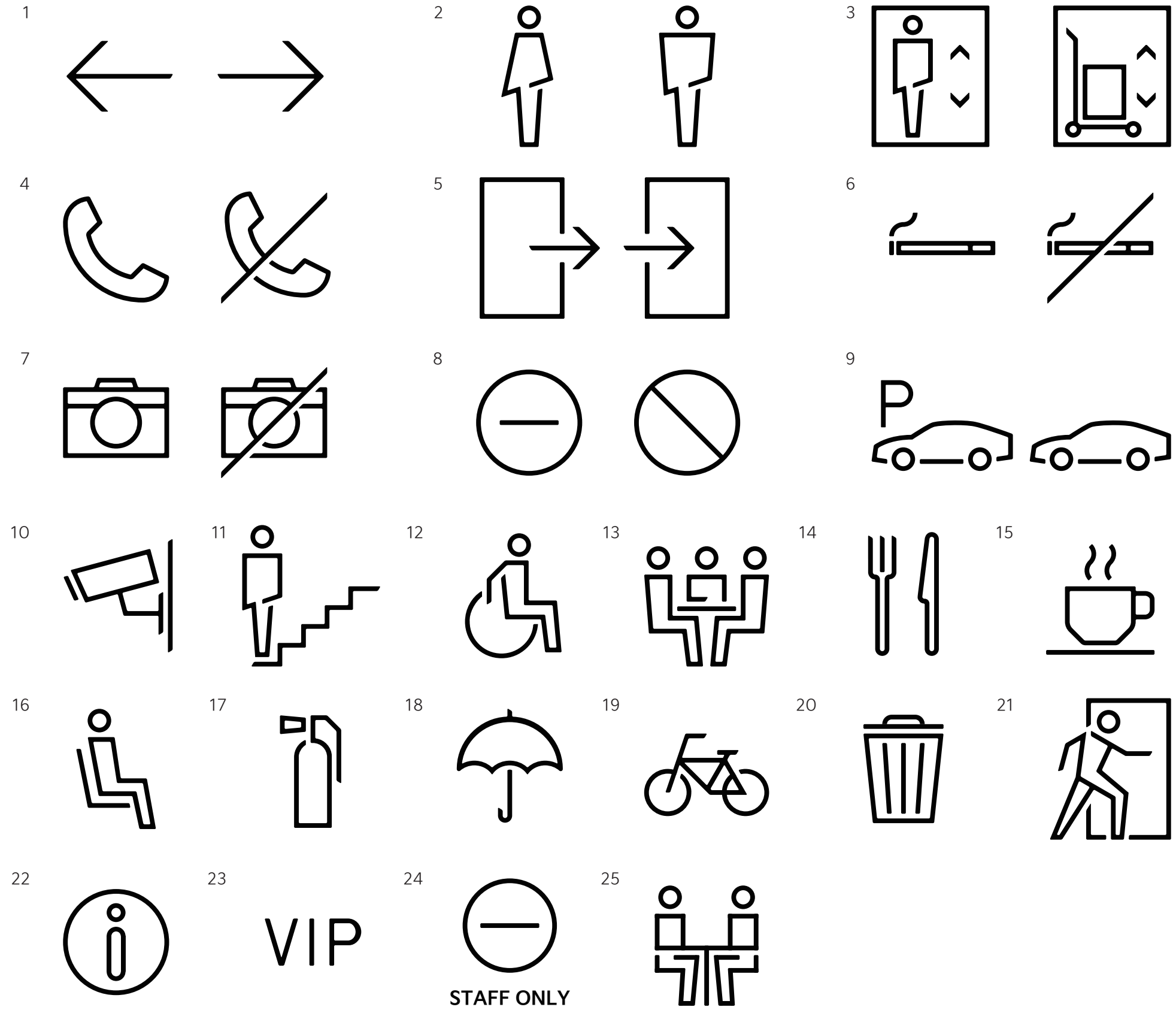
Icon
Features

Icons are symbols used in computer displays and are to be used in conjunction with the Kia typeface. This means that icons need to maintain a stronger unity with the typeface.

Taking cues from the characteristics of the Kia Signature, the icons were drawn to utilize its visual consistency and ending of the stroke. Additionally, large interior space was maintained to create visual harmony with the typeface.

• Vertical cuts
• Ensures consistency in parts where
  the visual tension and clustering occurs.
• Adjustments made to match
  different typeface weights
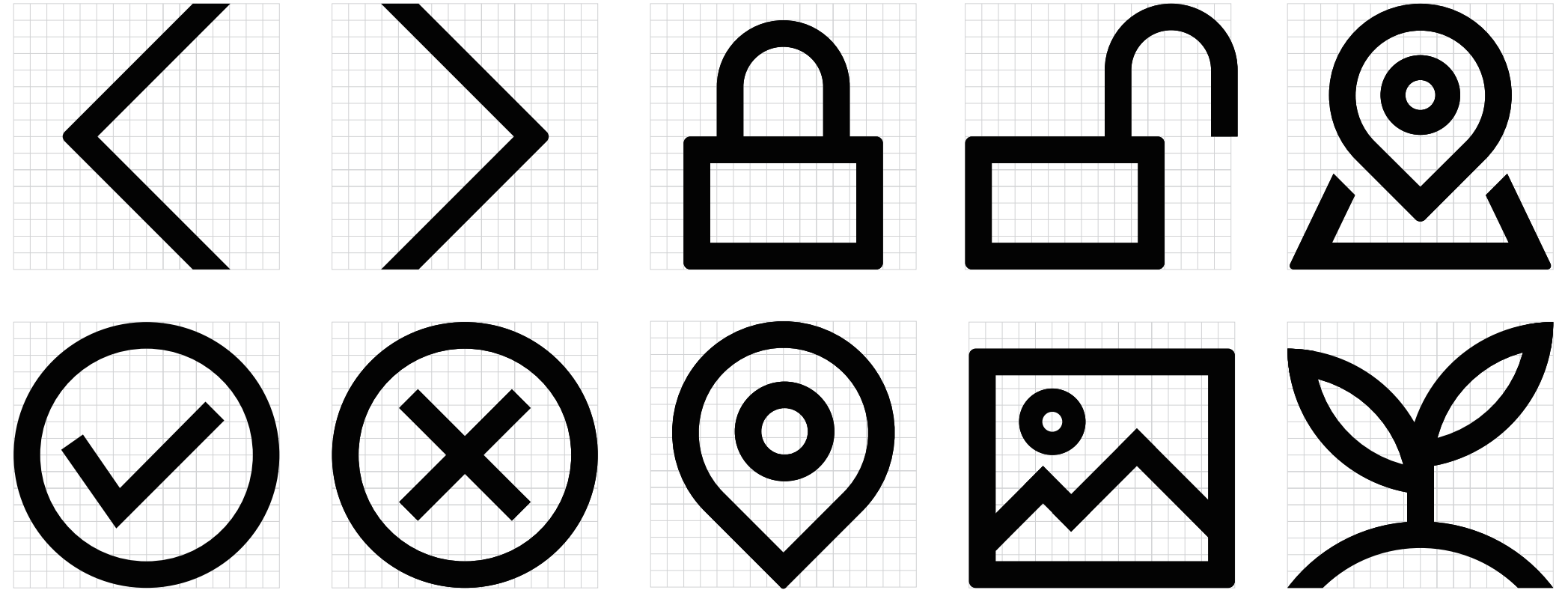
〈 Previous   Lock 🔒   Search 🔍

Next 〉   Unlock 🔓   Setting ⚙

Top ⌃   Download ⤓   Check ⊘

Down ⌄   Upload ⤒   Cancel ⊗

Icon
Overview

1 Previous, Next, Top, Down
2 Download, Upload
3 Add, Delete
4 Check, Cancle
5 Volume Down, Volume Up
6 Lock, Unlock
7 Play, Pause
8 6 SNS Icons
9 Search
10 Calendar
11 Settings
12 Login
13 Store Location
14 Service Center
15 My Page
16 Map
17 Map Marker
18 Image
19 Eco
20 Share
21 Fingerprint
22 Power
23 Warning
24 Edit (Refresh)
25 Do Not
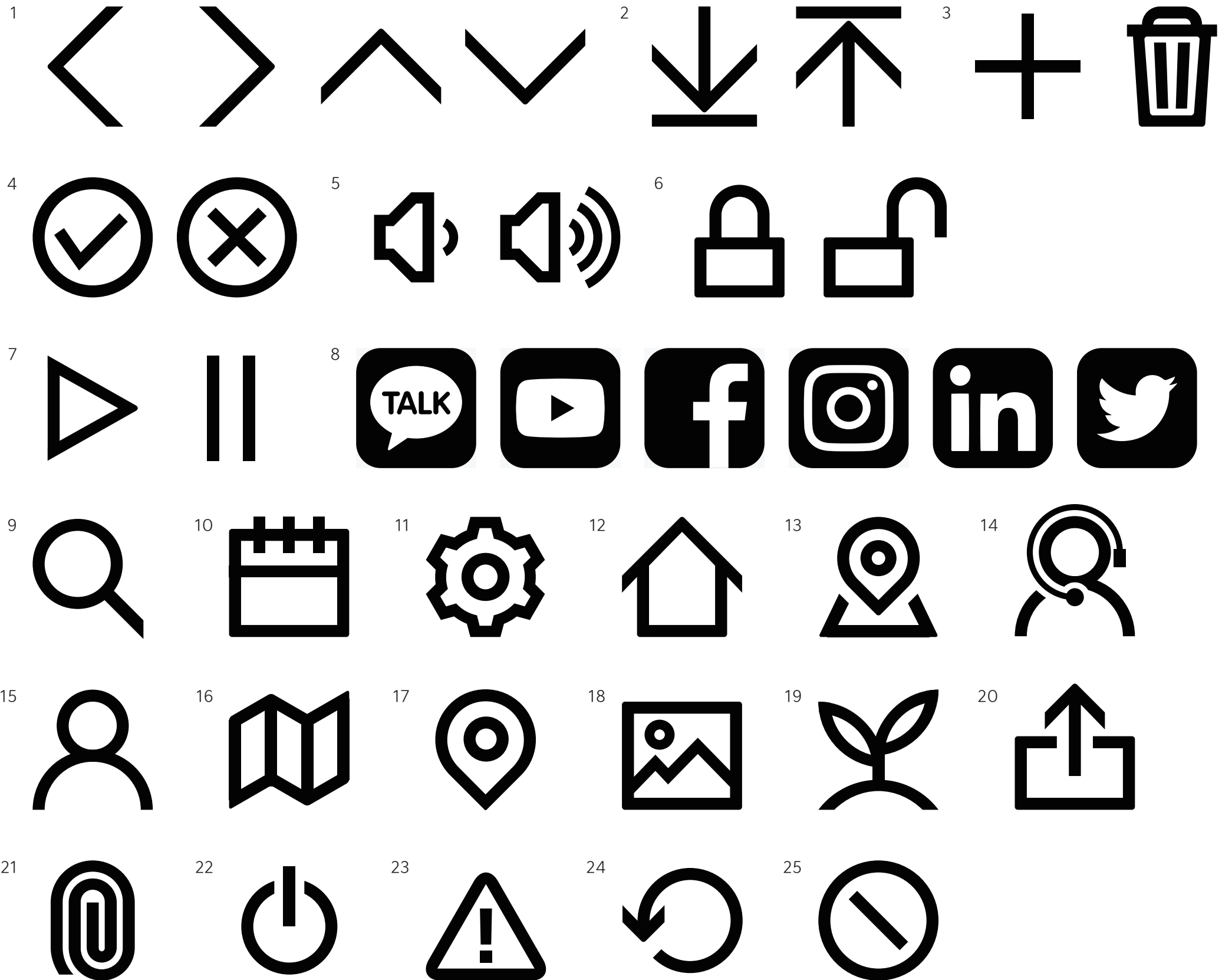
Kia
Application System

Movement that inspires

Application System

General Affairs Form

Employee ID Card
Credit Card

Employee ID Card clarifies one's identity as an employee of Kia, and works as an important medium to form internal pride, unity and bond among employees. It is crucial for the employee ID card to be designed to clearly display essential information of the employee.

For accurate brand image, precise and consistent operation and design are essential.
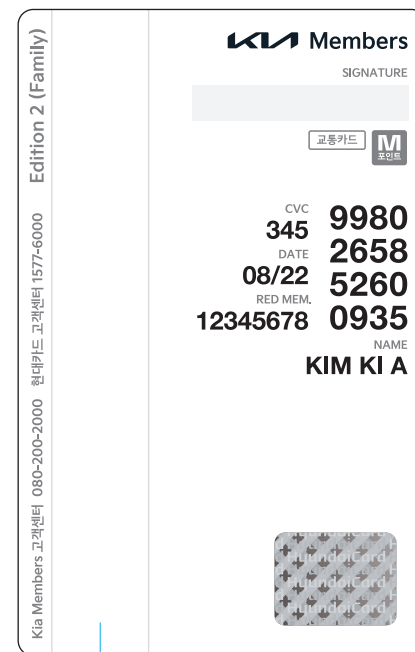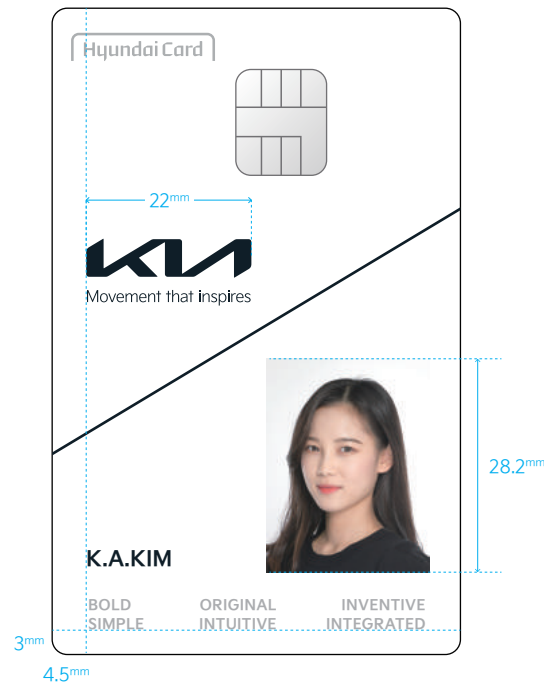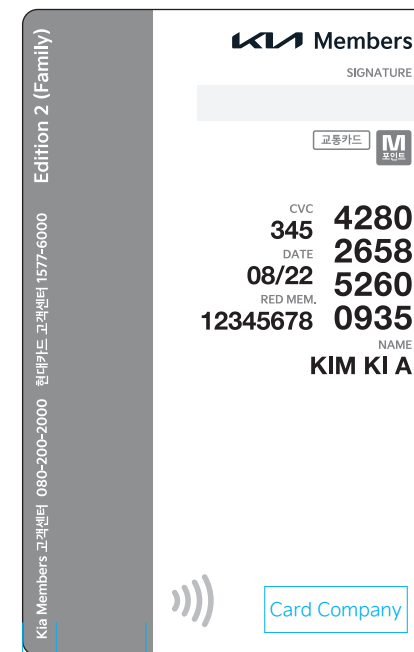
[Production Notes]
Size 54×85.6mm (W×H)
Material White PVC (0.75T)
Printing
- Card: Direct Printing/Silkscreen Printing
Post-processing
- Round Corner Cutting
Color CMYK, 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)
- Keyword: K40
- Photo: CMYK(Color)
Font Usage
- Name: Kia Signature Bold 8pt
- Keywords: Kia Signature Bold 5.5pt

Hyundai Card

22mm

KIA
Movement that inspires

28.2mm

K.A.KIM

BOLD SIMPLE   ORIGINAL INTUITIVE   INVENTIVE INTEGRATED

3mm
4.5mm

Hyundai Card

KIA
Movement that inspires

K.A.KIM

BOLD SIMPLE   ORIGINAL INTUITIVE   INVENTIVE INTEGRATED

Edition 2 (Family)
Kia Members 고객센터 080-200-2000 현대카드 고객센터 1577-6000

KIA Members
SIGNATURE
교통카드 M 포인트

CVC 345 9980
DATE 2658
08/22 5260
RED MEM.
12345678 0935
NAME
KIM KI A

White MS

Edition 2 (Family)
Kia Members 고객센터 080-200-2000 현대카드 고객센터 1577-6000

KIA Members
SIGNATURE
교통카드 M 포인트

CVC 345 4280
DATE 2658
08/22 5260
RED MEM.
12345678 0935
NAME
KIM KI A

Card Company

Same color as Silver MS   Silver MS

Employee ID Card

Employee ID Card clarifies one's identity as an
employee of Kia, and works as an important medium
to form internal pride, unity and bond among employees.
It is crucial for the employee ID card to be designed to
clearly display essential information of the employee.

For accurate brand image, precise and consistent
operation and design are essential.

[Production Notes]
Size 54×85.6mm (W×H)
Material White PVC (0.75T)
Printing
- Card: Direct Printing/Silkscreen Printing
Post-processing
- Round Corner Cutting
Color CMYK, 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)
- Keyword: K40
- Photo: CMYK(Color)
Font Usage
- Name: Kia Signature Bold 10pt
- Keywords: Kia Signature Bold 5.5pt

Visitor Pass & Temporary ID

To manage visitors and security, the temporary ID and visitor's pass are designed to clearly display essential information only. In order to differentiate the purposes of each card, temporary ID is designed in Kia Polar White, while visitor's pass is designed in Kia Midnight Black. Visitor's pass and temporary ID are important elements that should be handled with consistency.

[Production Notes]
Size 54×86mm (W×H)
Material White PVC (0.75T)
Printing Direct Printing/Silkscreen Printing
Post-processing Round Corner Cutting & Punching

1. Employee
1) Front
Color 1 Spot Color
- Kia Midnight Black (Pantone 7547 C)
Font Usage
- Title: Kia Signature Bold 21.5pt
- Code Number: Kia Signature Bold 10.5pt

2. Visitor
1) Front
Color CMYK+1 Spot Color
- Background: Kia Midnight Black (Pantone 7547 C)
- Photo: CMYK(Color)
Font Usage
- Title: Kia Signature Bold 21.5pt
- Code Number: Kia Signature Bold 10.5pt
- Corporate Name: Kia Signature Bold 7.5pt
- Visitor Name: Kia Signature Bold 14pt
2) Back
Color 1 Spot Color
- Kia Midnight Black (Pantone 7547 C)
Font Usage
- Title: Kia Signature Bold 15pt
- Body: Kia Signature Regular 6pt, Leading 8pt

Employee

6mm 22.5mm

EMPLOYEE
E28-053

VIP
E28-053

22.5mm

KIA
Movement that inspires
6mm
5mm

KIA
Movement that inspires

Visitor

VISITOR
E28-053

KIA
Movement that inspires

Company
K.A.Kim

VISITOR
E28-053

KIA
Movement that inspires

Back

Notice

Please wear this pass within the company at all times.

This pass can only be used for access to the company and for no other purpose.

Please contact the security managament department if this pass is lost, damaged or found.
T 02 1234 5678

Please return this pass upon completion of your business.

Employee ID Card Case

Employee ID card case is used to carry employee ID card. To avoid incorrect usage of the logo, do not place the logo vertically, but only horizontally as shown on the guide.

Since the ID card itself already includes the logo, do not place the logo on the front side of the case to avoid redundancy.

[Production Notes]
Size
- Card Case: 57×101×5mm (W×H×D)
- Reel Holder Logo: 17mm (W)
- Lanyard Logo: 21.3mm (W)
Material
- Use materials made in Kia Midnight Black
- Case Lid Frame & Reel Holder: Plastic
- Lanyard: Cotton & Part-silicone
Printing
- Direct Printing/Silkscreen Printing
Color White
- Reel Holder Logo: White
- Lanyard Logo: White

50mm

101mm

57mm

Hyundai Card

KIA
Movement that inspires

K.A.KIM

BOLD
SIMPLE

ORIGINAL
INTUITIVE

INVENTIVE
INTEGRATED

Edition

Kia Members 고객센터 080-200-2000

현대카드 고객센터 1577-6000

embers

SIGNATURE

M

17mm

CVC
345

DATE
08/22

RED MEM.
12345678

4490
2658
5260
0935

NAME
KIM KI A

8.5mm

5mm

21.3mm

10mm

Nameplate

The nameplate displays the employee's position and
name prominently. The nameplate is used with a
plastic frame which houses the plate.
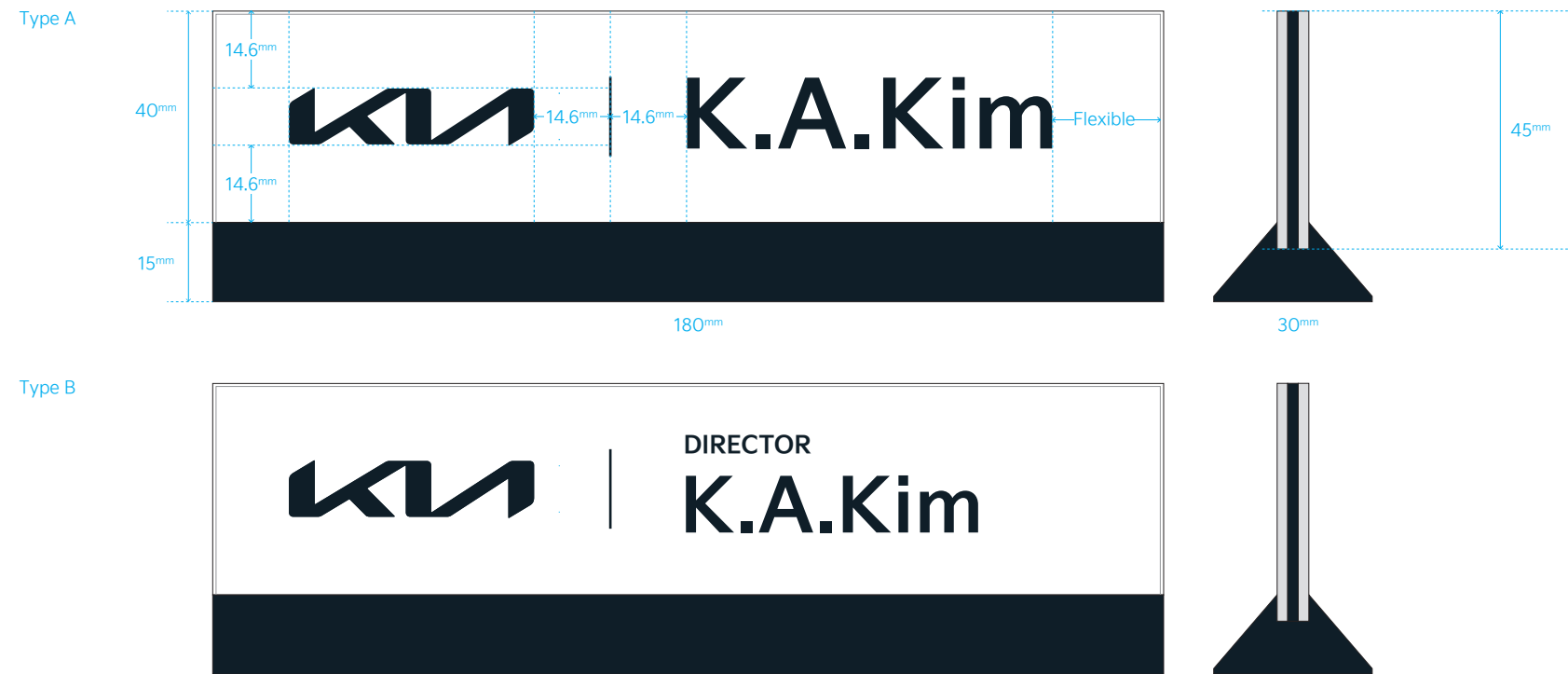
[Production Notes]
Size
- Case: 180×55×30mm (W×H×D)
- Nameplate Paper: 180×45mm
Material
- Case: Clear Acrylic Plastic (4T)
- Nameplate Paper: Print on paper
Production Method
- Laser cutting & painting (Kia Midnight Black)
  on acrylic plastic, assemble it with the nameplate paper
Color
- Name & Logo: Kia Midnight Black (Pantone 7547 C) or Black (K100)

1. Type A (Name only)
Font Usage
- Name: Kia Signature Regular 50.5pt
* If the length of the name is too long,
  adjustment in size may take place.

2. Type B (Position + Name)
Font Usage
- Position: Kia Signature Regular 13pt
- Name: Kia Signature Bold 40pt
* If the length of the name is too long,
  adjustment in size may take place.

Type A

14.6mm
40mm 14.6mm 14.6mm **K.A.Kim** Flexible
14.6mm
15mm
180mm

45mm
30mm

Type B

DIRECTOR
K.A.Kim

Nameplate
Temporary

The temporary nameplate displays the employee's position and name prominently same as the nameplate.
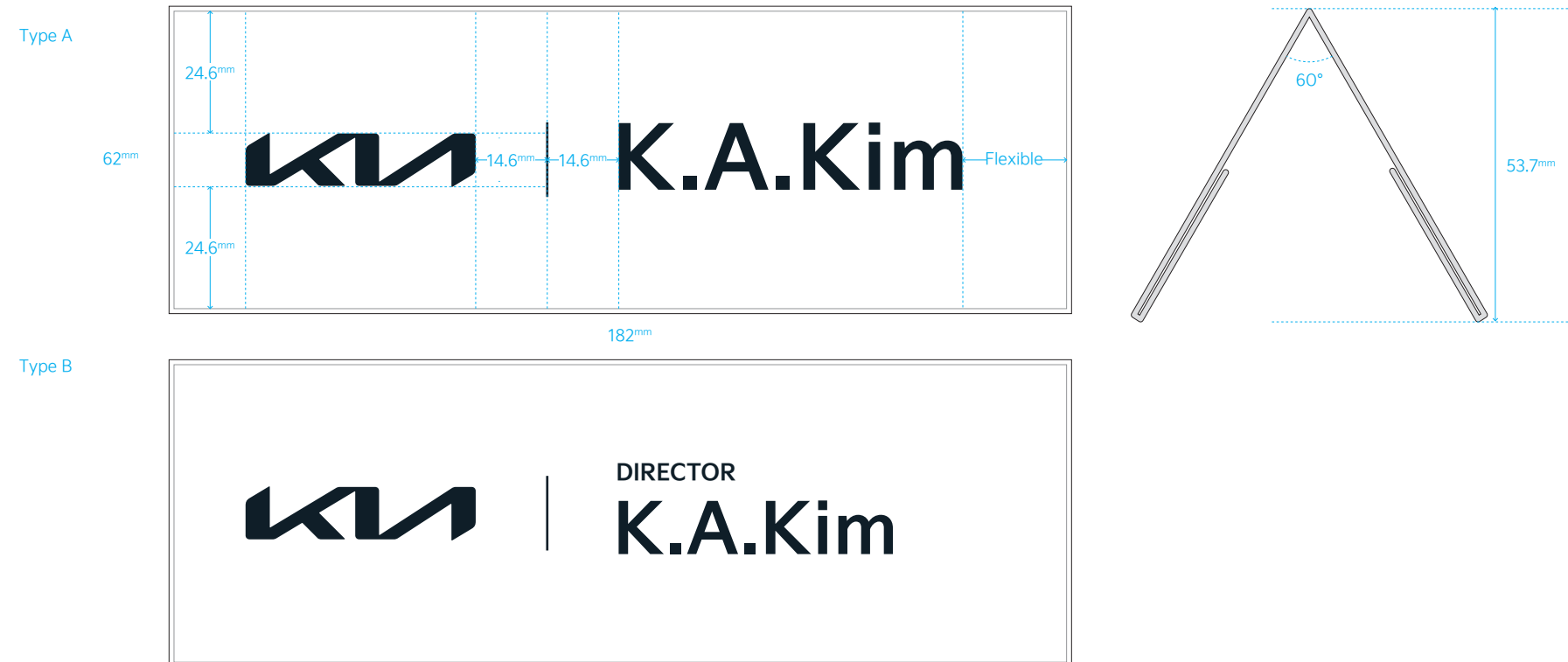
[Production Notes]

Size
- Case: 182×53.7mm (W×H)
- Nameplate Paper: 180×60mm (W×H)

Material
- Case: Clear Acrylic Plastic (4T)

Production Method Use of ready-made recommended

Color 1 Spot Color
- Text: Kia Midnight Black (Pantone 7547 C)

1. Type A (Name only)

Font Usage
- Name: Kia Signature Regular 50pt
* If the length of the name is too long,
  adjustment in size may take place.

2. Type B (Position + Name)

Font Usage
- Position: Kia Signature Regular 13pt
- Name: Kia Signature Bold 40pt
* If the length of the name is too long,
  adjustment in size may take place.

Type A

24.6mm

62mm   14.6mm 14.6mm   **K.A.Kim**   Flexible

24.6mm

182mm

60°

53.7mm

Type B

DIRECTOR
K.A.Kim

Nametag

Nametag is a core medium to represent and deliver information regarding employee and company on special occasions. Nametag uses different colors to represent the position of the carrier. Strictly adhering to structure and layout is important.

[Production Notes]
Size
- Case: 104×154mm (W×H)
- Paper: 96×123mm (W×H)
Material
- Case: PVC
- Paper: White Paper (100g/m²)
- Lanyard: Cotton/Part-silicone
Production Method
- Assemble after printing on paper
Font Usage
- Title: Kia Signature Regular 30pt
- Name: Kia Signature Regular 44pt
* If the length of the name is too long, adjustment in size may take place.

1. Employee
Color 1 Spot Color
- Lanyard: Kia Midnight Black (Pantone 7547 C)
- Title/Line: Kia Midnight Black (Pantone 7547 C)

2. Press
Color 1 Spot Color
- Lanyard: Kia Live Red (Pantone 185 C)
- Title/Line: Kia Live Red (Pantone 185 C)

3. Visitor
Color CMYK
- Lanyard: Kia Medium Gray (C0 M0 Y0 K50)
- Title/Line: Kia Medium Gray (C0 M0 Y0 K50)

Kia

K.A.Kim

Movement that inspires

Press

K.A.Kim

Movement that inspires

Visitor

K.A.Kim

Movement that inspires

33.7mm

123mm

19mm

19mm

6mm

96mm

Corporate Flag A

The flag displays Kia proudly and symbolically.
The Kia logo is placed prominently on the center
along with a simple layout.
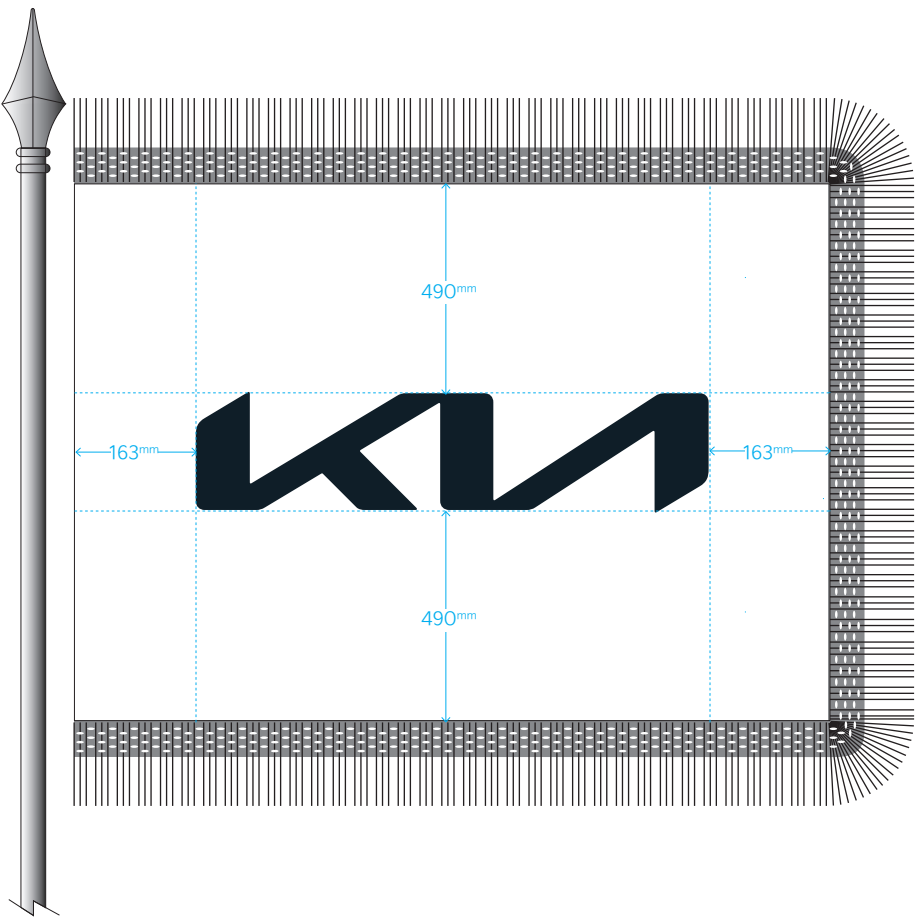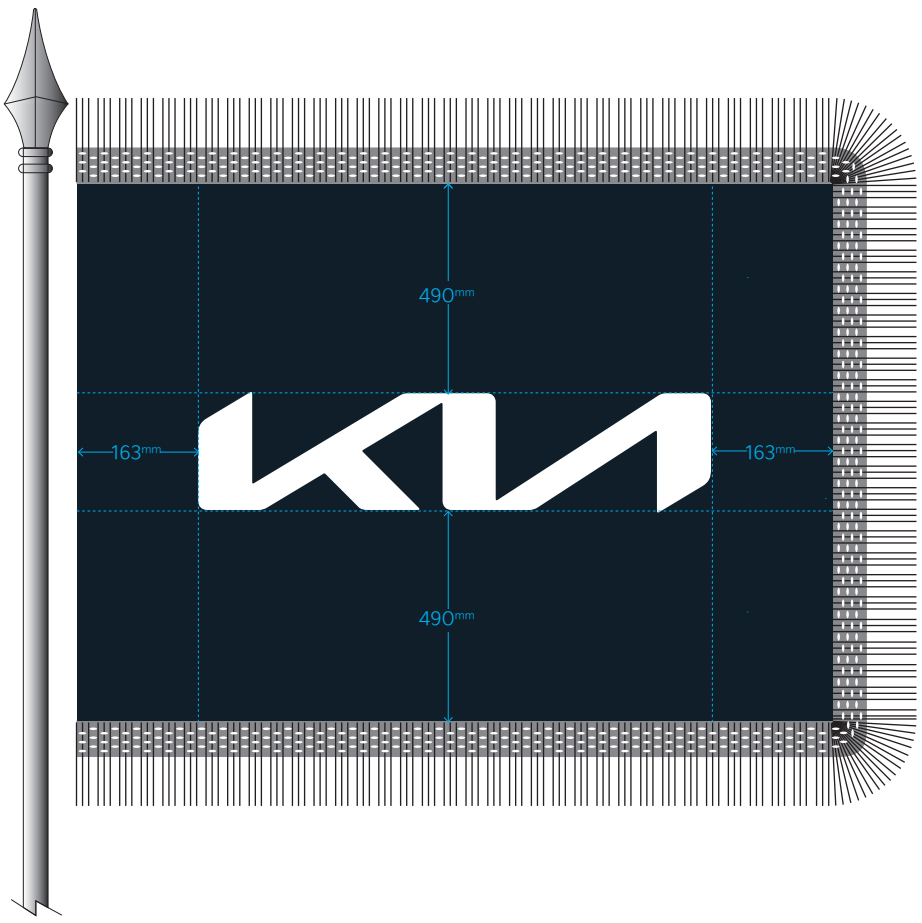
[Production Notes]
Size 1900×1350mm (W×H)
Material
- Flag: Velvet fabric
- Fringe Decor: Silver String

1. Black Flag
Production Method
- Computerized Embroidery with white thread on
  Kia Midnight Black Colored Fabric
Color
- Background: Kia Midnight Black (Pantone 7547 C)
- Logo: White

2. White Flag
Production Method
- Computerized Embroidery with Kia Midnight Black
  Colored Thread on White Fabric
Color
- Logo: Kia Midnight Black (Pantone 7547 C)

Corporate Flag B

The flag displays Kia proudly and symbolically.
The Kia logo is placed prominently on the center
along with a simple layout.
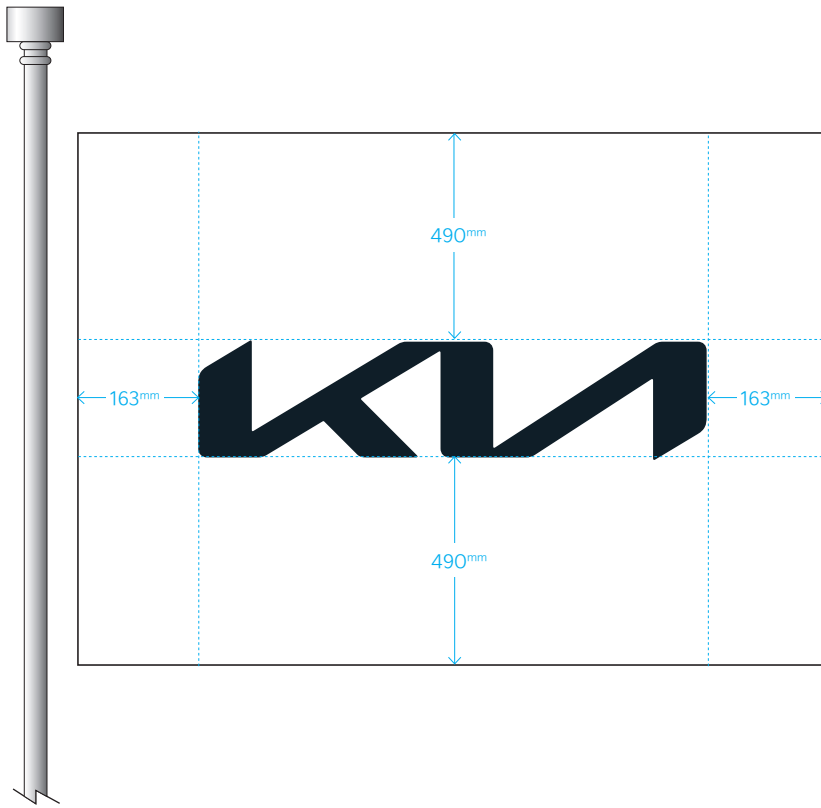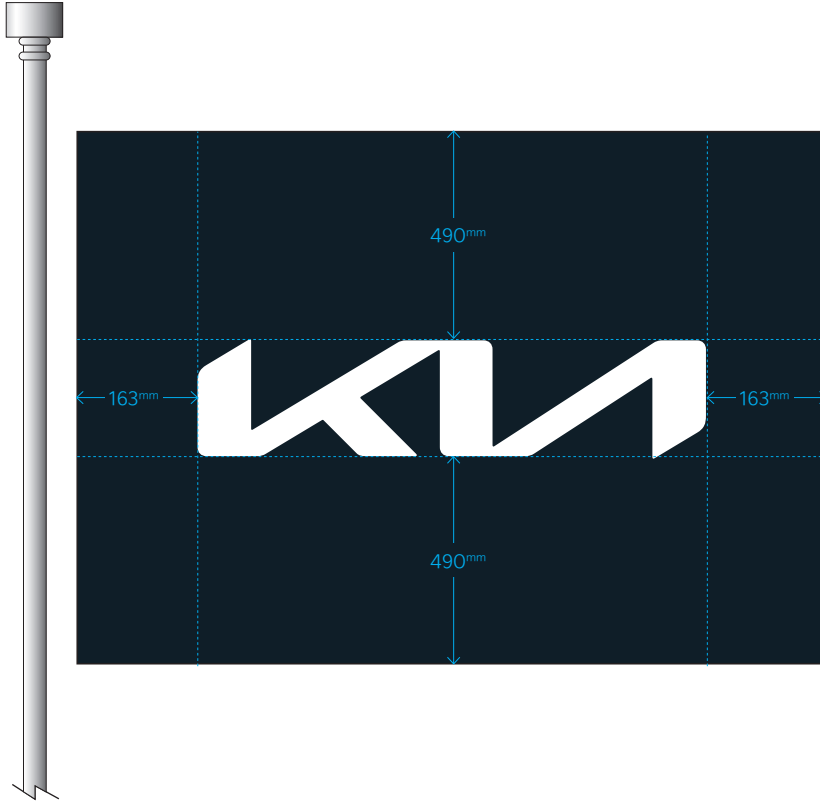
[Production Notes]
Size 1900×1350mm (W×H)
Production Method
- Hem on Polyester Fabric
- Logo: Silkscreen Printing

1. Black Flag
Material
- Kia Midnight Black Colored Polyester Fabric
Color
- Logo: Kia Polar White

2. White Flag
Material
- White Polyester Fabric
Color 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)

Badge

The badge is for employees and partners to express their affiliation. It can also be used for external promotions. The pin badge is used rather than the button badge to give dimension and more material based feeling.

5.2mm

22.1mm

12mm

3mm

6mm
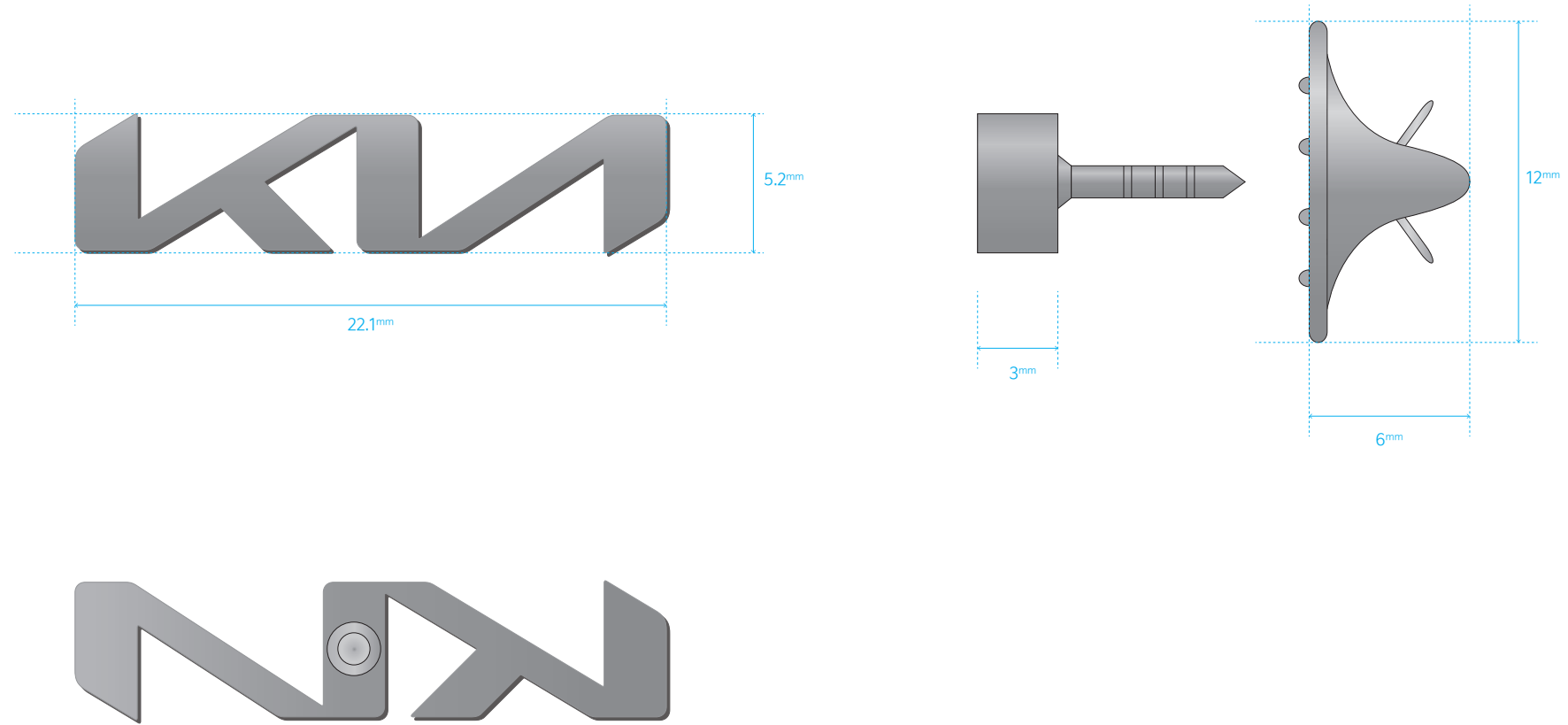
[Production Notes]
Size
- Badge: 22.1×5.2×3mm (W×H×D)
- Pin: 12×6mm (W×D)
Material
- Nickel
Post-Processing
- Silver Matte Plating

Plaque of Appreciation

Plaque of Appreciation is for internal and external rewards. Size and material may vary based on the production requirements and occasions. However, accurate and consistent management and operation of the design is recommended to form the right image of Kia. Plaque of Appreciation can be placed both on the wall and on the desk.

[Production Notes]

Size
- Front: 100×150×5mm (W×H×D)
- Back: 100×150×10mm (W×H×D)

Material
- Front: Silkscreen Printing on Metal (0.5T)
- Back: Kia Midnight Black Color Painting on Acrylic Plastic (1T)

Production Method
- Cutting & Painting Acrylic Plastic, Attaching with Silkscreen Printed Metal

Color Kia Midnight Black (Pantone 7547 C)

Font Usage
- Title: Kia Signature Bold 22pt
- Name, Date: Kia Signature Bold 10pt, Tracking 50pt
- Body: Kia Signature Regular 9pt, Leading 14.4pt

Plaque of Appreciation

K.A.Kim

We highly appreciate your contribution dedicated to development of the
Company during your service team of 20 years, and we wish you a permanent
Glory and happiness in your home in future, and hereby award this plaque.

2021. 12. 31

Kia Corporation
CEO Ho Sung Song

Signature

KN

Medal

The medal is for internal and external promotions. Brand slogan is reflected in the color ribbon that holds the medal. The medal is nickel-plated to ensure the unity of the color.

[Production Notes]

Size
- Medal: 60×60×4mm (W×H×D)
- Ribbon: 25×370mm (Approximate W×H)

Material
- Medal: Nickel
- Ribbon: Polyester Fabric

Production
- Front: Molding Plate
- Back: Engraving
- Ribbon: Silkscreen Painting

Font Usage
- Name: Kia Signature Bold 28pt
- Date: Kia Signature Bold 11pt
- Company Name: Kia Signature Bold 10pt

1. Medal_Black Ribbon

Color
- Ribbon: Kia Midnight Black (Pantone 7547 C)
- Slogan: Kia Polar White

2. Medal_White Ribbon

Color
- Ribbon: White Fabric
- Slogan: Kia Midnight Black (Pantone 7547 C)

Medal Case

The medal case is for internal and external promotions.
Along with the medal, the case is designed to effectively
convey the Kia's identity.

[Production Notes]
Size 85×140x30mm (W×H×D)

1. Type A
Material
- Case: Aluminium Metal Box
- Inner Part: Velvet Spray on Plastic after Vacuum Forming
Production Method
- Case: Laser imprint
- Inner Part: Kia Midnight Black Color Velvet Spray

2. Type B
Material
- Case: Velvet Rigid boxes
- Inner Part: Velvet Spray on Plastic after Vacuum Forming
Production Method
- Case: Hot Stamp Engraving on Velvet Rigid boxes
- Inner Part: Gray Velvet Spray
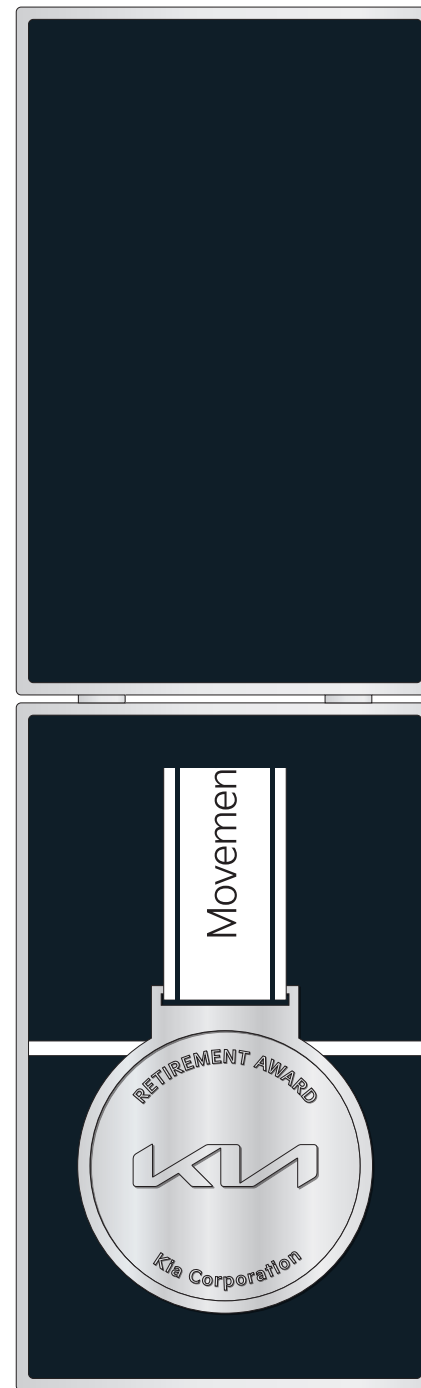
Type A
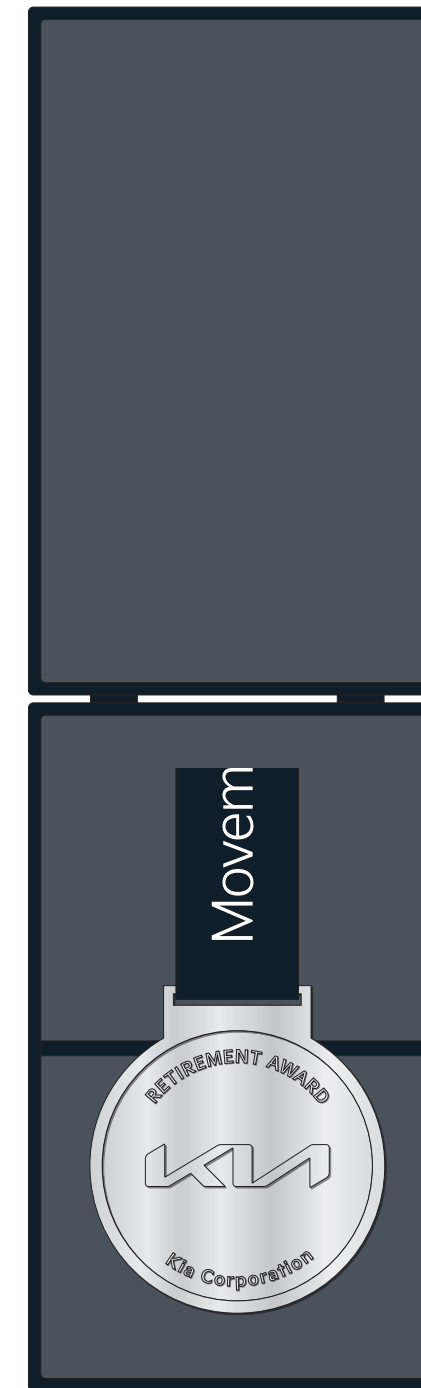
Type B

140mm

85mm

Cover of Certificate

To differentiate from the document folder, the award
cover utilizes the graphic motif. The logo and
graphic motif are debossed to create
a sleek impression.

Debossing

310ᵐᵐ

12ᵐᵐ

12ᵐᵐ   40ᵐᵐ   220ᵐᵐ

Debossing

NO. 2021-123

Award Certification

Brand Communication Team
K.A.Kim

This is award certifies Ki A Kim has not only worked
with sincerity so became a role model among
his/her colleagues, but also shown an outstanding
contribution to growth of Kia Corporation.

2021. 8. 4

Kia Corporation

CEO Ho Sung Song

Official
Seal
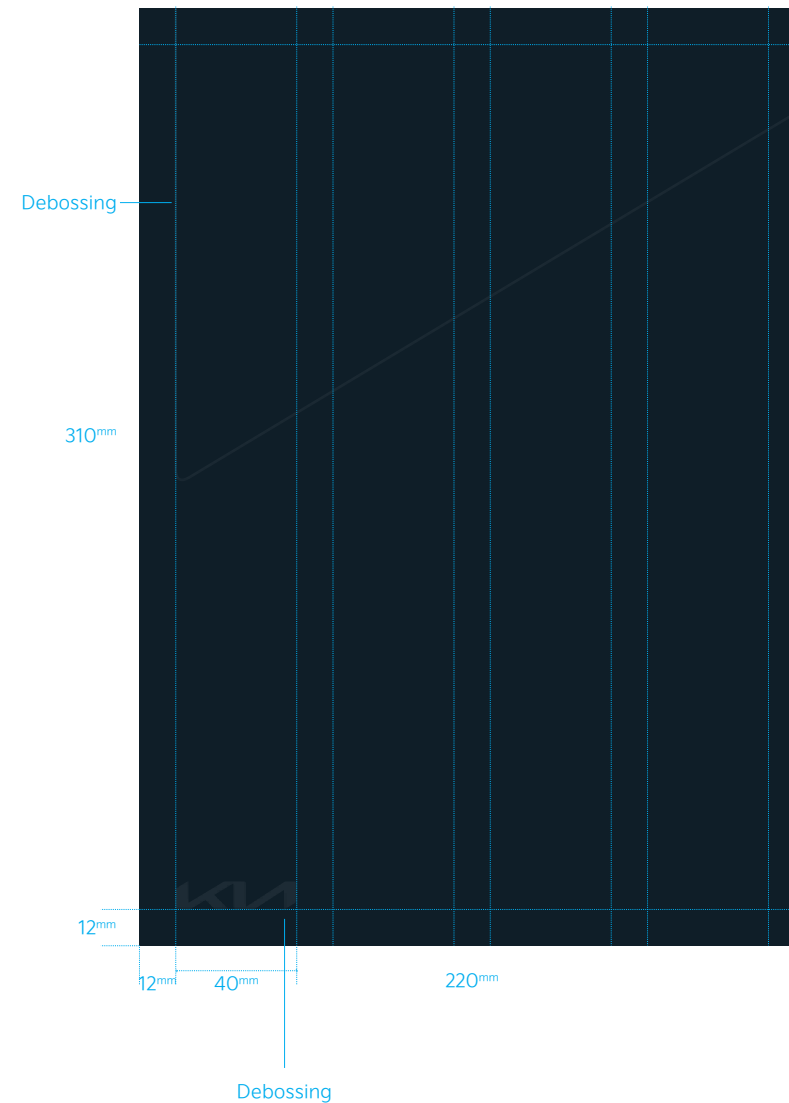
[Production Notes]
Size 220×310mm (W×H)
Material
- Cover: CHARME Leather fabric
Production Method
- Certificate Paper fixed on Leather Covered Hardboard
Color
- Cover: Kia Midnight Black (Pantone 7547 C)
Post-Processing
Logo & Motif: Debossing
* If Post-Processing cannot take place, print the Logo & Motif
  in suggested colors: Kia Midnight Black (Pantone 7547C) or
  Black (K100) or White. Make sure the logo and the motif are
  visible when printed.

The award form is for internal and external rewards of certificate. The grid is based on the Kia logo and the layout is set around this structure. Both left and right sides have been left open with clear space to show all the information clearly when placed within the case.

[Production Notes]
Size 210×297mm (W×H)/A4
Material
- Paper: Arcopack Extra White (250g/m²)
Printing Offset Printing/Digital Printing
Color CMYK + 2 Spot Color
- Contents & Logo: Kia Midnight Black (Pantone 7547 C) & Black (K100)
- Seal: Kia Live Red (Pantone 185 C)
Font Usage
- Number: Kia Signature Bold 12pt, Tracking 50
- Title: Kia Signature Bold 43pt, Tracking 30
- Team: Kia Signature Regular 14pt, Tracking 20
- Recipient's Name: Kia Signature Regular 20pt, Tracking 20
- Text: Kia Signature Regular 17pt, Tracking 30, Leading 29pt
- Date: Kia Signature Regular 18pt, Tracking 30
- Kia Corporation: Kia Signature Regular 20pt, Tracking 20
- Awardee's Position: Kia Signature Regular 14pt, Tracking 30
- Awardee's Name: Kia Signature Regular 20pt, Tracking 30

NO. 2021-123

Award Certification

Brand Communication Team

K.A.Kim

This is award certifies Ki A Kim has not only worked with sincerity so became a role model among his/her colleagues, but also shown an outstanding contribution to growth of Kia Corporation.

2021. 8. 4.

Kia Corporation

CEO Ho Sung Song

Official Seal

24mm
30mm
44mm
31mm
55mm
297mm
8.5mm
17mm
52mm
33mm
37.5mm
210mm

Document File

As the document file is used for efficient management of documents and data storage, it requires accurate and coherent management to create a correct image of Kia.

12mm

12mm

Index for Document

No.	Doc No.	Title	Termination Date	Page	Remarks

12mm

12mm

12mm

12mm

12mm

File No.

File Name

Occurrence Year

302mm

File No.		Manager	
File Name			
Occurrence Year		Abolition Year	
Team			

KIA

12mm

220mm

15mm

220mm

[Production Notes]
Size 220×302mm (W×H)
Material
- Paper: White Invercote (350g/m²)
Printing Offset Printing/Digital Printing
Color 1 Spot Color/Black
- Contents: Kia Midnight Black (Pantone 7547 C) or
  Black (K100)

Stationery

Since Kia is committed to green and sustainable mobility,
CI application items should also be chosen considering
the society and environment. We recommend you
work with suppliers who use eco-friendly raw materials,
manufacture carbon neutrally and provide
recycled/up-cycled items.

Stationery

Business Card

To match the graphic motif, the business card takes a vertical layout (45x90mm). This layout fits both Korean and English settings.

If the team/position is longer than usual, line-break the text according to the margin suggested in this guide, then align the text based on the bottom of the existent text box.

Korean+English
Korean Name
English Name
Korean Team/ Korean Position
English Team Name

English Only
English Name
English Team
English Position

Movement that inspires

4.3mm
4mm

김 기아
Kim Kia

브랜드전략팀 / 매니저
Brand Strategy Team

T +82 2.1234.5678
M +82 10.1234.5678
E kiakim@kia.com

Kia Corporation
06797 서울특별시 서초구 헌릉로 12
12, Heolleung-ro, Seocho-gu,
Seoul 06797 Republic of Korea

www.kia.com

5mm
4mm

오너십기술개발팀 / 책임매니저
Ownership Technology
Development Team

text border guide line.

[Production Notes]
Size 45×90mm (W×H)
Material Neenah Folding Board CB04 (338g/m²)
Printing Offset Printing/Digital Printing
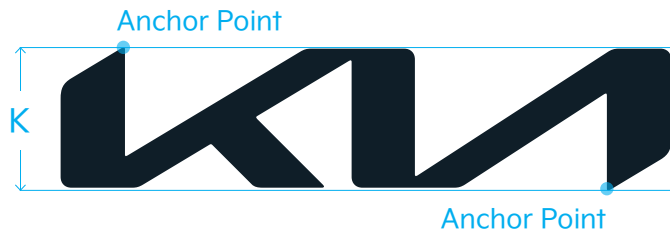**Color** 1 Spot Color
- Contents: Pantone 877 C
Font Usage
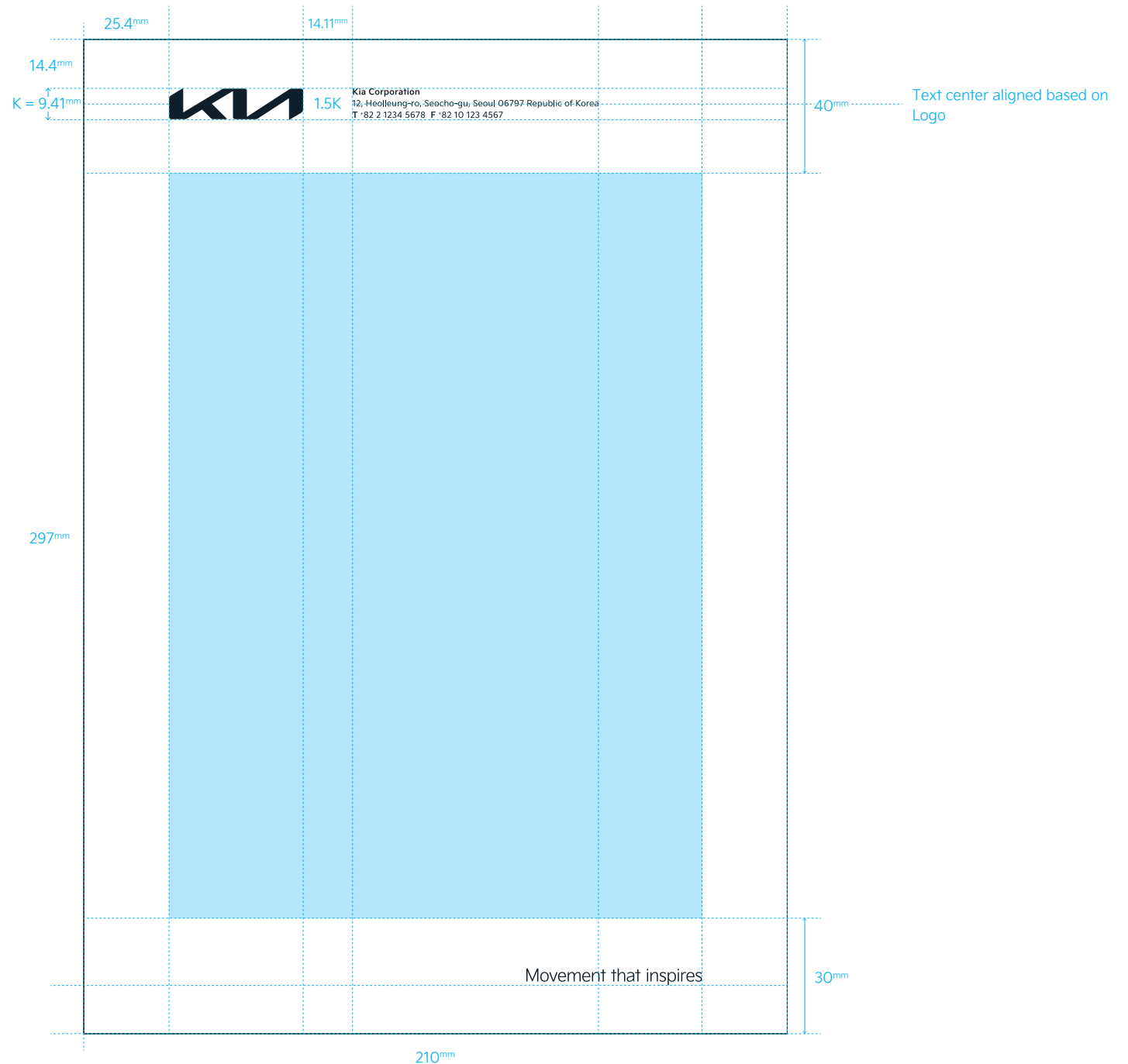- Name: Kia Signature Bold 8pt, Leading 10.5pt
- Position: Kia Signature Bold 5.5pt, Leading 9.1pt
- Contact Info: Kia Signature Regular 6.5pt, Leading 9.1pt

Letterhead

The letterhead is a core medium to represent the employee and company. Therefore strictly adhering to structure and layout is important.

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.

[Production Notes]
Size 210×297mm (W×H)/A4
Material White Paper (70-100g/m²)
Printing Offset Printing/Digital Printing
Color Black
- Contents: K100
Font Usage
- Corporate, T, F: Kia Signature Bold 7pt,
  Leading 10pt, Tracking 20
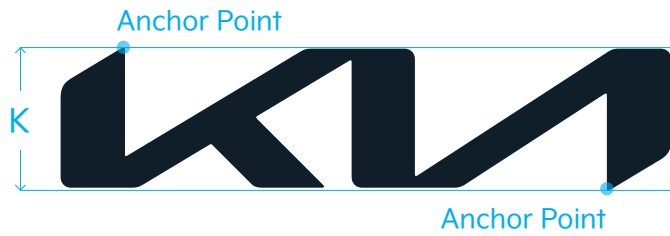- Address, Number: Kia Signature Regular 7pt,
  Leading 10pt, Tracking 20
File Name Kia_Letterhead.ai, .docx, .pptx
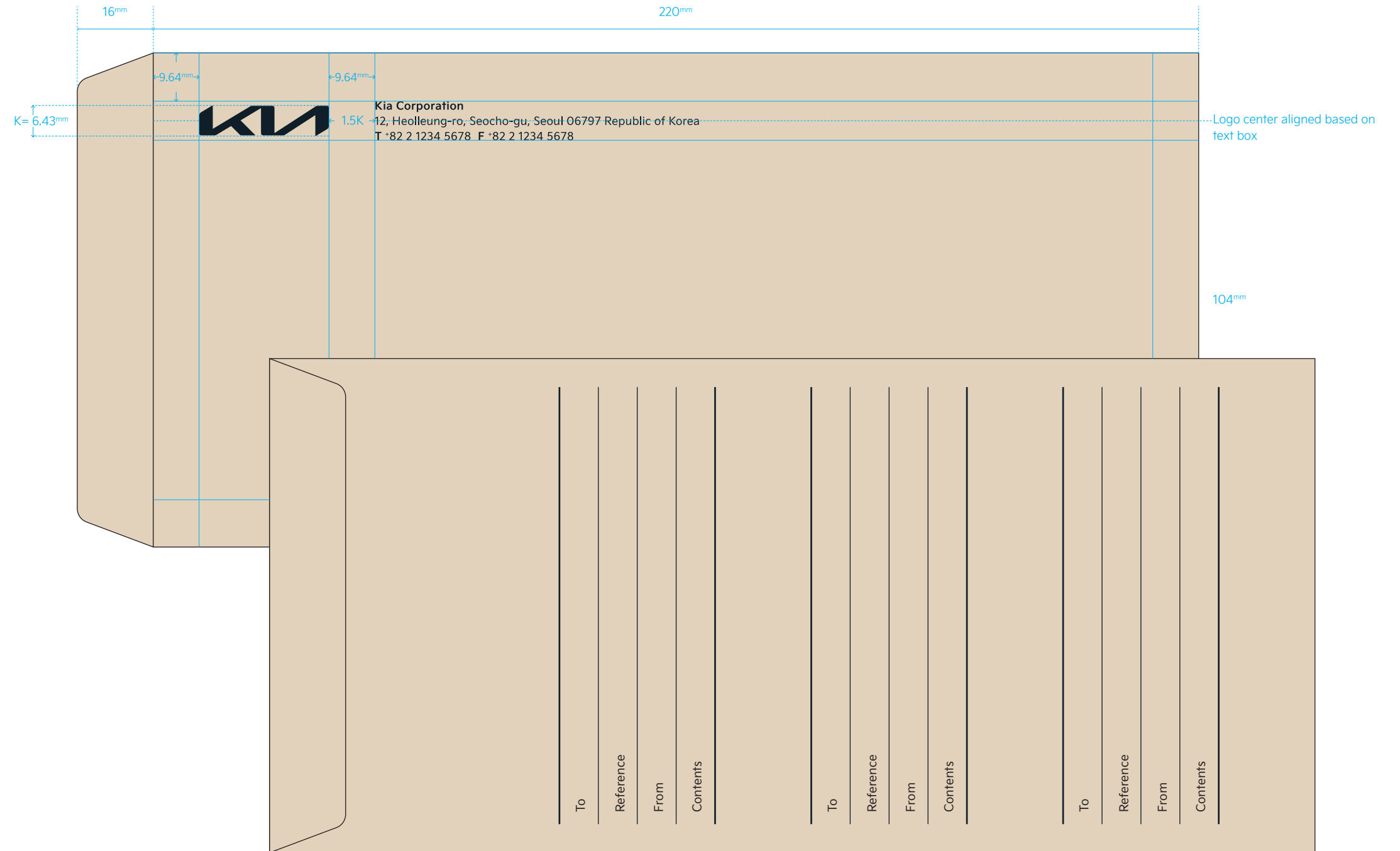
25.4mm   14.11mm

14.4mm

K = 9.41mm   1.5K

Kia Corporation
12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T +82 2 1234 5678 F +82 10 123 4567

40mm

Text center aligned based on Logo

297mm

Movement that inspires

30mm

210mm

Internal Mail Envelope
Small

The internal mailing envelope is a core medium to represent the company. Therefore strictly adhering to structure and layout is important.

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.

16ᵐᵐ

220ᵐᵐ

9.64ᵐᵐ

9.64ᵐᵐ

K= 6.43ᵐᵐ

1.5K

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Logo center aligned based on text box

104ᵐᵐ

To

Reference

From

Contents

To

Reference

From

Contents

To

Reference

From

Contents

[Production Notes]
Size 220×104mm (W×H)
Material Marronnier 06 Walnut (116g/m²)
Printing Offset Printing
Color 1 Spot Color/Black (K100)
- Contents: Kia Midnight Black (Pantone 7547 C)/ Black (K100)
Font Usage
- Corporate, T, F: Kia Signature Bold 6.5pt,
  Leading 9.1pt, Tracking 20
- Address, Number: Kia Signature Regular 6.5pt,
  Leading 9.1pt, Tracking 20
- Info: Kia Signature Regular 9pt, Tracking 100

Internal Mail Envelope
Large

The internal mailing envelope is a core medium to represent the company. Therefore strictly adhering to structure and layout is important.
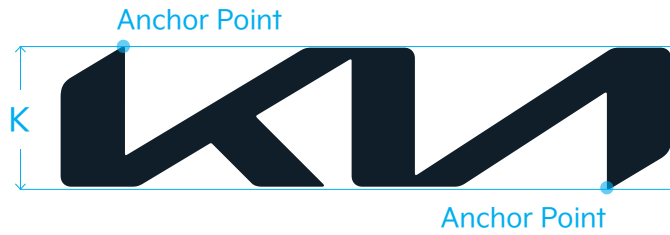

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.
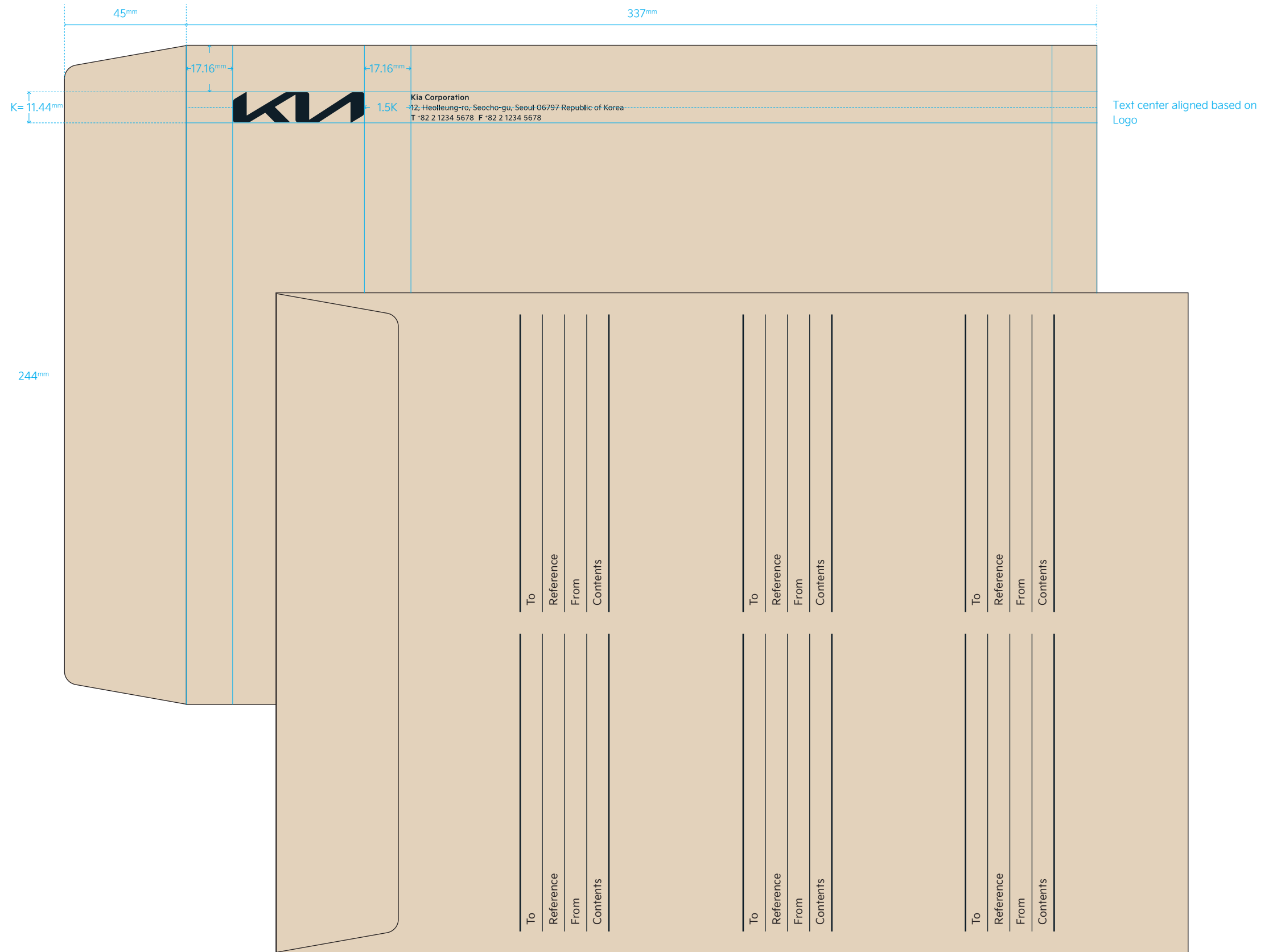
45mm

337mm

17.16mm

17.16mm

K= 11.44mm

1.5K

Kia Corporation
12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T +82 2 1234 5678 F +82 2 1234 5678

Text center aligned based on Logo

244mm

To Reference From Contents

To Reference From Contents

To Reference From Contents

To Reference From Contents

To Reference From Contents

To Reference From Contents

[Production Notes]
Size 337×244mm (W×H)
Material Marronnier 06 Walnut (116g/m²)
Printing Offset Printing
Color 1 Spot Color/Black (K100)
- Contents: Kia Midnight Black (Pantone 7547 C)/Black (K100)
Font Usage
- Corporate, T, F: Kia Signature Bold 7.5pt,
  Leading 10.5pt, Tracking 20
- Address, Number: Kia Signature Regular 7.5pt,
  Leading 10.5pt, Tracking 20
- Info: Kia Signature Regular 11pt, Tracking 10

Envelope
Small A

The mailing envelope is a core medium to represent the company. Therefore strictly adhering to structure and layout is important.
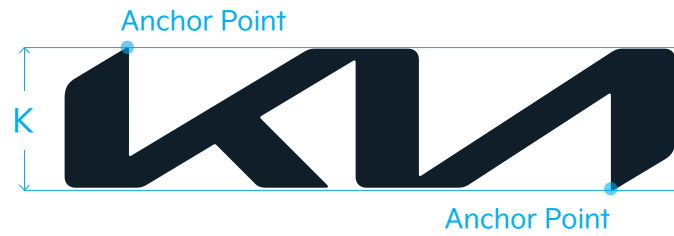
Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.
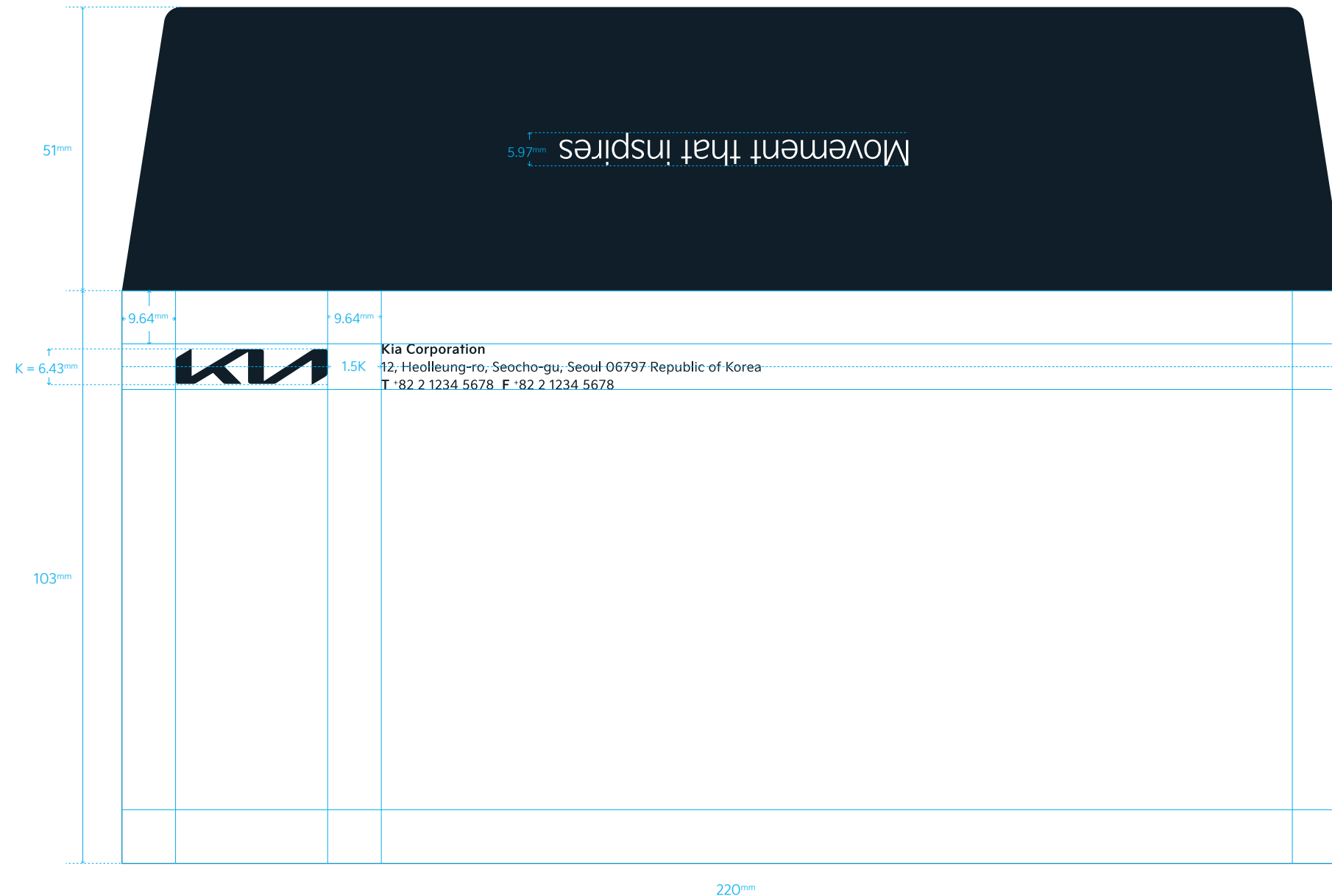
51mm

5.97mm Movement that inspires

9.64mm   9.64mm

K = 6.43mm   1.5K   Kia Corporation
12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T +82 2 1234 5678 F +82 2 1234 5678

Logo center aligned based on text box

103mm

220mm

[Production Notes]
Size 220×103mm (W×H)
Material Alpen (120g/m²)
Printing Offset Printing
Color 1 Spot Color
- Contents: Kia Midnight Black (Pantone 7547 C)
- Envelope Cover: Kia Midnight Black (Pantone 7547 C)
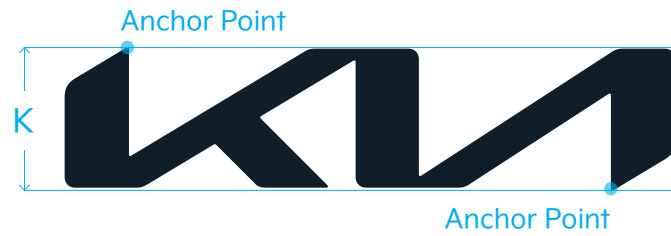**Font Usage**
- Corporate, T, F: Kia Signature Bold 6.5pt,
  Leading 9.1pt, Tracking 20
- Address, Number: Kia Signature Regular 6.5pt,
  Leading 9.1pt, Tracking 20

Envelope
Small B

The mailing envelope is a core medium to represent the company. Therefore strictly adhering to structure and layout is important.

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.

9.64ᵐᵐ

9.64ᵐᵐ

K = 6,43ᵐᵐ

1.5K

Kia Corporation
12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T +82 2 1234 5678 F +82 2 1234 5678

Logo center aligned based on text box

105ᵐᵐ

Movement that inspires

3ᵐᵐ

20ᵐᵐ

220ᵐᵐ

[Production Notes]
Size 220×105mm (W×H)
Material Alpen (120g/m²)
Printing Offset
Color 1 Spot Color
- Contents: Kia Midnight Black (Pantone 7547 C)
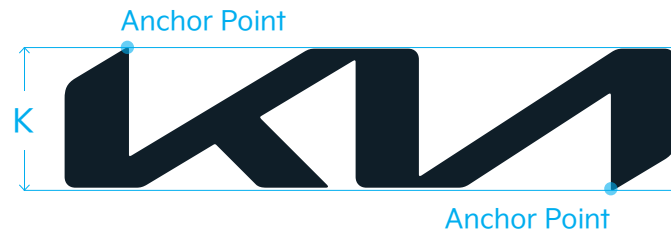- Envelope Cover: Kia Midnight Black (Pantone 7547 C)
Font Usage
- Corporate, T, F: Kia Signature Bold 6.5pt,
  Leading 9.1pt, Tracking 20
- Address, Number: Kia Signature Regular 6.5pt,
  Leading 9.1pt, Tracking 20

Envelope
Small C

The mailing envelope is a core medium to represent the employee and company. With nice and thick presence of the paper and engraved slogan adds an exclusive touch to be used for a special occasions.

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.

Debossing

51mm

5.97mm   Movement that inspires

9.64mm   9.64mm

K = 6.43mm   1.5K

Kia Corporation
12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T +82 2 1234 5678 F +82 2 1234 5678

Logo center aligned based on text box

103mm

220mm

[Production Notes]
Size 220×103mm (W×H)
Material Alpen (135g/m²)
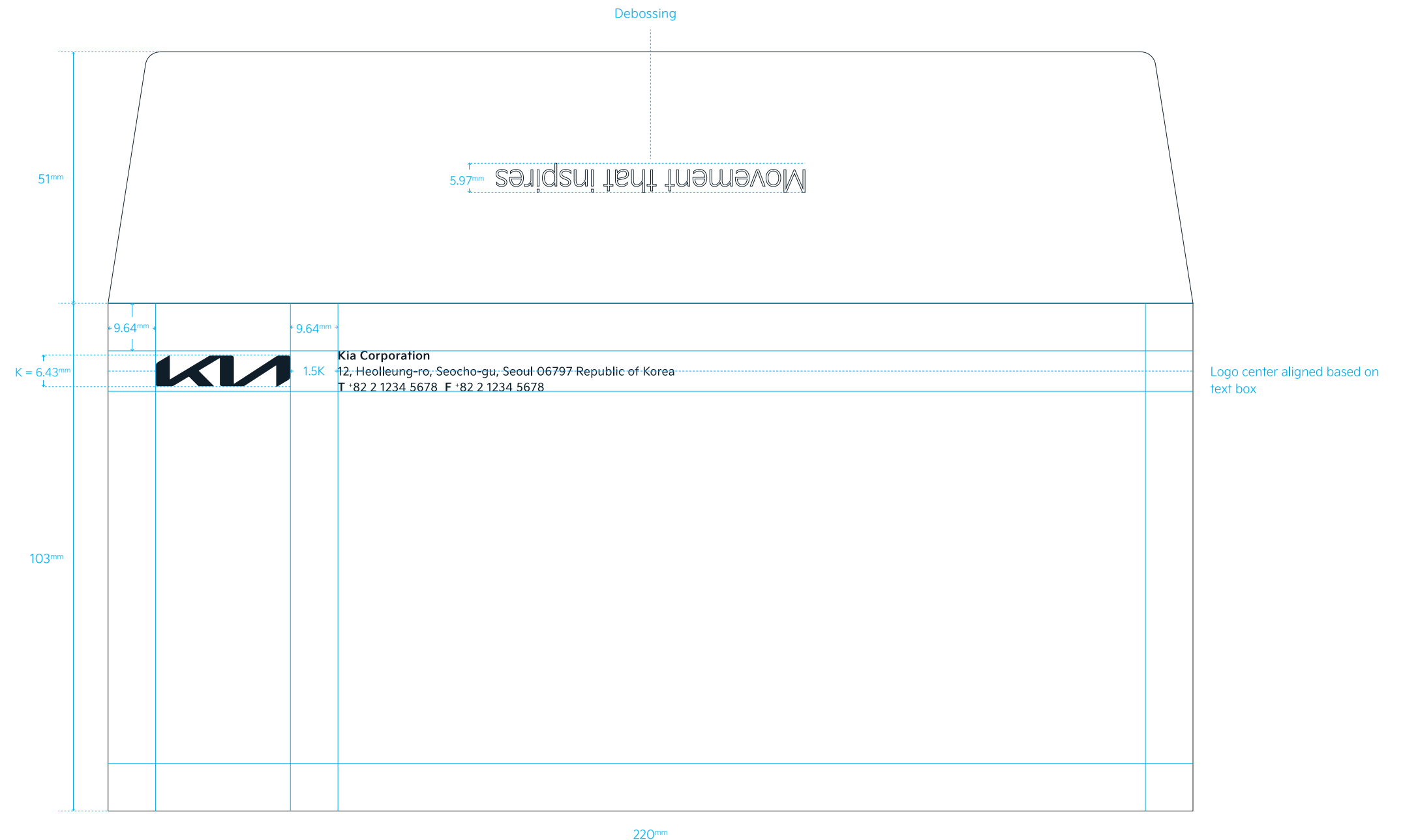Printing Offset
Post-processing Debossing
Color 1 Spot Color
- Contents: Kia Midnight Black (Pantone 7547 C)
Font Usage
- Corporate, T, F: Kia Signature Bold 6.5pt,
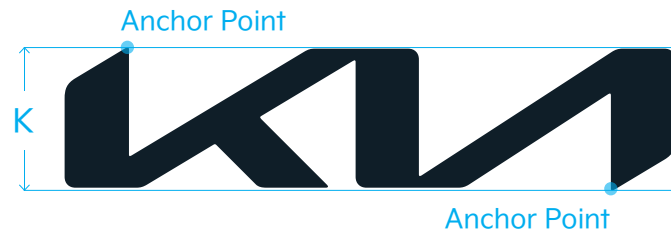 Leading 9.1pt, Tracking 20
- Address, Number: Kia Signature Regular 6.5pt,
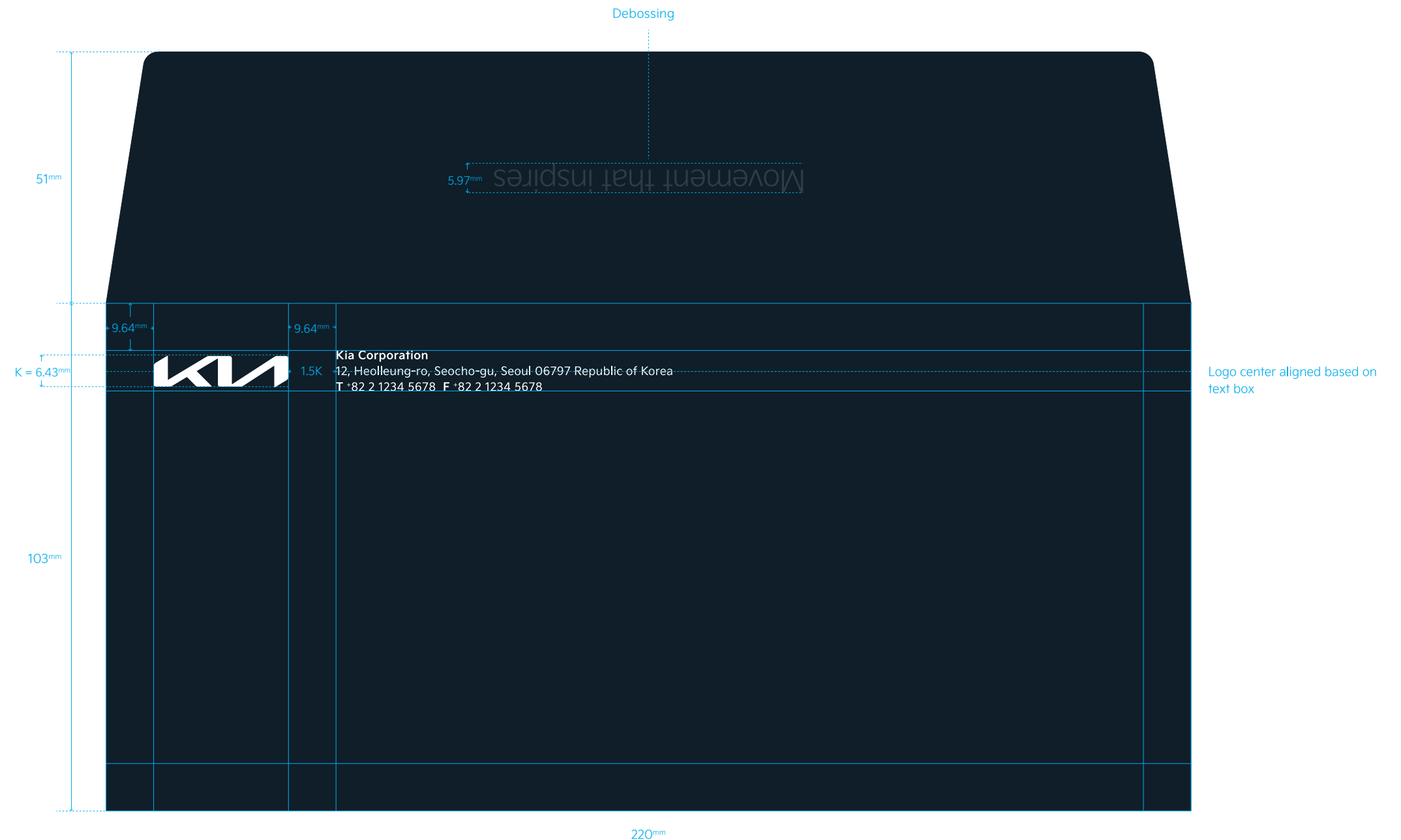 Leading 9.1pt, Tracking 20

Envelope
Small C - Black (Optional)

The mailing envelope is a core medium to represent the company. The paper resembling the Kia Midnight Black and engraved slogan add an exclusive touch to be used for special occasions.

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.

Debossing

51mm

5.97mm

Movement that inspires

9.64mm

9.64mm

K = 6.43mm

1.5K

Kia Corporation
12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T +82 2 1234 5678 F +82 2 1234 5678

Logo center aligned based on text box

103mm

220mm

[Production Notes]
Size 220×103mm (W×H)
Material Deep Mat Black (116g/m²)
Printing Silkscreen Printing
Post-processing Debossing
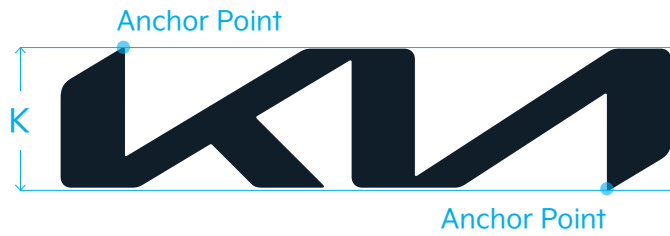**Color** White
Font Usage
- Corporate, T, F: Kia Signature Bold 6.5pt,
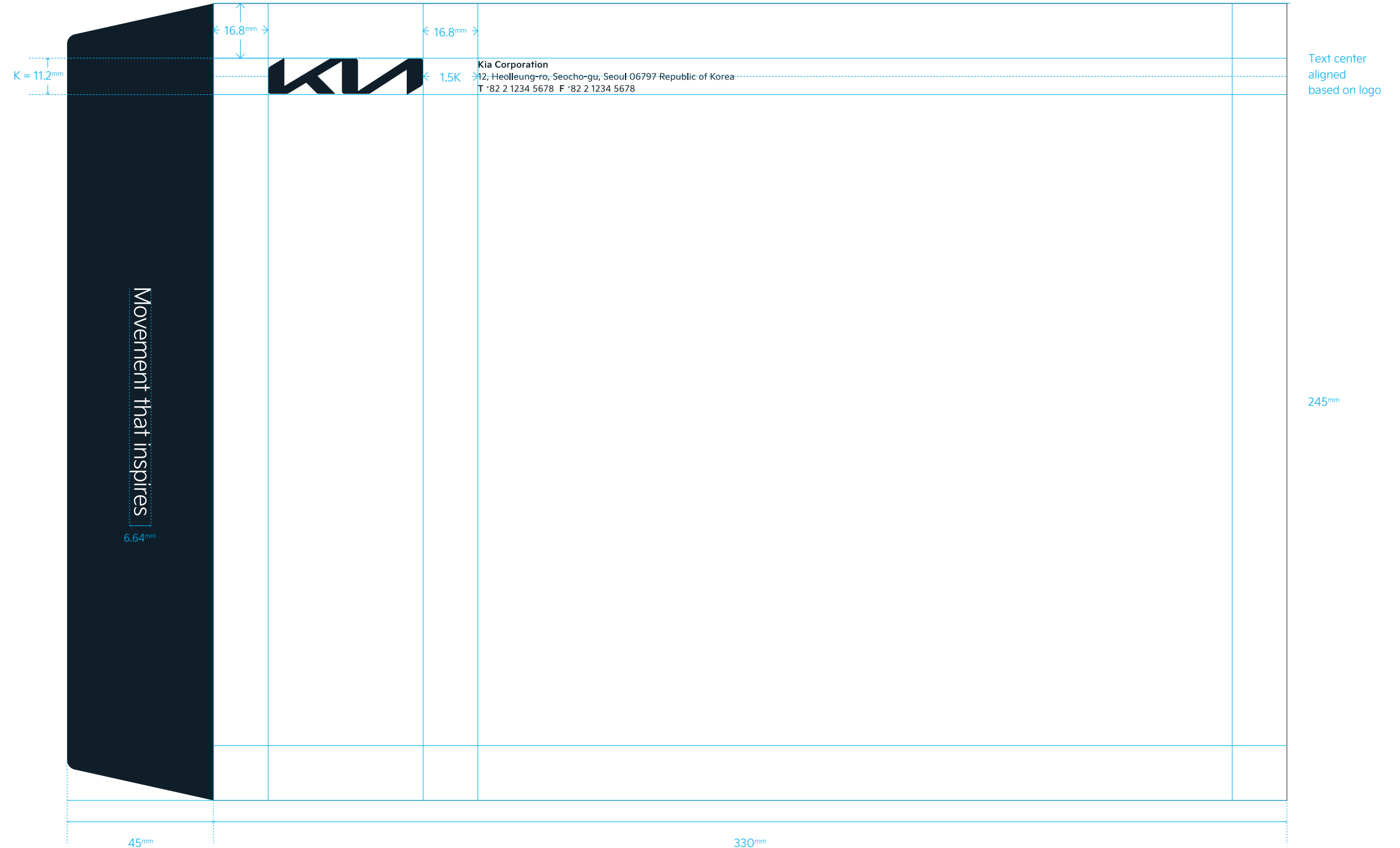 Leading 9.1pt, Tracking 20
- Address, Number: Kia Signature Regular 6.5pt,
  Leading 9.1pt, Tracking 20

Envelope
Large

The mailing envelope is a core medium to represent the company. Therefore strictly adhering to structure and layout is important.

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.

16.8mm

16.8mm

K = 11.2mm

1.5K

Kia Corporation
12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T +82 2 1234 5678 F +82 2 1234 5678

Text center aligned based on logo

Movement that inspires

6.64mm

245mm

45mm

330mm

[Production Notes]
Size 330×245mm (W×H)
Material Alpen (120g/m²)
Printing Offset Printing
Color 1 Spot Color
- Contents: Kia Midnight Black (Pantone 7547 C)
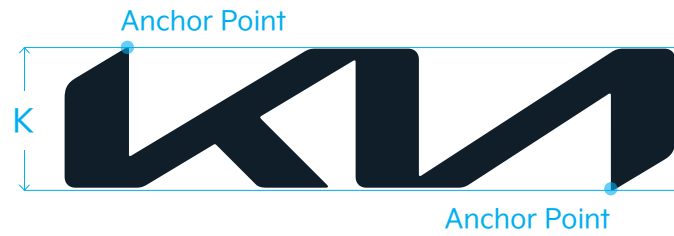- Envelope Cover: Kia Midnight Black (Pantone 7547 C)
Font Usage
- Corporate, T, F: Kia Signature Bold 7.5pt,
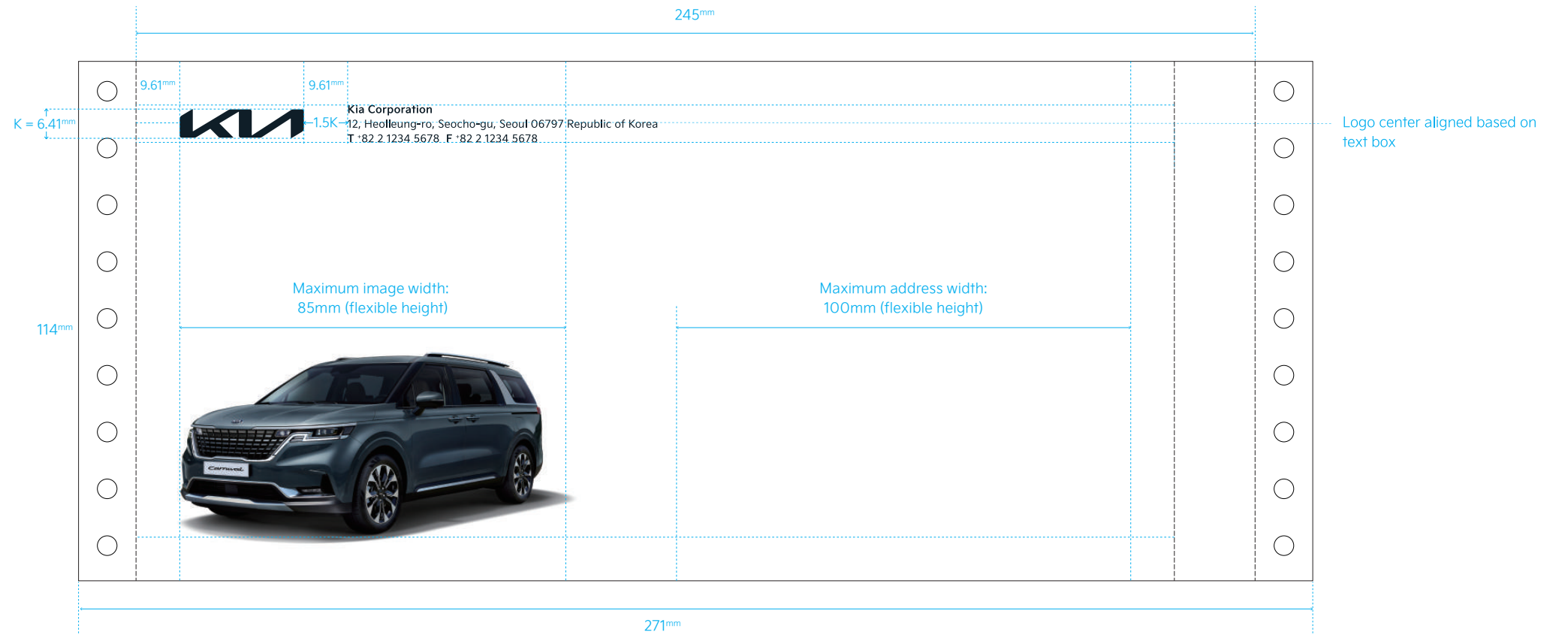 Leading 10.5pt, Tracking 20
- Address, Number: Kia Signature Regular 7.5pt,
  Leading 10.5pt, Tracking 20

DM Envelope
Small

The DM envelope is for direct mail packages. The right bottom side has been left blank for receiver information.

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.

245mm

9.61mm   9.61mm

K = 6.41mm

Kia Corporation
1.5K 12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T :82 2 1234 5678 F :82 2 1234 5678

Logo center aligned based on text box

Maximum image width:
85mm (flexible height)

Maximum address width:
100mm (flexible height)

114mm

271mm

[Production Notes]
Size 245×114mm
Material PP adhesive mailing envelope
Printing Offset Printing
Color CMYK, 1 Spot Color
- Contents: Kia Midnight Black (Pantone 7547 C)
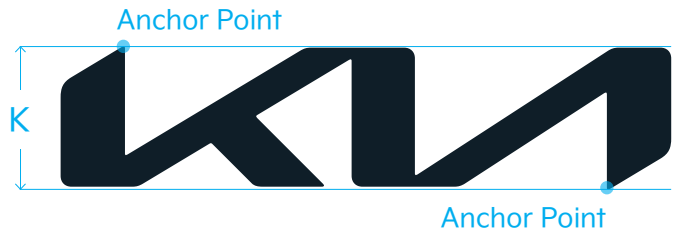- Photo: CMYK
Font Usage
- Corporate, T, F: Kia Signature Bold 7pt,
  Leading 10pt, Tracking 20
- Address, Number: Kia Signature Regular 7pt,
  Leading 10pt, Tracking 20

DM Envelope
Medium

The DM envelope is for direct mail packages. The right bottom side has been left blank for receiver information.

Anchor Point

K

Anchor Point

* K, which is the height of the logo applied on the letterhead / envelope, is the height measured based on the anchor points of K and A of the logotype.

[Production Notes]
Size 287×228mm
Material PP adhesive mailing envelope
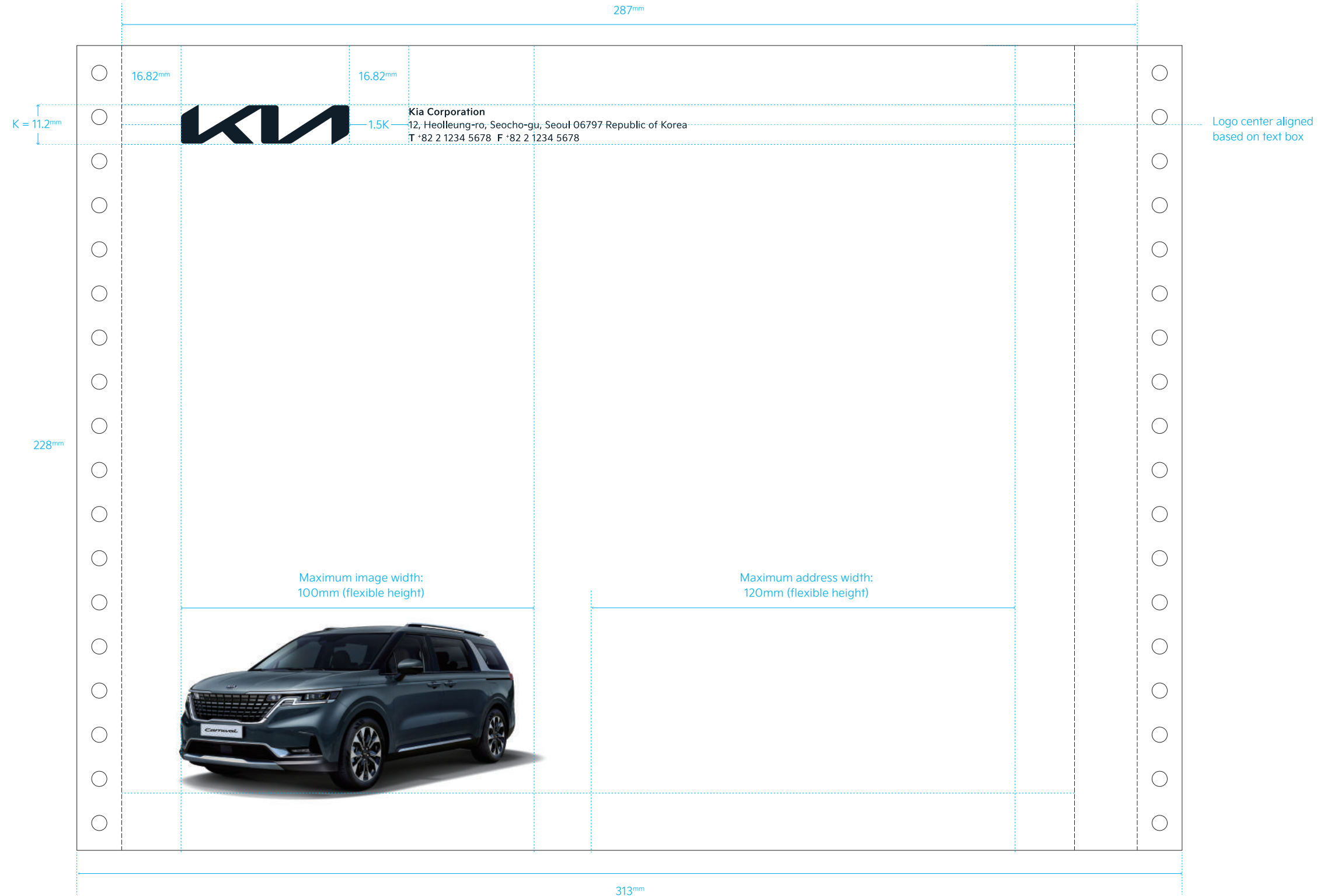**Printing** Offset Printing
Color CMYK, 1 Spot Color
- Contents: Kia Midnight Black (Pantone 7547 C)
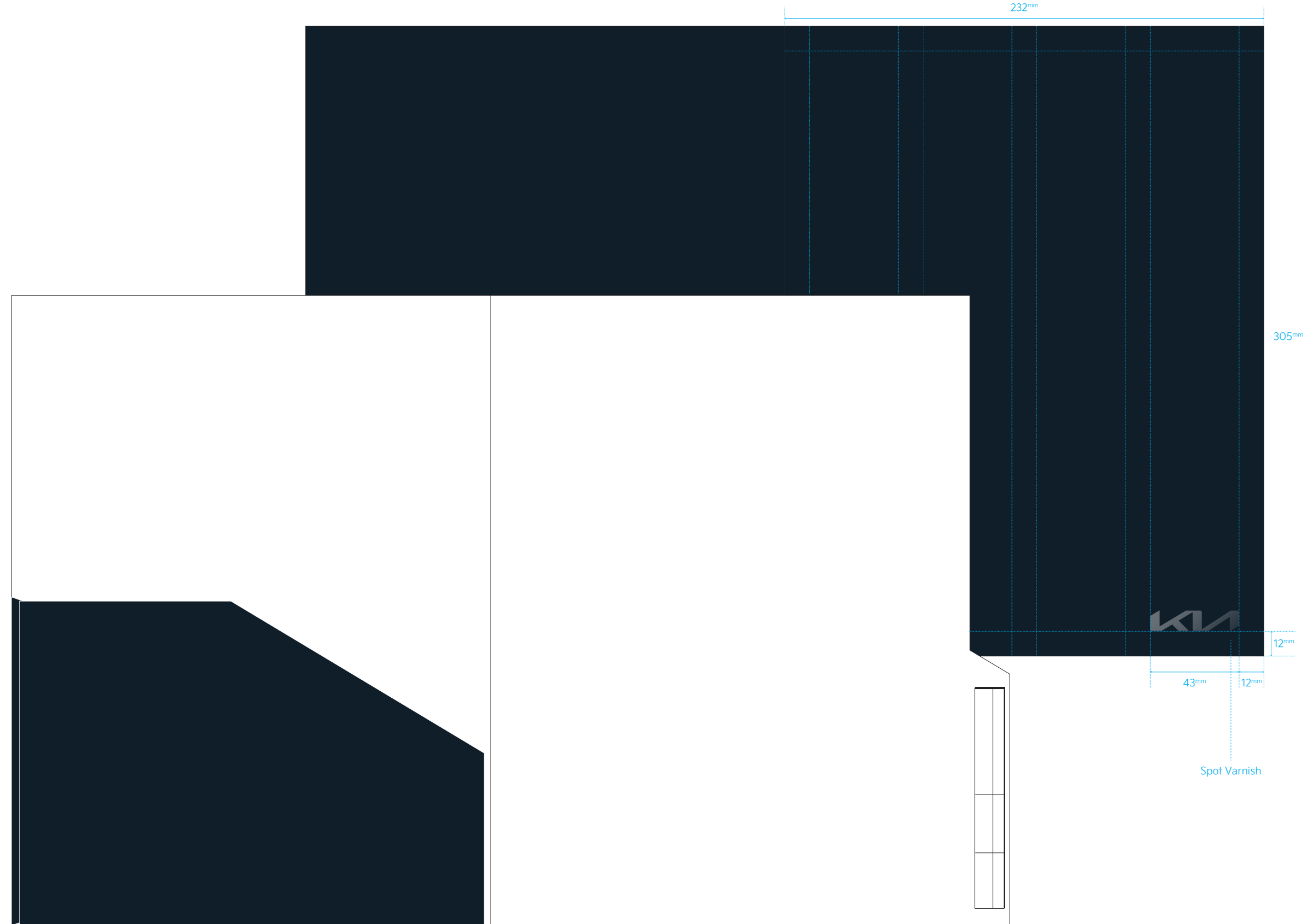- Photo: CMYK
Font Usage
- Corporate, T, F: Kia Signature Bold 7.5pt,
  Leading 10.5pt, Tracking 20
- Address, Number: Kia Signature Regular 7.5pt,
  Leading 10.5pt, Tracking 20

287mm

16.82mm   16.82mm

K = 11.2mm

1.5K

Kia Corporation
12, Heolleung-ro, Seocho-gu, Seoul 06797 Republic of Korea
T +82 2 1234 5678 F +82 2 1234 5678

Logo center aligned
based on text box

228mm

Maximum image width:
100mm (flexible height)

Maximum address width:
120mm (flexible height)

313mm

Sales Record

Sales Record is an important medium to document the details of the contract.

232mm

305mm

12mm

43mm 12mm

Spot Varnish

[Production Notes]
Size 232×305mm
Material Invercote White (350g/m²)
Printing Offset Printing
Post-processing
- Logo: Spot Varnish Coating
* If Post-Processing cannot take place, print the Logo in
  suggested colors: Kia Midnight Black (Pantone 7547C) or
  Black (K100) or White.
  Make sure the logo is visible when printed.
Color 1 Spot Color
- Kia Midnight Black (Pantone 7547 C)

Presentation Template
Cover

The presentation template is an important medium to convey information and represents the brand image. Covers are used based on its internal and external use. When the file is confidential, place the accurate security label on the cover.

Due to the security guideline, every document should be labeled with security level labels, on the top left or right of the cover and slides. Restricted, Secret, Top Secret are three security levels. For details, refer to the security operational rule.

Kia_PPT Template has two types of format: A4 and 16:9. 16:9 is ideal format for the digital environment, and A4 is suitable for printing and A4 format environment. Template can be selected based on the display environment and situation accordingly.

[Production Notes]
1. External Use
Size 297×210mm(WxH)/A4
Font Usage
- Title: Kia Signature Bold 37.5pt
- Subtitle: Kia Signature Regular 25pt
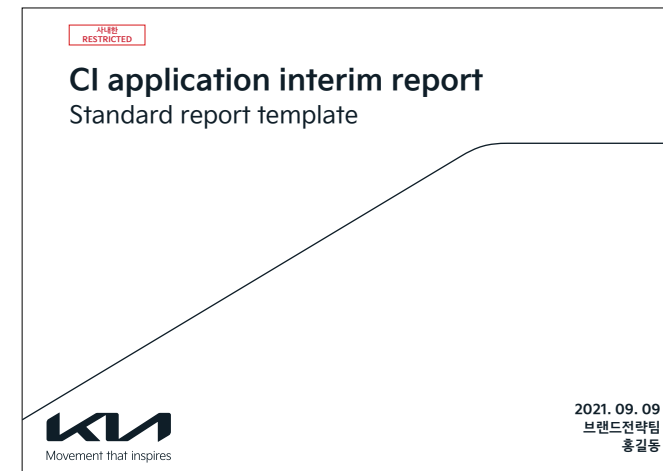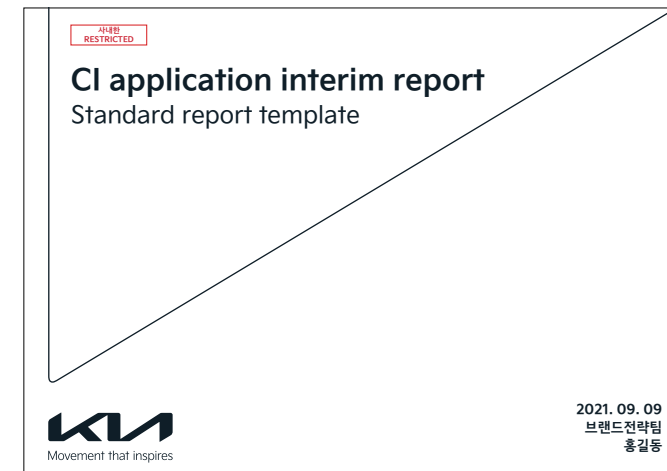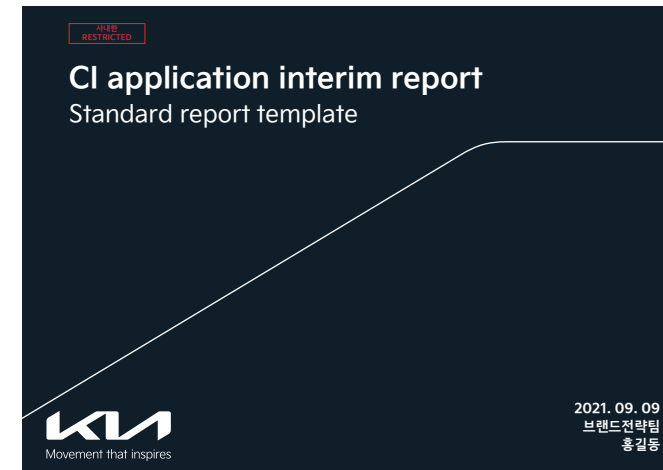- Team/Date: Kia Signature Regular 13pt
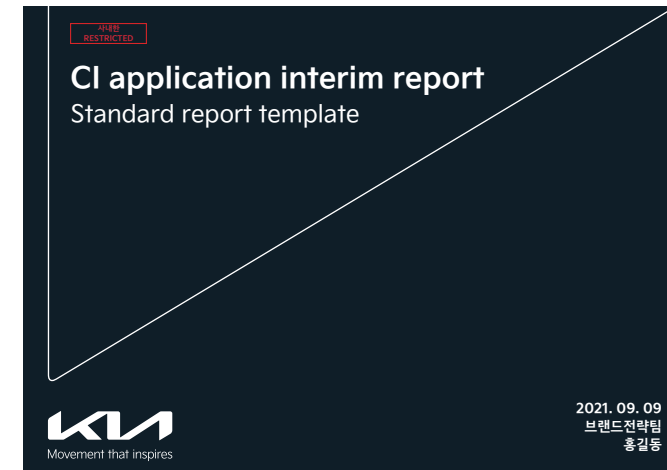**File Name** Kia_PPT(Security Level).pptx

2. Internal Use
Font Usage
- Title: Kia Signature Bold 37.5pt
- Subtitle: Kia Signature Regular 25pt
- Team/Date: Kia Signature Regular 13pt
- Body 1: Kia Signature Bold 6pt
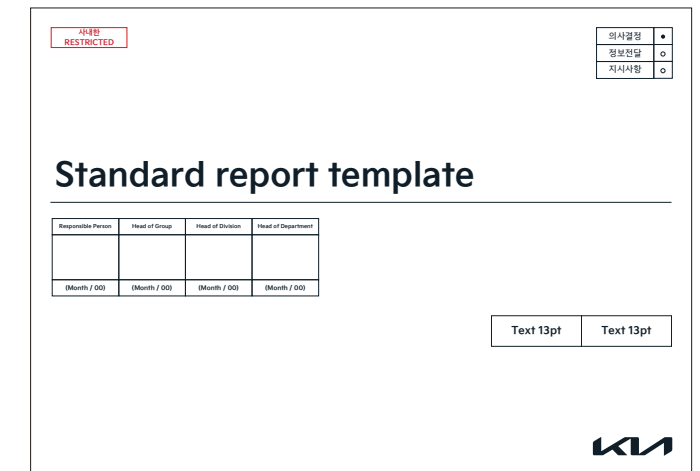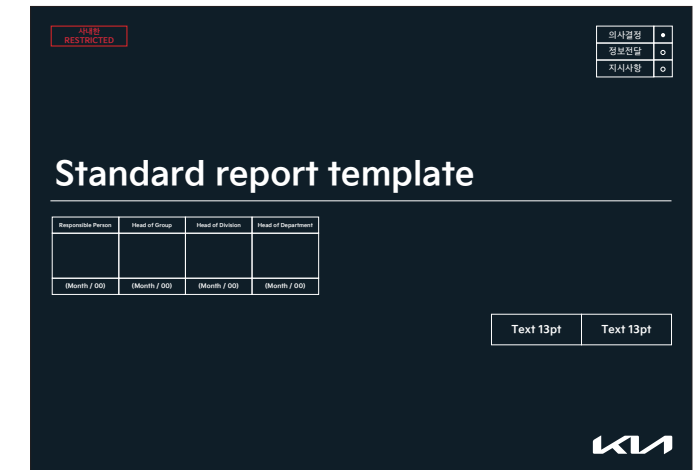- Body 2: Kia Signature Bold 7.5pt
File Name Kia_PPT(Security Level).pptx

Public (Standard)

Internal (Standard)

CI application interim report
Standard report template

2021. 09. 09
브랜드전략팀
홍길동

Standard report template

* If necessary for printing, please use the white version.

Presentation Template
Slide

When the file is confidential, place the appropriate security label instead of the logo.

Due to the security guideline, every document should be labeled with security level labels, on the top left or right of the cover and slides. Restricted, Secret, Top Secret are three security levels. For details, refer to the security operational rule.

Kia_PPT Template has two types of format: A4 and 16:9. 16:9 is ideal format for the digital environment, and A4 is suitable for printing and A4 format environment. Template can be selected based on the display environment and situation accordingly.

Restricted

Secret

Top Secret

Email Signature

The email signature is a core medium to represent the employee and company. Therefore strictly adhering to structure and layout is important.

English + Korean
Korean Name + English Name
Korean Team + Korean Position
English Team Name

English Only
English Name
English Team
English Position

[Production Notes]
1. English + Korean
Color
- Logo & Text: R5 G20 B31 (HEX:05141F)
- Icon: R160 G160 B160 (HEX:A0A0A0)

Font Usage
- Name: Kia Signature Bold 7pt
- Team (Korean): Kia Signature Bold 7pt
- Team (English): Kia Signature Regular 7pt
- Position: Kia Signature Bold 7pt
- E,M: Kia Signature Regular 7pt
- Address: Kia Signature Light 7pt

2. English
Color
- Logo & Text: R5 G20 B31 (HEX:05141F)
- Icon: R160 G160 B160 (HEX:A0A0A0)
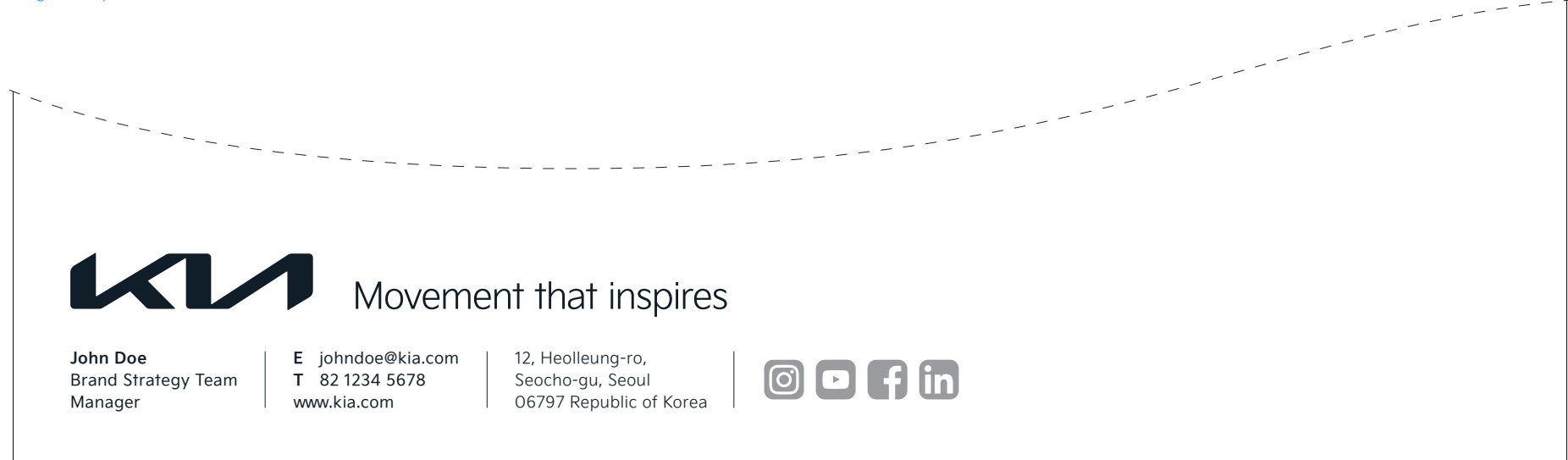**Font Usage**
- Name: Kia Signature Bold 7pt
- Team: Kia Signature Regular 7pt
- Position: Kia Signature Regular 7pt
- E,M: Kia Signature Regular 7pt
- Address: Kia Signature Light 7pt
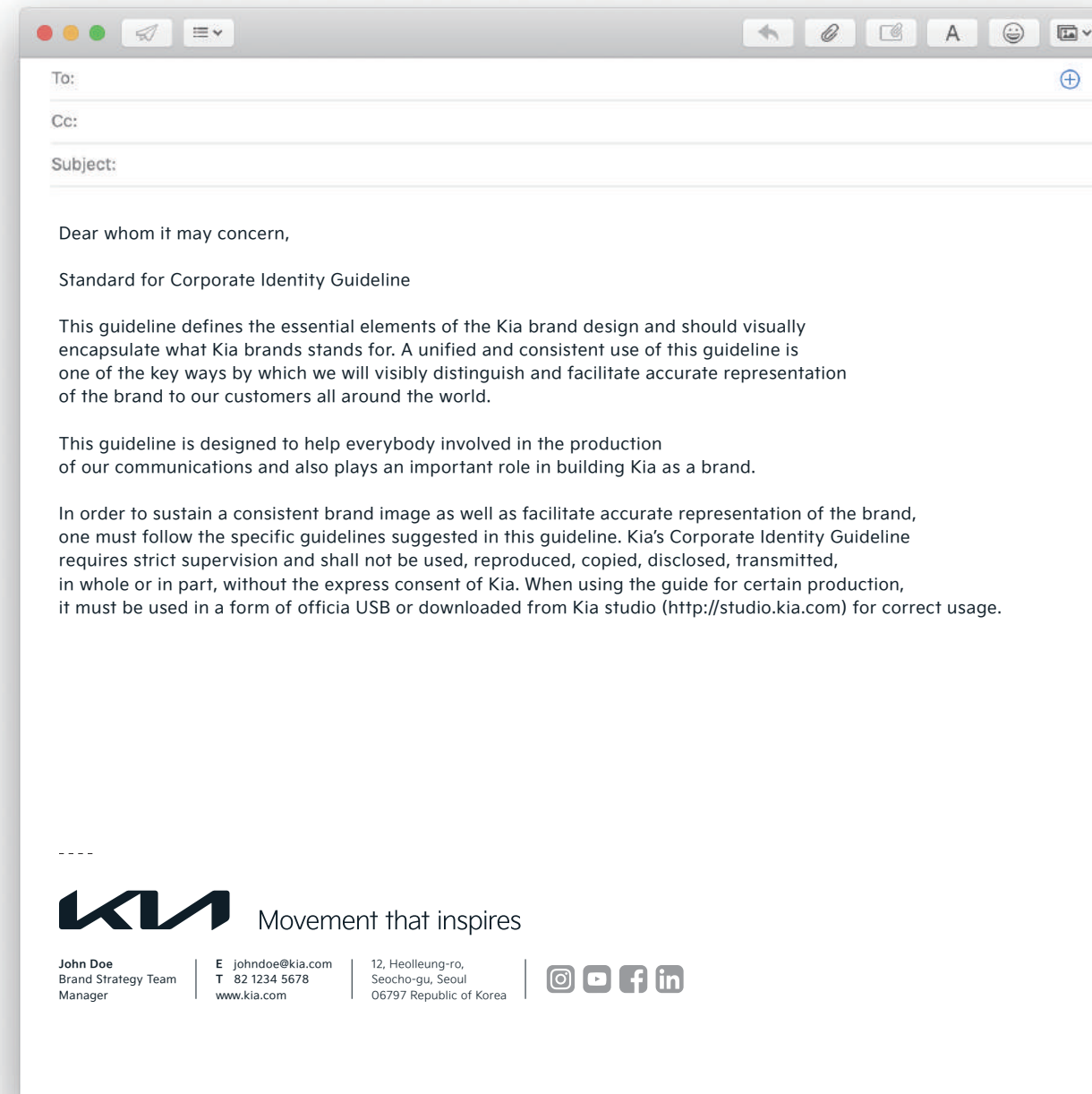**Web Development** Use HTML for publishing

English + Korean

KIA Movement that inspires

김 기아 Kim Kia
브랜드전략팀 매니저
Brand Strategy Team

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06797 서울특별시 서초구 헌릉로 12
12, Heolleung-ro, Seocho-gu, Seoul
06797 Republic of Korea

English Only

KIA Movement that inspires

John Doe
Brand Strategy Team
Manager

E johndoe@kia.com
T 82 1234 5678
www.kia.com

12, Heolleung-ro,
Seocho-gu, Seoul
06797 Republic of Korea

Email Signature
Example

The email signature is a core medium to represent the employee and company. Therefore strictly adhering to structure and layout is important.
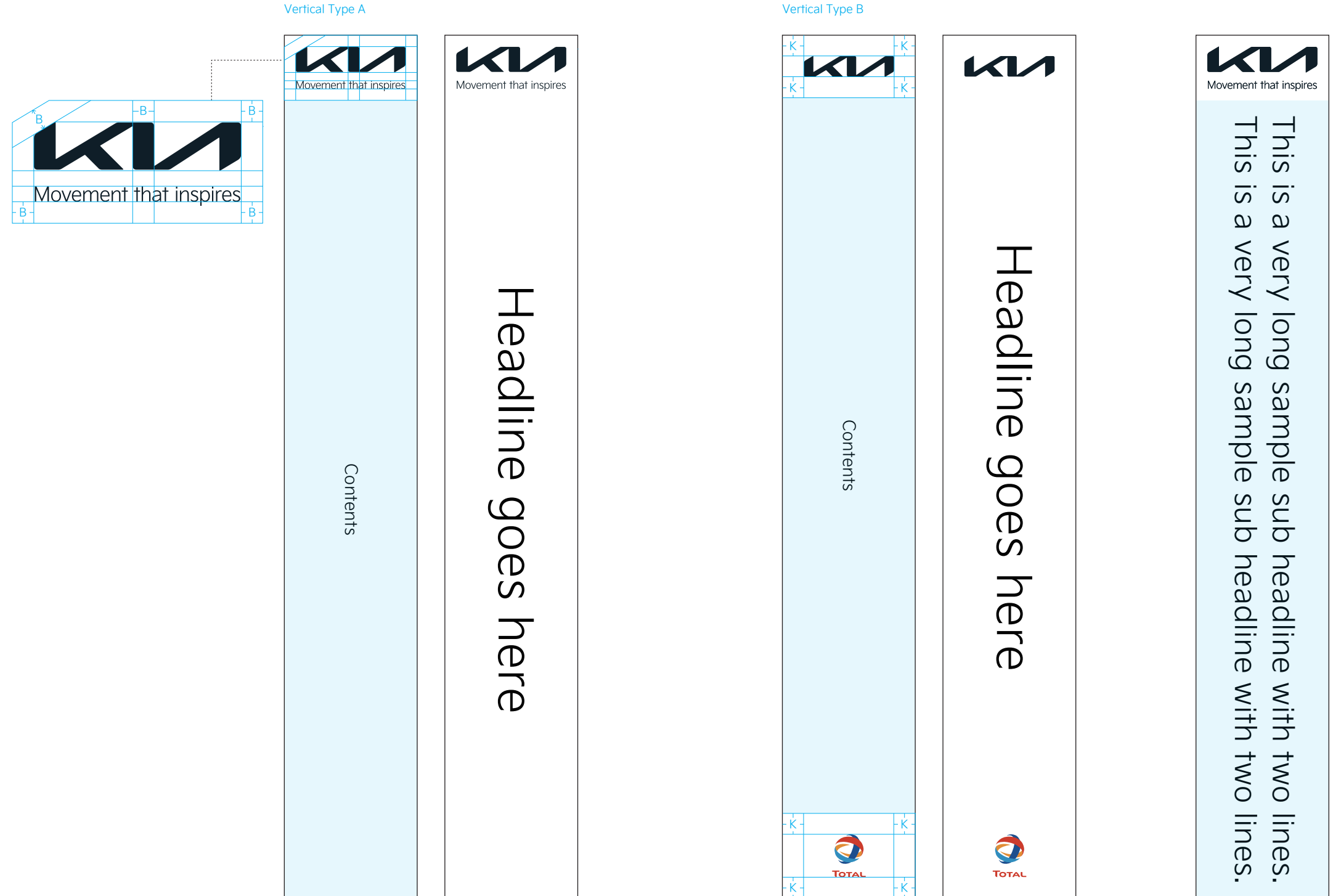

Dear whom it may concern,

Standard for Corporate Identity Guideline

This guideline defines the essential elements of the Kia brand design and should visually encapsulate what Kia brands stands for. A unified and consistent use of this guideline is one of the key ways by which we will visibly distinguish and facilitate accurate representation of the brand to our customers all around the world.

This guideline is designed to help everybody involved in the production of our communications and also plays an important role in building Kia as a brand.

In order to sustain a consistent brand image as well as facilitate accurate representation of the brand, one must follow the specific guidelines suggested in this guideline. Kia's Corporate Identity Guideline requires strict supervision and shall not be used, reproduced, copied, disclosed, transmitted, in whole or in part, without the express consent of Kia. When using the guide for certain production, it must be used in a form of officia USB or downloaded from Kia studio (http://studio.kia.com) for correct usage.

Movement that inspires

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Manager

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Promotional Items

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Placard
Vertical

The placard is a core medium to deliver information regarding events and the company. Therefore strictly adhering to structure and layout is important. This placard is designed to present event titles and headlines only. Event titles can be written in vertical or horizontal way. The logo and the slogan should be written in horizontal way only. In the case of limited writing space, please refer to the multiple lined slogan guideline (page 24 of the CI Guideline). For placards that use advertising and product images, please refer to the Communication Style Guideline.

Vertical Type A

Movement that inspires

Movement that inspires

Headline goes here

Contents

Vertical Type B

Movement that inspires

Headline goes here

Contents

This is a very long sample sub headline with two lines.
This is a very long sample sub headline with two lines.

[Production Notes]
Size 1:6.5 Ratio (W×H)
Material TP Fabric or PET (300g/m²)
Printing Direct Printing
Color CMYK
- Contents: C100 M58 Y21 K92

Placard
Horizontal

The placard is a core medium to deliver information regarding events and the company. Therefore strictly adhering to structure and layout is important. This placard is designed to present event titles and headlines only.

For placards that use advertising and product images, please refer to the Communication Style Guideline. In case of horizontal B, please refer to 'Co-Branding & Partnership Standard Combination' of the CI Basic Guidelines for the usage.

Horizontal Type A

Movement that inspires

Contents

Movement that inspires

Headline goes here

Horizontal Type B

MAX 3K

TOTAL

Contents

TOTAL

Headline goes here

Movement that inspires

This is a very long sample sub headline with two lines.
This is a very long sample sub headline with two lines.
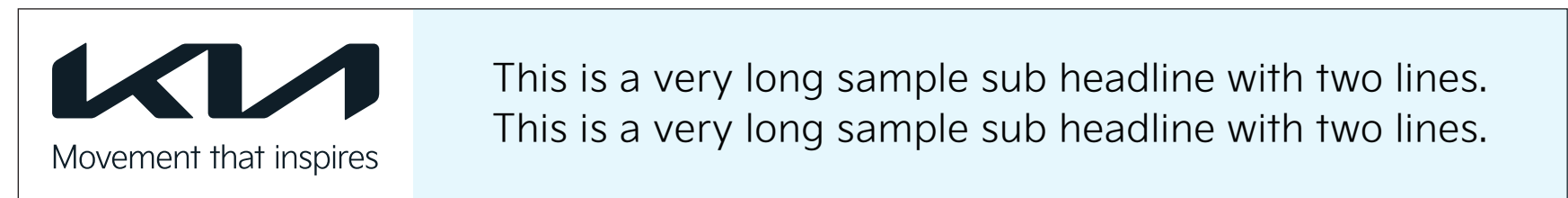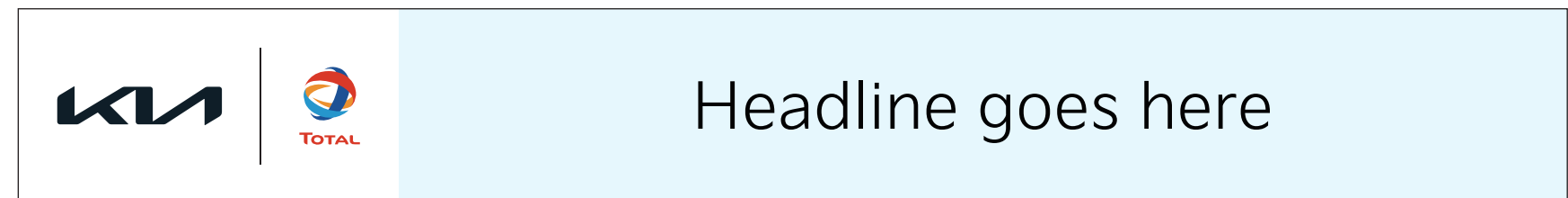
[Production Notes]
Size 8:1 Ratio (W×H)
Material TP Fabric or PET (300g/m²)
Printing Direct Printing
Color CMYK
- Contents: C100 M58 Y21 K92

Banner
White

The banner is a core medium to deliver events and company related information. Therefore strictly adhering to structure and layout is important.
This banner is designed to present event titles and headlines only. Event titles can be written in vertical or horizontal way. The logo and the slogan should be written in horizontal way only. In the case of limited writing space, please refer to the multiple lined slogan guideline (page 24 of the CI Guideline). For banners that use advertising and product images, please refer to the Communication Style Guideline.

[Production Notes]
Size 1800×600mm (W×H)
Material TP Fabric or PET (300g/m²)
Printing Direct Printing
Color CMYK
- Contents: C100 M58 Y21 K92
Font Usage Kia Signature Light 260pt
- Leading: 320pt

Type A

1800mm

Headline goes here

600mm

Movement that inspires

Movement that inspires

Contents

Type B

Headline goes here

Movement that inspires

Movement that inspires

Contents

Banner
Black

The banner is a core medium to deliver events and company related information. Therefore strictly adhering to structure and layout is important. This banner is designed to present event titles and headlines only. Event titles can be written in vertical or horizontal way. The logo and the slogan should be written in horizontal way only. In the case of limited writing space, please refer to the multiple lined slogan guideline (page 24 of the CI Guideline). For banners that use advertising and product images, please refer to the Communication Style Guideline. When the banner is printed in Kia Midnight Black, please be aware of the printing quality during production.
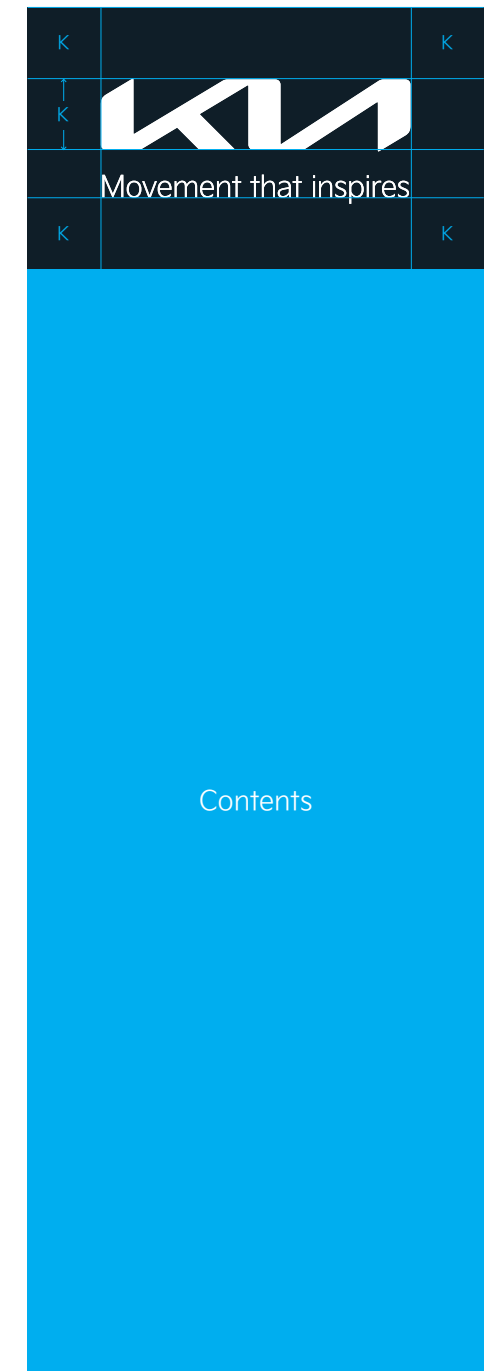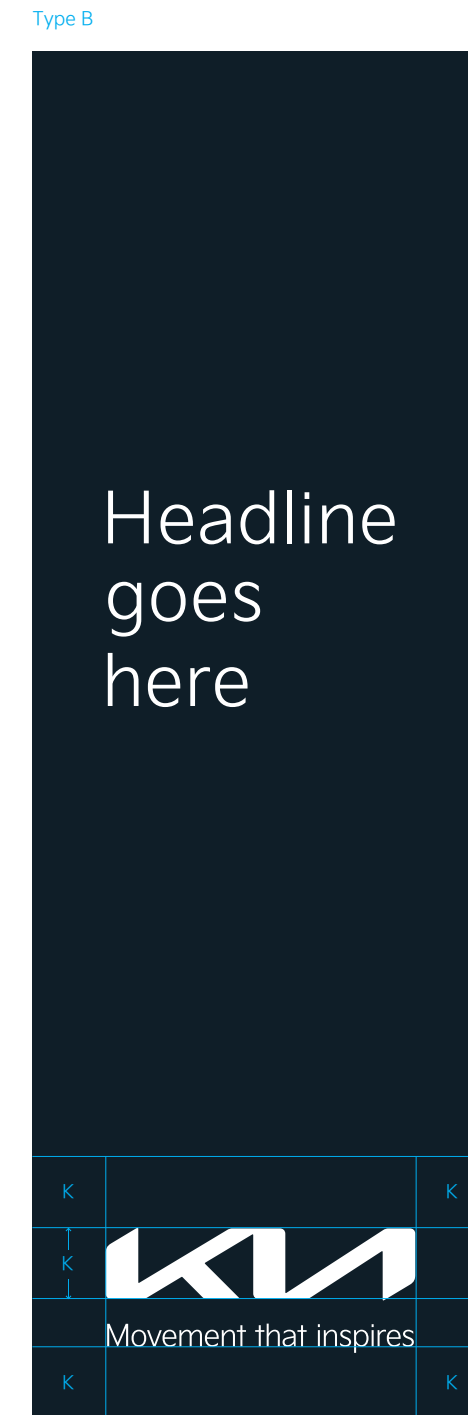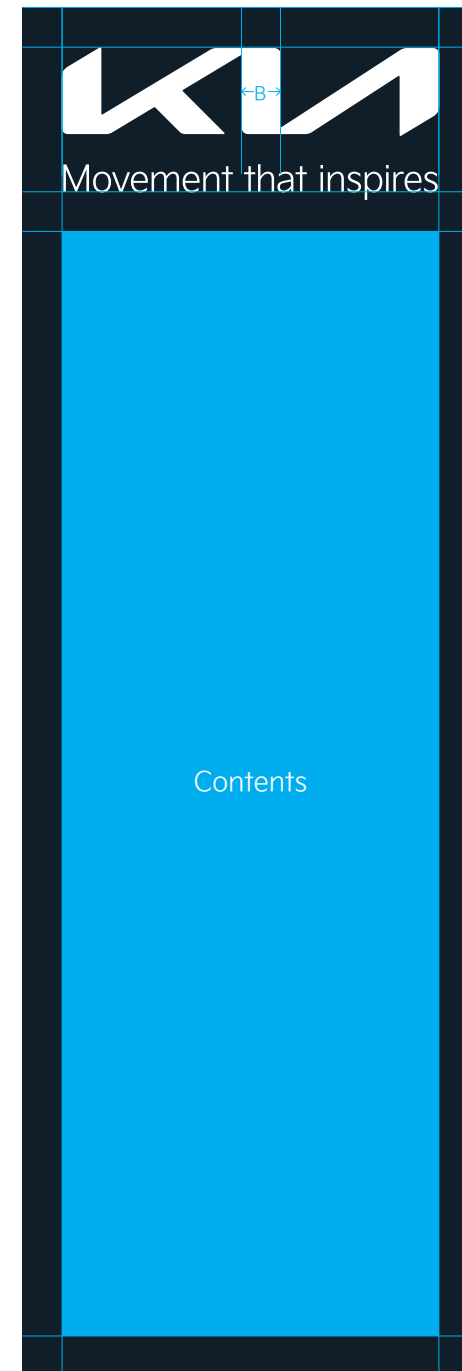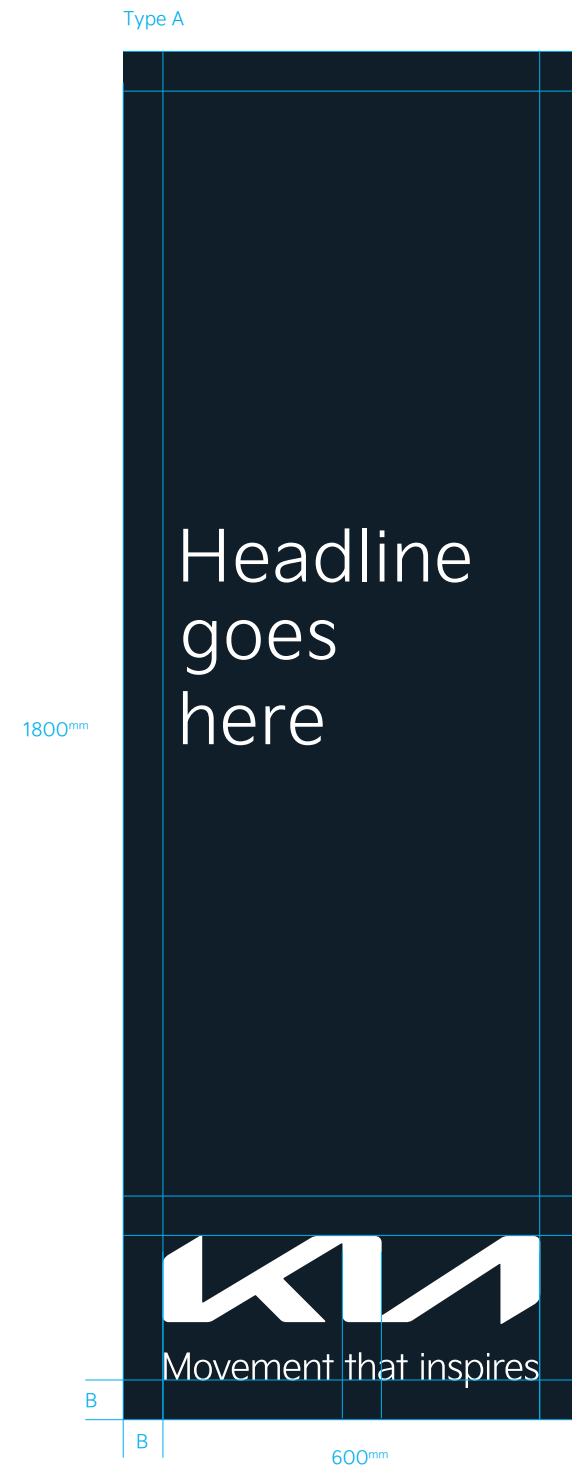
[Production Notes]
Size 1800×600mm (W×H)
Material TP Fabric or PET (300g/m²)
Printing Direct Printing
Color CMYK
- Background: C100 M58 Y21 K92
Font Usage Kia Signature Light 260pt
- Leading: 320pt

Type A

1800mm

Headline goes here

Movement that inspires

B
B

600mm

Movement that inspires

Contents

Type B

Headline goes here

K K
K
K K

Movement that inspires

Contents

K K
K
K K

Movement that inspires

Shopping Bag
Small

The shopping bag is a core medium to represent the employee and company. Therefore strictly adhering to structure and layout is important.
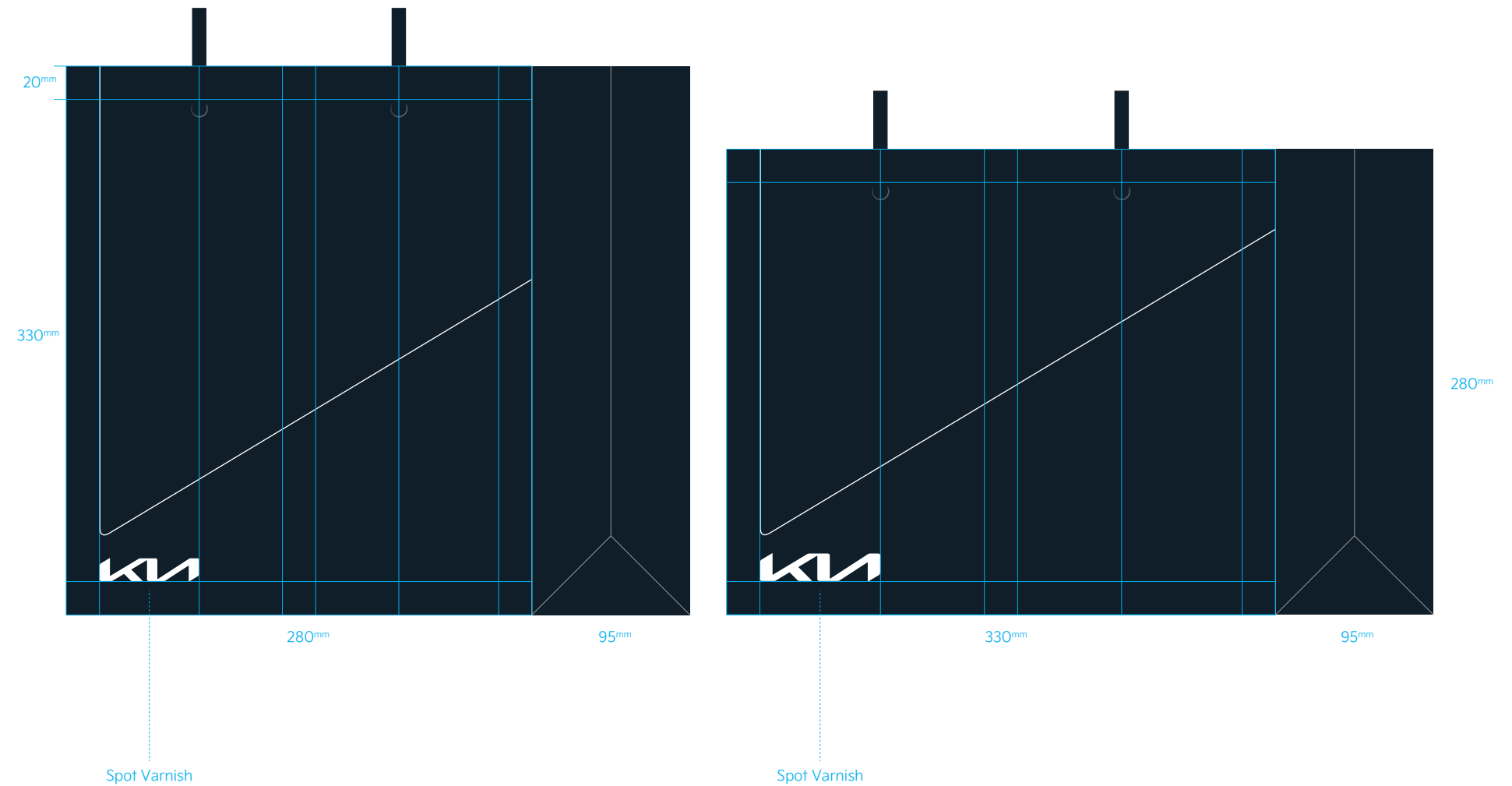
[Production Notes]
1. Vertical Type
Size 280×330×95mm (W×H×D)
Material
- Paper: Snow (200g/m²)
- Handle: Black Fabric
Printing Offset Printing
Post-processing
- Matte Coating & Die Cutting, Handle Assembly after Creasing
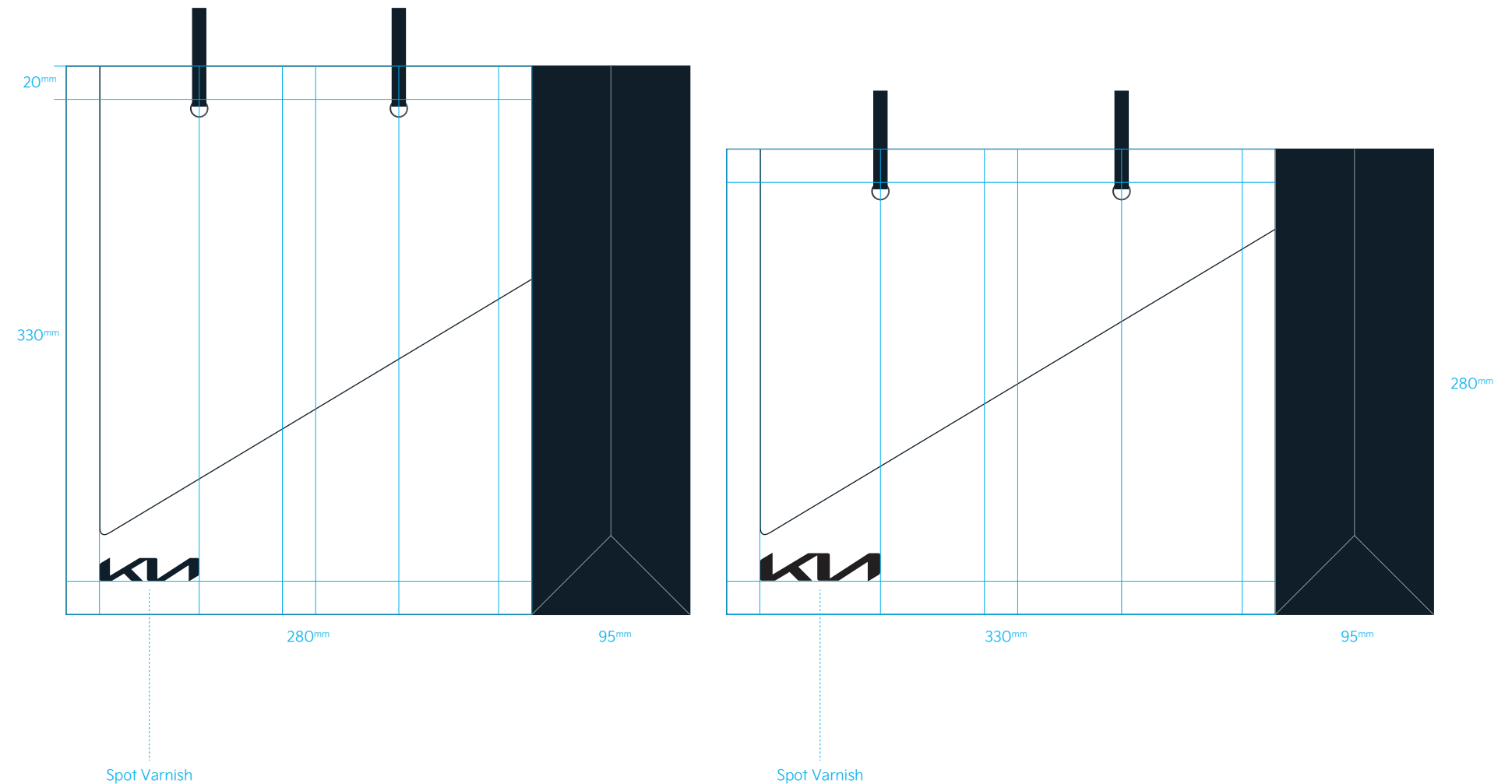- Logo (Both Sides): Spot Varnish Coating
- Punching: 11mm
- Eyelet: Black
Color 1 Spot Color
- Kia Midnight Black (Pantone 7547 C)

2. Horizontal Type
Size 330×280×95mm (W×H×D)

Shopping Bag
Large

The shopping bag is a core medium to represent the employee and company. Therefore strictly adhering to structure and layout is important.

[Production Notes]
1. Vertical Type
Size 350×450×120mm (W×H×D)
Material
- Paper: Snow (200g/m²)
- Handle: Black Fabric
Printing Offset Printing
Post-processing
- Matte Coating & Die Cutting, Handle Assembly after Creasing
- Logo (Both Sides): Spot Varnish Coating
- Punching: 11mm
- Eyelet: Black
Color 1 Spot Color
- Kia Midnight Black (Pantone 7547 C)

2. Horizontal Type
Size 450×350×120mm (W×H×D)

450㎜

350㎜

350㎜

350㎜   120㎜

450㎜   120㎜

Spot Varnish

Spot Varnish

Shopping Bag
Small - Optional

The shopping bag is a core medium to represent the employee and company. Therefore strictly adhering to structure and layout is important.

[Production Notes]
1. Vertical Type
Size 280×330×95mm (W×H×D)
Material
- Paper: Snow (200g/m²)
- Handle: Black Fabric
Printing Offset Printing
Post-processing
- Matte Coating & Die Cutting, Handle Assembly after Creasing
- Logo (Both Sides): Spot Varnish Coating
- Punching: 11mm
- Eyelet: Black
Color 1 Spot Color
- Side: Kia Midnight Black (Pantone 7547 C)
- Logo & Motif: Kia Midnight Black (Pantone 7547 C)

2. Horizontal Type
Size 330×280×95mm (W×H×D)

20mm
330mm
280mm
95mm
Spot Varnish

280mm
330mm
95mm
Spot Varnish

Shopping Bag
Large - Optional

The shopping bag is a core medium to represent the employee and company. Therefore strictly adhering to structure and layout is important.

[Production Notes]
1. Vertical Type
Size 350×450×120mm (W×H×D)
Material
- Paper: Snow (200g/m²)
- Handle: Black Fabric
Printing Offset Printing
Post-processing
- Matte Coating & Die Cutting, Handle Assembly after Creasing
- Logo (Both Sides): Spot Varnish Coating
- Punching: 11mm
- Eyelet: Black
Color 1 Spot Color
- Side: Kia Midnight Black (Pantone 7547 C)
- Logo & Motif: Kia Midnight Black (Pantone 7547 C)

2. Horizontal Type
Size 450×350×120mm (W×H×D)

450ᵐᵐ
350ᵐᵐ
120ᵐᵐ
Spot Varnish

350ᵐᵐ
450ᵐᵐ
120ᵐᵐ
Spot Varnish

Tape

Tape is used to pack souvenirs or merchandise provided to visitors or outsiders at various events. Accurate and consistent management and operation are needed to build the correct image of Kia based on the proposed design in consideration of publicity purposes.

Type A

Type B
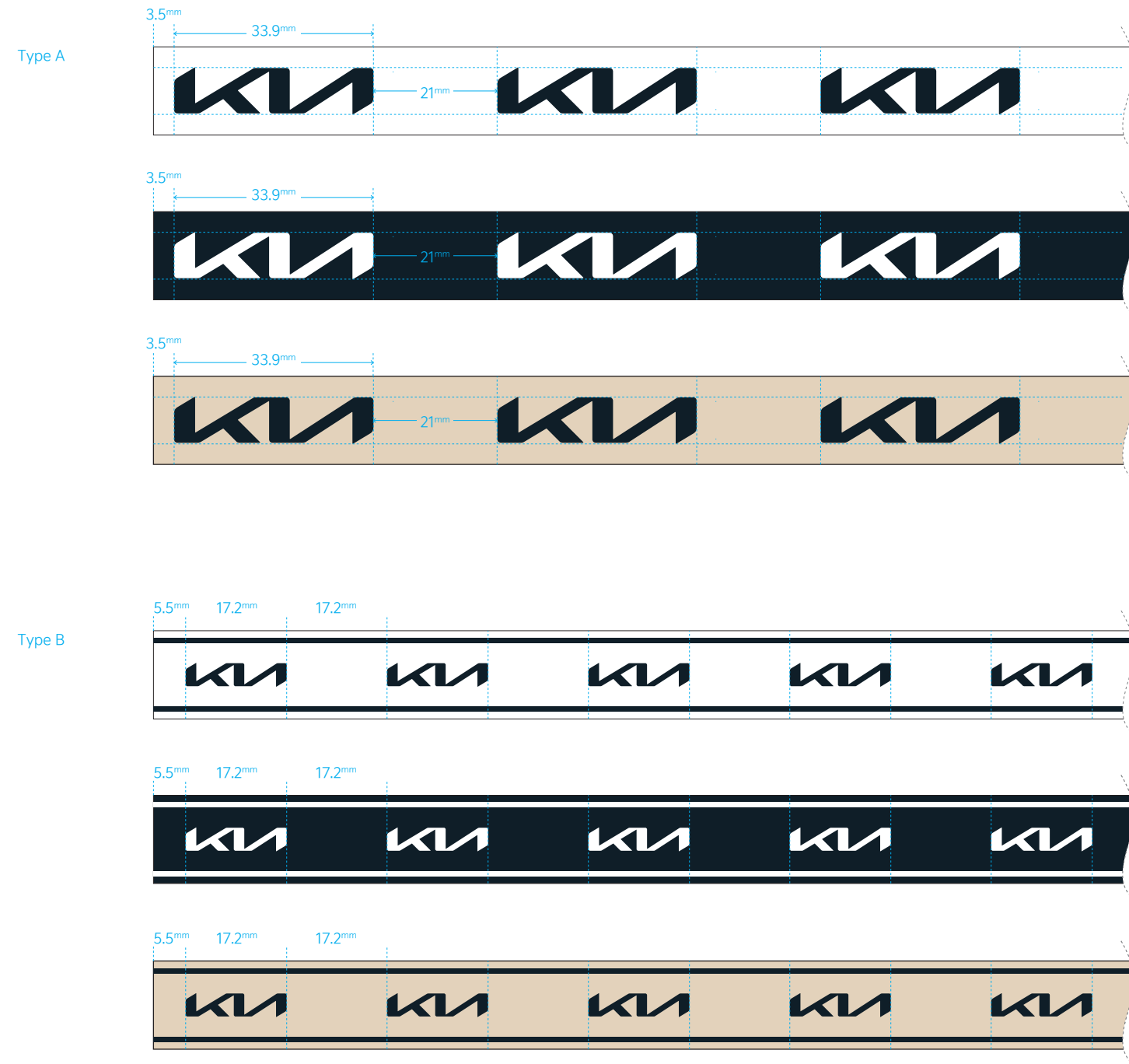
[Production Notes]
Size 15mm
Material
- Tape: Color Masking Tape/Plastic Tape
Printing Direct Printing
Color
- Ochre, Black, White

Clock

The wall clock is for internal use or external promotion. The design is simple and adheres to the basic hardware of a clock in a sleek way. If possible please use a clock that adheres to the Kia colors , Kia Midnight Black and Kia Polar White, to create a consistent look.
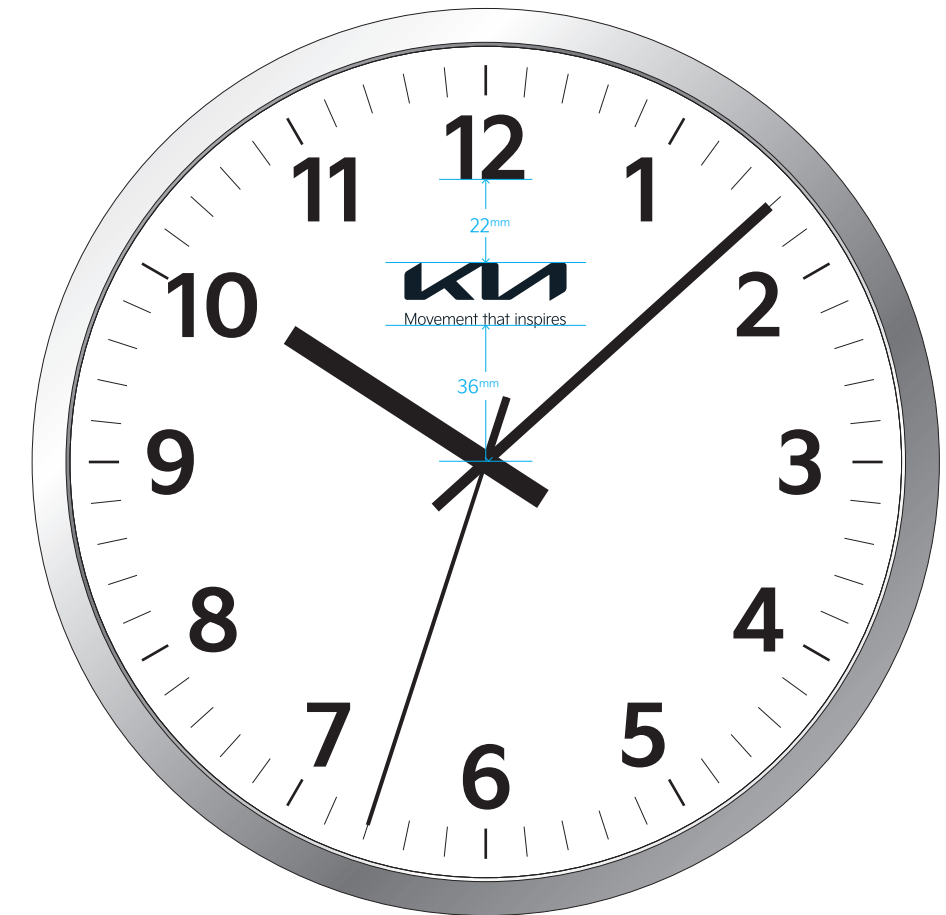
[Production Notes]
1. Black
Size 240×240×40mm (W×H×D)
Material Plastic, Metal
Printing
- Logo: Direct Printing
Color 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)
- Frame: Ready-made

2. Silver
Color 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)
- Frame: Ready-made

Mask

Size and material may vary based on the production requirements and occasions. However, accurate and consistent management and operation of the design is recommended to form the right image of Kia.
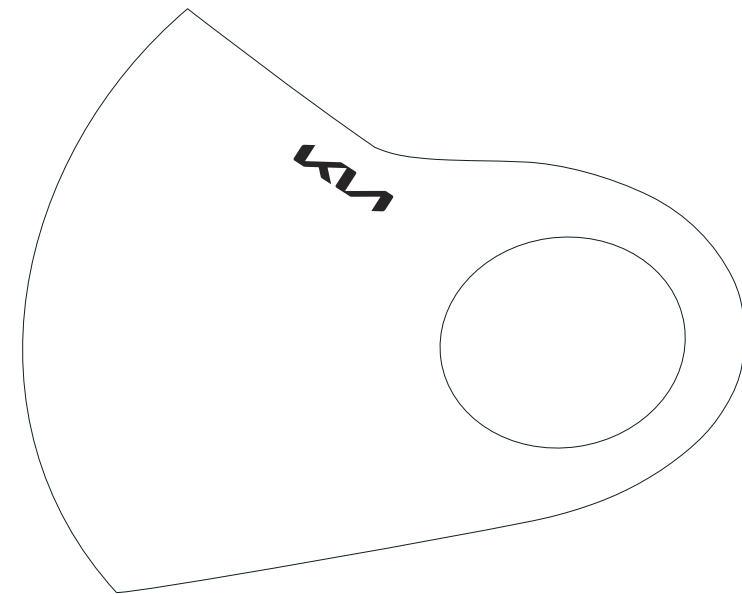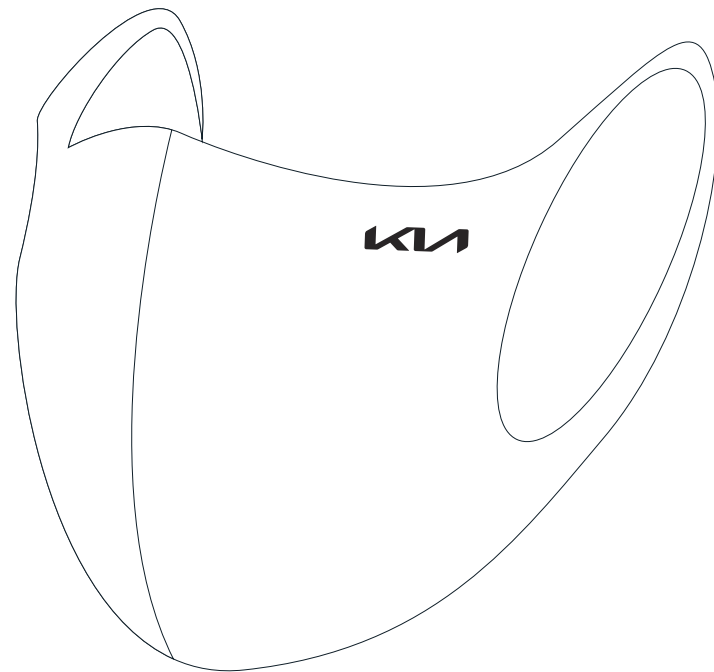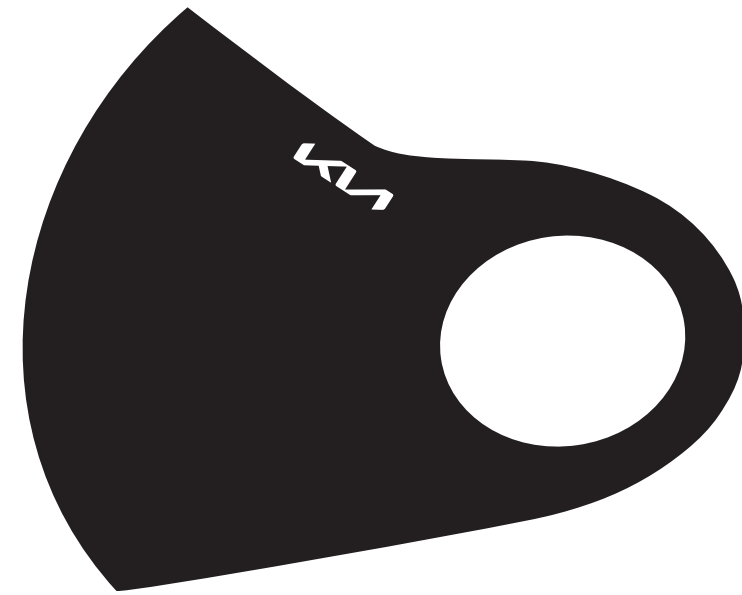
[Production Notes]
1. Black
Size 185×155mm (Approximate W×H)
Material Nylon, Polyester
Printing Silkscreen printing
Color
- Logo: White

2. White
Size 185×155mm (Approximate W×H)
Material Nylon, Polyester
Printing Silkscreen printing
Color 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)/Black (K100)

Vehicle Decals

Standard of Decal

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

Please refer to the following standard when the decal is placed on the vehicle.

When the color of the vehicle is bright, the decal should be colored with Kia Midnight Black When the color of the vehicle is dark, the decal should be colored with Kia Polar White. Please refer to the grayscale suggested in the CI Basic Guideline when applying black or white decal.

The decal should be placed parallel with the angle/ and slope of the side of the vehicle where it is placed.

* The decal must avoid being splitted by the door.
** The decal must avoid blocking the door handle or any other important parts of the vehicle.
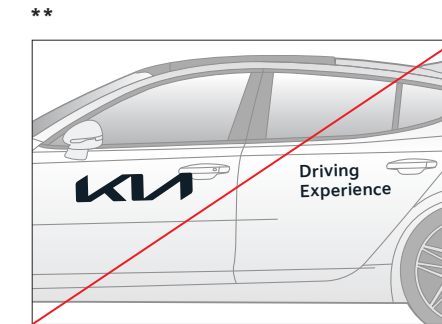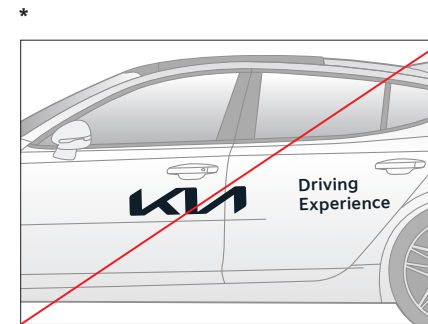
[Production Notes]
1. Decal_Kia Midnight Black
Material Decal
Production Method Applying on the vehicle
Color Kia Midnight Black (Pantone 7547 C)/Black (K100)

2. Decal_Kia Polar White
Material Decal
Production Method Applying on the vehicle
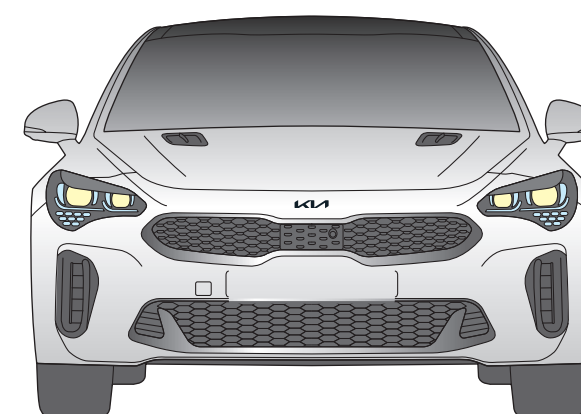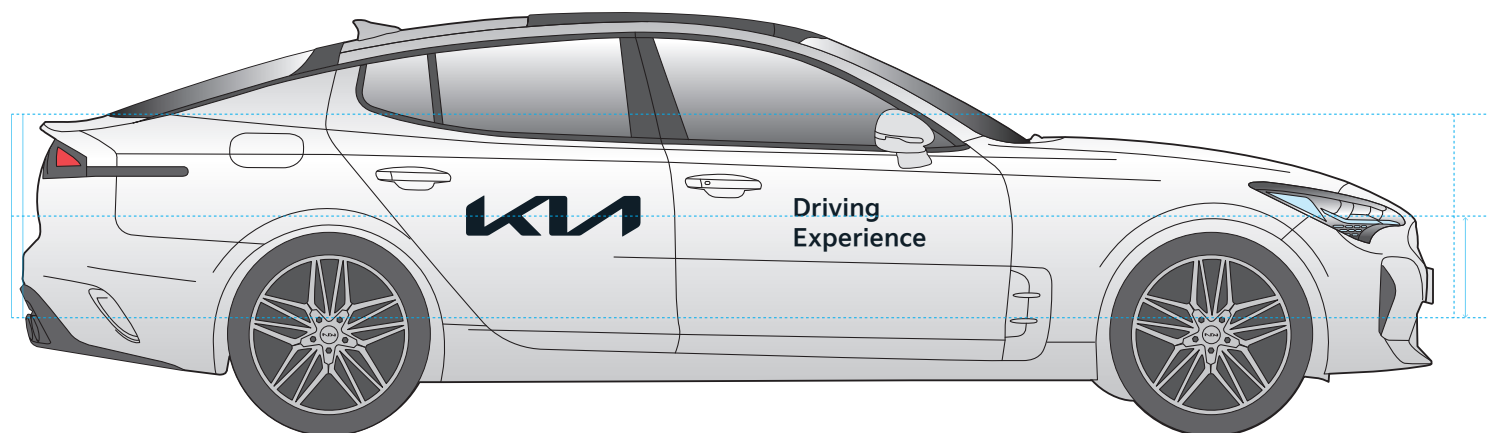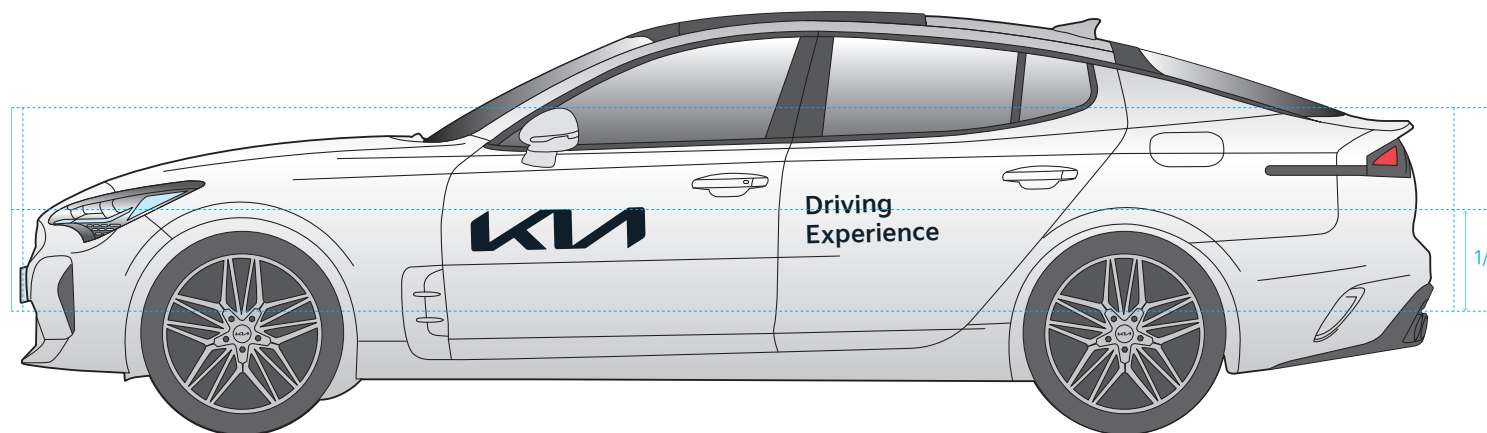Color Kia Polar White

Test Drive
Passenger Car

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

* Driving Experience can be substituted to product name and the product names should be indicated using the Kia Signature typeface.

Driving
Experience

1/2

Driving
Experience

1/2

* Decal guide for product name

The New Stinger

center aligned based on logo

1/2

[Production Notes]
Size
Adjust the decal size accordingly based on the type
and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
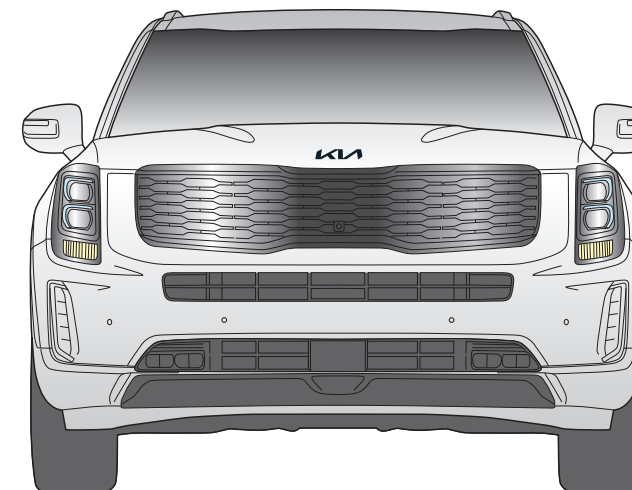**Color** Kia Midnight Black (Pantone 7547 C)/Black (K100)

Test Drive
Sports Utility Vehicle

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

* Driving Experience can be substituted to product name and the product names should be indicated using the Kia Signature typeface.

[Production Notes]
Size
Adjust the decal size accordingly based on the type and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
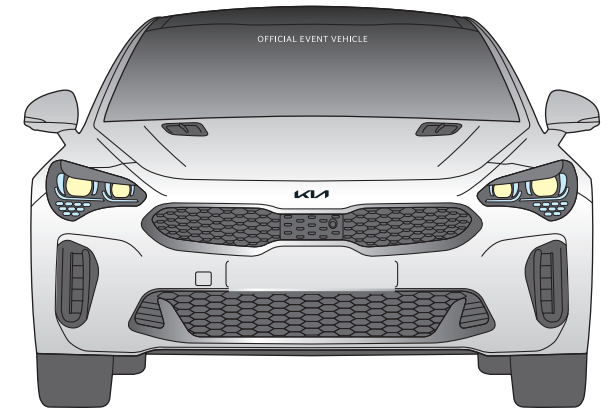Color Kia Midnight Black (Pantone 7547 C)/Black (K100)

Driving Experience

1/2

Driving Experience

1/2

* Decal guide for product name

The New Sorento

center aligned based on logo

1/2

Test Drive
Bus

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

Align

Align

[Production Notes]
Size
Adjust the decal size accordingly based on the type and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
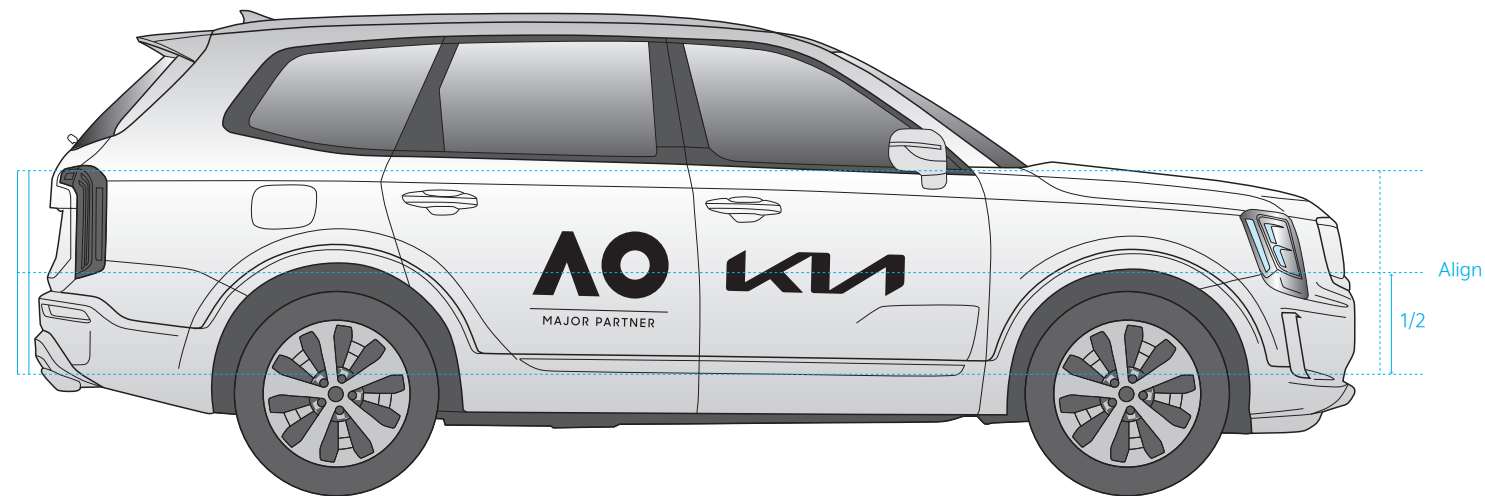**Color** Kia Midnight Black (Pantone 7547 C)/Black (K100)

Partnership
Passenger Car

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

For decals regarding global partnership, refer to a seperate guideline from the partner.

[Production Notes]

Size
Adjust the decal size accordingly based on the type and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
Color Kia Midnight Black (Pantone 7547 C)/Black (K100)

Partnership
Sports Utility Vehicle

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

For decals regarding global partnership, refer to a seperate guideline from the partner.

Align

1/2

Align

1/2

[Production Notes]
Size
Adjust the decal size accordingly based on the type and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
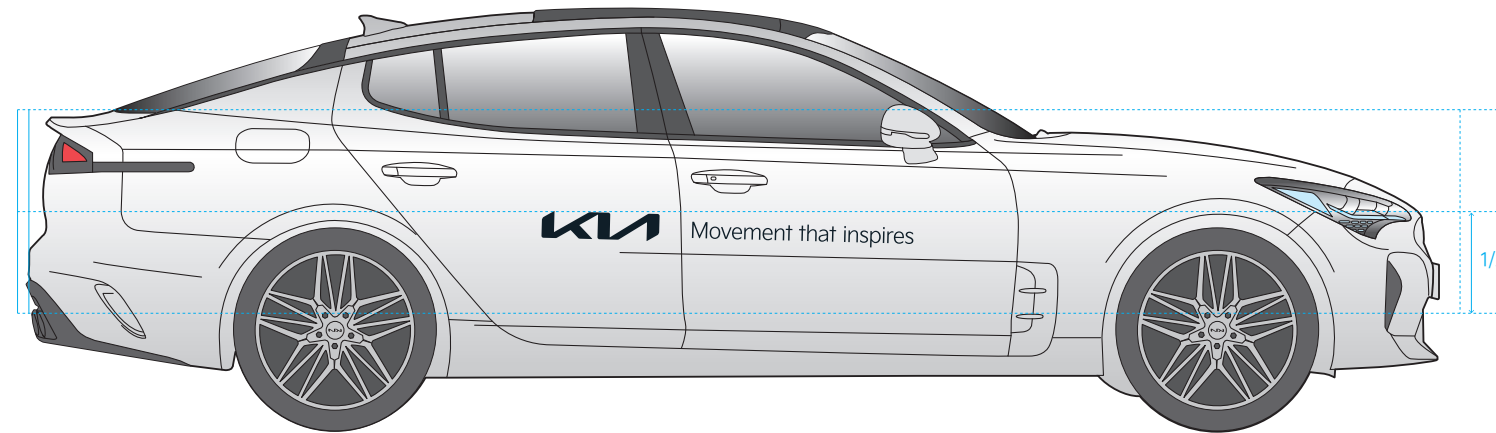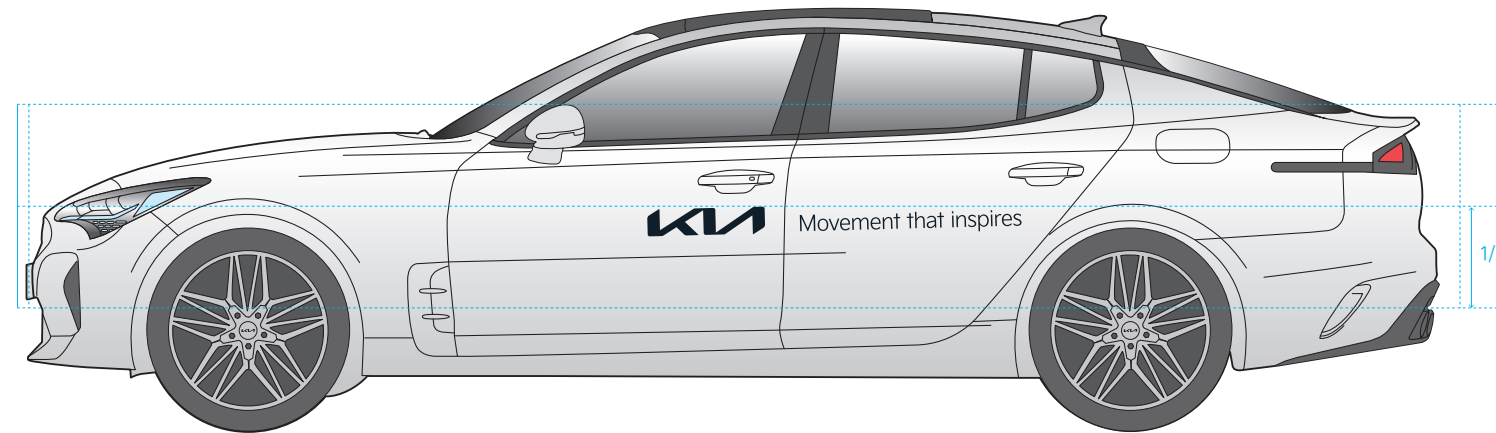**Color** Kia Midnight Black (Pantone 7547 C)/Black (K100)

Partnership
Bus

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

For decals regarding global partnership, refer to a seperate guideline from the partner.

Align

Align

[Production Notes]
Size
Adjust the decal size accordingly based on the type and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
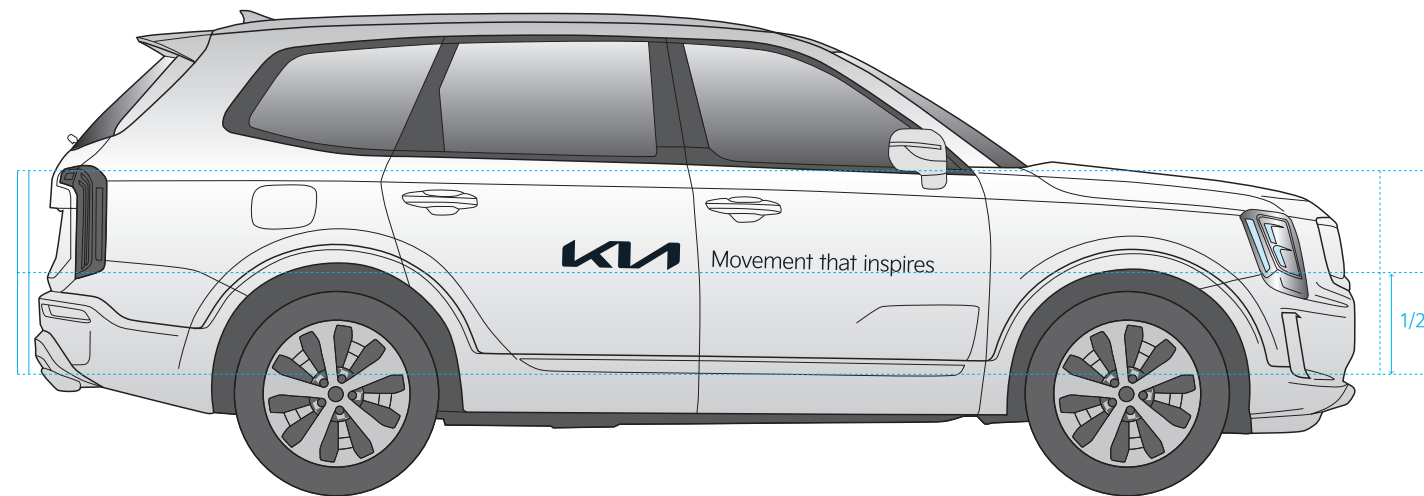**Color** Kia Midnight Black (Pantone 7547 C)/Black (K100)

Company Car
Passenger Car

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

[Production Notes]

Size
Adjust the decal size accordingly based on the type and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
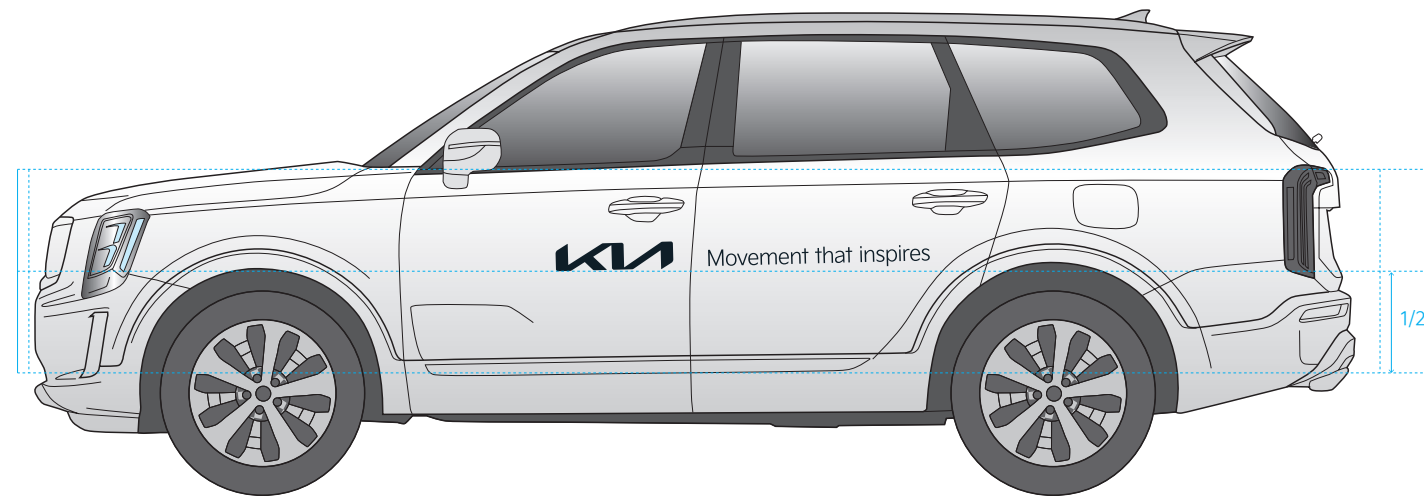**Color** Kia Midnight Black (Pantone 7547 C)/Black (K100)

Company Car
Sports Utility Vehicle

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

1/2

1/2

[Production Notes]
Size
Adjust the decal size accordingly based on the type and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
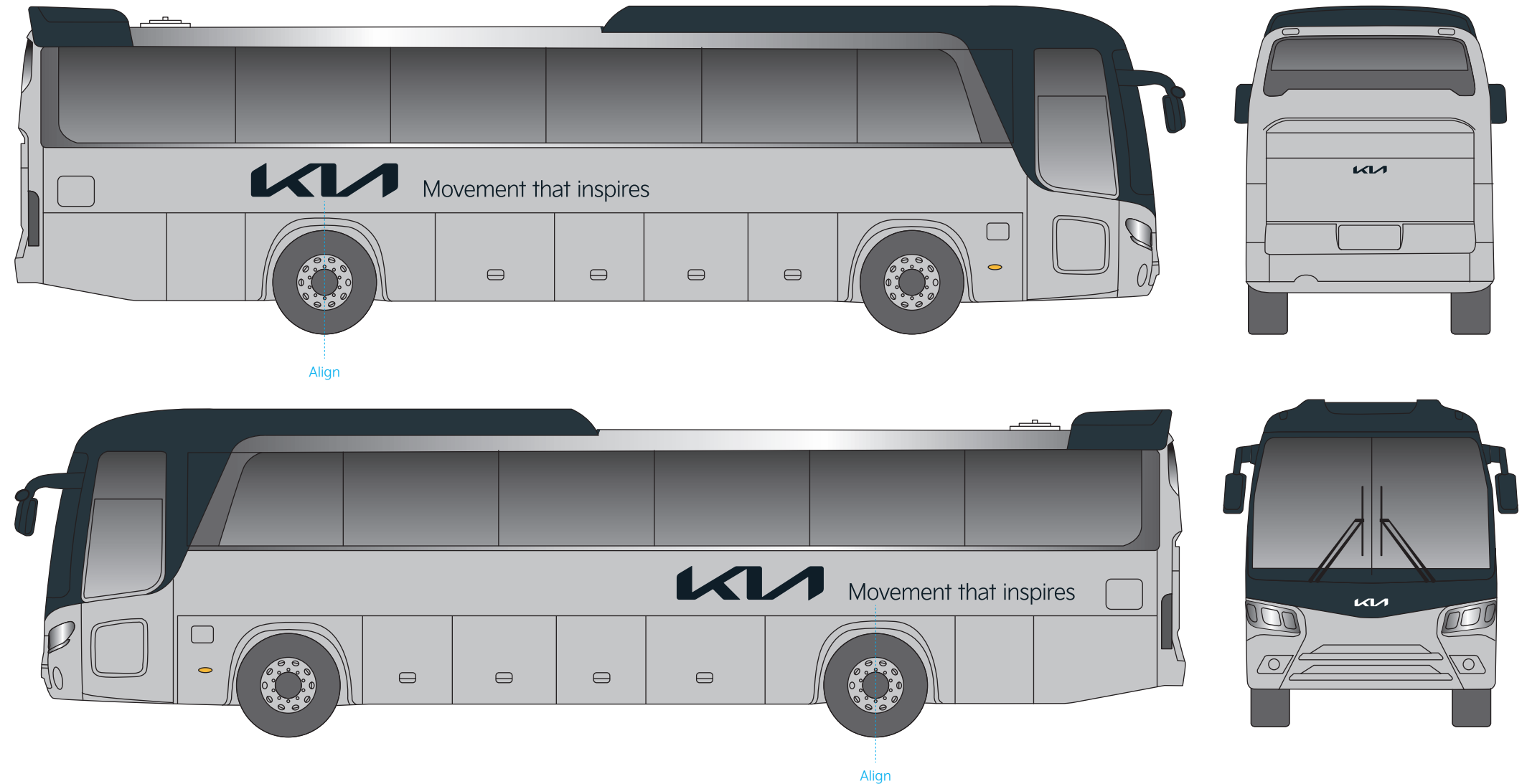Color Kia Midnight Black (Pantone 7547 C)/Black (K100)

Company Car
Bus

Vehicles function as a moving advertising medium as well as its original purpose. To build and deliver correct brand image of Kia, accurate and consistent use of the design is important.

The text and the logo are juxtaposed on each side in specific order for them to be read in the same order from any direction.

For vehicles with dark color, use Kia Polar White decal referring to the grayscale suggested in the guideline.

Align

Align

[Production Notes]
Size
Adjust the decal size accordingly based on the type and size of the car within the suggested guideline.
Material Decal
Production Method Applying on the vehicle
Color Kia Midnight Black (Pantone 7547 C)/Black (K100)
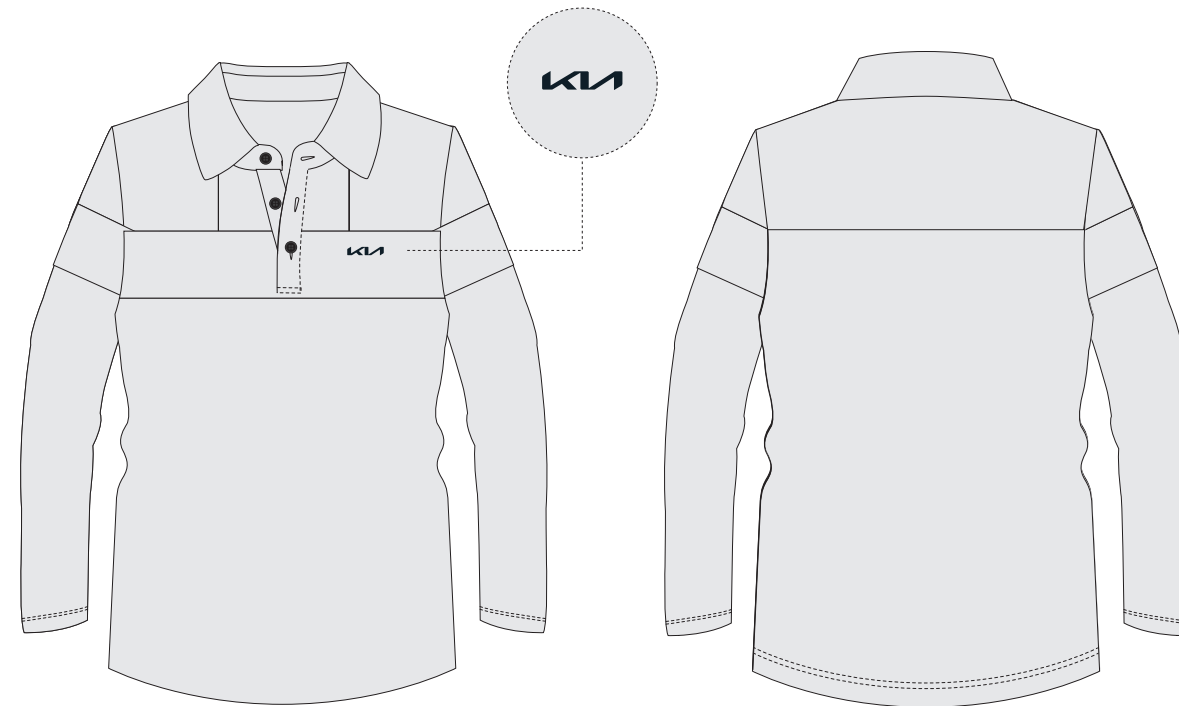
Uniform Logo

Plant Uniform
Logo Position

Size and material may vary based on the production requirements and occasions. However, accurate and consistent management and operation of the CI position is recommended to form the right image of Kia.

Summer

Spring / Fall

[Production Notes]
Size
- Logo: 40mm (Approximate W)
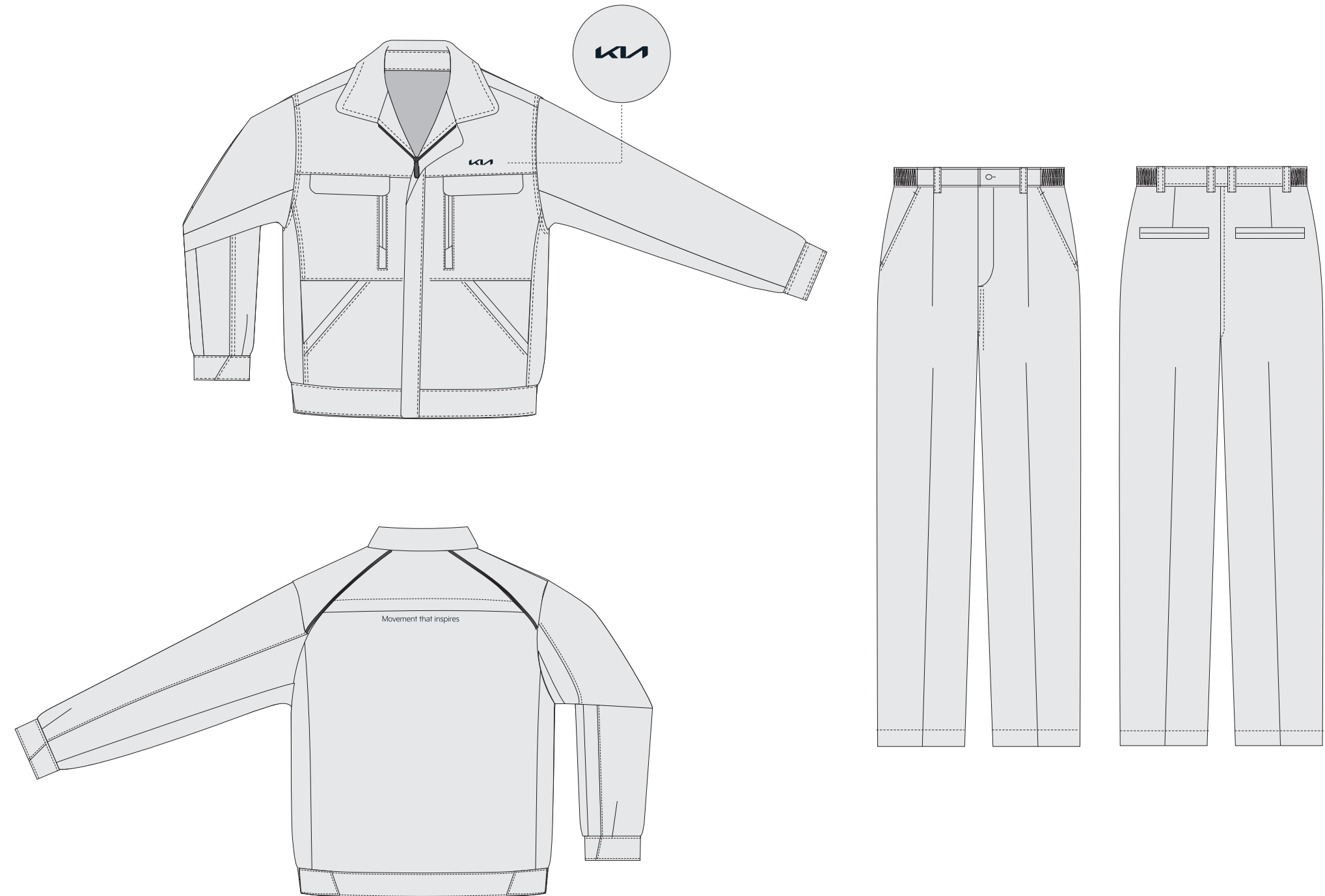Production Method
- Logo: Computerized Embroidery
Color 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)

Plant Uniform
Logo Position

Size and material may vary based on the production requirements and occasions. However, accurate and consistent management and operation of the CI position is recommended to form the right image of Kia.

Movement that inspires

[Production Notes]

Size
- Logo: 40mm (Approximate W)
- Slogan: 130mm (Approximate W)

Production Method
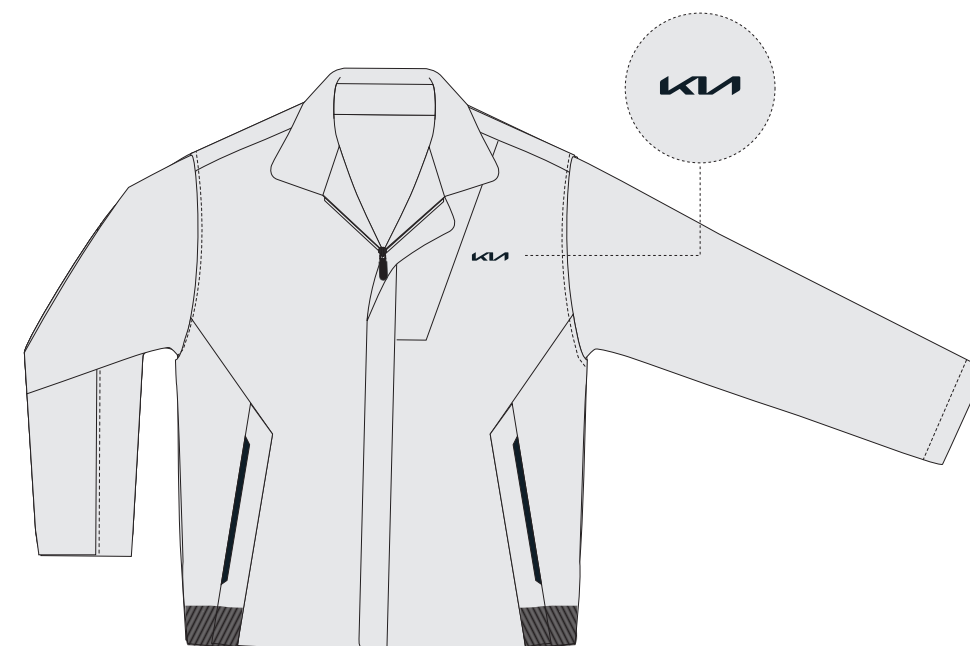- Logo & Slogan: Computerized Embroidery

Color 1 Spot Color
- Logo & Slogan: Kia Midnight Black (Pantone 7547 C)

Winter Jumper
Logo Position

Size and material may vary based on the production requirements and occasions. However, accurate and consistent management and operation of the CI position is recommended to form the right image of Kia.

[Production Notes]
Size
- Logo: 40mm (Approximate W)
Production Method
- Logo: Computerized Embroidery
Color 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)

Cold Protection Clothes
Logo Position

Size and material may vary based on the production requirements and occasions. However, accurate and consistent management and operation of the CI position is recommended to form the right image of Kia.

[Production Notes]
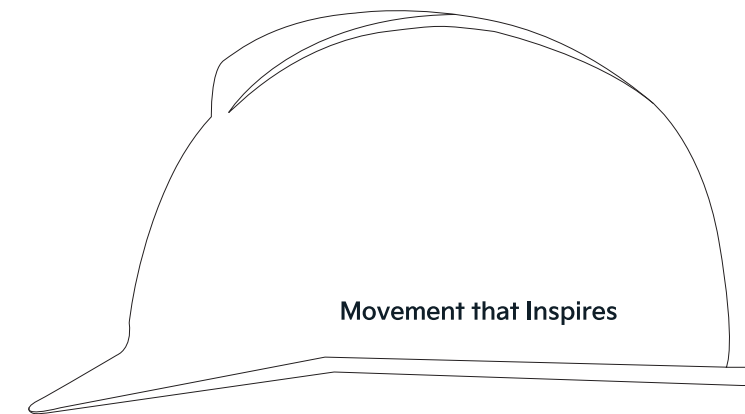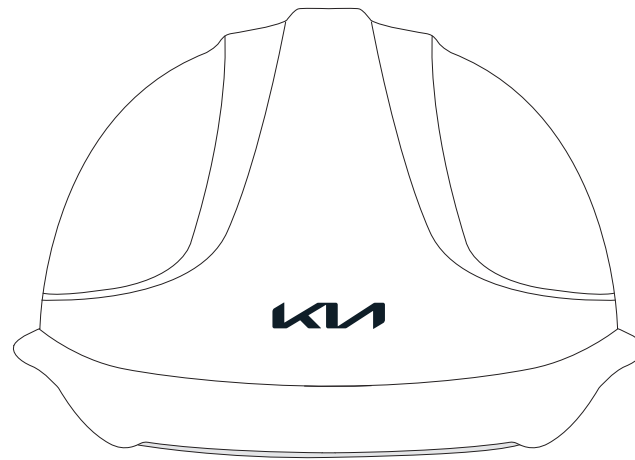**Size**
- Logo: 40mm (Approximate W)
Production Method
- Logo: Computerized Embroidery
Color 1 Spot Color
- Logo: Kia Midnight Black (Pantone 7547 C)

Safety Helmet

Safety Helmets prevent safety accidents of
employees and visitors at the factory and give them
a sense of pride and unity. In addition, to convey
unified image of Kia both internally and externally,
the accurate and consistent application of the design
is required. Furthermore the helmet improves the
work efficiency as well as the brand pride.

[Production Notes]
Size
- Logo: 40mm (Approximate W)
- Slogan: 95mm (Approximate W)
Production Method
- Silkscreen Printing/UV Printing/Adhesive Sheet
Color 1 Spot Color
- Kia Midnight Black (Pantone 7547 C)/Black (K100)

KN

Movement that inspires