

Kia Communication Style Guidelines

Ver. May 2021



Important Notice

- 1) By using Kia’s logos and design and all brand features within, you agree to adhere to these guidelines. This documentation is proprietary information of Kia and may be modified, altered, or repurposed only in accordance with written consent from Kia.
- 2) Please note that any car image that features the new emblem should not be used externally until the official launch in each region.
- 3) If you have any questions or concerns in regards of this guideline, please contact the Kia marketing communications team.

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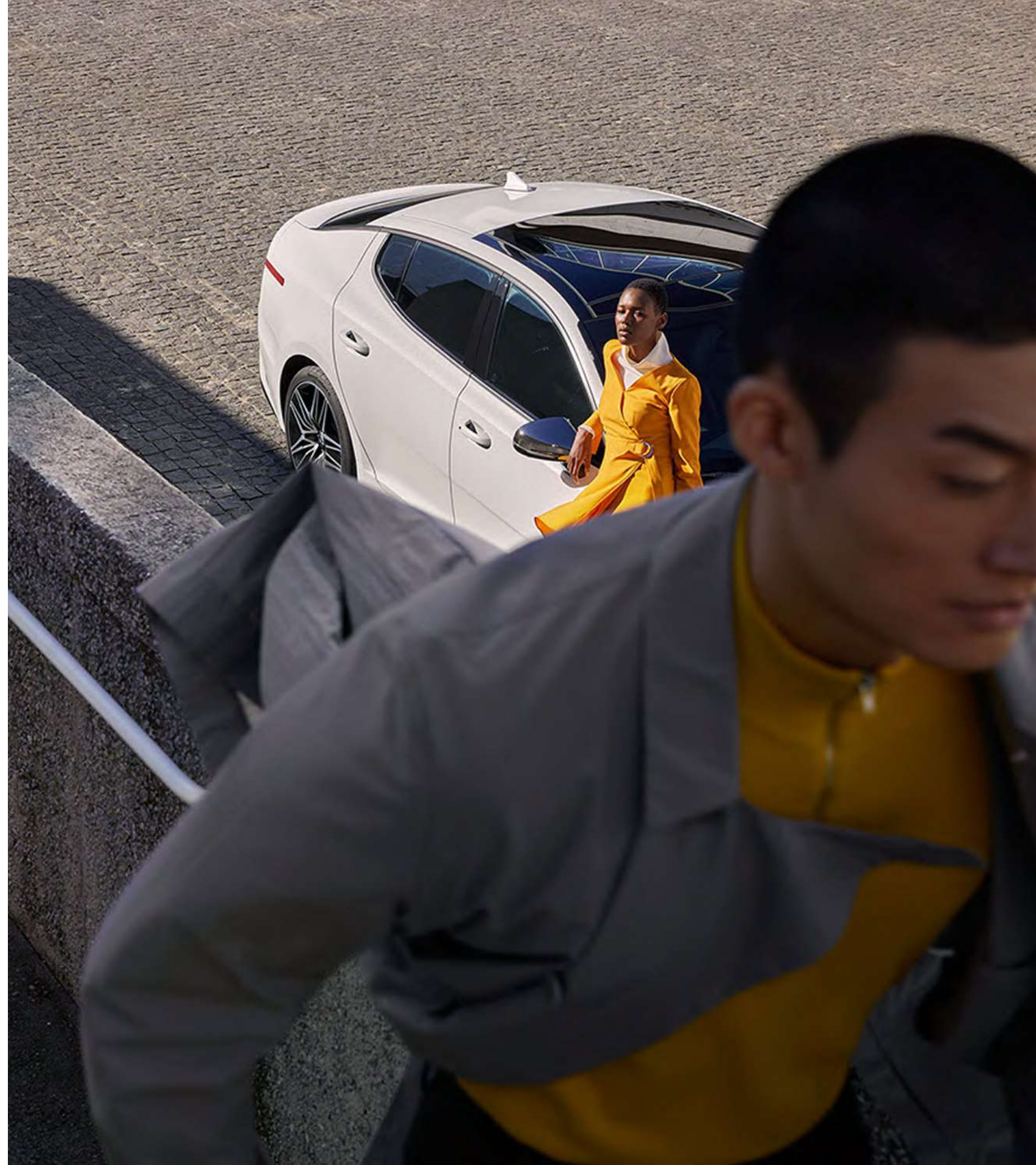
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1. Introduction

Introduction

We created a communication style guide to bring our brand purpose to life. And to provide the tools that will help us articulate, express and evaluate the brand in our daily work.

Branding is essential to the Kia experience. We need to ensure that our brand maintains a focused, consistent look and feel - no matter where in the world it is seen. By applying these guidelines to communications, campaigns and products, we build a unified value for the Kia brand visually and verbally.



2. Brand Purpose

Brand Purpose

It’s becoming increasingly challenging for any brand to differentiate itself in today’s overcrowded hyper-competitive markets. At Kia, we focus on products, services and marketing campaigns that set us apart. We gain the loyalty of our customers by being an inspiring and purpose-driven brand.

Our brand purpose is the 'why' we exist. It is born of a place of passion and the direction that Kia wants to go. It inspires our customers and motivates those who work at Kia.

Together with our brand personality, our brand purpose defines what Kia is. This is what we want to communicate, in terms of our shared beliefs, values, solutions and meaningful stories. Ultimately, our brand purpose drives the Kia brand and everything we do:

- 1. It adds value to the lives of customers and society.
- 2. It sets the brand apart from our competitors.
- 3. It provides clarification and strong corporate culture.

We have created a new purpose for Kia - one that opens up the brand to be about more than cars. It allows forward-thinking to include electric vehicles, other mobility solutions and different modes of ownership.

The Kia Brand Purpose

Why (the Kia purpose, cause or belief)
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.

How (the way Kia achieves brand purpose)
We design bold, original, inventive products to create user ownership & experiences that are simple, intuitive and integrated.

What (the products or services Kia offers)
We provide products that are dynamic, stylish, innovative, and services that are meaningful and convenient.

Whom (the brand target)
For every modern individual that pursues their personal passion in this complex modern society.

3. Brand Target

Brand Target

There is a global consistency that transcends throughout all regions.

Our new target is independent, confident, progressive and open-minded **modern individuals**. They are **early adopters and innovators** looking for the new and undiscovered. They make their own rules and open up to to new ideas and concepts.

They are a progressive group of individuals who actively seek new ways of thinking and challenge conventions. Rather than mainstream trends and status symbols, they value creativity, originality and aesthetics. When it comes to cars, they seek a brand that fits with their values and offers an alternative experience - one in line with who they are and what they value.



4. Brand Personality

Overview

Brand personality describes the psychological nature of the Kia brand. Thinking about Kia as a person with unique personality traits reveals how we can connect with our target on an emotional level. With this in mind, the Kia brand personality displays the following qualities.

- It brings our brand purpose to life.
- It demonstrates passion and expertise.
- It communicates Kia's overarching attitude towards experience and expectation.
- It creates an affinity with people - touching and energizing their motivations.
- It is an indicator of how people will be treated by Kia.
- It is a series of attributes that give Kia a unique quality.



Brand Personality

The Kia brand archetype

Brand archetype is a human persona. And it is central to defining our brand in a unique, distinctive and effective way that:

- 1. Mirrors our desired target.
- 2. Encapsulates our Kia heritage.
- 3. Demonstrates the forward-thinking nature of the Kia brand.

Our brand archetype

The Kia brand archetype is **‘the Creator’**. Imaginative, visionary, driven and the inventive Creator builds things of enduring meaning. And value.

It desires freedom and also encourages others to innovate and express themselves freely. In addition, The 'Creator' seeks to bring products and services into the world that actualize this vision.

It gains deep satisfaction from both the process and the outcome of creating things that did not exist before. Which also makes it a great storyteller and communicator.

The archetype brings concepts to life in emotive ways that connect people with Kia on a deeper level.

Brand Personality

Our brand personality is built on the foundations of the Kia brand archetype – The Creator. And it is expressed in three adjectives that convey how we want people to perceive Kia.

Personality Trait	What we mean	What we don’t mean
Inventive (adj.) great at thinking up new and original ideas.	Imaginative Resourceful Creative	Gifted Artistic Avant-garde
Curious (adj.) desiring knowledge, understanding.	Inquisitive Learning Inquiring	Inspecting Examining Nosy
Open-minded (adj.) having a mind receptive to new ideas or arguments.	Receptive Observant Interested	Detached Disinterested Impartial

5. Tone of Voice

Overview

Brand tonality is how the Kia brand expresses itself both verbally and visually. And it influences how people perceive its messages. The tonality is a reflection of the brand personality and one of the most important tools in the communication style guidelines.

The overall tone of voice should be consistent in every piece of content we deliver. This includes the words we choose, the order in which we put them and the visual language we use. It applies to all brand content - website, social media, campaign creatives, emails, media relations, PR and even HR.

A successfully defined and implemented tone of voice allows our targets to clearly recognize the Kia brand even from text alone. This applies even if they do not see the Kia logo or name attached to any given piece of content. It makes the communication and overall brand experience coherent.



Tone of Voice

Kia is an optimistic brand. We believe and seek opportunities to create inspiration through movement. Our clear sense of purpose, and commitment to excellence is communicated in our optimistic, bold, purpose-driven voice.

Optimistic



Purposeful



Bold



Optimistic

Being positive and get inspired by the potential opportunities that movement creates.

What we mean

Assured

Positive

Bright

What we don't mean

Utopian

Expectant

Cheering



Purposeful

Always having a clear sense of purpose, and commitment to excellence.

What we mean

Determined
Resolute
Strong-willed

What we don't mean

Intense
Fixed
Stubborn



Bold

Being bold and purpose-driven in the way we communicate, without being overconfident or complicated.

What we mean

Direct

Confident

Self-assured

What we don't mean

Brave

Heroic

Over-confident



6. Verbal Style

Overview

Kia's verbal voice flows and moves in inspiring ways. It flows. Then makes sudden stops for emphasis. Then flows again as the words move across the page. It symbolizes how ideas are inspired and created. We aim to speak in a way that makes the words come alive from the page.

Always active. Always clear. Inspiration in motion.

“Always active. Always clear.
Inspiration in motion.”



Dos

Make it about the customer.

Talk about our brand in terms of how it improves the life of the customer. It's never just about Kia. It's always about our customer or how we unite our brand with customer aspirations to create a more inspired movement-related experience.

Prefer optimistic languages.

We're upbeat. And positive. Always. We avoid negativity in all its forms. We don't use it as a reference point and don't knock the competition. We focus on being actively positive.

Start sentences with the main clause.

Beginning sentences with subordinate clauses can come across less than bold and direct. Also, it's not particularly a good style. Get straight down to business by placing the main clause first, wherever practical.

Show confidence.

Don't say we're surprising and exciting. Be surprising and exciting. And the same applies to being bold and purposeful.

Don'ts

Avoid unnecessary repetition.

Repetition is contrary to being purposeful and bold.
For an example of what not to do: “Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel.”

Avoid sentences of the same length.

Avoid sentences of the same length. Vary sentence length. Like this.
To help create rhythm, interest and excitement. Think movement of language that inspires.

Everything rests on avoiding grammatical and stylistic errors in the copy.

Ensure copy in any language is written and checked by mother-tongue writers.
This creates a professional impression - and avoids cheapening the brand. Proper command of language is necessary to project competence and confidence.

Avoid cliches.

The use of cliches contradicts the fact that we are an innovative brand.
And weakens the power of the copy. It is better to use simple statements of fact.

Avoid over-claiming and hyperbole.

Stay away from over-exaggeration (unless it's obviously used as a creative device).
People see right through it and it damages credibility.

Only capitalize the “K” for Kia.

Do not use capital letters 'KIA' as that may be misunderstood as another logotype.

Avoid using all capitals unless needed.

Do not capitalize all the letters unless it is absolutely neccessary; we are confident and do not need to overemphasize.

Before and after Examples

[PR/Brand]

Before

The Power to Surprise
About Kia Motors Corporation

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe.

With youthful and dynamic styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. From the Picanto to the Telluride, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical and stylish but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.

After

Movement that inspires
Kia

At Kia, we believe movement inspires ideas. Great ideas come to you when you're on the move. Whether you're walking, traveling on a train or driving. It's why we create the spaces and the time you need to bring ideas to life.

Very like the experience that awaits you behind the wheel of every Kia. With our design, space innovation, purpose driven technology and built in sustainability, we aim to inspire everytime you encounter the Kia brand.

Because you never know where your next big idea awaits. But they are out there. Waiting to be discovered. So, what are you waiting for? Get moving. Get inspired.

Examples

[HR]

Before
Career

At Kia, we’re creating award-winning products and redefining what value means in the automotive industry. It takes a special group of individuals to do what we do, and we do it together. Our culture is fast-paced, collaborative and innovative. Our people thrive on thinking differently and challenging the status quo. We are creating something special here, a culture of learning and opportunity, where you can help Kia achieve big things, and most importantly, feel passionate and connected to your work every day. Join our Talent Community so we can alert you when a new career opportunity is available.

After
Make an inspired move
Kia Careers

There’s never been a more exciting time to work at Kia. A place where bold, creative and open-minded people thrive. We all work towards a common goal. Creating movement that inspires ideas. It’s a place where people are truly inspired by what they do. And each other.

We are not just a car manufacturer. We are people who create the time and the space that inspires you. If you share our belief that movement inspires ideas, then it's time you move to Kia.

Join our Talent Community for alerts on new job openings.

Examples

Note: Using the words “movement” and “inspires” (or variations of them) again and again in headlines soon gets old. To solve this problem, we can also use “movement that inspires” as the spirit that informs headlines (and copy). The simple test is to ask, “Does this headline suggest movement that inspires in any way?” Which brings us to the inspiring topic related to motion in our next headline.

[Product]

Before

Product Overview

The Kia e-Niro marks a new, exciting chapter of electric mobility. It adds heaps of style and excitement to eco-friendly driving. Offering a 455km range and fast-charging abilities, it marks a major step in electric powertrain technology. Not your neighbor’s hybrid. A fully updated design meets proven hybrid technology. The 2020 Kia Niro gives you fuel economy and SUV-inspired performance without sacrificing interior comfort or cargo space-all in a seriously fun-to-drive package.

After

Exploring new spaces in electric mobility
Product Overview

Why do we create the products we do? Kia e-Niro demonstrates our unique approach to e-mobility, perfectly. Movement and creativity combine to create an inspired driving experience.

You can go 455km on one charge. With zero emissions. And 100% peace of mind as well as enjoy a great combination of smart design and proven hybrid technology. Fuel economy and SUV-type performance without sacrificing any interior comfort. Real creativity. With real purpose. But more importantly we want to create the time and space for you to focus more on being inspired.

Technology and engineering to create movement that inspires.

Examples

[Features]

Before

Key Features

Smart Cruise Control with Stop & Go : Smart Cruise Control uses the car’s radar to regulate both the speed and the distance to the car in front. If the vehicle ahead speeds up, your New e-Niro accelerates to the set speed. If it slows down, your car slows, maintaining the safety distance.

Safe Exit Assist (SEA) : Available Safe Exit Assist (SEA) alerts your passengers when they try to exit the vehicle when rear sensors detect a vehicle approaching from behind.

After

Less worry, more time to be inspired

Key Features

Every Kia is designed to minimize worry on the road. And to maximize time and space for you to explore your creative side. You’ll find this philosophy built into our **Smart Cruise Control with Stop & Go**. It uses the car’s radar to regulate speed, always keeping a safe distance from the car in front.

Similar thinking inspired our **Safe Exit Assist(SEA)** technology. Its rear sensors detect vehicles approaching from behind and alert passengers about to get out of the vehicle. Both technologies mean you can think less about safety. And ponder more inspiring things. Like your next big idea.

7. Image Style

Overview

Our new brand comes with a modern look. An inspiring one, that's what we're here for: to move people in a way that inspires them. Introducing them to real locations and natural settings where our people may get inspired and motivated realistically.

We want to spread our message as direct as possible. That is why we should translate our brand tonality into a visual world. The following pages should give you a clear direction on how we want our photography to reflect the brand.

We and our people keep it real. That is why we must portray our true selves in real-life environments. Understanding how we look like is as important as knowing how we definitely shouldn't look like.



Principle

We are a young, inspiring brand. So let's get our visuals to reflect these values. In the following pages, we'll show how to express ourselves through photography visually. Our thoughts on color, casting, location, light, composition, and product.

Color



Well-balanced between product and people.

Casting



Creators who have their own unique identity.

Location



Inspirational yet accessible.

Light



Natural and symmetric lightings.

Composition



Share and tell a story of our people.

Product

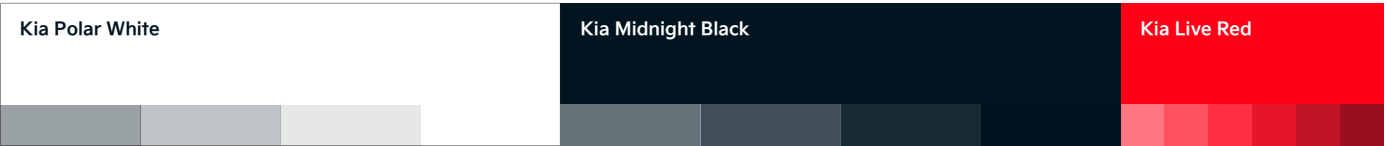


Genuine without being flashy.

Color

Since our brand is authentic and real, we aim to find a nice balance between our products and our people. That’s why we divided our brand colors into two: Primary colors (Product) and Secondary colors (People). When used in photography, the brightness and darkness of the Kia color palettes may be modified into the color spectrum.

Product and brand photography



We use Kia Polar White and Kia Midnight Black in all communications related to the brand and product communication. Our point color, Kia Live Red, is used to highlight the main characteristics of our product.

Lifestyle photography



Inspired by nature surrounding us, Kia’s secondary color spectrum should be reflected in the images that show the lifestyle of our people.

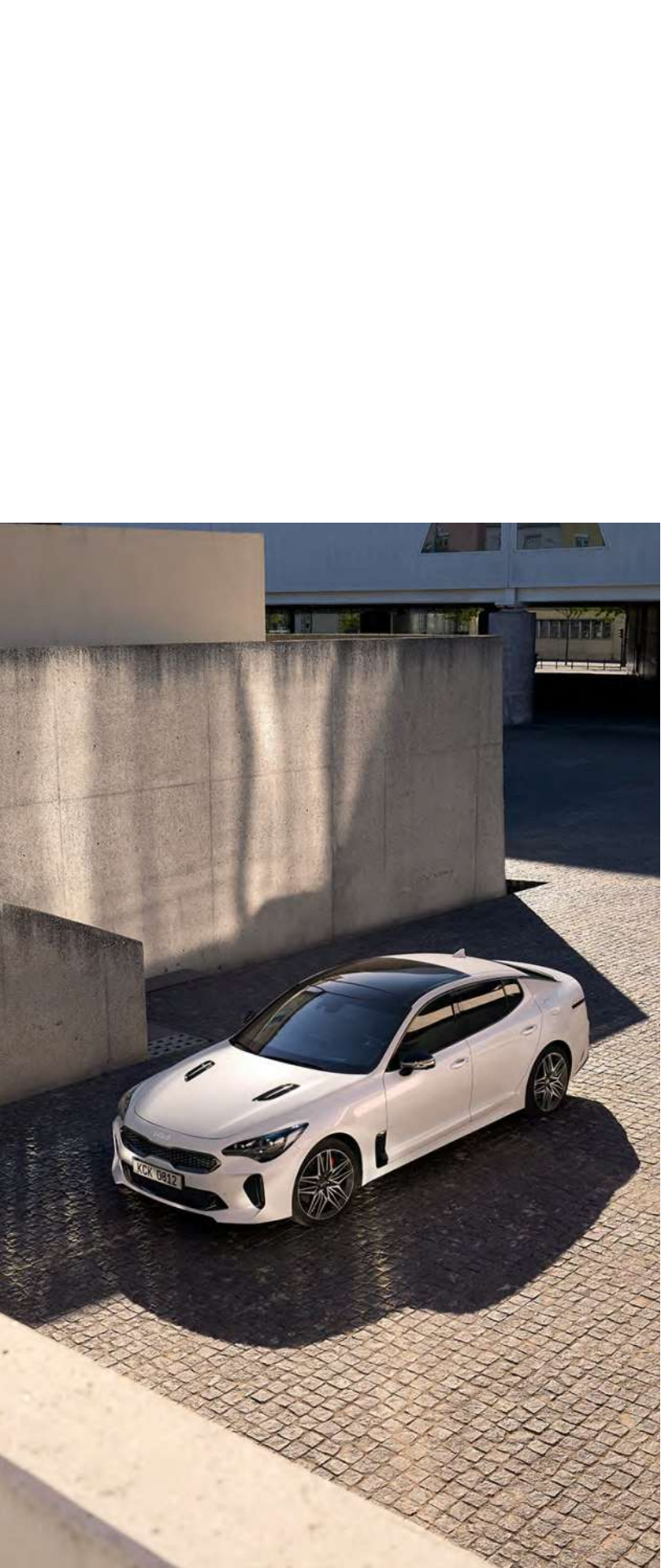
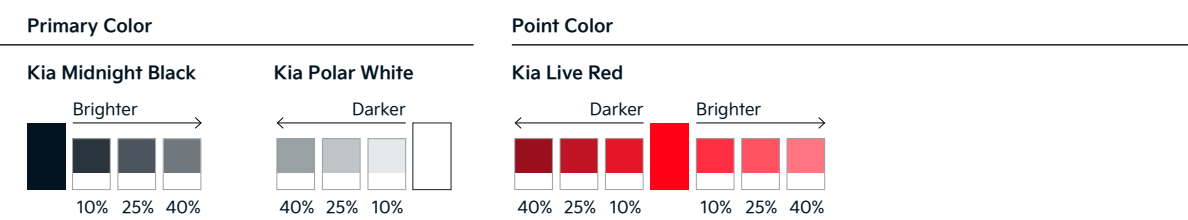
Product and brand photography

Kia’s Midnight Black and Polar White symbolize harmony, Kia’s Live Red symbolizes new ideas and dynamic energy. That is why we should integrate Kia’s primary spectrum when communicating Kia’s core values.

- When we talk about our brand or product, we use our primary color.
- When we put our product in front, we use our primary brand color.
- When we talk about our brand, we portray people in our primary colors.
- Our brand is authentic and harmonious, so when we use Kia’s Live Red color, we aim to subtle ways to display. Think of red in the taillights or brake calipers.

Color spectrum

To balance the brightness and saturation of Kia’s photographs, work within the range of 40% darker or lighter based on our colors.



Lifestyle photography

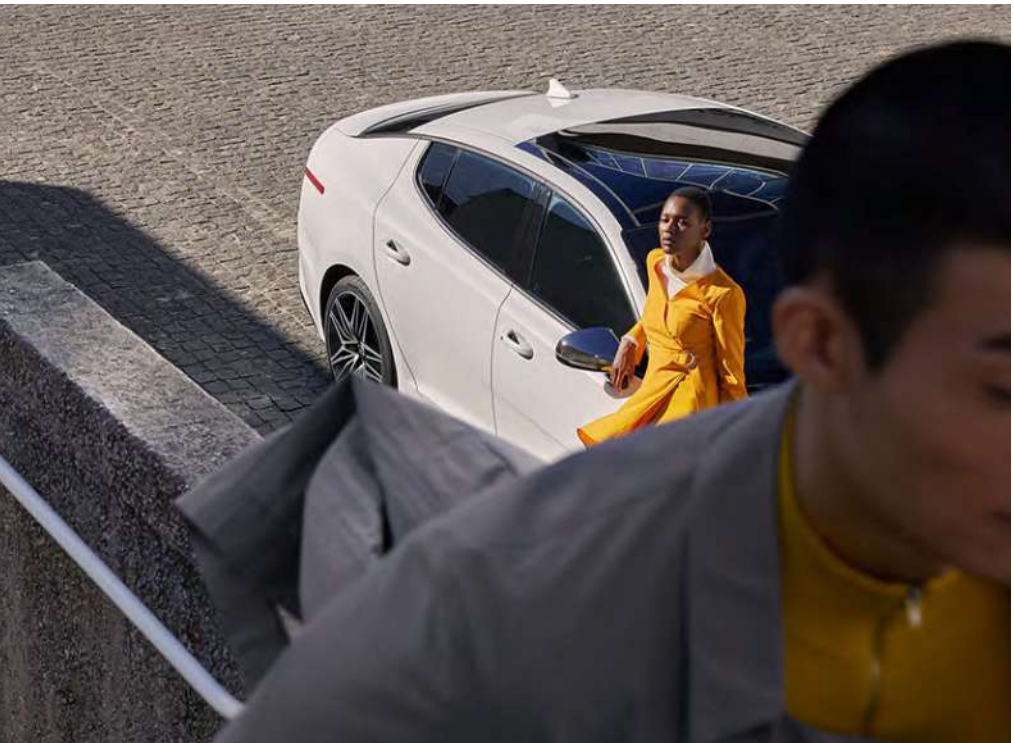
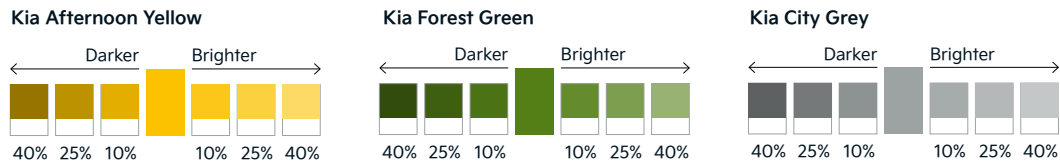
Kia’s secondary colors are Afternoon Yellow, Forest Green, and City Grey. Our photography is warm and organic, displaying colors inspired by nature surrounding us. These colors should be reflected in the images that show the lifestyle of our people.

- When we use our secondary color spectrum, we put our people in the front and use our colors to tell their stories.
- We cast people who reflect our values and let them wear the colors that represent our brand.
- Our secondary colors allow us to tell more detailed stories. Therefore we encourage using these color spectrums in our storytelling.



Color spectrum

To balance the brightness and saturation of Kia’s photographs, work within the range of 40% darker or lighter based on our secondary colors.



Casting

We represent creators, innovators, trendy types who lead the way by being early adaptors. These progressives know what they want and carry their own individual values that stand along with our own. They are modern and always curious to discover new ways of intelligent mobility.

- Our cast knows who they are and know what they want. They have their own unique identity.
- They each individually carry a special aura within themselves.
- They are self-assured and down to earth and their style themselves just as so; modern, simple, but stylish.
- They are creators and innovators, always curious and open-minded to new adventures and challenges.





Our cast represents our people,
people who have similar values as our brand.
That is why they should reflect unique individuals
who are self-assured, purpose-driven,
and optimistic about their goals.

Curious and inventive



Own unique aura



Modern, simple and stylish

Down to earth

Location

Our locations will convey a sense of inspiration.

To achieve this, we play with visual opposites through different shapes and forms. At the same time, it should be realistic and reachable to our people.

- The locations reflect the idea of movement either through their cultural relevance (museums, cinemas, etc.) or modern architectural lines.
- Our locations must be authentic and realistic.
It must be locations that are accessible even for our people to explore.
- Architecture or locations that has a harmonic balance with nature.
- Structures that consist of organic shapes within the architecture.
- Structures that create interesting contrasts: symmetry, ergonomic shapes and textures.
- Movements within the details and textures of the structure.



Realistic & accessible locations.



Locations that reflect the idea of movement.

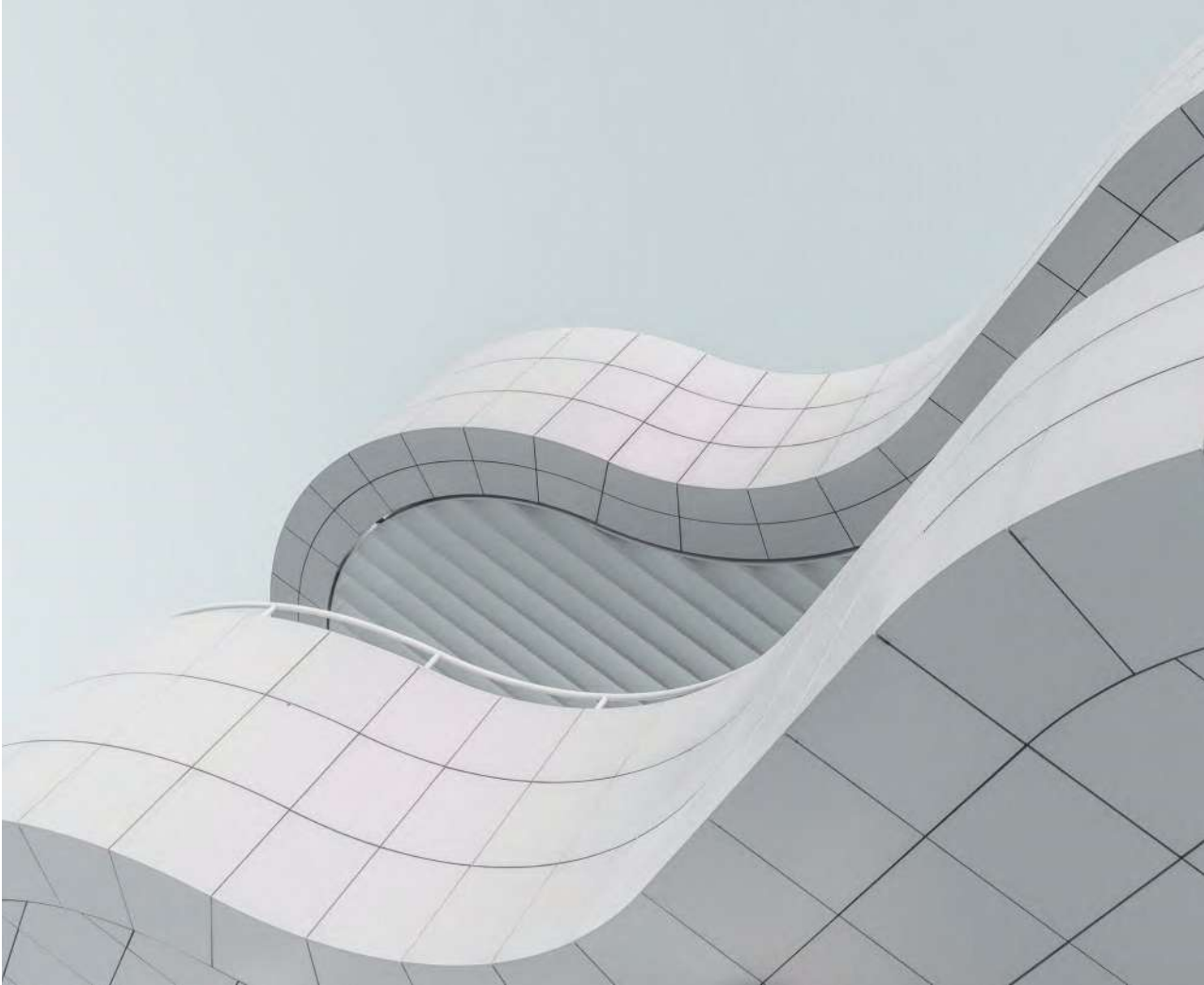


Organic shapes in architecture.

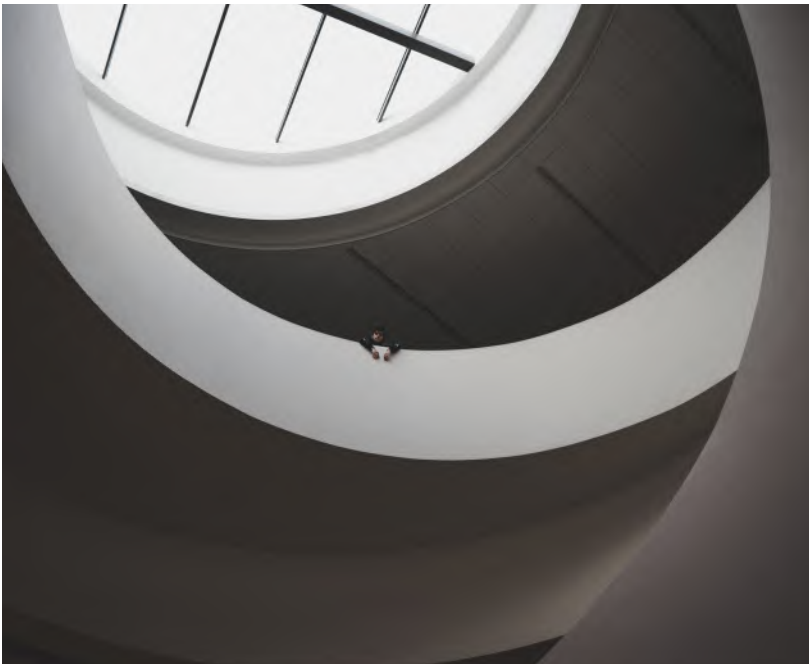


Balance between nature and architecture.

Symmetric structures.



Movement within structures.



Realistic and authentic locations.

Locations that are in our day to day lives.





Symmetrical details & textures

Create tangible situations that you can almost reach out and touch.
Express movement through interesting patterns and textures wherever possible.





Movement in the environment

We embrace the world's movement and everything around it. The wind bending flowers, the waves breaking on the shoreline, or a coat moving by the wind. Anything that adds to the idea of movement, either on the fore or background.



Light

Our world is authentic and accessible, in other words: true to life. Our use of light should always be realistic and natural.

- Our light should be realistic; we don't focus on perfect clear skies and sterile backgrounds. Instead, sunsets or cloudy skies are welcome to help create natural light and shadow.
- Create a well-rounded balance between light and shadow to create contrast throughout the imagery.
- We connect with our graphic motif through symmetry between the light and shadow.
- Use light and shadow to express our graphic motif symmetric lines, to continuously express movement throughout our images.





Natural lightings

Well-rounded balance between light and shadow.





Symmetry through light and shadow

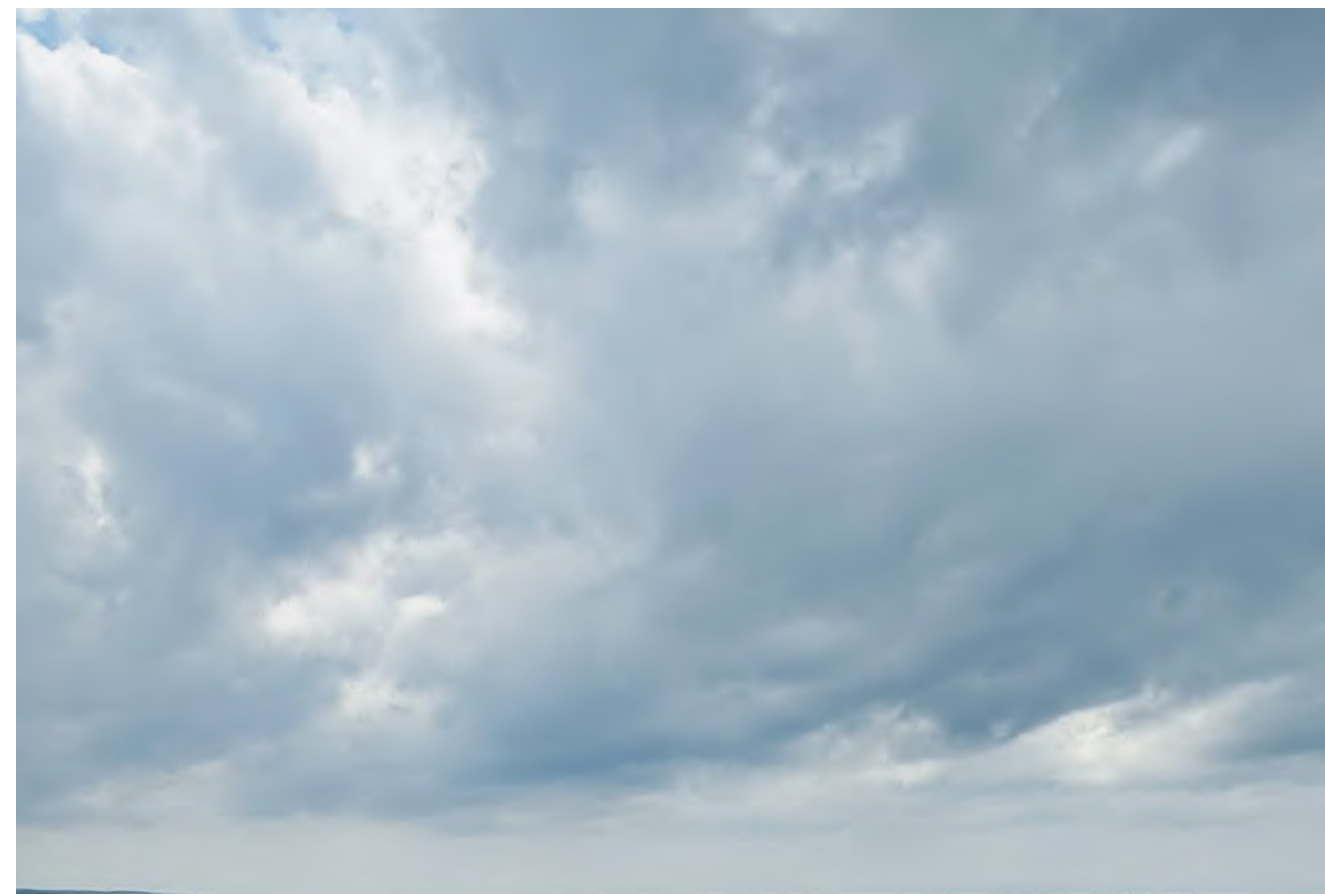
When using images without the graphic motif, create bold symmetrical lines through light and shadows within the imagery.



Natural light, during sunset.

Since we're authentic and real, we aim for realistic light and environments. We don't focus on perfect blue skies. Instead, we capture the moment and use real light and weather situations.

Cloudy skies



Composition

Since our look is authentic and dynamic, let's create realistic and tangible situations rich in inspiring textures, light, and shadows with an eye for symmetry. We want to get as close as possible to the people we portrait to connect to their feelings and understand who they are: inspired creatives ready to change the world. We want to share our values up close and show every bit of our findings.

- Create symmetric and dynamic angles to bring excitement into the composition.
- Blending the car into the composition in a natural way - so we're always setting a story, not just a product.
- Place our product within inspiring environments so that we can portray people. This will help our people understand and connect to who we are and relate their values with ours.
- We want our people to understand and relate to how we inspire and create to change the world through our cast.
- When we are shooting our product outside, we need to make sure we have enough space around the product. To ensure that the images work in all formats, we place our photos into the media-grid.





Symmetric angles

Dynamic angles



Ensure sufficient space around the product during outdoor shoots.



Ensure the image can work in extreme formats.



Portray our cast to tell the story of our values as well as our products.

Create a tangible situation that tells a story.



When showing our product, the Kia emblem should always be visible (front, rear, wheel or a steering wheel) even in lifestyle shots.



Portray real life “snapshot” situations that reflect movement and authenticity.



Tell movement in a natural and authentic way.

Product

Our product is a statement for our people. It serves as an extension of their independent mindset that meets their multifaceted lives. Our product offers a driving experience that becomes part of our people's road to individual and self-fulfillment.

- Our products are bold, dynamic, exciting and inspiring enough to get attention without being flashy.
- We create statements that are simple and genuine.
- We create dynamic yet realistic angles and stay true to the form of our textures that directly show our product's quality.
- Blending the product into the environment: delivers enduring and inspiring stories to connect with our people by being a purpose-driven brand.
- We create movement through our environment to show how our products boldly move forward.

Checklist for product shooting.

- ☐ Apply tinted window glasses
- ☐ Apply the biggest wheel
- ☐ Create a lower and wider stance of the product
- ☐ Clear and sharp lamps (front & rear)
- ☐ Create dark shadows under the product to appear ground-hugging and not wobbly.



Best describe the characteristic of the product.



Real angles and proportions.

Clean-up drastic lightings and reflections and optimize color.



Utilize dynamic angles and best portray the product's unique design at the same time.

When the Kia logo is visible, the logo should be aligned with the horizontal plane.



Focus on the exact design with a clear intent to reflect our confidence as much as our values.

Color tone of our product blends into the environment.



Product harmonizes with the environment.

Overall images consistently share the same color schemes for the product/environment.





Movement of the background must be direct and simple.



We're not

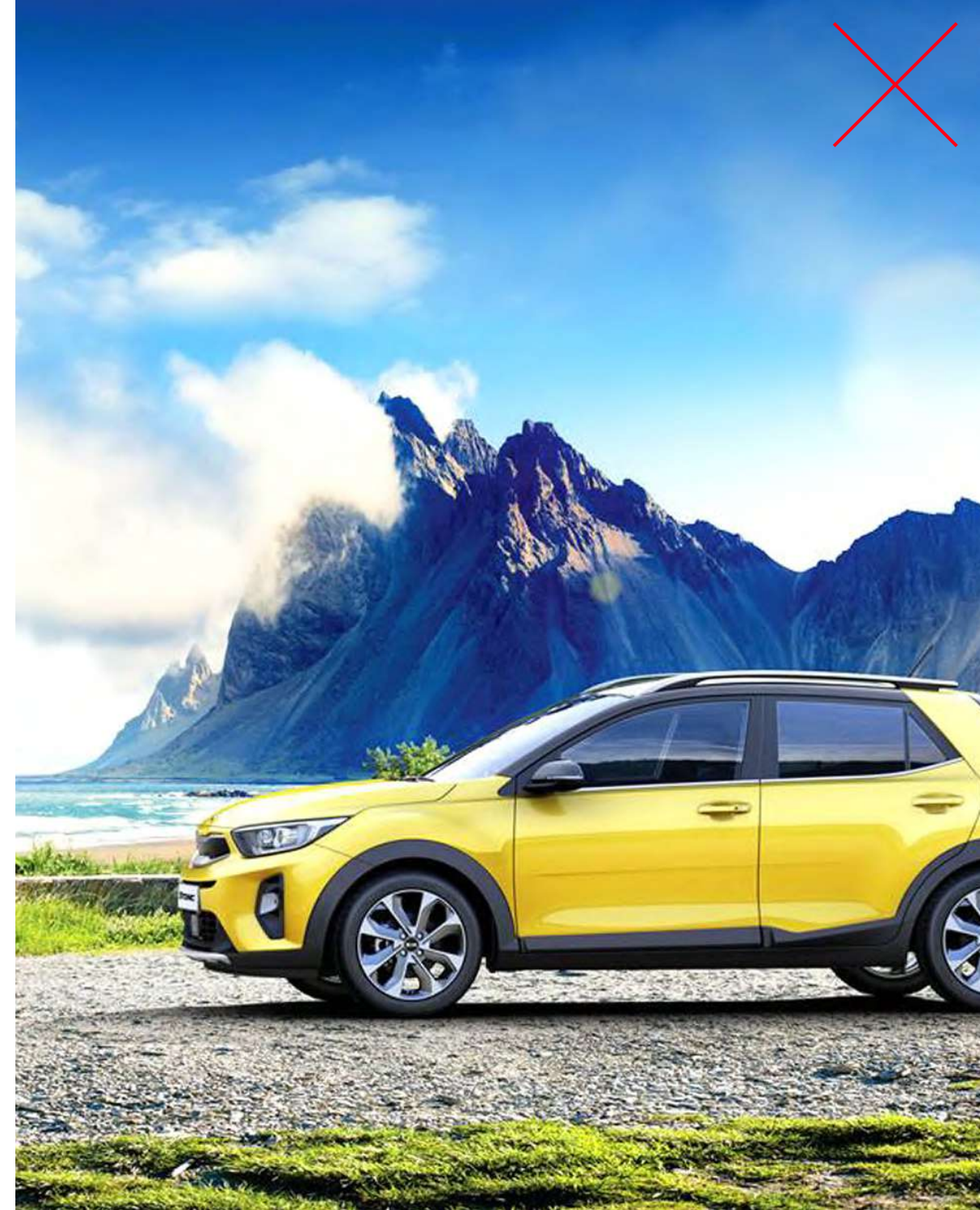
We have our own unique identity that should be portrayed throughout our visuals.

Understanding how we look like is as important as knowing how we definitely shouldn't look like; this is why we should avoid the following styles that make us look like just another car brand.



We're not saturated

Let's avoid worlds that feel extremely saturated.
This goes for our products, people, and locations.



We're not staged

We should always feel authentic and realistic.

So let's avoid settings that come across as forced or arranged.



We're not over the top

Important to keep in mind :
we should always represent our brand target's world.
So let's avoid places our people would not go to;
such as luxury yachts, massive villas and unreachable
destinations.



We're not artificial

Our world is authentic and approachable.

Meaning: there's absolutely no room for artificial or over-the-top effects.



We're not unrealistic

Our world is sincere, approachable and true.

Meaning : there's absolutely no room for artificial or over-the-top spatial environments.



We're not extreme

Our movement is direct and simple.

When portraying the movement of our products, the background of our images should not be overly detailed nor be on extremely curvy roads.



We're not colorful

When shooting the product line-up for promotional materials, try to use monochrome colors for our products.

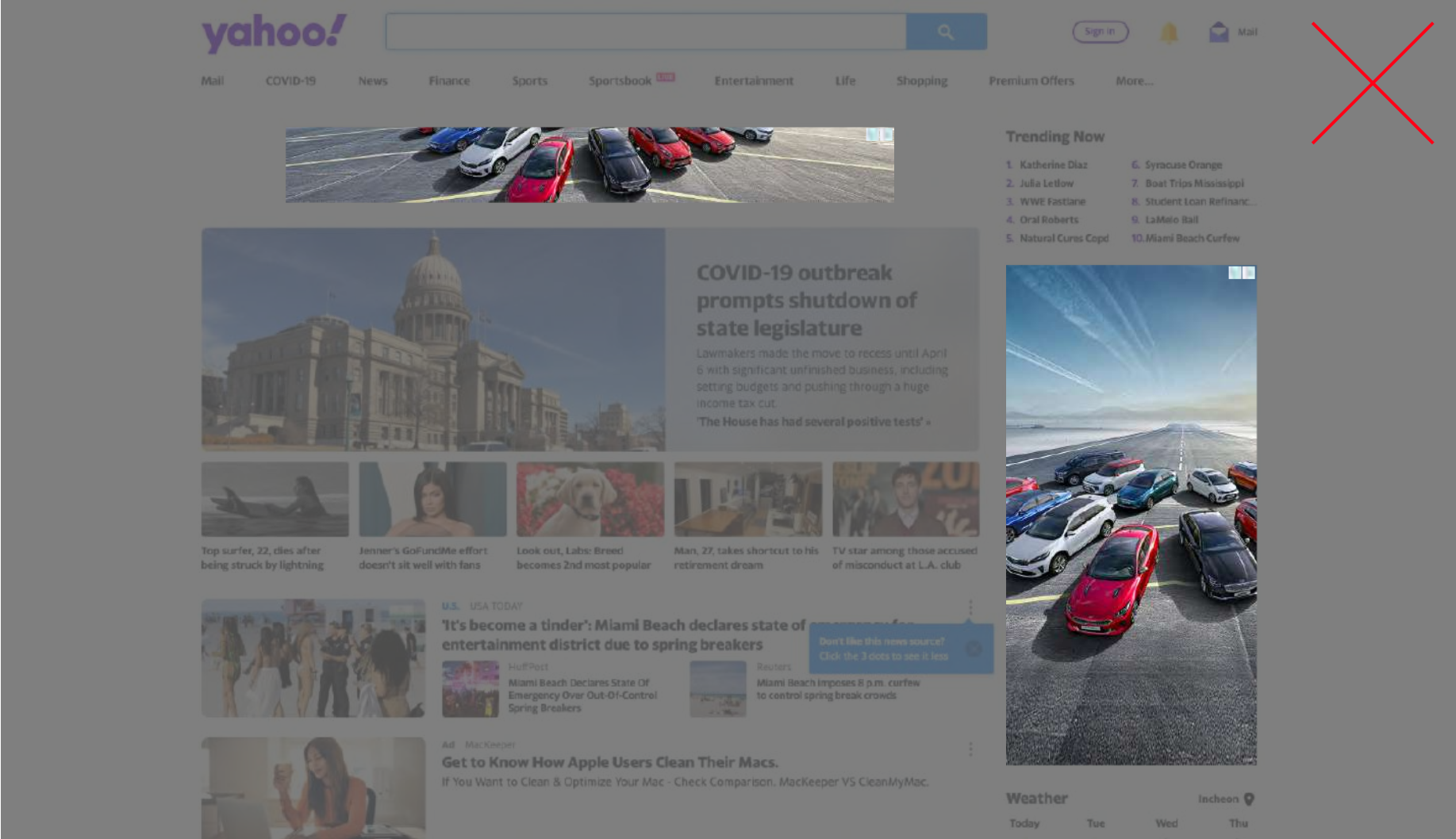
When an additional chromatic color is required, use only a low saturated color of the selected color. Let's avoid using colors that are too vivid.

We do not create artificial and staged compositions for our product line-ups.



We're not excessive

We have a clear sense of purpose. We don't try and cram everything in on a small-sized promotion material such as web banners if the product becomes difficult to be recognized. Refrain from exposing more than 4 vehicles in one promotional material.



We don't over-complicate

Our infographics should not have any overcomplicated and unnecessary visuals. Let's avoid using icons that do not have similar visual cues to the Kia logo, from vertical cuts, curves, and diagonal impressions.

Avoid placing the icons, graphic elements on top of the product images. If needed, place the icons on a solid information area below the main image.

Our images should not have overcomplicated and unnecessary visuals or graphic elements. Let's avoid using icons that do not have the visual cues to the Kia logo, from vertical cuts, curves, and diagonal impressions.

DOs (Refer to Kia's Pictogram & Icon section in CI guidelines)



DONTs



The price information should be only placed on the assigned location.



License plates

To deliver an authentic and realistic look, the following number plate should be used for advertisements that display in-action scenes of the product on the road. In addition, when applying the license plates should be a priority for still shoots that are taken outdoors.

For regional advertisements

Domestic markets should retouch the number plate accordingly to their region.

In countries that use state or district plates, the plate should match the respective district or state of the Kia head office location.

The plate number should not be owned by a private individual.

For global advertisements

When creating promotional materials used in two or more regions, please follow the following license plate format on the following pages.

For regional advertisements



Korea



EU



USA or CANADA

For global advertisements



License plate

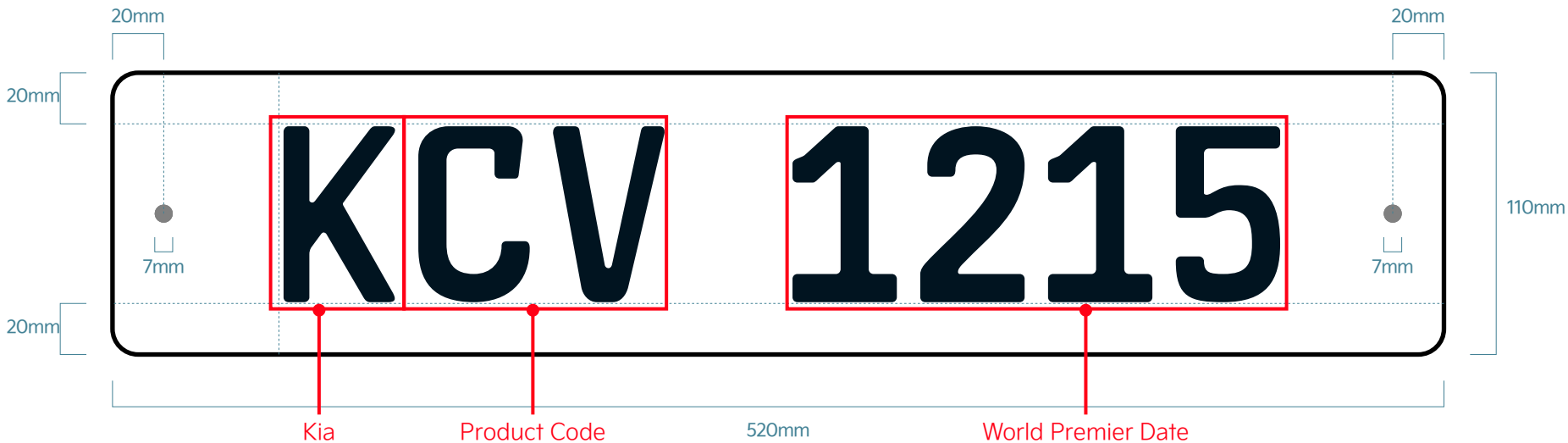
License plates / Global

To deliver an authentic and realistic look, the following license plate should be used for advertisements that display in-action scenes of the product on the road. License plates should also be a priority for any kinds of still shoots that are taken outdoors.

Therefore, the license plate should be applied to most visuals in websites, brochures, and advertisements.

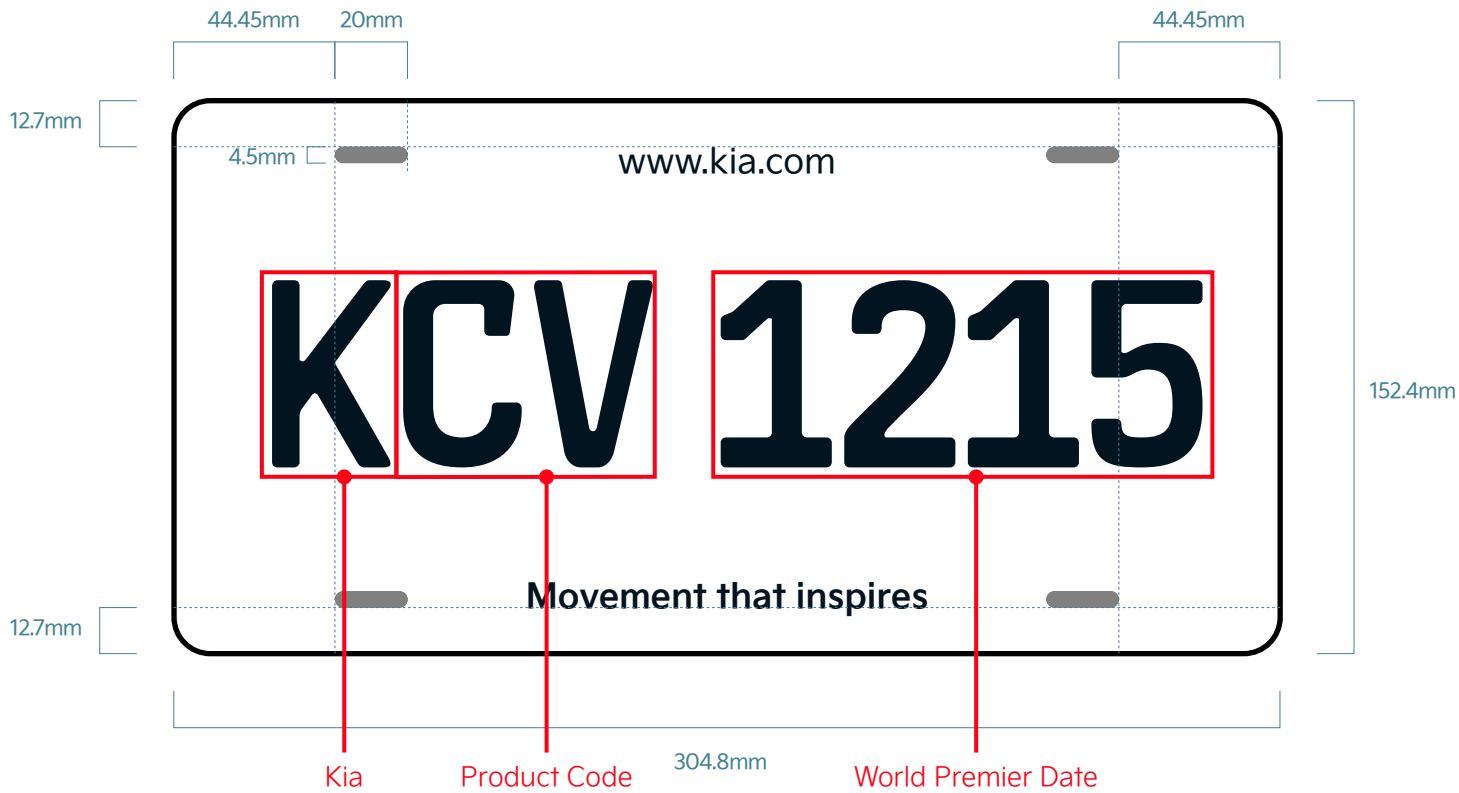
EU/Korean sizing

Typeface : FE-Mittelschrift / Regular



US/Canadian sizing

Typeface : FE-Mittelschrift / Regular



Name plates

Name plates should be used for product launch events, static displays, auto shows. Names plates can also be used in visuals that do not have a background or in the FIRST key visuals released for PR purposes, but ONLY when it is difficult to identify vehicle information. (Ex. No product name shown anywhere in the layout of visual.)

However, in the case that the product is on the road or a driving cut we advise NOT to use name plates since it affects the authenticity of the image.

Typeface
Product Name : Kia Signature / Bold
Trim Code : Kia Signature / Regular

Examples
Color : Kia Polar White



Examples
Color : Kia Midnight Black



8. Graphic Style

8.1 Graphic Asset

8.2 Graphic Motif

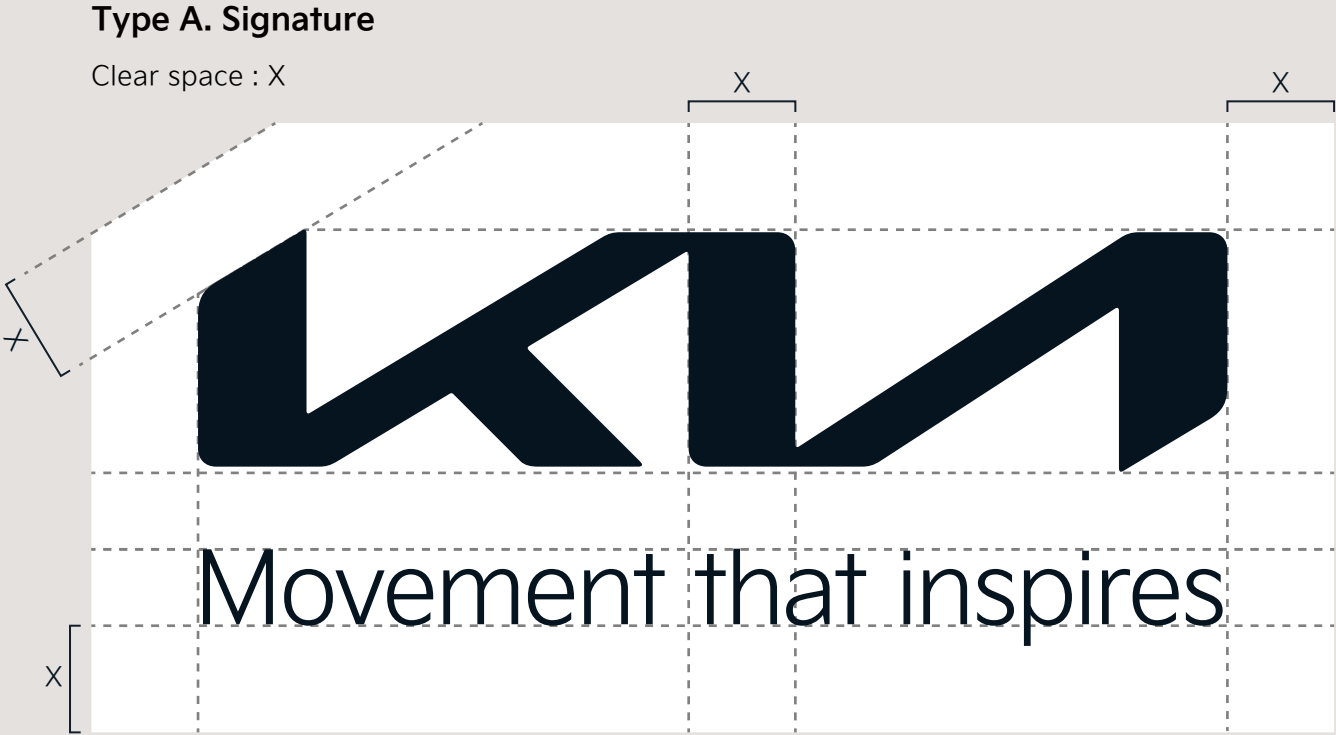
8.3 Layout

8.1 Graphic Asset

Logo

The Kia logo has defined guidelines when placed in composition. This striking new logo is the new face of Kia. The logo moves smoothly and contains sharp, precise angles to embody precision with grace. The rising lines and the modulated strokes communicate the dynamism of the Kia brand.

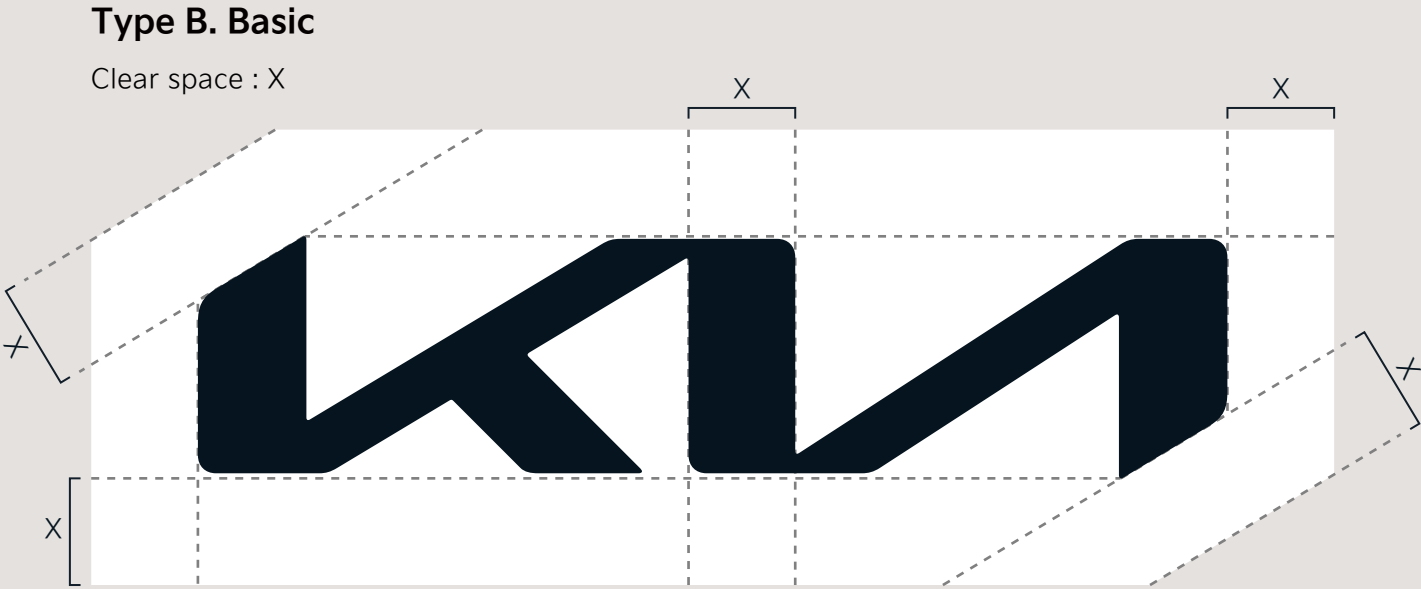
- Use this logo as a ‘signature type’ along with the brand slogan, or use it as a ‘basic type’. Always maintain a minimum space of X when applying the logo.
- The clear space defines the minimum area in which no other graphic elements are permitted. This ensures that the logo is prominent even in very compact layouts.
- Minimum size is required for both print and digital. Always ensure that the Kia logo is legible in all sizes.



Minimum Size



Printed : 8.5mm / Digital : 24px



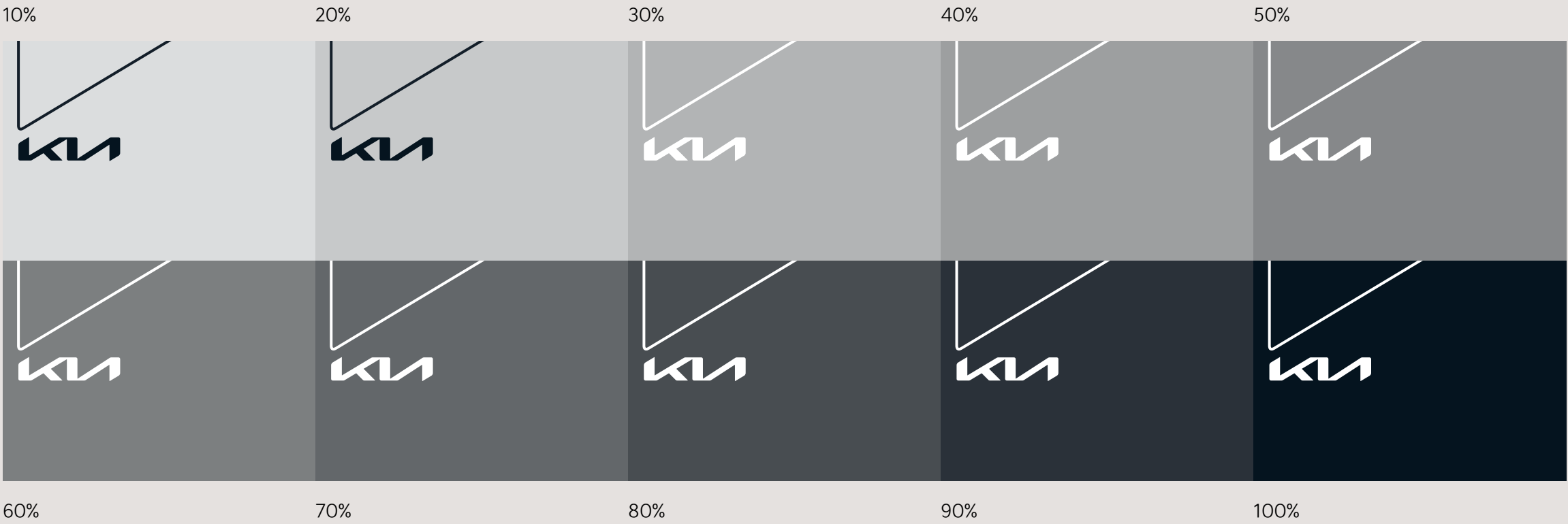
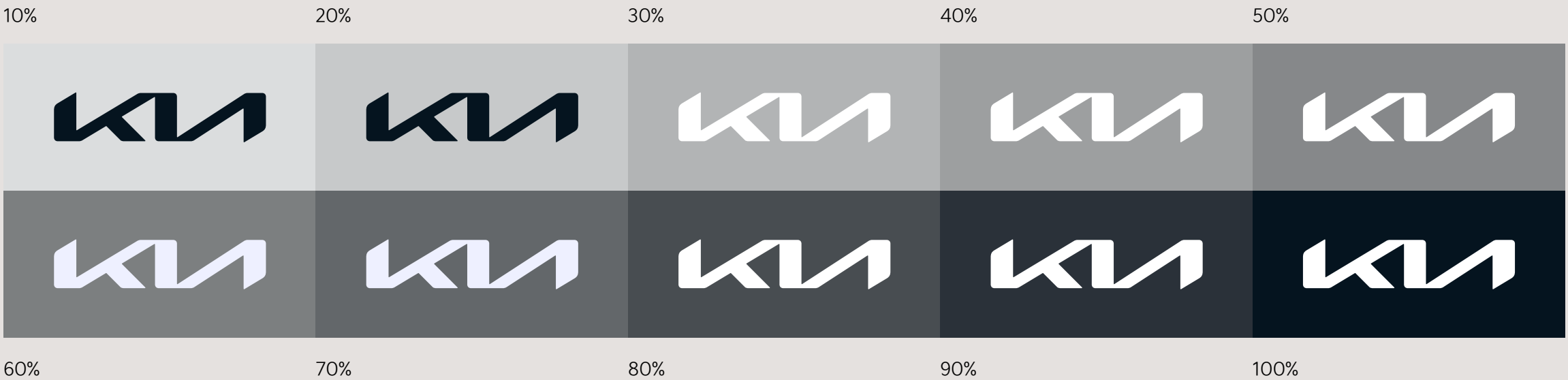
Minimum Size



Printed : 5mm / Digital : 15px

Logo / Background

The legibility of the logo comes first and foremost when applying the logo on different backgrounds. Refer to this grayscale on when to use the black logo or the white logo for maximum legibility.



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.

Secondary Colors

Kia’s secondary colors are Afternoon Yellow, Forest Green, and City Gray. Use Kia’s secondary colors in advertisements and other instances to highlight the casual and subtle lifestyle of our people.

PRIMARY COLORS: Opposite United

Kia Midnight Black Pantone 7547 C C:100 M:58 Y:21 K:92 (Mono Print) K:100 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
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POINT COLOR

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

SECONDARY COLORS

Kia Afternoon Yellow Pantone P 7406 C C:6 M:22 Y:100 K:0 R:243 G:195 B:0 HEX:F3C300	Kia Forest Green Pantone P 2279 C C:26 M:0 Y:66 K:51 R:93 G:125 B:43 HEX:5D7D2B	Kia City Gray Pantone P 422 C C:40 M:32 Y:32 K:2 R:158 G:162 B:162 HEX:9EA1A2
---	---	---

Pantone color: Optimized colors for actual production with standard printing ink color. **CMYK:** Colors optimized for 4 spot color printing, such as A4 output in printing and graphic colors. **RGB:** Colors optimized for web/digital/video image, etc.

Typeface

The new Kia typeface is a unique custom typeface that conveys Kia's new direction. Its sharp edges and thickness give a mechanical character, while the flow within the strokes adds a human element.

Kia Signature typeface

Aa Bb

Kia Signature typeface / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Kia Signature typeface / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Kia Signature typeface / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Product Name / Basic Rules

Please adhere to the following guides to create consistency in the brand when writing a product name.

- The product names should be indicated using the Kia Signature typeface in every communication materials. (e.g. website, digital ads, social media, TV spot, brochure, OOH, nameplates, banner, placard, car wrapping and all promotional items.)
- When writing a product name, the difference between FMC, PE, MY and new model can be indicated as shown in the example.
- The brand name 'Kia' can be incorporated into product names wherever needed; for example, 'The new Kia Sorento', 'The all-new Kia K5'.
- Depending on the situation, context and language, 'The' in front of product name can be omitted.

A : Full change model

The all-new (Product Name)

B : Product enhancement model

The new (Product Name)

C : Model Year change

The (Model year) (Product Name)

D : New model

The Kia (Product Name)

Examples

The all-new Kia K5
The all-new Sportage
The all-new Sorento
Discover the all-new Sorento

The new K5
The new Sportage
The new Sorento
Test drive the new K5 HEV

The K5
The 2021 Kia K5
The 2022 Sportage
Experience the 2021 Kia Soul EV

The Kia EV6
The Kia Telluride
Introducing the Kia Sonet

* If there is not enough space for information text (all-new, new, 2020, etc.) on the advertisement, or if confusion arises due to multiple product names are exposed in the same advertisement/advertising environment, the information text can be omitted. However, in this case, the brand name should be included. (Ex. The Kia K5, The Kia Stinger, The Kia EV6)

Product Name / Typeface

Please adhere to the following guides to create consistency in the brand when applying a product name.

- Product name and information are applied in the same type; the Kia Signature Light, Regular or Bold typeface.
- When the product name needs to be emphasized, the Kia Signature bold type can be used.
- The Product name can be written in two lines, depending on the promotional material's layout or the length of the product's name.
- When the product name is written in two lines, the size ratio between the information phrase and the vehicle name type may be changed from 1:0.7 to 1:1.

Basic

Light or Regular or Bold

The all-new K5

The new Sorento

The 2022 Sportage

Information text ratio 1: 0.7 ~ 1

The all-new
K5

The new
Sorento

The 2022
Sportage

The all-new
K5

The new
Sorento

The 2022
Sportage

X
Minimum leading size : 0.4X
X

X
Minimum leading size : 0.4X
X

X
Minimum leading size : 0.4X
X

Product emphasis

Light + Bold

The all-new **K5**

The new **Sorento**

The 2022 **Sportage**

The all-new
K5

The new
Sorento

The 2022
Sportage

The all-new
K5

The new
Sorento

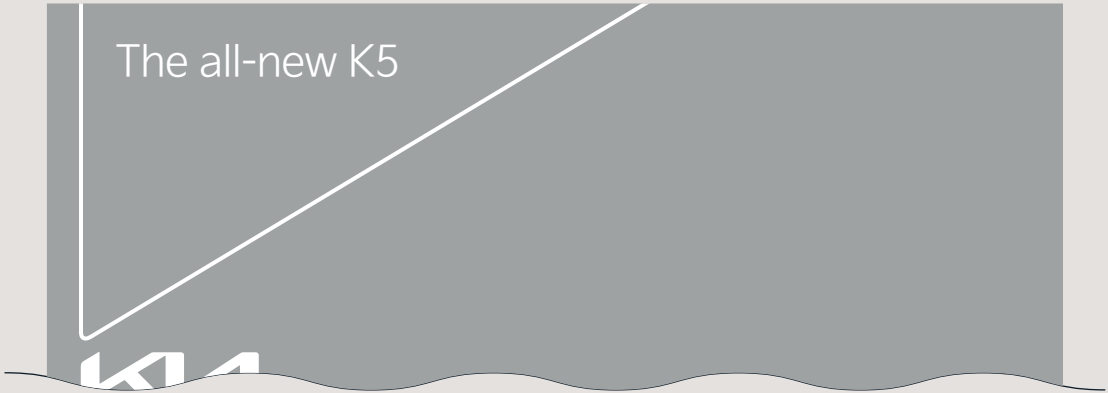
The 2022
Sportage

X
Minimum leading size : 0.4X
X

X
Minimum leading size : 0.4X
X

X
Minimum leading size : 0.4X
X

Example



Product Name / Placing

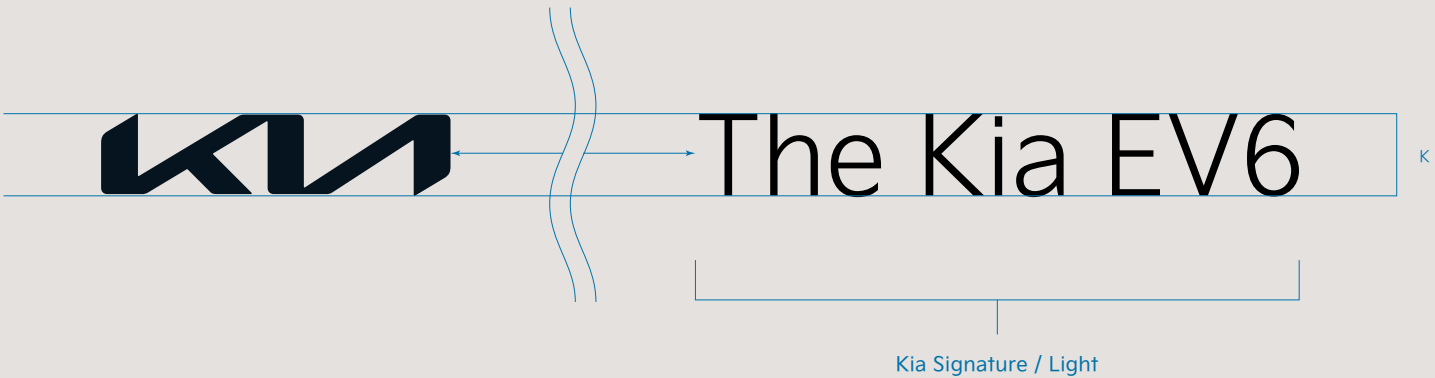
Please adhere to the following regulations when using the Kia logo and product name together.

This regulation applies only to **new car exhibitions, events, motor shows, etc.**

The logo and product name can be located on the same line. However, the two elements must be placed separately from each other.

- Product name and information are applied in the same typeface; the Kia Signature Light or Regular typeface.
- When the product name needs to be emphasized, use the Kia Signature Bold typeface.

Basic



Product emphasis



Example

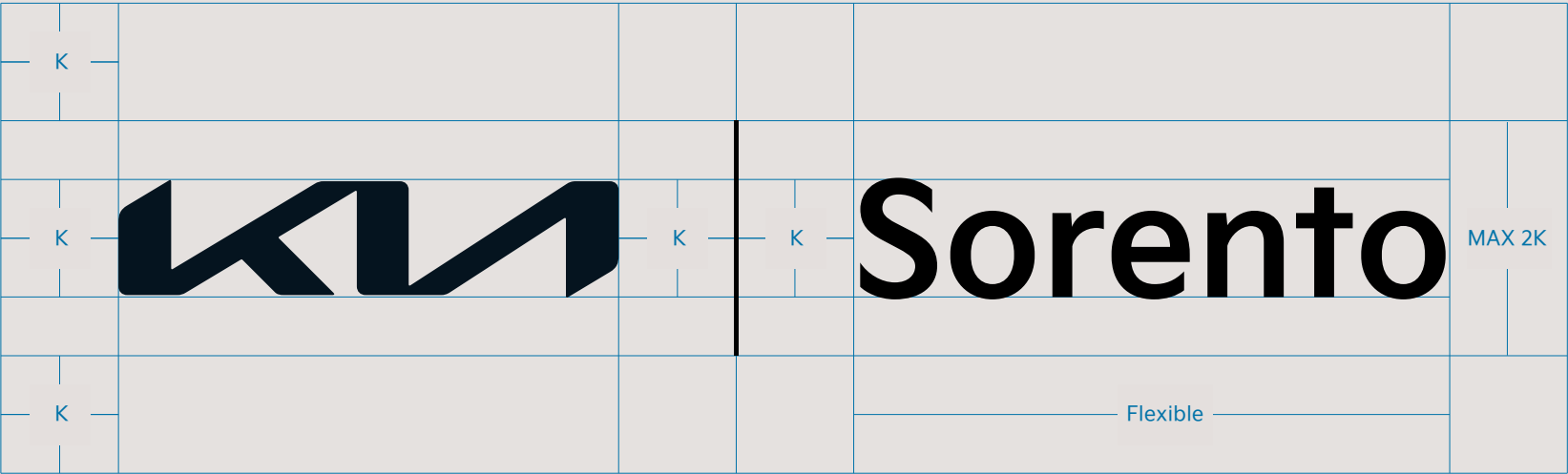


Product Name / Lock-up

The following Kia logo and product name lock-up may be used when it is difficult to separate the two elements.

This regulation applies only to **new car exhibitions, events, motor shows, etc.**

- For the lock-up, only use the name of the product, excluding the product's information.
- Only use Kia signature bold typeface for the lock-up.



Stroke: 1/30 K



8.2 Graphic Motif

Graphic Motif / Concept

When our logo and graphic motif meet, it signals the rise of the brand. Both elements emphasize a sense of movement.

The graphic motif's rising angles represent Kia's bold & progressive movement into the future. At the same time, it emphasizes our stories of inspired moments along with our clear and bold messages.

The graphic motif line is not used alone, but is always used with the Kia logo or headlines.

The all-new Kia visual identity.



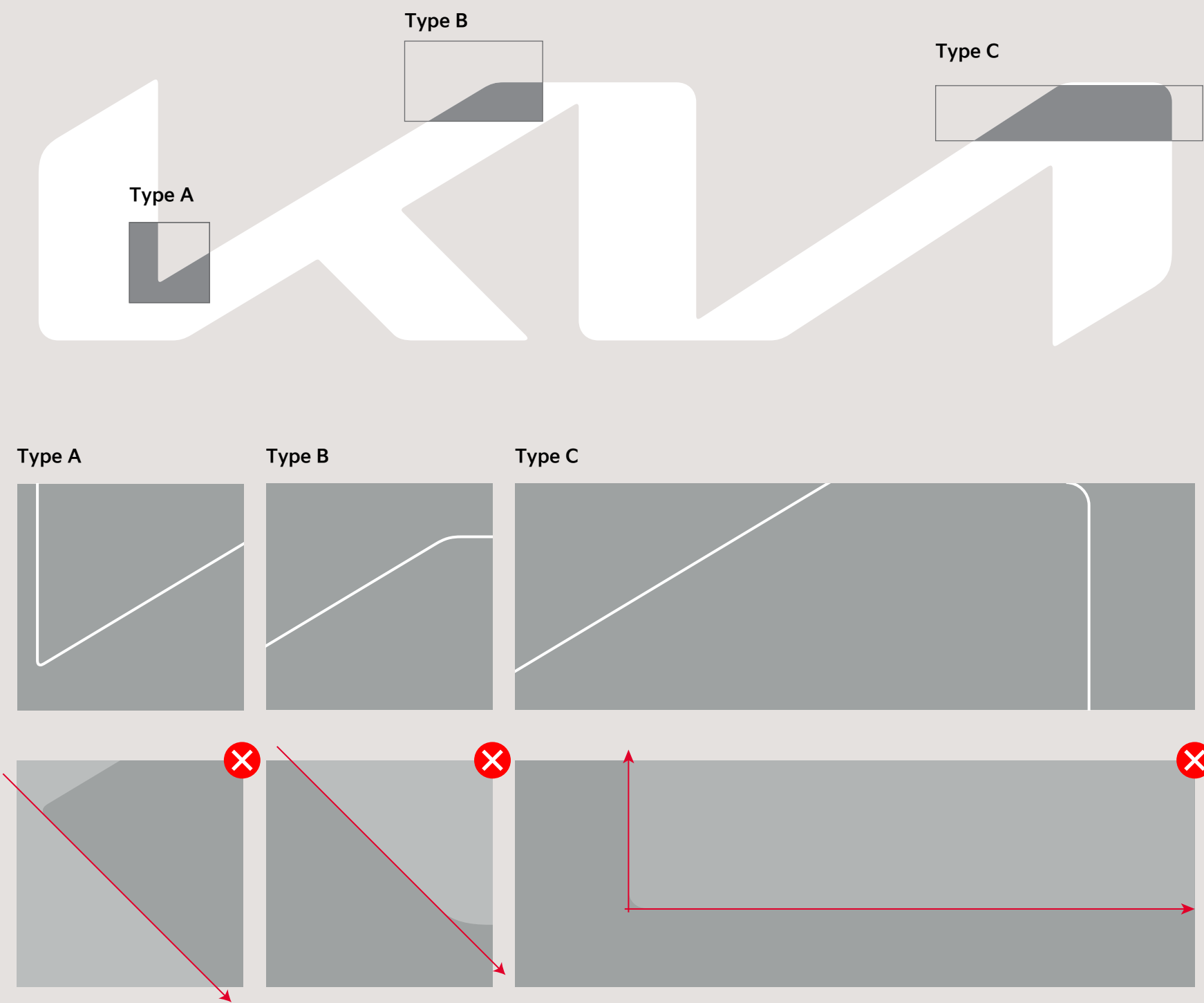
Graphic Motif / Concept

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.

Do not use the graphic motif where the lines appear to descend downwards. Refrain from using only horizontal and verticals lines.



Graphic Motif / Thickness

The thickness of the graphic motif's lines may be modified to best suit the promotional material.

Based on the material size, the suggested thickness of the graphic motif should be maintained to give a consistent impression.

Material size

(width + height)

Minimum ~ Under A6 : 0.5pt

(Minimum ~252mm)

From A6 and over : 0.75pt

(253 ~ 506mm)

From A4 and over : 1.5pt

(507 ~ 716mm)

From A3 and over : 3pt

(717mm ~ 1434mm)

From A1 and over : 6pt

(1435mm ~ 2,029mm)

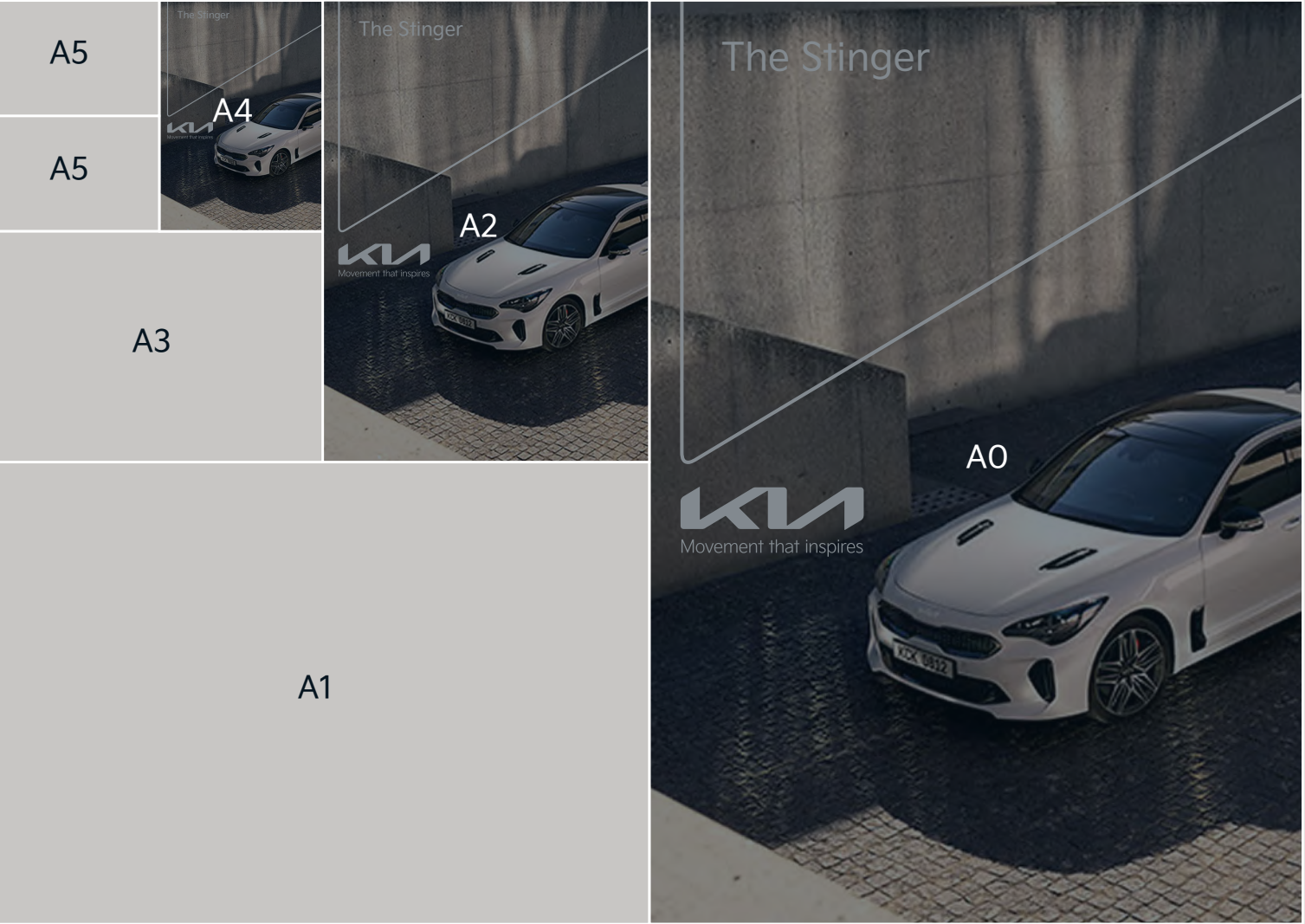
From A0 and over : 12pt

(2,030mm ~ 2,870mm)

From 2A0 and over : 24pt

(2,871mm ~)

Line thickness

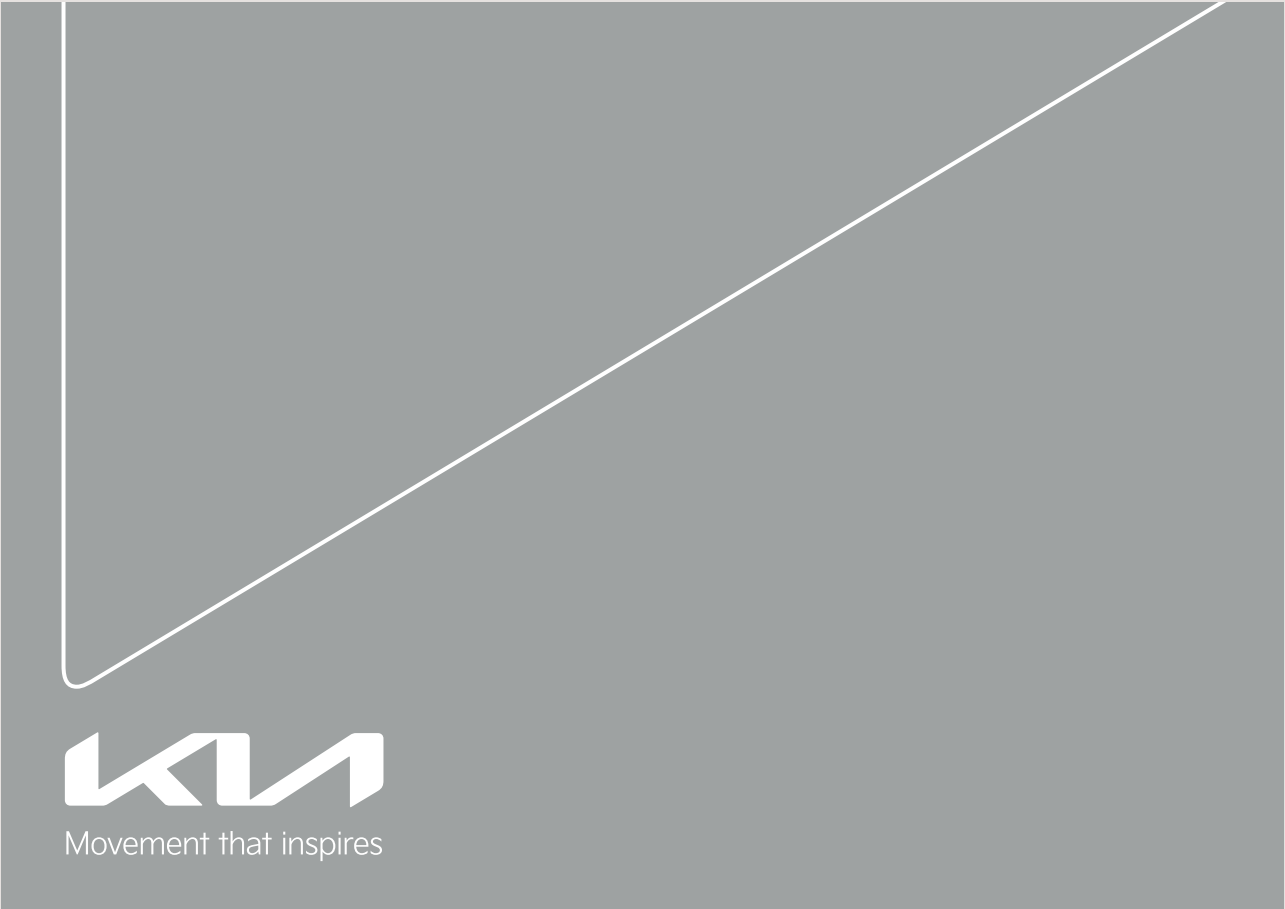


Graphic Motif / Primary

Type A

The various visual elements of the graphic motif, including the rising line, express the image of Kia : constantly growing and moving forward.

Type A (Horizontal + Vertical)

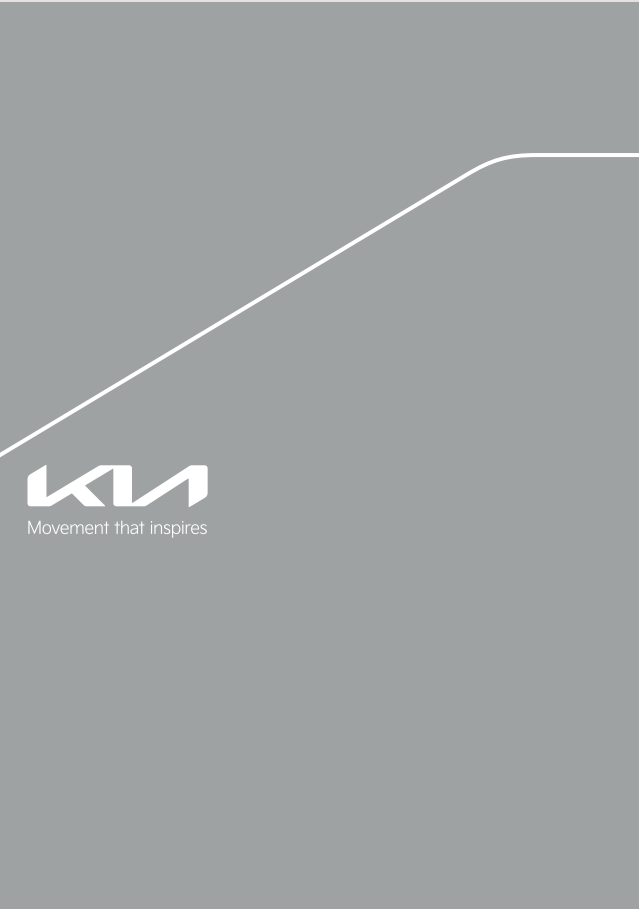
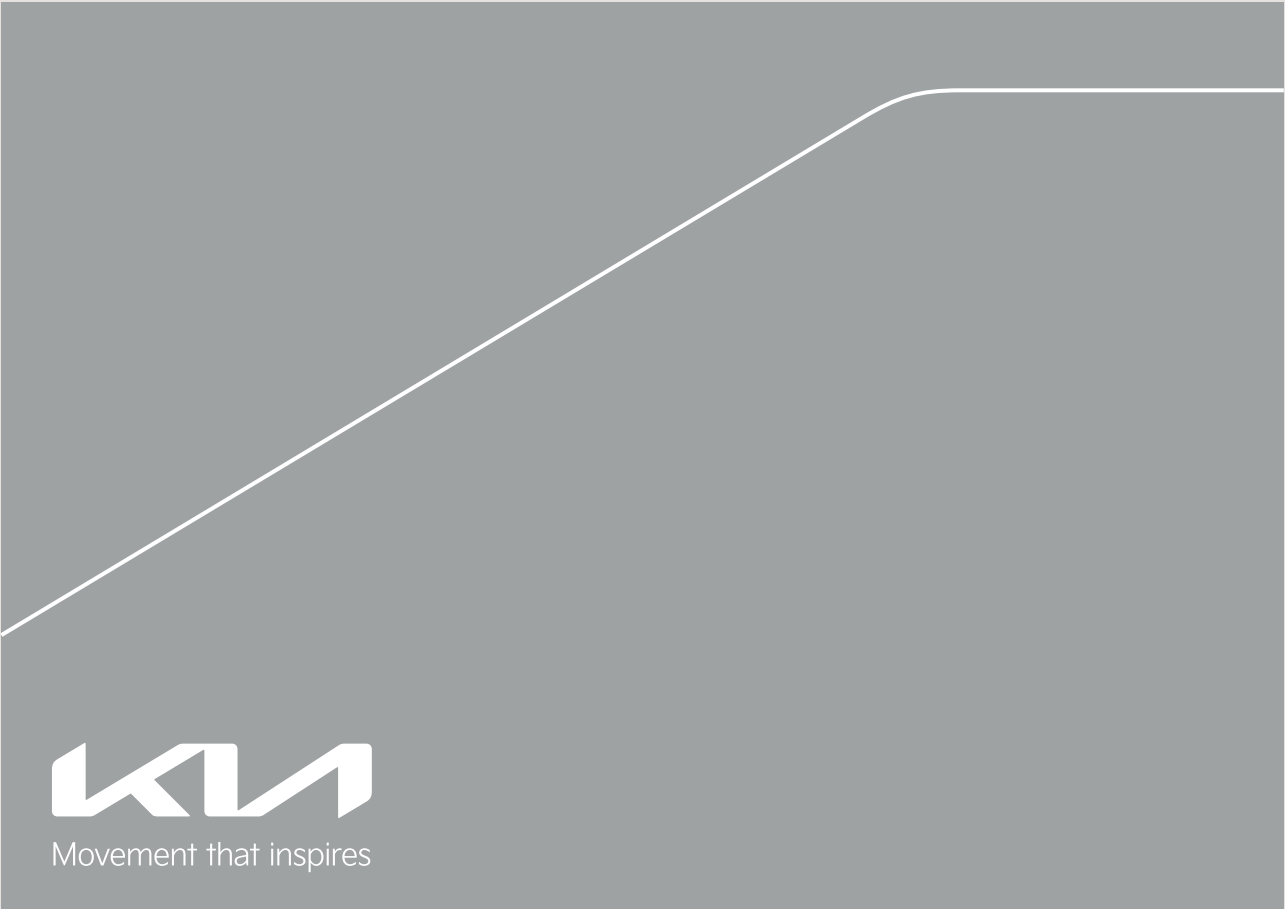


Graphic Motif / Primary

Type B

The various visual elements of the graphic motif, including the rising line, express the image of Kia : constantly growing and moving forward.

Type B (Horizontal + Vertical)



Graphic Motif / Secondary

Type C

The secondary graphic motif should be used for extreme horizontal versions of the promotional material.

Type C (Horizontal only over 3:1 Ratio)



Graphic Motif / Secondary

Without Motif

The graphic motif may be omitted in instances where it cannot be applied properly onto promotional materials or images. Always use the Kia logo to ensure brand recognition for these instances.



Graphic Motif / Logo usage

There are defined guidelines for the usage of either the signature logo or basic logo :

- 1. Use the signature logo for promotional materials that communicate product names or other headlines.
- 2. Use the basic logo for promotional materials that communicate the brand slogan as a headline. Or the format is too small for slogan legibility.

Color usage for logo, motif and headlines :
Preferably use Kia's Polar White for Kia's logo, graphic motifs, and headlines whenever possible. Kia's Midnight Black may be used in instances where the legibility is affected.

1. Signature logo

Product focused : Apply to all product advertisements by default.

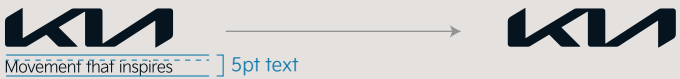


2. Basic logo

Brand focused : Use when the slogan is applied as a headline or the format is too small for slogan legibility.



* If the slogan's height is smaller than 5pt on promotion materials, use the basic logo instead.



8.3 Layout

Layout / Margin Point

The position of each element is set to maintain a visual look & feel that is consistent.

The size of the margin is defined by calculating 'M', depending on the size of the promotional material.

Margin Calculation

Format size

(Width + Height) / 50

Example

Width210

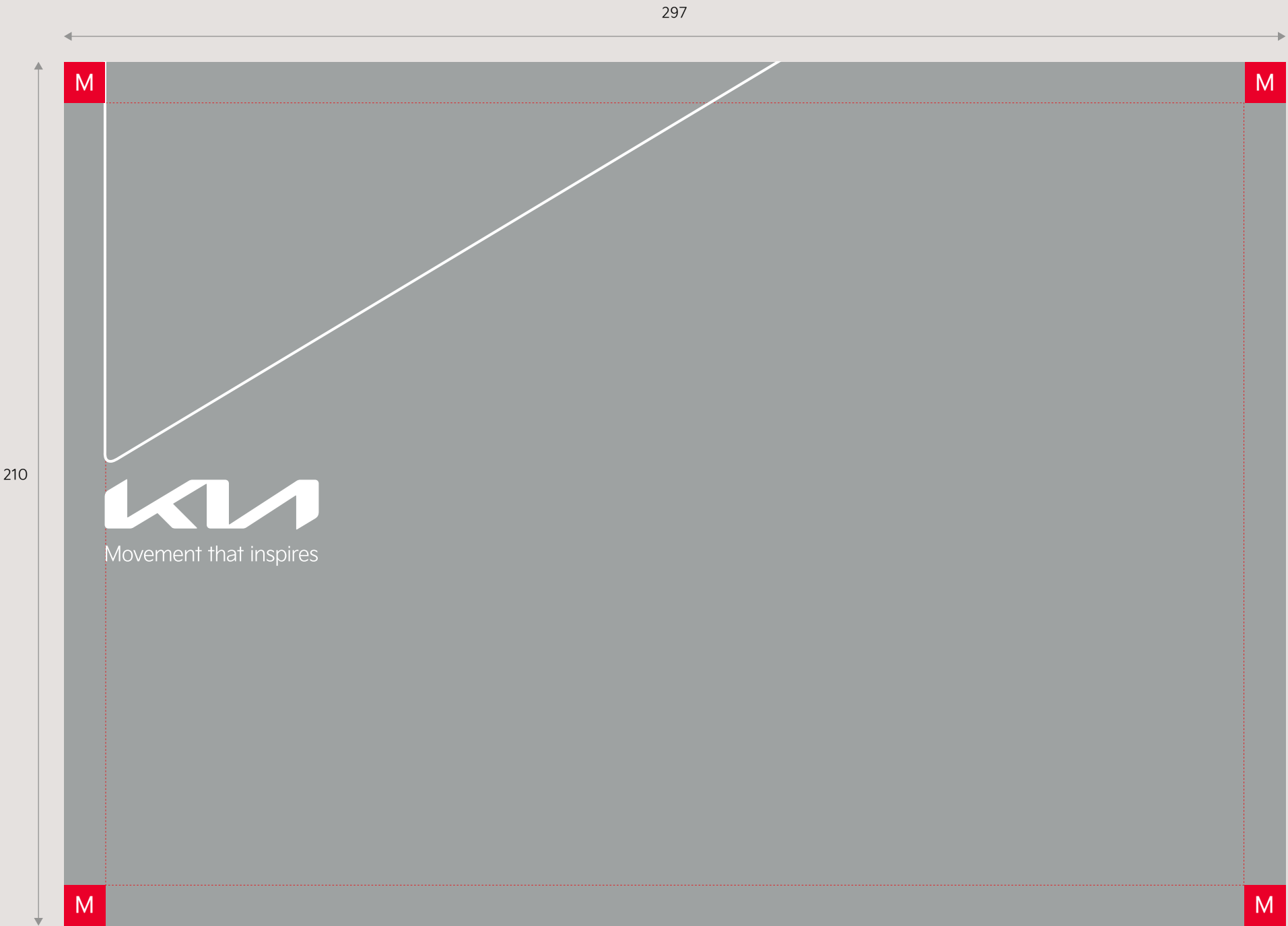
Height+ 297

507 / 50

M

Margin Point Size

= 10



Layout / Type A

Vertical

For vertical promotional materials, place graphic motif Type A between M to 10% from the top left margin.

It is encouraged to place the graphic motif's height within 30%~50% from the top left of the margin.

Following the basic regulations of this section; the position of the motif may be moved according to the creative and production of the promotional material. When applying a graphic motif that is outside the standard regulations, be sure to consult with the marketing communication team in advance.



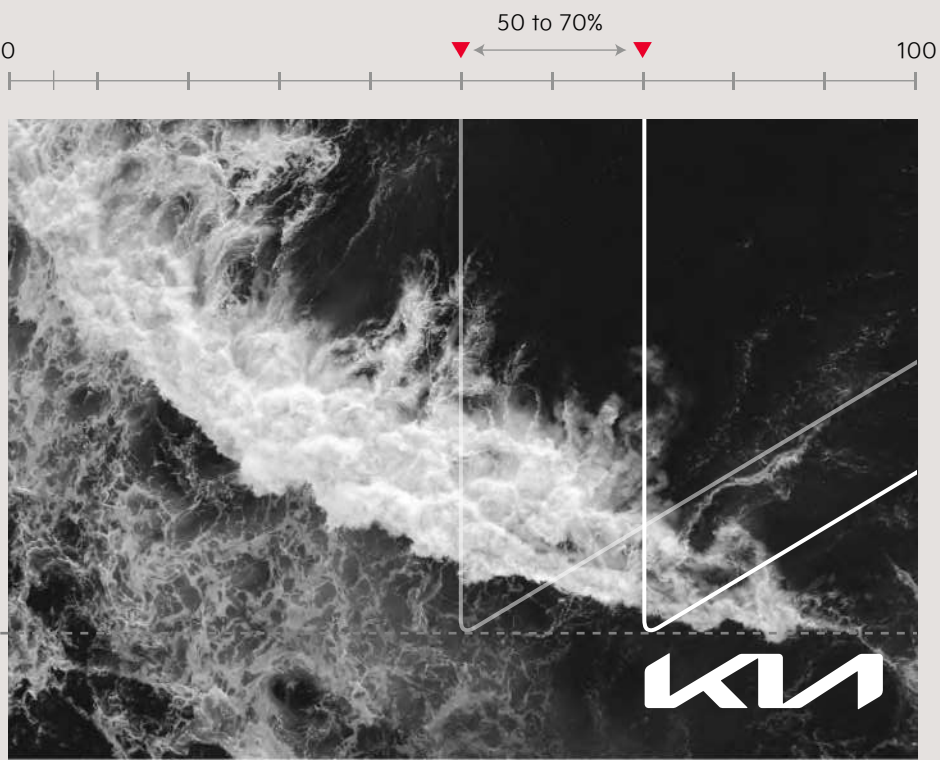
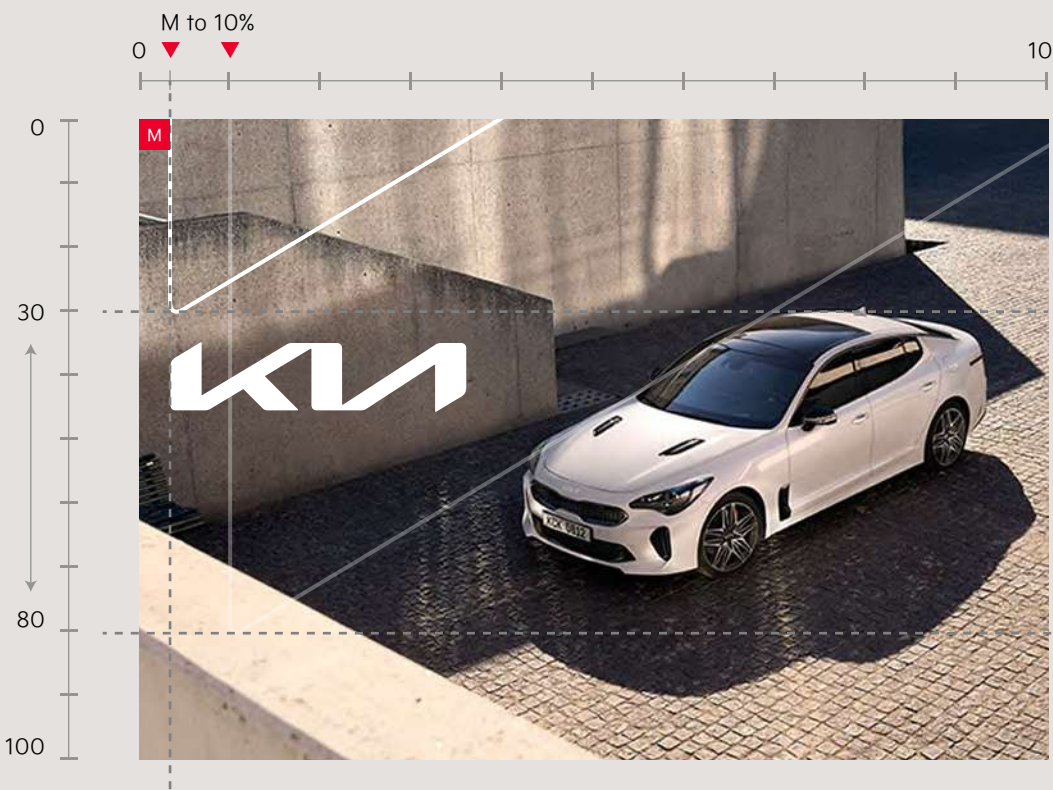
Layout / Type A

Horizontal

For horizontal promotional materials, place graphic motif Type A anywhere between M to 10% and 50% to 70% of the left margin.

It is encouraged to place the graphic motif's height within 30%~80% from the top left of the margin.

Following the basic regulations of this section; the position of the motif may be moved according to the creative and production of the promotional material. When applying a graphic motif that is outside the standard regulations, be sure to consult with the marketing communication team in advance.



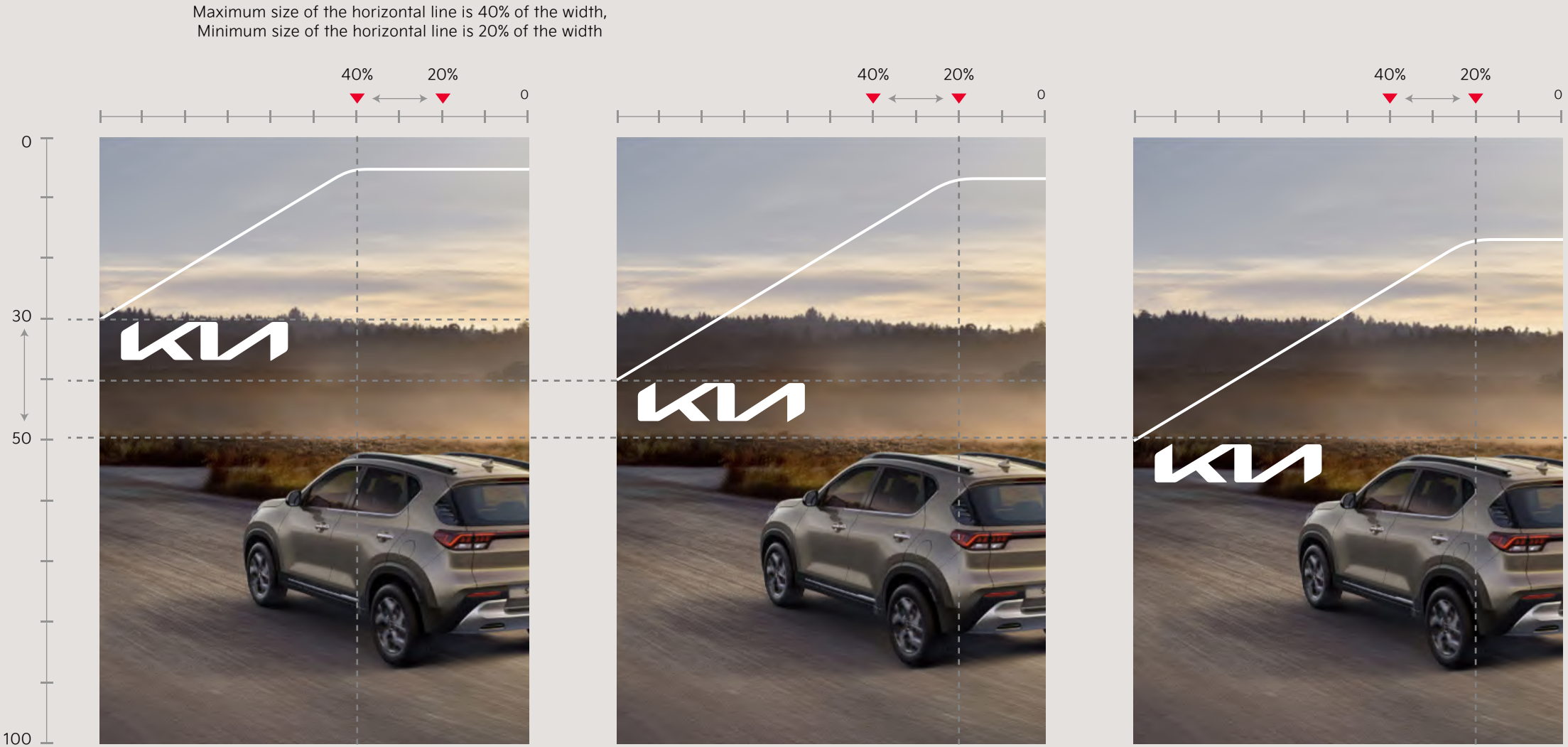
Layout / Type B

Vertical

For vertical promotional materials, set the height of graphic motif TypeB between 30~50% of length.

The horizontal line of Type B is encouraged to be placed within 20~40% of the right side of the width.

Following the basic regulations of this section; the position of the motif may be moved according to the creative and production of the promotional material. When applying a graphic motif that is outside the standard regulations, be sure to consult with the marketing communication team in advance.



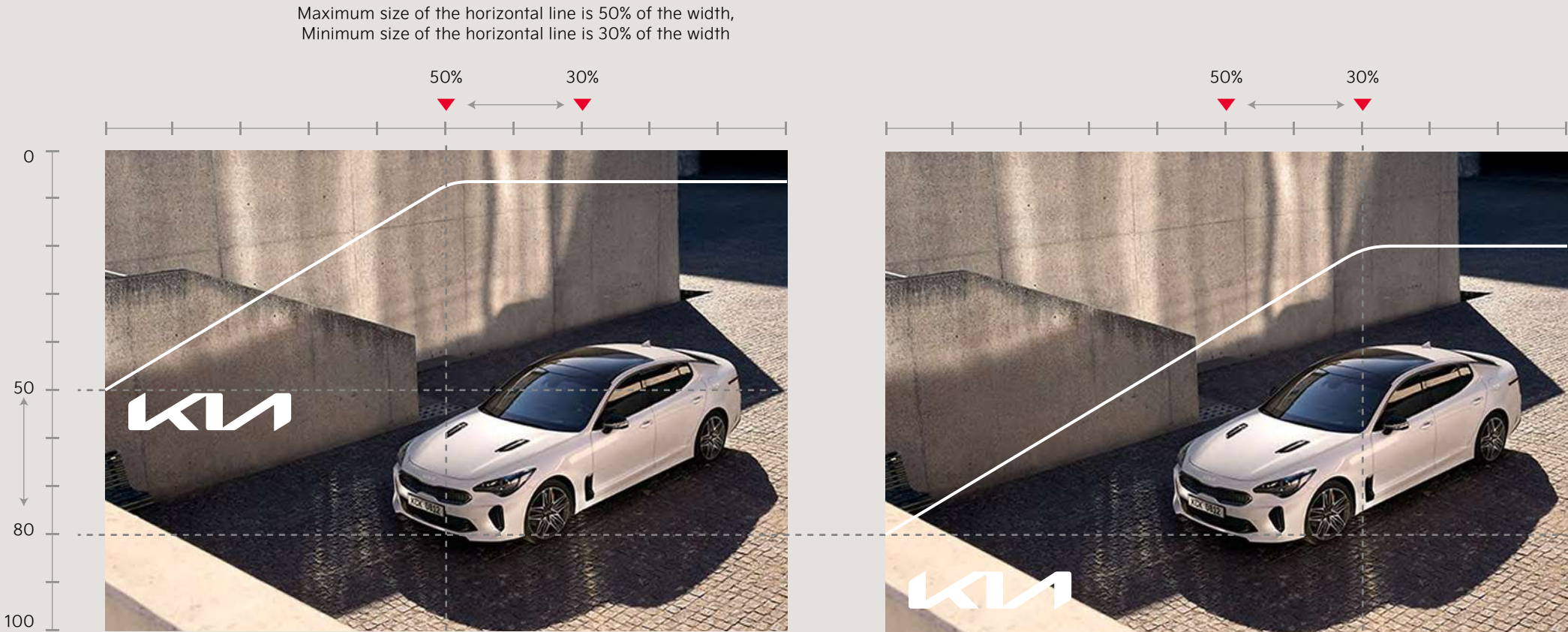
Layout / Type B

Horizontal

For horizontal promotional materials, set the height of the graphic motif Type B between 50~80% of length.

The horizontal line of Type B is encouraged to be placed within 30~50% of the right side of the width.

Following the basic regulations of this section; the position of the motif may be moved according to the creative and production of the promotional material. When applying a graphic motif that is outside the standard regulations, be sure to consult with the marketing communication team in advance.



Layout / Type A&B

Logo Position

Place the Kia logo at the left end of the graphic motif whenever possible.

The logo may be moved to the lower-left end in cases where essential objects interfere with the logo.

The logo should not be placed on the top left nor the top right corner.

1st

At the end of Graphic Motif



2nd

Left bottom



If the logo covers products

Do not

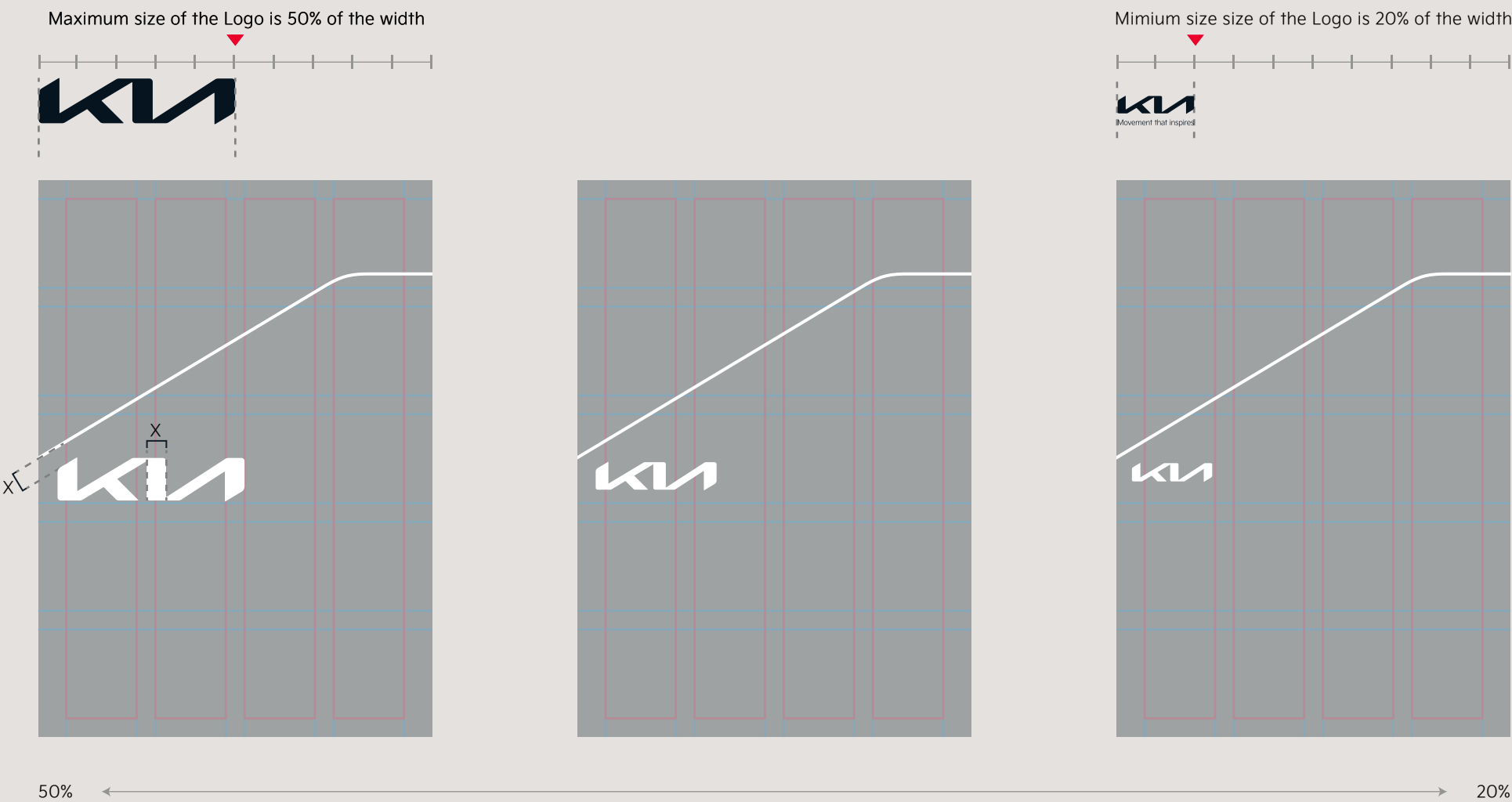
Left top & Right side



Layout / Type A&B

Logo Size

Always keep the distance between the graphic motif and logo larger than 1X. The size of the logo may be adjusted between 20~50% of the width.



Layout / Type C

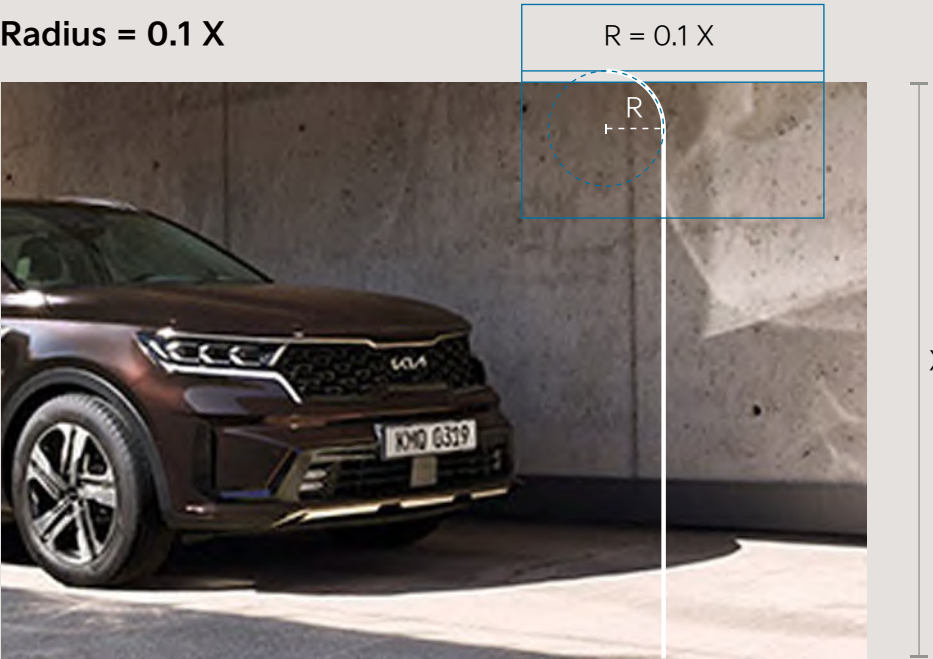
Apply graphic motif Type C only in instances where the width of the horizontal promotional material is extreme.

The round value of graphic motif Type C can be calculated according to the defined equation shown.

Type C (Horizontal only, over 3:1 Ratio)

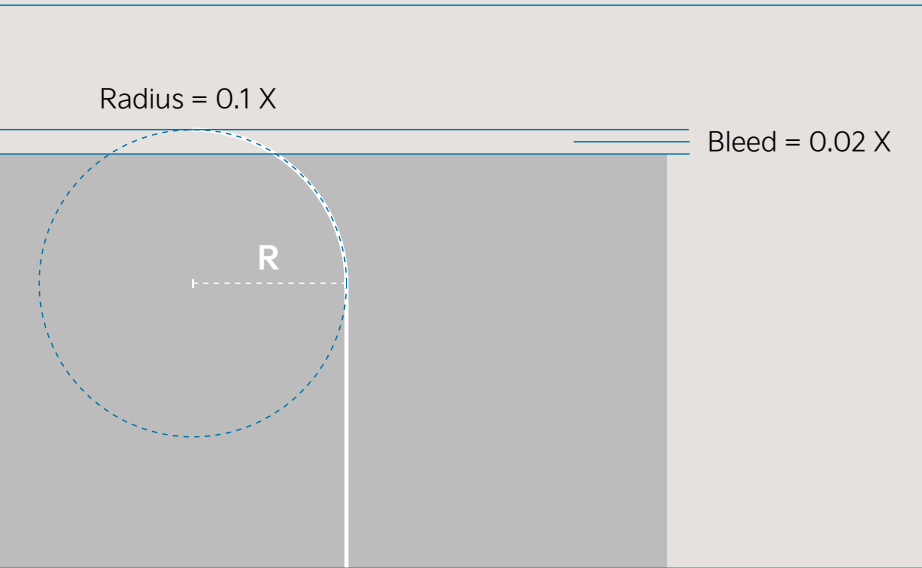


Radius = 0.1 X



ex) X = 300 / R = 30

Bleed = 0.02 X



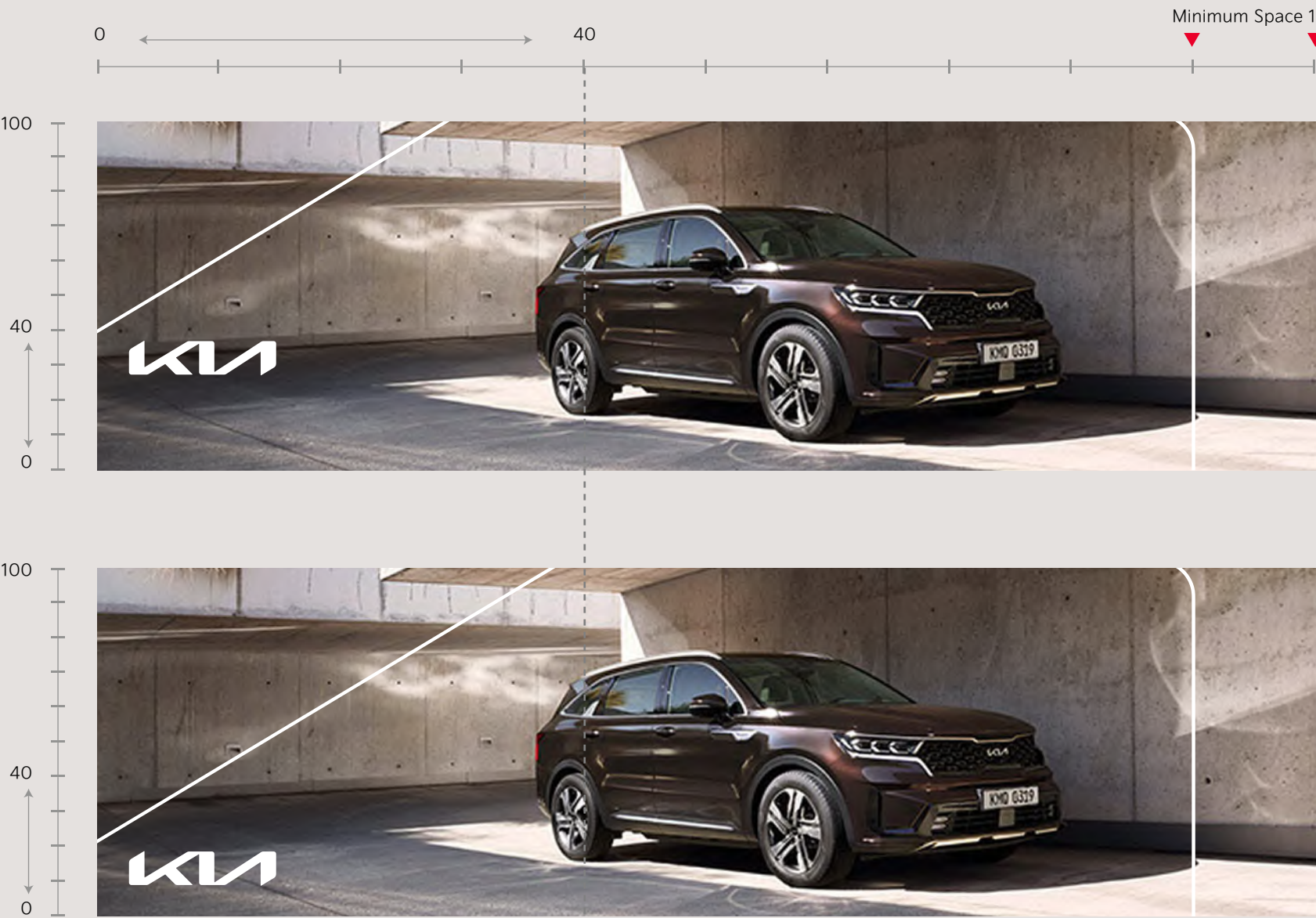
ex) X = 300 / Bleed = 6

Layout / Type C

Apply graphic motif Type C only on horizontal promotional materials. A minimum space of 10% must be applied to the right.

The starting height of the horizontal line can be moved up to 40% of the height and can be placed anywhere between 0~40% of the width.

Following the basic regulations of this section; the position of the motif may be moved according to the creative and production of the promotional material. When applying a graphic motif that is outside the standard regulations, be sure to consult with the marketing communication team in advance.



Layout / Type C

Logo Position

Place the Kia logo at the left end of the graphic motif whenever possible.

The logo may be moved to the lower-left end in cases where essential objects interfere with the logo.

The logo should not be placed on the top right nor the bottom right corner.

1st



2nd



Do not

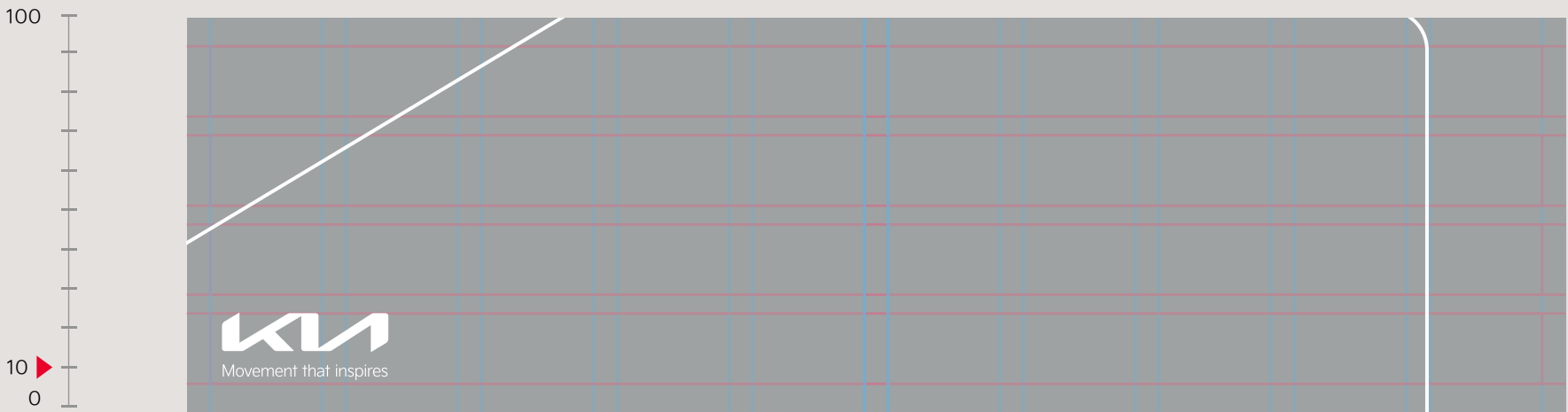
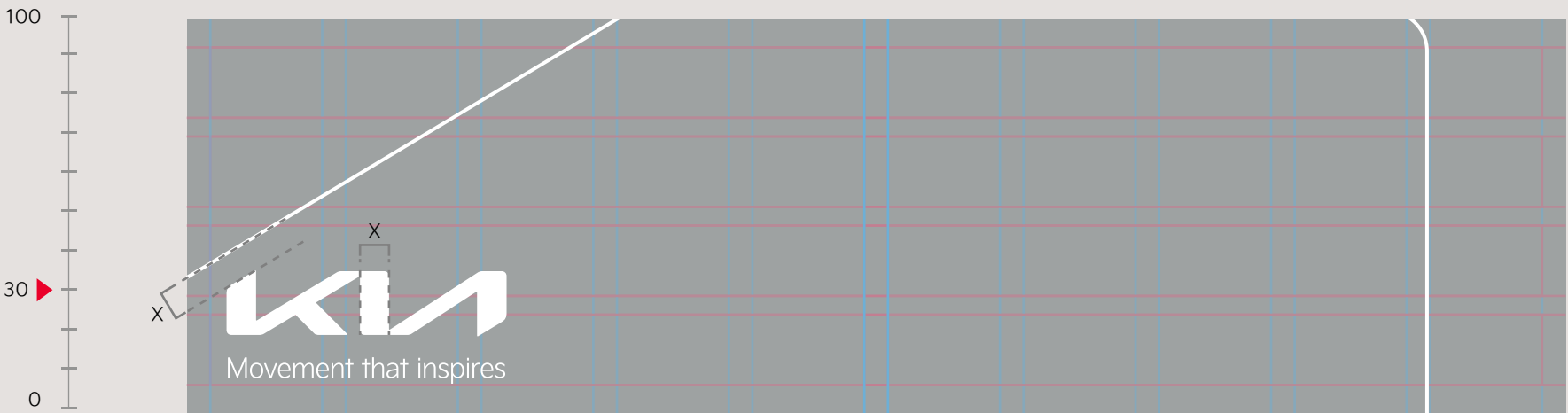


Layout / Type C

Logo Size

Always keep the distance between the graphic motif and logo larger than 1X.

The size of the logo may be adjusted between 10~30% of the height.



9. Application

9.1 Advertising Template

9.2 Sales Brochure

9.3 Gallery

9.1 Advertising Template

Overview / Primary

Type A&B

The layout of Type A&B and key elements are as shown. The position of each element is set in order to maintain a consistent visual look & feel.

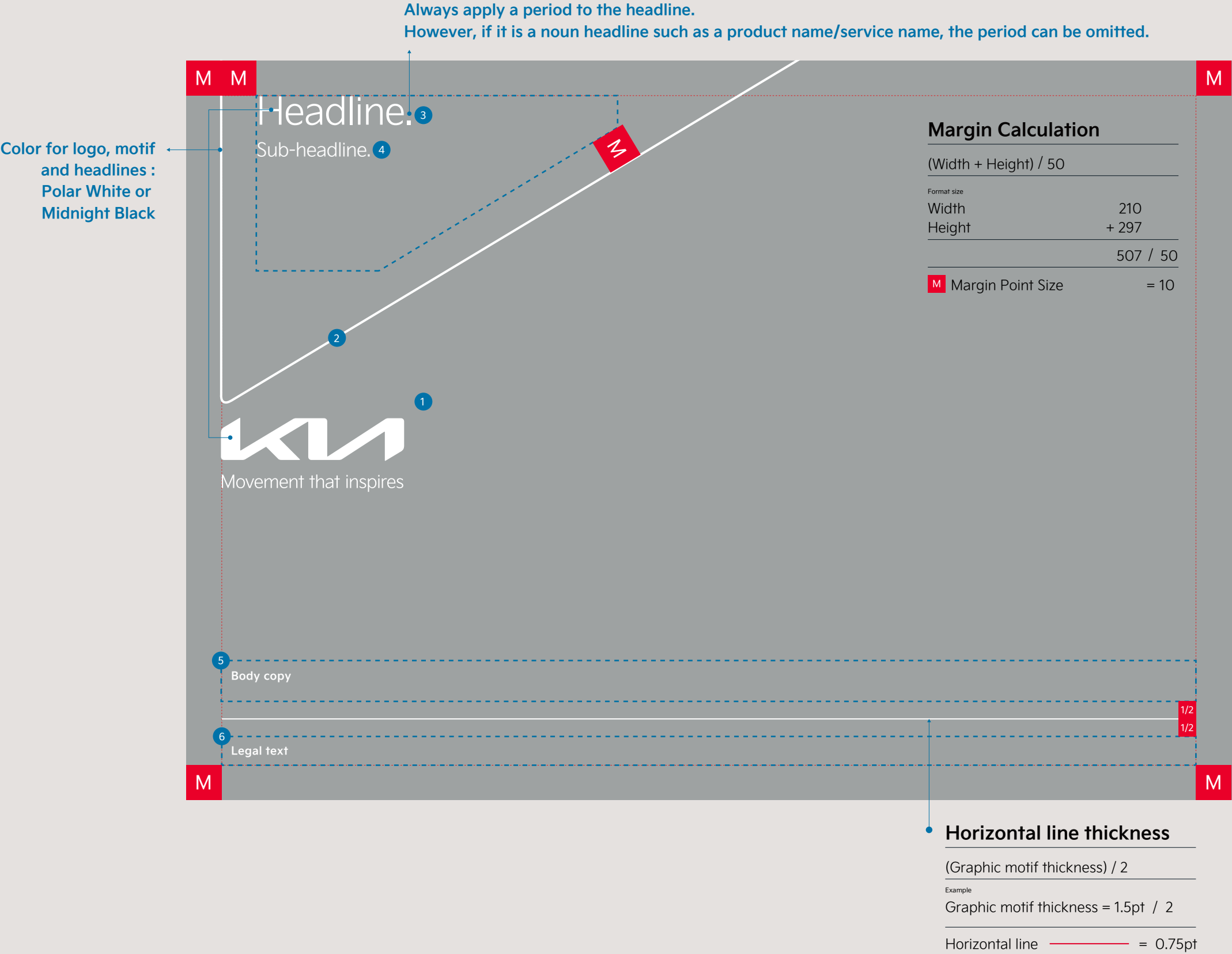
Graphic motif A&B are adapted for advertising formats, which include various information.

The size of the margin is selected by calculating 'M', depending on the size of the promotional material.

Color usage for logo, motif and headlines :
Preferably use Kia's Polar White for Kia's logo, graphic motifs, and headlines whenever possible. Kia's Midnight Black may be used in instances where the legibility is affected.

Key Elements

- 1 Logo
- 2 Graphic motif
- 3 Headline
- 4 Sub-headline
- 5 Body copy
- 6 Legal text



Overview / Secondary

Type C

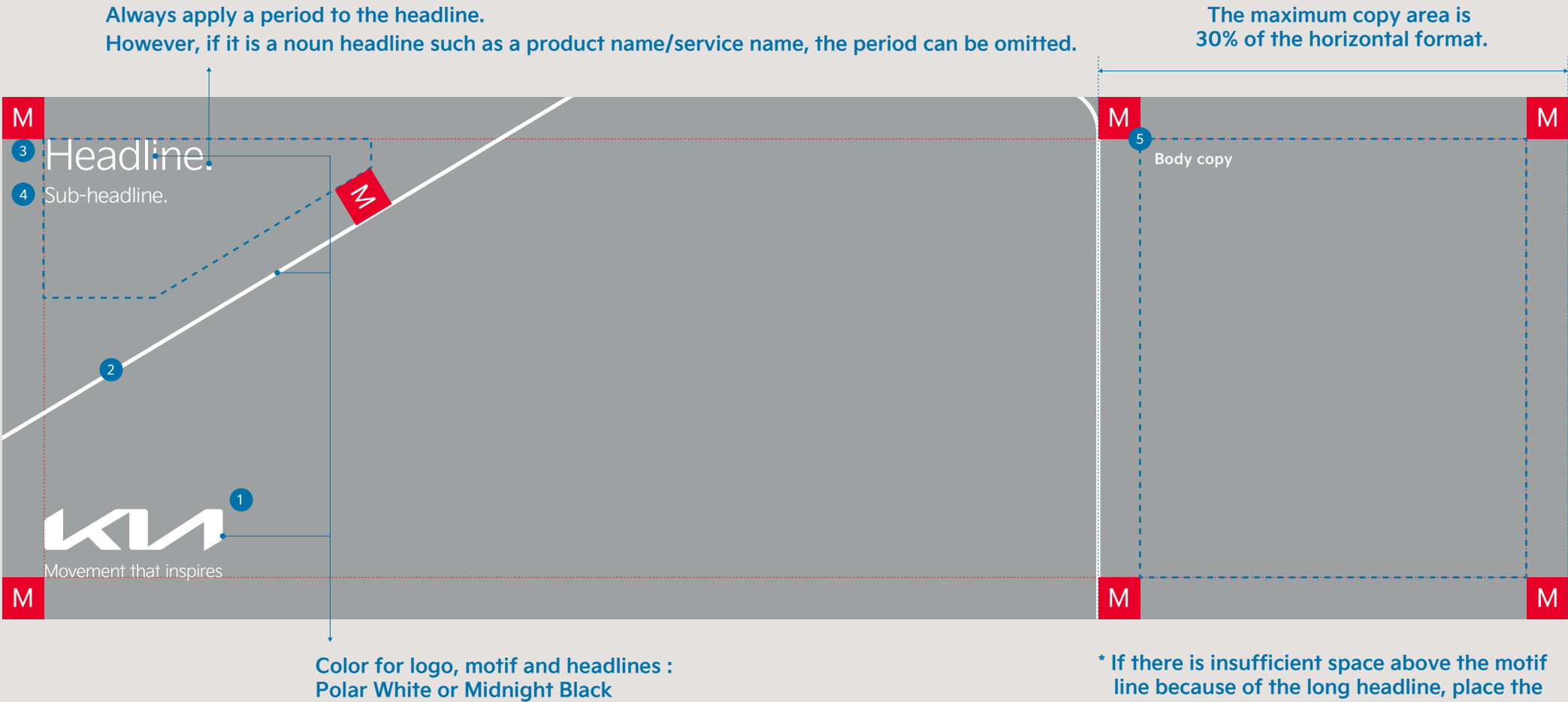
The layout of Type C and key elements are as shown. The position of each element is set in order to maintain a consistent visual look & feel.

Type C is recommended for long horizontal formats. The size of the margin is selected by calculating 'M', depending on the size of the promotional material.

Color usage for logo, motif and headlines :
Preferably use Kia's Polar White for Kia's logo, graphic motifs, and headlines whenever possible. Kia's Midnight Black may be used in instances where the legibility is affected.

Key Elements

- 1 Logo
- 2 Graphic motif
- 3 Headline
- 4 Sub-headline
- 5 Body copy



* If there is insufficient space above the motif line because of the long headline, place the headline on the vertical line's left side.

When placing the headline next to the vertical line, be sure to align the headline and sub-headline on the right.

Overview / Secondary

Without Motif

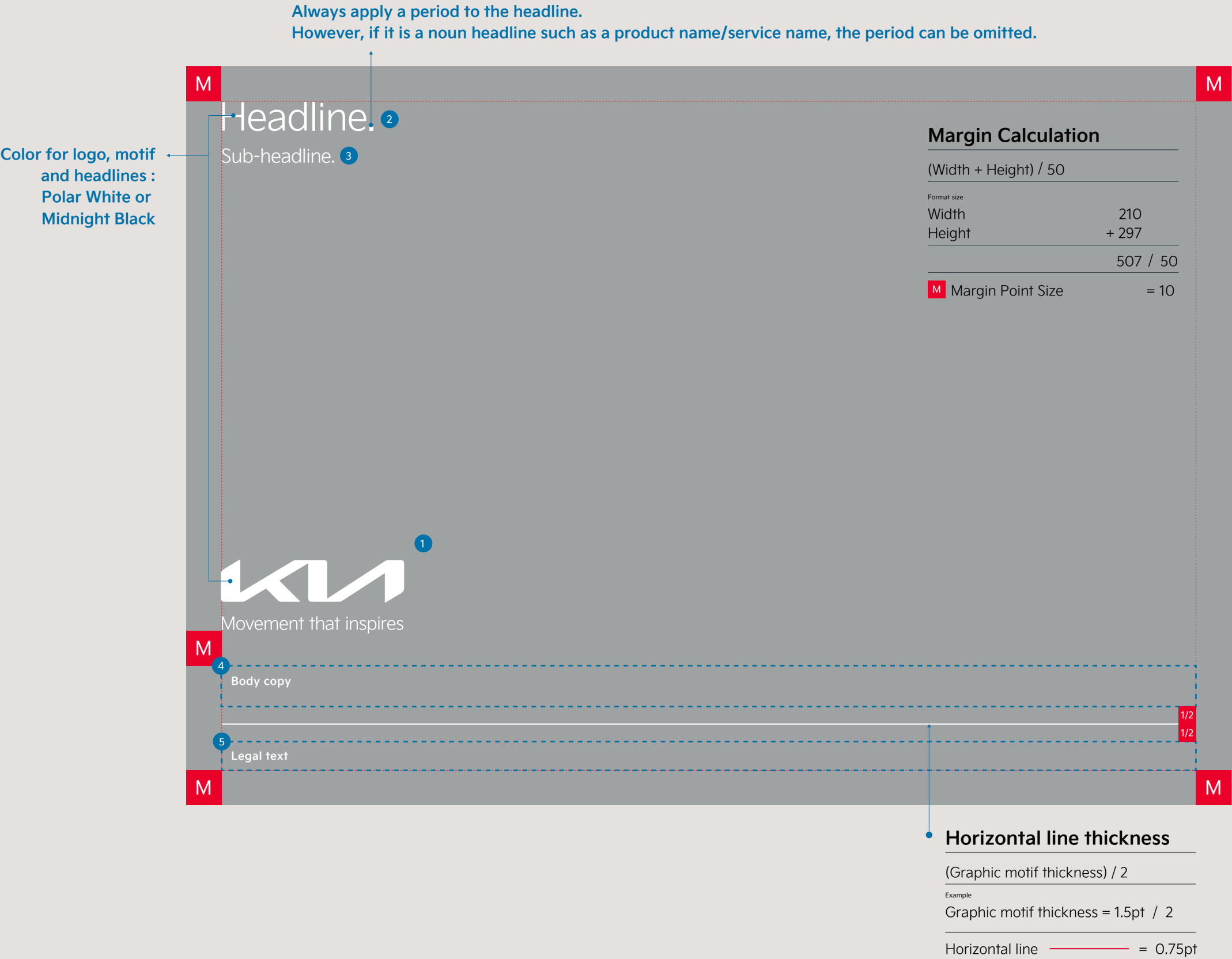
The defined guidelines for the layout and key elements are as shown. The position of each element is set to maintain a consistent visual look & feel.

The size of the margin is selected by calculating ‘M’, depending on the size of the promotional material.

Color usage for logo and headlines :
Preferably use Kia's Polar White for Kia's logo, graphic motifs, and headlines whenever possible. Kia's Midnight Black may be used in instances where the legibility is affected.

Key Elements

- 1 Logo
- 2 Headline
- 3 Sub-headline
- 4 Body copy
- 5 Legal text



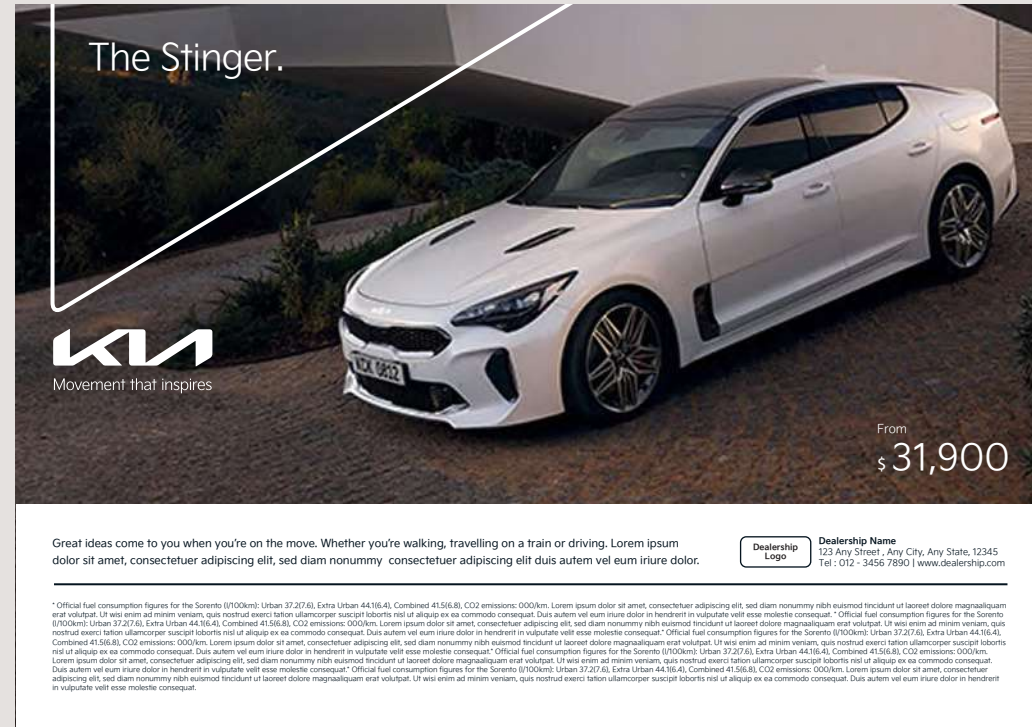
Solid Information Area

Make use of a solid information area in instances where an excessive amount of information is required.

If the text area is over 20% of the height or the dealer information is placed, use a white solid background to place the information separately, as shown on this page.

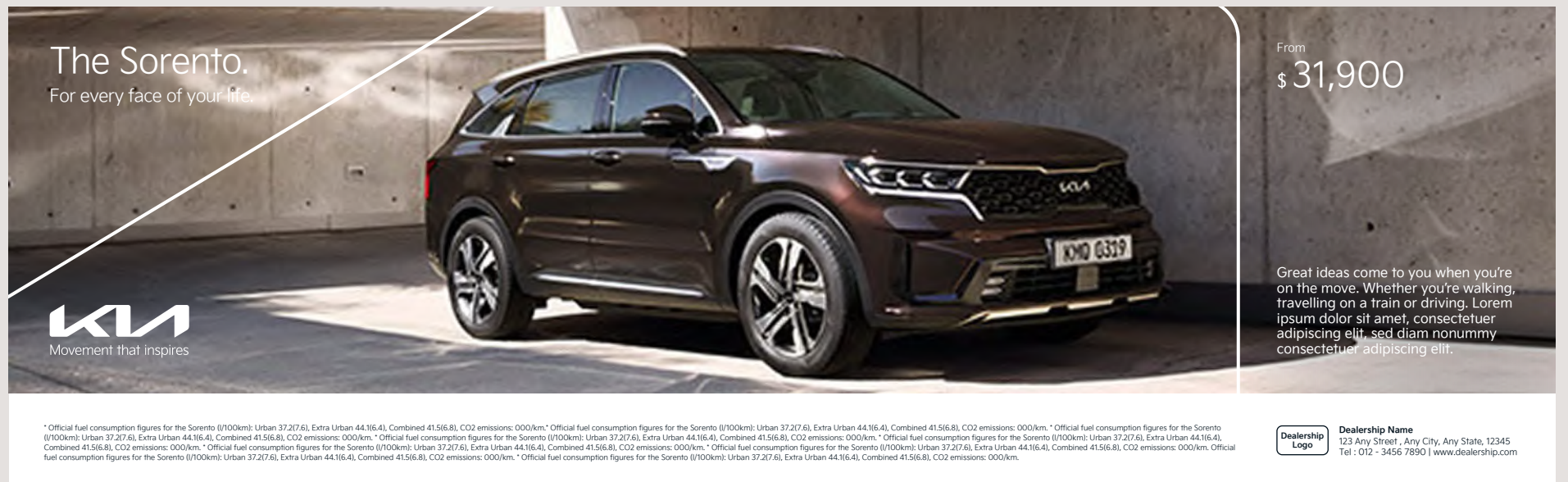
A white background can also be added in Type C when a large amount of information, such as legal texts or dealer information, has to be implemented into the promotional material.

Type A&B



If the text area is over 20% of height,
or Dealership info is placed;
use the white solid background.

Type C



A white background can also be added in Type C when a large amount of information, such as legal texts or dealer information, has to be implemented into the promotional material.

Gradient Information Area

In order to enhance the readability of the information section, the gradient color can be applied as shown. The gradient is applied using the multiply effect, and Midnight Black is used for color.

Before



After

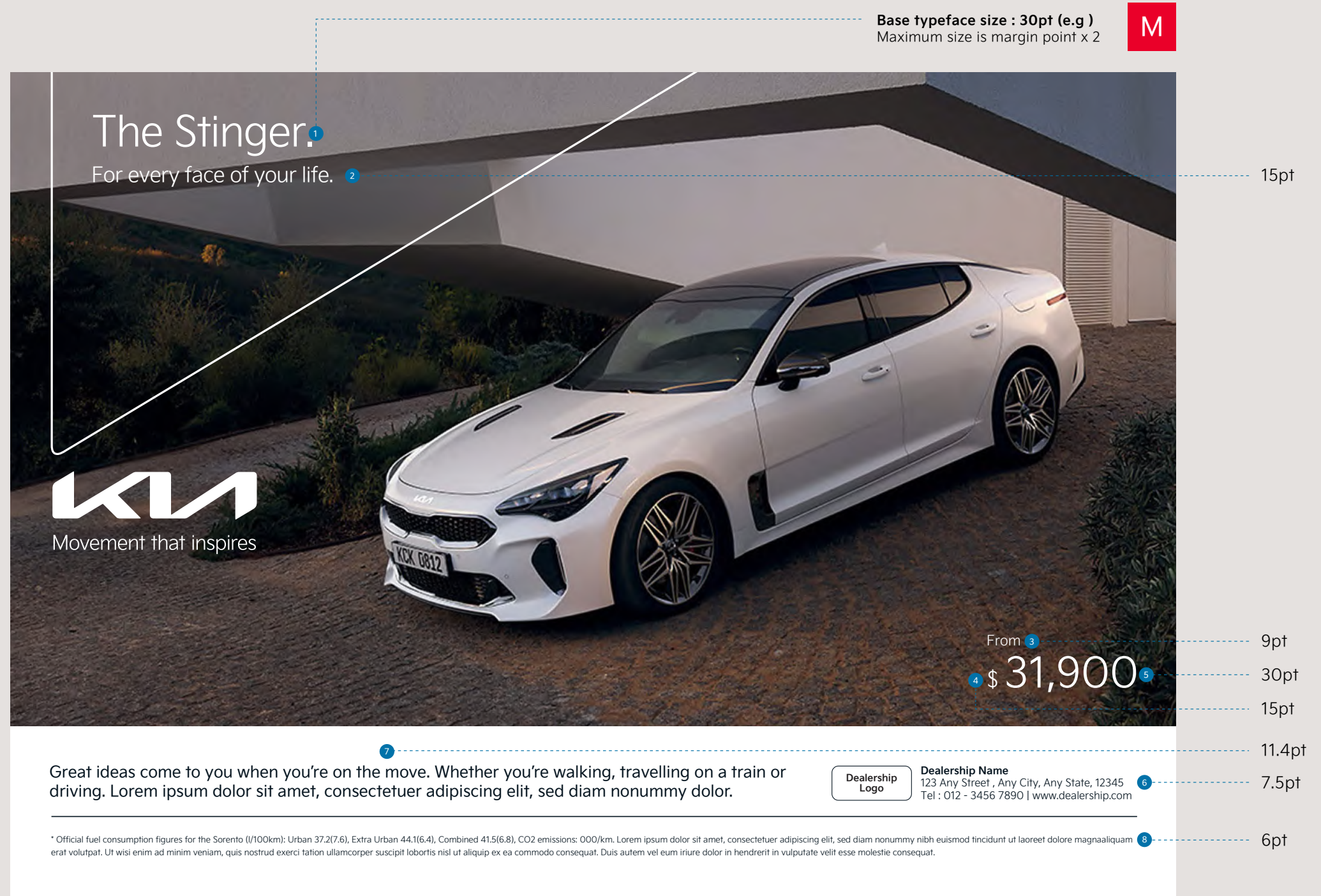


Typography Ratio

The defined guidelines for the typeface size and ratio are as shown below. Note that the size and ratio may be adjusted according to the size and composition of the promotional medium.

Typeface size ratio

- 1 **Headline = Base size (Maximum size is margin point x2)**
- 2 Sub-headline : Base size x 0.5
- 3 From : Base size x 0.33
- 4 Currency sign : Base size x 0.5
- 5 Price : Base size x 1
- 6 Dealership : Base size x 0.25
- 7 Body copy : Base size x 0.38
- 8 Legal text : Base size x 0.2



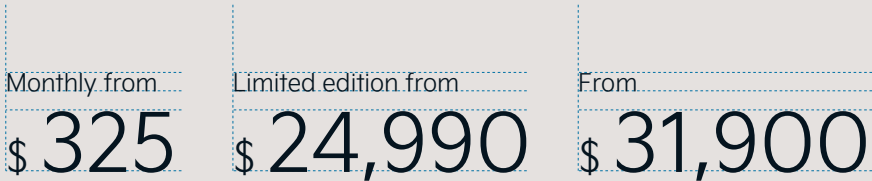
Price Communication

A simple and premium layout can be achieved through this price communication guide. The brand image must remain prominent.

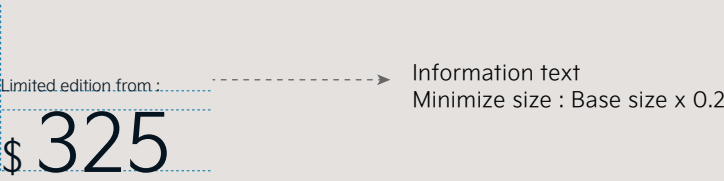
The price communication should be placed on quiet, content-free backgrounds to ensure legibility and impact, which is in the bottom right corner above the text area.



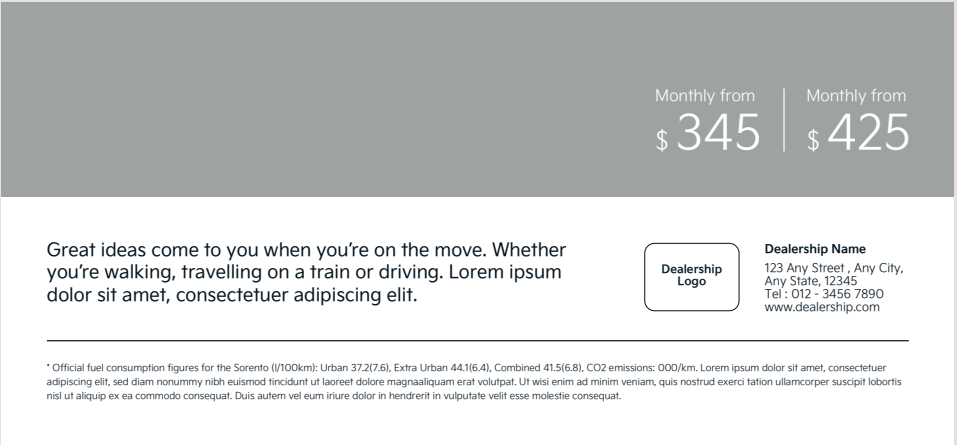
Example



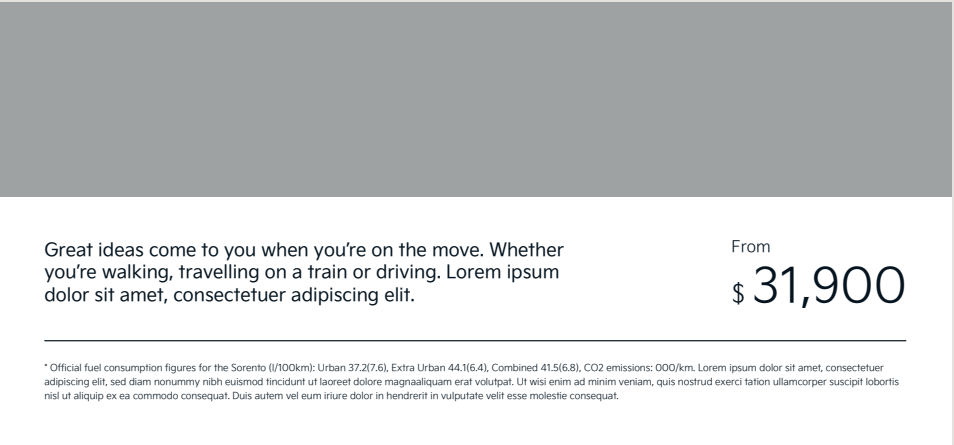
Example (Small size information text)



Positioning Example (Tactical Info on image)



Positioning Example (Tactical Info in white space)



Legal Text

The legal text and additional logos should be placed in the legal text area. Left-align the legal text with the body copy and separate them from other content with a horizontal hairline.

The vehicle emissions information should be displayed in the same text area as the legal text, along with the same typeface size.

The legal text should be set in a smaller typeface size than the body copy unless it contravenes any legal regulations in the country of publication or any prevailing rule expressly precludes it. If this is the case, set the same typeface size as the body copy.

Basic



Movement that inspires

Horizontal line thickness

(Graphic motif thickness) / 2

Example

Graphic motif thickness = 1.5pt / 2

Horizontal line  = 0.75pt

Great ideas come to you when you're on the move. Whether you're walking, travelling on a train or driving. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy consectetur adipiscing elit dui autem vel eum iriure dolor.

* Official fuel consumption figures for the Sorento (l/100km): Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8), CO2 emissions: 000/km. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

M

M

Preferred version

Headline : Base size (eg. 30pt)
Legal text : Base size x 0.2 (eg. 6pt)

* Official fuel consumption figures for the Sorento (l/100km):
Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8), CO2 emissions: 000/km.



Movement that inspires



Great ideas come to you when you're on the move. Whether you're walking, travelling on a train or driving. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy dolor.

Dealership Logo

Dealership Name
123 Any Street, Any City, Any State, 12345
Tel : 012 - 3456 7890 | www.dealership.com

* Official fuel consumption figures for the Sorento (l/100km): Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8), CO2 emissions: 000/km. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Alternative version (country-specific)

Headline : Base size (eg. 30pt)
Legal text : Base size x 0.3 (eg. 9pt)

* Official fuel consumption figures for the Sorento (l/100km):
Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8),
CO2 emissions: 000/km.



Movement that inspires



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* Official fuel consumption figures for the Sorento (l/100km): Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8), CO2 emissions: 000/km. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

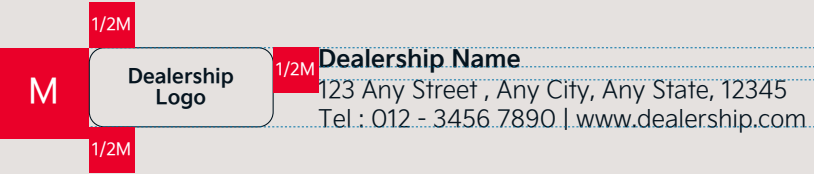
Dealership Information / Basic Rules

Please adhere to the following guides when using the dealership logo and information.

Keep margins around dealer information to a minimum of 1/2M.

- When placing the dealership info, it is mandatory to use Kia signature font for the name of the dealership. Do not use other fonts than Kia Signature font.
- The dealership logo is not always required and can be omitted.
- When the logo of the dealership is needed, it is recommended to use only monochrome colors for the logo.
- The dealership logo should not be bigger than the Kia logo and '2M'.

Horizontal structure



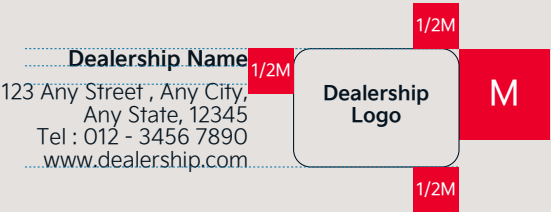
or



Vertical structure



or



Multidealer structure (Place the dealership logo on the right side)



Dealership logo maximum size



Dealership logo color usage

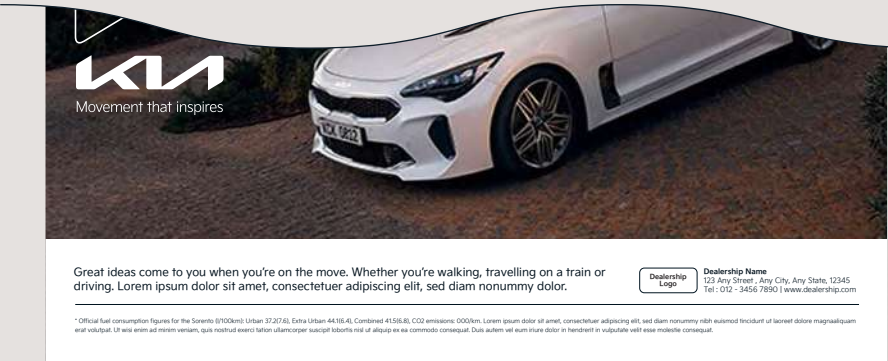


Dealership Information / Placement

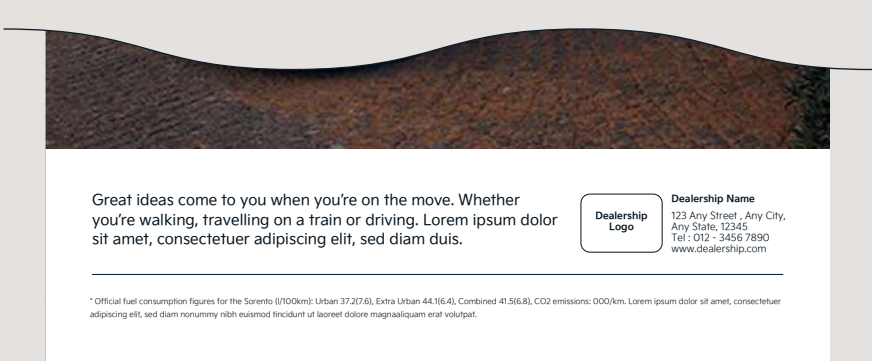
The dealership information is placed on the right side of the body copy and above the legal text.

- When there is no body copy, the dealership information can be placed on the bottom left. In this case, we recommend placing the dealership logo on the right side of the dealership info to avoid conflicting with the Kia logo.

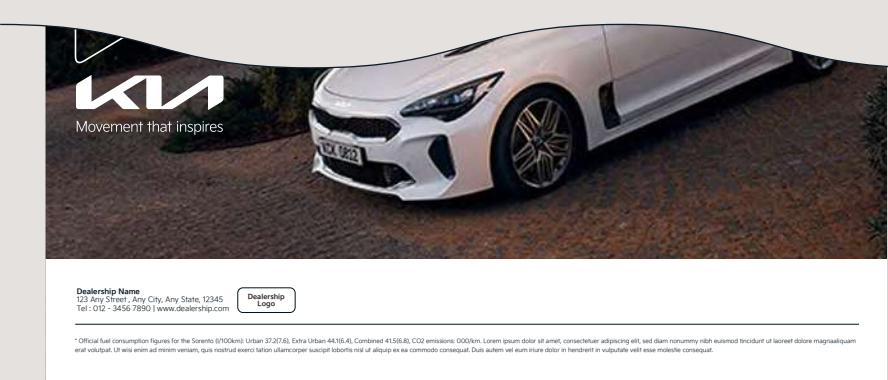
Horizontal format / with body copy



Vertical format / with body copy



Horizontal format / without body copy



Vertical format / without body copy



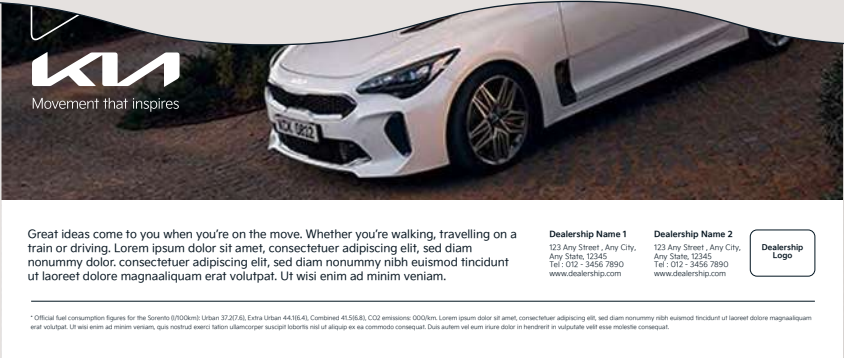
Dealership Information / Placement

Multidealer

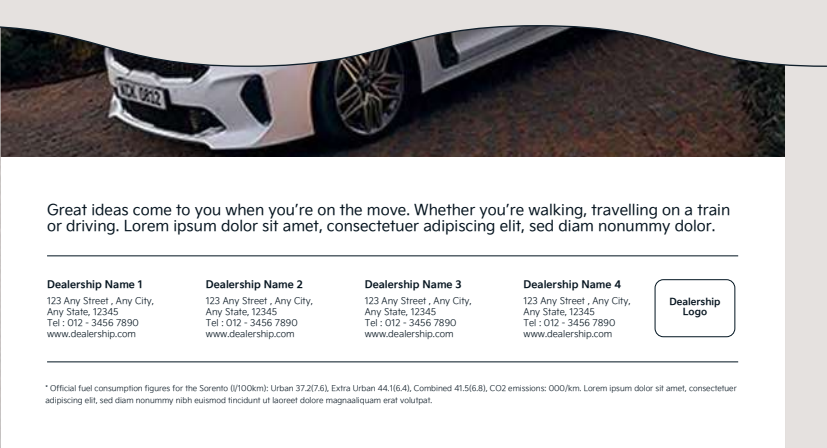
The dealership information is placed on the right side of the body copy and above the legal text.

- When there is no body copy, the dealership information can be placed on the bottom left. In this case, we recommend placing the dealership logo on the right side of the dealership info to avoid conflicting with the Kia logo.
- When placing the multi-dealer information, the horizontal line can be used to divide the body copy area. The thickness of the horizontal line is half thethickness of the graphic motif.

Horizontal format / with body copy

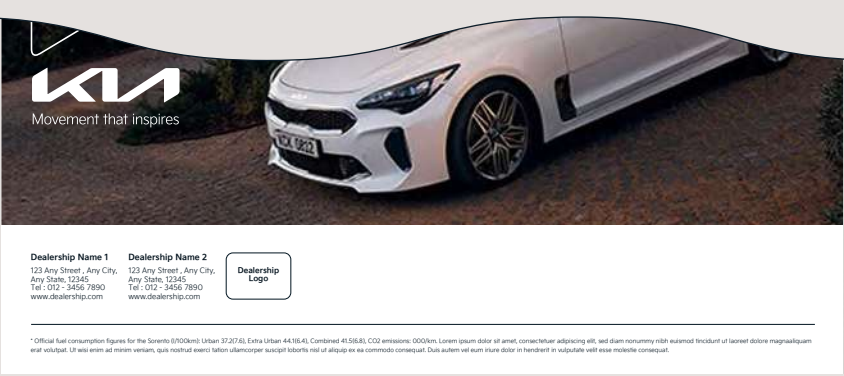


Vertical format / with body copy

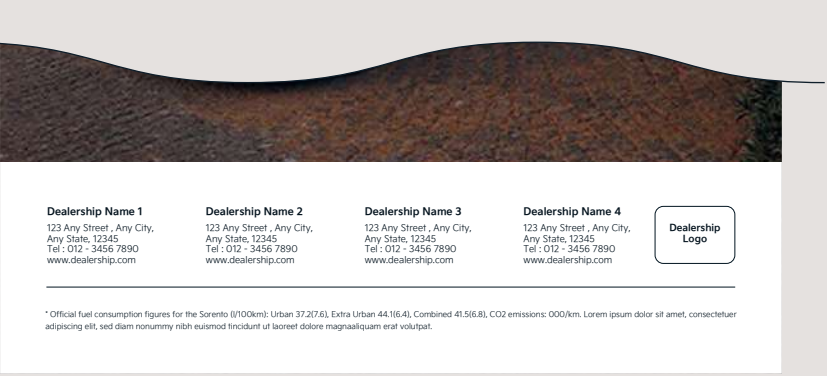


* When placing the multi-dealer information, the horizontal line can be used to divide the body copy area.

Horizontal format / without body copy



Vertical format / without body copy



Campaign Logo / Design Rules

The following guidelines should be put in application when applying or renewing a campaign logo to promotional materials:

Style

Avoid using 3D effects or excessive gradation effects. Use the Monochromatic version of the logo.

Color

Use Kia Live Red as the point color when using color versions of the logo. Avoid using more than 50% of the Kia Live Red in the area.

Typeface

When developing a new campaign logo, use the Kia typeface for the logo.

*Illustrative

Style

As is

To be (Recommend)



Color

As is

To be (Recommend)

SCRAPPAGE

SCRAPPAGE

Typeface

As is

To be (Recommend)

#KiaMyCity

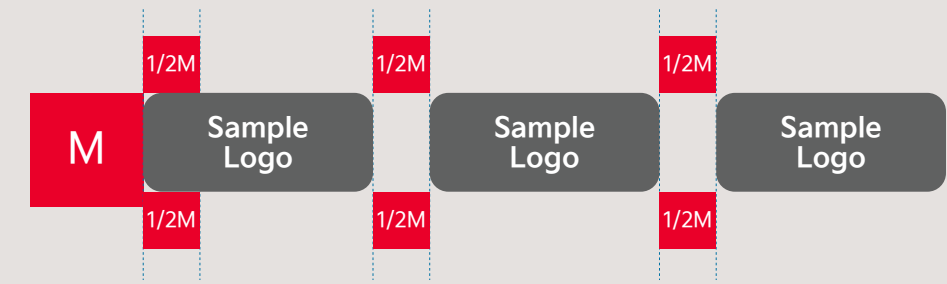
#KiaMyCity

Campaign Logo

Additional logos like campaign logo or sponsorship logos should be placed to the right of the legal text. A maximum of three logos is allowed.

Keep margins around the campaign logo to a minimum of 1/2M.

Placing example



Example

The Stinger.
For every face of your life.



Movement that inspires

From
\$ 31,900

Great ideas come to you when you're on the move. Whether you're walking, travelling on a train or driving. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy dolor.

Dealership Logo

Dealership Name
123 Any Street , Any City, Any State, 12345
Tel : 012 - 3456 7890 | www.dealership.com



* Official fuel consumption figures for the Sorento (l/100km): Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8), CO2 emissions: 000/km. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

A maximum of three logos are allowed.

The Stinger.
For every face of your life.



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Dealership Logo

Dealership Name
123 Any Street , Any City, Any State, 12345
Tel : 012 - 3456 7890 | www.dealership.com

Sample Logo

Sample Logo

Sample Logo

* Official fuel consumption figures for the Sorento (l/100km): Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8), CO2 emissions: 000/km. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis consequat.

Composition / Primary Type A&B

For graphic motif Type A&B, keep the composition of the elements as shown to deliver a consistent look & feel.

Use the white background space in cases when the amount of text exceeds 20% of the AD height or when dealership info is applied.

The price communication should be placed on the bottom right corner, above the text area.

Legal text



Legal text + Body copy + Price Info



Legal text + Body copy + Dealership Info



Legal text + Body copy + Dealership Info + Price Info



Composition / Secondary

Type C

For graphic motif Type C, keep the composition of the elements as shown to deliver a consistent look & feel. The price communication should be aligned on the top of the text area.

Legal text



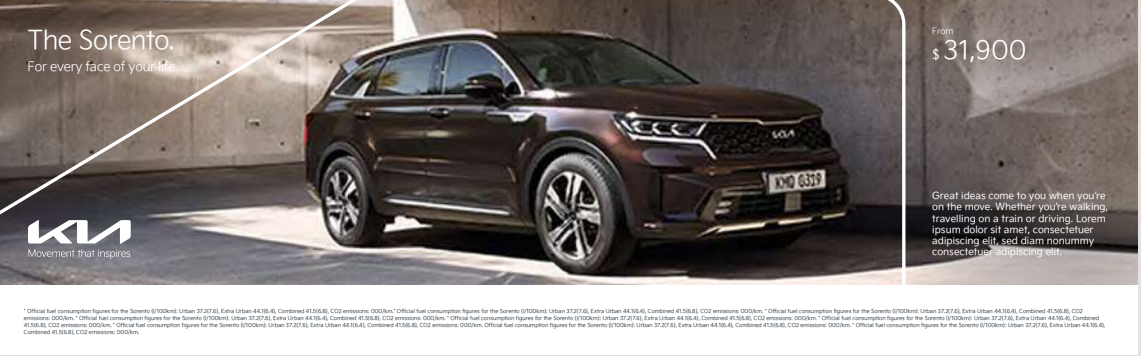
White background / Legal text



Legal text + Body copy + Price info



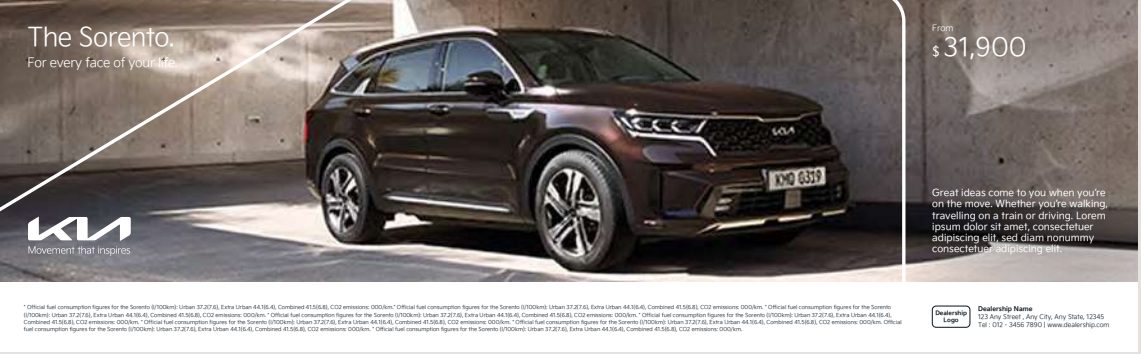
White background / Legal text + Body copy + Price info



Legal text + Body copy + Dealership info + Price info



White background / Legal text + Body copy + Dealership info + Price info



Composition / Secondary

Without Motif

For promotional materials without a graphic motif format, keep the composition of the elements as shown to deliver a consistent look & feel.

The white background space can be utilized in cases when the amount of text exceeds 20% of the AD height or when the dealership info is applied.

The price communication should be placed on the bottom right corner, above the text area.

Legal text

The Stinger.





Movement that inspires

* Official fuel consumption figures for the Sorento (l/100km): Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8), CO2 emissions: 000/km. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat.

Legal text + Body copy + Price Info

The Stinger.





Movement that inspires

From
\$ 31,900

Great ideas come to you when you're on the move. Whether you're walking, travelling on a train or driving. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy dolor.

* Official fuel consumption figures for the Sorento (l/100km): Urban 37.2(7.6), Extra Urban 44.1(6.4), Combined 41.5(6.8), CO2 emissions: 000/km. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat.

Legal text + Body copy + Dealership Info

The Stinger.





Movement that inspires

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Legal text + Body copy + Dealership Info + Price Info

The Stinger.





Movement that inspires

From
\$ 31,900

Great ideas come to you when you're on the move. Whether you're walking, travelling on a train or driving. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy dolor.



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Tel : 012 - 3456 7890 | www.dealership.com

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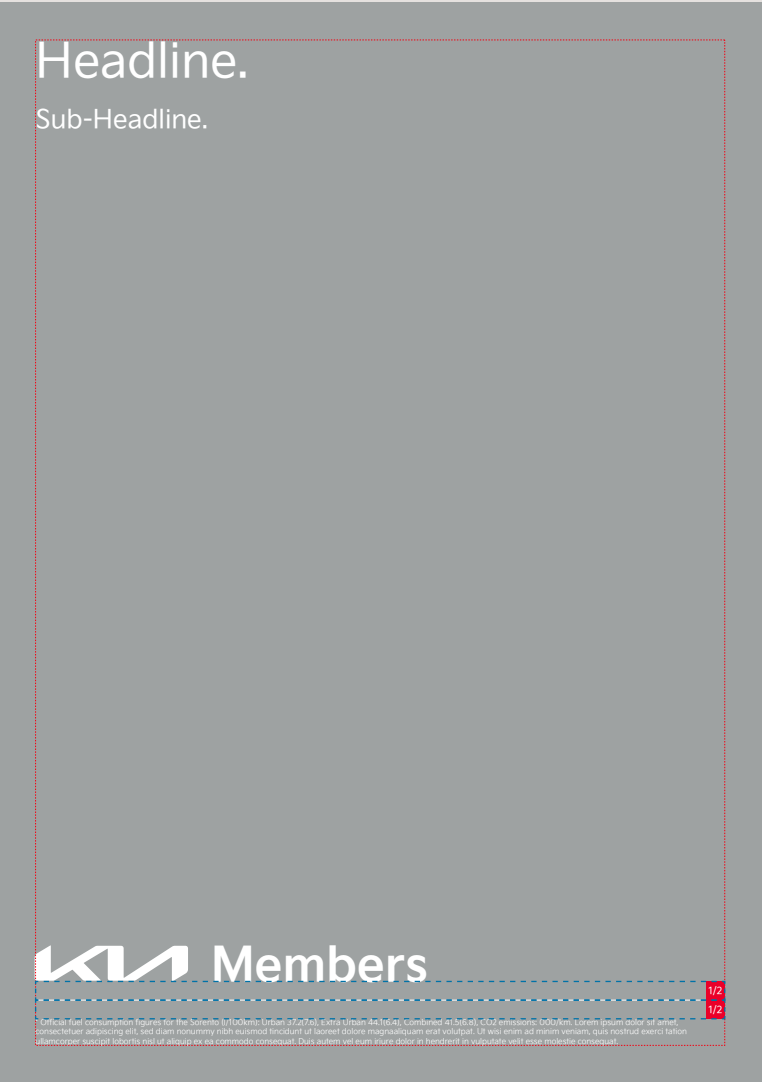
Logo Expansion Placement

Without Kia logo

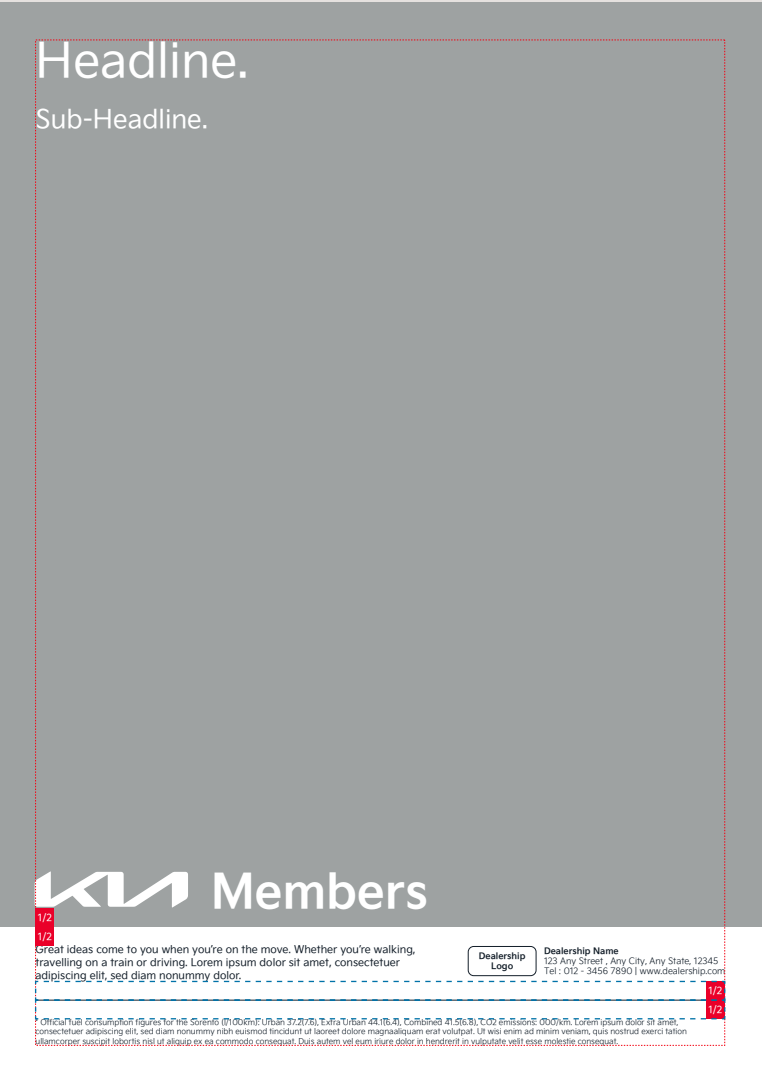
Please adhere to the following regulations when emphasizing the logo expansion.

- When emphasizing the logo expansion, the use of the graphic motif is restricted.
- Do not place the logo expansion within the body copy.
- Avoid placing the logo expansion in the middle of the text.

Without white box



With white box



Do & Don't

Kia Members are allowed to join this event.



Kia Members are allowed to join this event.



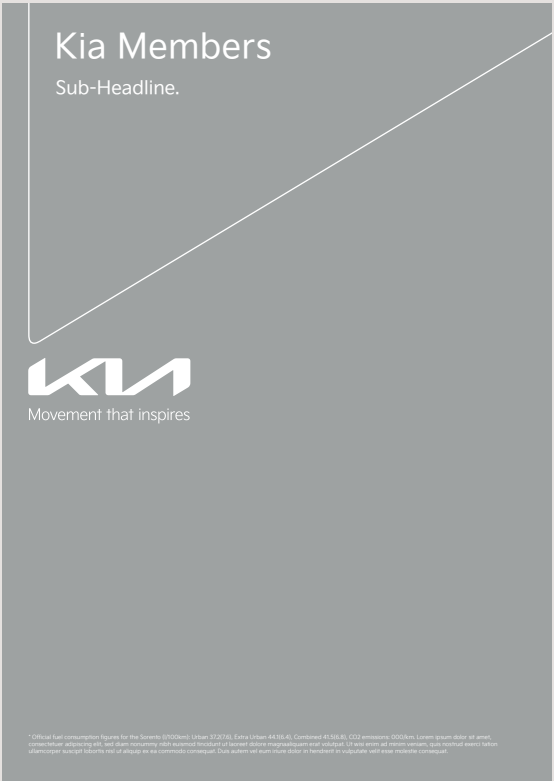
Logo Expansion Placement

With Kia logo / Option A

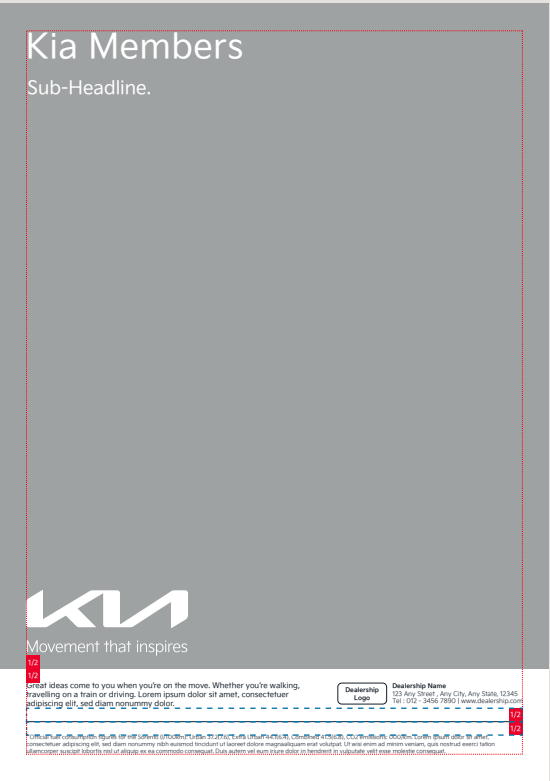
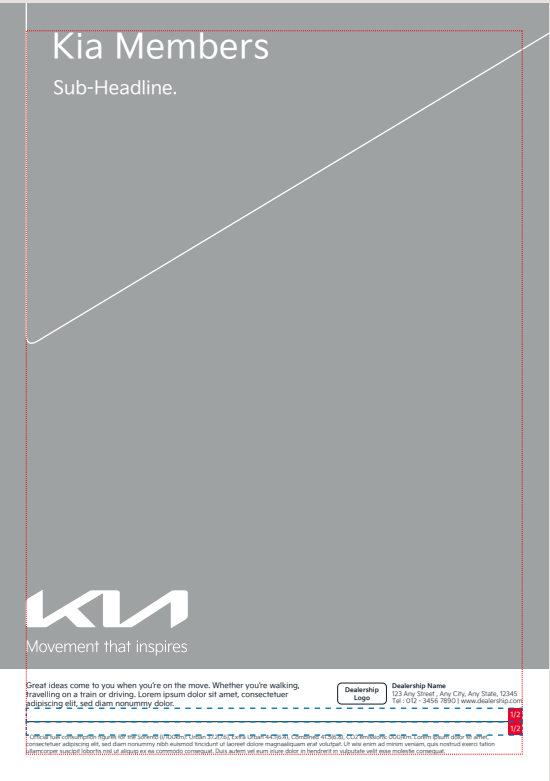
When the Kia logo is used in communication materials, the logo expansion should be written using Kia Signature typeface, instead of using the logo expansion to avoid repetition of Kia logo.

The logo expansion specified in text can be displayed as a headline as shown on the right.

Without white box



With white box



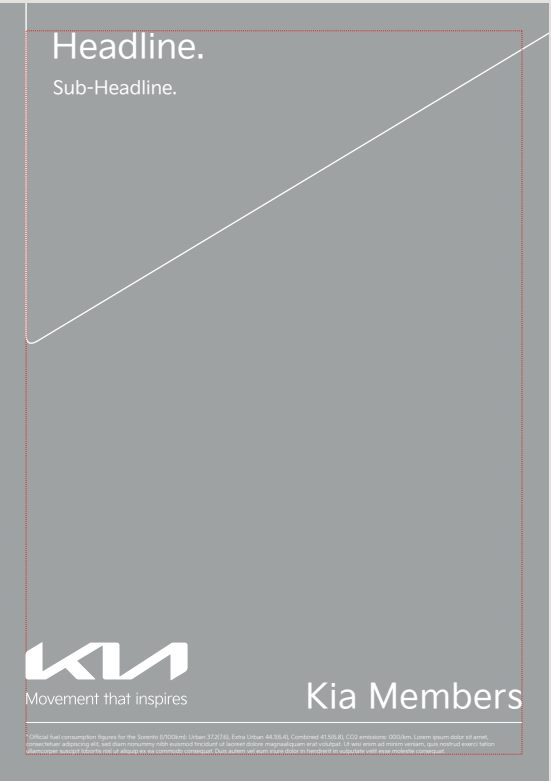
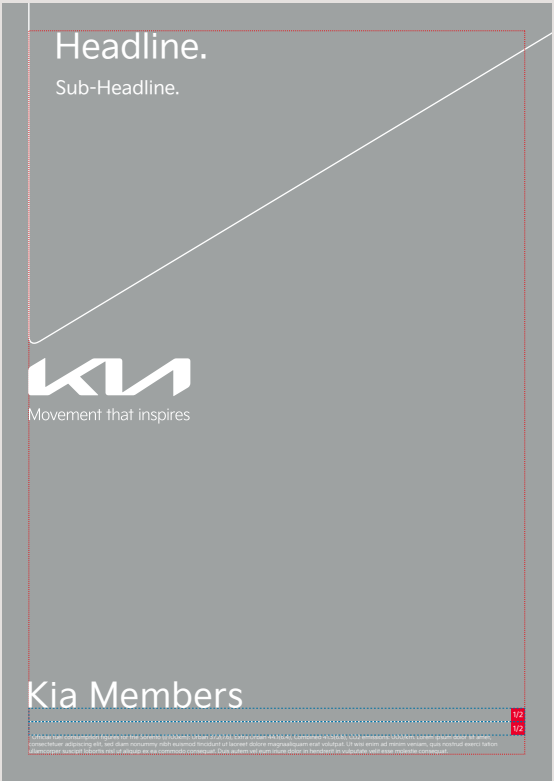
Logo Expansion Placement

With Kia logo / Option B

When the Kia logo is used in comm. materials, the logo expansion should be written using Kia Signature typeface, instead of using the logo expansion to avoid repetition of Kia logo.

The logo expansion specified in text can be displayed at the bottom of the layout as shown on the right.

Without white box



With white box



Logo expansion maximum size :



or



Logo expansion minimum size :



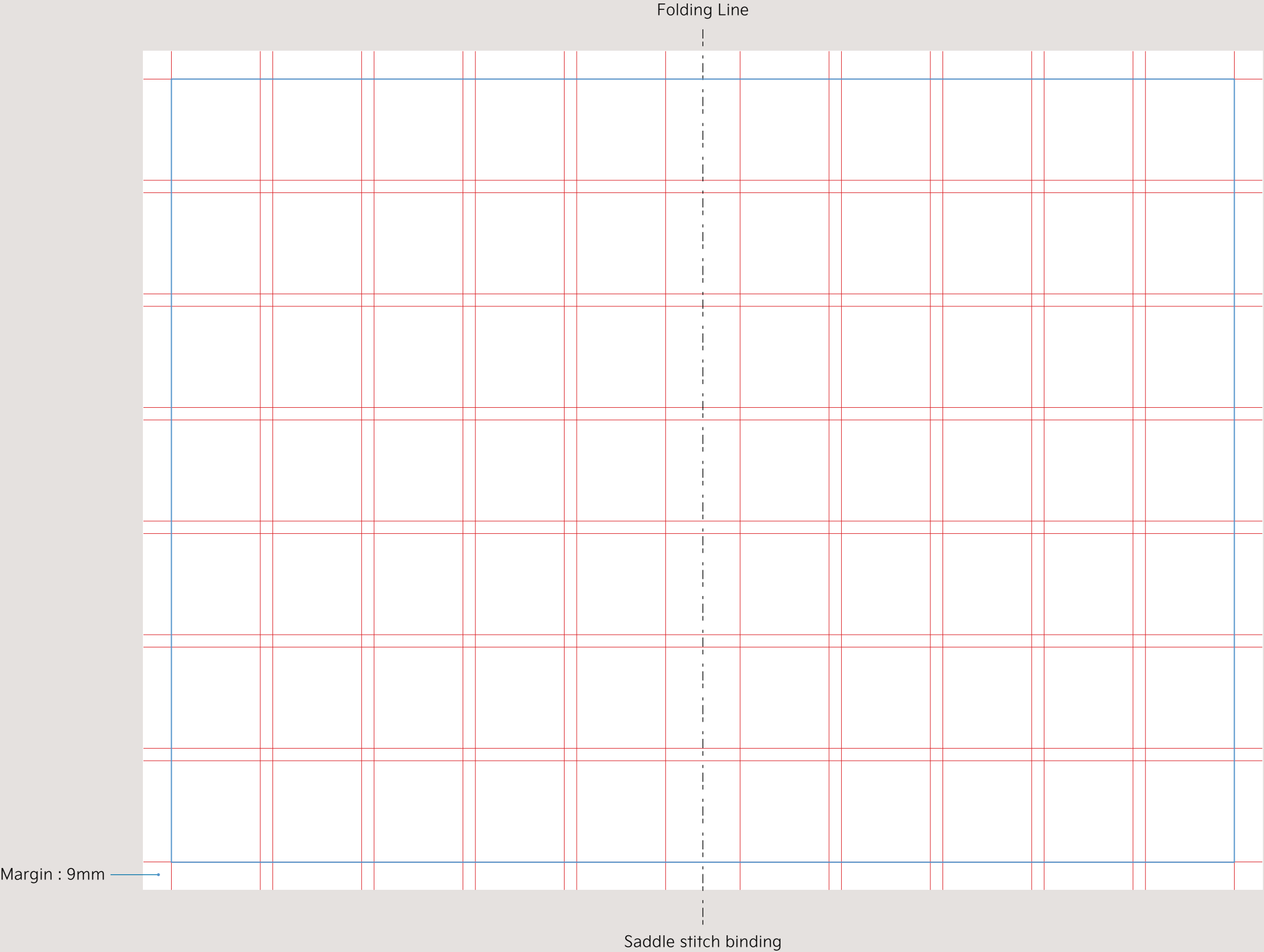
9.2 Sales Brochure

Overview

Kia’s sales brochure makes use of the following grid system to maintain a consistent brand image. It is important to put attentive care into the production and management of the sales brochure as it is frequently exposed to our brand target.

The brochure is designed with a ratio close to 9:16, in order to effectively display content within vertical media, such as mobile devices.

Format
Page Size : 180 x 270 mm
Spread Size : 360 x 270 mm



Overview

The typeface size should be adjusted accordingly, depending on the content and the placement of images.

Typeface

Head : Kia Signature / 18 - 24pt

Body : Kia Signature / 7 - 9pt

Caption : Kia Signature / 5.5 - 7pt

The bold new look of practicality.

→ Headcopy

The aesthetic details of the new Sorento are firmly grounded in functionality. You can see it in the aerodynamic wheel spokes, the position-establishing geometric LED lamps, and the air intakes that cool brake and engine components. From any side, these practical improvements result in strikingly bold design.

→ Bodycopy



Caption → LED projection headlights



20-inch alloy wheels

LED rear combination lamps



Front Page

A product image should always be used as the main image for the cover page, while ensured not to overlap with the graphic motif. The Kia Signature Regular typeface should be used for the product name and be displayed as shown.

Typeface : Kia Signature Regular / 45pt

Type A



Type B



Inside Spreads 1

Kia’s products and features can be shown more effectively by using images and information in various layouts. The white space can be utilized accordingly for inside spreads, as shown in the examples.

The bold new look of practicality.

The aesthetic details of the new Sorento are firmly grounded in functionality. You can see it in the aerodynamic wheel spokes, the position-establishing geometric LED lamps, and the air intakes that cool brake and engine components. From any side, these practical improvements result in strikingly bold design.



LED projection headlights



20-inch alloy wheels



LED rear combination lamps



The bold new look of practicality.

The aesthetic details of the new Sorento are firmly grounded in functionality. You can see it in the aerodynamic wheel spokes, the position-establishing geometric LED lamps, and the air intakes that cool brake and engine components. From any side, these practical improvements result in strikingly bold design.



Drive Mode Select (DMS)
The new automatic transmission offers a choice of drive modes that allow you to customize the powertrain's responses to driver inputs, enhancing your fuel economy or acceleration. The Sorento combustion diesel model offers four drive modes: Eco, Comfort, Sport and Smart, while the Sorento HEV offers Eco, Sport and Smart modes. The Drive Mode Select system also adapts the weight of the rack-mounted power steering system, for more relaxed or more immediate, engaging steering responses.



Terrain Mode Select (TMS)
The Terrain Mode Select system puts excitement at your fingertips, offering a smooth transition between Drive modes (Eco, Comfort, Sport, Smart) and Terrain modes (Snow, Mud, Sand). Choose Snow mode and it limits wheel slip on icy or snowy roads to ensure stability, while Mud mode allows for more aggressive torque application while limiting transmission upshift, helping wheels to spin to maintain momentum in mud. Sand mode prevents wheels from digging into sand by distributing optimal levels of torque to each wheel.



Paddle shifters
Retired, chrome-finished paddle shifters coordinate with the rest of the cabin's design, and allow you to change gears swiftly without taking your hands off the steering wheel. They also boost driving dynamics, making it effortless to increase torque faster, while staying in control.



Rotary gear shift dial
Located centrally and within easy reach, the rotary dial operates using shift-by-wire technology, enabling effortless gear shifting. Just as importantly from a safety perspective, it will automatically shift to the parking gear P if the driver forgets to do so.



The bold new look of practicality.

The aesthetic details of the new Sorento are firmly grounded in functionality. You can see it in the aerodynamic wheel spokes, the position-establishing geometric LED lamps, and the air intakes that cool brake and engine components. From any side, these practical improvements result in strikingly bold design.



Seamless delivery of the information you need.

Being a driver is not what it used to be. Modern technology means that there is now an infinite supply of information out there, so prioritization is everything. The Sorento surrounds you with a simple presentation of only crucial data, while keeping distractions to an absolute minimum. Its simplicity will grow on you from the very start.





10.25-inch touchscreen
The pinchable, zoomable, high-resolution display presents data for navigation and audio, as well as the rear view monitor and parking guidance. The customizable screen can be split into two views at once, and voice controls are now integrated.



12.3-inch TFT LCD supervision cluster
The supervision cluster intelligently presents speed, warnings, and navigation cues. The views adapt in real time, showing blind spot video images of the indicated target lane.



Bluetooth multi-connection
Stay connected with your devices. Two paired Bluetooth® phones can be connected at the same time for streaming music. Only one phone can be used for hands-free calls.

Inside Spreads 2

The product images and graphic motif can be actively utilized on inside spreads to highlight Kia’s products effectively.

It is important to ensure that the graphic motif does not overlap with the product as shown in the examples.



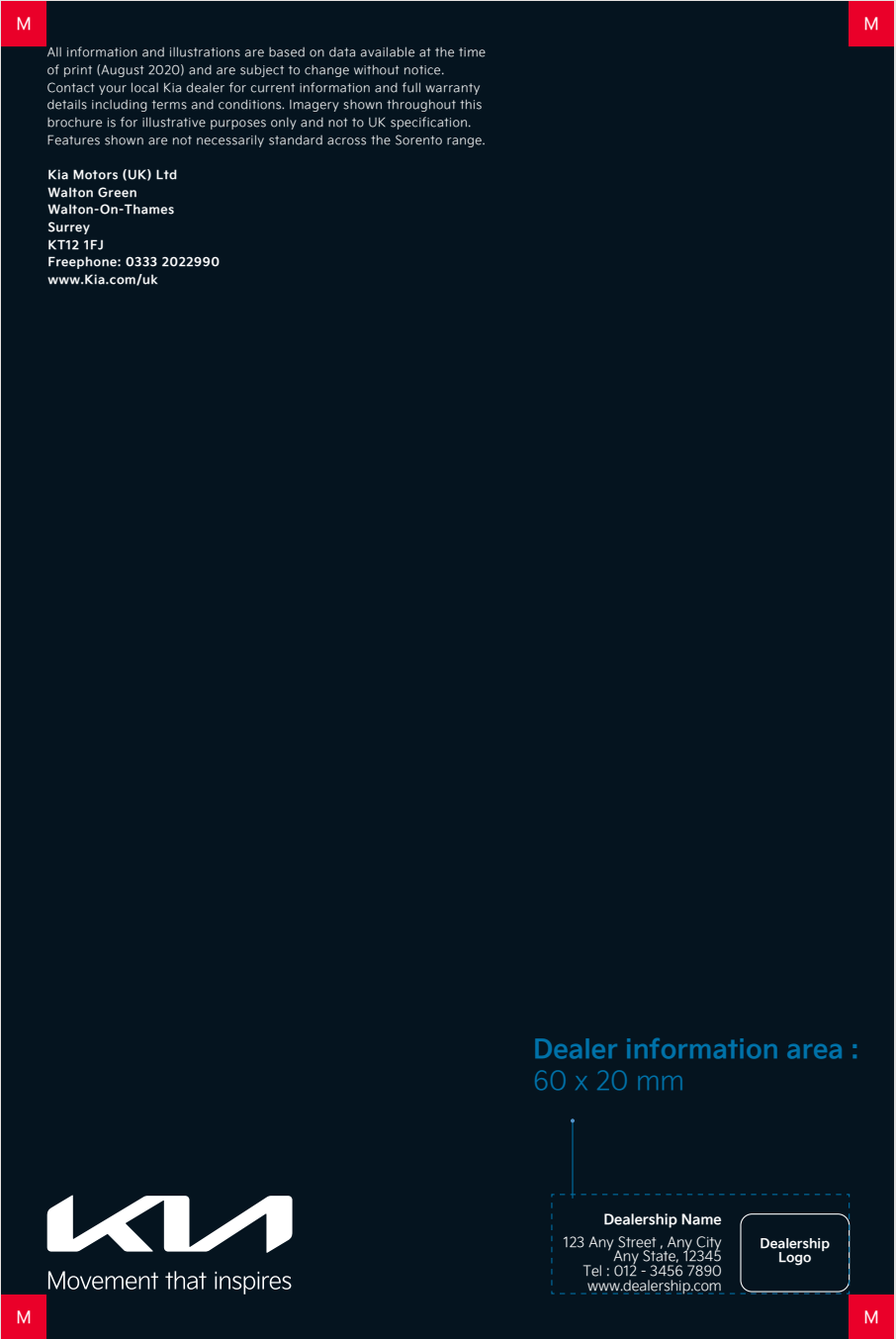
Back Page

A consistent brand image should be delivered throughout the sales brochure. Attentive care in the production and management of the sales brochure is highly required as it is frequently exposed to our people. The look & feel of the back page should match the cover page.

Type A



Type B

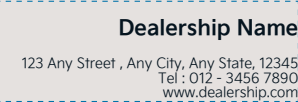


Dealership information placement and size

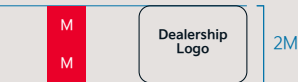
1. With dealership logo



2. Without dealership logo



3. Dealership logo maximum size



* In the dealer information area, the locations of elements such as logos and addresses can be adjusted as necessary.

Image Style Rules

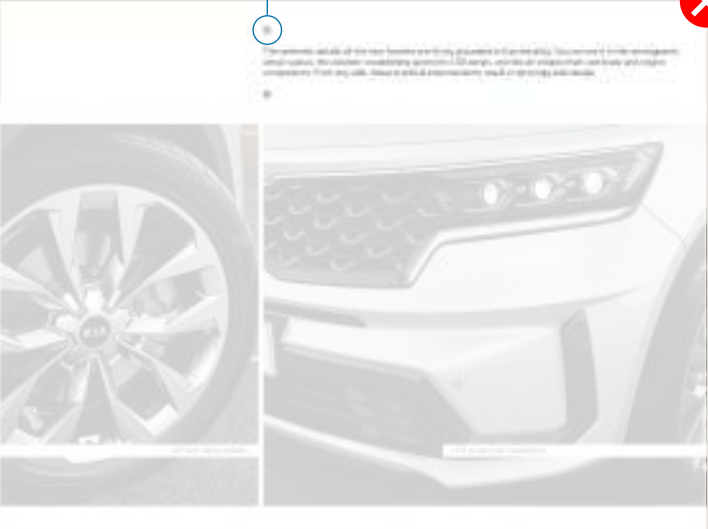
Note that attentive care in the production stage is vital as the improper use of images and information can damage our brand's equity.

Underline on text



Do not underline text.

Non-functional decorative elements



Do not apply decorative elements.



Do not overlap images.



Do not place icons or text on a complicated background.



Do not use images to represent colors; use solid colors.

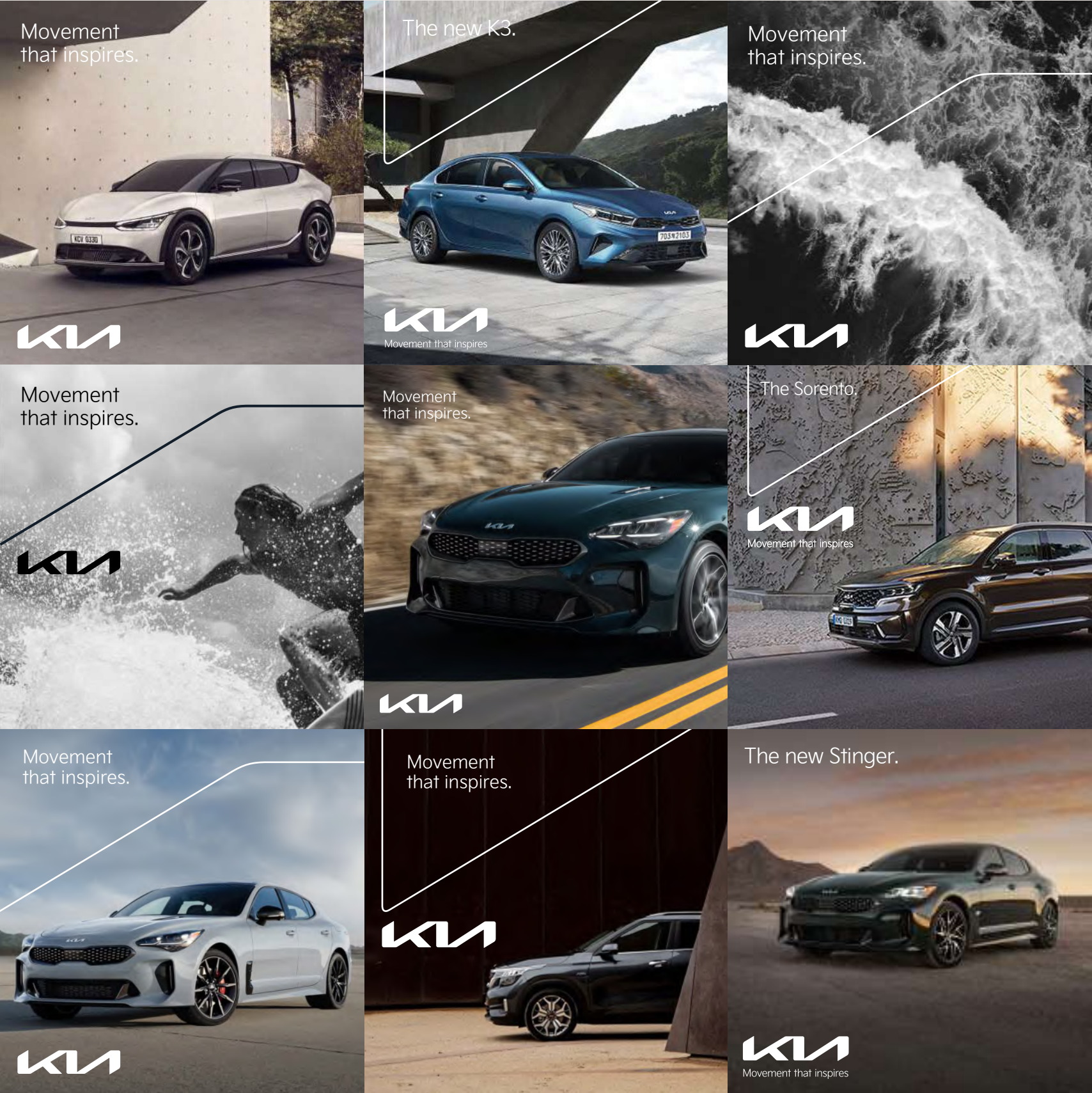


Do not show the wheel with tire; show the wheel itself.

9.5 Gallery



Digital / Social media
Instagram



Movement
that inspires.



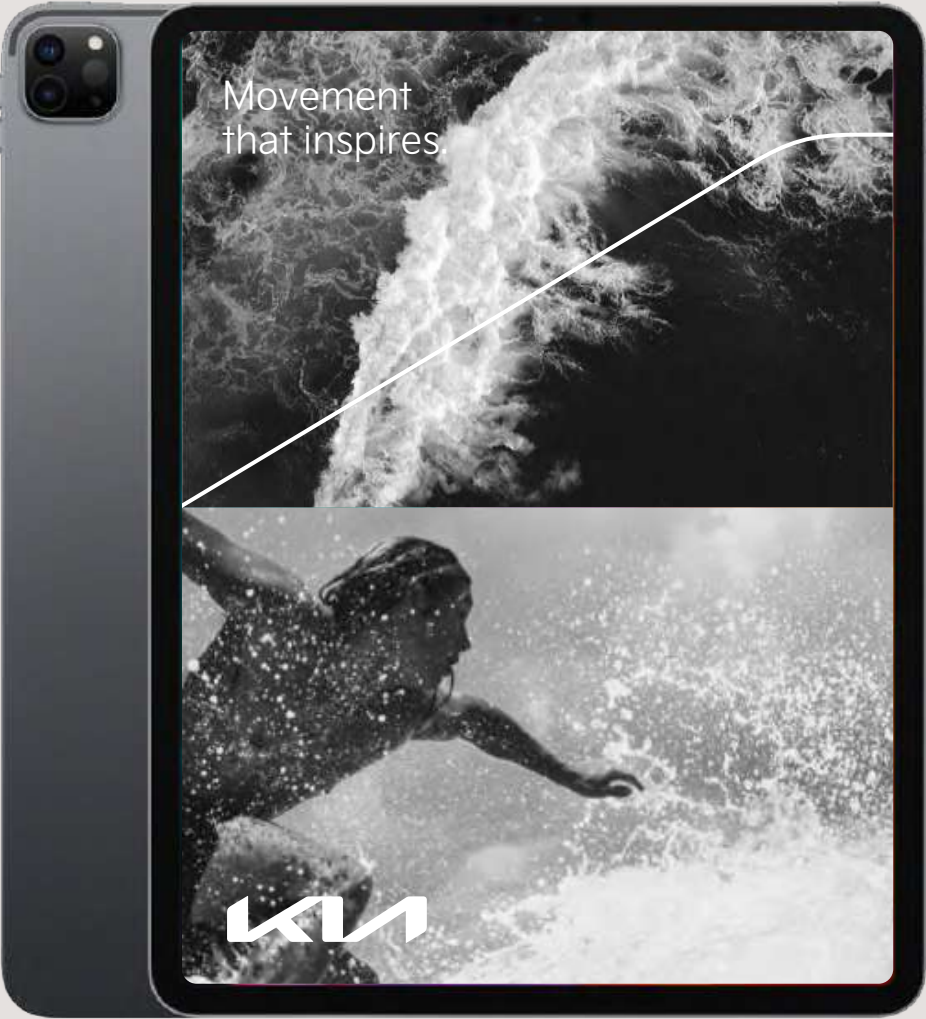
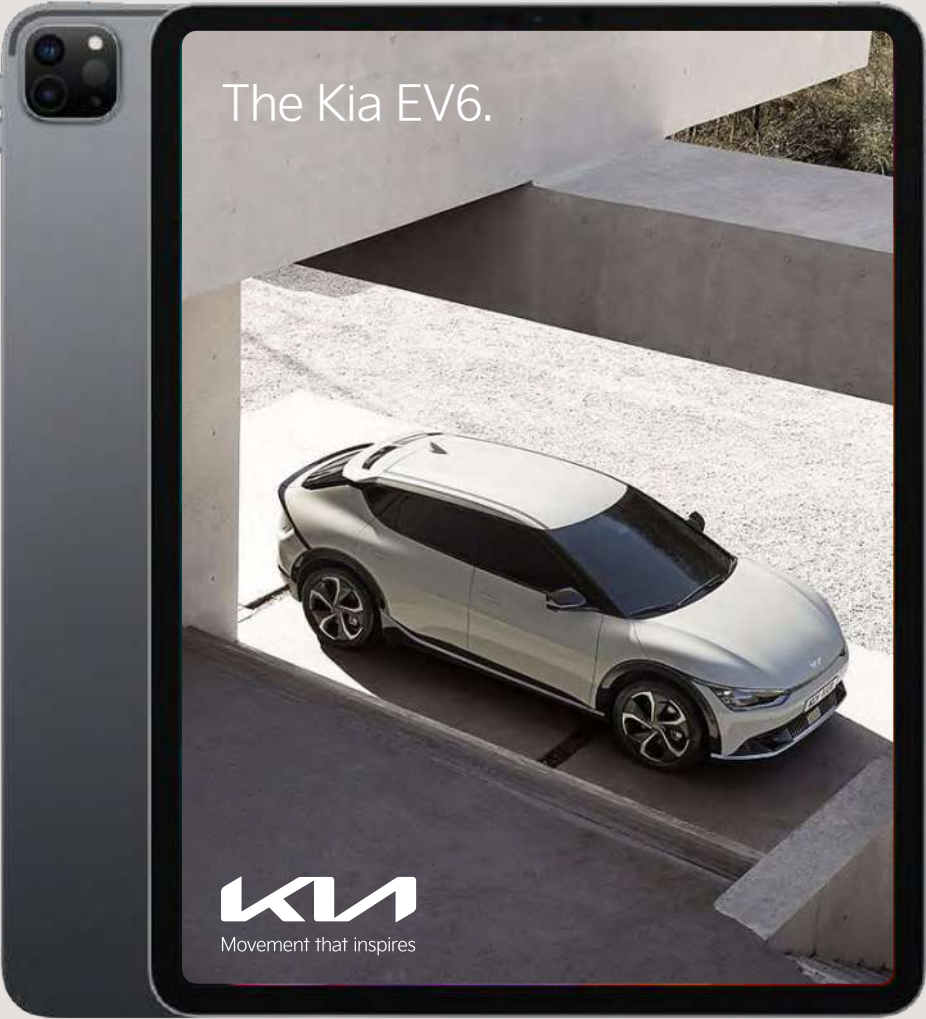
Digital / Social media

Instagram



Digital / Online Banner





OOH

The Sorento.

For every face of your life.



Movement that inspires



10. Motion Style

10.1 Motion Basic

10.2 Intro

10.3 End Frames

10.4 Co-branding

10.5 Graphic motif Motion

10.6 Transition

10.7 Typography in motion

10.8 Supers

10.9 Interview

10.1 Motion Basic

Overview

Motion style expresses our brand identity in motion. The motion style guide shows how to consistently express our tone of voice within video content. And it enables us to communicate in a more consistent manner. Through our simple layout and motion, we deliver a clear and consistent message.

Optimistic

Our flexible movement symbolizes openness.
This movement embodies of our optimistic nature and willingness to try new things.

Purposeful

The rising lines represent Kia’s movement into the future.
It is an expression of core values which constantly drives us forward to reach our goals.

Bold

Bold movements are an expression of our confidence.
The divergence and convergence of movement illustrate unwavering passion.

Motion Elements

Motion elements enable us to keep all of our video content in a consistent and coherent manner.

Motion Elements

1 Intro



2 End Frames



3 Co-branding



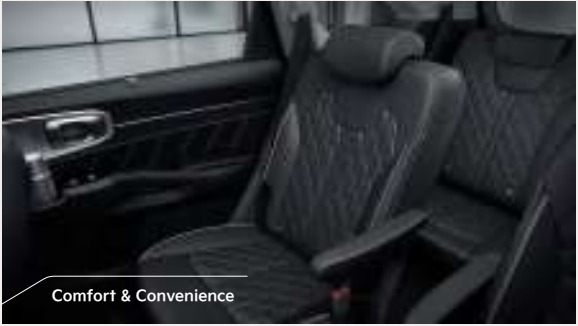
4 Motif Motion



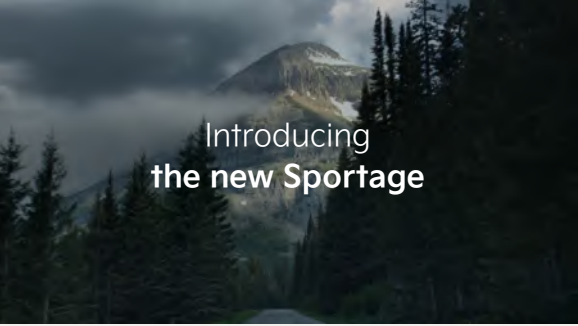
5 Transition



6 Typography in Motion



7 Supers



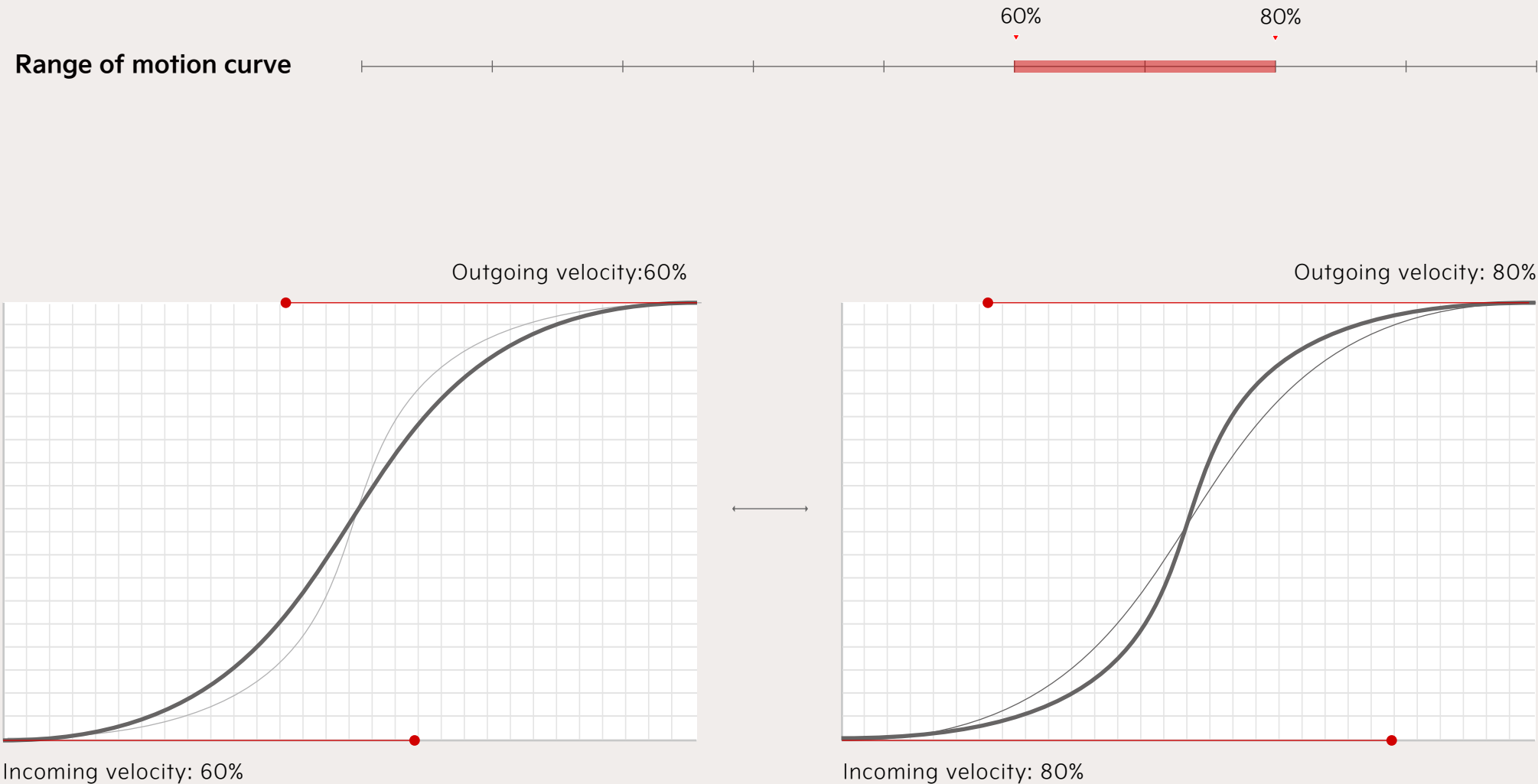
Motion Curve

Our motion curve ensures the movement to use when applying motion to moving elements in order to ensure consistency. These guidelines provide a consistent speed to the movement of all Kia’s graphic motif, thereby minimizing any inconsistencies that may occur.

When easing is given to animation, apply easing speeds within 60~80%. We recommend applying the same figures to incoming and outgoing velocity.

- Range of application:
Position, Scale, Start-End key, Opacity
- Motion curves can be applied to UI motion of websites and applications of Kia.

Range of motion curve



Background & Logo

We recommend the use of white as the default logo color. Please follow the examples provided to ensure that the background does not interfere with the visibility of our logo.



Background & Logo

We recommend using Kia Midnight Black and Kia Polar White for solid color backgrounds.

When applying Kia Midnight Black color to the background, we recommend using Kia Polar White for the logo. If Kia Polar White is applied as the background color, Kia Midnight Black color logo can be used.

Background color

Kia Midnight Black R:5 G:20 B:31 HEX:05141F	Kia Polar White R:255 G:255 B:255 HEX:FFFFFF
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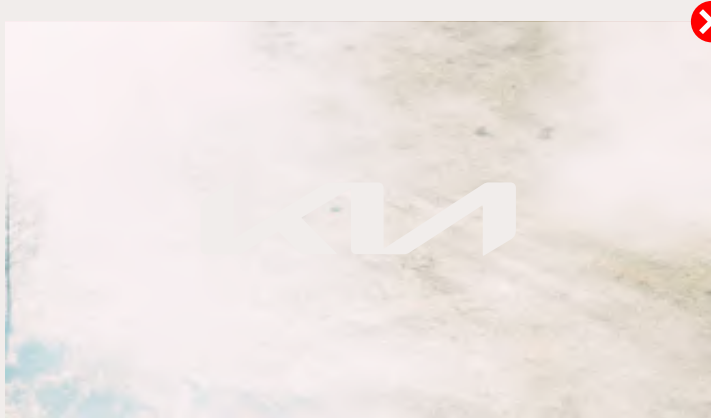
Basic logo

Signature logo

Basic logo Signature logo	Basic logo Signature logo
Logo Color R:255 G:255 B:255 HEX:FFFFFF	Logo Color R:5 G:20 B:31 HEX:05141F

Background & Logo / Do not

We recommend proper usage of background and logo as illustrated. Refrain from any representation which can affect the visibility of the logo and adhere to the visual guidelines provided.



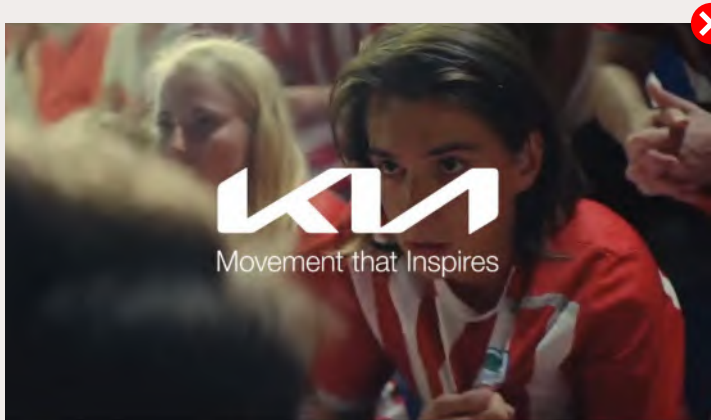
Do not use on footage where the density, highlight is inconsistent.



Do not use footages that has a brightness level that affects the visibility of the logo.
(Refer to Logo Color - With Footages guidelines)



Do not apply texture on the logo.



The logo should not interfere with a human face nor complicated objects.



Do not apply other sizes nor displace the logo out of regulation. (Refer to placement guidelines)



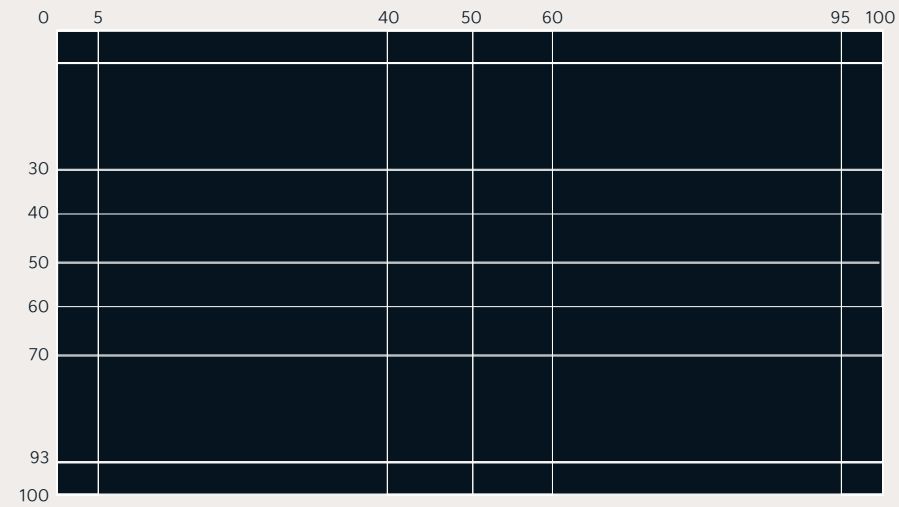
Do not apply on any other solid background colors.

Motion Grid

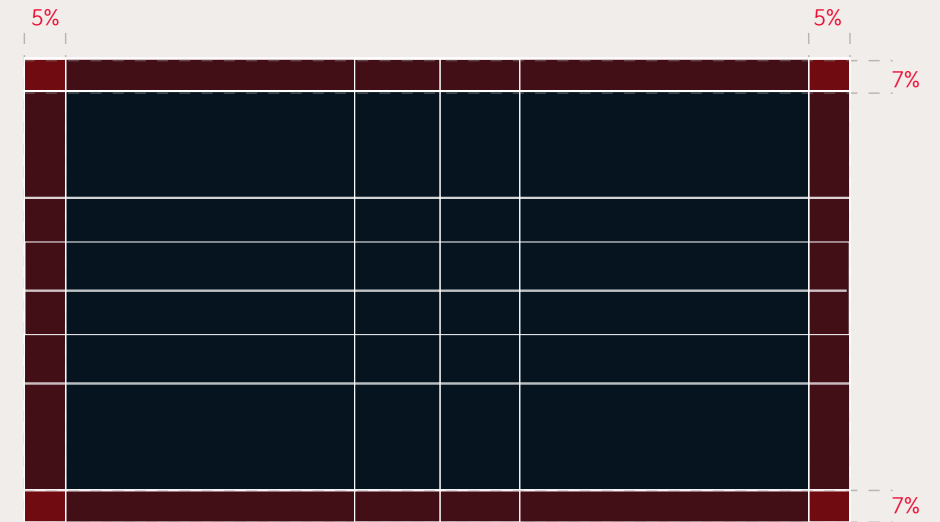
Motion grids enables the proper placement of Supers within each location. The placement and size of the text may be adjusted according to the resolution of the video and the length of the text.

- It is recommended that 5% of the margins on each sides be a clearspace, no text should be inserted within this area.

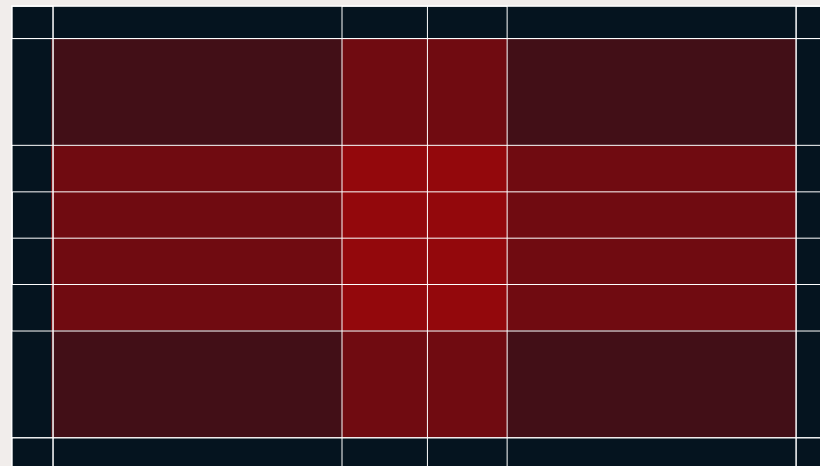
Motion grid



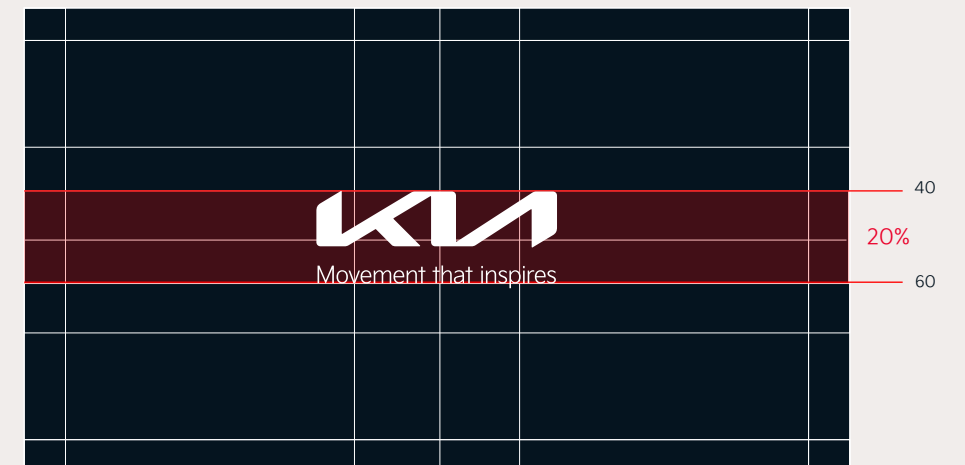
Clear space



Supers



Intro & End frames



Logo Placement

Our logo should be placed in appropriate size that does not compromise the visibility of the logo in all of the video contents.

Set the size of the logo based on the appropriate ratio given in the following guidelines.

1 Horizontal



2 Squared



3 Vertical



4 Wide



Ratio Type

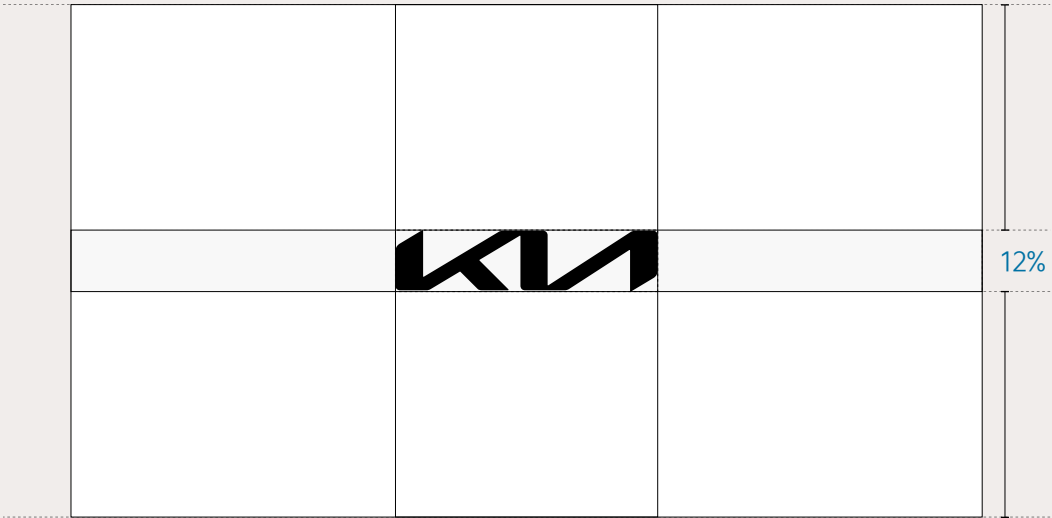
- 1 Horizontal
- 2 Squared
- 3 Vertical
- 4 Wide

Logo Placement / Horizontal

It is recommended that you follow the guidelines when inserting a logo into a video in the aspect ratio format with a horizontal value greater than the vertical value.

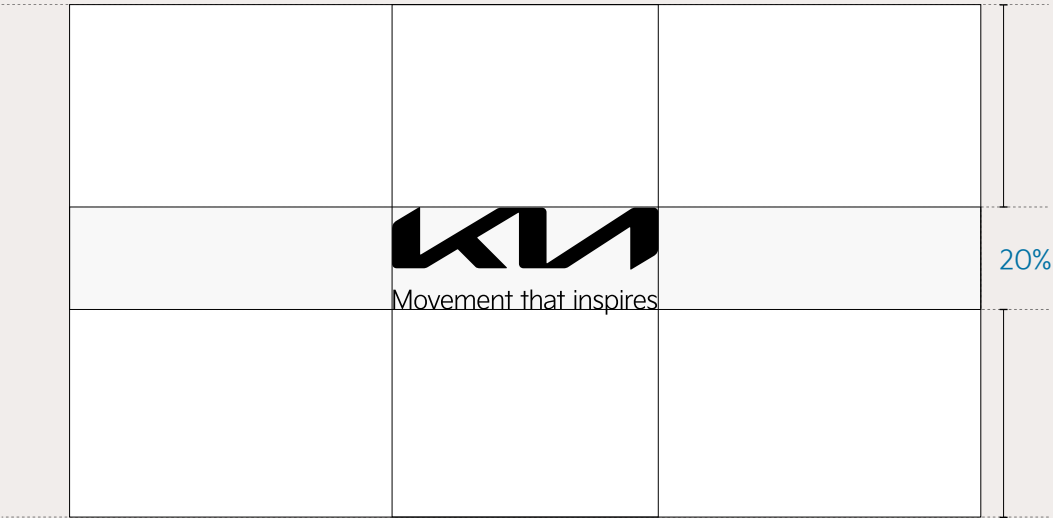
The size of the logo may be adjusted depending on the resolution and ratio of the video.

Basic logo

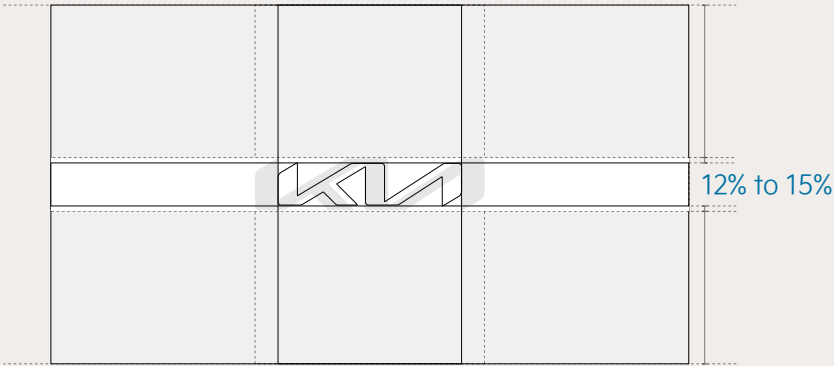


The standard size of the logo is recommended as 12% of the vertical.

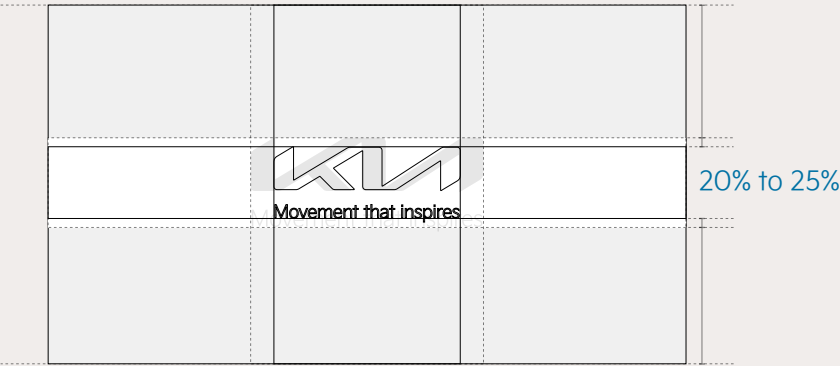
Signature logo



The standard size of the logo is recommended as 20% of the vertical.



The standard size is recommended to be 12% of the vertical and can be extended up to 15%.



The standard size is recommended to be 20% of the vertical and can be extended up to 25%.

Sample

Ratio: 16 : 9

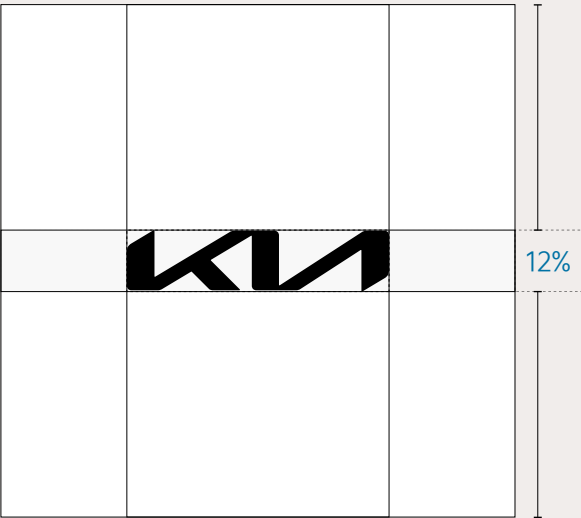
Resolution: 1920*1080px

Logo Placement / Squared

It is recommended to follow the instructions when inserting a logo into a square ratio video, using the same horizontal and vertical values.

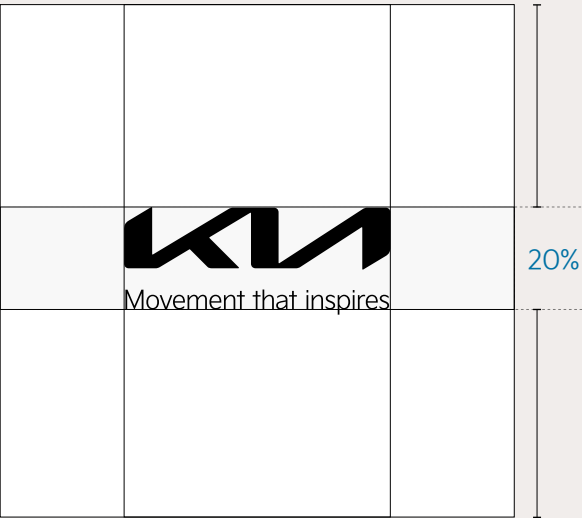
The size of the logo may be adjusted depending on the resolution and ratio of the video.

Basic logo

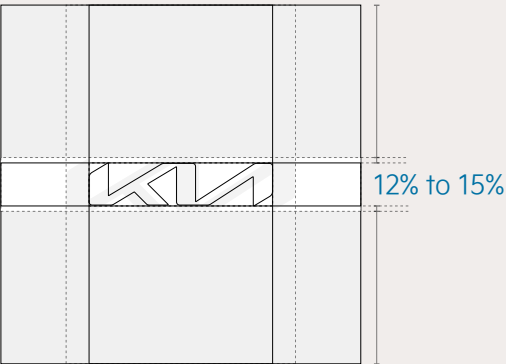


The standard size of the logo is recommended as 12% of the vertical.

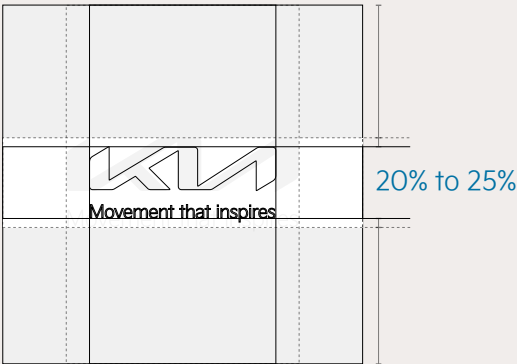
Signature logo



The standard size of the logo is recommended as 20% of the vertical.



The standard size is recommended to be 12% of the vertical and can be extended up to 15%.



The standard size is recommended to be 20% of the vertical and can be extended up to 25%.

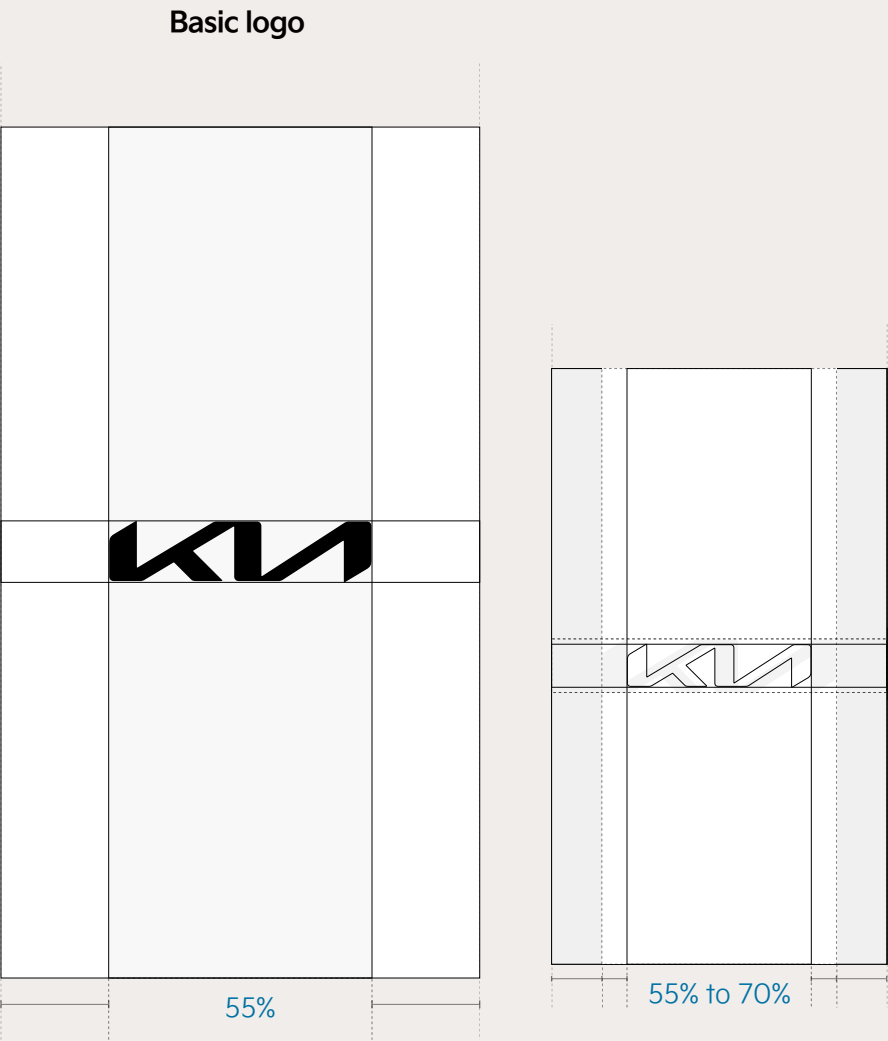
Sample

Ratio: 1 : 1
Resolution: 1080*1080px

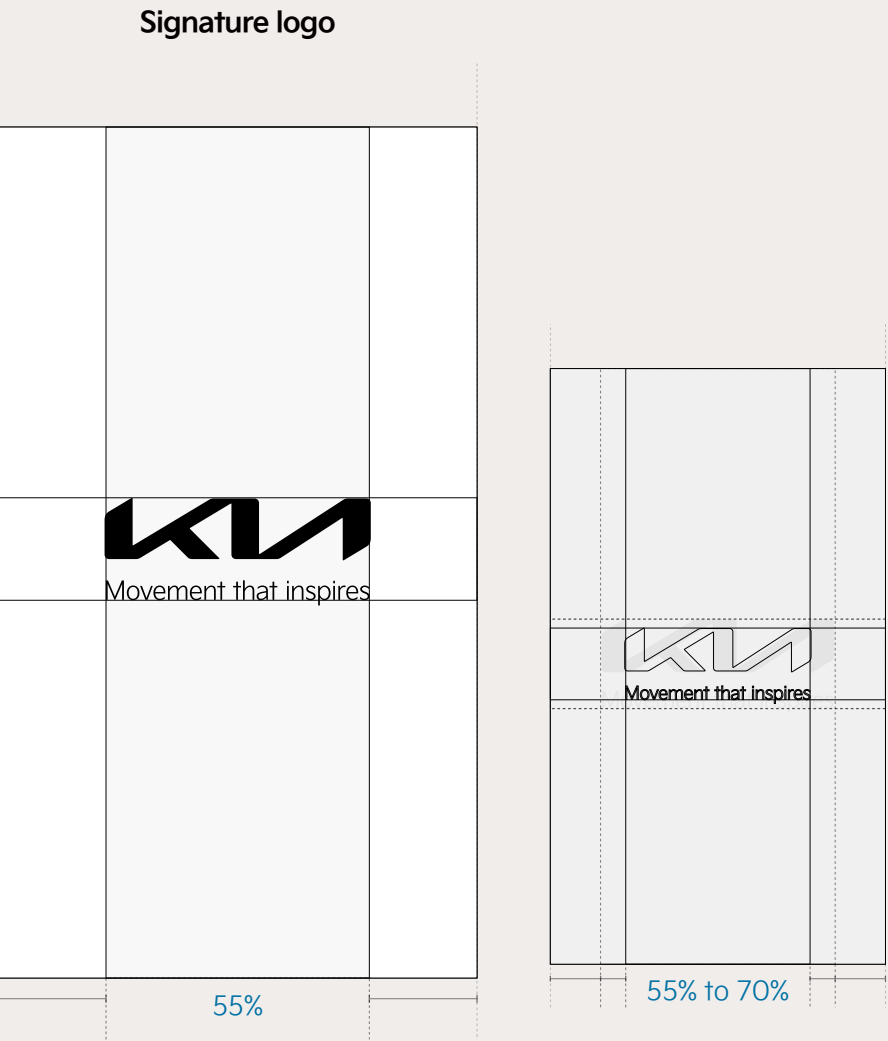
Logo Placement / Vertical

It is recommended that you follow the guidelines when inserting a logo into a video in the aspect ratio format with a vertical value greater than the horizontal value.

The size of the logo may be adjusted depending on the resolution and ratio of the video.



The standard size of the logo is recommended by 55% of the horizontal and can be extended up to 70%.



The standard size of the logo is recommended by 55% of the horizontal and can be extended up to 70%.

Sample

Ratio: 9 : 16

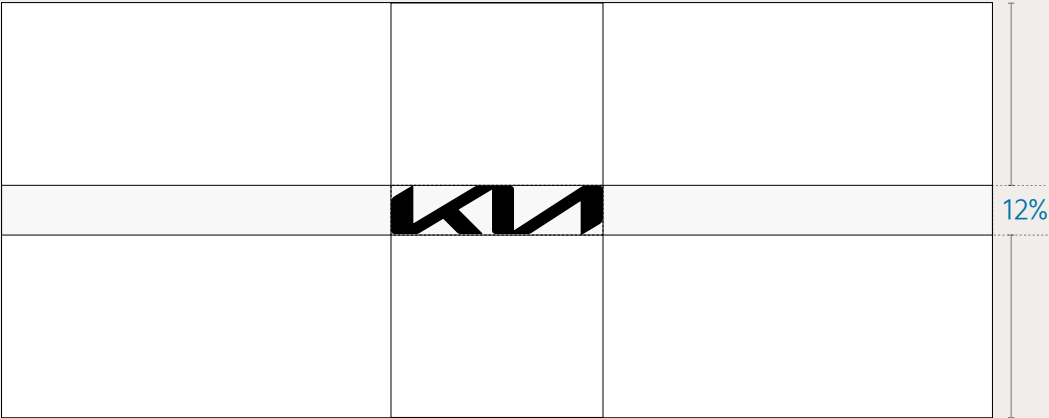
Resolution: 1080*1920px

Logo Placement / Wide

We recommend following the guidelines when inserting a logo into a wide screen, such as a theater or conference hall.

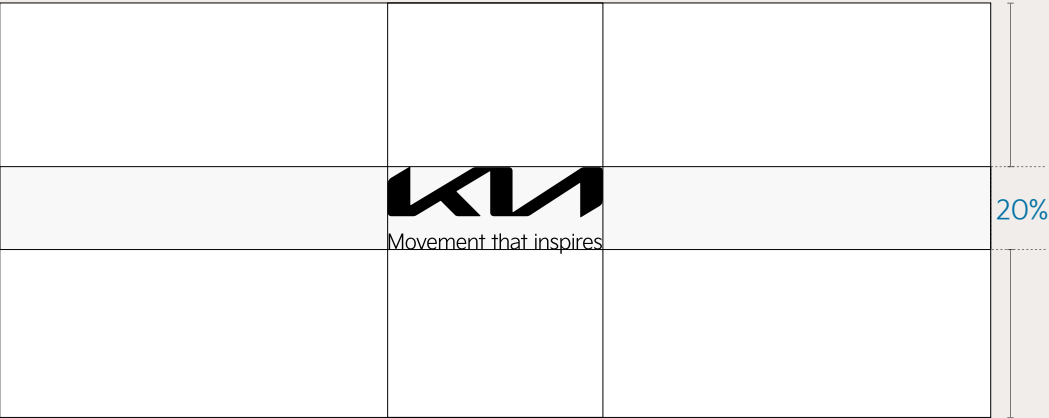
The size of the logo may be adjusted depending on the resolution and ratio of the video.

Basic logo

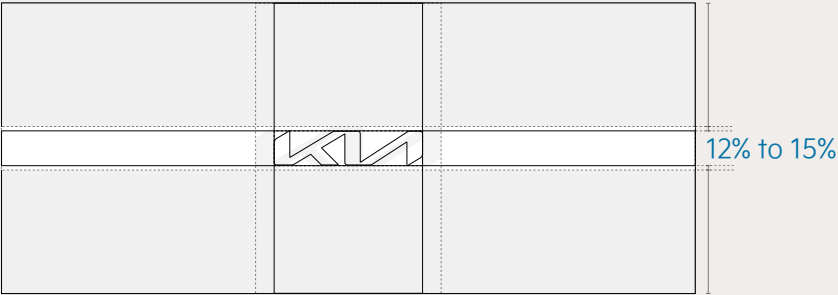


The standard size of the logo is recommended as 12% of the vertical.

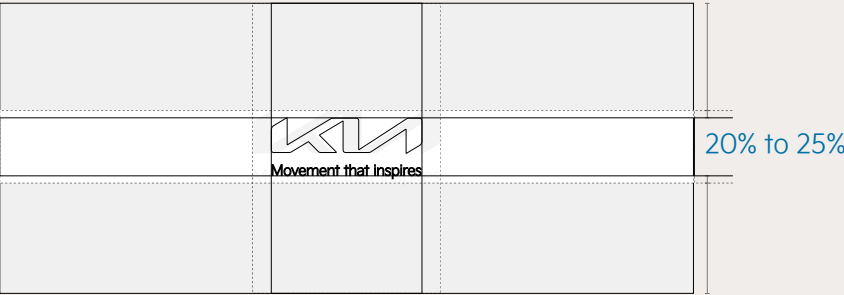
Signature logo



The standard size of the logo is recommended as 20% of the vertical.



The standard size is recommended to be 12% of the vertical and can be extended up to 15%.



The standard size is recommended to be 20% of the vertical and can be extended up to 25%.

Sample

Ratio: 2.35 : 1
Resolution: 4096*1716px

10.2 Intro

Intro

Intro is inserted at the beginning of any type of corporate video, which can serve to enhance the brand's image and influence.

Intro requires the basic logo to be inserted, not the signature logo, and refrain from adding any voice or signature sounds.

- **Corporate video examples:**
Corporate overview videos, staff training and safety videos, promotional films, brand films, investor relations and shareholder videos, market updates, product videos, executive proposal videos, and customer testimonial videos, Internal influencer videos.
- Intro can be omitted if necessary in new car launch campaigns or TV commercial.
- For short video ad less than 10 seconds duration, the 'Basic logo' can be inserted in the upper right corner instead of the intro. In this case, the placement and size of the basic logo are adjusted according to the regulations in the 'Kia digital advertisements style guidelines'. (E.g. YT bumper ads)

Background + Basic logo



Background

We recommend inserting footage into the background of the intro. If it is difficult to apply footage, insert the color solid background.

Primary

With footages



With color soild

Secondary



Kia Midnight Black
R:5 G:20 B:31
HEX:05141F



Kia Polar White
R:255 G:255 B:255
HEX:FFFFFF

Footage Usage

In the background of the intro, you can insert any forms of footages, such as interviews, landscaping, concepts, products, events, seminars, USP, artwork, design, and more.

Select the appropriate footage that enables the logo to be clearly identified.

Background footages

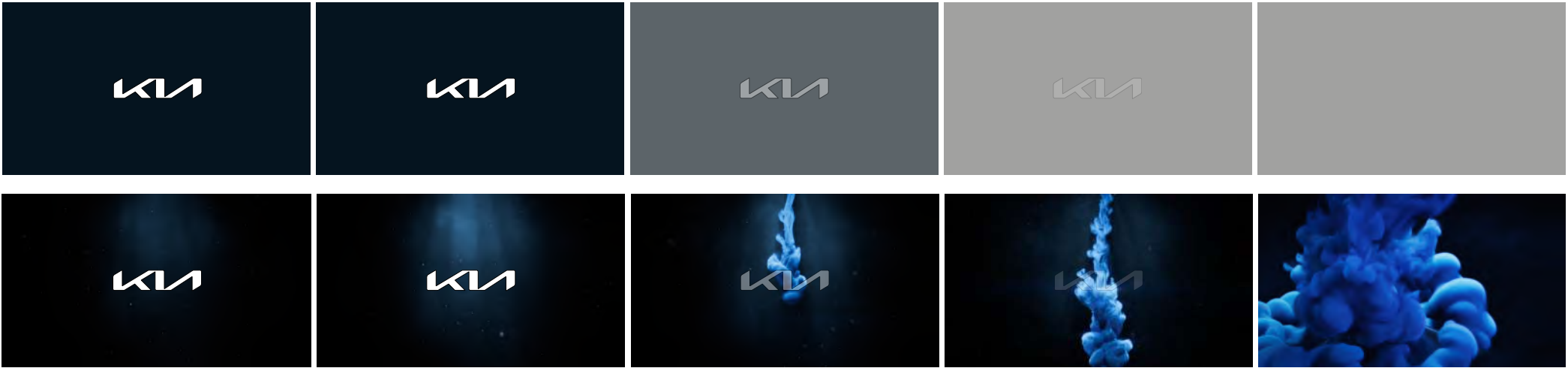
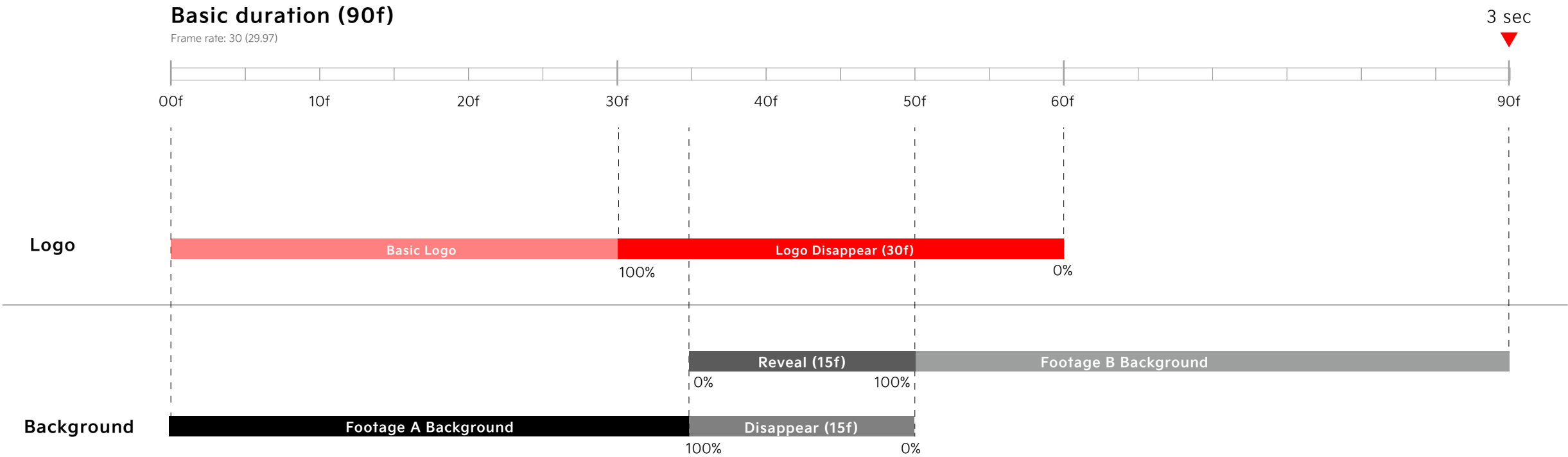
- Scenes where the background is simple which maximizes logo visibility.
- Scenes which deliver a sense of openness.
- Scenes which focus on a close-up of the key object.



Timing / With Footages

We recommend a footage switch at 30~60 frame where the logo begins to dissolve out, in order to minimize unnecessary movement and ensure a dynamic mood.

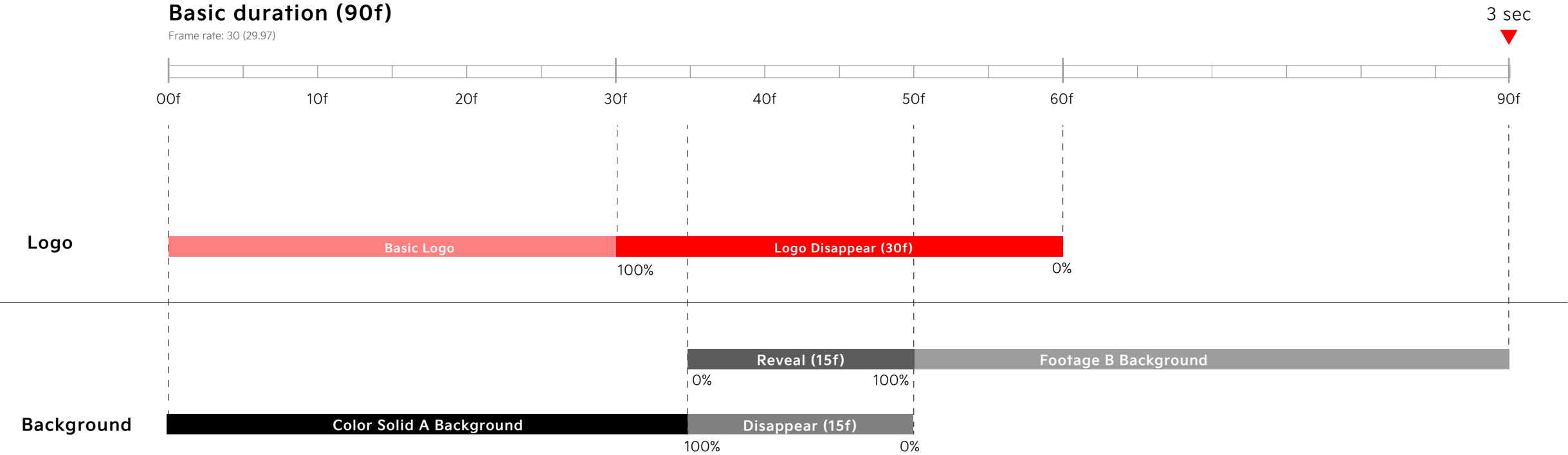
- Basic duration : 3 sec (90f)



Timing / With Color Solid

We recommend a footage switch at 30~60 frame where the logo begins to dissolve out, in order to minimize unnecessary movement and ensure a dynamic mood.

Basic duration : 3 sec (90f)



10.3 End Frames

End Frames

End frames are inserted at the end of all video content of Kia; this is to enhance the brand's image and the influence.

We use the signature logo as a default logo inserted.

Background + Signature logo



Background

We recommend inserting footage into the background of the end frames. If it is difficult to apply footage, insert the color solid background.

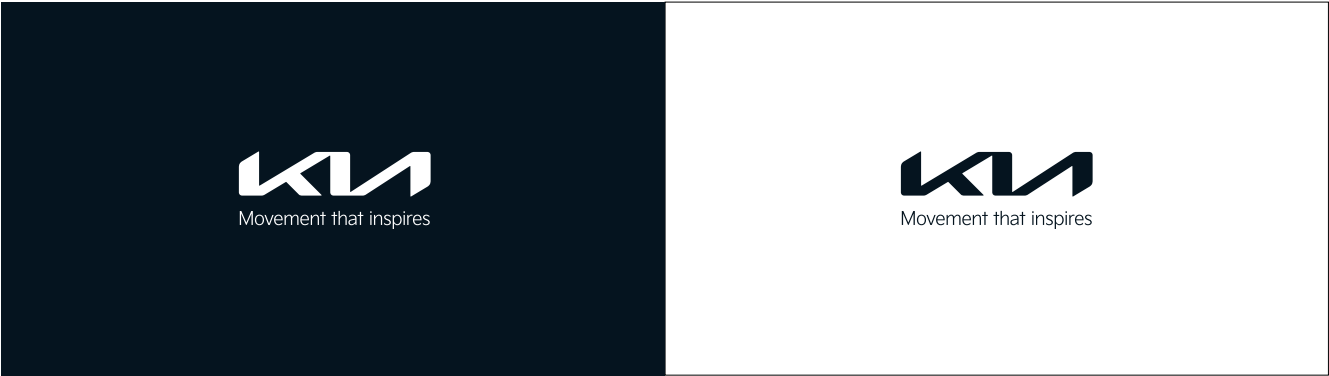
Primary

With footages



Secondary

With color soild



Kia Midnight Black

Kia Polar White

Footage Usage

Background footage of the end frames should capture dynamic movement which represents Kia’s tone of voice.

Please refer to the following examples to select the most appropriate footage based on the flow, tone & manner of the video content.

Background footages

- Scenes which capture the movement of particles such as liquid, fragments and light.
- Scenes with close-up on texture to capture an extreme feel.
- Scenes that portray a sense of dynamism through continuous movement.



Sound

The end frame consists of 2 types:
3 sec and 2.3 sec.

If both are applicable, we recommend using the 3 sec version first. The use of each version is used based on the total duration of the video where the end frame is inserted.

- Video content with a duration of 30 seconds or more: 3 sec ver. required.
- Video content with a duration of less than 30 seconds: 2.3 ver. is applicable.
- For short video ad less than 10 seconds duration, the 'Basic logo' can be inserted in the upper right corner instead of the end frames. In this case, the placement and size of the basic logo are adjusted according to the regulations in the 'Kia digital advertisements style guidelines. (E.g. YT bumper ads)

Full Version
(3 sec)

VO: Kia, Movement that inspires

+

Signature Sound

Short Version
(2.3 sec)

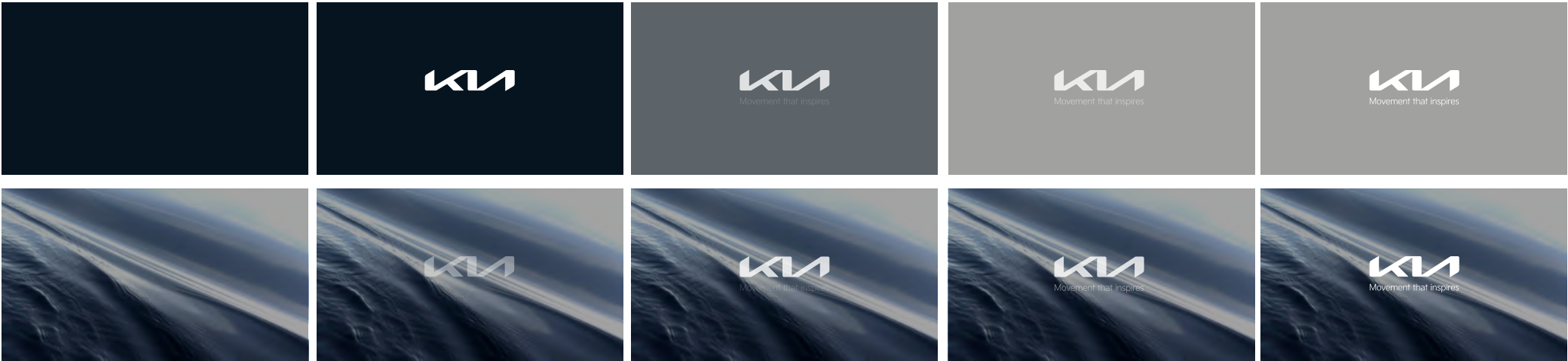
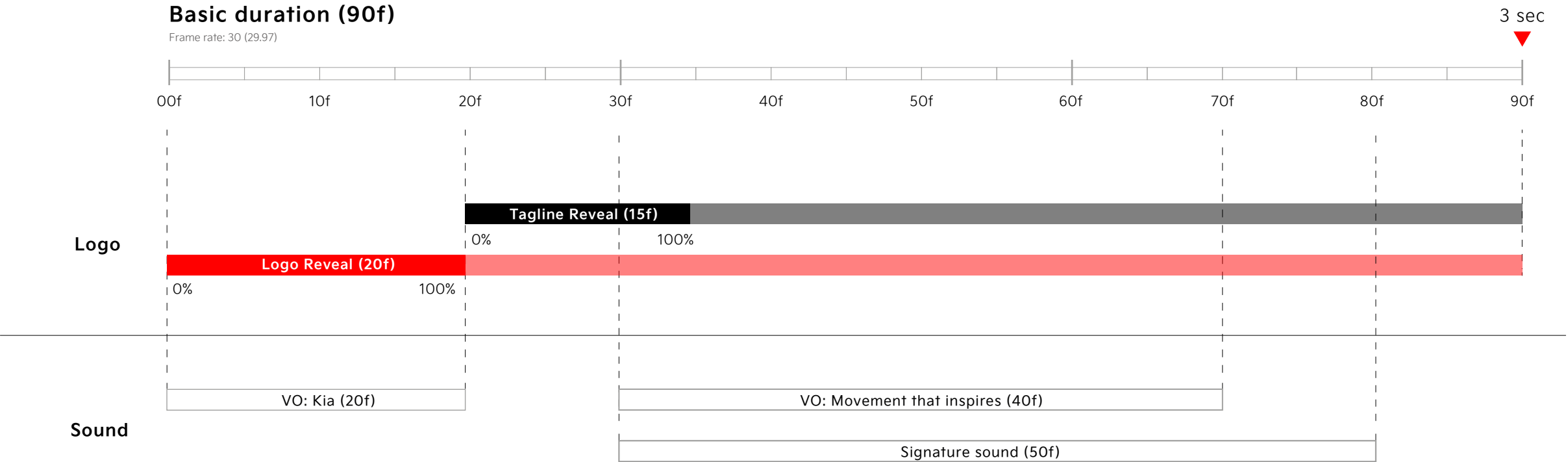
VO: Kia, Movement that inspires

Timing / Primary

It is recommended that the duration of the end frame lasts at least 3 seconds so that the image and logo are clearly recognized.

Logo and tagline must appear with a time difference to ensure that each elements are recognized with the voice.

Basic duration: 3 seconds (90f)

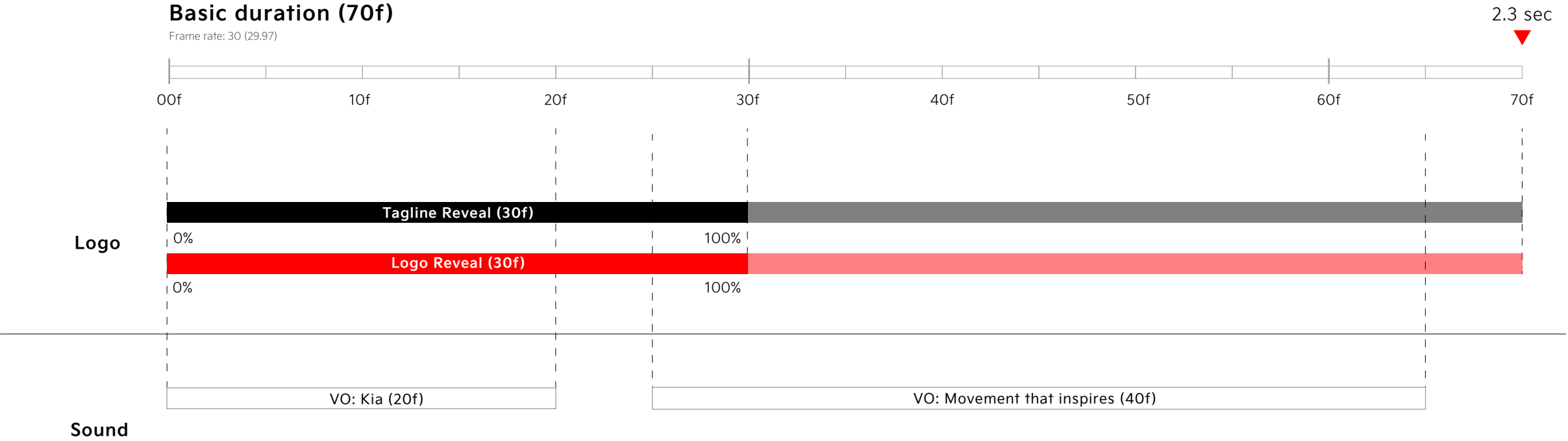


Timing / Secondary

It is recommended that the duration of the end frame last at least 2.3 seconds so that the image and logo are clearly recognized.

The logo and tagline should be revealed at the same time with the voice.

Basic duration: 2.3 seconds (70f)



10.4 Co-branding

Co-branding

The following elements should be inserted in the co-branding video.

In the intro, the combination of partner logo and Kia logo should be shown boldly, and the brand endframe is inserted at the end of the video to maintain brand consistency.

If Kia's own end frames cannot be applied to video because partnership regulations should be considered, the combination of partner logo and Kia logo can be inserted into the intro and the end frames. (Both or either)

Primary

Intro

End Frames



Co-branding

Kia

Secondary



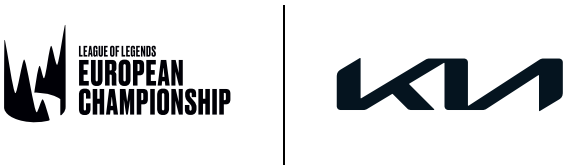
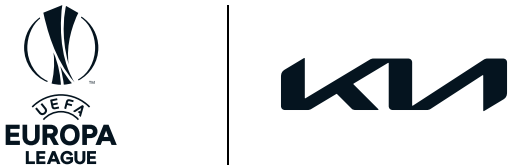
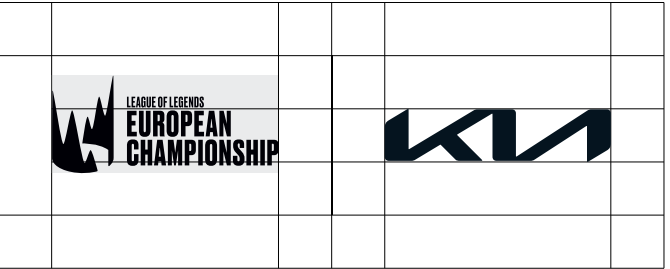
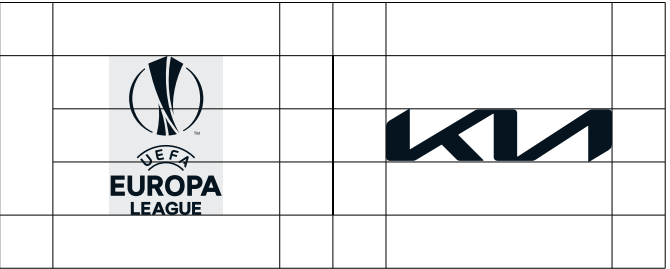
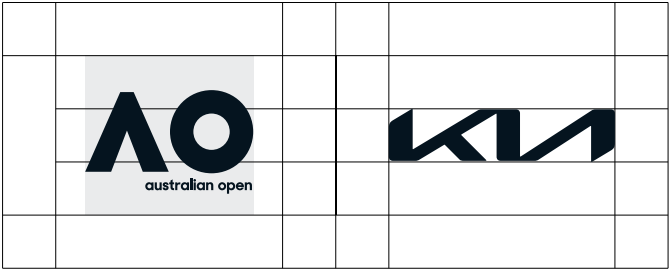
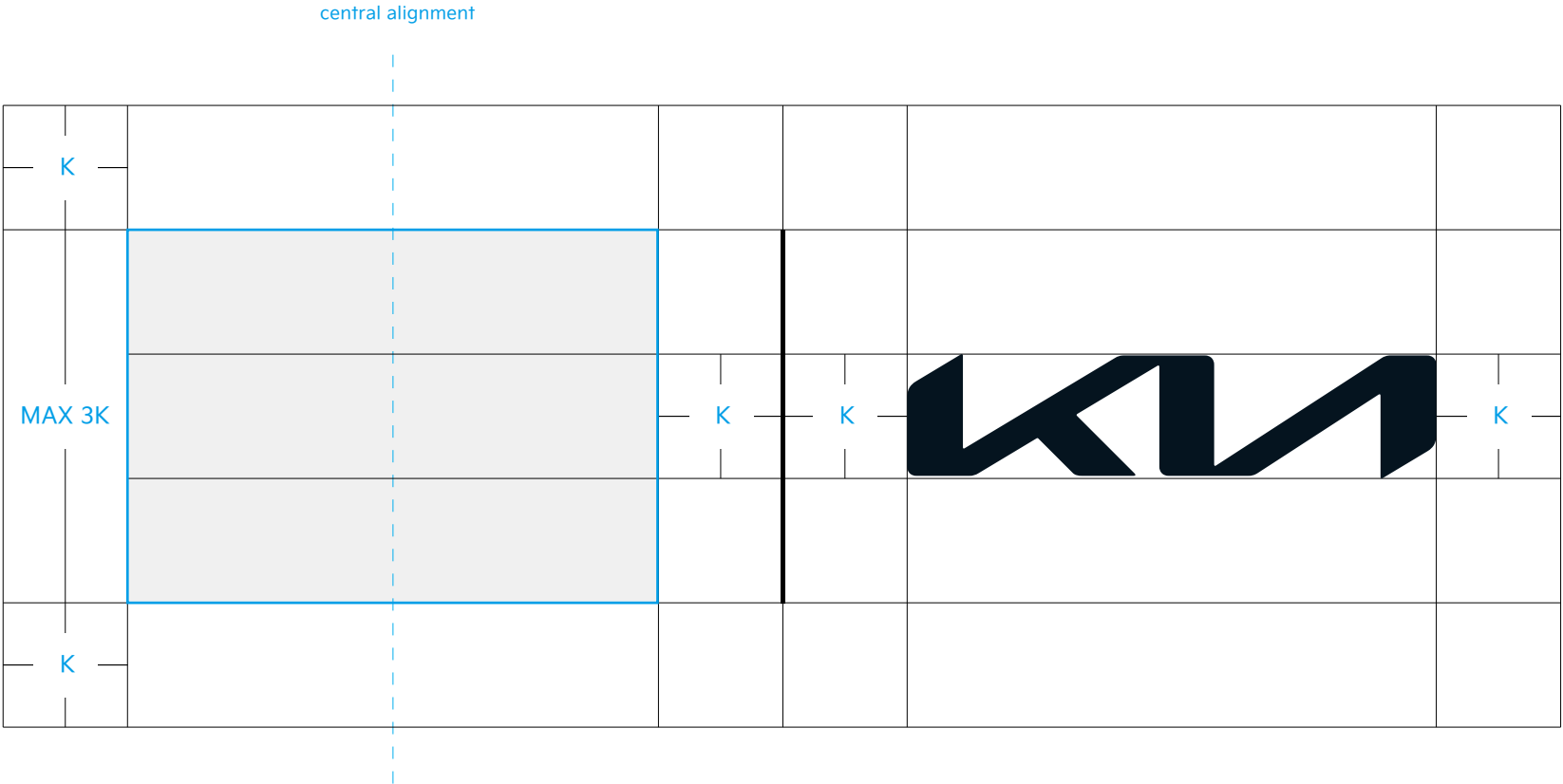
Co-branding

Co-branding

Combination Module

The partner logo and Kia logo can be combined within the following module.

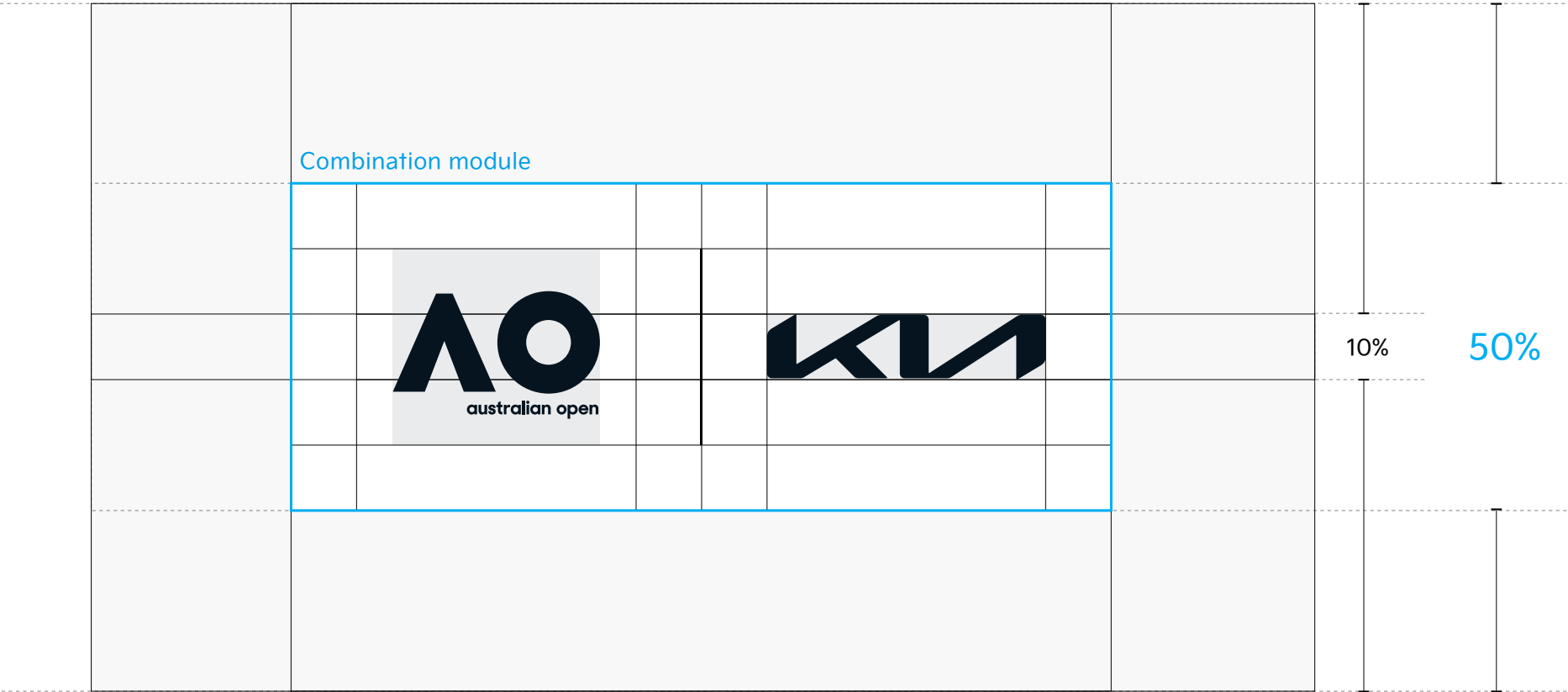
- The vertical length of the central bar is three times the vertical length of the Kia logo.
- The current composite logo artworks are for illustration purpose only. Please apply the agreed version of final composite logo in line with its respective organizations guidelines. KMC shall provide a separate set of partnership graphic asset and usage guidelines for existing global partnerships.
- If there are no specific regulations concerning the partner logo, use Kia’s standard composition.



Placement / Horizontal

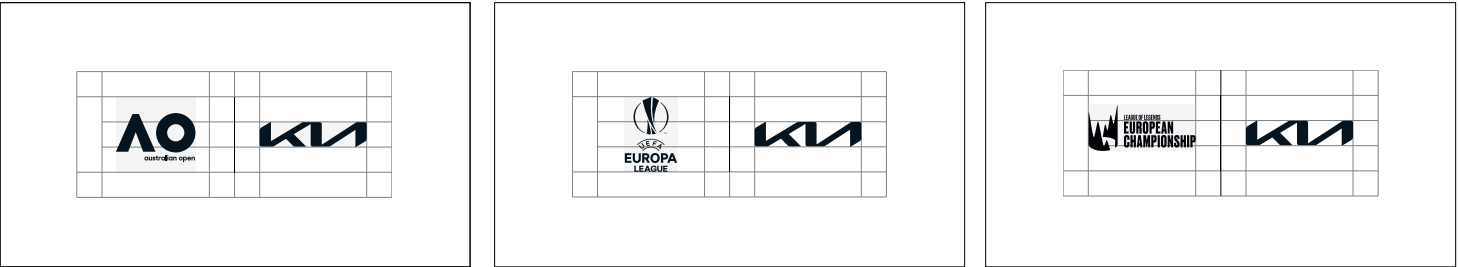
It is recommended that you follow the guidelines when inserting composite logo into a video in the aspect ratio format with a horizontal value greater than the vertical value.

- 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.
- If there are no specific regulations concerning the partner logo, use Kia's standard composition.



Sample

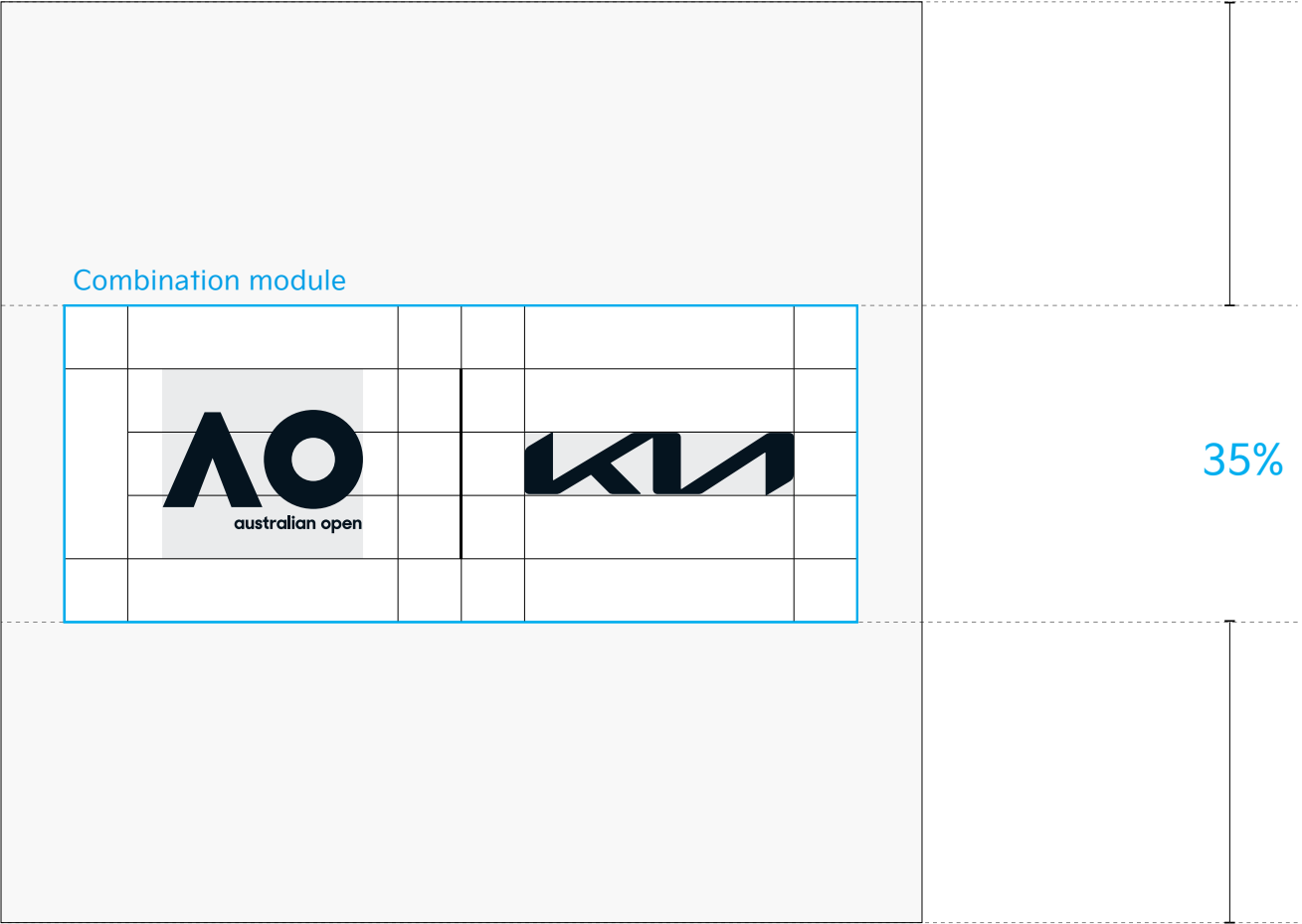
Ratio: 16 : 9
Resolution: 1920*1080px



Placement / Squared

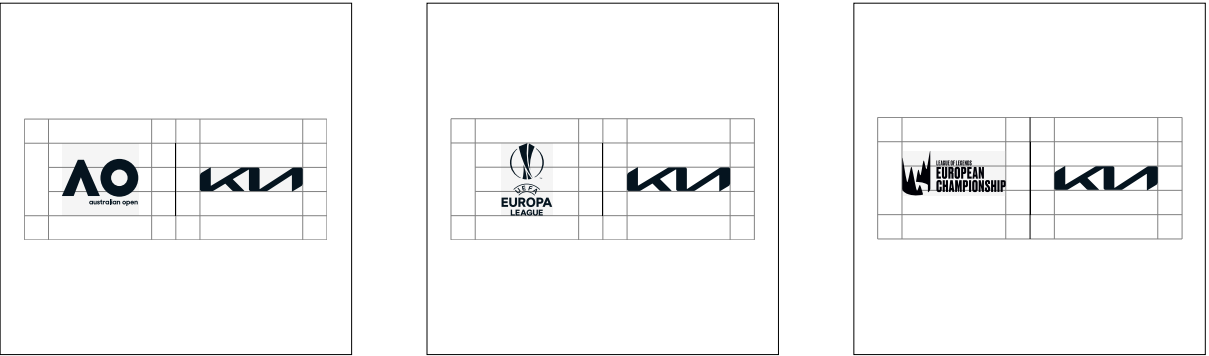
It is recommended to follow the instructions when inserting composite logo into a square video ratio that consists of the same horizontal and vertical values.

- 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.
- If there are no specific regulations concerning the partner logo, use Kia's standard composition.



Sample

Ratio: 1 : 1
Resolution: 1080*1080px



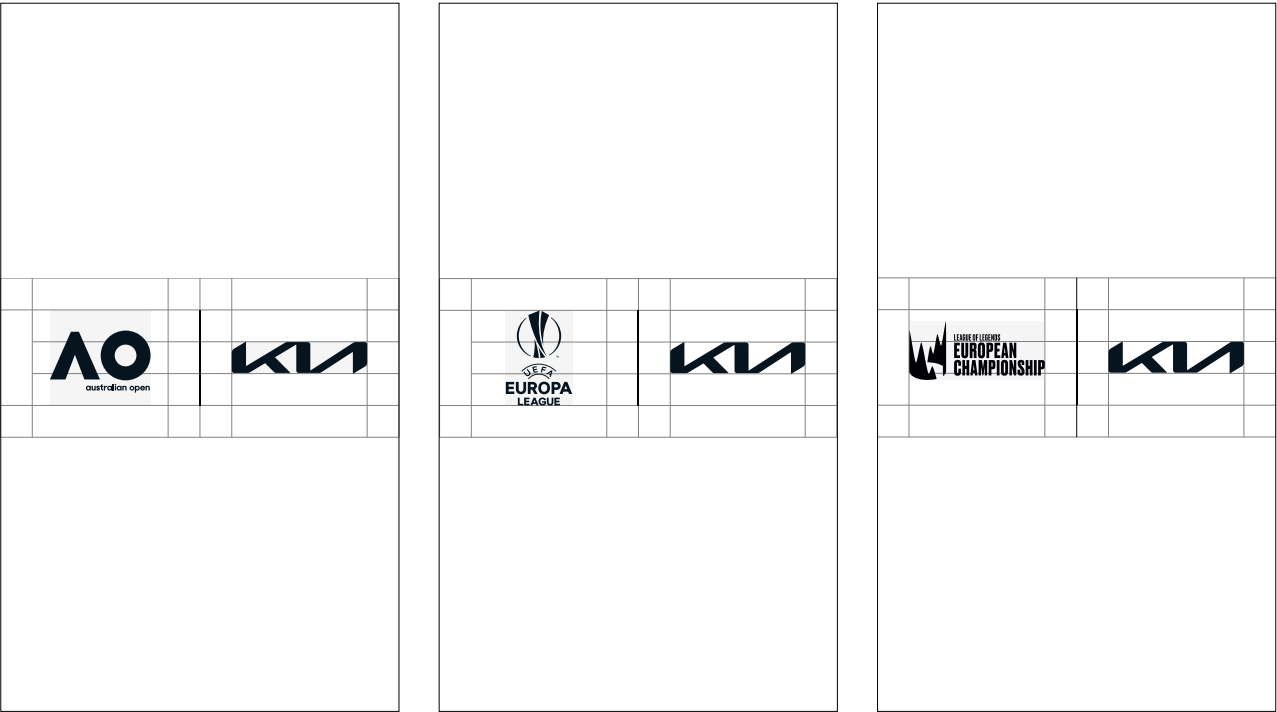
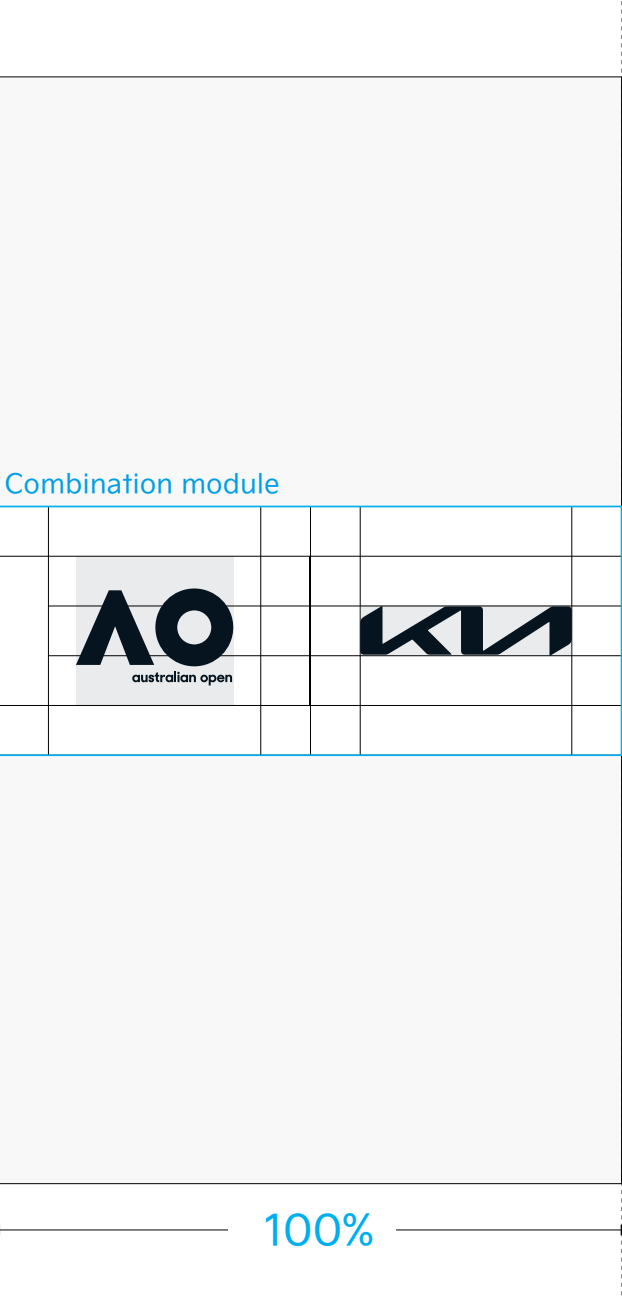
Placement / Vertical

It is recommended that you follow the guidelines below when inserting composite logo into a video in the aspect ratio format with a vertical value greater than the horizontal value.

- 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.
- If there are no specific regulations concerning the partner logo, use Kia’s standard composition.

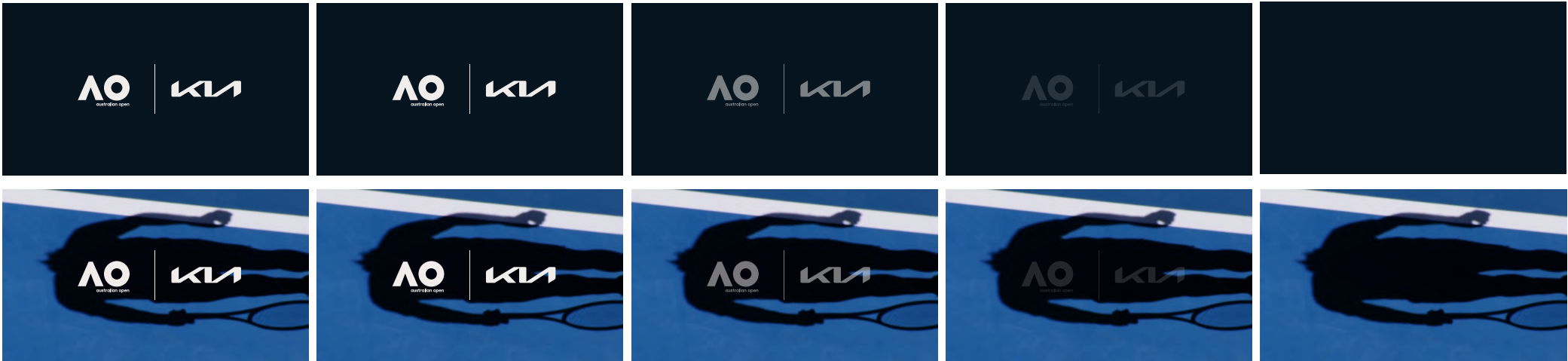
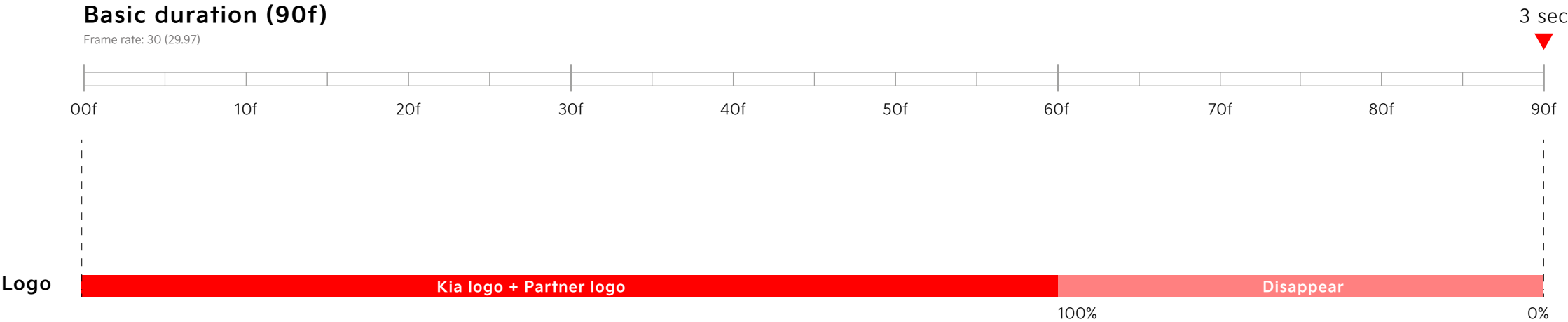
Sample

Ratio: 9 : 16
Resolution: 1080*1920px



Timing

- Basic duration : 3 sec (90f)



10.5 Graphic motif Motion

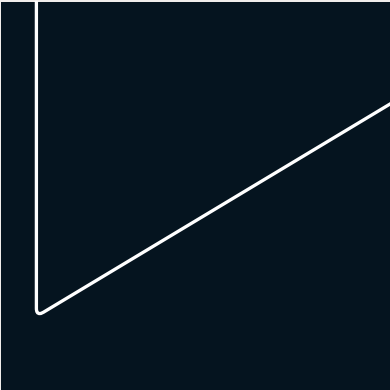
Graphic Motif Motion

Graphic motif motion ensures the viewers to instantly recognize Kia's content, further enhancing the impact of our brand's identity. It is used to emphasize a particular content or highlight particular footages.

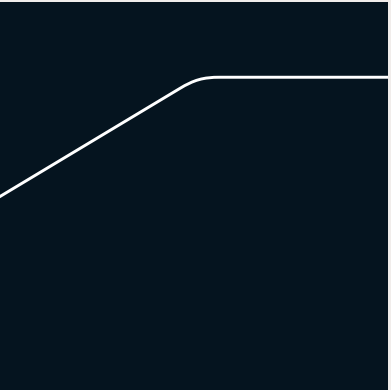
- We recommend the use of graphic motif motion A and B as the default and recommend the use of graphic motif motion C only for wide ratio type of videos. Please refer to the motion basic and placement section of the motion basic guide.
- For the proper size and placement of graphic motif, refer to the motif style guide of Kia.

Primary

Graphic motif motion A



Graphic motif motion B

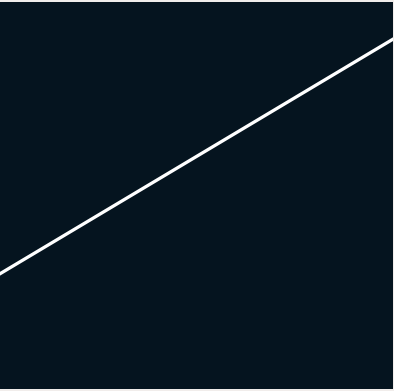


Secondary

Graphic motif motion C



Graphic motif motion D

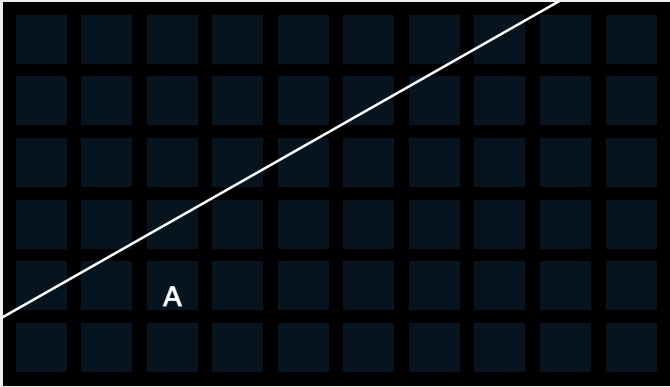


Background

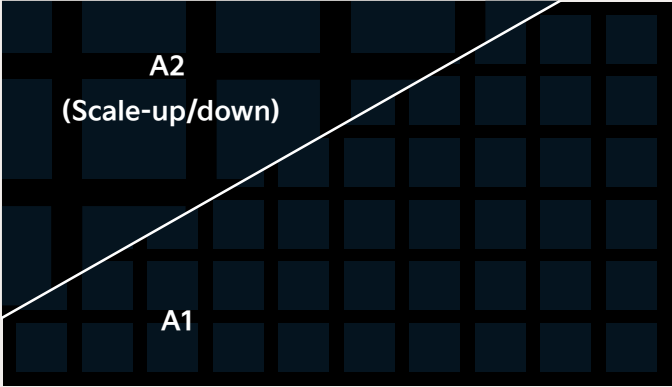
Both footage and solid colors may be applied as background. When displaying two footages, make sure each footage is visually segregated by the graphic motif line.

- 1. One footage or solid color is applied as a full screen.
- 2. One of the section of the footage is applied as a full screen while the other section of the same footage can be scaled differently.
- 3. Two different footages can be placed on the different sections of the split screen.

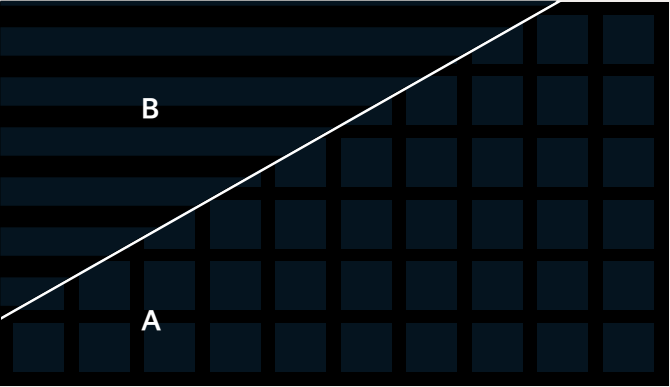
1. Footage A



2. Footage A1 + Footage A2



3. Footage A + Footage B



Type

Motif Motion A



Motif Motion B



Motif Motion C



Motif Motion D



Type A

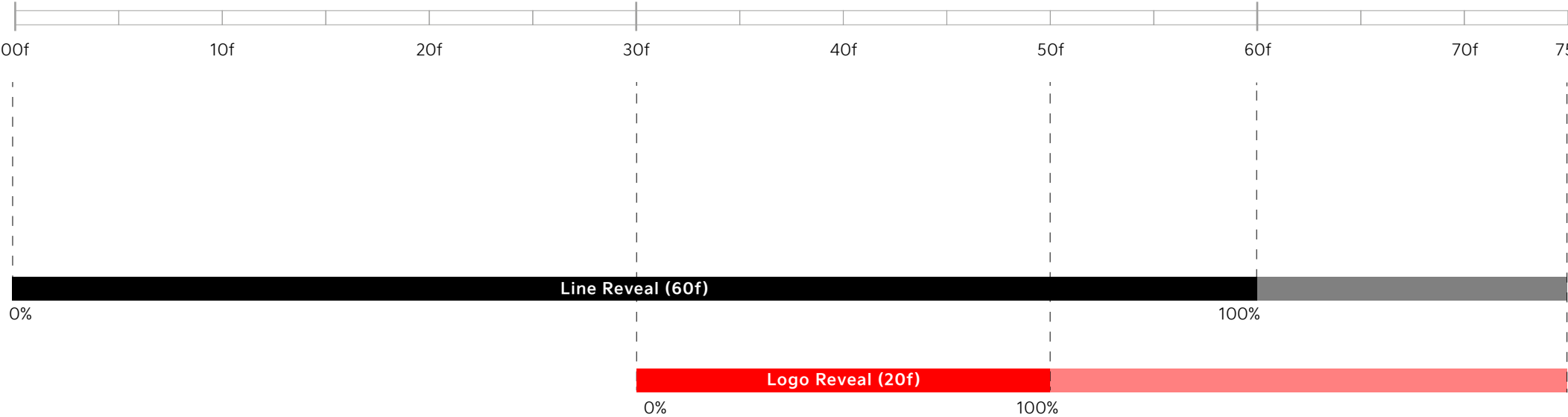
For Type A, we recommend the logo be revealed when the graphic motif's vertical line shifts towards the upper right section.

Ensure the motif motion lasts at least 2.5 seconds to make sure that the line, footage and logo motions are clearly recognized.

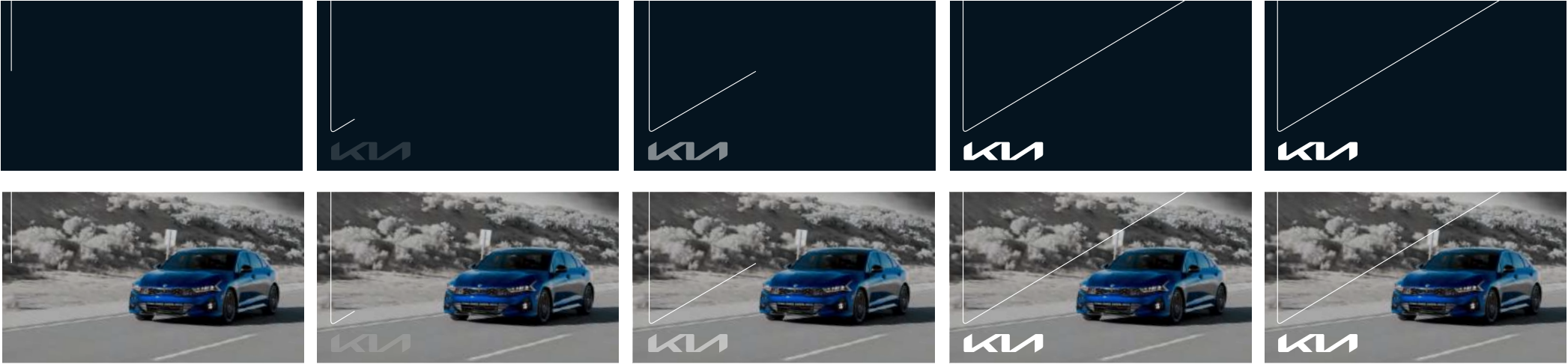
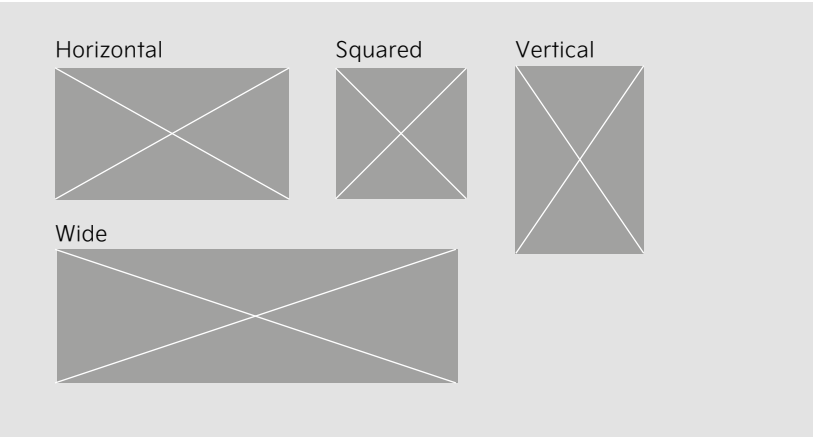
Basic duration (75f)

Frame rate: 30 (29.97)

2.5 sec



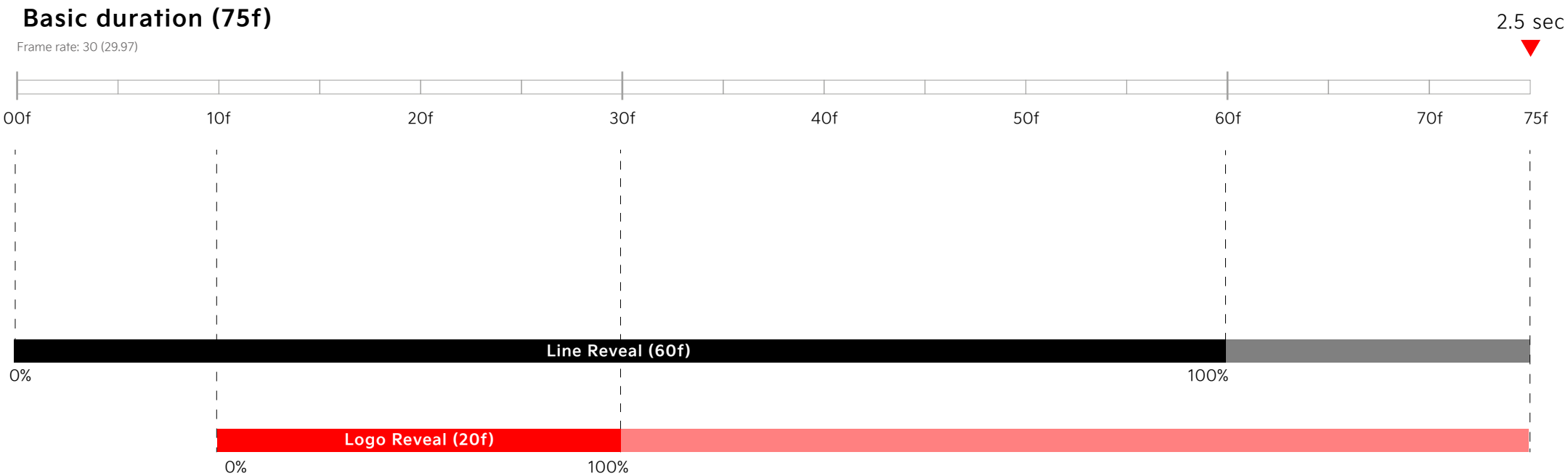
Ratio Type



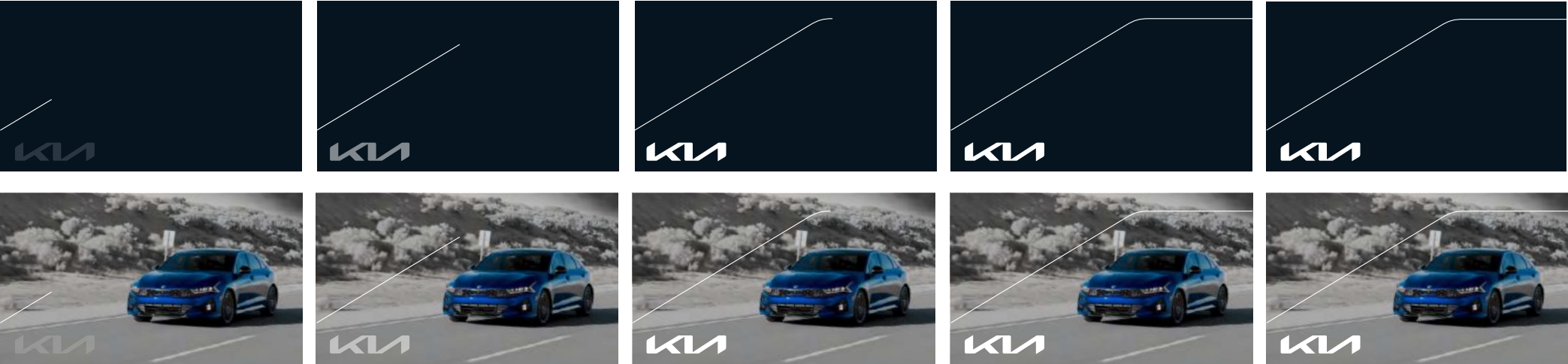
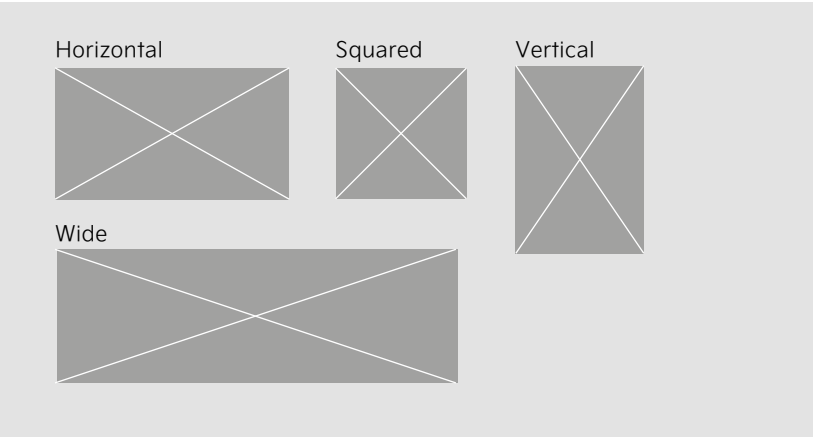
Type B

For Type B, we recommend the logo be revealed when the graphic motif's diagonal line enters the screen.

Ensure the motif motion lasts at least 2.5 seconds to make sure that the line, footage and logo motions are clearly recognized.



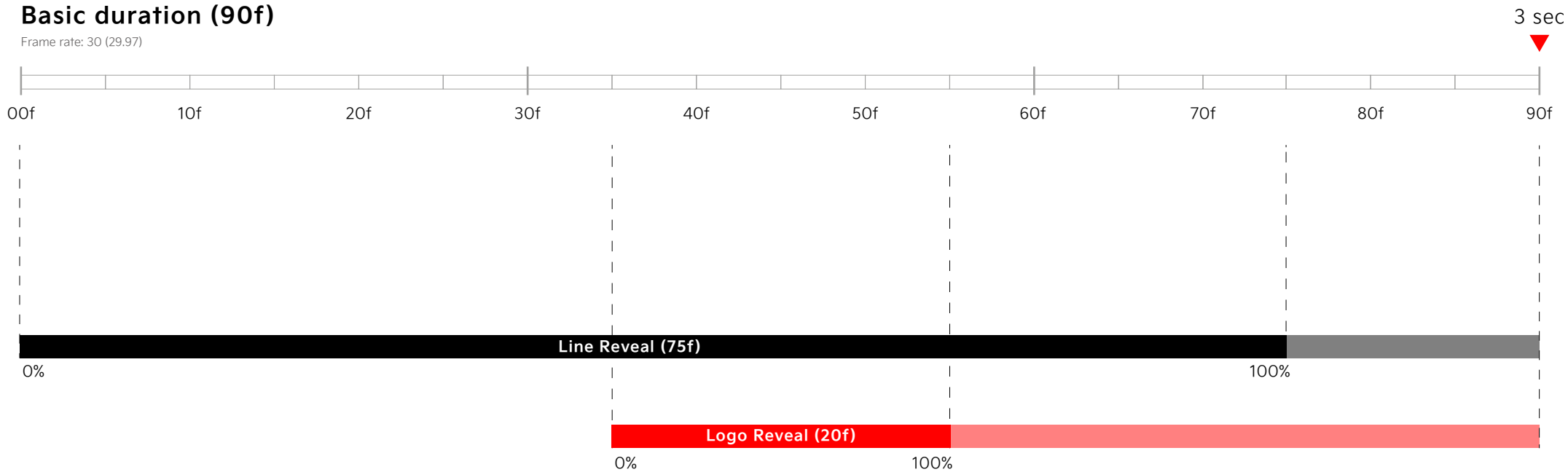
Ratio Type



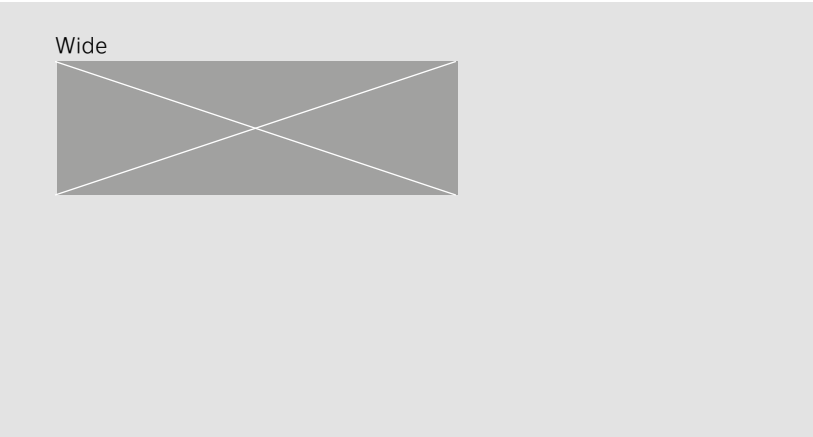
Type C

For Type C, we recommend that the logo be revealed when the first diagonal line of the two graphic motif lines enters the screen.

Ensure the motif motion lasts at least 3 seconds to make sure that the line, footage and logo motions are clearly recognized.



Ratio Type



Type D

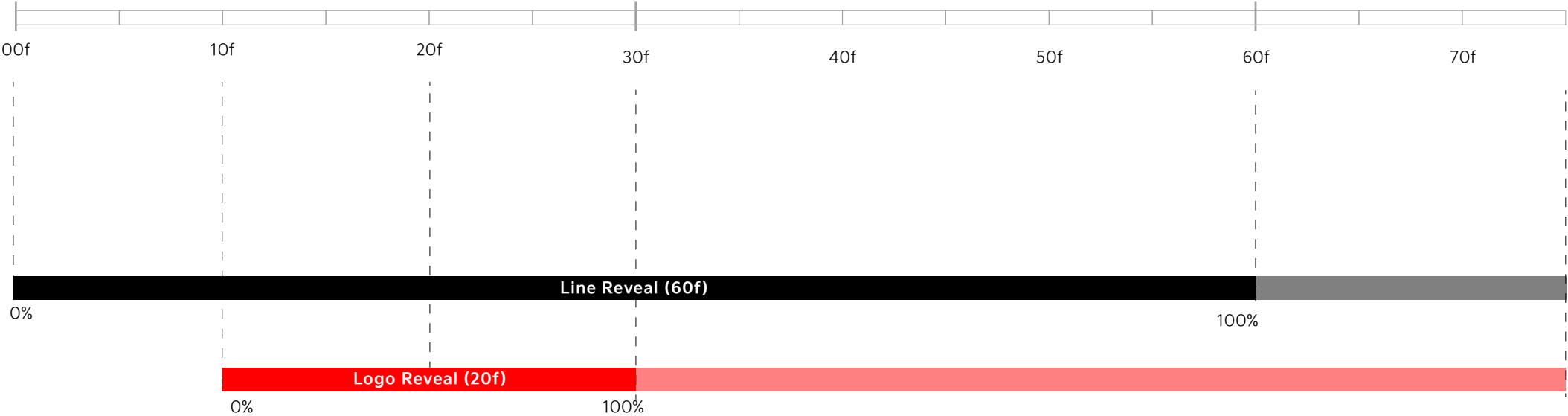
For Type D, we recommend the logo be revealed when the graphic motif's diagonal line enters the screen.

Ensure the motif motion lasts at least 2.5 seconds to make sure that the line, footage and logo motions are clearly recognized.

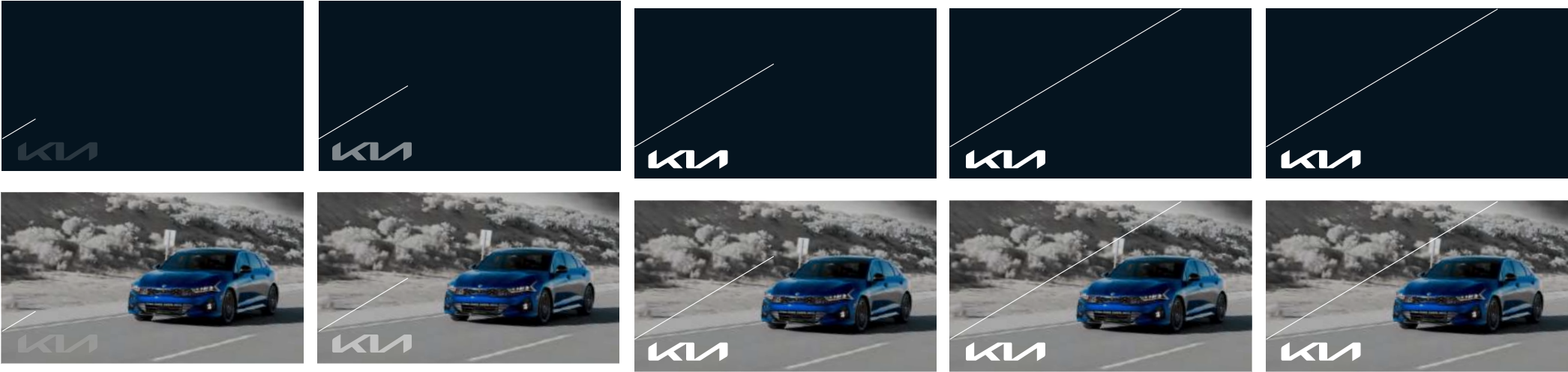
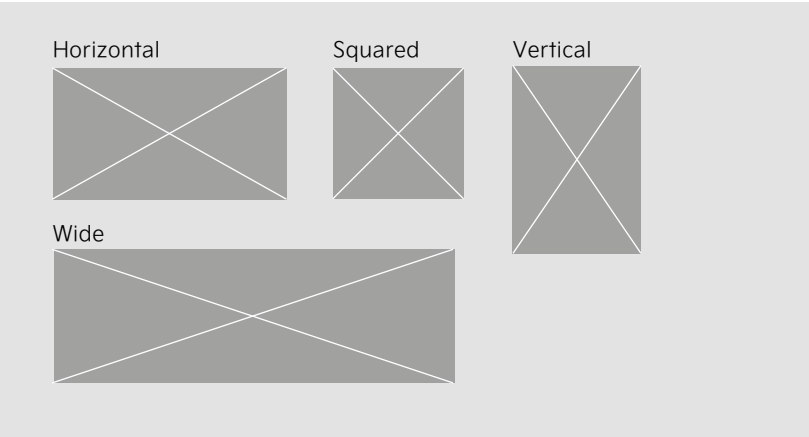
Basic duration (75f)

Frame rate: 30 (29.97)

2.5 sec



Ratio Type



10.6 Transition

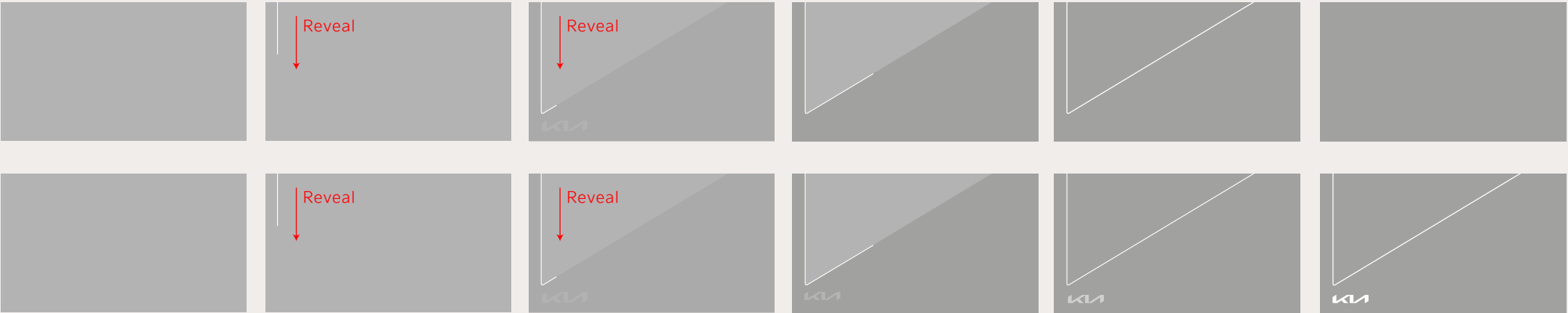
Transition A

Transition A1 and transition A2 are based on graphic motif A. Use it to shift between footages and also as a motion graphic element.

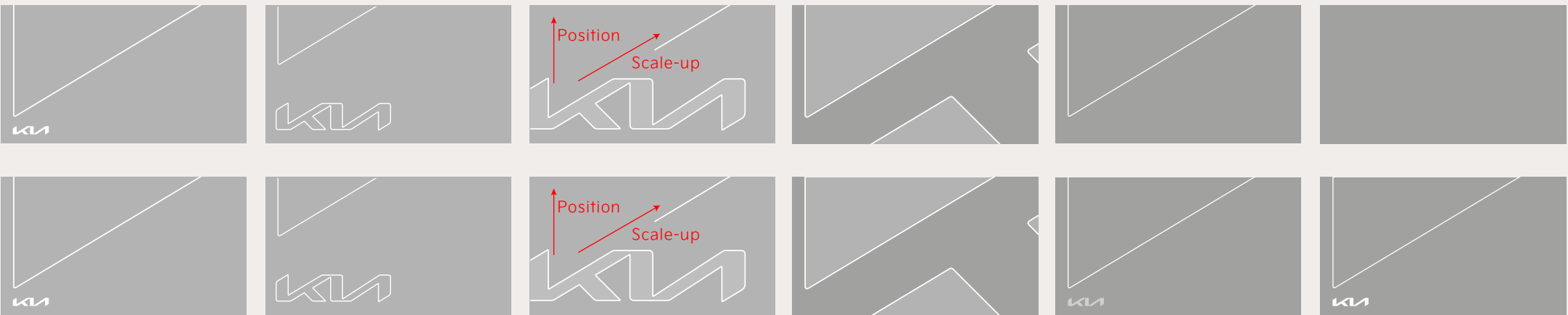
We recommend the use of transition A1 when starting from a clean footage, and the use of transition A2 when starting with a scene where graphic motif and logo are combined with the footage.

Refer to the motif motion background guidelines for proper application of footages.

A1 (Start with Clean footage)

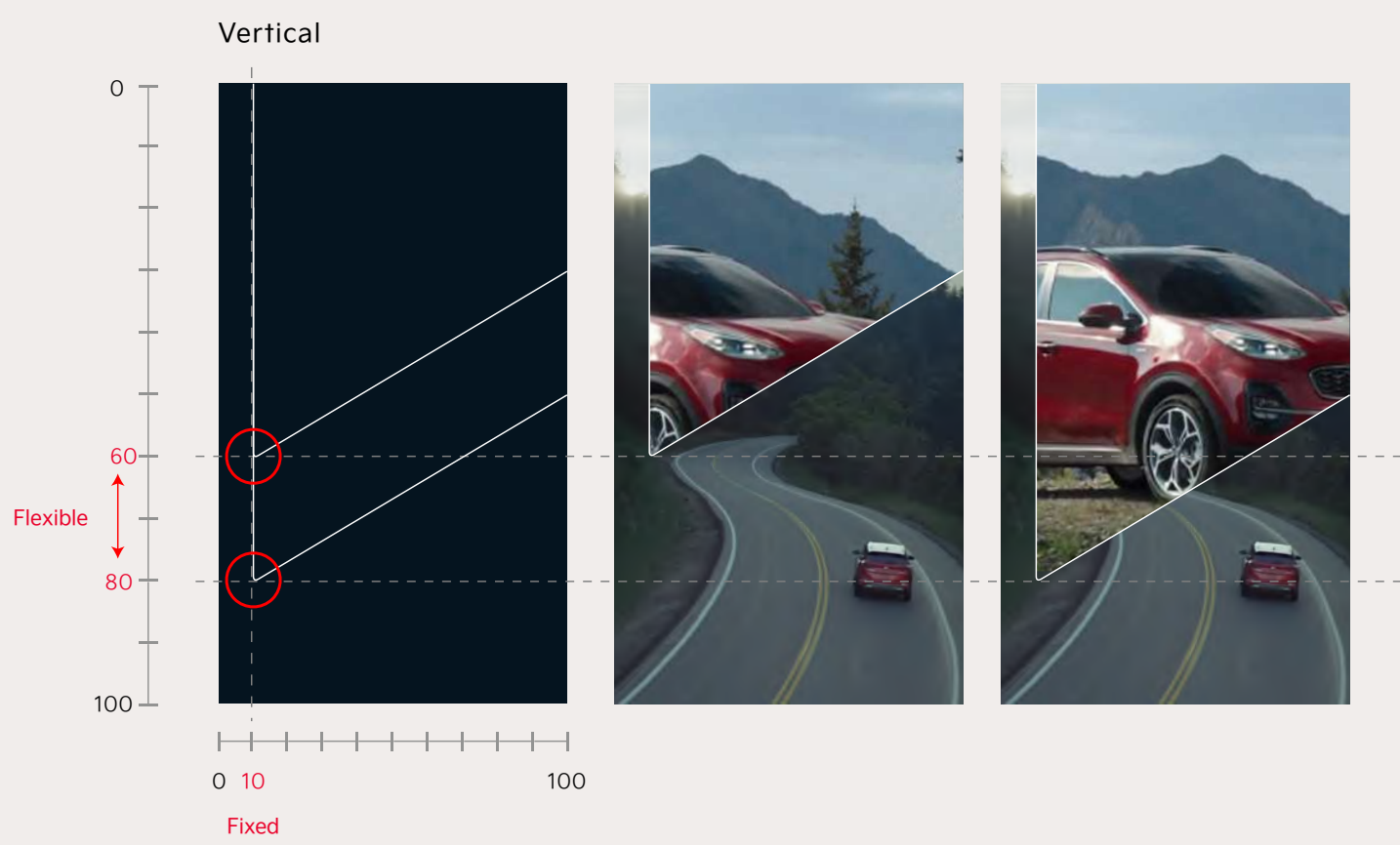
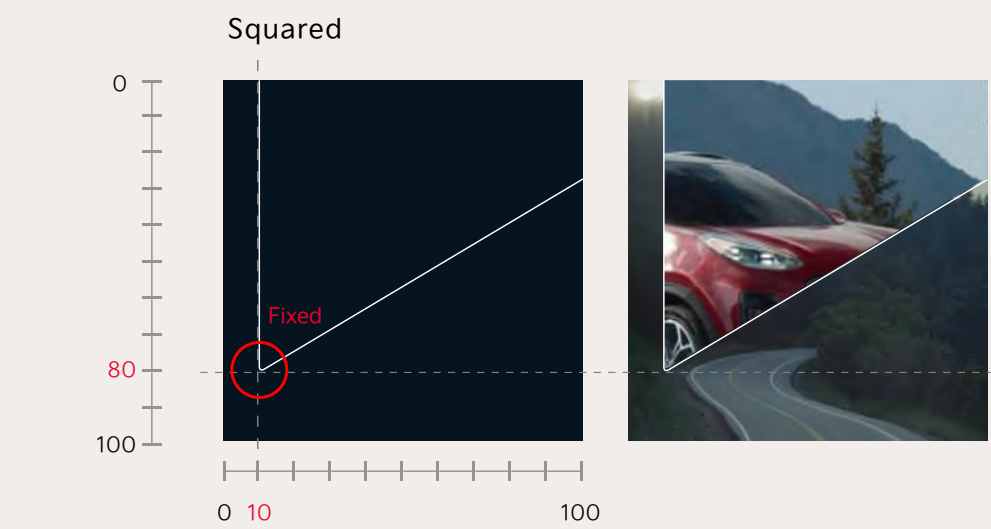
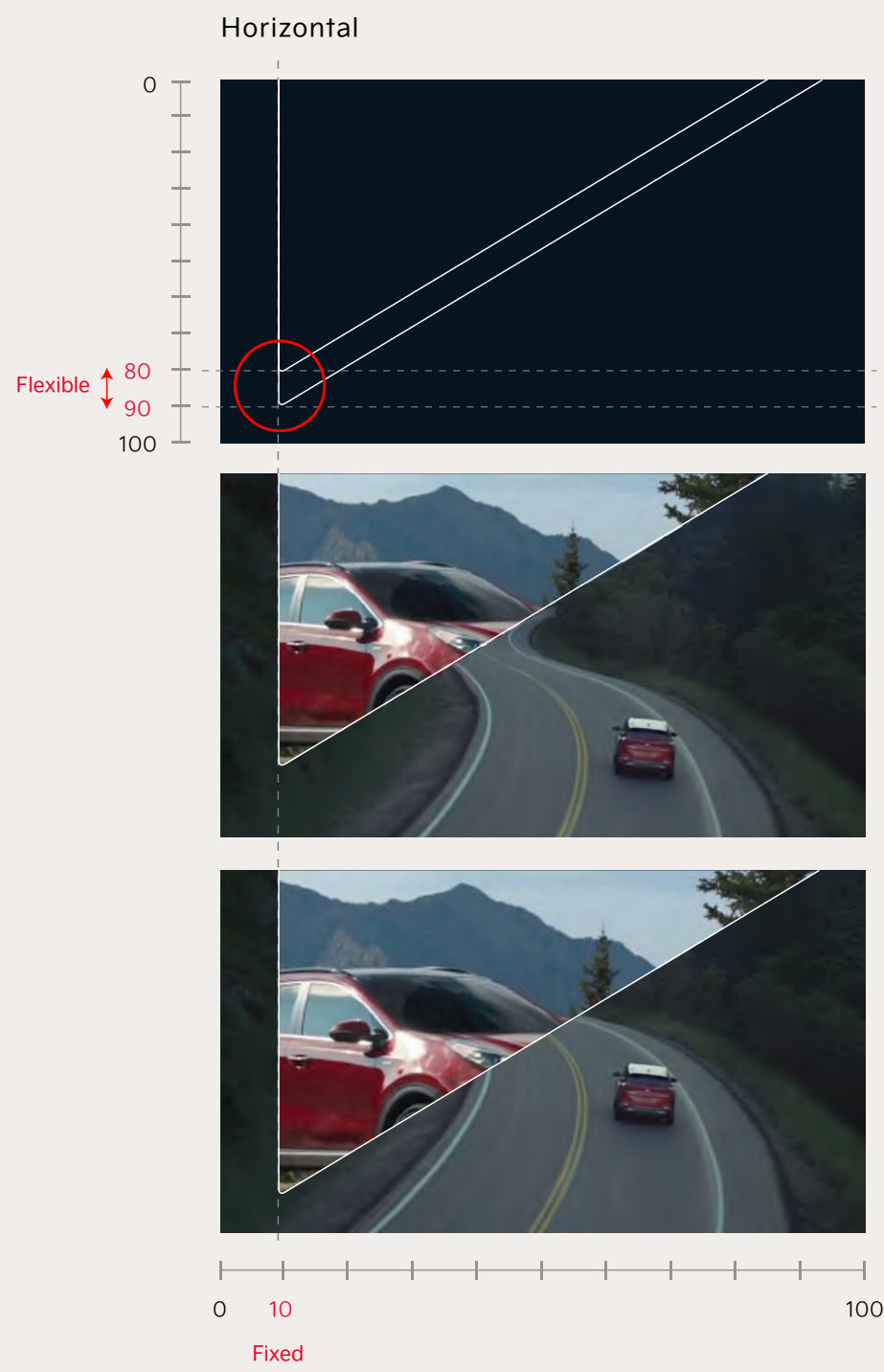


A2 (Start with Graphic motif)



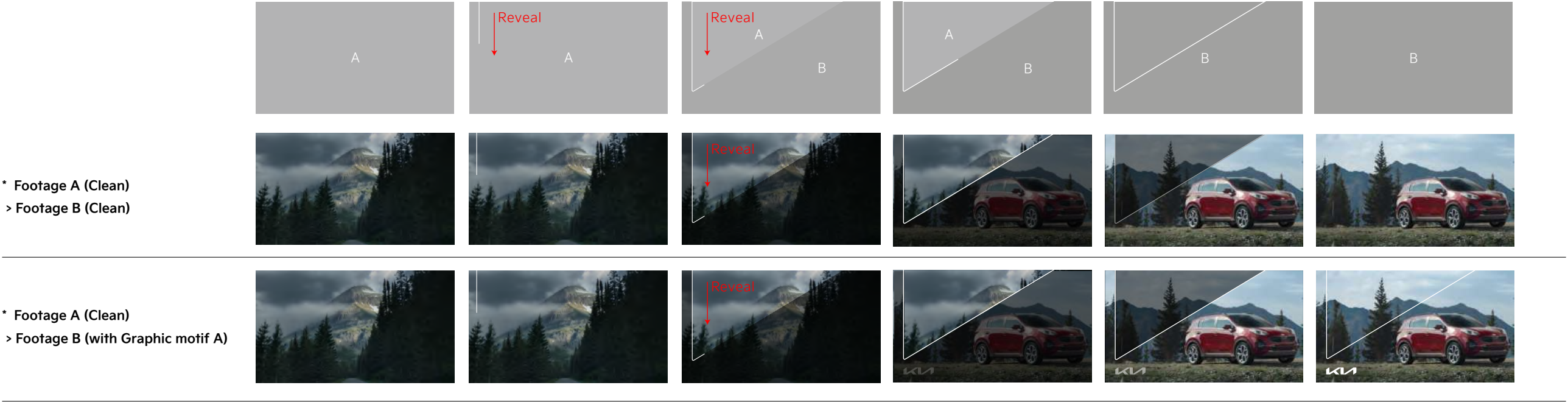
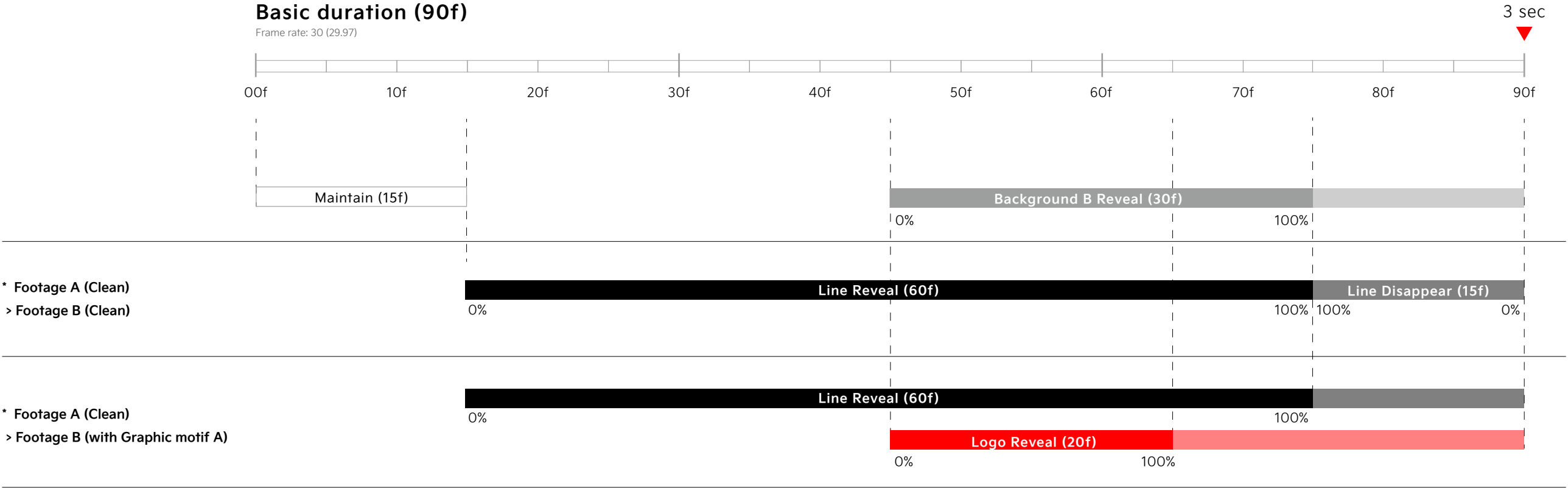
Transition A / Ratio & Placement

- In the horizontal/squared/vertical ratio, please adhere to the following transition usage guidelines.
- Use this type of transitions horizontal ratio only, do not use ratios wide type of ratio.
- This regulation applies only to the video transition and is different from the regulation of the graphic style guide.



Transition A1

Basic duration : 3 sec (90f)



Transition B

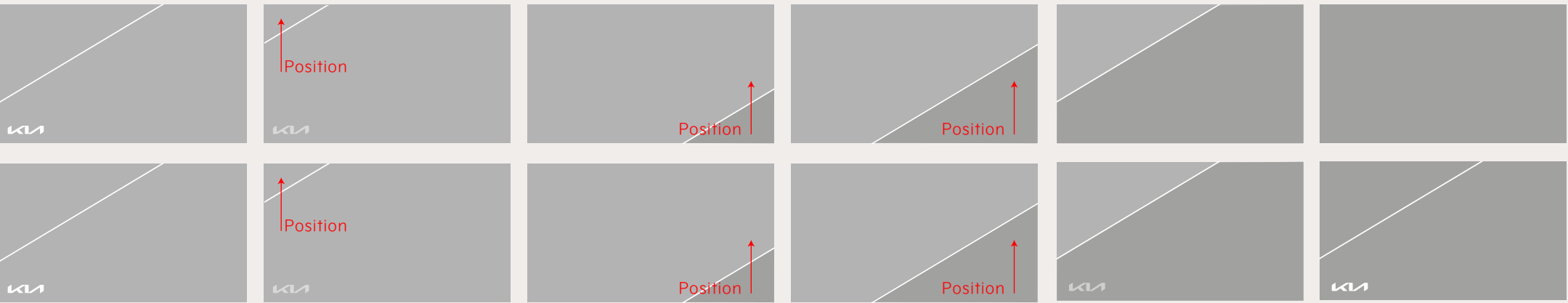
Transition B1,B2 and B3 are based on graphic motif D. Use it to shift between footages and also as a motion graphic element.

We recommend the use of transition B1 when starting from a clean footage, and the use of transition B2 when starting with a scene where graphic motif and logo are combined with the footage. Transition B3 is a type of simple diagonal transition including lines.

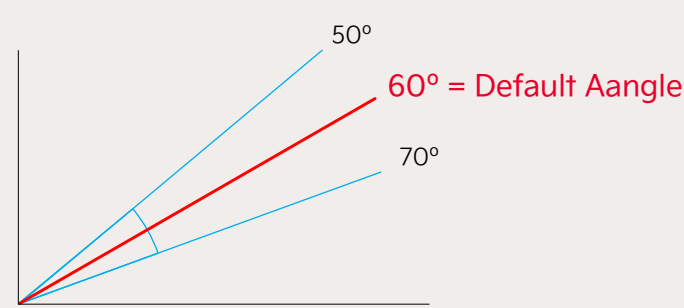
B1 (Start with Clean footage)



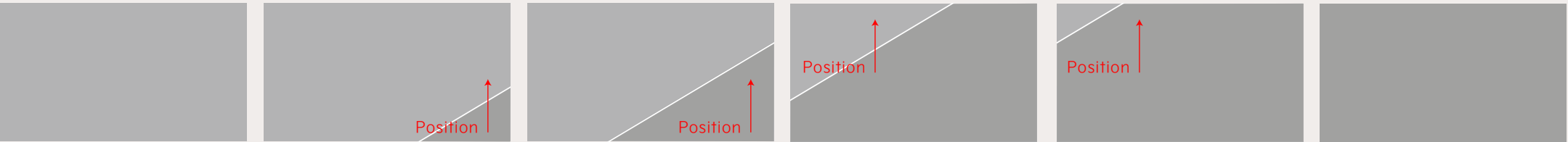
B2 (Start with Graphic motif)



Diagonal Line Angle

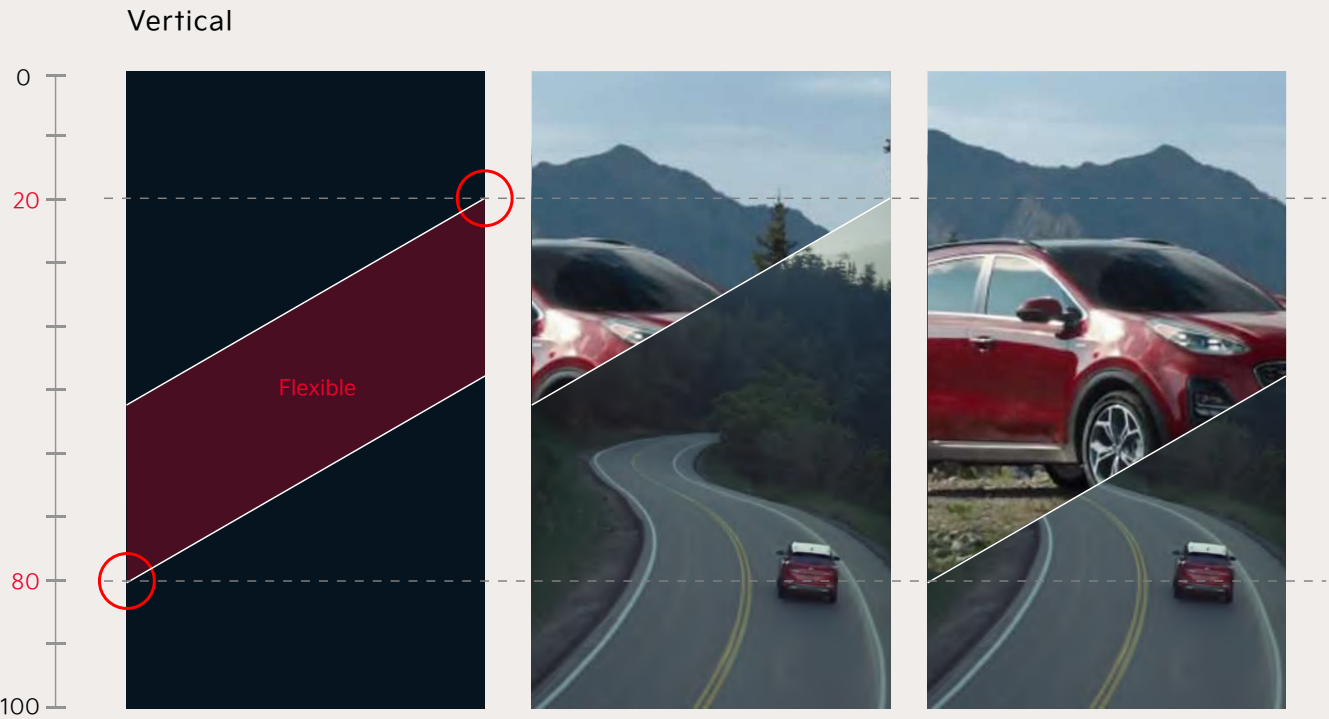
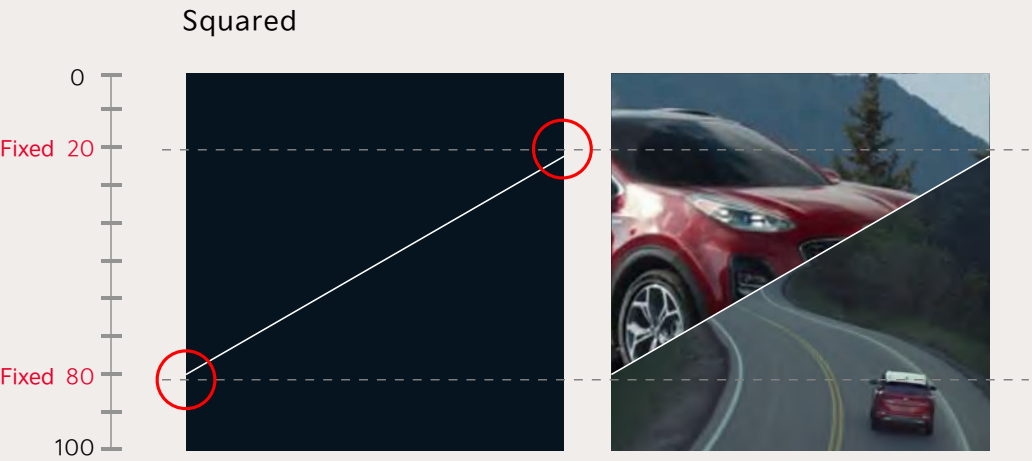
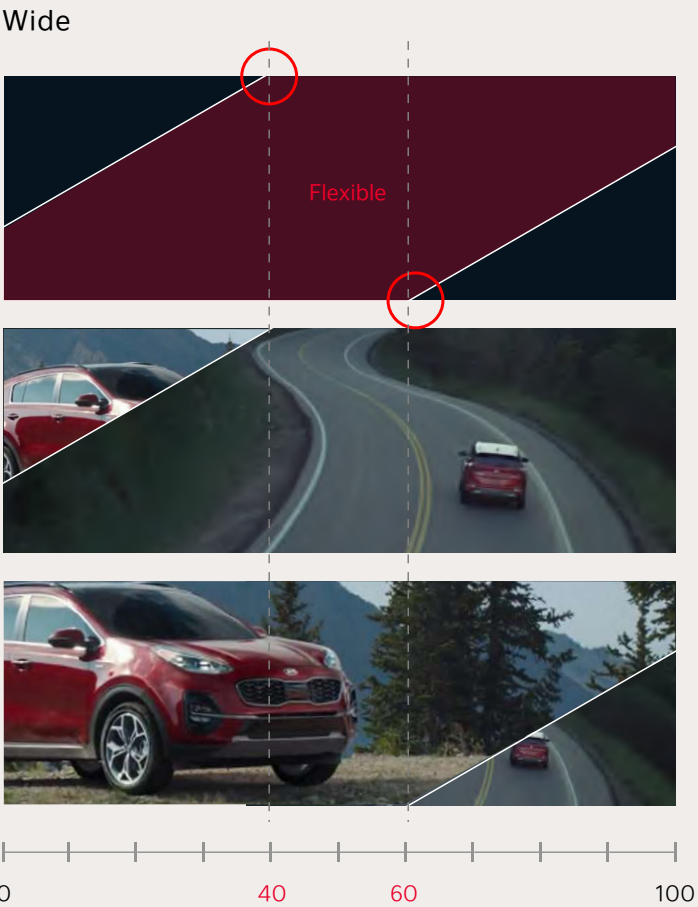
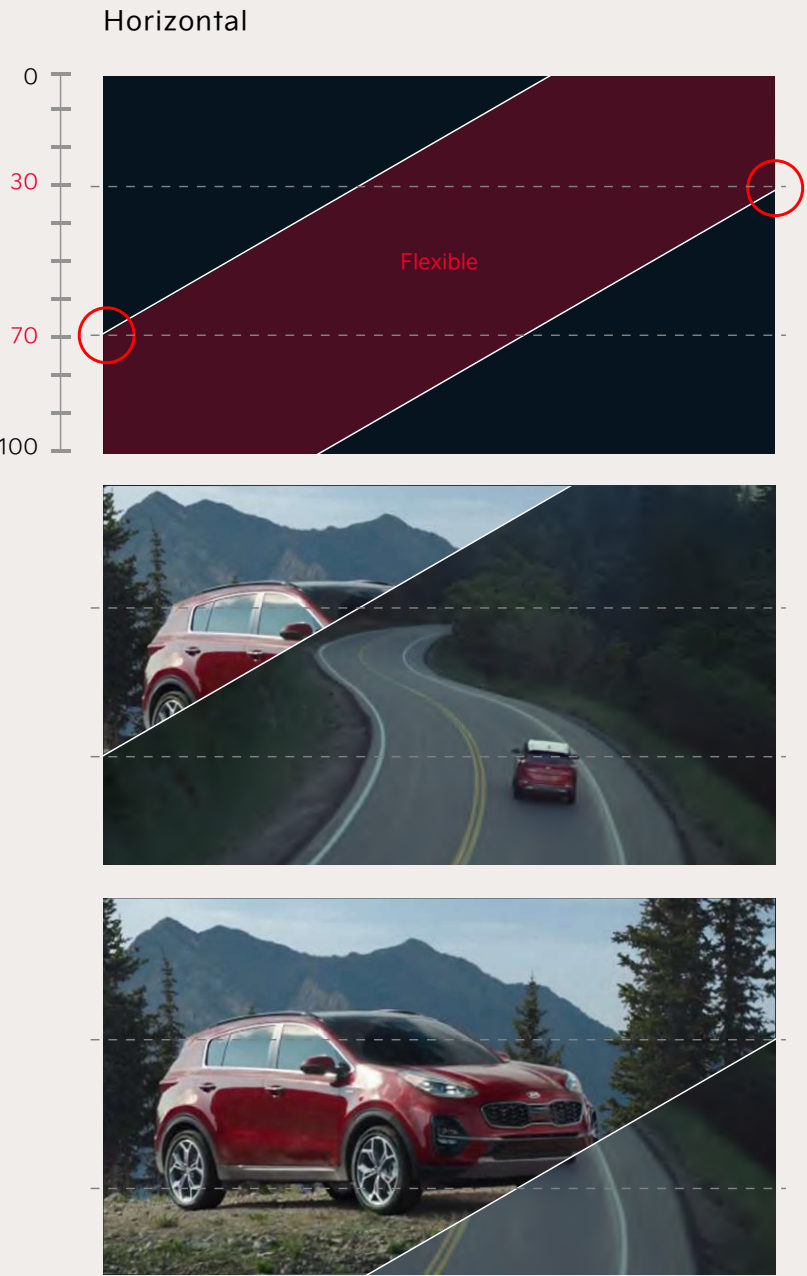


B3 (Start with Clean footage)



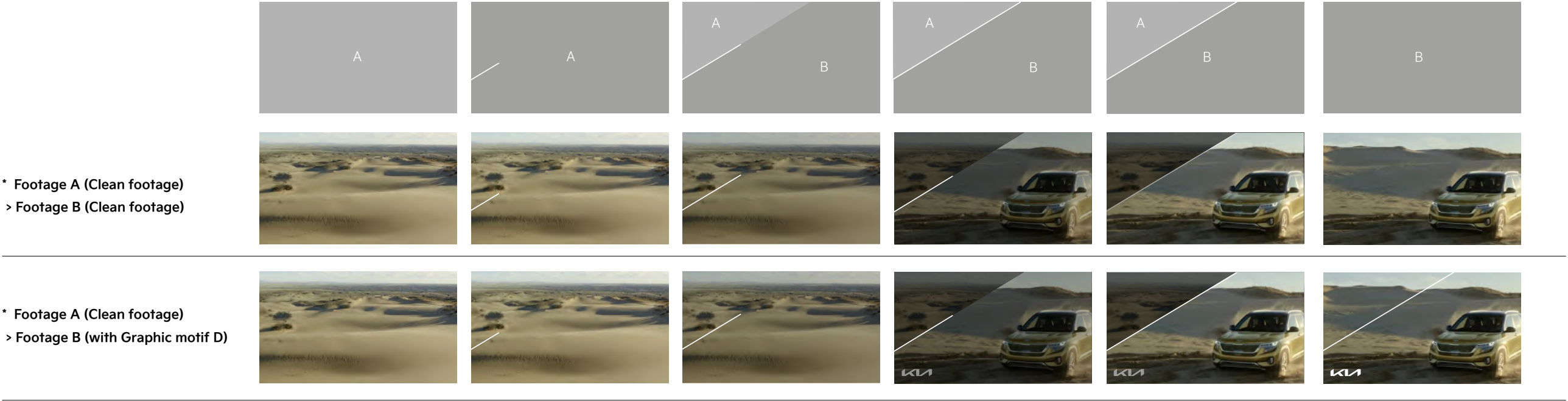
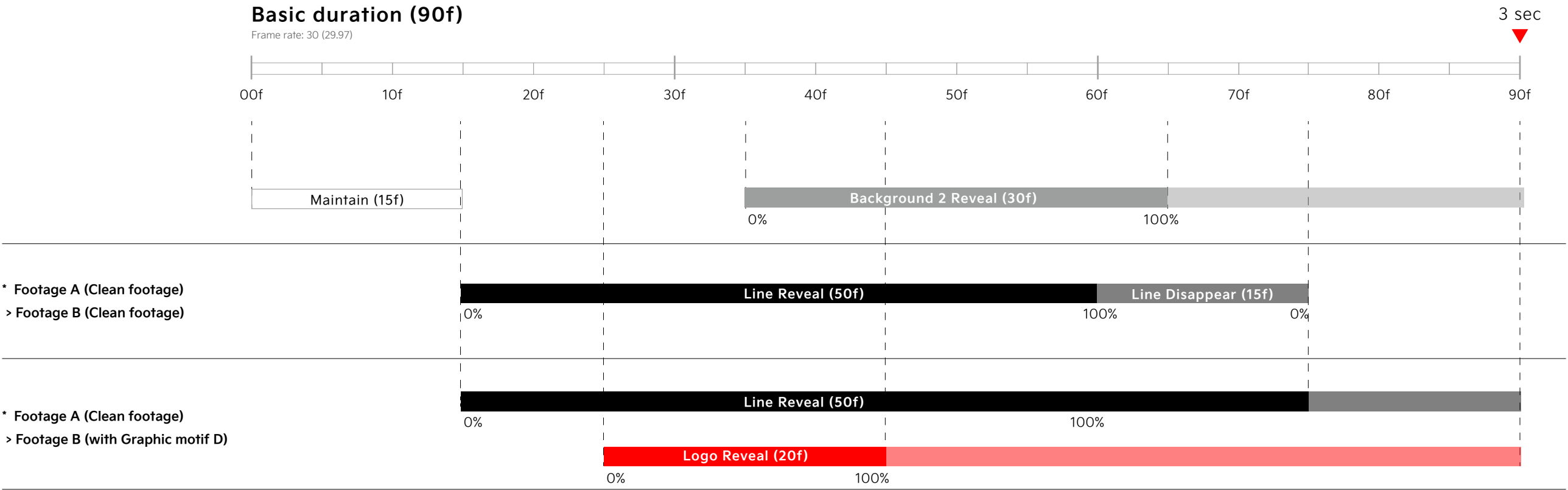
Transition B / Ratio & Placement

- The following location regulations are for Transition B1/B2. The location of the diagonal line may be adjusted depending on the footage.
- Use the motif line as carefully as possible to avoid overlapping other elements such as logos, headlines, and subtitles.



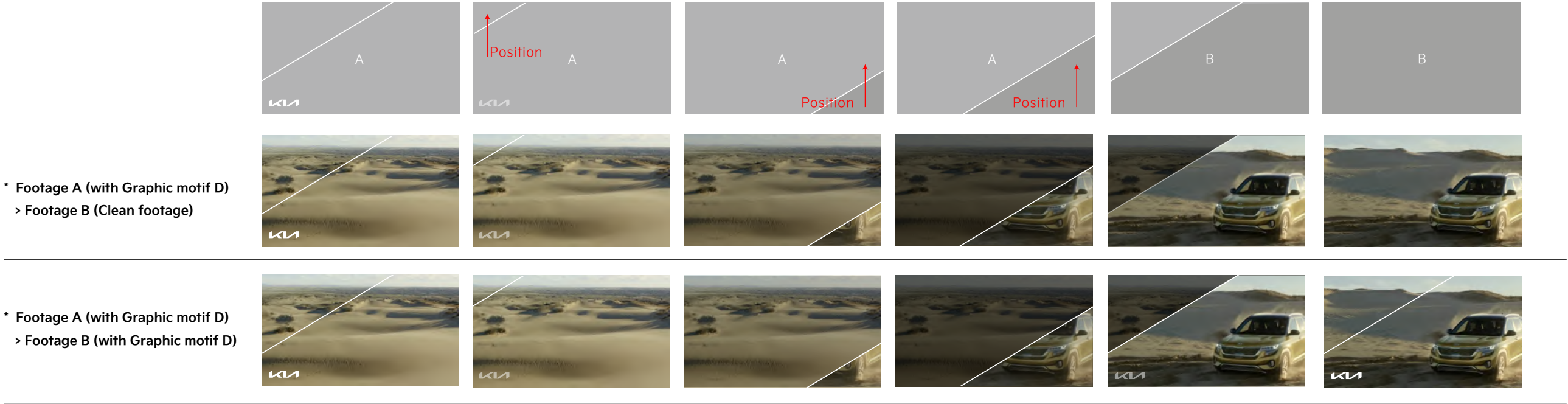
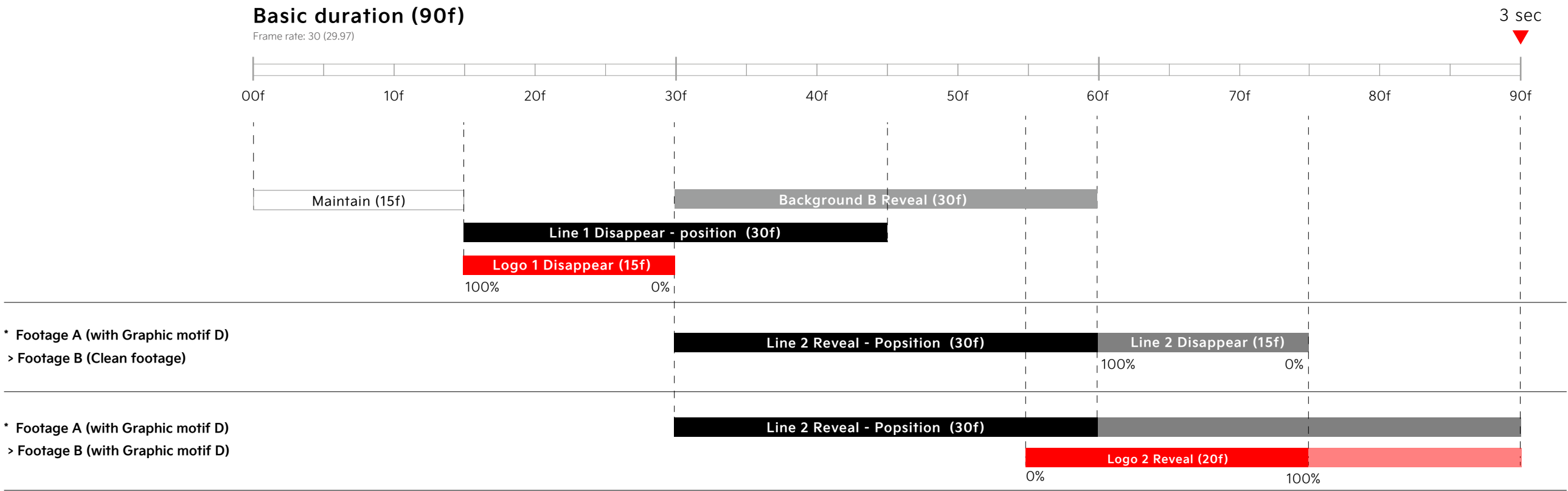
Transition B1

Basic duration : 3 sec (90f)



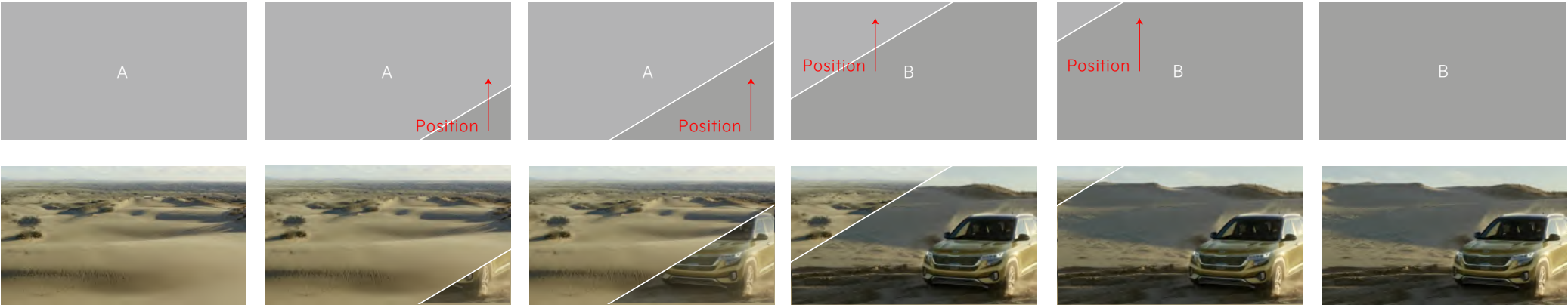
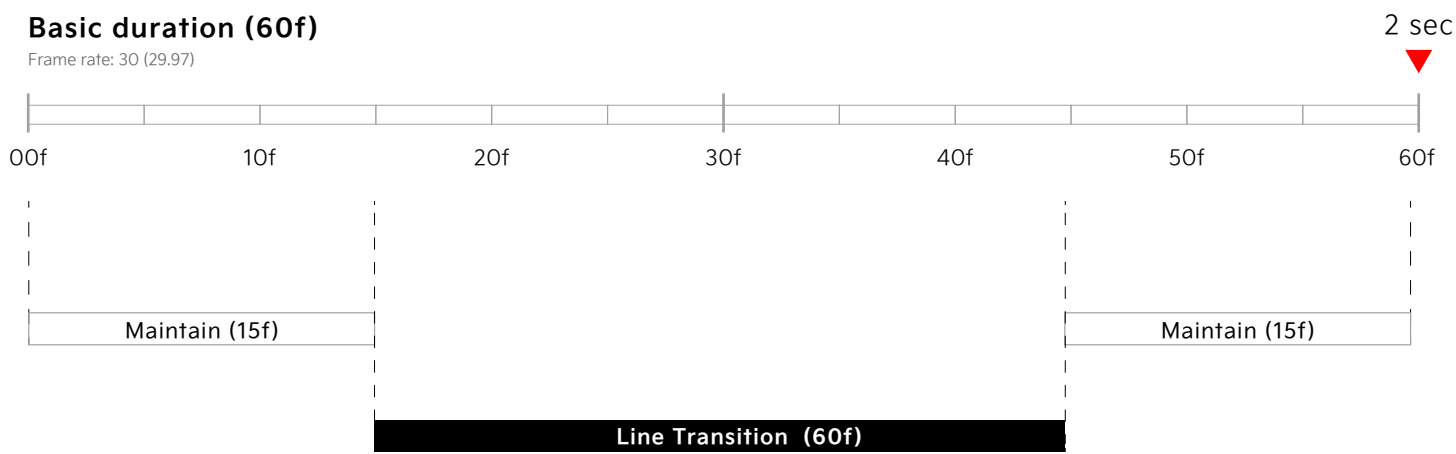
Transition B2

Basic duration : 3 sec (90f)



Transition B3

Basic duration : 2 sec (60f)



* Footage A (with Clean footage)
> Footage B (Clean footage)

10.7 Typography in motion

Typography in motion

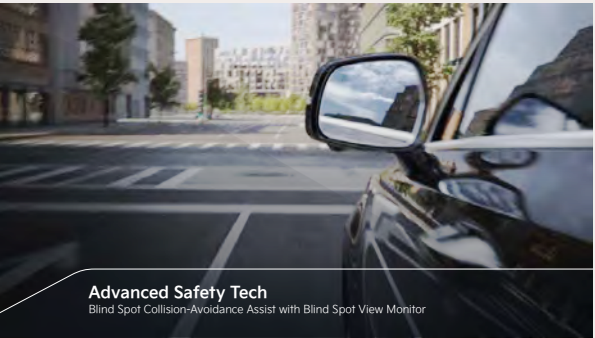
Typography in motion is used when text needs to be added to the video content to highlight information text.

Ensure that the information is delivered quickly and that the text moves harmoniously with other graphic elements to convey the unique yet consistent image of Kia.

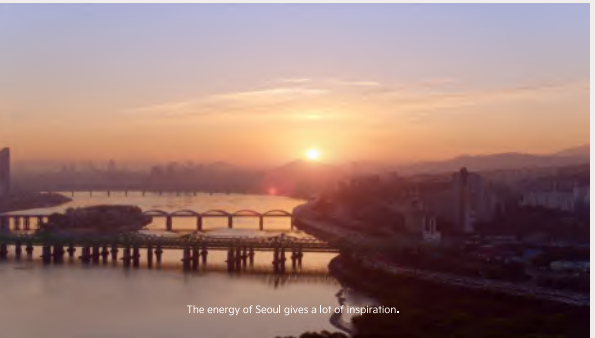
Kia's diagonal graphic motif is the primary type and should be mainly used.

When the primary type is difficult to use, such as a conflict in two visual elements in the footage, use the Secondary type, which consists of text without the graphic motif.

Primary



Secondary



Primary

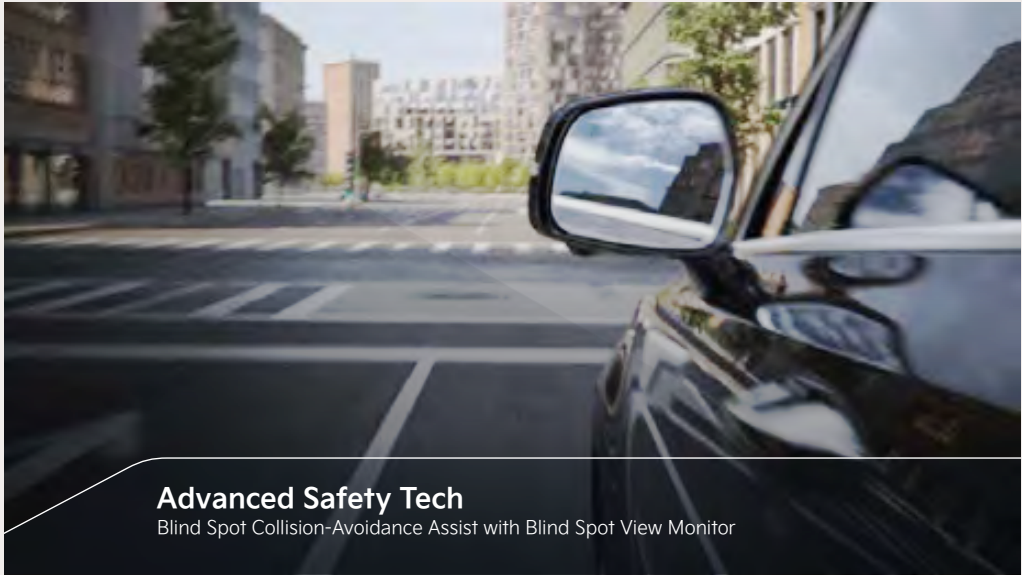
We recommend the use of primary type when inserting text into the video. This type consists of the combination of text with the graphics derived from Kia's graphic motifs.

Select the most appropriate type based on the tone & manner, footage and text being used on the video content.

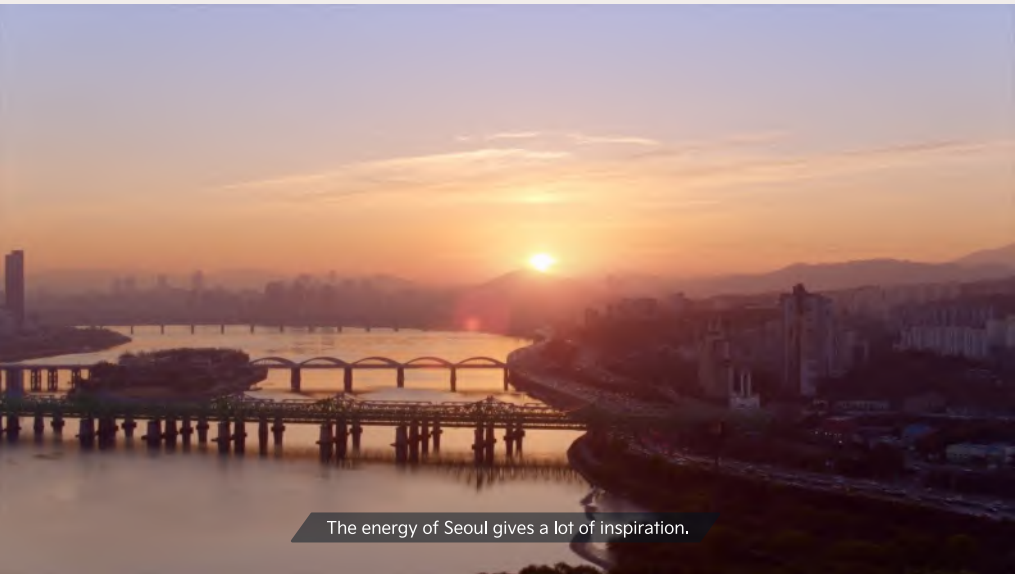
1 Primary A



2 Primary B



3 Subtitle



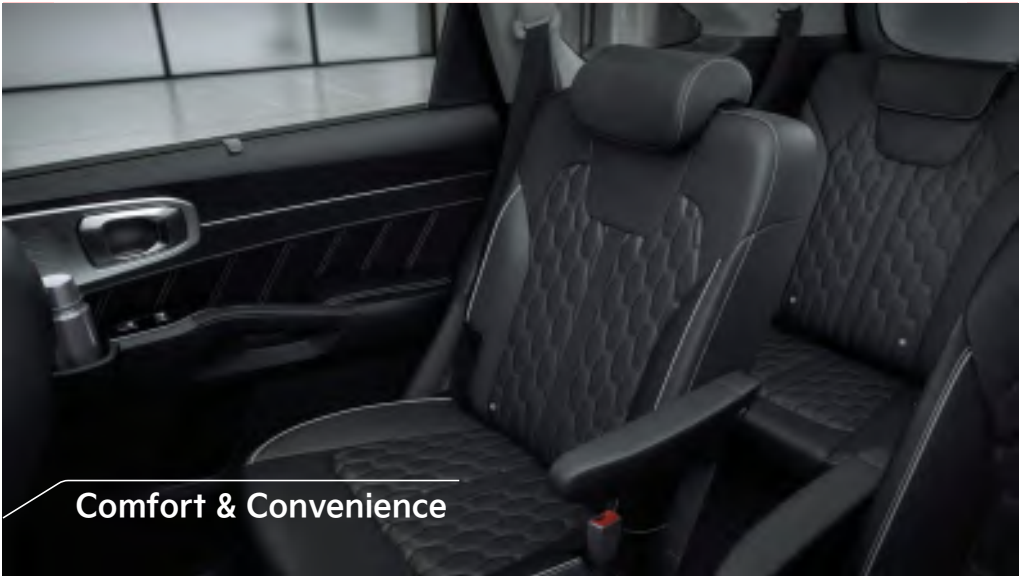
Type

- 1 Primary A
- 2 Primary B
- 3 Subtitle

Primary A / Example

Use this format to emphasize the information text on a Pramary A format.

Example



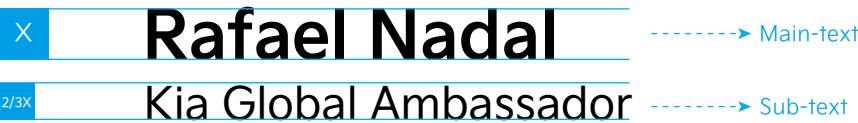
Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Line Thickness: 3pt

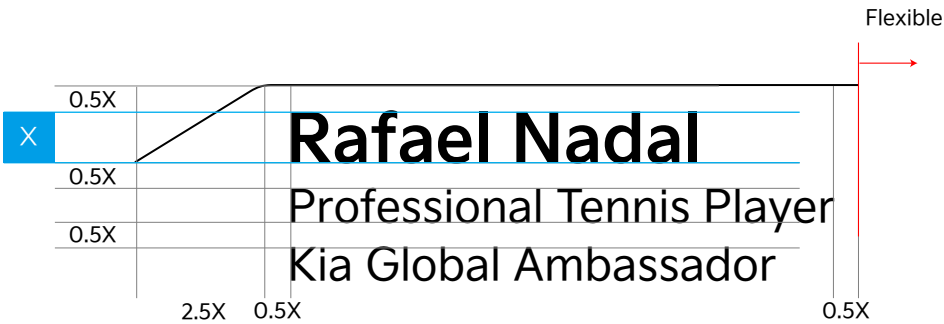
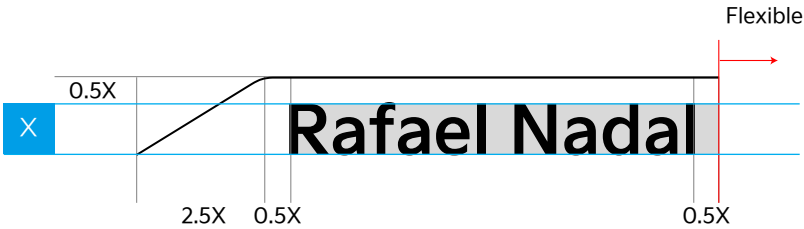
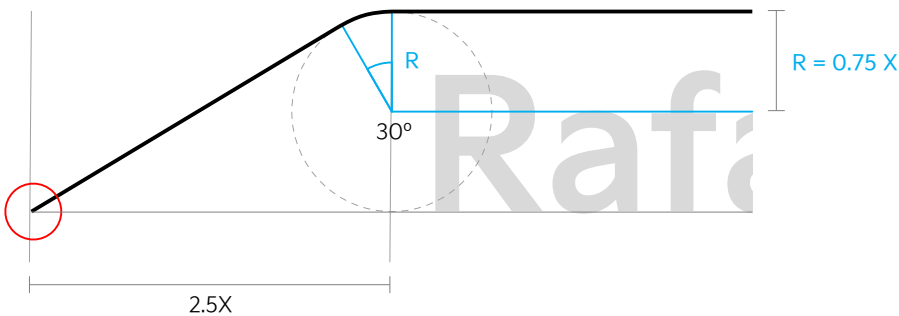
Primary A / Basic Rules

- Use larger/bolder fonts to highlight titles, names, features, etc. Use smaller/lighter fonts for details.
- The spacing between each sentence is adjusted by reference to the specified ratio.
- The size of the main and sub text is according to the following suggested size, but can be adjusted according to the length of the full text.
- Recommended Font Size
Main text: 60 pt / Sub-text: 40 pt

*Main text : Sub-text = 3 : 2

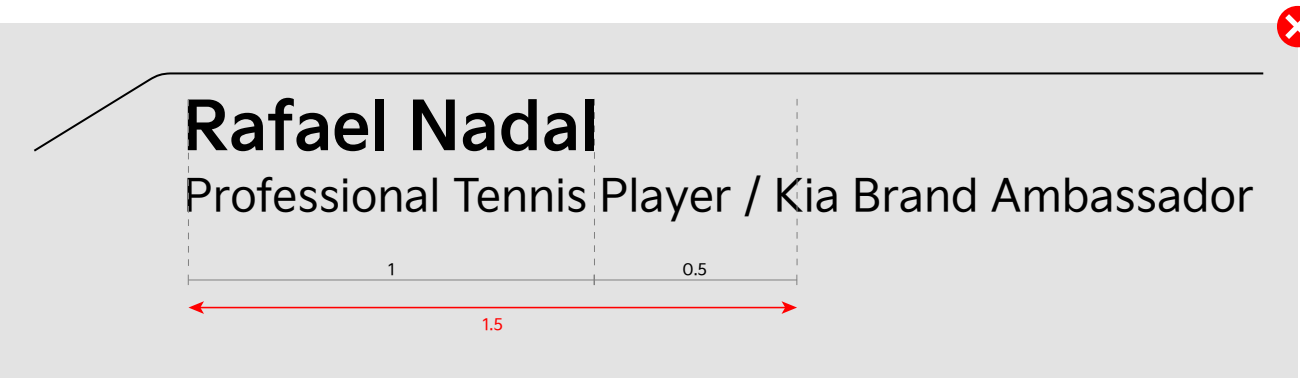


*R : 0.75X



Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Line Thickness: 3pt



* If the horizontal length of the subtext is more than 1.5 times the horizontal length of the main text, the subtext is divided into multi-lines.

Primary A / Ratio & Placement

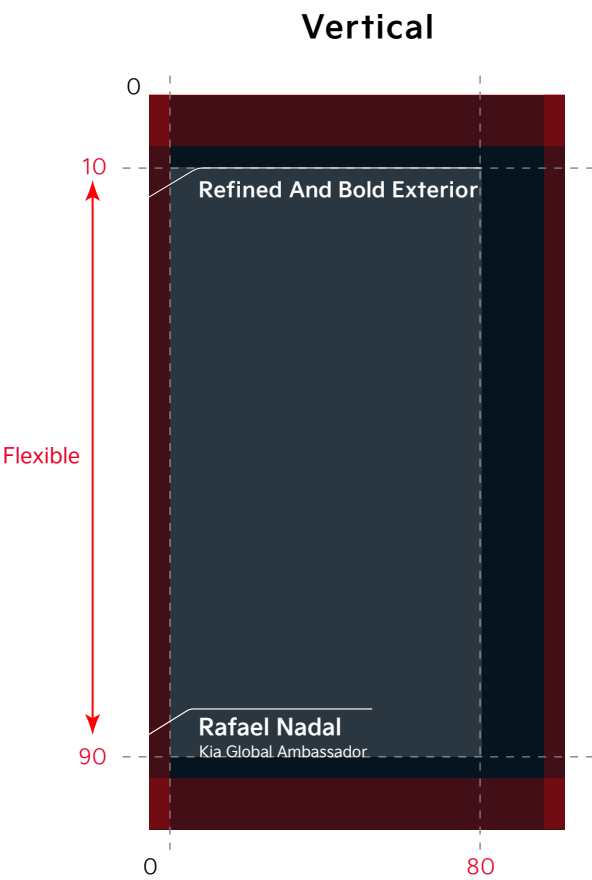
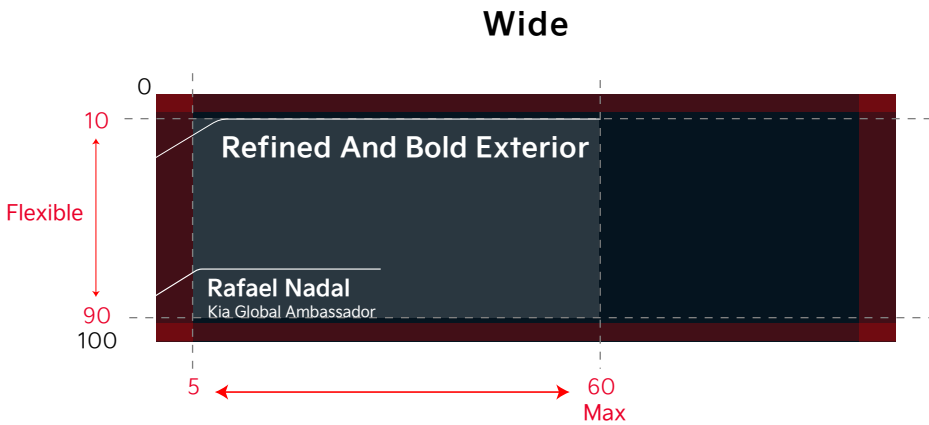
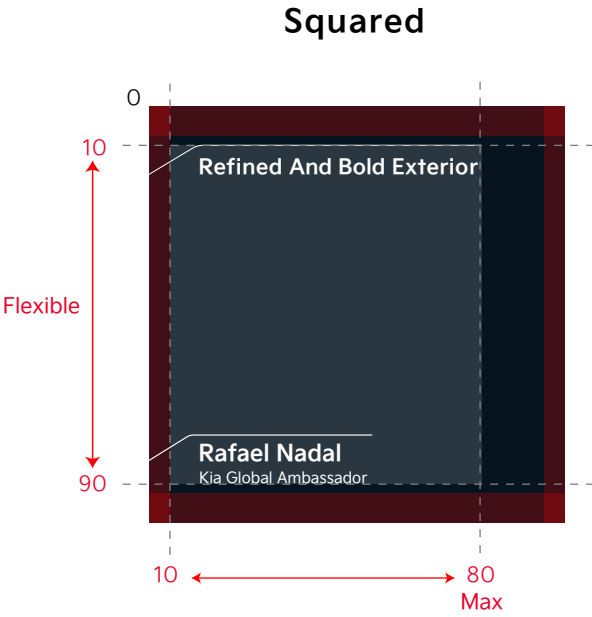
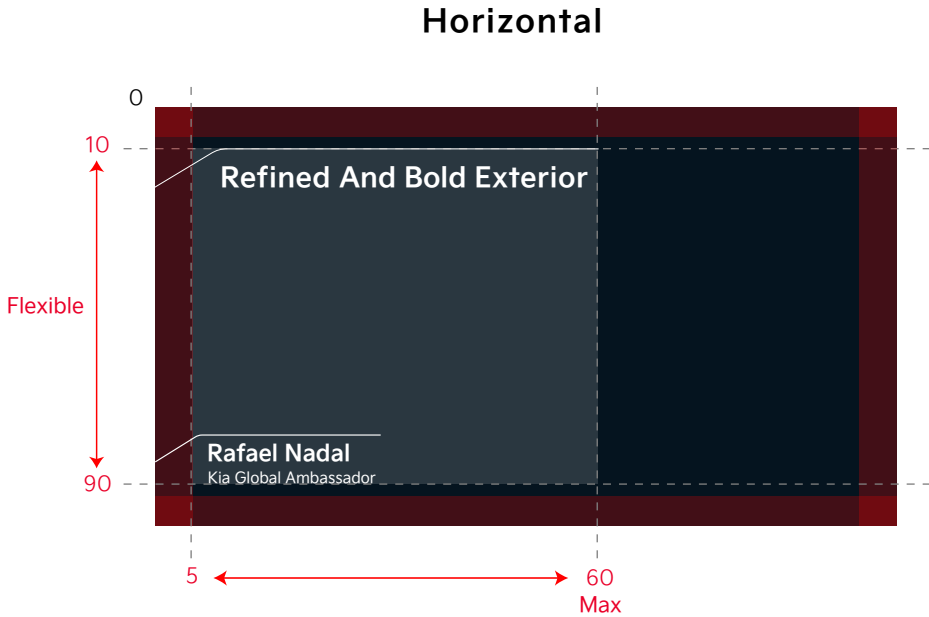
- Use larger/bolder fonts to highlight titles, names, features, etc. Use smaller/lighter fonts for details.
- Make sure that the text is aligned to the left side of the screen. Each proportion, position and size of the motif and text should be adjusted accordingly to the regulations.
- Ensure the end of the graphic line is placed at the far left of the screen. Elements such as rounds, horizontal lines, and text other than the diagonal of the line should not invade the margins.
- Follow the regulations for lines and texts mentioned above. Depending on the content of the video, the font size and vertical position may be adjusted.

Sample

Ratio: 16 : 9

Resolution: 1920*1080px

Line Thickness: 3pt

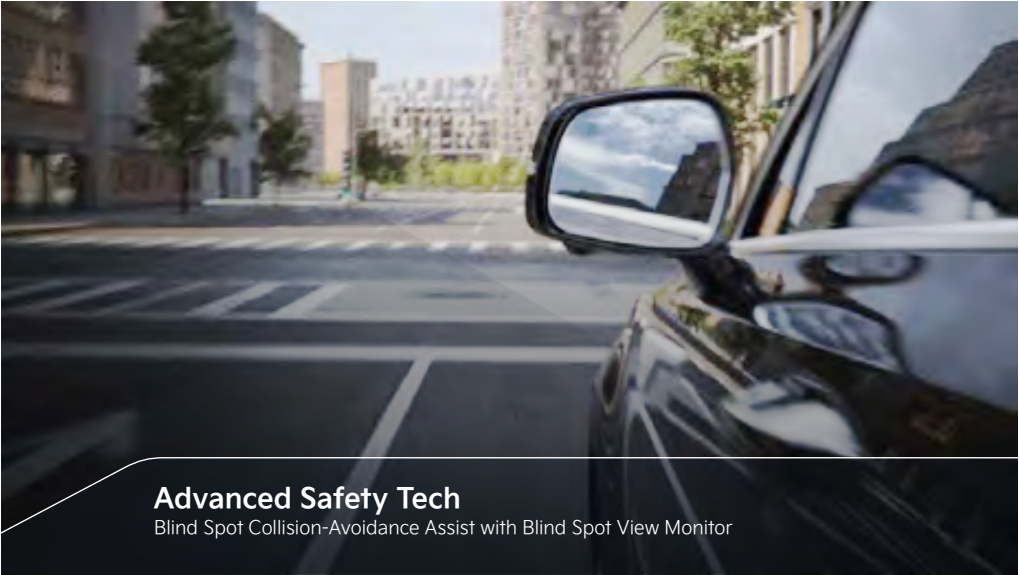


Primary B

Use this format to emphasize the text using frame.

- Insert frame derived from the graphic motif of Kia to the specified location and size, allowing text to be placed within the frame.
- Use bolder fonts to highlight Main-text, and use lighter fonts for Sub-text.
- Opacitiy of the frame background: 0% - 30%.

Example



Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Line Thickness: 3pt

Primary B / Basic Rules

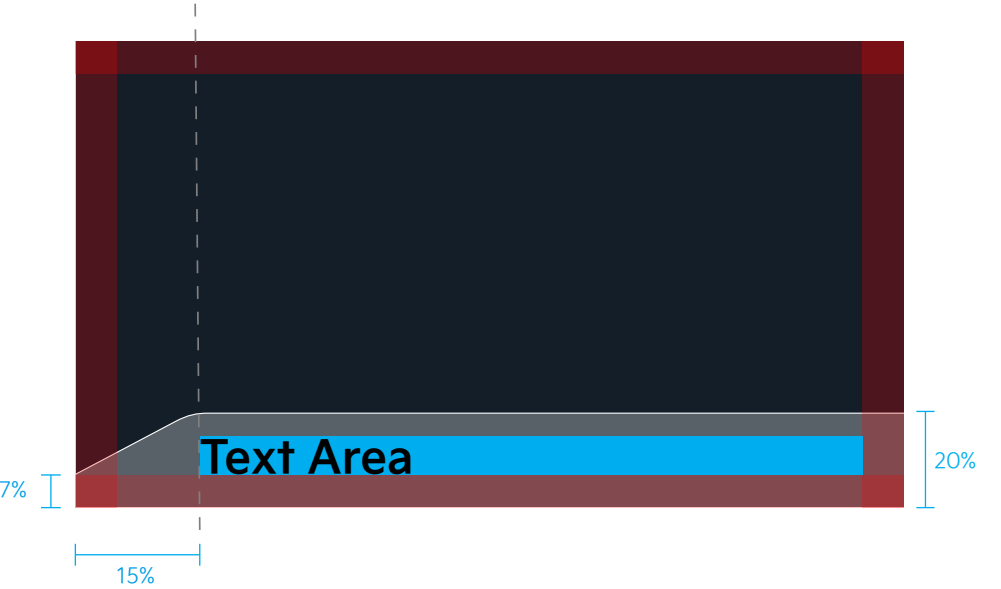
Use this format to emphasize the text using frame.

- Insert frame derived from the graphic motif of Kia to the specified location and size, allowing text to be placed within the frame.
- Use bolder fonts to highlight Main-text, and use lighter fonts for Sub-text.
- Opacitiy of the frame background: 0% - 30%.

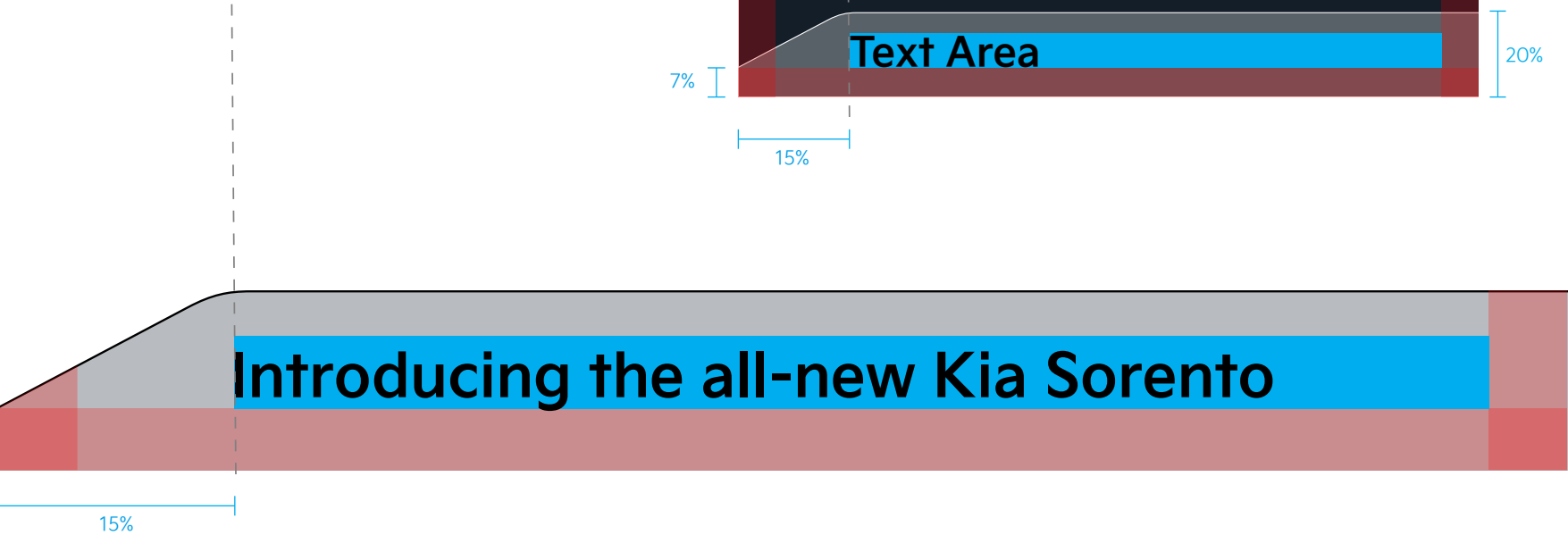
*Main text : Sub-text = 3 : 2

Advanced Safety Tech
Blind Spot Collision-Avoidance

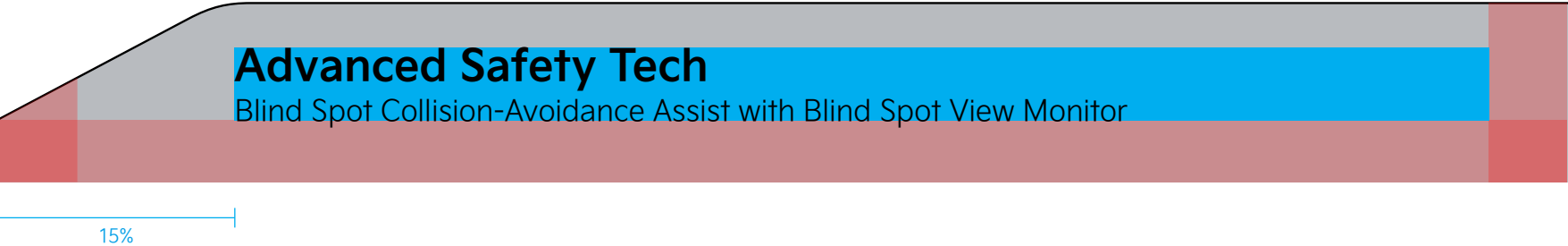
-----> Main-text
-----> Sub-text



*Single-line



*Multi-line



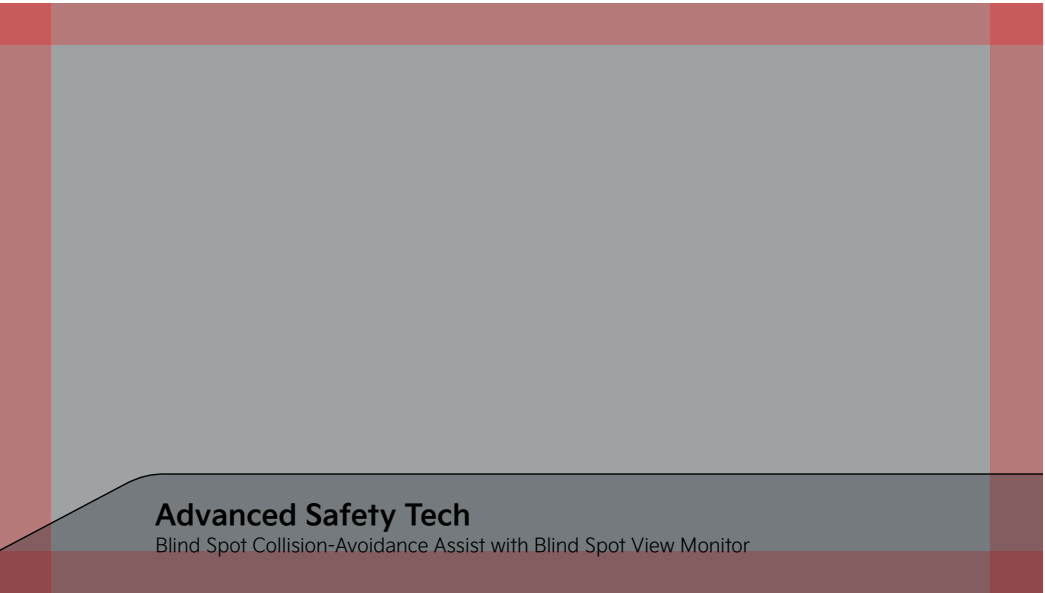
Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Line Thickness: 3pt

Primary B / Ratio & Placement

- Text and frames can be enlarged and reduced in equal proportion
- Do not use Primary B type for square or vertical (9:16) videos other than horizontal ratio such as 16:9.

16 : 9 Ratio



Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Line Thickness: 3pt

Primary / Subtitle

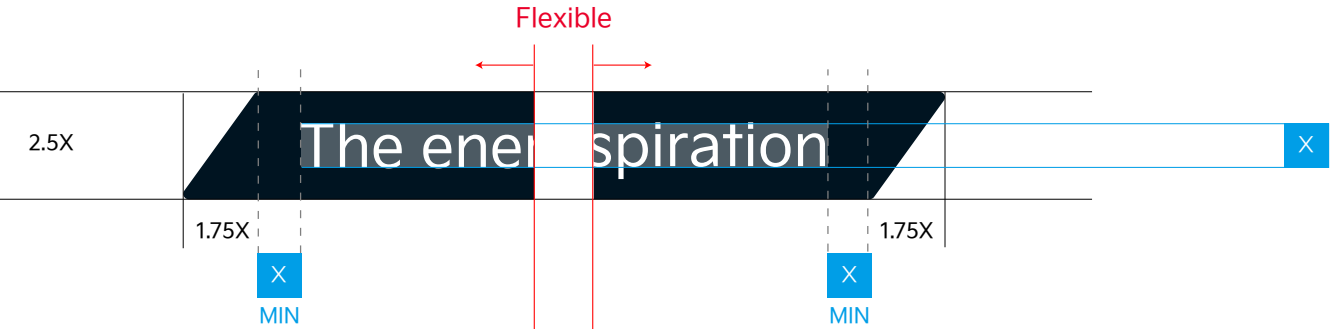
Use this format to emphasize the information text of a subtitle.

- Make sure that the subtitle bar derived from the graphic motif is fixed on the bottom of the screen. Apply text above the subtitle bar and adjust the length accordingly.
- The subtitle bar and text must be centered, leaving a 7% margin below from the bottom.
- It is recommended that the opacity of the subtitle bar be around 30-70%.
- The opacity may be increased to 100% only if the subtitle is not legible due to the background.

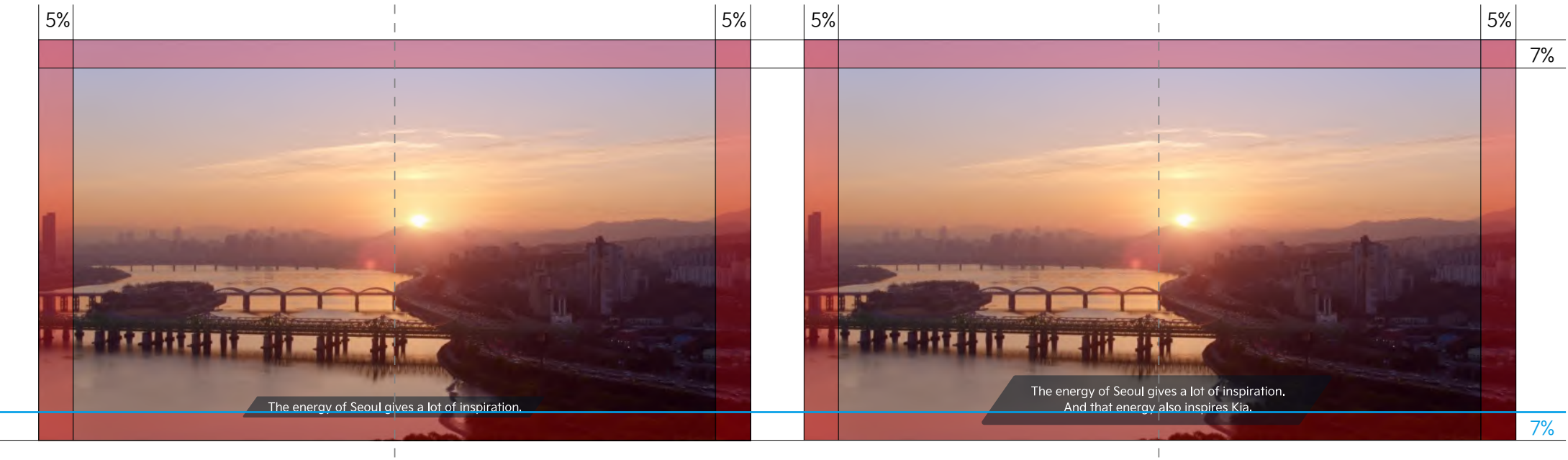
Sample

Ratio: 16 : 9
Resolution: 1920*1080px

Single-line



Multi-line



Secondary

We recommend the use of the secondary format only in cases when it is difficult to apply the primary format.

Select the most appropriate type based on the tone & manner, footage and text being used on the video content.

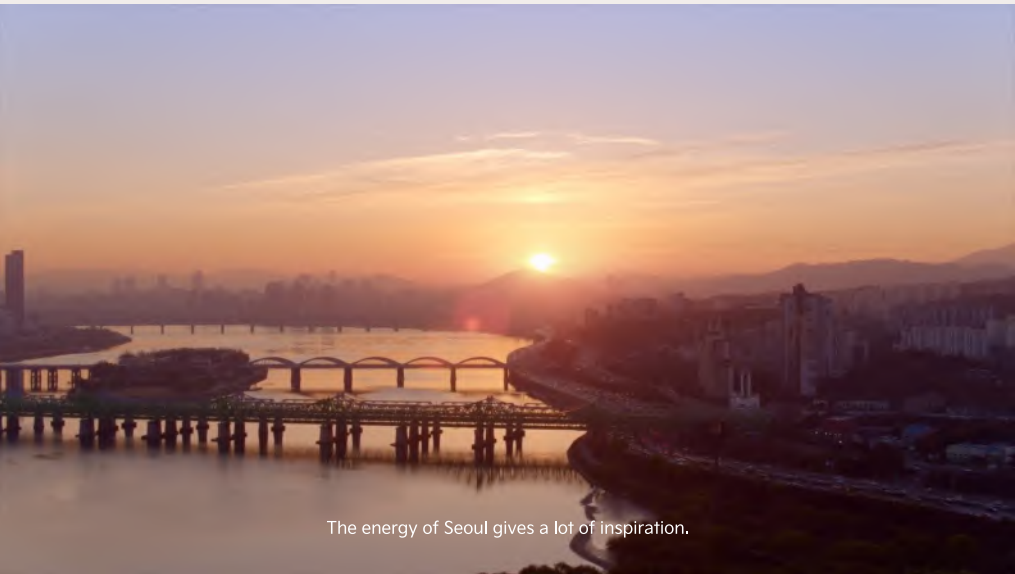
1 Multi-line



2 Single-line



3 Subtitle



Type

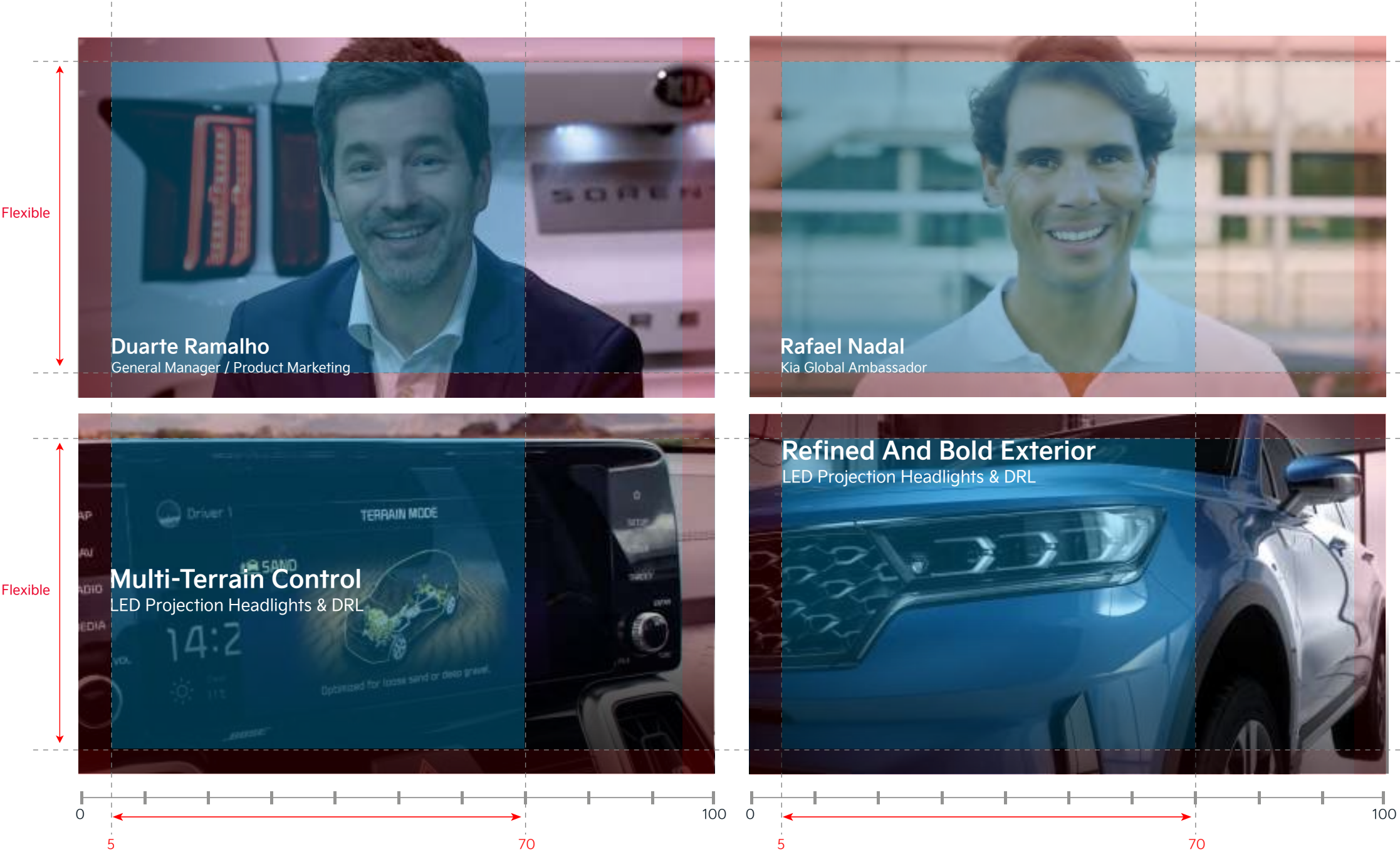
- 1 Multi-line
- 2 Single-line
- 3 Subtitle

Secondary / Multi-line

Use this format to emphasize the information text of the video content in Multi-line format.

- Use larger and bolder fonts to highlight Main-text, names, features, etc. Use smaller and lighter fonts for Sub-text.
- If the text is aligned to the left, the font size and position should be adjusted so that it can be located within the marked area.
- Ensure that the text is not placed within the margin area. Place the text so that it does not overlap with elements such as the headline and the fixed logo placements.

Example / Left



Sample

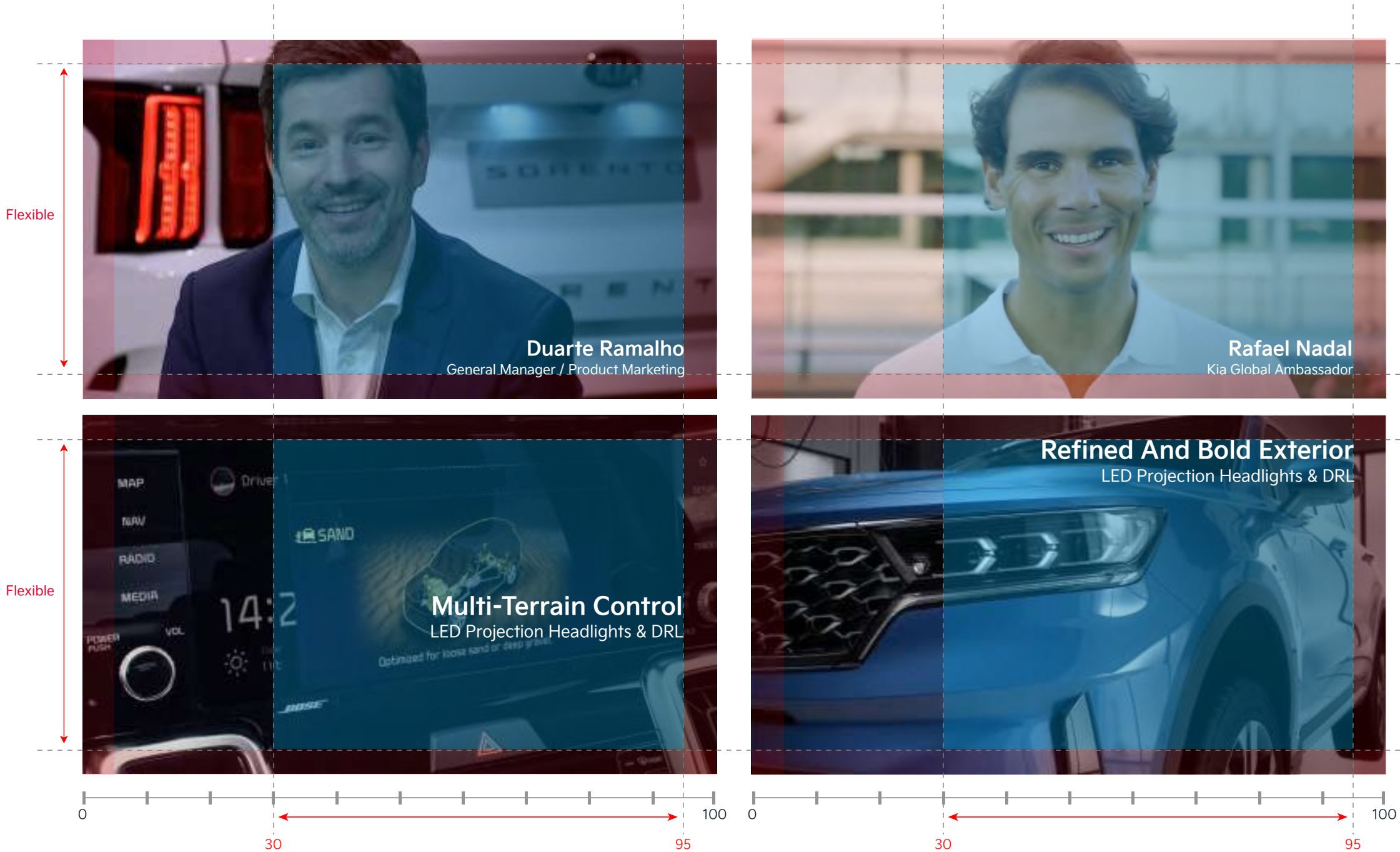
Ratio: 16 : 9
Resolution: 1920*1080px

Secondary / Multi-line

Use this format to emphasize the information text of the video content in Multi-line format.

- Use larger and bolder fonts to highlight Main-text, names, features, etc. Use smaller and lighter fonts for Sub-text.
- If the text is aligned to the right, the font size and position should be adjusted so that it can be located within the marked area.
- Ensure that the text is not placed within the margin area. Place the text so that it does not overlap with elements such as the headline and the fixed logo placements.

Example / Right



Sample

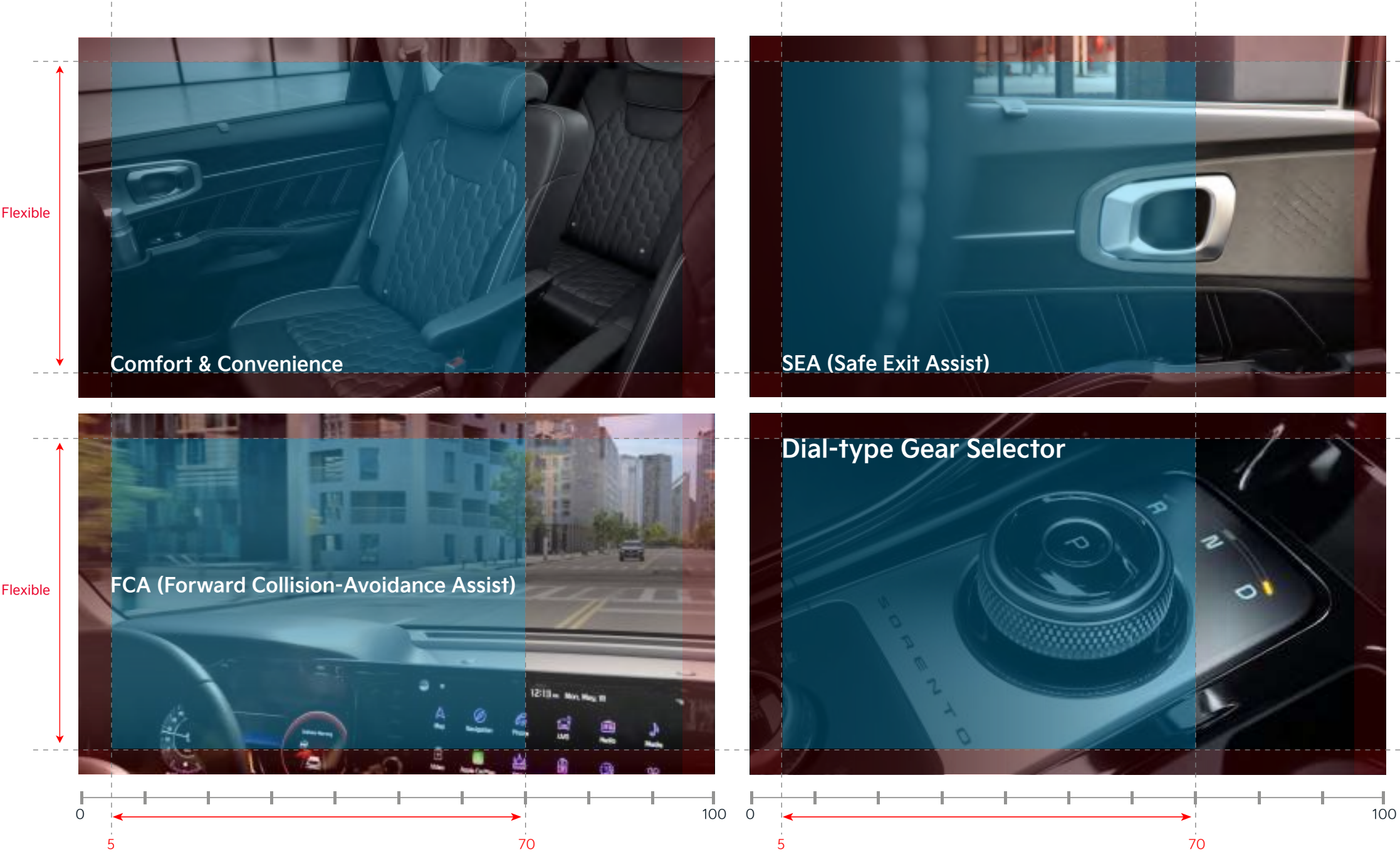
Ratio: 16 : 9
Resolution: 1920*1080px

Secondary / Single-line

Use this format to emphasize the information text of the video content in Multi-line format.

- If the text is aligned to the left, the font size and position should be adjusted so that it can be located within the marked area.
- Ensure that the text is not placed within the margin area. Place the text so that it does not overlap with elements such as the headline and the fixed logo placements.

Example / Left



Sample

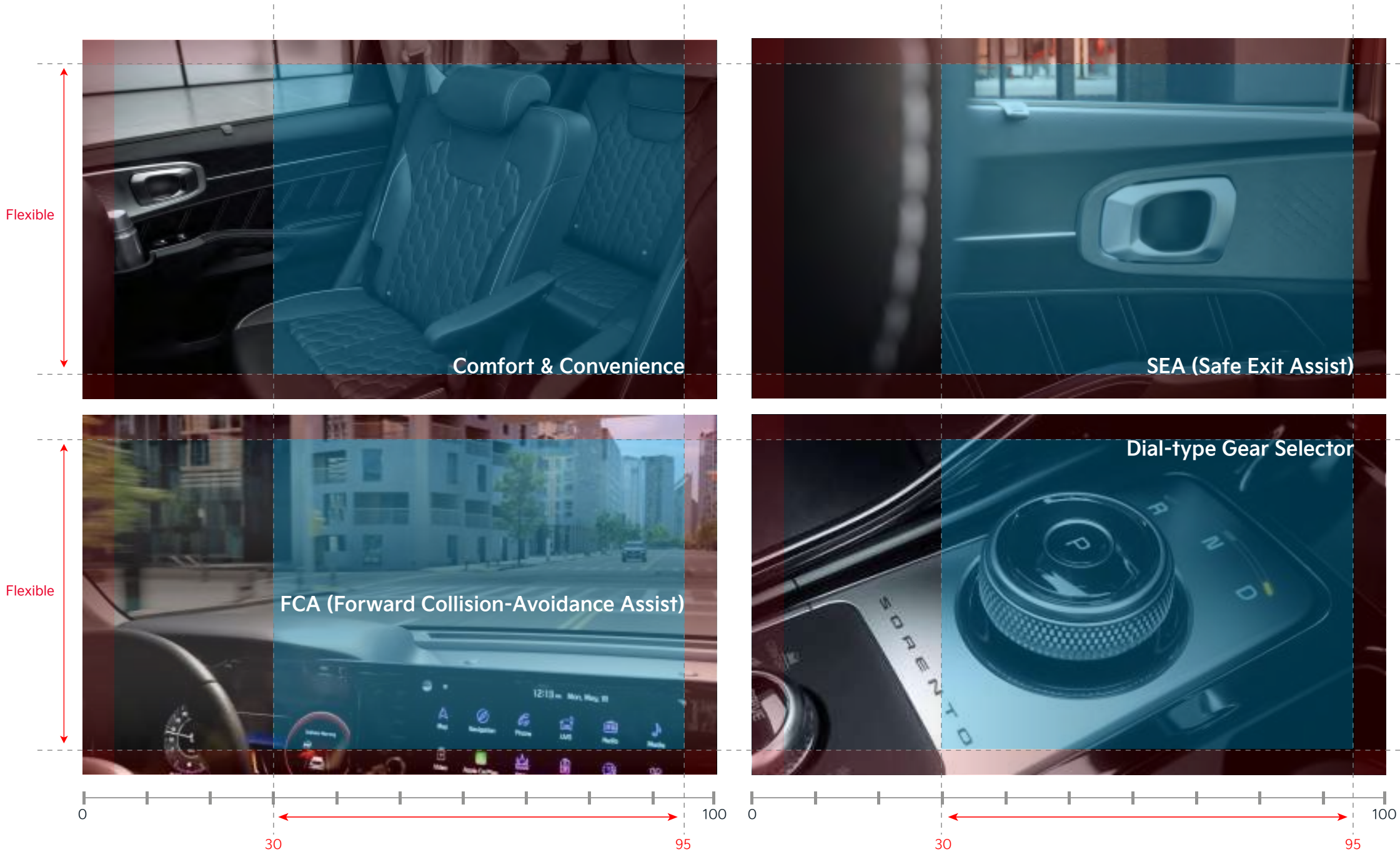
Ratio: 16 : 9
Resolution: 1920*1080px

Secondary / Single-line

Use this format to emphasize the information text of the video content in single-line format.

- If the text is aligned to the right, the font size and position should be adjusted so that it can be located within the marked area.
- Ensure that the text is not placed within the margin area. Place the text so that it does not overlap with elements such as the headline and the fixed logo placements.

Example / Right



Sample

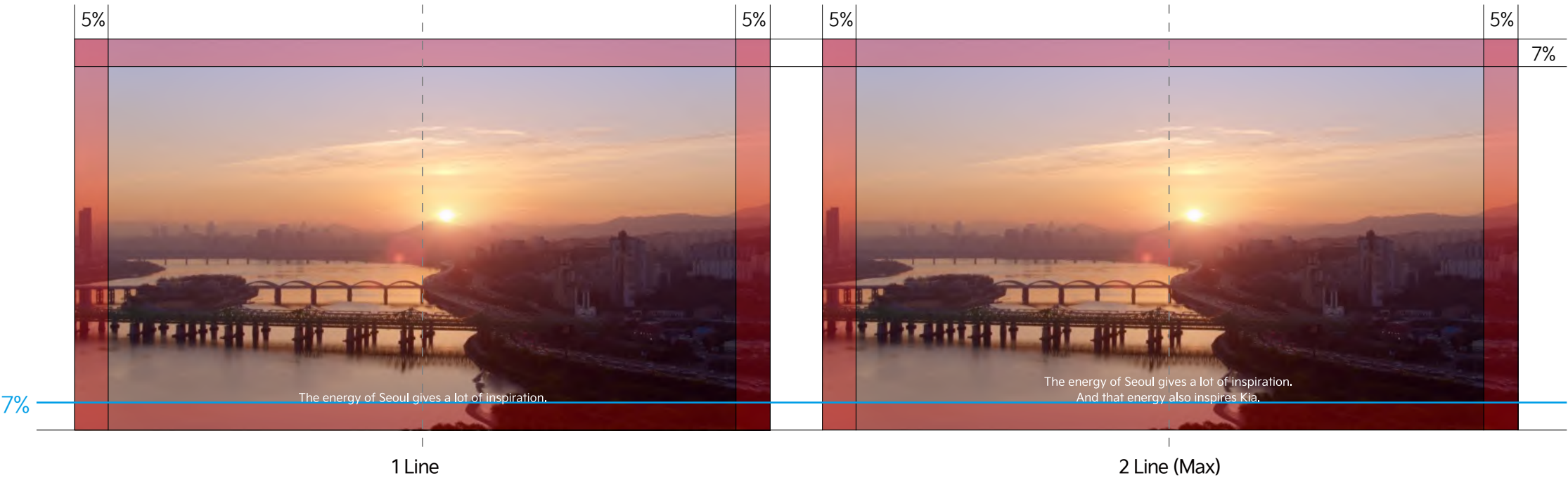
Ratio: 16 : 9
Resolution: 1920*1080px

Secondary / Subtitle

Use this format to emphasize the information text of the video content as a subtitle.

- The subtitle bar and text must be centered, leaving a 5% margin on both sides and 7% margin below from the bottom.

Subtitle



Sample

Ratio: 16 : 9
Resolution: 1920*1080px

Disclaimer & Legal Text

- If there are other regulations within the media and productions, those regulations will take precedence. However, if there are no other specific regulations, please refer to the following guide.
- In case of disclaimer and legal text, adjust the amount and size of text so that it does not exceed 3 lines maximum.
- The alignment of the desclamers can be adjusted to the creative properties of the video contents. (Left-align / Center-align / Right-align)
- Recommended Font Size
Subtitle: 35 pt / Disclaimer & Legal text: 15~20 pt

Sample

Ratio: 16 : 9

Resolution: 1920*1080px

Recormmended Font Size - Subtitle: 35pt / Disclaimer & Legal text: 15~20pt

Subtitle

The energy of Seoul gives a lot of inspiration.

And that energy also inspires Kia.

x

0.8X

x

Disclaimer

*Not all features of Kia Carnival ~

Not all features of Kia Carnival ~

Not all features of Kia Carnival ~

0.3Y

0.3Y

Y

Y

Y

3%

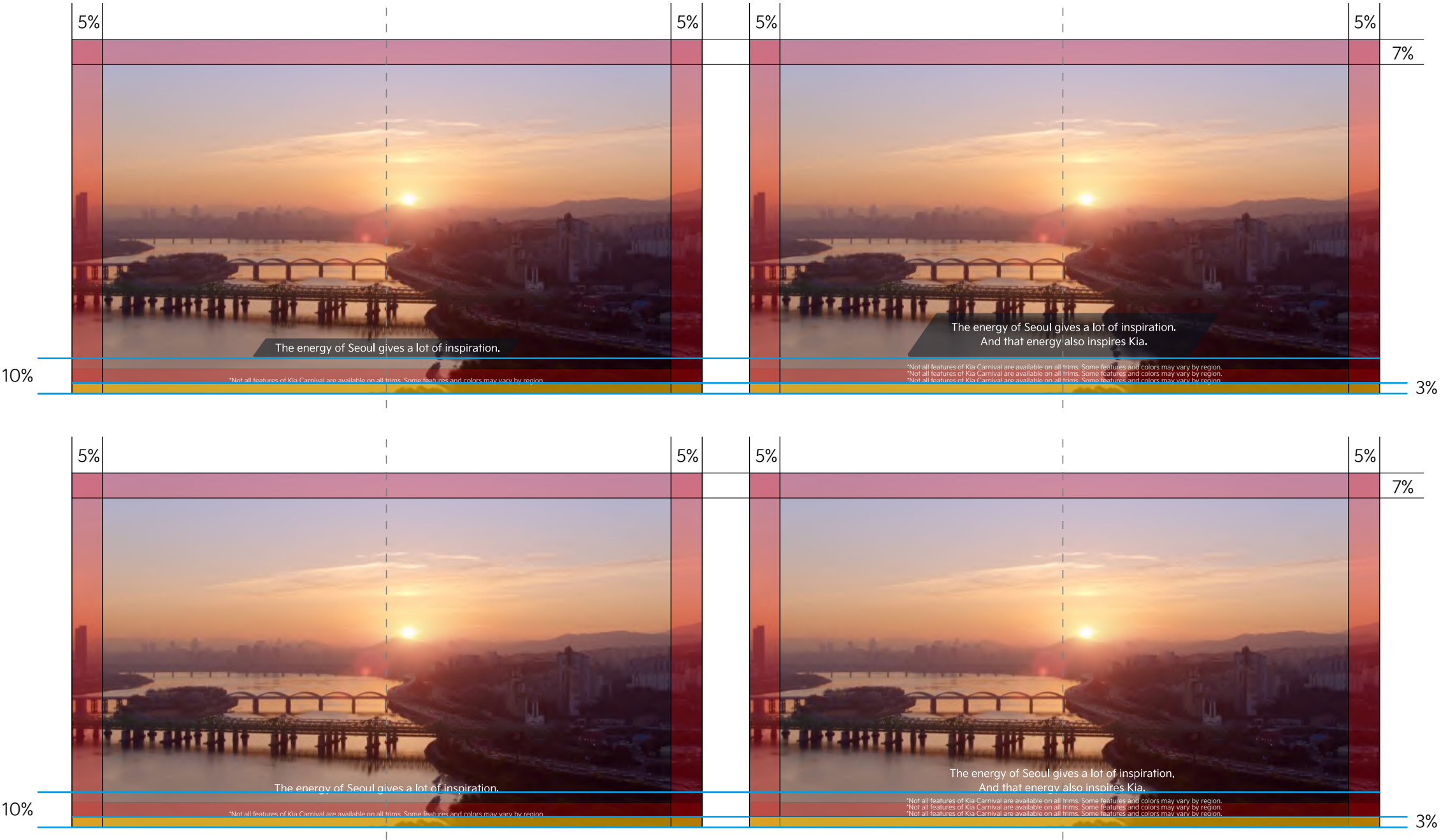
*Not all features of Kia Carnival are available on all trims. Some features and colors may vary by region.

*Not all features of Kia Carnival are available on all trims. Some features and colors may vary by region.

*Not all features of Kia Carnival are available on all trims. Some features and colors may vary by region.

Disclaimer & Legal Text

- If subtitle and disclaimer(or legal text) be inserted together, place text and subtitles according to the guidelines.



Sample

Ratio: 16 : 9

Resolution: 1920*1080px

Recormmeded Font Size - Subtitle: 35pt / Disclaimer & Legal text: 15~20pt

10.8 Supers

Supers

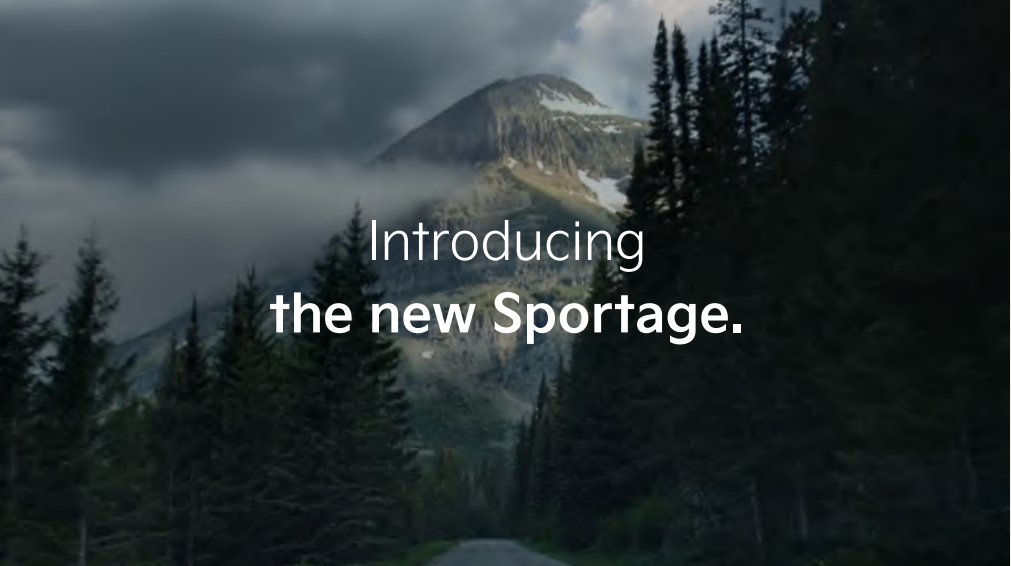
Utilize Supers when you want to boldly emphasize a particular text within the video content. Supers may be applied to all types of video content. Select the most appropriate layout depending on the background footage that is being used.

- The text needs to appear within 0.5~1 second to deliver a clear and dynamic feel.
- Make sure the total duration lasts for at least 1.5 seconds so that it is clearly recognizable.
- Please avoid using Kia's regular font in a super. We recommend using the combination of Kia's light and bold fonts. However, when needed, either one can be used.
- When using uppercase letters, use a light font and increase the kerning value to minimize complexity.

Type

- 1 Center
- 2 Left
- 3 Right

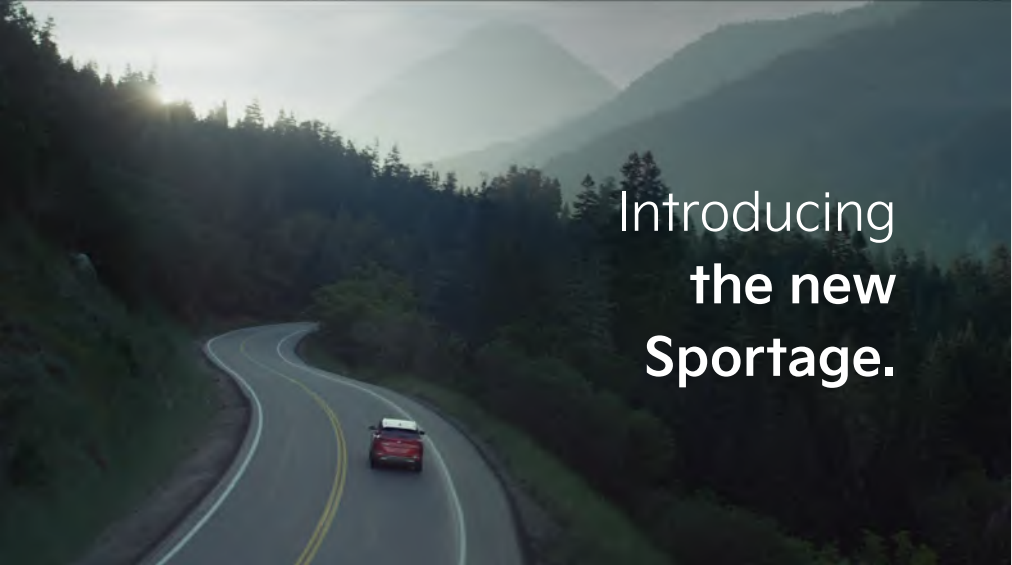
1 Center



2 Left



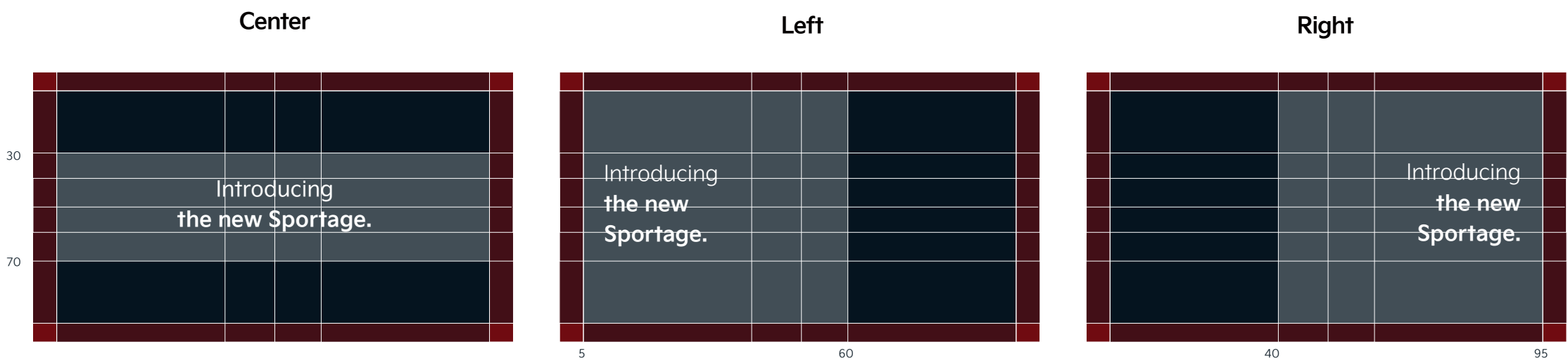
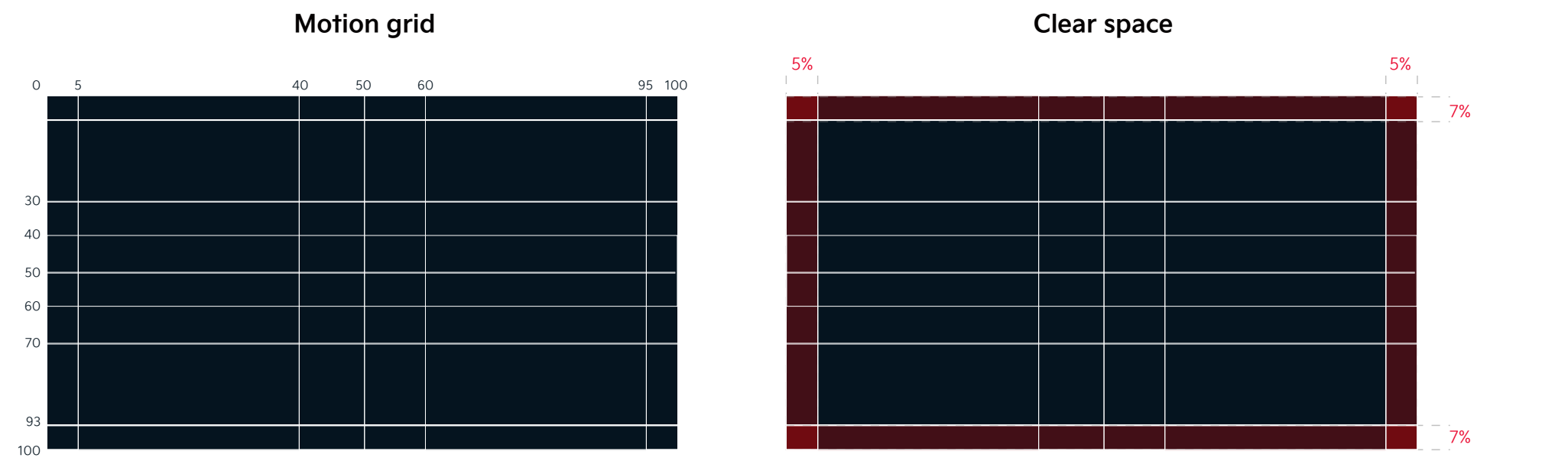
3 Right



Motion Grid

Motion grids enables the proper placement of Supers within each location. The placement and size of the text may be adjusted according to the resolution of the video and the length of the text.

- It is recommended that 5% of the margins on each sides be a clearspace, no text should be inserted within this area.

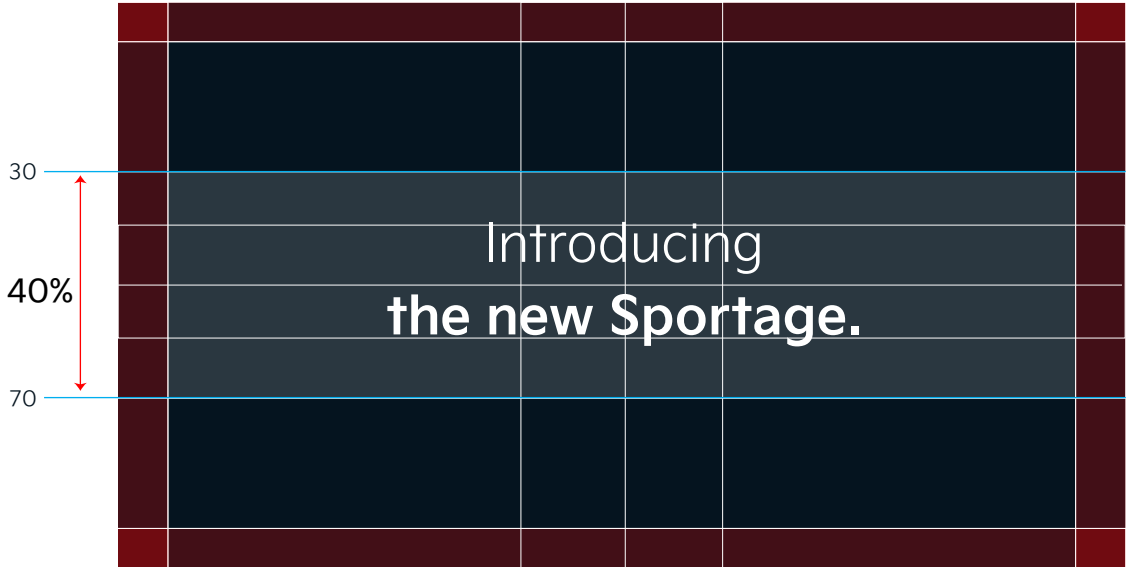
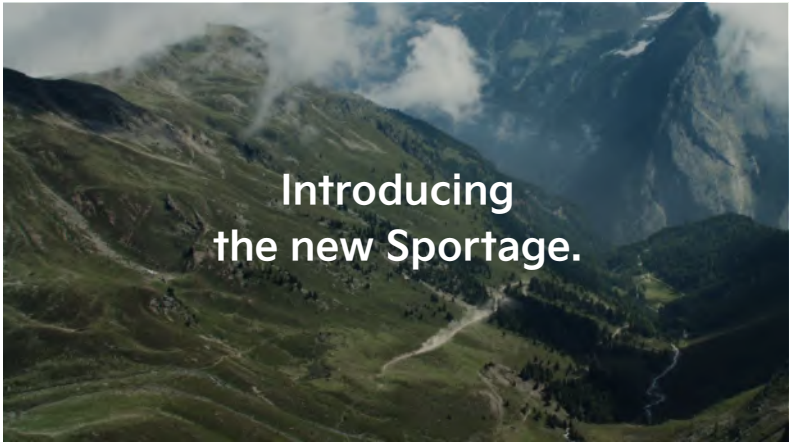
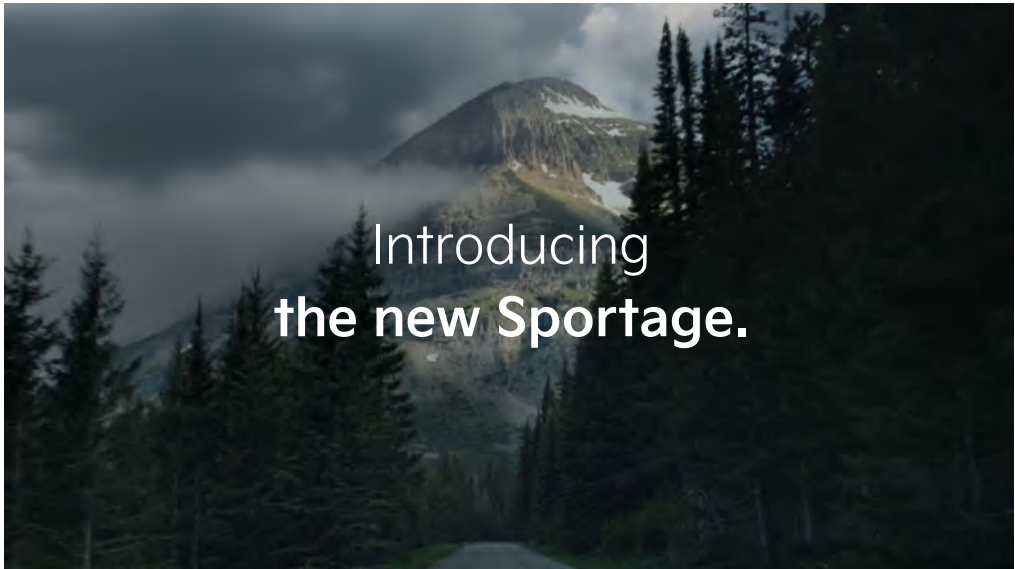


Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Recormmended Font Size: 75pt - 100pt

Center

- Make sure the text is placed within 40% of the center based on the vertical length.
- It is recommended that the length of text does not exceed more than 2 lines to avoid distrupting the background footage.
- Basic duration: 1.5 sec (45f)

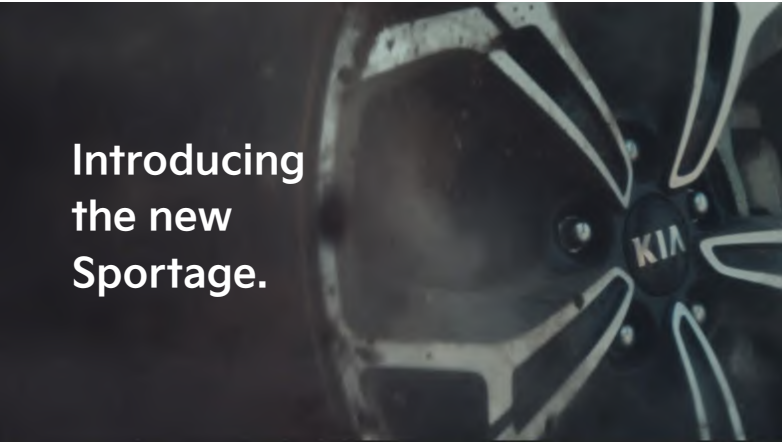


Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Recormmended Font Size: 75pt - 100pt

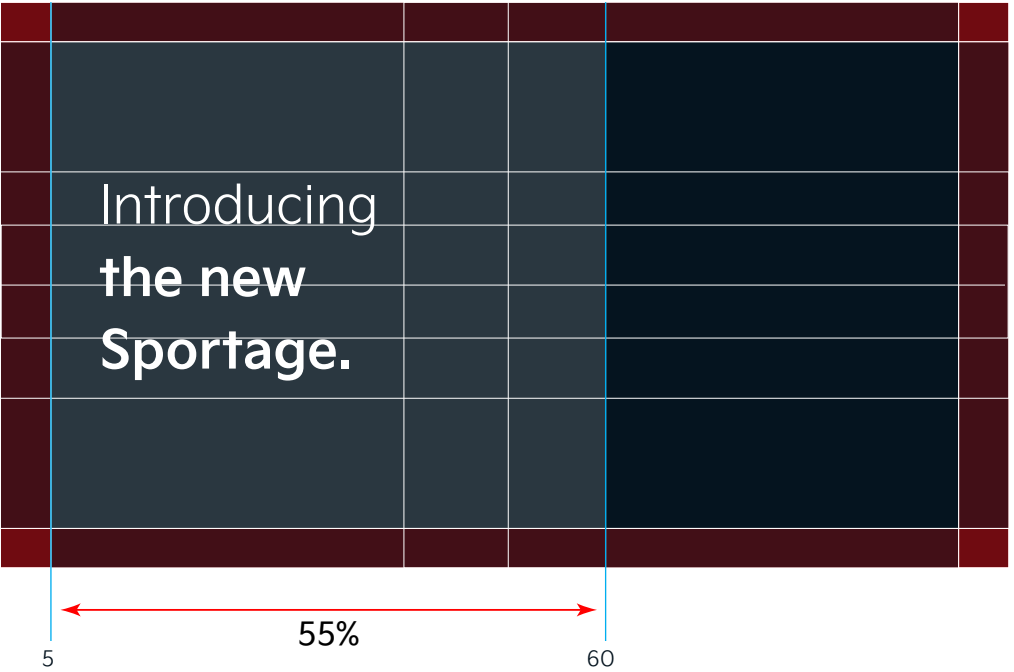
Left

- The text should be inserted on the left within 55% of the area between 5% and 60% based on the horizontal length.
- Also ensure that the main object of the background image is featured on the right side of the screen so that it does not interfere with the text.
- It is recommended that the length of text does not exceed more than 3 lines to avoid distrupting the background footage.
- Basic duration : 1.5 sec (45f)



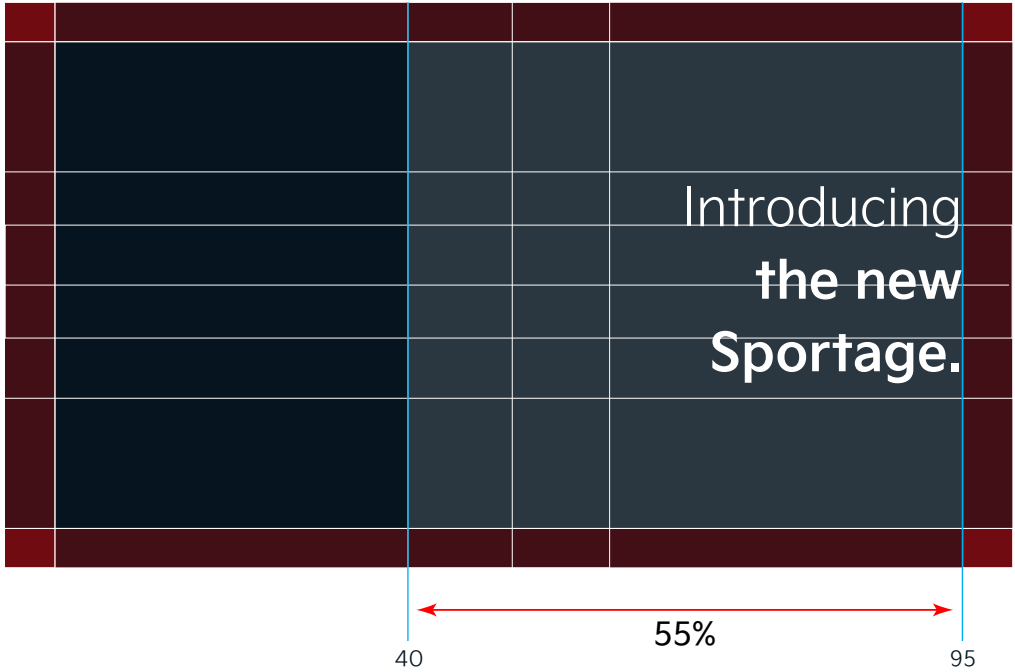
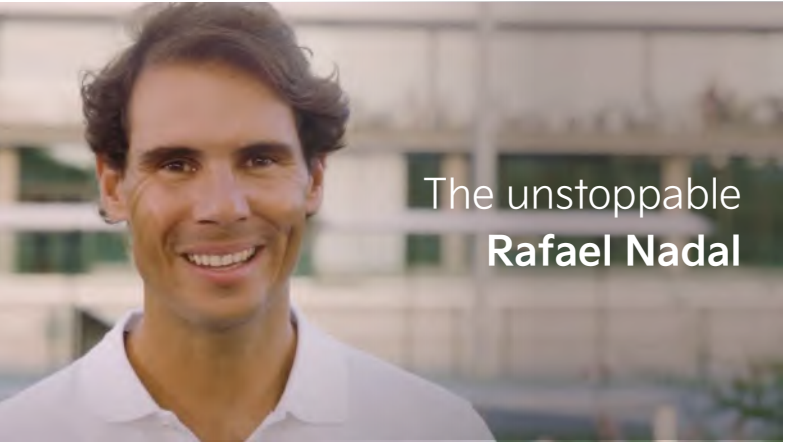
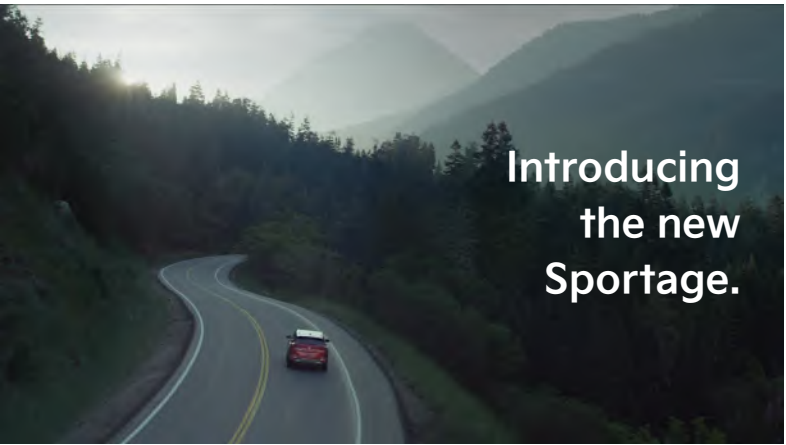
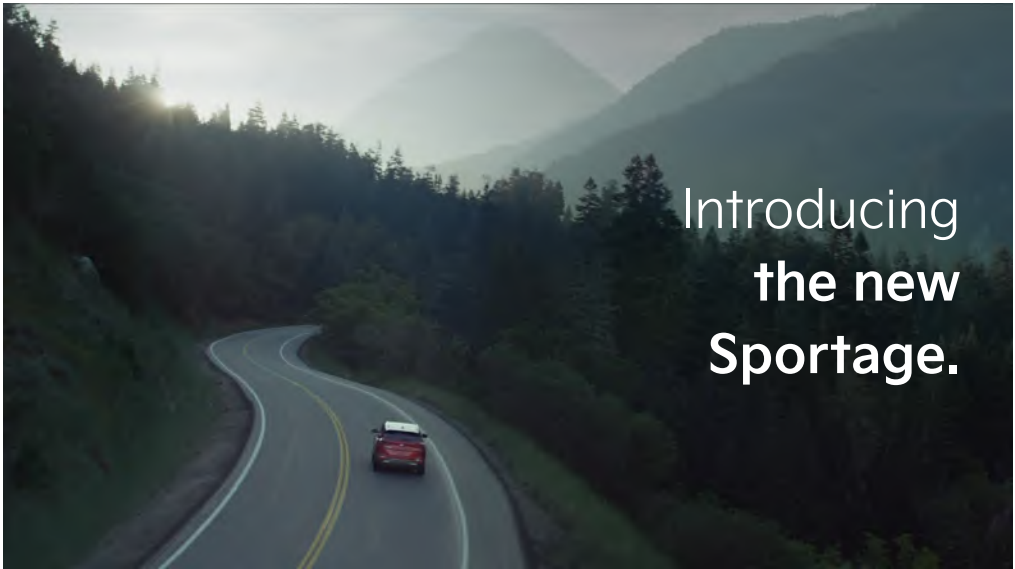
Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Recormmended Font Size: 75pt - 100pt



Right

- The text should be inserted on the right within 55% of the area between 5% and 60% based on the horizontal length.
- Also ensure that the main object of the background image is featured on the left side of the screen so that it does not interfere with the text.
- It is recommended that the length of text does not exceed more than 3 lines to avoid disttupting the background footage.
- Basic duration : 1.5 sec (45f)

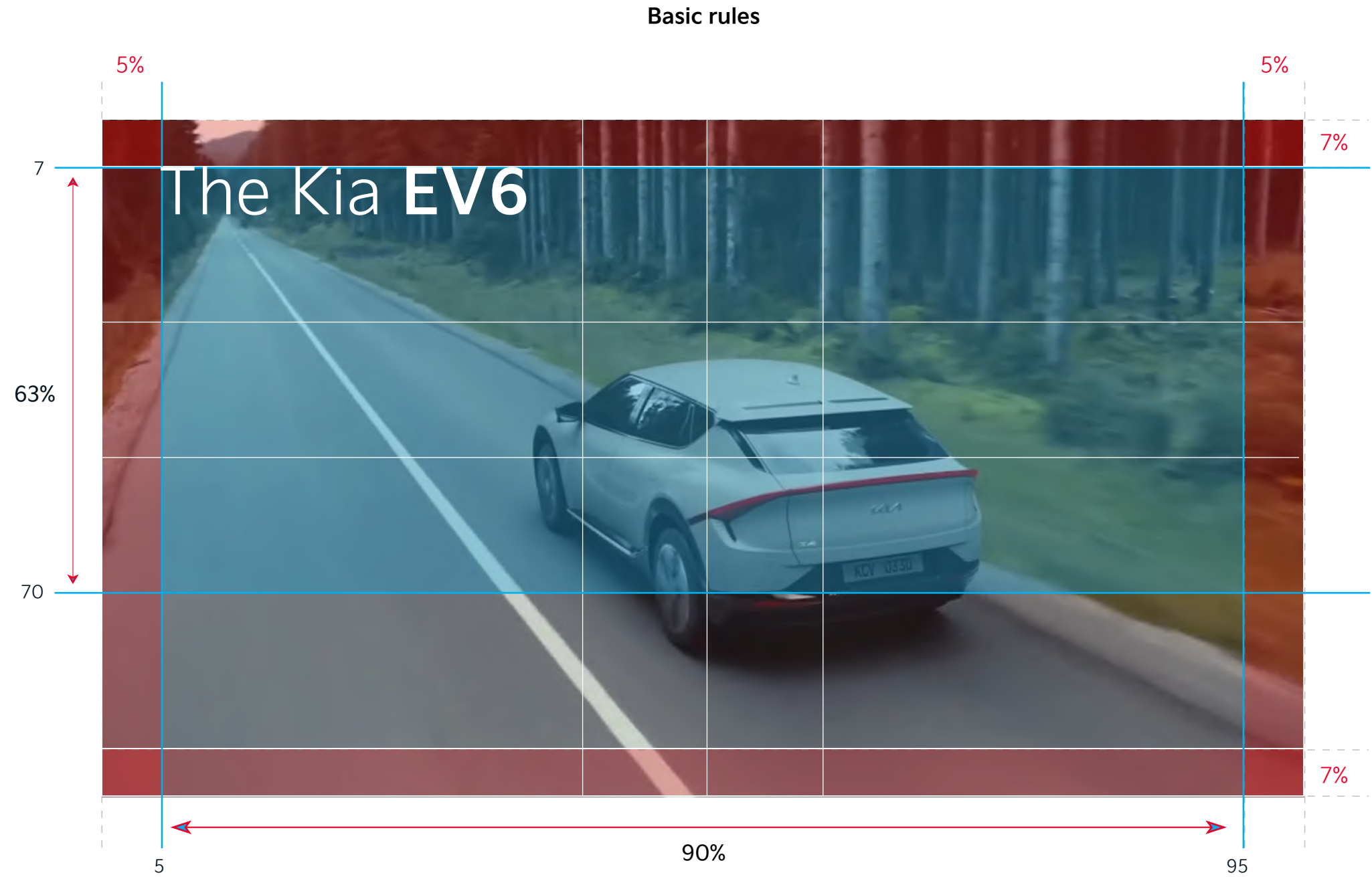


Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Recormmended Font Size: 75pt - 100pt

Product Name / Basic Rules

- The product name is applied in the same rules as the general headline rule.
- The product name should be located at the top or center to increase the level of attention, and should not be placed in the bottom 30% area.

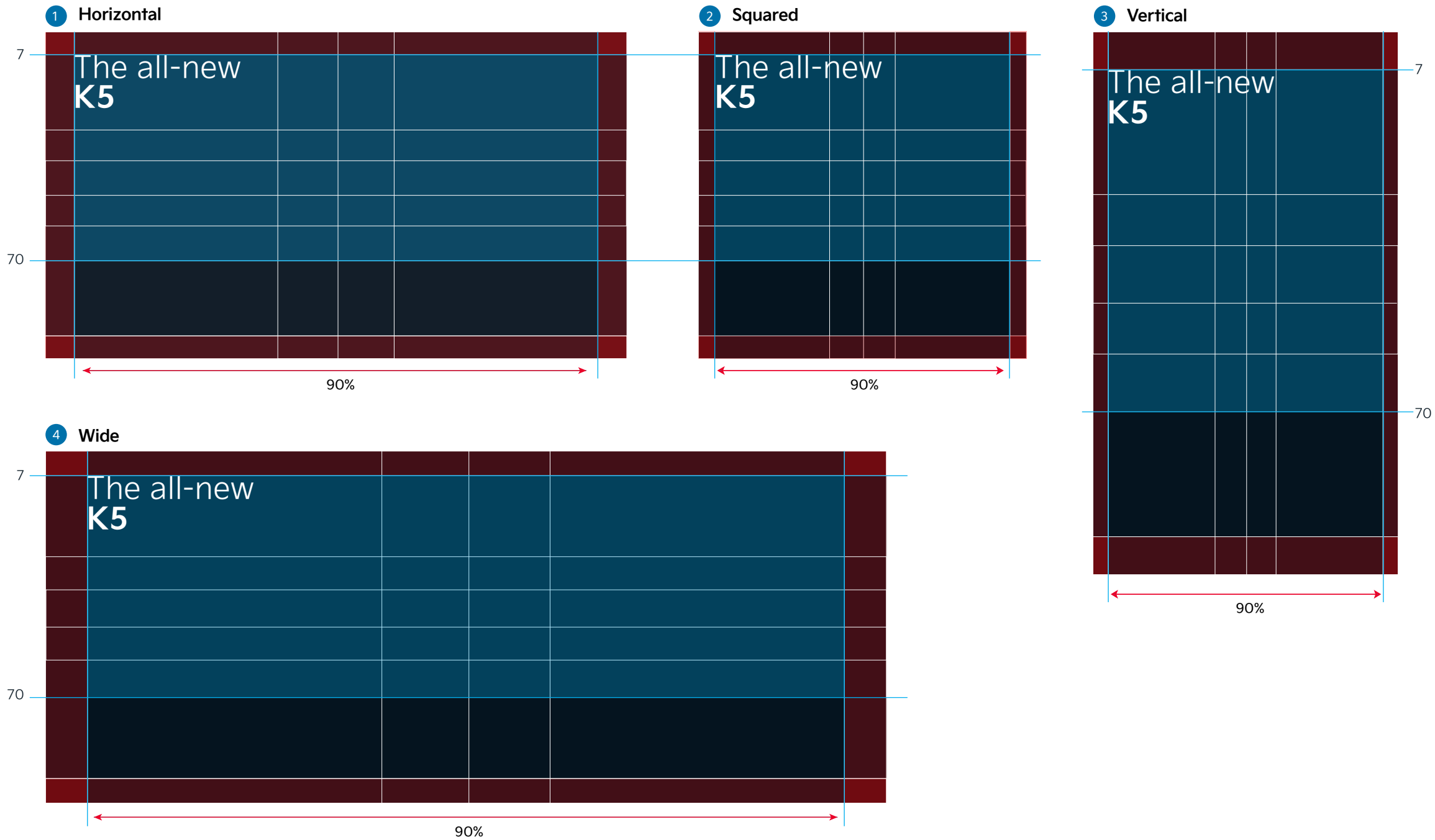


Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Recormmended Font Size: 70pt - 100pt

Product Name / Ratio & Placement

- The product name is applied in the same rules as the general headline rule.
- The product name should be located at the top or center to increase the level of attention, and should not be placed in the bottom 30% area.



Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Recormmended Font Size: 70pt - 100pt

Product Name / Example

- Recommended font size: 70pt - 100pt
- Ensure the font thickness is appropriately applied to the content.
- Kia Signature Light, Regular, and Bold may be used together. When using two different font thicknesses together, use the combination of Kia Signature Light and Bold to create a contrast.

Example



85 pt



70 pt



100 pt



100 pt



85 pt



70 pt

Sample

Ratio: 16 : 9
Resolution: 1920*1080px
Recormmended Font Size: 70pt - 100pt

10.9 Interview

Interview / Styling

In the case of the interview video, it shows the tone and manners of the brand consistently.

Avoid overly formal suits, and choose casual and neat styles of clothings that have warm and bright colors.

- We're not saturated.**
- We're not staged.**
- We're not over the top.**
- We're not artificial.**
- We're not unrealistic.**
- We're not extreme.**
- We're not colorful.**
- We're not excessive.**
- We don't over-complicate.**



Interview / Background

Even the locations we show should inspire.

We recommend placing the interviewer in a simple, minimal location with depth to draw in the audience's attention.

Create spaces and compositions that enable the viewer to actually sense the spaces within the shot.

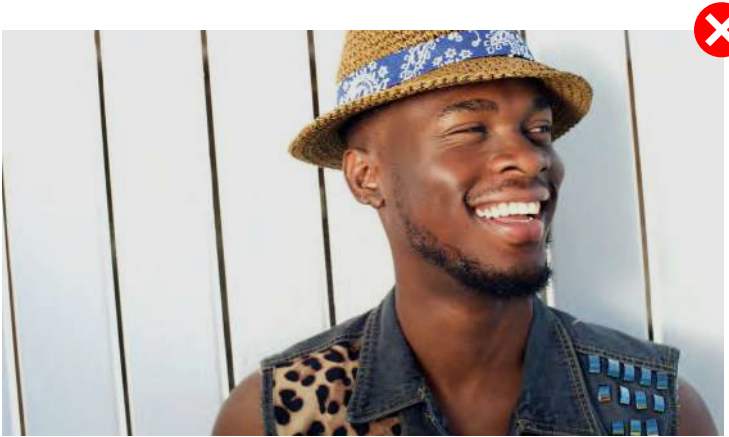
When shooting, the brand's motif can also be expressed by using a building's structure, lighting, shadows creating a rising diagonal line in the background etc.



Do not

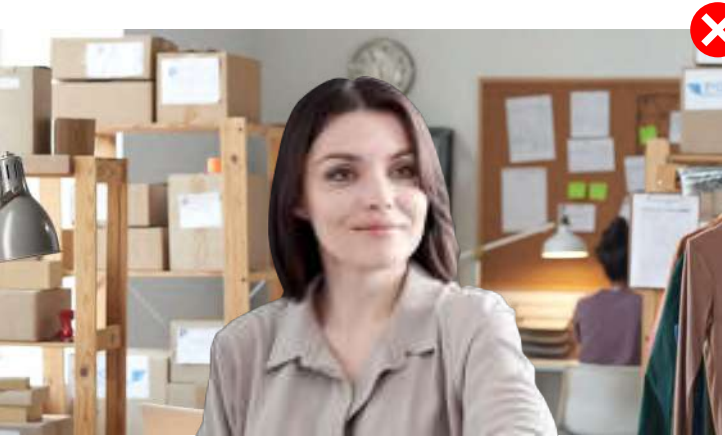
Styling

- Overly formal and rigid clothes and hairstyles
- Overly diverse colors and patterns, excessive accessories or makeup that distract attention.
- Clothes of similar colors or brightness that are difficult to distinguish from the background



Background

- Complex backgrounds where too many visuals pulls the focus away from the speaker.
- Background with various colors or graphics, or backgrounds with lighting that stand out.



Default Background Image

When a proper background is not available, use Kia's default background image.

The basic background images may be used in various ways:

- Background image synthesized after green/blue screen.
- Background image from a display or a video conference background image.

Type A



Type B



Type A with motif



Type B with motif



Default Background Image / Example

The background image may be selected depending on the speaker's outfit or mood.

The basic background images may be displayed in various ways through camera angle, graphics, text. Ensure the speaker placed in each scene does not collide with the background image.

Type A



Type B



Type A with motif



Type B with motif



11. Sound

11.1 Overview

11.2 Giving our sound direction

11.3 Signature sound

11.4 Background music

11.5 Brand voice

11.6 Brand song

11.7 Album Concept

11.8 Partnership & Artist Collaboration

11.9 Basic Rules

Overview

These sound guidelines have been created to guide music, audio and film producers in delivering on brand sound for audio applications in order to provide a consistent brand experience to our brand target.

The Kia sound guidelines should be applied across all Kia audio visuals such as a brand song, the music for digital content, TV spot, radio ads, showroom soundscapes, on-hold music or even event background music.

A quick word on audio branding

Sound has the unique ability to create vivid images in our minds and, not least, to trigger powerful emotion. Which is why sound is a key element of delivering Kia's brand experience.

Accordingly, Kia's sound and music are designed to resonate with our key brand target, starting with Innovators and Early Adopters and extending to all those who aspire to drive a Kia.



Giving our sound direction

Kia’s sound and music are true to the overall Kia brand. They project our optimistic, purposeful and bold brand tonality.

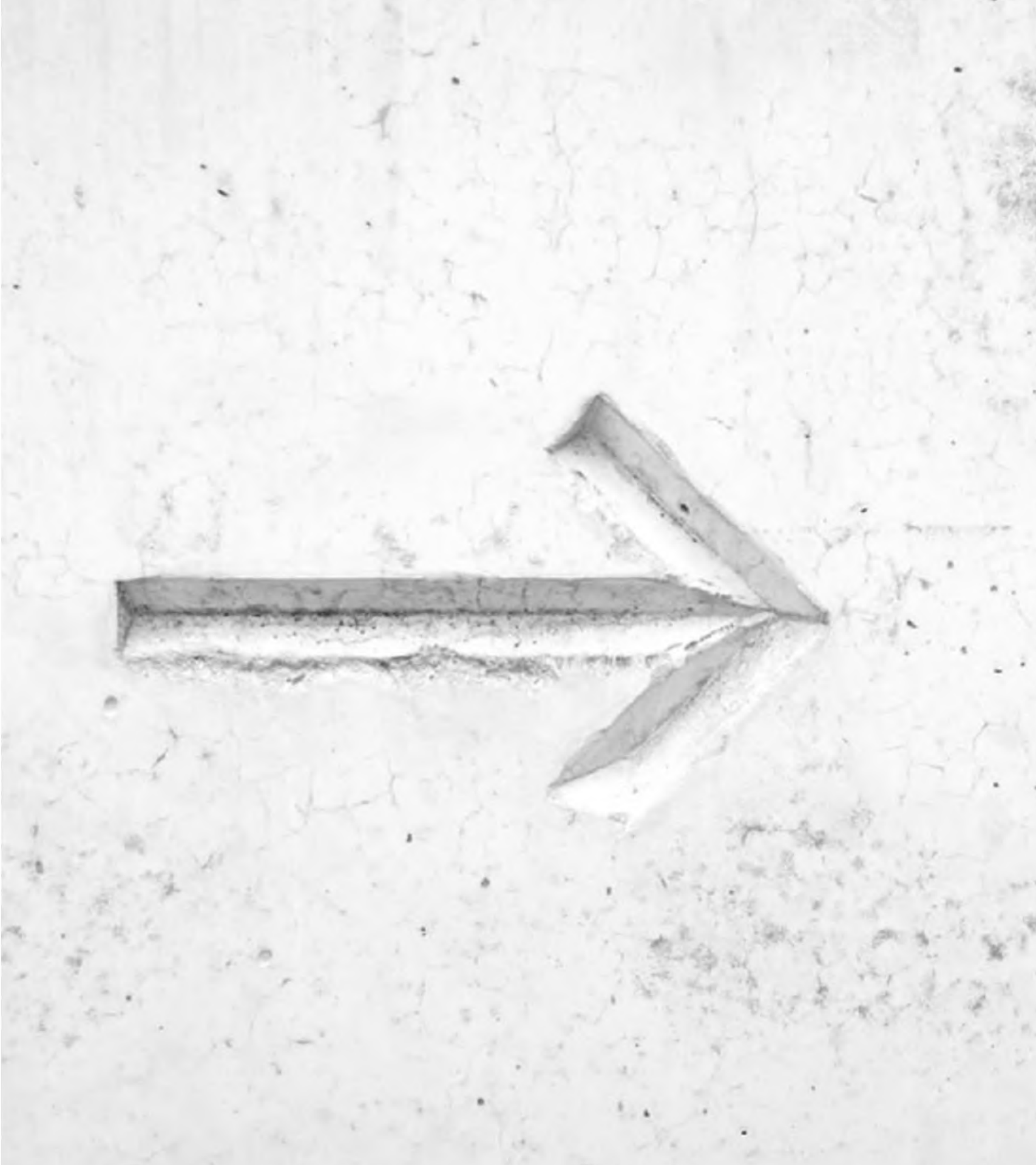
More than this our sound is new and interesting, it offers varied pace and movement, it gets you curious and sparks inspiration, taking you on an inspiring journey that moves you. Because that’s what appeals to Innovators and Early Adopters.

There could be no more appropriate vehicle to convey the idea of “movement that inspires.”

In summary, Kia sound has the following qualities:

At brand level: Inspiring (Uplifting, never boring)

Tone of voice: Optimistic (Positive, never depressing)
Purposeful (Definite, never whimsical)
Bold (Outstanding, never vanilla)



The Kia signature sound

Concept

We created the new Kia signature sound based on the scientific back bone to speak to the emotion of our brand target and to inspire them.

Kia's new signature sound was born of a unique instrument, the sounds of nature, talented musicians and neuroscience. A well-known creative neuroscientist guided the musicians on what notes to use for how long as well as the harmony, pitch and dynamics required to activate certain parts of the brain. The notes used were crafted to inspire the listener to unlock their creativity and to provide a feeling of completion.

Neuroscience has shown that particularly beautiful chords are processed on different sides of the brain. If a chord is minor it works on the creative right side of the brain, while and major chords activate the analytical left side. The note sequence in the logo is 7th, 8th, 3rd minor, 5th, characterising a minor 7 chord. The last notes are 7th and tone, giving us tension followed by a feeling of completion.

In addition, the way the signature sound builds is what motivates inspiration and creativity. There's also an exciting edge to the notes at the crescendo. And the whoosh of movement in the background carries the listener along: Is it a calming breeze stirring the branches of an alpine fir, or the energetic whoosh of a wave on a coral beach, or inspiration in motion?

In the final analysis, the signature sound mixes sounds of nature into a musical journey of discovery. It's a journey that moves you emotionally, or movement that inspires.



The Kia signature sound

Application rules

The signature sound should be always played together with the voice over brand slogan.

Two options are available for end frames:

The 3-second end frame should be the first choice for all content.

However, in cases where the spot is shorter than 30 sec, the 2.3 sec version can be used optionally. (e.g. : YT bumper ad)

- Option 1 (3.0 seconds):
Kia, Movement that inspires (V.O.) + The signature sound
- Option 2 (2.3 seconds):
Kia, Movement that inspires (V.O.) only

Please respect the following rules when applying the signature sound:

- The signature sound is used for all acoustic applications.
(e.g. all digital content, TV and radio spots or audio- visuals)
- The signature sound must only be positioned at the end of product and image films.
- Do not cut off the beginning or end of the atmospheric sound design.
Its integrity must be maintained in much the same way you would not alter a graphic logo.
- Ensure the sound is always clearly audible and prominent in the final application.
- Video content with a duration of less than 10 seconds : Instead of the standard end-frame, use the signature logo within 1.5 seconds. Voice over (VO) and signature sounds can be omitted in this case. (E.g. YT bumper ads)

The Kia background music

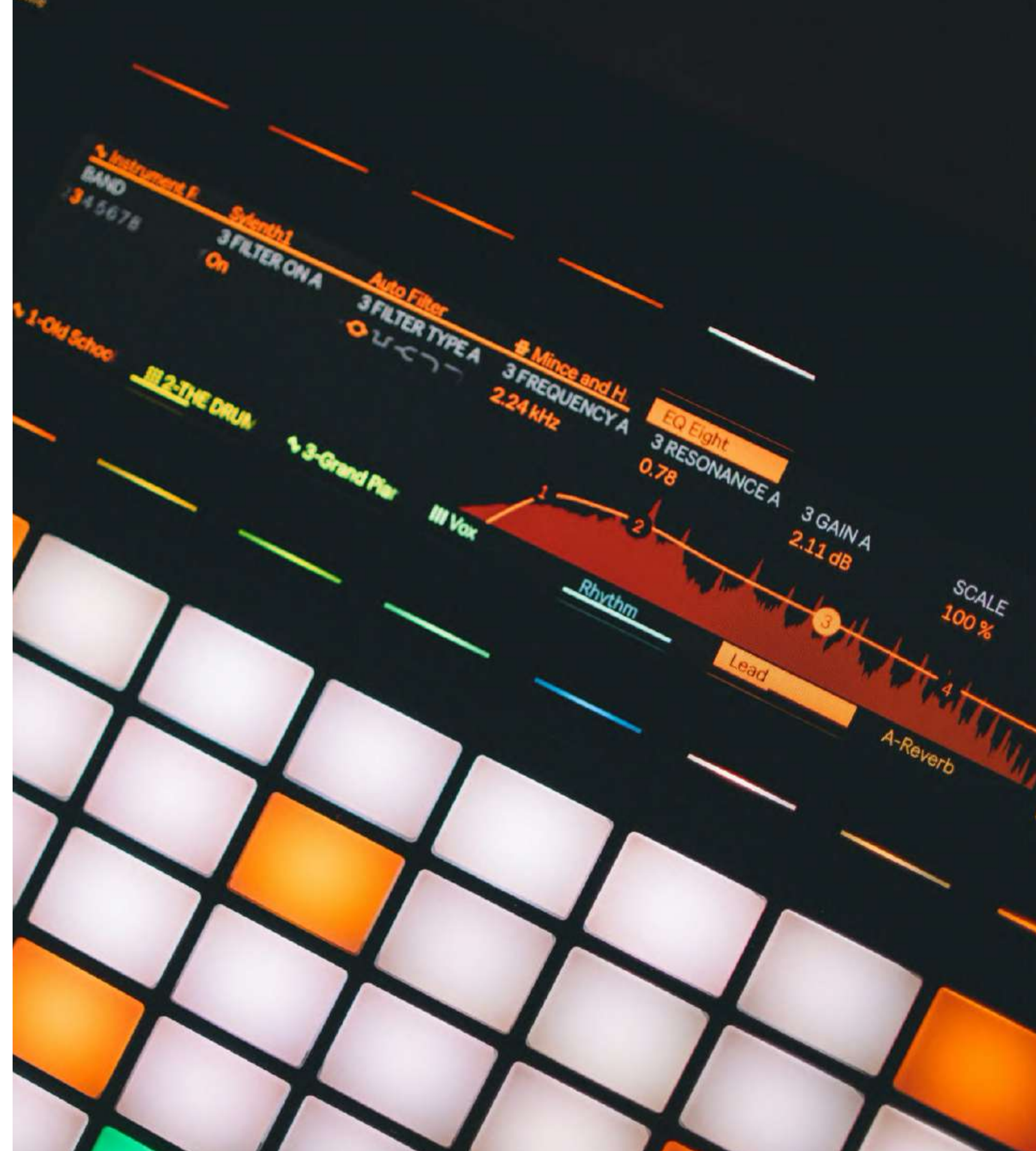
In order to create uniquely memorable background music for applications such as digital content, TV and radio spots or audio visual presentations the same principle is applied to the background music production as all Kia's music should especially inspire our brand target; Modern Individual.

In line with our brand target's musical tastes our music needn't be constrained to a specific genre but should always feel optimistic, purposeful, bold as well as innovative and progressive.

No matter whether we are creating a new piece of music or, as is more usual, selecting background music for our communications, we should bear what inspires the musical tastes of our brand target in mind as selection criteria. See the next page.

Kia music does not need to conform to traditional patterns and has the latitude to be experimental and even explore new instruments. And should make note to avoid cliché and music doesn't resonate with our brand target.

At the same time, we should bear in mind that music plays different roles in different parts of their lives. They might choose music to fit their frame of mind, their situation or mood. Or to match the moment: moments of joy, moments of relaxation, moments of reflection, moments of inspiration, breakthrough moments. All move Innovators and Early Adopters in some way.



How modern individuals approach music

Here are specific things to look for when selecting music for Innovators and Early Adopters.

- They are passionate about music. Everything from electronic, synth, alternative rock, avant-garde and hip-hop to jazz fusion and classical music is on the menu.
- They seldom confine their interests to a particular artist or style. But whatever their preferred genres, music is one of the key sources of their inspiration.
- As natural experimenters, they also seek out innovative music that explores new instruments and goes beyond traditional patterns of composition.
- They're more about the musical discovery of SoundCloud than the self-reinforcing experience of Spotify.
- They keep an eye out for up-and-coming talent and support it.
- They admire and identify with artists who have a cause or a purpose.
- They are open to experience something new and interesting such as the fusion of seemingly unrelated genres (e.g. traditional and metal) to create a completely novel and utterly inspiring experience.

They seek:

- Music with an idea or insight behind it.
- Music with depth and authenticity.
- Music that leads them on a journey of discovery, by taking them on a different route and opens their eyes.
- Music that moves them emotionally, movement that inspires.



The Kia brand voice

When selecting a voice for use in any medium with audio please consider the following qualities to ensure voice tonality fits the Kia brand:

First, the voice-over talent should be an Innovator or Early Adopter, a person who embodies the new brand tonality and its new personality traits. It must be someone that talks in an optimistic, purposeful and bold tone. Someone that speaks to you in a natural way, not artificial. Sometimes It's almost as if you are hearing the voice of your own consciousness. The voice of ideas.

Please also consider the following technical details:

Dos

1. Voice level: neutral, normal
2. Volume: normal, not forced
3. Clarity: clear, transparent
4. Intonation: confident, assured
5. Melody: trusted, positive, engaging
6. Tonality: authentic, purposeful, optimistic
7. Speed: moderate, flowing

Dont's

1. Avoid sounding pushy or promotional, theatrical
2. Avoid forced or rushed delivery
3. Avoid heavy accents or poor diction
4. Avoid sounding too relaxed
5. Avoid disjointed or arrhythmic speech
6. Avoid cold, authoritative or patronising tone
7. Avoid deliberate over-long pauses or staged changes of pace



The Kia brand song

Concept

The concept for the 4 tracks was to create a semiotic journey through the songs, almost like a short film that showcases Kia's belief that movement has the power to inspire. The lyrics reflect different aspects of movement and inspiration, while all featuring different sound textures recorded from real movements in nature.

We teamed up with DaHouse and Lucas Mayer, composer and music producer extraordinaire, to create tracks that bring listeners to a creative state of flow. We chose to work with up-and-coming music creators; artists that appeal to our customers who love discovering new and innovative music.

We tested the tracks with more than 200 participants recording brainwave activity. We found increased activity in the parts of the brain connected to creativity and flow.

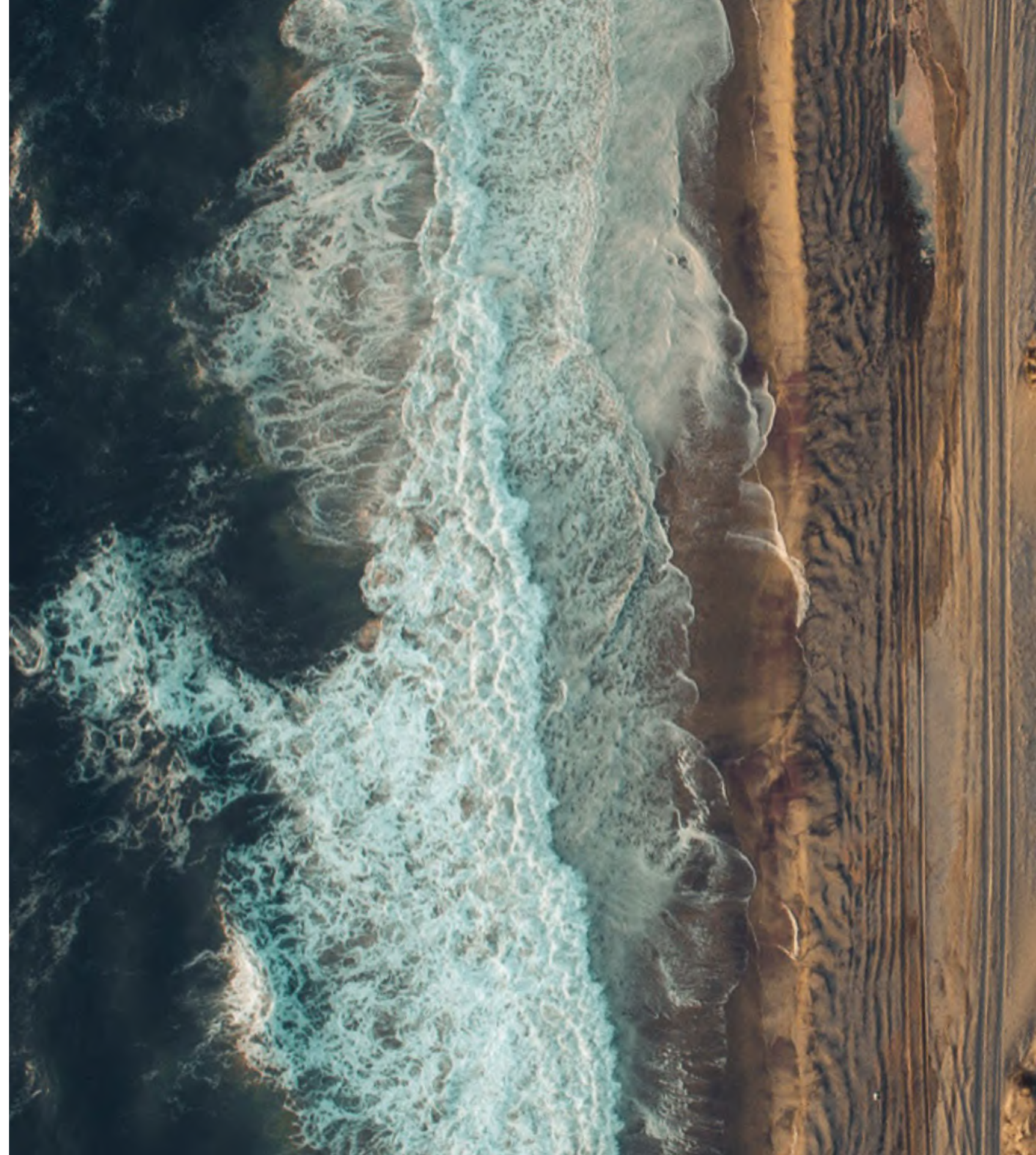
Tracks

01 - City Lights (ft. Yeseo)

02 - You're Not Alone (ft. UZA)

03 - Every Single Move (ft. JVNR & Thom K)

04 - Heart Beat (ft. Gustavo Bertoni)



The Kia brand song

Usage guideline

- The Kia brand song may be used as a whole or in parts.
It may be used across all media channels.
- If the brand song needs to be edited for the purpose of collaborations or other use, consult with the Marketing Communications Team.
- The detailed information about Kia's brand song and the four tracks :
with/without the lyrics, can be found in Sonic Album category under the
'Resources' section of the Kia Studio site. (Kia studio > Resources > The Sonic
Album)



12. Brand behavior to marketing communications

Overview

“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.” - Scott Cook

Brand behavior is all about how our brand reaches out to people and how they respond back to us. In reality, people never experience brand strategies. Instead, they experience brand moments. These brand moments are what bring the strategy alive.

In this section we define the way the Kia brand behaves in the market, the way in which we use marketing, communication, media, and activations we choose to give consumers as a way of building a consistent brand image, message, and experiences that are meaningful in the minds of our brand target.

We must look for ways for our media to become the message. Kia must ‘walk the talk’ in all its engagements with consumers. We must find new things to talk about other than ourselves and create new experiences, activations and powerful dialogue platforms.

By getting to know and following these guidelines we can build:

- Brand consistency.
- Meaning and relevance at all touch points.
- Depth of expression.
- Depth of relationship and understanding.

These guidelines also act as:

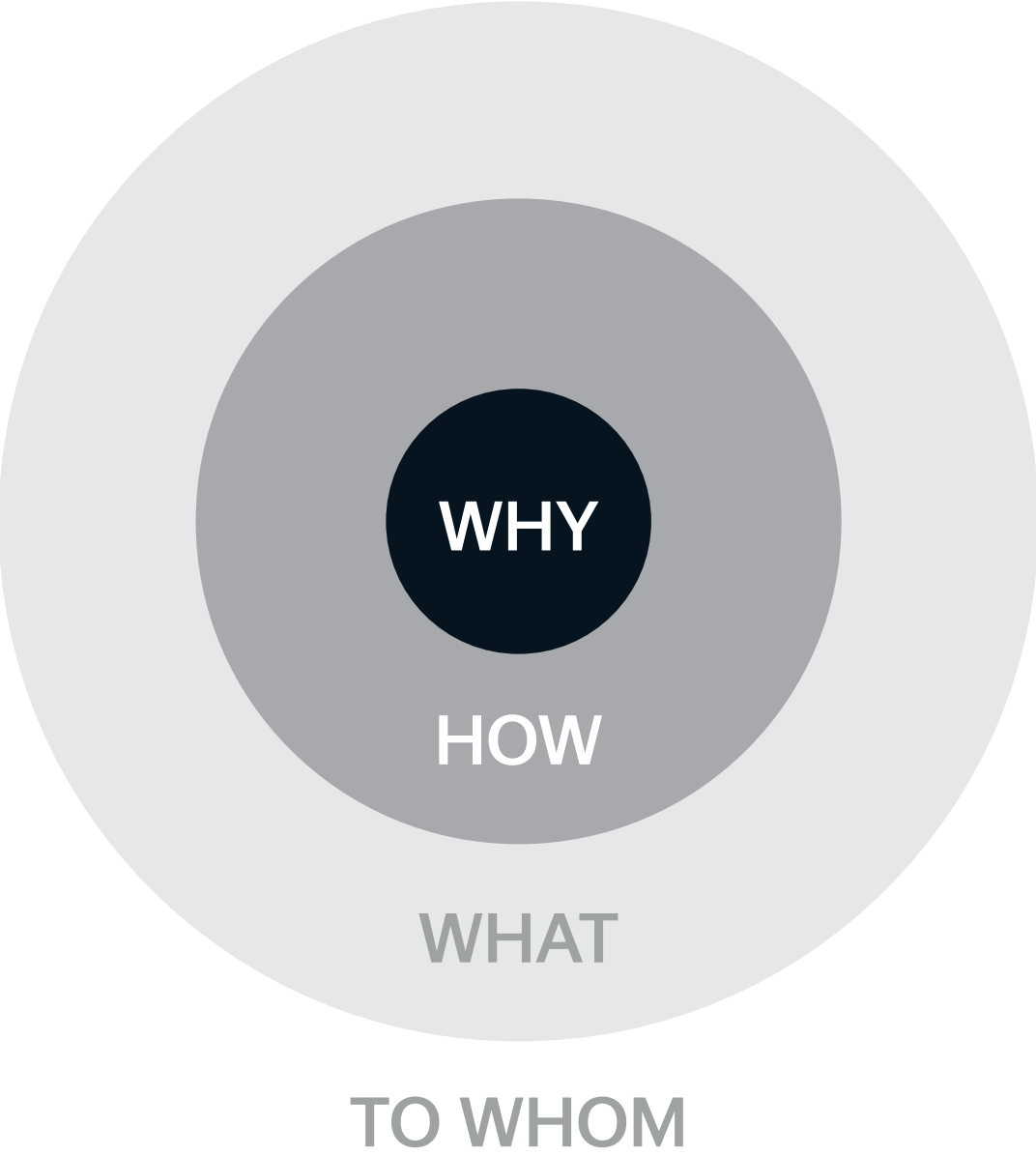
- An objective filter to view concepts and proposals.
- A process facilitation tool for developing future ideas and experiences for Kia.

These guidelines encompass aspects of our brand behavior to marketing activities including:

- Partnerships & sponsorship.
- Brand causes.
- Brand contexts & places.
- Social & content.
- Experiences & activations.

What drives our marketing activities

In building this brand behavior approach and guidelines we have conducted a thorough audit of the market and our brand to ensure we are authentic, distinctive and aligned to the brand strategy as well as our distinct brand target needs:



WHY	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.
HOW	We design bold, original, inventive products to create user ownership & experiences that are simple, intuitive and integrated.
WHAT	Products that are dynamic, stylish, innovative, and services that are meaningful and convenient.
TO WHOM	For every modern individual who pursues : - Independent - Confident - Progressive - Open-minded

The 6 Kia brand behavior principles for marketing communications

- #1. **Bold** - Stand for our brand purpose.
- #2. **Original** - True to Kia's authentic roots.
- #3. **Inventive** - Innovation inspired.
- #4. **Simple** - Dedicated to essential.
- #5. **Intuitive** - People at our heart.
- #6. **Integrated** - All movement inspired by one idea.

#1. Bold - Stand for brand purpose.

We challenge convention in a self assured and confident manner.

- We are not afraid to stand for our brand purpose and act on it.
- We do this in a self assured and confident manner. We are not afraid to project our difference.
- Equally we are confident to enter the debate, have an opinion and stand up for our principles.
- This bold attitude fits with our brand target ensuring we stay interesting and emotionally engaged.



#1. Bold - Stand for brand purpose.

[Example]



Tide created a Super Bowl spots that laughed at the overused tropes of the ad industry with boldness and good humour. By suggesting that all clean clothes are inherently advertising Tide, the spot daringly reframed all other brands' Super Bowl ads as Tide ads. [LINK](#)



Spotify’s Uncensored Playlist was a bold statement of their principles as a brand. [LINK](#)



Nike showed boldness and perseverance in their continued support of Tiger Woods, even when the chips were down. [LINK](#)

* The examples of other brands featured in the guideline will be replaced with cases of Kia in the future.

#2. Original - True to Kia's authentic roots.

We deliver engaging experiences that embody the Kia DNA as the Creator brand.

- We always look for ways of engaging, activating and delivering brand experiences that are true and authentic to our brand.
- By being true to the Kia spirit of originality we can elevate any engagement or experience and make it something people want to share or talk about.
- Even the mundane and routine can be boosted with a novel twist or touch of originality.



#2. Original - True to Kia's authentic roots.

[Example]



Canon "Photochains" - pioneered an original way of connecting and inspiring customers' creativity.

LINK



Coca-cola's 'Happiness Vending Machine" took on brand originality to new heights. [LINK](#)

LINK



Nike's 'Unlimited Stadium' took invention to new levels in a way that truly projected the brand spirit of innovation and 'sport for all'. [LINK](#)

LINK

#3. Inventive - Innovation inspired.

With a new perspective, we find ways to create inspiring experiences for our brand target.

- We bring innovation and new technologies into our brand experiences - in relevant and valuable ways.
- We partner with and champion new thinking and innovative approaches that add enduring value. e.g. in sponsorships and partnerships.
- We curate ideas and innovations from different sources - as a source of inspiration to our target customers, or applied in relevant and meaningful ways to our brand world.



#3. Inventive - Innovation inspired.

[Example]

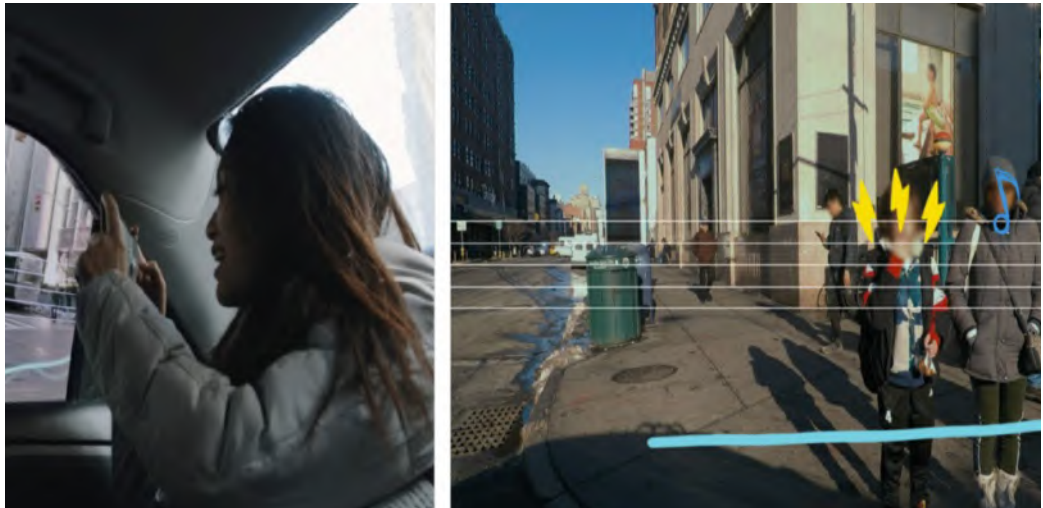


Audi pioneered a statistics platform to activate their MLS sponsorship in a new and innovative way. [LINK](#)



Mercedes 'Invisible Car' content film marketing it's new 'FCell' technology was a highly innovative way to generate 'buzz' in a relevant and engaging way.

[LINK](#)



The Grammy's invented an Uber car that created unique tunes related to people's journeys around New York to inspire their love of music and the city.

[LINK](#)

#4. Simple - Dedicated to essential.

We focus communications and experiences on the core basics to show our dedication to the essential.

- Our brand target lives in a complex and cluttered world.
- We always look for ways to deliver our message and experiences in a simple manner.
- By focusing on the essential we aim to make people's lives - and experiences with Kia - convenient and meaningful.
- This way we create more time and space to be inspired.



#4. Simple - Dedicated to essential.

[Example]



Innocent's straight-talking, uncomplicated explanation on their ingredients smartly conveyed the simple truth that distinguishes them - their smoothies contain nothing but fruit. [LINK](#)



Apple is a brand that has been built on beautiful simplicity. From the elegant design and usability of its products to the stripped back, minimalism of its communications. [LINK](#)



Kia's own 'slow motion dogs' campaign was a wonderful example of single minded idea dramatised in a simple, engaging way. [LINK](#)

#5. Intuitive - Human at the center.

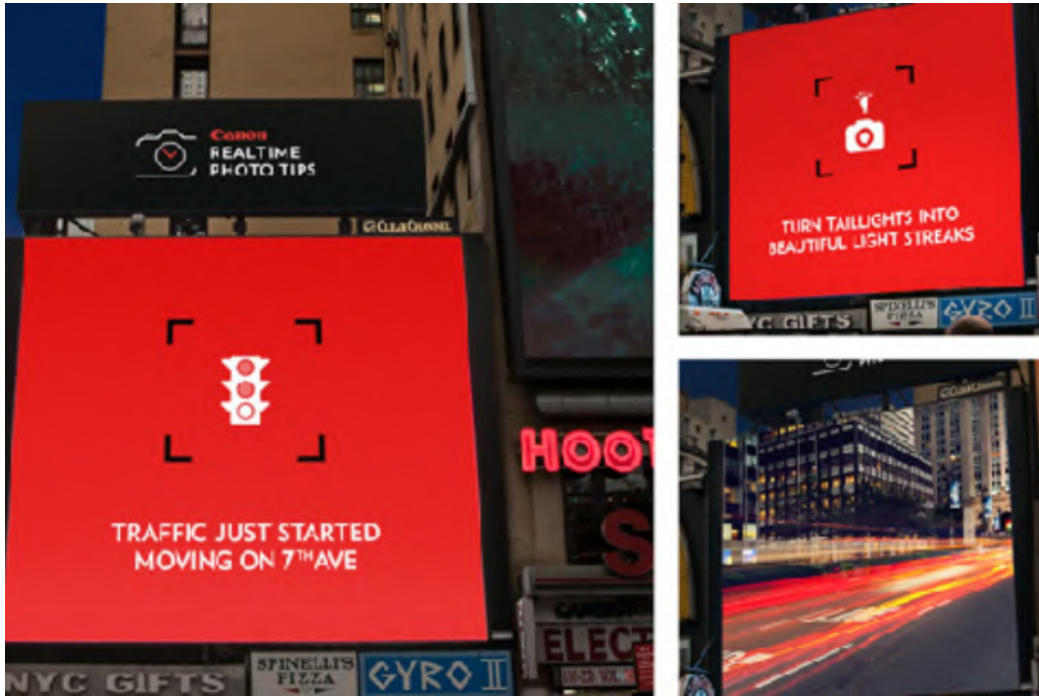
We show our human-centric approach in all we do by ensuring our intuitive brand experiences demonstrate how we understand people. Kia experiences and engagements should be intuitive and human.

- We are driven by a curiosity to understand our brand target at a 'human' level.
- To do so, we simplify and discover the core fundamental human truth and deliver through our experiences and communication.
- We should be anticipating what they feel, do and think so that we can meet and ideally surpass their needs.



#5. Intuitive - Human at the center.

[Example]



Canon's use of contextual, real time photo tips taped into their audience mindset in a truly intuitive and inspiring way. [LINK](#)



Intel's 'Museum of Me' Facebook campaign tapped into people's human desire to collect and share their stories. Subtle inclusion of the Intel i5 product branding wasn't overwhelming and ensured the product message resonated. [LINK](#)



Dove's 'Sketches' campaign beautifully uncovered a human truth and used this to elevate the brand in very powerful way. [LINK](#)

#6. Integrated - All movement inspired by one idea.

We ensure our brand proposition and identity is a “red thread” that runs through all brand engagements and experiences and stays consistent at all touch-points.

Consistency is key to building a strong brand.

All brand engagements, experiences and activations should integrate around a consistent theme - a ‘red thread’ which links back to the brand or our ‘Why?’. By following our ‘red thread’ and holding true to our behavioral principles and tone of voice - in all that we do - our brand will stand out from the crowd and resonate with our target brand target.



#6. Integrated - All movement inspired by one idea.

[Example]



Volvo has been so consistent around a single brand idea that when you mention the brand only one words springs to mind. [LINK](#)



Patagonia is an example of a brand that resonates a single minded purpose through everything it does and at every touchpoint. [LINK](#)



Decode JayZ with Bing was a great example of a highly innovative publicity campaign that was activated across multiple channels and touch-points - physical and digital - in order to completely engage the target audience. [LINK](#)

Final Checklist.

Dos and Don'ts

We do.

Five things we look for in our marketing activities:

1. Does it bring new perspective to the party? (Innovation)
2. Does it address our brand target, is it meaningful to them? (Human-centricity)
3. Does it leverage movement's potential to inspire? (Inspiration)
e.g. through literal dance, motion design, or new thinking in any field related to motion.
4. Does it support the Kia 'why'? (Purpose)
5. Is it ethical and sustainable? (Ethics)

We never.

Five things we avoid:

1. We don't follow the usual. We don't do what everyone else does.
2. We don't add complexity - we never make things over blown or over complicated.
3. We don't follow or support - one dimensional stereotypes (e.g. celebrities famous for being celebrities).
4. We don't support inauthenticity - in any shape or form.
5. We don't come across as impersonal - we are a warm, people-centered brand.



Movement that inspires

Update summary (From 2021 Jan to Apr)

22p : Don'ts - Avoiding all capitals section added.
30p : Color - Point color usage text added
31p : Primary Color - color spectrum updated
32p : Secondary color - the color spectrum for each Kia colors added.
67p : We're not colorful - page added
68p : We're not excessive - page added
69p : We don't over-complicate - page added
70p : License plates - car images changed
72p : Name plates - text changed
75p : Logo - logo minimum size updated
79p : Product Name / Basic Rules - fully updated
80p : Product Name / Typeface - page added
81p : Product Name / Placing - page added
82p : Product Name / Lock-up - page added
84p : Graphic Motif / Concept - regulation updated
86p : Graphic Motif / Thickness - updated
91p : Graphic Motif / Logo usage - Signature logo minimum size updated
94~96p: Layout / Type A~B - text edited
97p : Layout / Type B - text and graphic morif range edited
101p : Layout / Type C - text edited
106p : Overview / Primary Type A&B - headline regulation added
107p : Overview / Secondary Type C - headline regulation added
108p : Overview / Secondary Without Motif - headline regulation added
109p : Solid Information Area - Type C added
114p : Dealership Information / Basic Rules - fully updated
116p : Dealership Information / Structure Multidealer - regulation added
120p : Composition / Secondary - white background option added
122p : Logo Expansion Placement Without Kia logo - page added
123p : Logo Expansion Placement With Kia logo / Option A - page added
124p : Logo Expansion Placement With Kia logo / Option B - page added
135p : Gallery - image updated
137p : Gallery - image updated
138p : Gallery - image updated
139p : Gallery - image updated
141p : 10. Motion Style - Text edited. (10.9 Interview chapter added)
147p : Background & Logo - Color chips added.
149p : Motion Grid - Page added.
(Motion Grid - This is a common rule that applies throughout the motion guide.)
150p : Logo Placement - Title text edited.
151-154p : Logo Placement / Horizontal - Title text edited.

156p : Intro - Text edited. (Added 'Short video regulation')
169p : Co-branding - Text edited. (Primary / Secondary)
185p : Transition A / Ratio & Placement - Page added.
188p : Transition B - Text & Image updated. ('Transition B3' Added)
189p : Transition B / Ratio & Placement - Page added.
192p : Transition B3 - Page added. ('Transition B3' Added)
194p : Typography in motion - Text & Image updated.
195-210p : The composition and order of the content fully updated.
(Text & Image updated.)
212~216p : Supers - Text & Image updated.
217 - 219p: Page added.(Product name)
220 - 225p: Page added.(Added 'Interview' chapter)
234p : The Kia brand song : Usage guideline - Page fully updated.
235p : The Kia brand song : Concept - Page fully updated.