

VISUAL IDENTITY GUIDELINES

A GUIDE FOR HYUNDAI MATERIAL HANDLING DEALERS

NOVEMBER 2023



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INTRODUCTION

We are a team of fearless innovators, warm-hearted leaders, and reliable experts who strive to empower industries and humanity with the essential technologies for building a sustainable future.

The refreshed HD brand identity embodies the spirit of Hyundai. As best represented by a quote from our late founder Chung Ju-yung, “If there is no way, find a way, and if there is still no way, we just have to pave a new way.”

THE FORWARD MARK

Our new symbol is an evolution of the original triangle transformed into a dimensional forward arrow rendered with different shades of green. It's a symbol of our purpose as we forge ahead in a new age of discovery to lead the change needed for a sustainable future. We call the combination of these new assets the Forward mark—a new identity that unites our growing Group's businesses and brings the spirit of Hyundai to future generations.



BASIC SYSTEM

CORPORATE LOGO

This is our **CORPORATE** logo.



This is not a logo that dealers would use. This is what US headquarters (Norcross) will use on letterhead, corporate email signatures, etc.

PARENT LOGO

This is our **PARENT CORPORATE** logo.



This is not a logo that you would use by itself. This is what Korea uses on business cards, letterhead, corporate email signatures, etc.

However, ownership asks that we do our very best to promote the XiteSolution brand whenever and wherever possible. Keep reading for examples.

PRODUCT LOGO

This is our **PRODUCT** logo.



You sell **Hyundai Forklifts** as **Hyundai Material Handling**.
This is the logo that you would use to promote forklifts in your sales and marketing materials.

CLEAR SPACE

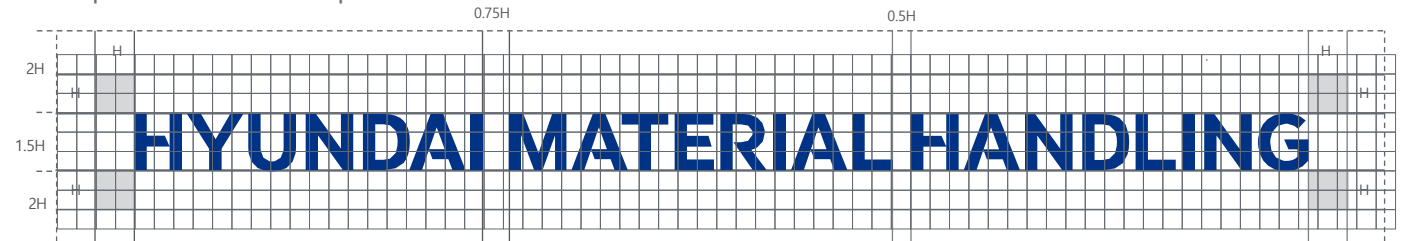
When using our logo, you should always have sufficient margins around it to ensure the original shape is completely maintained and clearly distinguished from the surrounding elements... thus, providing a strong visual presence.

Clear space —Horizontal lockup

Symbol height=H



Clear space – Horizontal spread



PRIMARY COLOR PALETTE

The combination of HD Eco Green, Heritage Green, Prosperity Green, Discovery Blue, Trust Blue and White boldly presents our brand as native to the digital and technological age. The vibrant and captivating contrast between these individual colors reflects our fearless, inspirational, and forward-thinking character.

This palette is inspired by nature and serves as an evolution of the original brand identity. The shades of green on our Forward mark symbolize our future growth towards sustainable, smart business.

On the other hand, the shades of blue represent our expertise and reliability in the heavy industry category, forging ahead in a new age of discovery to lead the change needed for a sustainable future.



HD Eco Green

HD Heritage Green

HD Prosperity Green



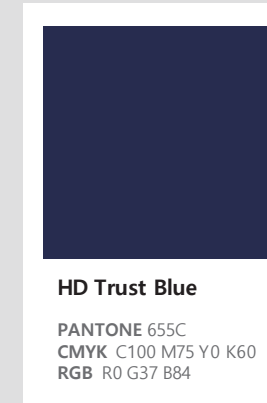
HD Discovery Blue



HD Trust Blue

BLUES

Hyundai Material Handling's main colors include 2 types of blue - HD Trust Blue and HD Discovery Blue.

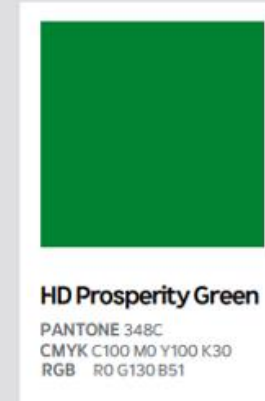
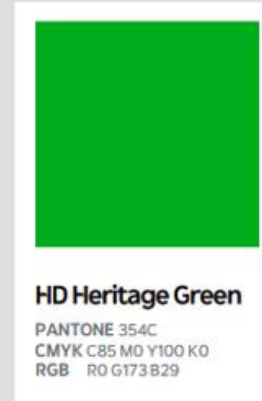
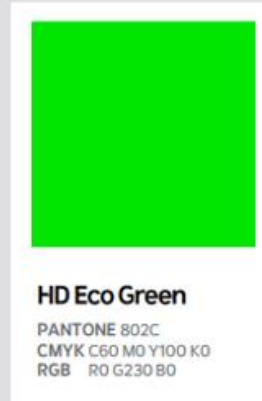
These colors, along with the white color, represent the unique character of Hyundai Material Handling.



MAIN COLORS	HEX	Recommend use for
 Discovery Blue	#003087	Logotype, headline, and text color on white background
 Trust Blue	#002554	Background color

GREENS

We continue to pay homage to our past as we look toward the future – focusing on prosperity and sustainability. Thus, we employ the Eco, Heritage and Prosperity Greens into our branding.



MAIN COLORS	HEX	Recommend use for
 Eco Green	#00E600	Logo and accent color
 Heritage Green	#00AD1D	Logo, headline on white or Trust Blue, call-to-action
 Prosperity Green	#008233	Logo and headline on white

TYPOGRAPHY

HDHyundaiGothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!/?/(){}[]\$%&@

Light | Regular | Bold

Headline

HDHyundaiGothic Bold
All caps
in HD Heritage Green

EMPOWERING A SUSTAINABLE FUTURE

We empower industries and humanity
with the essential technologies needed
to build a sustainable future

Sub headline
HDHyundaiGothic Regular
Sentence case
in HD Discovery Blue

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Body text

HDHyundaiGothic Light
Sentence case
in HD Gray

LOGO VERSIONS NOT ALLOWED



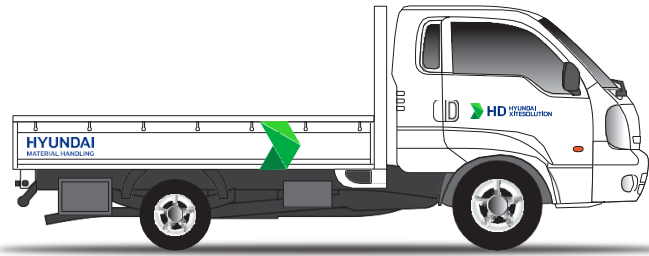
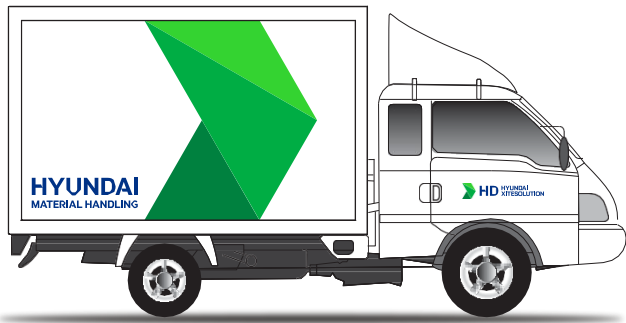
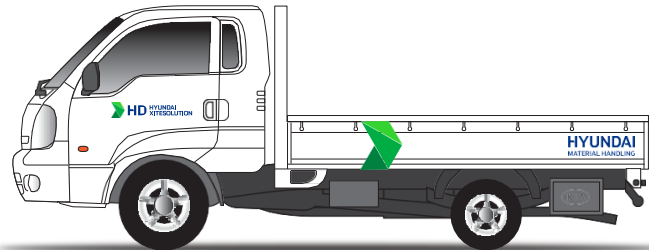
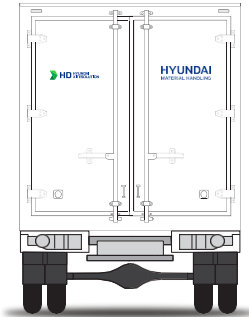
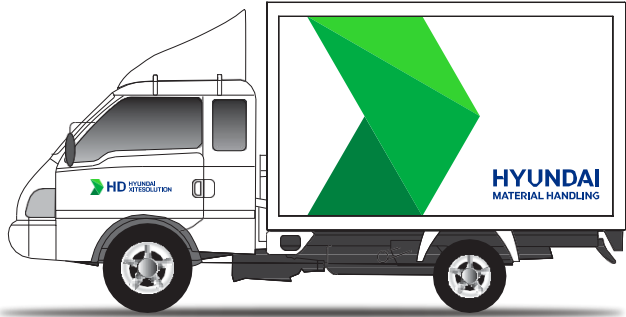
APPLICATION SYSTEM EXAMPLES

SIGNAGE

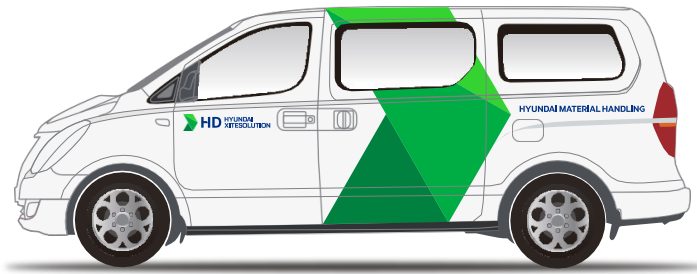
Remember, Ownership asks that we do our very best to promote the XiteSolution brand whenever and wherever possible.



TRUCK/VAN



TRUCK/VAN



PROMOTIONAL ITEMS



ONE FINAL NOTE

Hyundai Material Handling operates as a business unit under Hyundai Construction Equipment North America, so from time to time you may see agreements and other legal documentation with this naming convention.

You will never see it used in any branded material.

WE APPRECIATE YOUR SUPPORT AND ADHERENCE TO OUR NEW BRAND GUIDELINES!

IF YOU REQUIRE CLARIFICATION ON LOGO USAGE OR
CO-OP QUALIFICATIONS, PLEASE CONTACT:

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