

# Kia New CI Application Guidelines



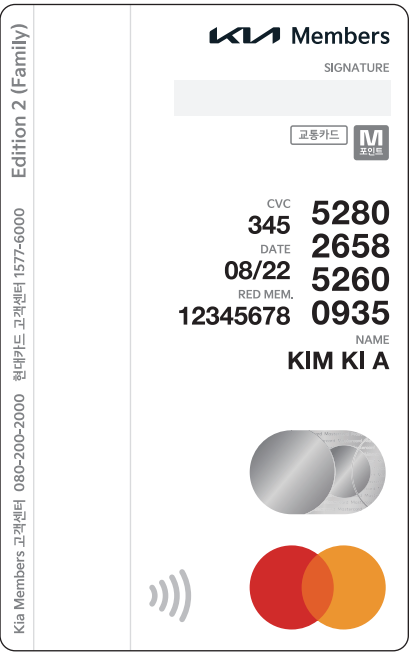
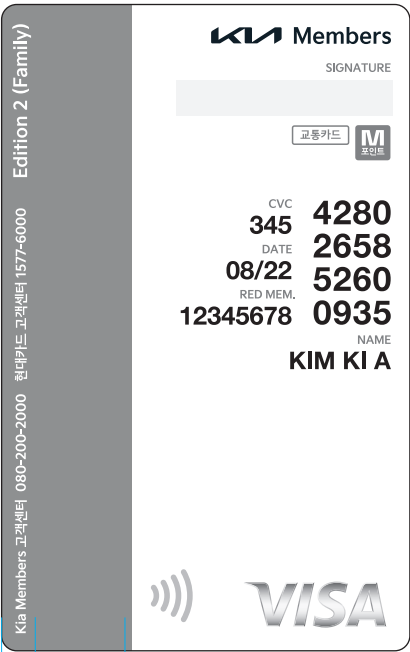
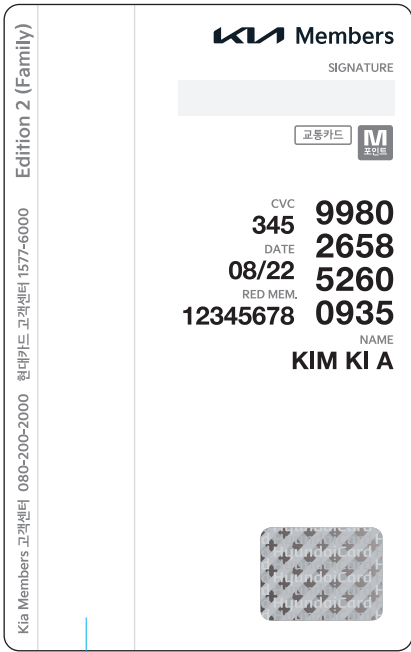
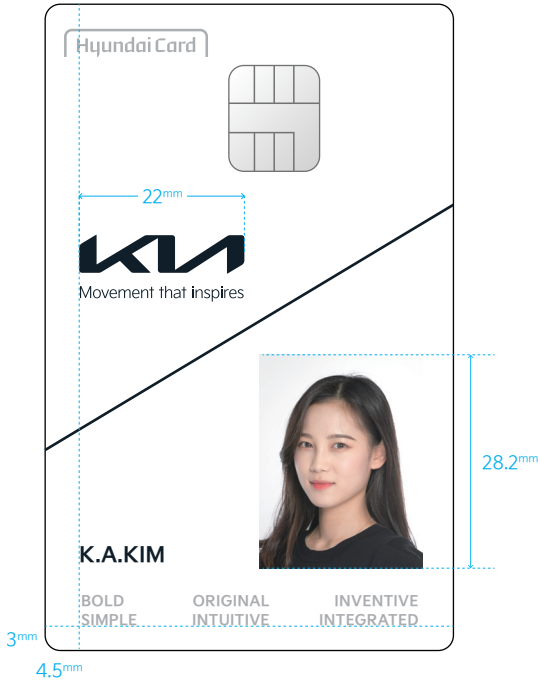
Movement that inspires

# General Affairs Form

# Employee ID Card

## Credit Card

For the smooth communication with the customer, the employee ID card is designed to clearly display only essential information of the employee.



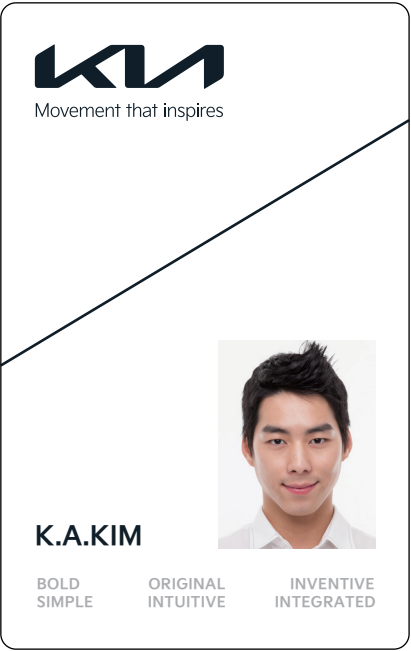
- Production Notes**
- Size: 54×85.6mm
  - Material: PVC (Glossy White)
  - Color: Pantone 7547C (Logo)  
CO MO YO K40 (Keywords)
  - Printing: Direct Printing / Silkscreen Printing
  - Name: Kia Signature Bold 8pt

White MS

Same color as Silver MS

# Employee ID Card

For the smooth communication with the customer, the employee ID card is designed to clearly display only essential information of the employee.



**Production Notes**

- Size: 54×85.6mm
- Material: PVC
- Color: Pantone 7547C
- CO MO YO K40 (Keywords)
- Printing: Direct Printing / Silkscreen Printing
- Name: Kia Signature Bold 10pt

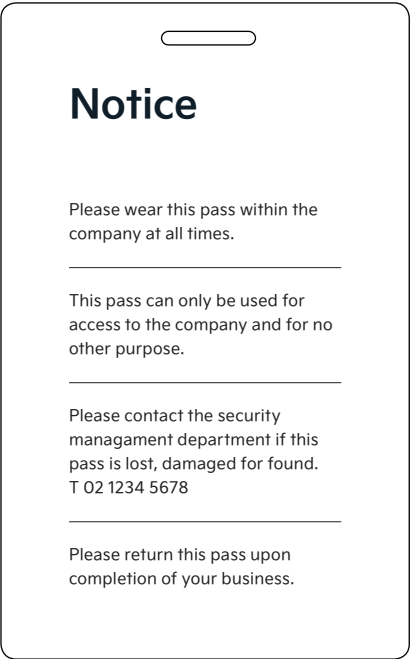
# Visitor Pass & Temporary ID

Visitor’s pass and temporary ID are important elements that should be handled with consistency. For the smooth communication, the temporary ID and Visitor’s pass are designed to clearly display only essential information.

Employee



Back



Visitor



- Production Notes**
- Size: 54×85.6mm
  - Material: PVC
  - Printing: Direct Printing / Silkscreen Printing
  - Code Number: Kia Signature Bold 11pt
  - Corporate Name: Kia Signature Bold 7.5pt
  - Name: Kia Signature Bold 14pt
  - Color: 1 Spot Color Pantone 7547 C

# Employee ID Card Case

Employee ID card case is utilized to cary employee ID card. To form the right image of Kia Corporation, accurate and consistent operation of the design are essential.

To avoid incorrect usage of the logo, do not place the logo verticallyTo avoid incorrect usage of the logo, do not place the logo vertically, but only horizontally as shown on this guide.

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

- Production Notes
- Case Size: 57×101x5mm (WxHxD)
  - Reel Case Logo Size: 17x4mm
  - Material: Lid Frame + Reel holder + Cotton & part-silicone necklace
  - Printing: Direct Printing / Silkscreen Printing
  - Color: 1 Spot Color Pantone 7547 C



The nameplate displays the employee's position and name prominently. A clear plastic frame houses this information and can hold the nameplate to be exchange in future use.

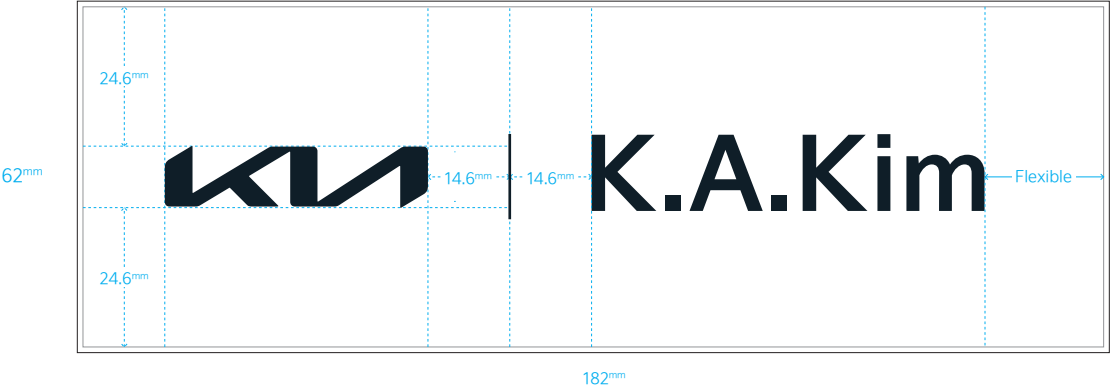


- Production Notes**
- Case Size: 180×55x30mm (WxHxD)
  - Paper Size: 180×45mm
  - Material: Clear plastic(frame)
  - Color: 1 Spot Color Pantone 7547 C
  - Type A: Kia Signature Bold (Name)
  - Type B: Kia Signature Regular (Position)  
Kia Signature Bold (Name)
- \* Font size can adjusted based on the length of the name.

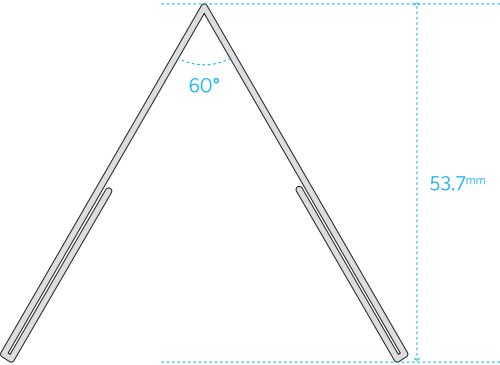
# Nameplate (Temporary)

The temporary nameplate displays the employee's position and name prominently as same as the nameplate. A clear plastic frame houses this information and can hold the nameplate to be exchange in future use.

Type A



Type B



- Production Notes**
- Case Size: 182×53.7mm (WxH)
  - Paper Size: 180×60mm (WxH)
  - Material: Clear plastic(frame)
  - Type A: Kia Signature Bold (Name)
  - Type B: Kia Signature Regular (Position)  
Kia Signature Bold (Name)
- \* Font size can adjusted based on the length of the name.



# Nametag

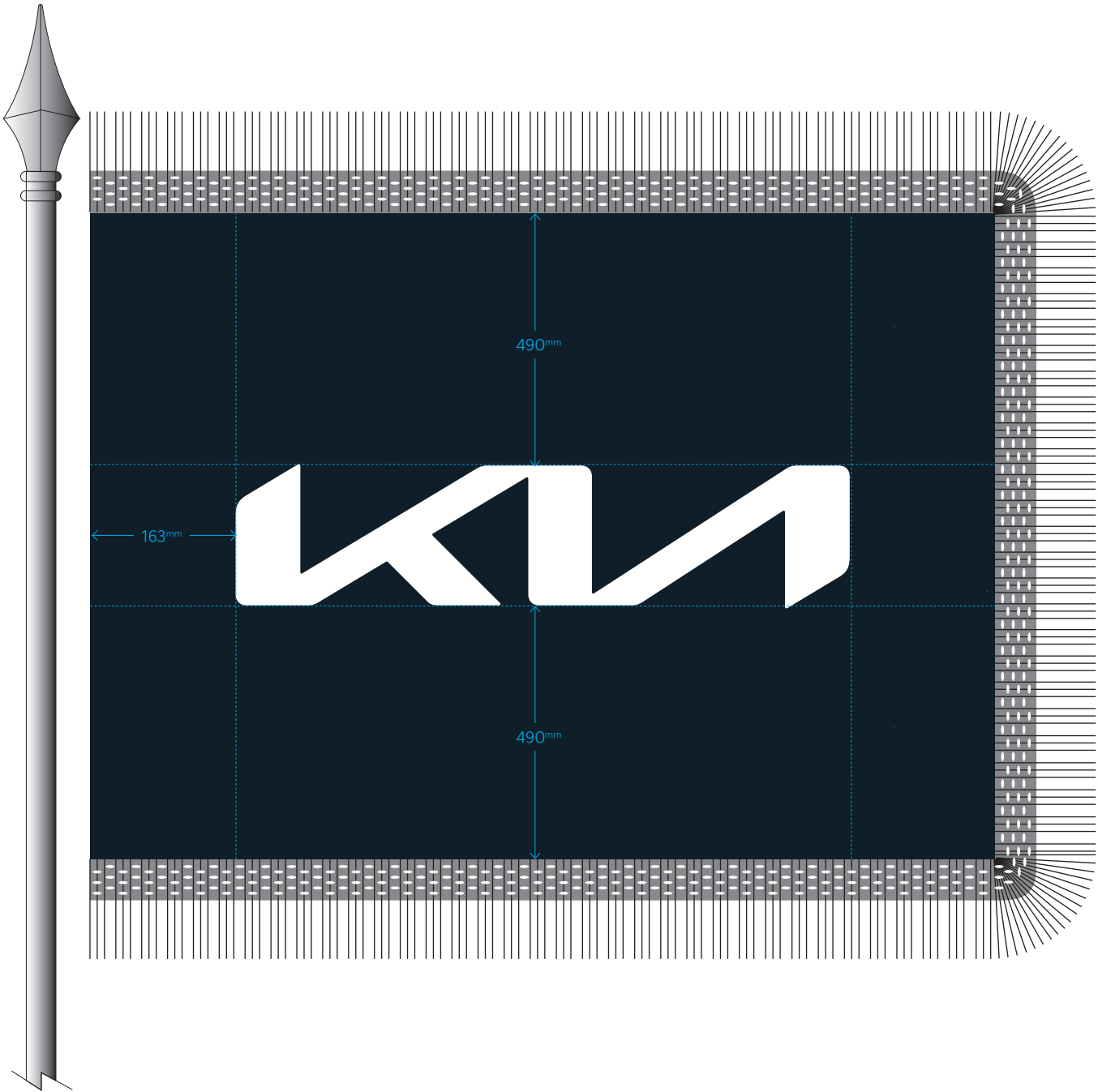
Nametag is a core medium to represent the information regarding on employee and company in special occasions. The nametag groups can be distinguished via different colors. Therefore adhering to a strict structure and layout is important.



- Production Notes**
- Size: 96×123mm(paper) / 104×154mm(frame)
  - Material: PVC
  - Print: Direct print
  - Name: Kia Signature Regular 44pt
  - Group: Kia Signature Regular 30pt
  - \* Font size can adjusted based on the length of the name.

# Corporate Flag A

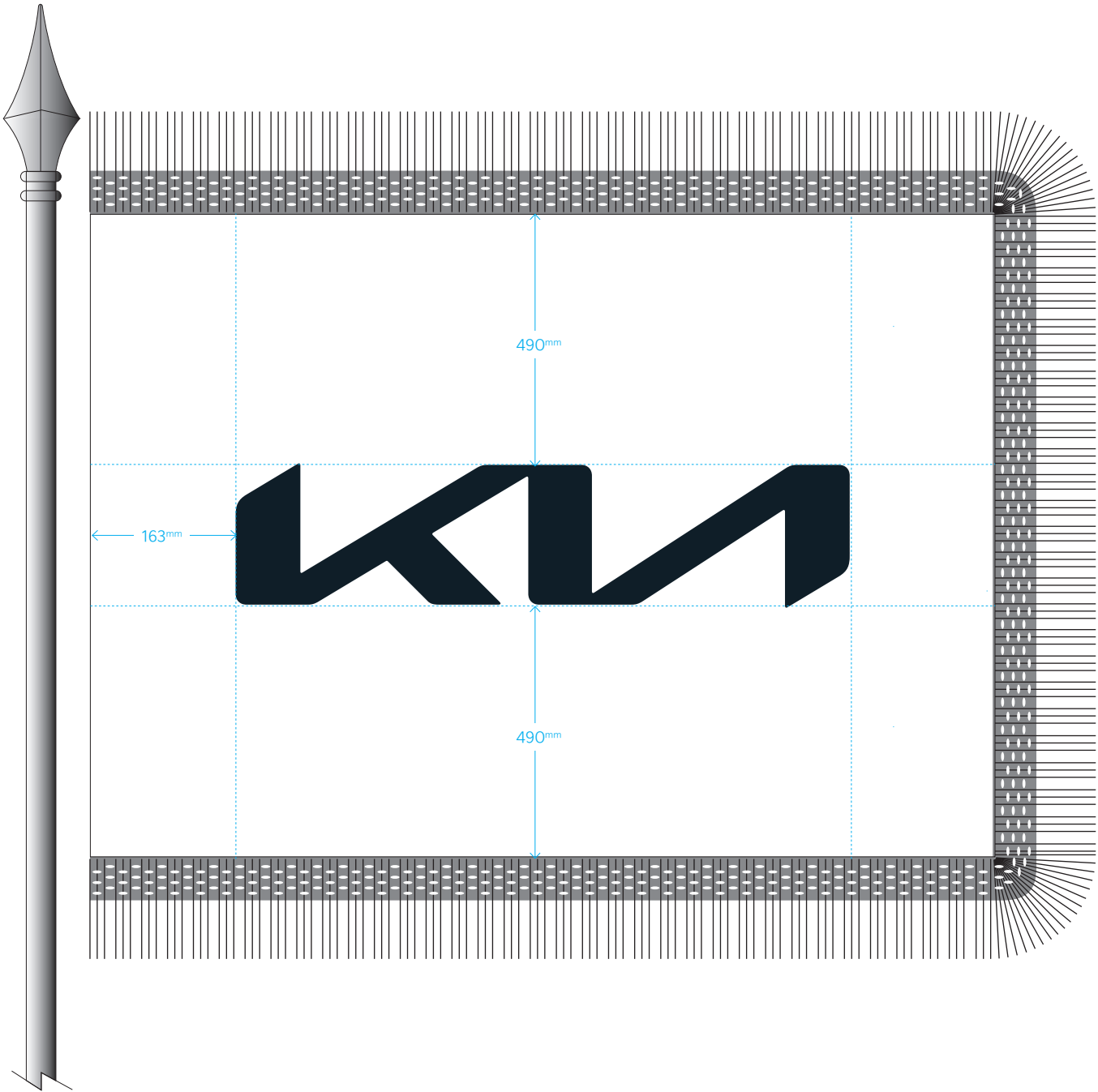
The flag displays Kia Corporation proudly and symbolically. The Kia logo are placed prominently in the center in a simple layout. The silver lining on the edges creates a strong and celebratory image.



- Production Notes**
- Size: 1900×1350mm
  - Material: Velvet fabric (Dyed according to the assigned color)
  - Color: C100 M58 Y21 K92 (Background)
  - Print: Computerized embroidery& Silver string (Lining)

# Corporate Flag B

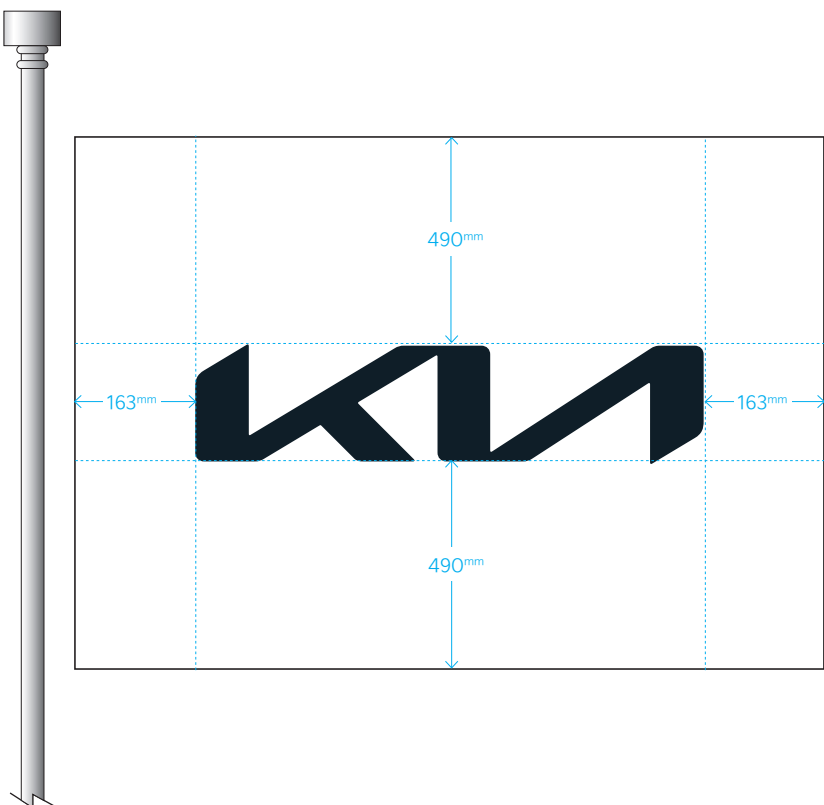
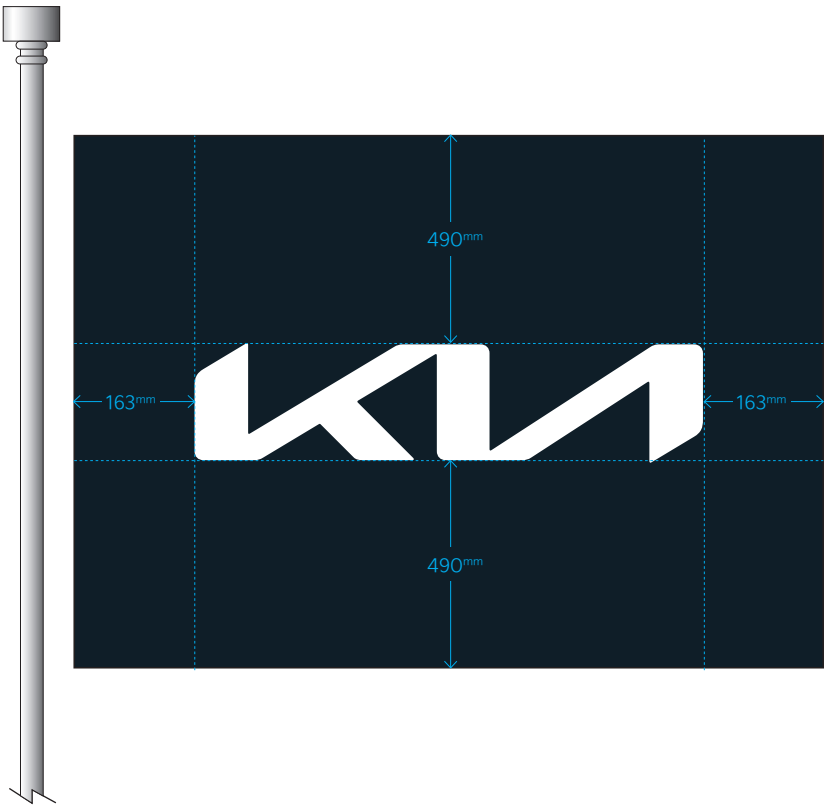
The flag displays Kia Corporation proudly and symbolically. The Kia logo are placed prominently in the center in a simple layout. The silver lining on the edges creates a strong and celebratory image.



- Production Notes**
- Size: 1900×1350mm
  - Material: Velvet fabric
  - Color: C100 M58 Y21 K92 (Logo)
  - Print: Computerized embroidery& Silver string (Lining)

# Corporate Flag C

This simple flag focuses on the utility of the Kia flag. With its simplicity, this flag can be utilized in diverse environment. With simple layout, the bold usage of the logo still profoundly communicate the identity.



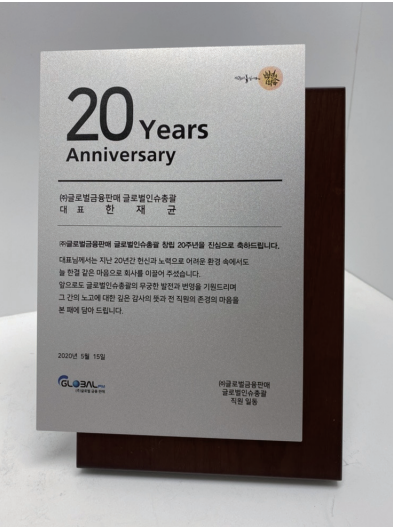
- Production Notes**
- Size: 1900×1350mm
  - Material: Polyester
  - Color: C100 M58 Y21 K92
  - Print: Digital Printing

# Plaque of Appreciation

Plaque of Appreciation is for internal and external awards. Cue of the Kia’s brand identity is given with the prestigious presence of the 3 dimensional display with Kia’s identity color. Sincere appreciation is embodied with a hint of Kia’s brand identity. Plaque of Appreciation can be placed both on the wall and on the desk.

## Production Notes

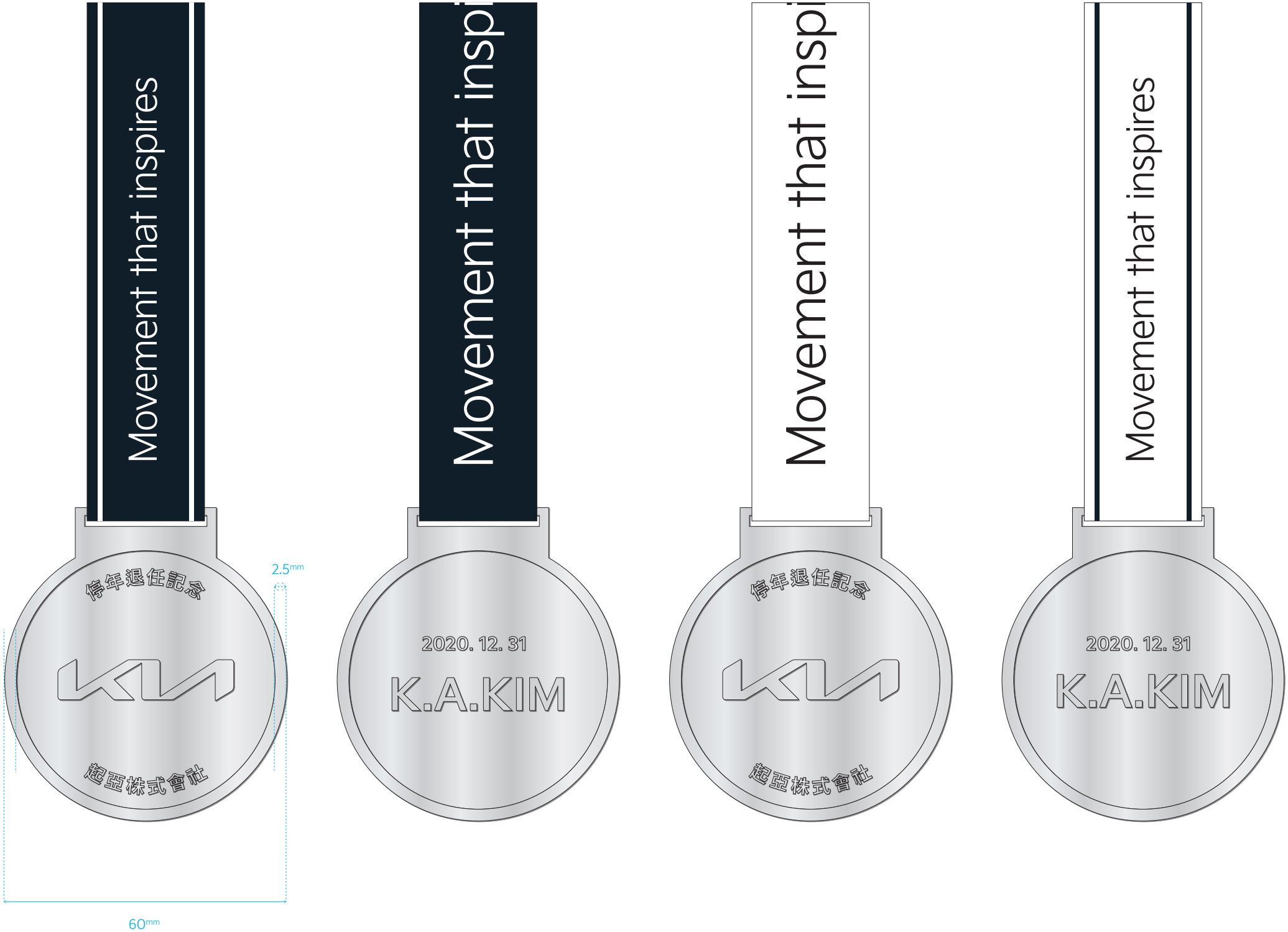
- Case Size: 120×170x12.5mm (WxHxD)
- Material: Metal + acryl / crystal
- Color: C100 M58 Y21 K92



# Medal

The Medal is for internal and external promotions.  
The Kia identity is reflected in the color ribbon that holds the medal. The medal itself is nickel-plated to ensure the unity of the color.

- Production Notes**
- Size: 60×60mm
  - Material: Nickel plating, engraving
  - Color: C100 M58 Y21 K92(Neck)
  - Name: Kia Signature Bold 28pt



# The Medal Case

The Medal is for internal and external promotions.  
The Kia identity is reflected in the color ribbon that holds the medal. The medal itself is nickel-plated to ensure the unity of the color.

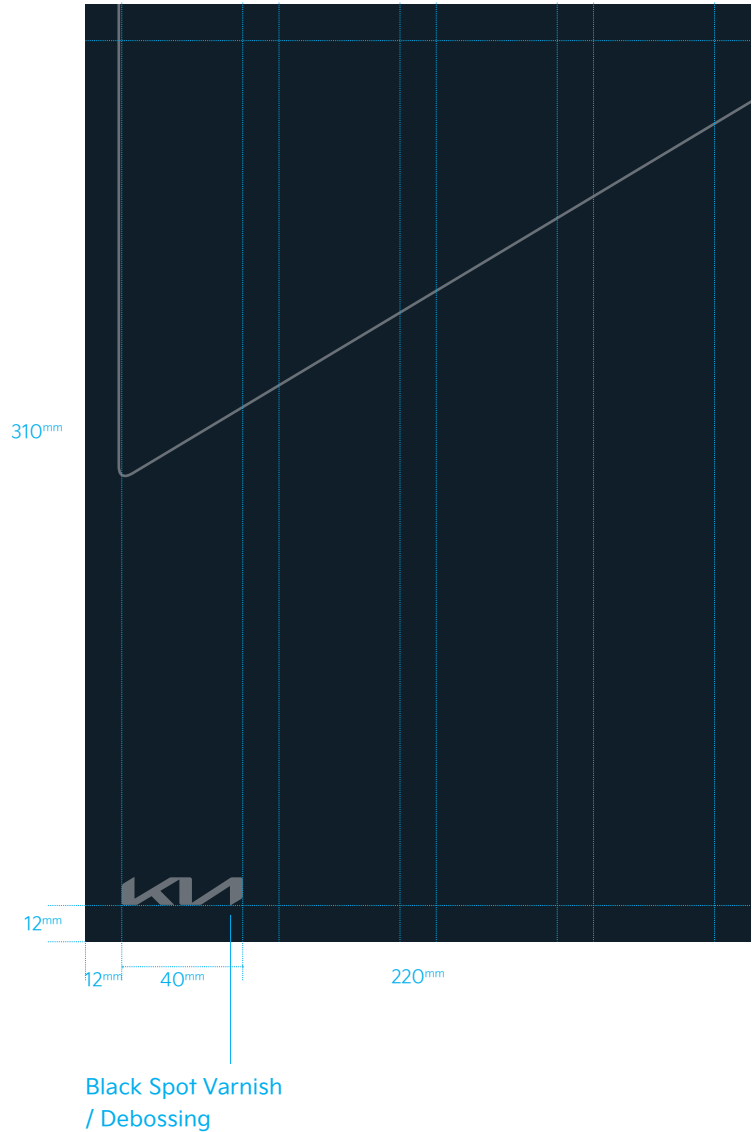


- Production Notes**
- Size: 85×140x30mm (WxHxD)
  - Material: Aluminum case / Velvet case
  - Printing: Laser imprint / Hot stamping
  - Color: C100 M58 Y21 K92

# Cover of Certificate

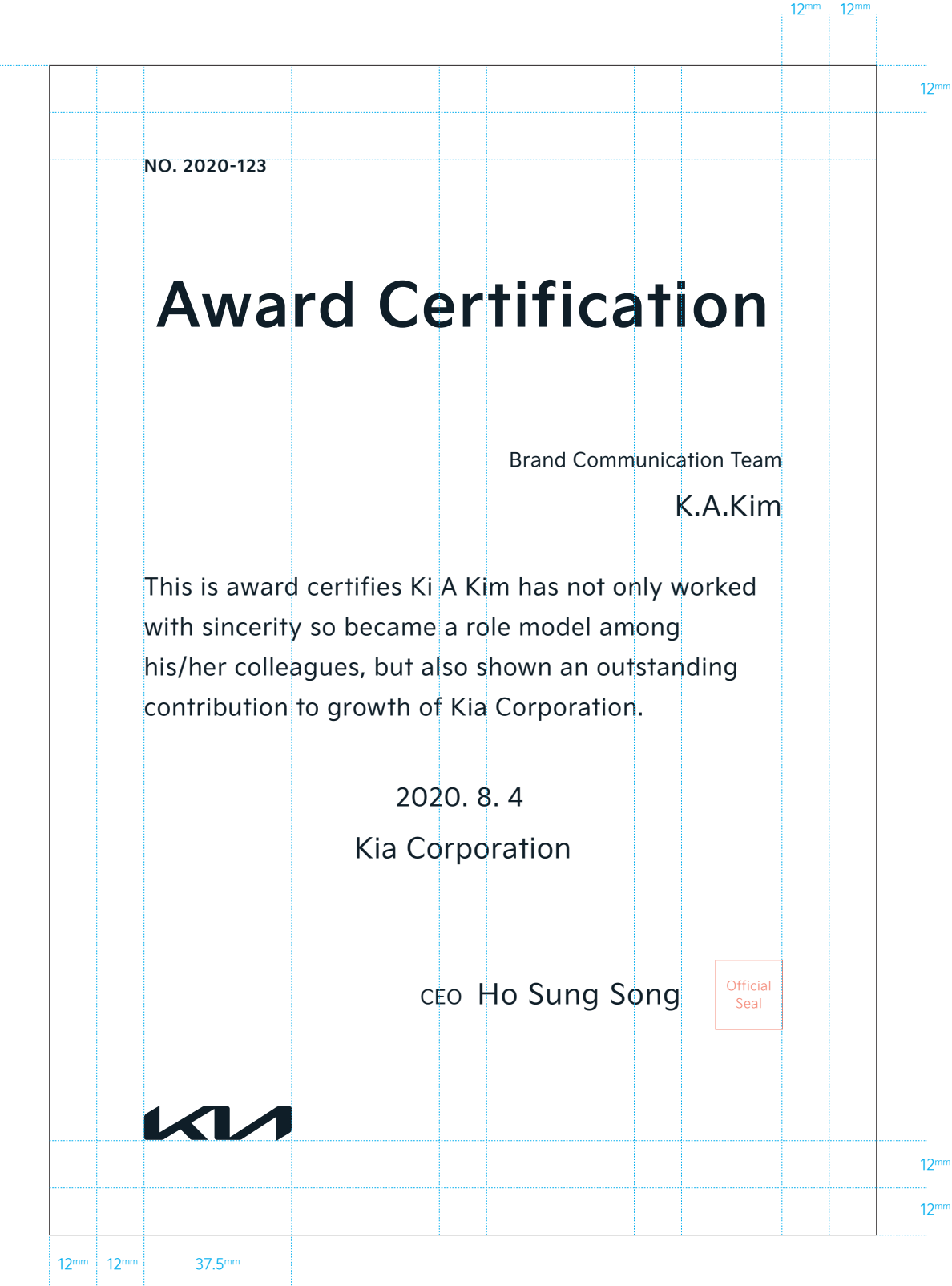
To differentiate from the document folder, the award cover utilizes the graphic motif. The logo is printed with spot varnish to create a sleek impression or embossed in to the material.

- Production Notes**
- Size: 220×310mm
  - Material: CHARME leather fabric
  - Color: 1 Spot Color Pantone 7547 C
  - Post-Processing: Black spot varnish on logo / Debossing





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



- Production Notes**
- Size: 210×297mm
  - Paper: Arko Pack Extra White 250g/m² / White Paper
  - Printing: Offset Printing / Digital Printing
  - Color: 1 Spot Color Pantone 7547 C

**Production Notes**

- Size: 220×302mm
- Paper: White invercote 350g
- Color: 1 Spot Color Pantone 7547 C

[illegible]

# Stationery

Since Kia is committed to become clean mobility provider, CI application items should also be chosen considering what it means for the society and planet.

We recommend you work with suppliers who use eco-friendly raw materials, manufacture carbon neutrally and provide recycled/up-cycled items.

To match the logo that has wide width, the business card takes a horizontal layout (90x45mm).  
This layout fits both Korean and English settings.

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

**Korean+English**  
Korean Name (ex. 김기아)  
English Name (Kim Kia)  
Korean Team/ Korean Position  
English Team Name

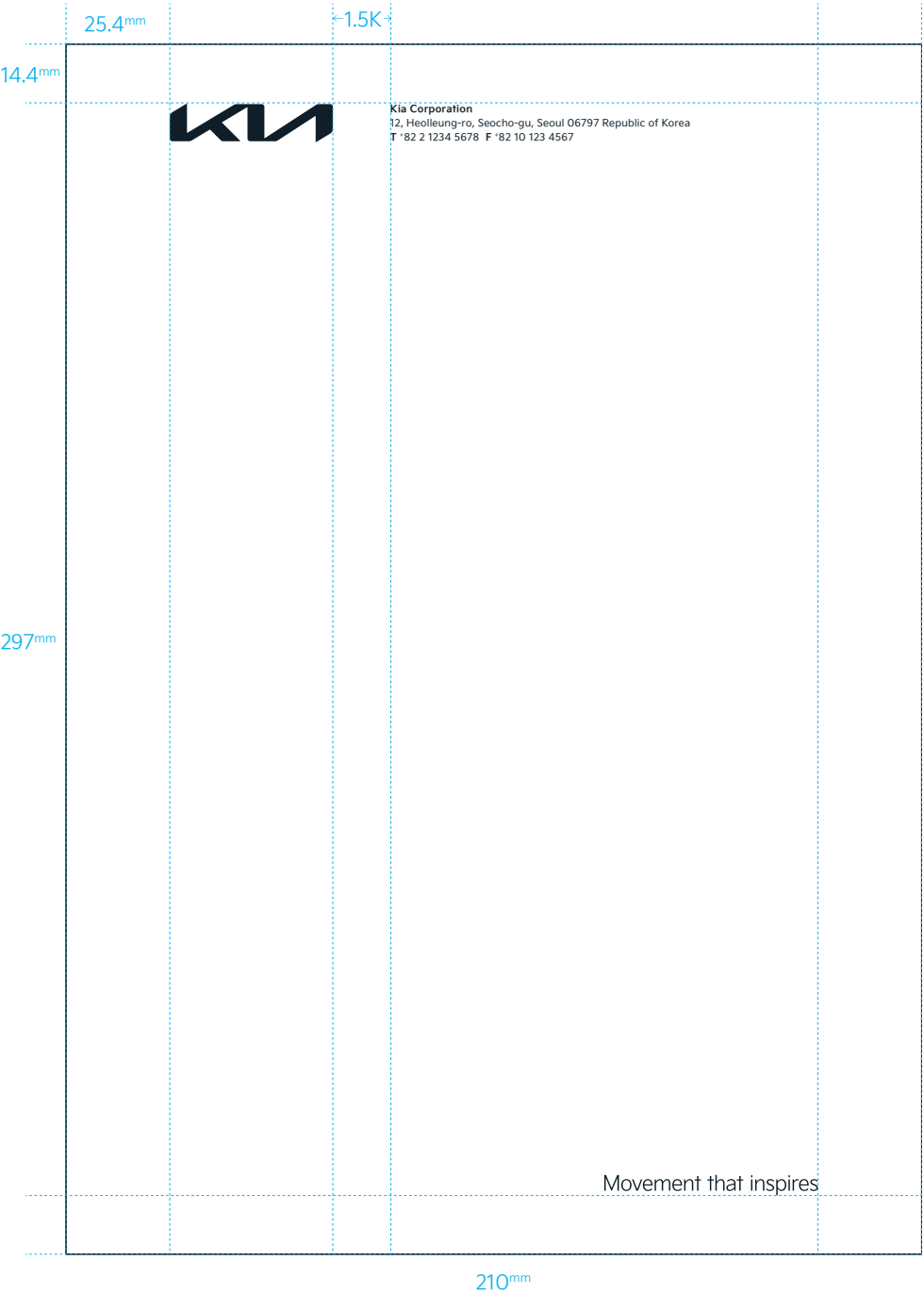
**English Only**  
English Name (ex. John Doe)  
English Team  
English Position

- Production Notes**
- Size: 90×45mm
  - Paper: Neenah Folding Board CB04 338g/m²
  - Printing: Offset Printing
  - Color: 1 Spot Color Pantone 877 C
  - Name: Kia Signature Bold 8pt,  
Leading: 10.5pt
  - Position: Kia Signature Regular 6.5pt,  
Leading: 9.1pt
  - T,M,E: Kia Signature Bold 5.5pt  
Leading: 9.1pt
  - Phone & E-mail: Kia Signature Regular 6.5pt  
Leading: 9.1pt

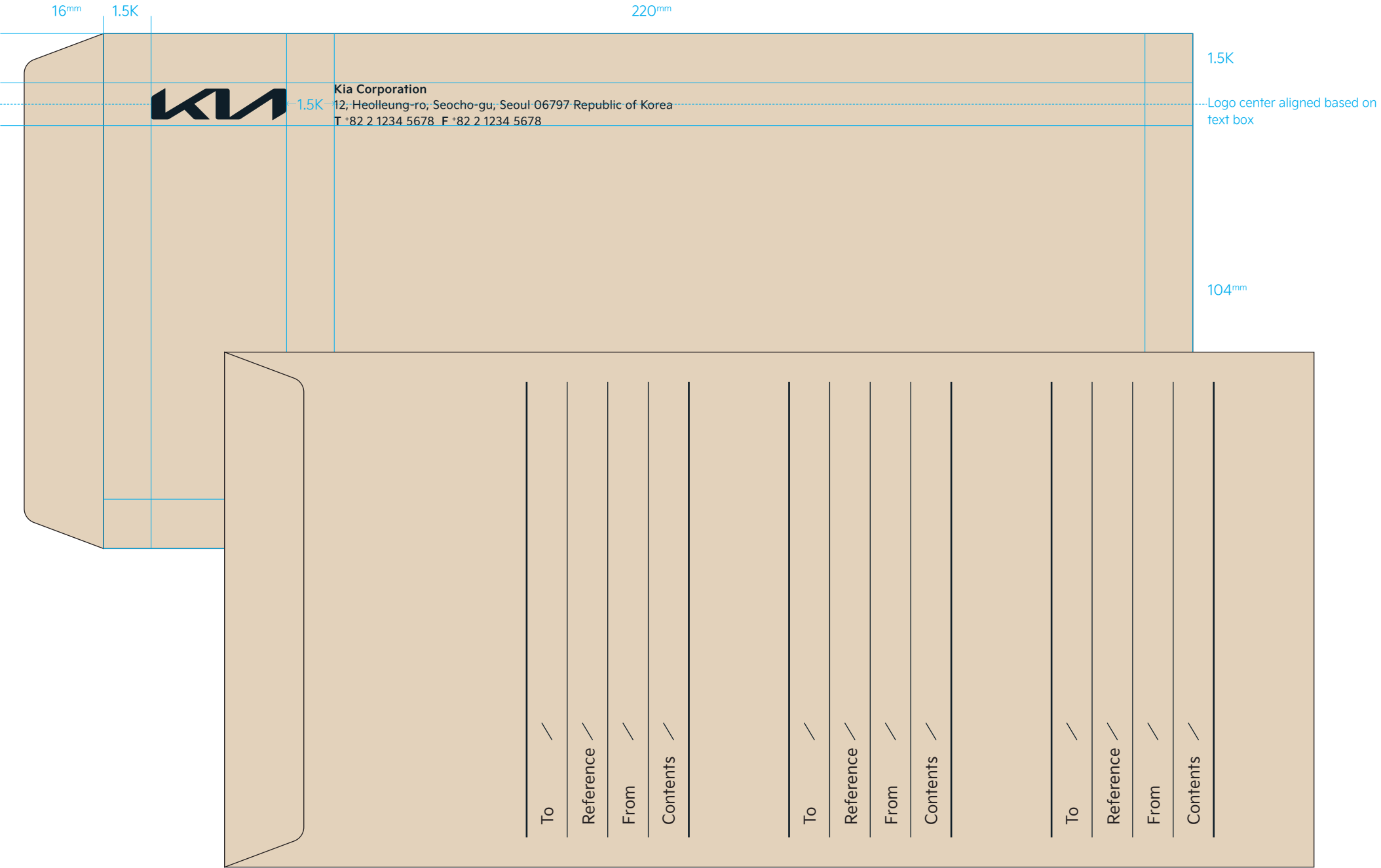


The letterhead is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important.

- Production Notes**
- Size: A4, 210×297mm
  - Paper: White Paper 70g/m<sup>2</sup> - 100g/m<sup>2</sup>
  - Printing: Offset / Laser / Inkjet
  - Color: Black 1color
  - File Name: Kia\_Letterhead.ai, .docx, .pptx



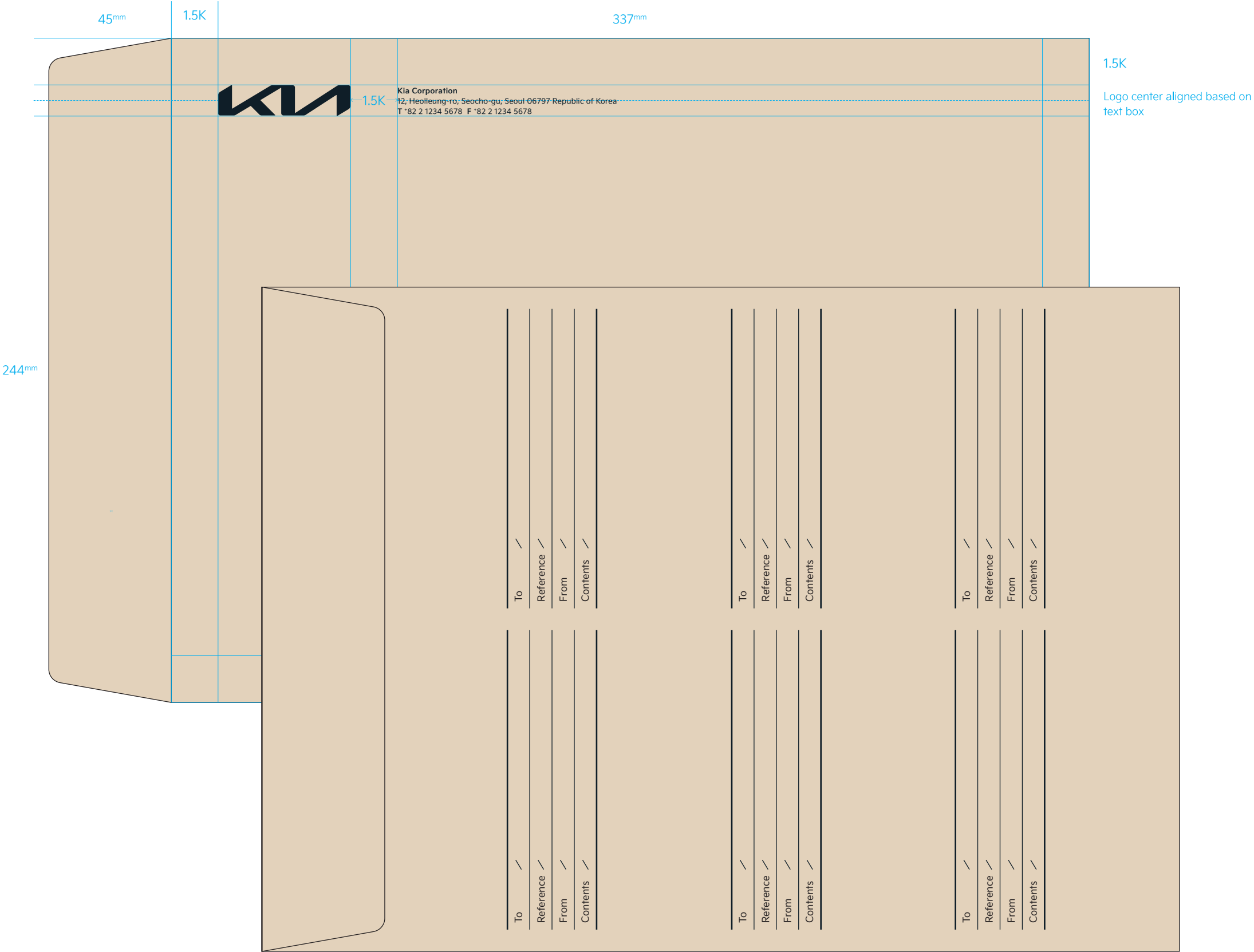
The internal mailing envelope is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important.



- Production Notes**
- Size: 220×104×16mm
  - Paper: Maronia 06 Walnut 151g/m²
  - Printing: Offset Printing
  - Color: 1 Spot color Pantone 7547 C or 1 Color Black

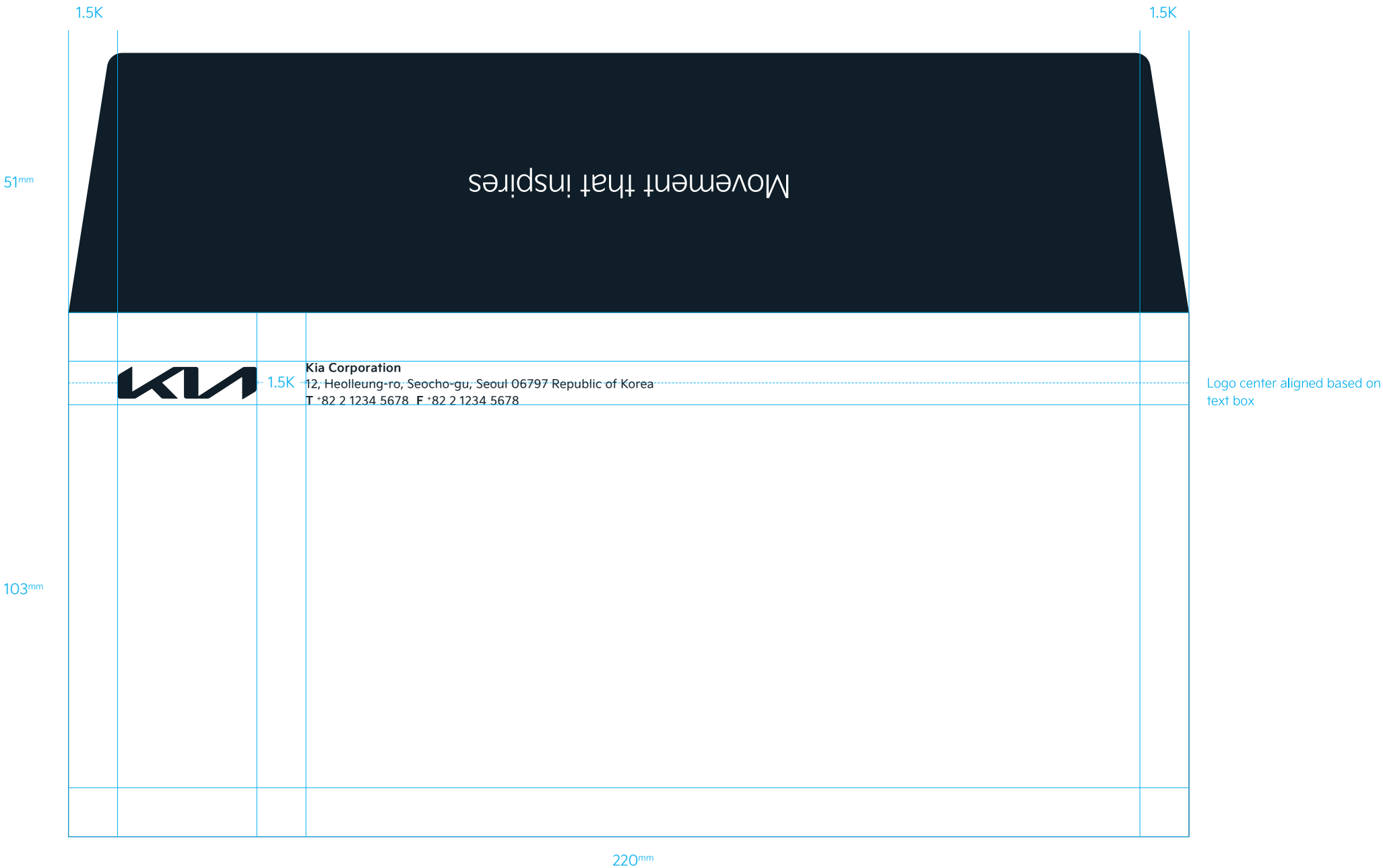
# Internal Mail Envelope | Large

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



- Production Notes**
- Size: 337×244×45mm
  - Paper: Maronia 06 Walnut 151g/m²
  - Printing: Offset Printing
  - Color: 1 Spot color Pantone 7547 C or 1 Color Black

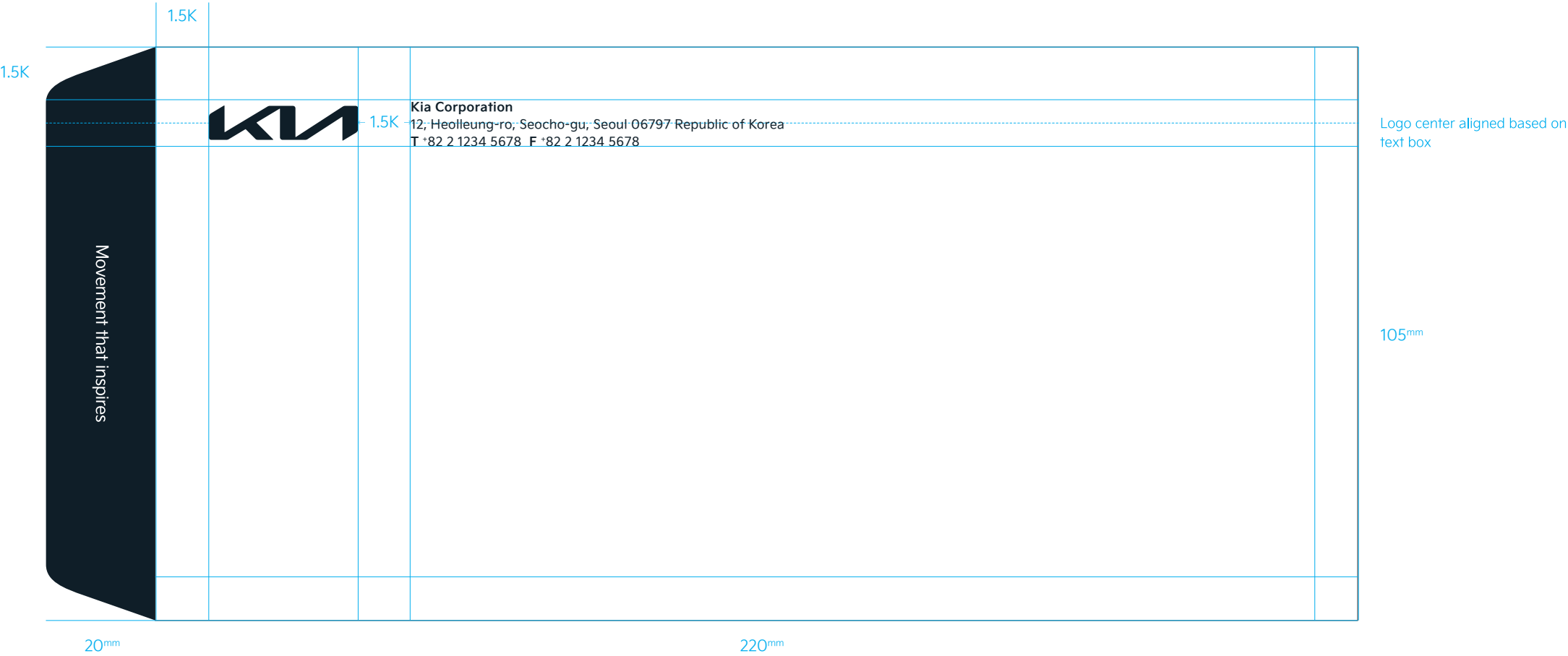
The mailing envelope is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important.



- Production Notes**
- Size: 220×103×51mm
  - Paper: Alpen 120g/m²
  - Printing: Offset Printing
  - Color: 1 Spot Color Pantone 7547 C

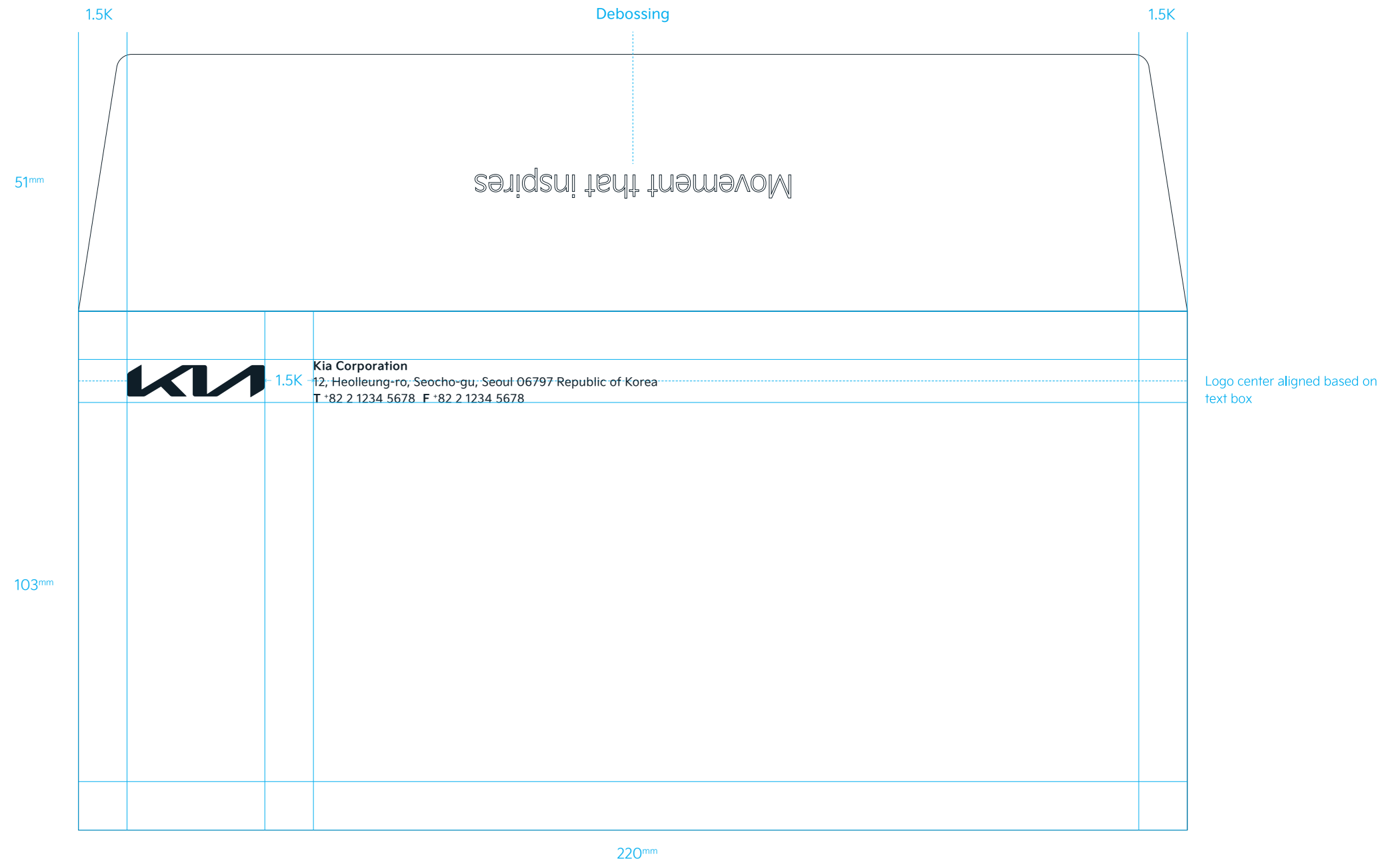


The mailing envelope is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important.



- Production Notes**
- Size: 220×105×20mm
  - Paper: Alpen 120g/m²
  - Printing: Offset Printing
  - Color: 1 Spot Color Pantone 7547 C

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

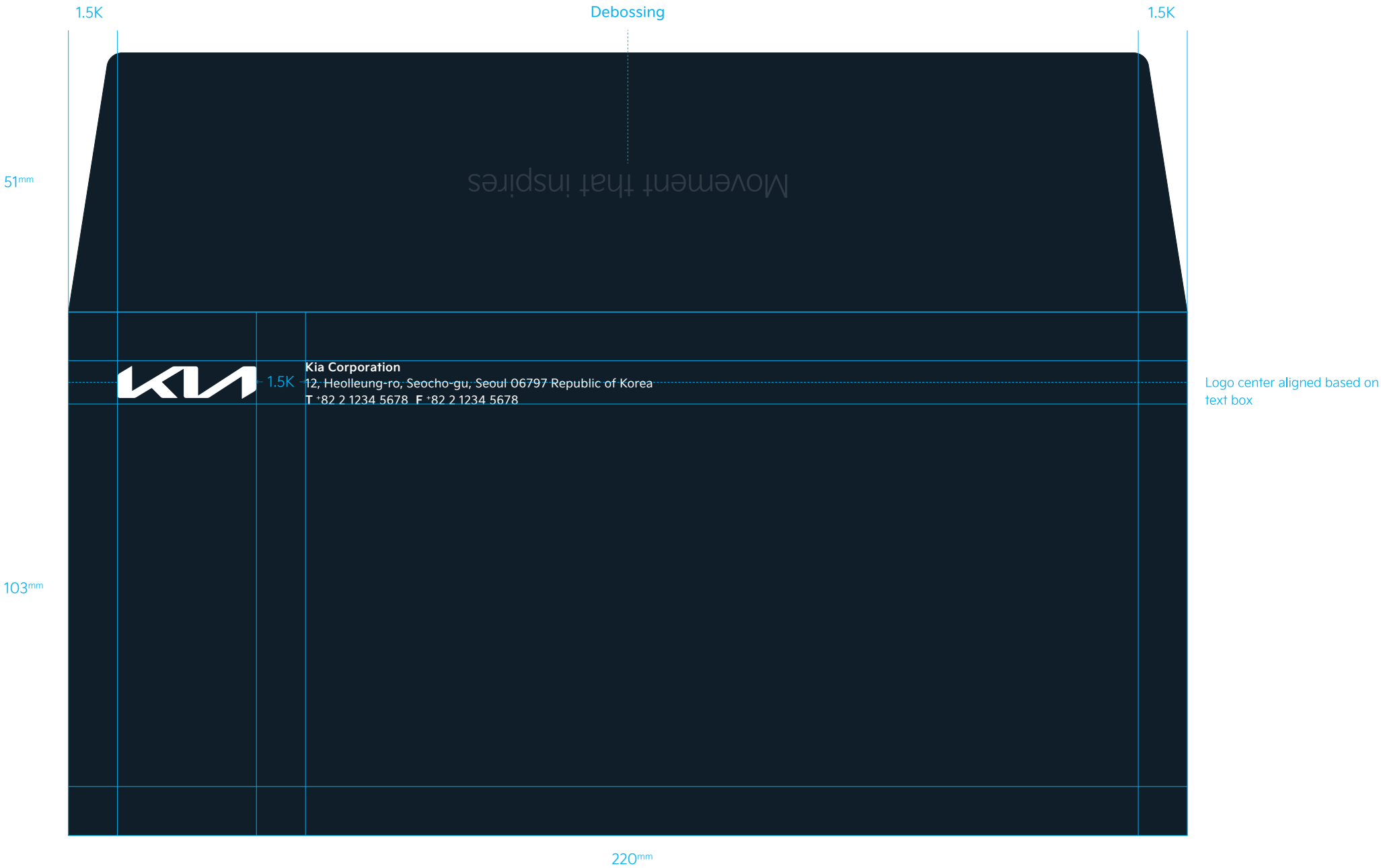


## Production Notes

- Size: 220×103×51mm
- Paper: Alpen 135g/m<sup>2</sup>
- Printing: Offset Printing
- Post Processing: Debossing
- Color: 1 Spot Color Pantone 7547 C

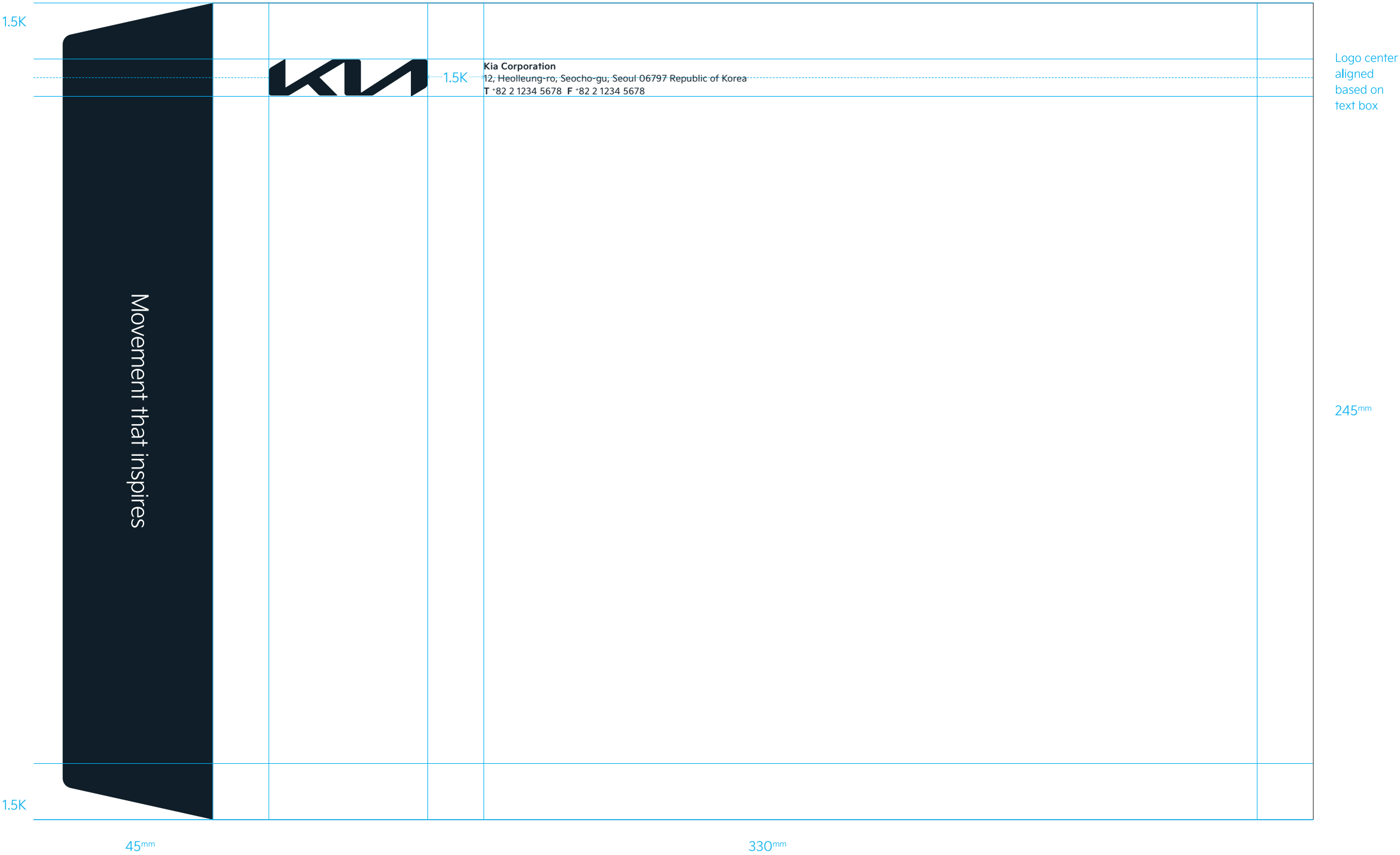
# Envelope | Small-C (Black)

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



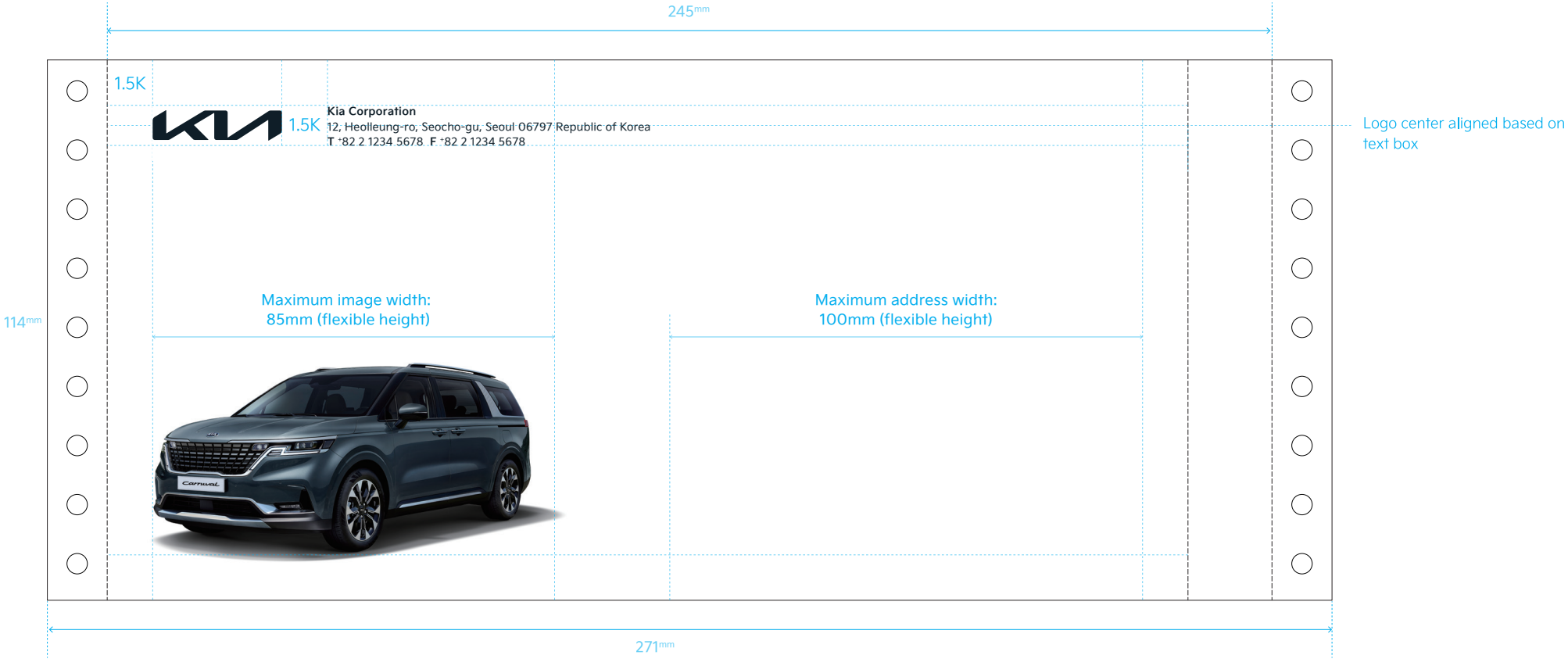
- Production Notes**
- Size: 220×103×51mm
  - Paper: Deep Mat Black 116g/m²
  - Printing: White Ink Printing
  - Post Processing: Debossing
  - Color: 1 Spot Color Pantone 7547 C

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



- Production Notes**
- Size: 330×245×45mm
  - Paper: Alpen 120g/m²
  - Printing: Offset Printing
  - Color: 1 Spot Color Pantone 7547 C

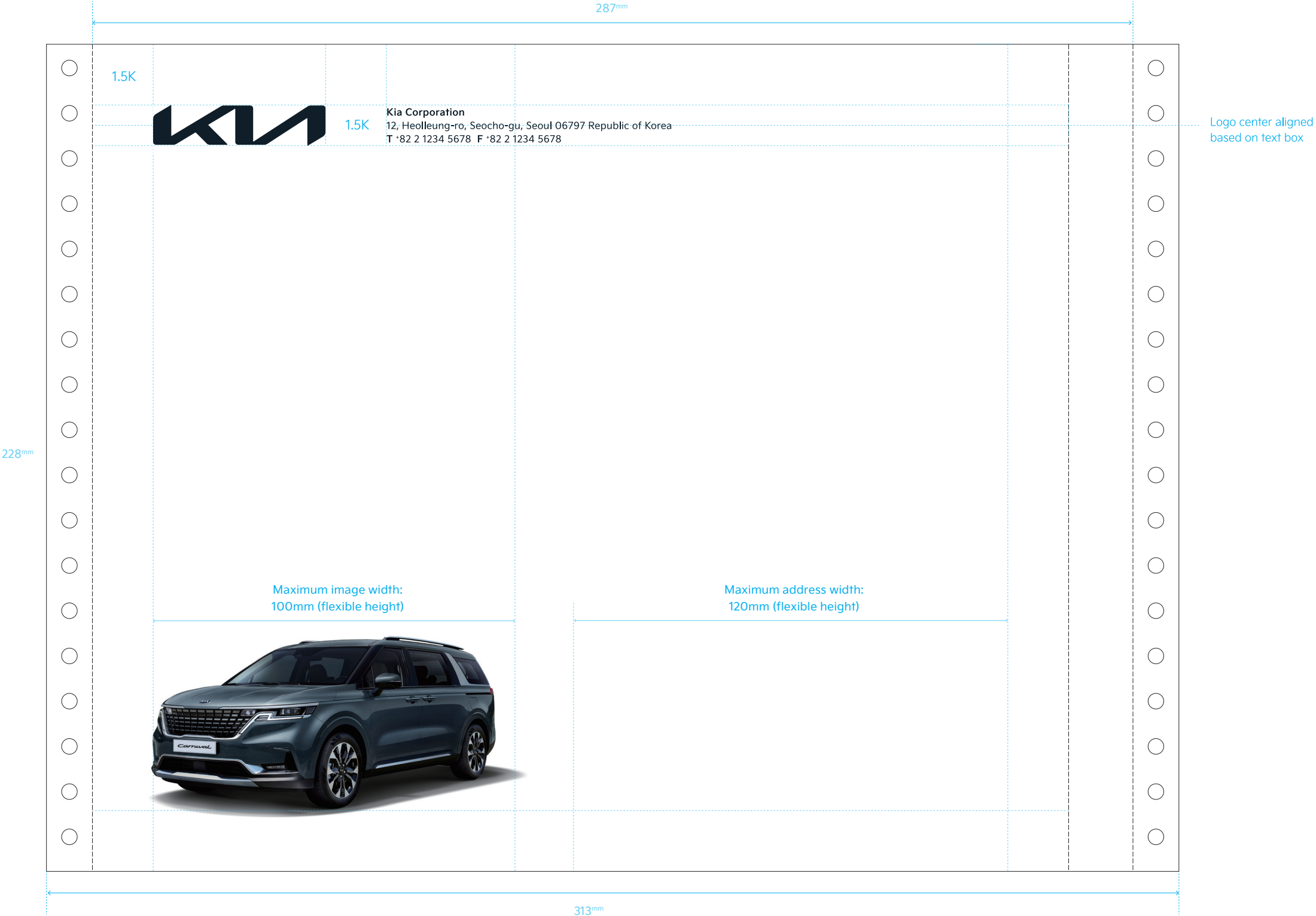
The DM envelope is for direct mail packages. The right bottom side has been left blank for the receiver information.



**Production Notes**

- Size: 245x114mm
- Paper: PP adhesive mailing envelope
- Printing: Offset Printing

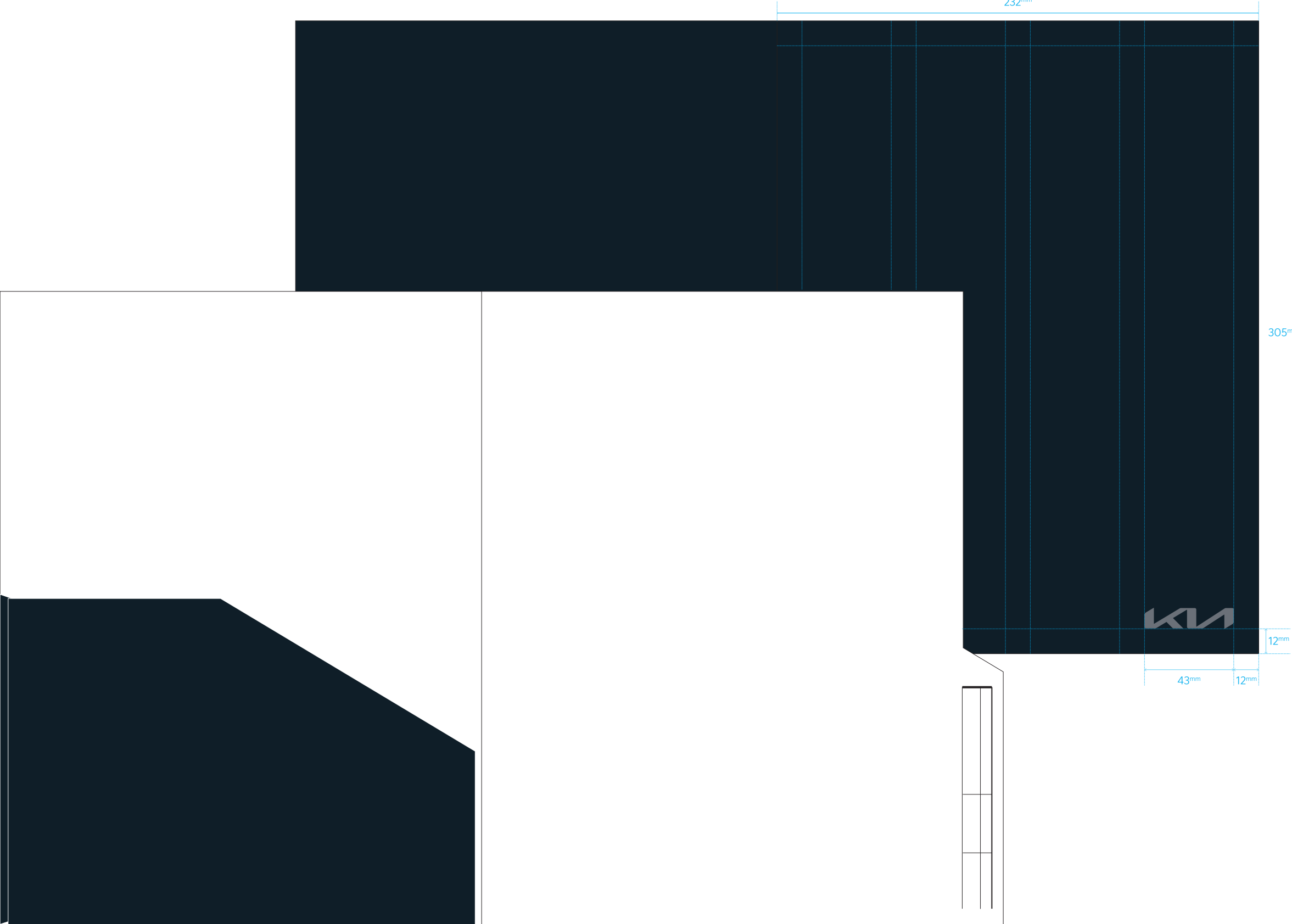
The DM envelope is for direct mail packages. The right bottom side has been left blank for the receiver information.



- Production Notes**
- Size: 287x228mm
  - Paper: PP adhesive mailing envelope
  - Printing: Offset Printing

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

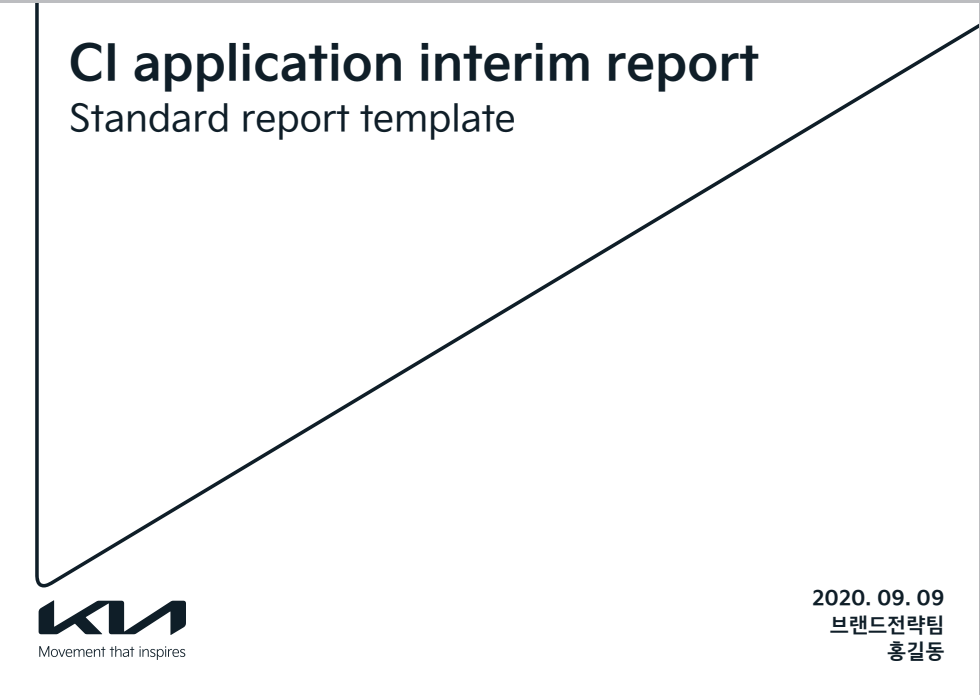
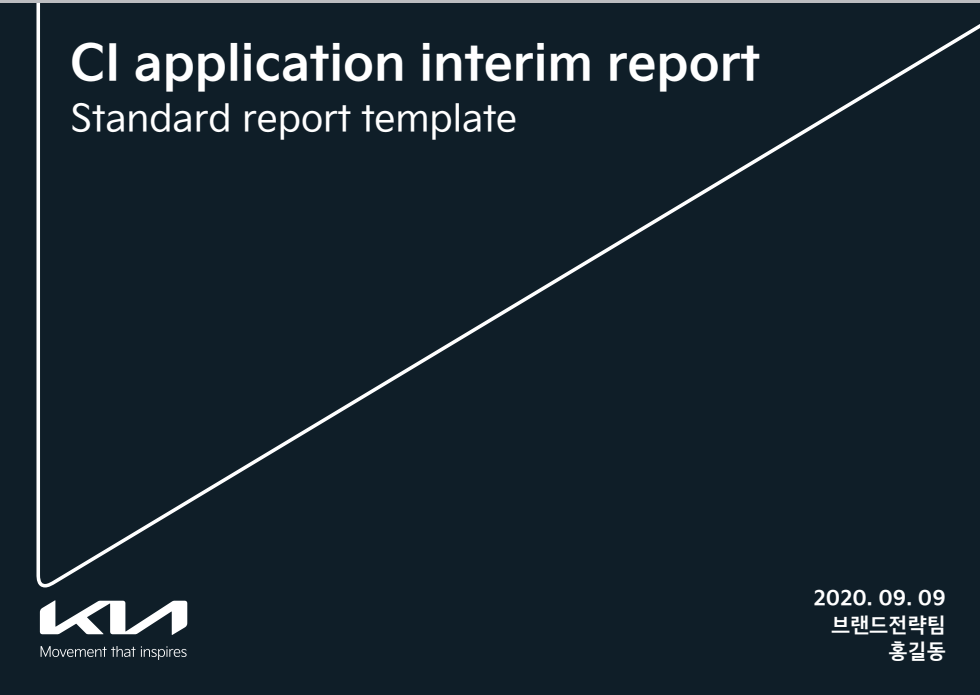
- Production Notes**
- Size: 232×305mm
  - Paper: White Invercote 350g/m²
  - Post-Processing: Black spot varnish on logo
  - Color: 1 Spot Color Pantone 7547 C



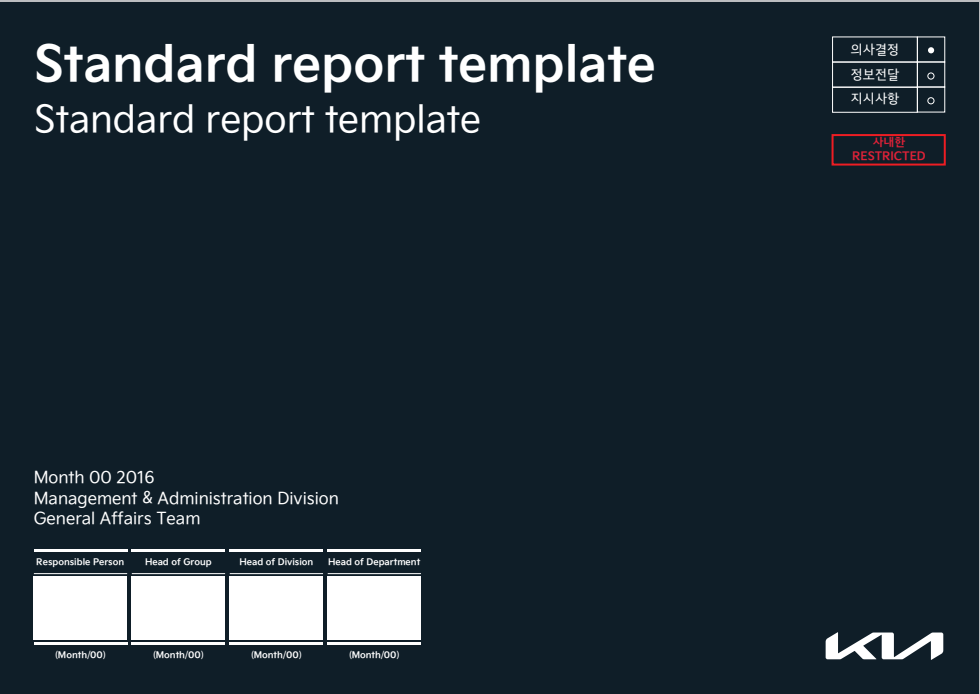
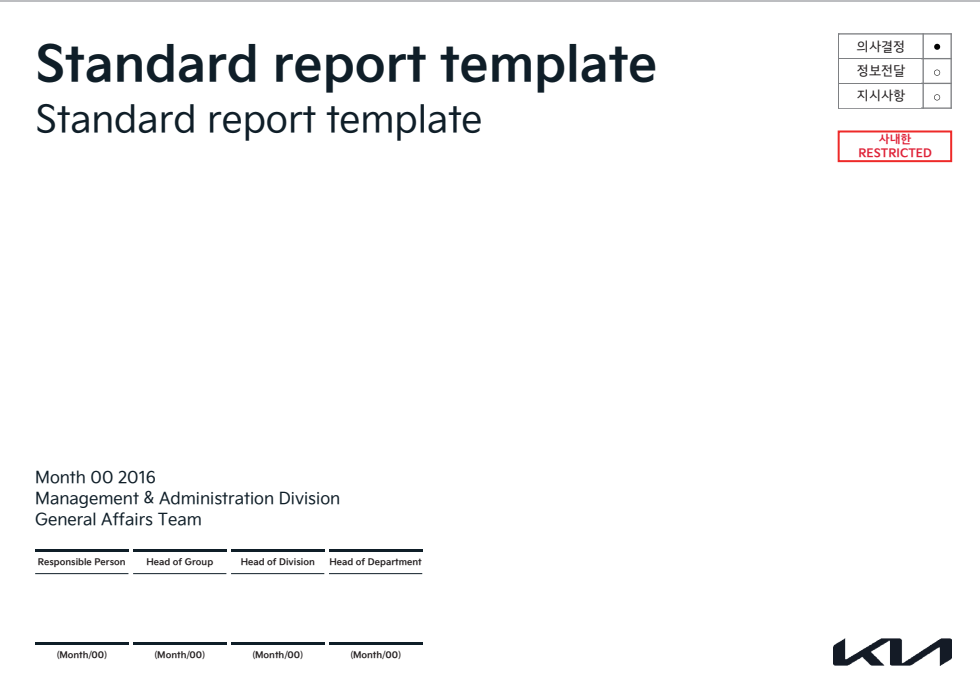
# Presentation Template

## Cover

Public (Standard)



Internal (Standard)



- Production Notes**
- Size: 297×210mm (A4)
  - File name: Kia\_PPT\_Template.pptx
  - Public (Standard)
    - Title: Kia Signature Bold 37.5pt
    - Sub-title: Kia Signature Regular 25pt
    - Team & Date: Kia Signature Regular 13pt
  - Internal (Standard)
    - Title: Kia Signature Bold 37.5pt
    - Team & Date: Kia Signature Regular 13pt
    - Sub-text 1: Kia Signature Light 6pt
    - Sub-text 2: Kia Signature Light 6pt

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





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

English + Korean

Korean Name + English Name (ex. 김기아 Kim Kia)  
Korean Team/ Korean Position  
English Team Name

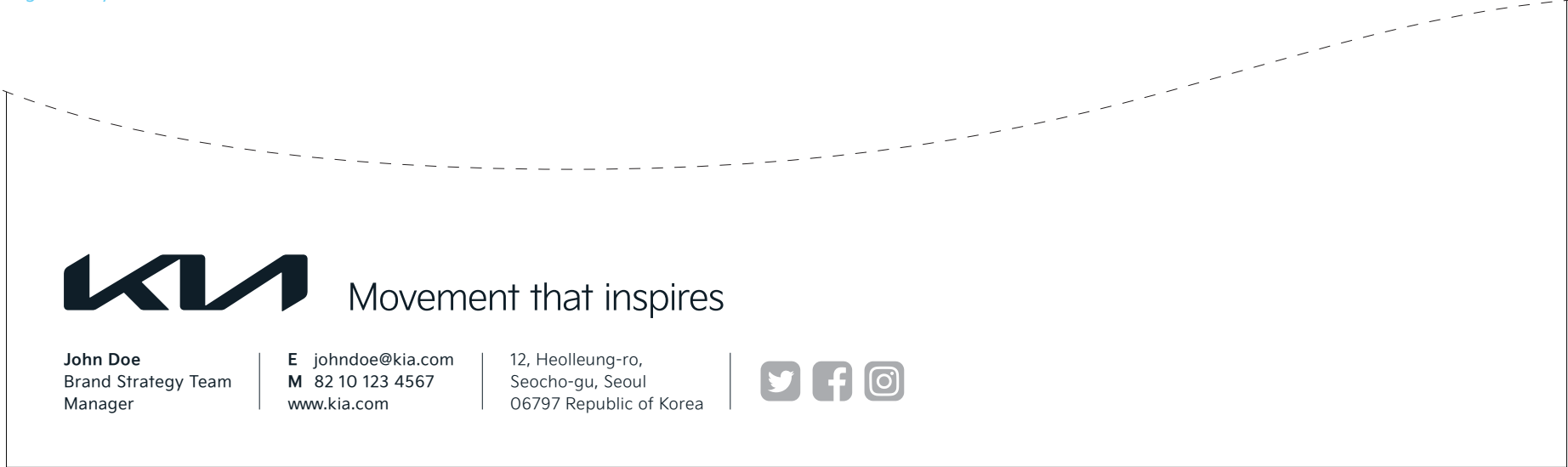
English Only

English Name (ex. John Doe)  
English Team  
English Position

English + Korean



English Only



Production Notes

- English + Korean
- Name: Kia Signature Bold 7pt
  - Team: Kia Signature Bold 7pt
  - Position: Kia Signature Bold 7pt
  - E,M: Kia Signature Bold + Regular 7pt
  - Address: Kia Signature Light 7pt
- English only
- Name: Kia Signature Bold 7pt
  - Team: Kia Signature Regular 7pt
  - Position: Kia Signature Regular 7pt
  - E,M: Kia Signature Bold + Regular 7pt
  - Address: Kia Signature Light 7pt

# Email Signature Example

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

## English + Korean

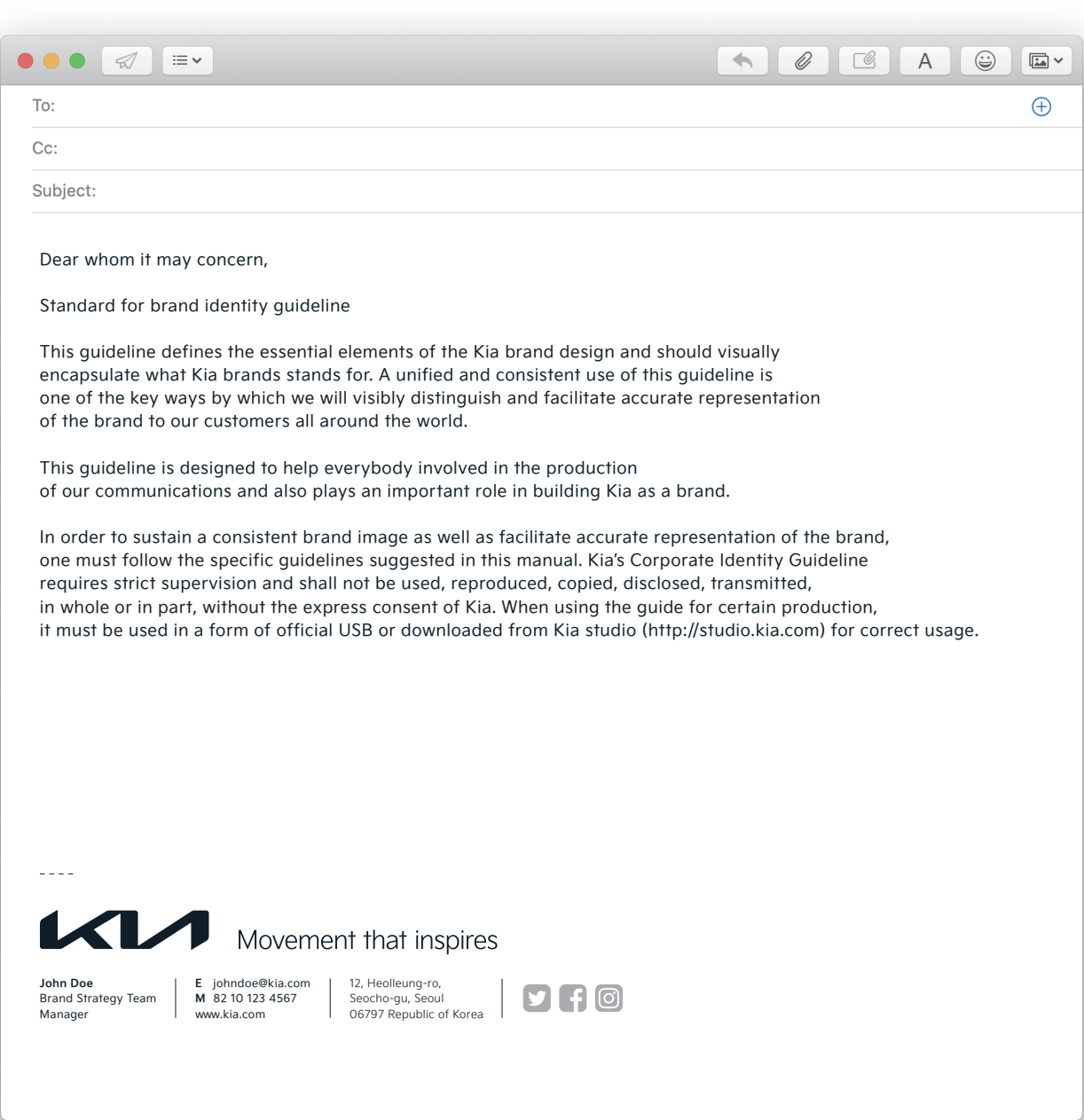
Korean Name + English Name (ex. 김기아 Kim Kia)  
Korean Team/ Korean Position  
English Team Name

## English Only

English Name (ex. John Doe)  
English Team  
English Position

## Production Notes

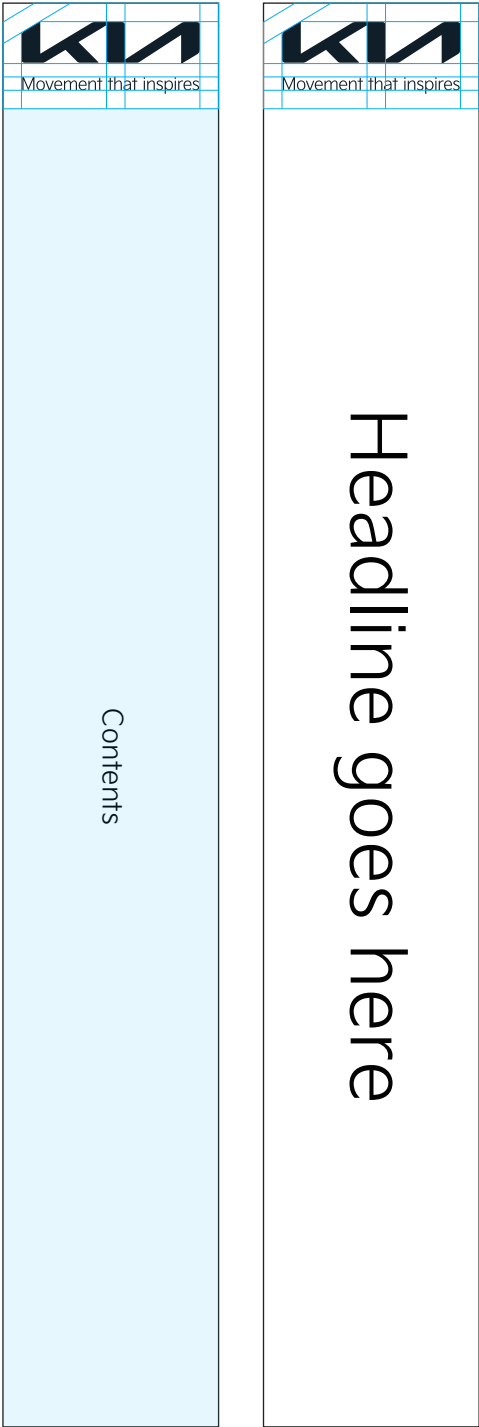
- English + Korean
- Name: Kia Signature Bold 7pt
  - Team: Kia Signature Bold 7pt
  - Position: Kia Signature Bold 7pt
  - E,M: Kia Signature Bold + Regular 7pt
  - Address: Kia Signature Light 7pt
- English only
- Name: Kia Signature Bold 7pt
  - Team: Kia Signature Regular 7pt
  - Position: Kia Signature Regular 7pt
  - E,M: Kia Signature Bold + Regular 7pt
  - Address: Kia Signature Light 7pt



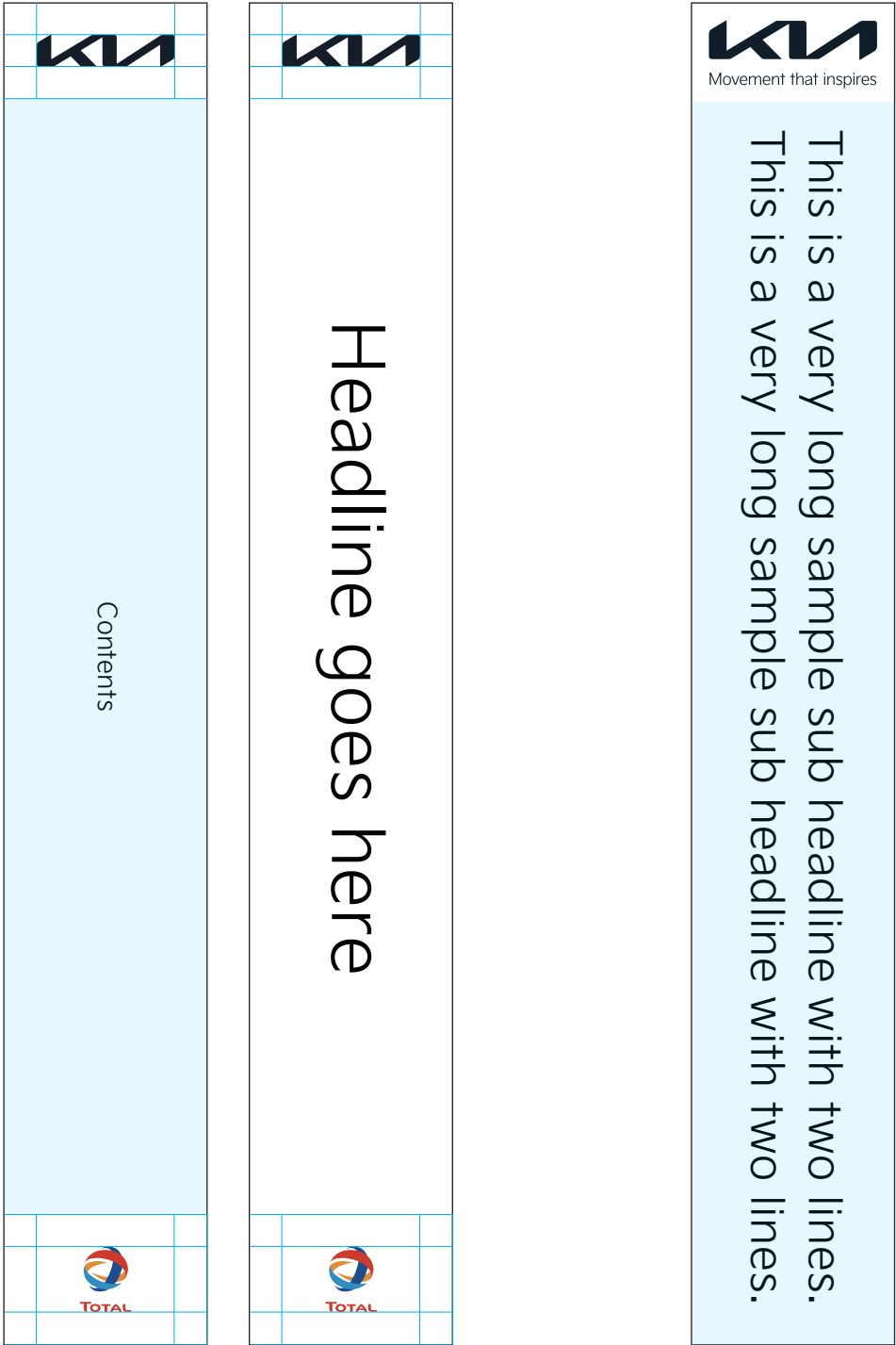
# Promotional Items

The Placard is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important. This placard is designed only for presenting event titles and headlines. For placards that use advertising/product images, please refer to the AD Manual.

Vertical Type A



Vertical Type B



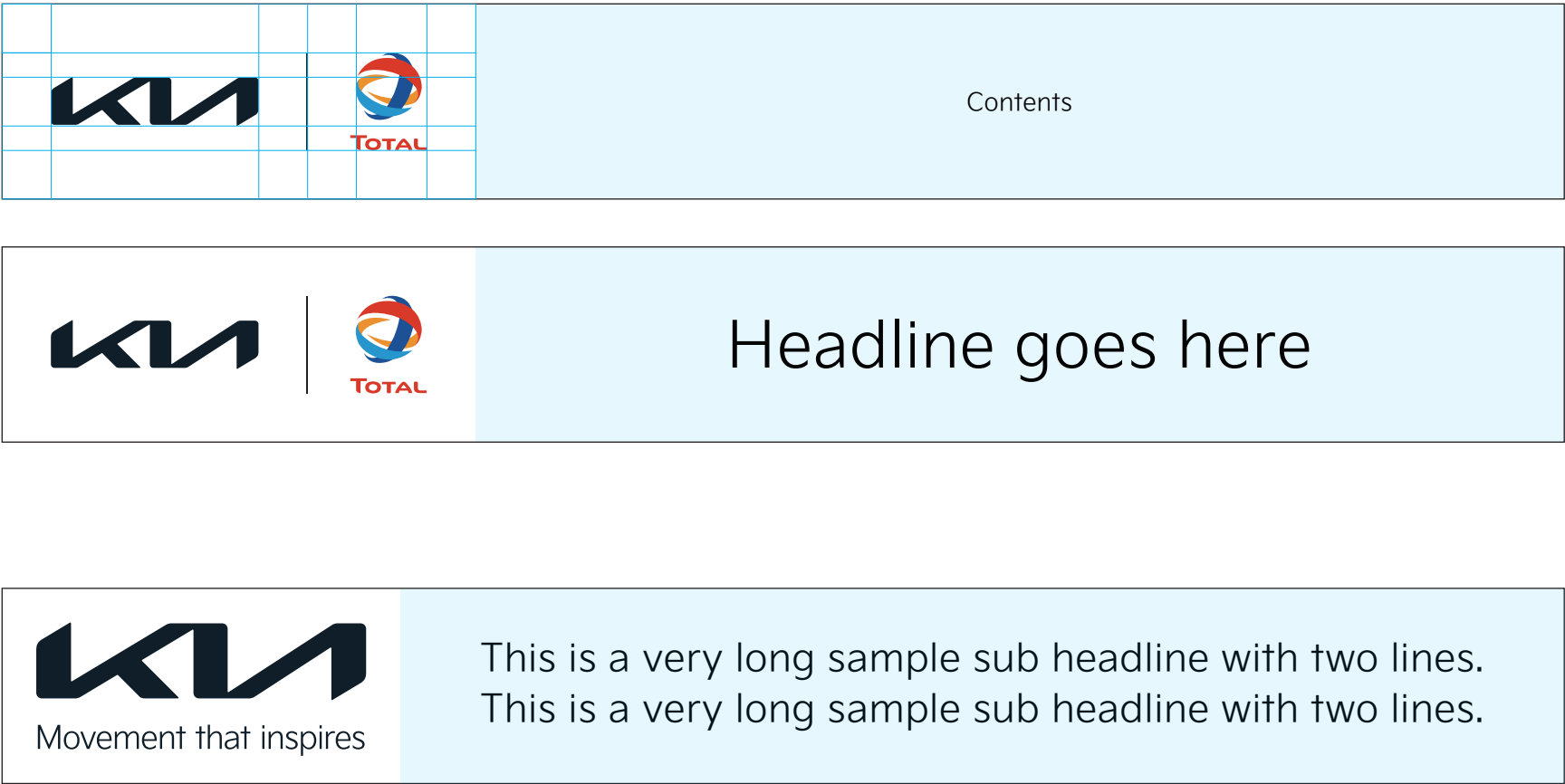
- Production Notes**
- Material: TP fabric or PET
  - Printing: Direct Print

The Placard is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important. This placard is designed only for presenting event titles and headlines. For placards that use advertising/product images, please refer to the AD Manual.

Horizontal Type A



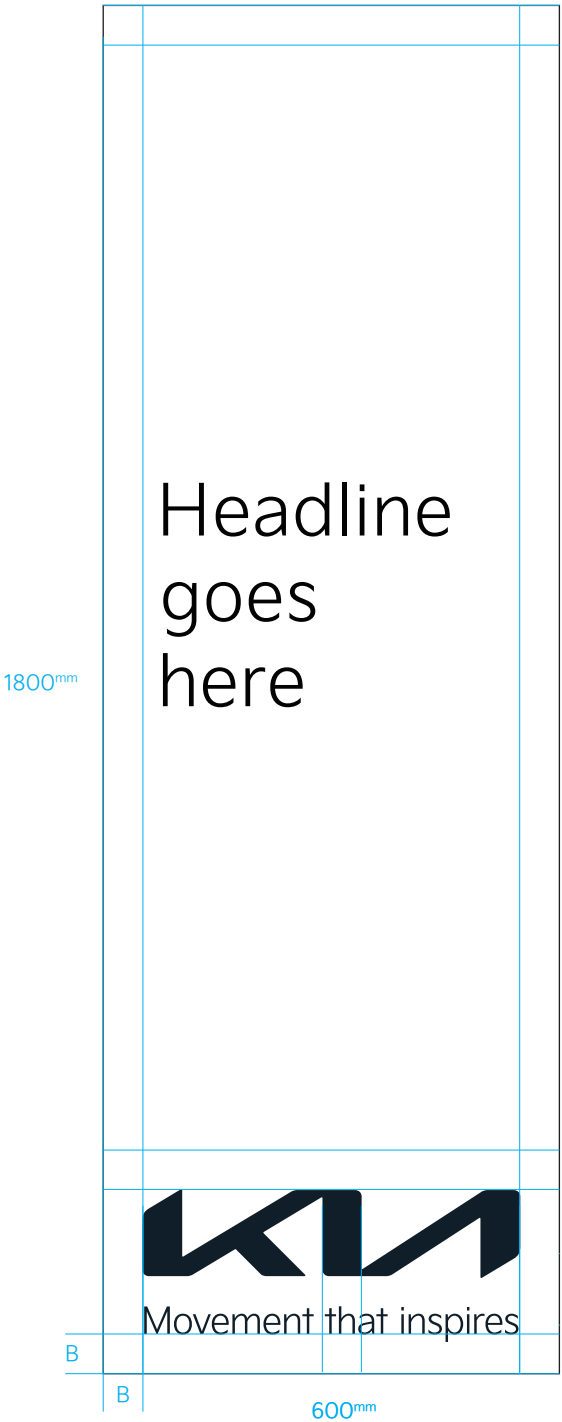
Horizontal Type B



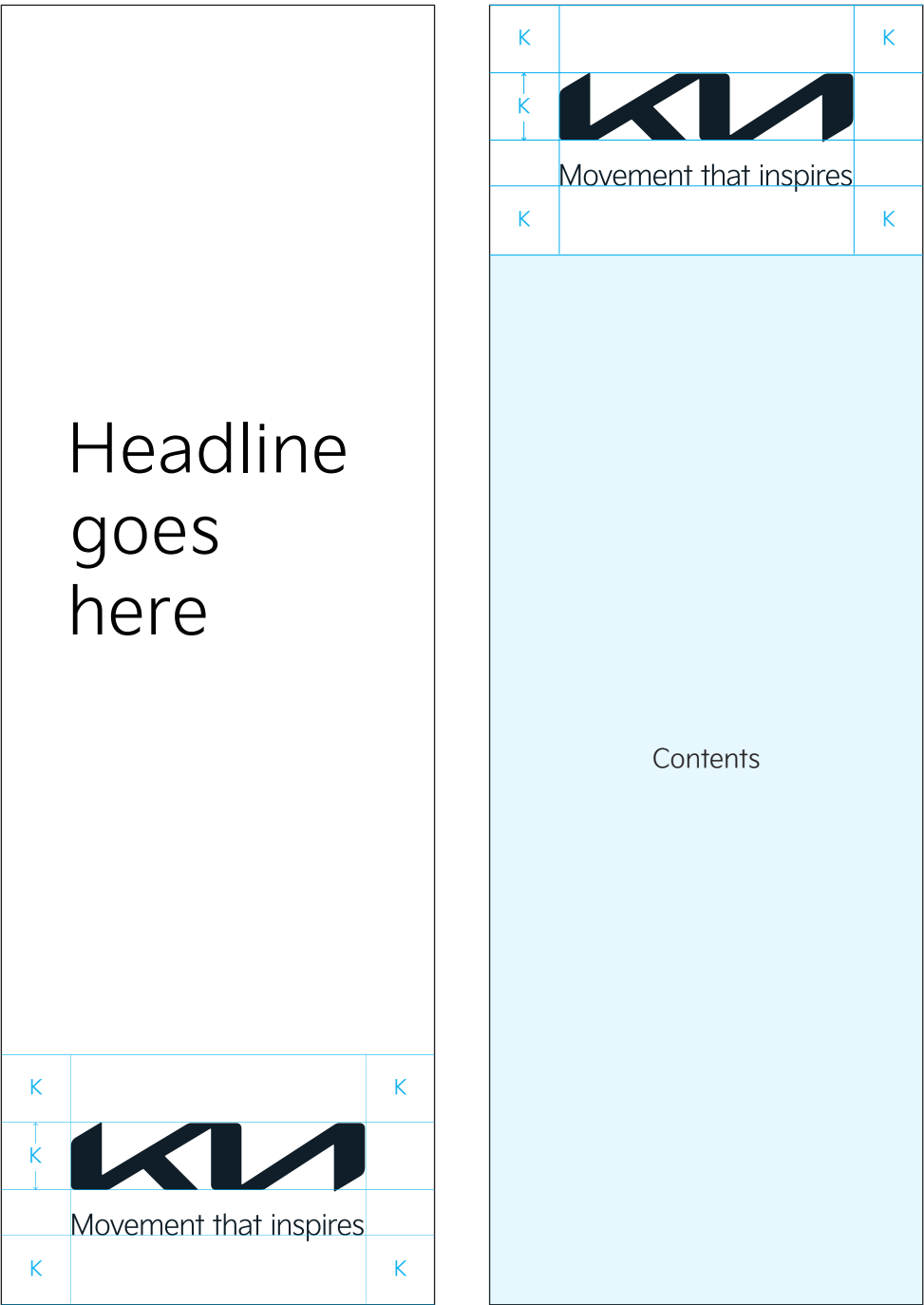
- Production Notes**
- Material: TP fabric or PET
  - Printing: Direct Print

Banner is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important. This banner is designed only for presenting event titles and headlines. For banners that use advertising/product images, please refer to the AD Manual.

Type A



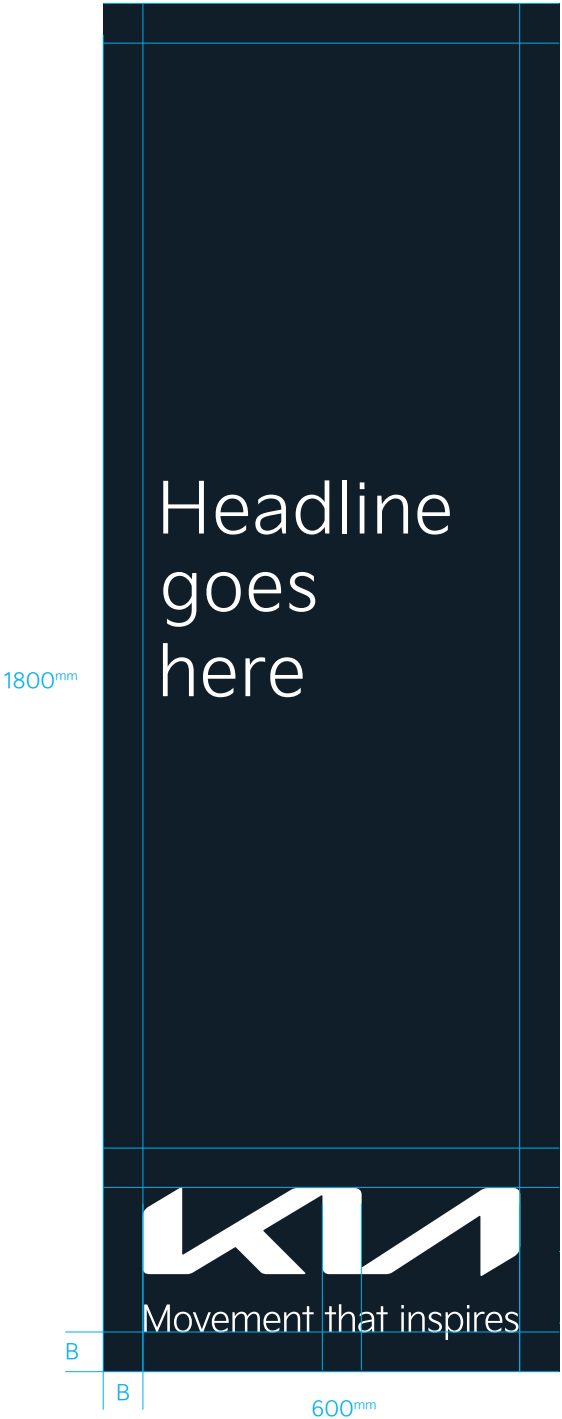
Type B



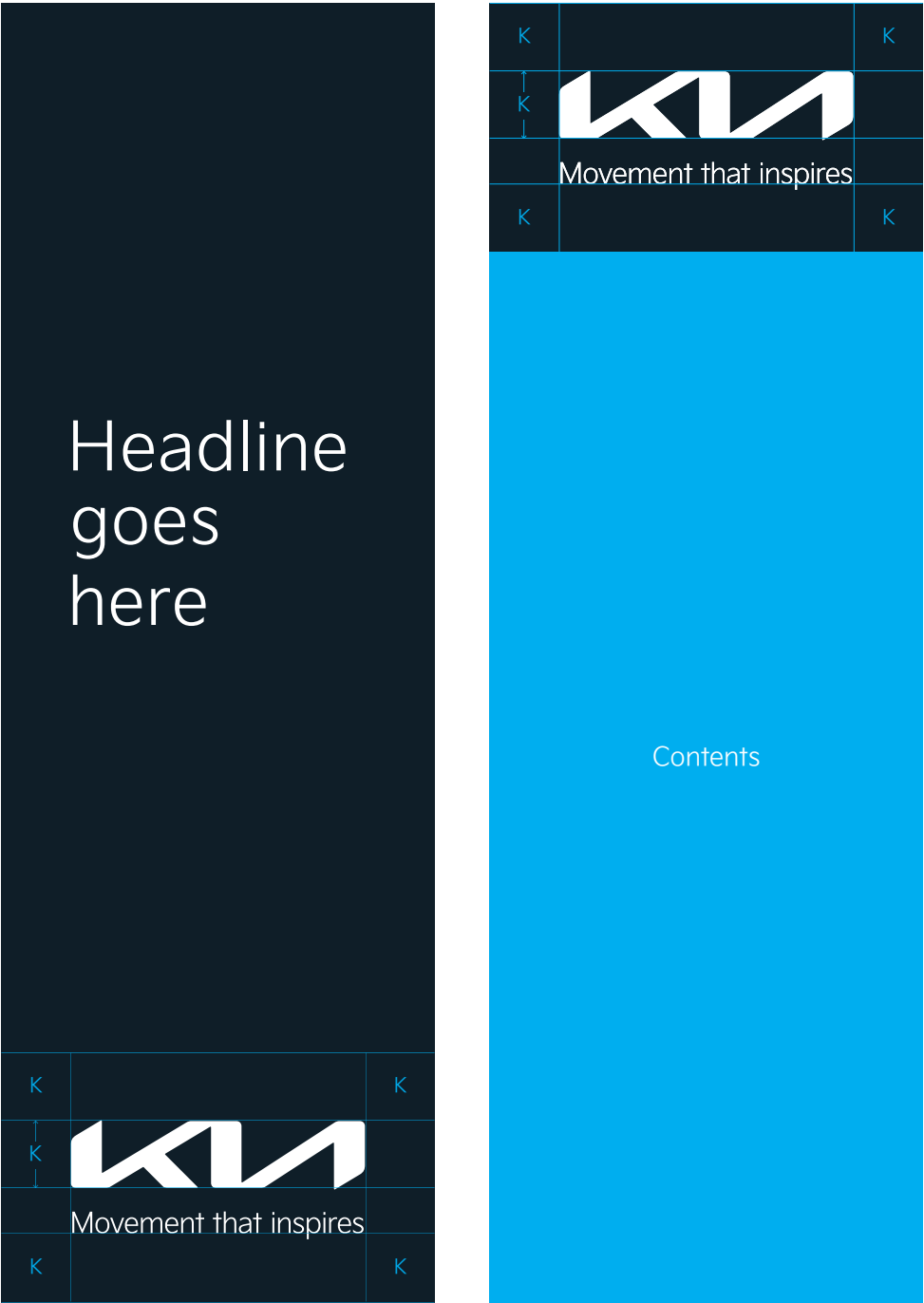
- Production Notes**
- Size: 1800×600mm
  - Material: TP fabric or PET
  - Printing: Direct Print

Banner is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important. This banner is designed only for presenting event titles and headlines. For banners that use advertising/product images, please refer to the AD Manual.

Type A



Type B



- Production Notes**
- Size: 1800×600mm
  - Material: TP fabric or PET
  - Printing: Direct Print



# Shopping Bag | Small

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

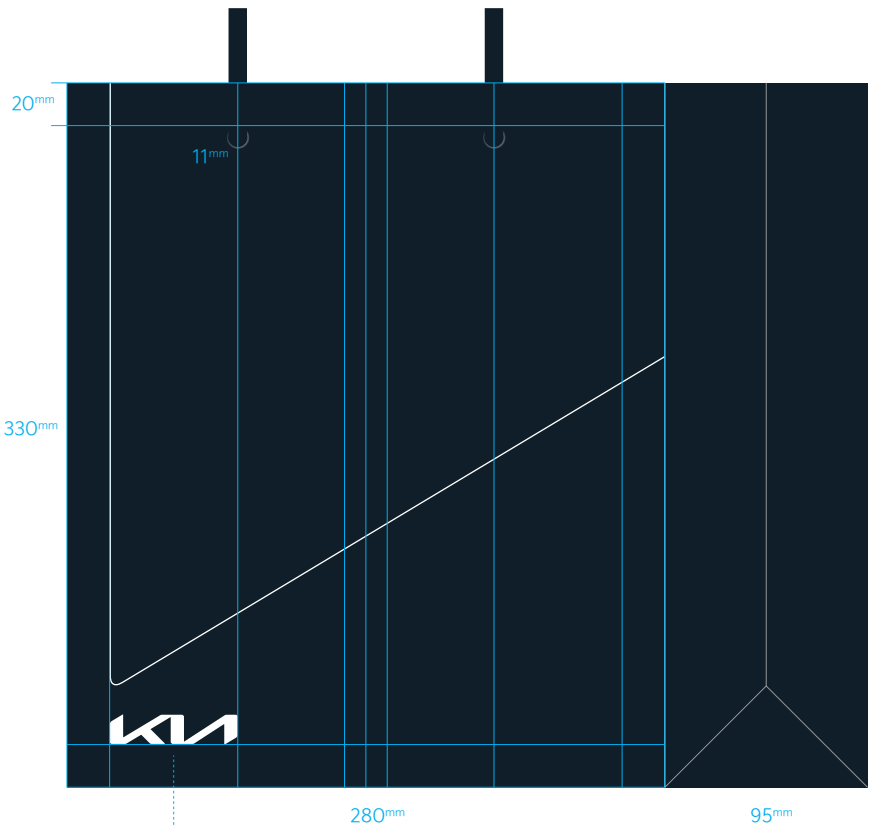
- Production Notes**
- Size: 330×280×95mm
  - Paper: Snow 200g/m²
  - Printing: Offset Printing
  - Coating: Matte Coating
  - Color: 1 Spot Color Pantone 7547 C
  - Post-Processing: Varnish coating on both sides (Selective) / Perforation 11 mm / Black eyelet / fabric rope



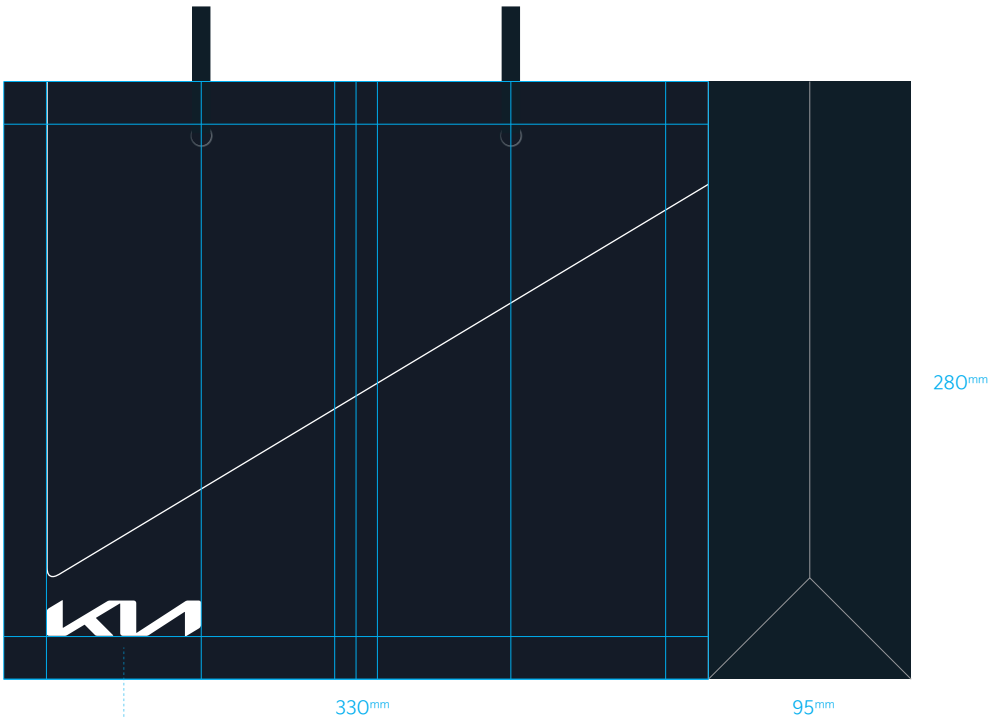
Black eyelet & fabric rope



Spot Varnish on Logo



Spot Varnish



Spot Varnish

# Shopping Bag | Large

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

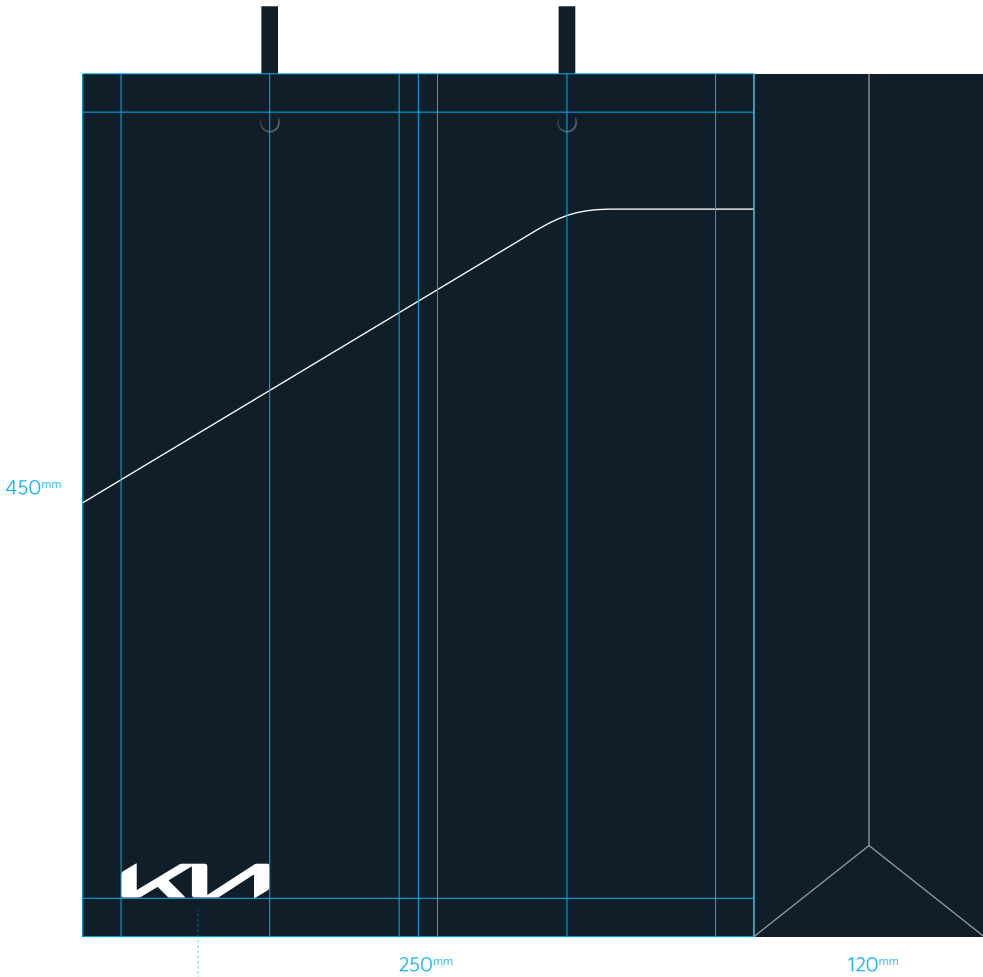
- Production Notes**
- Size: 450×350×120mm
  - Paper: Snow 200g/m²
  - Printing: Offset Printing
  - Coating: Matte Coating
  - Color: 1 Spot Color Pantone 7547 C
  - Post-Processing: Varnish coating on both sides (Selective) / Perforation 11mm / Black eyelet / fabric rope



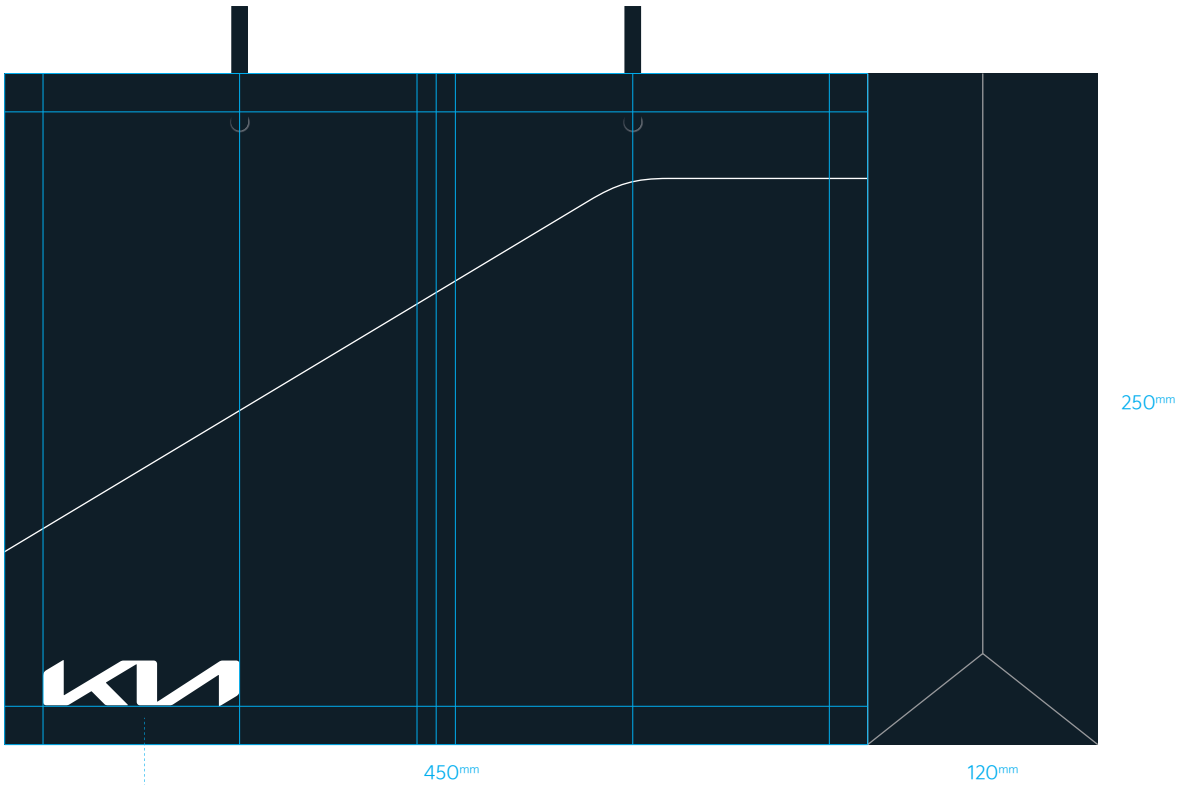
Black eyelet & fabric rope



Spot Varnish on Logo



Spot Varnish



Spot Varnish

# Shopping Bag | Small (Optional)

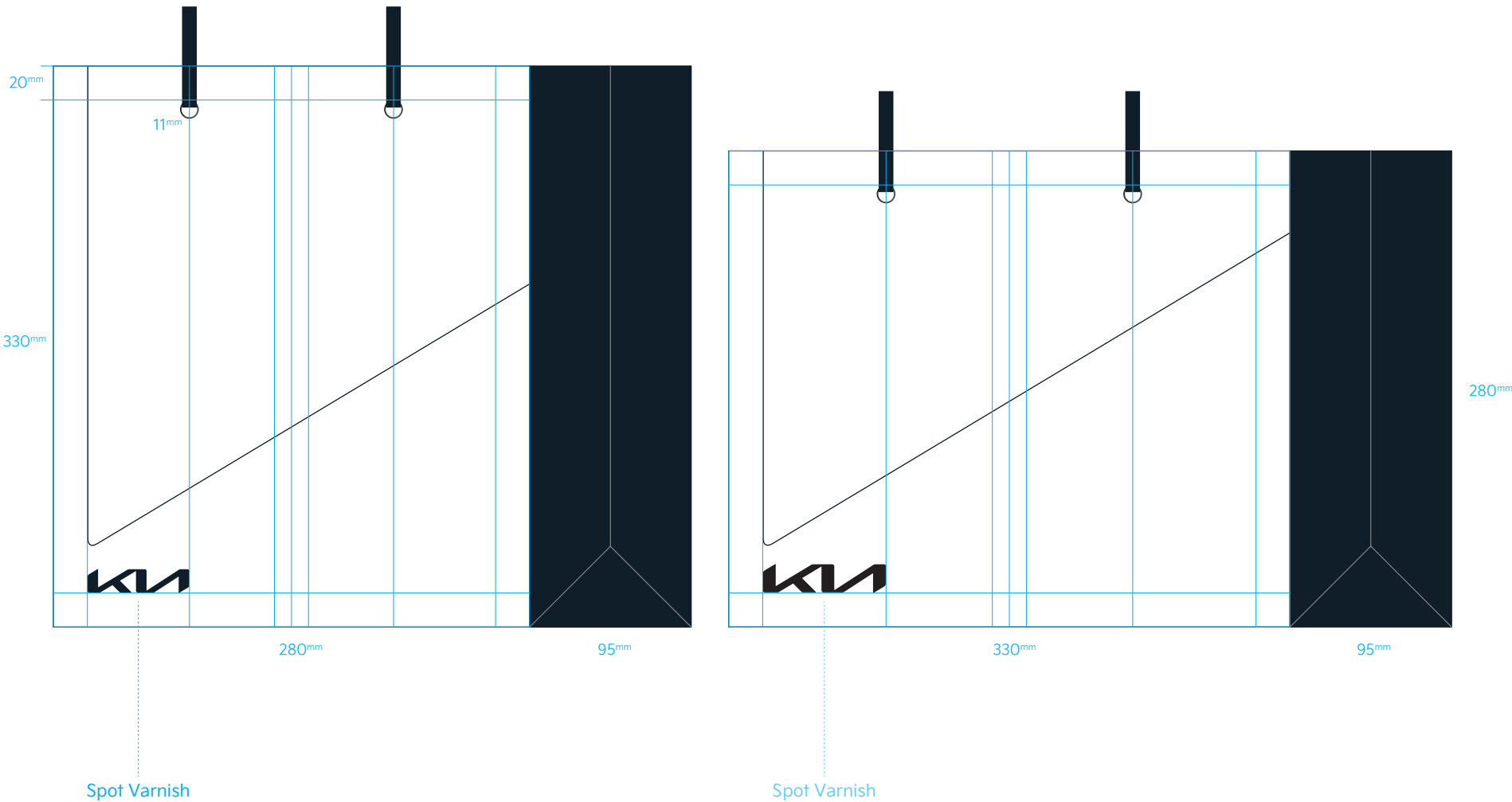
The shopping bag is a core medium to represent the employee and company. Therefore adhering to a strict structure and layout is important.

- Production Notes**
- Size: 330×280×95mm
  - Paper: Snow 200g/m²
  - Printing: Offset Printing
  - Coating: Matte Coating
  - Color: 1 Spot Color Pantone 7547 C
  - Post-Processing: Varnish coating on both sides (Selective) / Perforation 11 mm / Black eyelet / fabric rope



Black eyelet & fabric rope

Spot Varnish on Logo



# Shopping Bag | Large (Optional)

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

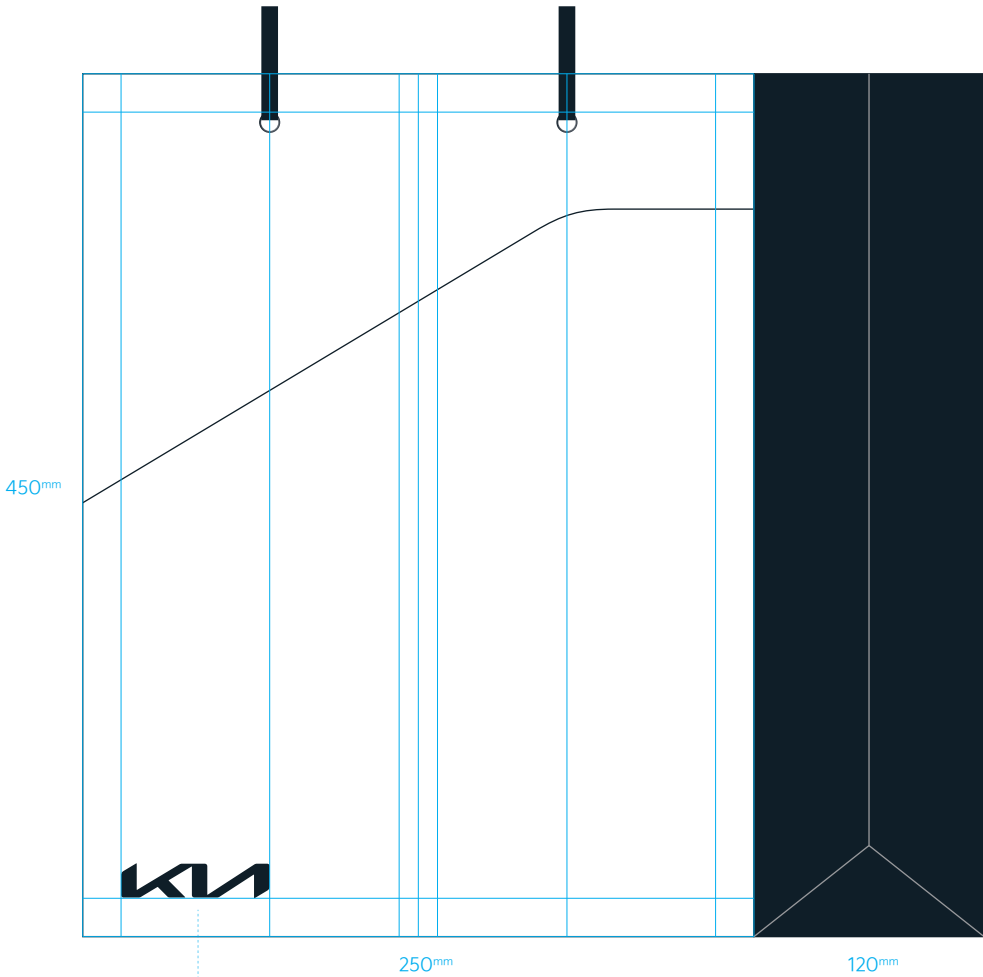
- Production Notes**
- Size: 450×350×120mm
  - Paper: Snow 200g/m²
  - Printing: Offset Printing
  - Coating: Matte Coating
  - Color: 1 Spot Color Pantone 7547 C
  - Post-Processing: Varnish coating on both sides (Selective) / Perforation 11mm / Black eyelet / fabric rope



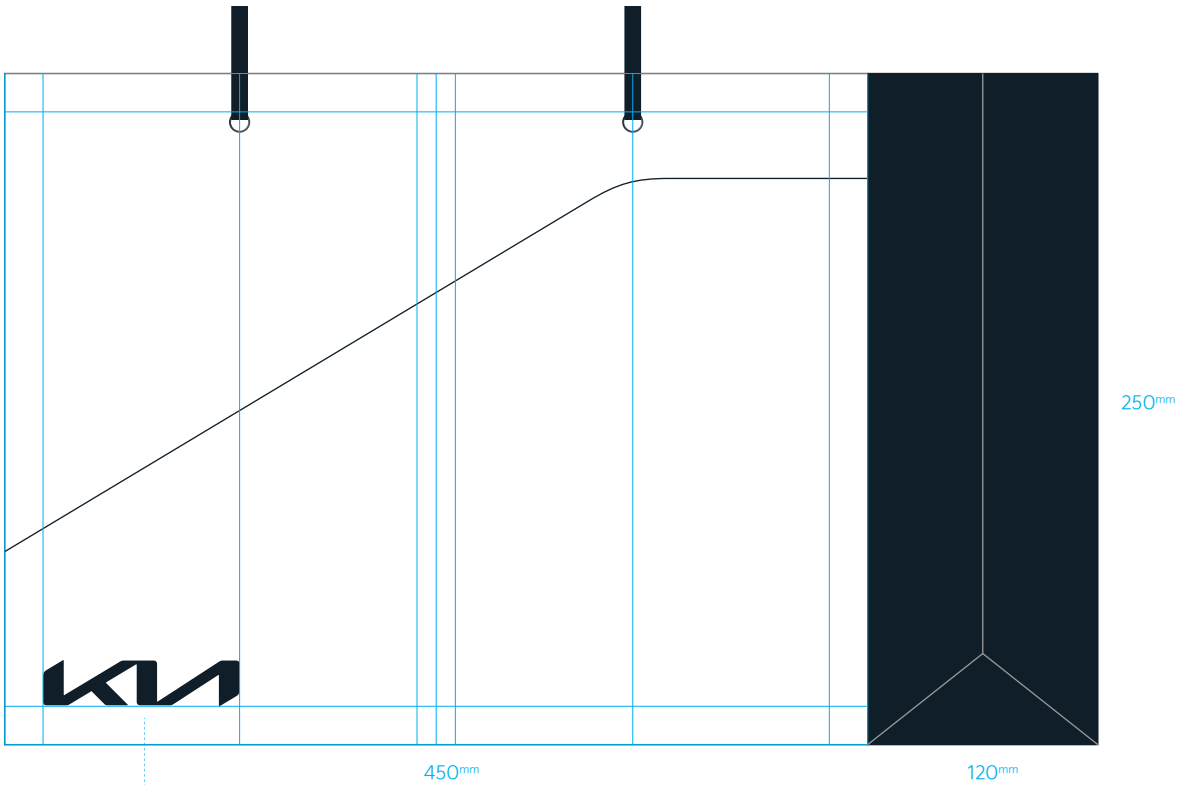
Black eyelet & fabric rope



Spot Varnish on Logo



Spot Varnish



Spot Varnish

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

Type A

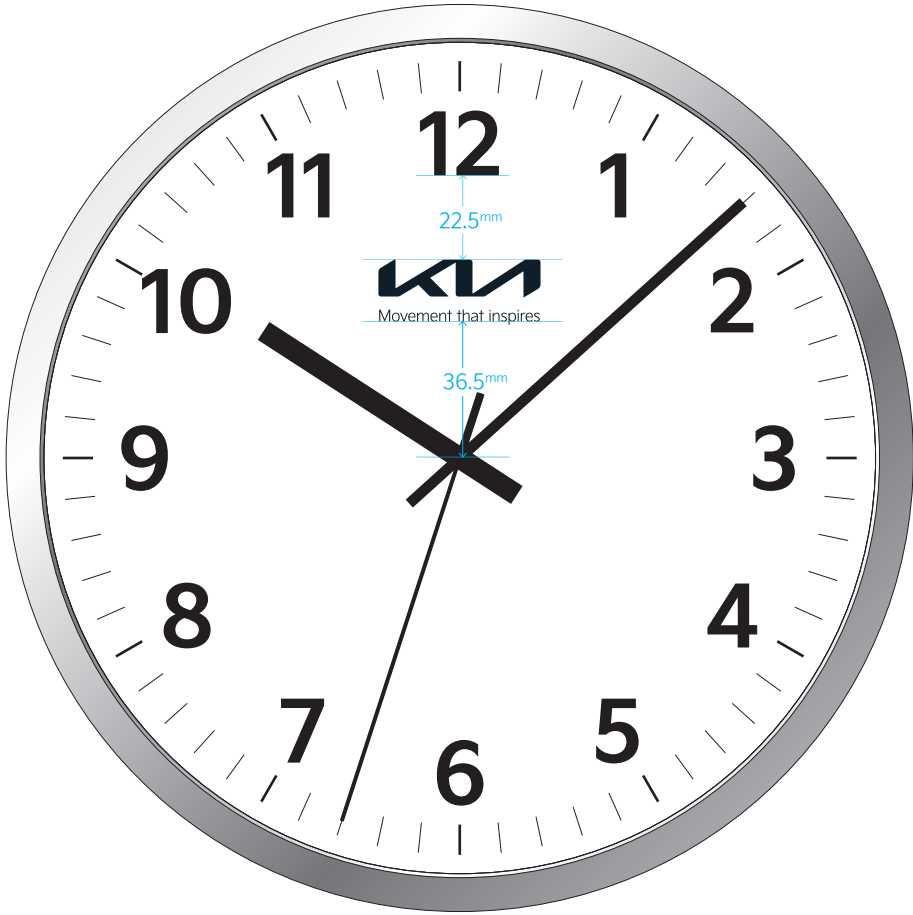
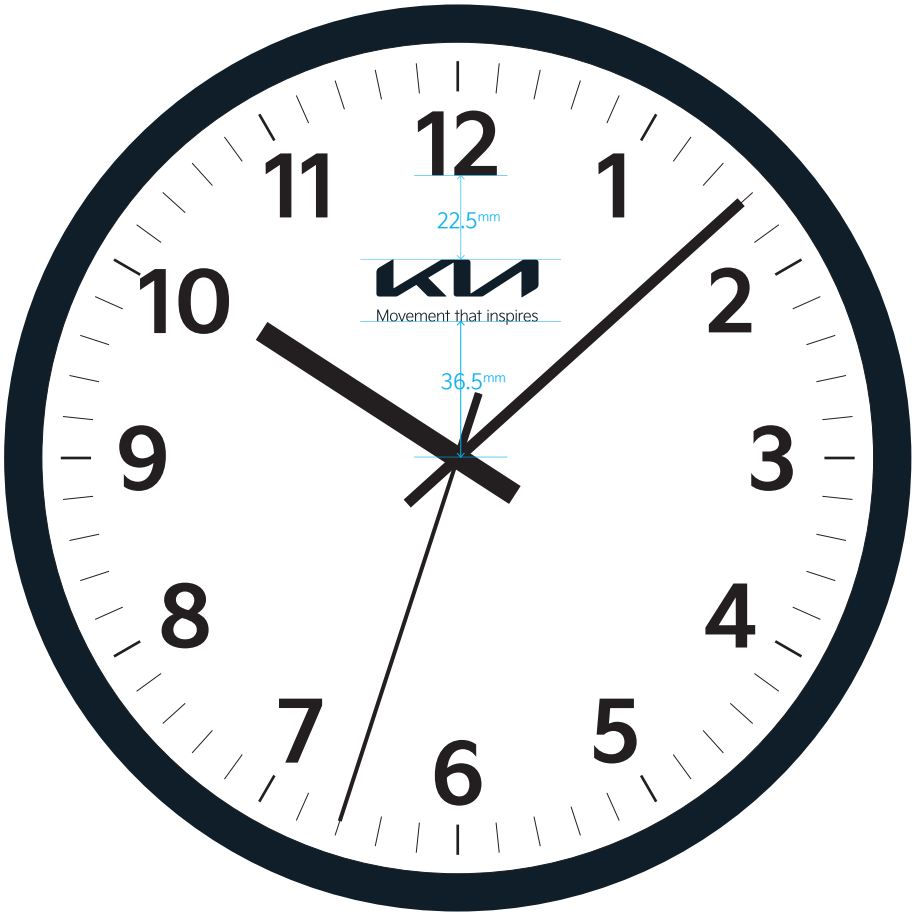


Type B



- Production Notes**
- Size: 15mm
  - Material: Color Masking Tape
  - Print: Direct print

The wall clock is for internal use or external promotion. The design is simple and adheres to the basic hardware of a clock in a sleek way. If possible please use a clock that adheres to the Kia colors (black, white) to create a consistent look.



- Production Notes**
- Size: 240×240×40mm
  - Material: Black frame
  - Printing: Direct Print
  - Color: C30 M58 Y21 K92

# Vehicles

# Standard of Painting and Decal

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

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

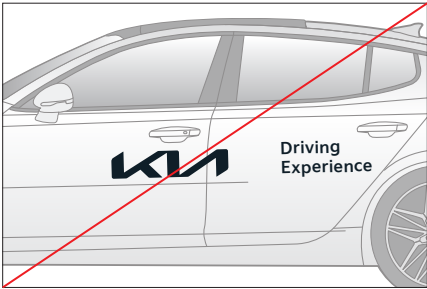
When the color of the vehicle is bright, the decal should be made in midnight black. When the color of the vehicle is dark, the decal should be made in polar white. Please refer to the grayscale suggested in the CI Basic Guideline when applying black or white decal.

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

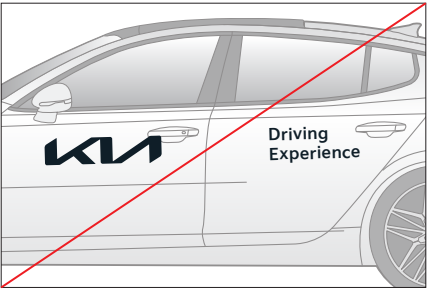
- <sup>1</sup> The decal must avoid blocking the door handle or any other important parts of the vehicle.
- <sup>2</sup> The decal must avoid being splitted by the door.



1



2





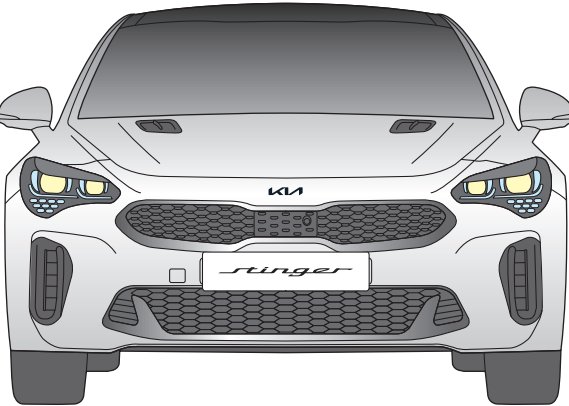
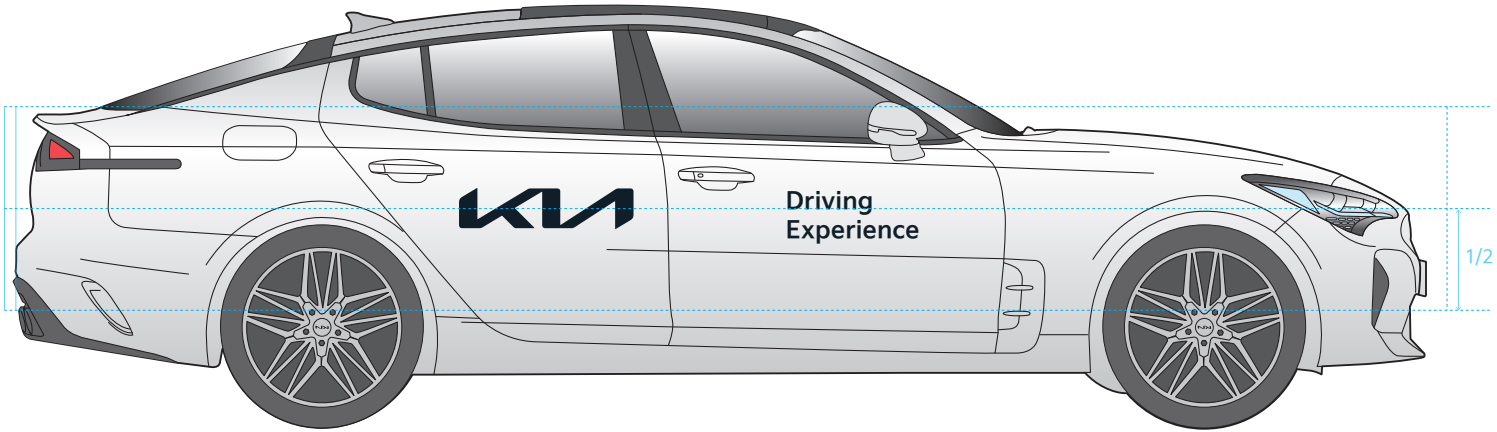
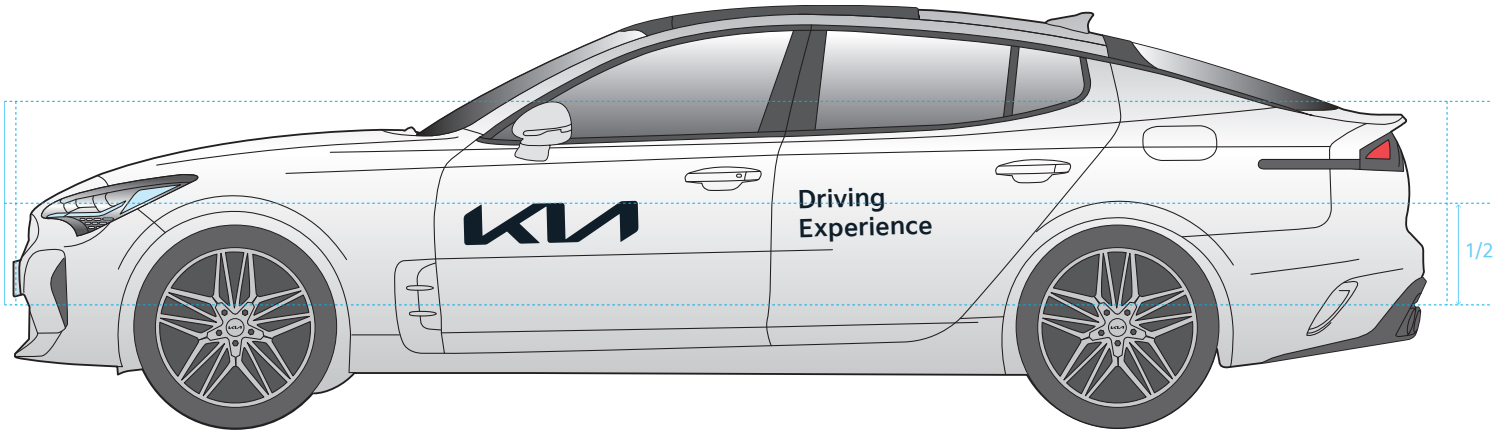
# Test Drive

## Passenger Car

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

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

For vehicles with dark color, use white decal by referring to the grayscale suggested in the guideline.



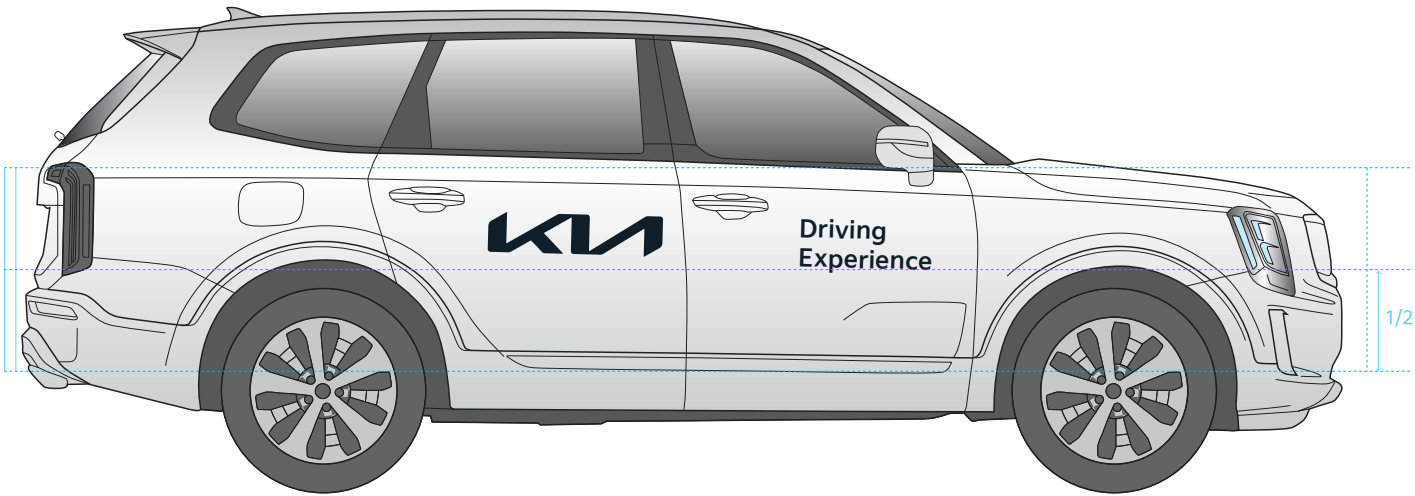
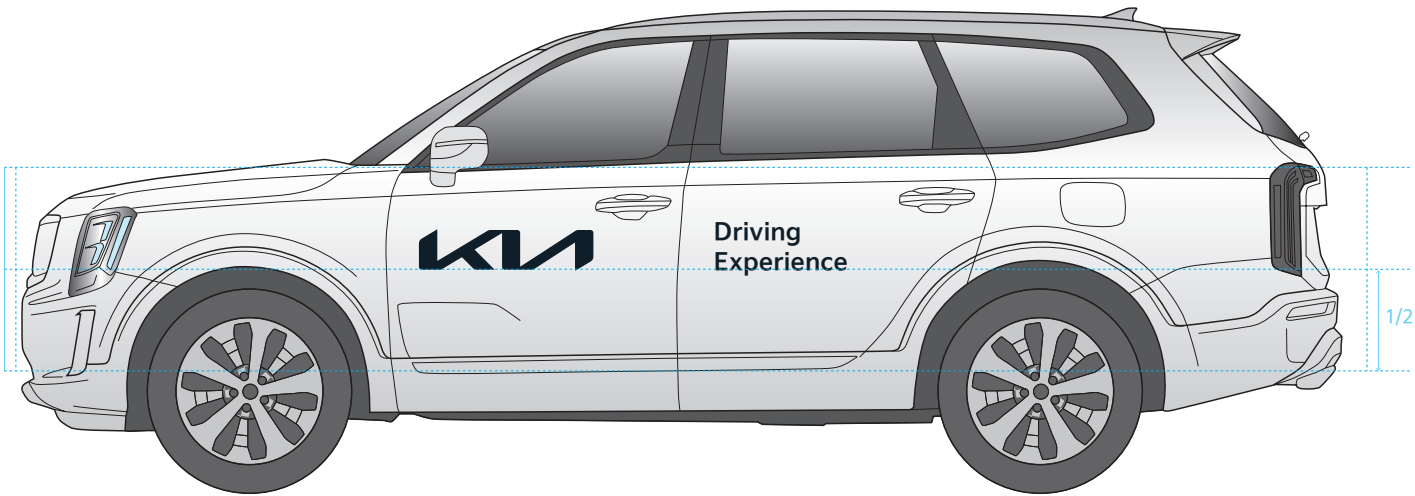
# Test Drive

## Sports Utility Vehicle

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

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

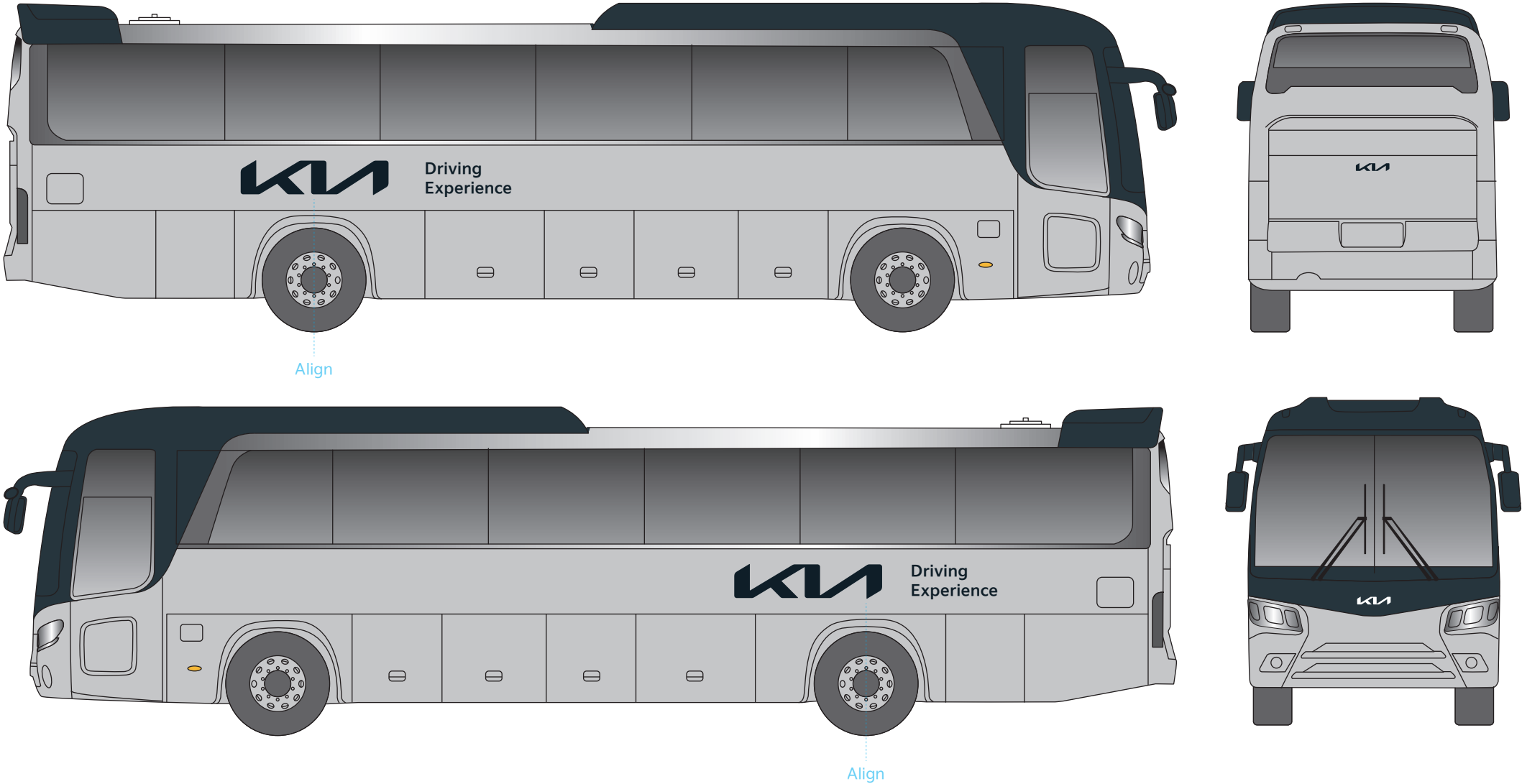
For vehicles with dark color, use white decal by referring to the grayscale suggested in the guideline.



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

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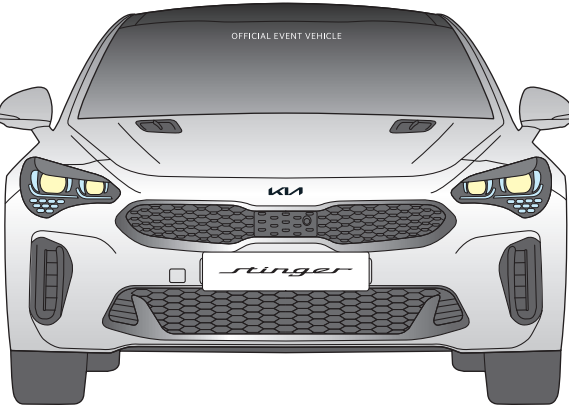
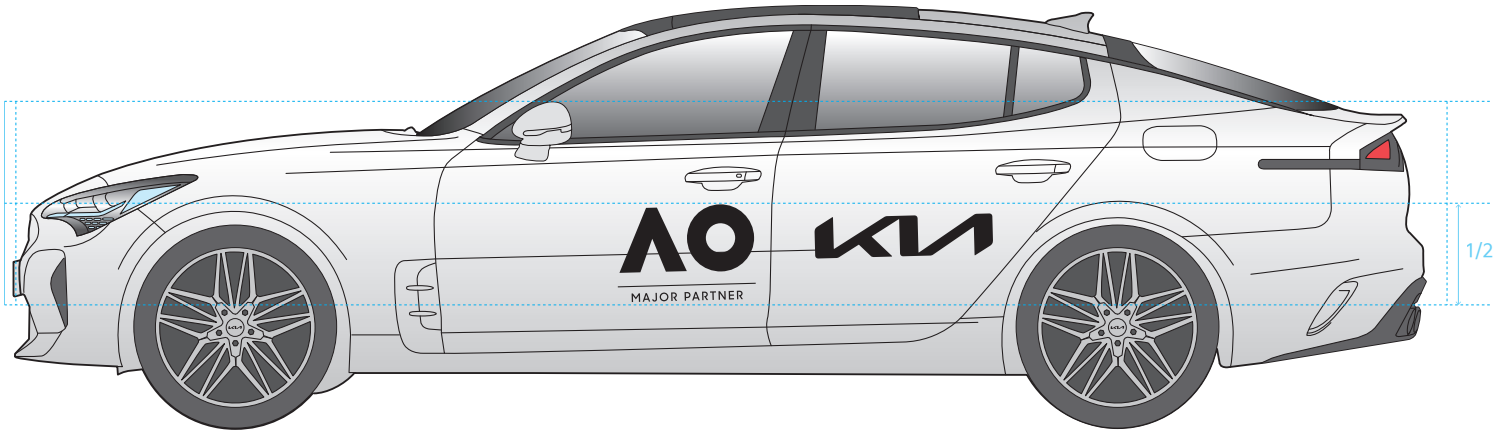
# Partnership

## Passenger Car

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# Partnership

## Sports Utility Vehicle

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# Partnership

## Bus

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For vehicles with dark color, use white decal by referring to the grayscale suggested in the guideline.



**Production Notes**  
- Printing: Adhesive Sheet / Digital Printing

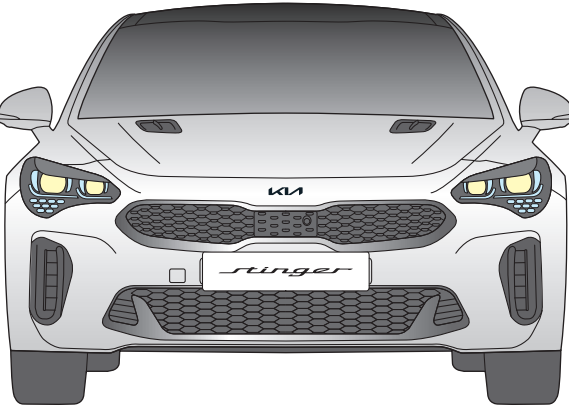
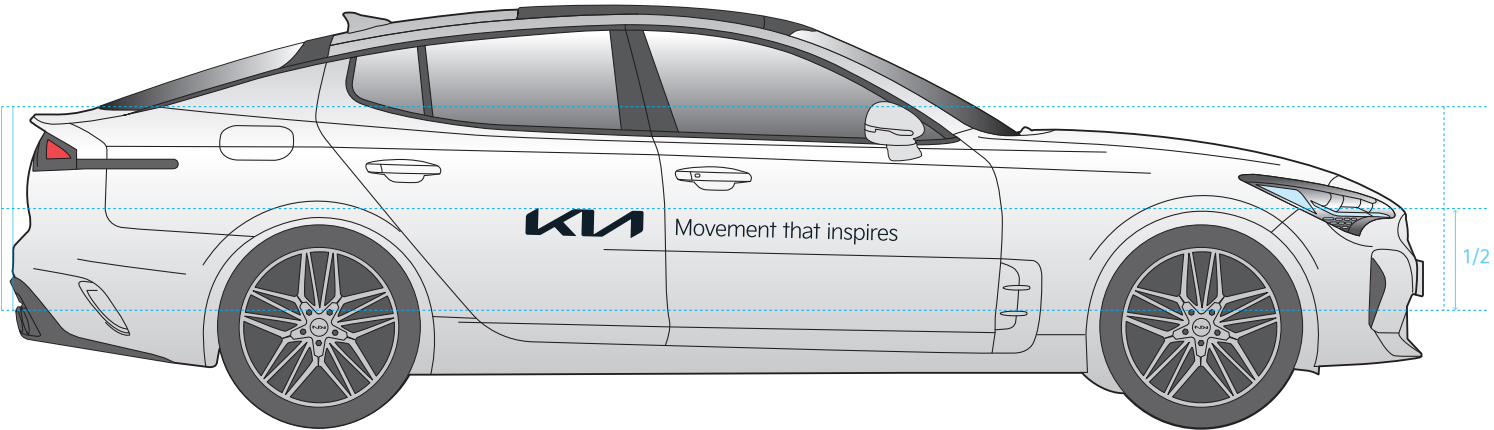
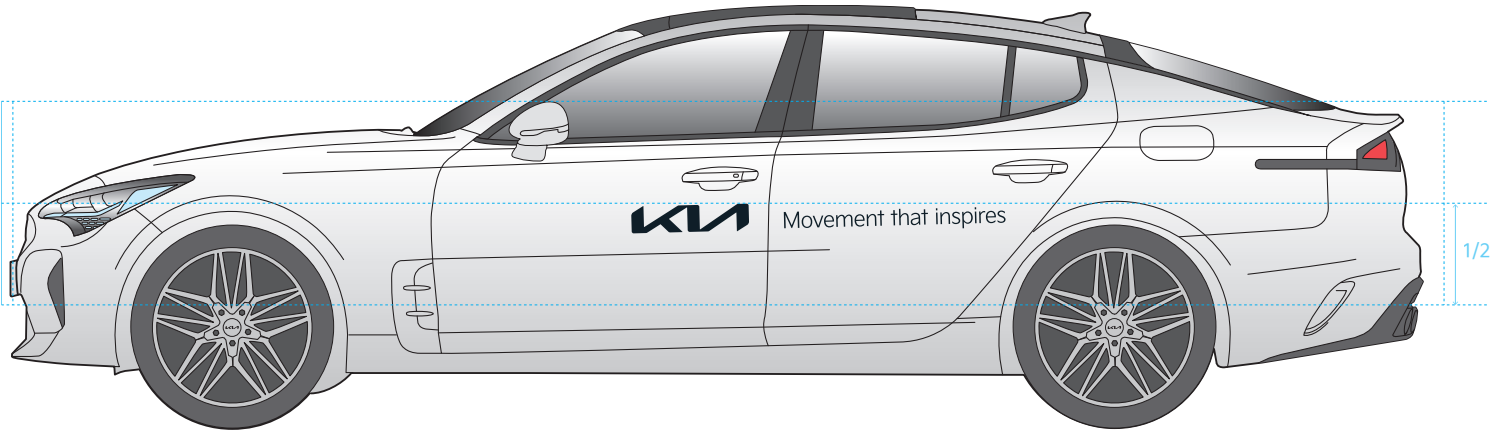
# Company Car

## Passenger Car

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

For vehicles with dark color, use white decal by referring to the grayscale suggested in the guideline.



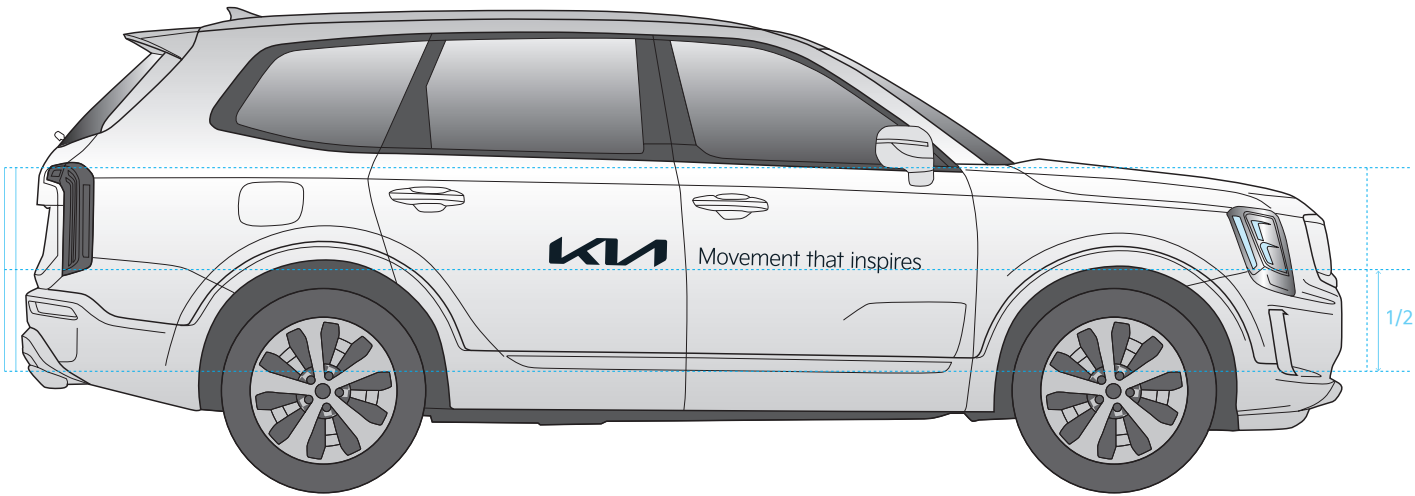
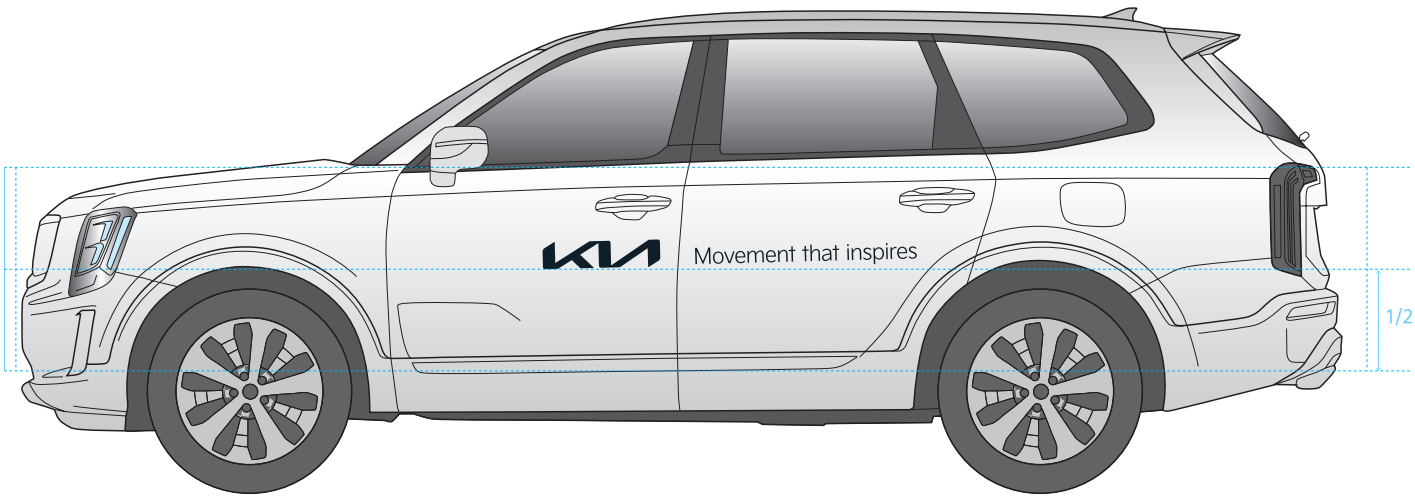
# Company Car

## Sports Utility Vehicle

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For vehicles with dark color, use white decal by referring to the grayscale suggested in the guideline.





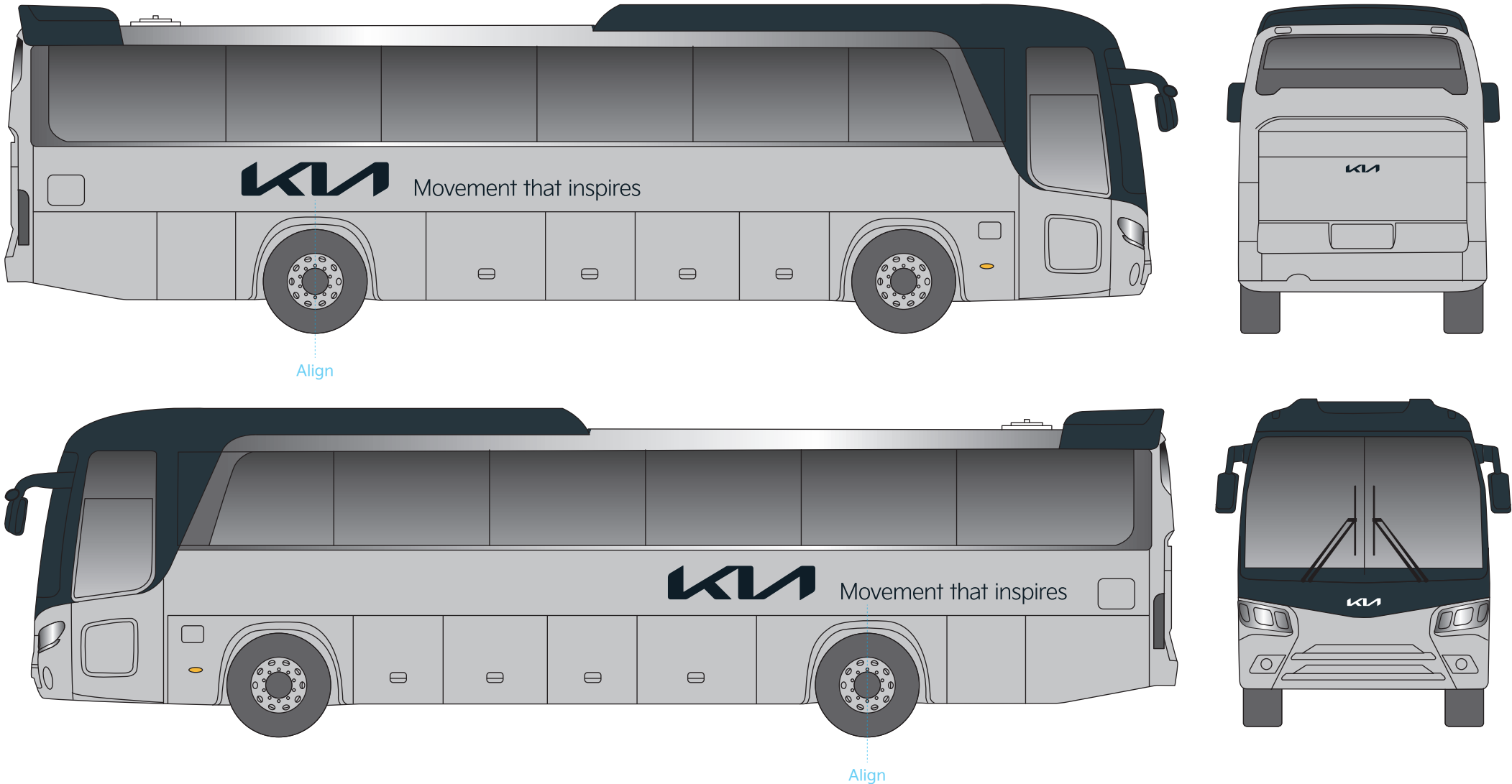
# Company Car

## Bus

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

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

For vehicles with dark color, use white decal by referring to the grayscale suggested in the guideline.



**Production Notes**  
- Printing: Adhesive Sheet / Digital Printing

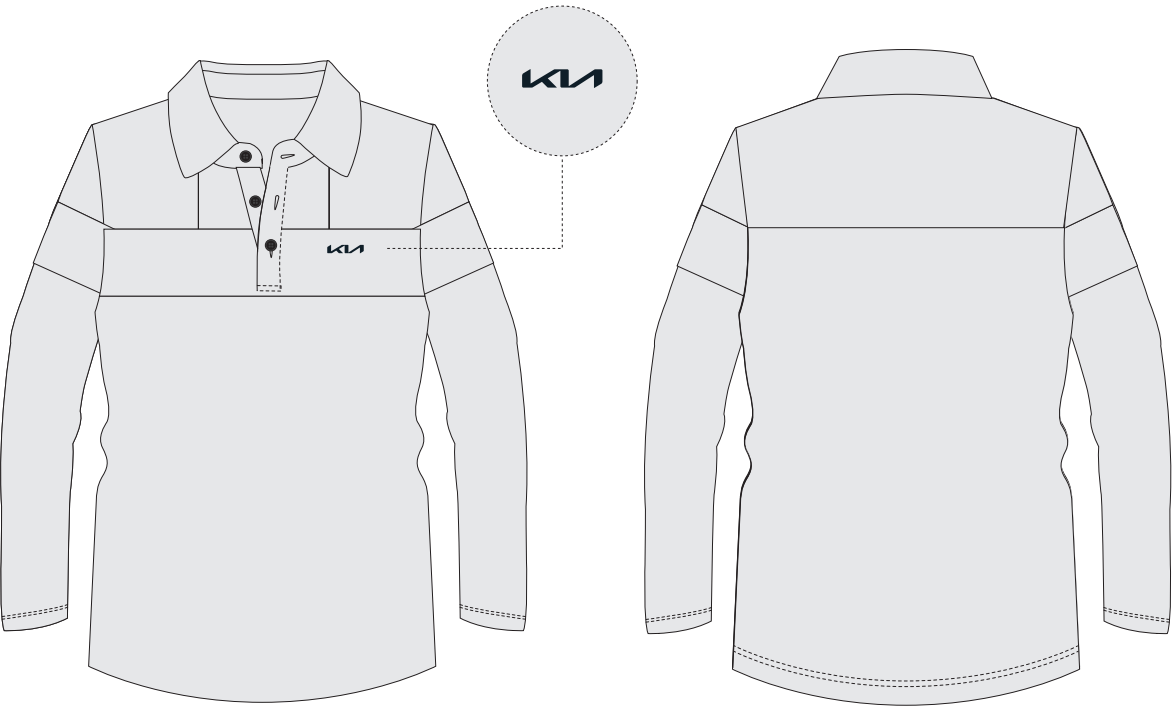
# Uniforms

Plant Uniform is an important medium to form internal pride, unity and bond as an employee. Externally, it enhances unified brand image to customers while the service is offered. Employee shall care to maintain the clean quality of the uniform, so the customers can always receive clean and friendly impression. Forming the right image of Kia Corporation is based on presenting the correct design. Accurate and consistent management and operation of the design are required.

Summer

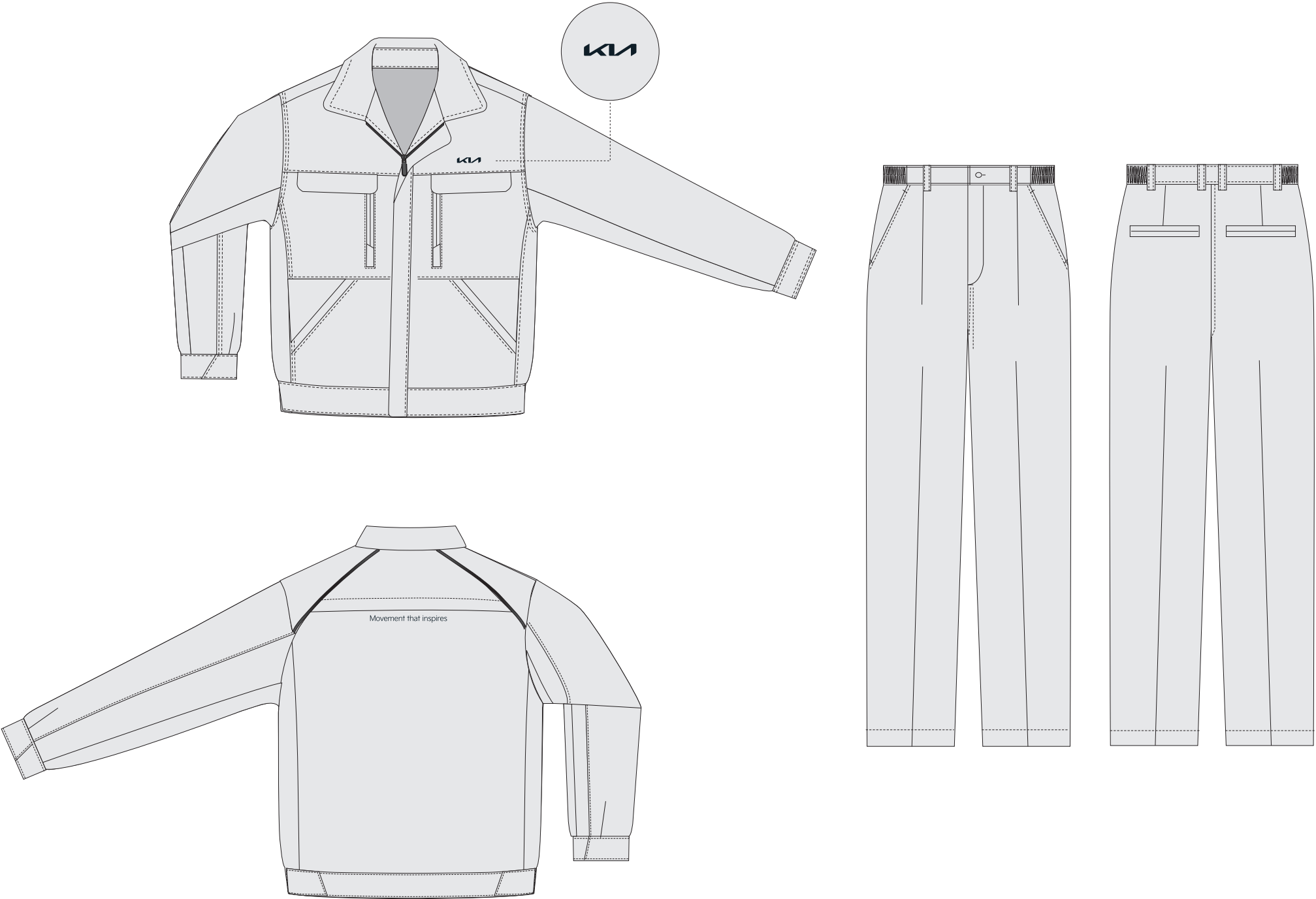


Spring / Fall



**Production Notes**  
- Printing: Computerized embroidery

Plant Uniform is an important medium to form internal pride, unity and bond as an employee. Externally, it enhances unified brand image to customers while the service is offered. Employee shall care to maintain the clean quality of the uniform, so the customers can always receive clean and friendly impression. Forming the right image of Kia Corporation is based on presenting the correct design. Accurate and consistent management and operation of the design are required.



**Production Notes**  
- Printing: Computerized embroidery

# Winter Jumper

Winter Jumper is an important medium to form internal pride, unity and bond as an employee. Externally, it enhances unified brand image to customers while the service is offered. Employee shall care to maintain the clean quality of the uniform, so the customers can always receive clean and friendly impression. Forming the right image of Kia Corporation is based on presenting the correct design. Accurate and consistent management and operation of the design are required.



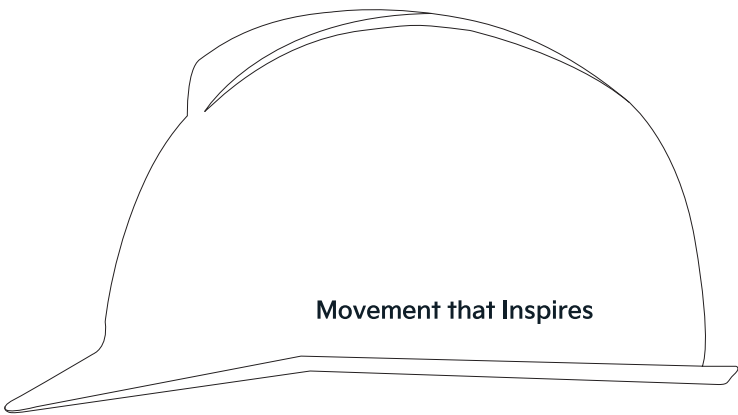
**Production Notes**  
- Printing: Computerized embroidery

Cold Protection Clothes is an important medium to form internal pride, unity and bond as an employee. Externally, it enhances unified brand image to customers while the service is offered. Employee shall care to maintain the clean quality of the uniform, so the customers can always receive clean and friendly impression. Forming the right image of Kia Corporation is based on presenting the correct design. Accurate and consistent management and operation of the design are required.



**Production Notes**  
- Printing: Computerized embroidery

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



Thank you



Movement that inspires