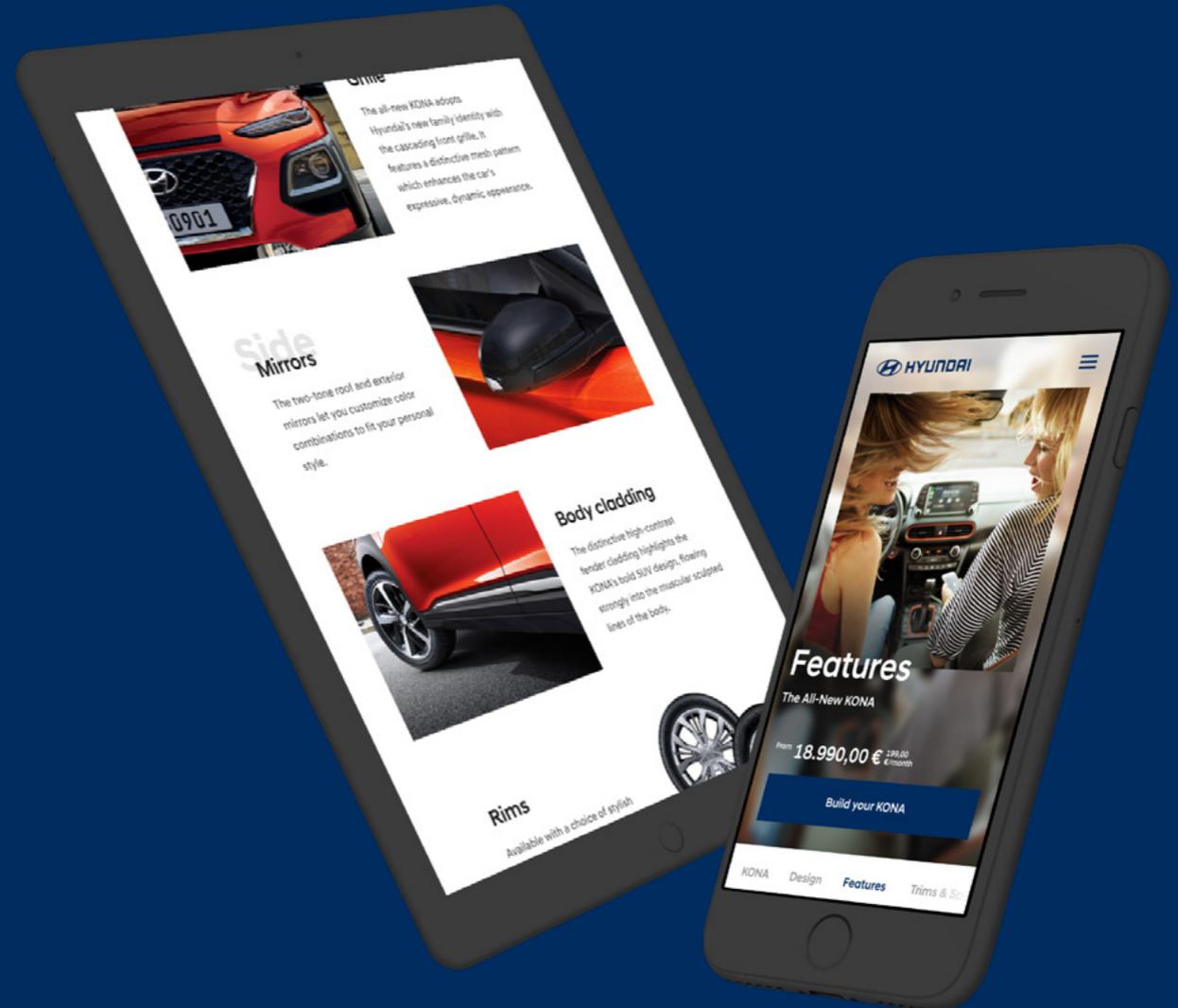
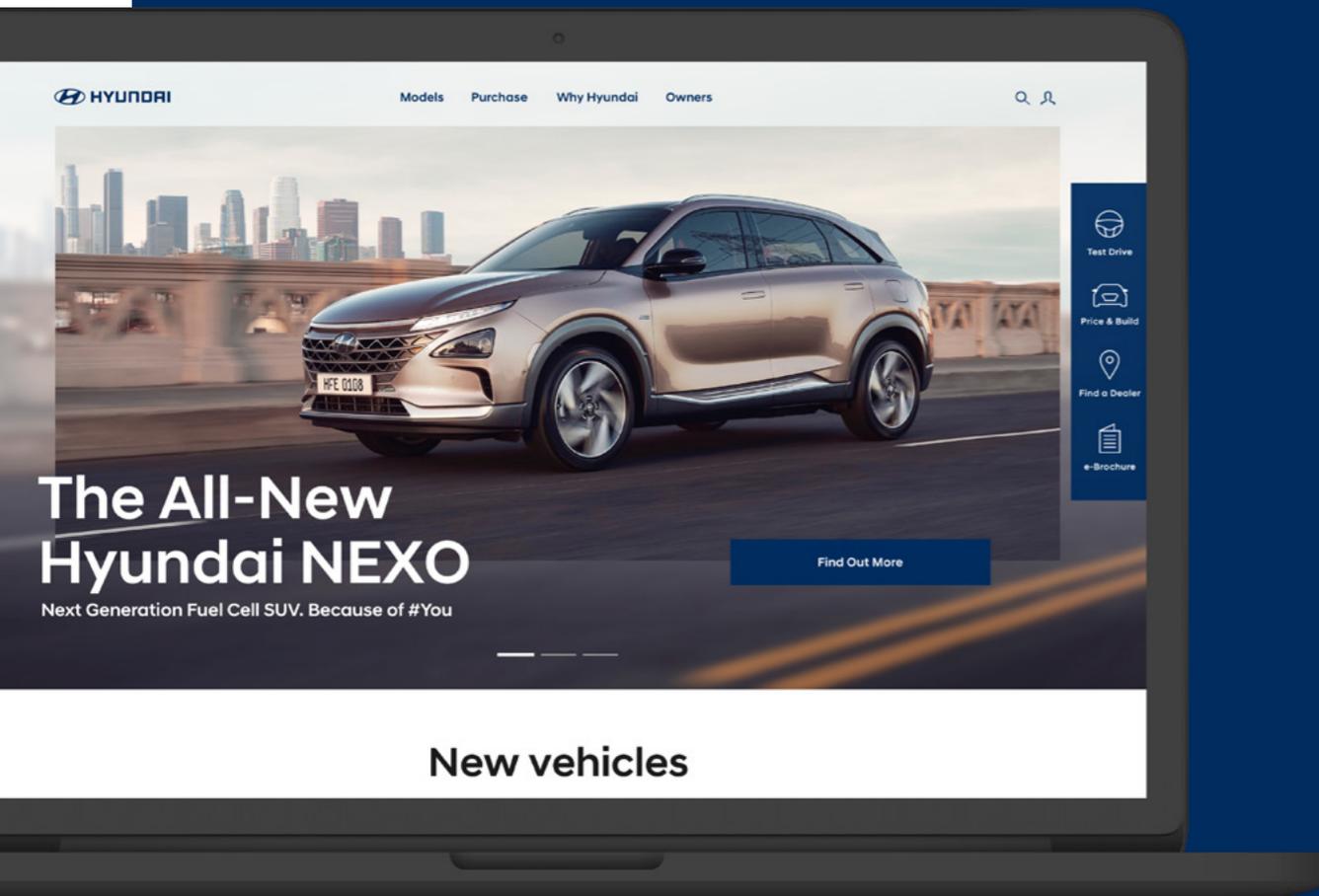




# Hyundai European Website Styleguide

# Hyundai European Website

This document provides you with an overview of the most important guidelines and how to use the design approach developed for the European Website Master.



# Content

## 1 Basic elements

1.1 Logo	<a href="#">5</a>
Position in Header	<a href="#">6</a>
Stage	<a href="#">7</a>

1.2 Colour	<a href="#">8</a>
Colour Palette	<a href="#">9</a>
Grey Scale	<a href="#">10</a>

1.3 Typography	<a href="#">11</a>
Hierarchy	<a href="#">12-13</a>

1.4 Icons	<a href="#">14</a>
-----------	--------------------

## 2 Interactive elements

2.1 Primary & secondary Button	<a href="#">16</a>
Button colour	<a href="#">17</a>

2.2 Textlinks	<a href="#">18</a>
---------------	--------------------

## 3 Forms

3.1 Forms Responsiv	<a href="#">20-21</a>
3.2 Form fields	<a href="#">22-23</a>
3.3 Checkboxes & Radiobuttons	<a href="#">24-25</a>

## 4 Grid

Overview responsive behaviour	<a href="#">27-28</a>
Desktop Large	<a href="#">29</a>
Desktop	<a href="#">30</a>
Tablet	<a href="#">31</a>
Smartphone	<a href="#">32</a>

## 5 Graphic System

Stage Image	<a href="#">34</a>
-------------	--------------------

# Basic elements

# Logo

## General

All Hyundai marketing communication use the 2-D logo, which consists of a symbol and a word-mark. Both elements are presented together as a lockup.

The horizontal version is preferred.



# Logo

## Position in Header

All of the stages for the Hyundai website contain the Hyundai horizontal logo version through all breakpoints.

The logo is vertically centered and always positioned on the first column of the grid.

The size of the logo stays with 138 pixel x 19 pixel consistent through all breakpoints.



**DESKTOP**  
138 X 19 Pixel



**TABLET**  
138 X 19 Pixel



**SMARTPHONE**  
138 X 19 Pixel



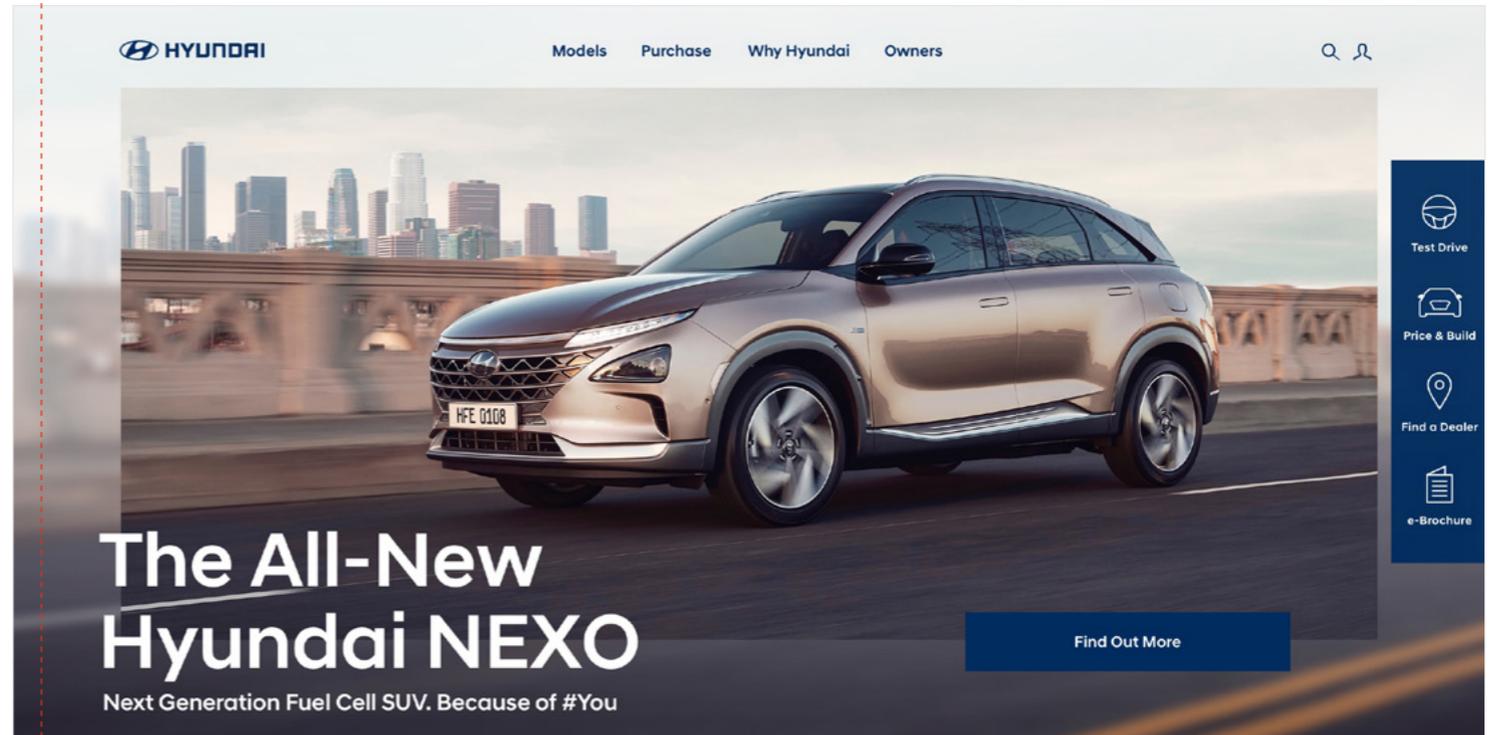
# Logo

## Stage

In the Hyundai Website Ecosystem only the blue Logo is used. Therefore, the images used in stages need to be brightened to guarantee best visibility of the Hyundai logo.

A white transparent gradient is layered over the blurred image frame starting at the top with 100% white (#FFFFFF) to zero opacity at the bottom edge of the stage.

White #FFFFFF, Opacity 100%



White #FFFFFF, Opacity 0%

# Colours

The Hyundai Website uses the distinctive harmonious Hyundai Corporate Colors. It includes the following shades:

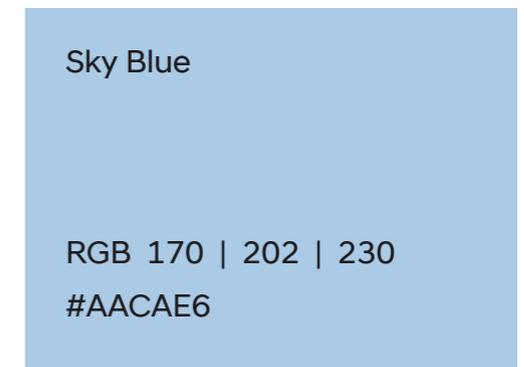
- Hyundai Blue
- Hyundai Sand
- Hyundai Light Sand
- Hyundai Gold
- Active Blue
- Sky Blue
- Active Red

On the following pages, you will find information on how the colors are used in specific applications.

# Colours

**Hyundai Blue** is reserved for the brand logo but also enhances objects, highlights and supports functions - therefore it is used for most of the interactive elements such as call-to-action buttons and text-links. However, the overall appearance of the website is always bright and light-coloured which excludes the use of the Hyundai Blue as a background colour or as fill colour for big layers.

**Hyundai Light Sand** is indicative of the palette's overall tone and is mostly used as background colour.



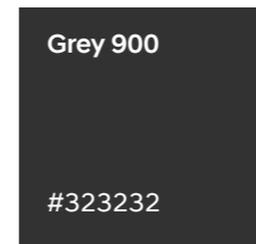
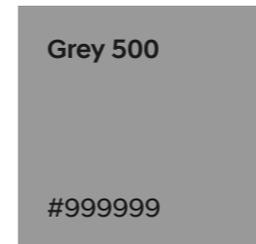
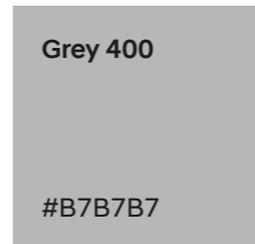
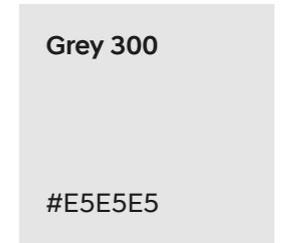
# Colours

## Greyscale

Shades of grey are used mostly for Typography hierarchy and the identification of inactive states.

Grey 1000 is used for all the headlines except for Headline H5 which is displayed in Grey 100.

Body Copy and Subtext use Grey 900.



# Typography

Hyundai Sans is the typeface commonly used for all Hyundai digital applications. The font color should be either Grey 1000 or white.

To support responsive environments, text should be centered if at all possible. Left-aligned text may, however, be used if conditions support it.

## Font-Family Hyundai Sans Head

Confident, strong, and made with a human touch, Hyundai Sans Head is an iconic, remarkable core element of the Hyundai look. The typeface is designed for all headlines, subheadlines, and quotes.

## Font-Family Hyundai Sans Text

The Hyundai Sans Text fonts share our typeface family's look and feel. At the same time, however, they offer an entirely new detail and structure. Refined for perfect legibility and economy, they are ideal for use in smaller sizes, including body copy, footnotes and legal text.

**Aa**

HYUNDAI SANS HEAD OFFICE MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**01234567890**

**Aa**

HYUNDAI SANS HEAD OFFICE REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**01234567890**

# Typography



SHORT FORM	NAME	COLOUR	EXAMPLE (DESKTOP)	DESKTOP 1024 px +	TABLET 768 px	MOBILE Small 0 – 767 px	
<b>H1</b>	Headline 1	Grey 1000	<b>Hyundai Sans Head Office Medium</b>	7.4 rem ~ 7.8 rem	6.4 rem ~6.8 rem	4.5 rem ~ 4.8 rem	Font Size Line height
<b>H2</b>	Headline 2	Grey 1000	<b>Hyundai Sans Head Office Medium</b>	5.0 rem ~ 5.8 rem	4.0 rem ~5.1 rem	3.1 rem ~ 3.6 rem	Font Size Line height
<b>H3</b>	Headline 3	Grey 1000	<b>Hyundai Sans Head Office Medium</b>	3.4 rem ~ 4.1 rem	2.8 rem ~3.4 rem	2.4 rem ~ 2.9 rem	Font Size Line height
<b>H4</b>	Headline 4	Grey 1000	Hyundai Sans Head Office Medium	2.2 rem ~ 2.8 rem	2.2 rem ~2.8 rem	2.0 rem ~ 2.5 rem	Font Size Line height
<b>H5</b>	BG Type	Grey 100	Exterior	10.0 rem	6.8 rem one line only	3.7 rem	Font Size Line height

# Typography



SHORT FORM	NAME	COLOUR	EXAMPLE (DESKTOP)	DESKTOP 1024 px +	TABLET 768 px	MOBILE Small 0 – 767 px	
<b>B 1.1</b>	Introtext	Grey 1000	Hyundai Sans Head Office Regular - imperdiet doming id quod mazim placerat facer possim assum.	2.0 rem	2.0 rem	1.8 rem	Font Size
			<b>Hyundai Sans Head Office Medium - imperdiet doming id quod mazim placerat facer possim assum.</b>	~ 3.0 rem	~ 3.0 rem	~ 2.7 rem	Line height
<b>B1</b>	Body	Grey 900	Hyundai Sans Text Office Regular - Lorem ipsum dolor sit amet, consectetuer <b>adipiscing</b> elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.	1.6 rem	1.6 rem	1.6 rem	Font Size
				~ 2.7 rem	~ 2.7 rem	~ 2,7 rem	Line height
<b>B2</b>	Subtext	Grey 1000	Hyundai Sans Text Office Regular - Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer.	1.4 rem	1.4 rem	1.4 rem	Font Size
				~ 2.5 rem	~ 2.5 rem	~ 2.5 rem	Line height
<b>CTA</b>	Button	Hyundai Blue	 <a href="#">Highlights</a> <a href="#">Design</a> <a href="#">Features</a>	1.4 rem	1.4 rem	1.4 rem	Font Size
<b>Link</b>	Links	Hyundai Blue	<a href="#">→ Link lorem ipsum</a>	1.6 rem	1.6 rem	1.6 rem	Font Size
				~ 2.0 rem	~ 2.0 rem	~ 2.0 rem	Line height

# Icons

The Hyundai Motors Company Pictogram Manual offers a wide variety of icons that can be used throughout the website.

If you need new icons make sure during creation that the icon will suit the existing pictogram manual — e.g. Icon stroke widths are always equal to ensure a pure uniform language.

On the right side you see examples for new created icons following the pictogram manual form language.

## ICONS ACTION BAR

TEST DRIVE



BUILD & PRICE



FIND A DEALER



E-BROCHURE



QUOTE



CONTACT



# Interaction elements

# Interaction elements

## Primary Button

The appearance of the primary buttons on the Hyundai Website is always filled with Hyundai Blue or white - depending on the background. Only the button on black background or dark images has only a white outline. On hover a new shape slides in from the left in a slightly brighter or darker shade and the text gets covered. Additionally an arrow appears.

## Secondary Button

The Appearance of the secondary buttons on the Hyundai Website is always a 2 pixel outline with Hyundai Blue or white - depending on the background. On hover a new shape slides in from the left in a slightly brighter / darker shade and the text gets covered. Additionally an arrow appears.

	DEFAULT	HOVER
On White	Primary Button 	
	Secondary Button 	
On Hyundai Light Sand	Primary Button 	
	Secondary Button 	
On Black / Images	Primary Button 	
	Secondary Button 	
On Hyundai Blue	Primary Button 	
	Secondary Button 	

# Interaction elements

	DEFAULT	HOVER
<b>Light Blue Background</b>	<p>Primary Button</p> <p>Hyundai Blue #002C5F</p>	
	<p>Secondary Button</p> <p>Hyundai Blue #002C5F</p>	
<b>Light Grey Background</b>	<p>Primary Button</p> <p>Hyundai Blue #002C5F</p>	
	<p>Secondary Button</p> <p>Hyundai Blue #002C5F</p>	
<b>Dark Blue Background</b>	<p>Primary Button</p> <p>White #FFFFFF</p>	
	<p>Secondary Button</p> <p>White #FFFFFF</p>	

# Interaction elements

## Textlinks

Textlinks are displayed in Hyundai Blue with an arrow. On hover the arrow increases its length by 6 pixels, pushing the text right.

On black or Hyundai Blue backgrounds, the link colour changes to white.

TEXTLINK DEFAULT

→ Read more

TEXTLINK HOVER

→ Read more

+6px

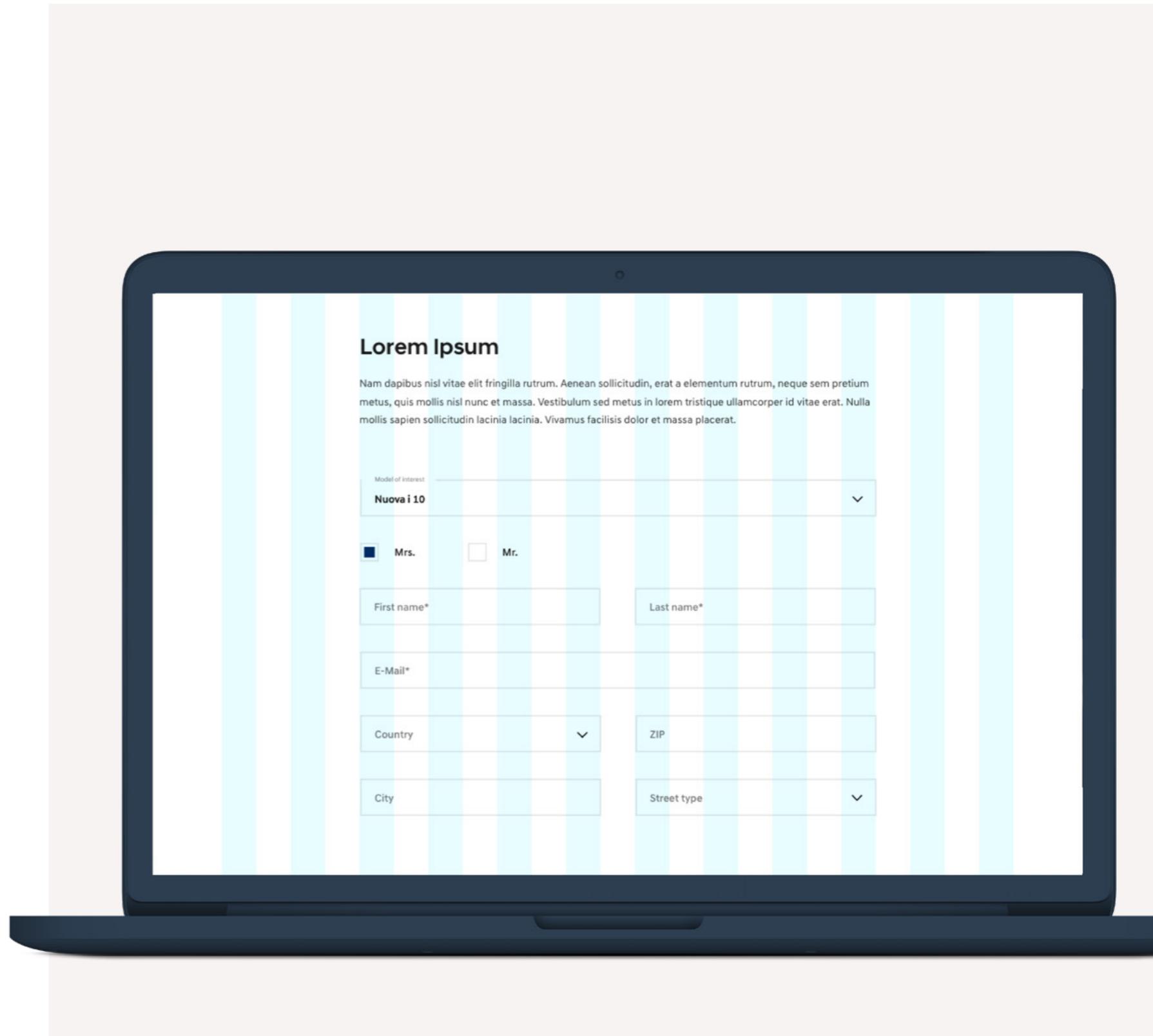


# Forms

# Forms

## Forms Desktop Large (1404 px)

The content width for the forms is not taking the whole grid width, but two columns on each side less. That means that a full width form field on Desktop Large (1404 pixel) has a width of 780 pixel and a 2/3 (50/50) formfield 364 pixel. The fields always have a 40 pixel spacing vertically and one grid column spacing horizontally to each other.



# Forms

## Responsiv: Tablet (768 – 1023 pixel) & Mobile (0 – 767 pixel)

On Tablet the full width for the forms is one grid column less on each side. 2/3 (50/50) forms are still displayed next to each other.

On mobile the form takes the whole grid width. Form fields and form elements like checkboxes or radiobuttons are displayed full width and one line each (exceptions can be made e.g. for radiobuttons for personal data - they can be placed next to each other).

The tablet view of the 'My Request' form is displayed within a dark blue tablet frame. The form has a light blue background with vertical stripes. It includes a title 'My Request', a short instruction, a large text area for 'Your Message', and a 'Personal data' section with radio buttons for 'Mrs.' and 'Mr.', and input fields for 'First name \*', 'Last name \*', 'E-Mail \*', 'Street \*', and 'Nr. \*'. At the bottom, there are two checkboxes for consent.



### My Request

Please briefly describe what your request is about and tell us how we may contact you. Fields marked with a \* are mandatory. Thank you very much.

The mobile view of the 'My Request' form is displayed within a dark blue smartphone frame. The form is vertically oriented and includes a title 'My Request', a short instruction, a large text area for 'Your Message', and a 'Personal data' section with radio buttons for 'Mrs.' and 'Mr.', and input fields for 'First name \*', 'Last name \*', and 'Second last name'. At the bottom, there are two checkboxes for consent.

The bottom part of the mobile form, showing the 'Nr. \*' input field, the two consent checkboxes, and a dark blue 'Send' button.

# Forms

## Form fields

Throughout all breakpoints, the form fields have a height of 56 pixel. On desktop devices the form fields can be displayed single (full width), 2/3 (50/50) and 3/3.

There are 5 states of the form fields:

**Default:** The default field shows the tag of the field initially. It has a 2 pixel border in #E5E5E5. The text is displayed in Hyundai Sans Text in #767676 with a fontsize of 16 pixel.

**Filled:** Is a form field filled, the label that was shown in default state moves up and gives space for the input text. This text is displayed in Hyundai Sans Text, 16 pixel and #1C1B1B.

**Input:** The colour of the border of the field as well as the colour of the label changes to #002C5F.

**Error:** In case of an error the colour of the border of the field changes to #FF3434. An error message appears directly below the field.

FORM FIELD DEFAULT

FORM FIELD INPUT

FORM FIELD FILLED

FORM FIELD ERROR

FORM FIELD 3/3

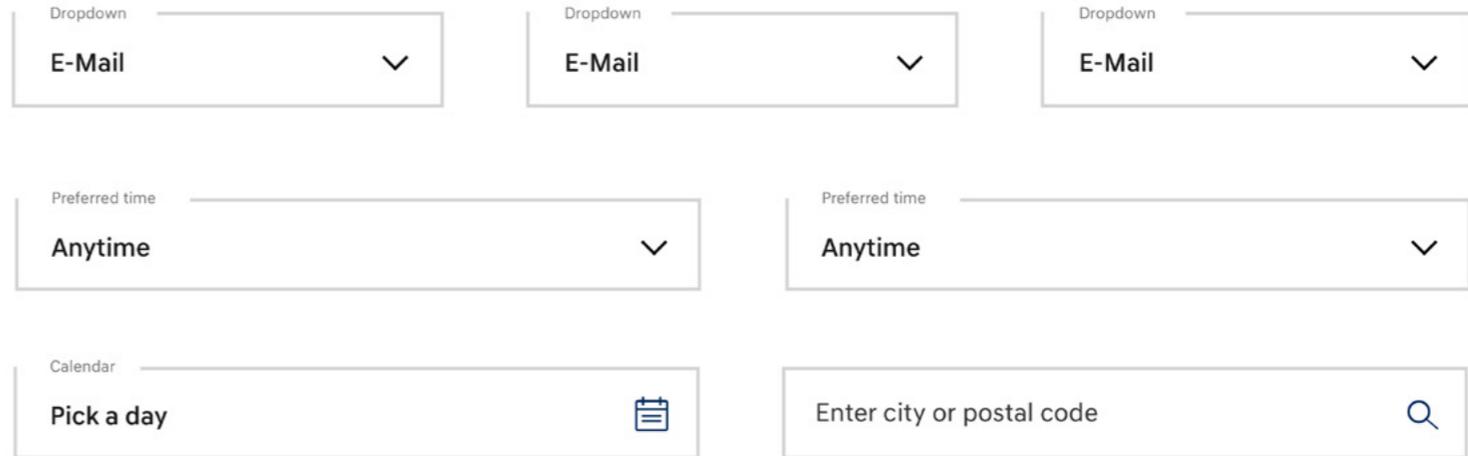
FORMFIELD 2/3

# Forms

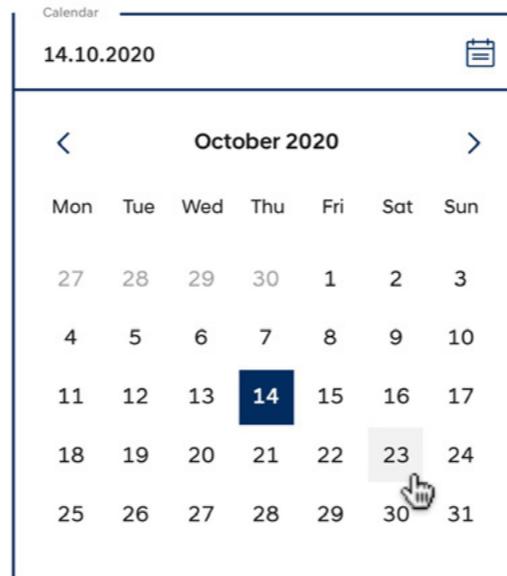
## Other Form fields

There are other form fields available such as dropdowns, datepicker and search fields. They inherit the behaviour and styling attributes from the basic form fields.

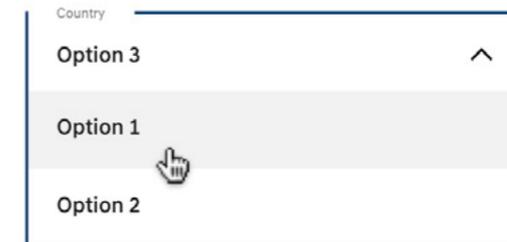
### DROPDOWNS & DATEPICKER



### DATEPICKER EXPANDED



### DROPDOWN EXPANDED



# Forms

## Other form elements

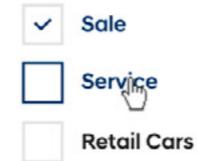
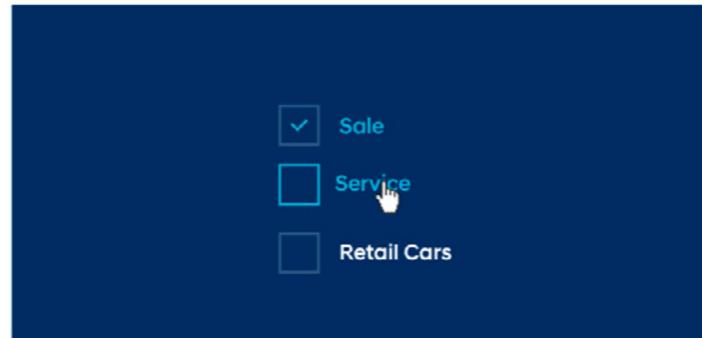
### Checkboxes

Throughout all breakpoints checkboxes have a size of 28x28 pixel. Hyundai Sans Head is used for the labels. If a paragraph follows the checkbox Hyundai Sans Text should be used.

On white background checkboxes have a border of 2 pixel in #E5E5E5. The text in default state appears in #1C1B1B. When selected the text colour changes to #002C5F and a small tick mark appears. On Hover the colour of the border and the text changes to #002C5F.

On dark blue background checkboxes have a border of 2 pixel in #33567F (20% White). The text in default state appears in #FFFFFF. When selected the text colour changes to #00AAD2 and a small tick mark appears. On hover the colour of the border and the text changes to #00AAD2.

#### CHECKBOXES BEHAVIOUR



#### CHECKBOXES FULL WIDTH

- I agree that my personal data mentioned above will be stored and used for these purposes.
- I agree that my personal information mentioned above may be stored and used to verify service and customer satisfaction regarding the product, the sales process, and promotional purposes.

#### CHECKBOXES 2/3

- Fusce vehicula dolor arcu, sit amet blandit dolor
- Fusce vehicula dolor arcu, sit amet blandit dolor
- Fusce vehicula dolor arcu, sit amet blandit dolor
- Fusce vehicula dolor arcu, sit amet blandit dolor

#### CHECKBOXES 3/3

- Fusce vehicula dolor arcu, sit amet blandit dolor
- Fusce vehicula dolor arcu
- Fusce vehicula dolor arcu, sit amet blandit dolor

# Forms

## Other form elements

### Radiobuttons

Throughout all breakpoints radiobuttons have a size of 28x28 pixel. Hyundai Sans Head is used for the labels. If a paragraph follows the radiobutton Hyundai Sans Text should be used.

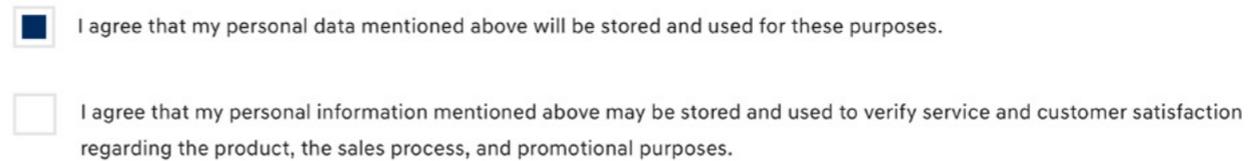
The colour attributes for the radiobutton is similar to the checkbox ([page 24](#)). Instead of a tick mark a square (16x16 pixel) indicates the active state.

On white background radiobuttons have a border of 2 pixel in #E5E5E5. The text in default state appears in #1C1B1B. When selected the text colour changes to #002C5F and a square appears. On hover the colour of the border and the text changes to #002C5F.

#### RADIOBUTTON BEHAVIOUR



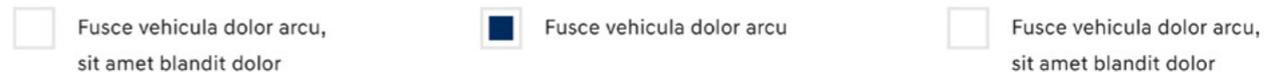
#### RADIOBUTTON FULL WIDTH



#### RADIOBUTTON 2/3



#### RADIOBUTTON 3/3



# Grid

# Responsive Grid

## Responsive Behaviour

The new Hyundai Website follows the mobile-first approach — yet it is optimized for the four most common device screens: Desktop Large, Desktop, Tablet and Smartphone.

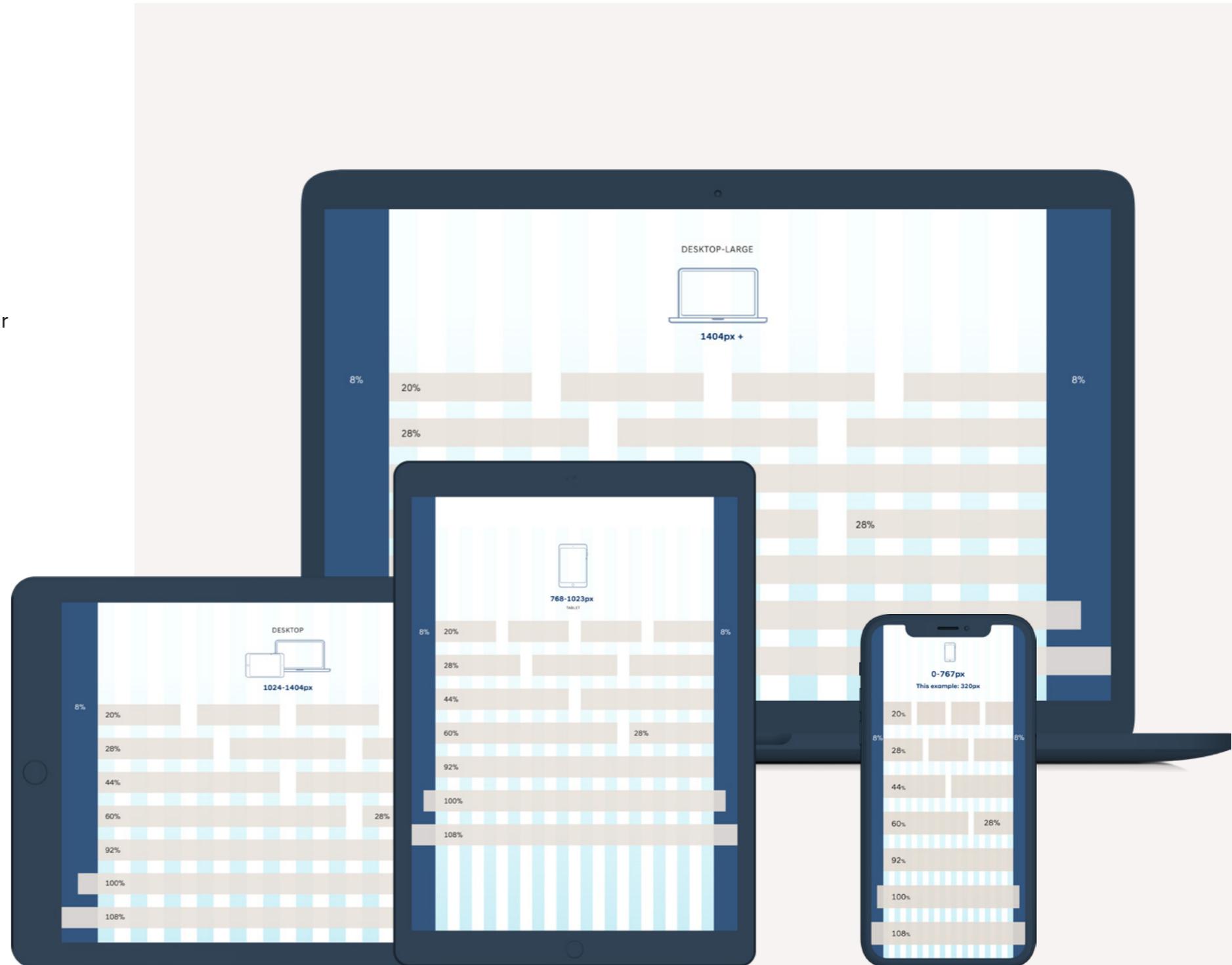
The defined breakpoints for these types are:

DESKTOP LARGE  
1404 pixel +

DESKTOP  
1024 – 1404 pixel

TABLET  
768 – 1023 pixel

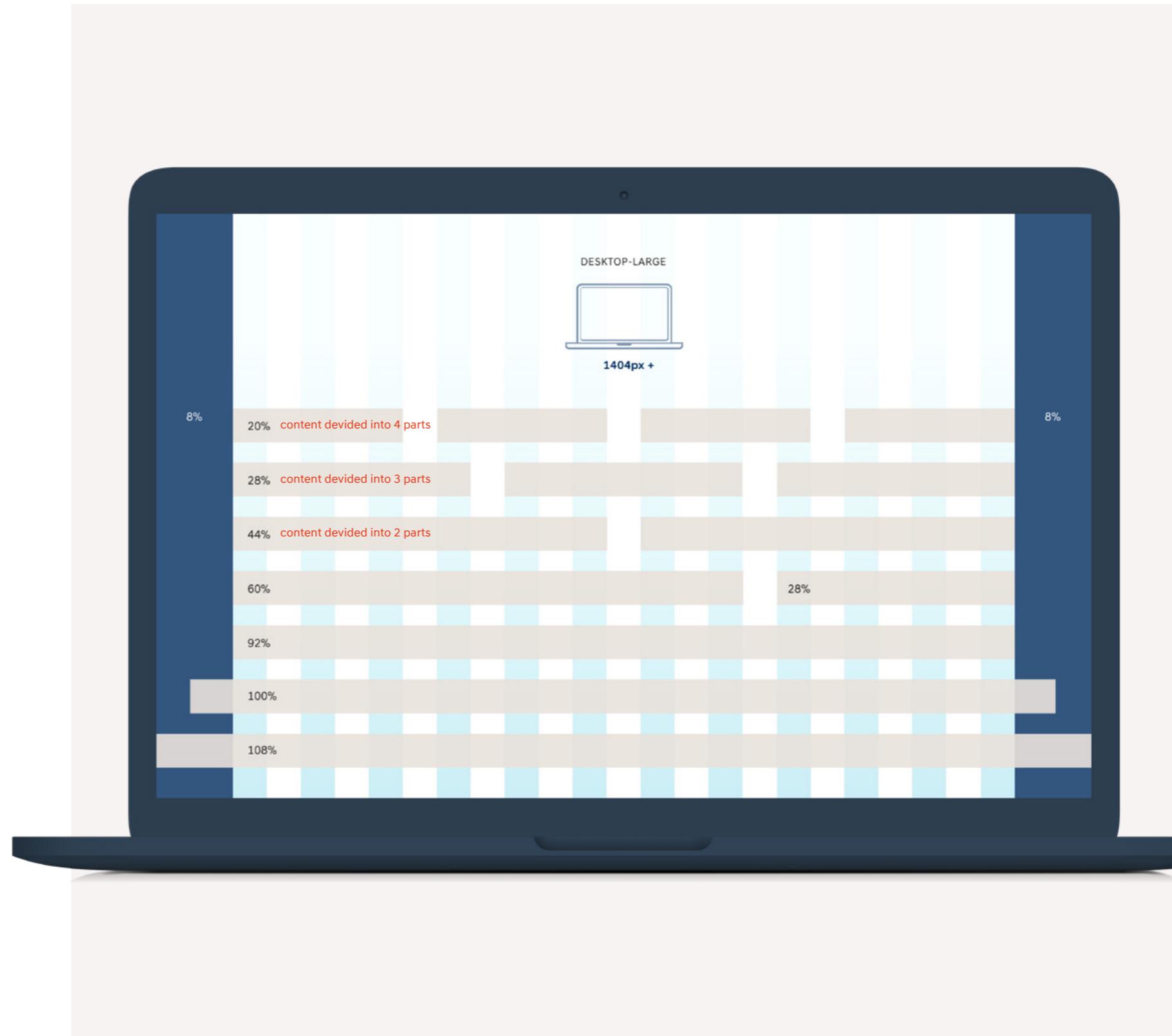
SMARTPHONE  
0 – 767 pixel



# Responsive Grid

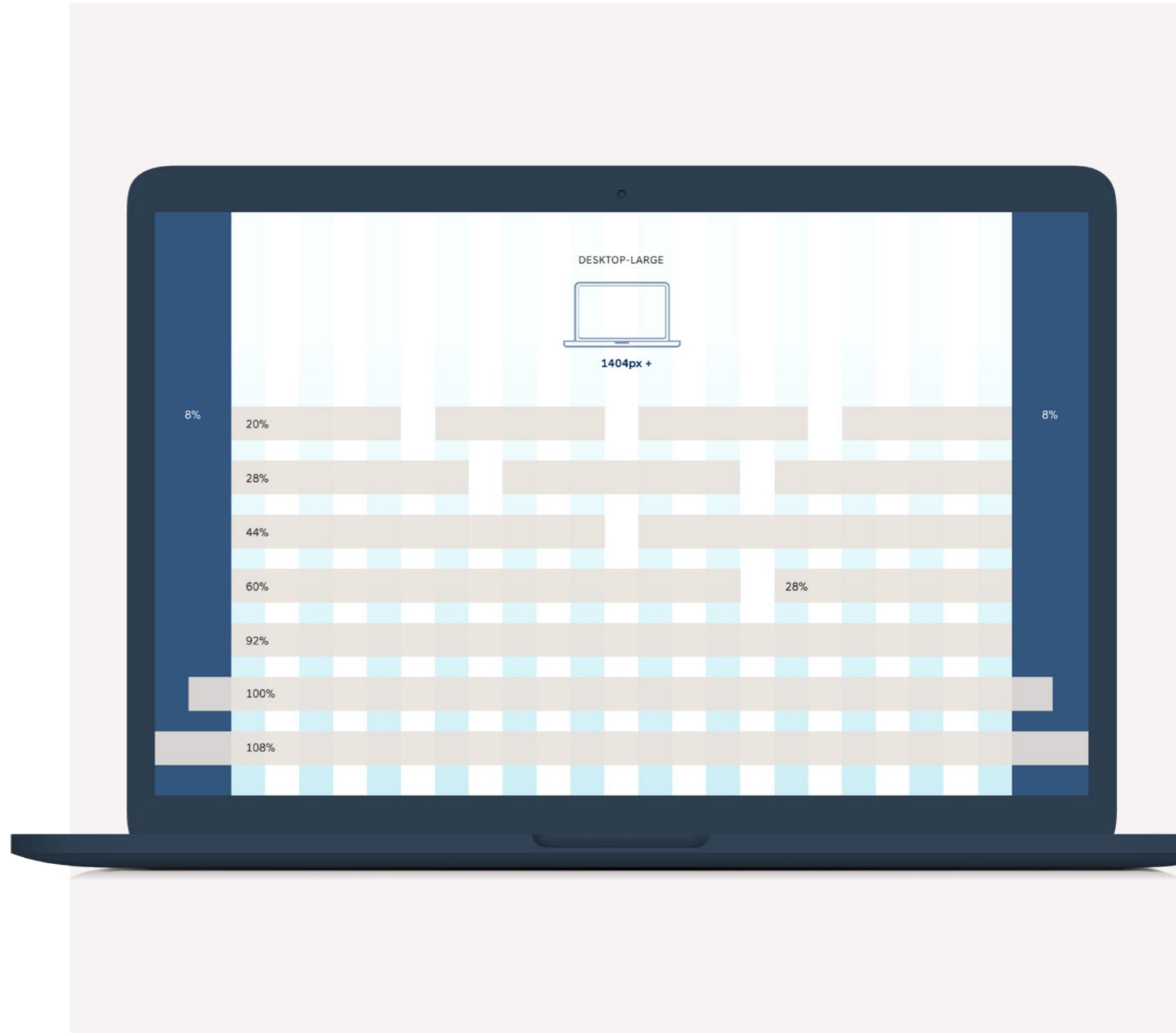
The Grid and the width of the website content area change according to the screensize of the device on which you access the Hyundai website.

The grid has 12 columns on all breakpoints, which guarantees maximum flexibility for the content modules. The grid can so be split into 2, 3 and 4 equally sized parts and is so easily adapted to all kind of content. Columns and Gutter always have the same width which allows a light and loose design.



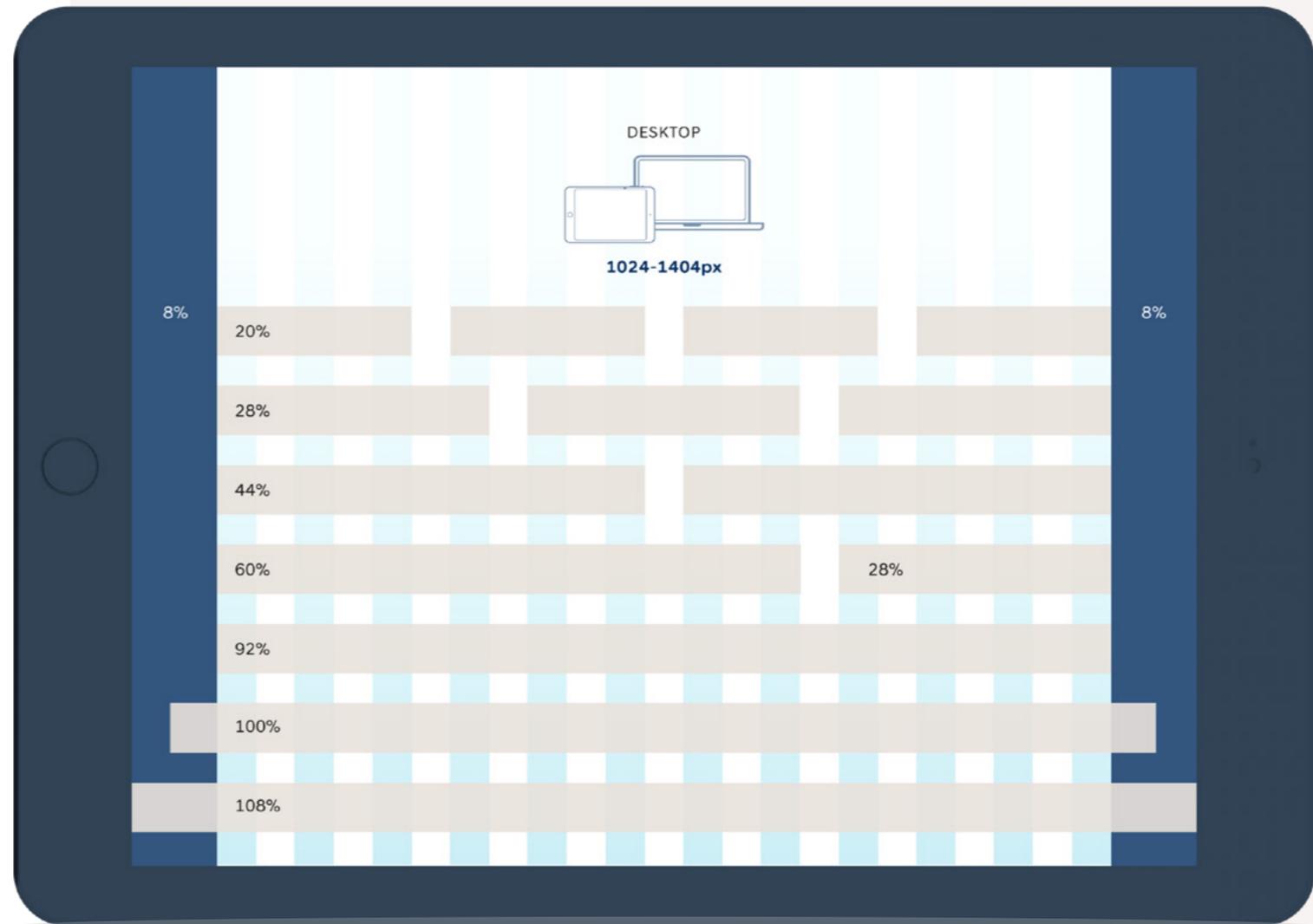
# Responsive Grid

Desktop Large 1404 px +



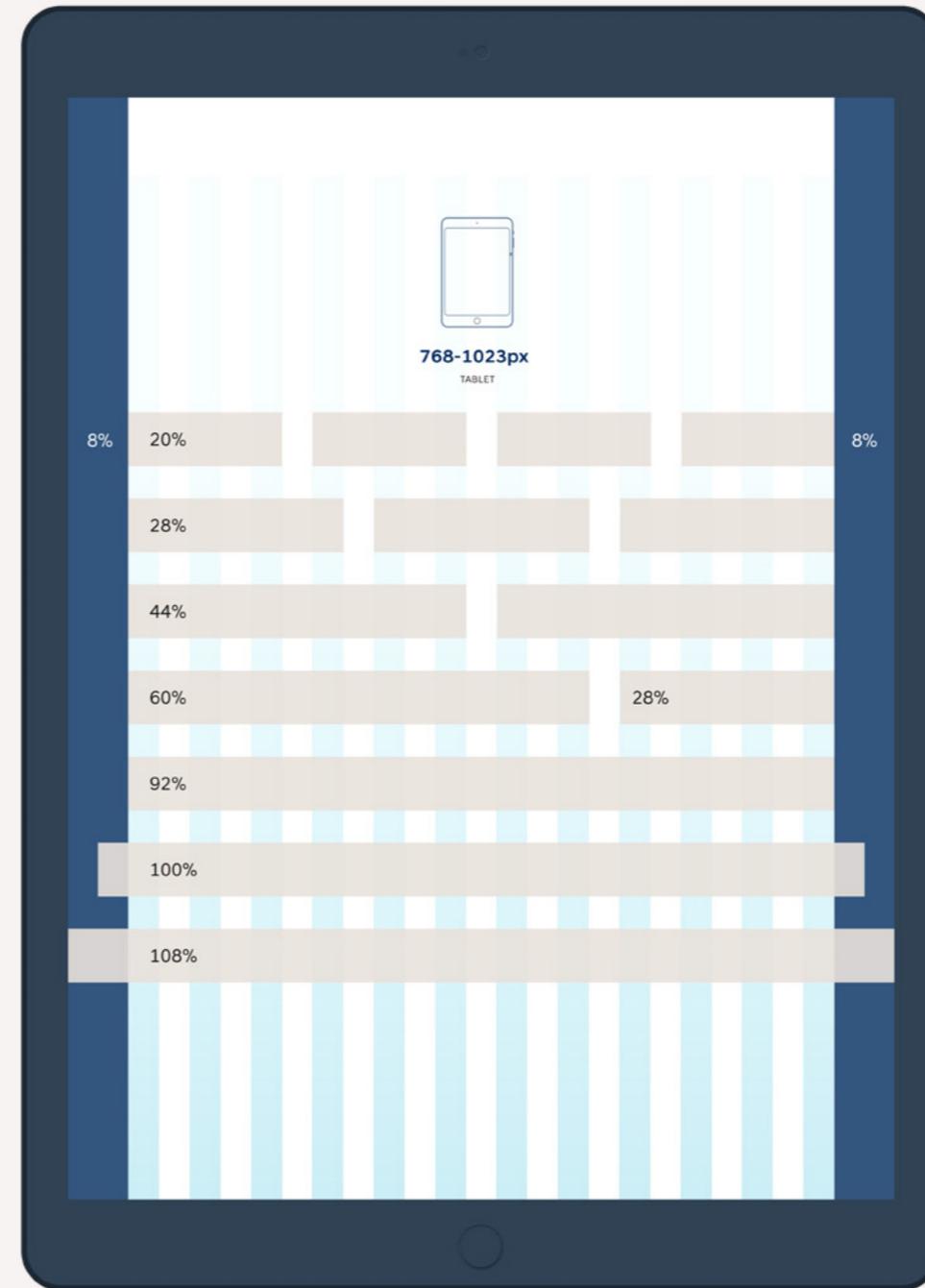
# Responsive Grid

Desktop 1024 – 1404 px



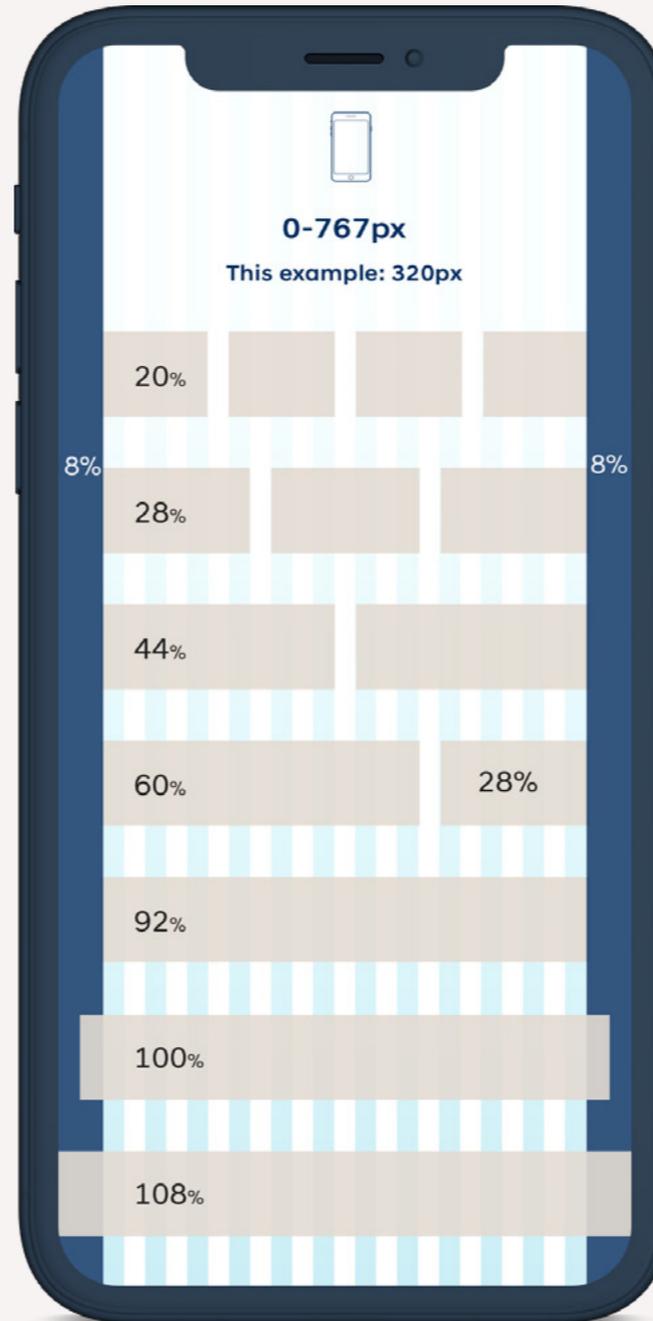
# Responsive Grid

Tablet 768 – 1023 px



# Responsive Grid

Tablet 0 – 767 px

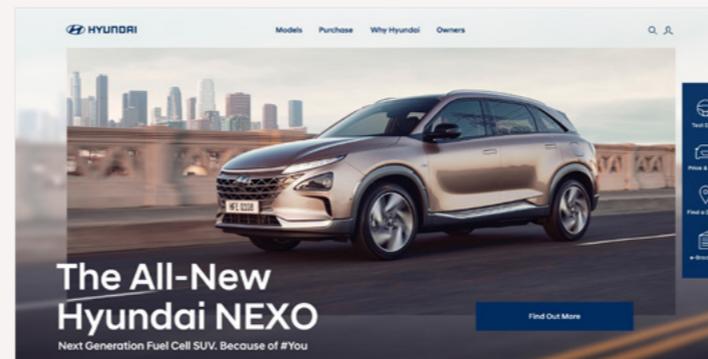


# Graphic System

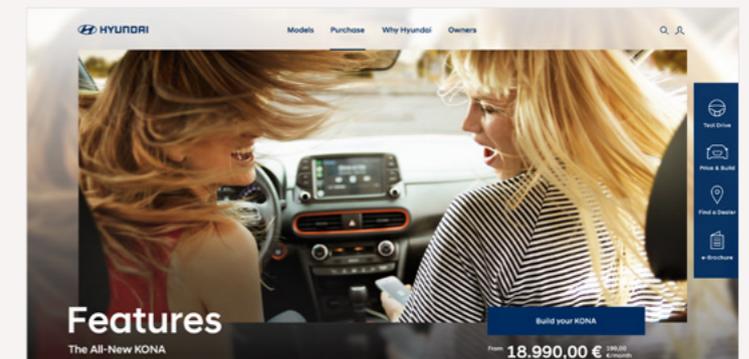
# Graphic system

The graphic system is a significant element of the Hyundai Corporate Design and is used for specific modules like stage, videoplayer and image gallery.

The Graphic system consists of 2 Image layers: One image full size (100%) and the same image with a size of 120% and a blur with the css property „filter: blur(8px)“ underneath.



EXAMPLE HOME STAGE



EXAMPLE PIP STAGE FEATURES

