

THE ALL-NEW GENESIS

THE GENESIS OF WHAT'S NEXT

LANGUAGE

Upscale, without being snooty or pretentious—we are always human while keeping people and the driver as the focus.

We refer to the vehicle as premium rather than luxury.

Sensory Surround Safety is simply called "Sensory Surround Safety"—we try not to say "system."

Sensory Surround Safety Features:

- Smart Cruise Control with Stop/Start
- Heads-up Display
- Automatic Emergency Braking
- Lane Departure Warning System and Lane Keep Assist
- Blind Spot Detection
- Backup Camera & Rear Cross-traffic Alert

Headlines and summation lines will use the "Remember When" format—A "Remember When" statement, followed by "That was then. This is next."

During the 6-month launch period, we refer to the vehicle as "The All-New Genesis. From Hyundai." Not the 2015 Genesis. After the 6-month period, we refer to the vehicle as "The Genesis."

SAMPLE CAMPAIGN HEADLINES W/ RELATED FEATURE

REMEMBER WHEN YOUR CAR COULDN'T RECOGNIZE YOU? THAT WAS THEN. THIS IS NEXT.

Smart Trunk with Auto-Open.

REMEMBER WHEN THE ROAD LESS TRAVELED WAS TRAVELED LESS? THAT WAS THEN. THIS IS NEXT.

HTRAC All Wheel Drive.

REMEMBER WHEN YOUR ONLY DRIVING MODES WERE "START" AND "STOP"?

THAT WAS THEN. THIS IS NEXT.

Intelligent Drive Mode Select.

REMEMBER WHEN CRUISE CONTROL DIDN'T KNOW WHEN TO STOP "CRUISING"?

THAT WAS THEN. THIS IS NEXT.

Smart Cruise Control with Stop/Star Functionality.

REMEMBER WHEN HD WAS ONLY IN YOUR LIVING ROOM? THAT WAS THEN. THIS IS NEXT.

9.2-inch Navigation System with High-definition Display.

REMEMBER WHEN GREAT DESIGN WAS THE EXCEPTION AND NOT THE RULE?

THAT WAS THEN. THIS IS NEXT.

Fluidic Sculpture 2.0.

USE OF GENESIS WINGS



THE ALL-NEW GENESIS

The All-New Genesis winged logo is only to be used in cases where the element can be large and readable.

The All-New Genesis winged logo element can be used small as a graphic element leading into "the the All-New Genesis" name in larger print formats like spreads.

The winged logo element is not recommended in smaller print formats. Not recommended for outdoor or standard digital banner unit sizes.

PRIMARY TYPEFACES

AVENIR NEXT
ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT
DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

HEADLINE

AVENIR NEXT ULTRA LIGHT - Headline Only. Uppercase, Minimum Size 36pt. 10 Kerning.

ALTERNATE HEADLINE

AVENIR NEXT REGULAR - Alternate Headline. Uppercase, Maximum Size 36pt. 10 Kerning.

SUBHEAD

AVENIR NEXT DEMI BOLD - Subhead Copy. Uppercase, Minimum Size 13pt. 100 Kerning.

Body Copy

AVENIR NEXT REGULAR - Body Copy. Sentence Case, Minimum Size 13pt. 100 Kerning.

Example Body Copy Font Style: Uptatem ella vidus maximilitem ide doluptatur? Officient que nonsequat. Iqui doluptur, inctur, samus voluptatio torrovit, abo. Fugit liqui deruptatem solupta verum nustus.

White or gray type should always be used regardless of the background color, keeping the logo and type clearly visible.

