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Bold new Kia logo is coming soon (and we can't wait)

By Daniel Piper a day ago

New design to



It's been a big year of new designs. One of the changes for months – and

We first spotted Kia's trademark filing. In this case it's a rat

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Old (left) vs new (right) (Image credit: Kia/Future owns)

While the original was hardly going to turn up in our [best logos](#) list, thanks to its rather dated 3D glow and dull sans-serif type, the new design is much more sleek (and dare we say cool?). There's a sense of motion to the now joined-up sawtooth wave effect of the letters. Meanwhile, that redundant oval border is, thankfully, nowhere to be seen.

And now, Kia CEO Ho Sung Song has lifted the lid on an entire brand refresh coming next year. According to [Automotive News](#), Song wants the brand to be "more dynamic, stylish, and inventive," with a stronger emphasis on electric vehicles. He calls the new look "Plan S," with