



# Introductory Brand Guidelines – January 2021

## Introduction

To signal the beginning of a new era, the GM brand identity has evolved to a more modern and vibrant look that represents the future of General Motors. The company identity – our name, trademark and graphic expression – is one of our most valuable assets.

The introductory brand guidelines provide high-level direction on our new brand system and will ensure consistent representation of the brand. Over the coming weeks a more comprehensive set of guidelines will be published considerate of all potential uses, including but not limited to: digital, social, print, merchandise, experiential and signage.

The transition to our new brand identity will be a rolling change going forward. As such, there will be instances where the old brand identity is still in use during the transition. For existing content, please continue to follow the previous style guide until a full transition can be completed. Until complete detailed guidelines are available, new brandmark and wordmark usage must be submitted for review and approved by Global Marketing.

**Contact:** Stefanie Henkel, Global Marketing Lead, stefanie.henkel@gm.com  
Laura Keck, Manager, GM Brand Experience, laura.keck@gm.com

## Full-Color Gradient Brandmark – Vector



### Gradient Brandmark – GMAC #1760311

The full-color gradient brandmark is the primary company brandmark and should be used when quality allows for excellent reproduction.

This brandmark is best suited on solid white (preferred) or black backgrounds on which the detail, color and dimension can be represented as intended. When visibility is hindered, a darkening overlay of Black 7 C (see color chart below) may be used at 80% transparency.

**Note:** The area around, inside of and through the GM Brandmark should always display the background it sits upon. Adding fills or background plates behind or around the brandmark is not permitted. See examples below.



✓  
GM Brandmark shown over a black background. All backgrounds are visible through the brandmark.

✗  
Adding backgrounds of any color inside of the GM Brandmark is not permitted.

✗  
Adding backgrounds of any color in/around the perimeter of the GM brandmark is not permitted.

### Usage Examples

- Broadcast/Digital Supers
- End Frame Animation
- Mobile/Social Media
- Brochure/Print
- Signage/Out-of-Home
- Experiential/Merchandise
- Corporate Communications
- Business Stationery

## One-Color Brandmarks – Vector



### Flat Brandmarks – GMAC #1760353

The white and blue one-color brandmarks are used for branding needs in situations with complex image-based backgrounds or running footage.

The white brandmark is successfully visible most of the time and the blue brandmark is successful on the remaining applications. Together these brandmarks allow for legible branding consistency in both digital and print applications.

### Note:

All additional colors are strictly forbidden unless expressly authorized (i.e., permission given for tone-on-tone embroidery coloring or embossed items).

## Special-Use Brandmark – Vector

### Black and White – GMAC #1760353

This brandmark is intended for use when color is not available or shape-based applications are needed. PMS Black 7C is allowed for grayscale, black and white.

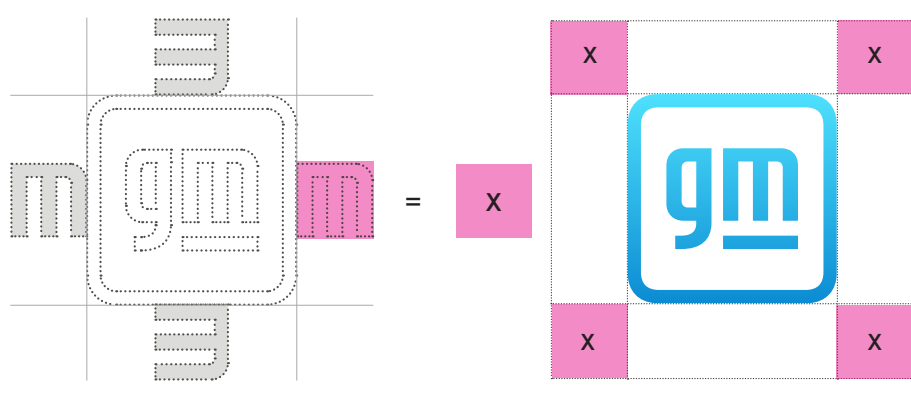


### Usage Examples

- Stamping/Embossing
- Packaging
- Grayscale/Black and White

## Brandmark Area of Isolation

Always keep objects near the brandmark the scalable minimum width of the “m” (x) distance away.



## General Motors Wordmark System – Restricted Use

### Brandmark/Wordmark Lockup – GMAC #1760354

The wordmark is almost always shown locked up to either the blue or the white one-color brandmarks. These lockups should be used sparingly for brand recognition in physical applications and are considered secondary branding to the brandmark by itself.

### Preferred



These lockup are not intended to be used in consumer-facing advertising. However, they can and are used for internal and external corporate communications and messaging. Do not recreate these GM lockups.

### Secondary/Space Restricted



### Proprietary Wordmark – GMAC #1760354

The wordmark should never be used as a standalone branding element within advertising and marketing. The wordmark can be used as a standalone branding element for internal GM communication and corporate applications.

general motors



GM Blue  
Pantone 285 C

The proprietary wordmark is composed from a custom, restricted-use font and is not to be used for any branding, other than the GM wordmark and/or related elements as determined by GM Design.

## GM Typeface – Overpass

22/22pt. **Headlines use Overpass Extra Bold.**

13/13pt. **Subheads use Overpass Bold.**

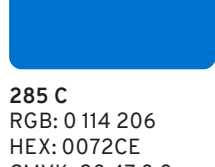
8/8pt. The typeface Overpass Regular is used for paragraph copy, captions and labeling. Be sure to include punctuation on all styles. Leading should be set to auto within paragraphs, captions and labeling. Title case is used when addressing “General Motors” in copy. “GM” should be uppercase when written in paragraph form or headlines/subheads.

GMAC #1760351  
The General Motors typeface is shown in sentence case.

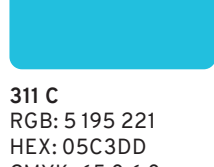
**Kerning:** optical  
**Tracking:** 0  
**Extra Bold Leading:** solid leading  
**Bold Leading:** solid leading  
**Regular Leading:** auto leading

## GM Brand Color System

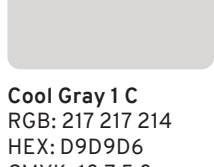
### GM Primary Color Palette



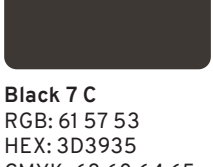
285 C  
RGB: 0 114 206  
HEX: 0072CE  
CMYK: 90 47 0 0



311 C  
RGB: 5 195 221  
HEX: 05C3DD  
CMYK: 65 0 6 0

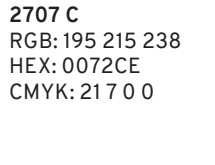


Cool Gray 1 C  
RGB: 217 217 214  
HEX: D9D9D6  
CMYK: 10 7 5 0

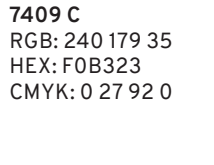


Black 7 C  
RGB: 61 57 53  
HEX: 3D3935  
CMYK: 63 60 64 65

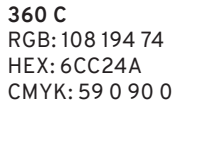
### GM Secondary Color Palette



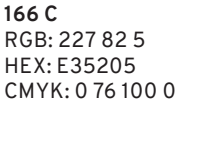
2707 C  
RGB: 195 215 238  
HEX: 0072CE  
CMYK: 21 7 0 0



7409 C  
RGB: 240 179 35  
HEX: F0B323  
CMYK: 0 27 92 0



360 C  
RGB: 108 194 74  
HEX: 6CC24A  
CMYK: 59 0 90 0

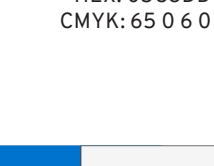


166 C  
RGB: 227 82 5  
HEX: E35205  
CMYK: 0 76 100 0

### Underscore Gradient

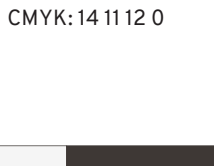


285 C  
RGB: 0 114 206  
HEX: 0072CE  
CMYK: 90 47 0 0



311 C  
RGB: 5 195 221  
HEX: 05C3DD  
CMYK: 65 0 6 0

### GM Off-White Background



Cool Gray 1 C – 10% Tint  
RGB: 217 216 214  
HEX: D9D8D6  
CMYK: 14 11 12 0

### Color Usage Ratio

