

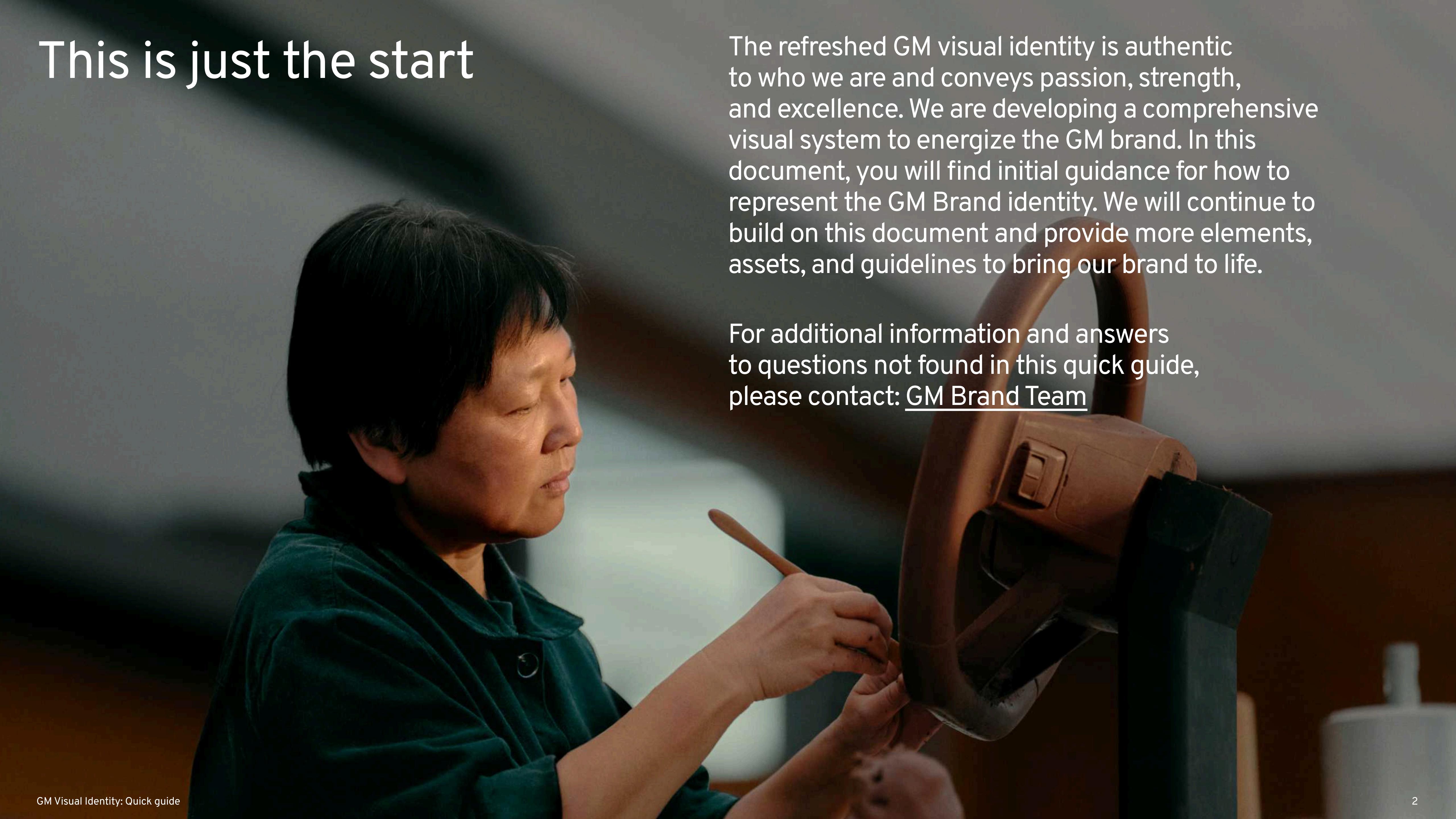
# Visual identity:

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# Quick guide

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# This is just the start

A photograph of a woman with short dark hair, wearing a green polo shirt, working on a car. She is focused on adjusting or tightening a lug nut on a dark-colored wheel. The background is slightly blurred, showing the interior of a vehicle.

The refreshed GM visual identity is authentic to who we are and conveys passion, strength, and excellence. We are developing a comprehensive visual system to energize the GM brand. In this document, you will find initial guidance for how to represent the GM Brand identity. We will continue to build on this document and provide more elements, assets, and guidelines to bring our brand to life.

For additional information and answers to questions not found in this quick guide, please contact: [GM Brand Team](#)

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What it is

Our brand story defines what we want to be known for. When customers, investors, prospective talent, and even our own friends and family think of GM, our brand story should be what comes to mind.

How we use it

Our brand story gives us shared language to talk about what we do here at GM and what makes us special. We hope that you use the themes from this story – and the words themselves – to talk about GM.

## How our brand story connects to our culture

Our brand story complements the elements that motivate us internally – and defines a narrative that captures who we are.

### What motivates us internally

#### Purpose

We pioneer the innovations that move and connect people to what matters.

#### Vision

Zero crashes. Zero emissions. Zero congestion.

#### Strategy

To deliver a leading customer experience across ICE, EV, AV and software and services.

#### Values

Customers. Excellence. Relationships. Truth.

#### Behaviors

- Win with integrity
- Innovate & embrace change
- Move with urgency
- Lead as one team
- Commit to customers
- Speak fearlessly
- Be inclusive
- Own the outcome

### What we want to be known for

#### Brand story

GM creates the one for every person, purpose, and journey.

## The heart of our brand story

You know your car when you see it.

The same way you feel when you  
see the place you want to make your home,  
or meet the person who will become your person.

Because, it's never just a car.

It's the one that's right for you.

And at GM, we work as one team to create it.

It takes a passion for engineering  
and fearless curiosity to design for what's next.

It takes groundbreaking quality, safety and innovation  
matched with effortlessly intuitive technology.

Everything we do, and every decision we make,  
is part of our commitment  
to creating the one vehicle for you.

Because a car should transport you,  
but it should also move you.

This is our heritage.

This is our future.

This is how we create the one –

for every person, for every purpose, for every journey.



What we stand for

The One.

Driven by a passion for creating the one  
for every person, purpose, and journey.

What we do

Build for excellence

We are dedicated to building vehicles that customers and their families can trust, prioritizing safety, quality, and reliability in everything that we do.

Drive big change

We continually imagine a better future for our industry and society, innovating leading solutions in ICE, EV, AV, and software to make a difference for people around the world.

Solve for what matters

We're staying grounded in the everyday realities of our customers while looking ahead to what they'll need next, intelligently applying technology to make life easier.

Honor the craft

We thrive at the intersection of design and engineering, creating simplicity from complexity to make awe-inspiring vehicles customers are proud to own.

The foundation of our brand story is the work  
we do as a proud product company

What we do here at GM

We make amazing  
products people love

## Brand guide key principles

By keeping these key principles in mind when working with the General Motors Brand, you help preserve its integrity as an iconic brand.

01

We amplify our key strengths – quality, American, strength, trust, stability – and build on decades of equity to clearly signal excellence



02

We showcase passion for making amazing products. Immersive photography depicts the breadth of our portfolio that gives people more choice



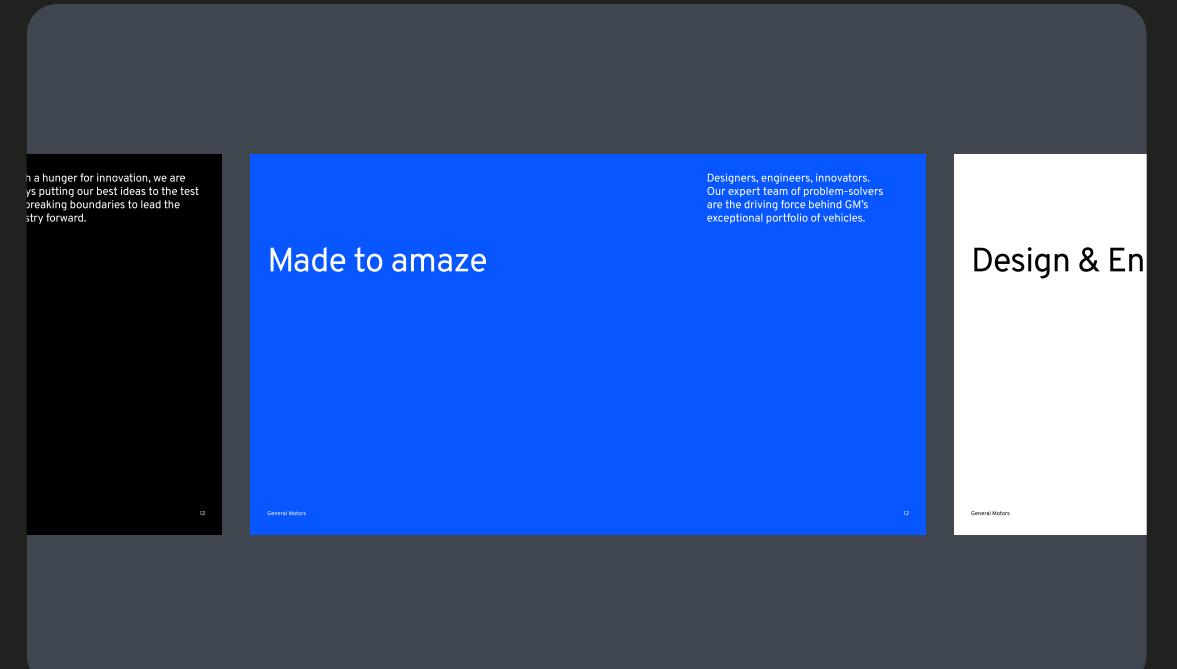
03

We imbue meaning into the iconic elements of the GM brand to show how we create the one – for every person, purpose, and journey

You know  
your car when  
you see it

04

We unify our approach with engineered consistency across our communications



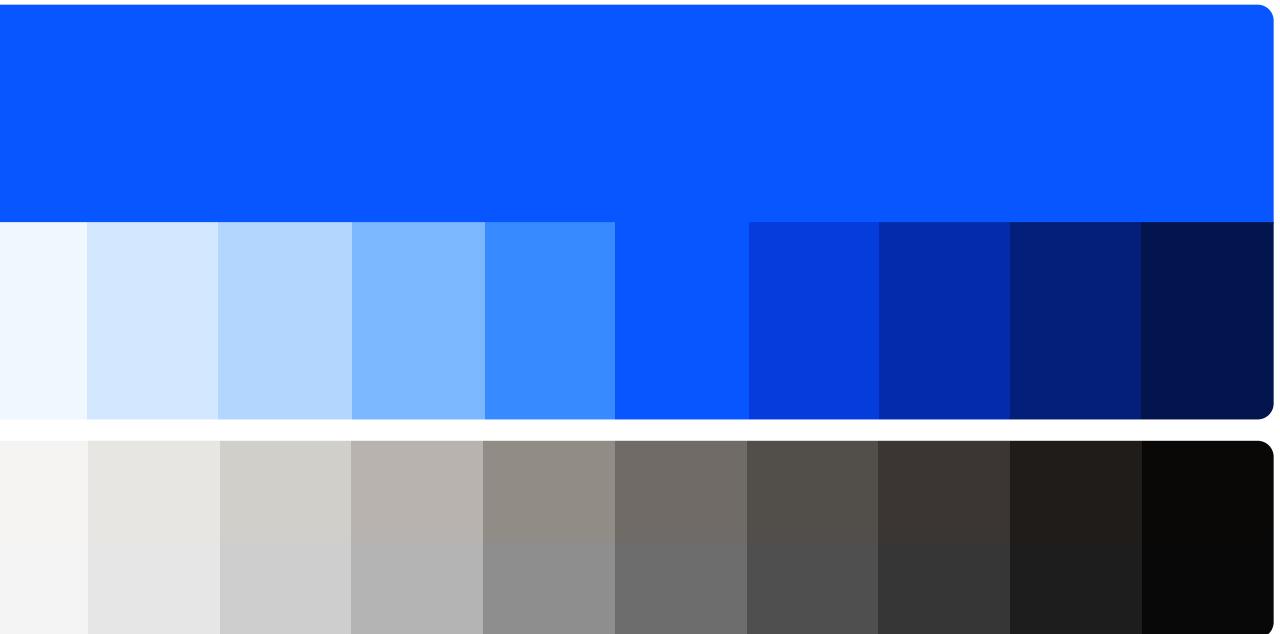
## Brand elements overview

We are developing a comprehensive visual system to energize the GM brand and effectively communicate across every medium.

### Logo



### Color



### Typography

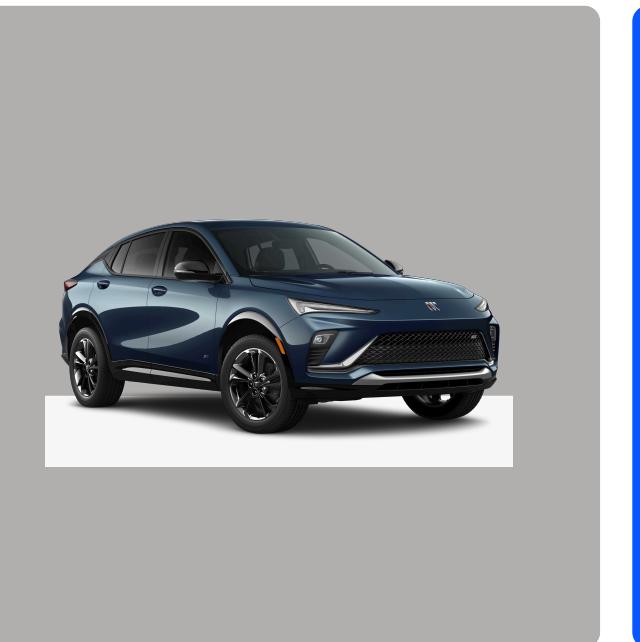
AaBbCc

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Imagery



### GM Underline



+ More currently in development

- Motion
- Typeface
- Pattern language
- Data visuals
- Iconography
- Illustration

# Logo

We're retiring our gradient logo and shifting to a solid color for a bolder presentation of the GM logo. As we define what GM stands for through words, it's important the same story comes to life visually. We're also making optimizations to ensure our logo shows up with strength and craft across channels (e.g., social, physical).



## Logo

### GM Logo

Blue-500 (GM CORE BLUE)



Blue-400 (dark mode only)



Black



Reversed



### The GM logo

- The GM logo is the primary brandmark for the company. Lead with our logo.
- It's best presented in GM blue, solid white, or black.
- Always maintain ample contrast and legibility.

## Logo

### GM Wordmark

Blue-500 (GM CORE BLUE)

general motors

Blue-400 (dark mode only)

general motors

Black

general motors

Reversed

general motors

### The GM wordmark

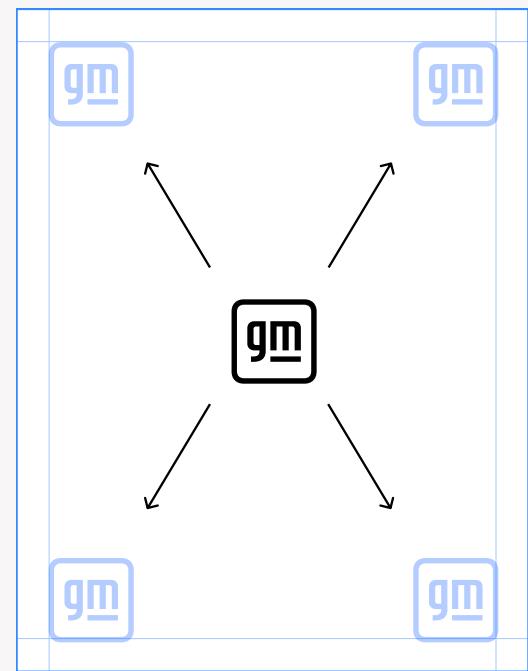
- Our wordmark is reserved for specific use cases to introduce the General Motors name.
- Avoid using our logo and wordmark locked together.
- The GM logo should always be present when using the wordmark.

## Logo

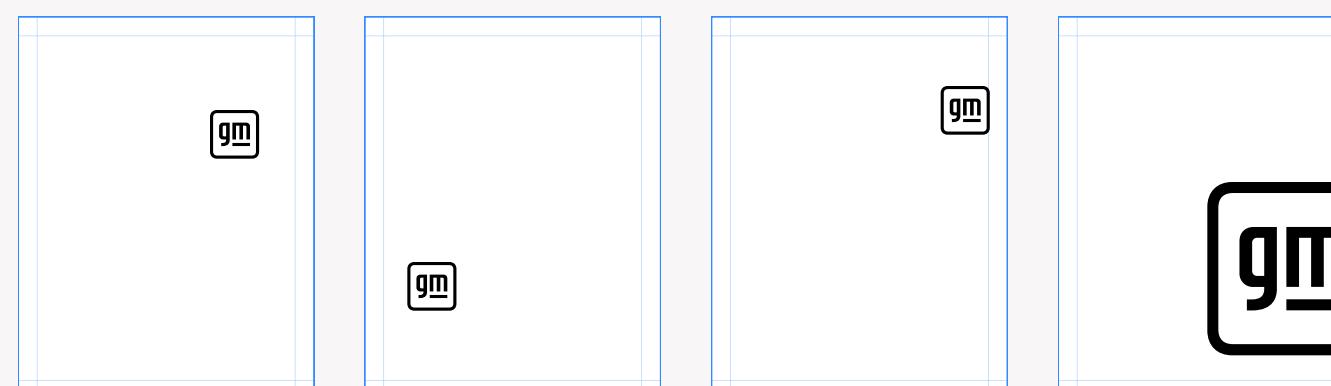
## Helpful tips

**Note:** Any channel creation involving GM brand assets must be reviewed with the Marketing & Branding team to ensure proper asset usage.

**Do** place our logo consistently.



**Don't** position our logo in atypical places.



**Do** maximum visibility and use only approved artwork as it's intended.



**Don't** diminish visibility of the logo by using or creating unapproved versions.



**Do** lead with our GM logo independent of our wordmark.

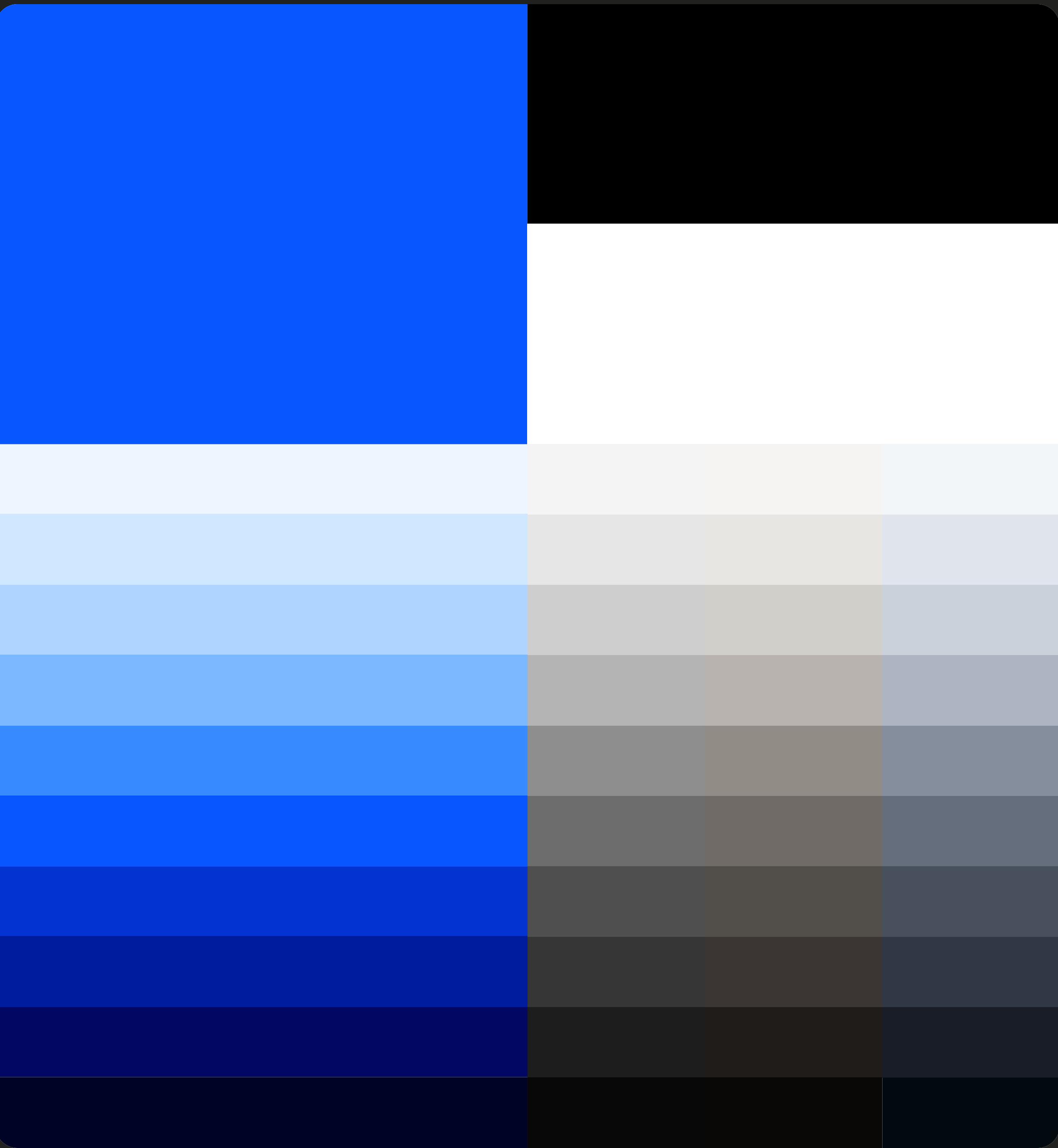


**Don't** create lockups with the GM logo.



# Color

We're grounding in a more modern, vibrant GM blue that celebrates our heritage and better signals the passion of our brand. We also have a new secondary palette that adds greater dimension to our expression.



## Color

### GM Blues

Our digital-first color palette is one of the strongest expressions of our identity. It includes a range of blues inspired by the color in our logo.

White

HEX: #FFFFFF

Blue-500 (GM CORE BLUE)

#0956FF

Blue-50

CMYK: 10/2/0/0

HEX: #EDF6FF

Blue-100

CMYK: 16/3/0/0

HEX: #D0E8FF

Blue-200

CMYK: 27/8/0/0

HEX: #AFD5FF

Blue-300

CMYK: 45/17/0/0

HEX: #7DB8FF

Blue-400

PMS: 2172 C

CMYK: 73/39/0/0

HEX: #388BFF

Blue-500 (GM CORE BLUE)

PMS: 2728 C

CMYK: 96/65/0/0

HEX: #0956FF

Blue-600

CMYK: 99/74/14/2

HEX: #0334D2

Blue-700

CMYK: 100/82/17/23

HEX: #001C9E

Blue-800

CMYK: 100/90/25/34

HEX: #020763

Blue-900

CMYK: 89/83/53/68

HEX: #000427

Black

CMYK: 0/0/0/100

HEX: #000000

## Color

### Secondary

Inspired by our brand identity history, the Secondary Brand Palette introduces warm and cool tones for creating hierarchy and texture in design. These colors are designed to support all types of automotive imagery, from urban to wilderness to racing and more.

#### White

HEX: #FFFFFF

Gray-50	CMYK: 6/4/4/0	HEX: #F5F5F5	<b>Warm-Gray-50</b>	CMYK: 4/4/6/0	HEX: #F7F5F2	<b>Cool-Gray-50</b>	CMYK: 6/2/0/0	HEX: #F3F6FA
Gray-100	CMYK: 9/6/7/0	HEX: #E6E6E6	<b>Warm-Gray-100</b>	CMYK: 8/7/8/0	HEX: #E8E6E3	<b>Cool-Gray-100</b>	CMYK: 10/6/5/0	HEX: #E0E5ED
Gray-200	CMYK: 18/14/15/0	HEX: #CECECE	<b>Warm-Gray-200</b>	CMYK: 17/14/17/0	HEX: #D2CFCA	<b>Cool-Gray-200</b>	CMYK: 17/10/8/0	HEX: #CBD1DB
Gray-300	CMYK: 30/24/24/0	HEX: #B4B4B4	<b>Warm-Gray-300</b>	CMYK: 29/24/28/0	HEX: #B8B4AE	<b>Cool-Gray-300</b>	CMYK: 33/23/16/0	HEX: #ADB5C2
Gray-400	CMYK: 47/39/39/3	HEX: #8E8E8E	<b>Warm-Gray-400</b>	CMYK: 45/39/44/4	HEX: #928D86	<b>Cool-Gray-400</b>	CMYK: 51/38/30/1	HEX: #868F9D
Gray-500	CMYK: 58/49/49/16	HEX: #6D6D6D	<b>Warm-Gray-500</b>	CMYK: 55/50/53/18	HEX: #716C67	<b>Cool-Gray-500</b>	CMYK: 64/51/39/11	HEX: #656E7C
Gray-600	CMYK: 65/57/56/35	HEX: #505050	<b>Warm-Gray-600</b>	CMYK: 62/57/60/36	HEX: #534F4B	<b>Cool-Gray-600</b>	CMYK: 73/62/46/28	HEX: #48505E
Gray-700	CMYK: 69/62/62/55	HEX: #373737	<b>Warm-Gray-700</b>	CMYK: 65/62/64/55	HEX: #3B3734	<b>Cool-Gray-700</b>	CMYK: 79/68/51/46	HEX: #303845
Gray-800	CMYK: 72/66/65/75	HEX: #1E1E1E	<b>Warm-Gray-800</b>	CMYK: 69/66/67/76	HEX: #201D1B	<b>Cool-Gray-800</b>	CMYK: 82/72/57/70	HEX: #181E28
Gray-900	CMYK: 74/68/66/86	HEX: #090909	<b>Warm-Gray-900</b>	CMYK: 73/68/67/86	HEX: #0B0807	<b>Cool-Gray-900</b>	CMYK: 78/69/63/83	HEX: #040A10
Black							CMYK: 0/0/0/100	HEX: #000000

## Color

### Accessibility

ADA accessibility requirements apply to all on-screen content and UI/UX components. Use this page as guidance on whether specific color combinations provide sufficient contrast to ensure legibility. The colors below, which cover our core and commonly used digital colors, have been tested to AA WCAG 2.1 standards.

**Small text** is any size below 24px.

**Large text** is anything above 24px. Graphical elements, such as charts in data visualization, also require the same contrast level as large text.

### Text color

Black

White

Blue-500 (GM CORE BLUE)

Only for large text and graphics

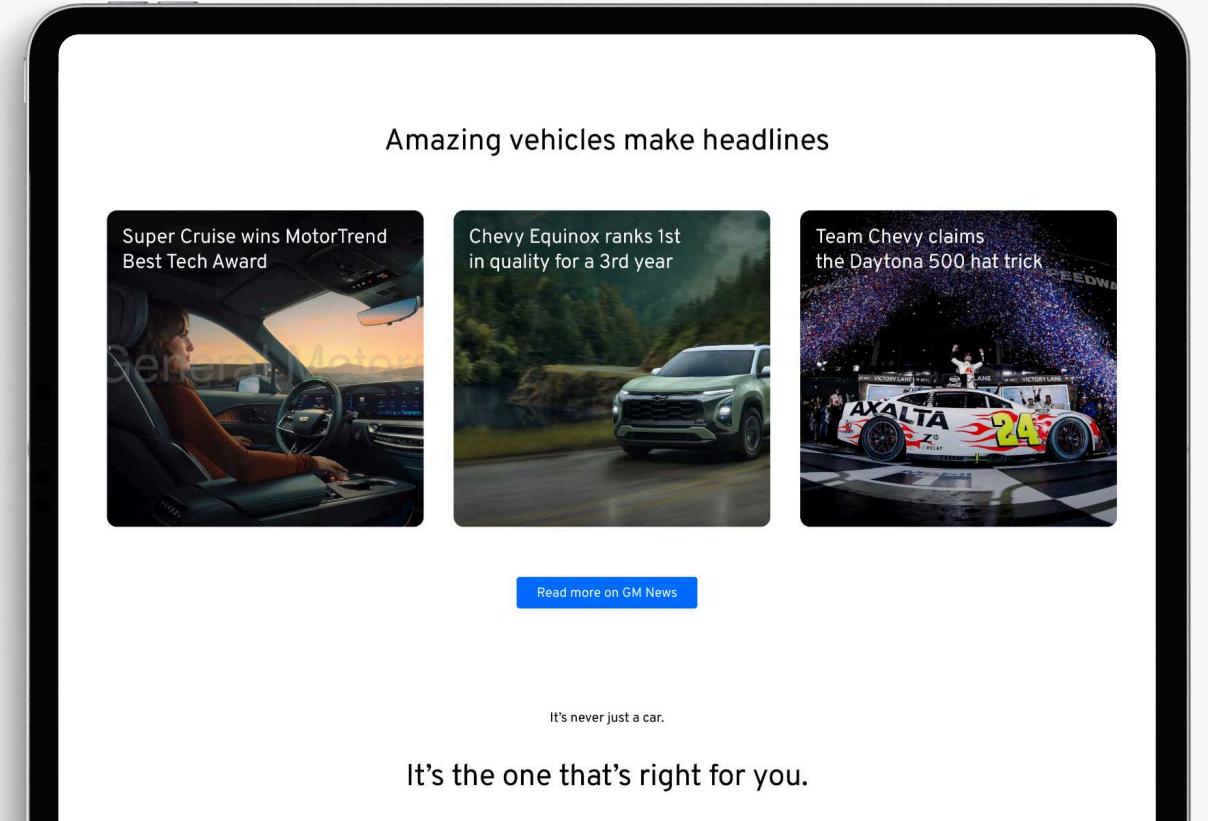
Only for large text and graphics

Blue-400

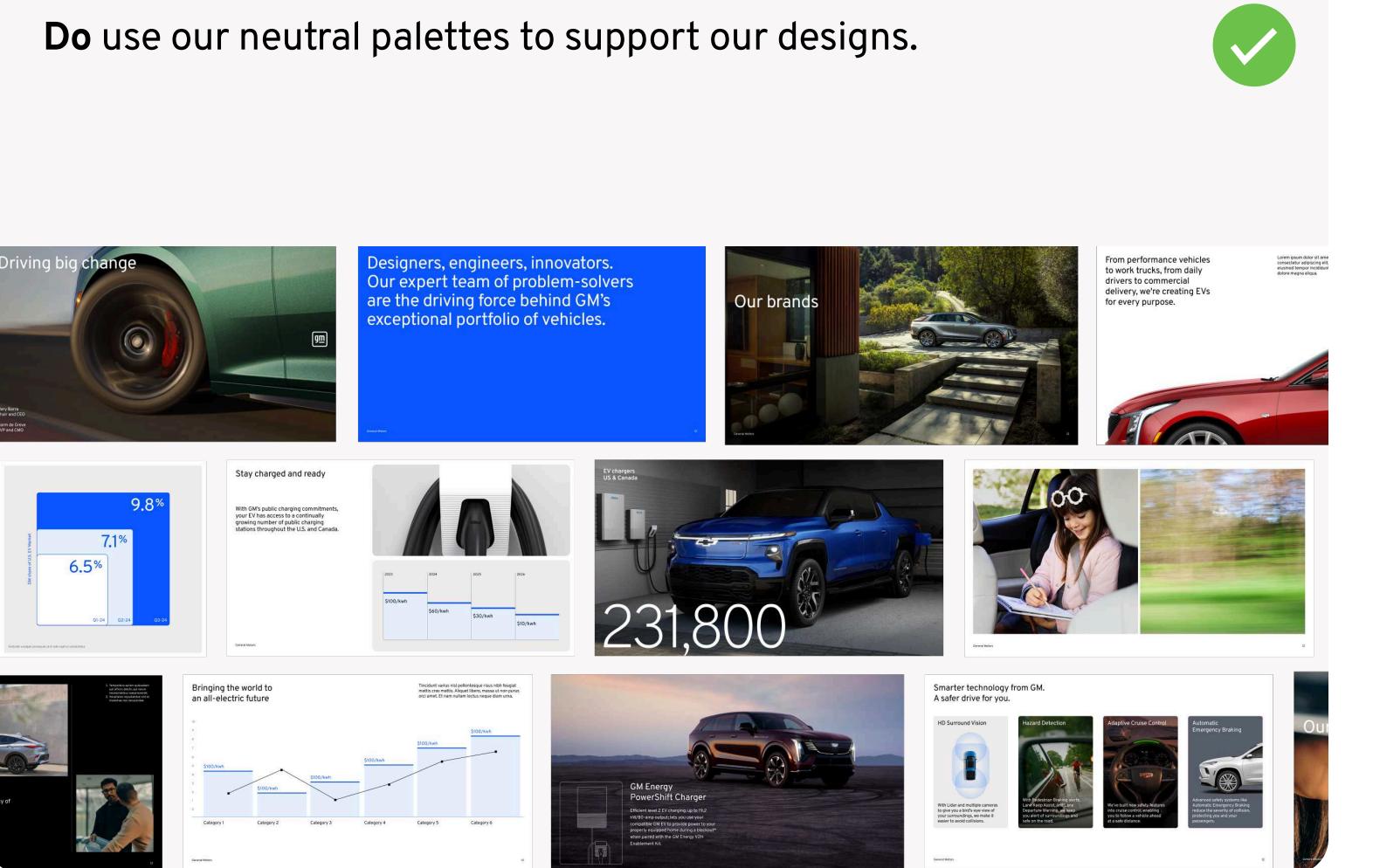
Background color

	Blue-50	Blue-100	Blue-200	Blue-300	Blue-400	Blue-500 (GM CORE BLUE)	Blue-600	Blue-700	Blue-800	Blue-900	
Blue-500 (GM CORE BLUE)											
Cool-Gray-50											
Gray-50											
White											
	Blue-50	Blue-100	Blue-200	Blue-300	Blue-400	Blue-500 (GM CORE BLUE)	Blue-600	Blue-700	Blue-800	Blue-900	
Blue-500 (GM CORE BLUE)											
Cool-Gray-50											
Gray-50											
White											
	Blue-50	Blue-100	Blue-200	Blue-300	Blue-400	Blue-500 (GM CORE BLUE)	Blue-600	Blue-700	Blue-800	Blue-900	
Blue-500 (GM CORE BLUE)											
Cool-Gray-50											
Gray-50											
White											
	Blue-50	Blue-100	Blue-200	Blue-300	Blue-400	Blue-500 (GM CORE BLUE)	Blue-600	Blue-700	Blue-800	Blue-900	
Blue-500 (GM CORE BLUE)											
Cool-Gray-50											
Gray-50											
White											
	Blue-50	Blue-100	Blue-200	Blue-300	Blue-400	Blue-500 (GM CORE BLUE)	Blue-600	Blue-700	Blue-800	Blue-900	
Blue-500 (GM CORE BLUE)											
Cool-Gray-50											
Gray-50											
White											
	Blue-50	Blue-100	Blue-200	Blue-300	Blue-400	Blue-500 (GM CORE BLUE)	Blue-600	Blue-700	Blue-800	Blue-900	
Blue-500 (GM CORE BLUE)											
Cool-Gray-50											
Gray-50											
White											

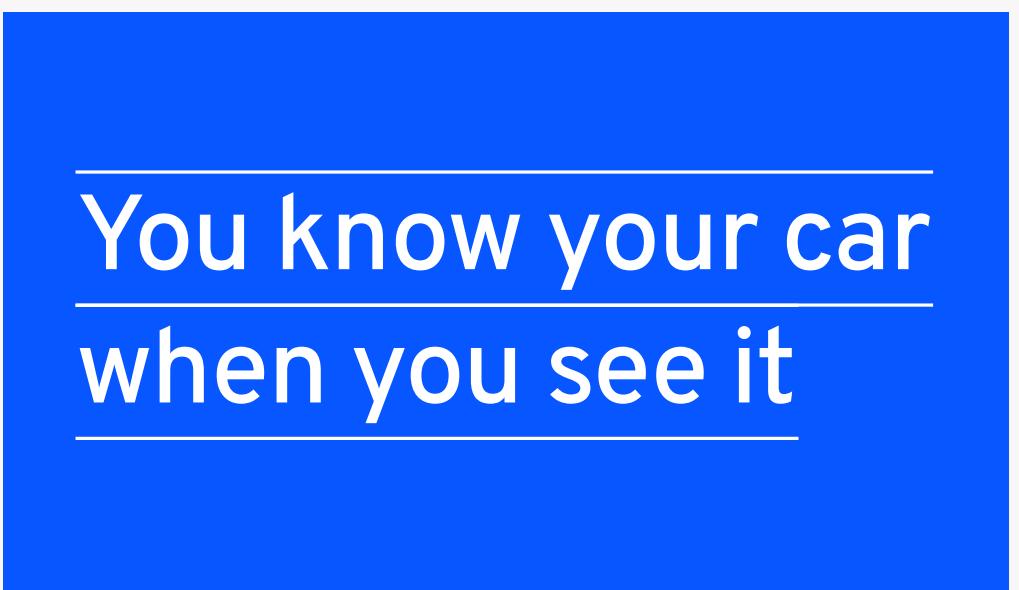
**Do** use blue purposefully.



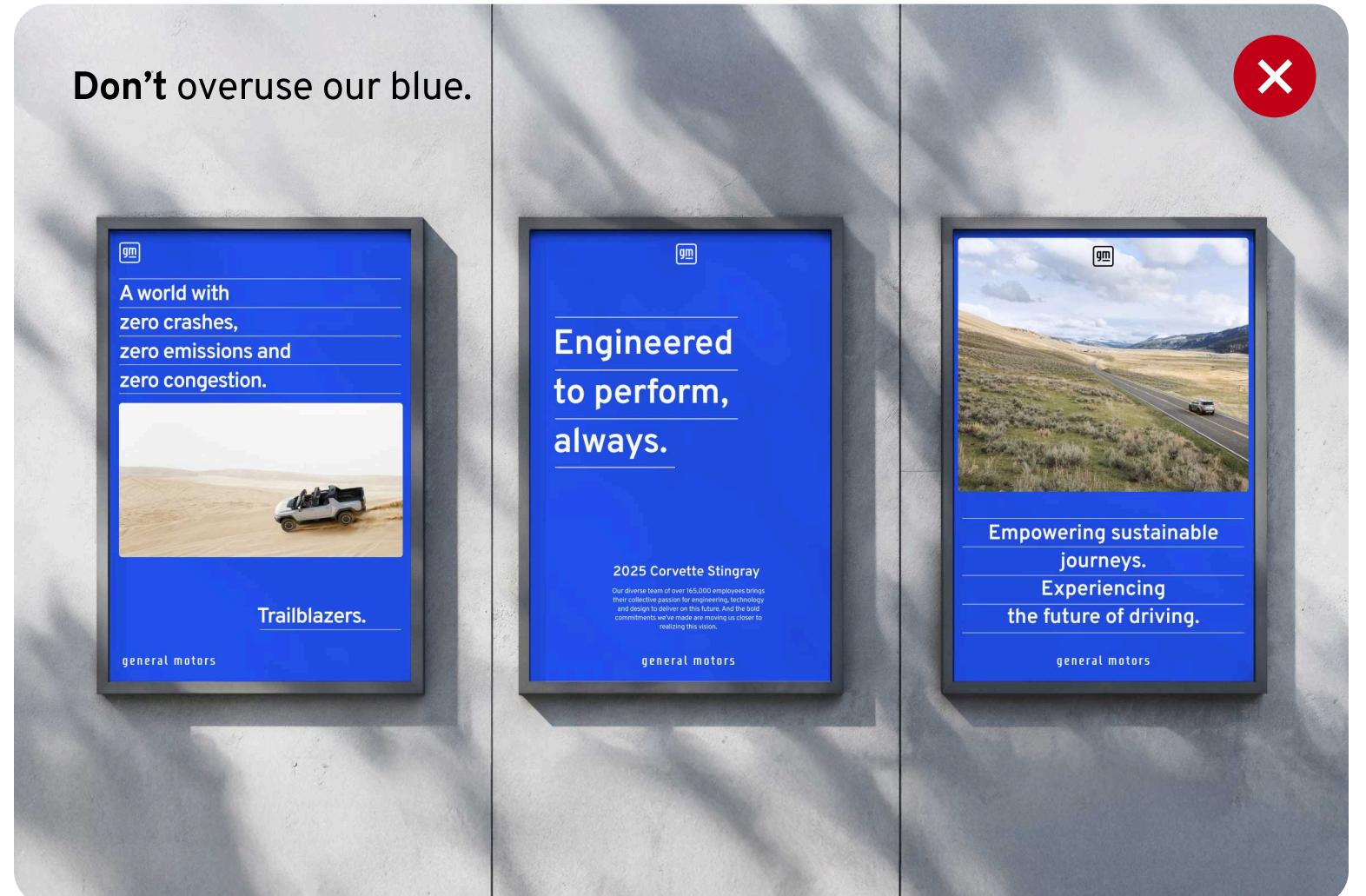
**Do** use our neutral palettes to support our designs.



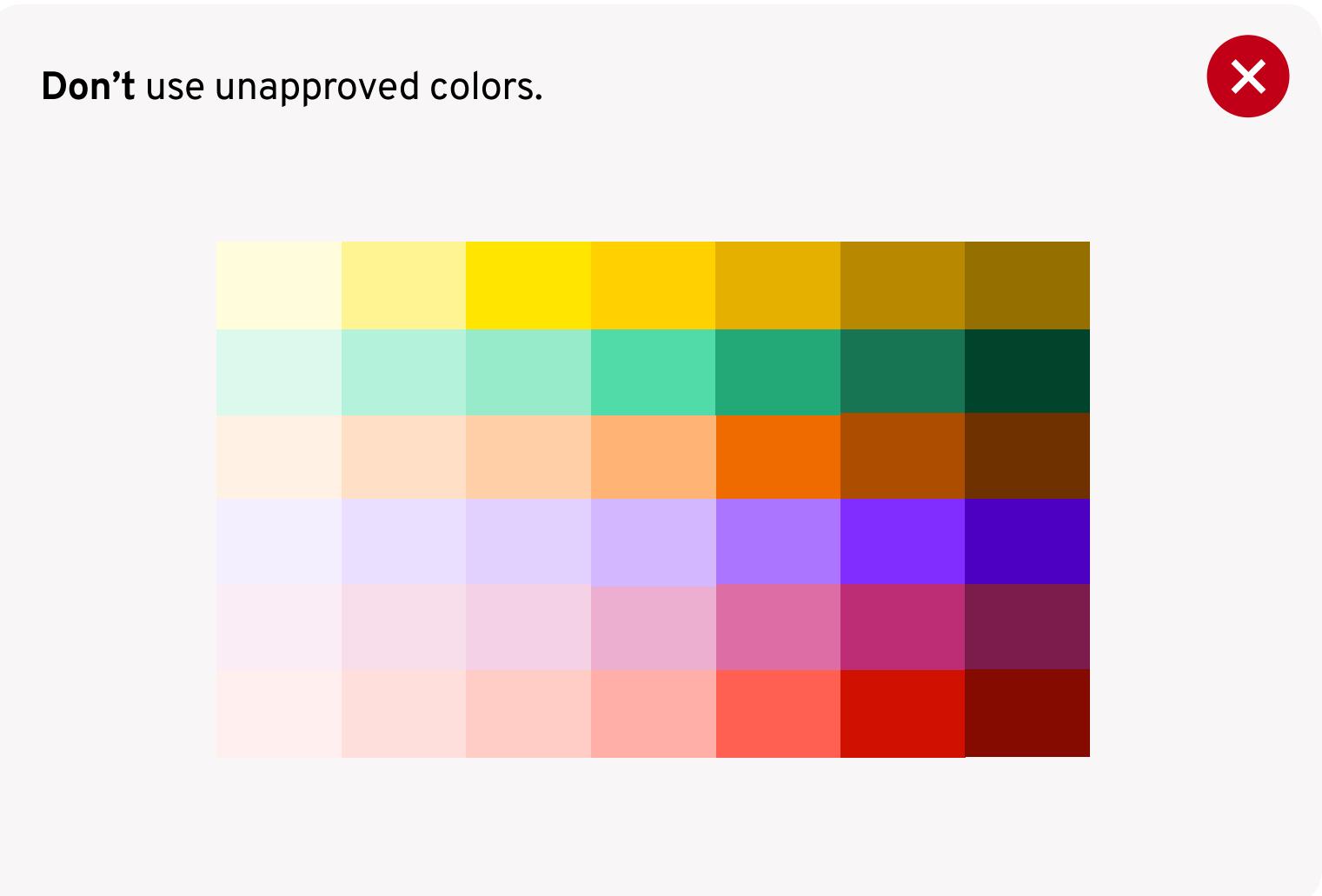
**Do** maintain ample contrast and legibility.



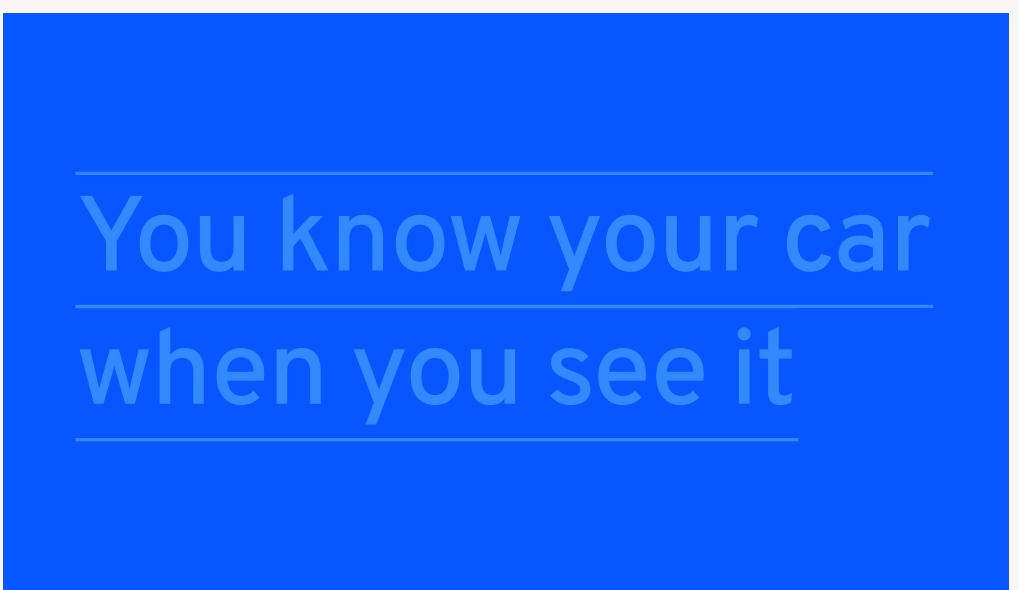
**Don't** overuse our blue.



**Don't** use unapproved colors.



**Don't** apply low-contrast color combinations to key information.



# Typography

Our primary typeface Overpass will continue it's role, but we're refining the way we use it to promote clarity and stronger hierarchy in our compositions and work.

For  
every  
drive

## Typography

Our brand font

All primary typeface for GM communications is a sans serif typeface family called Overpass.

**Note:** Overpass is a free typeface designed by Delve Fonts, and is available on the [GM Brand Center](#).

Overpass regular

AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light  
Medium  
Regular  
Bold  
**Extrabold**

## Typography

### Helpful tips

**Do** use upper and lowercase.

This is easier to read.

**Don't** use all caps unless absolutely necessary.

THIS IS HARDER TO READ

**Do** limit type sizes and weights in a single application.

The one that  
pushes limits.

From performance vehicles to work trucks, from daily drivers to commercial delivery, we're creating EVs for every purpose.

**Do** consider consistency, hierarchy and alignment to create layouts that convey craft and expertise.

From performance vehicles to work trucks, from daily drivers to commercial delivery, we're creating EVs for every purpose.

From performance vehicles to work trucks, from daily drivers to commercial delivery, we're creating EVs for every purpose.



**Don't** use too many type sizes or weights in a single application where it appears messy and disorganized.

The one that  
pushes limits.

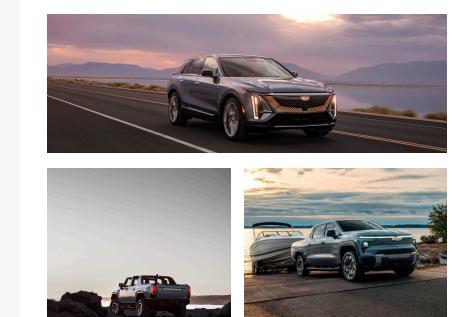
From performance vehicles to work trucks, from daily drivers to commercial delivery, we're creating

Pioneering innovation, awe-inspiring performance. Every day, we're advancing the frontiers of what's possible with our all-electric lineup.

We are all in on EVs—with our first, fully dedicated 4.51 million square foot EV assembly plant.

We're creating next-generation battery advancement at our battery innovation hub.

We've invested \$2.3 billion in the future of EVs with our second battery cell manufacturing plant.



# Imagery

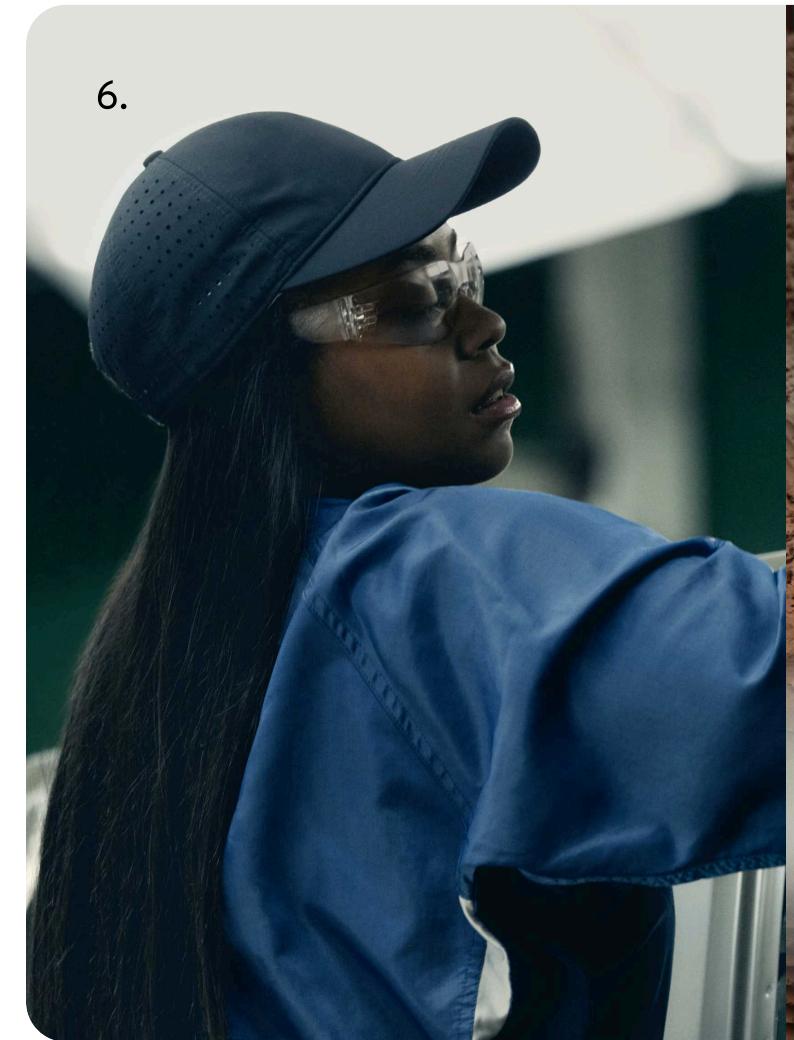
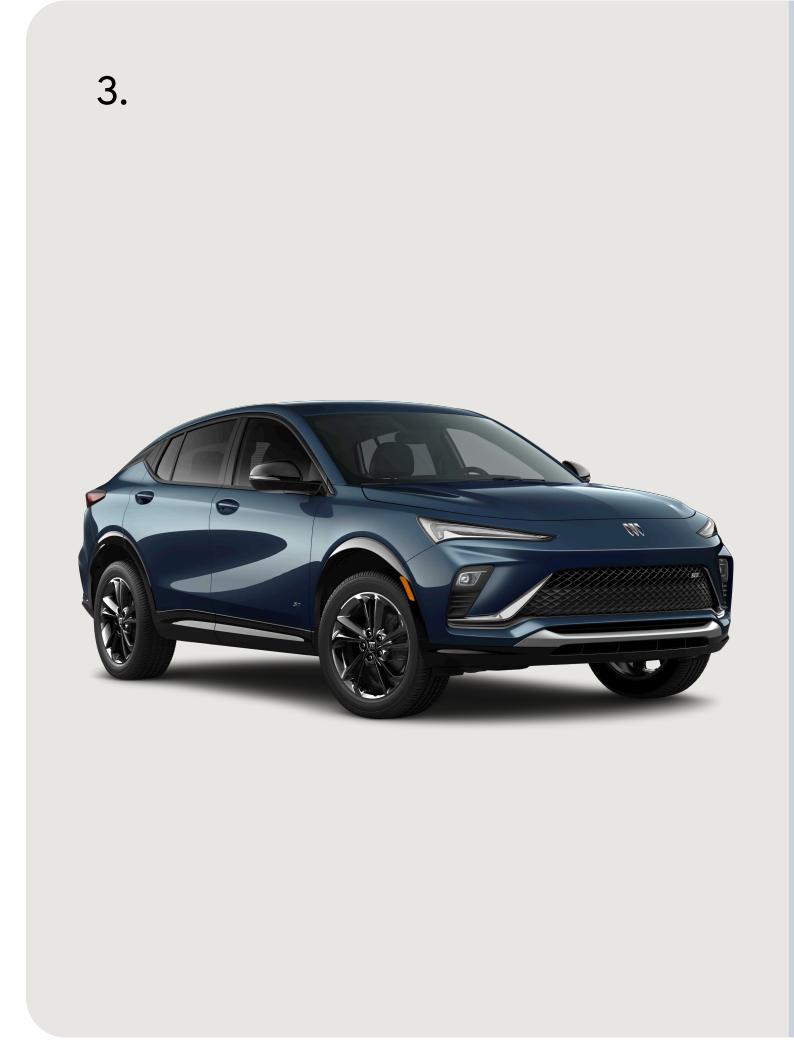
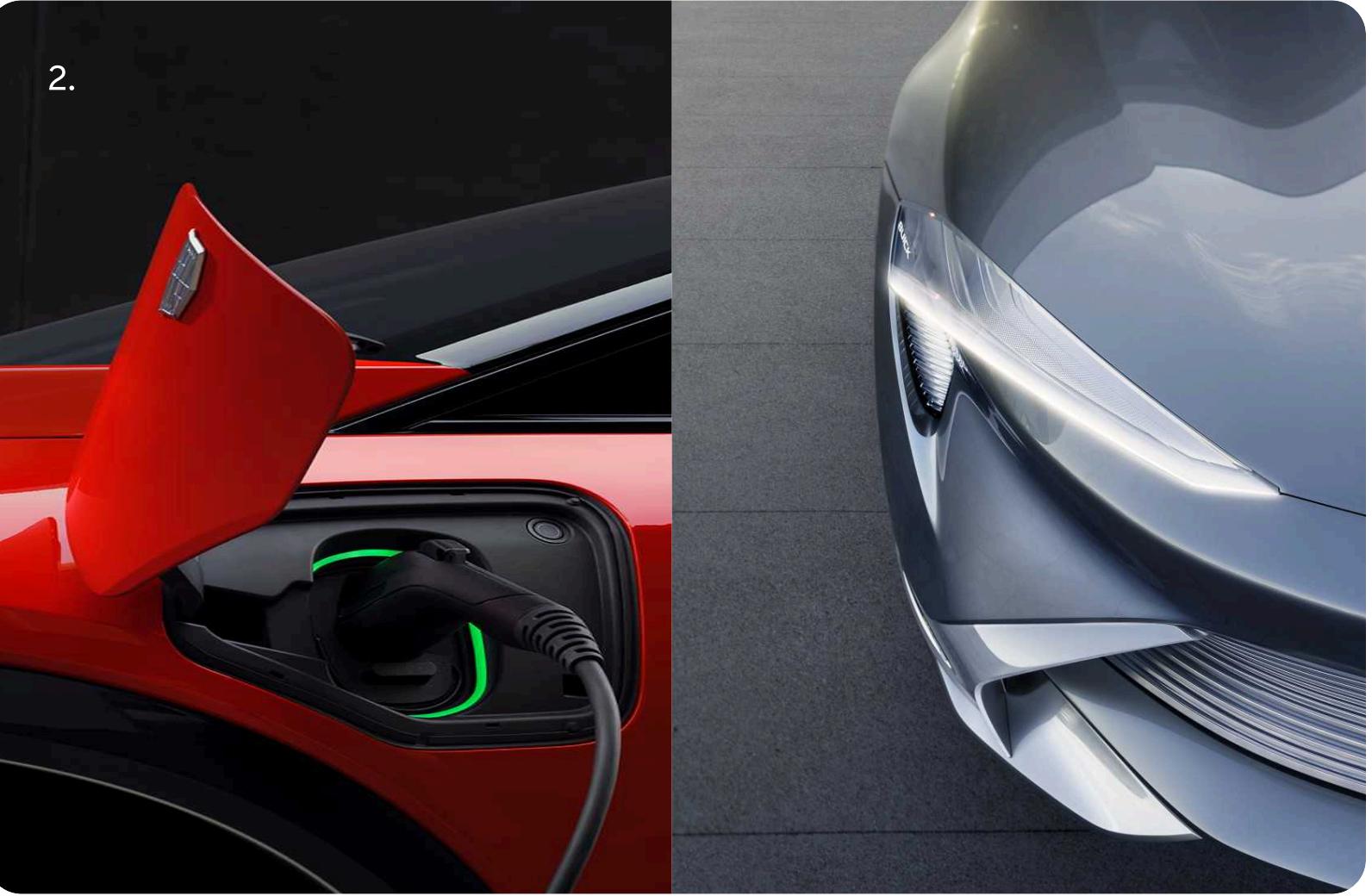
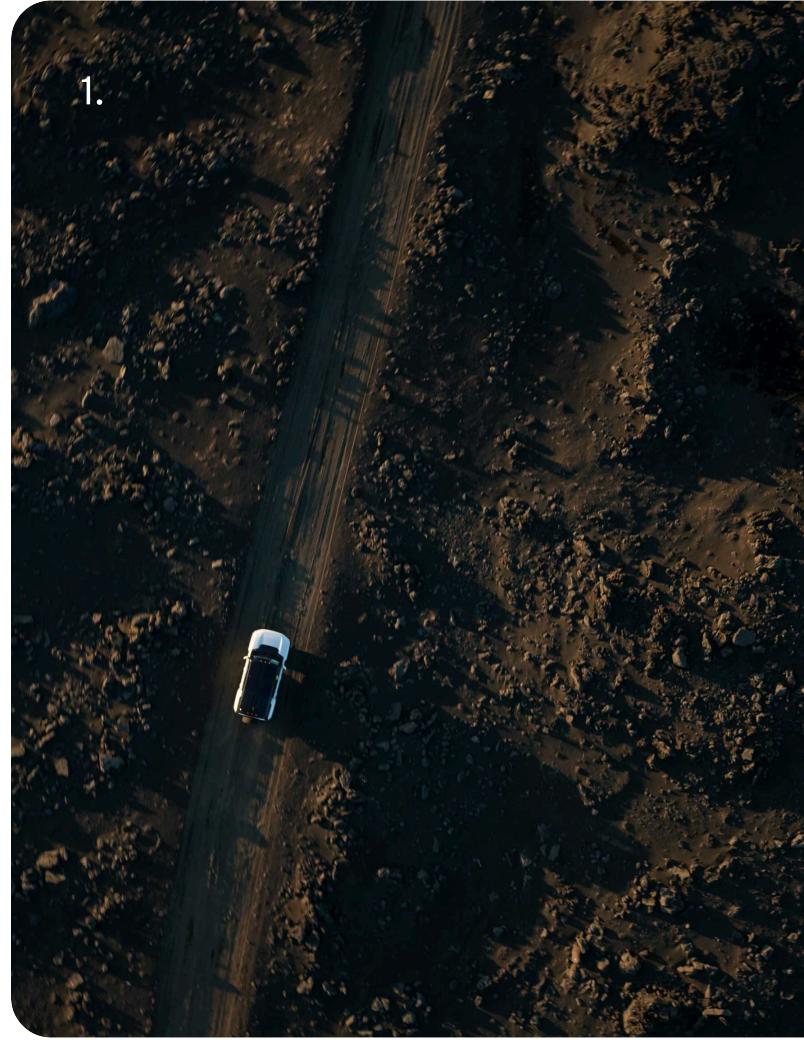
We're moving toward imagery that highlights the beauty of everything we create, while showcasing our breadth of amazing products and the vastness of our customer journeys. We're passionate about our product – so our product is always the hero and reflects the craft and beauty we create.



# Imagery

## Categories

1. Product in environment
2. Product details
3. Product isolated
4. Our customers
5. Our brands
6. Our people



## Imagery

### Selecting imagery

Observe the following principles to achieve the correct tone and quality. Make sure to represent diversity of our products, environment, age, ethnicity, and gender.

**Clear composition**  
Create uncluttered and focused compositions.

Too cluttered



Too unfocused



Too many effects



Too artificial



**Vibrant, natural color**  
Utilize natural lighting free from effects.

Too candid



**Authentic, everyday moments**  
Capture true-to-life moments that feel authentic.

Too posed



# GM Underline

We're giving new meaning to the iconic GM underline. It's a visual element that positions GM as the foundation that brings customers the one for every drive.



## GM Underline

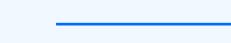
### Origins

Derived from our logo today and throughout our history,  
– the GM underline is both unique and true to our heritage. We use this iconic element in a number of ways across our applications from highlighting products to emphasizing messaging to show how we create the one – for every person, purpose, and journey.

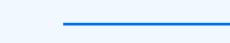
#### Underline proportions



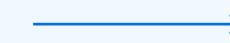
Logo  
1:6.518



Underline  
1:6.5



You know your car



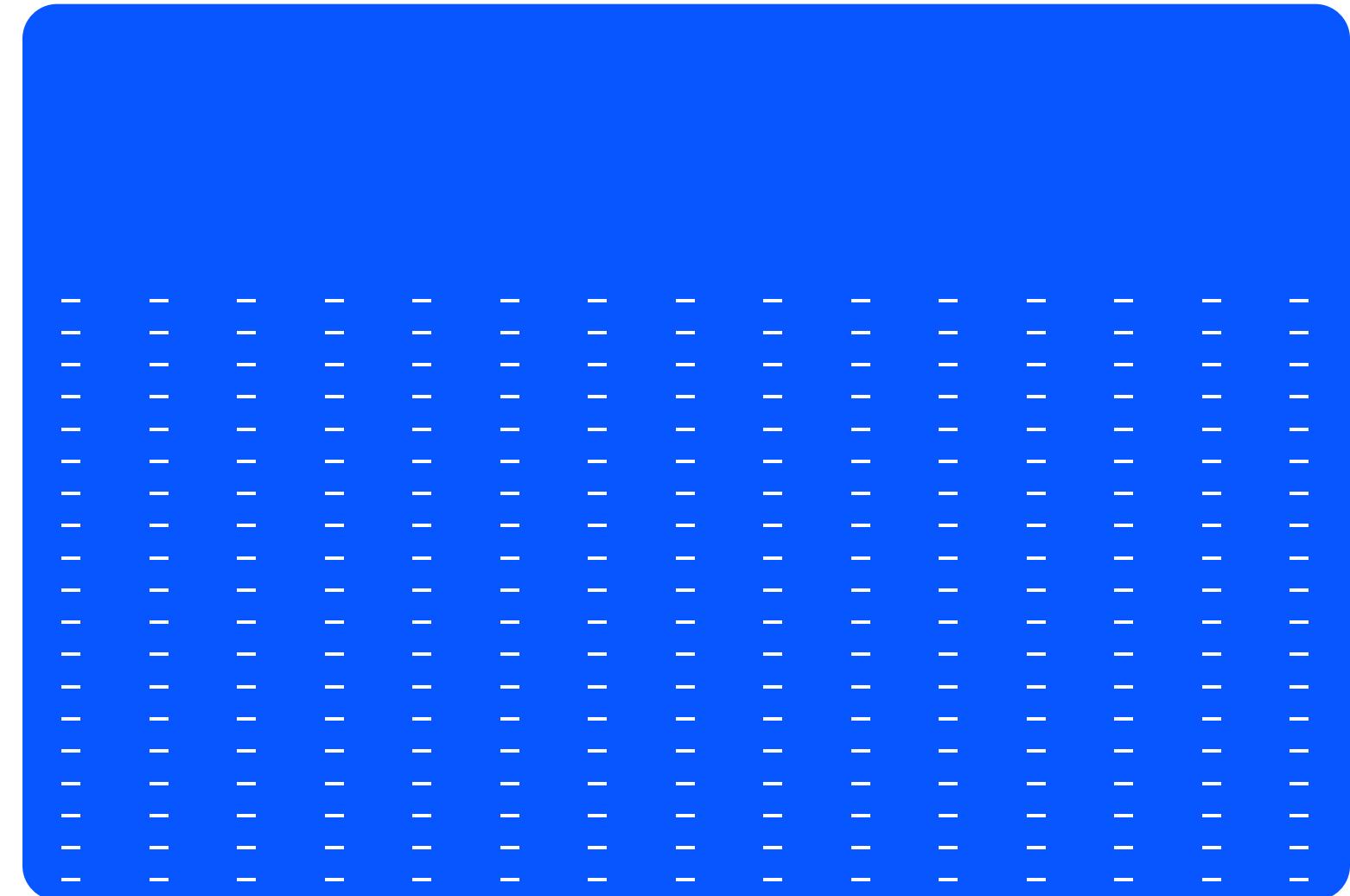
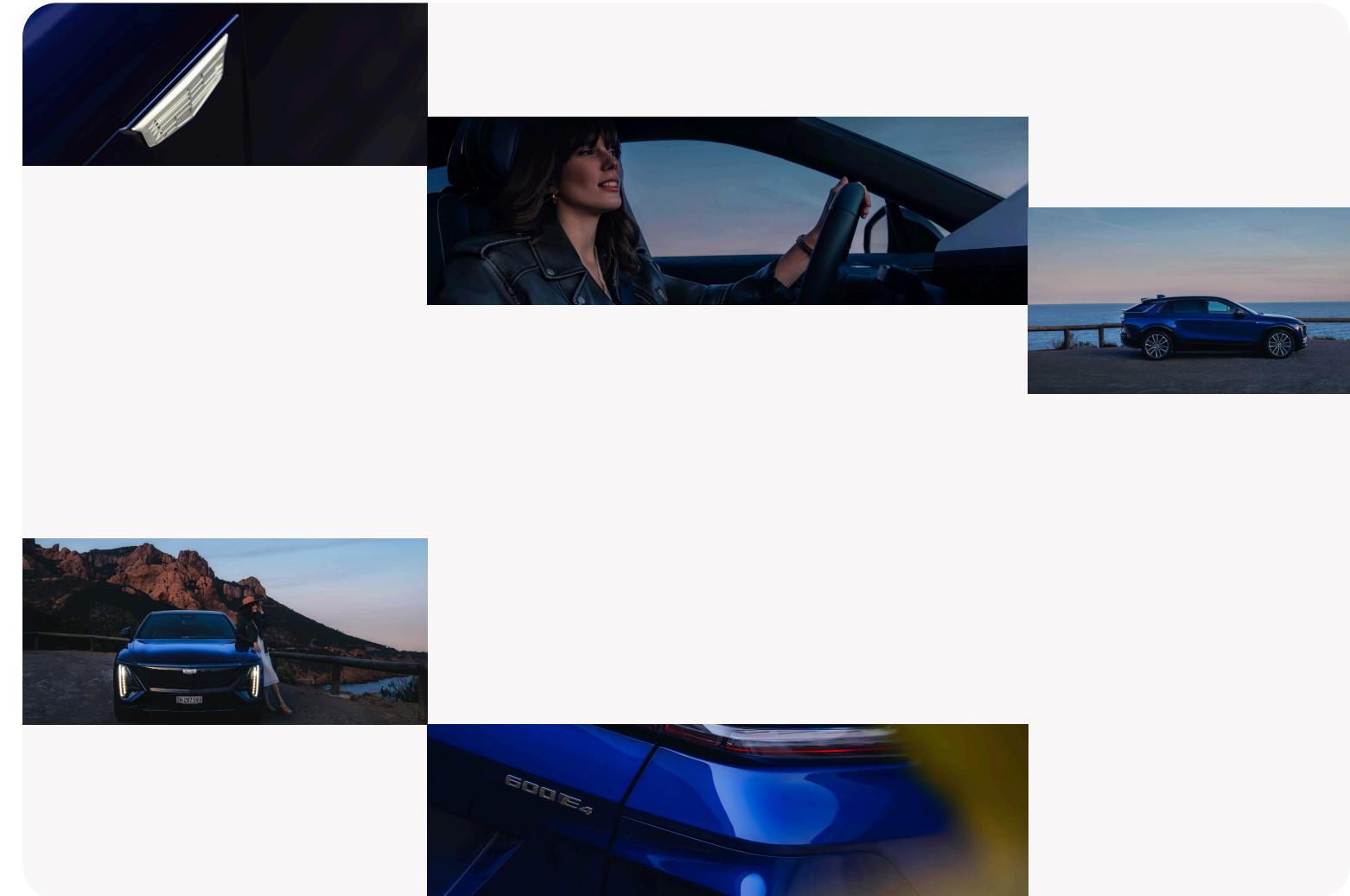
## GM Underline

### Activating our underline (examples)

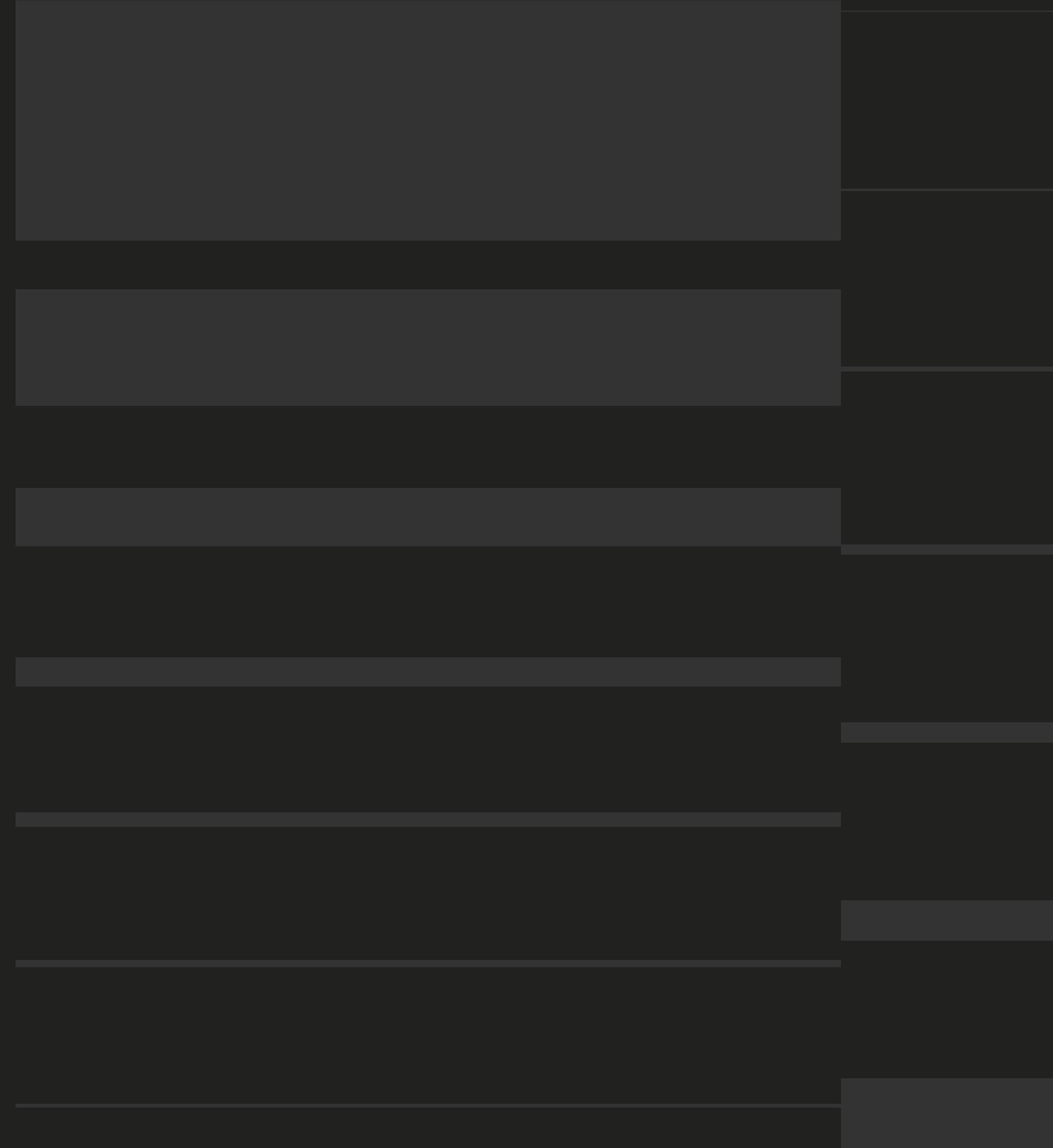
Below are examples of how the GM Underline will inspire a design language that will help tell our story in a distinctly GM way. More specific guidance and assets are in development and will be rolled out in the coming months. These approaches are reserved only for those working in partnership with the [GM Brand Team](#).

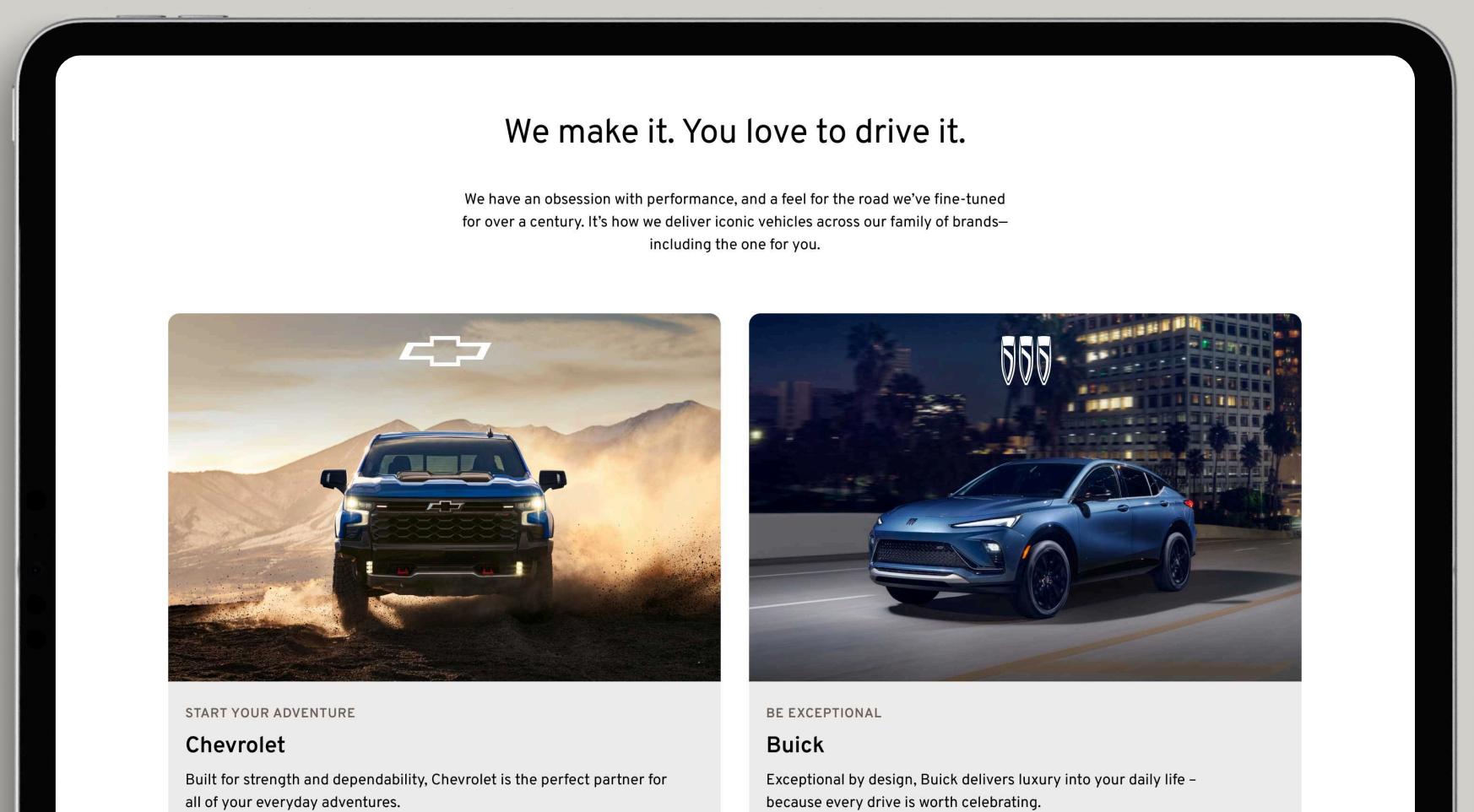
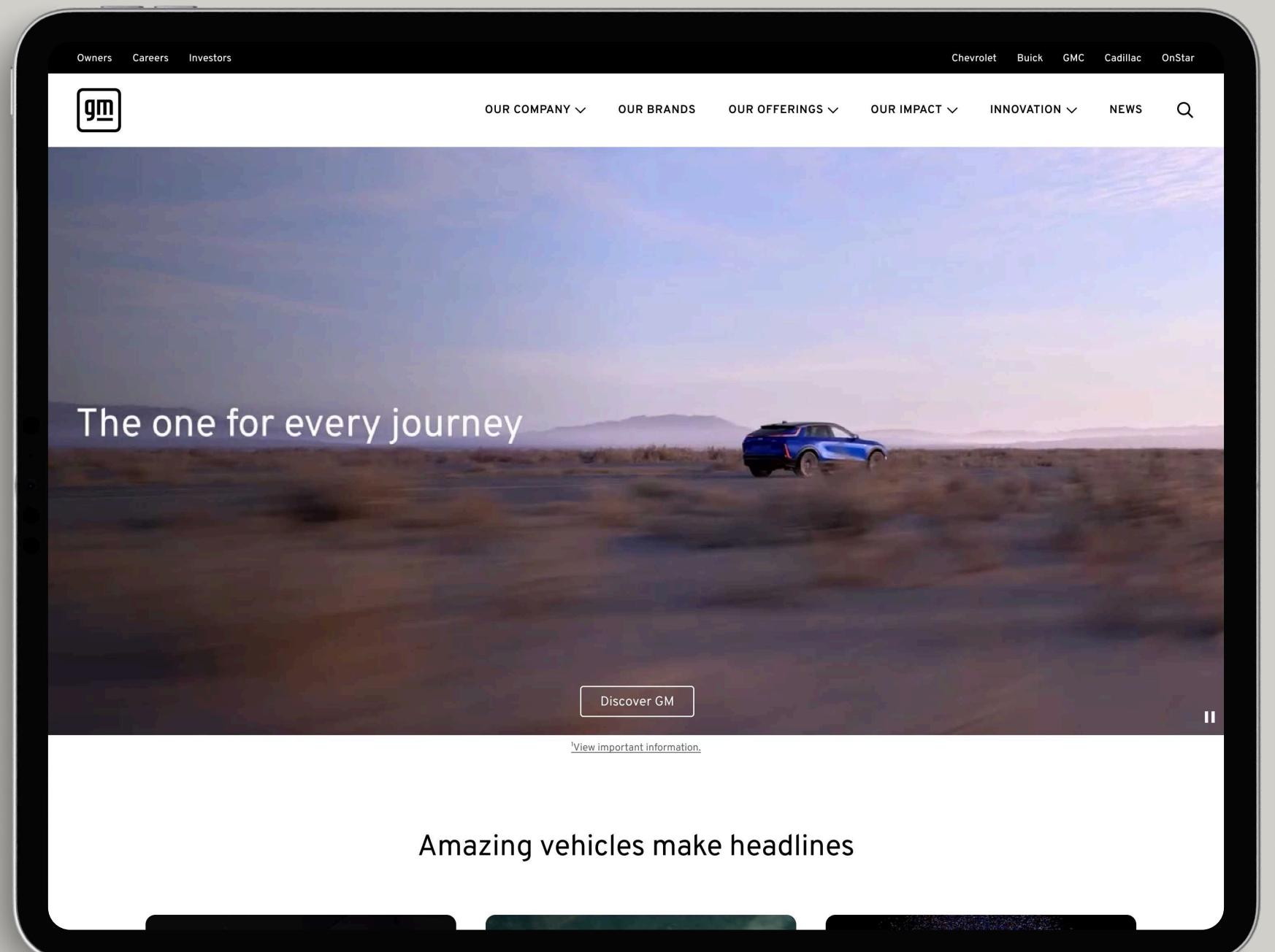
You know  
your car when  
you see it

The one  
you can  
trust



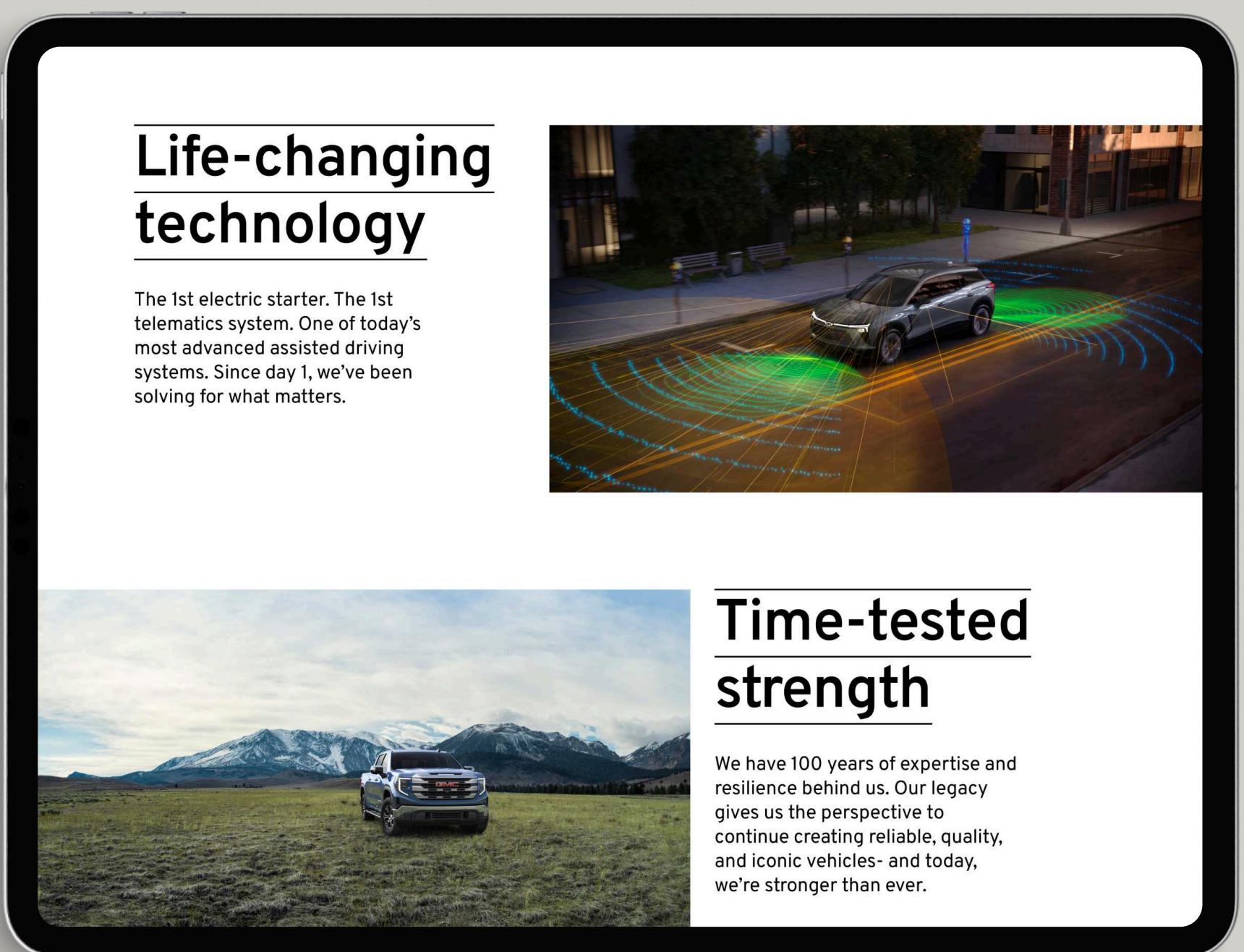
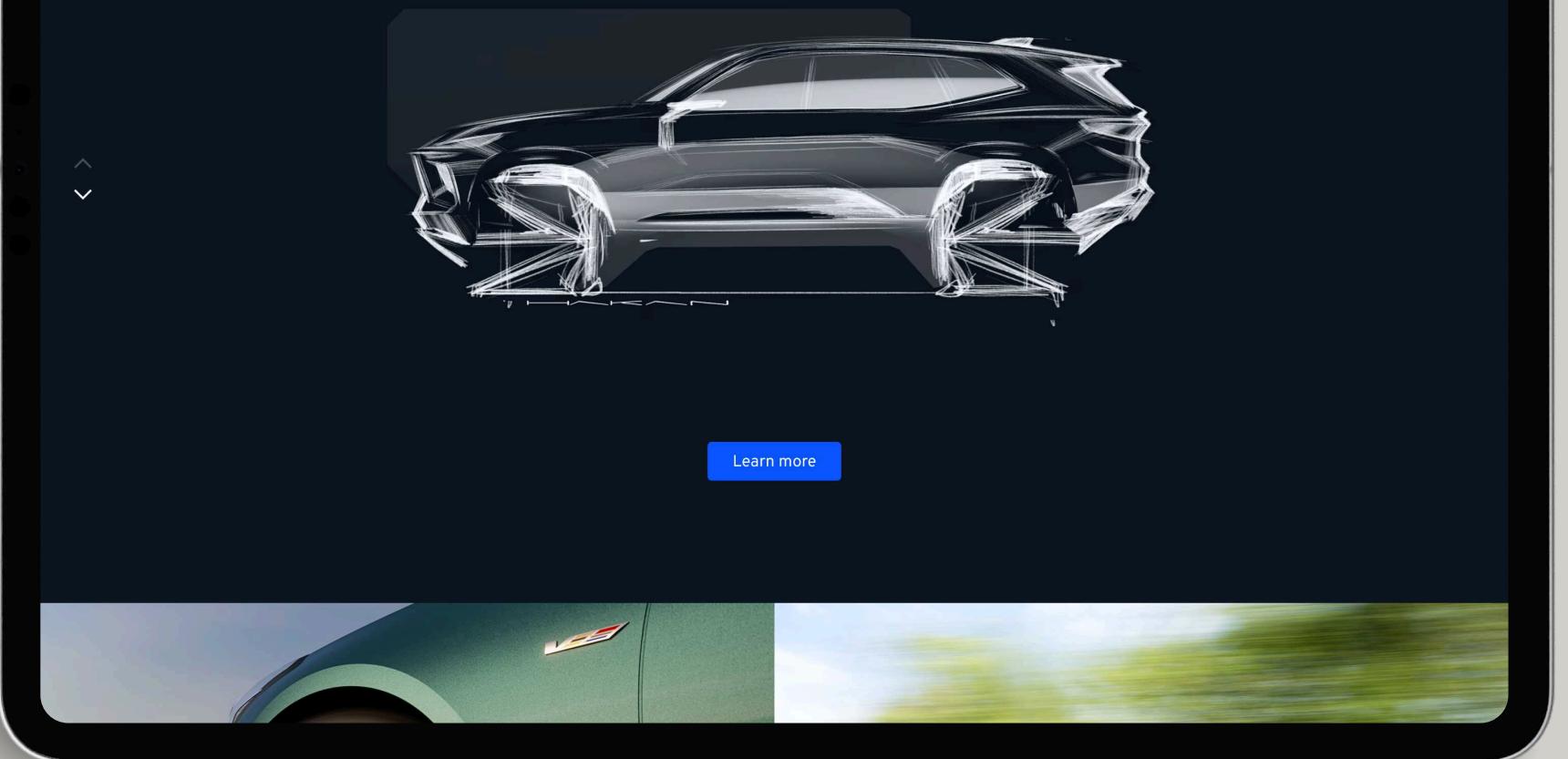
# How it all comes together



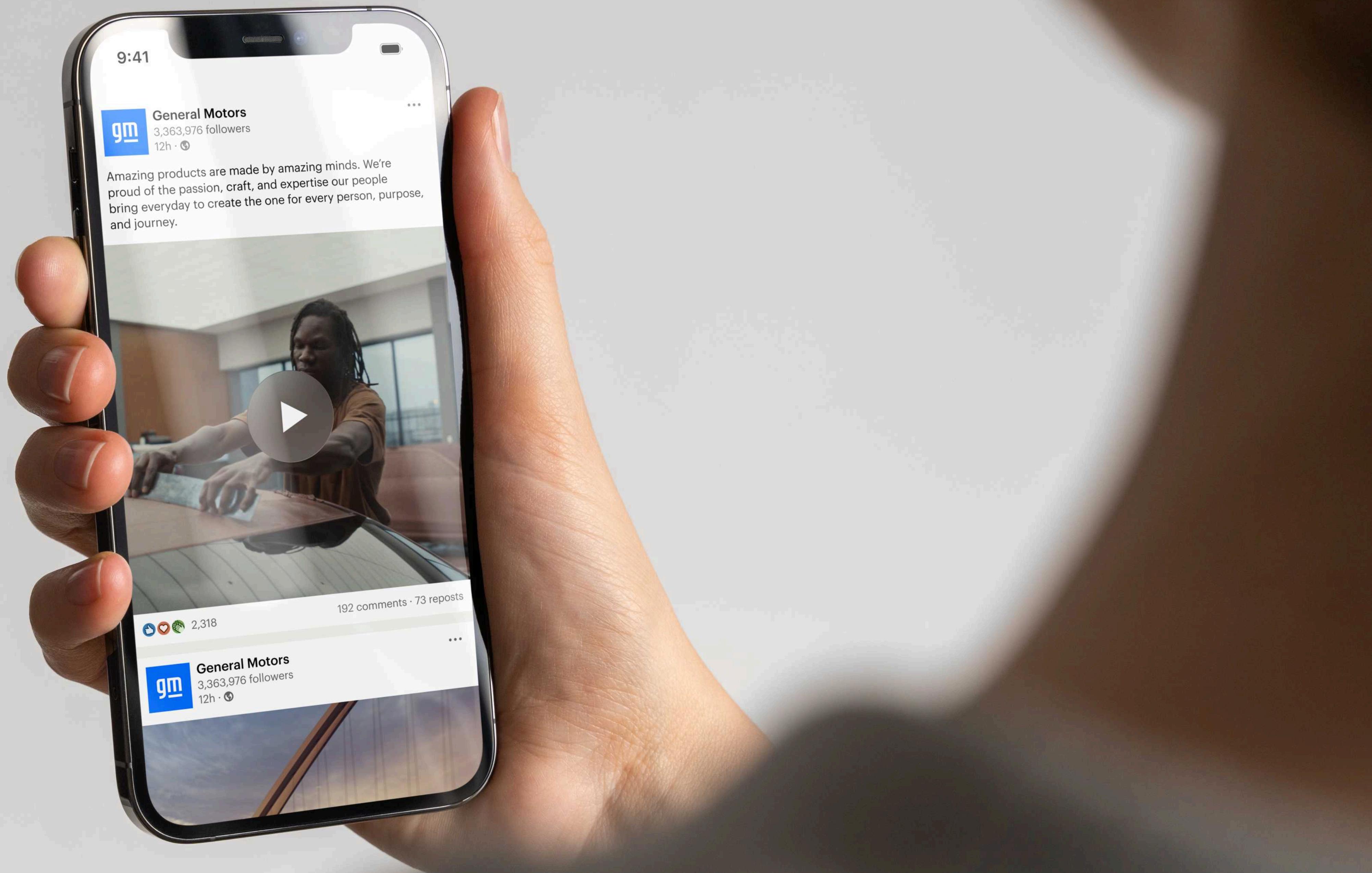


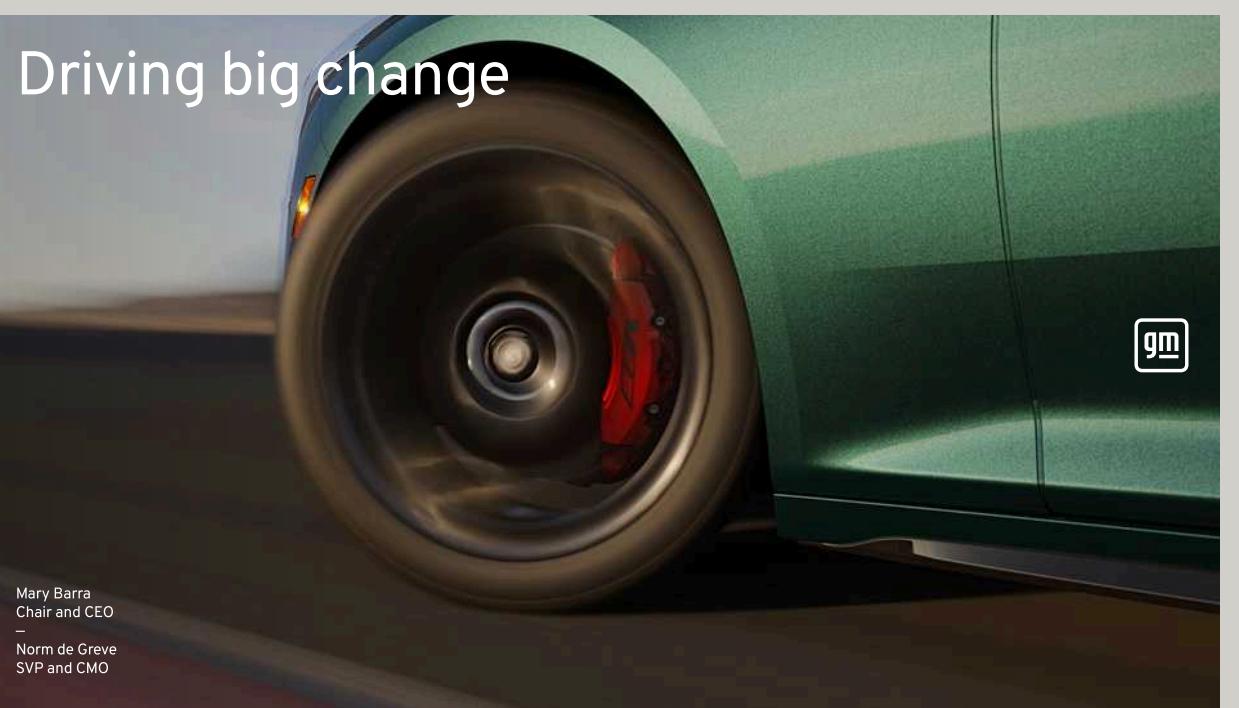
## Engineered for today and tomorrow

A car should be built to go the distance with you. It's why we design every new feature and technology to make your drive safer, easier, and more enjoyable for years to come.



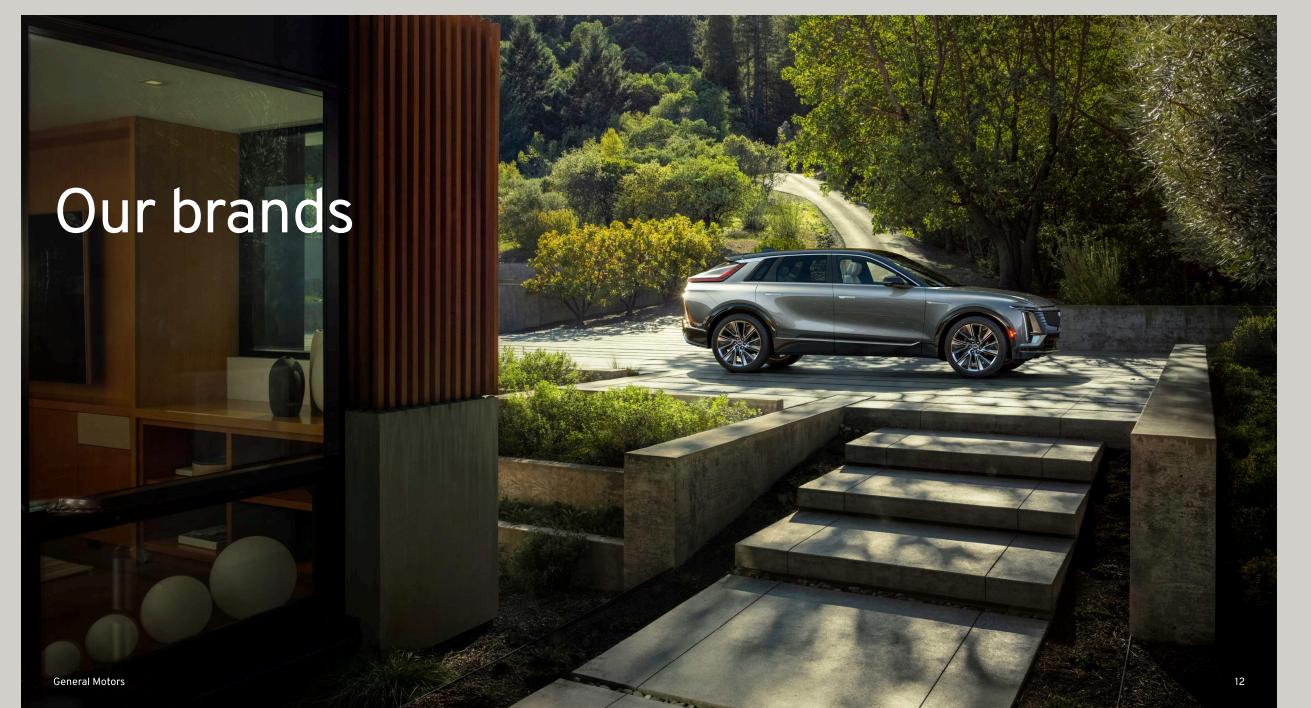
## Social





Designers, engineers, innovators. Our expert team of problem-solvers are the driving force behind GM's exceptional portfolio of vehicles.

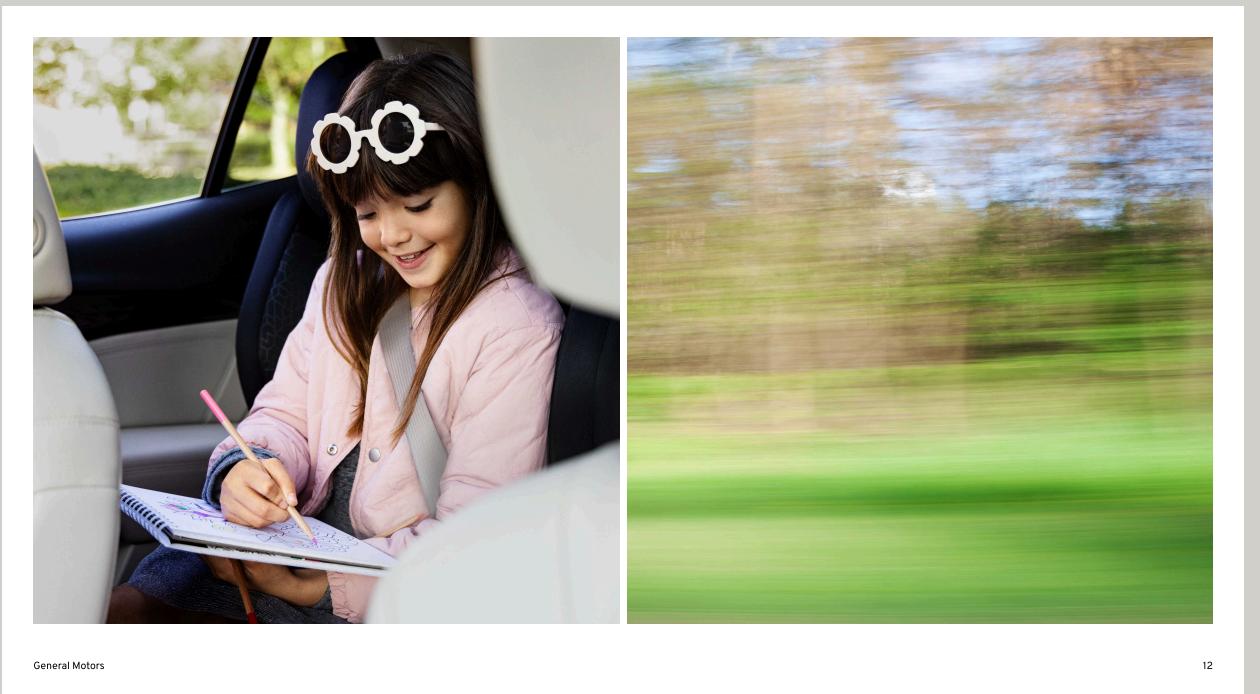
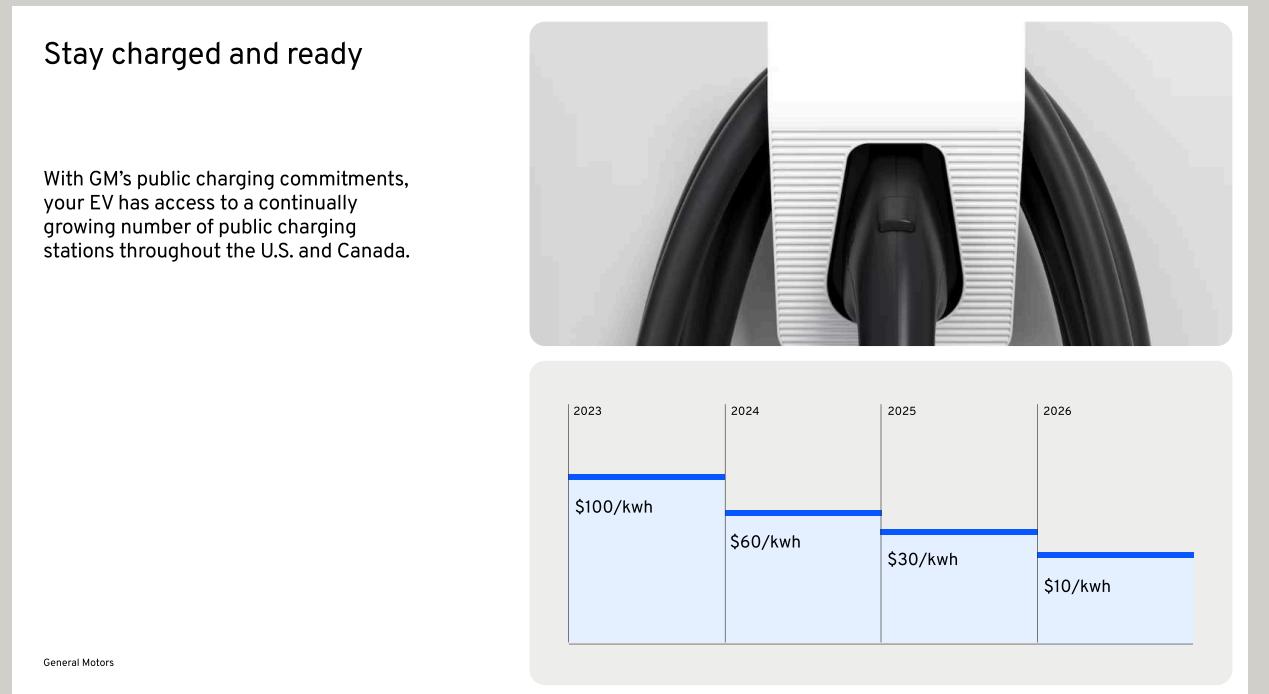
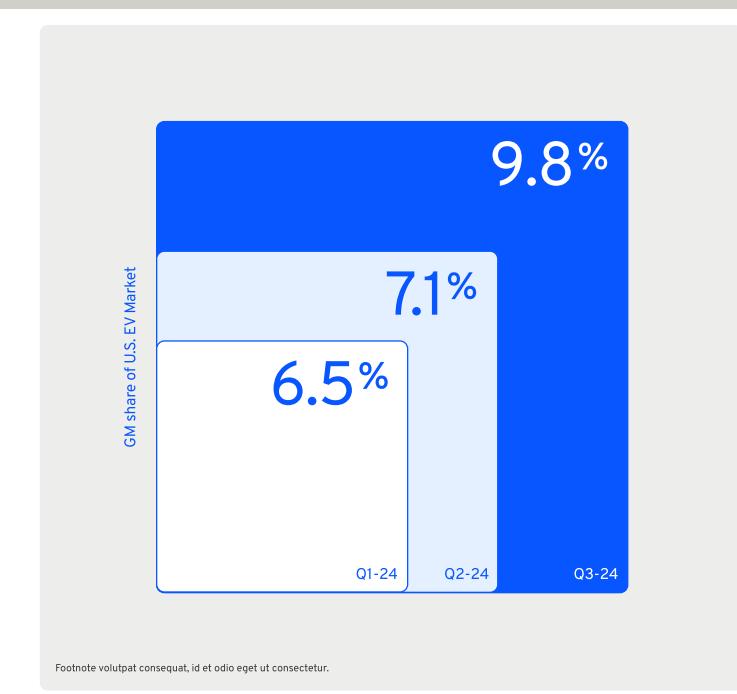
General Motors



From performance vehicles to work trucks, from daily drivers to commercial delivery, we're creating EVs for every purpose.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

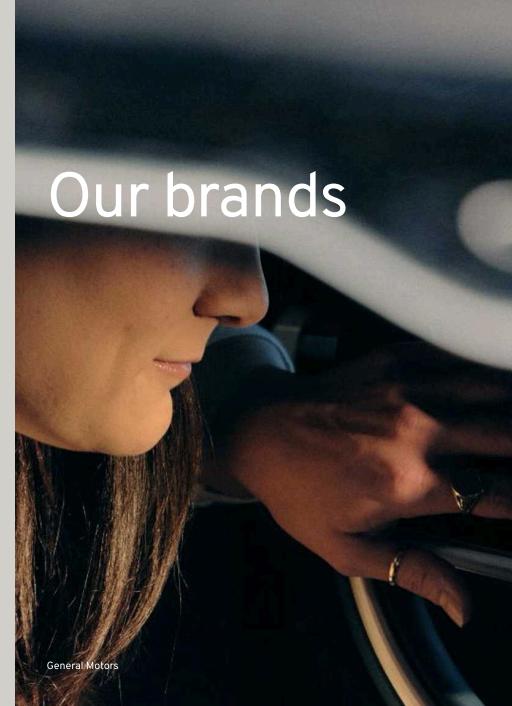
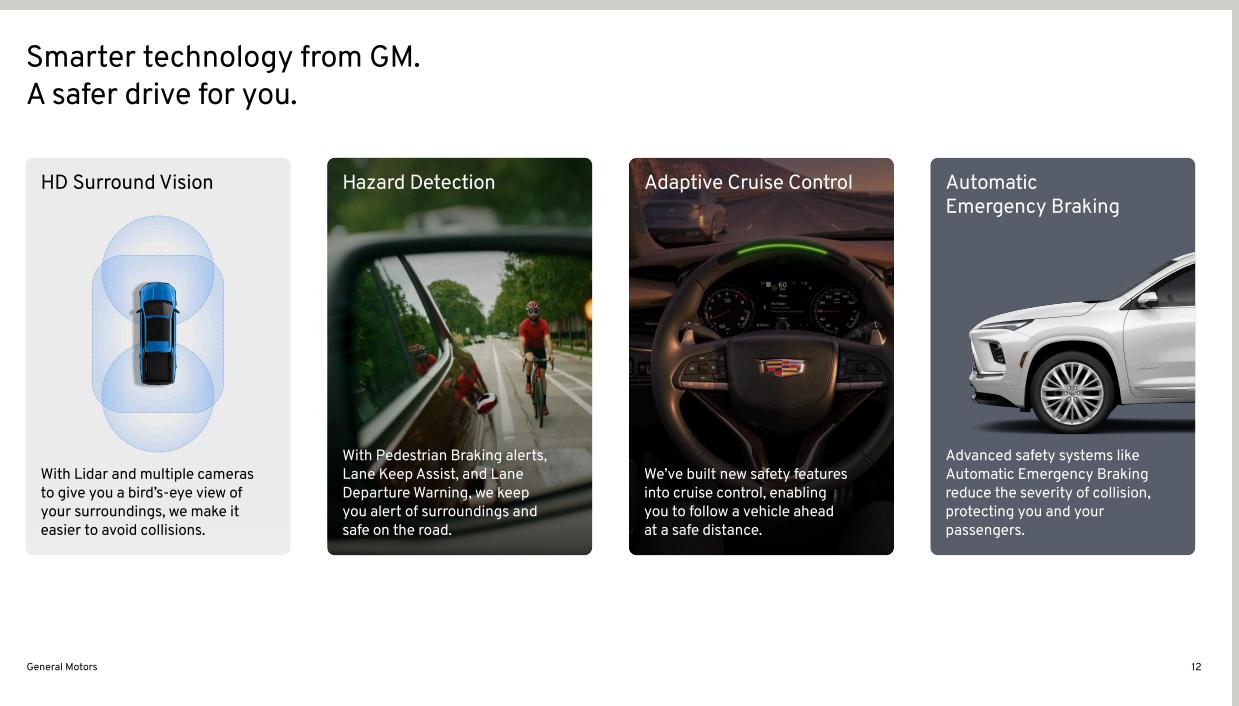
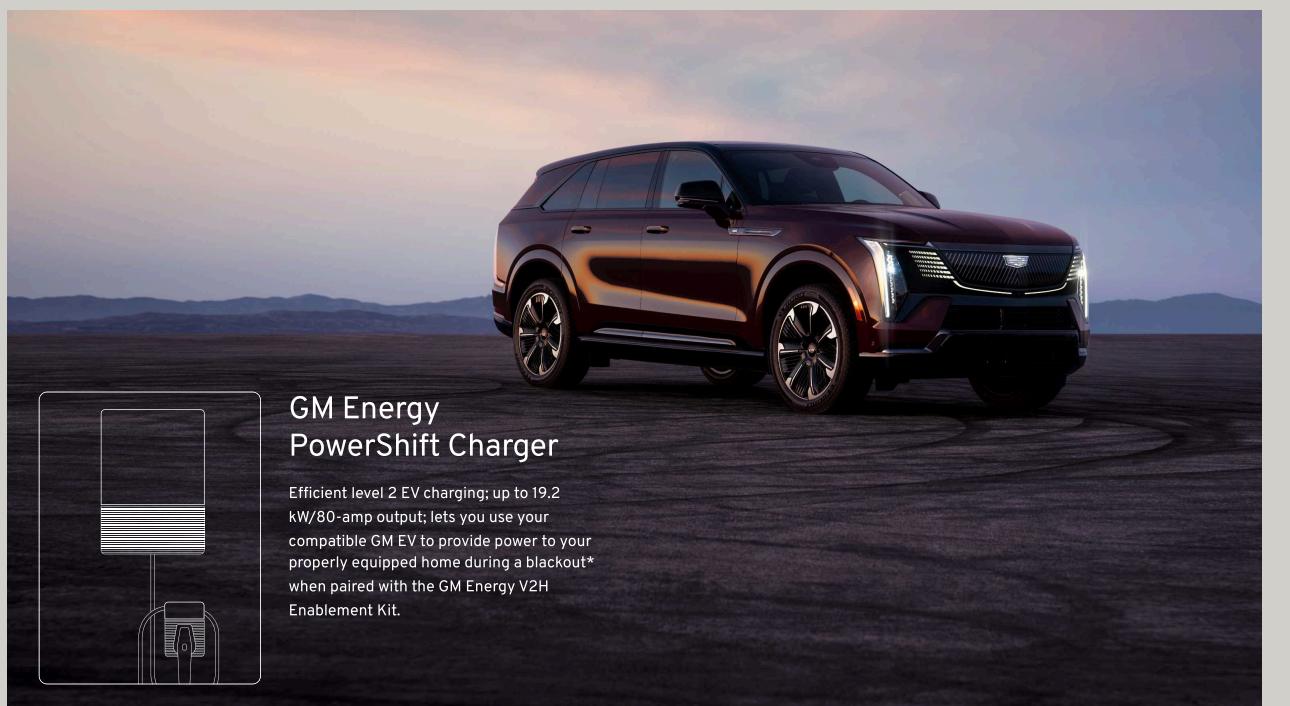
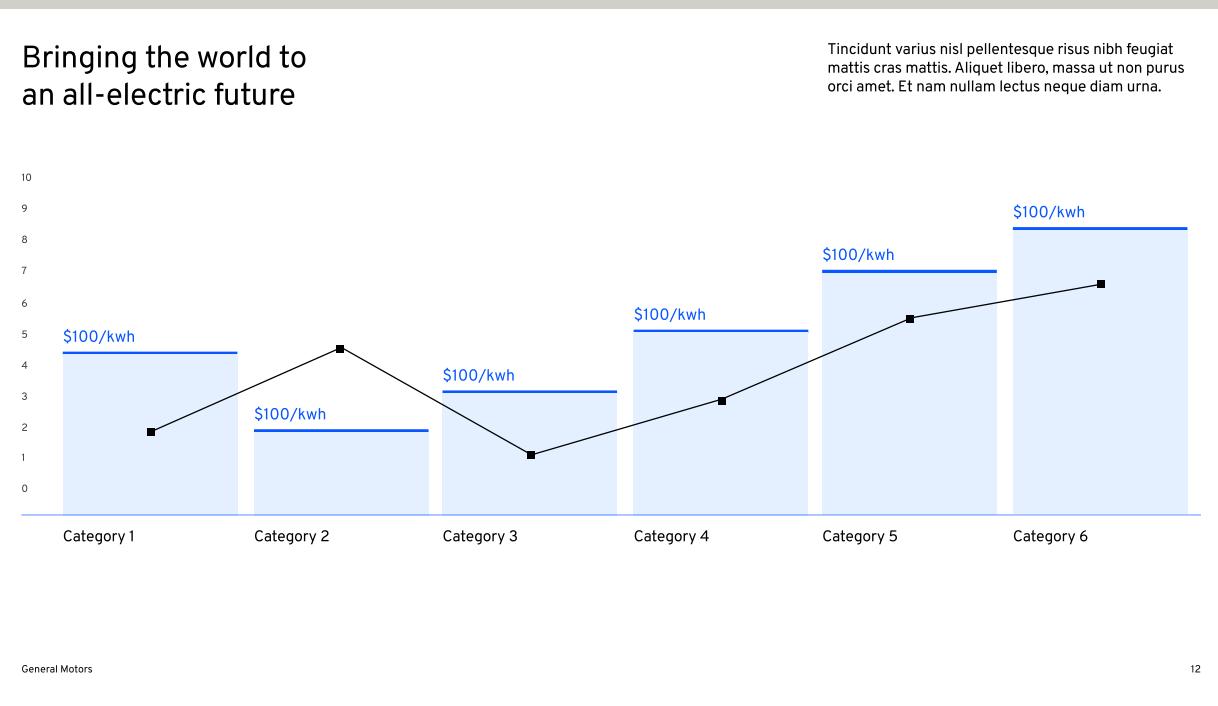
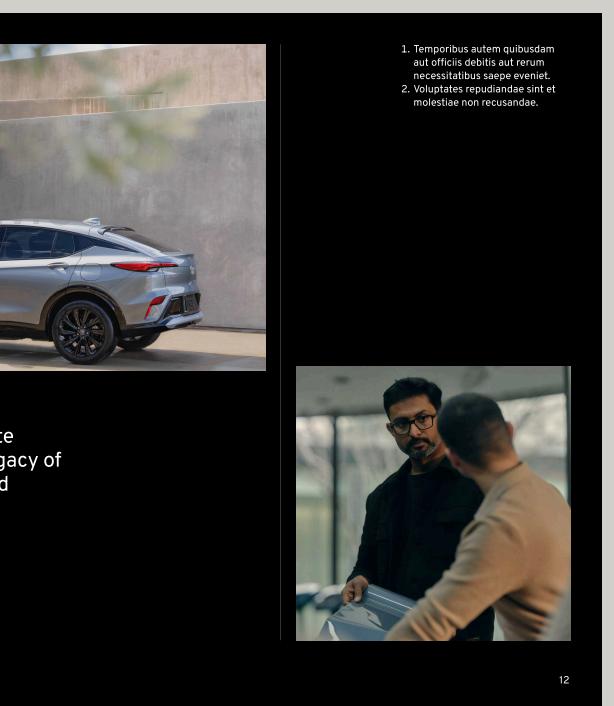
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2025 GMC Canyon

\*The Manufacturer's Suggested Dealer set final price. Click

General Motors



## Merchandise

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## Phone wallpaper



# Our brand in writing

We want our copy to embody our role as a confident, passionate, and trustworthy brand.

Here are some initial tips on how to do that.

#### We do



- We communicate with conviction and intention.
- We use words and sentence structure that are clear, direct, and easy to follow.
- We use expressive language that shows our love for the craft.
- We get excited by what our teams do AND what our customers will experience – and show our enthusiasm with an energetic tone.
- We're informative, but we don't use jargon or technical terms when not necessary.
- We speak like real people, not a faceless corporation.

#### We don't



- We don't overstate or needlessly embellish our accomplishments but let them speak for themselves.
- We don't turn everything up to 11 – our passion should always feel authentic, never forced or exaggerated.
- We're not so fixated on the past that we lose sight of our bright future.

**Speak in the first person**

We're here to meet the needs of everyday people; let's speak like one. We use personal pronouns like "we," "us," "our" when referring to ourselves and "you" and "your" when referring to our audiences. This feels more authentic and inspires connection.

**Avoid unnecessary jargon**

We want to meet our audiences where they are and speak with language they can understand. Be discerning with where and how you use terms that only industry insiders will understand. Consider defining industry terms in simple language if you must use them to bring everyone along for the ride.

**Be clever – tastefully**

There's power in drawing our audience in with a bit of wordplay or an unexpected turn of phrase, when appropriate to the context. It reflects the way we as people communicate with each other. However, we don't want to overdo it. Cleverness should feel like a wink, not invite an eyeroll – and should never come at the expense of clarity.

**Serial commas**

This is a major exception from AP Style. While AP Style does not use a serial (aka Oxford) comma before the last item in a series, we do. It helps reduce the chance of misinterpretation, and we drive clarity for our audiences wherever we can.

**Personalize when possible**

We want to create connection with our audiences. Communications should feel like a conversation, not a presentation. Tailor points and materials to meet specific audience needs or perspectives.

**General capitalization**

We capitalize proper nouns like names, specific places, nationalities, time periods, and our product names. As a general rule, we use sentence case as it feels the most eye-level. This applies to headlines and calls to action. If the design calls for it, all-caps or small caps may be used for section headers or navigational items on the website.

# This is just the start

For additional information and answers  
to questions not found in this quick guide,  
please contact: [GM Brand Team](#).

To access approved assets please  
visit our [Brand Center](#).

