

GM Financial logo quick reference guide

The General Motors brand identity is one of our most valuable company assets. Follow these logo guidelines to ensure consistent representation of the brand.

Components

The GM Financial logo is a lockup of the GM brandmark and the Financial wordmark. The size, spacing and alignment of the logo's components have been carefully considered. Do not separate, alter or attempt to recreate the components.

Variations

There are two variations of the logo: horizontal and vertical. The horizontal lockup is preferred for most applications. Use the vertical lockup for space restricted situations.

Clearspace

Clearspace is defined as the area of isolation maintained around the logo to facilitate optimal legibility. Do not place any text or graphics in this area.

The minimum clearspace around the logo is equal to the width of the letter "m" in the GM brandmark. Clearspace requirements are the same for all lockups and color variations.

Minimum size

The logo can be scaled up as large as needed, but it should never be used at sizes smaller than the recommended minimums shown here. The logo minimum size is measured by the lockup height.

Make sure that you maintain the logo's aspect ratio when scaling.

Components



Variations

Horizontal lockup
Preferred

Vertical lockup
Secondary/space restricted



Clearspace

Horizontal lockup



Vertical lockup



Minimum size

Horizontal lockup



Vertical lockup



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Color variations

The horizontal and vertical GM Financial logo lockups are available in blue, white, and black.

The preferred color variations are blue or white.

The special-use black logo is intended for use when color is not available or shape-based applications are needed (such as embossing).

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

Background use

For all versions of the logo, be sure there is sufficient contrast between the logo and background: legibility is paramount.

Logo assets

Logos are available in the following color spaces:

Pantone (for print use only)

CMYK (for print use only)

RGB (for digital use)

Logo assets are available in the following file formats:

Vector:

AI = Adobe Illustrator

EPS = Encapsulated PostScript

SVG = Scalable Vector Graphics

Raster:

PNG = Portable Network Graphics

Logo artwork files are named so that you can easily find the right artwork for your needs.

Color variations

Blue logo on white background



White logo on black background



White logo on blue background



Black logo on white background



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

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

White
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: FFFFFFFF

Our colors are created by using precise formulas that are specified for each color system we use: Pantone, CMYK, or RGB. The exact formulas for each color in each system are shown here. Always use the color formulas listed. Do not adjust them or use values resulting from converting from one color system to another.

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Misuse

Correct and consistent use of our logo is an essential part of building brand equity. These examples show a few specific things to avoid when using our logo.

Always use approved artwork.



Do not use the gradient brandmark.



Do not modify the logo configuration.



Do not create new lockups.



Do not recolor the logo.



Do not outline the logo.



Do not add drop shadows or other effects.



Do not place the logo on a background color of poor contrast.



Do not place the logo on a background color of poor contrast.



Do not place the logo on a pattern or textured background.