

# Reference Guide: Dex Family Marks

We appreciate your partnership as a GM Dex-Fluids licensee. The following guide provides logo usage specifications for appropriate art direction and use of the Dex marks—dexos™1, dexos™2, dexos™D, dexron™, and dexcool™—to ensure consistent representation of the brands.

All artwork must be submitted for review and approval to the GM Licensing team prior to any production releases.

The use of the Dex marks is limited exclusively to approved GM licensees and direct General Motors entities. Usage of the marks by unauthorized entities will result in violation of trademark infringement and be subject to penalties by law.

## Contact

Diana Scott: [diana.3.scott@gm.com](mailto:diana.3.scott@gm.com)

Joseph Pospisil: [joseph.pospisil@gm.com](mailto:joseph.pospisil@gm.com)

Garret Bien: [garret.1.bien@gm.com](mailto:garret.1.bien@gm.com)

## Variations

### Dex Marks Primary Logos

The Dex Marks Primary Logos represent the primary visual foundation of the Dex marks’—dexos1, dexos2, dexosD, dexron, and dexcool—identity. To ensure the dexos logo’s visibility and impact, always maintain a level of contrast between the logo and the background.

### Dex Marks Reverse Logos

Only use the Dex Marks Reverse Logos if there is insufficient contrast between the logo and the background. The white rectangle is part of the dexos reverse logo. Do not remove or change the dimensions of the rectangle.

All elements of the Dex family of logos have been created in vector art. This enables the logos to be scaled to any size without losing their integrity.



## Clear Space

Minimum clear space must be maintained. “X” is half the height of the words GM APPROVED.

The white rectangle around the reverse logo maintains the minimum clear space, so no other minimum space considerations need be met.



## Minimum Size

The logo can be scaled up as largely as needed, but it should never be used at sizes smaller than the recommended minimum shown here, measured by the lock-up height. Make sure that you maintain the logo's aspect ratio when scaling.

The reverse logo measurement is taken from the width of the white rectangle.

**These are for reference only and should be followed based on container size for ANY Dex mark. Not all sizes are used across all fluids.**



### For 1-quart label

Minimum size: 1.5 inches or 38.1 mm

### For 1-gallon/3.78-liter label

Minimum size: 1.625 inches or 41.275 mm

### For 5-quart label

Minimum size: 1.625 inches or 41.275 mm

### For 6-gallon label

Minimum size: 1.75 inches or 44.45 mm

### For 55-gallon drum label

Minimum size: 2 inches or 50.8 mm

## Color

Be sure there is sufficient contrast between the logo and the background: legibility is paramount.

A special-use black logo is accessible for cartons/drums and one-color black-and-white labels only. Any additional colors are strictly forbidden.



pantone 363



pantone 363



pantone 638



pantone 7583C



pantone 300C



pantone 3272

Apply these guidelines for all Dex marks including dexos1, dexos2, dexosD, dexron, and dexcool.

### Do:

- Use primary logo on light backgrounds
- Use reverse logo on dark backgrounds
  - The white rectangle is part of the reverse logo and includes necessary clear space around the logo
- Maintain accurate clear space
- Submit label artwork for appropriate review and approval by GM. Reference artwork for the General Motors dexos logos can be found under the "Artwork Standards" link along the top of the e-submission landing page at [dexossubmission.org](http://dexossubmission.org) (note: you must be logged in for access).
  - To get your label artwork reviewed, upload your label artwork to your corresponding brand license request in the e-submission system. Please ensure that all label artwork is uploaded as file type "Artwork."
  - Label artwork for each package size for each brand license request must be reviewed and approved by General Motors prior to use of label artwork on your product packaging.
  - You will receive via email either an approval of your label artwork or instructions for any required modifications to your label artwork. Once you've made any required modifications, please upload your modified label artwork to the brand license request in the e-submission system.

### Don't:

- Don't change the orientation of the logo to vertical
- Don't angle the logo
- Don't use the GM OE flag
  - It's not permissible for licensee use
  - Contact the GM Licensing team for further guidance
- Don't change the relationship or proportions of the logo elements
- Don't attempt to redraw, recreate, or alter the provided logos in any way
- Don't change any of the color values of the logo
- Don't remove or change the dimensions of the white rectangle on the reverse versions of the logo
- Don't change the tracking of the logo
- Don't place text or other graphic elements within the minimum clear space of the logo
- Don't combine the logo with graphic elements or enclose it within another shape
- Don't use over-busy backgrounds
- Don't alter the sequence of the logo elements
- Don't build your own lock-up
- Don't translate any portion of the logo