

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.

Contacts:

Deborah Wils: deborah.wills@gm.com

Amanda Mullen: amanda.crider@gm.com

Joseph Pospisil: joseph.pospisil@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.

An all-black logo is required for oil/fluid cartons and drum labels and is available for one-color, black-and-white printing only. Otherwise, full-color primary and full-color reverse logos are required. Any additional colors are strictly forbidden.



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

Do:

- Logo **MUST** appear on the front label
- 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 (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 location of the logo to the back label
- 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

Master Art 20170a dexos1 GEN3 primary logo
CMYK



20170a - primary logo



cmyk



pantone 363



Clear space must be maintained around the logo.
X is 1/2 the height of the GM APPROVED - GEN 3



FOR 1QT label
Minimum size - 1.5 inches or 38.1mm



FOR 5QT label
Minimum size - 1.625 inches or 41.275mm

Revised & Released: 10.23.19

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20170b dexos1 GEN3 logo
CMYK



FOR 1QT label
Minimum size - 1.5 inches or 38.1mm
Measurement is taken on the width
of the white rectangle



FOR 5QT label
Minimum size - 1.625 inches or 41.275mm
Measurement is taken on the width
of the white rectangle

20170b - reverse logo - for use on dark backgrounds
The white rectangle is part of the dexos reverse logo.
DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.
WHITE RECTANGLE INCLUDES CLEAR SPACE AROUND LOGO.



cmyk



pantone 363

Master Art 20235a dexos1 GEN3 primary logo bilingual CMYK



20235a - primary logo



CMYK: 75 24 100 9



pantone 363



Clear space must be maintained around the logo.
X is the height of the GM APPROVED



FOR 1QT label

Minimum size - 1.5 inches or 38.1mm

FOR 1 Gal. /3.78 liter label

Minimum size - 1.625 inches or 41.275mm

FOR 5QT label

Minimum size - 1.625 inches or 41.275mm

FOR 6 Gal. container label

Minimum size - 1.75 inches or 44.45mm

For labels on 55 Gal. drum

Minimum size - 2 inches or 50.8 mm

Revised & Released: 02.26.21 Updated 05.10.21

GM Design

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20235b dexos1 GEN3 Reverse logo Bilingual CMYK



Measurement is taken on the width of the white rectangle

FOR 1QT label

Minimum size - 1.5 inches or 38.1mm

FOR 1 Gal./3.78 liter label

Minimum size - 1.625 inches or 41.275mm

FOR 5QT label

Minimum size - 1.625 inches or 41.275mm

FOR 6 Gal. container label

Minimum size - 1.75 inches or 44.45mm

For labels on 55 Gal. drum

Minimum size - 2 inches or 50.8 mm

20235b - reverse logo - for use on dark backgrounds
The white rectangle is part of the dexos reverse logo.
DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.
WHITE RECTANGLE INCLUDES CLEAR SPACE AROUND LOGO.



CMYK: 75 24 100 9



pantone 363

Released: 02.26.21 Updated 05.10.21

GM Design

Never attempt to redraw or re-scale the dexos logo elements

**Master Art 20242 dexos1 GEN3 black logo
for cartons, 6 gal container label, 55 Gal drum label**



100% black



Clear space must be maintained around the logo.
X is 1/2 the height of the GM APPROVED - GEN 3



For cartons

Minimum size - 1.625 inches or 41.275 mm

For label on 6 gal. container

Minimum size - 1.75 inches or 44.45 mm

For labels on 55 gal drum

Minimum size - 2 inches or 50.8 mm

Released: 09.08.20 Updated 05.10.21

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20155a dexos2 logo (replaces 19933a-b, 19934a-b)
CMYK



20155a - primary logo



cmyk



pantone 638



FOR 1QT label
Minimum size - 1.5 inches or 38.1mm



FOR 5QT label
Minimum size - 1.625 inches or 41.275mm

Revised & Released: 6.28.19

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20155b dexos2 logo (replaces 19933a-b, 19934a-b)
CMYK



FOR 1 QT label
Minimum size - 1.5 inches or 38.1mm
Measurement is taken on the width
of the white rectangle



FOR 5QT label
Minimum size - 1.625 inches or 41.275mm
Measurement is taken on the width
of the white rectangle

20155b - reverse logo - for use on dark backgrounds
The white rectangle is part of the dexos reverse logo.
DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.



cmyk



pantone 638

Revised & Released: 8.12.19

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20328a dexos2 logo bilingual CMYK



20328a - primary logo



Clear space must be maintained around the logo.
X is 1/2 the height of the GM APPROVED.



cmyk
81 79 0



pantone 638



FOR 1QT label
Minimum size - 1.5 inches or 38.1mm

FOR 1 Gal. /3.78 liter label
Minimum size - 1.625 inches or 41.275mm

FOR 5QT label
Minimum size - 1.625 inches or 41.275mm

FOR 6 Gal. container label
Minimum size - 1.75 inches or 44.45mm

For labels on 55 Gal. drum
Minimum size - 2 inches or 50.8 mm

Released: 08.23

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20328b dexos2 reverse logo_bilingual
CMYK



Measurement is taken on the width
of the white rectangle

FOR 1QT label
Minimum size - 1.5 inches or 38.1mm

FOR 1 Gal./3.78 liter label
Minimum size - 1.625 inches or 41.275mm

FOR 5QT label
Minimum size - 1.625 inches or 41.275mm

FOR 6 Gal. container label
Minimum size - 1.75 inches or 44.45mm

For labels on 55 Gal. drum
Minimum size - 2 inches or 50.8 mm

20328b - reverse logo - for use on dark backgrounds
The white rectangle is part of the dexos reverse logo.
DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.



cmyk
81 7 9 0



pantone 638

Master Art 20152a dexosD logo (replaces 20043a)
CMYK



20156a - primary logo



cmYk



pantone 7583C



Minimum size - 1.5 inches or 38.1mm

Revised & Released: 6.28.19

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20152b dexosD reverse logo (replaces 20043b)
CMYK



Minimum size - 1.5 inches or 38.1mm
Measurement is taken on the width
of the white rectangle

20156b - reverse logo - for use on dark backgrounds
The white rectangle is part of the dexosD reverse logo.
DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.



cmYk



pantone 7583C

Revised & Released: 8.15.19
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20251a dexos performance primary logo CMYK



20251a - primary logo



CMYK: 0 100 89 0



pantone 185



Clear space must be maintained around the logo.
X is 1/2 the height of the GM APPROVED



FOR 1QT label

Minimum size - 1.5 inches or 38.1mm

FOR 1 Gal. /3.78 liter label

Minimum size - 1.625 inches or 41.275mm

FOR 5QT label

Minimum size - 1.625 inches or 41.275mm

FOR 6 Gal. container label

Minimum size - 1.75 inches or 44.45mm

For labels on 55 Gal. drum

Minimum size - 2 inches or 50.8 mm

Released: 08.23.21

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20251b dexos performance Reverse logo CMYK



Measurement is taken on the width
of the white rectangle

FOR 1QT label

Minimum size - 1.65 inches or 41.91 mm

FOR 1 Gal./3.78 liter label

Minimum size - 1.8 inches or 45.72 mm

FOR 5QT label

Minimum size - 1.8 inches or 45.72 mm

FOR 6 Gal. container label

Minimum size - 1.95 inches or 49.53 mm

For labels on 55 Gal. drum

Minimum size - 2.065 inches or 52.451 mm

20251b - reverse logo - for use on dark backgrounds

The white rectangle is part of the dexos performance reverse logo.

DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.

WHITE RECTANGLE INCLUDES CLEAR SPACE AROUND LOGO.



CMYK: 0 100 89 0



pantone 185

Released: 08.23.21

GM Design

Never attempt to redraw or re-scale the dexos logo elements

**Master Art 20252 dexos performance one color black logo
for cartons, 6 gal container label, 55 Gal drum label**



100% black



Clear space must be maintained around the logo.
X is 1/2 the height of the GM APPROVED



For cartons

Minimum size - 1.625 inches or 41.275 mm

For label on 6 gal. container

Minimum size - 1.75 inches or 44.45 mm

For labels on 55 gal drum

Minimum size - 2 inches or 50.8 mm

Released: 08.23.21

GM Design

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20281a dexos performance primary logo - bilingual CMYK



20281a - primary logo



CMYK: 0 100 89 0



pantone 185



Clear space must be maintained around the logo.
X is from the bottom of the "e" to the crossbar of the "e" in dexos



FOR 1QT label

Minimum size - 1.5 inches or 38.1mm

FOR 1 Gal. /3.78 liter label

Minimum size - 1.625 inches or 41.275mm

FOR 5QT label

Minimum size - 1.625 inches or 41.275mm

FOR 6 Gal. container label

Minimum size - 1.75 inches or 44.45mm

For labels on 55 Gal. drum

Minimum size - 2 inches or 50.8 mm

Released: 03.17.22

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20281b dexos performance reverse logo bilingual CMYK



Measurement is taken on the width
of the white rectangle

FOR 1QT label

Minimum size - 1.65 inches or 41.91 mm

FOR 1 Gal./3.78 liter label

Minimum size - 1.8 inches or 45.72 mm

FOR 5QT label

Minimum size - 1.8 inches or 45.72 mm

FOR 6 Gal. container label

Minimum size - 1.95 inches or 49.53 mm

For labels on 55 Gal. drum

Minimum size - 2.065 inches or 52.451 mm

20281b - reverse logo - for use on dark backgrounds

The white rectangle is part of the dexos performance reverse logo.

DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.

WHITE RECTANGLE INCLUDES CLEAR SPACE AROUND LOGO.



CMYK: 0 100 89 0



pantone 185

Released: 03.17.22

GM Design

Never attempt to redraw or re-scale the dexos logo elements

**Master Art 20282 dexos performance bilingual black logo
for cartons, 6 gal container label, 55 Gal drum label**



100% black



Clear space must be maintained around the logo.
X is from the bottom of the "e" to the crossbar of the "e" in dexos



For cartons

Minimum size - 1.625 inches or 41.275 mm

For label on 6 gal. container

Minimum size - 1.75 inches or 44.45 mm

For labels on 55 gal drum

Minimum size - 2 inches or 50.8 mm

Released: 03.17.22

GM Design

Never attempt to redraw or re-scale the dexos logo elements

Master Art 20378a dexosR/dexos1 - Gen 3 dual primary logo - horizontal CMYK

20378a - primary logo



Clear space must be maintained around the logo.
X is the height of the GM APPROVED.



cmyk
0 100 89 0



pantone 185



cmyk
75 24 100 9



pantone 363



100% black

Released: 11.2024

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements



FOR 1QT label

Minimum size - 1.65 inches or 41.91 mm

FOR 1 Gal. /3.78 liter label

Minimum size - 1.75 inches or 44.45 mm

FOR 5QT label

Minimum size - 1.75 inches or 44.45 mm

FOR 6 Gal. container label

Minimum size - 2 inches or 50.8 mm

For labels on 55 Gal. drum

Minimum size - 2.25 inches or 57.15mm

Master Art 20378b dexosR/dexos1 - Gen 3 dual reverse logo - horizontal CMYK

20378b - reverse logo



DO NOT ALTER SIZE OF RECTANGLE.
Rectangle is part of the dexos dual logo.

Measurement is taken on width of rectangle



FOR 1QT label
Minimum size - 1.65 inches or 41.91 mm

FOR 1 Gal. /3.78 liter label
Minimum size - 1.75 inches or 44.45 mm

FOR 5QT label
Minimum size - 1.75 inches or 44.45 mm

FOR 6 Gal. container label
Minimum size - 2 inches or 50.8 mm

For labels on 55 Gal. drum
Minimum size - 2.25 inches or 57.15mm



cmyk
0 100 89 0



pantone 185



cmyk
75 24 100 9



pantone 363



100% black

Released: 11.2024
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20378c dexosR/dexos1 - Gen 3 dual black logo - horizontal
for cartons, 6 gal container label, 55 Gal drum label

20378c - primary logo



Clear space must be maintained around the logo.
X is the height of the GM APPROVED.



FOR Cartons

Minimum size - 1.75 inches or 44.45 mm

FOR 6 Gal. container label

Minimum size - 2 inches or 50.8 mm

For labels on 55 Gal. drum

Minimum size - 2.25 inches or 57.15mm



100% black

Released: 11.2024

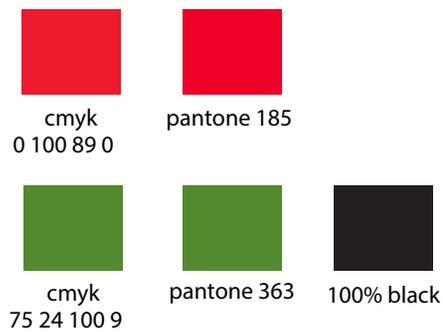
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20379a dexosR/dexos1 - Gen 3 dual primary logo - vertical
CMYK



20379a - primary logo



Clear space must be maintained around the logo.
X is the height of the GM APPROVED.

Measurement is taken on width of logo



FOR 1QT label
Minimum size - 1.25 inches or 31.75mm

FOR 1 Gal. /3.78 liter label
Minimum size - 1.5 inches or 38.1mm

FOR 5QT label
Minimum size - 1.5 inches or 38.1mm

FOR 6 Gal. container label
Minimum size - 1.625 inches or 41.275mm

For labels on 55 Gal. drum
Minimum size - 2 inches or 50.8 mm

Released: 11.2024
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20379b dexosR/dexos1 - Gen 3 dual reverse logo - vertical CMYK

20379b - reverse logo



DO NOT ALTER SIZE OF RECTANGLE.
Rectangle is part of the dexos dual logo.

Measurement is taken on width of rectangle



FOR 1QT label

Minimum size - 1.25 inches or 31.75mm

FOR 1 Gal. /3.78 liter label

Minimum size - 1.5 inches or 38.1mm

FOR 5QT label

Minimum size - 1.5 inches or 38.1mm

FOR 6 Gal. container label

Minimum size - 1.625 inches or 41.275mm

For labels on 55 Gal. drum

Minimum size - 2 inches or 50.8 mm

Released: 11.2024
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements



cmk
0 100 89 0



pantone 185



cmk
75 24 100 9



pantone 363



100% black

Master Art 20379c dexosR/dexos1 - Gen 3 dual black logo - vertical
for cartons, 6 gal container label, 55 Gal drum label



20379c - black logo

Measurement is taken on width of logo



FOR 1QT label
Minimum size - 1.25 inches or 31.75mm

FOR 1 Gal. /3.78 liter label
Minimum size - 1.5 inches or 38.1mm

FOR cartons
Minimum size - 1.625 inches or 41.275mm

FOR 6 Gal. container label
Minimum size - 1.625 inches or 41.275mm

For labels on 55 Gal. drum
Minimum size - 2 inches or 50.8 mm



100% black



Clear space must be maintained around the logo.
X is the height of the GM APPROVED.

Released: 11.2024
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20376a dexosD/dexos2 dual primary logo - horizontal CMYK

20376a - primary logo



Clear space must be maintained around the logo.
X is the height of the GM APPROVED.



cmyk
16 74 98 04



pantone 7583C



cmyk
81 7 9 0



pantone 638



100% black



FOR 1QT label

Minimum size - 1.65 inches or 41.91 mm

FOR 1 Gal. /3.78 liter label

Minimum size - 1.75 inches or 44.45 mm

FOR 5QT label

Minimum size - 1.75 inches or 44.45 mm

FOR 6 Gal. container label

Minimum size - 2 inches or 50.8 mm

For labels on 55 Gal. drum

Minimum size - 2.25 inches or 57.15mm

Released: 11.2024

GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20376b dexosD/dexos2 dual reverse logo - horizontal CMYK

20376b - reverse logo

Measurement is taken on width of rectangle



DO NOT ALTER WIDTH OF RECTANGLE.
Rectangle is part of the dexos dual logo.



FOR 1QT label
Minimum size - 1.65 inches or 41.91 mm

FOR 1 Gal. /3.78 liter label
Minimum size - 1.75 inches or 44.45 mm

FOR 5QT label
Minimum size - 1.75 inches or 44.45 mm

FOR 6 Gal. container label
Minimum size - 2 inches or 50.8 mm

For labels on 55 Gal. drum
Minimum size - 2.25 inches or 57.15mm



cmyk
16 74 98 04



pantone 7583C



cmyk
81 7 9 0



pantone 638



100% black

Released: 11.2024
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20376c dexosD/dexos2 dual black logo - horizontal
for cartons, 6 gal container label, 55 Gal drum label

20376c - primary logo



Clear space must be maintained around the logo.
X is the height of the GM APPROVED.



FOR Cartons

Minimum size - 1.75 inches or 44.45 mm

FOR 6 Gal. container label

Minimum size - 2 inches or 50.8 mm

For labels on 55 Gal. drum

Minimum size - 2.25 inches or 57.15mm



100% black

Released: 11.2024

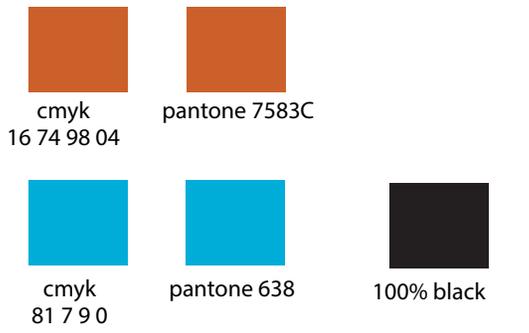
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20377a dexosD/dexos2 dual primary logo - vertical
CMYK



20377a - primary logo



Clear space must be maintained around the logo.
X is the height of the GM APPROVED.



- FOR 1QT label**
Minimum size - 1.25 inches or 31.75mm
- FOR 1 Gal. /3.78 liter label**
Minimum size - 1.5 inches or 38.1mm
- FOR 5QT label**
Minimum size - 1.5 inches or 38.1mm
- FOR 6 Gal. container label**
Minimum size - 1.625 inches or 41.275mm
- For labels on 55 Gal. drum**
Minimum size - 2 inches or 50.8 mm

Released: 11.2024
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20377b dexosD/dexos2 dual reverse logo - vertical CMYK

20377b - reverse logo



DO NOT ALTER WIDTH OF RECTANGLE.
Rectangle is part of the dexos dual logo.

Measurement is taken on width of rectangle



FOR 1QT label

Minimum size - 1.25 inches or 31.75mm

FOR 1 Gal. /3.78 liter label

Minimum size - 1.5 inches or 38.1mm

FOR 5QT label

Minimum size - 1.5 inches or 38.1mm

FOR 6 Gal. container label

Minimum size - 1.625 inches or 41.275mm

For labels on 55 Gal. drum

Minimum size - 2 inches or 50.8 mm



cmyk
16 74 98 04



pantone 7583C



cmyk
81 7 9 0



pantone 638



100% black

Released: 11.2024
GM Design - Corp ID

Never attempt to redraw or re-scale the dexos logos elements

Master Art 20377c dexosD/dexos2 dual black logo - vertical
for cartons, 6 gal container label, 55 Gal drum label



20377c - black logo



FOR 1QT label

Minimum size - 1.25 inches or 31.75mm

FOR 1 Gal. /3.78 liter label

Minimum size - 1.5 inches or 38.1mm

FOR Cartons

Minimum size - 1.625 inches or 41.275mm

FOR 6 Gal. container label

Minimum size - 1.625 inches or 41.275mm

For labels on 55 Gal. drum

Minimum size - 2 inches or 50.8 mm



100% black



Clear space must be maintained around the logo.
X is the height of the GM APPROVED.