

Master Art 20154a dexron logo (replaces 1659a-b)
CMYK



20154a - primary logo



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



cmyk
100 62 7 0



pantone 300C

Released: 6.28.19 Updated 05.10.21

GM Design - Corp ID

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



MEASUREMENT DOES NOT INCLUDE THE TM

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

Master Art 20154b dexron reverse logo (replaces 1659a-b)
CMYK



Minimum size for 1 Gallon/3.78 Litres



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

20154b - reverse logo - for use on dark backgrounds
The white rectangle is part of the dexron reverse logo.
DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.



cmyk



pantone 300C

Revised & Released: 8.15.19

GM Design - Corp ID

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

**Master Art 20154c dexron black logo
for cartons, 6 gal container label, 55 Gal drum label**



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



100% black



MEASUREMENT DOES NOT INCLUDE THE TM

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

Master Art 20168a dexron bilingual primary logo (replaces 20109a & 20109c)
(FOR USE IN CANADA ONLY)
CMYK AND PANTONE



20168a - primary logo



cmyk
100 62 7 0



pantone 300C



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



MEASUREMENT DOES NOT INCLUDE THE TM

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: 10.24.19 Updated 05.10.21

GM Design - Corp ID

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

Master Art 20168b dexron bilingual reverse logo (replaces 20109b & 20109d)
(FOR USE IN CANADA ONLY)
CMYK AND PANTONE



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

20154b - bilingual reverse logo - for use on dark backgrounds

The white rectangle is part of the dexron bilingual reverse logo.

DO NOT REMOVE OR CHANGE THE DIMENSIONS OF THE RECTANGLE.

WHITE RECTANGLE INCLUDES CLEAR SPACE AROUND LOGO.



cmk
100 62 7 0



pantone 300C

Released: 10.24.19 Updated 05.10.21

GM Design - Corp ID

Never attempt to redraw or re-scale the dexron bilingual logo elements

**Master Art 20168c dexron bilingual black logo
for cartons, 6 gal container label, 55 Gal drum label
(FOR USE IN CANADA ONLY)**



100% black



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



MEASUREMENT DOES NOT INCLUDE THE TM

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