



---

# BUICK GMC BRAND EXPLORATION

*Leo Burnett*

# GMC + BUICK BRAND

### GMC TYPEFACE

**STRATUM BLACK**  
**STRATUM BOLD**  
**STRATUM MEDIUM**  
**STRATUM REGULAR**  
 STRATUM LIGHT  
 STRATUM THIN

Muli Extra Light  
 Muli Light  
 Muli Regular  
 Muli SemiBold  
**Muli Bold**  
**Muli ExtraBold**  
**Muli Black**

### GMC COLORS

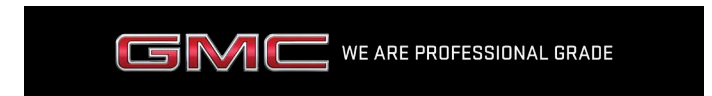
#052B2 B Warm Red	#42 454 B Pantone 425	#06050 5 Black 6
#55565 A Pantone 421	#80808 F Cool Grey 11	#EBE8E B Cool Grey 1
#D4D4D 4 Warm Grey 1	#00000 0 Black	#AA0000 Pantone 1805

### GMC LOGOS

VERTICAL LOCKUP



HORIZONTAL LOCKUP



LOGO



SPECIFIC USES; SCREENPRINTING/EMBROIDERY

ONE-COLOR WITHOUT OUTLINE



ONE-COLOR WITHOUT OUTLINE



### BUICK TYPEFACE

**FUTURA BOLD**

BUICK FUTURA MEDIUM

BUICK FUTURA BOOK

BUICK FUTURA LIGHT

Harriet Regular

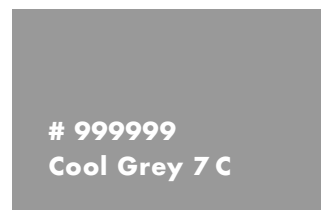
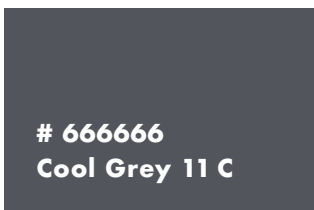
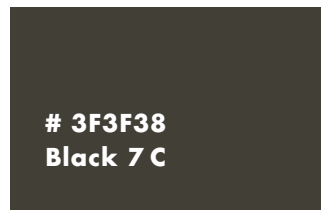
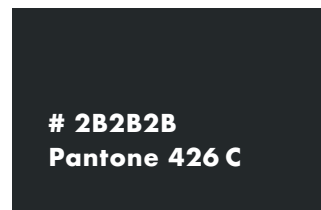
*Harriet Italic*

**Avenir Next LT Pro Bold**

Avenir Next LT Pro Medium

Avenir Next LT Pro Regular

### BUICK COLORS



### BUICK LOGOS

#### HORIZONTAL LOGO LOCKUP



#### VERTICAL LOGO LOCKUP



BUICK



#### LOGO



#### FLAT LOGO LOCKUP



# CREATIVE RECOMMENDATION

# BUICK | GMC

## HEADLINE NIRMALA UI BOLD

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting.

Nirmala font is a Microsoft font compatible to use on all OS.

*Ore con eos et odigenis min core labo.*

## HEADLINE- NIRMALA UI BOLD

Body- Nirmala UI Regular  
Accent- Lora Italic

PRIMARY	SECONDARY	TERTIARY	ACCENT
<b>PANTONE 5255C</b> CMYK 100 94 0 78 RGB 30 26 52 HEX #1E1A34	<b>PANTONE 7527C</b> CMYK 3 4 14 8 RGB 214 210 196 HEX #D6D2C4	<b>PANTONE 446C</b> CMYK 71 53 55 53 RGB 64 68 67 HEX #3F4443	<b>PANTONE 7630C</b> CMYK 0 49 51 61 RGB 99 50 49 HEX #633231

DEALER NEW CARS OFFERS PRE-OWNED
SCHEDULE SERVICE

**CHOOSE YOUR DREAM GMC VEHICLE.**  
Shop our extensive inventory and find the perfect vehicle that fits your exciting lifestyle.

[SEE ALL OFFERS](#)

**CREATE YOUR DEAL ON A BUICK.**  
Once you've chosen the right vehicle, click 'Create Your Deal' button. There you can entire your zip-code to view and select local offers.

[CREATE YOUR DEAL](#)

2019 GMC TERRAIN FWD SLE  
**\$289/month**

2019 GMC ACADIA FWD SLE  
**\$339/month**

2020 BUICK ENCLAVE AWD  
**\$399/month**

2020 BUICK ENCORE FWD  
**\$229/month**

[CHAT NOW](#)

**HEADLINE- STRATUM BLACK**

Body- Muli Regular

**HEADLINE- NIRMALA UI BOLD**

Body- Nirmala UI Regular

*Accent- Lora Italic*

HEADLINE- BUICK FUTURA BOOK

Body- Avenir Next LT Pro Regular

Accent- Harriet Regular

**BUICK | GMC**

**HEADLINE STRATUM BLACK**

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting.

**BUICK | GMC**

**HEADLINE NIRMALA UI BOLD**

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting.

*Ore con eos et odigenis min core labo.*

**BUICK | GMC**

HEADLINE BUICK FUTURA BOOK

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting.

Ore con eos et odigenis min core labo.

# APPENDIX

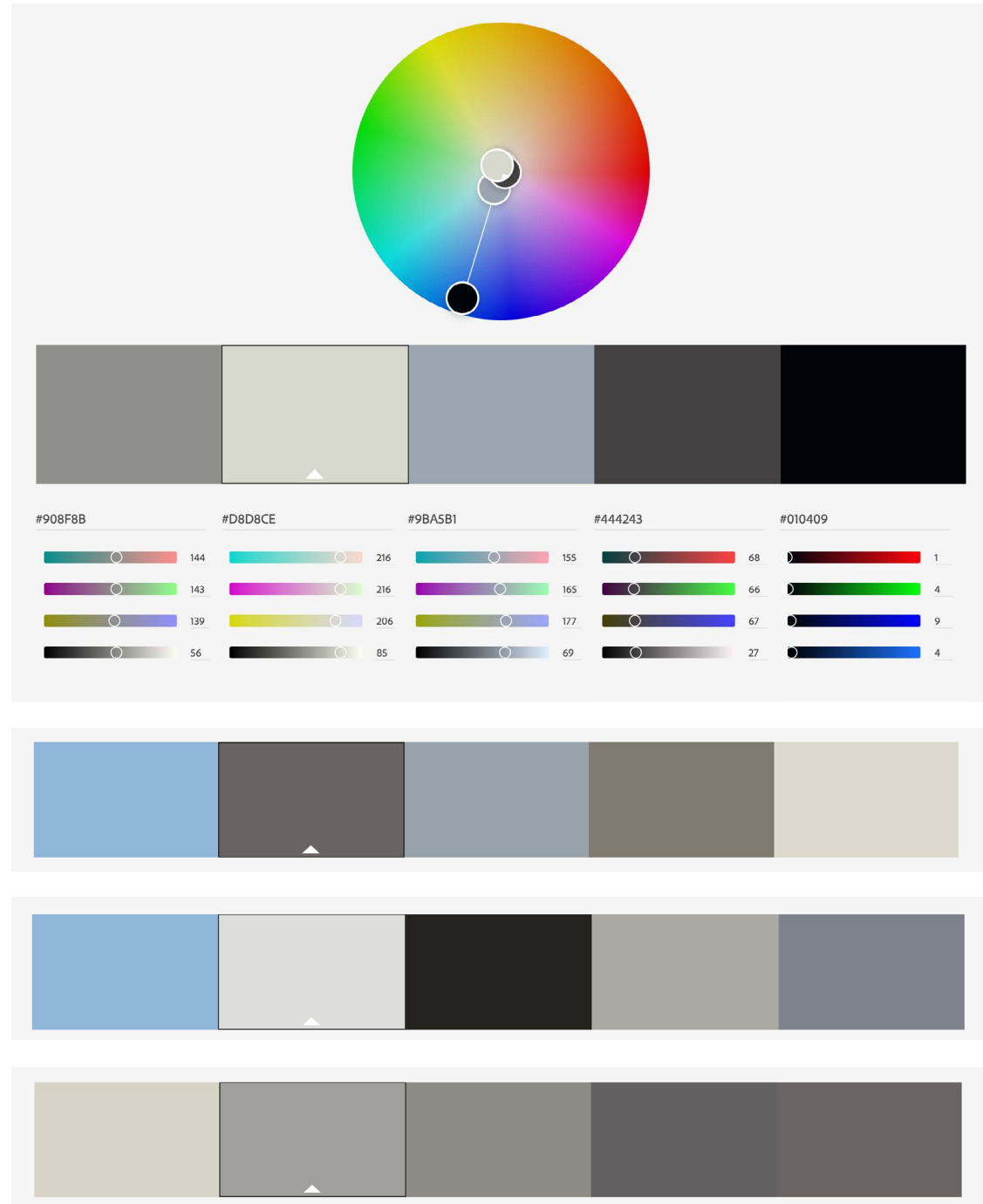


## DEALERSHIP BOX COLOR EXPLORATION.

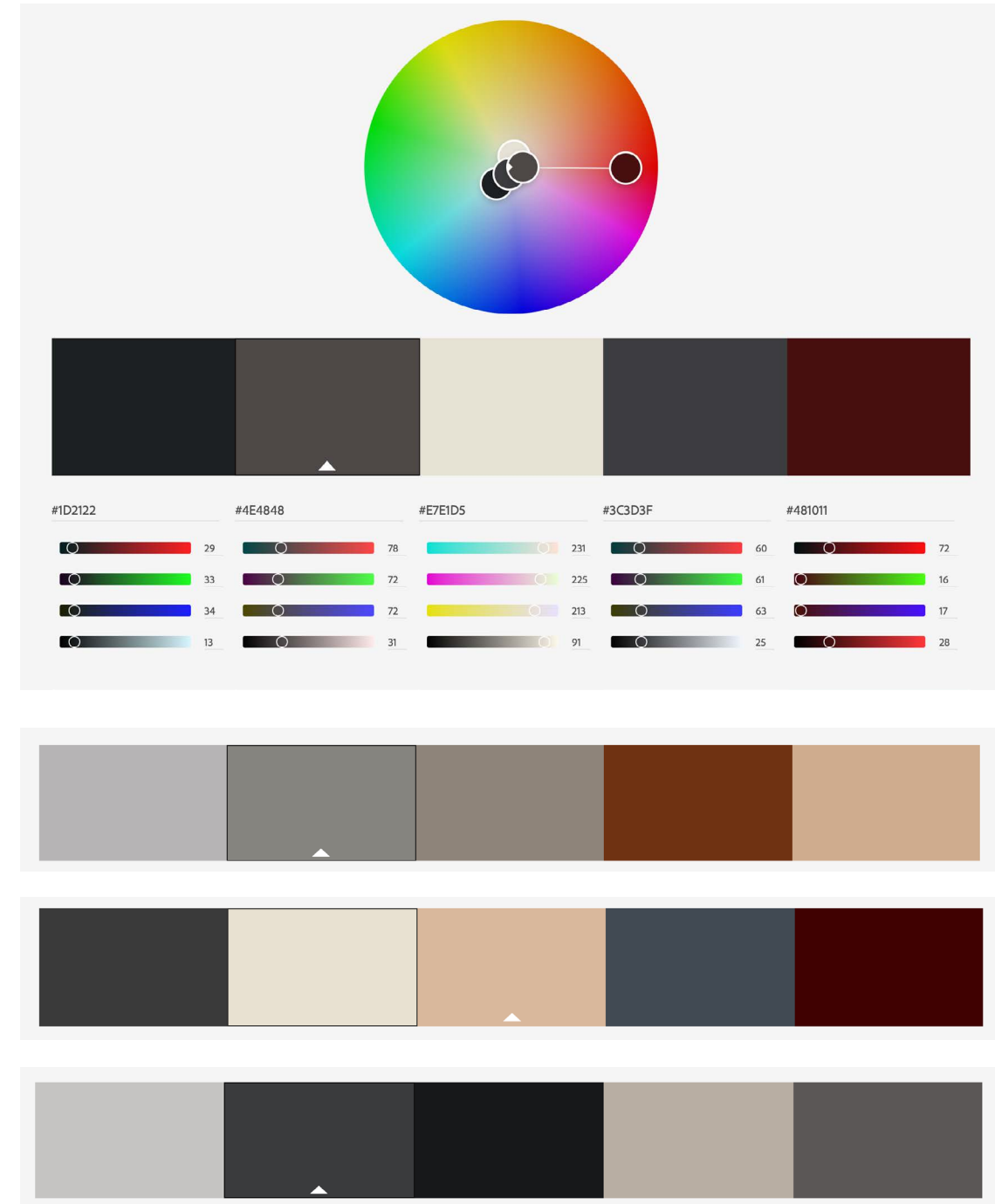
The swatches from the materials of the dealership box set the foundation of the initial colors for the color grades.



### Color grades from **BUICK** side



### Color grades from **GMC** side



# GMC + BUICK COLOR GRADE EXPLORATION

Blend of both brand colors

