

CHEVROLET DEALER AD GUIDELINES

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BRAND GUIDELINES

CHEVROLET DEALER AD GUIDELINES



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Note: This guide is intended for reference on the visual representation of our vehicles (not vehicle design or layout reference). These guidelines are for internal reference or use by vehicle image suppliers only. No portion of these guidelines should be made public or distributed for media use.

01



INTRODUCTION

The Chevrolet Dealer Ad Guidelines were designed to help you develop advertising that promotes your store, the Chevrolet products you sell and the services you offer in a manner consistent with global Chevrolet advertising. This ensures every dealership will go-to-market together and continue to strengthen and unify the Chevrolet brand.

The following pages contain key brand elements, as well as advertising examples that incorporate dealership IDs. Note: These guidelines are intended to serve as a focused addendum to the complete Chevrolet Global Graphic Standards and other supportive guidelines chapters.

INTRODUCTION

FOUR KEY ELEMENTS

Chevrolet retail materials are a highly visible segment of our marketing efforts. As such, retail materials should be consistent and reinforce the brand. When executed well, the retail materials should advance our goal to be a top ten global brand by 2022 by being another effective deposit in the “brand bank.”

These four key elements are the most important to execute correctly. Detailed examples of this are found throughout these guidelines.

Of course, these Dealer Ad Guidelines are not intended for legal compliance. Each individual dealership remains solely responsible for the legal review of its advertising under applicable laws by its own counsel, based on its advertised offers. Chevrolet Global Graphic Standards reviews and GM iMR reviews are not legal reviews.

Note: Chevrolet brand ads use a new gray that replaces the previous FNR Gray. Cool Gray shades may be used only when absolutely needed. Additionally, Louis Bold and Louis Regular replace Louis Bold Italic.

***When Silverado appears alone, Louis Heavy, all caps should be used instead of Louis Bold. This bolder font helps to convey the toughness of Chevrolet Silverado trucks.**

White remains the primary font color, but is now extended to Find New Roads and the brandmarks. Chevrolet Deep Gray is the new secondary font, themeline and brandmark color for all layouts.

A new Chevrolet Deep Gold is used in copy and iconography where the previous gold appeared. One exception is the Find New Roads themeline, which is now entirely white or Chevrolet Deep Gray. **Note that there are special variations of Chevrolet Deep Gold for digital CTA buttons and newspaper printing. These variations are detailed throughout these guidelines.

Lastly, the band is no longer an approved brand element. The Chevrolet brandmark and the new Find New Roads themeline logo should be placed directly onto the image as shown throughout the examples in this document.

PREFERRED BRANDMARK



FIND NEW ROADS THEMELINE LOGO

FIND NEW ROADS™

TYPEFACES

HEADLINE IS LOUIS BOLD, ALL CAPS.
SILVERADO HEADLINES ARE LOUIS HEAVY, ALL CAPS.*

Subhead/body copy lead-in is Louis Bold, sentence case.

Body copy is Louis Regular, sentence case.

¹Disclaimer copy is Louis Regular, sentence case.

COLOR PALETTE

WHITE	CHEVROLET DEEP GRAY PANTONE BLACK 7c RGB 56/57/56 CMYK 0/0/0/93 HEX #393839
PANTONE COOL GRAY 11	PANTONE COOL GRAY 7
CHEVROLET DEEP GOLD** PANTONE GOLD 125c RGB 182/134/45, CMYK 27/46/100/06, HEX #B6862D	

ASSETS AVAILABLE ON GM ASSET CENTRAL

(ZIP FILES INCLUDE REVERSED/WHITE VERSIONS):

Please see the following pages for the brandmark asset list.

“2019_FindNewRoads_Themeline_Icon_Horizontal_DEEP_GRAY.zip”

“2019_FindNewRoads_Themeline_Icon_Stacked_DEEP_GRAY.zip”

“Chevrolet_Louis_Global_Fonts_2019.zip”

“Chevrolet_Color_Samples_CMYK_RGB_2019.zip”

For Chevrolet Dealer Key Elements, please see page 42.

02



CHEVROLET BRANDMARKS, COLORS & TYPEFACES

CHEVROLET BRANDMARKS, COLOR & TYPEFACE

PREFERRED BRANDMARKS

The preferred brandmark is the horizontal brandmark (01). The second most used version is the stacked vertical brandmark (02), which appears on OOH, merchandise and limited-space situations such as certain OLA sizes.

Notice that the Chevrolet portion of the brandmark has been updated to the new Chevrolet Deep Gray. Brandmarks should be white in most cases. However, over extremely light images, the new Chevrolet Deep Gray is also allowed.

The preferred background colors for dealership social media profile icons are Chevrolet Deep Gray and 10% tint black (03).

Note: Background images should be retouched to ensure that both Chevrolet and the bowtie remain clear and easily legible. Avoid busy backgrounds that hinder visibility.

Assets available on GM Asset Central

(Zip files include reversed/white versions):

"2019_Bowtie+Chevrolet_Stacked_SM_2in_4Color_DEEP_GRAY.zip"
 "2019_Chevrolet+Bowtie_Horizontal_SM_2in_4Color_DEEP_GRAY.zip"
 "2019_Bowtie+Chevrolet_Stacked_MD_5in_4Color_DEEP_GRAY.zip"
 "2019_Chevrolet+Bowtie_Horizontal_MD_5in_4Color_DEEP_GRAY.zip"
 "2019_Bowtie+Chevrolet_Stacked_LG_18in_4Color_DEEP_GRAY.zip"
 "2019_Chevrolet+Bowtie_Horizontal_LG_18in_4Color_DEEP_GRAY.zip"
 "2019_Bowtie+Chevrolet_Stacked_XL_72in_4Color_DEEP_GRAY.zip"
 "2019_Chevrolet+Bowtie_Horizontal_XL_72in_4Color_DEEP_GRAY.zip"

01_PREFERRED HORIZONTAL BRANDMARK



02_VERTICAL BRANDMARK



03_PREFERRED SOCIAL MEDIA PROFILE BACKGROUND COLORS



CHEVROLET BRANDMARKS, COLOR & TYPEFACE

BRANDMARK AREA OF ISOLATION & MINIMUM SIZE

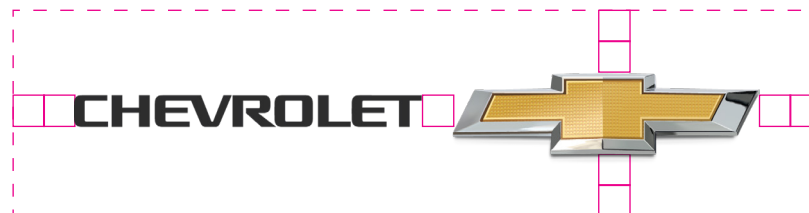
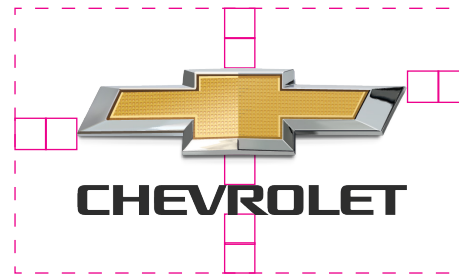
Maintaining a consistent area of isolation around the Chevrolet brandmark preserves maximum legibility and brand impact. These margins should surround the logo, separating it from headlines and text. The area of isolation should be at least twice the height of the wordmark. These are minimum requirements. Whenever possible leave even more space around the wordmark.

□ The height of the Chevrolet wordmark is used as the unit of measurement throughout these guidelines. One unit of measurement is equal to the height of the wordmark. Two units of measurement are equal to two times the height of the wordmark, and so on.

The minimum reproduction sizes must also be followed.

Both horizontal brandmarks should be reproduced at least 1.75" (4.5 cm) wide. The stacked vertical brandmark should be reproduced at least 0.75" (2 cm) wide.

Be sure to use the appropriately sized brandmark files (small, medium, large or extra large) to fit the size needed.



CHEVROLET BRANDMARKS, COLOR & TYPEFACE

BRANDMARK SIZE DETAIL

The bowtie has been rendered in four sizes: small, medium, large and extra large. Each file name includes the size of the bowtie as part of its name as well as the minimum and maximum widths it can be reproduced in. Measurements are based on the width of the bowtie. The bowtie should never be displayed less than 0.75" (2 cm) wide.

In still-frame broadcast applications, the small- or medium-size horizontal brandmark should be used, unless the bowtie width spans 30% or more of the screen. In these situations, the large-size vertical brandmark should be used.

/ **Bowtie+Chevrolet Stacked SM 2in (01)**

/ **Bowtie+Chevrolet Stacked MD 5in (02)**

/ **Bowtie+Chevrolet Stacked LG 18in (03)**

/ **Bowtie+Chevrolet Stacked XL 72in (04)**

At the right, the circles paired with each vertical brandmark reflect the pattern size within the bowtie at 100% actual size. It is important to follow the provided scaling parameters precisely. Anything below the recommended percentage will introduce math errors and fail to reproduce properly.

Note: All these files are available in different lockups (horizontal and vertical) and in a "reversed" format, which is meant for dark backgrounds. Grayscale brandmarks are available in small, medium and large sizes only.

Never try to recreate, stylize, redraw or alter the Chevrolet bowtie. Always use the official asset files on GM Asset Central.

01_SMALL



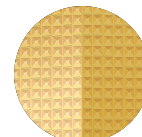
Small at 100%



CHEVROLET

◀ ··· 0.75"-2" (2-5 cm) ··· ▶

02_MEDIUM



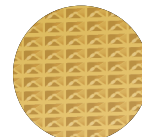
Medium at 100%



CHEVROLET

◀ ······ 2"-5" (5-13 cm) ······ ▶

03_LARGE



Large at 100%



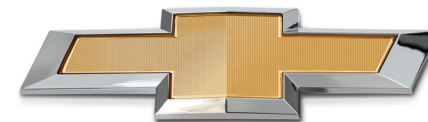
CHEVROLET

◀ ······ 5"-18" (13-48 cm) ······ ▶

04_EXTRA LARGE



Extra Large at 100%



CHEVROLET

◀ ······ 18"-72" (48-183 cm) ······ ▶

CHEVROLET BRANDMARKS, COLOR & TYPEFACE

BRANDMARK MISUSE

1. Do not lock up the Find New Roads timeline with the bowtie (except when shown in the end frame animation sequence that changes to the standard Chevrolet wordmark).
2. Do not change the placement of the elements.
3. Do not change the proportions of the elements.
4. Do not change the color of the elements.
5. Do not use different typefaces with the bowtie.
6. Do not change the relationship of the elements.
7. Do not frame the brandmark, place it inside of shapes or violate area of isolation guidelines.
8. Do not add a registered r-ball symbol “®” or trademark symbol “™” anywhere on/near the Chevrolet brandmark.
9. Do not slant or distort the brandmark.
10. Do not use the wrong bowtie size (shown is the extra-large bowtie scaled below its recommended size).
11. Do not rotate the brandmark.
12. Do not replace or change the wordmark with anything other than Chevrolet.
13. Do not put the wordmark inside the bowtie.

Note: Do not change the brandmark in any way. Only use official brandmarks provided on GM Asset Central.



CHEVROLET BRANDMARKS, COLOR & TYPEFACE

FIND NEW ROADS THEMELINE LOGO

A Find New Roads themeline logo should be included in every application, unless space does not allow, such as mobile and other small-space applications.

In most cases, the height of the horizontal Find New Roads themeline logo (01) should match the height of the Chevrolet wordmark portion of the brandmark.

One exception is when the stacked Find New Roads themeline logo (02) appears with the stacked Chevrolet brandmark, like on vertical OOH. When this happens, Find New Roads and the stacked Chevrolet brandmark should be the exact same height.

Note: These Chevrolet Find New Roads themeline logos are new logos created in 2018 and should not be confused with any previous Find New Roads iterations.

FNR Gold is no longer used to highlight the word “NEW.” The Find New Roads themeline should always remain one color, in white or Chevrolet Deep Gray. The themeline is also now typeset in Louis Bold with loosened character tracking compared to previous versions, for increased legibility.

Do not lock up the Find New Roads themeline and the brandmark. The following pages illustrate how to properly place these elements.

Assets available on GM Asset Central

(Zip files include reversed/white versions):

“2019_FindNewRoads_Themeline_Icon_Horizontal_DEEP_GRAY.zip”

“2019_FindNewRoads_Themeline_Icon_Stacked_DEEP_GRAY.zip”

01_HORIZONTAL FIND NEW ROADS THEMELINE LOGOS

FIND NEW ROADS™

FIND NEW ROADS™



(height comparison only)

02_STACKED FIND NEW ROADS THEMELINE LOGOS

**FIND
NEW
ROADS™**

**FIND
NEW
ROADS™**



(height comparison only)

CHEVROLET BRANDMARKS, COLOR & TYPEFACE THEMELINE MISUSE

1. Do not incorporate retired/previously used Find New Roads themeline logos that are no longer in use.
2. Do not lock up the Find New Roads themeline logo with the bowtie alone or in the space where the Chevrolet wordmark belongs.
3. Do not use the themeline without the TM symbol.
4. Do not use the themeline as part of a signature.
5. Do not recreate the FNR themeline or render it in an incorrect typeface.
6. Do not combine the nameplate and the themeline.
7. Do not place the themeline within the bowtie.
8. Do not use the themeline as part of a sentence.
9. Do not replace any of the words in the themeline.
10. Do not frame the themeline or violate the area of isolation.
11. Do not use colors that have not been approved for the FNR themeline.
12. Do not change the portions of the themeline to another color or use multiple colors.


Note: Do not change the FNR themeline logo in any way. Only use official brandmarks provided on GM Asset Central.

①  **FIND NEW ROADS™**

②  
FIND NEW ROADS™

FIND NEW ROADS™ 

③  **FIND NEW ROADS**

④  **BROUGHT TO YOU BY FIND NEW ROADS™**

⑤  **FIND NEW ROADS™**

⑥  **FIND NEW ROADS™ SILVERADO**

⑦  

⑧  **METRO CHEVROLET DEALERS
CAN HELP YOU FIND NEW ROADS™**

⑨  **FIND NEW DEALS™**

⑩  **FIND NEW ROADS™**

⑪  **FIND NEW ROADS™**
FIND NEW ROADS™

⑫  **FIND NEW ROADS™**

CHEVROLET BRANDMARKS, COLOR & TYPEFACE

CHEVROLET TYPEFACES

The typeface used for all headlines is Louis Bold, all caps. Louis Bold is also used as the subhead that leads into the paragraph/nameplate body copy. However, in paragraph form, Louis Bold becomes sentence case.

Headlines must appear left margin aligned and should be kept visually proportional to the vehicle or activity they appear next to.

Note: Emojis and other nonlanguage-based characters should not be included within headlines. Iconography is sometimes allowed on retail applications.

HEADLINE SPECIFICATIONS

**Font: Louis Bold, all caps
(Silverado: Louis Heavy, all caps)***
Type size: x pt
Leading: Auto
Kerning: Optical
Tracking: +25%

SUBHEAD SPECIFICATIONS

Font: Louis Bold, sentence case
Type size: x pt
Leading: Auto
Kerning: Optical
Tracking: +25%

NAMEPLATE/BODY/DISCLAIMER COPY SPECIFICATIONS

**Font: Louis Regular, sentence case
(Nameplate copy is Louis Regular, all caps)**
Type size: x pt
Leading: Auto
Kerning: Optical
Tracking: Body copy +25%, disclaimers +5%

(SPECIFIC VALUES DEPEND ON THE MEDIUM.)

***Headlines that appear on applications that only feature Silverado should be shown in Louis Heavy instead of Louis Bold.**

Assets available on GM Asset Central:
 "Chevrolet_Louis_Global_Fonts_2019.zip"

HEADLINE TYPEFACE

LOUIS BOLD, ALL CAPS.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

LOUIS HEAVY, ALL CAPS (SILVERADO ONLY)*

FONT COLORS



Use white for copy/headlines over most imagery. A darkening transparent gradient halo can be added to all imagery for white copy visibility.



When white copy is not legible even with a darkening gradient, Chevrolet Deep Gray should be used instead of white.

SUBHEAD TYPEFACES

Find out why the 2019 Traverse has everything you need.

NAMEPLATE/BODY/DISCLAIMER COPY TYPEFACES

NAMEPLATE COPY IS ALL CAPS (NO PUNCTUATION)

This type shows body copy font style.

¹This type shows disclaimer copy font style. ²Notice that disclaimer numbering is shown in superscript. ³Also include an en space between each disclaimer.

CHEVROLET BRANDMARKS, COLOR & TYPEFACE

ALTERING IMAGERY FOR BRANDING LEGIBILITY

In most cases, photography will need to be darkened along the bottom portion of communications for maximum legibility of copy and branding elements – such as the Chevrolet brandmark and Find New Roads themeline.

This can be achieved by retouching the image or by darkening with a gradient until elements are legible.

Notice the difference between the first layout (01) and the second (02). In the second layout (02), a darkening transparent gradient has been added to increase legibility of the branding and design elements.

Note: When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

01_HORIZONTAL PAGE EXAMPLE WITH NO DARKENING



02_HORIZONTAL PAGE EXAMPLE WITH DARKENING



03



DEALERSHIP LOGOS

Dealership logos should help brand and identify your dealership while reinforcing and representing the Chevrolet brand. Maintaining your dealership's brand equity is key; however, be sure to incorporate the core Chevrolet brand elements, such as brand colors, fonts and correct use of Chevrolet brandmark.

Dealership logos that align closely with the Chevrolet brand reinforce and strengthen brand recognition with a consistent look/feel across mediums and tiers.

This consistency will continue to build equity for Chevrolet, along with increased value and return for your Chevrolet dealership.

The following pages contain examples of approved dealership logos and outline correct color, spacing and size relationships.

DEALERSHIP LOGOS

LOGO DESIGN

DEVELOPING WITHIN BRAND STANDARDS

Dealership logos should be constructed with the same look/feel as all other Chevrolet branding. Dealership logos should utilize brand colors and Louis fonts. The brandmark may be included in dealership logos in one of two methods.

The first method is shown on this page. In this method, the brandmark is incorporated with the dealership name. Notice the brandmark itself is not altered and a minimum spacing of 1x the height of the wordmark “Chevrolet” is kept around the brandmark on all sides.

The second method allows the brandmark to be locked up with the dealership name with the use of standard co-branding rules and a divider line. This method is outlined on the following page.

Note: The “one brandmark only” global brand rule does not apply to dealership logos that appear on applications that also have the standard brandmark. Both may appear together.

DEALERSHIP LOGO – BEFORE



DEALERSHIP LOGO – AFTER



DEALERSHIP LOGO – BEFORE



DEALERSHIP LOGO – AFTER



DEALERSHIP LOGO – BEFORE



DEALERSHIP LOGO – AFTER



DEALERSHIP LOGOS BRANDMARK LOCKUPS & AREA OF ISOLATION

The area of isolation shown here illustrates the correct spacing and proportions for dealership logo lockups.

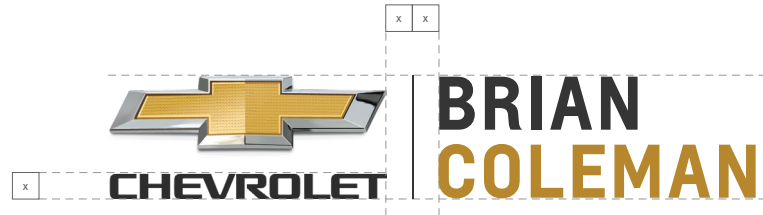
X-height is defined by the height of the wordmark “Chevrolet” and is the standard method of measurement used in Chevrolet branding. It is used to determine distances between logos and other elements. The 1x spacing between the brandmark, the divider and the dealership logo should always be equal.

In preferred horizontal lockups (01), the dealership logo height must be equal to the height of the brandmark. However, if the dealership logo is a single name/word, the restricted wide horizontal lockup (02), with a maximum dealership logo height of 2x, should be used instead.

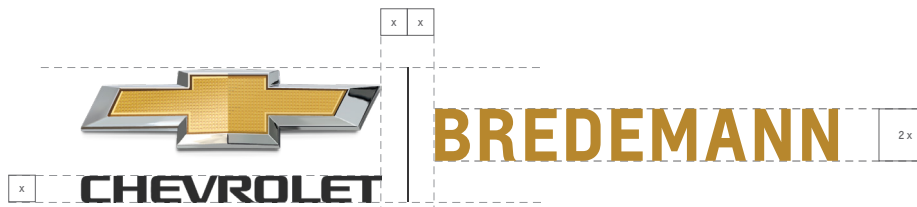
When constructing either preferred or restricted vertical lockups, be sure to make the dealership logo the exact width of the brandmark.

Note: If the dealership logo is taller than this, the preferred vertical lockup (03) must be used. Restricted wide vertical lockups (04) are only intended for wide dealership logos. Avoid using this lockup if the dealership logo is more square or tall. The maximum height of the dealership logo in restricted wide vertical lockups is 1.5 times that of the bowtie height.

01_PREFERRED HORIZONTAL LOCKUP



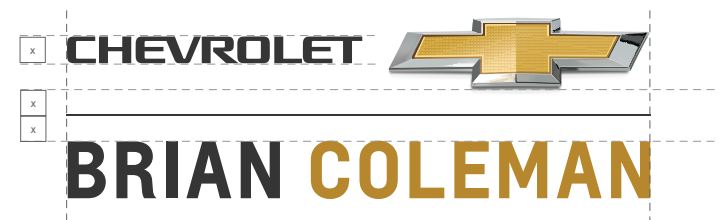
02_RESTRICTED WIDE HORIZONTAL LOCKUP



03_PREFERRED VERTICAL (STACKED) LOCKUP



04_RESTRICTED WIDE VERTICAL (STACKED) LOCKUP



Note: Restricted wide vertical lockups are only intended for wide dealership logos. The maximum height of the dealership logo is 1.5 times the bowtie height. The width should be the same as the complete brandmark.

04



MESSAGING & ICONS

MESSAGING & ICONS

ICONOGRAPHY

Theme iconography (icons) should work to strengthen the Chevrolet brand and communicate relevant information.

More than one icon should never appear within the same application. Additionally, elements from retail themes should never be mixed and matched.

When a headline is integrated into a theme it becomes part of the iconography and should follow the icon rules.

Theme imagery and text should follow the same font and color rules as headlines and price points. One exception is that theme icons may also include a small amount of Chevrolet Deep Gold. Gold should be kept to about 15% or less of the total brand color use, or used for only one element within the icon.

All theme iconography must be official preapproved iconography sourced from GM Asset Central.

When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

EXAMPLE ICONOGRAPHY



MESSAGING & ICONS

HEADLINE MISUSE

All headlines and dealership copy should work to strengthen the Chevrolet brand and communicate relevant information and offers.

The emphasis of the communication should remain on the brand and product. Do not oversell the headline.

Chevrolet Deep Gray and white should be used for all retail communication outside of price points. Headlines and nameplate identifiers should always appear in Louis Bold, all caps. Up to five lines of body copy are allowed above the band and should appear in Louis Regular sentence case. Subheads are not allowed.

DO NOT INCLUDE PRICE POINTS OR OFFER DETAILS WITHIN HEADLINES

⊘ **THIS TAG SALE SAVES
YOU OVER \$X,XXX.**

DO NOT USE CHEVROLET DEEP GOLD OR ANY NON-BRAND COLORS IN HEADLINES OR COPY

⊘ **A HEADLINE SHOULD
NOT INCLUDE GOLD.**

SUBHEADS ARE NOT ALLOWED

⊘ **THIS IS AN EXAMPLE
OF A RETAIL HEADLINE.
THIS SUBHEAD IS NOT ALLOWED.**

DO NOT INDENT, STAGGER OR MANIPULATE SECTIONS OF THE HEADLINE

⊘ **ENGINEERED TO LEAVE
→ NOTHING BEYOND
→ YOUR CONTROL.**

MESSAGING & ICONS

FONT STYLE MISUSE

1. Do not set copy at an angle.
2. Do not apply graphic effects.
3. Do not overuse Chevrolet Deep Gold.
4. Do not use shadows.
5. Use only Louis Bold. Do not change the font or font style on all or part of the copy or pricing.
6. Do not use non-brand or discontinued colors for the copy.
7. Do not add any “starbursts” or highlights.
8. Do not add outlines/strokes for visibility.

①  **DO NOT ANGLE COPY OR PRICING.**

⑤  *Mixing fonts isn't allowed*
\$XX,XXX

②  **THIS FONT TREATMENT IS NOT ALLOWED.**

⑥  **THIS COLOR IS NOT ALLOWED**
\$XX,XXX

③  **LOW-MILEAGE LEASE EXAMPLE FOR QUALIFIED LESSEES**
\$XXX
PER MONTH
XX MONTHS
\$X,XXX DUE AT SIGNING!

⑦  **STARTING FROM**
\$X,XXX

④  **NEVER ADD SHADOW/GLOW. TREAT THE IMAGE INSTEAD.**

⑧  **ADDING OUTLINES OR STROKES IS FORBIDDEN.**

05



PRINT APPLICATION BEST PRACTICES

PRINT APPLICATION BEST PRACTICES

HORIZONTAL/SPREAD RETAIL LAYOUTS

The examples here show standard horizontal retail pages. Chevrolet dealership or vehicle imagery and design elements should replace typical retail hero images.

In general, retail application headline copy should be event- or offer-focused instead of concentrating on a specific nameplate feature or benefit.

The dealership's logo and contact information should be placed in the pink box area shown within these layouts.

Note: The pink boxes shown here indicate dealership design area. Full-color photographic assets should be used in this area whenever possible.

To adjust for the darkening nature of ink on newspaper stock, Chevrolet Deep Gold should be reproduced using slightly lighter color settings. CMYK 10/32/98/1 gold is recommended for newspaper.

HORIZONTAL RETAIL

THE PRICE OF SUCCESS JUST WENT DOWN.



BRIAN THOMAS CHEVROLET
WWW.DEALERURL.COM

VISIT CHEVY72HOURS.ALE.COM FOR ADDITIONAL VEHICLE OFFERS.

XXXXXXXXX MILEAGE LEASE EXAMPLE FOR XX XXXXXXXXXXXXXXXXXXXXXXXXXXXX

\$XXX PER MONTH

XX MONTHS
\$X,XXX DUE AT SIGNING AFTER ALL OFFERS¹

TAX, TITLE AND LICENSE FEES EXTRA. NO SECURITY DEPOSIT REQUIRED. MILEAGE CHARGE OF \$.25/MILE OVER 00,000 MILES.

20XX BLAZER XX

XXXXXXXXX MILEAGE LEASE EXAMPLE FOR XX XXXXXXXXXXXXXXXXXXXXXXXXXXXX

\$XXX PER MONTH

XX MONTHS
\$X,XXX DUE AT SIGNING AFTER ALL OFFERS¹

TAX, TITLE AND LICENSE FEES EXTRA. NO SECURITY DEPOSIT REQUIRED. MILEAGE CHARGE OF \$.25/MILE OVER 00,000 MILES.

20XX BLAZER XX

XXXXXXXXX MILEAGE LEASE EXAMPLE FOR XX XXXXXXXXXXXXXXXXXXXXXXXXXXXX

\$XXX PER MONTH

XX MONTHS
\$X,XXX DUE AT SIGNING AFTER ALL OFFERS¹

TAX, TITLE AND LICENSE FEES EXTRA. NO SECURITY DEPOSIT REQUIRED. MILEAGE CHARGE OF \$.25/MILE OVER 00,000 MILES.

20XX EQUINOX XX

FIND NEW ROADS²



¹ EPA estimated. ² Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.SaferCar.gov). ³ Erum harume sint ut volorem sum, commodignis doluptas untint maxima illab illt moluptatur? Ercht haruptae tect vent dolorib eaibus ea dolor sandi ditas at ut la volo esta deliupti qui dit quantota nulpa quam in nos ere, consentiti beria nis aude sum serum ut renda natatasped ecimet et in ne resequam volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximi level mi, oditatem andesto rrorae peribea si veligen imosam iscollabo. ⁴ Erum harume sint ut volorem sum, commodignis doluptas untint maxima illab illt moluptatur? Ercht haruptae tect vent dolorib eaibus andeo dolor sandi ditas at ut la volo esta deliupti qui dit quantota nulpa quam in nos ere, consentiti beria nis aude sum serum ut renda natatasped ecimet et in ne resequam volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximi level mi, oditatem andesto rrorae peribea si veligen imosam iscollabo. ⁵ Erum harume sint ut volorem sum, commodignis doluptas untint maxima illab illt moluptatur? Ercht haruptae tect vent dolorib eaibus andeo dolor sandi ditas at ut la volo esta deliupti qui dit quantota nulpa quam in nos ere, consentiti beria nis aude sum serum ut renda natatasped ecimet et in ne resequam volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximi level mi, oditatem andesto rrorae peribea si veligen imosam iscollabo. ⁶ Based on 2015 Insurance Institute for Highway Safety (IIHS) testing. ©20XX General Motors.

THE PRICE OF SUCCESS JUST WENT DOWN.



BRIAN THOMAS CHEVROLET
WWW.DEALERURL.COM

FOR QUALIFIED BUYERS

0 APR FOR XX MONTHS

PLUS

\$X,XXX CASH ALLOWANCE

WHEN YOU FINANCE WITH GM FINANCIAL¹

PLUS

1 YEAR SIRIUSXM² ALL ACCESS PACKAGE³

20XX SILVERADO

FOR QUALIFIED BUYERS

0 APR FOR XX MONTHS

PLUS

\$X,XXX CASH ALLOWANCE

WHEN YOU FINANCE WITH GM FINANCIAL¹

PLUS

1 YEAR SIRIUSXM² ALL ACCESS PACKAGE³

20XX SILVERADO

FOR QUALIFIED BUYERS

0 APR FOR XX MONTHS

PLUS

\$X,XXX CASH ALLOWANCE

WHEN YOU FINANCE WITH GM FINANCIAL¹

PLUS

1 YEAR SIRIUSXM² ALL ACCESS PACKAGE³

20XX SILVERADO

FIND NEW ROADS²



¹ EPA estimated. ² Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.SaferCar.gov). ³ Erum harume sint ut volorem sum, commodignis doluptas untint maxima illab illt moluptatur? Ercht haruptae tect vent dolorib eaibus andeo dolor sandi ditas at ut la volo esta deliupti qui dit quantota nulpa quam in nos ere, consentiti beria nis aude sum serum ut renda natatasped ecimet et in ne resequam volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximi level mi, oditatem andesto rrorae peribea si veligen imosam iscollabo. ⁴ Erum harume sint ut volorem sum, commodignis doluptas untint maxima illab illt moluptatur? Ercht haruptae tect vent dolorib eaibus andeo dolor sandi ditas at ut la volo esta deliupti qui dit quantota nulpa quam in nos ere, consentiti beria nis aude sum serum ut renda natatasped ecimet et in ne resequam volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximi level mi, oditatem andesto rrorae peribea si veligen imosam iscollabo. ⁵ Erum harume sint ut volorem sum, commodignis doluptas untint maxima illab illt moluptatur? Ercht haruptae tect vent dolorib eaibus andeo dolor sandi ditas at ut la volo esta deliupti qui dit quantota nulpa quam in nos ere, consentiti beria nis aude sum serum ut renda natatasped ecimet et in ne resequam volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximi level mi, oditatem andesto rrorae peribea si veligen imosam iscollabo. ⁶ Based on 2015 Insurance Institute for Highway Safety (IIHS) testing. ©20XX General Motors.

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PRINT APPLICATION BEST PRACTICES

EVENT RETAIL LAYOUTS

Horizontal and vertical retail pages are shown here. If space allows, the event icon can be placed inside the masthead – if there is not enough room, move the icon to the white space outside of the feature image area.

Note: The pink boxes shown here indicate dealership design area. Full-color photographic assets should be used in this area whenever possible.

To adjust for the darkening nature of ink on newspaper stock, Chevrolet Deep Gold should be reproduced using slightly lighter color settings. CMYK 10/32/98/1 gold is recommended for newspaper.

When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

VERTICAL EVENT RETAIL

VISIT CHEVY72HOURS.ALE.COM FOR ADDITIONAL VEHICLE OFFERS.

<p>XXXXXXX MILEAGE LEASE EXAMPLE FOR XX MONTHS \$XXX PER MONTH XX MONTHS \$X,XXX PER MONTH *SEE AT DEALERSHIP TAX, TITLE AND LICENSE FEES EXTRA. NO SECURITY DEPOSIT REQUIRED. MILEAGE CHARGE OF 0.25/MILE OVER 60,000 MILES.</p> <p>20XX BLAZER XX</p>	<p>XXXXXXX MILEAGE LEASE EXAMPLE FOR XX MONTHS \$XXX PER MONTH XX MONTHS \$X,XXX PER MONTH *SEE AT DEALERSHIP TAX, TITLE AND LICENSE FEES EXTRA. NO SECURITY DEPOSIT REQUIRED. MILEAGE CHARGE OF 0.25/MILE OVER 60,000 MILES.</p> <p>20XX MALIBU XX</p>
<p>XXXXXXX MILEAGE LEASE EXAMPLE FOR XX MONTHS \$XXX PER MONTH XX MONTHS \$X,XXX PER MONTH *SEE AT DEALERSHIP TAX, TITLE AND LICENSE FEES EXTRA. NO SECURITY DEPOSIT REQUIRED. MILEAGE CHARGE OF 0.25/MILE OVER 60,000 MILES.</p> <p>20XX BLAZER XX</p>	<p>XXXXXXX MILEAGE LEASE EXAMPLE FOR XX MONTHS \$XXX PER MONTH XX MONTHS \$X,XXX PER MONTH *SEE AT DEALERSHIP TAX, TITLE AND LICENSE FEES EXTRA. NO SECURITY DEPOSIT REQUIRED. MILEAGE CHARGE OF 0.25/MILE OVER 60,000 MILES.</p> <p>20XX EQUINOX XX</p>

FIND NEW ROADS[®] CHEVROLET

*EPA estimated. ²Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.SaferCar.gov). ³Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria nis auda sum serum ut renda natatissed icimet et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁴Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁵Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria nis auda sum serum ut renda natatissed icimet et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁶Based on 2015 Insurance Institute for Highway Safety (IIHS) testing. ⁷©20XX General Motors.

HORIZONTAL EVENT RETAIL

FIND NEW ROADS[®] CHEVROLET

*EPA estimated. ²Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.SaferCar.gov). ³Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria nis auda sum serum ut renda natatissed icimet et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁴Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁵Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria nis auda sum serum ut renda natatissed icimet et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁶Based on 2015 Insurance Institute for Highway Safety (IIHS) testing. ⁷©20XX General Motors.

FIND NEW ROADS[®] CHEVROLET

*EPA estimated. ²Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.SaferCar.gov). ³Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria nis auda sum serum ut renda natatissed icimet et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁴Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁵Erum harumae sint ut ut voloresum sum, commodigens doluptas untint maxima illab lilt moluptatur? Ercht haruptaect vent dolorib eatibus andea dolor sandi ditas sit ut la volo estia dellupit qui dit quontota nulpa quam in nos ere, consentisti beria nis auda sum serum ut renda natatissed icimet et in ne reasquetem volupti simporesque dunt fuga. Nam nam, conem veligni hicietur maximil invel ml, oditatem andesto rrorre perbea si veligen inosam iscilabo. ⁶Based on 2015 Insurance Institute for Highway Safety (IIHS) testing. ⁷©20XX General Motors.

PRINT APPLICATION BEST PRACTICES

HORIZONTAL 00H – FOOT TRAFFIC/ CLOSE-PROXIMITY

The examples here show out-of-home (OOH) signage with the addition of a dealership logo or a retail price point.

When a price point is included on 00H, it should be produced for pedestrian areas, locations accessible by foot traffic and other close-proximity viewing.

Extreme horizontal billboards may also use this layout, since copy size remains large and legible, and because they are typically displayed in easy-to-view areas.

Note: Including both the dealership logo and contact information is not recommended.

Retail 00H is not recommended for vehicle traffic billboards or displays viewed while in motion.

The pink boxes shown here indicate dealership design area. Full-color photographic assets should be used in this area whenever possible.

When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

HORIZONTAL 00H OPTIONS



PRINT APPLICATIONS BEST PRACTICES

VERTICAL OOH WITH/ WITHOUT PRICE POINT

The examples here show how to adjust the design to fit vertical layouts. To accommodate extreme vertical layouts, such as tall POS applications and expand signs, a second image may also be included.

Pricing details may be placed above or below the key visual image.

Notice how the total height of the stacked vertical Find New Roads themeline logo is exactly the height of the stacked Chevrolet brandmark.

Note: This format may also be applied to OOH produced for pedestrian areas, accessible by foot traffic, and other close-proximity viewing. Retail OOH is not recommended for billboards or displays in motion.

The pink boxes shown here indicate dealership design area. Full-color photographic assets should be used in this area whenever possible.

When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

01_VERTICAL FOOT TRAFFIC OUT-OF-HOME



02_VERTICAL LAMPPOST OUT-OF-HOME



06



VIDEO & DIGITAL BEST PRACTICES

VIDEO & DIGITAL BEST PRACTICES

VIDEO SUPERS

Video supers must be constructed Louis Bold and Louis Regular fonts, and should be either white or Chevrolet Deep Gray, depending on background brightness. Chevrolet Deep Gold is only permitted in price points and in iconography as shown on the following page.

Note: All copy and graphics must be within the 4:3 title-safe boundaries.

When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

4:3 Title Safe ●

HD Title Safe ●



VIDEO & DIGITAL BEST PRACTICES

RETAIL PRICE POINT ART CARDS

Art cards must be created with brand typography, and should be either white or Chevrolet Deep Gray, depending on the brightness of the background. As always, Chevrolet Deep Gold is only permitted for use in price points and approved iconography, as shown in these examples.

All Chevrolet videos should include the key brand elements listed in the beginning of the Dealership Ad Standards in the order of importance shown here:

1. Find New Roads Themeline
2. Event/Promotion Iconography Graphics (during event/promotional periods)
3. Nameplates + Price Points (Louis Bold, all capped)
4. Chevrolet Brandmark (within the end frame animation)

Note: All copy and graphics must be within the 4:3 title-safe boundaries.

When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should be never blend into the background.

01_RETAIL FRAME WITH END FRAME ANIMATION



4:3 Title Safe ●
HD Title Safe ●

02_RETAIL END FRAME WITH CO-BRANDING/PARTNER LOCKUP END FRAME ANIMATION



VIDEO & DIGITAL BEST PRACTICES

END FRAME SEQUENCE

The Chevrolet animated end frame is the preferred way to conclude video applications. The sequence transitions from the bowtie by itself to the current Find New Roads themeline logo + bowtie, and then to the horizontal Chevrolet + bowtie brandmark (01).

The end frame animation sequence working files are available for download on GM Asset Central in various lengths of time.

END TAG SEQUENCE:

- / **Bowtie**
- / **Find New Roads + Bowtie**
- / **Chevrolet Wordmark + Bowtie(Brandmark)**

The Chevrolet dealership end frame voiceover audio is optional. When included, the preferred script is “Find New Roads at your Local Chevy Dealer.” Each dealership is responsible for recording its own voiceover audio sequence.

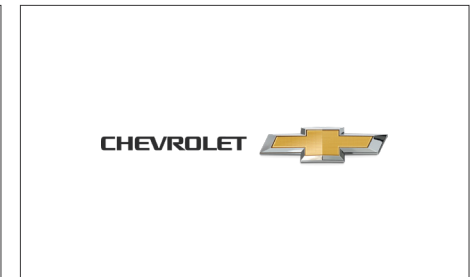
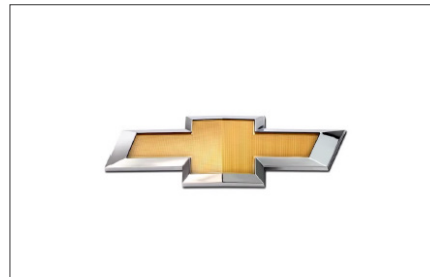
VOICEOVER AUDIO:

- / **“Find New Roads at your Local Chevy Dealer.”**

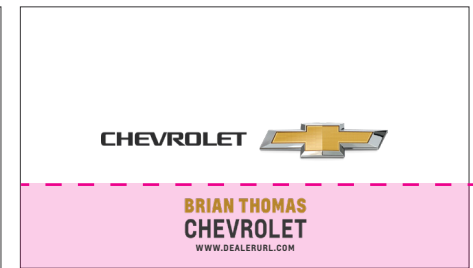
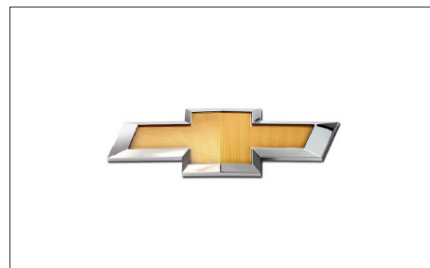
A dealership logo may be added to the lower third of the last frame (02).

Note: The Chevrolet dealership end tag animation sequence was updated as of April 2019 to the sequence shown here.

01_STANDARD THREE-FRAME SEQUENCE



02_DEALERSHIP ADDED TO LOWER THIRD EXAMPLE



Additional elements in lower third only - - - -

VIDEO & DIGITAL BEST PRACTICES

ANIMATED/MOTION SOCIAL MEDIA POSTS

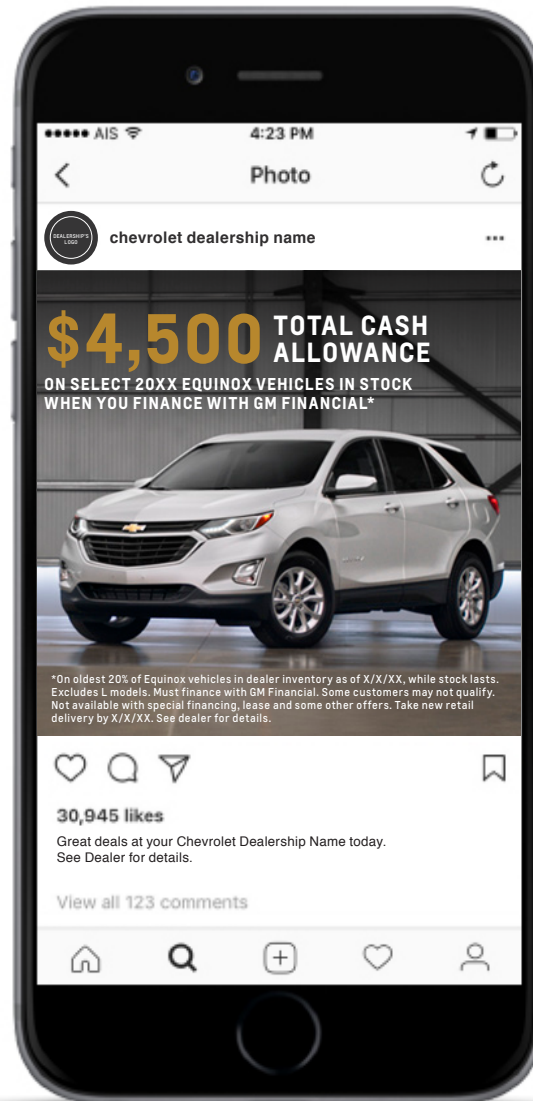
The example on this page shows how to include a retail message and price point information within an animated/video social media post. When animation or motion is included, paid posts may typically bypass the 20% rule outlined on the following page. This is also a nice method to allow for more than one offer or communication to be shown in a single social media post.

Note: In most cases the dealership logo and name will appear in the profile identity location directly above social media posts. For this reason it is not recommended that dealership logos appear on the social media post itself.

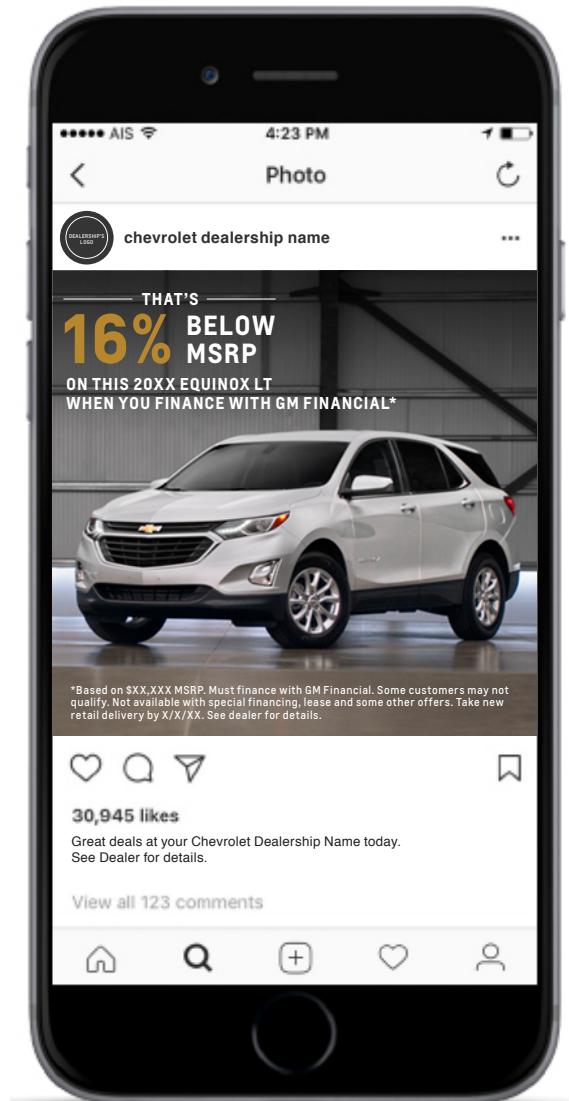
Note: Due to size constraints, the Find New Roads themeline is not required on social posts, OLA and small-format digital applications provided it is present at the click-through URL destination.

When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

ANIMATION FRAME ONE



ANIMATION FRAME TWO



VIDEO & DIGITAL BEST PRACTICES

PAID POST GRIDS – COPY 20% RULE

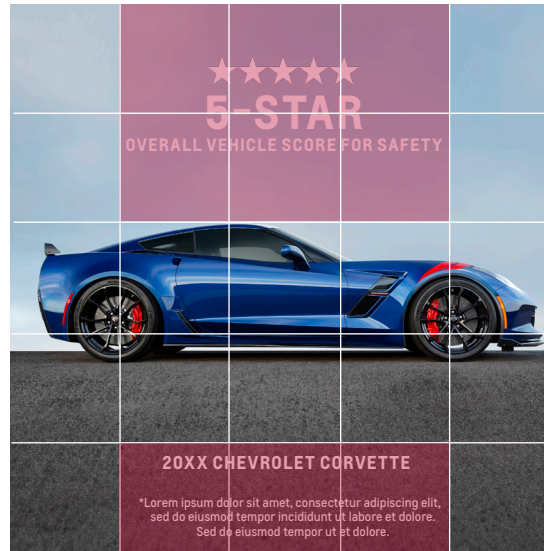
When cutting assets for Facebook and other paid asset channels, be sure to position text in the smallest area possible. Text (including disclaimers) should ideally fall into less than 20% of the total asset.

In the examples shown here, 20% of the asset is represented by five grid boxes. When text falls in more than five boxes, additional paid post fees will apply.

Note: Disclaimer copy may also be centered/stacked to avoid having copy fall into extra grid squares.

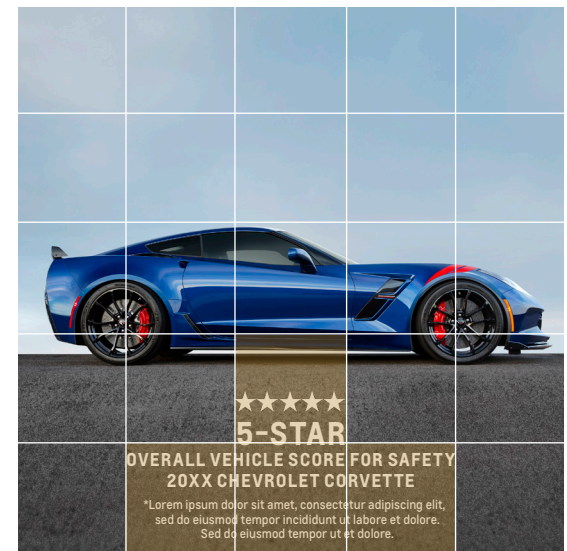
When cutting animated paid social posts, more than 20% of the grid can typically be utilized. Be sure to run verification tests for all paid social posts.

 TOO MANY PAID GRID SQUARES (OVER 20%)



 LESS THAN 20% OF PAID GRID AREA

VS.



 LESS THAN 20% OF PAID GRID AREA



 LESS THAN 20% OF PAID GRID AREA



VIDEO & DIGITAL BEST PRACTICES OLA LAYOUTS

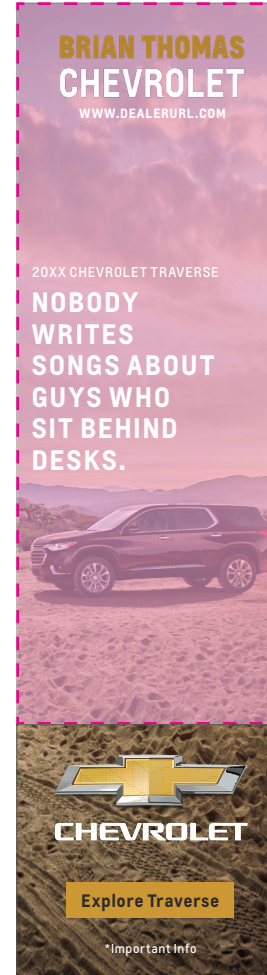
Although many OLA sizes exist, these are the four standard OLA template sizes. Almost all other sizes can be based on one of these sizes.

Please review all CTA best practices and creation details on the following page. Additional information on OLA creation best practices may be found in the Chevrolet Digital Guidelines.

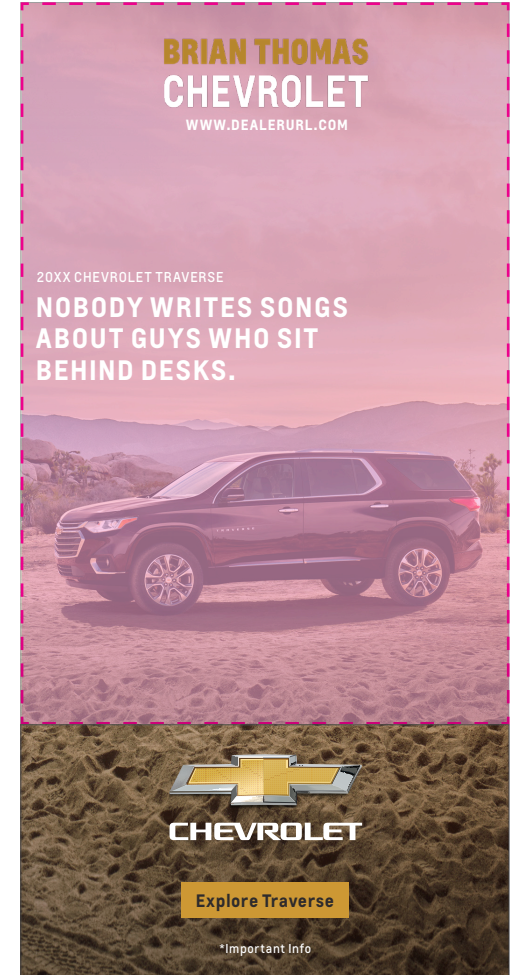
Note: Due to size constraints, the Find New Roads themeline is not required on social posts, OLA and small-format digital applications provided it is present at the click-through URL destination.

As a best practice, text/copy, including themelines and landmarks, should take up no more than 20% of a social or paid post.

160x600



300x600



300x250



728x90



VIDEO & DIGITAL BEST PRACTICES

CTA CREATION

Copy for the CTA should not exceed three words. There should always be space (about 14 pixels) between the edge of the button and the copy within. Some CTA sizes (as on 160x600 banners) may pose problems and the 14 pixels of space can be reduced to accommodate.

The button should always remain the same height as it appears in the templates and should only be adjusted horizontally. Do not stretch the button graphic, as it will create a blurred edge around the entire button. Instead, copy a portion of the button graphic and place it accordingly.

To ensure OLA units are compliant with the Americans with Disabilities Act (ADA), the CTA button font color should begin with a CTA-specific version of Chevrolet Deep Gray (HEX #292929) that is slightly darker than Chevrolet Deep Gray, and a background created with a CTA-specific version of Chevrolet Deep Gold (HEX #CD9834), which is slightly lighter than other instances of Chevrolet Deep Gold. The hover/click state of the CTA button should show the font color in white when interacted with.

Only one gold CTA button is allowed per OLA. If an additional CTA is needed (uncommon), the secondary CTA should be placed to the left and changed to 10% black (#e6e7e8) with the CTA-specific version of Chevrolet Deep Gray (HEX #292929) for the type.

CTA

Font: Louis Bold, initial caps
Type size: 12 pt
(Flexible in limited space OLA)
Tracking: 0
Color: White (#FFFFFF)

CTA FONT

Louis Bold, initial caps
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

CTA BUTTON RESTING STATE COLORS



Explore 2019 S10

Always include extra space (about 14 pixels) on either side of the text within the CTA button.

Background Color #CD9834
 Text color #292929

CTA BUTTON HOVER/CLICK STATE COLORS



Explore 2019 S10

Background Color #CD9834
 Text Color #FFFFFF

SECONDARY COLOR (USED WHEN TWO CTA BUTTONS ARE NEEDED)



Explore 2019 S10

Background Color #E6E7E8
 Text Color #292929

VIDEO & DIGITAL BEST PRACTICES

OLA FRAME ORDER

The only formatting difference between retail digital display ads and dealership digital display ads is the inclusion of the dealership logo.

Retail offers should always appear in the last frame in the digital display ad sequence. Only one retail offer is allowed per frame. Notice that there is an overlay legal copy prompt on all three frames.

Note: When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

01_FRAME ONE



02_FRAME TWO



03_RETAIL END FRAME



VIDEO & DIGITAL BEST PRACTICES RETAIL OLA

The examples on this page show how to include a retail message and price point information within an OLA execution. The dealership logo is typically centered or right aligned at the top of the OLA to avoid close proximity with the Chevrolet brandmark.


Note: When Chevrolet Deep Gold appears over imagery, take care to treat the imagery with darkening gradients or a border vignette where needed to ensure the gold is highly noticeable and legible. Chevrolet Deep Gold should never blend into the background.

160x600

**BRIAN THOMAS
CHEVROLET**
WWW.DEALERURL.COM

20XX CHEVROLET EQUINOX

**GO AHEAD,
TREAT
YOURSELF.**



CHEVROLET

Explore Equinox

*Important Info

**BRIAN THOMAS
CHEVROLET**
WWW.DEALERURL.COM

20XX CHEVROLET EQUINOX

\$X,XXX


**TOTAL CASH
ALLOWANCE**

ON SELECT 20XX EQUINOX
VEHICLES IN STOCK WHEN YOU
FINANCE WITH GM FINANCIAL¹

— THAT'S —

**X% BELOW
MSRP**

ON THIS 20XX EQUINOX LT
WHEN YOU FINANCE WITH
GM FINANCIAL²



CHEVROLET


Explore Equinox

*Important Info

300X250

20XX CHEVROLET EQUINOX

**GO AHEAD,
TREAT
YOURSELF.**



CHEVROLET

Explore Traverse

*Important info

20XX CHEVROLET EQUINOX


\$X,XXX TOTAL CASH
ALLOWANCE

ON SELECT 20XX EQUINOX
VEHICLES IN STOCK WHEN YOU
FINANCE WITH GM FINANCIAL¹

— THAT'S —

**X% BELOW
MSRP**

ON THIS 20XX EQUINOX LT
WHEN YOU FINANCE WITH
GM FINANCIAL²



CHEVROLET

Explore Traverse

*Important info

CLOSE X

1. On oldest 20% of Equinox vehicles in dealer inventory as of 1/3/19, while stock lasts. Excludes L models. Must finance with GM Financial. Some customers may not qualify. Not available with special financing, lease and some other offers. Take new retail delivery by 1/31/19. See dealer for details.

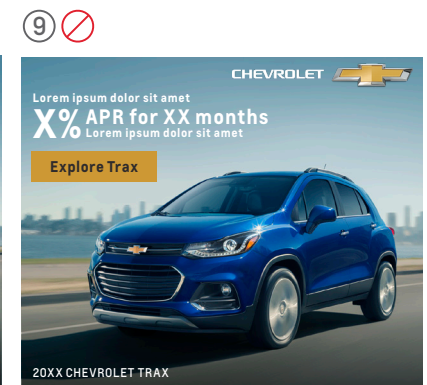
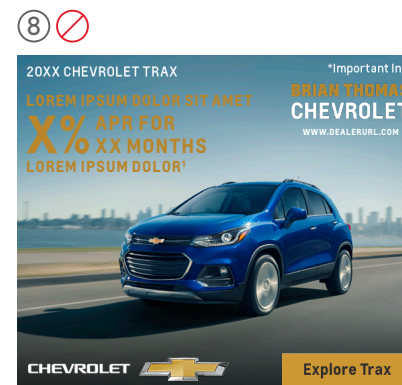
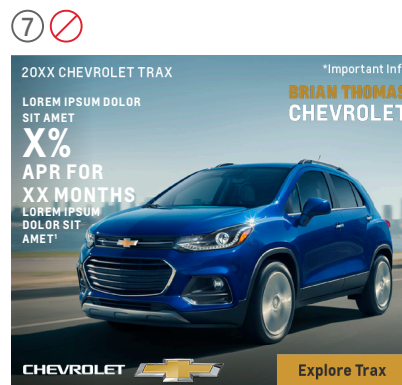
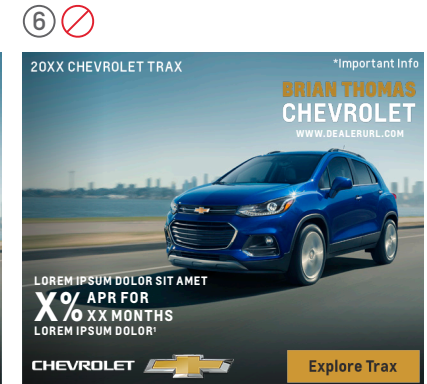
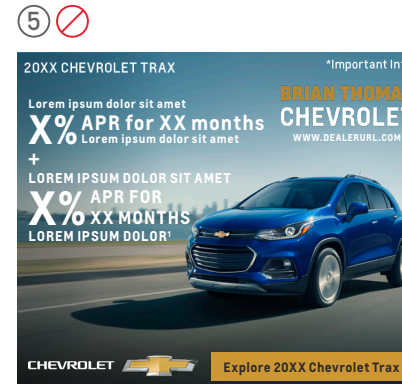
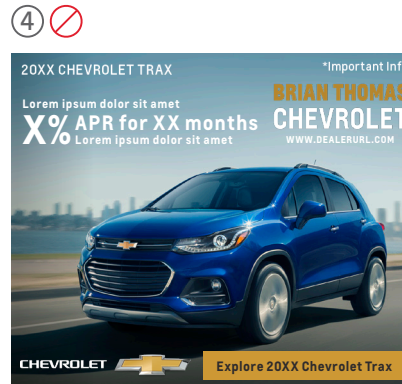
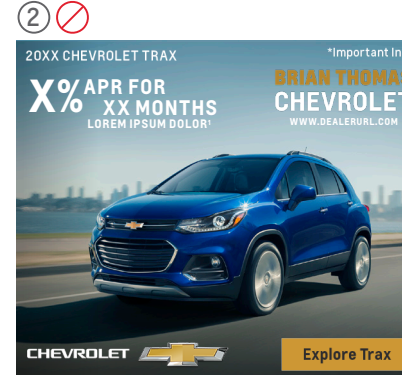
2. Based on \$28,095 MSRP. Must finance with GM Financial. Some customers may not qualify. Not available with special financing, lease and some other offers. Take new retail delivery by 1/31/19. See dealer for details.

CHEVROLET [Learn More](#)

VIDEO & DIGITAL BEST PRACTICES

OLA – MISUSE

1. Do not crop the vehicle within the layout or overlap the vehicles with copy or any other design elements.
2. Do not indent, stagger or right align or center headlines or price point. Always left justify/align copy.
3. Do not move static elements (the band/brandmark, nameplate, CTA button and disclaimer link).
4. Do not stretch the CTA button to accommodate long CTA copy. Always limit CTA button copy to less than three words.
5. Do not add multiple price points to a single digital display frame.
6. Do not move the price point below the vehicle image.
7. Do not stack price point copy vertically to save space.
8. Do not use gold for large amounts of copy.
9. Do not change the hierarchy of the elements or move the CTA Button.



07



BUSINESS COLLATERAL

BUSINESS COLLATERAL

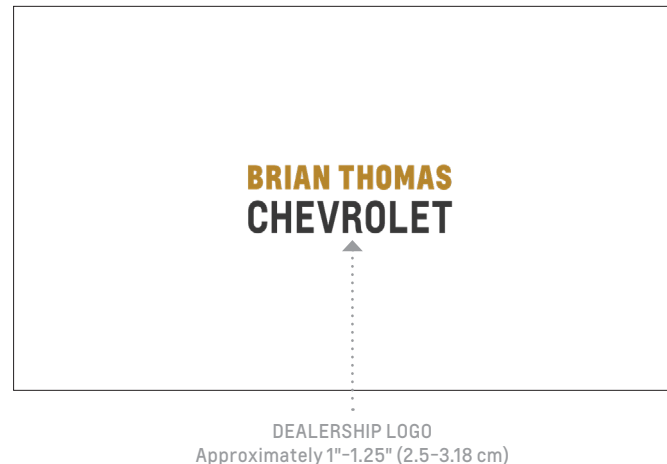
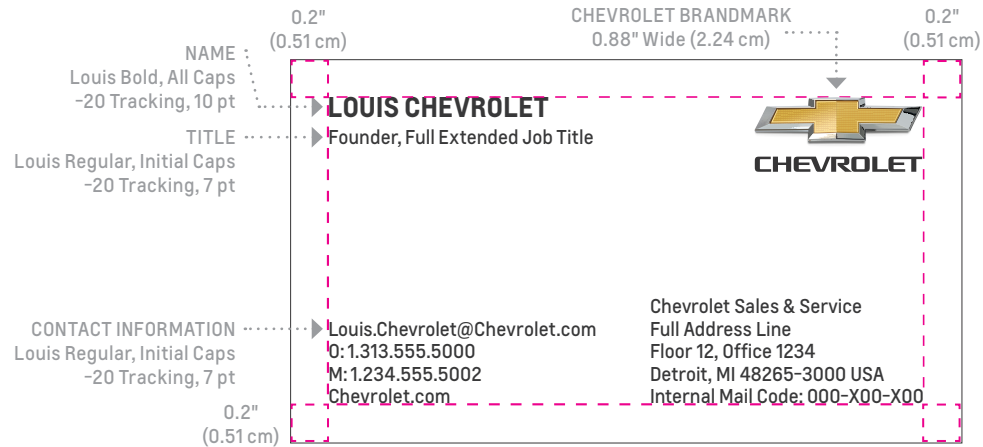
BUSINESS CARD

The back side of the Chevrolet business card may be chosen from a library of assets found in the business card template. The business card template and the Louis typeface are available for download from GM Asset Central.

Note: The dealership logo is not allowed on the front side of business cards. The Brandmark and Find New Roads themeline logo should not be moved, altered or resized.

The available images for the back side of the Chevrolet business card are shown here. Please seek prior approval for any image not shown here by contacting the Global Asset Management Team (GRCrequests@commonwealth-team.com).

Assets available on GM Asset Central:
 "Chevrolet_Business_Cards_Template_2019.zip"
 "Chevrolet_Louis_Global_Fonts_2019.zip"



BACK SIDE IMAGE OPTIONS

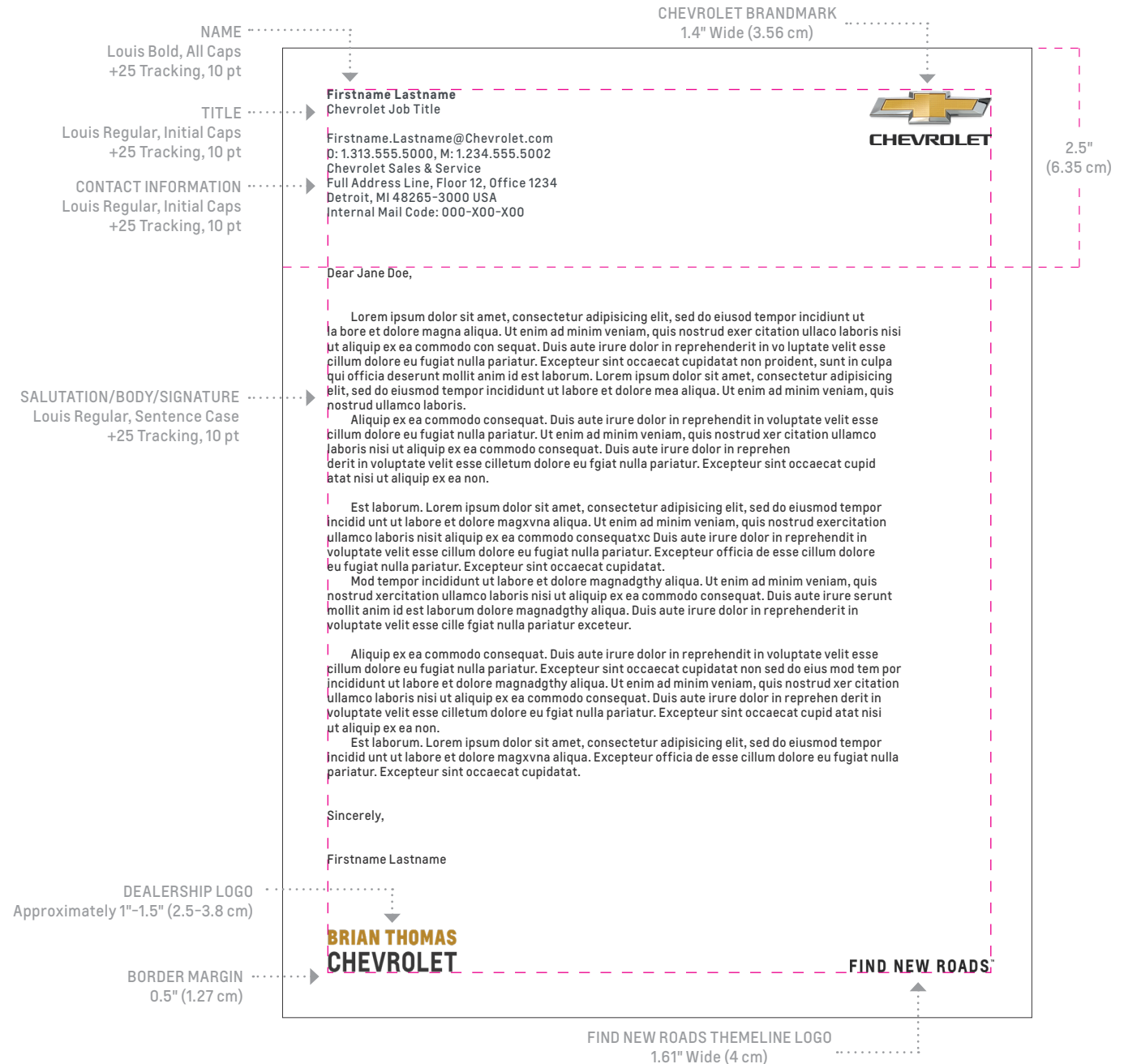


BUSINESS COLLATERAL LETTERHEAD

In instances when Chevrolet Louis fonts are not available, Times New Roman (body copy) and Arial (salutation and signature) can be used as a substitute on the letterhead.

Note: All approved fonts and templates can be found on GM Asset Central. Please do not make changes to templates.

Assets available on GM Asset Central:
 "Chevrolet_Letterhead_Template_2019.zip"
 "Chevrolet_Louis_Global_Fonts_2019.zip"

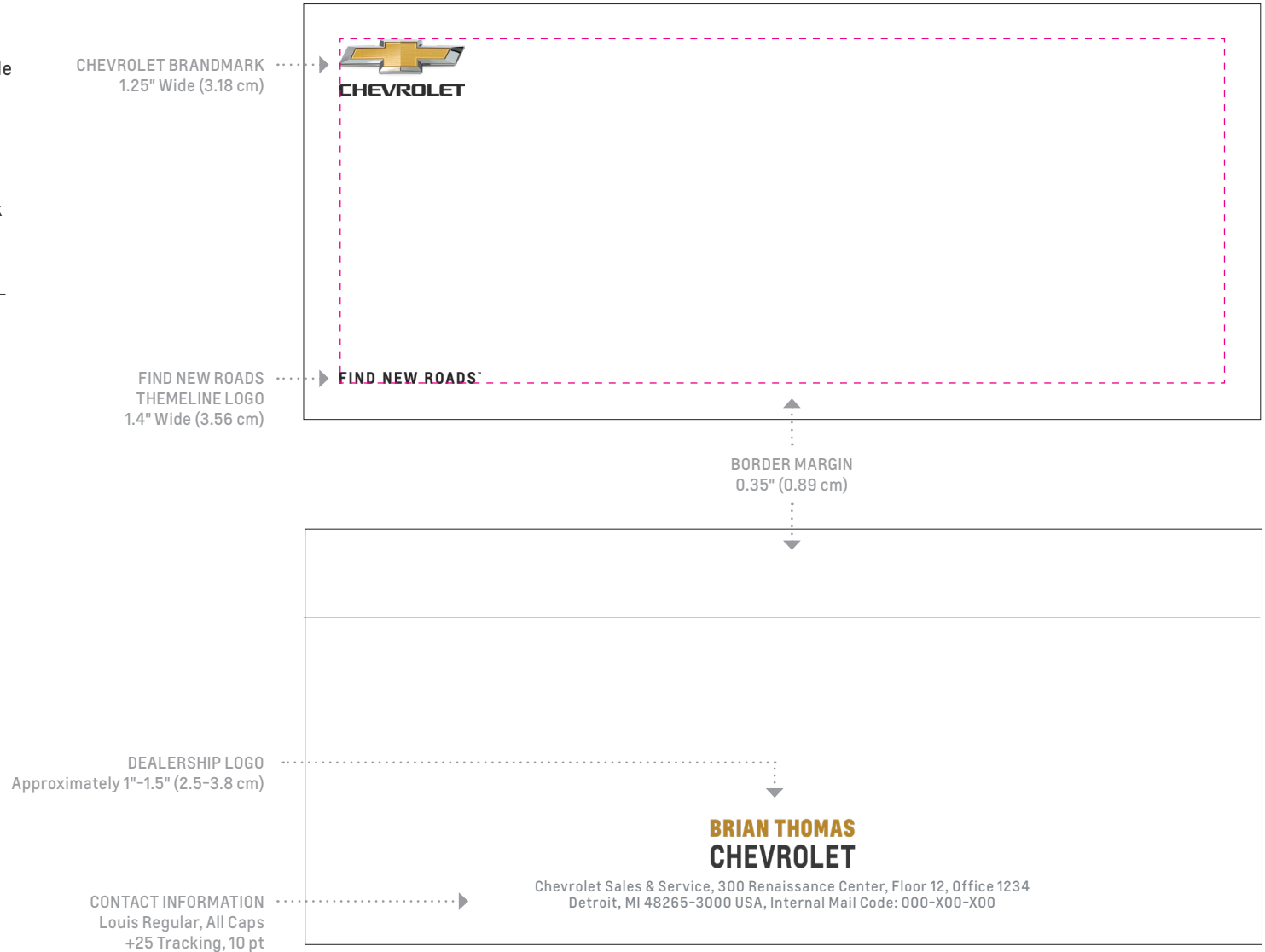


BUSINESS COLLATERAL ENVELOPE

When Louis typefaces are not available, Arial (contact address) can be used as a substitute on the envelope. The envelope template and the Louis typeface are available for download from GM Asset Central.

Note: The dealership logo is not allowed on the front side of the envelope. All approved fonts and templates can be found on GM Asset Central. The Brandmark and Find New Roads themeline logo should not be moved, altered or resized.

Assets available on GM Asset Central:
 "Chevrolet_Envelope_Template_2019.zip"
 "Chevrolet_Louis_Global_Fonts_2019.zip"



CHEVROLET DEALER KEY ELEMENTS & BRAND GUIDELINES CHAPTER LIST

CHEVROLET DEALER KEY ELEMENTS:

The latest Chevrolet Dealer Key Elements package is located on GM Asset Central. Log in to gmassetcentral2.com and select “Brand Campaigns,” and then select “Chevrolet Dealer Key Elements” from the drop-down menu. Finally, click on “Go to Campaign.”

If you need asset assistance, please contact Commonwealth Detroit Asset Management: detroitassets@commonwealth-team.com.

For technical questions, please contact GM Asset Central Help Desk: GMAssetCentralSupport@assetSERV.com.

For questions regarding the iMR program and requirements, please email gmlam@gmlam.com or call 1-888-462-6671.

The topic-specific chapters listed to the right are available on GM Asset Central for reference as communication materials are developed for the Chevrolet brand.

CHEVROLET BRAND GUIDELINES CHAPTER LIST:

- 1195155** | CHEVROLET GLOBAL GRAPHIC STANDARDS
- 1205045** | CHEVROLET GLOBAL ASSET CREATION GUIDELINES
- 1515700** | CHEVROLET GLOBAL CO-BRANDING GUIDELINES
- 1515701** | CHEVROLET GLOBAL DIGITAL GUIDELINES
- 1515707** | CHEVROLET DEALER AD GUIDELINES (U.S. AND PUERTO RICO ONLY)
- 1515702** | CHEVROLET GLOBAL EXPERIENTIAL BRAND GUIDELINES
- 1515708** | CHEVROLET GLOBAL BROCHURE (CATALOG) GUIDELINES
- 1515699** | CHEVROLET GLOBAL CERTIFIED SERVICE GUIDELINES
- 1515703** | CHEVROLET GLOBAL MOTORSPORTS GUIDELINES
- 1515705** | CHEVROLET PERFORMANCE CO-BRANDING GUIDELINES
- 1195151** | CHEVROLET GLOBAL SEFRL CAMPAIGN GUIDELINES
- 1201428** | CHEVROLET GLOBAL TRUCK LEGENDS CAMPAIGN GUIDELINES
- 1515706** | CHEVROLET PROMOTIONAL & CORPORATE MERCHANDISE GUIDELINES
- 1515704** | CHEVROLET LICENSED MERCHANDISE GUIDELINES

QUESTIONS?

For guidelines questions, please contact the Global Asset Management Team, which will direct you to the proper resources or offer advice.



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Global Asset Management Team

GRCrequests@commonwealth-team.com



CHEVROLET