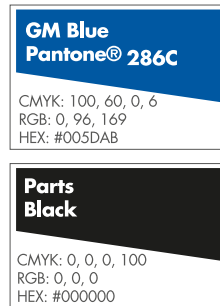
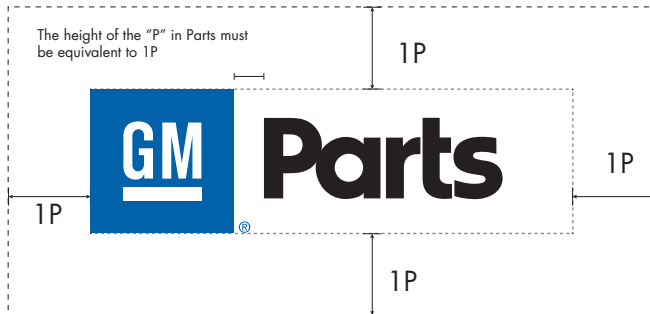


QUICK GUIDELINE

GM PARTS AND ACDelco LOGOS COEXISTENCE



- **GM Parts** is a logo for limited use to Dealers with auto part sales (**GM Parts** and/or **ACDelco**)
- Only use the **GM Parts** logo where the space and the readability are not compromised by **ACDelco**
- **GM Parts** must be first in order of importance from left to right, then **ACDelco**
- The order of importance from up to down, **GM Parts** must be above and **ACDelco** down.
- If the logos appear on the same line, they must be the same size.

In case of using both brands, the backgrounds must be in colors white, blue or gray, black background only applies when both logos are readable and according the indications in each manual.

In case of using the logos on backgrounds with photographs, the logos must be placed in an area where their readability is not compromised or where is a visible color contrast to make their presence visible.

EXAMPLE OF COEXISTENCE



ACDelco®

Auto Parts

UPDATE 2019

ACDelco LOGO



When communication pieces or materials are developed, the security area must be free of any other element that could make it look dirty; this area will be the equivalent of height and width of the letter A in each ACDelco word around the logo.

You must always write ACDelco, don't forget that is our image to the customers. "ACD" in high (uppercase) and "elco" in low (lowercase), it doesn't matter if all the text is written in uppercase or lowercase.

The word ACDelco should not appear as follows:

- Do not separate: AC Delco
- Do not use only uppercase: ACDELCO
- Do not add hyphen between "AC" and "Delco": AC-Delco



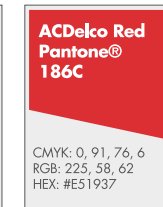
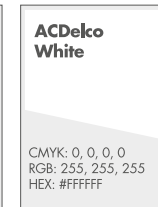
CORRECT USES



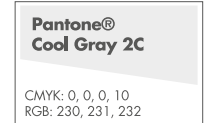
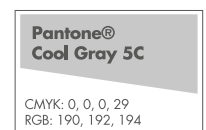
INCORRECT USES



PRIMARY COLORS



SECONDARY COLORS



INCORRECT COEXISTENCE LOGOS USE



ACDelco®

Auto Parts