

# Chevrolet

Dealer ad guidelines

January 2024



# Introduction

The **Chevrolet Dealer Ad Guidelines** were designed to help you develop advertising to promote your store and its products – as well as the services you offer – that’s **consistent with global Chevrolet advertising**. This way, 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.

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### Brandmark introduction

There are several variations on the Chevrolet brandmark, however they all share the same geometry. Please familiarize yourself with the brandmarks, rhombus and examples in the guidelines to help determine what brandmark should be used.

- **Using more than one brandmark**

The Chevrolet brandmark and EV brandmark should be visually isolated from one another when used in the same digital or physical environment such as an auto show or experiential event.

- **Approvals**

The filled-in bowtie is used in iconography and limited-space merchandise.

Always get preapproval before using it.

Reach out to:

[chevybrand@commonwealth-team.com](mailto:chevybrand@commonwealth-team.com).

#### Outline brandmark



#### Gold brandmark



#### EV brandmark



#### Site and social profile icon



#### Limited-space icon

(Restricted/prior approval required)



## Brandmark ecosystem

### Primary

**The Outline brandmark** appears the same in every medium. It's consistent. It's highly impactful with high contrast.

For use: Everywhere. See rhombus section for how to use it with shape and color.



### Secondary



**The gold brandmark** is a classic. It can be used when there are solid-color backgrounds.

For use: On white or off-white backgrounds.



**The EV brandmark** is used when we are showing EV-specific work.

For use: EV-specific content.

### Tertiary



**The icon** that is only used in limited or small spaces.

**The social icon** – used as profile icons only.

## Together let's drive™ (TLD) and Chevrolet tagline logo lockup

The brandmark and Together let's drive™ lockup should be included in every application where the Chevrolet brandmark does not already exist within the usage destination.

- **Usage**

The Chevrolet brandmark with TLD tagline is recommended on print, OOH, CRM and when space allows on digital and experiential. It is not required on small-scale applications such as OLA and social media.

The taglines alone exist as separate files, but the brandmark and tagline should be used together as a lockup as much as possible. Site footers and CRM footers are two examples of areas in which these are used separately.

- **Restrictions**

In Chevy-owned spaces, physical or digital, the bowtie with tagline may be used (which excludes the Chevrolet wordmark).

### Stacked brandmark



### Stacked tagline

Together  
let's drive™

### Stacked brandmark with tagline



### Stacked bowtie with tagline



### Horizontal brandmark



### Horizontal tagline

Together let's drive™

### Horizontal brandmark with tagline



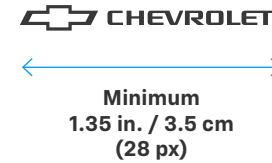
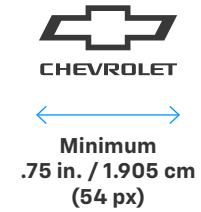
### Horizontal bowtie with tagline



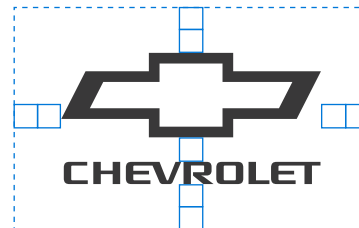
## Brandmark details

- **Sizing**  
Minimum sizing should always be considered, as shown here. One-color logos can be used at smaller sizes because there is less detail in the brandmark.
- **Spacing around the brandmark**  
Maintaining a consistent area of isolation around every Chevrolet brandmark iteration preserves maximum legibility and brand impact by creating a visual barrier.  
The area of isolation should be at least twice (2x) the height of the Chevrolet wordmark.

### Brandmark minimum sizes



### Area of isolation (safe zone)



### Brandmark don'ts and restrictions

The Chevrolet brandmark is one of the most recognizable emblems in the world.

- **Keep it consistent**

It's important that the Chevrolet brandmark is used consistently.

- **Keep it readable**

Be conscious of the environment you are placing the brandmark into. More often than not, photo filters or retouching are required to ensure Chevrolet reads clearly and the bowtie shape has adequate contrast to keep its definition.

- **Note the restrictions**

Shown here are "don'ts" and restrictions to consider when using the brandmark. These examples apply to all variations of the brandmark, including EV and one-color.

#### Don'ts/restrictions

⊘ Don't change the bowtie or wordmark proportions.



⊘ Don't change the typeface or type style.



⊘ Don't add containers or reflections.



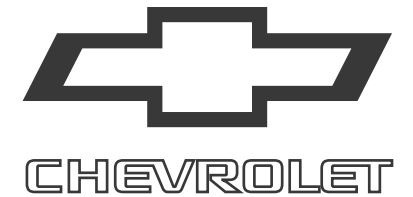
⊘ Don't add drop shadows.



⊘ Don't change the color of the wordmark.



⊘ Don't add outlines or glows.



⊘ Don't flip the bowtie.



⊘ Don't move elements or overlap elements.



## Co-branding lockup — best practices

- **Size ratios and positioning**

The lockup layout examples here show the preferred size ratios for the brandmark and partner/sponsorship (secondary) logos, as well as where to position any logo qualifier taglines.

- **Horizontal vs. vertical**

Logos should lock up to the right of the stacked brandmark when horizontal and below the stacked brandmark when vertical is needed.

- **Balance of elements**

The brandmark and partner logo should appear visually balanced and equal in their size relationship.

As a base measurement, X = the height of "Chevrolet" within the brandmark. Co-branding, sub-branding and Chevrolet programs should appear in Chevy Sans, initial-capped, 0 tracking, metric kerning and tight leading.

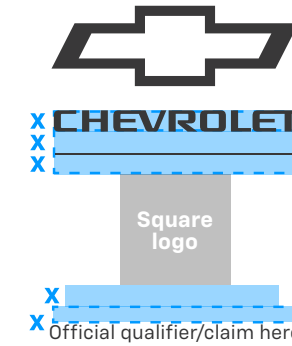
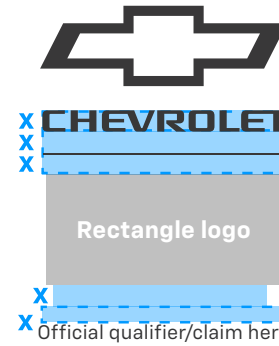
- **Type**

Locked-up type should be kept to one or two lines whenever possible.

- **Matchstick**

The width and height of the matchstick between the logos, nameplate or program should always scale in proportion.

### Standard co-branding lockups



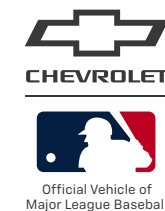
### Nameplate badge example



### Program/department example



### Third-party logo example



## Key brand colors

- **Palette**

The color palettes are vivid and based on vibrant vehicle colors that are energetic and optimistic.

- **Color selection**

If available, use the color that corresponds to the vehicle being shown.

For digital, colors should always be ADA compliant and remain legible.

- **Considerations**

Colors are not strictly limited to the palette shown, but additional colors should be vibrant and complementary to the featured vehicle and approved prior to use. Always get preapproval before using it. Reach out to: [chevybrand@commonwealth-team.com](mailto:chevybrand@commonwealth-team.com)

- **New and retiring colors**

As new vibrant vehicle colors are added annually, they may appear in the secondary palette, also referred to as the **Drive Palette**. If a vehicle color is retired then the color will be removed in an updated palette. The primary palette will remain the same. These palettes are used for marketing purposes in graphics, motion, print, etc.

Primary color palette



Drive palette

Secondary color palette



# Introduction to the rhombus

**Inspired by the bowtie**, the **new rhombus shape** ensures every piece of communication is grounded in the spirit of Chevrolet.

The following pages will guide you through best practices.

- **Angle**

Rhombus frames/accent are created from the interior angle of the outline brandmark (63°).

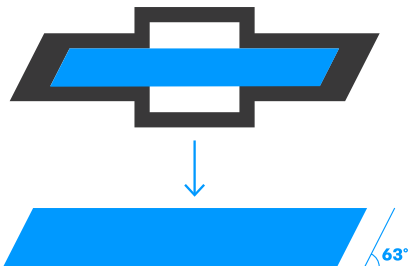
- **Scale**

When creating a new rhombus, always scale proportionately so the angle remains at 63°.

- **Creating**

Rectangle shapes "skewed" or "sheared" at a +27°/-27° angle on the horizontal axis create the 63° angle (each program determines the +/- input).

### Creating a 63° rhombus



### ✓ When to use a rhombus

#### **Over imagery or backgrounds**

The rhombus is a great way to introduce color when using imagery and can act as a nice highlight for the brandmark/tagline.

#### **With vehicles**

Complementing the sheet metal colors of our vehicles is always a good idea and the use of a rhombus is a great way to do this.

#### **When space allows for it**

If there is enough space on the asset or if you feel the need to fill space, then a rhombus should be considered.

#### **Highlighting brand moments**

Incorporate the rhombus into moments that highlight the Chevrolet brand and help invigorate the content.

### ⊘ When not to use a rhombus

#### **On pack shots with multiple colored vehicles**

The rhombus should be avoided when there is no color unification present in the pack shot photography.

#### **In layouts with multiple colored vehicles**

The rhombus should be avoided when there is no color unification present in layout.

#### **When there are no vehicles present**

If no vehicles are shown in the asset, then there should not be a rhombus.

### Rhombus types and when to use them

There are four types of rhombus lockups:

**The landmark + matchstick + tagline lockup**

**The bowtie logo + tagline lockup**

**The horizontal landmark**

**Left rhombus with type**

**Note:** The left rhombus may only include the nameplate and model year.

**The landmark + matchstick + tagline lockup**



The landmark + matchstick + tagline lockup should be included in every application where the Chevrolet landmark does not already exist.

**The bowtie logo + tagline lockup**



The bowtie logo + tagline lockup should be used in applications where the Chevrolet landmark is known to already exist. This should be used on owned properties like Chevy.com, Chevy social and dealerships.

**The horizontal landmark**



The horizontal landmark should be used on horizontal extremes.

**Left rhombus with type**

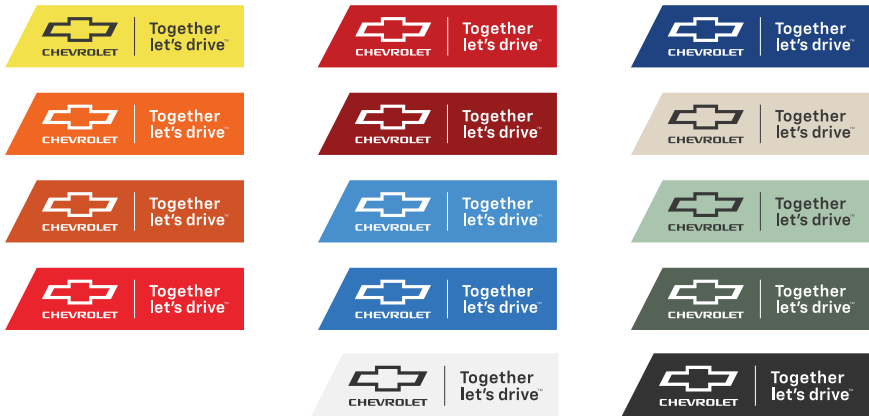


The left rhombus with type should only be used in social media and internal documents.

## Rhombus library

The color of the rhombus stems from the vehicle's sheet metal and should complement the vehicle being shown. Please choose the appropriate rhombus from the following:

### Brandmark + matchstick + tagline



### Bowtie logo + tagline



### Horizontal brandmark



### EV brandmarks



\*Please note that EV lockups should only be used on dark/light gray backgrounds and when an electric vehicle is being highlighted.

## Usage

When using the rhombus, there are some best practices that keep content looking good.

### ✓ Do:

#### Use as a highlight

Ensure the rhombus is used as a way to highlight the logo lockups. It should be presented in a preapproved solid color that corresponds with the color of the vehicle being highlighted.

#### Consider scale

Make sure the rhombus is not so small that it doesn't read and not so big that it overpowers other content/elements.

#### Consider environment

The rhombus can help with contrast and readability over complex environments.

#### Include a bottom margin

Note the rhombus includes a space below, with the exception of extreme horizontal uses where the shape spans top to bottom.

#### Take into account the direction of the bleed

The brandmark rhombus should only bleed off of the right side when used. The text-only rhombus should bleed to the left and should only be used in social media or internal documents.

#### Be considerate

Only use the rhombus lockup/highlight when size permits and there is adequate space.

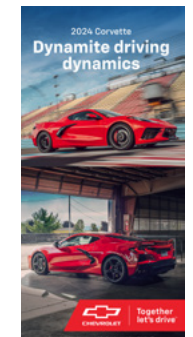
#### Color match

Always ensure the rhombus color is informed by the vehicle that is being used in the layout.

### ✗ Don't:

- |                        |                   |
|------------------------|-------------------|
| Flip it                | Add shadows       |
| Stretch it             | Bleed to the left |
| Rotate it              | Add borders       |
| Outline it             | Add styles        |
| Overcrowd it with text | Add effects       |

### ✓ Do's/best practices



# Chevy Sans typeface settings — headlines

**Chevy Sans typeface** is used for all Chevrolet brand communication.

Depending on usage, the **weight of the headline** typeface may change.

Copy should be typeset to be either **left or center aligned**, but **never right aligned**.

**Headlines and nameplates do not use periods**, unless they're more than one sentence. Exceptions include expressions using an exclamation point or question mark.

**Chevy Sans Bold** will be **used as the headline for all vehicles**. The **Bold** weight should be used for emphasis and not change per specific vehicle.

**Chevy Sans Bold** should be used as the headline, whether that is a nameplate or a statement.

For **Disclaimer/Legal type**, please include:

- Punctuation
- An en space between multiple disclaimers
- Bold superscript notations

Download [Chevy Sans here](#)

For type sizing, please refer to the [Retail Offer Guidelines](#).

## Headline specifications

Font: Chevy Sans Bold, sentence case  
Leading: Auto  
Kerning: Metrics  
Tracking: 0%

**Headline is Chevy Sans Bold,  
sentence case  
0123456789**

## Subhead/body copy

Font: Chevy Sans Regular, sentence case  
Leading: Auto  
Kerning: Metrics  
Tracking: 0%

Body copy is Chevy Sans Regular,  
sentence case.  
0123456789

## Disclaimer/legal specifications

Font: Chevy Sans Narrow Regular/Medium to sentence case to Chevy Sans Narrow Regular sentence case  
Leading: Auto  
Kerning: Metrics  
Tracking: 0%

<sup>1</sup>Disclaimer copy is Chevy Sans Narrow/Medium Regular to Chevy Sans Condensed Regular, sentence case.  
0123456789

## Font Colors



Use white (#FFFFFF) 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 (#393839) should be used instead of white.

### Logo design

Dealership logos should be constructed with the same look/feel as all other Chevrolet branding. Dealership logos should **utilize brand colors and Chevy Sans font**. 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 **through 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.

#### Before

##### 1) Dealership logo



##### 2) Dealership logo



#### After

##### 1) Dealership logo



##### 2) Dealership logo



### Event icons and logos

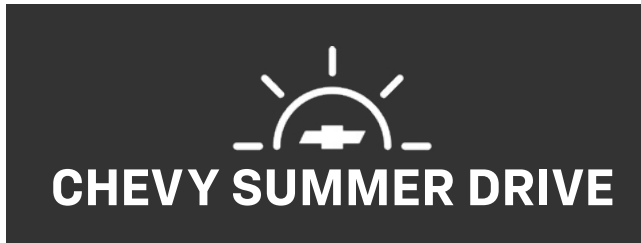
Event icons and logos should work to **strengthen** the Chevrolet brand and **communicate** relevant information.

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

When a headline is integrated into an event icon or logo it becomes part of the icon or logo. All other **event imagery and text** should follow the same font and color rules as **headlines and price points**.

All event icons and logos must be **official preapproved assets** sourced from GM Asset Central.

#### Example iconography and logos



### 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. **Don't oversell the headline.**

**Chevrolet Deep Gray and white** should be used for all retail communication.

**Headlines and nameplate** copy should always appear in **Chevy Sans**.

Do not include price points or offer details within headlines.

 **This tag sale saves  
You over \$X,XXX**

Do not use Chevrolet Modern Gold or any non-brand colors in headlines or copy.

 **A headline should  
not include color**

Do not indent, stagger or manipulate sections of the headline.

 **This is an example  
→ of a retail headline**

## Font style misuse

1. Do not set copy at an angle.
2. Do not apply graphic effects.
3. Do not use shadows.
4. Use only **Chevy Sans**. Do not change the font or font style on all or part of the copy or pricing.
5. Do not use non-brand or discontinued colors for the copy.
6. Do not add any "starbursts" or highlights.
7. Do not add outlines/strokes for visibility.

### Don'ts/restrictions

⊘ Do not angle copy or pricing.

⊘ This font treatment is not allowed.

⊘ Adding outline or strokes is forbidden.

⊘ For qualified buyers  
**0%** APR **XX** MONTHS  
FOR  
On most models!  
OR  
For current GM owners  
**\$X,XXX** TOTAL CASH ALLOWANCE  
When you finance with GM Financial<sup>2</sup>

⊘ Missing fonts are not allowed  
**\$X,XXX**

⊘ This color is not allowed  
**\$X,XXX**

⊘ **Never add shadow/glow.  
Treat the image instead.**

⊘ This shape is not allowed  
**\$X,XXX**

## Vertical retail layouts

The **designated dealership logo area**, shown here within the pink boxes, is **reserved** for your dealership branding.

In the vehicle price list area, make sure to double-check that all **vehicle sizes are in proportion to each other**.

In addition to the overall look and feel of each communication, consider the following elements as key to a Chevrolet newspaper ad:

- Proper brandmark usage
- Typeface style
- Together let's drive™ tagline
- Rhombus
- Price point positioning

The Together let's drive™ tagline **logo** and the **brandmark** may be placed **over the imagery** at the top of the page **or moved to the bottom of the layout** below the dealership logo and information

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.

Dealer logos must not exceed the size/scale of the Chevrolet brandmark.

## Vertical dealer newsprint layouts

**Find your perfect Chevrolet match**

**2024 Silverado 1500 Crew Cab**

For well-qualified buyers when you finance with GM Financial: **1.9% APR<sup>1</sup>**

PLUS Current Chevy owners get when you finance with GM Financial: **\$5,500<sup>2</sup> TOTAL VALUE**

**2024 Equinox**

For well-qualified buyers when you finance with GM Financial: **1.9% APR<sup>1</sup>**

PLUS Current Chevy owners get when you finance with GM Financial: **\$5,000<sup>2</sup> TOTAL VALUE**

**2024 Blazer**

For well-qualified buyers when you finance with GM Financial: **2.1% APR<sup>1</sup>**

PLUS Current Chevy owners get when you finance with GM Financial: **\$5,500<sup>2</sup> TOTAL VALUE**

**Dealer Logo**

**The price of success just went down**

**2024 Silverado 1500 Crew Cab**

For well-qualified buyers: **1.9% APR<sup>1</sup>**

**2024 Equinox**

**\$11,152<sup>2</sup> BELOW MSRP<sup>3</sup>** when you finance with GM Financial

**2024 Blazer**

For well-qualified buyers: **2.1% APR<sup>1</sup>**

**Dealer Logo**

**Find your perfect Chevrolet match**

**2024 Silverado 1500 Crew Cab**

For well-qualified buyers: **1.9% APR<sup>1</sup>**

**2024 Blazer**

For well-qualified buyers: **2.1% APR<sup>1</sup>**

**2024 Equinox**

**\$11,152<sup>2</sup> BELOW MSRP<sup>3</sup>** when you finance with GM Financial

**2024 Traverse**

For well-qualified buyers: **1.9% APR<sup>1</sup>**

**Dealer Logo**

## Event retail layouts

Event logos must not exceed the Chevrolet landmark size.

The event logo must never sit on top of or obscure the vehicle.

### Event layout

**Find your perfect Chevrolet match**

Event logo

**2024 Silverado 1500 Crew Cab**  
For well-qualified buyers  
**1.9% APR**<sup>1</sup>

**2024 Equinox**  
**\$11,152** BELOW MSRP<sup>2</sup>  
when you finance with GM Financial

**2024 Blazer**  
For well-qualified buyers  
**2.1% APR**<sup>1</sup>

**2024 Traverse**  
For well-qualified buyers  
**1.9% APR**<sup>1</sup>

Dealer Logo

**The price of success just went down**

Event logo

**2024 Silverado 1500 Crew Cab**  
For well-qualified buyers  
**1.9% APR**<sup>1</sup>

**2024 Equinox**  
**\$11,152** BELOW MSRP<sup>2</sup>  
when you finance with GM Financial

**2024 Blazer**  
For well-qualified buyers  
**2.1% APR**<sup>1</sup>

Dealer Logo

**Find your perfect Chevrolet match**

Event logo

**2024 Silverado 1500 Crew Cab**  
For well-qualified buyers  
**1.9% APR**<sup>1</sup>  
when you finance with GM Financial

PLUS **\$5,500** TOTAL VALUE<sup>3</sup>  
when you finance with GM Financial

**2024 Equinox**  
For well-qualified buyers  
**1.9% APR**<sup>1</sup>  
when you finance with GM Financial

PLUS **\$5,000** TOTAL VALUE<sup>3</sup>  
when you finance with GM Financial

**2024 Blazer**  
For well-qualified buyers  
**2.1% APR**<sup>1</sup>  
when you finance with GM Financial

PLUS **\$5,500** TOTAL VALUE<sup>3</sup>  
when you finance with GM Financial

Dealer Logo

## Horizontal OOH/billboard

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

**Branding legibility is especially important** with these cases, given the size of this format and the places it will be displayed.

**Always utilize:**

- Larger branding
- Larger typefaces
- Use of rhombus when appropriate
- Short headlines

Combining our **bold, vibrant color palette**, full-bleed images and the rhombus shape **creates energetic designs that resonate** on every level.

**Dealer logos must never appear larger than the Chevrolet brandmark.**

Additional layouts and configurations are included within each template package. Customized layouts are encouraged when needed.

### Horizontal OOH options



## Vertical OOH/poster

**Branding legibility is especially important** with these cases, given the size of this format and the places it will be displayed.

**Always utilize:**

- Larger branding
- Larger typefaces
- Use of rhombus when appropriate
- Short headlines

Combining our **bold, vibrant color palette**, full-bleed images and the rhombus shape **creates energetic designs that resonate** on every level.

Additional layouts and configurations are included within each template package. **Customized layouts are encouraged when needed.**

GM Asset Central **ID#**.

## Vertical OOH layouts



# Video supers and disclaimers for broadcast

Our video supers use a **hierarchy of type** to **maximize legibility** as well as accommodate secondary and tertiary elements (like product specs and disclaimers). The hierarchy of the headline and subhead can be swapped. Both ways are shown in examples (01) and (02).

**Supers should always be placed within the 16:9 live space**, but can be placed in the left or right side of the frame. Supers placed on the left should always be **left aligned** (01), and supers placed on the right should always be **right aligned** (02).

Left- and right-aligned supers should have **equal distance spacing from the top and side of the screen** when possible. Only **one super** should be on screen at a time.

Disclaimers must be centered in the bottom of the frame.

The typography point size may vary based on platform, but the general breakdown for broadcast is:

- **Headlines**  
Chevy Sans Bold 60 pt.  
60 pt. leading
- **Subheads**  
Chevy Sans Regular 30 pt.  
36 pt. leading
- **Disclaimers**  
Chevy Sans Narrow Regular 18 pt.  
21 pt. leading

### (01) Left-Aligned Super and Disclaimer



### (02) Right-Aligned Super and Disclaimer



# 2023 Chevy Colorado

Starting at \$30,695

Preproduction models shown throughout. Actual production models may vary.

Even spacing on top and sides of supers when possible

# Available 11-inch diagonal Touch-screen

Preproduction models shown throughout. Actual production models may vary.

## Video supers and disclaimers for digital and social

Our video supers use a **hierarchy of type** to **maximize legibility** as well as accommodate secondary and tertiary elements (like product specs and disclaimers). In digital formats, this typically means a larger type size than broadcast.

**Supers should always be placed within the 9:16 live space**, but can be placed in the left or right side of the frame. Supers placed on the left should always be **left aligned** (01), and supers placed on the right should always be **right aligned** (02).

Left- and right-aligned supers should have **equal distance spacing from the top and side of the screen** when possible.

Disclaimers must be centered in the bottom of the frame.

The typography point size may vary based on platform, but the general breakdown for digital is:

- **Headlines**  
Chevy Sans Bold 90 pt.  
90 pt. leading
- **Subheads**  
Chevy Sans Regular 45 pt.  
54 pt. leading
- **Disclaimers**  
Chevy Sans Narrow Regular 18 pt.  
21 pt. leading

(01) Left-Aligned Super and Disclaimer



(02) Right-Aligned Super and Disclaimer



Even spacing on top and sides of supers when possible

All-New  
**Chevy Colorado**

Available 11-inch diagonal  
**Touch-screen**

Preproduction models shown throughout.  
Actual production models may vary.

### The rhombus fly-in

The **Chevrolet | Together let's drive™** 5-second end frame sequence is also referred to as the "rhombus fly-in."

**This animation should be used when time is constrained** on mediums such as **broadcast, OLA** and **pre-roll**.

The **end frame sequence should not be altered** with any additional effects.

Please reference the Chevrolet Global Graphic Standards for details about about the rhombus fly-in.

Rules about playing over footage or other solid backgrounds can be found on pages [61](#) and [72](#).

Rules about adding additional elements around the **end frame sequence** are on pages [57](#) and [59](#).

If time is constrained more than 5 seconds, shorter animations can be used instead. See page [58](#).

**Horizontal and vertical versions** of the rhombus fly-in exist and must be used correctly as listed below, along with their corresponding visual examples.

The horizontal rhombus fly-in (01) animation should be used in 16x9 media, and the vertical rhombus fly-in (02) should only be used in vertical and social formats such as 9x16 or 1x1.

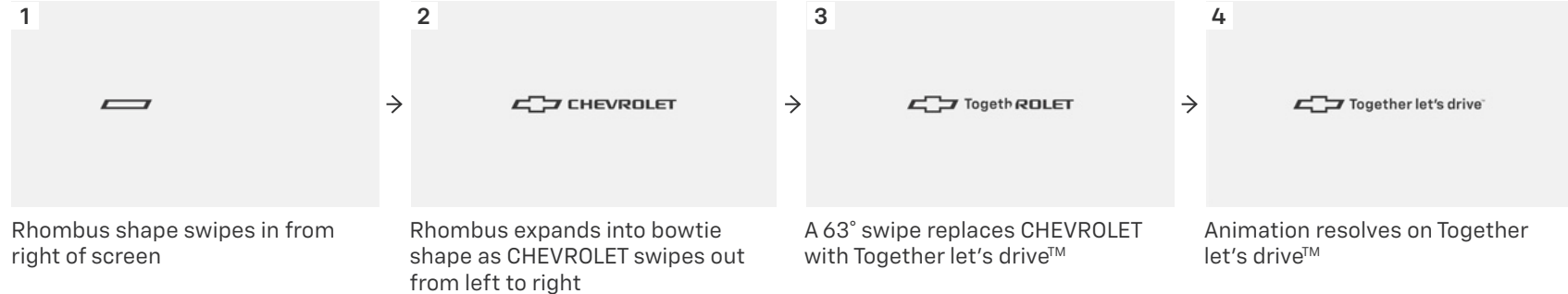
Examples of the vertical rhombus fly-in for **social** are shown on page [62](#).

**The rhombus fly-in animations can be found at the locations below:**

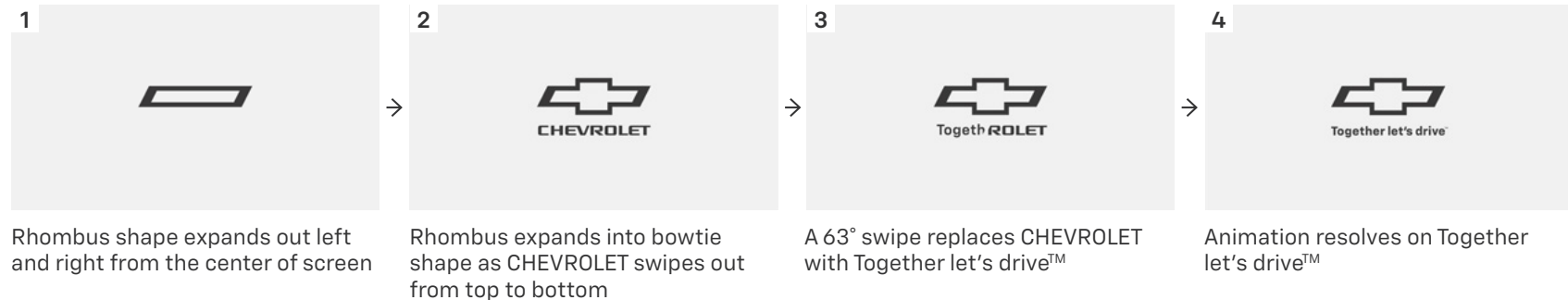
File name: [Rhombus fly-in horizontal lorem ipsum-websitelink](#)

File name: [Rhombus fly-in vertical lorem ipsum-websitelink](#)

#### (01) Horizontal Rhombus Fly-In Sequence



#### (02) Vertical Rhombus Fly-In Sequence



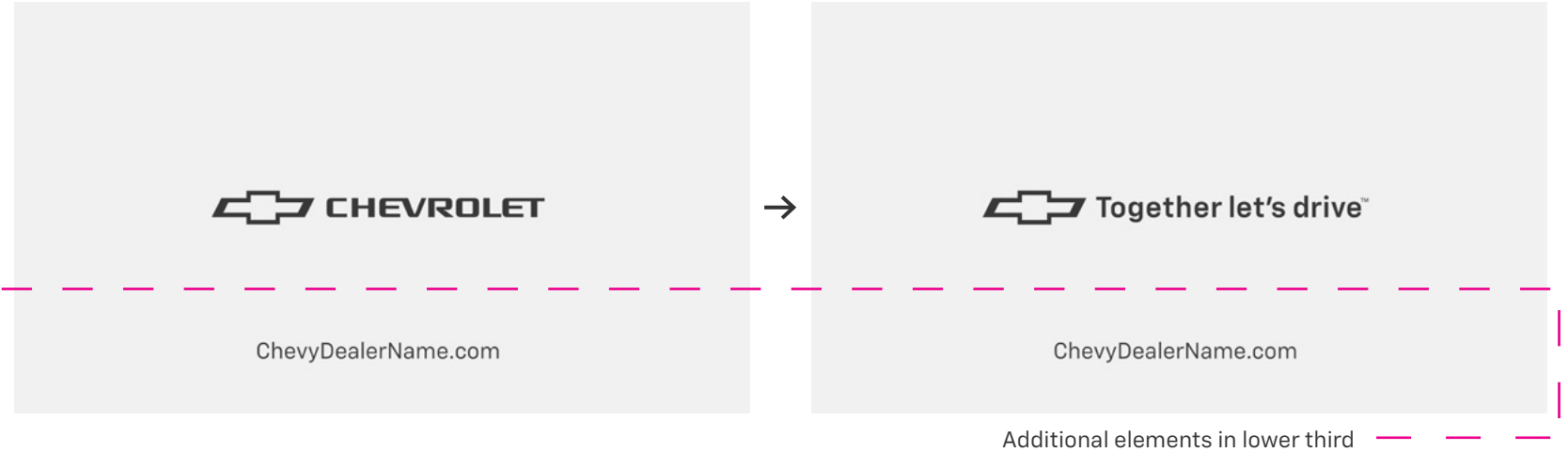
### Additions to the end frame

If you're adding elements to the end frame, they must **always remain isolated and relegated to the lower third of the frame** and cannot obstruct the Chevrolet animation (01).

**The following items can be added:**

- Website URLs
- Approved icons for sales events
- Hashtags
- Partnerships/sponsorships
- Dealership logos
- CTA copy

(01) URL/Hashtag/Sales Event Example



### Retail offer end frame

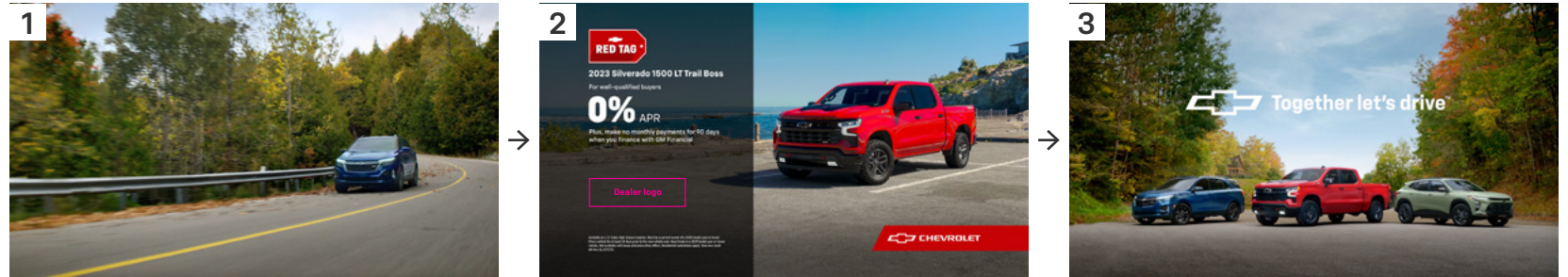
Art cards must be created with **brand typography**, and should be either **white** or **Chevrolet Deep Gray**, depending on the brightness of the background.

For video with a retail offer, **the rhombus fly-in plays after the offer has been shown** for the minimum length of time.

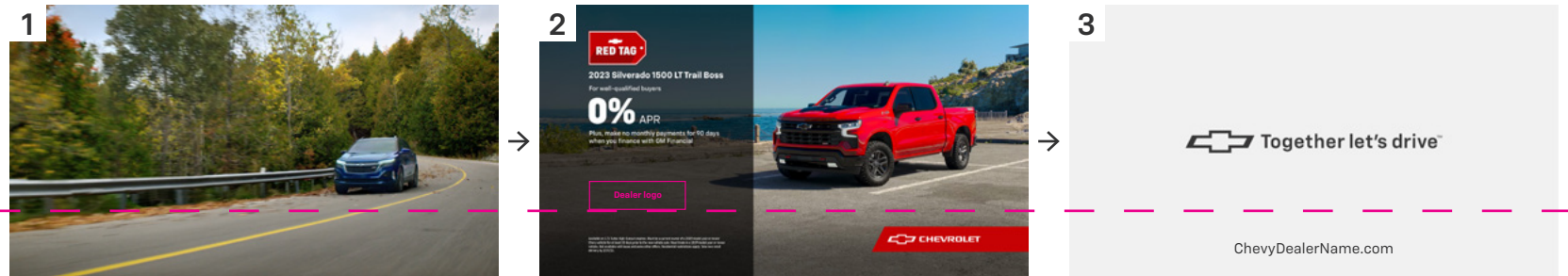
The rhombus fly-in should **play over nameplate footage** related to the video (01) or a solid background (02) after the offer is shown.

**Approved icons** for sales events, hashtags, partnerships/sponsorships, dealership logos and CTA copy may be added to the **lower third of the end frame animation** (02).

#### (01) Rhombus Fly-In for Retail Over Footage



#### (02) Rhombus Fly-In for Retail Over Solid Background



Additional elements in lower third

### Broadcast retail art cards

All Chevrolet videos should include the core brand elements:

1. Brandmark
2. Event Logo (during promo events)
3. Nameplates + Offers
4. End Frame Animation

The rhombus may also be omitted to simplify layouts. For more information about this, see [the rhombus section](#).

For information about styling, see the [Retail Offer Guidelines](#).

Gutter space to the right of the offer must be left open to maintain good layout practices.

#### Art card

**HD ACTION SAFE**

**HD TITLE SAFE**

**2023 Silverado 1500  
Crew Cab RST**  
For well-qualified buyers

**0%** APR

**PLUS**

Make no monthly payments for

**90** DAYS

when you finance with GM Financial

**PLUS**

**\$1,000** CASH ALLOWANCE 

**Gutter**



Available on RST models.  
Not available with lease and some other offers. Take new retail delivery by 5/31/23.

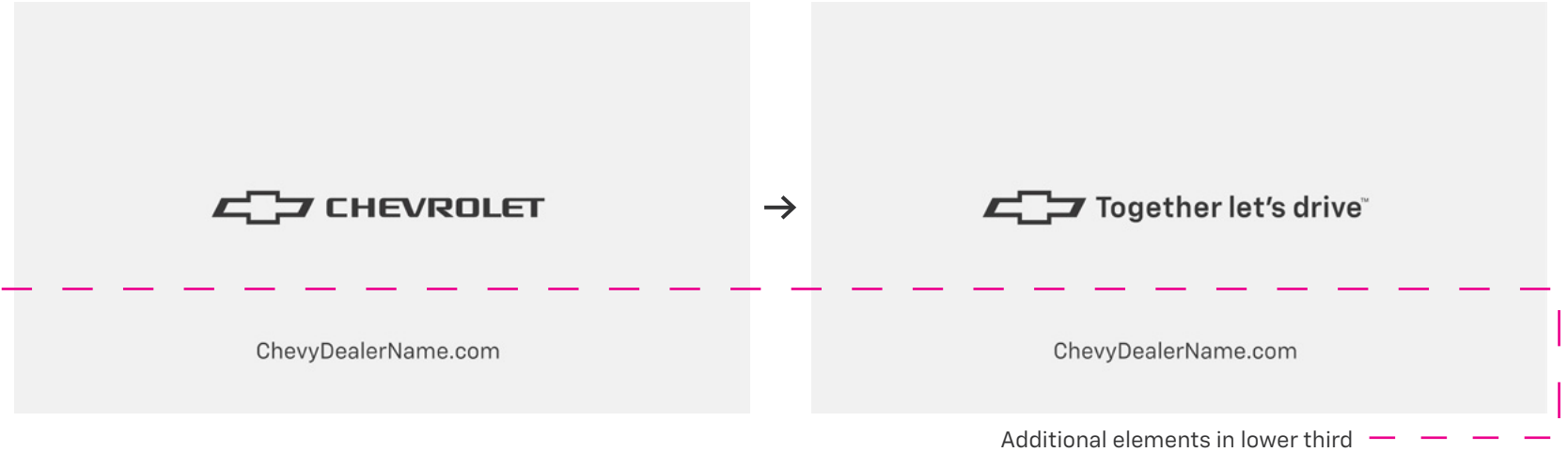
### Additions to the end frame

If you're adding elements to the end frame, they must **always remain isolated and relegated to the lower third of the frame** and cannot obstruct the Chevrolet animation (01).

**The following items can be added:**

- Website URLs
- Approved icons for sales events
- Hashtags
- Partnerships/sponsorships
- Dealership logos
- CTA copy

(01) URL/Hashtag/Sales Event Example/Dealer logo

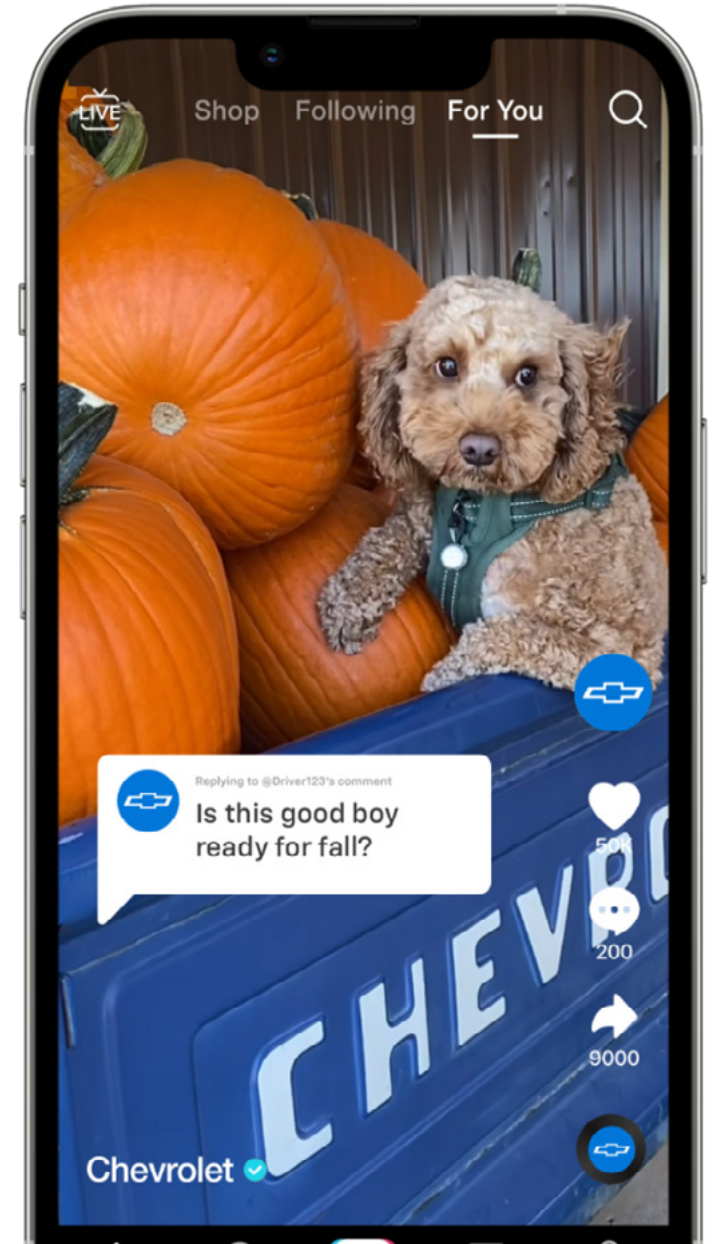


## What do we post?

Every post on our channels represents more than just a piece of content — they all **curate an experience**.

Whether we're physically present, navigating the digital landscape or living vicariously through our awesome **influencer collaborations**, our social content needs to **embody authenticity**. It should **vividly showcase** how Chevy plays a role in enabling **real moments** of adventure, purpose and connection.

This guide is your go-to tool for crafting the most **exceptional content** that Chevy has ever had the privilege of sharing.



## Organic social content


First, **stop thinking about Chevy as a brand.** Then, think of it as the most **well-rounded person** you know.

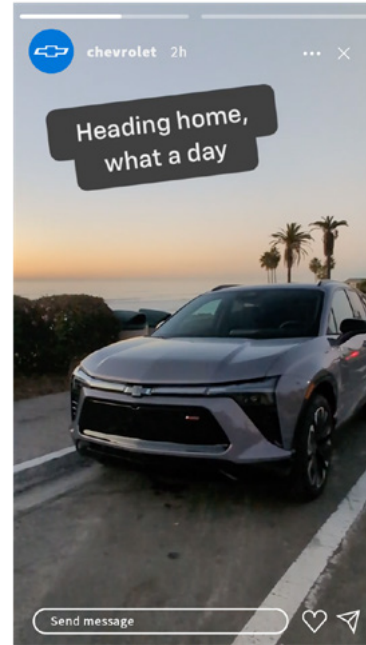
Who we are and how we act are reflected in where we are on social.

It's why people of **all backgrounds and interests** get down with Chevy.

We all know someone who **gives off an energy** that others gravitate toward at a party. They're **charismatic and fun** to be around.

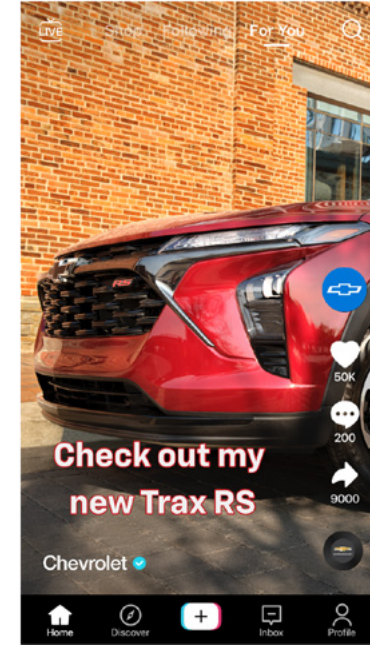
**That's us.** We're engaging, authentic and imperfect — and that's okay. For us, being **together** and **experiencing life's adventures** is the name of the game.


Instagram story 

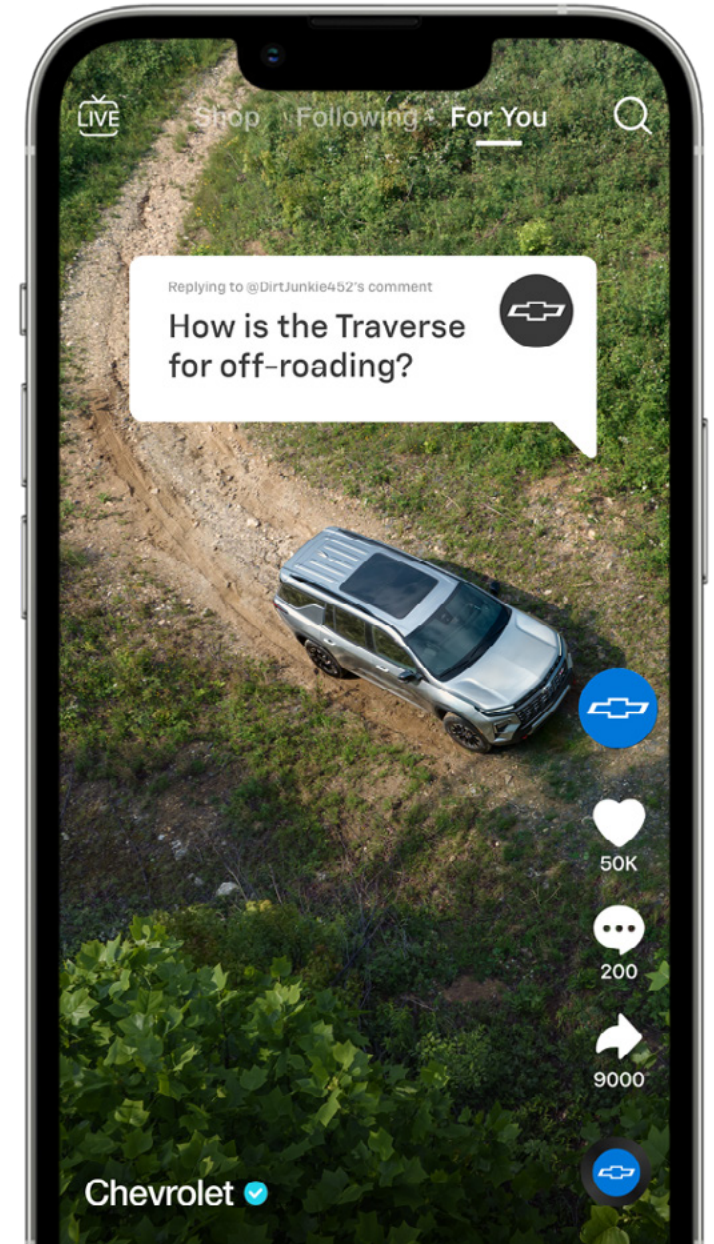


1x1 video preview 

TikTok 



1x1 static 

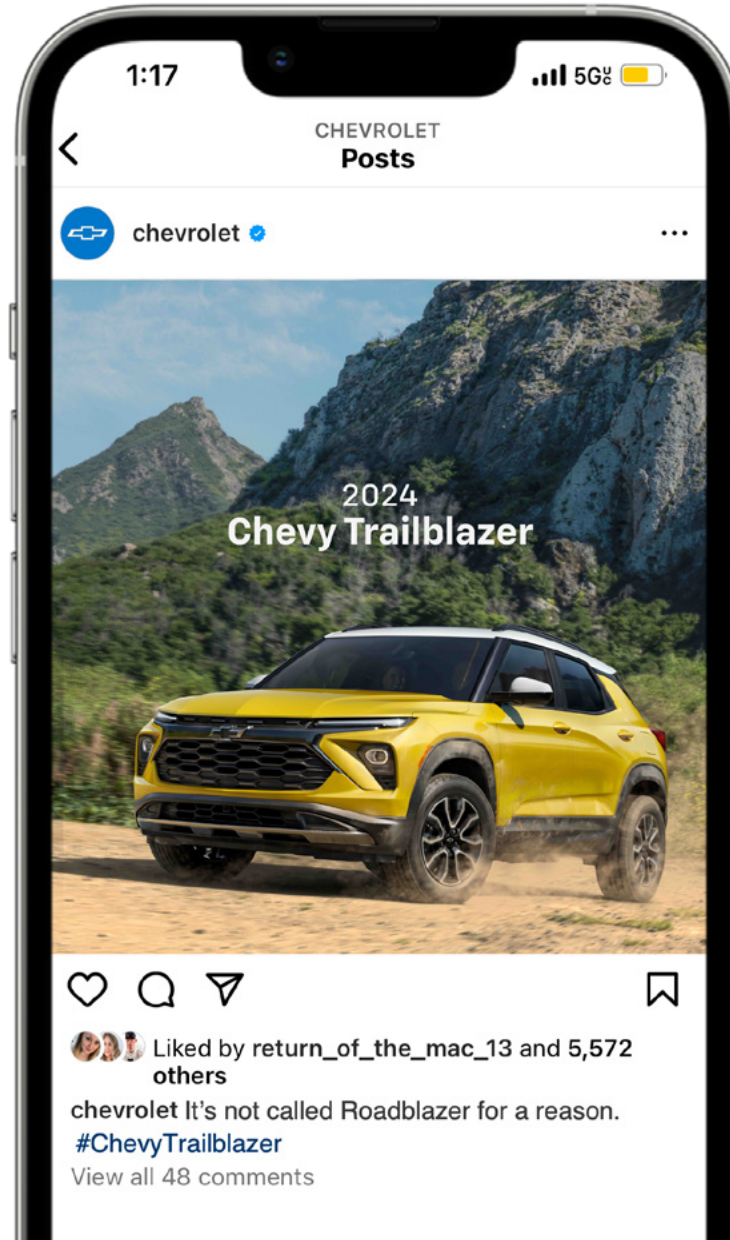


## In-market and lifestyle content

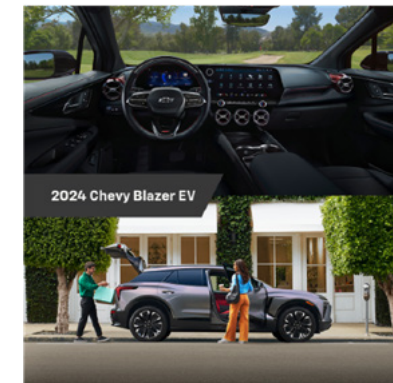
Our approach to social is **powered by the in-market and lifestyle content** that helps us sell vehicles.

It starts with a **conversational tone** that's as **easygoing** and **inviting** as it is **casual** and **creative**. We talk about and showcase our products in **authentic, everyday situations**.

The magic happens with **crystal-clear branding** and **well-placed vehicles**, delivering content that forms a personal **connection with our customers**. It's all about slipping seamlessly into their daily lives, showing them that a Chevy is not just the vehicle they drive, it's **a member of their family**.

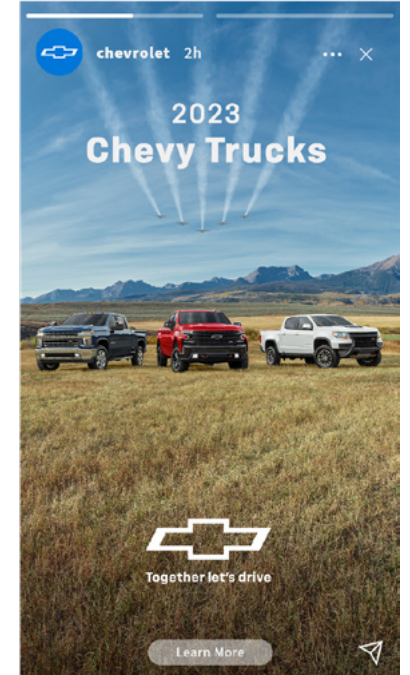


2x3



1x1

9x16



## Social sizing

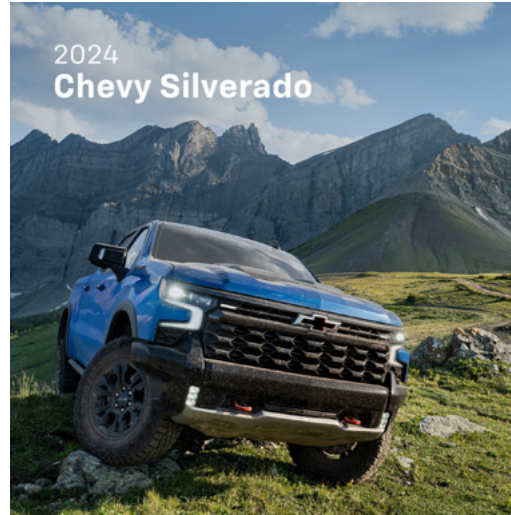
Traditionally, our social content is cut for **four asset sizes**:

**1x1**: Standard practice for photo assets on Facebook, Instagram and LinkedIn.

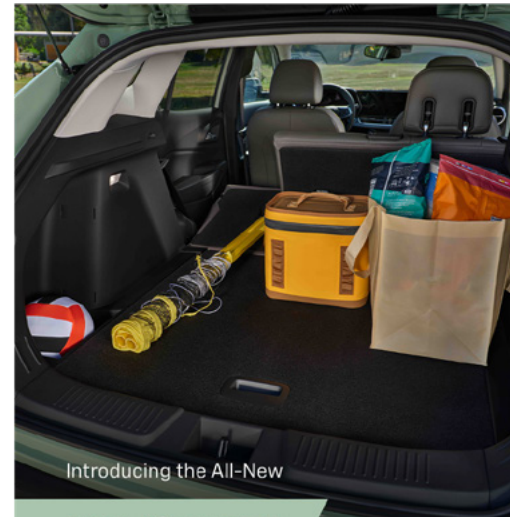
**9x16**: Our go-to sizing for all videos on TikTok, Facebook and Instagram Reels.

**2x3**: The preferred sizing for static and video assets on Pinterest.

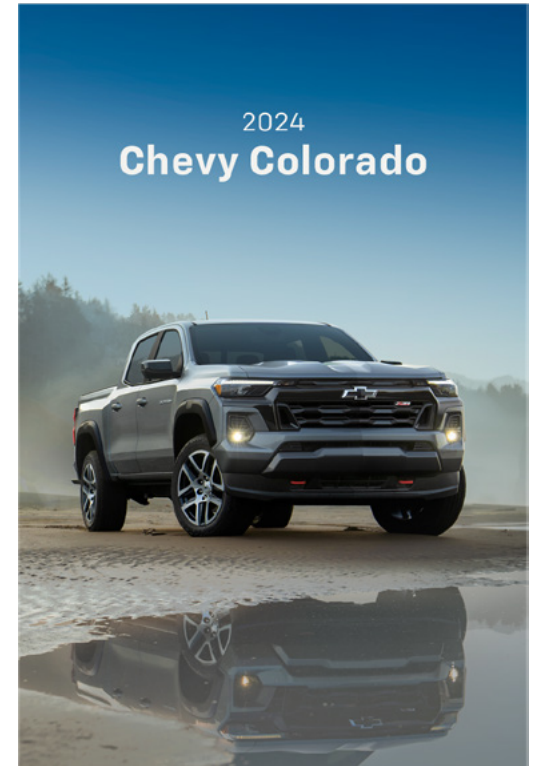
**16x9**: Reserved for long-form video and broadcast spots, this sizing is housed **exclusively** on YouTube.



1x1



9x16



2x3

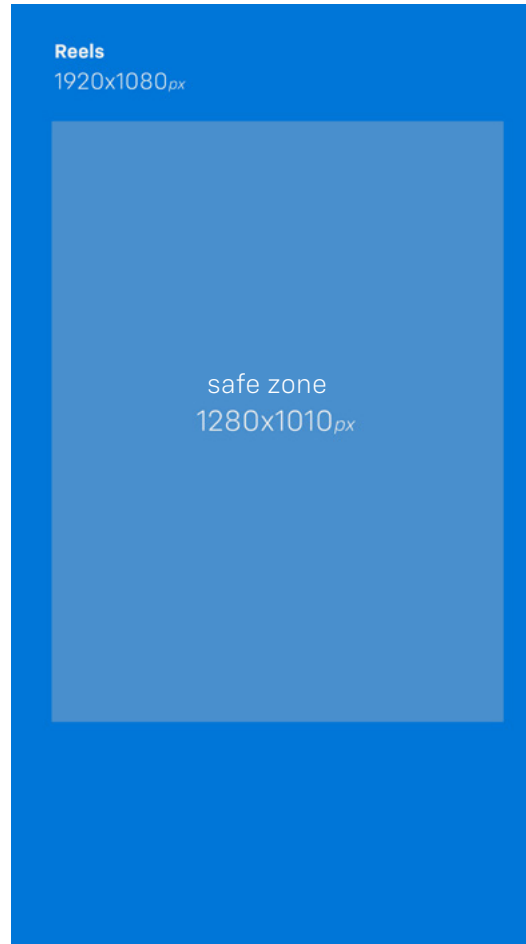
### Safe zones

Have you ever spent hours crafting an awesome video for TikTok or Reels only to realize that **crucial parts get buried** under text or icons?

Well, here's the secret sauce: **Make sure all your vital content stays inside the safe zone.**

Safe zones are like the **VIP areas on your screen** – no handles, captions, music titles, descriptions or social reaction buttons can crash the party.

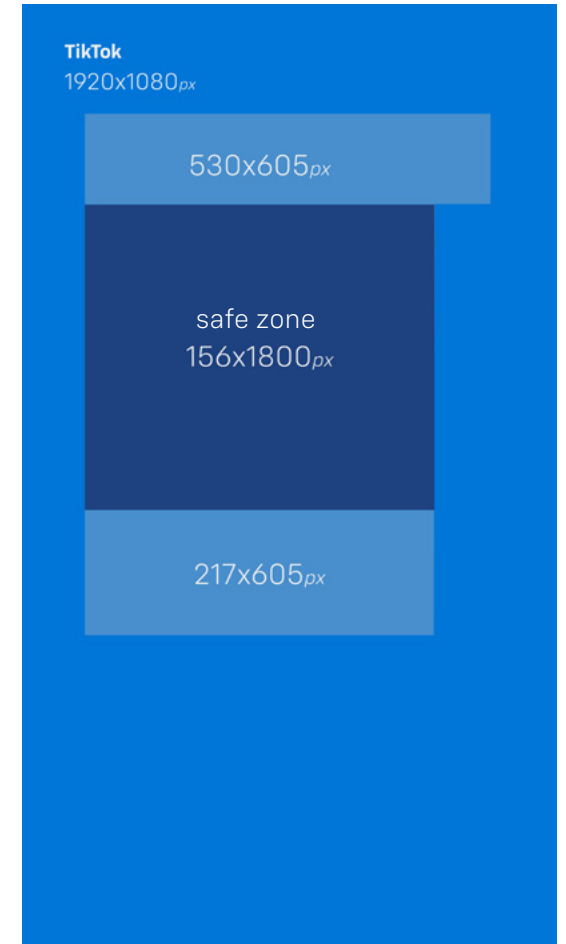
Though TikTok and IG Reels follow the same 9x16 aspect ratio, **safe zones for each platform live by their own set of rules.** A handy reference sheet is available on the right!



Instagram Reels  
Light blue safe zone of 1280x1010 px



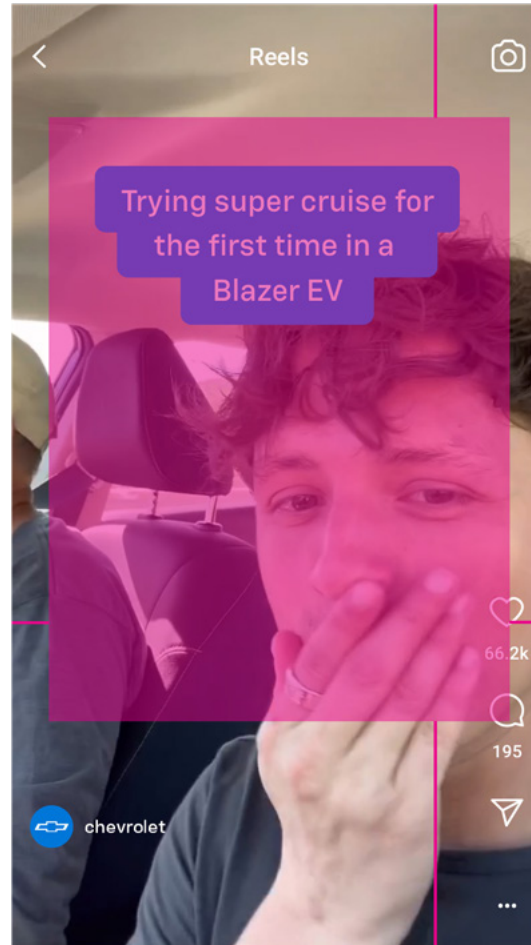
Instagram Stories  
Light blue safe zone of 1320x860 px



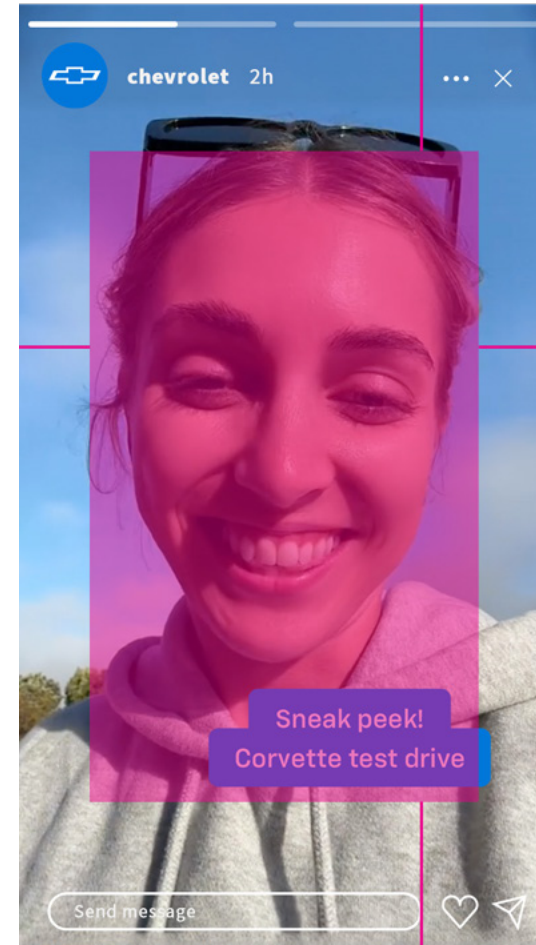
TikTok  
Light blue safe zone of 530x605 px  
and 217x605 px  
Dark blue focal point of 156x1800 px

### Safe zones

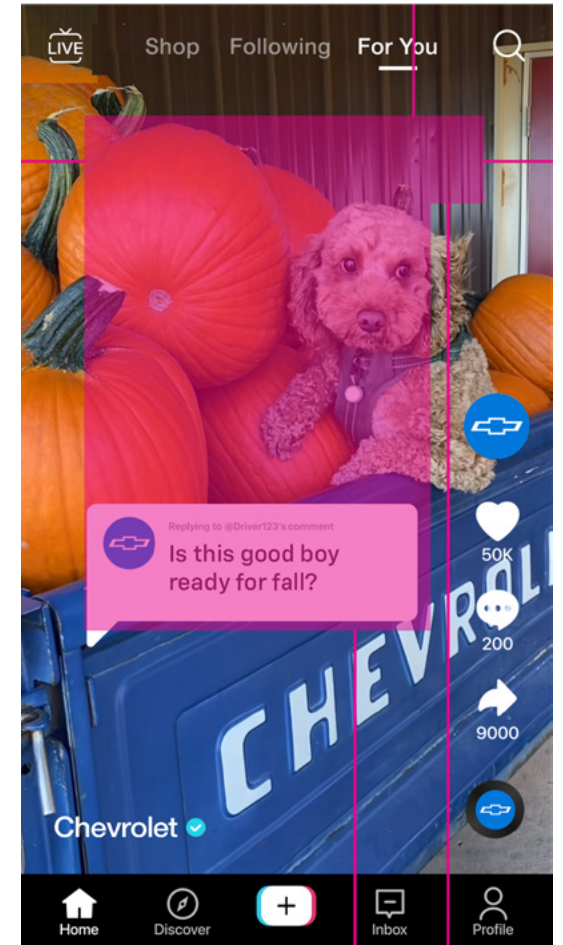
Here's another fun tip: When you're framing up people, make sure to **keep the focus on their faces** within those safe zones.



Instagram Reels



Instagram Stories



TikTok

## Retail OLA

To the right are several **examples of Retail OLA**. As you can see, **the rhombus** may be used in **extreme horizontal layouts**.

### OLA units should include:

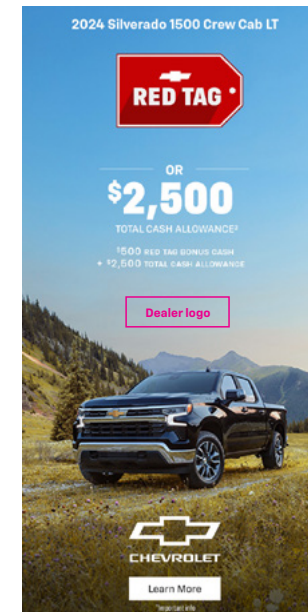
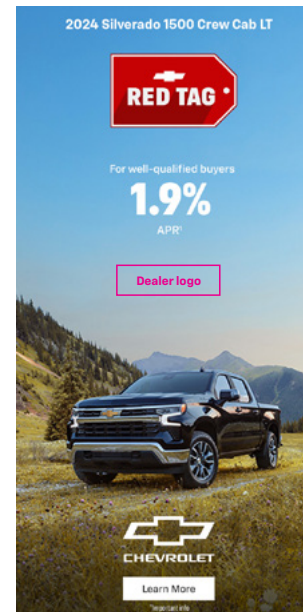
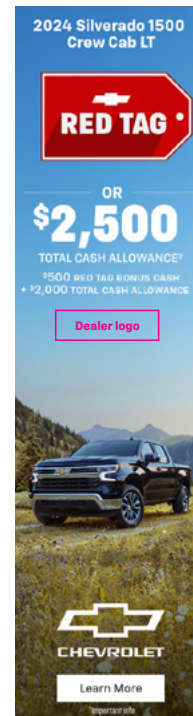
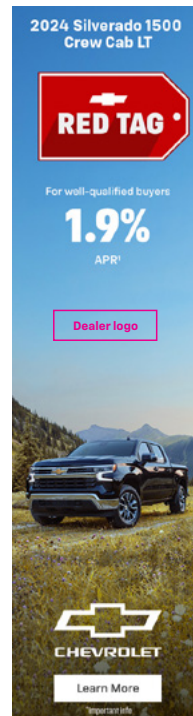
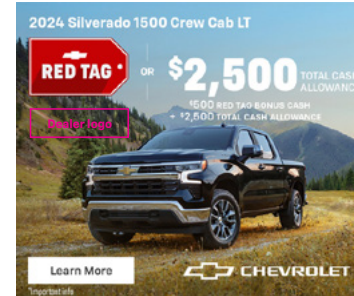
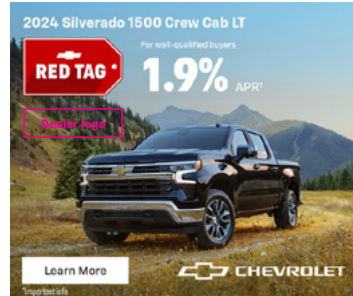
1. Vehicle
2. Nameplate
3. Offer
4. Event logo (during promo events)
5. Brandmark
6. CTA
7. Dealer logo

Offers must always appear impactful.

**Note:** Due to size constraints, the tagline and rhombus are not always necessary to include.

For more information about rhombus usage and style details, see the [rhombus section](#) and [Retail Offer Guidelines](#).

## Retail OLA



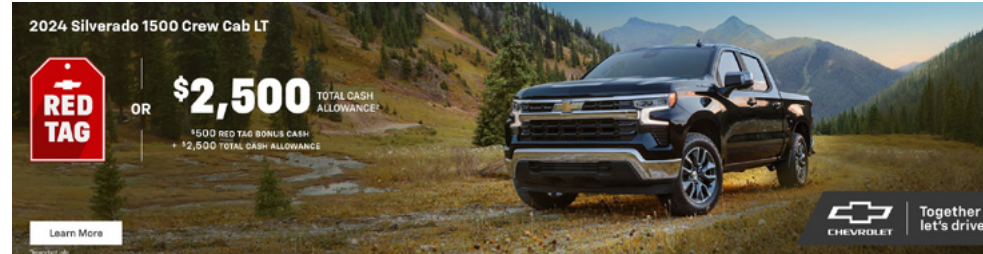
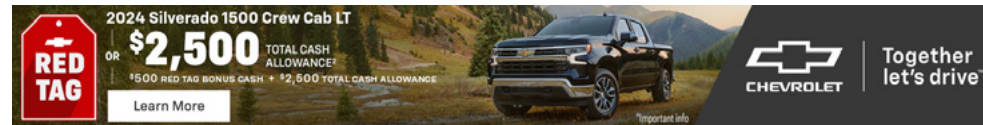
## Retail OLA

For wider horizontal units, a **rhombus shape can be added to fill the canvas top to bottom**. This helps balance the composition and also helps avoid the need to retouch vehicle images.

Wider horizontal units may also feature **two images to show multiple angles**.

For more information about rhombus usage, see the [rhombus section](#).

### Retail OLA



### Retail OLA - Reveal



## Business card

To the right you'll see the **proper formatting** for the Chevrolet business card – both front and back.

The **back of the Chevrolet business card** may use one of the **preapproved full-color bleeds** chosen from a library found in the business card template.

The **dealership logo is not allowed** on the **front side** of business cards. The dealership logo and Together let's drive™ tagline logo are **only allowed on the back**.

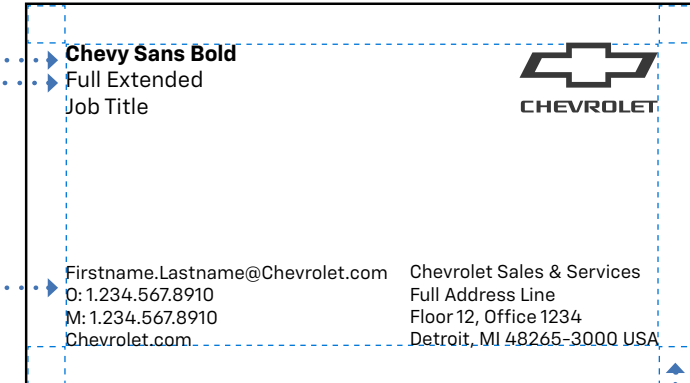
The business card template and the Chevy Sans typeface are available for download from GM Asset Central.

### Front of business card

**Name**  
Chevy Sans Bold, sentence case  
Font size: 10 pt. Kerning: Metrics Tracking: 0%

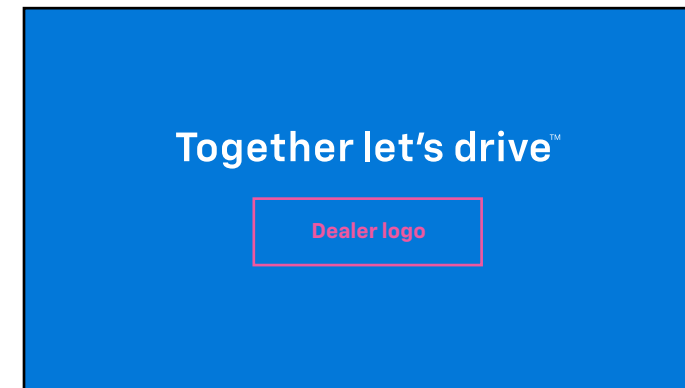
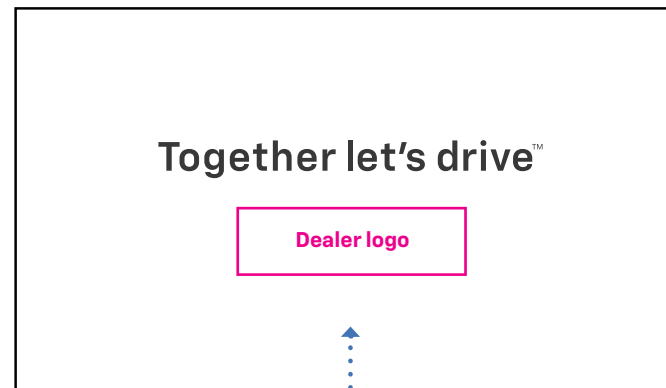
**Title**  
Chevy Sans Regular, sentence case  
Font size: 10 pt. Kerning: Metrics Tracking: 0%

**Contact Information and address**  
Chevy Sans Regular, sentence case  
Font size: 7 pt. Kerning: Metrics Tracking: 0%



0.2 in.(0.51 cm)

### Back of business card



**Horizontal Together let's drive™ tagline and dealer logo**  
max 2 in. wide (5.08 cm)

## Business card

Here are examples of **available colors** for the back side of the **Chevrolet business card**.

Please **seek preapproval for any color not shown here** by contacting the Global Asset Management Team at [GlobalAssets@commonwealth-team.com](mailto:GlobalAssets@commonwealth-team.com).



Together let's drive™



Together let's drive™



Together let's drive™



Together let's drive™

# Letterhead

When **creating letterhead**, please use the **approved Chevy Sans font**. If it's unavailable, you may substitute **Times New Roman** (for body copy) and **Arial** (for name, title and contact information).

The **brandmark** and **Together let's drive™** tagline logo **should not be moved, altered or resized**.

The letterhead template and the Chevy Sans typeface are available for download from GM Asset Central.

### Name

Chevy Sans Bold, sentence case  
Font size: 10 pt. Kerning: Metrics Tracking: 0%

### Title/Contact information

Chevy Sans Regular, sentence case  
Font size: 10 pt. Kerning: Metrics Tracking: 0%

### Salutation/body copy/signature

Chevy Sans Regular, sentence case  
Font size: 10 pt. Kerning: Metrics Tracking: 0%

### Border margin

0.5 in. (1.27 cm)

### Dealership logo

Approximately 1 in.-1.5 in. (2.5-3.8cm)

### One-color outline brandmark

2 in. wide (5.08 cm)

**Firstname Lastname**  
Full Extended  
Job Title

**CHEVROLET** Together let's drive™

2.5 in. (6.35 cm)

Firstname.Lastname@Chevrolet.com  
O: 1.234.567.8910, M: 1.234.567.8910  
Chevrolet Sales & Services  
Full Address Line, Floor 12, Office 1234  
Detroit, MI 48265-3000 USA  
Internal Mail Code: 000-XQQ-X00

Dear Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ullamco laboris.

Aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non sed do eiusmod tempor incididunt ut labore et dolore magnadgthy aliqua. Ut enim ad minim veniam, quis nostrud xer citation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fgiat nulla pariatur. Excepteur sint occaecat cupid atat nisi ut aliquip ex ea non.

Est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt unt ut labore et dolore magxvna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequatxc Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur officia de esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat.

Mod tempor incididunt ut labore et dolore magnadgthy aliqua. Ut enim ad minim veniam, quis nostrud xercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure serunt mollit anim id est laborum dolore magnadgthy aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cille fgiat nulla pariatur exceteur.

Sincerely,  
Firstname Lastname

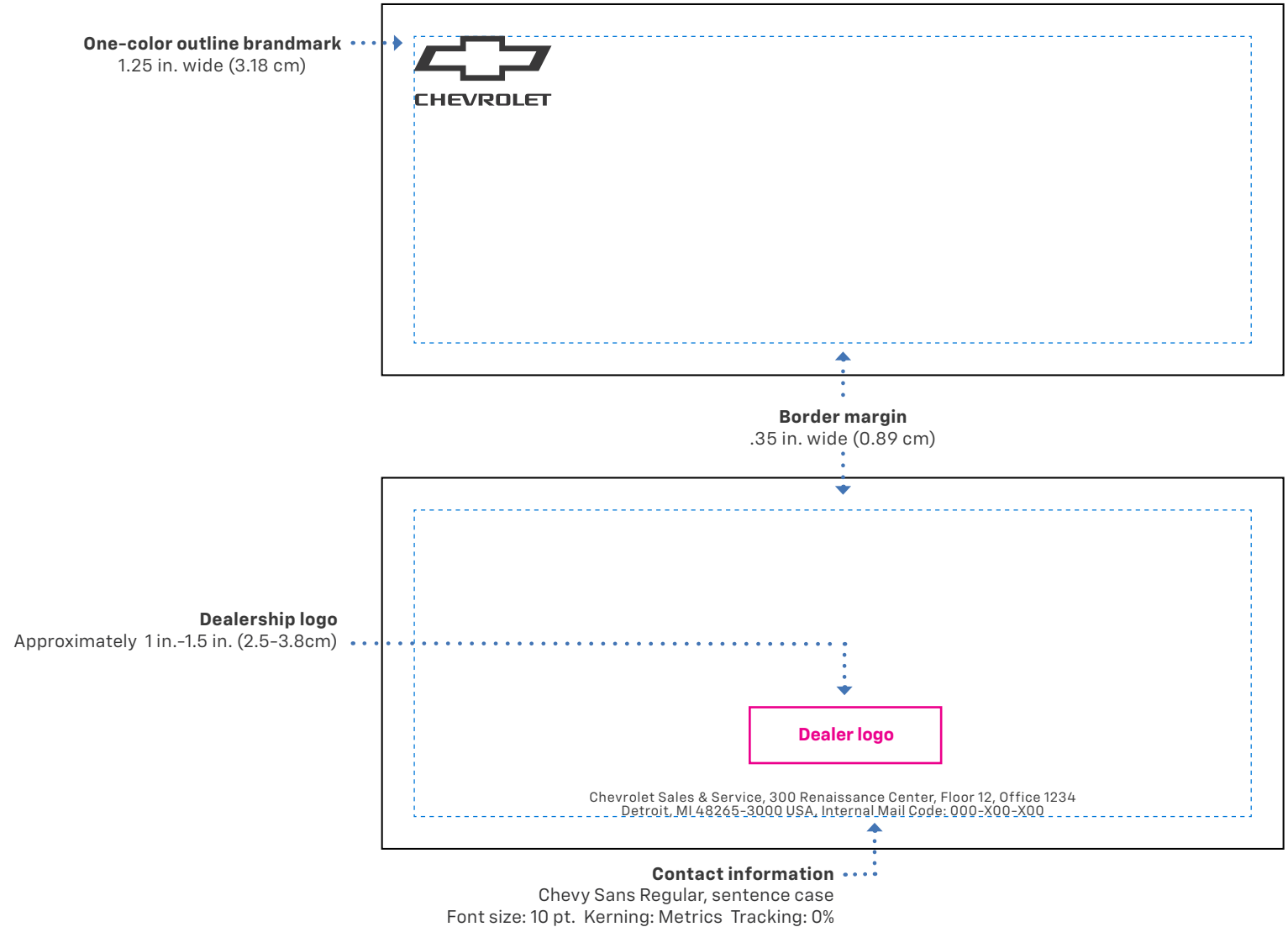
Dealer logo

## Envelopes

When creating envelopes, please **use the approved Chevy Sans font**. If unavailable, the **Arial** font may be substituted (specifically for your contact address).

The brandmark and Together let's drive™ tagline logo **should not be moved, altered or resized**.

The envelope template and the Chevy Sans typeface are available for download from GM Asset Central.



**Thank you**