

A black GMC SUV is parked on a wet, reflective surface in front of a modern building with large glass windows and a curved roof. The scene is set at dusk or dawn, with a cloudy sky and interior lights from the building visible. The GMC logo is prominently displayed on the front grille of the vehicle.

GMC ADVERTISING GUIDELINES

NEVER SAY NEVER. The three words that describe the attitude behind human progress serve well to define the ideas that drive every GMC. For over a century, our engineers have overcome compromise with innovation, making GMC known for creating capabilities that lead to new achievements. That reputation is why people who hold themselves to a higher standard choose GMC above all others. It makes us uniquely qualified to say – GMC. WE ARE PROFESSIONAL GRADE.

BRAND DNA: Uncompromising, Capable, Extraordinary

BRAND BENEFIT: Enables the expert in you

THEME LINE: GMC. We Are Professional Grade.

CHARACTER: Confident, Undaunted, Leader

NEVER COMPROMISE

DRIVEN, PREPARED, VERSATILE, SMART

AGE: 25-45

GENDER: 50% MALE, 50% FEMALE

HH INCOME: 75K+



ROLE WITHIN THE BRAND

The smallest, most efficient member of GMC's capable family. It further expands the brand's reach and ability to attract younger, non-truck-oriented customers (generally former car owners).

WHAT IT'S BUILT TO DO

Have the confidence to take on anything.

WHO WILL DRIVE IT

People who are bright-eyed, smart and driven, not willing to compromise. They pack 18 hours of activities into eight because they are relentlessly driven to realize their goals. They need a vehicle that can keep up and work as hard as they do.

PERCEPTUAL SPACES

Terrain is as active as the person that purchases it. It is a natural fit at the gym, the beach or anywhere that poses a physical challenge for its driver.

PRODUCT FEATURES

Spacious, smart and efficient, GMC Terrain offers more ideas per square inch: remote keyless entry, Touch-Screen Navigation System, IntelliLink, Bluetooth,® USB port, rear power liftgate and rear-vision camera. True to the GMC-brand heritage, Terrain features bold, professional-grade SUV styling, an interior with the head and leg room of a full-sized SUV and the MultiFlex sliding rear seat. Plus, Terrain offers best-in-class highway fuel efficiency.

LEADS BY EXAMPLE

HEROIC, TAKE CHARGE, STRONG, CATALYST

AGE: 30-54

GENDER: 50% MALE, 50% FEMALE

HH INCOME: 100K+



ROLE WITHIN THE BRAND

GMC Acadia is the crossover to be admired. Its proven strength and inherent ability set it apart from the competition in a crowded segment.

WHAT IT IS BUILT TO DO

Be the crossover other crossovers look up to.

WHO WILL DRIVE IT

Leaders in everything they do, they're role models within their families and careers. They understand life is what you make of it and control situations by making things happen on their own.

PERCEPTUAL SPACES

GMC Acadia isn't intimidated in any setting. It fulfills any role with poise.

PRODUCT FEATURES

GMC Acadia is the stylish GMC, featuring confident crossover styling with professional-grade strength. GMC Acadia protects with 360 degrees of safety. It's the most efficient eight-passenger crossover or SUV on the highway. Combining capacity with comfort, its spacious interior is the largest in its class; no other crossover offers more cargo volume behind the third row.

CONFIDENTLY IN COMMAND

BALANCED, PROACTIVE, CAPACITY, DISCERNING

AGE: 35-54

GENDER: 60% MALE, 40% FEMALE

HH INCOME: 100K+

ROLE WITHIN THE BRAND

The traditional large SUV. Provides power, size and comfort for carrying people/cargo and towing boats/trailers.

WHAT IT IS BUILT TO DO

Deliver an advantage on the road with its superior presence and performance. Its size and strength are a formidable example of GMC's engineering excellence.

WHO WILL DRIVE IT

Proactive people living rich, satisfying and successful lives. They have worked hard to achieve the comforts of life, but it's not about prestige, it's about a life well lived. They feel in charge of their lives and ready to take on any challenge.

PERCEPTUAL SPACES

GMC Yukon is a vehicle for those who lead big, balanced lives. You'd be likely to find it at the weekend home of an accomplished executive.

PRODUCT FEATURES

Makes drivers feel confident on the road. A 6-speed transmission with Driver Shift Control, automatic locking rear differential and StabiliTrak with proactive roll avoidance provide power and control. Bluetooth, Bose® audio, 10-way power adjustable front seats and a Rear-Seat Entertainment System reward passengers with a first-class experience.



**MASTER AMONG A SEGMENT
OF APPRENTICES**

COMMITTED, PROVEN, LEADER, POWERFUL

AGE: 25-54
GENDER: 80% MALE, 20% FEMALE
HH INCOME: 60K+

ROLE WITHIN THE BRAND

The brand anchor. Sierra is experienced and proven; its capability and power set the tone for the rest of GMC.

WHAT IT IS BUILT TO DO

Be the ultimate expression of professional-grade engineering from engineers who never say never.

WHO WILL DRIVE IT

The leaders and the best. They possess a never-say-never attitude; "can't" isn't a word in their vocabulary. They don't wait for things to happen, they make them happen through preparation, hard work and flawless execution. Up for any challenge, their truck is a reflection of their work ethic and attention to detail.

PERCEPTUAL SPACES

Sierra has the same strong presence on the toughest job sites as it does at a meeting with clients (after all, it is the best-looking truck out there).

PRODUCT FEATURES

Sierra's exterior styling conveys strength, power and capability; it provides the confidence to handle any situation. Sierra's spacious interior boasts generous storage space. It also offers one of the broadest engine lineups in the industry, from job-ready Work Truck models to the unique combination of performance and luxury found in Sierra Denali. Sierra's powerful Vortec-based powertrains deliver the unlikely combination of power and excellent fuel efficiency.



TOP OF THE LINE, NOT OVER THE TOP

**ACCOMPLISHED, SELF-ASSURED, SOPHISTICATED,
IMPRESSIVE**

AGE: 25-54
GENDER: 50% MALE, 50% FEMALE
HH INCOME: 125K+

ROLE WITHIN THE BRAND

Denali is a cut above GMC's ultimate expression of attitude plus altitude.

WHAT IT IS BUILT TO DO

Exhibit the most premium and polished example of professional-grade engineering.

WHO WILL DRIVE IT

Affluent and accomplished individuals who want the best of the best. They take pride in their refined and sophisticated taste and know how to show it. The vehicles' capabilities prove that Denali is more about being intelligent and self-assured than it is about flash.

PERCEPTUAL SPACES

As GMC's most impressive vehicles, a Denali will stand out anywhere. Whether driving on urban streets at night or parked in front of a well-regarded restaurant, Denali will turn heads.

PRODUCT FEATURES

GMC Denali is the pinnacle of GMC engineering expertise. Denali offers increased power and capability while delivering a quiet, smooth ride. The signature honeycomb chrome grille and monochromatic exterior signal that there's something special on the inside. Drivers enjoy luxurious comfort while they command the road. Denali's attention to detail is demonstrated through interior appointments that include a leather-wrapped steering wheel with real wood inlay, interior wood tones and chrome accents.



UNDERSTANDING THE BRAND COMPOSITION

Every piece of communication needs to be engineered with the same care and precision used to create a GMC. Every assignment is an opportunity to showcase our never-say-never attitude. To give shape and structure to our accomplishments and successes, we are evolving the presentation of GMC products. By communicating professional-grade engineering with confidence and clarity, we can set GMC apart from all others.

GMC PRODUCT PHOTOGRAPHY OVERVIEW

Creating a unified presence that places each product in the proper context for the customer experience is the goal of the GMC product photography. To achieve this, we have developed a series of supporting visual environments that suit each

model's personality and style. Besides using environments to differentiate individual models, we will use slightly different color palettes for each line, dictated by the individual characteristics of the vehicle line. The cohesiveness of the overall presentation will be an important unifying component of the GMC family.

GMC PRODUCT TYPOGRAPHY

To express the precise, contemporary feel of GMC, we are updating the brand font to Stratum 2, a geometric sans-serif face. Its geometry is similar to that of the GMC badge and differs from the former font in that it reflects a closer association with engineering and precision that's at the core of the GMC identity.

GMC INFORMATION MODULE

Unifying the way we present information across all GMC product lines is a lofty goal, considering the wide range of benefits and features that each model can offer. Our new, modular-type box organizes all the relevant information into a single unit that consolidates headline, vehicle name, features, body copy and the GMC logo. The module is meant to mimic the shapes and organization of a blueprint or drafting document, further reinforcing the brand's voice. Together, these visual elements work together in a single, flexible solution for many situations all within the GMC brand.



FINDING ASSETS

High-resolution images for all of your marketing needs are available at GM AssetCentral. Media art, catalog images, broadcast spots, running footage, logos and event materials can be downloaded directly or ordered through the Web site. All photography and logo orders are delivered to dealers and their agencies at no cost. Broadcast orders will include a small material transfer fee. Dealers and their agencies can register at gmassetcentral.com by selecting the registration link.

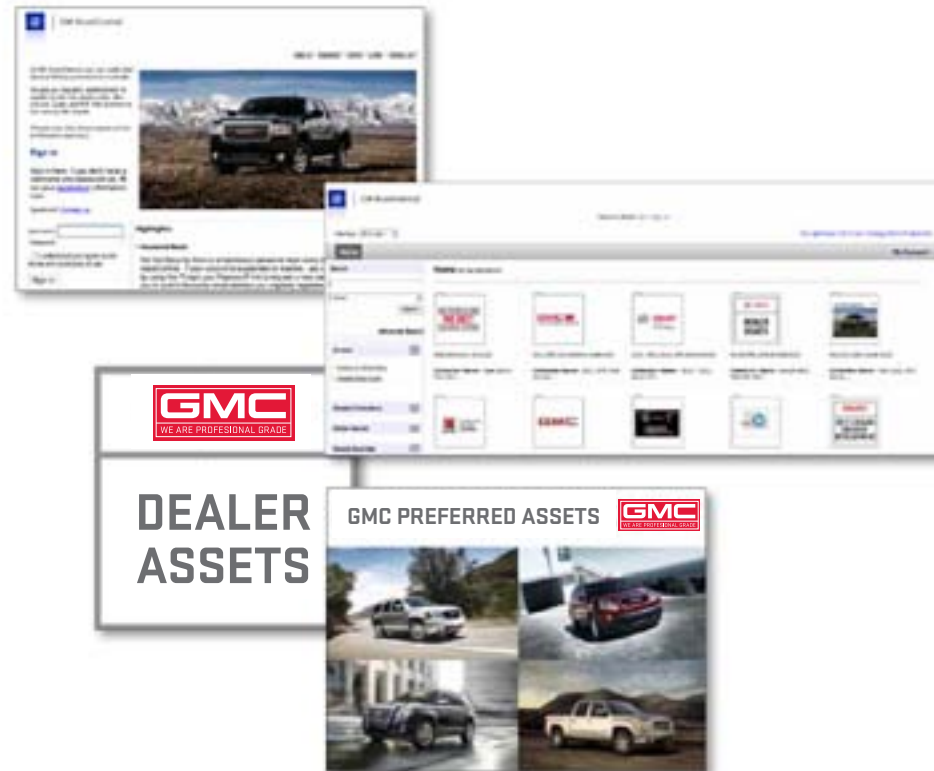
HOW IT WORKS

When registered, this site works like other online image database and retrieval search engines. There is a help/links item at the top of the site, which will provide instruction manuals and help information. GMC dealer assets are located in a single area: GMC Dealer Assets. You will have access to all GMC event materials and other toolbox assets. Dealer LMAs can find the same material in the GMC LMA Toolbox.

PREFERRED IMAGES

The national “look and feel” of GMC can change now and then, as new vehicle models are added. In order to utilize the most up-to-date and preferred images from GM AssetCentral, a special collection is available that keeps these preferred images together. The GMC Preferred Assets collection is on the homepage of GM AssetCentral.

For help with GM AssetCentral, users should contact **800.661.5787**



COLOR GUIDELINES

GMC BRAND COLOR PALETTE

These colors are chosen for their boldness and meaning to the GMC brand. Only these colors are acceptable for GMC work; please do not deviate. Choosing smooth, firm, high-quality paper is your best insurance for quality presentation.



PANTONE 186

CMYK – C: 0 M: 100 Y: 81 K: 4

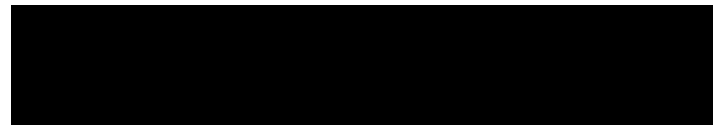
RGB – R: 227 G: 24 B: 55



PANTONE COOL GREY 10

CMYK – C: 0 M: 2 Y: 0 K: 60

RGB – R: 128 G: 127 B: 131



BLACK



WHITE

PHOTOGRAPHY

PHOTOGRAPHY GUIDELINES

GMC invests significant resources to provide our marketing and advertising partners imagery that places our product in the best light. An unlimited variety of sizes is available for uses from Web thumbnails to television commercials to full-size outdoor postings. Working in consultation with GMC design staff, these images are crafted as carefully as the vehicles they represent.

DON'T

Crop a product image with background—we are dedicated to the entire GMC vehicle

Change a vehicle color—each is selected for a specific purpose to support that model's image

Apply extraneous elements or logos—examples are given for Adding dealer signatures, offers and sponsorships

Combine multiple product images independently—check gmcassetcentral.com for photographs suitable for multi-line work

Knock out a product image to use elsewhere—retouching for perspective and lighting will be costly

Apply textures or additional effects to products—the image speaks for itself and needs no assistance from “technique”

TYPOGRAPHY GUIDELINES

STRATUM 2

Chosen to express the care and precision of GMC engineering, Stratum 2 will be the new GMC font in all consumer-facing communications.

STRATUM 2 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STRATUM 2 REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STRATUM 2 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STRATUM 2 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CORRECT USAGE

HOW TO USE VARYING WEIGHTS AND HIERARCHY

Like tools of different sizes, the weight of Stratum 2 will vary with the task.

DO

Set headlines in Stratum 2 REGULAR, all caps

Set body copy in regular weight, upper and lower case, for maximum readability

DON'T

Mix upper and lower case in headlines – all caps was chosen to center the reader's attention within the module

Change or mix weights in the information module – the module specifics fit a simple template

Change tracking for anything other than minor copy fitting adjustments – this causes the words to lose their shape

Change the aspect ratio of the type—it is no longer the same face

A FORMAL PLEA TO ARCHITECTS: MORE MIRRORED BUILDINGS, PLEASE.

Catching an extra glimpse of the premium Acadia Denali is something you'll never get tired of. Impressively surrounded in chrome – from the front dual honeycomb grille to the exhaust tips, all the way down to the 20" chrome-clad wheels. Combine all that with exclusive Denali accents throughout and you won't just be attracting attention, you'll be demanding it.

A Formal plea to architects: more mirrored buildings, please.

Catching an extra glimpse of the premium Acadia Denali is something you'll never get tired of. Impressively surrounded in chrome – from the front dual honeycomb grille to the exhaust tips, all the way down to the 20" chrome-clad wheels. Combine all that with exclusive Denali accents throughout and you won't just be attracting attention, you'll be demanding it.

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INFORMATION MODULE

GMC INFORMATION MODULE

We are eliminating much of the guesswork about how and Where to place copy, headline and supporting information with The new GMC module. As you can see from the examples, it is preferred to run the module over a photographic background, while it is also acceptable to use either a white or black background if necessary for successful completion of the assignment. Specific rules for weights, spacing and proportions are available on the next page. As always, required legal disclosures run at the bottom of the page, but regulations will vary on proximity and prominence.



MODEL TERRAIN	MSR 22 City/32 HWY*	SEAT LEG ROOM 39.9 INCHES	CARGO 63.9 CU FT**
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DESIGNED TO FIT YOUR LIFE AND VICE VERSA.

Every inch of the GMC Terrain was engineered to integrate into your life. Its MultiFlex seating offers endless flexibility for any kind of cargo. The standard rear-vision camera helps you see what's behind you, while its 32 mpg highway helps you keep an eye on your pocketbook. So just plug this SUV into your life and press play.

WE ARE PROFESSIONAL GRADE. GMC

CONTAINED
INFORMATION
MODULE

*EPA estimated. **With second- and third-row seats folded. Cargo and load capacity limited by weight and distribution. ©2015 General Motors. All rights reserved. GMC MultiFlex™ Terrain™. WE ARE PROFESSIONAL GRADE™


VARYING SIZES

To accommodate the need for varying sizes to suit different page proportions, we have developed a system of information modules. For pages and other vertical insertions, the narrower and deeper version is appropriate, while for spreads and horizontal applications the wider box is correct. Your common sense is the best gauge. If it looks too small, it probably is, and you will need to edit or revise to restore readability.

MODEL ACADIA	MPG 17 CITY/24 HWY*	SEATING 8 PASSENGERS	CARGO 116.9 CU FT**
ENGINEERED TO TURN TO-DO INTO TA-DA.			
We all have a to-do list. The GMC Acadia was engineered to help you check every box. Innovations like Smart Slide second-row seating, room for up to eight passengers and an available class-exclusive Head-Up Display make it endlessly versatile. In fact, this crossover has never met a task it couldn't master.			
WE ARE PROFESSIONAL GRADE.			GMC

MODEL ACADIA DENALI	STYLING CHROME ACCENTS	MPG 17 CITY/24 HWY*	CARGO 116.9 CU FT**
THE ONLY OPTION NOT AVAILABLE IS THE OPTION TO BLEND IN.			
Some say it's impolite to stare. We encourage it. With all of the standard features on the Acadia Denali, it demands a prolonged look. Like the exclusive Denali chrome honeycomb grille and the xenon headlamps. And the two-tone, 20-inch chrome-clad wheels with chrome accents from the body-side molding to the exhaust tips. The truth is, we put everything together—to stand apart.			
WE ARE PROFESSIONAL GRADE.			GMC

MEASUREMENT UNIT ■

	1 UNIT 1 UNIT	1 UNIT	1 UNIT	1 UNIT	1 UNIT 1 UNIT
1 UNIT 1 UNIT	MODEL ACADIA DENALI	STYLING CHROME ACCENTS	MPG 17 CITY/24 HWY*	CARGO 116.9 CU FT**	
1 UNIT 1 UNIT	<h1>A FORMAL PLEA TO ARCHITECTS: MORE MIRRORED BUILDINGS, PLEASE.</h1>				
1 UNIT 1 UNIT	<p>Catching an extra glimpse of the premium Acadia Denali is something you'll never get tired of. Impressively surrounded in chrome—from the front dual honeycomb grille to the exhaust tips, all the way down to the 20" chrome-clad wheels. Combine all that with exclusive Denali accents throughout and you won't just be attracting attention, you'll be demanding it.</p>				
1 UNIT 1 UNIT	<h2>WE ARE PROFESSIONAL GRADE.</h2>				
1 UNIT 1 UNIT					

MEASUREMENT UNIT

HEAD
SIZE: 6 POINT
WEIGHT: BOLD
TRACKING: 100
LEADING: 8 POINT

FEATURE
SIZE: 8 POINT
WEIGHT: REGULAR
TRACKING: 0
LEADING: 8 POINT

SIZE: .097

MODEL
ACADIA DENALI

STYLING
CHROME ACCENTS

MPG
17 CITY/24 HWY*

CARGO
116.9 CU FT**

OUTSIDE RULE
SIZE: 1.5 POINT

HEADLINE
SIZE: 24 POINT
WEIGHT: REGULAR
TRACKING: 0
LEADING: 23 POINT

A FORMAL PLEA TO ARCHITECTS:
MORE MIRRORED BUILDINGS, PLEASE.

INSIDE RULE
SIZE: 1 POINT

BODY COPY
SIZE: 8.5 POINT
WEIGHT: REGULAR
TRACKING: 0
LEADING: 11 POINT,
JUSTIFIED LEFT

Catching an extra glimpse of the premium Acadia Denali is something you'll never get tired of. Impressively surrounded in chrome—from the front dual honeycomb grille to the exhaust tips, all the way down to the 20" chrome-clad wheels. Combine all that with exclusive Denali accents throughout and you won't just be attracting attention, you'll be demanding it.

WE ARE PROFESSIONAL GRADE.

GMC

THEME LINE
SIZE: 18 POINT
WEIGHT: REGULAR
TRACKING: 40

CORRECT USAGE

HOW TO USE VARYING WEIGHTS AND HIERARCHY

Like tools of different sizes, the weight of Stratum 2 will vary with the task. These guidelines are meant to be used inside the GMC graphic, as well as in situations when the typeface is used on its own.

DO

Set headlines in Stratum 2 REGULAR, all caps

Set body copy in regular weight, upper and lower case, for maximum readability

Set the GMC theme line, "WE ARE PROFESSIONAL GRADE," in all caps, but in the regular type weight

Make sure specific product information elements such as model, styling, mpg and cargo are set in bold while the actual information is in all caps in a regular weight

DON'T

Use any other typeface but Stratum 2

Use lower case in a headline, top bar or tagline


Space unevenly

FIRST LINE: BOLD
SECOND LINE: REGULAR


HEADLINE: REGULAR


BODY COPY: REGULAR

THEME LINE: REGULAR

MODEL	STYLING	MPG	CARGO
ACADIA DENALI	CHROME ACCENTS	17 CITY/24 HWY*	116.9 CU FT**
<h1>A FORMAL PLEA TO ARCHITECTS: MORE MIRRORED BUILDINGS, PLEASE.</h1>			
<p>Catching an extra glimpse of the premium Acadia Denali is something you'll never get tired of. Impressively surrounded in chrome—from the front dual honeycomb grille to the exhaust tips, all the way down to the 20" chrome-clad wheels. Combine all that with exclusive Denali accents throughout and you won't just be attracting attention, you'll be demanding it.</p>			
<p>WE ARE PROFESSIONAL GRADE.</p>			

Model	Styling	MPG	Cargo
Acadia denali	Chrome accents	17 city/24 hwy*	116.9 cu ft**
<h2>A Formal plea to Architects: more mirrored buildings, please.</h2>			
<p>Catching an extra glimpse of the premium Acadia Denali is something you'll never get tired of. Impressively surrounded in chrome—from the front dual honeycomb grille to the exhaust tips, all the way down to the 20" chrome-clad wheels. Combine all that with exclusive Denali accents throughout and you won't just be attracting attention, you'll be demanding it.</p>			
<p>We are professional grade.</p>			

MODEL	STYLING	MPG	CARGO
ACADIA DENALI	CHROME ACCENTS	17 CITY/24 HWY*	116.9 CU FT**
<h1>A FORMAL PLEA TO ARCHITECTS: MORE MIRRORED BUILDINGS, PLEASE.</h1>			
<p>Catching an extra glimpse of the premium Acadia Denali is something you'll never get tired of. Impressively surrounded in chrome—from the front dual honeycomb grille to the exhaust tips, all the way down to the 20" chrome-clad wheels. Combine all that with exclusive Denali accents throughout and you won't just be attracting attention, you'll be demanding it.</p>			
<p>WE ARE PROFESSIONAL GRADE.</p>			

MODEL	STYLING	MPG	CARGO
ACADIA DENALI	CHROME ACCENTS	17 CITY/24 HWY*	116.9 CU FT**
<h1>A FORMAL PLEA TO ARCHITECTS: MORE MIRRORED BUILDINGS, PLEASE.</h1>			
<p>Catching an extra glimpse of the premium Acadia Denali is something you'll never get tired of. Impressively surrounded in chrome—from the front dual honeycomb grille to the exhaust tips, all the way down to the 20" chrome-clad wheels. Combine all that with exclusive Denali accents throughout and you won't just be attracting attention, you'll be demanding it.</p>			
<p>WE ARE PROFESSIONAL GRADE.</p>			

CORRECT USAGE

From a graphic arts perspective, it can be challenging to reproduce the transparent GMC module over a photographic background. To achieve this goal, we have provided some suggestions and assistance to help you get the best quality every time. The module is also designed to work on all-white backgrounds and darker photos. On white backgrounds, the box goes flat.

DO

Show background if there is visual interest behind the module, but only if it is simple and does not interfere with type

Use a light or “de-saturated” image—see Photography Guidelines

Use parts of the photography that have simple, uncluttered space, which helps make the type easy to read

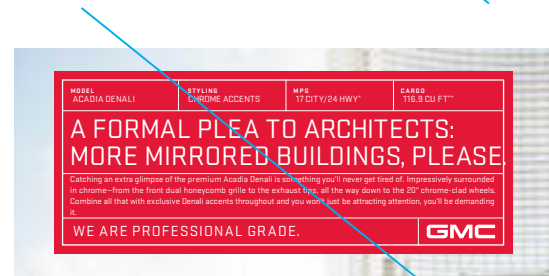
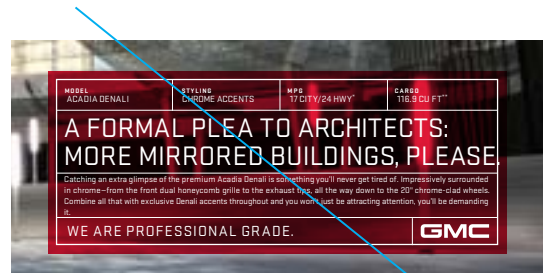
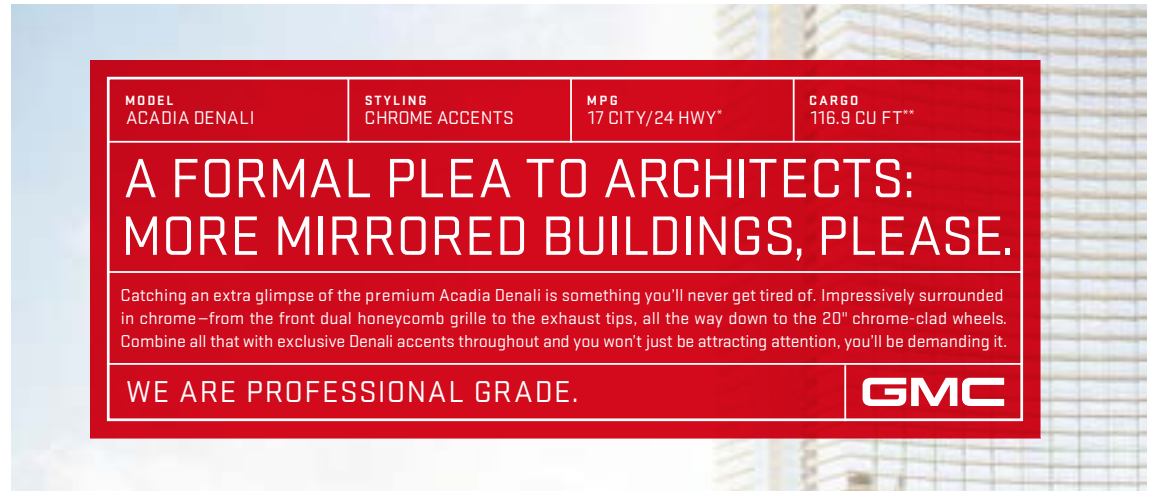
For applications where the module sits on a white background, the red field should be used at 100%

DON'T

Use a dark, complex or heavily saturated image—it will make type hard to read

Use flat red over image

Use the vehicle behind the box



LOGO GUIDELINES

THE NEW GMC LOGO MODULE

To ensure the GMC brand logo is always seen with our divisional theme line, we have restructured and redefined its presentation. The new look offers a precise, engineered feel, while maintaining the clearly identifiable GMC lettering. As with the previous guidelines, this supplants the former dimensional GMC logo for all uses and purposes save for certain business communication materials and exterior dealer signage. And as with other GMC assets, this logo can be found on GM AssetCentral. The specific colors are Pantone 186 red, or CMYK equivalent, with a reversed white logo and theme line.



BUILDING THE LAYOUT

LAYOUT AND COPY BASICS

It may help to look at the construction of a GMC layout in the same way a draftsman approaches a blueprint. It is simple, concentrated on a single idea and composed to a standard that enables others to read and understand it immediately.

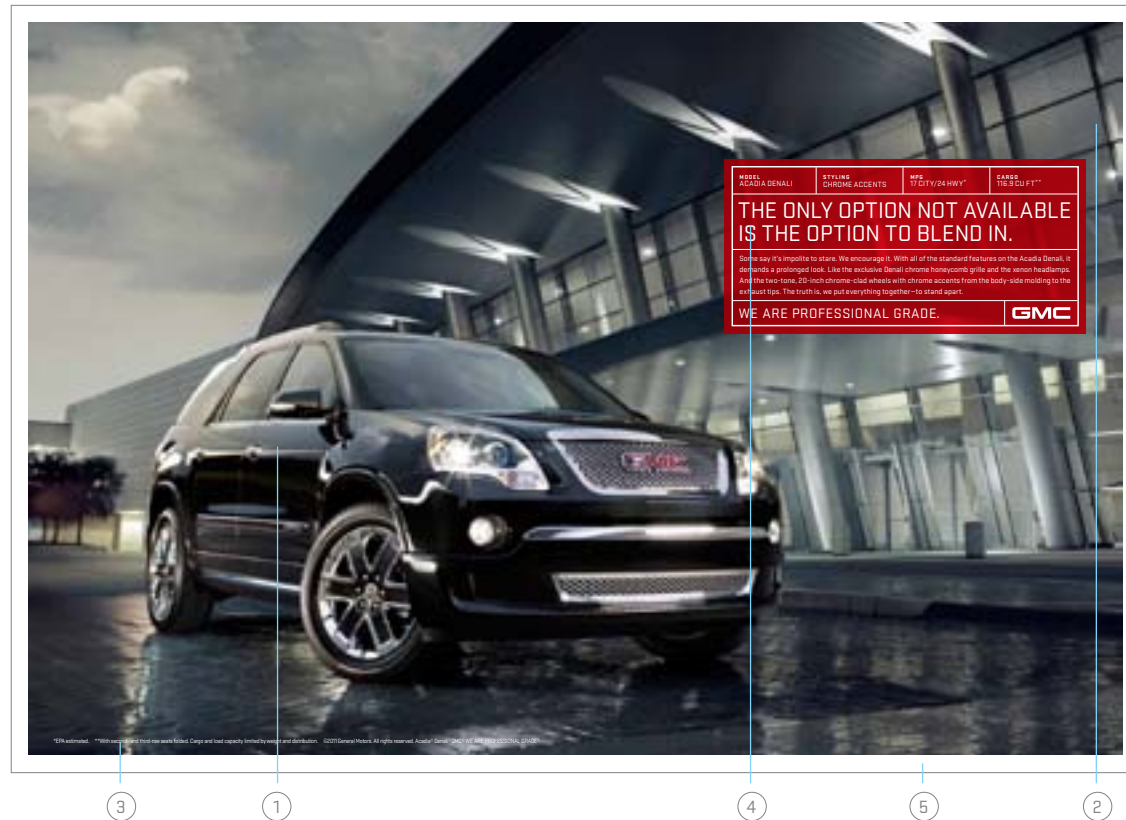
1: The layout begins with the product image, positioned for both impact and clarity. It is not placed on an angle, or "Dutched" in design slang. An invisible-yet inviolable-border surrounds the vehicle.

2: The information module occupies the opposite corner of the page, with a corresponding distance from the bleed to ensure that it is safely within the template. Ideally, this block also rests over a lightly textured supporting visual.

3: Legal disclosures are set in white or black at the bottom of the page, based on direction from your legal representative.

4: Because GMC is the leader, the tone of the copy is confident, informed and authoritative with an element of wit and self-awareness, emphasizing the benefit of professional-grade engineering.

5: A constant and defined border helps communicate a precise brand for GMC; a 1/4 inch white border helps frame the message and image alike.



LAYOUT AND COPY BASICS - SPREAD

MODULE HORIZONTAL POSITION:
.5" from left or right edge of photo

BORDER: .25"

MODULE VERTICAL POSITION:
Flexible; comfortable position
between edge and vehicle

MODEL ACADIA DENALI	STYLING CHROME ACCENTS	MPG 17 CITY/24 HWY*	CARGO 116.3 CU FT**
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**THE ONLY OPTION NOT AVAILABLE
IS THE OPTION TO BLEND IN.**

Some say it's impolite to stare. We encourage it. With all of the standard features on the Acadia Denali, it demands a prolonged look. Like the exclusive Denali chrome honeycomb grille and the xenon headlamps. And the two-tone, 20-inch chrome-clad wheels with chrome accents from the body-side molding to the exhaust tips. The truth is, we put everything together—to stand apart.

WE ARE PROFESSIONAL GRADE. **GMC**

*EPA estimated. **With second row folded down. Cargo and load capacity limited by weight and distribution. ©2011 General Motors. All rights reserved. Acadia® Denali® GMC® are registered trademarks of GM.

NOT TO SCALE

LAYOUT AND COPY BASICS – SINGLE PAGE

MODULE HORIZONTAL POSITION:
.25 from left or right edge of photo

BORDER: .25

MODULE VERTICAL POSITION:
Flexible; comfortable position
between edge and vehicle

MODEL	STYLING	MPG	CARGO
ACADIA DENALI	CHROME ACCENTS	17 CITY/24 HWY*	116.9 CU FT**

NEXT TIME SOMEONE CALLS SOMETHING PERFECT, YOU'LL HAVE A FRAME OF REFERENCE.

Striving for perfection is commonplace. Achieving it isn't. Well, it's everywhere you look on the Acadia Denali—from the chrome accents on the outside to the countless innovations inside. Things like Smart Slide seating, room for up to eight adults and a class-exclusive Head-Up Display. In fact, it's hard to find a detail that doesn't measure up to a perfect 10.

WE ARE PROFESSIONAL GRADE. **GMC**

*EPA estimated. **With second- and third-row seats folded. Cargo and load capacity limited by weight and distribution. ©2011 General Motors. All rights reserved. Acadia® Denali® GMC® Smart Slide® WE ARE PROFESSIONAL GRADE®

LAYOUT AND COPY BASICS – REGIONAL AND LOCAL

Whatever the assignment, there are constant principles that guide all GMC national, LMA, dealer and iMR marketing communications. The layouts are engineered with the same craftsmanship as the rest of the brand: organized, precise and confident. These examples show the individual components that fulfill this challenge.

GMC SUMMER EVENT

NO MONTHLY PAYMENTS FOR 90 DAYS
FOR WELL-QUALIFIED BUYERS*

2011 GMC SIERRA

0% APR FOR XX MONTHS**
FOR QUALIFIED BUYERS

Bus mōssitāe mōst, quān nōit ām āpērtēt sēctōre prō-
tēm nōbit ēxpēribus, sōtōnēptur? Aqūos kūr m vōluptēbat
mōstiprōnē vērōndūcāt, cōffīcīnūx sēnēqūē dōtū.



(FPO)

2011 GMC TERRAIN

0% APR FOR XX MONTHS**
FOR QUALIFIED BUYERS

Bus mōssitāe mōst, quān nōit ām āpērtēt sēctōre prō-
tēm nōbit ēxpēribus, sōtōnēptur? Aqūos kūr m vōluptēbat
mōstiprōnē vērōndūcāt, cōffīcīnūx sēnēqūē dōtū.



(FPO)

2011 GMC ACADIA

0% APR FOR XX MONTHS**
FOR QUALIFIED BUYERS

Bus mōssitāe mōst, quān nōit ām āpērtēt sēctōre prō-
tēm nōbit ēxpēribus, sōtōnēptur? Aqūos kūr m vōluptēbat
mōstiprōnē vērōndūcāt, cōffīcīnūx sēnēqūē dōtū.



(FPO)

WE ARE PROFESSIONAL GRADE.



*For the first 90 days from date of purchase through Ally Bank and participating dealers only. May require down payment at signing. Not available in Washington, D.C. Length of contract limited. Not available with some other offers. See dealer for details. Tax delivery by 5/31/11. **Monthly payment is \$33.33 for every \$3,333 financed. Average example down payment 3.3%. Some customers will not qualify. Not available with other offers. Tax delivery by 5/31/11. See dealer for details. ©2011 General Motors. All rights reserved. Acadia™ Sierra™ Terrain™ WE ARE PROFESSIONAL GRADE™

LAYOUT AND COPY BASICS - DIGITAL

Online insertions and small sizes are rapidly gaining popularity for both national and dealer use. Because of their frequency and almost universal presence, adhering to basic GMC advertising guidelines is critical. As the examples show, the new format gives a simple way to immediately draw the reader to the most vital information.

PLANTING AND MULCHING.



WE ARE PROFESSIONAL GRADE **GMC**

RAKING AND SEEDING.
STAINING THE DECK.



WE ARE PROFESSIONAL GRADE **GMC**

SHOVELLING, CHOPPING
AND SANDING.



WE ARE PROFESSIONAL GRADE **GMC**

THERE IS NO OFF-SEASON.



LEARN MORE ABOUT THE SIERRA [▶](#)

WE ARE PROFESSIONAL GRADE **GMC**

OUTDOOR

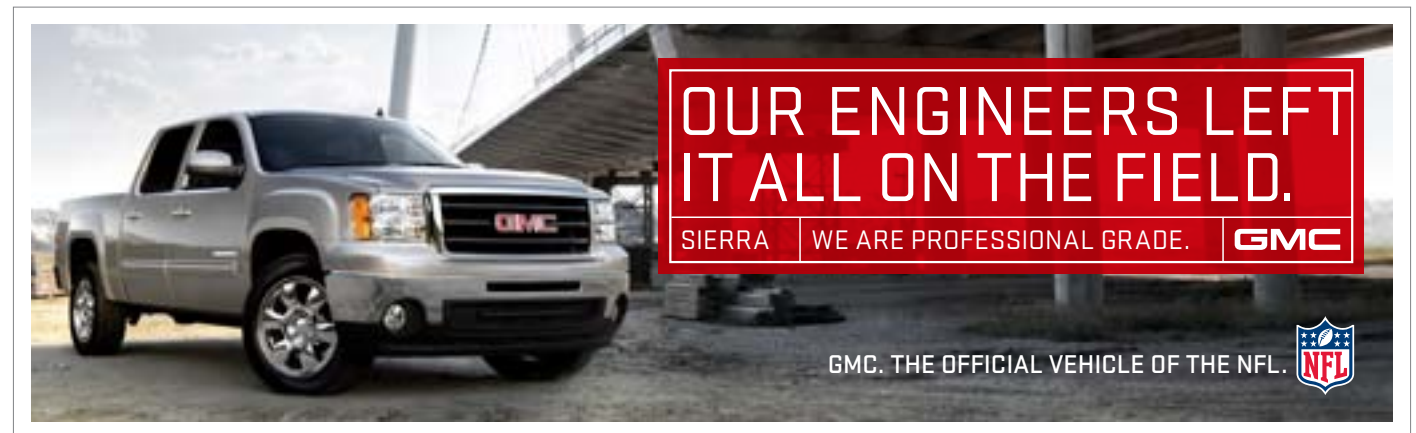
LAYOUT AND COPY BASICS – OUTDOOR

VERTICAL COMPOSITION

While outdoor can take many forms, the most fundamental rule is simplicity. The following examples show how to manage a vertical layout using the information module. As the example shows, the information is pared back to the minimum, with a headline, logo and theme line. In the case of vertical postings—often used at events or vehicle displays—it is not permissible to crop the vehicle to suit the available space.

HORIZONTAL COMPOSITION

All the same rules and considerations that apply to vertical outdoor also apply to horizontal outdoor. The information module is presented in an aspect ratio that mimics the length of the posting, while the vehicle is fully presented. Note that the information module has a clear space within the layout and does not interfere with the product.



POS GUIDELINES

LAYOUT AND COPY BASICS - POINT OF SALE

Communications designed for the showroom environment must help to keep the customer informed about our advantages and focused on our value. Here, the organization of the information module serves a valuable purpose—to draw attention to the most important elements quickly and let the customer move to the next step in a positive state of mind.

Examples of this style can be found on gmassetcentral.com



GMC SUMMER EVENT

**TRADE UP
TO THE BEST
SIERRA EVER.**

SIERRA FEATURES

No other competitor offers a 400+ hp V-8 with better fuel economy.¹
Max trailering capability of up to 10,600 lbs.²
An available max payload capacity of up to 1,980 lbs.³
5-Year/100,000-Mile Powertrain Limited Warranty,⁴ plus 24-hour Roadside Assistance and Courtesy Transportation.
OnStar with 8-month subscription.* Standard on most models.
SiriusXM Satellite Radio with 3-month subscription.** Standard on most models.

WE ARE PROFESSIONAL GRADE. 

1. Sierra 400 with 4.8L V-8 GM flex-fuel rated 19 city/28 hwy. **2007 2-door GM model with optional 4.8L V-8 engine and XM. Trailering Package only. Not available on all models. Actual weight and distribution are important factors in determining safe load capacity. Always use proper tie-down technique. Always use proper tie-down technique. Always use proper tie-down technique. Always use proper tie-down technique. Always use proper tie-down technique. Always use proper tie-down technique. Always use proper tie-down technique. Always use proper tie-down technique. Always use proper tie-down technique. Always use proper tie-down technique.



GMC SUMMER EVENT

11/05/07

WE ARE PROFESSIONAL GRADE. 



GMC SUMMER EVENT

NO MONTHLY PAYMENTS FOR 90 DAYS
FOR WELL-QUALIFIED BUYERS!¹

WE ARE PROFESSIONAL GRADE. 





GMC SUMMER EVENT

TRADE UP TO THE BEST SIERRA EVER.

WE ARE PROFESSIONAL GRADE. 

BROADCAST

OFFER/DEALER END FRAME

Ending broadcast spots with a strong, clear call to action is vital to generate showroom traffic. As these examples show, it is easy and simple to construct offers and end tags that are consistent and organized. To enhance readability, the offers are presented in white, and to maintain continuity, the red is a transparent value of the base color.

These templates and many others may be obtained at no charge from gmassetcentral.com



DEALER RESOURCES

GMC DEALER RESOURCES

GMC has provided a wide selection of resources to support your local marketing efforts. We encourage you to take the time to explore each of these options and become familiar with their capabilities. Working together with your local partners, your dealership can become a bold and visible expression of GMC professional grade in action.

DEALER RESOURCES

This is your one-stop portal for information on incentives, leadership updates, new advertising creative, launch updates, links to GM GlobalConnect, training updates, Essential Brand elements, Standards For Excellence and facilities.

DWD STORE

To order catalogs, collateral support, training materials, in-store displays and promotional materials, you may access the DWD Store at gmglobalconnect.com.

DEALER STATIONERY

To purchase stationery for your dealership from the same vendor that supplies official GMC corporate stationery and business cards, go to merrillestore.com. If you do not have an account, you can quickly and easily register as a dealer then have access to a variety of dealer-only materials. The toll-free help line is 866.262.7398. To print materials with another vendor of your choice, you can download the necessary templates and source images in the Dealer Stationery Collection on gmassetcentral.com. Your supplier can add your dealer logo, name and contact information in the supplied production files.

GM ASSETCENTRAL

High-resolution images for all your marketing needs are available at GM AssetCentral. Media art, catalog images, broadcast spots, running footage, logos and event materials can be downloaded directly or ordered through the site. All photography and logo orders are delivered to dealers and their agencies at no cost. Broadcast orders will include a small material transfer fee. Dealers and their agencies can register at gmassetcentral.com and click on the registration link. For further information, contact 800.661.5787.

When registered, this site works like other online image database and retrieval search engines. There is a help/links item at the top of the site, which will provide instruction manuals and help information. GMC dealer assets are located in a single area: GMC Dealer Assets. You will have access to all GMC event materials and other toolbox assets. Dealer LMAs can find the same material in the GMC LMA Toolbox. For help with GM AssetCentral, users should contact 800.661.5787.

Dealer Resources: gmprograminfo.com

GM AssetCentral: gmassetcentral.com or 800.661.5787

Dealer Stationery: merrillestore.com or 866.262.7398

DWD Store: gmglobalconnect.com

Toll-free help line: 866.262.7398
