



WORLDWIDE ENGINEERING STANDARDS

General Specification

GMW14089

Label Design Criteria

1 Introduction

Note: Nothing in this standard supercedes applicable laws and regulations.

Note: In the event of conflict between the English and domestic language, the English language shall take precedence.

1.1 Purpose. This standard describes how to determine the correct design for all GM required vehicle labels that convey a message. **Note:** A label containing **only** TRA and EP1 barcode information does not follow GMW14089. Refer to GMW15862 for TRA and EP1 labels.

1.2 Applicability. All vehicle labels containing information, customer or service including those required by all applicable regional regulations.

1.3 Remarks.

- Adobe Illustrator is to be used in the creation of all GM drawings identified in CG2685. The supplier shall work with the GM Design Responsible Engineer to comprehend this requirement.
- CG2596 Label Drawing Template provides access to GM approved PDF drawing templates for use in Adobe Illustrator. The supplier shall work with the GM Design Responsible Engineer to comprehend this requirement.
- CG2597 Drawing Instructions identifies and describes contents for each section within the GM drawing Title, Specification, Part, and Revision Blocks. The supplier shall work with the GM Design Responsible Engineer to comprehend this requirement.
- CG2685 Global Design infoBOOK - Label Drawings provides the overall requirements for a GM drawing. The supplier shall work with the GM Design Responsible Engineer to comprehend this requirement.

2 References

Note: Only the latest approved standards are applicable unless otherwise specified.

2.1 External Standards/Specifications.

ISO 3864

2.2 GM Standards/Specifications.

GMW3059	GMW15010	GMW16331
GMW14573	GMW15862	GMW16880

2.3 Additional References.

- Adobe Illustrator (vector graphics editor). (Adobe Systems Incorporated, www.adobe.com)
- CG2596 Label Drawing Template. The supplier shall work with the GM Design Responsible Engineer to comprehend this requirement.
- CG2597 Drawing Instructions. The supplier shall work with the GM Design Responsible Engineer to comprehend this requirement.
- CG2685 Global Design infoBOOK - Label Drawings. The supplier shall work with the GM Design Responsible Engineer to comprehend this requirement.

© Copyright 2017 General Motors Company All Rights Reserved

November 2017

Page 1 of 20



Documents
Document Sharing Hub

- CG4772 GM Pantone Spectral data for GM label colors.
- List of Approved Electrical abbreviations, Contact Bussed Electrical Centers (BEC) BFO.

3 Requirements

3.1 Content.

3.1.1 Purpose of Labels. Labels contain messages which warn, inform or instruct. A label provides information for either the owner of the vehicle or service personnel, and is typically located at the point of use.

3.1.2 Content Choices. Content choices for labels, such as use of text, art, or a combination of text and art, should be based on a number of considerations, including but not limited to regulatory requirement, the label type, assessment or judgment about the effectiveness of each alternative, availability of other communications on the same subject (such as owner's manual, driver information center, and telltales), multiple language requirements, and space constraints.

3.1.3 Determination of Label Need. The Engineer must evaluate:

- If there is a regulatory requirement, and there are specific requirements related to label content and design?
- Is the label message obvious to a user or already known to most users?
- Is there an existing label design that communicates the intended message?
- Is there a suitable location for the label on the vehicle or part?
- Is the intended message comprehensive, yet concise enough to fit on the proposed label size?
- Would the proposed label detract attention from higher priority messages?

3.1.4 Label Types and Requirements. Danger, Warning and Caution signal words, including the equivalent language translations (when required), are identified on a label in the banner area to attract attention to the message. Information labels have neither signal words nor a banner area. See Appendix B, Figure B1 for the typical text height to use for printed language(s).

Signal words and corresponding ISO symbols can be oriented horizontally or vertically to the viewing angle. Horizontally oriented signal words should be left justified and aligned with the message area text (exception: Arabic is to be right justified). Signal words should be centered top-to-bottom within their banner area.

In certain cases, the () symbol along with associated banner color area may be used in lieu of the signal word. Considerations that may allow only the symbol to be used when multiple, layered warnings for the hazard are included; label size is limited such that the signal words would not be legible; or a word/symbol may provide greater recognition. This does not apply to danger labels which require both the signal word and ISO symbol. Any case where the signal word is not used must be approved by the Label BFO or Label Global Subsystem Leadership Team (GSSLT) Lead.

Each label will indicate a level of hazard to either the customer or property. When creating a label, determine which signal word best represents the level of hazard.

3.1.4.1 Danger Labels. Use of the standard DANGER signal word inside the corresponding red banner area, in addition to the International Organization for Standardization (ISO) symbol () indicates a hazardous situation that, if not avoided, will result in death or serious injury. The signal word "DANGER" is to be limited to the most extreme situations. The DANGER signal word must always be used in conjunction with the ISO symbol in banner area.

Within the space constraints and multiple language requirements, through text, symbols, or a combination of text and symbols, the danger label content should, to the extent possible:

- a. Describe the hazard.
- b. Describe the severity and level of risk of personal harm if the instructions are not followed. If the potential consequences cannot be described simply, they can be summarized by using the phrase, "to help avoid personal injury".

c. Provide instructions as to what action is required or prohibited. (Label Examples: Appendix A, Figure A1.)

3.1.4.2 Warning Labels. Use of the standard WARNING signal word, inside the corresponding orange banner area in addition to the ISO symbol, () indicates a hazardous situation that, if not avoided, could result in death or serious injury.

Within the space constraints and multiple language requirements, through text, symbols, or a combination of text and symbols, the warning label content should, to the extent possible:

- Describe the hazard.
- Describe the severity and level of risk of harm if the instructions are not followed. If the potential consequences cannot be described simply, they can be summarized by using the phrase, "to help avoid personal injury".
- Provide instructions as to what action is required or prohibited. (Label Examples: Appendix A, Figure A2.)

3.1.4.3 Caution Labels. Use of the standard CAUTION signal word inside the corresponding yellow banner area in addition to the ISO symbol, () indicates a hazardous situation that, if not avoided, could result in minor injury or damage to the vehicle.

Within the space constraints and multiple language requirements, through text, symbols, or a combination of text and symbols, the caution label content should, to the extent possible:

- Describe the hazard.
- Explain the possible consequences if the instructions are not followed. If the possible consequences are many or complicated, they may be summarized, for example, as "damage to the vehicle".
- Provide instructions as to what action is required or prohibited. (Label Examples: Appendix A, Figure A3.)

3.1.4.4 Information Labels. Information label content should, to the extent possible:

- Provide useful information not concerning potential personal injury or property damage.
- Should not use signal words such as Danger, Warning, Caution, Or Notice.
- Not use banners (Example 'Information', 'Notice'). (Label Examples: Appendix A, Figure A4.)

3.1.4.5 Combination Labels. Signal words, colors, symbols, and message text for more than one type of label can be combined on a single piece of material. The different messages should be separated by lines or other graphic devices to maintain clarity. The different messages should be arranged by the levels of importance as shown in Table 1. (Label Examples: Appendix A, Figure A5.)

Table 1: Signal Word Levels

Level	Signal Word
1	Danger
2	Warning
3	Caution
4	Information

3.1.5 Label Regulation/Requirement.

3.1.5.1 Regulated. Labels that are required by national, state, or local laws and regulations or rulings by courts or administrative agencies. Government mandated requirements for regulated labels supercede this Engineering Standard, GMW14089.

3.1.5.2 Unregulated. Labels that are not required by a law or a regulation. These are used to help satisfy customers, or are recommended by Safety Regulations and Certification, GM Legal Staff, a vehicle platform or marketing division. It may be a corporate direction to use an unregulated label globally.

3.2 Appearance and Art. GM has label design standards that determine the appearance of labels in the absence of regulatory criteria. The following direction (3.2.1 through 3.2.10) is strongly recommended for all labels affixed to GM vehicles. (Label Format Example: Appendix B, Figure B1.)

3.2.1 Language Requirements. There are countries with regulatory requirements for specific languages. The Automotive Regulatory Information Database (ARID) is the gold source for Regulations and Certification. The Regulatory Engineer identified as Subject Matter Expert for specific region/country should also be contacted when necessary. Reference Appendix B, Table B1 for the chart identifying specific 'Language of Country' dialects used as required based on release strategy.

3.2.2 Language Order. Global labels that cannot be represented adequately in symbols must use text. Languages are to be presented in the order shown in Appendix B, Table B1.

3.2.3 Use of Images. Refer to ARID for all regulatory directives for specific image requirements within a label. Use of non-regulated images may be used with the approval of Commodity and Label BFOs.

3.2.4 Symbols. ISO, GM and Custom Symbol Art (graphic specific to the label message) may communicate a message more effectively, or nearly as effectively, as some text, greatly improving the ability to communicate the message to users within the available space on a label. Whether or not symbols convey the desired message without the use of text, should be evaluated in each instance. Engineering judgement and, where feasible, tools like customer clinics or surveys should be part of the evaluation.

3.2.5 Symbol Placement. Labels with multiple languages, symbols, and graphic placement should correlate to all languages equally. For specific ISO Symbols and GM Symbols, contact GM Design Center.

3.2.6 Danger, Warning, Caution Symbol. Danger, Warning and Caution labels must include the following ISO symbol.



The symbol should be approximately 125% larger than the size of the signal word (4.5 mm when used with the 14 point standard signal word size). (See 3.3.2 for signal word details). The ISO symbol () without signal word in the banner is acceptable unless regulated, except for danger, which requires both the signal word and ISO symbol.

3.2.7 Signal Words and ISO Symbol Orientation. Signal words and the ISO symbols can be oriented horizontally or vertically to the viewing angle. Horizontally oriented signal words should be left justified and aligned with the message area text (exception: Arabic is to be right justified). Signal words should be centered top-to-bottom within their banner area.

3.2.8 Owner and Service Manual Symbols. References to the Owner and Service Manuals must be made only when corresponding information is contained in the referenced manual.

The following symbols should be used where applicable for referencing.

- Owner Manual: 
- Service Manual: 

3.2.9 Colors. The GM colors as follows in 3.2.9.1 and 3.2.9.2 shall meet Color Measurement Specifications identified in Appendix C. Use of additional color(s) must be approved by the Label Bill of Material (BOM) Family Owner (BFO) prior to release. Any non-standard color must meet Pantone Color Match System (PMS).

3.2.9.1 Standard Colors.

- Base Material.
- Black (Pantone Black C).
- Blue (PMS 286C).
- Green (PMS 347C).

- Orange (PMS 151C).
- Red (PMS 186C).
- Silver (PMS 877C).
- Yellow (PMS 116C).

3.2.9.2 Non-Standard Colors.

- Four Color Process.
- Any additional color not identified in 3.2.9.1.

3.2.9.3 Pre-printed Labels Required Colors.

3.2.9.3.1 Underhood labels. The message area shall be black background with white text unless otherwise specified by a regulation or marketing requirement.

3.2.9.3.2 Interior Labels The message area shall be white background with black text unless otherwise specified by a regulation or marketing requirement.

3.2.9.3.3 Intermittently Exposed and Exterior Labels. The message area shall be silver background with black text unless otherwise specific by a regulation or marketing requirement.

3.2.9.4 Computer Generated Labels.

3.2.9.4.1 See Tables 2 and Table 3 below for the approved label background and text combinations for computer generated labels based on application location. (Label Examples: Appendix A, Figure A6.)

Table 2: Underhood Computer Generated Labels Color Combinations

Background Color	Text and Graphics Color
Silver	Black
Black	White

Table 3: Computer Generated Label Color Combinations

Background Color	Text and Graphics Color
Black	White
Silver	Black
Black	Silver

3.2.10 Message Area Requirements.

3.2.10.1 Language Separation. Each language text should be treated as separate areas of the label with message(s) cohesively grouped within its language area, rather than alternated between languages. A one (1) point wide line (or 0.35 mm wide rectangle) in the Text/Graphic color should separate the languages in the message area. This line (or rectangle) must terminate 1.5 mm away from the label edge. Other graphic devices may be used in lieu of line, if appropriate. (Label Example: Appendix B, Figure B1.)

3.2.10.2 Printing Press Registration. To reduce printing press registration concerns, white zones must separate all differing colors. A white 1.5 point line (or 0.525 mm wide rectangle) must separate the banner area(s) from the message area and bleed off the edge of black background label (like differing color for white or silver background).

3.3 Layout.

3.3.1 Text. Whenever space permits, text should be in grammatically correct, concise sentences. Text should follow standard typographic practices. Message areas should be oriented horizontally to the viewing angle. Message should be left justified (exception: Arabic to be right justified), in upper and lower case text.

3.3.1.1 Font.

3.3.1.1.1 Latin Alphabet Based Languages. Helvetica font shall be used for pre-printed labels.

3.3.1.1.2 Vehicle Identification Number (VIN) Label. PosIdent or other Capital Sans Serif fonts are to be used for VIN.

3.3.1.1.3 Non-Latin Alphabet Based Languages. See Table B1 to determine the recommended font for other typically used languages.

3.3.2 Signal Word Text. Signal words should be 14 point (3.5 mm) (or a type size larger than the message text) and centered in relation to the message area text as well as left justified within their banner area (exception: Arabic is to be right justified).

3.3.3 Header Text. The typical header text size should be same as message text ten (10) point (2.5 mm) with Helvetica Medium Condensed. The message header should be comprised of all uppercase letters. See Appendix B2 for the text type to use with various language requirements.

3.3.4 Message Text. The typical message text size should be ten (10) point (2.5 mm). Text should be no smaller than six (6) point (1.5 mm) if there are label size limitations. See Appendix B2 for the text type to use with the various language requirements. Prior to creating any label ensure the regulation is checked for any specific text size requirements. In the event the surface area will not accommodate a label using recommended text sizes, they can be reduced to no less than six (6) point.

3.3.5 Emphasizing Words. Emphasizing certain words over others (by use of bold type, larger type size, all uppercase letters, underlining, etc.) is to be avoided within the message area unless specifically stated within a regulation. Emphasizing tends to decrease readability and tempts the reader to "skim" over the message. Therefore, emphasizing words is unacceptable within the message area of a label except as a header, subhead, or as required by government regulation. Bold type, larger type size, all upper case letters, or a combination of these methods may be used to distinguish headers and subheads from the rest of the text. However, variation of these methods must not exist within the header or subhead.

3.3.6 Weights and Measures. Metric units should be presented above or to the left of the United States standard unit equivalent when used. Fractions are to be expressed as decimals, employing periods (.) in the message area. "Millimeter" and "Millimeters" are to be abbreviated as "mm". "Pound" and "Pounds" are to be abbreviated as "lb." "Kilogram" and "Kilograms" are to be abbreviated as "kg".

3.3.7 Abbreviations. Abbreviations should be avoided within text areas. Complete words promote understanding and eases translation concerns. Numbers should be spelled out ("eight" rather than "8") at the beginning of sentences or for numbers ten and below. Weights and units of measure are an exception. Abbreviations and numerals may be used in combination for units of measure (e.g., "80 km/h", "50 mph", "8 kg").

3.3.8 Fuse Abbreviations. In an effort to drive consistency and commonality, the Electrical System Management Team (SMT) has developed a list of Approved Electrical abbreviations to be used on Fuse Schematic Labels. For specific Fuse abbreviations, contact the Bussed Electrical Centers (BEC) BFO.

3.3.9 Hyphenation. Hyphenation should be avoided within text areas. Complete words promote understanding and ease translation concerns.

3.3.10 Branding Policy. GM's Branding Policy is documented in GMW16331, Identification and Branding Requirements on GM Parts. The label shall comply with GMW16331 when applicable and does not adversely affect the part cost and/or timing.

The GM logo is only shown on labels that require the manufacturer's ID/Logo due to a regulatory or corporate requirement or at the direction of the Label BFO for specific requested situations.

3.3.11 Part Numbers. Label part number shall be visible on the label after installation. In specific cases the part number may be placed on the liner or waste strip with Label BFO or GSSLT Lead approval. To facilitate quick