



CADILLAC STATIONERY & EMAIL
SIGNATURE GUIDELINES

CADILLAC

CADILLAC

We announce our arrival with the new Cadillac Gothic Wordmark.



We continually affirm one's presence in the Cadillac world with the 2D Crest.

Cadillac

We sign off with our Heritage Script.

CADILLAC



Cadillac

BE ICONIC



Dealership stationery follows the format of corporate level stationery, with the exception of the dealership's custom wordmark replacing the Cadillac header.

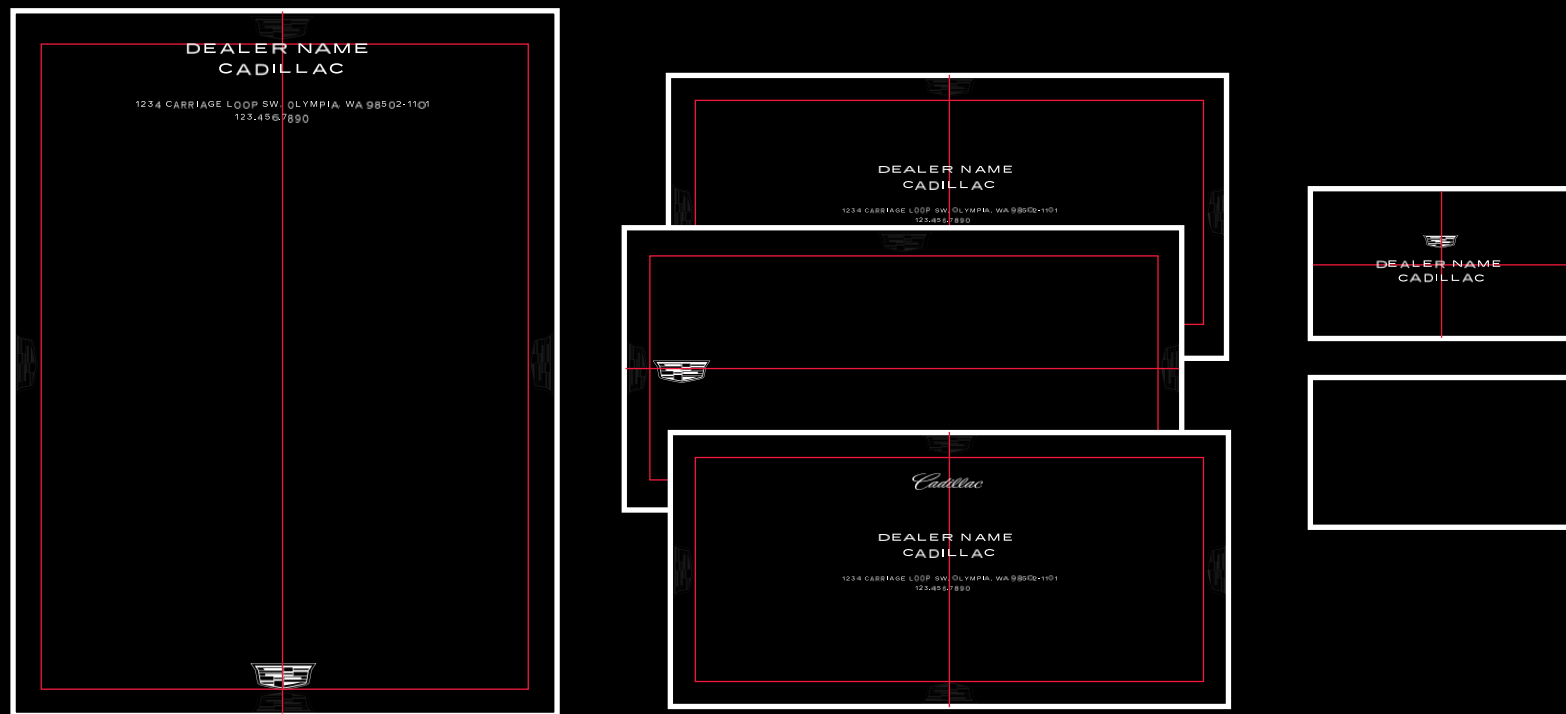


Assets available on GM Asset Central:
"CADILLAC BUSINESS CARD"

"CADILLAC ENVELOPE FOLDER"

"CADILLAC LETTERHEAD"

Dealership stationery follows the format of corporate level stationery, with the exception of the dealership's custom wordmark replacing the Cadillac header.



Assets available on GM Asset Central:

"CADILLAC_BUSINESS_CARD"

"CADILLAC_ENVELOPE_FOLDER"

"CADILLAC_LETTERHEAD"

EMAIL SIGNATURES

As emails are left-aligned, so are email signatures. The crest sits right below the phone number and the name and details follow the typographic principles.

Cadillac Gothic Bold
Size: 12px

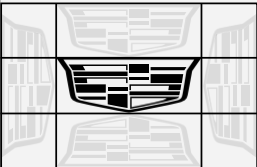
Cadillac Gothic Regular
Size: 12px

in id augue. Vivamus mattis elementum lacus, at
maximus dui vehicula sit amet. Morbi sit amet
augue augue. Vivamus nec vehicula neque, id
vestibulum tellus.

Best,

Full Name (preferred pronouns)
Title, Department
Dealership Name

123.456.7890



YOUR
DEALERSHIP
NAME

Arial Regular

Assets available on GM Asset Central:
[“CADILLAC_EMAIL_SIGNATURE_TEMPLATE”](#)

This email signature must be used for all Cadillac employees in a standalone dealership, as well as all Cadillac-dedicated employees in a multi-line dealership.

- Dealer must follow the format of the signature exactly as seen here.
- Do not edit or manipulate the format of the signature; use exactly as shown and do not add anything else.
- If an employee in a multi-line Dealership is working on multiple brands, they must use the Cadillac-specific signature shown here when communicating with Cadillac customers.

