

# Branding Guide

Engine Oil

Diesel Exhaust Fluid

Motor Oil Matters

EOLCS | DEF | MOM

Quality Marks



# Engine Oil Licensing and Certification System

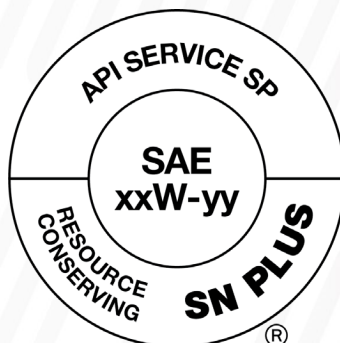
API's Engine Oil Licensing and Certification System (EOLCS) is a voluntary licensing and certification program that authorizes engine oil marketers that meet specified requirements to use the API Engine Oil Quality Marks.

The Engine Oil Program is backed by a monitoring and enforcement program that ensures licensees adhere to program requirements. This includes running physical, chemical, and performance tests on licensed engine oils and verifying that the API-registered Marks are properly displayed on labels and convey accurate information to consumers.

- Marketers of engine oil must obtain a license from API to use the API Engine Oil Quality Marks: the API Service Symbol "Donut", the API Certification Mark "Starburst", and the API Certification Mark "Shield".
- API Engine Oil Quality Marks identify quality motor oils for gasoline- and diesel-powered vehicles.
- Oils displaying these marks meet performance requirements set by U.S. and international vehicle and engine manufacturers and the lubricant industry.
- Automobile manufacturers recommend oils that carry the API Certification Mark.
- The use of the API Marks is a marketer's warranty that its licensed oils comply with the requirements set forth in API 1509 and API's Application for Licensure.



API Starburst



API Donut



API Shield

# API Certification Marks

## Starburst

For use with API-licensed oils meeting current ILSAC GF-5 requirements

Beginning May 1, 2020 may be used with API-licensed oils meeting current ILSAC GF-6A requirements

When used on container labels, shall be used only on products bearing the licensee's name



Must be displayed on the front but may also appear elsewhere on the container

The outer diameter measured from the outside tips

- At least 2.1 cm
- 1.5 times the inside diameter

The background of the outer band contrasts with the label background

The background of the inner circle contrasts with the outer band

All phrases in capital letters

No translations within the symbol

No fringe around the outer band

## Shield

Beginning May 1, 2020 may be used with API-licensed oils meeting current GF-6B requirements

At this time, the viscosity grade within the API Shield may only display 0W-16

When used on container labels, shall be used only on products bearing the licensee's name



Must be displayed on the front but may also appear elsewhere on the container

The length from top to bottom at least 2.1 cm

The inner shield and the outline of the shield are a matching color

The outline must contrast with the background of the label

All phrases in capital letters

No translations within the symbol

# API Service Symbol - Donut

## Gasoline Engine Oil Service Categories



Beginning May 1, 2020, API SP may be licensed for use in the donut as an API Service Category

Use of more than one API "S" Service Category is prohibited

Oils that are intended for use in passenger cars that are licensed for both S and C categories should display API S category first



Service Categories are displayed in the upper portion of the donut

Resource Conserving oil classification should be in the lower portion of the donut



The outside diameter shall be 1.9 times the inside diameter

Resource Conserving, SAE, and API Service Category

- Sans Serif font
- Example: Helvetica Neue LT Std 75 Bold



SN PLUS oil classification should be in the lower portion of the donut

- Sans Serif font
- Example: Helvetica Neue LT Std 95 Bold

# API Service Symbol - Donut

## Diesel Engine Oil Service Categories



Oils that are intended for diesel engines that are licensed for both C and S categories should display API C category first

Service Categories are placed in the upper portion of the donut

- May claim more than one C category
- Oils that meet API CK-4 licensing requirements are also authorized to display CJ-4, CI-4 with CI-4 PLUS, CI-4, and CH-4
- If claiming S and C categories, must be separated by virgule “/”

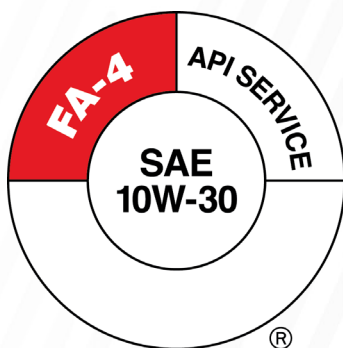


Resource Conserving oil classification should be in the lower portion of the donut

The outside diameter shall be 1.9 times the inside diameter

Resource Conserving, SAE, API Service Category, and CI-4 PLUS

- Sans Serif font
- Example: Helvetica Neue LT Std 75 Bold



FA-4 oil classification should be in the upper portion of the donut

- FA-4 should be displayed as shown
- Colors may vary
- No F and C Service Categories together
- Sans Serif font
- Example: Helvetica Neue LT Std 95 Bold

# Diesel Exhaust Fluid

The API Diesel Exhaust Fluid (DEF) Certification Program is a voluntary program designed to certify and monitor the quality characteristics of diesel exhaust fluid intended for use in motor vehicles with diesel engines.

The Diesel Exhaust Fluid Program is backed by a monitoring and enforcement program that ensures licensees adhere to program requirements. This includes testing chemical properties of DEF and verifying that the API-registered Marks are properly displayed on labels and convey accurate information to consumers.

- With an API Diesel Exhaust Fluid (DEF) License, a marketer shows its customers first-hand that its DEF meets rigorous industry requirements for DEF purity.
- Diesel exhaust fluid marketers that have demonstrated that their products satisfy the requirements of the most recent and applicable edition of ISO 22241 may be licensed to display the API Diesel Exhaust Fluid Certification Mark.
- Marine diesel exhaust fluid marketers that have demonstrated that their products satisfy the requirements of the most recent and applicable edition of ISO 18611 may be licensed to display the API Marine Diesel Exhaust Fluid Certification Mark.
- The use of the API Marks is a marketer's warranty that its licensed DEF complies with the requirements set forth in API Diesel Exhaust Fluid Certification Program Overview.



API DEF



API Marine DEF

# API Diesel Exhaust Fluid Certification Marks

## API DEF

For use with API-licensed diesel exhaust fluid meeting ISO 22241



The Certification Marks should be clearly displayed on the front of the container but may also appear elsewhere

Minimum size of 2.5 cm by 2.5 cm

Can be reproduced in a variety of color schemes

## API Marine DEF

For use with API-licensed marine diesel exhaust fluid meeting ISO 18611



The inner square and outer band of the mark are a matching color

The outer band of the mark must contrast with the background of the label

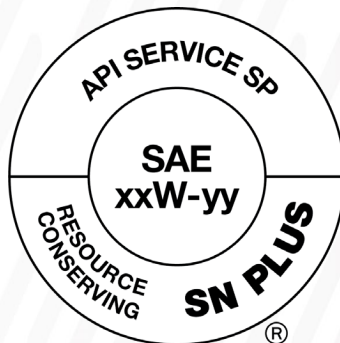
All phrases in capital letters

No translations within the symbol

# Packaging Licensing Requirements

The following requirements apply to both the EOLCS and DEF Certification programs:

- API licenses are not transferrable. API licensees may not grant sub-licenses to other entities desiring use of the Marks.
- Each product that will bear the API trademarks, including individual viscosity grades of engine oil that will carry the same brand name, is required to be properly-licensed with API.
- API will not allow licensed company names or brand names that contain any reference to API, API Service Categories, SAE viscosities, or any terms that infer API endorsement (for example, the terms “certified,” “approved,” “licensed,” “accredited,” “endorsed,” “qualified,” “verified,” etc.
- Packaging labels for API-licensed product must display the licensed company’s name. For example, “Made by Company A for Company B” is one such way to properly display the company responsible for the product in the marketplace.
- Use of any other API trademarks beyond the Marks described herein, including the API logo shown in the footer of this page, are not permitted on products, websites and any other marketing materials.





# Motor Oil Matters

Motor Oil Matters (MOM) licenses motor oil distributors and oil change locations that meet API's chain-of-custody standard, API 1525A.

Motor Oil Matters has one main goal: To make sure that consumers receive high-quality gasoline and diesel oils. This is accomplished by maintaining a secure chain-of-custody for motor oil from the marketer all the way to the vehicle.

- The API Distributor and Installer Licensing Programs are voluntary programs designed to ensure the quality of bulk engine oil from the point of manufacture to installation in the end user's vehicle.
- The MOM mark helps identify distributors and oil change locations committed to providing motor oil meeting the performance standards recommended by most vehicle and engine manufacturers.
- To become licensed, distributors and oil change locations must demonstrate to API that they meet the API chain-of-custody standard. Licensed distributors and installers also must submit to an auditing process to ensure the motor oils they deliver and install are the right oils.
- The program will hold oil distributors and oil change locations accountable if they're not up to MOM standards.



API Distributor



API Motor Oil Matters



API Installer

# API Motor Oil Matters Quality Marks

## API Distributor and Installer



Measured from tip to tip, the diameter shall be at least 2.1 cm

The design must be identical to the marks shown, but color substitutions are allowed



No translations within the symbol

Contrasting outline of the fringe surrounding the mark



The MOM Quality Marks may be used and displayed in a variety of ways

- Within the facilities
- On delivery vehicles
- Advertisements
- Invoices
- Marketing materials

# FAQ

**Question:** How does this branding guide help me?

**Answer:** This branding guide is intended to help licensees display and use the API Quality Marks properly. When products or facilities are licensed to use the API Quality Marks, they may be applied to marketing materials, websites, labels, and other promotional items when marketing licensed products. The widespread and correct use of API Quality Marks helps consumers to identify products that are licensed against API program requirements.

**Question:** Can I use the API Energy Trademark (bottom corner) for marketing purposes?

**Answer:** No. The API Energy Trademark cannot be used on websites, labels, or other marketing materials without written approval from API.

**Question:** Can I modify the API Quality Marks?

**Answer:** Yes, the Quality Marks may be modified but you must follow the rules set forth in this document along with API 1509 (section 7), API DEF Certification Program Overview (section 4), and API Distributor and Installer Licensing Programs (section 6). Note that the Quality Marks do not have to be in black and white; they may be reproduced in other colors.

**Question:** Where can I get camera-ready, high-quality images of the API Quality Marks?

**Answer:** Through API by submitting a request to [eolcs@api.org](mailto:eolcs@api.org).

**Question:** Can I use the shield if my product meets ILSAC GF-6A?

**Answer:** No. Beginning May 1, 2020, the API Shield can only be used on products that meet ILSAC GF-6B requirements.

**Question:** Do I have to display all of the API Service Categories against which my oil is licensed?

**Answer:** No. For example, if a product is licensed as API CK-4, CJ-4, CI-4, you may display only API CK-4 in the API Donut.

For licensing information and other program documents, please visit [api.org/EOLCS](http://api.org/EOLCS)

Still have questions? Contact us at [eolcs@api.org](mailto:eolcs@api.org).