

# BRANDING GUIDE

## ENGINE OIL DIESEL EXHAUST FLUID

EOLCS | DEF  
Quality Marks



American  
Petroleum  
Institute

# ENGINE OIL LICENSING AND CERTIFICATION SYSTEM

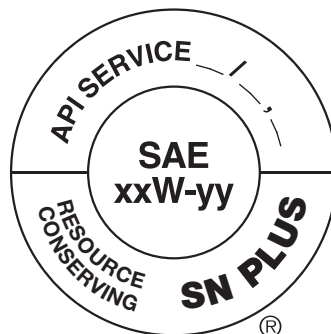
API's Engine Oil Licensing and Certification System (EOLCS) is a voluntary licensing and certification program that authorizes engine oil marketers that meet specified requirements to use the API Engine Oil Quality Marks.

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.

- API Engine Oil Quality Marks identify quality motor oils for gasoline- and diesel-powered vehicles.
- Marketers of engine oil must obtain a license from API to use the API Engine Oil Quality Marks: the API Certification Mark "Starburst", the API Service Symbol "Donut", and the API Certification Mark "Shield".
- 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



American  
Petroleum  
Institute

# API CERTIFICATION MARKS

## Starburst

For use 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
- No fringe or "halo" around the outer band
- The background of the inner circle contrasts with the outer band
- All phrases in capital letters
- No translations within the symbol

## Shield

For use with API-licensed oils meeting current ILSAC 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 outer band is a required element of the mark and must contrast with the background of the label to ensure that all elements of the trademark are visible
- No fringe or "halo" around the outer band
- All phrases in capital letters
- No translations within the symbol



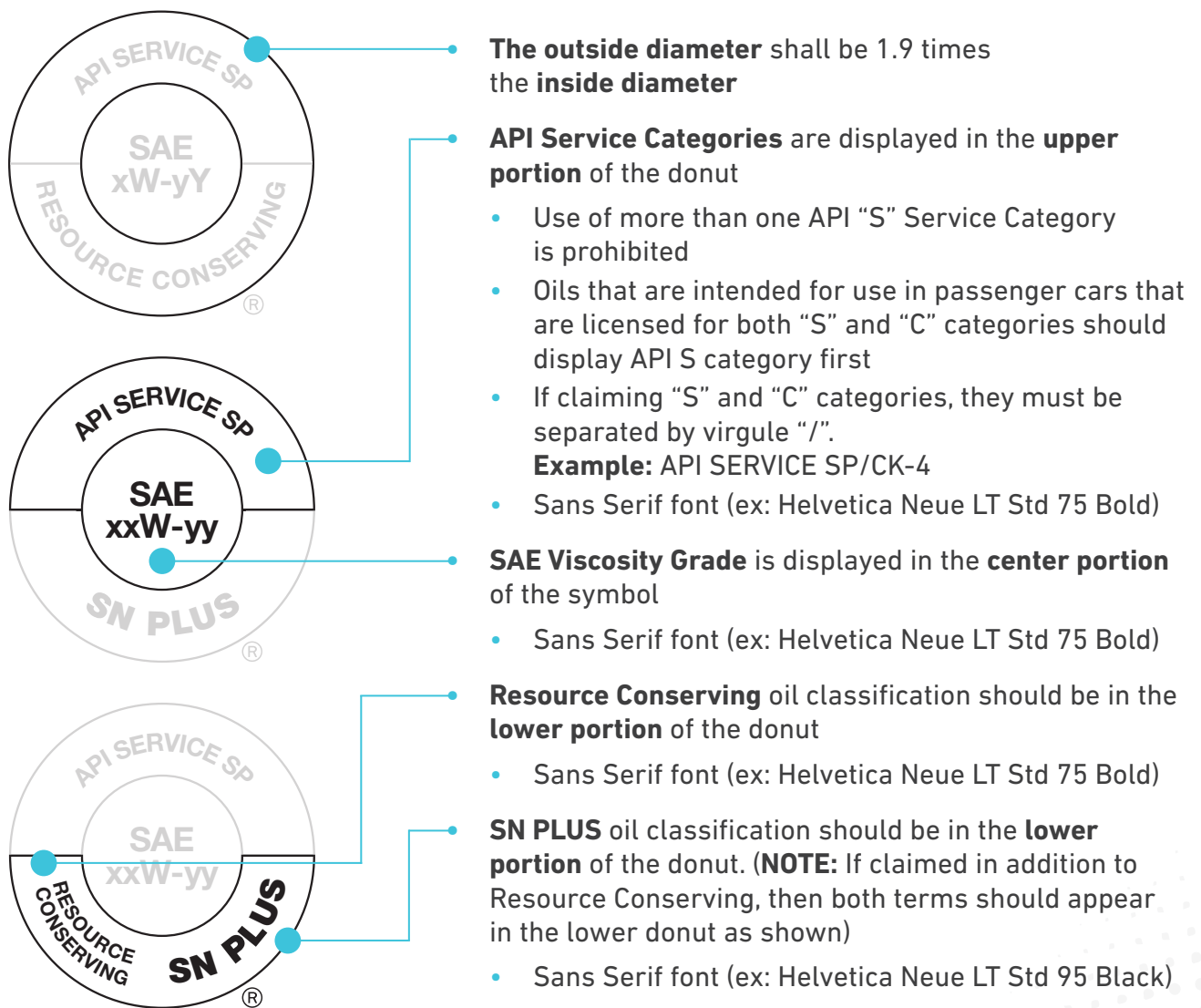
American  
Petroleum  
Institute

# API SERVICE SYMBOL

## Donut

### Gasoline Engine Oil Service Categories

For use with API-licensed gasoline engine oils meeting a current API "S" service category



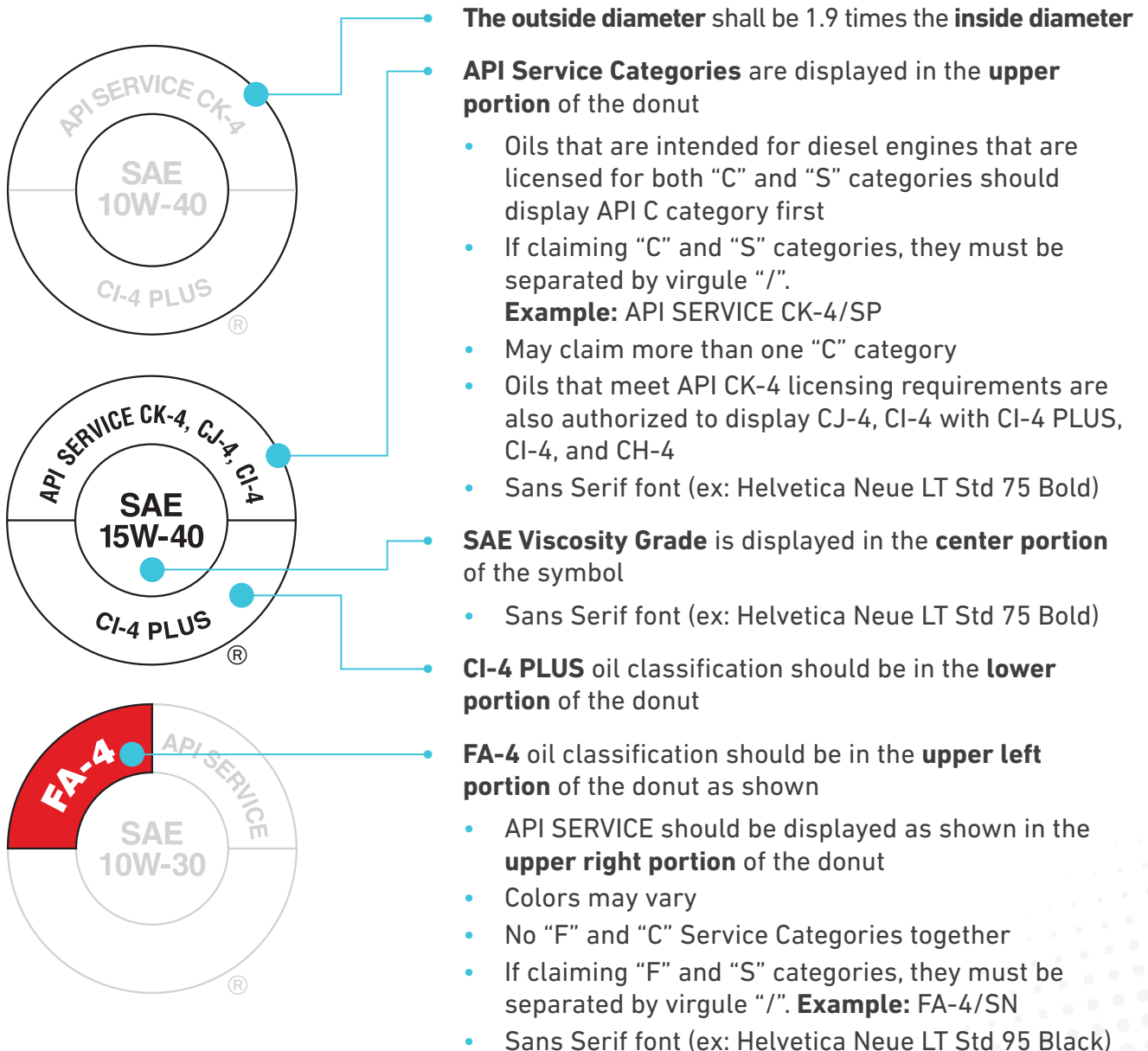
American  
Petroleum  
Institute

# API SERVICE SYMBOL

## Donut

### Diesel Engine Oil Service Categories

For use with API-licensed diesel engine oils meeting a current API “C” or API “F” service category



American  
Petroleum  
Institute

# 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



## API Marine DEF

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



## API DEF and API Marine DEF

- 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
- The inner square and outermost band of the mark must have a matching color
- The outermost band (or “box”) is a required element of the mark and must contrast with the background of the label to ensure that all elements of the trademark are visible
- No fringe or “halo” around the outermost band
- All phrases in capital letters
- No translations within the symbol



American  
Petroleum  
Institute

# PACKAGING & LICENSING REQUIREMENTS

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

- API licenses are not transferable. 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.





# 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 logo (bottom corner) for marketing purposes?

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

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

**Answer:** Yes, the color of the Quality Marks may be modified to suite your label design, but you must follow the rules set forth in this document along with [API 1509](#) (section 7), [API DEF Certification Program Overview](#) (section 4), 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 high-quality images of the API Quality Marks?

**Answer:** Simply login to your account and click 'TRADEMARKS' on the top rail. Alternatively, you may email 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, and CI-4 you may elect to display API CK-4 in the API Donut.

For licensing information and other program documents, please visit [api.org/EOLCS](https://api.org/EOLCS) or [api.org/DEF](https://api.org/DEF). Still have questions? Contact us at [eolcs@api.org](mailto:eolcs@api.org).



American  
Petroleum  
Institute