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GE Identity Program

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To: GE Identity Program participants

In the ever-demanding global business climate of the twenty-first century, it is critical that we continue to protect and enhance GE’s unique competitive advantage—our name and reputation.

As we are transformed into a leaner, smarter, faster, more global, more customer-focused company, real competitive advantage can be gained and leveraged in the proper and disciplined use of the Company’s trademarks.

Although competitors can market similar products and services around the world, none can offer these under the mark of the Monogram, an enduring symbol of innovation, reliability, dynamism, trust, and value to our customers.

Consistent with our customer focus and outside-in approach, the identity guidelines ensure the promotion of “one company, one vision, and one brand.” These guidelines help you realize the tremendous advantage our name and identity can bring to your customers, your business, and our Company.

Everyone has responsibilities that build equity in the GE name, slogan, and promise. We must protect GE’s property, use the brand correctly and consistently, and use the same brand promise to further GE’s success. Please read these guidelines carefully, implement them fully, and reap the advantages of this powerful competitive tool.

Sincerely,

Robert C. Wright
Vice Chairman & Executive Officer
Why was the GE Identity Program created?

The Company’s identity—our name, trademarks, and graphic presentation—is one of our most valuable assets. As the most visible representation of our Company, the GE identity is an important tool we can use to shape the perceptions of our customers, investors, and employees. Therefore, it is critical that we leverage this asset for competitive advantage today and protect it for the future.

It is for these two purposes—leverage and protection of a valued asset—that the GE Identity Program exists.

This program is the product of an exhaustive reexamination of the Company’s image and identity and related practices. This analysis began with extensive interviews in 1986 among customers and employees throughout the world and concluded with three key objectives:

**Analysis**

- The name “GE” and the Monogram are universally recognized.
- The breadth of the Company’s diversity has increased in recent years as a result of growth and acquisitions.
- GE is primarily associated with appliances; the Company’s diversity is not generally understood.
- The name “General Electric” is inaccurate as the Company’s businesses are no longer predominantly “electrical.”
- GE has one of the best reputations among major corporations; the Company’s goodwill is high.
- The basic strength of the Company’s image is its reputation for reliability and quality.
- The Company is not perceived to be as innovative and dynamic as, in fact, it is.
- GE’s use and application of design and graphics has not been systematized, leading to
  - a fragmented and outdated presentation of the Company’s identity
  - wide variation in quality
- The GE identity is a highly valuable asset, benefiting its businesses and affiliates.

**Program Objectives**

- Broaden awareness of GE’s diversity so that people have a more accurate perception of the Company.
- Maintain GE’s image of reliability and improve perception of its innovation and dynamism.
- Unify GE’s identity through a consistent and high-quality application of contemporary program standards throughout the Company.
To accomplish our objectives, the three-part GE Identity Program provides naming standards, graphic standards, and application guidelines.

**Naming standards** address the first objective of the program: to broaden awareness of GE’s diversity. The guiding principle is simplification of our names so that they are accurate and easily understood.

These are the key elements:

- **The name of the Company** is “GE.” We use the name “General Electric Company” only when legally required.
- **Components use “GE”** with an accurate, short, and easily understood description of their business: for example, “GE Appliances” and “GE Plastics.”
- **Affiliates may use “GE”** and/or their own names. The acquisitions naming process helps determine the most appropriate names.

**Graphic standards** help to achieve the other two objectives of the program: to improve perception of the Company and unify the presentation of our identity. People recognize our reliability, but they have failed to credit us for our dynamic and innovative response to a changing business environment.

Reliability is conveyed through
- continuing use of the Monogram, a 100+ year-old symbol that is familiar and trusted
- standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
- using a serif typeface, ITC New Baskerville®, suggesting traditional qualities

Dynamism and innovation are conveyed through
- using a signature that provides a contemporary environment for the Monogram; the signature features
  - the Laser Line, suggesting the precision of high technology
  - a sans serif typeface, Univers®, in an italic version, suggesting energetic forward movement
- an asymmetrical layout, conveying movement with its visual tension
- selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the Company is too dynamic to be contained

**Application standards**, the final part of the program, detail correct use of the naming and graphic standards in all media. The fundamental principle guiding day-to-day application of the identity is the consistent and correct implementation of the program standards as the context for creativity.
Who is included in the GE Identity Program?

Whether the GE Identity Program applies to you and the communications you handle depends on the answer to a single question:

Do you use the name “GE” or the Monogram to identify or promote your product, service, component, subcomponent, division, department, operation, internal function, program, or project?

Yes.
If you use the name “GE” or the Monogram to identify or promote your product, service, organizational part, or internal activity, then the GE Identity Program standards and guidelines apply to all your communications, from letterheads and business cards to advertising, promotional materials, and signs. The GE Identity Program provides standards and guidelines controlling the use of the name “GE” and the Monogram in all media.

Everyone with responsibility for creating, purchasing, or managing communications for the Company and its operating units and affiliates—both GE employees and their authorized suppliers—should carefully review and apply the principles and standards contained in the GE Identity Program documents.

Note: Special guidelines are available for
• acquisitions and joint ventures
• dealers, distributors, sales representatives, and repair shops
• external licensees
• original equipment manufacturers (OEMs)

See document 300, Special Guidelines.

No.
If you make no reference to GE—that is, you do not use the name “GE” or the Monogram to identify or promote your product, service, organizational part, or internal activity—then the GE Identity Program standards and guidelines do not apply to your communications.

Your only obligations in support of the GE Identity Program are these:

• In copy (such as in the body of letters) and conversation (such as in sales presentations), use the correct communicative names for GE components and affiliates. (For a current list of component communicative names, see document 301, Component Names, page 05.)

• In designing communications, avoid using GE Identity Program elements such as
  - the graphic signature structure, including
    • the Laser Line
    • signature typography
  - the corporate colors:
    • Platinum Grey
    • Laser Red
  - program typography, including the series
    • Univers® and Univers Condensed
    • ITC New Baskerville™

Note: In all media, all users of the Company's trademarks and service marks are subject to the use and protection guidelines in these documents:

• 121, Primary Trademarks & Service Marks
• 122, Secondary Trademarks & Service Marks
• 123, Trade Names, Trademarks, & the GE Identity Program

continued
Examples of components, acquisitions, and communications that are not subject to the standards and guidelines of the GE Identity Program include:

- **RCA brand** promotional media such as advertising, brochures, product literature, and packaging (without any GE identification).

  Note: Permanent media such as stationery, business forms, signs, vehicles, and shipping cartons used by the GE components that market the RCA brand are subject to the standards and guidelines of the GE Identity Program.

- **permanent and promotional media used by**
  - NBC
  - **Hotpoint** (without any reference to GE)
  - **acquisitions using level 4 and 5 names** as determined by the acquisitions naming process

(See document 341, *New Businesses Name & Trademark Practices.*)
affiliate
an independent legal entity, separate and distinct from the Company, in which the Company or one of its components or affiliates holds a direct or indirect ownership interest

acquisitions naming process
the method by which names are developed for acquired affiliates, using the five-level naming scheme and the naming decision tree
(See document 341, New Businesses Name & Trademark Practices, pages 21 to 27.)

application
an item of promotional or permanent media

background
the area surrounding an image; specifically, the area surrounding the Monogram

baseline
the alignment point of letterforms along their bottom edges

bleed
to reproduce so the image continues off the format

brand mark
synonym for word mark or design mark

capital height
the vertical dimension of an uppercase letter measured from its top to its base perpendicular to the baseline

capital letter
a large or uppercase letter as distinct from a lowercase letter in the alphabet

communicative name
the informal name of the Company or one of its organizational elements, used in conversation, copy, and graphic signatures. It does not contain legal terms such as “Inc.” or “Ltd.” or organizational terms such as “Division” or “Group.” (For example, the communicative name of the General Electric Company is “GE.”)

component
a wholly owned organizational element of the Company that operates without a separate board of directors

condensed
having the characteristic of type compressed in width (For example, this sentence is typeset in a condensed typeface.)

corporate color
Platinum Grey or Laser Red
(See document 132, Color, page 02.)

corporate mark
(primary GE trademark)
a word mark or design mark used to designate the GE brand of products or services, including the
• Monogram
• block letters “GE”
• GE slogan, “We bring good things to life.”
(See document 121, Primary Trademarks & Service Marks, page 02.)

design mark
a symbol, logotype, or other visual device adopted and used by the Company to designate its products or services and differentiate them from any others. A design mark is usually protected by registration in the U.S. Patent & Trademark Office (for example, the Monogram, the NBC Peacock, the RCA logotype).
(See document 121, Primary Trademarks & Service Marks, page 01.)

Dynamic Monogram
one of the authorized drawings of only a portion of the Monogram, used as graphic support in program applications
(See document 134, Dynamic Monogram.)
field
the area within the Monogram, excluding the letters/curlicues and including the outline circle of the positive Monogram (See document 131, Graphic Signatures, page 30.)
five-level naming scheme
a tool used in the acquisitions naming process that includes five types of names, each communicating a specific degree of association between the Company and an acquired affiliate (See document 341, New Businesses Name & Trademark Practices, pages 22 and 23.)
flush left
aligned at a common left margin (See visually flush left.)
format
an area in which elements of identification, such as graphic signatures and other graphic and typographic elements, are placed
four-color process
a method of reproducing full color by separating the desired colors into screen values of the primary ink colors—cyan, magenta, and yellow—and black, and printing them in combination
GE brand
the thoughts, feelings, associations, and expectations created by the
• Company’s or its licensees’ products or services
• Monogram
• GE slogan “We bring good things to life.”
generic name
a name consisting of common words not protected by trademark registration
graphic signature
the fundamental visual expression of identity, consisting of three elements, the
• signature Monogram
• signature typography
• Laser Line
configured in one of the acceptable arrangements (See document 131, Graphic Signatures.)
graphic support
a visual element used in a layout to enhance the verbal message conveyed in a graphic signature or other typography such as a title or headline (for example, a photograph, an illustration, a thematic graphic, or the Dynamic Monogram)
grid
an underlying structure used to organize elements in a layout
italic
having the characteristic of type with main strokes slanting to the right (For example, this sentence is typeset in an italic typeface.)
joint marks
the Monogram combined with an affiliate mark, used to identify a joint venture (See document 341, New Businesses Name & Trademark Practices, pages 32 to 35.)
joint venture
an independent legal entity, separate and distinct from the Company, that GE and one or more business partners start (See document 341, New Businesses Name & Trademark Practices, pages 30 to 39.)
Laser Line
the fine horizontal line used as an element of graphic signatures
(See document 131, Graphic Signatures, page 36.)

Laser Red
the corporate color often used in the Laser Line, the standard for which is specified in document 132, Color, page 02

layout
the arrangement of graphic and typographic elements within a format

legal name
the formal name under which the Company or one of its organizational elements operates as a lawfully registered business, generally used in media only when required by law, such as in the address block on letterheads and in contracts, proposals, and agreements. A legal name often contains legal terms such as “Company,” “Inc.,” or “Ltd.” A legal name is not used in a graphic signature. (For example, the legal name of GE is “General Electric Company.”)

letters/curlicues
the script lettering of “GE” plus the scrolls that form a circle around the lettering in the Monogram (used as an abbreviated reference) (See document 131, Graphic Signatures, page 30.)

letterspacing
the space between letters in a word

line spacing
the space between lines of typography

linear Dynamic Monogram
one of the authorized drawings of the Dynamic Monogram in which the field is composed of fine horizontal lines (See document 134, Dynamic Monogram, pages 06 and 07.)

lowercase letter
a small letter as distinct from a capital letter in the alphabet

margin
the area in a format usually kept clear of running text

mark
synonym for word mark or design mark (See document 121, Primary Trademarks & Service Marks, page 01.)

match color
a color reproduced using a specially mixed ink instead of four-color process

media
forms of communication

Monogram
the authorized drawing of the trademark design, containing the initials “GE” in script lettering enclosed in curlicues forming a circle, that appears in GE Identity Program documents (See document 131, Graphic Signatures, page 30.)

naming decision tree
a tool used in the acquisitions naming process consisting of a succession of questions, the answers to which assist in selecting from the five-level naming scheme (See document 341, New Businesses Name & Trademark Practices, pages 24 and 25.)

outline circle
the outside line surrounding the letters/curlicues in the positive form of the Monogram (See document 131, Graphic Signatures, page 30.)
permanent media
forms of communication that do not convey changing promotional messages and are therefore designed once and reproduced without significant change (for example, stationery, business forms, signs, vehicles, product identification, shipping cartons)

pica
the basic typographic unit of measure used in GE Identity Program documents, equal to \( \frac{3}{16} \) inch

Platinum Grey
the corporate color often used in the Monogram and signature typography, the standard for which is specified in document 132, Color, page 02

point
the smallest typographic unit of measure used in GE Identity Program documents, equal to \( \frac{1}{12} \) pica

positive
being dark in value against a light background

primary mark
a design mark or word mark used to designate a broad range of the Company’s products or services
(See document 121, Primary Trademarks & Service Marks.)

program application
an item of promotional or permanent media prepared according to the GE Identity Program standards and guidelines

program typography
the typeface series Univers® and ITC New Baskerville™ (including their standard specification as defined in document 133, Typography) used in all program applications

promotional media
forms of communication that are frequently redesigned to convey changing messages (for example, advertising, print, sales promotion, packaging)

® symbol (registered trademark symbol)
the letter R within a circle (®) used to indicate that a trademark or service mark is registered in the U.S. Patent & Trademark Office
(See document 120, Trademark Practices & Protections.)

ragged right
typeset so two or more lines of typography are not aligned at the right margin

reverse
being light in value against a dark background

roman
having the characteristic of type with main strokes perpendicular to the baseline
(For example, both this word and this word are typeset in a roman typeface.)

sans serif
having no serifs (For example, this sentence is typeset in a sans serif typeface.)

screen
a device used in printing to decrease color intensity by reproducing fine dots of the color, specified as a percentage of the selected color
(For example, a 30 percent screen of black simulates a medium grey.)

secondary word mark
a word mark used to designate single (or a narrow range of) products or services (for example, Carry Cool, Spacemaker) that is normally displayed with a primary design mark such as the Monogram
(See document 122, Secondary Trademarks & Service Marks.)

serif
having a fine line finishing off the main strokes of a letter (For example, this sentence is typeset in a serif typeface.) (See sans serif.)

service mark
a word mark or design mark used to designate a service
(See document 121, Primary Trademarks & Service Marks, page 01.)

continued
signature content
the message contained in the typography in a graphic signature
(See document 131, Graphic Signatures, pages 06 to 09.)

signature Monogram
the Monogram used in a graphic signature
(See document 131, Graphic Signatures, page 30.)

signature typography
the typesetting used in a graphic signature
(See document 131, Graphic Signatures, pages 31 to 35.)

stroke
an element of a typographic form, usually drawn in one movement (For example, the letter “M” consists of four strokes.)

™ symbol (trademark symbol)
the capital letters ™ used to indicate that a name or design is claimed as a trademark
(See document 120, Trademark Practices & Protections.)

thematic graphic
a form of graphic support used in promotional media
(See document 243, Promotional Brochures, page 11.)

trademark
a word mark or design mark used to designate a product or a line of products
(See document 121, Primary Trademarks & Service Marks, page 01.)

trade name
a word or phrase used in a trade to designate a business or firm rather than products or services
(See document 121, Primary Trademarks & Service Marks, page 01.)

uppercase letter
a large or capital letter as distinct from a lowercase letter in the alphabet

value (of a color)
the relative darkness or lightness of a color

visually flush left
aligned at a common left margin so that forms that do not have straight, vertical left sides are placed slightly into the margin to give the appearance of alignment at the correct point (See flush left.)

weight
the boldness of a typographic element such as a letter or a line, measured according to the thickness of its main strokes

word mark
a word or phrase adopted and used by the Company to designate its products or services and to differentiate them from any others. A word mark is usually protected by registration in the U.S. Patent & Trademark Office (for example, GE, Hotpoint, RCA, Spacemaker, Signa, or “We bring good things to life.”). (See document 121, Primary Trademarks & Service Marks, page 01.)

word spacing
the space between words
Practices & Protections

Primary Trademarks & Service Marks 121
Secondary Trademarks & Service Marks 122
Trade Names, Trademarks, & the GE Identity Program 123

GE Identity Program
These guidelines apply to all users of GE’s primary trademarks and service marks.

It is essential to safeguard all GE marks. In the United States, in addition to official registration, trademarks are protected by continual correct use.

Therefore, it is imperative that we use the marks correctly ourselves and make sure that the resellers and licensees authorized to use them also understand and practice proper use.
Definitions

**trademark or service mark**
a word, design, or any combination of these used to identify and distinguish the products or services of one company from those of another

Trademarks and service marks, which are often referred to as *marks*, may be
- **word marks**, consisting of letters, words, or phrases
- **design marks**, consisting of symbols, logotypes, or other distinctive visual devices

“GE” in block letters is a word mark, and the Monogram and the RCA logotype are design marks.

Marks may also function as either
- **primary marks** identifying a broad range of the Company’s products or services
- **secondary marks** identifying a single product or service or a narrow range of products or services

Thus, the word mark “GE” in block letters and the design mark of the Monogram are primary GE trademarks because they identify many unrelated products and services that have the same corporate origin. The word marks “Spacemaker” and “Carry Cool” are secondary marks that are specific to only certain product lines, not to the products or services of the Company generally.

**trade name**
a word or phrase used in the trade to designate a business or firm rather than products or services

Note: The Company’s legal name, “General Electric Company,” serves as a trade name. Also, the words “General Electric” and “GE” serve as trade names when they refer to the Company but serve as word marks when they refer to the GE brand of products and services.
GE’s three primary trademarks include the:

- Monogram
- block letters “GE”
- GE slogan “We bring good things to life.”

Each is covered by trademark and service mark registrations in the United States and most other countries.

**Monogram**

*When the Monogram is used as an element of a graphic signature* (the fundamental visual device used to identify the Company and its components, subcomponents, and licensed affiliates and the GE brand of products and services in all media), it is a registered design mark, is referred to as the “signature Monogram,” and is subject to the controls and standards detailed in documents:

- 131, Graphic Signatures
- 132, Color

**Block Letters**

The initials “GE” are a registered word mark. In headlines and text, the initials are typeset in the same style, weight, size, and color as the surrounding text.

**GE Slogan**

The GE slogan is a registered word mark. When displayed in or outside a graphic signature, the GE slogan is typeset using program typography.

**Use of the primary GE trademarks is generally limited to**

- GE components
- affiliates licensed to use the marks
- resellers of GE products or services

GE components have full use of the primary GE trademarks, subject to the controls and standards contained in this document and documents:

- 131, Graphic Signatures
- 132, Color
- 134, Dynamic Monogram
- 200, Application Standards

General guidelines for licensed affiliates appear on page 05. For detailed guidelines and examples of correct use, see document 341, New Businesses Name & Trademark Practices.

Resellers have limited use of the primary GE trademarks, as authorized in writing, since unqualified use could easily cause confusion over responsibility for products and services. Guidelines for resellers begin on page 09. For detailed guidelines and examples of correct use, see document 360, Dealers & Distributors Trademark & Graphic System Practices.
Design Marks

In all applications, use design marks according to these guidelines:

Use design marks prominently. Take advantage of their selling power by
• reproducing them in strong contrast to the background:

![Examples of strong contrast]

• placing them away from all other words and designs:

![Examples of placement]

(Nota: The Dynamic Monogram, as discussed on page 02, functions as graphic support to a full Monogram used in a graphic signature. As such, it is normally reproduced in a subtle color of low contrast to the background, and typography may overprint it.)

Always use authorized reproduction materials of Company design marks.

To reproduce the Monogram, use the materials available from the GE Identity Website:
• In computer artwork, use GE Logo Font, a custom font that contains, instead of the alphabet, all authorized versions of the Monogram, including the Dynamic Monogram. (For more information on using this font, see document 382, GE Logo Font.)
• For large-scale applications, see document 540, Signature Monogram Grid Drawings.

Use marks on even and unpatterned or subdued backgrounds. Do not display marks on patterned or distracting backgrounds because such use diminishes their strength and legibility:

![Examples of subdued backgrounds]

Keep design marks free from other design elements. Encircling design marks with words, graphic designs, shading, or outlines alters the design and consequently jeopardizes the impact as well as the exclusive rights gained from years of consistent display:

![Examples of encircling]

Do not use a design mark in running text: for example,

Use: GE ranges are good investments.

Do not use: ranges are good investments.

Do not use a design mark either
• to form a border, background pattern, or object:

![Examples of border]

• as a novelty punctuation device in headlines or text:

![Examples of novelty]]
Word Marks

In copy, use word marks according to these guidelines:

Typeset a word mark in the same style, weight, size, and color as surrounding copy; for example,

Use: GE ranges
Do not use: GE ranges

Use: Hotpoint ranges
Do not use: Hotpoint ranges

Do not use a word mark as a noun. Instead, use a generic name for the product or service immediately following the word mark: for example,

Use: Any GE range is a good investment.
Do not use: Any GE is a good investment.

Follow this guideline at least the first time the name is used to refer to the GE brand of products or services and as often thereafter as is practical.

Do not make a word mark plural or possessive: for example,

Use: GE ranges are good investments
Do not use: GEs are good investments

This GE range’s features include...
This GE’s features include...

(Note: When a name is used to refer to a company or its organizational parts rather than its products or services, it is a trade name and may be used in the possessive form. For example, “GE’s strategy” is an acceptable use of the trade name “GE” in the possessive form.)

Do not use a word mark as an adjective to modify any word other than a generic name for one of the Company’s products or services.

Do not use a word mark either

• to form a border, background pattern, or object:
  • as a novelty punctuation device in headlines or text:

Distinguish primary word marks. Word marks should be visually differentiated from other words in printed material every time they appear. Although there are a number of ways to accomplish this, the recommended method is to

• capitalize only the first letter of each word in the mark and use lowercase letters for the balance of the word mark (unless the word mark is composed of initials, such as “GE” or “RCA”)

• use all lowercase letters for the generic name that follows the word mark

For example,

Use: GE ranges
Do not use: GE Ranges

Use: Hotpoint ranges
Do not use: Hotpoint ranges
These guidelines apply to affiliates, both inside and outside the U.S.A., that are licensed to use GE marks. Use these guidelines in addition to those for selecting, using, and protecting marks in documents:

- 121, Primary Trademarks & Service Marks
- 122, Secondary Trademarks & Service Marks

**GE Trade Name & Trademarks**

An acquired affiliate may be licensed to use:
- the trade name “GE” (or, rarely, the name “General Electric”) in its trade name
- the Monogram alone in a graphic signature

A joint venture may be licensed to use:
- the trade name “GE” (or rarely, the name “General Electric”) with the name(s) of the joint venture partner(s) in the joint venture trade name
- the Monogram with the mark(s) of the joint venture partner(s) as joint marks in a graphic signature

All affiliates may use the phrase “Affiliated with General Electric Company.”

Business, legal, and environmental factors determine whether an affiliate may be licensed to use any of the preceding categories of trademarks and service marks.

The GE business responsible for the affiliate requesting a license should consult these documents for information on eligibility requirements, risk analysis, and approval authority:

- 123, Trade Names, Trademarks, & the GE Identity Program
- 341, New Businesses Name & Trademark Practices

**Stationery & Business Forms**

Affiliates may use the mark licensed to them provided that the name of the affiliate is also shown. Joint marks used by joint ventures must always be separate from the address and other information.

**GE Secondary Trademarks**

All affiliates must obtain the right to use any GE secondary trademark from the U.S. business responsible for the trademark.

Use of a secondary trademark with a primary GE trademark outside the U.S.A. follows the same guidelines that apply inside the U.S.A.

See also document 122, Secondary Trademarks & Service Marks.

**Affiliate Company Trademarks**

Affiliate companies may adopt their own primary and secondary trademarks and, consequently, are responsible for their use and protection. Use and protection rules should be detailed in writing and communicated to the Corporate Trademark Counsel.

Affiliate companies should follow the principles covering the adoption and use of secondary trademarks, including, when the mark is used with a primary GE trademark,

- adopting only a secondary word mark with definite marketing value
- using the GE graphic system to display the word mark

See also documents
- 122, Secondary Trademarks & Service Marks
- 123, Trade Names, Trademarks, & the GE Identity Program
- 130, Graphic System

**Records**

Corporate Trademark Counsel keeps central records of all worldwide registrations of the Company’s and its affiliates’ trademarks. To maintain this register, affiliates should inform Corporate Trademark Counsel of all newly adopted or discontinued marks.
GE products, both those manufactured in the U.S.A. and those manufactured outside the U.S.A. by licensed affiliates, are sold in markets throughout the world under primary and secondary marks registered worldwide in the name of General Electric Company.

GE trademarks may be used in all countries outside the U.S.A., subject to local restrictions, by:
- GE components
- GE affiliates licensed to use the marks
  (Use by affiliates is generally the same as use by GE components, except as detailed on page 05.)

Normally, primary and secondary GE trademarks should not be translated into other languages. Similarly, the trade names “GE,” “General Electric,” and “General Electric Company” should remain in English whenever possible.

Note: As an exception to this rule, the GE slogan is translated. To ensure consistent and correct translation of “We bring good things to life,” GE Corporate Marketing Communications maintains a list of translations that have been approved by local communicators and national executives for proper back translation to English, available from the GE internal website.

Before using any new translation of the GE slogan, send it and its back translation to GE Corporate Marketing Communications for approval.

Standard Trademark Protection Notice

Since trademark laws vary from country to country, use one of the following forms of notice, particularly in printed matter, in all countries outside the U.S.A.:

- **Form 1**
Follow a GE trademark with an asterisk referring to one of these statements in the official language of the country:
  *Trademark Proprietor General Electric Company
  *Trademark of General Electric Company

Licensees may use this statement:
  *General Electric Company trademarks are used under license by [Licensee’s Name, Address].

- **Form 2**
  Use this statement without an asterisk:
  
  ™® and We bring good things to life. Trademarks of General Electric Company

Licensees may use this statement:
  ™® and We bring good things to life. are trademarks of General Electric Company and are used under license by [Licensee’s Name, Address].
Independent Resellers

GE’s franchised distributors, dealers, and other resellers are an extremely important part of the Company’s marketing effort. They advertise and show GE products, explain GE services, take orders, make deliveries, and receive payments. Even though they play an essential role in sales through secondary channels, they are not part of the Company.

Resellers must be authorized to use GE trademarks to promote sales of GE products. The selling power of GE marks contributes to their business success and consequently to the Company’s.

To realize these benefits and to protect proprietary rights, resellers must understand what constitutes proper use. It is the responsibility of each GE business to educate its resellers on correct trademark use and monitor and control resellers. Do not grant privileges of trademark use casually. Privileges customarily are granted in writing, usually as a provision of a dealer or sales contract that has had legal review.

Reseller Trademark Use

- Resellers may use GE trademarks only in direct association with names, photographs, or illustrations of the GE products handled, the services rendered, or the products themselves.
- The Company’s primary and secondary trademarks and the names “GE” and “General Electric” may not be incorporated into a reseller’s name.
- GE trademarks may not be used in any way that might mislead or confuse the public as to the independent relationship of the reseller to GE. To help clarify this relationship, the legend “Authorized Dealer” or “Distributor” must be displayed with the trademark and applicable product names.
- All GE identification must be less prominent than the name of the reseller.

Reseller Stationery

Resellers may use GE trademarks on their stationery and business forms. The written agreement or sales contract should outline specific use.

On letterheads, envelopes, and invoices, resellers may either
- use a graphic signature to display either
  - the Monogram, alone or combined with a secondary word mark, and the generic names of the GE products sold or services rendered
  - the Monogram and the “Authorized Dealer” (or “Distributor” or “Service”) legend with the generic names of the GE products sold or services rendered
- use the dealer triptych system to display the Monogram, the “Authorized Dealer” (or “Distributor” or “Service”) legend and the generic names of the GE products sold or services rendered

Regardless of the form used, the GE trademark must always be less prominent than the reseller or agent identification.

continued
Customers

Industrial and commercial customers frequently ask to use GE trademarks on products and in their advertising and sales promotion materials. Although the success of a customer’s business is of interest to GE, unqualified use of the trademarks could easily cause confusion over responsibility for products and services and threaten exclusive trademark ownership rights.

Therefore, as a general rule, customers should not be granted use of GE trademarks. However, in the interest of maintaining satisfactory customer relations and promoting GE products, authorization is granted for these limited uses:

Original Equipment Manufacturer (OEM) Customers & Their Dealers

On request, a manufacturer whose products use GE components, products, materials, or sub-assemblies may be authorized to attach a permanent information plate to the products naming the GE products or materials included. When the plate clarifies information such as warranty coverage or service channels, it can benefit GE.

When the OEM prepares the plate, the plate should include only the initials “GE,” not the Monogram: for example,

![Equipped with GE Fractional-HP Motor](image)

All plates prepared by OEMs must be approved by the responsible GE business.

OEM customers may not be authorized to use GE trademarks on product packaging or in their advertising and promotion. On customers’ packages, references to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”

When a GE business supplies plates, tags, or labels to a customer OEM, these Company-prepared attachments should follow these guidelines:

- Supply the OEM with the same number of attachments as products. When the GE product is a material sold in bulk, establish suitable standards for determining the number of attachments to be supplied.

- Make sure that the tags and labels are removable and obviously impermanent.

- OEM customers may not use GE trademarks on product packaging. On customers’ packages, reference to the products supplied by GE should be a factual statement, such as “Equipped with GE Motor.”

The GE business selling the component product and supplying the plates, tags, or labels

- must detail limitations on use of the marks in writing to avoid any confusion; the agreement must state that the OEM or its distributors or dealers will not use GE trademarks in advertising or promotion

- is responsible for taking action if its customers or customers’ resellers abuse privileges of use or if misrepresentation occurs

continued
Suppliers

Suppliers of materials, equipment, and services often ask to use GE trademarks to advertise and promote the sale of their products or services.

Suppliers may not be granted permission to use the GE trademarks in any application.

When reference to the Company is appropriate, suppliers may be authorized to include the Company trade name, “GE” (or “General Electric”), without emphasis in a properly worded statement or listing. For authorization to use such a reference, contact:

Manager – GE Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

 Builders, Developers, & General Contractors

Builders who sell homes and buildings equipped with GE products may be authorized to display the Monogram, with names or illustrations of the GE products installed, on site signs and in their advertising. In the sales or supplemental agreement, GE businesses should define trademark use according to the following guidelines:

- The Monogram may be used only in direct association with the names or illustrations of the GE products installed.
- The GE trademark and generic name of the product must be separate from and subordinate to the name of the building project and developer.
- The Monogram may be used with inclusive generic names such as “Kitchen” or “All-Electric Home” only if all installed appliances are GE brand products.

To ensure correct use and high-quality display of the Monogram, GE businesses should supply builder customers with official reproduction materials, available from the GE Identity Website:

- for computer artwork, GE Logo Font, a custom font that contains, instead of the alphabet, all authorized versions of Monogram (For more information on using this font, see document 382, GE Logo Font.)
- for large-scale applications, document 540, Signature Monogram Grid Drawings

Commercial Institutions

Restaurants, hotels, and stores using GE products often would like to advertise the convenience, comfort, or value that GE products add to the services they offer.

To avoid confusing the public regarding ownership of the store or responsibility for the services, commercial users may not use GE trademarks in their advertising or sales promotions. Instead, commercial users should be encouraged to include “GE” in a factual statement referring to the GE product or service used.
The name “General Electric” may be displayed in a graphic signature where there is a compelling reason to use the name “General Electric” rather than “GE.” Such use should be adopted only after obtaining authorization, as noted here.

As a general rule, use of “General Electric” in a graphic signature is strongly discouraged because it contradicts fundamental goals of the GE Identity Program. One program objective is to build awareness of the Company and its diversity in all markets where its products or services are sold by using its well-known communicative name, “GE,” combined with a generic description of those products or services. As noted in document 301, Component Names, the name “General Electric” is misleading; the word “General” does not convey the focused strategy of the Company, nor does the word “Electric” convey the growing nonelectrical businesses within the Company. As well as being a familiar name, “GE” is more encompassing and thus more accurate.

Therefore, even in markets where the long trade name is better known today, “GE” is preferred so that in the future, this short and accurate name will be the single name by which the Company is best known around the world.

Note: Before first use, obtain authorization to use “General Electric” in a graphic signature from:
Manager – GE Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

For signature construction drawings and general guidelines, see document 131, Graphic Signatures. For guidelines on the use of graphic signatures in specific media, see document 200, Application Standards.
These guidelines apply to all developers and users of GE’s secondary trademarks and service marks.
Definitions

**trademark or service mark**
a word, design, or any combination of these used to identify and distinguish the products or services of one company from those of another

Trademarks and service marks, which are often referred to as *marks*, may be

- **word marks**, consisting of letters, words, or phrases
- **design marks**, consisting of symbols, logotypes, or other distinctive visual devices

“GE” in block letters is a word mark, and the Monogram and the RCA logotype are design marks.

Marks may also function as either

- **primary marks** identifying a broad range of the Company’s products or services
- **secondary marks** identifying a single product or service or a narrow range of products or services

Thus, the word mark “GE” in block letters and the design mark of the Monogram are primary GE trademarks because they identify many unrelated products and services that have the same corporate origin. The word marks “Spacemaker” and “Carry Cool” are secondary marks that are specific to only certain product lines, not to the products or services of the Company generally.
Most of the Company’s products and services are identified using at least the
• primary GE trademarks
• GE graphic system

For such products and services,
• adoption of secondary word marks is permitted, but only after thorough marketing and legal reviews and approval of the President and Chief Executive Officer of the responsible GE business, as described in document 123, Trade Names, Trademarks, & the GE Identity Program

Note: Secondary word marks may be displayed inside or outside a graphic signature, as shown at the left. In the third example, the signature is used to endorse the secondary word mark, which may be typeset outside the signature in any appropriate combination of program typefaces and appear in any appropriate color. For more information, see document 131, Graphic Signatures, page 37.

• adoption of new secondary design marks is prohibited because such marks compete with the Mono-gram, compromising its strength and primacy

Note: The term word mark is used throughout this document as a constant reminder that, to the extent that secondary marks are used with the primary GE trademarks, they may be word marks but not design marks.

Some of the Company’s products and services are not identified with the primary GE trademarks and GE graphic system; instead, they are marketed without reference to GE, using only a secondary trademark.

For such products and services,
• adoption of new secondary word marks or design marks is permitted, but only after thorough marketing and legal reviews and approval of the President and Chief Executive Officer of the responsible GE business, as described in document 123, Trade Names, Trademarks, & the GE Identity Program

• the secondary mark may not be displayed with the primary GE trademarks or GE graphic system
In the United States, rights to a secondary word mark are acquired simply by using the word in a proper trademark manner. The more the word mark is used and the better it becomes recognized by the public as distinguishing the products of one company from those of another, the more valuable it is and the more defensible it becomes.

Although registration of trademarks and service marks in the U.S. Patent & Trademark Office is highly desirable, it is continual correct use that establishes and protects validity. Therefore, it is imperative that all users of secondary GE trademarks, including resellers and licensees authorized to use them, understand and practice proper use.
Select secondary word marks according to these guidelines:

Assess the advantages you expect to achieve.

New secondary word marks that offer sufficient advantage to merit adoption also merit a long-range plan for their establishment.

Begin with a trademark strategy.

Deciding at the outset what is ultimately desired will make it possible to develop an effective and consistent strategy.

Normally, both the marketing plan and legal considerations influence selection of one of these trademark strategies:

- **Coin only the word mark.** This, the most common approach, assumes that existing language will describe the product generically. An example is Lexan polycarbonate resin.

- **Coin both the word mark and a new generic name.** In this approach, one new term is introduced as a GE secondary word mark, and at the same time a second term is introduced as a generic name because the Company has invented something so new that no existing term can describe it.

Guard against infringing on the rights of others.

A prerequisite to the adoption or use of a new word mark by GE is that it not infringe on the trademark rights established by others. Bear in mind that more than a half million trademarks are registered in the U.S. Patent & Trademark Office.

As soon as possible after selecting a proposed word mark, request from Patent Counsel an infringement search. This will include careful investigation to identify any previous use of a proposed trademark or any uses sufficiently similar to cause infringement or confusion. Failure to initiate an adequate search can result in expensive litigation and embarrassment to the Company. Also, it can waste the money invested in an abortive attempt to establish the word mark.

Select distinctive names.

Secondary word marks can be classified according to their content as

- **arbitrary names**
- **suggestive names**
- **descriptive names**

Of these, the most distinctive are those that were originally arbitrary and meaningless. The classic example of a highly distinctive mark is Kodak, but GE also has done well with such marks as Lexan polycarbonate and Lucalox lamps. These are coined fanciful terms that had no meaning whatsoever until they were invented and used with generic names for the products.

From a legal viewpoint, distinctiveness is important. The more original and unique a name, the less the chance of infringing on the rights of others and the better the chance of establishing the name as a proprietary word mark.

Nevertheless, when using a highly distinctive word mark, make certain that a suitable generic name exists to ensure that the mark itself does not become the generic name for the product. Highly distinctive word marks, such as “Aspirin” and “Escalator,” have been lost when the marks became the accepted generic names for the products.

From a marketing viewpoint as well, highly distinctive names offer great advantage over time. On the other hand, such a choice requires heavy investment for a long period to build recognition—an investment that normally would be reserved for significant new developments.

continued
Select a suggestive, rather than a descriptive, name if an arbitrary name cannot be used.

Generally, names that describe the function, qualities, or characteristics of a product tend to be difficult to protect.

There is a significant distinction between descriptive names (difficult to protect) and suggestive names (somewhat easier to protect).

The word mark “Bathmate,” for example, is suggestive. It does not describe radios, but rather suggests that the product to which the trademark applies may be used in connection with bathing. Thus, it is a protectable mark for radios specially designed for use in the shower, and it has been registered.

On the other hand,

• “Copperweld” for wire
• “Full-Dimensional Sound” for records
• “Fluid Lead” for pencils and ballpoint pens

were all held nonregistrable as trademarks; they were deemed commonly descriptive.

(Note: Intentionally misspelling a name or embellishing it with graphics usually does not make a descriptive word mark more defensible.)

Among word marks in valid use today, there are outstanding exceptions to this rule. Some fairly descriptive terms have been used so extensively and exclusively over time that proprietary rights have accrued. For example, at their inception it might have been argued that the word marks “Hi-Break” and “Potscrubber” were overly descriptive, but they are clearly proprietary to GE today.

From a marketing viewpoint, the immediate benefits to be derived from using a descriptive name may justify taking the risk of ultimately losing exclusive rights to its use.

Select word marks that translate well in all languages where the marks will be used.

This is an important consideration because some word marks occasionally present problems outside the United States. A classic example of the language barrier for word marks comes from Salada Foods. Salada tea did not sell well when it was introduced in Spain; in Spanish, salada means salty.

Avoid using surnames and geographic names.

Such names are poor choices for trademarks because they are difficult to protect.

As a general rule, anyone has the right to use his or her own name, making protection extremely difficult. Although it is possible to list cases where surnames have become distinctive (Ford, Singer, Piper), the guideline holds. Beyond the claims of others, there is risk that the individual whose name is used might choose a new association.

Geographical names are difficult to establish as trademarks, although proprietary rights may accrue over time (Catalina, Corning, Cadillac). Marks with a geographical flavor (London Fog, Americana) are easier but still difficult to establish.

Use model names or numbers with caution.

If used solely for the designation of grade or style, model names or numbers are not legally protected against corresponding use by others. Occasionally, extensive use over time does cause model names and numbers to become distinctive of particular products (Pabst Blue Ribbon Beer or Gold Medal Flour). Numbers, if treated as trademarks from the outset, may become important marks (Chanel No. 5 or Philipps 66).

Do not emphasize the letters of an existing word mark in another word mark (or any other word).

For example, do not emphasize the letters “GE” in another word mark (or any other word), as in “GEnius,” because such an emphasis puts the Company’s exclusive rights to “GE” at risk.

Remember: The best trademarks tend to be

• easy to remember
• easy to spell
• easy to pronounce
• easy to reproduce in print or broadcast media
• attractive in sound and appearance

Legal and marketing criteria will sometimes conflict. Thus, it is necessary to evaluate and weigh these guidelines for selecting trademarks against desired objectives and within the latitude permitted by document 123, Trade Names, Trademarks, & the GE Identity Program.
In copy, use secondary word marks according to the following guidelines. Although there may be some room for deviating from the guidelines here, you should normally follow them carefully and literally.

Use a secondary word mark as an adjective together with a generic name for the product or service. For example,

**Use:**
Lexan polycarbonate resin provides benefits…

**Do not use:**
Lexan provides benefits…

Follow this guideline at least the first time the word mark appears in copy and as often thereafter as practical.

If a word mark is used without a generic name, the mark itself may become generic, and exclusive rights to it will be lost. Terms such as *escalator*, *kerosene*, and *aspirin*—once valuable trademarks—have lost their proprietary value because they have become generic through misuse.

**Do not use a secondary word mark as a noun,** alone without a generic name for the product or service. Think of a word mark as a proper adjective, not as a noun or verb, and do not use word marks in the possessive or plural form or as descriptive adjectives modifying other than the generic name for a product or service.

In some cases, the combination of a word mark and a generic name will be awkward or stilted. Use your judgment, recognizing that word marks are only marketing tools intended to help, not hinder, communication. For example, if it is helpful to use the word mark alone in a short headline, then follow this use with a proper use early in the body copy. Occasional common-sense deviations from proper usage may not be detrimental, provided that the preponderance of uses is correct.

Distinguish secondary word marks. Word marks should be visually differentiated from other words in printed material every time they appear. Although there are a number of ways to accomplish this, the recommended method is to

- capitalize only the first letter of each word in the mark and use lowercase letters for the balance of the word mark (unless the word mark is composed of initials)
- use all lowercase letters for the generic name that follows the secondary word mark. For example,

**Use:**
Spacemaker microwave oven

**Do not use:**
Spacemaker Microwave Oven
SPACEMAKER microwave oven

Typeset the word mark in the same style, weight, size, and color as surrounding copy. (To distinguish the mark, follow the preceding rule.)

Give proper trademark notice. Since trademark laws vary from country to country, use one of the following notices, particularly in printed matter, in all countries outside the U.S.A.:

- **Form 1**
  Follow a GE trademark with an asterisk referring to one of these statements in the official language of the country:

  - Trademark Proprietor General Electric Company
  - Trademark of General Electric Company

  Licensees may use this statement:

  - General Electric Company trademarks are used under license by [Licensee’s Name, Address].

- **Form 2**
  Use this statement, listing only the trademarks used, without an asterisk:

  - We bring good things to life., and Spacemaker
  Trademarks of General Electric Company

  Licensees may use this statement, listing only the trademarks used:

  - We bring good things to life., and Spacemaker are trademarks of General Electric Company and are used under license by [Licensee’s Name, Address].
Take these steps to protect secondary marks:

**Involving your business Intellectual Property Counsel** in the planning and strategy development stages before a new word mark is ever employed. Give your counsel the continuing opportunity to review proposed printed materials, advertising, labels, packages, and nameplates to ensure correct trademark use.

**Make consistent use of secondary word marks.** Decide how the name will be used and be consistent. Because the following actions tend to diminish the value of a word mark, avoid:
- compounding a word mark with another term
- abbreviating a word mark
- coining a variation on an established word mark

**Register secondary word marks** for these reasons:
- Others will be made aware of your proprietary interest in the mark and your intent to protect against its use by others.
- The Trademark Office in each country is the most obvious place (though not the only one) for others to search for conflicts. Thus, registration protects against innocent adoption of your marks by others.
- It is less expensive to register a word mark than to take legal actions to force discontinuation of infringing use.
- Registration is normally deemed constructive notice of ownership and thus simplifies the legal work of proving a case.
- In most countries, trademark rights are created by registration, not use; the first one to register a mark has superior rights. Therefore, multiple registrations may be needed to secure rights in all countries of interest. Consult your business Intellectual Property Counsel regarding foreign trademark law requirements.

**Watch for instances of misuse by others,** not only of secondary word marks, but of all GE trademarks and service marks. Notify your business Intellectual Property Counsel whenever such a misuse is identified.

Vigilance will permit you to dissuade others from continued misuse and prevent the expense and trouble of legal actions later.

**Exercise care in granting rights of use to others.** If someone other than a dealer requests permission to use a secondary word mark, consider the request carefully. A trademark is a Company asset and should be so viewed. Make certain that:
- the nature and extent of the intended use is understood
- the limitations on use are clearly stated
- GE ownership of the trademark will be shown

In any case, always ask your business Intellectual Property Counsel to review the request.
Our name is widely accepted as one of our most valuable assets. Along with the Monogram and GE graphic system, it comprises our identity—the visual representation of our Company and our licensed affiliates.

The Monogram is also our primary trademark. The Company and its trademark licensees use the primary GE trademarks and GE graphic system to identify the GE brand of products and services throughout the world.

Exceptional recognition has been developed for
• the legal name, “General Electric Company”
• the GE communicative trade names:
  - “GE”
  - “General Electric”
  - the Monogram
• the primary GE trademarks: the
  - Monogram
  - block letter initials “GE”
  - GE slogan “We bring good things to life.”

Consistent and clear use of these and our other identity elements give the Company and the GE brand important advantages by ensuring that
• the Company’s image reflects our competitive strengths
• the GE brand continues to reflect the attributes for which it has become well known

Therefore, proper use of the GE communicative trade names, trademarks, and graphic system must be an integral strategic part of our approach—and that of all our licensees—to all markets.

Note: This procedure pertains only to primary GE trademarks and names. It does not present detailed guidelines for
• GE’s secondary trademarks, such as Lexan
• GE’s primary trademarks specific to a GE business, such as Hotpoint
• the names or trademarks used for primary identification by affiliates, such as NBC

All GE business components and affiliates using GE’s secondary trademarks and primary trademarks specific to a GE business must provide policies and procedures that will ensure the protection of those valuable assets. Information on all applications, registrations, and licenses covering these trademarks must be provided in a timely manner to Corporate Trademark Counsel for inclusion in the centralized database.
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Appendix A: 123.10
GE Business Components
Guidelines for Identifying New Products & Services with the Primary GE Trademarks & GE Graphic System

continued
Appendices, continued

Appendix B: Created or Acquired Affiliates Licensing Procedure

I. General

II. Trade Name
   A. Use of “GE” or “General Electric” in the trade name and use of the Monogram and GE graphic system in the graphic identifier of a
      1. Created affiliate
      2. Acquired affiliate
   B. Use of a phrase indicating affiliation

III. Trademarks
   A. General
   B. Authorization guidelines
      1. Existing created affiliates
      2. Existing acquired affiliates
      3. New created or acquired affiliates

IV. Summary of requirements for created or acquired affiliates (chart)

Appendix C: Joint Ventures Licensing Procedure

I. General

II. Trade Name
   A. Use of “GE” or “General Electric” in a joint venture trade name
   B. Use of the Monogram and GE graphic system in a joint venture graphic identifier
   C. Use of a phrase indicating affiliation

III. Identification alternatives for joint venture products or services
   A. Joint marks
   B. The Monogram alone

IV. Trademarks
   A. General
   B. Authorization guidelines
      1. Existing joint ventures
      3. New joint ventures

V. Summary of requirements for joint ventures (chart)

Appendix D: Third Parties Licensing Procedure

I. General

II. Third-party license review factors
   A. Revenue
   B. Health and safety risks
   C. Reputations
   D. Relationships
   E. Conflicts
   F. Brand fit
   G. Economic benefits
   H. Quality plans
affiliate
an independent legal entity that is separate and distinct from GE, in which GE holds a direct or indirect ownership interest, including
• acquired affiliate, an existing business in which GE acquires an ownership interest
• created affiliate, a business that GE alone starts
• joint venture, a business that GE and one or more business partners start

component (business component)
an organizational element of the Company that operates without a separate board of directors

GE graphic system
the elements of the GE Identity Program, including
• the graphic signature
• color, including the corporate colors Platinum Grey and Laser Red
• typography, including the program fonts Univers and ITC New Baskerville
• the Dynamic Monogram
and their use according to GE Identity Program Standards & Guidelines, in particular documents 130, Graphic System 200, Applications

primary GE trademarks
the Company’s marks that identify a broad range of GE brand products and services, including the
• Monogram
• block letters “GE”
• GE slogan “We bring good things to life.”

slogan
throughout this procedure, the trademark “We bring good things to life.”

third-party licensee
an entity in which GE holds no ownership interest that is licensed to use the primary GE trademarks and GE graphic system to identify the GE brand of products or services

trade name
a word or phrase used in a trade to designate a business or firm rather than products or services

trademark or service mark
a word, design, or any combination of these used to identify and distinguish a brand of products or services from any other

Trademarks and service marks, which are often referred to as marks, may be
• word marks, consisting of letters, words, or phrases
• design marks, consisting of symbols, logotypes, or other distinctive visual devices

“GE” in block letters is a word mark, and the Monogram and the NBC Peacock are design marks.

Marks may also function as either
• primary marks identifying a broad range of products or services
• secondary marks identifying a single product or service or a narrow range of products or services

Thus, the word mark “GE” in block letters and the design mark of the Monogram are primary GE trademarks because they identify many unrelated products and services marketed under the GE brand. The word marks “Lexan” and “Watt-Miser” are secondary marks that are specific to only certain product lines.
I. Requirements

A. General

All GE business components and affiliates in which GE has a controlling (normally, greater than 50 percent) ownership must comply with this procedure.

B. Ownership and use

1. Ensure that
   • GE remains the sole owner of the
     - communicative trade names, trademarks, Internet domain names, and all registrations thereof, that incorporate the GE communicative trade names or primary or secondary GE trademarks
     - trademarks developed or used by affiliates that are similar to or include primary or secondary GE trademarks
   • trademarks developed by affiliates and third-party licensees for use on their products and services that are not similar to or do not include any GE trademarks are owned and administered by those affiliates and third-party licensees

2. Before permitting a GE business component to use the primary GE trademarks and GE graphic system to identify new products and services in categories not approved for marketing under the GE brand, obtain the approvals required in Appendix A.

3. Before permitting a GE affiliate to use the GE communicative trade names, primary GE trademarks, and GE graphic system, prepare and obtain the required approvals for a written license as set forth in Appendix B or C.

4. Be consistent in using the GE communicative trade names, primary GE trademarks, and GE graphic system throughout the world.

C. Quality

Adhere to GE quality standards in marketing any product or service under the GE brand, regardless of whether such product or service is manufactured or provided by GE, an affiliate, a third-party licensee, or any other company.

D. Licensing of affiliates and third parties

1. Foster a common GE identity around the world by licensing
   • certain affiliates to use
     - “GE” or “General Electric” in their communicative trade names when GE has control over the quality of the affiliates’ products and services
     - the primary GE trademarks and GE graphic system to identify the GE brand of products and services when GE has control over the quality of these products and services
     - the GE communicative trade names, primary GE trademarks, and GE graphic system in all communications
   • in exceptional circumstances, certain third-party licensees to use the primary GE trademarks and GE graphic system only to identify the GE brand of products and services and in related marketing materials when GE has control over the quality of these products and services

2. License use of the GE communicative trade names, primary GE trademarks, and GE graphic system only in accordance with this management procedure.

   For the detailed licensing requirements and procedures for GE’s
   • created or acquired affiliates, see Appendix B
   • joint ventures, see Appendix C
   • third-party licensees, see Appendix D

3. When using the GE communicative trade name, primary and secondary GE trademarks, and related naming and graphic systems, all licensees must follow all provisions of this procedure and the procedures and practices prescribed in GE Identity Program Standards & Guidelines, unless specific exceptions, authorized in accordance with this procedure, have been negotiated between GE and a licensee.

continued
E. Protection and enforcement

Take all steps necessary to establish and safeguard rights in the GE communicative trade names, primary GE trademarks, and GE graphic system.

F. Use by independent resellers, customers, suppliers, and other unrelated entities

Control the limited use of the GE communicative trade names, primary and secondary GE trademarks, and GE graphic system by:

- retailers, dealers, and distributors
- agents, brokers, and sales representatives
- customers
- OEMs
- builders, developers, and contractors
- suppliers
- employee organizations

by following the procedures and practices prescribed in GE Identity Program document 121, Primary Trademarks & Service Marks.

G. Secondary trademarks

1. A secondary trademark is any word mark or design mark other than the primary GE trademarks used to distinguish a GE product, service, or line of products or services from others.

2. When a secondary trademark is used
   a. with a primary GE trademark, use only a word mark, not a design mark, and display it using the GE graphic system as prescribed in GE Identity Program Standards & Guidelines (Note: Adoption of secondary design marks for use with the primary GE trademarks is prohibited.)
   b. without reference to GE, use either a word mark or a design mark and never use the primary GE trademarks or the GE graphic system or any of its elements to display the secondary mark

3. Protect secondary trademarks as Company assets, and select and use secondary trademarks as prescribed in GE Identity Program document 122, Secondary Trademarks & Service Marks.

II. Employee responsibilities

A. Follow the trade name and trademark practices and procedures prescribed by your business, GE Identity Program Standards & Guidelines, and this procedure.

B. For questions about this management procedure, contact your manager or business Intellectual Property Counsel.

continued
III. Responsibilities of leaders

A. General

1. Ensure that
   • employees follow the practices and procedures prescribed in this management procedure and GE Identity Program Standards & Guidelines
   • these documents are readily available to employees as needed
2. Establish and maintain a program in your business to ensure compliance with and prevent and detect violations of this management procedure. The program should
   • set standards and procedures and implement monitoring and auditing systems, including review of all marketing materials, to detect and prevent violations of and ensure compliance with this management procedure and GE Identity Program Standards & Guidelines
   • implement training programs enabling employees to understand and comply with the requirements of this procedure
3. Obtain approval of the Chairman or his delegate for any
   • practices that deviate from those prescribed in GE Identity Program Standards & Guidelines
   • legal action to protect the Company’s rights in the primary GE trademarks and names

B. Ownership and use

1. Ensure that all registrations of primary GE trademarks, communicative trade names, and domain names that include the GE communicative trade names or primary or secondary GE trademarks are
   • owned by General Electric Company
   • procured by, through, or at the direction of Corporate Trademark Counsel
2. Ensure that all registrations of secondary trademarks are owned by the appropriate GE business.
3. Ensure that your business component identifies new products with the primary GE trademarks and GE graphic system only after obtaining the approvals required in Appendix A.
4. Throughout the world, be consistent in using the
   • GE communicative trade names and GE graphic system when identifying
     - GE business components
     - the affiliates in which the Company has a controlling interest
   • primary GE trademarks and GE graphic system to identify the GE brand of products and services
5. Comply with this procedure as well as the procedures and practices prescribed by GE Identity Program Standards & Guidelines.

C. Quality

Ensure that GE quality standards are met in manufacturing and marketing any product under the GE brand.

continued
III. Responsibilities of leaders, continued

D. Licensing

1. All licenses

a. Before submitting a license proposal for corporate approval,
   • review the business and legal factors pertaining to any proposed license
   • from the responsible GE business, obtain the approval of both the
     - General Counsel
     - President and Chief Executive Officer

b. Obtain the approval of Corporate Trademark Counsel for all license agreements that pertain to the GE communicative trade names or primary GE trademarks.

c. Coordinate with tax counsel and your business Intellectual Property Counsel to maximize the value of licenses.

d. Follow the detailed procedures in and obtain any additional approvals required by this procedure and Appendix B, C, or D.

e. Ensure that all licensees adhere to quality standards in marketing products and services under the primary GE trademarks. The GE manager responsible for the oversight of the license has authority and responsibility for
   • approving the design and quality of products or services of the licensee
   • ensuring fulfillment of the terms of the license

2. Affiliates

a. Ensure that
   • all eligible affiliates using the GE communicative trade names or primary GE trademarks are licensed to do so in writing in accordance with this management procedure
   • Corporate Trademark Counsel is advised of these licenses and any changes or amendments to them

b. Obtain approval of the Chairman or his delegate for any use of
   • “GE” or “General Electric” in the name of any affiliate
   • the Monogram in the graphic identifier of any affiliate
   • the primary GE trademarks and GE graphic system to identify the GE brand of new products or services of
     - existing affiliates:
       • in categories already approved for marketing under the GE brand, only when GE’s ownership in the affiliate is less than 34 percent
       • in categories not approved for marketing under the GE brand, all products and services, regardless of GE’s level of ownership
     - new affiliates: all products or services, regardless of GE’s level of ownership

3. Third Parties

a. In exceptional circumstances, third parties may be licensed to use the primary GE trademarks and GE graphic system to identify the GE brand of products and services and in related marketing materials after a review of the factors in Appendix D.

b. Before negotiating with any third party to license the primary GE trademarks and GE graphic system, obtain approval of
   • GE Licensing
   • Corporate Trademark Counsel
   • the Chairman or his delegate

c. Before offering an exclusive license of the primary GE trademarks to any third party, obtain the approval of Chief Intellectual Property Counsel.

4. Divestitures

a. A party acquiring a GE business may be licensed to use GE trademarks and the GE graphic system for a limited period to facilitate the orderly transfer of business.

b. Before licensing a party acquiring a GE business, obtain approval of the Chairman or his delegate.

continued
III. Responsibilities of leaders, continued

E. Enforcement of rights

1. With the assistance of Corporate Trademark Counsel, develop and implement procedures to detect infringement or unauthorized use of the GE communicative trade names, primary and secondary GE trademarks, and GE graphic system, and promptly refer infringement or unauthorized use to Corporate Trademark Counsel.

2. Refer all matters relating to any actual or prospective litigation or contested proceedings involving the GE communicative trade names or primary or secondary GE trademarks to Corporate Trademark Counsel.

a. Before initiating litigation, Corporate Trademark Counsel will obtain approval of the Chairman or his delegate, who is responsible for the Company’s overall interest in its legal name, the GE communicative trade names, primary GE trademarks, and GE graphic system.

b. Corporate Trademark Counsel
   • has sole authority to initiate and conduct any activity, including litigation approved by the Chairman or his delegate, pertaining to enforcement of the Company’s rights in the GE communicative trade names and primary GE trademarks
   • is responsible for the conduct of contested proceedings regarding the legal protection of GE communicative trade names and primary GE trademarks
   • will consult appropriate business and area counsel on matters concerning their product lines or their geographic areas of responsibility

F. Employee organization names

Before using “GE” or “General Electric” in the name of an employee organization, obtain

• preliminary approval from the General Counsel of the GE business responsible for the organization
• final approval from both
  - Corporate Trademark Counsel
  - Manager – Corporate Marketing Communications

G. Use by independent resellers, customers, suppliers, and other unrelated entities

Police, monitor, and control use of GE trademarks by independent resellers, customers, suppliers, and other unrelated entities. Presidents and Chief Executive Officers of GE businesses have responsibility for policing and, where appropriate, authorizing use of the Company’s primary and secondary trademarks by resellers such as dealers and distributors in conformance with the practices prescribed in GE Identity Program Standards & Guidelines: in particular, documents

• 121, Primary Trademarks & Service Marks
• 360, Dealers & Distributors Trademark & Graphic System Practices

This responsibility may be delegated within businesses.

continued
III. Responsibilities of leaders, continued

H. Secondary trademarks

1. Select, use, and protect secondary trademarks according to the guidelines in GE Identity Program document 122, Secondary Trademarks & Service Marks.

a. For a product or service marketed using both a secondary trademark and the primary GE trademarks, the secondary mark must
   • be only a word mark, not a design mark
   • always be displayed with the primary GE trademarks and GE graphic system in all applications, as prescribed in GE Identity Program Standards & Guidelines

b. For a product or service marketed using only a secondary trademark without the primary GE trademarks, the secondary mark may
   • be either a word mark or design mark
   • never be displayed with the primary GE trademarks or GE graphic system in any application

2. Before using a secondary trademark,
   • conduct a thorough marketing review to establish that use of the secondary trademark will result in significant advantage to GE
   • consult the business Intellectual Property Counsel, who will obtain trademark searches and opinions to confirm that adoption of the mark is reasonable
   • obtain approval of the President and Chief Executive Officer of the responsible GE business
   • establish procedures to ensure that
     - for a product or service marketed with both a secondary and the primary GE trademarks, the secondary word mark is always displayed with the primary GE trademarks using the GE graphic system in all applications, as prescribed in GE Identity Program Standards & Guidelines
     - for a product or service marketed with only a secondary trademark, no displays of the secondary mark contain the primary GE trademarks or GE graphic system

3. Safeguard and protect Company rights in secondary trademark assets by
   • registering trademarks
   • maintaining records necessary to track the assets and establish use of the marks
   • establishing procedures to detect infringement of Company trademark rights and to enforce such rights against infringers

4. For the procedure to register Internet domain names that include secondary trademarks, consult with Corporate Trademark Counsel.

5. Before licensing, enforcing rights in, or disposing of GE secondary trademarks, obtain approval of the President and Chief Executive Officer of the responsible GE business, who may grant such approval following legal review within the business. This approval may not be delegated.

I. Sourced products

Before using GE trademarks as primary identification on any product to be sourced, obtain approval of the President and Chief Executive Officer with business scope for the product.

J. Administration

1. The Chairman or his delegate has responsibility and authority for
   • determining the form and use of the primary GE trademarks
   • monitoring the use of primary and secondary GE trademarks and GE communicative trade names

continued
III. Responsibilities of leaders, continued

2. Manager – Corporate Marketing Communications will survey use and report deviations from prescribed GE Identity Program practices to the businesses concerned so that corrective action can be taken. Deviations from practices prescribed in GE Identity Program Standards & Guidelines that appear desirable for business reasons require
   • preliminary approval from both
     - Corporate Trademark Counsel
     - Manager – Corporate Marketing Communications
   • final approval from the Chairman or his delegate

3. Corporate Trademark Counsel has responsibility and authority for
   • registering the legal name, GE communicative trade names, and primary GE trademarks in all countries
   • maintaining central records of all trademarks and communicative trade names of the Company

4. The general counsel or general manager of a Company component or affiliate has responsibility for reporting to Corporate Trademark Counsel for inclusion in the Company trademark database all trademarks used or registered by the component or affiliate.

K. Counseling

1. The Chairman or his delegate will provide counsel on the application of this procedure, as well as on the use of the legal name, GE communicative trade names, and primary GE trademarks.

2. Corporate Trademark Counsel will
   • advise on legal aspects of trademark adoption, registration, protection, and licensing
   • provide legal review of all licensing agreements pertaining to the GE communicative trade names and primary GE trademarks

3. The President of GE Licensing and the Manager – Corporate Marketing Communications will advise on commercial and marketing issues pertaining to third-party licensing.

4. For more information on applying this procedure, see “V. Resources,” below.

IV. Related policies and procedures

A. Quality – Policy 20.1

B. Intellectual Property Rights

V. Resources

GE Identity Program Standards & Guidelines
This set of documents is a highly detailed guide to the GE Identity Program, which is designed to create a clear and consistent identity for GE that reflects Company-wide strengths. The documents describe naming standards for the proper use of “GE” and other Company names. They include graphic standards for the Monogram, graphic signatures, colors, typography, and formats as well as guidelines for applying the standards in all media. The documents also detail procedures for developing names and identifiers for created and acquired affiliates and joint ventures. The documents are available from the GE Identity Website: www.ge.com/identity
To identify new products and services with the primary GE trademarks and GE graphic system, GE business components must follow these guidelines:

A. *In product categories already approved for marketing under the GE brand when the new products or services are introduced* (for example, a new refrigerator or CT scanner), no approval is required to use the primary GE trademarks and GE graphic system.

B. *In product categories not approved for marketing under the GE brand when the new products or services are introduced* (for example, clothing), before using the primary GE trademarks and GE graphic system, obtain
   - preliminary approval from both
     - Corporate Trademark Counsel
     - Manager – Corporate Marketing Communications
   - final approval from the Chairman or his delegate
I. General

A. All created or acquired affiliates must be licensed in writing before using the GE communicative trade names, primary GE trademarks, and GE graphic system to identify themselves or the GE brand of products and services. The trademark license must be

- approved by Corporate Trademark Counsel
- based on model agreements (available from Corporate Trademark Counsel), which state that GE has control over the quality of the products or services authorized to use the primary GE trademarks and GE graphic system
- stipulate payment of compensation

B. Before any such trade name or trademark license is granted to an affiliate, certain business factors must be reviewed in accordance with GE Identity Program document 341, New Businesses Name & Trademark Practices.

II. Trade name

A. Use of “GE” or “General Electric” in the trade name and use of the Monogram and GE graphic system in the graphic identifier of a created or acquired affiliate

1. Created affiliate

a. To identify itself, a created affiliate is normally licensed to use both

- the name “GE” (or, in rare circumstances, the name “General Electric”) with a generic name for the affiliate’s primary competence or product or service
- the Monogram alone in a graphic signature

For example:

GE Reinsurance

continued
Appendix B:
Created or Acquired Affiliates
Licensing Procedure, continued

II. Trade name, continued

2. Acquired affiliate

a. To identify itself, an acquired affiliate in which GE has a controlling (greater than 50 percent) interest may be licensed to use
• the name “GE” (or, rarely, “General Electric”) in its trade name with
  - a generic name for the affiliate’s primary competence or product or service (see the name in the example of identification level 1 below)
  - the existing trade name of the affiliate (see the name in the example of identification level 2 below)
  - both the names listed above
• the Monogram alone in a graphic signature (see the examples of identification levels 1 to 3 below) with
  - any of the names listed above
  - the existing trade name of the affiliate without the name “GE” or “General Electric” (see the example of identification level 3 below)

b. To identify itself, an acquired affiliate in which GE has a significant equity interest (normally, at least 34 percent of the voting shares) may be licensed to use the trade name of the component or affiliate that has acquired the affiliate with the affiliate’s existing graphic identifier (see the example of identification level 4 below)

c. Preliminary approval of
• the President and Chief Executive Officer of the cognizant GE business
• Corporate Trademark Counsel
• Manager – Corporate Marketing Communications
and final approval of the Chairman or his delegate are required. Approval will ordinarily be granted only when GE has at least the minimum ownership in the business specified above. It may be granted in rare circumstances where GE has a lesser interest but nevertheless has a right to compel a subsequent change in the name and identifier of the business.

B. Use of a phrase indicating affiliation

Authorization to use a phrase indicating affiliation with GE or one of its components or affiliates, such as “An Affiliate of...” or “Affiliated with...,” requires the same level of approval as the grant of a trademark license to the business.

continued
Appendix B: Created or Acquired Affiliates Licensing Procedure, continued

III. Trademarks:
Created or acquired affiliates’ use of the primary GE trademarks and GE graphic system to identify the GE brand of new products and services

A. General

1. The level of approval required to use the primary GE trademarks and GE graphic system on new products or services depends on three factors:
   - the level of GE ownership in the affiliate
   - whether the affiliate exists or is new
   - whether the product category of the new products or services has already been approved for marketing under the GE brand

2. Authorization is rarely granted when GE does not have at least a 34 percent ownership interest in the affiliate.

3. Moreover,
   - all existing created or acquired affiliates must obtain approval of the Chairman or his delegate for new product categories
   - all new created or acquired affiliates must obtain approval of the Chairman or his delegate for all products or services

B. Authorization guidelines

Authorization for a created or acquired affiliate to use the primary GE trademarks and GE graphic system to identify new products or services follows these guidelines:

1. Existing created affiliates

   a. In product categories already approved for marketing under the GE brand when the new products or services are introduced (for example, a new refrigerator or CT scanner), use the primary GE trademarks and GE graphic system; no approval is required.

   b. In product categories not approved for marketing under the GE brand when the new products or services are introduced (for example, clothing), before using the primary GE trademarks and graphic system, obtain
      - preliminary approval from both
        - Corporate Trademark Counsel
        - Manager – Corporate Marketing Communications
      - final approval from the Chairman or his delegate*

2. Existing acquired affiliates

   a. In product categories already approved for marketing under the GE brand when the new products or services are introduced (for example, a new CT scanner), use depends on the level of GE’s ownership in the affiliate. If GE’s ownership is
      - 34 percent or greater, use the primary GE trademarks and GE graphic system; no approval is required
      - less than 34 percent, before using the primary GE trademarks and graphic system, obtain
        - preliminary approval from both
          - Corporate Trademark Counsel
          - Manager – Corporate Marketing Communications
        - final approval from the Chairman or his delegate*

   b. In product categories not approved for marketing under the GE brand when the new products or services are introduced (for example, clothing), before using the primary GE trademarks and GE graphic system, obtain
      - preliminary approval from both
        - Corporate Trademark Counsel
        - Manager – Corporate Marketing Communications
      - final approval from the Chairman or his delegate*

3. New created or acquired affiliates

   For all products and services, before using the primary GE trademarks and GE graphic system, obtain
   - preliminary approval from both
     - Corporate Trademark Counsel
     - Manager – Corporate Marketing Communications
   - final approval from the Chairman or his delegate*

continued

*When GE’s ownership is less than 34 percent, approval is rarely granted.
## IV. Summary of requirements for created or acquired affiliates

### A. Use of “GE” in the name and the Monogram and GE graphic system in the identifier of a created or acquired affiliate

<table>
<thead>
<tr>
<th>Level</th>
<th>Example name &amp; identifier</th>
<th>Ownership</th>
<th>Approval required</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GE Reinsurance</td>
<td>&gt; 50%</td>
<td>The names and identifiers of all created or acquired affiliates require</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• preliminary approval from</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- the President and CEO of the cognizant GE business</td>
</tr>
<tr>
<td>2</td>
<td>GE Employers Reinsurance</td>
<td>&gt; 50%</td>
<td>- Corporate Trademark Counsel</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Manager – Corporate Marketing Communications</td>
</tr>
<tr>
<td>3</td>
<td>Employers Reinsurance</td>
<td>&gt; 50%</td>
<td>• final approval from the Chairman or his delegate</td>
</tr>
<tr>
<td>4</td>
<td>GE Capital Services</td>
<td>≥ 34%</td>
<td>Note: Normally, whenever the minimum ownership levels specified at the left are met, approval is granted. In rare circumstances, approval may be granted with less than the minimum ownership if GE has a right to compel a subsequent change in the name and identifier.</td>
</tr>
</tbody>
</table>

### B. Use of the primary GE trademarks and GE graphic system to identify the GE brand of new products or services

#### 1. Existing created or acquired affiliates

<table>
<thead>
<tr>
<th>Categories</th>
<th>Example name &amp; identifier</th>
<th>Ownership</th>
<th>Approval required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Already approved (such as appliances)</td>
<td>Refrigerator</td>
<td>≥ 34%</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt; 34%</td>
<td>Preliminary approval:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Corporate Trademark Counsel</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Manager – Corporate Marketing Communications</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Final approval: Chairman or his delegate</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Note: When GE’s ownership is less than 34 percent, approval is rarely granted.</td>
</tr>
<tr>
<td>Not approved (such as clothing)</td>
<td>Raincoat</td>
<td>All levels</td>
<td>Preliminary approval:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Corporate Trademark Counsel</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Manager – Corporate Marketing Communications</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Final approval: Chairman or his delegate</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Note: When GE’s ownership is less than 34 percent, approval is rarely granted.</td>
</tr>
</tbody>
</table>

#### 2. New created or acquired affiliates

<table>
<thead>
<tr>
<th>Categories</th>
<th>Example name &amp; identifier</th>
<th>Ownership</th>
<th>Approval required</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>Either example shown above</td>
<td>All levels</td>
<td>Preliminary approval:</td>
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<td></td>
<td>- Corporate Trademark Counsel</td>
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<td></td>
<td></td>
<td></td>
<td>- Manager – Corporate Marketing Communications</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Final approval: Chairman or his delegate</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Note: When GE’s ownership is less than 34 percent, approval is rarely granted.</td>
</tr>
</tbody>
</table>

*Note: The examples are hypothetical. No recommendation is implied regarding the name and identifier for any specific affiliate.*
Appendix C: Joint Ventures Licensing Procedure

I. General

A. All joint ventures must be licensed in writing before using the GE communicative trade names, primary GE trademarks, and GE graphic system to identify themselves or the GE brand of products and services. The trademark license must be

- approved by Corporate Trademark Counsel
- based on model agreements (available from Corporate Trademark Counsel), which
  - state that GE has control over the quality of the products or services authorized to use the primary GE trademarks and GE graphic system
  - stipulate payment of compensation

B. Before any such trade name or trademark license is granted to a joint venture, certain market considerations must be reviewed in accordance with GE Identity Program document 341, New Businesses Name & Trademark Practices.

II. Trade name

A. Use of “GE” or “General Electric” in a joint venture trade name

1. To identify itself, a joint venture in which GE has a controlling (greater than 50 percent) interest may be licensed to use the name “GE” (or, in rare circumstances, “General Electric”) in its trade name with either

- the trade name(s) of the joint venture partner(s): for example, “GE Fanuc” [Note: Normally, a joint venture may not use the name “GE” without the name(s) of the other partner(s).]
- the trade name(s) of the joint venture partner(s) plus a generic name for the joint venture’s primary competence or product or service: for example, “GE Fanuc Automation”

2. Preliminary approval of both

- Corporate Trademark Counsel
- Manager – Corporate Marketing Communications

and final approval of the Chairman or his delegate are required. Approval will ordinarily be granted only when GE has a controlling interest in the business. It may be granted in rare circumstances where GE has a lesser interest but nevertheless has a right to compel a subsequent change in the name of the business.

continued
II. Trade name, continued

B. Use of the Monogram and GE graphic system in a joint venture graphic identifier

1. To identify itself, a joint venture in which GE has a minimum level of ownership may be licensed to use the Monogram with the corporate mark(s) of the joint venture partner(s) in joint marks in a graphic signature. A joint venture in which GE has a

• controlling (greater than 50 percent) interest

may be licensed to use the Monogram in joint marks in a graphic signature with the name “GE” combined with the name(s) of the joint venture partner(s) in the joint venture name: for example,

GE Fanuc Automation

• significant equity interest (normally, at least 34 percent of the voting shares) may be licensed to use the Monogram in joint marks in a graphic signature, but the name “GE” or “General Electric” may not be used in the joint venture name: for example,

FactoBots Automation

2. Preliminary approval of both

• Corporate Trademark Counsel
• Manager – Corporate Marketing Communications

and final approval of the Chairman or his delegate are required.

C. Use of a phrase indicating affiliation

Authorization for a joint venture to use a phrase such as “A Joint Venture of GE and...” requires the same level of approval as the grant of a trademark license to the business.

continued
III. Identification alternatives for joint venture products or services

To identify products and services, a joint venture licensed to use the Monogram with the corporate mark(s) of the joint venture partner(s) in joint marks in a graphic signature to identify itself also may be licensed to use the Monogram either
- in joint marks
- alone

A. Joint marks are used, normally in a graphic signature along with the GE graphic system, to identify a brand of products and services sold by a joint venture: for example, FactoBots Automation could be licensed to use the Monogram with the Fanuc mark in joint marks, using the GE graphic system as shown in the graphic signature example on page 16, to market factory automation products and services.

Note: Use of the Monogram in joint marks to identify products and services is subject to the same approval requirements and guidelines as described in “IV. Trademarks” on page 18, with one exception: the slogan “We bring good things to life.” may not be used with products or services marketed under joint marks.

B. The Monogram alone is used, normally in a graphic signature along with the GE graphic system, to identify the GE brand of products and services: for example, FactoBots Automation could be licensed to market factory automation products and services under the GE brand, using the
- Monogram alone
- slogan “We bring good things to life.”
- GE graphic system

Use of the Monogram alone with the slogan and GE graphic system to identify the GE brand of products and services is subject to the approval requirements and guidelines described in “IV. Trademarks” on page 18.

continued
IV. Trademarks:
Joint ventures’ use of the Monogram alone, slogan, and GE graphic system to identify the GE brand of new products and services

A. General

1. The level of approval required to use the Monogram alone, slogan, and GE graphic system on new products or services depends on three factors:
   - the level of GE ownership in the joint venture
   - whether the joint venture exists or is new
   - whether the product category of the new products or services has already been approved for marketing under the GE brand

2. Authorization is rarely granted when GE does not have at least a 34 percent ownership interest in the joint venture.

3. Moreover,
   - all existing joint ventures must obtain approval of the Chairman or his delegate for new product categories
   - all new joint ventures must obtain approval of the Chairman or his delegate for all products or services

B. Authorization guidelines

Authorization for a joint venture to use the Monogram alone, slogan, and GE graphic system to identify new products or services follows these guidelines:

1. Existing joint ventures
   a. In product categories already approved for marketing under the GE brand when the new products or services are introduced (for example, a new refrigerator or CT scanner), use depends on the level of GE’s ownership in the joint venture. If GE’s ownership is
      - 34 percent or greater, use the Monogram alone, slogan, and GE graphic system; no approval is required
      - less than 34 percent, before using the Monogram alone, slogan, and GE graphic system, obtain
        - preliminary approval from both
          - Corporate Trademark Counsel
          - Manager – Corporate Marketing Communications
        - final approval from the Chairman or his delegate*

b. In product categories not approved for the joint venture to market under the GE brand when the new products or services are introduced (for example, clothing), before using the Monogram alone, slogan, and GE graphic system, obtain
   - preliminary approval from both
     - Corporate Trademark Counsel
     - Manager – Corporate Marketing Communications
   - final approval from the Chairman or his delegate*

2. New joint ventures

For all products and services, before using the Monogram alone, slogan, and GE graphic system, obtain
   - preliminary approval from both
     - Corporate Trademark Counsel
     - Manager – Corporate Marketing Communications
   - final approval from the Chairman or his delegate*

*When GE’s ownership is less than 34 percent, approval is rarely granted.
V. Summary of requirements for joint ventures

A. Use of “GE” in the name and the Monogram and GE graphic system in the identifier of a joint venture

<table>
<thead>
<tr>
<th>Option</th>
<th>Example name &amp; identifier</th>
<th>Ownership</th>
<th>Approval required</th>
</tr>
</thead>
</table>
| 1      | GE Fanuc Automation       | > 50%     | The names and identifiers of all joint ventures require:  
  • preliminary approval from - the President and CEO of the cognizant GE business  
  - Corporate Trademark Counsel  
  - Manager – Corporate Marketing Communications  
  • final approval from the Chairman or his delegate  
  Note: Normally, whenever the minimum ownership levels specified at the left are met, approval is granted. In rare circumstances, approval may be granted with less than the minimum ownership if GE has a right to compel a subsequent change in the name and identifier. |
| 2      | FactoBots Automation      | ≥ 34%     | None |

B. Use of the Monogram alone, slogan “We bring good things to life.”, and GE graphic system to identify the GE brand of new products or services

1. Existing joint ventures

<table>
<thead>
<tr>
<th>Categories</th>
<th>Example name &amp; identifier</th>
<th>Ownership</th>
<th>Approval required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Already approved (such as appliances)</td>
<td>Refrigerator</td>
<td>≥ 34%</td>
<td>None</td>
</tr>
</tbody>
</table>
|                                  | We bring good things to life. | < 34% | Preliminary approval:  
  • Corporate Trademark Counsel  
  • Manager – Corporate Marketing Communications  
  Final approval: Chairman or his delegate  
  Note: When GE's ownership is less than 34 percent, approval is rarely granted. |
| Not approved (such as clothing)  | Raincoat                  | All levels | Preliminary approval:  
  • Corporate Trademark Counsel  
  • Manager – Corporate Marketing Communications  
  Final approval: Chairman or his delegate  
  Note: When GE's ownership is less than 34 percent, approval is rarely granted. |

2. New joint ventures

<table>
<thead>
<tr>
<th>Categories</th>
<th>Example name &amp; identifier</th>
<th>Ownership</th>
<th>Approval required</th>
</tr>
</thead>
</table>
| All        | Either example shown above | All levels | Preliminary approval:  
  • Corporate Trademark Counsel  
  • Manager – Corporate Marketing Communications  
  Final approval: Chairman or his delegate  
  Note: When GE's ownership is less than 34 percent, approval is rarely granted. |

Note: The examples are hypothetical. No recommendation is implied regarding the name and identifier for any specific joint venture.
Appendix D:
Third Parties Licensing Procedure

I. General

A. Any third party must be licensed in writing before using the Monogram and GE graphic system to identify the GE brand of products and services. The trademark license must be based on model agreements available from Corporate Trademark Counsel, which
• state that GE has control over the quality of the products or services authorized to use the primary GE trademarks and GE graphic system
• stipulate payment of compensation

B. Before any such trademark license is granted to a third party, obtain
• preliminary approval from both
  - Corporate Trademark Counsel
  - President of GE Licensing
• final approval from the Chairman or his delegate

Approval will be granted only when a compelling case is made for licensing the third party and after a thorough evaluation of the third-party license review factors, which follow.

II. Third-party license review factors

A. Revenue
Is significant annual royalty income to GE projected from the proposed license agreement?
Is the royalty rate commensurate with the stature of the GE brand? Guidelines on revenue and royalty thresholds are available from GE Licensing and Corporate Trademark Counsel.

B. Health and safety risks of the prospective licensee’s
• product or service
Is the product or service inherently risky? What are the consequences of product misuse or failure? Are environmental, regulatory, or compliance issues associated with the use of the proposed product or service?
• manufacturing process
Is the manufacturing process inherently risky? What are the consequences of misuse or failure of the manufacturing process? Are child labor, environmental, regulatory, or compliance issues associated with the proposed licensee’s manufacturing process?

C. Reputation of the
• proposed licensee
Is the size and reputation of the proposed licensee significant in its industry category as shown by specific market research? in the general business community? Is the proposed licensee well known for its high-quality products and services, customer service, and innovation as shown by specific market research?
• proposed licensee’s industry category
Would association of the GE brand with the industry product or service category have a positive, neutral, or negative effect on the GE brand?

In exceptional circumstances, certain third parties may be licensed to use the primary GE trademarks and GE graphic system only to identify the GE brand of products and services, according to these guidelines.
II. Third-party license review factors, continued

D. Relationship between GE (including its business components and affiliates) and
- the proposed licensee
  Currently, are the proposed licensee and GE engaged in a significant business relationship? If so, what is the extent and quality of that relationship?
- GE’s existing or prospective customers, business partners, or other licensees
  How would the relationship between GE and the proposed licensee affect existing or prospective relationships with the customers, business partners, or licensees of your specific business? of all other GE businesses?

E. Conflicts
  Does the proposed license conflict with any other existing or proposed GE trademark license? Will the proposed license conflict with the product line extension or business scope expansion of other GE businesses?

F. For products or services never marketed under the GE brand, the suitability (fit) of the GE brand to the proposed products or services
  Are the attributes of the GE brand—its core promise, set of appealing values, and unique personality as defined in GE Identity Program document 150, *The GE Brand*—appropriate for the proposed products or services as clearly shown by market research?

G. For products or services currently manufactured or sourced by GE and marketed under the GE brand, the significant economic benefits of a licensing model
  What are the significant economic benefits of changing from a manufacturing or sourcing model to a licensing model? What is the probability that those benefits will be realized?

H. Quality plan for
  - the product or service, replacement parts, and repair and customer services
    To ensure high quality in the proposed product or service, replacement parts, and repair and customer services, what controls will be implemented? What resources and expertise are required? What are the form and frequency of the quality inspections? What is the cost of the quality plan?
  - the marketing strategy and campaign and associated marketing materials
    To ensure high quality in the marketing materials used to promote the proposed product or service, what controls will be implemented? What resources and expertise are required? What training is required? What are the form and frequency of the quality inspections? What is the cost of the quality plan?
Graphic signatures are the fundamental visual devices used in all media to identify

- the Company and its components, subcomponents, divisions, departments, and operations
- internal functions, programs, and projects
- affiliates licensed to use the GE identity
- the GE brand of products and services

Other design marks such as logotypes, symbols, and icons may not be used to identify the Company, its organizational parts, or the GE brand of products and services.

When used consistently and correctly, graphic signatures help achieve the goals of the GE Identity Program by

- unifying, strengthening, and updating all GE communications by providing to each a single common identification featuring a well-recognized and respected trademark
- establishing, maintaining, enhancing, and protecting valuable trademark rights
## Graphic Signatures

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Unisers is a registered trademark of Heidelberger Druckmaschinen AG.
ITC New Baskerville is a trademark of International Typeface Corporation.
To make the best use of the GE Identity Program, think of a graphic signature as a fundamental and integral part of a layout. It is not an independent or self-contained element that can be slapdashed onto a layout.

When using graphic signatures, follow these general guidelines:

- Use an underlying grid to
  - structure the placement of all layout elements
  - vertically align signature elements with other layout elements
  - horizontally stretch the signature across the format

continued
• Create an asymmetrical balance in the layout:
  - Avoid symmetrical layouts.
  - Place the signature so that neither it, in its entirety, nor the signature Monogram is centered in the layout.

For example, on a brochure cover, stretch the signature across the top of a five-column grid.
  - Align the signature Monogram at the left margin.
  - Align the signature typography flush left in a grid column to the right of the Monogram.
  - Bleed the Laser Line left off the format.

Or in an advertisement, stretch the signature across the bottom of a three-column grid.
  - Align the entire signature in the right column.
  - Extend the Laser Line left to align at the left margin (or bleed left off the format, if possible).

continued
• **Use graphic signatures in all media.** With few exceptions, graphic signatures are required in all applications—from advertising, brochures, product literature, point-of-sale displays, direct mail, and novelties to stationery, facility signs, and vehicles. For guidelines on using graphic signatures in specific media, see document **200, Applications Standards.**

• **In all media, construct graphic signatures** according to the drawings and guidelines on pages 11 to 18.

• **Keep graphic signatures separate and distinct from other elements used in the same format.** The recommended clear space separating and surrounding the signature elements (shown on pages 11, 13, 15, and 17) always may be larger.

• **Reproduce graphic signatures in correct colors** as explained in document **132, Color.**

- **Do not use graphic signatures in headlines or text.** When the names, words, or phrases used in a graphic signature are required in a headline or text, typeset them in the same style, weight, size, and color as the surrounding copy.

- **Do not use signatures (or the Monogram alone) in illustrations or photographs** unless the use merely records an actual program application (such as a photograph of a Company product, brochure, sign, or vehicle)
  - demonstrates a proposed program application (such as an illustration of a new Company product or sign)

- **Do not use the Monogram (or a graphic signature) to make a border, background pattern, or object or for any decorative purpose.**
Graphic signatures consist of three elements, shown in the example below:

- **the signature Monogram**
  (described on page 30)

- **signature typography**
  (described on pages 31 to 35)

- **the Laser Line**
  (described on page 36)
The message contained in the signature typography is referred to as the signature content.

In the GE Identity Program, the signature content varies. Depending on the kind of media used and the requirements of a specific application, signatures may be created to convey specific messages.

In advertising, for example, each industrial component uses a signature containing its specific communicative name (along with the GE slogan, “We bring good things to life.”). When consistently implemented throughout the Company’s communications, such signatures help define the Company’s rich diversity, thereby furthering one of the goals of the GE Identity Program.

The following pages present examples of typical graphic signatures recommended for use in specific media.
In permanent media such as stationery, signs, and vehicles, use a graphic signature containing the communicative name of the component or affiliate in one of these forms:

- the name “GE” + a generic description of the component’s or affiliate’s primary competence

- GE + a geographic name

- a combination of the two names described above

- GE + a proper name

- a proper name only

In permanent media such as business forms, use a graphic signature containing either

- the name of the item

- a communicative name as described above + the name of the item
In promotional media other than advertising, such as packaging, brochures, and point-of-sale displays, use a signature containing one of the following:

- any component or affiliate communicative name
- the GE slogan
- any component or affiliate communicative name + the GE slogan
- a secondary word mark
- a generic product or service name
- a secondary word mark + a generic product or service name
- a title
In advertising, the content of the graphic signature is limited to the following:

**In business-to-business advertising,** use a graphic signature containing

- the communicative name of the component or affiliate + the GE slogan

**In corporate, consumer, and consumer trade advertising,** use a graphic signature containing

- the GE slogan

- the name of the product or service + the GE slogan
Three basic signature arrangements are used throughout GE Identity Program applications:

- the primary signature, described on pages 11 and 12
- the compact signature, described on pages 13 and 14
- the vertical signature, described on pages 15 and 16

Each possesses visual characteristics that support the communication goals of the program:

- **Preeminence of the Monogram**
  In each arrangement, the Monogram is elevated above and usually to the left of other elements to a position of highest importance, suggesting that the Company’s primary commitment is to the values that the Monogram has come to represent during its nearly one hundred years of use: high quality and solid reliability.

- **Asymmetry**
  In contrast to the static balance of the symmetrical arrangements used in the General Electric Signature,* these signatures arrange the elements in a visually active, asymmetrical balance, communicating a sense of the energetic activity that typifies the Company today.

- **Spaciousness**
  In addition, the generous amounts of space separating and surrounding the signature elements communicate a sense of openness, suggesting the commitment management has made to making the Company easily accessible to its existing and potential customers.

A unique feature of all signature arrangements is that the spaces between the signature elements, as shown in the construction drawings, are defined as recommended minimum spaces. In constructing a signature, these spaces may be increased. This feature permits and encourages the alignment of signature elements with other elements required in a specific format, thereby joining all elements in a unified whole. Equally important, this feature enhances the communication of the attributes of openness and accessibility.

In short, wide formats where the Monogram must be displayed as large as possible, either of two special signatures may be used. For construction drawings and guidelines, see pages 17 and 18.

---

*The General Electric Signature consists of the name “General Electric” typeset in all capital sans serif letters with the Monogram positioned between or centered above the words.*
Because of its spaciousness and ability to be easily related to other layout elements, the primary signature is generally preferred in all media.

However, if space is restricted or the application format is narrow, the compact signature (page 13) or the vertical signature (page 15) may be used.

For guidelines on constructing the primary signature, see page 12.

Note: Do not reproduce the clear space rectangles shown in the drawings. The rectangles merely indicate the boundaries of the recommended minimum clear space area or the minimum size format required to display this signature.

Throughout this document:

D = diameter of signature Monogram

CH = capital height of signature typography

When CH = 1⁄4 or 1⁄3 D, use the dimensions given at the upper left.

When CH = 1⁄2 or 3⁄4 D, use the dimensions given at the lower left.

The only difference between the drawings is that the two larger sizes of typography may be placed closer to the Laser Line.
To construct the primary signature (shown on page 11), follow these detailed guidelines:

**Monogram**

Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field. To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font —a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website. (For information on using this font, see document 382, GE Logo Font.)

Note: Always use the entire signature Monogram; do not use any version of the Dynamic Monogram as a substitute.

**Laser Line**

- **Use a Laser Line at least as heavy (thick) as \( \frac{1}{2} \) point, but, generally, no heavier than 3 percent of the diameter of the signature Monogram.** For more information, see page 36.

- **Place the Laser Line below the signature Monogram** at a distance at least as large as the diameter of the signature Monogram.

- **Bleed the Laser Line left off the format.** When this is not possible, begin the Laser Line either:
  - at the left margin
  - flush with the left edge of the signature Monogram

- **End the Laser Line as follows:**
  - If the name “GE” appears at the beginning of the typography, end it at a point of vertical alignment with the lower-right corner of the “E” in “GE.”
  - If the name “GE” does not appear at the beginning of the typography, end it either
    - if the first word is short, at the end of the first word
    - if the first word has a strong vertical such as a character ascender or descender or a syllable break, to align with the strong vertical or syllable break
    - in all other cases, at a point to the right of the beginning of the signature typography equal to approximately \( \frac{1}{2} \) the capital height.

- **Do not bleed the Laser Line right off a format.**

- **Cut the end of the Laser Line square;** the end does not match the angle of the italic typography.

**Signature Typography**

- **Use Univers 68° and, if needed, Univers 48° in the signature typography according to the guidelines on pages 31 to 35.**

  Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.

- **Size the signature typography to equal \( \frac{1}{4} \), \( \frac{1}{2} \), \( \frac{1}{3} \), or \( \frac{3}{4} \) the diameter of the signature Monogram,** as demonstrated on page 33.

- **Place the signature typography** to the right of the signature Monogram at a distance at least \( \frac{1}{2} \) times the diameter of the signature Monogram; this distance may be larger above the Laser Line a minimum distance:
  - If the capital height of the typography is equal to \( \frac{1}{4} \) or \( \frac{1}{3} \) the diameter of the signature Monogram, the minimum distance is equal to the capital height of the typography.
  - If the capital height of the typography is equal to \( \frac{1}{2} \) or \( \frac{3}{4} \) of the diameter of the signature Monogram, the minimum distance is equal to \( \frac{3}{4} \) the capital height. (Note: When using the largest size of typography \( [CH = \frac{3}{4} D] \), adjust the position of the signature Monogram so its base aligns horizontally with the top of the capital letters in the typography.)

**Recommended Minimum Clear Space**

An area within and surrounding the primary signature must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic graphics, and conflicting patterns; and the trim edge of a printed piece.

- **Above and on both sides of the primary signature,** the recommended minimum clear space equals \( \frac{1}{2} \) the diameter of the signature Monogram.

- **Below the primary signature,** the recommended minimum clear space equals the diameter of the signature Monogram.

- **Within the rectangle so described,** all the area is clear space. The clear space may be larger.

*In computer typesetting, other names may be used, such as

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Generally, the primary signature, shown on page 11, is preferred in all media.

Where space is restricted, the compact signature, shown at the left, may be used. If the application format is narrow or a vertical emphasis is desired, the vertical signature, shown on page 15, may be used.

For guidelines on constructing the compact signature, see page 14.

Note: Do not reproduce the clear space rectangles shown in the drawings. The rectangles merely indicate the boundaries of the recommended minimum clear space area or the minimum size format required to display this signature.

**Throughout this document:**

\[ D = \text{diameter of signature Monogram} \]

\[ CH = \text{capital height of signature typography} \]

When \( CH = \frac{1}{4} \) or \( \frac{1}{3} \) \( D \), use the dimensions given at the upper left.

When \( CH = \frac{1}{2} \) or \( \frac{3}{4} \) \( D \), use the dimensions given at the lower left.

The only difference between the drawings is that the two larger sizes of typography may be placed closer to the Laser Line.
To construct the compact signature (shown on page 13), follow these detailed guidelines:

**Monogram**

Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field.

To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website. (For information on using this font, see document 382, GE Logo Font.)

Note: Always use the entire signature Monogram; do not use any version of the Dynamic Monogram as a substitute.

**Signature Typography**

- Use Univers 68* and, if needed, Univers 48* in the signature typography according to the guidelines on pages 31 to 35.

Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.

- Size the signature typography to equal 1/4, 1/3, 1/2, or 3/4 the diameter of the signature Monogram, as demonstrated on page 33.

- Place the signature typography below the signature Monogram so that the base of the Monogram aligns horizontally with the top of the capital letters

**Laser Line**

- Use a Laser Line at least as heavy (thick) as 1/2 point but, generally, no heavier than 3 percent of the diameter of the signature Monogram. For more information, see page 36.

- Place the Laser Line below the signature typography a minimum distance:
  - If the capital height of the typography is equal to 1/4 or 1/3 the diameter of the signature Monogram, the minimum distance is equal to the capital height of the typography.
  - If the capital height of the typography is equal to 1/2 or 3/4 the diameter of the signature Monogram, the minimum distance is equal to 3/4 the capital height.

- Bleed the Laser Line left off the format. When this is not possible, begin the Laser Line either:
  - at the left margin
  - flush with the left edge of the signature Monogram

- End the Laser Line as follows:
  - If the name “GE” appears at the beginning of the typography, end it at a point of vertical alignment with the lower-right corner of the “E” in “GE.”
  - If the name “GE” does not appear at the beginning of the typography, end it either:
    - if the first word is short, at the end of the first word
    - if the first word has a strong vertical such as a character ascender or descender or a syllable break, to align with the strong vertical or syllable break
    - in all other cases, at a point to the right of the beginning of the signature typography equal to approximately 1 1/2 the capital height.

- Do not bleed the Laser Line right off a format.

- Cut the end of the Laser Line square; the end does not match the angle of the italic typography.

**Recommended Minimum Clear Space**

An area within and surrounding the compact signature must be kept clear of any other typography: graphic elements such as photographs, illustrations, thematic graphics, and conflicting patterns; and the trim edge of a printed piece.

- Above and on both sides of the compact signature, the recommended minimum clear space equals 1/2 the diameter of the signature Monogram.

- Below the compact signature, the recommended minimum clear space equals the diameter of the signature Monogram.

- Within the rectangle so described, all the area is clear space. The clear space may be larger.
Generally, the primary signature, shown on page 11, is preferred in all media.

Where the application format is narrow or a vertical emphasis is desired, the vertical signature, shown at the left, may be used. If space is restricted, the compact signature, shown on page 13, may be used.

For guidelines on constructing the vertical signature, see page 16.

Note: Do not reproduce the clear space rectangles shown in the drawings. The rectangles merely indicate the boundaries of the recommended minimum clear space area or the minimum size format required to display this signature.

**Throughout this document:**

\[ D = \text{diameter of signature Monogram} \]

\[ CH = \text{capital height of signature typography} \]

*When CH = 1/4 or 1/3 D,*

use the dimensions given at the upper left.

*When CH = 1/2 or 3/4 D,*

use the dimensions given at the lower left.

The only difference between the drawings is that the two larger sizes of typography may be placed closer to the Laser Line.
To construct the vertical signature (shown on page 15), follow these detailed guidelines:

**Monogram**
Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field. To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website.
(For information on using this font, see document 382, GE Logo Font.)

Note: Always use the entire signature Monogram; do not use any version of the Dynamic Monogram as a substitute.

**Signature Typography**
- Use Univers 68* and, if needed, Univers 48* in the signature typography according to the guidelines on pages 31 to 35.

Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.

- Size the signature typography to equal 1/4, 1/3, 1/2, or 3/4 the diameter of the signature Monogram, as demonstrated on page 33.

- Place the signature typography below the signature Monogram, visually aligned flush left, at a distance at least as large as 1/2 the diameter of the signature Monogram. This distance may be larger.

**Laser Line**
- Use a Laser Line at least as heavy (thick) as 1/2 point but, generally, no heavier than 3 percent of the diameter of the signature Monogram. For more information, see page 36.

- Place the Laser Line below the signature typography a minimum distance:
  - If the capital height of the typography is equal to 1/4 or 1/3 the diameter of the signature Monogram, the minimum distance is equal to the capital height of the typography.
  - If the capital height of the typography is equal to 1/2 or 3/4 the diameter of the signature Monogram, the minimum distance is equal to 3/4 the capital height.

- Bleed the Laser Line left off the format. When this is not possible, begin the Laser Line either:
  - at the left margin
  - flush with the left edge of the signature Monogram

- End the Laser Line at the end of the signature typography.

- Do not bleed the Laser Line right off a format.

- Cut the end of the Laser Line square; the end does not match the angle of the italic typography.

**Recommended Minimum Clear Space**
An area within and surrounding the vertical signature must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic graphics, and conflicting patterns; and the trim edge of a printed piece.

- Above and on both sides of the vertical signature, the recommended minimum clear space equals 1/2 the diameter of the signature Monogram.

- Below the vertical signature, the recommended minimum clear space equals the diameter of the signature Monogram.

- Within the rectangle so described, all the area is clear space. The clear space may be larger.

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*In computer typesetting, other names may be used, such as*
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Generally, the basic signatures, including the
• primary signature (pages 11 and 12)
• compact signature (pages 13 and 14)
• vertical signature (pages 15 and 16)
are preferred in all media.

Where the application format is short and wide
or tall and narrow and the Monogram needs to be
displayed as large as possible, the special signatures
may be used.

For guidelines on using and constructing special
signature A and B, see page 18.

Note: Do not reproduce the clear space rectangles
shown in the drawings. The rectangles merely
indicate the boundaries of the recommended
minimum clear space area or the minimum size
format required to display these signatures.

Note: Special signature C
is the same as the vertical
signature on pages 15 and 16
except each of the minimum
clear spaces separating and
surrounding the signature
elements is equal to only
one-quarter the diameter of the
signature Monogram.

For signature construction
drawings and guidelines, see
pages 15 and 16 and substitute
the smaller values shown
in the drawing at the left.

Throughout this document:

\[ D = \ \text{diameter} \]

\[ CH = \ \text{capital height} \]
Use the special signatures only in short, wide formats where the Monogram must be as large as possible: for example, in certain exhibits, facility signs, products, promotional novelties, and website mastheads.

Do not use these signatures in print advertising, promotional brochures, or product literature.

Special Signature A (shown on page 17)

- Use Univers 68* and, if needed, Univers 48* in the signature typography according to the guidelines on pages 31 to 35. Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.
- Size the signature typography so that the capital height equals $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, or $\frac{3}{4}$ the diameter of the signature Monogram ($\frac{1}{2}$ diameter is shown), as explained on page 33.
- Horizontally center the signature typography to the right of the signature Monogram** at a minimum distance equal to $\frac{1}{4}$ the diameter of the Monogram. (Note: When the typography is placed at this minimum distance, it is not necessary to use the name “GE” in the typography.) Between the end of the signature typography and the right edge of the format, maintain a minimum distance equal to $\frac{1}{4}$ the diameter of the Monogram.
- Use a Laser Line at least as heavy (thick) as $\frac{1}{2}$ point but, generally, no heavier than 3 percent of the diameter of the signature Monogram. For more information, see page 36.
- Place the Laser Line below the signature Monogram a minimum distance equal to $\frac{1}{4}$ the diameter of the Monogram.
- Bleed the Laser Line left off the format. When this is not possible, begin the Laser Line flush with the left edge of the signature Monogram.
- End the Laser Line flush right with the end of the signature typography.
- Do not bleed the Laser Line right off a format.
- Cut the end of the Laser Line square; the end does not match the angle of the italic typography.
- The dimensions shown in the drawings are recommended minimums. They may be larger.

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique

**Use the correct positive or reverse signature Monogram in GE Logo Font, available from the GE Identity Website. (For more information, see document 382. GE Logo Font.) Note: Always use the entire signature Monogram; do not use any version of the Dynamic Monogram as a substitute.

Special Signature B (shown on page 17)

- Use Univers 68* and, if needed, Univers 48* in the signature typography according to the guidelines on pages 31 to 35. Note: As an option, ITC New Baskerville Italic may be used in product signatures, as explained on page 31a.
- Size the signature typography so that the capital height equals $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, or $\frac{3}{4}$ the diameter of the signature Monogram ($\frac{1}{2}$ diameter is shown), as explained on page 33.
- Place the signature typography to the right of the signature Monogram at a minimum distance equal to $\frac{1}{4}$ the diameter of the Monogram. (Note: When the typography is placed at this minimum distance, it is not necessary to use the name “GE” in the typography.) Between the end of the signature typography and the right edge of the format, maintain a minimum distance equal to $\frac{1}{2}$ the diameter of the Monogram.
- Align the baseline of the signature typography with the base of the signature Monogram.
- Use a Laser Line at least as heavy (thick) as $\frac{1}{2}$ point but, generally, no heavier than 3 percent of the diameter of the signature Monogram. For more information, see page 36.
- Place the Laser Line below the signature Monogram and the baseline of the signature typography a minimum distance equal to $\frac{1}{4}$ the diameter of the Monogram.
- Bleed the Laser Line left off the format. When this is not possible, begin the Laser Line flush with the left edge of the signature Monogram.
- End the Laser Line at a point of vertical alignment with the lower-right corner of the “E” in “GE.” If “GE” is not used in the signature typography, end the Laser Line according to the guidelines for the primary signature on page 12. As an option, the Laser Line may be extended to the end of the typography.
- Do not bleed the Laser Line right off a format.
- Cut the end of the Laser Line square; the end does not match the angle of the italic typography.
- The dimensions shown in the drawings are recommended minimums. They may be larger.
The Monogram is one of the Company’s most valuable assets. Through one hundred years of careful use, it has come to signify quality and reliability in GE products and services, as well as in the Company itself.

It is critically important that the attributes the Monogram has acquired be preserved and strengthened through continued correct use in the GE Identity Program. Therefore, carefully follow the guidelines in this document when constructing and using graphic signatures.

Authorized Drawing
The Monogram was refined and simplified in 1987. The authorized drawing, shown at the left, may not be altered or modified in any way.

Parts of the Monogram
• The field is the area shown in grey in the Monogram at the left. It includes the outline circle enclosing the Monogram. (Note: The outline circle is an integral part of the positive Monogram. Do not delete the outline circle when the Monogram is reproduced in positive form.)
• The letters/curlicues are the script lettering of “GE” plus the scrolls that form a circle around the lettering, both shown in white in the drawing.
• The background is the area surrounding the Monogram. For example, the white area around the Monogram at the left is the background.

Reproduction
Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field.
To ensure correct reproduction against light and dark backgrounds, use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website.

For information on sizing the Monogram in graphic signatures using GE Logo Font, see page 33a.

For more information on using this font, see document 382, GE Logo Font.

Note: The parts of the Monogram have been carefully proportioned so that a single drawing can be reproduced at all sizes, including very small sizes. To maintain the distinctive character of the Monogram,

• when using other forms of reproduction, use a size large enough to maintain clarity in each part of the Monogram
For large-scale applications, see document 540, Signature Monogram Grid Drawings.

For information on the Dynamic Monogram, see document 134, Dynamic Monogram.
In all media, the use and reproduction of the Monogram is subject to these controls:

- **Do not animate the Monogram.** Do not make it rotate, roll, bounce, perform a *pax de deux*, move forward or backward, or in any other way appear to move.

- **Do not embellish the Monogram with**
  - drop shadows, glows, or lighting effects
  - patterns or textures
  - three-dimensionality
  - perspective distortion
  - other elements
  - drawing or painting filters
  - any computer- or otherwise-generated special effect

- **Do not use the Monogram**
  - in a word, phrase, or sentence
  - as another object
  - in a background pattern or border or for any decorative use
  - as a novelty punctuation device

- **Do not reproduce the Monogram**
  - against a background with distracting patterns, textures, or photographic details
  - in simulated 3D
  - with the letters/curlicues darker than the field

For information on animating signatures, see page 38.
The primary typography used in graphic signatures is Univers 68 and, if needed, Univers 48. These faces have been selected for two reasons:

- Their visual characteristics communicate qualities that represent the Company and its management style:
  - The optically refined and well-balanced drawing of the Univers letterforms communicates a sense of quality, modernity, and sophistication.
  - The sans serif condensed style communicates a sense of leanness and efficiency.
  - The italic style communicates a sense of forward motion, suggesting agility, dynamism, and future-oriented activity.

- They are generally available throughout the world on a variety of typesetting systems.

Note: For GE employees’ and their suppliers’ use in computer artwork, the authentic Univers series, including Univers Condensed, is available from the GE Identity Website.

Univers 68, the typeface used most frequently in graphic signatures, is a condensed bold italic style. Because of its relatively thick stroke, words set in this face are emphasized.

Note: In computer typesetting, this typeface may bear the name Univers (67) Condensed Bold Oblique.

Univers 48 is a condensed light italic style that complements Univers 68 by providing a rich contrast in weight. Because of its relatively thin stroke, words set in this face are deemphasized.

Note: In computer typesetting, this typeface may bear the name Univers (47) Condensed Light Oblique.
As an option, in product signatures (those that identify a product or service, such as Profile appliances), ITC New Baskerville Italic may be used for the product name. This face has been selected for two reasons:

• Its visual characteristics communicate qualities that represent the Company and its management style:
  - The optically refined and well-balanced drawing of the Baskerville letterforms communicates a sense of quality and refinement, of excellence and sophistication.
  - *The serif style* communicates a sense of classicism, implying a respect for the heritage and traditional values that built the Company.
  - *The italic style* communicates a sense of forward motion, suggesting agility and dynamism.

• It is generally available throughout the world on a variety of typesetting systems.

Note: For GE employees’ and their suppliers’ use in computer artwork, the authentic ITC New Baskerville series, including the italic version, is available from the GE Identity Website.
Generally, Univers 68* is used for all typography in graphic signatures except when the signature content requires differentiation for emphasis or to enhance legibility. For example,

- when a communicative name consists of both a competence description and a geographic name, the geographic name may be typeset in Univers 48* and the balance of the name in Univers 68.

- when the typography consists of both a communicative name and another message (such as the GE slogan or a title), the other message may be typeset in Univers 48 and the communicative name in Univers 68.

- when the typography consists of both a secondary trademark name and a generic name for the product or service, the generic name may be typeset in Univers 48.

As an option in product signatures,

- when the typography consists of only a generic name, Univers 48 may be used alone

- in secondary word marks, Univers 68 and 48 may be combined

Note: As an option, ITC New Baskerville Italic may be used in product signatures, as demonstrated on the next page.

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
As an option, ITC New Baskerville Italic may be used in signatures pertaining to products. For example,

- when the product signature consists of both a product name and the GE slogan, the product name may be typeset in ITC New Baskerville Italic and the slogan in the same font (not shown) or Univers 68 or 48*

- when the product signature consists of both a product name and a brochure title, the product name may be typeset in ITC New Baskerville Italic and the title in the same font (not shown) or Univers 68 or 48

- when the product signature consists of only a generic name for the product or service, the featured portion of the name may be typeset in ITC New Baskerville Italic and the balance of the name in the same font (not shown) or Univers 68 or 48

- when the GE slogan is used in materials promoting a product identified using ITC New Baskerville Italic, the slogan may be typeset in the same font

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
The size of typography used in a graphic signature—both Univers 68 and 48* and ITC New Baskerville Italic—is based on the diameter of the signature Monogram. Any of four proportional sizes may be used, as shown below, depending on the relative emphasis required between the two elements in a particular application.

Throughout this document:

\[ D = \text{diameter of signature Monogram} \]

\[ CH = \frac{1}{4} D \]

\[ CH = \frac{1}{3} D \]

\[ CH = \frac{1}{2} D \]

\[ CH = \frac{3}{4} D \]

*In computer typesetting, other names may be used, such as

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Signature Typography: Using GE Logo Font

As shown in the example above, when specified at the same point size, the diameter of the signature Monogram in GE Logo Font equals the height of Univers 68 and 48° capital letters.

This built-in 1:1 size relationship makes it easy to specify the correct point sizes for the signature Monogram and typography without measuring the diameter or the capital height. Provided that the correct proportional point sizes are specified for these elements, their actual sizes will be correct.

Thus, for example, as shown in the examples at the left, when the signature Monogram is typeset using 40-point GE Logo Font, any of the following point-size specifications for the typography produce the correct proportional capital heights:

- CH = \( \frac{1}{4} D \)
  - Monogram: 40-point GE Logo Font
  - Typography: 10-point Univers 68

- CH = \( \frac{1}{3} D \)
  - Monogram: 40-point GE Logo Font
  - Typography: 13.33-point Univers 68

- CH = \( \frac{1}{2} D \)
  - Monogram: 40-point GE Logo Font
  - Typography: 20-point Univers 68

- CH = \( \frac{3}{4} D \)
  - Monogram: 40-point GE Logo Font
  - Typography: 30-point Univers 68

For more information on using this font, see document 382, GE Logo Font.

*In computer typesetting, other names may be used, such as:
  - *for Univers 68, Univers (67) Condensed Bold Oblique
  - *for Univers 48, Univers (47) Condensed Light Oblique
Correct specification of letterspacing, word spacing, and line spacing depends in part on the selected typesetting equipment. Because so many different typesetting systems are available, each continuously revised and improved, it is not possible to standardize one specification that will yield uniform results from all sources.

Therefore, the examples on this page establish the visual standard for correct spacing between letters, words, and lines of type, regardless of the source. When ordering typography for graphic signatures, ask the supplier to visually match the correct examples on this page.

Note: Correct spacing is neither too tight nor too open, as shown in the examples. This visual standard applies to typography used in graphic signatures of all sizes in all media. To maintain this visual standard while optimizing legibility, additional spacing may be required when

- the method of reproduction is coarse,
  as in flexography
- the viewing distance is great or varied,
  as is the case with signs
- the viewing conditions are unusual,
  as is the case with moving vehicles

*In computer typesetting, other names may be used, such as
  • for Univers 68, Univers (67) Condensed Bold Oblique
  • for Univers 48, Univers (47) Condensed Light Oblique

continued
Specify typography used in graphic signatures as follows:

• Use initial capital letters followed by lowercase letters for component and affiliate communicative names, secondary word marks, generic product or service names, and titles.

Do not use all capital letters or all lowercase letters in signature typography.

• Capitalize only the “W” and use lowercase letters for the balance of the GE slogan.

(Note: Because this slogan is a sentence, it ends with a period.)

• Use initial capital letters followed by lowercase letters, or capitalize the first word only, as desired, for other messages such as brochure titles.

Generally, all capital letters or all lowercase letters should be avoided in signature typography.

• Use flush left, ragged right for two or more lines of typography.

Do not use flush right or justified settings in graphic signatures.

• Generally, use a single size for all typography in a graphic signature. But when the signature content consists of two parts (as when a signature contains both a communicative name or a secondary trademark and the GE slogan), to avoid undue emphasis, the longer part may be reduced so its capital height equals $\frac{3}{4}$, $\frac{1}{2}$, or $\frac{1}{3}$ the capital height of the shorter part, provided the reduced part remains clearly legible at the viewing distance typical for the application.
The Laser Line, a fine horizontal line, is an integral part of graphic signatures.

The Laser Line communicates specific attributes consistent with the goals of the GE Identity Program; for example,

- the fineness of the Laser Line communicates a sense of quality, and its precision suggests high technology
- when correctly arranged with the other signature elements and bleeding left off a format, the Laser Line imparts a sense of motion, suggesting energetic activity

The Laser Line also functions as the stabilizing structural element unifying the signature Monogram and signature typography in a dynamic asymmetrical balance.

Because it draws attention to the signature and underscores the typography, the Laser Line lends emphasis to signature content in all applications.

Note: The Laser Line may not be omitted.

Weight of Laser Line

The weight, or thickness, of the Laser Line is determined by

- the diameter of the signature Monogram used with it
- limitations in reproduction quality
- viewing distance and conditions
- the color of the background and the Laser Line
- presence of other fine lines in the application

The Laser Line should be

- fine (thin)—but it should never appear frail or weak; it must always be of sufficient thickness to reproduce well and be clear and strong at the viewing distance and under the viewing conditions of the application
- distinctly different from other fine lines in the application

Follow these general guidelines to ensure proper specification of the Laser Line weight:

- The minimum thickness of the Laser Line is ½ point, as demonstrated in the top example at the left.

- The maximum thickness is normally 3 percent of the diameter of the signature Monogram (using GE Logo Font, 2.5 percent of the point-size specification of the Monogram), as demonstrated in the bottom example at the left.

Nevertheless, the Laser Line may be thicker if

- the required method of reproduction is coarse (as in flexography)
- the viewing distance is great or varied (as is the case with signs)
- the viewing conditions are unusual (as is the case with moving vehicles)

- The color of the background and the Laser Line effects its strength. For example, in print media,
  - against a black background,
    - a ½-point white Laser Line remains strong
    - a red Laser Line must be significantly thicker than a white one; a red line at least 1½ to 2 points thick is recommended
  - against a Platinum Grey background, a red Laser Line appears to vibrate and needs to be thicker than a white or black Laser Line; a red line at least 2 points thick is recommended
  - against a white background, a ½-point black Laser Line can appear grey and frail; a black line at least 1 to 1½ points thick is recommended

- Keep the Laser Line well differentiated from other fine lines in an application: for example,
  - if Laser Red is available, use it in only the Laser Line; do not use red in any other fine lines
  - if black or grey is used in both the Laser Line and other fine lines, keep the Laser Line distinctly thicker than the other fine lines—generally, at least twice their weight
To impart a sense of distinction, individuality, and personality, a secondary word mark may be displayed in a graphic signature, subject to these restrictions:

- The typestyle may be only:
  - Univers 68 or 48* or a combination
  - ITC New Baskerville Italic
  (as shown on pages 32 and 32a and in the top two examples at the left).
- The capital height of the typography may be only \( \frac{1}{4}, \frac{1}{3}, \frac{1}{2}, \text{or} \frac{3}{4} \) the diameter of the signature Monogram (as described on page 33).
- The color of the typography may be only the same color as the signature Monogram: black, Platinum Grey, or white. (For more information, see document 132, Color.)

When these restrictions are too limiting, for greater variety, any typography—including a secondary word mark—may be displayed outside the signature, using any appropriate programme font or combination of programme fonts, including any in these series:

- Univers (including Condensed and Extended)
- ITC New Baskerville (including small capitals and oldstyle figures)

- size; there are no restrictions on type size
- color; there are no restrictions on type color

To combine the GE identity elements with such typography, a graphic signature may be used as an endorsement, as shown in the third and fourth examples at the left, according to these guidelines:

- Use any signature arrangement. (For signature construction guidelines, see pages 11 to 18.)
- Extend the Laser Line left at least to the beginning of the endorsed typography, preferably to bleed left off the format.
- Place the Laser Line in front, behind, or below the endorsed typography, as desired.
- Use any appropriate signature content such as:
  - the GE slogan “We bring good things to life.”
  - a business name
- Do not use design elements. Symbols, icons, or other visual elements may not be used.
- For a greater sense of distinction, personality, or individuality, use graphic support (not shown):
  any appropriate photograph, illustration, or thematic graphic.

*In computer typesetting, other names may be used, such as:
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
In applications where movement of the signature is desirable, such as presentations and videos, to animate the signature elements, follow these guidelines:

• Do not animate the signature Monogram. As shown on page 30a, the Monogram may not appear to move; it must always appear stationery.

• Animate the signature typography and Laser Line, either separately or as a unit, as desired.

• As an option, the signature Monogram may appear to materialize, provided such an effect is both
  - brief: as a general rule, the fully materialized Monogram must be displayed on screen longer than the time spent for it to form
  - unobtrusive: avoid coarse pixilation of the Monogram, a flash, or any technique that draws attention to itself instead of the Monogram

The typical introductory slides at the left, showing the signature elements against a dark background, provide examples of correct signature animation:

• Example 1 (far left):
  - The Laser Line and signature typography move into the slide from the left and right sides.
  - As the Laser Line and typography reach their destinations, the letters/curlicues of the signature Monogram first appear dark and quickly become white.

• Example 2 (middle):
  The same as example 1, except the Laser Line and signature typography move into the slide from opposing sides and cross.

• Example 3 (near left):
  - As a unit, the Laser Line and signature typography appear to recede from a point extremely close to the viewer.
  - As in example 1, the letters/curlicues of the signature Monogram first appear dark and quickly become white as the Laser Line and typography reach their destinations.

For other examples, see the sign-off signatures used in televised advertising in document 241, Advertising, page 60.
These guidelines apply to the use of color in all GE Identity Program applications.

When using color in program applications, remember:

- Of all visual elements, color is the most relative. It changes—or appears to change—in relation to factors such as

  - reproduction materials and methods

  On a computer screen, color is reproduced by mixing three colors of light. In four-color process printing, color is reproduced by printing in succession varying amounts of four pigmented inks. In match-color printing, ink is custom mixed to precisely match a sample. As a result of the different materials and methods used to reproduce color, the “same” color appears different when reproduced by different methods.

  Not all colors can be reproduced in all methods, and some colors are unique to some methods. For example, metallic and fluorescent colors cannot be displayed on a video monitor nor printed using four-color process. Such colors must be custom mixed using special pigments and reproduced using traditional techniques such as letterpress, offset lithography, and screen printing.

  - viewing conditions such as illumination and distance

  Viewing a color indoors under tungsten bulbs versus outdoors under the sun (or the moon) changes color perception. In addition, when viewed from afar, a color appears different than when viewed at close range.

  - adjacent color

  Perception of a color changes in relation to the color that surrounds it.

  - size of area bearing the color

  Perception of a large area of color is often different from perception of a small area of the same color, especially depending on the adjacent color.

- Color selection is sometimes limited to standard colors provided in the dominant specification system available locally, which varies around the world. Furthermore, such color specification systems are continuously being changed; new colors are added as others are discontinued.

- The significance of colors—the meanings or associations attached to them—can vary from one culture to another.
Color
Contents

Corporate Colors  132.02
Using Color: Summary Guidelines  132.10
Using Corporate Colors against
White Backgrounds  132.11
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Using Other Colors  132.20
The GE Identity Program features two corporate colors:

- **Platinum Grey**
- **Laser Red**

Each communicates specific attributes that represent the Company and further the communication goals of the program.

**Platinum Grey**
The color used most often in the signature Monogram and signature typography, Platinum Grey is a neutral hue of medium value. Against white backgrounds, it appears dignified and reserved, signifying high quality and suggesting the essential and traditional character of the Company.

**Laser Red**
In contrast to the classic quality of Platinum Grey, Laser Red, the corporate color most often used in the Laser Line, is a bright, intense hue of strong value, salient in any environment. It suggests the spirit of innovation and the liveliness of entrepreneurial enterprise, the qualities GE is pursuing throughout its organization with renewed emphasis.

Together, these corporate colors help express the fundamental identity of GE. They represent the Company’s commitment to the values of high quality and reliability, developed over generations of responsible product manufacturing and service, and its reliance on the creative energies throughout its organization to continually improve and revitalize its product and service offerings.

When using the corporate colors, follow the guidelines beginning on page 10.
Rule One: Reproduce the Monogram so the letters/curlicues are lighter than the field. The letters/curlicues are never darker than the field.

To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font, a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available to all GE employees and their suppliers from the GE Identity Website. For more information on this font, see document 382, GE Logo Font.

Using Corporate Colors
The corporate colors help to establish a consistent appearance among communications that pertain to the Company, its facilities, and its property. These colors are used in permanent media such as stationery, facility signs, and vehicles. Any time they are used, the corporate colors strengthen the GE identity.

• Use the corporate colors in graphic signatures against white, off-white, or very light grey backgrounds. (See page 11.)

• As an alternative, use the corporate colors in the background and reverse the graphic signature in white or overprint it in black. (See pages 12 to 14.)

When using Platinum Grey:
• In graphic signatures, use Platinum Grey in any signature element. In the Monogram, use Platinum Grey only in the field (including the outline circle) and use only white in the letters/curlicues.
• In other layout elements, use Platinum Grey as desired.

When using Laser Red:
• In graphic signatures, use Laser Red in the Laser Line only. Do not use Laser Red in other signature elements.
• In other layout elements, to preserve its uniqueness in the Laser Line, do not use Laser Red in other fine lines. Instead, use Laser Red in other well-differentiated elements such as heavy lines, bars, bands, and backgrounds, if desired.

Using Other Colors
Other colors may be used in promotional applications such as packaging, brochures, product literature, point-of-sale displays, novelties, and exhibits. Such colors help differentiate GE brand promotional materials from each other and from those of competitors.

• Use other colors in the background.
  Use the selected color in a bar, band, or full-bleed background and
  - against dark backgrounds, use the reverse Monogram with white in all the signature elements (and the background color in the field)
  - against bright backgrounds, either
    • use the reverse Monogram with white in all the signature elements (as for dark backgrounds)
    • use the positive Monogram with black in all the signature elements (and either the background color or white in the letters/curlicues)
  whichever maintains the stronger contrast (See pages 20 and 21.)

• When selecting other colors, use any appropriate color from any color specification system.

Other Guidelines
• When reversing any element of a graphic signature from a background color, the color of the paper stock appearing in the signature elements should be white, off-white, or very light grey. (Note: In applications such as shipping cases and cartons, where the paper stock is kraft colored, signature elements may be reversed from a colored bar, band, or background, provided the selected color is strong enough to contrast with the kraft color and maintain high legibility.)

• When using colored paper stock, use the positive Monogram and overprint the entire graphic signature in black. If the paper stock is a very light color or a very light grey, the entire signature may be overprinted in Platinum Grey, if desired.

• When using color in the Dynamic Monogram, follow the guidelines in document 134, Dynamic Monogram, page 02.
Against white, off-white, and very light grey backgrounds, use the positive signature Monogram, and in all signature elements, use either

- solid black

- Platinum Grey

Note: If Platinum Grey is created using a minimum 133-line 40 to 50 percent screen of black, the Laser Line may appear broken or ragged. To avoid this problem, use solid black in the Laser Line.

As an option, use only Laser Red in only the Laser Line.

Preferred use of the corporate colors:
Platinum Grey in the signature Monogram and typography and Laser Red in the Laser Line, as shown in the example at the left, is the preferred use of the corporate colors against white, off-white, or very light grey backgrounds. Together, the corporate colors help express the fundamental identity of GE.

continued
Do not use any other color in graphic signatures.

Against a white background, signature elements must be the colors described on the preceding page. Use other colors in the background—in a bar, band, or full-bleed background—and reverse the signature in white or overprint in black. (See pages 20 and 21.)

Do not use Laser Red in the signature Monogram or typography.

Laser Red may be used only in the Laser Line or background.

Do not use any other color in the Laser Line.

The Laser Line may be only the same color as the other signature elements or, as an option, Laser Red, as shown on the preceding page. No other color may be used in the Laser Line.
Against black backgrounds, use the reverse signature Monogram, and in all the signature elements use either

- white

- Platinum Grey

As an option, use only Laser Red in only the Laser Line.

As an option, use
  - the positive signature Monogram with
    - Platinum Grey in the field
    - white in the letters/curlicues
  - white signature typography
  - a white (or, not shown, Laser Red) Laser Line

continued
Do not use any other color in graphic signatures.

Against a black background, both the signature Monogram and typography may be only white or Platinum Grey, and the Laser Line may be only the same color as the signature typography or Laser Red, as shown on the preceding page.

Do not use Laser Red in the signature Monogram or typography.

Laser Red may be used only in the Laser Line or background.

Do not use any other color in the Laser Line.

The Laser Line may be only the same color as the signature typography or, as an option, Laser Red, as shown on the preceding page. No other color may be used in the Laser Line.
Against Platinum Grey backgrounds, use either

- the reverse signature Monogram with white in all the signature elements (and the background color, Platinum Grey, in the field)

- the positive signature Monogram with black in all the signature elements (and the background color, Platinum Grey, in the letters/curlicues)

As an option, use only Laser Red in only the Laser Line.

Note: Against Platinum Grey, a Laser Red Laser Line will appear to vibrate.

As an option, use

- the positive signature Monogram with
  - black in the field
  - white in the letters/curlicues
- black signature typography
- a black (or, not shown, Laser Red) Laser Line

continued
Using Corporate Colors against Platinum Grey Backgrounds, continued

Do not use any other color in graphic signatures.

Against a Platinum Grey background, both the Monogram and signature typography may be only white or black, and the Laser Line may be only the same color as the signature typography or Laser Red, as shown on the preceding page.

Do not use Laser Red in the signature Monogram or typography.

Laser Red may be used only in the Laser Line or background.

Do not use any other color in the Laser Line.

The Laser Line may be only the same color as the signature typography or, as an option, Laser Red, as shown on the preceding page. No other color may be used in the Laser Line.
Against Laser Red backgrounds, use either

- the reverse signature Monogram with white in all the signature elements (and the background color, Laser Red, in the field)

- the positive signature Monogram with black in all the signature elements (and the background color, Laser Red, in the letters/curlicues)

As an option, use

- the positive signature Monogram with
  - black in the field
  - white in the letters/curlicues
- black signature typography
- a black Laser Line

continued
Do not use any other color in graphic signatures. Against a Laser Red background, all the signature elements may be only white or black, as shown on the preceding page.

Do not use Platinum Grey against a Laser Red background. It appears weak in comparison to the bright background and is difficult to read.

Do not use any other color in the Laser Line. Against a Laser Red background, the Laser Line may be only the same color as the signature typography. No other color may be used in the Laser Line.
In promotional media, use any appropriate color in bars, bands, or full-bleed backgrounds, and do either of the following, whichever maintains strong contrast and high legibility:

- Use the reverse signature Monogram with white in all the signature elements (and the background color in the field).

- Use the positive signature Monogram with black in all the signature elements (and the background color in the letters/curlicues).

As an option, use

- the positive signature Monogram with
  - black in the field
  - white in the letters/curlicues
- black signature typography
- a black (or, not shown, Laser Red) Laser Line

As an option, use Laser Red in the Laser Line where the background color provides sufficient contrast.

continued
Do not use other colors in graphic signatures.
Against a colored background, both the Monogram and signature typography may be only white or black, and the Laser Line may be only the same color as the signature typography or Laser Red, as shown on the preceding page.

Do not use Laser Red in the signature Monogram or typography.
Laser Red may be used only in the Laser Line or background.

Do not use any other color in the Laser Line.
Against a colored background, the Laser Line may be only the same color as the signature typography or Laser Red. No other color may be used in the Laser Line.
Program typography includes two typeface series:
• Univers®
• ITC New Baskerville™

These typeface series are used exclusively throughout the GE Identity Program. Each series is generally available throughout the world,* and each possesses visual characteristics that represent the Company and further the goals of the identity program.

By using these typefaces exclusively in all program applications, a distinctive and unique visual quality can be established across all Company communications. This precise visual character helps to
• unify and strengthen GE communications
• differentiate the Company from its competitors

Carefully follow the guidelines contained here and in document 200, Application Standards, to ensure the maximum benefit from the use of program typography in all media.

For information on signature typography, see document 131, Graphic Signatures, pages 31 to 35.

* For GE employees’ and their suppliers’ use in computer artwork, the authentic Univers and ITC New Baskerville series are available from the GE Identity Website.
Contents

133.01 The Univers® Series
133.02 The ITC New Baskerville™ Series

Univers is a registered trademark of Heidelberger Druckmaschinen AG.
ITC New Baskerville is a trademark of International Typeface Corporation.
The Univers series of typefaces has been selected for use throughout the GE Identity Program because it possesses visual characteristics that represent the Company and further the goals of the identity program:

- The optically refined and well-balanced drawing of the Univers letterforms communicates a sense of quality and sophistication.
- The sans serif style communicates a sense of modernity, high technology, and efficiency.

Univers 68 and 48, the bold and light condensed italic styles, possess additional visual characteristics valuable to the identity program:

- The condensed style communicates a sense of leanness.
- The italic style communicates a sense of forward motion, suggesting agility, dynamism, and future-oriented activity.

Univers 68 and 48 are used extensively throughout the GE Identity Program.

- In all media, Univers 68 and 48 are the primary typefaces used in graphic signatures. For guidelines on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.
- In permanent media such as stationery, signs, vehicles, product identification, and shipping cases and cartons, Univers 68 and 48 are used extensively.
- In promotional media such as advertising, brochures, product literature, and promotional materials such as direct mail and point-of-sale displays, Univers 68 and 48 are preferred for typographic accents such as captions, subheads, and folios.

Sources of Univers 68 and 48

Although Univers 68 and 48 are generally available throughout the world on a variety of typesetting systems, for GE employees’ and their suppliers’ use in computer artwork, the authentic Univers series, including Univers Condensed, is available from the GE Identity Website.

Note: In computer typesetting, Univers 68 and 48 may be known by other names, such as

- Univers 68: Univers (67) Condensed Bold Oblique
- Univers 48: Univers (47) Condensed Light Oblique

continued
Other styles in the Univers series may be selected as needed in program applications; for example:

- **Univers 67 and 47**, the bold and light condensed roman styles, are used for large areas of text such as the instructions on shipping cases and cartons, the copy in product identification labels, and the copy in accented feature columns in periodicals. Univers 67 and 47 are also used for the callouts in business forms.

- **Univers 65 and 45**, the bold and light roman styles, may be used in applications where the condensed or italic styles fail to meet local ordinances for specific applications, such as vehicle gross weight markings.

- **Any of the Univers series** may be used in promotional media for typographic accents such as captions, subheads, and folios.

**Univers Specifications**

In program applications, specify Univers typography using:

- capital and lowercase letters
- flush left, ragged right for two or more lines of typography
- a minimum of 1 point of line spacing in text settings
- normal letterspacing and word spacing

**Note:** Correct spacing is neither too tight nor too open. This visual standard applies to Univers typography used in all media. To maintain this visual standard while optimizing legibility, additional spacing may be required when:

- the method of reproduction is coarse, as in flexography
- the viewing distance is great or varied, as is the case with signs
- the viewing conditions are unusual, as is the case with moving vehicles

**Sources of the Univers Series**

Although the Univers series is generally available throughout the world on a variety of typesetting systems, for GE employees’ and their suppliers’ use in computer artwork, the authentic Univers series is available from the GE Identity Website.

<table>
<thead>
<tr>
<th>Traditional Name</th>
<th>Computer Font Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 39</td>
<td>Univers Condensed Thin Ultra*</td>
</tr>
<tr>
<td>Univers 45</td>
<td>Univers Light</td>
</tr>
<tr>
<td>Univers 46</td>
<td>Univers Light Oblique</td>
</tr>
<tr>
<td>Univers 47</td>
<td>Univers Condensed Light</td>
</tr>
<tr>
<td>Univers 48</td>
<td>Univers Condensed Light Oblique</td>
</tr>
<tr>
<td>Univers 49</td>
<td>Univers Condensed Light Ultra*</td>
</tr>
<tr>
<td>Univers 55</td>
<td>Univers Regular</td>
</tr>
<tr>
<td>Univers 56</td>
<td>Univers Oblique</td>
</tr>
<tr>
<td>Univers 57</td>
<td>Univers Condensed Regular</td>
</tr>
<tr>
<td>Univers 58</td>
<td>Univers Condensed Oblique</td>
</tr>
<tr>
<td>Univers 59</td>
<td>Univers Condensed Ultra*</td>
</tr>
<tr>
<td>Univers 65</td>
<td>Univers Bold</td>
</tr>
<tr>
<td>Univers 66</td>
<td>Univers Bold Oblique</td>
</tr>
<tr>
<td>Univers 67</td>
<td>Univers Condensed Bold</td>
</tr>
<tr>
<td>Univers 68</td>
<td>Univers Condensed Bold Oblique</td>
</tr>
<tr>
<td>Univers 75</td>
<td>Univers Black</td>
</tr>
<tr>
<td>Univers 76</td>
<td>Univers Black Oblique</td>
</tr>
<tr>
<td>Univers 85</td>
<td>Univers Extra Black</td>
</tr>
<tr>
<td>Univers 86</td>
<td>Univers Extra Black Oblique</td>
</tr>
</tbody>
</table>

*Not included in the Company’s font package.
As an option, ITC New Baskerville Italic may be used in product signatures.

In the complete series, four weights, each in both roman and italic styles, are available (but only two weights, the regular and bold, are shown at the left below). Selection is made according to the requirements of the specific application. For example,

• for high legibility in large areas of text, use the roman styles
• for emphasis, use the bolder weights
• for a sense of dignity and stability, use the roman styles
• for a sense of motion or activity, use the italic styles

ITC New Baskerville Specifications
In program applications, specify ITC New Baskerville typography using

for text settings:
• capital and lowercase letters
• flush left, ragged right
• a minimum of 1 point of line spacing
• normal letterspacing and word spacing

for headlines:
• capital and lowercase letters
• flush left, ragged right or centered
• tight letterspacing and word spacing

Sources of the ITC New Baskerville Series
Although the ITC New Baskerville series is generally available throughout the world on a variety of typesetting systems, for GE employees’ and their suppliers’ use in computer artwork, the authentic ITC New Baskerville series is available from the GE Identity Website.
A unique feature of the GE Identity Program is that the Monogram serves two distinct functions:

- As an integral component of graphic signatures, the full Monogram functions as the Company’s primary trademark. It communicates specific attributes about the Company—in particular, quality and reliability—for which the Monogram is well known around the world. Generally, when the Monogram functions as the primary corporate trademark, it is used as an element in graphic signatures and is referred to as the signature Monogram. (For more information on the signature Monogram, see document 131, Graphic Signatures, page 30.)

- As an optional graphic support device, a portion of the Monogram may be used in program applications, if desired. When the Monogram functions as graphic support, one of the authorized drawings shown on the following pages must be used. Because each drawing features only a portion of the Monogram and is reproduced large and bleeding off a format, it is referred to as the Dynamic Monogram, suggesting that GE is too dynamic to be contained.

Note: For GE employees and their suppliers, all versions of the Dynamic Monogram are provided in the computer font GE Logo Font, available from the GE Identity Website.
Dynamic Monogram

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- Right-Bleeding
- Left-Bleeding

One-Quarter Version

Horizontal Version
- Right-Bleeding
- Left-Bleeding

Linear Dynamic Monogram

Circle Versions

Bar Versions

Reproduction Alternatives
Use of the Dynamic Monogram is restricted to:
- all GE components
- only affiliates licensed to use the Monogram

Unless expressly licensed to do so, dealers, resellers, and other outsiders may not use the Dynamic Monogram in any materials.

Use the Dynamic Monogram in any application in any media. Its use is optional; it is not required in any program application, nor is it restricted to certain media.

Use either the Dynamic Monogram or other graphic support elements in an application. The Dynamic Monogram functions like a photograph, illustration, or thematic graphic or other graphic support in a specific layout. It provides visual interest to a graphic signature and other typographic messages. Therefore, when it is used in a layout, do not combine it with photographs, illustrations, thematic graphics, or other graphic support as its strength and clarity would be diminished.

Use the Dynamic Monogram large in a format. If reproduced small in relation to a format, the Dynamic Monogram loses its sense of dynamism.

Bleed the Dynamic Monogram. Three versions of the Dynamic Monogram bleed off the bottom and left or right edges of a format; two versions bleed left or right, top, and bottom. GE Logo Font, available from the GE Identity Website, provides extra area for this bleed. Do not add borders around the Dynamic Monogram and do not reproduce it so it stops short of the edges of the format.

Reproduce the Dynamic Monogram in a subtle color of low contrast to the background color. Generally, the graphic signature should be visually stronger than the Dynamic Monogram.

Typography may overprint the Dynamic Monogram. When reproduced in a subtle color of low contrast to the background color, the Dynamic Monogram can be overprinted with typography without losing legibility.

Note: Some marketing communications may require a stronger presentation of the Dynamic Monogram. When it is reproduced in strong contrast to the background, typography may not overprint it.

Do not use the Dynamic Monogram as a substitute for a graphic signature or the signature Monogram. Because it is used as a supporting graphic element in a layout, the Dynamic Monogram is always used with other program elements such as a graphic signature, program typography, and color—and never in place of them. Do not use the Dynamic Monogram to replace a graphic signature or to replace the signature Monogram in any program application.

Do not create other versions of the Dynamic Monogram. Do not bleed the Dynamic Monogram off formats at points other than those indicated in GE Logo Font.

Note: Reproduce the Monogram so the letters/curlicues are lighter than the field, as shown in the top example at the right. The letters/curlicues are never darker than the field.

To ensure correct reproduction, use the correct positive or reverse Dynamic Monogram, available in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website. (For more information, see document 382, GE Logo Font.)

Do not use the Monograms shown in this document in reproduction art.
When using this version, follow the guidelines on page 02.

The three-quarter right-bleeding version of the Dynamic Monogram features most of the script lettering and nearly three-quarters of the Monogram field. When this version bleeds off a format correctly, only the bottoms of both letters and the right edge of the “E” are trimmed.

Because of its relative completeness, the three-quarter version of the Dynamic Monogram is generally preferred in program applications. It is especially useful in vertical formats.
The three-quarter left-bleeding version of the Dynamic Monogram features most of the script lettering and nearly three-quarters of the Monogram field, like its right-bleeding counterpart, shown on page 03. When this version bleeds off a format correctly, only the bottoms of both letters are trimmed.

Because of its relative completeness, the three-quarter version of the Dynamic Monogram is generally preferred in program applications. It is especially useful in vertical formats.
When using this version, follow the guidelines on page 02.

The one-quarter version of the Dynamic Monogram features only the upper portion of the letter “G” and nearly one-quarter of the Monogram field. When this version bleeds off a format correctly, no part of the script “E” can be seen, but the curlicue on the left is shown in full.

Because the one-quarter version reveals only a small portion of the Monogram, it appears to be very close to the viewer. Therefore, in program applications where the accompanying graphic signature is large, the one-quarter version establishes a stronger contrast of scale than does the three-quarter version. Also, it may be used to introduce variety in a series of applications.
Horizontal Right-Bleeding
Dynamic Monogram

Created expressly for mastheads at the original GE.com, the horizontal right-bleeding version of the Dynamic Monogram may be used in any program application with a horizontal format. When this version bleeds correctly off a format, both the tops and bottoms of the letters are trimmed, and no part of the “E” appears in the lower-right corner.

When using this version, follow the guidelines on page 02.
When using this version, follow the guidelines on page 02.

Created expressly for use on tractor trailer vehicles, the horizontal left-bleeding version of the Dynamic Monogram may be used in any other program application that has a horizontal format. When this version bleeds correctly off a format, both the top and bottom edges of the letters are trimmed, and the left edge of the “G” appears in full.
When using any of the circle versions of the Linear Dynamic Monogram, follow the guidelines on page 02. The circle versions of the linear Dynamic Monogram are identical to the three-quarter, one-quarter, and horizontal versions of the standard Dynamic Monogram, shown on pages 03 to 07, except the fields of the Monograms are created by fine horizontal lines. These fine lines reduce the visual strength of the color used in them, allowing a dark color to appear lighter. For example, the black used in the example below appears grey.

When displayed on computer monitors, the example on this page appears incorrect. Except when greatly enlarged, the lines appear unequal in thickness and grouped in bands. It is for this reason that linear Dynamic Monograms should never be used for display on computer or video monitors. They are intended for use only in print applications.
The bar versions of the linear Dynamic Monogram are similar to the circle versions (an example is shown on page 08) except the fine horizontal lines in the fields extend to the left or right of the Monogram, creating the appearance that the Monogram is reversed from a bar.

As in the circle versions, these fine lines reduce the visual strength of the color used in them, allowing a dark color to appear lighter.

The bar versions are useful when a highly structured appearance or horizontal emphasis is desired. The bar may stop at the margin or another point on the layout grid or bleed off the format, as shown in the example below.
Generally, the Dynamic Monogram is reproduced in a subtle color of low contrast to the background, and the accompanying graphic signature is visually stronger than the Dynamic Monogram. When so reproduced, the Dynamic Monogram may be overprinted with typography.

Some marketing communications may require a stronger presentation of the Dynamic Monogram. When it is reproduced in strong contrast to the background, the Dynamic Monogram may not be overprinted with typography.

Note: Correct reproduction of the Monogram requires the letters/curlicues to be lighter than the field. The letters/curlicues are never darker than the field. To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website. (For information on using this font, see document 382, GE Logo Font.)

Examples of correct reproduction are shown on the following pages.

continued
Dynamic Monogram
Reproduction Alternatives, continued

continued
When displayed on computer monitors, the example on this page appears incorrect. Except when greatly enlarged, the lines appear unequal in thickness and grouped in bands.

It is for this reason that linear Dynamic Monograms should never be used for display on computer or video monitors. They are intended for use only in print applications.
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The product identification standards apply to all products marketed under the GE brand, including those that use both the name “GE” and a secondary brand name.

These standards provide a plan for displaying graphic signatures or the Monogram alone consistently and prominently on products marketed under the GE brand. They also help

• **streamline and modernize** the appearance of product identification

• **communicate specific attributes** of refinement, sophistication, high technology, dynamism, and innovation

• **unify** the identification of the GE brand of products made for or by all components, licensed affiliates, and third-party licensees so that each draws from and contributes to the strength of the GE brand

• **provide flexibility** to accommodate the space limitations and reproduction methods required to identify different products
Follow these general guidelines to develop and identify the GE brand of products:

Design products to feature graphic signatures. Consider the requirements of GE brand identification at the start of the product design process. Identification elements should appear to be integral to the product, complementary to its shape and function, and the result of foresight and planning. Attempts to squeeze a signature into the space left after a product has been designed to meet only engineering, ergonomic, and/or manufacturing requirements often results in a poor quality presentation of the GE brand, which is unacceptable.

Place the identification elements on a product in an asymmetrical layout. In a product identification format, avoid centering a graphic signature, the Monogram, or a secondary word mark used alone.

Note: As an exception to this general rule, on small products with necessarily symmetrical shapes, the best location for the product identification may be the center. For example, the best location for lamp identification may be in the middle of the bulb end. Similarly, on small appliances with symmetrical shapes, the best location for the identification may be centered above or below the central controls.

Use a graphic signature in all product identification where a secondary name—a word mark or a generic name—is used to identify the product.

• Use all three elements of a graphic signature:
  - the signature Monogram
  - signature typography
  - the Laser Line

• Use any of the signature arrangements:
  - Primary signature. Because the primary signature is preferred in all program applications, its use in product identification helps relate products to other media such as advertising, sales promotion materials, and product literature. Nevertheless, when the space available for identification is limited, the other graphic signatures may be used.
  - Compact signature. The compact signature is identical to the primary signature except that the signature elements may be placed closer together.
  - Vertical signature. This signature may be used when the application format is narrow or when a vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography.
  - Special signatures. When the space available for product identification is so restricted that none of the basic graphic signatures can be used, one of the special signatures may be used. These signatures are useful when the identification must appear in a short, wide band.

For more information, see document 131, Graphic Signatures.

• In graphic signatures, use the following product identification elements:
  - the communicative name of a component or licensed affiliate, if appropriate
  - a secondary word mark and/or model number and/or generic product name
  - a generic product name
  - product features or salient specifications

• Outside a graphic signature, use a
  - secondary word mark
  - model number
  - generic name
  - combination of these identification elements

• Do not use the communicative name of a GE business outside a graphic signature.
Use the Monogram alone when there is no room for signature typography or the typography cannot be reproduced at high quality.

Note: The minimum identification on all GE brand products is the Monogram, which has been used to identify entry-level products—those with the fewest features or enhancements.

Generally, the minimum diameter of the Monogram is 50-point GE Logo Font (1/2 inch or 12.5mm diameter). The minimum clear space surrounding the Monogram used alone is equal to 1/4 the diameter of the Monogram, as shown in the example at the top left.

Do not use secondary design marks such as logotypes, symbols, or icons. Instead, use a secondary word mark either

- in the signature,
  - type in
    - Univers 68 or 48* or a combination
    - ITC New Baskerville Italics
  - sized so the capital height is 1/4, 1/3, 1/2, or 3/4 the height of the Monogram
    (as described in document 131, Graphic Signatures, page 33)
  - colored the same as the signature Monogram: black, Platinum Grey, or white. (For more information, see document 132, Color)

- outside the signature, using any appropriate program font or combination of program fonts, including any in these series:
  - Univers (including Condensed and Extended)
  - ITC New Baskerville (including small capitals and oldstyle figures)
- size; there are no restrictions on type size
- color; there are no restrictions on type color

Note: When used outside a graphic signature, a secondary word mark may be endorsed by a signature, as shown in the example at the lower left. For more information on using graphic signatures as endorsements, see document 131, Graphic Signatures, page 37.

For all typography appearing on a product, including instructions and control markings, use any typeface in the Univers or ITC New Baskerville series, preferably type set in initial capital and lowercase letters. (Note: Although all-capital setting is acceptable, generally such a setting is the visual equivalent of a shout or bellow, which tone should normally be avoided. For more information, see document 133, Typography.)

Reproduce the Monogram so the letters/curlicues are lighter than the field, as shown in the top example at the right. The letters/curlicues are never darker than the field. To ensure correct reproduction, use the correct positive or reverse signature Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website. (For information on using this font, see document 382, GE Logo Font.)

At small sizes or when reproduction is coarse, the area where the curlicues join the circle may fill in slightly.

Use color according to the guidelines in document 132, Color. Metallic colors such as silver or gold may be used in product identification elements.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
When the space available for product identification is sufficient, the primary signature is used. In this example, the signature Monogram and signature typography are positioned at the far right on the product identification panel, and the Laser Line is bled left off the format. The asymmetrical layout and extension of the Laser Line suggest the qualities of dynamism and innovation.

For more information on the primary signature, see document 131, Graphic Signatures, pages 11 and 12.

The signature typography contains the secondary word mark, “L/U Angio,” typeset in Univers 48, the lighter of the two weights of Univers used in signatures. An exception to the standard use of Univers 68 for most typography in graphic signatures, this lighter weight is specified because it communicates a sense of high technology and exacting precision, qualities with which it is desirable for the product to be associated.

For more information on signature typography, see document 131, Graphic Signatures, pages 31 to 35.

The signature is reproduced in the corporate colors, Platinum Grey and Laser Red. Whenever possible, the corporate colors are used in product identification elements.

For more information on color in signature elements, see document 132, Color.

Note: The Laser Line may be reproduced only in the same color as the signature typography or Laser Red.

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Identification Elements:
Primary signature containing the component’s communicative name reproduced in white and Laser Red against a dark neutral background.

When the space available for product identification is sufficient, the primary signature is used.
In this example, the signature typography contains the communicative name of the component, “GE Medical Systems.” This name is useful as product identification because it serves a dual function: It identifies the source of the product while suggesting that the product is part of a group of interrelated products.

For more information on the primary signature, see document 131, Graphic Signatures, pages 11 and 12.

Note: When the communicative name of a component or affiliate is used in product identification, it must appear in a primary, compact, or vertical signature. A communicative name may not be used outside a graphic signature nor in a special signature.

The signature is positioned in an asymmetrical layout on the product. By extending the Laser Line to bleed left off the format and positioning the other signature elements to the right, the qualities of dynamism and innovation are emphasized.
Identification Elements:

- Compact signature containing the component’s communicative name reproduced in white against a dark neutral background.
- A secondary word mark outside the signature reproduced in blue against a light neutral background.

On large products, identification elements may appear separately. In this example, the compact signature containing the component’s communicative name, “GE Medical Systems,” is used as the main identification on the operator panel. The secondary word mark, “Mammoview,” typeset in Univers 48,* is featured in a large size outside the signature on the front panel of the product.

Only secondary word marks and model numbers may be used outside a graphic signature. Communicative names of components or licensed affiliates must appear in the graphic signature.

When identification elements appear outside a signature, they are typeset in any appropriate Univers font, combination of Univers fonts, ITC New Baskerville font, or combination of ITC New Baskerville fonts, normally in initial capital and lowercase letters.

For more information on program typography, see document 133, Typography.

Although the corporate colors are preferred for all identification elements, secondary word marks and model numbers used outside graphic signatures may appear in any appropriate color.

For more information on color, see document 132, Color.

*In computer typesetting, other names may be used, such as:
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
The vertical signature is used when the application format is narrow or when vertical emphasis is desired. In this example, the space available for product identification is sufficient to accommodate either the primary or the compact signature. However, the vertical signature is used because the vertical emphasis provides visual contrast to the horizontality of the product itself.

For more information on the vertical signature, see document 131, Graphic Signatures, pages 15 and 16.
When a product consists of component units, each unit may be identified.

**When appropriate, the content of the signatures used on component units may vary.** In this example, the product consists of two units. On the operator unit, shown on this page, the signature contains a secondary word mark. On the patient unit, shown on page 15, the signature contains the communicative name of the GE business responsible for the product.

Because the space available for product identification is limited, a special signature is used. The signature is positioned at the far left in the format to avoid a centered layout.

For more information on special signatures, see document 131, *Graphic Signatures*, pages 17 and 18.
The communicative name, “GE Medical Systems,” is useful here because it suggests that the product is part of a group of interrelated medical products.

Note: Not all component or licensed affiliate communicative names are appropriate for use as identification on products.
Identification Elements:
Special signature A containing the generic product name, product description, or benefit reproduced in white against a dark neutral background.

One of the special signatures is used when the identification appears in a narrow band. The entire signature is positioned at the far left in the format to avoid a centered layout.

For more information on special signatures, see document 131, Graphic Signatures, pages 17 and 18.

Any graphic signature may contain a generic name, product feature, or salient specification, as shown in the example.

Selection from the Univers series of typefaces is recommended for all nonproduct identification typography appearing on GE products, as shown in this example of a control panel.

For more information on program typography, see document 133, Typography.
To identify entry-level products (those considered basic, with the fewest features or enhancements) or where there is no room for a graphic signature, the Monogram may be used alone, as shown in this example of identification on a refrigerator door handle.

The Monogram used alone or in a graphic signature must always be reproduced so that the letters/curlicues are lighter than the field.

For more information on color in signature elements, see document 132, Color.
Identification Elements:
Compact signature containing the component’s communicative name reproduced in Platinum Grey and Laser Red against a light neutral background, and the model number outside the signature reproduced in white against a blue band.

Identification elements may appear in bars or bands of any appropriate color, if desired. In this example, a compact signature is reproduced in the corporate colors, Platinum Grey and Laser Red, against a light neutral background. Beneath the signature, the model number is reproduced in white against a colored band.

For more information on the compact signature, see document 131, Graphic Signatures, pages 13 and 14. For more information on color in signature elements, see document 132, Color.
When preparing a name plate or product rating label, in addition to the guidelines on pages 02 and 03, follow these guidelines whenever possible:

- Use a graphic signature at the top of the format.
- Align information on the label with signature elements.
- For the label information, use Univers 68* and, if needed, Univers 48*.

---

**Model** | **Weight** | **Serial Number**
---|---|---
C39-8 | 390-390 | 45398

**HP** | **Date of MFR** | **Maint. Inst.**
---|---|---
3900 | 1993/April | GEK-80002

**GE Transportation Systems** Erie, PA. Made in U.S.A
General Electric Company
Identification Elements:
Compact signature containing the generic name of the product, reproduced in Platinum Grey against a light neutral background.

When a product is identified using only its generic name, that name may appear in a graphic signature, typeset in the light weight of signature typography, Univers 48*.

*In computer typesetting, other names may be used, such as:
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
Although the guidelines that apply to the identification of domestic products also apply to products for sale outside the U.S.A., there are some distinctions:

- Whenever possible, use a graphic signature or the Monogram alone on the most visible side or surface of the product to be exported by U.S. components and overseas affiliates licensed to use the primary GE trademarks. An asterisk and trademark protection statement are not needed.

- The Monogram alone may be used to supplement a graphic signature or as the primary identification if used with the affiliate mark (joint marks). An asterisk and trademark protection statement are not needed.

- Indicate the country of origin (the country where the product was manufactured) on all exported products. If there is a specific reason to omit the country of origin, consult your legal counsel, because an indication of origin is a legal requirement in many countries.

In exceptional situations, GE components may use “General Electric Company” or “General Electric” instead of a trademark to identify their products. Affiliates are not authorized to use the Company name instead of a trademark.

Rating, Instruction, and Information Plates outside the U.S.A.

Even though rating, instruction, and information plates are attached to products identified elsewhere with the primary GE trademarks, a graphic signature with the Monogram or joint marks (or the Monogram or joint marks alone) must be placed at the top of the plate followed by an asterisk and one of the Form 1 standard trademark protection notation statements, as shown in document 121, Primary Trademarks & Service Marks, page 06.

If the function, design, or size of a product precludes the use of a rating plate, place the asterisk and trademark protection notice on the product packaging. This is the only instance where the statement is not required directly on the product.
Original Equipment Manufacturer (OEM) Customers & Their Dealers

On request, a manufacturer whose products use GE components, products, materials, or sub-assemblies may be authorized to attach a permanent information plate to the products, naming the GE products or materials included. When the plate clarifies information such as warranty coverage or service channels, it can benefit GE.

When the OEM prepares the plate, the plate should include only the initials “GE,” not the Monogram: for example,

```
Equipped with
GE Fractional-HP
Motor
```

All plates prepared by OEMs must be approved by the responsible GE business.

OEM customers may not be authorized to use GE trademarks on product packaging or in their advertising and promotion. On customers’ packages, references to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”

When a GE business supplies plates, tags, or labels to a customer OEM, these Company-prepared attachments should follow these guidelines:

• Make sure that the “equipped with” statement and graphic signature are less prominent than the OEM name or trademark on the complete product.

• Subordinate the graphic signature to the “equipped with” statement: for example,

```
Equipped with
GE Motor
```

• Supply the OEM with the same number of attachments as products. When the GE product is a material sold in bulk, establish suitable standards for determining the number of attachments to be supplied.

• Make sure that the tags and labels are removable and obviously impermanent.

• OEM customers may not use GE trademarks on product packaging. On customers’ packages, reference to the products supplied by GE should be a factual statement, such as “Equipped with GE Motor.”

The GE business selling the component product and supplying the plates, tags, or labels
• must detail limitations on use of the marks in writing to avoid any confusion; the agreement must state that the OEM or its distributors or dealers will not use GE trademarks in advertising or promotion
• is responsible for taking action if its customers or customers’ resellers abuse privileges of use or if misrepresentation occurs
The packaging standards apply to all point-of-sale packaging for the GE brand of products, including those marketed under both the name “GE” and a secondary brand name.

For guidelines on packaging used to transport products, see document 230, Shipping Cases & Cartons.

These standards provide a plan for featuring graphic signatures prominently and consistently in all point-of-sale packaging. They also help to

- **simplify and clarify** package information by standardizing its presentation
- **provide flexibility** to accommodate varying amounts and kinds of information
- **rationalize and organize** information by ranking it according to relative importance and presenting each rank consistently
- **modernize and streamline** packages by
  - using
    - a grid
    - rules and bars
    - a minimum number of type styles and sizes
  - eliminating
    - unnecessary promotional devices
    - secondary product design marks
- **unify** all packaging applications so that each draws from and contributes to the strength of the GE identity
- **reduce cost** through the use of common design standards
Because the nature, quantity, and relative importance of information appearing on packages varies, the first step in designing a package is to identify and prioritize the required information.

- Identify all information required on the package, including any of the following:
  - communicative name
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - quantity and/or weight of contents
  - product features
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - promotional slogans
  - identification block with, for example, the
    - communicative name (such as “GE Lighting”)
    - legal name (such as “General Electric Company”)
    - address
    - place of manufacture, if required

- Prioritize information according to individual package requirements, using only two categories:
  - **critical information** that requires emphasis and high visibility
  - **all other information**

Place the critical information in either or both
- the graphic signature
- the featured position below the graphic signature

- Place only one of the following in the signature typography:
  - communicative name
  - secondary word mark
  - generic product name
  - secondary word mark + generic product name
  - the slogan, “We bring good things to life.”

- Use any of the following as featured typography:
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - any combination of the above
  - the slogan, “We bring good things to life.”

- Further emphasize signature typography and featured typography by using either or both
  - large type
  - bold type (Univers 68*)

Place all other information in a supporting position, separated from signature and featured typography.

- Use any of the following as supporting typography:
  - product number
  - product size, style, or color
  - any promotional slogan
  - quantity and/or weight of contents
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - identification block

- Further deemphasize supporting typography by using either or both
  - small type
  - light type (Univers 48*)

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
Use a compact signature at the top of each printed panel.

- Size the capital height (CH) of the signature typography to equal $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, or $\frac{3}{4}$ the diameter (D) of the signature Monogram.

For more information on the compact signature, see document 131, Graphic Signatures, pages 13 and 14.

For guidelines on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

- Other graphic signatures may be used:
  - primary signature
  - vertical signature
  - special signatures (only if required)

Use Univers 68 and 48* for most typography.

- Use Univers 68 for signature typography, except when a graphic signature contains both a secondary word mark and generic product name, use Univers 48 for the generic product name.
  - as an option, a generic product name or secondary word mark may be typeset in ITC New Baskerville Italic or Univers 48
- Use Univers 68 and Univers 48 for featured typography and supporting typography.
- Use Univers 47 for warranties and instructions.
- Use the ITC New Baskerville series only when high-quality reproduction is used.

Limit the number of type sizes on a package and select ones that are distinctly different from each other. Generally, use no more than three sizes.

For more information on the use and specification of the Univers series, see document 133, Typography, pages 02 and 03.

Use a layout with a clear left margin determined by the position of the signature typography.

- Position signature typography to the right of the signature Monogram, separated by a space equal to at least $\frac{1}{4}$ the diameter of the signature Monogram. When space is extremely limited, signature typography may align with the right edge of the signature Monogram.
- Align all featured typography, supporting typography, rules, and bars flush left with the signature typography. Note: If necessary, illustrations, bar codes, and bands of color may appear in the left margin.
- Use a generous left margin to prevent typography from appearing to be horizontally centered in the panel.

Use rules outside the graphic signature to structure and emphasize featured and supporting typography.

- Use rules either as
  - dividers between information
  - underlines to emphasize information
- For all the rules on the package, use a weight (thickness) that is either
  - the same as the Laser Line in the graphic signature
  - distinctly heavier (thicker) than the Laser Line
- Use the space between the signature typography and the Laser Line as the amount of space between featured or supporting typography and rules that function as underlines.

Use bars to structure, differentiate, and emphasize featured and supporting typography.

- Size bars to be significantly heavier, or thicker, than rules with a height at least half the diameter of the Monogram.
- Begin bars flush at the left margin and bleed at the right edge and either the top or bottom edge of a panel. Generally, when using a bar at the top of a panel, keep the bottom of the bar above the top of the signature Monogram.

continued

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
Use bands to contain and emphasize the graphic signature and supporting typography, if desired.

- **Connect bands** around all panels and bleed at the top edge of each panel.
- **Use color in bands** when color coding is required.

**Use the Dynamic Monogram** for graphic support, if desired.

- **Use the three-quarter version** of the Dynamic Monogram, bleeding at the right and bottom edges of a panel. Do not wrap the remainder of the Dynamic Monogram around package edges.
- **Extend the Dynamic Monogram into the left margin,** if desired, but not beyond the right edge of the signature Monogram.
- **Reproduce the Dynamic Monogram in a subtle color** of low contrast to the background. When the number of colors is limited, use one of the linear versions of the Dynamic Monogram in GE Logo Font to achieve this subtle effect.

Featured and supporting typography and rules may overlap the Dynamic Monogram if the information remains legible. Note: Do not overlap the Dynamic Monogram with a heavy (thick) bar.

For more information on the three-quarter Dynamic Monogram, see document 134, Dynamic Monogram, page 03. GE Logo Font is available from the GE Identity Website.

**Use product illustrations or photographs** for graphic support in place of the Dynamic Monogram, if desired. Do not combine the Dynamic Monogram with an illustration or photograph on the same package panel.

**Use color correctly.**

- **In graphic signatures,** use the corporate colors or black whenever possible.
- **In the circular version of the linear Dynamic Monogram,** use black or Platinum Grey.
- **In the bar version of the linear Dynamic Monogram,** use the corporate colors or any appropriate color. Caution: When Laser Red is used on white or grey backgrounds, the result may appear pink.
- **In other elements,** including featured and supporting typography, rules, bars, bands, and backgrounds, repeat colors used in the graphic signature or use any appropriate color.

For guidelines on color, see document 132, Color.

**Unify all sides of a package** by consistently repeating elements.

- **Use a graphic signature on each printed panel,** always selecting the signature arrangement that best fits the display area on each panel. Because all the signature arrangements complement one another, different arrangements may be used on different panels of a single package. **Note:** Never force a signature arrangement into a display area. For example, if the area available to display the signature on a particular panel is predominately horizontal, do not crowd a vertical signature into it. Instead, use a signature arrangement that is also predominately horizontal, such as a compact or special signature.
- **Use the same size of signature typography,** aligned horizontally, in each graphic signature, if possible. Narrow side panels may require smaller signature typography or different signature arrangements than front and back panels.
- **Repeat featured typography and supporting typography** as necessary and, if possible, use the same size and placement on each panel.
- Use rules, bars, and bands of consistent thicknesses.
- Use the fewest number of type sizes required to differentiate the information.
Reproduction Materials
For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
The content of signature typography and featured typography may vary, depending on the requirements of each package.

The examples shown in the information matrix demonstrate a typical range of possibilities for the content of these information categories.
## Carry-Cool Portable Room Air Conditioner

### Signature Typography
- secondary word mark + generic product name

### Featured Typography
- Carry-Cool

- Portable Room Air Conditioner

### General Information
- We bring good things to life.

### Product Information
- **Carry-Cool**
- **White**
- **Model NTP05LS**
- **20” White NTP05LS**

- **GE Slogan**: We bring good things to life.
This example demonstrates the use of a generic product name in the graphic signature and the use of bars to structure, differentiate, and emphasize information. 

The generic product name may be used in the graphic signature when it is the most important information on a package.

Bars may contain supporting typography to differentiate this typography from signature typography and featured typography.

Supporting typography may be structured with flush left and flush right placement within bars and further differentiated with the use of color.

Caution: Store in a cool, dry place. Avoid direct sunlight.

Ribbon Cartridge

Black Replacement Ribbon for 3-8100 Printer

Open Here

We bring good things to life.

Made in Japan
Bands contain and emphasize the graphic signature and may be used to color code a line of products.

Promotional slogans may be differentiated from other supporting typography by placing them in bars at the top and bottom of a package panel, set in all capital letters and letterspaced, if desired.

To unify all sides of a package, all elements should be repeated in the same size whenever possible. In the example below, the featured typography fits on the side panel in a smaller size than on the front panel, but all other elements are repeated in the same size.

To unify all packages within a product line, all similar elements should be repeated in the same size, and both Platinum Grey and the second color should be used consistently.

Bands may be used to color code packaging for a line of products. The corporate colors, Platinum Grey and Laser Red, or any appropriate color may be used.

Packaging Examples
The three-quarter version of the Dynamic Monogram may be used for graphic support, reproduced in a subtle color of low contrast to the background.

Featured typography may be placed vertically on narrow side panels to maintain a large size and high visibility. To unify all sides of a package, rules are aligned and appear in the same color.

Featured typography and supporting typography may overprint the Dynamic Monogram if the information remains legible and the Dynamic Monogram is not obscured. In this example, only the supporting typography overprints to avoid obscuring the Dynamic Monogram.

To enhance legibility, long product use instructions are placed in a layout with a clear left margin whenever possible.
When desired, product illustrations may be used for graphic support. Illustrations may enter the left margin of a package panel and, if needed, may overlap or be overlapped by typography, rules, bands, and bars.
Product photography may also be used for graphic support. Photographs may enter the left margin and may be overlapped by typography, but they should not be combined on a package panel with the Dynamic Monogram.
The circular version of the linear Dynamic Monogram may be used for graphic support when the number of colors printed on a package is limited. This version is recommended for use on square and vertically oriented package panels.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.
When desired, the bar version of the linear Dynamic Monogram may be used for graphic support. Recommended for square and horizontally oriented packages, it should bleed at the right and bottom edges of a package panel and be cropped at the left to align with signature typography.

To create lighter letters/curlicues on a dark-colored package, the bar version of the linear Dynamic Monogram may be reproduced in the same dark background color (in this example, black) against a Laser Red bar.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.

When Laser Red is used in the linear versions of the Dynamic Monogram against white or grey backgrounds, the color may appear pink.
ITC New Baskerville may be used in product signatures. To complement this use, the same font may be used for the GE slogan, “We bring good things to life.”, and the featured typography, if desired.

Bars or bands may contain supporting typography to emphasize and differentiate it from the signature and featured typography.
Packages containing products made or sold by affiliates or other trademark licensees outside the U.S.A. or made by U.S. components for export sales should display the standard trademark protection notice Form 2.

If the packaging material or the available space makes using Form 2 difficult, one appearance of the trademark may be qualified with Form 1.

These standard trademark protection notices are shown in document 121, Primary Trademarks & Service Marks, page 06.
Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the primary GE trademarks on product packaging. References on customers’ packages to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”
The shipping cases and cartons standards apply to all packaging used to transport the GE brand of products, including those marketed under both the name “GE” and a secondary brand name.

For guidelines on point-of-sale packaging, see document 220, Packaging.

These standards provide a plan for featuring graphic signatures prominently and consistently in all shipping cases and cartons. They also help to

- **simplify and clarify** information on shipping cases and cartons by standardizing its presentation
- **provide flexibility** to accommodate varying amounts and kinds of information
- **rationalize and organize** information by ranking it according to relative importance and presenting each rank consistently
- **modernize and streamline** shipping cases and cartons by
  - using
    - a grid
    - rules and bars
    - a minimum number of type styles and sizes
  - eliminating
    - unnecessary promotional devices
    - secondary product design marks
- **unify** shipping cases and cartons so that each draws from and contributes to the strength of the GE identity
- **reduce cost** through the use of common design standards
Because the nature, quantity, and relative importance of information appearing on shipping cases and cartons varies, the first step in designing such a package is to identify and prioritize the required information.

- Identify all information required on the package, including any of the following:
  - communicative name
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - quantity and/or weight of contents
  - product features
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - promotional slogans
  - identification block with, for example, the
    - communicative name (such as “GE Lighting”)
    - legal name (such as “General Electric Company”)
    - address
  - place of manufacture, if required

- **Prioritize information** according to individual case or carton requirements, using only two categories:
  - **critical information** that requires emphasis and high visibility
  - **all other information**

Place the critical information in either or both
- the graphic signature
- the featured position below the graphic signature

- **Place only one of the following in the signature typography:**
  - communicative name
  - secondary word mark
  - generic product name
  - secondary word mark + generic product name
  - the slogan, “We bring good things to life.”

- **Use any of the following as featured typography:**
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - any combination of the above
  - the slogan, “We bring good things to life.”

- **Further emphasize signature typography and featured typography by using either or both**
  - large type
  - bold type (Univers 68*)

Place all other information in a supporting position, separated from signature and featured typography.

- **Use any of the following as supporting typography:**
  - product number
  - product size, style, or color
  - any promotional slogan
  - quantity and/or weight of contents
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - identification block

- **Further deemphasize supporting typography by using either or both**
  - small type
  - light type (Univers 48*)

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Use a compact signature at the top of each printed panel.

- Size the capital height (CH) of the signature typography to equal \( \frac{1}{4}, \frac{1}{3}, \frac{1}{2}, \text{ or } \frac{3}{4} \) the diameter (D) of the signature Monogram.

For more information on the compact signature, see document 131, Graphic Signatures, pages 13 and 14.

For guidelines on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

- Other graphic signatures may be used:
  - primary signature
  - vertical signature
  - special signatures (only if required)

Use Univers 68 and 48* for most typography.

- Use Univers 68 for signature typography, except when a graphic signature contains both a secondary word mark and generic product name, use Univers 48 for the generic product name.
  - as an option, a generic product name or secondary word mark may be typeset in ITC New Baskerville Italic or Univers 48

- Use Univers 68 and Univers 48 for featured typography and supporting typography.

- Use Univers 47 for warranties and instructions.

- Avoid the ITC New Baskerville series unless high-quality reproduction is used.

- Limit the number of type sizes on a case or carton and select ones that are distinctly different from each other. Generally, use no more than three sizes.

For more information on the use and specification of the Univers series, see document 133, Typography, pages 02 and 03.

Use a layout with a clear left margin determined by the position of the signature typography.

- Position signature typography to the right of the signature Monogram, separated by a space equal to at least \( \frac{1}{4} \) the diameter of the signature Monogram. When space is extremely limited, signature typography may align with the right edge of the signature Monogram.

- Align all featured typography, supporting typography, rules, and bars flush left with the signature typography. Note: If necessary, illustrations, bar codes, and bands of color may appear in the left margin.

- Use a generous left margin to prevent typography from appearing to be horizontally centered in the panel.

Use rules outside the graphic signature to structure and emphasize featured and supporting typography.

- Use rules either as:
  - dividers between information
  - underlines to emphasize information

- For all rules on the case or carton, use a weight (thickness) that is either:
  - the same as the Laser Line in the graphic signature
  - distinctly heavier (thicker) than the Laser Line

- Use the space between the signature typography and the Laser Line as the amount of space between featured or supporting typography and rules that function as underlines.

Use bars to structure, differentiate, and emphasize featured and supporting typography.

- Size bars to be significantly heavier, or thicker, than rules—at least half the diameter of the Monogram in depth.

- Begin bars flush at the left margin and bleed at the right edge and either the top or bottom edge of a panel. Generally, when a bar is used at the top of a panel, keep the bottom of the bar above the top of the signature Monogram.

*In computer typesetting, other names may be used, such as:
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
Use bands to contain and emphasize the graphic signature and supporting typography, if desired.

- **Connect bands** around all panels and bleed at the top edge of each panel.
- **Use color in bands** when color coding is required.

**Use the linear version of the Dynamic Monogram** for graphic support, if desired, as shown on pages 11 to 13.

- **Use either**
  - **the circular version**, which may extend into the left margin but not beyond the right edge of the signature Monogram
  - **the bar version**, which is aligned with the beginning of the signature typography
- **Bleed either version at the right and bottom edges of a panel**. Do not wrap the remainder of the Dynamic Monogram around panel edges.

**Featured and supporting typography and rules may overlap the Dynamic Monogram** if the information remains legible. To help maintain the legibility of overlapping typography, use a second color in the Dynamic Monogram. Note: Do not overlap the Dynamic Monogram with a heavy (thick) bar.

The linear Dynamic Monograms are provided in GE Logo Font, available from the GE Identity Website.

**Use product illustrations** for graphic support in place of the Dynamic Monogram, if desired. Do not combine the Dynamic Monogram with an illustration on the same panel.

**Use color correctly.**

- In **graphic signatures**, use the corporate colors or black whenever possible. Note: Do not use Platinum Grey on kraft-colored stock because it provides insufficient contrast.
- In **either version of the linear Dynamic Monogram**, use black or a dark color against kraft-colored stock.
- In **other elements**, including featured and supporting typography, rules, bars, bands, and backgrounds, repeat colors used in the graphic signature or use any appropriate color that provides sufficient contrast to the background.

For guidelines on color, see document 132, *Color*.

**Unify all sides of a shipping case or carton** by consistently repeating elements.

- **Use a graphic signature on each printed panel** with the same size of signature Monogram and the same thickness of Laser Line. Horizontally align the signatures.
- **Use the same size of signature typography**, aligned horizontally, in each graphic signature whenever possible. Narrow side panels may require smaller signature typography than front and back panels.
- **Repeat featured and supporting typography** as necessary and, if possible, use the same size and placement on each panel.
  - Use rules, bars, and bands of consistent thicknesses.
  - Use the fewest number of type sizes required to differentiate the information.

**Reproduction Materials**

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- **GE Logo Font**, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
The content of signature typography and featured typography may vary, depending on the requirements of each shipping case or carton.

The examples shown in the information matrix demonstrate a typical range of possibilities for the content of these information categories.
<table>
<thead>
<tr>
<th>Signature Typography</th>
<th>generic product name</th>
<th>secondary word mark + generic product name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gesil N</td>
<td>Silicone Sealant</td>
<td></td>
</tr>
</tbody>
</table>

### Featured Typography

- **Gesil N**
- **Silicone Sealant**

### Product Information

- **Gesil N**
- **Silicone Sealant**
- **White Silicone Sealant**
- **2600 Silicone Sealant**
- **2600 White Silicone Sealant**

- **GE slogan**: We bring good things to life.
These examples demonstrate the use of rules, bars, and bands to structure, differentiate, and emphasize information.

**Rules** may be used as underlines to emphasize featured typography and as dividers to structure supporting typography.

**Bars** may be added to help emphasize supporting typography and differentiate it from featured typography.

**Bands** contain and emphasize the graphic signature. When color coding is required on a one-color package, the graphic signature is reversed out of the band, allowing the kraft carton color to show through.

**Featured typography** may be emphasized with large and/or bold (Univers 68*) type.

**Promotional slogans** may be differentiated from other supporting typography by being reversed out of a bar, set in all capital letters, or letterspaced.

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*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Either of two versions of the linear Dynamic Monogram may be used for graphic support: the circular version, shown on this page, or the bar version, shown on page 12.

The circular version is recommended for square and vertically oriented shipping cases and cartons. The circular version bleeds at the right and bottom edges of a panel and may enter the left margin, but it may not extend beyond the right edge of the signature Monogram.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.
The bar version of the linear Dynamic Monogram aligns with signature typography.

Featured typography and supporting typography may overlap the Dynamic Monogram if the information remains legible and the Monogram is not obscured. To help maintain legibility of typography that overlaps the Dynamic Monogram, a second color is recommended.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.
A contents checklist on the side panel of a shipping case or carton may be separated and differentiated from other typography by rules or bars.

An open circle, which is visually compatible with the Monogram, may be used as the check mark area. Usually, all typography aligns flush left, and the open circles are positioned within the left margin.
Shipping cases and cartons containing products made or sold by affiliates or other trademark licensees outside the U.S.A. or made by U.S. components for export sales should display the standard trademark protection notice Form 2.

If the packaging material or the space available makes using Form 2 difficult, one appearance of the trademark may be qualified with Form 1.

These standard trademark protection notices are shown in document 121, *Primary Trademarks & Service marks*, page 06.
Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the primary GE trademarks on shipping cases and cartons. References on customers’ packages to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”
These standards apply to the advertising of
• the Company and its
  - components
  - subcomponents
  - licensed affiliates
• the GE brand of products and services

The advertising standards provide a plan for
featuring graphic signatures prominently and
consistently in all advertising media. In addition,
they help to
• unify the advertising of all GE components and
  licensed affiliates so that each draws from and
  contributes to the strength of the GE identity
• streamline and modernize the look of advertising
  by standardizing signature use and eliminating
  unnecessary or outdated graphic support elements
• create synergy in advertising through consistent
  use of typography
• communicate specific attributes of high technol-
  ogy, dynamism, innovation, and professionalism
• provide flexibility to accommodate different
  kinds of information and communication needs

The results of research that tested the GE
Identity Program advertising standards in typical
consumer advertisements suggest that the
objectives for which the standards were created
have been achieved. Specifically, in comparison to
consumers who viewed advertisements prepared
without the standards, consumers who viewed
print advertisements created according to the
advertising standards had the following
responses:

• They more often noted the Monogram with
  the theme line, “We bring good things to life.”

• They had a more positive impression of the
  Company, considering GE to be
  - professional
  - a high-technology company
  - innovative and forward thinking
  - known for research and development
  - a source of safe products and services

• They felt the advertisements had greater
  aesthetic appeal and were more attractive,
  colorful, and eye-catching.
Print Advertising
Guidelines 241.02
World Wide Web Site References 241.05
Examples 241.10

Outdoor Advertising 241.50

Broadcast Advertising 241.60

Yellow Pages Advertising
Guidelines 241.70
Examples 241.71

White Pages Listings 241.80

Advertising outside the U.S.A. 241.90
The advertising standards consist of three basic guidelines:

1. Use a graphic signature in all advertising according to the following standards:

   • Use any of the basic signature arrangements:

     - Primary signature. Because the primary signature is preferred in all program applications, its use in advertising helps relate this medium to others such as sales promotion materials, product literature, and packaging. However, where space is limited, the other graphic signatures may be used. For primary signature construction drawings and guidelines, see document 131, Graphic Signatures, pages 11 and 12.

     - Compact signature. The compact signature is identical to the primary signature except that the signature elements may be positioned closer to each other. For compact signature construction drawings and guidelines, see document 131, Graphic Signatures, pages 13 and 14.

     - Vertical signature. This signature may be used when the advertising format is narrow or when vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography. For vertical signature construction drawings and guidelines, see document 131, Graphic Signatures, pages 15 and 16.

   • Use all three elements of the graphic signature—the signature Monogram, signature typography, and Laser Line. Do not omit any element.

   - Bleed the Laser Line left off the advertising format. When this is not possible, begin the Laser Line:
     - at the left margin
     - flush left with the left column of copy
     - flush with the left edge of the signature Monogram

   • Keep the clear space within and surrounding the signature free from typography, photographs, illustrations, conflicting patterns, or the trim edge of the advertisement. In particular, do not allow text to appear directly to the right of the signature Monogram. For more information on the recommended minimum clear space around each signature, see document 131, Graphic Signatures.

   • Reproduce graphic signatures in correct colors, according to the guidelines in document 132, Color.

continued
• Limit the content of the graphic signature (the message contained in the signature typography) to the following:

In commercial and industrial advertising, use
- the communicative name of the component or affiliate + the GE slogan

In corporate, consumer, and consumer trade advertising, use
- the GE slogan

- the name of the product or service + the GE slogan

continued
2. Use the structure of the advertisement to place the graphic signature in an asymmetrical layout. Asymmetry is a fundamental layout concept used in all GE Identity Program applications.

- Place only the signature at the top or bottom of the format.
- Align the signature Monogram and signature typography with strong verticals in the advertisement, such as grid columns, copy blocks, or elements within a photograph or illustration.
- Balance the size and position of the signature with other layout elements in the advertising format.
- Do not center the entire signature or the Monogram in the advertising format.
- For emphasis, outdent the signature typography to extend right beyond an alignment point with a strong vertical, if desired.
- When space is sufficient, separate the signature Monogram from the signature typography with ample clear space, as desired.

3. Use ITC New Baskerville in all headlines and text.

- In headlines, use centered or flush left, ragged right settings, as desired.
- In text, use flush left, ragged right settings.

For more information on the ITC New Baskerville series, see document 133, Typography, page 04.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
GE Capital
Test Equipment Management Services
We bring good things to life.

www.ge.com

GE Investments
We bring good things to life.
www.ge.com

We bring good things to life.

GE Answer Center®

GE Capital

1-800-GE-RENTS and ask for a Customer Service Representative. If we cannot make it right, your rental will be free.

When you need a solution to a test equipment problem, let us spell it out for you. Call 1-800-GE-RENTS.

GE Capital

Test Equipment Management Services
We bring good things to life.

www.ge.com

GE Investments
We bring good things to life.
www.ge.com

GE Investments
We bring good things to life.
www.ge.com

GE Capital

Test Equipment Management Services
We bring good things to life.

www.ge.com

GE Investments
We bring good things to life.
www.ge.com

When using a reference to the Company’s World Wide Web sites (a universal resource locator, or URL) in print advertising, follow these guidelines:

• Use an address pertinent to the target audience.
  - The GE home page address, www.ge.com, is recommended for all components, subcomponents, and licensed affiliates, but a more specific or different address may be used: for example,
    - an aircraft engines advertisement might use www.ge.com/aircraftengines
    - a Monogram appliances advertisement might use www.monogram.com

• When using a reference in text, typeset the address in the same size and style as the surrounding text.

• When using a reference with the graphic signature signoff,
  - typeset the address in Univers 68 or 48,* equal in size to the signature typography (if two sizes are used, the smaller of the two sizes is acceptable); for emphasis, use Univers 68
  - place the address below the Laser Line, aligned with either the
    - left edge of the signature Monogram
    - beginning of the signature typography as shown in the examples at the left and below

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
Why we take technology so seriously

At GE, we’re perfectionists about diagnostic imaging equipment. And there are some very important reasons why.

Your patients.

Our MR, CT, x-ray, ultrasound and nuclear systems meet your highest standards. The image quality and clinical flexibility you need for confident diagnoses—day after day, patient after patient.

GE systems keep pace with clinical advances. We work closely with hundreds of clinical investigators and meet regularly with physicians on six advisory boards to translate your needs into improved hardware and software.

Out of this synergism has come such breakthroughs as xenon blood flow mapping in CT. And pulsed progressive fluor imaging which can reduce radiation dosage by 15-20% for pediatric procedures and angioplasty.

For 92 years the medical community has depended on GE imaging systems. But that’s not surprising, considering who’s depending on you.

Graphic signatures are aligned with strong verticals to relate the signature to the structure of the advertisement. In this example, the signature Monogram is aligned flush left with the copy column, and the signature typography is aligned flush right with the same column.

To give the signature greater prominence, more than the recommended minimum clear space for the compact signature is maintained between and surrounding the signature elements.

For information on the recommended minimum clear space in graphic signatures, see document 131, Graphic Signatures, pages 11 to 18.
To align the graphic signature with a strong vertical in this example, the signature Monogram is aligned flush left with the right copy column and the integrated illustration.

This consumer advertisement uses a compact signature containing the slogan required in consumer advertising, “We bring good things to life.”

Get your money’s worth. Or your money back.

What could be better than getting one of the best appliances money can buy? And if something should happen to go wrong, what could be better than getting your money back? That’s why we’re offering Satisfaction Guaranteed in addition to our warranties. Satisfaction Guaranteed lets you live with our major appliances* for ninety days. And if you’re not absolutely satisfied, we’ll replace them. Or refund your money.

We’re also the only major appliance maker with this guarantee. We also offer factory-trained service professionals and the Quick Fix® System for do-it-yourselfers. And our 24-hour GE Answer Center® service. (You could call us at 800 626-2000 about Satisfaction Guaranteed right now.)

Of course, you may never need to use our Satisfaction Guarantee. But isn’t it satisfying to know it’s there if you need it?

*Applies to new refrigerators, freezers, dishwashers, compactors, washers, dryers, microwave ovens, and cooking products purchased from an authorized GE retail dealer.

We bring good things to life.
To align the graphic signature with a strong vertical element in this advertisement, the signature Monogram is positioned flush left with a strong vertical element in the photograph. As shown in this example, the graphic signature may be isolated at the top of the format away from other copy as an endorsement to an editorial-style advertisement.

An effective method for incorporating a graphic signature into an advertisement is to place it in an even, un-patterned or subdued area of a photograph or illustration. As shown in this example, this method lends a dramatic emphasis to the signature.
Graphic signatures should be sized and positioned to balance other layout elements.

In this example, a compact signature, reversed in white, balances the copy and photograph of the airplane, also in white.

Graphic signatures should be reproduced on even, unpatterned or subdued backgrounds. In cases where the graphic signature must appear against a patterned background, the background should be subdued to minimize distracting detail, as shown in this example.

When a promotional slogan such as “Promises Count.” is desirable, it may be used as the last line of running text, typeset in ITC New Baskerville.

Nothing else quite like it.

Kenya Airways was the third airline to put the new GE CF6-80C2 engine into service aboard new widebody aircraft.

Since then, the engine has earned a reputation for meeting or beating its every promise and, in effect, setting a new record for reliability.

During its first year of operation at Kenya Airways, the -80C2 experienced not a single engine-caused flight cancellation. And despite utilization of over 12 hours a day, and hot, tropical temperatures, the engine has maintained an on-time departure record at an extraordinary 99.9%.

No wonder some 30 airlines have selected the CF6-80C2 as the preferred engine for their new widebody aircraft. So far.

Promises Count.

Wild animals still roam free on the African plains not far from Nairobi, where Kenya Airways makes its headquarters.

GE Aircraft Engines
We bring good things to life.
Graphic signatures may be positioned at the top or bottom of an advertisement. In the same advertisements on page 15, the graphic signatures are placed at the top of the format.

Generally, the elements of a graphic signature are aligned with strong verticals in an advertisement.

In these examples, the signature Monogram and signature typography are aligned with the copy blocks.

Note: The signature Monogram should not be centered in a format. As shown in the example at the left, the entire graphic signature may be centered to align with a single centered copy block.
GE Aircraft Engines
We bring good things to life.

PROVEN POWER
The performance and future of the F404 know no bounds. In fact, the world standards for fighter/attack engine reliability, maintainability, and operability are being set by F404s used in the F/A-18 of four nations and in the F-14 of the U.S. Marine Corps. Proven in the F-14s of four nations and in the F-18s of four nations, F404s have logged 6,500 hours of operating time and are setting new standards of excellence.

The performance and future of the F404 know no bounds. In fact, the world standards for fighter/attack engine reliability, maintainability, and operability are being set by F404s used in the F/A-18 of four nations and in the F-14 of the U.S. Marine Corps. Proven in the F-14s of four nations and in the F-18s of four nations, F404s have logged 6,500 hours of operating time and are setting new standards of excellence.

In the most demanding conditions, the T700 has proven itself again and again. This T700 combustor is ready for more action after already having logged 6,500 hours without repairs in tough North Sea duty. Such operating experience is 5-10 times longer than previous combustor designs. GE's advanced technology — setting new standards of excellence.

Graphic signatures may be positioned at the top or bottom of an advertisement. In the same advertisements on page 14, the graphic signatures are placed at the bottom of the format.

Whenever possible, the Laser Line bleeds left off the format. To accentuate the signature, the Laser Line may bleed across the gutter and off the left page of a spread.
When the advertising format is narrow or when a vertical emphasis is desired, the vertical signature arrangement may be used. In this example, the signature Monogram and signature typography are aligned flush left with the paragraph indent in the far right column of copy, creating a strong asymmetrical sign-off to emphasize the signature. Whenever possible, the Laser Line is bled left off the format.

WE’VE JUST TOPPED THE TOP COOKTOP.

The leading modular downdraft cooktop has been around for years. So it wasn’t too hard to think of ways to improve on it.

To start with, we replaced the older model’s electro-mechanical control system with the first one that’s totally electronic. (For more accurate cooking temperatures.) And instead of a fixed-speed fan, we installed a variable-speed exhaust. (A big advantage. Particularly when it comes to reducing kitchen noise.)

We also made our fan more powerful, so builders can use longer ducts: 34 feet instead of 26 feet. (It gives more choice of where to put the cooktop.)

Our new GE model comes with a grill and has optional Calrod® units, solid disks, an induction cooking surface and a griddle. But although these modules may sound conventional, the way some of them are made isn’t. The griddle, for instance, is the only one with the heating element contained inside the cooking unit, instead of being a separate item below it.

All in all, we believe we’ve designed the best cooktop in the business. Even if it isn’t the best-seller. Yet.

We bring good things to life.
Generation to Generation
Recyclable engineering materials today promise an even greater legacy than immediate reductions of costs and waste.

Generation and regeneration from packaging to automotive to construction. The energy isn’t lost. Our promise for the future. Advanced technology plastics offering long-term productivity and potential.

Recyclable. Reusable. Responsible.

For an informative outlook on recycling engineering plastics, call 800 845-0600.

GE Plastics
We bring good things to life.

Graphic support elements such as photographs or illustrations may overlap the portion of the Laser Line extending to the left of the signature Monogram.

In this example, the photographic elements appear to cross the Laser Line, creating a dramatic interrelationship between the graphic signature and the graphic support element.

Note: Avoid obliterating the Laser Line. The Laser Line must always be visible as an element of the graphic signature.

For emphasis, the signature typography may be outdented or used in a large size.

In this example, the typography extends beyond the alignment point of the right edge of the copy block, and the signature typography is sized to equal one-half the diameter of the signature Monogram. Because of its size and position, the signature typography is a dominant element in this advertisement.
For headlines and text, any typeface in the ITC New Baskerville series may be used. Because this series contains four weights of type, each available in both roman and italic versions, advertisements can feature rich typographic contrast. In this example, ITC New Baskerville Semibold is used in the headline, and ITC New Baskerville italic is used in the text.

When it comes to your institution’s financial health, it makes sense to go to a specialist. GE Medical Systems Financing.

We understand the business of healthcare. The difficult balance between quality of care and reality of costs. What it takes to maintain, and improve, profitability in an increasingly competitive field. The unique combination of economic pressures and medical considerations that influence your financial decisions.

What does this understanding mean for your institution?

Financing instruments precisely designed for your operation. Payment plans that help you preserve working capital and stabilize cash flow. Alternative sources of capital to support your continued growth. And financial experts familiar with the complexities and opportunities in today’s healthcare market.

So, if you’re interested in improving the financial fitness of your institution, talk with GE Medical Systems Financing. We can help make good medicine good business. 800 624-5692.

GE Medical Systems
We bring good things to life.
Introducing a line of built-in appliances designed for people who dislike unnecessary irritation.

Anyone who has ever had a wall torn down, or new plumbing installed, will have an idea of some of the headaches involved in building a custom kitchen. But one source of annoyance often comes as a complete surprise. And that’s the remarkably complex business of buying built-in appliances. Unfortunately, the refrigerator that most people seem to want comes from one company. The dishwasher from another. The oven from a different firm. And the cooktop from yet another.

Which could mean you’d have to go to four different places to buy them, and even worse, deal with four different companies when you needed service.

Now GE is introducing a simple alternative. Monogram.

A line of built-in appliances with some significant advantages over the others. There’s a refrigerator, for instance, that offers more usable space than similar built-ins.

A downdraft induction cooktop that’s more accurate and easier to keep clean than any other downdraft model.

An electronic dishwasher that can blend in with the kitchen cabinets better than any other.

A double oven with European looks and American capacity.

And more.

But technological advances like these are not the sole reason why you should consider installing this new line. Its major virtue is that it is a line. Which means that you only have to deal with one company to see it, buy it, and have it serviced.

And it’s a company that goes just a little further when it comes to service.

Who else offers anything that can give you as much helpful information as The GE Answer Center® service? (Just call 800-626-2000, any hour of the day or night.)

Who else backs their products with a nationwide network of factory-trained service professionals?

No one else. Only GE.

Monogram.

We bring good things to life.

If the Laser Line bleeding left off the format would interfere with important elements of a photograph or illustration, the Laser Line may abut the photograph or illustration, as shown in this example.

ITC New Baskerville is used in all advertising headlines and text. Because the headline is long in this example, it is typeset in capital and lowercase letters to maintain high legibility.
In short headlines, ITC New Baskerville may be typeset in all capital letters for emphasis, if desired.

Whenever possible, the Laser Line bleeds left off the format. However, when this is not feasible, the Laser Line may begin flush with the left copy column, as shown in this example.

At GE, we have created what is unquestionably the world’s largest top-mount refrigerator.

Our new 24.7 cubic foot model. It offers homebuyers more of the one thing they never seem able to get enough of. Space.

And not just raw space, but space so cleverly used, it makes this refrigerator seem even larger than its already gigantic size.

For instance, it has door shelves so deep they can swallow milk containers by the gallon.

And the main refrigerator section has our unique Quick Serve® Trays which slide under the shelves, so they open up even more usable space.

This remarkable refrigerator also comes with something else no one else offers. Crushed ice through the door.

It also has our new, more compact and energy-efficient rotary compressor.

Which is one reason why our new refrigerator isn’t any wider than our 22.5 cubic foot model.

Put it all together, and you have what we think is not only the world’s biggest top-mount.

But the best.
Against light grey backgrounds, the corporate colors, Platinum Grey and Laser Red, should be used in graphic signatures.

When four-color process is used:

*Platinum Grey* may be reproduced as 40 to 50 percent black, using a minimum screen of 133 lines. If this or a finer screen is not available, the signature Monogram and signature typography are reproduced in solid black, as shown in this example.

*Laser Red* may be reproduced as solid magenta/yellow.

For information on color in graphic signatures, see document 132, *Color*.

---

When performance counts.

F-16s, powered by GE F110 engines, are doing everything expected of them. And then some.

At the 86th TFW at Ramstein AB, mission readiness is currently running at 92%—well ahead of the 85% goal.

Operational performance is extraordinary too. Immediate responsiveness throughout the flight envelope. Turn advantage up to 1.5g. No hot-day take-off limitations whatever.

One pilot put it best: "The F110 allows the pilot to fly the aircraft wherever he wants, when he wants, throughout the entire flight envelope, without worrying about the engine. You can go from idle to full AB at will."

---

**GE Aircraft Engines**

*We bring good things to life.*
Against colored backgrounds, graphic signatures are reversed in white, as shown in this example, or overprinted in black. When the background color provides sufficient contrast, the Laser Line may be reproduced in Laser Red.

For more information on the use of color in graphic signatures, see document 132, Color.

On the way.

The Super Tomcat, powered by GE F110 engines is on schedule and on the way. On September 29, 1986, the engine flew for the first time aboard an F-14A Plus, and did everything it was supposed to. Same thing is true in more than 100 test flights since.

When delivered to the fleet in late 1987, the F-14A Plus will give the Navy the fighter engine it’s been looking for. One plus is no throttle restrictions whatever. Another plus is enough extra thrust to perform shipboard catapult launches without afterburners.

But one thing is the biggest plus of all: the F110 is now a reality for the Navy, and represents a giant step towards the fighter of the future, the F-14D Super Tomcat.
GE ULTRASOUND CASE STUDY

Assessment of complications in early pregnancy

Transvaginal ultrasound represents an important advancement in assessing complications in early pregnancy, offering several advantages over conventional transabdominal scanning. A 5 MHz GE Transvaginal sector transducer is applied directly to the uterus through the vaginal fornix. The need for a full bladder is eliminated, as is the diagnostic uncertainty created by an inadequately filled bladder. The distortion caused by overfilling, as with the transabdominal ultrasound technique, is also eliminated. Transvaginal image quality is not affected by maternal obesity or a retroflexed uterus. Transvaginal ultrasound also permits the use of higher frequency transducer elements for improved axial resolution and optimal lateral resolution, as seen in the following case study.

Fig. 1—Transvaginal scan of quadruplets shows three gestational sacs, one of which is out of the imaging plane. Amniotic membrane between identical twins is seen. Image demonstrates the thicker and more echogenic chorion separating the identical twins.

Case study

A 25-year-old patient with vaginal bleeding was referred to confirm fetal viability nine weeks following in vitro fertilization and embryo transfer. A transabdominal scan demonstrated three gestational sacs within the uterine cavity, one sac containing two embryos and the other sacs containing one embryo each. No separating membrane could be defined between the embryos in the single sac, and cardiac activity could not be observed in one of the fraternal embryos. A transvaginal scan was then performed using the GE 5 MHz Transvaginal probe and the RT 3600 system. The scan demonstrated cardiac activity in all four embryos, and identified a membrane in the single sac, (Fig. 1) indicating diamniotic monochorionic twins.

Conclusion

Unequivocal sonographic diagnosis in early pregnancy requires clear visualization of very small structures. The resolution afforded by transvaginal scanning permitted the visualization of a nine week multiple gestation, with precise identification of detail. The ability to demonstrate cardiac activity also permitted the physician to eliminate the likelihood of spontaneous abortion at an earlier gestational stage. The certainty afforded by visualization of a live embryo in the endometrial cavity clarifies diagnostic considerations, assures the patient, and eliminates the need for follow-up scans.

Acknowledgement: Don A. Cubberley, M.D., Dept. of Radiology, Univ. of Utah, Salt Lake City, UT.

GE ultrasound advantage

GE ultrasound provides superior image quality, resolution, and acoustic access necessary for a variety of procedures. A wide choice of fully electronic phased array probes are lightweight and easy to use.

To receive a detailed discussion of the case presented here, call GE at 800 624-5692 and request Ultrasound Clinical Symposium No. 7588.

GE Medical Systems
We bring good things to life.
This is the law that gave leasing a whole new lease on life.

for the English translation, call GE Capital at 800 243-2222

If you’re in business, you already know that the Tax Reform Act of 1986 has changed the way you’ll conduct your business from now on. You may also know that equipment leasing is one important area where the rules (and the tax implications) have changed. What you may not know is that Tax Reform has left many past benefits of equipment leasing intact as well as adding important new ones.

Happily, there’s an alternative to wading through all 1,434 closely-spaced pages of the official Tax Reform Act documents to learn what’s new (and what’s old, but still OK) in leasing.

That alternative is GE Capital. We’ve been more involved in the ins and outs of equipment leasing over the past two decades than any other lender. So translating Washingtonese into plain English on a subject this close to our hearts comes easy to us.

And the fruits of our labor are yours for the asking: a few short and simple booklets that explain the ins and outs, advantages and disadvantages, of equipment leasing in 1987 and beyond.

Required reading for CFOs, principal accountants and company treasurers is our leasing primer: “Leasing and Tax Reform—A Guide Through the Maze.” It explains in a handful of paragraphs how you can start to determine whether leasing is right for your company, right now.

Your second semester reading list is our second brochure—“The New Corporate Alternative Minimum Tax.” And if you’re ready for a postgraduate cram course, we can recommend “The Transitional Rules: Why Equipment Leasing Now Makes Even More Sense.” (Half an hour with this one and you’ll be tossing out phrases like “Special Aircraft Rule” and “Modified Accelerated Cost Recovery System” with a smug smile.) Any or all of our thankfully brief booklets are yours for the asking.

Of course, our slim library won’t answer all your questions about how leasing may apply in your particular case. Only a fully-qualified leasing expert can do that. Fortunately, you can find as many of those as you need, right where you found the free booklets...and for the same price.

Is equipment leasing still alive and well after Tax Reform? Yes, indeed—and the sooner you contact GE Capital, the sooner you’ll know how leasing can help improve your company’s tax picture.

So mail in the coupon below, and we’ll mail out the booklet(s). Better still, dial our toll-free leasing hotline.

We do things differently because we see things differently.

GE Capital
We bring good things to life.

For more information on the use of color in graphic signatures, see document 132, Color.
A ding-free car?

GE Automotive
We bring good things to life.

The print advertising guidelines (pages 02 to 05) apply to outdoor advertising.

Whenever possible, outdoor advertising should relate to the print or broadcast advertising used in the locality by using the same or similar headlines and images.

In the example of a billboard in Detroit shown at the left, the image and headline were being used in a print advertisement appearing in automotive trade magazines.

continued
If no print or broadcast advertisements are used in the locality, a graphic signature may be used by itself in outdoor advertising, as shown in the example at the left. The signature may contain any of the kinds of messages discussed on page 03.

The graphic signature may be combined with graphic support such as the Dynamic Monogram, shown at the left.
In place of the Dynamic Monogram, a simple photograph, shown at the left, or illustration may be used as graphic support, combined with the graphic signature to create an appealing outdoor advertisement.

Outdoor advertising can resemble the close of broadcast advertising by bleeding an appropriate photograph at the upper-right corner of the billboard, with the graphic signature placed to the left of and below the photograph.

GE Aircraft Engines
We bring good things to life.
These guidelines apply to all broadcast advertising pertaining to
• the Company and its
t- components
- subcomponents
- licensed affiliates
• the GE brand of products and services

Television Advertising
• Use one of the standard sign-offs shown at the right at the end of each televised advertisement.
• Use the name “GE” to refer to the Company and its components, subcomponents, and licensed affiliates (if appropriate) and the GE brand of products and services.
• Do not use the name “General Electric” or “General Electric Company.”

To obtain elements of the standard commercial close, contact:
Manager – GE Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

Radio Advertising
• Use the name “GE” to refer to the Company and its components, subcomponents, and licensed affiliates (if appropriate) and the GE brand of products and services.
• Do not use the name “General Electric” or “General Electric Company.”
These guidelines apply to Yellow Pages advertising of:
- the Company and its components
- subcomponents
- licensed affiliates
- the GE brand of products and services

• Use special signature B shown in the examples on page 71. (For signature construction drawings and guidelines, see document 131, Graphic Signatures, pages 17 and 18.) This signature arrangement permits the signature Monogram to be placed closer to the Laser Line than is possible in the other graphic signatures. Note: Avoid using the special signatures in general commercial, industrial, consumer, or consumer trade advertising.
- Use the communicative name of the component or affiliate (such as “GE Computer Service” or “GE Consumer Service”), typeset in Univers 68* initial capital and lowercase letters, in the signature. For more information on signature typography, see document 131, Graphic Signatures, pages 31 to 35.

• Place the signature at the top of the format.
- Place the signature Monogram in the upper-left corner. Maintain clear space equal to one-quarter the diameter of the signature Monogram above and to the left of the Monogram.
- Place the signature typography in the right portion of the format, with its baseline horizontally aligned with the base of the signature Monogram.
- Bleed the Laser Line left off the format (to abut the enclosing rectangular outline, where such outlines are required). End the Laser Line at a point of vertical alignment with the end of the “E” in “GE.”

Note: The Dynamic Monogram may be used by only GE components and licensed affiliates—not non-Company service operations, even if they are authorized to use the Monogram alone or in a graphic signature.

• Use the three-quarter version of the Dynamic Monogram in the lower-right corner. This element draws attention to the advertisement and can help relate Yellow Pages advertising to other media, such as the identification on service vans.
- Bleed the Dynamic Monogram off the bottom and right edges of the format (to abut the enclosing rectangular outline, when such outlines are required).
- Print the Dynamic Monogram in solid black—an exception to the standards for reproducing the Dynamic Monogram.
- Do not allow any typography or graphic elements to overprint the Dynamic Monogram.

For more information, see document 134, Dynamic Monogram.

• Use ITC New Baskerville in copy appearing outside the signature.
- Set copy in columns, flush left, ragged right.
- Use no more than three sizes and two weights of ITC New Baskerville whenever possible.
- For moderate emphasis of copy, use a heavy weight of typography or bullets.
- For strong emphasis of copy, reverse typography from a solid black bar.

For information on the ITC New Baskerville series, see document 133, Typography, pages 04 and 05.

• Align copy columns with signature elements.
- When space is sufficient, keep the left margin beneath the signature Monogram clear. This clear margin helps to accentuate the signature Monogram. When this is not possible, align the left copy column with the left edge of the signature Monogram.
- Align a second copy column with the signature typography.
- Align other graphic elements, such as the images of credit cards, with the copy columns or signature elements.

• If applicable, position the slogan, “We bring good things to life.”—typeset in Univers 68*—at the bottom of the format, aligned with a copy column.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
GE Consumer Service

Also Servicing:
• RCA
• Hotpoint
• JC Penny

For Service
Chicago
582-1300
Suburbs
636-2020
GE Services
4120 SW Highway
Hometown

For Parts
Chicago
477-5610
4305 Lincoln Avenue
Suburbs
636-2020
4120 SW Highway
Hometown

We bring good things to life.

Also Servicing:
RCA, Hotpoint, JC Penny

For Service
Chicago
582-1300
Suburbs
636-2020
GE Service
4120 SW Highway
Hometown

For Parts
Chicago
477-5610
4305 Lincoln Ave.
Suburbs
636-2020
4120 SW Highway
Hometown

We bring good things to life.
These guidelines apply to White Pages listings of the Company and its components, subcomponents, and licensed affiliates.

Telephone directory White Pages listings help customers locate and contact GE. If the listings are easy to find, they leave customers with a favorable impression of the Company because they can reach GE quickly without wasting time on referral calls.

GE Company and Components

List “GE COMPANY” first, and below it, in alphabetical order, list the communicative names of components (usually consisting of “GE” plus a generic description of the component’s broadest competence or major product line). Note: Not all publishers permit such listings.

Cross-reference GE. Because some callers seek listings under the legal name, list product information and consumer product service numbers under “GENERAL ELECTRIC COMPANY” with a cross-reference to the GE Company listings, if required. Note: Do not list any component, subcomponent, or affiliate numbers under this heading.

List all GE businesses under one bold heading, “GE COMPANY,” to help callers quickly locate the Company. These listings should follow any for product information (such as “GE Answer Center”) and consumer product service. Do not use bold headings for each office listing because such bold headings would compete with the “GE COMPANY” heading, making it difficult to read the listing.

Because of the high volume of calls to product information, consumer product service, and manufacturing plant (where applicable) numbers, list these numbers before the alphabetical listing of components’ numbers.

Affiliates

List “GE Capital” under the “GE COMPANY” bold heading and above the “OTHER OPERATIONS” subheading. List all other affiliates alphabetically with GE components under “OTHER OPERATIONS.”

Note: List only GE components and affiliates under the name “GE” in White Pages. Independent resellers and dealers may not be listed under “General Electric Company,” “General Electric,” or “GE Company.” Entries such as “GE Repair Shop” or “General Electric Washing Machine Parts” should be brought to the attention of the business Intellectual Property Counsel for appropriate action.

continued
Multiple-Listing Format

The example at the left illustrates a correctly organized listing for multiple GE components and affiliates.

1. **GE COMPANY**
2. **PRODUCT INFORMATION**
   GE Answer Center
   Toll Free.................800 626-2000
3. **CONSUMER PRODUCT SERVICE**
   Service..................452-3511
   Parts 4421 Bishop Ln......452-3521
   Or Call Toll Free........800 626-2002
4. **MANUFACTURING PLANT**
   GE Superabrasives
   425 Broadway...........642-9311
   Employment...............284-9118
   Production Office........462-9088
   Medical Office............642-9815
5. **GE CAPITAL**
   Administrative Offices
   260 Long Ridge Rd........357-4000
   Customer Service
   260 Long Ridge Rd........357-4508
6. **OTHER OPERATIONS**
   GE Aircraft Engines
   1 Prestige Dr.............238-6800
   GE Computer Service
   Connecticut Service Center
   1 Prestige Rd..............238-6857
   Data Communication Service
   1 Prestige Dr..............238-6899
   Quick Rental Instruments
   1 Prestige Dr..............238-6800
   GE Ericsson Mobile Communications
   425 Broadway Sq...........824-3201
   GE Lighting
   1 Prestige Dr.............238-6808

1. "GE COMPANY" is the initial bold heading, followed by
2. "PRODUCT INFORMATION" listings, followed by
3. "CONSUMER PRODUCT SERVICE" and parts listings, followed by
4. "MANUFACTURING PLANT" listings, followed by
5. "GE CAPITAL" listings, followed by
6. "OTHER OPERATIONS," listings for all local GE components and affiliates
Although the print advertising standards (pages 02 to 05) apply throughout the world, there are additional rules to follow outside the U.S.A.:

- A created or acquired business licensed to use a primary GE trademark by itself should use it, normally in a graphic signature, for the sign-off in an advertisement.

- A joint venture licensed to use the Monogram together with the mark(s) of the other joint venture partner(s) (joint marks) should use these marks, normally in a graphic signature, for the sign-off.

- The primary GE trademarks should be qualified with a standard trademark protection notice, preferably Form 2, as shown in document 121, *Primary Trademarks & Service Marks*, page 06.

When the Company name or business name is already featured, use Form 1, also shown in document 121 on page 06.
These guidelines apply to the display advertising of employment opportunities with
- the Company and its components and subcomponents
- divisions, departments, and operations
- affiliates licensed to use the GE identity

Successful recruitment advertisements do more than list job openings. In a swarm of competing advertisements of widely varying quality, successful advertisements attract and hold a desirable candidate’s attention. Their look and tone reflect the advertised company’s culture and philosophy, providing an introduction to the company for the prospective employee. According to the Newspaper Advertising Bureau and other experts, that perception strongly influences a candidate’s decision to pursue a career with a company.

Thus, each GE recruitment advertisement must
- stand out from competitive clutter
- appeal to the high-quality people the Company seeks to hire

This document contains guidelines for
- layout
- typefaces
- the signature identifying the component or affiliate

as well as suggestions for advertising copy to help bring greater clarity, consistency, and creativity to GE recruitment advertisements, making them
- highly visible and appealing to the people that the Company seeks to hire
- faster, easier, and more economical to produce
GE is looking for imaginative lighting engineers

Clear space—an area without text or imagery—is a key element in GE recruitment advertising, helping create distinctive, attractive, and professional-looking advertisements. It’s a classic case of “less is more”: Ample clear space provides an open, relaxed, and inviting appearance that makes GE advertisements pop out from the surrounding clutter.

Despite this fact, some people think clear space is wasted space. Their advertisements quickly become so packed with type that even when someone notices them in the clutter, they appear difficult to read. People tend to associate clutter in advertisements with relatively unsophisticated employers—which is not the impression GE wishes to make.

A key layout principle in all GE communications is the strong vertical and horizontal alignment of elements.

Such alignments establish a sense of order, structure, and discipline in GE recruitment advertisements, suggesting the Company’s professionalism while making the advertisements easy to read and understand.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
Use a vertical rectangle whenever possible.
Because many newspapers have reduced the column width for classified advertisements,
• use three-column (highly recommended)
  or two-column advertisements
• avoid one-column advertisements

Note: A two-column advertisement 3 7/16 inches in height makes a stronger visual impact than
a one-column advertisement 7 inches in height, usually at no additional space cost.

Use generous clear space throughout the advertisement to attract attention and make the advertisement easy to read and understand:

• Make the width of the
  - key word area approximately one-quarter to one-third the width of the advertisement
  - body copy area approximately three-quarters to two-thirds the width of the advertisement

For horizontal advertisements, divide the width into four or five sections and devote one section to the key word area, as shown below.

• Keep key words and phrases short.
• Typeset body copy flush left and place it to create a pillar of clear space along the left side of each advertisement. This asymmetry is an integral part of the distinctive GE visual style.

continued
Many newspapers alphabetize advertisements by a **positioning key**, the first word of the copy.

**When using a positioning key,**

- typeset it in ITC New Baskerville in the same point size as the body copy
- place it at the left margin, above the headline

**Typeset the headline** in ITC New Baskerville Bold, either roman or italic.

**Typeset key words** in ITC New Baskerville Bold, either roman or italic, in the same point size as the body copy. Inviting subheads can be used to highlight subject matter and help emphasize the interests of special disciplines.

**Typeset body copy** in ITC New Baskerville Roman, flush left, ragged right. To maintain high legibility, do not use italic type in body copy.

**An illustration, photograph, or diagram** may be used in the body copy area, if desired:
- Place it within the width of the body copy area; do not let it extend into the key word area.
- If an accompanying caption is used, typeset it in ITC New Baskerville Italic.

Use a single ½-point outline for all recruitment advertisements, regardless of size.

---

GE is looking for brilliant lighting engineers

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eumod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu ali quam vulpate enteritiss coleytus und der ach mal merchan sheem Ila tats.

Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel cem irure do in reprehenderit in voluptate velit esse moe taie son consequeat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harum dereud facilis est er expedist distint. Nam liber a temor cum soluta nobis opitio conque nihil quod a impedit anim id.

Justo odio dignissim qui blandit praesent lup atum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer
To organize copy elements, use horizontal rules, a minimum of 2 points in thickness,
• beginning at the left edge of the advertisement
• ending flush right approximately halfway across the width of the body copy

Note: All rules, including the Laser Line in the graphic signature, should be the same length, ending at the same point of vertical alignment.

If a second color is available, all rules may print in Laser Red, but in that case, all rules except the Laser Line should be at least 6-point bars to keep them well differentiated from the fine Laser Line, as shown in the example below.

continued
Engineers

GE is looking for imaginative lighting engineers

Key word
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eismod tempor. Qua non vesige conataid dopoei lie opus ido nostrud erat vemi diam amor plusestos non qu aliquam vupate enteritis coeleitus und der ach mal merchan sheem lla tats.

Key word
Orpor suscipit laboris nisi ut aliquip ex commodo consequat. Duis autem vel cun irure do in reprehenderit in voluptate velit esse mois tiae son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harum dereud facilis est er expedit distinct. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.

Key word
Justo odio dignissim qui blandit praesent lup atum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

GE Lighting Systems

An Equal Opportunity Employer

Graphic Signature Sign-Off

Use the primary signature in recruitment advertising. Where space is severely restricted, use the compact or vertical signature.

Use all three elements of the graphic signature (the signature Monogram, signature typography, and Laser Line).

Do not delete any signature element in recruitment advertising.

Keep the space within and surrounding the signature clear of typography, illustrations, conflicting patterns, or the trim edge of the advertisement.

Note: In particular, do not allow text to appear directly to the right of the signature Monogram.

For signature construction drawings and more information on the minimum clear space required for each signature, see document 131, Graphic Signatures, pages 11 to 16.

Visually align the left edge of the signature Monogram with the left side of the body copy.

Typeset the communicative name of the business in Univers 68* in one or two lines, as required.

Place the Laser Line—a 1⁄2-point rule beginning at the outline of the left edge of the advertisement—below the communicative name of the business at a distance equal to the capital height of the communicative name.

Typeset “An Equal Opportunity Employer” in Univers 68 or 48* and place it below the Laser Line. Note: This phrase is required on all GE recruitment advertisements.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
A Director of Quality.

Leeds

General Electric, the $60 billion global corporation, is a business phenomenon. We set impossible goals, and then we achieve them. We empower our people and break down barriers to unleash and harness the human potential of the business. All our companies are characterized by self-growth, tight market focus, and a genuine commitment to excellence in customer service.

GE Capital Global Consumer Finance provides value-adding financial services directly to customers and through partnerships with blue-chip clients. Quality is a guiding principle of the business. We aim to make everything we do ACE – Above Customer Expectation.

We need a charismatic manager who can drive a series of quality initiatives forward, including Six Sigma, the internationally recognized quality measure. Your aim will be to:

• deliver higher-quality products at lower cost,
• accelerate and improve response to customers,
• and instil quality awareness throughout the company.

The salary reflects the importance of this role to our continuing success, and will be supported by a comprehensive benefits package, including relocation expenses where appropriate. Success in this role will open up further career development prospects at home and overseas. High achievements are moved around the global business to build and broaden expertise.

If you relish the challenge of this exciting new role, please write with full CV to Bernard Hobbs, Television House, Mount Street, Manchester M2 5WS. Please quote reference: St/11/DCP.

GE Capital Global Consumer Finance – UK

GE is an equal opportunity employer.
As an option, the identity of the employment agency that places the advertisement (a symbol or logotype) may be used in an advertisement, provided that it is

- placed in the lower-right corner of the advertisement
- kept separate from all other elements in the advertisement

as shown in the examples at the left.

Although these examples are based on advertisements appearing in United Kingdom newspapers, these guidelines apply to the use of employment agency identities in GE recruitment advertising throughout the world.

Note: The Dynamic Monogram may not be used with the identity of an employment agency.
As an option, the Dynamic Monogram may be used in recruitment advertising according to the guidelines in GE Identity Program document 134. Dynamic Monogram, as shown in the examples in the left.

Although these examples are based on advertisements appearing in United Kingdom newspapers, these guidelines apply to the use of the Dynamic Monogram in GE recruitment advertising throughout the world.

• Reproduce the Dynamic Monogram
  - large
  - bleeding off the format (touching the boundary line of the advertisement)
  - in a subtle color of low contrast to the background: for example, a light tint of black such as 10% (Remember: The letters/curlicues are always lighter than the field. For correct reproduction, use the positive version of the Dynamic Monogram and use color in the field, letting the white of the page show in the letters/curlicues.)

• Use only the authorized drawings of the Dynamic Monogram, including the
  - three-quarter version (shown in the examples)
  - one-quarter version

Note: The left- and right-bleeding horizontal versions of the Dynamic Monogram—which bleed at the top, bottom, and either left or right of the format—also may be used, provided the proportional relationship between the vertical and horizontal dimensions of the format is at least 1:3.

• Do not create new cropings of the Monogram. If you feel you need a new crop, first contact the Manager of GE Identity, GE Corporate Marketing Communications, Fairfield, Connecticut.

• When properly reproduced as described above, typography may overprint the Dynamic Monogram.
Although no two GE recruitment advertisements are entirely alike, all must be easy to read and understand. At the same time, each must enhance the GE image because the best applicants are not looking for just a job and salary—they are looking for a company.

The headline should use an active verb and identify the type of candidate the Company is seeking using a phrase that is both descriptive and appealing. For example, start with the action words “GE is looking for….” Looking for what? Engineers? No: imaginative engineers. Readers should recognize themselves as soon as possible in the headline and copy.

The opening paragraph is a good place to convey general information. It serves as an umbrella for the specific employment offerings appearing in subsequent paragraphs.

Key words and phrases can help summarize vital points, pique interest, and stimulate response. These key words and phrases can also feature the disciplines (for example: Electronics, Chemical, or Plastics) and draw specialists to their areas of expertise.

The copy should cover the major selling points of the position for the target candidate. These may vary from one field to another.

In general, all recruitment advertisements should indicate clearly that the Company offers
• opportunity to grow, learn, contribute, and increase one’s knowledge, value, and earning capacity
• recognition, understanding that it is Company policy to notice, single out, and reward talent and achievement
• responsibility for those who can initiate, accomplish, make decisions, and lead
• challenge to take on bigger and more demanding assignments in accordance with demonstrated performance

Keep copy clear, brief, and to the point. Such copy not only encourages readership, it also helps reinforce the point that GE places high value on speed, simplicity, and self-confidence.

Emphasize facts—hard, cold ones. Each is worth a hundred vague, general promises.

Keep the tone warm and personal. Speak in terms that are friendly, personal, and encouraging.

Even in the most complex technologies, good copy can project the enthusiasm and excitement available in the position advertised.
Although the recruitment advertising standards (pages 02 to 07) apply throughout the world, there are additional rules to follow outside the U.S.A.:

- A created or acquired business licensed to use a primary GE trademark by itself should use it, normally in a graphic signature, as the sign-off in an advertisement.

- A joint venture licensed to use the Monogram together with the mark(s) of the other joint venture partner(s) (joint marks) should use these marks, normally in a graphic signature, as the sign-off.

- The primary GE trademarks should be qualified with a standard trademark protection notice, preferably Form 2, as shown in document 121, *Primary Trademarks & Service Marks*, page 06. When the Company name or business name is already featured, use Form 1, also shown in document 121, page 06.
These standards apply to all promotional brochures pertaining to
- the Company and its components
- subcomponents
- licensed affiliates
- the GE brand of products and services

These standards provide a plan for featuring graphic signatures consistently and prominently in all print applications. In addition, they help to
- simplify and clarify information by standardizing its presentation
- rationalize and organize information by ranking it according to priority
- streamline and modernize print applications by instituting the use of grids and eliminating unnecessary or outdated graphic support elements
- unify the print applications of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- create synergy in print communications through the consistent use of typography
- communicate specific attributes of high technology, dynamism, and innovation
- provide flexibility to accommodate different kinds of information and communication needs
- reduce cost through the use of common design standards
Promotional Brochures

Contents

Guidelines

Creative Matrix

Examples
Use a grid. A grid is an underlying structure used to organize graphic and typographic elements in a layout. By vertically and horizontally aligning these elements at common points on the grid, an orderly appearance, which communicates a sense of planning, discipline, and professionalism, is created.

- **Use a single grid** for the covers and inside spreads of a brochure or a series of related brochures.
- **Use a grid tailored to your needs.** Any kind of grid—three column, four column, five column, six column, seven column, and so on—may be used in print applications; no particular grid is recommended.

Use a graphic signature

- **always on the front cover or outside panel at the top or bottom**
- **as an option on the back cover or panel, with an address block if desired**

For guidelines on the construction of graphic signatures, see document 131, Graphic Signatures, pages 10 to 16.

Use a basic layout established by the selected grid and the placement of the graphic signature on the grid, as shown in the examples.

- **Use an asymmetrical layout with generous clear space.** One method of creating this appearance is to emphasize the signature Monogram by keeping the left column of the grid clear.
- **Align other layout elements on the grid.**

Prioritize information.

- **Emphasize** information of primary importance. Either
  - use it in the typography of the graphic signature
  - place it outside the signature and
  - use a large size and/or heavy weight of program typography
  - accent it with color
- **Deemphasize** information of secondary importance:
  - Place it outside the signature.
  - Use a small size and/or light weight of program typography.
  - Subdue it with color.

continued
Use color correctly.

- **In a graphic signature,** use the corporate colors whenever possible.
- **In other elements such as backgrounds and headlines,** use any appropriate color.

For guidelines on color, see document **132, Color.**

Use program typography.

- **In a graphic signature,** use only Univers 68* and, if needed, Univers 48.* (As an option in product signatures, ITC New Baskerville Italic or a combination of Univers 68 and 48 may be used.)

For guidelines on the use and specification of signature typography, see document **131, Graphic Signatures,** pages 31 to 35.

- **Outside a graphic signature,**
  - *(preferred)* use ITC New Baskerville in all headlines and text, and use the Univers series for typographic accents such as captions and folios
  - *(alternative)* use Univers in all headlines and text, and use ITC New Baskerville for typographic accents such as captions and folios

- **Limit the number of type sizes and weights.** Generally, use no more than three sizes and two weights in any one application.

For guidelines on the use and specification of program typography, see document **133, Typography.**

Do not use

- **organizational design marks** such as logotypes, symbols, or icons for components, divisions, departments, or operations
- **secondary product or service design marks** such as logotypes, symbols, or icons for products or services
- **decorative borders, shapes, or patterns**
- **graphic signatures** for page titles, subtitles, folios, or any decorative purpose

**Instead, use graphic support elements** such as

- photographs
- illustrations
- thematic graphics
- the Dynamic Monogram (See document **134, Dynamic Monogram.**)

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- **authentic versions of the program typefaces:**
  - Univers and Univers Condensed
  - ITC New Baskerville

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*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
The first step in developing a promotional brochure cover is to select:

- graphic signature content
- layout elements

To facilitate selection, typical cover alternatives are diagrammed and demonstrated in the promotional brochure creative matrix shown on pages 05 and 06. A single typical brochure is shown in 21 variations. Each variation combines one option of graphic complexity with one level of signature content, as described below.

**Graphic Complexity**

- On the far left (1), the simplest layout (using only program typography) is shown.
- On the far right (7), the most complex layout (using program typography combined with a thematic graphic and a photograph or an illustration) is shown.
- In the middle (2 to 6), the other options, increasing in graphic complexity from left to right, are shown.

**Signature Content**

- At the top (A), the brochure title appears in the signature typography with no information below the signature.
- In the middle (B), the brochure title appears in the signature typography with a subtitle below the signature.
- At the bottom (C), the component or affiliate communicative name appears in the signature typography with the brochure title (and subtitle, if needed) below the signature.

Each example in the matrix demonstrates one option of graphic complexity combined with one level of signature content. Together the examples define typical combinations of graphic signatures with other graphic and typographic elements.

Select the combination that best accommodates your needs and develop your brochures according to the guidelines on pages 02 and 03.
For an explanation of the promotional brochures creative matrix, see page 04. Examples from the creative matrix are shown and discussed on pages 07 to 12.
The background colors are used in the matrix only to categorize the three options of signature content. No recommendation is implied regarding the use of these colors in print applications.

The thematic graphic is representative. No recommendation is implied regarding the use of this thematic graphic in applications.
The content of a graphic signature is the message contained in the signature typography. Placing a message in a graphic signature emphasizes the message. Each level of signature content is demonstrated in the examples at the right. All examples demonstrate the simplest level of graphic complexity.

The typefaces used in signature typography are Univers 68* and, if needed, Univers 48.* As an option, ITC New Baskerville may be used in product signatures. For more information on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

Messages placed outside a graphic signature may be emphasized by using a large size and/or heavy weight of program typography and by accenting with color.

*In computer typesetting, other names may be used, such as:
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
The examples on pages 08 to 11 demonstrate the second level of signature content (brochure title in signature, subtitle below) combined with each option of graphic complexity.

When the Dynamic Monogram is used, follow the guidelines in document 134, Dynamic Monogram.

Note: Use of the Dynamic Monogram is restricted to GE components and only certain affiliates licensed to use the GE name and/or Monogram.
When a single photograph or illustration is used, it may be sized and placed as desired on the selected grid. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.

**B3**

**Signature Content:**
Brochure title in signature, subtitle below

**Graphic Complexity:**
Typography
+ one photograph or illustration
When multiple photographs or illustrations are used, they may be sized and placed as desired on the selected grid. Visual interest is created by using these elements in different sizes and shapes. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.

When a single photograph or illustration is used, it may bleed off all sides of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.

**B4**
Signature Content: Brochure title in signature, subtitle below

Graphic Complexity:
Typography + multiple photographs or illustrations

**B5**
Signature Content: Brochure title in signature, subtitle below

Graphic Complexity:
Typography + full-bleed photograph or illustration
A thematic graphic is an image used to suggest an idea relevant to the company or its organizational elements, products, or services. It is used in place of logotypes, symbols, or other graphic devices that have served similar purposes in the past. Such logotypes or symbols create separate identities that compete with the GE identity and diminish its strength, contradicting a principal program goal to unify all company communications. Thus, they are not used in GE Identity Program applications. Instead, when it is desirable to suggest a specific idea with an image, a thematic graphic is used.

A thematic graphic is used as graphic support like the Dynamic Monogram—large, bled off the format, and reproduced in a subtle color of low contrast to the background. It is never given such prominence as to be misconstrued as a symbol for the company or its organizational parts, products, or services. It may be used in combination with a photograph or illustration placed on the grid, as desired.

Note: When a thematic graphic is used, a full graphic signature must also be used in the same format.

The thematic graphic used in the examples is an image of a hawk derived from the logotype previously used by the Center for Advanced Airmanship. It is used for demonstration purposes only. No recommendation is implied regarding the use of this thematic graphic in specific applications.

Signature Content: Brochure title in signature, subtitle below
Graphic Complexity: Typography + thematic graphic + one photograph or illustration

continued
This example demonstrates the third level of signature content combined with the third option of graphic complexity. The communicative name of the organization is used in the graphic signature. Below it, the brochure title and subtitle are used with one photograph.

When a single photograph or illustration is used, it may bleed off the top of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.
The examples on pages 20 to 25 demonstrate the wide range of layouts that can be created by using the program guidelines in specific promotional brochure covers.
Signature Content:
Communicative name in signature,
title and subtitle below

Graphic Complexity:
Typography
+ full-bleed photograph
or illustration

Signature Content:
Product name in signature,
title below

Graphic Complexity:
Typography
+ full-bleed photograph
or illustration
**Signature Content:**
Communicative name
in signature, title below

Graphic Complexity:
Typography
+ thematic graphic only
Quality Customer Service

Let us not forget that anyone who will visit us, anyone who will call us on the telephone, anyone who will seek our aid, offers to us the privilege of creating goodwill for the General Electric Company. Let us not throw away this privilege. Let us not rebuff the person who gives us this opportunity.

Owen D. Young
Chairman & President
1922-1939

Signature Content:
Communicative name in signature, brochure title below

Graphic Complexity:
Typography + multiple photographs or illustrations
When developing the inside of promotional brochures, follow these guidelines:

- Use the brochure cover grid for the inside layouts. Using the same grid throughout a single brochure helps to unify the cover and inside pages.
- Do not use graphic signatures for page titles, subtitles, folios, or any decorative purpose. Graphic signatures may be used in promotional brochures only on the front and back covers.

The Course Structure

- Initial Training: Learn ground, air, and weapons tactics.
- Continuation Training: Refine ground, air, and weapons tactics.

The Training Environment

- Visual System: Flight displays, cockpit, and simulated weapon systems.
- Standardized Area: Realistic environment with actual aircraft and systems.
- Conventional Gunnery Range: Simulated environments.
- Computer-Generated Image System: Virtual environments.

The five-column grid is shown for demonstration purposes only. No recommendation is implied regarding the use of this grid in program applications.
On the back of promotional brochures, a graphic signature may be combined with the address block. As shown in the example,

- the address block is typeset in Univers 48* and positioned below the Laser Line
- the Laser Line bleeds left off the format whenever possible
- the entire unit is positioned on the grid in an asymmetrical layout; avoid centering the signature Monogram or the graphic signature in the format

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique

Another example of the back of a brochure using this signature and address block appears in document 244, Product Literature, page 23.
These standards apply to all product literature pertaining to the GE brand of products and services.

These standards provide a plan for featuring graphic signatures consistently and prominently in all print applications. In addition, they help to

• **simplify and clarify** information by standardizing its presentation

• **rationalize and organize** information by ranking it according to priority

• **streamline and modernize** print applications by instituting the use of grids and eliminating unnecessary or outdated graphic support elements

• **unify** the print applications of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity

• **create synergy** in print communications through the consistent use of typography

• **communicate specific attributes** of high technology, dynamism, and innovation

• **provide flexibility** to accommodate different kinds of information and communication needs

• **reduce cost** through the use of common design standards
<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guidelines</td>
<td>244.02</td>
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<td>Creative Matrix</td>
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<td>Examples</td>
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<td>Specification Sheets</td>
<td>244.50</td>
</tr>
<tr>
<td>Use &amp; Care Guides</td>
<td>244.60</td>
</tr>
</tbody>
</table>
These guidelines apply to all product literature, including specification sheets and Use & Care Guides, pertaining to the GE brand of products and services.

**Use a grid.**
A grid is an underlying structure used to organize graphic and typographic elements in a layout. By vertically and horizontally aligning these elements at common points on the grid, an orderly appearance, which communicates a sense of planning, discipline, and professionalism, is created.

- **Use a single grid** for the covers and inside spreads of a brochure or a series of related brochures.
- **Use a grid tailored to your needs.** Any kind of grid—three column, four column, five column, six column, seven column, and so on—may be used in print applications; no particular grid is recommended.

**Use a graphic signature**
- *always on the front cover or outside panel at the top or bottom*
- *as an option on the back cover or panel, with an address block, if desired*

For guidelines on the construction of graphic signatures, see document 151, *Graphic Signatures*, pages 10 to 16.

**Use a basic layout**
established by the selected grid and the placement of the graphic signature on the grid, as shown in the examples.
- **Use an asymmetrical layout** with generous clear space. One method of creating this appearance is to emphasize the signature Monogram by keeping the left column of the grid clear.
- **Align** other layout elements on the grid.

**Prioritize information.**
- **Emphasize** information of primary importance. Either
  - use it in the typography of the graphic signature
  - place it outside the signature and
  - use a large size and/or heavy weight of program typography
  - accent it with color
- **Deemphasize** information of secondary importance:
  - Place it outside the signature.
  - Use a small size and/or light weight of program typography.
  - Subdue it with color.

**Use horizontal lines, bars, and bands**
to emphasize, differentiate, or structure information.

*continued*
Use color correctly.

- In a graphic signature, use the corporate colors whenever possible.
- In other elements such as backgrounds, headlines, color-coded bars, and bands, use any appropriate color.

For guidelines on color, see document 132, Color.

Use program typography.

- In a graphic signature, use only Univers 68* and, if needed, Univers 48.* (As an option in product signatures, ITC New Baskerville Italic or a combination of Univers 68 and 48 may be used.)

For guidelines on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

- Outside a graphic signature,
  - (preferred) use ITC New Baskerville in all headlines and text, and use the Univers series for typographic accents such as captions and folios
  - (alternative) use Univers in all headlines and text, and use ITC New Baskerville for typographic accents such as captions and folios

- Limit the number of type sizes and weights. Generally, use no more than three sizes and two weights in any one application.

For guidelines on the use and specification of program typography, see document 133, Typography.

Do not use

- organizational design marks such as logotypes, symbols, or icons for components, divisions, departments, or operations
- secondary product or service design marks such as logotypes, symbols, or icons for products or services
- decorative borders, shapes, or patterns
- graphic signatures for page titles, subtitles, folios, or any decorative purpose

Instead, use graphic support elements such as

- photographs
- illustrations
- thematic graphics

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
The first step in developing a product literature cover is to select
- graphic signature content
- layout elements

To facilitate selection, typical cover alternatives are diagrammed and demonstrated in the product literature creative matrix shown on page 05. Three typical brochures are used to demonstrate the wide variety of layout and signature alternatives. Each brochure combines one option of graphic complexity with one level of signature content, as described below.

**Graphic Complexity**
Each horizontal row contains the same three options of graphic complexity:
- *On the left (1)*, a layout using program typography and one photograph or illustration is shown.
- *In the middle (2)*, a layout using program typography and multiple photographs or illustrations is shown.
- *On the right (3)*, a layout using program typography and a full-bleed photograph is shown.

**Signature Content**
Each vertical row contains the same four levels of signature content:
- *At the top (A)*, the component or affiliate communicative name appears.
- *Second from the top (B)*, the name “GE” plus a generic name for the product or service appears.
- *Third from the top (C)*, a secondary word mark or (not shown) a secondary word mark plus a generic name for the product or service appears.
- *At the bottom (D)*, a promotional slogan appears.

Each example in the matrix demonstrates one option of graphic complexity combined with one level of signature content. Together the examples define typical combinations of graphic signatures with other graphic and typographic elements.

Select the combination that best accommodates your needs and develop your product literature according to the guidelines on pages 02 and 03.

### Creative Matrix

<table>
<thead>
<tr>
<th>Signature Content</th>
<th>Graphic Complexity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 Typography</td>
</tr>
<tr>
<td></td>
<td>+ one photograph</td>
</tr>
<tr>
<td></td>
<td>2 Typography</td>
</tr>
<tr>
<td></td>
<td>+ multiple photographs</td>
</tr>
<tr>
<td></td>
<td>3 Typography</td>
</tr>
<tr>
<td></td>
<td>+ full-bleed photograph</td>
</tr>
</tbody>
</table>

continued
For an explanation of the product literature creative matrix, see page 04.

Examples from the creative matrix are shown and discussed on pages 06 to 09.

continued
The content of a graphic signature is the message contained in the signature typography. Placing a message within a graphic signature emphasizes the message. The first level of signature content (the communicative name of the component or affiliate) is demonstrated in this example.

The typefaces used in signature typography are Univers 68* and, if needed, Univers 48.* As an option, ITC New Baskerville Italic may be used in product signatures. For more information on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

Messages placed outside a graphic signature may be emphasized by using a large size and/or heavy weight of program typography and by accenting them with color.

The typefaces used outside a graphic signature are selected from the ITC New Baskerville series for headlines and text and from the Univers series for accents such as captions and folios. For more information on the use and specification of program typography, see document 133, Typography.

* In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
When it is necessary to emphasize, differentiate, or structure information, use horizontal lines, bars, and bands. In these examples, bars are used

- at the top of the format, to contain the product line model numbers in a consistent and useful position
- at the bottom of the format, to contain the GE slogan in a consistent position

(This slogan is typeset in Univers 68.*)

Color can be used to differentiate similar brochures. In these examples, color coding is used in the bar containing the model numbers.

For guidelines on the use of color, see document 132, *Color.*

---

**A3**

Signature Content: Communicative name in signature, word mark and product information below

Graphic Complexity: Typography
+ multiple photographs or illustrations

---

*In computer typesetting, other names may be used, such as

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique*
Information can be emphasized by using it in the signature typography. In the example below, the name “GE” plus a generic name for a product or service is used in the graphic signature (the second level of signature content). On the right, the graphic signature contains a promotional slogan (the fourth level of signature content). Both examples demonstrate the same level of graphic complexity.

**Signature Content:**
GE + generic name in signature, slogan and tag line below

**Graphic Complexity:**
Typography
+ one photograph or illustration

---

**B1**

**Signature Content:**
GE + generic name in signature, slogan and tag line below

**Graphic Complexity:**
Typography
+ full-bleed photograph or illustration

---

**The Intelligent Choice!**
Refrigerators You Decorate to Your Personal Taste.

---

**GE Refrigerators**
Refrigerators You Decorate to Your Personal Taste.

---

连续

---

We bring good things to life.

---

The Intelligent Choice!
When multiple photographs or illustrations are used, they may be sized and placed as desired on the selected grid. Visual interest is created by using these elements in different sizes and shapes. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.

When a single photograph or illustration is used, it may bleed off all sides of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.

**C7**
*Signature Content:*
Word mark + generic name in signature, slogan below

*Graphic Complexity:*
Typography + full-bleed photograph or illustration

---

**C2**
*Signature Content:*
Word mark + generic name in signature, product information below

*Graphic Complexity:*
Typography + multiple photographs or illustrations

---

**Spacemaker II Microwave Oven**

**The Intelligent Choice!**

**Potscrubber Dishwashers**

**Electronic Built-In Dishwasher With Durable PermaTuf Interior**
Product literature covers can appear less promotional by
• deemphasizing all typographic information
• using a small size and/or a light weight of program typography
• subduing the typography with color

Signature Content:
Communicative name in signature,
product features below

Graphic Complexity:
Typography
+ full-bleed photograph or illustration

Model: TM-91

GE Power Delivery

Featuring:
• Programmable Calendar
• Time and Date Displays
• Disk Sensing Optics
• Test Mode
• Liquid Crystal Display
When developing the inside of product literature, follow these guidelines:

Use the cover grid for the inside layouts. Using the same grid throughout a single brochure helps to unify the cover and the inside pages.

Do not use graphic signatures for page titles, subtitles, folios, or any decorative purpose. Graphic signatures may be used in product literature only on the front and back covers.

The five-column grid is shown for demonstration purposes only. No recommendation is implied regarding the use of this grid in program applications.
Product literature of different shapes and sizes can be interrelated by following the guidelines for product literature on pages 02 and 03.

In this example, a grid suited to the narrow format is used, and all elements are proportionally reduced to maintain the same scale relationships established in the examples on the previous pages.
On the back of product brochures, a graphic signature may be combined with the address block. As shown in the example,

- the address block is typeset in Univers 48* and positioned below the Laser Line
- the Laser Line bleeds left off the format whenever possible
- the entire unit is positioned on the grid in an asymmetrical layout; avoid centering the signature Monogram or the graphic signature in the format

Another example of the back of a brochure using this signature and address block appears in document 263, Promotional Brochures, page 25.

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
Specification sheets are developed according to the guidelines for product literature on pages 02 and 03.

In this example, the cover layout is identical to the cover used in the accompanying full-color product brochure; to differentiate the specification sheet, it is reproduced in black and white.
When a large number of specifications are presented on a small number of pages, the specifications can begin on the cover or front panel. In this case, the graphic signature, containing the name of the product or service, can be featured in a header band, preferably bled off the top, right, and left edges of the format. Included in this band is a bar featuring the title “Fact Sheet,” typeset in Univers 68. Either the header band or the title bar may be color coded.
The typefaces used outside a graphic signature are selected from the ITC New Baskerville series for headlines and text and from the Univers series for accents such as captions and folios. For more information on the use and specification of program typography, see document 133, Typography.

Tabular matter may be typeset in either ITC New Baskerville or Univers.

<table>
<thead>
<tr>
<th>Table 1. Summary Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>MK 73 Mod 4</td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>Mount weight</td>
</tr>
<tr>
<td>Antenna aperture</td>
</tr>
<tr>
<td>Control weight</td>
</tr>
<tr>
<td>Peak power</td>
</tr>
<tr>
<td>Average power</td>
</tr>
<tr>
<td>ORTS</td>
</tr>
<tr>
<td>Gyros</td>
</tr>
<tr>
<td>Brakes</td>
</tr>
<tr>
<td>Horizon search rate</td>
</tr>
<tr>
<td>Reliability (calculated)</td>
</tr>
<tr>
<td>Gyro block</td>
</tr>
<tr>
<td>Data readouts</td>
</tr>
<tr>
<td>Slipring</td>
</tr>
<tr>
<td>Acceleration</td>
</tr>
<tr>
<td>Tracking torque</td>
</tr>
<tr>
<td>Secant &amp; limit function</td>
</tr>
<tr>
<td>Rate Accuracy</td>
</tr>
<tr>
<td>Maintenance skill level</td>
</tr>
<tr>
<td>Field adjustments</td>
</tr>
</tbody>
</table>

* AEGIS-developed improvements have been incorporated into the Mk 73 Mod 2 and Mk 73 Mod 5 designs.
Use & Care Guides are developed according to the guidelines for product literature on pages 02 and 03.

To standardize the titling of these brochures, follow these guidelines:
• The phrase “Use & Care Guide” is reversed from a bar at the bottom of the cover or front panel.
• The model number is reversed from a bar at the top of the cover or front panel.
• The graphic signature contains the name of the product.

The price category of the products determines how the guides are reproduced.
• For low-end or medium-range products, use black and white only.
• For high-end products, use two colors.
• For premium products, use four-color process.

The price category of the products determines how the guides are reproduced.
• For low-end or medium-range products, use black and white only.
• For high-end products, use two colors.
• For premium products, use four-color process.

Record Serial Number:
According to some state laws, and in the event service should be required, you may need both Model and Serial Numbers. Please record the Serial Number (located on the bottom of the unit) in the space below.

Read Instructions Before Using. Retain This Guide for Future References.
These guidelines apply to all promotional materials, including:

- point-of-sale materials
- special promotions at the point of sale
- direct mail
- novelties and T-shirts
- used by the Company and its components
- subcomponents
- licensed affiliates
  to promote
- themselves
- their internal projects and programs
- the GE brand of products and services

In addition to providing a plan for featuring the elements of the GE Identity Program in promotional materials, these standards have been created to:

- simplify and clarify information by standardizing its presentation
- streamline and modernize the appearance of promotional materials by eliminating unnecessary or outdated graphic elements
- communicate specific attributes of high technology, dynamism, innovation, and professionalism
- unify the promotional materials of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- provide flexibility to accommodate different kinds of information and communication needs
- reduce cost through the use of common design standards
<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature Guidelines</td>
<td>245</td>
</tr>
<tr>
<td>Point-of-Sale Materials</td>
<td>245</td>
</tr>
<tr>
<td>Special Promotions at the Point of Sale</td>
<td>245</td>
</tr>
<tr>
<td>Direct Mail</td>
<td></td>
</tr>
<tr>
<td>Guidelines</td>
<td>245</td>
</tr>
<tr>
<td>Examples</td>
<td>245</td>
</tr>
<tr>
<td>Novelties</td>
<td>245</td>
</tr>
<tr>
<td>T-Shirts</td>
<td>245</td>
</tr>
</tbody>
</table>
In all promotional materials, use a graphic signature whenever possible.

Follow these general guidelines:

• Use all three elements of a graphic signature:
  - the signature Monogram
  - signature typography
  - the Laser Line

  In very small formats without room for signature typography, the Monogram may be used alone.

• Construct graphic signatures according to the guidelines in document 131, Graphic Signatures.

• Whenever possible, bleed the Laser Line left off the promotional format. When this is not possible, begin the Laser Line at the left margin or flush with the left edge of the Monogram.

• Keep the clear space within and surrounding the signature free from typography, photographs, illustrations, thematic graphics, conflicting patterns, or the edge of the item. For more information on the recommended minimum clear space required for each signature, see document 131, Graphic Signatures, pages 10 to 18.

• Reproduce graphic signatures in correct colors, according to the guidelines in document 132, Color.

• Use these signatures in promotional materials:
  - Primary signature. Because the primary signature is preferred in all program applications, its use in promotional materials helps to relate this media to others such as advertising, product literature, and packaging. When space is limited, the other graphic signatures may be used. For more information, see document 131, Graphic Signatures, pages 11 and 12.
  - Compact signature. The compact signature is identical to the primary signature except that the signature elements may be positioned closer to each other. For more information, see document 131, Graphic Signatures, pages 13 and 14.
  - Vertical signature. This signature may be used when the promotional format is narrow or when vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography. For more information, see document 131, Graphic Signatures, pages 15 and 16.
  - Special signatures. These signatures may be used where space is limited or where legibility from a great distance is required. In these signatures, the typography is horizontally aligned with either the center (signature A) or the base (signature B) of the signature Monogram. For more information, see document 131, Graphic Signatures, pages 17 and 18.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

• GE Logo Font, containing all versions of the signature and Dynamic Monograms
• authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
When preparing point-of-sale materials, follow these guidelines:

- Relate the layout and color of point-of-sale materials closely to that used in accompanying promotional brochures and product literature, as shown in the examples.

For guidelines on print materials, see documents
- 243, Promotional Brochures
- 244, Product Literature

All examples on this page show the graphic signature at the top of the format. When it is appropriate or necessary, the signature may appear at the bottom.

- Position copy, such as product features, and graphic support elements, such as photographs or illustrations, outside the graphic signature.

- For the slogan “We bring good things to life.,” whether it appears within or outside a graphic signature,
  - if Univers 68 or 48* is used in the signature, use Univers 68 or 48 for the slogan
  - if ITC New Baskerville is used in the signature, use ITC New Baskerville for the slogan

- For all other typography outside a graphic signature, use either the Univers or ITC New Baskerville series. For more information, see document 133, Typography.

- Use colors according to the guidelines in document 132, Color.

- Use rules, bars, and bands to structure, differentiate, and emphasize information.

- For graphic support, use
  - photographs
  - illustrations
  - thematic graphics
  - the Dynamic Monogram (For more information, see document 134, Dynamic Monogram.)

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
• When the space in a point-of-sale format is severely limited or when legibility is required at a great distance, one of the special signatures may be used as shown in the examples. For more information, see document 131, Graphic Signatures, pages 17 and 18.
These guidelines cover a wide range of promotions such as contests and sweepstakes, including materials such as:
- posters
- banners
- product pre-packs
- aisle displays
- special panels on packages
- “shelf-talkers”
- mobiles

Special promotions are often used to prompt immediate action from consumers. As a result, they need to convey more information and have more impact than a typical product sign, sales display, printed piece, or other promotion.

These guidelines help achieve the objectives of special promotions while protecting and enhancing the GE identity through clear, consistent communications developed according to GE Identity Program standards.

Special promotions present unique challenges to the designer. For example, when non-GE products are used in an illustration, it is necessary to make clear that GE is sponsoring the promotion.

Such challenges can be successfully addressed by following the basic standards of the GE Identity Program and using simple, uncluttered layouts.

Common Design Problems in Special Promotions at the Point of Sale & Possible Solutions

- **Odd shapes and sizes**
  Use the signature best suited to the format. For short, wide formats, use a compact signature or one of the special signatures. For tall narrow formats, use the vertical signature. For more information, see document 131, Graphic Signatures.

- **Multiple graphic support elements** such as
  - illustrations
  - product photographs
  - three-dimensional materials (such as coupon pads and dummy packages)
  - type blocks (such as body copy, calls-to-action, addresses, rules, and disclaimers)

  - **Select one dominant visual element** and position it and other elements in an asymmetrical layout (as in all other GE Identity Program applications).

  - **Align the signature with strong verticals** such as copy blocks or elements in a photograph or illustration.

  - **Balance the size and placement of the signature with other layout elements.** Overall, the layout should be simple, clean, and orderly. It should be easy to follow, communicating its message at a glance.

- **Photographs and illustrations of non-GE products and packaging** (used, for example, as prizes or premiums)

  Use the graphic signature and other GE Identity Program standards to make it clear that GE is sponsoring the promotion.

- **Colored backgrounds**

  - **Against white or very light grey backgrounds**, use the corporate colors, Platinum Grey and Laser Red, in the graphic signature. In four-color process, for Platinum Grey, use a 40 percent screen tint of black (minimum 133 lines); for Laser Red, use solid magenta/yellow.

  - **Against other colors**, signatures should be reversed in white or overprinted in black. If the background color provides sufficient contrast, use Laser Red in the Laser Line. For more information, see document 132, Color.

Although there is no typical example of a GE special promotion at the point of sale, this example demonstrates how many common challenges encountered in the medium may be handled.
Among promotional media, none employs so many diverse formats as direct mail. To capture the attention of target audiences and elicit the proper response, GE marketing communicators have mailed everything from postcards and flyers to unwrapped hockey sticks.

Several characteristics differentiate direct mail from other promotional media. Some direct mail concepts rely on intrigue to lead a reader into and through a piece. Some use borrowed interest. Others are effective because of their dramatic contrast to typical mail.

One primary need is to delay identifying GE as the source of the direct mailer. To satisfy this need in the context of the GE Identity Program, follow these simple guidelines:

- Until GE is identified as the source of the product or service offering, the standards of the GE Identity Program do not apply.
- When GE is revealed as the source of the product or service offering (on the page or double-page spread where the name “GE” is first used), all standards of the GE Identity Program apply. At that point,
  - use a graphic signature to display the name of the product, service, component, or affiliate, for example (For more information, see document 131, Graphic Signatures.)
  - use color according to the guidelines in document 132, Color
  - use program typography:
    - Preferred: Use ITC New Baskerville in all headlines and text, and use the Univers series for typographic accents such as captions and folios.
    - Alternative: Use Univers in all headlines and text, and use ITC New Baskerville for typographic accents such as captions and folios.
    For more information, see document 133, Typography.

The examples on the following pages illustrate the varying degrees of this need to delay identifying GE and how, in each case, it is met within the scope of the GE Identity Program.
This direct mail brochure uses a prominent display of the graphic signature to immediately establish the GE identity.

This direct mailer from GE Medical Systems deliberately avoids component identification and uses an image of a telephone cord to lead readers inside.

We’re not just handing you a line.
In these direct mail brochures, GE American Communications features satellites. Each mailer uses a historical analogy to set up the sales message that is delivered inside the piece on a pullout insert bearing the graphic signature.

Because GE is not identified as the source of the service until the inside, no element of the GE identity is used on the covers.
When developing novelties to promote the Company and its components and licensed affiliates, internal projects or programs, and the GE brand of products or services, follow these guidelines:

- **Use a graphic signature whenever possible.** For signature construction guidelines and drawings, see document 131, Graphic Signatures. Where there is no room or need for signature typography, the Monogram may be used alone.

- **Place the most important information,** such as the communicative name of the component or affiliate, in the signature typography.

- **In the signature typography,** use Univers 68* and, if needed, Univers 48.* As an option in product signatures, you may use ITC New Baskerville Italic. For more information, see document 131, Graphic Signatures, pages 31 to 35.

- **Outside the graphic signature,** use ITC New Baskerville or Univers for all typography. For more information, see document 133, Typography.

- **Reproduce graphic signatures in correct colors,** according to document 132, Color.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
When designing T-shirts for promotional or commemorative events, follow these guidelines:

• Use a graphic signature containing one of the following:
  - the communicative name of the component or affiliate
  - a promotional message such as a slogan
  - a combination of a communicative name and a promotional message
  - a generic name for a product or service
  - a secondary word mark
  - a secondary word mark plus a generic name for a product or service

For more information on graphic signatures, see document 131, Graphic Signatures.

• Place the graphic signature at the top of the T-shirt with any additional graphic or typographic elements placed below the signature. On the back, a graphic signature containing the same or a different message may be used, if desired.

• Reproduce the graphic signature in correct colors. For more information on the use of color in graphic signatures, see document 132, Color.

• Use Univers or ITC New Baskerville for any typographic information appearing outside the signature. This typography may overprint the graphic support elements discussed on page 61.

continued
• Do not use
  - group, division, department, program, or other organizational logotypes, symbols, or icons
  - other logotypes, symbols, or icons
  Instead, use graphic support elements.

• For graphic support, use either
  - the Dynamic Monogram
    Use the Dynamic Monogram alone; do not combine it with other elements of graphic support such as photographs or illustrations. Generally, reproduce the Dynamic Monogram in a color of low contrast to the background. For more information, see document 134, Dynamic Monogram. For the Dynamic Monogram, use GE Logo Font, available from the GE Identity Website.
  - a relevant thematic graphic
    This graphic may be a photograph or illustration, normally reproduced in colors of low contrast to the background, as shown on page 62.

continued
For a color other than white or black or the corporate colors, Platinum Grey or Laser Red, in the background (or dyed in the T-shirt fabric), use any appropriate color. For more information on color, see document 132, Color.
The GE exhibit program is used by the Company and its components, subcomponents, and licensed affiliates for all tradeshow exhibits.

In addition to providing a plan for featuring the GE identity in exhibits, the exhibit program has been created to

- **standardize** the best practices developed across the Company
- **communicate specific attributes** of global leadership, innovation, and high technology
- **provide flexibility** to accommodate different kinds of information and communication needs
- **simplify and clarify** information by standardizing its presentation
- **unify** the exhibits of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **establish and maintain** sound trademark practices
- **reduce cost** through the use of
  - common design standards and exhibit elements
  - a single-source supplier
Section 01: Overview
Introduction
Typical Exhibits
Exhibit Supplier Contacts

Section 02: Project Scheduling
Introduction
Outline
Project Schedule Example

Section 03: Typical Exhibit Graphics
Introduction
Exhibit Colors & Materials
Graphic Hierarchy
Standard Graphic Signature Overlays
Sizes of Graphic Overlays
Background Formats
Graphics Above 8’
History
The GE exhibit program was developed by a team with worldwide experience in planning, designing, and mounting tradeshow exhibits. Composed of specialists from throughout the Company and lead by an exhibit consultant, the team identified activities common to GE businesses that, if standardized, could help reduce costs while enhancing quality.

Using surveys, needs analysis, and in-field studies, the GE exhibit team made observations that resulted in the program objective.

Observations
• The GE name and Monogram are universally recognized.
• At most North American exhibitions, GE is recognized as a leader, and goodwill is high.
• Outside North America, where GE is less known, the GE name and identity need reinforcement.
• Duplicate and redundant exhibit activities among the GE businesses result in unnecessarily high costs Company-wide.
• Separate exhibit programs maintained by each GE business result in fragmentation of the GE image.

Objective
Create a global exhibit program that is
• composed of
  - an exhibit planning process
  - a set of basic, high-quality, interchangeable, and reusable exhibit elements
• managed by one global supplier to
  - ensure high quality and continuity of the GE identity around the world
  - reduce operational costs

Features
To accomplish the stated objective, the exhibit program provides

• a detailed planning process, outlined on pages 02.02 and 02.03 and shown on pages 02.04 to 02.07. This step-by-step process covers all activities required for most tradeshows.

• a single-source supplier to ensure quality and control cost (see page 01.07)

• this guide to provide an introduction and overview of the program

• a variety of physical elements, sized to meet the requirements of most tradeshows, as shown in the examples of typical exhibits on pages 01.02 to 01.06
Standing portable exhibits are easy to ship and set up.

continued
Modular exhibits, with walls, cabinets, display surfaces, and overhead post-and-beam structures, isolate and highlight areas while controlling light and sightlines, as shown in the examples above and on the following pages.

continued
Engineered for ease of use and manufactured with high-quality materials, the modular elements permit a variety of exhibit configurations to suit a wide range of budgets.

continued
Even small exhibits can be exciting and dramatic, communicating a sense of the Company's innovation and dynamism.

*continued*
Storage, audiovisual, lighting, and special product presentation units are available to adapt the modular exhibits to the particular requirements of each exhibitor.
For assistance executing a GE exhibit, visit Expotechnik’s website, [www.expotechnik.com](http://www.expotechnik.com), or call 800 989-8277.

Expotechnik has been designated through GE’s formal bid process as the single-source supplier for all GE exhibits.

With headquarters in Atlanta, Georgia, and Frankfurt, Germany, Expotechnik manages the GE exhibit program throughout the world.

**Expotechnik Offices**

**Atlanta**
1300 Northbrook Pkwy., Suite 150
Suwanee, GA 30024
800 989-8277, 770 277-1120
Fax: 770 277-1920

**Germany**
Aarstraße 176, Taunusstein 1
65232 Germany
49-6128-2690, Fax: 49-6128-21546

*Note: GE Corporate Marketing Communications oversees the GE exhibit program.*

To provide feedback on the designated exhibit supplier, contact:

Manager – GE Identity
GE Corporate Marketing Communications
3135 Easton Turnpike
Fairfield, CT 06431
GE's most frequent exhibitors participated in a process-mapping session to produce the ideas contained in this section. Use these ideas as a process framework, modifying them as necessary to suit the exhibit needs of your business.

Establishing a schedule at the start of an exhibit project—and adhering to its deadlines—is one of the best ways to control exhibit costs.

The steps required to plan, design, and mount a large tradeshow exhibit are detailed in the Project Scheduling Outline on pages 02.02 to 02.03. Collectively, the steps comprise a comprehensive project schedule, accounting for all the details required to develop an exhibit within a specific budget and deadline.

The development of small exhibits follows the same general set of steps, but some steps may be combined or omitted, as needed.

Note: Expotechnik can coordinate all project scheduling tasks. For more information, visit Expotechnik's website, www.expotechnik.com, or call 800-989-8277.
The project scheduling outline at the right and on page 02.03 contains all the steps required to produce an exhibit for a large tradeshow. For smaller exhibits, some steps may be combined or omitted, as required.

I. Budget Review
   A. Establish annual tradeshow budget
   B. Review floor space needs and choices and reserve
   C. Review facilities needs for accommodations, events, off-site demos, and other activities
   D. Review special needs for off-site events and promotions
   E. Set budget for each tradeshow

II. Annual Exhibit Plan
   A. Define objectives and identify tradeshows
   B. Review message and develop message matrix
   C. Make staff assignments for each tradeshow

III. Internal Communications Plan
   A. Define strategy to implement tradeshows plans
   B. Plan periodic updates of goals, tasks, deadlines, and logistics by all involved, including suppliers

IV. Pre-Tradeshow Launch Meetings
   A. Review chosen space and its relationship to competitors on tradeshow floor
   B. State objectives and purpose of tradeshow (for example, to generate leads, to enhance image)
   C. Define measurement—who, what, how to implement
   D. Analyze competitors
   E. Prepare pre-tradeshow plan—state objectives, themes, product emphasis
   F. Debrief from last year’s tradeshow, including review of exhibit surveys
   G. Identify booth team members, captains, and assistants and outline responsibilities
   H. Develop communications plan, including related MarComm activities
   I. Develop initial plan for tradeshow literature, give-aways, and promotions
   J. Plan tradeshow-related customer events
   K. Define advertising opportunities
   L. Book accommodations and area restaurants

V. Project Planning with Exhibit Supplier
   A. Create and communicate detailed project plan, including timing and accountability
   B. Meet with exhibit supplier to review strategies, scope, special needs, and so on

VI. Booth Design: Phase A
   A. Develop booth concept
   B. GE reviews concept with exhibit supplier for design layout options
   C. Exhibit supplier prepares cost estimate
   D. GE evaluates design against objectives and provides comments

VII. Lead Planning
   A. Determine lead capture mechanism
   B. Formalize lead follow-up—who and how

VIII. Booth Design: Phase B
   A. Develop design based on GE’s comments in Phase A
   B. Detail custom elements, if required
   C. Define scope of graphics
   D. Review overall costs
   E. GE evaluates design against objectives and provides comments

IX. Booth Design: Phase C / Graphics: Phase A
   A. Develop design based on GE’s comments in Phase B
   B. Prepare final layout with product and demo placement, count of exhibit elements, and costs and present boards and scale drawings
   C. Review any custom elements
   D. Prepare preliminary layouts for all graphics

X. Parts and Content Gathering
   A. Gather content internally for final graphics production
   B. Gather products internally from GE or OEMs
   C. Arrange delivery to exhibit supplier for mounting

continued
XI. Live Show and Presenters
   A. Develop themes and write scripts
   B. Revise and approve scripts
   C. Audition and select actors
   D. Develop stage production and select props
   E. Conduct rehearsals

XII. Graphics: Phase B
   A. Develop detailed comprehensives of graphics
   B. Change and update graphics based on GE’s review
   C. Approve final graphics

XIII. Public Relations and Pre-Tradeshow Publicity
   A. Define scope
   B. Identify target audience
   C. Review tasks and logistics for pre-tradeshow publicity, press kits, photography, invitations, and conferences
   D. Design, print, assemble, and distribute packages, as required

XIV. Tradeshow Services
   A. Define scope
   B. Review logistics and define responsibilities
   C. Obtain bids for installation/dismantle, shipping, and other miscellaneous services, as needed
   D. Contract services

XV. Exhibit Survey Preparation
   A. Define goals for tradeshow survey from exhibit surveys
   B. Prepare information for independent performance survey of exhibit supplier and outside services
   C. Contract services with independent survey firm

XVI. Final Team Strategy Meeting
   Attended by internal GE team and exhibit supplier design and project managers
   A. Review and confirm all logistical details—responsibilities for tradeshow services, labor, transportation, drayage, phone numbers, accommodations, dates, audiovisual, electricity, and so on
   B. Provide booth staff schedules and training (outside host/hostesses, presenters, and so on)
   C. Select booth duty team
   D. Distribute and discuss final schedules

XVII. Staff Training
   A. Schedule time and place to train all staff at tradeshow and prepare training packets
   B. Review training at end of first day
   C. Review responsibilities
   D. Conduct dress rehearsals

XVIII. Tradeshow
   A. Debrief daily
   B. Conduct special programs and events, if any
   C. Gather and manage leads

XIX. Dismantle and Ship
   A. Exhibit supplier ships to storage or next tradeshow
   B. Confirm return of any materials to GE

XX. Post-Tradeshow Lead Management
   A. Organize and distribute leads
   B. Enter leads into database
   C. Prepare lead reports

XXI. Post-Tradeshow Review
   A. Review objectives met or missed and discuss reasons
   B. Review performance surveys for exhibit supplier
   C. Write post-tradeshow report based on - objectives and results - competition - action items for next tradeshow
# Section 02: Project Scheduling

## Project Schedule Example

The typical project schedule shown above and on pages 02.05 to 02.07 is based on the Project Scheduling Outline on pages 02.02 and 02.03.

<table>
<thead>
<tr>
<th>1. Budget Review</th>
<th>First Year</th>
<th>Second Year</th>
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<tbody>
<tr>
<td>2. Establish annual tradeshow budget</td>
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<tr>
<td>3. Review floor space needs and choices and reserve</td>
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<tr>
<td>4. Review facilities needs for accommodations, events, off-site demos, and other activities</td>
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<tr>
<td>5. Review special needs for off-site events and promotions</td>
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<tr>
<td>6. Set budget for each tradeshow</td>
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<table>
<thead>
<tr>
<th>7. Annual Exhibit Plan</th>
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<tbody>
<tr>
<td>8. Define objectives and identify tradeshows</td>
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<tr>
<td>9. Review message and develop message matrix</td>
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<tr>
<td>10. Make staff assignments for each tradeshow</td>
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</table>

<table>
<thead>
<tr>
<th>11. Internal Communications Plan</th>
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<tbody>
<tr>
<td>12. Define strategy to implement tradeshow plans</td>
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<tr>
<td>13. Plan periodic updates of goals, tasks, deadlines, and logistics by all involved, including suppliers</td>
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<thead>
<tr>
<th>14. Pre-Tradeshow Launch Meetings</th>
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<tr>
<td>15. Review chosen space and its relationship to competitors on tradeshow floor</td>
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<tr>
<td>16. State objectives and purpose of tradeshow (for example, to generate leads, to enhance image)</td>
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<td>17. Define measurement—who, what, how to implement</td>
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<td>18. Analyze competitors</td>
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<td>19. Prepare pre-tradeshow plan—state objectives, themes, product emphasis</td>
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<tr>
<td>20. Debrief from last year’s tradeshow, including review of exhibit surveys</td>
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<tr>
<td>21. Identify booth team members, captains, and assistants and outline responsibilities</td>
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<tr>
<td>22. Develop communications plan, including related MarComm activities</td>
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<tr>
<td>23. Develop initial plan for tradeshow literature, give-aways, and promotions</td>
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<tr>
<td>24. Plan tradeshow-related customer events</td>
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<tr>
<td>25. Define advertising opportunities</td>
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<tr>
<td>26. Book accommodations and area restaurants</td>
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</tbody>
</table>
### 27. Project Planning with Exhibit Supplier

28. Create and communicate detailed project plan, including timing and accountability

29. Meet with exhibit supplier to review strategies, scope, special needs, and so on

### 30. Booth Design: Phase A

31. Develop booth concept

32. GE reviews concept with exhibit supplier for design layout options

33. Exhibit supplier prepares cost estimate

34. GE evaluates design against objectives and provides comments

### 35. Lead Planning

36. Determine lead capture mechanism

37. Formalize lead follow-up—who and how

### 38. Booth Design: Phase B

39. Develop design based on GE’s comments in Phase A

40. Detail custom elements, if required

41. Define scope of graphics

42. Review overall costs

43. GE evaluates design against objectives and provides comments

### 44. Booth Design: Phase C / Graphics: Phase A

45. Develop design based on GE’s comments in Phase B

46. Prepare final layout with product and demo placement, count of exhibit elements, and costs and present boards and scale drawings

47. Review any custom elements

48. Prepare preliminary layouts for all graphics

### 49. Parts and Content Gathering

50. Gather content internally for final graphics production

51. Gather products internally from GE or OEMs

52. Arrange delivery to exhibit supplier for mounting

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### Section 02: Project Scheduling

**Project Schedule Example, continued**

<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
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<tbody>
<tr>
<td>Jan</td>
<td>Feb</td>
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<tr>
<td>27. Project Planning with Exhibit Supplier</td>
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<tr>
<td>28. Create and communicate detailed project plan, including timing and accountability</td>
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<tr>
<td>29. Meet with exhibit supplier to review strategies, scope, special needs, and so on</td>
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<td>30. Booth Design: Phase A</td>
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<tr>
<td>31. Develop booth concept</td>
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<tr>
<td>32. GE reviews concept with exhibit supplier for design layout options</td>
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<tr>
<td>33. Exhibit supplier prepares cost estimate</td>
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<td>34. GE evaluates design against objectives and provides comments</td>
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<td>35. Lead Planning</td>
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<tr>
<td>36. Determine lead capture mechanism</td>
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<tr>
<td>37. Formalize lead follow-up—who and how</td>
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<td>38. Booth Design: Phase B</td>
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<tr>
<td>39. Develop design based on GE’s comments in Phase A</td>
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<td>40. Detail custom elements, if required</td>
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<td>41. Define scope of graphics</td>
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<tr>
<td>42. Review overall costs</td>
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<tr>
<td>43. GE evaluates design against objectives and provides comments</td>
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<tr>
<td>44. Booth Design: Phase C / Graphics: Phase A</td>
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<tr>
<td>45. Develop design based on GE’s comments in Phase B</td>
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<tr>
<td>46. Prepare final layout with product and demo placement, count of exhibit elements, and costs and present boards and scale drawings</td>
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<tr>
<td>47. Review any custom elements</td>
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<tr>
<td>48. Prepare preliminary layouts for all graphics</td>
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<tr>
<td>49. Parts and Content Gathering</td>
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<tr>
<td>50. Gather content internally for final graphics production</td>
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<tr>
<td>51. Gather products internally from GE or OEMs</td>
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<tr>
<td>52. Arrange delivery to exhibit supplier for mounting</td>
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<table>
<thead>
<tr>
<th></th>
<th>53. Live Show and Presenters</th>
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<tbody>
<tr>
<td>54.</td>
<td>Develop themes and write scripts</td>
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<tr>
<td>55.</td>
<td>Revise and approve scripts</td>
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<tr>
<td>56.</td>
<td>Audition and select actors</td>
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<tr>
<td>57.</td>
<td>Develop stage production and select props</td>
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<tr>
<td>58.</td>
<td>Conduct rehearsals</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>59. Graphics: Phase B</th>
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<tbody>
<tr>
<td>60.</td>
<td>Develop detailed comprehensives of graphics</td>
</tr>
<tr>
<td>61.</td>
<td>Change and update graphics based on GE’s review</td>
</tr>
<tr>
<td>62.</td>
<td>Approve final graphics</td>
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<table>
<thead>
<tr>
<th></th>
<th>63. Public Relations and Pre-Tradeshow Publicity</th>
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<tbody>
<tr>
<td>64.</td>
<td>Define scope</td>
</tr>
<tr>
<td>65.</td>
<td>Identify target audience</td>
</tr>
<tr>
<td>66.</td>
<td>Review tasks and logistics for pre-tradeshow publicity, press kits, photography, invitations, and conferences</td>
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<td>67.</td>
<td>Design, print, assemble, and distribute packages, as required</td>
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<tr>
<th></th>
<th>68. Tradeshow Services</th>
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<tbody>
<tr>
<td>68.</td>
<td>Define scope</td>
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<td>70.</td>
<td>Review logistics and define responsibilities</td>
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<tr>
<td>71.</td>
<td>Obtain bids for installation/dismantle, shipping, and other miscellaneous services, as needed</td>
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<tr>
<td>72.</td>
<td>Contract services</td>
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<tr>
<th></th>
<th>73. Exhibit Survey Preparation</th>
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<tbody>
<tr>
<td>74.</td>
<td>Define goals for tradeshow survey from exhibit surveys</td>
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<tr>
<td>75.</td>
<td>Prepare information for independent performance survey of exhibit supplier and outside services</td>
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<tr>
<td>76.</td>
<td>Contract services with independent survey firm</td>
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Section 02: Project Scheduling

Project Schedule Example, continued
<table>
<thead>
<tr>
<th>72. Final Team Strategy Meeting</th>
<th>Jan</th>
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<th>Feb</th>
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<tbody>
<tr>
<td>Attended by internal GE team and exhibit supplier design and project managers</td>
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<td>78. Review and confirm all logistical details—responsibilities for tradeshow services, labor, transportation, drayage, phone numbers, accommodations, dates, audiovisual, electricity, and so on</td>
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<td>79. Provide booth staff schedules and training (outside host/hostesses, presenters, and so on)</td>
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<td>80. Select booth duty team</td>
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<td>81. Distribute and discuss final schedules</td>
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<td>82. Staff Training</td>
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<td>83. Schedule time and place to train all staff at tradeshow and prepare training packets</td>
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<td>84. Review training at end of first day</td>
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<td>86. Conduct dress rehearsals</td>
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<td>87. Tradeshow</td>
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<td>89. Conduct special programs and events, if any</td>
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<td>90. Gather and manage leads</td>
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<td>91. Dismantle and Ship</td>
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<tr>
<td>92. Exhibit supplier ships to storage or next tradeshow</td>
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<td>93. Confirm return of any materials to GE</td>
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<td>94. Post-Tradeshow Lead Management</td>
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<td>95. Organize and distribute leads</td>
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<td>96. Enter leads into database</td>
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<td>97. Prepare lead reports</td>
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<td>98. Post-Tradeshow Review</td>
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<td>99. Review objectives met or missed and discuss reasons</td>
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<td>100. Review performance surveys for exhibit supplier</td>
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<td>101. Write post-tradeshow report based on</td>
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<td>102. - objectives and results</td>
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<td>103. - competition</td>
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<td>104. - action items for next tradeshow</td>
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</table>
The GE exhibit program is built on the foundation of the GE Identity Program. Thus, the layout of exhibit panels incorporates the same identity elements and follows the same principles used in all program applications, including

- **the graphic signature** with its three elements:
  - the signature Monogram
  - signature typography (Univers 68* and, if needed, Univers 48*)
  - the Laser Line
- **the corporate colors**: Platinum Grey, Laser Red, black, and white
- **other appropriate colors**
- **program typography** including
  - ITC New Baskerville
  - Univers and Univers Condensed
- **graphic support** including
  - photographs
  - illustrations
  - thematic graphics
  - the Dynamic Monogram
- **the principle of asymmetry**

For more information on GE identity elements and principles, see document 100, *Basic Standards*.

Typical exhibit graphics, using the GE identity elements and principles, are shown on the following pages.

Note: Expotechnik can provide complete exhibit design services. For more information, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.

*In computer typesetting, other names may be used, such as
  - **for Univers 68**, Univers (67) Condensed Bold Oblique
  - **for Univers 48**, Univers (47) Condensed Light Oblique
Standard GE exhibits
• are built from white or light grey wall panels with an aluminum framework
• use solid medium-grey carpet

Headers are available in a variety of standard and custom colors, as shown on page 03.03.

Optional fabric ceiling panels and lightwalls are translucent white.

Note: Reproduction distorts color. For samples of the colors and materials used in production, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.
The standard colors for headers (located in zone 3, as described on pages 03.04 and 03.05) include white, light grey, black, and Laser Red.

At an additional charge, headers can be provided in any appropriate custom color. Suggested alternatives to the standard header colors are shown in the examples below.

**Standard header background colors**

- **Light Grey**
- **White**
- **Black**
- **Laser Red**

**Typical custom header background colors**

- **Platinum Grey**
- **Blue**
- **Yellow**
- **Orange**
- **Light Green**
- **Dark Blue**

Colored headers may be used

- with or without graphic signatures or copy
- as an accent to feature or emphasize a specific area or product

Work with the exhibit supplier designers to design your exhibit to include color accent header panels.

*Note: Reproduction distorts color.* For samples of the colors and materials used in production, visit Expotechnik’s website, [www.expotechnik.com](http://www.expotechnik.com), or call 800 989-8277.
The layout of GE exhibit panels is based on the special requirements of three-dimensional displays that are
• viewed from a distance
• placed in a visually competitive environment

In view of these requirements, the information in all GE exhibits—from tabletop displays to top-of-the-line configurations commanding thousands of square feet of exhibit space—is prioritized and organized into horizontal zones, each designated to contain a specific kind of communication. This hierarchy allocates each message to a zone according to its importance and sizes it within a range appropriate to the average viewing distance. The result is a logical organization of exhibit messages, from the most general to the most detailed, that maintains optimum legibility for each.

continued
Zone 1: Brand Identity
- Zone 1 is the area in which the entire exhibit is identified. Thus, it features the GE identity—the graphic signature and the Dynamic Monogram—and no other text or imagery may be used here.
- The GE identity is viewed from a distance of 30 to 100 feet and is displayed between 12 and 20 feet above ground level.
- For good legibility, the capital letter height is:
  - at the 16- to 20-foot height, 12 to 36 inches
  - at the 12- and 16-foot height, 8 to 10 inches

Zone 2: Product Area & Wayfinding
- This zone includes messages to:
  - identify a group of products
  - distinguish between different areas of the exhibit
  - help visitors find their way
- Typically, graphics are viewed from a distance of 20 feet, so the capital letter height is between 5 and 10 inches.

Zone 3: Product Identification
- In exhibits over 8 feet in height, zone 3 displays product names.
- In exhibits with heights of 8 feet or less, this zone displays the component or affiliate name.
- The exhibit supplier provides each GE business with standard graphic signature overlays in 1m, 2m, or 3m lengths that:
  - are white, light grey, black, or red with black or white type (depending on overlay color)
  - display a Laser Red Laser Line
  - use a capital letter height of 3 to 5 inches
- Color header or color graphic signature overlays are custom items, available at an additional charge.

Zone 4: Details, Features, & Benefits
- Zone 4 displays the most specific and detailed content in the exhibit; for example, product benefits and features, including text, photographs, illustrations, and mounted products. It is viewed at eye level in an area between 43 to 82 inches above ground level.
- Note: All graphics in zone 4 are custom.
- Photographs and illustrations may extend across two or more wall panels and down into zone 5.
- Capital letter heights can range from ½ inch in text to 1 to 3 inches in titles.
- For typical graphic treatments on four backgrounds, see pages 03.08 and 03.09.

Zone 5: Image Bleed Only; No Content
Because this zone is below eye level and can easily be obscured by visitors, it functions only as an adjunct to zone 4. Only images extending from zone 4 should appear here; no text or significant content should appear here.
A standard graphic signature overlay, typically located in zone 3 (see pages 03.04 and 03.05), displays a component or licensed affiliate name: for example, GE Motors.

The standard graphic signature overlay, provided as a rentable element, is available
• in 3 lengths:
  - 1 meter (39 inches)
  - 2 meters (78 inches)
  - 3 meters (117 inches)
• in four background colors: white, light grey, black, or red
• with black or white signature typography and Monogram (depending on the background color) and a Laser Red Laser Line

For custom background colors, see page 03.03.

Graphic signature overlays can also display the names of products or services, exhibit themes, and slogans such as “We bring good things to life.” Such overlays are custom, available at an additional charge.

For assistance in creating custom overlays, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.
The custom overlays used in zone 4, which detail the features and benefits of products and services, can be created in a variety of sizes. The typical sizes shown on this page conform to the dimensions of either the wall panel or the individual wall panel.

The light grey areas in the examples on this page show where a graphic could be placed, and the size of each area is indicated below each example.

Graphic overlays can be attached to wall panels by:
- a graphic rail
- an adhesive system such as hook-and-loop
Graphic overlays used on wall panels can feature a variety of backgrounds, as shown here and on page 03.09: for example,

- white
- the Dynamic Monogram
- duotone
- full bleed

For assistance in creating custom graphics, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the example on this page.

continued
All colors in a photograph or illustration can be reduced to two, creating a duotone. Typically, a duotone is used in the background of a graphic overlay, as shown in the example at the left, providing contrast to a full-color photograph or illustration that highlights product benefits.

A full-bleed background is sized to completely cover the surface of contiguous wall panels, as shown in the example at the lower left. This background can be used alone or with other graphics placed on top.
In exhibits over 8’ in height, the GE identity and component or affiliate names, product or service names, and wayfinder information can be displayed in a large format in zones 1 and 2. (For a discussion of the zones in the graphic hierarchy, see pages 03.04 and 03.05.)

Above 8’, information can be displayed
• on wall panels over 8’
• in banner graphics
• in lightwall graphics

Typical examples of custom graphic signature overlays on wall panels over 8’ in height are shown on this page. Examples of custom banner graphics and lightwall graphics appear on pages 03.11 and 03.12.

For assistance in creating custom graphics, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.

continued
Custom banner graphics hang from exhibit posts and beams and can be fabricated to fit each of the standard beam lengths. Since they can be seen from a great distance—across a tradeshow floor—banners are a good place to display the GE identity. For optimum legibility, the capital letter heights used in banners should be those recommended for use in graphic hierarchy zone 1 or 2, described on pages 03.04 and 03.05.

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the examples on this page.

continued
Lightwalls are large, internally illuminated, curved structures with translucent white surfaces. Their size, brightness, and uniqueness help draw attention to any exhibit that uses them. In addition, their curved surfaces provide a pleasing contrast to the right-angle structure of the modular exhibit elements.

To dramatically identify an exhibit, GE identity elements (the graphic signature and Dynamic Monogram) can be applied to lightwalls. For high legibility, the capital letter heights used on a lightwall should be those recommended for use in graphic hierarchy zone 1 or 2, described on pages 03.04 and 03.05.

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the examples on this page.
These standards apply to the
- printed reports and proposals
- overhead transparencies
- slides
  used inside or outside the Company
prepared by
- the Company or its
  - components
  - subcomponents
- affiliates licensed to use the GE identity

These guidelines are basic. They are intended to help anyone using a personal computer to prepare presentation materials for GE, in particular those with little or no experience or training in design, layout, or communication. These standards provide a plan for using the elements of the GE Identity Program correctly in presentation materials. In addition, they help to

- simplify and clarify information by standardizing its presentation in three basic forms: print, overhead transparencies, and slides
- streamline and modernize presentation materials by eliminating unnecessary, decorative, or distracting graphic elements, textures, patterns, backgrounds, and borders
- unify the presentation materials of all GE components and licensed affiliates so that each draws from and contributes to the strength of a common GE identity
- provide flexibility to accommodate different kinds of information and communication needs across a variety of presentation formats
- reduce cost and speed production through the use of common design standards
Producing a presentation layout is a matter of displaying information

• as simply as possible

• with utmost clarity

In an issue of *Adweek* magazine, Betsy Sharkey wrote that desktop publishing on a personal computer “conjures visions of graphics-laden reports and in-house newsletters that have the colorful panache of USA Today.”

The reality, however, is often quite different. To fit as much information as possible on one page, type is reduced or squeezed almost beyond legibility. Boxes, borders, centered blocks, and shadows abound. Headlines typeset in all capital letters defy comprehension. Charts incorporating the full gamut of crosshatch patterns do more to aggravate astigmatism than clarify information.

“In the age of [the personal computer], everybody is a designer—sort of,” said Mark Dolliver in the same issue of *Adweek*. “People with no training in graphic design are choosing headline typefaces and page layouts for their reports, proposals, and manuals.” The result? Eyesores and confusion.

When typewriters prevailed, reports and presentations were limited to words, numbers, and horizontal lines. The myriad choices of computer-generated graphics were simply unavailable. Today the push of a button produces a flashy design. It’s easy to forget that “less decoration, more information” still holds true.

Whether you use a computer or traditional means, producing a presentation layout is not a matter of letting your imagination run wild or slavishly following rules; it is a matter of displaying information as simply as possible with utmost clarity.

The following sections show typical pages, overhead transparencies, and slides from GE presentations. These materials provide examples of the best practices for displaying information clearly and simply. (Note: Details in these materials have been changed to protect proprietary information.)
Which form is best: printed presentations, overhead transparencies, or slides?
Overhead presentations and slides work best as simplified versions of printed presentations. Thus,
• put details in a printed presentation
• project only highlights

Projections crowded with details are difficult to read, so keep overhead transparencies simple and slides even simpler.

Typefaces
The typefaces used in GE presentations are
• ITC New Baskerville
• Univers and Univers Condensed

For printed text, serif type is more legible than sans serif type. The example at the left shows that the additional detail of serifs aids in recognition; whereas the sans serif letters in the top line are unreadable, you can tell that the serif letters in the bottom line spell again.

Nevertheless, for type projected in overhead transparencies and slides, a sans serif typeface is preferred. When projected even slightly out of focus (an unfortunate but common occurrence), the thin strokes of serif type tend to disappear, making the letters difficult to read, as shown in the example at the left.

• Use the serif typeface ITC New Baskerville for long print presentations and reports.
• Use the sans serif Univers family of type for overhead transparencies and slides.

Note: When using the same presentation for both print and overhead transparencies, reproduce the overhead transparencies in print.

Type Weights
• For most text, use the regular or normal weight of type.
• For emphasis, use bold or italic. Make certain that a change in emphasis clarifies rather than clutters the text.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique

Main Headlines
• Typeset main headlines in Univers 68*
• Place them at the top of the presentation format, directly above the horizontal line, always in exactly the same size and position throughout the presentation.

Capital Letters
• Avoid presenting any text, including headlines, in all capital letters since such text is not as easy to read as that using a combination of uppercase and lowercase letters.
• Follow either of these standards for the capitalization used in headlines, titles, and callouts:
  - Capitalize only the first letter of the first word, as if the text were an ordinary sentence.
  - Capitalize the first letter of the first word and all other words, except articles (a, an, the), conjunctions (such as and, but, or), and prepositions (such as at, for, of, to)

Text
• Begin body copy at the same point on each transparency or page, leaving at least one line space between the horizontal line and the first line of copy.
• Set copy flush left, ragged right. Do not center or justify copy.

Lines & Boxes
Avoid boxes and vertical rules. (See the examples of tables on pages 03.10 to 03.12.)

Consistency
• Throughout a presentation, use a single type size and style for each kind of typographic element—for example, all headlines should use the same style, all body text should use the same style, and so on.
• Do not make short text larger and long text smaller to fit an area and do not change type size from one page or transparency to the next.

Monogram
• Use the Monogram only in the graphic signature on the cover page, title transparency, or title slide.
• Do not use the Monogram (or a full graphic signature)
  - in headlines or text
  - as a novelty punctuation device
  - for any decorative purpose whatsoever
### Recommended Typefaces & Sizes

<table>
<thead>
<tr>
<th></th>
<th>Detailed printed reports and presentations</th>
<th>Simplified overhead transparencies</th>
<th>Greatly simplified slide presentations*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headlines</strong></td>
<td>18- to 20-point Univers 68</td>
<td>20- to 24-point Univers 68</td>
<td>22- to 24-point Univers 68</td>
</tr>
<tr>
<td><strong>Text</strong></td>
<td>12- or 14-point ITC New Baskerville</td>
<td>18- to 24-point Univers 55, 65, 48, or 68, or ITC New Baskerville</td>
<td>20- to 24-point Univers 55, 65, 48, or 68</td>
</tr>
<tr>
<td><strong>Subheads</strong></td>
<td>Univers 68, same size as text</td>
<td>Same size as text, bold</td>
<td>Same size as text, bold or highlighted by color</td>
</tr>
<tr>
<td><strong>Charts &amp; Tables</strong></td>
<td>10- or 12-point ITC New Baskerville or Univers 55</td>
<td>14- or 16-point Univers 55</td>
<td>12- to 16-point Univers 55</td>
</tr>
<tr>
<td><strong>Maximum number of lines of text</strong></td>
<td>28</td>
<td>20</td>
<td>10</td>
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</table>

(under the horizontal line at the top of the presentation format)

To minimize confusion, keep sizes for headlines, text, subheads, and graphs consistent throughout the entire presentation.

*Based on a slide layout format of 4 5⁄8” x 7”

Note: In computer typesetting, alternative names for the faces in the Univers series may be used: for example,
- for Univers 45, Univers (45) Light
- for Univers 46, Univers (45) Light Oblique
- for Univers 47, Univers (47) Condensed Light
- for Univers 48, Univers (47) Condensed Light Oblique
- for Univers 55, Univers (55) Plain
- for Univers 56, Univers (55) Oblique
- for Univers 63, Univers (65) Bold
- for Univers 66, Univers (65) Bold Oblique
- for Univers 67, Univers (67) Condensed Bold
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 75, Univers (75) Black
- for Univers 76, Univers (75) Black Oblique
- for Univers 83, Univers (85) Extra Black
- for Univers 86, Univers (85) Extra Black Oblique
Sequence and Emphasis of Information

Follow this sequence when laying out the cover page or title transparency, as shown in the examples on pages 02.02 to 02.04:

- **In the graphic signature:**
  Communicative name of the GE business originating the report or presentation, always in Univers 68 and, if needed, Univers 48.

- **First:**
  Title of material, in bold

- **Second:**
  Source of material, in the same size as the title but in regular weight

- **Third:**
  Date of material, in the same style as the source of the material

- **At the bottom:**
  “Confidential” (if applicable), in the same style as the title

Laser Line

Whenever possible, bleed the Laser Line (the horizontal line in the graphic signature) left off the presentation format, as shown in the examples of slides on page 02.04.

If your printer cannot bleed the Laser Line off the format (as is the case with most laser printers, which cannot print up to the edge of the paper), begin the Laser Line at the left margin, aligning it with the left edge of the Monogram, as shown in the examples on pages 02.02 and 02.03.

In most cases, extend the Laser Line right to align with the end of the “E” in “GE” in the communicative name of the GE business used in the signature typography.

Select a weight (thickness) for the Laser Line to ensure its visibility:

- The minimum weight is ½ point.
- The maximum weight is 6 percent of the diameter of the signature Monogram.
- Any weight between the minimum and maximum is acceptable, but it is preferable to keep the line as fine (thin) as possible.

Typefaces

For the communicative name of the GE business in the graphic signature, use only Univers 68 and, if needed, Univers 48.

For the other information on the cover page or title transparency, use the same typefaces used in the balance of the presentation.

Graphic Support

If desired, use any one of the following as graphic support on the cover page or title transparency, as shown in the example on page 02.04:

- photograph
- illustration
- thematic graphic
- Dynamic Monogram

For more information on the Dynamic Monogram, see document 134, *Dynamic Monogram.*

*In computer typesetting, other names may be used, such as
  * for Univers 68, Univers (67) Condensed Bold Oblique
  * for Univers 48, Univers (47) Condensed Light Oblique
Cover Pages

Graphic Signature

- Use a graphic signature on only the cover page of a printed presentation. Do not display the signature (or the Monogram alone) on the inside pages.
- In the signature typography, always use Univers 68 and, if needed, Univers 48,* sized to equal 1/4, 1/3, or 1/2 the point size of the Monogram, typeset on a computer using GE Logo Font. In the examples at the left, the signature typography (20 points) equals 1/4 the point size of the Monogram (80 points).
- Use the Monogram only in a graphic signature. Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document 382, GE Logo Font.

For more information on graphic signatures, see document 131, Graphic Signatures.

Balance of Information

Use either

- ITC New Baskerville
- Univers 68 and 48*

For recommended type sizes, see page 01.03.

Note: Using cover pages preprinted with the Laser Line in Laser Red and the signature Monogram and typography in Platinum Grey is a convenient way to add color and consistency to printed reports, proposals, and presentations. These sheets can be customized with appropriate title information using a laser printer.

*For names used in computer typesetting, see the footnote on page 01.03.
Section 02: Cover Pages & Titles

Overhead Title Transparencies

• Use a graphic signature on only the title transparency of an overhead presentation. Do not display the signature (or the Monogram alone) on the following transparencies.

• In the signature typography, always use Univers 68 and, if needed, Univers 48,* sized to equal \(\frac{1}{4}\), \(\frac{1}{3}\), or \(\frac{1}{2}\) the point size of the Monogram, typeset on a computer using GE Logo Font. In the examples at the left, the signature typography (20 points) equals \(\frac{1}{4}\) the point size of the Monogram (80 points).

• Use the Monogram only in a graphic signature. Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document 382, GE Logo Font.

For more information on graphic signatures, see document 131, Graphic Signatures.

Balance of Information
Use Univers or Univers Condensed.

For recommended type sizes, see page 01.03.

Note: Using title transparencies preprinted with the Laser Line in Laser Red and the signature Monogram and typography in Platinum Grey is a convenient way to add color and consistency to overhead presentations. These transparencies can be customized with appropriate title information using a laser printer.

*For names used in computer typesetting, see the footnote on page 01.03.
Examples are reductions of a 4 5/8 x 7 - inch format for 35 mm slides.

**Graphic Signature**

- **Use a graphic signature in only the title slide of a slide presentation.** Do not display the signature (or the Monogram alone) on the following slides.
- **In the signature typography, always use Univers 68 and, if needed, Univers 48, sized to equal 1/4, 1/3, or 1/2 the point size of the Monogram, typeset on a computer using GE Logo Font.** In the examples at the left, the signature typography (22 points) equals 1/3 the point size of the Monogram (66 points).
- **Use the Monogram only in a graphic signature.** Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document 382, *GE Logo Font.*

For more information on graphic signatures, see document 131, *Graphic Signatures.*

**Balance of Information**

Use Univers or Univers Condensed.

For recommended type sizes, see page 01.03.

**Color**

The recommended background color for GE slide presentations is opaque black with white typography and Laser Red in the Laser Line. If another background is required, use any appropriate dark color.

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*For names used in computer typesetting, see the footnote on page 01.03.*
When using the logo of another company on a cover page, follow these guidelines, as shown in the example at the upper left:

- Keep the other logo outside the graphic signature, well separated from the Monogram. Do not place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks. (For more information on joint marks, see document 341, New Businesses Name & Trademark Practices, pages 30 to 35.)

- Avoid using the other logo in the title; instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.

- Place the logo at the bottom of the cover sheet, separated from but aligned with the other elements.
When using the logo of another company in a title transparency, follow these guidelines, as shown in the example at the upper left:

- **Keep the other logo outside the graphic signature**, well separated from the Monogram. Do not place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks.

  (For more information on joint marks, see document 341, New Businesses Name & Trademark Practices, pages 30 to 35.)

- **Avoid using the other logo in the title**; instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.

- **Place the logo at the bottom of the overhead transparency**, separated from but aligned with the other elements.
When using the logo of another company in a title slide, follow these guidelines, as shown in the example at the upper left:

• **Keep the other logo outside the graphic signature**, well separated from the Monogram. Do not place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks.

  (For more information on joint marks, see document 341, *New Businesses Name & Trademark Practices*, pages 30 to 35.)

• **Avoid using the other logo in the title**; instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.

• **Place the logo at the bottom of the title slide**, separated from but aligned with the other elements.

Examples are reductions of a 4 5/8 x 7-inch format for 35 mm slides.

---

**Note:** The letterspacing of light type against a dark background is slightly more open than that normally used in print.
The same basic style for text is used in all print, overhead, and slide presentations:

- Use a fine (thin) horizontal line at the top of the presentation format. Place the headline above the line and the body text below it.
- Set type flush left, ragged right.
- Use at least one point of additional space between lines of type.
- Do not indent paragraphs; instead, skip at least one-half line space between paragraphs.

### Headline & Top Horizontal Line

**Typeface:** Univers 68*

For recommended type sizes, see page 01.03.

Keep the headline and top horizontal line the same size and in the same position on all pages or transparencies, whether the text and headlines are long or short.

Because most laser printers cannot print up to the edge of the paper, in the examples of print presentations and overhead transparencies on pages 03.02 and 03.03, the top horizontal line is shown beginning at the left margin, aligned with the left edge of the headline and text. Nevertheless, if the line can bleed left off the format, it should, as shown in the examples of slides on page 03.04.

### Body Text

**Typefaces**

- Body copy: ITC New Baskerville
- Subheads and highlights: Univers 68*

For recommended type sizes, see page 01.03.

Begin the body text at least one line space below the horizontal line used at the top of all presentation formats. Keep this beginning point the same on all pages or transparencies, whether the body text is long or short.

**When listing items,**

- *for first-level indents*, use solid bullets
- *for second-level indents*, use short dashes

*For names used in computer typesetting, see the footnote on page 01.03.*
Body Copy
Use ITC New Baskerville, sized by this method:
• Determine the size required for the page with the most text.
• Use that size for all body text in the presentation.

Note: To maintain easy readability, do not use a size smaller than 10 points or larger than 16 points for body text. The recommended size is 12 to 14 points.

Subheads & Highlights
• For first-level subheads and highlights, use Univers 68* in the same size as the body text. Do not box or underline highlights.
• For second-level subheads, use ITC New Baskerville Italic.

Page Numbers & Footnotes
Use ITC New Baskerville, 2 points smaller than the body text.

---

Examples are reductions of 11 x 8 1/2-inch formats.

### Customer Focus Magazine

**Marketing**
- EDI and GE Plastics
  - Upwards of 60 customers are tied into GEP's EDI system – a look at how and why it works.
- EDI and GE Lighting
  - The customers are demanding it and GE Lighting is delivering – a look at their EDI system.
- Pumping new life into an old market
  - GE Plastics and GE Motors link up to solve a common problem and create sales for both.

**Service**
- GE "Action Center" in action
  - GE Mortgage Insurance is providing unsurpassed service to customers.
- AIM for Excellence year-end winner
  - ED&C earns $25,000 grand prize.
- GE Aircraft Engines' Quality Ambassadors
  - GEAE employees visit the customers to spread the quality and service message back home

**Selling**
- Laptops in Louisville
  - GE Appliances is increasing field sales productivity through the use of portable computers.
- GEIS "is it" for Coke
  - An on-site project manager is the secret formula in GE Information Service's success with Coca-Cola in Atlanta.

---

*For names used in computer typesetting, see the footnote on page 01.03.
Overhead projections are difficult to read when they contain too much copy. To enhance legibility,
• make overhead transparencies summaries of the corresponding print presentation
• use the largest type size that space permits

Compared to preparing a print presentation, when preparing overhead transparencies,
• shorten copy to express the gist of an idea, omitting detail (When the presentation is made, the commentator can elaborate on the idea and cite details.)
• break long material into several overhead transparencies, as shown in the examples at the left

Body Copy
Use Univers 55, 56, 47, or 48* for the body text. Determine the size and style required and use the same size and style in all body text in the presentation.

Subheads
To differentiate subheads and highlights from the body text, use the bold or black version of the typeface selected for the body text (Univers 75, 76, 67, or 68*) in the same size as the body text.

Recommended combinations of typefaces* for body copy and subheads:

<table>
<thead>
<tr>
<th>Text</th>
<th>Subhead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 55</td>
<td>Univers 75, 76, 68</td>
</tr>
<tr>
<td>Univers 56</td>
<td>Univers 76</td>
</tr>
<tr>
<td>Univers 48</td>
<td>Univers 68</td>
</tr>
</tbody>
</table>

Do not box, underline, or otherwise embellish highlights.

*For names used in computer typesetting, see the footnote on page 01.03.
Slides are difficult to read when they contain too much copy. To enhance legibility, make slides very brief summaries of the corresponding print presentation. Compared to preparing a print presentation, when preparing slides,

- shorten copy using only key words and phrases (When the presentation is made, the commentator can define and expand on the idea and cite details.)
- break long material into several slides, as shown in the examples at the left

**Body Copy**
Use Univers 55, 56, 47, or 48* for the body text. Determine the size and style required and use the same size and style in all body text in the presentation.

**Subheads & Highlights**
To differentiate subheads and highlights from the body text, use either (but not both)

- the bold or black version of the typeface selected for the body text (Univers 75, 76, 67, or 68*) in the same size as the body text
- color

**Recommended combinations of typefaces** for body copy and subheads when color is not used for differentiation:

<table>
<thead>
<tr>
<th>Text</th>
<th>Subhead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 55</td>
<td>Univers 75, 68</td>
</tr>
<tr>
<td>Univers 56</td>
<td>Univers 76</td>
</tr>
<tr>
<td>Univers 48</td>
<td>Univers 68</td>
</tr>
</tbody>
</table>

Do not box or underline highlights.

---

*For names used in computer typesetting, see the footnote on page 01.03.*

---

**Note:** The letter spacing of light type against a dark background is slightly more open than that normally used in print.
As shown in the examples on the preceding pages, the standard size and position of the
• headline
• top horizontal line
• left margin
establish consistency and help unify all the pages or transparencies of a presentation.

To accommodate different kinds of information, introduce variety, and avoid monotony within a presentation, it can be useful to mix one-, two-, and three-column grids like those shown in the examples at the left.

Examples are reductions of 11 x 8 1/2-inch formats.
Examples are reductions of 11 x 8 1/2 - inch formats.

### Customer Focus Magazine

**Marketing**
- EDI and GE Plastics
  - Upwards of 60 customers tied into GEP’s EDI system—a look at how and why it works.
- EDI and GE Lighting
  - The customers are demanding it and GE Lighting is delivering—a look at their EDI system.
- Pumping new life into an old market
  - GE Plastics and GE Motors link up to solve a common problem and create sales for both.

**Perspectives**
- EDI equals productivity
  - Selling customers on EDI.
- Selling in the future
  - How Appliance is doing it now
  - GE Appliances looks at its business’ new selling technology.

**Service**
- GE “Action Center” in action
  - GE Mortgage Insurance is providing unsurpassed service to customers.
- AIM for Excellence year-end winner
  - ED&C earns $25,000 grand prize.
- GE Aircraft Engines’ Quality Ambassadors
  - GEAE employees visit the customers to spread the quality and service message back home.

**Selling**
- Laptops in Louisville
  - GE Appliance is increasing field sales through the use of portable computers.
- GEIS "is it" for Coke
  - An on-site project manager is the secret formula in GE Information Service’s success with Coca-Cola in Atlanta.

---

To display a list of short items in a print presentation, use two or three narrow columns. They will allow more copy to fit on a page.

A two- or three-column grid is also useful for long paragraphs of copy, since it is easier to read a tall, narrow block of short lines than a short, wide block of long lines.

Whenever possible, use the same typeface and size in two- and three-column grids as are used in one-column grids in the presentation. If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.
To display a list of short items in an overhead transparency, use two or three narrow columns. They will allow more copy to fit on an overhead transparency and remain legible when projected.

A two- or three-column grid is also useful when combining text with charts or photographs (see page 03.15).

Whenever possible, use the same Univers typeface and size in two- and three-column grids as are used in one-column grids in the presentation. If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.
To display a list of short items in a slide, use two or three narrow columns. They will allow more copy to fit on a slide and remain legible when projected.

A two- or three-column grid is also useful when combining text with charts or photographs (see page 03.16).

Whenever possible, use the same Univers typeface and size in two- and three-column grids as are used in one-column grids in the presentation. If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.
In all presentation tables,

- **use**
  - the same typeface and size
  (Note: The typeface and size used in tables may differ from that used in the body text, as described on pages 03.10 to 03.12, but it should be the same in all the tables.)
  - the same text style used for body copy
  (Flush left with no paragraph indents and at least one-half line space between paragraphs)
  - fine (thin) horizontal lines to aid the eye in reading across vertical columns
  - heavy (thick) horizontal bars or bands to structure and emphasize information

- **avoid**
  - vertical lines
  - boxes
  - special background colors
Table Style
for Print Presentations

For tables in print presentations, use either:
• Univers or Univers Condensed
• ITC New Baskerville sized by this method:
  • Determine the size required for the table with the most text.
  • Use that size for all tables in the presentation.

Note: To maintain easy readability, do not use a size smaller than 9 points or larger than 14 points for the text in tables in print presentations. The recommended size is 10 to 12 points.

Examples are reductions of 11 x 8 1/2 - inch formats.

### Major Marketing Areas

<table>
<thead>
<tr>
<th>Marketing area</th>
<th>Major grades produced</th>
<th>Characteristics of installed equipment base</th>
<th>Assessment of opportunity for revamps</th>
<th>Strategy implications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>• Fine</td>
<td>• Many old narrow machines with old drive systems</td>
<td>Fair</td>
<td>• Using ABC for prospecting, concentrate on smaller maintenance-driven revamps and offer flexible financing terms to cash-strapped customers</td>
</tr>
<tr>
<td></td>
<td>• Specialties</td>
<td>• Strong presence</td>
<td></td>
<td>• Store up skill resources</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• While there are many machines with old drive systems in this area, many will be shut down and shipped overseas rather than revamped</td>
<td></td>
</tr>
<tr>
<td>Upper Midwest</td>
<td>• Fine</td>
<td>• Many old narrow machines with old drive systems</td>
<td>Excellent</td>
<td>• ABC team has the area well covered and is vigorously pursuing all opportunities</td>
</tr>
<tr>
<td></td>
<td>• Bulk</td>
<td></td>
<td></td>
<td>• Field skill resources are presently adequate</td>
</tr>
<tr>
<td>Southeast</td>
<td>• Course</td>
<td>• Many large modern machines</td>
<td>Excellent</td>
<td>• Leverage exposure and experience from jobs run out of the Atlanta zone to land further projects in the surrounding area</td>
</tr>
<tr>
<td>Pacific Northwest</td>
<td>• Fine</td>
<td>• Mixture of old narrow machines and large modern machines</td>
<td>Good</td>
<td>• Build up skill resources outside the Atlanta zone</td>
</tr>
<tr>
<td></td>
<td>• Coarse</td>
<td></td>
<td></td>
<td>• Leverage exposure and experience from jobs to land further turnkey projects</td>
</tr>
</tbody>
</table>

### More X-company users than GE users are dissatisfied with their OEM as a parts supplier

Satisfaction with current parts suppliers by users who solo-source from OEM only

<table>
<thead>
<tr>
<th>Parts</th>
<th>Supplier</th>
<th>Extremely satisfied</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Not too satisfied</th>
<th>Not at all satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1</td>
<td>GE only</td>
<td>2%</td>
<td>25%</td>
<td>64%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>53%</td>
<td>47%</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Part 2</td>
<td>GE only</td>
<td>2%</td>
<td>29%</td>
<td>50%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>53%</td>
<td>47%</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Part 3</td>
<td>GE only</td>
<td>2%</td>
<td>29%</td>
<td>50%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>53%</td>
<td>47%</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Part 4</td>
<td>GE only</td>
<td>3%</td>
<td>26%</td>
<td>66%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>53%</td>
<td>47%</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Part 5</td>
<td>GE only</td>
<td>2%</td>
<td>50%</td>
<td>55%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>53%</td>
<td>47%</td>
<td>11%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Subheads: Univers 68, text: 12-point ITC New Baskerville
Table Style for Overhead Transparencies

For tables in overhead presentations, use Univers or Univers Condensed in the largest practical size. Use the same typeface and size for all tables in the presentation.

Overhead presentations work best when they are simple summaries of the information in a corresponding print presentation. To achieve this simplicity while accommodating the information required in a print presentation table, you may need to:

- restructure or reorient the table
- edit the copy
- use more than one transparency

(See “Build Style for Overhead Transparencies,” page 03.13.)

The example at the upper left breaks the print version of the table (shown on page 03.10) into two overhead transparencies (only the first is shown here) and changes the orientation of the table from horizontal to vertical.

The example at the lower left simplifies the print table by combining some of the satisfaction categories.

Note: These examples are not required approaches. They merely demonstrate two of the possibilities for presenting summaries of complex information.
For tables in slide presentations, use Univers or Univers Condensed in the largest practical size. Use the same typeface and size for all tables in the presentation.

Slide presentations work best when they are greatly simplified summaries of the information in a corresponding print presentation. To achieve this simplicity while accommodating the information required in a print presentation table, you may need to:

- restructure or reorient the table
- edit the copy
- use more than one slide (See "Build Style for Slides," page 03.14.)

The example at the upper left breaks the print version of the table (shown on page 03.10) into several slides (only the first is shown here) and briefly summarizes the information.

The example at the lower left simplifies and divides the print table into several segments and combines the satisfaction categories.

Note: These examples are not required approaches. They merely demonstrate two of the possibilities for presenting very brief summaries of complex information.

---

**Northeast marketing areas**

**Major grades**

- Fine, specialties

**Installed equipment base**

- Old narrow machines
- Old drive systems
- Strong presence

**Opportunity for revamps**

Fair

**More X-company users are dissatisfied**

Satisfaction with current parts suppliers by users who sole-source from OEM only

<table>
<thead>
<tr>
<th>Parts</th>
<th>Supplier</th>
<th>Extremely or very satisfied</th>
<th>Somewhat satisfied</th>
<th>Not too or not at all satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1</td>
<td>GE only</td>
<td>27%</td>
<td>64%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>33%</td>
<td>53%</td>
<td>13%</td>
</tr>
<tr>
<td>Part 2</td>
<td>GE only</td>
<td>31%</td>
<td>59%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>29%</td>
<td>54%</td>
<td>17%</td>
</tr>
<tr>
<td>Part 3</td>
<td>GE only</td>
<td>36%</td>
<td>55%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>33%</td>
<td>49%</td>
<td>19%</td>
</tr>
</tbody>
</table>
First overhead in build, text: 20-point Univers 68

Customer Focus Magazine

Marketing
• EDI and GE Plastics
  – Upwards of 60 customers are tied into GEP’s EDI system—a look at how and why it works.
• EDI and GE Lighting
  – The customers are demanding it and GE Lighting is delivering—a look at Lighting’s EDI system.
• Pumping new life into an old market
  – GE Plastics and GE Motors link up to solve a common problem and create sales for both.

Perspectives
• EDI equals productivity
  – Selling EDI.
• Selling in the future: How GE Appliances is doing it now
  – GE Appliances looks at new selling technology.

Examples are reductions of 11 x 8 1/2-inch formats.

Customer Focus Magazine

Marketing
• EDI and GE Plastics
• EDI and GE Lighting
• Pumping new life into an old market

Perspectives
• EDI equals productivity
• Selling in the future: How GE Appliances is doing it now

Second overhead in build, text: 20-point Univers 68 and 48

An effective method for maintaining continuity in an overhead presentation is to introduce a new point while reminding an audience of previous points using a build presentation style—highlighting the newly presented points while subduing and summarizing the previous points.

To create a build series, in the second and subsequent transparencies, subdue the previous points by both
• summarizing them
• using either
  - a lighter weight of type
  - grey in the type

Using information from the print presentation shown on page 03.02,
• the example at the upper left is the first transparency in a build series
• the example at the lower left is the second transparency in the build series; it adds a third point to the previous points, which have been subdued by both
  - summarizing the copy
  - using light type

GE "Action Center" in action
• GE Mortgage Insurance is providing unsurpassed service to customers.
• AIM for Excellence year-end winner
  – ED&C earns $25,000 grand prize.
• GE Aircraft Engines’ Quality Ambassador
  – GEAEE employees visit the customers to spread the quality and service message back home.
An effective method for maintaining continuity in a slide presentation is to introduce a new point while reminding an audience of previous points using a build presentation style—highlighting the newly presented points by subduing the previous points.

To create a build series, in the second and subsequent slides subdue the previous points by both:

• summarizing them
• using either
  - a lighter weight of type
  - grey in the type

Using information from the print presentation shown on page 03.02,

• the example at the upper left is the first slide in a build series
• the example at the lower left is the second slide in the build series; it adds a third point to the previous points, which have been subdued by both
  - summarizing the copy
  - using grey type

The same effect could be achieved by using two weights of type in the same color, as shown in the example on page 03.13.
To better integrate photographs and charts into overhead presentations, incorporate the text using the same two- and three-column grids used for text transparencies.

Using the grids shown on page 03.05, the examples at the left show various positions for photographs or charts:

- The example at the upper left shows a single photograph used with a headline and an optional subhead. The photograph aligns flush right with the end of the horizontal line and extends as far left as required.

- The example in the middle shows two photographs and subheads. The photographs are sized to fit the two-column grid and are aligned at the top under the horizontal rule. If required, the photographs may vary in height.

- The example at the lower left shows a photograph combined with text on the same two-column grid used for overhead text transparencies.

Examples are reductions of 11 x 8 1/2-inch formats.
Although a photograph sometimes fills a slide, to better integrate photographs and charts with the balance of the presentation, they may appear with text, using the same two- and three-column grids used for text slides.

Using the grids shown on page 03.05, the examples at the left show various positions for photographs or charts:

- The example at the upper left shows a single photograph used with a headline and an optional subhead. The photograph aligns flush right with the end of the horizontal rule and extends as far left as required.

- The example in the middle shows two photographs and subheads. The photographs are sized to fit the two-column grid and are aligned at the top under the horizontal rule. If required, the photographs may vary in height.

- The example at the lower left shows a photograph combined with text on the same two-column grid used for text slides.

*Note: The letter spacing of light type against a dark background is slightly more open than that normally used in print.*
If prepared correctly, charts and graphs can communicate ideas and relationships more effectively than a simple table. A chart can give coherence to large quantities of numbers, and it can facilitate comparisons among various types of data. A graph can provide a wealth of information at a glance.

Nevertheless, there are dangers in using such visual aids. Edward Tufte, a Yale professor, consults with TV networks, corporations, and the U.S. government on the display of statistics. Writing in the American Institute of Graphic Arts’ Journal of Graphic Design, he discusses the tendency to overuse graphics when preparing charts:

The excuse for decoration is often, “The data is boring, and we need to make it come alive.” Well, if the numbers are boring, then you’ve got the wrong numbers. Decoration won’t save the day. Note the hidden assumption here that the audience for graphics is probably somewhat thick-headed, requiring a visual trick to induce them to look at some numbers. We should reject the quality-corrupting doctrines that numbers are boring and that graphics are for those with short attention spans. These doctrines blame the victims (the data and the audience) rather than the perpetrators. Finally, garish but data-starved graphics reduce the credibility of presentations, for most audiences will have a natural suspicion of hyped graphics. Who would trust a chart that looks like a video game?

When preparing a presentation chart, consider the following:

• Is a chart the best way to communicate the information? Often, a table is easier to understand.

• Is the kind of chart selected the best for the situation? There are many alternatives to rows of bars and wedges of pie.

• Is a key or legend required or can the material be labeled directly?

• Is the page cluttered? To simplify the presentation, can the information be combined into fewer charts or can some of the data be carried over to another page? Can the explanatory type and labels be better organized?

On the following pages of this section,

• at the top are some typical GE charts prepared before these guidelines were developed

• at the bottom are the same charts redesigned to simplify the information and make it easier to read

Note: The guidelines in Section 04 apply to all presentation materials, regardless of form.

<table>
<thead>
<tr>
<th>Friendly</th>
<th>Unfriendly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type is set in upper- and lowercase letters.</td>
<td>Type is set in all capital letters.</td>
</tr>
<tr>
<td>Words are spelled out.</td>
<td>Abbreviations abound, requiring the viewer to sort through text to decode abbreviations.</td>
</tr>
<tr>
<td>Mysterious and elaborate encoding is avoided.</td>
<td>Words run vertically, particularly along the Y-axis. Words run in several different directions.</td>
</tr>
<tr>
<td>Words run from left to right, the usual direction for reading occidental languages.</td>
<td>Little messages help explain data.</td>
</tr>
<tr>
<td>Graphic attracts viewer and provokes curiosity.</td>
<td>Graphic is cryptic, requiring repeated references to scattered text.</td>
</tr>
<tr>
<td>Elaborately encoded shadings, crosshatching, and colors are avoided: instead, labels are placed on the graphic itself: no legend is required.</td>
<td>Obscure coding requires going back and forth between legend and graphic.</td>
</tr>
</tbody>
</table>

Edward Tufte’s book, The Visual Display of Quantitative Information (Graphics Press, Cheshire, Connecticut, 1983) includes the table shown at the right. It highlights the differences between graphics that are friendly and easily understood and those that are unfriendly and obscure.
The original flow chart at the left is a hodgepodge of elements (collectively known as chart junk), that should be avoided in all presentation materials, including:

- borders
- words consisting of all-capital letters
- coarse screens (linear and dot patterns)
- shadows
- oddly shaped boxes
- grossly deformed arrows

Ridding the page of chart junk unclutters it. Using only the necessary design elements, such as simple boxes and arrows helps present the information much more clearly.

Making the most important verbal element into a headline at the top of the page simplifies the layout and clarifies the point of the chart.

The type is much easier to read when set in upper- and lowercase letters instead of the all-capital letters used in the chart above.
Customers Use Third-Party And In-House Services Because Of Cost Advantages

Type of service arrangement
R&F/Rad (N = 1554)

- OEM & third-party 60.2%
- OEM 170%
- In-house 2.3%
- All three 3.6%
- Third-party 16.3%
- OEM & in-house 5%
- All in-house 3.9%
- Total F and R 14.9%
- Total Third Party 14.1%
- Total 100%

Source: All customers screened to participate in study, identified service supplier(s) for each equipment modality

Customers use third-party and in-house services because of cost advantages.

Since a comparison of two or more charts is not required here, an all-black pie chart is easy to understand and free of visual distraction, as shown in the example at the left.

In the original pie chart above, the white boxes within the wedges, which are used to contain three of the labels, hinder the size comparison of the wedges. Reversing the label information in white from an all-black pie could eliminate this problem, but some of the wedges are too small to accommodate the required type. Setting the label type in a size large enough to be easily read and neatly organizing the labels around the chart, as shown in the example, solves the problem.

In the original pie chart at the left,
- the screens are so visually active, they are distracting, interfering with the quick understanding of the chart
- the type in the labels is so small, it is barely legible

Examples are reductions of 11 x 8 1/2 -inch formats.
As shown in the original overhead transparency at the left, the following elements impair legibility and impede understanding of the chart:

- all-capital letters in the headline
- distracting screens
- white box labels for each wedge

Compared to the example above, the example at the left shows that

- the headline, set in upper- and lowercase letters, is much easier to read than the all-capital headline
- the fine screens of black, used to make the shades of grey in the pie wedges, eliminate the visual distraction of coarse screen patterns
- by combining some of the type elements into blocks above the pie charts, the layout has been simplified
Examples are reductions of 11 x 8 1/2-inch formats.

Customers Are The Most Happy With Division F

Division Performance
(Percentage Of Customers Who Rate Division’s Service Cost as Good)

As shown in the original overhead transparency at the left,
• a different pattern in each bar unnecessarily emphasizes certain bars, complicating the chart and confusing its meaning
• small type is difficult to read

Compared to the chart above, the example at the left shows that
• the same color in all the bars makes it easier to compare lengths and avoids undue emphasis on particular bars
• marks at 10 percent increments in all the bars facilitate comparison
• large type is easier to read

Customers are the happiest with Division F

Division performance by modality
(Percentage of customers who rate division’s service cost as good)

Redesign with Univers 68 and 55
Examples are reductions of 11 x 8½-inch formats.

The multiple bar chart in the original print presentation at the left uses the following unnecessary elements:
- distracting screens
- legend
- white box labels for bar parts

Compared to the chart above, the example at the left shows that
- colors can differentiate the bar parts without the visual distraction of coarse screens
- bar part labels, displayed in a large size to the left of the first bar and colored the same as each bar part, eliminate the legend and are easier to read
- bar part percentages, displayed in a large size to the right of each bar, are easier to read
- the vertical line indicating 100 percent can be eliminated since no scale is required

continued
As shown in the original print presentation at the left,
• the four charts are confused as one when they are placed close together
• joined by the vertical baseline
• the coarse patterns distract the eye, fragment the charts, and contribute to the misperception that only one chart is displayed
• the small type is difficult to read and will not project well

Compared to the chart above, the example at the left shows that
• the four charts are made to appear separate and distinct by
  - separating each with a space equal to the bar height
  - repeating an even progression of tones (from black through medium grey, light grey, and white) in the four bars of each chart
  - omitting the vertical baseline
• the fine screens of black, used to make the shades of grey in the bars, eliminate the visual distraction of coarse screen patterns
• the large type is easier to read and will project well

### GE Service Contracts and Insurance Policies Are Slightly More Prevalent in Larger Dealerships and in the East

#### Type of Service Arrangement by Dealer Size (% of units)

<table>
<thead>
<tr>
<th>Type of Service Arrangement</th>
<th>Dealer (n=159)</th>
<th>Under 200 bays (n=471)</th>
<th>200-499 bays (n=329)</th>
<th>Over 499 bays (n=90)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Service Contract</td>
<td>51.1</td>
<td>47.4</td>
<td>37.4</td>
<td>47.4</td>
</tr>
<tr>
<td>Purchased as Needed</td>
<td>26.4</td>
<td>21.0</td>
<td>39.1</td>
<td>18.9</td>
</tr>
<tr>
<td>Under Warranty</td>
<td>18.2</td>
<td>12.7</td>
<td>17.6</td>
<td>20.0</td>
</tr>
<tr>
<td>On an Insurance Policy</td>
<td>6.0</td>
<td>5.1</td>
<td>7.8</td>
<td>7.8</td>
</tr>
</tbody>
</table>

Source: Customer survey of GE service users categorizing their current service arrangements

### GE Service Contracts Are More Prevalent in Larger Dealerships.

#### Type of Service Arrangement by Facility Size (% of units)

<table>
<thead>
<tr>
<th>Type of Service Arrangement</th>
<th>Dealer (n=159)</th>
<th>Under 200 bays (n=471)</th>
<th>200-499 bays (n=329)</th>
<th>Over 499 bays (n=90)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On service contract</td>
<td>38.4</td>
<td>37.4</td>
<td>47.4</td>
<td>37.4</td>
</tr>
<tr>
<td>Purchased as needed</td>
<td>26.4</td>
<td>21.0</td>
<td>39.1</td>
<td>18.9</td>
</tr>
<tr>
<td>Under warranty</td>
<td>18.2</td>
<td>12.7</td>
<td>17.6</td>
<td>20.0</td>
</tr>
<tr>
<td>On an insurance policy</td>
<td>6.0</td>
<td>5.1</td>
<td>7.8</td>
<td>7.8</td>
</tr>
</tbody>
</table>

Source: Customer survey of GE service users categorizing their current service arrangements

Examples are reductions of 11 x 8 1/2 - inch formats.
Although clear to its creator, a chart may still confuse others. After examining the example at the left, these questions remain:

- What do the bars and plot line represent? One must represent the number of dollars and the other must represent the number of units, but which is which?
- Why are the headline and subhead identical? Is this a careless error? Are there other such errors in this presentation? Are any of the figures incorrect?
- Why is the type so difficult to read? What does that itsy-bitsy type along the bottom say? Does this chart actually reveal something the presenter wishes to hide?

As shown in the example at the left, the confusion in the chart above is clarified by
- using plot lines for both scales
- labeling each plot line
- eliminating redundancy between the headline and subhead by omitting the latter
- enlarging the entire chart so the type is easy to read
- placing close together the annual data displayed below the chart and the dates displayed at the bottom of the chart
GE Identity Program

Newsletters 251
Employee Identification 252
Recruitment Advertising
(See document 242 in Marketing Communications)
These standards apply to the internal and external newsletters used by the Company and its
• components
• subcomponents
• licensed affiliates

These standards provide a plan for featuring the elements of the GE identity program consistently and prominently in newsletter mastheads. In addition, they help to
• simplify and clarify information by standardizing its presentation
• streamline and modernize newsletters by instituting the use of grids and eliminating unnecessary or outdated graphic support elements
• unify the newsletters of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
• create synergy in newsletters through the consistent use of typography
• communicate specific attributes of high technology, dynamism, and innovation
• provide flexibility to accommodate different kinds of information and communication needs
• reduce cost through the use of common design standards
<table>
<thead>
<tr>
<th>Contents</th>
<th>251.01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grids</td>
<td>251.02</td>
</tr>
<tr>
<td>Mastheads</td>
<td>251.04</td>
</tr>
<tr>
<td>Page Layouts</td>
<td>251.06</td>
</tr>
<tr>
<td>Headlines &amp; Subheads</td>
<td>251.07</td>
</tr>
<tr>
<td>Text</td>
<td>251.08</td>
</tr>
<tr>
<td>Back Pages</td>
<td>251.09</td>
</tr>
</tbody>
</table>
A grid, the underlying structure used to organize graphic and typographic elements in a layout, establishes order and consistency in the placement of photographs, illustrations, text, headlines, captions, folios, and any other element in a layout. When designing a newsletter, use the same grid for the cover and the inside pages. A single grid helps unify and strengthen the overall appearance of the newsletter, even though the content of each page is different.

continued
An asymmetrical layout with generous clear space helps make GE newsletters inviting and easy to read. Because of their odd number of columns, both the three- and five-column grids help establish asymmetry.

As shown in the example of a five-column grid, below, generous clear space can be created by restricting the left column to a small amount of featured information: for example, circulation restrictions, issue data, captions, issue highlights, subheads, and photographs or illustrations.
John Trani, senior vice president, recently announced that the ground breaking will take place for a GE Medical Systems fitness center in June. It will be located between the Waukesha headquarters and MR facilities.

The Fitness Center will be open to all area employees and will include an indoor jogging/walking track, state-of-the-art exercise equipment, an area for group exercise, and men's and women's locker rooms.

Fitness Systems, a leader in corporate health and fitness programs, will manage the center. They have worked with several GE locations on their centers including Aircraft Engines in Evendale, Ohio, GECC in Stamford, Connecticut and the GE Corporate fitness center in Fairfield, Connecticut. They will have a staff of fitness professionals on hand at all times to assist GE Medical Systems employees.

The Fitness Center staff will create a personalized exercise "prescription" for employees and provide group exercise programs and will handle day-to-day activities involved in running the center. They will always be there to answer any employee questions on the center or on personalized exercise programs. Employees who are interested in joining the center, must fill out a form on the GE Medical Systems website.

As the name of the newsletter, the masthead is the dominant element on the first page. It provides a consistent visual identity from issue to issue.

The first step in creating a GE newsletter masthead is to place the signature Monogram in the upper-left corner of the page. There is no required size, but a minimum of 60-point GE Logo Font (3 3/4 picas in diameter) is recommended. It should be aligned at the left and top margins of the grid.

Next, typeset the newsletter name in Univers 68 and, if needed, Univers 48 and place it to the right of the signature Monogram. The newsletter name is usually set in capital and lowercase letters.

Other information, such as the communicative name of a component, may appear in the masthead and should be typeset in Univers 68.

Note: Do not use the Dynamic Monogram, other logotypes or symbols (except the signature Monogram), or other images in the masthead. No other symbol should fight the Monogram for attention.

Use a fine line to underscore the signature Monogram and newsletter name. Whenever possible, bleed the line left off the page. If this is not possible, begin the line flush with the left edge of the Monogram. In either case, extend the line to the end of the masthead name.

All masthead elements should align on the grid.

continued
The VHSIC Pioneer Award was given by the U.S. government to companies that for more than a decade have pursued Very High Speed IC research, and whose early contributions gave momentum and direction to the government’s VHSIC effort. GE was one of the ten companies recognized as a VHSIC Pioneer.

“GE and its employees have made significant contributions to these achievements and to (VHSIC) program’s success,” said Ronald Kerber, Deputy Under Secretary of Defense for Research and Technology.

GE wins VHSIC Pioneer Award

The VHSIC Pioneer Award was given by the U.S. government to companies that for more than a decade have pursued Very High Speed IC research, and whose early contributions gave momentum and direction to the government’s VHSIC effort.

Companywide, GE ended 2002 with 155 days of inventory — capping a year in which inventory fell in each quarter, compared with 2001. The year-end figure was 11 days below year-end 2001 and represented another “best ever” performance for the company. As of December 31, 2001, GE inventory totaled $8.3 billion — down more than $1.1 billion during the year.

For the year, 78% of the Company operation components increased their turnover. This improvement represents a $960 million inventory avoidance for the fourth quarter.

2002: GE’s best year for inventory control

Efforts expanding

Looking ahead in 2003, Al Butler, manager of Logistics Systems, Corporate Engineering and Manufacturing in Bridgeport, says the Corporate Inventory Counsel will continue to emphasize manufacturing cycle reduction, but will expand its scope to include total business cycle reduction.

Butler notes that business-level inventory council members will be working to improve their effectiveness by seeking more multifunctional involvement in inventory improvement. Functions such as purchasing, engineering and marketing are critical to overall inventory success, Butler points out.

The corporate Inventory Council was organized in 2001 to lead the Company through its analysis of then-current inventory practices.

Examples are shown at a reduced size.
Confessions of a non-smoking, 35-year old

by Bill Stoddard
Bill Stoddard is program manager - Contributions for the GE Foundation, Inc. He has after tips on how to quit smoking differentiated and who to call.

Only a smoker - present or former - knows that knowing, perhaps realizing that makes you want another cigarette soon after you've put one out. We call cigarette smoking a habit. But it's much more than that. It's a serious addiction.

Smokers that don't face that reality continue to be powerless over cigarettes. I know what that's like. For 30 years I consumed an average of two packs a day. I tasted the days of Humphrey Bogart, when smoking was the thing to do. It was socially acceptable. Then came the Surgeon General's report. I read it with interest, but continued to smoke.

Twenty years ago, my wife, who was also a heavy cigarette smoker, developed lung cancer. Her doctor said it was the "smoker's lung", a type of lung cancer common among cigarette smokers. Despite treatment, within a year and a half, the cancer had won and my wife died.

Still I smoked. But I was beginning to have second thoughts about my "habit". Thirty years ago, I enrolled in a smoking cessation clinic and failed. A few months later, I enrolled in a second clinic and failed again. Last year, I enrolled in a third clinic, hoping this time it would be different. I set a date that was to be my last day with cigarettes - March 3, 2002. I carefully planned my cigarette supply so that it would run out on that day. By 11 a.m., only one cigarette.

Employee's kids keep hitting new heights

First there was Lisa Smith's son, Chris. Since his name was chronicled in high school basketball career in December, the 6'7" senior (and soon to be UConn Husker) has gone on to be named Bridgette's Player of the Year, and Connecticut and New England Player of the Year by Scholastic Coach magazine. He's been included among Nike's "Top 50". USA Today's "Super 25" and Gatorade's "First Team All America." He's also been picked to play in McDonald's Capital Classic All America game on April 9.

Four GE products named America's best

Gil-dephenone, jet engines, magnetic resonance-imaging scanners are four of the "100 Products That America Makes Best" according to a recent survey published in the March 28th issue of Fortune magazine. The diverse list includes categories ranging from industrial equipment and consumer goods. Some of the items include: textiles, electronics, tractors, prescription drugs, computers and ice cream.

Selection criteria required products to be the most innovative and technologically advanced. They also had to be the most durable and demonstrate the highest quality for the lowest cost. Only one company, Hewlett-Packard, was cited more often than GE. However, the six HP products are all electronics-related. By contrast, six GE's four products represent greater technological diversity. Other companies receiving multiple mentions include IBM and 3M, each named three times. IBM, Motorola and Whirlpool were each named twice.

Examples are shown at a reduced size.
Headlines help determine the appearance of a newsletter. They must be large enough to be read easily but not so large that they are overpowering. For all GE newsletters, use ITC New Baskerville in upper- and lowercase for headlines and text.

Subheads, usually in a bolder typeface than the body copy, can guide readers through long blocks of text or direct them to relevant information.

Use subheads when an important new topic is introduced, but use them sparingly. Too many subheads compete with each other and create a cluttered newsletter.

Subheads, captions, page numbers, and similar typographic elements may be set in ITC New Baskerville or Univers. Do not use more than three type sizes and two styles in any one publication.
Text may be justified or unjustified.

**Justified text**, in which all lines are the same length, is achieved by hyphenating words and varying word spacing. Justified text provides a rigidly formal appearance. Narrow columns of text should not be justified because the required wide variation in word spacing interferes with legibility.

**Unjustified text**, characterized by irregular line endings at the right margin, creates an inviting, informal, and easy-to-read publication. Words are separated by equal amounts of space, and fewer words are hyphenated.

**Line spacing** (also known as *leading*), the measurement between the baselines of type, may be adjusted to refine the appearance of a publication. Proper leading ensures, at the minimum, that the bottoms of the letters in one line do not touch the tops of the letters in the next line. Leading should be consistent throughout a newsletter.

**Avoid pages containing nothing but text.** Use elements such as subheads, illustrations, photographs, clear space, or highlighted quotations to make a layout inviting. Charts, tables, and maps add visual interest and help readers understand the content.

---

<table>
<thead>
<tr>
<th>Justifying narrow columns of text causes irregular word spacing.</th>
<th>Unjustified (flush left)</th>
<th>Justified</th>
</tr>
</thead>
<tbody>
<tr>
<td>The goal of typography is for the eye to flow easily across and down lines of type. Avoid gaps and irregular word spacing caused by justifying short lines, or lines so long that the eye loses its place when it returns to the beginning of the next line.</td>
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<td>The goal of typography is for the eye to flow easily across and down lines of type. Avoid gaps and irregular word spacing by</td>
</tr>
</tbody>
</table>

**Too little leading**

The goal of typography is for the eye to flow easily across and down lines of type. Avoid gaps and irregular word spacing caused by justifying short lines, or lines so long that the eye loses its place when it returns to the beginning of the next line.

**Too much leading**

The goal of typography is for the eye to flow easily across and down lines of type. Avoid gaps and irregular word spacing caused by justifying short lines, or lines so long that the eye loses its place when it returns to the beginning of the next line.

---

Line spacing (leading) should be adjusted so lines are neither so close nor so far apart that legibility is compromised. At the least, the space between lines should appear larger than the space between words. Normally, a minimum of 1 point of leading is required for good legibility.
Briefs

Attention: Parking Garage Speeders
Several employees have recently reported “close calls” in the parking garages when they, as pedestrians, have been nearly run down by cars traveling too fast. All employees are urged to slow down and be alert to pedestrians. Your life could depend on it! Drive carefully, please.

Training in self exams still offered through Medical Center
Female employees are reminded that the Medical Center is continuing its program of providing training in the MammaCare technique of breast self examinations. The technique, developed by Mammatech Corporation, enables women to perform competent

Employees can learn proper techniques using lifelike protheses, training aids and take-home kits. A 45-minute VHS training cassette is also available for use in the Medical Center and for home viewing through a lending arrangement with the Center.

Employee Store Specials
Spring audio rebate: Get $2 to $5 in cash rebates on selected GE audio products. Rebates end June 22.

Held over: Winter Savers
By popular demand, the special savings on all GE brand lighting that was offered over the winter has been extended.

HQ News
is published monthly for employees of GE Corporate Headquarters Fairfield, Connecticut by Corporate Staff Employee Relations
Editor
Bonnie J. Lescinsky
Design
Thomas McVety

Examples are shown at a reduced size.

International goodwill

Recently, three law students from the People’s Republic of China, who are studying in the United States, visited GE Capital headquarters to learn more about American finance.

The students, Dong Jing, Li Li, and Deng Jing, discovered great differences in the two systems, as one would expect, since the government controls business in China. But they all agreed that their country was changing every day and becoming more Westernized and open to new ideas, especially the private ownership of business.

The students were particularly fascinated with the notion of credit in this country, since consumers cannot buy on credit in China. They also admired the flexibility and autonomy of American business.

But while the two countries are miles apart geographically, culturally and politically, there are some things that are universal – and GE is one of them. All three students, who spoke excellent English and French, agreed that the Company was well known in China.
These standards apply to employee identification used by the Company and its
• components
• subcomponents
• licensed affiliates

Contents

Name Tags 252.01
Security Badges 252.02
Uniform Patches 252.03
When designing name tags, follow these general guidelines:

- **Use a graphic signature to contain the individual’s name.** The individual’s first name should appear large in Univers 68*; the last name may be differentiated by using:
  - a smaller capital height or
  - lighter type (Univers 48*)

  Horizontally align the baseline of the first name with the base of the Monogram. Capital and lowercase letters for both names are recommended.

  Note: Bleed the Laser Line left off the name tag format. When this is not possible, begin the Laser Line flush left with the left edge of the signature Monogram. To accommodate names of different lengths, end the Laser Line 1⁄4 inch from the right margin on all name tags.

  For more information on graphic signatures, see document 131, *Graphic Signatures.*

- **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document 132, *Color.*

- **Use Univers 68 and, if needed, Univers 48** for other information appearing on the name tag such as:
  - the communicative name of the component or affiliate (typeset in Univers 68)
  - the office location (if used with a communicative name, typeset in Univers 48 for differentiation)

  Place this information below the Laser Line.

  The capital height of this information should be no larger than the capital height of the individual’s last name; it may be smaller, if desired.

**Reproduction Materials**

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
When designing security badges, follow these general guidelines:

- **Use a graphic signature** containing the communicative name of the component, affiliate, or location. When space is severely limited, one of the special signatures, as shown below right, may be used. For more information on the special signatures, see document 131, *Graphic Signatures*.

- **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document 132, *Color*.

- **Use a sans serif letter style for all typeset or typewritten information appearing outside the graphic signature** on both the front and back of the badge, whenever possible. For more information on sans serif typefaces, see document 133, *Typography*.

- **When selecting equipment to produce security badges**, evaluate the equipment for its capability to reproduce graphic signatures with accuracy and high quality. Some of these examples are produced on equipment that can reproduce security information on both the front and reverse sides of the badge, leaving the front side uncluttered in appearance. This clean, uncluttered appearance is desirable in security badges.

- **Do not use**
  - group, division, department, program, project, or other organizational logotypes or symbols
  - graphic elements such as decorative patterns, borders, or illustrations

**Reproduction Materials**

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

---

**Robert W. Holmes**
57488

**GE Aircraft Engines**
Evendale

**GE American Communications**

**GE Fairfield**

**Signature**
Richard A. Eason

**Name**
1689
When designing uniform patches, follow these general guidelines:

• **Use a graphic signature** containing the communicative name of the component, affiliate, product, or service. For more information on graphic signatures, see document 131, *Graphic Signatures*. Note: When the uniform patch is very small, one of the special signatures may be used. In this application, the special signature may contain a communicative name, as shown at the left.

• **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document 132, *Color*.

• **Do not use**
  - group, division, department, program, project, or other organizational logotypes or symbols
  - secondary design marks or graphic elements such as decorative patterns or borders.

• **Primary word marks or design marks** (other than the signature Monogram) may be used, if desired. They should be
  - placed below the Laser Line
  - preferably reproduced in a color different from the signature typography

• **Any additional copy** should be placed below the Laser Line and set in Univers 68 or 48.

**Reproduction Materials**  
For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

• **GE Logo Font**, containing all versions of the signature and Dynamic Monograms
• **authentic versions of the program typefaces:**
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as*  
• *for Univers 68, Univers (67) Condensed Bold Oblique*  
• *for Univers 48, Univers (47) Condensed Light Oblique*
These stationery standards apply to all components and licensed affiliates in North America.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company’s audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company’s organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE’s commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help

- simplify and clarify information by standardizing its presentation
- streamline and modernize the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper
- communicate specific attributes of refinement, sophistication, high technology, dynamism, and innovation
- unify the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Guidelines</td>
<td>261.10</td>
</tr>
<tr>
<td>Copy Elements</td>
<td>261.11</td>
</tr>
<tr>
<td>Typesetting Specifications</td>
<td>261.20</td>
</tr>
<tr>
<td>Layout &amp; Specifications:</td>
<td></td>
</tr>
<tr>
<td>Standard Letterhead</td>
<td>261.31</td>
</tr>
<tr>
<td>• with Brand Marks, a Slogan, or Certification</td>
<td>261.34</td>
</tr>
<tr>
<td>• with Employee’s Name</td>
<td>261.36</td>
</tr>
<tr>
<td>Standard Second Sheet</td>
<td>261.37</td>
</tr>
<tr>
<td>Monarch Letterhead</td>
<td>261.38</td>
</tr>
<tr>
<td>News Release Letterhead</td>
<td>261.40</td>
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<tr>
<td>News Bulletin Letterhead</td>
<td>261.41</td>
</tr>
<tr>
<td>Standard Envelope</td>
<td>261.51</td>
</tr>
<tr>
<td>• with Brand Marks or Certification</td>
<td>261.53</td>
</tr>
<tr>
<td>• with Employee’s Name</td>
<td>261.54</td>
</tr>
<tr>
<td>Monarch Envelope</td>
<td>261.55</td>
</tr>
<tr>
<td>Internal Envelope</td>
<td>261.56</td>
</tr>
<tr>
<td>News Release Envelope</td>
<td>261.57</td>
</tr>
<tr>
<td>Window Envelope</td>
<td>261.58</td>
</tr>
<tr>
<td>Airmail Envelope</td>
<td>261.59</td>
</tr>
<tr>
<td>Large Mailing Envelope</td>
<td>261.60</td>
</tr>
<tr>
<td>Business Cards</td>
<td>261.71</td>
</tr>
<tr>
<td>Mailing Label</td>
<td>261.81</td>
</tr>
<tr>
<td>Note Pad</td>
<td></td>
</tr>
<tr>
<td>Alternative 1</td>
<td>261.82</td>
</tr>
<tr>
<td>Alternative 2</td>
<td>261.83</td>
</tr>
</tbody>
</table>
**Space-Saving Conventions**

To fit the information required on a business card, three conventions are used in that item and, for consistency, in all GE stationery:

- **The delivery address**, including the city, state or province, and postal code, appears on one line whenever possible.

- **Abbreviations** are used in the address block.

- **Labels** are used only to differentiate similar contact numbers. Thus, for example, the first contact number, the direct-line telephone number, is not labeled. To differentiate the second number from the first, the abbreviation “DC:” for Dial Comm or “Fax:” for facsimile is used. No labels are used with the e-mail and website addresses because their unique forms clearly identify them.

**Standard & Executive Stationery**

For several stationery items, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only the:

- paper stock
- reproduction method

Each GE business decides which of its employees should use the executive version of stationery items.

**Personalized Stationery**

Letterheads and envelopes imprinted with an employee’s name and job title are personalized stationery. Personalization is available in both standard and executive stationery.

Each GE business decides which of its employees should use personalized stationery.

**Stationery Supplier**

Periodically, GE Corporate Sourcing requests bids from suppliers to provide North American components and licensed affiliates with stationery at reduced costs using online order fulfillment. Information on currently authorized suppliers is available at the GE Identity Website.
A. Address Block

1. **Employee’s name.** Use any combination of initials, nicknames, and full names, followed by academic degrees, as desired.

2. **Job title.** Use the title associated with the employee’s job function. Although long titles can occupy two lines when required, if two lines are required for the delivery address and/or contact numbers (see below), a two-line job title can be shortened to occupy one line.

3. **Subcomponent name (optional),** such as a division or department. Use only if required to avoid confusion or ensure timely deliveries.

4. **Business legal name (required),** the full formal name under which the GE business operates as a lawfully registered entity. It often contains a legal term such as “Inc.” or “Ltd.” The legal name for
   - **GE components** is “General Electric Company”
   - **GE’s licensed affiliates** is often the affiliate’s communicative name plus a legal term

Note: For the legal name of your business, contact your business legal counsel.

5. **Delivery address.** Whenever possible, the delivery address appears on one line and includes the post office box number (only if required), street address, suite number (only if required), city, state or province, and postal code. To facilitate this one-line setting, use abbreviations such as “Ave.” for Avenue, “St.” for Street, “N.” for North, “NW” for Northwest, and so on; and approved postal abbreviations for state and province names.

6. **Contact numbers.** To save space,
   - **use only the contact numbers required to conduct business.** Generally, such numbers include only the direct-line telephone, Dial Comm, and facsimile numbers, which can usually be typeset on one line.
   - **use labels only to differentiate similar contact numbers.** The first contact number, the direct-line telephone number, is not labeled. To differentiate the following telephone numbers from the first, use the abbreviations “DC:” for Dial Comm, “Fax:” for facsimile, and “DC Fax:” for Dial Comm facsimile. Label other required numbers “Pager:”, “Cell” for a cellular or mobile telephone number, “Home:”, and so on.

Note: The number-star access code (for example, 6*) required to place a Dial Comm call varies according to the country where the call is placed—not the location of the Dial Comm number. Since the number-star access code is unrelated to the Dial Comm number, it is not used in stationery.

7. **E-mail and (optional) website addresses.**

To emphasize it, use the employee’s e-mail address as the first entry of the last line in the address block whenever possible. If desired, follow the e-mail address with the pertinent website address.

Note: The unique forms of the e-mail and website addresses clearly identify them to anyone who can use them, making a label redundant; do not use the word “E-mail,” “Internet,” or other labels with these addresses.

continued
B. Business communicative name

The business communicative name is the name used informally in conversation to refer to a particular business. Unlike a typical legal name, a communicative name does not contain any legal terms such as “Inc.” or “Ltd.”

The communicative name used by a

- **GE component** normally consists of the name “GE” plus a generic name for the business’s primary capability or product or service category, as in “GE Appliances.” It may also contain a geographic descriptor, as in “GE Plastics France.”

(For more information, see document 301, Component Names.)

- **GE licensed affiliate** is any of the following names:
  - the name “GE” plus a generic name describing the business’s primary capability or product or service category, as in the hypothetical “GE Reinsurance”
  - the name “GE” plus a proper name, as in the hypothetical “GE Employers’ Reinsurance”
  - a proper name without the name “GE,” as in the hypothetical “Employers’ Reinsurance”

(For more information, see document 341, New Businesses Name & Trademark Practices.)

Note: For the communicative name of your business, contact your business legal counsel.

Do not use the name of a subcomponent, such as a division or department, above the Laser Line. Instead, use such a name, if desired, in the address block as described on the preceding page.

C. Certification (Optional)

As an option, a certification statement or logo may be used in stationery, subject to these controls:

- Use no more than two (preferably one) certification statements and/or logos.
- Use only Platinum Grey; no other color may be used in a certification statement or logo.

- Remember that on business cards, any certification will reduce the space available to display the address block. For example, whereas four contact numbers can appear on one line in a standard business card, as shown in the first example on the preceding page, when a certification statement or logo is used, the maximum number is three, as shown in both examples above.
Typesetting Specifications
for Stationery for North American Businesses

Too tight

GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield MA 02101
413 838-5453, DC: 298-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com, www.ge.com

Too open

GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 298-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com, www.ge.com

Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the visual standard for correct typesetting.

Note: The typefaces used in GE stationery, Univers 48 and 68*, are available as computer fonts to GE employees and their suppliers from the GE Identity Website.

The correct examples on this page and in the layout drawings on pages 31 to 83 were typeset on an Apple Macintosh computer using:

- QuarkXPress page layout program
- the Company’s Univers Condensed font package
- U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

Univers 48*: 8/9 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 2 1/4 inches (57mm), or less, as noted below or in the drawings
+ 1-point line space above telephone numbers

Univers 68*: 8/9 and 11/12 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 2 1/4 inches (57mm) or less, as noted in the drawings

Laser Line: 1/2-point rule

*In computer typesetting, other names may be used, such as:
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique

continued
Typesetting Specifications
for Stationery for North American Businesses, continued

Employee’s Name & Job Title

Robert W. Holmes
Vice President

The employee’s name is typeset in 8/9-point Univers 68 and the title in 8/9-point Univers 48, both to match the correct example on page 20. Provided the length of the typeset title does not exceed 2 1/4 inches (57mm), it appears on one line; otherwise, two lines are used.

Syndi Beth Doctors
Manager – Marketing Communications

When a job title consists of a functional description (such as “Manager”) and the name of an organizational element, an en dash (–) with a word space on either side is used to separate the parts of the title.

Subcomponent Name (Optional) & Business Legal Name (Required)

Plastics Technology Division

The subcomponent name (if used) is typeset in 8/9-point Univers 48 to match the correct example on page 20.

General Electric Company

The business legal name (required) is typeset in 8/9-point Univers 48 to match the correct example on page 20.

Delivery Address

One Plastics Ave., Pittsfield, MA 02101

The delivery address is typeset in 8/9-point Univers 48 to match the correct example on page 20.

Note: The complete address, including the post office box number (only if required), street address, suite number (only if required), city, state or province, and postal code is placed on a single line, provided the length of the typeset line does not exceed

- on business cards
  - without certification, 2 7/8 inches (73mm)
  - with certification, approximately 2 inches (51mm) or less, depending on the width of the certification
- on letterheads and envelopes, 2 1/4 inches (57mm)

To facilitate this one-line setting, do the following:

- **Use abbreviations.** Use “Blvd.” for Boulevard and “N.” for North, for example; use approved postal abbreviations for all state and province names; do not abbreviate country names.
- **Use commas to correctly punctuate the address.**

A longer address is placed on two lines.

P.O. Box 417, Commerce Court N.
Toronto, Ont M5L 1J2 Canada

One line contains the post office box number (only if required), street address, and suite number (only if required). The other line contains the city, state, approved state or province postal code, and country, if required.

continued
Contact Numbers

- **Contact numbers** appear on one line, provided the length of the typeset line does not exceed
  - **on business cards**
    - without certification, 2 7/8 inches (73mm)
    - with certification, approximately 2 inches (51mm) or less, depending on the width of the certification
  - **on letterheads**, 2 1/4 inches (57mm)
- **are typeset** in 8/10-point Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive contact numbers on one line.

413 838-5453

In the U.S.A., the telephone area code is typeset without parentheses, a word space separates the area code from the prefix, and a hyphen separates the prefix from the last four digits.

47-1-741-9911

In other countries, the telephone number is typeset according to local conventions.

E-mail Address

- **Robert.Holmes@plastics.ge.com**
- **The employee's e-mail address is typeset** in 8/9-point Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the employee's name, but only lowercase letters are used for the balance of the address. Word spaces are not used. Since the unique form of an e-mail address clearly identifies it to anyone who can use it, **no label precedes the e-mail address.**

413 838-5453, DC: 299-5453, Fax: 413 838-5455

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either
- if there is enough space, on it own line, below the last line of communication numbers
- if space is limited, as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

Website Address

- **The pertinent website address, if used, is typeset** in 8/9-point Univers 48 to match the correct example on page 20. All lowercase letters with no word spaces are used for the website address. Since the unique form of a website address clearly identifies it to anyone who can use it, **no label precedes the address.**

One Plastics Ave., Pittsfield, MA 02101

The website address is placed on the same line as the e-mail address, separated from it by a comma and a word space. As an option on letterheads, it may be placed on its own line and separated by a one-half line space.

**continued**
The business communicative name is typeset in 11/12-point Univers 68 to match the correct example on page 20. If the name contains two parts, such as a generic name and a geographic descriptor (for example, "GE Plastics France"), the geographic descriptor may be typeset in 11/12-point Univers 48, if desired, with the balance of the name typeset in 11/12 Univers 68.

A short communicative name appears on one line, provided it does not exceed a maximum length of
• 1 5⁄8 inches (41.5mm) on letterheads and envelopes
• 7⁄8 inch (22mm) on business cards

A longer communicative name is typeset on two lines, aligned flush left.

If a long name does not read easily on two lines, it appears on one line. For example, "GE Saudi" on one line and "Arabia" on a second line is difficult to read.

A short one- or two-line communicative name (one that does not exceed the maximum line lengths given above) is positioned above the Laser Line as shown in the example above. The end of the bottom stroke of the "E" in "GE" vertically aligns with the end of the Laser Line. If "GE" is not part of the name, the name begins 1 pica to the left of the end of the Laser Line.

A longer one- or two-line communicative name is positioned above the Laser Line so the right margin (the distance between the end of the name and the edge of the format) is no smaller than 3⁄8 inch (9.5mm) on letterheads and ¼ inch (6mm) on business cards.

Note: On business cards, the Laser Line remains a standard length; it may not be shortened. As shown in the example of part of a business card above, longer names cannot be placed above the standard preprinted Laser Line so that the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. Instead, longer names are placed at a minimum distance from the edge of the card.

A certification statement, if used, is typeset to match the correct examples on page 20 using
• on business cards, 8/9-point Univers 48
• on letterheads, 8/9-point Univers 68

A certification statement or logo is placed as shown in the following drawings:
• business cards, page 71
• personalized letterheads, page 35
### Standard Letterhead
#### for North American Businesses

<table>
<thead>
<tr>
<th>Size</th>
<th>8 1/2&quot; x 11&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monogram</td>
<td>44-point GE Logo Font, available from the GE Identity Website</td>
</tr>
</tbody>
</table>

#### Typography
- **Communicative name:** 11/12 point Univers 68 and, if needed, Univers 48
- **Laser Line:** 1/2-point rule, 40 1/2 picas with bleed
- **Address block:** 8/9 point Univers 48

#### Color
- For specifications on Platinum Grey and Laser Red, see document **132, Color.**
- **Monogram:** Platinum Grey
- **Laser Line:** Laser Red
- **All typography:** Platinum Grey

#### Paper Stock
- **Standard:** GE standard stationery stock with custom GE watermark
- **Executive:** GE executive stationery stock with custom GE watermark

#### Reproduction
- **Standard:** Offset lithography
- **Executive:** Engraving

---

Unless noted by "p" for pica, dimensions are given in inches.
GE Intersil

Intersil, Inc.
10600 Ridgeview Ct., Cupertino, CA 95014
408 424-5526

GE Canada

General Electric Canada, Inc.
2300 Meadowvale Blvd.
Mississauga, Ont. L5N 5P9 Canada
416 858-5100

Unless noted by “p” for pica, dimensions are given in inches.

The GE Intersil letterhead is shown for demonstration purposes only.
Life of Virginia

The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23230
804 281-6300, Fax: 804 281-6900

GE Marine
& Industrial Engines

General Electric Company
P.O. Box 156301, One Neumann Way
Cincinnati, OH 45215-6301
513 330-5400

Unless noted by “p” for pica, dimensions are given in inches.
### Standard Letterhead with Brand Marks, a Slogan, or Certification

**for North American Businesses**

#### Size

8 1/2" x 11"

#### Monogram

44-point GE Logo Font, available from the GE Identity Website

#### Brand Marks

**Monogram:**
1/4" diameter or 25-point GE Logo Font

**Logotypes:**
3/16" capital height

#### Typography

See pages 20 to 23 for guidelines.

- **Communicative name:**
  11/12 point Univers 68 and, if needed, Univers 48

- **Laser Line:** 1/2-point rule, 40 1/2 picas with bleed

- **Address block:**
  8/9 point Univers 48

- **Slogan or Certification (in place of brand marks):**
  8-point Univers 68

#### Color

For specifications on Platinum Grey and Laser Red, see document 132, Color.

- **Monogram:** Platinum Grey
  - **Laser Line:** Laser Red

- **All typography:**
  Platinum Grey

- **Brand marks:**
  - **Monogram:**
  - **Logotypes:** Use existing brand mark color.

#### Paper Stock

**Standard:**
- Offset lithography

**Executive:** Engraving

---

**GE Appliances**

General Electric Company
Appliance Park, Louisville, KY 40225
502 452-4000

---

**GE Logo Font**, available from the GE Identity Website

**Brand Marks**

- **Monogram:**
- **Logotypes:**

**Logotypes:**

- **Use existing brand mark color.**

---

**Color**

For specifications on Platinum Grey and Laser Red, see document 132, Color.

- **Monogram:**
  - **Laser Line:** Laser Red

- **All typography:**
  Platinum Grey

- **Brand marks:**
  - **Monogram:**
  - **Logotypes:** Use existing brand mark color.

---

**Paper Stock**

**Standard:**
- Offset lithography

**Executive:** Engraving

---

**Reproduction**

**Standard:**
- Offset lithography

**Executive:** Engraving

---

**GE Appliances**

General Electric Company
Appliance Park, Louisville, KY 40225
502 452-4000

---

**GE Logo Font**, available from the GE Identity Website

**Brand Marks**

- **Monogram:**
- **Logotypes:**

**Logotypes:**

- **Use existing brand mark color.**

---

**Color**

For specifications on Platinum Grey and Laser Red, see document 132, Color.

- **Monogram:**
  - **Laser Line:** Laser Red

- **All typography:**
  Platinum Grey

- **Brand marks:**
  - **Monogram:**
  - **Logotypes:** Use existing brand mark color.

---

**Paper Stock**

**Standard:**
- Offset lithography

**Executive:** Engraving

---

**Reproduction**

**Standard:**
- Offset lithography

**Executive:** Engraving

---

**GE Appliances**

General Electric Company
Appliance Park, Louisville, KY 40225
502 452-4000
Standard Letterhead with Brand Marks, a Slogan, or Certification for North American Businesses, continued

Note: In all personalized stationery, the preferred form of certification is a statement, as shown above. Instead, a certification logo may be used according to these guidelines:

- **Size and place** the logo like a brand mark (shown on the preceding page).
- **Use** no more than two logos.
- **Reproduce** the logo in Platinum Grey only.

See page 71 for examples of certification on business cards.
Standard Letterhead
with Employee’s Name
for North American Businesses

Size 8 1/2" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 40 1/2 picas with bleed

Address block:
8/9 point Univers 48

Employee’s name:
8/9 point Univers 48

Employee’s title (optional):
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line:
Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography

Executive: Engraving

Unless noted by “p” for pica, dimensions are given in inches.
Size  8½” x 11”

Typography
Laser Line: ½-point rule, 40½ picas with bleed

Color
For specifications on Laser Red, see document 132, Color.
Laser Line: Laser Red

Paper Stock
Standard: GE standard stationery stock with custom GE watermark
Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography
Executive: Engraving

Dimensions are given in inches.
### Monarch Letterhead for North American Businesses

**Monogram**
44-point GE Logo Font, available from the GE Identity Website.

**Size**
7 1/4" x 10 1/2" pica

**Typography**
- Communicative name: 11/12 point Univers 68
  - Laser Line: 1/2-point rule, 34 1/2 picas with bleed
- Employee’s name:
  - 8/9 point Univers 68
- Employee’s title (optional):
  - 8/9 point Univers 48
- Address block:
  - 8/9 point Univers 48

**Color**
- Monogram: Platinum Grey
- Laser Line: Laser Red

**Paper Stock**
- Standard: GE standard monarch stationery stock with custom GE watermark
- Executive: GE executive monarch stationery stock with custom GE watermark

**Reproduction**
- Standard: Offset lithography
- Executive: Engraving

---

**Robert W. Holmes**
Vice President

*GE Plastics*
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com

Unless noted by "p" for pica, dimensions are given in inches.
**NEWS RELEASE**

**GE Lighting**

General Electric Company  
Nela Park, Cleveland, OH 44112

---

### Size
8 1/2” x 11”

### Monogram
44-point GE Logo Font, available from the GE Identity Website

### Typography
See pages 20 to 23 for guidelines.  
**“NEWS RELEASE”**:  
12-point Univers 48, all caps, open letterspacing, positioned with baseline of type 8 points above edge of bar

**Communicative name**:  
11/12 point Univers 68 and, if needed, Univers 48, vertically centered between bar and Laser Line  

**Laser Line**: 1/2-point rule, 40 1/2 picas with bleed

**Address block**:  
8/9 point Univers 48

### Color
For specifications on Platinum Grey and Laser Red, see document 132, Color

**Monogram**: Platinum Grey  

**Laser Line**: Laser Red

**Communicative name and address**:  
Platinum Grey  

**“NEWS RELEASE”**: Reverses from bar  

**Bar**: Laser Red

### Paper Stock
GE standard stationery stock with custom GE watermark.

### Reproduction
Offset lithography
**News Bulletin Letterhead**

**for North American Businesses**

---

**Phoenix**

**Marketing Information**

**GE Motors**

For use by GE Personnel

Large Motor and Generator Department
General Electric Company
Schenectady, NY 12345

*Phoenix* Motors & Generators

---

**Size**

8 1/2” x 11”

**Monogram**

44-point GE Logo Font, available from the GE Identity Website

**Typography**

See pages 20 to 23 for guidelines.

**Bulletin title:** 12-to-16-point Univers 68 and, if needed, Univers 48

**Communicative name:** 11/12 point Univers 68 and, if needed, Univers 48, vertically centered between bar and Laser Line

**Laser Line:** 1/2-point rule, 40 1/2 pica with bleed

**Address block:** 8/9 point Univers 48

**Color**

For specifications on Platinum Grey and Laser Red, see document 132, *Color*.

**Monogram:** Platinum Grey

**Laser Line:** Laser Red or Platinum Grey

**All typography:** Platinum Grey

**Bar:** Use any appropriate color.

**Reproduction**

Offset lithography

---

 Unless noted by “p” for pica, dimensions are given in inches.

---

<table>
<thead>
<tr>
<th>1 3⁄16</th>
<th>1 1⁄4</th>
<th>2 1⁄4</th>
<th>4 3⁄8</th>
<th>1 3⁄8</th>
</tr>
</thead>
</table>

---

**We bring good things to life.**
Standard Envelope
for North American Businesses

Size: 4 1/8" x 9 1/2"

Monogram:
44-point GE Logo Font, available from the GE Identity Website

Typography:
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color:
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

Address:
All typography: Platinum Grey

Paper Stock:
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction:
Standard: Offset lithography

Executive: Engraving

continued

GE Plastics
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

GE Identity Program
Stationery for North American Businesses

GE Identity Website:
www.ge.com/identity

261.51

Unless noted by "p" for pica, dimensions are given in inches.
GE Intersil

Intersil Inc.
10600 Ridgeview Ct., Cupertino, CA 95014

Life of Virginia

The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23230

The GE Intersil envelope is shown for demonstration purposes only.
Standard Envelope with Brand Marks or Certification for North American Businesses

Size: 4 1/8" x 9 1/2"

Monogram: 1/4" diameter or 25-point GE Logo Font

Brand Marks:
- Monogram: 1/4" diameter or 25-point GE Logo Font
- Logotypes: 3/8" capital height

Typography:
- Communicative name: 11/12 point Univers 68 and, if needed, Univers 48
- Laser Line: 1/2-point rule, 16 1/2 pica(s) with bleed
- Address block: 8/9 point Univers 48

Certification (in place of brand marks):
- 8/9 point Univers 68, flush left below address block so baseline is 1" below Laser Line

Note: The preferred form of certification is a statement. Instead, a certification logo may be used. See page 35 for guidelines.

Color:
- For specifications on Platinum Grey and Laser Red, see document 132, Color.
- Monogram: Platinum Grey
- Laser Line: Laser Red
- All typography: Platinum Grey
- Brand mark:
  - Monogram: Platinum Grey
  - Logotypes: Use existing brand mark color.

Paper Stock:
- Standard: GE standard envelope stock with side seam
- Executive: GE executive envelope stock with side seam

Reproduction:
- Standard: Offset lithography
- Executive: Engraving

Display of brand marks is not recommended.
Standard Envelope
with Employee’s Name
for North American Businesses

GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Size: 4 1/8” x 9 1/2”

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48, one line space (9 points) below name or title

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving

Unless noted by “p” for pica, dimensions are given in inches.
Monarch Envelope for North American Businesses

GE Identity Program 261, Stationery for North American Businesses

GE Identity Website: www.ge.com/identity

Size: 3 5/8" x 7 1/2"

Monogram:
44-point GE Logo Font, available from the GE Identity Website

Typography:
- Communicative name: 11/12 point Univers 68 and, if needed, Univers 48
- Laser Line: 1/2-point rule, 16 1/2 picas with bleed
- Employee's name: 8/9 point Univers 68
- Employee's title (optional): 8/9 point Univers 48
- Address block: 8/9 point Univers 48, one line space (9 points) below name or title

Color:
- Monogram: Platinum Grey
- Laser Line: Laser Red
- All typography: Platinum Grey
- Employee's name: Platinum Grey
- Address block: Laser Red

Paper Stock:
- Standard: GE standard monarch stationery stock with custom GE watermark
- Executive: GE executive monarch stationery stock with custom GE watermark

Reproduction:
- Standard: Offset lithography
- Executive: Engraving

For specifications on Platinum Grey and Laser Red, see document 132. For specifications on all other colors, see document 133.
Size  9 1/2" x 12 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

“GE Internal Mail” and type on flap:
20-point Univers 68

“To/Department” and text below “Remove…” and “Reuse…”:
12/14 point Univers 48

“Remove…” and “Reuse…”:
14/16 point Univers 68

Heavy rule: 4 1/2 points

Laser Line and all other rules: 1 1/2-point rule

Color
All elements: Black

Paper Stock
Medium-grey standard interoffice mail string-and-button envelope

Reproduction
Offset lithography

Internal Envelope
for North American Businesses

GE Identity Program
Stationery for North American Businesses

GE Identity Website:
www.ge.com/identity

Internal Envelope
for North American Businesses

Remove all contents. Use for mailing to GE addresses only
• within local plant
• between locations served by GE Mail Trucks

Reuse envelope until all spaces are full.
GE reuse envelope RD-602. Use RD-602-3 for larger mail
(12 x 15 3/4”). Return surplus envelopes to local stationery room.
When all spaces are used and the envelope is still useable, you may affix address label L-15 for additional mailing.

Note: This drawing is shown at a reduced size.

Unless noted by “p” for pica or “pt” for point, dimensions are given in inches.
News Release Envelope
for North American Businesses

Size 4 1/8" x 9 1/2"

Monogram
44-point GE Logo Font, available from the
GE Identity Website

Typography
See pages 20 to 23 for guidelines.

“NEWS RELEASE”:
9-point Univers 48, all caps, open letter-spacing, positioned with
baseline of type 8 points above edge of bar

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and
Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

Communicative name
and address:
Platinum Grey

“NEWS RELEASE”:
Reverses from bar

Bar: Laser Red

Paper Stock
GE standard envelope
stock with square flap

Reproduction
Offset lithography

Unless noted by “p” for pica,
dimensions are given in inches.

Length of bar: 4

General Electric Company
Nela Park, Cleveland, OH 44112
Size: 4 1/8" x 9 1/2"

Monogram:
44-point GE Logo Font, available from the GE Identity Website

Typography:
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color:
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Reproduction:
Offset lithography

Unless noted by "p" for pica, dimensions are given in inches.
Airmail Envelope
for North American Businesses

Size: 4 1/8" x 9 1/2"

Monogram:
44-point GE Logo Font, available from the GE Identity Website

Typography:
See pages 20 to 23 for guidelines.
Communicative name: 11/12 point Univers 68 and, if needed, Univers 48
Laser Line: 1/2-point rule, 16 1/2 picas with bleed
Address block: 8/9 point Univers 48

“Via Air Mail…”:
11-point Univers 68 with 1 pica between phrases
Stripes:
27 points wide, placed 27 points apart at a 45-degree angle

Color:
For specifications on Platinum Grey and Laser Red, see document 132, Color.
Monogram:
Platinum Grey
Laser Line: Laser Red

All typography and stripes:
Platinum Grey

Reproduction:
Offset lithography
**Large Mailing Envelope**

for North American Businesses

---

**Size** 9" x 12"

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 23 for guidelines.

*Communicative name:*
11/12 point Univers 68 and, if needed, Univers 48

*Laser Line:*
1/2-point rule, 16 1/2 picas with bleed

*Address block:*
8/9 point Univers 48

**Color**
All elements: Black

**Paper Stock**
Medium-grey standard mailing envelope

**Reproduction**
Offset lithography

---

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

---

Unless noted by "p" for pica, dimensions are given in inches.
**Business Cards**
for North American Businesses

**Size**  2” x 3 1/2”

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 23 for guidelines.

- **Communicative name:** 11/12 point Univers 68 and, if needed, Univers 48
- **Laser Line:** 1/2-point rule, 16 1/2 picas with bleed*
- **Employee’s name:** 8/9 point Univers 68
- **Employee’s title:** 8/9 point Univers 48
- **Address block:** 8/9 point Univers 48
- **Certification (optional):** 8/9 point Univers 48

**Notes:**
- The preferred form of certification is a statement, as shown in the example at the top left. Instead, a certification logo may be used as shown in the example at the bottom left.
- A certification statement or logo reduces the space available for the address block.
- See page 35 for guidelines on using certification logos.

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, Color.

- **Monogram:** Platinum Grey
- **Laser Line:** Laser Red

**Reproduction**
- **Standard:** Offset lithography
- **Executive:** Engraving

*To lower the cost of reproducing the standard business card, some suppliers preprint the Laser Line at 16 1/2 picas in length on large quantities of business card blanks, and their standard business card reproduction cost includes only the additional one-color (Platinum Grey) imprint of the other elements listed at the left. To preserve these cost savings, do not shorten the Laser Line. Note: No colors other than those specified at the left may be used.

*Unless noted by “p” for pica, dimensions are given in inches.*
Business Cards
for North American Businesses, continued

GE Plastics

Gerold E. Vanderspek
Manager – Corporate Health, Safety & Environment

General Electric Canada, Inc.
2300 Meadowvale Blvd.
Mississauga, Ont. L5N 5P8 Canada
416 858-5100, DC: 299-5100, Fax: 416 858-5105, DC Fax: 299-5105
Gerold.Vanderspek@canada.ge.com

GE Intersil

Maebelle Z. Jefferson
Vice President

Intersil, Inc.
10600 Ridgeview Ct., Cupertino, CA 95014
408 424-5526, Fax: 408 242-5533
Maebelle.Jefferson@intersil.ge.com

GE Marine & Industrial Engines

Joel A. Burton
Vice President

General Electric Company
P.O. Box 156301, One Neumann Way
Cincinnati, OH 45215-6301
513 330-5400, DC: 299-5400, Fax: 513 330-5454, DC Fax: 299-5454
Joel.Burton@ae.ge.com, www.ge.com/aircraftengines

Life of Virginia

Thomas R. Pinkato
Second Vice President – Communications

The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23230
804 281-6309, Fax: 804 281-6909
tpinkato@lifeofva.com

Dimensions are given in inches.

The GE Intersil business card is shown for demonstration purposes only.
Mailing Label
for North American Businesses

Size  5" x 3"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 pica with bleed

Address block:
8/9 point Univers 48, maximum line length 2 1/2 inches

"Contains Merchandise…?":
8/9 point Univers 68

"R.R. or EXP.CO…?:"
6/7 point Univers 68

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

All elements:
Platinum Grey

Paper Stock
Starliner Scenario, White Vellum, 60 lb. label stock

Reproduction
Offset lithography

Contains Merchandise Return Postage Guaranteed
R.R. or EXP. CO. If undeliverable, notify us of our requisition number. FC-23-B

Plastics Technology Division
One Plastics Ave., Pittsfield, MA 02101

Unless noted by “p” for pica, dimensions are given in inches.
Note Pad, Alternative 1
for North American Businesses

Size 5” x 7”

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48
(Note: For a layout with a long name, see page 83.)

Laser Line: ½-point rule, 24 ½ picas with bleed

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48

Color
All elements: Black

Reproduction
Offset lithography

Robert W. Holmes
Vice President
413 838-5453
DC. 234-5453

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Ge Plastics

Unless noted by “p” for pica, dimensions are given in inches.
Note Pad, Alternative 2
for North American Businesses

GE Marine & Industrial Engines

Robert W. Holmes
Vice President

Size 5” x 7”
Color
All elements: Black
Reproduction
Offset lithography

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48
(Note: For a layout with a short name, see page 82.)

Laser Line: ½-point rule, 24 ½ picas with bleed

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Unless noted by "p" for pica, dimensions are given in inches.
These stationery standards apply to all corporate staff functions.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company’s audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company’s organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE’s commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help

• **simplify and clarify** information by standardizing its presentation
• **streamline and modernize** the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper
• **communicate specific attributes** of refinement, sophistication, high technology, dynamism, and innovation
• **unify** the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
General Guidelines 262.10
Copy Elements 262.11
Typesetting Specifications 262.20
Layout & Specifications:
Letterhead 262.31
Letterhead with Employee’s Name 262.36
Second Sheet 262.37
Monarch Letterhead 262.38
Envelope 262.51
Envelope with Employee’s Name 262.54
Monarch Envelope 262.55
Internal Envelope 262.56
Business Card 262.71
Space-Saving Conventions

To fit the information required on a business card, three conventions are used in that item and, for consistency, in all GE stationery:

- **The delivery address**, including the city, state, and postal code, appears on one line whenever possible.
- **Abbreviations** are used in the address block.
- **Labels** are used only to differentiate similar contact numbers. Thus, for example, the first contact number, the direct-line telephone number, is not labeled. To differentiate the second number from the first, the abbreviation “DC:” for Dial Comm or “Fax:” for facsimile is used. No labels are used with the e-mail address because its unique form clearly identifies it to anyone who can use it.

Standard & Executive Stationery

For several stationery items, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only the:

- paper stock
- reproduction method

Personalized Stationery

Letterheads and envelopes imprinted with an employee’s name and job title are personalized stationery. Personalization is available in both standard and executive stationery.

Stationery Supplier

Periodically, GE Corporate Sourcing requests bids from suppliers to provide corporate staff and GE businesses with stationery at reduced costs using online order fulfillment. Information on currently authorized suppliers is available at the GE Identity Website.
Address Block

For typesetting specifications, see page 20 and the following pages:
1. Employee’s name and job title, page 21
2. Corporate function name and legal name, page 21
3. Delivery address, page 21
4. Contact numbers, page 22
5. E-mail address, page 22

1. **Employee’s name.** Use any combination of initials, nicknames, and full names, followed by academic degrees, as desired.

2. **Job title.** Use the title associated with the employee’s job function. Although long titles can occupy two lines when required, if two lines are required for the delivery address and/or contact numbers (see below), a two-line job title can be shortened to occupy one line.

3. **Corporate function name.** Use the name commonly used for the corporate staff function.

4. **Legal name (required).** The full formal name under which GE operates as a lawfully registered entity, “General Electric Company.”

5. **Delivery address.** Whenever possible, the delivery address appears on one line and includes the post office box number (only if required), street address, suite number (only if required), city, state, and postal code. To facilitate this one-line setting, use abbreviations such as “Ave.” for Avenue, “St.” for Street, “N.” for North, “NW” for Northwest, and so on; and approved postal abbreviations for state names.

6. **Contact numbers.** To save space,
   - use only the contact numbers required to conduct business. Generally, such numbers include only the direct-line telephone, Dial Comm, and facsimile numbers, which can usually be typeset on one line.
   - use labels only to differentiate similar contact numbers. The first contact number, the direct-line telephone number, is not labeled. To differentiate the following telephone numbers from the first, use the abbreviations “DC:” for Dial Comm, “Fax:” for facsimile, and “DC Fax:” for Dial Comm facsimile. Label other required numbers “Pager:”, “Cell” for a cellular or mobile telephone number, “Home:”, and so on.

   Note: The number-star access code (for example, 6*) required to place a Dial Comm call varies according to the country where the call is placed—not the location of the Dial Comm number. Since the number-star access code is unrelated to the Dial Comm number, it is not used in stationery.

7. **E-mail address.** To emphasize it, use the employee’s e-mail address as the first entry of the last line in the address block whenever possible.

   Note: The unique form of the e-mail address clearly identifies it to anyone who can use it, making a label redundant; do not use the word “E-mail,” “Internet,” or other labels with this address.
Typesetting Specifications for Stationery for Corporate Staff

General Specifications

Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the visual standard for correct typesetting.

Note: The typefaces used in GE stationery, Univers 48 and 68,* are available as computer fonts to GE employees and their suppliers from the GE Identity Website.

The correct examples on this page and in the layout drawings on pages 31 to 71 were typeset on an Apple Macintosh computer using:

- QuarkXPress page layout program
- the Company’s Univers Condensed font package
- U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

Univers 48*:
8/9 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 2 inches (51mm), 2 1/4 inches (57mm), or less, as noted in the drawings + 1-point line space above telephone numbers

Univers 68*:
8/9 and 11/12 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 2 1/4 inches (57mm) or less, as noted in the drawings

Laser Line: 1/2-point rule

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Employee’s Name & Title

Andrew J. Harman
Manager

Syndi Beth Doctors
Manager – Corporate Public Relations

The employee’s name is typeset in 8/9 Univers 68 and the title in 8/9 Univers 48, both to match the correct example on page 20. Provided the length of the typeset title does not exceed 2 1/4 inches (57mm), it appears on one line; otherwise, two lines are used.

To facilitate this one-line setting, do the following:

• Use abbreviations. Use “Blvd.” for Boulevard and “N.” for North, for example; use approved postal abbreviations for all state names.

• Use commas to correctly punctuate the address.

A longer address would be placed on two lines. One line would contain the post office box number (only if required), street address, and suite number (only if required). The other line would contain the city, state, and postal code.

Contact Numbers

203 373-3056

Fax: 203 373-2992

• The telephone number is typeset in 8/10-point Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive contact numbers on one line.

• The telephone number area code is typeset without parentheses, a word space separates the area code from the prefix, and a hyphen separates the prefix from the last four digits.

DC: 229-3056

• The Dial Comm number is preceded by “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Other communication numbers are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset like the telephone number.

3135 Easton Turnpike, Fairfield, CT 06431
203 373-3056, DC: 229-3056, Fax: 203 373-2992

The first line of contact numbers is positioned flush left below the address block, separated by an additional 1 point of line space, as shown above.

continued
E-mail Address  Andrew.Harman@corporate.ge.com

The employee’s e-mail address is typeset in 8/9 Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the employee’s name, but only lowercase letters are used for the balance of the address. Word spaces are not used.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either
• if there is enough space, below the last line of communication numbers
• if space is limited, as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)
<table>
<thead>
<tr>
<th>Size</th>
<th>8½” x 11”</th>
</tr>
</thead>
</table>

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 22 for guidelines.

**Laser Line:** ½-point rule, 40½ picas with bleed

**Address block:**
8/9 point Univers 48
Note: Letterheads used by affiliates attached to corporate staff components (for example, GE Property Management or GE Ceramics) carry the communicative name above the Laser Line, similar to North American components. See document 261, *Stationery for North American Businesses*, page 31.

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, *Color*.

**Monogram:**
Platinum Grey

**Laser Line:** Laser Red

**All typography:**
Platinum Grey

**Paper Stock**
*Standard:* GE standard stationery stock with custom GE watermark
*Executive:* GE executive stationery stock with custom GE watermark

**Reproduction**
*Standard:* Offset lithography
*Executive:* Engraving
<table>
<thead>
<tr>
<th>Size</th>
<th>8 1/2&quot; x 11&quot;</th>
</tr>
</thead>
</table>

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
- See pages 20 to 22 for guidelines.
- Laser Line: 1/2-point rule, 40 1/2 picas with bleed
- Address block:
  - 8/9 point Univers 48
- Employee’s name:
  - 8/9 point Univers 68
- Employee’s title (optional):
  - 8/9 point Univers 48

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, Color.

**Paper Stock**
- Standard: GE standard stationery stock with custom GE watermark
- Executive: GE executive stationery stock with custom GE watermark

**Reproduction**
- Standard: Offset lithography
- Executive: Engraving

Unless noted by “p” for pica, dimensions are given in inches.
Size 8 1/2" x 11"

Typography
- Laser Line: 1/2-point rule, 40 1/2 picas with bleed

Color
- Laser Line: Laser Red

Paper Stock
- Standard: GE standard stationery stock with custom GE watermark
- Executive: GE executive stationery stock with custom GE watermark

Reproduction
- Standard: Offset Lithography
- Executive: Engraving

Dimensions are given in inches.
### Monarch Letterhead

**for Corporate Staff**

- **Size**: 7 1/4" x 10 1/2"
- **Monogram**: 44-point GE Logo Font, available from the GE Identity Website
- **Typography**
  - See pages 20 to 22 for guidelines.
  - *Laser Line*: 1/2-point rule, 34 1/2 picas with bleed
  - *Employee’s name*: 8/9 point Univers 68
  - *Employee’s title (optional)*: 8/9 point Univers 48
- **Position**
  - The longest line of typography in the name and title block aligns flush right with the end of the Laser Line.
- **Color**
  - For specifications on Platinum Grey and Laser Red, see document 132, Color.
  - *Monogram*: Platinum Grey
  - *Laser Line*: Laser Red
- **Paper Stock**
  - *Standard*: GE standard monarch stationery stock with custom GE watermark
  - *Executive*: GE executive monarch stationery stock with custom GE watermark
- **Reproduction**
  - *Standard*: Offset lithography
  - *Executive*: Engraving

---

<table>
<thead>
<tr>
<th>1 3/16</th>
<th>1 1/4</th>
<th>1 3/8</th>
<th>align</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marcus S. Jones</td>
<td>Vice President</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

Unless noted by "p" for pica, dimensions are given in inches.
Envelope for Corporate Staff

Size: 4 1/8" x 9 1/2"

Monogram:
44-point GE Logo Font, available from the GE Identity Website

Typography:
See pages 20 to 22 for guidelines.

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color:
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock:
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction:
Standard: Offset lithography

Executive: Engraving

General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

Unless noted by "p" for pica, dimensions are given in inches.
Envelope with Employee’s Name
for Corporate Staff

Andrew J. Harman
Manager
Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

Size: 4 1/8” x 9 1/2”

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 22 for guidelines.

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48, one line space (9 points) below name or title

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving

Unless noted by “p” for pica, dimensions are given in inches.
Monarch Envelope
for Corporate Staff

Size: 4⅛” x 9½”

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 22 for guidelines.

Laser Line: ½-point rule, 16 ½ picas with bleed

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Address Block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard monarch stationery stock with custom GE watermark

Executive: GE executive monarch stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography

Executive: Engraving

Unless noted by “p” for pica, dimensions are given in inches.

Marcus S. Jones
Vice President
Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
Size  9 1/2” x 12 1/2”

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 22 for guidelines.

“GE Internal Mail” and type on flap:
20-point Univers 68

“To/Department” and text below “Remove…” and “Reuse…”:
12/14 point Univers 48

“Remove…” and “Reuse…”:
14/16 point Univers 68

Heavy rule: 4 1/2 points

Laser Line and all other rules: 1 1/4-point rule

Color
All elements: Black

Paper Stock
Medium-grey standard interoffice mail string-and-button envelope

Reproduction
Offset lithography

Internal Envelope
for Corporate Staff
Business Card
for Corporate Staff

Stuart L. Barber
Staff Executive and Chief Economist
Economic Research and Forecasting
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
203 373-2562, DC: 229-2562, Fax: 203 373-2567
Stuart.Barber@corporate.ge.com

Size 2" x 3 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 22 for guidelines.

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Employee’s name:
8/9 point Univers 68
Employee’s title:
8/9 point Univers 48
Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Reproduction
Standard:
Offset lithography
Executive: Engraving

Unless noted by “p” for pica, dimensions are given in inches.
These guidelines apply to formatting letterheads, envelopes, mailing labels, and other stationery items used in North America, including stationery used by corporate staff.

For guidelines on formatting stationery used outside North America, see document 265, *Formatting Stationery outside North America*. 
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Letterhead Format</td>
<td>263.02</td>
</tr>
<tr>
<td>Standard Second Sheet Format</td>
<td>263.03</td>
</tr>
<tr>
<td>Monarch Letterhead Format</td>
<td>263.04</td>
</tr>
<tr>
<td>Envelope Formats</td>
<td>263.07</td>
</tr>
<tr>
<td>News Release Letterhead &amp; Envelope Formats</td>
<td>263.10</td>
</tr>
<tr>
<td>Mailing Label Format</td>
<td>263.11</td>
</tr>
</tbody>
</table>
GE Plastics
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02701
413 838-5400

Month Day, Year
Addressee’s Name
Addressee’s Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Salutation:

This letter demonstrates the approved block-left typing format, which complements all North American GE letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of one inch, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to eight lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least three line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

SI/ti
enclosure
cc:
First Name
Second Name

On personalized letterheads, the sender’s name and title may be omitted, if desired.

For short letters, leave more than three line spaces between the address and salutation.

The salutation and body of the letter always begin below the top third of the folded letterhead.
<table>
<thead>
<tr>
<th>Addressee’s Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month Day, Year</td>
</tr>
<tr>
<td>Page Number</td>
</tr>
</tbody>
</table>

The second sheet is typed with the same format and margins as the first sheet.

The three-line reference block is typed immediately below the red line and is followed by at least three line spaces, so that the continuation of the letter begins no higher than the date on the first page.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

SI/ti
enclosure
cc:
First Name
Second Name
Monarch Letterhead Format
in North America

GE Plastics

Robert W. Holmes  
Vice President

Robert Holmes@plastics.ge.com

GE Plastics

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02360
413 838-5463, Fax: 413 383-5465

Month Day, Year

Addressee’s Name
Addressee’s Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Salutation:

This letter demonstrates the approved block-left typing format, which complements all GE monarch letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of one inch, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to seven lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least two line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

On monarch letterheads, the sender’s name and title may be omitted, if desired.
### Standard Envelope

*The address is typed to align with the end of the communicative name (for example, “GE Plastics”) and begin halfway below the top edge of the envelope.*

<table>
<thead>
<tr>
<th>Address</th>
<th>Addressee’s Name</th>
<th>Addressee’s Title</th>
<th>Business Name</th>
<th>Street Address</th>
<th>City, State Zip Code</th>
<th>Nation (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE Plastics</td>
<td>Robert W. Holmes</td>
<td>Vice President</td>
<td>Plastics Technology Division</td>
<td>One Plastics Ave., Pittsfield, MA 02360</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Monarch Envelope

*The address is typed to align with the end of the communicative name (for example, “GE Plastics”) and begin halfway below the top of the envelope.*

<table>
<thead>
<tr>
<th>Address</th>
<th>Addressee’s Name</th>
<th>Addressee’s Title</th>
<th>Business Name</th>
<th>Street Address</th>
<th>City, State Zip Code</th>
<th>Nation (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE Plastics</td>
<td>Robert W. Holmes</td>
<td>Vice President</td>
<td>Plastics Technology Division</td>
<td>One Plastics Ave., Pittsfield, MA 02360</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Envelope Formats

in North America, continued

Standard Corporate Envelope

The address is typed 3 1⁄4 inches from the left edge and begins halfway below the top edge of the envelope.

Addressee’s Name
Addressee’s Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Corporate Monarch Envelope

The address is typed 3 1⁄4 inches from the left edge and begins halfway below the top edge of the envelope.

Addressee’s Name
Addressee’s Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)
**Envelope Formats**

in North America, continued

---

**Airmail Envelope**

The address is typed to align with the end of the communicative name (for example, “GE Plastics”) and begin halfway below the top edge of the envelope.

---

**Large Mailing Envelope**

The address is typed to align with the end of the communicative name (for example, “GE Plastics”) and begin halfway below the top edge of the envelope.
NEWS RELEASE

GE Lighting

RELEASE CONDITIONS
Contact: Contact’s Name
Telephone: Contact’s Telephone Number

THE HEADLINE IS TYPED IN ALL CAPITAL LETTERS AND, IF NECESSARY, CONTINUES TO A SECOND DOUBLE-SPACED LINE.

City, State (Month Day, Year) This typewritten letter demonstrates the approved typing format, which complements the GE News Release letterhead.

Type the release conditions (for example, “FOR IMMEDIATE RELEASE”) in all capital letters, five lines below the red line and aligned with the left side of the printed address block. Type the contact’s name and phone number immediately below in capital and lowercase letters in single-spaced lines. Leave three line spaces between the contact’s phone number and the headline of the news release.

The headline and body of the news release align with the left side of the Monogram, and the right margin is a minimum of one inch. Both the headline and body of the release are double-spaced. The headline is typed in all capital letters with an extra line space below it.

The first paragraph is not indented, but all other paragraphs begin on a five-character indent. The text is typed in capital and lowercase letters and begins with the location and date pertinent to the news release. The date is typed in parentheses, preceded and followed by two blank spaces, and is followed by the first sentence.

News Release Envelope

The address is typed to align with the end of the red bar and begin halfway below the top edge of the envelope.
The address is typed to align with the left edge of the grey bars.

If the addressee’s name is long, the reference number (optional) may be moved to the right.

<table>
<thead>
<tr>
<th>Address</th>
<th>Reference Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressee’s Name</td>
<td>R591603</td>
</tr>
<tr>
<td>Addressee’s Title</td>
<td></td>
</tr>
<tr>
<td>Business Name</td>
<td></td>
</tr>
<tr>
<td>Street Address</td>
<td></td>
</tr>
<tr>
<td>City, State Zip Code</td>
<td></td>
</tr>
<tr>
<td>Nation (if applicable)</td>
<td></td>
</tr>
</tbody>
</table>

The mailing label is placed on unprinted large mailing envelopes with the upper-left corner of the label at the center of the envelope.
These stationery standards apply to all GE components and licensed affiliates outside North America.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company’s audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company’s organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE’s commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help

• simplify and clarify information by standardizing its presentation

• streamline and modernize the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper

• communicate specific attributes of refinement, sophistication, high technology, dynamism, and innovation

• unify the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
Contents

General Guidelines 264.10
Copy Elements 264.11
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Layout Guidelines for Additional Copy 264.24
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  Internal Letterhead 264.39
  Standard Envelope 264.51
    • with Employee’s Name 264.54
  Business Cards 264.71

GE Identity Program 264. Stationery for Businesses outside North America
(Revised 2001.11)
GE Identity Website: www.ge.com/identity
Space-Saving Conventions

To fit the information required on a business card, three conventions are used in that item and, for consistency, in all GE stationery:

- The delivery address, including the city, state or province, and postal code, appears on one line whenever possible.

- Abbreviations are used in the address block.

- Labels are used only to differentiate similar contact numbers. Thus, for example, the first contact number, the direct-line telephone number, is not labeled. To differentiate the second number from the first, the abbreviation “DC:” for Dial Comm or “Fax:” for facsimile is used. No labels are used with the e-mail and website addresses because their unique forms clearly identify them.

Standard & Executive Stationery

For several stationery items, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only the

- paper stock
- reproduction method

Each GE business decides which of its employees should use the executive version of stationery items.

Personalized Stationery

Letterheads and envelopes imprinted with an employee’s name and job title are personalized stationery. Personalization is available in both standard and executive stationery.

Each GE business decides which of its employees should use personalized stationery.

Stationery Supplier

Periodically, GE Corporate Sourcing requests bids from suppliers to provide North American businesses with stationery at reduced costs using online order fulfillment. Information on currently authorized suppliers is available at the GE Identity Website. Note: Outside North America, the authorized suppliers may not be able to provide stationery. In that case, stationery may be obtained from any qualified local vendor.
A. Address block

1. Employee’s name. Use any combination of initials, nicknames, and full names, followed by academic degrees, as desired.

2. Job title. Use the title associated with the employee’s job function. Although long titles can occupy two lines when required, if two lines are required for the delivery address and/or contact numbers (see below), a two-line job title can be shortened to occupy one line.

3. Subcomponent name (optional), such as a division or department. Use only if required to avoid confusion or ensure timely deliveries.

4. Business legal name (required), the full formal name under which the GE business operates as a lawfully registered entity. It often contains a legal term such as “Inc.” or “Ltd.” The legal name for:
   - GE components is “General Electric Company”
   - GE’s licensed affiliates is often the affiliate’s communicative name plus a legal term

Note: For the legal name of your business, contact your business legal counsel.

5. Delivery address. Whenever possible, the delivery address appears on one line and includes the post office box number (only if required), street address, suite number (only if required), city, state or province, and postal code. To facilitate this one-line setting, use abbreviations such as “Ave.” for Avenue, “St.” for Street, “N.” for North, “NW” for Northwest, and so on; and approved postal abbreviations for state and province names.

6. Contact numbers. To save space,
   - use only the contact numbers required to conduct business. Generally, such numbers include only the direct-line telephone, Dial Comm, and facsimile numbers, which can usually be typeset on one line.
   - use labels only to differentiate similar contact numbers. The first contact number, the direct-line telephone number, is not labeled. To differentiate the following telephone numbers from the first, use the abbreviations “DC:” for Dial Comm, “Fax:” for facsimile, and “DC Fax:” for Dial Comm facsimile. Label other required numbers “Pager:”, “Cell” for a cellular or mobile telephone number, “Home:”, and so on.

Note: The number-star access code (for example, 6*) required to place a Dial Comm call varies according to the country where the call is placed—not the location of the Dial Comm number. Since the number-star access code is unrelated to the Dial Comm number, it is not used in stationery.

7. E-mail and (optional) website addresses.

To emphasize it, use the employee’s e-mail address as the first entry of the last line in the address block whenever possible. If desired, follow the e-mail address with the pertinent website address.

Note: The unique forms of the e-mail and website addresses clearly identify them to anyone who can use them, making a label redundant; do not use the word “E-mail,” “Internet,” or other labels with these addresses.

continued
B. Business communicative name

The business communicative name is the name used informally in conversation to refer to a particular business. Unlike a typical legal name, a communicative name does not contain any legal terms such as “Inc.” or “Ltd.”

The communicative name used by a

• **GE component** normally consists of the name “GE” plus a generic name for the business’s primary capability or product or service category, as in “GE Appliances.” It may also contain a geographic descriptor, as in “GE Plastics France.”

(For more information, see document 301, Component Names.)

• **GE licensed affiliate** is any of the following names:
  - the name “GE” plus a generic name describing the business’s primary capability or product or service category, as in the hypothetical “GE Reinsurance”
  - the name “GE” plus a proper name, as in the hypothetical “GE Employers’ Reinsurance”
  - a proper name without the name “GE,” as in the hypothetical “Employers’ Reinsurance”

(For more information, see document 341, New Businesses Name & Trademark Practices.)

Note: For the communicative name of your business, contact your business legal counsel.

Do not use the name of a subcomponent, such as a division or department, above the Laser Line. Instead, use such a name, if desired, in the address block as described on the preceding page.

C. Certification (Optional)

As an option, a certification statement or logo may be used in stationery, subject to these controls:

• Use no more than two (preferably one) certification statements and/or logos.
• Use only Platinum Grey; no other color may be used in a certification statement or logo.

• Remember that on business cards, any certification will reduce the space available to display the address block. For example, whereas four contact numbers can appear on one line in a standard business card, as shown in the upper example above, when a certification statement or logo is used, the maximum number is three, as shown in the lower example above.
**Typesetting Specifications**
**for Stationery for Businesses outside North America**

**GE Plastics** United Kingdom

**Robert W. Holmes**
Vice President
Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-92-581-
Robert.Holmes@plastics.ge.com

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**General Specifications**

Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the visual standard for correct typesetting.

Note: The typefaces used in GE stationery, Univers 48 and 68,* are available as computer fonts to GE employees and their suppliers from the GE Identity Website.

**The correct examples on this page** and in the layout drawings on pages 31 to 71 were typeset on an Apple Macintosh computer using
- QuarkXPress page layout program
- the Company’s Univers Condensed font package
- U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

**Univers 48:**
8/9 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 73mm, 57mm, or less, as noted in the drawings
+ 1-point line space above telephone numbers

**Univers 68:**
8/9 and 11/12 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length, 57mm or less, as noted in the drawings

**Laser Line:** 1⁄2-point rule

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*In computer typesetting, other names may be used, such as
- *for Univers 68, Univers (67) Condensed Bold Oblique
- *for Univers 48, Univers (47) Condensed Light Oblique
Typesetting Specifications
for Stationery for Businesses
outside North America, continued

Employee’s Name & Job Title

Robert W. Holmes
Vice President

Syndi Beth Doctors
Manager – Marketing Communications

The employee’s name is typeset in 8/9 Univers 68 and the title in 8/9 Univers 48, both to match the correct example on page 20. Provided the length of the title does not exceed 57mm, it appears on one line; otherwise, two lines are used.

Subcomponent Name (Optional) & Business Legal Name (Required)

Plastics Technology Division

General Electric Company

The subcomponent name (if used) is typeset in 8/9-point Univers 48 to match the correct example on page 20.

The business legal name (required) is typeset in 8/9-point Univers 48 to match the correct example on page 20.

Delivery Address

14 Glenshiel Rd., London SE9 1AQ, England

West Cravensheath, Birchwood Park
Risley, Warrington WA3 6DA, England

The delivery address is typeset in 8/9-point Univers 48 to match the correct example on page 20.

Note: The complete address, including the post office box number (only if required), street address, suite number (only if required), city, area (state or province, if required), postal code, and country is placed on a single line, provided the length of the typeset line does not exceed
• on business cards
  - without certification, 73mm
  - with certification, approximately 51mm or less, depending on the width of the certification
• on letterheads and envelopes, 57mm

To facilitate this one-line setting, do the following:
• Use abbreviations. Use “Blvd.” for Boulevard and “N.” for North, for example; use approved postal abbreviations for all state and province names; do not abbreviate country names.
• Use commas to correctly punctuate the address.

A longer address is placed on two lines. One line contains the post office box number (only if required), street address, and suite number (only if required). The other line contains the city, area (such as state or province, if required), postal code, and country.

continued
Contact Numbers

- **Contact numbers** appear on one line, provided the length of the typeset line does not exceed
  - on business cards
    - without certification, 73mm
    - with certification, approximately 51mm or less, depending on the width of the certification
  - on letterheads, 57mm

- **are typeset** in 8/10-point Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive contact numbers on one line.

- **The telephone number** is typeset according to local conventions.

- **DC: 234-2464**

- **The Dial Comm number** is preceded by “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

- **Fax: 44-81-846-9844**

- **The facsimile number** is preceded by “Fax:” and a word space, and it is typeset according to local conventions. If a Dial Comm facsimile number is required, it is preceded by “DC Fax:”.

- **Pager: 44-81-882-2224**

- **Other communication numbers** are preceded by “Pager: “, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset according to local conventions.

- Risley, Warrington WA3 6DA, England
  - The first line of telephone and communication numbers is positioned flush left below the address block, separated by an additional 1 point of line space, as shown above.

- **On letterheads**, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

- **On business cards**, the e-mail address may be placed either
  - if there is enough space, below the last line of communication numbers
  - if space is limited, as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

E-mail address

Robert.Holmes@plastics.ge.com

The employee’s e-mail address is typeset in 8/9 Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the employee’s name, but only lowercase letters are used for the balance of the address. Word spaces are not used. Since the unique form of an e-mail address clearly identifies it to anyone who can use it, **no label precedes the e-mail address.**

Website Address

( Optional )


The pertinent website address, if used, is typeset in 8/9-point Univers 48 to match the correct example on page 20. All lowercase letters with no word spaces are used for the website address. Since the unique form of a website address clearly identifies it to anyone who can use it, **no label precedes the address.**

The website address is placed on the same line as the e-mail address, separated from it by a comma and a word space. As an option on letterheads, it may be placed on its own line and separated by a one-half line space.

continued
The communicative name is typeset in 11/12 Univers 68 to match the correct example on page 20. If the name contains both a geographic descriptor and a generic name, such as “GE Plastics France,” the geographic descriptor is typeset in 11/12 Univers 48, and the balance of the name is typeset in 11/12 Univers 68.

A short communicative name appears on one line, provided it does not exceed a maximum length of
- 41.5mm on letterheads and envelopes
- 22mm on business cards

A longer communicative name is typeset on two lines, aligned flush left.

If a long name does not read easily on two lines, it appears on one line. For example, “GE Saudi” on one line and “Arabia” on a second line is difficult to read.

A short one- or two-line communicative name (one that does not exceed the maximum line lengths given above) is positioned above the Laser Line as shown in the example above. The end of the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. If “GE” is not part of the name, the name begins 1 pica to the left of the end of the Laser Line.

A longer one- or two-line communicative name is positioned above the Laser Line so the right margin (the distance between the end of the name and the edge of the format) is no smaller than 9.5mm on letterheads and 6mm on business cards.

Note: On business cards, the Laser Line may not be shortened; it remains a standard length. As shown in the example of part of a business card above, longer names cannot be placed above the standard preprinted Laser Line so that the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. Instead, longer names are placed at a minimum distance from the edge of the card.

A certification statement, if used, is typeset to match the correct examples on page 20
- on business cards, 8/9-point Univers 48
- on letterheads, 8/9-point Univers 68

A certification statement or logo is placed on business cards as shown in the drawing on page 71.
Additional Copy

Additional copy (such as bank references or disclaimers required on some letterheads) is typeset in 8/9 Univers 48* to match the correct example on page 20; the maximum line length is 40mm.

A small amount of additional copy is typeset in a single block aligned flush left with the communicative name and positioned so the baseline of the last line of information is 13mm from the bottom edge of the format, as shown in the example at the left.

A large amount of additional copy appears in two blocks. One is aligned flush left with the address block, and the other is aligned flush left with the communicative name. Both are positioned at the bottom of the letterhead. The copy block with the greater number of lines is positioned so the baseline of the last line of copy is 13mm from the bottom edge of the format. The shorter block is positioned so the top line horizontally aligns with the top line in the longer block, as shown in the example.

In countries where certain information is required to appear in a specific area on the letterhead (such as in the left margin), the copy is typeset in a small point size of Univers 48* and, if needed for emphasis, Univers 68,* and placed as required.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique

Note: Although “USA” is no longer required in any stationery item, it may be used, if desired. Typeset it in 5-point Univers 47 (without periods) and center it below the signature Monogram. The example above is shown at the size used in stationery.
Standard Letterhead
for Businesses outside North America

Size 210mm x 297mm

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name: 11/12 point Univers 68 and, if needed, Univers 48

Laser Line: ½-point rule, 166mm with bleed

Address block:
8/9 point Univers 48

Note: See page 24 for specifications on additional copy.

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram: Platinum Grey

Laser Line: Laser Red

All typography: Platinum Grey

Paper Stock
Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography

Executive: Engraving

continued

GE Saudi Arabia

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1561, 966-1-406-8672

All dimensions are given in millimeters.
Standard Letterhead
for Businesses outside North America, continued

GE Plastics France
General Electric Plastics S.A.R.L.
Z.I. de Guenault C.E. 1203, 91021 Evry-Cedex, France
33-6-007-9285

GE New Zealand
New Zealand General Electric Company, Ltd.
109-117 Featherstone, Wellington, New Zealand
64-4-857-437

Minimum margin 9.5

All dimensions are given in millimeters.
## Standard Letterhead with Employee’s Name
for Businesses outside North America

**Size**
210mm x 297mm

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 23 for guidelines.

- *Communicative name*: 11/12 point Univers 68 and, if needed, Univers 48
- *Laser Line*: ½-point rule, 160mm with bleed
- *Address block*: 8/9 point Univers 48
- *Employee’s name*: 8/9 point Univers 68
- *Employee’s title (optional)*: 8/9 point Univers 68

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, *Color*.

- *Monogram*: Platinum Grey
- *Laser Line*: Laser Red
- *All typography*: Platinum Grey

**Paper Stock**
*Standard*: GE standard stationery stock with custom GE watermark
*Executive*: GE executive stationery stock with custom GE watermark

**Reproduction**
*Standard*: Offset lithography
*Executive*: Engraving

---

All dimensions are given in millimeters.
**Standard Second Sheet**  
for Businesses outside North America

<table>
<thead>
<tr>
<th>Size</th>
<th>210mm x 297mm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Typography</strong></td>
<td></td>
</tr>
<tr>
<td><em>Laser Line:</em> ½-point rule, 166mm with bleed</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Color</strong></th>
<th>For specifications on Laser Red, see document 132, <em>Color.</em></th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Laser Line:</em> Laser Red</td>
<td></td>
</tr>
</tbody>
</table>

| **Paper Stock** | *Standard:* GE standard stationery stock with custom GE watermark  
|                 | *Executive:* GE executive stationery stock with custom GE watermark |

| **Reproduction** | *Standard:* Offset lithography  
|                 | *Executive:* Engraving |

All dimensions are given in millimeters.
Standard Envelope
for Businesses outside North America

Size 110mm x 220mm

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 67mm with bleed

Geographic descriptor:
11/12 point Univers 48

Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard: Offset lithography

Executive: Engraving

All dimensions are given in millimeters.
**Standard Envelope with Employee’s Name**

for Businesses outside North America

---

**Size** 110mm x 220mm

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 23 for guidelines.

- **Communicative name**: 11/12 point Univers 68 and, if needed, Univers 48
- **Laser Line**: ½-point rule, 67mm with bleed
- **Employee’s name**: 8/9 point Univers 68
- **Employee’s title (optional)**: 8/9 point Univers 48

**Address block**: 8/9 point Univers 48, one line space (9 points) below name or title

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, *Color*.

- **Monogram**: Platinum Grey
- **Laser Line**: Laser Red

All typography: Platinum Grey

**Paper Stock**
- **Standard**: GE standard envelope stock with side seam
- **Executive**: GE executive envelope stock with side seam

**Reproduction**
- **Standard**: Offset lithography
- **Executive**: Engraving

---

*GE Plastics France*

Richard A. Eason  
Managing Director  
General Electric Plastics S.A.R.L.  
Z.I. de Guinault C.E. 1203 91021 Evry-Cedex, France

All dimensions are given in millimeters.
Business Cards
for Businesses outside North America

Size  51mm x 89mm

Monogram  44-point GE Logo Font, available from the GE Identity Website

Typography  See pages 20 to 23 for guidelines.

Communicative name:  11/12 point Univers 68 and, if needed, Univers 48

Laser Line:  ½-point rule, 70mm with bleed

Employee’s name:  8/9 point Univers 68

Employee’s title:  8/9 point Univers 48

Address block:  8/9 point Univers 48

Color  For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:  Platinum Grey

Laser Line:  Laser Red

All typography and certification logos (if used):  Platinum Grey

Reproduction  Standard:  Offset lithography

Executive:  Engraving

All dimensions are given in millimeters.
These guidelines apply to formatting letterheads and envelopes used outside North America.

For guidelines on formatting stationery used in North America, including items used by corporate staff, see document 263, Formatting Stationery in North America.
### Formatting Stationery outside North America

**Contents**

- Standard Letterhead Format 265.02
- Standard Second Sheet Format 265.03
- Standard Envelope Format 265.07
<table>
<thead>
<tr>
<th><strong>Day Month Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Addressee’s Name</strong></td>
</tr>
<tr>
<td><strong>Addressee’s Title</strong></td>
</tr>
<tr>
<td><strong>Business Title</strong></td>
</tr>
<tr>
<td><strong>Street Address</strong></td>
</tr>
<tr>
<td><strong>City, State (if applicable) Postal Code</strong></td>
</tr>
<tr>
<td><strong>Nation (if applicable)</strong></td>
</tr>
</tbody>
</table>

**Salutation:**

This letter demonstrates the approved block-left typing format, which complements all GE letterheads outside North America.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of 25 millimeters, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to nine lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least three line spaces between the address and salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

**Complimentary close,**

| **Sender’s Name** |
| **Sender’s Title** |

SI/ti enclosure
cc:
First Name
Second Name
The second sheet is typed with the same format and margins as the first sheet.

The three-line reference block is typed immediately below the red line and is followed by at least three line spaces, so that the continuation of the letter begins no higher than the date on the first page.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

SI/ti
enclosure
cc:
First Name
Second Name
<table>
<thead>
<tr>
<th>Addressee’s Name</th>
<th>Addresser’s Title</th>
<th>Business Title</th>
<th>Street Address</th>
<th>City, State (if applicable)</th>
<th>Postal Code</th>
<th>Nation (if applicable)</th>
</tr>
</thead>
</table>

The address is typed to align with the end of the communicative name (for example, “GE Saudi Arabia”) and begin halfway below the top edge of the envelope.
These standards apply to all business forms and checks used by the Company and its components, subcomponents, and licensed affiliates.

These standards provide a plan for featuring graphic signatures consistently and prominently in business forms and checks. In addition, they help:

- **simplify, clarify, and organize** information by standardizing its presentation
- **streamline and modernize** forms and checks through the use of grids and standard layout principles
- **unify** the forms and checks of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **provide flexibility** to accommodate different kinds of information
- **reduce preparation cost** through the use of common design standards
- **reduce waste and reproduction cost** by avoiding redundancy
Forms & Checks

Contents

Forms
Forms Requirements 270.02
The Graphic Signature & Form Title 270.05
Structuring Information in a Form 270.06
General Information Area Specifications 270.10
Consolidating Forms 270.12
Selecting a Form Format 270.13
Short Forms 270.14
Forms with Extensive Instructions 270.15
External Forms 270.16

Checks
Guidelines 270.17
Examples 270.19
Understanding the requirements of good forms language and design helps you create new forms and evaluate current forms.

Assessing the Need

Before beginning the form design or writing process, ask yourself: “Exactly what information do I need?” You will save time for yourself and your employees, customers, and business partners by not asking for information that is not needed or cannot be put to good use.

Once you have defined your information needs, ask yourself the following questions:

• Can an existing form
  - supply part or all of the information I need?
  - be altered to provide the additional information I need?

• Do my information needs justify the cost and time burdens that a form will place on my organization and my audience?

Once you decide that a form is necessary to meet your information needs, think about your prospective audience:

• Will the members of your audience understand why you are soliciting information?

• Will they have the information?

• Do they face obstacles in responding to your form (for example, time and space limitations)?

Giving careful consideration to your audience and your information needs at the outset can make writing and designing your form simpler and more effective.

The Language of Business Forms

A business form performs two basic tasks: It

• communicates your message to a given audience
• permits that audience to respond

Thus, a business form must “talk” and “listen” at the same time. To help people hear your message and respond correctly, here are suggestions to create better forms “conversations”:

Talking:

• The title of your form should state its specific function. For example, “Quotation for Products and Services” tells the customer exactly what to expect; “Contractor Proposal Form” leaves room for guessing the form’s objective.

• Do not request the same information more than once. Your audience may be confused and decide to provide different answers to the same question.

• Make sure all the information on the form is necessary; unnecessary information wastes time and can confuse the audience.

• Determine whether your form has more than one function. If your form serves several functions (for example, collecting several types of information for different purposes), make sure that they are readily distinguishable.

• Logically group your statements and questions. A statement or question may be clear when it stands alone but confusing when placed among dissimilar items.

• Present information in a logical sequence. If you jump inexplicably from one subject to another, you may lose your audience.

• Use abbreviations only when you know they will be understood. If abbreviations require explanation, they do not save time.

continued
• **Speak in a language your audience understands.**

Seldom will your audience be composed solely of accountants, lawyers, or engineers. As the following example* from a health benefits plan shows, specialized subject matter does not require specialized language:

**Original:** The benefits of the plan which covers the person on whose expenses claim is based as a dependent of a person whose date of birth, excluding year of birth, occurs earlier in a calendar year, shall be determined before the benefits of a plan which covers such a person as a dependent of a person whose date of birth, excluding year of birth, occurs late in a calendar year.

**Simplified:** When a husband and wife both have coverage, we use their birthdays to determine who pays for their dependents’ coverage. If the husband’s birthday falls earlier in the year, his plan will pay. If the wife’s birthday falls earlier, then her plan pays. For example, if the wife was born in March, and the husband was born in July, the wife’s plan would pay.

• **If legal or technical terminology cannot be avoided in a form used by a general audience,** put such information at the bottom or on the back of the form and alert users to its whereabouts. This promotes a better forms conversation and can improve forms design.

**Listening**

To be a good forms conversationalist, a form must “listen” with consideration. Thus:

• **Give your audience enough space to respond.**

If you provide too little room for your readers’ responses, they may decide that you do not need the information and not respond fully.

• **Use checklists** to speed up the pace of the conversation whenever possible.

• **Use clear, simple words and sentences and be specific.** For example, “In what city and state did the accident occur?” makes it clear to your audience that only the city and state concern you; “Where did the accident occur?” may compel some respondents to draw road maps.

• **If separate sections of your form are intended for different audiences or if some respondents are not required to fill out the form completely,** clarify who should fill out which sections:

- Identify and separate such sections by using a horizontal bar bearing a label such as “For use by [specified users] only” and, if necessary, use a screen tint to differentiate one section from another.

- Write clear instructions and, if necessary, highlight them in red to help users avoid irrelevant sections.

(See pages 13, 15, and 16.)

• **If some questions are optional,** identify them:

- Group them in a section headed with a horizontal bar bearing the label “Optional questions” and, if necessary, differentiate the entire section by using a screen tint.

- For further clarification, use instructions to explain which questions are optional.

- For a small number of optional questions, precede each question with “(Optional).”

• **If your form has multiple copies,** to differentiate copies, use labels that are easy to understand.

• **If your audience must use code numbers,** provide a legend for the code numbers on the back of the form.

• **Test the form before it is reproduced.**

Ask potential users to examine a proof or a tight sketch of the proposed form to determine whether they can understand exactly what information is requested. Rewrite and reorganize the form in response to their needs.

**Predesign Planning**

Before tackling the details of designing a form, consider the following issues:

- **Redundancy**
  - Can you use an existing form?
  - If a new form is required, can you consolidate any existing forms with the new form to create one that serves the needs of others, reduces waste, and avoids redundancy?  
    (See page 12.)

- **Processing**
  - How will the form be
    - filled out (by hand, typewriter, or computer)?
    - processed (faxed, photocopied, or mailed)?
    - stored (punched at the left or top margin for a loose-leaf binder or clasp file folder, microfilmed, reentered as computer data)?
  - What minimum margins are required on all sides of the form to avoid loss of information when using office machines to process the form throughout its life-cycle?  
    (See page 16.)

- **Distribution**
  - Can the number of multiple copies be reduced to simplify distribution?

- **Format and size**
  - Which format—vertical or horizontal—is best suited to collect, store, distribute, and retrieve the required information?
  - Is a particular format or size required for manual or machine processing?
  - Is an exceptional form size or a multi-page form required?  
    (See pages 13 and 14.)

- **Information priorities**
  - Can your requests for information be categorized as essential, important, less important, and optional or dispensable? This classification will help the designer develop an appropriate layout.

- **Emphasis and differentiation**
  - What information needs to be placed under a heading, reversed from a bar, or otherwise emphasized or subdued?
  - Will some parts of the form require no response or be intended for internal use only?  
    (See page 16.)

- **Response space**
  - How much room will respondents need to supply the desired information?

- **Review**
  - Before printing, who should review the form design to ascertain its clarity, correctness, and completeness: users, processors, forms manager, legal counsel, others?

**Reproduction Materials**

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- approved versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
The graphic signature plays a key role in forms conversations. It introduces the form title and thus identifies the topic of the conversation. The information just below the Laser Line tells the audience who is requesting information. The examples below show the top portion of typical forms with the graphic signature used to display a variety of one- and two-line form titles.

---

**Purchase Order**

GE Industrial & Power Systems
General Electric Company

**GE Apparatus Service Department**

Time Sheet & Expense Statement

General Electric Company
1280 Boston Ave., Bridgeport, CT 06602

**Straight Bill of Lading**

Short Form

General Electric Company

---

The word "form" generally should not be used in a form title. Nevertheless, here it is required to differentiate a particular version of a form.

---

*The elements of the graphic signature include the Monogram, signature typography, and Laser Line. For more information, see document 131, Graphics Signatures.*
To standardize the placement of text while providing a method for emphasizing selected information, the design of all forms is based on a single layout. As shown in the examples below, this basic layout divides the form into three sections, one each for:

- the graphic signature
- priority information
- general information

**Graphic Signature Area**

Separate the graphic signature area (shown in a red tint in the examples below) from the general information area with a 2-point horizontal rule running from the left to the right margin. Place the rule 8 1/2 picas (for a one-line title) or 10 picas (for a two-line title) from the top edge of the form.

Note: For detailed guidelines on setting up the graphic signature, see pages 08 and 09.

---

### Expense Account Statement

GE Motors, Appliance Control Product Department  
General Electric Company  
1285 Boston Ave., Bridgeport, CT 06602

**Title:** 1 line

---

### Requisition

Office Supply & Promotional Products  
General Electric Company

**Title:** 2 lines

---

Measurements are given in picas and points (pt).  
Margin dimensions are the minimum recommended.  
Blue horizontal rules indicate the 12-point grid.  
Examples are shown at a reduced size.
**Priority Information Area**

Use the priority information area (indicated in light blue) for only
- information that needs to be found quickly (for example, a serial number)
- critical instructions (for example, “Internal use only”)

This information may be structured using ½-point rules, 12 picas long and 2 picas apart.

**General Information Area**

A 1-pica horizontal grid helps to structure the information in this area. One pica of vertical space can accommodate a line of information generated by hand, typewriter, and most computers. Horizontal rules, bars, or screens must fall on the lines of this grid. For detailed specifications, see pages 10 and 11.

---

### Horizontal Format

**11” x 8 1/2”**

<table>
<thead>
<tr>
<th>Title: 1 line</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title: 2 lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 1/2</td>
</tr>
</tbody>
</table>

**GE Lighting Purchase Order**

**GE Employee Benefits Plans**

**Beneficiary Designations**

---

**Measurements are given in picas and points (pt).**
**Margin dimensions are the minimum recommended.**
**Blue horizontal rules indicate the 12-point grid.**
**Examples are shown at a reduced size.**
Structuring Information in a Form, continued

Form Title
To prominently identify the form and distinguish it from others, feature the form title in the graphic signature (Example 1):
• Typeset the title in 20-point Univers 68*, using initial capital and lowercase letters
• Place the title 3 picas to the right of the Monogram and align the title with the letters in the Monogram.

Short titles are preferred, and the maximum title length is 26 picas.

For long form titles, Univers 48* may be used in the second part to help make the title easy to read (Example 2).

Either one or two lines may be used. If two lines are used,
• set the title solid (20/20 points)
• align the first line of the title with the letters in the Monogram.

Legal Name
Since the legal name of the company is required on all forms, use it in the address block, typeset in 8/8-point Univers 48* placed just beneath the Laser Line (Example 1). If no address is needed, the legal name appears by itself (Example 2).

Communicative Name
When the communicative name of the component or affiliate is required, place it
• (Preferred) above the legal name in the address block, typeset in 8/8-point Univers 48* (Example 3). This method of displaying the communicative name is preferred because it emphasizes the form title.
• (Alternative) in the graphic signature, typeset in 20/20-point Univers 68*, preceding the form title, which is typeset in 20/20-point Univers 48; use one or two lines as required (Examples 4a and 4b). This method is used when the communicative name must be prominently displayed with the form title. Note: When a communicative name is used in the graphic signature, the form title must be typeset in Univers 48; Univers 68 may be used for only the communicative name.

Examples are shown at a reduced size.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
Structuring Information in a Form, continued

Program & Plan Names
The name of a program or plan is treated like a communicative name. Place it

- (Preferred) above the legal name in the address block, typeset in 8/8-point Univers 48* (Example 5). This method of displaying the program or plan name is preferred because it emphasizes the form title.

- (Alternative) in the graphic signature, typeset in 20/20-point Univers 68*, preceding the form title, which is typeset in 20/20-point Univers 48*; use one or two lines as required (Example 6). This method is used when the program or plan name must be prominently displayed with the form title. Note: When a program or plan name is used in the graphic signature, the form title must be typeset in Univers 48*; Univers 68* may be used for only the program or plan name.

Signature Monogram
Typeset the signature Monogram in 40-point GE Logo Font (approximately 2 1/2 picas in diameter) and place it at the left and top margins, a minimum of 2 picas from the left and 1 1/2 picas from the top trim edges of the form.

Laser Line
Use a 1/2-point rule that extends from the left edge of the Monogram to the end of the signature typography or the length of the longest line in the address block, whichever is longer.

Examples are shown at a reduced size.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
To differentiate and emphasize items in the general information area, use the following specifications for typography and graphic devices. These specifications are shown in the examples on the following pages.

**Typography and text placement**
Use only Univers Condensed in forms.
- For general information, use 8/8-point Univers 47.
- For emphasis, use 8/8-point Univers 67.

Place the baseline of type 8 points below a horizontal rule and 3 points to the right of a vertical rule.

Set blocks of copy flush left, ragged right.

For full sentences, use standard capitalization. For incomplete sentences and labels, use an initial capital letter in the first word only.

**Reversed type**: Use 8/8-point Univers 67. Place the baseline 8 points below the top edge of the bar and 3 points to the right of its left edge.

**Form number**: Use 6-point Univers 47. Place the baseline 1 pica above the bottom trim edge of the form, aligned at the left margin of the form.

**Distribution instructions**: Use 8-point Univers 68* to identify distribution copies. Place the baseline 1 pica from the bottom trim edge of the form.

**Rule weights**
- To structure information, use ½-point horizontal and vertical rules.
- For emphasis, use 2-point horizontal and vertical rules.

**Vertical spacing**
Horizontal rules must fall on the lines of the 1-pica grid (see pages 06 and 07). One pica of vertical space can accommodate a line of information generated by hand, typewriter, or computer. Note: Because a prompt is usually used to request information (for example, “Address” or “Priced by”), 2 picas of space are required to accommodate a single-line response. Each additional pica of space gives the respondent an extra line.

**Horizontal bars**
Use horizontal bars for additional emphasis or to structure information. A horizontal bar extending the width of a form can be used to separate the graphic signature area from the general information area (see the example on page 05). To fit the horizontal grid, bar widths must be multiples of 1 pica. Reverse type from bars.

**Vertical rules**
Use vertical rules to divide information or columns. Do not use vertical rules along the right or left margins. Connect the bottom of each vertical rule to a horizontal rule. Do not connect the top of a vertical rule to a horizontal rule. Instead, align the top of each vertical rule with the top of the adjacent capital letter. Dashed ⅓-point vertical rules can provide additional differentiation; for example, a separate cents column can be created within a larger price column (see the example on page 16).

**Open circles**
Use open circles instead of boxes for checklists. Circles should have a ½-point rule weight with a 9-point diameter. Place the circle 3 points from the following copy and center it opposite the height of the initial capital letter.

**Screens**
A 10 percent black screen can be used to differentiate a particular area within a form (see the examples on pages 11 and 13).

**Colors**
- For the primary color on all forms, use black.
- To highlight important information or instructions, use Laser Red.

If Laser Red is used, the Laser Line in the graphic signature should also be reproduced in Laser Red.

**Notes**:
- The Laser Line is the only element of the graphic signature that may be reproduced in red. Do not use red in the signature Monogram or form title.
- To maintain the distinction of the Laser Line, do not use Laser Red in other fine lines.

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
# Return Shipment

**GE Motors, Appliance Control Product Department**  
**General Electric Company**  
**1285 Boston Ave., Bridgeport, CT 06602**

<table>
<thead>
<tr>
<th>Report no.</th>
<th>Customer no.</th>
<th>Credit no.</th>
<th>Credit date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Return authorized to**  
**Credit to (if other than return authorized to)**

<table>
<thead>
<tr>
<th>Charge</th>
<th>Restock to</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Reason for return of material**

- Shipped after cancellation
- Accommodation to customer
- Duplicate shipment
- Incorrect material (factory)
- Incorrect material (warehouse)

**To be reshipped on requisition no.**  
**Priced by**

<table>
<thead>
<tr>
<th>Disposition</th>
<th>Quantity</th>
<th>Description</th>
<th>Price/M</th>
<th>Amount</th>
<th>Factory cost</th>
<th>Restocking cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**To structure information, use a 1/2 - point rule.**

- Stand each vertical rule on a horizontal rule or bar.  
The top of each vertical rule should not connect to any other element.

- To differentiate line items, use a 10 percent black screen.

- When possible, keep column widths equal.

**Signature**  
**Date**

**Forms no.**

**For distribution instructions, use 8 - point Univers 68.**

---

**Examples are shown at a reduced size.**
Consolidating forms by adapting an existing form to serve the needs of many can result in substantial savings in forms development and reduce waste. Using a form jointly with other departments or GE components can eliminate forms development costs and result in far lower printing costs.

For example, although produced independently, each of the many Request for Exempt Personnel forms requested the same information. By standardizing the information and using only the Company’s legal name, the consolidated form was made non-proprietary and can be printed in quantity for use by a number of GE components.

**Request for Exempt Personnel**

- **The Laser Line** remains black.
- **A 2-point rule** separates the graphic signature area and creates a distinct general information area.
- **For checklists,** use open circles with a 3-point diameter and a 1/2-point rule weight.
- **On a form filled out by typewriter,** some areas may not require horizontal rules.
- **A vertical rule** is connected to a horizontal rule at the bottom only.

**Examples are shown at a reduced size.**
The standard format sizes include

- **8 1/2" x 11" (vertical)**
- **11" x 8 1/2" (horizontal)**

For information on short forms, see page 14.

In the example below, the horizontal format makes it easier to structure instructions and provides more space for filling out the form.
If the amount of information to communicate or collect is minimal, a small form should be used. While ample white space is generally desirable, spreading information out to fill a page is not. A small format size also saves on paper costs.

The standard short form sizes include:

- 8 1⁄2” x 7” (folds in half to fit inside a standard #10 business envelope)
- 8 1⁄2” x 6 1⁄2”
- 8 1⁄2” x 5 1⁄2”

Note: The width is always 8 1⁄2”.

When a form is returned in a window envelope, a typing dot should be provided to facilitate the correct positioning of the mailing address. Use an 8-point Univers 47 period and position it so that the first letter of the addressee’s name will appear in the upper-left corner of the window.

The typing dot (8-point Univers 47) helps users position the address to fit a window envelope.

A narrow column width enhances legibility.

This 8 1⁄2” x 7” form can be folded in half lengthwise to fit in a #10 business envelope.

Examples are shown at a reduced size.
To collect a small amount of information, sometimes it is necessary to communicate a great deal of instructions. This is often true of forms that ask users to make choices having legal or financial consequences.

To make such forms easy to use,
- provide sufficient space for responses
- separate instructions from response spaces
- format instructions in a narrow column to make them easy to read

### GE Employee Benefits Plans

#### Beneficiary Designations

**Internal Revenue Code**

This form must be typewritten or printed with a 2-pica bar.

<table>
<thead>
<tr>
<th>Form no.</th>
<th>For emphasis, reverse short instructions from a 2-pica bar.</th>
<th>Vertical type is difficult to read and generally should be avoided. Nevertheless, here it provides more space for responses.</th>
<th>3-pica spaces accommodate two lines of typewritten text.</th>
<th>Vertical rules at the margin generally are unnecessary and should be avoided. Nevertheless, here they create boxes for the user’s responses.</th>
</tr>
</thead>
</table>

**For emphasis**, reverse short instructions from a 2-pica bar.

**Vertical type** is difficult to read and generally should be avoided. Nevertheless, here it provides more space for responses.

**3-pica spaces** accommodate two lines of typewritten text.

**Vertical rules at the margin** generally are unnecessary and should be avoided. Nevertheless, here they create boxes for the user’s responses.

**Examples are shown at a reduced size.**
Forms used by GE’s business partners, customers, and other external audiences must be functional and present information in a logical order. Sections filled out by GE personnel must be clearly delineated from sections requiring external attention or response.

The form below uses several graphic devices to separate and highlight information:

- **A 10 percent black screen** isolates a set of responses to be completed internally.
- **Laser Red** highlights important mailing and billing instructions for suppliers.
- **Type reversed out of a horizontal bar** draws attention to important shipping instructions.
- **The left margin, increased to 5 picas**, accommodates three-hole punching or other binding methods.

---

### Examples are shown at a reduced size.

<table>
<thead>
<tr>
<th>Purchase Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Electric Company</td>
</tr>
<tr>
<td><strong>Date</strong></td>
</tr>
<tr>
<td><strong>Change no.</strong></td>
</tr>
<tr>
<td><strong>Page</strong></td>
</tr>
<tr>
<td><strong>Change to customer</strong></td>
</tr>
<tr>
<td><strong>Supplier order no.</strong></td>
</tr>
<tr>
<td><strong>Change to supplier</strong></td>
</tr>
<tr>
<td><strong>Supplier name</strong></td>
</tr>
</tbody>
</table>

**Note:** For differentiation, use a 10 percent black screen.

**To highlight important mailing and billing information,** use the second color, Laser Red.

**For emphasis,** reverse type from a bar.

**To help structure a price column,** use dashed 1⁄2-point vertical rules.

**For three-hole punch,** use a 5-pica margin.

---

**The Laser Line is printed in Laser Red** because this second color is used in the text.

---
To differentiate and emphasize items in checks, use the following specifications for typography and graphic devices. These specifications are shown in the examples on the following pages.

**General**

In all checks, the following elements should be consistent:
- the size of the signature Monogram
- the size and specifications for all typography
- the weights (thicknesses) of rules
- the position of typography in relation to rules

The following elements may vary:
- the amount of space between horizontal rules
- the number and position of vertical rules and the corresponding columns of information
- the information that is emphasized with bold type (Univers 67), bold rules (1½-point), or bars

Use a measurement system based on the method by which the check will be filled out:
- For checks filled out by typewriters or computers, use multiples of 1 unit of vertical typewriter spacing (1⁄6 inch).
- For checks filled out only by hand, use multiples of 1⁄4 or 1⁄3 inch.

Note: Computer printout positions are not easy to change. When redesigning a computer check, take into account established printout positions.

**Graphic Signature & Address Block**

As shown in the example above, in the upper-left corner of each check,
- place a 44-point signature Monogram, typeset in GE Logo Font, maintaining the following minimum margins:
  - above the signature Monogram, 1⁄4 the diameter of the Monogram
  - at the left side, 1⁄8 inch
- place a 1⁄2-point Laser Line below the signature Monogram:
  - Leave a space equal to 1⁄4 the diameter of the Monogram between the Laser Line and the Monogram.
  - If desired, bleed the Laser Line left.
  - Extend the Laser Line at least to the end of and preferably beyond the longest line in the address block.

Set the address block in 8/8-point Univers 48,* flush left with the signature Monogram. Place the baseline of the first line of the address block 8 points below the Laser Line.

Notes
- If a communicative name is used, see the specifications for business forms on page 08.
- Envelopes with windows for return addresses may require that the graphic signature be reduced to fit. (Do not reduce the signature Monogram to less than a 3⁄16-inch diameter.)

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Rule Weights

- To structure information, use $\frac{1}{2}$-point horizontal and vertical rules
- For emphasis, use heavier $1\frac{1}{2}$-point rules.

Horizontal & Vertical Spacing

- Space horizontal rules according to the appropriate measurement system, described in the general specifications on the previous page.
- Use vertical rules to divide columns of information:
  - Size the column width to accommodate the requested information. (Note: Using this method, if column widths are similar in size, make them the same.)
  - Do not use vertical rules at the far left or right edges of a check.
  - Connect the bottom of each vertical rule to a horizontal rule. Do not connect the tops of vertical rules to horizontal rules; instead, align the top of each vertical rule with the top of the capital letter in the first line of the typography.
- Use $\frac{1}{6}$-inch horizontal bars for additional structure and emphasis. Reverse any typography from these bars, placing it 3 points from the left edge of the bar.

Typography & Text Placement

Use only Univers Condensed in checks.
- For general information, use $8/8$-point Univers 47.
- For emphasis, use $8/8$-point Univers 67.
- To deemphasize information, use $6/6$-point Univers 47.
- For the monetary symbol (for example, $ or £), use 16-point Univers 67, placed flush left 3 points above the horizontal rule for the check amount.

Place the baseline of check typography 8 points below or 3 points above a horizontal rule.

Place check typography 3 points to the right of a vertical rule and end the top of the vertical rule at the top of the capital letter.

Whenever possible, align typography with other typography and layout elements.

Margins

When possible, maintain the following minimum margins:
- above the signature Monogram, $\frac{1}{4}$ the diameter of the Monogram
- at the sides and bottom of the check, $\frac{1}{8}$ inch

Security Pattern

To ensure confidentiality, use an envelope security pattern consisting of a field of repeated dots. Reproduce the pattern in positive or negative form on the inside or outside of envelopes used for checks.

Dynamic Monogram

Use the Dynamic Monogram in the background of checks according to the standards and guidelines in document 134, Dynamic Monogram.

Colors

- For the primary color on all checks, use black.
- To highlight important information (such as the imprinted serial number), use Laser Red.
- To differentiate or emphasize areas, use a 10 percent black screen.
- In the Dynamic Monogram, use any appropriate color (Note: Normally, the letters/curlicues are reproduced lighter than the field. When opposing tone progressions are used, it is permissible for a small part of the top portion of the curlicues to be darker than the field, as shown in the examples on pages 19 and 20.)
- For the paper stock, use white.

Notes:

- The Laser Line is the only element of the graphic signature that may be reproduced in red. Do not use red in the signature Monogram or any signature typography.
- To maintain distinction in the Laser Line, do not use Laser Red in other fine lines.
### GE Identity Program: Forms & Checks

**Examples of Checks**

**GE Identity Website:** www.ge.com/identity

---

**Corporate Financial Services**
General Electric Company
1 River Road, Schenectady, NY 12345

<table>
<thead>
<tr>
<th>Voucher no.</th>
<th>Vendor reference</th>
<th>Invoice amount</th>
<th>Discount</th>
<th>GE distribution amount</th>
<th>Account</th>
<th>GE description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Corporation:**

Certified correct
Approved for payment

**Date due**

**In correspondence write and refer to**

145506

---

**To Manufacturers Hanover Trust Company**
New York, New York

---

**For the monetary symbol, use 18-point Univers 67.**

---

**Examples are shown at a reduced size.**
Examples of Checks

The Laser Line may bleed left, but begin and end all other horizontal rules at the margins.

The envelope security pattern may be used on the inside or outside of the envelope. When using the pattern on the outside, keep the area behind the graphic signature clear.

Outside

For emphasis, use 1⁄6-inch, 1⁄4-inch, or 1⁄3-inch horizontal bars and reverse Univers 67.

Inside

To differentiate areas of the form attached to the check, use a 10 percent screen of black or the second color.

For the background pattern on horizontal checks, use the horizontal Dynamic Monogram.

Examples are shown at a reduced size.
The GE facility sign standards apply to facilities owned or operated by the Company and its:
• components
• subcomponents
• licensed affiliates

The GE facility sign standards have been designed to fulfill two basic requirements:

• **Legibility.** This functional requirement is achieved by:
  - providing a sufficient number of actual sizes of the signature Monogram and signature typography—in specific relative sizes—to ensure that both elements remain legible at typical viewing distances under typical viewing conditions
  - simplifying and clarifying information by standardizing its presentation and eliminating unnecessary or redundant signs

• **Communication of the qualities of dynamism and innovation.** This communication requirement is achieved by:
  - featuring the GE identity elements, which have been created to communicate specific attributes of high technology, dynamism, and innovation
  - streamlining and modernizing the appearance of facility signs by using innovative sign structures such as the triangular pylon and the dynamic base

In addition, the sign standards have been created to:

• demonstrate GE products such as Lexan polycarbonate and GE lighting
• unify the signs used by all GE components and licensed affiliates at all facilities so that each draws from and contributes to the strength of the GE identity.

**Note:** The GE sign standards are a self-contained system requiring a uniform and complete change-over of all identification signs at any particular site. This system is not compatible with signs installed before the GE Identity Program was introduced in 1987. When installing new signs, remove all identification signs installed before 1987.
Facility Signs

Contents

General Guidelines

Primary Signs:
- Pylon Sign
- Monument Sign
- Pole Sign
- Ground Sign

Supporting Signs:
- Wall Sign
  - Cantilever Mount
  - Flush Mount
- Individual Sign Elements
- Roof Sign
- Decals on Glass Doors
- Directional Signs

How to Order Facility Signs
The guidelines summarized here help familiarize you with the graphic elements used in signs.

For detailed fabrication, installation, and maintenance specifications and drawings for most sign models, see document 285, Facility Signs Engineering Drawings.

To obtain GE signs, see “How to Order Facility Signs,” page 50.

Graphic Signatures
With few exceptions, a graphic signature is used on all facility signs. Depending on the size and shape of the sign format and the length of the name used in the signature, any of the approved signature arrangements may be used, as shown in the examples of typical signs on pages 03 to 20. These include the
• primary signature
• compact signature
• vertical signature
• special signatures

For more information on these signatures, see document 131, Graphic Signatures.

Note: On directional signs, a graphic signature is not used, but the signature Monogram and Laser Line are used, as shown on page 21.

Monogram Alone
At facilities where several components or affiliates are located, or in retrofitting certain existing signs, the Monogram alone may be used as a facility sign.

Signature Typography
• Sizes. To make the signature typography legible at a great distance, it is usually sized so the capital height equals 1/2 or 3/4 the diameter of the signature Monogram.

• Style. Univers 68* is used for all signature typography. Note: Univers 48* is not used in GE signs because it does not remain legible at a great distance.

• Content. The content of the graphic signature used in a facility sign is limited to either or both
  - the communicative name of the component or affiliate
  - the geographic location

Note: No other messages may be used in the graphic signature in a facility sign.

Other Typography
• In facility signs, other messages, such as the names of other components or subcomponents or the location of the facility, may appear below the Laser Line only if their appearance on the sign is required for visitors. These names appear in Univers 68,* are aligned flush left with signature typography, and are usually sized to be smaller than the height of the signature typography.

• In directional signs, Univers 65 is used for the names of all destination points in a facility.

Color
Color varies by sign type, as shown in the examples on pages 03 to 21. To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
Either the one- or three-quarter version of the Dynamic Monogram may be used in most facility signs, as shown in the examples of typical signs on pages 03 to 20.

Note: The Dynamic Monogram is not used on directional signs or on signs lighted only internally.

Lighting
Depending on the type of sign, internal, external, or both types of lighting may be used. Lighting options are described for each typical sign on pages 03 to 21.

Reproduction Materials
For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:
• GE Logo Font, containing all versions of the signature and Dynamic Monograms
• authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as
  • for Univers 68, Univers (67) Condensed Bold Oblique
  • for Univers 48, Univers (47) Condensed Light Oblique
The pylon sign is a three-faced monolith rising from a dynamic base. It is available in two standard heights: 12 and 20 feet. Because of its strong verticality, unique triangular structure, and dynamic base, this sign is a striking accent to any facility.

The pylon sign is preferred as the primary sign at locations where
- there is sufficient space for its installation, such as a lawn area
- the sign is normally viewed from more than one direction

**Dynamic Base**
The chief function of the dynamic base is æsthetic. When viewed from different angles, the base appears to be a portion of a large solid block, buried below but breaking through the earth’s surface at a surprising angle. To emphasize this dramatic quality, the base may be finished in Laser Red, as shown in the drawing at the right. The base also may be finished in dark grey.

*continued*
Graphic Signature
To maximize the capital height of the signature typography, only the vertical signature arrangement is used on pylon signs. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The three-quarter version of the Dynamic Monogram is used on pylon signs. It is reproduced slightly darker than the background grey.

Note: On all faces of the pylon sign, the tops of the Dynamic Monograms are horizontally aligned parallel to the ground line. Because the top surface of the dynamic base slopes, the Monograms are not trimmed as usual:
• On the two front face panels of the pylon, the bottoms of the Monograms are trimmed at an angle.
• On the back face of the sign, the Monogram is trimmed higher than usual.
To facilitate this trim, the signature Monogram is used instead of the Dynamic Monogram.

Lighting
The pylon sign must be lighted with a combination of internal and external illumination to make the unique shape, dynamic base, and message visible at night:
• The signature Monogram and Laser Line are internally illuminated.
• Signature typography and other typography (if used), the Dynamic Monogram, and the dynamic base are externally illuminated.

For more information, see document 285, Facility Signs Engineering Drawings, pages 03.01 to 03.36.
The monument is a single-faced sign rising from a dynamic base. It is available in two standard heights: 6'6" and 9'8". Because of its simple horizontality, this sign is more traditional in appearance than the pylon sign, but with the dynamic base, the sign is a striking accent to GE facilities.

As a single-faced sign, the monument sign is installed parallel to a two-way street or perpendicular to a one-way street.

The monument sign is preferred as the primary sign at locations where

• there is sufficient space for its installation, such as a lawn area
  (Note: At locations where insufficient space prevents use of the dynamic base, the ground sign, page 09, may be used.)
• a single-sided sign is legible from typical viewpoints

**Dynamic Base**

The chief function of the dynamic base is aesthetic. When viewed from different angles, the base appears to be a portion of a large rectangular solid block, buried below but breaking through the earth’s surface at a surprising angle. To emphasize this dramatic quality, the base may be finished in Laser Red or, as shown in the drawing, in dark grey.

*continued*
Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred on the monument sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
Because the signature Monogram is large in the format, the one-quarter version of the Dynamic Monogram is used on monument signs. It is reproduced slightly darker than the background grey.

Lighting
The monument sign must be lighted with a combination of internal and external illumination to make the unique shape, dynamic base, and message visible at night:
• The signature Monogram and Laser Line are internally illuminated.
• Signature typography and other typography (if used), the Dynamic Monogram, and the dynamic base are externally illuminated.

For more information, see document 285, Facility Signs Engineering Drawings, pages 05.01 to 05.35.
The pole sign is a double-faced sign available in two standard sizes, 7' x 7' and 11'6" x 11'6", which can be mounted at heights up to 30 and 40 feet, respectively. Because of its height and the size of the signature typography, this sign is recommended where visibility at a great distance or from a highway is required.

Note: Because of the sign size and height, and to withstand strong wind loads, the face of the pole sign is a light-weight flexible material—not Lexan polycarbonate.
Graphic Signature
To maximize the height of the signature typography, only the vertical signature arrangement is used on pole signs. Examples of typical signatures are shown in the drawings at the right.

Monogram Alone
At facilities where several components or affiliates are located, or at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, the Monogram alone may be used on the pole sign.

Typography
For information on signature typography, see the general guidelines on page 02.

Note: On pole signs, typography is not used outside the graphic signature.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on pole signs.

Lighting
The entire sign face is internally illuminated (with the face of the sign white). Poles may be externally illuminated, if desired.

For more information, see document 285, Facility Signs Engineering Drawings, pages 07.01 to 07.31.
The ground sign is identical to the monument sign, except it is double-faced and does not use the dynamic base. It is available in three standard heights, 6’0”, 7’3”, and 10’6”, and is installed perpendicular to the road.

Note: The ground sign may be fabricated as a single-faced sign.

The monument sign, on page 05, is preferred over the ground sign as the primary sign wherever site conditions permit installation of the dynamic base. When installation of the dynamic base is not possible, the ground sign may be used.

The ground sign may also be used to identify a portion of a facility, such as a building.

*continued*
Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred for the ground sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
As an option, the one-quarter version of the Dynamic Monogram may be used on the ground sign.

Lighting
The ground sign may be lighted with a combination of internal and external illumination:
• The signature Monogram and Laser Line may be internally illuminated.
• The signature typography and other typography (if used) and the Dynamic Monogram (if used) may be externally illuminated

This sign may also be
• only externally illuminated
• nonilluminated

For more information, see document 285, Facility Signs Engineering Drawings, pages 09.01 to 09.52.
The cantilever-mounted wall sign is double-faced and is available in two standard sizes: 4'0" x 4'0" and 6'0" x 6'0".

Generally, this sign is used as a supporting sign along with a primary sign. Nevertheless, the cantilever-mounted wall sign may be used as the primary sign at locations where:

- space is insufficient to install a pylon, monument, pole, or ground sign
- such a mount (perpendicular to the mounting surface) enhances visibility of the sign

When the sign is used as the primary sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.

*continued*
Graphic Signatures
To take advantage of the square sign format, only the vertical signature arrangement is used in this wall sign. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on cantilever-mounted wall signs.

Lighting
The entire sign face may be either
• internally illuminated
  (with the face of the sign white)
• nonilluminated
  (with the face of the sign very light grey)

For more information, see document 285, Facility Signs Engineering Drawings, pages 11.01 to 11.26.
The flush-mounted wall sign is single-faced and is available in two standard sizes: 3'0" x 7'6" and 5'1" x 12'9".

Generally, this sign is used as a supporting sign along with a primary sign. Nevertheless, the flush-mounted wall sign may be used as the primary sign at locations where:

- space is insufficient to install a pylon, monument, pole, or ground sign
- such a mount (parallel to the mounting surface) enhances visibility of the sign

When the sign is used as the primary sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.

*continued*
Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred on the wall sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The one-quarter version of the Dynamic Monogram may be used on nonilluminated wall signs. The Dynamic Monogram is not used on signs illuminated entirely internally.

Lighting
The entire sign face may be either
• internally illuminated
  (with the face of the sign white)
• nonilluminated
  (with the face of the sign very light grey)

For more information, see document 285, Facility Signs Engineering Drawings, pages 13.01 to 13.26.
A graphic signature may be fabricated as individual elements and applied to any structurally sound surface, such as a building wall. The individual elements may be of plastic-faced metal container or metal channel construction. The metal channel construction may be especially applicable for small sizes and interior signs, such as signs for lobbies.

Generally, this sign is used as a supporting sign along with a primary sign. Nevertheless, individual elements may be used as the primary sign at locations where a pylon, monument, pole, or ground sign cannot be installed.

continued
Graphic Signatures
Depending on the space available for the sign and the letter size required to maintain legibility at the average viewing distance, any of the graphic signature arrangements described in the general guidelines on page 02 may be used. Examples of typical signatures are shown at the right.

Monogram Alone
At facilities where several components or affiliates are located, at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, or when the sign is used as a supporting sign, the Monogram may be used alone.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature, white is used in the letters/curlicues of the signature Monogram and on the face of all typography for all plastic-faced elements. Metal elements may also be aluminum or steel-colored (not brass or bronze). Dark grey or black is used on all returns. The Laser Line appears in Laser Red, with red neon used whenever the sign is illuminated. The Monogram for plastic-faced elements has a black field to contrast with the white letters. The Monogram for metal elements uses the building façade as the field, as shown in the drawing.

Dynamic Monogram
The Dynamic Monogram should not be fabricated as an individual element (or elements). As an option, any version of the Dynamic Monogram may be painted on a structurally sound surface, such as a building wall, and reproduced according to the guidelines in document 134, Dynamic Monogram.

Lighting
All elements may be internally illuminated or nonilluminated.

For more information, see document 285, Facility Signs Engineering Drawings, pages 15.01 to 15.35.
The roof sign is a custom-built sign, specially designed for use on top of a specific building.

Generally, this sign is used as a supporting sign along with a primary sign. Nevertheless, the roof sign may be used as a primary sign at locations where a pylon, monument, pole, or ground sign cannot be installed.

When the sign is used as the primary sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.

continued
Graphic Signatures
Depending on the space available for the sign and the letter size required to maintain legibility at the average viewing distance, any of the graphic signature arrangements described in the general guidelines on page 02 may be used.

Monogram Alone
At facilities where several components or affiliates are located, or at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, the Monogram may be used alone.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on roof signs.

Lighting
The entire sign face may be
• internally illuminated
  (with the face of the sign white)
• externally illuminated or nonilluminated
  (with the face of the sign very light grey)

Note: Because the roof sign is custom-designed, engineering drawings for it are not available.
Decals of graphic signatures, the Monogram alone, other typography, and the Dynamic Monogram may be used on the outside surface of glass doors.

Generally, decals are used as supporting signs along with a primary sign. Nevertheless, decals may be used as the primary facility identification sign at locations where a pylon, monument, pole, ground, or wall sign cannot be installed.

continued
Graphic Signatures
Depending on the space available for the decal, any of the basic graphic signature arrangements (the primary, compact, and vertical signatures) may be used. Note: The special signatures may not be used on glass doors.

For more information on the basic signatures, see document 131, Graphic Signatures, page 10.

Monogram Alone
At facilities where several components or affiliates are located, the Monogram may be used alone on glass doors in place of a graphic signature. Note: Avoid using the Monogram alone or in multiples as a decorative or safety device on glass doors or walls.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions and on glass doors of any tint, decals should be prepared in the following colors:

- **signature Monogram**, either
  - letters/curlicues, white; field, no color (clear)
  - letters/curlicues, white; field, Platinum Grey
  Note: In artwork, use a reverse Monogram.
- **signature typography**: white
- **Laser Line**: Laser Red or white
- **other typography (if used)**: white
- **Dynamic Monogram**: letters/curlicues, translucent (clear but with an etched-glass or sand-blasted texture or milky white color); field, no color (clear)
  Note: In artwork, use a reverse Dynamic Monogram.

Dynamic Monogram
The three-quarter version of the Dynamic Monogram is preferred on glass doors.

Note: To order decals, contact
HA-LO, Creative Concepts in Marketing
1501 HALO Drive
Troy, MI 48084
800 521-0639

Note: Drawings are not to scale.
The standard directional sign provides

- a visual complement to each of the primary and supporting GE facility signs
- enough space to accommodate a typical amount of directional information

Depending on the amount of information required, three sizes may be used: 2'8" x 4'0", 4'0" x 6'0", and 6'0" x 9'0".

A directional sign should be placed at any point along a traffic route leading around or through a GE facility where a decision to proceed in a different direction is required. Generally, the sign should be placed at or just preceding the decision point, and it should be installed perpendicular to the flow of traffic.

Note: This sign may also be used without arrows to identify a portion of a facility, such as a building, entrance, area, or parking lot.

**Graphic Signature**
Because a directional sign is used in addition to one or more primary signs and because of the limited space on the sign, a graphic signature is not used. Nevertheless, the signature Monogram and the Laser Line are used, as shown in the drawing.

**Typography**
Univers 65 is used for all typography on the directional sign.

**Color**
To ensure legibility under adverse viewing conditions, black is used in the signature Monogram and all typography. As usual, Laser Red is used only in the Laser Line.

**Dynamic Monogram**
The Dynamic Monogram is not used on the directional sign.

**Lighting**
Generally, directional signs are not illuminated; the letters, Monogram, and Laser Line are made of reflective vinyl. If site conditions require illumination, the sign may be externally lighted.

For more information, see document 285, *Facility Signs Engineering Drawings*, pages 21.01 to 21.23.
Follow this procedure to order facility signs:

**Step 1: Complete a GE facility sign survey.**
Conducted by an authorized consultant familiar with the GE sign standards, the sign survey provides you with an objective evaluation of your sign needs and gives you the opportunity to eliminate unnecessary or redundant signs.

In addition, to maintain good visibility, the survey advises on the optimum size, location, and facing of all identification signs. It can also help you determine whether any existing sign structures can be retrofitted with new sign faces.

The GE facility sign survey is available for any GE facility or location in the continental United States for a fixed fee (inclusive of time, travel, and out-of-pocket expenses) and includes:

- **meeting with appropriate personnel** on site to review the GE sign system and its adaptation to the location/facility
- **photographs** of current signs and traffic approaches, with two sets of photographs submitted with the sign survey recommendation
- **preliminary review of all local codes** regarding sign height, size, and setback requirements; all recommendations based on these restrictions
- **a recommendation for primary and secondary identity signs**, with the survey photographs and a preliminary site plan showing sign locations
- **cost estimate** for the sign conversion with a list of approved sign manufacturers who can bid on the project
- **follow-up with the sign manufacturer** to confirm the understanding of the design package and specifications (following the contract award, which is the sole responsibility of the GE component or affiliate)

Concurrently with the GE facility sign survey, you may want the sign consultant to survey for directional and safety signs. For an additional fee, the following services are available:

- sign survey for directional and safety signs
- detailed site plan for all primary, secondary, and directional signs
- message layout for directional signs
- bid package specifications for all signs
- sign permit applications
- shop drawing review
- inspection of manufacturing and installation

To arrange for a sign survey, contact
Sign Management Consultants
Three Lakeview Place, 25 Century Blvd., Ste. 410
Nashville, TN 37214
615 885-1661

**Step 2: Select signs.**
Based on survey recommendations, choose the signs to be manufactured and installed.

**Step 3: Bid the sign manufacture and installation.**
Select from the a list of sign fabricators provided as part of the sign survey or choose your own fabricator. Any sign fabricator may be selected to manufacture GE facility signs.

**Step 4: Award the sign contract.**
Generally, the selected manufacturer assumes responsibility for

- removing all old signs
- manufacturing new signs or elements to retrofit existing signs
- installing all new signs
- subcontracting any specialty services (such as site wiring, provided by an electrician) as required

**Note: To order decals,** see page 20.

* • All GE facility sign surveys will be completed within 45 days of receipt of order.
  • Purchase orders should accompany written confirmation of sign survey orders.
  • Invoices will be submitted on completion of surveys and are payable in full immediately on receipt.
These standards apply generally to new and retrofitted vehicles that are owned or leased by the Company or its components, subcomponents, and licensed affiliates and that travel on public thoroughfares. Guidelines for vehicles used only on Company property and other special applications appear on pages 08 to 14.

The Company’s fleet of vehicles serve as moving billboards, informing a wide audience of the Company’s diverse products and services. Although the size and make-up of this audience is difficult to measure precisely, it has been estimated that a typical for-hire tractor-trailer traveling on a mix of urban and rural roadways generates 7,900,000 visual impressions per year. For a typical local delivery van, using estimates of time-in-operation impressions plus those generated while the vehicle is stopped, the number of visual impressions generated per year is more than 16,250,000.*

The vehicle identification standards therefore have been created to

- **streamline and modernize** the appearance of vehicles by eliminating unnecessary and outdated identification elements
- **standardize the use of GE Identity Program elements**
- **consistently identify and unify the fleet**
- **optimize safety** through the use of materials that help make the vehicles conspicuous under adverse viewing conditions
- **control costs** through the use of common materials and design elements

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Vehicles

Contents

General Guidelines

Typical Examples:
- Tractor-Trailers
- Service Vans
- Service Pickup Trucks
- In-Plant Vehicles
- Industrial Haulage
- Heavy Construction Equipment
- Tarpaulins
- Straight-Box Trucks

(Revised 2001.11)
Use white as the base color of the vehicle. White is one of the most visible colors under typical viewing conditions and therefore contributes to the safety of the vehicle.

Use a graphic signature on the side and/or rear of the vehicle.

- **The primary signature is preferred**, but where space available for identification is limited, the compact or vertical signature may be used.

- **Use all three elements of the graphic signature**—the signature Monogram, signature typography, and Laser Line—on Company vehicles, as shown in the examples on the following pages.

- **Construct graphic signatures and specify signature elements** according to the guidelines in document 131, *Graphic Signatures*.

- **In the signature typography**, use one of the following:
  - *the communicative name* of the component or affiliate, such as “GE Consumer Service”
  - *the basic competence* of a business, such as “GE Utility & Industrial Service”
  - *a promotional slogan*, such as “We bring good things to life.”
  - *a combination* of the communicative name and a promotional slogan

A promotional slogan may appear below the signature typography, aligned flush left with that typography, in Univers 68* or 48.*

- **Whenever possible, bleed the Laser Line left off the identification format**. When this is not possible, begin the Laser Line flush left with the left edge of the signature Monogram.

- **Depending on the length of the Laser Line and the overall appearance of the graphic signature in the identification format on vehicles, end the Laser Line either**
  - *at a point vertically aligned with the end of the bottom of the letter “E” in “GE”* (or, if “GE” is not used in the signature typography, at a point to the right of the beginning of the signature typography equal to 1½ times the capital height)
  - *at a point of vertical alignment with the end of the signature typography*

Note: The end of the Laser Line is cut square. The end does not match the angle of the italic signature typography.

Use Univers 68* and, if needed, Univers 48* for typography appearing outside the graphic signature on the vehicle whenever possible. When this is not possible, select other typefaces from the Univers series, unless local regulations mandate use of a different typeface. For more information, see document 133, *Typography*, page 02.

Use the corporate colors in signature elements except as noted:

- **Use Platinum Grey or GE Reflective Grey** in the signature Monogram.

- **Use Laser Red in the Laser Line**. This color may be reflective, if desired.

- **Use black in the signature typography**.

*In computer typesetting, other names may be used, such as

- *for Univers 68*, Univers (67) Condensed Bold Oblique
- *for Univers 48*, Univers (47) Condensed Light Oblique

**Scotchlite brand reflective sheeting 390-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.
Use black or an appropriate color in primary trademarks and typography appearing outside a graphic signature.

Do not use
- component, subcomponent, division, or department logotypes or symbols
- graphic elements, photographs, or illustrations as graphic support.

Instead, use the Dynamic Monogram.

- Use the Dynamic Monogram only on the sides of trailers and service vans. Do not wrap the Dynamic Monogram around adjacent sides or the top of a vehicle; do not use it on the front or rear of a vehicle.

- Use of the Dynamic Monogram on other vehicles is optional but desirable wherever there is sufficient room to reproduce it very large.

  For more information, see document 134, Dynamic Monogram.

- Use GE Reflective Grey* in the Dynamic Monogram. The reflective grey material is used in the field (including the outline circle) of the positive Dynamic Monogram; the white base color of the vehicle is used in the letters/curlicues.

  Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Whenever possible, avoid hand-painted applications.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:
- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- approved versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*Scotchlite brand reflective sheeting 590-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.
Monogram
Use a full graphic signature on the rear of the trailer. Use the signature Monogram on both cab doors and on the wind spoiler.

Do not use the signature Monogram on the sides of the trailer.

Position the horizontal Dynamic Monogram to bleed off the top, bottom, and left edges of both sides of the trailer.

Typography

Communicative name:
Use Univers 68* and, if needed, Univers 48* for signature typography.

Secondary typography:
Use Univers 68* and, if needed, Univers 48* for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line:
Bleed the Laser Line left off the side of the trailer whenever possible. Bleed the Laser Line off both sides of the wind spoiler.

Color

Cabs and trailers: white

Signature Monogram: Platinum Grey or GE Reflective Grey**

Dynamic Monogram: GE Reflective Grey**

Laser Line: Laser Red (may be reflective)

Typography: black

Reproduction

Use computer-assisted cutting equipment, photetched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

*In computer typesetting, other names may be used, such as

• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique

**Scotchlite brand reflective sheeting 590-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.
Monogram
Use the signature Monogram and a full graphic signature on the rear door only. Do not use the signature Monogram on the sides of the van.

Two special versions of the Dynamic Monogram are used on the van:
• On the driver’s side, the Dynamic Monogram bleeds off the right end of the side panel.
• On the passenger’s side, it bleeds off the left end.

Typography
Communicative name:
Use Univers 68* and, if needed, Univers 48.

Secondary Typography:
Use Univers 68* and, if needed, Univers 48* for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line:
• On the driver’s side, bleed the Laser Line left off the left edge of the driver’s door.
• On the passenger’s side, bleed the Laser Line left to the end of the side panel; do not wrap the Laser Line onto the rear panel.
• On the rear of the van, bleed the Laser Line left and right off both doors.

Color
Van body: white
Signature Monogram: Platinum Grey or GE Reflective Grey**
Dynamic Monogram: GE Reflective Grey**
Laser Line: Laser Red (may be reflective)
Typography: black
Primary design marks (other than the Monogram): black or appropriate color

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

continued

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique

**Scotchlite brand reflective sheeting 590-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.
Service pickup trucks and panel trucks with windows carry full graphic signatures on the doors only but, because of limited space, do not include the Dynamic Monogram.

**Monogram**
Use the signature Monogram in the graphic signatures on both doors.

**Typography**

*Communicative name:* Use Univers 68* and, if needed, Univers 48.*

*Secondary typography:* Use Univers 68* and, if needed, Univers 48* for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

*Laser Line:* The Laser Line bleeds off the left edge of each door.

**Color**

*Truck body:* white

*Signature Monogram:* Platinum Grey or GE Reflective Grey**

*Laser Line:* Laser Red (may be reflective)

*Typography:* black

**Reproduction**
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

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*Note:* See the general guidelines on pages 02 to 03.

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*In computer typesetting, other names may be used, such as*

- *for Univers 68, Univers (67) Condensed Bold Oblique*
- *for Univers 48, Univers (47) Condensed Light Oblique*

*Scotchlite brand reflective sheeting 590-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.*
Because the base color of in-plant vehicles varies for reasons of safety and maintenance, graphic signatures are not used on these vehicles. Instead, the signature Monogram is used alone.

Color

Dark-colored vehicles:
Use white in the letters/curlicues of the reverse signature Monogram, with the color of the vehicle appearing in the field.

Light-colored vehicles:
Use black in the field and outline circle of the positive signature Monogram, with the color of the vehicle appearing in the letters/curlicues.

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.
Because the base color of industrial haulage vehicles varies for reasons of safety and maintenance, and because the space available for identification is often limited, graphic signatures are not used on these vehicles.

Instead, the signature Monogram is used alone.

Color

Dark-colored vehicles:
Use white in the letters/curlicues of the reverse signature Monogram, with the color of the vehicle appearing in the field.

Light-colored vehicles:
Use black in the field and outline circle of the positive signature Monogram, with the color of the vehicle appearing in the letters/curlicues.

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.
Because the base color of heavy construction equipment varies for reasons of safety and maintenance, and because the space available for identification is often limited, graphic signatures are not used on these vehicles.

Instead, the signature Monogram is used alone.

Color

Dark-colored vehicles:
Use white in the letters/curlicues of the reverse signature Monogram, with the color of the vehicle appearing in the field.

Light-colored vehicles:
Use black in the field and outline circle of the positive signature Monogram, with the color of the vehicle appearing in the letters/curlicues.

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.
If a tarpaulin is designed to fit a particular product, and if its surface is smooth and flat for identification that is easily seen, follow the guidelines at the right. If a tarpaulin does not provide a suitable smooth, flat surface for identification, or if it is used on products of different sizes and shapes (making visibility of the identification difficult to ensure), do not use identification elements on such a tarpaulin. Instead, use a single flat color for the tarpaulin: for example, Platinum Grey or Laser Red.

Use a graphic signature containing one of the following:
- the communicative name of the component or affiliate, as shown in the example
- a generic name for the product
- a secondary word mark + a generic name for the product (optional)

For more information, see document 131, Graphic Signatures.

Typography
Signature typography:
Use Univers 68 and, if needed, Univers 48.
For more information, see document 131, Graphic Signatures, pages 31 to 35.

Secondary typography:
Use Univers 68 and, if needed, Univers 48 for additional information required on the tarpaulin.

Laser Line:
Begin the Laser Line flush left with the left edge of the signature Monogram; do not bleed the Laser Line left off the tarpaulin. End the Laser Line, depending on which signature is used, according to the guidelines in document 131, Graphic Signatures, pages 10 to 18.

Color
Tarpaulin material: Platinum Grey
Graphic signature: white
Note: Use white in the letters/curlicues of the reverse signature Monogram, with the color of the tarpaulin appearing in the field.
If desired, reproduce the Laser Line in Laser Red.

Reproduction
Use photomechanical screen printing to reproduce identification elements on tarpaulins. Avoid hand-painted applications.
Monogram
Use the signature Monogram and a full graphic signature on the rear door only. Do not use the signature Monogram on the sides of the truck.

Two special versions of the Dynamic Monogram are used on the truck:
• On the drivers' side, the Dynamic Monogram bleeds off the right end of the box.
• On the passenger's side, it bleeds off the left end.

Typography
Communicative name:
Use Univers 68* and, if needed, Univers 48.*
Note: For long names, use a small type size and/or stack the type.

Secondary Typography:
Use Univers 68* and, if needed, Univers 48* for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line
• On the driver's side, bleed the Laser Line left, across the Dynamic Monogram as shown.
• On the passenger's side, bleed the Laser Line right, across the Dynamic Monogram as shown.
• On the rear of the truck, bleed the Laser Line left.

Color
Body: white
Signature Monogram: Platinum Grey
Dynamic Monogram: Reflective Grey
Laser Line: Laser Red (may be reflective)
Typography: black

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
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These guidelines apply to the names of all GE components and subcomponents.

For guidelines on naming acquisitions and joint ventures, see document 341, *New Businesses Name & Trademark Practices*.

The purpose of the component naming standards is to

- leverage the unity of the Company through a consistent and simple naming system that will
- increase the impact and visibility of GE
- increase awareness of the depth and breadth, or diversity, of GE

- provide each GE business with a strong individual identity that will
- clarify the understanding of each business
- leverage the strength of GE for each business

The naming standards pertain to *communicative names*—the informal names used in conversation or copy and in graphic signatures. Graphic signatures are the visual expression of identity for most GE components and affiliates. They are used in media such as letterheads and business cards, advertising, brochures, product literature, packaging, and all the other communications directed to consumers, customers, employees, investors, and others.

Note: Usually, the naming process results in a single communicative name used by all organizational elements within a component. In cases where a single name would misrepresent a sub-component, additional names are recommended.

In most cases, the *legal name*—the formal name used in the address block on letterheads and in contracts, proposals, and agreements where required by law—*does not change*. For example, the communicative name of the Company is “GE,” but its legal name remains “General Electric Company.”
As the Company simplifies its organization and concentrates its resources in key businesses to operate with more agility and effectiveness, it is important that the names used to refer to the Company and its components succinctly and accurately communicate the simpler, less bureaucratic, and more focused nature of GE.

The Communicative Name “GE”

For purposes of communicating about the Company succinctly and accurately, we use the name “GE” instead of “General Electric” because

• The word “General” does not convey the focused strategy of the Company, nor does the word “Electric” convey the growing nonelectrical businesses within GE.

• The name “GE” is more encompassing.

• Use and awareness of the name “GE” is high. When asked to name worldwide companies in recent research, two-thirds of respondents who mentioned the Company used the name "GE."

Component Communicative Names

Similarly, the communicative names of components should be simple, clear, and accurate and free from any word or term that suggests a complex organizational structure.

Procedure

When making name changes, deletions, or additions, notify:
Manager – GE Identity
GE Corporate Marketing Communications
Fairfield, Connecticut
Use the name “GE” at the beginning of the component name. The trade name, “General Electric,” is not used in a communicative name. Using “GE” to begin the component name links the business to the strength of GE and the public’s high awareness of the Company and clearly defines the diversity of GE.

Use generic words—common words not protected by trademark registration—that succinctly and accurately describe the primary competence or major business of the component. These words should be clear and comprehensible to a person unfamiliar with the Company. For example, if the name “GE Aircraft Engines” were mentioned at a social event, a stranger would understand the nature of the component business.

Simplify. Use only the number of communicative names for a component and its organizational elements that are required for clarity. Whenever possible, use a single name that describes the entire component’s broadest capability, including the primary products and services offered by each subcomponent.

If the primary product or service offered by a subcomponent cannot be accurately described by the name that best describes the component’s major business, create a different communicative name for that organizational element. For example, “GE Aircraft Engines” is the most succinct and accurate description of that component’s major business, so the subcomponent whose products are not installed in flying machines uses the communicative name “GE Marine & Industrial Engines.”

Note: Subcomponents that use the communicative name of the component to which they belong also use a graphic signature bearing that same communicative name. This graphic signature is the fundamental visual device used to identify the subcomponent in all media. If desired, the specific name of such a subcomponent (as distinct from the name of the component used in the graphic signature) may be used in the address block in stationery, business cards, and promotional media. Also, the name of a division or department may be used as part of an individual’s title on business cards or in personalized stationery when required.

Omit words defining the Company’s organizational structure. Words such as “Group,” “Division,” and “Department” imply a tedious bureaucracy of little interest to existing and prospective customers.

Note: For information on naming acquisitions and joint ventures, see document 341, New Businesses Name & Trademark Practices.
The Communicative Name “GE”

In copy such as headlines or text used in promotional media or news releases, use the name “GE” to refer to the Company or its primary brand of products or services.

(Note: The legal name, “General Electric Company,” is used only in the address block on letterheads and in contracts, proposals, and agreements where required by law.)

When “GE” is used to refer to the Company’s primary brand of products and services, the name is a word mark, protected by federal trademark and service mark registration. To safeguard this valuable protection, use the word mark correctly, according to the guidelines in document 121, Primary Trademarks & Service Marks.

When “GE” is used to refer to the Company itself rather than its primary brand, the name is a trade name and may be used as a noun and in the possessive form. For example, “GE’s strategy was...” is an acceptable use of the trade name.

In conversation such as speeches, sales presentations, informal negotiations, and answering Company telephones, use the name “GE” to refer to the Company or its primary brand. Follow the guidelines for copy, above.

Component Communicative Names

Note: To ensure consistent and correct use, a current list of approved communicative names appears on page 05.

In copy such as headlines or text used in promotional media or news releases, use communicative names to refer to components.

In conversation such as speeches, sales presentations, informal negotiations, and answering Company telephones, use communicative names to refer to components. Follow the guidelines for copy, above.

In permanent and promotional media, use a graphic signature containing a component communicative name as described in documents 131, Graphic Signatures, and 200, Application Standards.
One of the goals of the GE Identity Program is to present GE to all audiences in a more accurate, contemporary, and consistent manner. The list of communicative names for GE businesses at the right shows one way in which this is being achieved.

The names are accurate, contemporary, and consistent:

- For each key business, “GE” is combined with a simple, easily understood term describing the major competence of the business.
  
  Note: A secondary name is used only if the primary name does not adequately describe a specific business. For example,
  - a subcomponent of GE Aircraft Engines uses the name “GE Marine & Industrial Engines” for greater clarity
  - a unit of GE Plastics uses the name “GE Silicones” to best describe its competency

- The Company communicative name, “GE,” does not include the misleading connotation “Electric,” which pertains to only a few of the Company’s key businesses. Also, no organizational names (such as division or group) are used.

- The names of key businesses and a limited number of subcomponents are used in permanent media to broaden awareness of GE’s diversity. Research has shown that people generally have not known what GE does and have been unaware that the Company participates in many industries. Instead, people have tended to associate GE primarily with appliances and lighting.

- These names are combined with the Monogram in a contemporary environment—the graphic signature—with the Monogram in the classic Platinum Grey, underlined by the red Laser Line. This presentation gives each business the values of quality and reliability for which the Monogram is widely recognized, while adding an element of excitement.

- The Monogram and the communicative names are applied in all media in a consistent manner by all GE businesses. This ensures maximum recognition and helps protect the GE brand as a powerful marketing tool.
Summary

Standards & Guidelines

Purpose
How we identify ourselves—our name, trademark, and related graphics—is the most visible representation of our Company. Making our identity more accurate, contemporary, and consistent can help move perceptions of GE toward reality.

Objectives
• To make our identity accurate, we want to broaden awareness of our diversity.
• To make our identity contemporary, we want to communicate our innovation and dynamism along with our long-recognized reliability.
• To make our identity consistent, we want to unify the identity we use throughout the Company.

Program
The GE Identity Program includes
• graphic standards, featuring the Monogram used in the context of a graphic signature
• naming standards for the communicative names used by GE businesses
• application standards for the use of the names and graphic elements in specific applications
Graphic signatures are the fundamental visual devices used in all media to identify
• the Company and its
  - components, subcomponents, divisions, departments, and operations
  - internal functions, programs, and projects
• affiliates licensed to use the GE identity
• the GE brand of products and services

A graphic signature consists of the three elements shown in the example below:
• the signature Monogram, our 100-year-old symbol of reliability
• signature typography, either
  - for most signatures, the condensed italic sans serif typefaces Univers 68 and, if needed, Univers 48
  - as an option for product signatures, the italic serif typeface ITC New Baskerville Italic
• the Laser Line, a fine horizontal line that suggests precision and high technology

continued
To satisfy varying needs, three basic signature arrangements may be used, as shown at the left:

- **the primary signature**, preferred in all media
- **the compact signature**, in which the signature elements are grouped close together, used where space restrictions are tight
- **the vertical signature**, used in narrow formats or where a vertical emphasis is desired

For a summary of the construction of the three basic signatures, see page 05.

Note: As specified in document 200, *Application Standards*, in selected applications where space restrictions are very tight, two other arrangements may be used: special signature A or B. Where there is no need or room for signature typography, the Monogram may be used alone.

For more information, see document 131, *Graphic Signatures.*
Summary of Signature Content

The content of a graphic signature is the message contained in the signature typography, and the message may vary. For example:

- **In permanent media such as stationery, signs, and vehicles**, the graphic signature contains the *communicative name* of a business—the informal name used in copy and conversation.

  The Company’s communicative name, “GE,” no longer includes the misleading name “Electric,” which now relates to only a few of our businesses. (Note: Our legal name, “General Electric Company,” is still used for legal purposes.)

  For the communicative name of each of our major businesses, “GE” is combined with a simple, easily understood term describing that business’s primary competence, and organizational terms are eliminated. For example:

  - GE Appliances
  - GE Capital Services
  - GE Plastics
  - GE Transportation Systems

  For more information on component names, see document 301, *Component Names*.

  For information on naming acquisitions, see document 341, *New Businesses Name & Trademark Practices*, pages 20 to 27.

- **In promotional media such as packaging**, the signature may contain the *name of the product*.

- **In advertising**, the signature *must* contain the GE slogan “We bring good things to life.” The slogan may be used in the signoff signature,
  - in *any advertising*, by itself
  - in *business-to-business advertising*, with the component or affiliate name
  - in *consumer or consumer trade advertising*, with the name of the product or service

  For more information on optional graphic signature content, see document 131, *Graphic Signatures*, pages 06 to 09. Also see the guidelines for specific applications in document 200, *Application Standards*.

---

**Typical signature content is shown in the examples above, including**

- a component communicative name
- a product name
  (secondary word mark + generic description)
- the GE slogan
- a product name
  (secondary word mark + the GE slogan)
The recommended minimum spaces separating and surrounding the signature elements are shown in the drawings below; these spaces may be larger.

If the capital height of the signature typography:
- equals $\frac{1}{4}$ or $\frac{1}{3}$ the diameter of the Monogram, refer to the drawings at the left below
- equals $\frac{1}{2}$ or $\frac{3}{4}$ the diameter of the Monogram, refer to the drawings at the right below

Note: The only difference is that the larger sizes of typography may be closer to the Laser Line.

The Laser Line* bleeds left off the format. If it cannot bleed, it should either extend left to the margin or align left with the Monogram.

On the right, the Laser Line ends:
- in the primary signature, at the end of the “E” in “GE”
- in the compact signature, at the end of the “E” in “GE”
- in the vertical signature, at the end of the typography

*D = diameter of signature Monogram

CH = capital height of signature typography

*The minimum weight (thickness) of the Laser Line is $\frac{1}{2}$ point; the maximum weight is 6 percent of the diameter of the signature Monogram.
Two series of typefaces—Univers and ITC New Baskerville—are used exclusively in program applications according to the following guidelines:

- **In signature typography**, Univers 68 is used for most typography unless a message consists of two parts, when Univers 48 may be used for differentiation. As an option in product signatures, ITC New Baskerville Italic or a combination of Univers 68 and 48 may be used.

- **In permanent media** such as stationery, signs, and vehicles, Univers 68 and 48 are also used outside the graphic signature.

- **In all print and broadcast advertising and in other print applications such as brochures, product literature, and periodicals**, ITC New Baskerville is used for all headlines and text. Univers may be used for typographic accents such as page numbers and captions.

For more information on signature typography, see document 131, *Graphic Signatures*, pages 31 to 35.

For more information on program typography, see document 133, *Typography*.

**Note:** In computer typesetting, other names may be used for Univers 68 and 48, such as

- Univers 68: Univers (67) Condensed Bold Oblique
- Univers 48: Univers (47) Condensed Light Oblique

Univers 68

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,,;’[]+=&
```

Univers 48

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,,;’[]+=&
```

ITC New Baskerville

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,,;’[]+=&
```

ITC New Baskerville Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,,;’[]+=&
```

ITC New Baskerville Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,,;’[]+=&
```

ITC New Baskerville Bold Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,,;’[]+=&
```
Summary of Color

Corporate colors

Two corporate colors are used extensively in graphic signatures and program applications.

- **Platinum Grey**, the color used most often in the signature Monogram and signature typography, appears dignified and reserved, signifying high quality and suggesting the traditional character of the Company.

- **Laser Red**, the color used in the Laser Line, is a bright, strong color, suggesting the liveliness of entrepreneurial enterprise. These colors are preferred in graphic signatures displayed against white or very pale grey backgrounds.

Other Colors

When other colors are needed in backgrounds or as color accents, any appropriate color may be used.

*When match color is used, in lieu of Platinum Grey and Laser Red, you may use

- PANTONE®† 423 (for stationery, PANTONE 424) and PANTONE Red 032, the standards for which are shown in the current edition of the PANTONE Color Formula Guide 1000
- Toyo Printing Inks CF 8644 and CF 8098, the standards for which are shown in the current editions of the Toyo Ink Color Finder

When four-color process is used, you may use

- for Platinum Grey, 40 to 50 percent black (minimum 135-line screen)
- for Laser Red, solid magenta/yellow

When a standard line color is used, for Laser Red you may use the Association of Advertising Agencies of America color standard, AAAA/ABP Second Color Red.

The alternative specifications provided here are not equivalent to the corporate colors nor equivalent to each other. They are merely acceptable alternative specifications when the corporate colors are not available.

The colors shown and specified in this document are not intended to match the PANTONE Color Standards or the Toyo Printing Inks Colors. PANTONE Colors are not equivalent to Toyo Colors.

† PANTONE® is a registered trademark of Pantone, Inc.
Rule One:
Reproduce the Monogram so the letters/curlicues are lighter than the field.
The letters/curlicues are never darker than the field.

To ensure correct reproduction, use the correct positive or reverse Monogram in GE Logo Font, a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available to all GE employees and their suppliers from the GE Identity Website. For more information on this font, see document 382, GE Logo Font.

For more information, see document 132, Color.

Using Corporate Colors
The corporate colors help to establish a consistent appearance among communications that pertain to the Company, its facilities, and its property. These colors are used in permanent media such as stationery, facility signs, and vehicles. Any time they are used, the corporate colors strengthen the GE identity.

• Use the corporate colors in graphic signatures against white, off-white, or very light grey backgrounds. (See page 11.)

• As an alternative, use the corporate colors in the background and reverse the graphic signature in white or overprint it in black. (See pages 12 to 14.)

When using Platinum Grey:
• In graphic signatures, use Platinum Grey in any signature element. In the Monogram, use Platinum Grey only in the field (including the outline circle) and use only white in the letters/curlicues.
• In other layout elements, use Platinum Grey as desired.

When using Laser Red:
• In graphic signatures, use Laser Red in the Laser Line only. Do not use Laser Red in other signature elements.
• In other layout elements, to preserve its uniqueness in the Laser Line, do not use Laser Red in other fine lines. Instead, use Laser Red in other well-differentiated elements such as heavy lines, bars, bands, and backgrounds, if desired.

Using Other Colors
Other colors may be used in promotional applications such as packaging, brochures, product literature, point-of-sale displays, novelties, and exhibits. Such colors help differentiate GE brand promotional materials from each other and from those of competitors.

• Use other colors in the background.
  Use the selected color in a bar, band, or full-bleed background and
  - against dark backgrounds, use the reverse Monogram with white in all the signature elements (and the background color in the field)
  - against bright backgrounds, either
    • use the reverse Monogram with white in all the signature elements (as for dark backgrounds)
    • use the positive Monogram with black in all the signature elements (and either the background color or white in the letters/curlicues) whichever maintains the stronger contrast

• When selecting other colors, use any appropriate color from any color specification system.

Other Guidelines

• When reversing any element of a graphic signature from a background color, the color of the paper stock appearing in the signature elements should be white, off-white, or very light grey. (Note: In applications such as shipping cases and cartons, where the paper stock is kraft colored, signature elements may be reversed from a colored bar, band, or background, provided the selected color is strong enough to contrast with the kraft color and maintain high legibility.)

• When using colored paper stock, use the positive Monogram and overprint the entire graphic signature in black. If the paper stock is a very light color or a very light grey, the entire signature may be overprinted in Platinum Grey, if desired.

• When using color in the Dynamic Monogram, follow the guidelines in document 134, Dynamic Monogram, page 02.
As graphic support in place of a photograph, illustration, or thematic graphic, a portion of the Monogram may be used—but only one of the authorized drawings shown at the left:

- the one-quarter version, bleeding only right
- the three-quarter version, bleeding left or right
- the horizontal version, bleeding left or right

continued
GE Capital Services: Our business is helping yours.

GE Capital Services business is helping other businesses succeed. We provide the services that give businesses an advantage—more productivity, more efficiency—in whatever they do.

GE Capital’s financing activities span the world through an aggregation of highly focused niche businesses. Our products and services—such as financing, leasing, and loan servicing—give our customers greater financial and operating flexibility, which they can translate into competitive advantage.

- Products & Services for Families & Individuals
- Dollar Sense Quarterly
- Business Directory
- Typical Document
- Excerpt from GE Annual Report 2003
- Excerpt from GE Annual Report 2004

The Dynamic Monogram is reproduced
- large
- bleeding off the format
- in a subtle color of low contrast to the background

When correctly reproduced as described above and shown in the examples on this page, the Dynamic Monogram suggests that the Company is too dynamic to be contained.

For more information, see document 134, Dynamic Monogram.
To further the communication of dynamism, design elements within a given format are arranged asymmetrically. Even in graphic signatures, the elements are not centered in relation to each other. Likewise, in a given format, all design elements—headlines, text blocks, and graphic support such as photographs, illustrations, thematic graphics, or the Dynamic Monogram—should be arranged to create an asymmetrical balance.

For more examples of this design principle, see document 200, Application Standards.
To make the best use of the GE Identity Program, think of a graphic signature as a fundamental and integral part of a layout. It is not an independent or self-contained element that can be slapped onto a layout.

When using graphic signatures, follow these general guidelines:

- Use an underlying grid to
- structure the placement of all layout elements
- vertically align signature elements with other layout elements
- horizontally stretch the signature across the format

continued
• Create an asymmetrical balance in the layout:
  - Avoid symmetrical layouts.
  - Place the signature so that neither it, in its entirety, nor the signature Monogram is centered in the layout.

For example, on a brochure cover, stretch the signature across the top of a five-column grid.
• Align the signature Monogram at the left margin.
• Align the signature typography flush left in a grid column to the right of the Monogram.
• Bleed the Laser Line left off the format.

In an advertisement, stretch the signature across the bottom of a three-column grid.
• Align the entire signature in the right column.
• Extend the Laser Line left to align at the left margin (or bleed left off the format, if possible).

continued
• Use graphic signatures in all media. With few exceptions, graphic signatures are required in all applications—from advertising, brochures, product literature, point-of-sale displays, direct mail, and novelties to stationery, facility signs, and vehicles. For guidelines on using graphic signatures in specific media, see document 200, Applications Standards.

• In all media, construct graphic signatures according to the drawings and guidelines presented in this document on page 05 and in greater detail in document 131, Graphic Signatures, pages 11 to 18.

• Keep graphic signatures separate and distinct from other elements used in the same format. The minimum clear space separating and surrounding the signature elements (shown in this document on page 05 and in greater detail in document 131, Graphic Signatures, pages 11, 13, 15, and 17) always may be larger but never smaller.

• Reproduce graphic signatures in correct colors as explained in this document on page 20 and in greater detail in document 132, Color.

• Do not use graphic signatures in headlines or text. When the names, words, or phrases used in a graphic signature are required in a headline or text, typeset them in the same style and size as the surrounding copy.

• Do not use signatures (or the Monogram alone) in illustrations or photographs unless the use merely
  - records an actual program application (such as a photograph of a Company product, brochure, sign, or vehicle)
  - demonstrates a proposed program application (such as an illustration of a new Company product or sign)

• Do not use the Monogram (or a graphic signature) to make a border, background pattern, or object or for any decorative purpose.
The following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- for computer artwork, fonts for Macintosh® computers and Windows® operating systems, including
  - GE Logo Font, including all versions of the
    - signature Monogram
    - Dynamic Monogram
    - linear Dynamic Monogram
  (For information on using this computer font, see document 382, GE Logo Font.)
- GE Identity Program typefaces, including
  - Univers® and Univers Condensed
  - ITC New Baskerville™
  (For more information on program typography, see document 133, Typography.)
- for manual enlargement, grid drawings (document 540, Signature Monogram Grid Drawings), laser-printed drawings for use in large-scale hand-painted applications (such as water towers, storage tanks, and billboards), including the signature Monogram in both
  - positive
  - reverse

Macintosh is a trademark of Apple Computer, Inc., registered in the U.S. and other countries. Windows is a registered trademark of Microsoft Corporation in the United States and/or other countries. Univers is a registered trademark of Hoefler & Frere-Jones. ITC New Baskerville is a trademark of International Typeface Corporation.
These guidelines apply to the names and graphic identifiers used by GE’s created or acquired businesses and joint ventures. For the purposes of this document,

- a created business is a business that GE alone starts
- an acquisition is an existing business in which GE acquires an ownership interest
- a joint venture is a business that GE and one or more business partners start

New businesses licensed to use the GE trademarks are entrusted with a valuable property. They share with GE an opportunity and responsibility to enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. We benefit from others’ correct use, and they in turn benefit from ours. Working together to uphold a common set of standards, all users of the GE trademarks help to preserve and enhance their value.

For GE employees, this document provides an introduction to the correct use of the GE trademarks and outlines what is expected of new businesses.

For prospective acquisitions and joint ventures, separate documents excerpted from this guide explaining GE requirements are available, as described inside. Detailed guidelines controlling the GE graphic system in all applications appear in the comprehensive set of documents, GE Identity Program Standards & Guidelines, available from the GE Identity Website.

*New businesses are structured as affiliates— independent legal entities that are separate and distinct from the Company. Thus, instead of the informal terms used in this document, GE’s legal community uses these legal terms:
- for created business, created affiliate
- for acquisition, acquired affiliate
- for joint venture, joint venture affiliate
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The purpose of this guide is to help you before you negotiate a licensing or other trademark agreement—and whenever possible, before you negotiate the initial business alliance—to determine the most appropriate and preferred:

- name
- graphic identifier
- for any contemplated new business, including
- a created business
- an acquisition
- a joint venture

In addition, these guidelines provide a general indication of how the GE name and trademarks must be used in new businesses’ applications such as stationery, signs, vehicles, product promotion, and advertising.

The growing number of business alliances with different marketing strategies requires a variety of graphic identifiers that relate the names and trademarks of business partners to those of GE. Each of these names and identifiers must:

- optimize the visibility of the GE name and/or trademarks in view of specific market conditions

For example, in many cases it is desirable for the GE name and trademarks to predominate, but under some circumstances, they are not used at all—optimum visibility is invisibility.

- meet the requirements of sound trademark practice

Trademarks and service marks are protected in the United States by continued and proper use, as well as official registration. (Registration of a mark in the U.S. Patent & Trademark Office establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.) It is imperative that we use the marks correctly ourselves and make sure that licensees and others authorized to use them also understand and practice proper use.

By following the guidelines contained here, you not only help achieve optimum visibility for the GE name and trademarks, you also help ensure correct and consistent trademark use by new businesses, which in turn helps protect the marks and enhances their value.

You can help prospective business partners understand GE’s requirements by:

- discussing the preferred identification for a proposed alliance early in negotiations with the other company
- to avoid misunderstanding, before negotiating the details of the alliance,
- determine the best name and identifier, using this guide
- obtain legal and management approvals as defined in document 123, Trade Names, Trademarks, & the GE Identity Program
- providing your prospective partners with the excerpts from this document prepared especially for them

Separate documents, one for each business alliance as shown at the left, are available from the GE Identity Website.
We live in an age of alliances. In an era of rapid change and uncertainty, relationships in which two parties agree to "share to gain" help meet the need for growth while minimizing risk.

This is especially true at GE, where a global growth strategy has led to a growing number of acquisitions and joint ventures.

These alliances offer several benefits. They enable penetration into a new market, permit expansion within a current market, add new technology to strengthen the Company’s position in a current offering or to extend a product line, or offer some combination of these benefits.

One factor that can play a significant role in the achievement of these strategies is the alliance's use of the GE name and Monogram. By using these elements appropriately, the new venture can take maximum advantage of GE’s image of quality and reliability and gain immediate recognition and high awareness in the marketplace, substantially sharpening the organization’s competitive edge.

Because they are an integral part of a new organization’s business and marketing strategy, decisions on GE name and trademark use should be made early in the organization’s development.

GE has developed practical directions for naming new businesses. In all cases, the goal is to enable use of the GE identity in ways that contribute to the organization’s marketing strategy, while preserving the value of the GE trademarks.

continued
A good example of the benefits of alliances is GE Fanuc Automation. When GE decided to enter the programmed logic control (PLC) market, it faced fierce and entrenched competition. What the Company needed was a solid product that could be manufactured economically and efficiently and that had a strong presence in a marketplace outside the U.S.A.

Japan’s Fanuc had the right product and was a vital player in the Asian marketplace, but it needed a presence in the United States and an American-trained sales force.

So the two companies formed a joint venture called GE Fanuc Automation. “It’s a classic example of our ‘share to gain’ approach,” says Bob Magielnicki, then of GE Fanuc in Charlottesville. “We shared our sales force and a piece of the U.S. market, and we gained technological know-how and the products we needed to extend our product line.

“We considered the name and identification very early in the negotiations,” Magielnicki says. “The equity in both names is powerful. It was extremely important that we preserve both partners’ identities, while establishing a new identity for the business partnership we were building.”

To do this, the companies developed a joint mark that combines the GE Monogram with the Fanuc logo in a graphic signature. The Fanuc logo (block letters inside a rectangle) is positioned alongside the Monogram inside a square with the name “GE Fanuc Automation” in the signature typography. The Laser Line is underneath, and Fanuc’s corporate colors are maintained on promotional items.

“One of the advantages of a joint venture is that each partner draws from the other’s strong points—’share to gain,’” says Magielnicki. “Our logo is the physical embodiment of this union of the two companies.”

continued
Another area of corporate growth is medical systems, which received a solid shot in the arm when GE acquired CGR from Thompson of France.

During the period of integrating CGR, a transitional signature was adopted. “CGR is a key player in medical systems in Europe and is among the leading manufacturers of mammographic and X-ray equipment worldwide,” says Bob Filip, then Manager – Marketing and Sales Communications, GE Medical Systems. “Its reputation was so strong, we had to preserve its visual identity until our market became familiar with GE.”

The transitional signature incorporated the typography and color of the CGR logo and used CGR Orange instead of Laser Red in the Laser Line. It also used “General Electric CGR,” not “GE CGR.”

“The name ‘GE’ wasn’t widely recognized in Europe,” Filip explains, “and ‘General Electric’ was better known. So you play to your strengths. The combination of ‘General Electric’ and the existing CGR logo was a good starting point for our new operations.”

After a few years, the signature was changed to conform to the GE Identity Program standards. Today the company is known as GE Medical Systems, that name is used in the graphic signature, and the Laser Line is Laser Red.

Another of GE’s joint ventures is with Germany’s Robert Bosch GmbH, a leader in automotive technology.

Although GE is a respected and successful company worldwide, it was not as well known as a motor supplier in the automotive industry as was Bosch.

Gary Martin, then of GE Motors in Fort Wayne, Indiana, who headed the new venture, explains, “We wanted to call ourselves GE–Bosch, but some felt that name would dilute the Bosch trademark by implying that the two companies had merged.” The resulting compromise uses “B” for Bosch and “G” for General Electric, and the joint venture is called BG Automotive Motors.

“The important thing,” Martin says, “is the identifier. The name is in the middle, with the Monogram on the left and the Bosch logo on the right. As long as the Monogram is used prominently,” Martin notes, “we won’t lose recognition. Our identifier gives us that instantly. Consequently, the identifier helps us penetrate a market in which we’re not perceived as the leader; it gives us entry into important European markets; and it preserves our partner’s identity, which they value fully as much as we do ours.”
Similar benefits accrued when GE and Fuji joined forces to market low-voltage circuit breakers in the Middle East and Southeast Asia.

“GE has good presence in the Middle East, and Fuji is strong in Southeast Asia,” says John Riddle, then of GE-Fuji. “Neither is dominant in its marketplace, so the alliance made a lot of sense for both parties.”

“Furthermore, this venture allows us to source where necessary to ride with the ups and downs of various currencies.”

To designate the alliance, the venture uses a joint mark combining the Monogram in a square and the Fuji Electric logo in a rectangle in a graphic signature. The signature typography contains the name “GE-Fuji Electric.” This approach capitalizes on the recognition of both companies in their respective markets.

The value of the GE brand is also important to acquisitions. “GE Capital Fleet Services” is the communicative name for one of GE Capital’s wholly owned subsidiaries.

The company is composed of three fleet-leasing firms—Kerr Fleet Leasing, D&K Financial Corporation, and Gelco Corporation—acquired by GE over the past few years.

Fleet Services’ then-President Jim Rogers notes, “Our communicative name is a powerful asset. It gives us instant recognition and shows we have the financial strength of GE behind us.”

For GE Capital Fleet Services, as for GE’s other new alliances, the use of the GE identity strengthens its marketing position and improves its competitive edge.

That puts the value of the brand where it ought to be —on the bottom line.
The primary GE trademarks include the
- Monogram
- block letters “GE”
- GE slogan “We bring good things to life.”
as shown at the left.

General Electric Company uses these forms as
- trademarks to identify its products and services
  (for example, in marketing applications such as
  packaging and advertising)
- a trade name to identify itself as a distinct business
  entity (for example, on letterheads) and to
  identify its facilities (on signs) and other property
  (vehicles). Also, GE commonly uses the trade-
  marks as a trade name in product and advertising
  copy, as in the sentence, “For over 100 years,
  GE has served the electric power industry.”

In 1987, GE introduced an identity program
built around the primary GE trademarks. The
program includes a number of features:

New names help to communicate the Company’s
integrated diversity clearly and concisely.

A graphic system featuring new signatures,
typography, and colors (see page 11) helps to
communicate GE’s attributes of dynamism and
innovation while preserving reliability and quality.

Reliability and quality are conveyed by
- continuing use of the Monogram, a 100-year-old
  symbol that is familiar and trusted
- standardizing the color of the Monogram to
  Platinum Grey, creating a classic and distinguished
  presentation
- using a serif typeface, ITC New Baskerville,
  suggesting traditional qualities

Dynamism and innovation are conveyed by
- using a signature that provides a contemporary
  environment for the Monogram; the graphic
  signature features
  - the Laser Line, suggesting high technology
  - the italic typeface Univers, suggesting forward
    movement
  - an asymmetrical layout, conveying movement with
    its visual tension
- selectively using a portion of the Monogram on
  a large scale—the Dynamic Monogram—suggest-
  ing that the brand is too dynamic to be contained

Application standards controlling the use of the
graphic system in all media help to simplify,
modernize, and unify all communications.

GE Identity Program documents containing basic
standards and application guidelines assist in the
implementation of the program and help protect
the value of the GE identity.

Note: Correct trademark practice requires that
new businesses use the GE graphic system as
specified in
- the appropriate excerpt of this internal document:
  - 342, Acquisitions Name & Trademark Practices
  - 343, Joint Ventures Name & Trademark Practices
- GE Identity Program Standards & Guidelines

These documents are available from the
GE Identity Website.
The graphic signature is the fundamental visual device used in the GE graphic system. It consists of:

- the Monogram trademark
- signature typography (Univers 68* and, if needed, Univers 48*; as an option for product signatures, ITC New Baskerville Italic)
- the Laser Line

The message in the signature typography may vary, depending on the application. Shown at the left are typical signatures containing:

- communicative name
- generic product description
- secondary word mark

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

Program typography, the typefaces and their standard specification in applications, includes:

- ITC New Baskerville series for headlines and text
- Univers series for typographic accents such as captions and page numbers

Program colors include:

- for all the signature elements, one of the following colors: Platinum Grey, black, or white
- as an option for only the Laser Line, only Laser Red; no other color may be used

(Note: Other colors are used in the background, and the signature elements are reversed in white or overprinted in black.)

Asymmetry is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document 200, Application Standards.

Note: Only the following new businesses use the GE graphic system:

- created businesses
- acquisitions using level 1, 2, or 3 names and graphic identifiers
- joint ventures using option 1 or 2 names and graphic identifiers, shown on page 31, and those that use the optional signatures (with only a signature Monogram) in marketing applications (see pages 36 to 39)
This and the next page show the range of graphic identifiers (using the GE name and/or Monogram alone or with another company’s name and/or mark) used to identify each kind of business relationship.

<table>
<thead>
<tr>
<th>Graphic Identifier</th>
<th>Business Relationship</th>
</tr>
</thead>
</table>
| Created Business
| an independent legal entity, separate and distinct from GE, that GE alone starts and in which GE maintains a direct or indirect ownership interest
| See page 17. |
| GE Capital Services
| Acquisition
| an existing business in which GE acquires a direct or indirect interest, which remains an independent legal entity, separate and distinct from GE
| See pages 20 to 27. |
| GE Reinsurance
| continued |
| GE Employers Reinsurance
| |
| Employers Reinsurance
| Employers Reinsurance
| GE Capital Services

Note: Some examples are hypothetical. No recommendation is implied regarding the identification of a specific business.
### Graphic Identifier

#### GE Fanuc Automation

![GE Fanuc Automation Logo](image)

**Business Relationship**

**Joint Venture**
an independent legal entity, separate and distinct from GE, that GE and one or more business partners starts, in which GE holds a direct or indirect ownership interest

See pages 30 to 39.

#### FactoBots Automation

![FactoBots Automation Logo](image)

**Note:** Some examples are hypothetical. No recommendation is implied regarding the identification of a specific business.
Normally, a business created by GE is named and identified like a GE business component.

Thus, a created business

• uses a communicative name consisting of the name “GE” combined with a succinct, clear, and accurate generic description of the primary product or service provided by the business

• uses a graphic signature (containing the Monogram, signature typography, and the Laser Line) as its identifier

• fully participates in the GE Identity Program, following all program standards and guidelines

For more information on

• the procedure and approvals required for licensing use of the primary GE trademarks and trade names to a created business, see document 123, Trade Names, Trademarks, & the GE Identity Program, “Appendix B: Created or Acquired Affiliates Licensing Procedure”

• developing and using business component names, see document 301, Component Names

• constructing and using graphic signatures, see document 131, Graphic Signatures

• developing program applications, see document 200, Application Standards
These guidelines apply to acquisitions licensed to use the GE name and/or trademarks.

You can help prospective acquisitions understand GE’s requirements by

- discussing the preferred identification for a proposed alliance early in negotiations with the other company
- obtain legal and management approvals as defined in document 123, Trade Names, Trademarks, & the GE Identity Program, “Appendix B: Licensing Procedure for Created or Acquired Affiliates”
- providing your prospective partners with the excerpts from this document prepared especially for them: document 342, Acquisitions Name & Trademark Practices, shown at the left and available from the GE Identity Website.


To help your prospective partners understand GE’s expectations, give them document 342 early in your negotiations. It can be downloaded from the GE Identity Website.
In a separate document:

- Document 123, *Trade Names, Trademarks, & the GE Identity Program.*

Before permitting an acquisition to adopt any name or graphic identifier, you must ensure that

- GE’s minimum ownership requirements are met
- all required approvals are obtained
- a written trademark license is approved by Corporate Trademark Counsel as set forth in document 123.

Thus, before proceeding, obtain this document from the GE Identity Website and familiarize yourself with it, in particular “Appendix B: Created or Acquired Affiliates Licensing Procedure.”

On the following pages of this document:

- “Acquisitions Five-Level Naming Scheme,” pages 22 and 23, explaining the five options for naming and identifying an acquisition
- “Acquisitions Naming Decision Tree,” pages 24 and 25, a succession of questions, the answers to which help narrow the range of name and identifier options for a specific acquisition

For guidelines on naming and identifying acquisitions outside the United States, see page 27.
The acquisitions naming process is built on a five-level naming scheme. As described on this and the next page, it provides a complete range of communicative name options, each with distinct communication opportunities, limitations, and implications for both GE and the acquisition. At each level, a precise degree of association between GE and the acquisition is established in the acquisition’s communicative name. It is this association, and hence the visibility of GE through acquisition communicative names, that this naming process determines.

**Naming Level 1:**
**GE + Generic Name**
This is the highest level of identification, having the strongest association with GE. The acquisition is known by the name “GE” combined with a succinct, clear, and accurate generic description of the primary product or service provided by the acquisition. This form of naming is identical to that used by almost all GE components.

At this level of naming, an acquisition
- uses a graphic signature (containing the Monogram, signature typography, and the Laser Line) as its identifier
- fully participates in the GE Identity Program, following all program standards and guidelines

**Naming Level 2:**
**GE + Proper Name or Communicative Name**
When it is beneficial to highlight the acquisition’s name and a lesser degree of association with GE is desirable, this second level of naming is appropriate. Here the name “GE” is combined with the existing communicative name of the acquisition.

At this level of naming, an acquisition
- uses a graphic signature (containing the Monogram, signature typography, and the Laser Line) as its identifier
- fully participates in the GE Identity Program, following all program standards and guidelines

**Naming Level 3:**
**Monogram Endorsement**
Where only a strong visual association is desirable, the acquisition’s existing communicative name may be used in a graphic signature featuring the Monogram.

Like acquisitions using names at higher levels, an acquisition using a level 3 name
- uses a graphic signature (containing the Monogram, signature typography, and the Laser Line) as its identifier
- fully participates in the GE Identity Program, following all program standards and guidelines

**Naming Level 4:**
**GE Verbal Endorsement**
Where only a verbal association is desirable, the acquisition’s existing identifier carries a reference to GE in a tag line. This tag line consists of at least the communicative name of the GE business having primary responsibility for the acquisition.

Acquisitions using only a verbal endorsement in their existing identifiers do not fully participate in the GE Identity Program. Their only obligations are to
- incorporate the correct tag line (typeset in Univers 68 according to the guidelines in GE Identity Program document 133, Typography, pages 02 and 03) into their existing identifier and to use that identifier with the tag line in all media
- use the communicative names of the Company and its components correctly in copy and conversation (according to the guidelines in GE Identity Program document 301, Component Names)

**Naming Level 5:**
**GE Invisible**
In cases where there is no benefit in associating GE with an acquisition, the name “GE” is not part of the acquisition’s name. Thus, neither a verbal nor a visual connection is made between GE and the acquisition.

Acquisitions at this level retain their own separate identities and do not participate in the GE Identity Program.

Note: Before permitting an acquisition to adopt any name or identifier using the primary GE trademarks, obtain the required approvals and prepare a written trademark license as set forth in document 123, Trade Names, Trademarks, & the GE Identity Program, “Appendix B: Created or Acquired Affiliates Licensing Procedure.”
Summary of Requirements

An acquisition with a name at level 1, 2, or 3

- uses a graphic signature containing the communicative name of the acquisition
- creates signatures and develops applications according to the guidelines in the GE Identity Program Standards & Guidelines
- uses the acquisition’s legal name to legally identify the acquisition

Note: A graphic signature does not take the place of an acquisition’s legal name. To the extent required to clearly identify an acquisition as a separate legal entity, an acquisition’s legal name also should be used in applications: for example, in an address block.

An acquisition with a name at level 4 or 5

- retains its original identifier
- does not develop applications according to the guidelines in the GE Identity Program Standards & Guidelines

Note: The examples are hypothetical.
No recommendation is implied regarding the name and identifier for any specific acquisition.
The acquisitions naming decision tree, shown on this and the next page, is a tool to help determine the most appropriate communicative name and identifier for GE acquisitions. To best answer some of the questions in the decision tree, current market research is recommended. (Several decisions for the examples at the right were based on then-current research.)

**Step 1: Management Control**
Does GE have control of the acquisition as defined in document 123, Trade Names, Trademarks, & the GE Identity Program? Does GE have the right to change the acquisition’s name? If the answer to any question is no, level 5 is selected. If the answer is yes, continue to the next decision point.

**Examples**
*Coronet Industries*: yes, GE controls (RCA acquisition)
*Employers Reinsurance*: yes
*NBC*: yes

**Step 2: Commitment**
Is GE committed to the acquisition as a business in the future? Is there a strategy for the acquisition that is growth or maintenance oriented? If there is no commitment, then level 5 is selected. If a commitment exits, continue to the next decision point.

**Examples**
*Coronet Industries*: no commitment (carpet company is not a fit)
*Employers Reinsurance*: yes
*NBC*: yes

**Step 3: Image Value of Industry**
Is the image of the industry in which the acquisition competes generally perceived to be dynamic and innovative? GE wants to associate itself most prominently with acquisitions that are in these types of industries.

**Examples**
*Employers Reinsurance*: low image value of financial services
*NBC*: high image value of entertainment

**Step 4: Performance Expectations**
How well is GE expected to perform in the industry of the acquisition? That is, what are the general expectations for the industry category held by business decision makers and consumers—not the expectations regarding a specific GE business or those held by its customers?

Then-current research showed that
- GE enjoyed high performance expectations in the following industries:
  - electrical (lighting, appliances)
  - high technology (factory automation, jet engines)
  - computer-related service
  - consumer electronics (video, audio)
- GE had lower performance expectations in:
  - financial services
  - entertainment (radio/TV, broadcasting, motion pictures, publishing)

**Examples**
*Employers Reinsurance*: poor expectations of GE
*NBC*: poor expectations

**Step 5: Equity of Existing Identity**
Is the equity of the acquisition’s existing name and logo strong or weak? The answer to this question can be derived from research or management judgment on how well known and valuable the existing identity is in the marketplace. Is awareness of the name and logo high? Is the name associated with a leadership position because of product and service quality? What is the professional reputation of employees? What is the R&D stature?

**Examples**
*Employers Reinsurance*: strong equity
*NBC*: strong equity

**Step 6: Impact on GE**
What is the impact on GE when the acquisition is associated with the parent company? Is the impact positive or neutral? Does the acquisition help GE in the marketplace, or is the acquisition’s association of little consequence? If the impact is positive or neutral, then follow the positive/neutral branch. If the acquisition might have an adverse impact on GE for any variety of commercial, public relations, or political reasons, then follow the negative branch.

**Examples**
*Employers Reinsurance*: positive or neutral impact
*NBC*: may have negative impact on GE and NBC, particularly in the area of news reporting

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**Note:** The acquisitions naming decision tree is proprietary and is intended for GE only. It is not in the companion document for prospective acquisitions, 342 Acquisitions Name & Trademark Practices.
Acquisitions
Naming Decision Tree, continued

Key
1. GE + Generic Name
2. GE + Proper Name
3. Monogram Endorsement
4. GE Verbal Endorsement
5. GE Invisible
Use the highest level of GE visibility that makes sense for both GE and the acquisition. Consider any potential adverse effects on the GE image that could result, for example, from GE’s association with a particular kind of business or industry or with a country having major political problems.

Use the country name. To the extent legally permitted, the country name should be included in the communicative names of acquisitions at naming levels 1 and 2. It is important for the Company to be associated with both the name of the country in which the acquisition operates and the generic name of the acquisition’s business (or the proper name of the acquisition).

For example,
- if an operation represents the total Company or a number of GE businesses, use “GE” plus a country name
- if a government-supplier relationship or a political situation indicates a need for close ties to the country, use “GE” plus a country name
- if an acquisition represents one GE business, use either
  - “GE” plus the communicative name of the acquisition
  - “GE” plus the communicative name of the acquisition plus the country name

Eliminate organizational terms such as “GmbH,” Ltd.,” and “S.A.R.L.” in the communicative name. Unless required by local national laws, these terms appear only in the legal name, which is used only when required by law.

Consult with your assigned counsel. When naming GE acquisitions outside the U.S.A., continue to be guided by your assigned counsel, who will take into account
- current Company policies and procedures
- applicable national laws

Note: Before permitting an acquisition to adopt any name or identifier using the primary GE trademarks, obtain the required approvals and prepare a written trademark license as set forth in document 123, Trade Names, Trademarks, & the GE Identity Program, “Appendix B: Created or Acquired Affiliates Licensing Procedure.”
These guidelines apply to joint ventures licensed to use the GE name and/or trademarks. You can help prospective joint venture partners understand GE’s requirements by:

- discussing the preferred identification for a proposed joint venture early in negotiations with the other company.

To avoid misunderstandings, before negotiating the details of the alliance:

- determine the best name and identifier, using this guide.
- obtain legal and management approvals as defined in document 123, Trade Names, Trademarks, & the GE Identity Program, “Appendix C: Joint Ventures Licensing Procedure.”

- providing your prospective partners with the excerpt from this document prepared especially for them: document 343, Joint Ventures Name & Trademark Practices, shown at the left and available from the GE Identity Website.


To help your prospective partners understand GE’s expectations, give them document 343 early in your negotiations. It can be downloaded from the GE Identity Website.
Joint Ventures
Names & Graphic Identifiers

Market Considerations & GE Ownership Levels

Name & Graphic Identifier

Option 1
For use when GE and the other company are essentially equal in the marketplace and/or management control. (When the other company is dominant, the sequence of marks and names may be reversed.)

To use the name “GE” in the name of the joint venture, GE’s ownership must be greater than 50%.

Note: Before permitting a joint venture to adopt any name or identifier using the primary GE trademarks, obtain the approvals and prepare a trademark license as set forth in document 123, Trade Names, Trademarks & the GE Identity Program, “Appendix C: Joint Ventures Licensing Procedure.”

Option 2
For use as described for option 1, above, but when either

• the joint venture name (with neither the GE name nor the other company’s name in it) should have dominance, at least in some markets
• the minimum ownership level required to use the GE name is not met

To use the Monogram in joint marks but not the name “GE” in the joint venture name, GE’s ownership must be at least 34%.

General Guidelines

• Use a graphic signature containing
  - joint marks in place of the signature Monogram
  - the communicative name of the joint venture
  Note: To create joint marks, you must follow the guidelines on pages 32 to 35.

• Develop applications according to the guidelines in document 200, Application Standards.

• As an option, only the primary GE trademarks and GE graphic system may be used in product branding and marketing applications. See pages 36 to 39.

FactoBots Automation

GE Fanuc Automation

Provided that GE’s minimum level of ownership is met, as indicated in the column at the left below, the Monogram may be used in joint marks in a graphic signature either with or without “GE” in the joint venture name.
When GE and its joint venture partner(s) are essentially equal in the marketplace and/or management control, the recommended name and identifier are either option 1 or 2 shown on page 31. The identifier is a graphic signature containing
• joint marks in place of the signature Monogram
• the communicative name of the joint venture

The guidelines on pages 33 to 35 demonstrate how to develop an acceptable design and layout using the Monogram with another mark.
This action does not create a new trademark out of two marks, but rather uses two existing marks together by enclosing the marks in separate but similar shapes and displaying those shapes side by side as joint marks.

Joint Marks Design Approval
The joint venture trademark license specifies the corporate marks that may be used and the conditions that apply to that use. If the prospective license allows the Monogram to be used with another mark, the design and layout of the joint marks must be approved by both
• Manager – GE Corporate Marketing Communications
• GE Corporate Trademark Counsel

Note: In addition to the approval of the design and layout of the joint marks, before permitting a joint venture to adopt any name or identifier using the primary GE trademarks, you must obtain the approvals and prepare a written trademark license as set forth in document 123, Trade Names, Trademarks, & the GE Identity Program, “Appendix C: Joint Ventures Licensing Procedure.”

continued
When developing a layout using the Monogram with another mark, carefully follow these guidelines:

Note: To protect the Company’s trademark rights, the two marks combined as joint marks may never be connected or intertwined, and the Monogram may never be redrawn or altered in any way.

• **Use the signature Monogram with another design or word mark**, not with a legal name. Do not use the Dynamic Monogram.

• **Enclose the Monogram within a square having a solid background.**
  - Maintain a minimum distance equal to $\frac{1}{4}$ the diameter of the Monogram between the edge of the Monogram and the edges of the square.
  - Use the **reverse** signature Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available to all GE employees and their suppliers from the GE Identity Website.
    (For information on using this computer font, see document 382, *GE Logo Font.*
  - Do not use the positive Monogram and do not use the Monogram without the square.

• **Enclose the other mark within a separate square or horizontal rectangle having the same solid background.** Depending on the relationship between the height and width of the other mark, the length of the enclosing rectangle may vary.

When the other mark is enclosed within a square, the height of the mark may be equal to but no larger than the diameter of the Monogram. Within a rectangle, the height of the other mark should be sized to visually balance the Monogram. Note: In artwork, use a reverse reproduction proof of the other mark. Do not use the mark without the enclosing shape.

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$\frac{1}{4}D \quad \frac{1}{4}D$

$\frac{1}{4}D \quad D$

$\frac{1}{4}D$

1:1 (height : length)

Mark

1:2 (height : length)

Long Mark

1:3 (height : length)

The Longest Mark

continued
• **Position the Monogram/square to the left of the other mark/rectangle.** The height of the enclosing shapes must be equal.

As an alternative, the Monogram/square may be placed to the right of the mark/rectangle. Note: No other configuration is acceptable; do not position the Monogram/square above or below the other mark/rectangle.

• **Leave space between the enclosing shapes.**

The minimum space between the two shapes equals the thickness of the narrowest portion of the curlicues in the Monogram; this space may be larger. Do not join the two shapes together; do not connect or intertwine the Monogram with the other mark.

• **Use one of the following color treatments:**

- *Preferred:* Use Platinum Grey in the background of both enclosing shapes; reverse the Monogram and the other mark in white, off-white, or very light grey.

- *Alternative 1:* Use Platinum Grey in the background of the square enclosing the Monogram; reverse the Monogram in white, off-white, or very light grey. Use another color (such as the partner’s standard color) in the background of the rectangle enclosing the other mark; reverse the other mark in white, off-white, or very light grey.

- *Alternative 2:* Use any appropriate color in the background of both enclosing shapes; reverse the letters/curlicues of the Monogram and the other mark in white, off-white, or very light grey.

continued
Once the
• **design and layout of the joint marks have been approved** (as described on page 32)
• **joint venture name and identifier have been approved and the required written trademark license has been approved** (as described in document 123, *Trade Names, Trademarks, & the GE Identity Program*, “Appendix C: Joint Ventures Licensing Procedure”)
  use the joint marks in place of the signature Monogram in a graphic signature in any program application.

For guidelines on the construction of graphic signatures and specification of signature typography, see document 131, *Graphic Signatures*, pages 10 to 18, bearing in mind these points:

• Your graphic signature is composed of three elements—joint marks, signature typography, and the Laser Line. **Do not omit any element.**

• When substituting joint marks for the signature Monogram in graphic signatures, construct the signatures according to the drawings in document 131, *Graphic Signatures*, pages 10 to 18, except:
  - for the value of D, use the height dimension of the enclosing shapes (not the diameter of the Monogram used in the joint marks nor the height of the other mark)
  - for dimensions given between the edge of the signature Monogram and any other element (such as the Laser Line or the edge of a format), measure from the edges of the enclosing shapes of the joint marks

• The Laser Line may be reproduced only in Laser Red, Platinum Grey, white, or black. Do not use any other color in the Laser Line.

For guidelines on specific program applications, see document 200, *Application Standards.*

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**Note:** A joint venture graphic identifier does not take the place of a joint venture legal name. To the extent required to clearly identify a joint venture as a separate legal entity, the joint venture legal name also must be used in applications: for example, in an address block.
As an option in marketing applications (such as product identification, promotion, and advertising), a graphic signature featuring only the signature Monogram may be used (instead of a graphic signature with joint marks, shown on page 31). Note: The joint venture identifier must still be used in company applications such as stationery, signs, and vehicles.

When a joint venture chooses this option, it is imperative that it understands the distinction between the proper use of the primary GE trademarks and GE graphic system in these marketing applications and the misuse of these marks as trade names in the same applications or in the joint venture company applications, as explained at the right.

The distinction between proper use of the marks as trademarks and improper use as trade names is subtle and requires vigilant policing by the Company. To protect GE interests, all joint ventures must agree to periodic review of their applications to ascertain correct and consistent use of the GE trademarks. Their agreement in this matter is not negotiable under any circumstance.

As noted on page 10,

- the primary GE trademarks include the
  - Monogram
  - block letters “GE”
  - GE slogan “We bring good things to life.”

- General Electric Company uses these forms as
  - trademarks to identify its products and services (for example, in marketing applications such as packaging and advertising)
  - a trade name to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, “For over 100 years, GE has served the electric power industry.”

If a joint venture chooses to use the primary GE trademarks and GE graphic system instead of its joint venture identifier to identify the GE band of products or services, its license must restrict the use of GE trademarks to identify only specified products and/or services. In this case, a joint venture may not use the primary GE trademarks, any similar marks or terms, or the GE graphic system as a trade name to identify the joint venture, its facilities, or its property.

The joint venture may never use the primary GE trademarks as trade names because such use misrepresents the joint venture as General Electric Company and is likely to confuse the public.

Specifically, the joint venture

- may never use predominantly the primary GE trademarks or GE graphic system (except in the joint venture identifier) on a business document such as the joint venture letterhead; instead, the joint venture must use predominantly the joint venture identifier

- may never include in joint venture product or advertising copy such statements as “Call GE at 1-800-555-7878 for product information”; instead, the joint venture must use its own communicative name: for example, “Call GE-Fanuc Automation at 1-800-555-8787 for product information”

- may use the primary GE trademarks and GE graphic system on joint venture business documents when the use is clearly a trademark use, identifying the GE brand of products or services, and the predominant identifier on the document clearly identifies the joint venture as a party distinct from General Electric Company

Examples of how the primary GE trademarks and GE graphic system may be used in joint venture business documents appear on the following pages.

Note: Misuse of the primary GE trademarks as trade names or failure to comply with GE’s use requirements by a joint venture can result in termination of the joint venture’s license.

continued
Joint Ventures
Use of GE Trademarks
in Marketing Applications,
continued

<table>
<thead>
<tr>
<th>For these applications:</th>
<th>use this identity:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company applications</td>
<td>GE-approved joint venture identifier</td>
</tr>
<tr>
<td>• recruitment advertising</td>
<td>Note: Except in the joint venture identifier, do not use GE trademarks or the GE graphic system.</td>
</tr>
<tr>
<td>• employee communications</td>
<td>dominant:</td>
</tr>
<tr>
<td>• supplier communications</td>
<td>GE-approved joint venture identifier</td>
</tr>
<tr>
<td>• checks</td>
<td>subordinate:</td>
</tr>
<tr>
<td>• business forms not specific to licensed products</td>
<td>GE graphic system with GE trademarks and appropriate product name(s)</td>
</tr>
<tr>
<td></td>
<td>dominant:</td>
</tr>
<tr>
<td>Company applications with incidental marketing value</td>
<td>GE graphic system with GE trademarks</td>
</tr>
<tr>
<td></td>
<td>subordinate:</td>
</tr>
<tr>
<td>Marketing applications</td>
<td>statement identifying GE trademarks, trademark owner, and licensee</td>
</tr>
<tr>
<td>• stationery</td>
<td></td>
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<tr>
<td>• facility signs</td>
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<tr>
<td>• vehicles</td>
<td></td>
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<tr>
<td>• dealer communications</td>
<td></td>
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<tr>
<td>• business forms specific to licensed products</td>
<td></td>
</tr>
</tbody>
</table>

**Stationery**

**Licensee’s Identity**
- Licensee’s Name
- Licensee’s Address
- Licensee’s Phone

Top

Bottom

continued
Joint Ventures
Use of GE Trademarks in Marketing Applications, continued

Vehicles

Facility Signs

Packages

Spacemaker

Microwave Oven

and Spacemaker are trademarks of General Electric Company and are used under license by Licensee’s Name, Address

continued
Joint Ventures

Use of GE Trademarks in Marketing Applications, continued

Product Literature

Spacemaker

Owner’s Manual

Licensee’s Identity
Licensee’s Street Address
Licensee’s City, State, Zip
Licensee’s Phone Number

Licensee’s Name introduces another GE brand kitchen appliance, the Spacemaker™ microwave oven—the best in the world. It’s so good that Licensee’s Name guarantees your satisfaction. Veniam, quis nostrud exercitation ullamco

Licensee’s Name introduces another GE brand kitchen appliance, the Spacemaker™ microwave oven—the best in the world. It’s so good that Licensee’s Name guarantees your satisfaction. Veniam, quis nostrud exercitation ullamco

Licensee’s Identity
Licensee’s Street Address
Licensee’s City, State, Zip
Licensee’s Phone Number

Licensee’s Name introduces another GE brand kitchen appliance, the Spacemaker™ microwave oven—the best in the world. It’s so good that Licensee’s Name guarantees your satisfaction. Veniam, quis nostrud exercitation ullamco

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Licensee’s Name introduces another GE brand kitchen appliance, the Spacemaker™ microwave oven—the best in the world. It’s so good that Licensee’s Name guarantees your satisfaction. Veniam, quis nostrud exercitation ullamco
These standards apply to acquisitions licensed to use the GE name and/or trademarks. For the purpose of this document, an acquisition is an existing business in which GE acquires a direct or indirect interest, which remains an independent legal entity, separate and distinct from GE.

As a licensee of the GE trademarks, you are entrusted with a valuable property. You share with GE and its other licensees an opportunity and responsibility to enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others’ correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to correct use of the GE trademarks and outlines what is expected of all acquisitions licensed to use the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the GE Identity Program Standards & Guidelines. This comprehensive set of documents is available from the GE Identity Website.
Contents

Introduction

GE Identity Overview

GE Graphic System

Acquisitions
Five-Level Naming Scheme
Naming Process outside the U.S.A.
The purpose of this guide is to demonstrate alternative names and graphic identifiers for any company that GE is considering acquiring.

To ensure clear and consistent association of GE with its licensees, the names and identifiers used by licensed acquisitions must:

- optimize the visibility of the GE name and/or trademarks in view of prevailing business, industry, identity, and marketing issues
  
  For example, in many cases it is desirable for the GE name and trademarks to predominate, but under some circumstances, they are not used at all—optimum visibility is invisibility.

- meet the requirements of sound trademark practice
  
  Trademarks and service marks are protected in the United States by continued and proper use, as well as official registration. (Registration of a mark in the U.S. Patent & Trademark Office establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.) It is imperative that you, as an authorized licensee of the GE marks, understand and practice proper use.

By following the guidelines contained here, you not only help achieve optimum visibility for the GE name and trademarks, you also help ensure correct and consistent trademark use, which in turn helps protect the marks and enhances their value.
The primary GE trademarks include the
• Monogram
• block letters “GE”
• GE slogan “We bring good things to life.”
as shown at the left.

General Electric Company uses these forms as
• trademarks to identify its products and services
  (for example, in marketing applications such as
  packaging and advertising)
• a trade name to identify itself as a distinct business
  entity (for example, on letterheads) and to
  identify its facilities (on signs) and other property
  (vehicles). Also, GE commonly uses the trade-
  marks as a trade name in product and advertising
  copy, as in the sentence, “For over 100 years,
  GE has served the electric power industry.”

In 1987, GE introduced an identity program
built around the primary GE trademarks.
The program includes a number of features:

New names help to communicate the Company’s
integrated diversity clearly and concisely.

A graphic system featuring new signatures,
typography, and colors (see page 11) helps to
communicate GE’s attributes of dynamism and
innovation while preserving reliability and quality.

Reliability and quality are conveyed by
• continuing use of the Monogram, a 100-year-old
  symbol that is familiar and trusted
• standardizing the color of the Monogram to
  Platinum Grey, creating a classic and distinguished
  presentation
• using a serif typeface, ITC New Baskerville,
  suggesting traditional qualities

Dynamism and innovation are conveyed by
• using a signature that provides a contemporary
  environment for the Monogram; the graphic
  signature features
  - the Laser Line, suggesting high technology
  - the italic typeface Univers, suggesting forward
    movement
  - an asymmetrical layout, conveying movement with
    its visual tension
• selectively using a portion of the Monogram on
  a large scale—the Dynamic Monogram—suggest-
  ing that the brand is too dynamic to be contained

Application standards controlling the use of the
graphic system in all media help to simplify,
modernize, and unify all communications.

GE Identity Program documents containing basic
standards and application guidelines assist in the
implementation of the program and help protect
the value of the GE identity.
The **graphic signature** is the fundamental visual device used in the GE graphic system. It consists of:

- **the Monogram trademark**
- **signature typography** (Univers 68* and, if needed, Univers 48*; as an option for product signatures, ITC New Baskerville Italic)
- **the Laser Line**

The message in the signature typography may vary, depending on the application. Shown at the left are typical signatures containing a

- **communicative name**
- **generic product description**
- **secondary word mark**

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

**Program typography**, the typefaces and their standard specification in applications, includes

- **ITC New Baskerville series** for headlines and text
- **Univers series** for typographic accents such as captions and page numbers

**Program colors** include

- **for all the signature elements**, one of the following colors: Platinum Grey, black, or white
- **as an option for only the Laser Line**, only Laser Red; no other color may be used

(Note: Other colors are used in the background, and the signature elements are reversed in white or overprinted in black.)

**Asymmetry** is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document **200, Application Standards**.

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**Note:** Only acquisitions that use names and graphic identifiers at level 1, 2, or 3 of the five-level naming scheme, described on the following pages, use the GE graphic system.

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*In computer typesetting, other names may be used, such as

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique

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**Acquisitions that use names and identifiers at level 4 or 5 do not use the GE graphic system.**
The acquisitions naming process is built on a five-level naming scheme. As described on this and the next page, it provides a complete range of communicative name options, each with distinct communication opportunities, limitations, and implications for both GE and the acquisition. At each level, a precise degree of association between GE and the acquisition is established in the acquisition’s communicative name. It is this association, and hence the visibility of GE through acquisition communicative names, that this naming process determines.

Naming Level 1: GE + Generic Name
This is the highest level of identification, having the strongest association with GE. The acquisition is known by the name “GE” combined with a succinct, clear, and accurate generic description of the primary product or service provided by the acquisition. This form of naming is identical to that used by almost all GE components.

At this level of naming, an acquisition
• uses a graphic signature (containing the Monogram, signature typography, and the Laser Line) as its identifier
• fully participates in the GE Identity Program, following all program standards and guidelines

Naming Level 2: GE + Proper Name or Communicative Name
When it is beneficial to highlight the acquisition’s name and a lesser degree of association with GE is desirable, this second level of naming is appropriate. Here the name “GE” is combined with the existing communicative name of the acquisition.

At this level of naming, an acquisition
• uses a graphic signature (containing the Monogram, signature typography, and the Laser Line) as its identifier
• fully participates in the GE Identity Program, following all program standards and guidelines

Naming Level 3: Monogram Endorsement
Where only a strong visual association is desirable, the acquisition’s existing communicative name may be used in a graphic signature featuring the Monogram.

Like acquisitions using names at higher levels, an acquisition using a level 3 name
• uses a graphic signature (containing the Monogram, signature typography, and the Laser Line) as its identifier
• fully participates in the GE Identity Program, following all program standards and guidelines

Naming Level 4: GE Verbal Endorsement
Where only a verbal association is desirable, the acquisition’s existing identifier carries a reference to GE in a tag line. This tag line consists of at least the communicative name of the GE business having primary responsibility for the acquisition.

Acquisitions using only a verbal endorsement in their existing identifiers do not fully participate in the GE Identity Program. Their only obligations are to
• incorporate the correct tag line (typeset in Univers 68 according to the guidelines in GE Identity Program document 133, Typography, pages 02 and 03) into their existing identifier and to use that identifier with the tag line in all media
• use the communicative names of the Company and its components correctly in copy and conversation (according to the guidelines in GE Identity Program document 301, Component Names)

Naming Level 5: GE Invisible
In cases where there is no benefit in associating GE with an acquisition, the name “GE” is not part of the acquisition’s name. Thus, neither a verbal nor a visual connection is made between GE and the acquisition.

Acquisitions at this level retain their own separate identities and do not participate in the GE Identity Program.

Note: Before an acquisition may adopt any name or identifier using the primary GE trademarks, it must be licensed in writing to do so as set forth in document 123, Trade Names, Trademarks, & the GE Identity Program, “Appendix B: Created or Acquired Affiliates Licensing Procedure.”
Five-Level Naming Scheme, continued

Summary of Requirements

An acquisition with a name at level 1, 2, or 3
- uses a graphic signature containing the communicative name of the acquisition
- creates signatures and develop applications according to the guidelines in the GE Identity Program Standards & Guidelines
- uses the acquisition’s legal name to legally identify the acquisition

Note: A graphic signature does not take the place of an acquisition’s legal name. To the extent required to clearly identify an acquisition as a separate legal entity, an acquisition’s legal name also should be used in applications: for example, in an address block.

An acquisition with a name at level 4 or 5
- retains its original identifier
- does not develop applications according to the guidelines in the GE Identity Program Standards & Guidelines

Note: The examples are hypothetical.
No recommendation is implied regarding the name and identifier for any specific acquisition.

Naming Level 1:
GE + Generic Name
GE ownership must be greater than 50%.

Naming Level 2:
GE + Proper Name or Communicative Name
GE ownership must be greater than 50%.

Naming Level 3:
Monogram Endorsement
GE ownership must be greater than 50%.

Naming Level 4:
GE Verbal Endorsement
GE ownership must be at least 34%.

Naming Level 5:
GE Invisible
GE ownership may be any percentage.

GE Reinsurance
GE Employers Reinsurance
Employers Reinsurance
GE Capital Services
Employers Reinsurance
Use the highest level of GE visibility that makes sense for both GE and the acquisition. Consider any potential adverse effects on the GE image that could result, for example, from GE’s association with a particular kind of business or industry or with a country having major political problems.

Use the country name. To the extent legally permitted, the country name should be included in the communicative names of acquisitions at naming levels 1 and 2. It is important for the Company to be associated with both the name of the country in which the acquisition operates and the generic name of the acquisition’s business (or the proper name of the acquisition).

For example,
- if an operation represents the total Company or a number of GE businesses, use “GE” plus a country name
- if a government-supplier relationship or a political situation indicates a need for close ties to the country, use “GE” plus a country name
- if an acquisition represents one GE business, use either
  - “GE” plus the communicative name of the acquisition
  - “GE” plus the communicative name of the acquisition plus the country name

Eliminate organizational terms such as “GmbH,” Ltd.,” and “S.A.R.L.” in the communicative name. Unless required by local national laws, these terms appear only in the legal name, which is used only when required by law.

Consult with your assigned counsel. When naming GE acquisitions outside the U.S.A., continue to be guided by your assigned counsel, who will take into account
- current Company policies and procedures
- applicable national laws

Note: Before an acquisition may adopt any name or identifier using the primary GE trademarks, it must be licensed in writing to do so as set forth in document 123, Trade Names, Trademarks, & the GE Identity Program, “Appendix B: Created or Acquired Affiliates Licensing Procedure.”
These standards apply to joint ventures licensed to use the GE name and/or trademarks. For the purpose of this document, a joint venture is an independent legal entity, separate and distinct from GE, that GE and one or more business partners start.

As a licensee of the GE trademarks, you are entrusted with a valuable property. You share with GE and its other licensees an opportunity and responsibility to enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others’ correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to the correct use of the GE trademarks and outlines what is expected of all joint ventures licensed to use the GE name and/or marks. Detailed guidelines controlling the GE graphic system in all applications appear in the comprehensive set of documents, *GE Identity Program Standards & Guidelines*, available from the GE Identity Website.
Joint Ventures Name & Trademark Practices

Contents

Introduction 343.02
GE Identity Overview 343.10
GE Graphic System 343.11

Joint Ventures
Names & Graphic Identifiers 343.31
Joint Marks 343.32
Use of GE Trademarks in Marketing Applications 343.36
The purpose of this guide is to

- **demonstrate alternative** names and graphic identifiers for a joint venture with GE

- **define which is most appropriate** for a specific joint venture’s marketing conditions and GE’s ownership requirements

In addition, these guidelines provide a general indication of how the GE name and trademarks must be used in joint venture applications such as stationery, signs, vehicles, product promotion, and advertising.

To ensure clear and consistent association of GE with its licensees, the names and identifiers used by licensed joint ventures must

- **optimize the visibility of the GE name and/or trademarks in view of specific market conditions and GE’s ownership requirements**

- **meet the requirements of sound trademark practice**

   Trademarks and service marks are protected in the United States by continued and proper use, as well as official registration. (Registration of a mark in the U.S. Patent & Trademark Office establishes certain procedural rights in the mark and, in the case of a dispute, makes it easier to defend exclusive rights.) It is imperative that you, as an authorized licensee of the GE marks, understand and practice proper use.

   By following the guidelines contained here, you not only help achieve optimum visibility for the GE name and trademarks, you also help ensure correct and consistent trademark use by licensees, which in turn helps protect the marks and enhances their value.
The primary GE trademarks include the
- Monogram
- block letters “GE”
- GE slogan “We bring good things to life.”
as shown at the left.

General Electric Company uses these forms as
- trademarks to identify its products and services
  (for example, in marketing applications such as
  packaging and advertising)
- a trade name to identify itself as a distinct business
  entity (for example, on letterheads) and to
  identify its facilities (on signs) and other property
  (vehicles). Also, GE commonly uses the trade-
  marks as a trade name in product and advertising
  copy, as in the sentence, “For over 100 years,
  GE has served the electric power industry.”

In 1987, GE introduced an identity program
built around the primary GE trademarks.
The program includes a number of features:

**New names** help to communicate the Company’s
integrated diversity clearly and concisely.

A **graphic system** featuring new signatures,
typography, and colors (see page 11) helps to
communicate GE’s attributes of dynamism and
innovation while preserving reliability and quality.

**Reliability and quality** are conveyed by
- continuing use of the Monogram, a 100-year-old
  symbol that is familiar and trusted
- standardizing the color of the Monogram to
  Platinum Grey, creating a classic and distinguished
  presentation
- using a serif typeface, ITC New Baskerville,
  suggesting traditional qualities

**Dynamism and innovation** are conveyed by
- using a signature that provides a contemporary
  environment for the Monogram; the graphic
  signature features
  - the Laser Line, suggesting high technology
  - the italic typeface Univers, suggesting forward
    movement
  - an asymmetrical layout, conveying movement with
    its visual tension
- selectively using a portion of the Monogram on
  a large scale—the Dynamic Monogram—suggest-
  ing that the brand is too dynamic to be contained

**Application standards** controlling the use of
the graphic system in all media help to simplify,
modernize, and unify all communications.

**GE Identity Program documents** containing basic
standards and application guidelines assist in the
implementation of the program and help protect
the value of the GE identity.

Note: Correct trademark practice requires
that licensed joint ventures use the
GE graphic system as specified in
- this guide
- **GE Identity Program Standards & Guidelines**, available from the GE Identity Website
The graphic signature is the fundamental visual device used in the GE graphic system. It consists of:

- the Monogram trademark
- signature typography (Univers 68* and, if needed, Univers 48*; as an option for product signatures, ITC New Baskerville Italic)
- the Laser Line

The message in the signature typography may vary, depending on the application. Shown on the left are typical signatures containing:

- communicative name
- generic product description
- secondary word mark

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

Program typography, the typefaces and their standard specification in applications, includes:

- ITC New Baskerville series for headlines and text
- Univers series for typographic accents such as captions and page numbers

Program colors include:

- for all the signature elements, one of the following colors: Platinum Grey, black, or white
- as an option for only the Laser Line, only Laser Red; no other color may be used

(Note: Other colors are used in the background, and the signature elements are reversed in white or overprinted in black.)

Asymmetry is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document 200, Application Standards.

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Note: The GE graphic system is used only by joint ventures that:

- use joint marks in graphic signatures, shown on the following page
- use the optional marketing signatures (with only a signature Monogram) in marketing applications (see pages 36 to 39)

Joint Ventures that do not use either joint marks in graphic signatures or the optional marketing signatures do not use the GE graphic system.

*In computer typesetting, other names may be used, such as:

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
<table>
<thead>
<tr>
<th>Market Considerations &amp; GE Ownership Levels</th>
<th>Name &amp; Graphic Identifier</th>
<th>General Guidelines</th>
</tr>
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<tbody>
<tr>
<td><strong>Option 1</strong></td>
<td></td>
<td>• Use a graphic signature containing</td>
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<tr>
<td>For use when GE and the other company are</td>
<td></td>
<td>- joint marks in place of the signature Monogram</td>
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<td>essentially equal in the marketplace and/or</td>
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<td>- the communicative name of the joint venture</td>
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<td>management control. (When the other com-</td>
<td>GE Fanuc Automation</td>
<td>Note: To create joint marks, you must follow the</td>
</tr>
<tr>
<td>pany is dominant, the sequence of marks and</td>
<td></td>
<td>guidelines on pages 32 to 35.</td>
</tr>
<tr>
<td>names may be reversed.)</td>
<td></td>
<td>• Develop applications according to the guidelines</td>
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<td></td>
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<td>in document 200, Application Standards.</td>
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<tr>
<td></td>
<td></td>
<td>• As an option, only the primary GE trademarks</td>
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<td></td>
<td></td>
<td>and GE graphic system may be used in product</td>
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<tr>
<td></td>
<td></td>
<td>branding and marketing applications. See pages</td>
</tr>
<tr>
<td></td>
<td></td>
<td>36 to 39.</td>
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<tr>
<td></td>
<td></td>
<td>• Use a graphic signature containing</td>
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<tr>
<td>To use the name “GE” in the name of the joint</td>
<td></td>
<td>- joint marks in place of the signature Monogram</td>
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<td>venture, GE’s ownership must be greater than</td>
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<td>50%.</td>
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<td>- the communicative name of the joint venture</td>
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<td></td>
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<td>(without the name “GE” in it)</td>
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<td></td>
<td></td>
<td>Note: To create joint marks, you must follow the</td>
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<td>guidelines on pages 32 to 35.</td>
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<td></td>
<td>FactoBots Automation</td>
<td>• Develop applications according to the guidelines</td>
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<td>in document 200, Application Standards.</td>
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<td></td>
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<td>branding and marketing applications. See pages</td>
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<td>36 to 39.</td>
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<td></td>
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<td>Provided GE’s minimum level of ownership is</td>
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<td></td>
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<td>met, as indicated in the column at the left below,</td>
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<td>the Monogram may be used in joint marks in a</td>
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<td>graphic signature either with or without “GE”</td>
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<td>in the joint venture name.</td>
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<td>Note: Before a joint venture may adopt any name</td>
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<td>or identifier using the primary GE trademarks,</td>
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<td>it must be licensed in writing to do so as set forth</td>
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<td>in document 125, Trade Names, Trademarks</td>
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<td></td>
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<td>&amp; the GE Identity Program, “Appendix C: Joint</td>
</tr>
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<td></td>
<td></td>
<td>Ventures Licensing Procedure.”</td>
</tr>
</tbody>
</table>
When GE and its joint venture partner(s) are essentially equal in the marketplace and/or management control, the recommended name and identifier are those shown at Option 2 on page 31. The identifier is a graphic signature containing

- joint marks in place of the signature Monogram
- the communicative name of the joint venture

The guidelines on pages 33 to 35 demonstrate how to develop an acceptable design and layout using the Monogram with another mark. This action does not create a new trademark out of two marks, but rather uses two existing marks together by enclosing the marks in separate but similar shapes and displaying those shapes side by side as joint marks.

Joint Marks Design Approval
The joint venture trademark license specifies the corporate marks that may be used and the conditions that apply to that use. If the prospective license allows the Monogram to be used with another mark, the design and layout of the joint marks must be approved by both

- Manager – GE Corporate Marketing Communications
- GE Corporate Trademark Counsel

Note: In addition to the approval of the design and layout of the joint marks, before a joint venture may adopt any name or identifier using the primary GE trademarks, it must be licensed in writing to do so as set forth in document 123, *Trade Names, Trademarks, & the GE Identity Program, “Appendix C: Joint Ventures Licensing Procedure.”*  

*continued*
When developing a layout using the Monogram with another mark, carefully follow these guidelines:

- **Use the signature Monogram with another design or word mark**, not with a legal name. Do not use the Dynamic Monogram.

- **Enclose the Monogram within a square having a solid background.**
  - Maintain a minimum distance equal to \( \frac{1}{4} \) the diameter of the Monogram between the edge of the Monogram and the edges of the square.
  - Use the reverse signature Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available to all GE employees and their suppliers from the GE Identity Website.
    (For information on using this computer font, see document 382, GE Logo Font.)
  - Do not use the positive Monogram and do not use the Monogram without the square.

- **Enclose the other mark within a separate square or horizontal rectangle having the same solid background.** Depending on the relationship between the height and width of the other mark, the length of the enclosing rectangle may vary.

When the other mark is enclosed within a square, the height of the mark may be equal to but no larger than the diameter of the Monogram. Within a rectangle, the height of the other mark should be sized to visually balance the Monogram. Note: In artwork, use a reverse reproduction proof of the other mark.

Do not use the mark without the enclosing shape.

continued
• Position the Monogram/square to the left of the other mark/rectangle. The height of the enclosing shapes must be equal.

As an alternative, the Monogram/square may be placed to the right of the mark/rectangle. Note: No other configuration is acceptable; do not position the Monogram/square above or below the other mark/rectangle.

• Leave space between the enclosing shapes.

The minimum space between the two shapes equals the thickness of the narrowest portion of the curlicues in the Monogram; this space may be larger. Do not join the two shapes together; do not connect or intertwine the Monogram with the other mark.

• Use one of the following color treatments:

- Preferred: Use Platinum Grey in the background of both enclosing shapes; reverse the Monogram and the other mark in white, off-white, or very light grey.

- Alternative 1: Use Platinum Grey in the background of the square enclosing the Monogram; reverse the Monogram in white, off-white, or very light grey. Use another color (such as the partner’s standard color) in the background of the rectangle enclosing the other mark; reverse the other mark in white, off-white, or very light grey.

- Alternative 2: Use any appropriate color in the background of both enclosing shapes; reverse the letters/curlicues of the Monogram and the other mark in white, off-white, or very light grey.

continued
Once the
• **design and layout of the joint marks have been approved** (as described on page 32)
• **joint venture name and identifier have been approved and the required written trademark license has been approved** (as described in document 123, Trade Names, Trademarks, & the GE Identity Program)
use the joint marks in place of the signature Monogram in a graphic signature in any program application.

For guidelines on the construction of graphic signatures and specification of signature typography, see document 131, Graphic Signatures, pages 10 to 18, bearing in mind these points:

- Your graphic signature is composed of three elements—joint marks, signature typography, and the Laser Line. Do not omit any element.

- When substituting joint marks for the signature Monogram in graphic signatures, construct the signatures according to the drawings in document 131, Graphic Signatures, pages 10 to 18, except
  - for the value of D, use the height dimension of the enclosing shapes (not the diameter of the Monogram used in the joint marks nor the height of the other mark)
  - for dimensions given between the edge of the signature Monogram and any other element (such as the Laser Line or the edge of a format), measure from the edges of the enclosing shapes of the joint marks

- The Laser Line may be reproduced only in Laser Red, Platinum Grey, black, or white. Do not use any other color in the Laser Line.

For guidelines on specific program applications, see document 200, Application Standards.

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Note: A joint venture graphic identifier does not take the place of a joint venture legal name.
To the extent required to clearly identify a joint venture as a separate legal entity, the joint venture legal name also must be used in applications: for example, in an address block.
As an option in marketing applications (such as product identification, promotion, and advertising), a graphic signature featuring only the signature Monogram may be used (instead of a graphic signature with joint marks, shown on page 31). Note: The joint venture identifier must still be used in company applications such as stationery, signs, and vehicles.

When you choose this option, it is imperative that you understand the distinction between the proper use of the primary GE trademarks and GE graphic system in these marketing applications and the misuse of these marks as trade names in the same applications or in the joint venture company applications, as explained at the right.

The distinction between proper use of the marks as trademarks and improper use as trade names is subtle and requires vigilant policing by the Company. To protect GE interests, you must agree to periodic review of your applications to ascertain correct and consistent use of the GE trademarks. Your agreement in this matter is not negotiable under any circumstance.

As noted on page 10,

- the primary GE trademarks include the
  - Monogram
  - block letters “GE”
  - GE slogan “We bring good things to life.”

- General Electric Company uses these forms as trademarks to identify its products and services (for example, in marketing applications such as packaging and advertising)
- a trade name to identify itself as a distinct business entity (for example, on letterheads) and to identify its facilities (on signs) and other property (vehicles). Also, GE commonly uses the trademarks as a trade name in product and advertising copy, as in the sentence, “For over 100 years, GE has served the electric power industry.”

If you choose to use the primary GE trademarks and GE graphic system instead of your joint venture identifier to identify the GE brand of products or services, your license restricts the use of GE trademarks to identify only specified products and/or services. In this case, you may not use the GE trademarks, any similar marks or terms, or the GE graphic system as trade names to identify the joint venture, its facilities, or its property.

You may never use the primary GE trademarks as trade names because such use misrepresents the joint venture as General Electric Company and is likely to confuse the public.

Specifically, you

- may never use predominantly the primary GE trademarks or GE graphic system (except in the joint venture identifier) on a business document such as the joint venture letterhead; instead, you must use predominantly the joint venture identifier

- may never include in joint venture product or advertising copy such statements as “Call GE at 1-800-555-7878 for information”; instead, you must use the joint venture’s own communicative name: for example, “Call GE-Fanuc Automation at 1-800-555-8787 for information”

- may use the primary GE trademarks and GE graphic system on joint venture business documents when the use is clearly a trademark use, identifying the GE brand of products or services, and the predominant identifier on the document clearly identifies the joint venture as a party distinct from General Electric Company

Examples of how the primary GE trademarks and GE graphic system may be used in joint venture business documents appear on the following pages.

Note: Your misuse of the primary GE trademarks as trade names or failure to comply with GE’s use requirements can result in termination of your license.

continued
### Joint Ventures

**Use of GE Trademarks in Marketing Applications, continued**

#### For these applications:

- recruitment advertising
- employee communications
- supplier communications
- checks
- business forms not specific to licensed products

#### Company applications

- stationery
- facility signs
- vehicles
- dealer communications
- business forms specific to licensed products

#### Marketing applications

- product identification
- packaging
- product literature
- sales promotion
- advertising

#### use this identity:

**GE-approved joint venture identifier**

Note: Except in the joint venture identifier, do not use GE trademarks.

**dominant:**

**GE-approved joint venture identifier**

**subordinate:**

GE trademarks with appropriate product name(s)

**dominant:**

**GE graphic system**

**subordinate:**

statement identifying GE trademarks, trademark owner, and licensee

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**Licensee’s Identity ★**

- Licensee’s Name
- Licensee’s Address
- Licensee’s Phone

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*continued*
Joint Ventures
Use of GE Trademarks
in Marketing Applications,
continued

Vehicles

Facility Signs

Packages

Licensee’s Identity

Spacemaker

Microwave Oven

© and Spacemaker are trademarks of General Electric Company
and are used under license by Licensee’s Name, Address

continued
Joint Ventures
Use of GE Trademarks in Marketing Applications, continued

Product Literature

Owner’s Manual

Licensee’s Identity
Licensee’s Street Address
Licensee’s City, State, Zip
Licensee’s Phone Number

Licensee’s Name introduces another GE brand kitchen appliance, the Spacemaker™ microwave oven—the best in the world. It’s so good that Licensee’s Name guarantees your satisfaction.

For more information, contact Licensee’s Name.
These standards apply generally to all licensed users of the GE trademarks.

As a licensee of the GE trademarks, you are an investor in a valuable property. You share with GE and its other licensees an opportunity and responsibility to protect and enhance the value of this property—to preserve and strengthen the unique attributes of the GE trademarks.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others’ correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, you and all other users of the GE trademarks help to preserve and enhance their value.

This document provides an introduction to the correct use of the GE trademarks and outlines what is expected of all licensees.
The primary GE trademarks include the
• Monogram
• block letters “GE”
• GE slogan “We bring good things to life.”
as shown at the left.

General Electric Company uses these forms as
• trademarks to identify its products and services
  (for example, in marketing applications such as
  packaging and advertising)
• a trade name to identify itself as a distinct business
  entity (for example, on letterheads) and to
  identify its facilities (on signs) and other property
  (vehicles). Also, GE commonly uses the trade-
  marks as a trade name in product and advertising
  copy, as in the sentence, “For over 100 years,
  GE has served the electric power industry.”

The purpose of this guide is to distinguish
between
• proper trademark use
• improper trade name use
of the primary GE trademarks by licensees.*

Your license restricts your use of the primary GE
trademarks to identify only your licensed products
and/or services. You are not licensed to use the
primary GE trademarks or any similar marks or
terms as trade names to identify your company,
your facilities, or your property.

You may never use the primary GE trademarks
as trade names because such use misrepresents
the licensee as General Electric Company and
is likely to confuse the public:
• You may never use the primary GE trademarks
  as the predominant identifier on a business
document such as your company letterhead.
• You may never include in your product
  promotion or advertising copy statements such
  as “Call GE at 1-800-355-7878 for information
  on its products.”
• You may use the primary GE trademarks
  on business documents when both
  - the use is clearly a trademark use
  - the predominant identifier on the document
    clearly identifies the licensee as a party distinct
    from General Electric Company

This guide provides examples of how the primary
GE trademarks may be used in licensee business
documents.

Note: A licensee’s misuse of the primary GE trade-
marks as trade names or failure to comply with GE’s
requirements can result in termination of its license.

*Your license requires you
to comply with trademark
standards provided by GE.
This guide contains general
standards that are consistent
with your license.

This guide may be revised
to reflect changes adopted by
GE to control its own use of
the GE trademarks to identify
products and/or services.

If this guide or its revisions
are inconsistent with the clear
language of your agreement
or specific guidelines entered
into pursuant to your agree-
ment, such agreement or
specific guidelines will control.
In 1987, GE introduced an identity program built around the primary GE trademarks. The program includes a number of features:

New names help to communicate the Company’s integrated diversity clearly and concisely.

A graphic system featuring new signatures, typography, and colors (see page 11) helps to communicate GE’s attributes of dynamism and innovation while preserving reliability and quality.

Reliability and quality are conveyed by

- continuing use of the Monogram, a 100-year-old symbol that is familiar and trusted
- standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
- using a serif typeface, ITC New Baskerville, suggesting traditional qualities

Dynamism and innovation are conveyed by

- using a signature that provides a contemporary environment for the Monogram; the graphic signature features
  - the Laser Line, suggesting high technology
  - the italic typeface Univers, suggesting forward movement
  - an asymmetrical layout, conveying movement with its visual tension
- selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the brand is too dynamic to be contained

Application standards controlling the use of the graphic system in all media help to simplify, modernize, and unify all communications.

GE Identity Program documents containing basic standards and application guidelines assist in the implementation of the program and help protect the value of the GE identity.
The graphic signature is the fundamental visual device used in the GE graphic system. It consists of:

- **the Monogram trademark**
- **signature typography** (Univers 68* and, if needed, Univers 48*; as an option for product signatures, ITC New Baskerville)
- **the Laser Line**

The message in the signature typography may vary, depending on the application. Shown at the left are typical signatures containing a:

- generic product description
- secondary word mark
- secondary word mark + a generic product description

For flexibility, in addition to the primary signature (shown), two other basic arrangements of the signature elements are available: the compact and the vertical signatures (not shown).

**Program typography**, the typefaces and their standard specification in applications, includes:

- **ITC New Baskerville series** for headlines and text
- **Univers series** for typographic accents such as captions and page numbers

**Program colors** include:

- for all the signature elements, one of the following colors: Platinum Grey, black, or white
- as an option for only the Laser Line, only Laser Red; no other color may be used (Note: Other colors are used in the background, and the signature elements are reversed in white or overprinted in black.)

**Asymmetry** is a fundamental layout principle in all applications; a graphic signature is aligned with other elements to create an asymmetrical balance, as shown in document 200, Application Standards.

**Note:** Correct trademark practice requires that licensees use the GE graphic system in all marketing applications such as packaging and advertising. See page 20 for the basic rules.

---

*In computer typesetting, other names may be used, such as*

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Five Basic Rules for Licensees

1. Do not use the GE graphic system in company (or corporate identity) applications.

   Company (or corporate identity) applications include your company letterhead, business cards, forms and checks, facility signs, and vehicles. These applications are used to identify your company—not General Electric Company—as the originating source of your products and services.

   Since GE uses the GE graphic system in all company or corporate applications, it would be confusing if licensees were also to use the system in their corporate applications.

   To avoid misleading the public, your company applications must prominently feature your own company identity, not the GE graphic system.

   If it is desirable to include the GE trademarks in these applications, use the Monogram with product or service names in a graphic signature in a clearly subordinate position, preserving clear and strong emphasis on your own company identity.

2. Use the GE graphic system in marketing applications.

   Marketing applications include product identification, advertising, product literature, tradeshow exhibits, point-of-sale displays, packaging, and shipping cases and cartons.

   Since these applications identify those of your products or services that are sold under the GE trademarks according to your licensing agreement, they should prominently feature the GE graphic system—not your own company identity.

   In most of these applications, the name and address of your company are used: for example, in an address block.

   However, in certain applications where identification of your company as the originating source of the products or services helps to avoid confusion with GE—for example, in tradeshow exhibits—your own company identity must be prominently featured and take precedence over the GE trademarks.

3. Use the tools the Company provides to implement the GE graphic system.

   In all licensee applications, you are expected to uphold the standards controlling use of the GE trademarks.

   Those standards specify the correct construction, reproduction, and use of the GE graphic system in all applications for licensees.

4. Participate in an annual applications review.

   To help ensure that licensees are upholding the standards governing use and nonuse of the GE trademarks and graphic system, GE conducts an annual review of all licensees’ applications that incorporate the GE trademarks.

   At GE’s request, you submit examples of applications for GE review and make known any problems ensuing from the standards.

   To facilitate dialogue, you host a workshop at which GE’s findings and recommendations are presented to those with hands-on responsibility for using the GE trademarks.

   Note: Violations of standards must be corrected within the period specified by your license agreement.

5. Change your use of the GE trademarks or graphic system if and when GE changes them.

   If GE changes any element or use principle of the GE trademarks or graphic system, you must incorporate the changes as your applications are reprinted, retooled, and so on, unless such changes are inconsistent with the specifications of your license.

   continued
### Five Basic Rules for Licensees, continued

<table>
<thead>
<tr>
<th>For these applications:</th>
<th>use this identity:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company applications</strong></td>
<td><em>licensee’s own company identity</em></td>
</tr>
<tr>
<td>• recruitment advertising</td>
<td>Do not use GE trademarks or the GE graphic system.</td>
</tr>
<tr>
<td>• employee communications</td>
<td></td>
</tr>
<tr>
<td>• supplier communications</td>
<td></td>
</tr>
<tr>
<td>• checks</td>
<td></td>
</tr>
<tr>
<td>• business forms not specific to licensed products</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Company applications with incidental marketing value</strong></th>
<th><strong>dominant:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• stationery</td>
<td><em>licensee’s own company identity</em></td>
</tr>
<tr>
<td>• facility signs</td>
<td></td>
</tr>
<tr>
<td>• vehicles</td>
<td>subordinate:</td>
</tr>
<tr>
<td>• dealer communications</td>
<td>GE graphic system with GE trademarks and appropriate product name(s) or illustration(s)</td>
</tr>
<tr>
<td>• business forms specific to licensed products</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Marketing applications</strong></th>
<th><strong>dominant:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• product identification</td>
<td><em>GE graphic system with GE trademarks</em></td>
</tr>
<tr>
<td>• packaging</td>
<td></td>
</tr>
<tr>
<td>• product literature</td>
<td></td>
</tr>
<tr>
<td>• sales promotion</td>
<td></td>
</tr>
<tr>
<td>• advertising</td>
<td></td>
</tr>
</tbody>
</table>

Typical examples showing correct use of the primary GE trademarks and GE graphic system in licensee materials appear on the following pages.
Products licensed to use the GE trademarks should be shown or listed on stationery, forms, signs, and vehicles. List the products with the Monogram in a graphic signature if the names or illustrations do not appear elsewhere on the specific application.
Examples of Typical Applications, continued

**Vehicles**

![Vehicle with Licensee's Identity](image)

**Facility Signs**

![Facility Sign with Licensee's Identity](image)

*continued*
Examples of Typical Applications, continued

**Products**

- Microwave Oven
- Spacemaker

**Packages**

- Spacemaker
- Microwave Oven

Licensee’s Name
Licensee’s Address

& Spacemaker are trademarks of General Electric Company and are used under license by Licensee’s Name, Address
Examples of Typical Applications, continued

**Product Literature**

**Spacemaker**

**Owner’s Manual**

**Front**

**Licensee’s Identity**
Licensee’s Street Address
Licensee’s City, State, Zip
Licensee’s Phone Number

**Licensee’s Name**

**Back**

**Point-of-Sale Materials**

**Spacemaker**

**Big Sale**

**and Spacemaker are trademarks of General Electric Company and are used under license by Licensee’s Name**
The Monogram is an original hand-lettered design which may never be redrawn or altered in any way. For correct and consistent display of this trademark, always use official reproduction materials. Never reproduce the signature Monogram from second-generation photostats or other unauthorized copies.

Correct reproduction of the positive Monogram

Correct reproduction of the reverse Monogram

Incorrect reproduction of the reverse Monogram

Incorrect reproduction of the positive Monogram

Always reproduce the Monogram so the letters/curlicues are lighter than the field, as shown in the correct examples above. The letters/curlicues are never darker than the field.

The following reproduction materials are available from the GE Identity Website to all licensees of the GE trademarks and their suppliers:

- for computer artwork, fonts for Macintosh® computers and Windows® operating systems, including
  - GE Logo Font, including all versions of the
    - signature Monogram
    - Dynamic Monogram
    - linear Dynamic Monogram
  (For information on using this computer font, see document 382, GE Logo Font.)
  - GE Identity Program typefaces, including
    - Univers® and Univers Condensed
    - ITC New Baskerville™
  (For more information on program typography, see document 133, Typography.)

- for manual enlargement, grid drawings (document 540, Signature Monogram Grid Drawings), for use in large-scale hand-painted applications (such as water towers, storage tanks, and billboards), including the signature Monogram in both
  - positive
  - reverse
These guidelines apply to all sales and service businesses authorized to use the GE identity, including:
- dealers
- distributors
- sales representatives
- repair shops

The GE identity—the Company’s name and trademarks and their graphic presentation—is of enormous commercial value to the Company and all businesses selling or servicing GE products. The Monogram is one of the best-known and most highly regarded trademarks in the world. People everywhere know that it symbolizes high-quality products and services from a company with a reputation for dependability and integrity.

As a user of the GE trademarks, you enjoy the benefits of this valuable property, leveraging this asset for competitive advantage every day, and you share with GE an opportunity and responsibility to enhance the value of this property—to protect and strengthen the unique attributes of the GE trademarks for the future.

The key to protecting and enhancing the value of the GE trademarks lies in their correct and consistent use by everyone in all applications. You benefit from others’ correct use, and they in turn benefit from yours. Working together to uphold a common set of standards, we can help ensure that we each get maximum impact from these valuable assets.

This document provides guidelines for correct use of the GE trademarks and graphic system and outlines what is expected of distribution and service businesses representing GE.
As a GE dealer, distributor, sales representative, or repair shop, you are an essential and highly visible part of GE’s business effort. Although you are not part of the Company, you advertise, show, and sell our products, explain and provide our services, and represent GE to our customers.

It is imperative that you, as an authorized sales and service partner with GE, understand and practice proper use of the GE trademarks because in addition to official registration, in the United States, trademarks are protected by continued and proper use.

These guidelines indicate how the GE trademarks and the related graphic system may be used in your marketing applications, such as advertising and sales promotion, and the limitations on their use in your company applications, such as stationery and business forms.

Note: You must be authorized to use the GE trademarks to promote the sale of GE products. Such privileges of trademark use are usually granted in writing as a provision of a sales or service contract that you have with a GE business.
The primary GE trademarks include the
• Monogram
• block letters “GE”
• GE slogan “We bring good things to life.”
as shown at the left.

General Electric Company uses these forms as
• trademarks to identify its products and services
  (for example, in marketing applications such as
  packaging and advertising)
• a trade name to identify itself as a distinct business
  entity (for example, on letterheads) and to
  identify its facilities (on signs) and other property
  (vehicles). Also, GE commonly uses the trade-
  marks as a trade name in product and advertising
  copy, as in the sentence, “For over 100 years,
  GE has served the electric power industry.”

This document
• distinguishes between proper trademark use
  and improper trade name use of the primary
  GE trademarks
• demonstrates the proper use of the GE trademarks
  in distribution and service businesses applications

You are restricted to using the primary GE
trademarks to identify only GE products and/or
services. You are not allowed to use the primary
GE trademarks or any similar marks or terms
as trade names to identify your company, your
facilities, or your property.

To benefit from the enormous selling power
of the marks while at the same time protecting
them, you must use the GE trademarks
consistently and correctly according to this guide.

You may never use the primary GE trademarks
as trade names because such use misrepresents
your company as General Electric Company
and is likely to confuse the public:

• You may never use the primary GE trademarks
  as the predominant identifier on a business
document such as your company letterhead.

• You may never include in your product promotion
  or advertising copy statements such as
  “Call GE at 1-800-555-7878 for information on
  its products.”

• You may use the primary GE trademarks on some
  business documents when both
  - the use is clearly a trademark use
  - the predominant identifier on the document
clearly identifies your company as a party distinct
  from General Electric Company.

This guide provides examples of how the primary
GE trademarks may be used in a subordinate way
on some business documents.
In 1987, GE introduced an identity program built around the primary GE trademarks. The program includes a number of features:

New names help to communicate the Company’s integrated diversity clearly and concisely.

A graphic system featuring new signatures, typography, and colors (see page 12) helps to communicate GE’s attributes of dynamism and innovation while preserving reliability and quality.

Reliability and quality are conveyed by
• continuing use of the Monogram, a 100-year-old symbol that is familiar and trusted
• standardizing the color of the Monogram to Platinum Grey, creating a classic and distinguished presentation
• using a serif typeface, ITC New Baskerville, suggesting traditional qualities

Dynamism and innovation are conveyed by
• using a signature that provides a contemporary environment for the Monogram; the graphic signature features
  - the Laser Line, suggesting high technology
  - the italic typeface Univers, suggesting forward movement
  - an asymmetrical layout, conveying movement with its visual tension
• selectively using a portion of the Monogram on a large scale—the Dynamic Monogram—suggesting that the brand is too dynamic to be contained

Application standards controlling the use of the graphic system in all media help to simplify, modernize, and unify all communications.

GE Identity Program documents containing basic standards and application guidelines assist in the implementation of the program and help protect the value of the GE identity.

Note: Correct trademark practice requires that distribution and service businesses handling GE products use the GE graphic system as specified in this guide in all marketing applications, such as advertising and sales promotion.
Graphic Signatures

The graphic signature is the fundamental visual device used to identify GE products and services. It consists of:

- **the signature Monogram**, a refined drawing of our highly regarded, 100-year old symbol
- **signature typography**, containing a message
- **the Laser Line**, a fine horizontal line suggesting precision and high technology

To satisfy varying needs, the elements of a graphic signature may be arranged in three basic configurations:

- **primary signature**, preferred in all media
- **compact signature**, a condensed version used where space limitations prohibit use of the primary signature
- **vertical signature**, used in narrow formats or where a vertical emphasis is desired

In certain applications, other signature arrangements may be used:

- **One of two special signatures** may be used where the Monogram needs to appear as large as possible in extremely short, wide formats.
- **The Monogram alone** may be used where there is no room for signature typography.

*continued*
Signature Construction

The elements of a graphic signature are separated by minimum spaces based on the diameter (D) of the signature Monogram and the capital height (CH) of the signature typography, as shown in the construction drawing of the primary signature at the left.

The capital height (CH) of the typography used in graphic signatures is based on the diameter of the signature Monogram. It may equal $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, or $\frac{3}{4}$ the diameter (D) of the signature Monogram. In the example, the capital height/Monogram ratio is $\frac{1}{4}$.

The Laser Line is positioned below the Monogram and signature typography and, whenever possible, bleeds left off the format. When this is not possible, the Laser Line should align with the left margin of the format or the left edge of the Monogram.

In the primary and compact signatures and in special signature B, the Laser Line ends as follows:

- If the name “GE” appears at the beginning of the signature typography, it ends at a point of vertical alignment with the lower-right corner of the “E” in “GE.”
- If the name “GE” does not appear at the beginning of the typography, it ends:
  - if the first word is short, at the end of the first word
  - if the first word has a strong vertical such a character ascender or descender or a syllable break, to align with the strong vertical or syllable break
  - in all other cases, at a point to the right of the beginning of the signature typography equal to approximately $1\frac{1}{2}$ the capital height.

In the vertical signature, special signature A, and as an option in special signature B, the Laser Line always extends to the end of the signature typography.

The Laser Line never bleeds right, and it is always cut square (not angled to match the angle of the italic typography).

The Laser Line should be as thin as possible, provided it is clear, strong, and can be easily reproduced. The minimum thickness of the Laser Line is $\frac{1}{2}$ point.

---

*Primary Signature Construction Drawing*

- $D =$ diameter of signature Monogram
- $CH =$ capital height of signature typography

*Note:* All dimensions are given at their minimum specification.
Signature Content
A key feature of graphic signatures is that their messages may vary, depending on the application in which they are used. For example, in signs the graphic signature may contain the “Authorized Dealer” legend, and in product literature, a secondary word mark may be used.

Signature Typography
Univers 68* and, if needed, Univers 48,* are used in most graphic signatures. If the message in a graphic signature consists of two parts, Univers 48 may be used for differentiation, as shown. As an option for product signatures, ITC New Baskerville Italic may be used.

Generally, graphic signatures are typeset in a single size, as discussed on page 13, but in a two-part signature, the longer part may be reduced so its capital height equals 3⁄4, 1⁄2, or 1⁄3 the capital height of the shorter part, provided the reduced part remains clearly legible at the viewing distance typical for the application.

Signature typography is set in capital and lowercase letters, and multiple lines are aligned flush left.

Colors
Two GE colors may be used in graphic signatures, as shown in the examples at the left:
- Platinum Grey, in the signature Monogram and signature typography
- Laser Red, in the Laser Line

Signatures also may be reproduced entirely in Platinum Grey, black, or white with the option to use only Laser Red in only the Laser Line. Any appropriate color may be used in the background, with the signature reproduced in white or black.

Program Typography
In permanent media such as stationery, signs, and vehicles, Univers is used for all typography.

In promotional applications such as advertising, brochures, product literature, and sales promotion materials, ITC New Baskerville is used for headings and text. Univers may be used as a typographic accent: for example, in page numbers and captions.

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
1. Do not use the GE graphic system in company (or corporate identity) applications.

Company (or corporate identity) applications include your company letterhead, business cards, forms and checks, facility signs, and vehicles. These applications are used to identify your company—not General Electric Company—as the supplier of GE products and services. Since GE uses the GE graphic system in all company or corporate applications, it would be confusing if sales and service businesses were also to use the system in their corporate applications.

2. Use the GE graphic system in marketing applications.

Marketing applications include product advertising and literature, tradeshow exhibits, and point-of-sale displays.

Since these applications identify products or services sold under the GE trademarks according to your sales or service agreement, they should prominently feature the GE graphic system—not your own company identity.

3. Thus, in general, for the following applications:

<table>
<thead>
<tr>
<th>Company applications</th>
<th>use this identity:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• recruitment advertising</td>
<td>your own company identity</td>
</tr>
<tr>
<td>• employee communications</td>
<td></td>
</tr>
<tr>
<td>• checks</td>
<td></td>
</tr>
<tr>
<td>• business forms not specific to licensed products</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company applications with incidental marketing value</th>
<th>dominant: your own company identity</th>
</tr>
</thead>
<tbody>
<tr>
<td>• stationery</td>
<td>subordinate: graphic signature with generic product or service names or illustrations</td>
</tr>
<tr>
<td>• primary facility signs</td>
<td></td>
</tr>
<tr>
<td>• vehicles</td>
<td></td>
</tr>
<tr>
<td>• business forms specific to licensed products</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing applications</th>
<th>dominant: GE graphic system</th>
</tr>
</thead>
<tbody>
<tr>
<td>• product literature</td>
<td>subordinate: your name and address</td>
</tr>
<tr>
<td>• sales promotion</td>
<td></td>
</tr>
<tr>
<td>• advertising</td>
<td></td>
</tr>
</tbody>
</table>

continued
4. In all applications, follow these general guidelines:

- Use the communicative name “GE” to refer to the Company. GE’s communicative name no longer includes the misleading connotation “Electric,” which now relates to only a few GE businesses.

  Note: “General Electric Company” is still used for legal purposes, and outside North America where “GE” is not commonly recognized, “General Electric” may be used.

- Do not use the GE trademarks in any way that might mislead or confuse the public as to the independent relationship between your distribution or service business and GE. To help clarify this relationship, you must prominently display the “Authorized” legend with “Dealer,” “Distributor,” “Sales Representative,” or “Repair Shop” and applicable product illustrations or names.

- Do not incorporate the GE trademarks into the name of a distribution or service business outside the Company.

- Prominently display your business name (and/or identity) in media. Except in marketing applications (as listed under rule 3 on page 15), all GE identification must be less prominent than the name and/or identity of a distribution or service business outside the Company.

- When displaying the name or illustration of a GE product, place the Monogram immediately next to it (for illustrations, superimposed over it). The Monogram should never be overlapped by another graphic element.

- If a GE product is not named or illustrated, do not use GE trademarks. Every use of the Monogram must be in direct association with the names or illustrations of the GE products or services handled or with the products themselves.

- Use only the following words in a graphic signature:
  - “Authorized” legends including “Distributor,” “Dealer,” “Sales Representative,” or “Repair Shop”
  - generic names of GE products you sell or service
  - authorized GE secondary word marks

  Do not use the name “GE” or any other words or phrases in graphic signatures.

- Do not use any background treatment or other graphic device superimposed or infringing on the Monogram so as to embellish it or detract from its singular purpose: to identify the GE brand.

- Use the authorized GE colors in graphic signatures as described on page 14.

- Use only Univers 68* and, if needed, Univers 48* and, as an option in product signatures, ITC New Baskerville in graphic signatures as described on page 14. Do not use any other typeface.

- Use ITC New Baskerville in copy in marketing applications as described on page 14.

- Organizations sponsored by distribution or service businesses outside the Company or those formed or operated by the employees of a dealer or other sales or service company may not use the Monogram for promotional or identification purposes.

Examples of typical applications demonstrating correct use of the GE trademarks, GE graphic system, and distribution and services businesses names and identities appear on pages 30 to 50.

continued
5. When using GE secondary word marks in advertising and promotion, follow these guidelines:

- In the first or most prominent use of a secondary trademark in each application, follow the trademark with an asterisk referring to one of these statements in the official language of the country:
  *Trademark Proprietor General Electric Company
  *Trademark of General Electric Company

- Use the GE trademarks and secondary word marks only as adjectives, never as nouns, and never in the possessive or plural forms. Use the generic name of the product or article to which the trademark applies in all media each time the trademark is used to make it clear that the trademark designates the origin of that product and not the name of the product.
In addition to the guidelines appearing on other pages of this document, when using the GE trademarks and name outside the U.S.A., follow these special guidelines:

- **GE trademarks may be used in all countries outside the U.S.A., subject to local restrictions, by distribution and service businesses outside GE under agreements with GE businesses.**

- **GE marks should not be translated into foreign languages.** Similarly, in text the trade names “GE,” “General Electric,” and “General Electric Company” should remain in English whenever possible.

  **Note:** Although exclusive use of the communicative name “GE” is preferred, outside North America where the abbreviation is not commonly recognized, “General Electric” may be used. In text, use the name “General Electric” when the Company is first mentioned, but use “GE” in subsequent references. In a graphic signature, use the name as shown in the first example below.

- **Never translate or change the Monogram.** The Monogram may not be redrawn or altered in any way.

- **Standard Trademark Protection Notice**

  Since trademark laws vary from country to country, use one of the following forms of notice, particularly in printed matter, in all countries outside the U.S.A.:

  - **Form 1**
    Follow a GE trademark with an asterisk referring to one of these statements in the official language of the country:
    - Trademark Proprietor General Electric Company
    - Trademark of General Electric Company

  - **Form 2**
    Use this statement without an asterisk:
    - General Electric
    - GE Motors
    - We bring good things to life.
    - Trademarks of General Electric Company
Advertising

Advertising is one of the most visible and effective applications used to maintain high GE brand awareness in the marketplace. Upholding common standards gives all GE brand advertising a collective strength that adds impact to each individual advertisement.

To optimize the impact of advertising prepared by sales and service businesses outside GE, you should relate it to all other GE advertising by following the advertising guidelines presented on pages 30 to 33.

The advertisements shown on pages 30 and 31 are based on a flexible and effective format suitable for many of your requirements. Incorporated into the format are spaces for headlines and body copy, product illustrations, and your business identification.

Univers and ITC New Baskerville typefaces (see page 14) are used in advertising as a means of maintaining a consistent appearance in all promotions of GE products and services.

In addition to the points mentioned here, you should also follow the general guidelines for trademark use and application of graphic signatures (see pages 12 to 14). (Note: Advertisements provided by GE will include open space for dealer or distributor identity. Dealer or distributor identity should be visually balanced with the GE graphic signature but should not appear in the space immediately surrounding the GE graphic signature. See the sample specification sheet on page 37.)

Print Advertising Guidelines

• For the basic layout of a large multiproduct advertisement, as shown on page 31, use a grid of equal-size rectangles. For the basic layout of a small single-product advertisement, as shown on this page, use a single rectangle.

  - Place a single product illustration and its descriptive copy within each rectangle.

  - For large products and those usually grouped together, use two to four rectangles.

  continued
• Display the signature Monogram next to each GE product illustrated or named for sure and fast identification of GE merchandise.

In advertisements that include only GE products, a graphic signature may be used in place of a headline, as shown in the example at the right. Note: The Monogram alone or a graphic signature may not be used as a word within a headline.

• To emphasize and differentiate subheads, product names, and graphic signatures, reverse them from solid bars or bands.

- Use a solid black bar at the top of each product illustration rectangle and reverse the product name or a special signature containing the name (see page 12) in white, as shown in the example at the right.

- Use a solid black or gray bar at the bottom of each product illustration rectangle and reverse in white any additional information.

• To emphasize headlines and sign-offs, highlight them with large type, use color, or reverse them from solid bars or bands.

- In a large advertisement, use solid bars above and below the headline or graphic signature and reverse subheads in white.

- Use a solid band at the bottom of the advertisement and reverse the sign-off information in white.

• Use the italic versions of Univers for
- headlines and subheads
- product names and statements appearing in bars and bands

Note: Avoid the roman versions of Univers.

• Use the roman versions of ITC New Baskerville for all descriptive copy.

• Use flush left, ragged right settings for all typography.

• Avoid the use of illustrations other than product illustrations.

• Avoid secondary logos or design marks.
Television and Radio Advertising Guidelines

- You may use a graphic signature to contain the “Authorized” legend in the sales or service business identification at the end of television commercials, as shown in the example below.

- Use the name “GE” and not “General Electric” in all verbal references to the Company and its components, subcomponents, and licensed affiliates (if appropriate). (For exceptions to this rule in advertising outside the U.S.A., see page 20.)

Telephone Directory Advertising Guidelines

- Although you may use GE trademarks in telephone directory advertising, you may not incorporate them into your business name. For example, in a White Pages listing in the telephone directory, you may not be listed as “GE Appliance Dealer.”

In the White Pages of the telephone directory, place your listing under your own business name. Do not list it under “GE” or “General Electric.”

A correct listing displays only the correct business name, as shown below:

ACME APPLIANCE CENTER
110 Elm St 555-4567

- Your name may be followed with your “Authorized” legend, the name of the Company, and the names of the GE products or product lines you handle, as shown below:

SANchez
Distribuidor Autorizado
General Electric Company
[names of products you handle]
47 Calle Ocho 555-8889

continued
Yellow Pages Advertising Guidelines

When using GE trademarks in Yellow Pages advertising, follow these basic guidelines:

- **Use a GE heading or finding line** to identify the product lines or services you handle.

*Display Advertisements:*

- **Make the size of your business name larger than the GE trademarks.**

- **Do not use the Dynamic Monogram.** The Dynamic Monogram may not be used by your business in advertising or any application except signs, as described on page 38.

- **Use authorization statements** such as “Factory Trained Technician” or “Authorized Service” *only* if you have a written agreement with GE to provide in-warranty service.

- **You may use a graphic signature to contain the “Authorized” legend along with the names of the products you handle,** as shown in the following example of a display advertisement.

**In-column Listing:**

Note: Trademark and trade name listing programs may be available through the GE business you represent.

- **When a GE program is available,** your listings must be placed with the GE business component’s agency. Contact your sales representative for further information. Do *not* go through local Yellow Pages sales.

- **If a GE program is not available,** advise local Yellow Pages sales of GE’s guidelines for Yellow Pages advertising.

Sample in-column listing formats are shown below.

GE REFRIGERATORS FOOD FREEZERS

AUTHORIZED DEALER

Acme Appliance Center
110 Elm St 555-4567

GE REFRIGERATORS FOOD FREEZERS

Select from a full line of refrigerators and freezers, featuring the exciting Space Center refrigerator backed by GE Consumer Service.

"WHERE TO CALL"

AUTHORIZED DEALER

Acme Appliance Center
110 Elm St 555-4567
You may use displays to promote GE products and highlight product features at the point of purchase.

The examples on this page demonstrate the proper use of graphic signatures, program typography, and colors as they relate to typical point-of-purchase materials.

As a general rule, relate the layout and color of point-of-purchase materials to the theme of the promotion or environmental graphics, taking care to adhere to the guidelines presented on previous pages.
You may use GE identification in print and product literature according to these general guidelines and those presented on previous pages:

- In each case, make it clear to the public that a local store, not the Company, is promoting GE products.
- Use the “Authorized Dealer” or other appropriate legend.

- If GE products are not named or illustrated in the print materials, the GE trademarks and the “Authorized Dealer,” or “Distributor” legends may not be displayed, even if you handle GE products.
- Display the signature Monogram next to each GE product illustrated or named for sure and fast identification of GE merchandise.
- Use the GE graphic system described on pages 12 to 14 and follow the five rules on pages 15 to 17.
- In the reproduction materials, promotional brochures, and mailers given to you by GE, adequate space is provided for your identification.

continued
AutoMatt
Matt Saxon’s personal selection... the best of everything for your car.
210 Fifth Avenue, 555-AUTO

Pierce Electronics
Authorized Distributor
WattMiser® Bulbs

Now...Slash your light bill up to 70% (without giving up light)
You may use GE identification on facility signs. Specific use is outlined in your written agreement or sales contract and follows these general guidelines:

- Regardless of the form used, keep the GE trademark less prominent than your business identification.
- When displaying the Monogram, adhere to the color standards on page 14.
- Display the Monogram with the full “Authorized” legend plus the names of the products or services handled, as shown in the example below.

The Dynamic Monogram may be used in signs, but only in those signs specified by GE in a specific sign program. Note: You may not incorporate the Dynamic Monogram into any other signs or into any other applications. For more information, contact the business you represent.

Simpson's Winding Co.

Authorized Distributor
Motors
Motor Controls & Parts
Transformers
Circuit Protective Devices

Casa Antonio

Distribuidor Autorizado Lampa

continued
The triptych system is a flexible and distinctive way to maximize identification. Its simplicity lends itself to a variety of applications and reproduction techniques. For example, the triptych system may be used in applications such as stationery, business forms, displays, and vehicles, as well as signs.

Each panel of the triptych carries specific information:
- **The first panel** features the Monogram alone.
- **In the middle panel,** either the generic name of the product or service offering or the “Authorized” legend, typeset in capital and lowercase Univers 68*, may be used.
- **The third panel** features your name (preferably typeset in capital and lowercase Univers 68*), other GE primary trademarks, or any of the information that may appear in the middle panel, described above.

**Two color treatments may be used in the triptych:**
- **In the reverse version,** shown at the left, the letters/curlicues of the Monogram and all typography in each panel are reproduced in white against a Platinum Grey or black background.
- **In the positive version,** shown below, the outline circle and the field of the Monogram and all typography in each panel are reproduced in Platinum Grey or black against a white background.
- **In either version,** other primary GE trademarks, such as Hotpoint and RCA, may be reproduced in black, white, or the color usually associated with the mark—whichsoever color maintains strong contrast with the selected background.

*In computer typesetting, other names may be used, such as
- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique
When properly identified, your vehicles build awareness not only for your business but for GE as well.

To avoid confusion, you must communicate your independent relationship with GE by

- keeping the trademark identification of the GE products that you handle subordinate to the name of your business
- displaying the Monogram with the full “Authorized Dealer” or “Distributor” or “Service” legend that includes the names of the products sold or services rendered

The triptych system, described on page 39, may be used on trucks with the Monogram, product or service names, and “Authorized” legend. If you repeat the triptych on the back of your vehicle, you may repeat your business name in the third panel.
You may use GE identification on your stationery, including letterheads, envelopes, and business cards, provided your own business identification is predominant.

Specific use is outlined in your written agreement or sales contract and follows these general guidelines:

- **Adhere** to the guidelines for application of graphic signatures. (See pages 12 to 14.)
- **Reproduce** the Monogram and signature typography in Platinum Grey or black in all applications.

On stationery, either

- display a graphic signature with either
  - the names of the GE products sold
  - the full “Authorized Dealer,” “Distributor,” or “Service” legend and the names of the GE products sold or services rendered
- use the triptych system to include the Monogram, “Authorized Dealer” legend, and names of the GE products sold (see page 39)

**Note:** Regardless of the form used, the GE trademark must always be less prominent than your business identification.

Typical letterheads, top portion, shown at reduced size

Typical business cards shown at actual size
You may use GE identification on your business forms—but only on those forms specifically related to GE products.

On forms such as invoices or statements, either

- display a graphic signature with
  - the names of the products sold
  - the full “Authorized Dealer,” “Distributor,” or “Service” legend that includes the names of the products sold or services rendered

- use the triptych system to include the Monogram, “Authorized Dealer” legend, and name of the product sold (see page 39)

Note: Regardless of the form used, the GE trademark must always be less prominent than your business identification.

Typical business forms related to GE products, top portion, shown at reduced size
The Monogram is an original hand-lettered design which may never be redrawn or altered in any way. For correct and consistent display of this trademark, always use official reproduction materials. Never reproduce the signature Monogram from second-generation photostats or other unauthorized copies.

The following reproduction materials are available from the GE Identity Website to all sales and service businesses authorized to use the GE trademarks and their suppliers:

- **for computer artwork, fonts** for Macintosh® computers and Windows® operating systems, including
  - GE Logo Font, including all versions of the
    - signature Monogram
    - Dynamic Monogram
    - linear Dynamic Monogram
  (For information on using this computer font, see document 382, GE Logo Font.)
  - GE Identity Program typefaces, including
    - Univers® and Univers Condensed
    - ITC New Baskerville™
  (For more information on program typography, see document 133, Typography.)

- **for manual enlargement, grid drawings** (document 540, Signature Monogram Grid Drawings), laser-printed drawings for use in large-scale hand-painted applications (such as water towers, storage tanks, and billboards), including the signature Monogram in both
  - positive
  - reverse

Macintosh is a trademark of Apple Computer, Inc., registered in the U.S. and other countries. Windows is a registered trademark of Microsoft Corporation in the United States and/or other countries. Univers is a registered trademark of Heidelberger Druckmaschinen AG. ITC New Baskerville is a trademark of International Typeface Corporation.
These special guidelines apply to original equipment manufacturers (OEMs) who use GE components, products, materials, or subassemblies in their products.

The guidelines are excerpted from the following GE Identity Program documents:
- 210, Products
- 220, Packaging
- 230, Shipping Cases & Cartons

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Original Equipment Manufacturer (OEM) Customers & Their Dealers

On request, a manufacturer whose products use GE components, products, materials, or sub-assemblies may be authorized to attach a permanent information plate to the products naming the GE products or materials included. When the plate clarifies information such as warranty coverage or service channels, it can benefit GE.

When the OEM prepares the plate, the plate should include only the initials “GE,” not the Monogram: for example,

![Equipped with GE Fractional-HP Motor](image)

All plates prepared by OEMs must be approved by the responsible GE business.

OEM customers may not be authorized to use GE trademarks on product packaging or in their advertising and promotion. On customers’ packages, references to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”

When a GE business supplies plates, tags, or labels to a customer OEM, these Company-prepared attachments should follow these guidelines:

- Make sure that the “equipped with” statement and graphic signature are less prominent than the OEM name or trademark on the complete product.
- Subordinate the graphic signature to the “equipped with” statement: for example,

![Equipped with GE Motor](image)

- Supply the OEM with the same number of attachments as products. When the GE product is a material sold in bulk, establish suitable standards for determining the number of attachments to be supplied.
- Make sure that the tags and labels are removable and obviously impermanent.
- OEM customers may not use GE trademarks on product packaging. On customers’ packages, reference to the products supplied by GE should be a factual statement, such as “Equipped with GE Motor.”

The GE business selling the component product and supplying the plates, tags, or labels
- must detail limitations on use of the marks in writing to avoid any confusion; the agreement must state that the OEM or its distributors or dealers will not use GE trademarks in advertising or promotion
- is responsible for taking action if its customers or customers’ resellers abuse privileges of use or if misrepresentation occurs.
Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the primary GE trademarks on product packaging. References on customers’ packages to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”
Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the primary GE trademarks on shipping cases and cartons. References on customers’ packages to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”
These guidelines help you use any GE Identity Program document in the Adobe® Acrobat® Reader™ program on your computer.

Contents

Getting Started 381.01
Standard Navigational Tools 381.02
Custom Links 381.04
Document Plan 381.05
Using the Adobe® Acrobat® family of programs, a file prepared in any program on any computer with any typeface and graphics can be compressed and converted into the Adobe portable document format (PDF), which can be viewed on a different computer with only Acrobat® Reader™ installed. The program, typefaces, and graphics used to create the original file need not be installed on the viewing computer.

The electronic files of all GE Identity Program documents have been compressed and converted to PDF files to make them widely accessible.

To view any GE Identity Program document on your computer, all you need is Adobe Acrobat Reader.

1. **Install Adobe® Acrobat® Reader™**

To open a GE Identity Program document on your computer, first install the Adobe Acrobat Reader program. It is available at no cost from Adobe Systems' website: www.adobe.com.

Acrobat’s standard navigational tools help you move easily within and between Acrobat documents and other resources to find quickly the information you seek. These tools include

- bookmarks
- thumbnails
- other toolbar buttons
- scroll bars
- keyboard shortcuts

To familiarize yourself with Acrobat's standard navigational tools, open the Acrobat Reader Guide in the Help menu.

2. **Open the document.**

To open a GE Identity Program document once Adobe Acrobat Reader has been installed, double-click the document icon.

This document includes a brief description of some of the tools you will use most often in viewing GE Identity Program documents.

For guidelines on using

- bookmarks and thumbnails, see pages 02 and 03
- custom links, see page 04
- the Document Plan on the GE Identity Program Standards & Guidelines CD, see page 05
Bookmarks

Most GE Identity Program documents open with a contents listing—known in Acrobat as bookmarks—displayed in the navigation pane and the document cover displayed in the document area, as shown in the example at the left.

To show or hide the navigation pane, either click the navigation pane button on the toolbar or click one of the tabs at the left of the navigation pane.

To show or hide bookmarks, click the Bookmarks tab in the navigation pane, as shown in the example at the left.

To go to a bookmarked page, click its bookmark.

At the left of a bookmark, a box with a plus sign (on Macintosh® computers, a right-pointing triangle) indicates that the bookmark contains nested bookmarks.

To show nested bookmarks, click the box at the left of the bookmark so it displays a minus sign, as shown in the example at the left. On Macintosh computers, click the triangle so it points down.

To hide nested bookmarks, click the box so it displays a plus sign. On Macintosh computers, click the triangle so it points to the right.

To show bookmarks that extend below the navigation pane, use the scroll bar at the right of the pane.

To increase the width of the navigation pane, drag the window splitter (located below the lower-left corner of the document area) to the right, as shown in the example at the left.

continued
Thumbnails

Most GE Identity Program documents contain small pictures of the document pages—known in Acrobat as thumbnails—which can be displayed in the navigation pane instead of bookmarks, as shown in the example at the left.

To show or hide the navigation pane, either click the navigation pane button on the toolbar or click one of the tabs at the left of the navigation pane.

To show or hide thumbnails, click the Thumbnails tab in the navigation pane.

To show thumbnails that extend below the navigation pane, use the scroll bar to the right of the navigation pane.

To go to a specific page, click its thumbnail.

To increase the width of the navigation pane, drag the window splitter (located below the lower-left corner of the document area) to the right, as shown in the example at the left.

*In Acrobat Reader 3.01 and earlier versions, the Acrobat page number shown below the thumbnail does not correspond to the GE Identity Program document page number in the upper-right corner of each document page. In Acrobat Reader 4.0 and later versions, the Acrobat and document page numbers are the same.
To go to the first page of a topic, click the topic in a table of contents.

To go to the first page of a cross-reference, click the reference.

To return to a table of contents, click the reference.

To go to the Glossary for the definition of a GE Identity Program term, click the term.

Notes:
- Only the first occurrence of a term on each page is linked.
- When changes in the glossary prevent a link from displaying the desired term and its definition, scroll to find them.
- In some documents, terms are linked to definitions in the document instead of the glossary.

Additional custom navigational tools — links — are built into GE Identity Program documents, as shown in the examples at the left.

As an Acrobat tool like the hand tool is scrolled over a page, it changes to a pointer hand when a link is found.

To go to the linked destination, click the link.

Note: Links between documents are accessible only if the linked document is available.
In the computer version of the GE Identity Program Standards & Guidelines, a visual plan of all document covers is provided on the last page, shown below. In the plan, each document cover is linked to the actual document.

To go to the Document Plan from the cover of the Standards & Guidelines, click the Document Plan button, as shown in the example at the left.

To go to the Document Plan from any page in the Standards & Guidelines, either
- click the last page button on the toolbar
- use the scroll bar to the right of the document area

To go to any document shown in the Document Plan, click the document.
GE Logo Font is a computer font that contains—instead of the alphabet—all versions of the

• **signature Monogram** (the full Monogram used in graphic signatures)
• **Dynamic Monogram** (the partial Monograms, each used as optional graphic support)

Once GE Logo Font is installed on a computer, any version of the Monogram can be created by simply typing a key or series of keys in any computer program that provides font menus.

GE Logo Font for Macintosh and Windows computer platforms is available to all GE employees and their suppliers from the GE Identity Website.

These guidelines help you use GE Logo Font on a computer to create the signature and Dynamic Monograms.

*For technical assistance installing GE Logo Font,* contact your local computer technical support.

Related guidelines are available from the GE Identity Website:

To **construct a graphic signature**, see document

• 131, *Graphic Signatures*

To use color in the signature Monogram or any version of the Dynamic Monogram, see documents

• 132, *Color*
• 134, *Dynamic Monogram*

To use the Dynamic Monogram in any program application, see document

• 134, *Dynamic Monogram*
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Adobe, ATM, Illustrator, PageMaker, PostScript, and Type Manager are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Macintosh and TrueType are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. QuarkXPress is a trademark of Quark, Inc., registered in the U.S. and other countries. Windows is a registered trademark of Microsoft Corporation in the United States and/or other countries.
GE Logo Font is a computer font that contains—instead of the alphabet—all versions of the
• signature Monogram
• Dynamic Monogram

Once GE Logo Font is installed on your computer, you can create the Monogram by simply selecting
GE Logo Font and typing a key or series of keys in any program that provides font menus.

Note: GE Logo Font is installed following the same procedure used for any other font on
your computer; this guide does not contain installation instructions.

The same general procedure is used to create all versions of the
• signature Monogram
  (the full Monogram used in graphic signatures)
• Dynamic Monogram
  (the partial Monograms, each used as optional graphic support):
  • Type the keys required to produce the desired Monogram.
  • Convert the typed characters to GE Logo Font either before or after typing them.

This general procedure is illustrated below.

continued

1. Place the typing cursor at the point where the Monogram will begin.
2. Follow the steps in either 2A or 2B at the right, depending on whether you wish to convert the typed characters to GE Logo Font before or after they are typed.

2A. Select
- GE Logo Font from the font menu
- the Monogram point size*

Type the key or series of keys required to produce the desired Monogram (in this case, “g”).
This produces the desired Monogram (with the typing cursor at the right of the Monogram).

2B. Type the key or series of keys required to produce the desired Monogram (in this case, “g”) in any font and point size.*

Select (highlight) the letter or series of letters.

With the letter or series of letters selected, select GE Logo Font from the font menu. This converts the selection to the desired Monogram (with the typing cursor at the right of the Monogram).

* The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information, see pages 10 to 12.
To correctly size the signature Monogram for a graphic signature, use a point size for the signature Monogram that is two, three, or four times the point size of the signature typography. Conversely, use a point size for the signature typography that is one-half, one-third, or one-quarter the point size used for the signature Monogram.

For more information on sizing the signature Monogram, see pages 10 to 12.

To construct graphic signatures, see document 131, Graphic Signatures, pages 11 to 18.

All versions of the Dynamic Monogram are provided in two forms: for use in either
- comprehensives (mock-ups), correctly trimmed
- artwork, with additional area for bleed and trim marks showing the correct crop

For guidelines on using the correct version, see pages 07 and 08.

For reproduction alternatives and use guidelines, see document 134, Dynamic Monogram.

Ensure correct color reproduction of the signature and Dynamic Monograms by using the correct positive or reverse version.

Remember: The letters/curlicues are always lighter than the field. Typically, the Monogram field is black or Platinum Grey (40% to 50% black), and the letters/curlicues are white.

For guidelines on using the correct positive or reverse version of the signature Monogram, see pages 04 and 05.

Cautions

- Use a plain or normal style attribute for all characters in GE Logo Font. Italic, bold, outline, condensed, or any other style attributes will distort GE Logo Font.
- Use flush left, flush right, or centered settings. To avoid unpredictable results, do not use justified settings for GE Logo Font.
- Use the value for “white” that is standard in the computer program you are using. Sometimes this value is “paper” or “0% black” instead of the “white” used in this guide.
- For best results when using GE Logo Font in
  - Adobe Illustrator®, uncheck Auto kerning in the Character window displayed from the pull-down Type menu: Type > Character… > ☐ Auto kerning (or set the kerning value to zero in the character palette)
  - Adobe PageMaker®, check “No track” in the pop-up Track menu displayed from the pull-down Type menu: Type > Track > ✔ No track
  - QuarkXPress®, check “Standard em space” in the Typographic Preferences window displayed from the pop-up Preferences menu on the pull-down Edit menu: Edit > Preferences > Typographic… > ☑ Standard em space
- Computer screens and video monitors do not display the linear patterns and trim marks well.
  - Never use the linear versions of the Dynamic Monogram in files intended for display on computer screens or video monitors.
  - Ignore the poor screen display of the trim marks; the screen display is unrelated to the output.
- Type the correct characters.
  - The following characters are not used in GE Logo Font:
    - the numerals 1 and 0
    - the letter I
  - A capital letter indicates that the Shift key must be used with the character key.
PostScript® or TrueType® Font?

GE Logo Font is available in two font forms: PostScript and TrueType. Both forms are available for either Macintosh® computers or Windows® operating systems.

What is the difference between the two forms?
• In a PostScript font, any kind of curve, regardless of complexity, can be rendered. By contrast, in a TrueType font, curves must be broken down into parts of mathematical forms such as circles and ellipses. As a result of this breakdown in a TrueType font, complex curves tend to flatten and become spatulate, losing their correct, full roundness. Bumps appear, and the thickness of strokes is distorted. The examples below show the difference between the correct PostScript rendering (in red) and the degraded TrueType rendering (in blue).

• Another difference is that PostScript fonts require the font utility Adobe® Type Manager®. The minimal version required, ATM® Light, is available at no cost from Adobe Systems' website: www.adobe.com.

Which should be used?
• In artwork, the PostScript font is required. Because of its ability to render the complex curves of the Monogram correctly with no distortion, the PostScript version of GE Logo Font is used in computer artwork prepared for high-quality reproduction, including artwork for marketing materials such as brochures, product literature, point-of-sale, direct mail, and websites.
• In word-processing and presentation programs used on GE's office computers, the TrueType font is acceptable. Although the degradation in the quality of the Monogram in the TrueType version of GE Logo Font is regrettable under any circumstance, this font forms may be used when quality is not of paramount importance.
When the Monogram is correctly reproduced using a word processing program, the field is black or Platinum Grey, and the color of the paper appears in the letters/curlicues.

Note: The letters/curlicues are never darker than the field.*

To create the correct color in each part of the Monogram, carefully follow the steps shown at the right.

Note: The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information on sizing the signature Monogram and typography, see pages 10 to 12.

To produce a black Monogram:
1. Type “g” in GE Logo Font to use the positive signature Monogram.
2. Make the Monogram black. This produces a Monogram with black in the field and the color of the paper in the letters/curlicues.
3. In the laser printer, use any appropriate color paper such as white, off-white, light grey, or light or bright colors.

To produce a Platinum Grey Monogram:
1. Type “g” in GE Logo Font to use the positive signature Monogram.
2. Make the Monogram (and signature typography) 40% black (and make the Laser Line solid black).
3. In the laser printer, use white, off-white, or very light grey paper.

To avoid errors in reproduction:
Never type “e” in GE Logo Font to produce the reverse signature Monogram. In word processing programs, this key produces a Monogram with a value in the letters/curlicues that is darker than the field, which is incorrect.

To avoid errors in color:
Never use any color but black or Platinum Grey in the signature Monogram, typography, and Laser Line (as described in the second example at the left).
Correct reproduction of a graphic signature requires all elements to be black or Platinum Grey against a light background; as an option, only Laser Red may be used in only the Laser Line.*

*For additional guidelines on color in the Monogram and graphic signatures, see document 132, Color.
To reverse or “drop out” a Monogram:
1. Create a medium to dark background color (such as black, above).
2. Type “e” in GE Logo Font to use the reverse signature Monogram.
3. Make the Monogram (and signature typography) 40% black (and make the Laser Line solid black).
Note: For best output, use a printer with high resolution such as 600 dots per inch (dpi). Avoid using a 300-dpi printer.
4. In the laser printer, use white (shown above), off-white, or light grey paper.

To produce a Platinum Grey Monogram:
1. Type “g” in GE Logo Font to use the positive signature Monogram.
2. Make the Monogram (and signature typography) 40% black (and make the Laser Line solid black).
Note: For best output, use a printer with high resolution such as 600 dots per inch (dpi). Avoid using a 300-dpi printer.
3. In the laser printer, use white (shown above), off-white, or very light grey paper.

To produce a black Monogram:
1. Type “g” in GE Logo Font to use the positive signature Monogram.
2. Make the Monogram black. This produces a Monogram with black in the field and the color of the paper in the letters/curlicues.
3. In the laser printer, use any appropriate color paper such as white, off-white, light grey (shown above), or light or bright colors.

When the Monogram is correctly reproduced in a drawing, painting, or page layout program, the letters/curlicues are lighter than the field.

Note: The letters/curlicues are never darker than the field.*

To create the correct color in each part of the Monogram, carefully follow the steps shown at the right and on the next page.

Note: The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information on sizing the signature Monogram and typography, see pages 10 to 12.

*For additional guidelines on color in the Monogram and graphic signatures, see document 132, Color.

To avoid errors in color:
Never use any color but black, Platinum Grey, or white in the signature Monogram, typography, and Laser Line (as described in the examples at the left).

Correct reproduction of a graphic signature requires all elements to be black or Platinum Grey against a light background or white against a dark background; as an option, only Laser Red may be used in only the Laser Line.*

continued
To produce a Monogram with a black field and white letters/curlicues on a colored background:

1. Create a light to dark background color such as the medium grey shown above.

2. To create the Monogram, follow the steps in either 2A or 2B at the right.

3. In the laser printer, use white paper.

2A. Place the typing cursor at the point where the Monogram will begin.

Select
- GE Logo Font
- the Monogram point size*
- the color white

Type “Shift - G”. This produces a solid white circle (with the typing cursor remaining at the left of the circle).

Select the color black, and type “g”. This produces a black Monogram on top of the white circle (with the typing cursor at the right of the Monogram).

2B. Place the typing cursor at the point where the Monogram will begin and type “Shift - G” and “g” in any font and point size.* This produces the letters G and g.

Make the capital G white and the lowercase g black. Then select (highlight) both letters.

With the letters still selected (highlighted), select GE Logo Font from the font menu. This converts the letters into a Monogram with a black field and white letters/curlicues (with the typing cursor at the right of the Monogram).

*The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information, see pages 10 to 12.
The Dynamic Monogram is reproduced
- large
- bleeding off the format (so that it appears to continue beyond the edge of the format)
- in a subtle color of low contrast to the background
- with the letters/curlicues lighter than the field

Note: The letters/curlicues are never darker than the field.*

To produce correct Dynamic Monograms in comprehensives (or mock-ups) using a computer and an imaging device such as a laser printer, use the Dynamic Monograms available on the character keys a, s, d, f, x, c, v, b, n, and m in the lower half of the keyboard, as shown above.

Note: Do not use these Monograms in artwork that will be reproduced by traditional methods such as offset lithography. For that purpose, use the other Dynamic Monograms with extra area for bleed and trim marks, as described on page 08.

When you want the background color to appear in the letters/curlicues, use the positive Dynamic Monograms. Type “a”, “d”, “x”, “c”, or “v” and color the Monogram darker than the background.

When you want the background color to appear in the field, use the reverse Dynamic Monograms. Type “s”, “f”, “b”, “n”, or “m” and color the Monogram lighter than the background.

When you want both the color in the letters/curlicues and the color in the field to be different from the background, use both a colorable letters/curlicues key and the corresponding positive Dynamic Monogram key:
- For the right-bleeding three-quarter version, type “Shift - X” and “x”.
- For the left-bleeding three-quarter version, type “Shift - D” and “d”.
- For the one-quarter version, type “Shift - C” and “c”.
- For the right-bleeding horizontal version, type “Shift - A” and “a”.
- For the left-bleeding horizontal version, type “Shift - V” and “v”.

Note: You must enter the color value and point size and type the keystrokes in the same sequence that is used to create the signature Monogram. Follow the instructions for this procedure on page 06, substituting the keystrokes given above.

*For examples of reproduction alternatives and additional guidelines, see document 134, Dynamic Monogram.
When correctly reproduced, a Dynamic Monogram appears to continue beyond the edge of the format on which it is displayed.

To produce this effect in traditional printing (such as offset lithography), the Monogram is printed on paper larger than the trim size, and it extends beyond the trim edge. The excess, known as the bleed area, is trimmed off in the final steps of the printing process.

In artwork prepared for reproduction by traditional printing methods, use the Dynamic Monograms available on the numeral keys 2, 3, 4, 5, 6, and 7 and the character keys q, w, o, and p in the upper half of the keyboard. They contain both

- trim marks to indicate the correct crop
- the extra area that will be cut off when the printed piece is trimmed to the finished size

Note: Do not use these Monograms in documents that will be output on laser printers. Use them only to prepare artwork for reproduction by traditional methods such as offset lithography.

For more information, see document 382.Sup, GE Logo Font Supplement (filename: LOGO_SUP.pdf), available from the GE Identity Website.
Detailed guidelines for creating the linear versions of the Dynamic Monogram are contained in document 382.Sup, GE Logo Font Supplement (filename: LOGOSUP.pdf), available from the GE Identity Website.

Caution: Although the guidelines in document 382.Sup, GE Logo Font Supplement, make the process of creating the linear Dynamic Monograms appear easy, the ability to follow the directions and display, print, and reproduce acceptable results requires extensive knowledge of and experience in

- the limitations of and interactions among computer memory, computer programs, and display and output devices
- basic design principles
- the requirements of the GE Identity Program

Therefore, use of the linear Dynamic Monograms is recommended only to professional graphic designers preparing artwork on high-end computers for traditional reproduction methods such as offset lithography.

Use by office personnel in documents prepared on standard office computers for display on computer screens and/or output on laser printers is strongly discouraged.
When correctly sized in a graphic signature, the diameter of the Monogram is two, three, or four times larger than the capital height of the signature typography in most program applications. In applications such as tradeshow exhibits, where the signature typography must appear very large in relation to the Monogram, the signature Monogram may be sized just one-third larger than the typography.

Expressed as a diameter : capital height ratio, these four proportional relationships are:

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 : 1</td>
<td>where the diameter of the Monogram is quadruple the capital height of the signature typography, and the capital height of the typography is one-quarter the diameter of the signature Monogram</td>
</tr>
<tr>
<td>3 : 1</td>
<td>where the diameter of the Monogram is triple the capital height of the signature typography, and the capital height of the typography is one-third the diameter of the signature Monogram</td>
</tr>
<tr>
<td>2 : 1</td>
<td>where the diameter of the Monogram is double the capital height of the signature typography, and the capital height of the typography is one-half the diameter of the signature Monogram</td>
</tr>
<tr>
<td>4 : 3</td>
<td>where the diameter of the Monogram is one-third larger than the capital height of the signature typography, and the capital height of the typography is three-quarters the diameter of the signature Monogram</td>
</tr>
</tbody>
</table>

Reminder:
- When used to specify a size in any given font, a point measurement states the distance between
  - the top of the ascender (such as the top of the "h")
  - the bottom of the descender (such as the bottom of the "q")
- The point-size measurement of a font does not state
  - the diameter of the Monogram in GE Logo Font
  - the height of the capital letters in any font
- The actual height of the capital letters and the actual diameter of the Monogram always measure less than the point-size specification.
  
In most applications, the actual capital height and diameter measurements are unimportant.
What is important in all applications is the proportional relationship between the capital height and diameter sizes.
Establishing the correct proportional relationship between the two point sizes by following the guidelines here ensures that the actual sizes also will be correct.
If you have determined the desired point size of the signature Monogram, then specify the signature typography at

- one-quarter
- one-third
- one-half
- three-quarters

the point size of the signature Monogram.

For example, as shown at the left, when the Monogram is specified in GE Logo Font at

- 48 point

the signature typography may be specified in Univers 68 (and, if needed, Univers 48)* at

- 12 point (one-quarter the Monogram point size)
- 16 point (one-third the Monogram point size)
- 24 point (one-half the Monogram point size)
- 36 point (three-quarters the Monogram point size)

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
If you have determined the desired point size of the signature typography, then specify the signature Monogram at:

- quadruple
- triple
- double
- one-third larger than the point size of the signature typography.

For example, as shown at the left, when the signature typography is specified in Univers 68 (and, if needed, Univers 48)* at:

- 18 point
  the signature Monogram may be specified in GE Logo Font at:
  - 72 point (quadruple the typography point size)
  - 54 point (triple the typography point size)
  - 36 point (double the typography point size)
  - 24 point (one-third larger than the typography point size)

---

*In computer typesetting, other names may be used, such as:
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
May I use a color in the signature typography or must I always use Platinum Grey and Laser Red?

The entire graphic signature (the signature Monogram, signature typography, and Laser Line) may be reproduced in black, white, or Platinum Grey. In any of these cases, the Laser Line also may be reproduced in Laser Red, if available.

No other color may be used in any of the signature elements. Instead, you may use color in the background and reverse the signature in white or overprint it in black, whichever maintains stronger contrast with the background color. In these cases, the Laser Line also may be reproduced in Laser Red, if available, provided sufficient contrast is maintained to preserve the strength of the Laser Line.

Note: The fundamental look and feel of the Company and its businesses is established by using either
- against a white background, Platinum Grey in the positive signature Monogram and typography and Laser Red in the Laser Line
- against a black background, white in the reverse signature Monogram and typography and Laser Red in the Laser Line

May I use the Dynamic Monogram alone?

No; it must always be used with a full graphic signature.

The Dynamic Monogram is not a trademark; it is used as an optional element of graphic support, in place of—not with—other graphic support such as a photograph, illustration, or thematic graphic. Such an element provides visual interest, individuality, and differentiation in support of a graphic signature displaying the Company’s primary trademark, the signature Monogram.

continued
May I place the signature typography over photographs or graphics?

Yes, provided the photographs, illustrations, or thematic graphics in the area around the signature typography are relatively even (without areas of high contrast) and unpatterned (free of sharp details), to preserve high legibility.

May I use a color outside the GE color palettes?

Yes. The GE color palettes had provided a range of bright, dark, and grey and metallic colors appropriate for use in promotional applications, but these palettes are no longer supported. Today, any appropriate color may be used in backgrounds, rule lines, bars, and bands in promotional applications.

Color is the most relative of all visual elements: different cultural groups and nationalities attach different meanings to the same colors, the dominant color specification system varies between countries, and new colors are added to each color specification system regularly.

The final criteria for selecting color is its appropriateness to your promotional message and its target audience.

What may I put below the Laser Line?

In promotional applications, there are few limitations on the information that may be placed either in the graphic signature (above the Laser Line) or outside the signature (generally, below the Laser Line).

For example, on a brochure cover, you can emphasize information (such as your business name) by placing it in the graphic signature. Outside a graphic signature, you can emphasize information (such as the brochure title) by increasing its size and accenting it with color. Conversely, you can place the brochure title in the graphic signature for emphasis and de-emphasize a secondary title outside the signature by reducing its size and subduing it with color.

continued
When should I use “General Electric Company” versus “GE Company”?  

Use the *legal name* of the Company, “General Electric Company,” only when legally required; for example, use it in legal documents such as letterheads, where it appears in the address block. Do not use the full legal name of the Company in a graphic signature.

Use the *communicative name* of the Company, “GE,” to refer to the Company in copy and conversation.

Since there is no entity called “GE Company,” avoid using this name (except in White Pages listings, where it is the preferred heading; for more information, see document 241, *Advertising*, pages 80 and 81).

When a graphic signature refers to the Company, use the GE slogan, “We bring good things to life.” to add meaning to the signature Monogram. (Avoid using the communicative name of the Company alone in a graphic signature; “GE” by itself in a graphic signature appears to be insignificant and redundant because the communicative name alone adds no meaning to the signature Monogram.)

Is the Laser Line always used in the graphic signature?  

Yes. The Laser Line is an integral part of a graphic signature. In all media, including promotional media such as advertising, brochures, and product literature and promotional materials such as novelties, T-shirts, and direct mail, a full graphic signature is required.

May I place signature typography over a horizontal Dynamic Monogram?  

When any version of the Dynamic Monogram is reproduced large, bleeding off the format, and in a subtle color of low contrast to the background, any typography, including signature typography, may be reproduced over the Dynamic Monogram.

If the Dynamic Monogram is reproduced in strong contrast to the background, typography should not be reproduced over it because the typography would be difficult to read and the layout would appear cluttered.
My business goes to market under our own brand, not the GE brand. May I use the Monogram, Dynamic Monogram, or any other elements of the GE graphic system in my business presentation to customers to leverage GE’s equity?

No. If you go to market under your own brand, your business is either a level 4 or 5 acquisition, as determined by the acquisitions naming process.

At level 5, the identifier of an acquisition communicates no association whatsoever with GE. The acquisition continues to use the same identifier as when GE acquired the business.

At level 4, the identifier of an acquisition establishes a minimal association with GE. The acquisition continues to use the same identifier as when GE acquired the business and adds a verbal reference to the GE business having responsibility for the acquisition. For example, the phrase “A GE Capital Company” is displayed beneath the identifier of a GE Capital level 4 acquisition. For level 4 acquisitions, such a verbal phrase—called an endorsement—is the only reference to GE permitted in display.

For both level 4 and 5 acquisitions, the elements of the GE graphic system may not be used. Thus, in business presentations by level 4 or 5 acquisitions, the Monogram, Laser Line, graphic signature, corporate colors, program typography, and Dynamic Monogram may not be used. In the text of the presentation, the relationship with GE may be discussed, but the look and feel of the presentation graphics must be distinctly different from a GE presentation.

For more information, see document 341, New Businesses Name & Trademark Practices.

continued
Must I use “We bring good things to life.” as my slogan?

Yes. All GE businesses use WBGTTL as their slogan and incorporate it into the graphic signature used as the sign-off in their advertisements.

GE has invested over $1 billion in the slogan since 1979, and the equity in our slogan is enormous. U.S. surveys show that more people are aware of WBGTTL than any of the slogans of our competitor and peer companies, and half of the people who are aware of the slogan associate it with GE. These awareness and association ratings are extraordinarily high. Each business should leverage the power of GE’s positioning slogan for its own advantage.

But WBGTTL is consumer oriented, and my business is industry or service oriented. May I use another slogan?

A secondary slogan or theme line may be integrated into your communication program—but not as a substitute for WBGTTL.

A good example was the GE Information Services advertising campaign that promoted “Productivity Solutions.” This theme line appeared in print advertisements as part of the body copy—not in the graphic signature sign-off, where WBGTTL was displayed.

New slogans are costly. GE research indicates that investments up to $400 million are required to reach the range of 40 to 50 percent awareness. Such costs are borne by the business creating the new slogan. But all GE businesses suffer the cost of a conflict between a new slogan and the message GE has been sending consistently for over 20 years.

May I translate “We bring good things to life.” into my local language?

Yes. To ensure use of correct translations, GE Corporate Marketing Communications maintains a list of WBGTTL translations reviewed by local communicators and national executives for proper back translation to English. These approved translations are available from the GE internal website and GE Corporate Marketing Communications.

If you develop a new translation, please send it and its back translation to GE Corporate Marketing Communications for review and inclusion in the list of approved WBGTTL translations.

continued
May I translate “GE” and my business name into my local language?

No. The Company goes to market worldwide as “GE,” communicated in English only. Since some local trademark laws do not protect and do not permit translation of a company name, we use the same English name around the world.

Similarly, we use the same English names for our businesses everywhere: for example, GE Plastics, GE Medical Systems, and GE Transportation Systems.

“General Electric Company” is better known in my country than “GE.”

May we go to market as “General Electric Company”?

No. The Company goes to market worldwide as “GE,” and each of the Company’s components and licensed affiliates identifies itself with its communicative name—in most cases, the name “GE” plus a generic description of the business’s primary competence or product line—in copy, conversation, and a graphic signature. (Note: Where required, the legal name, “General Electric Company,” is used: for example, in an address block on letterheads.)

In 1987, this practice was standardized in the GE Identity Program, and it was reaffirmed by a consensus of the European CEC business leaders in 1995. As communications reach around the world to customers who increasingly operate globally, we have resolved to present a single, consistent identity to these constituents. The combined power of all GE businesses going to market and communicating as “GE” will help drive high brand awareness in markets where it may be low today.

Nevertheless, “General Electric” (not “General Electric Company”) may be displayed in a graphic signature to identify and promote the GE brand of products or services where there is a compelling reason to use the name “General Electric” rather than “GE”: for example, GE Lighting markets light bulbs in Europe using a graphic signature with the name “General Electric” on packages and in advertisements. Note: Before first use, obtain authorization to use “General Electric” in a signature from the Manager – GE Identity, GE Corporate Marketing Communications.
Contained in this volume:

**Signature Monogram Grid Drawings** 540
For manual enlargement, including
- Positive
- Reverse

Available from the GE Identity Website, for Macintosh® computers and Windows® operating systems:

**GE Logo Font**
A custom font containing, instead of the alphabet, all versions of the
- signature Monogram
- Dynamic Monogram
- linear Dynamic Monogram

**Program Fonts**
Authentic program typefaces:
- Univers® and Univers Condensed
- ITC New Baskerville™
When the Monogram is reproduced so large that photomechanical or computer methods of enlargement would be impractical, manual enlargement of the Monogram should be based on the grid drawings in this document. For example, if the Monogram were painted on the side of a water tower, the enlarged drawing would be based on one of the grid drawings found here.

Two grids are provided. In one, the diameter of the Monogram is divided into sixteen equal parts. In the other, the diameter of the Monogram is divided into ten equal parts. For enlargements using

- **feet and inches**, the grid drawing based on sixteen equal parts is recommended
- **meters and centimeters**, the grid drawing based on ten equal parts is recommended

Two versions of both grid drawings are provided: **positive and reverse**. Remember that the letters/curlicues are **always** reproduced lighter than the field. Thus,

- **against a white, light, or brightly colored background**, use the **positive** drawing to make the field Platinum Grey or black and the letters/curlicues white
- **against a black, dark, Platinum Grey, or brightly colored background**, use the **reverse** drawing to make the letters/curlicues white and the field the same color as the background

For more information on color in the Monogram, see document 132, **Color**, available from the GE Identity Website.

**Contents**

**Positive Signature Monogram**
- 16-Unit Grid
- 10-Unit Grid

**Reverse Signature Monogram**
- 16-Unit Grid
- 10-Unit Grid
Note: The letters/curlicues are always lighter than the field. Use this positive signature Monogram against a white, light, or brightly colored background and make

- the letters/curlicues white
- the field Platinum Grey or black
Note: The letters/curlicues are always lighter than the field. Use this positive signature Monogram against a white, light, or brightly colored background and make
• the letters/curlicues white
• the field Platinum Grey or black
Note: The letters/curlicues are always lighter than the field. Use this reverse signature Monogram against a black, Platinum Grey, dark, or brightly colored background and make
• the letters/curlicues white
• the field the same as the background color
Note: The letters/curlicues are always lighter than the field. Use this reverse signature Monogram against a black, Platinum Grey, dark, or brightly colored background and make
- the letters/curlicues white
- the field the same as the background color
# Application Standards

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The product identification standards apply to all products marketed under the GE brand, including those that use both the name “GE” and a secondary brand name.

These standards provide a plan for displaying graphic signatures or the Monogram alone consistently and prominently on products marketed under the GE brand. They also help

- streamline and modernize the appearance of product identification
- communicate specific attributes of refinement, sophistication, high technology, dynamism, and innovation
- unify the identification of the GE brand of products made for or by all components, licensed affiliates, and third-party licensees so that each draws from and contributes to the strength of the GE brand
- provide flexibility to accommodate the space limitations and reproduction methods required to identify different products
GE Identity Program 210, Products

GE Identity Website: www.ge.com/identity

Sections:
- Guidelines 210.02
- Examples 210.10
- Products outside the U.S.A. 210.90
- OEM Products 210.91
Follow these general guidelines to develop and identify the GE brand of products:

Design products to feature graphic signatures. Consider the requirements of GE brand identification at the start of the product design process. Identification elements should appear to be integral to the product, complementary to its shape and function, and the result of foresight and planning. Attempts to squeeze a signature into the space left after a product has been designed to meet only engineering, ergonomic, and/or manufacturing requirements often results in a poor quality presentation of the GE brand, which is unacceptable.

Place the identification elements on a product in an asymmetrical layout. In a product identification format, avoid centering a graphic signature, the Monogram, or a secondary word mark used alone.

Note: As an exception to this general rule, on small products with necessarily symmetrical shapes, the best location for the product identification may be the center. For example, the best location for lamp identification may be in the middle of the bulb. Similarly, on small appliances with symmetrical shapes, the best location for the identification may be centered above or below the central controls.

Use a graphic signature in all product identification where a secondary name—a word mark or a generic name—is used to identify the product.

- Use all three elements of a graphic signature:
  - the signature Monogram
  - signature typography
  - the Laser Line

- Use any of the signature arrangements:
  - Primary signature. Because the primary signature is preferred in all program applications, its use in product identification helps relate products to other media such as advertising, sales promotion materials, and product literature. Nevertheless, when the space available for identification is limited, the other graphic signatures may be used.
  - Compact signature. The compact signature is identical to the primary signature except that the signature elements may be placed closer together.
  - Vertical signature. This signature may be used when the application format is narrow or when a vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography.
  - Special signatures. When the space available for product identification is so restricted that none of the basic graphic signatures can be used, one of the special signatures may be used. These signatures are useful when the identification must appear in a short, wide band.

For more information, see document 131, Graphic Signatures.

- In graphic signatures, use the following product identification elements:
  - the communicative name of a component or licensed affiliate, if appropriate
  - a secondary word mark and/or model number and/or generic product name
  - a generic product name
  - product features or salient specifications

- Outside a graphic signature, use a
  - secondary word mark
  - model number
  - generic name
  - combination of these identification elements

- Do not use the communicative name of a GE business outside a graphic signature.

continued
Use the Monogram alone when there is no room for signature typography or the typography cannot be reproduced at high quality.

Note: The minimum identification on all GE brand products is the Monogram, which has been used to identify entry-level products—those with the fewest features or enhancements.

Generally, the minimum diameter of the Monogram is 50-point GE Logo Font (1/2 inch or 12.5mm diameter). The minimum clear space surrounding the Monogram used alone is equal to 1/4 the diameter of the Monogram, as shown in the example at the top left.

Do not use secondary design marks such as logotypes, symbols, or icons. Instead, use a secondary word mark either

- in the signature,
  - typeset in
    - Univers 68 or 48* or a combination
    - ITC New Baskerville Italic
  - sized so the capital height is 1/4, 1/3, 1/2, or 3/4 the diameter of the signature Monogram
    (as described in document 131, Graphic Signatures, page 33)
  - colored the same as the signature Monogram:
    - black, Platinum Grey, or white. (For more information, see document 132, Color.)

- outside the signature, using any appropriate
  - program font or combination of program fonts, including any in these series:
    - Univers (including Condensed and Extended)
    - ITC New Baskerville (including small capitals and oldstyle figures)
  - size; there are no restrictions on type size
  - color; there are no restrictions on type color

Note: When used outside a graphic signature, a secondary word mark may be endorsed by a signature, as shown in the example at the lower left. For more information on using graphic signatures as endorsements, see document 131, Graphic Signatures, page 37.

For all typography appearing on a product, including instructions and control markings, use any typeface in the Univers or ITC New Baskerville series, preferably typeset in initial capital and lowercase letters. (Note: Although an all-capital setting is acceptable, generally such a setting is the visual equivalent of a shout or bellow, which tone should normally be avoided. For more information, see document 133, Typography.)

Reproduce the Monogram so the letters/curlicues are lighter than the field, as shown in the top example at the right. The letters/curlicues are never darker than the field. To ensure correct reproduction, use the correct positive or reverse signature Monogram in GE Logo Font—a custom font that contains, instead of the alphabet, all versions of the signature and Dynamic Monograms. It is available from the GE Identity Website. (For information on using this font, see document 382, GE Logo Font.)

At small sizes or when reproduction is coarse, the area where the curlicues join the circle may fill in slightly.

Use color according to the guidelines in document 132, Color. Metallic colors such as silver or gold may be used in product identification elements.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
When the space available for product identification is sufficient, the primary signature is used. In this example, the signature Monogram and signature typography are positioned at the far right on the product identification panel, and the Laser Line is bled left off the format. The asymmetrical layout and extension of the Laser Line suggest the qualities of dynamism and innovation.

For more information on the primary signature, see document 131, Graphic Signatures, pages 11 and 12.

The signature typography contains the secondary word mark, “L/U Angio,” typeset in Univers 48*, the lighter of the two weights of Univers used in signatures. An exception to the standard use of Univers 68* for most typography in graphic signatures, this lighter weight is specified because it communicates a sense of high technology and exacting precision, qualities with which it is desirable for the product to be associated.

For more information on signature typography, see document 131, Graphic Signatures, pages 31 to 35.

The signature is reproduced in the corporate colors, Platinum Grey and Laser Red. Whenever possible, the corporate colors are used in product identification elements.

For more information on color in signature elements, see document 132, Color.

Note: The Laser Line may be reproduced only in the same color as the signature typography or Laser Red.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
When the space available for product identification is sufficient, the primary signature is used.

In this example, the signature typography contains the communicative name of the component, "GE Medical Systems." This name is useful as product identification because it serves a dual function: It identifies the source of the product while suggesting that the product is part of a group of interrelated products.

For more information on the primary signature, see document 131, *Graphic Signatures*, pages 11 and 12.

Note: When the communicative name of a component or affiliate is used in product identification, it must appear in a primary, compact, or vertical signature. A communicative name may not be used outside a graphic signature nor in a special signature.

The signature is positioned in an asymmetrical layout on the product. By extending the Laser Line to bleed left off the format and positioning the other signature elements to the right, the qualities of dynamism and innovation are emphasized.
On large products, identification elements may appear separately. In this example, the compact signature containing the component’s communicative name, “GE Medical Systems,” is used as the main identification on the operator panel. The secondary word mark, “Mammoview,” typeset in Univers 48,* is featured in a large size outside the signature on the front panel of the product.

**Identification Elements:**
- Compact signature containing the component’s communicative name, reproduced in white against a dark neutral background.
- A secondary word mark outside the signature, reproduced in blue against a light neutral background.

Only secondary word marks and model numbers may be used outside a graphic signature. Communicative names of components or licensed affiliates must appear in the graphic signature.

When identification elements appear outside a signature, they are typeset in any appropriate Univers font, combination of Univers fonts, ITC New Baskerville font, or combination of ITC New Baskerville fonts, normally in initial capital and lowercase letters.

For more information on program typography, see document 133, *Typography.*

Although the corporate colors are preferred for all identification elements, secondary word marks and model numbers used outside graphic signatures may appear in any appropriate color.

For more information on color, see document 132, *Color.*

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*In computer typesetting, other names may be used, such as:
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
The vertical signature is used when the application format is narrow or when vertical emphasis is desired. In this example, the space available for product identification is sufficient to accommodate either the primary or the compact signature. However, the vertical signature is used because the vertical emphasis provides visual contrast to the horizontality of the product itself.

For more information on the vertical signature, see document 131, Graphic Signatures, pages 15 and 16.
When a product consists of component units, each unit may be identified.

When appropriate, the content of the signatures used on component units may vary. In this example, the product consists of two units. On the operator unit, shown on this page, the signature contains a secondary word mark. On the patient unit, shown on page 15, the signature contains the communicative name of the GE business responsible for the product.

Because the space available for product identification is limited, a special signature is used. The signature is positioned at the far left in the format to avoid a centered layout.

For more information on special signatures, see document 131, Graphic Signatures, pages 17 and 18.
Identification Elements:
Compact signature containing the component’s communicative name reproduced in white against a blue band, and the model number outside the signature reproduced in blue against a light neutral background.

The communicative name, “GE Medical Systems,” is useful here because it suggests that the product is part of a group of interrelated medical products.

Note: Not all component or licensed affiliate communicative names are appropriate for use as identification on products.
Identification Elements:

**Special signature A** containing the generic product name, product description, or benefit reproduced in white against a dark neutral background.

Any graphic signature may contain a generic name, product feature, or salient specification, as shown in the example.

Selection from the Univers series of typefaces is recommended for all nonproduct identification typography appearing on GE products, as shown in this example of a control panel.

For more information on special signatures, see document 131, *Graphic Signatures*, pages 17 and 18.

For more information on program typography, see document 133, *Typography*.

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One of the special signatures is used when the identification appears in a narrow band. The entire signature is positioned at the far left in the format to avoid a centered layout.

For more information on special signatures, see document 131, *Graphic Signatures*, pages 17 and 18.
To identify entry-level products (those considered basic, with the fewest features or enhancements) or where there is no room for a graphic signature, the Monogram may be used alone, as shown in this example of identification on a refrigerator door handle.

The Monogram used alone or in a graphic signature must always be reproduced so that the letters/curlicues are lighter than the field.

For more information on color in signature elements, see document 132, Color.
Identification elements may appear in bars or bands of any appropriate color, if desired. In this example, a compact signature is reproduced in the corporate colors, Platinum Grey and Laser Red, against a light neutral background. Beneath the signature, the model number is reproduced in white against a colored band.

For more information on the compact signature, see document 131, *Graphic Signatures*, pages 13 and 14.

For more information on color in signature elements, see document 132, *Color.*
When preparing a name plate or product rating label, in addition to the guidelines on pages 02 and 03, follow these guidelines whenever possible:

- Use a graphic signature at the top of the format.
- Align information on the label with signature elements.
- For the label information, use Univers 68* and, if needed, Univers 48*

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Identification Elements:
Compact signature containing the generic name of the product, reproduced in Platinum Grey against a light neutral background.

When a product is identified using only its generic name, that name may appear in a graphic signature, typeset in the light weight of signature typography, Univers 48*.

*In computer typesetting, other names may be used, such as
  * for Univers 68, Univers 67 Condensed Bold Oblique
  * for Univers 48, Univers 47 Condensed Light Oblique
Although the guidelines that apply to the identification of domestic products also apply to products for sale outside the U.S.A., there are some distinctions:

- Whenever possible, use a graphic signature or the Monogram alone on the most visible side or surface of the product to be exported by U.S. components and overseas affiliates licensed to use the primary GE trademarks. An asterisk and trademark protection statement are not needed.

- The Monogram alone may be used to supplement a graphic signature or as the primary identification if used with the affiliate mark (joint marks). An asterisk and trademark protection statement are not needed.

- Indicate the country of origin (the country where the product was manufactured) on all exported products. If there is a specific reason to omit the country of origin, consult your legal counsel, because an indication of origin is a legal requirement in many countries.

In exceptional situations, GE components may use “General Electric Company” or “General Electric” instead of a trademark to identify their products. Affiliates are not authorized to use the Company name instead of a trademark.

Rating, Instruction, and Information Plates outside the U.S.A.

Even though rating, instruction, and information plates are attached to products identified elsewhere with the primary GE trademarks, a graphic signature with the Monogram or joint marks (or the Monogram or joint marks alone) must be placed at the top of the plate followed by an asterisk and one of the Form 1 standard trademark protection notation statements, as shown in document 121, Primary Trademarks & Service Marks, page 06.

If the function, design, or size of a product precludes the use of a rating plate, place the asterisk and trademark protection notice on the product packaging. This is the only instance where the statement is not required directly on the product.
Original Equipment Manufacturer (OEM) Customers & Their Dealers

On request, a manufacturer whose products use GE components, products, materials, or sub-assemblies may be authorized to attach a permanent information plate to the products, naming the GE products or materials included. When the plate clarifies information such as warranty coverage or service channels, it can benefit GE.

When the OEM prepares the plate, the plate should include only the initials “GE,” not the Monogram: for example,

![Equipped with GE Fractional-HP Motor]

All plates prepared by OEMs must be approved by the responsible GE business.

OEM customers may not be authorized to use GE trademarks on product packaging or in their advertising and promotion. On customers’ packages, references to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”

When a GE business supplies plates, tags, or labels to a customer OEM, these Company-prepared attachments should follow these guidelines:

- Make sure that the “equipped with” statement and graphic signature are less prominent than the OEM name or trademark on the complete product.
- Subordinate the graphic signature to the “equipped with” statement: for example,

![Equipped with GE Motor]

- Supply the OEM with the same number of attachments as products. When the GE product is a material sold in bulk, establish suitable standards for determining the number of attachments to be supplied.
- Make sure that the tags and labels are removable and obviously impermanent.
- OEM customers may not use GE trademarks on product packaging. On customers’ packages, reference to the products supplied by GE should be a factual statement, such as “Equipped with GE Motor.”

The GE business selling the component product and supplying the plates, tags, or labels

- must detail limitations on use of the marks in writing to avoid any confusion; the agreement must state that the OEM or its distributors or dealers will not use GE trademarks in advertising or promotion
- is responsible for taking action if its customers or customers’ resellers abuse privileges of use or if misrepresentation occurs
The packaging standards apply to all point-of-sale packaging for the GE brand of products, including those marketed under both the name “GE” and a secondary brand name.

For guidelines on packaging used to transport products, see document 230, Shipping Cases & Cartons.

These standards provide a plan for featuring graphic signatures prominently and consistently in all point-of-sale packaging. They also help to

• **simplify and clarify** package information by standardizing its presentation

• **provide flexibility** to accommodate varying amounts and kinds of information

• **rationalize and organize** information by ranking it according to relative importance and presenting each rank consistently

• **modernize and streamline** packages by
  - using
    • a grid
    • rules and bars
    • a minimum number of type styles and sizes
  - eliminating
    • unnecessary promotional devices
    • secondary product design marks

• **unify** all packaging applications so that each draws from and contributes to the strength of the GE identity

• **reduce cost** through the use of common design standards
Because the nature, quantity, and relative importance of information appearing on packages varies, the first step in designing a package is to identify and prioritize the required information.

- **Identify all information required on the package**, including any of the following:
  - communicative name
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - quantity and/or weight of contents
  - product features
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - promotional slogans
  - identification block with, for example, the
    - communicative name (such as “GE Lighting”)
    - legal name (such as “General Electric Company”)
    - address
    - place of manufacture, if required

- **Prioritize information** according to individual package requirements, using only two categories:
  - **critical information** that requires emphasis and high visibility
  - **all other information**

Place the critical information in either or both
- the graphic signature
- the featured position below the graphic signature

- **Place only one of the following in the signature typography**:
  - communicative name
  - secondary word mark
  - generic product name
  - secondary word mark + generic product name
  - the slogan, “We bring good things to life.”

- **Use any of the following as featured typography**:
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - any combination of the above
  - the slogan, “We bring good things to life.”

- **Further emphasize signature typography and featured typography by using either or both**
  - large type
  - bold type (Univers 68*)

Place all other information in a supporting position, separated from signature and featured typography.

- **Use any of the following as supporting typography**:
  - product number
  - product size, style, or color
  - any promotional slogan
  - quantity and/or weight of contents
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - identification block

- **Further deemphasize supporting typography by using either or both**
  - small type
  - light type (Univers 48*)
Use a compact signature at the top of each printed panel.

- **Size the capital height** (CH) of the signature typography to equal ⅛, ⅛, ½, or ⅛ the diameter (D) of the signature Monogram.

For more information on the compact signature, see document 131, Graphic Signatures, pages 13 and 14.

For guidelines on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

- **Other graphic signatures may be used:**
  - primary signature
  - vertical signature
  - special signatures (only if required)

**Use Univers 68 and 48* for most typography.**

- **Use Univers 68** for signature typography, except
  - when a graphic signature contains both a secondary word mark and generic product name, use Univers 48 for the generic product name
  - *as an option*, a generic product name or secondary word mark may be typeset in ITC New Baskerville Italic or Univers 48
- **Use Univers 68 and Univers 48** for featured typography and supporting typography.
- **Use Univers 47** for warranties and instructions.
- **Use the ITC New Baskerville series only** when high-quality reproduction is used.
- **Limit the number of type sizes** on a package and select ones that are distinctly different from each other. Generally, use no more than three sizes.

For more information on the use and specification of the Univers series, see document 133, Typography, pages 02 and 03.

**Use a layout with a clear left margin** determined by the position of the signature typography.

- **Position signature typography** to the right of the signature Monogram, separated by a space equal to at least ⅛ the diameter of the signature Monogram. When space is extremely limited, signature typography may align with the right edge of the signature Monogram.
- **Align** all featured typography, supporting typography, rules, and bars flush left with the signature typography. Note: If necessary, illustrations, bar codes, and bands of color may appear in the left margin.
- **Use a generous left margin** to prevent typography from appearing to be horizontally centered in the panel.

**Use rules** outside the graphic signature to structure and emphasize featured and supporting typography.

- **Use rules either as**
  - *dividers* between information
  - *underlines* to emphasize information
- **For all the rules on the package**, use a weight (thickness) that is either
  - *the same as* the Laser Line in the graphic signature
  - *distinctly heavier* (thicker) than the Laser Line
- **Use the space** between the signature typography and the Laser Line as the amount of space between featured or supporting typography and rules that function as underlines.

**Use bars** to structure, differentiate, and emphasize featured and supporting typography.

- **Size bars** to be significantly heavier, or thicker, than rules with a height at least half the diameter of the Monogram.
- **Begin bars** flush at the left margin and bleed at the right edge and either the top or bottom edge of a panel. Generally, when using a bar at the top of a panel, keep the bottom of the bar above the top of the signature Monogram.

*In computer typesetting, other names may be used, such as
- *for Univers 68*, Univers (67) Condensed Bold Oblique
- *for Univers 48*, Univers (47) Condensed Light Oblique
Use **bands** to contain and emphasize the graphic signature and supporting typography, if desired.

- **Connect bands** around all panels and bleed at the top edge of each panel.
- **Use color in bands** when color coding is required.

**Use the Dynamic Monogram** for graphic support, if desired.

- **Use the three-quarter version** of the Dynamic Monogram, bleeding at the right and bottom edges of a panel. Do not wrap the remainder of the Dynamic Monogram around package edges.
- **Extend the Dynamic Monogram into the left margin**, if desired, but not beyond the right edge of the signature Monogram.
- **Reproduce the Dynamic Monogram in a subtle color** of low contrast to the background. When the number of colors is limited, use one of the linear versions of the Dynamic Monogram in GE Logo Font to achieve this subtle effect.

Featured and supporting typography and rules may overlap the Dynamic Monogram if the information remains legible. Note: Do not overlap the Dynamic Monogram with a heavy (thick) bar.

For more information on the three-quarter Dynamic Monogram, see document **134, Dynamic Monogram**, page 03. GE Logo Font is available from the GE Identity Website.

**Use product illustrations or photographs** for graphic support in place of the Dynamic Monogram, if desired. Do not combine the Dynamic Monogram with an illustration or photograph on the same package panel.

**Use color correctly.**

- **In graphic signatures**, use the corporate colors or black whenever possible.
- **In the circular version of the linear Dynamic Monogram**, use black or Platinum Grey.
- **In the bar version of the linear Dynamic Monogram**, use the corporate colors or any appropriate color. Caution: When Laser Red is used on white or grey backgrounds, the result may appear pink.
- **In other elements**, including featured and supporting typography, rules, bars, bands, and backgrounds, repeat colors used in the graphic signature or use any appropriate color.

For guidelines on color, see document **132, Color**.

**Unify all sides of a package** by consistently repeating elements.

- **Use a graphic signature on each printed panel**, always selecting the signature arrangement that best fits the display area on each panel. Because all the signature arrangements complement one another, different arrangements may be used on different panels of a single package. **Note:** Never force a signature arrangement into a display area. For example, if the area available to display the signature on a particular panel is predominately horizontal, do not crowd a vertical signature into it. Instead, use a signature arrangement that is also predominately horizontal, such as a compact or special signature.
- **Use the same size of signature typography**, aligned horizontally, in each graphic signature, if possible. Narrow side panels may require smaller signature typography or different signature arrangements than front and back panels.
- **Repeat featured typography and supporting typography** as necessary and, if possible, use the same size and placement on each panel.
  - **Use rules, bars, and bands** of consistent thicknesses.
  - **Use the fewest number of type sizes** required to differentiate the information.

continued
Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- Authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
The content of signature typography and featured typography may vary, depending on the requirements of each package.

The examples shown in the information matrix demonstrate a typical range of possibilities for the content of these information categories.
### Packagin Information Matrix, continued

<table>
<thead>
<tr>
<th>GE Identity Program</th>
<th>Packaging Information Matrix, continued</th>
</tr>
</thead>
</table>

#### Signature Typography
- Secondary word mark
- Generic product name
- Secondary word mark + Generic product name

#### Featured Typography
- Carry-Cool
- Portable Room Air Conditioner
- White
- Model NTP05LS
- 20" White NTP05LS

#### Product Details
- Product number, size, or color
- GE slogan

- **Ge logo**
- **Product name**
- **Color**
- **Model Number**
- **Size**
- **We bring good things to life.**
This example demonstrates the use of a generic product name in the graphic signature and the use of bars to structure, differentiate, and emphasize information.

The generic product name may be used in the graphic signature when it is the most important information on a package.

Bars may contain supporting typography to differentiate this typography from signature typography and featured typography.

Supporting typography may be structured with flush left and flush right placement within bars and further differentiated with the use of color.
Bands contain and emphasize the graphic signature and may be used to color code a line of products.

Promotional slogans may be differentiated from other supporting typography by placing them in bars at the top and bottom of a package panel, set in all capital letters and letter-spaced, if desired.

To unify all sides of a package, all elements should be repeated in the same size whenever possible. In the example below, the featured typography fits on the side panel in a smaller size than on the front panel, but all other elements are repeated in the same size.

To unify all packages within a product line, all similar elements should be repeated in the same size, and both Platinum Grey and the second color should be used consistently.

Bands may be used to color code packaging for a line of products. The corporate colors, Platinum Grey and Laser Red, or any appropriate color may be used.
The three-quarter version of the Dynamic Monogram may be used for graphic support, reproduced in a subtle color of low contrast to the background.

Featured typography may be placed vertically on narrow side panels to maintain a large size and high visibility. To unify all sides of a package, rules are aligned and appear in the same color.

Featured typography and supporting typography may overprint the Dynamic Monogram if the information remains legible and the Dynamic Monogram is not obscured. In this example, only the supporting typography overprints to avoid obscuring the Dynamic Monogram.

To enhance legibility, long product use instructions are placed in a layout with a clear left margin whenever possible.
When desired, product illustrations may be used for graphic support. Illustrations may enter the left margin of a package panel and, if needed, may overlap or be overlapped by typography, rules, bands, and bars.
Product photography may also be used for graphic support. Photographs may enter the left margin and may be overlapped by typography, but they should not be combined on a package panel with the Dynamic Monogram.
The circular version of the linear Dynamic Monogram may be used for graphic support when the number of colors printed on a package is limited. This version is recommended for use on square and vertically oriented package panels.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.
When desired, the bar version of the linear Dynamic Monogram may be used for graphic support. Recommended for square and horizontally oriented packages, it should bleed at the right and bottom edges of a package panel and be cropped at the left to align with signature typography.

To create lighter letters/curlicues on a dark-colored package, the bar version of the linear Dynamic Monogram may be reproduced in the same dark background color (in this example, black) against a Laser Red bar.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.

When Laser Red is used in the linear versions of the Dynamic Monogram against white or grey backgrounds, the color may appear pink.
ITC New Baskerville may be used in product signatures. To complement this use, the same font may be used for the GE slogan, “We bring good things to life.”, and the featured typography, if desired.

Bars or bands may contain supporting typography to emphasize and differentiate it from the signature and featured typography.
Packages containing products made or sold by affiliates or other trademark licensees outside the U.S.A. or made by U.S. components for export sales should display the standard trademark protection notice Form 2.

If the packaging material or the available space makes using Form 2 difficult, one appearance of the trademark may be qualified with Form 1.

These standard trademark protection notices are shown in document 121, Primary Trademarks & Service Marks, page 06.
Original Equipment Manufacturer (OEM)
Customers & Their Dealers

OEM customers may not be authorized to use the primary GE trademarks on product packaging. References on customers’ packages to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”
The shipping cases and cartons standards apply to all packaging used to transport the GE brand of products, including those marketed under both the name “GE” and a secondary brand name.

For guidelines on point-of-sale packaging, see document 220, Packaging.

These standards provide a plan for featuring graphic signatures prominently and consistently in all shipping cases and cartons. They also help to

- **simplify and clarify** information on shipping cases and cartons by standardizing its presentation
- **provide flexibility** to accommodate varying amounts and kinds of information
- **rationalize and organize** information by ranking it according to relative importance and presenting each rank consistently
- **modernize and streamline** shipping cases and cartons by
  - using
    - a grid
    - rules and bars
    - a minimum number of type styles and sizes
  - **eliminating**
    - unnecessary promotional devices
    - secondary product design marks
- **unify** shipping cases and cartons so that each draws from and contributes to the strength of the GE identity
- **reduce cost** through the use of common design standards
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Information Matrix 230.06
Examples 230.10
Shipping Cases & Cartons outside the U.S.A. 230.90
OEM Shipping Cases & Cartons 230.91
Because the nature, quantity, and relative importance of information appearing on shipping cases and cartons varies, the first step in designing such a package is to identify and prioritize the required information.

• **Identify all information required on the package**, including any of the following:
  - communicative name
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - quantity and/or weight of contents
  - product features
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - promotional slogans
  - identification block with, for example, the
    - communicative name (such as “GE Lighting”)
    - legal name (such as “General Electric Company”)
    - address
    - place of manufacture, if required

• **Prioritize information** according to individual case or carton requirements, using only two categories:
  - **critical information** that requires emphasis and high visibility
  - **all other information**

Place the critical information in either or both
- the graphic signature
- the featured position below the graphic signature

• **Place only one of the following in the signature typography:**
  - communicative name
  - secondary word mark
  - generic product name
  - secondary word mark + generic product name
  - the slogan, “We bring good things to life.”

• **Use any of the following as featured typography:**
  - secondary word mark
  - generic product name
  - product number
  - product size, style, or color
  - any combination of the above
  - the slogan, “We bring good things to life.”

• **Further emphasize signature typography and featured typography by using either or both**
  - large type
  - bold type (Univers 68*)

**Place all other information** in a supporting position, separated from signature and featured typography.

• **Use any of the following as supporting typography:**
  - product number
  - product size, style, or color
  - any promotional slogan
  - quantity and/or weight of contents
  - product use instructions
  - handling instructions
  - product warranty
  - bar code
  - identification block

• **Further deemphasize supporting typography by using either or both**
  - small type
  - light type (Univers 48*)

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*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
Use a compact signature at the top of each printed panel.

- **Size the capital height** (CH) of the signature typography to equal \( \frac{1}{4}, \frac{1}{3}, \frac{1}{2}, \text{ or } \frac{3}{4} \) the diameter (D) of the signature Monogram.

For more information on the compact signature, see document 131, *Graphic Signatures*, pages 13 and 14.

For guidelines on the use and specification of signature typography, see document 131, *Graphic Signatures*, pages 31 to 35.

- **Other graphic signatures may be used:**
  - primary signature
  - vertical signature
  - special signatures (only if required)

**Use Univers 68 and 48* for most typography.**

- **Use Univers 68** for signature typography, except:
  - when a graphic signature contains both a secondary word mark and generic product name, use Univers 48 for the generic product name
  - as an option, a generic product name or secondary word mark may be typeset in ITC New Baskerville Italic or Univers 48
- **Use Univers 68 and Univers 48** for featured typography and supporting typography.
- **Use Univers 47** for warranties and instructions.
- **Avoid** the ITC New Baskerville series unless high-quality reproduction is used.
- **Limit the number of type sizes** on a case or carton and select ones that are distinctly different from each other. Generally, use no more than three sizes.

For more information on the use and specification of the Univers series, see document 133, *Typography*, pages 02 and 03.

**Use a layout with a clear left margin** determined by the position of the signature typography.

- **Position signature typography** to the right of the signature Monogram, separated by a space equal to at least \( \frac{1}{4} \) the diameter of the signature Monogram. When space is extremely limited, signature typography may align with the right edge of the signature Monogram.
- **Align** all featured typography, supporting typography, rules, and bars flush left with the signature typography. Note: If necessary, illustrations, bar codes, and bands of color may appear in the left margin.
- **Use a generous left margin** to prevent typography from appearing to be horizontally centered in the panel.

**Use rules outside the graphic signature to structure and emphasize featured and supporting typography.**

- **Use rules either as**
  - dividers between information
  - underlines to emphasize information
- **For all rules on the case or carton**, use a weight (thickness) that is either:
  - the same as the Laser Line in the graphic signature
  - distinctly heavier (thicker) than the Laser Line
- **Use the space** between the signature typography and the Laser Line as the amount of space between featured or supporting typography and rules that function as underlines.

**Use bars** to structure, differentiate, and emphasize featured and supporting typography.

- **Size bars** to be significantly heavier, or thicker, than rules—at least half the diameter of the Monogram in depth.
- **Begin bars** flush at the left margin and bleed at the right edge and either the top or bottom edge of a panel. Generally, when a bar is used at the top of a panel, keep the bottom of the bar above the top of the signature Monogram.

*In computer typesetting, other names may be used, such as

- **for Univers 68, Univers (67) Condensed Bold Oblique**
- **for Univers 48, Univers (47) Condensed Light Oblique**
Use bands to contain and emphasize the graphic signature and supporting typography, if desired.

- Connect bands around all panels and bleed at the top edge of each panel.
- Use color in bands when color coding is required.

Use the linear version of the Dynamic Monogram for graphic support, if desired, as shown on pages 11 to 13.

- Use either
  - the circular version, which may extend into the left margin but not beyond the right edge of the signature Monogram
  - the bar version, which is aligned with the beginning of the signature typography
- Bleed either version at the right and bottom edges of a panel. Do not wrap the remainder of the Dynamic Monogram around panel edges.

Featured and supporting typography and rules may overlap the Dynamic Monogram if the information remains legible. To help maintain the legibility of overlapping typography, use a second color in the Dynamic Monogram. Note: Do not overlap the Dynamic Monogram with a heavy (thick) bar.

The linear Dynamic Monograms are provided in GE Logo Font, available from the GE Identity Website.

Use product illustrations for graphic support in place of the Dynamic Monogram, if desired.

Do not combine the Dynamic Monogram with an illustration on the same panel.

Use color correctly.

- In graphic signatures, use the corporate colors or black whenever possible. Note: Do not use Platinum Grey on kraft-colored stock because it provides insufficient contrast.
- In either version of the linear Dynamic Monogram, use black or a dark color against kraft-colored stock.
- In other elements, including featured and supporting typography, rules, bars, bands, and backgrounds, repeat colors used in the graphic signature or use any appropriate color that provides sufficient contrast to the background.

For guidelines on color, see document 132, Color.

Unify all sides of a shipping case or carton by consistently repeating elements.

- Use a graphic signature on each printed panel with the same size of signature Monogram and the same thickness of Laser Line. Horizontally align the signatures.
- Use the same size of signature typography, aligned horizontally, in each graphic signature whenever possible. Narrow side panels may require smaller signature typography than front and back panels.
- Repeat featured typography and supporting typography as necessary and, if possible, use the same size and placement on each panel.
  - Use rules, bars, and bands of consistent thicknesses.
  - Use the fewest number of type sizes required to differentiate the information.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
The content of signature typography and featured typography may vary, depending on the requirements of each shipping case or carton. The examples shown in the information matrix demonstrate a typical range of possibilities for the content of these information categories.

**Signature Typography**

**Communicative Name**

**GE slogan**

<table>
<thead>
<tr>
<th><strong>Featured Typography</strong></th>
<th><strong>Generic Product Name</strong></th>
<th><strong>Secondary Word Mark + Generic Product Name</strong></th>
<th><strong>Product Number, Size, or Color</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GE Silicones</strong></td>
<td><strong>Silicone Sealant</strong></td>
<td><strong>Gesil N Silicone Sealant</strong></td>
<td><strong>Gesil N Silicone Sealant</strong></td>
</tr>
<tr>
<td><strong>GE Silicones</strong></td>
<td><strong>We bring good things to life.</strong></td>
<td><strong>We bring good things to life.</strong></td>
<td><strong>2600 Silicone Sealant</strong></td>
</tr>
<tr>
<td><strong>GE Silicones</strong></td>
<td><strong>Gesil N Silicone Sealant</strong></td>
<td><strong>Gesil N Silicone Sealant</strong></td>
<td><strong>10.3 fl. oz. cartridges</strong></td>
</tr>
<tr>
<td><strong>GE Silicones</strong></td>
<td><strong>We bring good things to life.</strong></td>
<td><strong>We bring good things to life.</strong></td>
<td><strong>We bring good things to life.</strong></td>
</tr>
</tbody>
</table>

*continued*
Signature Typography

Secondary word mark

Generic product name

Featured Typography

Secondary word mark + generic product name

Generic product name

Product number, size, or color

GE slogan

We bring good things to life.
These examples demonstrate the use of rules, bars, and bands to structure, differentiate, and emphasize information.

**Rules** may be used as underlines to emphasize featured typography and as dividers to structure supporting typography.

**Bars** may be added to help emphasize supporting typography and differentiate it from featured typography.

**Bands** contain and emphasize the graphic signature. When color coding is required on a one-color package, the graphic signature is reversed out of the band, allowing the kraft carton color to show through.

**Featured typography** may be emphasized with large and/or bold (Univers 68*) type.

**Promotional slogans** may be differentiated from other supporting typography by being reversed out of a bar, set in all capital letters, or letterspaced.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
Either of two versions of the linear Dynamic Monogram may be used for graphic support: the circular version, shown on this page, or the bar version, shown on page 12.

The circular version is recommended for square and vertically oriented shipping cases and cartons. The circular version bleeds at the right and bottom edges of a panel and may enter the left margin, but it may not extend beyond the right edge of the signature Monogram.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.
The bar version of the linear Dynamic Monogram aligns with signature typography.

Featured typography and supporting typography may overlap the Dynamic Monogram if the information remains legible and the Monogram is not obscured. To help maintain legibility of typography that overlaps the Dynamic Monogram, a second color is recommended.

The examples on this page cannot be shown large enough for the fine horizontal lines of the linear Dynamic Monogram to be distinct.

On computer monitors and in laser prints, the lines appear as a solid color.
A contents checklist on the side panel of a shipping case or carton may be separated and differentiated from other typography by rules or bars.

An open circle, which is visually compatible with the Monogram, may be used as the check mark area. Usually, all typography aligns flush left, and the open circles are positioned within the left margin.
Shipping cases and cartons containing products made or sold by affiliates or other trademark licensees outside the U.S.A. or made by U.S. components for export sales should display the standard trademark protection notice Form 2.

If the packaging material or the space available makes using Form 2 difficult, one appearance of the trademark may be qualified with Form 1.

These standard trademark protection notices are shown in document 121, *Primary Trademarks & Service marks*, page 06.
Original Equipment Manufacturer (OEM) Customers & Their Dealers

OEM customers may not be authorized to use the primary GE trademarks on shipping cases and cartons. References on customers’ packages to the products supplied by GE should be confined to nonprominent use of the name “GE” in a factual statement, such as “Equipped with GE motor.”
Marketing

Communications

GE Identity Program

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Promotional Brochures 243
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These standards apply to the advertising of
• the Company and its components
• subcomponents
• licensed affiliates
• the GE brand of products and services

The advertising standards provide a plan for featuring graphic signatures prominently and consistently in all advertising media. In addition, they help to

• unify the advertising of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity

• streamline and modernize the look of advertising by standardizing signature use and eliminating unnecessary or outdated graphic support elements

• create synergy in advertising through consistent use of typography

• communicate specific attributes of high technology, dynamism, innovation, and professionalism

• provide flexibility to accommodate different kinds of information and communication needs

The results of research that tested the GE Identity Program advertising standards in typical consumer advertisements suggest that the objectives for which the standards were created have been achieved. Specifically, in comparison to consumers who viewed advertisements prepared without the standards, consumers who viewed print advertisements created according to the advertising standards had the following responses:

• They more often noted the Monogram with the theme line, “We bring good things to life.”

• They had a more positive impression of the Company, considering GE to be
  - professional
  - a high-technology company
  - innovative and forward thinking
  - known for research and development
  - a source of safe products and services

• They felt the advertisements had greater aesthetic appeal and were more attractive, colorful, and eye-catching.
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The advertising standards consist of three basic guidelines:

1. Use a graphic signature in all advertising according to the following standards:

   - **Use any of the basic signature arrangements:**
     - Primary signature. Because the primary signature is preferred in all program applications, its use in advertising helps relate this medium to others such as sales promotion materials, product literature, and packaging. However, where space is limited, the other graphic signatures may be used. For primary signature construction drawings and guidelines, see document 131, Graphic Signatures, pages 11 and 12.
     - Compact signature. The compact signature is identical to the primary signature except that the signature elements may be positioned closer to each other. For compact signature construction drawings and guidelines, see document 131, Graphic Signatures, pages 13 and 14.
     - Vertical signature. This signature may be used when the advertising format is narrow or when vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography. For vertical signature construction drawings and guidelines, see document 131, Graphic Signatures, pages 15 and 16.

   - **Use all three elements of the graphic signature—** the signature Monogram, signature typography, and Laser Line. Do not omit any element.

   - **Bleed the Laser Line** left off the advertising format. When this is not possible, begin the Laser Line
     - at the left margin
     - flush left with the left column of copy
     - flush with the left edge of the signature Monogram

   - **Keep the clear space within and surrounding the signature free from typography, photographs, illustrations, conflicting patterns, or the trim edge of the advertisement.** In particular, do not allow text to appear directly to the right of the signature Monogram. For more information on the recommended minimum clear space around each signature, see document 131, Graphic Signatures.

   - **Reproduce graphic signatures in correct colors,** according to the guidelines in document 132, Color.

      continued
Print Advertising Guidelines, continued

- Limit the content of the graphic signature (the message contained in the signature typography) to the following:

  In commercial and industrial advertising, use

  - the communicative name of the component or affiliate + the GE slogan

  - the GE slogan

  In corporate, consumer, and consumer trade advertising, use

  - the GE slogan

  - the name of the product or service + the GE slogan

  continued
2. Use the structure of the advertisement to place the graphic signature in an asymmetrical layout. Asymmetry is a fundamental layout concept used in all GE Identity Program applications.

• Place only the signature at the top or bottom of the format.

• Align the signature Monogram and signature typography with strong verticals in the advertisement, such as grid columns, copy blocks, or elements within a photograph or illustration.

• Balance the size and position of the signature with other layout elements in the advertising format.

• Do not center the entire signature or the Monogram in the advertising format.

• For emphasis, outdent the signature typography to extend right beyond an alignment point with a strong vertical, if desired.

• When space is sufficient, separate the signature Monogram from the signature typography with ample clear space, as desired.

3. Use ITC New Baskerville in all headlines and text.

• In headlines, use centered or flush left, ragged right settings, as desired.

• In text, use flush left, ragged right settings.

For more information on the ITC New Baskerville series, see document 133, Typography, page 04.

Reproduction Materials
For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

• GE Logo Font, containing all versions of the signature and Dynamic Monograms
• authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
When using a reference to the Company’s World Wide Web sites (a universal resource locator, or URL) in print advertising, follow these guidelines:

- **Use an address pertinent to the target audience.**
  - The GE home page address, www.ge.com, is recommended for all components, subcomponents, and licensed affiliates, but a more specific or different address may be used: for example,
    - an aircraft engines advertisement might use www.ge.com/aircraftengines
    - a Monogram appliances advertisement might use www.monogram.com

- **When using a reference in text,** typeset the address in the same size and style as the surrounding text.

- **When using a reference with the graphic signature signoff,**
  - *typeset* the address in Univers 68 or 48,* equal in size to the signature typography (if two sizes are used, the smaller of the two sizes is acceptable); for emphasis, use Univers 68
  - *place* the address below the Laser Line, aligned with either the
    - left edge of the signature Monogram
    - beginning of the signature typography
  - as shown in the examples at the left and below the graphic signature signoff.

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
At GE, we’re perfectionists about diagnostic imaging equipment. And here are some very important reasons why.

Your patients.

Our MR, CT, x-ray, ultrasound and nuclear systems meet your highest standards. The image quality and clinical flexibility you need for confident diagnoses—day after day, patient after patient.

GE systems keep pace with clinical advances. We work closely with hundreds of clinical investigators and meet regularly with physicians on six advisory boards to translate your needs into improved hardware and software.

Out of this synergism has come such breakthroughs as xenon blood flow mapping in CT. And pulsed progressive fluoro imaging which can reduce radiation dosage by 15-20% for pediatric procedures and angioplasty.

For 92 years the medical community has depended on GE imaging systems. But that’s not surprising, considering who’s depending on you.

Why we take technology so seriously

Graphic signatures are aligned with strong verticals to relate the signature to the structure of the advertisement. In this example, the signature Monogram is aligned flush left with the copy column, and the signature typography is aligned flush right with the same column.

To give the signature greater prominence, more than the recommended minimum clear space for the compact signature is maintained between and surrounding the signature elements.

For information on the recommended minimum clear space in graphic signatures, see document 131, Graphic Signatures, pages 11 to 18.
To align the graphic signature with a strong vertical in this example, the signature Monogram is aligned flush left with the right copy column and the integrated illustration.

This consumer advertisement uses a compact signature containing the slogan required in consumer advertising, “We bring good things to life.”

Get your money’s worth. Or your money back.

What could be better than getting one of the best appliances money can buy? And if something should happen to go wrong, what could be better than getting your money back?

That’s why we’re offering Satisfaction Guaranteed in addition to our warranties. Satisfaction Guaranteed lets you live with our major appliances* for ninety days. And if you’re not absolutely satisfied, we’ll replace them. Or refund your money.

We’re also the only major appliance maker with this guarantee. We also offer factory-trained service professionals and the Quick Fix® System for do-it-yourselfers. And our 24-hour GE Answer Center® service. (You could call us at 800 626-2000 about Satisfaction Guaranteed right now.)

Of course, you may never need to use our Satisfaction Guarantee. But isn’t it satisfying to know it’s there if you need it?

*Satisfaction Guaranteed applies to new refrigerators, freezers, dishwashers, washers, dryers, microwave ovens, and cooking products purchased from an authorized GE retail dealer.
To align the graphic signature with a strong vertical element in this advertisement, the signature Monogram is positioned flush left with a strong vertical element in the photograph. As shown in this example, the graphic signature may be isolated at the top of the format away from other copy as an endorsement to an editorial-style advertisement.

An effective method for incorporating a graphic signature into an advertisement is to place it in an even, unpatterned or subdued area of a photograph or illustration. As shown in this example, this method lends a dramatic emphasis to the signature.
Graphic signatures should be sized and positioned to balance other layout elements.

In this example, a compact signature, reversed in white, balances the copy and photograph of the airplane, also in white.

Graphic signatures should be reproduced on even, unpatterned or subdued backgrounds. In cases where the graphic signature must appear against a patterned background, the background should be subdued to minimize distracting detail, as shown in this example.

When a promotional slogan such as “Promises Count.” is desirable, it may be used as the last line of running text, typeset in ITC New Baskerville.

Nothing else quite like it.

Kenya Airways was the third airline to put the new GE CF6-80C2 engine into service aboard new widebody aircraft.

Since then, the engine has earned a reputation for meeting or beating its every promise and, in effect, setting a new record for reliability.

During its first year of operation at Kenya Airways, the -80C2 experienced not a single engine-caused flight cancellation. And despite utilization of over 12 hours a day, and hot, tropical temperatures, the engine has maintained an on-time departure record at an extraordinary 99.9%.

No wonder some 30 airlines have selected the CF6-80C2 as the preferred engine for their new widebody aircraft. So far.

Promises Count.

Wild animals still roam free on the African plains not far from Nairobi, where Kenya Airways makes its headquarters.

GE Aircraft Engines
We bring good things to life.
Graphic signatures may be positioned at the top or bottom of an advertisement. In the same advertisements on page 15, the graphic signatures are placed at the top of the format.

Generally, the elements of a graphic signature are aligned with strong verticals in an advertisement.

In these examples, the signature Monogram and signature typography are aligned with the copy blocks.

Note: The signature Monogram should not be centered in a format. As shown in the example at the left, the entire graphic signature may be centered to align with a single centered copy block.
Graphic signatures may be positioned at the top or bottom of an advertisement.

In the same advertisements on page 14, the graphic signatures are placed at the bottom of the format.

Whenever possible, the Laser Line bleeds left off the format. To accentuate the signature, the Laser Line may bleed across the gutter and off the left page of a spread.
When the advertising format is narrow or when a vertical emphasis is desired, the vertical signature arrangement may be used. In this example, the signature Monogram and signature typography are aligned flush left with the paragraph indent in the far right column of copy, creating a strong asymmetrical sign-off to emphasize the signature. Whenever possible, the Laser Line is bled left off the format.

Print Advertising Examples

The leading modular downdraft cooktop has been around for years. So it wasn’t too hard to think of ways to improve on it. To start with, we replaced the older model’s electro-mechanical control system with the first one that’s totally electronic. (For more accurate cooking temperatures.) And instead of a fixed-speed fan, we installed a variable-speed exhaust. (A big advantage. Particularly when it comes to reducing kitchen noise.)

We also made our fan more powerful, so builders can use longer ducts: 34 feet instead of 26 feet. (It gives more choice of where to put the cooktop.)

Our new GE model comes with a grill, and has optional Calrod® units, solid disks, an induction cooking surface and a griddle.

But although these modules may sound conventional, the way some of them are made isn’t. The griddle, for instance, is the only one with the heating element contained inside the cooking unit, instead of being a separate item below it.

All in all, we believe we’ve designed the best cooktop in the business. Even if it isn’t the best-seller. Yet.

We’ve just topped the top cooktop.

We bring good things to life.
Graphic support elements such as photographs or illustrations may overlap the portion of the Laser Line extending to the left of the signature Monogram.

In this example, the photographic elements appear to cross the Laser Line, creating a dramatic interrelationship between the graphic signature and the graphic support element.

Note: Avoid obliterating the Laser Line. The Laser Line must always be visible as an element of the graphic signature.

For emphasis, the signature typography may be outdented or used in a large size.

In this example, the typography extends beyond the alignment point of the right edge of the copy block, and the signature typography is sized to equal one-half the diameter of the signature Monogram. Because of its size and position, the signature typography is a dominant element in this advertisement.

Generation to Generation
Recyclable engineering materials today promise an even greater legacy than immediate reductions of costs and waste.

Generation and regeneration from packaging to automotive to construction. The energy isn’t lost. Our promise for the future. Advanced technology plastics offering long-term productivity and potential.

Recyclable. Reusable. Responsible.

For an informative outlook on recycling engineering plastics, call 800 845-0600.

GE Plastics
We bring good things to life.
For headlines and text, any typeface in the ITC New Baskerville series may be used. Because this series contains four weights of type, each available in both roman and italic versions, advertisements can feature rich typographic contrast. In this example, ITC New Baskerville Semibold is used in the headline, and ITC New Baskerville italic is used in the text.

When it comes to your institution’s financial health, it makes sense to go to a specialist. GE Medical Systems Financing.

We understand the business of healthcare. The difficult balance between quality of care and reality of costs. What it takes to maintain, and improve, profitability in an increasingly competitive field. The unique combination of economic pressures and medical considerations that influence your financial decisions.

Fiscal fitness

What does this understanding mean for your institution?

Financing instruments precisely designed for your operation. Payment plans that help you preserve working capital and stabilize cash flow. Alternative sources of capital to support your continued growth. And financial experts familiar with the complexities and opportunities in today’s healthcare market.

So, if you’re interested in improving the financial fitness of your institution, talk with GE Medical Systems Financing. We can help make good medicine good business. 800 624-5692.

GE Medical Systems
We bring good things to life.
Introducing a line of built-in appliances designed for people who dislike unnecessary irritation.

Anyone who has ever had a wall torn down, or new plumbing installed, will have an idea of some of the headaches involved in building a custom kitchen. But one source of annoyance often comes as a complete surprise, and that’s the remarkably complex business of buying built-in appliances. Unfortunately, the refrigerator that most people seem to want comes from one company. The dishwasher from another. The oven from a different firm. And the cooktop from yet another. Which could mean you’d have to go to four different places to buy them, and even worse, deal with four different companies when you needed service.

Now GE is introducing a simple alternative: Monogram, a line of built-in appliances with some significant advantages over the others. There’s a refrigerator, for instance, that offers more usable space than similar built-ins. A downdraft induction cooktop that’s more accurate and easier to keep clean than any other downdraft model. An electronic dishwasher that can blend in with the kitchen cabinets better than any other. A double oven with European looks and American capacity.

And more. But technological advances like these are not the sole reason why you should consider installing this new line. Its major virtue is that it is a line. Which means that you only have to deal with one company to see it, buy it, and have it serviced.

And it’s a company that goes just a little further when it comes to service. Who else offers anything that can give you as much helpful information as The GE Answer Center® service? (Just call 800-626-2000, any hour of the day or night.) Who else backs their products with a nationwide network of factory-trained service professionals? No one else. Only GE.

If the Laser Line bleeding left off the format would interfere with important elements of a photograph or illustration, the Laser Line may abut the photograph or illustration, as shown in this example.

ITC New Baskerville is used in all advertising headlines and text. Because the headline is long in this example, it is typeset in capital and lowercase letters to maintain high legibility.
In short headlines, ITC New Baskerville may be typeset in all capital letters for emphasis, if desired.

Whenever possible, the Laser Line bleeds left off the format. However, when this is not feasible, the Laser Line may begin flush with the left copy column, as shown in this example.

At GE, we have created what is unquestionably the world’s largest top-mount refrigerator. Our new 24.7 cubic foot model offers homebuyers more of the one thing they never seem able to get enough of: Space. And not just raw space, but space so cleverly used, it makes this refrigerator seem even larger than its already gigantic size. For instance, it has door shelves so deep they can swallow milk containers by the gallon. And the main refrigerator section has our unique Quick Serve™ Trays which slide under the shelves, so they open up even more usable space. This remarkable refrigerator also comes with something else no one else offers. Crushed ice through the door. It also has our new, more compact and energy-efficient rotary compressor. Which is one reason why our new refrigerator isn’t any wider than our 22.5 cubic foot model. Put it all together, and you have what we think is not only the world’s biggest top-mount. But the best.

“We bring good things to life.”
Against light grey backgrounds, the corporate colors, Platinum Grey and Laser Red, should be used in graphic signatures.

When four-color process is used:

Platinum Grey may be reproduced as 40 to 50 percent black, using a minimum screen of 133 lines. If this or a finer screen is not available, the signature Monogram and signature typography are reproduced in solid black, as shown in this example.

Laser Red may be reproduced as solid magenta/yellow.

For information on color in graphic signatures, see document 132, Color.

When performance counts.

F-16s, powered by GE F110 engines, are doing everything expected of them. And then some.

At the 86th TFW at Ramstein AB, mission readiness is currently running at 92% — well ahead of the 85% goal.

Operational performance is extraordinary too. Immediate responsiveness throughout the flight envelope. Turn advantage up to 1.5g. No hot-day take-off limitations whatever.

One pilot put it best: "[The F110] allows the pilot to fly the aircraft where he wants, when he wants, throughout the entire flight envelope, without worrying about the engine. You can go from idle to full AB at will."

GE Aircraft Engines
We bring good things to life.
Against colored backgrounds, graphic signatures are reversed in white, as shown in this example, or overprinted in black. When the background color provides sufficient contrast, the Laser Line may be reproduced in Laser Red.

For more information on the use of color in graphic signatures, see document 132, Color.

On the way.

The Super Tomcat, powered by GE F110 engines is on schedule and on the way.

On September 29, 1986, the engine flew for the first time aboard an F-14A Plus, and did everything it was supposed to. Same thing is true in more than 100 test flights since.

When delivered to the fleet in late 1987, the F-14A Plus will give the Navy the fighter engine it’s been looking for. One plus is no throttle restrictions whatever. Another plus is enough extra thrust to perform shipboard catapult launches without afterburners. But one thing is the biggest plus of all: the F110 is now a reality for the Navy, and represents a giant step towards the fighter of the future, the F-14D Super Tomcat.

GE Aircraft Engines
We bring good things to life.
GE ULTRASOUND CASE STUDY

Assessment of complications in early pregnancy

Transvaginal ultrasound represents an important advancement in assessing complications in early pregnancy, offering several advantages over conventional transabdominal scanning.

A 5 MHz GE Transvaginal sector transducer is applied directly to the uterus through the vaginal fornix. The need for a full bladder is eliminated, as is the diagnostic uncertainty created by an inadequately filled bladder. The distortion caused by overfilling, as with the transabdominal ultrasound technique, is also eliminated. Transvaginal image quality is not affected by maternal obesity or a retroflexed uterus. Transvaginal ultrasound also permits the use of higher frequency transducer elements for improved axial resolution and optimal lateral resolution, as seen in the following case study.

![Transvaginal scan of quadruplets](image)

**Fig. 1—Transvaginal scan of quadruplets shows three gestational sacs, one of which is out of the imaging plane. Amniotic membrane between identical twins is seen. Image demonstrates the thicker and more echogenic chorion separating the identical twins.**

**Case study**

A 25-year-old patient with vaginal bleeding was referred to confirm fetal viability nine weeks following in vitro fertilization and embryo transfer. A transabdominal scan demonstrated three gestational sacs within the uterine cavity, one sac containing two embryos and the other sacs containing one embryo each. No separating membrane could be defined between the embryos in the single sac, and cardiac activity could not be observed in one of the fraternal embryos.

A transvaginal scan was then performed using the GE 5 MHz Transvaginal probe and the RT 3600 system. The scan demonstrated cardiac activity in all four embryos, and identified a membrane in the single sac, (Fig. 1) indicating diamniotic monochorionic twins.

**Conclusion**

Unequivocal sonographic diagnosis in early pregnancy requires clear visualization of very small structures. The resolution afforded by transvaginal scanning permitted the visualization of a nine week multiple gestation, with precise identification of detail. The ability to demonstrate cardiac activity also permitted the physician to eliminate the likelihood of spontaneous abortion at an earlier gestational stage.

The certainty afforded by visualization of a live embryo in the endometrial cavity clarifies diagnostic considerations, assures the patient, and eliminates the need for follow-up scans.

Acknowledgement: Don A. Cubberley, M.D., Dept. of Radiology, Univ. of Utah, Salt Lake City, UT.

**The GE ultrasound advantage**

GE ultrasound provides superior image quality, resolution, and acoustic access necessary for a variety of procedures. A wide choice of fully electronic phased array probes are lightweight and easy to use.

To receive a detailed discussion of the case presented here, call GE at 800 624-5692 and request Ultrasound Clinical Symposium No. 7588.

GE Medical Systems
We bring good things to life.
This is the law that gave leasing a whole new lease on life.

for the English translation, call GE Capital at 800 243 - 2222

If you're in business, you already know that the Tax Reform Act of 1986 has changed the way you'll conduct your business from now on. You may also know that equipment leasing is one important area where the rules (and the tax implications) have changed.

What you may not know is that Tax Reform has left many past benefits of equipment leasing intact as well as adding important new ones. Happily, there's an alternative to wading through all 1,434 closely-spaced pages of the official Tax Reform Act documents to learn what's new (and what's old, but still OK) in leasing.

That alternative is GE Capital. We've been more involved in the ins and outs of equipment leasing over the past two decades than any other lender. So translating Washingtonese into plain English on a subject this close to our hearts comes easy to us.

And the fruits of our labor are yours for the asking: a few short and simple booklets that explain the ins and outs, advantages and disadvantages, of equipment leasing in 1987 and beyond.

Required reading for CFOs, principal accountants and company treasurers is our leasing primer: "Leasing and Tax Reform—A Guide Through the Maze." It explains in a handful of paragraphs how you can start to determine whether leasing is right for your company, right now.

Your second semester reading list is our second brochure—"The New Corporate Alternative Minimum Tax." And if you're ready for a postgraduate cram course, we can recommend "The Transitional Rules: Why Equipment Leasing Now Makes Even More Sense." (Half an hour with this one and you'll be tossing out phrases like "Special Aircraft Rule" and "Modified Accelerated Cost Recovery System" with a smug smile.) Any or all of our thankfully brief booklets are yours for the asking.

Of course, our slim library won't answer all your questions about how leasing may apply in your particular case. Only a fully-qualified leasing expert can do that. Fortunately, you can find as many of those as you need, right where you found the free booklets...and for the same price.

Is equipment leasing still alive and well after Tax Reform? Yes, indeed—and the sooner you contact GE Capital, the sooner you'll know how leasing can help improve your company's tax picture.

So mail in the coupon below, and we'll mail out the booklet(s). Better still, dial our toll-free leasing hotline. And listen to some plain English.

We do things differently because we see things differently.
A ding-free car?

GE Automotive
We bring good things to life.

The print advertising guidelines (pages 02 to 05) apply to outdoor advertising.

Whenever possible, outdoor advertising should relate to the print or broadcast advertising used in the locality by using the same or similar headlines and images.

In the example of a billboard in Detroit shown at the left, the image and headline were being used in a print advertisement appearing in automotive trade magazines.

continued
If no print or broadcast advertisements are used in the locality, a graphic signature may be used by itself in outdoor advertising, as shown in the example at the left. The signature may contain any of the kinds of messages discussed on page 03.

The graphic signature may be combined with graphic support such as the Dynamic Monogram, shown at the left.

continued
In place of the Dynamic Monogram, a simple photograph, shown at the left, or illustration may be used as graphic support, combined with the graphic signature to create an appealing outdoor advertisement.

Outdoor advertising can resemble the close of broadcast advertising by bleeding an appropriate photograph at the upper-right corner of the billboard, with the graphic signature placed to the left of and below the photograph.
These guidelines apply to all broadcast advertising pertaining to
• the Company and its
  - components
  - subcomponents
  - licensed affiliates
• the GE brand of products and services

Television Advertising
• Use one of the standard sign-offs shown at the right at the end of each televised advertisement.
• Use the name “GE” to refer to the Company and its components, subcomponents, and licensed affiliates (if appropriate) and the GE brand of products and services.
• Do not use the name “General Electric” or “General Electric Company.”

To obtain elements of the standard commercial close, contact:
Manager – GE Identity
GE Corporate Marketing Communications
Fairfield, Connecticut

Radio Advertising
• Use the name “GE” to refer to the Company and its components, subcomponents, and licensed affiliates (if appropriate) and the GE brand of products and services.
• Do not use the name “General Electric” or “General Electric Company.”
These guidelines apply to Yellow Pages advertising of:
- the Company and its components
- subcomponents
- licensed affiliates
- the GE brand of products and services

- Use special signature B shown in the examples on page 71. (For signature construction drawings and guidelines, see document 131, Graphic Signatures, pages 17 and 18.) This signature arrangement permits the signature Monogram to be placed closer to the Laser Line than is possible in the other graphic signatures. Note: Avoid using the special signatures in general commercial, industrial, consumer, or consumer trade advertising.

- Use the communicative name of the component or affiliate (such as “GE Computer Service” or “GE Consumer Service”), typeset in Univers 68\* initial capital and lowercase letters, in the signature. For more information on signature typography, see document 131, Graphic Signatures, pages 31 to 35.

- Place the signature at the top of the format.
  - Place the signature Monogram in the upper-left corner. Maintain clear space equal to one-quarter the diameter of the signature Monogram above and to the left of the Monogram.
  - Place the signature typography in the right portion of the format, with its baseline horizontally aligned with the base of the signature Monogram.
  - Bleed the Laser Line left off the format (to abut the enclosing rectangular outline, where such outlines are required). End the Laser Line at a point of vertical alignment with the end of the “E” in “GE.”

- Use the three-quarter version of the Dynamic Monogram in the lower-right corner. This element draws attention to the advertisement and can help relate Yellow Pages advertising to other media, such as the identification on service vans.
  - Bleed the Dynamic Monogram off the bottom and right edges of the format (to abut the enclosing rectangular outline, when such outlines are required).
  - Print the Dynamic Monogram in solid black—an exception to the standards for reproducing the Dynamic Monogram.
  - Do not allow any typography or graphic elements to overprint the Dynamic Monogram.

- Use ITC New Baskerville in copy appearing outside the signature.
  - Set copy in columns, flush left, ragged right.
  - Use no more than three sizes and two weights of ITC New Baskerville whenever possible.
  - For moderate emphasis of copy, use a heavy weight of typography or bullets.
  - For strong emphasis of copy, reverse typography from a solid black bar.

For information on the ITC New Baskerville series, see document 133, Typography, pages 04 and 05.

- Align copy columns with signature elements.
  - When space is sufficient, keep the left margin beneath the signature Monogram clear. This clear margin helps to accentuate the signature Monogram. When this is not possible, align the left copy column with the left edge of the signature Monogram.
  - Align a second copy column with the signature typography.
  - Align other graphic elements, such as the images of credit cards, with the copy columns or signature elements.

- If applicable, position the slogan, “We bring good things to life.”—typeset in Univers 68\*—at the bottom of the format, aligned with a copy column.

Note: The Dynamic Monogram may be used by only GE components and licensed affiliates—not non-Company service operations, even if they are authorized to use the Monogram alone or in a graphic signature.

*In computer typesetting, other names may be used, such as
  • for Univers 68, Univers (67) Condensed Bold Oblique
  • for Univers 48, Univers (47) Condensed Light Oblique
GE Consumer Service

Also Servicing:
• RCA
• Hotpoint
• JC Penny

For Service
Chicago
582-1300
Suburbs
636-2020
GE Services
4120 SW Highway
Hometown

For Parts
Chicago
477-5610
4305 Lincoln Avenue
Suburbs
636-2020
4120 SW Highway
Hometown

We bring good things to life.

Also Servicing:
• RCA
• Hotpoint
• JC Penny

For Service: 778-5361
For Parts: 779-3265
For Service: Chicago
582-1300
Suburbs
636-2020
GE Service
4120 SW Highway
Hometown

For Parts: Chicago
477-5610
4305 Lincoln Ave.
Suburbs
636-2020
4120 SW Highway
Hometown

We bring good things to life.
These guidelines apply to White Pages listings of the Company and its components, subcomponents, and licensed affiliates.

Telephone directory White Pages listings help customers locate and contact GE. If the listings are easy to find, they leave customers with a favorable impression of the Company because they can reach GE quickly without wasting time on referral calls.

GE Company and Components

List “GE COMPANY” first, and below it, in alphabetical order, list the communicative names of components (usually consisting of “GE” plus a generic description of the component’s broadest competence or major product line). Note: Not all publishers permit such listings.

Cross-reference GE. Because some callers seek listings under the legal name, list product information and consumer product service numbers under “GENERAL ELECTRIC COMPANY” with a cross-reference to the GE Company listings, if required. Note: Do not list any component, subcomponent, or affiliate numbers under this heading.

List all GE businesses under one bold heading, “GE COMPANY,” to help callers quickly locate the Company. These listings should follow any for product information (such as “GE Answer Center”) and consumer product service. Do not use bold headings for each office listing because such bold headings would compete with the “GE COMPANY” heading, making it difficult to read the listing.

Because of the high volume of calls to product information, consumer product service, and manufacturing plant (where applicable) numbers, list these numbers before the alphabetical listing of components’ numbers.

Affiliates

List “GE Capital” under the “GE COMPANY” bold heading and above the “OTHER OPERATIONS” subheading. List all other affiliates alphabetically with GE components under “OTHER OPERATIONS.”

Note: List only GE components and affiliates under the name “GE” in White Pages. Independent resellers and dealers may not be listed under “General Electric Company,” “General Electric,” or “GE Company.” Entries such as “GE Repair Shop” or “General Electric Washing Machine Parts” should be brought to the attention of the business Intellectual Property Counsel for appropriate action.
Multiple-Listing Format

The example at the left illustrates a correctly organized listing for multiple GE components and affiliates.

1. "GE COMPANY" is the initial bold heading, followed by
2. "PRODUCT INFORMATION" listings, followed by
3. "CONSUMER PRODUCT SERVICE" and parts listings, followed by
4. "MANUFACTURING PLANT" listings, followed by
5. "GE CAPITAL" listings, followed by
6. "OTHER OPERATIONS," listings for all local GE components and affiliates
Although the print advertising standards (pages 02 to 05) apply throughout the world, there are additional rules to follow outside the U.S.A.:

• A created or acquired business licensed to use a primary GE trademark by itself should use it, normally in a graphic signature, for the sign-off in an advertisement.

• A joint venture licensed to use the Monogram together with the mark(s) of the other joint venture partner(s) (joint marks) should use these marks, normally in a graphic signature, for the sign-off.

• The primary GE trademarks should be qualified with a standard trademark protection notice, preferably Form 2, as shown in document 121, Primary Trademarks & Service Marks, page 06.

When the Company name or business name is already featured, use Form 1, also shown in document 121 on page 06.
These guidelines apply to the display advertising of employment opportunities with:

- the Company and its components and subcomponents
- divisions, departments, and operations
- affiliates licensed to use the GE identity

Successful recruitment advertisements do more than list job openings. In a swarm of competing advertisements of widely varying quality, successful advertisements attract and hold a desirable candidate’s attention. Their look and tone reflect the advertised company’s culture and philosophy, providing an introduction to the company for the prospective employee. According to the Newspaper Advertising Bureau and other experts, that perception strongly influences a candidate’s decision to pursue a career with a company.

Thus, each GE recruitment advertisement must:

- stand out from competitive clutter
- appeal to the high-quality people the Company seeks to hire

This document contains guidelines for:

- layout
- typefaces
- the signature identifying the component or affiliate

as well as suggestions for advertising copy to help bring greater clarity, consistency, and creativity to GE recruitment advertisements, making them:

- highly visible and appealing to the people that the Company seeks to hire
- faster, easier, and more economical to produce
### Contents

- **Introduction**
- **Layout Guidelines**
- **Optional Elements:**
  - Bars & Bands
  - Employment Agency Logos
  - Dynamic Monogram
- **Copy Guidelines**
- **Advertising outside the U.S.A.**

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**Recruitment Advertising**

(Revised 2001.11)
Clear space—an area without text or imagery—is a key element in GE recruitment advertising, helping create distinctive, attractive, and professional-looking advertisements. It’s a classic case of “less is more”: Ample clear space provides an open, relaxed, and inviting appearance that makes GE advertisements pop out from the surrounding clutter.

Despite this fact, some people think clear space is wasted space. Their advertisements quickly become so packed with type that even when someone notices them in the clutter, they appear difficult to read. People tend to associate clutter in advertisements with relatively unsophisticated employers—which is not the impression GE wishes to make.

A key layout principle in all GE communications is the strong vertical and horizontal alignment of elements. Such alignments establish a sense of order, structure, and discipline in GE recruitment advertisements, suggesting the Company’s professionalism while making the advertisements easy to read and understand.

Reproduction Materials
For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

GE is looking for imaginative lighting engineers

GE Lighting Systems
An Equal Opportunity Employer
Use a vertical rectangle whenever possible. Because many newspapers have reduced the column width for classified advertisements,
• use three-column (highly recommended)
or two-column advertisements
• avoid one-column advertisements

Note: A two-column advertisement 3 7/16 inches in height makes a stronger visual impact than a one-column advertisement 7 inches in height, usually at no additional space cost.

Use generous clear space throughout the advertisement to attract attention and make the advertisement easy to read and understand:
• Make the width of the
  - key word area approximately one-quarter to one-third the width of the advertisement
  - body copy area approximately three-quarters to two-thirds the width of the advertisement

For horizontal advertisements, divide the width into four or five sections and devote one section to the key word area, as shown below.

• Keep key words and phrases short.
• Typeset body copy flush left and place it to create a pillar of clear space along the left side of each advertisement. This asymmetry is an integral part of the distinctive GE visual style.
Many newspapers alphabetize advertisements by a *positioning key*, the first word of the copy. When using a positioning key,

- **typeset** it in ITC New Baskerville in the same point size as the body copy
- **place** it at the left margin, above the headline

**Typeset the headline** in ITC New Baskerville Bold, either roman or italic.

**Typeset key words** in ITC New Baskerville Bold, either roman or italic, in the same point size as the body copy. Inviting subheads can be used to highlight subject matter and help emphasize the interests of special disciplines.

**Typeset body copy** in ITC New Baskerville Roman, flush left, ragged right. To maintain high legibility, do not use italic type in body copy.

**An illustration, photograph, or diagram** may be used in the body copy area, if desired:

- Place it within the width of the body copy area; do not let it extend into the key word area.
- If an accompanying caption is used, typeset it in ITC New Baskerville Italic.

**Use a single ½-point outline** for all recruitment advertisements, regardless of size.

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**GE is looking for brilliant lighting engineers**

**Key word**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod tempor. Qua non vesige conatad dopoei lie opus ido nostrud erat vemi diem amor plusestos non qu aliquam vulpate entieritis coleitus und der ach mal merchan sheem lla tates.

**Key word**

Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel cum irure do in reprehenderit in voluptate velit esse mois taie son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harum dereud facilis est er expedit distint. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.

**Key word**

Justo odio dignissim qui blandit praesent lup atum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.
To organize copy elements, use horizontal rules, a minimum of 2 points in thickness,
• beginning at the left edge of the advertisement
• ending flush right approximately halfway across
the width of the body copy

Note: All rules, including the Laser Line in the
graphic signature, should be the same length,
ending at the same point of vertical alignment.

If a second color is available, all rules may print
in Laser Red, but in that case, all rules except
the Laser Line should be at least 6-point bars to keep
them well differentiated from the fine Laser Line,
as shown in the example below.

continued
Recruitment Advertising
Layout Guidelines, continued

GE Identity Program

GE Lighting Systems

An Equal Opportunity Employer

Graphic Signature Sign-Off

Use the primary signature in recruitment advertising. Where space is severely restricted, use the compact or vertical signature.

Use all three elements of the graphic signature (the signature Monogram, signature typography, and Laser Line).

Do not delete any signature element in recruitment advertising.

Keep the space within and surrounding the signature clear of typography, illustrations, conflicting patterns, or the trim edge of the advertisement.

Note: In particular, do not allow text to appear directly to the right of the signature Monogram.

For signature construction drawings and more information on the minimum clear space required for each signature, see document 131, Graphic Signatures, pages 11 to 16.

Engineers

GE is looking for imaginative lighting engineers

Key word

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eismod tempor. Qua non vesige conataad dopoei lie opus ido nostrud et vemi diam amor plusestos non qu aliquam vulpate enteritis coleitus und der ach mal merchan sheem Ila tats.

Key word

Orpor suscipit laboris nisi ut aliquip ex ecom modo consequat. Duis autem vel cum irure do in reprehenderit in voluptate velit esse mois tiae son consequat, vel illum dolore eu fugiatie nulla pariatur vero eos et accusam. Et harum dereud facilis est er expedit distinct. Nam liber a temor cum soluta nobis optio comque nihil quod a impedit anim id.

Key word

Justo odio dignissim qui blandit praesent lupatum delenit aigue duos dolor et moestais ptur sint occaecat cupidat non.

Typeset “An Equal Opportunity Employer” in Univers 68 or 48* and place it below the Laser Line. Note: This phrase is required on all GE recruitment advertisements.

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique

Visually align the left edge of the signature Monogram with the left side of the body copy.

Typeset the communicative name of the business in Univers 68* in one or two lines, as required.

Place the Laser Line—a ½-point rule beginning at the outline of the left edge of the advertisement—below the communicative name of the business at a distance equal to the capital height of the communicative name.
A Director of Quality.

Leeds

Financial Services

General Electric, the $60bn global corporation, is a business phenomenon. Its unstoppable growth, and the way we achieve it, is a business model of the kind that is imitated by many companies and emulated by others. Quality is a guiding principle of the business. All our companies are characterised by swift growth, tight market focus, and an unwavering commitment to excellence in customer service.

GE Capital Global Consumer Finance provides value-adding financial services directly to customers and through partnerships with blue-chip clients. Quality is a guiding principle of the business. We aim to make everything we do ACE – Above Customer Expectation.

We need a charismatic manager who can drive a series of quality initiatives forward, including Six Sigma, the internationally-recognized quality measure. Your aim will be to:

• instil quality awareness throughout the company.
• accelerate and improve response to customers
• achieve tangible and significant business results.

Strong analytical skills are essential as you must be able to synthesize complex information and prepare concise yet compelling presentations. A background in consulting or quantitative disciplines would also prove useful.

The salary reflects the importance of this role to our continuing success, and will be supported by a comprehensive benefits package, including relocation expenses where appropriate. Success in this role will open exciting further career development prospects at home and overseas. High achievers are moved around the global business to build and broaden expertise.

If you relish the challenge of this exciting new role, please write with full CV to Maureen O’Connor, Regional Director, Bernard Hodes, Television House, Mount Street, Manchester M1 5WS. Please quote reference: St/11/DCP.

The ideal candidate has substantial experience in leading major programmes of change and the self-confidence, passion, and communication skills to inspire others to work together to achieve tangible and significant business results.

If the copy does not lend itself to the use of key words or phrases and the horizontal rule lines shown in the layout guidelines on pages 03 to 06, bars or bands in black or color may be used to:

• structure a recruitment advertisement
• emphasize information, such as the industry category and employment locale as shown in the examples at the left.

Although these examples are based on advertisements appearing in United Kingdom newspapers, these guidelines apply to the use of bars or bands in GE recruitment advertising throughout the world.

When using bars or bands, maintain:

• ample clear space by:
  - using a wide left margin
  - keeping the area surrounding the graphic signature clear
• strong vertical and horizontal alignments among the layout elements as shown in the examples at the left and discussed on page 02.

When using color:

• in the bars or bands, the corporate color Laser Red would provide a strong accent, but any appropriate color may be used
• in the Laser Line, only black, Platinum Grey, white, or Laser Red may be used. No other color may be used in the Laser Line.
Sales Support Professionals

Experts in the business of communication.

Morley  Job-share & full-time

GE Capital Global Consumer Finance provides a wide range of financial services, from retail credit card services to household-name solutions in direct loans and insurance products for individual customers. We set ourselves incredibly ambitious goals—and then we exceed them. We deliver unexpected standards of customer service. And we encourage our people to contribute directly to the growth and direction of the business. This could be where you come in.

We’re currently looking for people to tackle a challenging and varied sales support role here in Morley. You will be talking to customers on the telephone, producing promotional literature, and helping to create persuasive presentations. Everything you do will be driven by a determination to improve our service to customers. And that includes taking advantage of the superb training and career development opportunities.

Flexible and self-motivated, you must have an excellent telephone manner and a flair for written communication. A working knowledge of PC packages is essential, including Excel, Word, and Power Point.

You will work full-time or on a two-and-a-half day job-share, Monday to Wednesday or Wednesday to Friday. Full-time salary will be at least £85,300 with superb benefits including profit-sharing, incentive schemes, pension, and a subsidised restaurant. The Morley site offers free car parking and easy access by public transport.

To find out more, call Julie Ridsdale or Tracy Spink on 01532 441464 quoting reference: MA/01, or call in at Ecco Employment, 17 Merrion Way, Leeds LS2 8BT.

GE Capital
Global Consumer Finance – UK

Secretaries with unusual interests.

Let’s talk business

Consider this: According to Business Week, the global GE corporation is now the world’s second most profitable company, and we continue to grow at a phenomenal rate. In 1981, two of our twelve businesses were considered global players. Today, all are. Among these world-class businesses, GE Capital is one of the largest and most successful diversified financial services companies in the world.

Perhaps you’re wondering what all this business stuff has to do with a secretarial job. Perhaps you’re asking how you’ll get your two-hour lunch. Also, we fear you’re not ready GE material. In most companies, 5% of the people do 95% of the thinking. In GE Companies, we look for good ideas and positive contributions from everyone. By harnessing the creativity and enthusiasm of the entire team, we constantly exceed even our own ambitious business goals. And that makes GE Capital a very exciting place to work.

It’s not just a question of having tip-top secretarial skills. The real question is, do you have the drive and potential to develop beyond an orthodox secretarial role with a very unorthodox company? To find out more, call Julie Ridsdale on 01532 441464 quoting reference: MA/01, or call in at Ecco Employment, 17 Merrion Way, Leeds LS2 8BT.

GE is an equal opportunity employer.

As an option, the identity of the employment agency that places the advertisement (a symbol or logotype) may be used in an advertisement, provided that it is

• placed in the lower-right corner of the advertisement
• kept separate from all other elements in the advertisement

as shown in the examples at the left.

Although these examples are based on advertisements appearing in United Kingdom newspapers, these guidelines apply to the use of employment agency identities in GE recruitment advertising throughout the world.

Note: The Dynamic Monogram may not be used with the identity of an employment agency.
A Director of Quality.

General Electric, the $60bn global corporation, is a business phenomenon. We set ourselves impossible goals, and then we achieve them. We empower our people and break down barriers to release and harness the human potential of the business. All our companies are characterised by multi-growth, tight market focus, and a genuine commitment to excellence in customer service.

GE Capital Global Consumer Finance provides value-adding financial services directly to customers and through partnerships with blue-chip clients. Quality is a guiding principle of the business. All we aim to make everything we do ACE – Above Customer Expectation.

We need a charismatic manager who can drive a series of quality initiatives forward, including Six Sigma, the internationally-recognised quality measure. Your aim will be to:

- redefine high-quality products at lower cost,
- accelerate and improve response to customers,
- instil quality awareness throughout the company,
- deliver higher-quality products at lower cost,
- synthesise complex information and prepare concise yet compelling presentations.

A background in consulting or quantitative disciplines would also prove useful.

The salary reflects the importance of this role to our continuing success, and will be supported by a comprehensive benefits package, including relocation expenses where appropriate. Success in this role will open up exciting further career development prospects at home and overseas.

High achievers are regularly moved around the global business to build and broaden expertise.

If you feel you need a new crop, first contact the Manager of GE Identity, GE Corporate Marketing Communications, Fairfield, Connecticut.

As an option, the Dynamic Monogram may be used in recruitment advertising according to the guidelines in GE Identity Program document 134. Dynamic Monogram, as shown in the examples at the left.

Although these examples are based on advertisements appearing in United Kingdom newspapers, these guidelines apply to the use of the Dynamic Monogram in GE recruitment advertising throughout the world.

- Reproduce the Dynamic Monogram
  - large
  - bleeding off the format (touching the boundary line of the advertisement)
- in a subtle color of low contrast to the background:
  - for example, a light tint of black such as 10%
  - Remember: The letters/curlicues are always lighter than the field. For correct reproduction, use the positive version of the Dynamic Monogram and use color in the field, letting the white of the page show in the letters/curlicues.

- Use only the authorized drawings of the Dynamic Monogram, including the
  - three-quarter version (shown in the examples)
  - one-quarter version

Note: The left- and right-bleeding horizontal versions of the Dynamic Monogram—which bleed at the top, bottom, and either left or right of the format—also may be used, provided the proportional relationship between the vertical and horizontal dimensions of the format is at least 1:3.

- Do not create new crops of the Monogram.
  - If you feel you need a new crop, first contact the Manager of GE Identity, GE Corporate Marketing Communications, Fairfield, Connecticut.

- When properly reproduced as described above, typography may overprint the Dynamic Monogram.
Although no two GE recruitment advertisements are entirely alike, all must be easy to read and understand. At the same time, each must enhance the GE image because the best applicants are not looking for just a job and salary—they are looking for a company.

The headline should use an active verb and identify the type of candidate the Company is seeking using a phrase that is both descriptive and appealing. For example, start with the action words “GE is looking for....” Looking for what? Engineers? No: imaginative engineers. Readers should recognize themselves as soon as possible in the headline and copy.

The opening paragraph is a good place to convey general information. It serves as an umbrella for the specific employment offerings appearing in subsequent paragraphs.

Key words and phrases can help summarize vital points, pique interest, and stimulate response. These key words and phrases can also feature the disciplines (for example: Electronics, Chemical, or Plastics) and draw specialists to their areas of expertise.

The copy should cover the major selling points of the position for the target candidate. These may vary from one field to another.

In general, all recruitment advertisements should indicate clearly that the Company offers:
• opportunity to grow, learn, contribute, and increase one’s knowledge, value, and earning capacity
• recognition, understanding that it is Company policy to notice, single out, and reward talent and achievement
• responsibility for those who can initiate, accomplish, make decisions, and lead
• challenge to take on bigger and more demanding assignments in accordance with demonstrated performance

Keep copy clear, brief, and to the point. Such copy not only encourages readership, it also helps reinforce the point that GE places high value on speed, simplicity, and self-confidence.

Emphasize facts—hard, cold ones. Each is worth a hundred vague, general promises.

Keep the tone warm and personal. Speak in terms that are friendly, personal, and encouraging.

Even in the most complex technologies, good copy can project the enthusiasm and excitement available in the position advertised.
Although the recruitment advertising standards (pages 02 to 07) apply throughout the world, there are additional rules to follow outside the U.S.A.:

- A created or acquired business licensed to use a primary GE trademark by itself should use it, normally in a graphic signature, as the sign-off in an advertisement.

- A joint venture licensed to use the Monogram together with the mark(s) of the other joint venture partner(s) (joint marks) should use these marks, normally in a graphic signature, as the sign-off.

- The primary GE trademarks should be qualified with a standard trademark protection notice, preferably Form 2, as shown in document 121, Primary Trademarks & Service Marks, page 06.

When the Company name or business name is already featured, use Form 1, also shown in document 121, page 06.
These standards apply to all promotional brochures pertaining to
• the Company and its
  - components
  - subcomponents
  - licensed affiliates
• the GE brand of products and services

These standards provide a plan for featuring graphic signatures consistently and prominently in all print applications. In addition, they help to
• simplify and clarify information by standardizing its presentation
• rationalize and organize information by ranking it according to priority
• streamline and modernize print applications by instituting the use of grids and eliminating unnecessary or outdated graphic support elements
• unify the print applications of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
• create synergy in print communications through the consistent use of typography
• communicate specific attributes of high technology, dynamism, and innovation
• provide flexibility to accommodate different kinds of information and communication needs
• reduce cost through the use of common design standards
<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guidelines</td>
<td>243.02</td>
</tr>
<tr>
<td>Creative Matrix</td>
<td>243.04</td>
</tr>
<tr>
<td>Examples</td>
<td>243.20</td>
</tr>
</tbody>
</table>
Use a grid. A grid is an underlying structure used to organize graphic and typographic elements in a layout. By vertically and horizontally aligning these elements at common points on the grid, an orderly appearance, which communicates a sense of planning, discipline, and professionalism, is created.

- **Use a single grid** for the covers and inside spreads of a brochure or a series of related brochures.
- **Use a grid tailored to your needs.** Any kind of grid—three column, four column, five column, six column, seven column, and so on—may be used in print applications; no particular grid is recommended.

Use a graphic signature
- **always** on the front cover or outside panel at the top or bottom
- **as an option** on the back cover or panel, with an address block if desired

For guidelines on the construction of graphic signatures, see document 131, *Graphic Signatures*, pages 10 to 16.

Use a basic layout established by the selected grid and the placement of the graphic signature on the grid, as shown in the examples.

- **Use an asymmetrical layout** with generous clear space. One method of creating this appearance is to emphasize the signature Monogram by keeping the left column of the grid clear.
- **Align** other layout elements on the grid.

Prioritize information.
- **Emphasize** information of primary importance. Either
  - use it in the typography of the graphic signature
  - place it outside the signature and
  - use a large size and/or heavy weight of program typography
  - accent it with color
- **Deemphasize** information of secondary importance:
  - Place it outside the signature.
  - Use a small size and/or light weight of program typography.
  - Subdue it with color.

*continued*
Use color correctly.

- **In a graphic signature,** use the corporate colors whenever possible.
- **In other elements** such as backgrounds and headlines, use any appropriate color.

For guidelines on color, see document 132, Color.

Use program typography.

- **In a graphic signature,** use only Univers 68* and, if needed, Univers 48.* (As an option in product signatures, ITC New Baskerville Italic or a combination of Univers 68 and 48 may be used.)

For guidelines on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

- **Outside a graphic signature,**
  - (preferred) use ITC New Baskerville in all headlines and text, and use the Univers series for typographic accents such as captions and folios
  - (alternative) use Univers in all headlines and text, and use ITC New Baskerville for typographic accents such as captions and folios

- **Limit the number of type sizes and weights.** Generally, use no more than three sizes and two weights in any one application.

For guidelines on the use and specification of program typography, see document 133, Typography.

Do not use

- **organizational design marks** such as logotypes, symbols, or icons for components, divisions, departments, or operations
- **secondary product or service design marks** such as logotypes, symbols, or icons for products or services
- **decorative borders, shapes, or patterns**
- **graphic signatures** for page titles, subtitles, folios, or any decorative purpose

Instead, use graphic support elements such as

- photographs
- illustrations
- thematic graphics
- the Dynamic Monogram (See document 134, Dynamic Monogram.)

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique
The first step in developing a promotional brochure cover is to select:

• graphic signature content
• layout elements

To facilitate selection, typical cover alternatives are diagrammed and demonstrated in the promotional brochure creative matrix shown on pages 05 and 06. A single typical brochure is shown in 21 variations. Each variation combines one option of graphic complexity with one level of signature content, as described below.

**Graphic Complexity**
Each horizontal row contains the same seven options of graphic complexity:

• *On the far left* (1), the simplest layout (using only program typography) is shown.
• *On the far right* (7), the most complex layout (using program typography combined with a thematic graphic and a photograph or an illustration) is shown.
• *In the middle* (2 to 6), the other options, increasing in graphic complexity from left to right, are shown.

**Signature Content**
Each vertical row contains the same three levels of signature content:

• *At the top* (A), the brochure title appears in the signature typography with no information below the signature.
• *In the middle* (B), the brochure title appears in the signature typography with a subtitle below the signature.
• *At the bottom* (C), the component or affiliate communicative name appears in the signature typography with the brochure title (and subtitle, if needed) below the signature.

Each example in the matrix demonstrates one option of graphic complexity combined with one level of signature content. Together the examples define typical combinations of graphic signatures with other graphic and typographic elements. Select the combination that best accommodates your needs and develop your brochures according to the guidelines on pages 02 and 03.
For an explanation of the promotional brochures creative matrix, see page 04. Examples from the creative matrix are shown and discussed on pages 07 to 12.
The background colors are used in the matrix only to categorize the three options of signature content. No recommendation is implied regarding the use of these colors in print applications.

The thematic graphic is representative. No recommendation is implied regarding the use of this thematic graphic in applications.
The content of a graphic signature is the message contained in the signature typography. Placing a message in a graphic signature emphasizes the message. Each level of signature content is demonstrated in the examples at the right. All examples demonstrate the simplest level of graphic complexity.

The typefaces used in signature typography are Univers 68* and, if needed, Univers 48.* As an option, ITC New Baskerville may be used in product signatures. For more information on the use and specification of signature typography, see document 133, Typography.

The typefaces used outside a graphic signature are selected from the ITC New Baskerville series. For more information on the use and specification of program typography, see document 133, Typography.

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*In computer typesetting, other names may be used, such as • for Univers 68, Univers (67) Condensed Bold Oblique • for Univers 48, Univers (47) Condensed Light Oblique
The examples on pages 08 to 11 demonstrate the second level of signature content (brochure title in signature, subtitle below) combined with each option of graphic complexity.

When the Dynamic Monogram is used, follow the guidelines in document 134, Dynamic Monogram.

Note: Use of the Dynamic Monogram is restricted to GE components and only certain affiliates licensed to use the GE name and/or Monogram.
When a single photograph or illustration is used, it may be sized and placed as desired on the selected grid. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.
When multiple photographs or illustrations are used, they may be sized and placed as desired on the selected grid. Visual interest is created by using these elements in different sizes and shapes. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.

When a single photograph or illustration is used, it may bleed off all sides of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.

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**B5**

**Signature Content:**
Brochure title in signature, subtitle below

**Graphic Complexity:**
Typography + full-bleed photograph or illustration

**B4**

**Signature Content:**
Brochure title in signature, subtitle below

**Graphic Complexity:**
Typography + multiple photographs or illustrations
A thematic graphic is an image used to suggest an idea relevant to the Company or its organizational elements, products, or services. It is used in place of logotypes, symbols, or other graphic devices that have served similar purposes in the past. Such logotypes or symbols create separate identities that compete with the GE identity and diminish its strength, contradicting a principal program goal to unify all Company communications. Thus, they are not used in GE Identity Program applications. Instead, when it is desirable to suggest a specific idea with an image, a thematic graphic is used.

A thematic graphic is used as graphic support like the Dynamic Monogram—large, bled off the format, and reproduced in a subtle color of low contrast to the background. It is never given such prominence as to be misconstrued as a symbol for the Company or its organizational parts, products, or services. It may be used in combination with a photograph or illustration placed on the grid, as desired.

Note: When a thematic graphic is used, a full graphic signature must also be used in the same format.

The thematic graphic used in the examples is an image of a hawk derived from the logotype previously used by the Center for Advanced Airmanship. It is used for demonstration purposes only. No recommendation is implied regarding the use of this thematic graphic in specific applications.
This example demonstrates the third level of signature content combined with the third option of graphic complexity. The communicative name of the organization is used in the graphic signature. Below it, the brochure title and subtitle are used with one photograph.

When a single photograph or illustration is used, it may bleed off the top of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.

**C3**

**Signature Content:**
- Communicative name in signature,
- brochure title and subtitle below

**Graphic Complexity:**
- Typography
- + one photograph or illustration
The examples on pages 20 to 25 demonstrate the wide range of layouts that can be created by using the program guidelines in specific promotional brochure covers.

**Signature Content:**
Communicative name in signature, title and subtitle below

**Graphic Complexity:**
Typography only

GE Center for Advanced Airmanship

Conditioned to Win

Training Systems Technology from GE
Signature Content:
Communicative name in signature, title and subtitle below

Graphic Complexity:
Typography
+ full-bleed photograph or illustration

GE Medical Systems

Signa
The MR Reference Point

Signature Content:
Product name in signature, title below

Graphic Complexity:
Typography
+ full-bleed photograph or illustration
GE Motors

Turning Up The Power

Signature Content:
Communicative name in signature, title below

Graphic Complexity:
Typography
+ thematic graphic only
Let us not forget that anyone who will visit us, anyone who will call us on the telephone, anyone who will seek our aid, offers to us the privilege of creating goodwill for the General Electric Company. Let us not throw away this privilege. Let us not rebuff the person who gives us this opportunity.

Owen D. Young
Chairman of the Board
1922-1939

Signature Content:
Communicative name in signature, brochure title below

Graphic Complexity:
Typography
+ multiple photographs or illustrations
When developing the inside of promotional brochures, follow these guidelines:

- Use the brochure cover grid for the inside layouts. Using the same grid throughout a single brochure helps to unify the cover and inside pages.

- Do not use graphic signatures for page titles, subtitles, folios, or any decorative purpose. Graphic signatures may be used in promotional brochures only on the front and back covers.

---

**The Course Structure**

- **Initial Training**
  - Learns basic concepts and employs self-study materials to supplement instruction.
  - Emphasis on learning the basic functions of the aircraft.

- **Combination Training**
  - Provides students with an introduction to the flight procedures of the aircraft.
  - Emphasis on learning the basic functions of the aircraft.

- **Advanced Weapons Program**
  - Provides students with a comprehensive understanding of the aircraft.
  - Emphasis on learning the advanced functions of the aircraft.

---

**The Training Environment**

- **Visual Systems**
  - Provides students with a comprehensive understanding of the aircraft.
  - Emphasis on learning the advanced functions of the aircraft.

- **Conventional Gunnery Range**
  - Provides students with a comprehensive understanding of the aircraft.
  - Emphasis on learning the advanced functions of the aircraft.

---

The five-column grid is shown for demonstration purposes only. No recommendation is implied regarding the use of this grid in program applications.
On the back of promotional brochures, a graphic signature may be combined with the address block. As shown in the example,

- the **address block** is typeset in Univers 48* and positioned below the Laser Line
- the **Laser Line** bleeds left off the format whenever possible
- the **entire unit** is positioned on the grid in an asymmetrical layout; avoid centering the signature Monogram or the graphic signature in the format

---

Another example of the back of a brochure using this signature and address block appears in document 244, Product Literature, page 23.

---

*In computer typesetting, other names may be used, such as
- for **Univers 68**, Univers (67) Condensed Bold Oblique
- for **Univers 48**, Univers (47) Condensed Light Oblique
These standards apply to all product literature pertaining to the GE brand of products and services.

These standards provide a plan for featuring graphic signatures consistently and prominently in all print applications. In addition, they help to

- simplify and clarify information by standardizing its presentation
- rationalize and organize information by ranking it according to priority
- streamline and modernize print applications by instituting the use of grids and eliminating unnecessary or outdated graphic support elements
- unify the print applications of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- create synergy in print communications through the consistent use of typography
- communicate specific attributes of high technology, dynamism, and innovation
- provide flexibility to accommodate different kinds of information and communication needs
- reduce cost through the use of common design standards
Product Literature

Contents

Guidelines 244.02
Creative Matrix 244.04
Examples 244.20
Specification Sheets 244.50
Use & Care Guides 244.60
These guidelines apply to all product literature, including specification sheets and Use & Care Guides, pertaining to the GE brand of products and services.

**Use a grid.**
A grid is an underlying structure used to organize graphic and typographic elements in a layout. By vertically and horizontally aligning these elements at common points on the grid, an orderly appearance, which communicates a sense of planning, discipline, and professionalism, is created.

- **Use a single grid** for the covers and inside spreads of a brochure or a series of related brochures.
- **Use a grid tailored to your needs.** Any kind of grid—three column, four column, five column, six column, seven column, and so on—may be used in print applications; no particular grid is recommended.

**Use a graphic signature**
- **always on the front cover or outside panel at the top or bottom**
- **as an option** on the back cover or panel, with an address block, if desired

For guidelines on the construction of graphic signatures, see document 151, *Graphic Signatures*, pages 10 to 16.

**Use a basic layout**
established by the selected grid and the placement of the graphic signature on the grid, as shown in the examples.

**Prioritize information.**
- **Emphasize information of primary importance.** Either
  - use it in the typography of the graphic signature
  - place it outside the signature and
  - use a large size and/or heavy weight of program typography
  - accent it with color
- **Deemphasize information of secondary importance:**
  - Place it outside the signature.
  - Use a small size and/or light weight of program typography.
  - Subdue it with color.

**Use horizontal lines, bars, and bands**
to emphasize, differentiate, or structure information.

*continued*
Use color correctly.

- *In a graphic signature,* use the corporate colors whenever possible.
- *In other elements* such as backgrounds, headlines, color-coded bars, and bands, use any appropriate color.

For guidelines on color, see document 132, Color.

Use program typography.

- *In a graphic signature,* use only Univers 68* and, if needed, Univers 48.* (As an option in product signatures, ITC New Baskerville Italic or a combination of Univers 68 and 48 may be used.)

For guidelines on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

- *Outside a graphic signature,*
  - *(preferred)* use ITC New Baskerville in all headlines and text, and use the Univers series for typographic accents such as captions and folios
  - *(alternative)* use Univers in all headlines and text, and use ITC New Baskerville for typographic accents such as captions and folios

- *Limit the number of type sizes and weights.* Generally, use no more than three sizes and two weights in any one application.

For guidelines on the use and specification of program typography, see document 133, Typography.

Do not use

- *organizational design marks* such as logotypes, symbols, or icons for components, divisions, departments, or operations
- *secondary product or service design marks* such as logotypes, symbols, or icons for products or services
- *decorative borders, shapes, or patterns*
- *graphic signatures* for page titles, subtitles, folios, or any decorative purpose

Instead, use graphic support elements such as

- photographs
- illustrations
- thematic graphics

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as

- *for Univers 68,* Univers (67) Condensed Bold Oblique
- *for Univers 48,* Univers (47) Condensed Light Oblique
The first step in developing a product literature cover is to select
• graphic signature content
• layout elements

To facilitate selection, typical cover alternatives are diagrammed and demonstrated in the product literature creative matrix shown on page 05. Three typical brochures are used to demonstrate the wide variety of layout and signature alternatives. Each brochure combines one option of graphic complexity with one level of signature content, as described below.

**Graphic Complexity**
Each horizontal row contains the same three options of graphic complexity:
• *On the left (1)*, a layout using program typography and one photograph or illustration is shown.
• *In the middle (2)*, a layout using program typography and multiple photographs or illustrations is shown.
• *On the right (3)*, a layout using program typography and a full-bleed photograph is shown.

**Signature Content**
Each vertical row contains the same four levels of signature content:
• *At the top (A)*, the component or affiliate communicative name appears.
• *Second from the top (B)*, the name “GE” plus a generic name for the product or service appears.
• *Third from the top (C)*, a secondary word mark or (not shown) a secondary word mark plus a generic name for the product or service appears.
• *At the bottom (D)*, a promotional slogan appears.

Each example in the matrix demonstrates one option of graphic complexity combined with one level of signature content. Together the examples define typical combinations of graphic signatures with other graphic and typographic elements. Select the combination that best accommodates your needs and develop your product literature according to the guidelines on pages 02 and 03.
For an explanation of the product literature creative matrix, see page 04.

Examples from the creative matrix are shown and discussed on pages 06 to 09.

continued
The content of a graphic signature is the message contained in the signature typography. Placing a message within a graphic signature emphasizes the message. The first level of signature content (the communicative name of the component or affiliate) is demonstrated in this example.

The typefaces used in signature typography are Univers 68* and, if needed, Univers 48.* As an option, ITC New Baskerville Italic may be used in product signatures. For more information on the use and specification of signature typography, see document 131, Graphic Signatures, pages 31 to 35.

Messages placed outside a graphic signature may be emphasized by using a large size and/or heavy weight of program typography and by accenting them with color.

*In computer typesetting, other names may be used, such as
  • for Univers 68, Univers (67) Condensed Bold Oblique
  • for Univers 48, Univers (47) Condensed Light Oblique
When it is necessary to emphasize, differentiate, or structure information, use horizontal lines, bars, and bands. In these examples, bars are used

- at the top of the format, to contain the product line model numbers in a consistent and useful position
- at the bottom of the format, to contain the GE slogan in a consistent position

(This slogan is typeset in Univers 68.)

Color can be used to differentiate similar brochures. In these examples, color coding is used in the bar containing the model numbers.

For guidelines on the use of color, see document 132, Color.

---

**A2**

Signature Content:
Communicative name in signature, word mark and product information below

Graphic Complexity:
Typography
+ multiple photographs or illustrations

*In computer typesetting, other names may be used, such as

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Information can be emphasized by using it in the signature typography. In the example below, the name “GE” plus a generic name for a product or service is used in the graphic signature (the second level of signature content). On the right, the graphic signature contains a promotional slogan (the fourth level of signature content). Both examples demonstrate the same level of graphic complexity.

**Creative Matrix, continued**

---

**B1**

**Signature Content:**

`GE + generic name in signature, slogan and tag line below`

**Graphic Complexity:**

Typography
+ one photograph or illustration

---

**D1**

**Signature Content:**

`Slogan in signature, generic name and tag line below`

**Graphic Complexity:**

Typography
+ full-bleed photograph or illustration

---

GE Refrigerators
Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

---

The Intelligent Choice!

Refrigerators You Decorate to Your Personal Taste.

We bring good things to life.

---

continued
When multiple photographs or illustrations are used, they may be sized and placed as desired on the selected grid. Visual interest is created by using these elements in different sizes and shapes. Although the signature Monogram can be emphasized by keeping the left margin clear of other graphic or typographic elements, photographs or illustrations may bleed left off the format.

When a single photograph or illustration is used, it may bleed off all sides of the format. The area in the graphic signature should be even and unpatterned or subdued to maintain high legibility of the signature.

**C2**

**Signature Content:**
Word mark + generic name in signature, product information below

**Graphic Complexity:**
Typography + multiple photographs or illustrations

---

**Spacemaker II**

**Microwave Oven**

The Intelligent Choice!

We bring good things to life.

---

**Potscrubber Dishwashers**

Model: GSD2800D  GSD2600D

We bring good things to life.

---

**Electronic Built-In Dishwasher**

With Durable PermaTuf Interior

We bring good things to life.
Product literature covers can appear less promotional by:
- deemphasizing all typographic information
- using a small size and/or a light weight of program typography
- subduing the typography with color

Signature Content:
Communicative name in signature, product features below

Graphic Complexity:
Typography + full-bleed photograph or illustration
When developing the inside of product literature, follow these guidelines:

**Use the cover grid for the inside layouts.** Using the same grid throughout a single brochure helps to unify the cover and the inside pages.

**Do not use graphic signatures for page titles, subtitles, folios, or any decorative purpose.** Graphic signatures may be used in product literature only on the front and back covers.

---

**Product Literature Examples**

Look to GE...

...for Dependable Performance

The five-column grid is shown for demonstration purposes only.

No recommendation is implied regarding the use of this grid in program applications.
Product literature of different shapes and sizes can be interrelated by following the guidelines for product literature on pages 02 and 03.

In this example, a grid suited to the narrow format is used, and all elements are proportionally reduced to maintain the same scale relationships established in the examples on the previous pages.
On the back of product brochures, a graphic signature may be combined with the address block. As shown in the example,

- **the address block** is typeset in Univers 48* and positioned below the Laser Line
- **the Laser Line** bleeds left off the format whenever possible
- **the entire unit** is positioned on the grid in an asymmetrical layout; avoid centering the signature Monogram or the graphic signature in the format

Another example of the back of a brochure using this signature and address block appears in document 263, Promotional Brochures, page 25.

---

*In computer typesetting, other names may be used, such as
- *for Univers 68*, Univers (67) Condensed Bold Oblique
- *for Univers 48*, Univers (47) Condensed Light Oblique
Specification sheets are developed according to the guidelines for product literature on pages 02 and 03.

In this example, the cover layout is identical to the cover used in the accompanying full-color product brochure; to differentiate the specification sheet, it is reproduced in black and white.
When a large number of specifications are presented on a small number of pages, the specifications can begin on the cover or front panel. In this case, the graphic signature, containing the name of the product or service, can be featured in a header band, preferably bled off the top, right, and left edges of the format. Included in this band is a bar featuring the title “Fact Sheet,” typeset in Univers 68.* Either the header band or the title bar may be color coded.

---

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
The typefaces used outside a graphic signature are selected from the ITC New Baskerville series for headlines and text and from the Univers series for accents such as captions and folios. For more information on the use and specification of program typography, see document 133, Typography.

Tabular matter may be typeset in either ITC New Baskerville or Univers.

**Table 1. Summary Comparison**

<table>
<thead>
<tr>
<th>Model</th>
<th>WWA8600G</th>
<th>WWA8500G</th>
<th>WWA8350G</th>
<th>WWA8320G</th>
<th>WWA8310G</th>
<th>WWA8300G</th>
<th>WWA7070G</th>
<th>WWA7050G</th>
<th>WWA5800G</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wash Basket</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Mini-Basket™ tub</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Potscrubber</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Bleach Dispenser</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Fabric Softener Dispenser</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Capacity</strong></td>
<td>Extra Large</td>
<td>Extra Large</td>
<td>Extra Large</td>
<td>Extra Large</td>
<td>Extra Large</td>
<td>Extra Large</td>
<td>Large</td>
<td>Large</td>
<td>Large</td>
</tr>
<tr>
<td><strong>Wash/Spin Speeds</strong></td>
<td>4 Programmed</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Wash/Rinse Temp. Comb.</strong></td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Mini-Quick™ cycle</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Reg. Cycle w/Extra Rinse</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Knits Cycle</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Permanent Press Cycle</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Activated Soak Cycle</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Filter-Flo® system</strong></td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Water Level Options</strong></td>
<td>Variable</td>
<td>Variable</td>
<td>Variable</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>Variable</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Estimated Ship. Wt. (lbs.)</strong></td>
<td>238</td>
<td>238</td>
<td>234</td>
<td>231</td>
<td>225</td>
<td>220</td>
<td>228</td>
<td>224</td>
<td>222</td>
</tr>
<tr>
<td><strong>Dimensions (HxWxD) in inches</strong></td>
<td>43 1⁄2 x27x25</td>
<td>43 1⁄2 x27x25</td>
<td>43 1⁄2 x27x25</td>
<td>43 1⁄2 x27x25</td>
<td>43 1⁄2 x27x25</td>
<td>43 1⁄2 x27x25</td>
<td>43 1⁄2 x27x25</td>
<td>43 1⁄2 x27x25</td>
<td>43 1⁄2 x27x25</td>
</tr>
</tbody>
</table>

*For more information on the specification of program typography, see document 133, Typography.*

**GE Washers**

On the back of every General Electric washer you’ll find the green dot of quality. It is applied only after critical washer components and circuits are thoroughly checked for quality and performance. In some instances, there may be General Electric Home Laundry appliance that have green dots for other than the purpose of Quality Operation.

1. Single current-carrying conduct.
2. Rain and snow proofing.
3. Terminal grounding may be selected. No. 10, 12, and 14 wire.
4. A. B. C. register in the center of the back and top.
5. Rated 600W temperature. All normal leads. No plastic or exposed parts.
6. Protective with leads. A specific programmed bond pattern helps minimize extreme stress of cable and connector areas.

Tabular matter may be typeset in either ITC New Baskerville or Univers.
Use & Care Guides are developed according to the guidelines for product literature on pages 02 and 03.

To standardize the titling of these brochures, follow these guidelines:

- The phrase “Use & Care Guide” is reversed from a bar at the bottom of the cover or front panel.
- The model number is reversed from a bar at the top of the cover or front panel.
- The graphic signature contains the name of the product.

The price category of the products determines how the guides are reproduced.

- For low-end or medium-range products, use black and white only.
- For high-end products, use two colors.
- For premium products, use four-color process.

Record Serial Number:
According to some state laws, and in the event service should be required, you may need both Model and Serial Numbers. Please record the Serial Number (located on the bottom of the unit) in the space below.

Serial Number: __________________________

Read Instructions Before Using. Retain This Guide for Future References.
These guidelines apply to all promotional materials, including:
- point-of-sale materials
- special promotions at the point of sale
- direct mail
- novelties and T-shirts
  used by the Company and its
- components
- subcomponents
- licensed affiliates
to promote
- themselves
- their internal projects and programs
- the GE brand of products and services

In addition to providing a plan for featuring the elements of the GE Identity Program in promotional materials, these standards have been created to:
- simplify and clarify information by standardizing its presentation
- streamline and modernize the appearance of promotional materials by eliminating unnecessary or outdated graphic elements
- communicate specific attributes of high technology, dynamism, innovation, and professionalism
- unify the promotional materials of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- provide flexibility to accommodate different kinds of information and communication needs
- reduce cost through the use of common design standards
## Promotional Materials

### Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature Guidelines</td>
<td>245.02</td>
</tr>
<tr>
<td>Point-of-Sale Materials</td>
<td>245.10</td>
</tr>
<tr>
<td>Special Promotions at the Point of Sale</td>
<td>245.30</td>
</tr>
<tr>
<td>Direct Mail</td>
<td></td>
</tr>
<tr>
<td>Guidelines</td>
<td>245.40</td>
</tr>
<tr>
<td>Examples</td>
<td>245.41</td>
</tr>
<tr>
<td>Novelties</td>
<td>245.50</td>
</tr>
<tr>
<td>T-Shirts</td>
<td>245.60</td>
</tr>
</tbody>
</table>
In all promotional materials, use a graphic signature whenever possible.

Follow these general guidelines:

• Use all three elements of a graphic signature:
  - the signature Monogram
  - signature typography
  - the Laser Line

  In very small formats without room for signature typography, the Monogram may be used alone.

• Construct graphic signatures according to the guidelines in document 131, Graphic Signatures.

• Whenever possible, bleed the Laser Line left off the promotional format. When this is not possible, begin the Laser Line at the left margin or flush with the left edge of the Monogram.

• Keep the clear space within and surrounding the signature free from typography, photographs, illustrations, thematic graphics, conflicting patterns, or the edge of the item. For more information on the recommended minimum clear space required for each signature, see document 131, Graphic Signatures, pages 10 to 18.

• Reproduce graphic signatures in correct colors, according to the guidelines in document 132, Color.

• Use these signatures in promotional materials:
  - Primary signature. Because the primary signature is preferred in all program applications, its use in promotional materials helps to relate this media to others such as advertising, product literature, and packaging. When space is limited, the other graphic signatures may be used. For more information, see document 131, Graphic Signatures, pages 11 and 12.

  - Compact signature. The compact signature is identical to the primary signature except that the signature elements may be positioned closer to each other. For more information, see document 131, Graphic Signatures, pages 13 and 14.

  - Vertical signature. This signature may be used when the promotional format is narrow or when vertical emphasis is desired. The signature typography is aligned flush left with the signature Monogram; do not center the signature Monogram above the signature typography. For more information, see document 131, Graphic Signatures, pages 15 and 16.

  - Special signatures. These signatures may be used where space is limited or where legibility from a great distance is required. In these signatures, the typography is horizontally aligned with either the center (signature A) or the base (signature B) of the signature Monogram. For more information, see document 131, Graphic Signatures, pages 17 and 18.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

• GE Logo Font, containing all versions of the signature and Dynamic Monograms
• authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
When preparing point-of-sale materials, follow these guidelines:

- **Relate the layout and color** of point-of-sale materials closely to that used in accompanying promotional brochures and product literature, as shown in the examples.

For guidelines on print materials, see documents:
- 243, Promotional Brochures
- 244, Product Literature

All examples on this page show the graphic signature at the top of the format. When it is appropriate or necessary, the signature may appear at the bottom.

- **Position copy**, such as product features, and graphic support elements, such as photographs or illustrations, outside the graphic signature.

- **For the slogan “We bring good things to life.”**, whether it appears within or outside a graphic signature,
  - if Univers 68 or 48* is used in the signature, use Univers 68 or 48 for the slogan
  - if ITC New Baskerville is used in the signature, use ITC New Baskerville for the slogan

- **For all other typography outside a graphic signature**, use either the Univers or ITC New Baskerville series. For more information, see document 133, Typography.

- **Use colors** according to the guidelines in document 132, Color.

- **Use rules, bars, and bands** to structure, differentiate, and emphasize information.

- **For graphic support**, use
  - photographs
  - illustrations
  - thematic graphics
  - the Dynamic Monogram (For more information, see document 134, Dynamic Monogram.)

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
• When the space in a point-of-sale format is severely limited or when legibility is required at a great distance, one of the special signatures may be used as shown in the examples. For more information, see document 131, Graphic Signatures, pages 17 and 18.

Counter card

Display header band

Promotional label
These guidelines cover a wide range of promotions such as contests and sweepstakes, including materials such as:

- posters
- banners
- product pre-packs
- aisle displays
- special panels on packages
- "shelf-talkers"
- mobiles

Special promotions are often used to prompt immediate action from consumers. As a result, they need to convey more information and have more impact than a typical product sign, sales display, printed piece, or other promotion.

These guidelines help achieve the objectives of special promotions while protecting and enhancing the GE identity through clear, consistent communications developed according to GE Identity Program standards.

Special promotions present unique challenges to the designer. For example, when non-GE products are used in an illustration, it is necessary to make clear that GE is sponsoring the promotion.

Such challenges can be successfully addressed by following the basic standards of the GE Identity Program and using simple, uncluttered layouts.

Common Design Problems in Special Promotions at the Point of Sale & Possible Solutions

- **Odd shapes and sizes**
  
  Use the signature best suited to the format. For short, wide formats, use a compact signature or one of the special signatures. For tall narrow formats, use the vertical signature. For more information, see document 131, Graphic Signatures.

- **Multiple graphic support elements** such as:
  
  - illustrations
  - product photographs
  - three-dimensional materials (such as coupon pads and dummy packages)
  - type blocks (such as body copy, calls-to-action, addresses, rules, and disclaimers)

  Select one dominant visual element and position it and other elements in an asymmetrical layout (as in all other GE Identity Program applications).

  - Align the signature with strong verticals such as copy blocks or elements in a photograph or illustration.

  - Balance the size and placement of the signature with other layout elements. Overall, the layout should be simple, clean, and orderly. It should be easy to follow, communicating its message at a glance.

- **Photographs and illustrations of non-GE products and packaging** (used, for example, as prizes or premiums)

  Use the graphic signature and other GE Identity Program standards to make it clear that GE is sponsoring the promotion.

- **Colored backgrounds**

  - Against white or very light grey backgrounds, use the corporate colors, Platinum Grey and Laser Red, in the graphic signature. In four-color process, for Platinum Grey, use a 40 percent screen tint of black (minimum 133 lines); for Laser Red, use solid magenta/yellow.

  - Against other colors, signatures should be reversed in white or overprinted in black. If the background color provides sufficient contrast, use Laser Red in the Laser Line. For more information, see document 132, Color.
Among promotional media, none employs so many diverse formats as direct mail. To capture the attention of target audiences and elicit the proper response, GE marketing communicators have mailed everything from postcards and flyers to unwrapped hockey sticks.

Several characteristics differentiate direct mail from other promotional media. Some direct mail concepts rely on intrigue to lead a reader into and through a piece. Some use borrowed interest. Others are effective because of their dramatic contrast to typical mail.

One primary need is to delay identifying GE as the source of the direct mailer. To satisfy this need in the context of the GE Identity Program, follow these simple guidelines:

- **Until GE is identified as the source of the product or service offering**, the standards of the GE Identity Program do not apply.

- **When GE is revealed as the source of the product or service offering** (on the page or double-page spread where the name “GE” is first used), all standards of the GE Identity Program apply. At that point,
  - **use a graphic signature** to display the name of the product, service, component, or affiliate, for example (For more information, see document 131, Graphic Signatures.)
  - **use color** according to the guidelines in document 132, Color
  - **use program typography**:
    - **Preferred**: Use ITC New Baskerville in all headlines and text, and use the Univers series for typographic accents such as captions and folios.
    - **Alternative**: Use Univers in all headlines and text, and use ITC New Baskerville for typographic accents such as captions and folios.
    For more information, see document 133, Typography.

The examples on the following pages illustrate the varying degrees of this need to delay identifying GE and how, in each case, it is met within the scope of the GE Identity Program.
This direct mail brochure uses a prominent display of the graphic signature to immediately establish the GE identity.

This direct mailer from GE Medical Systems deliberately avoids component identification and uses an image of a telephone cord to lead readers inside.

Where Added Value Is Only The Beginning.

We’re not just handing you a line.
In these direct mail brochures, GE American Communications features satellites. Each mailer uses a historical analogy to set up the sales message that is delivered inside the piece on a pullout insert bearing the graphic signature.

Because GE is not identified as the source of the service until the inside, no element of the GE identity is used on the covers.
When developing novelties to promote the Company and its components and licensed affiliates, internal projects or programs, and the GE brand of products or services, follow these guidelines:

- **Use a graphic signature whenever possible.** For signature construction guidelines and drawings, see document 131, Graphic Signatures. Where there is no room or need for signature typography, the Monogram may be used alone.

- **Place the most important information,** such as the communicative name of the component or affiliate, in the signature typography.

- **In the signature typography,** use Univers 68\textsuperscript{*} and, if needed, Univers 48.\textsuperscript{*} As an option in product signatures, you may use ITC New Baskerville Italic. For more information, see document 131, Graphic Signatures, pages 31 to 35.

- **Outside the graphic signature,** use ITC New Baskerville or Univers for all typography. For more information, see document 133, Typography.

- **Reproduce graphic signatures in correct colors,** according to document 132, Color.

\textsuperscript{*}In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
When designing T-shirts for promotional or commemorative events, follow these guidelines:

- Use a graphic signature containing one of the following:
  - the communicative name of the component or affiliate
  - a promotional message such as a slogan
  - a combination of a communicative name and a promotional message
  - a generic name for a product or service
  - a secondary word mark
  - a secondary word mark plus a generic name for a product or service

For more information on graphic signatures, see document 131, Graphic Signatures.

- Place the graphic signature at the top of the T-shirt with any additional graphic or typographic elements placed below the signature. On the back, a graphic signature containing the same or a different message may be used, if desired.

- Reproduce the graphic signature in correct colors. For more information on the use of color in graphic signatures, see document 132, Color.

- Use Univers or ITC New Baskerville for any typographic information appearing outside the signature. This typography may overprint the graphic support elements discussed on page 61.

continued
• Do not use
  - group, division, department, program, or other organizational logotypes, symbols, or icons
  - other logotypes, symbols, or icons
  Instead, use graphic support elements.

• For graphic support, use either
  - the Dynamic Monogram
    Use the Dynamic Monogram alone; do not combine it with other elements of graphic support such as photographs or illustrations. Generally, reproduce the Dynamic Monogram in a color of low contrast to the background. For more information, see document 134, Dynamic Monogram. For the Dynamic Monogram, use GE Logo Font, available from the GE Identity Website.
  - a relevant thematic graphic
    This graphic may be a photograph or illustration, normally reproduced in colors of low contrast to the background, as shown on page 62.

continued
• For a color other than white or black or the corporate colors, Platinum Grey or Laser Red, in the background (or dyed in the T-shirt fabric), use any appropriate color. For more information on color, see document 132, Color.
The GE exhibit program is used by the Company and its components, subcomponents, and licensed affiliates for all tradeshow exhibits.

In addition to providing a plan for featuring the GE identity in exhibits, the exhibit program has been created to:

- **standardize** the best practices developed across the Company
- **communicate specific attributes** of global leadership, innovation, and high technology
- **provide flexibility** to accommodate different kinds of information and communication needs
- **simplify and clarify** information by standardizing its presentation
- **unify** the exhibits of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **establish and maintain** sound trademark practices
- **reduce cost** through the use of:
  - common design standards and exhibit elements
  - a single-source supplier
## Section 01: Overview

**Introduction** 247.01.01

**Typical Exhibits** 247.01.02

**Exhibit Supplier Contacts** 247.01.07

## Section 02: Project Scheduling

**Introduction** 247.02.01

**Outline** 247.02.02

**Project Schedule Example** 247.02.04

## Section 03: Typical Exhibit Graphics

**Introduction** 247.03.01

**Exhibit Colors & Materials** 247.03.02

**Graphic Hierarchy** 247.03.04

**Standard Graphic Signature Overlays** 247.03.06

**Sizes of Graphic Overlays** 247.03.07

**Background Formats** 247.03.08

**Graphics Above 8'** 247.03.10
History
The GE exhibit program was developed by a team with worldwide experience in planning, designing, and mounting tradeshows exhibits. Composed of specialists from throughout the Company and lead by an exhibit consultant, the team identified activities common to GE businesses that, if standardized, could help reduce costs while enhancing quality.

Using surveys, needs analysis, and in-field studies, the GE exhibit team made observations that resulted in the program objective.

Observations
- The GE name and Monogram are universally recognized.
- At most North American exhibitions, GE is recognized as a leader, and goodwill is high.
- Outside North America, where GE is less known, the GE name and identity need reinforcement.
- Duplicate and redundant exhibit activities among the GE businesses result in unnecessarily high costs Company-wide.
- Separate exhibit programs maintained by each GE business result in fragmentation of the GE image.

Objective
Create a global exhibit program that is
- composed of
  - an exhibit planning process
  - a set of basic, high-quality, interchangeable, and reusable exhibit elements
- managed by one global supplier to
  - ensure high quality and continuity of the GE identity around the world
  - reduce operational costs

Features
To accomplish the stated objective, the exhibit program provides

- a detailed planning process, outlined on pages 02.02 and 02.03 and shown on pages 02.04 to 02.07. This step-by-step process covers all activities required for most tradeshows.
- a single-source supplier to ensure quality and control cost (see page 01.07)
- this guide to provide an introduction and overview of the program
- a variety of physical elements, sized to meet the requirements of most tradeshows, as shown in the examples of typical exhibits on pages 01.02 to 01.06
Standing portable exhibits are easy to ship and set up.

continued
Modular exhibits, with walls, cabinets, display surfaces, and overhead post-and-beam structures, isolate and highlight areas while controlling light and sightlines, as shown in the examples above and on the following pages.

continued
Engineered for ease of use and manufactured with high-quality materials, the modular elements permit a variety of exhibit configurations to suit a wide range of budgets.

continued
Even small exhibits can be exciting and dramatic, communicating a sense of the Company’s innovation and dynamism.

continued
Storage, audiovisual, lighting, and special product presentation units are available to adapt the modular exhibits to the particular requirements of each exhibitor.
For assistance executing a GE exhibit, visit Expotechnik's website, www.expotechnik.com, or call 800 989-8277.

Expotechnik has been designated through GE's formal bid process as the single-source supplier for all GE exhibits.

With headquarters in Atlanta, Georgia, and Frankfurt, Germany, Expotechnik manages the GE exhibit program throughout the world.

Expotechnik Offices

**Atlanta**
1300 Northbrook Pkwy., Suite 150
Suwanee, GA 30024
800 989-8277, 770 277-1120
Fax: 770 277-1920

**Germany**
Aarstraße 176, Taunusstein 1
65232 Germany
49-6128-2690, Fax: 49-6128-21546

Note: GE Corporate Marketing Communications oversees the GE exhibit program. To provide feedback on the designated exhibit supplier, contact:

Manager – GE Identity
GE Corporate Marketing Communications
3135 Easton Turnpike
Fairfield, CT 06431
GE’s most frequent exhibitors participated in a process-mapping session to produce the ideas contained in this section. Use these ideas as a process framework, modifying them as necessary to suit the exhibit needs of your business.

Establishing a schedule at the start of an exhibit project—and adhering to its deadlines—is one of the best ways to control exhibit costs.

The steps required to plan, design, and mount a large tradeshow exhibit are detailed in the Project Scheduling Outline on pages 02.02 to 02.03. Collectively, the steps comprise a comprehensive project schedule, accounting for all the details required to develop an exhibit within a specific budget and deadline.

The development of small exhibits follows the same general set of steps, but some steps may be combined or omitted, as needed.

Note: Expotechnik can coordinate all project scheduling tasks. For more information, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.
The project scheduling outline at the right and on page 02.03 contains all the steps required to produce an exhibit for a large tradeshow. For smaller exhibits, some steps may be combined or omitted, as required.

I. Budget Review
   A. Establish annual tradeshow budget
   B. Review floor space needs and choices and reserve
   C. Review facilities needs for accommodations, events, off-site demos, and other activities
   D. Review special needs for off-site events and promotions
   E. Set budget for each tradeshow

II. Annual Exhibit Plan
   A. Define objectives and identify tradeshows
   B. Review message and develop message matrix
   C. Make staff assignments for each tradeshow

III. Internal Communications Plan
   A. Define strategy to implement tradeshow plans
   B. Plan periodic updates of goals, tasks, deadlines, and logistics by all involved, including suppliers

IV. Pre-Tradeshows Launch Meetings
   A. Review chosen space and its relationship to competitors on tradeshow floor
   B. State objectives and purpose of tradeshow (for example, to generate leads, to enhance image)
   C. Define measurement—who, what, how to implement
   D. Analyze competitors
   E. Prepare pre-tradeshow plan—state objectives, themes, product emphasis
   F. Debrief from last year’s tradeshow, including review of exhibit surveys
   G. Identify booth team members, captains, and assistants and outline responsibilities
   H. Develop communications plan, including related MarComm activities
   I. Develop initial plan for tradeshow literature, give-aways, and promotions
   J. Plan tradeshow-related customer events
   K. Define advertising opportunities
   L. Book accommodations and area restaurants

V. Project Planning with Exhibit Supplier
   A. Create and communicate detailed project plan, including timing and accountability
   B. Meet with exhibit supplier to review strategies, scope, special needs, and so on

VI. Booth Design: Phase A
   A. Develop booth concept
   B. GE reviews concept with exhibit supplier for design layout options
   C. Exhibit supplier prepares cost estimate
   D. GE evaluates design against objectives and provides comments

VII. Lead Planning
   A. Determine lead capture mechanism
   B. Formalize lead follow-up—who and how

VIII. Booth Design: Phase B
   A. Develop design based on GE’s comments in Phase A
   B. Detail custom elements, if required
   C. Define scope of graphics
   D. Review overall costs
   E. GE evaluates design against objectives and provides comments

IX. Booth Design: Phase C / Graphics: Phase A
   A. Develop design based on GE’s comments in Phase B
   B. Prepare final layout with product and demo placement, count of exhibit elements, and costs and present boards and scale drawings
   C. Review any custom elements
   D. Prepare preliminary layouts for all graphics

X. Parts and Content Gathering
   A. Gather content internally for final graphics production
   B. Gather products internally from GE or OEMs
   C. Arrange delivery to exhibit supplier for mounting

continued
XI. Live Show and Presenters
A. Develop themes and write scripts
B. Revise and approve scripts
C. Audition and select actors
D. Develop stage production and select props
E. Conduct rehearsals

XII. Graphics: Phase B
A. Develop detailed comprehensives of graphics
B. Change and update graphics based on GE’s review
C. Approve final graphics

XIII. Public Relations and Pre-Tradeshow Publicity
A. Define scope
B. Identify target audience
C. Review tasks and logistics for pre-tradeshow publicity, press kits, photography, invitations, and conferences
D. Design, print, assemble, and distribute packages, as required

XIV. Tradeshow Services
A. Define scope
B. Review logistics and define responsibilities
C. Obtain bids for installation/dismantle, shipping, and other miscellaneous services, as needed
D. Contract services

XV. Exhibit Survey Preparation
A. Define goals for tradeshow survey from exhibit surveys
B. Prepare information for independent performance survey of exhibit supplier and outside services
C. Contract services with independent survey firm

XVI. Final Team Strategy Meeting
Attended by internal GE team and exhibit supplier design and project managers
A. Review and confirm all logistical details—responsibilities for tradeshow services, labor, transportation, drayage, phone numbers, accommodations, dates, audiovisual, electricity, and so on
B. Provide booth staff schedules and training (outside host/hostesses, presenters, and so on)
C. Select booth duty team
D. Distribute and discuss final schedules

XVII. Staff Training
A. Schedule time and place to train all staff at tradeshow and prepare training packets
B. Review training at end of first day
C. Review responsibilities
D. Conduct dress rehearsals

XVIII. Tradeshow
A. Debrief daily
B. Conduct special programs and events, if any
C. Gather and manage leads

XIX. Dismantle and Ship
A. Exhibit supplier ships to storage or next tradeshow
B. Confirm return of any materials to GE

XX. Post-Tradeshow Lead Management
A. Organize and distribute leads
B. Enter leads into database
C. Prepare lead reports

XXI. Post-Tradeshow Review
A. Review objectives met or missed and discuss reasons
B. Review performance surveys for exhibit supplier
C. Write post-tradeshow report based on
   - objectives and results
   - competition
   - action items for next tradeshow
1. Budget Review

2. Establish annual tradeshow budget
3. Review floor space needs and choices and reserve
4. Review facilities needs for accommodations, events, off-site demos, and other activities
5. Review special needs for off-site events and promotions
6. Set budget for each tradeshow

7. Annual Exhibit Plan

8. Define objectives and identify tradeshows
9. Review message and develop message matrix
10. Make staff assignments for each tradeshow

11. Internal Communications Plan

12. Define strategy to implement tradeshow plans
13. Plan periodic updates of goals, tasks, deadlines, and logistics by all involved, including suppliers

14. Pre-Tradeshow Launch Meetings

15. Review chosen space and its relationship to competitors on tradeshow floor
16. State objectives and purpose of tradeshow (for example, to generate leads, to enhance image)
17. Define measurement—who, what, how to implement
18. Analyze competitors
19. Prepare pre-tradeshow plan—state objectives, themes, product emphasis
20. Debrief from last year's tradeshow, including review of exhibit surveys
21. Identify booth team members, captains, and assistants and outline responsibilities
22. Develop communications plan, including related MarComm activities
23. Develop initial plan for tradeshow literature, give-aways, and promotions
24. Plan tradeshow-related customer events
25. Define advertising opportunities
26. Book accommodations and area restaurants

The typical project schedule shown above and on pages 02.05 to 02.07 is based on the Project Scheduling Outline on pages 02.02 and 02.03.
### 27. Project Planning with Exhibit Supplier

28. Create and communicate detailed project plan, including timing and accountability

29. Meet with exhibit supplier to review strategies, scope, special needs, and so on

### 30. Booth Design: Phase A

31. Develop booth concept

32. GE reviews concept with exhibit supplier for design layout options

33. Exhibit supplier prepares cost estimate

34. GE evaluates design against objectives and provides comments

### 35. Lead Planning

36. Determine lead capture mechanism

37. Formalize lead follow-up—who and how

### 38. Booth Design: Phase B

39. Develop design based on GE’s comments in Phase A

40. Detail custom elements, if required

41. Define scope of graphics

42. Review overall costs

43. GE evaluates design against objectives and provides comments

### 44. Booth Design: Phase C / Graphics: Phase A

45. Develop design based on GE’s comments in Phase B

46. Prepare final layout with product and demo placement, count of exhibit elements, and costs and present boards and scale drawings

47. Review any custom elements

48. Prepare preliminary layouts for all graphics

### 49. Parts and Content Gathering

50. Gather content internally for final graphics production

51. Gather products internally from GE or OEMs

52. Arrange delivery to exhibit supplier for mounting

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### 02. Project Scheduling

#### Project Schedule Example, continued

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
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<tbody>
<tr>
<td>Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec</td>
<td>Jan Feb Mar Apr May</td>
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| 28. | | |
| 29. | | |

| 31. | | |
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| 47. | | |
| 48. | | |

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GE Identity Program 247, Exhibits GE Identity Website: www.ge.com/identity
<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
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<tbody>
<tr>
<td><strong>53. Live Show and Presenters</strong></td>
<td></td>
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<tr>
<td>54. Develop themes and write scripts</td>
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<tr>
<td>55. Revise and approve scripts</td>
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<tr>
<td>56. Audition and select actors</td>
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<tr>
<td>57. Develop stage production and select props</td>
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<tr>
<td>58. Conduct rehearsals</td>
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<tr>
<td><strong>59. Graphics: Phase B</strong></td>
<td></td>
<td></td>
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<tr>
<td>60. Develop detailed comprehensives of graphics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>61. Change and update graphics based on GE’s review</td>
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<tr>
<td>62. Approve final graphics</td>
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<tr>
<td><strong>63. Public Relations and Pre-Tradeshow Publicity</strong></td>
<td></td>
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<tr>
<td>64. Define scope</td>
<td></td>
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<tr>
<td>65. Identify target audience</td>
<td></td>
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<tr>
<td>66. Review tasks and logistics for pre-tradeshow publicity, press kits, photography, invitations, and conferences</td>
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<tr>
<td>67. Design, print, assemble, and distribute packages, as required</td>
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<tr>
<td><strong>68. Tradeshow Services</strong></td>
<td></td>
<td></td>
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<tr>
<td>69. Define scope</td>
<td></td>
<td></td>
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<tr>
<td>70. Review logistics and define responsibilities</td>
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<tr>
<td>71. Obtain bids for installation/dismantle, shipping, and other miscellaneous services, as needed</td>
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<tr>
<td>72. Contract services</td>
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<tr>
<td><strong>73. Exhibit Survey Preparation</strong></td>
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<tr>
<td>74. Define goals for tradeshow survey from exhibit surveys</td>
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<tr>
<td>75. Prepare information for independent performance survey of exhibit supplier and outside services</td>
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<tr>
<td>76. Contract services with independent survey firm</td>
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<table>
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<tr>
<th>72. Final Team Strategy Meeting</th>
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<tbody>
<tr>
<td>Attended by internal GE team and exhibit supplier design and project managers</td>
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</table>

| 78. | Review and confirm all logistical details—responsibilities for tradeshow services, labor, transportation, drayage, phone numbers, accommodations, dates, audiovisual, electricity, and so on |
| 79. | Provide booth staff schedules and training (outside host/hostesses, presenters, and so on) |
| 80. | Select booth duty team |
| 81. | Distribute and discuss final schedules |

<table>
<thead>
<tr>
<th>82. Staff Training</th>
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<tbody>
<tr>
<td>83.</td>
<td>Schedule time and place to train all staff at tradeshow and prepare training packets</td>
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<tr>
<td>84.</td>
<td>Review training at end of first day</td>
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<tr>
<td>85.</td>
<td>Review responsibilities</td>
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<tr>
<td>86.</td>
<td>Conduct dress rehearsals</td>
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<tr>
<th>87. Tradeshows</th>
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<tbody>
<tr>
<td>88.</td>
<td>Debrief daily</td>
<td></td>
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<tr>
<td>89.</td>
<td>Conduct special programs and events, if any</td>
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<tr>
<td>90.</td>
<td>Gather and manage leads</td>
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</tbody>
</table>

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<thead>
<tr>
<th>91. Dismantle and Ship</th>
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<tbody>
<tr>
<td>92.</td>
<td>Exhibit supplier ships to storage or next tradeshow</td>
<td></td>
</tr>
<tr>
<td>93.</td>
<td>Confirm return of any materials to GE</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>94. Post- Tradeshow Lead Management</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>95.</td>
<td>Organize and distribute leads</td>
<td></td>
</tr>
<tr>
<td>96.</td>
<td>Enter leads into database</td>
<td></td>
</tr>
<tr>
<td>97.</td>
<td>Prepare lead reports</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>98. Post- Tradeshow Review</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>99.</td>
<td>Review objectives met or missed and discuss reasons</td>
<td></td>
</tr>
<tr>
<td>100.</td>
<td>Review performance surveys for exhibit supplier</td>
<td></td>
</tr>
<tr>
<td>101.</td>
<td>Write post-tradeshow report based on</td>
<td></td>
</tr>
<tr>
<td>102.</td>
<td>- objectives and results</td>
<td></td>
</tr>
<tr>
<td>103.</td>
<td>- competition</td>
<td></td>
</tr>
<tr>
<td>104.</td>
<td>- action items for next tradeshow</td>
<td></td>
</tr>
</tbody>
</table>
The GE exhibit program is built on the foundation of the GE Identity Program. Thus, the layout of exhibit panels incorporates the same identity elements and follows the same principles used in all program applications, including

- **the graphic signature** with its three elements:
  - the signature Monogram
  - signature typography (Univers 68* and, if needed, Univers 48*)
  - the Laser Line
- **the corporate colors**: Platinum Grey, Laser Red, black, and white
- **other appropriate colors**
- **program typography** including
  - ITC New Baskerville
  - Univers and Univers Condensed
- **graphic support** including
  - photographs
  - illustrations
  - thematic graphics
  - the Dynamic Monogram
- **the principle of asymmetry**

For more information on GE identity elements and principles, see document **100, Basic Standards.**

Typical exhibit graphics, using the GE identity elements and principles, are shown on the following pages.

Note: Expotechnik can provide complete exhibit design services. For more information, visit Expotechnik’s website, [www.expotechnik.com](http://www.expotechnik.com), or call 800 989-8277.

*In computer typesetting, other names may be used, such as
- *for Univers 68*, Univers (67) Condensed Bold Oblique
- *for Univers 48*, Univers (47) Condensed Light Oblique
Section 03: Typical Exhibit Graphics

Exhibit Colors & Materials

Standard GE exhibits
• are built from white or light grey wall panels with an aluminum framework
• use solid medium-grey carpet

Headers are available in a variety of standard and custom colors, as shown on page 03.03.
Optional fabric ceiling panels and lightwalls are translucent white.

continued

Wall panel

White

Light grey

Carpet

Solid grey

Note: Reproduction distorts color. For samples of the colors and materials used in production, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.
The standard colors for headers (located in zone 3, as described on pages 03.04 and 03.05) include white, light grey, black, and Laser Red.

At an additional charge, headers can be provided in any appropriate custom color. Suggested alternatives to the standard header colors are shown in the examples below.

Colored headers may be used
• with or without graphic signatures or copy
• as an accent to feature or emphasize a specific area or product

Work with the exhibit supplier designers to design your exhibit to include color accent header panels.

Standard header background colors

Light Grey

White

Black

Laser Red

Typical custom header background colors

Platinum Grey

Blue

Yellow

Orange

Light Green

Dark Blue

Note: Reproduction distorts color. For samples of the colors and materials used in production, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.
The layout of GE exhibit panels is based on the special requirements of three-dimensional displays that are
• viewed from a distance
• placed in a visually competitive environment

In view of these requirements, the information in all GE exhibits—from tabletop displays to top-of-the-line configurations commanding thousands of square feet of exhibit space—is prioritized and organized into horizontal zones, each designated to contain a specific kind of communication. This hierarchy allocates each message to a zone according to its importance and sizes it within a range appropriate to the average viewing distance. The result is a logical organization of exhibit messages, from the most general to the most detailed, that maintains optimum legibility for each.

continued
Zone 1: Brand Identity
• Zone 1 is the area in which the entire exhibit is identified. Thus, it features the GE identity—the graphic signature and the Dynamic Monogram—and no other text or imagery may be used here.
• The GE identity is viewed from a distance of 30 to 100 feet and is displayed between 12 and 20 feet above ground level.
• For good legibility, the capital letter height is:
  - at the 16- to 20-foot height, 12 to 36 inches
  - at the 12- and 16-foot height, 8 to 10 inches

Zone 2: Product Area & Wayfinding
• This zone includes messages to:
  - identify a group of products
  - distinguish between different areas of the exhibit
  - help visitors find their way
• Typically, graphics are viewed from a distance of 20 feet, so the capital letter height is between 5 and 10 inches.

Zone 3: Product Identification
• In exhibits over 8 feet in height, zone 3 displays product names.
• In exhibits with heights of 8 feet or less, this zone displays the component or affiliate name.
• The exhibit supplier provides each GE business with standard graphic signature overlays in 1m, 2m, or 3m lengths that:
  - are white, light grey, black, or red with black or white type (depending on overlay color)
  - display a Laser Red Laser Line
  - use a capital letter height of 3 to 5 inches
• Color header or color graphic signature overlays are custom items, available at an additional charge.

Zone 4: Details, Features, & Benefits
• Zone 4 displays the most specific and detailed content in the exhibit; for example, product benefits and features, including text, photographs, illustrations, and mounted products. It is viewed at eye level in an area between 43 to 82 inches above ground level.
• Note: All graphics in zone 4 are custom.
• Photographs and illustrations may extend across two or more wall panels and down into zone 5.
• Capital letter heights can range from ½ inch in text to 1 to 3 inches in titles.
• For typical graphic treatments on four backgrounds, see pages 03.08 and 03.09.

Zone 5: Image Bleed Only; No Content
Because this zone is below eye level and can easily be obscured by visitors, it functions only as an adjunct to zone 4. Only images extending from zone 4 should appear here; no text or significant content should appear here.
A standard graphic signature overlay, typically located in zone 3 (see pages 03.04 and 03.05), displays a component or licensed affiliate name: for example, GE Motors.

The standard graphic signature overlay, provided as a rentable element, is available:

- in 3 lengths:
  - 1 meter (39 inches)
  - 2 meters (78 inches)
  - 3 meters (117 inches)
- in four background colors: white, light grey, black, or red
- with black or white signature typography and Monogram (depending on the background color) and a Laser Red Laser Line

*For custom background colors, see page 03.03.*

Graphic signature overlays can also display the names of products or services, exhibit themes, and slogans such as “We bring good things to life.” Such overlays are custom, available at an additional charge.

*For assistance in creating custom overlays, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.*
The custom overlays used in zone 4, which detail the features and benefits of products and services, can be created in a variety of sizes. The typical sizes shown on this page conform to the dimensions of either the wall panel or the individual wall panel.

The light grey areas in the examples on this page show where a graphic could be placed, and the size of each area is indicated below each example.

Graphic overlays can be attached to wall panels by:
- a graphic rail
- an adhesive system such as hook-and-loop
Graphic overlays used on wall panels can feature a variety of backgrounds, as shown here and on page 03.09: for example,

- white
- the Dynamic Monogram
- duotone
- full bleed

For assistance in creating custom graphics, visit Expotechnik’s website, www.expotechnik.com, or call 800 989-8277.

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the example on this page.

continued
All colors in a photograph or illustration can be reduced to two, creating a **duotone**. Typically, a duotone is used in the background of a graphic overlay, as shown in the example at the left, providing contrast to a full-color photograph or illustration that highlights product benefits.

A **full-bleed background** is sized to completely cover the surface of contiguous wall panels, as shown in the example at the lower left. This background can be used alone or with other graphics placed on top.
In exhibits over 8' in height, the GE identity and component or affiliate names, product or service names, and wayfinder information can be displayed in a large format in zones 1 and 2. (For a discussion of the zones in the graphic hierarchy, see pages 03.04 and 03.05.)

Above 8', information can be displayed
- on wall panels over 8'
- in banner graphics
- in lightwall graphics

Typical examples of custom graphic signature overlays on wall panels over 8' in height are shown on this page. Examples of custom banner graphics and lightwall graphics appear on pages 03.11 and 03.12.

For assistance in creating custom graphics, visit Expotechnik's website, [www.expotechnik.com](http://www.expotechnik.com), or call 800 989-8277.

continued
Custom banner graphics hang from exhibit posts and beams and can be fabricated to fit each of the standard beam lengths. Since they can be seen from a great distance—across a tradeshow floor—banners are a good place to display the GE identity. For optimum legibility, the capital letter heights used in banners should be those recommended for use in graphic hierarchy zone 1 or 2, described on pages 03.04 and 03.05.

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the examples on this page.

continued
Lightwalls are large, internally illuminated, curved structures with translucent white surfaces. Their size, brightness, and uniqueness help draw attention to any exhibit that uses them. In addition, their curved surfaces provide a pleasing contrast to the right-angle structure of the modular exhibit elements.

To dramatically identify an exhibit, GE identity elements (the graphic signature and Dynamic Monogram) can be applied to lightwalls. For high legibility, the capital letter heights used on a light-wall should be those recommended for use in graphic hierarchy zone 1 or 2, described on pages 03.04 and 03.05.

Note: The Dynamic Monogram may not be used alone; it must always be accompanied by a graphic signature with the full signature Monogram, as shown in the examples on this page.
These standards apply to the:
- printed reports and proposals
- overhead transparencies
- slides used inside or outside the Company
preparred by
- the Company or its components
- subcomponents
- affiliates licensed to use the GE identity

These guidelines are basic. They are intended to help anyone using a personal computer to prepare presentation materials for GE, in particular those with little or no experience or training in design, layout, or communication. These standards provide a plan for using the elements of the GE Identity Program correctly in presentation materials. In addition, they help to:

- simplify and clarify information by standardizing its presentation in three basic forms: print, overhead transparencies, and slides
- streamline and modernize presentation materials by eliminating unnecessary, decorative, or distracting graphic elements, textures, patterns, backgrounds, and borders
- unify the presentation materials of all GE components and licensed affiliates so that each draws from and contributes to the strength of a common GE identity
- provide flexibility to accommodate different kinds of information and communication needs across a variety of presentation formats
- reduce cost and speed production through the use of common design standards
Producing a presentation layout is a matter of displaying information

- as simply as possible
- with utmost clarity

In an issue of *Adweek* magazine, Betsy Sharkey wrote that desktop publishing on a personal computer “conjures visions of graphics-laden reports and in-house newsletters that have the colorful panache of *USA Today*.”

The reality, however, is often quite different. To fit as much information as possible on one page, type is reduced or squeezed almost beyond legibility. Boxes, borders, centered blocks, and shadows abound. Headlines typeset in all capital letters defy comprehension. Charts incorporating the full gamut of crosshatch patterns do more to aggravate astigmatism than clarify information.

“In the age of [the personal computer], everybody is a designer—sort of,” said Mark Dolliver in the same issue of *Adweek*. “People with no training in graphic design are choosing headline typefaces and page layouts for their reports, proposals, and manuals.” The result? Eyesores and confusion.

When typewriters prevailed, reports and presentations were limited to words, numbers, and horizontal lines. The myriad choices of computer-generated graphics were simply unavailable.

Today the push of a button produces a flashy design. It’s easy to forget that “less decoration, more information” still holds true.

Whether you use a computer or traditional means, producing a presentation layout is not a matter of letting your imagination run wild or slavishly following rules; it is a matter of displaying information as simply as possible with utmost clarity.

The following sections show typical pages, overhead transparencies, and slides from GE presentations. These materials provide examples of the best practices for displaying information clearly and simply. (Note: Details in these materials have been changed to protect proprietary information.)
Which form is best: printed presentations, overhead transparencies, or slides?
Overhead presentations and slides work best as simplified versions of printed presentations. Thus,
• put details in a printed presentation
• project only highlights

Projections crowded with details are difficult to read, so keep overhead transparencies simple and slides even simpler.

Typefaces
The typefaces used in GE presentations are
• ITC New Baskerville
• Univers and Univers Condensed

For printed text, serif type is more legible than sans serif type. The example at the left shows that the additional detail of serifs aids in recognition; whereas the sans serif letters in the top line are unreadable, you can tell that the serif letters in the bottom line spell again.

Nevertheless, for type projected in overhead transparencies and slides, a sans serif typeface is preferred. When projected even slightly out of focus (an unfortunate but common occurrence), the thin strokes of serif type tend to disappear, making the letters difficult to read, as shown in the example at the left.

• Use the serif typeface ITC New Baskerville
  for long print presentations and reports.
• Use the sans serif Univers family of type
  for overhead transparencies and slides.

Note: When using the same presentation for both print and overhead transparencies, reproduce the overhead transparencies in print.

Type Weights
• For most text, use the regular or normal weight of type.
• For emphasis, use bold or italic. Make certain that a change in emphasis clarifies rather than clutters the text.

Main Headlines
• Typeset main headlines in Univers 68*
• Place them at the top of the presentation format, directly above the horizontal line, always in exactly the same size and position throughout the presentation.

Capital Letters
• Avoid presenting any text, including headlines, in all capital letters since such text is not as easy to read as that using a combination of uppercase and lowercase letters.
• Follow either of these standards for the capitalization used in headlines, titles, and callouts:
  - Capitalize only the first letter of the first word, as if the text were an ordinary sentence.
  - Capitalize the first letter of the first word and all other words, except use all lowercase letters for
    • articles (a, an, the)
    • conjunctions (such as and, but, or)
    • prepositions (such as at, for, of, to)

Text
• Begin body copy at the same point on each transparency or page, leaving at least one line space between the horizontal line and the first line of copy.
• Set copy flush left, ragged right. Do not center or justify copy.

Lines & Boxes
Avoid boxes and vertical rules. (See the examples of tables on pages 03.10 to 03.12.)

Consistency
• Throughout a presentation, use a single type size and style for each kind of typographic element—for example, all headlines should use the same style, all body text should use the same style, and so on.
• Do not make short text larger and long text smaller to fit an area and do not change type size from one page or transparency to the next.

Monogram
• Use the Monogram only in the graphic signature on the cover page, title transparency, or title slide.
• Do not use the Monogram (or a full graphic signature)
  - in headlines or text
  - as a novelty punctuation device
  - for any decorative purpose whatsoever

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
## Recommended Typefaces & Sizes

<table>
<thead>
<tr>
<th>Type</th>
<th>Detailed printed reports and presentations</th>
<th>Simplified overhead transparencies</th>
<th>Greatly simplified slide presentations*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headlines</strong></td>
<td>18- to 20-point Univers 68</td>
<td>20- to 24-point Univers 68</td>
<td>22- to 24-point Univers 68</td>
</tr>
<tr>
<td><strong>Text</strong></td>
<td>12- or 14-point ITC New Baskerville</td>
<td>18- to 24-point Univers 55, 65, 48, or 68, or ITC New Baskerville</td>
<td>20- to 24-point Univers 55, 65, 48, or 68</td>
</tr>
<tr>
<td><strong>Subheads</strong></td>
<td>Univers 68, same size as text</td>
<td>Same size as text, bold</td>
<td>Same size as text, bold or highlighted by color</td>
</tr>
<tr>
<td><strong>Charts &amp; Tables</strong></td>
<td>10- or 12-point ITC New Baskerville or Univers 55</td>
<td>14- or 16-point Univers 55</td>
<td>12- to 16-point Univers 55</td>
</tr>
<tr>
<td><strong>Maximum number of lines of text</strong></td>
<td>28</td>
<td>20</td>
<td>10</td>
</tr>
</tbody>
</table>

*Based on a slide layout format of 4 5⁄8” x 7”

To minimize confusion, keep sizes for headlines, text, subheads, and graphs consistent throughout the entire presentation.

Note: In computer typesetting, alternative names for the faces in the Univers series may be used; for example,
- for Univers 45, Univers (45) Light
- for Univers 46, Univers (45) Light Oblique
- for Univers 47, Univers (47) Condensed Light
- for Univers 48, Univers (47) Condensed Light Oblique
- for Univers 55, Univers (55) Plain
- for Univers 56, Univers (55) Oblique
- for Univers 65, Univers (65) Bold
- for Univers 66, Univers (65) Bold Oblique
- for Univers 67, Univers (67) Condensed Bold
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 75, Univers (75) Black
- for Univers 76, Univers (75) Black Oblique
- for Univers 85, Univers (85) Extra Black
- for Univers 86, Univers (85) Extra Black Oblique
Sequence and Emphasis of Information

Follow this sequence when laying out the cover page or title transparency, as shown in the examples on pages 02.02 to 02.04:

- **In the graphic signature:**
  Communicative name of the GE business originating the report or presentation, always in Univers 68 and, if needed, Univers 48.

- **First:**
  Title of material, in bold

- **Second:**
  Source of material, in the same size as the title but in regular weight

- **Third:**
  Date of material, in the same style as the source of the material

- **At the bottom:**
  “Confidential” (if applicable), in the same style as the title

Laser Line

Whenever possible, bleed the Laser Line (the horizontal line in the graphic signature) left off the presentation format, as shown in the examples of slides on page 02.04.

If your printer cannot bleed the Laser Line off the format (as is the case with most laser printers, which cannot print up to the edge of the paper), begin the Laser Line at the left margin, aligning it with the left edge of the Monogram, as shown in the examples on pages 02.02 and 02.03.

In most cases, extend the Laser Line right to align with the end of the “E” in “GE” in the communicative name of the GE business used in the signature typography.

Select a weight (thickness) for the Laser Line to ensure its visibility:
- The minimum weight is $\frac{1}{2}$ point.
- The maximum weight is 6 percent of the diameter of the signature Monogram.
- Any weight between the minimum and maximum is acceptable, but it is preferable to keep the line as fine (thin) as possible.

Typefaces

For the communicative name of the GE business in the graphic signature, use only Univers 68 and, if needed, Univers 48.

For the other information on the cover page or title transparency, use the same typefaces used in the balance of the presentation.

Graphic Support

If desired, use any one of the following as graphic support on the cover page or title transparency, as shown in the example on page 02.04:

- photograph
- illustration
- thematic graphic
- Dynamic Monogram

For more information on the Dynamic Monogram, see document 134, *Dynamic Monogram*.

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Graphic Signature

- Use a graphic signature on only the cover page of a printed presentation. Do not display the signature (or the Monogram alone) on the inside pages.

- In the signature typography, always use Univers 68 and, if needed, Univers 48* sized to equal \( \frac{1}{4} \), \( \frac{1}{3} \), or \( \frac{1}{2} \) the point size of the Monogram, typeset on a computer using GE Logo Font. In the examples at the left, the signature typography (20 points) equals \( \frac{1}{4} \) the point size of the Monogram (80 points).

- Use the Monogram only in a graphic signature. Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document 382, GE Logo Font.

For more information on graphic signatures, see document 131, Graphic Signatures.

Balance of Information

Use either

- ITC New Baskerville
- Univers 68 and 48*

For recommended type sizes, see page 01.03.

Note: Using cover pages preprinted with the Laser Line in Laser Red and the signature Monogram and typography in Platinum Grey is a convenient way to add color and consistency to printed reports, proposals, and presentations. These sheets can be customized with appropriate title information using a laser printer.

---

Examples are reductions of 11 x 8 1/2-inch formats.

**Strategic Account Management Program Review**

Strategic Account Management Staff

June 2004

Monogram: 80-point GE Logo Font, signature typography: 20-point Univers 68, text: 36-point ITC New Baskerville

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**Steam Turbine Parts & Service Study Final Summary Report**

Field work and initial tabulation by Smith Research Associates

Boston, MA

Analysis and final report by GE Market Development & Consulting

Bridgeport, CT

June 2004

Confidential

Monogram: 80-point GE Logo Font, signature typography and text: 20-point Univers 68 and 48

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*For names used in computer typesetting, see the footnote on page 01.03.
Overhead Title Transparencies

**Graphic Signature**

- Use a graphic signature on only the title transparency of an overhead presentation. Do not display the signature (or the Monogram alone) on the following transparencies.
- In the signature typography, always use Univers 68 and, if needed, Univers 48, sized to equal \( \frac{1}{4}, \frac{1}{3}, \text{ or } \frac{1}{2} \) the point size of the Monogram, typeset on a computer using GE Logo Font. In the examples at the left, the signature typography (20 points) equals \( \frac{1}{4} \) the point size of the Monogram (80 points).
- Use the Monogram only in a graphic signature. Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document 382, *GE Logo Font*.

For more information on graphic signatures, see document 131, *Graphic Signatures*.

**Balance of Information**

Use Univers or Univers Condensed.

For recommended type sizes, see page 01.03.

Note: Using title transparencies preprinted with the Laser Line in Laser Red and the signature Monogram and typography in Platinum Grey is a convenient way to add color and consistency to overhead presentations. These transparencies can be customized with appropriate title information using a laser printer.

---

**Examples are reductions of 11 x 8\(\frac{1}{2}\) - inch formats.**

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**Strategic Account Management Program Review**

**June 2004**

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**Steam Turbine Parts & Service**

Smith Research Associates
GE Market Development & Consulting

**June 2004**

---

**Confidential**

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*For names used in computer typesetting, see the footnote on page 01.03.*
Section 02: Cover Pages & Titles

Title Slides

Graphic Signature

- Use a graphic signature in only the title slide of a slide presentation. Do not display the signature (or the Monogram alone) on the following slides.

- In the signature typography, always use Univers 68 and, if needed, Univers 48, sized to equal \( \frac{1}{4}, \frac{1}{3}, \) or \( \frac{1}{2} \) the point size of the Monogram, typeset on a computer using GE Logo Font. In the examples at the left, the signature typography (22 points) equals \( \frac{1}{3} \) the point size of the Monogram (66 points).

- Use the Monogram only in a graphic signature. Do not use the Monogram in headlines or text.

For more information on typesetting the Monogram on a computer, see document 382, GE Logo Font.

For more information on graphic signatures, see document 131, Graphic Signatures.

Balance of Information

Use Univers or Univers Condensed. For recommended type sizes, see page 01.03.

Color

The recommended background color for GE slide presentations is opaque black with white typography and Laser Red in the Laser Line. If another background is required, use any appropriate dark color.

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.

*For names used in computer typesetting, see the footnote on page 01.03.

Examples are reductions of a 4 5/8 x 7-inch format for 35 mm slides.
Using the Monogram with Other Logos on Cover Pages

When using the logo of another company on a cover page, follow these guidelines, as shown in the example at the upper left:

- Keep the other logo outside the graphic signature, well separated from the Monogram. Do not place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks.

(For more information on joint marks, see document 341, New Businesses Name & Trademark Practices, pages 30 to 35.)

- Avoid using the other logo in the title; instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.

- Place the logo at the bottom of the cover sheet, separated from but aligned with the other elements.

Examples are reductions of 11 x 8 1/2-inch formats.

Monogram: 80-point GE Logo Font, signature typography: 20-point Univers 68, text: 36-point ITC New Baskerville
When using the logo of another company in a title transparency, follow these guidelines, as shown in the example at the upper left:

- Keep the other logo outside the graphic signature, well separated from the Monogram. Do not place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks.

(For more information on joint marks, see document 341, *New Businesses Name & Trademark Practices*, pages 30 to 35.)

- Avoid using the other logo in the title; instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.

- Place the logo at the bottom of the overhead transparency, separated from but aligned with the other elements.
When using the logo of another company in a title slide, follow these guidelines, as shown in the example at the upper left:

- Keep the other logo outside the graphic signature, well separated from the Monogram. Do not place the other logo next to the Monogram (for example, do not place it to the right of the Monogram, as shown in the incorrect example at the lower left). Because such a placement suggests a strong alliance with GE, it is reserved for the identification of only those joint ventures that are licensed to use joint marks.

  (For more information on joint marks, see document 341, *New Businesses Name & Trademark Practices*, pages 30 to 35.)

- Avoid using the other logo in the title; instead, use the name of the company in the title, set in the same typeface and size as the balance of the title.

- Place the logo at the bottom of the title slide, separated from but aligned with the other elements.

Examples are reductions of a 4⅜ x 7-inch format for 35 mm slides.

---

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.
The same basic style for text is used in all print, overhead, and slide presentations:

• Use a fine (thin) horizontal line at the top of the presentation format. Place the headline above the line and the body text below it.
• Set type flush left, ragged right.
• Use at least one point of additional space between lines of type.
• Do not indent paragraphs; instead, skip at least one-half line space between paragraphs.

Headline & Top Horizontal Line

Typeface: Univers 68*

For recommended type sizes, see page 01.03.

Keep the headline and top horizontal line the same size and in the same position on all pages or transparencies, whether the text and headlines are long or short.

Because most laser printers cannot print up to the edge of the paper, in the examples of print presentations and overhead transparencies on pages 03.02 and 03.03, the top horizontal line is shown beginning at the left margin, aligned with the left edge of the headline and text. Nevertheless, if the line can bleed left off the format, it should, as shown in the examples of slides on page 03.04.

Body Text

Typefaces

• Body copy: ITC New Baskerville
• Subheads and highlights: Univers 68*

For recommended type sizes, see page 01.03.

Begin the body text at least one line space below the horizontal line used at the top of all presentation formats. Keep this beginning point the same on all pages or transparencies, whether the body text is long or short.

When listing items,

• for first-level indents, use solid bullets
• for second-level indents, use short dashes

*For names used in computer typesetting, see the footnote on page 01.03.
03

Section 03: Headlines, Text, & Tables

Text Style for Print Presentations

Body Copy

Use ITC New Baskerville, sized by this method:

• Determine the size required for the page with the most text.
• Use that size for all body text in the presentation.

Note: To maintain easy readability, do not use a size smaller than 10 points or larger than 16 points for body text. The recommended size is 12 to 14 points.

Subheads & Highlights

• For first-level subheads and highlights, use Univers 68*, in the same size as the body text. Do not box or underline highlights.
• For second-level subheads, use ITC New Baskerville Italic.

Page Numbers & Footnotes

Use ITC New Baskerville, 2 points smaller than the body text.

Examples are reductions of 11 x 8 1/2 -inch formats.

Customer Focus Magazine

Marketing

• EDI and GE Plastics
  – Upwards of 60 customers are tied into GEP's EDI system – a look at how and why it works.
  – The customers are demanding it and GE Lighting is delivering – a look at their EDI system.
• EDI and GE Lighting
  – GE Plastics and GE Motors link up to solve a common problem and create sales for both.

Service

• GE "Action Center" in action
  – GE Mortgage Insurance is providing unsurpassed service to customers.
  – AIM for Excellence year-end winner
  – ED&C earns $25,000 grand prize.
• GE Aircraft Engines' Quality Ambassadors
  – GEAE employees visit the customers to spread the quality and service message back home

Selling

• Laptops in Louisville
  – GE Appliances is increasing field sales productivity through the use of portable computers.
  – GEIS "is it" for Coke
  – An on-site project manager is the secret formula in GE Information Service's success with Coca-Cola in Atlanta.

Subheads: Univers 68, text: 14-point ITC New Baskerville

*For names used in computer typesetting, see the footnote on page 01.03.
Overhead projections are difficult to read when they contain too much copy. To enhance legibility,
• make overhead transparencies summaries of the corresponding print presentation
• use the largest type size that space permits

Compared to preparing a print presentation, when preparing overhead transparencies,
• shorten copy to express the gist of an idea, omitting detail (When the presentation is made, the commentator can elaborate on the idea and cite details.)
• break long material into several overhead transparencies, as shown in the examples at the left

Body Copy
Use Univers 55, 56, 47, or 48* for the body text. Determine the size and style required and use the same size and style in all body text in the presentation.

Subheads & Highlights
To differentiate subheads and highlights from the body text, use the bold or black version of the typeface selected for the body text (Univers 75, 76, 67, or 68*) in the same size as the body text.

Recommended combinations of typefaces* for body copy and subheads:

<table>
<thead>
<tr>
<th>Text</th>
<th>Subhead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 55</td>
<td>Univers 75, 76, 68</td>
</tr>
<tr>
<td>Univers 56</td>
<td>Univers 76</td>
</tr>
<tr>
<td>Univers 48</td>
<td>Univers 68</td>
</tr>
</tbody>
</table>

Do not box, underline, or otherwise embellish highlights.

---

*For names used in computer typesetting, see the footnote on page 01.03.

---

Customer Focus Magazine

**Marketing**

- EDI and GE Plastics
  - A look at how and why GEP’s EDI system works
- EDI and GE Lighting
  - The customers demand EDI: GE Lighting delivers
- Pumping new life into an old market
  - GE Plastics and GE Motors link up and create sales for both

**Service**

- GE “Action Center” in action
  - GE Mortgage Insurance is providing unsurpassed service to customers
- AIM for excellence year-end winner
  - ED&C earns $25,000 grand prize

Subheads: Univers 65, text: 24-point Univers 55

---

Customer Focus Magazine

**Marketing**

- EDI and GE Plastics
  - A look at how and why GEP’s EDI system works
- EDI and GE Lighting
  - The customers demand EDI: GE Lighting delivers
- Pumping new life into an old market
  - GE Plastics and GE Motors link up and create sales for both

**Service**

- GE “Action Center” in action
  - GE Mortgage Insurance is providing unsurpassed service to customers
- AIM for excellence year-end winner
  - ED&C earns $25,000 grand prize

Subheads: Univers 68, text: 20-point Univers 48
Slides are difficult to read when they contain too much copy. To enhance legibility, make slides very brief summaries of the corresponding print presentation. Compared to preparing a print presentation, when preparing slides,

- shorten copy using only key words and phrases (When the presentation is made, the commentator can define and expand on the idea and cite details.)
- break long material into several slides, as shown in the examples at the left

**Body Copy**

Use Univers 55, 56, 47, or 48* for the body text. Determine the size and style required and use the same size and style in all body text in the presentation.

**Subheads & Highlights**

To differentiate subheads and highlights from the body text, use either (but not both)

- the bold or black version of the typeface selected for the body text (Univers 75, 76, 67, or 68*) in the same size as the body text
- color

Recommended combinations of typefaces* for body copy and subheads when color is not used for differentiation:

<table>
<thead>
<tr>
<th>Text</th>
<th>Subhead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 55</td>
<td>Univers 75, 76, 68</td>
</tr>
<tr>
<td>Univers 56</td>
<td>Univers 76</td>
</tr>
<tr>
<td>Univers 48</td>
<td>Univers 68</td>
</tr>
</tbody>
</table>

Do not box or underline highlights.

---

*For names used in computer typesetting, see the footnote on page 01.03.
As shown in the examples on the preceding pages, the standard size and position of the
- headline
- top horizontal line
- left margin
establish consistency and help unify all the pages or transparencies of a presentation.

To accommodate different kinds of information, introduce variety, and avoid monotony within a presentation, it can be useful to mix one-, two-, and three-column grids like those shown in the examples at the left.

Examples are reductions of 11 x 8 1/2 - inch formats.
### Section 03: Headlines, Text, & Tables

#### Two- & Three-Column Grids for Print Presentations

Examples are reductions of 11 x 8 1/2 - inch formats.

---

**Customer Focus Magazine**

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Perspectives</th>
<th>Selling</th>
</tr>
</thead>
</table>
| • EDI and GE Plastics  
  - Upwards of 60 customers tied into GEP’s EDI system—a look at how and why it works.  
• EDI and GE Lighting  
  - The customers are demanding it and GE Lighting is delivering—a look at their EDI system.  
• Pumping new life into an old market  
  - GE Plastics and GE Motors link up to solve a common problem and create sales for both. | • EDI equals productivity  
  - Selling customers on EDI.  
• Selling in the future:  
  - How Appliances is doing it now  
  - GE Appliances looks at its business’ new selling technology. | • Laptops in Louisville  
  - GE Appliances is increasing field sales productivity through the use of portable computers.  
• GEIS “is it” for Coke  
  - An on-site project manager is the secret formula in GE Information Service’s success with Coca-Cola in Atlanta. |

<table>
<thead>
<tr>
<th>Service</th>
<th>Perspectives</th>
<th>Selling</th>
</tr>
</thead>
</table>
| • GE “Action Center” in action  
  - GE Mortgage Insurance is providing unsurpassed service to customers.  
• AIM for Excellence year-end winner  
  - ED&G earns $25,000 grand prize.  
• GE Aircraft Engines’ Quality Ambassadors  
  - GEAE employees visit the customers to spread the quality and service message back home. | | |

---

To display a list of short items in a print presentation, use two or three narrow columns. They will allow more copy to fit on a page.

A two- or three-column grid is also useful for long paragraphs of copy, since it is easier to read a tall, narrow block of short lines than a short, wide block of long lines.

Whenever possible, use the same typeface and size in two- and three-column grids as are used in one-column grids in the presentation.

If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.
To display a list of short items in an overhead transparency, use two or three narrow columns. They will allow more copy to fit on an overhead transparency and remain legible when projected.

A two- or three-column grid is also useful when combining text with charts or photographs (see page 03.15).

Whenever possible, use the same Univers typeface and size in two- and three-column grids as are used in one-column grids in the presentation. If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.
Examples are reductions of a 4 5/8 x 7-inch format for 35 mm slides.

**Customer Focus Magazine**

**Marketing**
- EDI and GE Plastics
- EDI and GE Lighting
- Pumping new life into an old market

**Perspectives**
- EDI equals productivity
- Selling in the future: How GE Appliances is doing it now

To display a list of short items in a slide, use two or three narrow columns. They will allow more copy to fit on a slide and remain legible when projected.

A two- or three-column grid is also useful when combining text with charts or photographs (see page 03.16).

Whenever possible, use the same Univers typeface and size in two- and three-column grids as are used in one-column grids in the presentation. If necessary to accommodate more information, the typeface and size may be different from the standard body text used in the presentation (for example, smaller or condensed), but in that case, use this same typeface and size in all other two- or three-column displays throughout the presentation.

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.
In all presentation tables,

- **use**
  - the same typeface and size
    (Note: The typeface and size used in tables may differ from that used in the body text, as described on pages 03.10 to 03.12, but it should be the same in all the tables.)
  - the same text style used for body copy
    (Flush left with no paragraph indents and at least one-half line space between paragraphs)
  - fine (thin) horizontal lines to aid the eye in reading across vertical columns
  - heavy (thick) horizontal bars or bands to structure and emphasize information
- **avoid**
  - vertical lines
  - boxes
  - special background colors
Major Marketing Areas

<table>
<thead>
<tr>
<th>Marketing area</th>
<th>Major grades produced</th>
<th>Characteristics of installed equipment base</th>
<th>Assessment of opportunity for revamps</th>
<th>Strategy implications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>Fine</td>
<td>Many old narrow machines with old drive systems</td>
<td>Fair</td>
<td>• Using ABC for prospecting, concentrate on smaller maintenance-driven revamps and offer flexible financing terms to cash-strapped customers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strong presence</td>
<td></td>
<td>• Shore up skill resources</td>
</tr>
<tr>
<td>Upper Midwest</td>
<td>Fine</td>
<td>Many old narrow machines with old drive systems</td>
<td>Excellent</td>
<td>• ABC team has the area well covered and is vigorously pursuing all opportunities</td>
</tr>
<tr>
<td></td>
<td>Bulk</td>
<td></td>
<td></td>
<td>• Field skill resources are presently adequate</td>
</tr>
<tr>
<td>Southeast</td>
<td>Coarse</td>
<td>Many large modern machines</td>
<td>Excellent</td>
<td>• Leverage exposure and experience from jobs run outside the Atlanta zone to land further projects in the surrounding area</td>
</tr>
<tr>
<td>Pacific Northwest</td>
<td>Fine</td>
<td>Mixture of old narrow machines and large modern machines</td>
<td>Good</td>
<td>• Build up skill resources outside the Atlanta zone</td>
</tr>
<tr>
<td></td>
<td>Coarse</td>
<td></td>
<td></td>
<td>• Leverage exposure and experience from jobs to land further turnkey projects</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Do some prospecting with uncovered customers to identify new opportunities</td>
</tr>
</tbody>
</table>

For tables in print presentations, use either
- Univers or Univers Condensed
- ITC New Baskerville sized by this method:
  - Determine the size required for the table with the most text.
  - Use that size for all tables in the presentation.

Note: To maintain easy readability, do not use a size smaller than 9 points or larger than 14 points for the text in tables in print presentations. The recommended size is 10 to 12 points.

Examples are reductions of 11 x 8 1/2 - inch formats.

More X-company users than GE users are dissatisfied with their OEM as a parts supplier

<table>
<thead>
<tr>
<th>Parts</th>
<th>Supplier</th>
<th>Extremely satisfied</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Not too satisfied</th>
<th>Not at all satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1</td>
<td>GE only</td>
<td>2%</td>
<td>25%</td>
<td>64%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>53%</td>
<td>53%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Part 2</td>
<td>GE only</td>
<td>2%</td>
<td>29%</td>
<td>50%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>29%</td>
<td>54%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Part 3</td>
<td>GE only</td>
<td>2%</td>
<td>54%</td>
<td>55%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>53%</td>
<td>49%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Part 4</td>
<td>GE only</td>
<td>3%</td>
<td>26%</td>
<td>66%</td>
<td>6%</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>54%</td>
<td>53%</td>
<td>13%</td>
<td>–</td>
</tr>
<tr>
<td>Part 5</td>
<td>GE only</td>
<td>2%</td>
<td>50%</td>
<td>56%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>–</td>
<td>56%</td>
<td>48%</td>
<td>14%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Subheads: Univers 68, text: 12-point ITC New Baskerville
For tables in overhead presentations, use Univers or Univers Condensed in the largest practical size. Use the same typeface and size for all tables in the presentation.

Overhead presentations work best when they are simple summaries of the information in a corresponding print presentation. To achieve this simplicity while accommodating the information required in a print presentation table, you may need to:
• restructure or reorient the table
• edit the copy
• use more than one transparency

(See “Build Style for Overhead Transparencies,” page 03.13.)

The example at the upper left breaks the print version of the table (shown on page 03.10) into two overhead transparencies (only the first is shown here) and changes the orientation of the table from horizontal to vertical.

The example at the lower left simplifies the print table by combining some of the satisfaction categories.

Note: These examples are not required approaches. They merely demonstrate two of the possibilities for presenting summaries of complex information.

---

### More X-company users than GE users are dissatisfied with their OEM as a parts supplier

<table>
<thead>
<tr>
<th>Parts</th>
<th>Supplier</th>
<th>Extremely or very satisfied</th>
<th>Somewhat satisfied</th>
<th>Not too or not at all satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1</td>
<td>GE only</td>
<td>27%</td>
<td>64%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>33%</td>
<td>53%</td>
<td>13%</td>
</tr>
<tr>
<td>Part 2</td>
<td>GE only</td>
<td>31%</td>
<td>59%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>29%</td>
<td>54%</td>
<td>17%</td>
</tr>
<tr>
<td>Part 3</td>
<td>GE only</td>
<td>36%</td>
<td>55%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>33%</td>
<td>49%</td>
<td>19%</td>
</tr>
<tr>
<td>Part 4</td>
<td>GE only</td>
<td>29%</td>
<td>68%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>34%</td>
<td>53%</td>
<td>13%</td>
</tr>
<tr>
<td>Part 5</td>
<td>GE only</td>
<td>32%</td>
<td>56%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>X only</td>
<td>36%</td>
<td>48%</td>
<td>16%</td>
</tr>
</tbody>
</table>
For tables in slide presentations, use Univers or Univers Condensed in the largest practical size. Use the same typeface and size for all tables in the presentation.

Slide presentations work best when they are greatly simplified summaries of the information in a corresponding print presentation. To achieve this simplicity while accommodating the information required in a print presentation table, you may need to:

- restructure or reorient the table
- edit the copy
- use more than one slide (See "Build Style for Slides," page 03.14.)

The example at the upper left breaks the print version of the table (shown on page 03.10) into several slides (only the first is shown here) and briefly summarizes the information.

The example at the lower left simplifies and divides the print table into several segments and combines the satisfaction categories.

Note: These examples are not required approaches. They merely demonstrate two of the possibilities for presenting very brief summaries of complex information.
An effective method for maintaining continuity in an overhead presentation is to introduce a new point while reminding an audience of previous points using a build presentation style—highlighting the newly presented points while subduing and summarizing the previous points.

To create a build series, in the second and subsequent transparencies, subdue the previous points by both

- summarizing them
- using either
  - a lighter weight of type
  - grey in the type

Using information from the print presentation shown on page 03.02,

- the example at the upper left is the first transparency in a build series
- the example at the lower left is the second transparency in the build series; it adds a third point to the previous points, which have been subdued by both
  - summarizing the copy
  - using light type

Examples are reductions of 11 x 8 1/2-inch formats.

---

Customer Focus Magazine

Marketing

- EDI and GE Plastics
  - Upwards of 60 customers are tied into GEP’s EDI system—a look at how and why it works.
- EDI and GE Lighting
  - The customers are demanding it and GE Lighting is delivering—a look at Lighting’s EDI system.
- Pumping new life into an old market
  - GE Plastics and GE Motors link up to solve a common problem and create sales for both.

Perspectives

- EDI equals productivity
  - Selling EDI.
- Selling in the future: How GE Appliances is doing it now
  - GE Appliances looks at new selling technology.

---

Customer Focus Magazine

Marketing

- EDI and GE Plastics
- EDI and GE Lighting
- Pumping new life into an old market

Perspective

- EDI equals productivity
- Selling in the future: How GE Appliances is doing it now

Service

- GE “Action Center” in action
  - GE Mortgage Insurance is providing unsurpassed service to customers.
- AIM for Excellence year-end winner
  - ED&C earns $25,000 grand prize.
- GE Aircraft Engines’ Quality Ambassador
  - GEAE employees visit the customers to spread the quality and service message back home.
An effective method for maintaining continuity in a slide presentation is to introduce a new point while reminding an audience of previous points using a build presentation style—highlighting the newly presented points by subduing the previous points.

To create a build series, in the second and subsequent slides subdue the previous points by both

- summarizing them
- using either
  - a lighter weight of type
  - grey in the type

Using information from the print presentation shown on page 03.02,
- the example at the upper left is the first slide in a build series
- the example at the lower left is the second slide in the build series; it adds a third point to the previous points, which have been subdued by both
  - summarizing the copy
  - using grey type

The same effect could be achieved by using two weights of type in the same color, as shown in the example on page 03.13.

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.
To better integrate photographs and charts into overhead presentations, incorporate the text using the same two- and three-column grids used for text transparencies.

Using the grids shown on page 03.05, the examples at the left show various positions for photographs or charts:

- The example at the upper left shows a single photograph used with a headline and an optional subhead. The photograph aligns flush right with the end of the horizontal line and extends as far left as required.

- The example in the middle shows two photographs and subheads. The photographs are sized to fit the two-column grid and are aligned at the top under the horizontal rule. If required, the photographs may vary in height.

- The example at the lower left shows a photograph combined with text on the same two-column grid used for overhead text transparencies.
Although a photograph sometimes fills a slide, to better integrate photographs and charts with the balance of the presentation, they may appear with text, using the same two- and three-column grids used for text slides.

Using the grids shown on page 03.05, the examples at the left show various positions for photographs or charts:

- The example at the upper left shows a single photograph used with a headline and an optional subhead. The photograph aligns flush right with the end of the horizontal rule and extends as far left as required.

- The example in the middle shows two photographs and subheads. The photographs are sized to fit the two-column grid and are aligned at the top under the horizontal rule. If required, the photographs may vary in height.

- The example at the lower left shows a photograph combined with text on the same two-column grid used for text slides.

Note: The letterspacing of light type against a dark background is slightly more open than that normally used in print.
If prepared correctly, charts and graphs can communicate ideas and relationships more effectively than a simple table. A chart can give coherence to large quantities of numbers, and it can facilitate comparisons among various types of data. A graph can provide a wealth of information at a glance.

Nevertheless, there are dangers in using such visual aids. Edward Tufte, a Yale professor, consults with TV networks, corporations, and the U.S. government on the display of statistics. Writing in the American Institute of Graphic Arts’ Journal of Graphic Design, he discusses the tendency to overuse graphics when preparing charts:

The excuse for decoration is often, “The data is boring, and we need to make it come alive.” Well, if the numbers are boring, then you’ve got the wrong numbers. Decoration won’t save the day. Note the hidden assumption here that the audience for graphics is probably somewhat thick-headed, requiring a visual trick to induce them to look at some numbers. We should reject the quality-corrupting doctrines that numbers are boring and that graphics are for those with short attention spans. These doctrines blame the victims (the data and the audience) rather than the perpetrators. Finally, garish but data-starved graphics reduce the credibility of presentations, for most audiences will have a natural suspicion of hyped graphics. Who would trust a chart that looks like a video game?

When preparing a presentation chart, consider the following:

- Is a chart the best way to communicate the information? Often, a table is easier to understand.
- Is the kind of chart selected the best for the situation? There are many alternatives to rows of bars and wedges of pie.
- Is a key or legend required or can the material be labeled directly?
- Is the page cluttered? To simplify the presentation, can the information be combined into fewer charts or can some of the data be carried over to another page? Can the explanatory type and labels be better organized?

On the following pages of this section,

- at the top are some typical GE charts prepared before these guidelines were developed
- at the bottom are the same charts redesigned to simplify the information and make it easier to read

Note: The guidelines in Section 04 apply to all presentation materials, regardless of form.

<table>
<thead>
<tr>
<th>Friendly</th>
<th>Unfriendly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type is set in upper- and lowercase letters.</td>
<td>Type is set in all capital letters.</td>
</tr>
<tr>
<td>Words are spelled out.</td>
<td>Abbreviations abound, requiring the viewer to sort through text to decode abbreviations.</td>
</tr>
<tr>
<td>Mysterious and elaborate encoding is avoided.</td>
<td>Words run vertically, particularly along the Y-axis. Words run in several different directions.</td>
</tr>
<tr>
<td>Words run from left to right, the usual direction for reading accidental languages.</td>
<td>Graphic is cryptic, requiring repeated references to scattered text.</td>
</tr>
<tr>
<td>Little messages help explain data.</td>
<td>Elaborately encoded shadings, crosshatching, and colors are avoided: instead, labels are placed on the graphic itself; no legend is required.</td>
</tr>
<tr>
<td>Elaborately encoded shadings, crosshatching, and colors are avoided: instead, labels are placed on the graphic itself; no legend is required.</td>
<td>Graphic is repellent, filled with “chart junk.”</td>
</tr>
</tbody>
</table>

Edward Tufte’s book, The Visual Display of Quantitative Information (Graphics Press, Cheshire, Connecticut, 1983) includes the table shown at the right. It highlights the differences between graphics that are friendly and easily understood and those that are unfriendly and obscure.
Examples are reductions of 11 x 8.5-inch formats.

The original flow chart at the left is a hodgepodge of elements (collectively known as chart junk), that should be avoided in all presentation materials, including:
- borders
- words consisting of all-capital letters
- coarse screens (linear and dot patterns)
- shadows
- oddly shaped boxes
- grossly deformed arrows

Ridding the page of chart junk unclutters it. Using only the necessary design elements,
- simple boxes
- arrows
helps present the information much more clearly.

Making the most important verbal element into a headline at the top of the page simplifies the layout and clarifies the point of the chart.

The type is much easier to read when set in upper- and lowercase letters instead of the all-capital letters used in the chart above.
Customers Use Third-Party And In-House Services Because Of Cost Advantages

<table>
<thead>
<tr>
<th>Type of service arrangement</th>
<th>R&amp;F/Rad (N = 1554)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-house</td>
<td>2.3%</td>
</tr>
<tr>
<td>OEM</td>
<td>5%</td>
</tr>
<tr>
<td>All three</td>
<td>3.6%</td>
</tr>
<tr>
<td>OEM &amp; in-house</td>
<td>170%</td>
</tr>
<tr>
<td>Third-party</td>
<td>16.3%</td>
</tr>
<tr>
<td>OEM &amp; third-party</td>
<td>60.2%</td>
</tr>
</tbody>
</table>

Source: All customers screened to participate in study; identified service supplier(s) for each equipment modality

In the original pie chart at the left, the screens are so visually active, they are distracting, interfering with the quick understanding of the chart.

The type in the labels is so small, it is barely legible.

Since a comparison of two or more charts is not required here, an all-black pie chart is easy to understand and free of visual distraction, as shown in the example at the left.

In the original pie chart above, the white boxes within the wedges, which are used to contain three of the labels, hinder the size comparison of the wedges. Reversing the label information in white from an all-black pie could eliminate this problem, but some of the wedges are too small to accommodate the required type. Setting the label type in a size large enough to be easily read and neatly organizing the labels around the chart, as shown in the example, solves the problem.
Examples are reductions of 11 x 8 1/2 - inch formats.

Utilities’ use of outside maintenance suppliers is greatest for technical assistance. Most job management and craft labor services are performed with in-house staff.

Utility use of outside maintenance suppliers (% respondents subcontracting various amounts)

Redesign with Univers 65, 68 and 55

As shown in the original overhead transparency at the left, the following elements impair legibility and impede understanding of the chart:
- all-capital letters in the headline
- distracting screens
- white box labels for each wedge

Compared to the example above, the example at the left shows that
- the headline, set in upper- and lowercase letters, is much easier to read than the all-capital headline
- the fine screens of black, used to make the shades of grey in the pie wedges, eliminate the visual distraction of coarse screen patterns
- by combining some of the type elements into blocks above the pie charts, the layout has been simplified
Customers Are The Most Happy With Division F

Division Performance
(Percentage Of Customers Who Rate Division’s Service Cost as Good)

- Division A: 50.4
- Division B: 49.8
- Division C: 50.1
- Division D: 51.1
- Division E: 52.0
- Division F: 62.4

Original overhead transparency

As shown in the original overhead transparency at the left,
- a different pattern in each bar unnecessarily emphasizes certain bars, complicating the chart and confusing its meaning
- small type is difficult to read

Compared to the chart above, the example at the left shows that
- the same color in all the bars makes it easier to compare lengths and avoids undue emphasis on particular bars
- marks at 10 percent increments in all the bars facilitate comparison
- large type is easier to read

Customers are the happiest with Division F

Division performance by modality
(Percentage of customers who rate division’s service cost as good)

- Division A: 50.4
- Division B: 49.8
- Division C: 50.1
- Division D: 51.1
- Division E: 52.0
- Division F: 62.4

Redesign with Univers 68 and 55
The multiple bar chart in the original print presentation at the left uses the following unnecessary elements:
- distracting screens
- legend
- white box labels for bar parts

Compared to the chart above, the example at the left shows that
- colors can differentiate the bar parts without the visual distraction of coarse screens
- bar part labels, displayed in a large size to the left of the first bar and colored the same as each bar part, eliminate the legend and are easier to read
- bar part percentages, displayed in a large size to the right of each bar, are easier to read
- the vertical line indicating 100 percent can be eliminated since no scale is required

continued
Examples are reductions of 11 x 8 1/2-inch formats.

As shown in the original print presentation at the left,
• the four charts are confused as one when they are placed close together
• joined by the vertical baseline
• the coarse patterns distract the eye, fragment the charts, and contribute to the misperception that only one chart is displayed
• the small type is difficult to read and will not project well

Compared to the chart above, the example at the left shows that
• the four charts are made to appear separate and distinct by
  - separating each with a space equal to the bar height
  - repeating an even progression of tones (from black through medium grey, light grey, and white) in the four bars of each chart
  - omitting the vertical baseline
• the fine screens of black, used to make the shades of grey in the bars, eliminate the visual distraction of coarse screen patterns
• the large type is easier to read and will project well
Although clear to its creator, a chart may still confuse others. After examining the example at the left, these questions remain:

- **What do the bars and plot line represent?** One must represent the number of dollars and the other must represent the number of units, but which is which?

- **Why are the headline and subhead identical?** Is this a careless error? Are there other such errors in this presentation? Are any of the figures incorrect?

- **Why is the type so difficult to read?** What does that itsy-bitsy type along the bottom say? Does this chart actually reveal something the presenter wishes to hide?

As shown in the example at the left, the confusion in the chart above is clarified by:

- using plot lines for both scales
- labeling each plot line
- eliminating redundancy between the headline and subhead by omitting the latter
- enlarging the entire chart so the type is easy to read
- placing close together the annual data displayed below the chart and the dates displayed at the bottom of the chart
Employee Communications

Newsletters 251
Employee Identification 252
Recruitment Advertising
(See document 242 in Marketing Communications)

GE Identity Program

Revised 2001.11
These standards apply to the internal and external newsletters used by the Company and its components, subcomponents, and licensed affiliates.

These standards provide a plan for featuring the elements of the GE identity program consistently and prominently in newsletter mastheads. In addition, they help to:

- **simplify and clarify** information by standardizing its presentation
- **streamline and modernize** newsletters by instituting the use of grids and eliminating unnecessary or outdated graphic support elements
- **unify** the newsletters of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- **create synergy** in newsletters through the consistent use of typography
- **communicate specific attributes** of high technology, dynamism, and innovation
- **provide flexibility** to accommodate different kinds of information and communication needs
- **reduce cost** through the use of common design standards
Contents

- Grids 251.02
- Mastheads 251.04
- Page Layouts 251.06
- Headlines & Subheads 251.07
- Text 251.08
- Back Pages 251.09
A grid, the underlying structure used to organize graphic and typographic elements in a layout, establishes order and consistency in the placement of photographs, illustrations, text, headlines, captions, folios, and any other element in a layout.

When designing a newsletter, use the same grid for the cover and the inside pages. A single grid helps unify and strengthen the overall appearance of the newsletter, even though the content of each page is different.

continued
An asymmetrical layout with generous clear space helps make GE newsletters inviting and easy to read. Because of their odd number of columns, both the three- and five-column grids help establish asymmetry.

As shown in the example of a five-column grid, below, generous clear space can be created by restricting the left column to a small amount of featured information: for example, circulation restrictions, issue data, captions, issue highlights, subheads, and photographs or illustrations.
As the name of the newsletter, the masthead is the dominant element on the first page. It provides a consistent visual identity from issue to issue.

The first step in creating a GE newsletter masthead is to place the signature Monogram in the upper-left corner of the page. There is no required size, but a minimum of 60-point GE Logo Font* (3¾ picas in diameter) is recommended. It should be aligned at the left and top margins of the grid.

Next, typeset the newsletter name in Univers 68** and, if needed, Univers 48,*** and place it to the right of the signature Monogram. The newsletter name is usually set in capital and lowercase letters.

*For computer artwork, the following reproduction materials are available from the GE Identity Website to GE employees and their suppliers:
- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

**In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique

Other information, such as the communicative name of a component, may appear in the masthead and should be typeset in Univers 68.

Note: Do not use the Dynamic Monogram, other logotypes or symbols (except the signature Monogram), or other images in the masthead. No other symbol should fight the Monogram for attention.

Use a fine line to underscore the signature Monogram and newsletter name. Whenever possible, bleed the line left off the page. If this is not possible, begin the line flush with the left edge of the Monogram. In either case, extend the line to the end of the masthead name.

All masthead elements should align on the grid.

continued
The VHSIC Pioneer Award was given by the U.S. government to companies that for more than a decade have pursued Very High Speed IC research, and whose early contributions gave momentum and direction to the government’s VHSIC effort. GE was one of the ten companies recognized as a VHSIC Pioneer.

“GE and its employees have made significant contributions to these achievements and to the VHSIC program’s success,” said Ronald Kerber, Deputy Under Secretary of Defense for Research and Technology.

GE wins VHSIC Pioneer Award

The VHSIC Pioneer Award was given by the U.S. government to companies that for more than a decade have pursued Very High Speed IC research, and whose early contributions gave momentum and direction to the government’s VHSIC effort.

2002: GE’s best year for inventory control

Companywide, GE ended 2002 with 153 days of inventory – capping a year in which inventory fell in each quarter, compared with 2001.

The year-end figure was 11 days below year-end 2001 and represented another “best ever” performance for the company. As of December 31, 2001, GE inventory totaled $8.3 billion – down more than $1.1 billion during the year.

For the year, 78% of the Company operation components increased their turnover. This improvement represents a $960 million inventory avoidance for the fourth quarter.

Efforts expanding

Looking ahead in 2003, Al Butler, manager of Logistics Systems, Corporate Engineering and Manufacturing in Bridgeport, says the Corporate Inventory Council will continue to emphasize manufacturing cycle reduction, but will expand its scope to include total business cycle reduction.

Butler notes that business-level inventory council members will be working to improve their effectiveness by seeking more multifunctional involvement in inventory improvement. Functions such as purchasing, engineering and marketing are critical to overall inventory success, Butler points out.

The corporate Inventory Council was organized in 2001 to lead the Company through its analysis of then-current inventory practices.
Confessions of a non-smoking, 35-year old

by Bill Stoddard

A 5’11” junior at Staples High School in Westport, Mark has this season earned a 1st place finish in the Connecticut Track Athletes Congress championships (competing against college runners); sixth place in Eastern States Indoor Championship, and a win in the Fairfield County Indoor Track Championship. He is currently ranked ninth among the top vaulters in the East Coast by America Track magazine.

Earlier this month, in the Connecticut Inter- scholasic Athletics Congress (CIAC) State Open Indoor Track Meet, Mark vaulted at 14’ 1 1/2” – a new personal record.

On March 12, Mark entered his biggest competition yet – The National Invitational High School Track and Field Championship, involving the best athletes from across the country. In addition to the pole vault, Mark entered the pentathlon, a contest involving five different track-and-field events and won by the contestant gaining the highest total score. Mark finished fifth.

Employee’s kids keep hitting new heights

First there was Lola Smith’s son, Erin. Since he was nine, he has been on the varsity basketball team in his high school. Last year, he was named to the All-Stater team. This year he has been named to the All-American team. He is also a member of the National Scholastic Athletics Congress (NSA) team.

Now we’re hearing news about an up-and-coming track star. Mark Harris – son of Monogram Editor Steve Harris – has been hitting new heights in pole vaulting and other track-and-field events on the local, regional and national level.

Three years ago, I enrolled in a smoking cessation clinic and failed. A few months later, I enrolled in a second clinic and failed again. Last year, I enrolled in a third clinic. Keeping this up, I thought I would be different.

So I started to do it in the days of Humphrey Bogart, when smoking was the in thing. It was socially acceptable.

Then came the Surgeon General’s report. I read it with interest, but continued to smoke. Twenty years ago, my wife, who was also a heavy cigarette smoker, developed lung cancer. Her doctor said it was the “least of my worries, a tape of thing.” Cancer common among cigarette smokers.

Despite treatment, within a year and a half, the cancer had worn and my wife died. Still I smoked. But I was beginning to have second thoughts about my habit.

Three years ago, I enrolled in a smoking cessation clinic and failed. A few months later, I enrolled in a second clinic and failed again. Last year, I enrolled in a third clinic, keeping this up, I thought I would be different.

Imagine a day that was to be the last day with cigarette smoke – March 3, 2002. I carefully planned my day so that it would run out on that day. By 11 a.m., only one cigarette.

2002 Black achievers named by GE

Housed Fuller and Cheryl Fuller have been named by GE in its business in the 25th Annual Black Achievers in Industry award program. Sponsored by the Harlem Branch YMCA, the Black Achievers program recognizes the outstanding achievement of minority persons in supervision, management or professional positions in business or industry.


Fuller is a member of the GE Trading Company in New York City. His first position with GE in 1980, he was named, as manager of International Trade Law and Policy Analysis. Since joining the Trading Company in 1992, he has represented the company in trade-related committees of the National Foreign Trade Council, the Electronics Industry Association and the U.S. Chamber of Commerce.

Four GE products named America’s best

GI-defenders, jet engines, low-radiation mammographic scanners and four are four of the “100 Products That America Makes Best” according to a recent survey published in the March 29th issue of Fortune magazine. The diverse list includes categories ranging from advanced technology to industrial equipment and consumer goods. Some of the items include: textiles, electronics, microprocessors, prescription drugs, computers and ice cream.

Selection criteria required products to be the most innovative and technologically advanced. They also had to be the most durable and demonstrate the highest quality for the lowest cost.

Only one company, Erichl-Peckard, was cited more often than GE. However, the six HP products are all electronic-related. By contrast, GE’s four product groups represent greater technological diversity. Other companies receiving multiple mentions include AT&T and IBM, each named three times. IBM, Motorola and Whirlpool were each named twice.

Examples are shown at a reduced size.
Department of Defense builds paperless digital information system

Introduction
The Department of Defense (DoD) is expanding its use of digital information in the areas of acquisition and logistics. The umbrella program for this effort, the Computer-Aided Acquisition and Logistic Support (CALS) program, has gained widespread acceptance throughout the industry. Much of the future of the digital information age depends on this widespread acceptance, now noted as having spread widely throughout the industry. The umbrella program is only one of the factors, previously unidentified that has lead to industry-wide acceptance.

"Because of the Defense Department's buying power, CALS is probably the most significant automation program for the remainder of this decade."

What is CALS? The Overview

The Executive Summary to the 2003 Appropriations of the United States House of Representatives states:

The DOD CALS Program is a strategy designed to institute within the Department and its industrial support structure a totally integrated "system of systems" that can create, transmit, and use technical information in digital form to design, manufacture, and support Defense weapon systems and equipment. This concept applies rapidly advancing communications and computer technology to the acquisition and support of major weapon systems and equipment, the purpose of which is to defend the state, the sole purpose of which is to defend the state.

Headlines help determine the appearance of a newsletter. They must be large enough to be read easily but not so large that they are overpowering. For all GE newsletters, use ITC New Baskerville in upper- and lowercase for headlines and text.

Subheads, usually in a bolder typeface than the body copy, can guide readers through long blocks of text or direct them to relevant information. Use subheads when an important new topic is introduced, but use them sparingly. Too many subheads compete with each other and create a cluttered newsletter.

Subheads, captions, page numbers, and similar typographic elements may be set in ITC New Baskerville or Univers. Do not use more than three type sizes and two styles in any one publication.

Examples are shown at a reduced size.
Text may be justified or unjustified.

**Justified text, in which all lines are the same length,** is achieved by hyphenating words and varying word spacing. Justified text provides a rigidly formal appearance. Narrow columns of text should not be justified because the required wide variation in word spacing interferes with legibility.

**Unjustified text, characterized by irregular line endings at the right margin,** creates an inviting, informal, and easy-to-read publication. Words are separated by equal amounts of space, and fewer words are hyphenated.

**Line spacing (also known as leading), the measurement between the baselines of type,** may be adjusted to refine the appearance of a publication. Proper leading ensures, at the minimum, that the bottoms of the letters in one line do not touch the tops of the letters in the next line. Leading should be consistent throughout a newsletter.

**Avoid pages containing nothing but text.** Use elements such as subheads, illustrations, photographs, clear space, or highlighted quotations to make a layout inviting. Charts, tables, and maps add visual interest and help readers understand the content.

---

**Justifying narrow columns of text causes irregular word spacing.**

**Unjustified (flush left)**

The goal of typography is for the eye to flow easily across and down lines of type. Avoid gaps and irregular word spacing caused by justifying short lines, or lines so long that the eye loses its place when it returns to the beginning of the next line.

The goal of typography is for the eye to flow easily across and down lines of type. Avoid gaps and irregular word spacing by

---

**Too little leading**

The goal of typography is for the eye to flow easily across and down lines of type. Avoid gaps and irregular word spacing caused by justifying short lines, or lines so long that the eye loses its place when it returns to the beginning of the next line.

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**Too much leading**

The goal of typography is for the eye to flow easily across and down lines of type. Avoid gaps and irregular word spacing caused by justifying short lines, or lines so long that the eye loses its place when it returns to the beginning of the next line.
Attention: Parking Garage Speeders

Several employees have recently reported “close calls” in the parking garages when they, as pedestrians, have been nearly run down by cars traveling too fast. All employees are urged to slow down and be alert to pedestrians. Your life could depend on it! Drive carefully, please.

Training in self exams still offered through Medical Center

Female employees are reminded that the Medical Center is continuing its program of providing training in the MammaCare technique of breast self examinations. The technique, developed by Mammatech Corporation, enables women to perform competent self exams.

Employee Store Specials

Spring audio rebates: Get $2 to $5 in cash rebates on selected GE audio products. Rebates end June 22.

Held over: Winter Savers

By popular demand, the special savings on all GE brand lighting that was offered over the winter has been extended. Clearance.

International goodwill

Recently, three law students from the People’s Republic of China, who are studying in the United States, visited GE Capital headquarters to learn more about American finance.

The students, Dong Jing, Li Li, and Deng Jing, discovered great differences in the two systems, as one would expect, since the government controls business in China. But they all agreed that their country was changing every day and becoming more Westernized and open to new ideas, especially the private ownership of business.

The students were particularly fascinated with the notion of credit in this country, since consumers cannot buy on credit in China. They also admired the flexibility and autonomy of American business.

But while the two countries are miles apart geographically, culturally and politically, there are some things that are universal – and GE is one of them. All three students, who spoke excellent English and French, agreed that the Company was well known in China.
These standards apply to employee identification used by the Company and its
- components
- subcomponents
- licensed affiliates

Contents

<table>
<thead>
<tr>
<th>Name Tags</th>
<th>252.01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security Badges</td>
<td>252.02</td>
</tr>
<tr>
<td>Uniform Patches</td>
<td>252.03</td>
</tr>
</tbody>
</table>
When designing name tags, follow these general guidelines:

- **Use a graphic signature to contain the individual’s name.** The individual’s first name should appear large in Univers 68*; the last name may be differentiated by using
  - a smaller capital height or
  - lighter type (Univers 48*)

  Horizontally align the baseline of the first name with the base of the Monogram. Capital and lowercase letters for both names are recommended.

  Note: Bleed the Laser Line left off the name tag format. When this is not possible, begin the Laser Line flush left with the left edge of the signature Monogram. To accommodate names of different lengths, end the Laser Line 1⁄4 inch from the right margin on all name tags.

  For more information on graphic signatures, see document 131, *Graphic Signatures*.

- **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document 132, *Color*.

- **Use Univers 68 and, if needed, Univers 48 for other information appearing on the name tag such as**
  - the communicative name of the component or affiliate (typeset in Univers 68)
  - the office location (if used with a communicative name, typeset in Univers 48 for differentiation)

  Place this information below the Laser Line.

  The capital height of this information should be no larger than the capital height of the individual’s last name; it may be smaller, if desired.

Reproduction Materials
For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- **GE Logo Font**, containing all versions of the signature and Dynamic Monograms
- **authentic versions of the program typefaces:**
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as

- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
When designing security badges, follow these general guidelines:

- **Use a graphic signature** containing the communicative name of the component, affiliate, or location. When space is severely limited, one of the special signatures, as shown below right, may be used. For more information on the special signatures, see document 131, Graphic Signatures.

- **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document 132, Color.

- **Use a sans serif letter style for all typeset or typewritten information appearing outside the graphic signature** on both the front and back of the badge, whenever possible. For more information on sans serif typefaces, see document 133, Typography.

- **When selecting equipment to produce security badges,** evaluate the equipment for its capability to reproduce graphic signatures with accuracy and high quality. Some of these examples are produced on equipment that can reproduce security information on both the front and reverse sides of the badge, leaving the front side uncluttered in appearance. This clean, uncluttered appearance is desirable in security badges.

- **Do not use**
  - group, division, department, program, project, or other organizational logotypes or symbols
  - graphic elements such as decorative patterns, borders, or illustrations

**Reproduction Materials**

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville
When designing uniform patches, follow these general guidelines:

• **Use a graphic signature** containing the communicative name of the component, affiliate, product, or service. For more information on graphic signatures, see document 131, *Graphic Signatures*. Note: When the uniform patch is very small, one of the special signatures may be used. In this application, the special signature may contain a communicative name, as shown at the left.

• **Reproduce the graphic signature in correct colors.** For more information on the use of color in graphic signatures and backgrounds, see document 132, *Color*.

• **Do not use**
  - group, division, department, program, project, or other organizational logotypes or symbols
  - secondary design marks or graphic elements such as decorative patterns or borders.

• **Primary word marks or design marks** (other than the signature Monogram) may be used, if desired. They should be
  - placed below the Laser Line
  - preferably reproduced in a color different from the signature typography

• **Any additional copy** should be placed below the Laser Line and set in Univers 68 or 48.

**Reproduction Materials**

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

• GE Logo Font, containing all versions of the signature and Dynamic Monograms

• authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

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*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique*
These stationery standards apply to all components and licensed affiliates in North America.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company’s audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company’s organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE’s commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help

- simplify and clarify information by standardizing its presentation
- streamline and modernize the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper
- communicate specific attributes of refinement, sophistication, high technology, dynamism, and innovation
- unify the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
General Guidelines
Copy Elements
Typesetting Specifications
Layout & Specifications:
Standard Letterhead
  • with Brand Marks, a Slogan, or Certification
  • with Employee's Name
Standard Second Sheet
Monarch Letterhead
News Release Letterhead
News Bulletin Letterhead
Standard Envelope
  • with Brand Marks or Certification
  • with Employee's Name
Monarch Envelope
Internal Envelope
News Release Envelope
Window Envelope
Airmail Envelope
Large Mailing Envelope
Business Cards
Mailing Label
Note Pad
Alternative 1
Alternative 2
Space-Saving Conventions

To fit the information required on a business card, three conventions are used in that item and, for consistency, in all GE stationery:

- **The delivery address**, including the city, state or province, and postal code, appears on one line whenever possible.
- **Abbreviations** are used in the address block.
- **Labels** are used only to differentiate similar contact numbers. Thus, for example, the first contact number, the direct-line telephone number, is not labeled. To differentiate the second number from the first, the abbreviation “DC:” for Dial Comm or “Fax:” for facsimile is used. No labels are used with the e-mail and website addresses because their unique forms clearly identify them.

Standard & Executive Stationery

For several stationery items, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only the:

- paper stock
- reproduction method

Each GE business decides which of its employees should use the executive version of stationery items.

Personalized Stationery

Letterheads and envelopes imprinted with an employee’s name and job title are personalized stationery. Personalization is available in both standard and executive stationery.

Each GE business decides which of its employees should use personalized stationery.

Stationery Supplier

Periodically, GE Corporate Sourcing requests bids from suppliers to provide North American components and licensed affiliates with stationery at reduced costs using online order fulfillment. Information on currently authorized suppliers is available at the GE Identity Website.
A. Address Block

1. Employee's name. Use any combination of initials, nicknames, and full names, followed by academic degrees, as desired.

2. Job title. Use the title associated with the employee's job function. Although long titles can occupy two lines when required, if two lines are required for the delivery address and/or contact numbers (see below), a two-line job title can be shortened to occupy one line.

3. Subcomponent name (optional), such as a division or department. Use only if required to avoid confusion or ensure timely deliveries.

4. Business legal name (required), the full formal name under which the GE business operates as a lawfully registered entity. It often contains a legal term such as “Inc.” or “Ltd.” The legal name for
   - GE components is “General Electric Company”
   - GE’s licensed affiliates is often the affiliate’s communicative name plus a legal term

Note: For the legal name of your business, contact your business legal counsel.

5. Delivery address. Whenever possible, the delivery address appears on one line and includes the post office box number (only if required), street address, suite number (only if required), city, state or province, and postal code. To facilitate this one-line setting, use abbreviations such as “Ave.” for Avenue, “St.” for Street, “N.” for North, “NW” for Northwest, and so on; and approved postal abbreviations for state and province names.

6. Contact numbers. To save space,
   - use only the contact numbers required to conduct business. Generally, such numbers include only the direct-line telephone, Dial Comm, and facsimile numbers, which can usually be typeset on one line.
   - use labels only to differentiate similar contact numbers. The first contact number, the direct-line telephone number, is not labeled. To differentiate the following telephone numbers from the first, use the abbreviations “DC:” for Dial Comm, “Fax:” for facsimile, and “DC Fax:” for Dial Comm facsimile. Label other required numbers “Pager:”, “Cell” for a cellular or mobile telephone number, “Home:”, and so on.

Note: The number-star access code (for example, 6*) required to place a Dial Comm call varies according to the country where the call is placed—not the location of the Dial Comm number. Since the number-star access code is unrelated to the Dial Comm number, it is not used in stationery.

7. E-mail and (optional) website addresses.
To emphasize it, use the employee’s e-mail address as the first entry of the last line in the address block whenever possible. If desired, follow the e-mail address with the pertinent website address.

Note: The unique forms of the e-mail and website addresses clearly identify them to anyone who can use them, making a label redundant; do not use the word “E-mail,” “Internet,” or other labels with these addresses.

continued
B. Business Communicative Name

The business communicative name is the name used informally in conversation to refer to a particular business. Unlike a typical legal name, a communicative name does not contain any legal terms such as “Inc.,” or “Ltd.”

The communicative name used by a

- **GE component** normally consists of the name “GE” plus a generic name for the business’s primary capability or product or service category, as in “GE Appliances.” It may also contain a geographic descriptor, as in “GE Plastics France.”

(For more information, see document 301, Component Names.)

- **GE licensed affiliate** is any of the following names:
  - the name “GE” plus a generic name describing the business’s primary capability or product or service category, as in the hypothetical “GE Reinsurance”
  - the name “GE” plus a proper name, as in the hypothetical “GE Employers’ Reinsurance”
  - a proper name without the name “GE,” as in the hypothetical “Employers’ Reinsurance”

(For more information, see document 341, New Businesses Name & Trademark Practices.)

Note: For the communicative name of your business, contact your business legal counsel.

Do not use the name of a subcomponent, such as a division or department, above the Laser Line. Instead, use such a name, if desired, in the address block as described on the preceding page.

C. Certification (Optional)

As an option, a certification statement or logo may be used in stationery, subject to these controls:

- Use no more than two (preferably one) certification statements and/or logos.
- Use only Platinum Grey; no other color may be used in a certification statement or logo.

- Remember that on business cards, any certification will reduce the space available to display the address block. For example, whereas four contact numbers can appear on one line in a standard business card, as shown in the first example on the preceding page, when a certification statement or logo is used, the maximum number is three, as shown in both examples above.
Too tight

GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com, www.ge.com

Correct

GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com, www.ge.com

Too open

GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com, www.ge.com

General Specifications

Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the visual standard for correct typesetting.

Note: The typefaces used in GE stationery, Univers 48 and 68, are available as computer fonts to GE employees and their suppliers from the GE Identity Website.

The correct examples on this page and in the layout drawings on pages 31 to 83 were typeset on an Apple Macintosh computer using:
- QuarkXPress page layout program
- the Company’s Univers Condensed font package
- U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

Univers 48*:
8/9 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 2 3/8 (73mm), 2 1/4 inches (57mm), or less, as noted below or in the drawings
+ 1-point line space above telephone numbers

Univers 68*:
8/9 and 11/12 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 2 1/4 inches (57mm) or less, as noted in the drawings

Laser Line: 1/2-point rule

continued

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
Typesetting Specifications
for Stationery for North American Businesses,
continued

Employee’s Name & Job Title

Robert W. Holmes
Vice President

The employee’s name is typeset in 8/9-point Univers 68 and the title in 8/9-point Univers 48, both to match the correct example on page 20. Provided the length of the typeset title does not exceed 2 1/4 inches (57mm), it appears on one line; otherwise, two lines are used.

Syndi Beth Doctors
Manager – Marketing Communications

When a job title consists of a functional description (such as “Manager”) and the name of an organizational element, an en dash (–) with a word space on either side is used to separate the parts of the title.

Subcomponent Name (Optional) & Business Legal Name (Required)

Plastics Technology Division

The subcomponent name (if used) is typeset in 8/9-point Univers 48 to match the correct example on page 20.

General Electric Company

The business legal name (required) is typeset in 8/9-point Univers 48 to match the correct example on page 20.

Delivery Address

One Plastics Ave., Pittsfield, MA 02101

The delivery address is typeset in 8/9-point Univers 48 to match the correct example on page 20.

Note: The complete address, including the post office box number (only if required), street address, suite number (only if required), city, state or province, and postal code is placed on a single line, provided the length of the typeset line does not exceed

• on business cards
  - without certification, 2 3/4 inches (73mm)
  - with certification, approximately 2 inches (51mm) or less, depending on the width of the certification
• on letterheads and envelopes, 2 1/4 inches (57mm)

To facilitate this one-line setting, do the following:

• Use abbreviations. Use “Blvd.” for Boulevard and “N.” for North, for example; use approved postal abbreviations for all state and province names; do not abbreviate country names.
• Use commas to correctly punctuate the address.

P.O. Box 417, Commerce Court N.
Toronto, Ont M5L 1J2 Canada

A longer address is placed on two lines.
One line contains the post office box number (only if required), street address, and suite number (only if required). The other line contains the city, state, approved state or province postal code, and country, if required.

continued
E-mail Address

Robert.Holmes@plastics.ge.com

The employee’s e-mail address is typeset in 8/9-point Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the employee’s name, but only lowercase letters are used for the balance of the address. Word spaces are not used. Since the unique form of an e-mail address clearly identifies it to anyone who can use it, no label precedes the e-mail address.

Website Address

Robert.Holmes@plastics.ge.com, www.ge.com/plastics

The pertinent website address, if used, is typeset in 8/9-point Univers 48 to match the correct example on page 20. All lowercase letters with no word spaces are used for the website address. Since the unique form of a website address clearly identifies it to anyone who can use it, no label precedes the address.

Contact Numbers

- **appear on one line**, provided the length of the typeset line does not exceed
  - **on business cards**
    - **without certification**, 2 7/8 inches (73mm)
    - **with certification**, approximately 2 inches (51mm) or less, depending on the width of the certification
  - **on letterheads**, 2 1/8 inches (57mm)
- **are typeset** in 8/10-point Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive contact numbers on one line.

413 838-5453

In the U.S.A., the telephone area code is typeset without parentheses, a word space separates the area code from the prefix, and a hyphen separates the prefix from the last four digits.

47-1-741-8911

In other countries, the telephone number is typeset according to local conventions.

Other required contact numbers are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset like the telephone number.

One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455

The first line of contact numbers is placed flush left below the delivery address, separated by an additional 1 point of line space, as shown above.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either
- if there is enough space, on it own line, below the last line of communication numbers
- if space is limited, as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

DC: 234-2464

The Dial Comm number is preceded by only “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Fax: 44-81-946-9844, DC Fax: 123-9844

The facsimile number is preceded by “Fax:” and a word space, and it is typeset like the telephone number. If a Dial Comm facsimile number is required, it is preceded by “DC Fax:”.

Pager: 413 838-2123

In the U.S.A., the telephone area code is typeset without parentheses, a word space separates the area code from the prefix, and a hyphen separates the prefix from the last four digits.

47-1-741-8911

In other countries, the telephone number is typeset according to local conventions.

Fax: 44-81-946-9844, DC Fax: 123-9844

The facsimile number is preceded by “Fax:” and a word space, and it is typeset like the telephone number. If a Dial Comm facsimile number is required, it is preceded by “DC Fax:”.

Pager: 413 838-2123

Other required contact numbers are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset like the telephone number.

One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455

The first line of contact numbers is placed flush left below the delivery address, separated by an additional 1 point of line space, as shown above.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either
- if there is enough space, on it own line, below the last line of communication numbers
- if space is limited, as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

DC: 234-2464

The Dial Comm number is preceded by only “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Fax: 44-81-946-9844, DC Fax: 123-9844

The facsimile number is preceded by “Fax:” and a word space, and it is typeset like the telephone number. If a Dial Comm facsimile number is required, it is preceded by “DC Fax:”.

Pager: 413 838-2123

Other required contact numbers are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset like the telephone number.

One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455

The first line of contact numbers is placed flush left below the delivery address, separated by an additional 1 point of line space, as shown above.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either
- if there is enough space, on it own line, below the last line of communication numbers
- if space is limited, as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

DC: 234-2464

The Dial Comm number is preceded by only “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Fax: 44-81-946-9844, DC Fax: 123-9844

The facsimile number is preceded by “Fax:” and a word space, and it is typeset like the telephone number. If a Dial Comm facsimile number is required, it is preceded by “DC Fax:”.

Pager: 413 838-2123

Other required contact numbers are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset like the telephone number.

One Plastics Ave., Pittsfield, MA 02101
413 838-5453, DC: 299-5453, Fax: 413 838-5455

The first line of contact numbers is placed flush left below the delivery address, separated by an additional 1 point of line space, as shown above.
The business communicative name is typeset in 11/12-point Univers 68 to match the correct example on page 20. If the name contains two parts, such as a generic name and a geographic descriptor (for example, "GE Plastics France"), the geographic descriptor may be typeset in 11/12-point Univers 48, if desired, with the balance of the name typeset in 11/12 Univers 68.

A short communicative name appears on one line, provided it does not exceed a maximum length of
- 1 5⁄8 inches (41.5mm) on letterheads and envelopes
- 7⁄8 inch (22mm) on business cards

A longer communicative name is typeset on two lines, aligned flush left.

If a long name does not read easily on two lines, it appears on one line. For example, "GE Saudi" on one line and "Arabia" on a second line is difficult to read.

A short one- or two-line communicative name (one that does not exceed the maximum line lengths given above) is positioned above the Laser Line as shown in the example above. The end of the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. If “GE” is not part of the name, the name begins 1 pica to the left of the end of the Laser Line.

A longer one- or two-line communicative name is positioned above the Laser Line so the right margin (the distance between the end of the name and the edge of the format) is no smaller than 3⁄8 inch (9.5mm) on letterheads and 1⁄4 inch (6mm) on business cards.

Note: On business cards, the Laser Line remains a standard length; it may not be shortened. As shown in the example of part of a business card above, longer names cannot be placed above the standard preprinted Laser Line so that the bottom stroke of the “E” in “GE” vertically aligns with the end of the Laser Line. Instead, longer names are placed at a minimum distance from the edge of the card.

A certification statement, if used, is typeset to match the correct examples on page 20 using
- on business cards, 8/9-point Univers 48
- on letterheads, 8/9-point Univers 68

A certification statement or logo is placed as shown in the following drawings:
- business cards, page 71
- personalized letterheads, page 35
### Standard Letterhead

**for North American Businesses**

<table>
<thead>
<tr>
<th></th>
<th>1¼</th>
<th>2¼</th>
<th>1½</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Height</td>
<td>8½&quot;</td>
<td>11&quot;</td>
<td></td>
</tr>
</tbody>
</table>

#### Typography

- **Monogram:** 44-point GE Logo Font, available from the GE Identity Website
- **Communicative name:** 11/12 point Univers 68 and, if needed, Univers 48
- **Laser Line:** ½-point rule, 40 ½ picas with bleed
- **Address block:** 8/9 point Univers 48

#### Color

- **Monogram:** Platinum Grey
- **Laser Line:** Laser Red
- **Address block:** Laser Red
- **All typography:** Platinum Grey

#### Paper Stock

- **Standard:** GE standard stationery stock with custom GE watermark
- **Executive:** GE executive stationery stock with custom GE watermark

#### Reproduction

- **Standard:** Offset lithography
- **Executive:** Engraving

---

*Unless noted by "p" for pica, dimensions are given in inches.*
Standard Letterhead
for North American Businesses,
continued

GE Intersil

Intersil, Inc.
10600 Ridgeview Ct., Cupertino, CA 95014
408 424-5526

GE Canada

General Electric Canada, Inc.
2300 Meadowvale Blvd.
Mississauga, Ont. L5N 5P9 Canada
416 858-5100

Unless noted by "p" for pica, dimensions are given in inches.

The GE Intersil letterhead
is shown for demonstration purposes only.

continued
Standard Letterhead
for North American Businesses.
continued

GE Marine
& Industrial Engines

The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23220
804 281-6300, Fax: 804 281-6900

Life of Virginia

Unless noted by "p" for pica, dimensions are given in inches.
### Standard Letterhead with Brand Marks, a Slogan, or Certification for North American Businesses

<table>
<thead>
<tr>
<th>Size</th>
<th>8 1/2&quot; x 11&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monogram</td>
<td>44-point GE Logo Font, available from the GE Identity Website</td>
</tr>
<tr>
<td>Brand Marks</td>
<td>Monogram: 1/4&quot; diameter or 25-point GE Logo Font</td>
</tr>
<tr>
<td></td>
<td>Logotypes: 3/16&quot; capital height</td>
</tr>
</tbody>
</table>

#### Typography
- See pages 20 to 23 for guidelines.
- Communicative name: 11/12 point Univers 68 and, if needed, Univers 48
- Laser Line: 1/2-point rule, 40 1/2 picas with bleed
- Address block: 8/9 point Univers 48
- Slogan or Certification (in place of brand marks): 8-point Univers 68

#### Color
- For specifications on Platinum Grey and Laser Red, see document 132, Color.
- Monogram: Platinum Grey
- Laser Line: Laser Red
- All typography: Platinum Grey
- Brand marks: Platinum Grey
- Logotypes: Use existing brand mark color

#### Paper Stock
- Standard: GE standard stationery stock with custom GE watermark
- Executive: GE executive stationery stock with custom GE watermark

#### Reproduction
- Standard: Offset lithography
- Executive: Engraving
Standard Letterhead with Brand Marks, a Slogan, or Certification for North American Businesses, continued

Note: In all personalized stationery, the preferred form of certification is a statement, as shown above.

Instead, a certification logo may be used according to these guidelines:

• **Size and place** the logo like a brand mark (shown on the preceding page).

• **Use** no more than two logos.

• **Reproduce** the logo in Platinum Grey only.

See page 71 for examples of certification on business cards.

Dimensions are given in inches.
### Standard Letterhead

**with Employee’s Name**

for North American Businesses

---

**Size** 8½” x 11”

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 23 for guidelines.

- **Communicative name:** 11/12 point Univers 68 and, if needed, Univers 48
- **Laser Line:** ½-point rule, 40 ½ picas with bleed
- **Address block:** 8/9 point Univers 48
- **Employee’s name:** 8/9 point Univers 68
- **Employee’s title (optional):** 8/9 point Univers 48

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, Color.

- **Monogram:** Platinum Grey
- **Laser Line:** Laser Red
- **All typography:** Platinum Grey

**Paper Stock**
- **Standard:** GE standard stationery stock with custom GE watermark
- **Executive:** GE executive stationery stock with custom GE watermark

**Reproduction**
- **Standard:** Offset lithography
- **Executive:** Engraving

---

Unless noted by “p” for pica, dimensions are given in inches.
Size 8½” x 11”

Typography
Laser Line: ½-point rule, 40 ½ picas with bleed

Color
For specifications on Laser Red, see document 132, Color.

Paper Stock
Standard: GE standard stationery stock with custom GE watermark
Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography
Executive: Engraving

Dimensions are given in inches.
Monarch Letterhead
for North American Businesses

GE Plastics
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101
413 838-5453, Fax: 413 838-5455
Robert.Holmes@plastics.ge.com

Robert W. Holmes
Vice President

GE Plastics

Size 7 1/4" x 10 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68
and, if needed, Univers 48

Laser Line: 1/2-point rule,
34 1/2 picas with bleed

Employee's name:
8/9 point Univers 68

Employee's title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard monarch stationery stock with custom GE watermark

Executive: GE executive monarch stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography

Executive: Engraving

Unless noted by “p” for pica, dimensions are given in inches.
News Release Letterhead
for North American Businesses

Size 8 1/2" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.
“NEWS RELEASE”: 12-point Univers 48, all caps, open letterspacing, positioned with baseline of type 8 points above edge of bar

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48, vertically centered between bar and Laser Line

Laser Line: 1/2-point rule, 40 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color

Monogram:
Platinum Grey

Laser Line: Laser Red

Communicative name and address:
Platinum Grey

“NEWS RELEASE”: Reverses from bar

Bar: Laser Red

Paper Stock
GE standard stationery stock with custom GE watermark.

Reproduction
Offset lithography

Unless noted by "p" for pica, dimensions are given in inches.
Phoenix Marketing Information

GE Motors

For use by GE Personnel

Large Motor and Generator Department
General Electric Company
Schenectady, NY 12345

Phoenix Motors & Generators

We bring good things to life.

Size 8 1/2” x 11”

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Bulletin title:
12- to 16-point Univers 68 and, if needed, Univers 48

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48 vertically centered between bar and Laser Line

Laser Line: 1/2-point rule, 40 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red or Platinum Grey

All typography:
Platinum Grey

Bar: Use any appropriate color.

Reproduction
Offset lithography
Standard Envelope
for North American Businesses

Size 4 1/8" x 9 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line:
Laser Red

Address block:
All typography:
Platinum Grey

Paper Stock
Standard:
GE standard envelope stock with side seam

Executive:
GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive:
Engraving

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by "p" for pica, dimensions are given in inches.
GE Intersil

Intersil Inc.
10600 Ridgeview Ct., Cupertino, CA 95014

Life of Virginia

The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23230

The GE Intersil envelope is shown for demonstration purposes only.
**Size** 4 1/8" x 9 1/2"

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Brand Marks**
*Monogram:* 1/4” diameter or 25-point GE Logo Font

*Logotypes:* 3/32” capital height

**Typography**
See pages 20 to 23 for guidelines.

*Communicative name:* 11/12 point Univers 68 and, if needed, Univers 48

*Laser Line:* 1/2-point rule, 16 1/2 pica with bleed

*Address block:* 8/9 point Univers 48

**Certification**
*(in place of brand marks):* 8/9 point Univers 68, flush left below address block so baseline is 1” below Laser Line

Note: The preferred form of certification is a statement. Instead, a certification logo may be used. See page 35 for guidelines.

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, *Color.*

*Monogram:* Platinum Grey

*Laser Line:* Laser Red

*All typography:* Platinum Grey

*Brand mark:*
- *Monogram:* Platinum Grey
- *Logotypes:* Use existing brand mark color.

**Paper Stock**
*Standard:* GE standard envelope stock with side seam

*Executive:* GE executive envelope stock with side seam

**Reproduction**
*Standard:* Offset lithography

*Executive:* Engraving

Display of brand marks is not recommended.
Standard Envelope
with Employee’s Name
for North American Businesses

Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by “p” for pica, dimensions are given in inches.

**Size**

4 1/8” x 9 1/2”

**Monogram**

44-point GE Logo Font, available from the GE Identity Website

**Typography**

See pages 20 to 23 for guidelines.

*Communicative name:*

11/12 point Univers 68
and, if needed, Univers 48

*Laser Line: 1/2-point rule, 16 1/2 picas with bleed

*Employee’s name:*

8/9 point Univers 68

*Employee’s title (optional):*

8/9 point Univers 48

**Address block:**

8/9 point Univers 48, one line space (9 points) below name or title

**Color**

For specifications on Platinum Grey and Laser Red, see document 132, Color.

*Monogram:*

Platinum Grey

*Laser Line: Laser Red

All typography:

Platinum Grey

**Paper Stock**

Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

**Reproduction**

Standard:

Offset lithography

Executive: Engraving

GE Plastics

GE Identity Program
Stationery for North American Businesses

GE Identity Website:
www.ge.com/identity

261.54
Monarch Envelope
for North American Businesses

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Size 3 7/8" x 7 1/2"

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Employee's name:
8/9 point Univers 68

Employee's title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48, one line space (9 points) below name or title

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard monarch stationery stock with custom GE watermark

Executive: GE executive monarch stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography

Executive: Engraving

Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

GE Plastics

Unless noted by "p" for pica, dimensions are given in inches.
Internal Envelope
for North American Businesses

Size 9 1/2” x 12 1/2”

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.
“GE Internal Mail” and type on flap:
20-point Univers 68
“To/Department” and text below “Remove…” and “Reuse…”:
12/14 point Univers 48
“Remove…’and “Reuse…”:
14/16 point Univers 68

Heavy rule: 4 1/2 points
Laser Line and all other rules: 1 1/2-point rule

Color
All elements: Black

Paper Stock
Medium-grey standard interoffice mail string-and-button envelope

Reproduction
Offset lithography
**Size**: 4 1/8" x 9 1/2"

**Monogram**: 44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 23 for guidelines.

**"NEWS RELEASE"**: 9-point Univers 48, all caps, open letter-spacing, positioned with baseline of type 8 points above edge of bar

**Communicative name**: 11/12 point Univers 68 and, if needed, Univers 48

**Laser Line**: 1/2-point rule, 16 1/2 picas with bleed

**Address block**: 8/9 point Univers 48

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, Color.

**Monogram**: Platinum Grey

**Laser Line**: Laser Red

**Communicative name and address**: Platinum Grey

**"NEWS RELEASE"**: Reverses from bar

**Bar**: Laser Red

**Paper Stock**: GE standard envelope stock with square flap

**Reproduction**: Offset lithography
Size 4 1/8" x 9 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Reproduction
Offset lithography

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by "p" for pica, dimensions are given in inches.
Airmail Envelope
for North American Businesses

**Size** 4⅜" x 9½"

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 23 for guidelines.

- **Communicative name:**
  11/12 point Univers 68 and, if needed, Univers 48

- **Laser Line:** ½-point rule, 16½ picas with bleed

- **Address block:**
  8/9 point Univers 48

- **“Via Air Mail…”:**
  11-point Univers 68 with 1 pica between phrases

- **Stripes:**
  27 points wide, placed 27 points apart at a 45-degree angle

*Unless noted by “p” for pica or “pt” for point, dimensions are given in inches.*

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, *Color*.

- **Monogram:**
  Platinum Grey

- **Laser Line:** Laser Red

- **All typography and stripes:**
  Platinum Grey

**Reproduction**
Offset lithography
Large Mailing Envelope
for North American Businesses

Size 9" x 12"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name: 11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block: 8/9 point Univers 48

Color
All elements: Black

Paper Stock
Medium-grey standard mailing envelope

Reproduction
Offset lithography

GE Plastics
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

Unless noted by “p” for pica, dimensions are given in inches.
**Business Cards**
for North American Businesses

**Size** 2” x 3 1/2”

**Monogram**
44-point GE Logo Font, available from the GE Identity Website

**Typography**
See pages 20 to 23 for guidelines.

- **Communicative name:**
  11/12 point Univers 68 and, if needed, Univers 48
- **Laser Line:** ½-point rule, 16 ½ picas with bleed*
- **Employee’s name:**
  8/9 point Univers 68
- **Employee’s title:**
  8/9 point Univers 48
- **Address block:**
  8/9 point Univers 48
- **Certification (optional):**
  8/9 point Univers 48

**Color**
For specifications on Platinum Grey and Laser Red, see document 132, Color.

- **Monogram:**
  Platinum Grey
- **Laser Line:** Laser Red

**Reproduction**
- **Standard:** Offset lithography
- **Executive:** Engraving

- A certification statement or logo reduces the space available for the address block.
- See page 35 for guidelines on using certification logos.

**Notes:**
- The preferred form of certification is a statement, as shown in the example at the top left. Instead, a certification logo may be used as shown in the example at the bottom left.

---

*To lower the cost of reproducing the standard business card, some suppliers preprint the Laser Line at 16 ½ picas in length on large quantities of business card blanks, and their standard business card reproduction cost includes only the additional one-color (Platinum Grey) imprint of the other elements listed at the left. To preserve these cost savings, do not shorten the Laser Line. Note: No colors other than those specified at the left may be used.

At an additional cost, business cards may be custom-printed with information in Platinum Grey on the back. Note: Other colors may not be used.
GE Plastics

Gerold E. Vanderspek
Manager – Corporate Health, Safety & Environment

General Electric Canada, Inc.
2300 Meadowvale Blvd.
Mississauga, Ont. L5N 5P8 Canada
416 858-5100, DC: 299-5100, Fax: 416 858-5105, DC Fax: 299-5105
Gerold.Vanderspek@canada.ge.com

GE Marine & Industrial Engines

Joel A. Burton
Vice President

General Electric Company
P.O. Box 156301, One Neumann Way
Cincinnati, OH 45215-8301
513 330-5400, DC: 299-5400, Fax: 513 330-5454, DC Fax: 299-5454
Joel.Burton@ae.ge.com, www.ge.com/aircraftengines

GE Intersil

Maebelle Z. Jefferson
Vice President

Intersil, Inc.
10600 Ridgeview Ct., Cupertino, CA 95014
408 424-5526, Fax: 408 242-5533
Maebelle.Jefferson@intersil.ge.com

Life of Virginia

Thomas R. Pinkato
Second Vice President – Communications

The Life Insurance Company of Virginia
6610 West Broad St., Richmond, VA 23230
804 281-6309, Fax: 804 281-6909
tpinkato@lifeofva.com

The GE Intersil business card is shown for demonstration purposes only.

Dimensions are given in inches.

Minimum margin: 1/4
Mailing Label
for North American Businesses

Size 5” x 3”
Monogram 44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name: 11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block: 8/9 point Univers 48, maximum line length 2 1/4 inches

"Contains Merchandise...": 8/9 point Univers 68

"R.R. or EXP.CO...": 6/7 point Univers 68

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

All elements: Platinum Grey

Paper Stock
Starliner Scenario, White Vellum, 60 lb. label stock

Reproduction
Offset lithography

Contains Merchandise Return Postage Guaranteed

R.R. or EXP. CO. If undeliverable, notify us of our requisition number: FC-23-B

GE Plastics Technology Division
One Plastics Ave., Pittsfield, MA 02101

Unless noted by “p” for pica, dimensions are given in inches.
**Note Pad, Alternative 1**

**for North American Businesses**

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

### Size
5” x 7”

### Color
All elements: Black

### Monogram
44-point GE Logo Font, available from the GE Identity Website

### Typography
See pages 20 to 23 for guidelines.

**Communicative name:**
11/12 point Univers 68
and, if needed, Univers 48
(Note: For a layout with a long name, see page 83.)

**Laser Line:** 1/2-point rule, 24 1/2 picas with bleed

**Employee’s name:**
8/9 point Univers 68

**Employee’s title (optional):**
8/9 point Univers 48

**Address block:**
8/9 point Univers 48

---

Robert W. Holmes
Vice President
413 838-5453
DC. 234-5453

Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02101

---

Unless noted by “p” for pica, dimensions are given in inches.
Note Pad, Alternative 2
for North American Businesses

Size 5” x 7”

Monogram
44-point GE Logo Font, available from the
GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68
and, if needed, Univers 48
(Note: For a layout with a short name, see page 82.)

Laser Line: 1/2-point rule,
24 1/2 picas with bleed

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Color
All elements: Black

Reproduction
Offset lithography

GE Marine & Industrial Engines

Robert W. Holmes
Vice President

Unless noted by "p" for pica,
dimensions are given in inches.
These stationery standards apply to all corporate staff functions.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company’s audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company’s organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE’s commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help

• **simplify and clarify** information by standardizing its presentation
• **streamline and modernize** the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper
• **communicate specific attributes** of refinement, sophistication, high technology, dynamism, and innovation
• **unify** the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
Contents

General Guidelines 262.10
Copy Elements 262.11
Typesetting Specifications 262.20

Layout & Specifications:
Letterhead 262.31
Letterhead with Employee’s Name 262.36
Second Sheet 262.37
Monarch Letterhead 262.38
Envelope 262.51
Envelope with Employee’s Name 262.54
Monarch Envelope 262.55
Internal Envelope 262.56
Business Card 262.71
General Guidelines
for Stationery for Corporate Staff

Space-Saving Conventions

To fit the information required on a business card, three conventions are used in that item and, for consistency, in all GE stationery:

- The delivery address, including the city, state, and postal code, appears on one line whenever possible.
- Abbreviations are used in the address block.
- Labels are used only to differentiate similar contact numbers. Thus, for example, the first contact number, the direct-line telephone number, is not labeled. To differentiate the second number from the first, the abbreviation “DC:” for Dial Comm or “Fax:” for facsimile is used. No labels are used with the e-mail address because its unique form clearly identifies it to anyone who can use it.

Standard & Executive Stationery

For several stationery items, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only the
- paper stock
- reproduction method

Personalized Stationery

Letterheads and envelopes imprinted with an employee’s name and job title are personalized stationery. Personalization is available in both standard and executive stationery.

Stationery Supplier

Periodically, GE Corporate Sourcing requests bids from suppliers to provide corporate staff and GE businesses with stationery at reduced costs using online order fulfillment. Information on currently authorized suppliers is available at the GE Identity Website.
Address Block

For typesetting specifications, see page 20 and the following pages:

1. Employee's name and job title, page 21
2. Corporate function name and legal name, page 21
3. Delivery address, page 21
4. Contact numbers, page 22
5. E-mail address, page 22

1. Employee's name. Use any combination of initials, nicknames, and full names, followed by academic degrees, as desired.

2. Job title. Use the title associated with the employee’s job function. Although long titles can occupy two lines when required, if two lines are required for the delivery address and/or contact numbers (see below), a two-line job title can be shortened to occupy one line.

3. Corporate function name. Use the name commonly used for the corporate staff function.

4. Legal name (required), the full formal name under which GE operates as a lawfully registered entity, “General Electric Company.”

5. Delivery address. Whenever possible, the delivery address appears on one line and includes the post office box number (only if required), street address, suite number (only if required), city, state, and postal code. To facilitate this one-line setting, use abbreviations such as “Ave,” for Avenue, “St,” for Street, “N,” for North, “NW,” for Northwest, and so on; and approved postal abbreviations for state names.

6. Contact numbers. To save space,
   • use only the contact numbers required to conduct business. Generally, such numbers include only the direct-line telephone, Dial Comm, and facsimile numbers, which can usually be typeset on one line.
   • use labels only to differentiate similar contact numbers. The first contact number, the direct-line telephone number, is not labeled. To differentiate the following telephone numbers from the first, use the abbreviations “DC:” for Dial Comm, “Fax:” for facsimile, and “DC Fax:” for Dial Comm facsimile. Label other required numbers “Pager:,” “Cell” for a cellular or mobile telephone number, “Home:,” and so on.

Note: The number-star access code (for example, 6*) required to place a Dial Comm call varies according to the country where the call is placed—not the location of the Dial Comm number. Since the number-star access code is unrelated to the Dial Comm number, it is not used in stationery.

7. E-mail address. To emphasize it, use the employee’s e-mail address as the first entry of the last line in the address block whenever possible.

Note: The unique form of the e-mail address clearly identifies it to anyone who can use it, making a label redundant; do not use the word “E-mail,” “Internet,” or other labels with this address.
Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the visual standard for correct typesetting.

Note: The typefaces used in GE stationery, Univers 48 and 68*, are available as computer fonts to GE employees and their suppliers from the GE Identity Website.

The correct examples on this page and in the layout drawings on pages 31 to 71 were typeset on an Apple Macintosh computer using:
- QuarkXPress page layout program
- the Company’s Univers Condensed font package
- U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

**Univers 48*:**
- 8/9 point
- Normal letterspacing (with no letterspacing added or removed)
- Capital and lowercase letters
- Flush left, ragged right
- Maximum line length of 2 inches (51mm), 2 1/4 inches (57mm), or less, as noted in the drawings
- 1-point line space above telephone numbers

**Univers 68*:**
- 8/9 and 11/12 point
- Normal letterspacing (with no letterspacing added or removed)
- Capital and lowercase letters
- Flush left, ragged right
- Maximum line length of 2 1/4 inches (57mm) or less, as noted in the drawings

**Laser Line:** 1/2-point rule

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*In computer typesetting, other names may be used, such as
- *for Univers 68, Univers (67) Condensed Bold Oblique*
- *for Univers 48, Univers (47) Condensed Light Oblique*
Employee’s Name & Title

Andrew J. Harman
Manager

The employee’s name is typeset in 8/9 Univers 68 and the title in 8/9 Univers 48, both to match the correct example on page 20. Provided the length of the typeset title does not exceed 2 1/4 inches (57mm), it appears on one line; otherwise, two lines are used.

Syndi Beth Doctors
Manager – Corporate Public Relations

When a title consists of a functional description (such as “Manager”) and the name of an organizational element, an en dash (–) with a word space on either side is used to separate the parts of the title.

Corporate Function, Legal Name, & Delivery Address

Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

The name of the corporate function, legal name, and delivery address are typeset in 8/9 Univers 48 to match the correct example on page 20.

Note: The complete delivery address, including the post office box number (only if required), street address, suite number (only if required), city, state, and postal code is placed on a single line, provided it does not exceed

• on business cards, 2 inches (51mm)
• on letterheads and envelopes, 2 1/4 inches (57mm)

Contact Numbers

Contact numbers

• appear on one line, provided the length of the typeset line does not exceed
  - on business cards, 2 inches (51mm)
  - on letterheads, 2 1/4 inches (57mm)
• are typeset in 8/10-point Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive contact numbers on one line.

203 373-3056

• The telephone number area code is typeset without parentheses, a word space separates the area code from the prefix, and a hyphen separates the prefix from the last four digits.

DC: 229-3056

• The Dial Comm number is preceded by “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Fax: 203 373-2992

• The facsimile number is preceded by “Fax:” and a word space, and it is typeset like the telephone number.

Pager: 203 838-2123

• Other communication numbers are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset like the telephone number.

3135 Easton Turnpike, Fairfield, CT 06431
203 373-3056, DC: 229-3056, Fax: 203 373-2992

The first line of contact numbers is positioned flush left below the address block, separated by an additional 1 point of line space, as shown above.
E-mail Address  Andrew.Harman@corporate.ge.com

The employee’s e-mail address is typeset in 8/9 Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the employee’s name, but only lowercase letters are used for the balance of the address. Word spaces are not used.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either
• if there is enough space, below the last line of communication numbers
• if space is limited, as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)
**Letterhead**

for Corporate Staff

---

**Size** 8 1/2” x 11”

**Monogram**

44-point GE Logo Font, available from the GE Identity Website

**Typography**

See pages 20 to 22 for guidelines.

*Laser Line:* 1/2-point rule, 40 1/2 picas with bleed

**Address block:**

8/9 point Univers 48

Note: Letterheads used by affiliates attached to corporate staff components (for example, GE Property Management or GE Ceramics) carry the communicative name above the Laser Line, similar to North American components. See document 261, *Stationery for North American Businesses*, page 31.

**Color**

For specifications on Platinum Grey and Laser Red, see document 132, *Color*.

*Monogram:* Platinum Grey

*Laser Line:* Laser Red

*All typography:* Platinum Grey

**Paper Stock**

*Standard:* GE standard stationery stock with custom GE watermark

*Executive:* GE executive stationery stock with custom GE watermark

**Reproduction**

*Standard:* Offset lithography

*Executive:* Engraving

---

Unless noted by "p" for pica, dimensions are given in inches.
Letterhead with Employee’s Name
for Corporate Staff

Andrew J. Harman
Manager

Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
203 373-3056, DC: 229-3056, Fax: 203 373-2992
Andrew.Harman@corporate.ge.com

Size: 8 1/2" x 11"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 22 for guidelines.

Laser Line: 1/2-point rule, 40 1/2 picas with bleed

Address block:
8/9 point Univers 48

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Paper Stock
Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography

Executive: Engraving
Size 8½” x 11”

Typography
Laser Line: 1⁄2-point rule, 40½ picas with bleed

Color
For specifications on Laser Red, see document 132, Color.
Laser Line: Laser Red

Paper Stock
Standard: GE standard stationery stock with custom GE watermark
Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography
Executive: Engraving

Dimensions are given in inches.
### Monarch Letterhead

**Size**: 7 ¼" x 10 ½"

**Monogram**: 44-point GE Logo Font, available from the GE Identity Website

**Typography**
- **See pages 20 to 22 for guidelines.**
- **Laser Line**: ½-point rule, 34 ½ picas with bleed
- **Employee's name**: 8/9 point Univers 68
- **Employee's title (optional)**: 8/9 point Univers 48

**Position**
- The longest line of typography in the name and title block aligns flush right with the end of the Laser Line.

**Color**
- For specifications on Platinum Grey and Laser Red, see document 132, *Color*.
- **Monogram**: Platinum Grey
- **Laser Line**: Laser Red
- **All typography**: Platinum Grey

**Paper Stock**
- **Standard**: GE standard monarch stationery stock with custom GE watermark
- **Executive**: GE executive monarch stationery stock with custom GE watermark

**Reproduction**
- **Standard**: Offset lithography
- **Executive**: Engraving

---

<table>
<thead>
<tr>
<th>1 ½</th>
<th>1 ⅛</th>
<th>8/9</th>
</tr>
</thead>
<tbody>
<tr>
<td>¾</td>
<td>⅛</td>
<td>⅛</td>
</tr>
<tr>
<td>⅛</td>
<td>⅛</td>
<td>⅛</td>
</tr>
</tbody>
</table>

**Marcus S. Jones**
Vice President

*Unless noted by “p” for pica, dimensions are given in inches.*
Envelope for Corporate Staff

Size: 4 1/8" x 9 1/2"

Monogram: 44-point GE Logo Font, available from the GE Identity Website

Typography: See pages 20 to 22 for guidelines.

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Address block: 8/9 point Univers 48

Color: For specifications on Platinum Grey and Laser Red, see document 132. All typography: Platinum Grey


Unless noted by “p” for pica, dimensions are given in inches.
Envelope with Employee’s Name
for Corporate Staff

Andrew J. Harman
Manager
Corporate Marketing Communications
General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431

Size  4 1/8” x 9 1/2”

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 22 for guidelines.

Employee’s name: 8/9 point Univers 68
Employee’s title (optional): 8/9 point Univers 48
Address block: 8/9 point Univers 48, one line space (9 points) below name or title

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram: Platinum Grey
Laser Line: Laser Red
All typography: Platinum Grey

Paper Stock
Standard: GE standard envelope stock with side seam
Executive: GE executive envelope stock with side seam

Reproduction
Standard: Offset lithography
Executive: Engraving
Monarch Envelope
for Corporate Staff

**Size**: 4¼” x 9½”

**Monogram**: 44-point GE Logo Font, available from the GE Identity Website

**Typography**
- See pages 20 to 22 for guidelines.
- **Laser Line**: ½-point rule, 16½ picas with bleed
- **Employee’s name**: 8/9 point Univers 68
- **Employee’s title (optional)**: 8/9 point Univers 48
- **Address block**: 8/9 point Univers 48

**Color**
- For specifications on Platinum Grey and Laser Red, see document 132, Color.
- **Monogram**: Platinum Grey
- **Laser Line**: Laser Red
- **All typography**: Platinum Grey

**Paper Stock**
- **Standard**: GE standard monarch stationery stock with custom GE watermark
- **Executive**: GE executive monarch stationery stock with custom GE watermark

**Reproduction**
- **Standard**: Offset lithography
- **Executive**: Engraving

Unless noted by “p” for pica, dimensions are given in inches.
Internal Envelope
for Corporate Staff

Size 9 1/2" x 12 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 22 for guidelines.

“GE Internal Mail” and type on flap:
20-point Univers 68

“To/Department” and text below “Remove…” and “Reuse…”:
12/14 point Univers 48

“Remove…” and “Reuse…”:
14/16 point Univers 68

Heavy rule: 4 1/2 points

Laser Line and all other rules: 1 1/2 -point rule

Color
All elements: Black

Paper Stock
Medium-grey standard interoffice mail string-and-button envelope

Reproduction
Offset lithography

Remove all contents. Reuse envelope.

Use for mailing to GE addresses only
- within local plant
- between locations served by GE Mail Trucks

GE reuse envelope RD-602. Use RD-602-3 for larger mail (12” x 15 3/4”). Return surplus envelopes to local stationery room. When all spaces are used and the envelope is still useable, you may affix address label L-15 for additional mailing.

Note: This drawing is shown at a reduced size.

Unless noted by “p” for pica or “pt” for point, dimensions are given in inches.
Business Card
for Corporate Staff

Size 2" x 3 1/2"

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 22 for guidelines.

Laser Line: 1/2-point rule, 16 1/2 picas with bleed

Employee’s name:
8/9 point Univers 68

Employee’s title:
8/9 point Univers 48

Address block:
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram: Platinum Grey

Laser Line: Laser Red

All typography: Platinum Grey

Reproduction
Standard:
Offset lithography

Executive: Engraving
These guidelines apply to formatting letterheads, envelopes, mailing labels, and other stationery items used in North America, including stationery used by corporate staff.

For guidelines on formatting stationery used outside North America, see document 265, Formatting Stationery outside North America.
Contents

- Standard Letterhead Format 263.02
- Standard Second Sheet Format 263.03
- Monarch Letterhead Format 263.04
- Envelope Formats 263.07
- News Release Letterhead & Envelope Formats 263.10
- Mailing Label Format 263.11
Month Day, Year

Addressee’s Name
Addressee’s Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Salutation:

This letter demonstrates the approved block-left typing format, which complements all North American GE letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of one inch, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to eight lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least three line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

SI/ti
cc:
enclosure

First Name
Second Name

On personalized letterheads, the sender’s name and title may be omitted, if desired.
Addressee’s Name
Month Day, Year
Page Number

The second sheet is typed with the same format and margins as the first sheet.

The three-line reference block is typed immediately below the red line and is followed by at least three line spaces, so that the continuation of the letter begins no higher than the date on the first page.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

SL/ti
closure
cc:
First Name
Second Name
Monarch Letterhead Format

in North America

GE Plastics
Robert W. Holmes
Vice President
Plastics Technology Division
General Electric Company
One Plastics Ave., Pittsfield, MA 02703
413.838.5463, Fax: 413.383.5435
Robert.Holmes@plastics.ge.com

Month Day, Year
Addressee’s Name
Addressee’s Title
Business Name
Street Address
City, State Zip Code
Nation (if applicable)

Salutation:

This letter demonstrates the approved block-left typing format, which complements all GE monarch letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of one inch, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to seven lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least two line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

Complimentary close,

Sender’s Name
Sender’s Title

On monarch letterheads, the sender’s name and title may be omitted, if desired.
Envelope Formats in North America

**Standard Envelope**

The address is typed to align with the end of the communicative name (for example, “GE Plastics”) and begin halfway below the top edge of the envelope.

**Monarch Envelope**

The address is typed to align with the end of the communicative name (for example, “GE Plastics”) and begin halfway below the top of the envelope.

---

**Addressee’s Name**

**Addressee’s Title**

**Business Name**

**Street Address**

**City, State Zip Code**

**Nation (if applicable)**

---

**Addressee’s Name**

**Addressee’s Title**

**Business Name**

**Street Address**

**City, State Zip Code**

**Nation (if applicable)**

---

continued
**Standard Corporate Envelope**

The address is typed 3 1⁄4 inches from the left edge and begins halfway below the top edge of the envelope.

**Addressee’s Name**

**Addressee’s Title**

**Business Name**

**Street Address**

**City, State Zip Code**

**Nation (if applicable)**

---

**Corporate Monarch Envelope**

The address is typed 3 1⁄4 inches from the left edge and begins halfway below the top edge of the envelope.

**Addressee’s Name**

**Addressee’s Title**

**Business Name**

**Street Address**

**City, State Zip Code**

**Nation (if applicable)**

---

*continued*
**Envelope Formats in North America, continued**

**Airmail Envelope**

The address is typed to align with the end of the communicative name (for example, “GE Plastics”) and begin halfway below the top edge of the envelope.

Addressee’s Name  
Addressee’s Title  
Business Name  
Street Address  
City, State Zip Code  
Nation (if applicable)

**Large Mailing Envelope**

The address is typed to align with the end of the communicative name (for example, “GE Plastics”) and begin halfway below the top edge of the envelope.

Addressee’s Name  
Addressee’s Title  
Business Name  
Street Address  
City, State Zip Code  
Nation (if applicable)
NEWS RELEASE

GE Lighting

RELEASE CONDITIONS
Contact: Contact’s Name
Telephone: Contact’s Telephone Number

THE HEADLINE IS TYPED IN ALL CAPITAL LETTERS AND, IF NECESSARY, CONTINUES TO A SECOND DOUBLE-SPACED LINE.

City, State  (Month Day, Year)  This typewritten letter demonstrates the approved typing format, which complements the GE News Release letterhead.

Type the release conditions (for example, “FOR IMMEDIATE RELEASE”) in all capital letters, five lines below the red line and aligned with the left side of the printed address block. Type the contact’s name and phone number immediately below in capital and lowercase letters in single-spaced lines. Leave three line spaces between the contact’s phone number and the headline of the news release.

The headline and body of the news release align with the left side of the Monogram, and the right margin is a minimum of one inch. Both the headline and body of the release are double-spaced. The headline is typed in all capital letters with an extra line space below it.

The first paragraph is not indented, but all other paragraphs begin on a five-character indent. The text is typed in capital and lowercase letters and begins with the location and date pertinent to the news release. The date is typed in parentheses, preceded and followed by two blank spaces, and is followed by the first sentence.

News Release Envelope

The address is typed to align with the end of the red bar and begin halfway below the top edge of the envelope.
The address is typed to align with the left edge of the grey bars.

If the addressee’s name is long, the reference number (optional) may be moved to the right.

The mailing label is placed on unprinted large mailing envelopes with the upper-left corner of the label at the center of the envelope.
These stationery standards apply to all GE components and licensed affiliates outside North America.

In a company the size of GE, correspondence creates an enormous daily flow of communication specifically and personally directed to each of the Company’s audiences—prospective and existing customers, consumers, investors, and employees, to name a few. It is a highly visible medium, at once official and personal.

The stationery standards provide consistent layouts, color treatments, and reproduction methods to help interrelate the Company’s organizational elements, each contributing to and drawing from the strength of the Company.

When reproducing any item, even in subsequent print runs, the smallest details are important. Check that correct graphic signatures and typography are reproduced in sizes and colors matching the examples and specifications shown in this document. Take special care to ensure that these frequently reproduced items reflect GE’s commitment to high standards of quality.

These standards provide a plan for featuring elements of the GE Identity Program in all stationery. In addition, they help

• simplify and clarify information by standardizing its presentation

• streamline and modernize the appearance of stationery by using new typography, layouts, and custom watermarked letterhead paper

• communicate specific attributes of refinement, sophistication, high technology, dynamism, and innovation

• unify the stationery of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
Stationery for Businesses outside North America

Contents

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Copy Elements 264.11
Typesetting Specifications 264.20
Layout Guidelines for Additional Copy 264.24

Layout & Specifications:
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Standard Second Sheet 264.37
Internal Letterhead 264.39
Standard Envelope 264.51
• with Employee's Name 264.54
Business Cards 264.71
Space-Saving Conventions

To fit the information required on a business card, three conventions are used in that item and, for consistency, in all GE stationery:

- **The delivery address**, including the city, state or province, and postal code, appears on one line whenever possible.
- **Abbreviations** are used in the address block.
- **Labels** are used only to differentiate similar contact numbers. Thus, for example, the first contact number, the direct-line telephone number, is not labeled. To differentiate the second number from the first, the abbreviation “DC:” for Dial Comm or “Fax:” for facsimile is used. No labels are used with the e-mail and website addresses because their unique forms clearly identify them.

Standard & Executive Stationery

For several stationery items, specifications are provided for both a standard and an executive version. In each, the content and layout are identical. The differences between the two versions are only the

- paper stock
- reproduction method

Each GE business decides which of its employees should use the executive version of stationery items.

Personalized Stationery

Letterheads and envelopes imprinted with an employee’s name and job title are personalized stationery. Personalization is available in both standard and executive stationery.

Each GE business decides which of its employees should use personalized stationery.

Stationery Supplier

Periodically, GE Corporate Sourcing requests bids from suppliers to provide North American businesses with stationery at reduced costs using online order fulfillment. Information on currently authorized suppliers is available at the GE Identity Website. Note: Outside North America, the authorized suppliers may not be able to provide stationery. In that case, stationery may be obtained from any qualified local vendor.
A. Address Block

1. **Employee’s name.** Use any combination of initials, nicknames, and full names, followed by academic degrees, as desired.

2. **Job title.** Use the title associated with the employee’s job function. Although long titles can occupy two lines when required, if two lines are required for the delivery address and/or contact numbers (see below), a two-line job title can be shortened to occupy one line.

3. **Subcomponent name (optional),** such as a division or department. Use only if required to avoid confusion or ensure timely deliveries.

4. **Business legal name (required),** the full formal name under which the GE business operates as a lawfully registered entity. It often contains a legal term such as “Inc.” or “Ltd.” The legal name for
   - **GE components** is “General Electric Company”
   - **GE’s licensed affiliates** is often the affiliate’s communicative name plus a legal term

   Note: For the legal name of your business, contact your business legal counsel.

5. **Delivery address.** Whenever possible, the delivery address appears on one line and includes the post office box number (only if required), street address, suite number (only if required), city, state or province, and postal code. To facilitate this one-line setting, use abbreviations such as “Ave.” for Avenue, “St.” for Street, “N.” for North, “NW” for Northwest, and so on; and approved postal abbreviations for state and province names.

6. **Contact numbers.** To save space,
   - use only the contact numbers required to conduct business. Generally, such numbers include only the direct-line telephone, Dial Comm, and facsimile numbers, which can usually be typeset on one line.
   - use labels only to differentiate similar contact numbers. The first contact number, the direct-line telephone number, is not labeled. To differentiate the following telephone numbers from the first, use the abbreviations “DC:” for Dial Comm, “Fax:” for facsimile, and “DC Fax:” for Dial Comm facsimile. Label other required numbers “Pager:”, “Cell” for a cellular or mobile telephone number, “Home:”, and so on.

   Note: The number-star access code (for example, 6*) required to place a Dial Comm call varies according to the country where the call is placed—not the location of the Dial Comm number. Since the number-star access code is unrelated to the Dial Comm number, it is not used in stationery.

7. **E-mail and (optional) website addresses.** To emphasize it, use the employee’s e-mail address as the first entry of the last line in the address block whenever possible. If desired, follow the e-mail address with the pertinent website address.

   Note: The unique forms of the e-mail and website addresses clearly identify them to anyone who can use them, making a label redundant; do not use the word “E-mail,” “Internet,” or other labels with these addresses.

---

B. Business communicative name (See next page.)
B. Business communicative name

The business communicative name is the name used informally in conversation to refer to a particular business. Unlike a typical legal name, a communicative name does not contain any legal terms such as “Inc.” or “Ltd.”

The communicative name used by a

• **GE component** normally consists of the name “GE” plus a generic name for the business’s primary capability or product or service category, as in “GE Appliances.” It may also contain a geographic descriptor, as in “GE Plastics France.”

(For more information, see document 301, Component Names.)

• **GE licensed affiliate** is any of the following names:
  - the name “GE” plus a generic name describing the business’s primary capability or product or service category, as in the hypothetical “GE Reinsurance”
  - the name “GE” plus a proper name, as in the hypothetical “GE Employers’ Reinsurance”
  - a proper name without the name “GE,” as in the hypothetical “Employers’ Reinsurance”

(For more information, see document 341, New Businesses Name & Trademark Practices.)

Note: For the communicative name of your business, contact your business legal counsel.

Do not use the name of a subcomponent, such as a division or department, above the Laser Line. Instead, use such a name, if desired, in the address block as described on the preceding page.

C. Certification (Optional)

As an option, a certification statement or logo may be used in stationery, subject to these controls:

• Use no more than two (preferably one) certification statements and/or logos.

• Use only Platinum Grey; no other color may be used in a certification statement or logo.

• Remember that on business cards, any certification will reduce the space available to display the address block. For example, whereas four contact numbers can appear on one line in a standard business card, as shown in the upper example above, when a certification statement or logo is used, the maximum number is three, as shown in the lower example above.
Typesetting Specifications
for Stationery for Businesses outside North America

Too tight

GE Plastics United Kingdom

Robert W. Holmes
Vice President
Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-92-581-
Robert.Holmes@plastics.ge.com

Correct

GE Plastics United Kingdom

Robert W. Holmes
Vice President
Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-92-581-
Robert.Holmes@plastics.ge.com

Too open

GE Plastics United Kingdom

Robert W. Holmes
Vice President
Plastics Technology Division
GE Plastics Limited
Birchwood Park
Risley, Warrington WA3 6DA, England
44-92-581-1522, DC: 992-1522, Fax: 44-9
Robert.Holmes@plastics.ge.com

General Specifications

Correct specification of typesetting depends in part on the selected typesetting equipment. Because there are many different typesetting systems, each continuously revised and improved and each with slightly different actual sizes produced at a specified point size, it is not possible to standardize one specification that will yield uniform results from all typesetting equipment.

Therefore, the examples on this page establish the visual standard for correct typesetting.

Note: The typefaces used in GE stationery, Univers 48 and 68,* are available as computer fonts to GE employees and their suppliers from the GE Identity Website.

The correct examples on this page and in the layout drawings on pages 31 to 71 were typeset on an Apple Macintosh computer using:
• QuarkXPress page layout program
• the Company’s Univers Condensed font package
• U.S. typographic measurement system (72 points = 6 picas = 1 inch), according to the following specifications:

Univers 48:*
8/9 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length of 73mm, 57mm, or less, as noted in the drawings
+ 1-point line space above telephone numbers

Univers 68:*
8/9 and 11/12 point
Normal letterspacing (with no letterspacing added or removed)
Capital and lowercase letters
Flush left, ragged right
Maximum line length, 57mm or less, as noted in the drawings

Laser Line: ½-point rule

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique

continued
| Employee's Name & Job Title | Robert W. Holmes  
Vice President | Sydni Beth Doctors  
Manager – Marketing Communications |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The employee’s name is typeset in 8/9 Univers 68 and the title in 8/9 Univers 48, both to match the correct example on page 20. Provided the length of the title does not exceed 57mm, it appears on one line; otherwise, two lines are used.</td>
<td>The business legal name (required) is typeset in 8/9-point Univers 48 to match the correct example on page 20. When a job title consists of a functional description (such as “Manager”) and the name of an organizational element, a small dash (–) with a word space on either side is used to separate the parts of the title.</td>
<td></td>
</tr>
<tr>
<td>Subcomponent Name (Optional) &amp; Business Legal Name (Required)</td>
<td>Plastics Technology Division</td>
<td>General Electric Company</td>
</tr>
<tr>
<td>The subcomponent name (if used) is typeset in 8/9-point Univers 48 to match the correct example on page 20.</td>
<td>The business legal name (required) is typeset in 8/9-point Univers 48 to match the correct example on page 20.</td>
<td></td>
</tr>
<tr>
<td>The delivery address is typeset in 8/9-point Univers 48 to match the correct example on page 20. Note: The complete address, including the post office box number (only if required), street address, suite number (only if required), city, area (state or province, if required), postal code, and country is placed on a single line, provided the length of the typeset line does not exceed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| • on business cards  
- without certification, 73mm  
- with certification, approximately 51mm or less, depending on the width of the certification  
• on letterheads and envelopes, 57mm |
| A longer address is placed on two lines. One line contains the post office box number (only if required), street address, and suite number (only if required). The other line contains the city, area (such as state or province, if required), postal code, and country. |

To facilitate this one-line setting, do the following:  
• Use abbreviations. Use “Blvd.” for Boulevard and “N.” for North, for example; use approved postal abbreviations for all state and province names; do not abbreviate country names.  
• Use commas to correctly punctuate the address.
Contact Numbers

Contact numbers

- appear on one line, provided the length of the typeset line does not exceed
- on business cards
  - without certification, 73mm
  - with certification, approximately 51mm or less, depending on the width of the certification
- on letterheads, 57mm

- are typeset in 8/10-point Univers 48 to match the correct example on page 20. A comma and a word space separate consecutive contact numbers on one line.

44-92-581-1522

- The telephone number is typeset according to local conventions.

DC: 234-2464

- The Dial Comm number is preceded by “DC:” and a word space, and a hyphen separates the prefix from the last four digits.

Fax: 44-81-846-9844

- The facsimile number is preceded by “Fax:” and a word space, and it is typeset according to local conventions. If a Dial Comm facsimile number is required, it is preceded by “DC Fax:”.

Pager: 44-81-882-2224

- Other communication numbers are preceded by “Pager:”, “Cell:”, or “Home:”, as appropriate, and a word space, and they are typeset according to local conventions.

Risley, Warrington WA3 6DA, England

The first line of telephone and communication numbers is positioned flush left below the address block, separated by an additional 1 point of line space, as shown above.

E-mail address

Robert.Holmes@plastics.ge.com

The employee’s e-mail address is typeset in 8/9 Univers 48 to match the correct example on page 20. Capital and lowercase letters are used for the employee’s name, but only lowercase letters are used for the balance of the address. Word spaces are not used. Since the unique form of an e-mail address clearly identifies it to anyone who can use it, no label precedes the e-mail address.

On letterheads, the e-mail address is placed flush left below the last line of communication numbers, with no additional line spacing.

On business cards, the e-mail address may be placed either

- if there is enough space, below the last line of communication numbers
- if space is limited, as the last entry in the last line of communication numbers (Note: In this case, a comma and a word space separate the previous entry from the e-mail address.)

Website Address

(Optional)

Robert.Holmes@plastics.ge.com, www.geplastics.com/france

The pertinent website address, if used, is typeset in 8/9-point Univers 48 to match the correct example on page 20. All lowercase letters with no word spaces are used for the website address. Since the unique form of a website address clearly identifies it to anyone who can use it, no label precedes the address.

The website address is placed on the same line as the e-mail address, separated from it by a comma and a word space. As an option on letterheads, it may be placed on its own line and separated by a one-half line space.

continued
The communicative name is typeset in 11/12 Univers 68 to match the correct example on page 20. If the name contains both a geographic descriptor and a generic name, such as "GE Plastics France," the geographic descriptor is typeset in 11/12 Univers 48, and the balance of the name is typeset in 11/12 Univers 68.

A short communicative name appears on one line, provided it does not exceed a maximum length of
- 41.5mm on letterheads and envelopes
- 22mm on business cards

A longer communicative name is typeset on two lines, aligned flush left.

If a long name does not read easily on two lines, it appears on one line. For example, "GE Saudi" on one line and "Arabia" on a second line is difficult to read.

A certification statement, if used, is typeset to match the correct examples on page 20
- on business cards, 8/9-point Univers 48
- on letterheads, 8/9-point Univers 68

A certification statement or logo is placed on business cards as shown in the drawing on page 71.
Additional Copy

Additional copy (such as bank references or disclaimers required on some letterheads) is typeset in 8/9 Univers 48* to match the correct example on page 20; the maximum line length is 40mm.

A small amount of additional copy is typeset in a single block aligned flush left with the communicative name and positioned so the baseline of the last line of information is 13mm from the bottom edge of the format, as shown in the example at the left.

A large amount of additional copy appears in two blocks. One is aligned flush left with the address block, and the other is aligned flush left with the communicative name. Both are positioned at the bottom of the letterhead. The copy block with the greater number of lines is positioned so the baseline of the last line of copy is 13mm from the bottom edge of the format. The shorter block is positioned so the top line horizontally aligns with the top line in the longer block, as shown in the example.

In countries where certain information is required to appear in a specific area on the letterhead (such as in the left margin), the copy is typeset in a small point size of Univers 48* and, if needed for emphasis, Univers 68,* and placed as required.

Note: Although “USA” is no longer required in any stationery item, it may be used, if desired. Typeset it in 5-point Univers 47 (without periods) and center it below the signature Monogram. The example above is shown at the size used in stationery.

*In computer typesetting, other names may be used, such as
  • for Univers 68, Univers (67) Condensed Bold Oblique
  • for Univers 48, Univers (47) Condensed Light Oblique
<table>
<thead>
<tr>
<th>Size</th>
<th>210mm x 297mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monogram</td>
<td>44-point GE Logo Font, available from the GE Identity Website</td>
</tr>
</tbody>
</table>

### Typography
- **Communicative name:** 11/12 point Univers 68 and, if needed, Univers 48
- **Laser Line:** 1/2-point rule, 160mm with bleed
- **Address block:** 8/9 point Univers 48
- **Note:** See page 24 for specifications on additional copy.

### Color
- **Monogram:** Platinum Grey
- **Laser Line:** Laser Red
- **All typography:** Platinum Grey

### Paper Stock
- **Standard:** GE standard stationery stock with custom GE watermark
- **Executive:** GE executive stationery stock with custom GE watermark

### Reproduction
- **Standard:** Offset lithography
- **Executive:** Engraving

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**GE Identity Program**

**GE Identity Website:** www.ge.com/identity

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**GE Saudi Arabia**

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1581, 966-1-406-8672

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All dimensions are given in millimeters.
Standard Letterhead
for Businesses outside North America, continued

GE Plastics France

General Electric Plastics S.A.R.L.
Z.I. de Guenault C.E. 1203, 91021 Evry-Cedex, France
33-6-007-9285

GE New Zealand

New Zealand General Electric Company, Ltd.
109-117 Featherstone, Wellington, New Zealand
64-4-857-437

All dimensions are given in millimeters.
Standard Letterhead
with Employee’s Name
for Businesses outside North America

Size 210mm x 297mm

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68 and, if needed, Univers 48

Laser Line: 1/2-point rule, 160mm with bleed

Address block:
8/9 point Univers 48

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard stationery stock with custom GE watermark

Executive: GE executive stationery stock with custom GE watermark

Reproduction
Standard: Offset lithography

Executive: Engraving

GE Plastics France
Richard A. Eason
Managing Director

General Electric Plastics S.A.R.L.
Z. I. de Guenault C. E. 1203, 91021 Evry-Cedex, France
33-6-007-9285

GE Plastics France

All dimensions are given in millimeters.
Size: 210mm x 297mm

Typography:
- Laser Line: \(\frac{1}{2}\)-point rule, 166mm with bleed

Color:
- For specifications on Laser Red, see document **132, Color.**
- Laser Line: Laser Red

Paper Stock:
- Standard: GE standard stationery stock with custom GE watermark
- Executive: GE executive stationery stock with custom GE watermark

Reproduction:
- Standard: Offset lithography
- Executive: Engraving

All dimensions are given in millimeters.
**GE Identity Program**

*, Stationery for Businesses outside North America*

[GE Identity Website: www.ge.com/identity]*

---

**Standard Envelope**

*for Businesses outside North America*

---

**Size**

110mm x 220mm

**Monogram**

44-point GE Logo Font, available from the GE Identity Website

**Typography**

See pages 20 to 23 for guidelines.

- **Communicative name:**
  - 11/12 point Univers 68
  - and, if needed, Univers 48
- **Laser Line:** 1/2-point rule, 67mm with bleed
- **Geographic descriptor:**
  - 11/12 point Univers 48
- **Address block:**
  - 8/9 point Univers 48

**Color**

For specifications on Platinum Grey and Laser Red, see document 132, *Color*.

- **Monogram:**
  - Platinum Grey
- **Laser Line:**
  - Laser Red
- **All typography:**
  - Platinum Grey

**Paper Stock**

- **Standard:** GE standard envelope stock with side seam
- **Executive:** GE executive envelope stock with side seam

**Reproduction**

- **Standard:**
  - Offset lithography
- **Executive:** Engraving

---

All dimensions are given in millimeters.
Standard Envelope with Employee’s Name
for Businesses outside North America

Size 110mm x 220mm

Monogram
44-point GE Logo Font, available from the GE Identity Website

Typography
See pages 20 to 23 for guidelines.

Communicative name:
11/12 point Univers 68
and, if needed, Univers 48

Laser Line: ½-point rule,
67mm with bleed

Employee’s name:
8/9 point Univers 68

Employee’s title (optional):
8/9 point Univers 48

Address block:
8/9 point Univers 48,
one line space (9 points)below name or title

Color
For specifications on Platinum Grey and Laser Red, see document 132, Color.

Monogram:
Platinum Grey

Laser Line: Laser Red

All typography:
Platinum Grey

Paper Stock
Standard: GE standard envelope stock with side seam

Executive: GE executive envelope stock with side seam

Reproduction
Standard:
Offset lithography

Executive: Engraving

Richard A. Eason
Managing Director

General Electric Plastics S.A.R.L.
Z.I. de Guenault C.E. 1203 91021 Evry-Cedex, France

All dimensions are given in millimeters.
**GE Identity Program**

Stationery for Businesses outside North America

**GE Identity Website:** www.ge.com/identity

---

**Business Cards**

for Businesses outside North America

---

**Size**  51mm x 89mm

**Monogram**

44-point GE Logo Font, available from the GE Identity Website

**Typography**

See pages 20 to 23 for guidelines.

- **Communicative name:** 11/12 point Univers 68 and, if needed, Univers 48
- **Laser Line:** ½-point rule, 70mm with bleed
- **Employee’s name:** 8/9 point Univers 68
- **Employee’s title:** 8/9 point Univers 48
- **Address block:** 8/9 point Univers 48

**Color**

For specifications on Platinum Grey and Laser Red, see document 132, *Color*.

- **Monogram:** Platinum Grey
- **Laser Line:** Laser Red
- **All typography and certification logos (if used):** Platinum Grey

**Reproduction**

- **Standard:** Offset lithography
- **Executive:** Engraving

---

All dimensions are given in millimeters.
These guidelines apply to formatting letterheads and envelopes used outside North America. For guidelines on formatting stationery used in North America, including items used by corporate staff, see document 263, Formatting Stationery in North America.
## Formatting Stationery outside North America

**Contents**

- Standard Letterhead Format 265.02
- Standard Second Sheet Format 265.03
- Standard Envelope Format 265.07
### Standard Letterhead Format
outside North America

**GE Saudi Arabia**

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10211, Riyadh, Saudi Arabia
966-1-406-7622, Fax: 966-1-404-1561, 966-1-406-8072

<table>
<thead>
<tr>
<th>Day Month Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addresser’s Name</td>
</tr>
<tr>
<td>Addresser’s Title</td>
</tr>
<tr>
<td>Business Title</td>
</tr>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>City, State (if applicable) Postal Code</td>
</tr>
<tr>
<td>Nation (if applicable)</td>
</tr>
</tbody>
</table>

**Salutation:**

This letter demonstrates the approved block-left typing format, which complements all GE letterheads outside North America.

Each line of typing, including the first line of each paragraph, aligns with the left side of the Monogram. The right margin is a minimum of 25 millimeters, and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to nine lines below the red line (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least three line spaces between the address and salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender’s name. Leave two line spaces below the sender’s name or title and single-space any additional information.

**Complimentary close,**

Sender’s Name
Sender’s Title

SI/ti
enclosure
cc:
First Name
Second Name

---

**On personalized letterheads, the sender’s name and title may be omitted, if desired.**
The second sheet is typed with the same format and margins as the first sheet.

The three-line reference block is typed immediately below the red line and is followed by at least three line spaces, so that the continuation of the letter begins no higher than the date on the first page.

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender's name. Leave two line spaces below the sender's name or title and single-space any additional information.

Complimentary close,

Sender's Name
Sender's Title

SI/ti
enclosure
cc:
First Name
Second Name
GE Saudi Arabia

Saudi American General Electric Company Ltd.
Eastern Corporation Building, 4th Floor
Dhabab Street, P.O. Box 10271, Riyadh, Saudi Arabia

Address
Address
Business Title
Street Address
City, State (if applicable) Postal Code
Nation (if applicable)

The address is typed to align with the end of the communicative name (for example, “GE Saudi Arabia”) and begin halfway below the top edge of the envelope.
These standards apply to all business forms and checks used by the Company and its components, subcomponents, and licensed affiliates.

These standards provide a plan for featuring graphic signatures consistently and prominently in business forms and checks. In addition, they help:

- simplify, clarify, and organize information by standardizing its presentation
- streamline and modernize forms and checks through the use of grids and standard layout principles
- unify the forms and checks of all GE components and licensed affiliates so that each draws from and contributes to the strength of the GE identity
- provide flexibility to accommodate different kinds of information
- reduce preparation cost through the use of common design standards
- reduce waste and reproduction cost by avoiding redundancy
Contents

**Forms**
- Forms Requirements 270.02
- The Graphic Signature & Form Title 270.05
- Structuring Information in a Form 270.06
- General Information Area Specifications 270.10
- Consolidating Forms 270.12
- Selecting a Form Format 270.13
- Short Forms 270.14
- Forms with Extensive Instructions 270.15
- External Forms 270.16

**Checks**
- Guidelines 270.17
- Examples 270.19

(Revised 2001.11)
Understanding the requirements of good forms language and design helps you create new forms and evaluate current forms.

Assessing the Need

Before beginning the form design or writing process, ask yourself: “Exactly what information do I need?” You will save time for yourself and your employees, customers, and business partners by not asking for information that is not needed or cannot be put to good use.

Once you have defined your information needs, ask yourself the following questions:

- Can an existing form supply part or all of the information I need? If so, it could save time and effort.
- Can an existing form be altered to provide the additional information I need?
- Do my information needs justify the cost and time burdens that a form will place on my organization and my audience?

Once you decide that a form is necessary to meet your information needs, think about your prospective audience:

- Will the members of your audience understand why you are soliciting information?
- Will they have the information?
- Do they face obstacles in responding to your form (for example, time and space limitations)?

Giving careful consideration to your audience and your information needs at the outset can make writing and designing your form simpler and more effective.

The Language of Business Forms

A business form performs two basic tasks: It

- communicates your message to a given audience
- permits that audience to respond

Thus, a business form must “talk” and “listen” at the same time. To help people hear your message and respond correctly, here are suggestions to create better forms “conversations”:

Talking:

- The title of your form should state its specific function. For example, “Quotation for Products and Services” tells the customer exactly what to expect; “Contractor Proposal Form” leaves room for guessing the form’s objective.
- Do not request the same information more than once. Your audience may be confused and decide to provide different answers to the same question.
- Make sure all the information on the form is necessary; unnecessary information wastes time and can confuse the audience.
- Determine whether your form has more than one function. If your form serves several functions (for example, collecting several types of information for different purposes), make sure that they are readily distinguishable.
- Logically group your statements and questions. A statement or question may be clear when it stands alone but confusing when placed among dissimilar items.
- Present information in a logical sequence. If you jump inexplicably from one subject to another, you may lose your audience.
- Use abbreviations only when you know they will be understood. If abbreviations require explanation, they do not save time.

continued
• **Speak in a language your audience understands.**
  Seldom will your audience be composed solely of accountants, lawyers, or engineers. As the following example* from a health benefits plan shows, specialized subject matter does not require specialized language:

  **Original:** The benefits of the plan which covers the person on whose expenses claim is based as a dependent of a person whose date of birth, excluding year of birth, occurs earlier in a calendar year, shall be determined before the benefits of a plan which covers such a person as a dependent of a person whose date of birth, excluding year of birth, occurs late in a calendar year.

  **Simplified:** When a husband and wife both have coverage, we use their birthdays to determine who pays for their dependents’ coverage. If the husband’s birthday falls earlier in the year, his plan will pay. If the wife’s birthday falls earlier, then her plan pays. For example, if the wife was born in March, and the husband was born in July, the wife’s plan would pay.

• **If legal or technical terminology cannot be avoided in a form used by a general audience,** put such information at the bottom or on the back of the form and alert users to its whereabouts. This promotes a better forms conversation and can improve forms design.

**Listening**
To be a good forms conversationalist, a form must “listen” with consideration. Thus:

• **Give your audience enough space to respond.**
  If you provide too little room for your readers’ responses, they may decide that you do not need the information and not respond fully.

• **Use checklists** to speed up the pace of the conversation whenever possible.

• **Use clear, simple words and sentences and be specific.** For example, “In what city and state did the accident occur?” makes it clear to your audience that only the city and state concern you; “Where did the accident occur?” may compel some respondents to draw road maps.

• **If separate sections of your form are intended for different audiences or if some respondents are not required to fill out the form completely,** clarify who should fill out which sections:
  - Identify and separate such sections by using a horizontal bar bearing a label such as “For use by [specified users] only” and, if necessary, use a screen tint to differentiate one section from another.
  - Write clear instructions and, if necessary, highlight them in red to help users avoid irrelevant sections.
  (See pages 13, 15, and 16.)

• **If some questions are optional,** identify them:
  - Group them in a section headed with a horizontal bar bearing the label “Optional questions” and, if necessary, differentiate the entire section by using a screen tint.
  - For further clarification, use instructions to explain which questions are optional.
  - For a small number of optional questions, precede each question with “(Optional).”

• **If your form has multiple copies,** to differentiate copies, use labels that are easy to understand.

• **If your audience must use code numbers,** provide a legend for the code numbers on the back of the form.

• **Test the form before it is reproduced.**
  Ask potential users to examine a proof or a tight sketch of the proposed form to determine whether they can understand exactly what information is requested. Rewrite and reorganize the form in response to their needs.

Predesign Planning

Before tackling the details of designing a form, consider the following issues:

- **Redundancy**
  - Can you use an existing form?
  - If a new form is required, can you consolidate any existing forms with the new form to create one that serves the needs of others, reduces waste, and avoids redundancy? (See page 12.)

- **Processing**
  - How will the form be filled out (by hand, typewriter, or computer)?
  - processed (faxed, photocopied, or mailed)?
  - stored (punched at the left or top margin for a loose-leaf binder or clasp file folder, microfilmed, reentered as computer data)?
  - What minimum margins are required on all sides of the form to avoid loss of information when using office machines to process the form throughout its life-cycle? (See page 16.)

- **Distribution**
  - Can the number of multiple copies be reduced to simplify distribution?

- **Format and size**
  - Which format—vertical or horizontal—is best suited to collect, store, distribute, and retrieve the required information?
  - Is a particular format or size required for manual or machine processing?
  - Is an exceptional form size or a multi-page form required? (See pages 13 and 14.)

- **Information priorities**
  - Can your requests for information be categorized as essential, important, less important, and optional or dispensable? This classification will help the designer develop an appropriate layout.

- **Emphasis and differentiation**
  - What information needs to be placed under a heading, reversed from a bar, or otherwise emphasized or subdued?
  - Will some parts of the form require no response or be intended for internal use only? (See page 16.)

- **Response space**
  - How much room will respondents need to supply the desired information?

- **Review**
  - Before printing, who should review the form design to ascertain its clarity, correctness, and completeness: users, processors, forms manager, legal counsel, others?

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:

- **GE Logo Font**, containing all versions of the signature and Dynamic Monograms
- **approved versions of the program typefaces**: Univers and Univers Condensed
- ITC New Baskerville
The graphic signature* plays a key role in forms conversations. It introduces the form title and thus identifies the topic of the conversation. The information just below the Laser Line tells the audience who is requesting information.

The examples below show the top portion of typical forms with the graphic signature used to display a variety of one- and two-line form titles.

*The elements of the graphic signature include the Monogram, signature typography, and Laser Line. For more information, see document 131, Graphics Signatures.
To standardize the placement of text while providing a method for emphasizing selected information, the design of all forms is based on a single layout. As shown in the examples below, this basic layout divides the form into three sections, one each for:
- the graphic signature
- priority information
- general information

### Graphic Signature Area
Separate the graphic signature area (shown in a red tint in the examples below) from the general information area with a 2-point horizontal rule running from the left to the right margin. Place the rule 8 1/2 picas (for a one-line title) or 10 picas (for a two-line title) from the top edge of the form.

Note: For detailed guidelines on setting up the graphic signature, see pages 08 and 09.

---

**Expense Account Statement**

<table>
<thead>
<tr>
<th>GE Motors, Appliance Control Product Department</th>
<th>General Electric Company</th>
<th>1289 Boston Ave., Bridgeport, CT 06602</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 1/2 x 11&quot; Vertical format</td>
<td>Graphic signature area</td>
<td>Priority information area</td>
</tr>
<tr>
<td>2</td>
<td>2 1/2</td>
<td>3</td>
</tr>
<tr>
<td>26 maximum</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>4 1/2</td>
<td>8 pt</td>
<td>8 pt</td>
</tr>
<tr>
<td>General information area</td>
<td>Units of 1 pica</td>
<td></td>
</tr>
<tr>
<td>Title: 1 line</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Requisition**

<table>
<thead>
<tr>
<th>Office Supply &amp; Promotional Products</th>
<th>General Electric Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1/2</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>8 pt</td>
</tr>
<tr>
<td>General information area</td>
<td>Units of 1 pica</td>
</tr>
<tr>
<td>Title: 2 lines</td>
<td></td>
</tr>
</tbody>
</table>

Measurements are given in picas and points (pt). Margin dimensions are the minimum recommended. Blue horizontal rules indicate the 12-point grid. Examples are shown at a reduced size.
Priority Information Area
Use the priority information area (indicated in light blue) for only
• information that needs to be found quickly (for example, a serial number)
• critical instructions (for example, “Internal use only”)

This information may be structured using 1⁄2-point rules, 12 picas long and 2 picas apart.

General Information Area
A 1-pica horizontal grid helps to structure the information in this area. One pica of vertical space can accommodate a line of information generated by hand, typewriter, and most computers. Horizontal rules, bars, or screens must fall on the lines of this grid. For detailed specifications, see pages 10 and 11.

continued
Form Title
To prominently identify the form and distinguish it from others, feature the form title in the graphic signature (Example 1):
• Typeset the title in 20-point Univers 68*, using initial capital and lowercase letters
• Place the title 3 picas to the right of the Monogram and align the title with the letters in the Monogram.

Short titles are preferred, and the maximum title length is 26 picas.

For long form titles, Univers 48* may be used in the second part to help make the title easy to read (Example 2).

Either one or two lines may be used. If two lines are used,
• set the title solid (20/20 points)
• align the first line of the title with the letters in the Monogram.

Legal Name
Since the legal name of the company is required on all forms, use it in the address block, typeset in 8/8-point Univers 48* placed just beneath the Laser Line (Example 1). If no address is needed, the legal name appears by itself (Example 2).

Communicative Name
When the communicative name of the component or affiliate is required, place it
• (Preferred) above the legal name in the address block, typeset in 8/8-point Univers 48* (Example 3). This method of displaying the communicative name is preferred because it emphasizes the form title.

• (Alternative) in the graphic signature, typeset in 20/20-point Univers 68* preceding the form title, which is typeset in 20/20-point Univers 48; use one or two lines as required (Examples 4a and 4b). This method is used when the communicative name must be prominently displayed with the form title. Note: When a communicative name is used in the graphic signature, the form title must be typeset in Univers 48; Univers 68 may be used for only the communicative name.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique

Examples are shown at a reduced size.
Structuring Information in a Form, continued

Program & Plan Names
The name of a program or plan is treated like a communicative name. Place it
• (Preferred) above the legal name in the address block, typeset in 8/8-point Univers 48* (Example 5). This method of displaying the program or plan name is preferred because it emphasizes the form title.
• (Alternative) in the graphic signature, typeset in 20/20-point Univers 68*, preceding the form title, which is typeset in 20/20-point Univers 48*; use one or two lines as required (Example 6). This method is used when the program or plan name must be prominently displayed with the form title. Note: When a program or plan name is used in the graphic signature, the form title must be typeset in Univers 48*; Univers 68* may be used for only the program or plan name.

Signature Monogram
Typeset the signature Monogram in 40-point GE Logo Font (approximately 2 1/2 picas in diameter) and place it at the left and top margins, a minimum of 2 picas from the left and 1 1/2 picas from the top trim edges of the form.

Laser Line
Use a 1/2-point rule that extends from the left edge of the Monogram to the end of the signature typography or the length of the longest line in the address block, whichever is longer.

Examples are shown at a reduced size.

In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
To differentiate and emphasize items in the general information area, use the following specifications for typography and graphic devices. These specifications are shown in the examples on the following pages.

**Typography and text placement**

Use only Univers Condensed in forms.
- For general information, use 8/8-point Univers 47.
- For emphasis, use 8/8-point Univers 67.

Place the baseline of type 8 points below a horizontal rule and 3 points to the right of a vertical rule.

Set blocks of copy flush left, ragged right.

For full sentences, use standard capitalization. For incomplete sentences and labels, use an initial capital letter in the first word only.

**Reversed type:** Use 8/8-point Univers 67. Place the baseline 8 points below the top edge of the bar and 3 points to the right of its left edge.

**Form number:** Use 6-point Univers 47. Place the baseline 1 pica above the bottom trim edge of the form, aligned at the left margin of the form.

**Distribution instructions:** Use 8-point Univers 68* to identify distribution copies. Place the baseline 1 pica from the bottom trim edge of the form.

**Rule weights**

- To structure information, use 1/2-point horizontal and vertical rules.
- For emphasis, use 2-point horizontal and vertical rules.

**Vertical spacing**

Horizontal rules must fall on the lines of the 1-pica grid (see pages 06 and 07). One pica of vertical space can accommodate a line of information generated by hand, typewriter, or computer. Note: Because a prompt is usually used to request information (for example, “Address” or “Priced by”), 2 picas of space are required to accommodate a single-line response. Each additional pica of space gives the respondent an extra line.

**Horizontal bars**

Use horizontal bars for additional emphasis or to structure information. A horizontal bar extending the width of a form can be used to separate the graphic signature area from the general information area (see the example on page 05). To fit the horizontal grid, bar widths must be multiples of 1 pica. Reverse type from bars.

**Vertical rules**

Use vertical rules to divide information or columns. Do not use vertical rules along the right or left margins. Connect the bottom of each vertical rule to a horizontal rule. Do not connect the top of a vertical rule to a horizontal rule. Instead, align the top of each vertical rule with the top of the adjacent capital letter. Dashed 1/2-point vertical rules can provide additional differentiation; for example, a separate cents column can be created within a larger price column (see the example on page 16).

**Open circles**

Use open circles instead of boxes for checklists. Circles should have a 1/2-point rule weight with a 9-point diameter. Place the circle 3 points from the following copy and center it opposite the height of the initial capital letter.

**screens**

A 10 percent black screen can be used to differentiate a particular area within a form (see the examples on pages 11 and 13).

**Colors**

- For the primary color on all forms, use black.
- To highlight important information or instructions, use Laser Red.

If Laser Red is used, the Laser Line in the graphic signature should also be reproduced in Laser Red.

**Notes:**

- The Laser Line is the only element of the graphic signature that may be reproduced in red. Do not use red in the signature Monogram or form title.
- To maintain the distinction of the Laser Line, do not use Laser Red in other fine lines.

*In computer typesetting, other names may be used, such as
- for Univers 68, Univers (67) Condensed Bold Oblique
- for Univers 48, Univers (47) Condensed Light Oblique
## Return Shipment

**GE Motors, Appliance Control Product Department**
**General Electric Company**
**1285 Boston Ave., Bridgeport, CT 06602**

<table>
<thead>
<tr>
<th>Report no.</th>
<th>Customer no.</th>
<th>Credit no.</th>
<th>Credit date</th>
<th>Return authorized to</th>
<th>Credit to (if other than return authorized to)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Charge

- Transportation to
- Restock to

### Reason for return of material

- Shipped after cancellation
- Defective material
- Incorrect material (factory)
- Accommodation to customer
- Duplicate shipment
- Incorrect material (warehouse)

<table>
<thead>
<tr>
<th>To be reshipped on requisition no.</th>
<th>Priced by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Disposition

<table>
<thead>
<tr>
<th>Disposition</th>
<th>Quantity</th>
<th>Description</th>
<th>Price/M</th>
<th>Amount</th>
<th>Factory cost</th>
<th>Restocking cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Signature

<table>
<thead>
<tr>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

**Date material received**

**R/A label no.**

**83801**

---

**To divide or emphasize information,**

use a 2-point rule.

**For strong emphasis,**

reverse type from a horizontal bar.

Use 8-point Univers 67.

Size thicknesses of bars in 1-pica increments.

**For emphasis,**

use 8/8-point Univers 67.

---

**To structure information,**

use a 1/2-point rule.

**Stand each vertical rule on a horizontal rule or bar.**

The top of each vertical rule should not connect to any other element.

**To differentiate line items,**

use a 10 percent black screen.

**When possible, keep column widths equal.**

---

**For the form number,**

use 6-point Univers 47.

**For distribution instructions,**

use 8-point Univers 68.

---

**Examples are shown at a reduced size.**
Consolidating forms by adapting an existing form to serve the needs of many can result in substantial savings in forms development and reduce waste. Using a form jointly with other departments or GE components can eliminate forms development costs and result in far lower printing costs.

For example, although produced independently, each of the many Request for Exempt Personnel forms requested the same information. By standardizing the information and using only the Company’s legal name, the consolidated form was made non-proprietary and can be printed in quantity for use by a number of GE components.

### Request for Exempt Personnel

<table>
<thead>
<tr>
<th>Position title</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports to</td>
<td>Division/department</td>
</tr>
<tr>
<td>Division</td>
<td></td>
</tr>
<tr>
<td>Level</td>
<td>Title</td>
</tr>
<tr>
<td>Hours</td>
<td></td>
</tr>
<tr>
<td>Candidates</td>
<td></td>
</tr>
<tr>
<td>Replacement</td>
<td>Temporary</td>
</tr>
<tr>
<td>Reason for replacement</td>
<td></td>
</tr>
<tr>
<td>Starting Date</td>
<td></td>
</tr>
<tr>
<td>Reports to</td>
<td></td>
</tr>
</tbody>
</table>

**The Laser Line** remains black. (The red number is a serial imprint.)

**A 2-point rule** separates the graphic signature area and creates a distinct general information area.

**For checklists,** use open circles with a 9-point diameter and a $1/2$-point rule weight.

**On a form filled out by typewriter,** some areas may not require horizontal rules.

**A vertical rule** is connected to a horizontal rule at the bottom only.

---

Examples are shown at a reduced size.
The standard format sizes include:

- 8 1/2” x 11” (vertical)
- 11” x 8 1/2” (horizontal)

For information on short forms, see page 14.

In the example below, the horizontal format makes it easier to structure instructions and provides more space for filling out the form.
If the amount of information to communicate or collect is minimal, a small form should be used. While ample white space is generally desirable, spreading information out to fill a page is not. A small format size also saves on paper costs.

The standard short form sizes include
- 8 1⁄2” x 7” (folds in half to fit inside a standard #10 business envelope)
- 8 1⁄2” x 6 1⁄2”
- 8 1⁄2” x 5 1⁄2”

Note: The width is always 8 1⁄2”.

When a form is returned in a window envelope, a typing dot should be provided to facilitate the correct positioning of the mailing address. Use an 8-point Univers 47 period and position it so that the first letter of the addressee’s name will appear in the upper-left corner of the window.

The typing dot (8-point Univers 47) helps users position the address to fit a window envelope.

A narrow column width enhances legibility.

This 8 1⁄2” x 7” form can be folded in half lengthwise to fit in a #10 business envelope.

Examples are shown at a reduced size.
To collect a small amount of information, sometimes it is necessary to communicate a great deal of instructions. This is often true of forms that ask users to make choices having legal or financial consequences.

To make such forms easy to use,
- provide sufficient space for responses
- separate instructions from response spaces
- format instructions in a narrow column to make them easy to read

### GE Employee Benefits Plans

#### Beneficiary Designations

<table>
<thead>
<tr>
<th>Return to</th>
<th>Date of Birth</th>
<th>Relationship</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Write your initials in the appropriate boxes for each beneficiary listed.

<table>
<thead>
<tr>
<th>All GE Benefits</th>
</tr>
</thead>
</table>
| In the event of my death, I hereby designate the following beneficiaries to receive proceeds from the plans indicated above.

For emphasis, reverse short instructions from a 2-pica bar.

Vertical type is difficult to read and generally should be avoided. Nevertheless, here it provides more space for responses.

3-pica spaces accommodate two lines of typewritten text.

Vertical rules at the margin generally are unnecessary and should be avoided. Nevertheless, here they create boxes for the user’s responses.

Examples are shown at a reduced size.
Forms used by GE’s business partners, customers, and other external audiences must be functional and present information in a logical order. Sections filled out by GE personnel must be clearly delineated from sections requiring external attention or response.

The form below uses several graphic devices to separate and highlight information:

- **A 10 percent black screen** isolates a set of responses to be completed internally.
- **Laser Red** highlights important mailing and billing instructions for suppliers.
- **Type reversed out of a horizontal bar** draws attention to important shipping instructions.
- **The left margin, increased to 5 picas**, accommodates three-hole punching or other binding methods.

---

**The Laser Line is printed in Laser Red** because this second color is used in the text.

**For differentiation,**

*use a 10 percent black screen.*

**To highlight important mailing and billing information,**

*use the second color, Laser Red.*

**For emphasis,**

*reverse type from a bar.*

**To help structure a price column,**

*use dashed ¹⁄₂-point vertical rules.*

**For three-hole punch,**

*use a 5-pica margin.*

---

**Examples are shown at a reduced size.**
To differentiate and emphasize items in checks, use the following specifications for typography and graphic devices. These specifications are shown in the examples on the following pages.

**General**

In all checks, the following elements should be consistent:
- the size of the signature Monogram
- the size and specifications for all typography
- the weights (thicknesses) of rules
- the position of typography in relation to rules

The following elements may vary:
- the amount of space between horizontal rules
- the number and position of vertical rules and the corresponding columns of information
- the information that is emphasized with bold type (Univers 67), bold rules (1 1/2-point), or bars

Use a measurement system based on the method by which the check will be filled out:
- For checks filled out by typewriters or computers, use multiples of 1 unit of vertical typewriter spacing (1/6 inch).
- For checks filled out only by hand, use multiples of 1/4 or 1/3 inch.

Note: Computer printout positions are not easy to change. When redesigning a computer check, take into account established printout positions.

**Graphic Signature & Address Block**

As shown in the example above, in the upper-left corner of each check,
- place a 44-point signature Monogram, typeset in GE Logo Font, maintaining the following minimum margins:
  - above the signature Monogram, 1/4 the diameter of the Monogram
  - at the left side, 1/8 inch
- place a 1/2-point Laser Line below the signature Monogram:
  - Leave a space equal to 1/4 the diameter of the Monogram between the Laser Line and the Monogram.
  - If desired, bleed the Laser Line left.
  - Extend the Laser Line at least to the end of and preferably beyond the longest line in the address block.

Set the address block in 8/8-point Univers 48,* flush left with the signature Monogram. Place the baseline of the first line of the address block 8 points below the Laser Line.

**Notes**

- If a communicative name is used, see the specifications for business forms on page 08.
- Envelopes with windows for return addresses may require that the graphic signature be reduced to fit. (Do not reduce the signature Monogram to less than a 3/16-inch diameter.)

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*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
### Rule Weights
- To structure information, use ½-point horizontal and vertical rules.
- For emphasis, use heavier 1½-point rules.

### Horizontal & Vertical Spacing
- Space horizontal rules according to the appropriate measurement system, described in the general specifications on the previous page.
- Use vertical rules to divide columns of information:
  - Size the column width to accommodate the requested information. (Note: Using this method, if column widths are similar in size, make them the same.)
  - Do not use vertical rules at the far left or right edges of a check.
  - Connect the bottom of each vertical rule to a horizontal rule. Do not connect the tops of vertical rules to horizontal rules; instead, align the top of each vertical rule with the top of the capital letter in the first line of the typography.
- Use ⅛-inch horizontal bars for additional structure and emphasis. Reverse any typography from these bars, placing it 3 points from the left edge of the bar.

### Typography & Text Placement
Use only Univers Condensed in checks.
- For general information, use 8/8-point Univers 47.
- For emphasis, use 8/8-point Univers 67.
- To deemphasize information, use 6/6-point Univers 47.
- For the monetary symbol (for example, $ or £), use 16-point Univers 67, placed flush left 3 points above the horizontal rule for the check amount.

Place the baseline of check typography 8 points below or 3 points above a horizontal rule.

Place check typography 3 points to the right of a vertical rule and end the top of the vertical rule at the top of the capital letter.

Whenever possible, align typography with other typography and layout elements.

### Margins
When possible, maintain the following minimum margins:
- above the signature Monogram, ¼ the diameter of the Monogram
- at the sides and bottom of the check, ⅛ inch

### Security Pattern
To ensure confidentiality, use an envelope security pattern consisting of a field of repeated dots. Reproduce the pattern in positive or negative form on the inside or outside of envelopes used for checks.

### Dynamic Monogram
Use the Dynamic Monogram in the background of checks according to the standards and guidelines in document 134, Dynamic Monogram.

### Colors
- For the primary color on all checks, use black.
- To highlight important information (such as the imprinted serial number), use Laser Red.
- To differentiate or emphasize areas, use a 10 percent black screen.
- In the Dynamic Monogram, use any appropriate color (Note: Normally, the letters/curlicues are reproduced lighter than the field. When opposing tone progressions are used, it is permissible for a small part of the top portion of the curlicues to be darker than the field, as shown in the examples on pages 19 and 20.)
- For the paper stock, use white.

### Notes:
- The Laser Line is the only element of the graphic signature that may be reproduced in red. Do not use red in the signature Monogram or any signature typography.
- To maintain distinction in the Laser Line, do not use Laser Red in other fine lines.
Examples of Checks

Examples are shown at a reduced size.
Examples of Checks

The Laser Line may bleed left, but begin and end all other horizontal rules at the margins.

The envelope security pattern may be used on the inside or outside of the envelope. When using the pattern on the outside, keep the area behind the graphic signature clear.

Outside

For emphasis, use 1/6-inch, 1/4-inch, or 1/3-inch horizontal bars and reverse Univers 67.

Inside

To open, fold and carefully tear along perforations 1, 2, and 3.

Examples are shown at a reduced size.
The GE facility sign standards apply to facilities owned or operated by the Company and its components, subcomponents, and licensed affiliates.

The GE facility sign standards have been designed to fulfill two basic requirements:

• **Legibility.** This functional requirement is achieved by
  - providing a sufficient number of actual sizes of the signature Monogram and signature typography—in specific relative sizes—to ensure that both elements remain legible at typical viewing distances under typical viewing conditions
  - simplifying and clarifying information by standardizing its presentation and eliminating unnecessary or redundant signs

• **Communication of the qualities of dynamism and innovation.** This communication requirement is achieved by
  - featuring the GE identity elements, which have been created to communicate specific attributes of high technology, dynamism, and innovation
  - streamlining and modernizing the appearance of facility signs by using innovative sign structures such as the triangular pylon and the dynamic base

In addition, the sign standards have been created to

• **demonstrate GE products** such as Lexan polycarbonate and GE lighting

• **unify** the signs used by all GE components and licensed affiliates at all facilities so that each draws from and contributes to the strength of the GE identity.

**Note:** The GE sign standards are a self-contained system requiring a uniform and complete change-over of all identification signs at any particular site. This system is not compatible with signs installed before the GE Identity Program was introduced in 1987. When installing new signs, remove all identification signs installed before 1987.
Facility Signs

Contents

General Guidelines

Primary Signs:
- Pylon Sign
- Monument Sign
- Pole Sign
- Ground Sign

Supporting Signs:
- Wall Sign
  - Cantilever Mount
  - Flush Mount
- Individual Sign Elements
- Roof Sign
- Decals on Glass Doors
- Directional Signs

How to Order Facility Signs
The guidelines summarized here help familiarize you with the graphic elements used in signs.

For detailed fabrication, installation, and maintenance specifications and drawings for most sign models, see document 285, Facility Signs Engineering Drawings.

To obtain GE signs, see “How to Order Facility Signs,” page 50.

Graphic Signatures
With few exceptions, a graphic signature is used on all facility signs. Depending on the size and shape of the sign format and the length of the name used in the signature, any of the approved signature arrangements may be used, as shown in the examples of typical signs on pages 03 to 20. These include the
• primary signature
• compact signature
• vertical signature
• special signatures

For more information on these signatures, see document 131, Graphic Signatures.

Note: On directional signs, a graphic signature is not used, but the signature Monogram and Laser Line are used, as shown on page 21.

Monogram Alone
At facilities where several components or affiliates are located, or in retrofitting certain existing signs, the Monogram alone may be used as a facility sign.

Signature Typography
• Sizes. To make the signature typography legible at a great distance, it is usually sized so the capital height equals 1⁄2 or 3⁄4 the diameter of the signature Monogram.

• Style. Univers 68* is used for all signature typography. Note: Univers 48* is not used in GE signs because it does not remain legible at a great distance.

• Content. The content of the graphic signature used in a facility sign is limited to either or both
  - the communicative name of the component or affiliate
  - the geographic location

Note: No other messages may be used in the graphic signature in a facility sign.

Other Typography
• In facility signs, other messages, such as the names of other components or subcomponents or the location of the facility, may appear below the Laser Line only if their appearance on the sign is required for visitors. These names appear in Univers 68,* are aligned flush left with signature typography, and are usually sized to be smaller than the height of the signature typography.

• In directional signs, Univers 65 is used for the names of all destination points in a facility.

Color
Color varies by sign type, as shown in the examples on pages 03 to 21. To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
Either the one- or three-quarter version of the Dynamic Monogram may be used in most facility signs, as shown in the examples of typical signs on pages 03 to 20.

Note: The Dynamic Monogram is not used on directional signs or on signs lighted only internally.

Lighting
Depending on the type of sign, internal, external, or both types of lighting may be used. Lighting options are described for each typical sign on pages 03 to 21.

Reproduction Materials
For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:
• GE Logo Font, containing all versions of the signature and Dynamic Monograms
• authentic versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
The pylon sign is a three-faced monolith rising from a dynamic base. It is available in two standard heights: 12 and 20 feet. Because of its strong verticality, unique triangular structure, and dynamic base, this sign is a striking accent to any facility.

The pylon sign is preferred as the primary sign at locations where
• there is sufficient space for its installation, such as a lawn area
• the sign is normally viewed from more than one direction

Dynamic Base
The chief function of the dynamic base is aesthetic. When viewed from different angles, the base appears to be a portion of a large solid block, buried below but breaking through the earth’s surface at a surprising angle. To emphasize this dramatic quality, the base may be finished in Laser Red, as shown in the drawing at the right. The base also may be finished in dark grey.

continued
Graphic Signature
To maximize the capital height of the signature typography, only the vertical signature arrangement is used on pylon signs. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The three-quarter version of the Dynamic Monogram is used on pylon signs. It is reproduced slightly darker than the background grey.

Note: On all faces of the pylon sign, the tops of the Dynamic Monograms are horizontally aligned parallel to the ground line. Because the top surface of the dynamic base slopes, the Monograms are not trimmed as usual:
• On the two front face panels of the pylon, the bottoms of the Monograms are trimmed at an angle.
• On the back face of the sign, the Monogram is trimmed higher than usual.

To facilitate this trim, the signature Monogram is used instead of the Dynamic Monogram.

Lighting
The pylon sign must be lighted with a combination of internal and external illumination to make the unique shape, dynamic base, and message visible at night:
• The signature Monogram and Laser Line are internally illuminated.
• Signature typography and other typography (if used), the Dynamic Monogram, and the dynamic base are externally illuminated.

For more information, see document 285, Facility Signs Engineering Drawings, pages 03.01 to 03.36.

Note: Drawings are not to scale.
The monument is a single-faced sign rising from a dynamic base. It is available in two standard heights: 6'6" and 9'8". Because of its simple horizontality, this sign is more traditional in appearance than the pylon sign, but with the dynamic base, the sign is a striking accent to GE facilities.

As a single-faced sign, the monument sign is installed parallel to a two-way street or perpendicular to a one-way street.

The monument sign is preferred as the primary sign at locations where:

• there is sufficient space for its installation, such as a lawn area
  (Note: At locations where insufficient space prevents use of the dynamic base, the ground sign, page 09, may be used.)
• a single-sided sign is legible from typical viewpoints

**Dynamic Base**

The chief function of the dynamic base is aesthetic. When viewed from different angles, the base appears to be a portion of a large rectangular solid block, buried below but breaking through the earth’s surface at a surprising angle. To emphasize this dramatic quality, the base may be finished in Laser Red or, as shown in the drawing, in dark grey.

*continued*
Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred on the monument sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
Because the signature Monogram is large in the format, the one-quarter version of the Dynamic Monogram is used on monument signs. It is reproduced slightly darker than the background grey.

Lighting
The monument sign must be lighted with a combination of internal and external illumination to make the unique shape, dynamic base, and message visible at night:
• The signature Monogram and Laser Line are internally illuminated.
• Signature typography and other typography (if used), the Dynamic Monogram, and the dynamic base are externally illuminated.

For more information, see document 285, Facility Signs Engineering Drawings, pages 05.01 to 05.35.
The pole sign is a double-faced sign available in two standard sizes, 7' x 7' and 11'6" x 11'6", which can be mounted at heights up to 30 and 40 feet, respectively. Because of its height and the size of the signature typography, this sign is recommended where visibility at a great distance or from a highway is required.

Note: Because of the sign size and height, and to withstand strong wind loads, the face of the pole sign is a light-weight flexible material—not Lexan polycarbonate.
Graphic Signature
To maximize the height of the signature typography, only the vertical signature arrangement is used on pole signs. Examples of typical signatures are shown in the drawings at the right.

Monogram Alone
At facilities where several components or affiliates are located, or at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, the Monogram alone may be used on the pole sign.

Typography
For information on signature typography, see the general guidelines on page 02.

Note: On pole signs, typography is not used outside the graphic signature.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on pole signs.

Lighting
The entire sign face is internally illuminated (with the face of the sign white). Poles may be externally illuminated, if desired.

For more information, see document 285, Facility Signs Engineering Drawings, pages 07.01 to 07.31.
The ground sign is identical to the monument sign, except it is double-faced and does not use the dynamic base. It is available in three standard heights, 6'0", 7'3", and 10'6", and is installed perpendicular to the road.

Note: The ground sign may be fabricated as a single-faced sign.

The monument sign, on page 05, is preferred over the ground sign as the primary sign wherever site conditions permit installation of the dynamic base. When installation of the dynamic base is not possible, the ground sign may be used.

The ground sign may also be used to identify a portion of a facility, such as a building.

continued
Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred for the ground sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
As an option, the one-quarter version of the Dynamic Monogram may be used on the ground sign.

Lighting
The ground sign may be lighted with a combination of internal and external illumination:
• The signature Monogram and Laser Line may be internally illuminated.
• The signature typography and other typography (if used) and the Dynamic Monogram (if used) may be externally illuminated

This sign may also be
• only externally illuminated
• nonilluminated

For more information, see document 285, Facility Signs Engineering Drawings, pages 09.01 to 09.52.
The cantilever-mounted wall sign is double-faced and is available in two standard sizes: 4'0" x 4'0" and 6'0" x 6'0".

Generally, this sign is used as a supporting sign along with a primary sign. Nevertheless, the cantilever-mounted wall sign may be used as the primary sign at locations where:

- space is insufficient to install a pylon, monument, pole, or ground sign
- such a mount (perpendicular to the mounting surface) enhances visibility of the sign

When the sign is used as the primary sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.

continued
Graphic Signatures
To take advantage of the square sign format, only the vertical signature arrangement is used in this wall sign. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on cantilever-mounted wall signs.

Lighting
The entire sign face may be either
• internally illuminated (with the face of the sign white)
• nonilluminated (with the face of the sign very light grey)

For more information, see document 285, Facility Signs Engineering Drawings, pages 11.01 to 11.26.
The flush-mounted wall sign is single-faced and is available in two standard sizes: 3'0" x 7'6" and 5'1" x 12'9".

Generally, this sign is used as a supporting sign along with a primary sign. Nevertheless, the flush-mounted wall sign may be used as the primary sign at locations where

- space is insufficient to install a pylon, monument, pole, or ground sign
- such a mount (parallel to the mounting surface) enhances visibility of the sign

When the sign is used as the primary sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.

continued
Graphic Signatures
To take advantage of the horizontal sign format and to keep typography as large as possible, the compact signature arrangement is preferred on the wall sign. When two or more lines are required for the signature typography, the top line is positioned to the right of the signature Monogram. Examples of typical signatures are shown in the drawings at the right.

Note: The Monogram may not be used alone on this sign.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The one-quarter version of the Dynamic Monogram may be used on nonilluminated wall signs. The Dynamic Monogram is not used on signs illuminated entirely internally.

Lighting
The entire sign face may be either
- internally illuminated
  (with the face of the sign white)
- nonilluminated
  (with the face of the sign very light grey)

For more information, see document 285, Facility Signs Engineering Drawings, pages 13.01 to 13.26.
A graphic signature may be fabricated as individual elements and applied to any structurally sound surface, such as a building wall. The individual elements may be of plastic-faced metal container or metal channel construction. The metal channel construction may be especially applicable for small sizes and interior signs, such as signs for lobbies.

Generally, this sign is used as a supporting sign along with a primary sign. Nevertheless, individual elements may be used as the primary sign at locations where a pylon, monument, pole, or ground sign cannot be installed.

*continued*
Graphic Signatures
Depending on the space available for the sign and the letter size required to maintain legibility at the average viewing distance, any of the graphic signature arrangements described in the general guidelines on page 02 may be used. Examples of typical signatures are shown at the right.

Monogram Alone
At facilities where several components or affiliates are located, at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, or when the sign is used as a supporting sign, the Monogram may be used alone.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature, white is used in the letters/curlicues of the signature Monogram and on the face of all typography for all plastic-faced elements. Metal elements may also be aluminum or steel-colored (not brass or bronze). Dark grey or black is used on all returns. The Laser Line appears in Laser Red, with red neon used whenever the sign is illuminated. The Monogram for plastic-faced elements has a black field to contrast with the white letters. The Monogram for metal elements uses the building façade as the field, as shown in the drawing.

Dynamic Monogram
The Dynamic Monogram should not be fabricated as an individual element (or elements). As an option, any version of the Dynamic Monogram may be painted on a structurally sound surface, such as a building wall, and reproduced according to the guidelines in document 134, Dynamic Monogram.

Lighting
All elements may be internally illuminated or nonilluminated.

For more information, see document 285, Facility Signs Engineering Drawings, pages 15.01 to 15.35.
The roof sign is a custom-built sign, specially designed for use on top of a specific building.

Generally, this sign is used as a supporting sign along with a primary sign. Nevertheless, the roof sign may be used as a primary sign at locations where a pylon, monument, pole, or ground sign cannot be installed.

When the sign is used as the primary sign, it should be illuminated. When used as a supporting sign, it may be nonilluminated.
Graphic Signatures
Depending on the space available for the sign and the letter size required to maintain legibility at the average viewing distance, any of the graphic signature arrangements described in the general guidelines on page 02 may be used.

Monogram Alone
At facilities where several components or affiliates are located, or at sites where the sign is visible from such a distance that the signature typography would be illegible even at its maximum size, the Monogram may be used alone.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions, black is used in the signature Monogram and typography. As usual, in the graphic signature Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on roof signs.

Lighting
The entire sign face may be
• internally illuminated (with the face of the sign white)
• externally illuminated or nonilluminated (with the face of the sign very light grey)

Note: Because the roof sign is custom-designed, engineering drawings for it are not available.
Decals of graphic signatures, the Monogram alone, other typography, and the Dynamic Monogram may be used on the outside surface of glass doors.

Generally, decals are used as supporting signs along with a primary sign. Nevertheless, decals may be used as the primary facility identification sign at locations where a pylon, monument, pole, ground, or wall sign cannot be installed.

*continued*
Graphic Signatures
Depending on the space available for the decal, any of the basic graphic signature arrangements (the primary, compact, and vertical signatures) may be used. Note: The special signatures may not be used on glass doors.

For more information on the basic signatures, see document 131, Graphic Signatures, page 10.

Monogram Alone
At facilities where several components or affiliates are located, the Monogram may be used alone on glass doors in place of a graphic signature. Note: Avoid using the Monogram alone or in multiples as a decorative or safety device on glass doors or walls.

Typography
For information on signature typography and other typography, see the general guidelines on page 02.

Color
To ensure legibility of the graphic signature under adverse viewing conditions and on glass doors of any tint, decals should be prepared in the following colors:

- *signature Monogram*, either
  - letters/curlicues, white; field, no color (clear)
    Note: In artwork, use a reverse Monogram.
  - letters/curlicues, white; field, Platinum Grey
    Note: In artwork, use a positive Monogram.
- *signature typography*: white
- *Laser Line*: Laser Red or white
- *other typography (if used)*: white
- *Dynamic Monogram*: letters/curlicues, translucent (clear but with an etched-glass or sand-blasted texture or milky white color); field, no color (clear)
  Note: In artwork, use a reverse Dynamic Monogram.

Dynamic Monogram
The three-quarter version of the Dynamic Monogram is preferred on glass doors.

Note: To order decals, contact
HA-LO, Creative Concepts in Marketing
1501 HALO Drive
Troy, MI 48084
800 521-0639

Note: Drawings are not to scale.
The standard directional sign provides
• a visual complement to each of the primary and supporting GE facility signs
• enough space to accommodate a typical amount of directional information

Depending on the amount of information required, three sizes may be used: 2'8" x 4'0", 4'0" x 6'0", and 6'0" x 9'0".

A directional sign should be placed at any point along a traffic route leading around or through a GE facility where a decision to proceed in a different direction is required. Generally, the sign should be placed at or just preceding the decision point, and it should be installed perpendicular to the flow of traffic.

Note: This sign may also be used without arrows to identify a portion of a facility, such as a building, entrance, area, or parking lot.

Graphic Signature
Because a directional sign is used in addition to one or more primary signs and because of the limited space on the sign, a graphic signature is not used. Nevertheless, the signature Monogram and the Laser Line are used, as shown in the drawing.

Typography
Univers 65 is used for all typography on the directional sign.

Color
To ensure legibility under adverse viewing conditions, black is used in the signature Monogram and all typography. As usual, Laser Red is used only in the Laser Line.

Dynamic Monogram
The Dynamic Monogram is not used on the directional sign.

Lighting
Generally, directional signs are not illuminated; the letters, Monogram, and Laser Line are made of reflective vinyl. If site conditions require illumination, the sign may be externally lighted.

For more information, see document 285, Facility Signs Engineering Drawings, pages 21.01 to 21.23.
Follow this procedure to order facility signs:

**Step 1: Complete a GE facility sign survey.**
Conducted by an authorized consultant familiar with the GE sign standards, the sign survey provides you with an objective evaluation of your sign needs and gives you the opportunity to eliminate unnecessary or redundant signs.

In addition, to maintain good visibility, the survey advises on the optimum size, location, and facing of all identification signs. It can also help you determine whether any existing sign structures can be retrofitted with new sign faces.

**The GE facility sign survey is available for any GE facility or location in the continental United States for a fixed fee** (inclusive of time, travel, and out-of-pocket expenses) and includes:

- **meeting with appropriate personnel** on site to review the GE sign system and its adaptation to the location/facility
- **photographs** of current signs and traffic approaches, with two sets of photographs submitted with the sign survey recommendation
- **preliminary review of all local codes** regarding sign height, size, and setback requirements; all recommendations based on these restrictions
- **a recommendation for primary and secondary identity signs**, with the survey photographs and a preliminary site plan showing sign locations
- **cost estimate** for the sign conversion with a list of approved sign manufacturers who can bid on the project
- **follow-up with the sign manufacturer** to confirm the understanding of the design package and specifications (following the contract award, which is the sole responsibility of the GE component or affiliate)

Concurrently with the GE facility sign survey, you may want the sign consultant to survey for directional and safety signs. For an additional fee, the following services are available:

- sign survey for directional and safety signs
- detailed site plan for all primary, secondary, and directional signs
- message layout for directional signs
- bid package specifications for all signs
- sign permit applications
- shop drawing review
- inspection of manufacturing and installation

**To arrange for a sign survey, contact**
Sign Management Consultants
Three Lakeview Place, 25 Century Blvd., Ste. 410
Nashville, TN 37214
615 885-1661

**Step 2: Select signs.**
Based on survey recommendations, choose the signs to be manufactured and installed.

**Step 3: Bid the sign manufacture and installation.**
Select from the a list of sign fabricators provided as part of the sign survey or choose your own fabricator. Any sign fabricator may be selected to manufacture GE facility signs.

**Step 4: Award the sign contract.**
Generally, the selected manufacturer assumes responsibility for

- removing all old signs
- manufacturing new signs or elements to retrofit existing signs
- installing all new signs
- subcontracting any specialty services (such as site wiring, provided by an electrician) as required

**Note: To order decals, see page 20.**

* • All GE facility sign surveys will be completed within 45 days of receipt of order.
  • Purchase orders should accompany written confirmation of sign survey orders.
  • Invoices will be submitted on completion of surveys and are payable in full immediately on receipt.
These standards apply generally to new and retrofitted vehicles that are owned or leased by the Company or its components, subcomponents, and licensed affiliates and that travel on public thoroughfares. Guidelines for vehicles used only on Company property and other special applications appear on pages 08 to 14.

The Company’s fleet of vehicles serve as moving billboards, informing a wide audience of the Company’s diverse products and services. Although the size and make-up of this audience is difficult to measure precisely, it has been estimated that a typical for-hire tractor-trailer traveling on a mix of urban and rural roadways generates 7,900,000 visual impressions per year. For a typical local delivery van, using estimates of time-in-operation impressions plus those generated while the vehicle is stopped, the number of visual impressions generated per year is more than 16,250,000.*

The vehicle identification standards therefore have been created to

- streamline and modernize the appearance of vehicles by eliminating unnecessary and outdated identification elements
- standardize the use of GE Identity Program elements
- consistently identify and unify the fleet
- optimize safety through the use of materials that help make the vehicles conspicuous under adverse viewing conditions
- control costs through the use of common materials and design elements

General Guidelines

Typical Examples:
- Tractor-Trailers
- Service Vans
- Service Pickup Trucks
- In-Plant Vehicles
- Industrial Haulage
- Heavy Construction Equipment
- Tarpaulins
- Straight-Box Trucks
Use white as the base color of the vehicle. White is one of the most visible colors under typical viewing conditions and therefore contributes to the safety of the vehicle.

Use a graphic signature on the side and/or rear of the vehicle.

- The primary signature is preferred, but where space available for identification is limited, the compact or vertical signature may be used.
- Use all three elements of the graphic signature—the signature Monogram, signature typography, and Laser Line—on Company vehicles, as shown in the examples on the following pages.
- Construct graphic signatures and specify signature elements according to the guidelines in document 131, Graphic Signatures.
- In the signature typography, use one of the following:
  - the communicative name of the component or affiliate, such as “GE Consumer Service”
  - the basic competence of a business, such as “GE Utility & Industrial Service”
  - a promotional slogan, such as “We bring good things to life.”
  - a combination of the communicative name and a promotional slogan

A promotional slogan may appear below the signature typography, aligned flush left with that typography, in Univers 68* or 48.*

- Whenever possible, bleed the Laser Line left off the identification format. When this is not possible, begin the Laser Line flush left with the left edge of the signature Monogram.

- Depending on the length of the Laser Line and the overall appearance of the graphic signature in the identification format on vehicles, end the Laser Line either
  - at a point vertically aligned with the end of the bottom of the letter “E” in “GE” (or, if “GE” is not used in the signature typography, at a point to the right of the beginning of the signature typography equal to 1½ times the capital height)
  - at a point of vertical alignment with the end of the signature typography

Note: The end of the Laser Line is cut square. The end does not match the angle of the italic signature typography.

Use Univers 68* and, if needed, Univers 48* for typography appearing outside the graphic signature on the vehicle whenever possible. When this is not possible, select other typefaces from the Univers series, unless local regulations mandate use of a different typeface. For more information, see document 133, Typography, page 02.

Use the corporate colors in signature elements except as noted:

- Use Platinum Grey or GE Reflective Grey** in the signature Monogram.
- Use Laser Red in the Laser Line. This color may be reflective, if desired.
- Use black in the signature typography.

continued

*In computer typesetting, other names may be used, such as
  - for Univers 68, Univers (67) Condensed Bold Oblique
  - for Univers 48, Univers (47) Condensed Light Oblique

**Scotchlite brand reflective sheeting 590-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.
Use black or an appropriate color in primary trademarks and typography appearing outside a graphic signature.

Do not use
- component, subcomponent, division, or department logotypes or symbols
- graphic elements, photographs, or illustrations as graphic support.

Instead, use the Dynamic Monogram.

- Use the Dynamic Monogram only on the sides of trailers and service vans. Do not wrap the Dynamic Monogram around adjacent sides or the top of a vehicle; do not use it on the front or rear of a vehicle.

- Use of the Dynamic Monogram on other vehicles is optional but desirable wherever there is sufficient room to reproduce it very large.

For more information, see document 134, Dynamic Monogram.

- Use GE Reflective Grey* in the Dynamic Monogram. The reflective grey material is used in the field (including the outline circle) of the positive Dynamic Monogram; the white base color of the vehicle is used in the letters/curlicues.

Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Whenever possible, avoid hand-painted applications.

Reproduction Materials

For computer artwork, the following reproduction materials are available from the GE Identity Website to all GE employees and their suppliers:
- GE Logo Font, containing all versions of the signature and Dynamic Monograms
- approved versions of the program typefaces:
  - Univers and Univers Condensed
  - ITC New Baskerville

*Scotchlite brand reflective sheeting 590-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.
Note: See the general guidelines on pages 02 to 03.

Monogram
Use a full graphic signature on the rear of the trailer. Use the signature Monogram on both cab doors and on the wind spoiler.

Do not use the signature Monogram on the sides of the trailer.

Position the horizontal Dynamic Monogram to bleed off the top, bottom, and left edges of both sides of the trailer.

Typography

Communicative name:
Use Univers 68* and, if needed, Univers 48* for signature typography.

Secondary typography:
Use Univers 68* and, if needed, Univers 48* for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line:
Bleed the Laser Line left off the side of the trailer whenever possible. Bleed the Laser Line off both sides of the wind spoiler.

Color

Cabs and trailers: white
Signature Monogram: Platinum Grey or GE Reflective Grey**
Dynamic Monogram: GE Reflective Grey**
Laser Line: Laser Red (may be reflective)
Typography: black

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique

**Scotchlite brand reflective sheeting 590-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.
Monogram
Use the signature Monogram and a full graphic signature on the rear door only. Do not use the signature Monogram on the sides of the van.

Two special versions of the Dynamic Monogram are used on the van:
• On the driver’s side, the Dynamic Monogram bleeds off the right end of the side panel.
• On the passenger’s side, it bleeds off the left end.

Typography
Communicative name:
Use Univers 68* and, if needed, Univers 48.*

Secondary Typography:
Use Univers 68* and, if needed, Univers 48* for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line:
• On the driver’s side, bleed the Laser Line left off the left edge of the driver’s door.
• On the passenger’s side, bleed the Laser Line left to the end of the side panel; do not wrap the Laser Line onto the rear panel.
• On the rear of the van, bleed the Laser Line left and right off both doors.

Color
Van body: white
Signature Monogram: Platinum Grey or GE Reflective Grey**
Dynamic Monogram: GE Reflective Grey**
Laser Line: Laser Red (may be reflective)
Typography: black
Primary design marks (other than the Monogram): black or appropriate color

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique

**Scotchlite brand reflective sheeting 390-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.
Service pickup trucks and panel trucks with windows carry full graphic signatures on the doors only but, because of limited space, do not include the Dynamic Monogram.

**Monogram**

Use the signature Monogram in the graphic signatures on both doors.

**Typography**

*Communicative name:*
Use Univers 68* and, if needed, Univers 48.*

*Secondary typography:*
Use Univers 68* and, if needed, Univers 48* for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

*Laser Line:*
The Laser Line bleeds off the left edge of each door.

**Color**

*Truck body: white*

*Signature Monogram: Platinum Grey or GE Reflective Grey**

*Laser Line: Laser Red (may be reflective)*

*Typography: black*

**Reproduction**

Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

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*In computer typesetting, other names may be used, such as

* for Univers 68, Univers (67) Condensed Bold Oblique
* for Univers 48, Univers (47) Condensed Light Oblique

**Scotchlite brand reflective sheeting 590-10, produced by 3M Company, is custom screen-printed to create GE Reflective Grey.*
Because the base color of in-plant vehicles varies for reasons of safety and maintenance, graphic signatures are not used on these vehicles.

Instead, the signature Monogram is used alone.

Color

Dark-colored vehicles:
Use white in the letters/curlicues of the reverse signature Monogram, with the color of the vehicle appearing in the field.

Light-colored vehicles:
Use black in the field and outline circle of the positive signature Monogram, with the color of the vehicle appearing in the letters/curlicues.

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.
Because the base color of industrial haulage vehicles varies for reasons of safety and maintenance, and because the space available for identification is often limited, graphic signatures are not used on these vehicles.

Instead, the signature Monogram is used alone.

Color

Dark-colored vehicles:
Use white in the letters/curlicues of the reverse signature Monogram, with the color of the vehicle appearing in the field.

Light-colored vehicles:
Use black in the field and outline circle of the positive signature Monogram, with the color of the vehicle appearing in the letters/curlicues.

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.
Because the base color of heavy construction equipment varies for reasons of safety and maintenance, and because the space available for identification is often limited, graphic signatures are not used on these vehicles.

Instead, the signature Monogram is used alone.

**Color**

*Dark-colored vehicles:*
Use white in the letters/curlicues of the reverse signature Monogram, with the color of the vehicle appearing in the field.

*Light-colored vehicles:*
Use black in the field and outline circle of the positive signature Monogram, with the color of the vehicle appearing in the letters/curlicues.

**Reproduction**

Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.
If a tarpaulin is designed to fit a particular product, and if its surface is smooth and flat for identification that is easily seen, follow the guidelines at the right. If a tarpaulin does not provide a suitable smooth, flat surface for identification, or if it is used on products of different sizes and shapes (making visibility of the identification difficult to ensure), do not use identification elements on such a tarpaulin. Instead, use a single flat color for the tarpaulin: for example, Platinum Grey or Laser Red.

Use a graphic signature containing one of the following:
- the communicative name of the component or affiliate, as shown in the example
- a generic name for the product
- a secondary word mark + a generic name for the product (optional)

For more information, see document 131, Graphic Signatures.

Typography
Signature typography:
Use Univers 68 and, if needed, Univers 48.
For more information, see document 131, Graphic Signatures, pages 31 to 35.

Secondary typography:
Use Univers 68 and, if needed, Univers 48 for additional information required on the tarpaulin.

Laser Line:
Begin the Laser Line flush left with the left edge of the signature Monogram; do not bleed the Laser Line left off the tarpaulin. End the Laser Line, depending on which signature is used, according to the guidelines in document 131, Graphic Signatures, pages 10 to 18.

Color
Tarpaulin material: Platinum Grey
Graphic signature: white
Note: Use white in the letters/curlicues of the reverse signature Monogram, with the color of the tarpaulin appearing in the field.

If desired, reproduce the Laser Line in Laser Red.

Reproduction
Use photomechanical screen printing to reproduce identification elements on tarpaulins. Avoid hand-painted applications.
Monogram
Use the signature Monogram and a full graphic signature on the rear door only. Do not use the signature Monogram on the sides of the truck.

Two special versions of the Dynamic Monogram are used on the truck:
• On the drivers’ side, the Dynamic Monogram bleeds off the right end of the box.
• On the passenger’s side, it bleeds off the left end.

Typography
Communicative name:
Use Univers 68* and, if needed, Univers 48.*
Note: For long names, use a small type size and/or stack the type.

Secondary Typography:
Use Univers 68* and, if needed, Univers 48* for additional information required on the vehicle, unless local regulations mandate use of a different typeface.

Laser Line
• On the driver’s side, bleed the Laser Line left, across the Dynamic Monogram as shown.
• On the passenger’s side, bleed the Laser Line right, across the Dynamic Monogram as shown.
• On the rear of the truck, bleed the Laser Line left.

Color
Body: white
Signature Monogram: Platinum Grey
Dynamic Monogram: Reflective Grey
Laser Line: Laser Red (may be reflective)
Typography: black

Reproduction
Use computer-assisted cutting equipment, photo-etched dies, or photomechanical screen printing to produce decals of vehicle identification elements. Avoid hand-painted applications.

*In computer typesetting, other names may be used, such as
• for Univers 68, Univers (67) Condensed Bold Oblique
• for Univers 48, Univers (47) Condensed Light Oblique
affiliate
an independent legal entity, separate and distinct from the Company, in which the Company or one of its components or affiliates holds a direct or indirect ownership interest

acquisitions naming process
the method by which names are developed for acquired affiliates, using the five-level naming scheme and the naming decision tree
(See document 341, New Businesses Name & Trademark Practices, pages 21 to 27.)

application
an item of promotional or permanent media

background
the area surrounding an image; specifically, the area surrounding the Monogram

baseline
the alignment point of letterforms along their bottom edges

bleed
to reproduce so the image continues off the format

brand mark
synonym for word mark or design mark

capital height
the vertical dimension of an uppercase letter measured from its top to its base perpendicular to the baseline

capital letter
a large or uppercase letter as distinct from a lowercase letter in the alphabet

communicative name
the informal name of the Company or one of its organizational elements, used in conversation, copy, and graphic signatures. It does not contain legal terms such as “Inc.” or “Ltd.” or organizational terms such as “Division” or “Group.”
(For example, the communicative name of the General Electric Company is “GE.”)

component
a wholly owned organizational element of the Company that operates without a separate board of directors

condensed
having the characteristic of type compressed in width (For example, this sentence is typeset in a condensed typeface.)

corporate color
Platinum Grey or Laser Red
(See document 132, Color, page 02.)

corporate mark (primary GE trademark)
a word mark or design mark used to designate the GE brand of products or services, including the
• Monogram
• block letters “GE”
• GE slogan, “We bring good things to life.”
(See document 121, Primary Trademarks & Service Marks, page 02.)

design mark
a symbol, logotype, or other visual device adopted and used by the Company to designate its products or services and differentiate them from any others. A design mark is usually protected by registration in the U.S. Patent & Trademark Office (for example, the Monogram, the NBC Peacock, the RCA logotype).
(See document 121, Primary Trademarks & Service Marks, page 01.)

Dynamic Monogram
one of the authorized drawings of only a portion of the Monogram, used as graphic support in program applications
(See document 134, Dynamic Monogram.)

continued
field
the area within the Monogram, excluding
the letters/curlicues and including the outline circle
of the positive Monogram
(See document 131, Graphic Signatures, page 30.)

generic name
a name consisting of common words not protected by trademark registration

five-level naming scheme
a tool used in the acquisitions naming process that includes five types of names, each communicating a specific degree of association between the Company and an acquired affiliate
(See document 341, New Businesses Name & Trademark Practices, pages 22 and 23.)

flush left
aligned at a common left margin
(See visually flush left.)

format
an area in which elements of identification, such as graphic signatures and other graphic and typographic elements, are placed

four-color process
a method of reproducing full color by separating the desired colors into screen values of the primary ink colors—cyan, magenta, and yellow—and black, and printing them in combination

GE brand
the thoughts, feelings, associations, and expectations created by the
• Company’s or its licensees’ products or services
• Monogram
• GE slogan “We bring good things to life.”

graphic signature
the fundamental visual expression of identity, consisting of three elements, the
• signature Monogram
• signature typography
• Laser Line
configured in one of the acceptable arrangements
(See document 131, Graphic Signatures.)

graphic support
a visual element used in a layout to enhance the verbal message conveyed in a graphic signature or other typography such as a title or headline (for example, a photograph, an illustration, a thematic graphic, or the Dynamic Monogram)

grid
an underlying structure used to organize elements in a layout

italic
having the characteristic of type with main strokes slanting to the right (For example, this sentence is typeset in an italic typeface.)

join marks
the Monogram combined with an affiliate mark, used to identify a joint venture
(See document 341, New Businesses Name & Trademark Practices, pages 32 to 35.)

joint venture
an independent legal entity, separate and distinct from the Company, that GE and one or more business partners start
(See document 341, New Businesses Name & Trademark Practices, pages 30 to 39.)

continued
Laser Line
the fine horizontal line used as an element of graphic signatures
(See document 131, Graphic Signatures, page 36.)

Laser Red
the corporate color often used in the Laser Line, the standard for which is specified in document 132, Color, page 02

layout
the arrangement of graphic and typographic elements within a format

legal name
the formal name under which the Company or one of its organizational elements operates as a lawfully registered business, generally used in media only when required by law, such as in the address block on letterheads and in contracts, proposals, and agreements. A legal name often contains legal terms such as “Company,” “Inc.,” or “Ltd.” A legal name is not used in a graphic signature. (For example, the legal name of GE is “General Electric Company.”)

letters/curlicues
the script lettering of “GE” plus the scrolls that form a circle around the lettering in the Monogram (used as an abbreviated reference) (See document 131, Graphic Signatures, page 30.)

letterspacing
the space between letters in a word

line spacing
the space between lines of typography

linear Dynamic Monogram
one of the authorized drawings of the Dynamic Monogram in which the field is composed of fine horizontal lines
(See document 134, Dynamic Monogram, pages 06 and 07.)

lowercase letter
a small letter as distinct from a capital letter in the alphabet

margin
the area in a format usually kept clear of running text

mark
synonym for word mark or design mark
(See document 121, Primary Trademarks & Service Marks, page 01.)

match color
a color reproduced using a specially mixed ink instead of four-color process

media
forms of communication

Monogram
the authorized drawing of the trademark design, containing the initials “GE” in script lettering enclosed in curlicues forming a circle, that appears in GE Identity Program documents (See document 131, Graphic Signatures, page 30.)

naming decision tree
a tool used in the acquisitions naming process consisting of a succession of questions, the answers to which assist in selecting from the five-level naming scheme
(See document 341, New Businesses Name & Trademark Practices, pages 24 and 25.)

outline circle
the outside line surrounding the letters/curlicues in the positive form of the Monogram
(See document 131, Graphic Signatures, page 30.)

continued
permanent media
forms of communication that do not convey changing promotional messages and are therefore designed once and reproduced without significant change (for example, stationery, business forms, signs, vehicles, product identification, shipping cartons)

pica
the basic typographic unit of measure used in GE Identity Program documents, equal to $\frac{1}{6}$ inch

Platinum Grey
the corporate color often used in the Monogram and signature typography, the standard for which is specified in document 132, Color, page 02

point
the smallest typographic unit of measure used in GE Identity Program documents, equal to $\frac{1}{12}$ pica

positive
being dark in value against a light background

primary mark
a design mark or word mark used to designate a broad range of the Company’s products or services
(See document 121, Primary Trademarks & Service Marks.)

program application
an item of promotional or permanent media prepared according to the GE Identity Program standards and guidelines

program typography
the typeface series Univers® and ITC New Baskerville™ (including their standard specification as defined in document 133, Typography) used in all program applications

promotional media
forms of communication that are frequently redesigned to convey changing messages (for example, advertising, print, sales promotion, packaging)

® symbol (registered trademark symbol)
the letter R within a circle (®) used to indicate that a trademark or service mark is registered in the U.S. Patent & Trademark Office
(See document 120, Trademark Practices & Protections.)

ragged right
typeset so two or more lines of typography are not aligned at the right margin

reverse
being light in value against a dark background

roman
having the characteristic of type with main strokes perpendicular to the baseline
(For example, both this word and this word are typeset in a roman typeface.)

sans serif
having no serifs (For example, this sentence is typeset in a sans serif typeface.)

screen
a device used in printing to decrease color intensity by reproducing fine dots of the color, specified as a percentage of the selected color
(For example, a 30 percent screen of black simulates a medium grey.)

secondary word mark
a word mark used to designate single (or a narrow range of) products or services (for example, Carry Cool, Spacemaker) that is normally displayed with a primary design mark such as the Monogram
(See document 122, Secondary Trademarks & Service Marks.)

serif
having a fine line finishing off the main strokes of a letter (For example, this sentence is typeset in a serif typeface.) (See sans serif.)

service mark
a word mark or design mark used to designate a service
(See document 121, Primary Trademarks & Service Marks, page 01.)

continued
signature content
the message contained in the typography in a graphic signature
(See document 131, Graphic Signatures, pages 06 to 09.)

signature Monogram
the Monogram used in a graphic signature
(See document 131, Graphic Signatures, page 30.)

signature typography
the typesetting used in a graphic signature
(See document 131, Graphic Signatures, pages 31 to 35.)

stroke
an element of a typographic form, usually drawn in one movement (For example, the letter “M” consists of four strokes.)

™ symbol (trademark symbol)
the capital letters ™ used to indicate that a name or design is claimed as a trademark
(See document 120, Trademark Practices & Protections.)

thematic graphic
a form of graphic support used in promotional media
(See document 243, Promotional Brochures, page 11.)

trademark
a word mark or design mark used to designate a product or a line of products
(See document 121, Primary Trademarks & Service Marks, page 01.)

trade name
a word or phrase used in a trade to designate a business or firm rather than products or services
(See document 121, Primary Trademarks & Service Marks, page 01.)

uppercase letter
a large or capital letter as distinct from a lowercase letter in the alphabet

value (of a color)
the relative darkness or lightness of a color

visually flush left
aligned at a common left margin so that forms that do not have straight, vertical left sides are placed slightly into the margin to give the appearance of alignment at the correct point
(See flush left.)

weight
the boldness of a typographic element such as a letter or a line, measured according to the thickness of its main strokes

word mark
a word or phrase adopted and used by the Company to designate its products or services and to differentiate them from any others. A word mark is usually protected by registration in the U.S. Patent & Trademark Office (for example, GE, Hotpoint, RCA, Spacemaker, Signa, or “We bring good things to life.”). (See document 121, Primary Trademarks & Service Marks, page 01.)

word spacing
the space between words