

Literature

Brand Expression Guidelines

Version 1.0

- The GE Brand
- Introduction
- 1.0 Brand Architecture
- 2.0 Monogram
- 3.0 Tagline
- 4.0 Color Palette
- 5.0 Typography
- 6.0 Imagery
- 7.0 Tone of Voice
- 8.0 Grids
- 9.0 Applications



2 The GE Brand

GE plays a vital role in our modern world, making extraordinary ideas a natural part of everyday life. The GE brand reflects that role as it represents the flexibility, optimism and can-do attitude of the people who fulfill it.

Brand attributes and character

GE is:

Contemporary

Innovative

Dynamic

Trusted

Dependable

Approachable

Global

Our brand is the symbol of our heritage, and of the quality and trust we have delivered for more than 126 years. To our customers, it embodies our commitment to anticipate and meet their changing needs. To our organization, it represents the imagination we use to address those needs in a manner that reflects our values.

We created these guidelines to ensure that we always remain true to our brand, and the people, products and services it represents.



Introduction

The guidelines in this section will help you to implement the new GE brand expression system in literature and collateral.

They explain the brand essentials of the system, demonstrate their correct use, and provide examples of typical print applications including brochures, product data sheets, specification sheets, case studies, manuals, CDs and CD covers.

The brand essentials in literature are the Monogram, brand architecture, tagline, color palette, typography, imagery style, tone of voice and grid system. They are the keys to creating the brand expression and, when used appropriately and creatively in literature design, will help to convey a revitalized image for GE.

If you have questions regarding proper use of these guidelines, contact your Brand or Marketing Communications Manager; the brand team at brand.questions@ge.com; or visit the new URL for the GE brand expression program, which is www.ge.com/brand

1.0

Brand Architecture

- 1.01 Introduction
- 1.02 Overview
- 1.03 Understanding the Brand Architecture
- 1.04 Proper Use
- 1.05 Review

We have evolved the way we do business.

We have moved toward a more fluid, broad-based offer designed with our customers in mind. The brand architecture is designed to accommodate this shift.

It is simple, flexible and focuses on making GE easier for the outside world to understand.

1.02 Brand Architecture: Overview

Our brand architecture organizes our businesses in a way that defines our key offerings, communicates the breadth and depth of GE to our primary audiences, and clarifies how these offerings meet their respective needs.

Accordingly, we have reorganized all of our activities into 11 major businesses. Our overarching communications goal is to reinforce our offer: we are a singular, global company providing diverse technology, media and financial services. In our brand architecture, “GE” is the dominant brand. Markets and Solution Platforms have names that describe their function.

Note Of our 11 businesses, only ten may use the GE brand. Do not use any other brand architecture component, sub-business, organization, brand or product name with the GE brand. (Rare exceptions exist and must have Corporate approval.)

This section describes the “architecture” that reflects the new structure of our organization. It also illustrates how to use that structure properly across a range of Corporate and marketing communications media. Refer to individual guideline sections for additional information about Brand Essentials, Brand Architecture, Stationery, B2B and B2C Print Advertising and Merchandising.

GE Advanced Materials
GE Commercial Finance
GE Consumer & Industrial
GE Energy
GE Equipment Services
GE Healthcare
GE Infrastructure
GE Insurance Solutions
GE Money
GE Transportation
NBC Universal

1.03 Understanding the Brand Architecture

There are four levels of the GE brand architecture and they work together to communicate clearly the GE brand and offer.

Level 1

Level 1 is the GE brand itself. "GE" must appear in every GE branded application and communication.

Level 2

Level 2 defines the specific Market providing the communication or offer.

Note There are only ten businesses that may use the GE brand. Do not use any other brand architecture component, sub-business, organization, brand or product name with the GE brand. (Rare exceptions exist and must have Corporate approval.)

Market names always appear in English. Do not translate a Market name into a local language.

Level 3

Level 3 defines the specific Solution Platform.

Use Levels 3 and 4 depending on the particular communication and context. In applications for a specific Market, you must use Level 1 (GE brand) and Level 2 (Market name). Refer to the individual Market names shown in the overview on page 1.02.

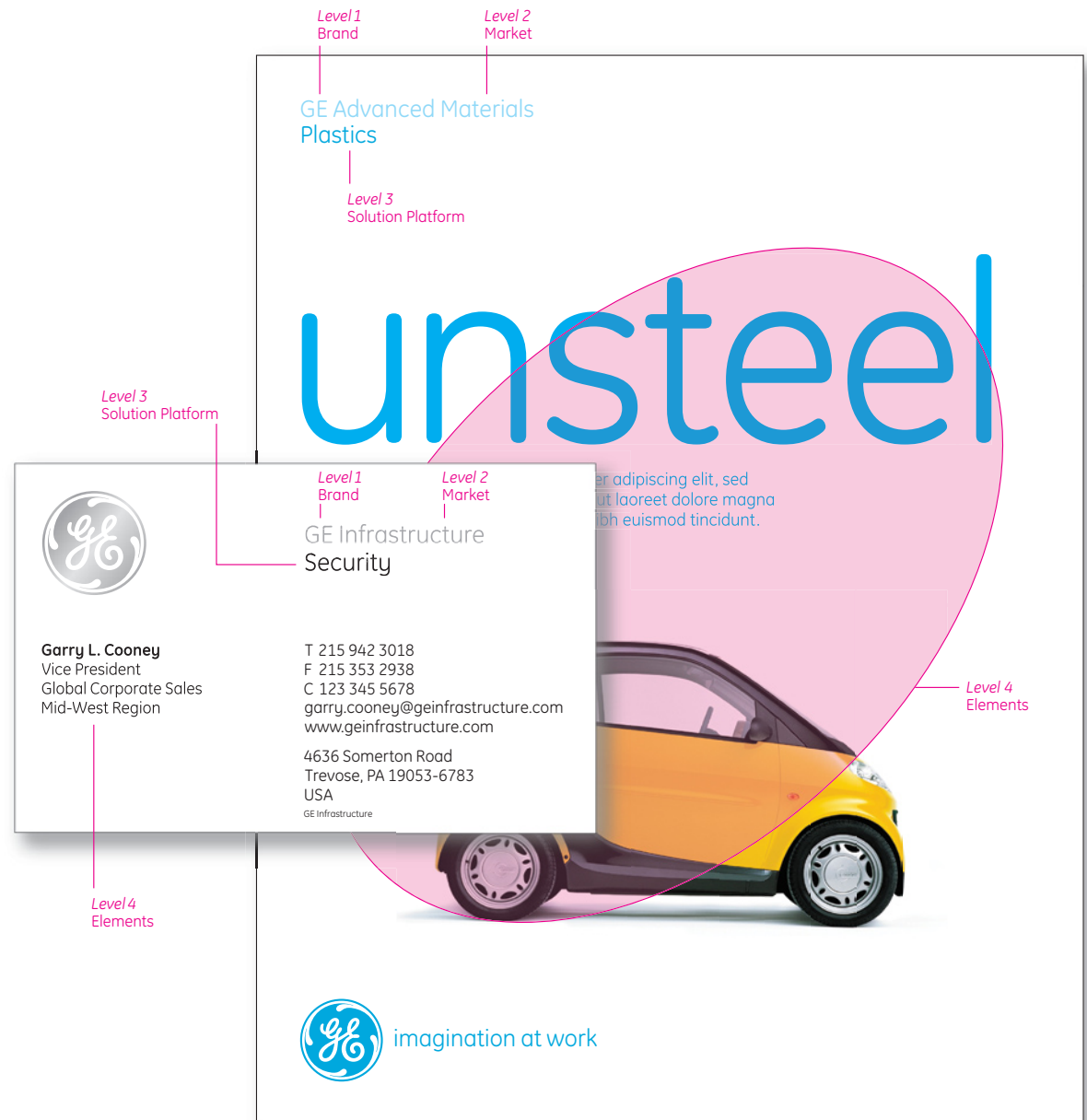
When communicating the Solution Platform, you must use Level 1 (GE brand), Level 2 (Market name) and Level 3 (the specific Solution Platform name).

Solution Platform names may be translated into a local language.

Level 4

Level 4, Elements, defines the specific product, technology, geographic region or key customer account. Use as many elements as necessary to convey your message.

Note Levels 3 and 4 are optional; however, Level 4 may not replace Level 3.



1.04 Proper Use

The brand architecture components appear in a fixed relationship to each other, and this relationship does not change.

Position

In most instances, position the components of Levels 1, 2 and 3 of the brand architecture in the upper left corner of the particular application. Stationery design is an exception to this rule. (Please refer to Stationery guidelines for additional information.)

Clear space

Leave sufficient clear space around all text to enhance and reinforce its presentation. The minimum amount of clear space is equal to 25% of the diameter of the size of the Monogram you use in the particular application.

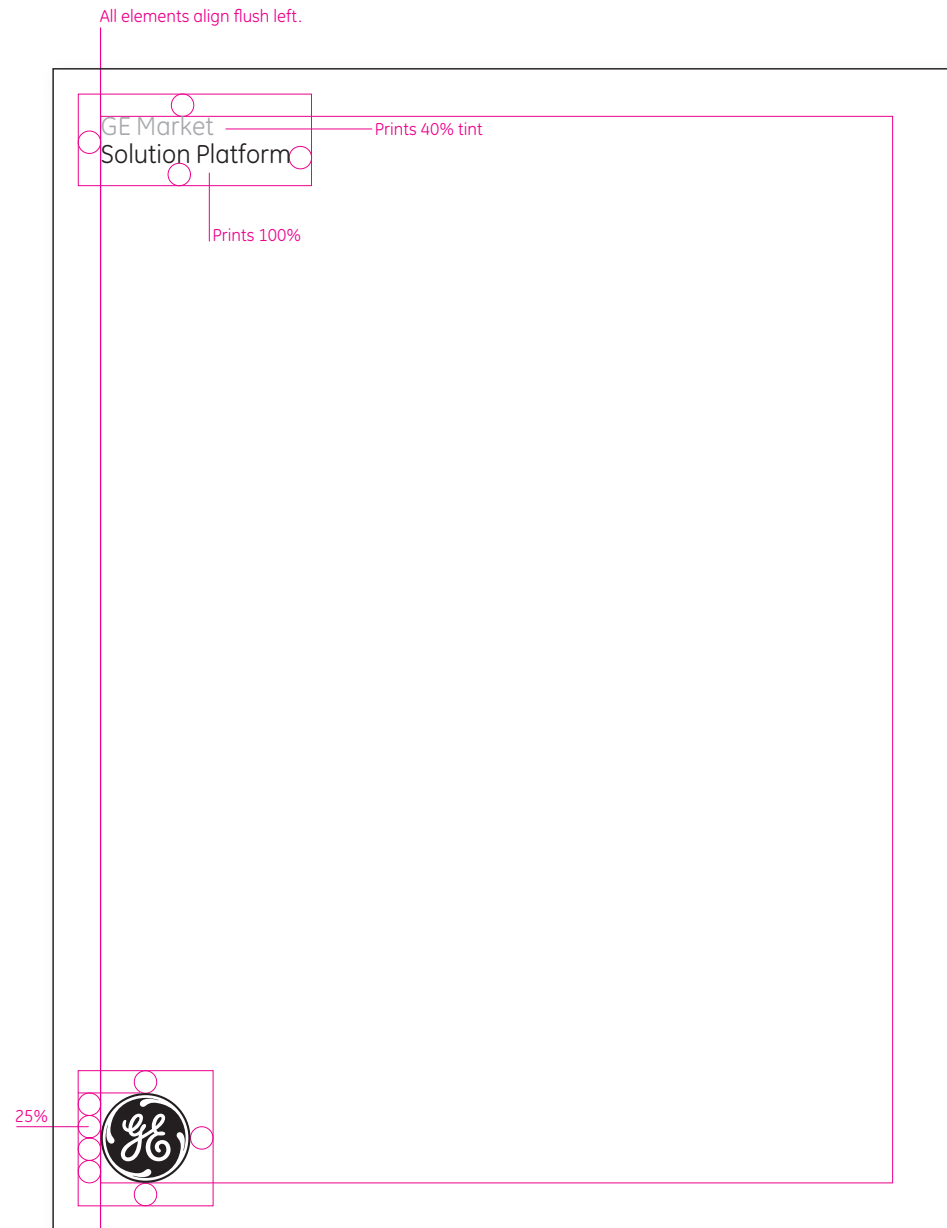
Typography

All components of the brand architecture are set in GE Inspira, flush left.

Color

When using only Level 1 (GE brand) and Level 2 (Market), all text prints in 100% of the color you use for the Monogram.

Note When adding Level 3 (Solution Platform), Level 3 prints in 100% of the color of the Monogram, and Levels 1 and 2 (Brand and Market) text print in a tint of 40% of that color.



1.05 Brand Architecture: Review

Our brand architecture organizes our businesses in a way that defines our key offerings, communicates the breadth and depth of GE to our primary audiences, and clarifies how these offerings meet their respective needs.

When creating new Solution Platform and Element names, limit the number and keep the names short and descriptive. When creating new names, ask individuals outside your own business if they understand the new name and the offer it defines.

Note Of our 11 businesses, only ten may use the GE brand. Do not use any other brand architecture component, sub-business, organization, brand or product name with the GE brand. (Rare exceptions exist and must have Corporate approval.)

The Monogram and brand architecture components always appear in the same color. Our goal is to build a stronger visual and verbal relationship between the Monogram and all of the products and services that GE offers the world today.

Brand Architecture Rules

The most important brand is GE.

The only acronym in the brand architecture is “GE.”

Always spell names in full.

The Monogram and brand architecture components always appear in the same color.

Do not use any other brand architecture component, sub-business, organization, brand or product name with the GE brand.

2.0

Monogram

- 2.01 Overview
- 2.02 Proper Use
- 2.03 Color Use
- 2.04 Color Backgrounds
- 2.05 Improper Use

2.01 Monogram: Overview

The GE Monogram reflects our heritage, and lays a solid foundation for our future. Its consistent look across all applications embraces a wide color palette, and reflects our customer-centric philosophy of being friendly, open, approachable and a part of the world we live in.

The Monogram is the key element in the new brand expression system, and consists of two parts: the cursive and historic "GE" letterforms and the stylized circle. These elements always appear in a fixed size and position relationship that does not change. Regardless of region, local language, or language of the application (brochure, advertising, stationery), never translate the "GE" letterforms in the Monogram into another language. Do not recreate it.

Artwork for the Monogram is supplied as an Encapsulated PostScript file (EPS), and can be downloaded in black, white and all the colors of our palette. Do not change or modify the Monogram.



2.02 Monogram: Proper Use

There is only one version of artwork for the Monogram. Use it for both positive and negative production applications. Whenever possible, apply the Monogram in color on a white background. When this is neither practical nor appropriate, apply the Monogram in white on a solid color background.

Note Do not use the Monogram more than once on any application or surface.

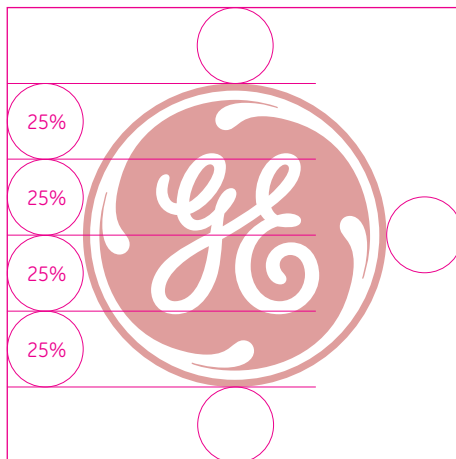
Clear space

To enhance the presentation of the Monogram, leave sufficient clear space around it. The minimum amount of clear space is equal to 25% of the diameter of the size of the Monogram you use, as shown below.

Minimum size

The minimum size of the Monogram in any print application is 0.25" / 6.35mm in diameter.

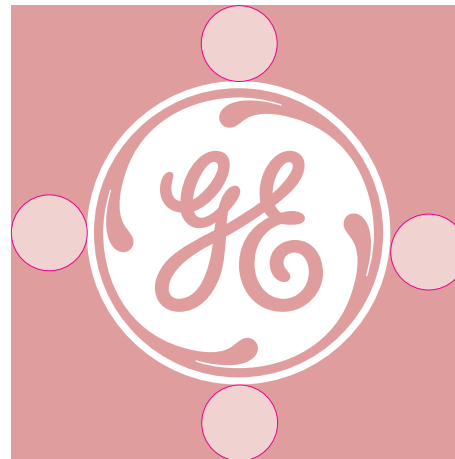
Preferred version (positive application)
Minimum clear space: 25% diameter



You may reverse the Monogram in white out of any color in the approved color palette.

Exceptions are for advertising use; see advertising guidelines for specific direction on approved colors.

Alternate version (negative application)



Minimum size Monogram in print
0.25" / 6.35mm, shown here at full size



2.03 Monogram: Color Use

The tagline always prints in 100% of the color you use for the Monogram. The artwork for the Monogram and tagline lock-up is fixed, and although it can scale in size, the size and position relationship does not change.

When using only Level 1 (GE Brand) and Level 2 (Market), all text prints in 100% of the color you use for the Monogram. When adding Level 3 (Solution Platform), Level 3 text prints in 100% of the color of the Monogram and Levels 1 and 2 text (GE Brand and Market) print in a tint of 40% of that color.

Regardless of the number of brand architecture levels shown, the tagline lock-up always prints in 100% of the color of the Monogram.

Level 1 (GE Brand) and Level 2 (Market) print in 100% of the color of the Monogram.

When adding Level 3 (Solution Platform), Level 3 prints in 100% of the color and Levels 1 and 2 become a 40% tint of the color.

GE Market



GE Market
Solution Platform



Monogram and/or tagline always print in 100% of the color. All components align flush left.



40% Tint

Pantone: 7455



40% Tint

Pantone: 485



40% Tint

Pantone: 260



40% Tint

Process Cyan



40% Tint

Pantone: 144



40% Tint

Pantone: 376



40% Tint

Pantone: Black 6



40% Tint

Pantone: 7530



40% Tint

Pantone: 500



40% Tint

Pantone: 7445



40% Tint

Pantone: 292



40% Tint

Pantone: 109



40% Tint

Pantone: 557



40% Tint

Pantone: 877 (Silver)

2.04 Monogram: Color Backgrounds

This page illustrates use of colors and tints on color backgrounds. Refer to this guide particularly when creating applications with Levels 1, 2 and 3 information ("GE" brand, Market name and Solution Platform).

On color backgrounds, reverse the Monogram and/or tagline lock-up in white.

When using Level 1 ("GE") and Level 2 (Market name), reverse them in white out of the colored background.

When adding Level 3 (Solution Platform), "GE" and the Market name print in a 40% tint of the background color.

The Solution Platform name reverses in white out of the background color.



2.05 Monogram & Tagline: Improper Use

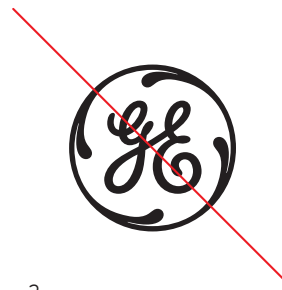
We encourage you to become familiar with the correct use of the Monogram. Please note that the new GE brand expression does not permit use of the previous versions of the Monogram. Therefore, do not use any reverse or dynamic versions of the Monogram (shown here as “Don’ts,” in examples 2 and 3).

The GE Logo font, created for the previous GE Corporate Identity program, is no longer in use.

1. Don't use the former 3-D Monogram. It is reserved for Corporate television advertising.
2. Don't use the “old” version of the Monogram (reverse).
3. Don't crop the Monogram.
4. Don't use GE or the Monogram in words or sentences.
5. Don't use a black Monogram on a color background.
6. Don't rotate the Monogram.
7. Don't reverse the Monogram on any color.
8. Don't use the Monogram in color on a background color.
9. Don't reverse the Monogram out of white on a color.
10. Don't use the Monogram on a photograph in print.
11. Don't superimpose the Monogram over type or imagery.
12. Don't apply any visual effects to the Monogram in print.
13. Don't add any movement or effects to the Monogram.
14. Don't add drop shadows to the Monogram.
15. Don't create any primary or secondary graphic device that simulates the Monogram.
16. Don't create a multi-colored version of the Monogram.
17. Don't call the GE Monogram the “meatball.”
Call it the “Monogram.”



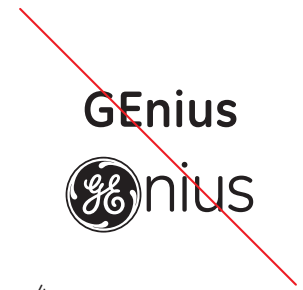
1.



2.



3.



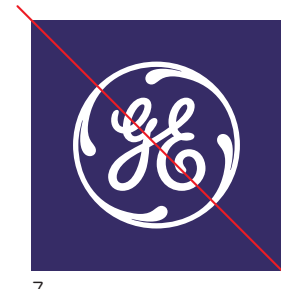
4.



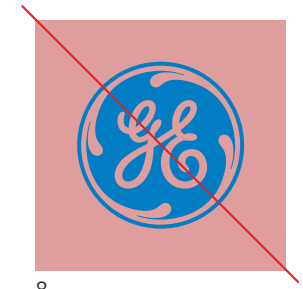
5.



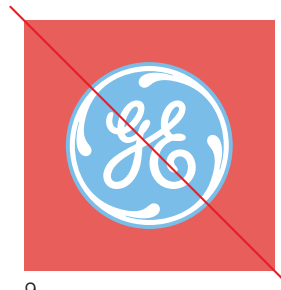
6.



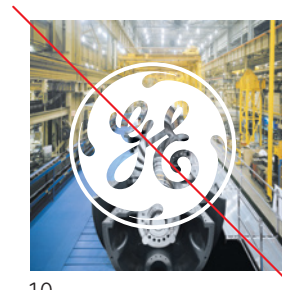
7.



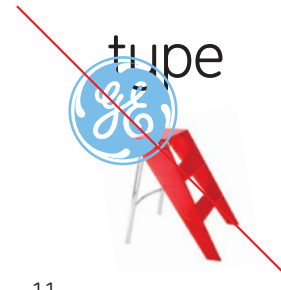
8.



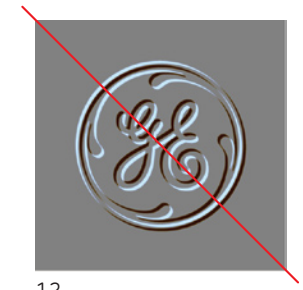
9.



10.



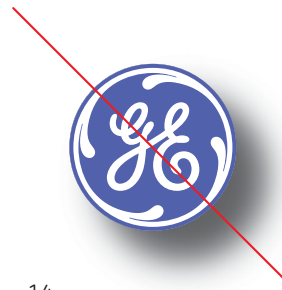
11.



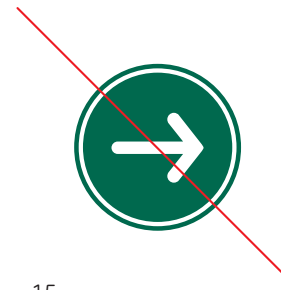
12.



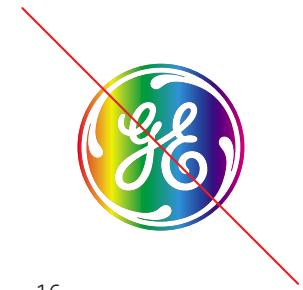
13.



14.



15.



16.

3.0

Tagline

- 3.01 Overview
- 3.02 Proper Use
- 3.03 Tagline Translation
- 3.04 Optional Cover Tagline
- 3.05 Back Cover
- 3.06 Improper Use

3.01 Tagline: Overview

The “imagination at work” tagline and campaign symbolize the creative spirit and can-do attitude of GE people. Together we offer technologies and services that make a difference for our customers.

For GE employees around the world, “imagination at work” is a rallying cry that declares, “What we imagine, we can make happen.” It reflects our curiosity, relentless drive, hard work and willingness to take risks.

Use of the tagline is optional in literature. When it is used, it appears only once on any application, on either the front or the back of the application.

When using the tagline, follow the guidelines for proper size and position, color, clear space and translation.

The Monogram and the tagline are always the same color.

Monogram and tagline lock-up



3.02 Tagline: Proper Use

The combination of the Monogram and the tagline is called the tagline lock-up.

The tagline lock-up always appears in one color, i.e., the Monogram and tagline text are the same color.

Do not use the tagline without the Monogram.

In the tagline lock-up, the Monogram and tagline appear in a fixed size and position relationship that does not change.

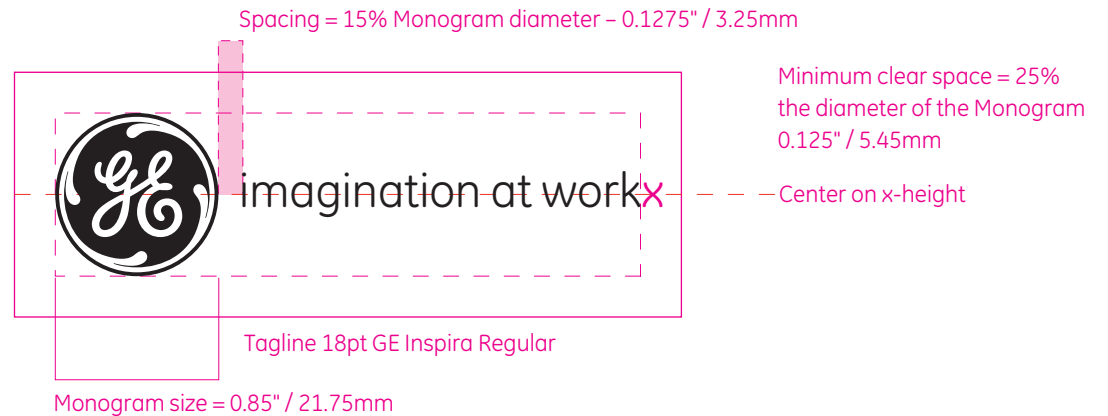
Artwork for each version of the tagline lock-up is supplied as an Encapsulated PostScript file (EPS) and can be downloaded in black, white and all the colors of the new palette

Do not change or modify this approved artwork.

Standard lock-up: One-line version



Construction: Monogram and tagline lock-up is a fixed relationship.



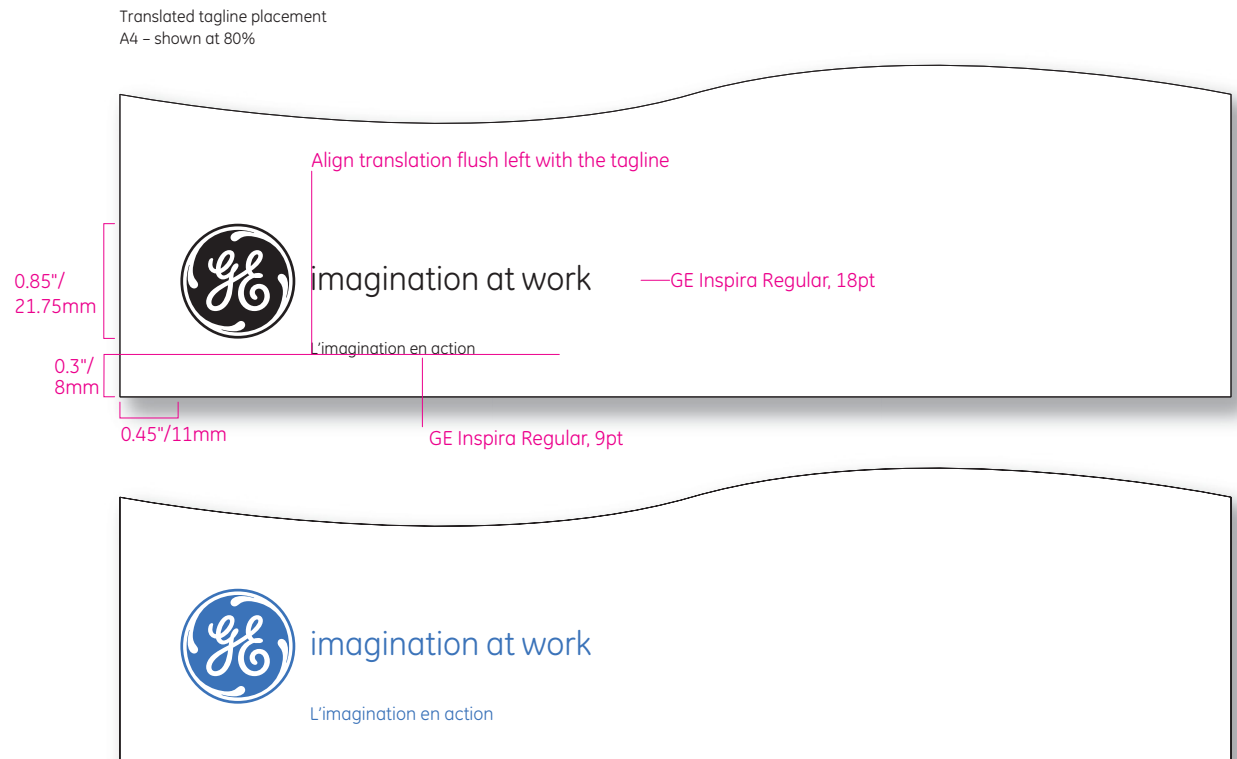
3.03 Tagline: Tagline Translation

The tagline must always appear in English. However, you may also include a translation of the tagline in your local language if it is legally required, or if it will enhance the communication, or if it is preferable culturally to use the local language.

In this situation, the Monogram and tagline lock-up appears in English in the correct size and position. Align the first letter of the tagline translation line flush left with the “i” in “imagination.” Align the baseline of the tagline translation line with the bottom margin of the page layout.

The tagline translation is always set in GE Inspira in the same color as the English version. This example shows the type size for a tagline translation for an A4 size (210 x 297mm) format.

Note Do not use another Monogram with the tagline translation line. Obtain the correct translations from the brand team at brand.questions@ge.com



3.04 Tagline: Optional Cover Tagline

Use of the Monogram and tagline lock-up is optional on front covers.



3.05 Tagline: Back Cover


Back covers may include contact information, legal information and brochure identification numbers. Use of the tagline lock-up here is optional. When using the tagline lock-up, follow the specifications for size and position.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram used on the application cover. Use black for text set GE Inspira Regular, 9pt or smaller.

Contact and legal information
7/9pt

U.S.A. 33000 Jameson Road Tehachapi, CA 93561 T +1 661 823 6700 F +1 661 822 7880	Sweden Sintervagen 14 721 30 Vasteras T +46 21 470 21 85 F +46 21 470 21 25	gepower.com Visit us online at: www.gewindenergy.com ©2002 General Electric Company All Rights Reserved
Germany Holsterfeld 5a 48499 Solzbergen T +49 0 5971 980 0 F +49 0 5971 980 1090	Greece Boulevard Fleming 1 Rafina 19009 (Athens) T +30 2 94 02 38 65 F +30 2 94 03 91 49	
Spain Maria de Molina, 40, 4th floor 28006 Madrid T +34 91 782 81 00 F +34 91 782 81 90	United Kingdom Prince Consort House, 27-29 Albert Embankment London, SE1 7TJ T +44 207 793 2800 F +44 207 820 3401	
Denmark Nels Jernes Vej 10 9220 Aalborg T +45 96 35 42 07 F +45 96 35 42 06	India 210, Keshava - 2nd Floor Bandra-Kurla Complex Bandra Mumbai - 400051 T +91 22 659 0797 F +91 22 65 40 800	
	France 21, Avenue Georges Pompidou Immeuble Danica B 69486 Lyon Part Dieu Cedex 3 T +33 4 72 91 31 47 F +33 4 72 91 31 48	

0.85" diameter
Monogram
and tagline
(optional)



imagination at work

GEA-13344 (05/02web)

Brochure number 6pt

3.06 Tagline: Improper Use

We encourage you to become familiar with the proper use of the Monogram and tagline lock-up. Please note that the new GE brand expression does not permit use of the previous versions of the Monogram and tagline. Therefore, do not use any 3-D or reverse versions of the Monogram (shown here in examples 1 and 2).

The “imagination at work” campaign replaces all previous campaigns, such as “We bring good things to life.”

1. Don't use the former 3-D Monogram. It is reserved for Corporate television advertising only.
2. Don't use the tagline with the reverse Monogram.
3. Don't position the tagline above the Monogram.
4. Don't break up the tagline into two or three lines.
5. Don't use initial caps on the tagline.
6. Don't abbreviate the tagline.
7. Don't change the scale relationship between the Monogram and tagline. It is fixed.
8. Don't use any other font but GE Inspira Regular.
9. Don't position the tagline to the left of the Monogram.
10. Don't align the tagline with the top of the Monogram.
11. Don't stretch or skew the tagline.
12. Don't split the tagline with the Monogram.
13. Don't position the tagline underneath the Monogram as more than one line.
14. Don't use previous campaign taglines, e.g., “We bring good things to life.”
15. Don't use the tagline without the Monogram.



4.0

Color Palette

- 4.01 White Space
- 4.02 Palette
- 4.03 One Thought, One Color
- 4.04 Bright Color Breakdowns
- 4.05 Light Color Breakdowns

4.01 Color Palette: White Space

White space

White backgrounds and visual open “space” play an integral role in our visual communications. White enhances the crisp presentation of the Monogram. White is the clear canvas against which our lively colors glow and text and imagery stand out. White imparts a clean, inviting and contemporary visual sensibility to our print, electronic and dimensional applications.

In our new brand expression, we celebrate individual achievement and show our customers using our products and services. White provides a visual stage for presenting a new and humanistic dimension of our Corporate personality.

We encourage our creative teams to incorporate white backgrounds and highlights liberally throughout our visual communications.

4.02 Color Palette: Palette

The new GE brand expression embraces a wide color palette and reflects our customer-centric philosophy of being friendly, open and approachable. Our literature color palette is intentionally diverse and includes 14 colors. Accordingly, we do not have one “preferred” color, we have many.

A primary objective of our new brand expression is to create a light, bright impression of GE.

Our new color philosophy calls for using color liberally throughout all of our communications; associating GE with our approved color palette will contribute to an image of energy and vitality. Therefore, please specify color and white backgrounds whenever and wherever possible. Use black only when it is neither practical nor cost effective to use color, such as newspaper advertising or laser printing. These are rare situations and color should always be your first choice.

We do not color code our businesses, our products or our service offerings; rather, the palette comprises bold, bright and optimistic colors that each Market may use depending on the context and tone of the application.



Pantone: 7455



Pantone: 260



Pantone: 485



Process Cyan



Pantone: 144



Pantone: 376



Pantone: Black 6



Pantone: 7530



Pantone: 7445



Pantone: 500



Pantone: 292



Pantone: 109



Pantone: 557



Pantone: 877 (Silver)

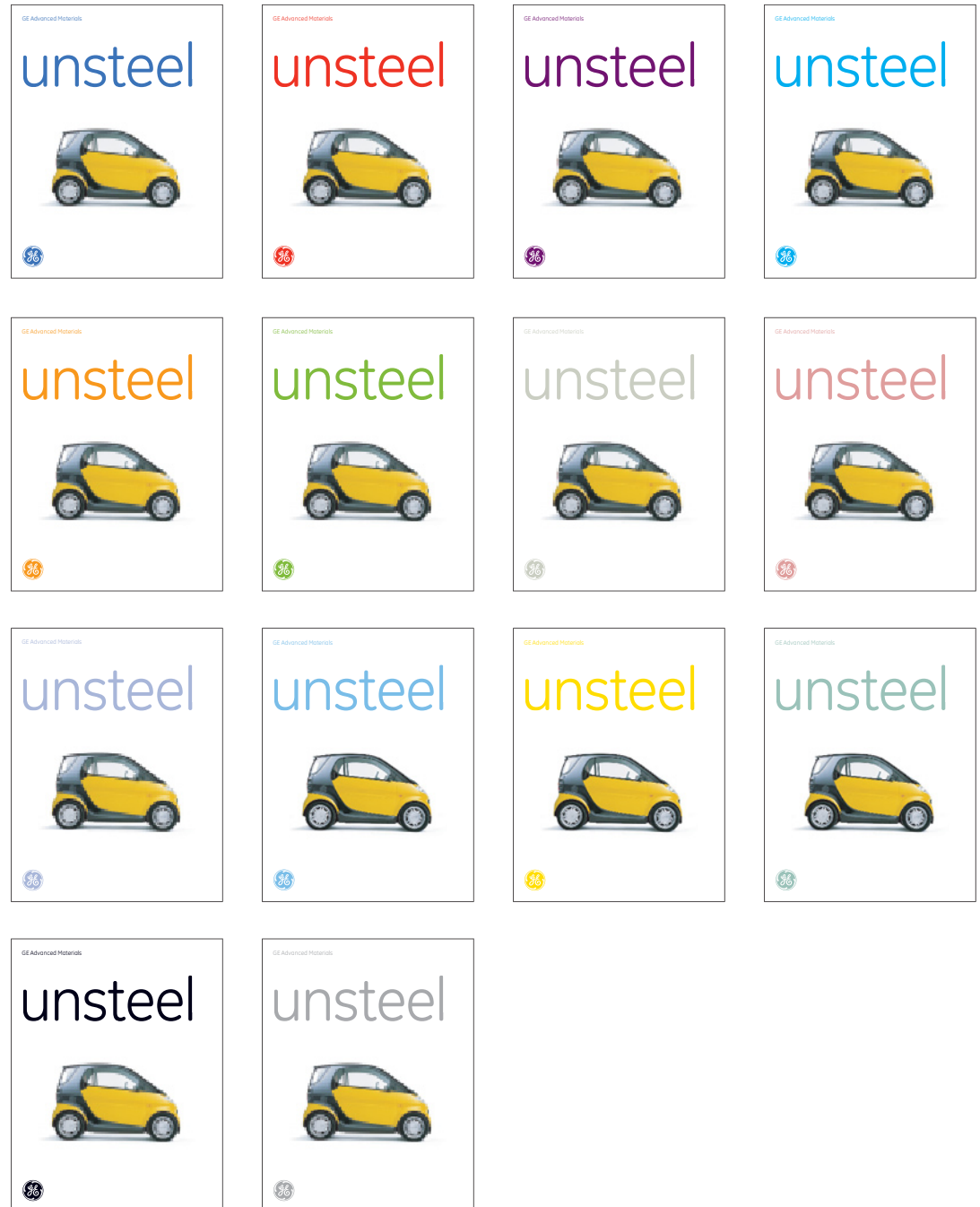
4.03 Color Palette: One Thought, One Color

You may apply the Monogram in any color from the palette for use in literature, online communications or 3-dimensional applications. Choose a color that is compatible with the particular application. Do not use more than one color per application.

White is also an integral part of our visual communications and provides an open and clean background for our color family and imagery.

As we build recognition in markets where GE is not well known, it is important to associate the GE brand with color. Use black only when it is neither practical nor cost effective to use color, such as newspaper advertising or laser printing. These are rare situations and color should always be your first choice.

Note In each of the examples shown, the color of the Monogram is the same as that of all typography and brand architecture components.



4.04 Color Palette: Bright Color Breakdowns

Print use:

Pantone 7455

C 80
M 53
Y 0
K 0

TOYO CF0444

Print use:

Pantone 260

C 52
M 100
Y 0
K 26

TOYO CF0971

Print use:

Pantone 485

C 0
M 95
Y 100
K 0

TOYO CF0100

Print use:

Process Cyan

C 100
M 0
Y 0
K 0

TOYO CF0383

Print use:

Pantone 144

C 0
M 48
Y 100
K 0

TOYO CF0154

Print use:

Pantone 376

C 50
M 0
Y 100
K 0

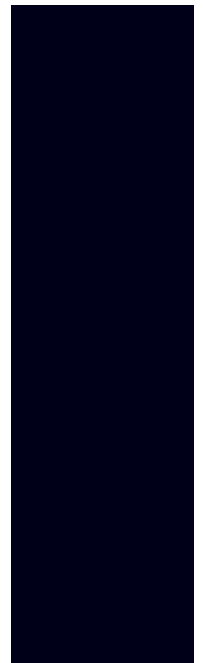
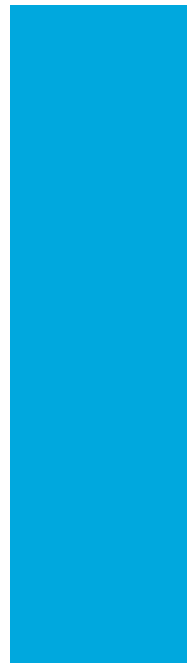
TOYO CF0245

Print use:

Pantone Black 6

C 0
M 0
Y 0
K 100

TOYO CF0946



PANTONE® The colors shown throughout these and all GE guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.

TOYO 94 COLOR FINDER 1050 The TOYO references should be used as a guide. Where possible use Pantone to match colors. © 1998,2002 TOYO INK MFG. CO., LTD. All rights reserved.

4.05 Color Palette: Light Color Breakdowns

Print use:

Pantone 7530

C 0
M 8
Y 21
K 32

TOYO CF0548

Print use:

Pantone 7445

C 30
M 20
Y 0
K 3

TOYO CF0466

Print use:

Pantone 500

C 0
M 38
Y 21
K 11

TOYO CF0740

Print use:

Pantone 292

C 49
M 11
Y 0
K 0

TOYO CF0421

Print use:

Pantone 109

C 0
M 10
Y 100
K 0

TOYO CF0192

Print use:

Pantone 557

C 30
M 0
Y 20
K 15

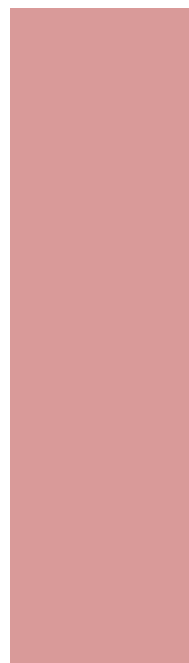
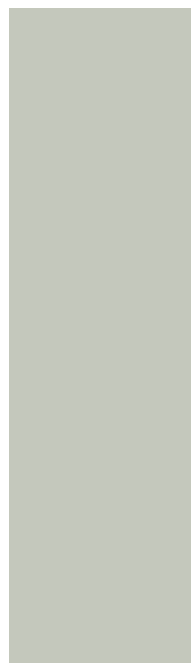
TOYO CF0662

Print use:

Pantone 877

(Metallic Silver Ink)

TOYO CF1043



CMYK The CMYK breakdowns were produced using "standard" densities. Target density values are: Black (K) 1.70 ± 0.05 , Cyan (C) 1.30 ± 0.05 , Magenta (M) 1.35 ± 0.05 and Yellow (Y) 0.95 ± 0.05 . We used a line screen of 200 and the plate order was K-C-M-Y. Always try to achieve the best color match to the Pantone Color. Colors printed in U.S. SWOP may differ from EURO CMYK as these colors may appear darker than expected.

5.0

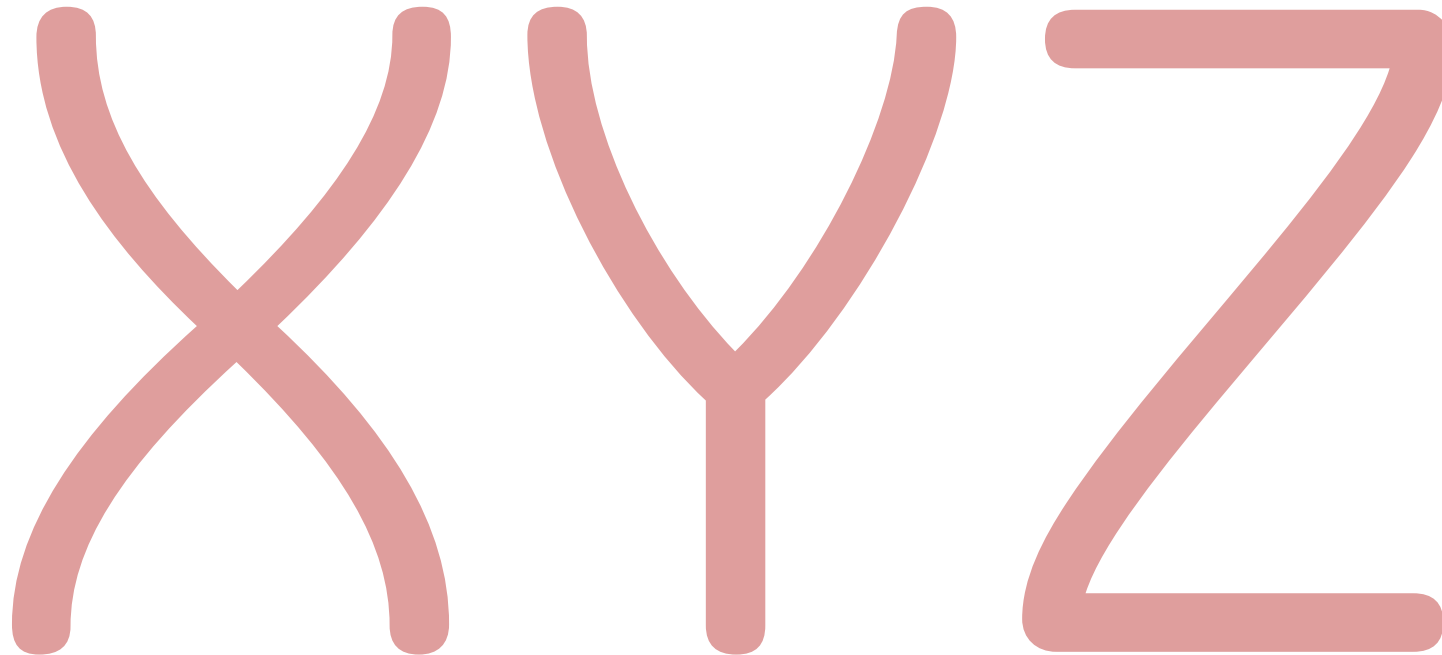
Typography

- 5.01 Overview
- 5.02 GE Inspira Characters
- 5.03 Non-Roman Languages
- 5.04 General Use
- 5.05 Using Spreads Grid 1
- 5.06 Using Spreads Grid 2
- 5.07 Type Size Relationships on Covers
- 5.08 One to Three Words
- 5.09 Four to Six Words
- 5.10 More than Six Words
- 5.11 Short Headline
- 5.12 Typography Layout
- 5.13 Typography Layout with Tints

5.01 Typography: Overview

Our brand expression incorporates a new type font called GE Inspira. There are four different styles of GE Inspira, which will provide visual distinction and differentiation in emphasis for text and headlines across all media.

GE Inspira was designed specifically for GE and no other corporation can use it. It is bold, precise and modern, reflecting our company's personality. Over time, it will become highly recognizable and contribute to the memorability of our brand.



GE Inspira Regular

GE Inspira Bold

GE Inspira Italic

GE Inspira Bold Italic

5.03 Typography: Non-Roman Languages

GE Inspira and GE Inspira CE fonts have characters that support these languages: *Afrikaans, Albanian, Basque, Breton, Catalan, Croation, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Fijian, Finnish, Flemish, French, Frisian, German, Hawaiian, Hungarian, Icelandic, Indonesian, Irish, Italian, Lappish, Classical Latin, Latvian, Lithuanian, Malay, Maltese, Mandarin (Pinyin District), Maori, Moldavian, Norwegian, Polish, Portuguese, Provençal, Romanian, Rumanian, Samoan, Scottish Gælic, Slovak, Slovene, Slovenian, Sorbian, Spanish, Swahili, Swedish, Tagalog, Turkish, Vietnamese, Welsh and Wendish.*

GE Inspira Cyrillic and Greek fonts have characters that support these languages: *Belorussian, Bulgarian, Macedonian, Russian, Serbian, Serbo-Croatian, Ukrainian and Modern Greek.*

If you are creating GE materials in Arabic, Chinese, Devanagari, Japanese, Korean or Thai, use the counterpart fonts specified in the list on this page. You may purchase these fonts online at www.agfamotype.com or through type foundries in your own country. Contact your IT department for details on installation.

Arabic – Akhbar

Chinese

Traditional – M Yuen Light/Bold

Simplified – C Yuen Light

Devanagari – ITR Mitra

Japanese – DF MaruGothic

Korean – HY Gothic

Thai – Mokka

5.04 Typography: General Use

All text is set in GE Inspira, flush left.

On any literature cover the size of the optional headline should not be larger than 200pt or smaller than 36pt GE Inspira Regular. The document title should not be larger than 36pt or smaller than 18pt GE Inspira Regular.

Position the brand architecture components, the Monogram (tagline is optional), headlines and secondary text flush with the left margin.

Suggested leading sizes:

Type size	Leading size
9pt and below	+2pt - Use black only
9pt-24pt	+3pt - Can use color for this point size and larger
Over 24pt	Use appropriate leading



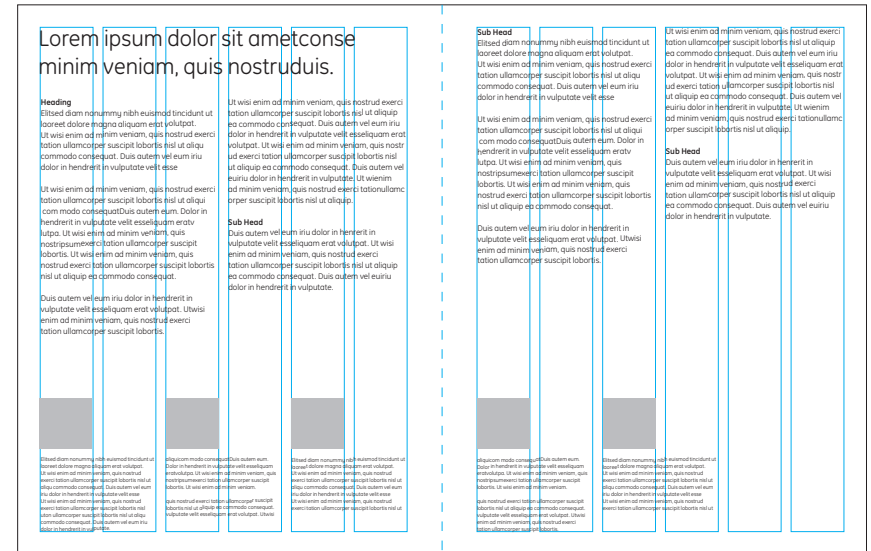
5.05 Typography: Using Spreads Grid 1

The grid system provides both order, using margins and baselines, and flexibility, through a six column structure.

Visuals are positioned within the margin area



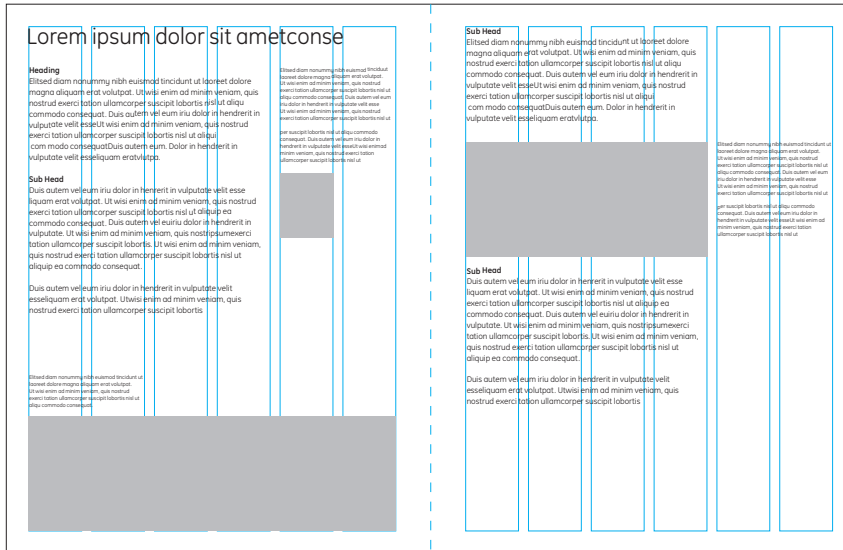
Two column caption, three column body copy, six column page heading.



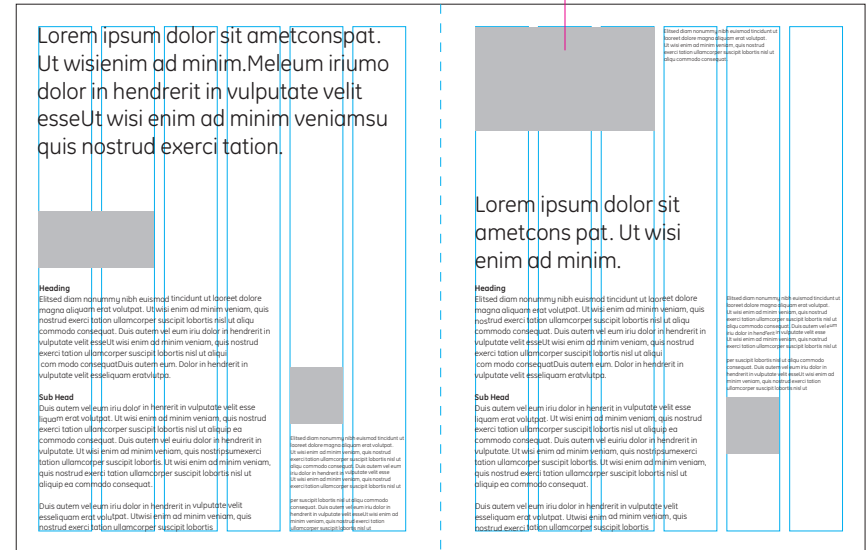
Two column caption, three column body copy, six column page heading.

5.06 Typography: Using Spreads Grid 2

Images can be positioned across all four columns. Body text should not cross more than four columns unless set in a large point size, as the line lengths would become very long and difficult to read.



Two column caption, four column body copy, six column page heading.



Visuals are positioned within the margin area

Two column caption, four column body copy, six column page heading or introductory text.

The following pages demonstrate the relationship between the title, headline and fixed elements on covers. The fixed elements are the Monogram and/or the tagline lock-up and the brand architecture components. Use of headlines on covers is optional.

Headline rules

Headlines should not be smaller than twice the point size of the tagline.

Headlines should not be larger than 200 points on US letter or A4 size pages.

This size will scale proportionately for larger or smaller size pages.

Document title rules

The document title copy should not be smaller than the tagline point size.

The maximum size for the document title copy is 36 points.

5.08 Typography: One to Three Words

In any literature cover, make the primary focus either a headline or an image. These examples demonstrate a range of emphasis in size of the headline type.

In general, when the *headline* is large, the image should be smaller in scale. When the *image* is large, the headline is smaller. However, the headline does not have to be more than six words to be set in a smaller point size.

The length of the headline *can* also determine the type size; shorter headlines can be set in a large point size.

Note Regardless of the size of the headline type and imagery, the brand architecture components and tagline lock-up follow a standard for correct size. Headline and imagery size do not affect their size.



5.09 Typography: Four to Six Words

In any literature cover, make the primary focus either a headline or an image. These examples demonstrate a range of emphasis in size of the headline type.

In general, when the *headline* is large, the image should be smaller in scale. When the *image* is large, the headline is smaller. However, the headline does not have to be more than six words to be set in a smaller point size.

Note Regardless of the size of the headline type and imagery, the brand architecture components and tagline lock-up follow a standard for correct size. Headline and imagery size do not affect their size.

Headline 88pt/92pt leading

Headline 74pt/78pt leading

Headline 60pt/64pt leading

Fixed Element
GE Inspira 18pt

Flexible Elements

Fixed Element
Monogram
tagline 18pt

GE Market Solution Platform

GE Market Solution Platform

GE Market Solution Platform

Document title

Document title

Document title

imagination at work

imagination at work

imagination at work

5.10 Typography: More than Six Words

In any literature layout, make the primary focus either a headline or an image. These examples demonstrate a range of emphasis in size of the headline type.

In general, when the *headline* is large, the image should be smaller in scale. When the *image* is large, the headline is smaller. However, the headline does not have to be more than six words to be set in a smaller point size.

Note Regardless of the size of the headline type and imagery, the brand architecture components and tagline lock-up follow a standard for correct size. Headline and imagery size do not affect their size.

Headline 52pt/56pt leading

Fixed Element
GE Inspira 18pt

Flexible Elements

Fixed Element
Monogram
tagline 18pt

GE Market
Solution Platform

Document title

Document title

GE *imagination at work*

This layout features a large, vibrant purple chair with a red outline. The headline is large and blue, with a leading of 56pt. The GE logo and tagline are positioned at the bottom left. A pink bracket on the left side groups the headline and image as 'Flexible Elements', while the GE logo and tagline are labeled as 'Fixed Elements'.

Headline 44pt/48pt leading

GE Market
Solution Platform

Document title

Document title

GE *imagination at work*

This layout features a smaller version of the purple chair. The headline is medium-sized and blue, with a leading of 48pt. The GE logo and tagline are at the bottom left.

Headline 36pt/40pt leading
Minimum size allowed

GE Market
Solution Platform

Document title

Document title

GE *imagination at work*

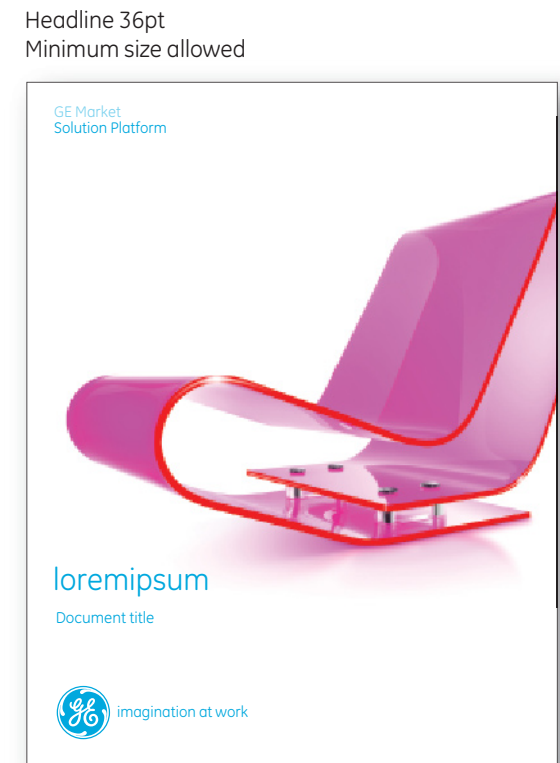
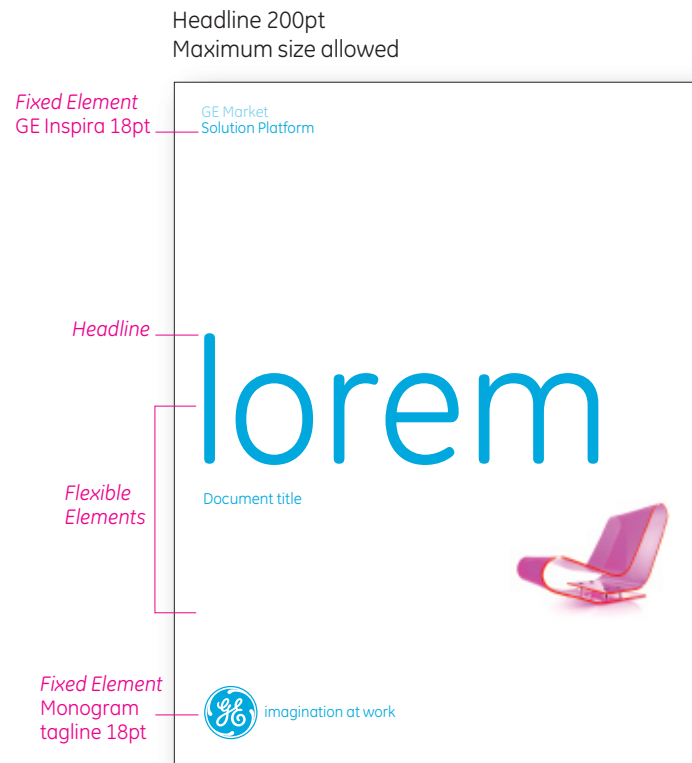
This layout features the smallest version of the purple chair. The headline is the smallest size shown, with a leading of 40pt. The GE logo and tagline are at the bottom left.

5.11 Typography: Short Headline

In any literature cover the size of a short headline (fewer than three words) should never be larger than 200pt or smaller than 36pt GE Inspira Regular.

In general, when the *headline* is large, the image should be smaller in scale. When the *image* is large, the headline is smaller. However, the headline does not have to be more than six words to be set in a smaller point size.

Note Regardless of the size of the headline type and imagery, the brand architecture components and tagline lock-up follow a standard for correct size. Headline and imagery size do not affect their size.



5.12 Typography: Typography Layout

When imagery is not part of a particular layout, use typography in a graphic way to highlight messages, emphasize key points and capture the reader's attention.

When developing typography-only layouts, use the brand essentials of white space, color, sense of scale and tone of voice to create layouts that are equally as compelling as those that use imagery.



Full bleed color with Monogram and text reversed out in white.

GE Consumer & Industrial

We are putting sensor technology developed for medical devices, aircraft engines and electrical systems into refrigerators, ranges and other home products to give consumers superior control.

Jim Campbell



Large text and white space enhance a strong message.

5.13 Typography: Typography Layout with Tints

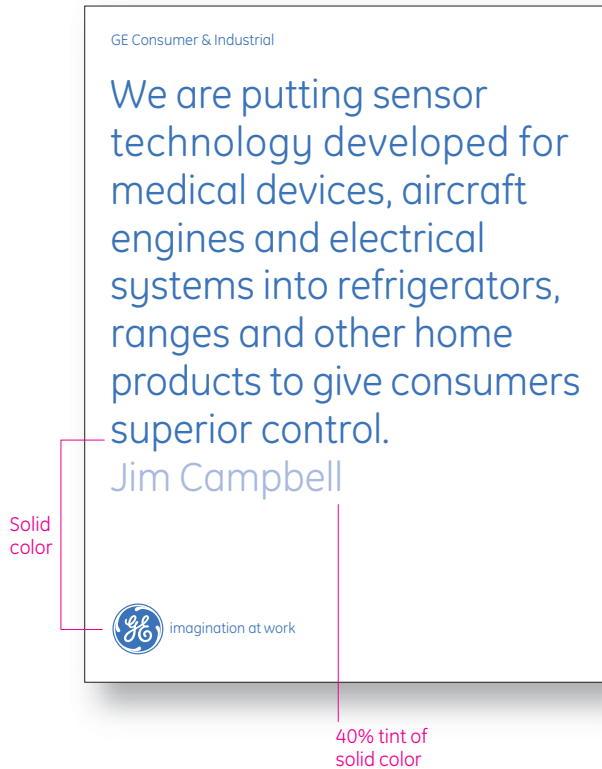
You may use tints of any color in the GE color palette in literature applications for text or charts only.

When using tints for text on color backgrounds, make sure that the tinted text is dark enough to be legible against the solid color.

Do not use tints for backgrounds; all backgrounds are solid colors or white.

Do not use tints for the Monogram or tagline.

Example 1



Example 2



Example 3



6.0

Imagery

- 6.01 Introduction
- 6.02 Overview
- 6.03 Styles
- 6.04 Cut-Outs
- 6.05 Cropping Cut-Outs
- 6.06 Non-Cut-Outs
- 6.07 Non-Cut-Outs, Full Bleed
- 6.08 Illustration
- 6.09 Use of Scale

6.01 Imagery: Introduction

Imagery is a universal medium used to tell stories and make human connections. In our new brand expression, we use imagery to communicate our offer in a compelling and immediate way to make a meaningful connection with all of our audiences.



6.02 Imagery: Overview

In the past, we have not used photographs of people in our marketing communications. In our new brand expression, we now want to emphasize our approachable character. We encourage use of imagery that shows how our customers benefit from using our products and services, and acknowledges the teamwork and achievement of our employees.

We are a global organization and although our customers speak many languages, our common language is visual. We encourage you to portray our offer using imaginative and dynamic images that will trigger a response, an emotion or a call to action.

When using examples of our products, such as engines or plastics, even if the photo is static, try to find an unusual or innovative way of presenting it, or use text in headlines to reveal something different or new about the product.



6.03 Imagery: Styles

In our new brand expression, we encourage use of photographs and illustrations. Using imagery that illustrates our brand attributes will reinforce our personality, show the pride we take in meeting our customers' needs and show our own imagination at work.

Photography

Where possible, use cut-out versions of photographs on white backgrounds as shown in example 1.

You may also use non-cut-out photographs, as shown in example 2. Follow the guidelines for size and position of imagery on the grid, and maintain side and top perimeter clear space. Do not use key lines around any photographs.

Use color more often than black and white to attract attention and highlight an advertisement or page. Use white backgrounds when possible to communicate an open, contemporary feeling.

Illustrations

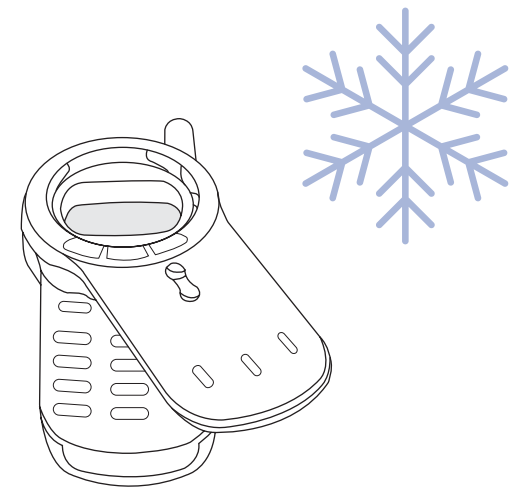
Use illustrations where photography is neither practical nor appropriate, e.g., in technical manuals. Use illustrations to simplify complex directions or content, as shown in example 3.



Example 1: Cut-out photographs



Example 2: Non-cut-out photographs

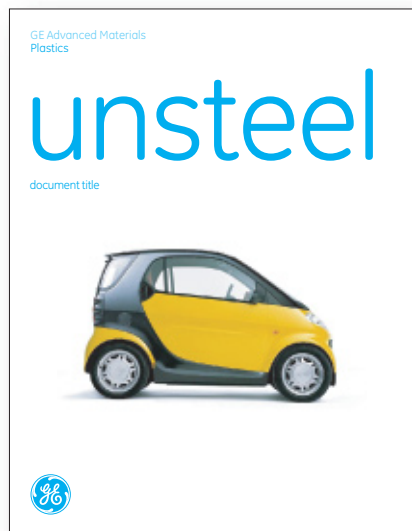


Example 3: Illustrations

6.04 Imagery: Cut-Outs

Whenever possible, use cut-out versions of photographs on white backgrounds, as shown here.

Use color more often than black and white to attract attention and highlight a page. Use white backgrounds to communicate an open, contemporary feeling.

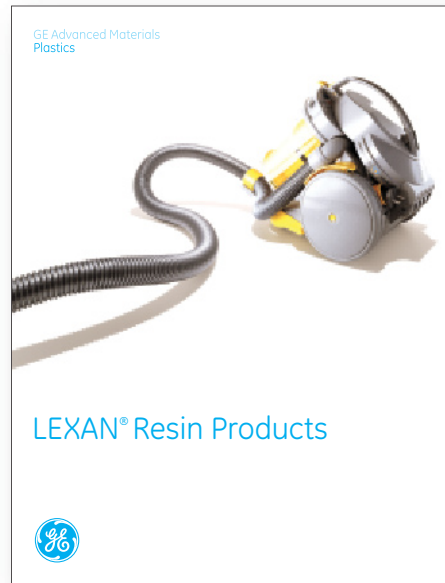


6.05 Imagery: Cropping Cut-Outs

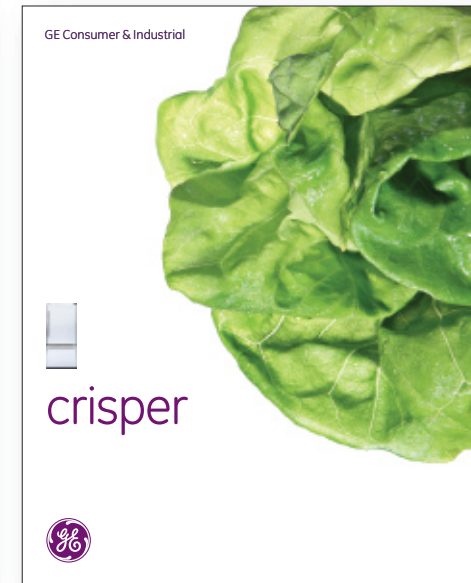
You may also use full or partially cropped photographs. Follow the guidelines for size and position of imagery on the grid, and maintain side and top margin clear space. Do not use key line art around any photographs.

Do not use full bleed imagery on cover applications; however, you may use full or partial bleeds on inside text pages or spreads.

In the cover examples shown here, cut-out images bleed off the top and right sides of the page, without encroaching on the clear space around the brand architecture components and the Monogram.



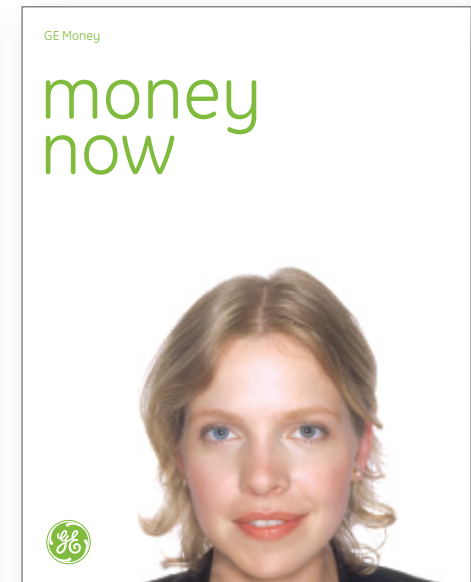
Left side bleed.



Right side bleed.



Side-to-side bleed.



Bottom bleed.

6.06 Imagery: Non-Cut-Outs

When using non-cut-out photographs follow the guidelines for size and position of imagery on the grid, and maintain side and top margin clear space.

To maintain the overall feeling of whiteness and brightness, restrict the image size to 50% or less of the overall page area. Images can butt to the margins, providing there is sufficient clear space around the brand architecture components and the Monogram.

Do not use key line art around non-cut-out images.

When using non-cut-out images on a cover, they do not bleed to the edge. Keep the margin of white space.

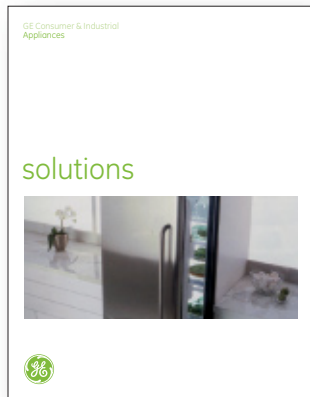
Non-cut out images must be square or rectangular.

50% of page size

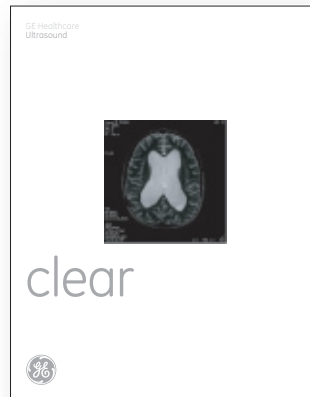
GE Transportation
Aircraft Engines



Capabilities



In this example the image is approximately 33% of the size of the page and butts to the side margins.

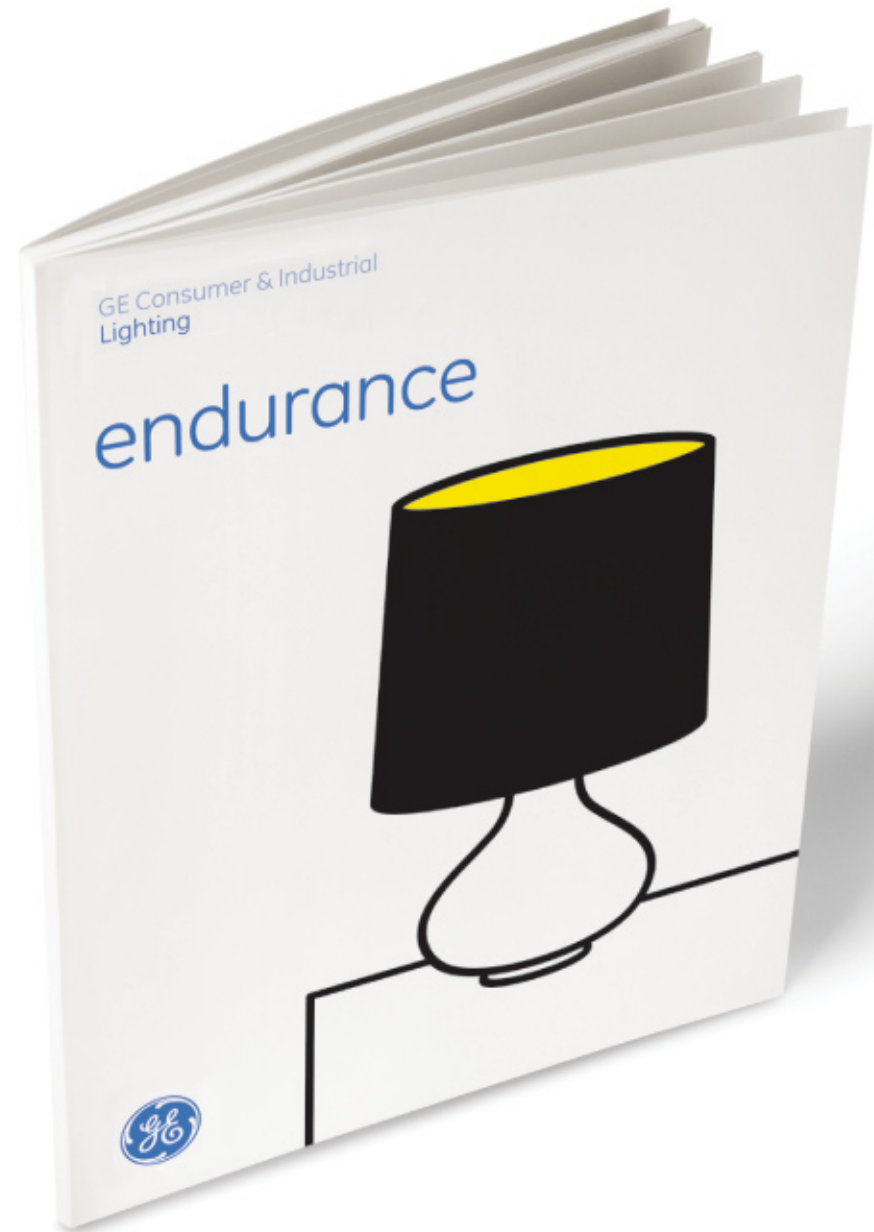


In this example, the image is approximately 25% of the size of the page and is centered.

6.08 Imagery: Illustration

Where photography is neither practical nor appropriate, e.g., in technical manuals, use illustrations to simplify complex directions or content. Whenever possible, maintain at least 50% white space on covers of sales and marketing materials.

You may reverse illustrations in white out of a background color for technical manuals or data sheets, as shown below, but not on sales or marketing material, as shown at right.



6.09 Imagery: Use of Scale

In any literature layout, make the primary focus either a headline or an image. These examples demonstrate a range of emphasis in size and scale between the image and the headline type.

In general, when the *headline* is large, the image should be smaller in scale. When the *image* is large, the headline is smaller.

Note Regardless of the size of the headline type and imagery, the brand architecture components and tagline lock-up follow a standard for correct size. Headline and imagery size do not affect their size.

Headline is primary focus, image is secondary



Equal focus between headline and image



Image is primary focus, headline is secondary

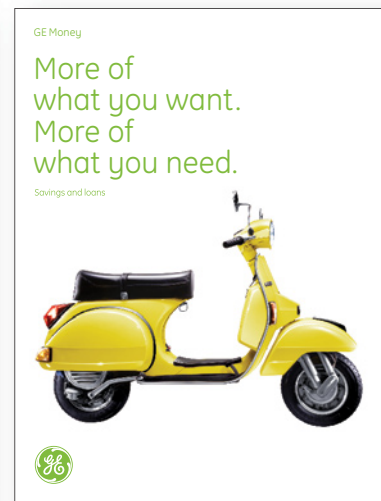


Image is primary focus, headline is secondary



7.0

Tone of Voice

7.01 Overview

7.01 Tone of Voice: Overview

optimistic

A sense of optimism is central to our brand expression, and that sensibility leads to imaginative and innovative communications. Our media should reflect this optimistic, unpretentious spirit, and demonstrate that we can deliver on what we imagine.

precise

Precision is a dimension that reflects our engineering heritage and adherence to the principles of *Six Sigma*. Throughout our communications, avoid jargon or unsubstantiated claims and eliminate verbose descriptions. Use clear, specific language and imagery that are appropriate to the application.

simple

Simplicity in our communications results in impact. It means presenting complex services and products in the clearest way we can, using short, direct statements and sentences. Simplicity also means using visual imagery in a manner that underscores and clarifies messages.

8.0

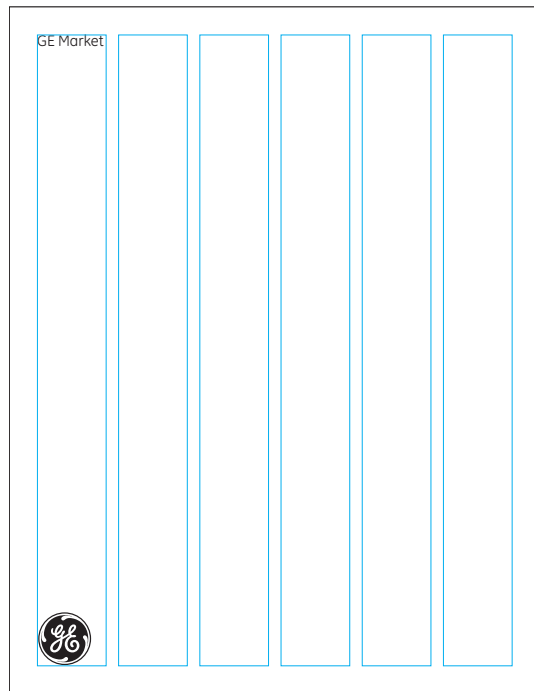
Grids

- 8.01 Overview
- 8.02 Construction
- 8.03 US Letter – Portrait
- 8.04 US Letter – Landscape
- 8.05 US Letter: Inside Spread
- 8.06 Slim Jim Cover: 3.6" x 8.5"
- 8.07 Slim Jim Inside Spread: 3.6" x 8.5"
- 8.08 A4 – Portrait
- 8.09 A4 – Landscape
- 8.10 A4: Inside Spread
- 8.11 Third A4
- 8.12 A5 – Portrait
- 8.13 A5 – Landscape
- 8.14 A5 – Inside Spread
- 8.15 Construction for Other Sizes
- 8.16 Adjustment for Binding

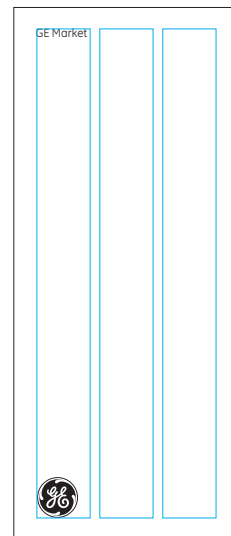
8.01 Grids: Overview

We have created a flexible grid system to ensure an integrated look and feel across all literature and print collateral. Grids are essential tools for creating a consistent look and feel – they are the invisible structure upon which to position the brand essentials for print.

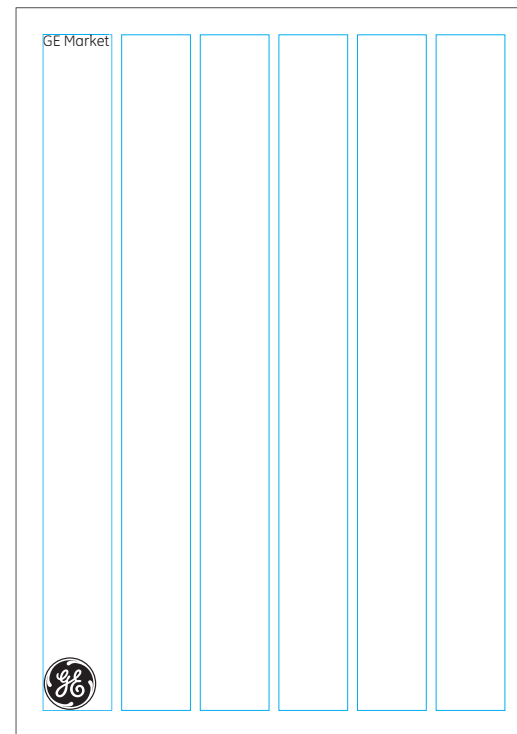
This section provides the fundamental rules for creating and using grids in literature and gives specifications for most of the brochures and documents we create.



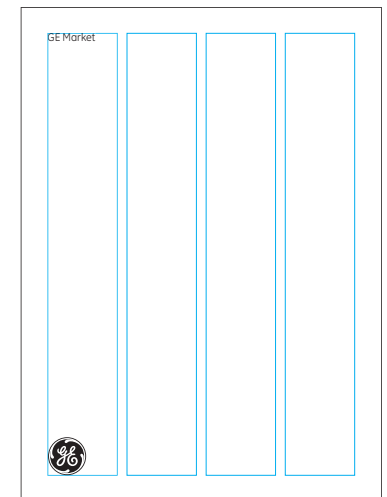
US letter, 8.5" x 11"



3.6" x 8.5"



A4, 210mm x 297mm



A5, 148.5mm x 210mm

8.02 Grids: Construction

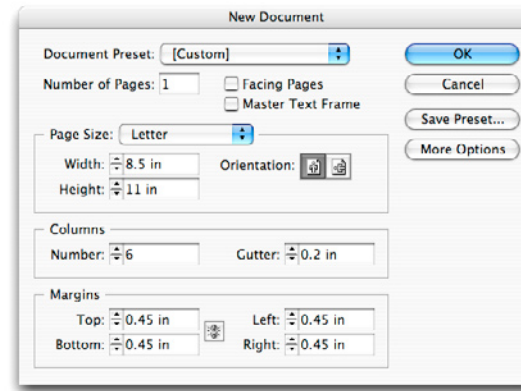
To construct a US letter size document in Adobe InDesign or QuarkXPress, use the measurements shown at right.

This grid is six columns with a gutter of 0.2".

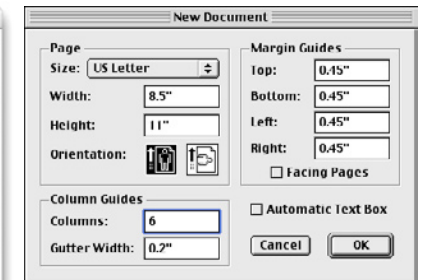
All margins are set to 0.45".

Use a baseline grid for aligning text within the advertisement.

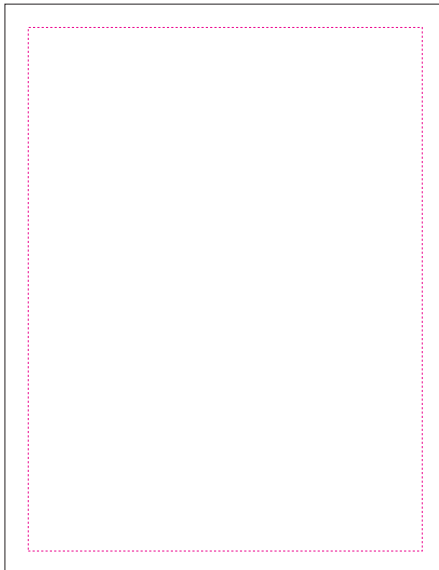
Adobe InDesign setup



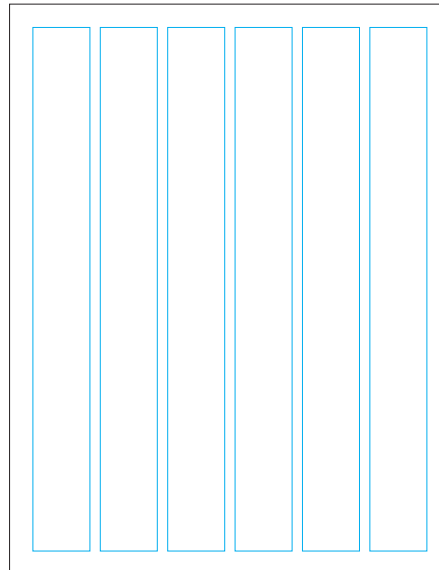
QuarkXPress setup



Image/ clear space guide



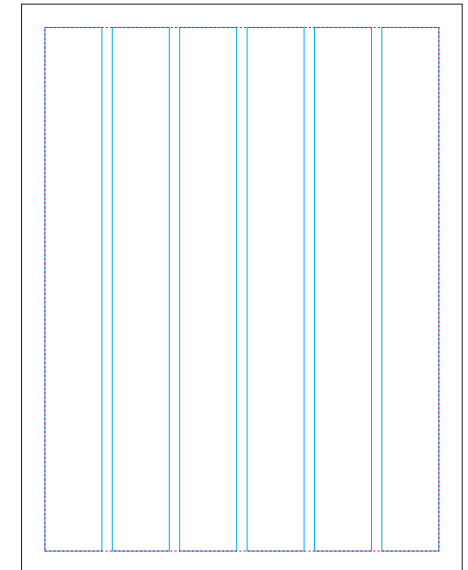
Text area / six columns with gutters



0.2"/5mm optional baseline grid



Full grid



8.03 Grids: US Letter – Portrait

The US letter size grid is six columns wide.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

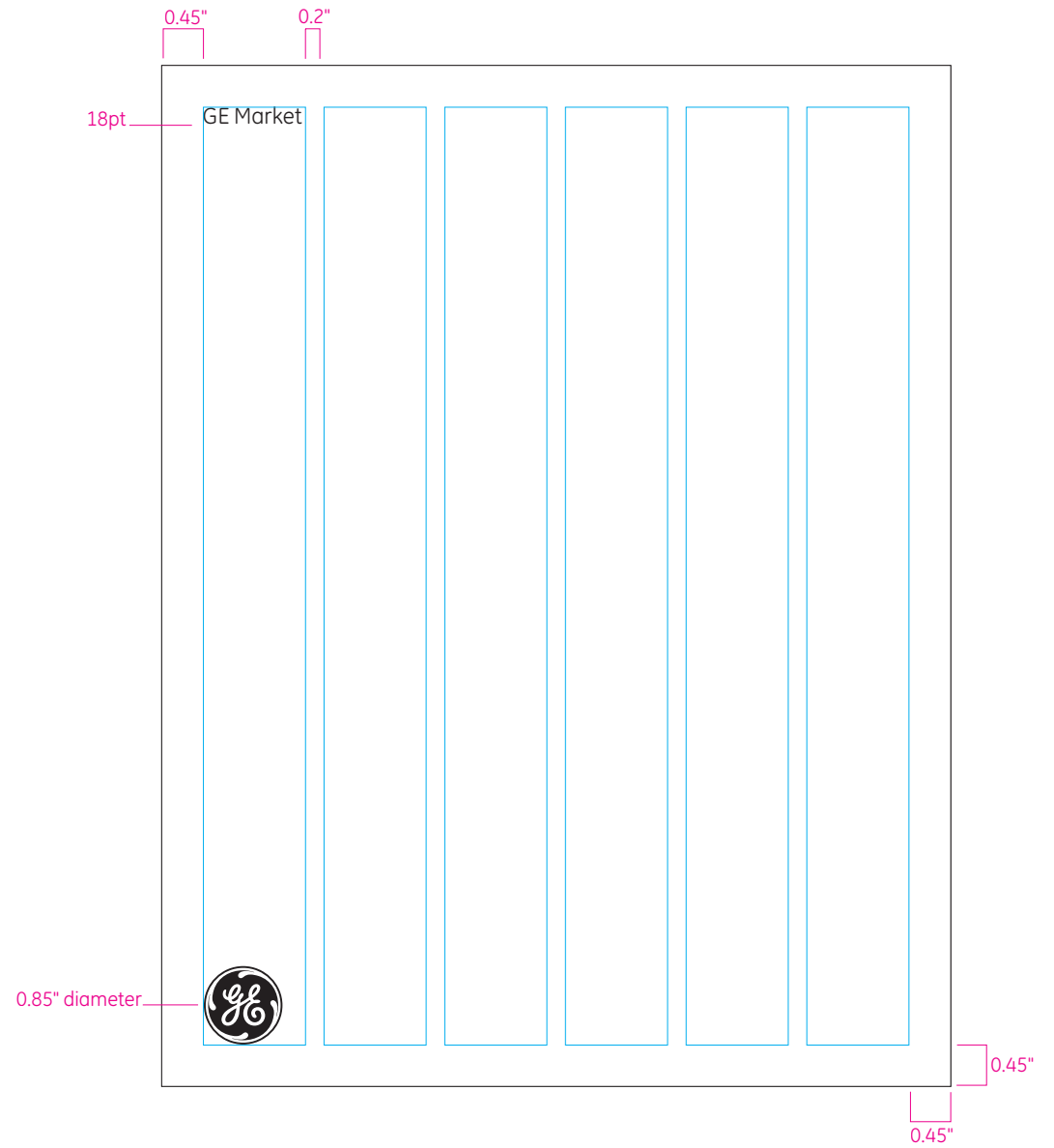
Page size: 8.5" x 11"

Margins

0.45" all around

Gutters (space between each column)

0.2"



8.04 Grids: US Letter – Landscape

The US letter size grid is eight columns wide.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

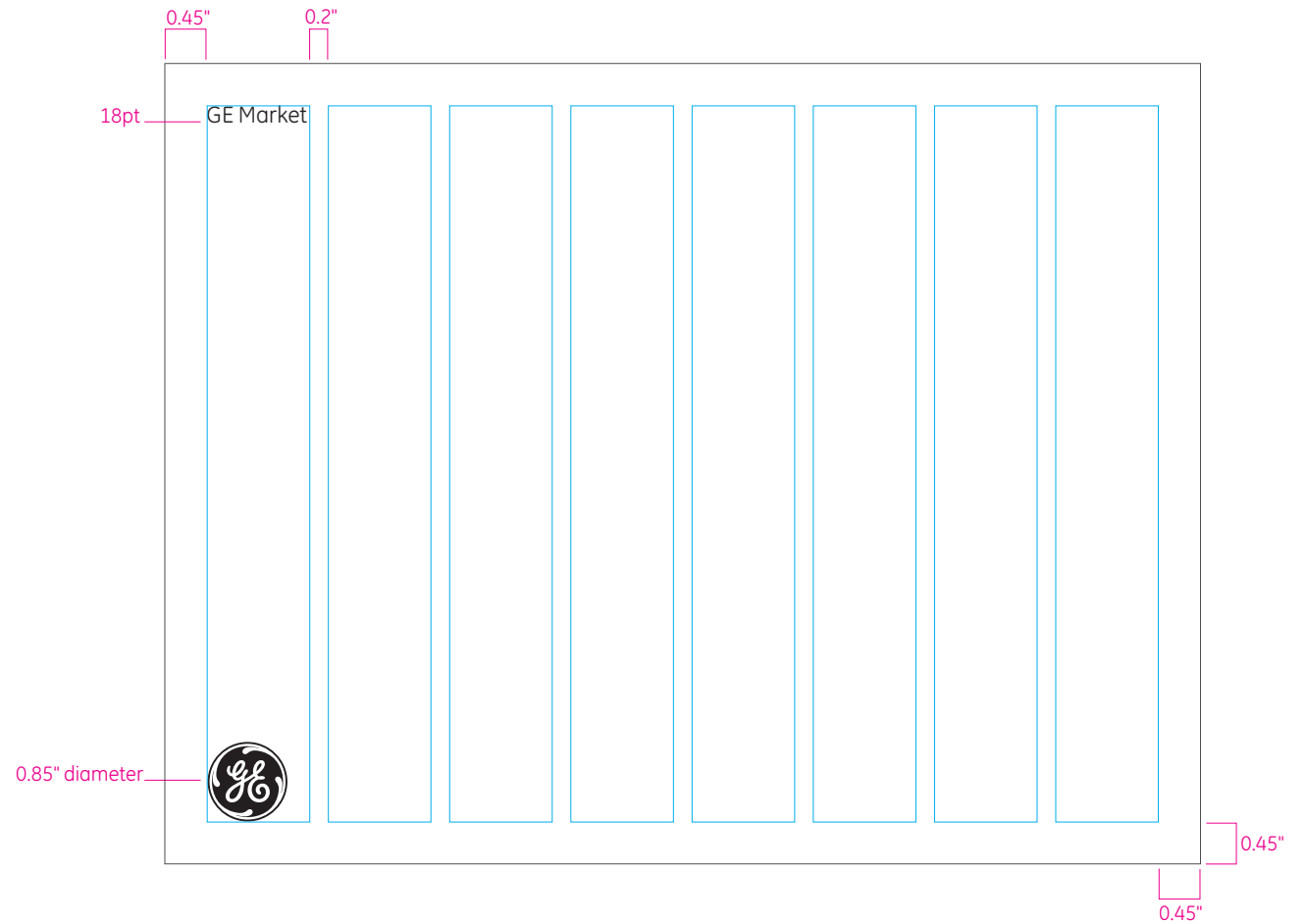
Page size: 11" x 8.5"

Margins

0.45" all around

Gutters (space between each column)

0.2"



8.05 Grids: US Letter, Inside Spread

The US letter size inside spread grid is 12 columns wide.

The grid size for each page is six columns wide. The US letter inside spread has a 0.7" inside margin to accommodate different binding treatments.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

Page size: 8.5" x 11"

Spread size: 17" x 11"

Margins

Outside: 0.45"

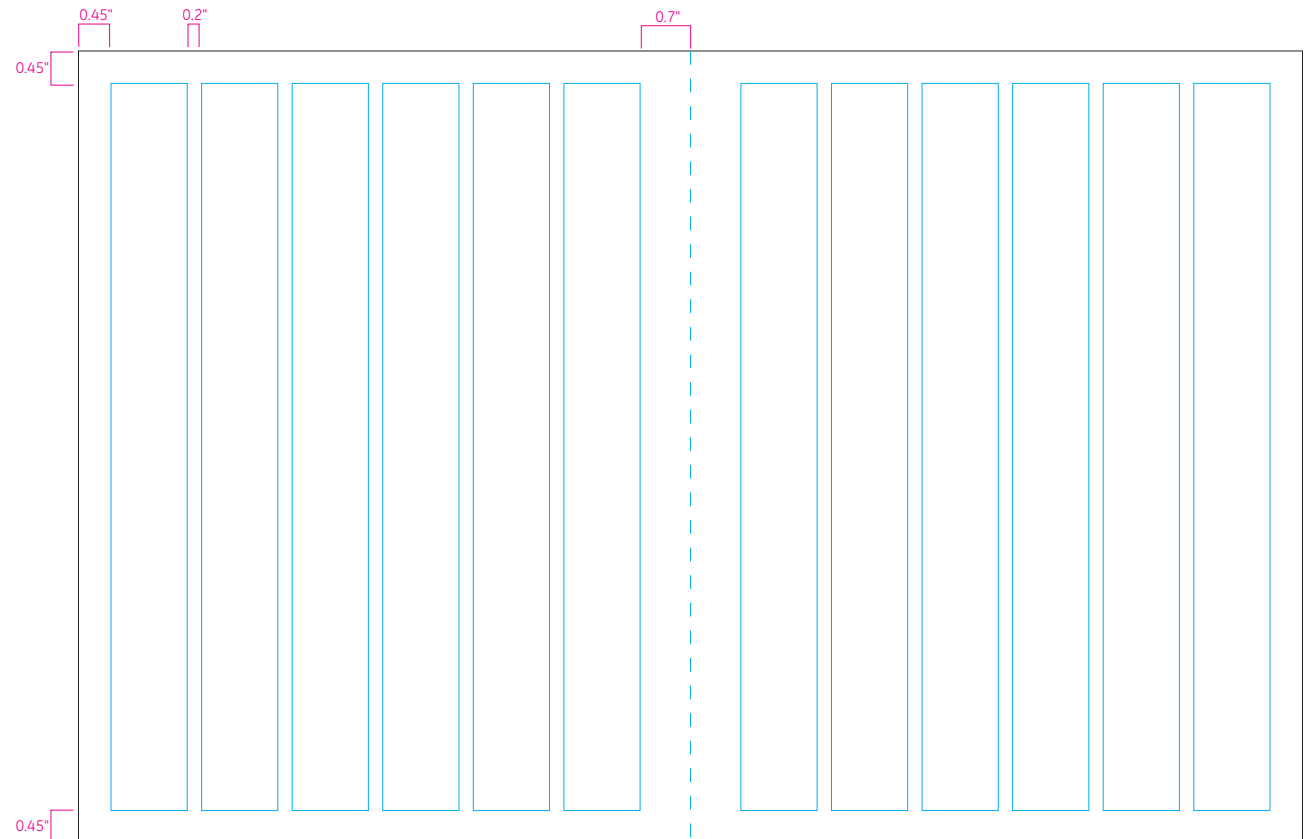
Inside: 0.7"

Top: 0.45"

Bottom: 0.45"

Gutters (space between each column)

0.2" wide



8.06 Grids: Slim Jim Cover, 3.6" x 8.5"

The Slim Jim size cover grid is three columns wide.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

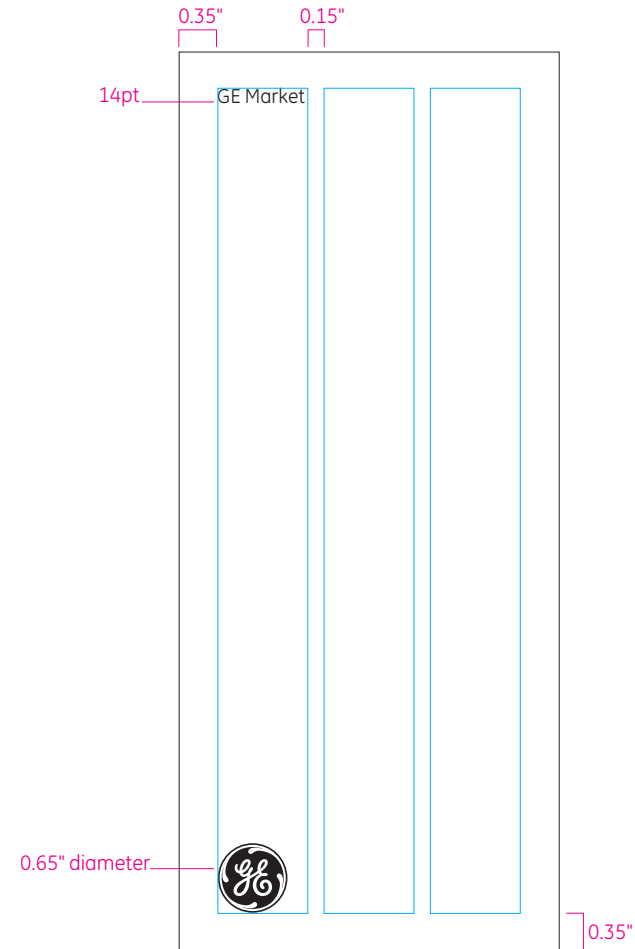
Page size: 3.6" x 8.5"

Margins

0.35" all around

Gutters (space between each column)

0.15"



8.07 Grids: Slim Jim Inside Spread, 3.6" x 8.5"

The Slim Jim size inside spread grid is six columns wide.

The grid for each page is three columns wide. The Slim Jim inside spread has a 0.35" inside margin.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

Page size: 3.6" x 8.5"

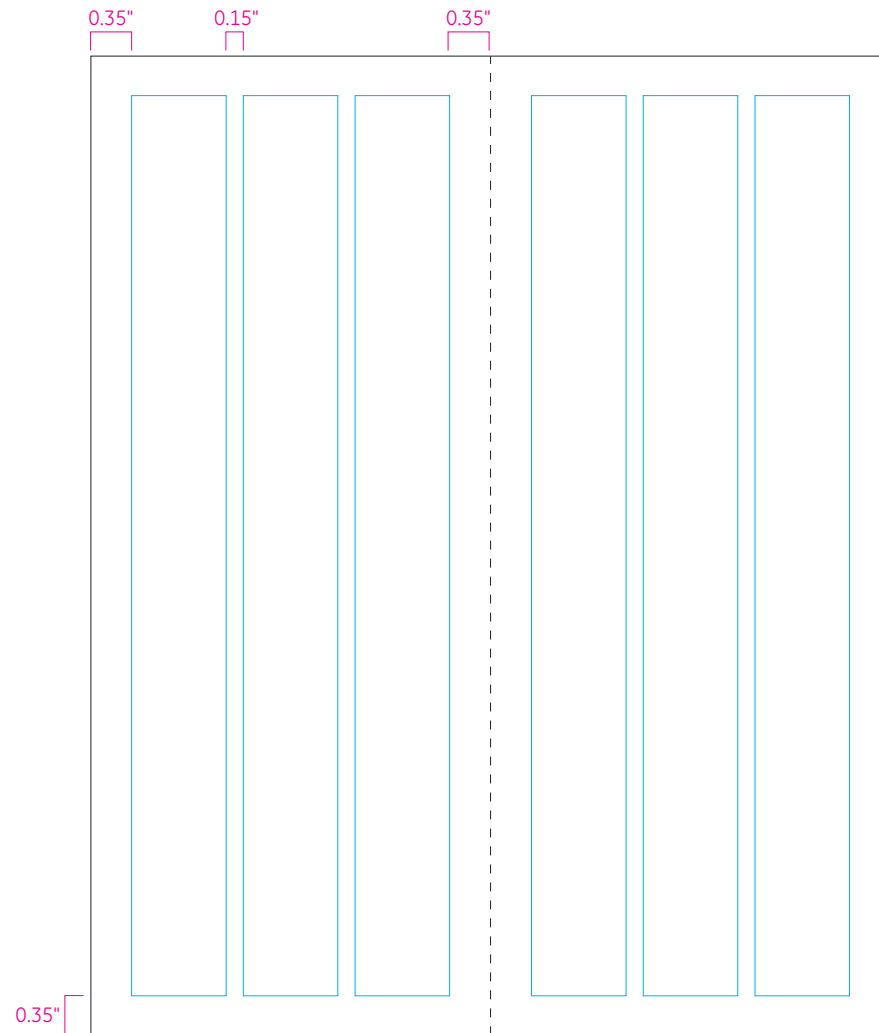
Spread size: 7.2" x 8.5"

Margins

0.35" all around

Gutters (space between each column)

0.15"



8.08 Grids: A4 – Portrait

The A4 size grid is six columns wide.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

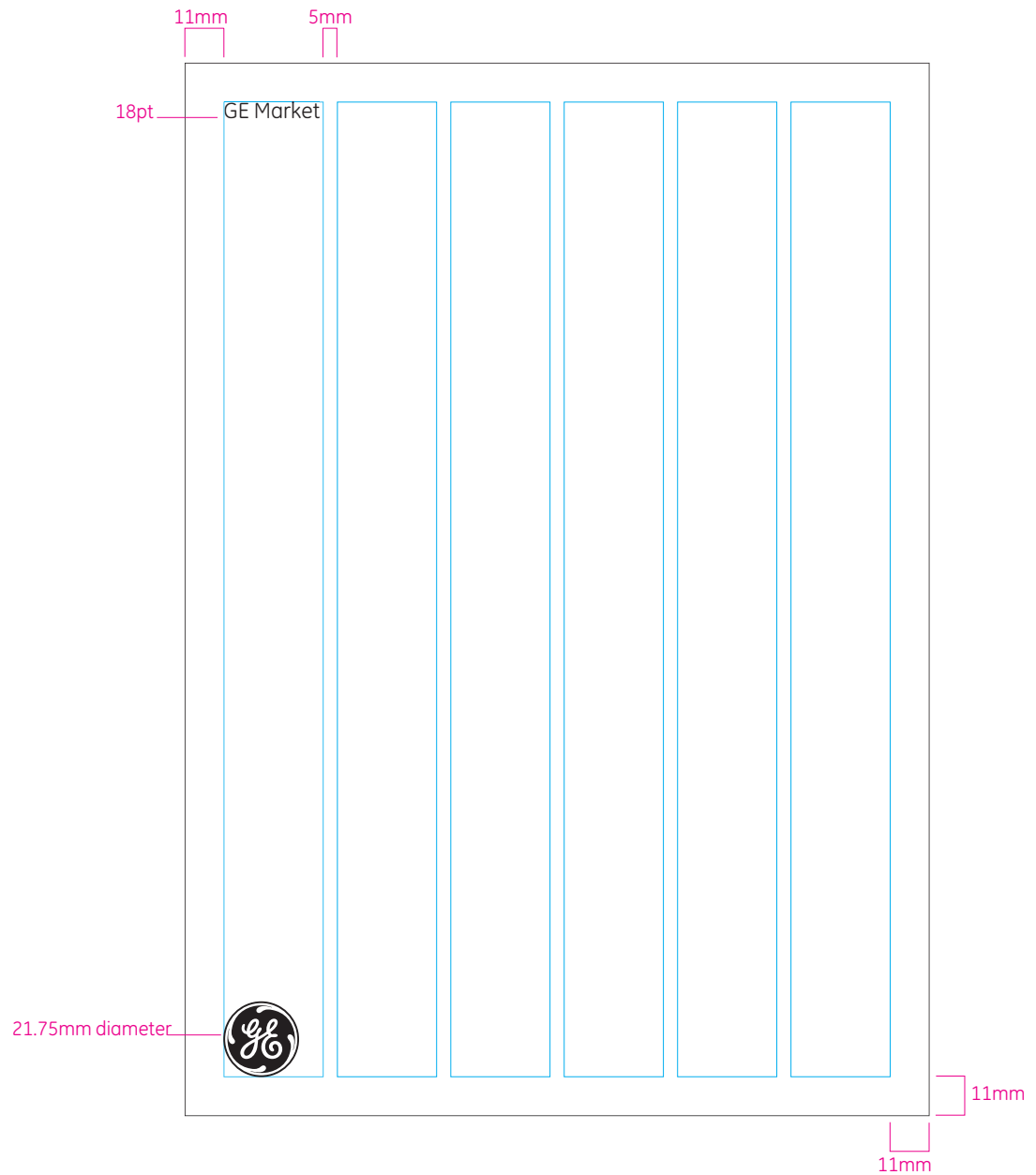
Page size: 210mm x 297mm

Margins

11mm all around

Gutters (space between each column)

5mm



8.09 Grids: A4 – Landscape

The A4 size grid is eight columns wide.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

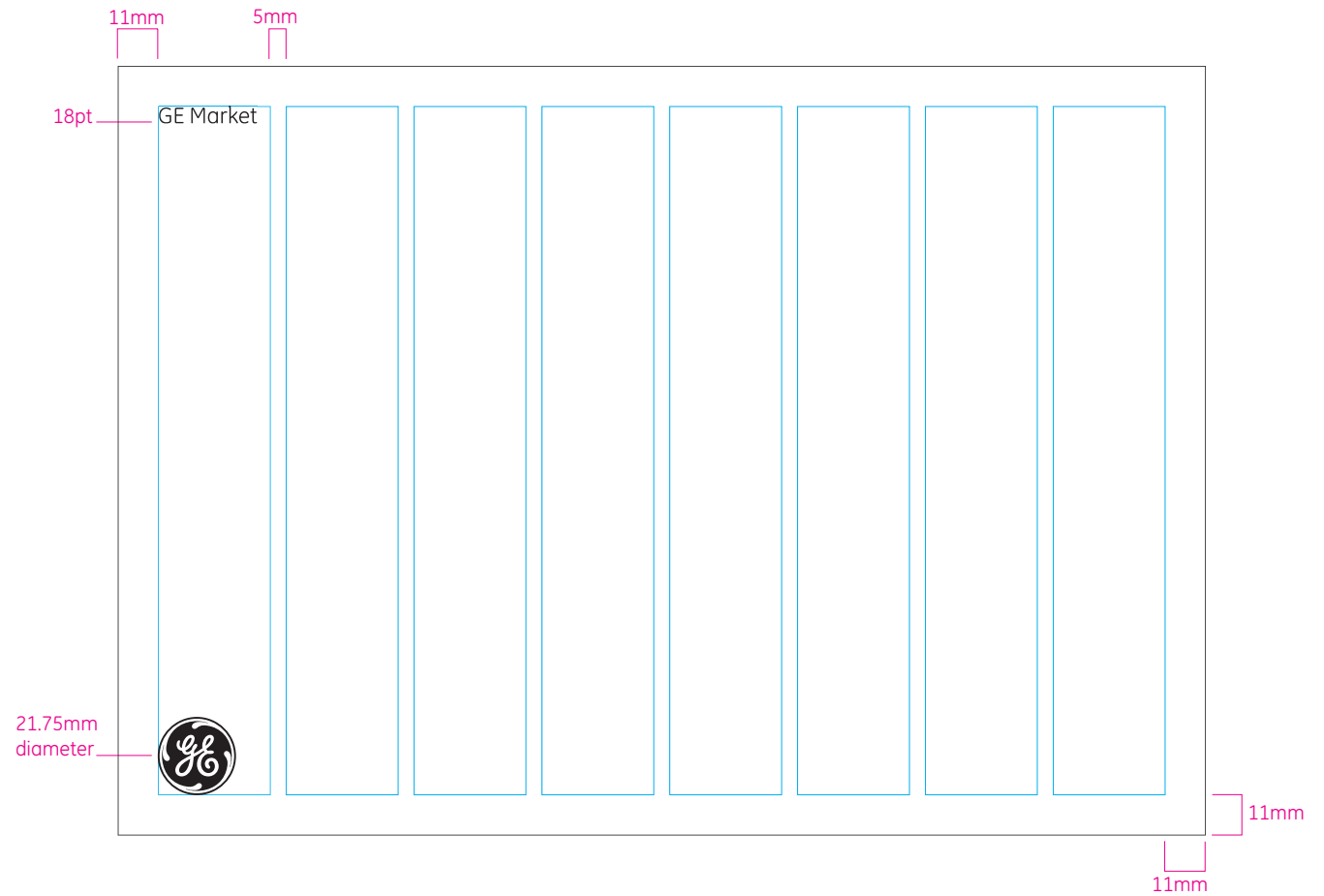
Page size: 297mm x 210mm

Margins

11mm all around

Gutters (space between each column)

5mm



8.10 Grids: A4, Inside Spread

The A4 size inside spread grid is 12 columns wide.

The grid system for each page is six columns wide. The A4 inside spread has an 18mm inside margin to accommodate different binding treatments.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

Page size: 210mm x 297mm

Spread size: 420mm x 297mm

Margins

Outside: 11mm

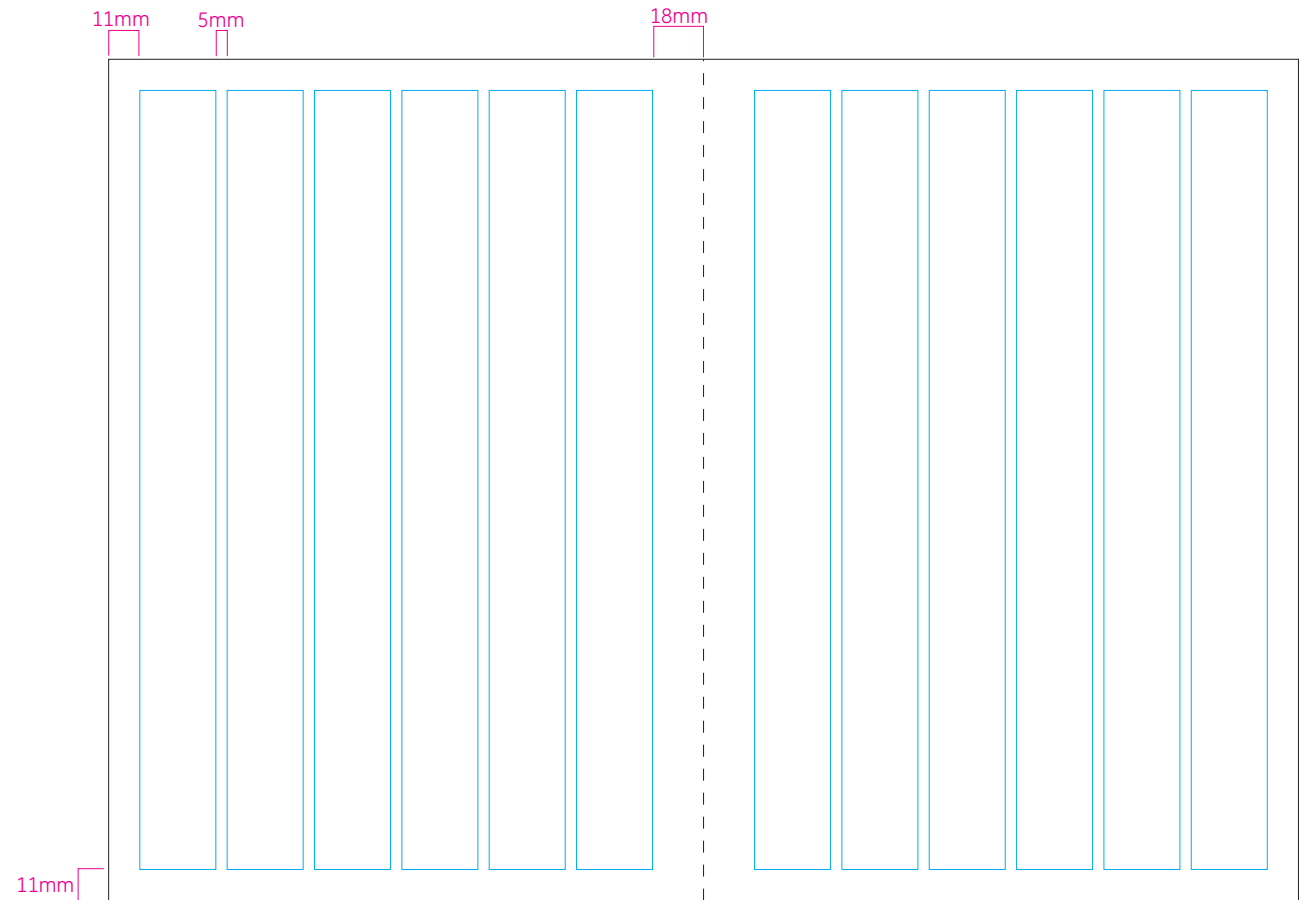
Inside: 18mm

Top: 11mm

Bottom: 11mm

Gutters (space between each column)

5mm



8.11 Grids: Third A4

The third A4 size cover grid is three columns wide. The brand architecture components, the Monogram and all text align with the left margin.

The grid for each inside page is three columns wide.

Dimensions

Page size: 99mm x 210mm

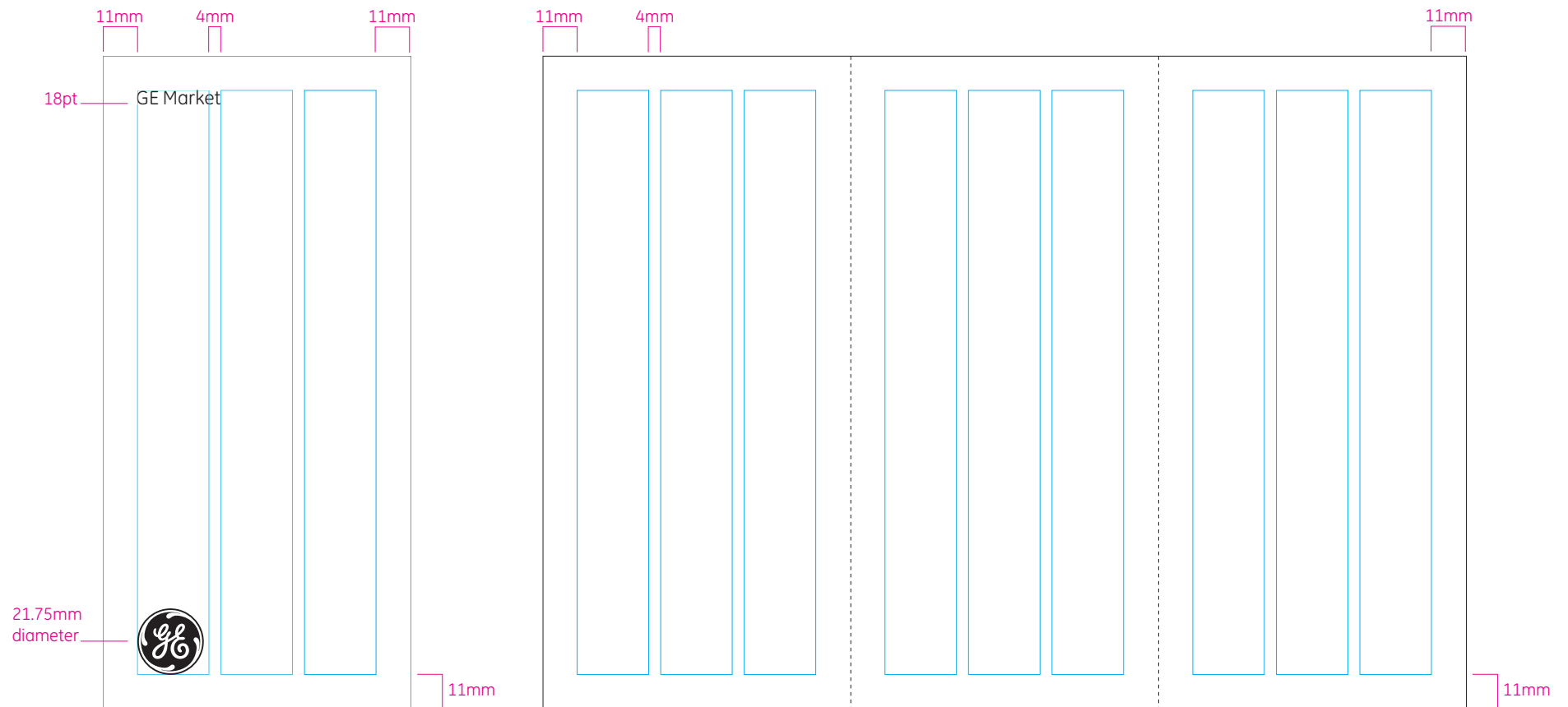
Spread size: 297mm x 210mm

Margins

11mm all around

Gutters (space between each column)

4mm



8.12 Grids: A5 – Portrait

The A5 size grid is four columns wide.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

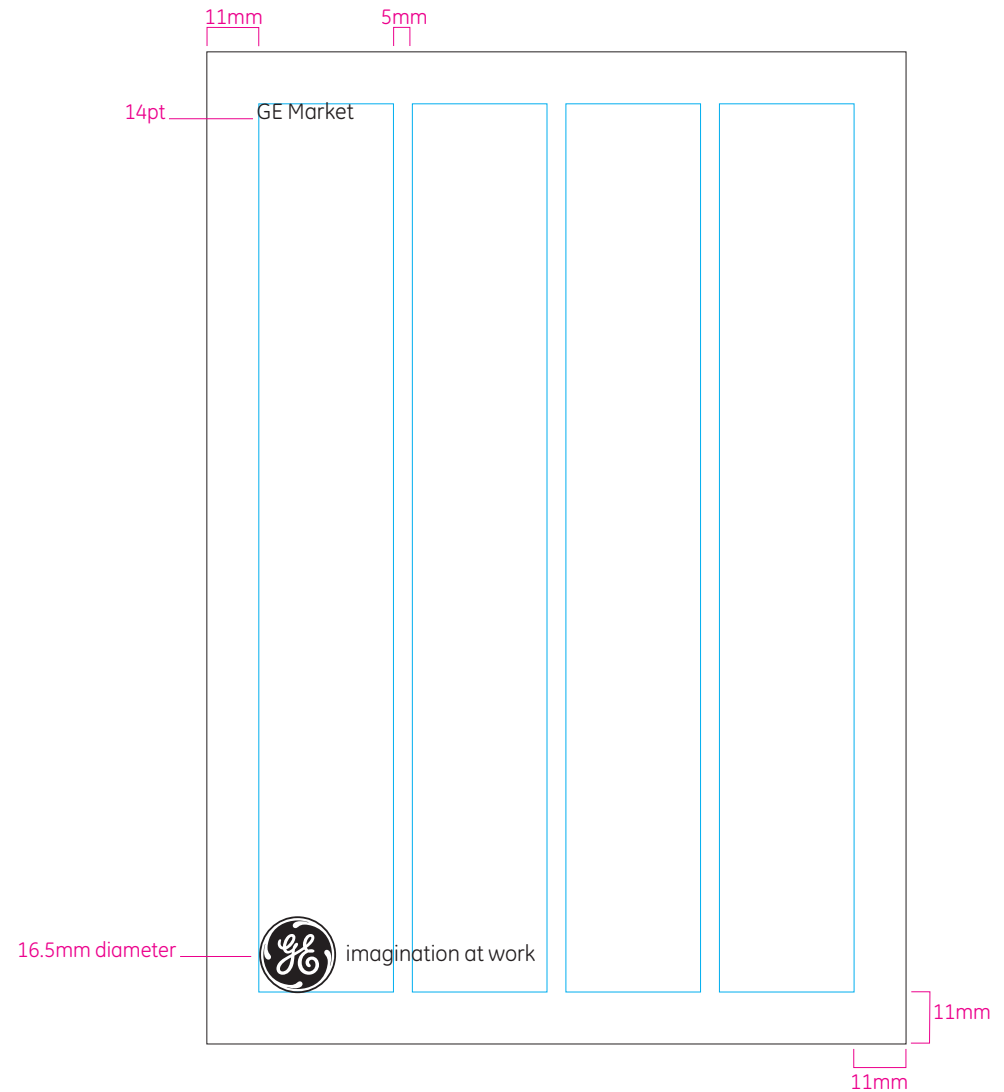
Page size: 148mm x 210mm

Margins

11mm all around

Gutters (space between each column)

5mm



8.13 Grids: A5 – Landscape

The A5 size grid is six columns wide.

The brand architecture components, the Monogram and all text align with the left margin.

Dimensions

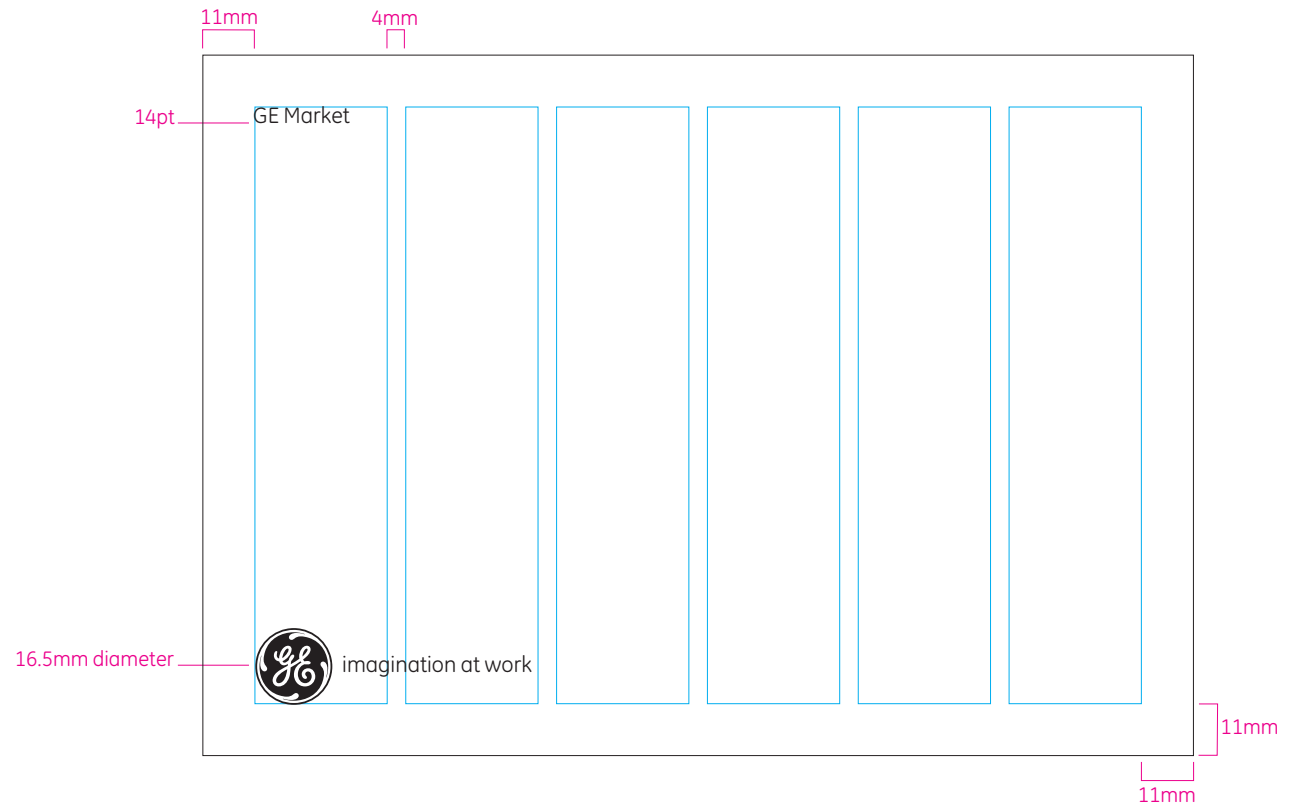
Page size: 210mm x 148mm

Margins

11mm all around

Gutters (space between each column)

4mm



8.14 Grids: A5, Inside Spread

The A5 size inside spread grid is eight columns wide.

The grid for each page is four columns wide. The A5 inside spread has an 18mm inside margin to accommodate different binding treatments.

The brand architecture components, the Monogram and all text align with the left margin

Dimensions

Page size: 148mm x 210mm

Spread size: 297mm x 210mm

Margins

Outside: 11mm

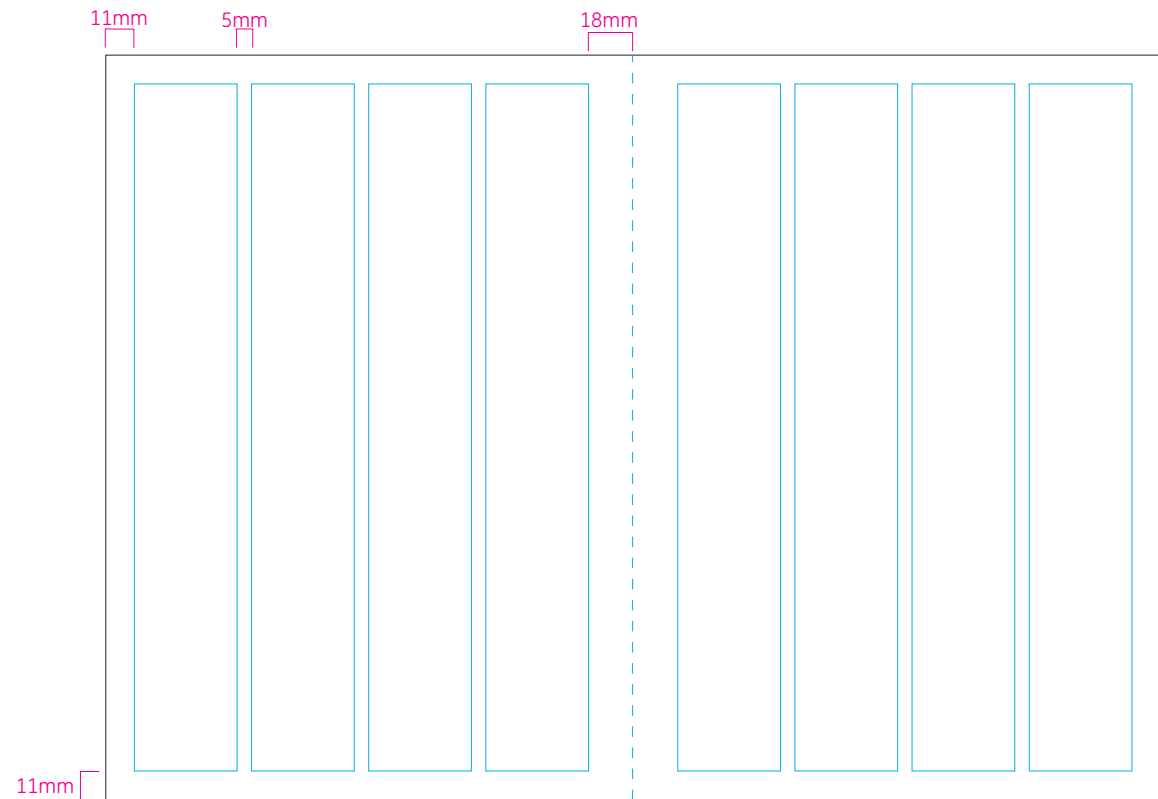
Inside: 18mm

Top: 11mm

Bottom: 11mm

Gutters (space between each column)

5mm

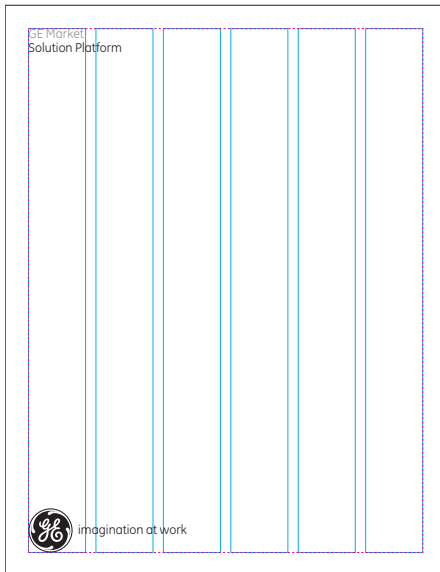


8.15 Grids: Construction for Other Sizes

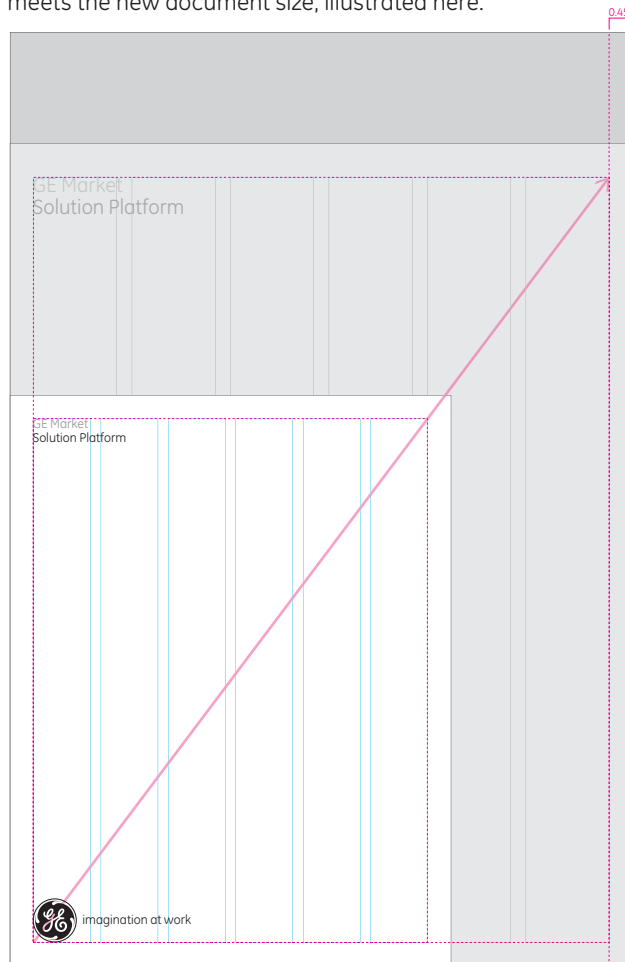
For sizes smaller or larger than US letter or A4, achieve the correct grid size by scaling the US letter or A4 grid “down” or “up” to the required size. This page demonstrates how to scale the grid “up” to a larger size.

Note In step three, the elements are not scaled any further. The text columns extend vertically to meet the fixed outer margin (0.45”), and the brand architecture components align with the top and left outer margins.

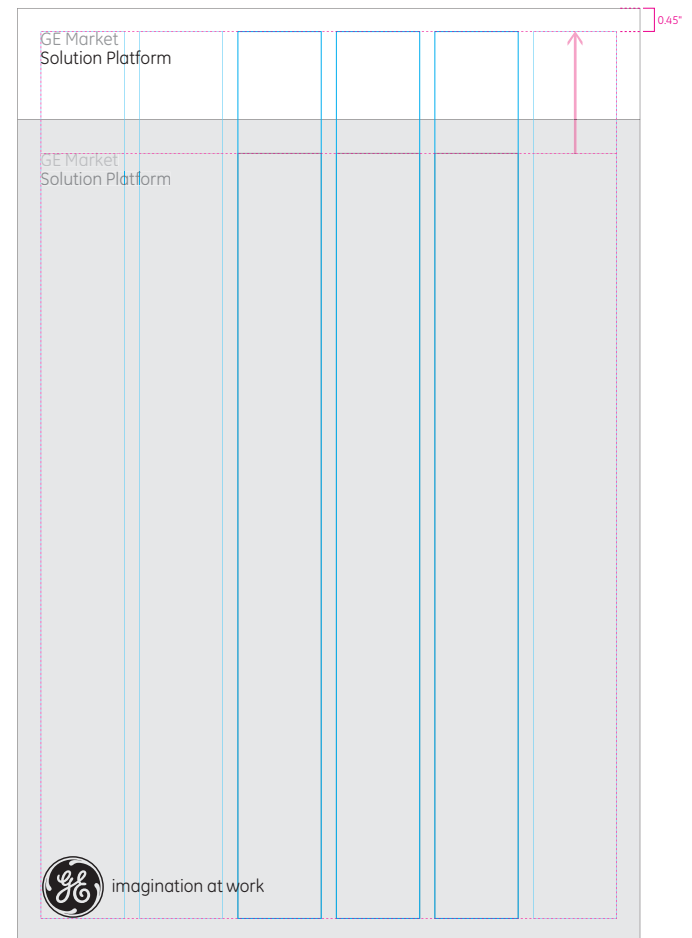
1. Start grid with Monogram, tagline and brand architecture components.



2. Scale all elements to the larger size, until one edge meets the new document size, illustrated here.



3. Adjust the rest of the grid to fit into new page size.

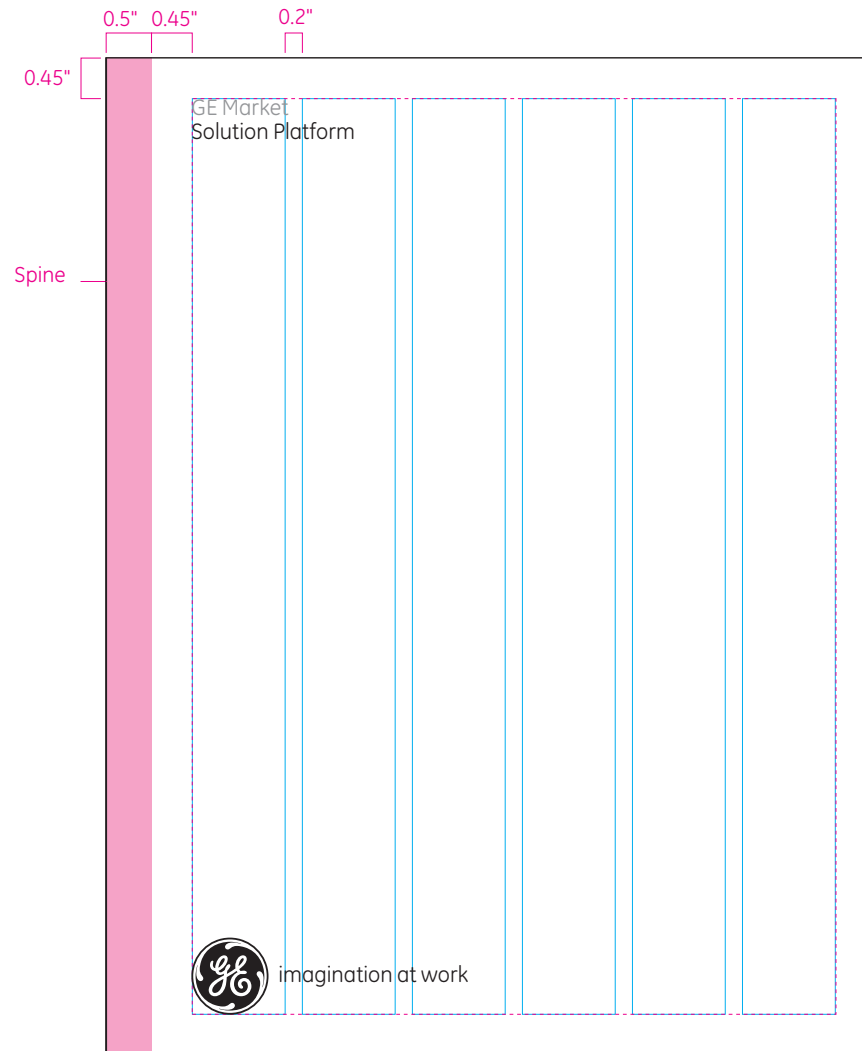


8.16 Grids: Adjustment for Binding

When creating bound literature and print collateral you can adjust the grid.

Adjust the inside grid margin outward from the spine edge. This will adjust the column width while maintaining the gutter of 0.2".

This is an example of an 8.5" x 11" portrait cover with the grid adjusted for left hand binding.



9.0

Applications

9.01 Overview

9.02 Cover Examples

9.03 - 9.04 Inside Spread, Image and Text

9.05 - 9.07 Inside Spread, Text Only

9.08 Inside Spread, Graphs and Charts

9.09 Back Covers

9.10 Product Data Sheet

9.11 Specification Sheet

9.12 Case Study: White Papers

9.13 White Papers, Inside Spread

9.14 Manual Covers

9.15 CD / DVD

9.16 Don'ts

9.01 Applications: Overview

This section demonstrates how to use color, typography and imagery on the grid to create a range of covers, spreads, specification and data sheets, and white papers. Use of the tagline is optional in literature. When it is used, it appears only once on either the front or the back of the application.

Brochure cover



Specification sheet



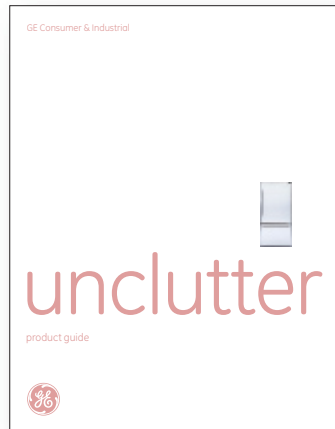
Brochure spread



White paper

9.02 Applications: Cover Examples

These are examples of brochure covers showing proper use and position of the brand essentials, and correct size and position relationships between typography and imagery.



Headline is primary focus, image is secondary. Text is 150pt and image is 5% of page size.



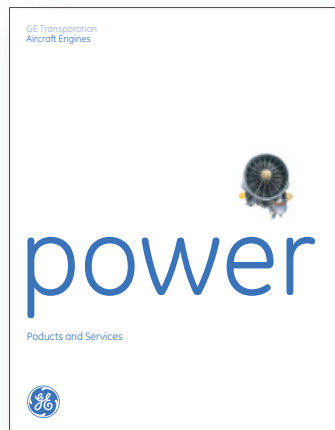
Headline is primary focus, image is secondary. Text is 75pt on 70pt leading and image is 25% of page size.



Image is primary focus, headline is secondary. Image is 33% of page size and text is 16pt on 19pt leading.



Image is primary focus, headline is secondary. Image is 50% of page size and type is 30pt.



Headline is primary focus, image is secondary. Text is 210pt and image is 5% of page size.



Headline is primary focus, image is secondary. Text is 150pt and image is 5% of page size.



In this type-only layout, type is 48pt on 56pt leading.

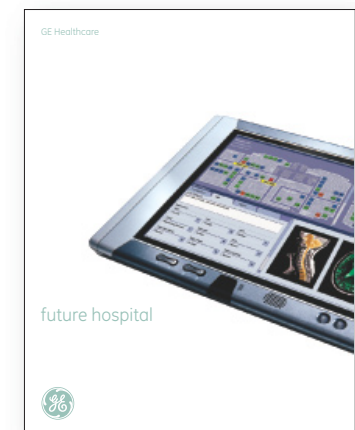


Image is primary focus, headline is secondary. Image is 50% of page size and type is 34pt.

9.03 Applications: Inside Spread, Image and Text

This example shows an inside spread using cut-out imagery and captions. Text is set in one column for the list, and in a two-column layout for the more significant amount of text.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram used on the application cover. Use black for text set in GE Inspira Regular, 9pt or smaller. In this example the list, heading, body copy, and caption titles are blue; caption text and page numbers are black.

List 22/25pt

electrical
appliances
eyewear
automotive lighting
kitchen-ware
lighting
packaging
telecommunications
healthcare
media
extrusion



Product One

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat. Duis autem vel eum iri u dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero.

04



Product Two

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat.



Product Three

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat. Duis autem vel eum iri u dolor in hendrerit in vulputate esse molestie aliquam erat volutpat.



Product Four

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat. Duis autem vel dolor in hendrerit in vulputate velit esse molestie consequat, vel illum do.



Product Five

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat. Duis autem vel eum iri u dolor in hendrerit in vulputate velit esse molestie consequat, illum dolore feugiat nulla facilisis at vero eros et accumsan.



Product Six

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat. Duis autem vel eum iri u dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accuallquam erat volutpat.

05

Body copy
12/15pt

Growth Platform

Elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliqui commo consequat. Duis autem vel eum iri u dolor in hendrerit in vulputate velit esse Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliqui com modo consequat. Duis autem eum.

Dolor in hendrerit in vulputate velit esseli quam erat volutpat. Ut wisi enim ad minim veniam, quis nostrupsumexerci tation ullamcorper suscipit lobortis. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ea commo consequat.

Duis autem vel eum iri u dolor in hendrerit in vulputate velit esseli quam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ea commo consequat. Duis autem vel eum iri u dolor in hendrerit in vulputate velit esseli quam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ea commo consequat. Duis autem vel euriu dolor in hendrerit in vulputate. Ut wienim ad minim veniam, quis nostrud exerci tationullamcorper suscipit lobortis nisl ut aliquip ea commo consequat. Duis autem vel eum iri u dolor hend rerit in vulputate velit esseli quam volutpat.

Ut wisi enim ad minim veniam, quis nostrud tation ullamcorper suscipit lobortis nisl ut aliquip ea commo consequat. Duis autem veleuriu dolor in hendrerit in vulputate.

Caption title 9/11pt
GE Inspira Bold

Page number 7pt

Cut-out images

Caption text
9/11pt
100% black

Page number 7pt

9.04 Applications: Inside Spread, Image and Text

This page shows two inside spreads using cut-out imagery and typography as graphic elements. The top spread uses large cut-out images with captions for impact.

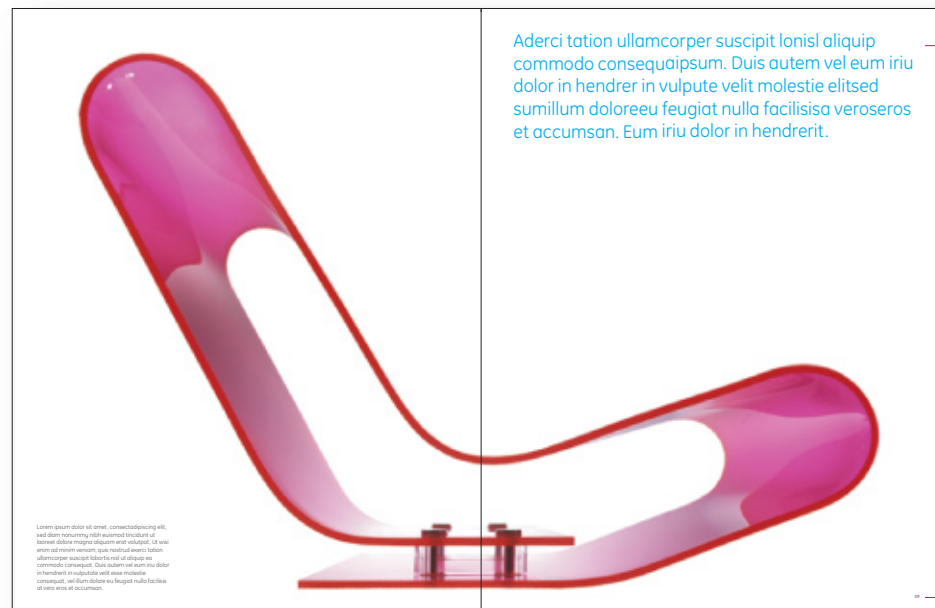
The bottom spread shows a large image that emphasizes the luster of the plastic chair. Large introduction text highlights key messages.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram used on the application cover. Use black for text set in GE Inspira Regular, 9pt or smaller. In this example the introduction text and caption titles are blue; caption text and page numbers are black.



Caption title
GE Inspira Bold
9/11pt

Caption text
or subtext 9/11pt



Introduction
text 22/25pt

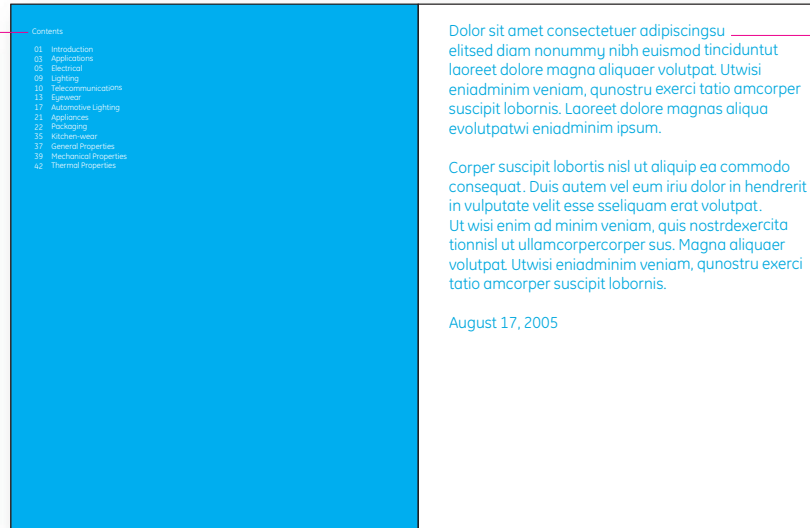
Page
number 7pt

9.05 Applications: Inside Spread, Text Only

This example shows opening spreads with a table of contents on one side and an introduction on the other side. The typography for both pages sets flush left. Set type in a larger point size for additional emphasis.

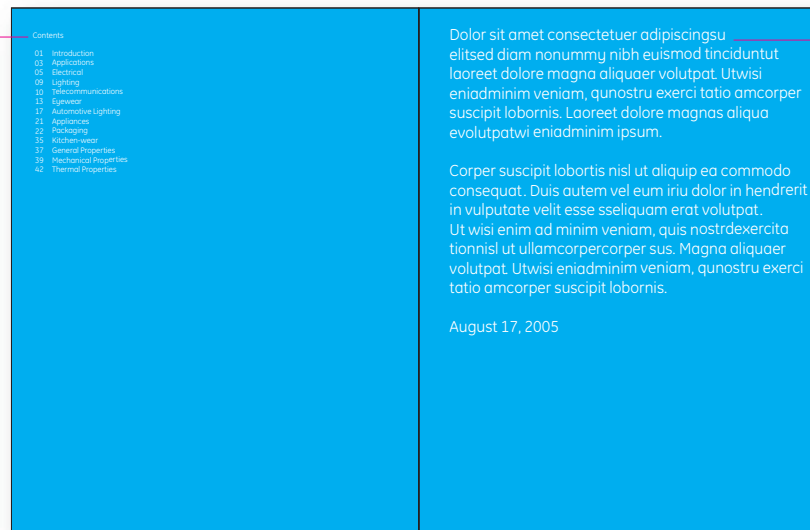
Full bleed color provides graphic pacing and visual interest. When reversing type in white out of a color background, the size must be 10 pt or larger.

Table of contents
12/13pt



Introduction text
22/23pt

Table of contents
12/13pt



Introduction text
22/23pt

9.06 Applications: Inside Spread, Text Only

Highlight important words or key phrases on a spread to create impact. Reverse the word or words out of bright colors to help the rhythm and pacing of the brochure.

Be aware of document gutters when using text across a spread.



9.07 Applications: Inside Spread, Text Only

Use three or six column layouts for appendices, lists, data and detailed information. Use rule lines sparingly to help divide and organize information.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram used on the application cover. Use black for text set in GE Inspira Regular, 9pt or smaller. In this example the headings, sub-heads and rules are blue; directory text is black.

Heading 12pt
GE Inspira Bold

Directory text
9/14pt

Rule 0.5pt

Key performance			
Acid, mineral	+	Glycerine	+
Boric acid	+	Heptyl alcohol	-
Hydrogen chloride 20%	+	Isobutanol	0
Hydrogen chloride 25%	-	Nonyl alcohol	-
Hydrogen fluoride 25%	+	Octyl alcohol	+
Nitric acid 70%	-	Dicyclohexyl 2,2	+
Perchloric acid	-	Phenethyl alcohol	-
Phosphoric pentoxide dry	+	Polysulfene glycol	-
Phosphoric acid 1%	+	Polyethylene glycol	+
Phosphoric acid 10%	-	Propylene glycol	-
Phosphoric pentachloride	+	Sorbitol	+
Sulphuric acid 50%	+	Theodiglycol 5%	-
Sulphuric acid 70%	-	Triethylene glycol	+
Sulphurous acid 5%	-	Tripropylene glycol	-
Acid, organic	-	Aldehyde	+
Acetic anhydride	-	Acetaldehyde	-
Formic acid concentrate	-	Butyraldehyde	-
Gallic acid	+	Formaldehyde solvent 37%	+
Maleic acid	+	Formalin	+
Mercapto acetic acid	-	Propionaldehyde	-
Murctic acid 20%	+	Ethyl lactate	-
Murctic acid 25%	-	Ethyl salicylate	-
Oleic acid	-	Amide	-
Palmitic acid	+	Dimethylformamide	+
Phenol sulphonic acid	-	Methyl colleyate	-
Phenoxycetic acid	+	Amine	-
Phthalic anhydride	+	Aniline	-
Sulicylate acid	+	Diphenylamine	-
Tannic acid	+	Methylamine N	-
Tannic acid 20%	-	Methylene diamine	-
Thiodacetic acid	+	Phenylhydrazine	-
Trichloroacetic acid	+	Pyridine	-
Triethanolamine	-	Triethanolamine	-
Sulphamine acid 5%	0	Hydroxylamine	-
Alcohol	-	Base	+
Allyl alcohol	-	Aluminum hydroxide powder	+
Amyl alcohol	-	Ammonia concentrate	-
Butoxyethanol	-	Ammonium hydroxide 0.13%	-
Chloroethanol 2	-	Calcium hydroxide	-
Decyl alcohol	-	Potassium hydroxide 10%	-
Dodecyl alcohol	-	Sodium hydroxide dry	-
Ethanol	-	Sodium hydroxide 10%	-
Ethyl glycol 100%	-	Sodium thalomalate	-
Ethyl glycol 60%	+		
Furfuryl alcohol	-		

Address

Sub-head 12pt

Address	Europe	Finland	North Carolina	Malaysia
Headquarter	Finland	Finland	North Carolina	Malaysia
United Kingdom	Germany	France	Canada	Taiwan
Italy	Russia	Spain	Australia	Japan
Sweden	Switzerland	Denmark	China	Korea
Connecticut				

Directory text title
9/11pt

Directory text
7/9pt

9.08 Applications: Inside Spread, Charts and Graphs

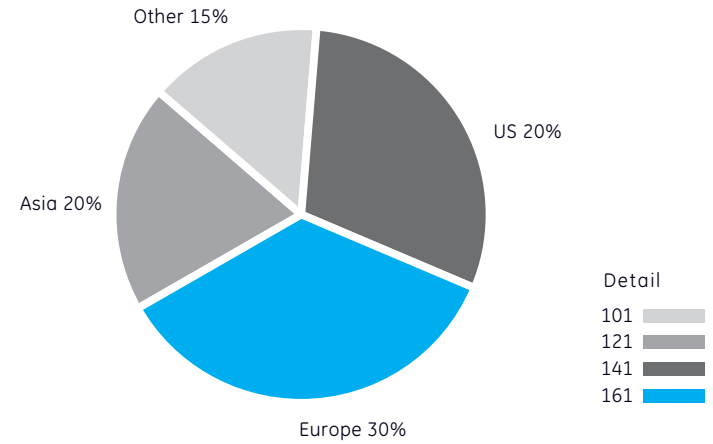
These examples show charts and graphs on an inside spread. You may use tints of any color in the GE color palette for text or charts only.

When using tints for segments of pie charts, use tints of the color used for the primary typography.

When tinting text on color backgrounds, make sure that the tinted text is dark enough to be legible against the solid color.

Do not use tints for backgrounds; all backgrounds are solid colors or white.

Do not use tints for the Monogram or tagline.



Charts and Graphs

Figure 1

Figure 2

Figure 3

Figure 4

Elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat. Duis autem vel eum iri dolo in hendrerit in vulputate velit esse.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat. Duis autem vel eum iri dolo in hendrerit in vulputate velit esse.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip eam commo consequat. Duis autem vel eum iri dolo in hendrerit in vulputate velit esse.

Duis autem vel eum iri dolo in hendrerit in vulputate velit esse.

9.09 Applications: Back Cover

Back covers may include contact information, legal information and brochure identification numbers.


Use of the tagline lock-up is optional.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram on the application cover. Use black for text set GE Inspira Regular, 9pt or smaller.

Contact and legal information
7/9pt

U.S.A. 13000 Jameson Road Tehachapi, CA 93561 T +1 661 823 6700 F +1 661 822 7880	Sweden Sintrevagen 14 721 30 Vasteras T +46 21 470 21 85 F +46 21 470 21 25	gepower.com Visit us online at: www.gewindenergy.com ©2002 General Electric Company All Rights Reserved
Germany Holsterfeld 5a 48499 Salzbergen T +49 0 5971 980 0 F +49 0 5971 980 1090	Greece Boulevard Fleming 1 Rafina 19009 (Athens) T +30 2 94 02 38 05 F +30 2 94 03 91 49	
Spain Maria de Molina, 40, 4th floor 28006 Madrid T +34 91 782 81 00 F +34 91 782 81 90	United Kingdom Prince Consort House, 27-29 Albert Embankment London, SE1 7TJ T +44 207 793 2800 F +44 207 820 3401	
Denmark Niels Jernes Vej 10 9220 Aalborg T +45 96 35 42 07 F +45 96 35 42 06	India 210, Keshava - 2nd floor Bandra-Kurla Complex Bandra Mumbai - 400051 T +91 22 659 0797 F +91 22 65 40 800	
	France 21, Avenue Georges Pompidou Immeuble Danica B 69486 Lyon Part Dieu Cedex 3 T +33 4 72 91 31 47 F +33 4 72 91 31 48	

0.85" diameter
Monogram
and tagline
(optional)



imagination at work

GEA-13344 (DS/02/web)

Brochure
number 6pt

9.10 Applications: Product Data Sheet

Product data sheets should be printed on a white background. This example demonstrates the use of cut-out imagery.

The layout is based on the US letter size grid (8.5" x 11"). Refer to the grid pages for specific information about size and position of the Monogram, brand architecture components, text and imagery.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram. Use black for text set in GE Inspira Regular, 9pt or smaller. In this example all text is printed in color. When necessary, you may print the entire product data sheet in black.

Brand architecture components 18pt

Body copy 11pt

Heading 16pt

Title 36/38pt

0.85" diameter

GE Energy

GE introduces the enhanced 6FA - Model PG6111FA helping to meet today's demand for higher efficiency and lower life-cycle costs. The upgraded 6FA offers an output increase of 9.2% and a heat rate improvement of 2.7%.

The 6FA is the mid-sized member of GE's F technology family which has surpassed five million fired hours, establishing GE as the clear global leader in advanced gas turbine operating experience. With more than 400,000 reliable operating hours, the 6FA is a well-proven product.

The enhanced 6FA, a direct scaling of the proven PG7241, offers an output of 75.9 megawatts and 35% efficiency in simple-cycle applications.

In combined-cycle service, the machine has an output of 117.7 megawatts with 54.7% efficiency, a one-point improvement. These advances add up to 2.8% improvement in the cost of electricity over earlier versions of the 6FA.

With its output range, high exhaust energy, full packaging and robust design, the 6FA is well-suited for a variety of installations including combined heat and power and co-generation.

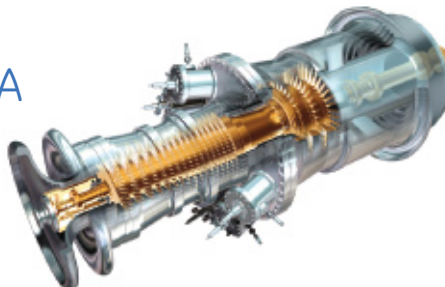
MS6001FA performances


	net plant output	net plant efficiency
SC	75.9 MW	35%
CC	117.7 MW	54.7%

PG6111FA features

- 39 C increase in firing temperature to 1327 C (2420 F)
- 3% increase in airflow
- Pressure ratio increased from 14.6 to 15.6
- Expanded use of film cooling and thermal barrier coating for turbine nozzles and buckets
- DLN-2.6 combustion system, designed to achieve 15 ppmvd NO_x with gas fuel
- 24 minutes starting time
- Mark V1 controls

MS6001FA –
model PG6111FA





9.11 Applications: Specification Sheet

Specification sheets should be printed on a white background. This example shows use of a technical illustration.

The layout is based on the US letter size grid (8.5" x 11"). Refer to the grid pages for specific information about size and position of the Monogram, brand architecture components, text and imagery.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram. Use black for text set in GE Inspira Regular, 9pt or smaller. When necessary, you may print the entire specification sheet in black.

Brand architecture components 18pt

Title 36/38pt

Directory text 7pt 100% black

Rule 0.25pt

0.85" diameter

GE Consumer & Industrial Lighting

DOUBLE BIAx SPECIFICATIONS

Nominal Lamp Dimensions – Inches (mm)

4-Pin Lamp	Fig	A*	B	C	D	E	F
F10DBX	1	4.0(101)	2.6(65)	.8(20)	.6(15)	1.1(27)	.5(12)
F13DBX	1	5.2(132)	3.7(95)	.8(20)	.6(15)	1.1(27)	.5(12)
F18DBX	1	5.8(146)	4.3(110)	.8(20)	.6(15)	1.1(27)	.5(12)
F26DBX	1	6.9(174)	5.4(138)	.8(20)	.6(15)	1.1(27)	.5(12)

*Maximum Dimensions. 4-Pin Double Biax (DBX) lamp bases will be reduced by 0.3 inches (7mm) beginning approximately January 1995.

Volts	Amps	Nominal length in. (mm)	Base	Product Order Code	Description	Case Quantity	Rated Life Hours	Nominal Lumens ¹ Initial	Mean Temp. °K	Color CRI	Min. Start Temp. °F (°C)	LPC Code 0-43168-	
T4 Diameter 1/2" (13mm) - Biax™ D/E, Single End G24q -1-2-3 4 Pin Base Without Internal Starter													
64	0.19	4.0(101)	G24q-1	30031*	F10DBV/SPX27/4P	10	10000	600	510	2700	82	32°F (0°)	98268-9
64	0.19	4.0(101)	G24q-1	12877**	F10DBV/SPX30/4P	10	10000	600	510	3000	82	32°F (0°)	12877-3
64	0.19	4.0(101)	G24q-1	30032**	F10DBV/SPX35/4P	10	10000	600	510	3500	82	32°F (0°)	98269-6
64	0.19	4.0(101)	G24q-1	30034**	F10DBV/SPX41/4P	10	10000	600	510	4100	82	32°F (0°)	98270-2
91	0.17	5.2(131)	G24q-1	30035	F13DBV/SPX27/4P	10	10000	900	765	2700	82	32°F (0°)	98271-9
91	0.17	5.2(131)	G24q-1	10580	F13DBV/SPX30/4P	10	10000	900	765	3000	82	32°F (0°)	10580-4
91	0.17	5.2(131)	G24q-1	30037	F13DBV/SPX35/4P	10	10000	900	765	3500	82	32°F (0°)	98272-6
91	0.17	5.2(131)	G24q-1	30038	F13DBV/SPX41/4P	10	10000	900	765	4100	82	32°F (0°)	98273-3
100	0.22	5.8(146)	G24q-2	12865†	F18DBV/SPX27/4P	10	10000	1160	985	2700	82	32°F (0°)	12865-0
100	0.22	5.8(146)	G24q-2	12866†	F18DBV/SPX30/4P	10	10000	1160	985	3000	82	32°F (0°)	12866-7
100	0.22	5.8(146)	G24q-2	12869†	F18DBV/SPX35/4P	10	10000	1160	985	3500	82	32°F (0°)	12869-8
100	0.22	5.8(146)	G24q-2	12870†	F18DBV/SPX41/4P	10	10000	1160	985	4100	82	32°F (0°)	12870-4
105	0.325	6.9(174)	G24q-3	30042	F26DBV/SPX27/4P	10	10000	1700	1440	2700	82	32°F (0°)	98277-1
105	0.325	6.9(174)	G24q-3	10610	F26DBV/SPX30/4P	10	10000	1700	1440	3000	82	32°F (0°)	10610-8
105	0.325	6.9(174)	G24q-3	30043	F26DBV/SPX35/4P	10	10000	1700	1440	3500	82	32°F (0°)	98278-8
105	0.325	6.9(174)	G24q-3	30044	F26DBV/SPX41/4P	10	10000	1700	1440	4100	82	32°F (0°)	98279-5

¹Based on 60Hz reference ballast.
²4 Pin lamp minimum starting temperature is a function of the ballast. Magnetic ballast minimums are 50°F (10°C), electronic ballast minimums can be as low as -20°F (-29°C).
†Fluorescent lamp rtr 1995.
‡Cold cathode resistance is approximately 6.0 ohms.
**Available 2nd quarter 1995.

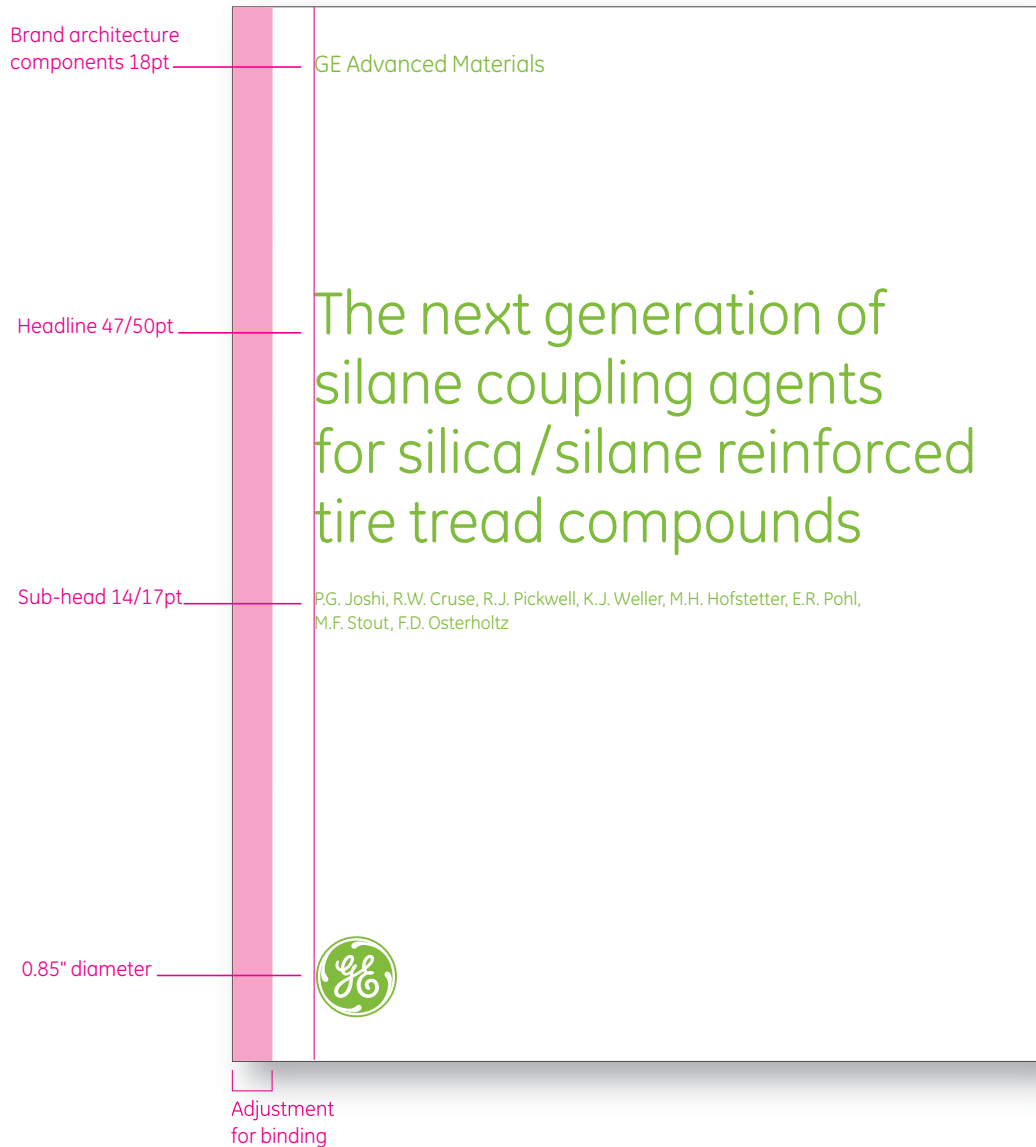
9.12 Applications: Case Study, White Papers

Case studies or white paper documents should be printed on a white background. This example demonstrates a typography layout.

The layout is based on the US letter size grid (8.5" x 11"). Refer to the grid pages for specific information about size and position of the Monogram, brand architecture components, text and imagery.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram. Use black for text set in GE Inspira Regular, 9pt or smaller. In this example all text is printed in color. When necessary, you may print the entire case study in black.

Refer to page 8.13 in the Grids section of these guidelines for information on how to adjust the margins to accommodate binding.



9.13 Applications: White Papers, Inside Spread

Case studies or white paper documents should be printed on a white background. This example shows an inside spread with text and charts.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram. Use black for text set in GE Inspira Regular, 9pt or smaller. When necessary, you may print the entire white paper document in black.

Heading 14pt

Description of NXT™ Silane

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Body copy
10pt

Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie dolor dolorconsequat, vel illum dolore eu feug gnisim qui blandit praesent luptatu

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat ut wisi enim ad minim veniam quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Tel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi lorem ipsum dolor sit amet consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

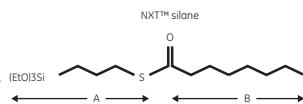
Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie dolor dolorconsequat vel illum dolore eu feug gnisim qui blandit. Lorem ipsum dolor amet consectetur adipiscing elit diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Caption title 8pt
GE Inspira Bold

Figure 1
3-Octanoylthio-1-propyltriethoxysilane

Caption text 8pt
100% black



Page number 7pt

04

Experimental

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Traction

Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie dolor dolorconsequat, vel illum dolore eu feug gnisim qui blandit praesent luptatu

Processing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Discussion

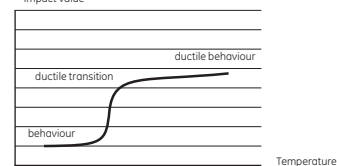
Tel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie dolor dolorconsequat, vel illum dolore eu feug gnisim qui blandit praesent luptatu

Impact value



05

9.14 Applications: Manual Covers

These examples show covers for manuals. These examples demonstrate use of technical illustrations.

The layout is based on the A5 size grid (148.5mm x 210mm). Refer to the grid pages for specific information about size and position of the Monogram, brand architecture components, text and imagery.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram. Use black for text set in GE Inspira Regular, 9pt or smaller. When necessary, you may print the entire manual in black.

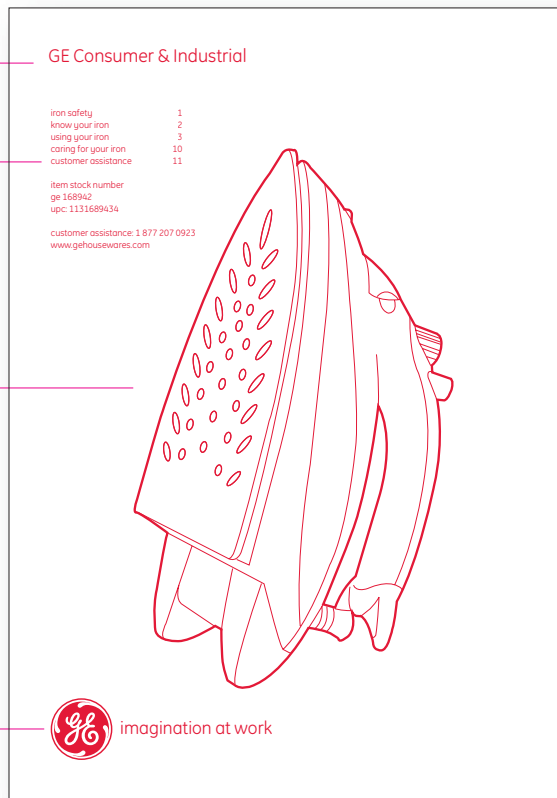
You may also reverse text and graphics in white out of a color background. Use solid colors from the approved color palette.

Brand architecture components 14pt

Table of contents and information text 7/8 pt

Illustration

16.5mm diameter



Brand architecture components 14pt

Product name (all upper case) 25pt

Headline (optional) 60pt

Illustration

16.5mm diameter



9.15 Applications: CD / DVD

Because CD and DVD covers are highly visible it is important to keep the look and feel consistent with the new brand expression. This example demonstrates a typical cover for a CD or DVD.

Text set in GE Inspira Bold, or larger than 9pt, should be the same color as the Monogram. Use black for text set in GE Inspira Regular, 9pt or smaller. When necessary, you may print the entire cover in black.

You may silkscreen art onto the cover, or laser print a paper insert. Make sure to print the title along the spine for ease in identifying contents.



9.16 Applications: Don'ts



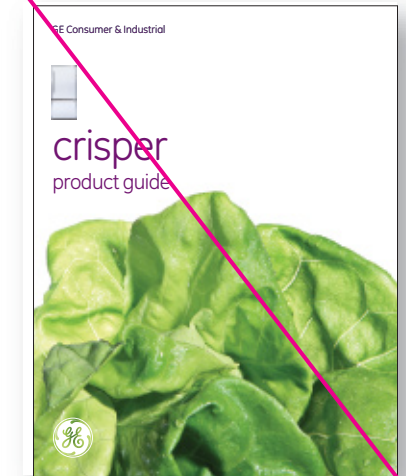
Don't set type flush right. All text aligns with the left margin.



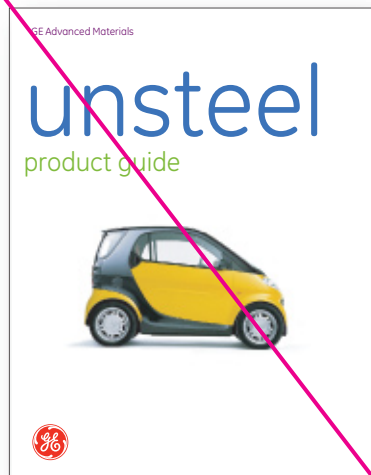
Don't use more than one Monogram on any page.



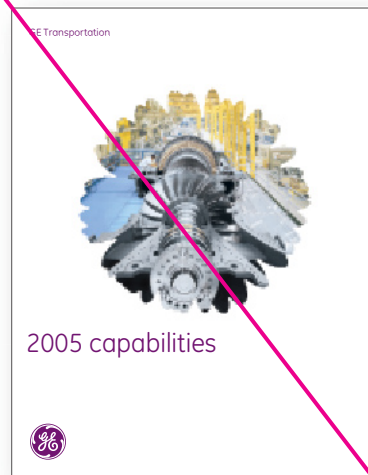
Maintain proper clear space around the brand architecture components.



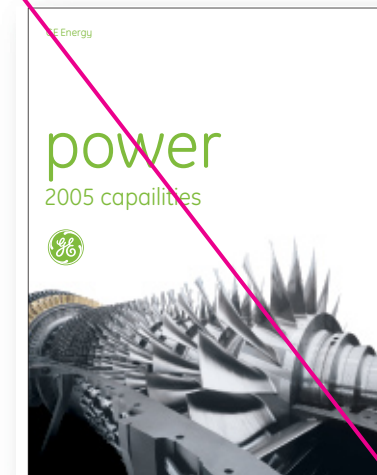
Maintain proper clear space around the Monogram.



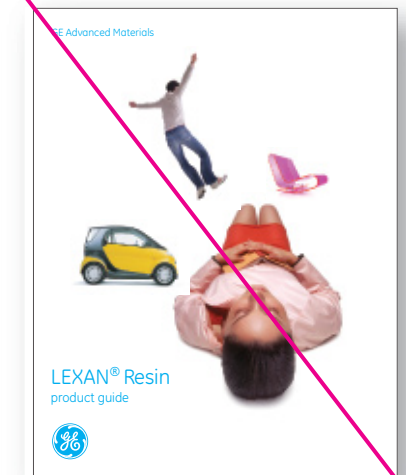
Don't use more than one color for text.



Don't mask photography. Use only cut-out, square or rectangular images.



Don't bleed images off of the bottom of the page. Maintain proper clear space around the Monogram.



Don't use unnecessary images or too many images on one cover.