

# B2B Print Advertising

## Brand Expression Guidelines Version 1.0

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### 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 to B2B Print Advertising

The guidelines in this section will help you to implement the new GE brand expression system in print advertising.

They explain the brand essentials of the system, demonstrate their correct use, and provide examples of typical applications for print, billboard, third-party, tombstone and direct response advertising.

The brand essentials in advertising are the brand architecture, Monogram, 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 advertising, will help convey a revitalized image for GE.

For information and guidance on proper use of these guidelines, contact your Brand or Marketing Communications Manager, the brand team at [brand.questions@ge.com](mailto:brand.questions@ge.com) or visit the new URL for the GE brand expression program, which is [www.ge.com/brand](http://www.ge.com/brand)

# 1.0

# Brand Architecture

- 1.01 Introduction
- 1.02 Overview
- 1.03 Understanding 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, Literature 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.

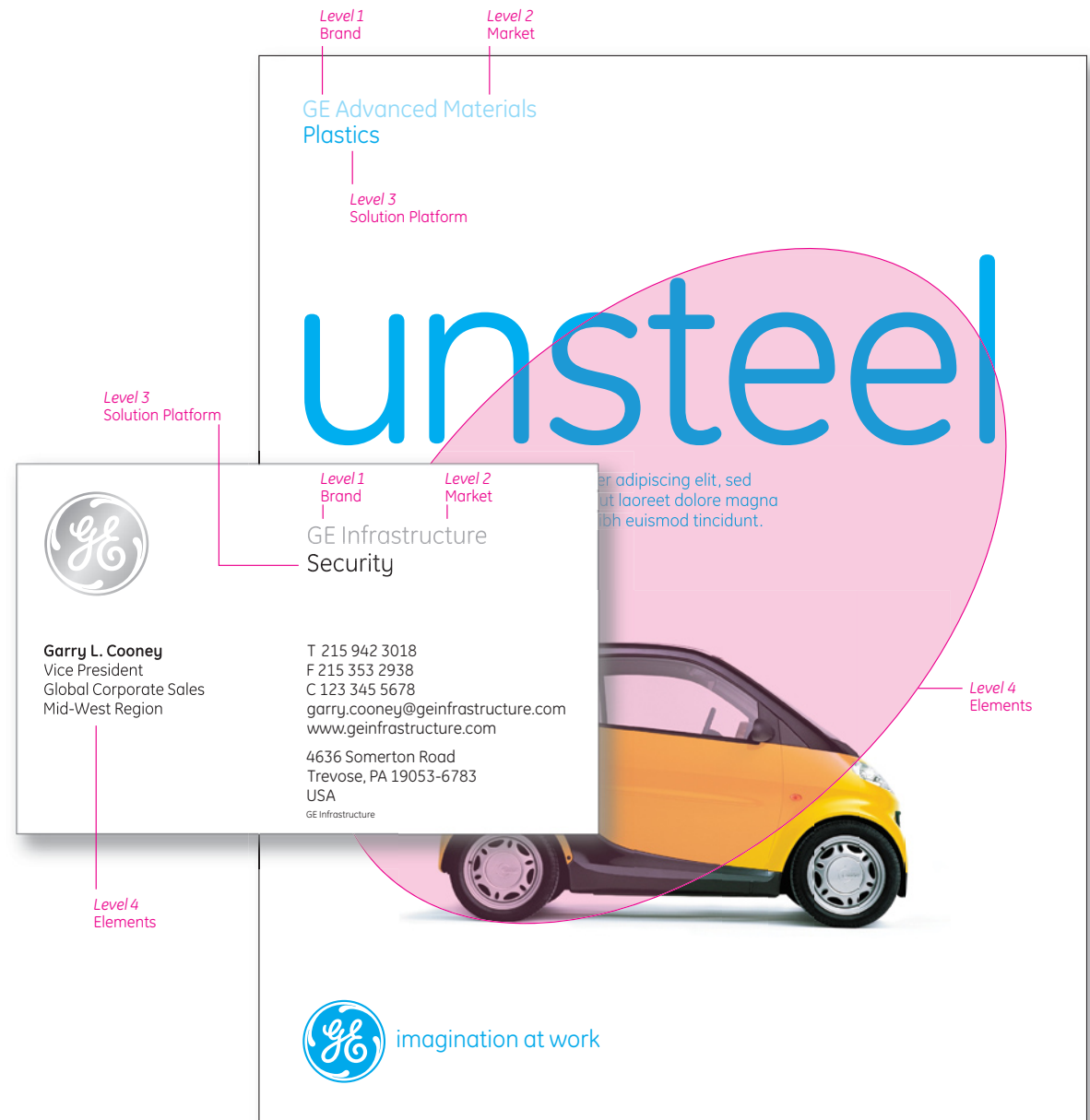
Use Levels 3 and 4 depending on the particular communication and context. In applications for a specific Market, you must use Level 1 (GE brand) and Level 2 (Market name). Refer to the individual Market names shown in the overview on page 3.

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, the 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 of Brand Architecture Components

The brand architecture components appear in a fixed size and position 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

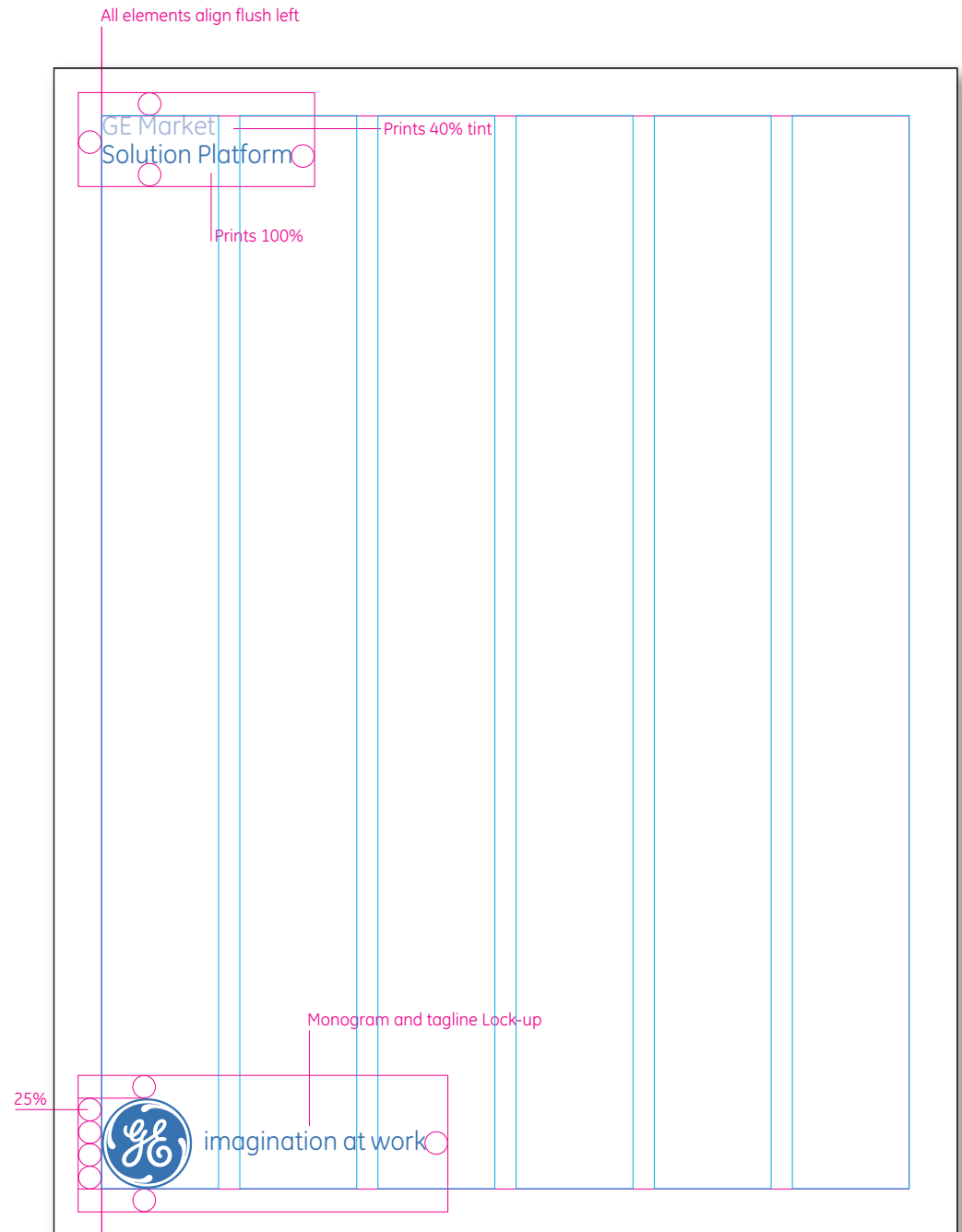
All components of the brand architecture are set in GE Inspira, and all text aligns flush left.

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

Refer to section 13 of these guidelines for guidance on sizing brand architecture components correctly.



### 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 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.

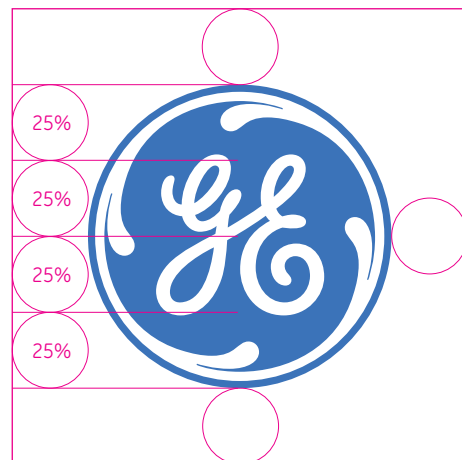
### Clear Space

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.

Refer to the Advertising Color Migration Strategy matrix on page 4.02 to determine color use in your market.

Alternate version (negative application)



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



### 2.03 Monogram: 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 only.
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.
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.”



# 3.0

# Tagline

- 3.01 Overview
- 3.02 Proper Use
- 3.03 Markets with Limited Recognition
- 3.04 Tagline Translation
- 3.05 Color Use
- 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.

The tagline always appears with the Monogram in every advertising application in a fixed size and position “lock-up” relationship. In most cases, this lock-up appears in the lower left corner of any application.

**Note** Refer to the Advertising Color Migration Strategy matrix on page 4.02 to determine color use in your market.

Monogram and Tagline Lock-Up



Monogram and Tagline Lock-Up for Markets with Limited Recognition



### 3.02 Tagline: Proper Use

The tagline “imagination at work” always accompanies the Monogram in print advertising. This combination of the Monogram and the tagline is called the tagline lock-up.

There are two versions of the tagline lockup: the standard, one-line version, and the stacked, two-line version. Use the standard version whenever possible. Use the stacked version only in situations where space is limited and the one line version will not “fit.”

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

Never 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.

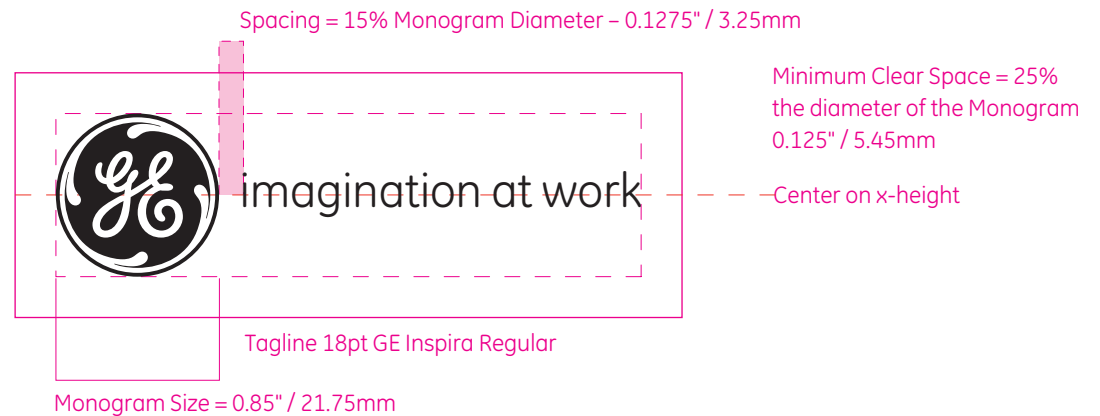
Artwork for each version of the tagline lock-up is supplied as an encapsulated postscript file (eps) and can be downloaded in black, white and all the colors of the Advertising palette.

Do not change or modify this approved artwork.

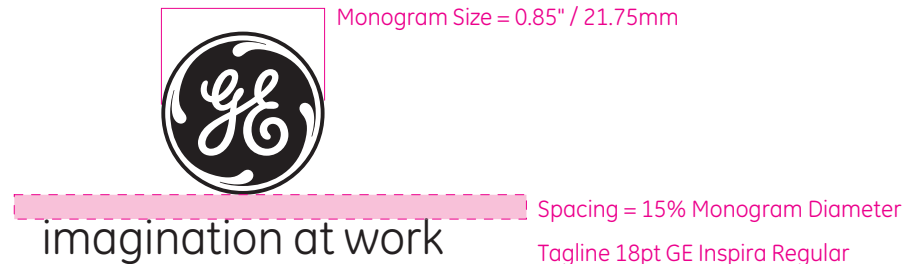
Standard Lock-up: One-Line Version



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



Stacked Lock-up: Use in limited space situations only.





### 3.03 Tagline: Markets with Limited Recognition

In markets where there is limited recognition of GE, add the brand "GE" to the tagline lock-up, as shown, so that the tagline text reads "GE imagination at work". Refer to the Advertising Color Migration Strategy matrix on page 4.02 to determine color use in your market. The tagline always accompanies the Monogram in print advertising.

There are two versions of the tagline lockup: the standard, one-line version, and the stacked, two-line version. Use the standard version whenever possible. Use the stacked version only in situations where there is limited space and the one line version will not "fit."

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

Never 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.

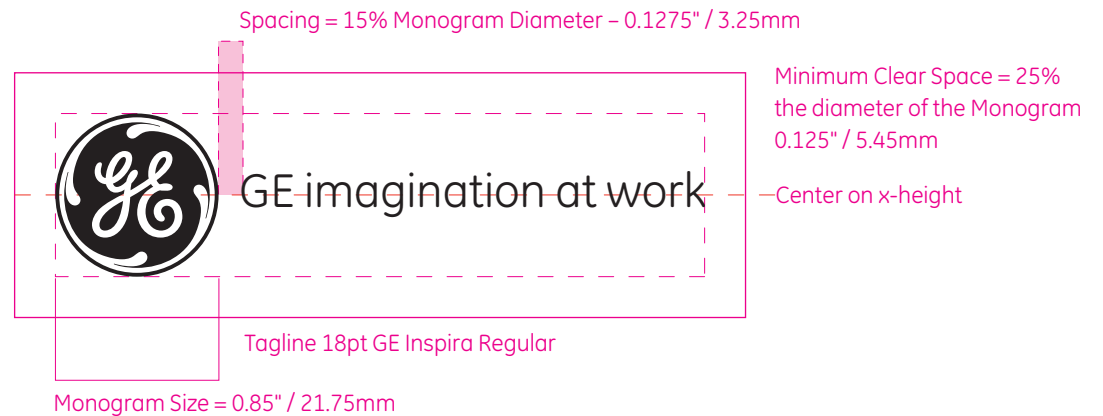
Artwork for each version of the tagline lock-up is supplied as an encapsulated postscript file (eps) and can be downloaded in black, white and all the colors of the Advertising palette.

Do not change or modify this approved artwork.

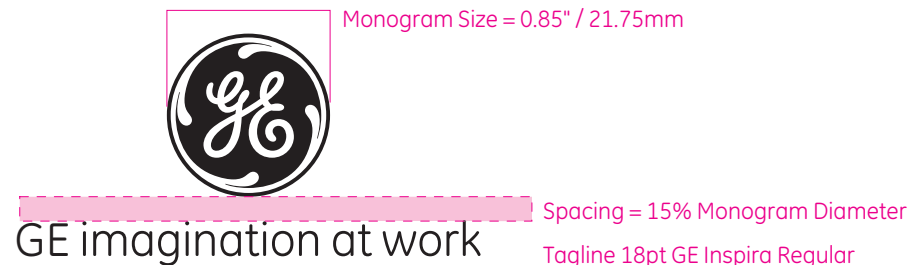
Standard Lock-up: One-Line Version



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



Stacked Lock-up: Use in limited space situations only.



### 3.04 Tagline: Tagline Translation

You may translate the tagline into the local language if it is legally required. Obtain the correct translations from the brand team at [brand.questions@ge.com](mailto:brand.questions@ge.com).

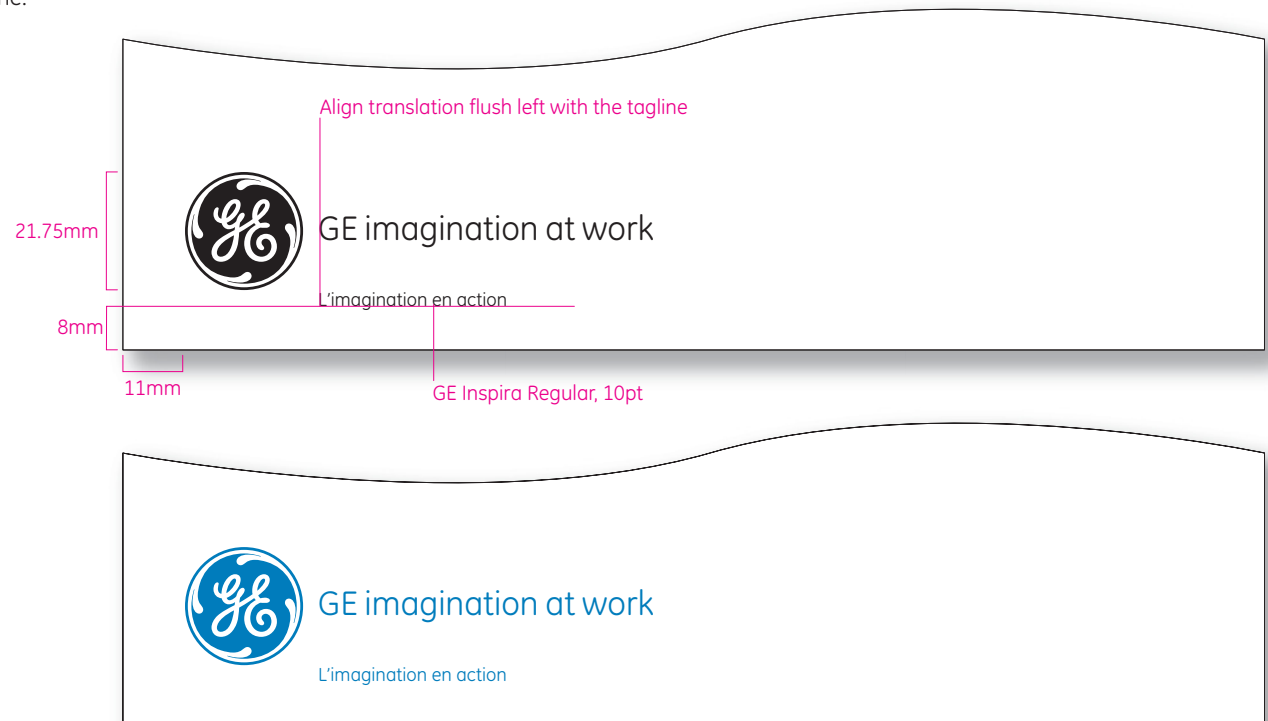
The tagline must always appear in English. However, you may also include a translation of the tagline in your local language. If it is legally required, or if it will enhance the communication, or if it is preferable in the local business culture to use the local language,

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 "G" in "GE." 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 a US size (8.5 x 11") format.

**Note** Don't use the Monogram with the tagline translation line.

Translated tagline placement  
A4 – shown at 80%



### 3.05 Tagline: Color Use

The tagline always prints in 100% of the color you use for the Monogram. Refer to the color migration strategy matrix on page 4.02 to determine appropriate colors for your Market. 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 (Brand and Market) text print in a 40% tint of that color.

Regardless of the number of brand architecture levels shown, the 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.

GE Market Name



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

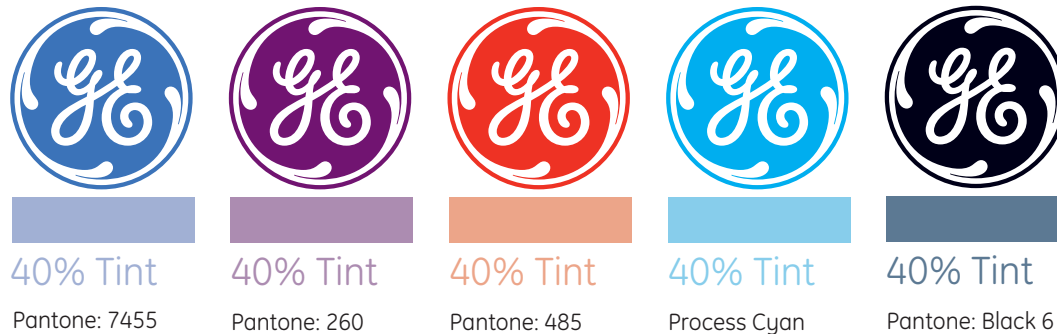
GE Market Name  
Solution Platform



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

### “Bright” Color Palette

(B2B Print Advertising)



### 3.06 Tagline: Improper Use

We encourage you to become familiar with the correct 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.

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 Advertising Color Migration Strategy
- 4.03 B2B Print Advertising
- 4.04 Specifications

## 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.

Historically, GE has not used imagery of people in marketing communications. 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: Advertising Color Migration Strategy

The full color palette of 14 colors may be used only in markets where aided consumer awareness of the GE brand is 85-100%. Refer to the color matrix to determine the colors you may use, based on the degree of aided consumer awareness in your market.

For example, if you have 70-84% consumer awareness in your market, you are able to use four of the 14 colors, Pantone 7455, Pantone 260, Pantone 485 and Process Cyan.

All consumer awareness data must be reviewed by the Corporate brand team. The brand team will work with each market to establish the relevant tiers per country.

**Note** Black may be used in all markets for one color applications, e.g., newspaper advertisements.

Awareness	Approved B2C Advertising Colors	Approved B2B Advertising Colors	Approved Tagline
0 – 45%	 7455	 7455	"GE imagination at work"
46 – 69%	 7455 260	 7455 260	"GE imagination at work"
70 – 84%	 7455 260 485 Cyan	 7455 260 485 Cyan	"imagination at work"
85 – 100%	 7455 260 485 Cyan 144 376	 7455 260 485 Cyan	"imagination at work"

**Note** The tagline lock-up always appears in one color, i.e., the Monogram and tagline text are the same color. Never use the tagline without the Monogram.

#### 4.03 Color Palette: B2B Print Advertising

Our B2B print advertising palette consists of four colors not including black. Refer to the Color Migration Strategy matrix on page 4.02 to determine color use in your market.

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

You may also specify Pantone Black 6 for newspaper or one-color black applications.

Refer to the Online Advertising guidelines for information and direction on using color in other advertising applications.

#### “Bright” Color Palette

(B2B Print Advertising)



Pantone: 7455



Pantone: 260



Pantone: 485



Process Cyan



Pantone: Black 6

#### 4.04 Color Palette: Specifications

*Print use:*

**Pantone 7455**

C 80  
M 53  
Y 0  
K 0

TOYO CF0444

*Newsprint mix:*

C 65  
M 30  
Y 0  
K 0

*Print use:*

**Pantone 260**

C 52  
M 100  
Y 0  
K 26

TOYO CF0971

*Newsprint mix:*

C 42  
M 70  
Y 0  
K 15

*Print use:*

**Pantone 485**

C 0  
M 95  
Y 100  
K 0

TOYO CF0100

*Newsprint mix:*

C 0  
M 100  
Y 100  
K 0

*Print use:*

**Process Cyan**

C 100  
M 0  
Y 0  
K 0

TOYO CF0383

*Newsprint mix:*

C 100  
M 0  
Y 0  
K 0

*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.

# 5.0

# Typography

- 5.01 Introduction
- 5.02 Overview
- 5.03 GE Inspira Characters
- 5.04 Non-Roman Languages
- 5.05 General Use
- 5.06 B2B Type Size Relationships
- 5.07 B2B Type Size: One to Three Words
- 5.08 B2B Type Size: Four to Six Words
- 5.09 B2B Type Size: More than Six Words
- 5.10 Direct Response Options
- 5.11 URL's
- 5.12 Type Only Layouts
- 5.13 Improper Use

## 5.01 Typography: Introduction

Typography plays an important role in our new brand expression, particularly in advertising. Our system incorporates a new, custom-designed type font called GE Inspira that we will use globally, in all media. It is derived from the curves and the classic, hand-drawn character of the Monogram. GE Inspira comes in four different styles, or weights, which provide visual distinction and differentiation in emphasis for text and headlines.

GE Inspira is precise and modern, reflecting our brand attributes. Over time, it will become highly recognizable and contribute to the memorability of our brand.

### **Scale**

Scaling typography size appropriately will help to clarify communications, provide emphasis and enhance visual effect. Refer to pages 5.06 to 5.09 for guidance on scaled typography.

## 5.02 Typography: Overview

Specifically designed for us,

Use GE Inspira Regular for body copy and headlines.

GE Inspira is **bold**, precise and

Use GE Inspira Bold for subheads.

*modern*. It is individual and

Use GE Inspira Italic to show emphasis.

recognizable and brings a

new visual distinctiveness

to ***our*** brand.

This is GE Inspira Bold Italic.



5.03 Typography: GE Inspira Characters

abcdefghijklmnopqrstuvwxyz123  
4567890ABCDEFGHIJKLMNOPS  
TUVWXYZ!"#\$%&'()\*+,-./:;<=>?@[\  
^\_`{|}~ÄÅÇÉÑÖÜÂÊÁËÈÍÎÏÓÔÕÙÚ  
ÀÃÕŒáàâäãåçéèêëíîïñóòôöõúùû  
ü†°¢£§•¶β®©™´¨œøø¿¡«»…  
œ“””÷◊ÿŸ/€<>fi fl ‡·,,,%o

**Note** All characters are available in each of the four styles of GE Inspira (Regular, Italic, Bold and Bold Italic).

#### 5.04 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, Serbian, 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 on-line at [www.agfamotype.com](http://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

## 5.05 Typography: General Use

Most advertising applications will be tailored to a specific publication, size and campaign. These are a few general guidelines that will apply to all situations.

The correct size of the brand architecture components and the tagline lock-up will be determined by the size of the advertisement in a particular publication. Ensure that the point size of the brand architecture components and tagline text is the same when scaled. Refer to Section 13.0, Grids, for specific publication sizes and guidance on grid construction and adjustment.

### Headlines

Headlines should always be prominent and set in the largest type size on the page. Headlines are always set in GE Inspira Regular. Do not use GE Inspira Bold for headlines.

### Body Copy

Body copy is always set in GE Inspira Regular. On US Letter and A4 size documents, 10pt is considered a standard size.

Suggested leading sizes:

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

### URL

The URL address is always set in the same font and point size as the body copy. Refer to page 5.11 for more detail.

Brand architecture components  
[Section 1.03]

Headline  
[5.06-09]

Body copy  
[5.06]

URL  
[5.11]

Monogram and  
tagline lock-up  
[2.0 & 3.0]

GE Commercial Finance

Without proper financing, even a big idea can come up short.

When determination alone can't turn your vision into a reality, GE Commercial Finance can provide assistance. With a diverse and global product line, we'll help you bridge the gap between concept and completion.

To learn more, visit [www.ge.com](http://www.ge.com).

 imagination at work

## 5.06 Imagery: B2B Type Size Relationships

The following pages demonstrate the relationship between the headline, body copy and the fixed elements on the page. The fixed elements are the Monogram and tagline lock-up and the brand architecture components.

### **Headline rules**

Headlines should never be smaller than twice the point size of the tagline used.

Headlines should never be larger than 124 points on US letter or A4 sized pages.

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

Headlines should not be more than three lines at any point size.

### **Body copy rules**

Body copy should never be smaller than 10 points on US letter or A4 sized pages.

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

The maximum size for body copy should be 2 points smaller than the tagline used.

Body copy point size should never be larger than that of the tagline used.

### 5.07 B2B Type Sizes: One to Three Words

In any advertisement, 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.

Headline 124pt  
Maximum size allowed

Fixed Element  
GE Inspira 18pt


Flexible Elements

Fixed Element  
Monogram  
Tagline 18pt

GE Market  
Solution Platform

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GE  imagination at work


Headline 92pt

GE Market  
Solution Platform

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GE  imagination at work

Headline 84pt/88pt leading

GE Market  
Solution Platform

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GE  imagination at work

### 5.08 B2B Type Sizes: Four to Six Words

In any advertisement, 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 76pt/80pt leading

Fixed Element  
GE Inspira 18pt



GE Market  
Solution Platform



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Visit [www.ge.com](http://www.ge.com) for more details.

 imagination at work

Flexible  
Elements

Fixed Element  
Monogram  
Tagline 18pt

Headline 68pt/72pt leading



GE Market  
Solution Platform



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Visit [www.ge.com](http://www.ge.com) for more details.

 imagination at work

Headline 60pt/64pt leading



GE Market  
Solution Platform



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Visit [www.ge.com](http://www.ge.com) for more details.

 imagination at work

### 5.09 B2B Type Sizes: More than Six Words

In any advertisement, 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



GE Market  
Solution Platform



Flexible  
Elements

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Visit [www.ge.com](http://www.ge.com) for more details.

Fixed Element  
Monogram  
Tagline 18pt



imagination at work

Headline 44pt/48pt leading



GE Market  
Solution Platform



Flexible  
Elements

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Visit [www.ge.com](http://www.ge.com) for more details.



imagination at work

Headline 36pt/40pt leading  
Minimum size allowed



GE Market  
Solution Platform



Flexible  
Elements

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Visit [www.ge.com](http://www.ge.com) for more details.



imagination at work

## 5.10 Typography: Direct Response Options

The most important consideration in a direct response communication is a prominent call to action, typically a telephone number, a URL, or sometimes both. This page demonstrates examples of typical direct response advertisements; note that both telephone and URL contacts are given, which is acceptable.

### *Response/Call to Action/Contact Information*

When including contact information with the primary message, set type in GE Inspira Bold, in the same point size as the headline.

### *Main Information*

Set the main information of the advertisement in a smaller text size, but one that is larger than the regular body copy.

#### Example 1

Call to action starts the body copy. It is twice the size of the body copy, GE Inspira Regular.

GE Money

# money now

Call 800 123 4567  
for more information.

Get the money you need now. Loans from \$500 to \$12,000\* with fast approvals in usually less than a day. Drop by one of our branches today.

[www.gemoney.com](http://www.gemoney.com)

 imagination at work

\*Approved applicants only. Conditions, fees and charges apply.  
Credit provided by GE Finance and Insurance a trading name of Avco Financial Services Limited (ABN 54 008 443 830).

#### Example 2

Call to action is a separate line after the body copy. Type size matches body copy, GE Inspira Bold.

GE Money

# money now

Get the money you need now. Loans from \$500 to \$12,000\* with fast approvals in usually less than a day. Drop by one of our branches today.

**Call 800 123 4567**

[www.gemoney.com](http://www.gemoney.com)

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\*Approved applicants only. Conditions, fees and charges apply.  
Credit provided by GE Finance and Insurance a trading name of Avco Financial Services Limited (ABN 54 008 443 830).

#### Example 3

Call to action is after the headline and half the point size of the headline size, GE Inspira Bold.

GE Money

# money now

**Call 800 123 4567**

Get the money you need now. Loans from \$500 to \$12,000\* with fast approvals in usually less than a day. Drop by one of our branches today.

[www.gemoney.com](http://www.gemoney.com)

 imagination at work

\*Approved applicants only. Conditions, fees and charges apply.  
Credit provided by GE Finance and Insurance a trading name of Avco Financial Services Limited (ABN 54 008 443 830).



### 5.11 Typography: URL's

When listing a Market internet address or URL (Universal Resource Locator) in an advertisement, the URL should always appear as a separate line or paragraph. Insert a half line space between the body text and the URL line.

The URL address is always set in the same font and point size as the body copy.

#### *URL Format*

The URL may appear as a full sentence:

"Visit [gemarket.com](#) for more details."

Or it can appear simply as "[gemarket.com](#)."

Corporate applications will use "[ge.com](#)".

# Lorem ipsum d sit amet enim z

Body Copy  
10pt GE Inspira Regular

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Half Line Space  
5pt

Visit [gemarket.com](#) for more details.

URL  
10pt GE Inspira Regular



imagination at work

### 5.12 Typography: Type Only Layouts

In the new GE brand expression, all type is set flush left. Use type to create informative, compelling layouts that are crisp, witty, thought provoking and legible.

These layouts may be simple two word headlines or statements telling a story to our customers.

**Note** All type prints in the same color as the brand architecture and Monogram and tagline lock-up.

Headline shown is 164pt, GE Inspira Regular

GE Money Bank

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vitae sapien, Maecenas luctus, nibh ac fermentum pellentesque, nunc enim faucibus ligula, vel porttitor mi metus convallis ligula. Etiam neque nibh, venenatis luctus, condimentum quis, fermentum sed, purus. In nisl dui, dictum a, ultricies at, consectetur sit amet, turpis. Suspendisse potenti. Integer ut nunc.

€90,000  
now

 imagination at work

Statement shown is 50pt, GE Inspira Regular

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.”

 imagination at work

### 5.13 Typography: Improper Use

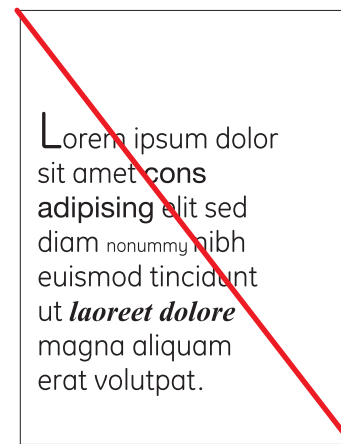
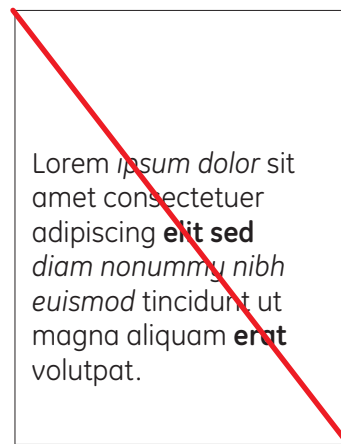
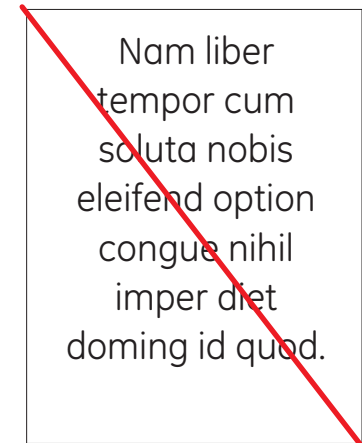
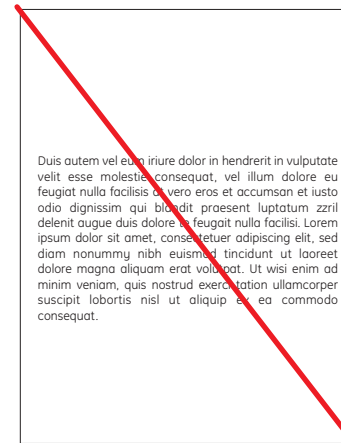
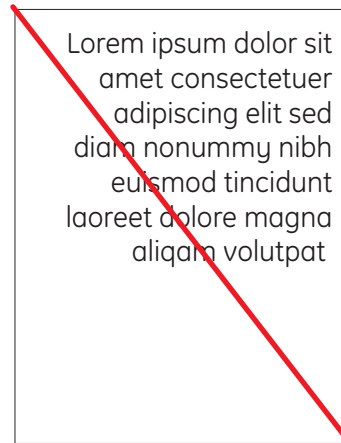
Don't justify, center or set any type flush right.

Don't use more than one font style or weight in a sentence unless it is for special emphasis.

Don't use any other typeface with GE Inspira.

Don't mix type sizes in a sentence or paragraph.

Don't use the ITC New Baskerville, Univers or Trade Gothic fonts from the previous GE Corporate Identity programs.



# 6.0

# Imagery

- 6.01 Introduction
- 6.02 Overview
- 6.03 Styles
- 6.04 Cut-Out Overview
- 6.05 Cut-Out Rules
- 6.06 Non-Cut-Out Overview
- 6.07 Non-Cut-Out Rules
- 6.08 Illustration Overview
- 6.09 Illustration Rules
- 6.10 Inset Imagery
- 6.11 Image Relationship to Type Size
- 6.12 Improper Use

## 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 will 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

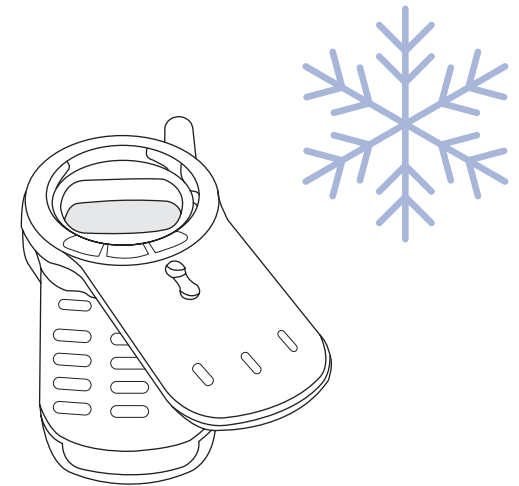
Use illustrations where photography is neither practical nor appropriate, e.g., in technical manuals. Use illustrations to simplify complex directions or content, as shown in example 3.



Example 1: Cut-Out Photographs



Example 2: Non-Cut-Out Photographs



Example 3: Illustrations

## 6.04 Imagery: Cut-Out Overview

Where possible, use cut-out versions of photographs on white backgrounds.



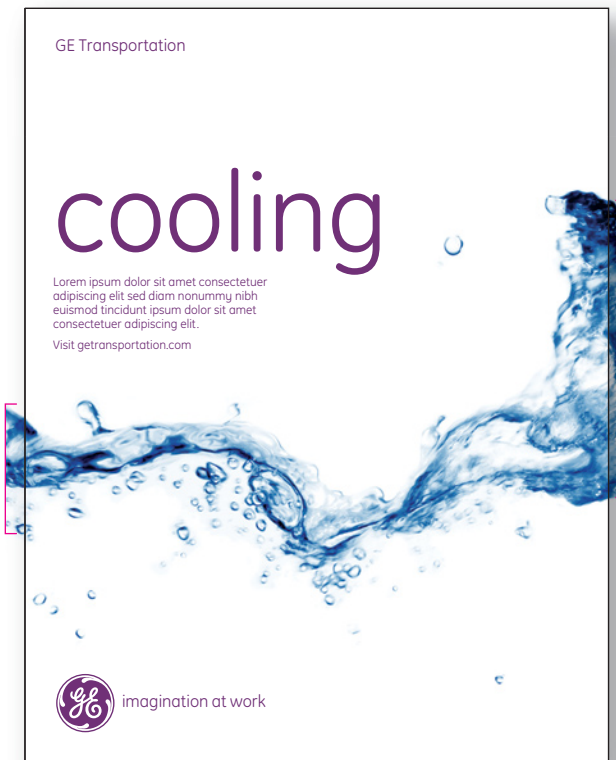


### 6.05 Imagery: Cut-Out Rules

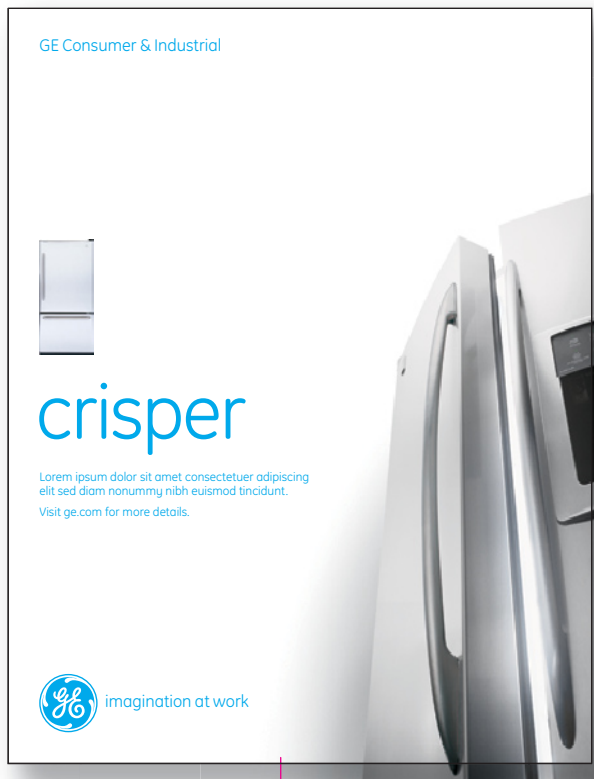
You may also use full or partially cropped photographs. When cut-outs do not bleed off a page, use the center line as a guide for positioning. Do not use key line art around any photographs.

Always maintain the correct clear space around the brand architecture components and Monogram and tagline lock-up.

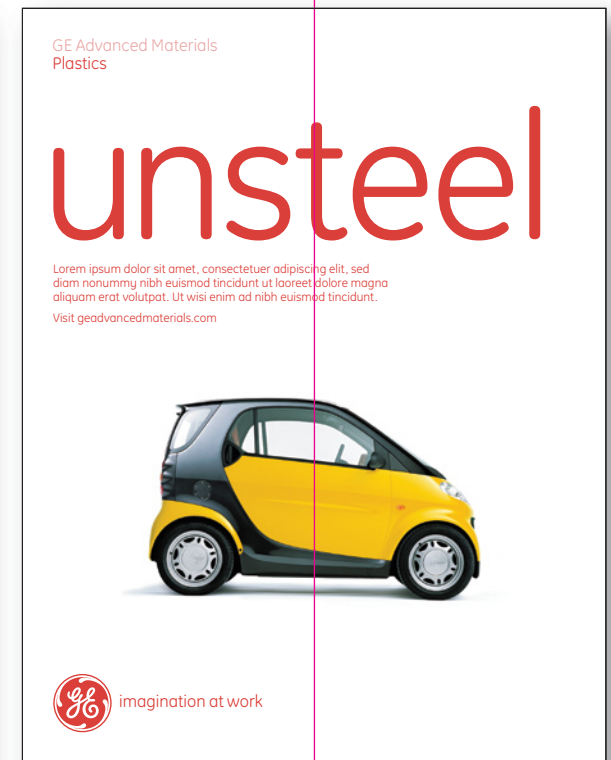
Imagery bleeds off two edges.



Imagery bleed and inset image.



Imagery uses center line as a guide.



## 6.06 Imagery: Non-Cut-Out Overview

You may also use non-cut-out imagery if the image cannot be cut-out easily.



### 6.07 Imagery: Non-Cut-Out Rules

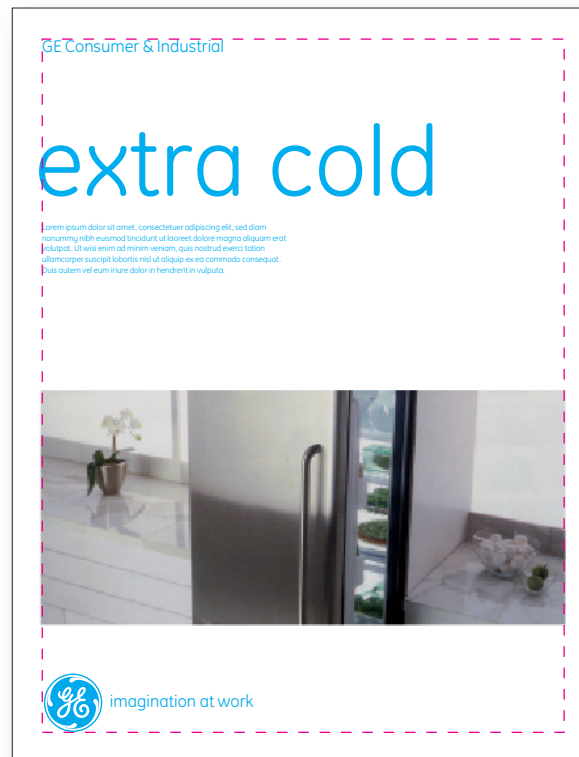
You may also use full or partially cropped photographs. When cut-outs do not bleed off a page, use the center line as a guide for positioning. Do not use key line art around any photographs.

Always maintain the correct clear space around the brand architecture components and Monogram and tagline lock-up.

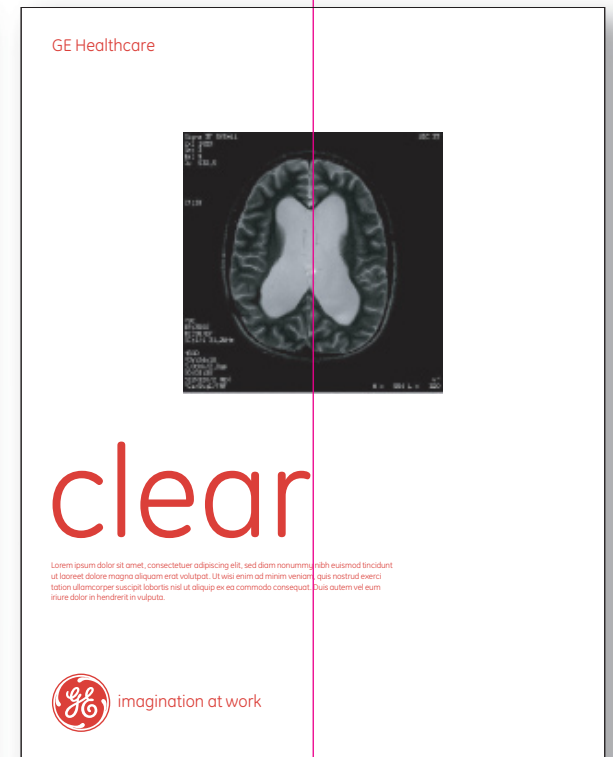
Maximum image size – 50% of image area.



Full width image.

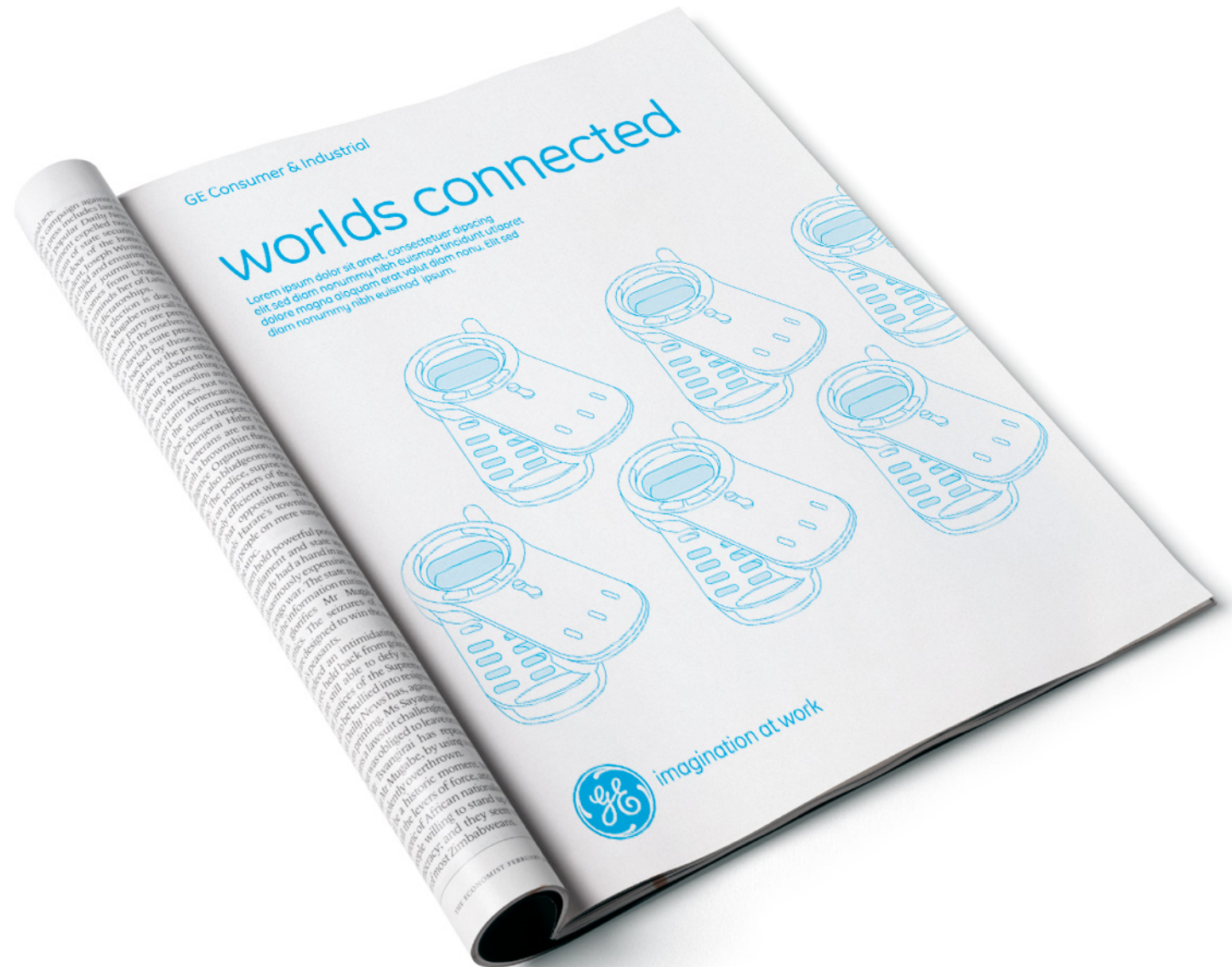


Imagery uses center line as a guide.



## 6.08 Imagery: Illustration Overview

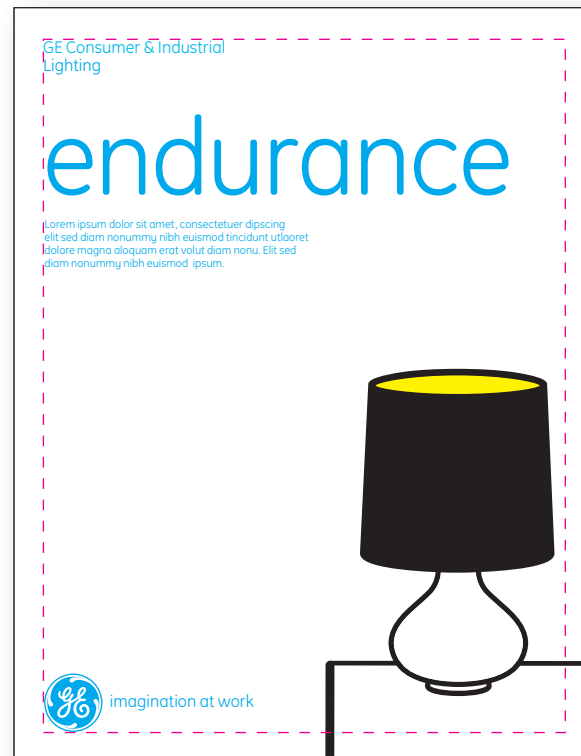
Where photography is neither practical nor appropriate, e.g., in technical advertisements, use illustrations to simplify complex directions or content. Do not use solid color backgrounds in advertising. Backgrounds are always white.



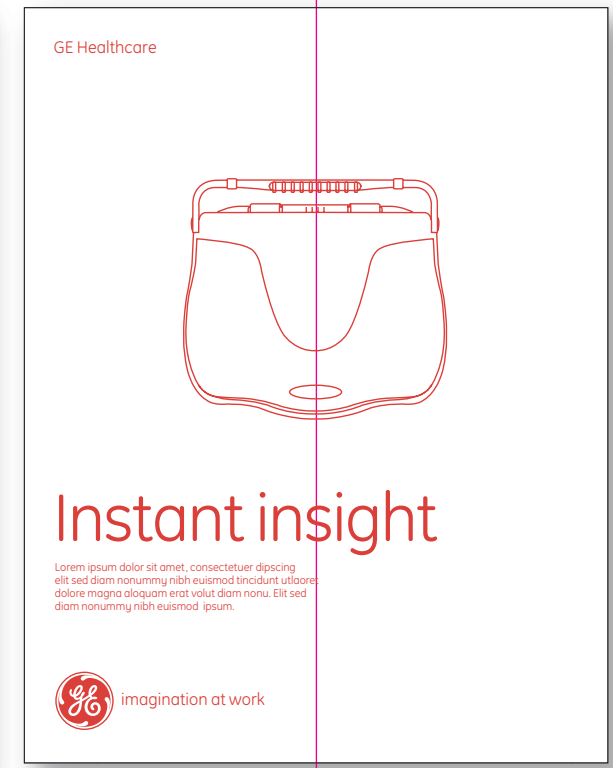
## 6.09 Imagery: Illustration Rules

Treat illustrations in the same manner as photographs. They may be cut-out, positioned in the center of a page, or bleed off the page.

Illustration positioned within image area.



Imagery uses center line as a guide.





### 6.10 Imagery: Inset Imagery

Use an inset image (or images) with a primary image to emphasize the presentation of a product or a message. When using insets, make sure there is sufficient white space, set all text flush left and print the tagline and all text in the same color.

Do not use an inset image (or images) as the primary image. Use it to support the primary image.

You may use all the types of imagery described in these guidelines for insets. Use more than one inset image if doing so helps to tell the story or explain a benefit more clearly.

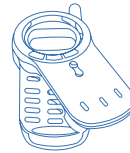
Cut-out as an inset image



Cut-out that is cropped



Illustration as an inset image



Non-cut-out as an inset image




GE Consumer & Industrial




# crisper

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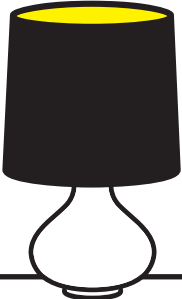
 **imagination at work**

GE Energy




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 **imagination at work**

GE Energy



# What's behind the numbers?

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 **imagination at work**

GE Energy



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# power power on power up

 **imagination at work**

### 6.11 Imagery: Image Relationship to Type Size

In any advertisement, 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.

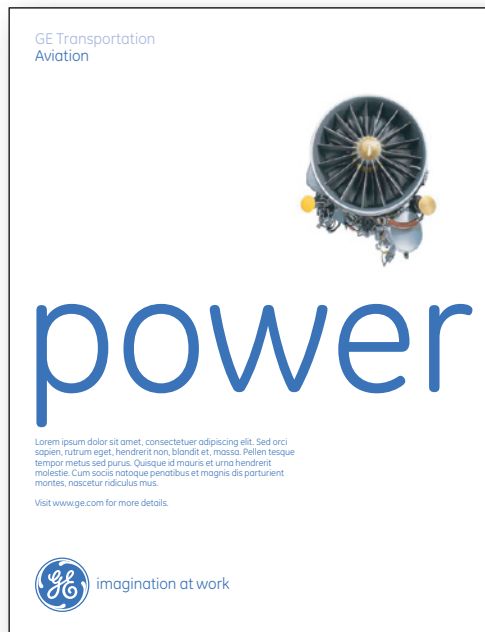
In general, when the *headline* is large, the image should be smaller in scale. When the *image* is large, the headline is smaller.

**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 and position. Headline and imagery size do not affect their size.

Refer to Typography pages 5.06-5.09 for information on correct headline and body copy relationships.

#### Example 1

Headline is primary focus, image is secondary.



#### Example 2

Equal focus between headline and image.



#### Example 3

Image is primary focus, headline is secondary.



### 6.12 Imagery: Improper Use

Don't use solid color backgrounds.

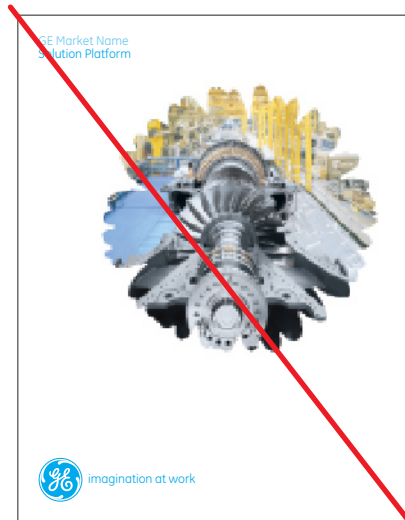
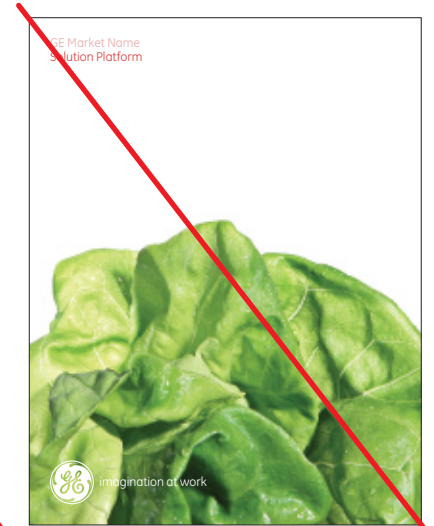
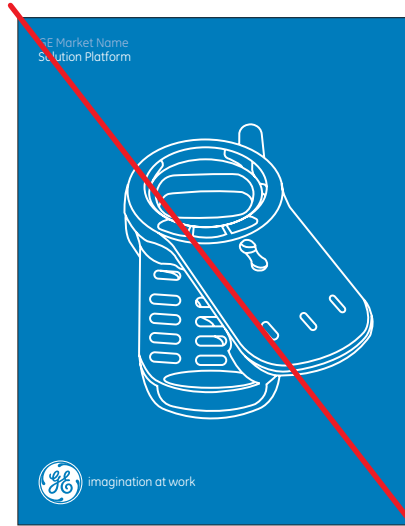
Don't bleed imagery off the top left corner. Maintain the minimum clear space between the brand architecture components and imagery.

Don't bleed images off the bottom of the page. Maintain the minimum clear space between the tagline lock-up and margins.

Don't mask or create shapes to contain imagery.

Don't position imagery at the bottom of the page. Maintain the minimum clear space between the tagline lock-up and margins.

Don't use an image that is larger than 50% of the page size.





# 7.0

# Tone of Voice

7.01 Overview

7.02 Optimistic, Precise and Simple



Our communications should be optimistic, precise and simple.

## 7.02 Tone of Voice: Optimistic, Precise and Simple

# optimistic

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

# precise

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

# simple

Simplicity in our communications results in impact. It means presenting complex services and products in the clearest way we can.

### Headlines

Use headlines that communicate the benefit clearly and specifically, noting product or service capabilities.

Make them inventive, using wit to evoke the desired response.

When possible, let the headline reveal something new or unexpected about GE.



# 8.0

# Gray Bar

- 8.01 Overview
- 8.02 Proper Use
- 8.03 Maximum Height
- 8.04 Improper Use

### 8.01 Gray Bar: Overview

For print advertising, we have created a graphic device to “contain” information that, while necessary, does not need to appear in a prominent way. This graphic device is a gray bar that is positioned along the bottom of any advertisement.

Use the gray bar in advertising when you need to include text, identification numerals and/or symbols relating to legal, mandatory or country specific information, etc. Whenever required information may detract from the primary message, position it in the gray bar at the bottom of the advertisement.

If the required text is minimal, do not use the gray bar. Position the text at the bottom of the advertisement and maintain the minimum clear space between the Monogram and tagline lock-up.



## 8.02 Gray Bar: Proper Use

The example shows a US letter size page, 8.5" x 11". Maintain a margin size of 0.45"/11mm. When using the gray bar, align the baseline of the last line of text in the gray bar with the bottom margin of the grid.

### Color

The gray bar always appears as a 10% tint of black. All text, partner names and graphics within the gray bar print 100% black. The color of the bar is always gray and does not change, regardless of the color of the Monogram, tagline and other text.

### Size

The size of the gray bar depends on the amount of required information and the size of the particular advertisement or application on which it appears.

### Position of Text inside the Gray Bar

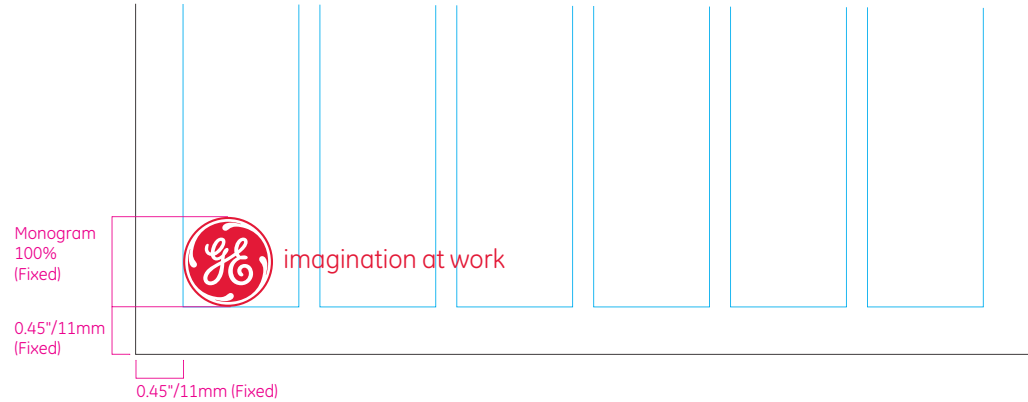
All text inside the gray bar is set in GE Inspira. However, set any partner identity/logotype in its proprietary font.

The space between the top of the gray bar and the Monogram is 25% of the diameter of the Monogram.

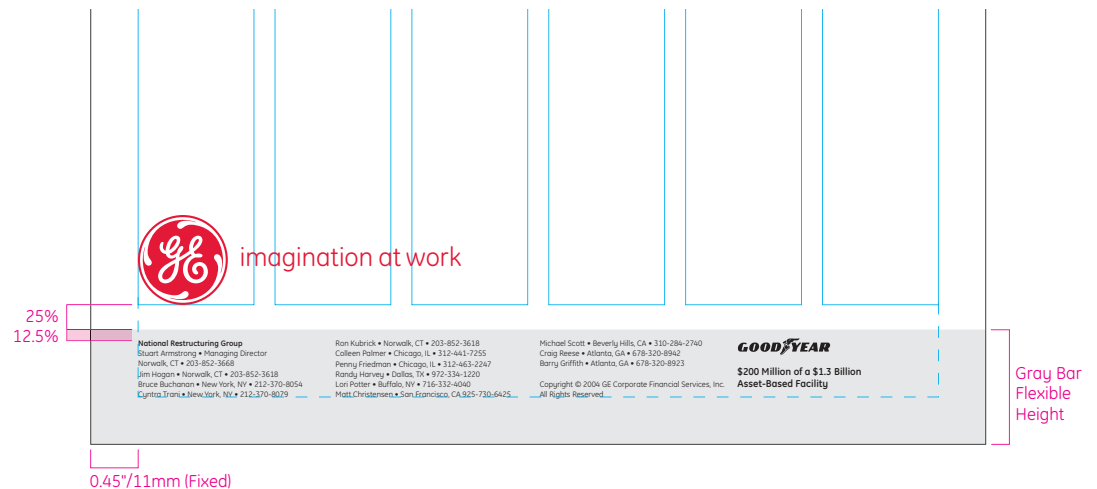
The inside margin between the top of the gray bar and the first line of text is 12.5% of the diameter of the Monogram.

Do not use the gray bar unless it contains text.

Start with the correct size grid.



The gray bar can be adjusted to fit the amount of required information.



### 8.03 Gray Bar: Maximum Height

Determine the height of the gray bar based on the amount of text inside. The size of the text within the gray bar should always be at least two points smaller than the size of the main body copy.

**Note** The gray bar should not exceed one-sixth of the overall page height (top to bottom edges).

The example shows a US letter size page, 8.5" x 11". Maintain a margin size of 0.45"/11mm. When using the gray bar, align the baseline of the last line of text in the gray bar with the bottom margin of the grid.

Do not use the gray bar unless it contains text.

GE Commercial Finance  
Lending



When Goodyear was looking for creative restructuring solutions, we rose to the occasion.

"These new agreements, including the new \$1.3B ABL facility, will provide Goodyear with additional financial flexibility and liquidity." Robert J. Keegan, Goodyear's President & CEO. In March of 2003, GE National Restructuring Group provided The Goodyear Tire & Rubber Company with a \$200 Million of a \$1.3 Billion Asset-Based Facility.



imagination at work

**National Restructuring Group**  
Stuart Armstrong • Managing Director  
Norwalk, CT • 203-852-3668  
Jim Hogan • Norwalk, CT • 203-852-3618  
Bruce Buchanan • New York, NY • 212-370-8054  
Cynthia Trani • New York, NY • 212-370-8079  
Ron Kubrick • Norwalk, CT • 203-852-3618  
Craig Reese • Atlanta, GA • 678-320-8962  
Barry Griffith • Atlanta, GA • 678-320-8923  
Colleen Palmer • Chicago, IL • 312-441-7255  
Penny Friedman • Chicago, IL • 312-463-2247  
Randy Harvey • Dallas, TX • 972-334-1220  
Laci Botter • Buffalo, NY • 716-332-4040

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Randy Harvey • Dallas, TX • 972-334-1220  
Laci Botter • Buffalo, NY • 716-332-4040

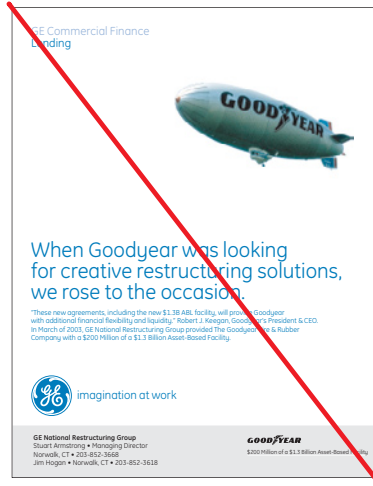
Maximum Height of Gray Bar



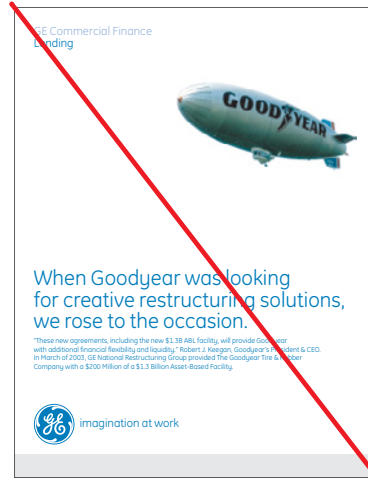
## 8.04 Gray Bar: Improper Use

These examples demonstrate improper uses of the gray bar.

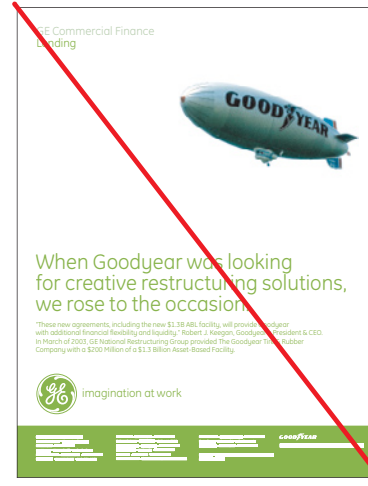
Don't use large type in the gray bar.



Don't use the gray bar without text.



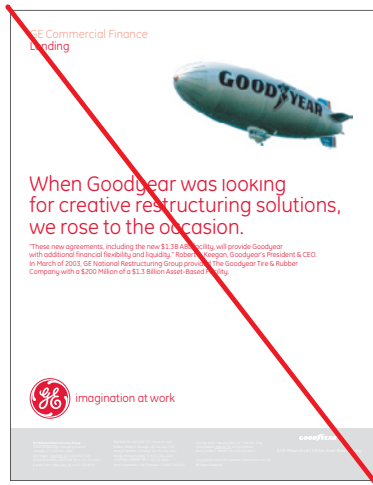
Don't change the color of the gray bar.



Don't add gradations to the gray bar.



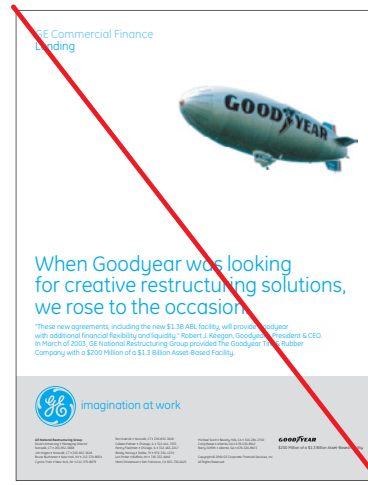
Don't use white text in the gray bar.



Don't make the gray bar too large.



Don't use a Monogram in the gray bar.



Don't change the position of the gray bar.





# 9.0

# Example Designs

- 9.01 Overview
- 9.02 Example 1
- 9.03 Example 2
- 9.04 Example 3
- 9.05 Tombstone
- 9.06 Review

## 9.01 Example Designs: Overview

Advertising will not change immediately. There will be a transition period until January, 1 2005, during which time we will phase in the new brand expression, medium by medium.

These examples show the transition from a current advertisement, designed in the style of the previous GE identity, to one that reflects the new brand expression.

## 9.02 Example Designs: Example 1

This example shows a business to business trade advertisement.

Original Design (Magazine)



**For us, better science  
is just second nature.**

More than ever, today's world demands clean, dependable energy. At GE Power Systems, we provide a wide range of products and services designed to help you deliver improved output and efficiency while meeting increasingly strict environmental requirements. Backed by more than a century of experience and an installed base of power generation equipment in more than 120 countries, we have the flexibility to meet your most challenging applications – so you can breathe a little easier. Let us put the power of technology, experience, and innovation to work for you.

**GE Power Systems**  
[www.gepower.com](http://www.gepower.com)

imagination at work 

Gas, Steam, Hydro, and Wind Turbines / Turbocompressors / Generators / Nuclear Energy / Distributed Power / Controls / Packaging / Installation, Maintenance, Repair, Parts / Plant Optimization Software and Services / T&D and Substation Automation / Air Quality Services / Energy Rentals / Monitoring and Diagnostics

Transition Design



**GE Energy**

More than ever, today's world demands clean, dependable energy. At GE Energy, we provide a wide range of products and services designed to help you deliver improved output and efficiency while meeting increasingly strict environmental requirements.

Backed by more than a century of experience and an installed base of power generation equipment in more than 120 countries, we have the flexibility to meet your most challenging applications – so you can breathe a little easier. Let us put the power of technology, experience, and innovation to work for you.

**For us, better science  
is just second nature.**

 imagination at work

Gas, Steam, Hydro, and Wind Turbines / Turbocompressors / Generators / Nuclear Energy / Distributed Power / Controls / Packaging / Installation, Maintenance, Repair, Parts / Plant Optimization Software and Services / T&D and Substation Automation / Air Quality Services / Energy Rentals / Monitoring and Diagnostics

### 9.03 Example Designs: Example 2

This example shows how to use multiple inset images.

#### Original Design

GE Medical Systems recognizes the need for high-quality laboratory imaging instruments to make today's research tomorrow's clinical reality.

GE delivers multi-modality imaging technologies that provide a bridge between pre-clinical research and the clinical needs of today. Begin with GE's eXplore series of microCT scanners, which provide high-resolution imaging solutions for laboratory research applications. Then add GE's molecular imagers to image functional activity with high sensitivity.

Let GE Medical Systems draw on more than a hundred years of imaging leadership to give your research the results it deserves. For more information, contact us at 888.725.8285 or visit [gemedical.com/preclinical\\_imaging](http://gemedical.com/preclinical_imaging)

**GE Medical Systems  
Molecular Imaging**

**Before it's clinical, it's pre-clinical.**  
Micro imaging for research

MicroCT: in vivo, respiratory gated, 90µm\*

Vascular structures as small as 200 microns may be resolved within the lung of a breathing mouse.\*

MicroCT: in vivo, respiratory gated, 90µm, rendered\*

MicroOptical: Fluorescence imaging courtesy of ART Advanced Research Technologies, Inc.

Cu-64 image produced on GE Discovery LS courtesy of Fox Chase Cancer Center

\*Courtesy of Diana Cody, Ph.D., Small Animal Cancer Imaging Research Facility, Department of Imaging Physics, MD Anderson Cancer Center.  
© 2003 General Electric Company

imagination at work

#### Transition Design

**GE Healthcare  
Biosciences**

GE Healthcare recognizes the need for high-quality laboratory imaging instruments to make today's research tomorrow's clinical reality.

GE delivers multi-modality imaging technologies that provide a bridge between pre-clinical research and the clinical needs of today. Begin with GE's eXplore series of microCT scanners, which provide high resolution imaging solutions for laboratory research applications. Then add GE's molecular imagers to image functional activity with high sensitivity.

Let GE Healthcare draw on more than a hundred years of imaging leadership to give your research the results it deserves. For more information, contact us at 888.725.8285 or visit [gehealthcare.com/preclinical\\_imaging](http://gehealthcare.com/preclinical_imaging)

**Before it's clinical,  
it's pre-clinical.**

Micro imaging for research

MicroCT: in vivo, respiratory gated, 90µm\*

Vascular structures as small as 200 microns may be resolved within the lung of a breathing mouse.\*

MicroCT: in vivo, respiratory gated, 90µm, rendered\*

MicroOptical: Fluorescence imaging courtesy of ART Advanced Research Technologies, Inc.

Cu-64 image produced on GE Discovery LS courtesy of Fox Chase Cancer Center

\*Courtesy of Diana Cody, Ph.D., Small Animal Cancer Imaging Research Facility, Department of Imaging Physics, MD Anderson Cancer Center.  
© 2003 General Electric Company

imagination at work

### 9.04 Example Designs: Example 3

This example shows a business to business trade advertisement.

Original Design



**Powerful powder**

Improve processing of light metals and protect valuable refractory components with Boron Nitride powders and coatings.

Boron Nitride...

- Reduces molten metal and dross attack
- Is highly lubricious—not wet by Al and Mg
- Has excellent mold release properties
- Improves casting surface finishes

We also offer solid BN components and composites machined to your specs.

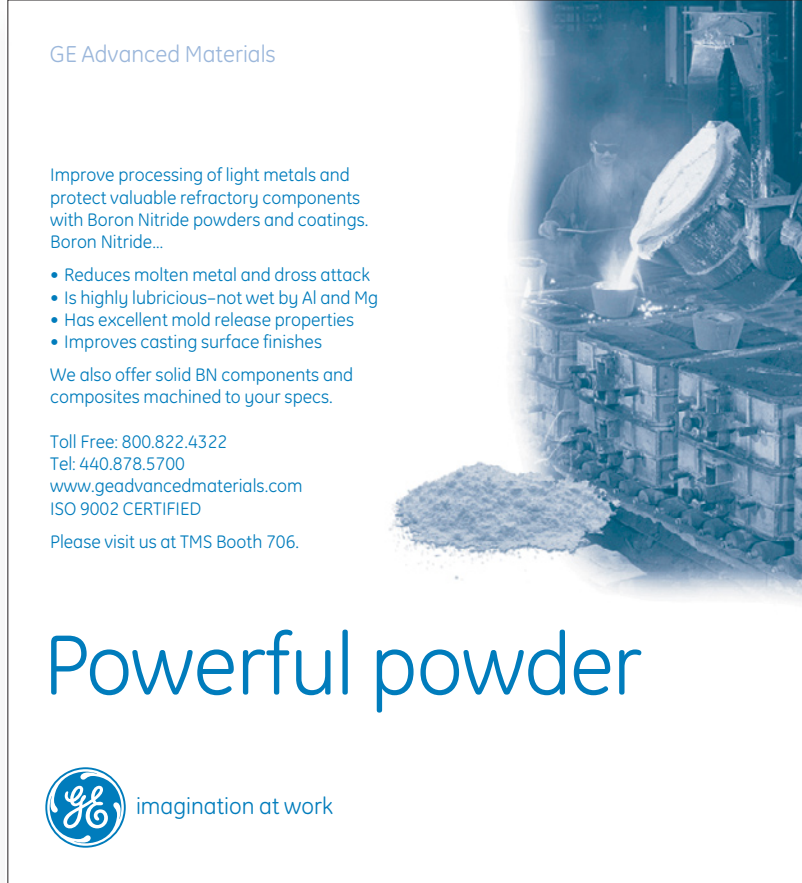
Toll Free: 800.822.4322  
Tel: 440.878.5700  
[www.advceramics.com](http://www.advceramics.com)  
ISO 9002 CERTIFIED

**GE Advanced Ceramics**

Please visit us at TMS Booth 706.

imagination at work 

Transition Design



GE Advanced Materials

Improve processing of light metals and protect valuable refractory components with Boron Nitride powders and coatings.  
Boron Nitride...


- Reduces molten metal and dross attack
- Is highly lubricious—not wet by Al and Mg
- Has excellent mold release properties
- Improves casting surface finishes

We also offer solid BN components and composites machined to your specs.

Toll Free: 800.822.4322  
Tel: 440.878.5700  
[www.geadvancedmaterials.com](http://www.geadvancedmaterials.com)  
ISO 9002 CERTIFIED

Please visit us at TMS Booth 706.

**Powerful powder**

 imagination at work



**9.05 Transition Designs: Example – Tombstone**

This example shows a tombstone advertisement.

Original Design

**\$13 billion invested exclusively in healthcare.**

GE Healthcare Financial Services is a premier provider of capital, financial solutions and related services for the global healthcare market. We work with over 40,000 customers from hospitals to physician practices, senior living facilities and outpatient centers, device manufacturers and life sciences companies.

With \$13 billion in assets, we offer a full range of capabilities to finance:

- medical equipment
- information systems
- real estate
- working capital
- acquisitions
- recapitalizations
- turnarounds
- vendor programs
- practice acquisitions
- life sciences

For more information, contact us at 1-800-598-6201 or visit us at [www.GEHealthcare.com](http://www.GEHealthcare.com).

**GE Healthcare Financial Services**

<p><b>Administrative Agent &amp; Co-Lead Arranger</b></p> <p><b>\$135,000,000</b> Senior Credit Facility</p> 	<p><b>Lead Arranger &amp; Administrative Agent</b></p> <p><b>\$100,000,000</b> Senior Secured Revolver</p> 
<p><b>Lead Arranger &amp; Administrative Agent</b></p> <p><b>\$225,000,000</b> Senior Credit Facility</p> 	<p><b>Lead Arranger &amp; Administrative Agent</b></p> <p><b>\$85,000,000</b> Senior Credit Facility</p> <p><b>AMI Holdings, Inc.</b> Devices and Healing Technology</p>
<p><b>\$86,000,000</b> Float Rate First Mortgage Loan</p> 	<p><b>\$69,000,000</b> Float Rate First Mortgage Loan</p> 



**\$65,000,000**  
Tax-exempt Facility  
Senior Secured Revolver



imagination at work 

©2004 General Electric Company

Transition Design

**GE Commercial Finance  
Healthcare Financial Services**

We are a premier provider of capital, financial solutions and related services for the global healthcare market. We work with over 40,000 customers from hospitals to physician practices, senior living facilities and outpatient centers, device manufacturers and life sciences companies.

With \$13 billion in assets, we offer a full range of capabilities to finance:

- Medical equipment
- Information systems
- Real estate
- Working capital
- Acquisitions
- Recapitalizations
- Turnarounds
- Vendor programs
- Practice acquisitions
- Life sciences

For more information, contact us at 1-800-598-6201 or visit us at [www.gehealthcare.com](http://www.gehealthcare.com).

<p>Administrative Agent &amp; Co-Lead Arranger</p> <p><b>\$135,000,000</b> Senior Credit Facility</p> 	<p>Lead Arranger &amp; Administrative Agent</p> <p><b>\$100,000,000</b> Senior Secured Revolver</p> 
<p>Lead Arranger &amp; Administrative Agent</p> <p><b>\$225,000,000</b> Senior Credit Facility</p> 	<p>Lead Arranger &amp; Administrative Agent</p> <p><b>\$85,000,000</b> Senior Credit Facility</p> <p><b>AMI Holdings, Inc.</b> Devices and Healing Technology</p>
<p><b>\$86,000,000</b> Float Rate First Mortgage Loan</p> 	<p><b>\$69,000,000</b> Float Rate First Mortgage Loan</p> 

**\$13 billion invested exclusively in healthcare.**



GE imagination at work

©2004 General Electric Company

#### 9.06 Example Designs: Review

When creating advertising that shows the transition from the current look and feel to the new brand expression:

Always use the GE Inspira font family.

Choose colors only from the advertising color palette provided in these guidelines.

Use images that can be cut-out when possible.

Follow the guidelines for use of scale and the relationship between typography and imagery.

Remember that our new brand expression reinforces our tone of voice: optimistic, precise, simple, witty and clever.

# 10.0

# Limited Space

- 10.01 Overview
- 10.02 Lock-ups
- 10.03 Example – Banners
- 10.04 Example – On-line



## 10.01 Limited Space: Overview

Even when space is limited, maintain sufficient white space and observe the clear area guidelines to the degree possible. The size relationship between the Monogram and brand architecture components should be consistent, even when the space is limited.

When there is extremely limited space, use the tagline only if it is legible and does not appear to “crowd” the Monogram.

## 10.02 Limited Space: Lock-ups

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

This page shows tagline lock-up versions for use in limited space situations. Use these versions only when the standard, one-line version will not fit in the application.

In each of these examples, the Monogram and tagline appear in a fixed size and position relationship that does not change. You may scale the art up or down, but do not restage, recreate or split up the elements.

When using the Monogram with ge.com, do not use the Monogram in the tagline lock-up. If you use the tagline lock-up, use ge.com without the Monogram.

**Note** When using the tagline lock-up, do not use the Monogram anywhere else on the same surface or application, i.e., the Monogram appears only once, with the tagline, in the lock-up.



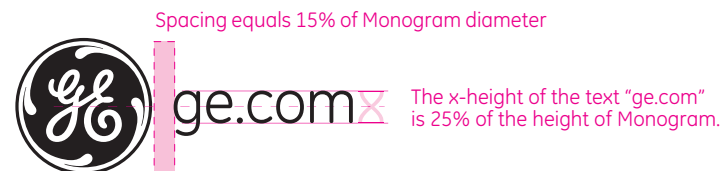
Clear space equals 12.5% of the height of Monogram.



Clear space equals 12.5% of the height of Monogram.



Clear space equals 12.5% of the height of Monogram.



Spacing equals 15% of Monogram diameter

The x-height of the text “ge.com” is 25% of the height of Monogram.

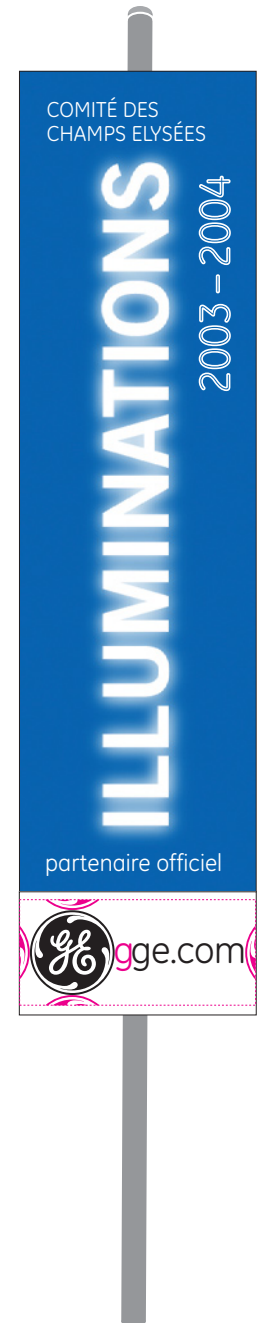
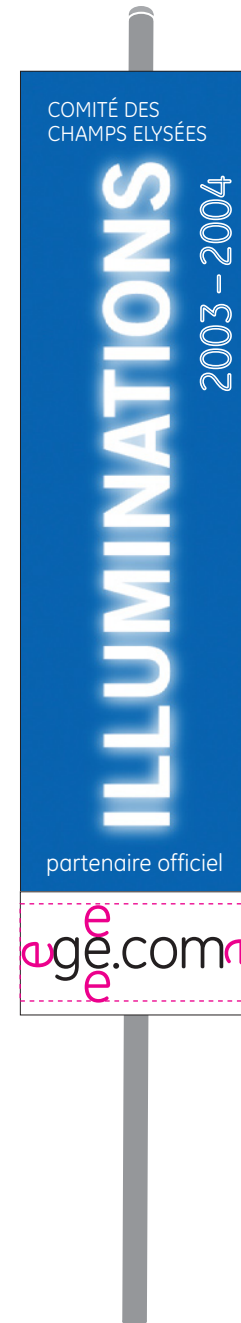
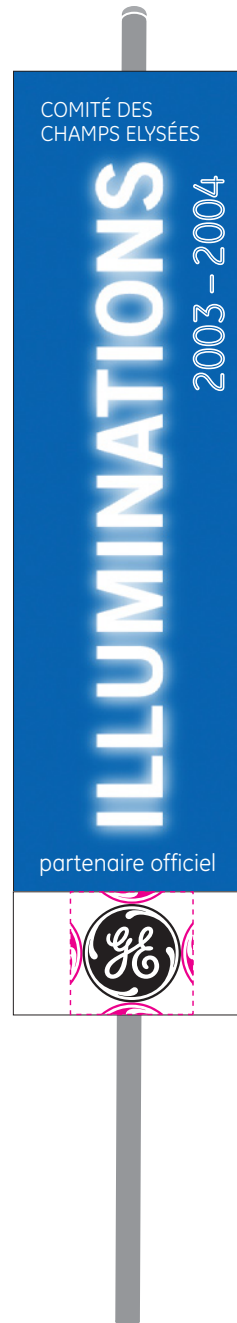
Preferred size (x height equals 25% of the Monogram size)

### 10.03 Limited Space: Example – Banners

Although these banners are large in scale, the available clear space for presenting the Monogram is limited. In this situation, to enhance the prominence of the Monogram, use it alone, or with ge.com.

You may also use ge.com alone.

Using the tagline in this situation would make the Monogram appear too small.



### 10.04 Limited Space: Example – On-line

Where the available space is extremely limited, maintain sufficient clear space around the Monogram. The key considerations are legibility and recognition. Use the Monogram alone, or with ge.com, if there is sufficient clear space to use it in a legible type size.

Please refer to the On-line Advertising guidelines for additional information.



The x-height of the text (ge.com) equals 25% of the diameter of Monogram.



# 11.0

# Classifieds/ Yellow Pages

- 11.01 Overview
- 11.02 Proper Use
- 11.03 Grid and Clear Space
- 11.04 Examples
- 11.05 3rd Party
- 11.06 Improper Use

### 11.01 Classifieds/ Yellow Pages: Overview

In classified and telephone directory advertisements, immediate recognition and legibility are key considerations, given the typically very dense contents of these publications.

It is important to position the advertisement with enough white or “blank” background space so it stands out on a crowded page.

Maintain the clear space around the brand architecture components, Monogram and/ or tagline lock-up. The size relationship between the Monogram and brand architecture components should be consistent, even when space is limited.

The ideal minimum amount of clear space around the Monogram is equal to 25% of the diameter of the Monogram you use.

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

When space is extremely limited, use the tagline only if it is legible and does not appear to “crowd” the Monogram.



**11.02 Classifieds/ Yellow Pages: Proper Use**

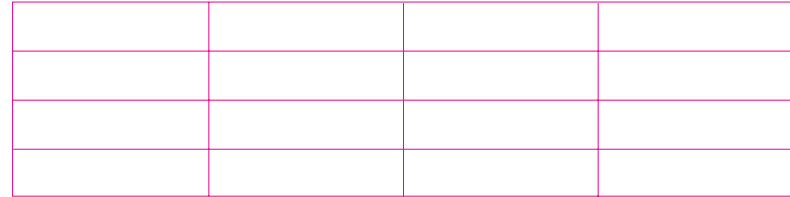
To display the Monogram as prominently as possible in a limited space, the recommended size is 0.35" diameter.

The ideal minimum amount of clear space around the Monogram is equal to 25% of the diameter of the Monogram you use, e.g., 0.5" Monogram has a clear space of 0.125".

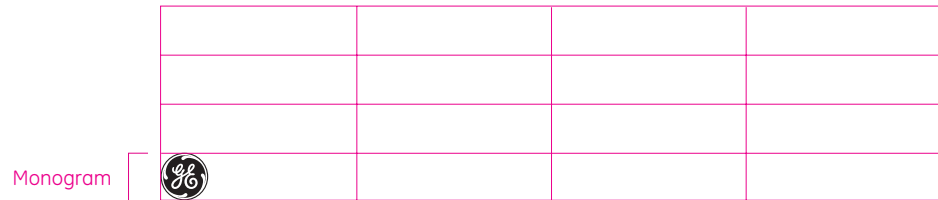
The clear space margin around the advertisement is equal to 50% of the Monogram diameter. Position the brand architecture components in the top left corner, in the same type size as that of the tagline. Use of the tagline is optional.

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

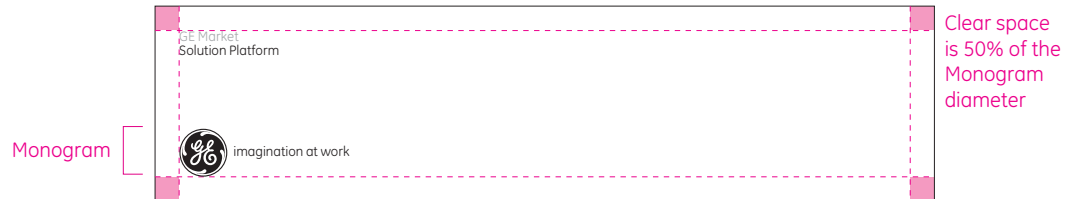
Divide the advertisement into 16 equal parts.



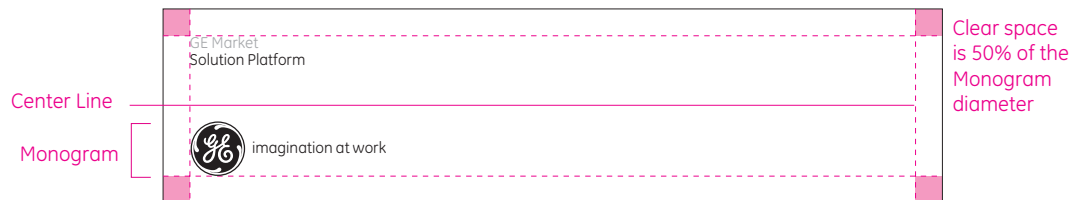
Scale the Monogram to fit within the width and height of one grid section.



Place the Monogram in the advertisement with correct minimum clear space.



If the Monogram size is smaller than the recommended size: increase the size of the Monogram to 0.35", adjust clear space accordingly.



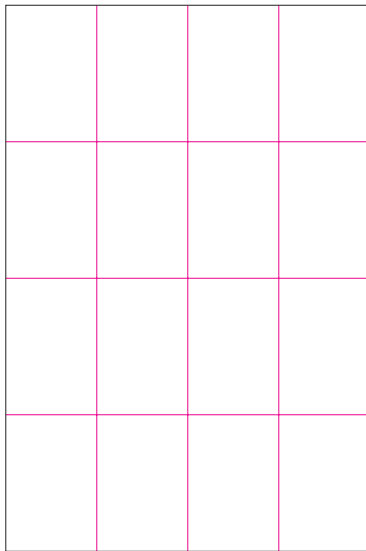


### 11.03 Classifieds/ Yellow Pages: Grid and Clear Space

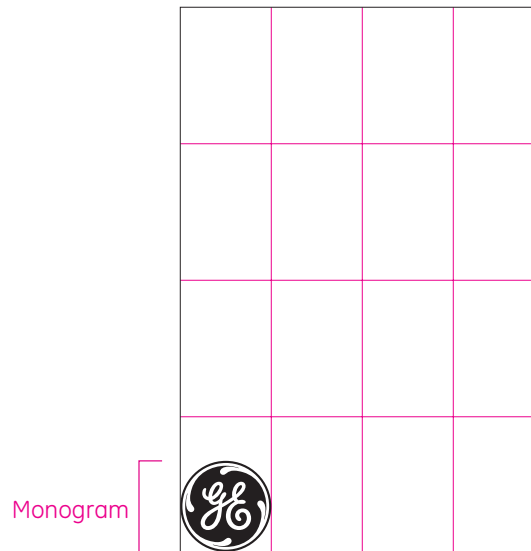
When you require a smaller grid size than those specified in these guidelines, follow these steps.

1. Divide the layout into 16 equal parts.
2. Position the Monogram (and/or tagline) in the bottom left corner of the layout and scale it so the diameter of Monogram "fits" the sides of one section. This will give you the correct size for the Monogram.
3. The clear space margin around the advertisement is equal to 50% of the Monogram diameter. Position the brand architecture components in the top left corner, in the same type size as that of the tagline. Use of the tagline is optional.

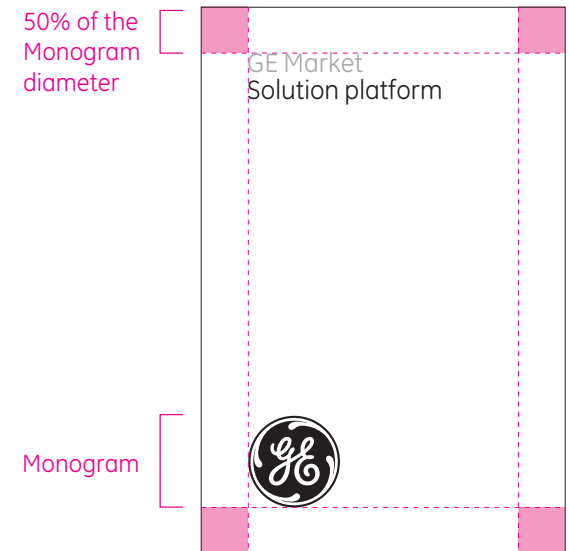
Divide the advertisement into 16 equal parts.



Scale the Monogram to fit within the width and height of one grid section.



Place Monogram in the advertisement with correct minimum clear space.






### 11.04 Classifieds/ Yellow Pages: Examples

These examples demonstrate correct horizontal and vertical layouts for classified/Yellow page advertisements. There is sufficient clear space around the Monogram and brand architecture components and all text is legible.

GE Money



**Need a personal loan?**  
**Call: 1 890 22 1500**

- Flexible, hassle-free personal loans
- Competitive rates
- Decisions in an hour\*

e-mail: [loansireland@ge.com](mailto:loansireland@ge.com)  
Woodchester House, Golden Lane, Dublin 8.  
[www.gecapital.ie](http://www.gecapital.ie)

Terms and conditions apply. A credit search will be carried out on all applicants  
\*Subject to status

GE Money

Finance at  
your fingertips...

- Farm, Plant, Transport & Industrial Commercial Equipment Finance 1890 200 689
- Personal Loans 1890 221 500
- Dealer Services 1890 321 111
- Customer Services 1890 521 000

Woodchester House, Golden Lane, Dublin 8.  
[www.gecapital.ie](http://www.gecapital.ie)



### 11.05 Classifieds/ Yellow Pages: third Party

These examples demonstrate third party advertisements and how to construct them.

For classified and telephone directory advertisements, we have created a “box” graphic device to “contain” third party company identity and information. This box should appear in black or, if appropriate, in the color of the third party company brand.

The third party logo/identity and text reverses out to white. In vertical formats, position the box at the bottom of the layout. In horizontal layouts, position it on the right hand side.

Follow these steps to create a third party advertisement:

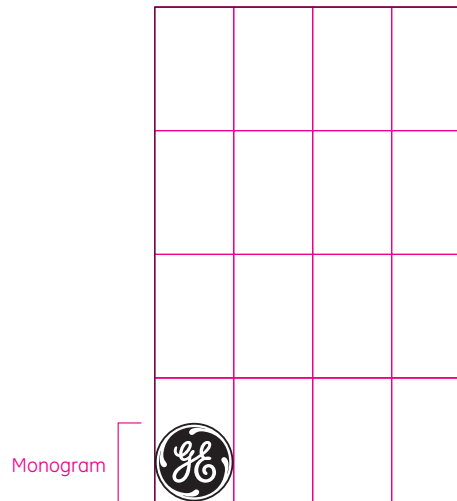
1. Position and align the third party company identity/ information flush with the left margin. Then position the box graphic. The height of the box graphic varies, depending on the amount of required information and the size of the particular advertisement or application on which it appears.

Determine the height of the box graphic based on the amount of text inside. Text copy should always be at least one point size smaller than the type of the main body copy.

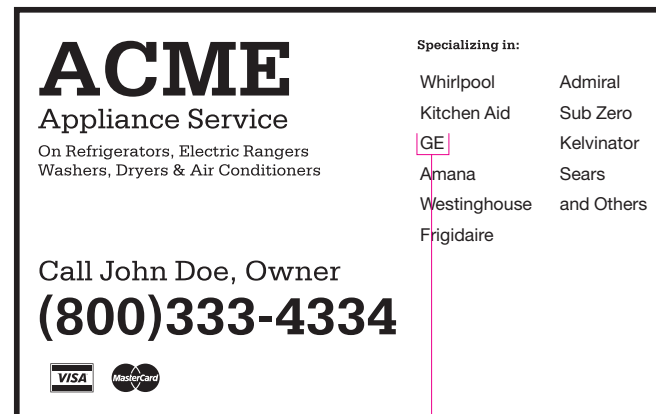
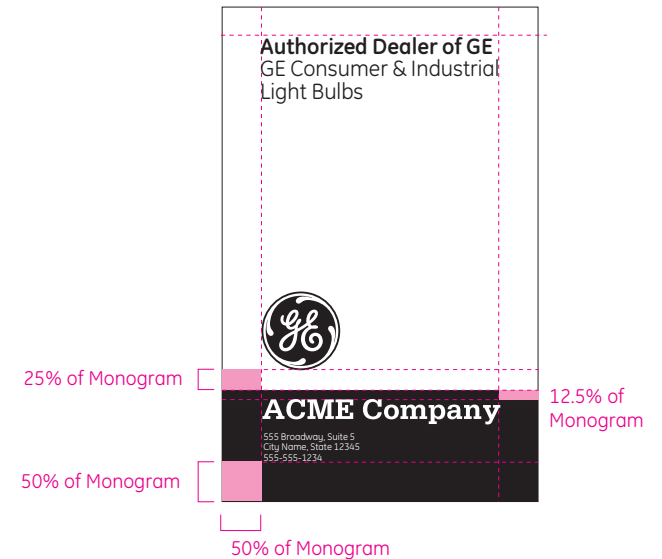
**Note** The box should not exceed more than 25% of the overall advertisement /page height (top to bottom edges).

2. Position the brand architecture component text in the top left corner. Type size is twice the point size of the tagline. Use of tagline is optional.

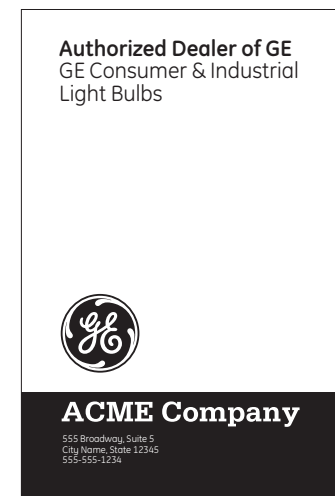
Scale the Monogram to fit within the width and height of one grid section.



Add third party information. Maintain the clear space shown below.



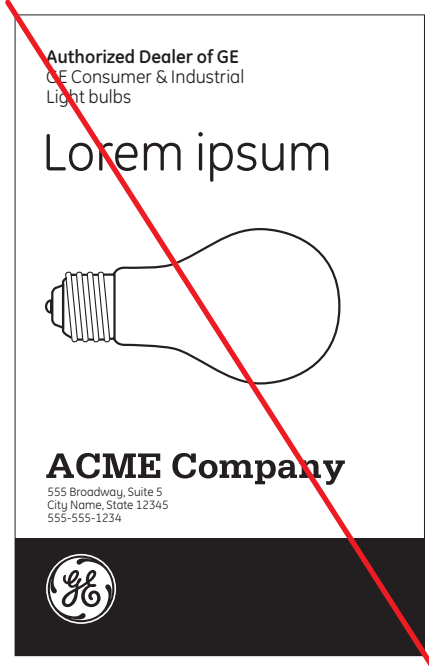
Simply use “GE” and not the Monogram



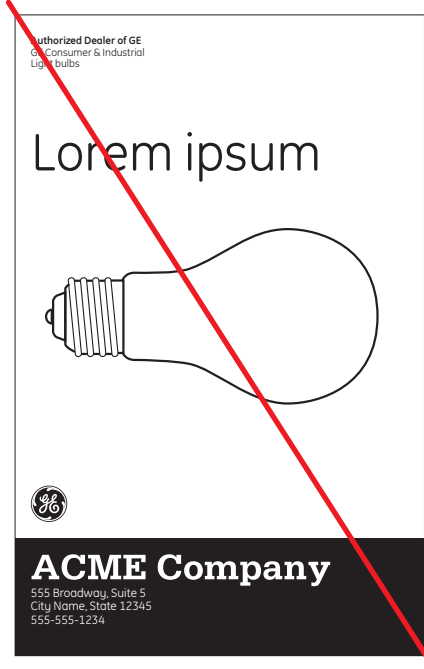
### 11.06 Classifieds/ Yellow Pages: Improper Use

These examples demonstrate improper use layouts of third party, limited space advertisements.

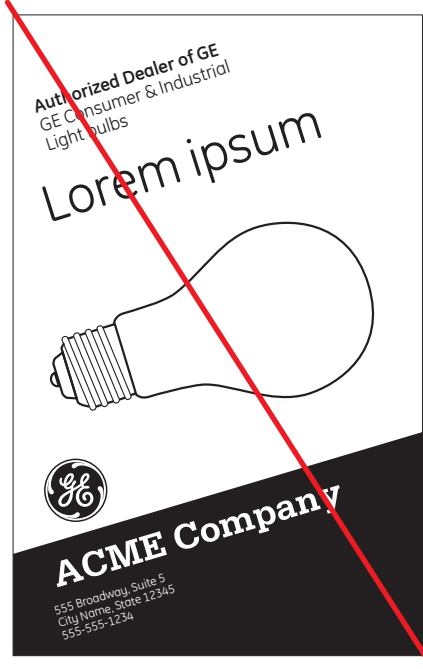
Don't switch the positions of the Monogram and the third party company's identity.



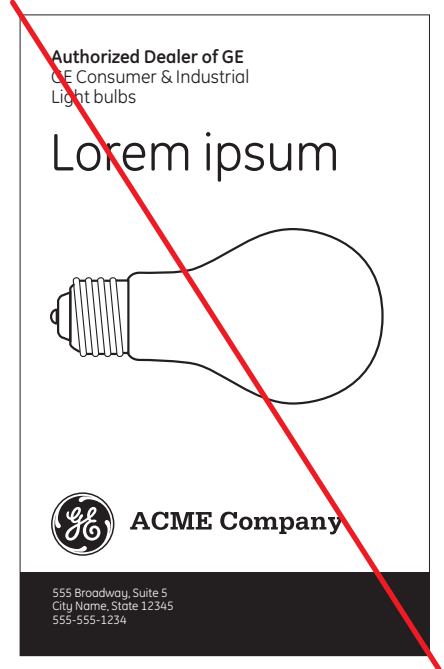
Don't use the Monogram in a size smaller than 0.35" diameter.



Don't rotate typography.



Don't "lock up" the Monogram with the third party company's identity.



# 12.0

# Outdoor

12.01 Overview

12.02 Proper Use

12.03 Brand Architecture Examples

12.04 Billboard Example

## 12.01 Outdoor: Overview

Outdoor billboard advertising is a powerful medium. It supports and reinforces communications in our other advertising and direct response media, and helps us reach a wider audience because of its placement and scale.

As Out of Home media vary so greatly by market and by medium, please refer to the vendor's specifications for and requirements e.g., minimum/maximum font sizes, etc.

If vendor specifications or government regulations preclude you from adhering to the following guidelines, please obtain Corporate approval before finalizing any advertising materials.

Keep these points in mind when creating outdoor advertising:

- Billboards should communicate only one message.
- Make the primary headline short and direct.
- Position secondary text apart from the primary headline.
- Use only GE Inspira and colors from the advertising palette.

## 12.02 Outdoor: Proper Use

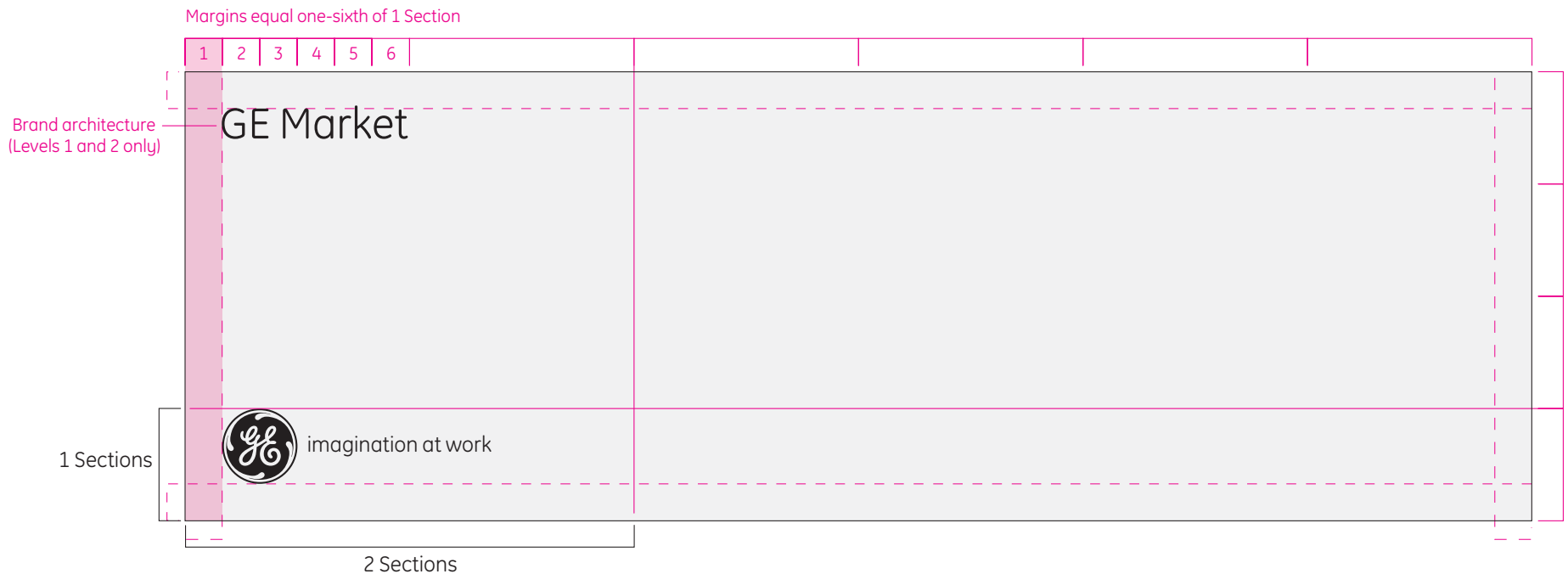
To create an outdoor billboard advertisement, divide the available area into six horizontal and four vertical sections. Establish an overall margin equal to 18.5% of one horizontal section.

The size of the Monogram and tagline lock-up should not be wider than two horizontal sections or one vertical section, as shown below.

In outdoor advertising, the point size of the Market name may be up to twice the size of the point size of the tagline.

When possible, position the Market name in the top left corner, unless vendor specifications do not permit that location. In this case, position the Market name in either the top right or bottom right corner.

Always position the Monogram tagline lock-up in the lower left corner and set all text in GE Inspira.



### 12.03 Outdoor: Brand Architecture Examples

When possible, position the Market name in the top left corner, unless vendor specifications do not permit that location. In that case, position the Market name in either the top right or bottom right corner.

GE Money

# fast and affordable

Get the money you need now. Loans from \$5,000 to \$120,000 with fast approvals in usually less than a day, 7.2% APR.

[www.gemoneybank.com/loans](http://www.gemoneybank.com/loans)



imagination at work



# 7.2% APR

Get the money you need now. Loans from €5,000 to €120,000 with fast approvals in usually less than a day.

[www.gemoneybank.com/loans](http://www.gemoneybank.com/loans)



GE imagination at work



GE Money Bank

#### 12.04 Outdoor: Billboard Example

You may also use non-cut-out imagery if the image cannot be cut-out easily. Use the margin as the boundaries of the image.

Do not use key line art around any imagery.

Always maintain the correct clear space around the brand architecture components and Monogram and tagline lock-up.

Primary position — GE Market

Imagery does not bleed

Stiamo lavorando per i Giochi Olimpici di Torino 2006

Monogram and tagline lock-up —  GE imagination at work

The billboard features a man's bald head and shoulders in the foreground, looking out at a blue sky with white clouds. In the sky, several white objects are visible: a crane, a musical note, a jet airplane, and a lightbulb. The text 'GE Market' is in the top left, and 'Stiamo lavorando per i Giochi Olimpici di Torino 2006' is in the middle. At the bottom, the GE monogram logo and the tagline 'GE imagination at work' are positioned together.



# 13.0

# Grids

- 13.01 Introduction
- 13.02 Overview
- 13.03 Construction
- 13.04 Construction for Other Sizes
- 13.05 US Letter – Portrait
- 13.06 A4 Metric – Portrait
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### 13.01 Grids: Introduction

We have created a flexible grid system to ensure an integrated look and feel in all print advertising. The grid provides an effective way of organizing text and images on a page, and standardizes the size and position of the brand essentials. The examples show how to divide layout areas into a varying number of columns, and assist in determining correct size and position for imagery, text and charts

This section outlines the fundamental rules for creating and using grids and provides specifications for the typical publications in which our advertisements appear.

### 13.02 Grids: Overview

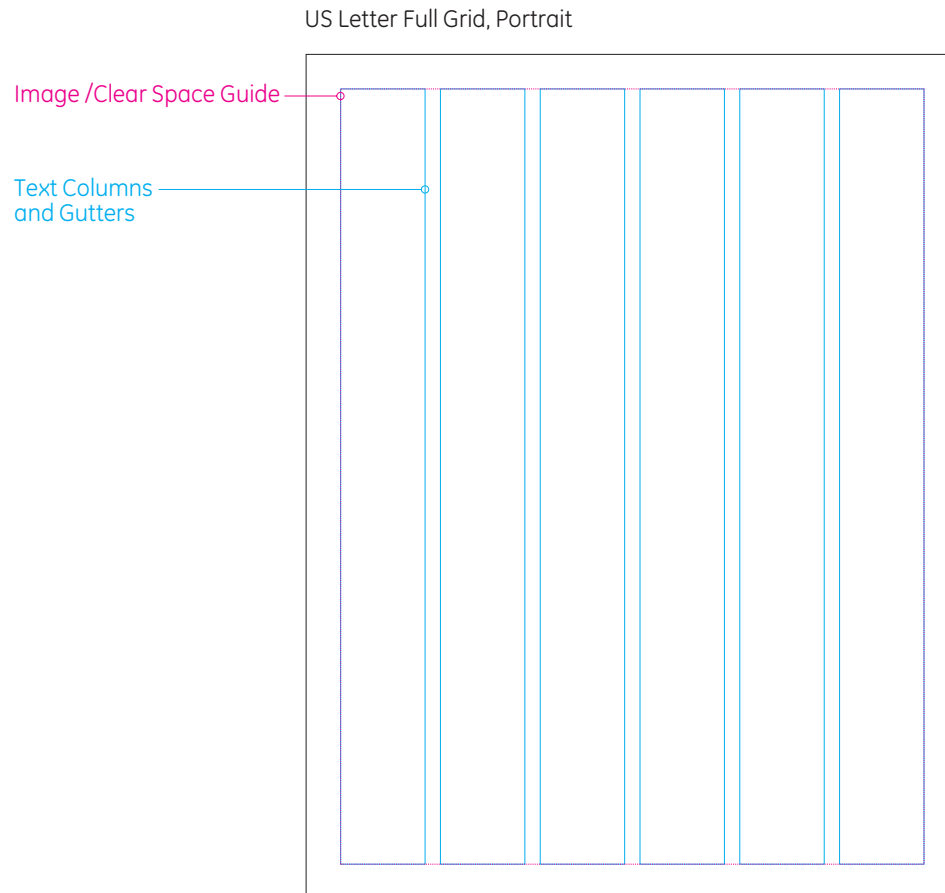
Two simple elements make up the our grid. These are:

#### *Image/ Clear Space Guide*

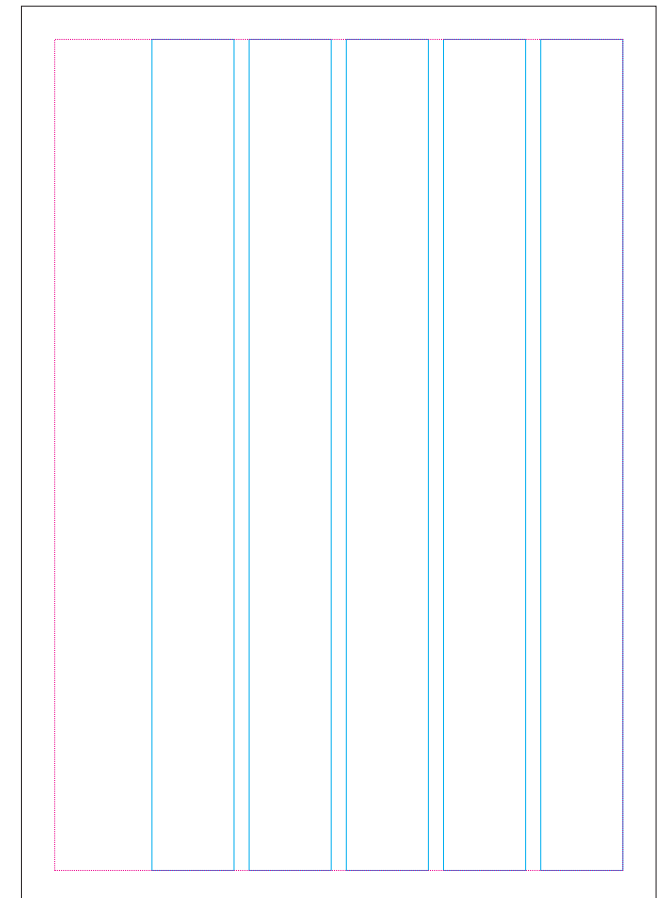
The outer magenta key line indicates the area in which to position images and text.

#### *Text Columns and Gutters*

The vertical cyan rules indicate body text columns with fixed gutters. Most grids use six columns, as shown. When appropriate, use fewer columns.



Metric A4 Full Grid, Portrait



### 13.03 Grids: Construction

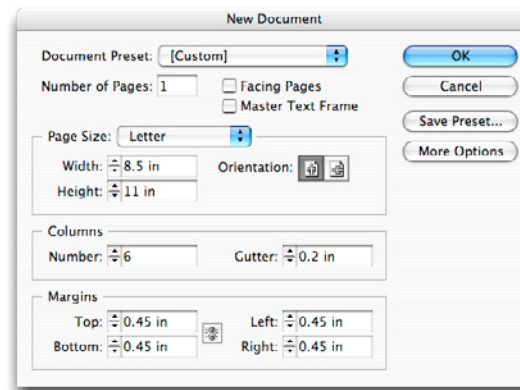
To construct a US letter document in Adobe Indesign or QuarkXPress, use the measurements shown right.

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

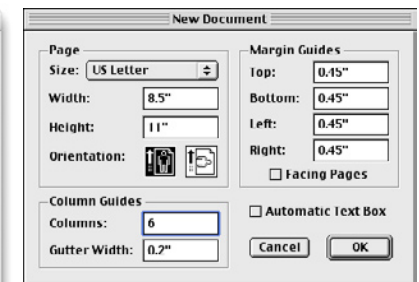
All margins are set to 0.45"

Use a baseline grid for aligning text within the advertisement.

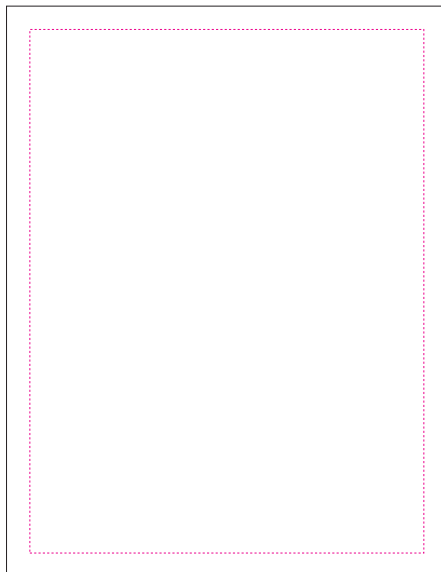
Adobe InDesign Setup



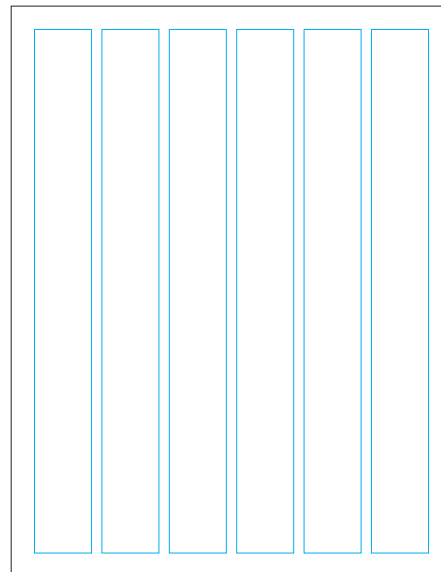
QuarkXPress Setup



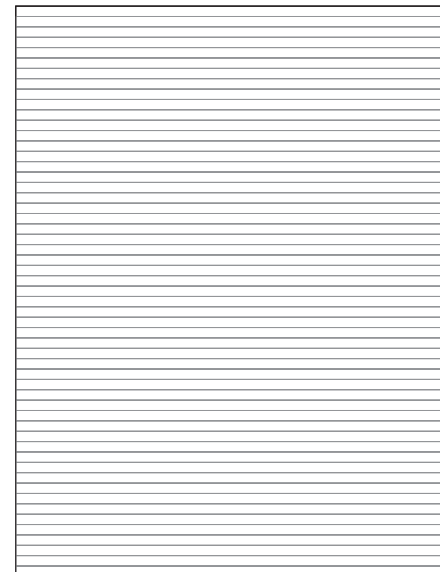
Image/ Clear Space Guide



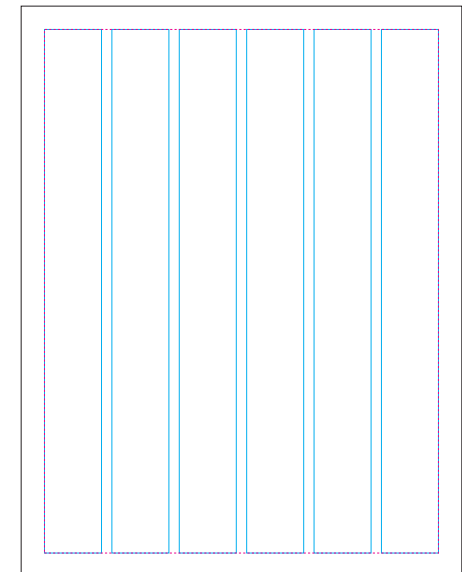
Text Area / Six Columns with Gutters



0.2"/5mm Optional Baseline Grid



Full Grid

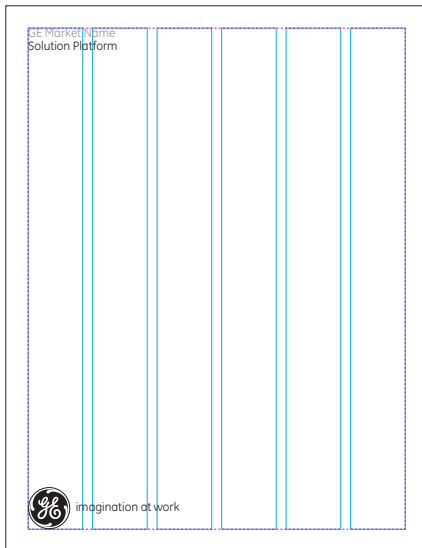


### 13.04 Grids: Construction for Other Sizes

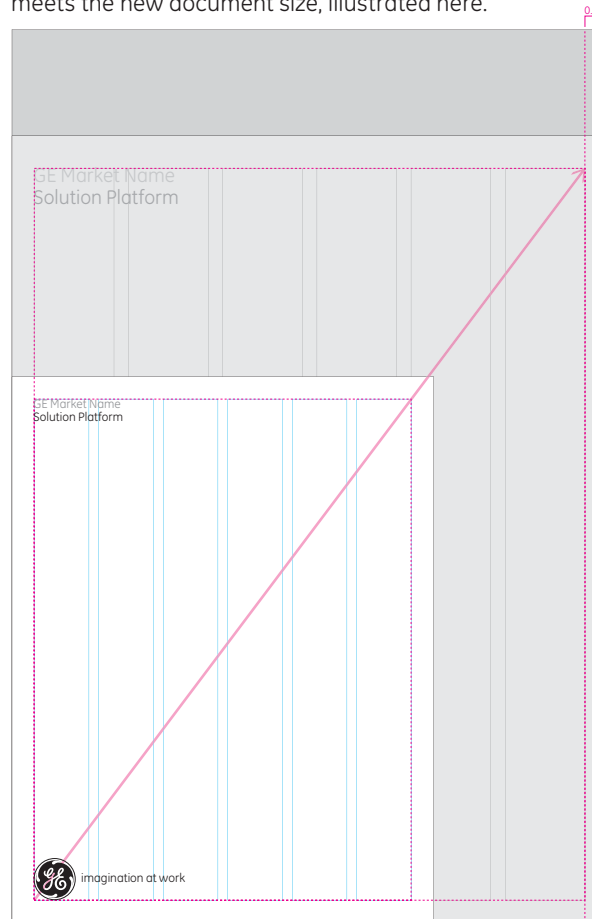
For sizes smaller or larger than US letter or A4, achieve the correct grid size by scaling the US letter or A4 grid “down” or “up” to the required size. This page demonstrates how to scale the grid “up” to a larger size.

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

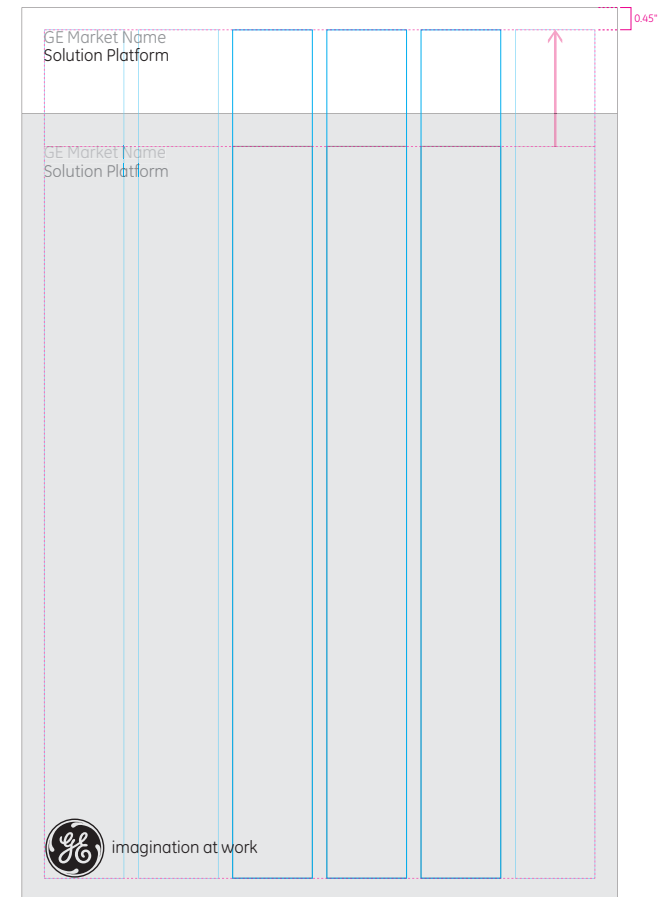
1. Start grid with Monogram, tagline and brand architecture components.



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.

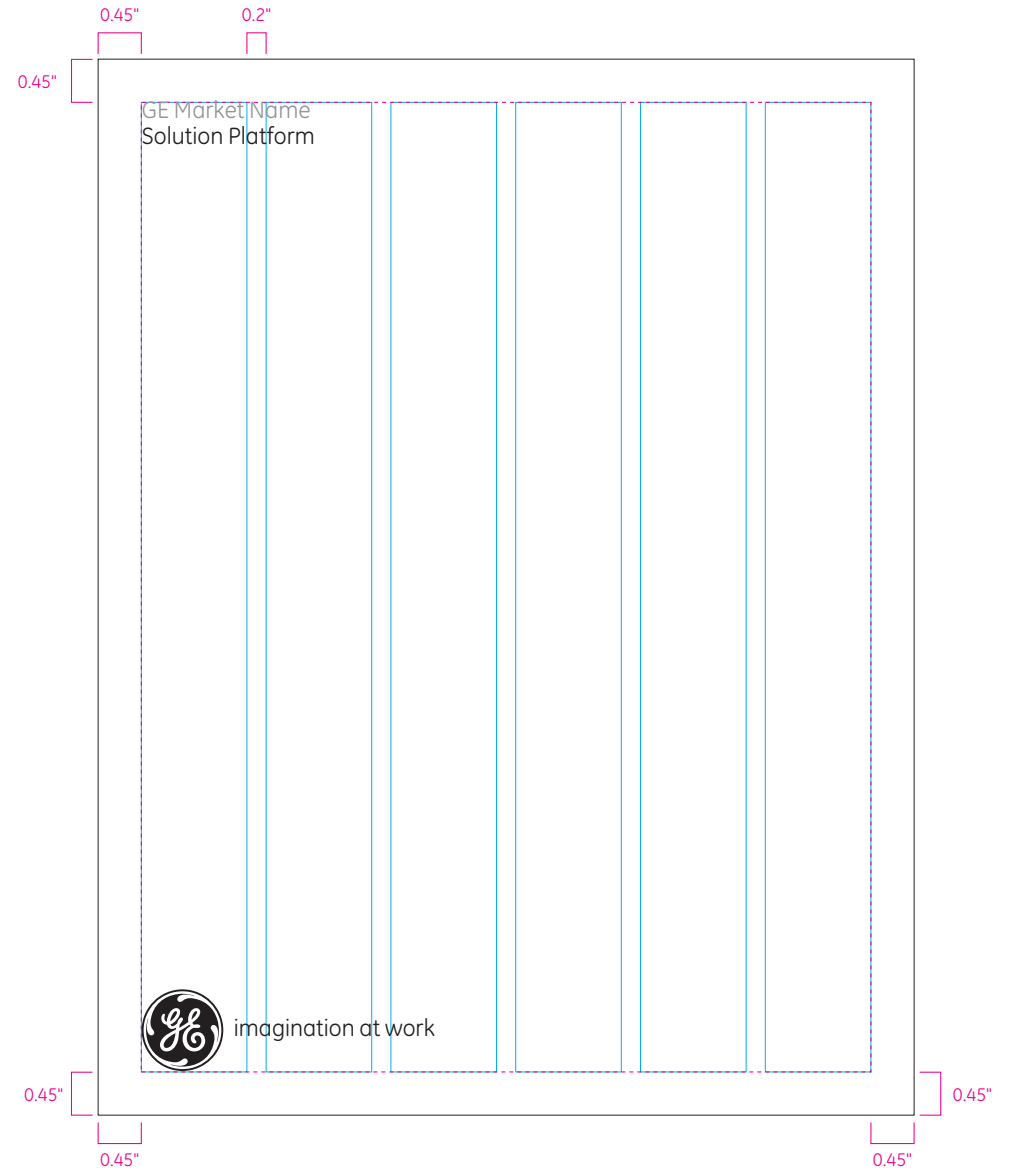


### 13.05 Grids: US Letter – Portrait

The Grid (8.5" x 11") uses a 0.45" unit to create the outer margin. This outer margin will be used to align the brand architecture components, the Monogram and tagline lock-up, and all text.

The column width is set by the gutter space between columns, which is set at 0.2". The grid system is six columns wide providing maximum flexibility for text and image placement.

Monogram Size is 0.85" and the tagline and brand architecture components are 18pt GE Inspira Regular with 19pt leading.

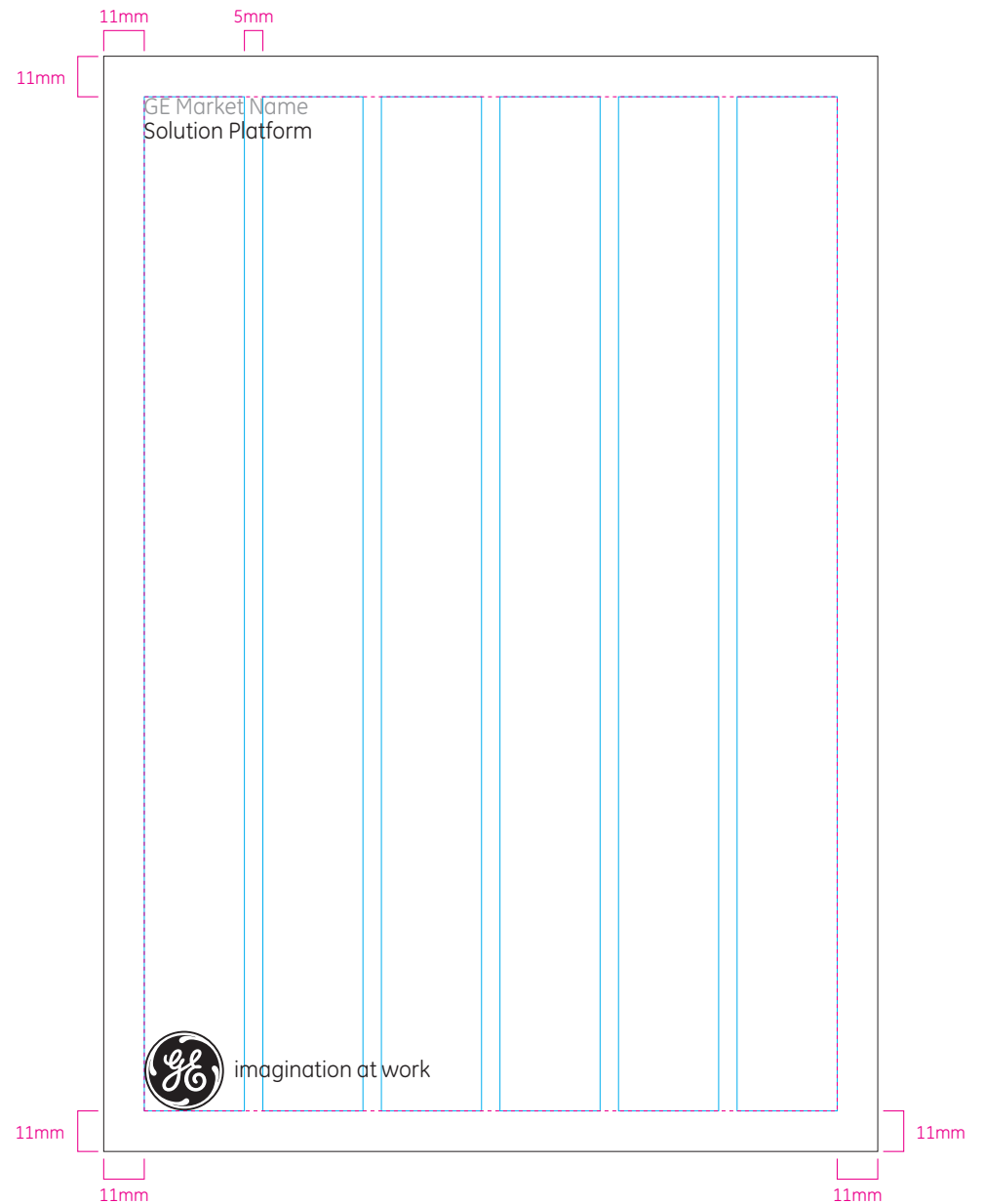


### 13.06 Grids: A4 Metric – Portrait

The Grid uses a 11mm unit to create the outer margin. This outer margin will be used for alignment of the brand architecture components, the Monogram and tagline lock-up, and all left justified text.

The column width will be set by the gutter space between columns which is set at 5mm. The grid system is six columns wide providing maximum flexibility for text and image placement.

Monogram Size is 21.75mm and the tagline and brand architecture components are 20pt GE Inspira Regular with 21pt leading.

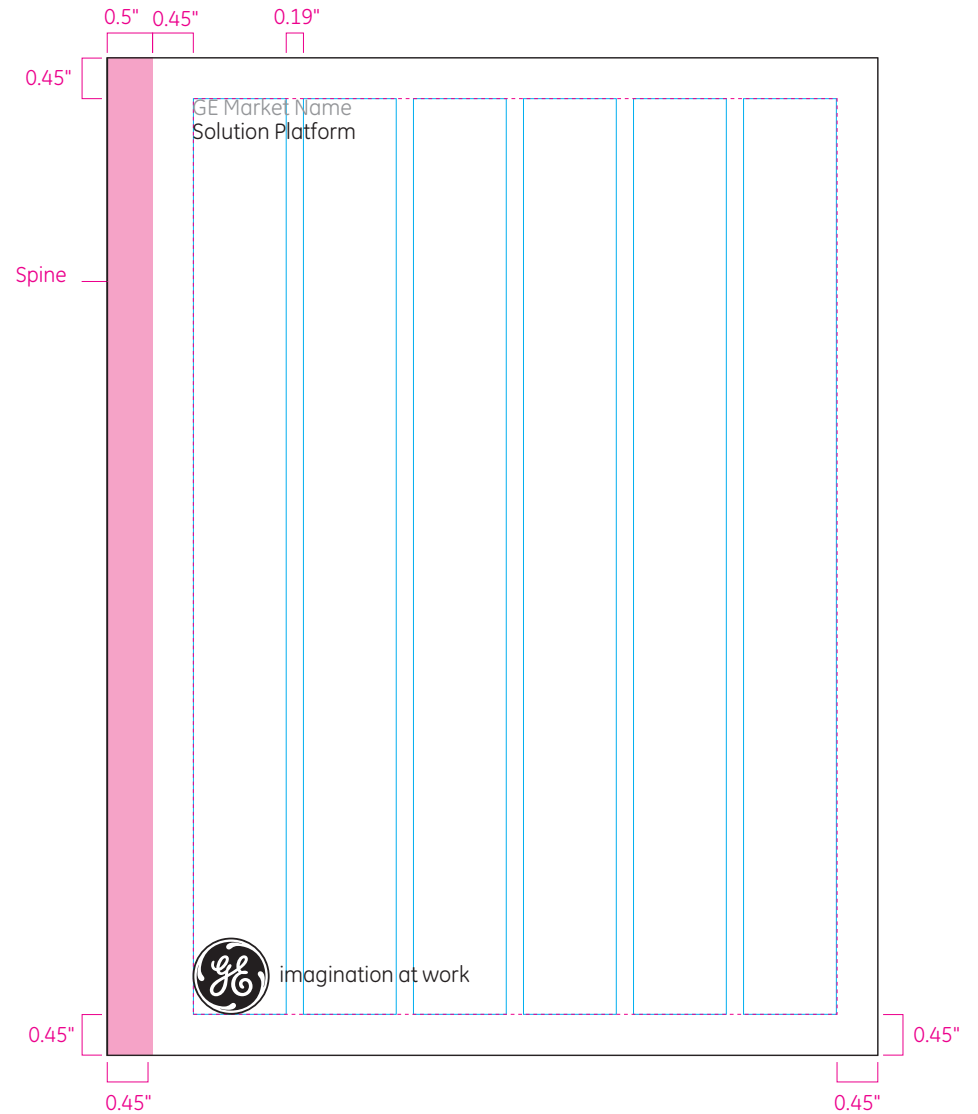


### 13.07 Grids: Adjustment for Binding

When creating an advertisement for a publication that does not supply bleed, trim and live measurements, adjust the grid.

Adjust the inside margin by moving it 0.5" outward from the spine edge. This will adjust the column widths. This measurement will change as required.

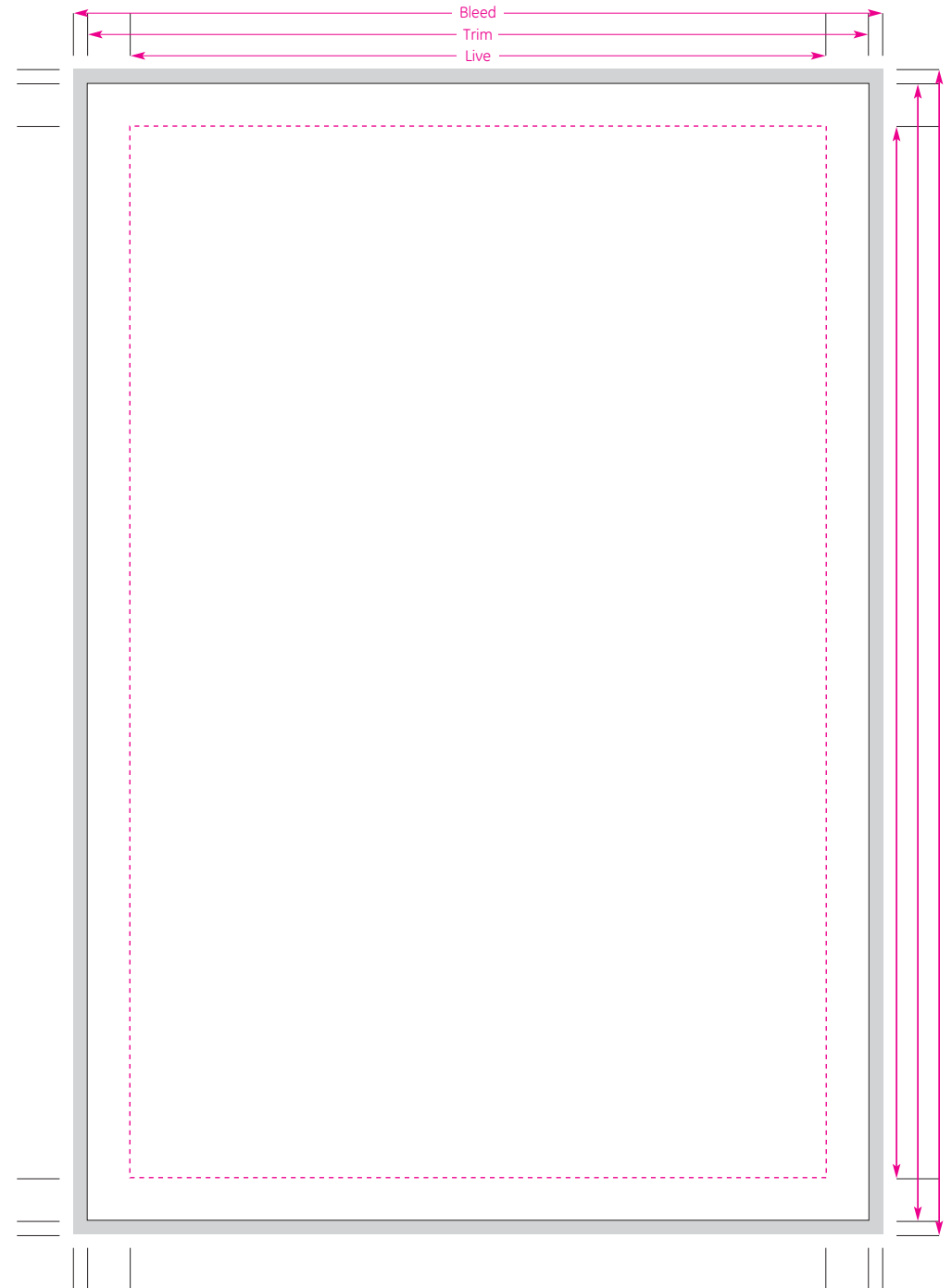
This is an example of an 8.5" x 11" portrait advertisement with the grid adjusted for right hand placement. This provides sufficient room for binding.





### 13.08 Grids: Bleed, Trim and Live Areas

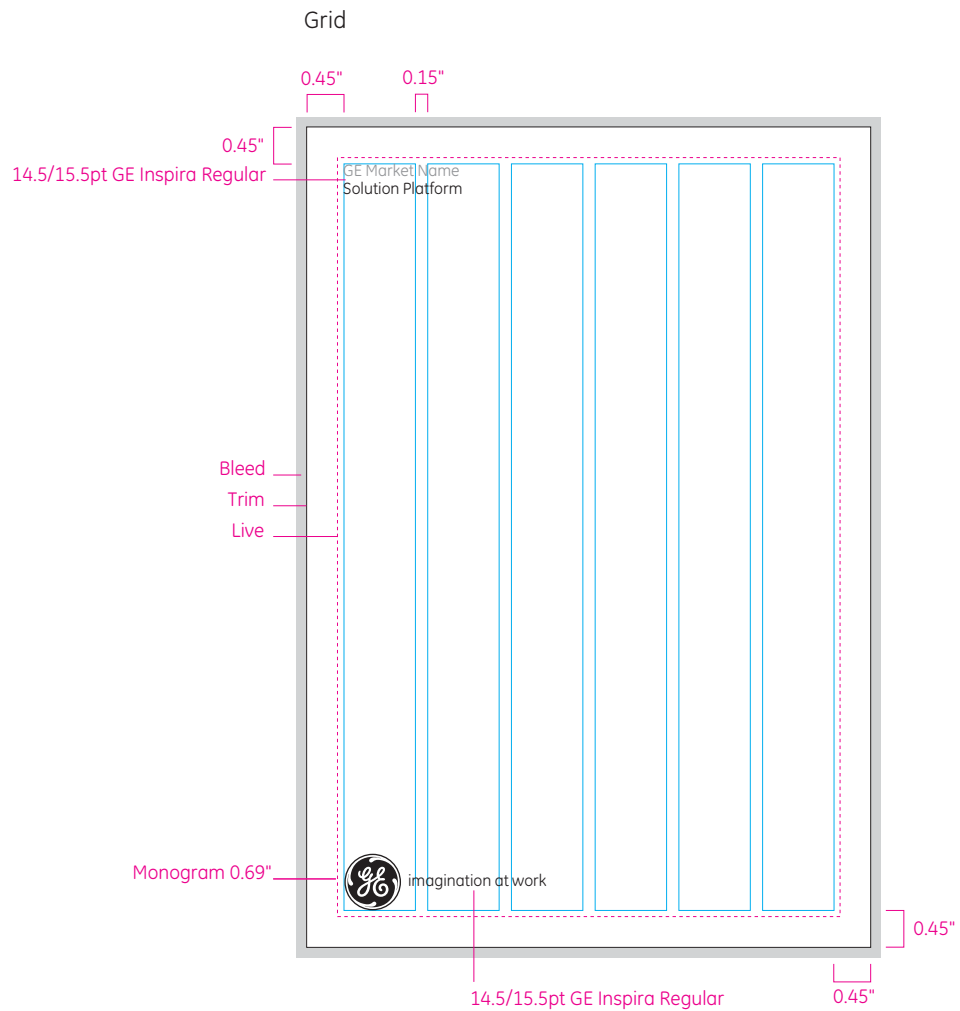
The following pages have specific grids for various types of publications. The grid is set within the *Live* area of page, is a measurement supplied by the publication in which the advertisement appears. Each grid and template shown indicates the *bleed*, *trim* and *live* areas.



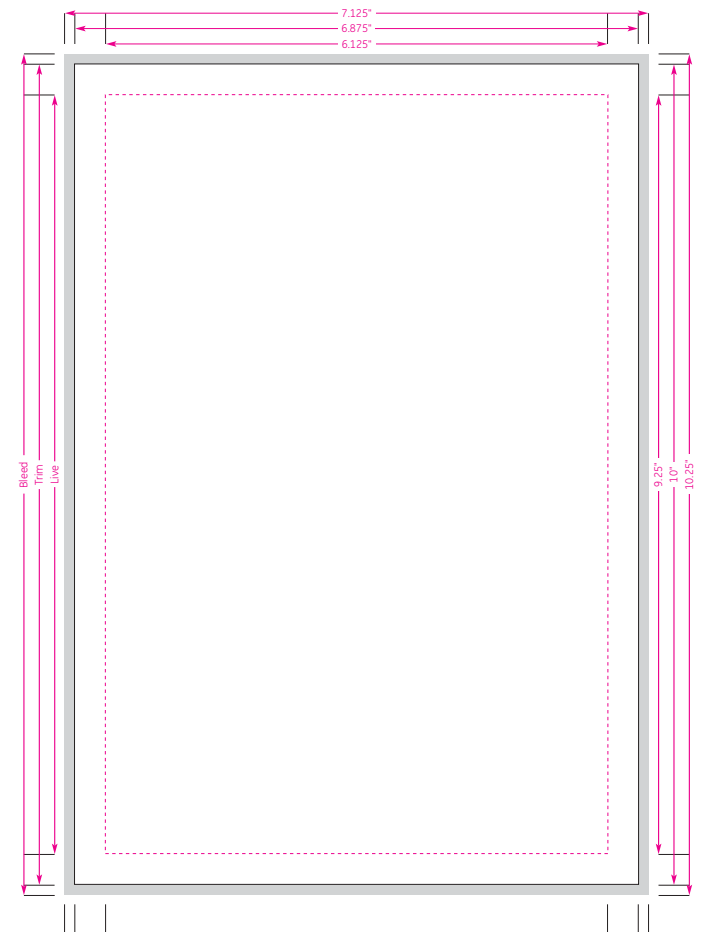
### 13.09 Grids: Consumer Magazine

#### National Geographic Magazine

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



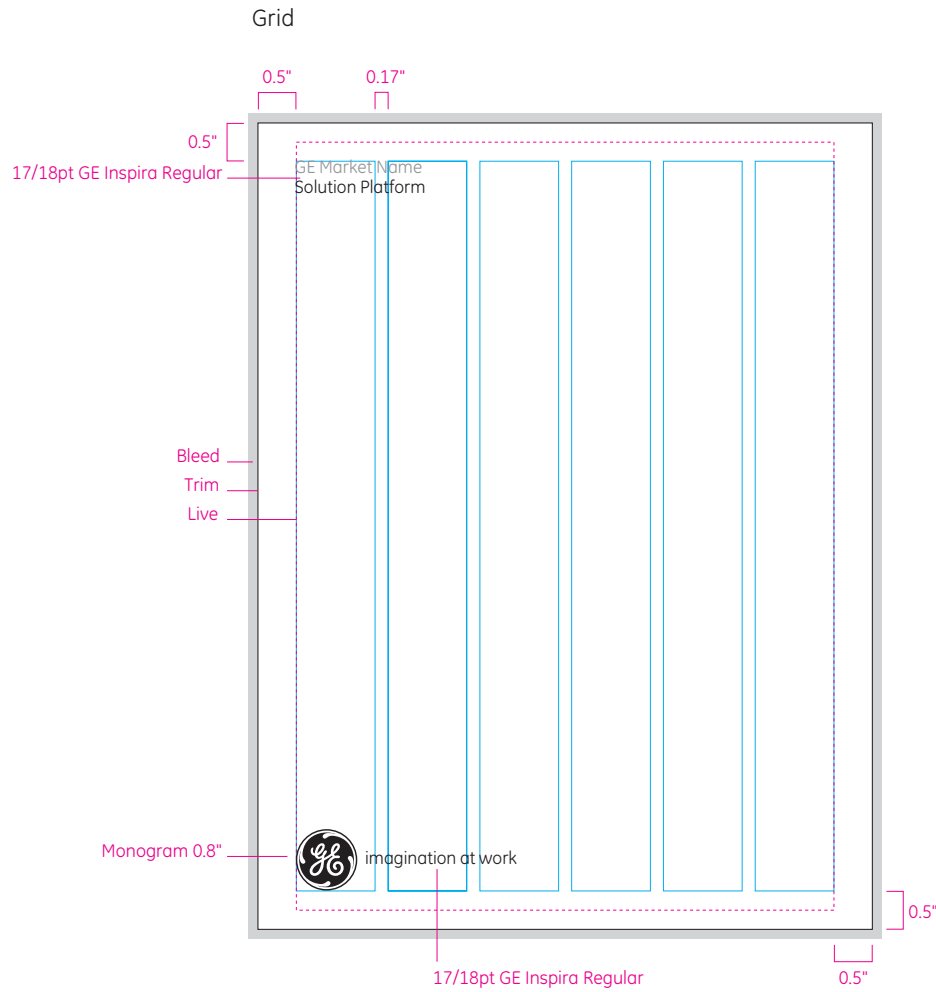
Template



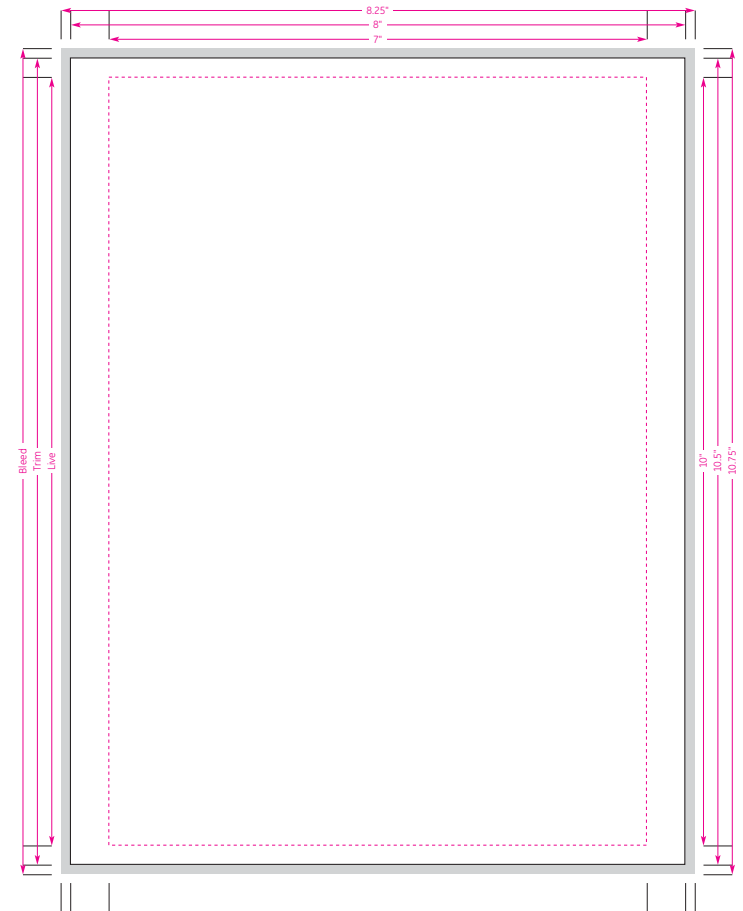
### 13.10 Grids: Consumer Magazine

#### Time Magazine

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



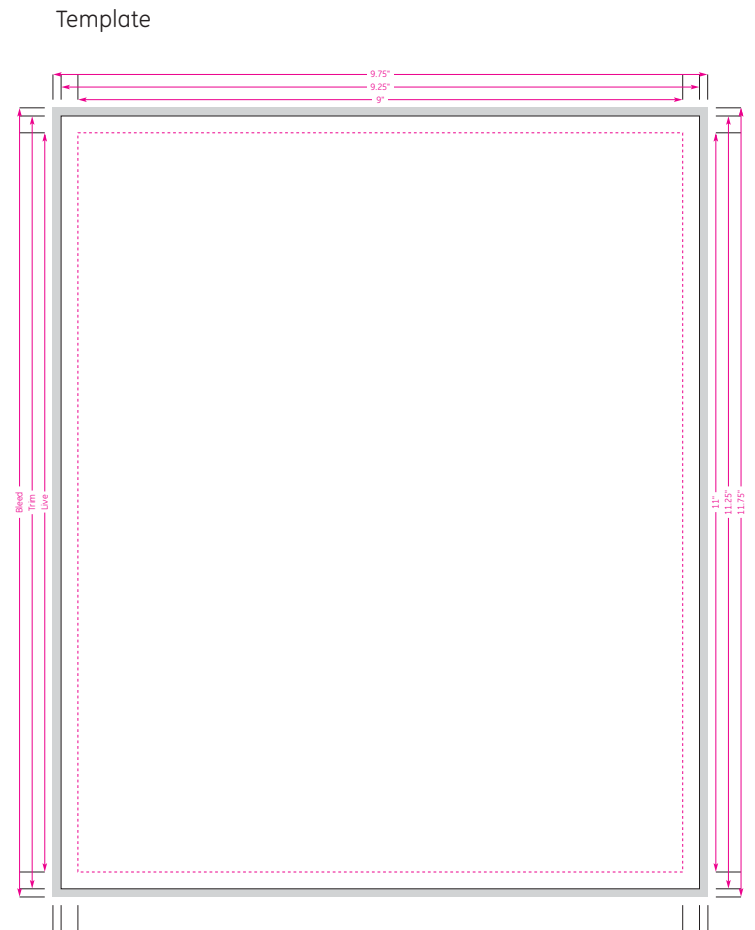
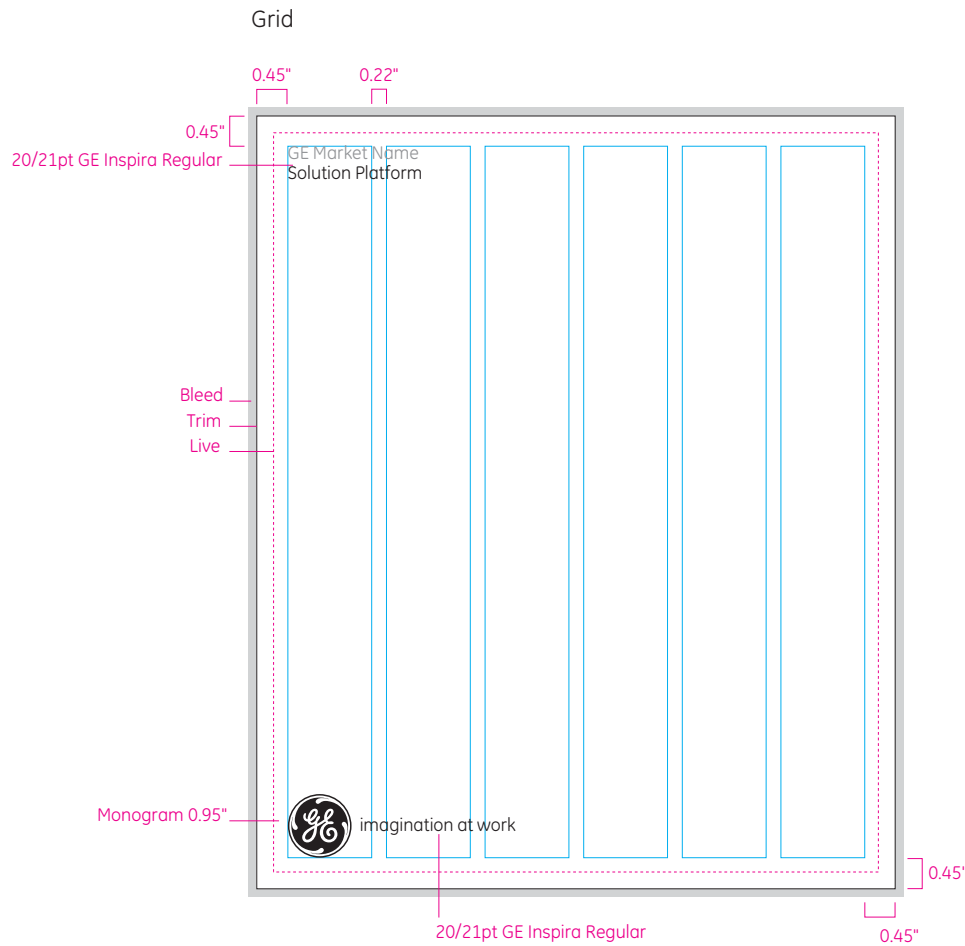
Template



### 13.11 Grid: Tabloid Magazine

Standard Tabloid size, generic

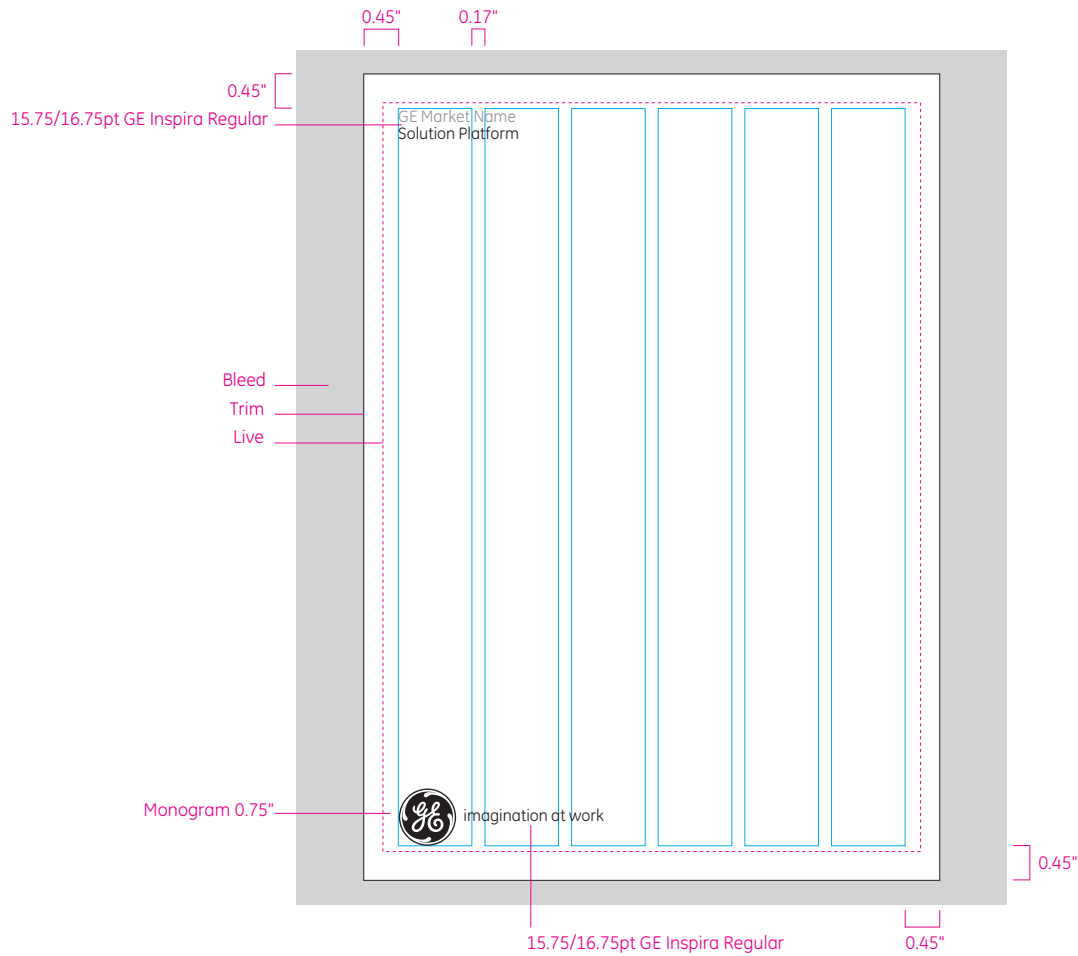
Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



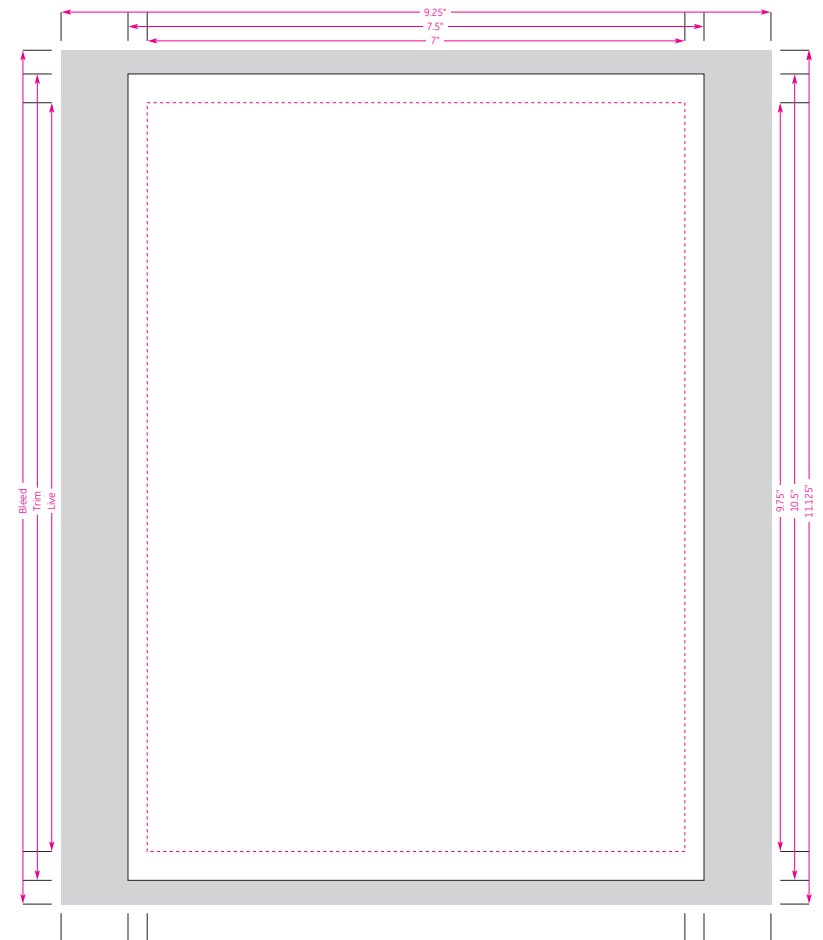
### 13.12 Grid: Standard Magazine

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.

Grid



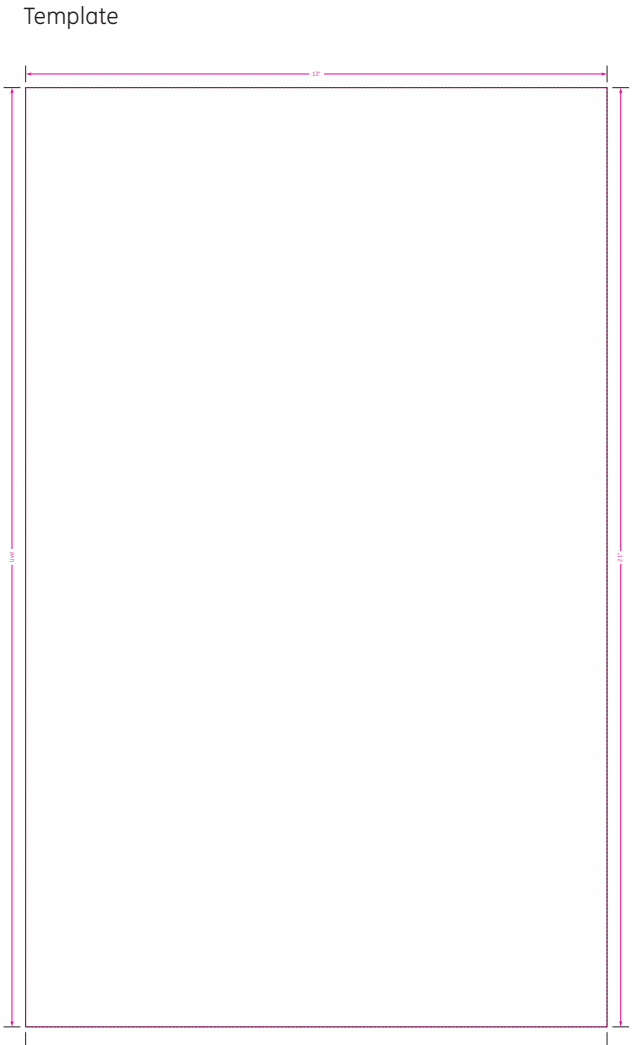
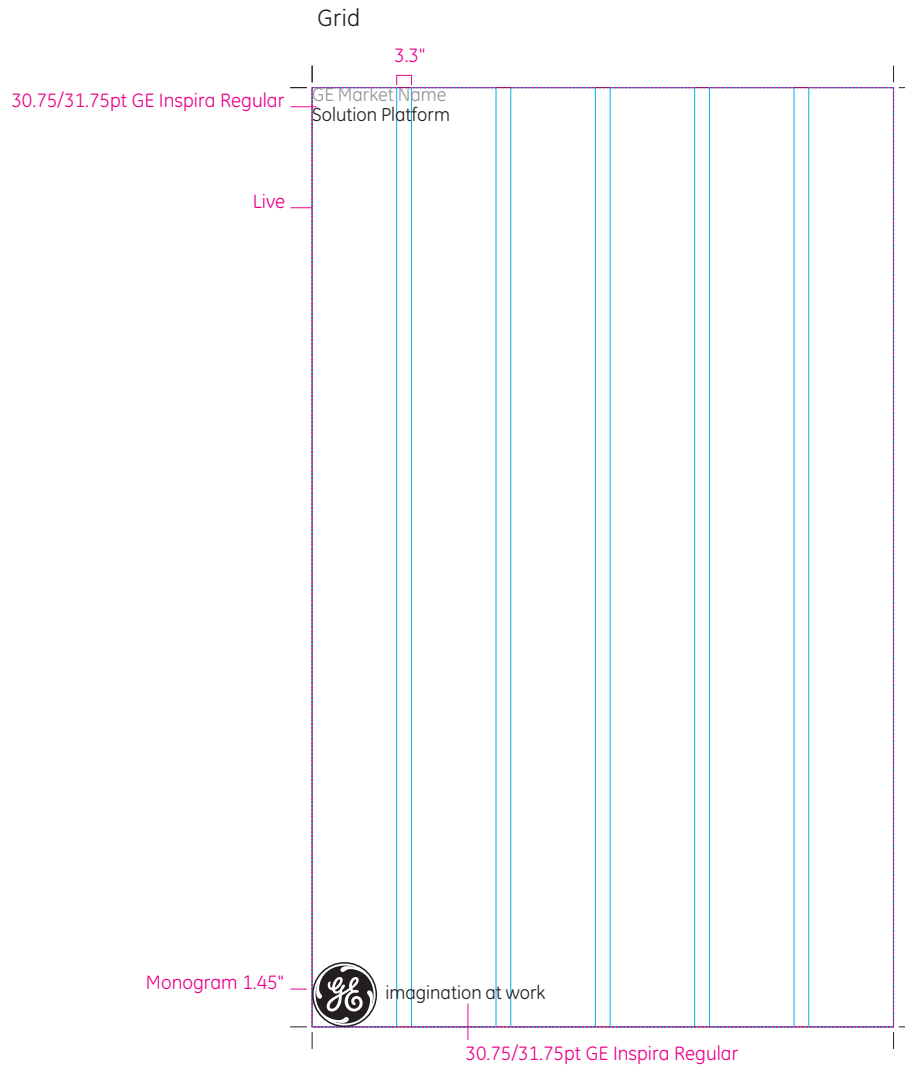
Template



### 13.13 Grid: Tabloid Newspaper

*New York Times / Wall Street Journal*

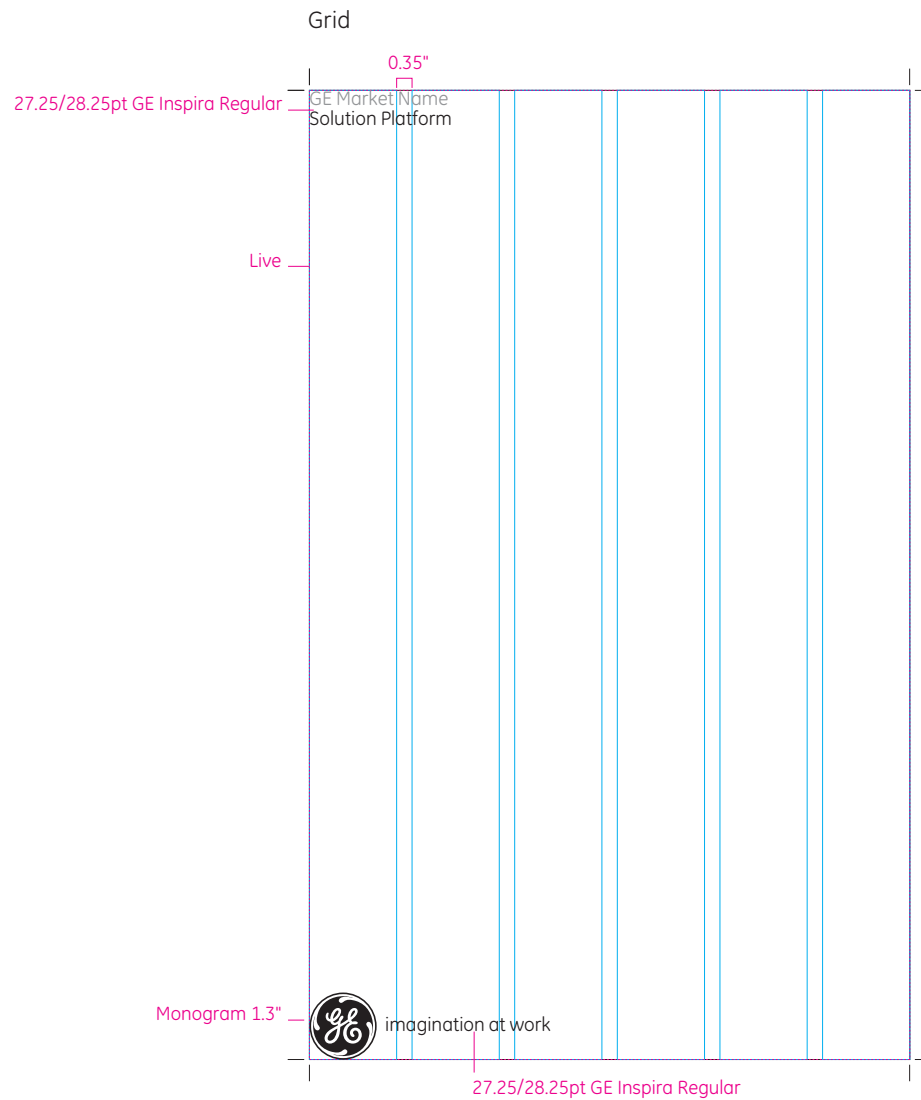
Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



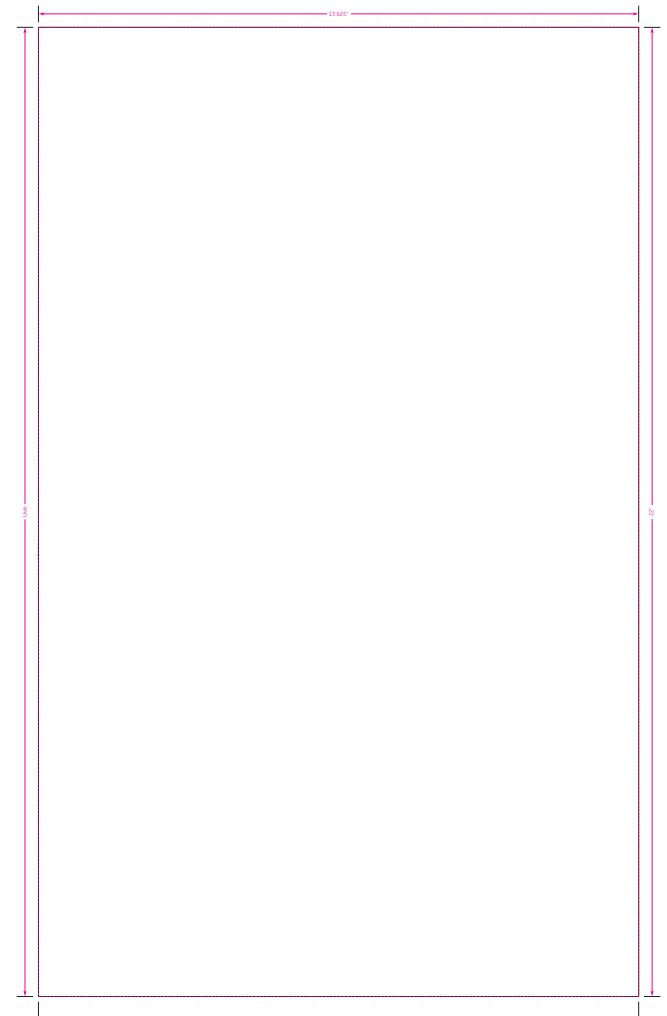
### 13.14 Newspaper

*Financial Times (Worldwide)*

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



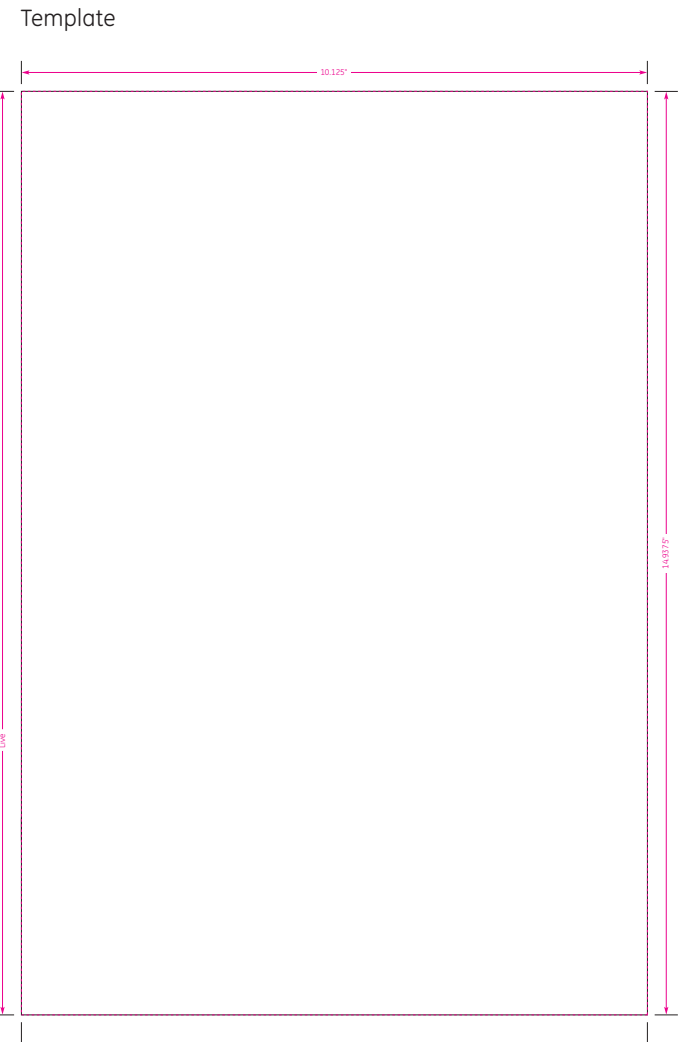
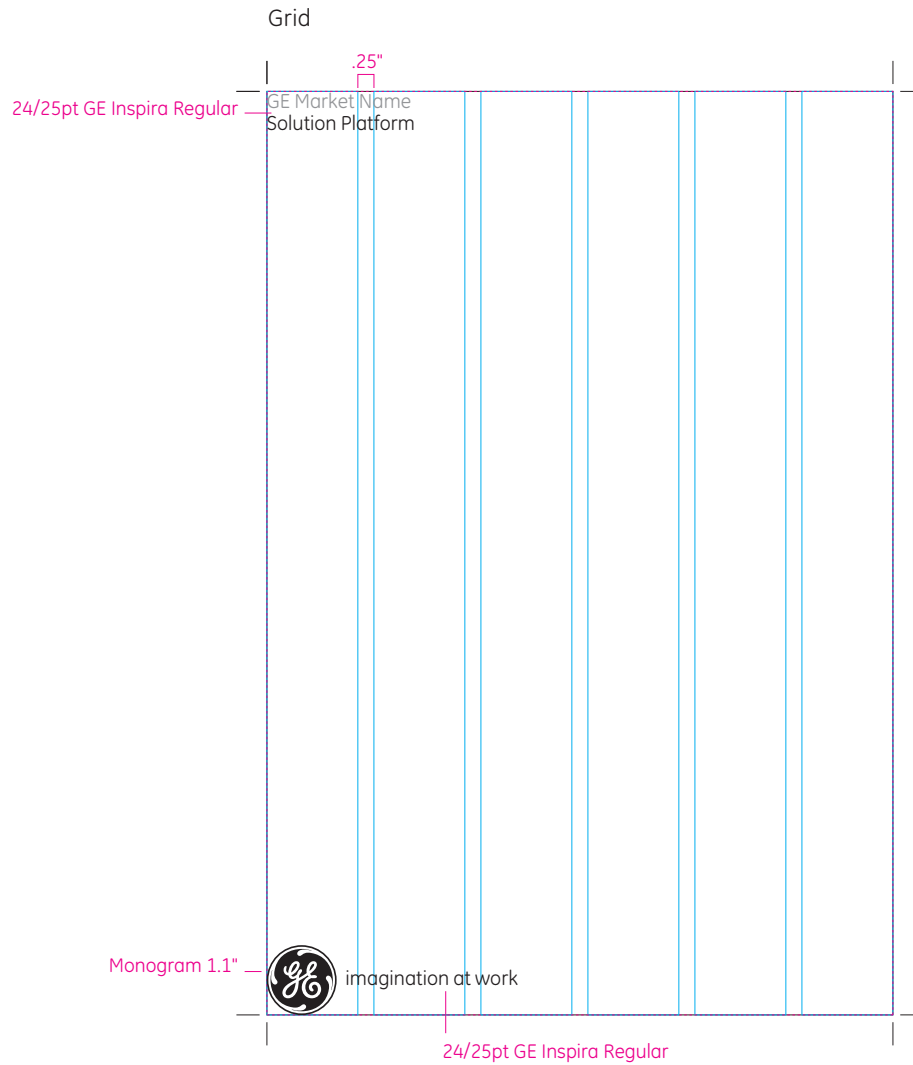
Template



### 13.15 Newspaper Junior

*Financial Times (Worldwide)*

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.

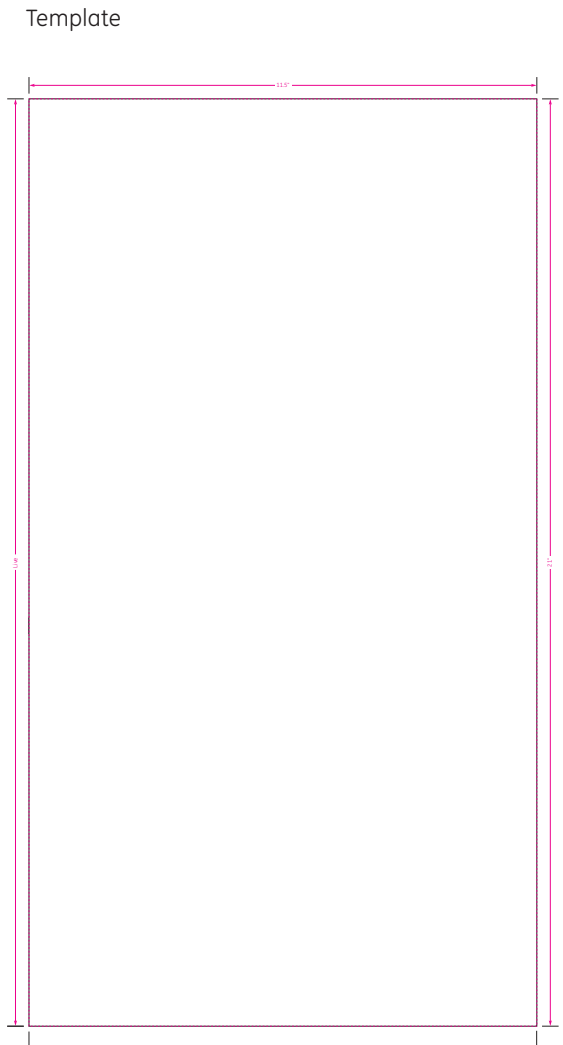
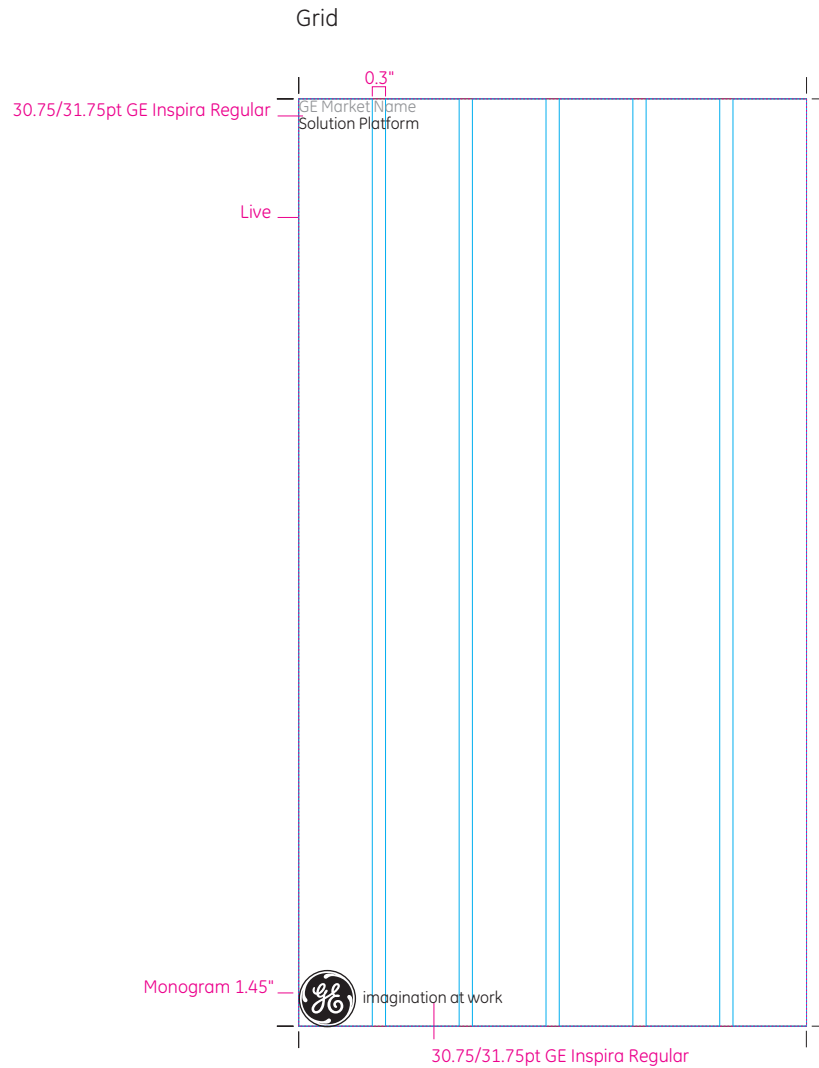




### 13.16 Grids: Newspaper

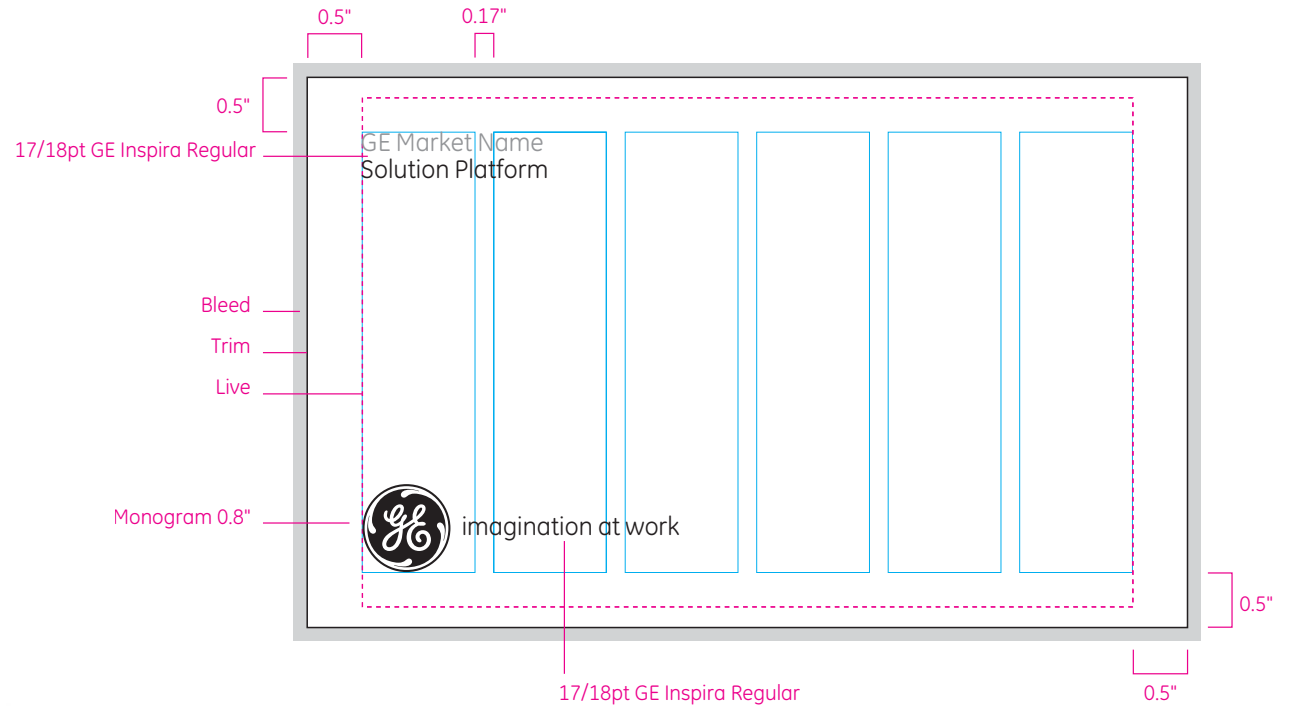
*USA Today*

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



### 13.17 Grids: Half-Page

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



### 13.18 Grids: Third Page Column Inside

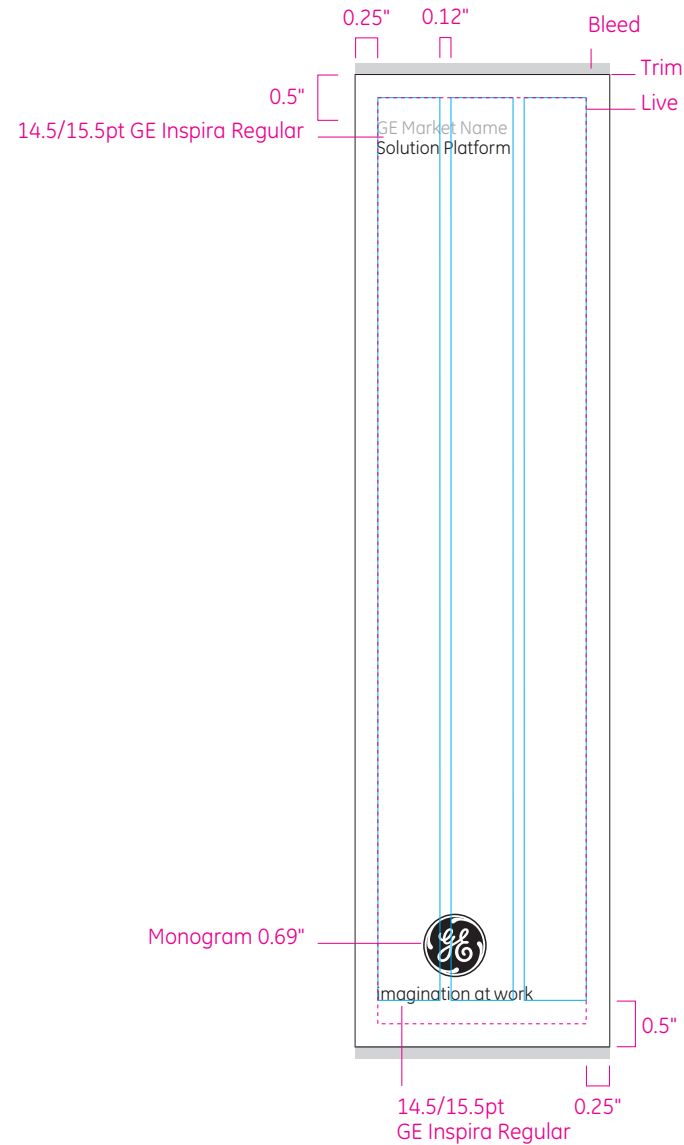
When possible, use the one-line, preferred version of the Monogram and tagline lock-up and position it in the lower left corner of the advertisement.

#### Alternate Lock-up

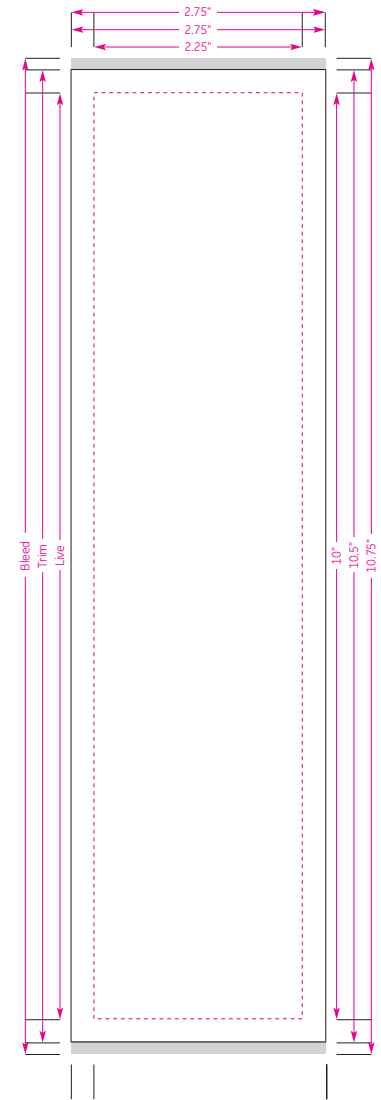
When space is limited, use the alternate, stacked version of the tagline lock-up, as shown in the example. In this case, the letter "i" in the word "imagination" aligns to the left side of the grid, as shown.



Grid



Template

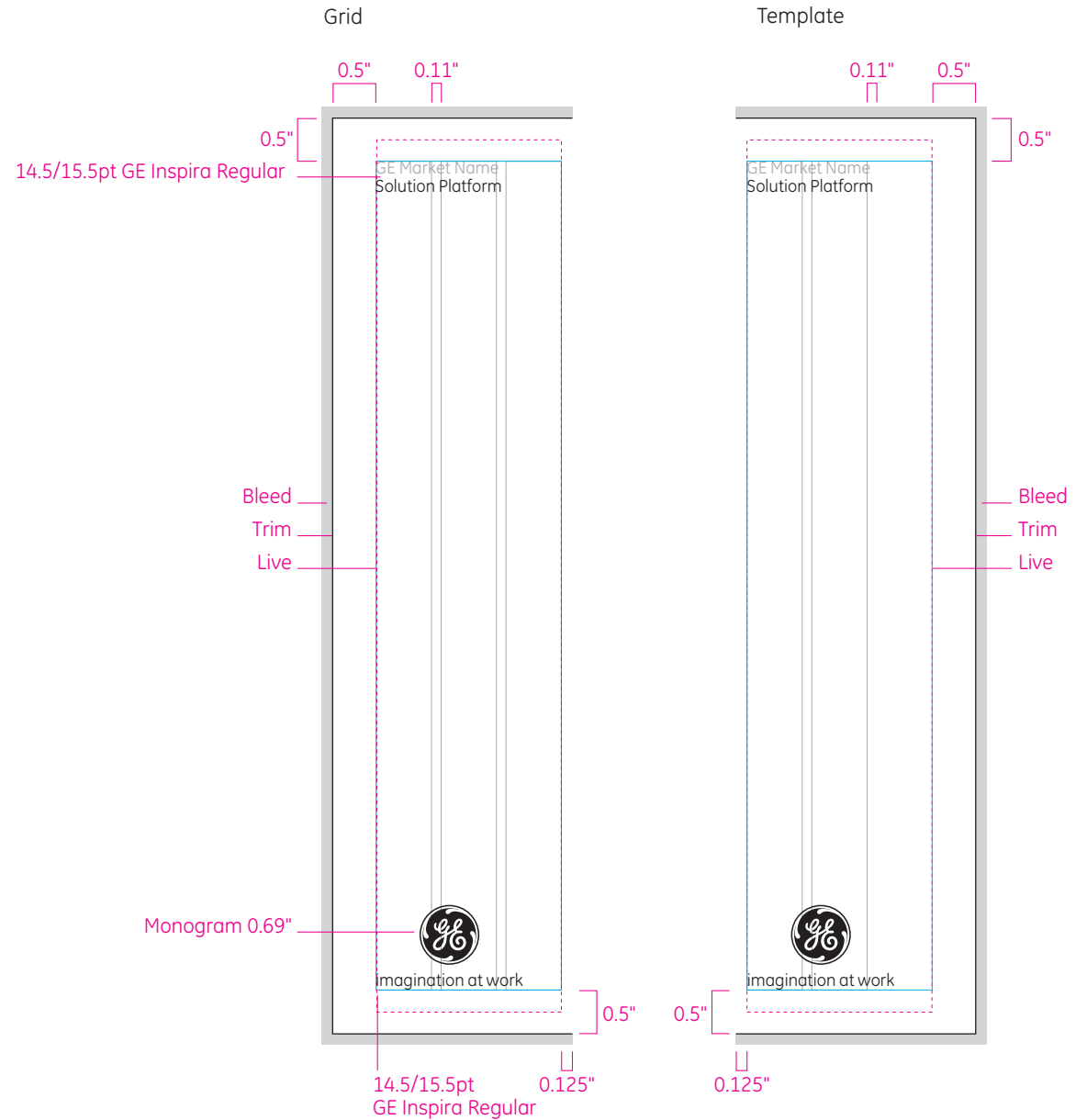


### 13.19 Grids: Third Page Column Outside

When possible, use the one-line, preferred version of the Monogram and tagline lock-up and position it in the lower left corner of the advertisement.

#### Alternate Lock-up

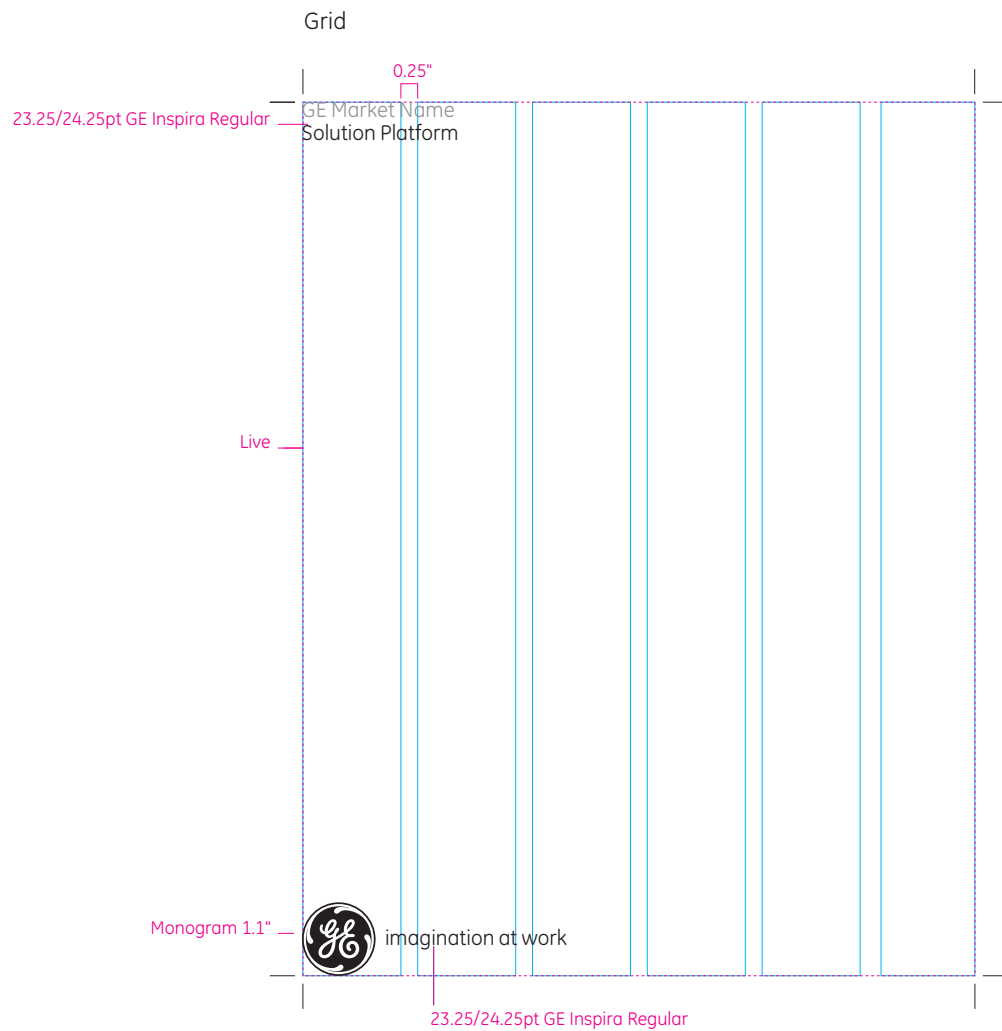
When space is limited, use the alternate, stacked version of the tagline lock-up, as shown in the example. In this case, the letter "i" in the word "imagination" aligns to the left side of the grid, as shown.



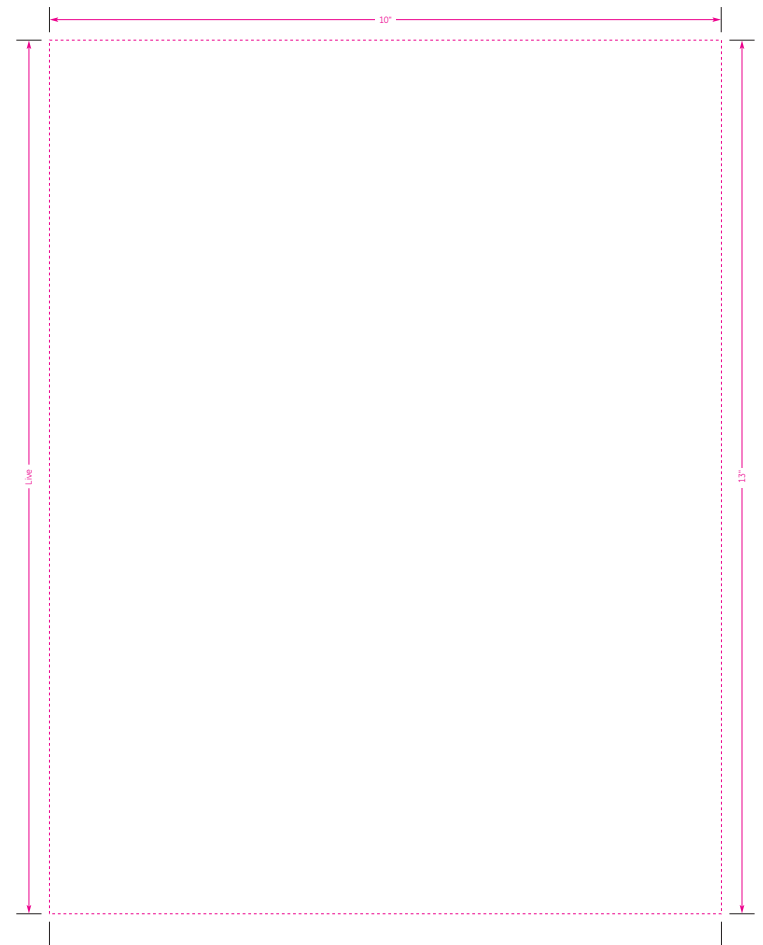
### 13.20 Grids: Barrons

US Edition

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



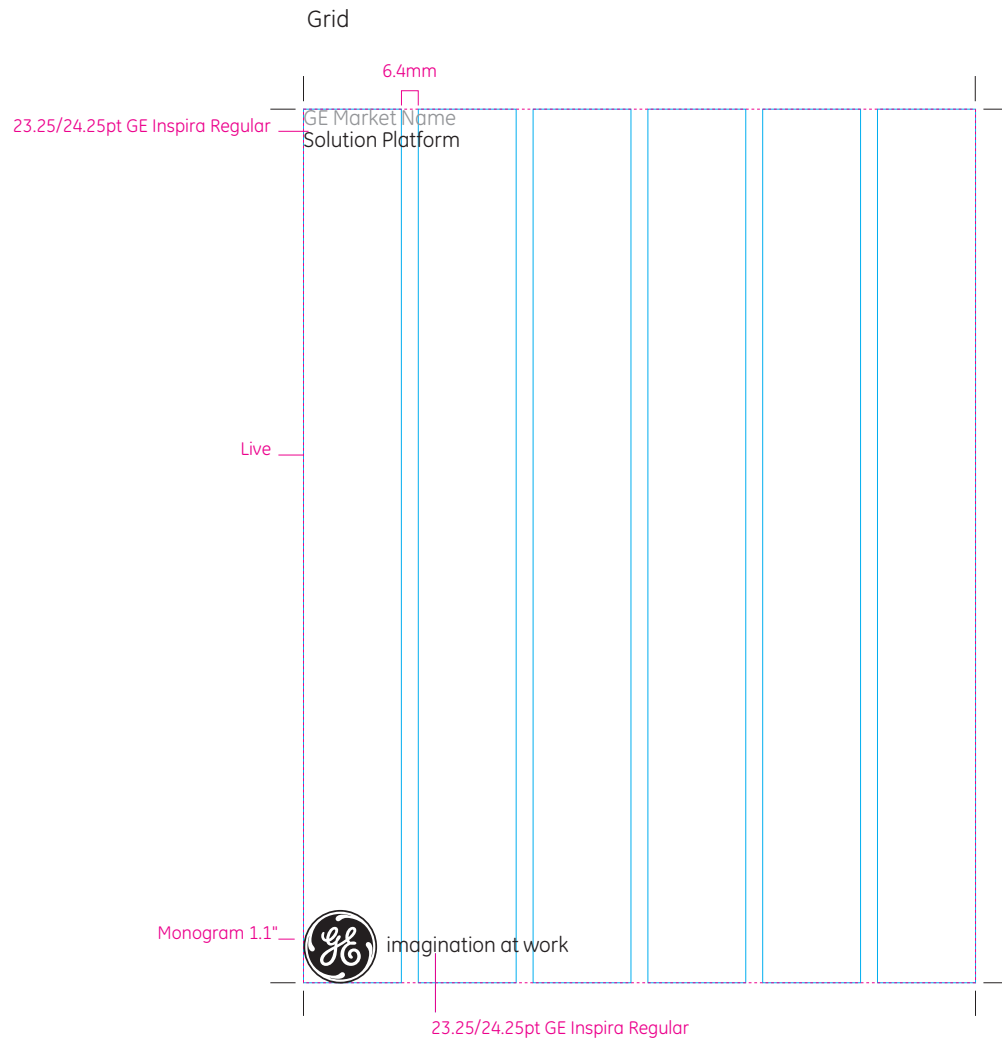
Template



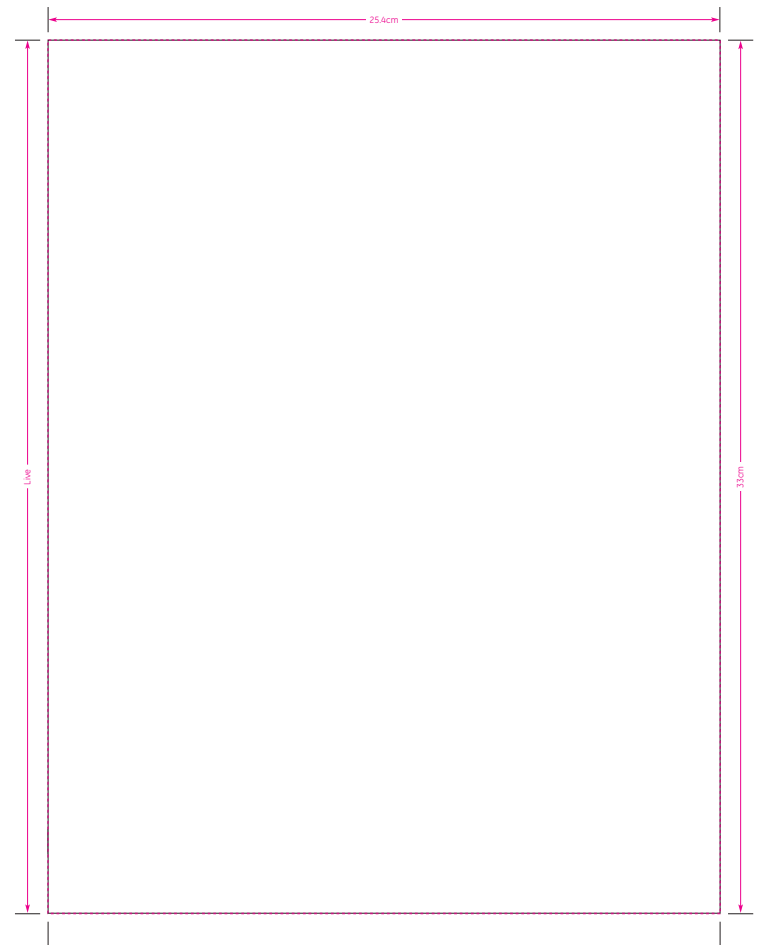
### 13.21 Grids: Barrons

#### Europe Edition

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.

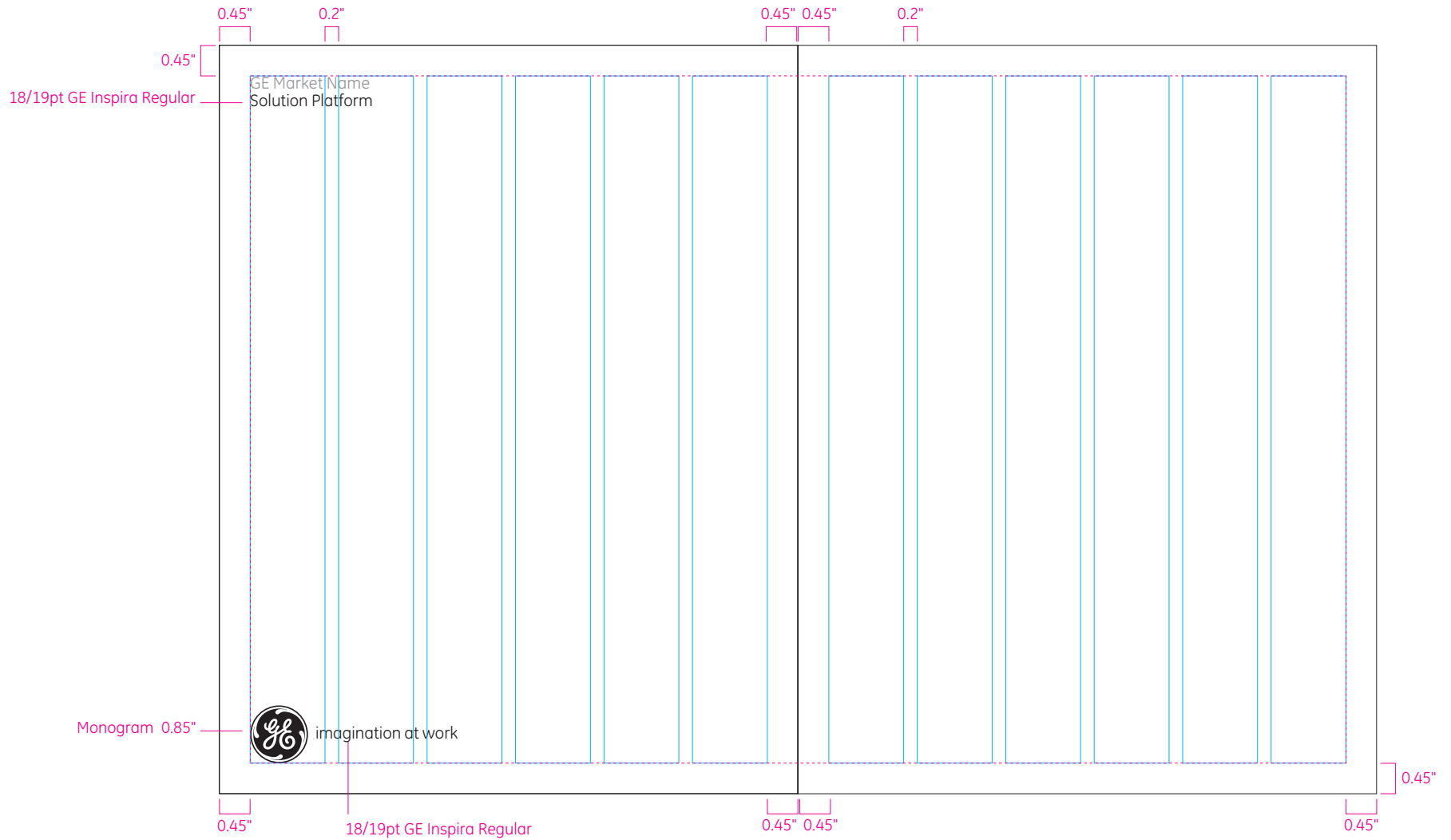


#### Template



### 13.22 Grids: Double Page

Always position the Monogram and tagline lock-up in the lower left corner. The lock-up and brand architecture components always align to the left side of the grid.



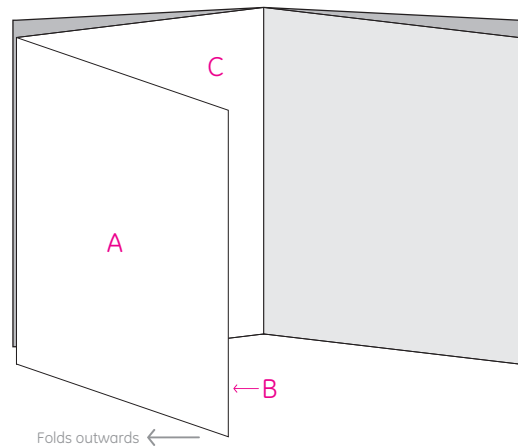
### 13.23 Grids: Gatefolds

When a gatefold advertisement is produced the Monogram and tagline lock-up should appear on the bottom left corner of the stand-alone/single page or first page shown.

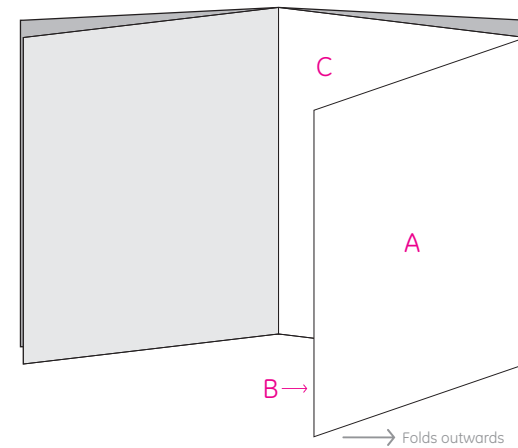
However, when the stand-alone page is a 'teaser' or intro page for the gatefold, the Monogram can be placed on the lower left corner of the spread.

Depending on gatefold specifications and how it will open, the Monogram may not be on far left page but should be positioned in lower left corner of first appropriate page, as shown in example 2.

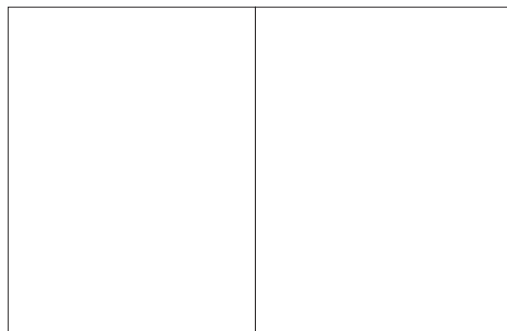
Example 1



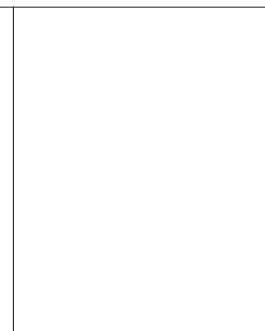
Example 2



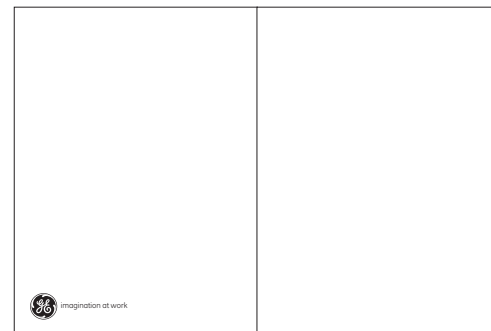
A



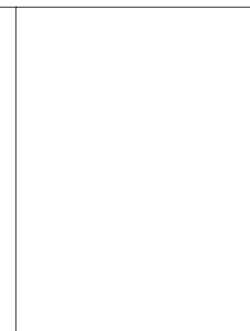
B



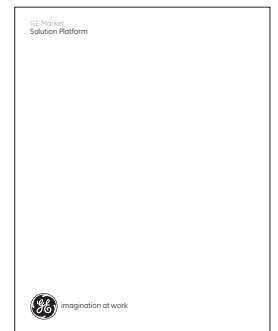
C



C



B



A



### 13.24 Grids: Double Page with Gatefold

Always position the Monogram and tagline lock-up in the lower left corner. The Monogram and brand architecture components always align to the left side of the grid.

