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
Leader
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 Direct Response

At GE, direct response marketing has a two-fold challenge — you have to generate, retain and grow customers, as well as deliver a branded experience that makes the GE Brand more personal and relevant in one-to-one communications.

The GE Brand provides DR marketers with a simple, unique style that can be used to make mail stand out among the competition. As recognition and positive perception of the GE Brand grows among B2C and B2B targets, leveraging the revitalized image of GE in DR can support improved response results.

These brand expression guidelines have been customized to address unique components of direct response, from sidebars on letterhead to the use of color on envelopes.

They also provide flexibility and breadth of options in how you apply guidelines for the brand essentials in DR, including the Monogram, brand architecture, tagline, color palette, typography, imagery, tone of voice and grid system.

The graphic examples presented throughout this document are conceptual to support rationale of specific guidelines and are not necessarily live in-market pieces.
Introduction to Direct Response (continued)

Strong and relevant direct response practices are a necessary driver in creating and maintaining a closer personalized relationship with our customers. It is recognized that what works today with one segment, may not work tomorrow as preferences change.

To identify the best balance of certain brand guidelines and response driving techniques for ongoing communications, GE encourages marketers to continue to test the effectiveness of direct response techniques. With the goal of maintaining business results and cost efficiencies, tests should be carried out in the smallest, statistically valid quantities that can measure the impact of variations of creative brand elements against the current GE Direct Response Guidelines.

Refreshing ideas to save you time and money.

Dear Mr. Smith,

Energy Solutions by GE provides temporary water chilling and air conditioning rental solutions to help you meet your seasonal challenges.

It may be worth 15 minutes of your time to contact GE if any of these situations sound familiar:

• You’ve outgrown your process cooling capacity.
• You need supplemental comfort cooling due to expansion or change in process.
• Production capacity limitations are delaying a new product release.

Cooling solutions from GE can put control back in your hands. Please take a few minutes to look through the enclosed materials and then contact us to learn how we can customize a solution to save you time and money.

Sincerely

Bob Newton,
Sales Manager
Energy Solutions by GE

P.S. You can contact a GE representative at 1-877-555-5555 or visit gepower.com/rentals.

Direct response communications leverage the simplicity and unique characteristics of the GE Brand while also using proven response driving techniques.
Introduction to Direct Response (continued)

As our Businesses continue to engage in testing practices, Corporate would like to understand results that have potential for scalability across all our DR marketing groups. Please forward test results that prove positive and corresponding testing plans or business cases to brand.ideas@ge.com. This will help to understand the elasticity of our Brand in DR and how to continue to provide our DR marketers with updated guidelines and tools to remain competitive.

For any brand guidelines not included here, please refer to B2C/B2B Print Advertising, Online or Literature Guidelines.

For specific questions regarding these guidelines, contact your Brand or Marketing Communications Manager, the Brand team at brand.questions@ge.com or visit www.ge.com/brand.
1.0 Brand Architecture

1.01 Overview
1.02 GE Brand and Markets
1.03 GE Businesses
1.04 GE Solution Platforms
1.05 Understanding the Architecture
1.06 Lock-up for Levels 1, 2 and 3
1.07 Proper Use
1.08 Improper Use
1.09 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.
DR marketers will have opportunities to convey and promote Solution Platforms or products within the architecture.
It is simple, flexible and focuses on making GE easier for the outside world to understand.
1.02  Brand Architecture: GE Brand and Markets
Our brand architecture organizes our Markets 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 six major Markets and 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, Businesses and Solution Platforms have names that describe their function.

Note Of our six Markets, only five 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 structure of our organization. It also illustrates how to use that structure properly across a range of Corporate and marketing communications media.

There are four levels of the GE brand architecture. They work together to clearly communicate the GE Brand, Business, and offer to the customer.

Level 1 is the GE Brand itself. “GE” must appear in every GE branded application and communication.

Level 2 defines the specific Market providing the communication or offer. The use of the Market name is optional and should be confirmed with your marketing leader.

* It is acceptable to use GE Money in markets where GE Money has already been launched.
1.03 Brand Architecture: GE Businesses

Level 3 states the specific Business within the Market. Of the 5 Markets that may use the GE Brand, this level consists of one of GE’s 29 business entities as listed here under the appropriate GE Markets. Use of the Business name is optional and should be confirmed with your business leader. It is acceptable to use both the Market name and the Business name together.

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

*GE Commercial Finance*
- Capital Solutions
- Corporate Financial Services
- Healthcare Financial Services
- Insurance Solutions
- Real Estate

*GE Consumer Finance*
- Americas
- Asia
- Australia
- Europe

*GE Healthcare*
- Biosciences
- Technologies
- Diagnostic Imaging
- Clinical Systems
- Information Technology
- Services

*GE Industrial*
- Advanced Materials
- Consumer & Industrial Equipment Services
- Fanuc
- Inspection Technologies
- Plastics
- Security
- Sensing

*GE Infrastructure*
- Aviation
- Commercial Aviation Services
- Energy
- Energy Financial Services
- Oil & Gas
- Transportation
- Water & Process Technologies
1.04 Brand Architecture: GE Solution Platforms

Level 4 contains the Solution Platform. The Solution Platform is the “offer” to the customer. Solution Platforms are optional and may be translated into local languages. Listed here and on the next page are the 120+ Solution Platforms associated with GE Markets and Businesses from Sections 1.02 and 1.03.

Note This is subject to change. Check Brand Central for updates.
1.04 Brand Architecture: GE Solution Platforms (continued)
Listed here and on the previous page are the 120+ Solution Platforms associated with GE Markets and Businesses from Sections 1.02 and 1.03.

GE Industrial

Advanced Materials
Silicones
Quartz
Ceramics
Quartz & Ceramics
Sealants & Adhesives

Consumer & Industrial
Appliances
Lighting (Consumer)
Lighting (C&I)
Electrical Distribution
Motors
Supply
Multilin
Power Controls
Large Motors & Generators
Motors & Controls
Commercial & Industrial Lighting

Equipment Services
Asset Intelligence
Trailer Fleet Services
Modular Space
Rail Services
TIP Trailer Services
TLS Vehicle Rental
Plant Hire
Penske Truck Leasing
GE SeaCo

Fanuc
GE Fanuc Automation
Inspection Technologies

Plastics
Resins
Specialty Film & Sheet
Automotive
Polymershapes

Security
Networked Solutions
Engineered Systems
Homeland Protection
Sensing

GE Infrastructure

Aviation
Commercial Aviation Services
Transportation Finance

Energy
Gas Turbine
Steam Turbine
Generators
Hydro
Aero
Nuclear
Cleaner Coal
Wind
Solar Technologies
Power Generation
Rentals
Environmental Services
Optimization & Control
Transmission & Distribution Services

Energy Financial Services

Oil & Gas
Units
Global Services
Pipeline Solutions
Turbo Compression
Plant Integration
Plant Equipment

Transportation
Locomotive
Parts & Services
Global Signaling
Advanced Communication Systems
Rail Solutions
Mining
Drilling
Wind

Water & Process Technologies
1.05  Brand Architecture: Understanding the Architecture

There are four levels of the GE Brand architecture. They work together to communicate clearly the GE Brand, Business, and offer to the customer.

**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. The use of the Market name is optional and should be confirmed with your marketing leader. Please refer to the listing of GE’s Markets in Section 1.02.

**Note** There are only 5 Markets 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 do exist but Corporate approval is required.

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

**Level 3**

Level 3 states the specific Business within the Market. This level consists of one of GE’s 29 Business entities as listed in Section 1.03. Use of the Business name is optional and should be confirmed with your Business leader. It is acceptable to use both the Market name and the Business name together.

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

**Level 4**

Level 4 contains the Solution Platform and/or elements that describe, define, or illustrate the Solution Platform, product, technology, key account or geographic region. The Solution Platform is the offer to the customer. Solution Platforms and elements are optional and may be translated into local languages. Level 4 can be used whenever a Market and/or Business name is present. Elements can be introduced only when a Solution Platform is being communicated.

In direct response efforts sometimes sub-businesses, sub-brands or product solutions must be prominently positioned as the leading brand to maintain or drive results. See next page for guidelines on conveying sub-businesses, sub-brands and other product solutions within the Level 4 architecture for DR communications.
1.05 Brand Architecture: Understanding the Architecture (continued)

In the past, many Businesses have promoted and sold their Solution Platforms as part of the GE Brand architecture, e.g., “GE Perfect Getaways” or “GE Polymershapes”. Under our new brand architecture, these names must be conveyed in Level 4 without the lock-up to “GE”. However, it is known that DR marketers must balance acknowledgement and growth of the primary GE Brand with existing sales targets and expected results from sub-businesses, sub-brands or product solutions already known to customers.

Therefore, on the front side of direct response applications, you have the flexibility of promoting the sub-business, sub-brand or Solution Platform at the Level 4 architecture level without the traditional architecture lock-up. This should be done along with elements that further describe or illustrate the offer in an inspirational and contemporary way. Sub-businesses, sub-brands or Solution Platforms are always “brought to you by GE” or “by GE” and should always be communicated as such to ensure the target can associate GE to the offer. Under these circumstances, the proper brand architecture must then be displayed appropriately on the back side of the component.
1.06 Brand Architecture: Lock-up for Levels 1, 2 and 3

Our brand architecture organizes our Markets 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.

Level 1 is the GE Brand itself. “GE” must appear in every GE branded application and communication. Level 1 must accompany Level 2 (Market) and/or Level 3 (Business) in all instances.

**Note** Level 1 is never represented by “GE” alone. “GE” must be used with Levels 2 and/or 3 of the brand architecture, or as part of the “GE” + Monogram lock-up. Please see Section 2.03 Low Brand Awareness Markets for usage guides of the “GE” + Monogram lock-up.

Level 2 is the Market Level, and defines the specific Market providing the communication or offer. The Market Level is optional, and can be used with or without the Business Level.

Level 3 is the Business Level, and states the specific Business within the Market. The Business Level is optional, and can be used with or without the Market Level.

Level 4 is the Solution Platform. The Solution Platform is the “offer” to the customer. The Solution Platform is never used as part of the lock-up with Levels 1, 2 or 3.

**Note** Levels 2, 3 and 4 are optional however, Level 2 may not be interchanged with Level 3 or Level 4. Level 3 may not be interchanged with Level 4 and vice versa.
1.07 Brand Architecture: Proper Use

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 Section 2.02 Monogram and Architecture 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 Monogram you use in the particular application.

Typography

All components of the brand architecture are set in GE Inspira, and all text is set 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 (Business), Level 3 text prints in 100% of the color of the Monogram, and Levels 1 and 2 (GE Brand and Market) text prints in a tint of 50% of that color.

Refer to Section 9.0 Grids for information on sizing brand architecture components correctly.
1.08 Brand Architecture: Improper Use

1. Don't use Level 1 (GE Brand) without Level 2 (Market) and/or Level 3 (Business).
2. Don't lock Level 4 (Solution Platform) in the upper-left corner with Levels 1, 2 and 3 of the brand architecture.
3. Don't tint Level 1 (GE Brand) or Level 2 (Market) when used without Level 3 (Business).
4. Don't use different colors for the brand architecture components.
5. Don't use any font other than GE Inspira for brand architecture components.
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 Limited Space Lock-up — Low Brand Awareness Markets
2.04 Limited Space Lock-up — With Market Name
2.05 Improper Use
2.01 Monogram: Overview

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

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

There is only one version of artwork for the Monogram. Use it for both positive and negative applications. Artwork 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

**Location**
Monogram can be set either bottom left, or top left on any printed material.

Monogram can be placed only once per side, per piece and on either the front or the back (only as appropriate) of material.

Do not use the Monogram more than once on any application surface/spread. This includes printed material with detachable sections.

For specific brand guidelines for Monogram use on envelopes, letters, forms and brochures, please see Section 8.0 Direct Marketing Components.

**Color**
When possible, apply the Monogram in color on white background. When it’s neither practical or cost effective, apply the Monogram in black on white background or in white on an approved GE colored background.

In DR, the Monogram often appears at the top left of envelopes and letterhead to identify sender.

Introducing a cleaner, greener power machine.
Dear Mr. John Smith,

GE Makes Plant Hire Easier

As part of our drive to make hiring plant easier, GE recently introduced three new service offerings designed to enhance transparency and increase the level of flexibility available to you.

- Fair’s Fair
  - Damage at £50 or below will incur no charge
- Collect & Save
  - Save up to £80 on 14 day’s hire by collecting & returning specific equipment to our depot
- 5-4-5 Loyalty Award
  - 5% rebate on incremental spend over 12 months starting June 2005

In developing these new offers, GE recognises that you operate in some of the most challenging environments every day where inadvertent bumps and grazes are going to happen. We also understand that being flexible can be the difference between on time completion & financial penalties.

By placing you and your needs at the centre of our business, we believe this helps to develop long-term relationships that benefit both parties and create the right environment for growth.

We would very much welcome an opportunity to discuss how our new and existing services might help you and your business. Therefore, our local sales manager will be contacting you shortly to discuss any plans or requirements you might have in the near future.

Meantime, should you have any questions or concerns, please contact your local depot (numbers can be found on the back of the enclosed leaflet) or email us at planthireinfo@ge.com - we hope to hear from you soon.

Yours faithfully/sincerely,

Martyn Durran
Head of Sales

2.02 Monogram: Proper Use (continued)

**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 Monogram you use, as shown below.

**Minimum Size**

The minimum size of the Monogram in any print application is 0.25"/6.53mm in diameter.

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

Alternate version (negative application).
Minimum size Monogram 0.25"/6.35mm, shown here at full size.

Correct use of clear space on a letterhead.

Correct use of clear space on a brochure.

Minimum clear space: 25% Monogram diameter.
2.02  Monogram: Proper Use (continued)

Monogram and Architecture
Marketers have the flexibility to use both Monogram and architecture to support the GE Brand experience in communication and to ensure the target clearly understands who the communication is from. This can be applied on any component as deemed appropriate for creating response and growing brand awareness.

The combination of the Monogram and architecture is called the architecture lock-up, appearing in a fixed-size and position relationship that does not change.

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

The Monogram can also be used with or without brand architecture based on what best supports a higher response rate. But, if the brand architecture is used, then the Monogram must also be used.

General Lock-Up Guideline.

Spacing = 25% Monogram diameter - 0.1275”/3.25mm

Minimum clear space = 25% the diameter of the Monogram 0.2125”/5.45mm

Center on x-height

Architecture 18pt GE Inspira Regular, 19pt leading

Monogram size = 0.85”/21.75mm

Correct application of Monogram.

July 30, 2005
Mr. John Smith
V.P.
ABC Company
123 Any Street
Anytown, NY 10000

Dear Mr. Smith,

GE Makes Plant Hire Easier

As part of our drive to make hiring plant easier, GE recently introduced three new service offerings designed to enhance transparency and increase the level of flexibility available to you. From June 1st, 2005, GE introduced:

- Fair’s Fair
  - Damage at £50 or below will incur no charge

- Collect & Save
  - Save up to £80 on 14 days hire by collecting and returning specific equipment to our depot
  - 5% loyalty Award

In developing these new offers, we recognize that you operate in some of the most challenging environments every day, where incidents and damage are going to happen. We are also understanding that being flexible can be the difference between on time completion and financial penalties.

By placing you and your needs at the center of our business, we believe this helps develop long-term relationships that benefit both parties and create the right environment for growth.

We would very much welcome an opportunity to discuss how our new and existing services might help you and your business. Therefore, our local sales manager will be contacting you shortly to discuss any plans or requirements you might have in the near future.

Meantime, should you have any questions or interest, please contact your local depot managers or the enclosed leaflet. We hope to hear from you soon.

Yours faithfully/sincerely,

Martyn Durran
Head of Sales

GE Equipment Services
2.02 Monogram: Proper Use (continued)

Monogram and Architecture
Direct response letters are deemed limited space applications and address text is typically located top left below the GE Brand, Market and/or Business name.

DR marketers may also apply GE’s stationery guidelines to envelopes and letterhead with respect to brand architecture levels. In situations where the Monogram is located on the top left of an envelope or letter, architecture levels 1, 2 and 3 may be located top right. However all information must be aligned flush left.

For additional details, see the Stationery Guidelines on Brand Central.
2.03 Monogram: Limited Space Lock-up — Low Brand Awareness Markets

This page shows the lock-up version of the Monogram and “GE” in limited space situations in Markets where awareness of the GE Brand is low.

Example 1 illustrates the lock-up size and position. Establish the Monogram size. The cap height of “GE” is one-third the diameter of the Monogram. “GE” is set 15% of the diameter size away from the right of the Monogram. Center “GE” vertically to the right of the Monogram.

Example 2 illustrates the rules for clear space. Maintain a minimum clear space of 12.5% of the diameter of the Monogram around the lock-up.

Refer to the Color Migration Strategy Matrix in Section 4.0 for correct color guidelines.

Note The minimum allowed size of the Monogram is 0.25 inches in diameter.
2.04  Monogram: Limited Space Lock-up — With Market Name

This page shows the lock-up version of the Monogram, “GE” and the Market name for limited space situations in Markets where awareness of the GE Brand is low.

Example 1 illustrates the lock-up size and position. The cap height of “GE” is one-fifth the diameter of the Monogram.

“GE” is set 25% of the diameter size away from the top of the Monogram. Center “GE” and the Market name above the Monogram.

Example 2 illustrates the rules for clear space.

Maintain a minimum clear space of 12.5% of the diameter of the Monogram around the lock-up.

Refer to the Color Migration Strategy Matrix in Section 4.0 for correct color guidelines.

Note The minimum allowed size of the Monogram is 0.25 inches in diameter.
2.05 Monogram: Improper Use
Please note that the current GE Brand expression does not permit use of the previous version 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).

1. Don’t use the former 3-D Monogram.
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 — only white.
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 directly 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.
GE Makes Plant Hire Easier

As part of our drive to make hiring plant easier, GE recently introduced three new service offerings designed to enhance transparency and increase the level of flexibility available to you.

From June 1st 2005, GE introduced:

- **Fair’s Fair**
  - Damage at £50 or below will incur no charge

- **Collect & Save**
  - Save up to £80 on 14 days’ hire by collecting & returning specific equipment to our depot

- **5-4-5 Loyalty Award**
  - 5% rebate on incremental spend over 12 months starting June 2005

In developing these new offers, GE recognizes that you operate in some of the most challenging environments every day, where unexpected bumps and grazes are going to happen. We also understand that being flexible can be the difference between on-time completion & financial penalties.

By placing you and your needs at the center of our business, we believe this helps to develop long-term relationships that benefit both parties and create the right environment for growth.

We would very much welcome an opportunity to discuss how our new and existing services might help you and your business. Therefore, our local sales manager will be contacting you shortly to discuss any plans or requirements you might have in the near future.

Meantime, should you have any questions or concerns, please contact your local depot (numbers can be found on the back of the enclosed leaflet) or email us at planthireinfo@ge.com - we hope to hear from you soon.

Yours faithfully/sincerely,

Martyn Durran

Head of Sales

GE Equipment Services

July 30, 2005
Mr. John Smith
V.P.
ABC Company
123 Any Street
Anytown, NY 10000

Dear Mr. Smith,

George E. Board

[2.05 Monogram: Improper Use (continued)]

17. Don’t use architecture without the presence of the Monogram.

18. Don’t use the Monogram more than once per piece (e.g. letterhead) or spread (e.g. inside spread on a brochure).

19. Don’t center justify Monogram

20. Don’t use different colors within the Monogram and architecture lock-up.

21. Don’t align Monogram and architecture to the right.
3.0 Tagline

3.01 Overview
3.02 Proper Use
3.03 Markets with Limited Recognition of GE
3.04 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.

The “imagination at work” campaign is also inherent in the development of innovative and creative mass and direct response strategies and executional processes.

You are encouraged to use the “imagination at work” tagline to support business goals and/or help to differentiate the offer. It is understood that for some Businesses, use of the tagline is not a driver of behavior or response. In these circumstances, using the tagline on any DR component is optional. But, if the tagline is used, then the Monogram must also be used.

The tagline and Monogram appear in a fixed size and position “lock-up” relationship that does not change. The tagline lock-up always appears in one color, i.e., the Monogram and tagline text are the same color.

Note Refer to the Color Migration Strategy matrix in Section 4.0 to determine correct color use in your Market.
3.02 Tagline: Proper Use

There are two versions of the tagline lock-up: 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.

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 direct response palette.

Do not change or modify this approved artwork.

Location

The tagline can be set either bottom left or top left (but in most cases, appears in the lower left corner of any printed material).

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 of GE

In markets where there is limited recognition of GE, add the GE Brand to the tagline lock-up, as shown, so that the tagline text reads “GE imagination at work”.

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 direct response palette.

Do not change or modify this approved artwork.
3.04 Tagline: Translation

**B2C applications**
In B2C communications, the tagline may appear either in English or in the local language. Use one or the other, **but do not use both**. In certain markets, the GE Brand must appear with the tagline.

**B2B applications**
Tagline use for B2B applications differ slightly from B2C. For B2B uses, the tagline must always appear in English. Translation into local language can accompany the English, but only in a specific lock-up. See B2B example to the right. Use the addition of a translated tagline if it is legally required, if it will enhance communication or if it is a cultural preference.

Obtain the correct translations from the brand team at brand.questions@ge.com.

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

In some markets, legal requirements require all information to appear in two languages, with equal emphasis. All dual language applications must receive approval from the Corporate advertising team in Fairfield, CT, USA or in Brussels, Belgium.
3.05 Tagline: Color Use

The tagline always prints in 100% of the color you use for the Monogram. Consideration should be given to colors used in mass media when followed up by a direct communication for synergy and to leverage familiarity with the target. Refer to Section 4.0 Color Palette to determine correct tagline and color use in 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 (Business), Level 3 text prints in 100% of the color of the Monogram and Levels 1 and 2 (Brand and Market) text prints in a 50% tint of that color.

In certain circumstances, when a Market wishes to build awareness for and promote its name as well as promoting its Solution Platform, both the Market and the Solution Platform names may appear in 100% color. In these cases, the business name is omitted and the Solution Platform name appears in Level 4 architecture.

*Note* B2B businesses may use the full palette of 14 colors for prospecting in direct response communications; not for advertising. See B2B Advertising Guidelines for ad standards.

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

**GE Market**

imagination at work

When adding Level 3 (Business), Level 3 prints in 100% of the color and Level 1 (GE Brand) and Level 2 (Market) become a 50% tint of the color.

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**GE Market Business**

imagination at work

Monogram and tagline always print in 100% of the color. All components align flush left.
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 current 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.
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 Overview
4.03 Tinting
4.04 Backgrounds
4.05 Direct Response Color Migration Strategy
4.06 “Bright” Color Breakdown
4.07 “Light” Color Breakdown
4.08 Combinations
4.09 Color Stock
White space

Our mass advertising reinforces our contemporary, clean and inviting approach through extensive use of white space.

White space can be used to create synergy between mass and direct communications and is encouraged to be used liberally throughout DR visual representations. It is acknowledged that direct marketers use color extensively to get mailings noticed and drive specific actions. The guidelines in this section as well as Section 8.0 on DM Components, will provide and show varying degrees of flexibility for using white space in direct response, while integrating compelling color.

Use of white space in conjunction with other brand elements in DR creates synergy and is encouraged as it reminds customers of their familiarity and experience with GE.
4.02 Color Palette: Overview

The GE Brand expression embraces an intentionally diverse color palette and reflects our customer-centric philosophy of being friendly, open and approachable. A primary objective of our brand expression is to create a light, bright impression of GE, and our color philosophy calls for using color liberally throughout all of our communications.

There are 14 colors in GE’s color palette. Associating GE with our approved color palette will contribute to an image of energy and vitality. Therefore, the use of color and white backgrounds is encouraged whenever and wherever possible for DR. However, it is acknowledged that in some DR situations, either strategically or due to cost constraints, black may be used as a color.

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

“Bright” Color Palette

- Pantone: 7455
- Pantone: 260
- Pantone: 485
- Process Cyan
- Pantone: 144
- Pantone: 376
- Pantone: Black 6

“Light” Color Palette

- Pantone: 7530
- Pantone: 7445
- Pantone: 500
- Pantone: 292
- Pantone: 109
- Pantone: 557
- Pantone: 877 (Silver)
**Monogram and Tint Colors for Brand Architecture**

This page shows the approved colors and tints for each color in the GE color palette. Use tints for Market names only when using a Business name. If you do not use a Business, do not use a tint for the Market name.

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 (Business), Level 3 text prints in 100% of the color and Levels 1 and 2 (GE Brand and Market) become a 50% tint of that color.

On stationery, the only color used for printing the brand architecture levels is black. Refer to Stationery guidelines on Brand Central for additional information.

---

**“Bright” Color Palette**

- GE Market: imagination at work
- GE Business: imagination at work

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

---

**“Light” Color Palette**
4.04 Color Palette: Backgrounds

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

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

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

When adding Level 3 (Business), Level 1 (GE Brand) and Level 2 (Market) print in a 50% tint of the background color.

Level 3 (Business) reverses in white out of the background color.

“Bright” Color Palette

- GE Market
  - Pantone: 7455
  - Pantone: 260
  - Pantone: 485
  - Process Cyan
  - Pantone: 144
  - Pantone: 376
  - Pantone: Black 6

“Light” Color Palette

- GE Market
  - Pantone: 7530
  - Pantone: 7445
  - Pantone: 500
  - Pantone: 292
  - Pantone: 109
  - Pantone: 557
  - Pantone: 877 (Silver)
4.05 Color Palette: Direct Response Color Migration Strategy

The full color palette of 14 colors may be used in advertising only in Markets where aided consumer awareness of the GE Brand is 85-100%. However, direct marketers have more flexibility to select the colors required to drive response from the palette, even if awareness levels are low. At the same time, DR marketers may prefer to align with colors used in advertising in their area to tap into brand recognition. If you’re unsure of consumer awareness levels in your Market, check Brand Central or contact the brand management team at brand.questions@ge.com.

All consumer awareness data must be reviewed by the Corporate Brand Team, which will work with each Market to establish the relevant tiers per country.

Note As we build recognition in Markets where GE is not well known, it is important to associate the GE Brand with color. B2B businesses may use the full palette of 14 colors for direct response communications; not for advertising. Please refer to the B2B Brand Expression Guidelines for correct use of color in ads.

All GE approved advertising colors can be used in B2B and B2C Direct Response communications regardless of your market’s awareness levels. However, DR marketers may want to focus on colors used in other marketing mediums in their Market to create and leverage design synergy.

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Approved GE Colors</th>
<th>Approved Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-45%</td>
<td><img src="7455" alt="Color Swatch" /></td>
<td>“GE imagination at work”</td>
</tr>
<tr>
<td>46-69%</td>
<td>![Color Swatch](7455 260)</td>
<td>“GE imagination at work”</td>
</tr>
<tr>
<td>70-84%</td>
<td>![Color Swatch](7455 260 485 Cyan)</td>
<td>“imagination at work”</td>
</tr>
<tr>
<td>85-100%</td>
<td>![Color Swatch](7455 260 485 Cyan 144 376)</td>
<td>“imagination at work”</td>
</tr>
</tbody>
</table>

Direct Response Communications
Version 2.0
Page 40
### 4.06 Color Palette: “Bright” Color Breakdown

<table>
<thead>
<tr>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone 7455</strong></td>
<td><strong>Pantone 260</strong></td>
<td><strong>Pantone 485</strong></td>
<td><strong>Process Cyan</strong></td>
<td><strong>Pantone 144</strong></td>
<td><strong>Pantone 376</strong></td>
<td><strong>Pantone Black 6</strong></td>
</tr>
<tr>
<td>C 80</td>
<td>C 52</td>
<td>C 0</td>
<td>C 100</td>
<td>C 0</td>
<td>C 50</td>
<td>C 0</td>
</tr>
<tr>
<td>M 53</td>
<td>M 100</td>
<td>M 95</td>
<td>M 0</td>
<td>M 48</td>
<td>M 0</td>
<td>M 0</td>
</tr>
<tr>
<td>Y 0</td>
<td>Y 100</td>
<td>Y 0</td>
<td>Y 100</td>
<td>Y 100</td>
<td>Y 0</td>
<td>Y 0</td>
</tr>
<tr>
<td>K 0</td>
<td>K 0</td>
<td>K 0</td>
<td>K 0</td>
<td>K 0</td>
<td>K 0</td>
<td>K 100</td>
</tr>
<tr>
<td>TOYO CF0444</td>
<td>TOYO CF0971</td>
<td>TOYO CF0100</td>
<td>TOYO CF0383</td>
<td>TOYO CF0154</td>
<td>TOYO CF0245</td>
<td>TOYO CF0946</td>
</tr>
</tbody>
</table>

**Electronic use:**

| R 65 | R 95 | R 225 | R 0 | R 255 | R 101 | R 0 |
| G 87 | G 0 | G 0 | G 153 | G 125 | G 184 | G 0 |
| B 173 | B 95 | B 0 | B 255 | B 0 | B 33 | B 0 |

**HEX#**

- **3E57AD**
- **5F005F**
- **E10000**
- **0099FF**
- **FF7D00**
- **65B821**
- **000000**

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

TOYO 94 COLOR FINDER 1050 The TOYO references should be used as a guide. Where possible use Pantone to match colors. © 1998, 2002 TOYO INK MFG. CO., LTD. All rights reserved.
## 4.07 Color Palette: “Light” Color Breakdown

<table>
<thead>
<tr>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
<th>Print use:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone 7530</strong></td>
<td><strong>Pantone 7445</strong></td>
<td><strong>Pantone 500</strong></td>
<td><strong>Pantone 292</strong></td>
<td><strong>Pantone 109</strong></td>
<td><strong>Pantone 557</strong></td>
<td><strong>Pantone 877</strong> (Metallic Silver Ink)</td>
<td></td>
</tr>
<tr>
<td>C 3</td>
<td>C 30</td>
<td>C 0</td>
<td>C 49</td>
<td>C 0</td>
<td>C 30</td>
<td>C 30</td>
<td></td>
</tr>
<tr>
<td>M 0</td>
<td>M 20</td>
<td>M 38</td>
<td>M 11</td>
<td>M 10</td>
<td>M 0</td>
<td>M 0</td>
<td></td>
</tr>
<tr>
<td>Y 10</td>
<td>Y 0</td>
<td>Y 21</td>
<td>Y 0</td>
<td>Y 100</td>
<td>Y 20</td>
<td>Y 20</td>
<td></td>
</tr>
<tr>
<td>K 20</td>
<td>K 3</td>
<td>K 11</td>
<td>K 0</td>
<td>K 0</td>
<td>K 15</td>
<td>K 15</td>
<td></td>
</tr>
<tr>
<td>TOYO CF0548</td>
<td>TOYO CF0466</td>
<td>TOYO CF0740</td>
<td>TOYO CF0421</td>
<td>TOYO CF0192</td>
<td>TOYO CF0662</td>
<td>TOYO CF1043</td>
<td></td>
</tr>
<tr>
<td><strong>Electronic use:</strong></td>
<td><strong>Electronic use:</strong></td>
<td><strong>Electronic use:</strong></td>
<td><strong>Electronic use:</strong></td>
<td><strong>Electronic use:</strong></td>
<td><strong>Electronic use:</strong></td>
<td><strong>Electronic use:</strong></td>
<td></td>
</tr>
<tr>
<td>R 150</td>
<td>R 158</td>
<td>R 200</td>
<td>R 113</td>
<td>R 255</td>
<td>R 150</td>
<td>R 150</td>
<td></td>
</tr>
<tr>
<td>G 139</td>
<td>G 163</td>
<td>G 129</td>
<td>G 172</td>
<td>G 214</td>
<td>G 181</td>
<td>G 181</td>
<td></td>
</tr>
<tr>
<td>B 125</td>
<td>B 210</td>
<td>B 133</td>
<td>B 228</td>
<td>B 0</td>
<td>B 171</td>
<td>B 171</td>
<td></td>
</tr>
<tr>
<td>HEX# 968B7D</td>
<td>HEX# 9EA3D2</td>
<td>HEX# C88185</td>
<td>HEX# 71ACE4</td>
<td>HEX# FFD600</td>
<td>HEX# 9685AB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

White space and clean, monochromatic visuals are key components of the brand. In advertising and other mass communications, a monochromatic look is preferred where a single color palette is used for copy, Monogram and architecture. Example 1 shows an effective monochrome look across mass advertising. Example 2 shows how this monochromatic look is applied in direct response.

Note For DR, there is some additional flexibility in color use, as well as upcoming in-market testing to substantiate the business benefit of combining palette colors in DR communications.
4.09 Color Palette: Color Stock

As white space is a key element in our brand expression, the selection of white stock for letterhead and other DM components is an important consideration. DR marketers have extensive flexibility to select white stocks with budgeting and printing processes in mind.

At times, direct marketers may wish to create a different tone or impression when developing elegant invitation style creative executions. In these instances, marketers may use a variety of weight and textured stocks within the range of white stock. Selection of off-white and other color-toned stocks (e.g., pastels) is discouraged and white stock should be used as the default for printed communications.

In-Market Testing

In select test markets where color-toned stock has potential to influence the impression of the communication, the use of cream-toned or silver/gray toned stock is appropriate in small test quantities where results of the isolated variable can be compared.

Preferred stock color.

Cream color letter stocks are discouraged.

Color-toned stocks are discouraged.
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 Improper Use
5.01 Typography: Introduction

Typography plays an important role in our new brand expression in advertising, direct response and literature. 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 different styles and weights, which provide visual distinction and differentiation in DR applications for text, headlines, call-outs, and the Johnson Box. GE Inspira font sets can be downloaded from Brand Central.

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 Section 5.05 for guidance on scaling typography.

Note

Very explicit guidelines for typography use in DR communications are explained in Section 8.0, covering areas from typography within sidebars on DR letters to combining type and design elements on envelopes.
Specifically designed for us, GE Inspira is **bold**, precise and **modern**. It is individual and recognizable and brings a new VISUAL distinctiveness to our brand.

- Use GE Inspira Regular for body copy and headlines.
- Use GE Inspira Bold for subheads.
- Use GE Inspira Italic to show emphasis.
- Use all caps for emphasis.
- Use GE Inspira Bold Italic for emphasis.
- Use underlining for emphasis.
abc
defghijklmnopqrstuvwxyz0123456789ABCDEFGHIJKLMNOPQRSTUVWXYZ!"#$%&'()*+,-./:;<=>?@[
]^_`{|}~ÄÅÇÉÑÖÜÂÊÁËÈÍÎÏÌÓÔÒÚÛÙÀÃÕŒáàâäãåçéèêëíìîïñóòôöõúùûü†°£§•¶ß®©™¨ÆØ¥?ªºæø¿¡«»…œ“””‘üÝ€<>fiß†·„‰
5.04 Typography: Non-Roman Languages

GE Inspira and GE Inspira CE fonts have characters that support these languages: Afrikaans, Albanian, Basque, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, 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 Gaelic, Slovak, Slovene, Slovenian, Sorbian, Spanish, Swahili, Swedish, Tagalog, Turkish, Vietnamese, Welsh and Wendish.

GE Inspira Cyrillic and Greek fonts have characters that support these languages: Belarussian, 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. To purchase these fonts use your usual software/font resources in your local market/country.

Note GE employees in Japan have access to DF MaruGothic for internal use only. If you are a GE employee in Japan, contact brand.questions@ge.com.

Arabic - Akhbar
Chinese
  Traditional - M Yuen Light/Bold
  Simplified - C Yuen Light
Devanagari - ITR Mitra
Japanese - DF MaruGothic
Korean - HY Gothic
Thai - Mokkara
5.05 Typography: General Use
These are general guidelines that will apply to most DR materials, and are consistent with guidelines for advertising and literature. Additional guidelines with respect to specific DM components are noted in Section 8.0. Always use the GE Inspira set of fonts in all applications.

Architecture
The correct size of the brand architecture components and the tagline lock-up will be determined by the size of the DR component in a particular execution. Refer to Section 2.0 on Monogram and Section 3.0 on Tagline for correct lock-up positioning. Ensure that the point size of the brand architecture components and tagline text is the same when scaled. Refer to Section 9.0 on Grids, for specific publication sizes and guidance on grid construction and adjustment.

Headlines
On brochures, inserts, letters (i.e., on Johnson Boxes) and envelopes, 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 (although bolding key words or phrases to draw reader attention is acceptable). Headlines may also be left or center justified but not set flush right.

Subheads
Subheads can use a large type and can also be presented in any GE Inspira weight or style. Avoid using more than 2 font styles in subheads. Subheads may also be left or center justified but not set flush right.

Typography consistency across advertising and DR delivers a consistent brand experience to target audiences.
Dear Mr. Sample;

Introducing a smart financial option specially designed for you. Whether you are thinking about consolidating your credit card bills or taking a dream vacation, you can now make it happen.

You are pre-qualified* for a Line of Credit from GE Money — with a credit line up to $25,000† and a variable APR as low as 7.99%†. Use your line for anything you want...even to consolidate your bills and be out of debt in as little as 36 months.

Yes, it's convenient — there are no lengthy application forms to fill out. It just takes minutes to accept your account by calling 1-800-363-3996. The funds can be deposited directly into your personal checking account.

Yes, it's flexible — you can customize your account by requesting the amount you need as well as the length of your repayment term.

Of course, the greatest flexibility is in what you choose to do with your funds. Consolidate your debt, take a vacation, or cover unexpected expenses...it's up to you. And, as you pay down your account, additional funds are available for your future needs.

Call 1-800-363-3996 now to accept your account. It's convenient, it's flexible...it's up to you!

Sincerely,

Scott Young
Vice President, Personal Finance
GE Money Bank

P.S. You can get your cash in as little as 48 hours.** Just call and ask us to deposit the funds directly into your checking account.

* If we determine that you no longer meet our selection criteria for this offer, we may refuse to open an account in your name. To open a GE Money Line of Credit, you must have a total household income of at least $20,000. If you already have a GE Money Line of Credit, this offer is no longer valid.

† Use your line for anything you want...even to consolidate your bills and be out of debt in as little as 36 months.

‡ APR as low as 7.99%

‡ Credit lines up to $25,000

‡ No annual fee

‡ Funds can be deposited directly into your checking account.

Mr. B. Sample
123 Any Street
Anytown, NY
12345

Request up to $25,000 and be out of debt in as little as 36 months
5.05 Typography: General Use (continued)

**Body Copy**
Body copy is always set in GE Inspira Regular. 10pt is considered a standard size, but DR specialists have flexibility to select appropriate size for target audiences, such as using larger font sizes when targeting older prospects. Body copy should always be left justified and full blocks of copy should not be centered or set flush right.

**Leading**

<table>
<thead>
<tr>
<th>Type Size</th>
<th>Leading Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>9pt and below</td>
<td>+2pt — use black color</td>
</tr>
<tr>
<td>9pt-24pt</td>
<td>+3pt — can use color for this point and larger</td>
</tr>
<tr>
<td>Over 24pt</td>
<td>Use appropriate leading</td>
</tr>
</tbody>
</table>

**Font Style Devices**
Direct marketers have the flexibility to draw target audience attention through the use of font styles. These include:
- Bolding text within a paragraph, subhead and Johnson Box
- Italicizing text
- Using ALL CAPS in a subhead
- Presenting the text in the same color as the Monogram
- Using a technique to highlight selected text
- Underlining subheads on selected text within a sentence

While using font style devices in direct communications can make a piece easier to read and understand, using too many of these devices in combination can look cluttered or 'junky' and undermine the benefits of the GE Brand.

Section 8.0 on Direct Marketing Components explains guidelines on the appropriate number of fonts style devices to be used per DM component, to ensure balance of simplicity and the inviting nature of our brand expression.

For general use however, avoid using more than two font styles at a time.

**Legal/Micetype:**
Legal type can appear in Inspira or, for space considerations, in another Sans Serif font such as Arial. This alternative font option is only for legal type 7/9 pt.

---

This example shows the use of bolding and underlining within a letter. Adding any more font style devices may make this letter look cluttered.

Dear Raymond Hulett:

The standard warranty covering your Hotpoint refrigerator expired quite some time ago. We want you to enjoy the peace of mind that comes from knowing you are protected...and that you won't have to pay for any unexpected repairs or needed adjustments. That's why we are giving you this special opportunity at a special price to protect your refrigerator with a service contract.

It's called Service Protection Plus™ by GE and here are the benefits:

- **Comprehensive Coverage** — Even the best operating major appliances and home electronics need occasional repairs and adjustments to stay in top running condition — especially as they grow older. Today, just one service call alone can easily cost $150 or more! But with Service Protection Plus, you receive service as often as you need it. Your coverage includes all expenses for functional replacement parts and labor on repairs to operating components that fail during normal use, with no deductibles or fees of any kind.

- **Professional, Reliable Service** — By dialing the toll-free phone number listed on your contract, you avoid all the guesswork and hassle of choosing a dependable, qualified service provider. We schedule service promptly — at a time that is convenient for you. Our expert technicians are trained to repair your brand and model of major appliance or electronics. They use advanced diagnostic tools and only quality replacement parts, so most repairs are completed in just one visit!

Sincerely,

Stan Simpson
Warranty Manager

P.S. To immediately activate your offer, please complete the enclosed application or call 1.800.555.5555 or visit geappliances.com/spp before September 5th, 2005.
5.06 Typography: Improper Use
In general, do not justify copy right or use full justification with letters, brochures, inserts or postcards. Also, do not center all text (e.g., all copy on brochure cover), although DR specialists have flexibility to center text in some applications.

1. Don’t use right justification.
2. Don’t use full justification.
3. Don’t center all text.
4. Don’t indent paragraphs in body copy of letters or brochures.
5. Don’t use GE Inspira Bold for headlines (although bolding key words or phrases to draw reader attention is allowed).
6. Don’t use more than 2 font styles in subheads.
7. Don’t use any typesize smaller than 9pt. except for legal or mice type.
8. Don’t use alternate font options, sans serif and Arial, outside legal applications.
6.0 Imagery

6.01 Introduction
6.02 Overview
6.03 Style Overview
6.04 Photography Cut-Outs
6.05 Icons
6.06 Inset Imagery
6.07 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 and contemporary character. We want to show our customers that GE evolves with them through life. We encourage use of imagery that motivates desired behavior and shows how our customers benefit from using our products and services.

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 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 in combination with typography and design to trigger response.

We also respect that in some DR applications, use of photography that reflects the global brand style is not appropriate. DR marketers have the flexibility to apply imagery where it makes sense.

Guidelines are provided for general use as well as specific guidelines for direct response components. Please see Section 8.0 for more specific examples and guidelines of imagery use in various DR components.
6.03 Imagery: Style Overview
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.

Imagery should cover no more than 50% of any DR piece. Full bleed imagery is in contrast with the bright, white space elements of the GE Brand and is not allowed.

Photography
When developing envelopes and letters, use only one image per page. When developing brochures or other items with multiple panels or pages, where the objective is to provide supplemental information on benefits/functionality of the product or service, multiple images can be used. But only a single primary image should appear on each panel or page. Inset imagery should be used only when necessary. See Section 6.06 Inset Imagery for specific guidelines.

Illustrations
Use illustrations where photography is not available, not practical, nor appropriate, e.g., technical manuals.

Refer to Section 8.0 for detailed guidelines on imagery use by DM component.
6.04 Imagery: Photography Cut-Outs
Where possible, use cut-out versions of photographs on white backgrounds, or close-cropped photos. Use non-cut-out imagery to show benefit or emotion in relation to environment or to support the proposition.

Non-cut-out images should not bleed. When an image does not extend to the margins, use the center line as a guide for position.

When cut-outs do not bleed off a page, use the center line as a guide for position. Do not use key line art around any photographs.

Feathered edge photography is discouraged and should be phased out of communication.
6.05 Imagery: Icons

GE direct marketers have proven the effectiveness of using icons to drive response. They are an important component of the DR tool kit.

Icons should be consistent across all GE direct response. They should reflect the unique, organic, rounded style of the GE Inspira font.

Note Proprietary GE icon design development is in progress and will be made available on Brand Central. The icons on this page are suggestive placeholders.

Generic icons sourced from the Internet, as well as pictogram icons (vs. line art) should be phased out of communication material.

Icons can appear in reverse-out or as line art on white, using consistent monochromatic color.
6.06 Imagery: Inset Imagery

Throughout our communications we want to express the simple and approachable characteristics of the GE Brand. We use single item imagery to keep our communications clean. However, there are some instances where inset imagery, with a primary image, assists in emphasizing the presentation or understanding of a product or 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.

Inset imagery size is limited to 5% or less of the total page size.

Do not use an inset image (or images) as the primary image. Use it to support the primary image. Use of multiple inset imagery is discouraged.
Convenient and Flexible
It’s the Line of Credit from GE Money — a personal line of credit with the convenience and flexibility you need to do it all!

Dear Mr. Sample;

Introducing a smart financial option specially designed for you. Whether you are thinking about consolidating your credit card bills or taking a dream vacation, you can now make it happen.

You are pre-qualified* for a Line of Credit from GE Money — with a credit line up to $25,000† and a variable APR as low as 7.99%†. Use your line for anything you want...even to consolidate your bills and be out of debt in as little as 36 months.

Yes, it’s convenient — there are no lengthy application forms to fill out. It just takes minutes to accept your account by calling 1-800-363-3996. The funds can be deposited directly into your personal checking account.

Yes, it’s flexible — you can customize your account by requesting the amount you need as well as the length of your repayment term. Of course, the greatest flexibility is in what you choose to do with your funds. Consolidate your debt, take a vacation, or cover unexpected expenses...it’s up to you. And, as you pay down your account, additional funds are available for your future needs.

Call 1-800-363-3996 now to accept your account. It’s convenient, it’s flexible...it’s up to you!

Sincerely,
Scott Young
Vice President, Personal Finance
GE Money Bank

P.S. You can get your cash in as little as 48 hours.** Just call and ask us to deposit the money directly into your checking account.

* If we determine that you no longer meet our selection criteria for this offer, we may refuse to open an account in your name. To open a GE Money Line of Credit, you must have a total household income of at least $20,000. If you already have a GE Money Line of Credit, this offer is no longer valid.

** Please see the reverse side for important conditions to this offer.

Get up to $500 Cash Back when you renovate your kitchen with all new GE appliances.

Go to www.ge.com to enter before December 10th!
7.0 Tone of Voice

7.01 Overview
7.02 Optimistic, Precise and Simple
7.03 Improper Use
Our direct response 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. While direct response can use language that creates urgency, negative selling techniques are not consistent with the GE Brand.

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, charts and imagery to explain features and benefits. Other graphic design devices and icons can direct a reader through a DR communication, making it easy to understand the benefit and desired action.

simple

Simplicity in our communications results in impact. It means presenting complex services and products in the clearest way we can, using proven DR techniques. Simplicity also means avoid cluttering DR communications with too many type, color and design devices.

This letter conveys an optimistic tone. The benefits and required action are very precise. The tone, open design, and instructions for taking action reinforce simplicity.

Sample A. Sample,
123 Anystreet
Anycity, NY, 10001

Just 15 minutes of your time could save you up to $6,000 in monthly mortgage payments your first year.

Dear Mr. Sample,

We’re pleased to let you know that you’re pre-qualified for a home loan from GE Money that could save up as much as $6,000 in payments your first year.

What would you do with all that extra cash? You could get started on a home renovation product, take a special vacation, or get that new car you’ve had your eye on — it’s up to you.

Call us at 1-800-555-5555 today.
Our loan process is easy, quick and hassle-free.

Even if your credit is less than perfect, we can help you achieve your financial goals. There is no cost or obligation. After 15 minutes on the phone, we’ll immediately send you a customized loan solution.

We’re GE Money and we’ve helped thousands of people like you.

For more than 125 years, GE has worked to earn the trust of its customers. Simplify your life — check out what GE Money can do for you.

Sincerely,
Dennis Murphy
Director of Marketing
GE Money, Home Loans

P.S. Remember, you are pre-qualified. Call GE Money at 1-800-555-5555 for a personalized loan before this offer expires on August 20, 2006.
7.03 Tone of Voice: Improper Use

1. Don’t use any play on words or sentences with the “imagination at work” tagline in DR copy.
2. Don’t use “negative” imagery or negative selling copy to drive response.
8.0 DM Components

8.01 Introduction
8.02 Envelopes
8.03 Letters/Letterhead
8.04 Forms
8.05 Brochures, Postcards and Inserts
8.06 Dimensional Mail
8.07 Electronic Direct Response
Every component of a DR package has a role to play in driving response. Therefore it’s important to ensure you have flexibility in the guidelines for each component. At the same time, the combination of components, when viewed by the target prospect or customer, is an opportunity to create a GE branded “experience”.

This section focuses on applying guidelines in imagery, design and typography to unique and specialized DR package components, from envelopes to enrollment forms.
8.02 Envelopes
8.02 Envelopes: Monogram

Location
In most cases, the Monogram is placed in the top left corner on envelopes. However, for oversized and odd shaped envelopes, DR marketers may wish to apply the Monogram in the lower left corner as deemed appropriate.

On envelopes only, DR marketers have the flexibility to omit the Monogram when there is a business reason for doing so.

Refer to Section 2.0 Monogram for additional details on proper use and lock-up relationships with architecture components and tagline.
8.02 Envelopes: Typography

**Copy Positioning:**
Marketers have flexibility in choosing the appropriate type size for copy text on the envelope, starting at a minimum of 9 pt, but not exceeding 30% of the live area of the envelope.

**Note:** Call-outs and other appropriate design devices can be applied in addition to this rule, and do not make up part of the 30%.

Always use GE Inspira for envelope copy.

Copy can be left or center justified above or below the window, to the right of a window, or within a call-out. Center justification is acceptable on envelopes but should not be used for body copy on other applications such as letters. Do not set any type flush right on the envelope. Always adhere to the correct clear space and safety requirements around the Monogram (and architecture or tagline lock-up) and postal indicia.

Return address, P.O. Box or marketing text may appear on the back of the envelope flap (minimum 9pt size font).

**Lasered Copy**
Where name and address is being lasered on an envelope (no window), it is assumed the font is GE Inspira, however if GE Inspira is unavailable any lasered font is acceptable.

**Font Style**
DR marketers can use bolding, italics, underlining and selected capitalization on envelopes. Avoid the use of more than two font styles.
8.02 Envelopes: Color

Color Coverage
DR marketers have tremendous flexibility in how they can use color (or do not use color) in envelope design based on what is best to drive response.

- Envelopes can be white (no color, with or without copy, Monogram or architecture).
- Envelopes can have full-bleed color, reverse-out Monogram and text, using approved GE colors (See Section 4.0 Color Palette).
- Envelopes can have up to 50% color coverage with copy appearing in reverse-out, but if the Monogram is used, it must be reversed-out in white. Note that the only acceptable placement of a reverse-out Monogram is on a full color envelope, respecting the fact that DR specialists at GE may require extensive use of color to drive envelope open rates.
- Color coverage should be in the same color as both text and Monogram.
- Copy on color must always be reversed-out in white.

In-Market Testing
DR Marketers can engage in color exploration on envelopes to determine effective techniques in encouraging open rates in highly competitive markets. This can include both degree of color coverage and use of dual or multiple colors. The last example on this page illustrates a color test to explore varying degrees of coverage as current guidelines state color must be less than 50% of the live area or 100%, but nothing in between. All tests must be conducted in controlled environments where response can be compared to packages or components that are designed within the current brand guidelines.
8.02 Envelopes: Design Devices

The use of call-out shapes can be a compelling technique to aid open rates. It offers you flexibility in highlighting a special offer, exclusivity or a response deadline.

When considering call-outs, the design should be simple, organic and circular in keeping with the contemporary image of the GE Brand. Generic shapes used extensively by other companies such as triangle violators and starbursts are to be avoided. Numerous design alternatives are suggested here.

It is recommended that the call-out shape (such as a circle) use the same color as the Monogram and copy, in keeping with the monochromatic use of color that is key in defining the GE Brand.

Only one dominant call-out per envelope is permitted, but text can appear elsewhere on the envelope.

Do not use horizontal key lines or lines from the historical Laser Line Program. Look to create organic shapes and call-outs to draw attention.

- Violators in organic or circular shapes are encouraged.
- Triangular violators are discouraged.
- Circular call-outs support the brand.
- Call-out shapes that are widely used by other DR marketers, or associated with old fashioned DR are not allowed.
8.02 Envelopes: Design Devices (continued)
The new GE Brand Guidelines for packaging provide inspiration for use of organic, circular designs to increase appeal of envelopes.

Circular call-out devices anchored against a background color should always contain a feature, benefit or offer to drive open rates.

For additional design flexibility, DR Marketers may apply radiating lines to circular call-outs in full color or tint and will provide consistency across branded communications in our businesses and product packages.

Radiating lines should only be applied to circular objects.
8.02 Envelopes: Design Devices (continued)
Additional examples of circular and organically-driven call-out devices.

- Oval shape, copy on an angle.
  - Use of two GE Brand approved colors.

- Variation on circular violator on full color envelope.

- Radiating circular lines draw the eye to the call-out.
8.02 Envelopes: Design Devices (continued)

Examples 1, 2 and 3 shown here, are other acceptable envelope call-out design approaches.

Example 1 Creation of a seal graphic device with copy on a slight angle.

Example 2 Use of arrow to drive action to open.

Example 3 Use of call-out on an envelope using less than 50% color coverage.
8.02 Envelopes: Imagery

Use of cut-out or cropped imagery on envelopes is encouraged. Not only can it leverage recognition of GE print advertising and literature, it can be a powerful technique in ensuring the mail is opened instead of discarded.

Imagery should not cover more than 50% of the visible space on envelopes.
8.02 Envelopes: Imagery (continued)

Illustrations
Where required photography does not exist and/or where the entire creative positioning of a product or service uses illustrations across multi-media, the use of an illustration can be used on an envelope.

Illustrations should comply with B2C and B2B Brand Advertising Guidelines.
8.02 Envelopes: Improper Use

1. Don’t use copy that takes up more than 30% envelope space.
2. Don’t right justify any copy.
3. Don’t violate Monogram, postal indicia or architecture clear space.
4. Don’t use more than two font style devices or font sizes.
5. Don’t place copy in more than two locations around address window.
6. Don’t use more than 50% color, unless 100% of the visible space.
7. Don’t use horizontal lines to break copy on envelopes.
8. Don’t use more than one color on an envelope.
9. Don’t use any type size smaller than 9pt.
10. Don’t right justify the Monogram or the tagline.
8.02 Envelopes: Improper Use (continued)

11. Don’t use call out shapes that are widely used by other DR marketers, or that are associated with old-fashioned DR.
12. Don’t use full-bleed photography.
13. Don’t use reverse-out on any other application except on a full color envelope, i.e., don’t put reverse-out text on photographs.
14. Don’t use more than one photo in combination.
15. Don’t use copy on an angle or multiple call-out devices more than once per side.
16. Don’t use any color other than white for negative application of the monogram and/or tagline on full-bleed color envelopes.
17. Don’t use radiating lines on call-out objects in any other shape than circles.
18. Don’t use shapes on top of shapes.
19. Don’t use triangular violators.
20. Don’t use photography that covers more than 50% of the visible space.
8.03
Letters/Letterhead
8.03 Letters/Letterhead: Monogram
The Monogram can be placed in the header or the footer of a letterhead but must be left justified. Refer to Sections 2.0 Monogram and 3.0 Tagline for additional details on proper use and lock-up relationships with architecture components and tagline.
8.03  Letters/Letterhead: Typography

**Font**
All copy on a letter (Johnson box, sidebar, letter body copy) should appear in GE Inspira. Alternate lasered fonts for body copy (e.g. Times) should not be used unless there are extenuating circumstances (e.g. preferred vendor cannot laser GE Inspira font within allowable budget for project).

You can make full use of font styles to pull the reader through the letter:
- Selective bolding of words within heads and paragraphs.
- Selective use of italics and underlining.
- Very limited use of capitalization.
- Larger fonts for Johnson Box, sidebar copy, letter breakers.
- Contrast letter body copy font in black with other copy in the monochromatic color selected.

**In-Market Testing**
Testing of alternate fonts is limited to handwritten fonts only. The use of a handwritten font on, or within, a component is only appropriate when performing comparative testing in select test markets, where the use of the handwritten font is drawing attention and stimulating response to a call-to-action, to highlight brand, product or service benefit or when appropriately used in a “personalized” message.

GE marketers should avoid indiscriminate use of any alternate fonts in all direct communications.

All copy in GE Inspira.

Body copy in alternate font.

In-market test of a handwritten font as a personalized message in the post script.
8.03 Letters/Letterhead: Typography (continued)

Justification

Body copy should always be justified left, with no indenting.

Johnson boxes, headlines and subheads can be justified left or centered. When necessary, they can be justified right providing flexibility to use top of letter real estate for the Johnson Box.

Sidebars and call-outs should always be placed on the right side of letterhead to allow for copy to be justified left and to limit interference with the GE Brand.
8.03 Letters/Letterhead: Design Devices

**Sidebars and reverse-out bars**

Sidebars should always appear on the right side of a letter to ensure it does not interfere with the layout of the brand and architecture lock-up.

Sidebars can be reversed-out in white on a GE approved color, or separated from letter text with a vertical line.

Copy alignment within sidebars and reverse-out bars (vertically positioned) are considered flexible within the DR marketers toolkit. Text can be aligned left, center, or right.

Use of gradient color or tints in sidebars is acceptable if it is dark enough for reverse-out type.

Setting sidebars within rounded, organic shapes is also acceptable.

Sidebar colors should be the same as the Monogram for monochromatic branding consistency.

---

Reverse-out sidebar on right side of letter.

Sidebar on right hand side, defined by a colored line.

Rounded sidebar allows for creative flexibility within GE Brand guidelines.

Gradient sidebar with bullets highlights features and important benefits to the consumer.
8.03 Letters/Letterhead: Design

Call-outs

Circles and other shapes can be used to draw reader attention to the call-to-action or key benefits. Try to use no more than one design shape on a single page to maintain balance of white space with facts presented in the letter.

These shapes should appear fluid and organic in design style to express our contemporary image. Violators on letterhead are in contrast to organic design and should be avoided.

Call-outs should appear in the same color used as the Monogram, in keeping with monochromatic approach to color use.

Direct marketers may wish for greater flexibility in the use of call-outs to distinguish direct communications from previous mailings and to draw attention to important product and service benefits or a call-to-action. Below, is a creative sample that shows the use of a sticky note, to highlight a call-to-action.

Creative sample of the use of a sticky note on letterhead.

Both these examples call out the offer, key features or benefits within fluid and organic shapes.

Triangular violators and hard-edge shapes are inconsistent with the GE Brand look and feel.
8.03 Letters/Letterhead: Imagery

Use of cut-out photography, square-cut photography or illustrations is consistent with the GE Brand. Square-cut photos should not bleed. Using feathered edges around a photo to fit in a designated space is not within the guidelines.

Limit the use of photographs to one per letterhead.
Dear Raymond Hulett:
The standard warranty covering your Hotpoint refrigerator expired quite some time ago. We want you to enjoy the peace of mind that comes from knowing you are protected...and that you won’t have to pay for any unexpected repairs or needed adjustments. That’s why we are giving you this special opportunity at a special price to protect your refrigerator with a service contract.

It’s called Service Protection Plus™ by GE and here are the benefits:

• **Comprehensive Coverage** – Even the best operating major appliances and home electronics need occasional repairs and adjustments to stay in top shape. Today, just one service call alone can easily cost $150 or more! But with Service Protection Plus, you receive service as often as you need it. Our coverage includes all expenses for functional replacement parts and labor on repairs to operating components that fail during normal use, with no deductibles or fees of any kind.

• **Professional, Reliable Service** – By dialing the toll-free phone number listed on your contract, you avoid all the guesswork and hassle of choosing a dependable, qualified service provider. We schedule service promptly – at a time that is convenient for you. Our expert technicians are trained to repair your brand and model of major appliance or electronics. They use advanced diagnostic tools and only quality replacement parts, so most repairs are completed in just one visit!

• **Immediate Activation** – If you return your completed application, or call toll-free 1-800-626-2224, or visit us on-line at www.GEAppliances.com/spp before September 5, 2005.

Sincerely,

Stan Simpson
Warranty Manager

P.S. To immediately activate your offer, please complete the enclosed application or call 1-800-626-2224 or visit www.GEAppliances.com/spp before September 5, 2005.

Special Offer: Save 20%

Dear Raymond Hulett:
The standard warranty covering your Hotpoint refrigerator expired quite some time ago. We want you to enjoy the peace of mind that comes from knowing you are protected...and that you won’t have to pay for any unexpected repairs or needed adjustments. That’s why we are giving you this special opportunity at a special price to protect your refrigerator with a service contract.

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• **Professional, Reliable Service** – By dialing the toll-free phone number listed on your contract, you avoid all the guesswork and hassle of choosing a dependable, qualified service provider. We schedule service promptly – at a time that is convenient for you. Our expert technicians are trained to repair your brand and model of major appliance or electronics. They use advanced diagnostic tools and only quality replacement parts, so most repairs are completed in just one visit!

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• **Professional, Reliable Service** – By dialing the toll-free phone number listed on your contract, you avoid all the guesswork and hassle of choosing a dependable, qualified service provider. We schedule service promptly – at a time that is convenient for you. Our expert technicians are trained to repair your brand and model of major appliance or electronics. They use advanced diagnostic tools and only quality replacement parts, so most repairs are completed in just one visit!

• **Immediate Activation** – If you return your completed application, or call toll-free 1-800-626-2224, or visit us on-line at www.GEAppliances.com/spp before September 5, 2005.

Sincerely,

Stan Simpson
Warranty Manager

P.S. To immediately activate your offer, please complete the enclosed application or call 1-800-626-2224 or visit www.GEAppliances.com/spp before September 5, 2005.

Special Offer: Save 20%
8.03 Letters/Letterhead: Improper Use

1. Don't use more than one photo per letterhead.
2. Don't use feathered-edge photos.
3. Don't indent paragraph copy.
5. Don't use flags or violators on letters.

6. Don't use more than one color on letterhead, unless using photography.

7. Don't use any alternate fonts.

8. Don't position sidebars on the left side of letters.
8.04
Forms
Monogram

The guidelines in this section, in addition to those already stated, apply to enrollment forms, customer statements and all other types of direct response forms.

The Monogram should appear top left or bottom left on all stand-alone forms.

When the form is a tear-off element of a letter or brochure, only one Monogram can appear on the entire piece.

Please see Section 2.0 for more details on Monogram use.
8.04 Forms: Design
The simplicity of GE’s brand characteristics can be brought to life in forms and statements. Forms should provide simple, precise instructions to make it easy for the target audience to understand and respond to.

Reverse-out bars and tinted bars can be used to increase readability and make it easy to separate and view information. The monochromatic use of color should apply to forms as much as possible, and the color selected should match other components of the DR package.

Typography
Always use GE Inspira for headlines, subheads and main body copy.

Headlines and Subheads
Headlines and subheads can be justified left or centered. Don’t set any headlines or subheads on forms flush right.

Body copy
All instructional body copy text on forms should appear in GE Inspira font. Body copy should never be larger than headlines or subheads. For space considerations, an alternative sans serif font can be used within data capture sections of forms. Legal or mice type copy smaller than 9 pt should appear in GE Inspira however, when deemed appropriate, an alternate sans serif font can be used.

Service Protection Plus by GE

- Never worry about missing a payment. Your fee is paid automatically through your checking account or credit card.
- Unlimited service calls from specially trained technicians.
- You pay nothing for repairs to operating components that fail during normal use.
- Apply today with our easy 3-step process.

Please complete and mail back this contract application to:

Service Address:
Dan Steen
80 Washington PL
Ridgewood, NJ, 07450

Step One: Select Products to be Covered

<table>
<thead>
<tr>
<th>Product</th>
<th>Model #</th>
<th>Price for 1 Year Plan</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dishwasher</td>
<td>12345</td>
<td>$56.95</td>
<td>$51.95</td>
</tr>
<tr>
<td>Microwave</td>
<td>67891</td>
<td>$35.95</td>
<td>$29.95</td>
</tr>
</tbody>
</table>

One Year 3 payments of $XX OR Total $XX.XX
Two Year 3 payments of $XX OR Total $XX.XX
Three Year 3 payments of $XX OR Total $XX.XX

Step Two: Select Length of Coverage

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One Year</td>
<td>3 payments of $XX</td>
<td>OR</td>
<td>Total $XX.XX</td>
</tr>
<tr>
<td>Two Year</td>
<td>3 payments of $XX</td>
<td>OR</td>
<td>Total $XX.XX</td>
</tr>
<tr>
<td>Three Year</td>
<td>3 payments of $XX</td>
<td>OR</td>
<td>Total $XX.XX</td>
</tr>
</tbody>
</table>

Step Three: Select Payment of Your Choice

Credit Card
- Visa
- Mastercard
- Discover

Check
- Enclosed is my check or money order.

Use of color and white space are effective at laddering a consumer through the information in a clear and simple manner.
Examples 2, 3 and 4 all utilize GE Inspira for heads, subheads in form design to make it easier for customers to understand. Drop shadow boxes are not appropriate for the GE brand.

Example 2 Use of rounded edges on boxes, heads and subheads in GE Inspira, left justified.

Example 3 Limited use of reverse-out bars makes it simple for consumers to see different sections of the form. Use of alternate line shading (up to 15% tint) increases ease of readability.

Example 4 Use of 15% tint to focus attention on sections to be filled out.

8.04 Forms: Design (continued)
The examples below show flexibility in using color and fonts in form design to make it easier for customers to understand and complete forms, while still reinforcing the GE Brand. Examples 2, 3 and 4 all utilize GE Inspira for heads, subheads and instructional copy and a more condensed Sans Serif font in data capture sections. These examples also show options in how color and tinting can be applied.

Example 1 Subheads are not in GE Inspira. Drop shadow boxes are not appropriate for the GE brand.
8.05 Brochures, Postcards and Inserts
8.05 Brochures, Postcards and Inserts: Monogram
The Monogram must be justified left and placed either on the bottom or top of brochures and other inserts. Refer to Sections 2.0 Monogram and 3.0 Tagline for additional details on proper use and lock-up relationships with architecture components and tagline.
Spend time with each other. Not a repair man.

Service Protection Plus by GE

When your appliances break, you want a repair man to arrive fast, repairs to be completed in one visit, and you want the lowest cost. That’s why GE introduced Service Protection Plus.

One dishwasher repair could cost up to $300. With Service Protection Plus by GE, you would save $200 on the repair.

Call today to save an extra 10%
1.800.555.5555
or visit geappliances.com/services

8.05 Brochures, Postcards and Inserts: Typography

Headlines and Subheads
Always use GE Inspira for headlines. It is suggested that GE Inspira regular be used, reserving bolding for key words instead of bolding an entire headline or subhead. Headers should be presented in the same color as the Monogram.

You have flexibility to present a call-to-action (such as a URL) in whatever font size is reasonable for the brochure, to ensure it draws the eye of the reader.

Body Copy
All body copy text in brochures and other inserts should appear in GE Inspira font. The minimum size is suggested at 10 pt. Use of handwritten font or elegant invitation fonts should not be used in brochures. Body copy in brochures and on other inserts should always be justified left. Do not center or right justify copy. Do not indent paragraphs. You have flexibility to indent bullet points or design spacing of copy to increase readability.

Body copy should never be larger than headlines or subheads. See Literature Brand Expression Guidelines for more body copy details.

Legal Copy
Terms and conditions can be provided in GE Inspira or an alternate Sans Serif font. Please refer to Section 5.0 on Typography for details.
8.05 Brochures, Postcards and Inserts: Design

Reverse-Out Bar Applications
Our traditional gray bar graphic device was created to contain supplementary but necessary information relating to legal, mandatory or country specific information.

In direct response applications, DR marketers have the flexibility of using horizontal reverse-out bars for motivating conversion or influencing call-to-action.

Maintain correct clear space between the Monogram and any lock-up relationships.

Always use GE Inspira for copy within the reverse-out bar. Reverse-out copy in white against a color within the GE approved color palette.

Marketers have flexibility to use a font size of their choice provided it is appropriate and blends well with the overall design of the package components.

Horizontal reverse-out bars may be located across the top or bottom of brochures, inserts or postcards and can cover a maximum of 30% of the total size of the component.

Colored reverse-out horizontal bars on letterhead should be avoided.

For proper use of traditional Gray Bar applications, refer to the Advertising Guidelines on Brand Central.
8.05 Brochures, Postcards and Inserts: Design (continued)

Postcard Design
In DR, the front of a postcard should leverage the typography and imagery guidelines to make it instantly recognizable as GE, while also offering creative flexibility.

The Monogram (and architecture levels 1, 2 and/or 3) does not have to appear on the front of a postcard but it must appear on at least one side. The Monogram may also appear on both the front and back of a component.

Monogram and headlines should be monochromatic. Black text may be used for copy if it is being lasered or there are plate changes for localization of messages and contacts.

Solution Platform is introduced on front of postcard while the Monogram and tagline appear on the back.

GE Brand architecture appears on the front of this postcard while the Monogram and tagline are printed on both the front and the back.
8.05 Brochures, Postcards and Inserts: Charts

Typography
All copy should be presented in GE Inspira. Bolding, italics, capitalization and highlighting are design devices that can be used in direct response. Don’t use more than 4 font styles on these types of components to avoid clutter.

Copy can be centered or justified in any way necessary to clearly present information.

“Highlighting” techniques can be used to draw the reader’s eye to very specific points and differentiated benefits (e.g., savings).

Color
Charts should have a dominant color that matches the Monogram and headlines. But both tints and secondary colors can be used from the approved GE color palette to break up heavy copy for easy navigation of information.

In-Market Testing
Testing of alternate fonts is limited only to handwritten fonts. The use of handwritten fonts on an insert, such as a lift note, is appropriate in select test markets where it is intended to stimulate call-to-action, to highlight important product or service benefits or as a “personalized message” to encourage response. Tests should be limited to where results can be compared against creative that complies with current brand guidelines.

Indiscriminate use of alternate fonts is discouraged and GE Inspira should be used in all direct communications.

In-market test sample of a handwritten lift note.

Preferred use of color on chart to increase readability.

Use of lines in chart and use of too many colors detracts from the GE look and feel.

### 8.05 Brochures, Postcards and Inserts: Charts

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**Preferred use of color on chart to increase readability.**

**Use of lines in chart and use of too many colors detracts from the GE look and feel.**

---

**Simplify your life...**

Here’s an example of what one of our loan solutions could mean to your monthly bottom line.

<table>
<thead>
<tr>
<th>Loan Solution</th>
<th>Total of Total Monthly Payments</th>
<th>Total Monthly Payments After GE Money</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Loan</td>
<td>$155,000 $1,030</td>
<td>$1,030</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>$110,000 $769</td>
<td>$769</td>
</tr>
<tr>
<td>Auto Loan</td>
<td>$12,400 $292</td>
<td>$292</td>
</tr>
<tr>
<td>Department Store Credit Card</td>
<td>$3,400 $68</td>
<td>$68</td>
</tr>
<tr>
<td>Personal Unsecured Bank Loan</td>
<td>$8,996 $209</td>
<td>$209</td>
</tr>
</tbody>
</table>

---

**Save $518 per month — that’s over $6,000 in monthly payments the first year!**

---

**Other programs may lower your payments even more!**

---

1. The Bank Card payment is based on APR of 13.00%.
2. The Personal Unsecured Bank Loan payment is based on APR of 13.98%.
3. The Department Store Credit Card payment is based on APR of 20.65%.
4. The Auto Loan payment is based on APR of 6.16%.
5. The Home Improvement Loan payment is based on APR of 9.92%.
6. The First Mortgage Loan payment is based on APR of 7.50%.
7. GE Money does not escrow tax and insurance payments.
8. GE Money does not require flood insurance.
9. Other programs may lower your payments even more! Note: rates shown for illustration purposes only.
Tailor your Line of Credit to suit your needs.

With the Line of Credit from GE Money, you can choose the term that works best for you.
For example, if you withdraw $4,000 at a repayment term of 36 months, your monthly payment will only be $153.*
Plus, as you make payments, you can reaccess your cash (up to your available line) anytime you need it.

Call 1-866-747-1864 to accept your Line of Credit from GE Money today.

<table>
<thead>
<tr>
<th>Requested Amount</th>
<th>Repayment Term (in months)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24</td>
</tr>
<tr>
<td>$5,000</td>
<td>$259</td>
</tr>
<tr>
<td>$4,000</td>
<td>$207</td>
</tr>
<tr>
<td>$3,000</td>
<td>$156</td>
</tr>
<tr>
<td>$1,500</td>
<td>$78</td>
</tr>
</tbody>
</table>

Design

Where possible, increase the organic look of charts by using rounded edges for boxes. Reverse-out headings and different levels of color shading can be used to break up sections of charts.

To call attention to specific data points on a chart, it is acceptable to use the highlighting technique, or circular call-outs. Arrows should have rounded versus hard edges.

Avoid using square edged boxes with key lines to focus attention on specific aspects of a chart.

Tone on tone color and round edges on chart with organic shapes for call-outs.

Limited use of a secondary color.

Use of alternate shaded lines to make chart content easier to follow. Use of highlighting to draw attention to specific figures within a chart.
8.05 Brochures, Postcards and Inserts: Improper Use

1. Don’t set any headlines, subheads or body copy on letters flush right.
2. Don’t use full-bleed color photography.
3. Don’t use more than one image per panel/page. This does not apply to inset imagery.
4. Don’t place Monogram in areas other than justified left on either the bottom or top of brochures and other inserts.
8.05 Brochures, Postcards and Inserts: Improper Use

5. Don’t use flags or violators on brochures, inserts or postcards.
6. Body copy cannot be larger than headlines or subheads.
7. Don’t indent paragraphs, unless using bullets to call attention to specific benefits or information that will help support consumer decision-making.
8. Don’t use more than 4 font style devices, e.g., bold, highlight, color, highlighting and all caps.
Dimensional Mail
8.06 Dimensional Mail: General Use
Effective DR creative occasionally goes beyond a traditional package in an envelope. The use of different shapes and dimensions can not only increase open rates and response, it can play a strong role in bringing GE’s innovative, dynamic and contemporary brand character to life in a way that is more relevant and personal for the target audience.

Typography
Every effort should be made to ensure the concept works with GE Inspira for heads, subheads and body copy.

Design
The exterior of dimensional pieces should pick up on the contemporary and modern vitality of the brand.

Judgment will have to be applied on a case-by-case basis to ensure the total concept is in alignment with the GE Brand.

Use all other DR guidelines for color, typography and imagery on inserted components to ensure the brand is aligned, conveyed and prominent once the reader gets inside the package.
8.07
Electronic Direct Response
8.07 Electronic Direct Response: General Use

Where possible, e-mail direct response communications should apply the same standards of design, color-use, imagery and typography as other direct response communications. While there are many aspects of e-mail and e-newsletters unique to the medium, the intent should be for target audiences to recognize synergy between the brand online and offline. In particular, if the e-mail is a follow-up contact to a printed ad, direct mail or web visit, imagery and copy in the e-mail should provide a visual and message connection to the original source.

These brand expression guidelines are intended to apply to e-marketing, such as blast e-mails to customers on a database or e-mail newsletters to opt-in subscribers. They are not intended as guidelines for one-on-one correspondence.

- GE Inspira font is not a commonly installed feature on computers and therefore it is not expected that e-marketing communications be in GE Inspira. Headlines, subheads and body copy should appear in Arial (for html coding).
- Use of the monochromatic copy rule (Monogram, heads, call-out boxes and other design elements all in the same approved color) should be used.
- Cropped photography is a defining element of the GE Brand. It is often necessary to use square-cut photos in e-mail, the use of cropped photos is encouraged. Photos with feathered edges should not be used.
- As with DR letters, copy should be justified to the left where possible.
- If using graphical devices to grab attention, the use of rounded, organic shapes in e-mails is encouraged.
- Brand architecture rules should be applied throughout communications. While there are many aspects of e-mail and e-marketing, such as blast e-mails to customers on a database or e-mail newsletters to opt-in subscribers. They are not intended as guidelines for one-on-one correspondence.

Note: there are minor exceptions to this such as GE Money.
Electronic Direct Response: Subscribed Newsletters

Electronic newsletters should combine design standards from both website design and direct response marketing — particularly since most e-newsletters link directly to GE websites. The following are directional guidelines, in addition to those contained in the Newsletter guidelines (check Brand Central).

- **GE Inspira** is a proprietary typeface and likely not recognized by most personal computers. Therefore, Arial font is recommended in communications.
- Design navigation bars within newsletters to visually resemble those used on GE websites.
- Ideally, visual images in the headline or opening section of an e-newsletter are cropped and in the style defined by the advertising guidelines.
- Copy and headlines should be justified to the left. Use of sidebars for navigation, surveys, and search functioning should be located to the right, similar to direct response letters.
- Where there are inset photos or links, position these so that copy can be justified left.
- Use of organic shapes as design elements and call-out boxes is encouraged.

Use of three font styles in newsletter name detracts from recognition impact of GE Inspira font.

Here, lines are narrow and the box has rounded corners. All copy is in Arial. Copy is justified left and inset square-cut images don’t interfere with justification.

This version minimizes use of lines, and incorporates an organic shape to draw attention to the survey.
9.0 Grids

9.01 Introduction
9.02 Overview
9.03 Construction
9.04 US Letter — Portrait and Landscape
9.05 US Letter — Portrait Inside Brochure
9.06 Slim Jim
9.07 Postcards
9.08 Oversized Envelope
9.09 Traditional Envelope
9.10 Construction for Other Sizes
9.11 Bleed, Trim and Live Areas
We have created a flexible grid system to ensure an integrated look and feel for all DR components. The grid provides an effective way of organizing text and images on a page. The examples show how to divide layout areas into a varying number of columns, and how to determine correct size and position for imagery, text and charts.

This section outlines the fundamental rules for creating and using grids for envelopes, letterhead, postcards and other DR components.

Additional grid construction guidelines are provided on Brand Central for advertising, literature and newsletters.
9.02 Grids: Overview
Two elements make up the grid. They 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 majority of the grids in GE literature are based on a six-column grid. The vertical cyan rules indicate body text columns with fixed gutter spaces.

When necessary, use fewer columns.

US letter, landscape, is based on an eight-column grid.
9.03 Grids: Construction

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

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

All outer margins are 0.45”.

Use a baseline grid for aligning text within the document.
9.04 Grids: US Letter — Portrait and Landscape

The 8.5”x11” grid has an outer margin all around of 0.45”. The brand architecture components, Monogram and/or tagline lock-up and all text align with the top left margins and/or the bottom left margins.

The portrait grid is six columns wide, the column width is flexible and the gutter between columns is fixed at 0.2”. The landscape grid is eight columns wide.

The Monogram size is 0.85” in diameter and the tagline and brand architecture components are set in 18pt GE Inspira Regular with 19pt leading.

Columns can be used as guides for spacing and aligning images, call-out boxes, side bars and charts.
Inside Spread
The US letter size inside spread grid is 12 columns wide. The grid size for each page is six columns wide. The inside spread has a 0.7" inside margin to accommodate different binding treatments. The brand architecture components, the Monogram and all text align on the left with flexibility for top or bottom positioning of the Monogram.

Dimensions
Page size: 8.5"x11"
Spread size: 17"x11"

Margins
Outside, top, bottom: 0.45"; inside 0.7"

Gutters
0.2" (space between each column)
Inside Spread
The Slim Jim size inside spread grid is six columns wide. The grid for each page is three columns wide. The inside spread has a 0.35" inside margin. The brand architecture components, the Monogram and all text align on the left.

Dimensions
Page size: 3.6"x8.5"
Spread size: 7.2"x8.5"

Margins
0.35" all around

Gutters
0.15" (space between each column)

Cover
The Slim Jim size cover grid is three columns wide. The brand architecture components, the Monogram and all text align on the left with flexibility for top or bottom positioning of the Monogram.

Dimensions
Page size: 3.6"x8.5"

Margins
0.35" all around

Gutters
0.15" (space between each column)
**Landscape**
The postcard size grid is four columns wide. The brand architecture components, the Monogram and all text align to the left with flexibility of top or bottom positioning of the Monogram.

**Dimensions**
Page size: 5”x7”

**Margins**
0.35” all around

**Gutters**
0.15” (space between each column)

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**Portrait**
The postcard size grid is three columns wide. The brand architecture components, the Monogram and all text align to the left.

**Dimensions**
Page size: 5”x7”

**Margins**
0.35” all around

**Gutters**
0.15” (space between each column)
9"x12" Envelope, portrait.

**Portrait**
The 9"x12" envelope grid is four columns wide. The brand architecture components, and the Monogram align to the left.

**Dimensions**
Envelope size: 9"x12"

**Margins**
0.5" all around

**Gutters**
0.2" (space between each column)
The 4.125”x9.5” envelope grid is six columns wide. The brand architecture components and the Monogram align to the left.

**Dimensions**

- Envelope size: 4.125”x9.5”
- Margins: 0.35” all around
- Gutters: 0.2” (space between each column)

---

The booklet envelope grid is six columns wide. The brand architecture components and the Monogram align to the left.

**Dimensions**

- Envelope size: 6”x9.5”
- Margins: 0.35” all around
- Gutters: 0.2” (space between each column)
### 9.10 Grids: Construction for Other Sizes

To construct grids in sizes smaller or larger than US letter or A4, scale the US letter or A4 grid “up” or “down” to the size that you require. This page demonstrates how to scale the grid “up” to a larger size.

**Note** In step 3, the elements are not scaled any farther. The text columns extend vertically to meet the fixed outer margin (0.45”), and the brand architecture components align with the top and left outer margin.

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, as shown here.

3. Adjust the rest of the grid to fit into new page size.
9.11 Grids: Bleed, Trim and Live Areas