GE Logo Font

GE Logo Font is a computer font that contains—instead of the alphabet—all versions of the
• **signature Monogram**
(the full Monogram used in graphic signatures)
• **Dynamic Monogram**
(the partial Monograms, each used as optional graphic support)

Once GE Logo Font is installed on a computer, any version of the Monogram can be created by simply typing a key or series of keys in any computer program that provides font menus.

GE Logo Font is available for Macintosh and Windows computer platforms from the GE Identity Website or Hotline.

These guidelines help you use GE Logo Font on a computer to create the signature and Dynamic Monograms.

For technical assistance installing GE Logo Font, contact your local computer technical support.

Related guidelines are available from the GE Identity Website or Hotline:

To construct a graphic signature, see document
• **131**, *Graphic Signatures*

To use color in the signature Monogram or any version of the Dynamic Monogram, see documents
• **132**, *Color*
• **134**, *Dynamic Monogram*

To use the Dynamic Monogram in any program application, see document
• **134,** *Dynamic Monogram*

GE Logo Font is a computer font that contains —instead of the alphabet—all versions of the

• **signature Monogram**
• **Dynamic Monogram**

Once GE Logo Font is installed on your computer, you can create the Monogram by simply selecting GE Logo Font and typing a key or series of keys in any program that provides font menus.

Note: GE Logo Font is installed following the same procedure used for any other font on your computer; this guide does not contain installation instructions. For assistance installing GE Logo Font, contact your local computer technical support.

The same general procedure is used to create all versions of the

• **signature Monogram**
  (the full Monogram used in graphic signatures)
• **Dynamic Monogram**
  (the partial Monograms, each used as optional graphic support):

• *Type the keys required to produce the desired Monogram.*

• *Convert the typed characters to GE Logo Font either before or after typing them.*

This general procedure is illustrated below.

1. Place the typing cursor at the point where the Monogram will begin.

2. Follow the steps in either 2A or 2B at the right, depending on whether you wish to convert the typed characters to GE Logo Font before or after they are typed**.**

2A.
Select
- GE Logo Font from the font menu
- the Monogram point size*

Type the key or series of keys required to produce the desired Monogram (in this case, "g"). This produces the desired Monogram (with the typing cursor at the right of the Monogram).

2B.
Type the key or series of keys required to produce the desired Monogram (in this case, "g") in any font and point size.*

Select (highlight) the letter or series of letters.

With the letter or series of letters selected, select GE Logo Font from the font menu. This converts the selection to the desired Monogram (with the typing cursor at the right of the Monogram).

* The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information, see pages 10 to 12.

To correctly size the signature Monogram for a graphic signature, use a point size for the signature Monogram that is *two, three,* or *four* times the point size of the signature typography. Conversely, use a point size for the signature typography that is *one-half, one-third,* or *one-quarter* the point size used for the signature Monogram.

For more information on sizing the signature Monogram, see pages 10 to 12.

To construct graphic signatures, see document **131**, *Graphic Signatures,* pages 11 to 18.

All versions of the Dynamic Monogram are provided in two forms: for use in either
- *comprehensives (mock-ups),* correctly trimmed
- *artwork,* with additional area for bleed and trim marks showing the correct crop
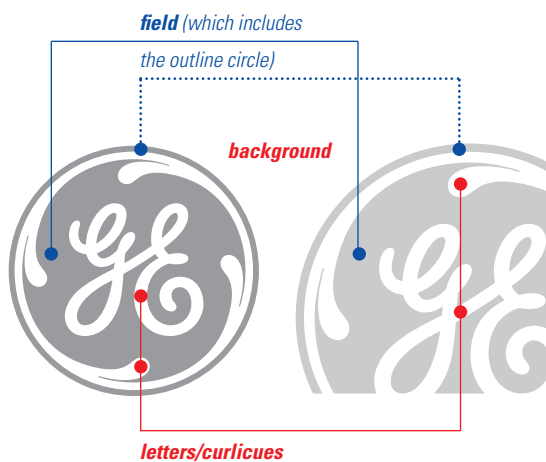
For guidelines on using the correct version, see pages 07 and 08.

For reproduction alternatives and use guidelines, see document **134**, *Dynamic Monogram.*

Ensure correct color reproduction of the signature and Dynamic Monograms by using the correct positive or reverse version.

Remember: The letters/curlicues are *always* **lighter than the field.** Typically, the Monogram field is black or Platinum Grey (40% black), and the letters/curlicues are white.
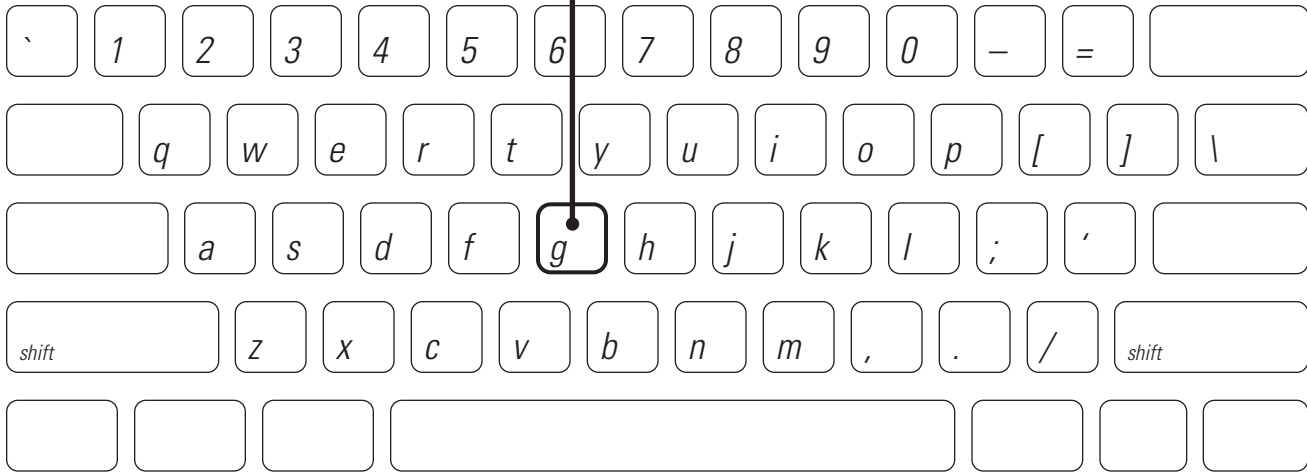
For guidelines on using the correct positive or reverse version of the signature Monogram, see pages 04 and 05.

Cautions

- **Use a plain or normal style attribute for all characters in GE Logo Font.** Italic, bold, outline, condensed, or other style attributes will badly distort GE Logo Font.

- **Use flush left settings.** To avoid unpredictable results, do not use flush right, centered, or justified settings for GE Logo Font.

- **Use the value for "white" that is standard in the computer program you are using.** Sometimes this value is "paper" or "0% black" instead of the "white" used in this guide.

- **For best results when using GE Logo Font in**

- *Adobe Illustrator,* uncheck Auto kerning in the Character window displayed from the pull-down Type menu:
  Type > Character… > ☐ Auto kerning

- *Adobe PageMaker,* check "No track" in the pop-up Track menu displayed from the pull-down Type menu:
  Type > Track > ✔ No track

- *QuarkXPress,* check "Standard em space" in the Typographic Preferences window displayed from the pop-up Preferences menu on the pull-down Edit menu:
  Edit > Preferences > Typographic… > ☒ Standard em space

- **Computer screens and video monitors do not display the linear patterns and trim marks well.**
- *Never* use the linear versions of the Dynamic Monogram in files intended for display on computer screens or video monitors.
- *Ignore* the poor screen display of the trim marks; the screen display is unrelated to the output.

- **Type the correct characters.**
- The following characters are not used in GE Logo Font:
  · the numerals 1 and 0
  · the letter l
- A capital letter indicates that the Shift key must be used with the character key.

field *(which includes the outline circle)*

background

letters/curlicues

*positive
signature
Monogram*


```
`  1  2  3  4  5  6  7  8  9  0  -  =
   q  w  e  r  t  y  u  i  o  p  [  ]  \
    a  s  d  f  g  h  j  k  l  ;  '
shift  z  x  c  v  b  n  m  ,  .  /  shift
```

When the Monogram is correctly reproduced using a word processing program, the field is black or Platinum Grey and the color of the paper appears in the letters/curlicues.

Note: The letters/curlicues are never darker than the field.*

To create the correct color in each part of the Monogram, carefully follow the steps shown at the right.

Note: The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information on sizing the signature Monogram and typography, see pages 10 to 12.

We bring

To produce a black Monogram:

1. Type "g" in GE Logo Font to use the positive signature Monogram.

2. Make the Monogram black. This produces a Monogram with black in the field and the color of the paper in the letters/curlicues.

3. In the laser printer, use any appropriate color paper such as white, off-white, light grey, or light or bright colors.

We bring

To produce a Platinum Grey Monogram:

1. Type "g" in GE Logo Font to use the positive signature Monogram.

2. Make the Monogram (and signature typography) 40% black (and make the Laser Line solid black). Note: For best output, use a printer with high resolution such as 600 dots per inch (dpi). Avoid using a 300-dpi printer.

3. In the laser printer, use white, off-white, or very light grey paper.

We bring

To avoid errors in reproduction:

Never type "e" in GE Logo Font to produce the reverse signature Monogram. In word processing programs, this key produces a Monogram with a value in the letters/curlicues that is darker than the field, which is incorrect.
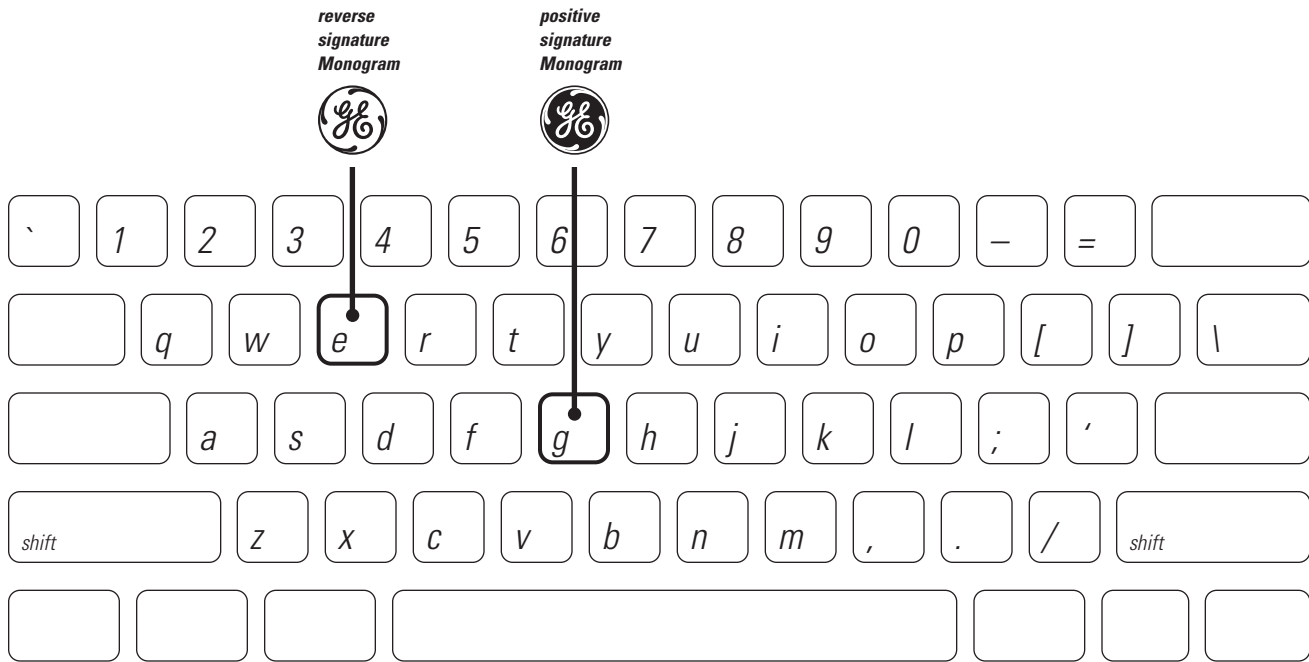

We bring

To avoid errors in color use:

Never use any color but black or Platinum Grey in the signature Monogram, typography, and Laser Line (as described in the second example at the left).

Correct reproduction of a graphic signature requires all elements to be black or Platinum Grey against a light background; as an option, Laser Red may be used in only the Laser Line.*

---

*For additional guidelines on color in the Monogram and graphic signatures, see document **132**, *Color*.

reverse
signature
Monogram

positive
signature
Monogram

| ` | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | – | = | |

| | q | w | e | r | t | y | u | i | o | p | [|] | \ |

| | a | s | d | f | g | h | j | k | l | ; | ' | |

| shift | z | x | c | v | b | n | m | , | . | / | shift |

When the Monogram is correctly reproduced in a drawing, painting, or page layout program, the letters/curlicues are lighter than the field.
Note: The letters/curlicues are never darker than the field. *

To create the correct color in each part of the Monogram, carefully follow the steps shown at the right and on the next page.

Note: The point size of the signature Monogram is normally two, three, or four times the point size of the signature typography. For more information on sizing the signature Monogram and typography, see pages 10 to 12.

We bring

To produce a black Monogram:

1. Type "g" in GE Logo Font to use the positive signature Monogram.

2. Make the Monogram black. This produces a Monogram with black in the field and the color of the paper in the letters/curlicues.

3. In the laser printer, use any appropriate color paper such as white, off-white, light grey (shown above), or light or bright colors.

We bring

To produce a Platinum Grey Monogram:

1. Type "g" in GE Logo font to use the positive signature Monogram.

2. Make the Monogram (and signature typography) 40% black (and make the Laser Line solid black). Note: For best output, use a printer with high resolution such as 600 dots per inch (dpi). Avoid using a 300-dpi printer.

3. In the laser printer, use white (shown above), off-white, or very light grey paper.

We bring

To reverse or "drop out" a Monogram:

1. Create a medium to dark background color (such as black, above).

2. Type "e" in GE Logo Font to use the reverse signature Monogram.

3. Make the Monogram (and signature typography and Laser Line) white.

4. In the laser printer, use white (shown above), off-white, or light grey paper.
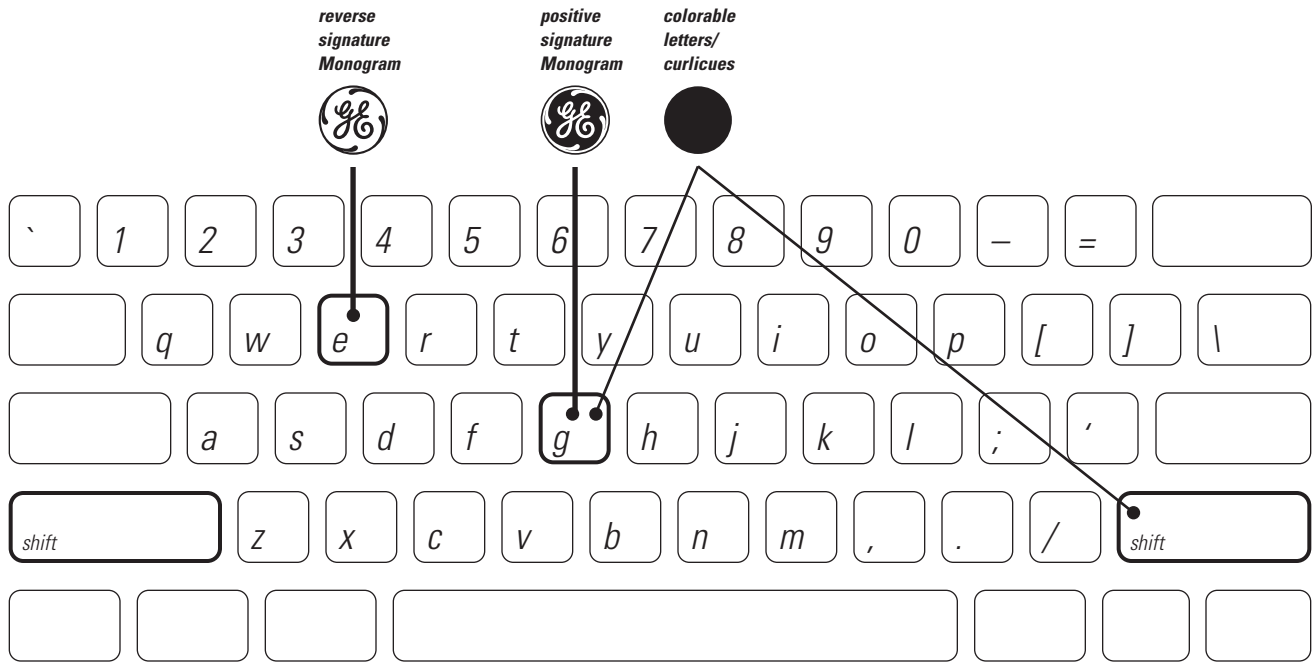
We bring

To avoid errors in color use:

Never use any color but black, Platinum Grey, or white in the signature Monogram, typography, and Laser Line (as described in the examples at the left).

Correct reproduction of a graphic signature requires all elements to be black or Platinum Grey against a light background or white against a dark background; as an option, Laser Red may be used in only the Laser Line.*
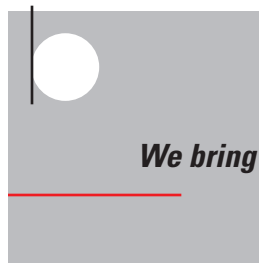
continued

*For additional guidelines on color in the Monogram and graphic signatures, see document **132**, *Color.*

reverse
signature
Monogram

positive
signature
Monogram

colorable
letters/
curlicues

[Keyboard diagram]

` 1 2 3 4 5 6 7 8 9 0 – =

q w e r t y u i o p [ ] \

a s d f g h j k l ; '

shift z x c v b n m , . / shift

To produce a Monogram with a black field and white letters/curlicues on a colored background:

1. Create a light to dark background color such as the medium grey shown above.

2. To create the Monogram, follow the steps in either 2A or 2B at the right.

3. In the laser printer, use white paper.

2A.
Place the typing cursor at the point where the Monogram will begin.

Select
- GE Logo Font
- the Monogram point size*
- the color white

Type "Shift - G". This produces a solid white circle (with the typing cursor remaining at the left of the circle).

Select the color black, and type "g". This produces a black Monogram on top of the white circle (with the typing cursor at the right of the Monogram).
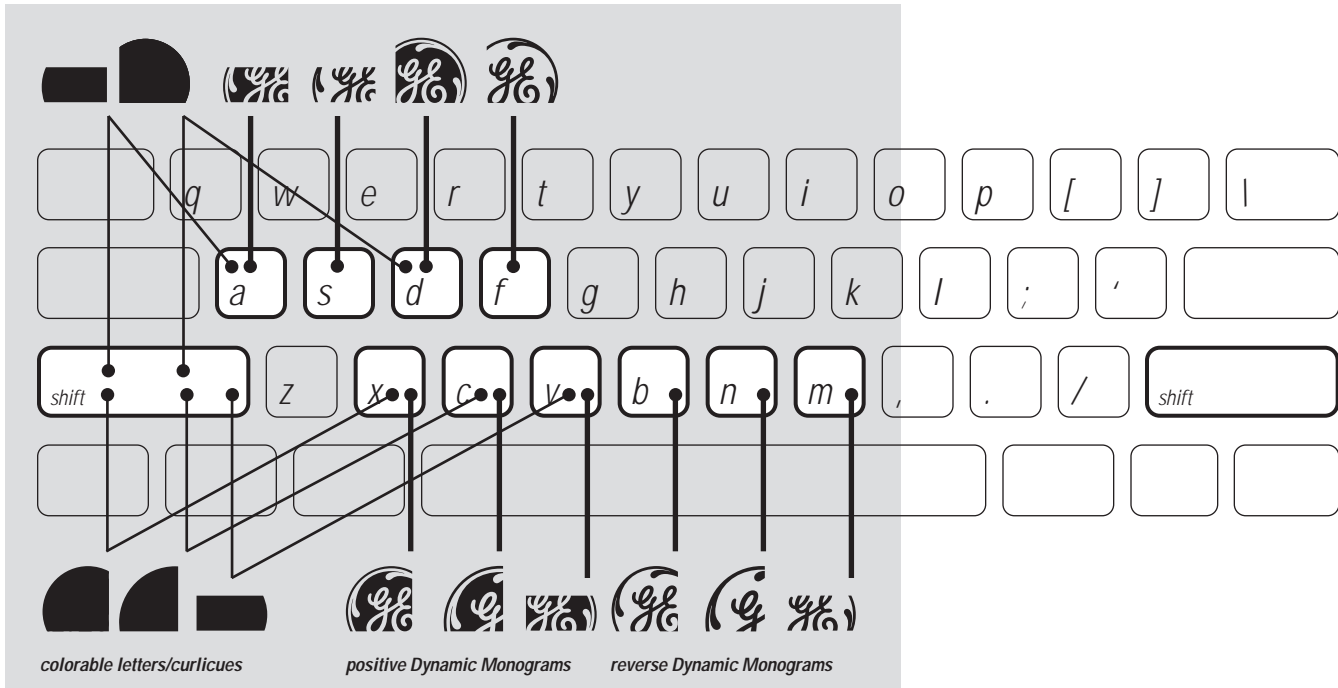
2B.
Place the typing cursor at the point where the Monogram will begin and type "Shift - G" and "g" in any font and point size.* This produces the letters *G* and *g*.

Make the capital *G* white and the lowercase *g* black. Then select (highlight) both letters.

With the letters still selected (highlighted), select GE Logo Font from the font menu. This converts the letters into a Monogram with a black field and white letters/curlicues (with the typing cursor at the right of the Monogram).

---

*The point size of the signature Monogram is normally two, three, or four times the point size
of the signature typography. For more information, see pages 10 to 12.

colorable letters/curlicues   positive Dynamic Monograms   reverse Dynamic Monograms

The Dynamic Mono-gram is reproduced

• **large**

• **bleeding off the format** (so that it appears to continue beyond the edge of the format)

• **in a subtle color** of low contrast to the background

• **with the letters/ curlicues lighter than the field**
  Note: The letters/curlicues are never darker than the field.*

*For examples of reproduction alternatives and additional guidelines, see document **134**, *Dynamic Monogram.*

To produce correct Dynamic Monograms in comprehensives (or mock-ups) using a computer and an imaging device such as a laser printer, use the Dynamic Monograms available on the character keys *a, s, d, f, x, c, v, b, n,* and *m* in the lower half of the keyboard, as shown above.

Note: Do not use these Monograms in artwork that will be reproduced by traditional methods such as offset lithography. For that purpose, use the other Dynamic Monograms with extra area for bleed and trim marks, as described on page 08.

When you want the background color to appear in the letters/curlicues, use the *positive* **Dynamic Monograms.** Type "a", "d", "x", "c", or "v" and color the Monogram *darker* than the background.

When you want the background color to appear in the field, use the *reverse* **Dynamic Monograms.** Type "s", "f", "b", "n", or "m" and color the Monogram *lighter* than the background.

When you want both the color in the letters/ curlicues and the color in the field to be different from the background, use both a colorable letters/curlicues key and the corresponding positive Dynamic Monogram key:
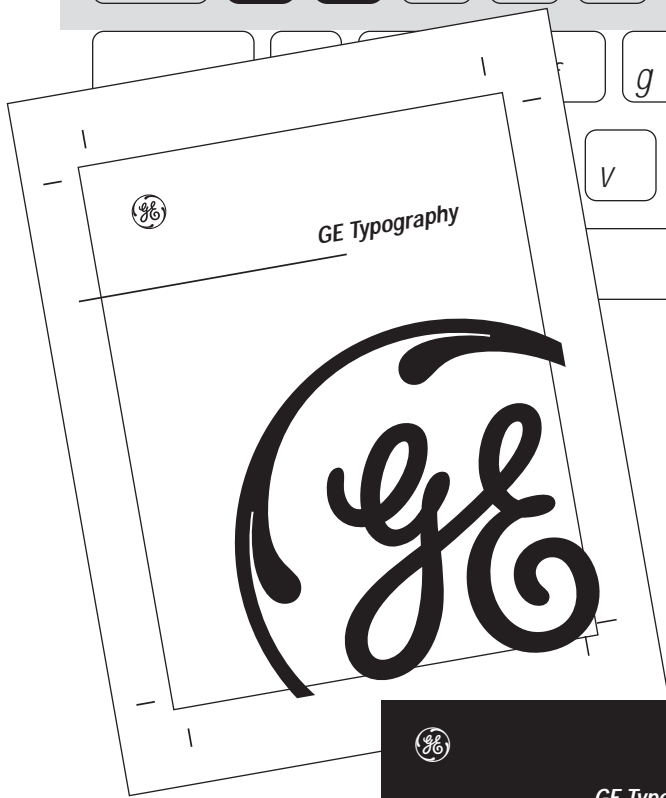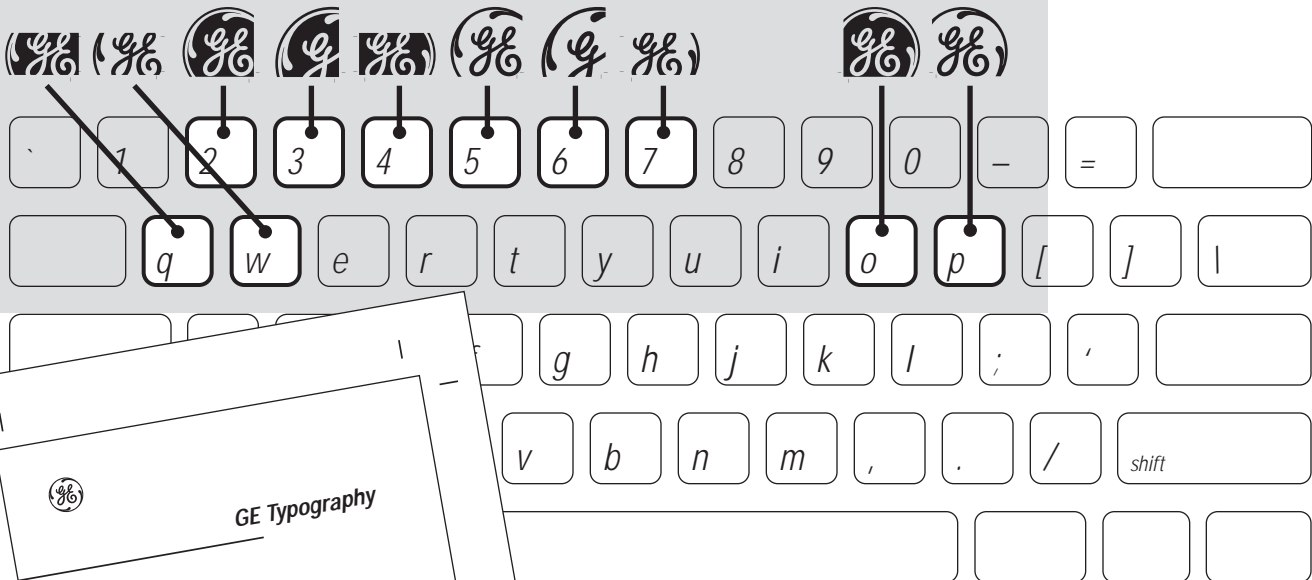
• *For the right-bleeding three-quarter version, type "Shift - X" and "x".*

• *For the left-bleeding three-quarter version, type "Shift - D" and "d".*

• *For the one-quarter version, type "Shift - C" and "c".*

• *For the right-bleeding horizontal version, type "Shift - A" and "a".*

• *For the left-bleeding horizontal version, type "Shift - V" and "v".*

Note: You must enter the color value and point size and type the keystrokes in the same sequence that is used to create the signature Monogram.
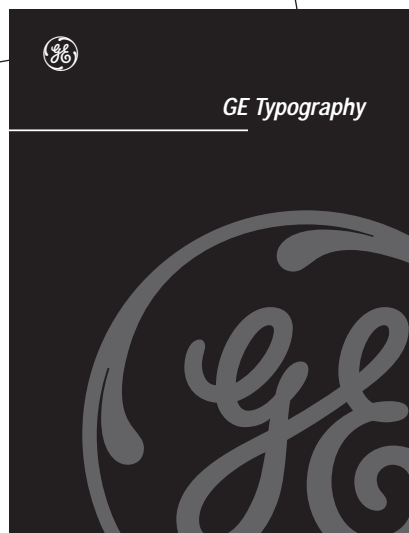*Follow the instructions for this procedure on page 06, substituting the keystrokes given above.*

For more information, see document **382**.Sup, *GE Logo Font Supplement* (filename: *LOGO_SUP.pdf*), available from the GE Identity Website or Hotline.

For artwork only. Use these only when you are preparing artwork for traditional printing
(such as offset lithography) where the bleed area will be trimmed off the printed piece.

When correctly reproduced, a Dynamic Monogram appears to continue beyond the edge of the format on which it is displayed.

To produce this effect in traditional printing (such as offset lithography), the Monogram is printed on paper larger than the trim size, and it extends beyond the trim edge. The excess, known as the bleed area, is trimmed off in the final steps of the printing process.
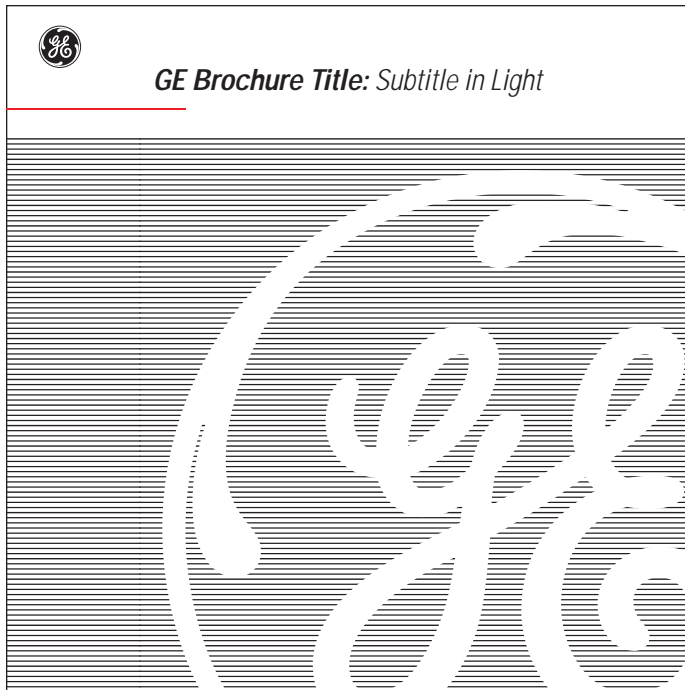
In artwork prepared for reproduction by traditional printing methods, use the Dynamic Monograms available on the numeral keys *2, 3, 4, 5, 6,* and *7* and the character keys *q, w, o,* and *p* in the upper half of the keyboard. They contain both

- trim marks to indicate the correct crop
- the extra area that will be cut off when the printed piece is trimmed to the finished size

Note: Do not use these Monograms in documents that will be output on laser printers.
Use them only to prepare artwork for reproduction by traditional methods such as offset lithography.

For more information, see document **382**.Sup, *GE Logo Font Supplement* (filename: *LOGO_SUP.pdf*), available from the GE Identity Website or Hotline.

GE Typography

Artwork indicating bleed and trim marks

GE Typography

Final printed and trimmed item

GE Brochure Title: *Subtitle in Light*

Detailed guidelines for creating the linear versions of the Dynamic Monogram are contained in document **382**.Sup, *GE Logo Font Supplement* (filename: *LOGO_SUP.pdf*)*,* available from the GE Identity Website or Hotline.

Caution: Although the guidelines in document **382**.Sup, *GE Logo Font Supplement,* make the process of creating the linear Dynamic Monograms appear easy, the ability to follow the directions and display, print, and reproduce acceptable results requires extensive knowledge of and experience in

• the limitations of and interactions among computer memory, computer programs, and display and output devices

• basic design principles

• the requirements of the GE Identity Program

Therefore, use of the linear Dynamic Monograms is recommended only to professional graphic designers preparing materials on high-end computers for traditional reproduction methods such as offset lithography.

Use by office personnel in documents prepared on standard office computers for display on computer screens and/or output on laser printers is strongly discouraged.

When correctly sized in a graphic signature, the diameter of the Monogram is two, three, or four times larger than the capital height of the signature typography in most program applications. In applications such as tradeshow exhibits, where the signature typography must appear very large in relation to the Monogram, the signature Monogram may be sized just one-third larger than the typography.

Expressed as a diameter : capital height ratio, these four proportional relationships are:

4 : 1 where the diameter of the Monogram is *quadruple* the capital height of the signature typography, and the capital height of the typography is *one-quarter* the diameter of the signature Monogram

3 : 1 where the diameter of the Monogram is *triple* the capital height of the signature typography, and the capital height of the typography is *one-third* the diameter of the signature Monogram

2 : 1 where the diameter of the Monogram is *double* the capital height of the signature typography, and the capital height of the typography is *one-half* the diameter of the signature Monogram

4 : 3 where the diameter of the Monogram is *one-third larger* than the capital height of the signature typography, and the capital height of the typography is *three-quarters* the diameter of the signature Monogram

Signature (shown at each ratio)

Signature Typography

To make it easy to achieve these correct proportional relationships, the diameter of the signature Monogram in GE Logo Font *equals* **the height of the Univers 68 and 48* capital letters in signature typography when both the Monogram and the typography are specified at the same point size.** As shown in the example above, the diameter equals the capital height when

- the signature Monogram is specified as 18-point GE Logo Font
- the signature typography is specified as 18-point Univers 68*

Because of this built-in 1 : 1 size relationship, it is easy to specify the correct point size for both the signature Monogram and typography, as shown in the examples on pages 11 and 12.

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

Reminder:
When used to specify a size in any given font, a point measurement states the distance between
• the top of the ascender (such as the top of the "h")
• the bottom of the descender (such as the bottom of the "q")

The point-size measurement of a font does not state
• the diameter of the Monogram in GE Logo Font
• the height of the capital letters in any font

The actual height of the capital letters and the actual diameter of the Monogram always measure less than the point-size specification.

In most applications, the actual capital height and diameter measurements are unimportant.

What is important in all applications is the proportional relationship between the capital height and diameter sizes.

Establishing the correct proportional relationship between the two point sizes by following the guidelines here ensures that the actual sizes also will be correct.

diameter
& capital height

font
point size

Signature Typography

If you have determined the desired point size of the signature Monogram, then specify the signature typography at
- *one-quarter*
- *one-third*
- *one-half*
- *three-quarters*
  the point size of the signature Monogram.

For example, as shown at the left, when the Monogram is specified in GE Logo Font at
- *48 point*
  the signature typography may be specified in Univers 68 (and, if needed, Univers 48)* at
- *12 point* (*one-quarter* the Monogram point size)
- *16 point* (*one-third* the Monogram point size)
- *24 point* (*one-half* the Monogram point size)
- *36 point* (*three-quarters* the Monogram point size)

Signature Typography

Signature Typography

Signature Typography

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

Signature Typography

Signature Typography

Signature Typography

Signature Typography

If you have determined the desired point size of the signature typography, then specify the signature Monogram at

- *quadruple*
- *triple*
- *double*
- *one-third larger than*
  the point size of the signature typography.

For example, as shown at the left, when the signature typography is specified in Univers 68 (and, if needed, Univers 48)* at

- *18 point*
  the signature Monogram may be specified in GE Logo Font at
- *72 point* (*quadruple* the typography point size)
- *54 point* (*triple* the typography point size)
- *36 point* (*double* the typography point size)
- *24 point* (*one-third larger than* the typography point size)

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

affiliate
an organizational element wholly or partially owned by the Company, or by one of the Company's *components* or affiliates, that is incorporated and operates with its own board of directors

affiliate naming process
the method by which names are developed for affiliates, using the *five-level naming scheme* and the *naming decision tree*
(See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 21 to 26.)

application
an item of *promotional* or *permanent media*

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

baseline
the alignment point of letterforms along their bottom edges

bleed
to reproduce so the image continues off the *format*

brand or brand mark
synonym for *word mark* or *design mark*

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

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

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

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

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

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

corporate mark
a *word mark* or *design mark* used to designate the GE brand of products or services, including
• the *Monogram*
• the block letter initials "GE"
• the *General Electric Signature*
(See document **121**, *Primary Trademarks & Service Marks,* pages 03 to 11.)

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

Dynamic Monogram
one of the authorized drawings of only a portion of the *Monogram*, used as *graphic support* in *program applications*
(See document **134**, *Dynamic Monogram.*)

field

the area within the *Monogram,* excluding
the *letters/curlicues* and including the *outline circle*
of the *positive* Monogram
(See document **131**, *Graphic Signatures,* page 30.)

five-level naming scheme

a tool used in the *affiliate naming process* that
includes five types of names, each communicating
a specific degree of association between the
Company and an *affiliate*
(See document **341**, *Name & Trademark Practices
for Affiliates, Joint Ventures, & Joint Projects,* pages
21 and 22.)

flush left

aligned at a common left margin
(See *visually flush left.*)

format

an area in which elements of identification,
such as *graphic signatures* and other graphic and
typographic elements, are placed

four-color process

a method of reproducing full color by separating
the desired colors into screen values of the
primary ink colors—magenta, cyan, and yellow—
and black, and printing them in combination

GE color palette

one of the three groups of colors used in
program applications
(See document **132**, *Color,* pages 03 to 05.)

General Electric Signature

the name "General Electric" typeset in all *capital
sans serif* letters with the *Monogram* placed between
or centered above the words in the name
(See document **121**, *Primary Trademarks & Service
Marks,* page 04.)

generic name

a name consisting of common words not
protected by trademark registration

graphic signature

the fundamental visual expression of identity,
usually consisting of three elements,
• the *signature Monogram*
• *signature typography*
• the *Laser Line*
configured in one of the acceptable arrangements
(See document **131**, *Graphic Signatures.*)

graphic support

a visual element used in a *layout* to enhance
the verbal message conveyed in a *graphic signature*
or other typography such as a title or headline
(for example, a photograph, an illustration,
a *thematic graphic,* the *Dynamic Monogram*)

grid

an underlying structure used to organize
elements in a *layout*

italic

having the characteristic of type with main
strokes slanting to the right (For example,
this sentence is typeset in an italic typeface.)

joint marks

the *Monogram* combined with an affiliate *mark,*
used to identify a *joint venture*
*(See document **341**, Name & Trademark Practices
for Affiliates, Joint Ventures, & Joint Projects,* pages
32 to 35.)

joint project

an *ad hoc* relationship between GE and another
company to handle a project, bid a job, market
a product, and so on
*(See document **341**, Name & Trademark Practices
for Affiliates, Joint Ventures, & Joint Projects,* pages
40 to 42.)

joint venture

an independent business entity jointly owned
by GE and one or more partners who cooperate
in managing it
*(See document **341**, Name & Trademark Practices
for Affiliates, Joint Ventures, & Joint Projects,* pages
30 to 39.)

continued

Laser Line
the fine horizontal line used as an element of *graphic signatures*
(See document **131**, *Graphic Signatures,* page 36.)

Laser Red
the corporate color often used in the *Laser Line,* the standard for which is shown and specified in document **560**, *Color Samples*
(See document **132**, *Color,* page 02.)

layout
the arrangement of graphic and typographic elements within a *format*

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

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

letterspacing
the space between letters in a word

line spacing
the space between lines of typography

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

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

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

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

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

media
forms of communication

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

naming decision tree
a tool used in the *affiliate naming process* consisting of a succession of questions, the answers to which assist in selecting from the *five-level naming scheme*
(See document **341**, *Name & Trademark Practices for Affiliates, Joint Ventures, & Joint Projects,* pages 23 and 24.)

outline circle
the outside line surrounding the *letters/curlicues* in the *positive* form of the *Monogram*
(See document **131**, *Graphic Signatures,* page 30.)

permanent media
forms of communication that do not convey changing promotional messages and are therefore designed once and reproduced without significant change (for example, stationery, business forms, signs, vehicles, product identification, shipping cartons)

pica
the basic typographic unit of measure used in GE Identity Program documents, equal to $\frac{1}{6}$ inch

Platinum Grey
the corporate color often used in the *Monogram* and *signature typography,* the standard for which is shown and specified in document **560**, *Color Samples*
(See document **132**, *Color,* page 02.)

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

positive
being dark in *value* against a light *background*

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

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

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

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

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

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

reverse
being light in *value* against a dark *background*

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

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

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

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

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

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

continued

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

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

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

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

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

thematic graphic
an image suggesting an idea about the Company
or its organizational parts, used in *promotional media*
(See document **243**, *Promotional Brochures,* page 11.)

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

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

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

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

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

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

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

word spacing
the space between words