



GE VERNOVA

Logo Quick Reference Guide (QRG) v2.0 Updated December 2022

Usage

Our logo lockup consists of a wordmark and a Monogram. In order to establish a connection between the new name and the GE brand, do not separate the Monogram from the wordmark.

1. Primary Logo

The horizontal logo is our primary lockup version and should be used in all cases. Use only the files provided in the official logo suite.

2. Clear Space

To make sure our logo retains its impact, we keep it prominent and clearly visible by placing it within an area of clear space. The clear space must always be kept free of any type or graphic elements. The minimum area of clear space is 40% of the diameter of the Monogram.

3. Minimum Size

The minimum height for our logo is 25 pixels for both digital and print uses. Never make the logo smaller than the specified minimum size, as that will compromise its quality and legibility.

4. Color

Our primary colors are Evergreen and White. Please seek approval from the Brand Team before using the logo on any form of communications or marketing materials. Where possible use the .ase swatch files or create new swatches using the exact values here for the appropriate color space you are working in.

Evergreen:

Pantone 7721C
CMYK 94/12/43/49
RGB 0/94/96
HEX #005E60

White:

PMS N/A
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

An Evergreen logo should be placed on white or light backgrounds, while a white logo should only be used on Evergreen or dark backgrounds.

Note: The Evergreen color has evolved since the initial release of the QRG. The Evergreen color has been optimized to improve contrast, readability and accessibility. The clear space around the logo has also been adjusted.

Please seek approval from the Brand Team at vernova.brand@ge.com before using the logo on any form of external communication or marketing materials.

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1.



2.



3.



4.

