

Predix as a Partner Ingredient

Predix as a Partner Ingredient

Relationship of Logos for Predix as a Partner Ingredient



Predix as a Partner Ingredient

Predix as a Partner Ingredient

This section provides guidance for when GE partners or customers are using Predix and wish to use the brand as an endorsement of their own IIoT efforts.

The Predix logo is locked up with a “from GE” endorsement to help partners and customers while reinforcing brand attribution to GE.

Predix Trademark Guidelines

Predix is a trademark of the General Electric Company. The trademark symbol ™ should be used in the first instance of body copy. It should not be used with the Predix logo.

Example

“XYZ has partnered with GE to leverage Predix™ in order to build a world that works better for companies and their customers.”

Do

Use the visual style of the Partner.

Use the GE Predix lockup.

Use a background color or photography and logo option with sufficient contrast.

Follow the Predix Logo Misuses for the GE Predix lockup.

For the complete GE Brand Expression Guidelines, contact the GE Brand Team.

Don't

Don't use the GE Monogram.

Don't use the Predix Pure Color Palette.

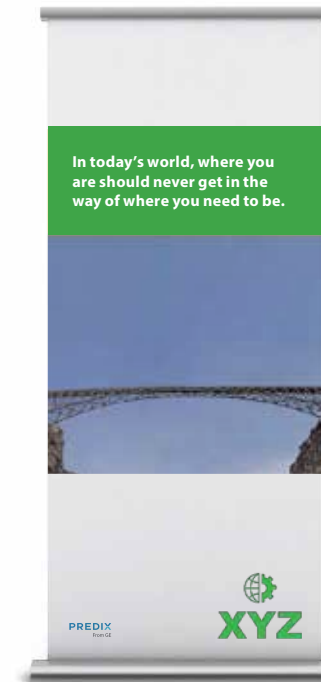
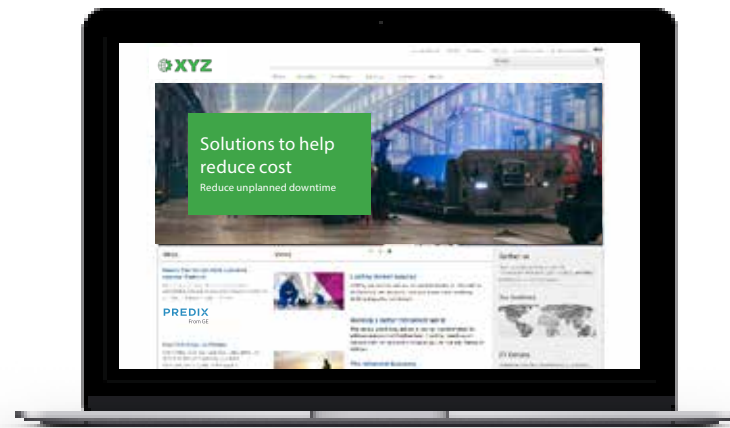
Don't use the Predix Pure Typography.

Don't use the Predix Pure Diagonal or Data Pattern.

Don't use the Predix Pure Photography.

Don't use the GE Brand Color Palette.

Examples



Relationship of Logos for Predix as a Partner Ingredient

Predix as a Partner Ingredient

When GE partners or customers are using the Predix brand as an endorsement the Predix logo is always locked up with a “from GE” endorsement to help partners and customers while reinforcing brand attribution to GE.

Below is guidance on the GE Predix lockup, and the size relationship and minimum spacing in relation to the partner logo.

Clear Space and Minimum Size



“From GE” typography aligns with the width of the “D” and the right of the “X” in the Predix logo.

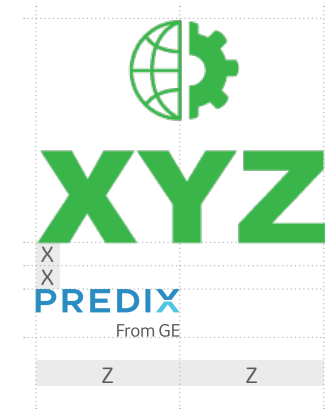
The distance of the “From GE” typography is .5X from the Predix logo.



The minimum size of the Predix GE Lockup is 0.75 inch wide for print and 100 pixels wide for digital.



Size Relationship



The partner logo is 2Z.

The distance between the Predix GE Lockup and partner logo is at least 2X.



Colors

PREDIX
From GE

Positive
(Preferred)

PREDIX
From GE

Reverse
(Alternate)

PREDIX
From GE

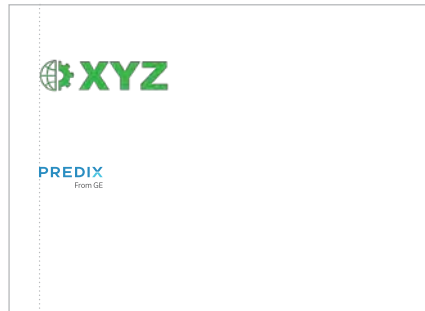
Black Positive
(Alternate)

Relationship of Logos for Predix as a Partner Ingredient (continued)

Predix as a Partner Ingredient

Below are placement examples for the Predix GE lockup and the partner logo. The placement can be aligned left or centered.

Placement Examples



Long form logo relationship—website or standing banner.



Transitional logo relationship—video end frame or PowerPoint.

Thank You

Resources

Thank you for helping make the Predix brand stronger and more impactful. Our communications tell a story. They enable us to stand out in the marketplace. By following these Guidelines, you can help ensure that our communications express our point of differentiation. Your attention to the visual details of the brand helps build awareness of our position and our standards in the market. Consistency and clarity convey our focused approach.

Assets

To download the Predix logo mark file, see
<http://design.team.ge.com/predix/brand>

Contacts

For questions, comments, or revisions to these guidelines, please contact:

Predix Brand Team

predix.brand@ge.com

GE Digital

katrina.craigwell@ge.com



About Predix

Predix is the Industrial Internet platform that connects data from physical assets to powerful analytics. Predix can operate everywhere industry does, allowing companies to quickly and securely connect their assets, collect data, and build and run applications.

predix.com
predix.io

© 2017 General Electric Company – All rights reserved.

GE, the GE Monogram and Predix are trademarks of General Electric Company.

No part of this document may be distributed, reproduced or posted without the express written permission of General Electric Company.

THIS DOCUMENT AND ITS CONTENTS ARE PROVIDED "AS IS," WITH NO REPRESENTATION OR WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO WARRANTIES OF DESIGN, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. ALL OTHER LIABILITY ARISING FROM RELIANCE UPON ANY INFORMATION CONTAINED HEREIN IS EXPRESSLY DISCLAIMED.

02 2017

