



<OUR CORE IDENTITY ITEMS>

Logo lockup

Primary logo lockup

The Baker Hughes GE (BHGE) logo system offers great flexibility. Active state logo lockups are designed using gradients, with colors taken from the BHGE color palette. The Light Blue gradient logo lockup is the primary logo lockup.

Gradient logos are used only on white backgrounds.

Secondary logo lockup

The secondary logo lockup comes in active state (the gradient logo lockup) and solid. The active state logo lockup comes in four different color gradients as shown to the right.

The solid logo lockup also comes in five color variations as shown to the right.

Clear space and minimum size

Clear space is the area surrounding the logo lockup that is kept free of other graphics and typography, and is based on the height of the "B" in Baker. Minimum sizes are specified to ensure the legibility of the logo lockup in both print and digital applications.

The Line

The Line is a graphic device applied to communications where it can be integrated with the logo, used by itself or integrated with the headline.

In all cases, the Line bleeds off the top and bottom of the page.

Primary logo lockup

Active state Light Blue gradient



Secondary active state logo lockup

Dark Blue gradient



Green gradient



Orange gradient



Gray gradient



Secondary solid logo lockup

Blue solid



Gray solid



Light Blue solid



Black solid



White solid

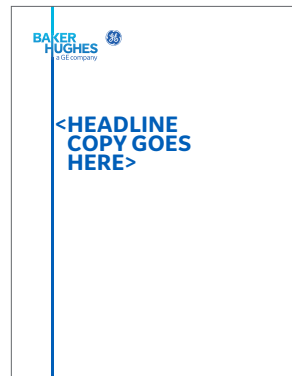


Clear space and minimum size

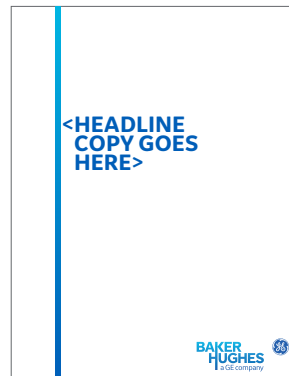


Print minimum size: 1 inch wide
Onscreen minimum size: 136 px wide

The Line



Line integrated with logo



Line only



Line integrated with headline (digital applications only)



Colors

The exhibit to the right shows the BHGE color system, including specifications for different color spaces. All colors, with the exception of Indigo, are those used in all of the different logo lockups.

Our primary colors are the dominant colors that carry the brand. The Blue and Light Blue colors are used in the primary logo lockup.

Our secondary colors are used frequently to support the brand.

Primary colors



Blue
RGB: 0, 94, 184
HEX: #005EB8
CMYK: 99, 50, 0, 0
Pantone: 300 C



Dark Gray
RGB: 99, 102, 106
HEX: #63666A
CMYK: 0, 0, 0, 70
Pantone: Cool Gray 10 C



Light Blue
RGB: 0, 181, 226
HEX: #00B5E2
CMYK: 75, 0, 5, 0
Pantone: 306 C



Light Gray
RGB: 177, 179, 179
HEX: #B1B3B3
CMYK: 0, 0, 0, 35
Pantone: Cool Gray 5 C



White
RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0

Secondary colors



Dark Blue
RGB: 16, 6, 159
HEX: #10069F
CMYK: 100, 95, 0, 3
Pantone: Blue 072 C



Indigo
RGB: 19, 41, 75
HEX: #13294B
CMYK: 100, 90, 10, 77
Pantone: 2767 C



Light Green
RGB: 151, 215, 0
HEX: #97D700
CMYK: 46, 0, 90, 0
Pantone: 375 C



Dark Green
RGB: 0, 191, 111
HEX: #00BF6F
CMYK: 75, 0, 71, 0
Pantone: 7480 C



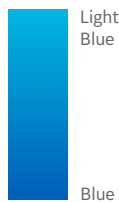
Light Orange
RGB: 234, 170, 0
HEX: #EAAA00
CMYK: 0, 30, 100, 0
Pantone: 124 C



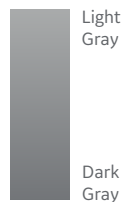
Dark Orange
RGB: 254, 80, 0
HEX: #FE5000
CMYK: 0, 75, 100, 0
Pantone: Orange 021 C

Gradients

The colors used in the gradients are based on the BHGE color palette shown above. Gradients are built with light color at the top, dark color at the bottom.



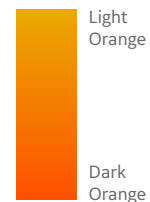
Light Blue
Blue



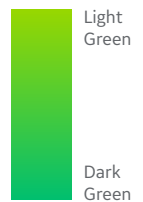
Light Gray
Dark Gray



Blue
Dark Blue



Light Orange
Dark Orange



Light Green
Dark Green

Gradients in photography

Gradients are also used in photography. The gradient is placed over the image, set to multiply, and the opacity adjusted for clarity.



Typography

GE Inspira Sans is the primary font used in the BHGE brand system, used for both headlines and body copy.

GE Inspira Sans Regular, *GE Inspira Sans Regular Italic*
GE Inspira Sans Bold, ***GE Inspira Sans Bold Italic***