



USE OF THE THEME AND SYMBOL
 in General Electric Communications
 ADVERTISING

DISPLAYS

SALES PROMOTION

AUDIO-VISUAL

PUBLICATIONS

PRODUCT PACKAGING

GENERAL  ELECTRIC

USE OF THE SYMBOL

This booklet has been prepared by the New York World's Fair Operation, with the cooperation of many component advertising managers. It is intended as a guide that will suggest some, of the many, possible uses for the Progressland symbol in promotional messages which bear G.E. identification.

Obviously, extensive use of the Progressland symbol in the external communications programs of company components will further enhance General Electric's investment in the 1964-1965 World's Fair. However, using the theme and symbol also offers components an ideal "visual" opportunity to integrate the excitement of a World's Fair with specific product promotions. Here, the value of the symbol to your component, and the Company, will depend upon using it with good judgment and taste—preferably in those areas where the Company can maintain complete control over material content and context.

Two versions of the symbol are available to you. Each includes a highly distinctive rendering of our Progressland pavilion in line art—highlighting the building's unique curved roof and monogram pylon.

One of the two offers a symbolic "family" group in the foreground. Both are quite flexible—easily adaptable for space advertising, literature imprinting, product packaging, etc. The copy on the symbol should not be varied radically without consulting the New York World's Fair operation. It has three essential parts: (1) General Electric Progressland, (2) a Walt Disney presentation, (3) at the New York World's Fair. Any variation of the words in the Disney identification *must* be cleared with the New York World's Fair Operation.

A note of caution: Progressland theme and symbol should not be used in lieu of proper corporate identification, nor should it in any way dominate or conflict with the General Electric signature. (ref: PRF-11 Company policy).

REPRODUCTION PROOF SHEETS WHICH PRESENT THE SYMBOL AND COPY THEME TREATMENTS IN VARIOUS COMBINATIONS AND STYLES HAVE BEEN INSERTED IN THIS BOOKLET FOR YOUR CONVENIENCE. ADDITIONAL COPIES CAN BE OBTAINED BY WRITING TO: DISTRIBUTION SERVICES, A&SP DEPARTMENT, SCHENECTADY, NEW YORK.



A standard one-page ad in either B & W or color. Simple one-line theme treatment with Progressland symbol flush right. Dignified use does not conflict with corporate identification.

SPACE ADVERTISING

How to best use the Progressland theme and symbol in space ads is shown here via a one-page ad (left), and a fractional page and two-page spread ad (next page, under flap). As portrayed, they show theme and symbol variations used in conjunction with the corporate slogan and signature. It is not intended that, within any ad size classification, the theme and symbol form illustrated *must* be employed. It should only be used with judgment and taste compatible with good ad layout. The use of Progressland theme and symbol by G-E dealers, distributors, or agents in their space advertising programs should be discouraged in any instance where the Company cannot maintain control over ad content or context.



Half page ad using smaller three-line theme and symbol. Bold symbol design still unusually effective even in smaller ad sizes.



Spread ad either in B & W or color. Note clean, unobtrusive use of single line theme and symbol treatment working with Company signature. Use compatible with horizontal effect of ad layout.

SALES PROMOTION MATERIALS AND LITERATURE

As in space advertising, use of the Progressland theme and symbol on sales promotion materials and literature should be extensive. The symbol can be utilized on such specific items as:

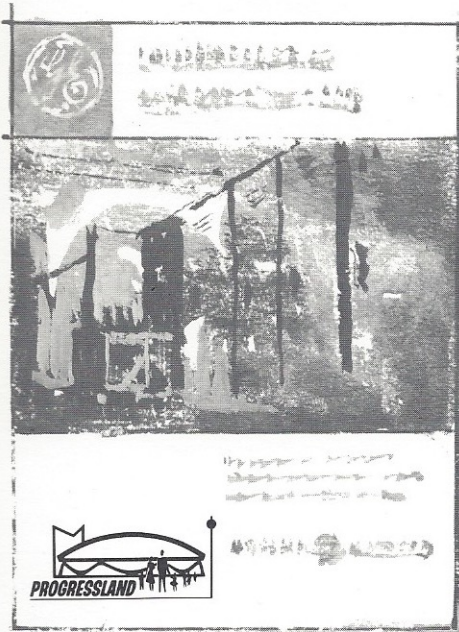
Broadsides, brochures, calendars, cartons, counter cards, floor displays, handbooks, house organs, installation manuals, mailing pieces, postage meters, product catalogs, sales plan folders, self mailers, service manuals, shipping banners, stationary window streamers, etc.

In certain instances, size will preclude use of the theme. Available space may only allow for use of the word "Progressland" and the symbol. Examples are: Ash trays, key rings, lighters and match folders.

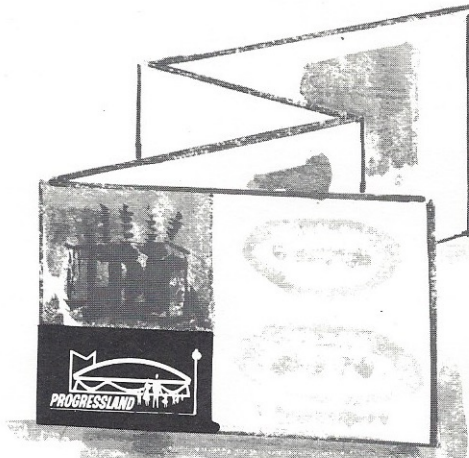


PRODUCT CATALOG

"Squarish" theme and symbol treatment, for a typical product catalog. Slightly upsized to prevent its being lost among the competing cover elements—complements the Company signature.



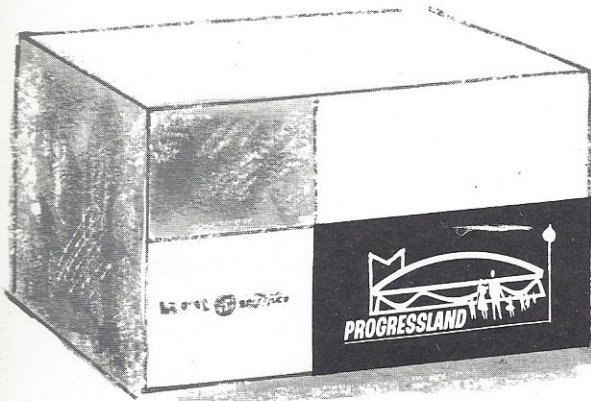
**PRODUCT BULLETINS
AND FOLDERS**



**SELF
MAILERS**

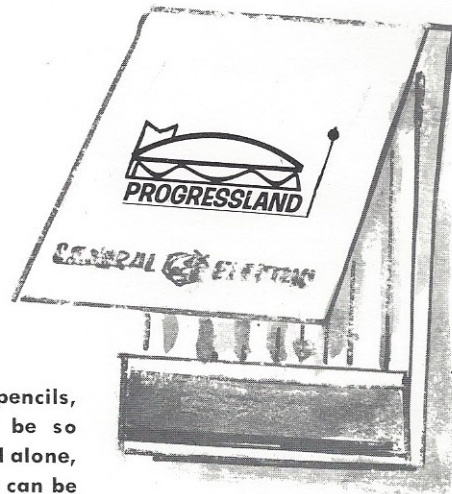
Product literature and sales plan folders represent perhaps the widest possible area for applying Progressland theme and symbol. As shown in this example, it has been used as large as possible and in keeping with individual cover design requirements.

Interesting art treatments are possible, as in the case of this "reverse" usage, to further enhance the design of self mailers, and mailers of handouts for dealer and distributor use.



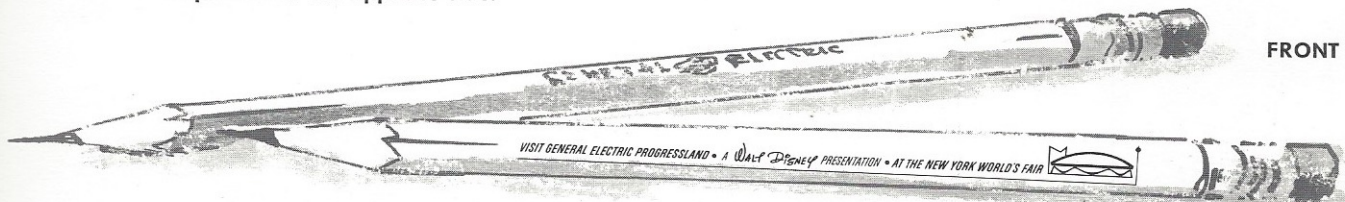
**PRODUCT
PACKAGING**

Product packaging: here's a real opportunity to tie your product into Progressland. Use the theme and symbol either in a vertical or horizontal treatment. Large or small, it easily adapts to individual packaging designs.



**GIVE-
AWAYS**

On such give-away items as match folders, pencils, cigarette lighters, and key chains, space may be so limited as to require use of the Progressland symbol alone, or with a minimum of theme copy. Your message can be imprinted on the opposite side.



FRONT

BACK

Visit



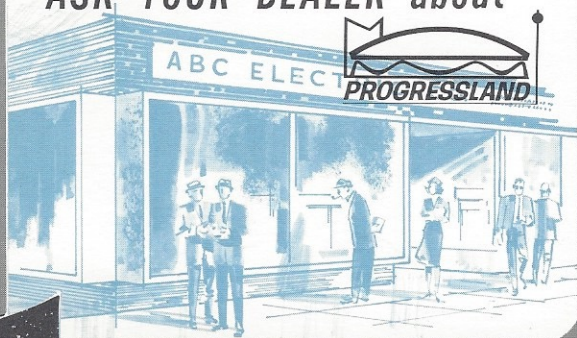
GENERAL  ELECTRIC

VISIT GENERAL ELECTRIC 
AT THE NEW YORK WORLD'S FAIR

Progress
Is Our
Most Important
Product

VISIT GENERAL ELECTRIC 
A WALT DISNEY PRESENTATION
AT THE NEW YORK WORLD'S FAIR

ASK YOUR DEALER about



AUDIO-VISUAL MEDIA

Because films and TV presentations are essentially motion media, broad developmental treatments of the Progressland theme and symbol are desirable, if the fullest advantage is to be gained. In many instances, however, simple inclusion of the Progressland theme and symbol may be used, since TV commercial time limitations often will prevent developing a Progressland tie-in through a series of progressive build-ups.

Four possible treatments of the Progressland theme and symbol are illustrated in the left-hand column. Each shows how a specific requirement can be met—for example: component motion pictures, commercial films for television, slide presentations, etc. Starting from the top:

FRAME 1 A simple 2-second build-up of the Progressland theme and symbol above the corporate signature. Integrates well with television commercial and motion picture requirements.

FRAME 2 Progressland symbol used in conjunction with the corporate slogan—each complementing the other for added effectiveness. Well suited for slide presentations.

FRAME 3 Symbol superimposed over product commercial—washer/dryer, small appliances, etc.—preceding corporate identification. Excellent for *fast* build-up situations.

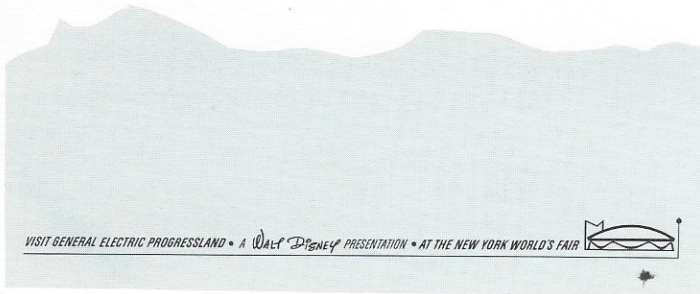
FRAME 4 Suggested television commercial tie-in for use by those components offering World's Fair incentive programs through distributor/dealer sales organizations.

Radio—It is acknowledged that in radio it is extremely difficult to adhere to any set of hard and fast rules. However, it is expected that Progressland phrases would be used in good taste and judgment . . . where logical tie-in opportunities present themselves.



EXHIBITS AND DISPLAYS

In company exhibits and displays, it is presumed that the Progressland theme and symbol would be subordinate to other display elements. However, there are numerous opportunities for Progressland tie-ins, particularly in exhibits of products that are either on display or being used in the G-E Pavilion. Here, for example, is a distributor counter display using the symbol to good advantage.



STATIONERY

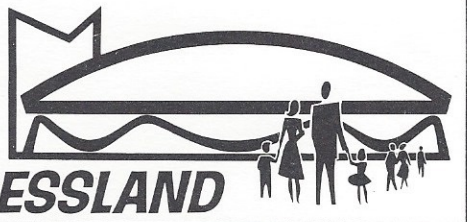
Company components may imprint stationery with the Progressland theme and symbol. Additionally, pressure-sensitive labels may be ordered (see promotional aids booklet) for use on external correspondence, special presentations, proposals, quotations, etc.

AT THE NEW YORK WORLD'S FAIR

VISIT
GENERAL
ELECTRIC

PROGRESSLAND

A WALT DISNEY PRESENTATION



POSTAGE METER SLUG

Postage meter ad plates featuring the Progressland slug can be used for envelope imprinting. Designs are available to fit all Pitney-Bowes DM, RT, RF, AV and 5300 model meters. Machine model must be specified when ordering (see ordering information in PROGRESSLAND PAYOFF PACKAGE booklet, "Promotional Aids.")

REPRODUCTION PROOF SHEETS of all basic black-and-white and two-color treatments of the Progressland theme and symbol can be obtained by writing to: Distribution Services, A&SP Department, Schenectady, New York.

QUESTIONS INVOLVING FORMS OR USAGES of the Progressland theme and symbol not covered in this booklet, should be referred to the New York World's Fair operation. Additional copies of this booklet may also be obtained by writing: Information Services, New York World's Fair Operation, General Electric Company, 570 Lexington Avenue, New York, N. Y.

GENERAL  ELECTRIC

VISIT GENERAL ELECTRIC PROGRESSLAND • A WALT DISNEY PRESENTATION • AT THE NEW YORK WORLD'S FAIR

