

Typography

Introduction
Primary typeface
System font
Hierarchy

Vertical type
Specifications: Vertical type
Don'ts



System font: Arial

For ease of use and to ensure consistency across shared documents, all Microsoft Office files, including our PowerPoint template, utilize the Arial type family. Do not embed fonts into PowerPoint files.

Email and email signatures should also utilize the Arial type family.

Do not use Arial for marketing materials.

Arial Type family

Regular

Italic

Bold

Bold Italic

Go-to-market typeface: Klim Type Foundry's Sons

Sons Type family

Our go-to-market typeface is called Sons, by Klim Type Foundry. Sons is the English translated version of the original typeface called Söhne. This typeface should only be used by content creators of external marketing materials such as GE Aerospace's communications and marketing departments and supporting agencies and vendors.

We use Sons for all headline and body text for both print and digital applications. There are six type styles available. The font style we use for headlines and subheads is Light. We use Book for body copy. Italics are reserved for establishing hierarchy and highlighting key information in complex layouts.

Note: For information on obtaining licensed fonts, please contact the Brand Team. Please refer to the Contact page for details.

Light
Light Italic
Book
Book Italic
Semibold
Semibold Italic

Hierarchy

We use Sons Light for headlines and subheads to capture our tone of voice. Set in sentence case with optical kerning, the leading of the type matches the point size, with no additional spacing.

When we set body copy, we use Sons Book with 20% extra leading.

Sons Semibold can be used as a heading within body copy at the same size.

— **H1**
Sons Light
170/170 pt
Optical kerning

Soaring to new heights

— **H2**
Sons Light
70/70 pt
Optical kerning

Bold reinvention of aerospace

— **H3**
Sons Semibold
20/24 pt

Sustainability

We believe the world works better when it flies. That's why we have the spirit, the ambition, and the means to help achieve net zero by delivering the next generation propulsion systems.

Body
Sons Book
20/24 pt

— **Button**
Sons Light
Optical kerning

Learn more

Don'ts

Our typography is an essential part of our visual identity. The following are some examples of possible misuse.

Legibility should always be considered.

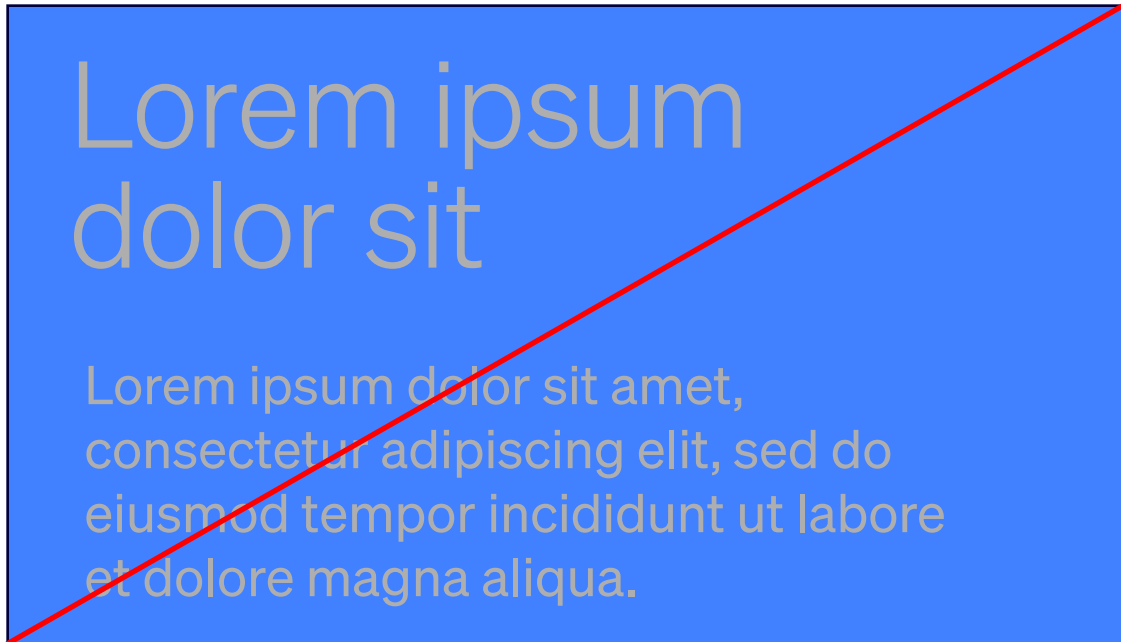
- 1. Do not use all caps for headlines
- 2. Do not use title case for headlines
- 3. Do not use low-contrast color combinations with text and background colors
- 4. Do not place text over a busy background. Make sure there is enough contrast for legibility
- 5. Do not use green type
- 6. Do not skew or distort text, use drop shadows, glows or other effects
- 7. Do not rotate typography other than 90°
- 8. Do not use any other weights besides Light, Book, and Semibold
- 9. Do not use unapproved fonts



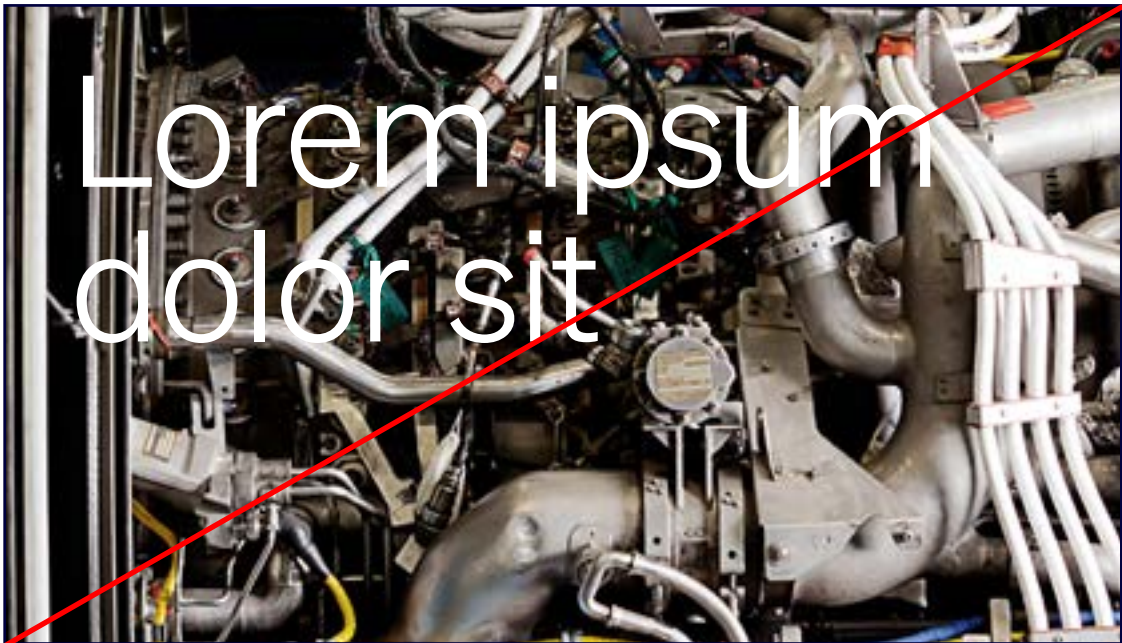
1



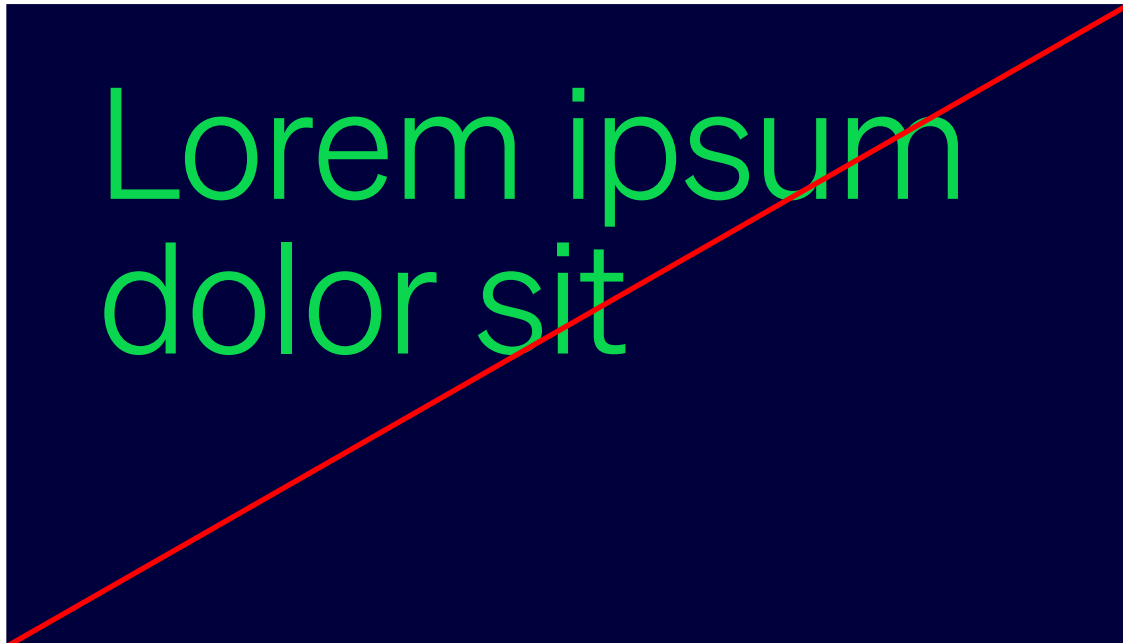
2



3



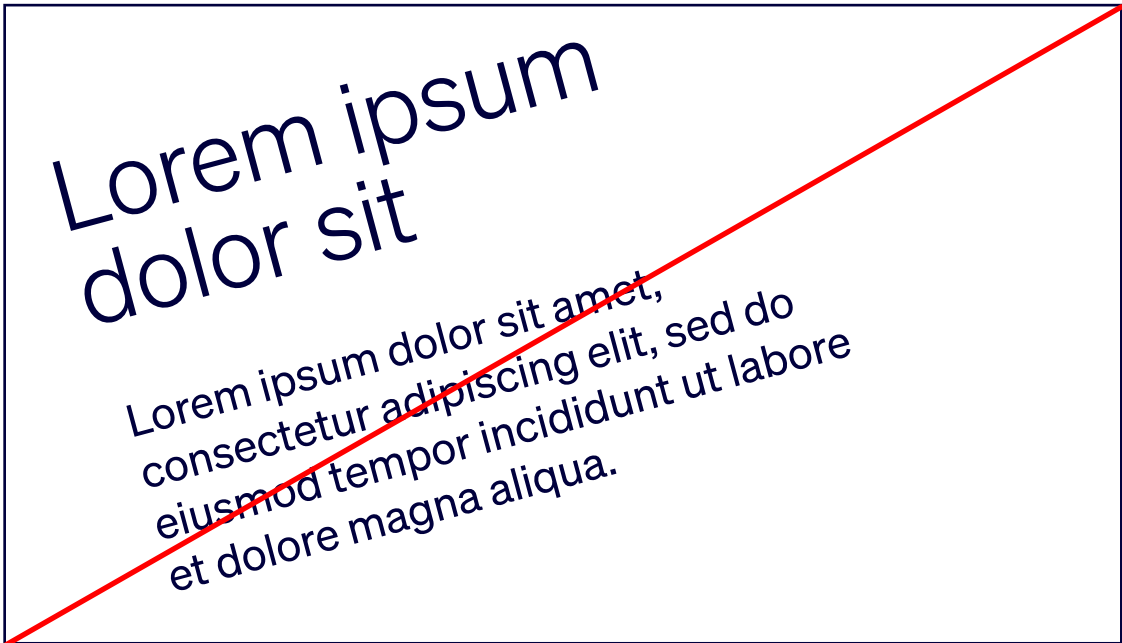
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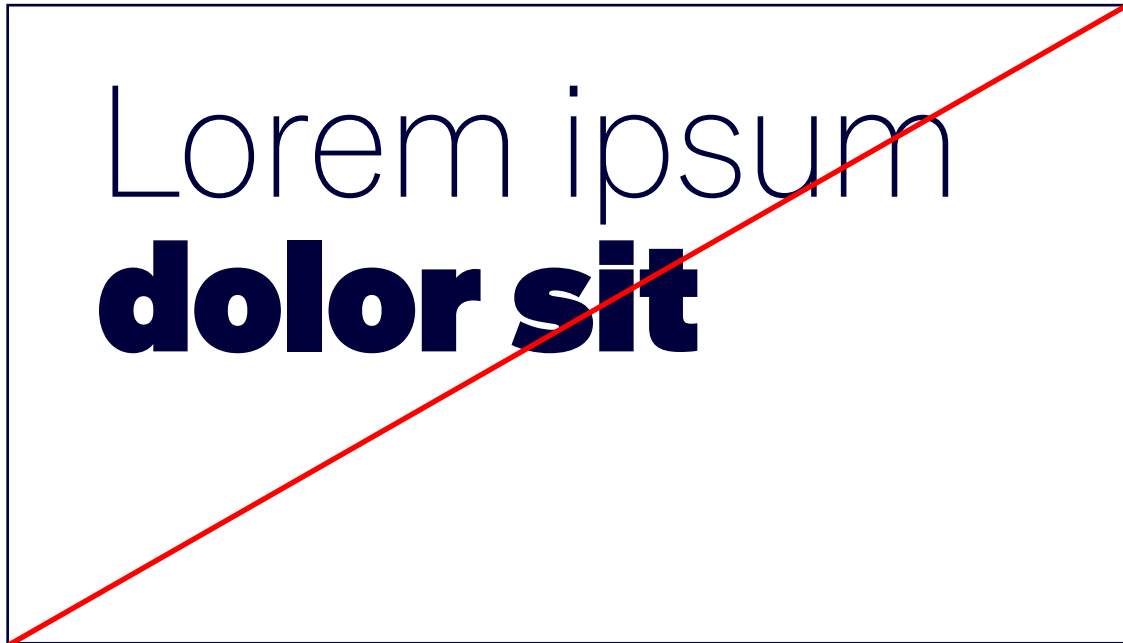
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6



7



8



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