

Brand Guidelines

Changed

- Global
- Made minor text changes throughout.
 - Updated images throughout to reflect more current expression of our brand.
 - Compressed creative examples throughout document due to added addendums which will provide content creators more in-depth guidance on specific creative explorations.
 - Updated font accessibility. Source Sans Pro is no longer an open source font available from Microsoft. Our font can be downloaded from an article on The Beat [here](#).

Added

- Added links to documents on Box, The Beat and the Agency Brand Portal.
- Links to new addendum guidelines:
- [Infographic Guidelines](#)
 - [Uniform Guidelines](#)
 - [Interim Merchandise Guidelines](#)
 - [Stationery Guidelines](#)
 - [Accent Color Guidelines](#)
-
- 19 – Added clarity that translation of GE HealthCare logo not possible unless legally required or it presents a cultural issue.
 - 27 – Added clarity on clear space needed around GE HealthCare logo on horizontal plane.
 - 42 – Added further guidance around the recommended approach and use of accent colors. Accent color usage is defined as “functional” only and reflected in all visuals.
 - 44 – Emphasized guidance around our recommended 70/30 ratio when using accent colors. (70% Compassion Purple / 30% accent colors)
 - 58 – Added new formal portrait images.
 - 97 – Added more information about the necessary application of trademark on promotional items.
 - 97 – Added link to download translations of trademark.
 - 99 – Added further information on using ‘GE HealthCare’s’ (apostrophe) for any name, group or initiative with the GE HealthCare name or logo.
 - 101 – Added Guideline Survey to solicit user feedback and suggestions for next version.

Introduction

These guidelines reflect our brand strategy coming to life through our visual and verbal identities. They create a consistent look and feel across all of our brand touchpoints.

They are meant to inspire those developing branded communications to establish a distinctive identity over time. More than a set of rules, these guidelines present principles and offer illustrative examples to help guide the expression of GE HealthCare's brand.

GE HealthCare is a trademark licensee of the GE brand, and there are several restrictions on the use of these trademarks under the Trademark License Agreement (TMLA). This document provides critical guidance to ensure all branded materials are in compliance with the TMLA.

Introduction

Aug 2023 — Apr 2024 Changes 2

Introduction 3

Table of contents 4

Brand strategy

Our purpose 6

Experience principles 7

Verbal identity

What is verbal identity? 10

Verbal principles and writing tactics 11

What is brand messaging? 12

Dos and don'ts 13

Before and after examples 14

Visual identity

Element overview 17

Logo 18

Logo narrative 19

Logo versions 20

GE Monogram 21

Primary logo minimum clear space and size 22

Stacked logo minimum clear space and size 23

Logo integrity 24

Logo color 25

Logo sizing and placement 26

Logo sizing flexibility 27

Logo don'ts 28

Platform logo (special use) 29

Platform logo sizing and placement 30

Platform logo don'ts 31

Typography 32

Source Sans Pro 33

Type styles 34

System font (if Source Sans Pro is unavailable) 35

Type hierarchy 36

Type hierarchy in use 37

Typography don'ts 38

Highlighted type (special use) 39

Highlighted type don'ts 40

Color 41

Color overview 42

Digital accessibility colors 43

Color proportions and usage 44

Accent color principles 45

Color ratio and usage 46

Color don'ts 47

Photography 48

Photography style 49

Key photography principles 51

Themes 52

People 53

Environmental 54

Technology 56

Products 57

Portraits 58

Photography principles to embrace 59

Photography don'ts 60

Principles 61

Grid 62

Grid for new formats 63

Common aspect ratios 64

Content placement 65

Graphic device 66

Graphic device usage 67

Graphic device don'ts 68

Charts and tables 69

Iconography 70

How it all comes together 71

Visual elements usage 72

Examples 75

Brochure 76

Brochure layouts 78

Digital media 79

Environment 80

Email banners 81

Mobile 82

Presentation 83

Promotional items 84

Social 85

Stationery and email signature 87

Trade show 88

Website 90

Hardware and Software design 91

Hardware overview 92

Hardware guideline overview 93

Software overview 94

Software guidelines 95

Legal requirements 96

Trademark usage and legal considerations 97

GE HealthCare name use cases and secondary marks 98

Actions requiring approval 99

Product branding and names 100

Guidelines, templates & tools 101

Supporting Addendums

[Infographic Guidelines](#)

[Uniform Guidelines](#)

[Interim Merchandise Guidelines](#)

[Stationery Guidelines](#)

[Accent Color Guidelines](#)



Brand strategy

Our brand strategy is the blueprint on which our brand is built. It defines who we are, why we're different, and what we stand for in the minds of people everywhere.

Our purpose

We operate in a world not just fighting disease but a world that needs to be more inclusive, more resilient, and more sustainable. Healthcare needs organizations like ours to lead the way in a new world of health that makes incredible progress and is still faced with heartbreaking challenges, old and new.

GE HealthCare has a once-in-a-generation opportunity to forge our own way, imagine our possibilities, collaborate with our customers, and inspire our current and future talent. All in the name of improving patient care.

Create a world where healthcare has no limits

Making healthcare technology more human

GE HealthCare stands for a world of healthcare that's more inclusive, resilient, and sustainable.

We want our audiences to feel our optimism, compassion, and courage to reshape the industry around people, our determination to push the envelope, and our vision to pursue limitless possibilities in healthcare.

These guiding principles for creating experiences help our audiences feel a certain way every time they interact with us. They should help shift perceptions of GE HealthCare toward how we are making healthcare technology more accessible, useful, and human.

Experience principles

Experience principles are high-level aspirational emotions that help create consistent and differentiated customer experiences. They help guide what we want our audiences to feel while supporting consistency and continuity throughout the brand.

Approachable

By listening closely to the people we serve, we work shoulder-to-shoulder as a true healthcare partner.

Compassionate

Helping people is the reason we work in healthcare, and why we feel so deeply about making it work better for all.

Courageous

Only big ideas can change an entire industry, and we deliver breakthrough ideas that can alter its course.

Optimistic

We believe there is always a better way, so we're always looking for the best right answer.

Visionary

Because the healthcare world is in need of positive change, we see the possibilities to evolve it for the better.



Verbal identity

Our brand voice is passionate about reorienting the industry around people, our determination to push the envelope, and our vision to pursue the possibilities in healthcare.

What is verbal identity?

Verbal identity is the complement to a brand's visual identity, defining the style and the substance of a brand's verbal communications. It is founded on two key components, Voice and Messaging.

Voice

Voice is how we communicate—our unique style of writing and speaking. It's the expression of our brand's personality in language. Our voice sets the stage for unique brand experiences and breaks through what competitors are saying, so we're always a distinct, recognizable presence in the marketplace.

Messaging

Messaging is what we say—the key ideas that underlie the unique stories we tell. It's expressed in a set of themes called “pillars” that define what our brand wants the world to know about us.

Verbal principles
and writing tactics

Principles
Our writing principles set the overall direction and tone for the copy. They are goals for writers to aim for consistently across the brand.

Tactics
Each voice principle is supported by specific tactics to help bring it to life in writing, getting us closer to a consistent brand tone.

Mix our principles and tactics as appropriate for your piece—you won’t always use all of them.

Embody
compassion

We’re here because
we care

Push the
envelope

Our passion and compassion
drive us forward

Evoke
possibility

We create new potential
in healthcare

Tactic 1

Use inclusive, relationship-driven words (let’s, our, together, connection) to foster the sense that we’re here with you every step of the way.

Push boundaries that people take for granted in healthcare. Ask whether the way we’ve always done it is truly the right or best way.

Demonstrate curiosity by helping our audiences understand how we see beyond traditional healthcare—our methods, approaches, mindset—to envision what’s not yet possible.

Tactic 2

Lead with empathy. Try to understand what all of our audiences—patients, providers, administrators, and others—are feeling, to build trust and common purpose.

Speak fearlessly by using inspiring, emotive language that shapes the conversation around new possibilities in healthcare.

Spark imagination by probing healthcare’s limits. Feed the patient’s imagination and inspire them to envision a range of new possibilities.

Tactic 3

Use authentic, down-to-earth phrases that everyone we serve can understand. Don’t use a ten-dollar word when a simple, clear one will do.

Celebrate our spirit by being transparent about our passion, what we’re working on, and how we’re creating a world without limits.

Speak innovation’s language by using dynamic words and verbs. Create the impression that we’re always on the cutting edge.

What is brand messaging?

Messaging translates our core strengths into a single source of truth and overarching story for how we talk about the brand. It is a hub around which additional messaging is built—for audiences and business units—to keep all communications grounded and consistent.

Messaging pillars

Messaging is made up of pillars, which are foundational themes that underlie all our communications. These pillars are the essential ideas about our brand, laying out our key offerings and points of difference in the marketplace. They are the touchstones of our brand experience.

Download our messaging doc

Download

GE HealthCare reshapes the industry around people, inventing tools that transform and humanize care, enabling healthcare professionals to go above and beyond.

Messaging pillars

We reshape the industry around people

We’re continuously seeking smarter ways to help clinicians keep people healthy. Today, we’re engineering a future where technology transforms the reach of healthcare, to improve all our prospects. We’re broadening the information caregivers have for the patients they treat and deepening their understanding so every care decision is more informed. Partnering with practitioners, we’re working toward a day when technology is an effortless companion, solving the greatest challenges in their work, expanding the impact of care in our lives.

We invent tools that transform and humanize care

We’ve developed breakthrough technologies for well over a century, and the more we’ve pushed, the further it’s taken us. At the center of clinicians’ work today are GE HealthCare’s tools that reveal the person behind the patient, for a clarity and specificity in treatment we could only dream of a generation ago. New tools usher in new ways of caring. Clinician work is streamlined. Individual patient needs are identified and addressed faster. Care becomes increasingly precise and personalized. We listen to the needs of today to create the tools of tomorrow.

We empower healthcare professionals to go above and beyond

Information is power, and as GE HealthCare harnesses it, we unleash it. When clinicians have at hand the smartest, simplest roadmaps to prevention, cures, and recovery, the outlook for patients changes. What couldn’t be hoped for previously, suddenly is within reach. As we advance the possibilities of healthcare, caregivers find greater confidence and satisfaction in their work. Communities can serve the healthcare needs of everyone, not just the most advantaged. And every day we live in a world of ever better outcomes, where you’re always living your healthiest life.

Dos and don'ts

Using the brand voice correctly is an important way to maintain brand consistency. Here is what to aim for and avoid in our writing.

Dos

Write in a manner that closely resembles how you speak in a conversation—person-to-person, which reflects a more informal style of writing.

Demonstrate our understanding of the day-to-day issues clinicians and patients face—we're not inventing in isolation; we're a part of their world.

Look for the conversational way to phrase ideas and concepts so they're understood right away.

Speak to possibilities by indicating what's not yet achievable today. Give a sense of where we're exploring, even if we don't have the answers yet.

Find ways to enliven our writing with richer, more energetic word choice, especially in areas we talk about all the time. As innovators, we think about familiar things in new ways.

Don'ts



Don't let the energy or boldness in our writing overtake its goal: clear communication from an established, trusted brand.



Don't let our passion become self-conscious: we show it rather than say it.



Don't use jargon where everyday language can substitute, and try not to use more than one word of jargon in a sentence.



Don't let our inclusive, relationship-driven tone become chummy or overly casual. We're not formal, but we're always professional.



Don't let our sense of compassion drift into softness, dreaminess, or "mushiness" in our writing. We have empathy for the hard parts of healthcare, but we're here confidently to improve or eliminate them.

Before and after examples

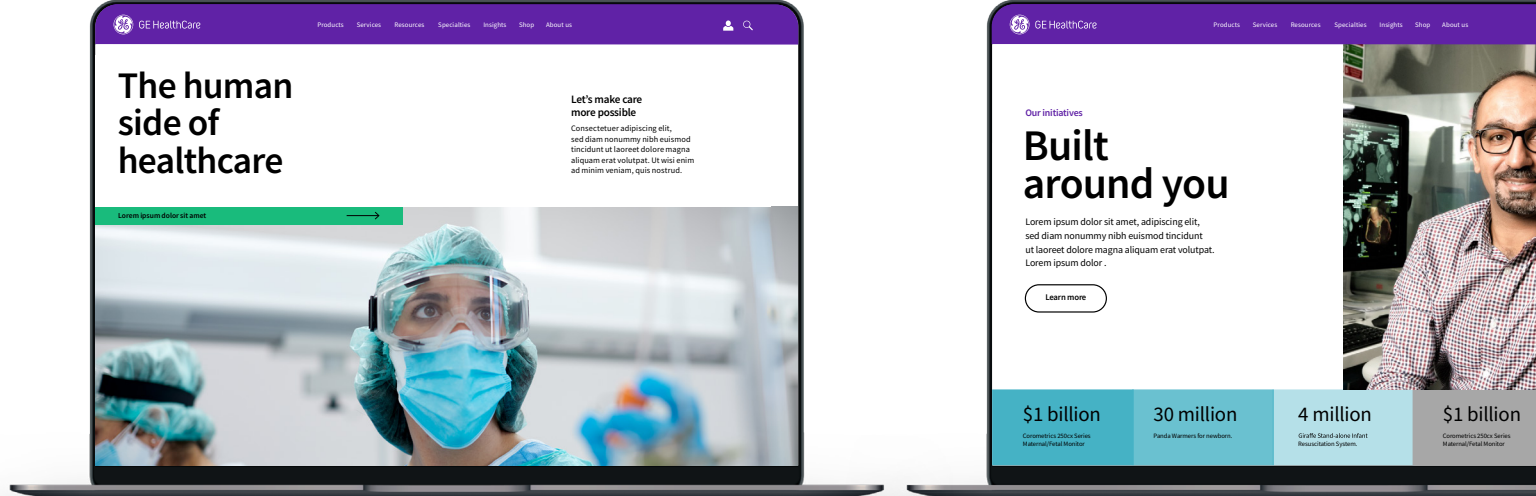
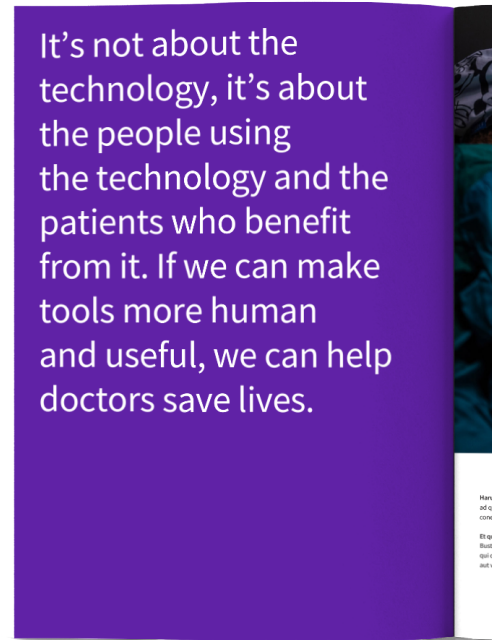
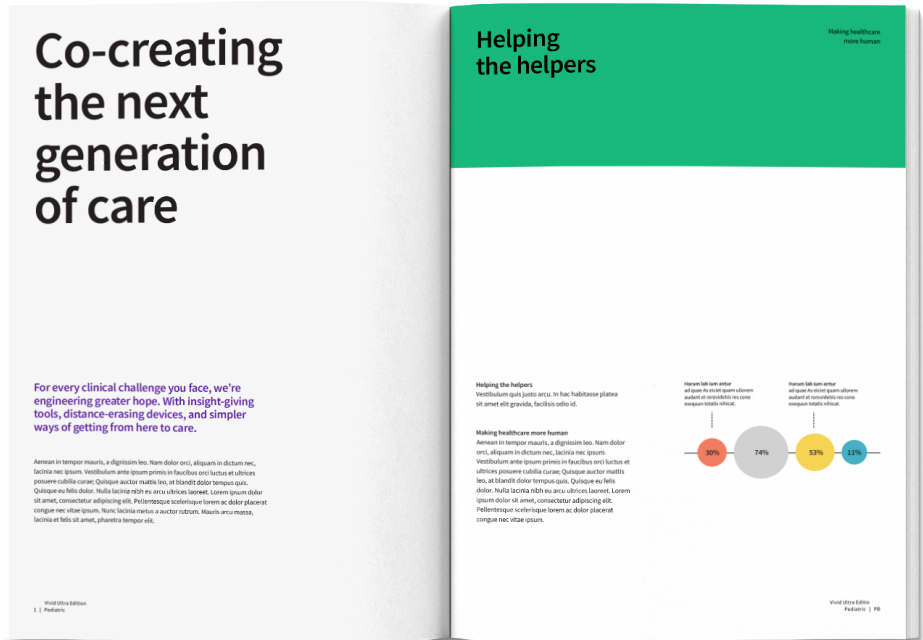
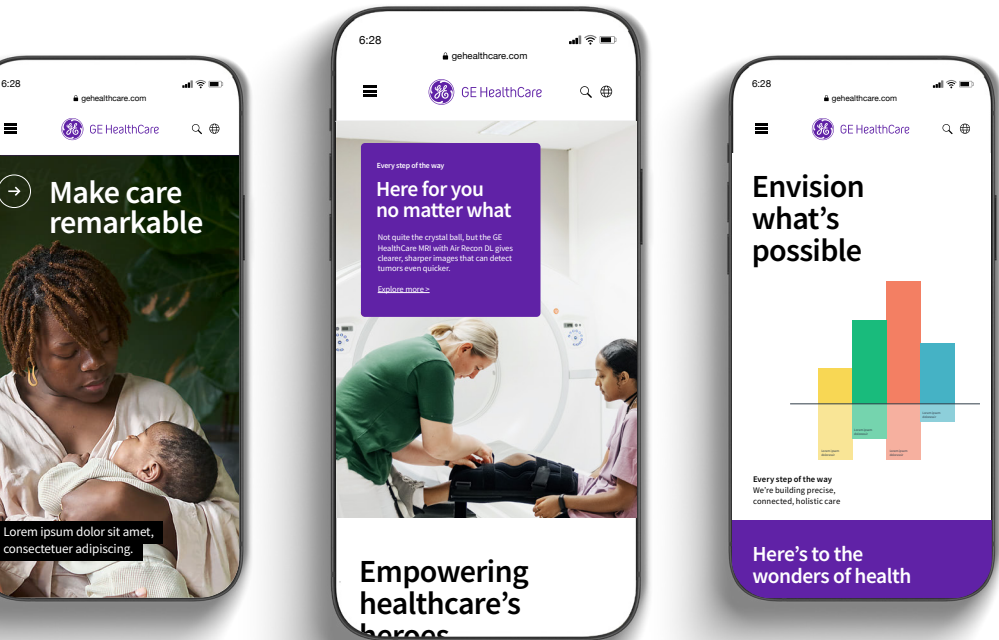
Before and after samples demonstrate the use of our verbal writing style encompassing how our principles and tactics work together to leverage a more human approach.

	About Us for website	Serve/Specialty description	Product description
Before	We help clinicians provide the best patient care possible As a leading global medical technology, pharmaceutical diagnostics, and digital solutions innovator, GE HealthCare enables clinicians to make faster, more informed decisions through intelligent devices, data analytics, applications, and services, supported by our intelligence platform. We are committed to fostering an inclusive culture of respect, transparency, and unyielding integrity.	Elevating patient care in the ICU The Intensive Care Unit (ICU) is a challenging environment. It has the most critical patients in the hospital, and there is continuous demand to increase staff efficiency and reduce costs. Let GE HealthCare support you in elevating your patient experiences, clinical outcomes, and workflows. We offer solutions that take the technology in your facility to the next level by providing an innovative and flexible ecosystem of secure, interconnected devices and systems. Workflows optimized, economic efficiencies uncovered, and clinical capabilities taken to new heights throughout the care continuum. Elevate your patient care with GE HealthCare.	Empowering Point-of-Care Medicine See clearly. See quickly. Guide precisely. Those were the values users requested that drove the creation of the NextGen LOGIQ™ e Ultrasound. Its imaging engine comes from GE HealthCare’s flagship console systems, delivering crisp images in a portable package. Point-of-care ultrasound-specific software and transducers help to see the needle to administer a block or perform an aspiration quickly, even in an obese patient. When productivity matters, you can control the console from the transducer—potentially eliminating the need to have a second person assist.
After	The brightest ideas for your best care At GE HealthCare, we’re partnering with clinicians to create the leading edge of healthcare, anticipating their needs through innovative medical technology, diagnostic drugs, and digital tools. We love the challenge. Because the better the tools a caregiver has—in our groundbreaking intelligent devices, data analytics, and services—the further their care can go. With curious minds and in partnership with our customers, together we’ll always be creating the next, best answers for a healthier world.	Do more for your patients in the ICU In an environment as challenging as the ICU, GE HealthCare’s tools help you be there for the patients who need you most. Our ecosystem of secure, interconnected devices boosts clinical capabilities so your best efforts lead to even better results. But our technology does more than just help improve patient outcomes. By optimizing workflows and uncovering efficiencies at every step, it helps you balance demands for productivity with the care you provide. Let’s give your patients the best care you can.	Innovating for easier, more effective care Rethinking our point-of-care ultrasound started by talking with clinicians and hearing their wish lists. The result is the NextGen LOGIQ™ e, with clear, instant-read views and extremely precise guidance—changes that can dramatically reduce time spent reading exams. Now, images come from the same engine as our console systems and the needle is always clearly in view, even in obese patients, so administering a block or performing an aspiration is less challenging. A radiologist, for example, can analyze thyroid images 25% faster using it, making it easier to provide confident care and streamline operations at the same time.



Visual identity

GE HealthCare's brand identity communicates our optimism, our compassion, and our tireless drive to create a world of patient care without limits.



Element overview

These are the elements used to create our visual identity and deliver our thoughtful brand expression. Together they are a visual expression of GE HealthCare’s ethos. The distinct parts that compose the visual system include our:

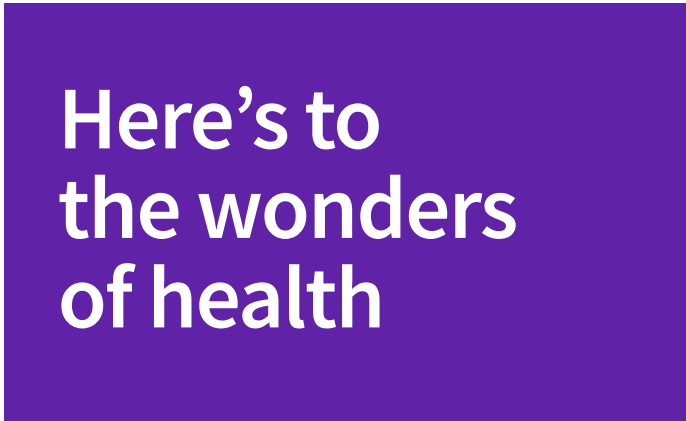
- Logo
- Typography
- Color palette
- Photography
- Grid
- Graphic device / charts and graphs

To access all of our branded assets please visit the brand page of The Beat [here](#) and the externally accessible Agency Brand Portal [here](#).

Logo



Typography



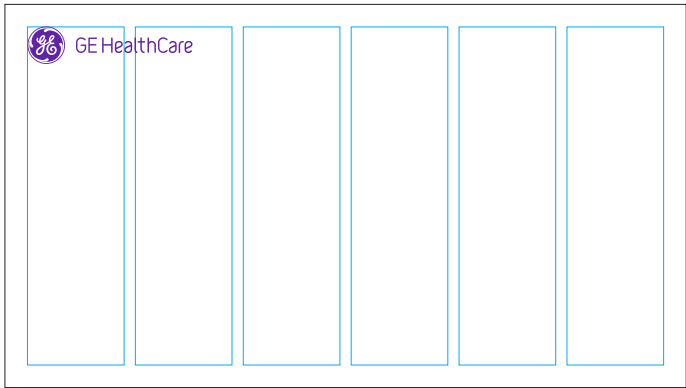
Color palette



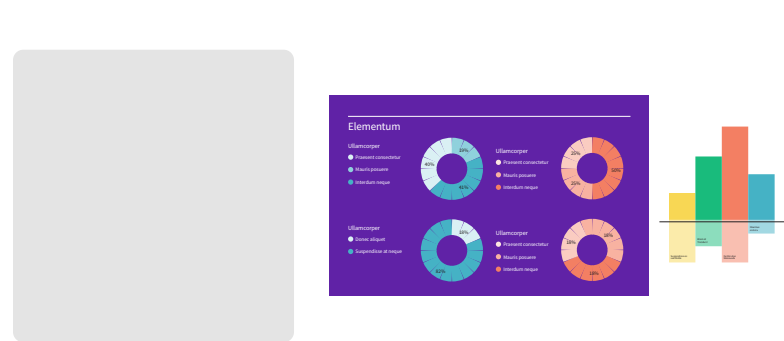
Photography



Grid



Graphic device / charts and graphs





Logo

Our logo represents our commitment to advancing healthcare through connection, compassion, and courage.

Logo
narrative

GE HealthCare’s brand identity represents our optimistic and uplifting outlook for the future, as we seek to advance personalized, connected, compassionate patient care and instill fresh humanity in the healthcare experience.

We are GE HealthCare.

We made a deliberate decision to proceed with “GE HealthCare” as our brand and company name. We capitalize the “H” and the “C” to demonstrate the dependency between better care and better health, and our strategic focus to improve both. For this reason among others, it’s important we support our new brand and use the full name, “GE HealthCare.” Solely out of necessity, “GEHC” is our stock symbol, but it is not our name nor is it a licensed trademark.

Note: Consistent with standard practice, use of “GEHC” is permitted as a defined term in contracts or other legal and regulatory documents only.

We do not translate our logo unless its legally required or presents a cultural issue. If there is a requirement, please contact brand.health@gehealthcare.com.



GE Monogram
We use the GE name and Monogram because they are enduring, global symbols of safety, quality, trust, and innovation.

GE HealthCare

Wordmark
Curved and fluid letterforms demonstrate our focus on patients throughout a seamless and connected journey.

The juxtaposed “e” and “a” in “Health” signify the reciprocal relationship between our people, providers, and patients.

Medial capital
The capital “H” and “C” demonstrate the dependency between better care and better health, and our strategic focus to improve both.

Color
Our signature brand color, Compassion Purple creates instant distinction.

Its warmth expresses our confidence and empathy towards better and brighter patient outcomes, and underscores our commitment to our people, providers, and patients.

Logo versions

There are three logo versions available for various scenarios:

Horizontal (primary)

The horizontal version should be used across our applications for consistency and maximum impact.

Stacked
(limited space applications only)

Our stacked logo is to be used only when space constraints prevent the use of the primary horizontal logo. Usage of the vertically stacked logo configuration requires approval by GE HealthCare’s Brand Team brand.health@gehealthcare.com.

Platform (special use)

The Platform logo is used in special instances such as advertising where the logo must appear on imagery and legibility of the logo is key. For more details on use case scenarios, see our Platform logo section.

Download the logo suite from the Agency Brand Portal

Download

Download the logo suite from The Beat

Download

Horizontal logo (primary)



Stacked logo (limited space applications only)



Platform logo (special use)



GE Monogram

The GE Monogram should never be used separately from the wordmark, except for preapproved use cases such as a digital favicon or social media avatar. In these instances, the Monogram should appear only in Compassion Purple. Any other usage of the Monogram in isolation from the wordmark requires approval by GE HealthCare’s Brand Team.

Trademark Licensing Agreement
“GE” and “GE HealthCare” are trademarks of the General Electric Company that are now licensed to GE HealthCare through a trademark licensing agreement (TMLA). For more information, please reference our TMLA guidelines [here](#).

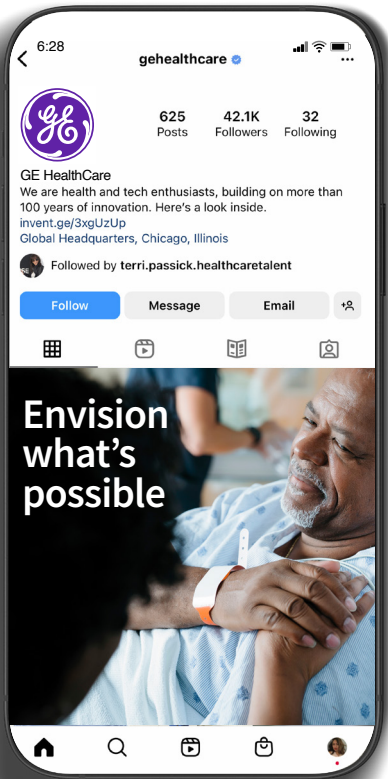
Monogram (preapproved use cases only)



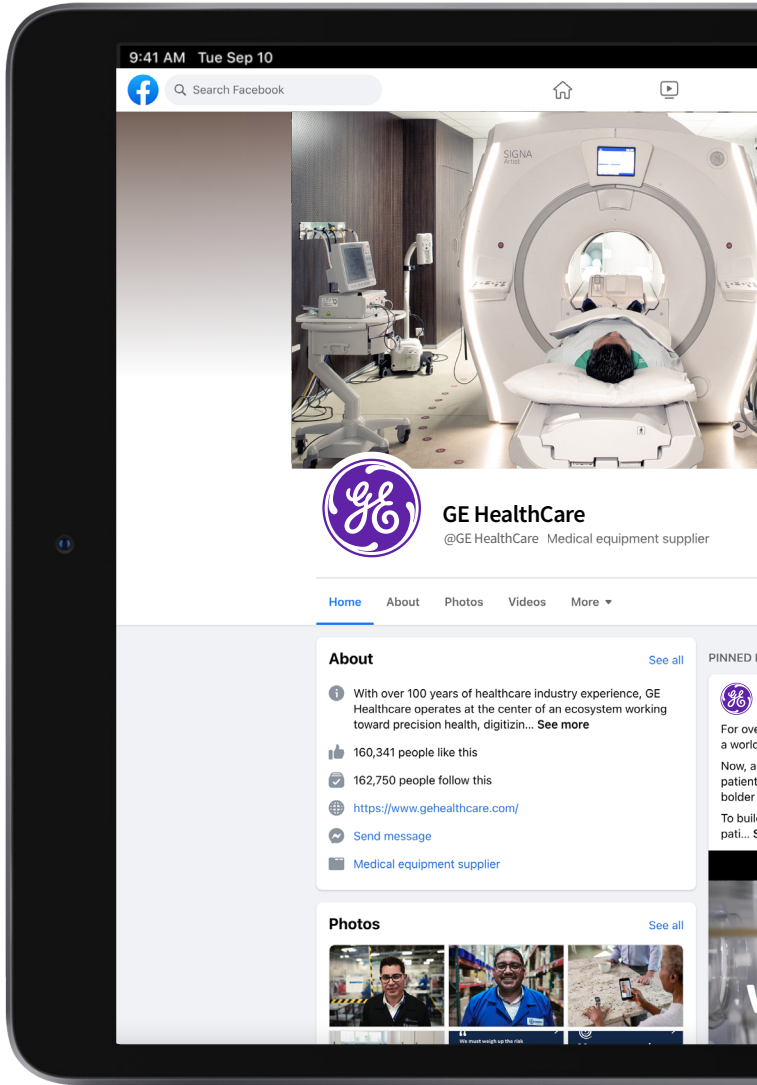
Monogram minimum clear space



 = 40% height of Monogram



In certain digital environments with limited space, like social media, the clear space can be reduced by half or 20% the height of the Monogram.



When the Monogram alone is featured as a social media avatar on a platform that utilizes a circular container shape, size the Monogram to allow a surrounding white border, as shown above, so the Monogram complements photography and doesn’t compete with it.

Primary logo minimum clear space and size

Minimum clear space

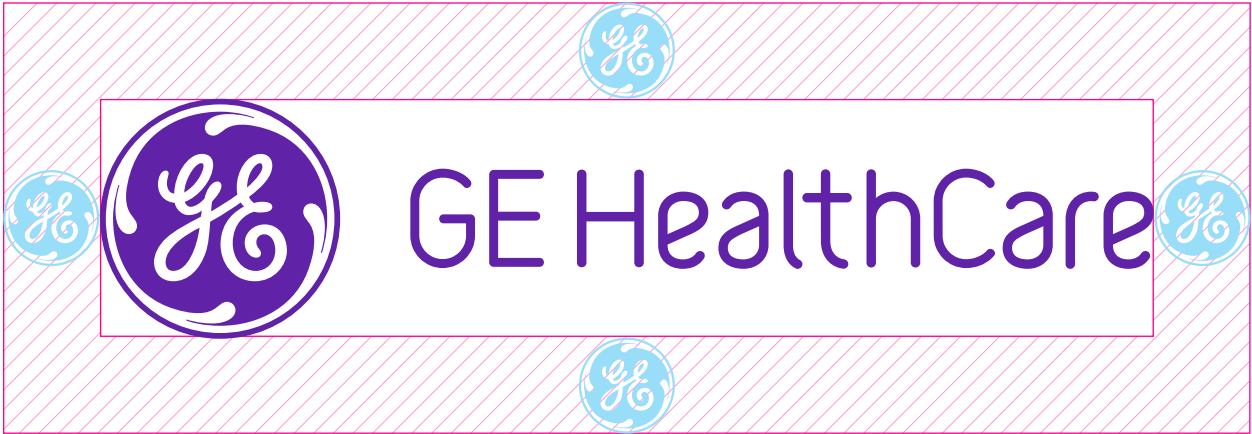
To make sure our logo retains its impact, we keep it prominent and clearly visible by placing it within an area of clear space. The clear space must always be kept free of all type and graphic elements. The minimum area of clear space is 40% the height of the Monogram.

Minimum size

The minimum sizes for our logo, measured to the height of the Monogram, are .35" / 9mm tall for print applications and 25px tall for digital applications. These are the minimum sizes; in most cases the logo will be shown larger. It should never be shown smaller than the minimum sizes, as this will compromise quality and legibility.

Logo minimum
clear space

Horizontal logo (primary)



Logo
minimum size

Print
.35" / 9mm tall

Digital
24px tall



Stacked logo minimum clear space and size

Our stacked logo is to be used only when space constraints prevent the use of the primary horizontal logo. Usage of the vertically stacked logo configuration requires approval by GE HealthCare’s Brand Team.

Minimum 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 all type and graphic elements. The minimum area of clear space is 40% the height of the Monogram.

Minimum size

The minimum sizes for our logo, measured to the height of the Monogram, are .35" / 9mm tall for print applications and 25px tall for digital applications. These are the minimum sizes; in most cases the logo will be shown larger. It should never be shown smaller than the minimum sizes, as this will compromise quality and legibility.

Logo minimum
clear space

Stacked logo (limited space applications only)



Logo
minimum size

Print
.35" / 9mm tall

Digital
25px tall



Logo integrity

In order to preserve the integrity of the GE HealthCare logo, it's important that its placement be given the proper considerations for establishing brand hierarchy on all materials. Elements such as text, third party logos, or icons should never appear to interfere with the established brand hierarchy so as not to create the impression of sub-branding or preferential treatment of individual business groups under the GE HealthCare umbrella.

Horizontal plane

Wherever the logo is ultimately placed, it is imperative that no other element be shown along the same horizontal plane.



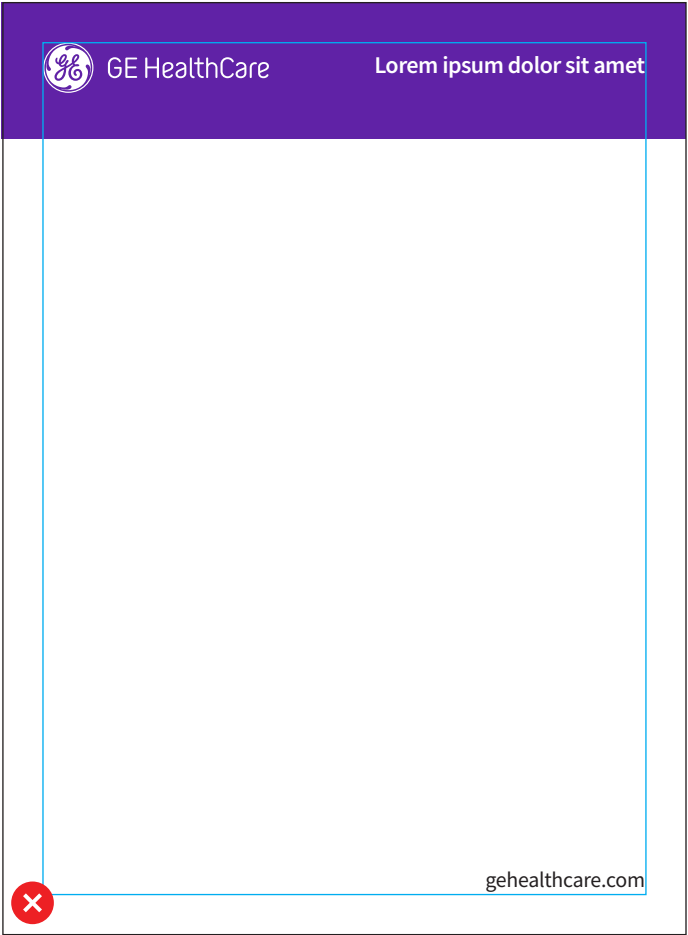
Once the logo is placed, the horizontal plane should remain clear of text, logos, and other imagery.



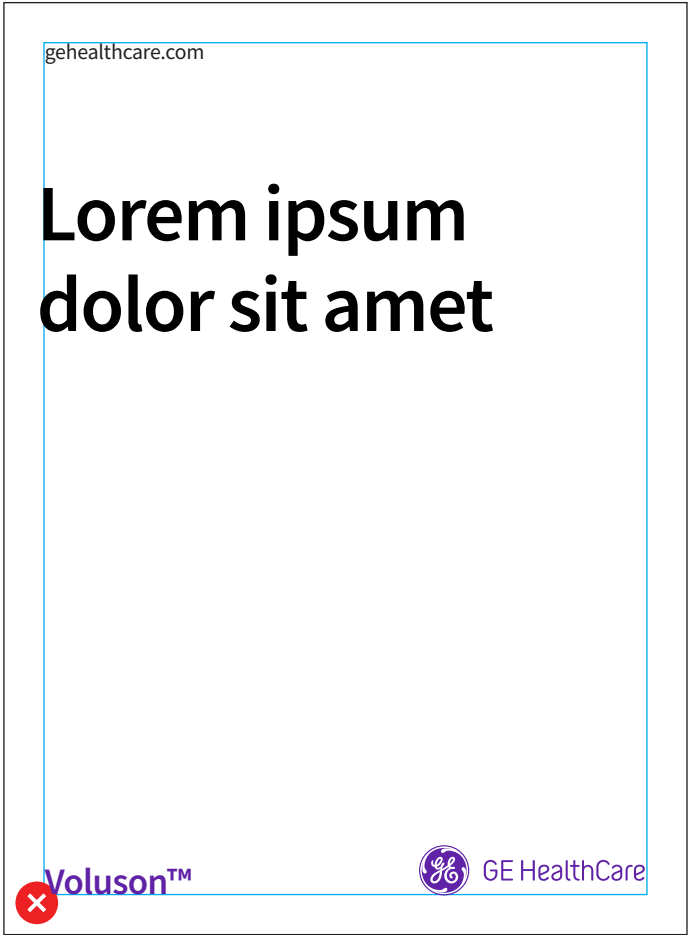
Do not place URLs or any other elements along the same horizontal plane as the logo.



Headlines, titles, logos, and other imagery should always be placed below the GE HealthCare logo.



Do not add text, links, or headlines to the same horizontal plane as the GE HealthCare logo.



Do not add product names, icons, or other imagery to the same horizontal plane as the GE HealthCare logo.

Logo
color

Color variations
Our full-color logo can be used on areas of white background or over photography with ample clear space.

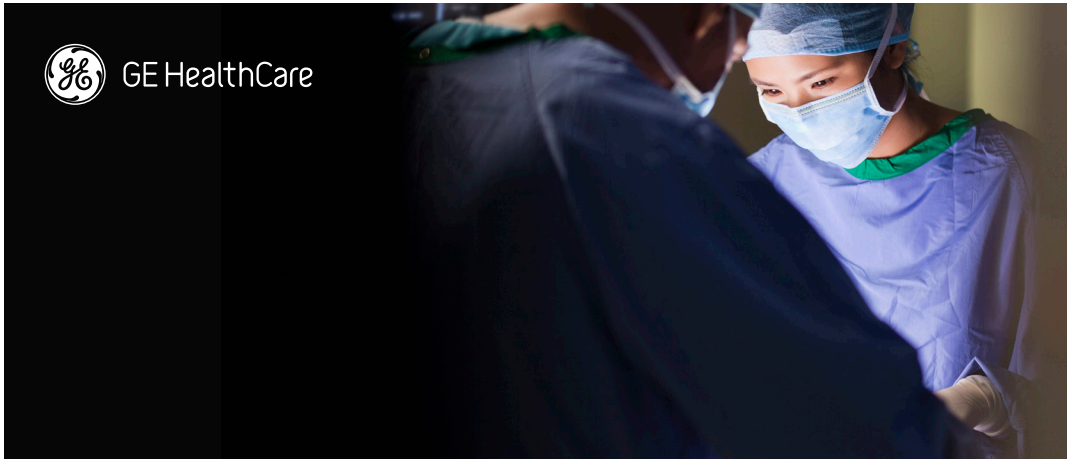
Reverse logo
The reverse logo can be used on Compassion Purple or, in some scenarios, on areas of black background or dark photography.

Black logo
The black logo is for special use only—in applications that are not in color and ideally on a white or light background.

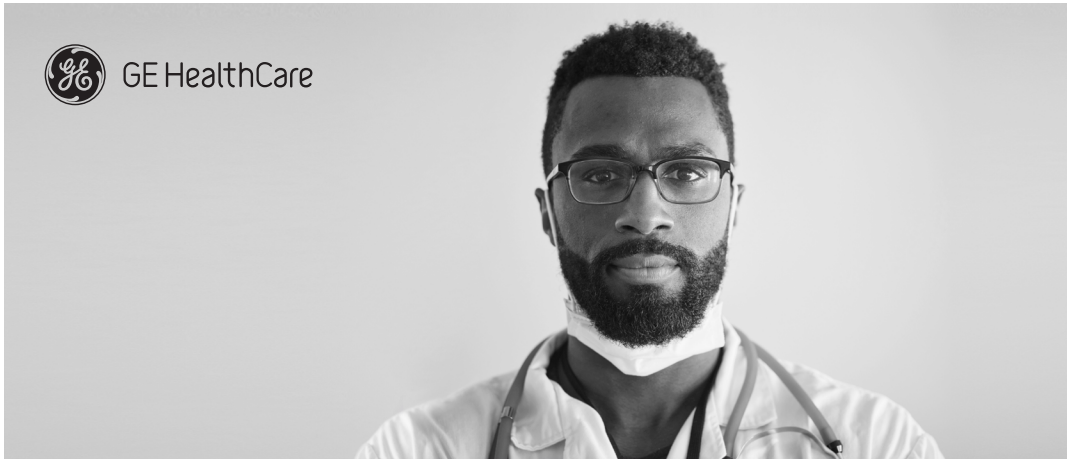
Full-color (preferred)



Reverse



Black (special use)



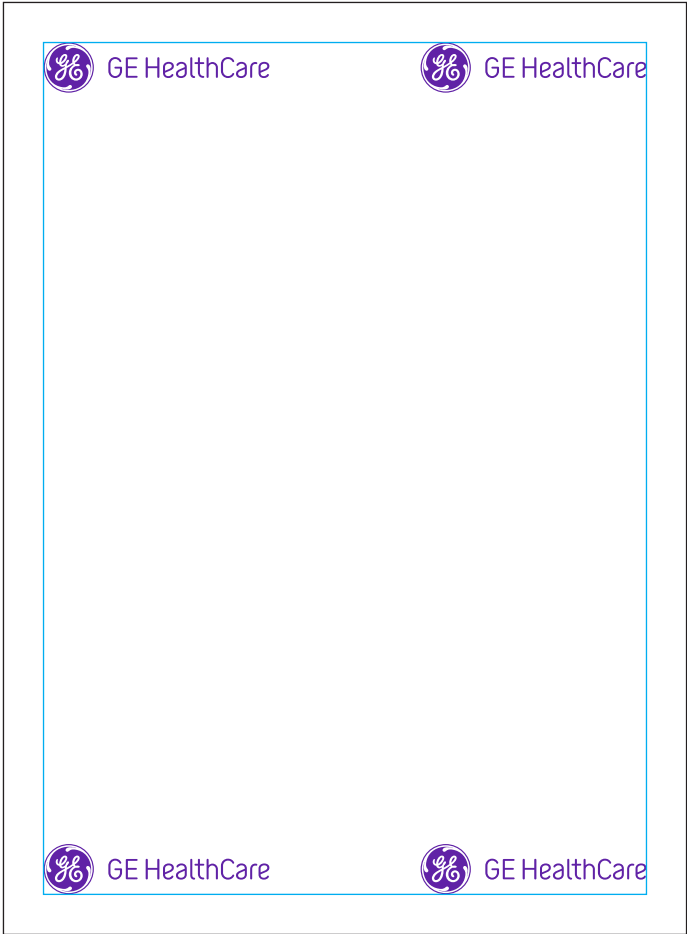
Logo sizing and placement

Logo sizing and placement are key to maintaining harmony and consistency across all of our applications.

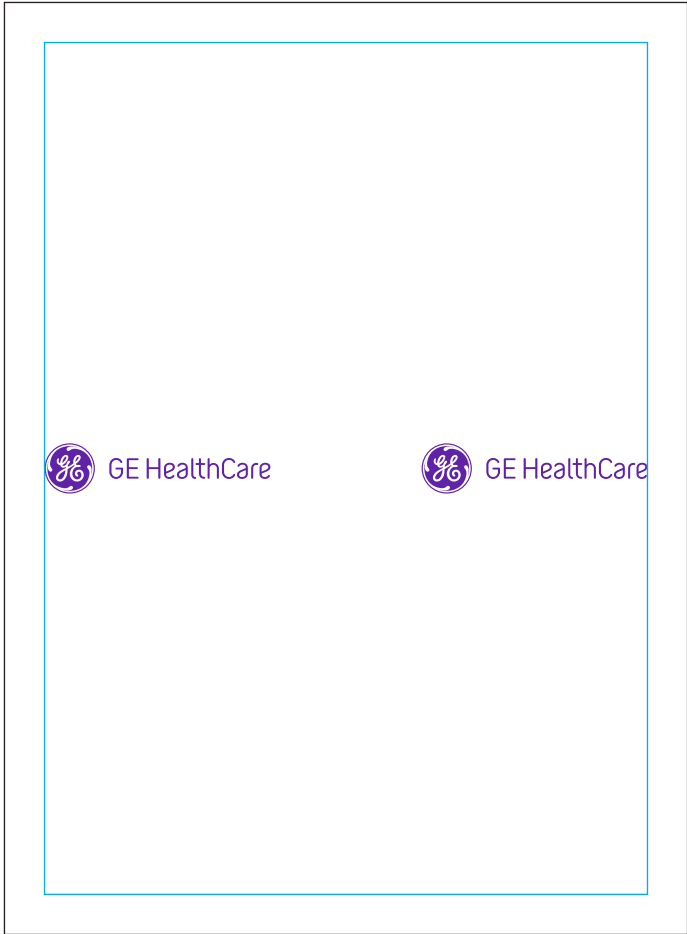
The logo should always be placed inside the application’s live area. Keep the logo’s designated clear space free from other elements, such as type and graphic components. Appropriate logo placement options are shown here; refer to the captions for specific guidance.

To ensure GE HealthCare’s logo is sized appropriately, remember that the height of the Monogram is always 125% of the margins of the application.

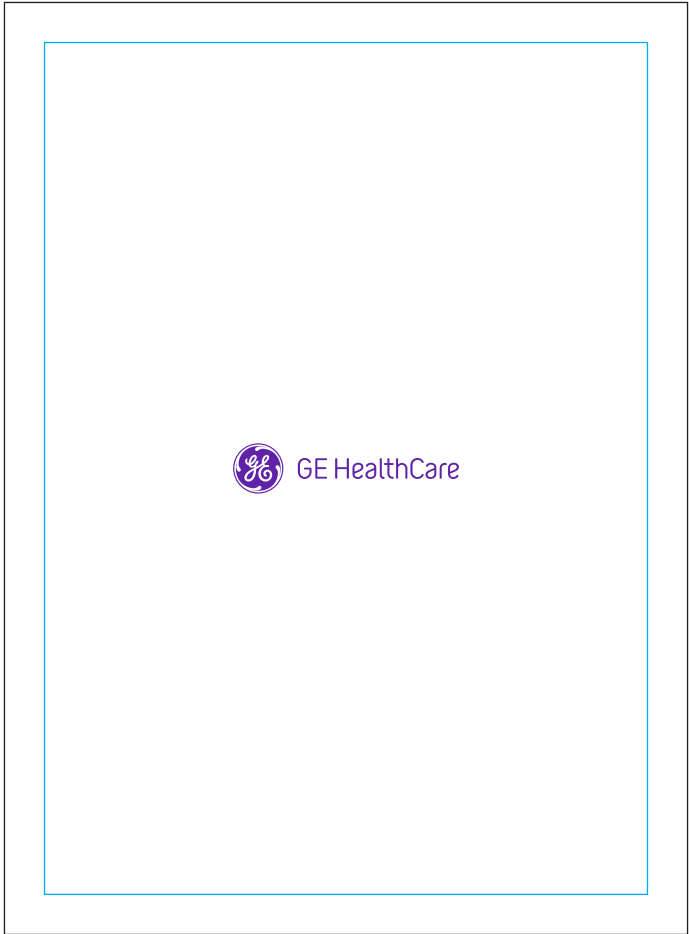
In extreme cases where the margin is too small or too large, the logo will need to be adjusted visually.



Logo may be placed in any of the four corners, inside the margins.



Logo may be centered vertically in the format, inside the margins, aligned left or right.



Logo may be placed in the center of the layout.

Logo sizing flexibility

In certain instances, we need to create applications where we feature the logo at large scale. Use the exhibits on the right for further logo sizing guidance. In all cases, the standard logo clear space of 40% the height of the Monogram must be maintained.



The logo may be sized to maximum width within a horizontal format, as long as it doesn't violate the standard clear space.



The logo may be sized to maximum width within a vertical format, as long as it doesn't violate the standard clear space.



In special use cases when horizontal space is limited, the logo can be rotated clockwise by 90° with the Monogram always on top. Usage of the rotated logo configuration requires approval by GE HealthCare's Brand Team.



Make sure the entire logo, including the Monogram, is rotated 90°.



 = 40% height of Monogram

Logo don'ts

Using the logo correctly is an important way to maintain brand consistency. Here are use cases to avoid.

Don't use the reverse Monogram on a Compassion Purple background. For social media or in limited space where using a Monogram is needed, always show the Monogram in Compassion Purple on white. Usage of the Monogram in isolation requires approval by GE HealthCare's Brand Team
brand.health@gehealthcare.com.



Don't use the Monogram in isolation (except for preapproved digital/social icons or with express approval from GE HealthCare's Brand Team).



Don't apply full-color (Compassion Purple) logo on black background.



Don't place the logo in another shape or on an accent color background.



Don't remove the "GE" letters from the logo.



Don't change the opacity of the logo when placed on top of imagery.



Don't place Compassion Purple behind a white Monogram.



Don't apply the secondary color palette to the logo.



Don't use the reverse Monogram in isolation on a Compassion Purple background. For social media or in limited space where using a Monogram is needed, always show the Monogram in Compassion Purple on white. Usage of the Monogram in isolation requires approval by GE HealthCare's Brand Team.



Don't apply drop shadows or other effects to the logo.

Platform logo (special use)

The Platform logo is for special advertising use cases only. It is to be used to ensure the integrity of the logo over busy photography.

The Platform logo is available in left-aligned and right-aligned assets for flexibility in composition.

Platform logo assets can be used as supplied, or the length can be expanded based on specific layout needs:

- Minimum Platform logo length is the width of two logos with $\frac{3}{4}$ the height of the Monogram for clearance.
- Maximum Platform logo length is the width of four logos with $\frac{3}{4}$ the height of the Monogram for clearance.
- The height of the Platform logo should not be expanded or contracted. The proportion of GE HealthCare's logo to the height of the Platform holding shape must always be maintained.

The clear space of GE HealthCare's logo inside the Platform holding shape is $\frac{1}{2}$ the height of the Monogram top and bottom, $\frac{3}{4}$ left and right.

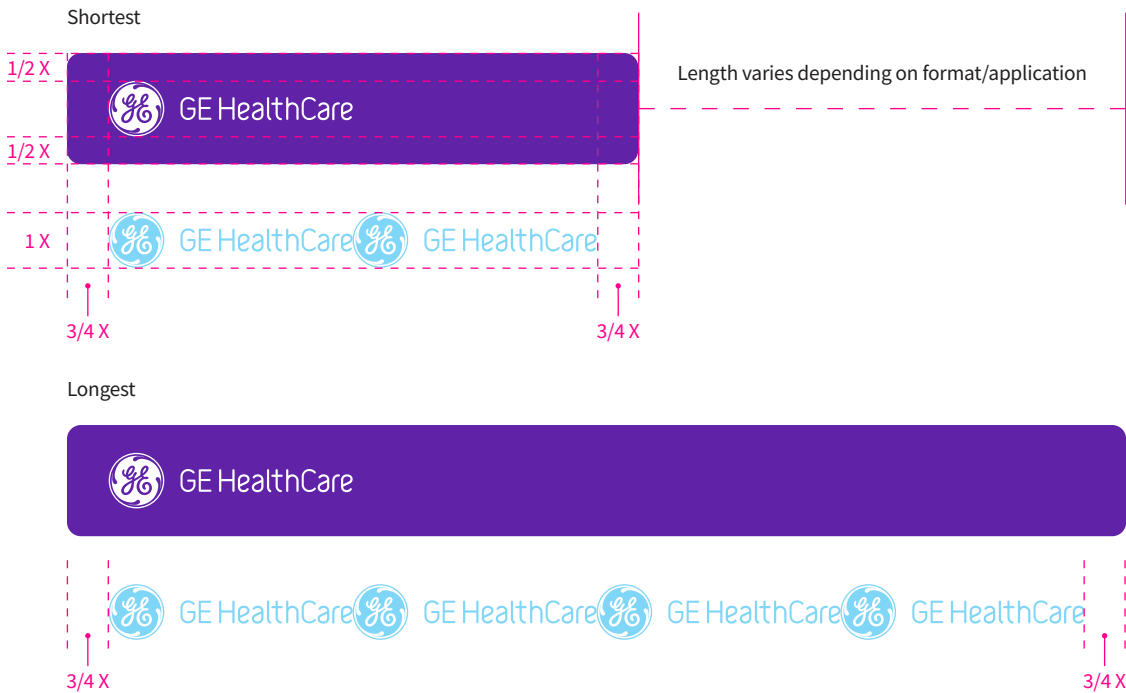
Left-aligned



Right-aligned



Logo length



Platform logo sizing and placement

Sizing

The height of the Platform logo is 150% of the document’s margin.

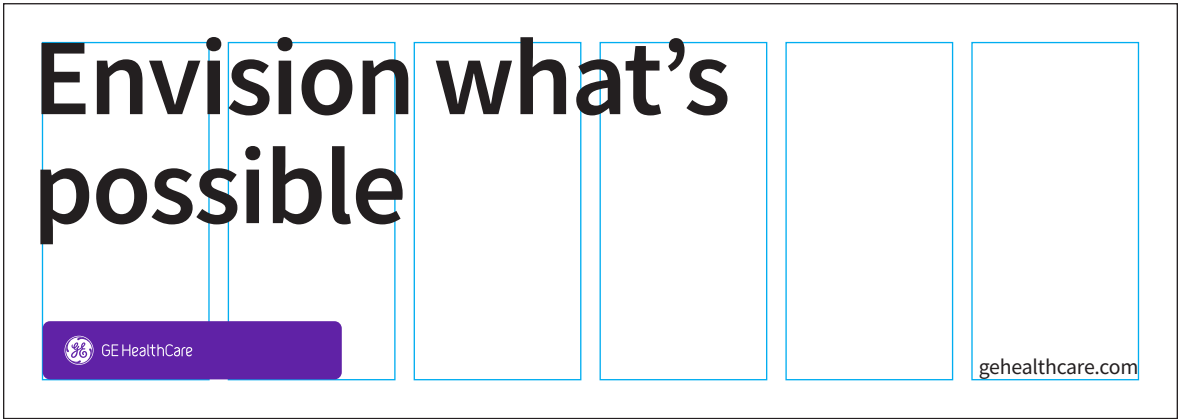
Placement

The Platform logo may be placed in any of the four corners, inside the margins. Left-aligned logo assets should be placed on the left, and right-aligned logo assets should be placed on the right.

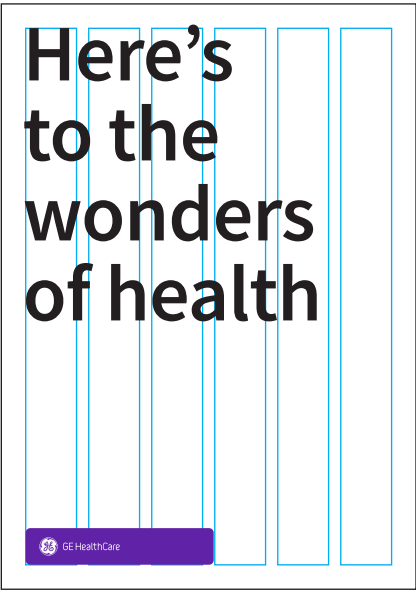
Length

In most cases, we use the Platform logo in its shortest length, but the element can also be expanded in length as needed for impact over busy photography.

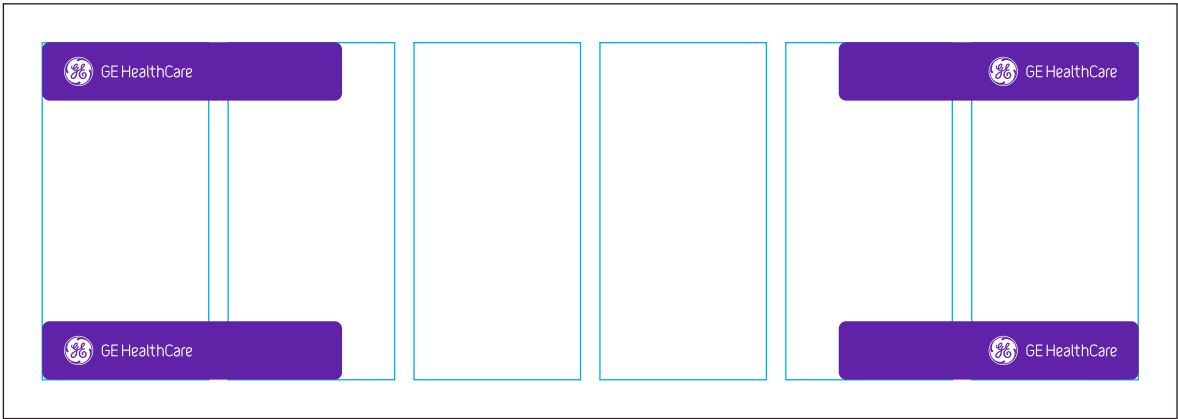
Sizing



The height of the Platform logo is 150% of the document’s margin.



Placement



Platform logo don'ts

Using the Platform logo correctly is an important way to maintain brand consistency. Here are use cases to avoid.



Don't change the color of the Platform logo to white with Compassion Purple Monogram and wordmark.



Don't apply the accent color palette to the Platform logo.



Don't center the Monogram and wordmark inside the Platform logo.



Don't crop images inside the Platform logo.



Don't change the opacity of the Platform logo on top of imagery.



Don't distort the Platform logo with horizontal compression.



Don't ignore the minimum Platform logo length.



Don't change the proportional sizing of GE HealthCare's logo to the height of the Platform logo holding shape.



Don't rotate the Platform logo.



Typography

Our typography reflects our warm, empathic, and inspiring tone. It can be used to communicate quietly or boldly, functionally, or expressively.

Source
Sans Pro

Our typeface is Source Sans Pro. It is a typeface with personality and approachability that complements our wordmark.

It is a universal font that brings compassion and consistency to all our communications.

The typeface has wide language support for coherency across our brand globally. The languages supported are Latin script, including Western and Eastern European languages, Vietnamese, Pinyin Romanization of Chinese, and Navajo.

Downloaded Source Sans Pro from
The Beat

Download

Download Source Sans Pro
from The Agency Brand Portal
(externally accessible)

Download

Source Han Sans
Source Han Sans is the extension of the Source Sans family that includes most Asian languages: Traditional Chinese, Simplified Chinese, Korean, and Japanese.

Download Source Han Sans

Download

Source
Sans Pro
AaBbCc

\$£€TM@;:!?""®

Greek
Οικουμενική διακήρυξη για τα
ανθρώπινα της πρόπειας.

Russian
Всеобщая декларация прав
человека что внимание.

Chinese
石戊葫碰食痰验倍蠹畅
甯挺究关它搏墩。

Korean
동해 물과 백두산이 마르
우리나라 만세.

Japanese
新しい時代のこころを
タイプフェイスデン.

Type
styles

Headlines

Source Sans Pro SemiBold is the type weight we use for chapter headers, headlines, subheadlines, and emphasis within body copy.

Tracking is set at “Metrics” -20 for headline and subheadlines. SemiBold Italics should not be used for headlines.

Body copy

Source Sans Pro Regular is the type weight we use for body copy, captions, and quotes. Tracking is set at “Metrics” -10.

Italics, SemiBold, and SemiBold Italic should be used sparingly for emphasis where needed.

Note:

These tracking guidelines apply to Adobe products. Other applications may use different settings, so match the appearance accordingly.

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$£€TM®@;:!?

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$£€TM®@;:!?

Source Sans Pro SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$£€TM®@;:!?

Source Sans Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$£€TM®@;:!?*

Source Sans Pro SemiBold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$£€TM®@;:!?***

System font
(if Source Sans Pro
is unavailable)

In situations where we cannot ensure all users or recipients of a digital application will have access to Source Sans Pro (i.e., Outlook/email) use the system font Calibri in its place.

Headlines
Calibri Bold is the type weight we use for chapter headers, headlines, subheadlines, and emphasis within body copy.

Bold Italics should not be used for headlines.

Body copy
Calibri Regular is the type weight we use for body copy, captions, and quotes.

Italics, Bold, and Bold Italic should be used sparingly for emphasis where needed.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$£€™®@;:!?

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$£€™®@;:!?

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$£€™®@;:!?

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$£€™®@;:!?*

Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$£€™®@;:!?***

Type hierarchy

We use a systematic approach to type sizes and weights for visual hierarchy in our communications. Using 9 pt as our base type size for body copy, we expand the type sizes up for headlines and subheadlines, and down for captions.

Tracking for all type should be set to “Metrics” with headlines and subheadlines set at -20. Tracking for everything else is set to -10.

Note:
These tracking guidelines apply to Adobe products. Other applications may use different settings, so match the appearance accordingly.

Chapter header	Source Sans Pro SemiBold	8 pt / 10 pt Leading	Metrics -10
		Viverra es quis Inter	

Headline	Source Sans Pro SemiBold	21–70 pt / Leading equal to type	Metrics -20
		Vitae a ecilsi sed fringiller id orci	

Body head	Source Sans Pro SemiBold	9 pt / 13 pt Leading	Metrics -10
		Aliquam lacinia gravida et habitant morbi senectus netus	

Caption head	Source Sans Pro SemiBold	7 pt / 9 pt Leading	Metrics -10
		Donec suscipit sem id corpe	

Quote	Source Sans Pro Italic	14 pt / 16 pt Leading — 28 pt / 32 pt Leading	Metrics -10
		“Vivamus sit amet porta metus felis ac congue aliquam risus augue condim ipsum eu pellentesque sem augues idea magnaconsequat ornare.”	

Header	Source Sans Pro Regular	8 pt / 10 pt Leading	Metrics -10
		Primis en Faucibus	

Subheadline	Source Sans Pro SemiBold	16 pt / 18 pt Leading	Metrics -20
		Quisque ac ultricies dui. Class aptent taciti socios. Praesent hendrerit rutrum blandit.	

Body copy	Source Sans Pro Regular	9 pt / 13 pt Leading	Metrics -10
		lectus. Proin finibus semper blandit. Suspendisse elementum at lacus nec suscipit. Praesent feugiat lorem lacus, sed tempus leo dignissim rhoncus. Quisque ac ultricies dui. Class aptent taciti socios. Praesent hendrerit rutrum blandit.	

Caption	Source Sans Pro Regular	7 pt / 9 pt Leading	Metrics -10
		vitae cursus urna vehicula. Proin quis eleifend dui. Suspendisse tincidunt urna lacus.	

Legal	Source Sans Pro Regular	6 / 8 pt Leading	Metrics -10
		Curabitur ac tellus at neque molestie mollis. Phasellus quis scelerisque eros, lacinia malesuada leo. Nam ornare justo ac viverra rhoncus. Aliquam quis consequat ipsum, vel mollis orci. Cras risus sapien, mollis id lectus non, ultrices viverra metus. Nunc ac lorem quis odio venenatis condimentum. Duis ac condimentum ipsum. Curabitur sit amet est vel lectus rhoncus semper. Nulla ut urna fringilla, congue nisl in, laoreet mi. Nam commodo leo non leo blandit, lobortis aliquet purus congue. Nulla non gravida mauris.	

Type hierarchy
in use

This page gives further detail on typographic hierarchy to create an engaging composition with ease of comprehension. This is how the typographic system can be used to create consistency across all brand communications.

Headlines should be SemiBold to grab reader attention. They may be two or three lines depending on the layout, allowing room around the headline for readability. Headlines should be set in sentence case, without punctuation. Italics are to be used sparingly for emphasis where needed.

All copy should be left-aligned.

Chapter header
8 pt / 10 pt

Header
8 pt / 10 pt

Viverra es Quis Inter

Primis en Faucibus

Headline
64 pt / 64 pt

Welcome to
the new world
of health

Subheadline
16 pt / 18 pt

You’re striving. We’re listening. We’re building
a world that makes healthcare more seamless,
so you can help as many patients as possible.

Body head
9 pt / 13 pt

Aliquam lacinia gravida
lectus. Proin finibus semper blandit. Suspendisse elementum at lacus
nec suscipit. Praesent feugiat lorem lacus, sed tempus leo dignissim
rhoncus. Quisque ac ultricies dui. Class aptent taciti socios. Praesent
hendrerit rutrum blandit. Proin in convallis ipsum. Donec lorem magna,
vulputate vitae tempor at, tristique eget ipsum. Mauris fermentum
massa at tellus malesuada placerat. Phasellus gravida volutpat
tristique.asellus nec nisi consectetur, rutrum magna at, lacinia nisi.

Body copy
9 pt / 13 pt

Fusce sapien es auctor
sit amet arcu. Morbi in interdum libero. in faucibus. Suspendisse
malesuada et felis eget eleifend. Nullam iaculis ligula venenatis
vestibulum luctus. Nullam id mi elit. Vestibulum ante ipsum primis in
faucibus orci luctus et ultrices posuere cubilia curae; Aenean rutrum
hendrerit mi, a dignissim justo mattis. Donec suscipit sem id purus
ullamcorper, vitae cursus urna vehicula. Proin quis eleifend dui.
Suspendisse tincidunt urna lacus.

Every step of
the way

“Vivamus sit amet porta metus felis ac
congue aliquam risus augue condim
ipsum eu pellentesque sem augues idea
magnaconsequat ornare.”

Quote
14 pt / 16 pt



Donec suscipit id corpe
vitae cursus urna vehicula. Proin quis eleifend dui.
Suspendisse tincidunt urna lacus.

Caption head
7 pt / 9 pt

Proin vestibulum es purus sit

Congue gravida, quam erat porta nibh eu
imperdiet enim lorem sed neque. Crase est
convallis justo in mattis varius. Phasellus
at viverra orci. Curabitur ultricies sit am eros
non euismod. Nulla sit amet velit lacus nam
vitae lacinia est seems.
Donec aliquam vulputate ligula a auctor nect
efficitur, orci ac luctus lobortis, leo odio auctor
ligula, sed tincidunt justo quam ac turpis.
Aenean dolores justo es dictum interdum
accumsan pulvinar, pulvinar nec orci. Mauris

pharetra auctor feugiat. Sed dignissim erat
varius, feugiat nisl non, facilisis enim. Fusce
eleifend id est in feugiat. Nullam quis tempor
lacus. Maecenas vel bibendum nisi. In eget
ultrices sapien, eget sollicitudin magna.
Aliquam luctus ligula vel imperdiet venenatis.
Quisque blandit vitae metus ut venenatis.

90%

Libero lacus eget tortor
Donec volutpat, urna molestie feugiat accumsan, diam
lacus facilisis diam, ut euismod nisi quam sit amet lacus.
Cras auctor placerat dolor, eget gravida mi fermentum vel.
Morbi eu scelerisque sem, sed vehicula enim. Lorem ipsum
dolor sit amet, consectetur adipiscing elit. Etiam venenatis
eu enim euismod posuere. Etiam eget leo vitae augue
aliquet commodo efficitur et massa.

Caption
7 pt / 9 pt

Typography don'ts

Using our typography correctly is an important way to maintain brand consistency. Here are use cases to avoid.

LET’S MAKE CARE
MORE POSSIBLE



Don't use all caps in headlines.

Let’s Make Care
More Possible



Don't use title case in headlines.

Let’s make care
more possible



Don't used underlines in headlines.

Let’s make care
more possible



Don't apply drop shadows to headlines.

Let’s make care
more possible



Don't use unapproved fonts.

Let’s make care
more possible



Don't combine other type weights in SemiBold headlines.

Let’s make care
more possible



Don't rotate typography other than 90°.



Don't place text over a busy background. Make sure there is enough contrast for legibility.

Let’s make care
more possible



Don't distort type.

Highlighted type (special use)

Highlighted type is for ADA compliance and special use cases in digital communications only.

Its use should be limited to situations where type needs to lay over a complicated image area. Color blocks should be in black behind typography to ensure the text remains legible. **Compassion Purple should not be used in highlight bars.**

Highlighted type should only be used for subheadlines or body copy, not for headlines.

Follow the construction guidelines on the right.

An example construction spec:

Type
30.5 pt

Leading
32 pt

Cap height of highlight bar
20 pt

Top and bottom padding bars
12 pt

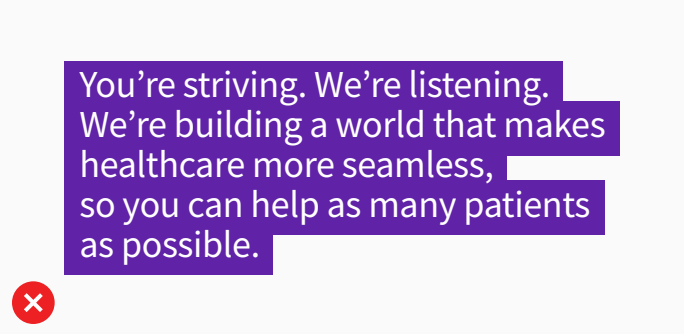
You're striving. We're listening.
We're building a world that makes
healthcare more seamless,
so you can help as many patients
as possible.

Highlighted type with solid bars in black

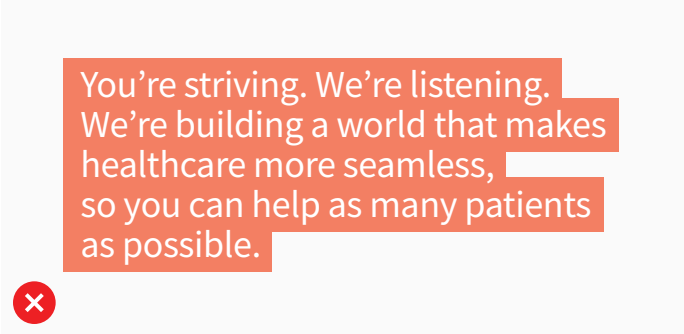


Highlighted type don'ts

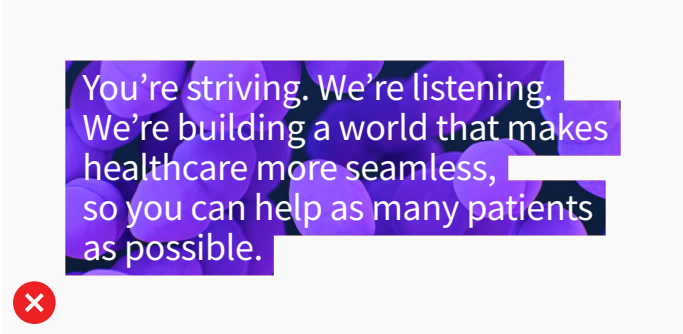
Using highlighted type correctly is an important way to maintain brand consistency. Here are use cases to avoid.



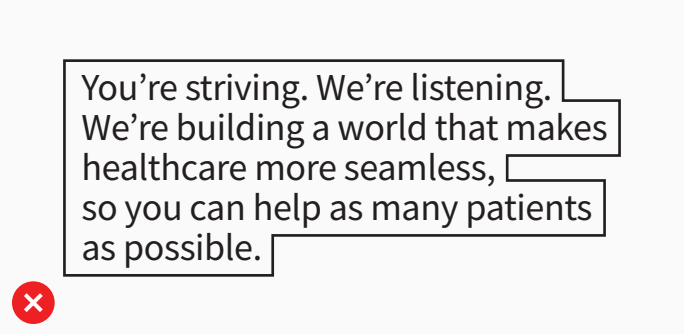
Don't apply Compassion Purple to the highlight bars.



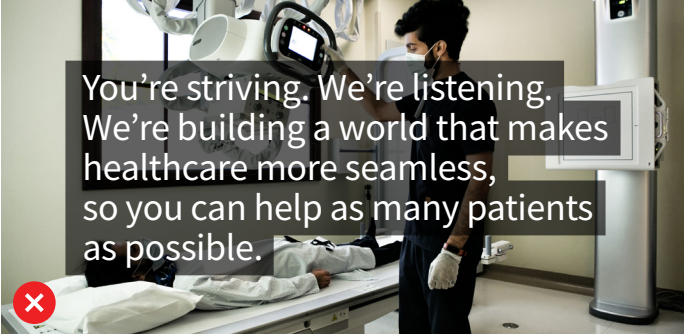
Don't apply colors from the secondary palette to the highlight bars.



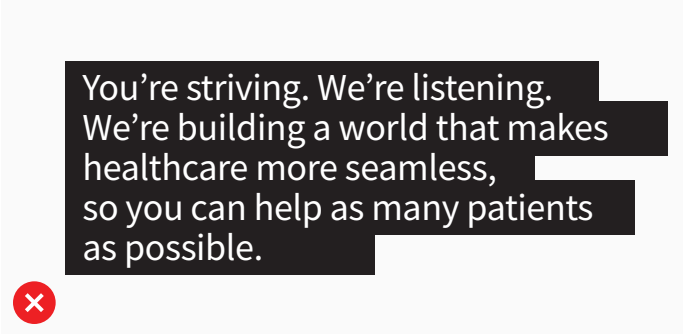
Don't crop images inside the highlight bars.



Don't apply outlines to the highlight bars.



Don't change the opacity of the highlight bars.



Don't extend bars further than the words.



Color

Our color palette makes a statement about who we are: warm and compassionate, optimistic, and visionary.

Color overview

Informed by our brand strategy, GE HealthCare’s color palette embodies our identity, grounded in compassion, innovation, and humanity.

Use color strategically, not decoratively. Our palettes should support content and establish information hierarchy to communicate succinctly and effectively.

Follow the guidelines above, but do not assign specific colors to a particular product, product family, group, or team.

Primary palette

Compassion Purple is our primary color. It should be the dominant color used in our branded communications combined with white space and gray, if needed. Black should be used for typography only.

Within a composition, gray helps highlight secondary information and balances the contrast of an overly white layout. Three additional grays are used solely for infographics and are specified in the [Infographic Guidelines](#).

Accent palette

Our accent color palette highlights the diversity, empathy, and optimism of our brand. As a secondary design element, our accent palette should be used functionally to categorize and separate information, build hierarchy or signify an interactive element. The accent palette consists of Turquoise, Yellow, Green and Coral. Tints of our accent colors act as an addendum to the accent palette. They are used primarily to highlight or differentiate information in infographics, charts, and tables. **Accent colors should never be used for decorative purposes only.**

For further information, please refer to our [Accent Colors Guidelines](#).

PRIMARY

Compassion Purple

Pantone
267 C

CMYK
81/99/0/0

RGB
96/34/166

HEX
#6022A6

White

CMYK
0/0/0/0

RGB
255/255/255

HEX
#FFFFFF

Gray

Pantone
Cool Gray 1 C

CMYK
0/0/0/10

RGB
228/228/228

HEX
#E4E4E4

ACCENT

Turquoise				Yellow				Green				Coral			
Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX
7703 C	80/12/9/3	69/178/197	#45B2C5	129 C	0/14/90/0	248/215/84	#F8D754	2416 C	80/0/61/0	25/187/124	#19BB7C	4057 C	0/67/56/0	243/127/99	#F37F63
20%	40%	60%	80%	20%	40%	60%	80%	20%	40%	60%	80%	20%	40%	60%	80%

Digital accessibility colors

These color usage guidelines are for digital applications only. They help maintain legibility across all branded communications that appear on screens.

In general, use text in black or Compassion Purple on a white background. Use white text on a Compassion Purple or black background.

Only black text should be used on accent and gray background colors.

Do not use accent palette colors or grays for text.

Do not use white text or icons on accent color backgrounds.

Primary application

On Compassion Purple, text should be white

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

On white, text should be black or Compassion Purple

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

Normal text

AA Pass

AAA Pass

On black, text should be white

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

For use in infographics and as accent colors

On Coral, text should be black

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

On Yellow, text should be black

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

On Green, text should be black

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

On Turquoise, text should be black

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

For use in infographics, charts, and tables

On Gray A, text should be black

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

On Gray B, text should be black

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

On Gray C, text should be black

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

On Gray D, text should be black

Normal text

AA Pass

AAA Pass

Large text

AA Pass

AAA Pass

Color proportions and usage

The examples on the right demonstrate color palette proportions in our design system.

Compassion Purple

Compassion Purple should always be the dominant color in layouts to reinforce the brand.

Primary color usage on single-format mediums must follow our color ratio of 70% Compassion Purple and 30% accent color. Once our primary brand color is established, accent colors on multi-format media follow a macro approach to our color ratios, allowing for more flexibility on interior pages or spreads.

Accent palette

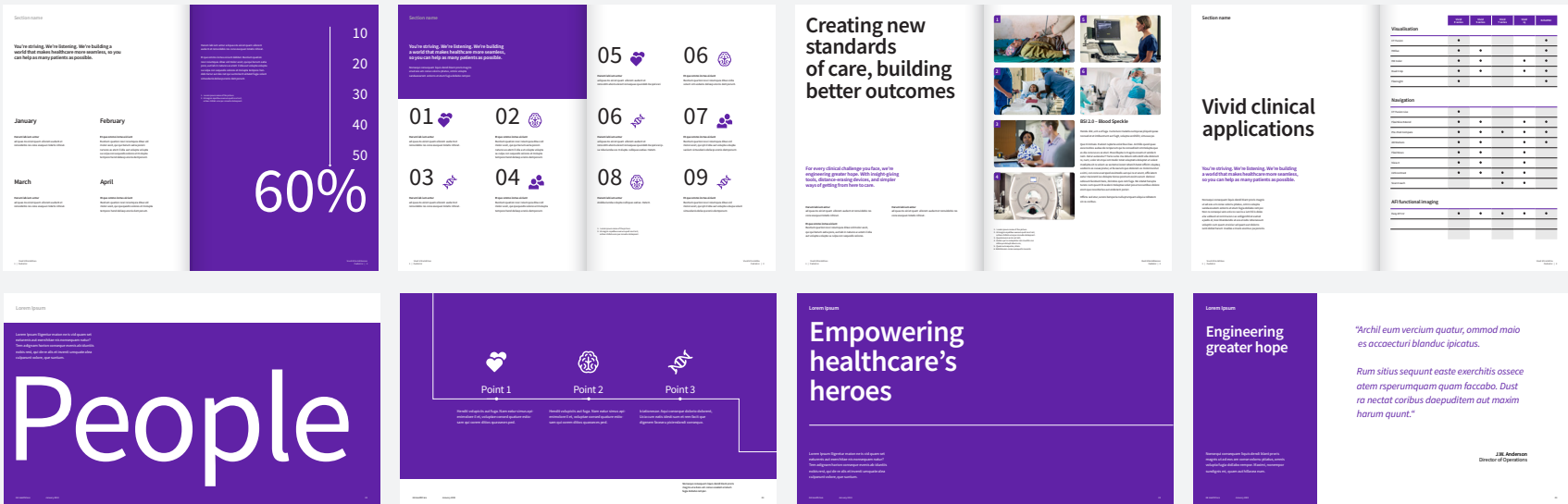
Our accent colors should be used in conjunction with Compassion Purple, applied with tints of one color for a monochromatic approach, or to differentiate information in infographics. Do not use the accent palette for large color backgrounds on single format media.

Tints/grays

Tints of our accent colors, plus a series of four grays, act as an addendum to the accent palette. They are used primarily to highlight or differentiate information in infographics, charts, and tables.

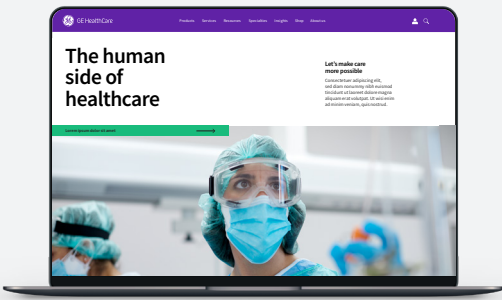
Primary color usage

Use Compassion Purple as the dominant color in applications.

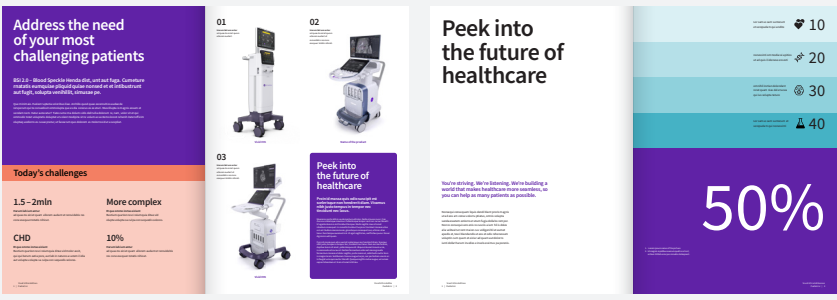


Accent color usage

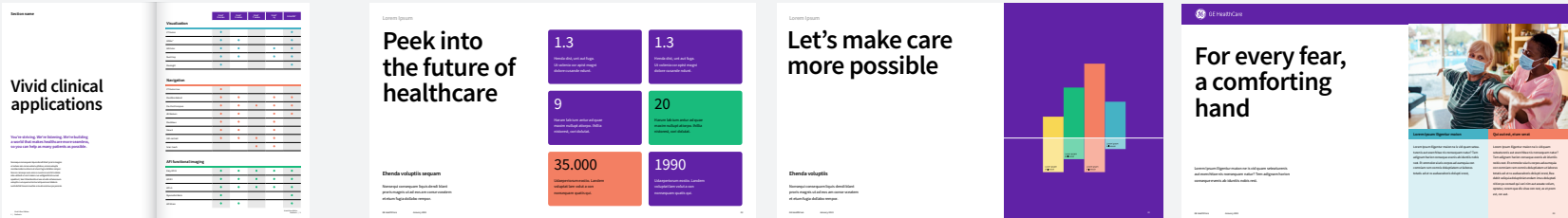
Accent color can be used to highlight interactive elements in digital design applications.



Accent colors/tints can be applied using a monochromatic approach to separate information.



Accent color can be used to categorize and separate information for data and charts.

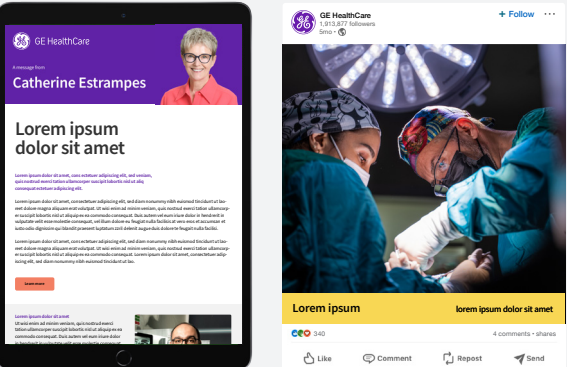
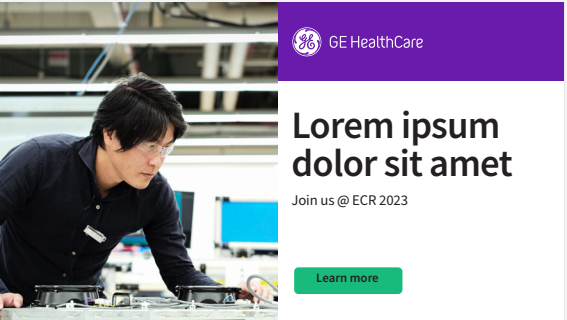
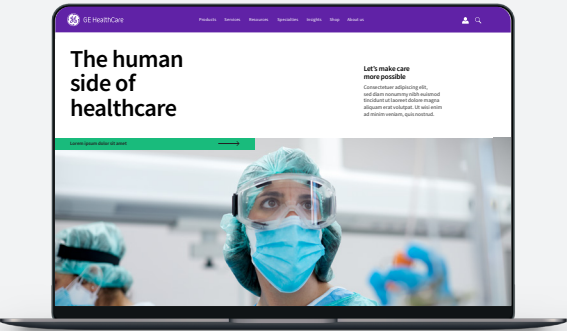


Accent color principles

The established accent color palette is purpose-driven, enhancing visual impact, strengthening brand identity, and precisely conveying information.

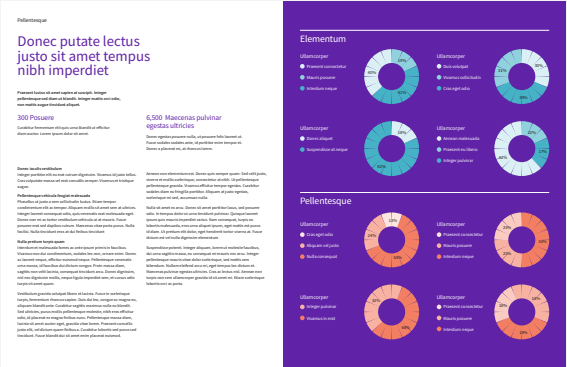
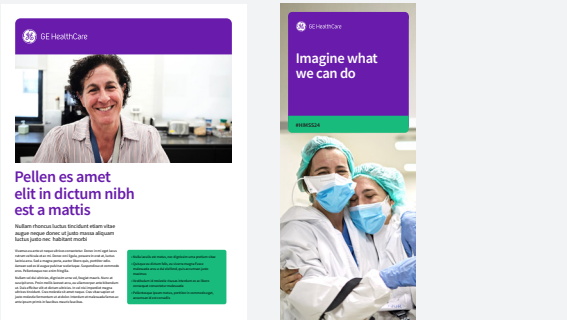
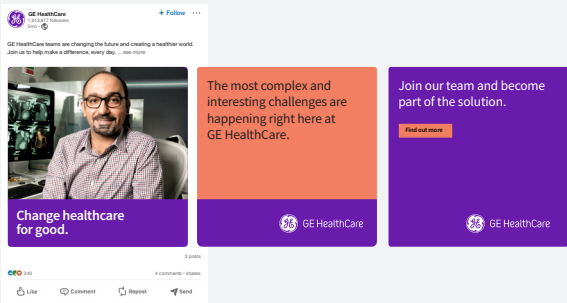
Functionality

Directing focus, conveying meaning, and elevating the overall functionality of a design.



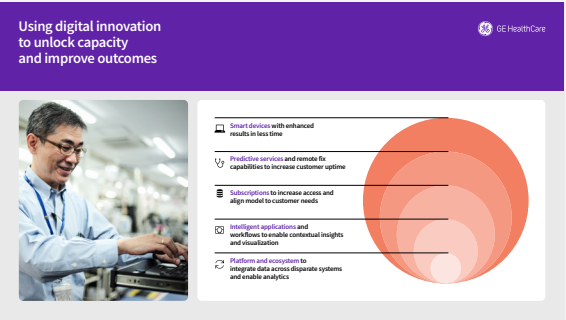
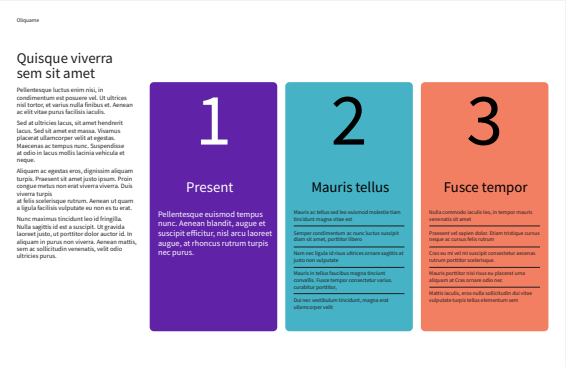
Balance and contrast

Using primary and accent colors in the correct ratio for specific applications to create visual harmony.



Versatility and adaptability

Enhancing graphics, categorization, and graphic elements while maintaining our primary color.



Color ratio and usage

Overview

These examples demonstrate color palette ratios in our design system.

Primary ratio (Compassion Purple only)

In this ratio, Compassion Purple is used exclusively in layouts to reinforce the brand. No accent colors are used.

Primary/accent ratio

Used in conjunction with the primary color Compassion Purple, our accent palette should be used as a secondary element for functionality only, applied with tints for a monochromatic approach or to differentiate information in an infographic. Compassion Purple should always dominate, with the accent palette implemented using a 70/30 ratio. Do not use the accent palette for large color backgrounds in single format mediums. Accent colors should never be more than 30%.

Primary/accent hint ratio

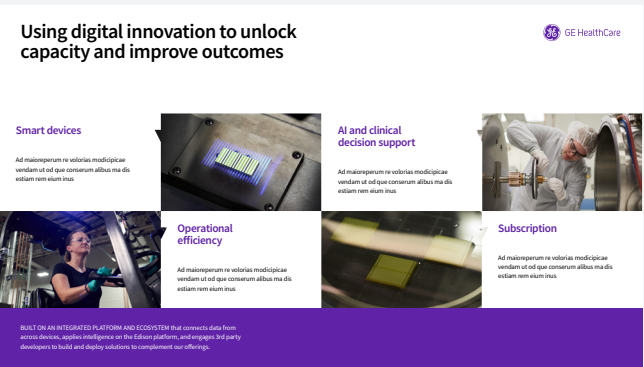
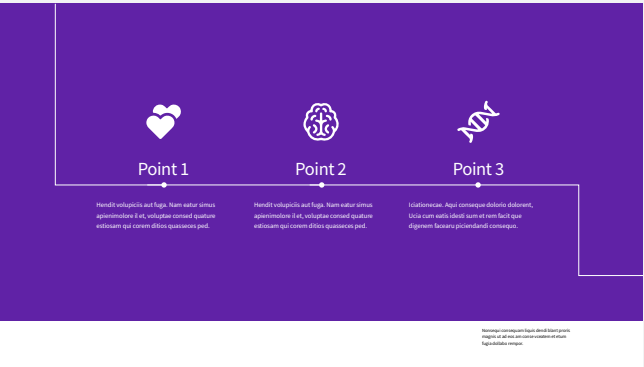
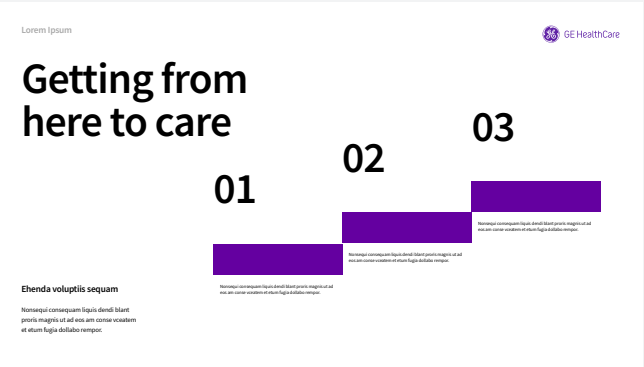
Primary and accent colors are used in a 50/50 ratio when white and/or gray occupy most of the canvas. They should be applied as hints allowing negative space to dominate. Accent colors should be used to highlight or differentiate information in infographics, charts, and tables.

Download our Infographic Guidelines

Download

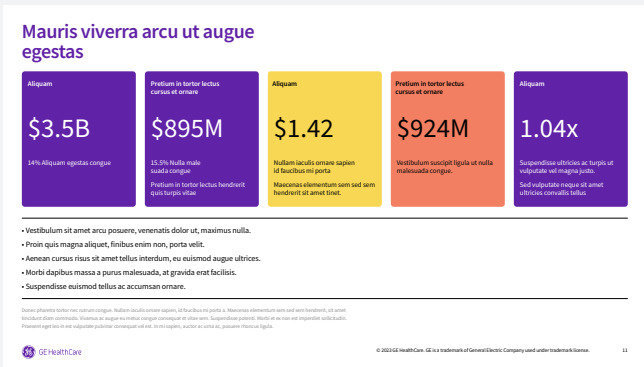
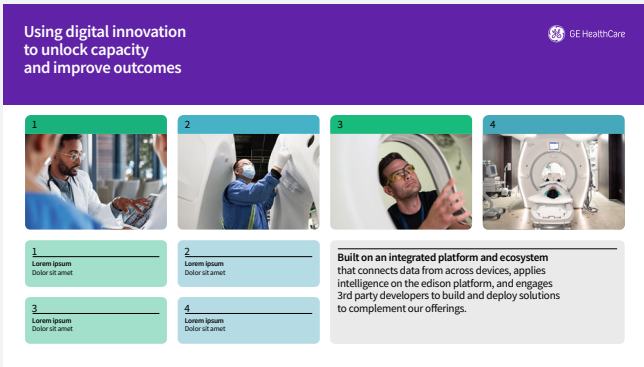
Primary ratio

Compassion Purple only
No accent color



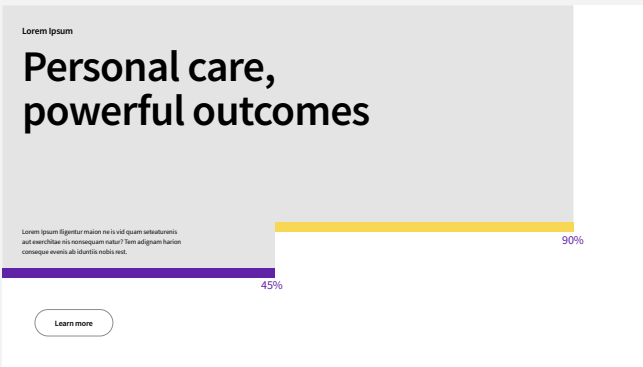
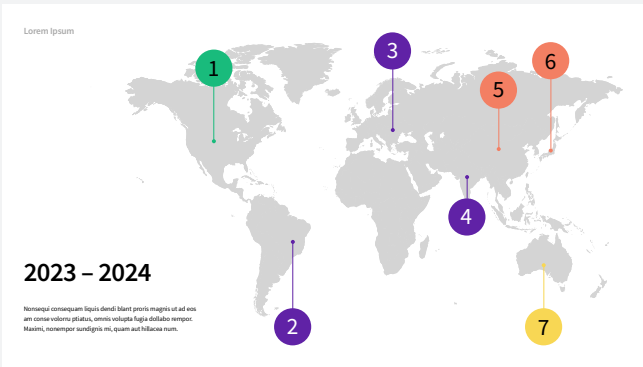
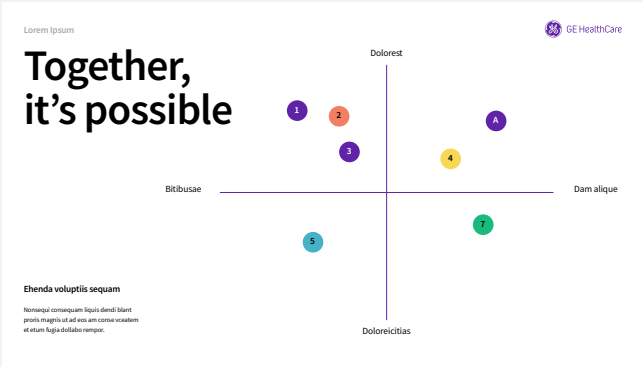
Primary/accent ratio

70% Compassion Purple
30% Accent colors



Primary/accent hint ratio

50% Compassion Purple
50% Accent colors



Color don'ts

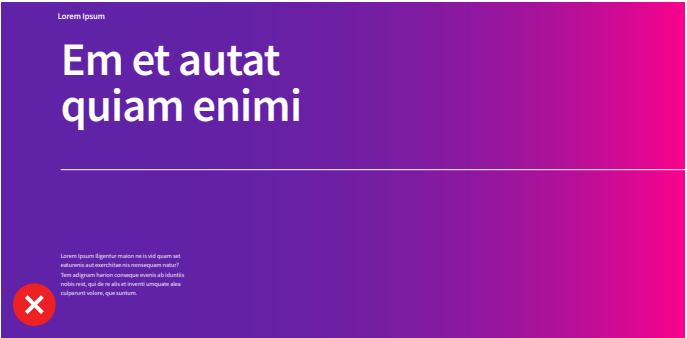
To maintain brand consistency, here are color use cases to avoid.

Considerations

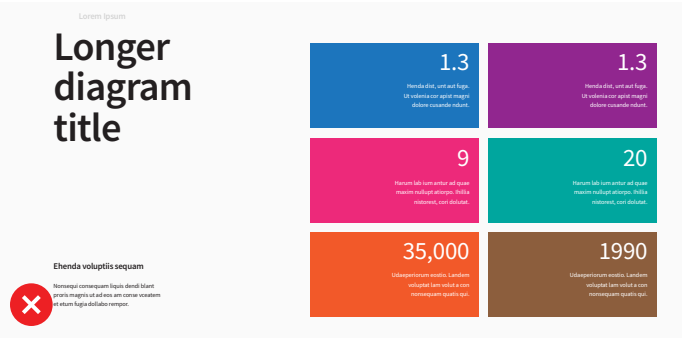
Please note that GE HealthCare product names should never be placed on an accent color background.



Don't use an accent color as the dominant color in a layout. Don't use accent colors for type. Don't place URL on an accent color background.



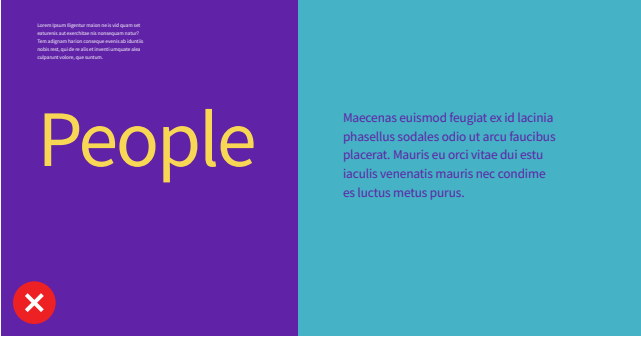
Don't use gradients.



Don't use colors from outside the color palette.



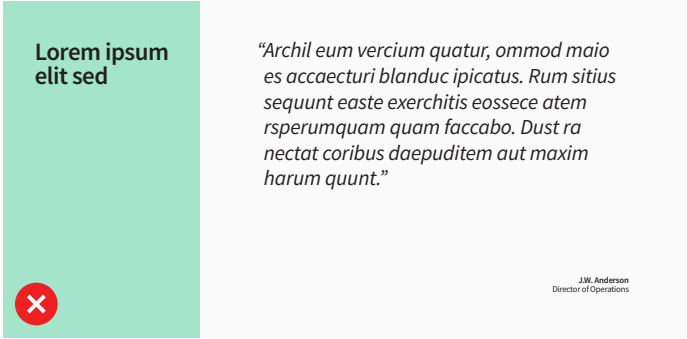
Don't use accent colors for decoration. Using accent colors must serve a functional purpose. Don't use multiple accent colors together (except with infographics, tables, charts, to help highlight or separate information). Don't use accent color bars vertically.



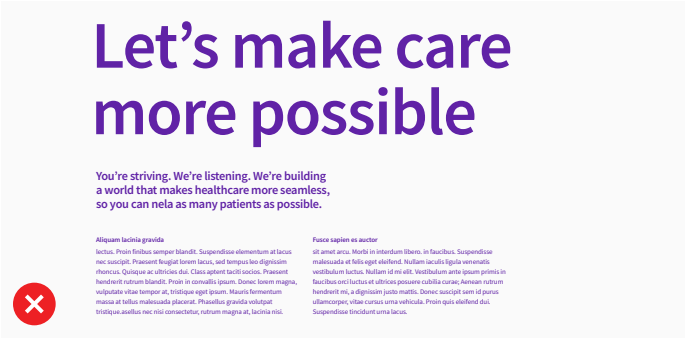
Don't use an accent color type on top of Compassion Purple or Compassion Purple on top of an accent color.



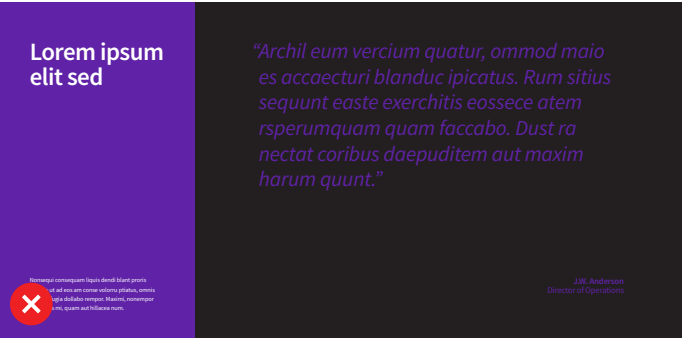
Don't place accent colors immediately adjacent to the GE HealthCare logo.



Don't use a tint of an accent color alone. Tints should be accompanied by the accent color at 100% to help highlight or differentiate information.



Don't overuse Compassion Purple in all type hierarchies at once (headline, subheadlines, and body).



Don't use black as a prominent background color.



Photography

GE HealthCare's photography focuses on what it means to be compassionate. We embrace the authentic stories, personalities, empathy, and technology that shape our world of innovative solutions and their impact on individual lives. Humanity is always at the center.

Photography style

Warm Genuine Real

Photography style

We strive to show real people in real environments. Our photography guidelines adopt a more intimate and realistic representation of the people behind our innovations, the professionals and patients who use them and our products.

While our products are powerful and innovative, it is equally important that they are reliable, safe, and easy to use.

We illustrate this by showing authentic moments in time that accurately depict the experience and impact of our products. **Our style is warm, genuine, and real.**

Licensing permission
When using any photos, be sure that you have obtained the necessary permissions from the copyright owner, and if the image contains people, including GE HealthCare colleagues, you must obtain a [model release](#).
Environment, Health and Safety (EHS) and clinical expertise is a critical consideration when conducting a photo shoot. Photographs that feature people must abide by EHS guidelines and clinical accuracy relevant to the environment and work experience being captured. Including an EHS representative and clinical expert on photo shoots is essential to avoid inadvertently capturing images that cannot be used due to either EHS or clinical violations.



Key photography principles

These key principles help us maintain a consistent look, feel, and tone in our photography. Use them as a lens to help make the right choices when sourcing new photography.

A photo should live up to at least three of the four principles. If it doesn't, consider not using it.

Human

We are a “human-first” brand. We are dedicated to developing innovative solutions that empower healthcare providers so they can provide better solutions for patients. All people care, worry, and hope. It's what makes us human. Our photography reflects these aspects of the human condition, first and foremost, by showing real people expressing real emotions and reactions. We always strive to portray people as they are in the moment and never ask them to act or behave in a contrived way.



Spontaneous

To further enhance the authentic feel of our photography, we embrace unplanned shots: candid moments where the subjects are unaware or are not paying attention to the camera. This ensures realistic emotions and interactions while providing a greater range of the types of photos we can use. However, our photos should always be captured from the eye-level perspective of the photographer. Avoid extreme angles like bird's-eye views or top-down perspectives, as they are not natural points of view.



Authentic

Our photography is genuine and real. Capturing an authentic moment is more important than capturing a perfectly framed image. Photography feels genuine when it is not perfect. We avoid staged environments with perfect lighting and actors. Our photography should feel more like photojournalism, where the subject and story exist in a real-life environment. Overall, scenes should appear as realistic and authentic as possible, never contrived or perfected.



Diverse

Our photography reflects the diversity of our company and the world we serve. We proudly represent people of all ages, body types, physical states and abilities, ethnicities, and cultural backgrounds. Always keep this in mind when sourcing photography, as it is important to reflect a broad view of humanity across our collateral.



Themes

People



Patients



GE HealthCare colleagues



Healthcare professionals



Portraits

Environmental



Healthcare facility



R&D labs



Manufacturing



Service centers

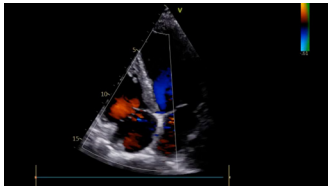
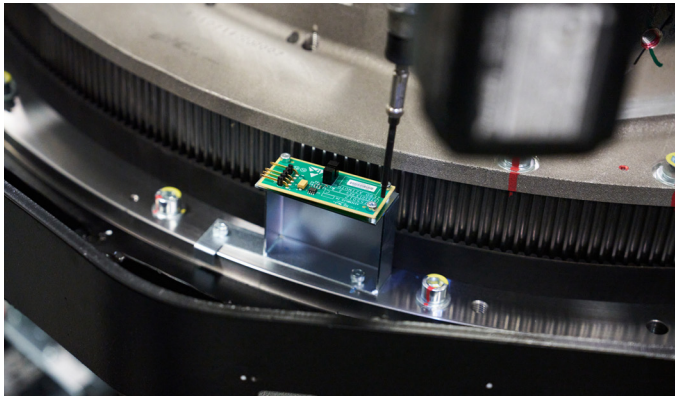


Buildings

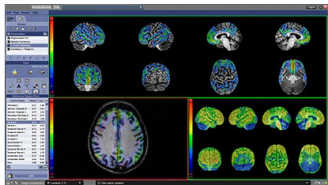


Offices

Technology



Clinical imagery



Software

Products



Products in use



Products in studio



Block outs

People

We feature real people with real stories. When we show people looking directly into the camera, we keep it natural and spontaneous.

We strive to capture a “moment in time” that depicts people’s natural body language and gestures, as well as a range of candid emotions and expressions.

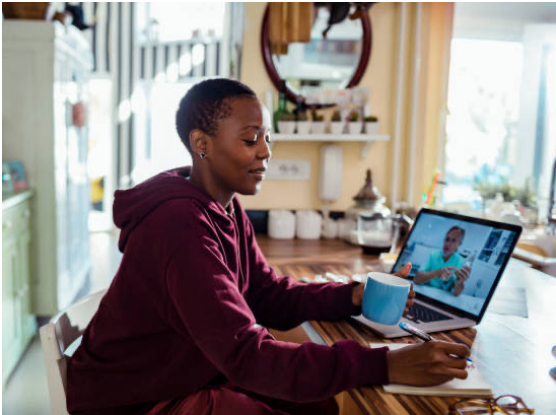
Patients
Helping patients is why we exist. It is important to show their lives and the impact of our products in an honest and authentic way.

Our patients come in all stages of life and exhibit a full spectrum of emotions. Focus on moments where patients demonstrate trust and comfort in the experience.

Healthcare professionals
Healthcare professionals (HCP) are one of our core audiences. Their work lives can be stressful, chaotic, and emotional, yet they conduct themselves with empathy and expertise. We strive to represent them respectfully and realistically.

Our colleagues
Our colleagues are the backbone of our business and the key to our success. It takes all kinds of roles and people to run a global company. We strive to represent the diversity of our workforce, from the people assembling our products to the software developers, scientists, researchers, customer support, logistics administrators, and everything in between.

Patients



Healthcare professionals



Our colleagues



Environmental

Environmental images are an effective way to set up a scene and provide context to a story. They are typically wider shots that capture a location, whether an exterior shot of one of our facilities, our office spaces, assembly lines, R&D labs, warehouses, healthcare facilities, etc.

Offices

We have a wide array of modern office spaces across our facilities which play an important part in attracting and enabling a productive, collaborative, and healthy workforce.

Our office photos should never feel empty or crowded with people. They should illustrate how we work and how we have spaces that inspire collaboration and focus.

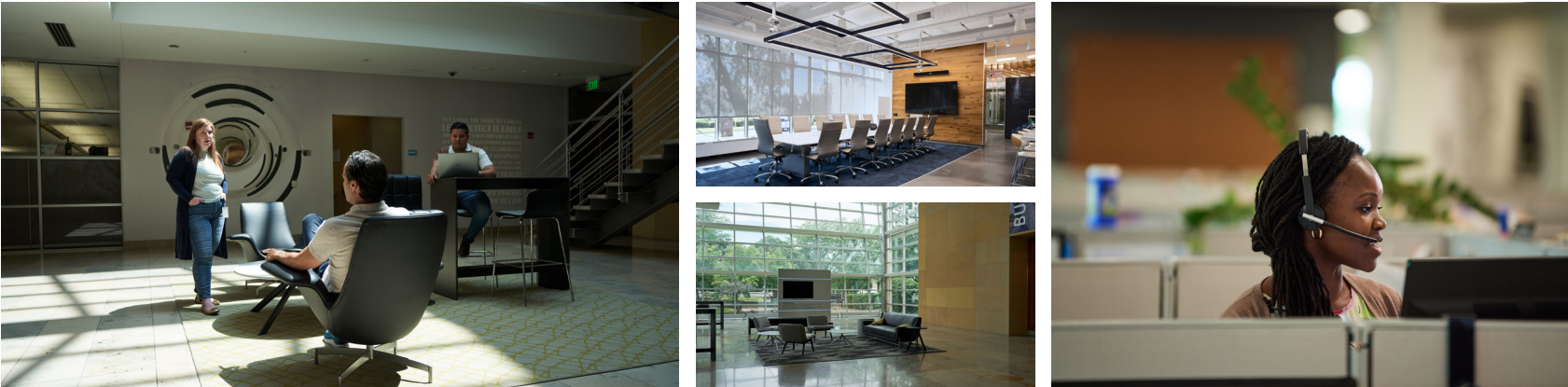
Buildings

As a global company, our facilities range from big office campuses to local sales and support offices to manufacturing plants. When using images of our buildings to establish a scene and location, try to include our branding if possible. Exterior shots look better in natural sunlight, so avoid cloudy or rainy day photos.

Manufacturing

Our assembly lines are exceptional yet complex. When showing multiple workers in action within a frame, make sure there is a clear focus on one person. For wider shots, it's the scene/space itself that is the focus and not a specific person.

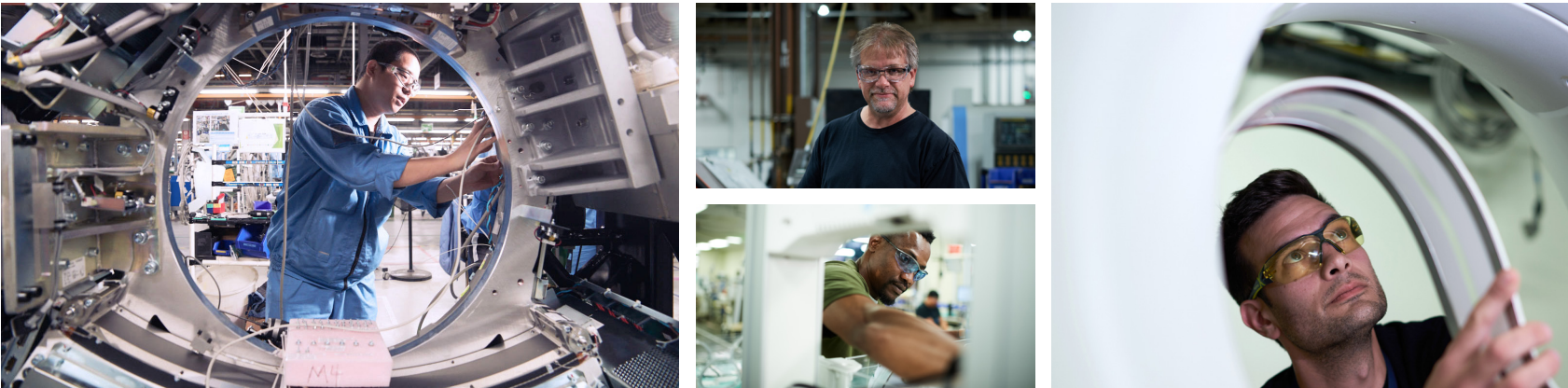
Offices



Buildings



Manufacturing



Environmental (continued)

Research and development (R&D)

A lot of our innovation happens right in our laboratories. When photographing our labs, we focus on the skilled engineers, researchers, and scientists who are in the process of creating our technology and products.

Service centers

Our skilled technicians and support staff work in service centers like our manufacturing facilities. We capture moments of action when they are fully focused on their tasks and getting things done.

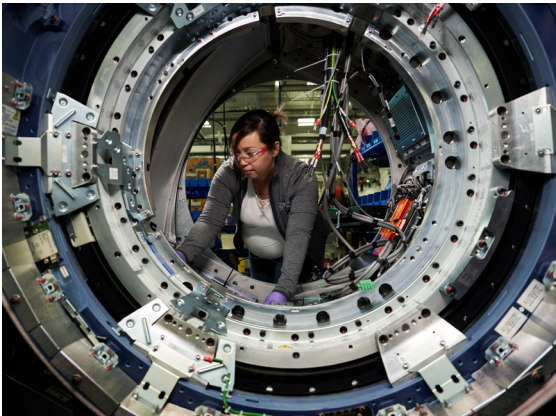
Healthcare facilities

Hospitals and clinics are where our products become a critical part of the lives of our patients and HCPs. We show our product being used in realistic environments while ensuring a clear focus on the story that is taking place.

R&D labs



Service centers



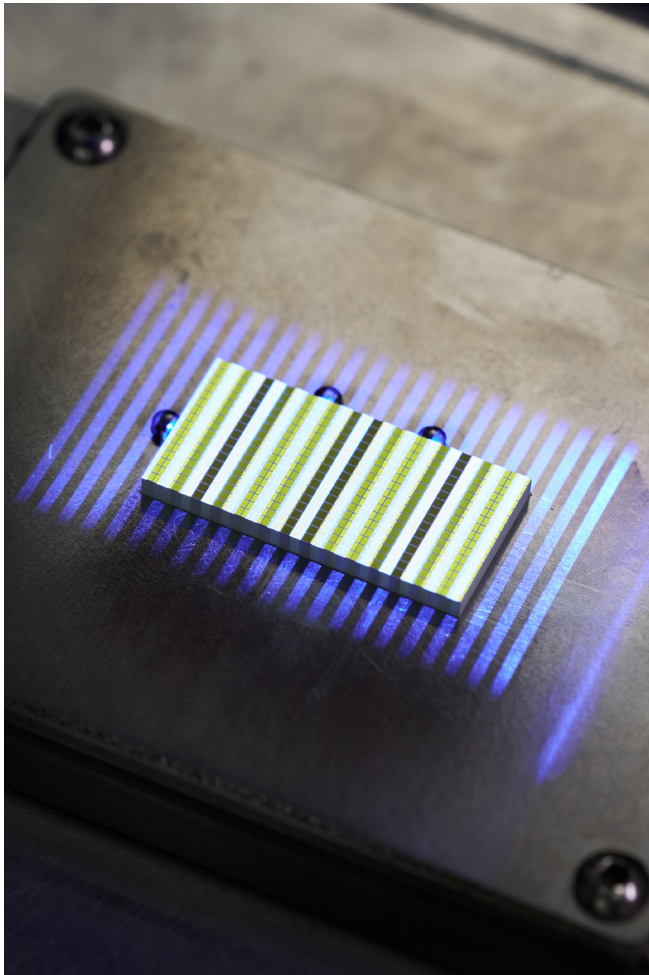
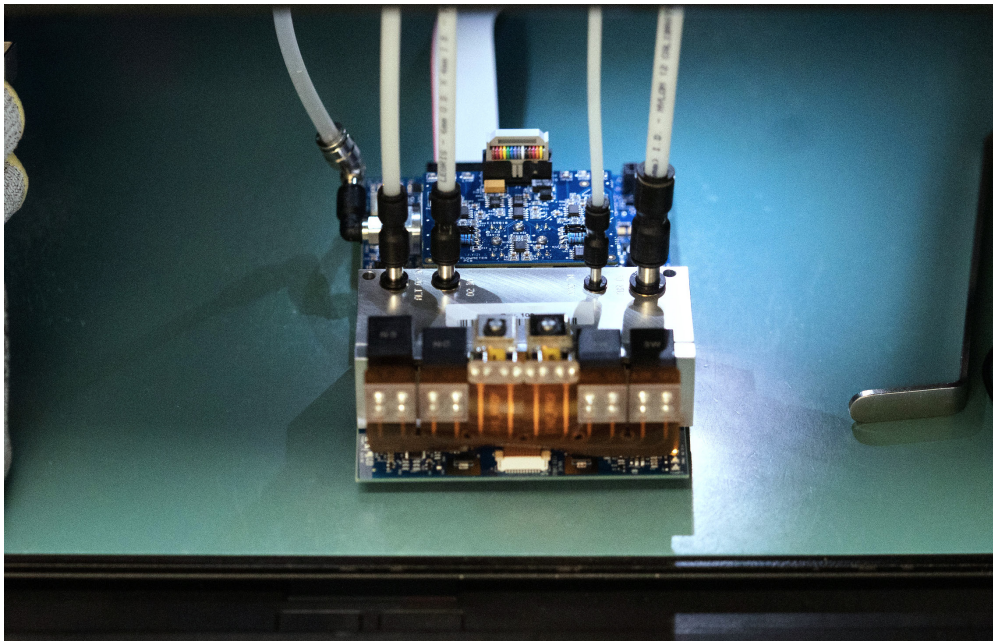
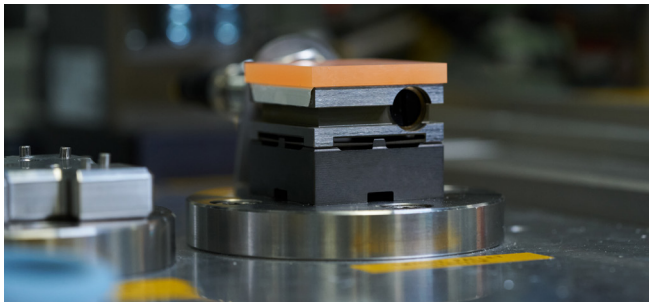
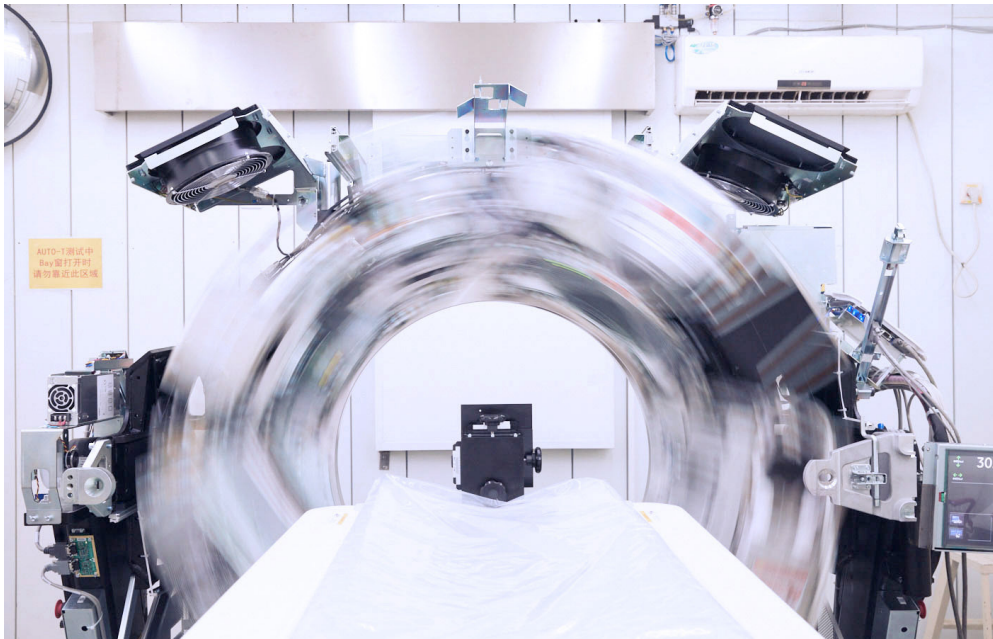
Healthcare facilities



Technology

When showcasing our tools, hardware, software, and products, we zoom in on interesting details or features to illustrate how advanced and well-engineered our technology is. In wider shots, our raw exposed products look almost like sculptures, blending heavy mechanical engineering with intricate wiring and digital components. We always show our technology without additional visual effects to make it look even more advanced or futuristic.

Our digital solutions are just as important as our physical ones. Screenshots of user interfaces on screens and devices must be high quality and crisp.



Products

Images of product details and features should always have a modern and premium look and feel. They capture the beauty of our products and make even the most complex technologies attractive, exciting, and coherent.

Products—in use and in studio

When showing products in use, focus on patients or operators interacting with products. Keep in mind to always be respectful to the patient. While we want to show realistic scenarios of our products in use, avoid photos or angles that are intrusive or unflattering to the patient.

Products—block outs

Product block outs are designed to focus solely on the physical product. They are always shot on a clean white background and can either feature the entire product or part of the product. For handheld devices, it is OK to show a person’s hands to illustrate the device’s size. For all other products, we only feature the product itself.

Products—
in use



Products—
in studio



Products—
block outs



Portraits

We use headshots for formal communications like leadership bio pages, author profiles, etc. Headshots should place the subject’s face in the center of the frame.

Formal
Posed portrait of subject in professional attire, with a friendly, knowledgeable, and trustworthy feel against a clean background.

Wide framing capturing the subject’s upper body allows for more freedom in zooming and cropping. Formal headshots should include shoulders and part of their wardrobe.

Semiformal
Posed portrait of subject in professional casual attire, with a friendly, knowledgeable, and trustworthy feel in a natural environment.

Wide framing capturing the subject’s upper body allows for more freedom in zooming and cropping.

Social media
Candid moments showing the subject engaging in conversations, meetings, presentations, etc.

Formal



Semiformal



Social media



Photography principles to embrace

These images offer guidance for choosing the right photographic style and themes to promote brand consistency.



Show genuine moments of connection and relationships with people who are part of the journey.



Let people be themselves—comfortable and relaxed. Use everyday examples of how and where they use the technology.



Show impromptu work scenarios, which are more realistic and captivating than posed interactions.



Show behaviors and gestures that clearly and realistically demonstrate how to interact with the product.



Products should be shown in their natural environment.



Choose images of products in action. Avoid closely cropped product images.



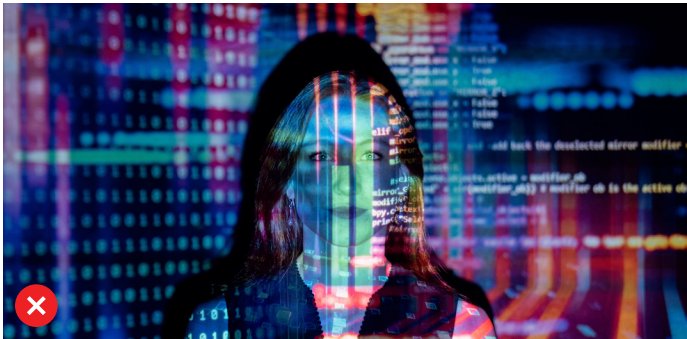
Use natural, warm light sources.



When using a shallow depth of field, consider the angle and shoot straight ahead, not from below or above.

Photography don'ts

Using photography correctly is an important way to maintain brand consistency. Here are use cases to avoid.



Don't use constructed or blended photos.



Don't use staged or contrived scenes. Don't use photos featuring exaggerated emotions.



Don't use processed effects or heavily colorized photos.



Do not use highly produced images that are busy or too abstract.



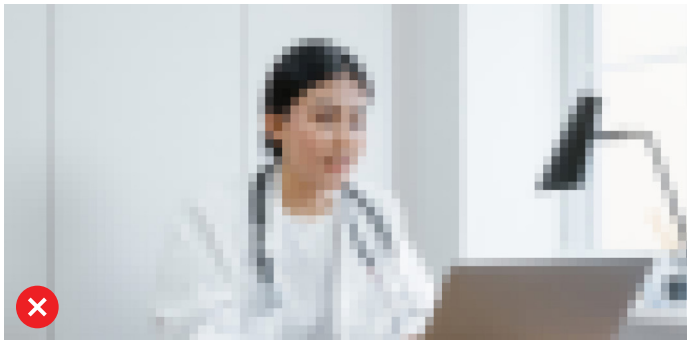
Don't use AI generated imagery.



Don't use studio shots of patients and machines together.



Don't use science or healthcare clichés.



Don't use poor or low image resolution.



Don't overlay Compassion Purple onto photos.



Principles

GE HealthCare's visual identity comes to life as we apply our distinctive brand elements together. Principles help define ways to activate these elements to express the brand and support the content in each application.

Grid

We use a grid to help us construct and organize content in all of our branded communications.

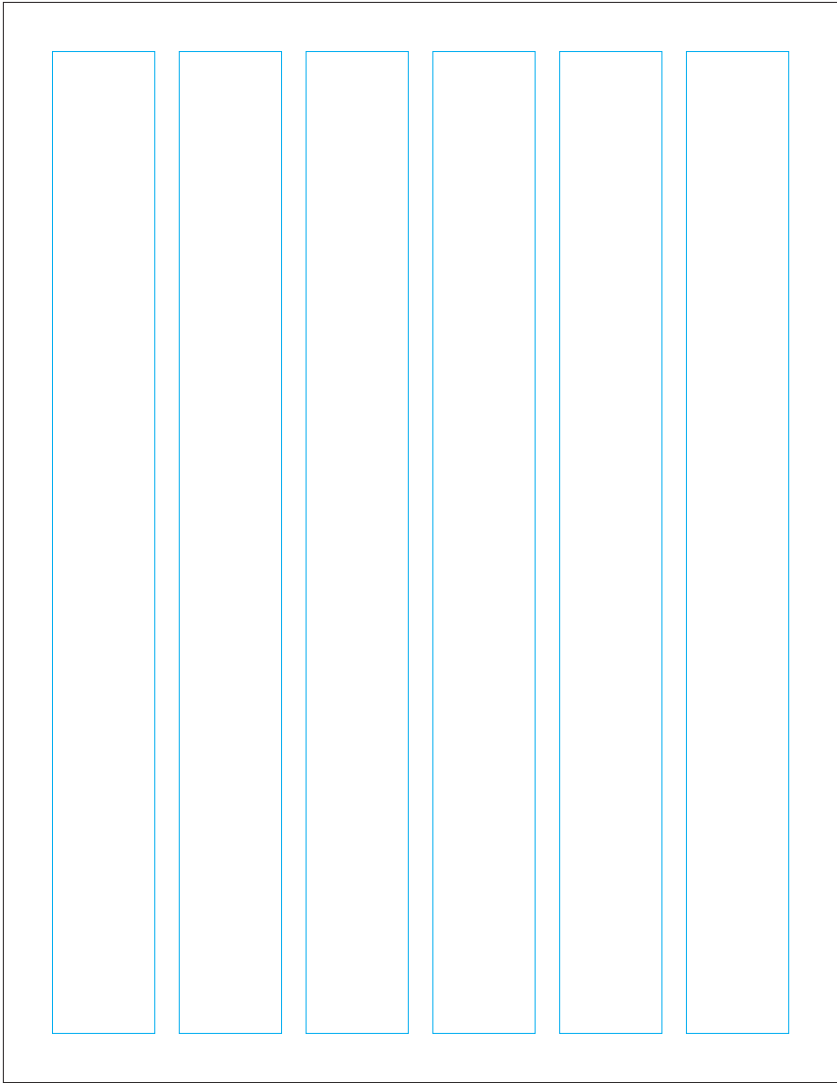
Format
Start with a base of a US Letter sized format (similar guidance for A4).

Margins
Margins are set at .5" from the outer edge of the format. They are used to contain the elements within the content area. The margin size may need to be adjusted depending on the size of the application.

Gutters
Gutters are half the width of the margins. This is to maintain consistent spacing, organize, and separate the design elements across the layout.

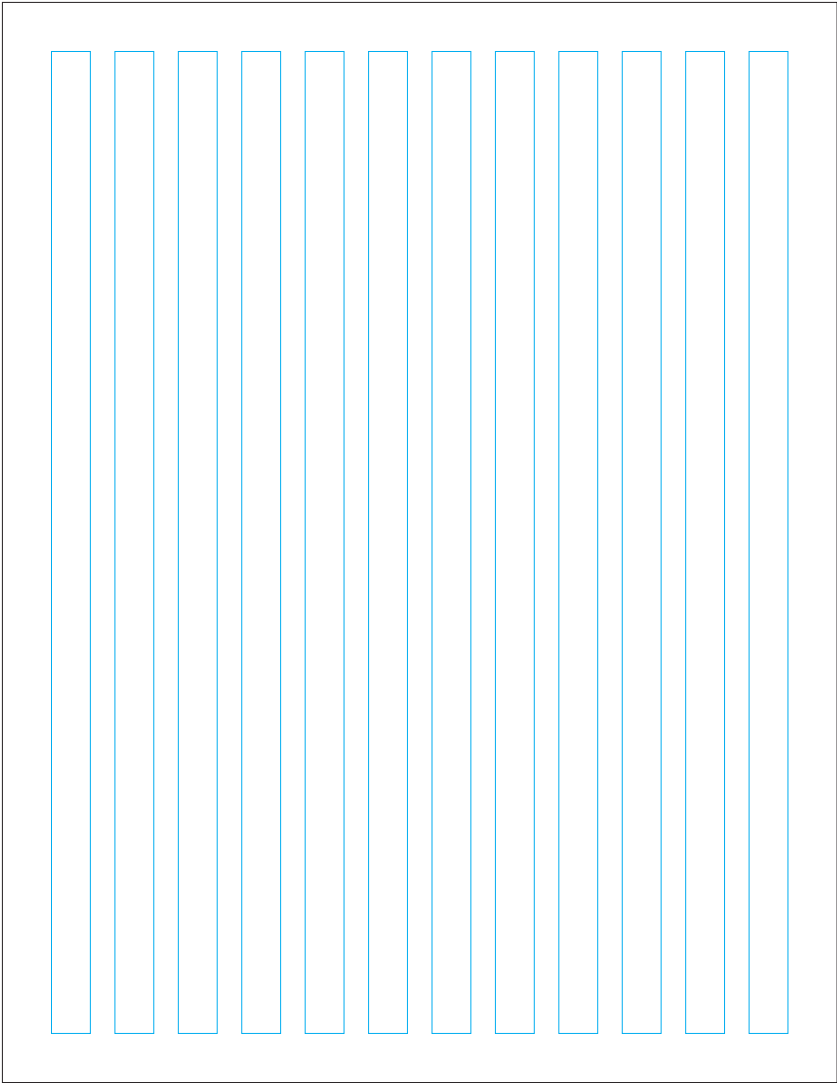
Columns
Columns are defined by the gutters and are used to organize the design elements across one or multiple columns. A layout may have either 6 or 12 columns depending on the complexity of the communication.

6-column grid



Margins Gutters Columns

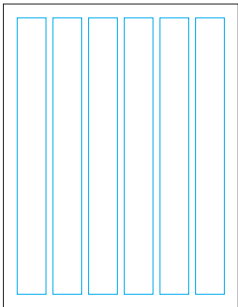
12-column grid



Grid for new formats

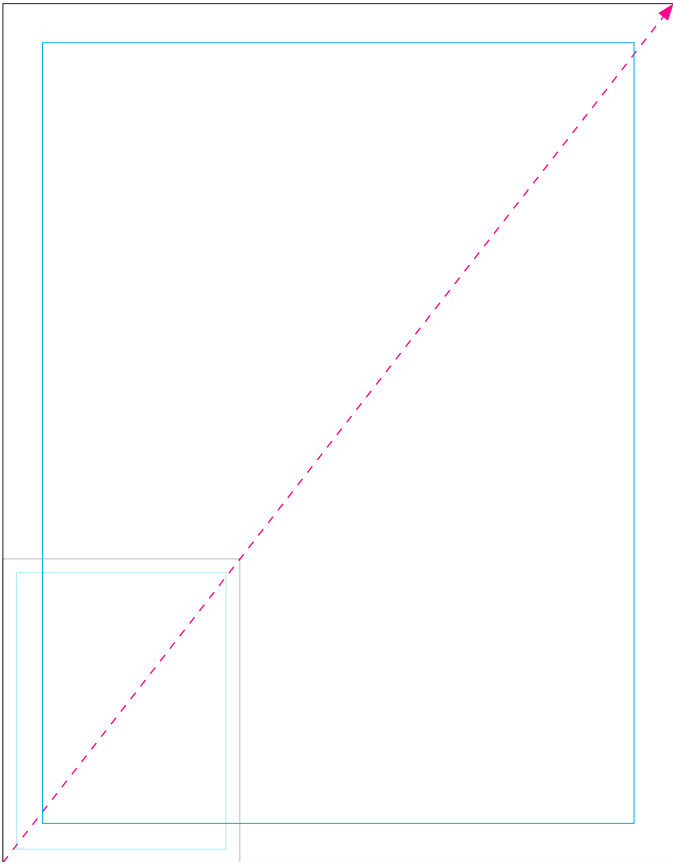
Creating a grid for new formats should start with our base format scaled proportionally to the preferred width of the new format and extended in height to appropriate size, while maintaining the margin's proportions.

Note:
The margins may need to be visually adjusted in proportion to the base ratio depending on production requirements.



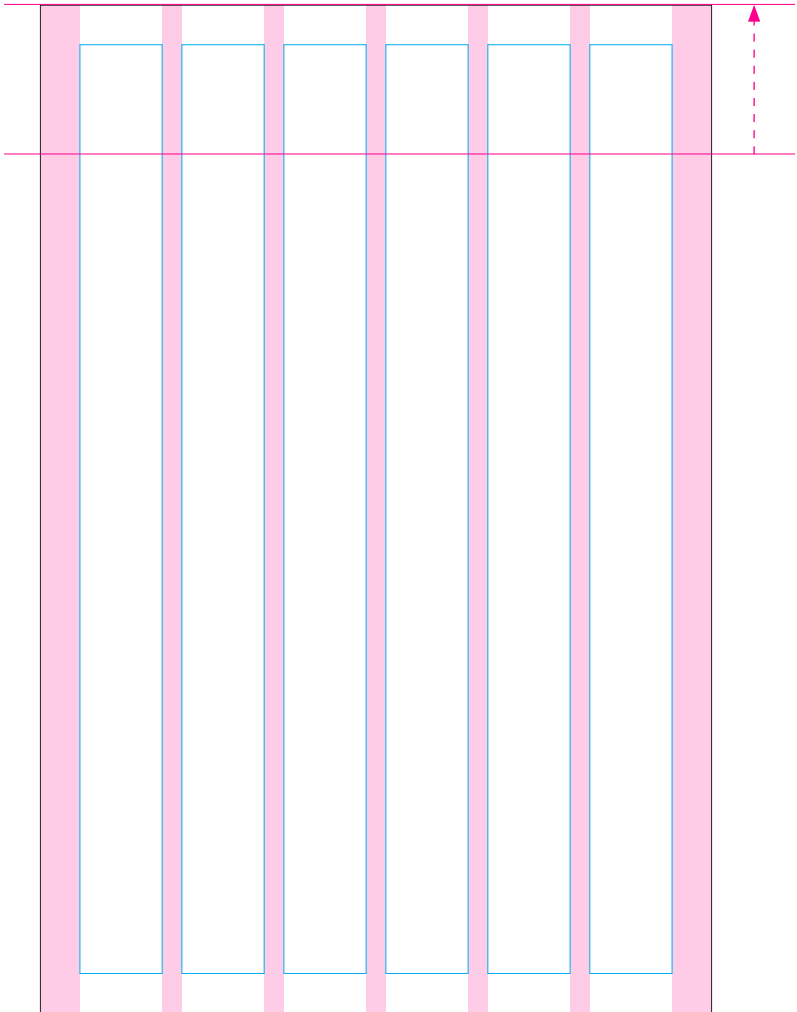
1

Base format 8.5" x 11"
(use as guidance for A4)
Margins are set at .5" all around and gutters are half the margin at .25".



2

Scaling to new format
Using 8.5" x 11" as the base, the new format is scaled proportionally with margins to preferred width.

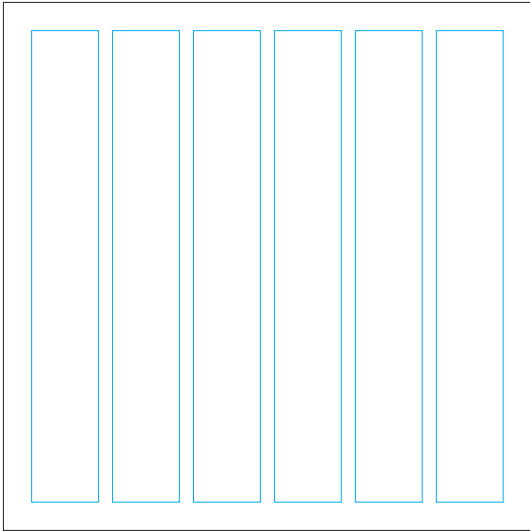


3

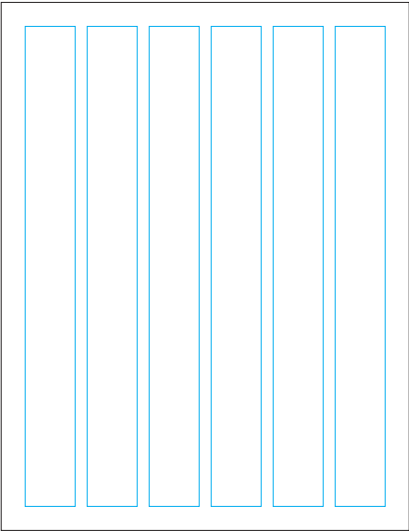
New format (example shown: 24" x 36")
Height is added or subtracted to achieve the specified size, while maintaining scaled margins on all four sides. The application's live area is divided into 6 or 12 columns, with gutters set at half the size of the margins.

Common aspect ratios

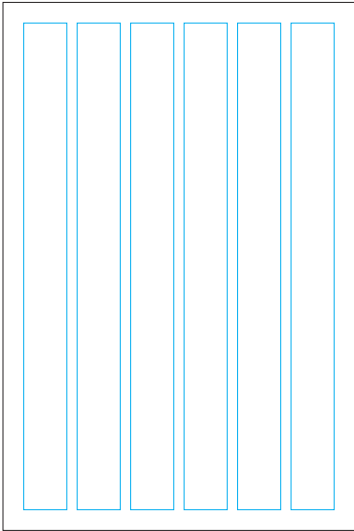
These are common format ratios used in most communications. The grids are constructed using the guidelines in this section.



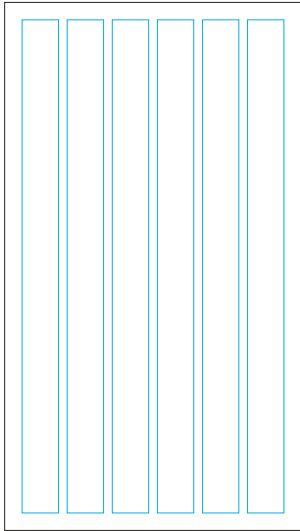
1:1



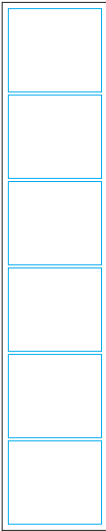
8.5 x 11



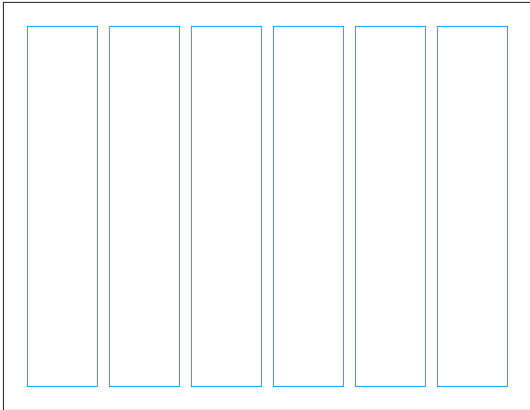
2:3



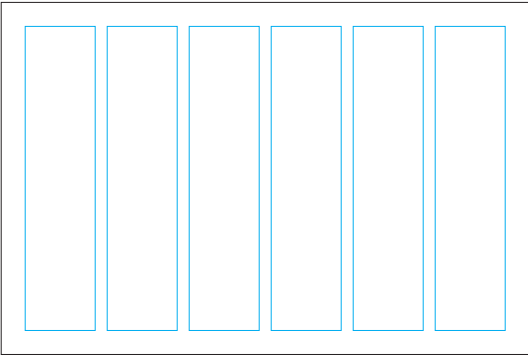
9:16



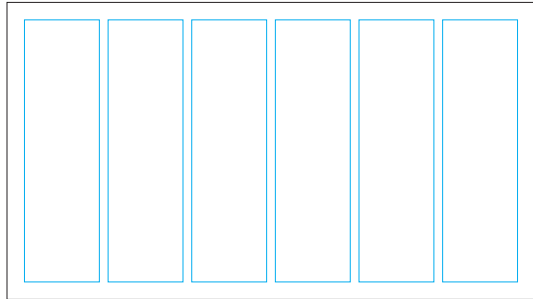
Leaderboard
(for digital use)



11 x 8.5



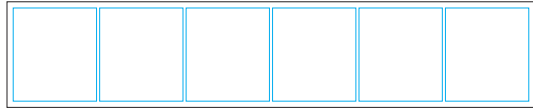
3:2



16:9



8:1 (for digital use)



Banner (for digital use)

Content placement

These sample layouts offer guidance for designs utilizing type only or type with imagery. Layouts can have 6 or 12 columns, depending on the amount of content and the complexity of the communication.

Use the proportional scale to establish the margins of the layout. Gutters should be half the size of the margins to maintain proper spacing of elements. In general, the logo Monogram's height is 125% the width of the margin. In extreme cases where the margin is too small or too large, the logo will need to be adjusted visually.

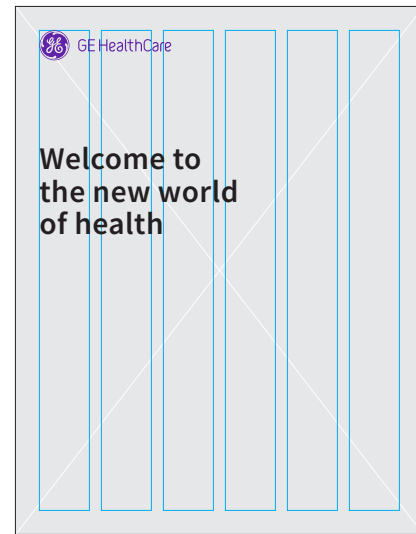
To add interest and energy to the layouts and to help emphasize hierarchy in the communication, use graphic elements and typography of contrasting sizes.

For more information on our branded templates, refer to the [Brand page](#) of The Beat or download.

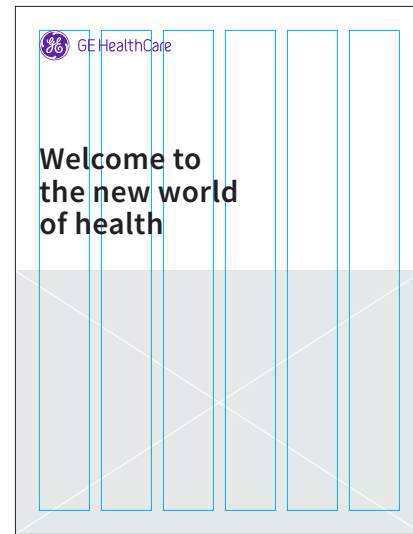
Download

You can download these templates also from our externally accessible Agency Brand Portal.

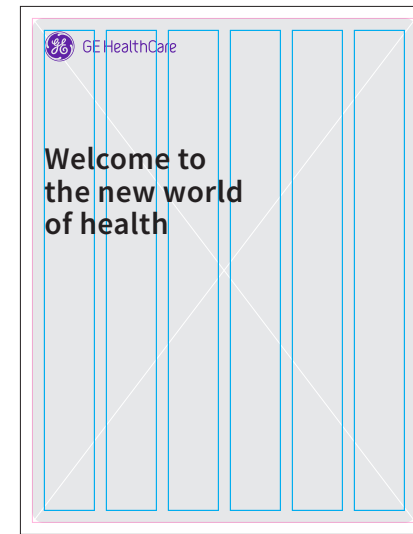
Download



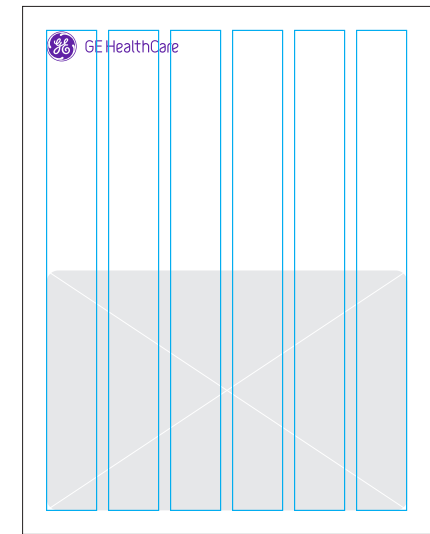
[Full image](#)



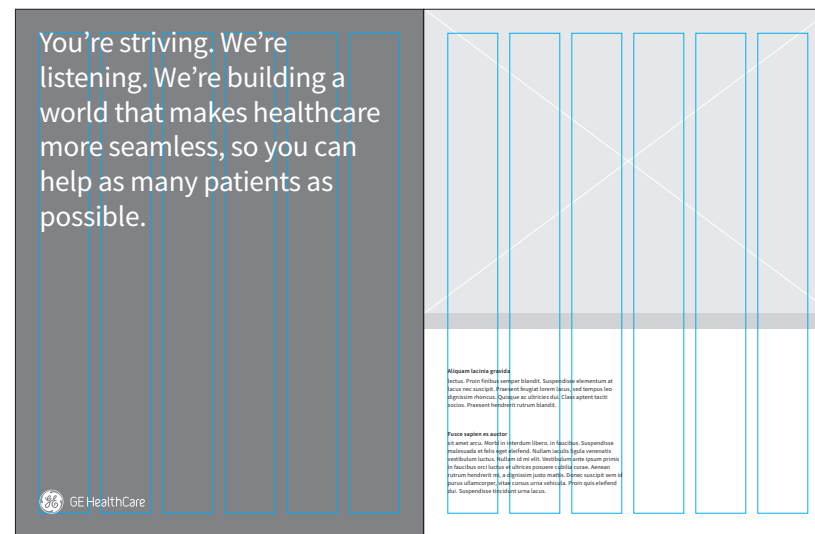
Half image



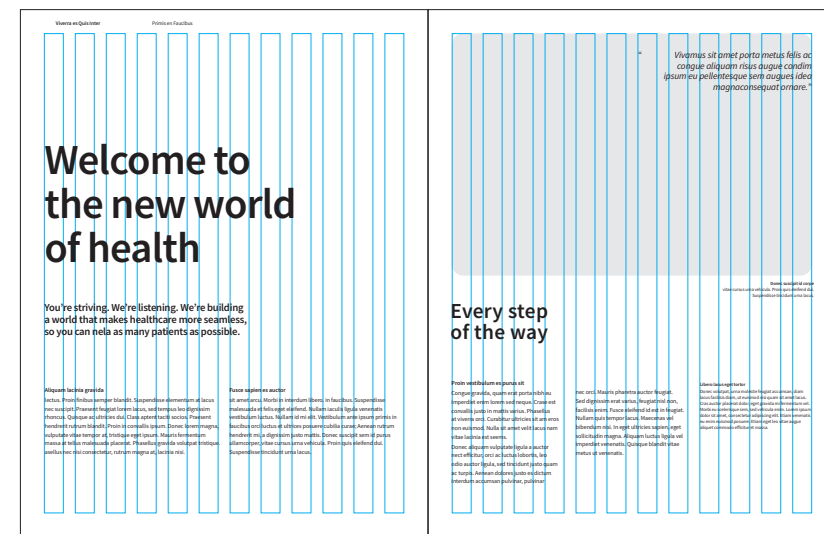
Full image in graphic device.
Graphic device is placed in an outer margin.



Half image in graphic device.



Multi-column text and image page adjacent to full-bleed image.



12-column layout needed for complexity of content/information.

Graphic device

Our graphic device is dynamic and can be used to highlight content or frame imagery.

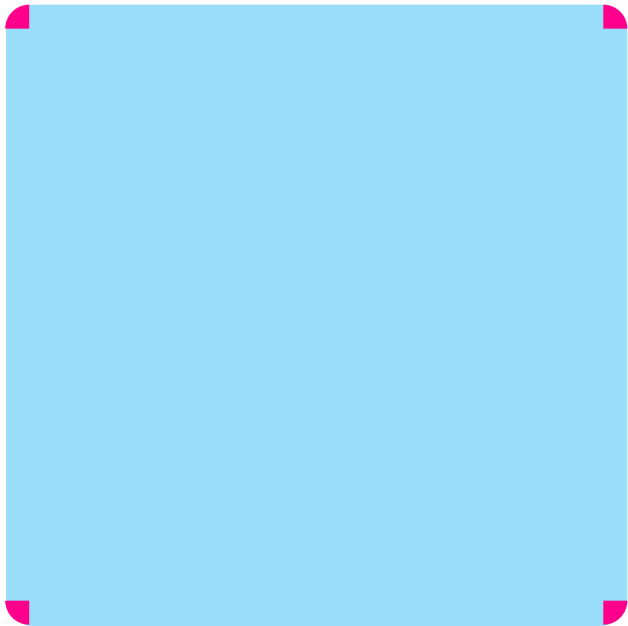
The rounded corners are designed in proportion to the base square. Using the example on this page as our base construction of the element, we can then scale the graphic proportionally or expand or contract the graphic device as needed for the layout of the format.

Construction specifications:

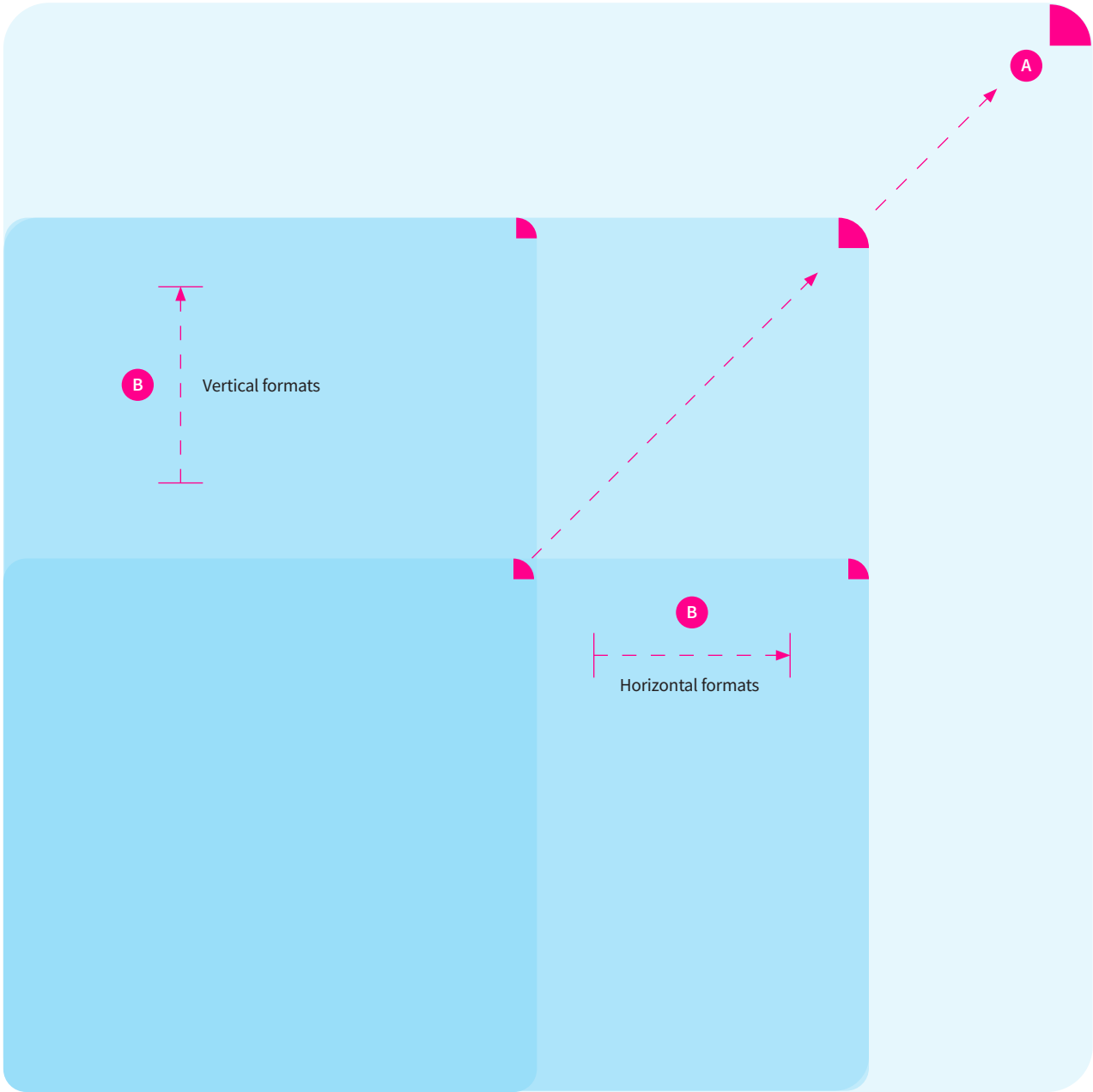
Square
4" H x 4" W

Corner radius
.125"

1
Rounded
corner of unit



Constructing
The square graphic device is 4" x 4", with the radius set to .125" in each of the four corners.

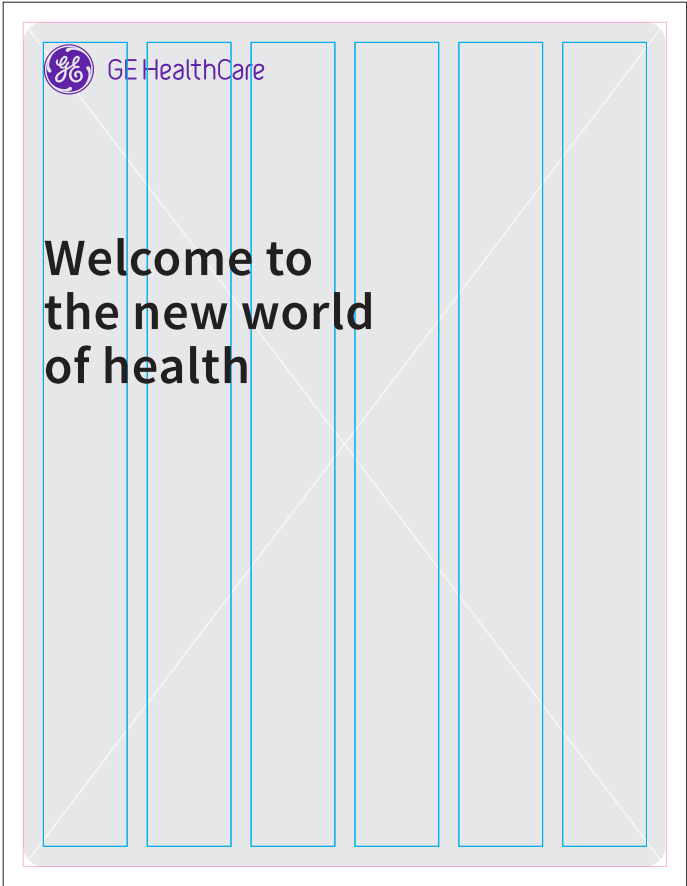


Using the graphic device
(A)
Scale the base graphic device maintaining the proportion of the rounded corners to the size of the graphic device. Use the shorter dimension of the format to determine the correct radius of the rounded corners.

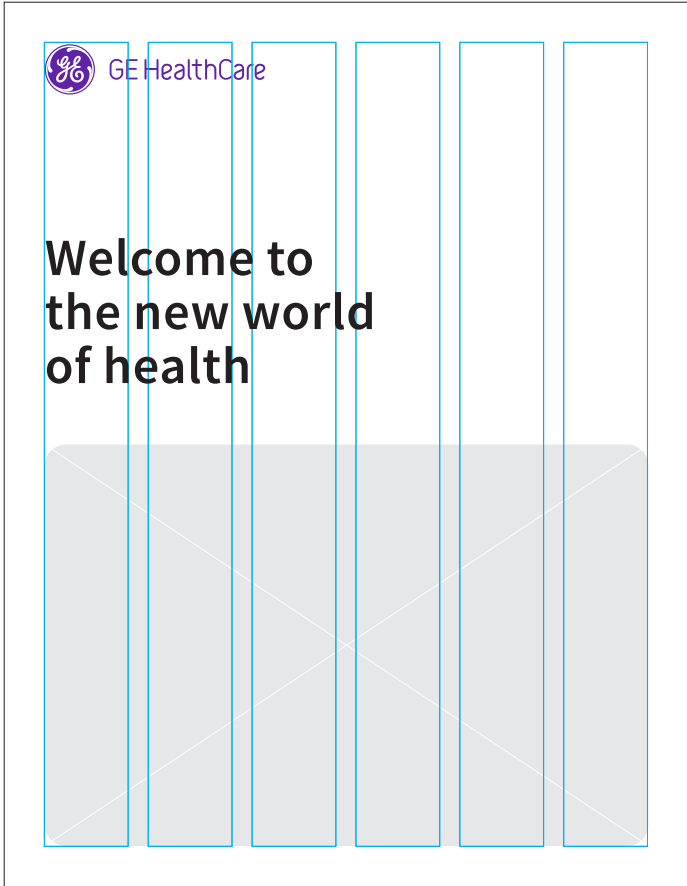
(B)
Extend the graphic device horizontally or vertically to the longer dimension of the format without scaling the rounded corners.

Graphic device usage

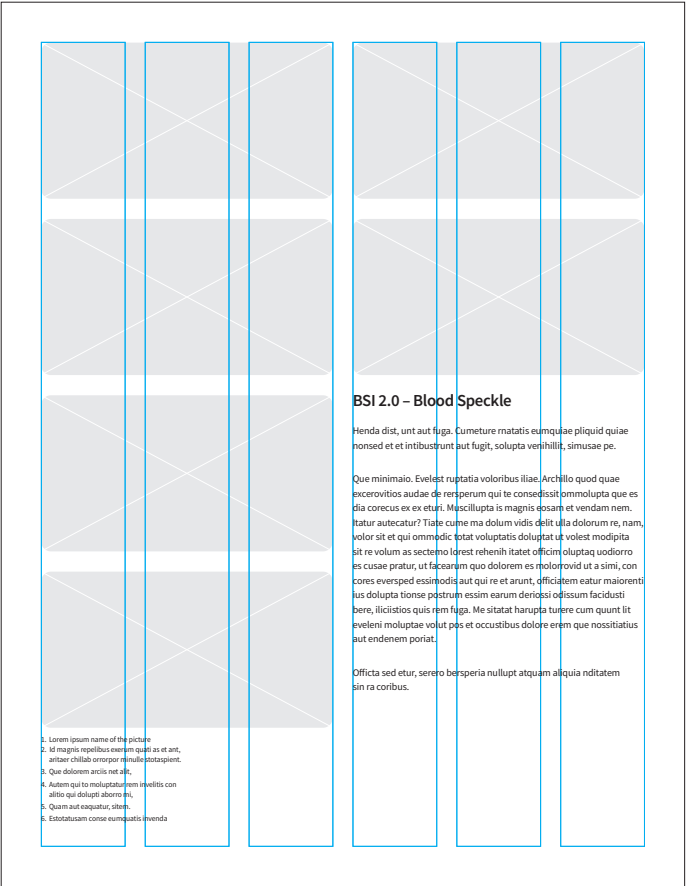
The examples on the right offer guidance in the use of the graphic device. In most instances, we align the device to the margin, columns, and other design elements. The only exception is when the graphic device is used as a full-page non-bleed graphic; in this case only, the graphic device is aligned to the outer margin, allowing for better spacing and alignment of elements within the device. We do not crop the graphic device off any edges of the format.



Align the graphic device with the outer margin only for full-page non-bleed graphic use.



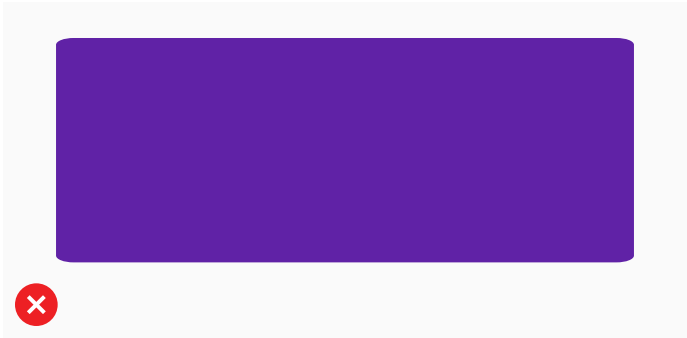
Align the graphic device with the margin and other design elements.



Align multiple graphic devices with the margin, columns, and other design elements.

Graphic device don'ts

Using our graphic device correctly is an important way to maintain brand consistency. Here are use cases to avoid.



Don't disproportionately stretch the graphic device or distort the corner radius.



Don't crop the graphic device off any edges of the format.



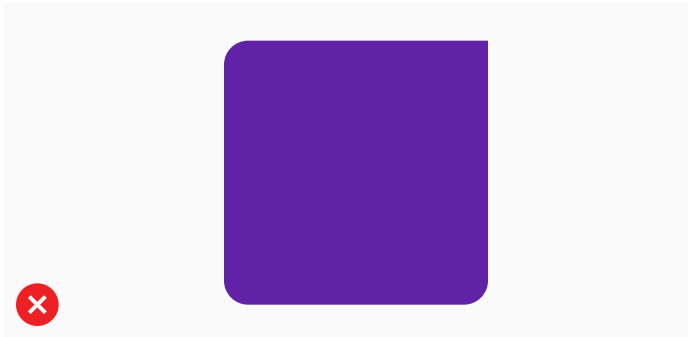
Don't skew the graphic device.



Don't use an exaggerated round or sharp radius that is not in proportion to the base graphic device.



Don't apply opacity to the graphic device.



Don't mix sharp and round radii in the graphic device.

Charts and tables

Here are examples of charts and tables we might use.

We have full use of accent colors and tints to help organize information. Compassion Purple may be used to highlight important information, but never use it in tints or shades to differentiate content.

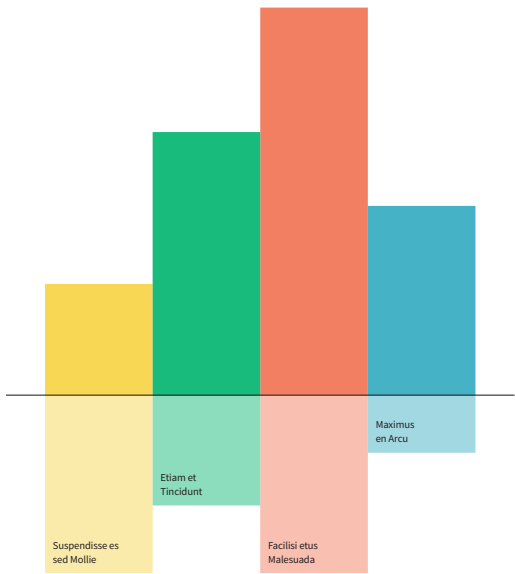
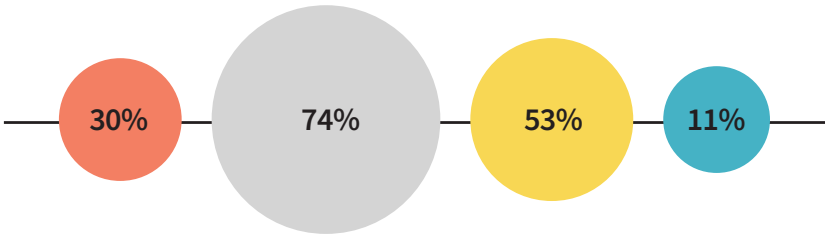
For all labels and text on the accent color palette, use black text.

For further information, please refer to our Infographic Guidelines accessible from the [Brand page of The Beat](#).

Download

Also available on our externally accessible Agency Brand Portal.

Download



	Vivid E series	Vivid S series	Vivid T series	Vivid IQ	EchoPAC
Visualization					
CT Fusion	•				•
HDlive	•	•			•
HD Color	•	•		•	•
Dual Crop	•	•		•	•
FlexiLight	•				•
Navigation					
CT Fusion Live	•				
FlexiSlice Extend	•	•		•	•
Pre-Post Compare	•	•	•	•	•
4D Markers	•	•		•	•
FlexiViews	•	•		•	
View-X	•	•		•	

Iconography

A full suite of icons have been designed specifically for digital use in software UI and can also be used in marketing communications.

Get more information on available assets, download the latest EDS icon PPT and “how to” guide from [this article](#) on The Beat.

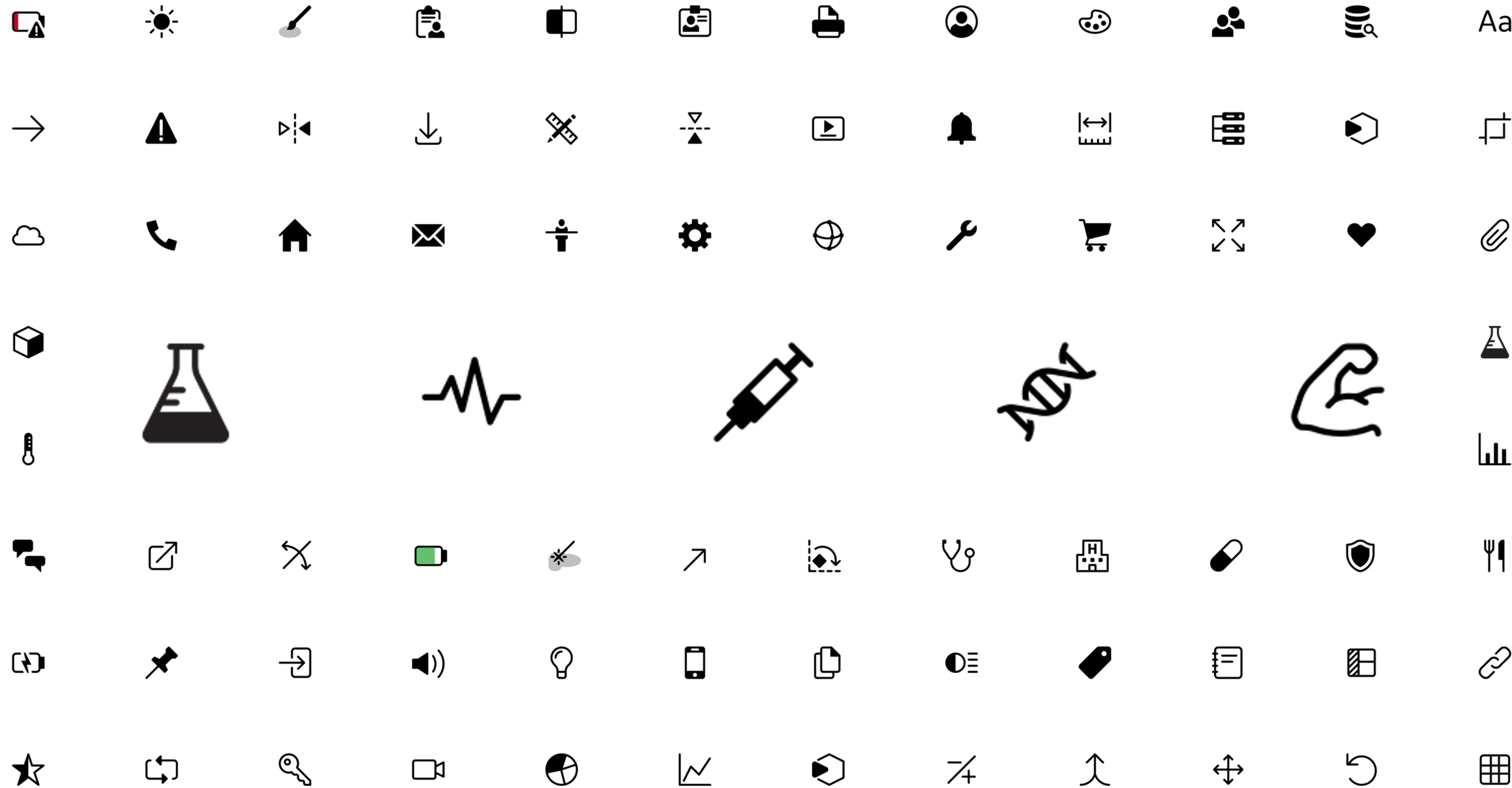
Download

Also available on our externally accessible Agency Brand Portal.

Download

For further information on icons, please reach out to the [Global Design team](#).

Request an icon [here](#).





How it all comes together

This section illustrates how
the brand elements are applied
to various applications.

Visual elements
usage

Compassion Purple
Compassion Purple should be used as a big splash to signify our brand color.

Photography
Our authentic photography style is part of our brand toolkit and should be followed when sourcing imagery or directing photo shoots.

It's not about the technology, it's about the people using the technology and the patients who benefit from it. If we can make tools more human and useful, we can help doctors save lives.



Harum lab lum antur
ad quae As eiciet quam ullorem audant et rerovidebis res
cone esequum totatis nihilcat.

Et que ommo lectas eiciunt
Bustium quation rescu reumquia dtae vid molor assit,
qui qui berum easta pore, aut lab in natues as alem il idia
aut volupta volupta sa culpa con sequodis solores.

Visual Ultra Edition
Pediatric | PG

Typography
Large scale typography can add intrigue or emphasis to the communication.

Typography
Headlines should be big and bold to help draw focus and emphasis in a layout.

Creating new
standards
of care, building
better outcomes

For every clinical challenge you face, we're engineering greater hope. With insight-giving tools, distance-erasing devices, and simpler ways of getting from here to care.

Harum lab lum antur
ad quae As eiciet quam ullorem audant et rerovidebis res
cone esequum totatis nihilcat.

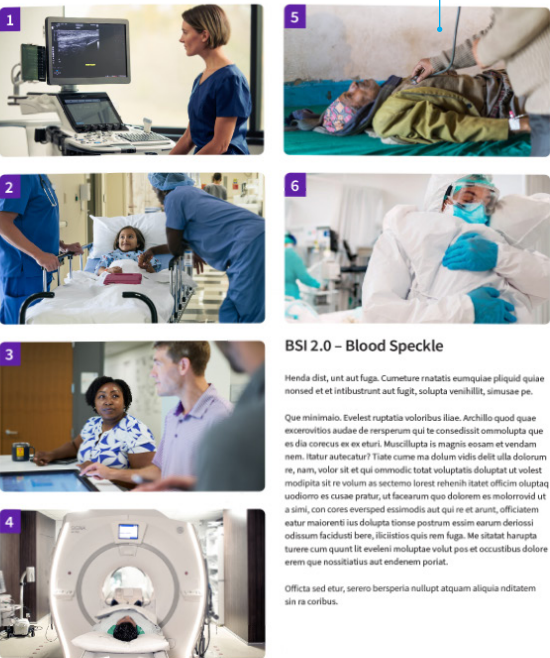
Et que ommo lectas eiciunt
Bustium quation rescu reumquia dtae vid molor assit,
qui qui berum easta pore, aut lab in natues as alem il idia
aut volupta volupta sa culpa con sequodis solores.

Visual Ultra Edition
Pediatric | PG

Typography
Subheadlines in Compassion Purple can help focus the reader on important information.

Accent colors
Accent colors can be used to add versatility in multi-format media to ensure our content is functional.

Photography
Always use authentic, unfiltered photography.



BSI 2.0 – Blood Speckle

Henda dist, unt aut fuga. Cumeture roatatis eumquiae pliquid quiae nonsed et et intibustrunt aut fugit, solupta venihillit, simusae pe.

Que minimaio. Evelest ruptatia voloribus iliae. Archillo quod quae exorovillos audae de resperum qui te consedisit ommolupta que es dia concus es ex eturi. Muscillipta is magnis exam et vendam nem. Itatur autecatut? Tiate cume ma dolum vidis delit ulla dolorum ne, nam, volor silt et qui ommodic totat voluptatis doluptat ut volest modipita sit re volum as sectemo lorest rehensit itatet officim oluptaq uodiomo es cusae pratur, ut facerum quo dolorem es molorrovid ut a simi, con cores evergesed esismodis aut qui re et arunt, officiam eatur moirenti las dolupta tione posttram exim earum deriosai odissum facidusti bere, licicisiois quis rem fuga. Me sitatat hanupta turere cum quant lit eveleni moluptae volut pos et occutibus dolore erem que nosiliatue aut endenem poriat.

Officta sed etur, serero bersperia nullquam aliqua nditatem sin ra coribus.

- 1. Lorem ipsum name of the picture
- 2. In magis repulsi enim que in se aut, antiae i hila exorper miale stotapient.
- 3. Quodiam exis est alit.
- 4. Aeneque to moluptate non inveltis con alit qui dolupt aborro in.
- 5. Quae aut sequatur sitem.
- 6. Eudatutam conne nemquatis inveda

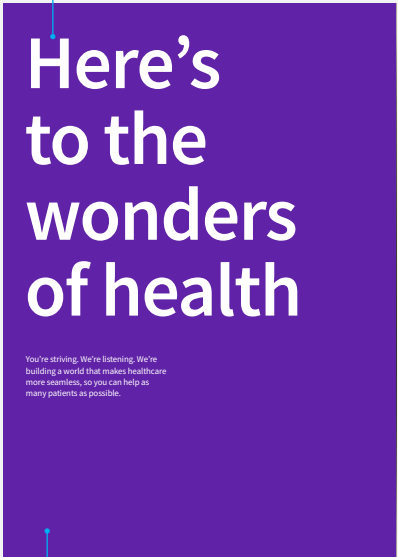
Visual Ultra Edition
Pediatric | PG

Typography
Captions can help organize, inform, and add texture to the content we are displaying.

Visual elements
usage



Photography
Genuine and warm photography can be bold and cropped close-in.



Compassion Purple
Compassion Purple can be used as a big splash to signify our brand color.



Platform logo
Special use of Platform logo allows for legibility over complicated photography that lacks clear space. It should only be used in advertising.



Typography
Headline at an extreme scale focuses the reader's attention.

Platform logo
Special use of Platform logo allows for legibility over complicated photography that lacks clear space. It should only be used in advertising.

Visual elements usage

Compassion Purple
Compassion Purple can be used as a big splash to signify our brand color.

Logo
Logo is displayed clearly and proudly in support of our brand.

Photography
Genuine and warm photography can be bold and cropped close-in.

Typography
Source Sans Pro used at bigger scale to cut through clutter and contrast imagery.

GE HealthCare

HDliveTM Studio+

Voluson Expert 22
You set the limits

Learn more



HDlive Studio+TM
Voluson Expert 22
You set the limits



Accent color
Accent colors can be used to highlight or bring focus to a call-to-action button.

Highlighted type
Use highlighted type for ADA compliance and special use cases where type needs to lay over a complicated image area.

GE HealthCare

HDlive Studio+TM

Voluson Expert 22
You set the limits

Learn more

Compassion Purple
Compassion Purple can be used as a big splash to signify our brand color.

Logo
Logo is displayed clearly and proudly in support of our brand.

Typography
Source Sans Pro used at bigger scale to cut through clutter and contrast imagery.

Photography
Genuine and warm photography can be bold and cropped close-in.

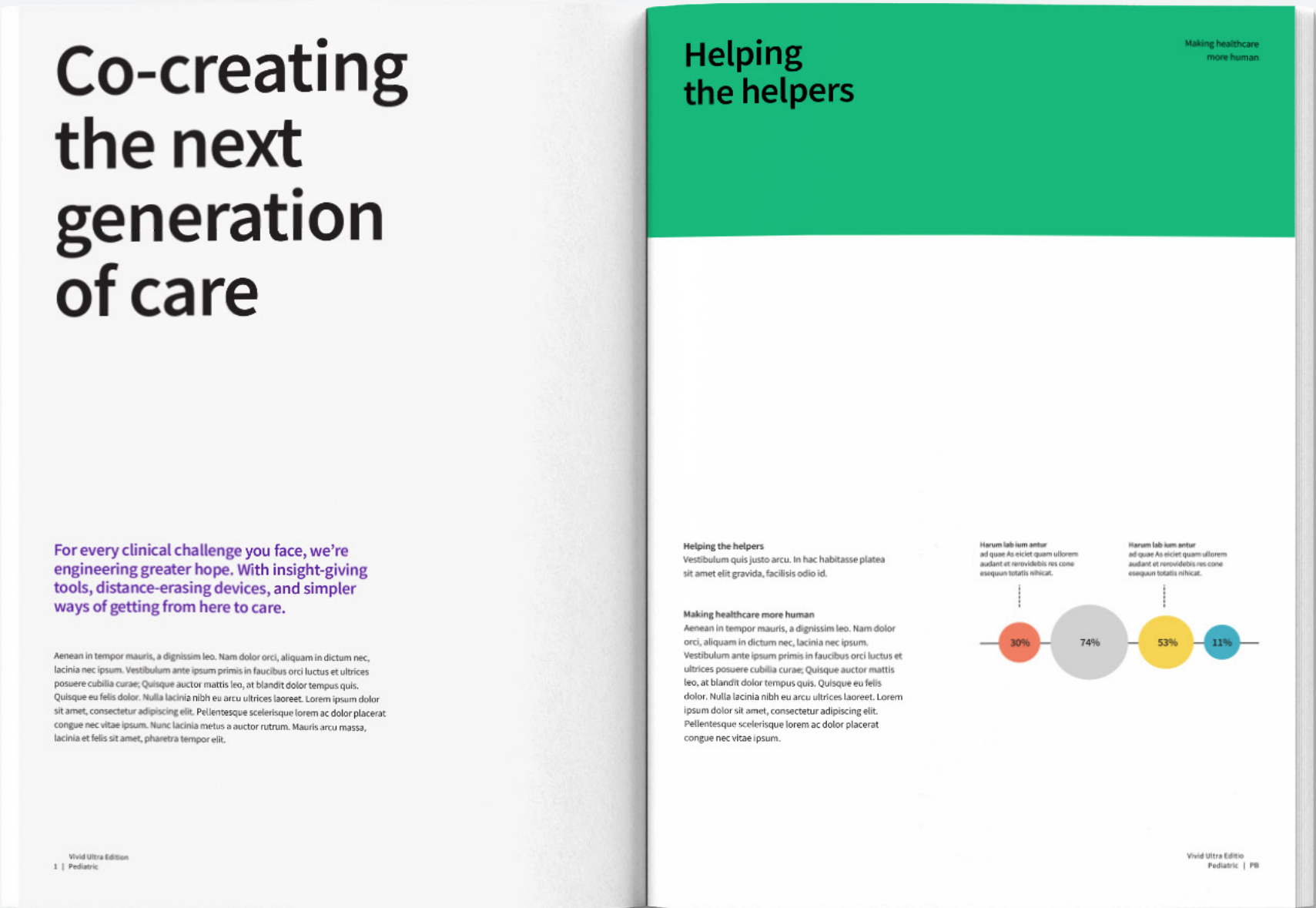
Accent color
Accent colors can be used to highlight or bring focus to a call-to-action button.

Accent colors
Accent colors can be used to highlight or bring focus to a call-to-action button.



Examples

The following examples showcase touchpoints that demonstrate how elements from GE HealthCare's visual identity system are united to create the brand expression.



Address the need of your most challenging patients

BSI 2.0 – Blood Speckle Henda dist, unt aut fuga. Cumeture rnatatis eumquiae pliquid quiae nonsed et et intibustrunt aut fugit, solupta venihillit, simusae pe.

Que minima. Evellent ruptata volonibus iliae. Archillo quod quae excerovition audae de rensperum qui te consedissit ommolupta que es dia corecus ex es eturi. Musculiupta is magnis eosam et vendam nem, itatur autecatur? Tiste cume ma dolum vidis deit ulla dolorum re, nam, valor sit et qui ommodic totat voluptatis doluptat ut voliest modipita sit re volum as secterno lorent rehemi itatet officim oluptaq uodomo es cuae prator, ut facerum quo dolorent es molorovid ut a sepiilat.

Today’s challenges

1.5 – 2mln

Harum lab lum antur ad quae As eiciet quam ullorem audant et nerovidebis res cone esequun totatis nihicat.

CHD

Et que omno inctas eiciunt. Bustium quation rescil reumiquia ditae vid molor assit, qui qui berum eotia pore, aut lab in natures as atern il idia aut volupta volupta sa culpa con sequodis solores.

More complex

Et que omno inctas eiciunt. Bustium quation rescil reumiquia ditae vid olupta volupta sa culpa con sequodis solores.

10%

Harum lab lum antur ad quae As eiciet quam ullorem audant et nerovidebis res cone esequun totatis nihicat.

Vivid Ultra Edition
1 | Pediatric

01

Harum lab lum antur ad quae As eiciet quam ullorem audant.



Name of the product

02

Harum lab lum antur ad quae As eiciet quam ullorem audant et nerovidebis res cone esequun totatis nihicat.



Name of the product

03

Harum lab lum antur ad quae As eiciet quam ullorem audant et nerovidebis res cone esequun totatis nihicat.



Name of the product

Peek into the future of healthcare

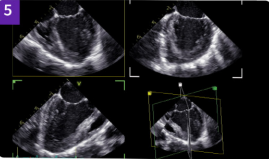
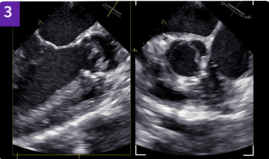
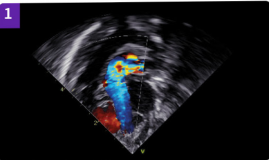
Proin id massa quis odio suscipit est sclerisque non hendrerit diam. Vivamus nibh justo tempus in tempor nec tincidunt nec lacus.

Mauris posita idbit in elementum ultricies. Nulla id purus enim. Cras rheneus iudicique maximo. Pellentesque tempus sem nec cursus blandit. Ut agestas lorem a nisi tincidunt tempus. Morbi sagittis risa ut amet interdum consequat. In convallis tristique tempus ac tristique. Aenean vitae orciat. Nullam massa massa, gravida quis consequat non, ultrices orciat lacus. Duis tempus ametid nisi. Ut eget sagitta leo, sed felibus purus. Suspendisse varius quam.

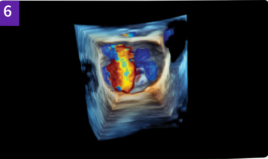
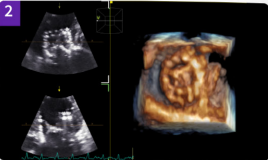
Proin id massa quis odio suscipit sclerisque non hendrerit diam. Vivamus nibh justo, tempus in tempor nec, tincidunt nec lacus. Duis non fer fection, dapibus lectus ut amet, pellentesque amet. Aliquam hendrerit massa urna, in convallis sed purus ut. Nullam fermentum odio sed massa gravida fermentum. Aenean ut dolor sagittis, porta massa et, pellentesque nulla. Nam in magna lectus. Vestibulum Aenean a que turpis, nec porta diam volutpat ac. In tristique urna qui auctor diam. Quisque sagittis metus augue, vel conare sapien lobortis et. Nam in amet nulla leo.

Vivid Ultra Edition
Pediatric | PB

Rely on us for image quality



- 1. Lorem ipsum name of the picture
- 2. Id magna pellentesque enim quam ut amet, artare chibit orrorip minule stotapiet.
- 3. Que dolorem arcis net alla.
- 4. Autem qui in modipitaur rem inveltis con allio qui dolupti aborro mi.
- 5. Quam aut exequatur, vitem.
- 6. Estotatuam conse eumquatis inveda



Rely on us for superb image quality and breakthrough innovation

Because your patients’ age range is wide and your imaging needs vary depending on patient size and pathology, we developed a complete set of transducers adapted to each of patient, from premature babies to young adults. Vivid Ultra Edition3 allows you to get exceptional images from all your pediatric patients to help you make better diagnoses with greater confidence.

9VT-D probe

The world’s most compact mini 4D TEE-probe and the first 4D TEE probe designed with small children in mind introduced with the latest release of Vivid Ultra Edition3. It provides:

- Generation of a set of ultrasound images or slices within a cone from the same position in the esophagus.
- Real-time multi-plane image acquisition (bi-plane and tri-plane) as well as single and multibest volumetric data for three-dimensional visualization of cardiac structures and flow.

6Vc-D

A lightweight probe solution that provides excellent 2D and multi-plane 4D imaging:

- Uncompromising 2D detail and contrast resolution, Color Doppler, TVI, Live Anatomical M-Mode, PW-Doppler, CW-Doppler, Triplex Mode, Live bi-plane and Live tri-plane
- Single-beat 4D and 4D color with ultrahigh volume rates when the full volume is acquired
- Excellent ergonomics (weighs 72 grams)



6Vc-D

hul it, sition ped quas allata elitatem dolorum incto everendusae. To molo que cus cum quaspid quae volupta verum fugit, simus, eosam quam, ulparant aciam id mosapid et laceres noxot autem vent faccum atur a quo quam.

Se adist laborat litaquae vellabor sit ut everum aucture ipsae dendae et idit aut aliquos volupta lectis sequatus ducuntio. Aptiam as inctas duntur min et eicia dolum exerovi dusae. aut is maiorem aborrupt asimagnino delibus aperem acesti cusam.

- 1. Lorem ipsum name of the picture
- 2. Id magna pellentesque enim quam ut amet, artare chibit orrorip minule stotapiet.
- 3. Que dolorem arcis net alla.
- 4. Autem qui in modipitaur rem inveltis con allio qui dolupti aborro mi.
- 5. Quam aut exequatur, vitem.
- 6. Estotatuam conse eumquatis inveda

Brochure layouts

[illegible]

The image displays a series of 12 magazine spreads, each showcasing a different design layout. The spreads are arranged in a grid-like fashion, with some showing full-page designs and others showing two-page spreads. The designs vary in color schemes, typography, and the use of images and charts. Some spreads feature large headlines, while others focus on smaller text blocks or data visualizations. The overall theme appears to be a showcase of diverse design possibilities for magazine layouts.

[illegible]

Copy and design in these applications are intended to be for illustrative reference.

Digital
media



GE HealthCare

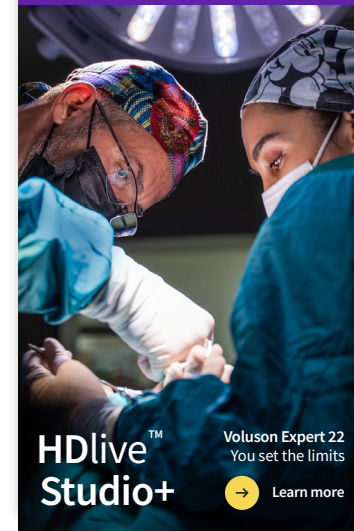


Rely on us for
image quality

Learn more →



GE HealthCare



HDlive[™]
Studio+

Voluson Expert 22
You set the limits

→ Learn more



GE HealthCare

One baby,
one bed

Learn more →

Copy and design in these applications are intended to be for illustrative reference.

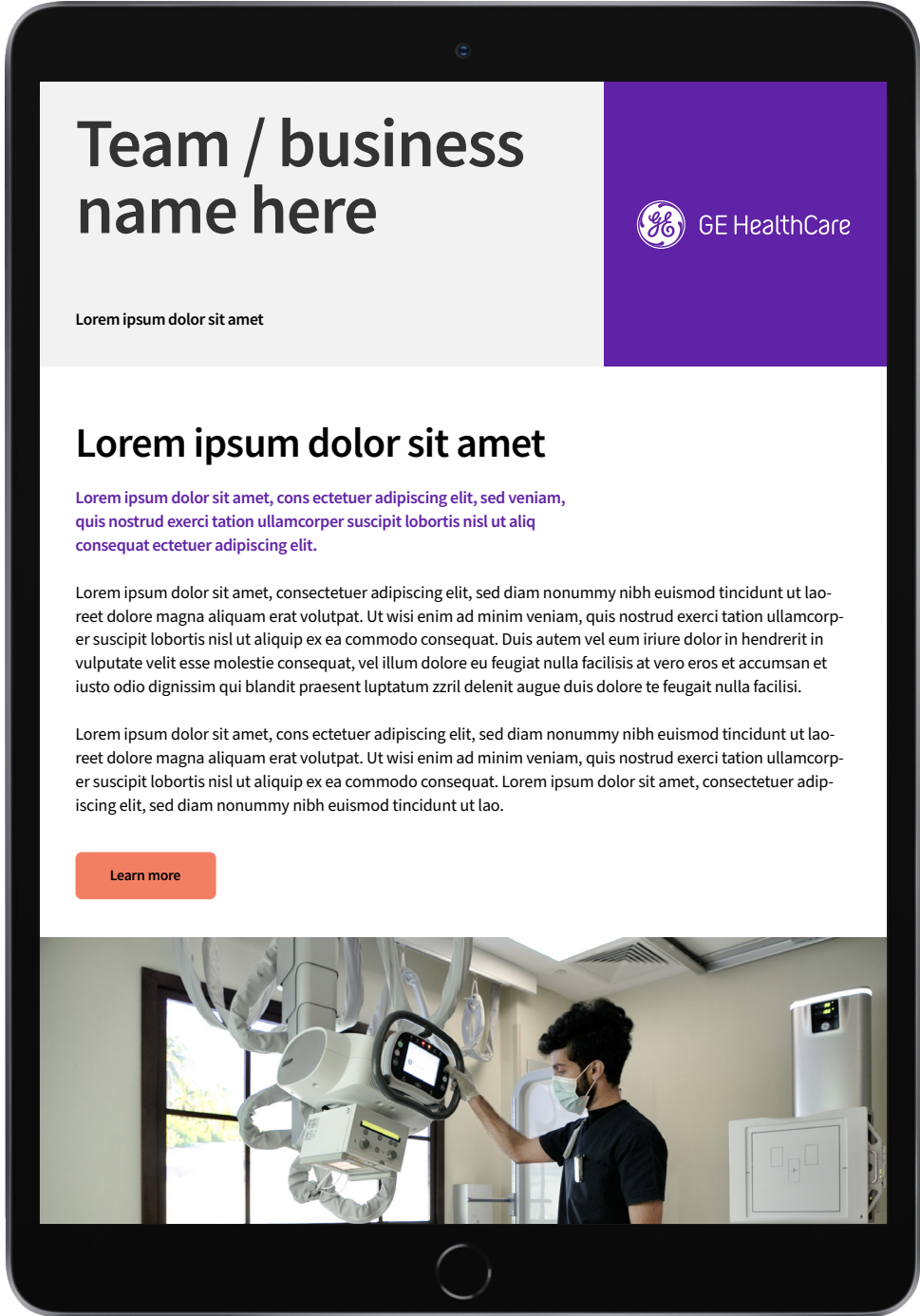
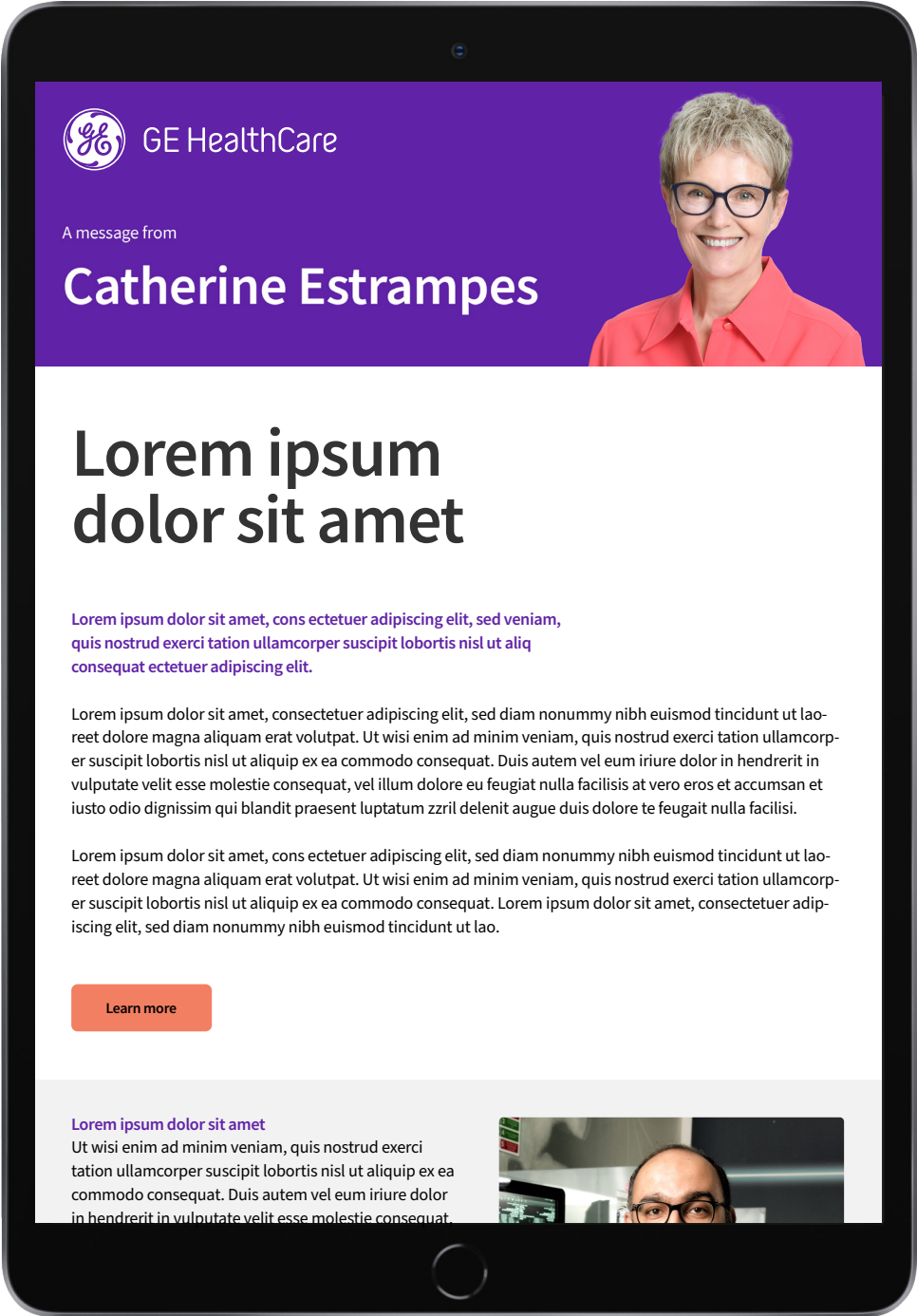
Brand Guidelines | April 2024

© 2024 GE HealthCare

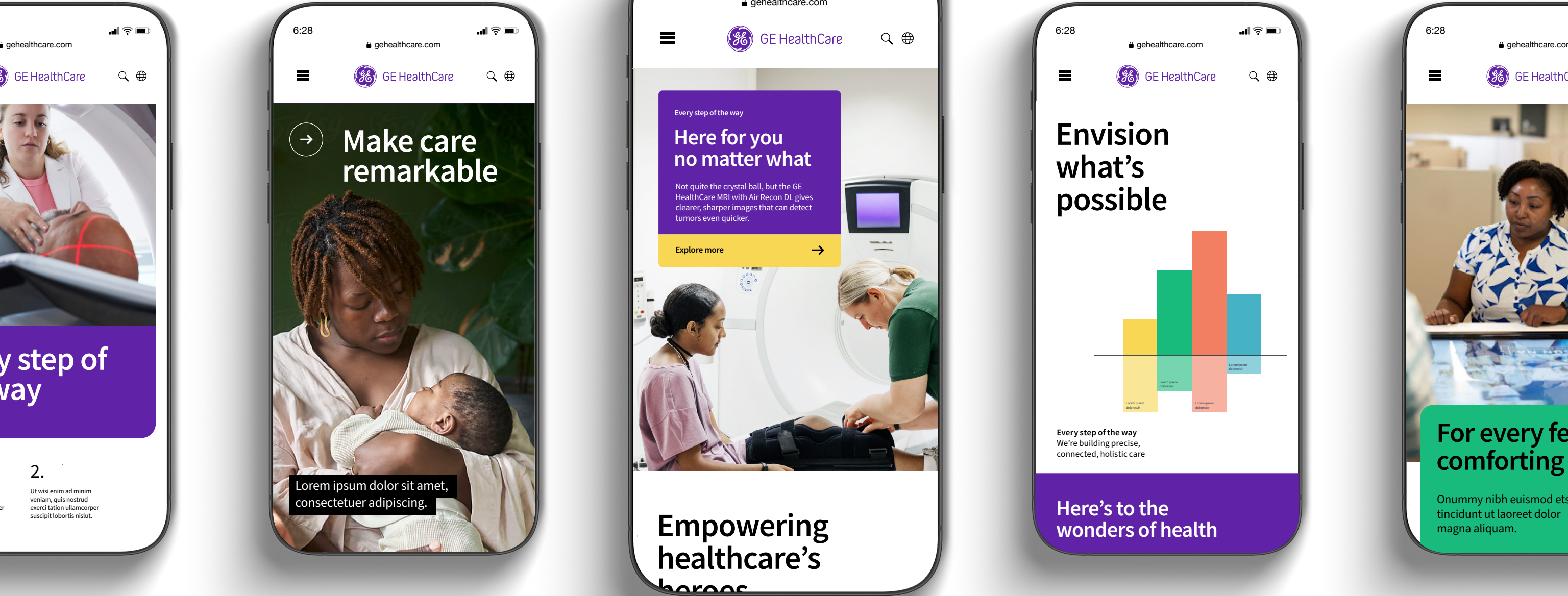
79

Email banners

To download the email banner templates, refer to [this article](#) on The Beat.



Mobile



Presentation

PowerPoint Template

Revised March 20, 2023

GE HealthCare

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

January 2023

How to use this template

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Instructions

Initial instructions

- Open .pptx file.
- Immediately after opening, navigate to the file menu and select "Save As".
- Save the presentation with an appropriate file name and with the extension .pptx (this ensures the original template file will not be changed).

Footers and page numbers

- PowerPoint may not import your footers or page numbers properly.
- If you do not see your footers or page number on a slide, click "Insert" > "Header & Footer" from the menu bar and insert your footers in the appropriate box. After, ensure both "Footer" and "Page Number" are checked, then click "Apply to All".
- To reset footers to defaults, "Apply to All" and then "Reset" and "Apply to All" for proper formatting to take effect.
- To reset all the Header/Slide/Tab "Header" > "Header & Footer" to add footers.
- If you add a new slide and do not see the appropriate footer, go to a slide with the footer, click "Insert" > "Header & Footer" from the menu bar, select "Footer" and then click "Apply to All".

Copyright and trademark information are static and must remain on every slide due to legal requirements. Do not remove or cover the copyright and trademark information.

Sample slides

Intro slides

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Presentation title in Source Sans Pro SemiBold, white

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Presentation title in Source Sans Pro SemiBold, black

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Presentation title in Source Sans Pro SemiBold, white

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Presentation title in Source Sans Pro SemiBold, black

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Slide headline Source Sans Pro SemiBold 28pt, Compassion Purple on one or two lines

Sample agenda

Start	End	Topic	Presenter(s)
7:30 AM	8:00 AM	Topic name Short description	Presenter names
8:00 AM	8:30 AM	Topic name Short description	Presenter names
8:30 AM	9:00 AM	Topic name Short description	Presenter names
9:00 AM	9:30 AM	Topic name Short description	Presenter names
9:30 AM	10:00 AM	Topic name Short description	Presenter names
10:00 AM	10:30 AM	Topic name Short description	Presenter names
10:30 AM	11:00 AM	Topic name Short description	Presenter names
11:00 AM	11:30 AM	Topic name Short description	Presenter names
11:30 AM	12:00 PM	Topic name Short description	Presenter names
12:00 PM	1:00 PM	Topic name Short description	Presenter names
1:00 PM	1:30 PM	Topic name Short description	Presenter names

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Section slide

Compassion Purple divider

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Section slide

Turquoise divider

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Section slide

Green divider

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Section slide

Yellow divider

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Section slide

Coral divider

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Section slide

White Divider

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Section slide

Dark image

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

2-column 1/3; 2/3 multi-purpose + header

Subtitle manually set in Source Sans Pro 20pt, black

Header column 1

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

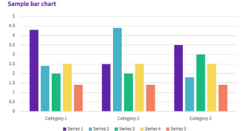
Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro 14pt, using "Increase List Level" button- Subsequent bullets in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Sample bar chart



Category	Series 1	Series 2	Series 3
Category 1	2.5	1.5	3.5
Category 2	3.5	2.5	1.5
Category 3	1.5	3.5	2.5

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

2-column 2/3; 1/3 multi-purpose + header

Subtitle manually set in Source Sans Pro 20pt, black

Header column 1

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Sample pie chart



Category	Series 1	Series 2	Series 3
Category 1	33%	33%	33%

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

3-column multi-purpose + header

Subtitle manually set in Source Sans Pro 20pt, black

Header column 1

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Header column 2

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Header column 3

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

This slide uses hero text or statements and an image. Hero text Source Sans Light, white.



© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

This slide uses hero text or statements and an image. Hero text Source Sans Light, Compassion Purple or black.



© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Multi-purpose + header + image

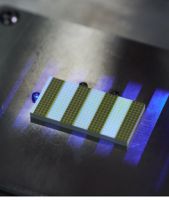
Header Column 1

Text Column 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Image



© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Multi-purpose 1/3; 2/3 + header + image

Header Column 1

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Image



© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

2-column Multi-purpose + header + boxes

Subtitle manually set in Source Sans Pro 20pt, black

Header Column 1

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Header Column 2

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

4-column Multi-purpose + header + boxes

Subtitle manually set in Source Sans Pro 20pt, black

Header Column 1

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Header Column 2

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Header Column 3

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Header Column 4

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Multi-purpose + header + statement: purple

Header Column 1

Body text Source Sans Pro 14pt

- Bullet level one in Source Sans Pro 14pt, using "Increase List Level" button

Text can be Source Sans Pro SemiBold for emphasis

- Bullet level two in Source Sans Pro 14pt, using "Increase List Level" button

Text can be in brand colors for emphasis. Use colors with enough contrast.

Statement: purple

This slide uses hero text or statements in Source Sans Light, white.

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

Category 1

Stat 1

Foot details in Source Sans Pro, white

Category 2

Stat 2

Foot details in Source Sans Pro, black

Category 3

Stat 3

Foot details in Source Sans Pro, black

© 2024 GE HealthCare. All rights reserved. GE HealthCare, the GE HealthCare logo, and all other marks contained herein are trademarks of GE HealthCare Corporation or its subsidiaries. All other marks contained herein are the property of their respective owners.

GE HealthCare

To download our Corporate PowerPoint template, refer to [this article](#) on The Beat as well as our externally accessible [Agency Brand Portal](#).

Copy and design in these applications are intended to be for illustrative reference.

Brand Guidelines | April 2024

© 2024 GE HealthCare

83

Promotional items

Apparel and promotional items need to be carefully selected to appropriately represent GE HealthCare’s brand. Our brand shouldn’t be walked on, eaten, or used on throw away items —like napkins or face masks. Contact the Brand Team for guidance.

brand.health@gehealthcare.com

Visit GE HealthCare’s [Brand Shop](#) (USCAN only).

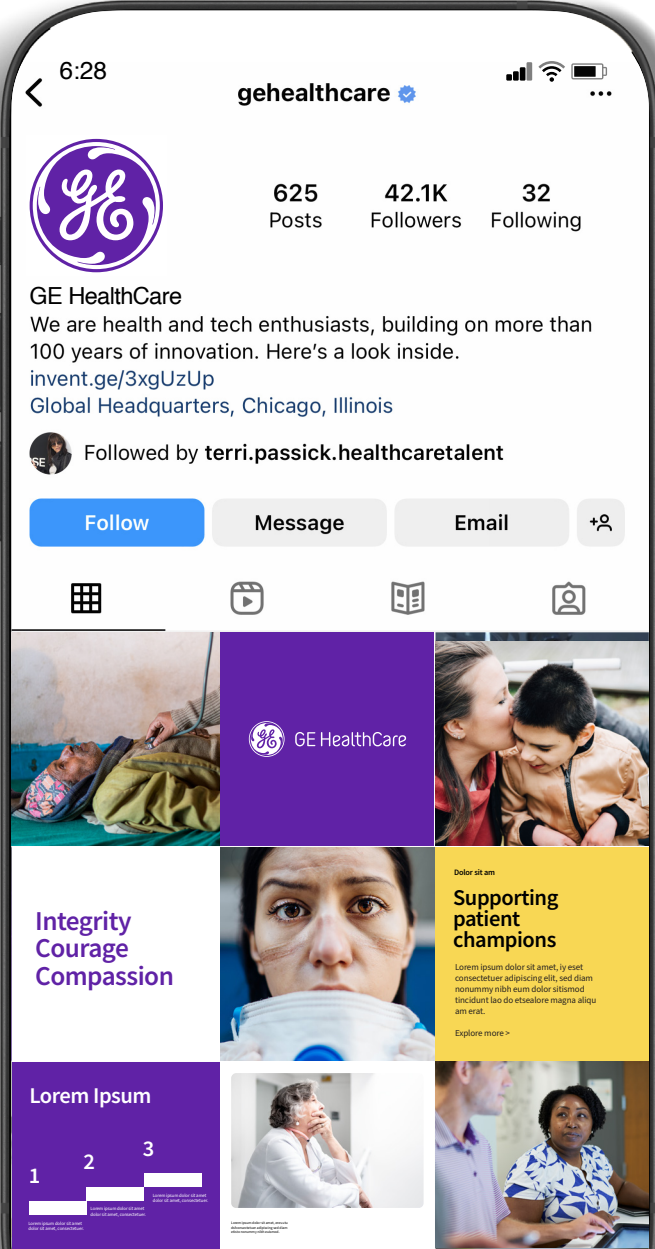
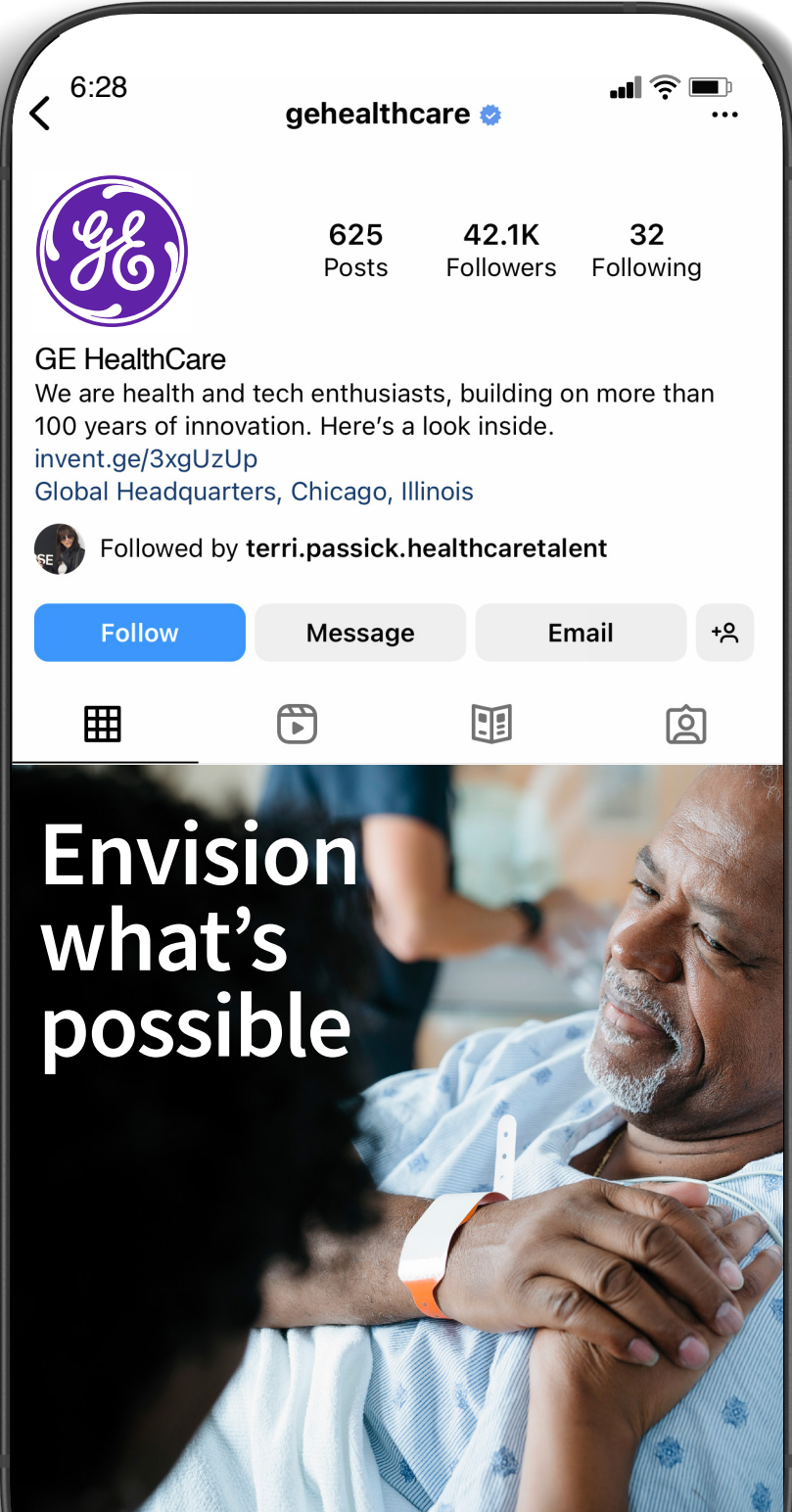
Download our Interim Merchandise Guidelines

Download

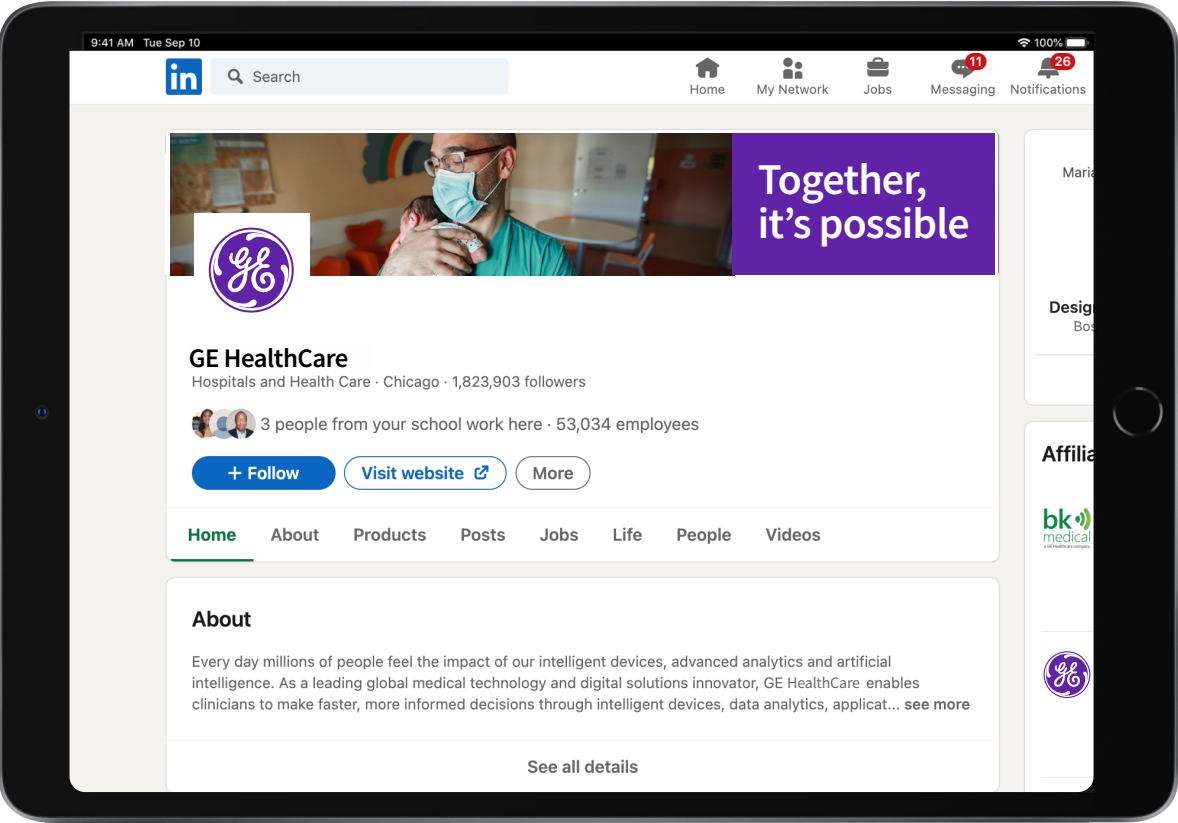
Halo’s main hub email address:
GEHCTeamHALO@halo.com

Halo’s European team:
GEHCEMEA@halo.com

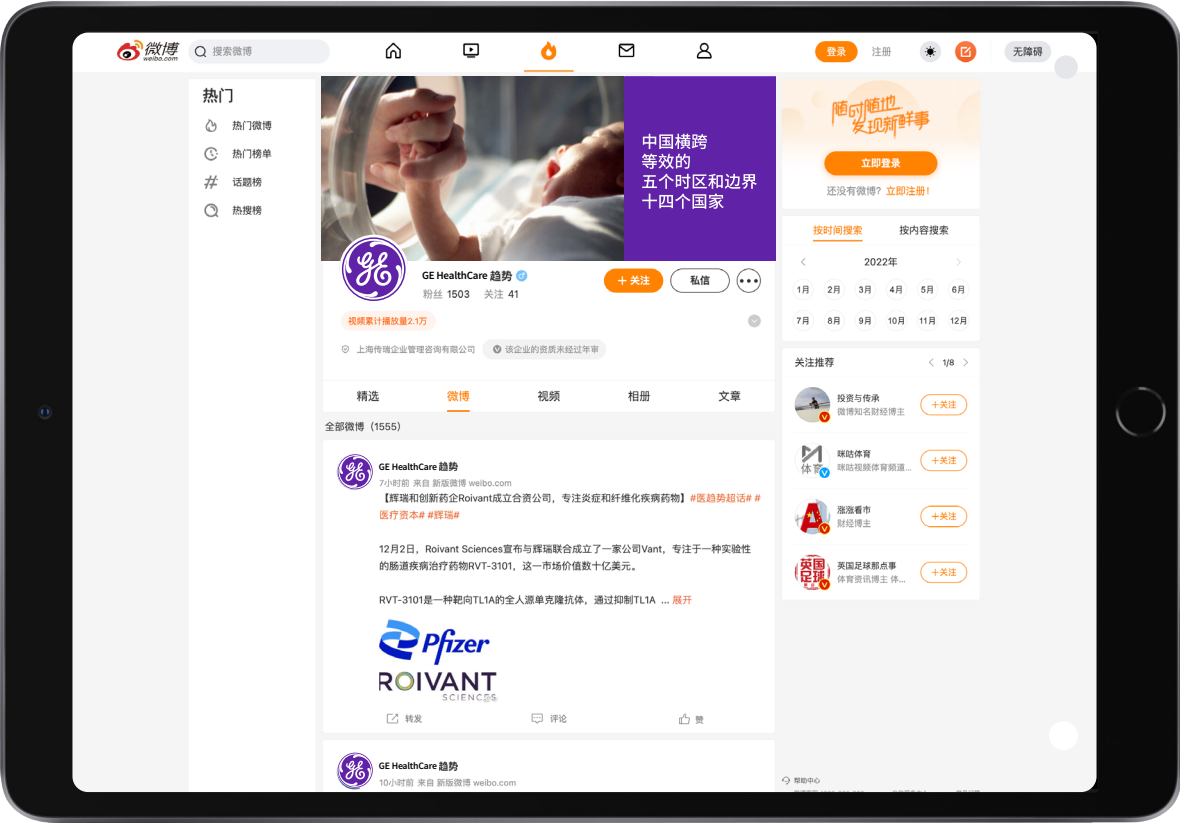




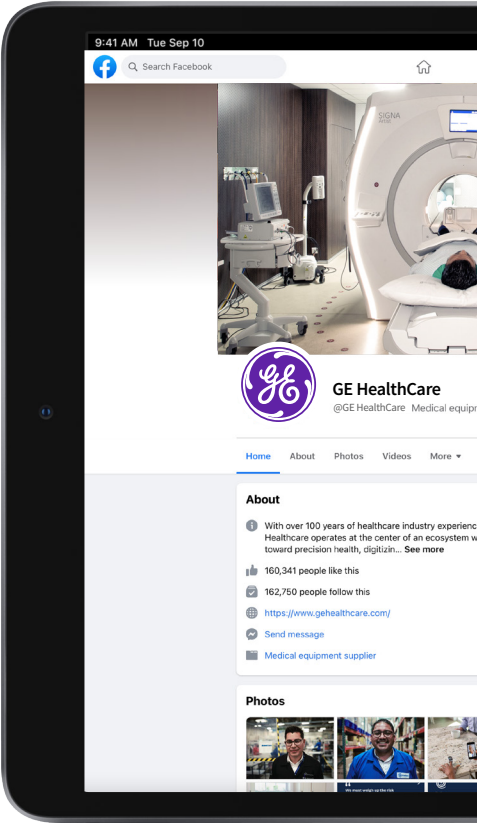
Social



LinkedIn



Weibo



Facebook

The GE Monogram should never be used separately from the wordmark, except for preapproved use cases such as a digital favicon or social media avatar.

Stationery and email signature

To download our Stationery templates, please refer to [this article](#) on the [Brand page](#) of The Beat.

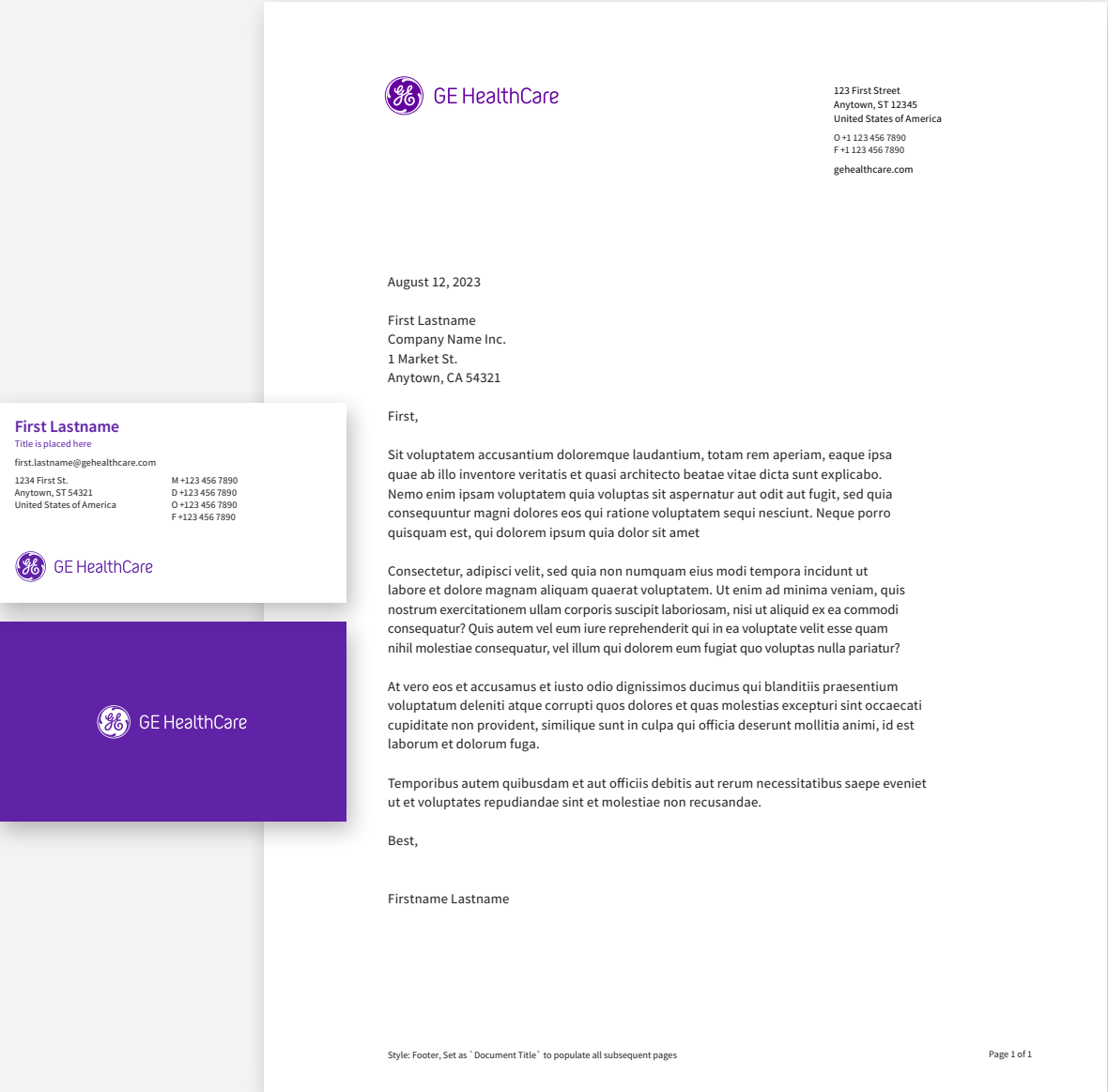
To download our Email signature templates, please refer to [this article](#) on The Beat.

Also available on our externally accessible Agency Brand Portal.

Download

Download our Stationery Guidelines

Download



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
eiusmod tempor incididunt ut labore et dolore magna aliqu
Ut enim ad minim veniam, quis nostrud exercitation ullam
laboris nisi ut aliquip ex ea commodo consequat. Duis aute
irure dolor in reprehenderit in voluptate velit esse cillum ar
dolore eu fugiat nulla pariatur. Excepteur sint.

Best,

First Lastname

First Lastname (Pronoun/Pronoun/Pronoun)
Title placed here

GE Healthcare

1234 First St.
Anytown, ST 54321
United States of America

D 123 456 7890
O 123 456 7890
F 123 456 7890

first.lastname@gehealthcare.com

gehealthcare.com

Trade show

For smaller trade shows, please refer to our Temporary Site Branding kit and “how to” guide: [here](#).

Also available to download from the externally accessible [Agency Brand Portal](#).



Trade show

For smaller trade shows, please refer to our Temporary Site Branding kit and “how to” guide: [here](#).

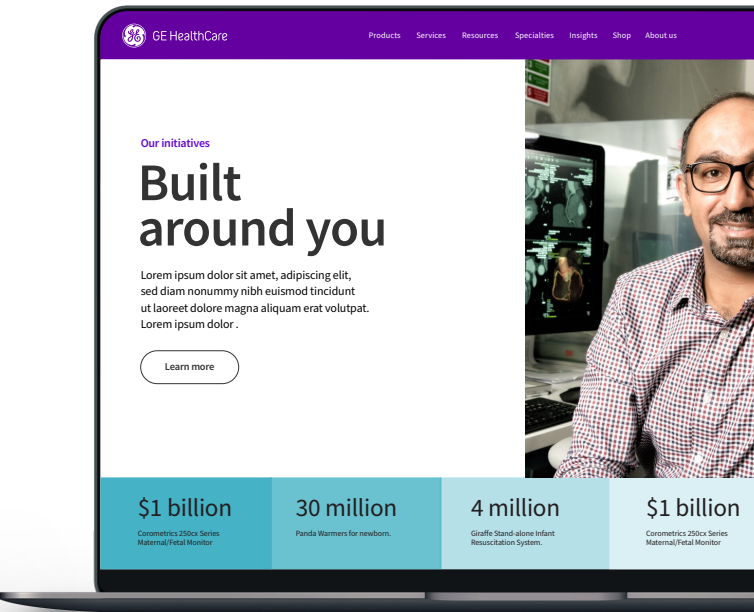
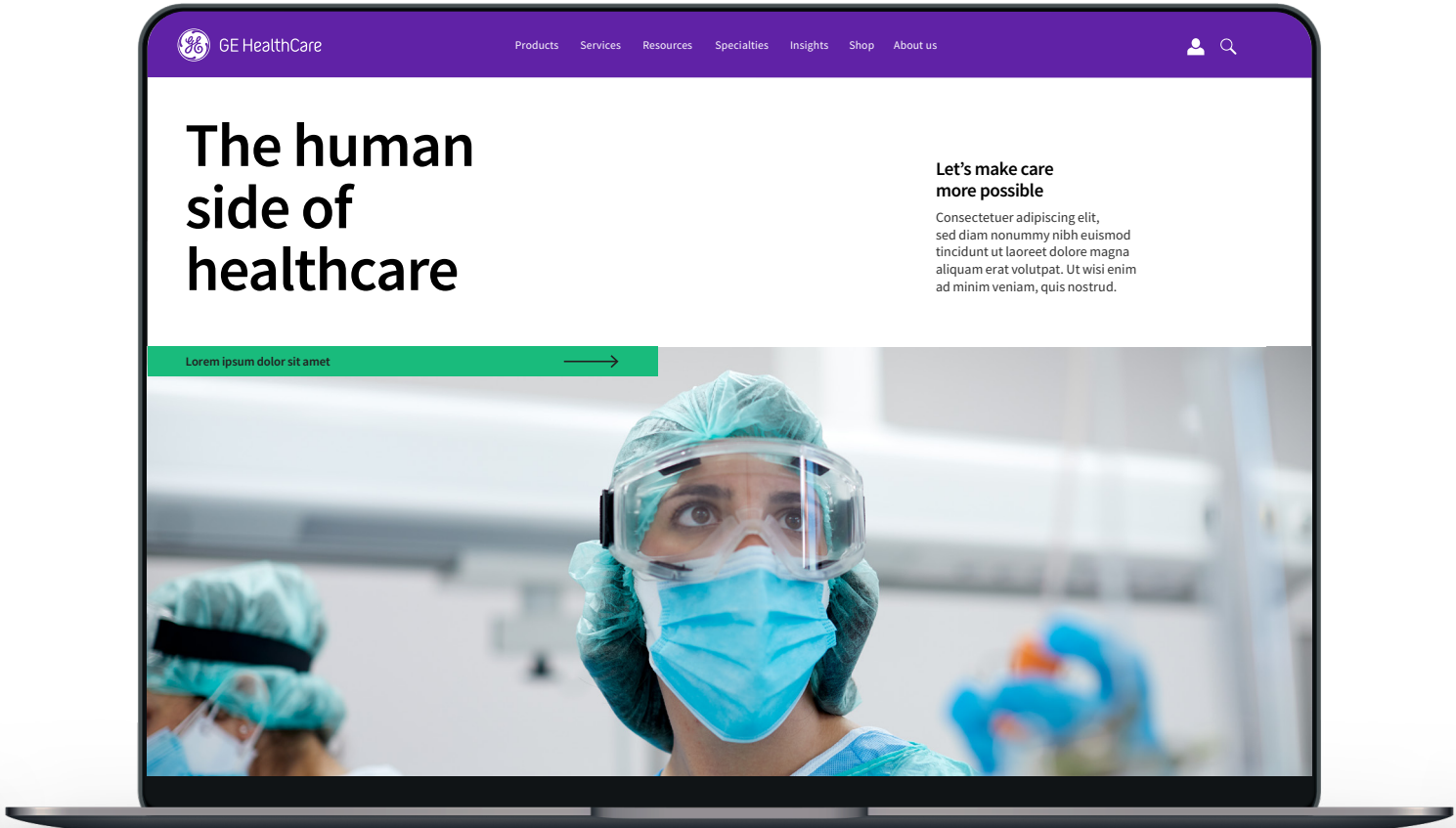
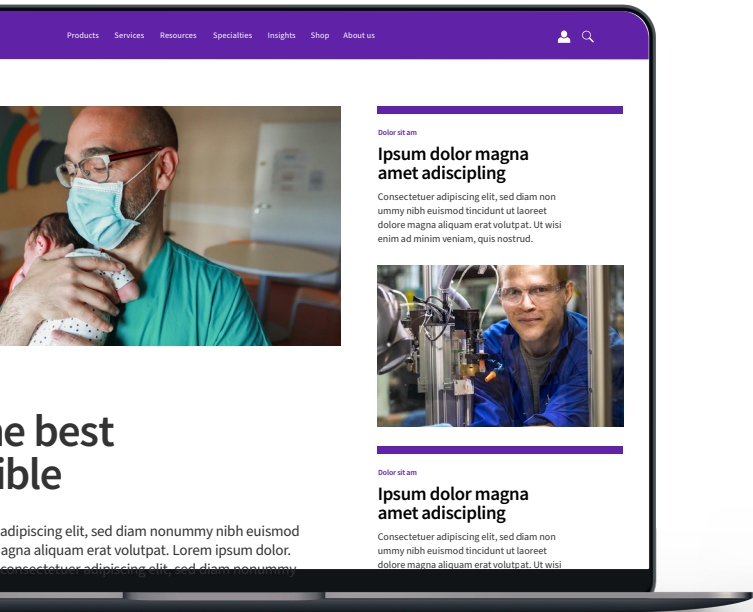
Also available to download from the externally accessible [Agency Brand Portal](#).



Website

Our web pages and our online experience leverage elements from [EDS](#). Please refer to this link to access the web guidelines [here](#).

Please note that color guidance differs for our web experience. Please contact Digital.Experience.Design@gehealthcare.com for more information.





Hardware and Software design

In this section, learn how our design principles and components are applied to GE HealthCare's hardware and software for a seamless, holistic brand experience.

Hardware overview

The Hardware Guideline presented here is an extract and only for reference, highlighting that this is part of the new brand identity. The execution of this Hardware Guideline is only allowed in collaboration with our Experience Design Team, trained in-house designers using more detailed guidelines subject to internal releases.

For further information, please reach out to:
product.design@gehealthcare.com



Hardware guideline overview

The distinct elements used to create our visual identity and deliver our thoughtful brand expression are composed of our logo, colors, and styling.

Logo
GE HealthCare’s brand identity is a standard and platformed component used throughout our product portfolio.

On products, the logo is always applied in Compassion Purple, unless color is not an option due to significant manufacturing limitations. Logo placement follows strict guidance related to each specific product.

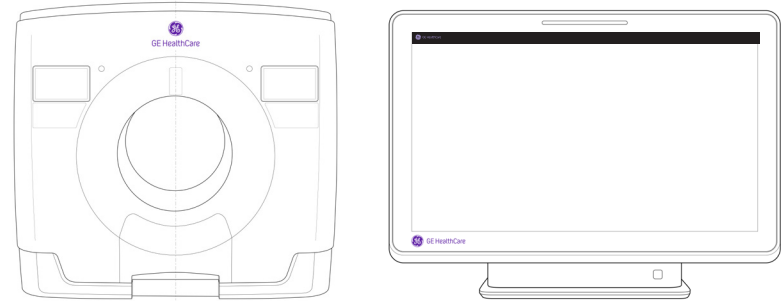
Colors
Our hardware is white, combined with purple tones, which instills fresh humanity in the healthcare experience.

This simplified and harmonious color palette is built on specific GE HealthCare colors and finishes including references for plastic and paint manufacturing process.

Styling
GE HealthCare’s styling strategy showcases a renewed and simplified design language with strict design cues. This foundational styling informs how we design our products to be compact in total volume and less intimidating while building cohesion around our brand character and placing the patient at the heart of the experience.

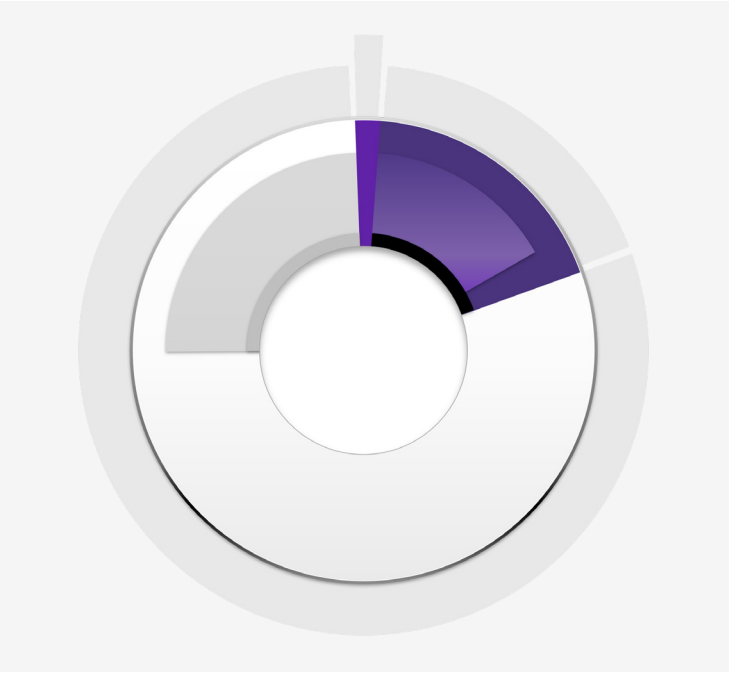
For information, please reach out to:
product.design@gehealthcare.com

Logo



Logo resources and guidelines for application on our products, are dependent to product archetype and manufacturing.

Color



Color chart and resources are specific to our hardware designs.

Styling

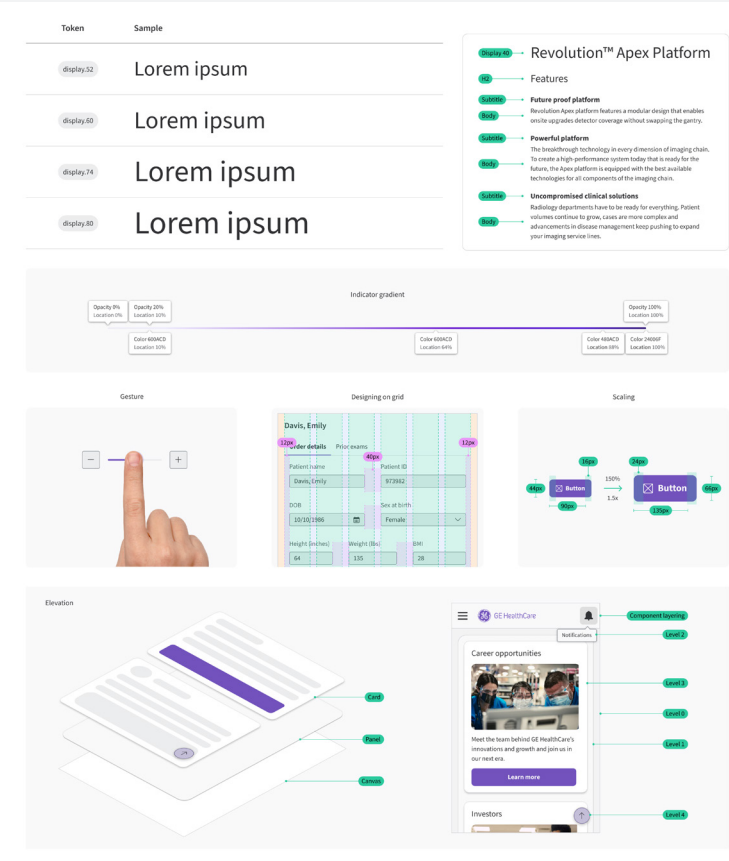


Styling design cues and best practices for product design express our brand purpose and character.

Software overview

Ethos Design System (EDS)
EDS is an award-winning platform of validated design, code, and standards used by content creators and developers. As an extension to GE HealthCare’s experience principles, the design of EDS reflects a soft, human approach.

There is a focus on usability as accessibility is built into the new engineering framework to include screen reading, keyboard, and mouse interactions. Rounded corners, a simplified and harmonious color palette, along with Source Sans 3 typeface, ushers in a consistent look and user experience for GE HealthCare’s many software platforms, applications, and websites.



Design **Guidelines** offering recommended best practices for application UX/UI design

Navigation				
Sample	Token	Role	Value	
	navigation.background	Container color for navigation - masthead, side nav, footer, docked nav	[color.gray-100]	
	navigation.menu	Background color for masthead navigation menu and footer site map	[color.gray-100]	
	navigation.selected	Background color for selected navigation	[color.purple-secondary-300]	
	navigation.active	Color used to highlight bar for selected modern site, active page for pagination, current date for date range picker, and selected tree navigation item	[color.purple-primary-400]	
	navigation.classic-tab-selected	Background color for selected classic tab and corresponding panel color	[color.white]	
	navigation.classic-tab-unselected	Background color for unselected classic tab	[color.gray-200]	

Status				
Sample	Token	Role	Value	
	status.high	Notifications, badges, border, and icons with high severity	[color.red-400]	
	status.mid	Notifications, badges, border, and icons with moderate severity	[color.orange-300]	
	status.low	Notifications, badges, border, and icons with low severity	[color.yellow-300]	
	status.success	Notifications, badges, border, and icons with success or complete	[color.green-300]	
	status.available	Avatar status available	[color.green-300]	
	status.info	Notifications, badges, border, and icons with informational status	[color.state-300]	
	status.in-progress	Notifications, badges, border, and icons with in progress status	[color.sand-300]	
	status.discontinued	Notifications, badges, border, and icons with discontinued / cancelled status	[color.coral-300]	
	status.ai	Notifications, badges, border, and icons with AI (artificial intelligence)	[color.blue-400]	
	status.test-icon-light	Light colored text or icon within a badge or icon that doesn't swap color between modes	[color.gray-100]	
	status.test-icon-dark	Dark colored text or icon within a badge or icon that doesn't swap color between modes	[color.gray-1100]	

Menu				
Sample	Token	Role	Value	
	menu.default	Menu background	[color.gray-300]	
	menu.selected	Select menu option background	[color.purple-secondary-400]	

Consistent **Styles** established through themes and patterns



Plug-and-play **Components** that speed UX/UI development

Software guidelines

We have developed our software guidelines using EDS as a vehicle for user interface (UI) and user experience (UX) consistency across the GE HealthCare digital experience.

Our guideline includes direction on color, font and typography, iconography, gesture, scaling, UX workflows, and much more.

Usability

We are always focused on our end user and therefore we have validated and tested extensively following Web Content Accessibility Guidelines (WCAG) accessibility standards for AA/AAA color contrast. EDS components are Voluntary Product Accessibility Template (VPAT) certified.

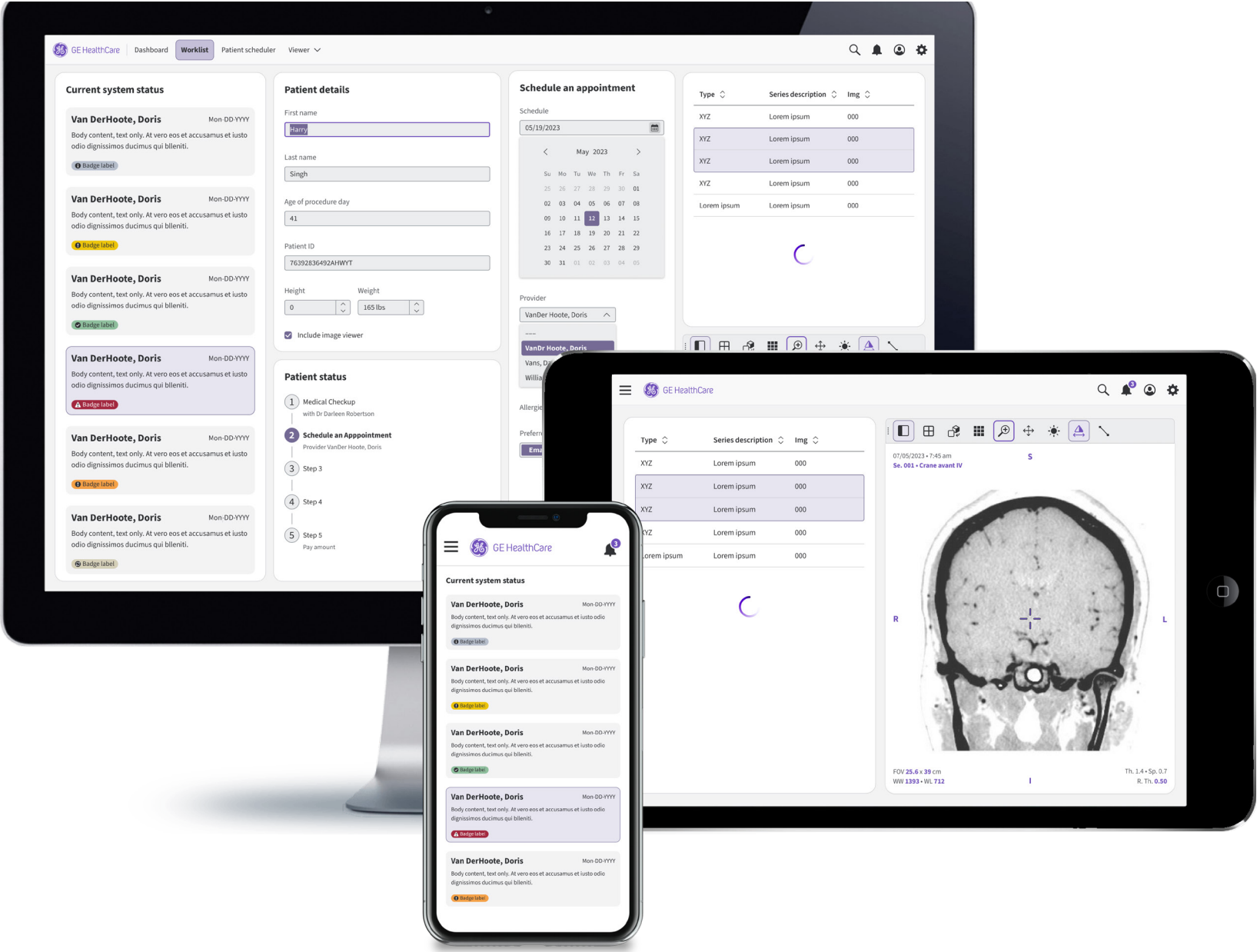
Efficiency

With our “plug and play” components we strive for efficiency, reducing development time and increasing design quality compliance and maintainability.

Contact

For any further questions, contact the Global Design team: eds@gehealthcare.com

Access the Software Guidelines [here](#).





Legal requirements

This section provides legal guidance for using licensed trademarks owned by General Electric Company and using GE HealthCare's secondary marks.

Trademark usage and legal considerations

We license the GE Monogram and GE HealthCare name which are owned by General Electric Company.

There are several restrictions on the use of these trademarks under the trademark license agreement (TMLA).

Per the TMLA, the trademark disclaimer needs to be used in the following materials: “All marketing, advertising, promotional, user manuals, and packaging materials”. In general, we should try to use it in advertising materials where possible. In certain instances, such as social media, it may not be possible due to size restrictions.

On items like stationery, letterhead, etc. the trademark disclaimer is not necessary because such materials are not considered advertising or promotional collateral. If, however, there is a preference to use it, this is permitted.

Download our translated trademark document

Download

Dos

- ✔ Use the “GE HealthCare” name and logo strictly in accordance with these brand guidelines. Any deviation requires approval from the Corporate Brand Team.
- ✔ Use the full business name “GE HealthCare” to promote our new brand.
- ✔ Include the following trademark license disclosure in marketing collateral, web pages, and product literature created after separation:
“GE is a trademark of General Electric Company used under trademark license.”
- ✔ Use the new copyright notice: © 2024 GE HealthCare

Don'ts

- ✘ Refer to “GE HealthCare” as “GE” or “General Electric.”
- ✘ Use the GE Monogram alone without “GE HealthCare” unless approved by the Corporate Brand team
- ✘ Use the acronym “GE” to identify products, business units or legal entities.
- ✘ Use the acronym “GEHC” as an abbreviation for “GE HealthCare” beyond reference to the stock ticker symbol or in legal documents/contracts.
- ✘ Use GE’s Inspira font in any new materials created after the separation.

GE HealthCare name use cases and secondary marks

We continue to work carefully to abide by local regulatory requirements on our approach. Generally, the English language “GE HealthCare” is our default for all markets. More detailed guidance is being developed, but all questions regarding translation needs for the “GE HealthCare” name must be directed to the Brand Team. When referring to the brand, use “Our brand” or “GE HealthCare’s brand,” not “GE HealthCare brand.” Avoid using any internal team, group, or initiative next to “GE HealthCare” name or logo which may signify a sub group.

This page illustrates some examples of logo and wordmark use cases that are best practices and others to avoid.

GE HealthCare is an industry leader



Do use the full business name to promote our new brand: “GE HealthCare is an industry leader.”

GE is an industry leader in the healthcare space



“GE” may not be used or referenced on its own (e.g., “GE is a leader in the healthcare space...”).

GEnius



Do not use any secondary trademarks that emphasize “GE” and do not create new acronyms or initialisms that include “GE” (e.g., GEPDX).



Do not create new logos, stylized wordmarks, typefaces, or mascots.



Do not create new taglines or lock up anything to the GE HealthCare logo.

Actions requiring approval

We cannot grant authorization to any third party to use GE HealthCare’s name or logo without an approval from General Electric Company. Please work with Corporate Brand Team or trademark counsel.

We **cannot** register or use any new domain names, social media handles, apps, or website usernames that contain “GE,” “GEHC,” “GE HealthCare,” or “General Electric” without approval from General Electric Company. Please contact trademark counsel for such requests.

You must use the apostrophe when you are referring to a product or service that GE HealthCare is offering so that it does not convey that the product or service itself look like a branded name on its own.

Example:
Incorrect: GE HealthCare Pension Plan
Correct: GE HealthCare’s Pension Plan

When using the legal entity name in a legal document or address label, the legal entity name “GE HealthCare Pension Plan” may be used. However, in marketing material, “GE HealthCare’s Pension Plan” or the “Pension Plan from GE HealthCare” must be used.

Vendors/Suppliers

We typically do not permit any vendors or suppliers of GE HealthCare to use the GE brand for their own promotional purposes due to the risk of any implied endorsement.

Co-branding

GE HealthCare’s name or logo should not be used in combination with any third party trademarks, names or logos. Requests to use GE HealthCare’s name and trademark with another trademark, for uses such as co-branding, co-marketing, or ingredient branding, should be reviewed by the Brand Team and trademark counsel.

Partnerships/Sponsorships/JVs

Any use of the “GE HealthCare” name or logo by a third party in connection with any partnership, sponsorship, or any other collaboration with a third party will also require approval.

Dos

- ✓ Refer any questions or concerns about improper use or potential infringement matters involving GE HealthCare’s brand to trademark counsel, as this is an important way to learn about these misuses and make sure they are properly addressed. Please contact: trademarks@gehealthcare.com

Don’t

- ✗ File trademark applications for any new marks, including any marks that involve the element “GE.”
- ✗ File for any legal entity names that include “GE” or “GEHC.”
- ✗ Take any enforcement actions against misuse or infringement of GE HealthCare’s marks or the GE mark without contacting trademark counsel. This includes sending cease-and-desist letters, filing takedown notices with social media platforms or e-commerce sites, and initiating any other legal actions.

Product branding and names

New guidelines are being developed for how the GE HealthCare’s brand will be implemented on physical products.

All new trademarks for use in connection with our products or services should be submitted to trademark counsel for clearance and approval in accordance with the trademark license.

For questions and more information, contact the Brand Team:
brand.health@gehealthcare.com

Under the license terms, we cannot:

-  Combine a product name with the element “GE” (e.g., “GE Voluson,” which is not permitted) and we should not create any new trademarks that begin with or emphasize letters “GE” (e.g., GENius, oxyGEN).
 -  Use trademarks that are confusingly similar to any trademarks owned by General Electric Company or its other licensees.
-

Guidelines, templates & tools

For feedback on this guideline, please add your comments to [this short survey](#).

General brand questions

The Brand Team

brand.health@gehealthcare.com

Product & software design questions

Hardware

productdesign@gehealthcare.com

Software

eds@gehealthcare.com

Merchandise

Visit our [GE HealthCare Store](#) (USCAN only) for online merchandise.

Brand guidelines & templates

Brand page on The Beat

(GE HealthCare colleagues)

Agency Brand Portal

(Contractors & agencies)

Widen Image DAM

(To gain external access to our image library, please contact brand.health@gehealthcare.com)

For more information on our available guidelines and training, please refer to [this article](#) on The Beat.

For more information on our branded templates, refer to the [Brand page](#) of The Beat.

