

# Brand Guidelines Training

April 25, 2024



GE HealthCare

# Agenda

In-depth guidance around the updates and additions to our Brand Guidelines refreshed in Q1 2024

Importance of Brand Consistency

Primary & Accent color usage – new!

Imagery

Logo, Font, Emails

Addendums

Additional resources

Q&A

# Our corporate brand team



**Alyssa Vitrano**

Global Head of Brand  
and Content



**Cynthia White**

Brand Operations Manager



**Joanne Williams**

Brand Governance &  
Operations Service  
Specialist

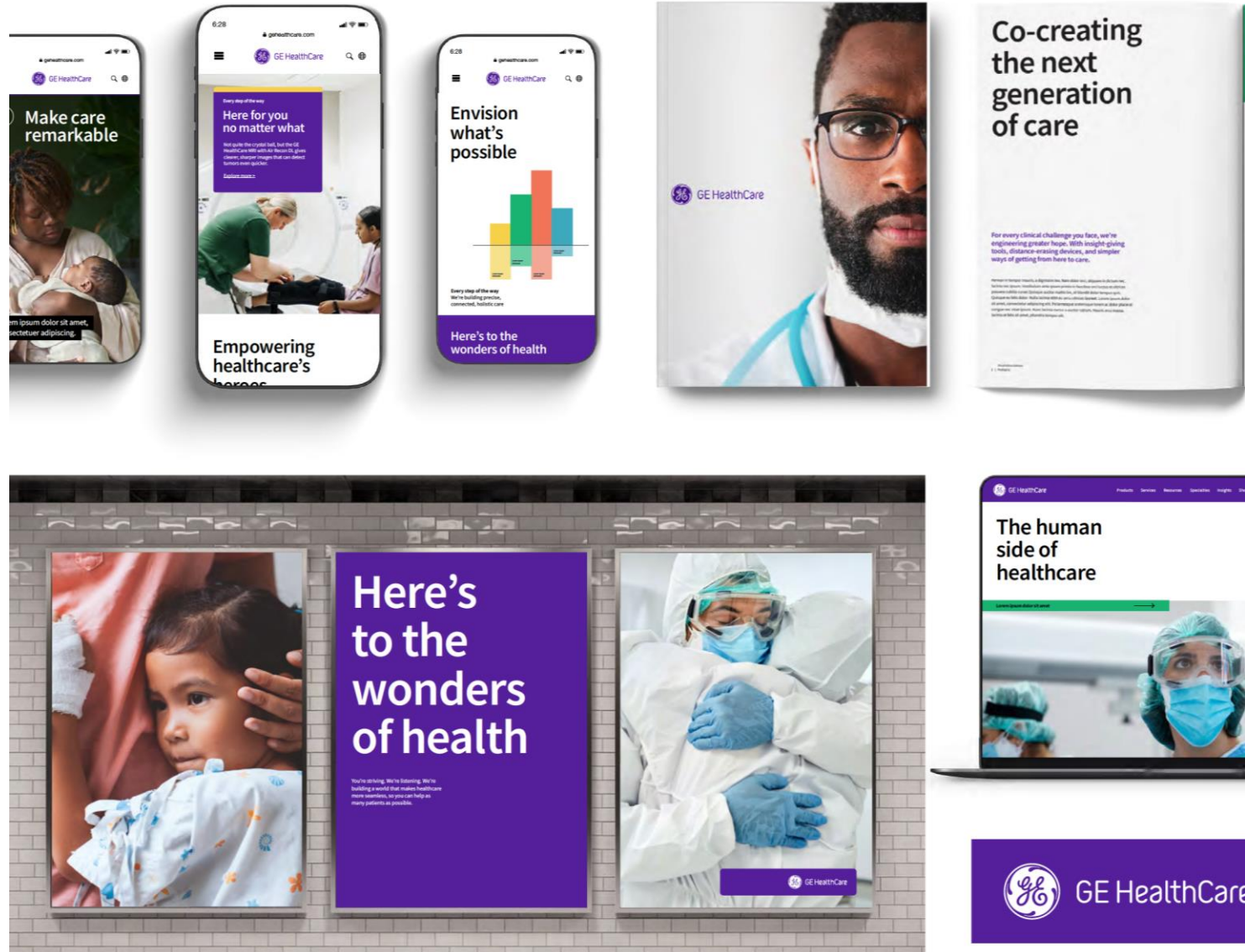
# One GE HealthCare *One Brand*

# Everyone is the brand

**Our brand is strengthened with every decision we make each day.**

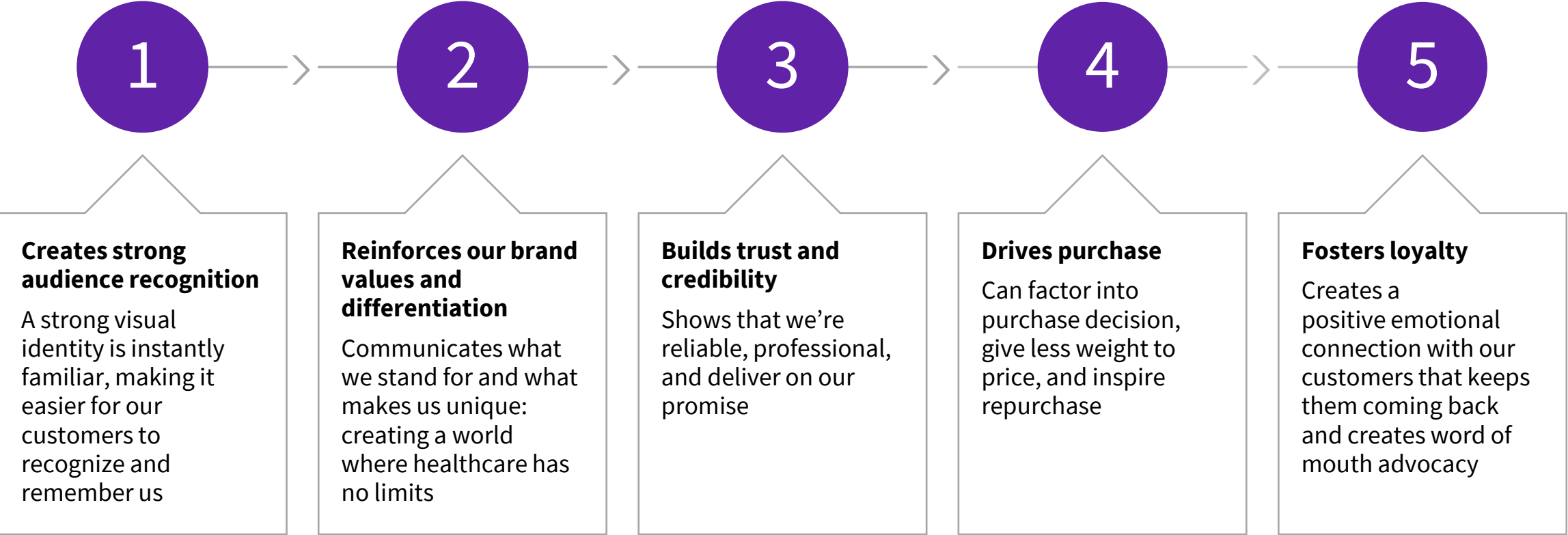
In our second year as an independent GE HealthCare, we need to increase our recognizability and cohesive identity at every touchpoint our audiences encounter:

- Advertising
- Website
- Social media
- Emails and invitations
- Events
- Product materials
- Facilities
- Packaging
- Vehicles
- Products
- Service



# Benefits of brand consistency

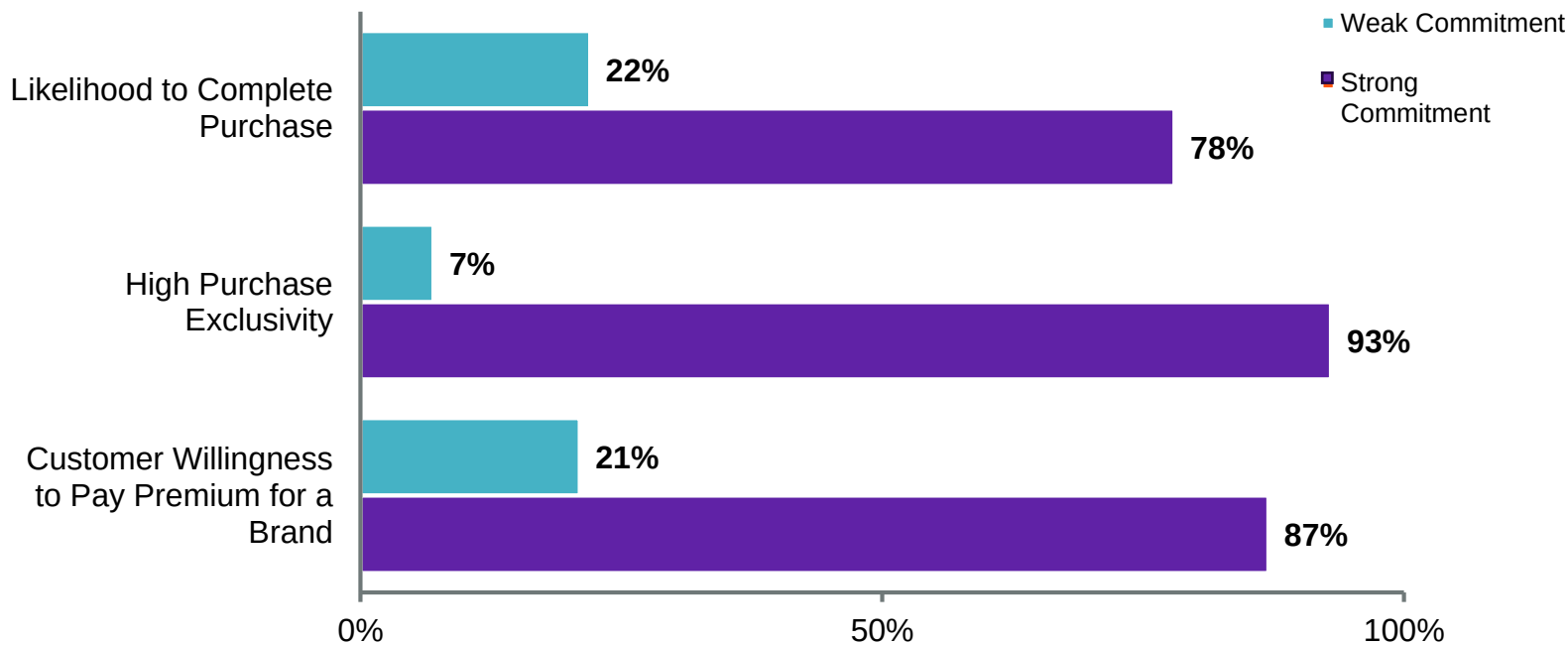
Ensuring that our brand identity, voice, tone, message, and visual elements are aligned across all touchpoints where we interact with our customers helps build our brand, exponentially increasing in value when driven across the organization.



# Brand commitment drives business growth

Audiences with strong commitment to a brand are more likely to purchase, have purchase exclusivity, and be willing to pay a premium.

**Positive Brand Behaviors**  
*By Commitment Level*



n = 424 customers (B2B & B2C) and employees; base sizes vary  
Source: 2022 Gartner Brand Activation Survey  
Note: Weak vs. Strong commitment calculated as bottom and top quintile scores on composite index of 8 questions about brand preference, connection, and advocacy. Likelihood to Complete Purchase reflects % of each group who said they'd completed purchase from focal brand. High Purchase Exclusivity reflects % of each group who said they'd usually to only purchase from the specific brand for focal product/service. Customer willingness to pay premium for a brand reflects % of each group who indicated they would pay a slight or significant premium.

# Trademark License Agreement (TMLA)

## What is a Trademark License Agreement?

**“GE” and “GE HealthCare” are trademarks of the General Electric Company that are licensed to GE HealthCare** through a trademark licensing agreement (TMLA), letting us leverage an established name and reputation.

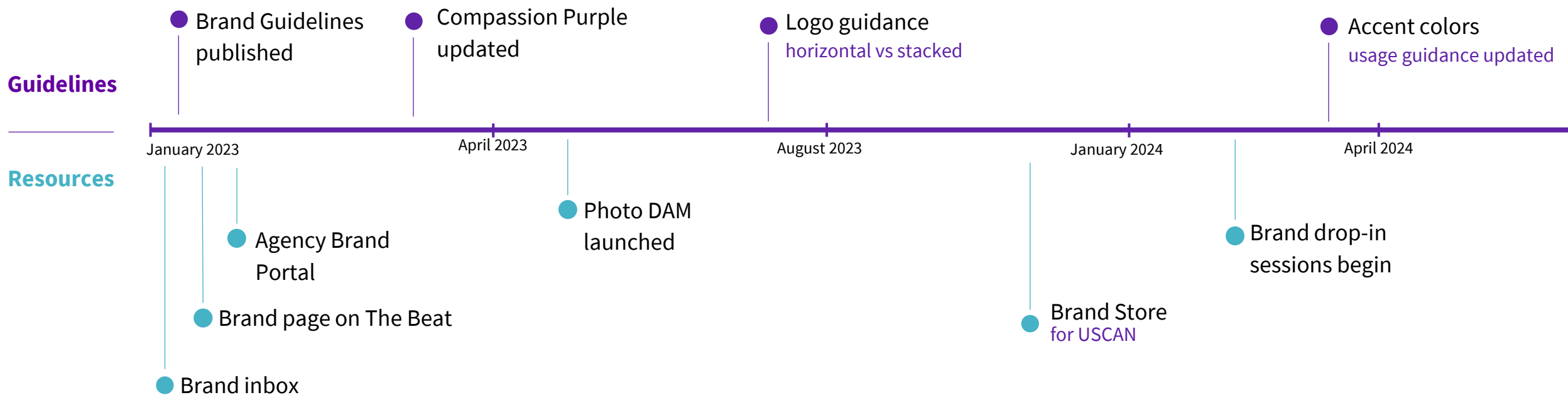
- **We are licensed to use specified trademarks, which include the GE Monogram and the “GE HealthCare” word mark**, for use in connection with our products, services, and solutions, as well as the right to use the GE brand in connection with certain legal entity names within our corporate structure.
- We **must comply with very specific guidelines and uses of the brand** so that we do not damage the licensor’s reputation.
- **We’re required to have a formal Brand Governance Program** designed to monitor and govern all creative uses of the GE brand.
- **We’re required to provide a Brand Migration Plan** which is reviewed by the licensor along with the expectation that we will follow the Brand Guidelines and meet the specific brand guidance set by the licensor.
- **GE marks are now managed by GE Aerospace.**



# Evolving our brand

- We **evolve the Brand Guidelines as we receive feedback**, identify new needs, find gaps or areas where more guidance is needed.
- Each guideline document includes a **change sheet**, providing a quick look at what's changed from the previous version.

## Key updates to Brand Guidelines & resources since January 2023



# Primary & accent colors

# Primary & accent colors

## 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 7703 C | CMYK 80/12/9/3 | RGB 69/178/197 | HEX #45B2C5 | Pantone 129 C | CMYK 0/14/90/0 | RGB 248/215/84 | HEX #F8D754 | Pantone 2416 C | CMYK 80/0/61/0 | RGB 25/187/124 | HEX #198B7C | Pantone 4057 C | CMYK 0/67/56/0 | RGB 243/127/99 | HEX #F37F63 |
| 20%            | 40%            | 60%            | 80%         | 20%           | 40%            | 60%            | 80%         | 20%            | 40%            | 60%            | 80%         | 20%            | 40%            | 60%            | 80%         |

Key takeaway

Accent colors must be used **functionally**, not decoratively

# Functional accent color application

## Categorization

**Use accent colors to separate and categorize information**

## Building hierarchy

**Use accent colors to build information hierarchy using a monochromatic accent color scheme**

## Interactivity

**Incorporate accent colors to promote interactivity in our design system**

# Categorization

Separate and categorize information

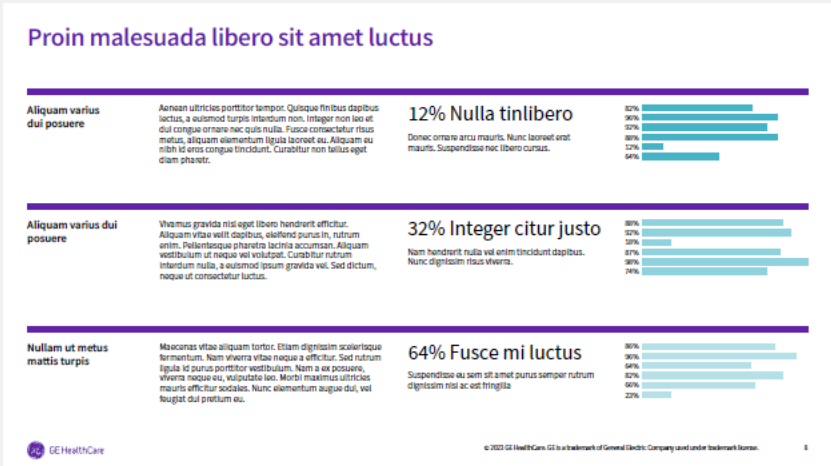
- Provide clear visual distinction between sections.
- Contribute to a visually cohesive and comprehensible design.



# Building hierarchy

Build information hierarchy with a monochromatic color scheme

- Apply accent colors to callouts and other important information.
- Draw attention to critical information.

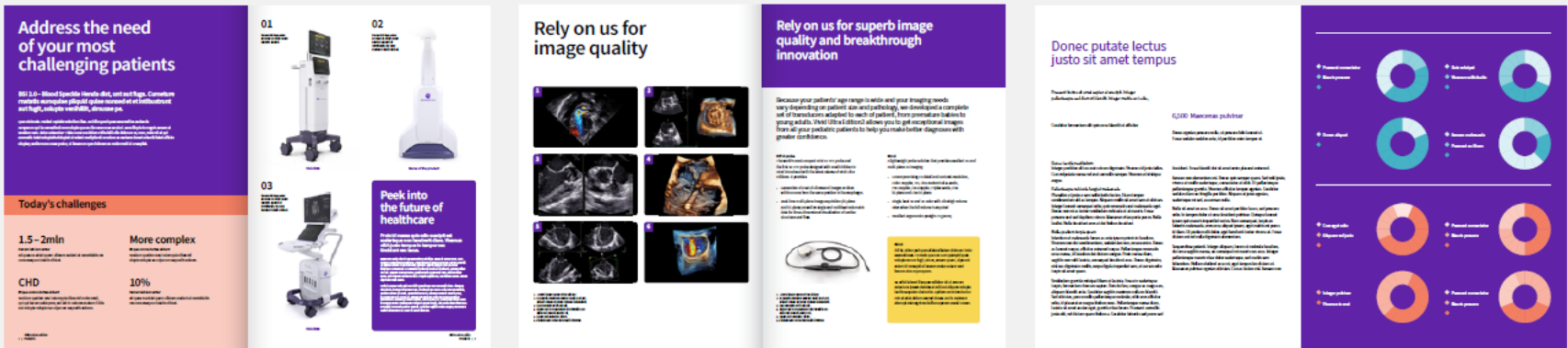
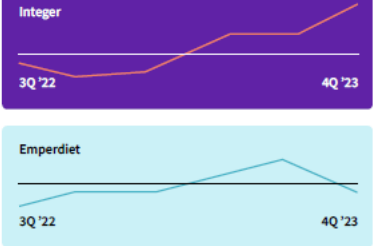


## Proin ac est id libero posuere ultrices elit efficitur

### Suspendisse dictum nunc sem vitae dapibus eros viverra at

- Integer imperdiet sem placerat lacinia tristique am in lacus a turpis laoreet volutpat.
- Cras finibus eros non odio molestie, a vestibulum purus euismod praesent volutpat est eu ultricies interdum.
- Maecenas ultricies metus sit amet semper feugiat in orci ultricies, commodo nulla in tempus
- Nam pellentesque ante in pulvinar fermentum etiam ac tellus at arcu molestie pellentesque.
- Nulla convallis turpis tincidunt, gravida ipsum ut fringilla magna.

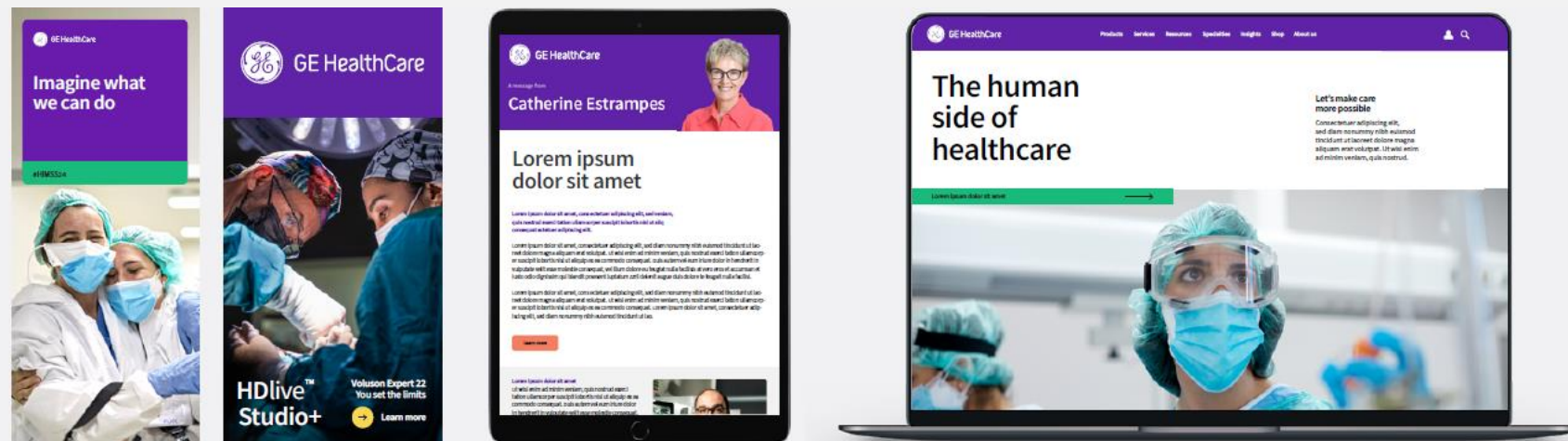
### Phasellus ex nunc vehicula sit amet blandit vitae ultrices diam



# Interactivity

Promote intended customer actions in our design system

- Leverage accent colors to guide users to interactive elements like buttons or links.
- Create seamless and user-friendly interactive design.

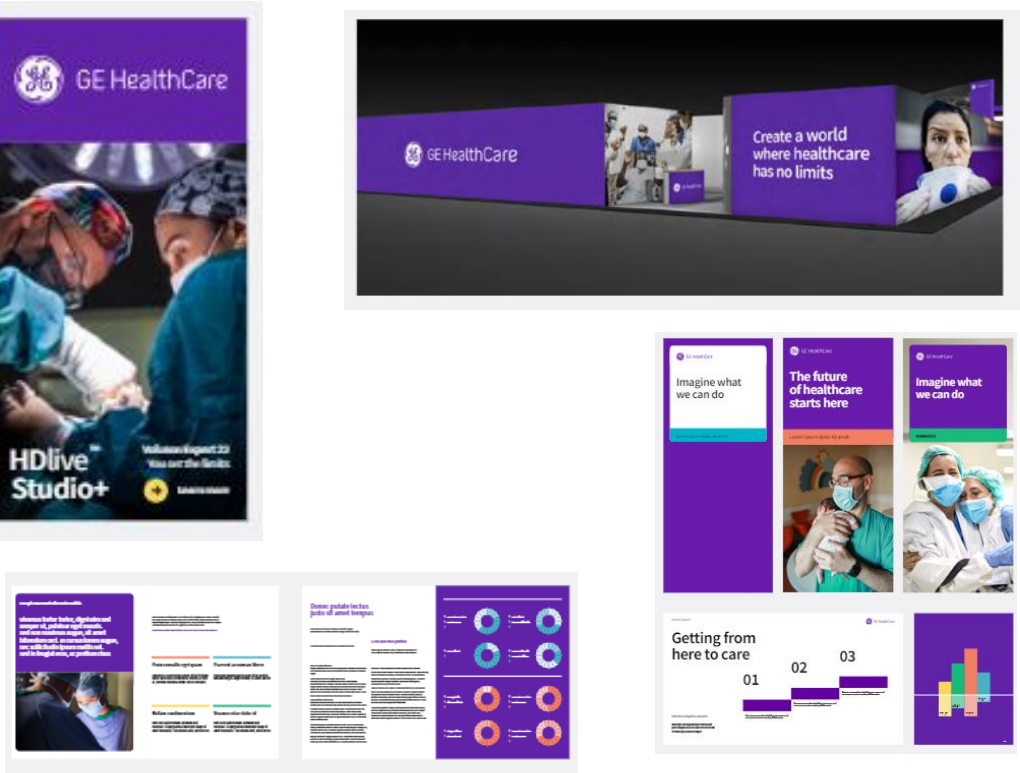




# Color ratio

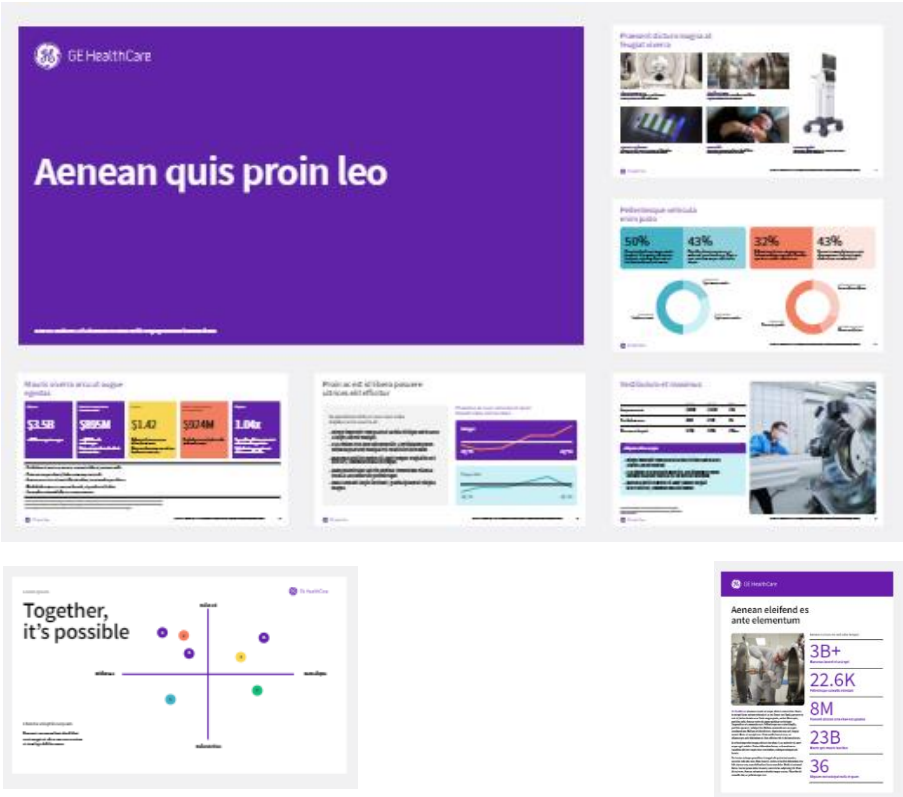
## Compassion Purple

Compassion Purple should always be the dominant color in our collateral, established at initial engagement to reinforce brand recognition.



## Accent color visual overview

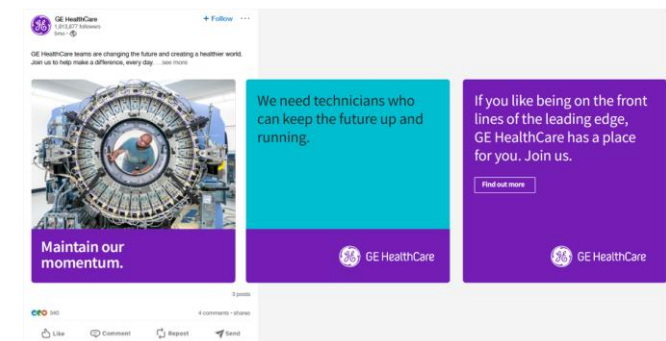
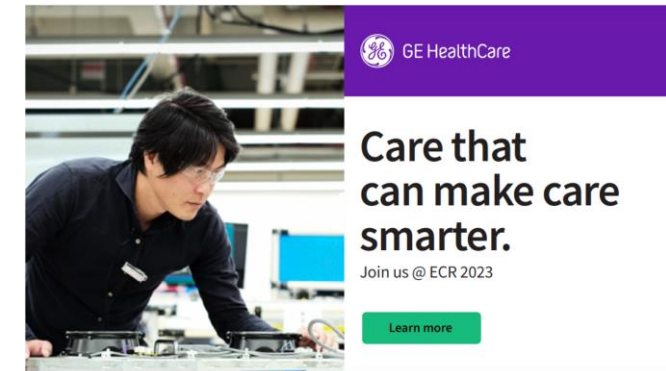
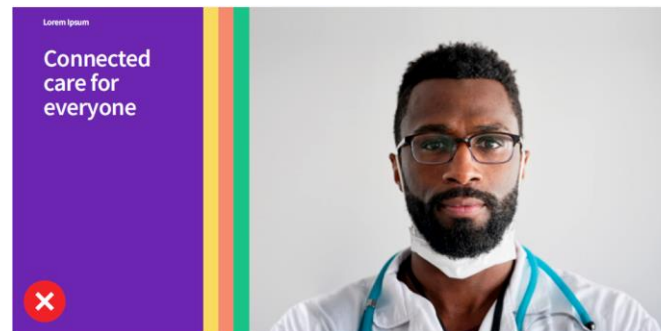
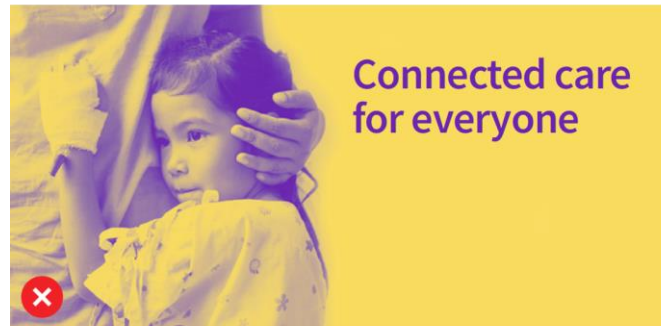
- It's not necessary to use accent colors on all pieces of content.
- Accent colors should not make up more than 30% of the total color in your document.





# Accent color summary

- ✓ Functional, **not decorative**
- ✓ Remember **70/30 ratio**
- ✓ **Single-format vs multi-format**
- ✓ **Text on top of accent colors** should always be **black**
- ✓ No accent color bar next to logo
- ✓ No product name on accent color
- ✓ New PowerPoint template available with all brand colors built in



# Imagery

# Photography Principles

## Authentic

Our photography is **genuine and real**.

Our photography should feel more like **photojournalism**, where the subject and story exist in a real-life environment.

### Human

Reflects our human condition by showing **real people with real emotions and reactions**.

Portrays people as they are **in the moment**, never contrived.

### Spontaneous

We **embrace unplanned shots** where people aren't paying attention to the camera.

Captured from a **natural perspective** and avoids extreme angles.

### Diverse

We **proudly represent people** of all ages, body types, physical states and abilities, ethnicities, and cultural backgrounds.

Authentic





Human







Spontaneous



Diverse





# Imagery guidance & resources

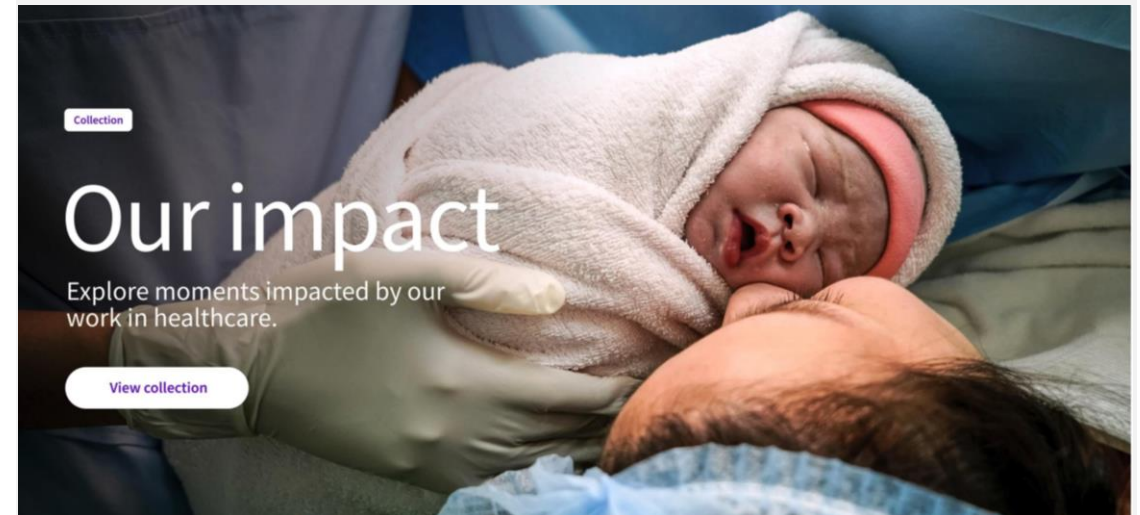
## Photography style

- Our [photography style](#) is **warm, genuine, and real**
- [Think photojournalism](#)
- Please contact [brand.health@gehealthcare.com](mailto:brand.health@gehealthcare.com) if you are planning a photoshoot



## Widen DAM

- [Widen](#) is our image repository
- Log in with your SSO
- If you need to grant an agency access to Widen, please contact [brand.health@gehealthcare.com](mailto:brand.health@gehealthcare.com)

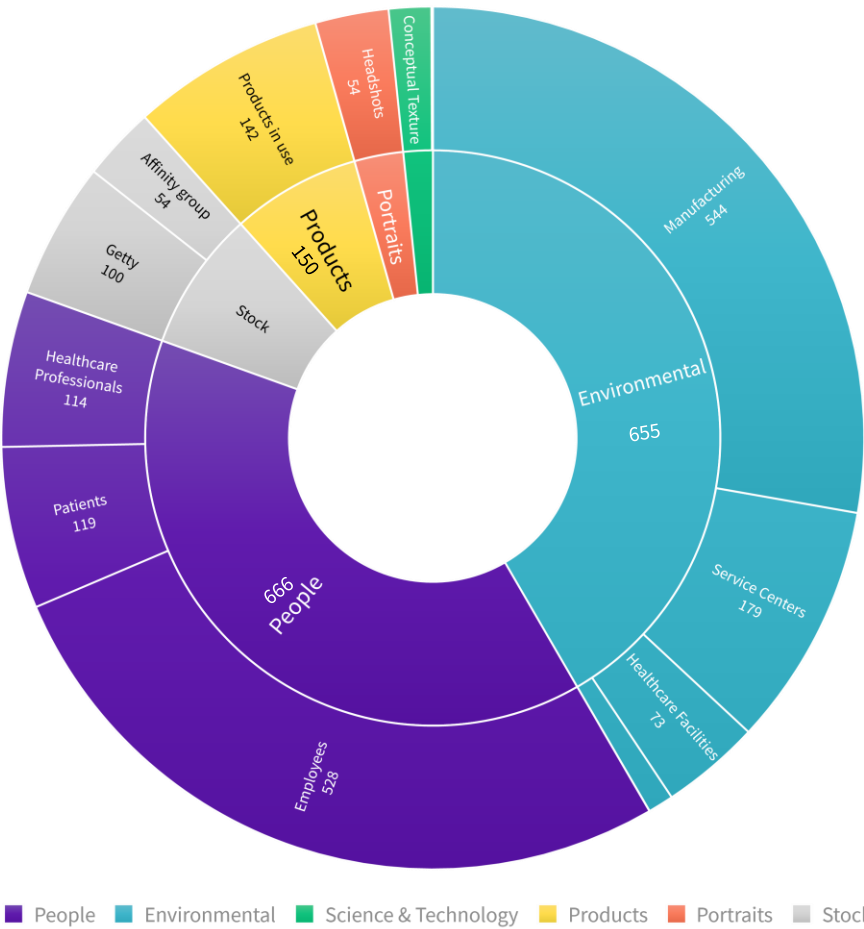




# Photography DAM Dashboard

April 2024

## Top Categories



## Downloads

Last 30 days

543

Photos

## New Uploads

Last 30 days

375

Photos

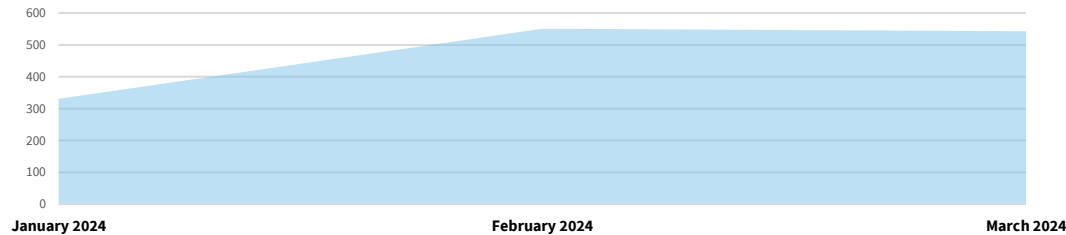
## Pending Uploads

266

Photos

## Downloads

Total by month



## Next Uploads

Florence part 2, South  
Carolina shoot

Humber River  
Beijing, China  
India,  
ELT Leadership Photos

## Total assets

992

Photos

Goal 2023 Photo 1000

# Other

# Logo & Monogram

There are three logo versions available for various scenarios



## **Horizontal (primary)**

The horizontal version is our main logo, and should be used across most applications for consistency and maximum impact.

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## **Stacked (rare exceptions for 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.



GE HealthCare

## **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.



# Font guidance



## Important updates

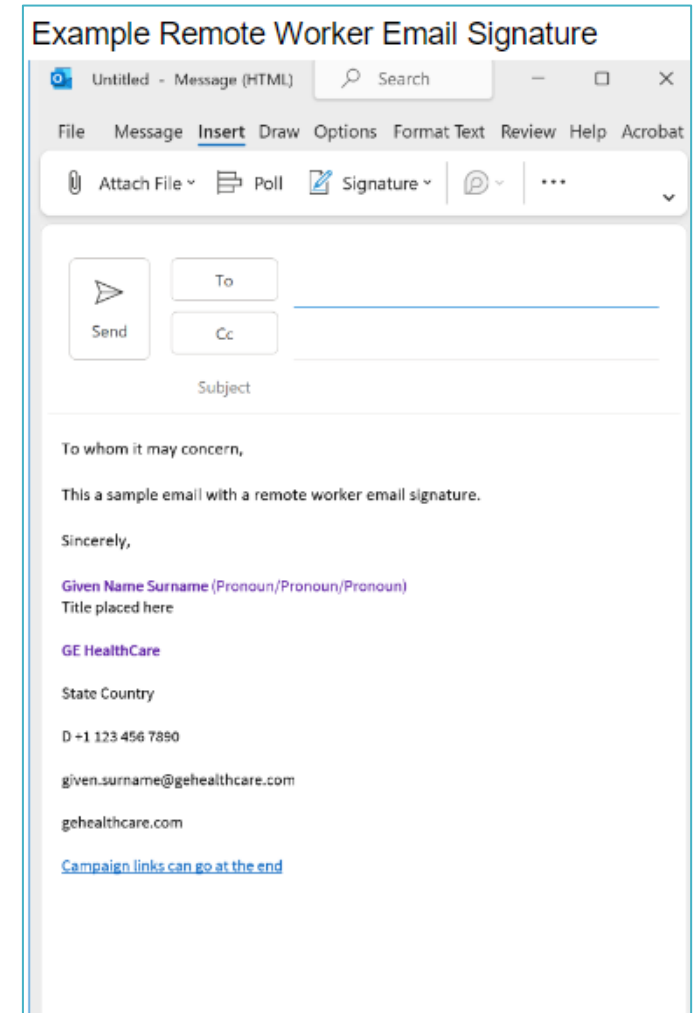
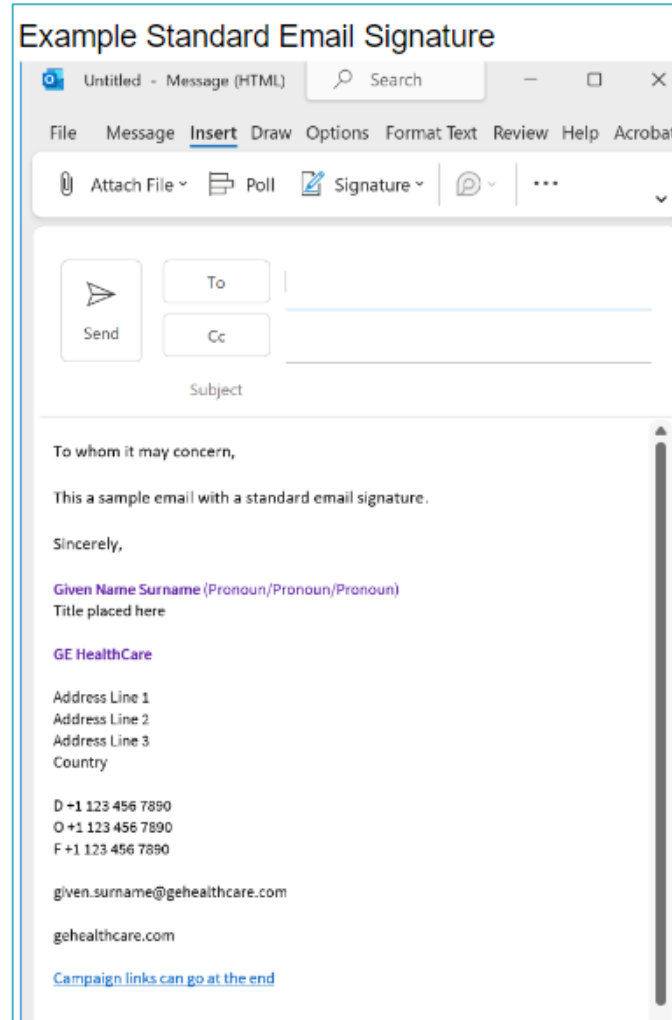
- Source Sans Pro is no longer an open source font, so it must be downloaded from [The Beat](#) or from the [Agency Brand Portal](#)
- Source Sans Pro has wide language support for Latin script, Western and Eastern European languages, Vietnamese, Pinyin Romanization of Chinese, and Navajo
- We use Source Han Sans for Traditional Chinese, Simplified Chinese, Korean, and Japanese



# Email signatures

## Key information:

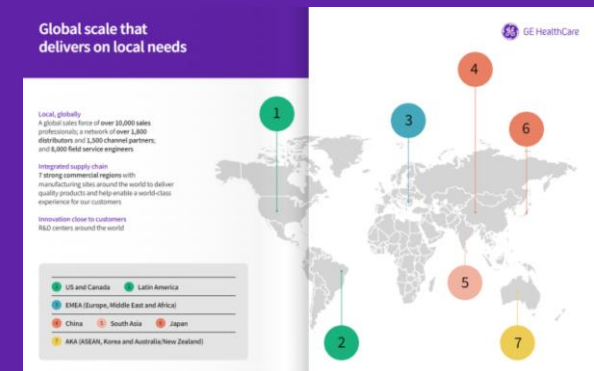
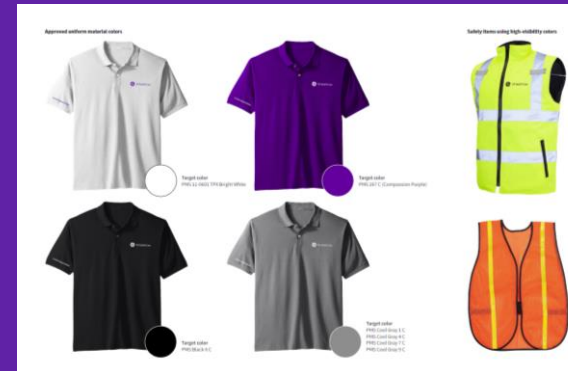
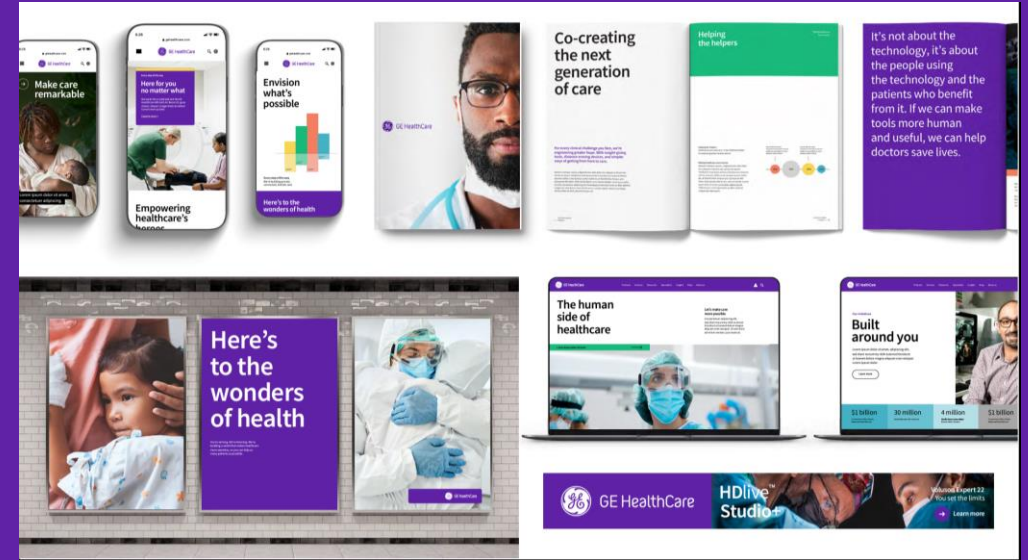
- ✓ **Names** and **GE HealthCare** are **bold**, **Compassion Purple**
- ✓ 10pt Source Sans Pro regular font
- ✓ **Pronouns** – optional, on the same line as your name in Source Sans Pro regular, **Compassion Purple**
- ✓ **Remote workers** may use state and country address lines to designate time zones
- ✓ Do not include the logo in your signature
- ✓ **One optional link for campaigns** or newsletters can be included at the end



# Addendums

# Addendums

- [Infographic guidelines](#)
- [Merchandise guidelines](#) – interim (pg. 88)
- [Photography guidelines](#)
- [Stationery guidelines](#)
- [Uniform guidelines](#)



# 3<sup>rd</sup> Party Brand Usage & Co-Branding

## Guidelines in progress...

- Brand team is developing co-branding guidelines, with a priority focus on guidelines for working with channel partners
- Guidelines expected to be finalized in Q2
- Brand Council meets weekly to review requests to use GE HealthCare brand in conjunction with 3<sup>rd</sup> parties. Key information:
  - Vendors/Suppliers – We typically do not permit use of the GE brand for their own promotional purposes due to the risk of implied endorsement
  - Co-branding – GE HealthCare’s name or logo should not be used in combination with any third-party trademarks, names, or logos
  - Partners/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 requires approval
- You must use an apostrophe when you are referring to a product or service that GE HealthCare is offering, e.g. GE HealthCare’s Pension Plan

Submit requests  
through this form  
for review in the  
weekly Brand  
Council meeting

# Brand Migration: 2024 “Big Rock” priorities

Governance, MarCom, and Master Brand workstreams – Guidelines | Tools | Templates

## Q1

- Acquisition Playbook
- Brand Architecture
  - Wrap of P1 Strategy
  - Touchpoint Expressions
  - Naming Strategy
- Brand Governance Program
- Brand Guideline 1H 2024 Update
- Photos for Widen (DAM)
- Product Migration
- Sign Family Design (facilities)
- Signage & Environment Guidelines for facilities
- Website Guidelines

## Q2

- Brand Photo/Video Shoot (1)
- Co-Branding Guidelines (P1 Channel Partners)
- Photos for Widen (DAM)
- Trade Show & Event Guidelines

## Q3

- Brand Governance Program – Rollout & Training
- Brand Guidelines 2H 2024 Update
- Photos for Widen (DAM)

## Q4

- Co-Branding Guidelines (P2 - All other partnerships)
- Photos for Widen (DAM)



# Additional resources

# The Beat

News carousel



Brand @ The Beat

Brand Spotlight

**FAQs from the Brand Drop-In Sessions**  
Are you searching for an answer to a question related to our GE Healthcare brand? Scroll through these questions recently asked during the Brand Drop-In Sessions to see if we've answered it for you!

Quick links

- Brand training
- Brand guidelines
- Color palette
- Font
- Logo
- Marketing Communications page on The Beat
- Transaction page on The Beat

Still need help?  
Visit [brand.health@gehealthcare.com](#)



Quick links

Resources for Applying the Brand



Applying the Brand

Our guidelines

Photography

Color palette

Iconography

Logos

Fonts

Messaging

Brand training videos

Trademark and Licensing Agreement (TMLA)

Brand templates

Using our Brand templates

PowerPoint template

Branded collateral

Stationery

Colleague Resource Groups

Email signature

Email banners

Teams backgrounds

Press release and policy document



Brand templates

Additional resources



Additional Brand resources

Merchandise and promotional items

Campaign resource

Resources available on the [Agency Brand Portal](#) for agencies & contractors

Join a [Drop-in Session](#) or email [brand.health@gehealthcare.com](mailto:brand.health@gehealthcare.com) with questions.

# Q&A



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