

Channel Partners

Co-branding Guidelines

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Introduction

Purpose of this document

Our Co-branding Guidelines define the strategic and executional parameters for when and how the GE HealthCare brand may be used together with other brands in joint marketing efforts.

The information and tools herein will help to guide you in determining:

Eligibility

If and when co-branding should be considered.

Execution

How to create co-branded materials to ensure an accurate representation of our brand in the marketplace.

Definition of co-branding

Think of co-branding as the visual or verbal expression of a strategic alliance between GE HealthCare and the brands that support us.

From a brand perspective, any co-branding execution must represent the underlying relationship between the brands consistently and clearly. This protects GE HealthCare's brand equity from risks arising from inconsistent applications, adverse associations, or unintended representations of our brand in touchpoints we don't always fully control.

Co-branding is the umbrella term we use to broadly refer to any marketing communication or design application in which the GE HealthCare brand is used in conjunction with other brands from outside of our own portfolio of branded offerings.

When should co-branding be used?

Each co-branding opportunity should be carefully considered on a case-by-case basis, taking into account the strategic intent of the alliance, its incremental value to the business and its potential benefits or risks to the GE HealthCare brand.

NOTE: Additional approvals may be required, so review with the [Central Brand Governance Team](#) before making any verbal or written commitment to our partners regarding co-branding.

Before pursuing any co-branding initiative, first consider the following strategic criteria:

Business rationale

Does the other brand unlock greater business potential or market credibility than could be achieved by the GE HealthCare brand by itself?

Brand association

Does the other brand align to our brand purpose and behaviors and enhance our desired perception in the marketplace?

Legal clearance

Is there a legal agreement in place that provides GE HealthCare the ability to fully control the co-branding? Are there any legal agreements in place that limit the ability to use the third-party brand or require royalty payments?

Audience relevance

Does the other brand complement our portfolio of current offerings and resonate with our target customer base or broader stakeholder community?

Reputational risk

Does the other brand possess a strong reputational standing, free of any ethical concerns or controversies? Does the other brand provide the same level of quality associated with the GE HealthCare brand?

Co-branding approval process

GE HealthCare's brand and legal teams developed and approved this document to establish a standardized approach to co-branding. Use this document as a reference guide on how we represent our brand alongside partners.

The primary business team managing the Channel Partner relationship is accountable for ensuring proper brand use. This includes ensuring partners follow brand guidelines, secure required approvals, and address any misuse of the brand.

Any proposed co-branding uses not covered in these guidelines must be submitted to the Central Brand Team for review at brand.health@gehealthcare.com

Trademark licensing agreement

“GE” and “GE HealthCare” are trademarks of the General Electric Company that are licensed to GE HealthCare through a trademark licensing agreement (TMLA), allowing us to leverage a brand with a 130-plus-year history and strong reputation.

Understanding our TMLA:

- The GE HealthCare brand is owned by GE Aerospace.
- GE HealthCare licenses the GE HealthCare name and logo in connection with its products, services and solutions. It also has the right to use the GE brand in connection with certain legal entity names within its corporate structure.
- To protect the brand’s reputation, GE HealthCare must comply with very specific guidelines and uses of the brand.

Scope of Co-branding

Why co-branding matters

Co-branding serves as a valuable strategic marketing tool, enabling us to drive greater awareness and relevance for our offerings.

Co-branding also supports mutual success for our partners and builds positive equity associations for our brand.

Advantages of co-branding

Reach new audiences and extend into new categories

Increase relevance, credibility and consideration for our offerings

Build customer affinity, trust, and loyalty for our brand

Support mutual growth for our partners and collaborators

Demonstrate commitment to our values and beliefs

Clarify the expanded breadth and scope of our portfolio

Potential risks of co-branding

Cause reputational impairment to our brand equity

Lead to material harm to our business performance

Create market confusion around the scope of our offerings

Diminish coherence and clarity of our brand identity

Increase the risk of legal liability due to the association with the third party

Our strategic approach to co-branding

GE HealthCare’s co-branding strategy ensures that all partnerships align with our mission, reinforce our brand equity, and create shared value.

Our goal in any co-branding execution is to represent the underlying relationship between the brands as consistently and accurately as possible. This ensures that GE HealthCare is protected from brand equity risks that can arise from inconsistent applications, adverse associations, or unintended representations of our brand in touchpoints that are not always fully under our control.

By establishing clear brand roles and legal frameworks, we empower teams to execute co-branded initiatives effectively while maintaining consistency and compliance.

Legal and brand compliance reminder:

- Trademark usage must follow GE HealthCare policies.
- All partnerships require contractual safeguards (e.g., termination clauses, usage limitations).
- **Prohibited uses:** unauthorized domain names or implied endorsements.

Our co-branding approach is guided by four key principles:

Protecting our brand

Ensure partnerships align with GE HealthCare’s mission, values, and quality standards.

Hierarchical branding

Define clear “host” and “guest” roles (GE HealthCare-led, balanced, or partner-led).

Compliance-driven execution

All co-branding requires legal agreements and adherence to trademark agreements and will go through necessary brand review.

Empowerment through guidelines

These guidelines provide knowledge about co-branding and clarify when and how to engage the right teams for approval (see page 6)

Partnership types

Main types of co-branding partnerships

GE HealthCare engages in various types of partnerships, each with its own strategic intent. You must understand these different partnerships and the specific situations in which they come to life.

- 1. **Identifying the partner type** helps us understand the applicable legal requirements and restrictions.
- 2. **Assessing the specific situation** helps us determine appropriate co-branding expressions.

Collaborations

Collaborations are strategic alliances formed between two or more organizations to achieve mutual goals. Each partner can leverage the strengths and resources of the other, resulting in mutual benefit and enhanced value proposition for customers.

- **Compatibility:** the promotion of how well two companies’ products work together.
- **Distribution:** when we promote, share leads, or distribute another companies’ product as part of a service or end solution we offer to our customers.
- **Integration:** the promotion of a branded product or technology into another company’s product.
- **Investment:** a strategic allocation of resources to develop a joint product or service (i.e., financial contributions, shared technology development, and joint marketing efforts).

Sponsorship

Sponsorships are a type of engagement where two companies work together on marketing campaigns, events, or other promotional activities. One brand sponsors the event/cause while the other brand associates themselves with the event/cause to gain exposure and association.

Vendors & Suppliers

- a) The promotion of a service offering through a third party supplier on our behalf.
- b) A vendor who provides parts, services and wants to promote their relationship with us.

Please note:

- **GE HealthCare does not allow vendors or suppliers to use our brand for their own promotional use due to compliance, sourcing, and brand policy considerations.**
- Endorsement branding (where one brand supports or endorses another) is not permitted to avoid implying favoritism or exposure to risks associated with brands outside our portfolio.

These restrictions help protect GE HealthCare’s reputation and credibility while maintaining compliance with industry regulations.

Channel Partners

Channel Partners (CPs) are third-party companies or individuals aiding us in the sale, support, or distribution of our offerings. Effective CPs enhance market penetration and can lead to increased sales and brand visibility.

Joint Ventures

Joint Ventures (JVs) involve two or more companies coming together to create a new product or service. Allows both brands to share resources, expertise, and risks while benefiting from mutual growth and market presence.

Please note that JVs are rare, reviewed on a case-by-case basis and need to be managed individually.

Channel Partner co-branding

Channel Partner co-branding represents the most direct extension of our brand into the commercial marketing efforts of external third-party companies involved in the sale, support, distribution or promotion of existing GE HealthCare products and services.

Channel Partner relationship descriptors

We rely on many different types of external third-party partners to deliver and support our offerings in the market. The approved descriptors at right define the full range of partner relationships that are eligible for Channel Partner co-branding.

The business team should conduct appropriate due diligence before allowing a Channel Partner to use one of these descriptors. If a partnership agreement does not fit into one of these categories and a different descriptor is requested, please reach out to the brand team.

NOTE: No modifiers of any kind may be added to the descriptors (i.e., terms like “Authorized,” “Premier,” or “Official” are not allowed).

These terms should reference the approved relationship descriptor. The permission to use the relationship descriptor should end when the agreement terminates and should also be immediately terminable upon written notice by GE HealthCare.

Use of the appropriate descriptor makes the relationship between GE HealthCare and the Channel Partner absolutely clear.

The below names are the only approved relationship descriptors that are eligible for co-branding:

Distributor

A third party promoting and selling GE HealthCare’s product/service offerings. In different regions, these terms may have slightly different meanings or other terms may be used to refer to a particular Channel Partner that sells and promotes our offerings. For example, some Channel Partners only sell our products, while others also service our equipment. Please work with the local legal team to ensure the correct relationship descriptor is used.

The following are various references for distributors and should use the ‘Distributor’ relationship descriptor:

- **Reseller**
A third party that promotes and sells GE HealthCare products. “Reseller” is sometimes used interchangeably with the terms “Distributor” and “Dealer,” but it could have a different meaning in some regions.
- **Value-Added Reseller (VAR)**
A third party that promotes and sells our products adding its own product/service offerings to supplement GE HealthCare’s.
- **Dealer**
A third party that promotes and sells GE HealthCare’s product/service offerings. Usually used interchangeably with the term Distributor and Reseller, but it may be a preferred term in some regions.

Sales Representative

A third party that represents GE HealthCare and markets/sells our products on behalf of GE HealthCare where GE HealthCare is responsible for the customer relationship and there is one transaction—us to the customer (as opposed to Dealers, Distributors and Resellers who buy products from us first and then sell to customers, so there are two transactions). Sales Representatives receive a commission for their work, but the rest of the logistics are between GE HealthCare and the end user. Also known as a Sales Agent.

Service Provider

A business entity that services GE HealthCare products. As mentioned above, some Channel Partners are also Service Providers, although not all Service Providers are Channel Partners, so the appropriate term should be selected to describe the relationship with GE HealthCare depending on the third-party role. The general criteria on the next page applies to Service Providers, even if they are not considered Channel Partners.

Channel Partner general criteria

There are a few general rules around Channel Partner co-branding that must be met no matter the execution. Please follow the rules set forth in these guidelines for all materials. If a request falls outside of these scenarios, the co-branded design materials must be reviewed by the [Central Brand Governance Team](#).

Other applications

Special Channel Partner logo lockups have been developed for representing the GE HealthCare brand on partner-led materials.

Criteria for Channel Partner co-branding

- The Channel Partner must be an approved GE HealthCare Channel Partner or Service Provider with a signed agreement.
- GE HealthCare's visual brand identity must be the primary lead on all product-related communications. All product-related communications must be created by GE HealthCare. All other, non-product related brand touchpoints should leverage the Channel Partner's brand as primary.
- The appropriate GE HealthCare Channel Partner logo lockup should be used on Channel Partner-branded materials.

Channel Partner
logo lockup

Channel Partner logo lockup elements

GE HealthCare's visual brand identity must be the primary lead on all product-related communications. All other non-product related brand touchpoints should leverage the Channel Partner brand as primary.

In cases where the Channel Partner is the primary brand, a GE HealthCare Channel Partner logo lockup with the appropriate relationship descriptor should be used to define the secondary role it plays.

Components

The Channel Partner logo lockup comprises two elements: the GE HealthCare logo and a relationship descriptor.

There are three variations of Channel Partner logo lockups available in a variety of file formats. Do not alter the established artwork in any way or create new lockups.

Download the Channel Partner logo lockup suite from [The Beat](#)

Download the Channel Partner logo lockup suite from the externally accessible [Agency Brand Portal](#)



GE HealthCare logo

GE HealthCare Distributor

Relationship descriptor

Three versions are available:
Distributor, Sales Representative
and Service Provider

Channel Partner logo lockup color palette

Specifications

The Channel Partner logo lockup in Co-branding Gray should be used on white or light backgrounds.

The white (reverse) logo lockup should be used on dark backgrounds.

Ensure there is proper contrast for best legibility. Avoid placing the logo lockup on busy backgrounds.

Co-branding Gray

Co-branding Gray is used specifically and exclusively for Channel Partners. Color values are specified below.

RGB 87/87/87

Hex #575757

Pantone Cool Gray 10

CMYK 0/0/0/66

Co-branding Gray



White (reverse)



Clear space and minimum size

Minimum clear space

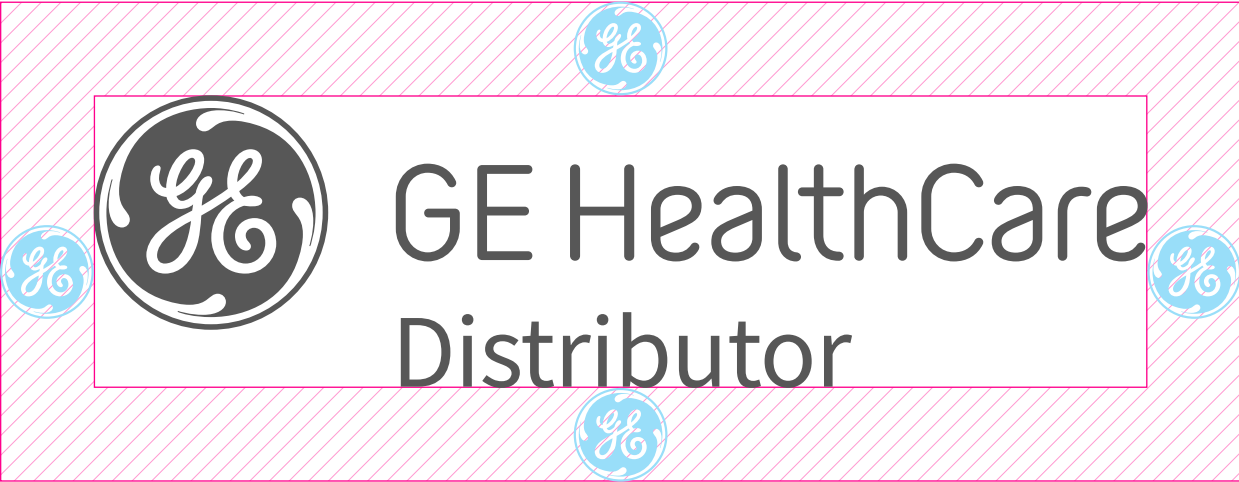
Clear space defines the area surrounding the Channel Partner logo lockup that should be kept free of all other graphics and typography. It plays an essential role in ensuring our logo remains clear, bold and easy to recognize across all communications.

As illustrated to the right, the minimum clear space surrounding the logo lockup is 40% the height of the Monogram.

Minimum size

The minimum sizes for our Channel Partner logo lockup, measured from the height of the Monogram to the relationship descriptor, are 30 px tall for digital applications and .45" tall for print applications. Although 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.

Minimum clear space



Minimum size

Print
.45" tall

Digital
30 px tall



Approved Channel Partner logo lockups

We have established three specific Channel Partner logo lockups with appropriate relationship descriptors to encompass the range of our Channel Partners. Please do not create new descriptors.

It is mandatory for Channel Partners to use this logo lockup and not the GE HealthCare logo.



GE HealthCare
Distributor



GE HealthCare
Sales Representative



GE HealthCare
Service Provider



GE HealthCare
Distributor



GE HealthCare
Sales Representative



GE HealthCare
Service Provider

Channel Partner co-branding applications

Samples and guidance

Overview

Refer to this chart for guidance on requirements for use of the GE HealthCare brand by Channel Partners. Visual examples are found on the following pages.

Any uses not shown in this document require a separate review and approval by GE HealthCare’s [Central Brand Governance Team](#).

If an exception is requested, please contact GE HealthCare’s [Central Brand Governance Team](#).

Application		Lead brand	GE HealthCare logo usage	Notes
Email signatures	✓	Channel Partner	Text treatment of relationship only	See specific layout on following page
Livery	✓	Channel Partner	Channel Partner logo lockup	Channel Partner logo lockup must be secondary
Press releases	✗	Channel Partner	N/A	A text reference of GE HealthCare can be used with Central Brand Governance Team approval; no use of the logo is permitted for this application
Product literature	✓	GE HealthCare	GE HealthCare logo	Use existing GE HealthCare materials; add Channel Partner logo and contact information to back page
Site branding	✗	N/A	N/A	Not allowed. Sites are considered property of one company.
Social media	✓	GE HealthCare	Channel Partner logo lockup	Channel Partners can use GE HealthCare product promotions that are developed in GE HealthCare’s visual identity and post it on their own social channel.
Stationery	✓	Channel Partner	Channel Partner logo lockup	Channel Partner logo lockup must be secondary
Trade show items	✓	Channel Partner	Channel Partner logo lockup	Channel Partner-led visuals unless GE HealthCare is the main organizer of the event
Wearables	✓	Channel Partner	Channel Partner logo lockup	Channel Partner branding allowed on wearables where both logos have distinct separation (i.e., shirts, hats) - not permitted on promotional items, too hard to govern variety of items and small imprint area. Channel Partner logo lockup must be used in a secondary position.
Website	✓	Channel Partner	Channel Partner logo lockup	Channel Partner can use GE HealthCare’s product images to promote what they sell on their website as long as they link to GE HealthCare’s website for the details. The GE HealthCare logo may be used in a bank of multiple logos as long as the relationship is clear and noted as Distributor, Sales Representative or Service Provider.

Email signatures

Email signatures should default to the Channel Partner’s brand and logo. Never use the GE HealthCare logo or Channel Partner logo lockup in email signatures.

Text treatment
The connection with GE HealthCare may be represented in an optional text line formatted as:

GE HealthCare | Relationship descriptor
The GE HealthCare name should appear first with one space around a separator line. Use the correct wording from one of the three [Channel Partner logo lockups](#). Do not add additional words like “authorized” or “premier.”

Do

RE: Connect

File Message Help Acrobat Tell me what you want to do

Share to Teams

Mark Unread

John Smith

Vice-President, Commercial Enablement

XYZ Corp.

GE HealthCare | Distributor

John.Smith@xyzcorp.com

M [\(123\) 456-7890](tel:(123)456-7890)

F [\(234\) 567-8901](tel:(234)567-8901)

This example uses the GE HealthCare name correctly as a text treatment only.

Don't

RE: Connect

File Message Help Acrobat Tell me what you want to do

Share to Teams

Mark Unread

John Smith

Vice-President, Commercial Enablement

XYZ Corp.

GE HealthCare | Distributor

GE HealthCare Distributor

John.Smith@xyzcorp.com

M [\(123\) 456-7890](tel:(123)456-7890)

F [\(234\) 567-8901](tel:(234)567-8901)

Channel Partners should not use the GE HealthCare logo or a Channel Partner logo lockup in their email signatures.

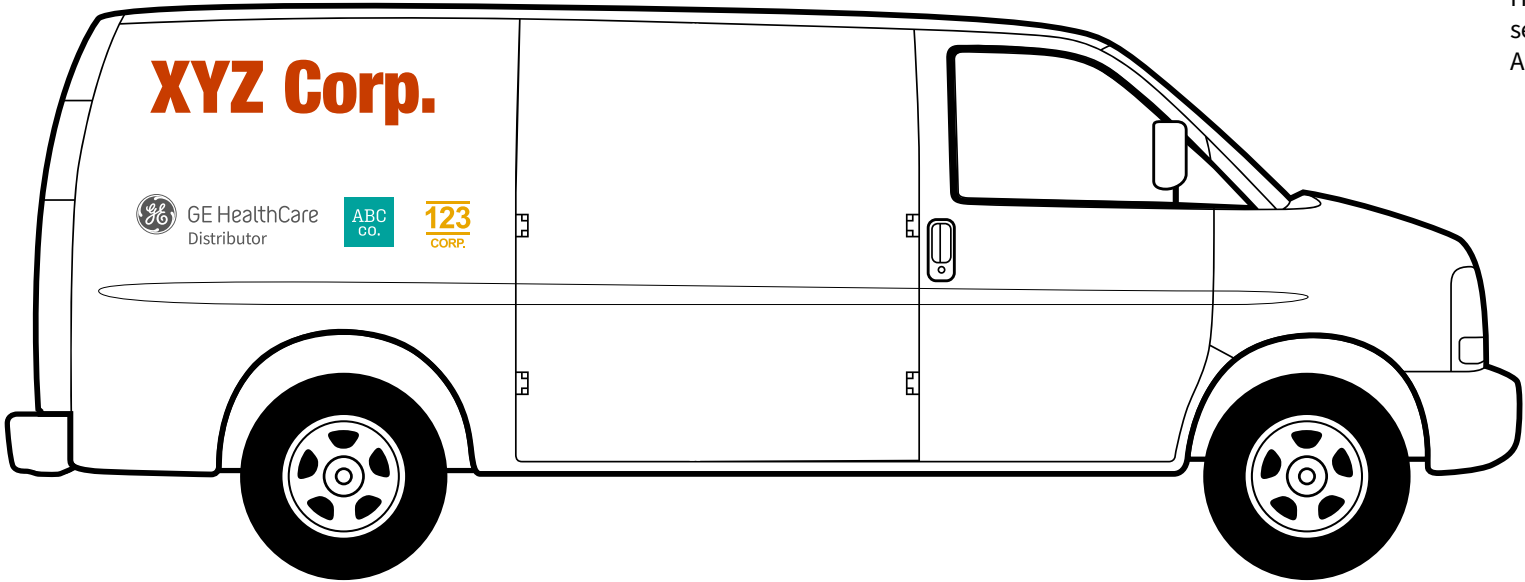
Livery

Use the appropriate Channel Partner logo lockup with descriptor on vehicles.

The Channel Partner’s relationship with GE HealthCare must be clearly visible. Choose the correct color variation of the Channel Partner logo lockup to ensure it is legible on its background.

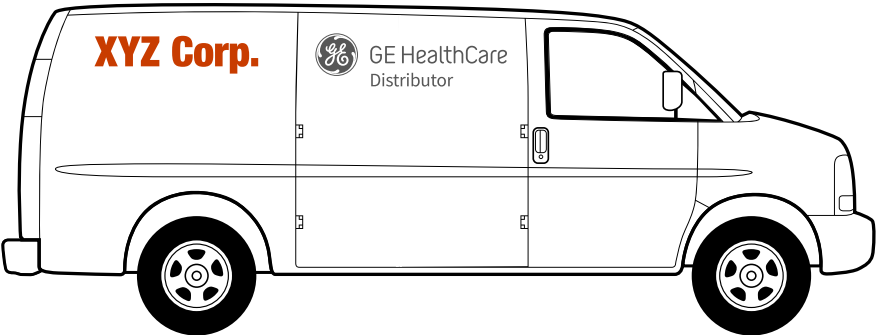
Branding on livery should be Channel Partner-led and their logo should be more prominent in size and placement than the GE HealthCare logo.

Do 



Here the Channel Partner logo lockup is secondary in both size and placement. Ample space separates the two logos.

Don't 



In this incorrect example, the partner’s logo and the Channel Partner logo lockup have equal size and prominence. The Channel Partner logo lockup should be secondary.

Merchandise and promotional items

Co-branded promotional items such as pens, mugs and bags are not allowed because it is too difficult to govern the logo placement. However, wearable items such as t-shirts and hats are acceptable under certain conditions:

- The Channel Partner brand must be primary in position and sizing
- The appropriate Channel Partner logo lockup must be used
- The Channel Partner logo lockup should be in a secondary position

For example, place the Channel Partner logo lockup on the sleeve of a shirt with the Channel Partner brand on the front in the primary position.

Ensure the Channel Partner logo lockup descriptor is readable by following the [minimum size](#) guidelines. Screen printing on certain fabrics may affect legibility.

Please contact GE HealthCare’s [Central Brand Governance Team](#) with any questions.



The use of the GE HealthCare’s Channel Partner logo lockup is allowed on wearables, as long as the item is Channel Partner branded, the appropriate lockup is in a secondary position and in a smaller size.



Co-branded promotional items are not allowed.

Product literature

GE HealthCare’s visual brand identity must be the lead on all product-related communications. For product literature, Channel Partners should use GE HealthCare branded product materials as is. Production ready PDFs can be obtained through your GE HealthCare partner. Channel Partners should not create their own versions of our product/software-branded materials.

Adding Channel Partner information

- A sticker may be used and is preferred over reprinting; do not use a stamp if it will smear on coated paper
- Information should not be handwritten
- Channel Partner information should be legible and presented in one color, preferably gray or black
- Coupons, sale information or other third party promotional language is not allowed
- The available space will differ on each item; ensure the Channel Partner information does not interfere or cover any pertinent information, including photos
- A “Distributed by:,” “Serviced by:,” or “Sold by:” line may be added; otherwise, limit content to the logo and contact information; avoid unnecessary language
- Although it may sit above due to space constraints, the Channel Partner information should never be larger or more prominent than the GE HealthCare logo

Do



Sticker applied by distributor



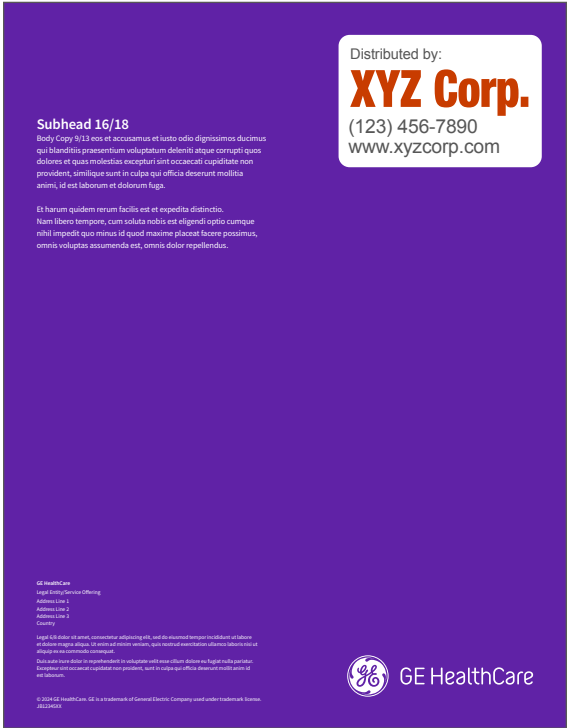
GE HealthCare brochures provide an area on the back page for the Channel Partner to add their logo and contact information.

Product literature
(continued)

Here are some common errors made
when adding Channel Partner
information to product literature.

In rare instances where the Channel
Partner wishes to create their own
co-branded marketing materials that
include the GE HealthCare offering, the
Channel Partner must get approval
from GE HealthCare's Central Brand
Governance Team.

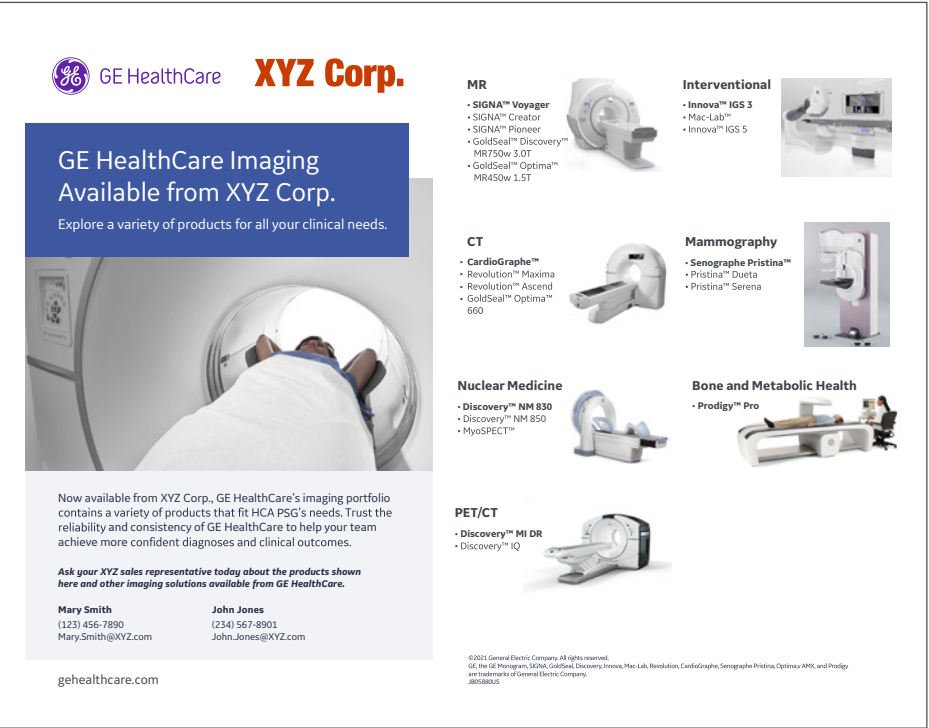
Don't



The Channel Partner information should not be
more prominent than the GE HealthCare logo.
Avoid using color Channel Partner logos.



The Channel Partner information should never
obscure product or branding elements.

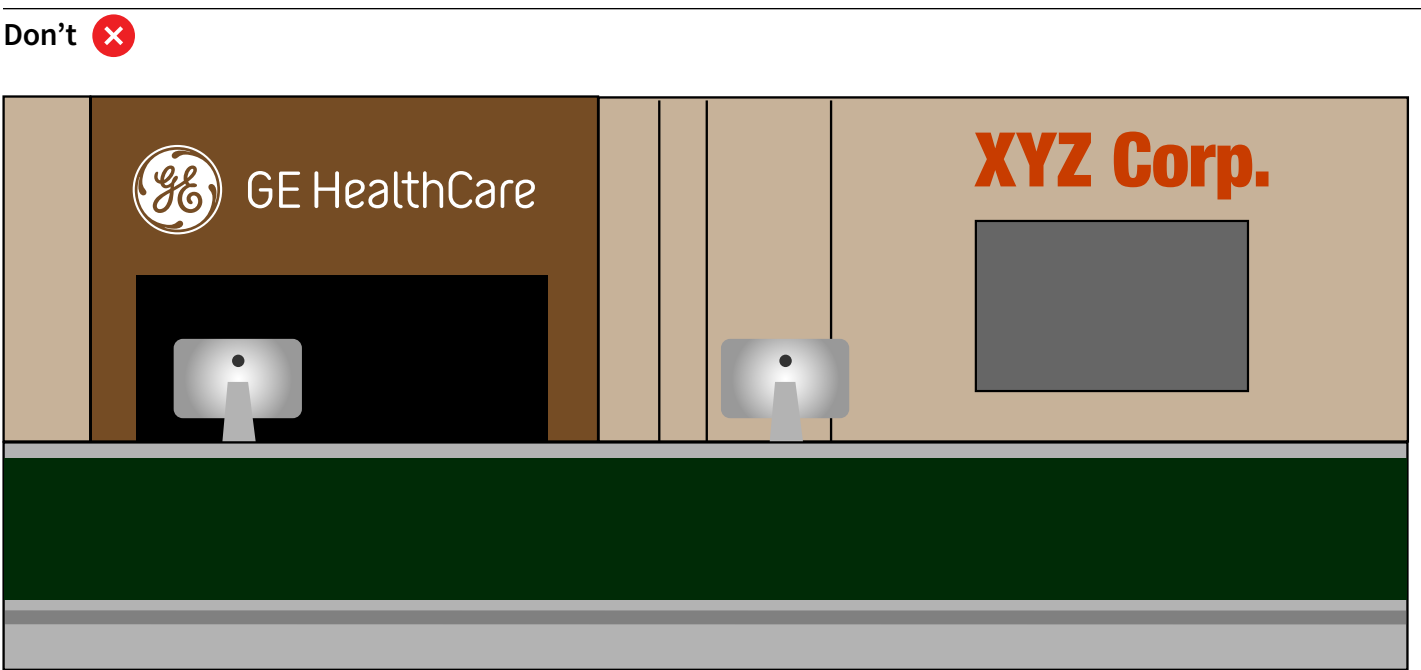


Channel Partners should not create new, co-branded product literature; use
GE HealthCare product literature as is. Either print our pre-existing branded templates
or add Channel Partner information on the back page with a sticker. Please work with
your GE HealthCare, Channel Partner representative to secure the necessary files with
your distribution logo added to the creative.

Site branding

Using the GE HealthCare logo or the Channel Partner logo lockup in permanent, on-site partner signage is not allowed.

Certain exceptions can be made, for example, for a wall of logos or temporary event signage, but these instances must be reviewed on a case-by-case basis.



Co-branded site branding is not permitted.

Social Media

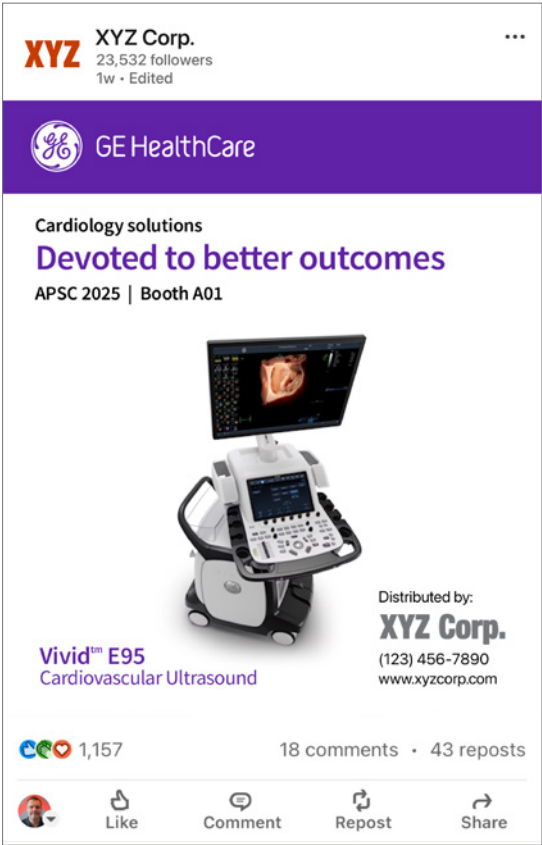
Channel Partners have two options for communicating their relationship with GE HealthCare within social media posts:

Example 1:
Placement of the Distributor’s logo and information within an image post.

Example 2:
As a call-out within the caption of a post.

Channel Partners should not re-purpose GE HealthCare creative with the intent of portraying products as their own. Files customized with the distributor logo must be created and supplied by GE HealthCare.

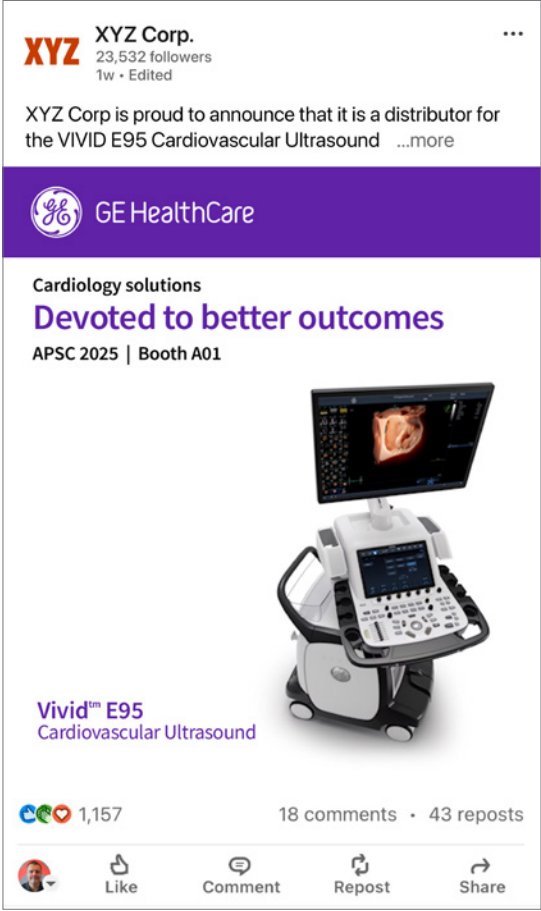
Do ✓



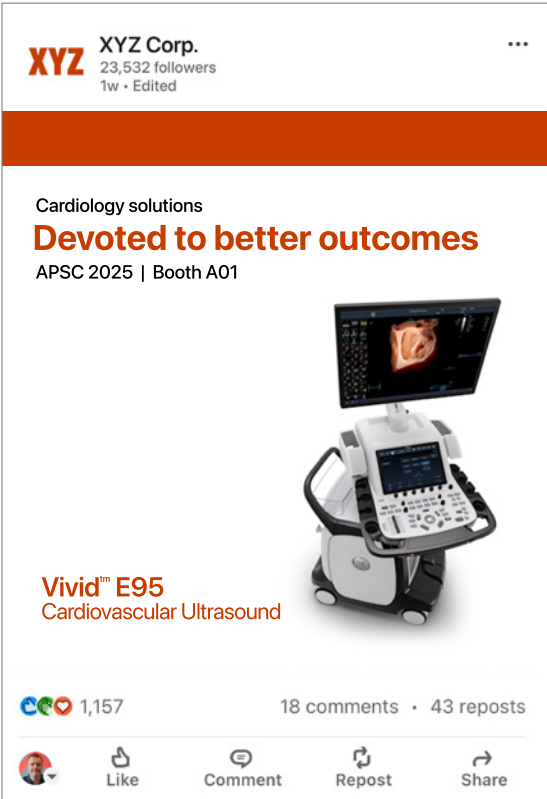
Example 1:
Channel Partner logo depicted inside image

Please work with your GE HealthCare, Channel Partner representative to secure the necessary files with your distribution logo added to the creative.

Don't ✗



Example 2:
Channel Partner name called out in caption



Stationery

Channel Partner-owned and printed stationery materials should adhere to their visual toolkit and brand identity guidelines. The Channel Partner brand’s identity should never be altered or blended with GE HealthCare’s visual identity elements.

The Channel Partner logo lockup may be used as long as the lockup is secondary to the Channel Partner’s primary logo in both size and position.

For more information about Channel Partner logo lockup color usage, see the [Channel Partner logo lockup color palette](#) page.

Do 



Visuals on stationery materials should be Channel Partner-led. The appropriate Channel Partner logo lockup is to be placed in a secondary position in Co-branding Gray.

Don't 

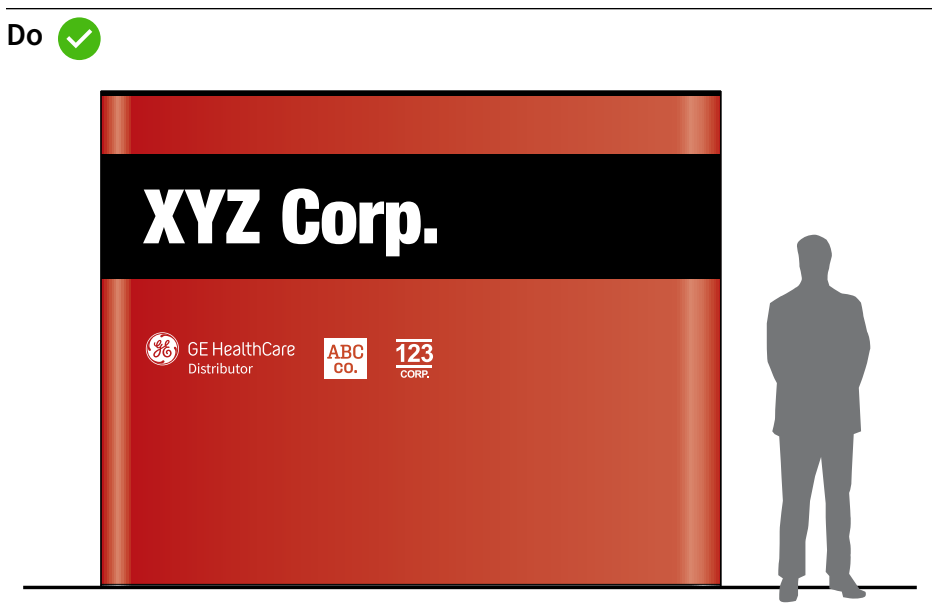


Do not use GE HealthCare’s brand logo, brand colors or typography. The Channel Partner brand logo should be the primary logo. The GE HealthCare Channel Partner logo lockup should be the secondary logo.

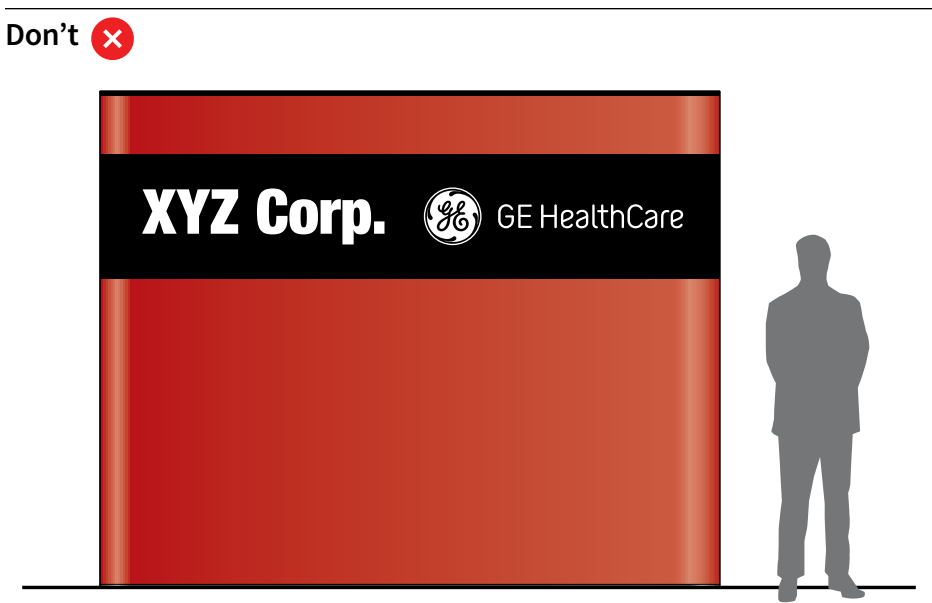
Trade shows and events

If Channel Partner co-branding is desired for a trade show or event, certain limited usage can be approved with the following criteria in mind:

- No Channel Partner co-branding is allowed unless GE HealthCare is co-funding/co-organizing the event
- If GE HealthCare is the leading event organizer, the event materials would be branded using GE HealthCare’s visual brand identity and created by GE HealthCare.
- If the Channel Partner is primarily organizing the event, the communications would be developed using the third-party’s branding as primary. GE HealthCare’s Channel Partner logo lockup would be in a supporting position and size in Co-branding Gray or white



If the Channel Partner is leading the event, the Channel Partner logo lockup should be secondary. Only use co-branding if GE HealthCare is co-sponsoring the event.

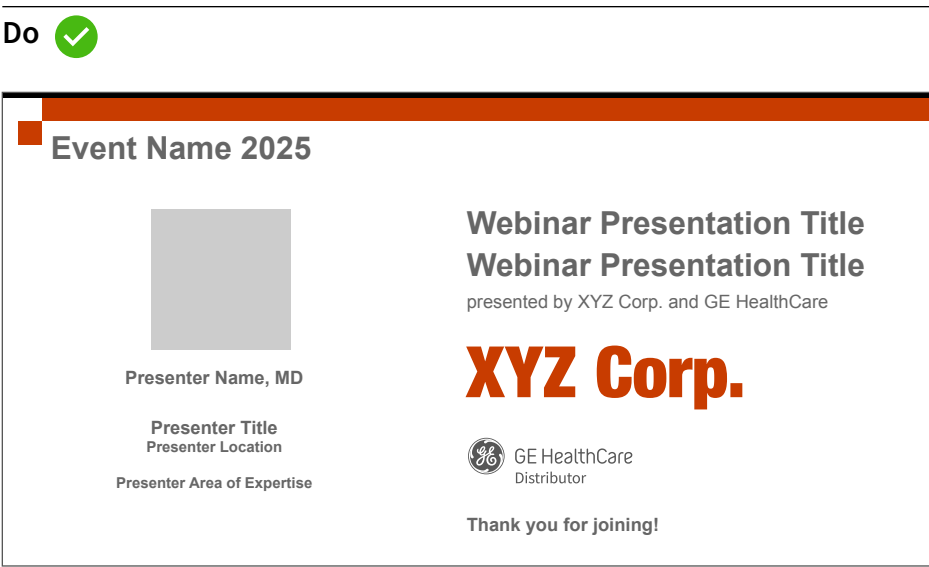


Channel Partners should not use the GE HealthCare logo. If GE HealthCare is the lead organizer, event materials should be GE HealthCare-branded.

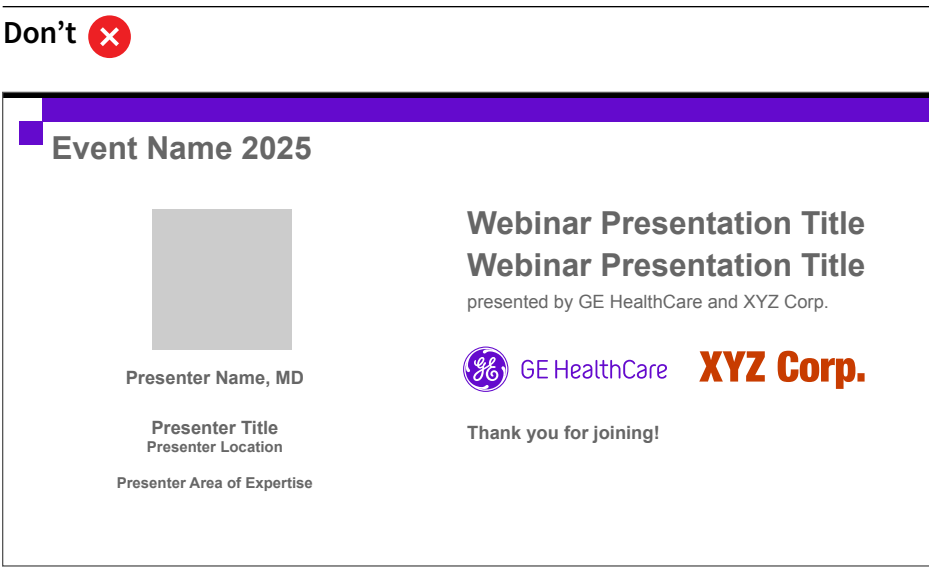
Trade show and event materials

Booth graphics, presentations, webinars, invitations and all other event communications should follow the event criteria:

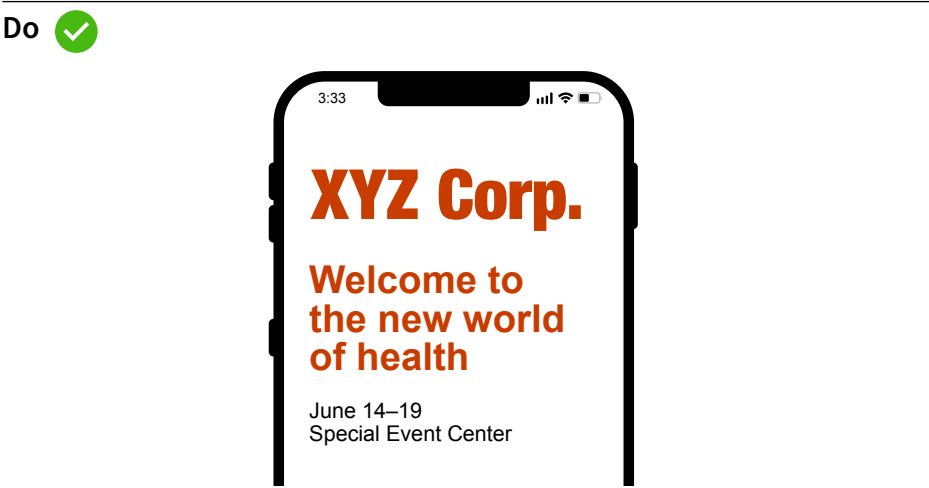
- No Channel Partner co-branding is allowed unless GE HealthCare is co-funding/co-organizing the event
- If GE HealthCare is leading the event, the event materials should be branded using GE HealthCare’s visual brand identity and created by GE HealthCare.
- If the Channel Partner is leading the event, all branding and communications should be led by the Channel Partner’s branding. GE HealthCare’s Channel Partner logo lockup should be in a supporting position



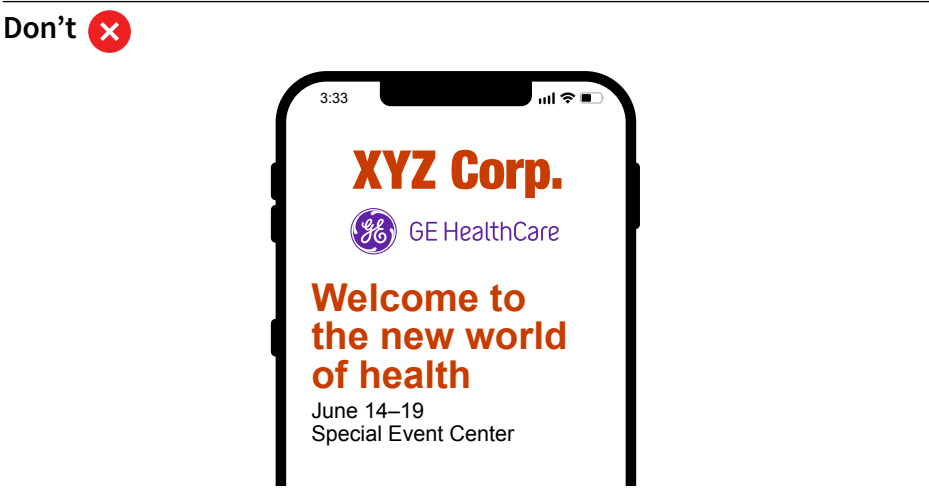
Event materials should be Channel-Partner led unless GE HealthCare is the main organizer of the event.



In this incorrect presentation example, the Channel Partner logo is co-branded with a GE HealthCare logo instead of the Channel Partner logo lockup. If the Channel Partner is the leading organizer, the presentation should lead with their visual identity.



Unless GE HealthCare is leading the event, materials should be branded with the Channel Partner’s visual identity.



Do not use the GE HealthCare logo on co-branded trade show communications.

Web experiences

The GE HealthCare logo should not be used on a Channel Partner’s website or microsite in a manner that implies equally weighted co-branding. The Channel Partner logo lockup may be placed in a secondary position.

Multiple logos

A Channel Partner may place the GE HealthCare logo on their website or microsite if it appears among the logos of other event sponsorship scenarios.

Any additional messaging that accompanies the Channel Partner logo lockup on a website or microsite must be approved by the [Central Brand Governance Team](#).



It is acceptable to use the Channel Partner logo lockup on a website if it appears secondary to the Channel Partner logo.



Do not use the GE HealthCare logo on a Channel Partner website or microsite in a manner that implies equally weighted co-branding.



The GE HealthCare logo may be used in a bank of multiple logos with the relationship clearly defined in the heading.



The Channel Partner logo lockup should not be used in a bank of logos.

**Additional
information**

General considerations

Do 

Channel Partners' marketing materials that use the GE HealthCare brand must include the following notice: "GE is a trademark of General Electric Company." If any GE HealthCare product trademarks are referenced, Channel Partners also need to add the following trademark notice: "[list the referenced GE HealthCare product marks] are trademarks of GE HealthCare."

Don't 

Channel Partners are not allowed to use or register domain names that include terms such as "GEHC," "GE HEALTHCARE," or "GE," or any of GE HealthCare's trademarks such as VOLUSON, V-SCAN, etc.

Summary

We hope these guidelines will help you to choose and implement the appropriate co-branding approach for your joint marketing needs. As a reminder, please review the following checklist prior to embarking on any co-branding initiative:

✓ **Ensure a formal commercial agreement is in place** for any applicable use of the GE HealthCare brand name or logo

✓ **Consider the business value and potential brand risks and benefits** of any outward association of GE HealthCare with the other brand(s)

✓ **Adhere to the executional guidelines and design specifications** for the relevant co-branding approach

For uses not covered in this document:

✓ **Include examples and visual exhibits** of the proposed use of the GE HealthCare brand in your request

✓ **Allow time for review of any co-branded design executions** by the Central Brand Governance Team

Approvals

If the requested use is not covered by the contents of this document, reach out to the [Central Brand Governance Team](#) for approval.

Legal considerations:

Any promotional materials, even if issued by a third party that mention GE HealthCare products, need to be submitted via Veeva for review by regulatory and legal teams in accordance with GE HealthCare’s Ad and Promo Policy.

For any other uses of the GE HealthCare brand by customers, please contact the [Central Brand Governance Team](#) for advice.

Questions?

Please contact brand.health@gehealthcare.com for additional guidance or more challenging co-branding initiatives.

Co-branding survey for items not covered in this document

For items not covered in this document, please send your request to the [Central Brand Governance Team](#).

You will be sent a survey to fill out along with a request to attach creative samples to support your request. All requests are reviewed on a weekly basis.



3rd Party Brand Usage Questionnaire

Name *

Title *

Email *

Region *

Select or enter value

Request Date *

Who owns the output of this initiative? *

Select

Name of 3rd party *

Contacts & resources

General brand questions

Central Brand Governance Team
brand.health@gehealthcare.com

Legal questions

Reach out to your IP Counsel
or the Trademark team

Brand guidelines & templates

Brand page on The Beat
(GE HealthCare colleagues)

Agency Brand Portal
(Contractors & agencies)

To download the **GE HealthCare Channel Partner Co-branding Guidelines and the Brand Guidelines**, please refer to this article on **The Beat** (internal) or via the **Agency Brand Portal** (external)