

Welcome to Co-branding Guidelines training

We will begin shortly



GE HealthCare

Meet our trainers



Joanne Williams

Senior Brand Governance
Specialist



Tina Shields

Brand Program Manager

What is co-branding?

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.

GE HealthCare

ACME Company



ACME COMPANY

Approval process

The guideline document does not replace formal brand review and approval processes. It's simply the first step in the process—a helpful resource to empower teams with the knowledge to ensure initial alignment before formal submission.

The Corporate Brand Team should review all co-branding initiatives:
(brand.health@gehealthcare.com)

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Understanding the 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.
- GE HealthCare is required to have a formal Brand Governance Program designed to monitor and govern all uses of the GE brand.

Overall approach guided by four 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

Key considerations

Brand benefit

There must be a substantial benefit to the GE HealthCare brand in associating itself with the partner brand.

Reputational risk assessment

Assess partners for potential legal, ethical and reputational risks.

Audience relevance

The partner's audience must align with or expand GE HealthCare's target market.

Brand equity protection

By following these guidelines accurately, we can maintain consistency, build the power of our brand and avoid dilution of the GE HealthCare brand attributes.

Legal and compliance considerations

Trademarks

GE HealthCare trademarks (e.g., logos, product names like Voluson or Vscan, etc.) must be used only as approved in these or our other naming/branding guidelines.

Contractual considerations

Partners cannot use GE HealthCare trademarks in their legal entity or domain names.

Endorsements

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.

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.

Structure of application

Partnership types

Structure of application / partnership types

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

- The promotion of a service offering through a third-party supplier on our behalf.
- 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. They allow 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.

This document does not cover Channel Partner relationships or Joint Ventures. Please refer to the Channel Partner Co-branding Guidelines for Channel Partner co-branding relationships. All Joint Venture enquiries are handled on a case-by-case basis by the Corporate Brand Team. Please reach out to brand.health@gehealthcare.com for further information.

Structure of application / partnership types

Collaborations

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
- Distribution
- Integration
- Investment

Sponsorship

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.
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Structure of application

Co-branding expressions

Structure of application / co-branding expressions

GE HealthCare-led



Powered by
ACME COMPANY

Partner-led

ACME COMPANY

Sponsored by
 GE HealthCare

Balanced

ACME COMPANY



Structure of application / co-branding expressions

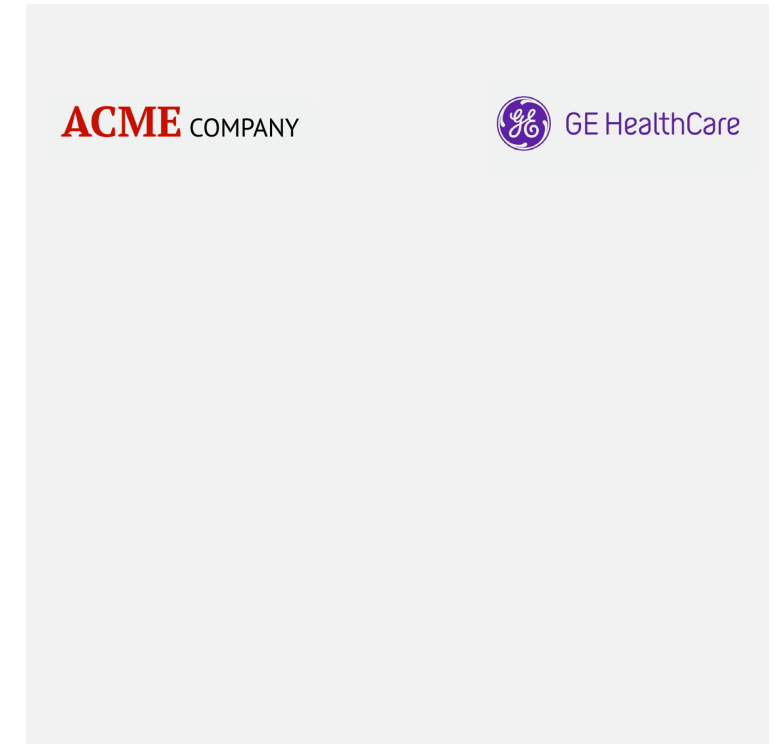
GE HealthCare-led



Partner-led



Balanced



Structure of application / co-branding expressions

GE HealthCare-led



Powered by
ACME COMPANY

Partner-led

ACME COMPANY

Sponsored by
 GE HealthCare

Balanced

ACME COMPANY

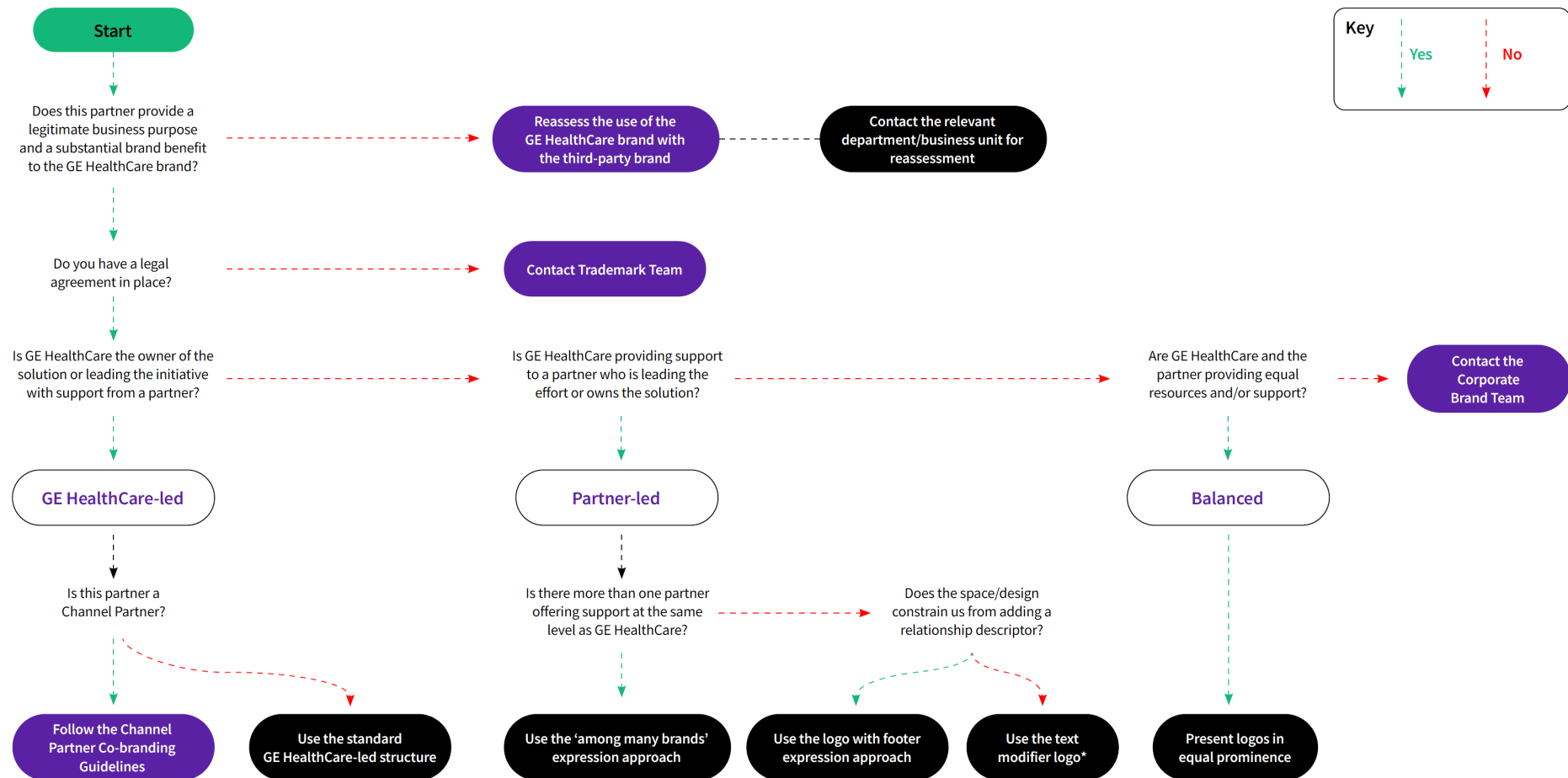


One brand leads.
Never blend brands.

Host logo in primary position.
Supporting logo in secondary
position at 75%.

Always use a relationship
descriptor above
supporting logo.

Structure of application / decision tree

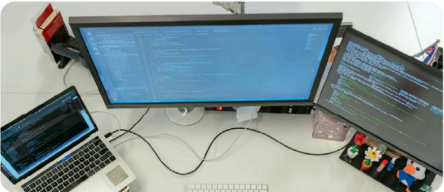


Structure of application / co-branding expressions / GE HealthCare-led overview

**GE HealthCare**

Leveraging ACME Company's technology in autonomous image

This partnership allows GE HealthCare to pioneer and advance in autonomous diagnostic imaging



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About ACME Company

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ACME COMPANY

Fact sheet

GE HealthCare provides products to improve partner's services

**GE HealthCare**

Unlocking cloud potential: Mastering enterprise imaging

**Name of presenter**

**Name of presenter**

Supported by

ACME COMPANY

Trade show background projection

GE HealthCare hosts a speaker panel on an offering that is supported by a technology partner

**GE HealthCare**

Transforming interventional radiology to deliver precision care center

Benefit one:

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Benefit two:

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Benefit three:

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In collaboration with

Galaxy Inc.

Product flyer

A GE HealthCare product that integrates partner's offering

**GE HealthCare**

Creating a framework to help advance precision medicine

Learn how we partner with ACME Company to bolster theranostics adoption in the U.S.

[Learn more](#)

Symposium 02

Lorem ipsum dolor sit amet

March 31, 9:30 EST



Dr. Amelia Carter
Main Job Title
ACME Company

Presented in collaboration with

ACME COMPANY

Marketing email

GE HealthCare symposium with the partner as a guest speaker

Co-branding Guideline Training | November 2025

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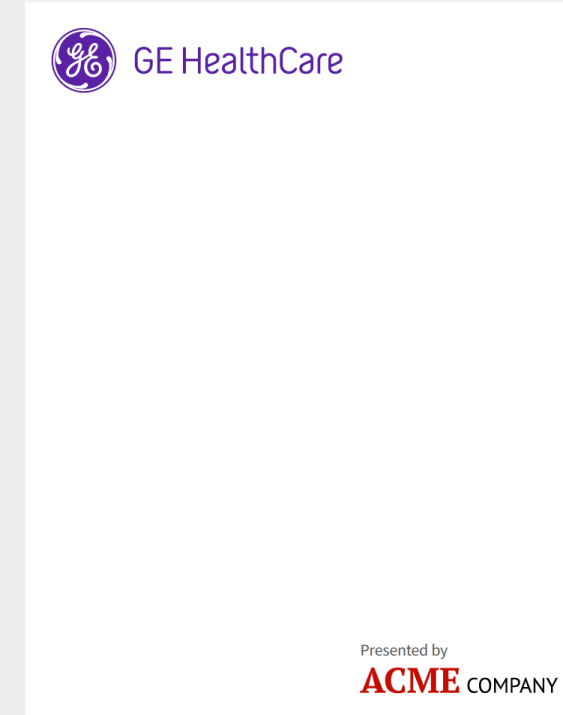
19

Structure of application / co-branding expressions / GE-HealthCare-led

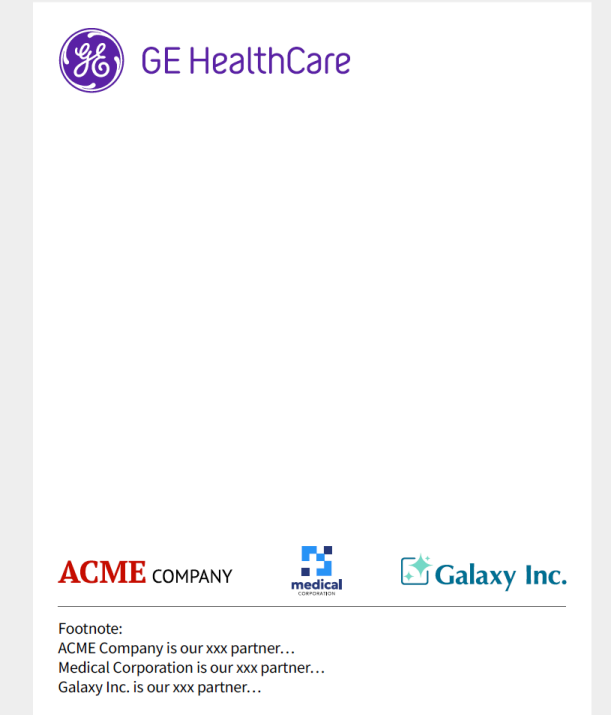
Logo scale



Logo with relationship descriptor (recommended)



Logo with footnote



Structure of application / co-branding expressions / Partner-led overview



Social media post

Partner-led event that GE HealthCare sponsors



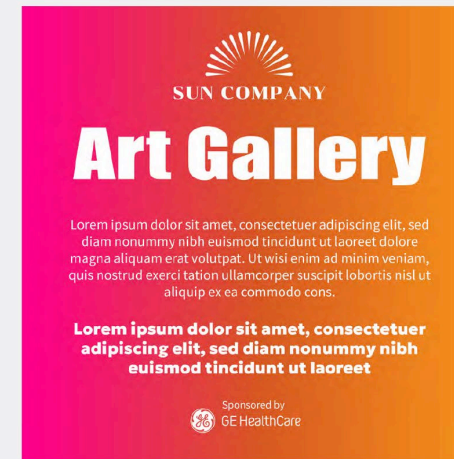
Trade show sponsor wall

Thank you wall for partner-led event where GE HealthCare participates



Website sponsor page

Partner-led landing page for event that GE HealthCare sponsors



Poster

Partner-led art gallery that GE HealthCare sponsors

Structure of application / co-branding expressions / Partner-led

Logo scale



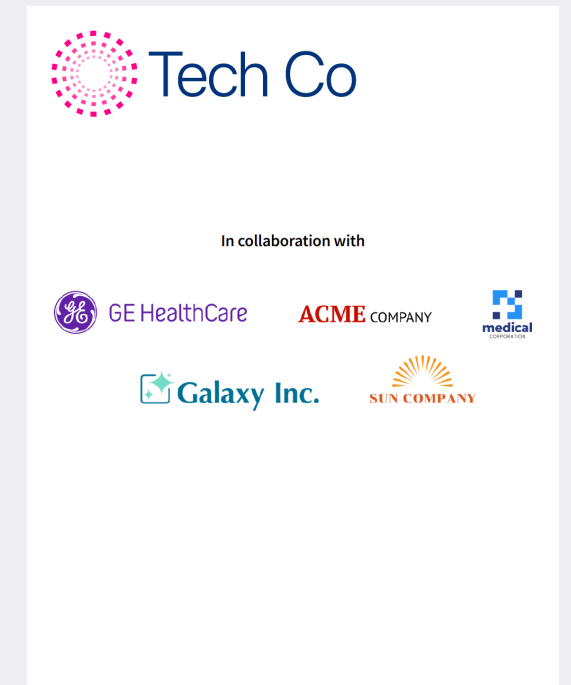
Logo with relationship descriptor (recommended)



Logo with footnote

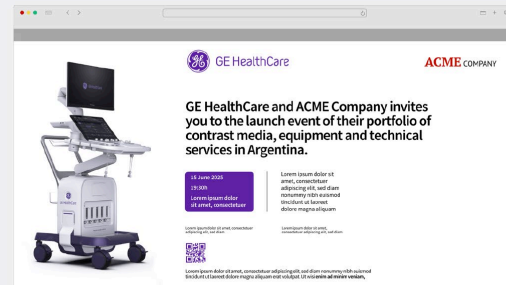


Logo among many brands



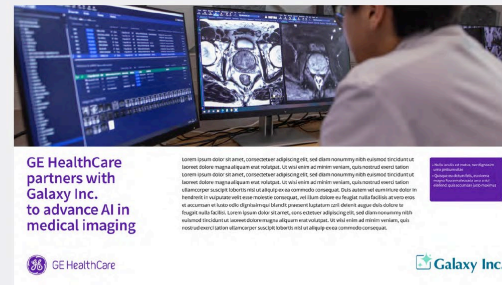
Structure of application / co-branding expressions / Balanced overview

GE HealthCare-controlled environment



Web landing page

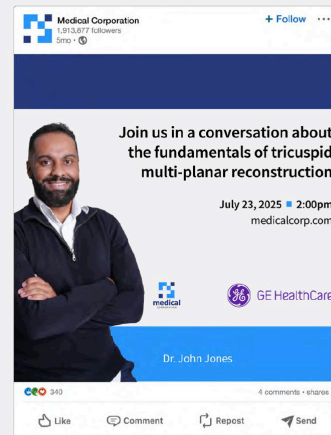
A dedicated launch event invitation page on the GE HealthCare website, co-hosted with a partner



One-pager

A true co-created solution between GE HealthCare and partner

Partner-controlled environment



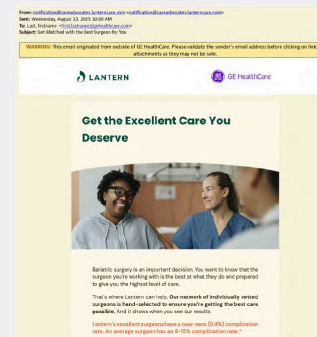
Social media post

Co-hosted event invitation on partner's social media channel



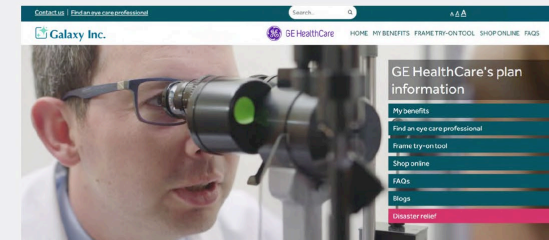
Banner stand

An educational collaboration, produced by our university partner



Employee benefits communication

Email created by partner



Benefit provider website

Structure of application / co-branding expressions / Balanced

Logo scale



GE HealthCare-controlled environment

Identity system:
GE HealthCare

Logo position:
GE HealthCare
on left



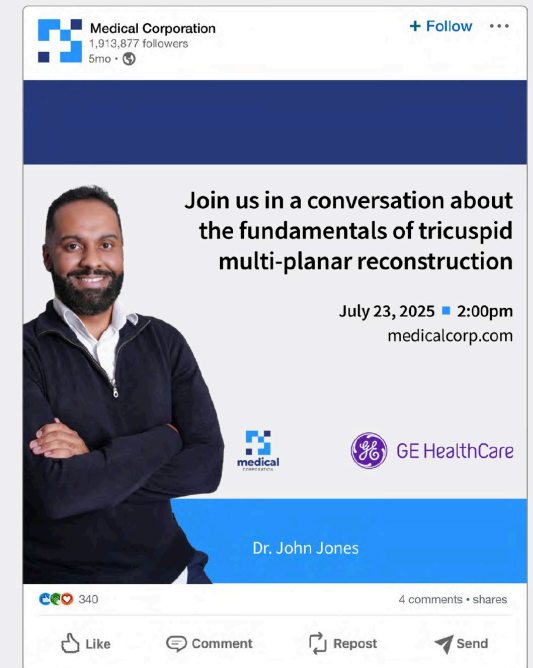
One-pager

A true co-created solution between GE HealthCare and partner

Partner-controlled environment

Identity system:
Medical
Corporation

Logo position:
Medical
Corporation on left



Social media post

Co-hosted event invitation on partner's social media channel

Structure of application

Things to avoid

Things to avoid

Don't change the color of the GE HealthCare logo

From: notification@careadvocates.lanterncare.com <notification@careadvocates.lanterncare.com>
Sent: Wednesday, August 13, 2025 10:00 AM
To: Last, first name <First.lastname@gehealthcare.com>
Subject: Get Matched with the Best Surgeon for You

WARNING: This email originated from outside of GE HealthCare. Please validate the sender's email address before clicking on links or attachments as they may not be safe.

 LANTERN

 GE HealthCare

Get the Excellent Care You Deserve



Bariatric surgery is an important decision. You want to know that the surgeon you're working with is the best at what they do and prepared to give you the highest level of care.

That's where Lantern can help. Our network of individually vetted surgeons is hand-selected to ensure you're getting the best care possible. And it shows when you see our results.

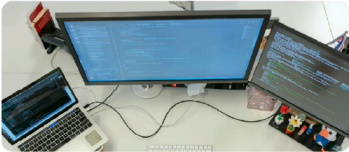
Lantern's excellent surgeons have a near-zero (0.4%) complication rate. An average surgeon has an 8-15% complication rate.*

Don't create a logo lock up

 GE HealthCare + ACME COMPANY

Leveraging ACME Company's technology in autonomous image

This partnership allows GE HealthCare to pioneer and advance in autonomous diagnostic imaging



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1B+

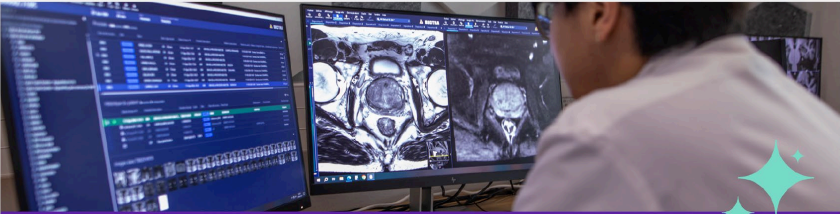
18.5K

4M+

\$18B

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Don't mix identity systems, ie. blend two brands



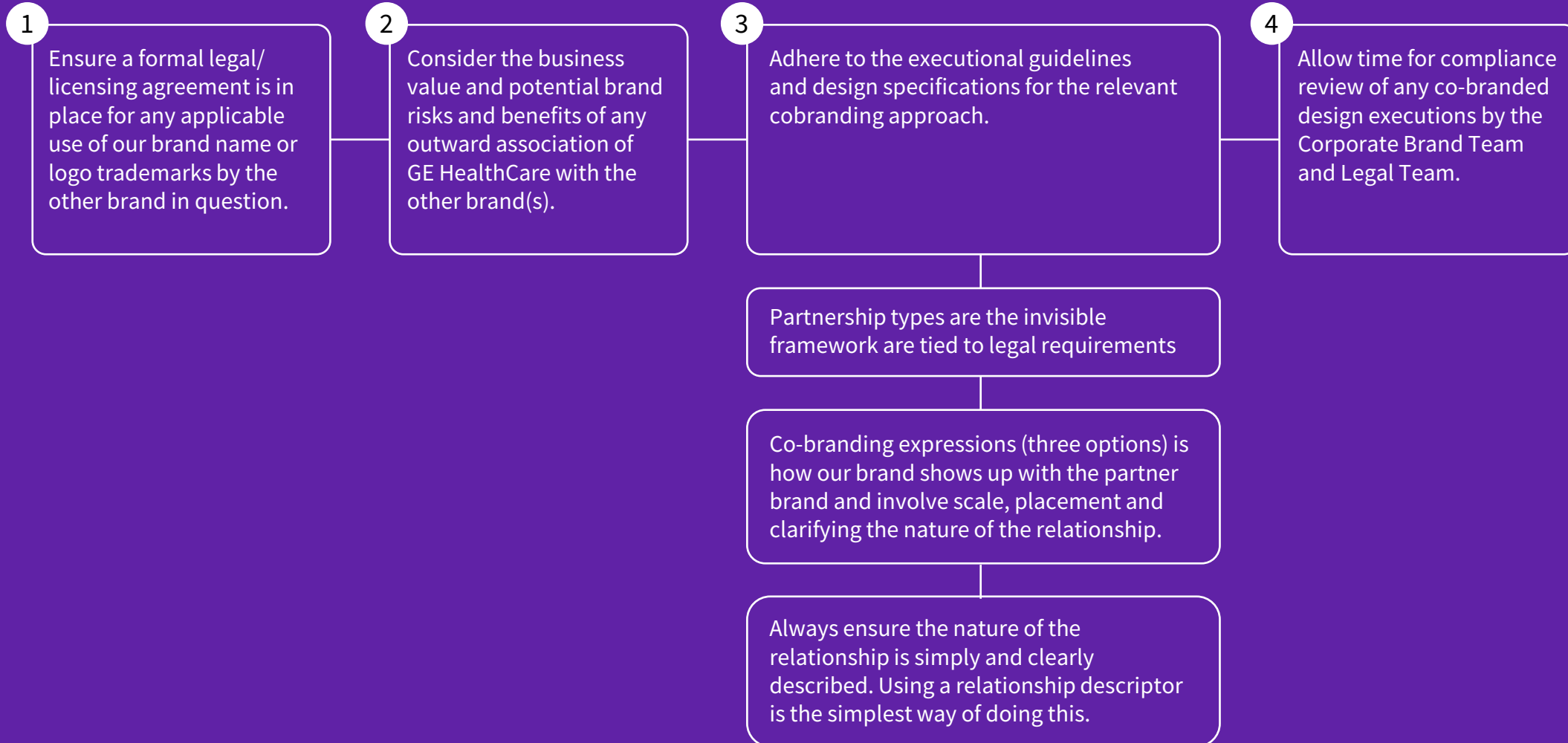
GE HealthCare Partners with Galaxy Inc. to Advance AI in Medical Imaging

GE HealthCare

Galaxy Inc.

In summary

Golden rules



Q&A

For more questions reach out to

brand.health@gehealthcare.com



GE HealthCare

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