

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.

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 only for foundational direction on how we represent our brand alongside partners.

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

The brand team must review and approve all co-branding initiatives.

To initiate that review, please contact: 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.
- GE HealthCare is required to have a formal Brand Governance Program designed to monitor and govern all uses of the GE 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.

It starts with the use of the GE HealthCare name and extends to include the logo. This increased visual recognition brings with it increased risk to the brand, and these guidelines have been designed to mitigate those risks.

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 with the knowledge of how to approach co-branding 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).

Business and brand considerations

Evaluate each co-branding initiative individually, taking into account the strategic intent of the alliance, its potential benefits or risks and to ensure the partner relationship delivers meaningful value to the GE HealthCare brand. This assessment helps protect our brand equity and ensures strategic alignment with the company’s overarching objectives.

Key considerations

Brand benefit

- There must be a substantial benefit to the GE HealthCare brand in associating itself with the partner brand.
 - Examples of benefit include, but are not limited to, increased brand awareness in areas where the GE HealthCare brand does not have wide recognition or increased product sales by leveraging a trusted partner brand with substantial customer loyalty in relation to that product.
-

Reputational risk assessment

- Assess partners for potential legal, ethical and reputational risks.
 - Prior incidents of compliance breaches or negative press may impact approval.
-

Audience relevance

- The partner’s audience must align with or expand GE HealthCare’s target market.
 - Ensure co-branded content resonates with stakeholders in healthcare, technology and innovation sectors.
-

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 & compliance considerations

High-level legal and compliance overview

The information opposite represents essential legal and compliance standards that you must consider and implement when co-branding.

Trademark & licensing requirements

GE HealthCare brand usage policies

- 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.
- Always include proper trademark notices.
- Third parties cannot modify GE HealthCare logos, fonts or colors.

Contractual considerations

Licensing & third-party use of GE HealthCare branding

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

Endorsements

- **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.

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

Depending on the engagement context, we apply different visual treatments, or expressions, (see ‘Expressions and Implementation’ section on page 18) to the same partnership type. Partnership type alone does not dictate visual expression; appropriate implementation requires situation-specific assessment on the basis of the relationship between GE HealthCare and the third party.

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. They allow both brands to share resources, expertise and risks while benefiting from mutual growth and market presence.

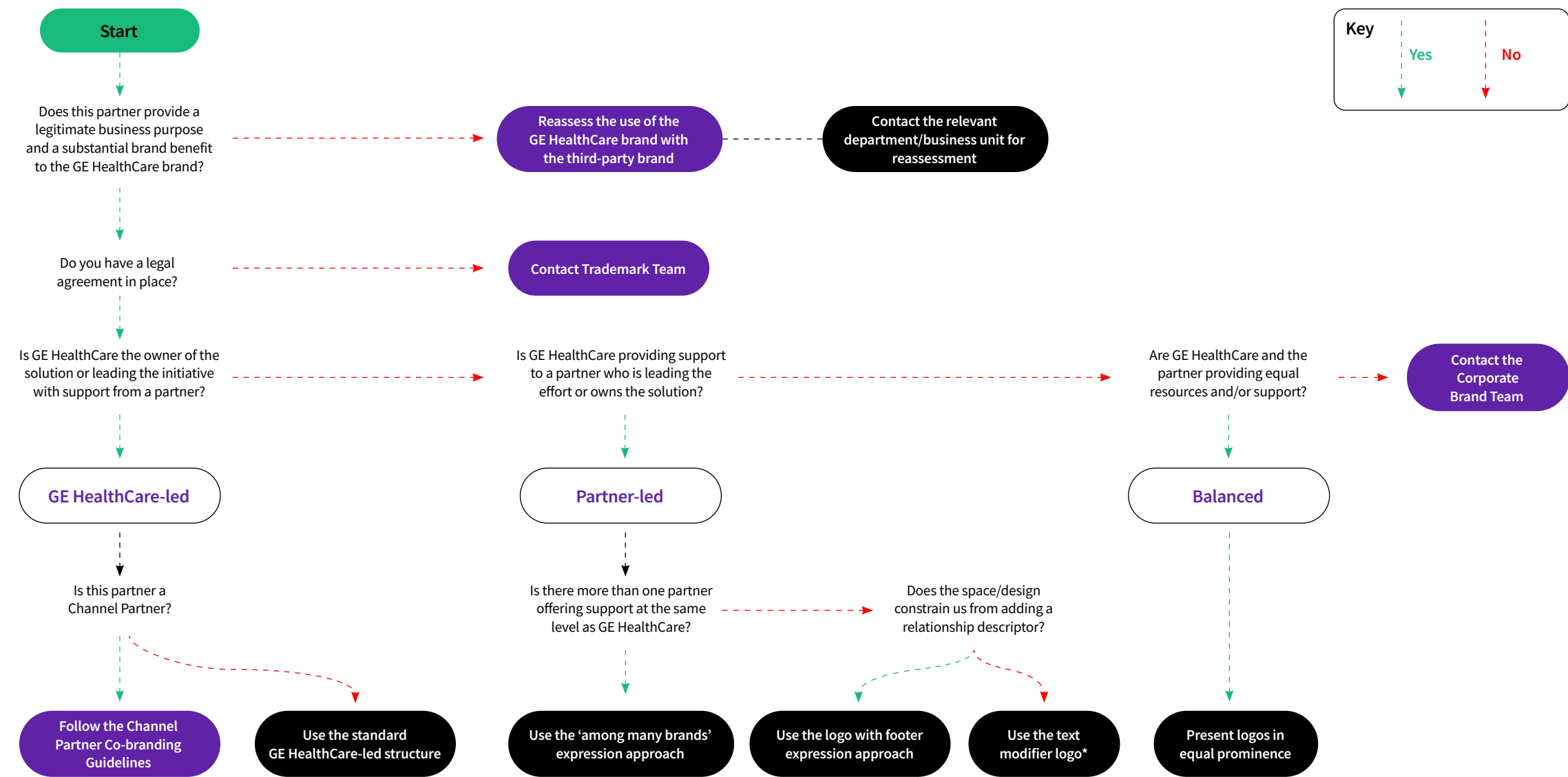
Please note that JVs are rare, reviewed on a case-by-case basis and need to be managed individually.

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.

Co-branding decision tree

Co-branding expression decision tree

Please note, we designed this decision tree to give you general guidance on how to determine the right structure and expression for co-branding executions and does not take the place of any co-branding approvals. The Corporate Brand Team and legal counsel must review and approve all co-branding initiatives individually.



**Relationship descriptor should reflect the true relationship GE HealthCare has with the partner*

Co-branding expressions & implementation

Our approach to co-branding

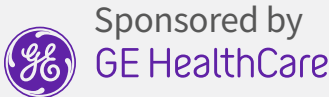
The GE HealthCare brand has evolved, and with it, so has our approach to co-branded partnerships. These partnerships open new ways to reach customers with our brand promise.

Three co-branding expressions reflect the role GE HealthCare plays in the partnership.

Each co-branding expression offers different ways for the GE HealthCare brand to appear, depending on that role. You’ll find these terms throughout the guideline.

In each expression, one brand’s look and feel always leads. Do not blend brand styles even if it is a balanced relationship.

If the third-party logo is warranted, this table provides an overview of our co-branding approach and explains logo usage. These visuals only refer to the brands’ logos and not the overall look and feel.

Co-branding expression	Logo use		
GE HealthCare-led The GE HealthCare brand leads as the primary brand (the host) with the partner’s brand supporting (as the guest). The GE HealthCare brand drives the look and feel.	The GE HealthCare logo must be larger than the partner logo, which should not exceed 75% of the size of the GE HealthCare Monogram. The nature of the relationship between GE HealthCare and the third party must be made clear by adding a relationship descriptor above the partner logo (preferred) or using a footnote. ➊ Relationship descriptor logo  ➋ Logo only with relationship descriptor in footnote 		
Partner-led The partner’s brand leads as the primary brand (the host) with GE HealthCare supporting (as the guest). The partner’s brand drives the look and feel.	The GE HealthCare logo should not exceed 75% of the size of the partner’s logo. ➊ Relationship descriptor logo  ➋ Logo only with relationship descriptor in footnote  ➌ Among many brands 		
Balanced The GE HealthCare brand and the partner’s brand play an equal role in the partnership. The brand that controls the environment drives the look and feel. Do not blend brand styles.	The GE HealthCare logo and the partner’s logo are visually equal. 		

In rare occasions there may be situations when the GE HealthCare brand and the partner’s brand play an equal role in the partnership.

Brand usage

In the following few pages, we highlight some key roles and instructions for using the GE HealthCare logo.

For further information on GE HealthCare Brand Guidelines, please refer to the resources section at the end of this document.

Logo colors

In any GE HealthCare-led or GE HealthCare-controlled environment in a balanced relationship, only use the approved color variations of our logo listed here.

Color variations
Use our full-color logo on areas of white background or over photography with ample clear space.

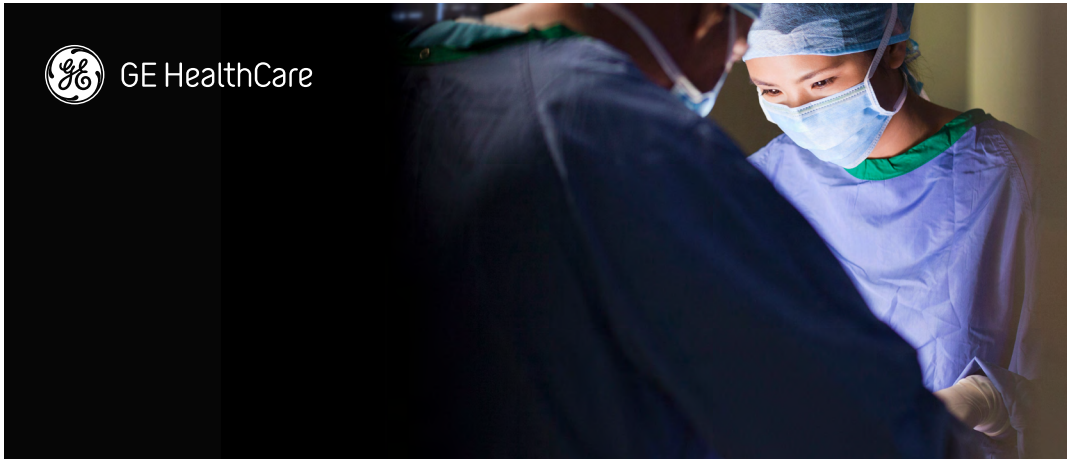
Reverse logo
Use the reverse logo on Compassion Purple or, in some scenarios, on areas of black background or dark photography.

Black logo
Reserve the black logo for special use only—in applications that lack color and ideally on a white or light background.

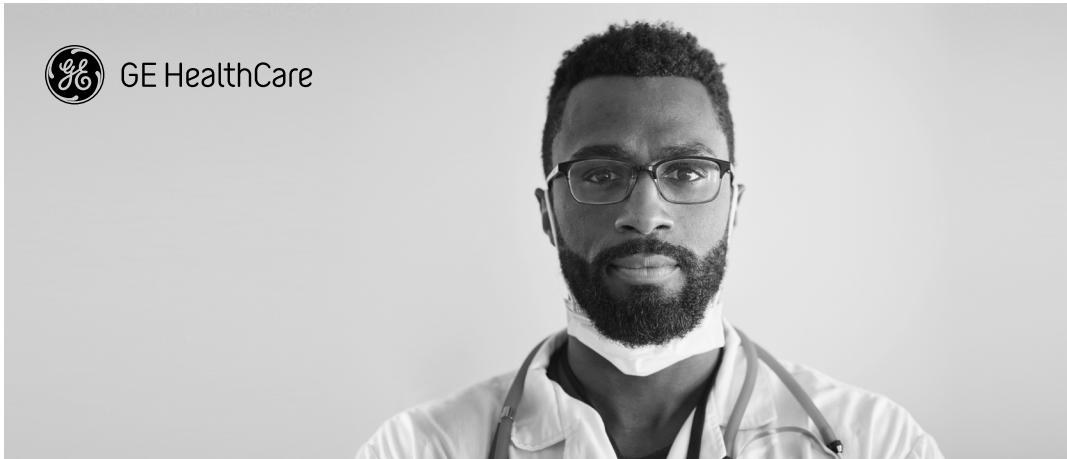
Full-color (preferred)



Reverse



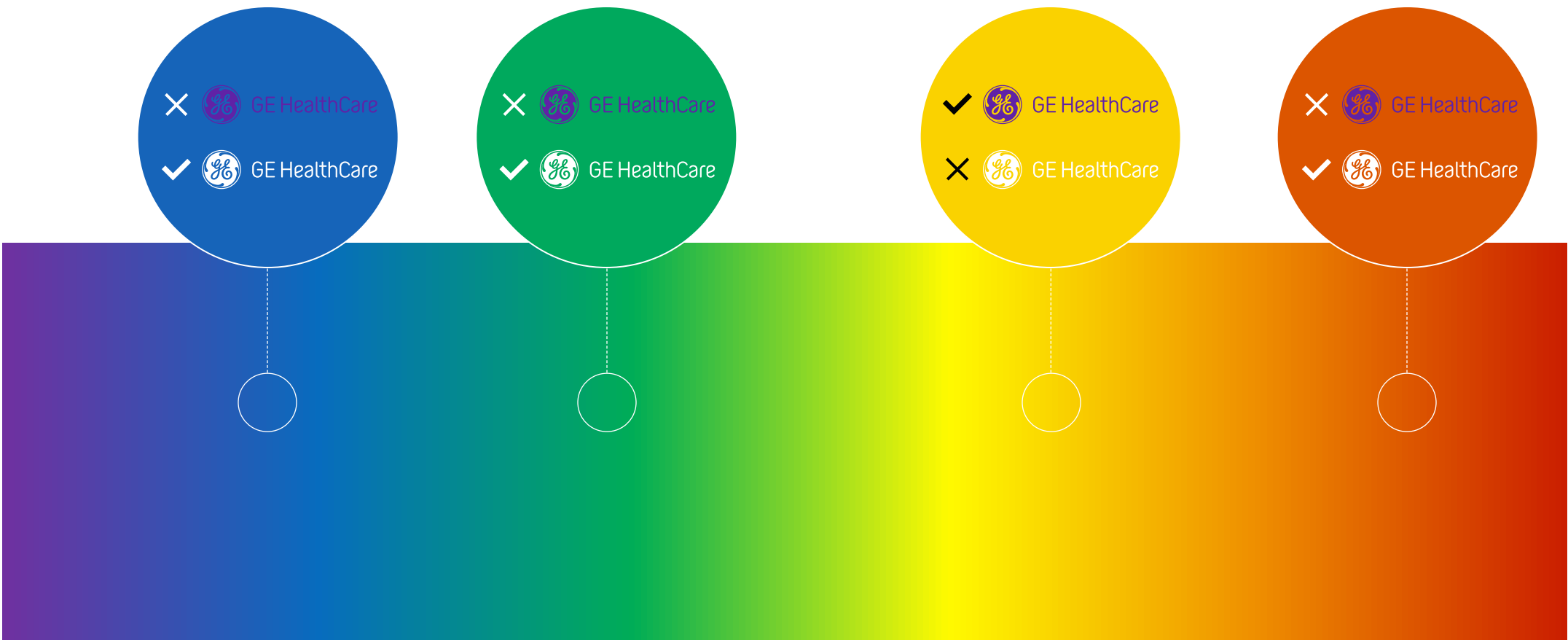
Black (special use)



Logo colors in partner-controlled environments

When our logo needs to appear in partner-controlled environments, **the full-color version of our logo should be used whenever possible, preferably on a white background.**

If you need to use the reverse version instead of the full-color logo due to the limitation of the partner-controlled environment, use the guidance here to help you decide which color is suitable for a particular background.



GE HealthCare-led

Definition

GE HealthCare-led co-branding occurs when GE HealthCare drives the initiative, owns the primary customer relationship and sets the strategic direction. (e.g., hosting events, leading product integrations).

GE HealthCare-led:
Overview

When to use this model

When GE HealthCare acts as the primary investor, organizer or beneficiary.

Partners provide support in roles such as technology partners, product integration, compatibility or distribution.

Please note that the visuals throughout this document serve as indicative examples only as the intent is to illustrate the logo placement in relation to the partner logo primarily.

GE HealthCare’s brand owns the look and feel with a larger logo placement and a primary color scheme. The partner logo acts in a supporting role.

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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Fact sheet
GE HealthCare provides products to improve partner’s services

Unlocking cloud potential: Mastering enterprise imaging

Name of presenter

Name of presenter

Supported by

Trade show background projection
GE HealthCare hosts a speaker panel on an offering that is supported by a technology partner

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

Product flyer
A GE HealthCare product that integrates partner’s offering

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

Marketing email
GE HealthCare symposium with the partner as a guest speaker

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GE HealthCare-led: Logo sizing and placement

In most GE HealthCare-led co-branding executions, the guidance below ensures proper visual hierarchy between the GE HealthCare brand and the partner’s brand.

Make the GE HealthCare logo the primary logo in these executions, with the partner’s logo playing a supporting role.

Logo scale
Keep the partner logo size, measured to the height of the logo lockup, at or below 75% of the size of the GE HealthCare Monogram.

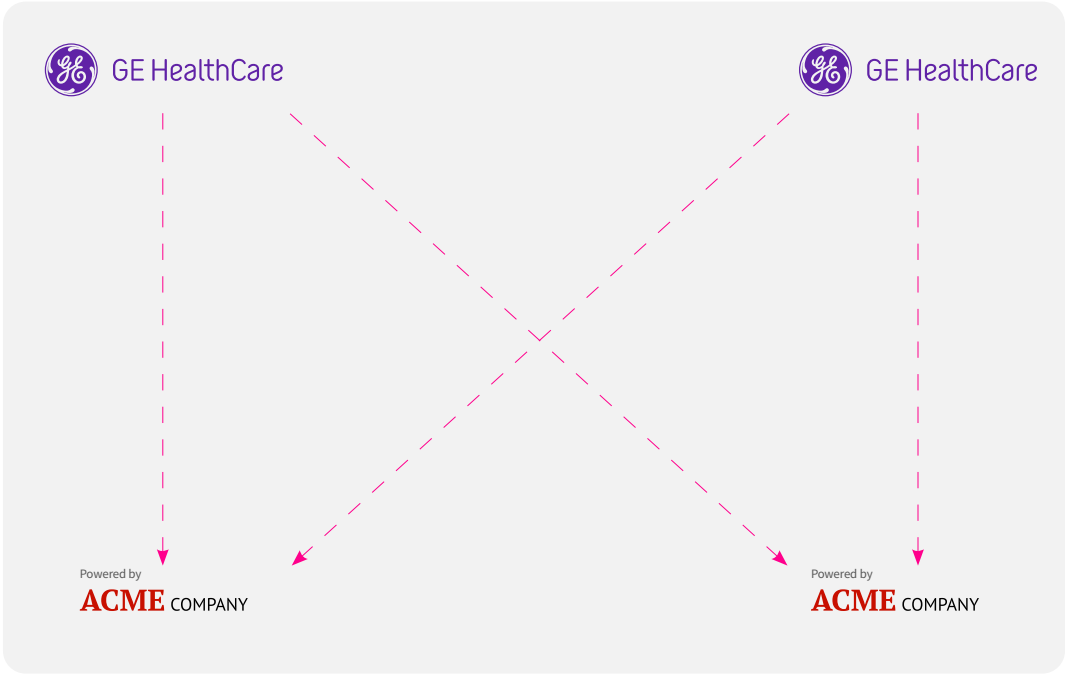
Logo placement
Place the GE HealthCare logo in the primary position. Place the partner logo in the opposite corner from the GE HealthCare logo on a branded touchpoint, avoiding the same horizontal plane.

Opposite corners include positions that are vertically or diagonally opposite from the GE HealthCare logo.

Logo scale



Logo placement



GE HealthCare-led: Expressions options

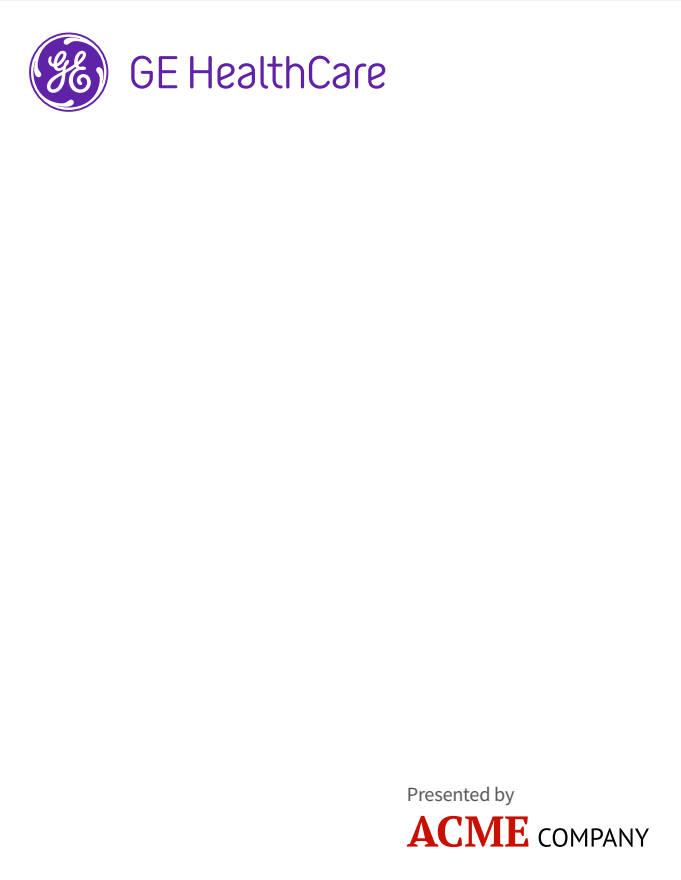
To ensure the relationship between GE HealthCare and the third-party brand is always clearly and accurately communicated, a relationship descriptor should always be used. Use the relationship descriptor above the partner’s logo to clarify their role, such as:

- ‘Presented by’
- ‘Provided by’
- ‘Supported by’
- ‘In collaboration with’

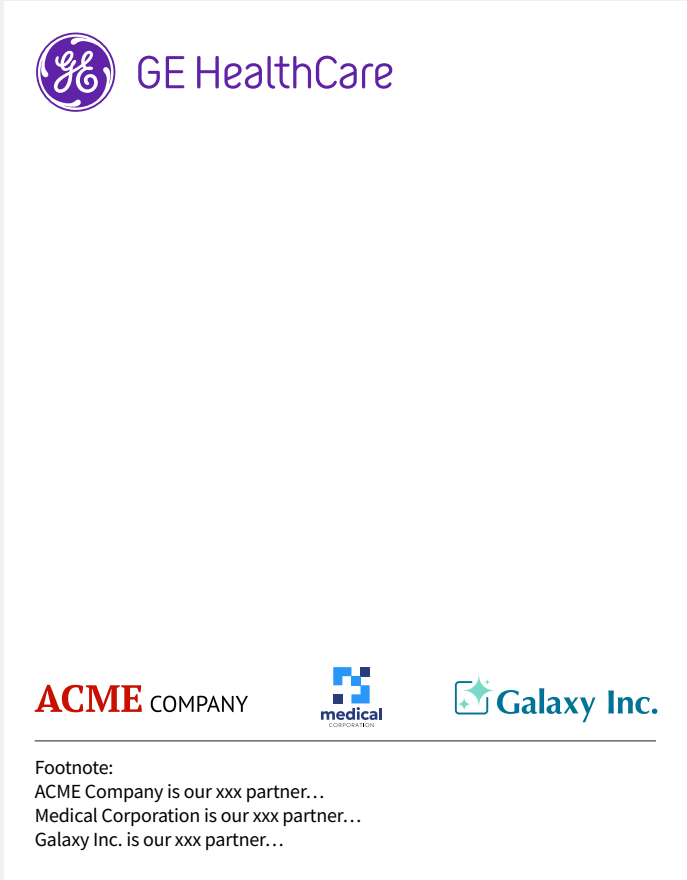
The examples opposite are intended to illustrate the arrangement of the GE HealthCare logo in relation to the third-party logo only and do not represent actual collateral examples.

If space or design layout does not allow the addition of a relationship descriptor above the logo, add a simple and clear description in the form of a footnote.

Logo with relationship descriptor (recommended)



Logo with footnote (only to be used when space does not allow the addition of a relationship descriptor)



Logo only (rarely applicable)



GE HealthCare-led example: Product flyer

- 1. **Identity system:** Use GE HealthCare branding.
- 2. **GE HealthCare logo:** Place the logo in the leading position and follow brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo on the opposite corner from the GE HealthCare logo, and do not lock it up with the GE HealthCare logo.
- 4. **Relationship descriptor:** Always use a relationship descriptor above the partner’s logo to clarify their role.

On a GE HealthCare product flyer, which integrates the partner’s offering, showcase the partner’s logo in the opposite corner with a relationship descriptor.

 GE HealthCare

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Transforming interventional radiology to deliver precision care center

Benefit one:

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Benefit three:

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In collaboration with

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 Galaxy Inc.

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GE HealthCare-led example: Presentation background at a trade show

- 1. **Identity system:** Use GE HealthCare branding.
- 2. **GE HealthCare logo:** Place the logo in the leading position and follow brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo on the opposite corner from the GE HealthCare logo and do not lock it up with the GE HealthCare logo.
- 4. **Relationship descriptor:** Always use a relationship descriptor above the partner's logo to clarify their role.

Place a relationship descriptor above the partner's logo on a presentation background we are hosting at a trade show.



GE HealthCare-led example: Marketing email

- 1. **Identity system:** Use GE HealthCare branding.
- 2. **GE HealthCare logo:** Place the logo in the leading position and follow brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo on the opposite corner from the GE HealthCare logo, and do not lock it up with the GE HealthCare logo.
- 4. **Relationship descriptor:** Always use a relationship descriptor above the partner's logo to clarify their role.

Place a relationship descriptor above the partner's logo for a marketing email for a GE HealthCare symposium with the partner as a guest speaker.

2

 GE HealthCare



1

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

Register

3

Presented in collaboration with

4

ACME COMPANY

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GE HealthCare-led example: Fact sheet

1. **Identity system:** Use GE HealthCare branding.
2. **GE HealthCare logo:** Place the logo in the leading position and follow brand logo usage guidelines.
3. **Partner brand logo:** Place the partner logo on the opposite corner from the GE HealthCare logo, and do not lock it up with the GE HealthCare logo.
4. **Relationship descriptor:** If the surrounding context clearly states the relationship, a relationship descriptor is not necessary in addition to the footnote.

In a fact sheet, showcase partner's logo in the "About partner" section or as a footnote.

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GE HealthCare

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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

GE HealthCare-led watchouts:

Do's and don'ts

These examples show correct and incorrect usage of the GE HealthCare-led co-branding expression.

Always ensure the proper hierarchy between the GE HealthCare brand and the partner's.



GE HealthCare

Transforming interventional radiology to deliver precision care center

Benefit one:

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In collaboration with





Product flyer
A GE HealthCare product that integrates partner's offering

Do not allow the partner's logo to exceed 75% of the size of the GE HealthCare Monogram.



GE HealthCare

Transforming interventional radiology to deliver precision care center

Benefit one:

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In collaboration with





GE HealthCare-led watchouts:

Do's and don'ts

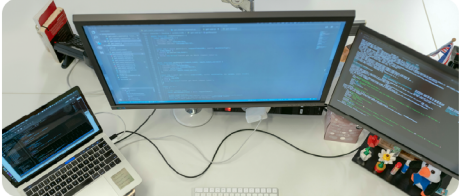
These examples show correct and incorrect usage of the GE HealthCare-led co-branding expression.

Always place the partner logo in an opposite corner from the GE HealthCare logo.

 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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Fact sheet
GE HealthCare provides products to improve partner's services

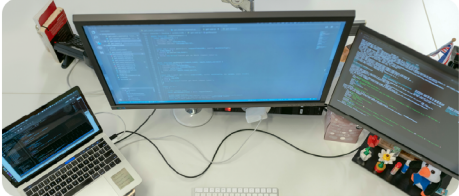


Do not place the partner logo next to the GE HealthCare logo in the Compassion Purple bar or create a logo lockup.



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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Partner-led

Definition

Partner-led co-branding occurs when the external partner owns the initiative and GE HealthCare plays a secondary or supporting role. Use cases are usually limited to sponsored content or similar.

Partner-led: Overview

When to use this model

Partner owns the primary customer relationship, drives the customer experience or owns the primary product, initiative or platform. (eg. sponsorships or supportive services).

The partner’s brand dominates visually by owning the look and feel and has larger logo placement. Show GE HealthCare’s supporting role by making the logo smaller and placing it in a subordinate position.

Endorsements

- GE HealthCare does not allow vendors or suppliers to use our brand for their own promotional use due to regulatory, 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.



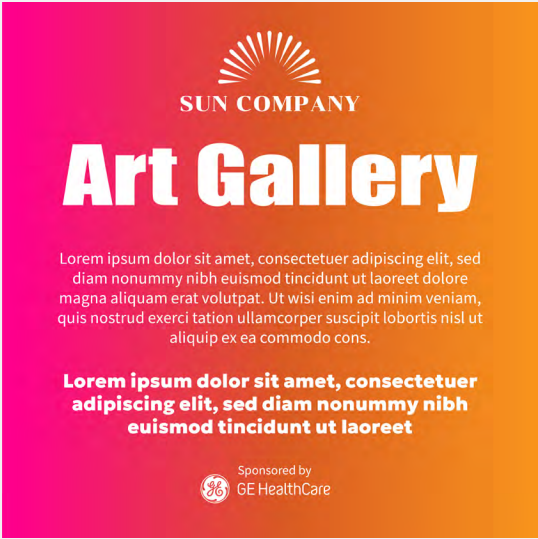
Social media post
Partner-led event that GE HealthCare sponsors



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

Partner-led: Expression options

Expression options

There are three expressions from which to choose when entering a partner-led partnership.

To ensure the relationship between GE HealthCare and the third-party brand is always clearly and accurately communicated, a relationship descriptor should always be used.

Logo with relationship descriptor (recommended)



Logo with footnote (only to be used when space does not allow the addition of a relationship descriptor)



(Footnote): GE HealthCare is the Platinum Sponsor of [Event Name]

Among many brands



Partner-led: Relationship descriptor logo specifications

Always use a relationship descriptor above the GE HealthCare logo to establish the relationship between both parties clearly.

If spacing constraints do not allow the addition of a relationship descriptor, add it in the form of a footnote. Please refer to the relationship descriptor logo specifications section for more details on this.

Depending on the scenario and partnership, the relationship descriptor may be different. For example:

‘Sponsored by GE HealthCare’

‘Presented by GE HealthCare’

Relationship descriptor minimum size

For the relationship descriptor logo, maintain a minimum height of .45" / 10mm for print applications and 32px for digital applications, measured to the height of the logo lockup. While these represent the minimum sizes, display the logo larger in most cases. Never display it smaller than these minimum sizes, as doing so compromises quality and legibility.

Relationship descriptor logo scale

Make the partner logo the primary logo. Keep the relationship descriptor logo less than 75% of the size of the partner logo. Place it separately from the partner logo and do not lock it up with the partner logo.

Relationship descriptor 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. Keep this clear space free of all types of graphic elements. Maintain a minimum clear space of 5x 40% of the height of the Monogram.

Relationship descriptors



Relationship descriptor minimum size

Print
.45" / 10mm tall

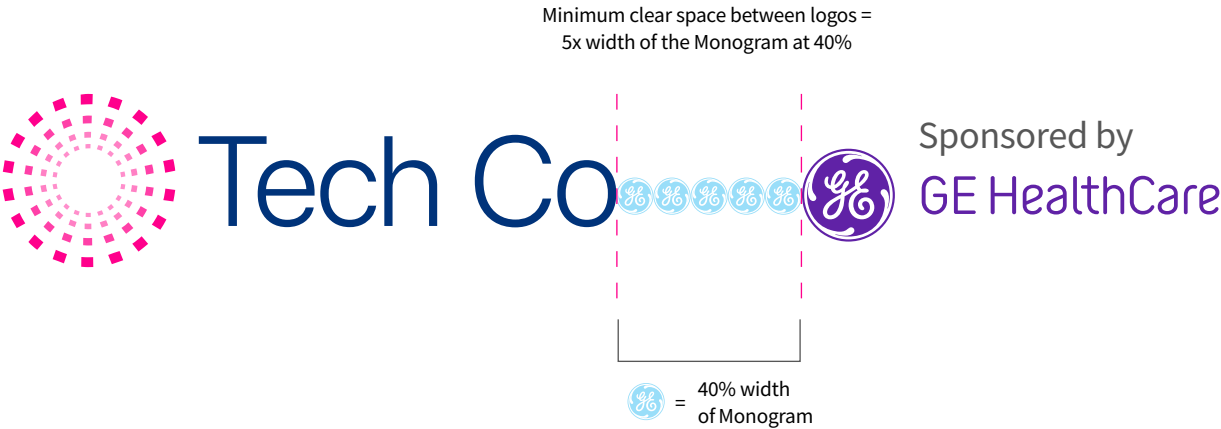
Digital
32px tall



Relationship descriptor logo scale



Relationship descriptor minimum clear space



Partner-led: Relationship descriptor specifications

Relationship descriptor specifications

The relationship descriptor should be in Source Sans Pro Regular, sentence case. It is set to 3/4x the height of the GE HealthCare wordmark and left aligned with it. The baseline of the modifier is aligned with the top of the Monogram.

Color

The full-color version has the GE HealthCare logo in Compassion Purple and the modifier in Co-branding Gray.

Co-branding Gray

Co-branding Gray was added to the GE HealthCare color palette specifically and exclusively for partners.

- RGB

87/87/87
- Hex

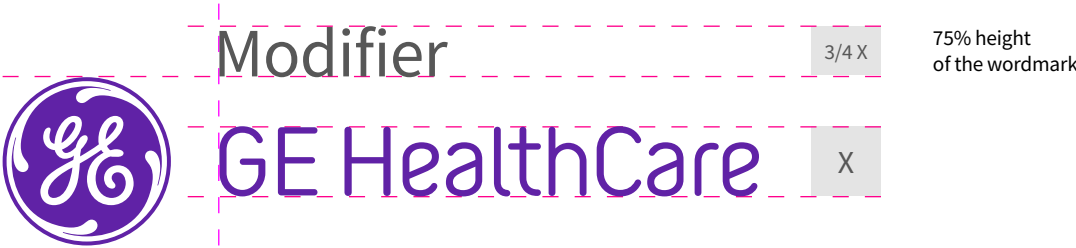
#575757
- Pantone

Cool Gray 10
- CMYK

0/0/0/66

For dark backgrounds, both the logo and modifier should be in white.

Relationship descriptor size



Relationship descriptor font

Modifier

Font:
Source Sans Pro Regular
Sentence case
Left aligned to the wordmark

Relationship descriptor color

Full-color: Co-branding Gray and Compassion Purple



Reverse: White



Partner-led: Logo with footnote specifications

Please note, unless the relationship is abundantly clear from the surrounding context, always use a relationship descriptor above the GE HealthCare logo.

The guidance below ensures proper visual hierarchy between GE HealthCare and the partner’s brand when you use the GE HealthCare logo without a modifier. Make the GE HealthCare logo the supporting logo in these executions, with the partner’s logo playing a leading role.

Logo scale
Make the partner logo the primary logo. Keep the GE HealthCare logo less than 75% of the size of the partner logo. Place it separately from the partner logo and do not lock it up with the partner logo.

Footnote specifications
In rare instances when the relationship descriptor version of the logo is not possible, include a partnership relationship description as a footnote in accompanying text, captions or content areas to maintain both brand clarity and legibility.

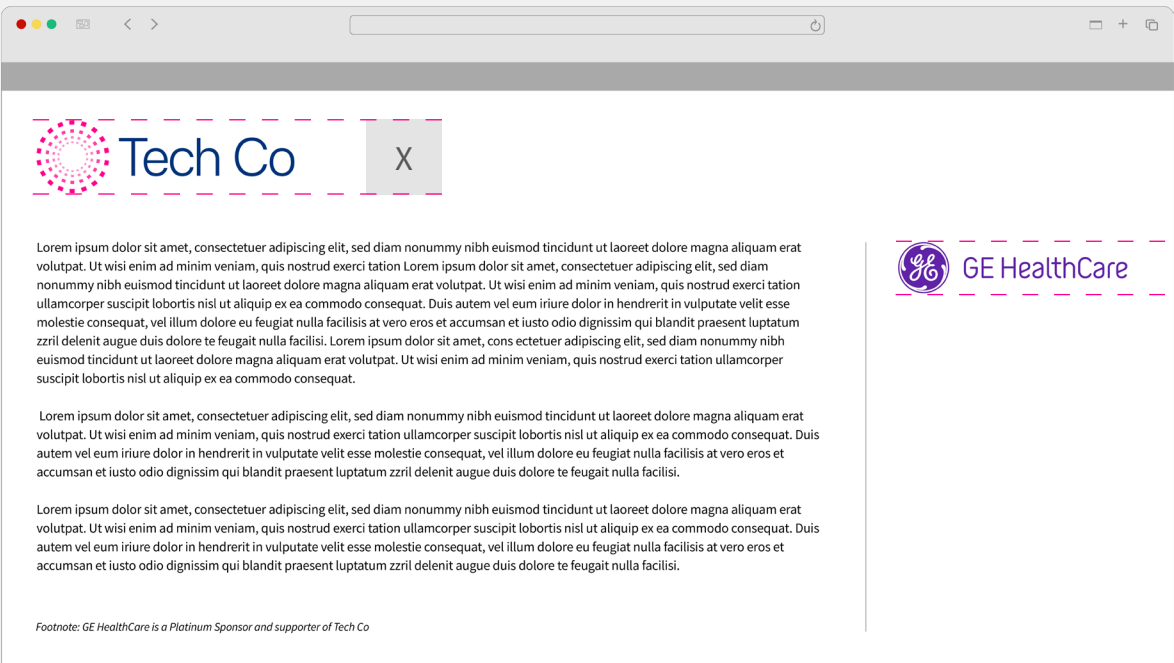
An example of the copy in the footnote can be:

“GE HealthCare is a Platinum Sponsor and supporter of [Event Name]”

GE HealthCare logo scale



Footnote specifications



Clear indication of GE HealthCare’s role in the footnote

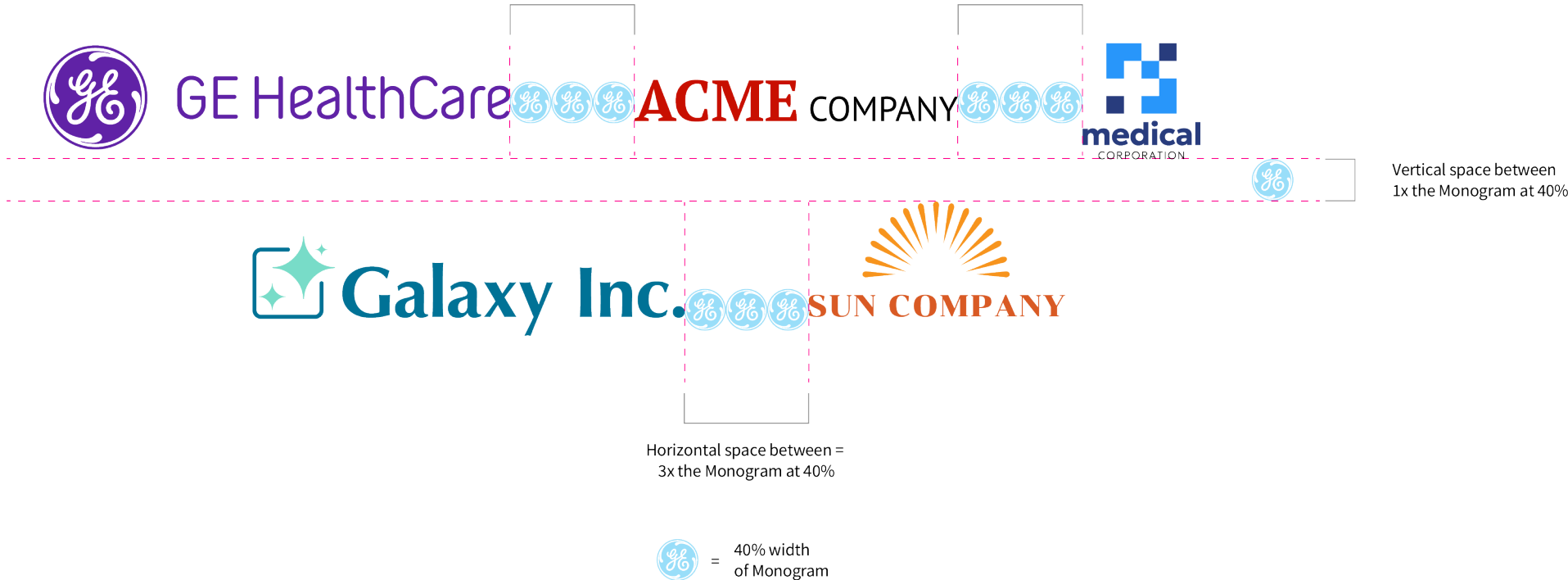
Partner-led:
Among many brands specifications

When GE HealthCare is one of many brands supporting an initiative, ensure all logos are visually the same size as each other.

Minimum clear space

Maintain horizontal clear space between logos of at least 3x the width of the Monogram at 40%. Keep vertical clear space of at least 1x the height of the Monogram at 40%. When possible, use more space around our logo to help it stand out.

Minimum clear space

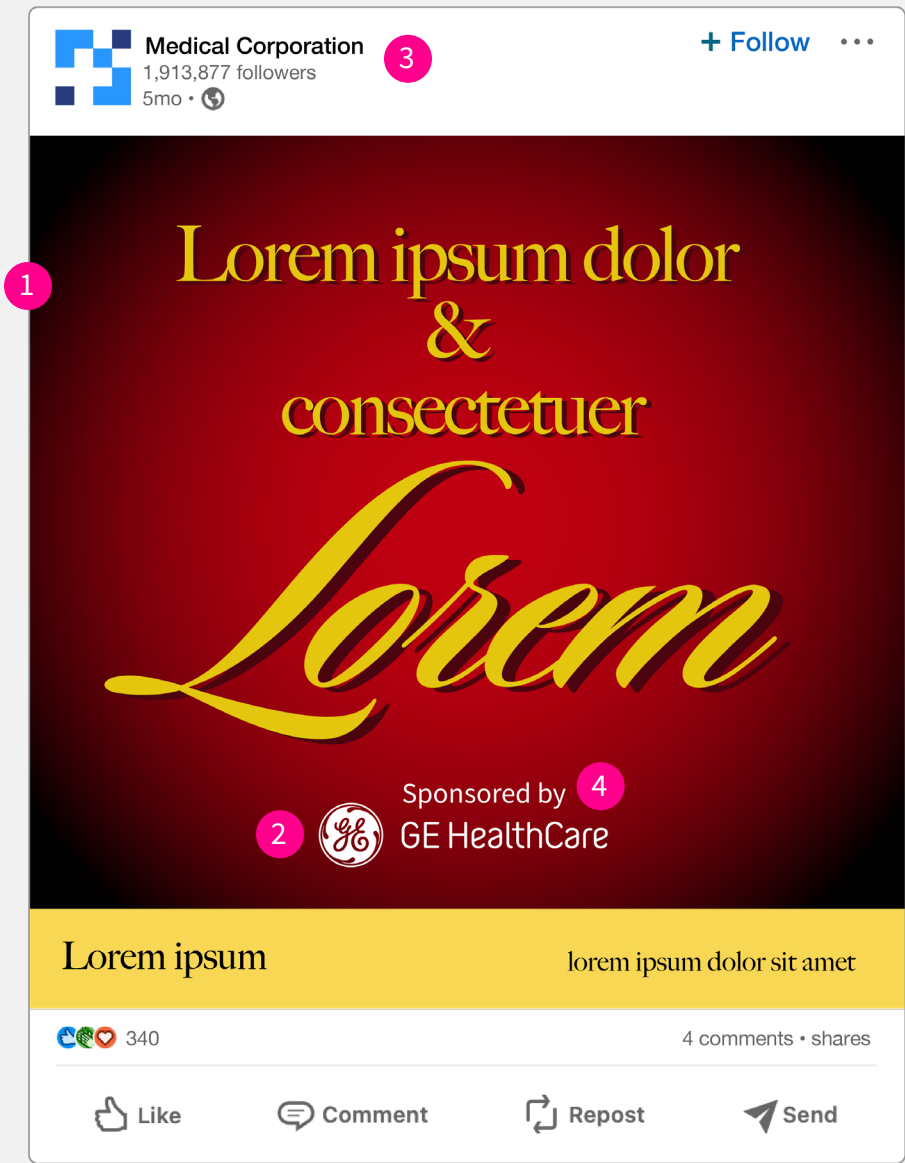


Partner-led example:

Social media post with GE HealthCare sponsorship

- 1. **Identity system:** Use the partner’s branding.
- 2. **GE HealthCare logo:** Make the logo visually <75% height of the partner’s logo and follow GE HealthCare’s brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo in the leading position and do not lock it up with the GE HealthCare logo.
- 4. **Relationship descriptor:** Always use a relationship descriptor above the GE HealthCare logo to clarify our role .

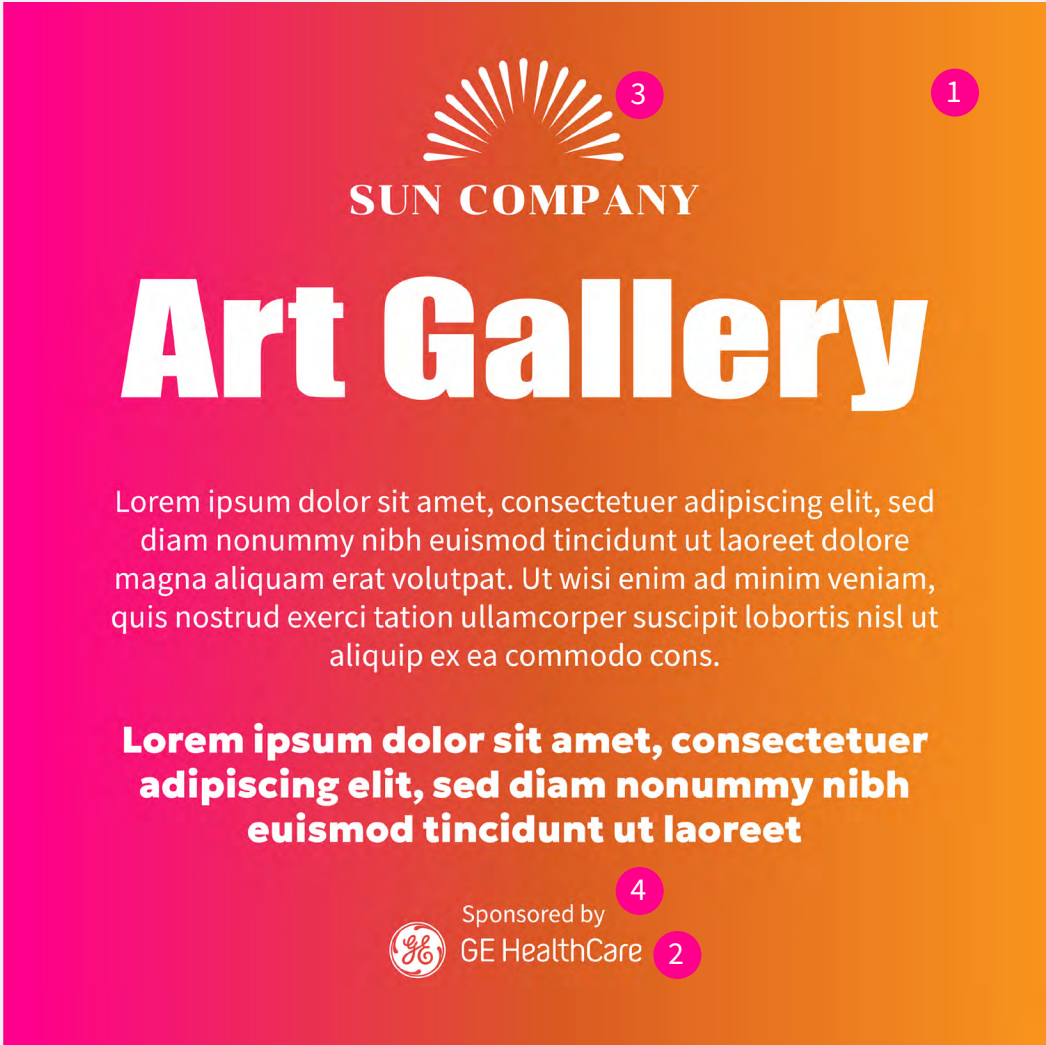
In the partner’s social media post, use the relationship descriptor logo expression to indicate that we are a sponsor of the event.



Partner-led example:
Poster with GE HealthCare sponsor

- 1. **Identity system:** Use the partner’s branding.
- 2. **GE HealthCare logo:** Make the logo visually <75% height of the partner’s logo and follow GE HealthCare’s brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo in the leading position and do not lock it up with the GE HealthCare logo.
- 4. **Relationship descriptor:** Always use a relationship descriptor above the GE HealthCare logo to clarify our role .

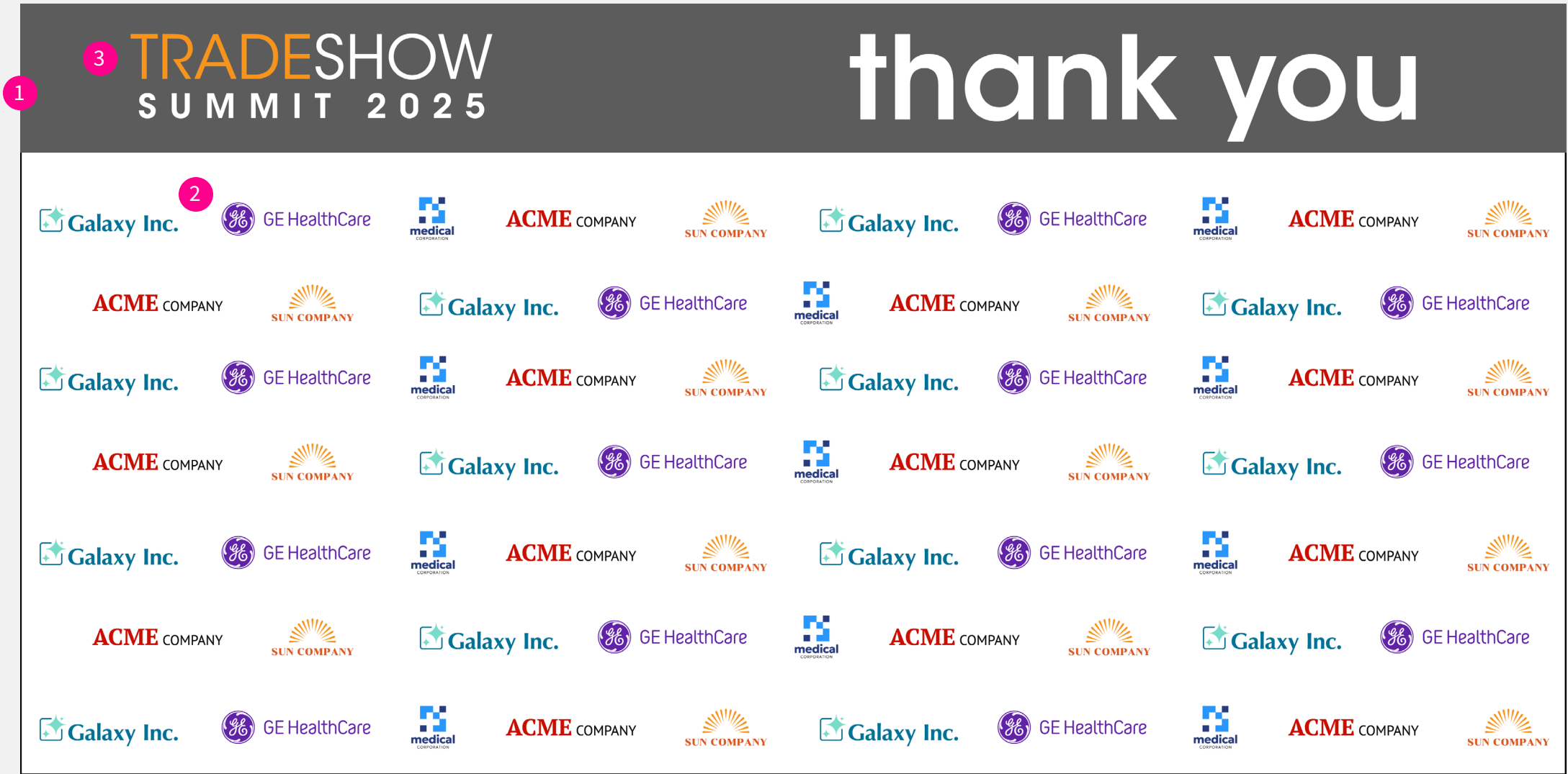
In a poster that the partner creates, use the relationship descriptor logo expression to indicate that we are a sponsor of the gallery.



Partner-led example:
Step and repeat sponsorship wall

- 1. **Identity system:** Use the partner’s branding.
- 2. **GE HealthCare logo:** Make the logo visually the same size as the other logos and follow GE HealthCare’s brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo in the leading position and do not lock it up with the GE HealthCare logo.

For an event where we deliver thought-leadership presentations, use the ‘among many brands’ expression on the sponsorship wall to indicate we are a sponsor of the event alongside others.



Partner-led example:
Website sponsor page

- 1. **Identity system:** Use the partner’s branding.
- 2. **GE HealthCare logo:** Make the logo visually the same size as the other logos and follow GE HealthCare’s brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo in the leading position and do not lock it up with the GE HealthCare logo.

On the partner event website, use the ‘among many brands’ expression to indicate that we are a sponsor of the event alongside others.



Partner-led watchouts: Do's and don'ts

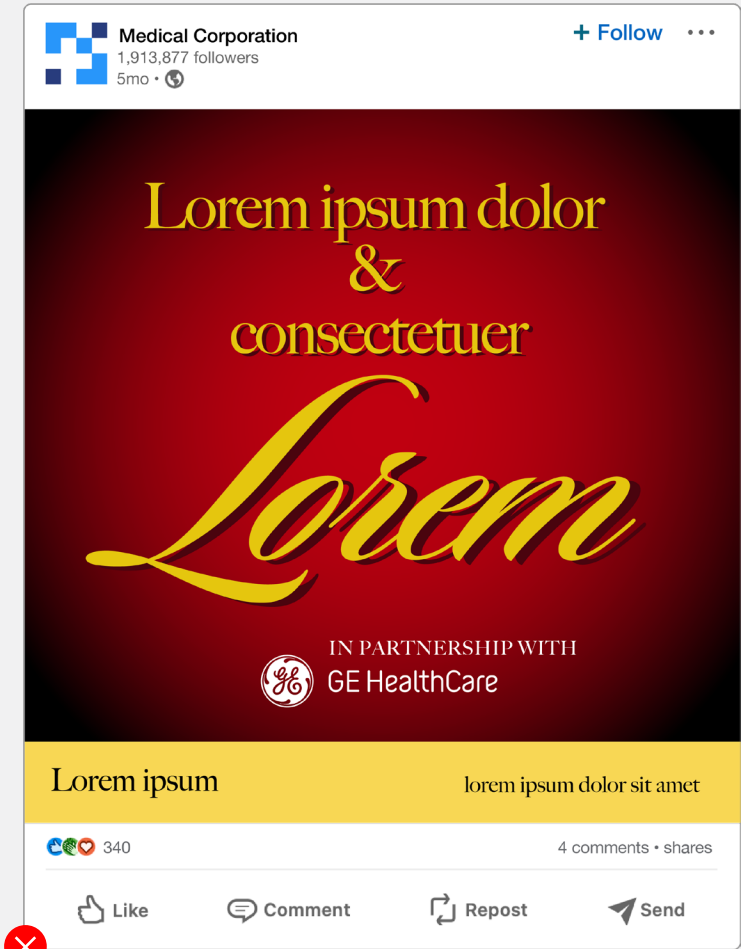
These examples show correct and incorrect usage of guidelines within the partner-led co-branding expression.

Always use the pre-approved relationship descriptor logo structure.



Social media post
Partner-led event that GE HealthCare sponsored

Do not change the font type or size of the modifier.

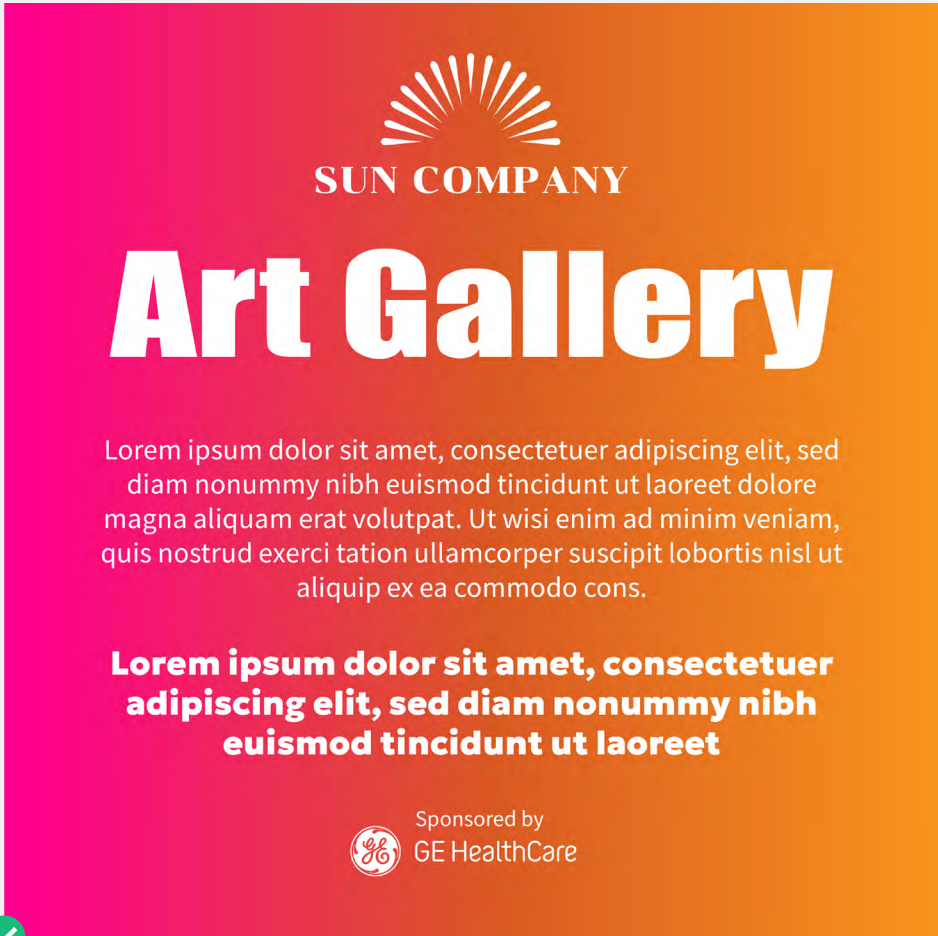


Partner-led watchouts:

Do's and don'ts

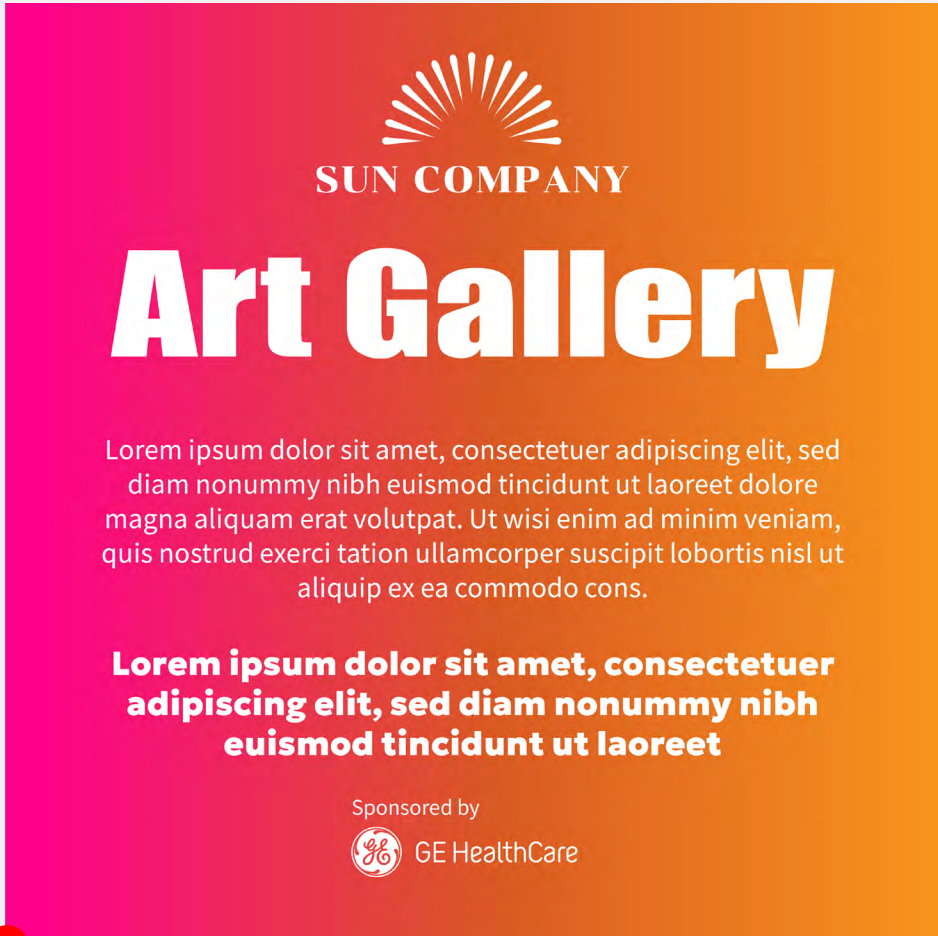
These examples show correct and incorrect usage of guidelines within the partner-led co-branding expression.

Always ensure the proper hierarchy is used.



Poster
Partner-led art gallery that GE HealthCare sponsors

Do not shift the lockup position of the modifier.



Partner-led watchouts: Do's and don'ts

These examples show correct and incorrect usage of guidelines within the partner-led co-branding expression.

Always follow scale and color guidance for GE HealthCare logo.



Website sponsor page
Partner-led landing page for event that GE HealthCare sponsors

Do not place the GE HealthCare logo on background colors that will reduce legibility.



Balanced partnership

Definition

Occurs where there is equal collaboration, balanced co-branding reflects GE HealthCare and the partner sharing resources, risks and brand prominence (e.g., joint research, co-hosted events).

Balanced partnership: Overview

When to use this model

Use this model for initiatives that feature truly shared ownership, equal (50/50) funding structures, or jointly developed intellectual property. In these cases, implement visual treatments that clearly reflect the nature of a balanced partnership through messaging and design layout, while still maintaining our brand integrity.

To reflect the nature of the balanced partnership, both the GE HealthCare and the partner logo are generally placed on the same horizontal plane as reflected on page 49.

Please note, this creates one of the rare exceptions where another logo can appear on the same horizontal plane as our logo, which our Brand Guidelines normally prohibit.

On any given touchpoint, either the GE HealthCare brand leads the look and feel (GE HealthCare-controlled environment) or the partner brand leads the look and feel (partner-controlled environment), with both logos appearing with equal visual weight. Individual brand identities are never mixed or blended. This approach is common in co-developed solutions where neither party dominates.

GE HealthCare-controlled environment



Web landing page

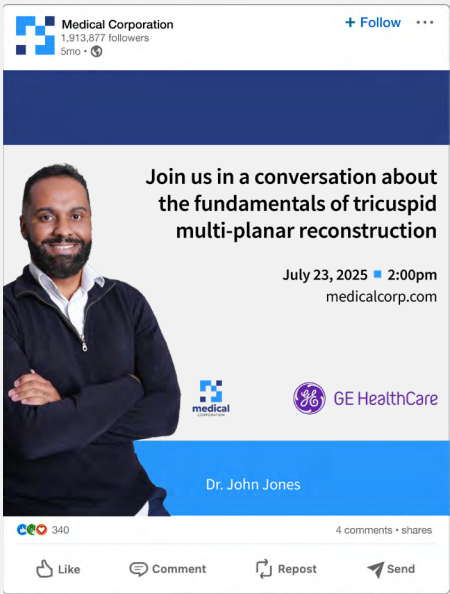
A dedicated launch event invitation page on the GE HealthCare website, co-hosted with a partner



One-pager

A true co-created solution between GE HealthCare and partner

Partner-controlled environment



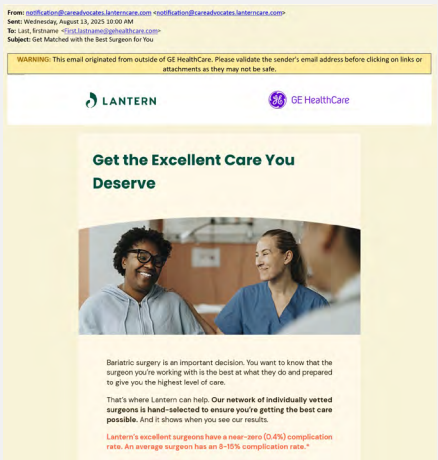
Social media post

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

Balanced partnership: Logo standards

In an equal prominence expression, do not lock up the logos together. However, make them visually equal to one another.

Logo scale
Make the GE HealthCare and partner logo visually equal and balanced. Match the partner logo's height to the GE HealthCare Monogram.

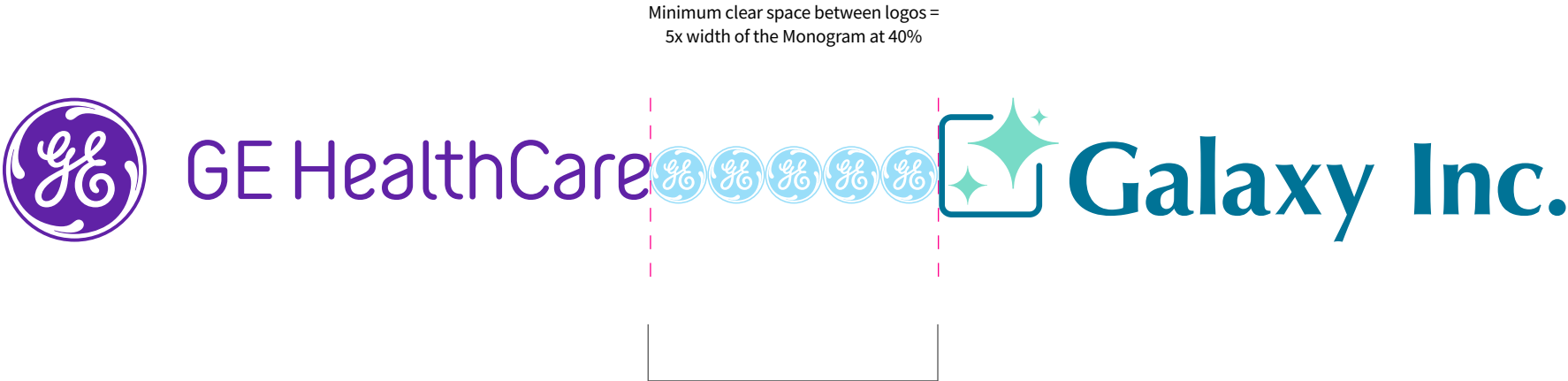
Logo spacing
Place the logos separately from each other and do not lock them up together. Ideally, place the logos on the same horizontal plane with maximum clear space within the branded touchpoint. The **minimum** clear space between logos is 5x the Monogram at 40%.

Logo spacing



Partner logo height = height of the Monogram

Logo spacing



Minimum clear space between logos =
5x width of the Monogram at 40%

 = 40% width of Monogram

Balanced partnership:

GE HealthCare vs. partner-controlled environments

In a balanced partnership initiative, always confirm if it is a GE HealthCare-controlled environment or a partner-controlled environment.

- In a GE HealthCare-controlled environment, use the GE HealthCare identity system across the entire execution.
- In a partner-controlled environment, use the partner’s identity system across the entire execution.

Despite the equal weighting of the logos in the expressions of this structure, **one brand always leads or controls the look and feel**. The lead brand’s logo should appear first—on the left or the top. **Do not mix or blend brand identities when creating an execution.**

GE HealthCare-controlled environment

Identity system:
GE HealthCare

Logo position:
GE HealthCare
on left

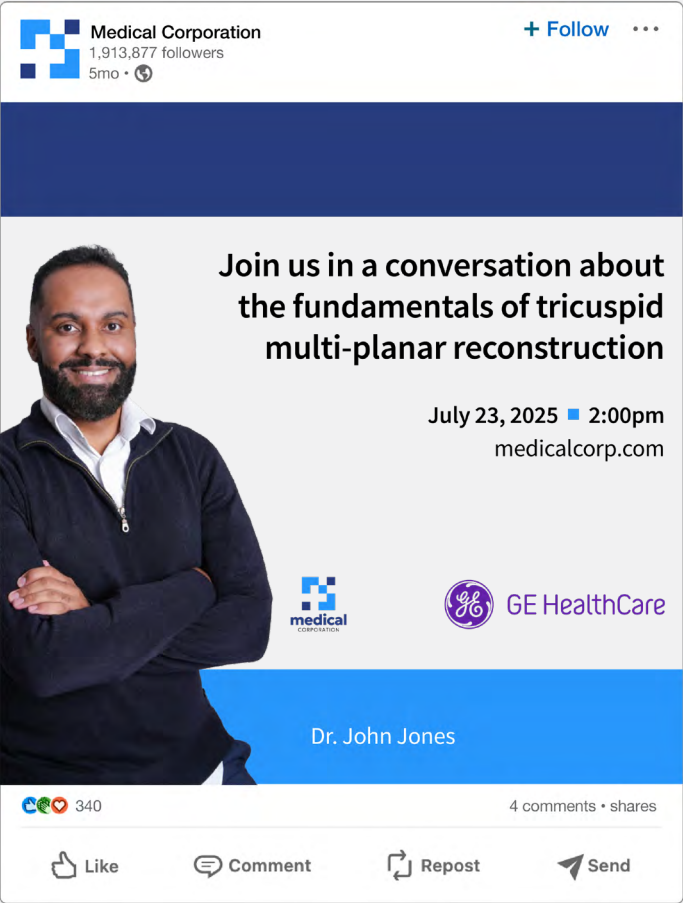


One-pager
A true co-created solution between GE HealthCare and partner

Partner-controlled environment

Identity system:
Medical
Corporation

Logo position:
Medical
Corporation on left



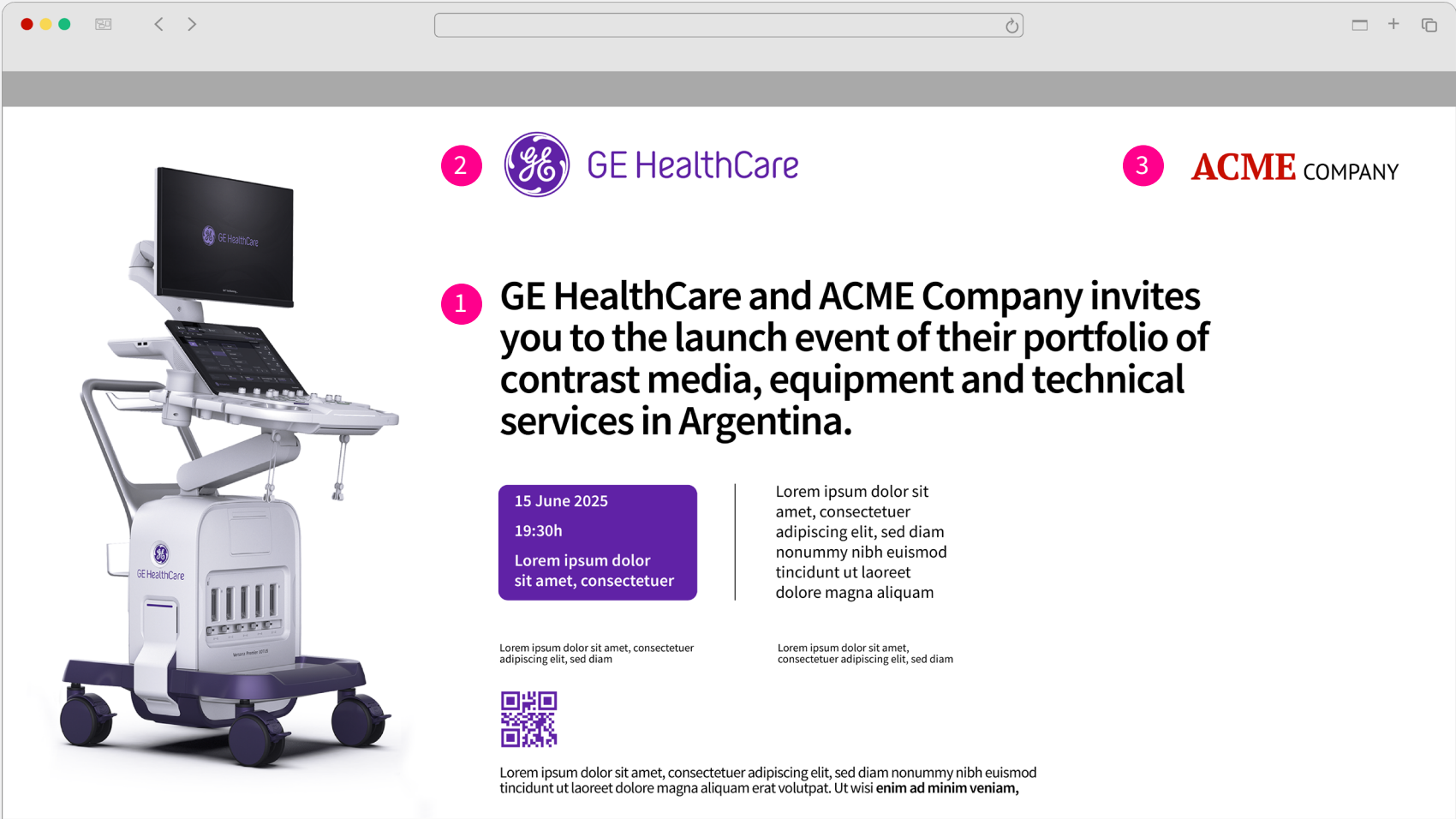
Social media post
Co-hosted event invitation on partner’s social media channel

Balanced partnership example:

GE HealthCare-controlled web landing page

- 1. **Identity system:** Use GE HealthCare branding.
- 2. **GE HealthCare logo:** Place the logo separately from the partner's logo and make it visually the same size as the partner's logo. Follow GE HealthCare's brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo separately from the GE HealthCare logo and do not lock it up with the GE HealthCare logo.

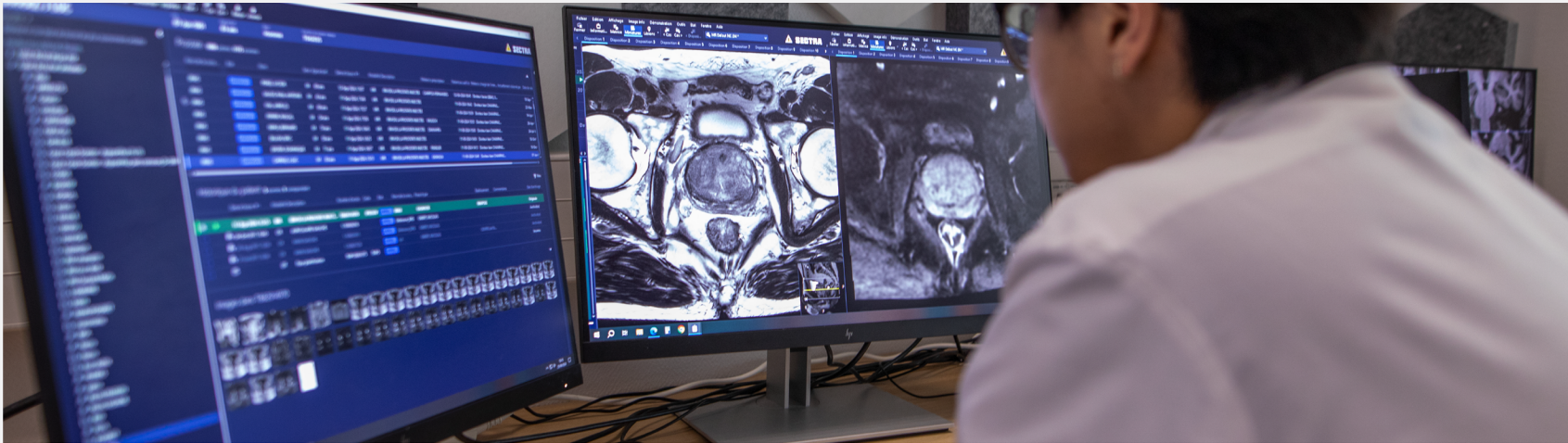
On a GE HealthCare webpage for a co-hosted launch event invitation, feature the GE HealthCare logo and the partner's logo in equal size on the opposite corner.



Balanced partnership example: GE HealthCare-controlled one-pager

- 1. **Identity system:** Use GE HealthCare branding.
- 2. **GE HealthCare logo:** Place the logo separately from the partner's logo and make it visually the same size as the partner's logo. Follow GE HealthCare's brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo separately from the GE HealthCare logo and do not lock it up with the GE HealthCare logo.

In a partnership one-pager, in which the offering is a true co-created solution between GE HealthCare and the partner, showcase the partner's logo in equal size to the GE HealthCare logo with minimum clear space (5x the Monogram at 40%).



1 **GE HealthCare partners with Galaxy Inc. to advance AI in medical imaging**

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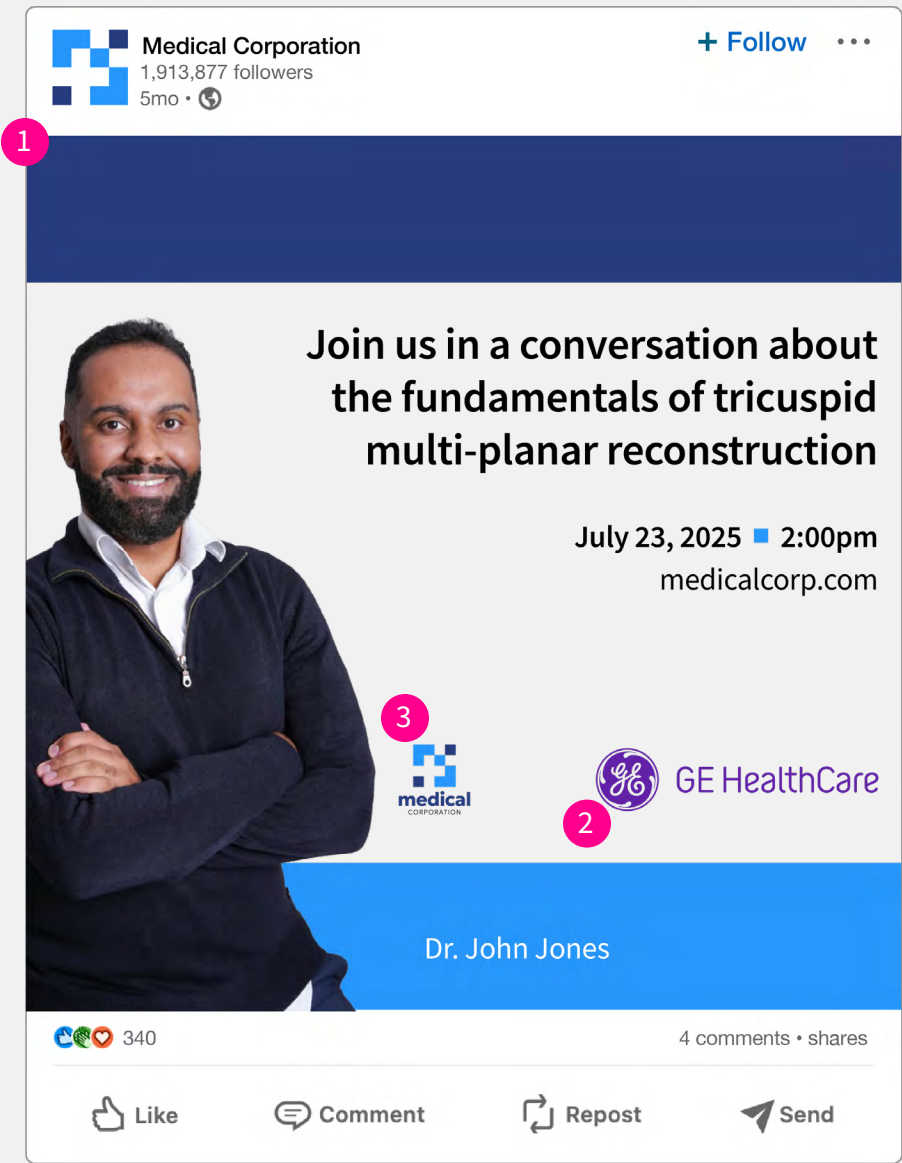
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• Quisque eu dictum felis, eu viverra magna Fusce malesuada arcu a dui eleifend, quis accumsan justo maximus



Balanced partnership example: Partner-controlled social media post

- 1. **Identity system:** Use the partner's branding.
- 2. **GE HealthCare logo:** Place the logo separately from the partner's logo and make it visually the same size as the partner's logo. Follow GE HealthCare's brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo separately from the GE HealthCare logo and do not lock it up with the GE HealthCare logo.

In a partner-controlled social media post, place the GE HealthCare logo separately from the partner's logo with minimum clear space (5x the Monogram at 40%).



Balanced partnership example: Partner-controlled pull-up banner

- 1. **Identity system:** Use the partner’s branding.
- 2. **GE HealthCare logo:** Place the logo separately from the partner’s logo and make it visually the same size as the partner’s logo. Follow GE HealthCare’s brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo separately from the GE HealthCare logo and do not lock it up with the GE HealthCare logo.

In a partner-controlled pull-up banner produced by our university partner (an educational collaboration), place the GE HealthCare logo separately from the partner’s logo with minimum clear space (5x the Monogram at 40%).



Balanced partnership example:

Partner-controlled employee benefits communication

- 1. **Identity system:** Use the partner’s branding.
- 2. **GE HealthCare logo:** Place the logo separately from the partner’s logo and make it visually the same size as the partner’s logo. Follow GE HealthCare’s brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo separately from the GE HealthCare logo and do not lock it up with the GE HealthCare logo.

On an employee benefits communication created by partner, feature the GE HealthCare logo in equal size to the partner’s logo.

From: notification@careadvocates.lanterncare.com <notification@careadvocates.lanterncare.com>
Sent: Wednesday, August 13, 2025 10:00 AM
To: Last, firstname <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.

3

LANTERN

2

 GE HealthCare

1

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.*

Balanced partnership example:

Partner-controlled benefit provider website

- 1. **Identity system:** Use the partner’s branding.
- 2. **GE HealthCare logo:** Make the logo visually <75% height of the partner’s logo and follow GE HealthCare’s brand logo usage guidelines.
- 3. **Partner brand logo:** Place the partner logo in the leading position and do not lock it up with the GE HealthCare logo.

Note, if there is not a clear space to place our logo in the opposite corner of partner-led application, use available space appropriately.

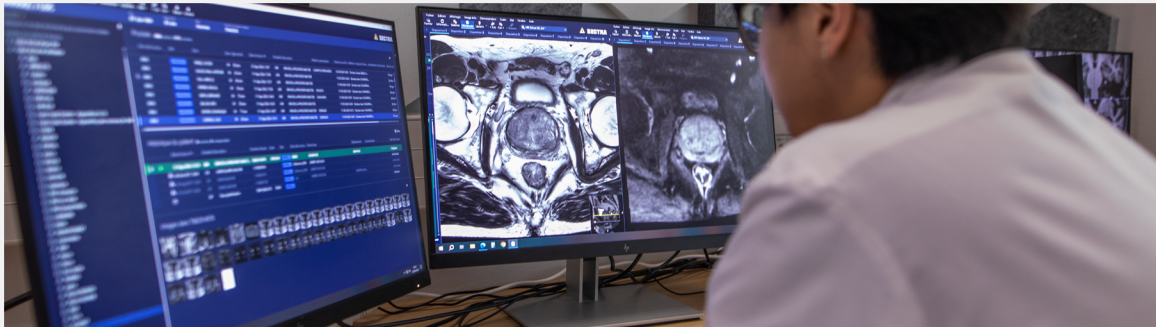
On the benefit provider website, feature the GE HealthCare logo in equal size to the partner’s logo expression.



Balanced partnership watchouts: Do's and don'ts

These examples show correct and incorrect usage of guidelines within the balanced co-branding expression.

Always follow the identity system of the brand, which controls the environment.



GE HealthCare partners with Galaxy Inc. to advance AI in medical imaging

GE HealthCare

Galaxy Inc.

• Nulla iaculis est metus, nec dignissim urna pretium vitae

• Quisque eu dictum felis, eu viverra magna. Forc e malesuada arco a dui eleifend, quis accumsan justo maximus

One-pager
A true co-created solution between GE HealthCare and partner

Do not mix identity systems (e.g., blend two brands' colors, mix the use of proprietary fonts, etc.).



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

GE HealthCare

Galaxy Inc.

• Nulla iaculis est metus, nec dignissim urna pretium vitae

• Quisque eu dictum felis, eu viverra magna. Forc e malesuada arco a dui eleifend, quis accumsan justo maximus

Balanced partnership watchouts: Do's and don'ts

These examples show correct and incorrect usage of guidelines within the balanced co-branding expression.

Always ensure the proper hierarchy is used in equal prominence expressions.



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

Do not show the partner logo larger than GE HealthCare in equal prominence expressions.



Balanced partnership watchouts: Do's and don'ts

These examples show correct and incorrect usage of guidelines within the balanced co-branding expression.

Always use the same color style for both logos, i.e., both logos in full color OR both logos reversed.

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

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 **GE HealthCare**

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



Employee benefits communication
Email created by partner

Do not 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
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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 legal/licensing agreement is in place for any applicable use of our brand name or logo trademarks by the other brand in question.

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 cobranding approach.

Allow time for compliance review of any co-branded design executions by the Brand Team and Legal Team.

Contacts
& resources

General brand questions

Corporate brand team
brand.health@gehealthcare.com

Legal questions

Reach out to your Product or 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)