

# Editorial style guide

Version 2.0

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## Introduction

This comprehensive style and reference guide is intended to drive consistency across platforms, channels, and regions. Its purpose is to empower GE HealthCare content creators to produce high-quality, cohesive, and on-brand content that resonates with their intended internal or external audience. This guide follows AP style unless otherwise noted. [Purdue OWL](#) offers a free-access summary of AP style guidance.

### Active voice and person-first language

Use an active voice to make our content more engaging, direct, and clear. Active voice emphasizes the doer of the action/verb, making it straightforward and dynamic. Writers might not be aware that they're writing in passive voice, so it's always helpful to check. Active voice reflects our commitment to clarity and precision in all our communications.

Example: The marketing team [*subject*] launched [*verb*] the new product [*object*] last week.

This structure makes our writing more accessible and reinforces our proactive work and innovations. To learn more about the differences between active and passive voice, review the [writing fundamentals](#) or [visit this resource from Purdue OWL](#).

Additionally, use person-first language as a demonstration that we prioritize and empower patients and healthcare professionals (e.g., use “person with diabetes” instead of “diabetic patient”). Learn more from the [National Institutes of Health \(NIH\)](#).

### Writing tone

Our tone of voice humanizes conversations, finding ways to connect and show that we understand by using a plainspoken, low-jargon approach.

### Proper name usage of the brand and products

“GE HealthCare,” including its name and logo, is a trademark licensed from General Electric Company. We do not own the GE Monogram or the wordmark “GE.” There are several restrictions on the use of these trademarks under the trademark license agreement, some guidance includes:

- Using the full business name “GE HealthCare” and not abbreviating it to “GEHC.”
- Using the following trademark notice in marketing collateral, web pages, and product literature: “GE is a trademark of the General Electric Company used under license.”
- Not using the GE monogram alone without “GE HealthCare,” using “GEHC” as an abbreviation, or referring to our company as “GE,” “General Electric,” or “General Electric HealthCare.”

Reference the [Trademarks](#) section or the [Brand Guidelines](#) for more information (pg. 97). Confirm accurate spelling of our products by referencing the top navigation bar on [www.gehealthcare.com](http://www.gehealthcare.com).

## Resources to get started

### [Brand Guidelines](#)

Our [GE HealthCare Brand Guidelines](#) reflect our brand strategy coming to life through visual and verbal identities. They create a consistent look and feel across all our brand touchpoints. These guidelines present principles and offer illustrative examples to help guide the expression of

GE HealthCare's brand. Email [brand.health@gehealthcare.com](mailto:brand.health@gehealthcare.com) with any questions.

### [Brand @ The Beat internal page](#)

GE HealthCare's internal brand resource for colleagues with updates, templates, and guidance on how to apply the brand in numerous marketing and communication assets.

### [Marketing and communications page](#)

GE HealthCare's internal resource for marketers and communicators. Content creators can find links to resources (e.g., brand templates, [photography library \(DAM\)](#), customer-facing resources, etc.). The page also houses links to content management platforms and the [marketing excellence program](#) (a digital compilation of learning opportunities available across multiple platforms for GE HealthCare colleagues).

### [Agency Brand Portal](#)

An externally accessible platform with numerous resources including the "Brand quick start guide," GE HealthCare color palette, fonts, and more.

### [GE HealthCare brand training for internal communications](#)

Watch this 1.25-hour training (Jan. 2023) on how to appropriately apply the [Brand Guidelines](#) to internal communications.

0:00 Introduction  
4:40 Setting the stage  
6:49 Brand Strategy  
15:03 Verbal Identity  
43:40 Visual Identity

### [GE HealthCare brand training for agencies](#)

Watch this 1.25-hour training on how to appropriately apply the [Brand Guidelines](#).

0:00 Introduction  
3:50 Brand strategy  
9:10 Verbal identity  
34:47 Visual identity

## Experience principles

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

### Approachable

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

### Compassionate

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

### Courageous

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

### Optimistic

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

### Visionary

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

## Verbal identity

Verbal identity is the complement to a brand's visual identity, defining the style and the substance of a brand's verbal communications. It is founded on two key components, voice and messaging. Learn more about our verbal identity in our [Brand Guidelines](#) (pg. 10).

### Voice

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

### Messaging

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

## Verbal principles and writing tactics

### Principles

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

### Tactics

Each voice principle is supported by specific tactics to help bring it to life in writing, getting us closer to a consistent brand tone. Mix our principles and tactics as appropriate for your piece—you won't always use all of them.

#### Embody compassion: We're here because we care.

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

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

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

### Push the envelope: Our passion and compassion drive us forward.

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

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

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

### Evoke possibility: We create new potential in healthcare.

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

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

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

## Brand messaging

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

### Messaging pillars

These pillars are the essential ideas about our brand, laying out our key offerings and points of difference in the marketplace. They are the touchstones of our brand experience.

#### **We reshape the industry around people.**

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

#### **We invent tools that transform and humanize care.**

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

increasingly precise and personalized. We listen to the needs of today to create the tools of tomorrow.

**We empower healthcare professionals to go above and beyond.**

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

## Dos

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

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

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

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

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

## Don'ts

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

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

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

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

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

## Before and after examples

| Before                                                                                                                                                                                            | After                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>About Us for website</b>                                                                                                                                                                       |                                                                                                                                                                                                                                                                   |
| We help clinicians provide the best patient care possible                                                                                                                                         | The brightest ideas for your best care                                                                                                                                                                                                                            |
| As a leading global medical technology, pharmaceutical diagnostics, and digital solutions innovator, GE HealthCare enables clinicians to make faster, more informed decisions through intelligent | At GE HealthCare, we're partnering with clinicians to create the leading edge of healthcare, anticipating their needs through innovative medical technology, diagnostic drugs, and digital tools. We love the challenge. Because the better the tools a caregiver |

devices, data analytics, applications, and services, supported by our intelligence platform. We are committed to fostering an inclusive culture of respect, transparency, and unyielding integrity

has—in our groundbreaking intelligent devices, data analytics, and services—the further their care can go. With curious minds and in partnership with our customers, together we'll always be creating the next, best answers for a healthier world.

### **Serve/Specialty description**

#### **Elevating patient care in the ICU**

The Intensive Care Unit (ICU) is a challenging environment. It has the most critical patients in the hospital, and there is continuous demand to increase staff efficiency and reduce costs. Let GE HealthCare support you in elevating your patient experiences, clinical outcomes, and workflows. We offer solutions that take the technology in your facility to the next level by providing an innovative and flexible ecosystem of secure, interconnected devices and systems. Workflows optimized, economic efficiencies uncovered, and clinical capabilities taken to new heights throughout the care continuum. Elevate your patient care with GE HealthCare.

#### **Do more for your patients in the ICU**

In an environment as challenging as the ICU, GE HealthCare's tools help you be there for the patients who need you most. Our ecosystem of secure, interconnected devices boosts clinical capabilities so your best efforts lead to even better results. But our technology does more than just help improve patient outcomes. By optimizing workflows and uncovering efficiencies at every step, it helps you balance demands for productivity with the care you provide. Let's give your patients the best care you can.

### **Product description**

#### **Empowering Point-of-Care Medicine**

See clearly. See quickly. Guide precisely. Those were the values users requested that drove the creation of the NextGen LOGIQ™ e Ultrasound. Its imaging engine comes from GE HealthCare's flagship console systems, delivering crisp images in a portable package. Point-of-care ultrasound-specific software and transducers help to see the needle to administer a block or perform an aspiration quickly, even in an obese patient. When productivity matters, you can control the console from the transducer—potentially eliminating the need to have a second person assist.

#### **Innovating for easier, more effective care**

Rethinking our point-of-care ultrasound started by talking with clinicians and hearing their wish lists. The result is the NextGen LOGIQ™ e, with clear, instant-read views and extremely precise guidance—changes that can dramatically reduce time spent reading exams. Now, images come from the same engine as our console systems and the needle is always clearly in view, even in obese patients, so administering a block or performing an aspiration is less challenging. A radiologist, for example, can analyze thyroid images 25% faster using it, making it easier to provide confident care and streamline operations at the same time.

The [Central Messaging Architecture](#) provides a brand and corporate narrative messaging framework. It includes key product narratives, fast facts about our company, healthcare industry challenges, and in-depth look at our brand's key themes: (1) Care pathways (2) Innovation (3) Trusted partner.

## **Writing fundamentals**

### **Active voice (preferred)**

In an active voice sentence, the subject performs the action; it's clear who or what is doing the action. The sentence order is typically: subject, verb, and object. Active voice emphasizes the doer of the action/verb and can make sentences shorter and punchier. Write in an active voice whenever possible.

Examples:

- The marketing team [subject] launched [verb] the new product [object] last week.
- The CEO announced the company's quarterly earnings.
- Our engineers developed a cutting-edge solution.
- The HR department organizes the annual employee recognition event.

### Passive voice (avoid)

In a passive voice sentence, the subject is acted upon by the verb; it's used in cases where the doer of the action/verb is unknown, irrelevant, or less important than the action itself. The sentence order is typically: subject, a form of the verb "to be," and a past participle. Passive voice emphasizes the action instead of the subject. Avoid writing in passive voice.

Examples:

- The new product [subject receiving the action] was [form of the verb "to be"] launched [past participle of the action/verb] by the marketing team last week.
- The company's quarterly earnings were announced by the CEO.
- A cutting-edge solution was developed by our engineers.
- The annual employee recognition event is organized by the HR department.

### Person-first language

Person-first language prioritizes the individual being treated, framing the disorder or disease as a condition the person has that's separate from their identity (e.g., "the writer with dyslexia").

Conversely, identity-first language mentions a person's identity before the individual (e.g., "dyslexic writer"). Some people in the deaf and autism community prefer identity-first language (e.g., "autistic person" or "autistic").

When possible, ask the mentioned individual or community for their preference. You can also reference the following guides:

- The National Center on Disability and Journalism, NCDJ's [Disability Language Style Guide](#)
- The National Institutes of Health, NIH's [Person-first and Destigmatizing Language Style Guide](#)
- The Center for Disease Control, CDC's [Health Equity Guiding Principles for Inclusive Communication](#)

As recommended by the NIH if a "preference is not known or cannot be determined," at GE HealthCare, we use person-first language in a way that prioritizes and empowers patients and healthcare professionals.

## What you say matters

Ensure that materials don't contain inaccurate/exaggerated statements or unproven/comparative claims which could lead to legal and commercial liability and exposure for GE HealthCare.

Exposure may arise if a competitor or regulator challenges exaggerated or unproven claims, or a customer could bring a claim for unfulfilled expectations that were expressed in a sales pitch, Request for Proposal (RFP), or oral conversation.

## Descriptors to use with care

The table below lists examples of descriptive words and terms that are hard to substantiate in promotional material. These types of words and terms should be used only in limited circumstances where we can document a basis for their use. In most instances, the alternative word and terms listed on the right side of the table are instead appropriate.

Descriptor examples and alternatives below are from the Advertising and Promotional Material Review Procedure (Table 5-1; Rev. 05). This is a Quality Management System (QMS), version-controlled document covering promotional material consisting of any materials, printed or electronic, that are or could be used to promote drugs or medical devices, and that discuss product claims, features, or benefits. This extract is uncontrolled; for the latest revision in QMS please reference the procedure 'MyWorkshop DOC0371397' (or reach out to your compliance or marketing communications colleagues for additional guidance).

Note that mentions of AI technologies/solutions and PDx products will require additional compliance reviews.

| <i>Reconsider using...</i>                                                                                                                 | <i>Rationale</i>                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| safe, superior patient safety                                                                                                              | Consider instead descriptions of what the product does and how it can help clinicians and patients. Particular care is necessary whenever discussing a product from the standpoint of safety. Marketed products are required to be safe and effective for their intended purposes or uses, but all medical devices have some risks associated with their use. |
| unique, only, sole, best, better than, perfect, leading                                                                                    | Very few things can accurately be characterized as unique or best, or documented to be the sole or only. Consider instead terms such as "exceptional," or "one of..."                                                                                                                                                                                         |
| first                                                                                                                                      | "First" is a term of limited applicability. Use it only when a product or feature truly is the first of its kind and we have documented evidence to support the assertion. Consider instead focusing on features and functionality rather than what was "first."                                                                                              |
| new                                                                                                                                        | "New" should be used with care as the product may not be new for the life of the promotional material. Consider including the year or similar reference with the use of new or specify expirations on the approved period for use of the material.                                                                                                            |
| always                                                                                                                                     | Consider instead "regularly," "as a rule," or "mostly."                                                                                                                                                                                                                                                                                                       |
| all, any, everyone                                                                                                                         | Consider instead "many," "most," or "significant."                                                                                                                                                                                                                                                                                                            |
| unmatched, unprecedented, unrivaled, never seen before, gold standard, industry reference system, state-of-the-art, perfect, best-in-class | Consider instead "exceptional," "excellent," "remarkable."                                                                                                                                                                                                                                                                                                    |
| breakthrough                                                                                                                               | Consider instead "innovative."                                                                                                                                                                                                                                                                                                                                |
| infinite, unlimited                                                                                                                        | Consider instead "exceptional."                                                                                                                                                                                                                                                                                                                               |
| ideal                                                                                                                                      | Consider instead "excellent," or "well-suited for."                                                                                                                                                                                                                                                                                                           |

smallest, fastest, most efficient, etc.

Substantial evidence and regulatory approval are required when referring to a product or service.

### Phrases to avoid

Avoid language that minimizes or downplays the role of the clinician and personifies technology. Our technology enables clinicians but does not accomplish things by itself. When referring to technology, you can use verbs like “helps, enables, assists, and supports.”

E.g., Do not say, “AI will streamline diagnoses.” Instead say, “AI will enable clinicians to streamline diagnoses.”

### FDA approved medical devices | 510(k) clearance versus FDA approval

Do not use the word “approved” when referring to a 510(k) cleared device; see Product References under Naming Conventions.

| <i>Terms to reconsider</i>                                                                                                        | <i>Instead, say...</i>                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| superlatives (e.g., best, strongest, ideal, perfect, etc.)                                                                        | Substantial evidence and regulatory approval are required when referring to a product or service. These terms are subjective and it is difficult to cite sufficient evidence to warrant their use. |
| partner(s) and partnership(s)                                                                                                     | These words have legal significance as partners can be held responsible for the actions of another; it is better to use “affiliate” or “collaborator.”                                             |
| recent                                                                                                                            | See “new” in the table above from the Advertising and Promotional Material Review Table 5-1.                                                                                                       |
| world leader in, industry leader, the leader                                                                                      | Instead of saying “the leader,” say “a leader.”                                                                                                                                                    |
| saves you money                                                                                                                   | Instead, say “can help you save money.”                                                                                                                                                            |
| Making the definitive statement that something will or can do something opens up GE HealthCare to exposure if we cannot prove it. | Consider instead “designed to,” “engineered to,” “may,” “enables,” etc.                                                                                                                            |
| unparalleled                                                                                                                      | Consider instead “superb.” See “unmatched...” in Advertising and Promotional Material Review Table 5-1 above.                                                                                      |
| pioneer, revolutionary, cutting edge                                                                                              | Consider instead “innovative.” See “breakthrough” in Advertising and Promotional Material Review Table 5-1 above.                                                                                  |
| every, only                                                                                                                       | These usually need to be modified to “many” or “one” of depending on context.                                                                                                                      |

## Format

If these guidelines have any conflicting directions, the [Brand Guidelines](#) always take priority, followed by this addendum, then AP style guidelines.

### Body copy

Source Sans Pro Regular is the type weight used for body copy, captions, and quotes. Italics, SemiBold, and SemiBold Italic should be used sparingly for emphasis where needed. All copy should be left-aligned.

### Bulleted lists

End the introductory part of a complete sentence with a colon.

Capitalize the first word after a bullet.

End list items that are complete sentences with periods, not semicolons or commas. For list items that are not complete sentences, do not use end punctuation.

Each item in the same bulleted list should be written in parallel style, meaning the grammatical structure of each item should be consistent.

### Headlines

Headlines should be SemiBold. SemiBold Italics should not be used for headlines. All copy should be left-aligned. Do not highlight text in headlines.

Use sentence case for headlines, headings, subheadings, and document titles (i.e., capitalize only the first word and any proper nouns). Do not use end punctuation unless the headline or subhead is a question.

## Acronyms and abbreviations

Avoid using acronyms as they can be exclusionary and contradict our verbal identity, which aims to be straightforward and conversational.

Write the term in full the first time an acronym appears in a section, chapter, or web page, followed by the abbreviation or acronym in parenthesis. E.g., Radiological Society of North America (RSNA).

Acronyms that are universal, industry-agnostic, and externally recognized can be used in headlines to save space but should be spelled out within the first sentence.

True acronyms, or initials pronounced as a word, do not require an article (e.g., “NATO,” not “the NATO”).

Do not repeat a word that is part of an acronym (e.g., SEO optimization).

|                        |                                                                                                                                                                  |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Abbreviations (plural) | To form the plural of an abbreviation that does or does not contain periods, add an “s” without an apostrophe (e.g., ATMs).                                      |
| a.m., p.m.             | Abbreviate Ante Meridiem (a.m.) and Post Meridiem (p.m.) in lowercase and add a period after each letter. See “ <a href="#">Time</a> ” section for more details. |
| CEO                    | The abbreviation of Chief Executive Officer is acceptable on the first reference. To form the plural of CEO, add an “s” without an apostrophe (e.g., CEOs).      |

|                 |                                                                                                                                                                                                                                                                                                                                                            |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GEHC            | Always spell out GE HealthCare. “GEHC” can be used in reference to the stock ticker symbol or in legal documents and contracts. For more details, see “Legal requirements” (pg. 97) under the <a href="#">Brand Guidelines</a> .                                                                                                                           |
| Academic titles | Use periods for academic titles (except MBA) where abbreviations are necessary (e.g., B.A., M.S., Ph.D.).                                                                                                                                                                                                                                                  |
| Doctor or Dr.   | Dr. is an acceptable abbreviation upon first reference.                                                                                                                                                                                                                                                                                                    |
| e.g., i.e.,     | Use “e.g.” (“for example”) and “i.e.” (“that is”) in parenthesis and in figure captions or tables. Separate each letter with a period. Use a comma after i.e., and e.g., Never abbreviate example as “ex,” use “e.g.” instead. Write the abbreviations in lowercase unless they’re at the start of a sentence.                                             |
| etc.            | Abbreviate etcetera, meaning “and so on,” as etc. If “etc.” ends a sentence, use only one period after the abbreviation, not two.                                                                                                                                                                                                                          |
| E.U.            | E.U. stands for the European Union. Spell it out when using as a noun. Abbreviate with periods when used as an adjective and in headlines.                                                                                                                                                                                                                 |
| Figure          | Abbreviate “Figure” to “Fig.” when used in parenthesis to refer to a specific numbered figure (e.g., Fig. 8).                                                                                                                                                                                                                                              |
| M&A, P&L, T&L   | Spell out Mergers and Acquisitions (M&A), Profit and Loss (P&L), and Travel and Leisure (T&L) on first reference. The acronym is acceptable after.                                                                                                                                                                                                         |
| No. (number)    | Abbreviate number to “No.” when discussing rank (e.g., No. 1).                                                                                                                                                                                                                                                                                             |
| U.S.            | U.S. stands for the United States. Spell it out when using as a noun. Abbreviate with periods when used as an adjective and in headlines. Abbreviating with periods follows AP style and avoids confusion with ultrasound, abbreviated as US. Do not abbreviate as U.S.A. E.g., The United States is in North America. The U.S. leader has been traveling. |
| USCAN           | A GE HealthCare abbreviation for the United States and Canada. Since this abbreviation is internally-created, it does not require periods.                                                                                                                                                                                                                 |
| U.K.            | U.K. stands for United Kingdom (Great Britain and Northern Ireland). Spell it out when using as a noun. Abbreviate with periods when used as an adjective and in headlines. E.g., The couple traveled to the United Kingdom. The U.K. economy has been growing.                                                                                            |
| Version         | Abbreviate “version” to “v” when used immediately in front of a version number. Write out in lowercase, with no period or space between “v” and the number (e.g., Look at v2 for updates on the data list).                                                                                                                                                |
| Versus          | Include a period after the abbreviated version of versus (vs.). Spell out “versus” in ordinary writing. Use “vs.” for abbreviating “versus” in short expressions. E.g., Decisions often involve weighing the potential benefits versus the risks. E.g., The Packers vs. Bears game.                                                                        |

## Bold, italics, and highlighted text

### Bold

Headlines should be SemiBold to grab reader attention. If bolding text within the body copy for emphasis, use Source Sans Pro SemiBold; however, use sparingly and only where needed.

## Italics

Italics and SemiBold Italic should be used sparingly for emphasis where needed. SemiBold Italics should not be used for headlines. Use quotation marks for book titles, movie titles, song titles, television or podcast program titles, and lectures or speech titles.

## Highlighted text

Only highlight text for Americans with Disabilities Act (ADA) compliance and special use cases in digital communications. The use of highlighting should be limited to situations where text needs to be laid over a complicated image area. Color blocks should be in black behind typography to ensure the text remains legible. Do not use Compassion Purple to highlight. Do not highlight headlines; highlighted text should only be used for subheadlines or body copy.

## Capitalization

### Headlines

Capitalize only the first word and any proper nouns in headlines, headings, subheadings, and document titles (i.e., sentence case).

### Job titles

Capitalize the full title, regardless of whether it's used directly before or after a name. See "Titles" under "[Naming Convention](#)."

### Company and product names

Call a company by the name it uses for itself. If uncertain, proofread against their content (e.g., a press release or its website). If a company or product's logo begins with a lowercase letter, capitalize the first letter if it is the first word in a headline or at the start of a sentence. Do not use all caps for any company name unless the name is pronounced as a series of letters (e.g., GE, MSNBC, IBM).

### Industry names

Do not capitalize the names of industries when they are used as descriptors (e.g., human resources management consultants, the communications industry), but capitalize them when referencing a GE HealthCare function (e.g., Human Resources at GE HealthCare).

### Bulleted lists

Capitalize the first word after a bullet.

### Business segments

GE HealthCare business segments must always be capitalized (e.g., Ultrasound, Imaging) when used as a proper noun (e.g., Imaging segment, not ultrasound machine). List business segments from largest to smallest (e.g., Imaging, Ultrasound, Patient Care Solutions, Pharmaceutical Diagnostics).

Exceptions can be made if the communication targets a customer that only purchases from a single segment, in which case it can be listed first.

### Departments

Do not capitalize departments when used as descriptors (e.g., human resources management consultants, the communications industry, the brand team), but capitalize them when referencing a GE HealthCare function (e.g., Human Resources at GE HealthCare).

### Cardinal directions

Do not capitalize north, south, east, and west unless the cardinal directions are part of a name or in reference to a geographic area (e.g., Eastern Europe, East Coast).

### Figure and table

Capitalize the first letter of Figure, Fig, and Table when used to refer to a figure or table in running text and when used in figure captions or table titles.

### Other capitalizations

Do not capitalize terms with acronyms that are spelled out (e.g., content management system (CMS), application program interface (API)). Only capitalize the term if it contains a proper noun (e.g., American Cancer Society [ACS]).

Do not capitalize the seasons (e.g., winter, spring, summer, fall).

Do not capitalize improper nouns to elevate their importance (e.g., brand or purpose).

In internal communications, it is acceptable to capitalize the terms: People Leaders, Priorities, Big Rocks, Precision Care, and Cultural Operating Principles.

Do not capitalize the words ‘internet’ or ‘email’ unless used at the start of a sentence.

### Contractions

Using some contractions can help our writing feel conversational and connected but avoid overusing. Contractions listed in the dictionary are acceptable in informal contexts where they reflect the way a phrase commonly appears in speech or writing (e.g., using in social media is more acceptable than on a press release).

### Citations and references

When referencing a third-party article, a study, or a website, cite your sources as footnotes according to the Chicago Manual of Style (CMOS), Notes and Bibliography system. ‘Citations and references’ for GE HealthCare deviate from AP style given that AP style follows in-text attributions. In-text citations can affect the flow of the body copy given the required detail in attributions in our industry. Citations are not necessary for internal communications.

### Book

Include the author's name, book's title, the city of publication, the publisher, the year of publication, and the page numbers referenced. Follow the exact punctuation and spacing shown below.

First Name Last Name, Title of Book (City of Publication: Publisher, Year of Publication), page numbers.

Example:

1. Sarah Lee, Climate Change: Challenges and Solutions (New York: Environmental Press, 2019), 85-90.

### Journal article

Include the author's name, the title of the article, the journal name, the volume and issue number, the year of publication, and the page numbers referenced. Follow the exact punctuation and spacing as referenced below.

[Footnote Number]. Author's First Name Last Name, "Article Title," Journal Name volume, no. issue (Year of Publication): page numbers.

Example:

1. Jane A. Doe, "New Perspectives in Neuroscience," Journal of Neurological Sciences 22, no. 4 (2023): 456-479.

### Website or online report

Include the author's full name (if no author is available, include the name of the organization who owns the site), the title of the web page or article, the name of the web site, the last modified date, and the URL. Copy the URL directly from the address bar at the top of the web page.

[Footnote Number]. First Name Last Name, "Title of Web Page/Article," Name of Website, last modified date, URL.

Example:

1. Mark Benson, "Renewable Energy Trends," Energy Today, last modified March 3, 2021, <http://www.energytoday.com/renewable-trends>.

If a permalink is available (also called stable URL, document URL or record URL), use the permalink instead of the URL from the address bar. The permalink can often be found through the "share" tool in the form of a link icon.

### Social media content

Social media written or visual content should only be used and cited if it significantly improves a piece, the social media post owner couldn't be contacted for a unique quote or reference, or the referenced content can *only* be found on social media.

When citing a social media post:

- Start with the real name of the author (if known) followed by the username in square brackets.
- Include the entire text of the post if the post is short (i.e., 280 characters). For longer posts, you can use an excerpt and indicate an omission with an ellipsis (. . .).

- Include the name of the social media platform.
- Write the date the post was published.
- Provide the post URL if it is publicly accessible.

Example:

Doe, John [johndoe]. "Excited to share my latest research on renewable energy solutions. #sustainability #innovation" Twitter, July 10, 2022. [URL]

## Footnotes

Numerals for footnotes, endnotes, and references must be placed outside of punctuation. Use Arabic superscript numerals outside periods and commas, inside colons and semicolons (reference the [CMOS](#)).

## Dates

Depending on your target audience, follow U.S. or international date standards. If your target audiences include both regions, follow U.S. style. Do not use numeral abbreviations of a date (e.g., 11/23 or 11/23/2024).

E.g.,

November 29, 2023 (U.S. only)

29 November 2023 (international)

Do not add ordinal endings to numbers (e.g., do not write “March 2<sup>nd</sup>”).

For dates cited within the body copy, the year is not necessary if a publishing date has already been outlined.

## Months

Spell months out in full if using it without a specific date (e.g., “September 2024,” not “Sept. 2024”).

Abbreviate these months when used with a specific date: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Do not abbreviate March, April, May, June, or July.

## Years

Write years out in full (e.g., “1990,” not “’90,”).

For four-digit decades, add an s with no apostrophe (e.g., the 2000s). For two-digit decades, add an apostrophe at the beginning and an s at the end (e.g., the ‘80s).

When writing a full date, offset the year with commas (e.g., On September 23, 2024, the project will launch).

Separate year ranges with a hyphen (e.g., 1980-2000). Only use “to” if it is more appropriate in textual content (e.g., 1980 to 2000).

## Locations

Always include the location or city with the state at first mention (e.g., Waukesha, Wisconsin). For locations outside the U.S., include the city and country (Paris, France). For communications where a

majority of the audience is non-U.S., include the state and spell out United States (e.g., Waukesha, Wisconsin, United States).

## Numbers

### General usage

Spell out numbers one to nine except when the number is a rank (No. 1), an age (a 2-year-old company), a percentage (10%), money (\$4), time (3 p.m.), and days of the month (April 1).  
E.g., He was helped by two doctors.

### 10 or greater

Use numerals for numbers 10 or greater (e.g., They asked 11 people) except for percentages, which always use numerals. Use a comma whenever a number is four or more digits (e.g., 1,000). For large numbers in text, use a combination of numerals and words (8 billion).

### Spelling numbers

Spell numbers at the beginning of a sentence (e.g., Nine attendees RSVP'd yes).

Spell ordinal numbers one through nine (e.g., write 'first, second, third' instead of '1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>'). Use numerals for "10th" and greater.

When writing out two consecutive numbers, spell one out and use a numeral for the other (e.g., Enter five 4-digit codes).

Hyphenate numbers twenty-one through ninety-nine.

### Using numerals

Use all numerals when listing a series if it contains numbers 10 or greater (e.g., They tried 2, 5 and 11 times).

Use numerals in titles and headlines, including numbers under ten and when the number is at the start of a headline.

Use consecutive Arabic numerals (1, 2, 3, etc.) for numbering figures, tables, schemes, structures, and references (i.e., do not use Roman numerals such as "Figure II").

Use Arabic numerals in parentheses for lists of phrases. Use both the opening and the closing parentheses. E.g., (1) this reason, (2) this other reason, (3) the final reason

Use numerals to identify pages, figures, steps, and diagrams (including 1 through 9). E.g., See page 6.

When two numbered items are cited together in text, use "and," (e.g., Pages 1 and 2).

Use a hyphen (-) to designate a negative number. Do not insert a space between the hyphen and the number (e.g., -4°).

### Number ranges

For number ranges within body copy, insert the word "to" in between (e.g., She traveled anywhere between 1 to 5 locations in a day). If space is limited (e.g., in table columns or literature references

within continuous text), use a hyphen to separate the numbers. A hyphen is also acceptable if indicating a range in dates, currency, and units of measure (e.g., She was traveling from July 15-22).

### Thousand (K), million (M), and billion (B)

Spell out thousand, million, and billion in running text. Special cases where you would abbreviate thousand (K), million (M), or billion (B) include tables or graphs, when referring to currency, or if space is limited (e.g., headlines and/or social media posts). Do not leave any spacing between the number and the abbreviation (e.g., \$4M).

### Percentages

Spell out the word percent instead of using the “%” symbol unless you need to save space and reduce the character count (e.g., in social media posts or SEO meta titles and meta descriptions).

Use numerals for all percentages, even those less than 10 (e.g., 2 percent, 0.07 percent).

Use an initial zero before a decimal point (e.g., 0.25, 0.025, 0.8 percent).

### Fractions

Eliminate spaces between the numeral and the fraction (e.g., 2¼).

Spell out and hyphenate common fractions or fractions in descriptive usage (e.g., one-quarter, three-fourths).

### Decimals

Decimalization should not exceed two places in textual material unless there are special circumstances, such as technical documents where precision is required (e.g., in technical documents, use 0.25 instead of 0.251).

### Currency

Unless you are certain your content will only be for U.S. audiences only (which will assume USD), note the currency denomination. The dollar sign (\$) is not needed if noting the currency denomination (e.g., 500 million USD, 1 billion EUR).

For large amounts, use numerals instead of spelling out thousand, million, billion, etc. (e.g., write \$5,000 instead of \$5 thousand).

### Units of measure

Use numerals with units of time or measure.

In running text, spell out units of measure. If abbreviating, use standard abbreviations without periods. Example: kilometer as km, meter as m, centimeter as cm, feet as ft, inches as in (no period after in).

Use a space between the number and the unit, except with the % and ° symbols (e.g., 25 ml, 0.30 g, 40°C, 10%).

In ranges and series, retain only the final unit of measure, except with money and where there is no space separating the number and its unit (i.e., currency, percentages, and temperatures). Use “to” between the numbers (e.g., 4 to 6 kg, \$5 to \$10, 10% to 20%).

Use a hyphen between the numeral and unit of measure when it is used as a compound adjective (e.g., A 2-mm span from proximal to the distal tip features a radiopaque marker band).

Treat units of measurement as collective nouns and use with the singular form of the verb (e.g., \$1 million is a lot of money).

Do not separate numbers and units with a line break. Carry the number to the next line so it remains in the same line as the unit.

## Time

Depending on your target audience, follow the U.S. (12-hour) or international (24-hour) time conventions.

The standard time zone is Central Time (CT), not Central Standard Time (CST). The abbreviation CT is acceptable upon first reference. Leave a space between the time and the abbreviated time zone.

### Noon and midnight

Noon and midnight are preferred over 12:00 p.m. and 12:00 a.m., for clarity.

### Time ranges

In time ranges, use a hyphen (-) with no spaces (e.g., 11:00 a.m.-12:00 p.m.). If a.m. or p.m. applies to both times in the range, it's only placed at the end (e.g., 1:00-2:00 p.m.).

### Omitting zeros

If indicating a time on the hour, omit the zeros (e.g., use 4 p.m. instead of 4:00 p.m.). However, if listing a time range where one of the times is not on the hour, include the zeroes for consistency (e.g., 4:00-5:30 p.m.) Maintain consistency throughout the same document (e.g., do not use 4 p.m. then 5:15 p.m. later in the copy; use 4:00 p.m. then later 5:15 p.m.).

### 12-hour time

Use lowercase letters, include periods, and add a space after the numbers for “a.m.” “p.m.” (e.g., 4:30 p.m.).

### 24-hour time

Do not include a “0” in the beginning if the hour is in single digits (e.g., 9:30).

### Time zones

The standard time zone is Central Time (CT), not Central Standard Time (CST). The abbreviation CT is acceptable upon first reference.

## Punctuation

### Ampersand (&)

Do not use an ampersand, except in proper names (e.g., Johnson & Johnson).

### Apostrophes

For plural nouns ending in -s, add only an apostrophe (e.g., schools').

Use only an apostrophe (not 's) with a single proper name ending in -s (e.g., James' laptop).

Add 's for singular common nouns ending in -s (e.g., the business's product, the witness's testimony).

Do not use apostrophes to create plural forms (e.g., CDs, 1980s).

### Brackets

Use brackets to clarify or correct quoted material or to indicate words added by someone other than the original writer or speaker.

E.g., "He [the author] has failed to account for the discrepancies in the data."

E.g., "They [agreed] to proceed as planned."

Although these should be used sparingly, use brackets if including parentheses within parentheses (see "Parentheses" in the next page).

Use brackets when translating a term in quotes.

E.g., "'Asi es la vida' [that's life]," he said.

### Colons

Use colons to introduce lists. E.g., There are three key elements to consider: quality, cost, and time.

Capitalize the first word following a colon if it begins a complete sentence; otherwise, use lowercase.

### Commas

When separating items in a list using commas, do not include a comma between the second-to-last and last items (Oxford comma) (e.g., red, white and blue) unless it helps clarify or separate items in the list (e.g., The conference has a panel of a psychologist, an Oxford graduate, and a chimpanzee researcher).

Use a comma before a coordinating conjunction (and, but, or, nor, for, so, yet) joining independent clauses in a compound sentence unless the clauses are short and closely related, in which case the comma can be omitted.

Use commas to separate nonrestrictive clauses and phrases (those providing additional, nonessential information). E.g., The marketing team, which won an award, celebrated their success.

### Ellipses

Use three spaced periods (. . .) to indicate omitted material within a quotation. Add a space between the ellipses and text. E.g., The text was long . . . and detailed.

### Em dash

Use an em dash (—) to set off parenthetical information or a break in thought. Do not space either side of an em dash. E.g., She was determined to win—no matter the cost.

### Hyphen

Use hyphen to show a range or connection, such as dates, times, or scores (e.g., The event is scheduled for June 5–7). Do not leave spaces between the hyphen.

Words that we do not hyphenate: email, worldwide, or Asia Pacific.

### Quotation marks

Use double quotation marks to enclose passages of speech in text (e.g., “I’ll be there soon,” she said).

Use double quotation marks for titles of books, movies, songs, television shows, podcasts, lectures, and speeches.

Do not use quotation marks or italicize titles of magazines, newspapers, reference works, or software in your writing, unless it is in a footnote or bibliography.

Use single quotation marks for quotes within quotes (‘ ’).

Periods and commas should be placed inside quotation marks; semicolons and colons should be placed outside.

Question marks and exclamation points should be placed outside quotation marks if they punctuate the entire sentence, or inside the quotation marks if they relate just to the quoted material.

### Slash (/)

When using a slash, remove any spacing on both sides (researcher/doctor). When indicating a choice, use “or” instead of a slash mark.

### Semicolons

Use semicolons to separate closely related independent clauses within a sentence, except clauses joined by a conjunction (e.g., “and”). E.g., The meeting is at 3:00 p.m.; please be on time.

Use semicolons to separate the elements of a complex series that include “and” or “or” within the elements. E.g., We packed hot dogs and hamburgers; chips and salsa; and drinks and cups.

### Spacing

Use a single space after all end punctuation.

### Question marks and exclamation points

Use as appropriate for conveying emphasis or seeking answers. Do not overuse them in formal business writing.

In quotation marks, exclamation points and question marks should be placed outside if they punctuate the entire sentence, or inside the quotation marks if they relate just to the quoted material.

## Parentheses

The period or closing punctuation mark should be inside the parentheses if the material within is a complete sentence. If the parenthetical is part of another sentence, the period should be outside.

E.g., (inside): (The complete sentence is fully inside.)

E.g., (outside): This is a sentence (that contains a parenthetical remark).

Do not use a comma immediately before the opening parenthesis. E.g., (incorrect usage) This is a sentence, (with a parenthetical remark) that continues afterward.

Avoid nested parentheses (parentheses within parentheses). If necessary, use brackets inside the parentheses instead.

Use both parentheses when referring to numbers within a sentence. E.g., There were two reasons to proceed with the project: (1) it was innovative, and (2) it was cost-efficient.

Do not use parentheses in a numbered list. AP style prefers the use of the period.

E.g.,

1. Prepare the product summary [acceptable].

1) Prepare the product summary [not acceptable].

## Naming conventions

### Doctors and medical professionals

The first reference must include their full name including the appropriate medical or academic title.

Use “Dr. [last name]” for all further mentions.

### Colleagues

GE HealthCare refers to employees as colleagues. The first mention of a colleague must include their title, full name, and credentials or relevant degree—the order in which the name and title appear is at the author’s discretion. Consider what the audience would recognize or identify soonest, either the name or the title (i.e., would John Doe or the Head of IT be easier for the reader to follow?).

After the first mention, refer to the colleague by their last name, unless the colleague requests otherwise.

For internal communications, refer to the colleague by their first name after the first mention.

For colleagues with credentials or relevant degrees, see “Doctors and medical professionals” above.

### Colleagues in internal communications

In addition to the information listed above, add the colleagues’ segment, region, or function (e.g., Ultrasound, USCAN, or Internal Communications) and additional relevant segment information after their title to provide a better descriptor for internal audiences.

## Leaders

The first mention of a leader must include their full name and title (e.g., Chief Financial Officer James Saccaro).

If the leader is a doctor, include 'Dr.' before their full name on first reference and before their last name on subsequent references (e.g., Chief Technology Officer Dr. Taha Kass-Hout).

## Chief Executive Officer

GE HealthCare President and CEO Peter J. Arduini is referred to as “Pete” internally and “Peter” externally.

CEO is an acceptable acronym upon first reference.

## Product references

Refer to our website [gehealthcare.com](http://gehealthcare.com) for the proper spelling of products. Select “Products” in the top navigation bar.

If a product name begins with a lowercase letter, capitalize the first letter if it is the first word in a headline or at the start of a sentence. See “Company or Product Names” under “Capitalization.”

## 510(k) clearance versus FDA approval

The terms ‘510(k) clearance’ and ‘FDA approval’ are not interchangeable. 510(k) clearance does not mean FDA approved; it means the FDA cleared a device for commercial distribution based on its similarity to an existing one. Communications should not imply that the FDA endorsed a device's safety or effectiveness beyond its substantial equivalence to a predicate one.

FDA approval is a more stringent standard than 510(k) clearance. Communications stating FDA approval imply a higher level of scrutiny and validation of the device's safety and effectiveness.

## Titles

Capitalize the full title, regardless of whether it's used directly before or after a name (e.g., Vice President of Operations Jane Smith, or Jane Smith, Vice President of Operations); this GE HealthCare guidance differs from AP style which requires titles to be lowercase when they follow a name.

Titles longer than four words should be referenced after the name (e.g., James (Jay) Saccaro, Vice President and Chief Financial Officer).

Confirm the proper title with the subject referenced. Use the full formal title in external communications (exceptions can be made on social media where space is limited).

## Other

Always use “healthcare” as one word.

## Trademarks

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

As a trademark licensee of the GE brand, we do not own the GE Monogram or the wordmark “GE;” these are owned by General Electric Company.

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

These requirements apply to new materials and uses created after the separation; we are developing the brand migration timelines for existing uses.

### Dos

- Use the “GE HealthCare” name and logo strictly in accordance with our Brand Guidelines. Any deviation requires approval from the brand team.
- Use the full business name “GE HealthCare.”
- Include the following trademark license disclosure in marketing collateral, web pages, and product literature created after separation: “GE is a trademark of General Electric Company used under trademark license.”
- Use the copyright notice: © 2026 GE HealthCare (year is updated as appropriate e.g., “© 2023 GE HealthCare” was used in the year 2023).
- Use the possessive if naming something belonging to GE HealthCare (e.g., GE HealthCare’s Brand Portal, not GE HealthCare Brand Portal).

### Don'ts

- Refer to “GE HealthCare” as “GE,” “General Electric,” or “General Electric HealthCare.”
- Use the GE Monogram alone without “GE HealthCare.”
- Use the acronym “GE” to identify products, business units, or legal entities.
- Use GE’s Inspira font in any materials created after the separation (Jan. 4, 2023).
- Use GE’s old copyright notice (e.g., “© 2022 General Electric Company”) in any materials created after the separation.
- Use the acronym “GEHC” as an abbreviation for “GE HealthCare” beyond reference to the stock ticker symbol or in legal documents/contracts.

Reference the [Brand Guidelines](#) for the latest on trademark usage (pg. 97).

Access an overview of our Trademark License Agreement [here](#).

## GE HealthCare name

“GE HealthCare” should not be separated over two lines; keep “GE” and “HealthCare” in the same line or add a line break before “GE.” A soft return should be added after the “GE.”

## Product trademarks

Include the ™ symbol next to GE HealthCare products with first reference only. Include the ™ symbol in the body text instead of the title. If the product’s only reference is in the title and not thereafter,

include the ™ symbol. Note that this guidance differs from AP style, which advises against trademark usage entirely.

Use ™, not ®.

Superscript the ™ symbol in all caps. Eliminate any spaces between the ™ symbol and the product.

In running text, trademarks should appear with proper capitalization. The generic term that follows the trademark can appear in all lowercase letters (e.g., MUSE™ NX data management system).

For trademarks belonging to GE HealthCare, use the product designation or generic name after the trademark at least the first time the trademark appears in the text and preferably at various times in the piece. Examples: SIGNA™ Victor 1.5T MRI scanner, Definium™ Tempo X-ray system

If there are references to multiple products within the same family, use the ™ symbol on the first reference of each individual product. Example: Let's talk about two X-ray products, Definium™ Tempo Select and Definium™ 656 HD

Avoid using the trademarked name in the following ways:

- The possessive (e.g., Revolution's advantages)
- With a definitive article (e.g., The Revolution)
- As a plural (e.g., now there are multiple Revolutions)
- As a verb (e.g., I Googled its meaning)
- With a hyphen (e.g., Clariscan-labeled)
- As a compound word (e.g., Omnipaqueinjection)
- As an explanatory abbreviation (e.g., ultrasound system [Voluson])
- As a generic term (e.g., referring to tissue as Kleenex)
- As a technology (e.g., MUSE technology)
- In news releases

To confirm accurate spelling of a GE HealthCare product, reference the "Products" section in the top navigation on [www.gehealthcare.com](http://www.gehealthcare.com).

Trademark designation is not required in internal communications.

## Imagery and photography

### [Image library](#)

Search for and download GE HealthCare product imagery.

### [EDS icon library](#)

EDS is a design system of validated design, code, and standards used by global healthcare workers every day.

The link above gives you access to EDS. Users can download and use iconography at no cost, without additional approval.

### [Guidelines on photography use](#)

This one-pager explains the proper use of photography at GE HealthCare. The guiding principles for our creative approach are: authentic, human, spontaneous, and diverse.

# Content templates and guidelines

## Regional consent forms

Consent and release forms are needed for any individual featured in written and visual content.

[United States consent and release individual](#)

[United States consent and release minor](#)

[International consent forms](#)

Consent forms for Individuals and/or Healthcare Institutions; both are available in English and French.

## Content templates

[Corporate PowerPoint template](#)

Download the branded PowerPoint template with varying layout options.

[Beat story template \(Box\)](#)

Access the template for submitting a story to the Beat homepage.

[Press release template \(Box\)](#)

Download a branded news release word document template.

[Stationery templates \(Box\)](#)

Download designer templates for letterheads, envelopes, note cards, notepads, a fax cover page, a memo, mailing labels, pocket folders and business cards.

[Brochure](#)

Download a zip file with the branded brochure template. The zip file contains a font folder, a PDF sample and an INDD file for use with Adobe's InDesign Document software.

[Trifold brochure](#)

Download a zip file with the branded trifold brochure template. The zip file contains a font folder, a PDF sample, and an INDD file for use with Adobe's InDesign Document software.

[Poster](#)

Download a zip file with the branded poster template. The zip file contains a font folder, a PDF sample, and an INDD file for use with Adobe's InDesign Document software.

[Newsletter mailer](#)

Download a zip file with the branded newsletter mailer template. The zip file contains a font folder, a PDF sample, and an INDD file for use with Adobe's InDesign Document software.

[Case study](#)

Download a zip file with the branded case study template. The zip file contains a font folder, a PDF sample, and an INDD file for use with Adobe's InDesign Document software.

## Event guidelines

[Event theme guidelines](#)

This brief presentation shares guidance on an event's messaging and visual identity.

## Editorial style guide revisions and additions

This style guide is updated biannually, and the next revision cycle will be July 2026. Please submit your revisions to [brand.health@gehealthcare.com](mailto:brand.health@gehealthcare.com).