

Email Banners

March 15, 2023



GE HealthCare

Email banners

Available templates

Banner type	Template name	Intended use
Executive Leadership Team 600px x 175px	Leader_email-banner_Template_600x175_FINAL_031623.potx	• CEO • CEO direct reports
Senior Leadership Team 600px x 175px	Leader_email-banner_Template_600x175_FINAL_031623.potx	• Direct reports of CEO direct reports
Internal Announcement 600px x 175px	Internal_General_Use_email-banner_Template_600x175_FINAL_031623	• Internal communications • Functional teams • Organization announcements • Communications from IT / HR
External Emails	No template – use guidelines only for creation with and without images	• Marketo • Email Newsletters

Note: Affinity banners, Newsletter / Marketo header templates will be created in 2Q 2023

Executive Leadership Team

[Leader_email-banner_Template_600x175_FINAL_031623.potx](#)

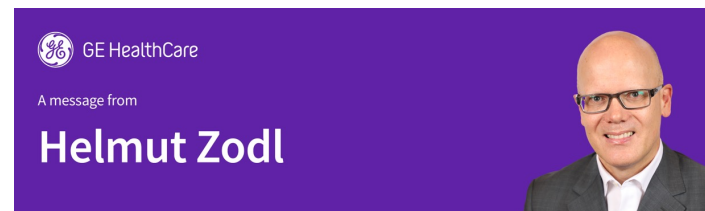
Specifications

- Background is Compassion Purple
- “A message from” set in Source Sans Pro Regular 10.5pt white
- Executive leader name set in SourceSans Pro SemiBold 31.5pt white
- Secondary information, if needed, set in Source Sans Pro Regular 10.5pt white
- Silhouetted headshot positioned to the right and taking up roughly 90% of the banner height – use margins established within the template

Instructions

- Users should update header text in Source Sans Pro within the PPT template, keeping the spacing intact as shown – do not change font size, color, alignment, etc., from the examples provided
- Go to File > Save As
- Chose location and enter desired file name
- Change “Save as type” to: JPEG File Interchange Format (*.jpg) or a.png
- You can now insert the saved jpg file into the Word email or OFT. template

Examples



Note: Banners should be used at 600px x 175px. PowerPoint templates are built at 200% actual size and should size appropriately when placed within Word or email templates.

Senior Leadership Team

[Leader_email-banner_Template_600x175_FINAL_031623.potx](#)

Specifications

- Background is Compassion Purple
- “A message from” set in Source Sans Pro Regular 10.5pt white
- Executive leader name set in SourceSans Pro SemiBold 31.5pt white
- Secondary information, if needed, set in Source Sans Pro Regular 10.5pt white
- Do not use a head shot

Instructions

- Users should update header text in Source Sans Pro within the PPT template, keeping the spacing intact as shown – do not change font size, color, alignment, etc., from the examples provided
- Go to File > Save As
- Chose location and enter desired file name
- Change “Save as type” to: JPEG File Interchange Format (*.jpg) or a.png
- You can now insert the saved jpg file into the Word email or OFT. template

Examples



Note: Banners should be used at 600px x 175px. PowerPoint templates are built at 200% actual size and should size appropriately when placed within Word or email templates.

Internal Announcement

Internal_General_Use_email-banner_Template_600x175_FINAL_031623

Specifications

- Headline set in SourceSans Pro SemiBold 31.5pt Compassion Purple or white
- Subheadline set in Source Sans Pro Regular 10.5pt black or white
- Text grows up from bottom

Instructions

- Users should update header text in Source Sans Pro within the PPT template, keeping the spacing intact as shown – do not change font size, color, alignment, etc., from the examples provided
- Go to File > Save As
- Chose location and enter desired file name
- Change “Save as type” to: JPEG File Interchange Format (*.jpg) or a.png
- You can now insert the saved jpg file into the Word email or OFT. template

Examples

Headline SemiBold 31.5pt Purple

Subheadline Regular 10.5pt black. Use “Increase List Level” for appropriate sizing. Text grows upward.



Note: Banners should be used at 600px x 175px. PowerPoint templates are built at 200% actual size and should size appropriately when placed within Word or email templates.

External Email

Guidelines for use with image

Specifications

If sending an external email with an image:

- 20px margins all around
- Logo is sized at 30px high and aligned to the top left margin
- Background is Compassion Purple (Hex # 6022a6)
- The balance of type area to imagery should be either 1/2 to 1/2, or 2/3 to 1/3

- Eyebrow information set in Source Sans Pro Regular 16pt white
- Headline set in SourceSans Pro SemiBold 40pt white
- Subheadline set in Source Sans Pro Regular 24pt white
- Text grows up from bottom

Examples



Note: Example banners were built at 600px x 250px. Be sure to size appropriately for your use.

External Email

Guidelines for use without image

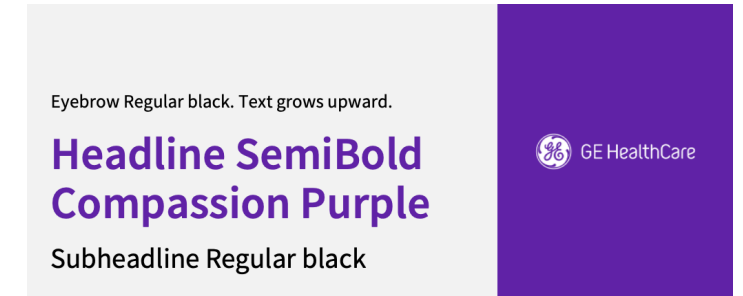
Specifications

If sending an external email without an image:

- 20px margins all around
- Logo is sized at 30px high and centered within Compassion Purple area
- Logo background is Compassion Purple (Hex # 6022a6)
- Type area background is Gray 1 (Hex # e4e4e4)
- The balance of type area to Compassion Purple should be $\frac{2}{3}$ to $\frac{1}{3}$

- Eyebrow information set in Source Sans Pro Regular 16pt black
- Headline set in SourceSans Pro SemiBold 40pt Compassion Purple
- Subheadline set in Source Sans Pro Regular 24pt black
- Text grows up from bottom

Examples



Note: Example banners were built at 600px x 250px. Be sure to size appropriately for your use.



GE HealthCare