

Exterior Signage Guidelines

Table of contents

Introduction 03

Getting started 04

Site preparations 05

Site branding and identity

Brand foundation 07

Sign system design 08

Element overview 09

Logo 10

Logo versions 11

Color and materials overview 12

Typography and symbols 13

Compassion Purple color bar 14

Sign system

Preferred primary signs 16

Monument (non-illuminated) 17

Monument with optional address (non-illuminated) 18

Pylon sign (non-illuminated) 19

Branded dimensional letters (non-illuminated) 20

Branded plate letters (non-illuminated) 21

Alternate primary signs 22

Monument (illuminated) 23

Monument with optional address (illuminated) 24

Pylon sign (illuminated) 25

Branded channel letters (illuminated) 26

Wall sign (illuminated) 27

Secondary signs 28

Non-branded letters 29

Freestanding directionals (non-illuminated) 30

Wall-mounted directionals (non-illuminated) 31

Door vinyls 32

Regulatory signs 33

Regulation signs 34

Reface rules 35

Reface existing signage 36

Applications

Logic and planning 38

Wayfinding and signage at a large facility 39

Wayfinding and signage at a small facility 40

Different sign types 41

Freestanding ground signs 42

Freestanding ground signs: Freestanding directional visibility 43

Lettersets: Color and background visualization 44

Lettersets: Sizing branded interior lettersets 45

Branded lettersets and wall signs 46

Regulatory and regulation signs 47

Sign maintenance 48-49

Contacts & Resources 50

Introduction

These guidelines reflect the GE HealthCare brand as it must appear across our global facilities. They should be used to help achieve a consistent and recognizable brand presence at all GE HealthCare facilities.

The intent of the exterior signage guidelines is to provide clear direction to designers, architects, and facility managers about how to select and use signs for all net-new branded signage, fostering a comprehensive understanding of the GE HealthCare exterior sign system.

Each sign has been developed with a specific use intended to consistently identify our facilities while communicating to our employees and visitors. These guidelines include direction on sign architecture, color system, typographic layouts, illumination and placement.

Getting started

To get started, prepare and communicate the following information prior to beginning the design process.

All site branding requires review and approval by GE HealthCare's Central Brand Team.

Contact
brand.health@gehealthcare.com

Signage Needs

Identify the opportunity or purpose of your signage project.

Consider the appropriate time required to fully understand all conditions of the site and make the correct sign type and quantity selections.

Project Deadlines

It is recommended to plan your project six months from the conversion or opening date. Signs are not inventoried products, and timing will vary based on factors ranging from correct sign selection, manufacturing lead times, permit application, landlord and municipal approvals, weather during installation, and budget adjustments.

Budget Requirements

Budget requirements should include fees for design and manufacturing with approval need for implementation partners and timing for when the budget must be spent.

Specifics

Each sign is specific to the facility—determine the quantity of each sign type needed, and consider the placement, sizing, content, and color of each sign requested.

Site preparations

Prior to sign installation, the site must be prepared. This may involve addressing wall repair and restoration, landscaping, irrigation and potential power issues. Our implementation partners will confirm what is needed from the site based on the specific rebranding plans when needed.

Wall repair

Attention should be given to facility maintenance. Repair areas on walls where old signs have been removed. This includes patching and repairing any penetrations to the walls from old signs, making watertight all penetrations and power-washing the wall surface. In some situations, more extensive wall repair may be required such as paint, Exterior Insulated Finishing System (EIFS) repair, siding and building cladding replacement, masonry work, and painting to repair damaged areas.

Landscaping

Overgrown vegetation should be cleared away from freestanding sign locations so that all sign copy is visible. This may mean trimming back shrubs or updating landscaping with lower-lying vegetation or mulch beds which will remain low and not become overgrown again. When rethinking landscaping around signs, do not plant trees near signs that, when mature, would interfere with sign visibility. Plan on setting tree lines back behind the level of street frontage signs.

Irrigation

Irrigation lines should be relocated so that they will not be damaged when digging holes for new footings and electrical pulls. Sprinkler heads should be adjusted or replaced so that they do not spray directly on a sign. This will reduce the need for additional sign maintenance and cleaning caused by hard water elements.

Illumination

Illumination is not preferred unless circumstances at the site require it.

It is recommended that all illuminated signs have their own circuit as specified by the sign manufacturer.

If there is an illumination requirement it is recommended that all power should be run behind the wall and not across the façade with no exposed cables or connections being visible from the exterior. Verify that access behind the wall or through the ground in potential sign locations is accessible for the power run and sign installation. Each circuit should be equipped with a timer at the panel and a photocell at the sign.

Electrical work is outside of the scope of the sign manufacturer—the facility will need to coordinate with an electrician for all new power runs.

Site branding and identity

Our brand identity is the foundation of our sign system, which includes elements of our visual identity, brand strategy, and brand experience.

Our brand foundation

Our brand foundation is the basis of our GE HealthCare sign system. Our sign system is designed as an extension of our visual identity which communicates our optimism, our compassion, and our tireless drive to create a world where healthcare has no limits.

Use the visual identity brand elements as illustrated here in this document to successfully implement our sign system as an extension of our brand identity.



Create a world
where healthcare
has no limits

Our sign system design

The GE HealthCare sign system has a clean and contemporary appearance that focuses on our logo and Compassion Purple, creating a functional and visual interpretation of the GE HealthCare brand that sets the stage for visitors and colleagues alike to experience a clear and meaningful brand experience at our locations.

Functionally, our sign system was selected to reflect our brand and be simple and cost-effective. The brand elements that come together to create our sign system are detailed on the following pages.

For more detailed information about our sign types including basic construction, available sizes, and usage examples see the Sign System section of this document.

Sign family overview



Overview of sign types shown for illustrative purposes only. All sign types shown do not need to be used at every site.

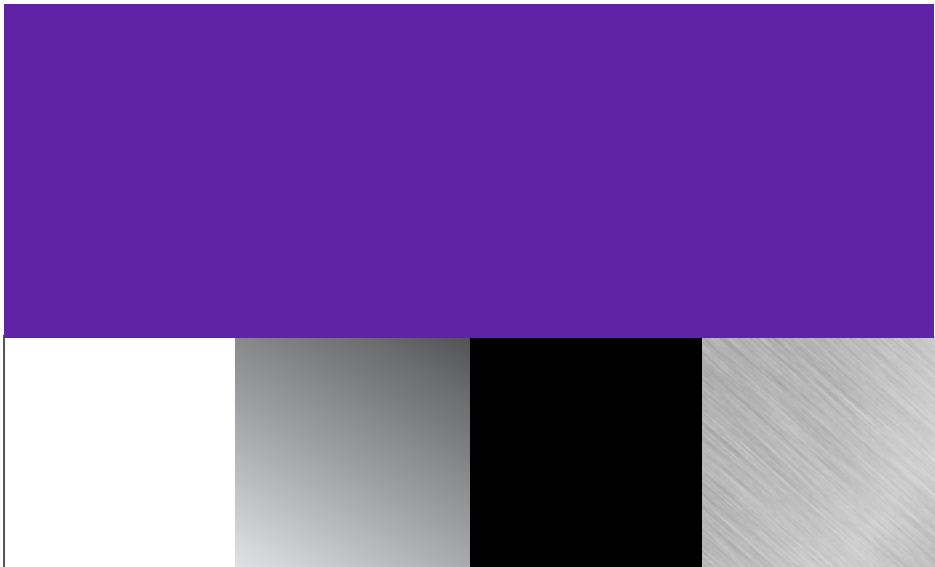
Element overview

These are the visual elements used to create our signage system identity and deliver our thoughtful brand expression through our facility signage. Together they create the illustrative ethos of GE HealthCare.

Logo



Color and materials



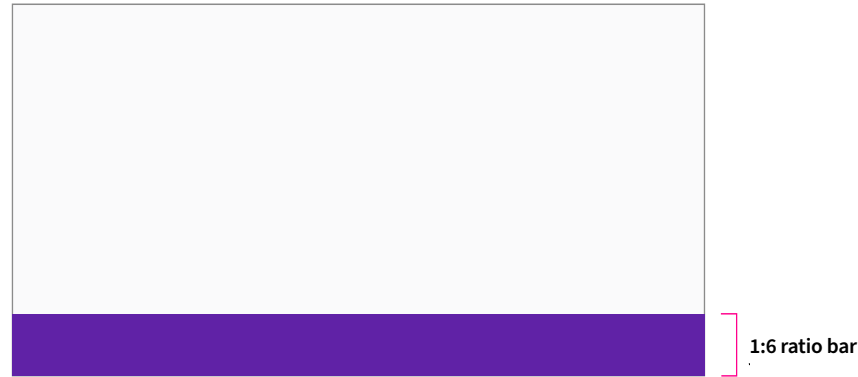
Typography and symbols

Source
Sans Pro
Regular
AaBbCc



Use for all exterior signage applications

Compassion Purple color bar



Our logo

Our logo is the leading brand identifier in the facility sign system. The full logo should appear intact and in its horizontal (primary) version, represented in our Compassion Purple, for all standard sign applications. Never attempt to recreate the logo, use only the approved logo artwork source file formats.

The Monogram and wordmark are a logo lock-up and should never be modified, distorted, or altered in any way. Additionally, the Monogram should never be used separately from the wordmark.

Our stacked logo (not shown here) is to be used only when space constraints prevent the use of the primary horizontal logo. Usage of the vertically stacked logo configuration requires approval by GE HealthCare’s Central Brand Team.



GE Monogram
We retain the GE name and Monogram because they are enduring, global symbols of safety, quality, trust, and innovation.

GE HealthCare

Wordmark
Curved and fluid letterforms demonstrate our focus on patients throughout a seamless and connected journey.

The juxtaposed “e” and “a” in “Health” signify the reciprocal relationship between our people, providers, and patients.

Medial capital
The capital “H” and “C” demonstrate the dependency between better care and better health, and our strategic focus to improve both.

Color
Our signature brand color, Compassion Purple, signals change and creates instant distinction.

Its warmth expresses our confidence and empathy towards better and brighter patient outcomes, and underscores our commitment to our people, providers, and patients.

Logo versions

Horizontal (primary)

The horizontal logo version should be used in all standard exterior sign applications for maximum readability and impact.

Logo clear space

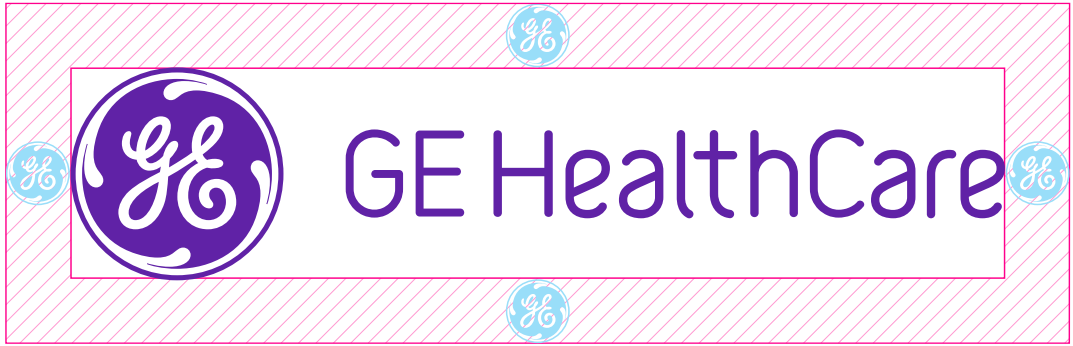
To retain its impact, we keep all versions of our logo prominent and clearly visible by placing them within an area of clear space. It is essential in ensuring our logo remains clear, bold, and easy to recognize without competing visual elements.

In facility signage, the minimum clear space surrounding the logo is 30% of the Monogram height. This has been reduced from the typical 40% as specified in GE HealthCare's Brand Guidelines to maximize the available area on sign faces and architecture.

Horizontal (primary)



Logo minimum clear space for exterior signage



 = 30% height of Monogram

Color and materials overview

Our color palette is informed by the brand strategy and expresses GE HealthCare's identity.

At the core of our color and materials palette for exterior signage is Compassion Purple and white. The use of Compassion Purple is thoughtful and strategic—it establishes brand visibility and ownership and is our primary color, but do not overuse it. It is supported by white and limited applications of metallic silver, black and brushed aluminum.

GE HealthCare's Exterior Signage Design Control Documents specify actual materials and paint match specifications—these materials have been selected to work together based on their physical materials and compound make ups. These specifications should be followed in place of matching the standard color builds as identified in GE HealthCare's Brand Guidelines.

[GE HealthCare's Exterior Signage Design Control Drawings](#)

PRIMARY

Compassion Purple

Compassion Purple should never be used in tints or shades.

SECONDARY

White

Metallic silver

Black

Brushed aluminum

Typography and symbols

Typography

The exterior signage support font used for directional wayfinding and regulatory copy is Source Sans Pro Regular. Regulatory and directional wayfinding copy should be presented in title case, but all other copy should be presented in sentence case.

Source Sans Pro Semi-bold is used sparingly in headlines on regulatory signs with multiple lines of copy and more than two different messages.

Arrows

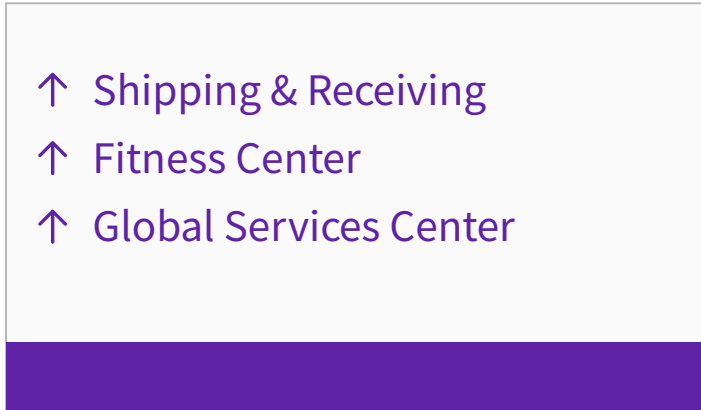
Arrows are available and work with the Source Sans Pro typography. They should only be used in the orientations shown in 45 degree increments. An up-arrow orientation indicates a forward or upward direction. Downward facing arrows should not be used. Never create new arrow configurations other than those shown here.

For information on obtaining licensed fonts or the designed set of arrows, please contact the GE HealthCare's Central Brand Team.

Source Sans Pro Regular is the preferred font for all signage applications

Source
Sans Pro
Regular
AaBbCc

Directional and regulatory signs always use Source Sans Pro Regular in title case



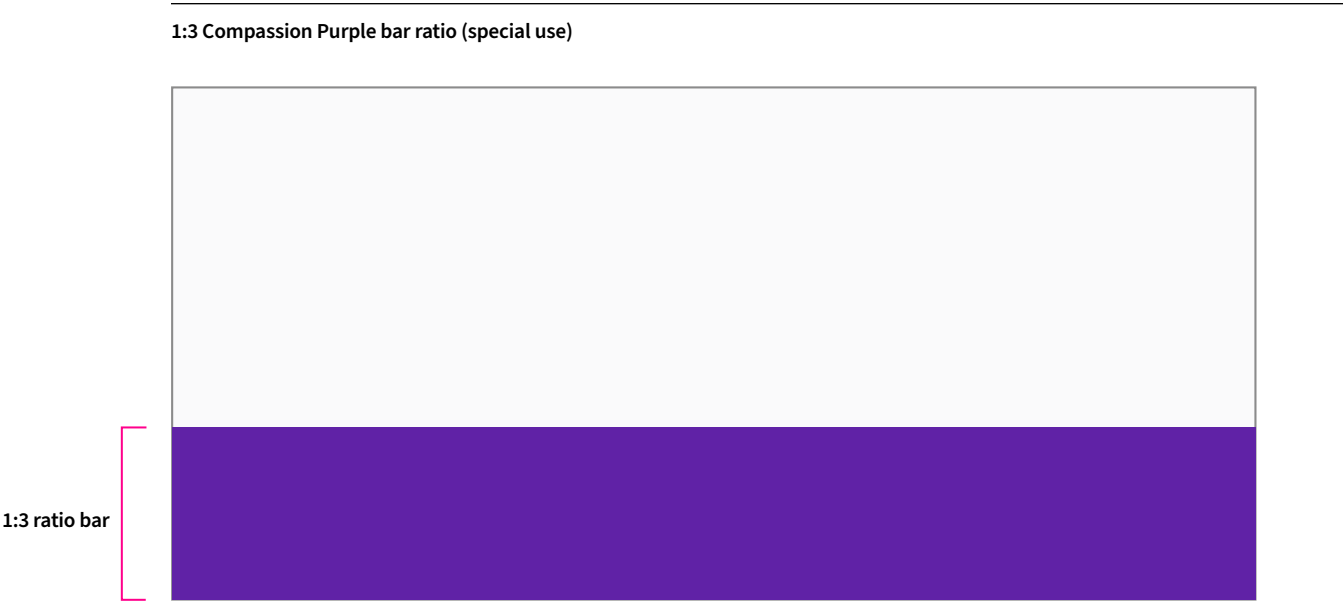
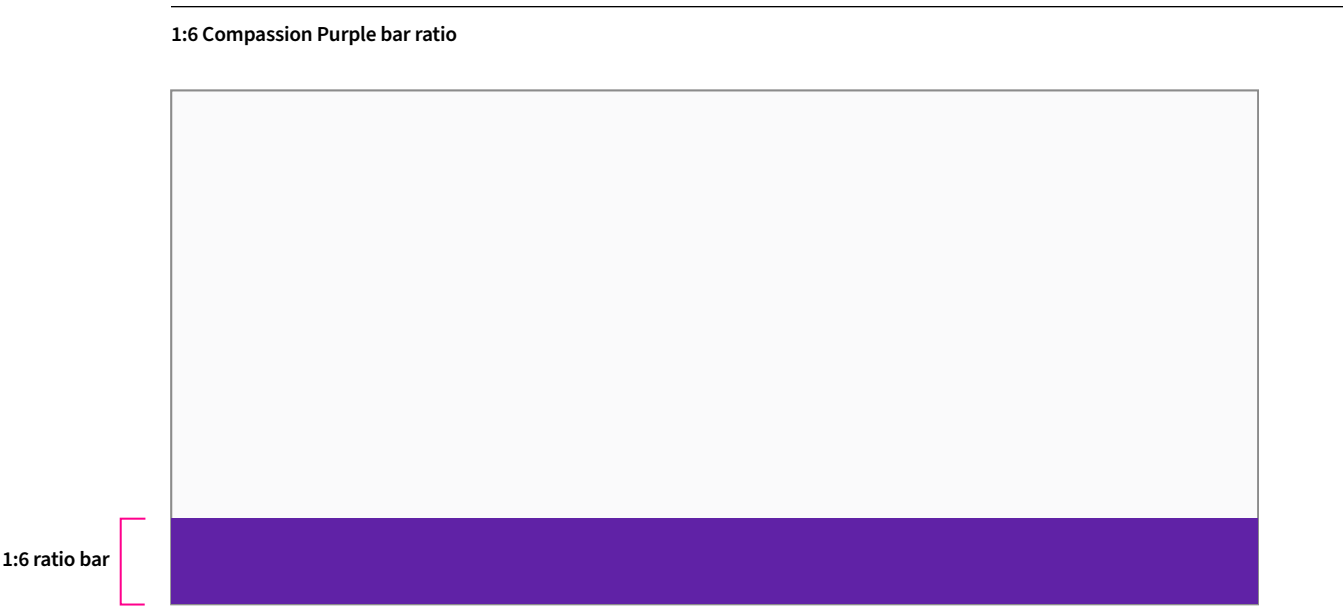
Arrows



Compassion Purple color bar

Based on the six-column grid system detailed in GE HealthCare's Brand Guidelines, our exterior signage design includes a Compassion Purple bar that has a ratio equal to 1:6 the height of the face of the sign. This ratio allows us to apply our distinctive brand elements while maintaining an area suitable for our full-color Compassion Purple logo.

The bar ratio can double in height to 1:3 for special use applications that allow for the addition of an address. This ratio should be used only if an address is required by local fire code.



Sign system

The GE HealthCare sign system is designed as an extension of our visual identity which brings our brand to life across our global sites. It is a cohesive system comprised of a family of sign types to address a variety of facility signage needs and applications.

Preferred primary signs

Preferred primary signage is used to identify our facilities and display our logo. Cost-sensitive and available as both freestanding and wall-mounted signs, they provide solutions for various identification opportunities at our facilities.

Primary monument (non-illuminated)

Key information

The most commonly used freestanding sign for facility identification is the monument sign. These signs are intended to be used along the street frontage or entrance to a facility for the primary identification of the site. Monuments come in a variety of sizes to maximize visibility while meeting code restrictions to square footage allowances and overall height. The sign is reserved for the logo only, no site names or directional information may be applied to these signs.

Signs should be placed where there is no low-lying interference such as shrubs or overgrown landscaping. It is recommended to place it on a concrete pad, a mulch or rock bed, or similar so that there is a perimeter around the sign to protect it from landscaping equipment. Irrigation should be directed away from the sign to reduce the likelihood of water damage and hard water mineral build up on the signs.

Primary monument (non-illuminated)

The primary monument is a non-illuminated sign. This sign is intended to be used in situations where no power currently exists to reduce the cost of installation and site preparation.



6'-0" height monument

5'-0" height monument

4'-0" height monument

3'-0" height monument

Construction details

Sign body

Aluminum sign body to be painted white, semi-gloss finish. All material seams on face to be welded, ground, and finished smooth with no visible seams.

Logo

First surface 3/8" thick applied plate letters painted to match Compassion Purple on white sign face.

Color bar

Color bar to be first surface applied in Compassion Purple vinyl. Band to wrap the entire sign.

Sign base

Removable aluminum sign base cladding for base plate attachment access, painted to match GE Healthcare metallic silver.



Day view



Night view (non-illuminated)

Full details are found in GE Healthcare's Sign Family Control Drawings and have been provided to our preferred implementation partners.

Primary monument with optional address (non-illuminated)

Key information

Local municipality codes sometimes require an address to be displayed on monument signage. In these cases, use the address layout shown here.

Center the address in the 1:3 ratio
Compassion Purple color bar.



Construction details

Sign construction for the primary monument with an optional address matches that of the primary non-illuminated monument described on the previous page.

Address

The sign address is applied to a 1:3 ratio Compassion Purple color bar with opaque white vinyl in the Source Sans Pro Regular font.

Full details are found in GE Healthcare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view

Primary pylon sign (non-illuminated)

Key information

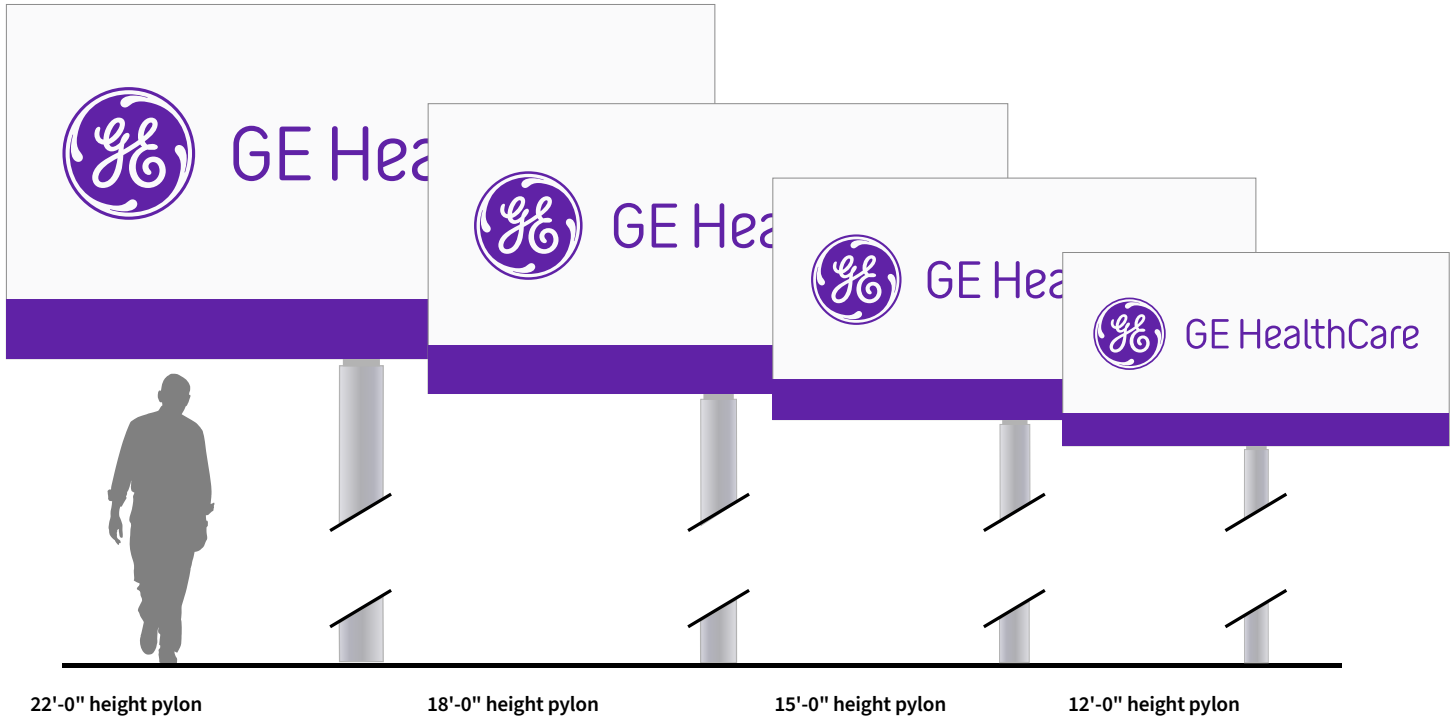
Another freestanding sign for facility identification is the pylon sign. Monument signs are the preferred identification sign, but pylon signs are used in limited situations as a solution to provide long distance visibility and identification along highways and other heavily traveled roads. These should be used only when there is a business rationale for improving distance visibility.

Pylons come in a variety of sizes to maximize visibility while meeting code restrictions to square footage allowances and overall height. The sign is reserved for the logo only; no site names, addresses or directional information may be applied to these signs.

Signs should be placed where there is no high-level interference such as tree canopies blocking the sign face. It is recommended to place it on a concrete pad, a mulch or rock bed, or similar so that there is a perimeter around the sign to protect it from landscaping equipment. Irrigation should be directed away from the sign to reduce the likelihood of water damage and hard water mineral build up on the signs.

Primary pylon (non-illuminated)

The primary pylon is a non-illuminated sign. This sign is intended to be used in situations where no power currently exists to reduce the cost of installation and site preparation.



Construction details

Sign body

Aluminum sign body to be painted white, semi-gloss finish. All material seams on face to be welded, ground, and finished smooth with no visible seams.

Logo

First surface 3/8" thick applied plate letters painted Compassion Purple on white sign face.

Color bar

Color bar to be first surface applied Compassion Purple vinyl. Band to wrap the entire sign.

Sign pole

Round steel structural sign pole for attachment to sign head, painted to match GE HealthCare metallic silver.

Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view (non-illuminated)

Primary branded dimensional letters (non-illuminated)

Key information
Non-illuminated dimensional letters are the preferred building identification sign for sites where power does not already exist. These lettersets will protrude prominently from the wall with clear dimension to each letter, and as such provide clear daytime visibility for distance viewing opportunities like building or entrance identification on the exterior of a facility, or close viewing opportunities such as behind a reception desk on the interior of a facility. Dimensional letters come in a variety of sizes to maximize visibility while meeting code requirements and building conditions.

In addition to size options, dimensional letters come in two color options for exterior use, Compassion Purple and white, to contrast building backgrounds and patterns. See the "Letterset color and background visualization" page for examples of acceptable background tones.

An additional brushed aluminum finish letterset is provided for use on interior walls only. Brushed aluminum frequently pairs better with interior finishes than a purple or white letterset will. Consider using a brushed aluminum letterset behind reception desks or in a main lobby or entrance.

Compassion Purple (non-illuminated)
These dimensional letters are intended to be used on lighter to medium tone backgrounds with subtle or no material patterns. Dimensional letters are intended for larger applications and range in 6” to 12” increments between 2’-0” to 8’-0”.

White (non-illuminated)
These dimensional letters are intended for use on medium to dark tone backgrounds or sites with heavy dark patterns. Dimensional letters are intended for larger applications and range in 6” to 12” increments between 2’-0” to 8’-0”.

Brushed aluminum (non-illuminated)
INTERIOR USE ONLY
These dimensional letters are intended for use on all background tones and textures. Dimensional letters are intended for larger applications and range in 6” to 12” increments between 2’-0” to 8’-0”.

Construction details
Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view (non-illuminated)



Day view



Night view (non-illuminated)



Day view



Night view (non-illuminated)

Primary branded plate letters (non-illuminated)

Key information

Non-illuminated plate letters are another version of building identification best used for smaller signage needs at sites where power does not already exist. On the exterior, plate lettersets should be used to indicate entrances or buildings with short viewing distances. On the interior, plate lettersets are typically presented in reception lobbies or, in limited applications, inside large conference or board rooms. These lettersets are made from aluminum, typically less than an inch thick, and provide clear daytime visibility for up close viewing. Plate letters come in a variety of sizes to maximize visibility while meeting code requirements and building conditions.

In addition to size options, plate letters come in two color options for exterior use, Compassion Purple and white, to contrast building backgrounds and patterns. See the "Letterset color and background visualization" page for examples of acceptable background tones.

An additional brushed aluminum finish letterset is provided for use on interior walls only. Brushed aluminum frequently pairs better with interior finishes than a purple or white letterset will. Consider using a brushed aluminum letterset behind reception desks or in a main lobby or entrance.

Compassion Purple (non-illuminated)

These plate letters are intended to be used on lighter to medium tone backgrounds with subtle or no material patterns. Plate letters are intended for smaller applications and range in size between 8” to 24”.

White (non-illuminated)

These plate letters are intended for use on medium to dark tone backgrounds or sites with heavy dark patterns. Plate letters are intended for smaller applications and range in size between 8” to 24”.

Brushed aluminum (non-illuminated) INTERIOR USE ONLY

These plate letters are intended for use on all background tones and textures. Plate letters are intended for smaller applications and range in size between 8” to 24”.

Construction details

Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view (non-illuminated)



Day view



Night view (non-illuminated)



Day view



Night view (non-illuminated)

Alternate primary signs

Our alternate primary signs are illuminated versions of our preferred primary signs. Use them where power is already present or if a specific need for an illuminated sign is identified at your site. Work with GE HealthCare's Central Brand Team to determine if an illuminated primary sign is necessary.

Alternate monument (illuminated)

Key information

While the non-illuminated monument is preferred, an internally illuminated monument sign is available as an alternate option. The use of this sign is intended for locations where power is already present, so there are no additional installation costs associated with pulling power to the sign location. If a facility feels that an illuminated sign is necessary, but no power currently exists, the site will be responsible to have power pulled to within 8’-0” of the sign location. A power run will be an additional cost to the site and must be coordinated with an electrician sourced by the facility itself. Coordination of the power requirement for the sign will need to be communicated with the sign manufacturer as well.

Alternative monument (illuminated)

The alternative monument uses internal illumination where the logo will face- and halo-illuminate against the sign face.



6'-0" height monument

5'-0" height monument

4'-0" height monument

3'-0" height monument

Construction details

Sign body

Routed aluminum sign body to be painted white, semi-gloss finish. All material seams on face to be welded, ground, and finished smooth with no visible seams.

Logo

1/2” thick clear acrylic push-through logo with mill finished edges. First surface film decorated with translucent Compassion Purple film.

Color bar

Color bar to be first surface applied Compassion Purple vinyl. Band to wrap the entire sign.

Illumination

Logo elements to face illuminate Compassion Purple with halo illumination spilling onto sign face from character edges.

Sign base

Removable aluminum sign base cladding for base plate attachment access, painted to match GE Healthcare metallic silver.

Full details are found in GE Healthcare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view (illuminated)

Alternate monument with optional address (illuminated)

Key information

Local municipality codes sometimes require an address to be displayed on monument signage. In these cases, use the address layout shown here.

Center the address in the 1:3 ratio
Compassion Purple color bar.



6'-0" height monument 5'-0" height monument 4'-0" height monument 3'-0" height monument

Construction details

Sign construction for the alternate monument with an optional address matches that of the alternate illuminated monument described on the previous page.

Address

Address in the Source Sans Pro Regular font to be flushed-in white acrylic copy and will face illuminate white.

Full details are found in GE Healthcare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view

Alternate pylon sign (illuminated)

Key information

While the non-illuminated pylon is preferred, an internally illuminated pylon sign is available as an alternate option. The use of this sign is intended for locations where power is already present, so there are no additional installation costs associated with pulling power to the sign location. If a facility feels that an illuminated sign is necessary, but no power currently exists, the site will be responsible to have power pulled to within 8’-0” of the sign location. A power run will be an additional cost to the site and must be coordinated with an electrician sourced by the facility itself. Coordination of the power requirement for the sign will need to be communicated with the sign manufacturer as well.

Alternative pylon (illuminated)

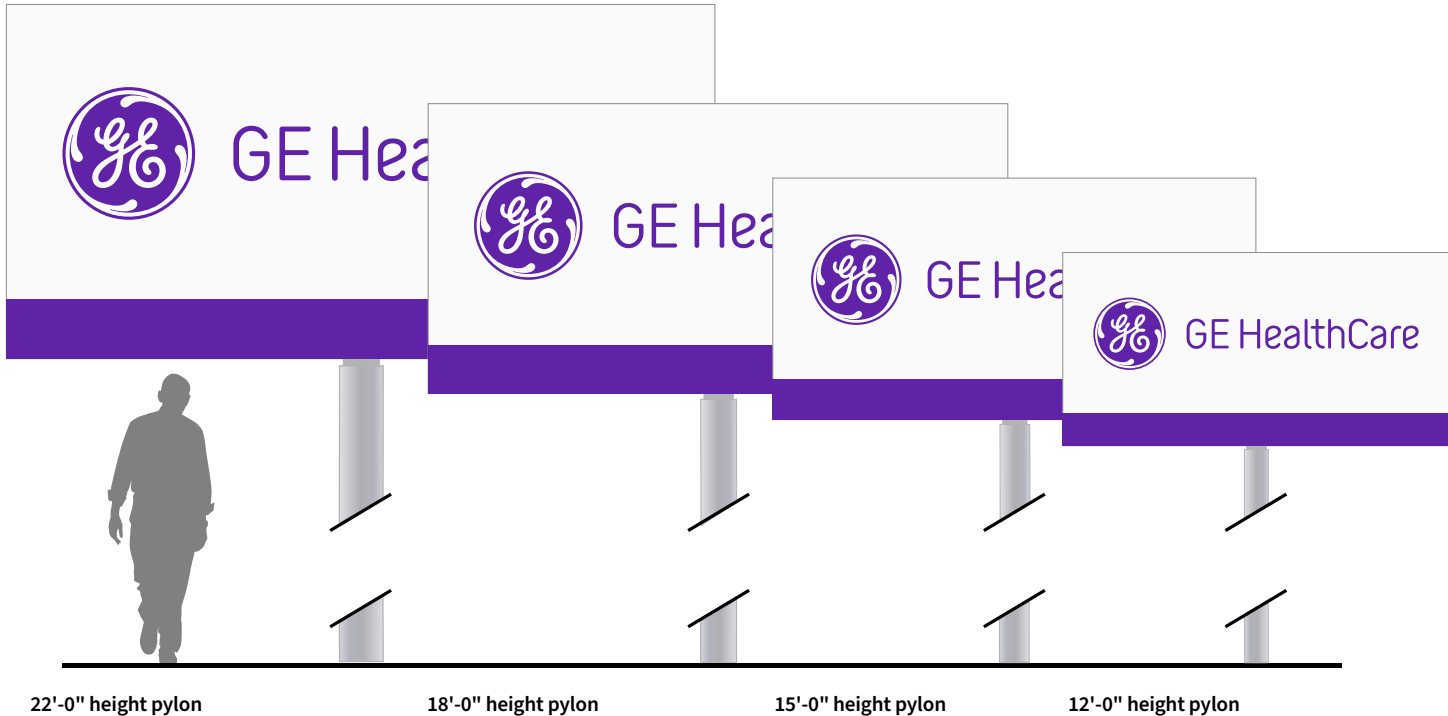
The alternative pylon uses internal illumination to fully illuminate the face of the sign.

The construction of illuminated pylons differs from illuminated monuments. They are constructed using a flex-face material to maximize cost efficiency and to allow the entire face to illuminate, improving their long-distance visibility.

Construction details

- Sign head**
Sign head to be fabricated with an aluminum flex face extrusion system and a white flex face material.
- Logo**
First surface vinyl-applied logo to match Compassion Purple on white sign face.
- Color bar**
Color bar to be first surface applied Compassion Purple vinyl. Band to wrap the entire sign.
- Illumination**
Sign to have full face illumination.
- Sign pole**
Round steel structural sign pole for attachment to sign head, painted to match GE HealthCare metallic silver.

Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view (illuminated)

Alternate branded channel letters (illuminated)

Key information

Illuminated channel letters are the preferred building identification sign for sites where night visibility is a key requirement and power already exists.

These lettersets provide clear daytime and nighttime visibility for close and distance viewing. Channel letters come in a variety of sizes to maximize visibility while meeting code requirements and building conditions.

In addition to size options, channel letters come in two color options for exterior use, Compassion Purple and white, to contrast building backgrounds and patterns. See the "Letterset color and background visualization" page for examples of acceptable background tones.

A brushed aluminum finish version of this sign is not available because these are illuminated signs and should not be used on the interior—brushed aluminum finish lettersets are only used in interior applications.

Compassion Purple (illuminated)

These channel letters are intended to be used on lighter to medium tone backgrounds with subtle or no material patterns. Channel letters are intended for larger applications and range in 6” to 12” increments between 2’-0” to 8’-0”.

If a facility feels that illuminated channel letters are necessary for better nighttime visibility, but no power currently exists, the site will be responsible to have power pulled to within 8’-0” of the sign location. A power run will be an additional cost to the site. Coordination of the power requirement for the sign will need to be coordinated with the sign manufacturer. The site will also need to verify that there is access behind the wall to install and wire the letters from behind.

White (illuminated)

These channel letters are intended for use on medium to dark tone backgrounds or sites with heavy dark patterns. Channel letters are intended for larger applications and range in 6” to 12” increments between 2’-0” to 8’-0”.

If a facility feels that illuminated channel letters are necessary for better nighttime visibility, but no power currently exists, the site will be responsible to have power pulled to within 8’-0” of the sign location. A power run will be an additional cost to the site. Coordination of the power requirement for the sign will need to be coordinated with the sign manufacturer. The site will also need to verify that there is access behind the wall to install and wire the letters from behind.

Construction details

Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view (illuminated)



Day view



Night view (illuminated)

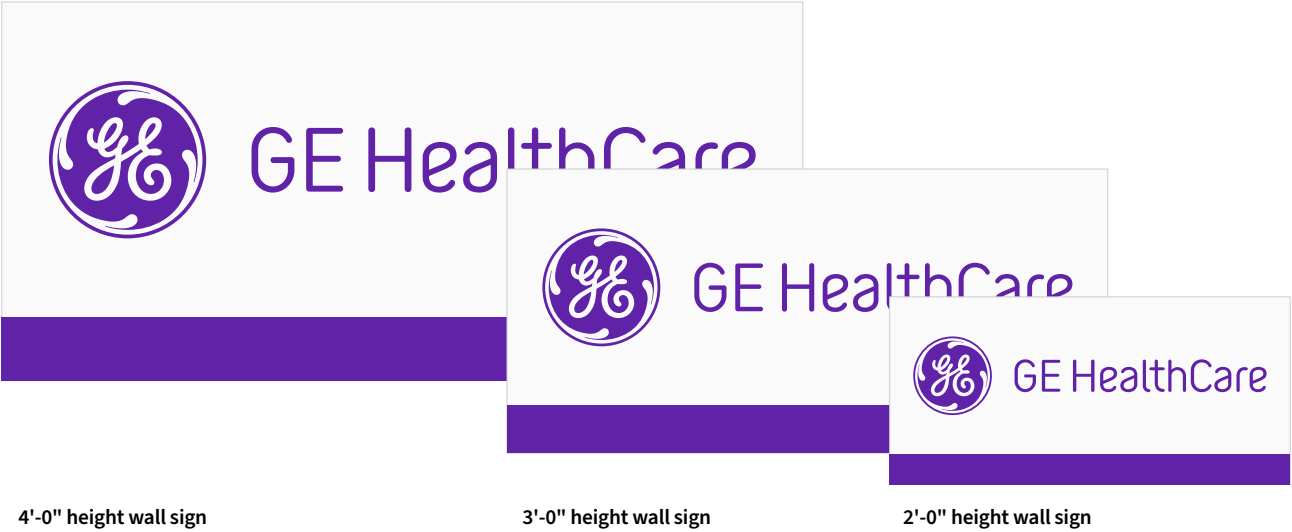
Alternate wall sign (illuminated)

Key information

While the non-illuminated wall sign is preferred, an internally illuminated wall sign is available as an alternate option. The use of this sign is intended for locations where power is already present, so there are no additional installation costs associated with pulling power to the sign location. If a facility feels that an illuminated sign is necessary, but no power currently exists, the site will be responsible to have power pulled to within 8’-0” of the sign location. A power run will be an additional cost to the site and must be coordinated with an electrician sourced by the facility itself. Coordination of the power requirement for the sign will need to be communicated with the sign manufacturer as well.

Alternate wall sign (illuminated)

The alternate wall sign uses internal illumination where the logo will face- and halo-illuminate against the sign face.



Construction details

Sign body
Routed aluminum sign body to be painted white, semi-gloss finish. All material seams on face to be welded, ground, and finished smooth with no visible seams.

Logo
1/2" thick clear acrylic push-through logo with mill finished edges. First surface film decorated with translucent Compassion Purple film.

Color bar
Color bar to be first surface applied Compassion Purple vinyl. Band to wrap the entire sign.

Illumination
Logo elements to face illuminate Compassion Purple with halo illumination spilling onto sign face from character edges.

Full details are found in the GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Day view



Night view

Secondary signs

Secondary signs are used to support our primary signs by communicating wayfinding and parking information and on-site regulations that are required to be posted. They help to move traffic around our facilities providing clear and concise direction.

Non-branded letters

Key information

Non-branded letters for secondary information are available as non-illuminated dimensional or plate letter applications—these exist to provide secondary information such as a identifying building names, addresses, wing names, or entrances. Never type out the name GE HealthCare in a non-branded letterset sign type.

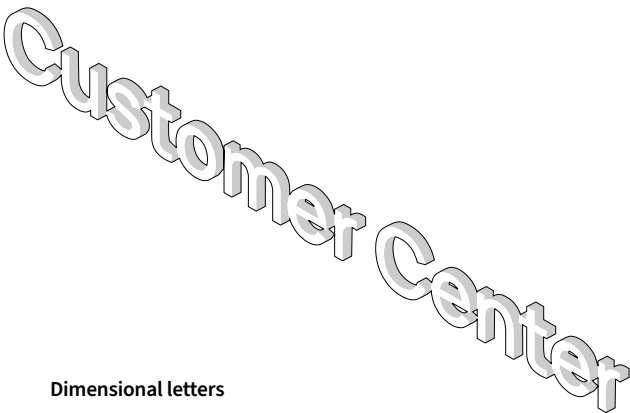
Similar to the branded versions of both sign types, these lettersets are constructed from aluminum and come in a variety of sizes to maximize visibility while meeting code requirements and building conditions. The dimensional letters have more depth and are available at bigger sizes making them better for distance viewing and high-impact applications. The plate letters are thinner and therefore better for smaller signage needs.

In addition to size options, both lettersets come in two color options, white and brushed aluminum, to contrast various backgrounds and patterns. Unlike their branded counterparts, non-branded brushed aluminum and white lettersets can be used in both exterior and interior applications. Background color will always be the primary dictator for which color to use, but consider matching the secondary letterset finish to the primary branded letterset finish whenever possible. If complementing a Compassion Purple letterset, both finishes are acceptable. See the "Letterset color and background visualization" page for examples of acceptable background tones—these suggestions apply to both branded and non-branded lettersets.

As these lettersets are for non-branded information only, Compassion Purple is not a color option.

White (non-illuminated)

Dimensional and plate letters are intended for interior and exterior use based on the application. These letters range in size between 6” to 24”.



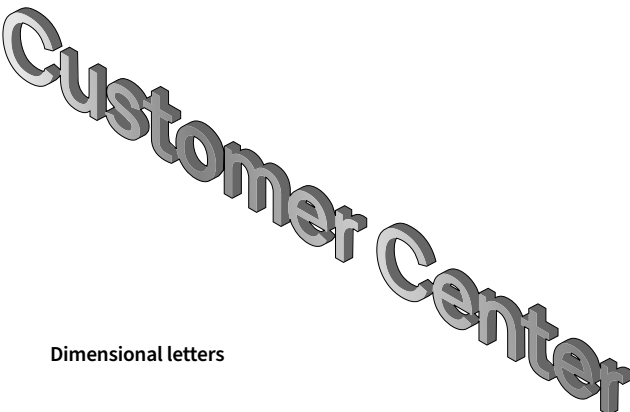
Dimensional letters



Plate letters

Brushed aluminum (non-illuminated)

Dimensional and plate letters are intended for interior and exterior use depending on the application. These letters range in size between 6” to 24”.



Dimensional letters



Plate letters

Construction details

Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.

Freestanding directionals (non-illuminated)

Key information

Freestanding directional signs are non-illuminated signs that display wayfinding information to guide visitors to our facilities. These signs support the primary identification signs in the site navigation process with Compassion Purple copy and graphic elements. Copy can be displayed on just one side, or both. The blank side should be white without a logo. The Compassion Purple color band will be displayed on the blank side.

Directional signs are provided in both branded and non-branded formats. Use branded directionals along street frontages and access points to our campuses to help identify the site as owned by GE HealthCare, while still communicating wayfinding information. Non-branded directionals can then be used throughout the site once the user is aware that they are on a GE HealthCare property. Non-branded directionals may also be required by municipalities, so they will function in place of branded directionals should those not be feasible for any reason.

Wayfinding messaging should be displayed in a clear and direct way using concise information. Position these signs at decision points along the wayfinding path of travel. On the branded sign, the message baseline starts one-third of the height of the sign body down from the top of the sign, providing room for the logo. On the non-branded sign, messaging starts one-fourth of the height of the sign body down from the top of the sign. If messaging exceeds the space provided by the standard layout, a modified layout designed for extra copy is available. Use a non-branded directional and start the copy baseline higher up on the sign: specifically, one-eighth of the height of the sign body down from the top. See the extra copy layout shown on this page.

The applications section of this document will illustrate use examples of our directional sign types.

Freestanding directional (non-illuminated)

Branded and non-branded directionals for use in assisting visitors with site navigation. Use branded directionals for street- and gate-facing applications and non-branded directionals on the campus interior.

Construction details

Sign body

Aluminum sign body to be painted white, semi-gloss finish. All material seams on face to be welded, ground, and finished smooth with no visible seams.

Logo and copy

First surface applied Compassion Purple vinyl on white sign face.

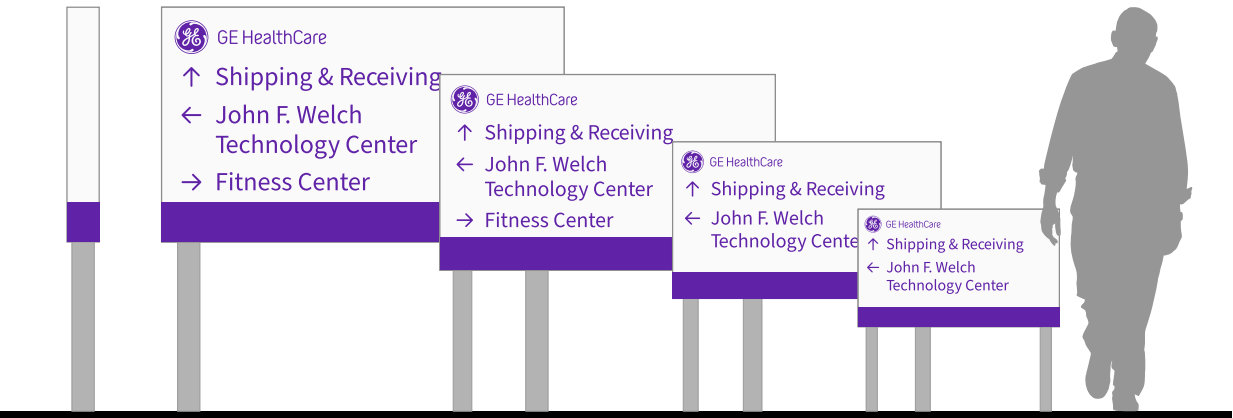
Color bar

Color bar to be first surface applied Compassion Purple vinyl. Band to wrap the entire sign.

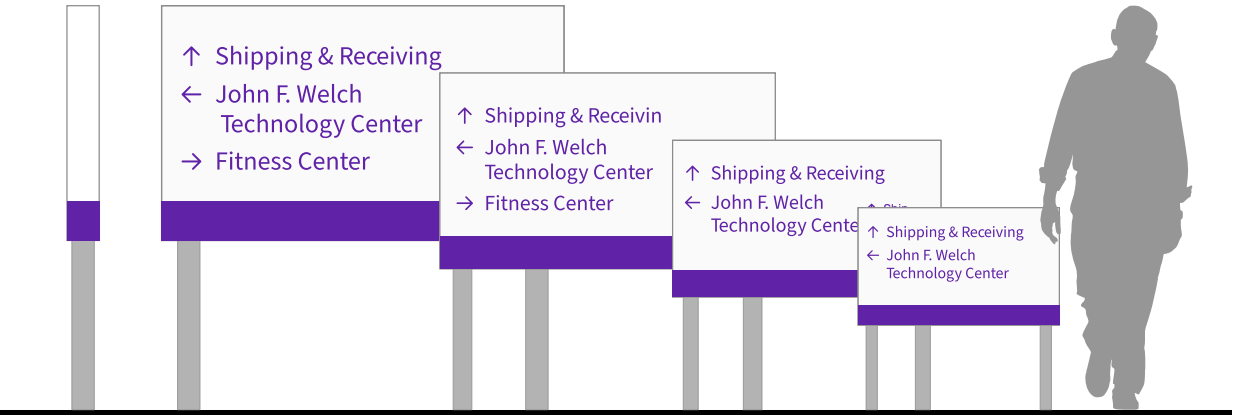
Sign posts

Posts to be square aluminum tubing painted to match silver. Set posts directly in concrete.

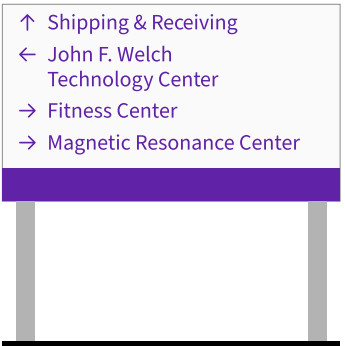
Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



side view 6'-0" height directional sign 3" copy 5'-0" height directional sign 2 3/4" copy 4'-0" height directional sign 2 1/2" copy 3'-0" height directional sign 2" copy



side view 6'-0" height directional sign 3" copy 5'-0" height directional sign 2 3/4" copy 4'-0" height directional sign 2 1/2" copy 3'-0" height directional sign 2" copy



Extra copy layout, typical for all directional sizes.

Wall-mounted directionals (non-illuminated)

Key information

Wall-mounted directional signs are non-illuminated signs that display wayfinding information to guide visitors to our facilities. These signs support the primary identification signs in the site navigation process with Compassion Purple copy and graphic elements. These are the only wall-mounted signs in our sign system that allow for wayfinding messages.

Directional signs are provided in both branded and non-branded formats. Use branded directionals gate entrances and access points with an adjacent wall to help identify the site as a GE HealthCare site. Non-branded directionals can then be used throughout the site once the user is aware that they are on a GE HealthCare property.

Wayfinding messaging should be displayed in a clear and direct way using concise information. Position these signs at decision points along the wayfinding path of travel. On the branded sign, the message baseline starts one-third of the height of the sign body down from the top of the sign, providing room for the logo. On the non-branded sign, messaging starts one-fourth of the height of the sign body down from the top of the sign. If messaging exceeds the space provided by the standard layout, a modified layout designed for extra copy is available. Use a non-branded directional and start the copy baseline higher up on the sign: specifically, one-eighth of the height of the sign body down from the top. See the extra copy layout shown on this page.

The applications section of this document will illustrate use examples of our directional sign types.

Wall-mounted directional (non-illuminated)

Branded and non-branded directionals for use in assisting visitors with site navigation. Use branded directionals for street- and gate-facing applications and non-branded directionals on the campus interior.

Construction details

Sign body

Aluminum sign body to be painted white, semi-gloss finish. All material seams on face to be welded, ground, and finished smooth with no visible seams.

Logo and copy

First surface applied Compassion Purple vinyl on white sign face.

Color bar

Color bar to be first surface applied Compassion Purple vinyl along bottom of sign face.

Attachment

Signs attach to walls or fences with threaded welded studs.

Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Door vinyls

Key information

Door vinyls are available for application to entrance doors when entering a GE HealthCare space for the first time. The primary use of the sign types shown here is on exterior doors, but there may be some conditions where an interior application of this sign type is acceptable, such as an entrance door to GE HealthCare offices within a shared building.

Use the branded door vinyl to reinforce GE HealthCare's presence and assist visitors with wayfinding to key entrances at our facilities. Consider using the door vinyl with support copy when needed to reinforce specifics about an entrance or destination. The non-branded door vinyl is best used on secondary entrances or doors that should not be used by visitors.

Door vinyl lettering is to be white and applied to the exterior surface of the glass rather than the interior surface where glass tints might interfere with legibility. If double doors are present, install the vinyl on the right-hand door as seen by an approaching visitor. Do not install on both doors of a double-door, or on multiple doors.

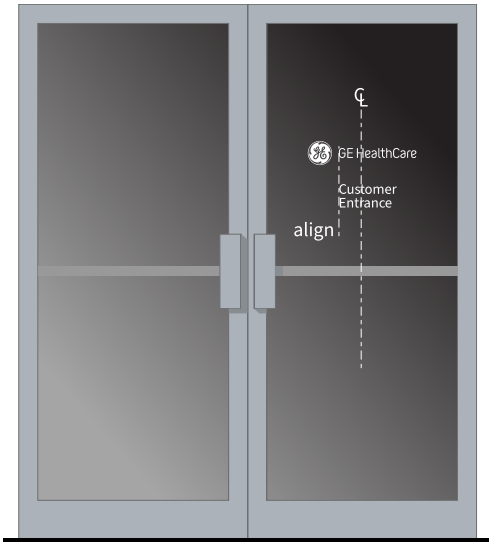
Door vinyl

Branded and non-branded door vinyls are used to denote GE HealthCare entrances and/or provide information to visitors or employees.

Logo, glyphs and text are to be centered on the glass. Support type, like Customer Entrance in the example is aligned with GE HealthCare text above.



Brand ID vinyl



Brand ID with support copy vinyl

Construction details

Logo

Apply opaque white film to the first-surface of the glass.

Support copy

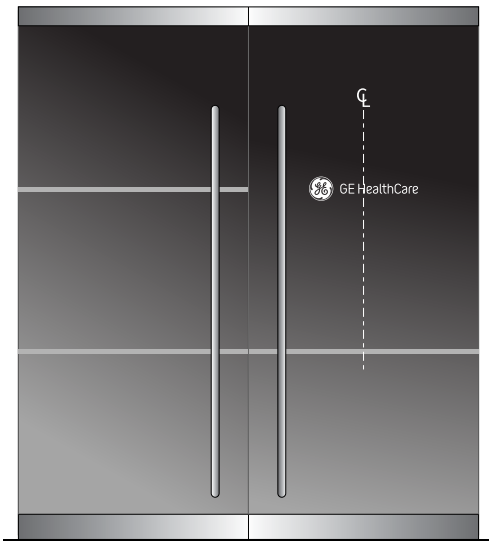
Apply opaque white film to the first-surface of the glass.

Typeface is Source Sans Pro Regular. Messages will vary.

Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Support copy only vinyl



Brand ID with safety vinyl

Regulatory signs

Key information

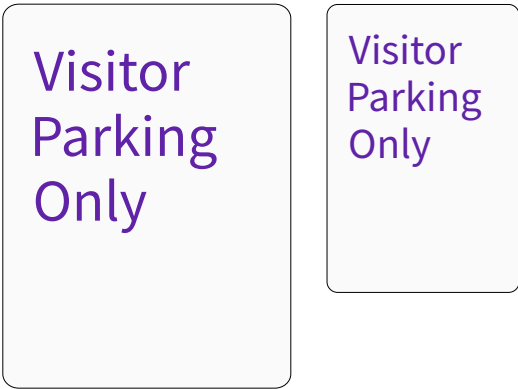
Regulatory signs come in pole-mounted and wall- or fence-mounted options. There are multiple sizes for visibility and space needs. These signs display customized messages determined on a site-by-site basis. They should not be used for traffic regulations; use standard DOT type signs for these needs.

Standard messages may include, but are not limited to, Visitor Parking, Reserved Parking, EV Parking, etc., and can include support information such as time limits, safety information or other similar support copy. If necessary, support copy can reduce in size. All copy should be in Source Sans Pro Regular.

When identifying accessible parking spaces, standard accessible parking signs should be ordered and installed.



2'-0" height and 1'-6" height regulatory pole signs



2'-0" height and 1'-6" height wall- or fence-mounted regulatory signs

Construction details

Sign face
Aluminum sign face to be painted white, semi-gloss finish.

Copy
First surface applied Compassion Purple vinyl on white sign face.

Sign posts
Posts to be square aluminum tubing painted to match GE HealthCare silver. Set posts directly in concrete.

Attachment
Signs attach to walls or fences with threaded welded studs on back of sign face. Do not use fasteners through the face of the sign under any condition.

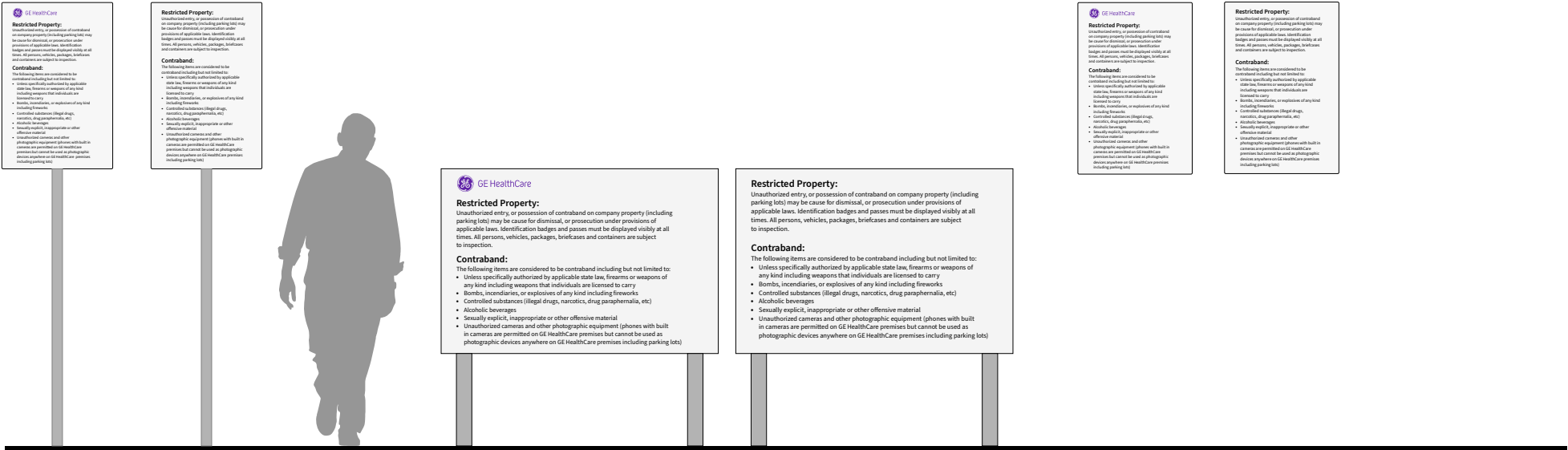
Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.

Regulation signs

Key information

Freestanding or wall-mounted regulation signs are non-illuminated signs that display legally required regulations specific to the site . Before fabricating and installing first ensure there is an actual government or state requirement. These differ from our regulatory signs because these are intended to display text-heavy messages that are legally required. Confirm messaging before installation. Most copy should be in Source Sans Pro Regular, but Source Sans Pro SemiBold is permitted as a header when necessary.

Regulation signs are provided in both branded and non-branded formats. Use branded regulations at gate entrances and access points to GE HealthCare sites. Non-branded regulations are used near building entrances where regulations are required to be posted, but presence on a GE HealthCare property has already been established. See the applications section for examples of where to place a regulation sign type.



3'-0" height pole signs

3'-4" height post and panel signs

3'-0" height wall- or fence-mounted regulation signs

Construction details

Sign body

Aluminum sign body to be painted white, semi-gloss finish. All material seams on face to be welded, ground, and finished smooth with no visible seams.

Logo

First surface applied Compassion Purple vinyl on white sign face.

Copy

Copy to be first surface applied black vinyl.

Sign posts

Posts to be square aluminum tubing painted to match GE HealthCare silver. Set posts directly in concrete.

Attachment

Signs attach to walls or fences with threaded welded studs on back of sign face. Do not use fasteners through the face of the sign under any condition.

Full details are found in GE HealthCare's Sign Family Control Drawings and have been provided to our preferred implementation partners.



Close-up of copy on regulation signs showing use of Source Sans Pro SemiBold as a header and with messages written in sentence case

Reface rules

We may not always be able to replace our existing signage with brand new signage. In these cases, our reface rules will guide you through updating existing signage in a way that reflects our new sign family and the GE HealthCare brand identity.

Reface existing signage

While it is preferred that we replace old signage with our new signage whenever possible, there are several instances where we cannot or should not do so. Examples include shared tenant signage, signage controlled by the property owner, or legacy signage (meaning removing the old sign will result in a smaller and less impactful new sign due to changes in code)—all of these are reasons why we may have to reface a sign in lieu of replacing the signage completely.

Typically, sign faces with outdated logos or information can be removed and replaced with a new sign face, while keeping the structure intact. It is best practice to fabricate the sign face using matching materials and techniques to mimic the existing. Doing so will maintain the original look and feel of the sign. It is also best practice to update the electrical components of the sign and restore the original sign structure to like-new conditions.

To apply our logo to a reface, it is preferred to center the primary horizontal logo on a white sign face just like on our primary signage, maintaining the signage clear space around the logo. If possible, incorporate the Compassion Purple color bar as well. If a dark color field is required by a property owner or code, use the white logo (with prior approval from the GE HealthCare Central Brand Team). Never use the Monogram by itself; the full lock-up must always be used.

Any refaced directional or regulatory signs should match the standards set by our directional sign type and by the examples shown here. Set typography in title case and use only the approved Source Sans Pro Regular type face, arrows, and symbols for messages on refaced signage unless required to use something different by code or property owner.

Acceptable reface examples are shown here for reference.

Reface examples
Follow all logo and copy layout standards for size and clearspace



Existing monument



Refaced monument:
The existing sign structure remains intact, but the sign face is refaced to reflect the design of our new monument sign types.



Existing directional



Refaced directional:
The existing sign structure remains intact, but the sign face is refaced to reflect the design of our new directional sign type.

Multi-tenant reface examples
All of these examples are approved, but preferred in order from left to right.

Follow all logo signage standards for size and clearspace

Commercial Center			
 GE HealthCare	tenant		
tenant	tenant		
tenant	tenant		

Like on our primary signage, the logo should be used in its primary horizontal configuration. The logo in compassion purple on a white background is the preferred application.

Commercial Center			
 GE HealthCare	tenant		
tenant	tenant		
tenant	tenant		

If a dark background is required, the white logo should be used in its primary horizontal configuration.

Commercial Center			
 GE HealthCare	tenant		
tenant	tenant		
tenant	tenant		

If our primary logo in Compassion Purple is not permitted by local ordinance or the property owner, a horizontal black logo is permissible.

Applications

Planning exterior signs for GE HealthCare locations requires decision making and understanding about how to use the various sign types available. Use this section as a guide to better understand and simplify the process.

Logic and planning

Using our signage effectively requires intention about where we place our signage. Understanding the relationships between site layouts and user circulation is key to applying our GE HealthCare sign family correctly. This section provides a general framework which can guide decision-making and finding solutions for site-specific needs.

Wayfinding and signage at a large facility

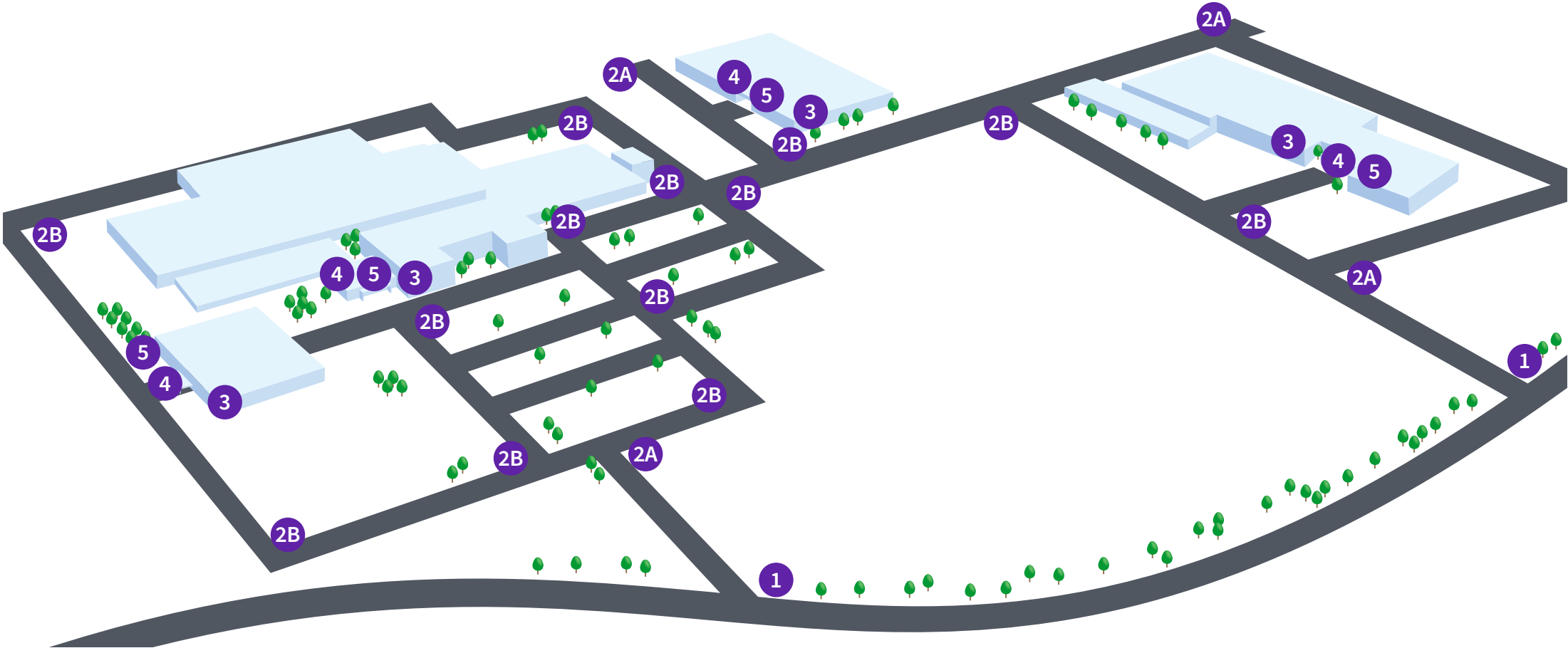
At larger facilities with multiple entrances and services, careful planning is essential. An understanding of the site layout, circulation, and decision points is crucial.

As visitors and employees approach the property, strategically placed monument signs at primary entrances is often the first point of visibility. Key considerations include the directions from which vehicles typically arrive, site lines, and potential visual obstructions like trees or other buildings. A pylon could be a solution if it is placed in a location that serves as both an entrance indicator and as an indicator to nearby highway traffic.

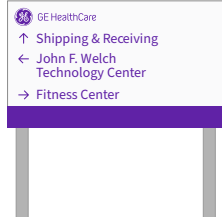
A large facility campus can consist of several buildings and sits on a large parcel of land. With greater building quantity and space, placing branded directionals at campus corners, not just at entrances, can greatly assist in finding the right entrance.

Additional non-branded directional signs within the campus interior are vital for navigating a complex environment.

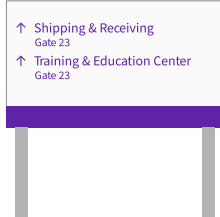
Building entrances, identified with wall-attached addresses and branded lettersets, in addition to branded main entrance doors, reassure visitors that they have successfully navigated to their destination.



1 Monument sign



2A Branded directional sign



2B Non-branded directional sign



3 Building address or building name letterset



4 Branded entrance signage



5 Branded entrance vinyl

Wayfinding and signage at a small facility

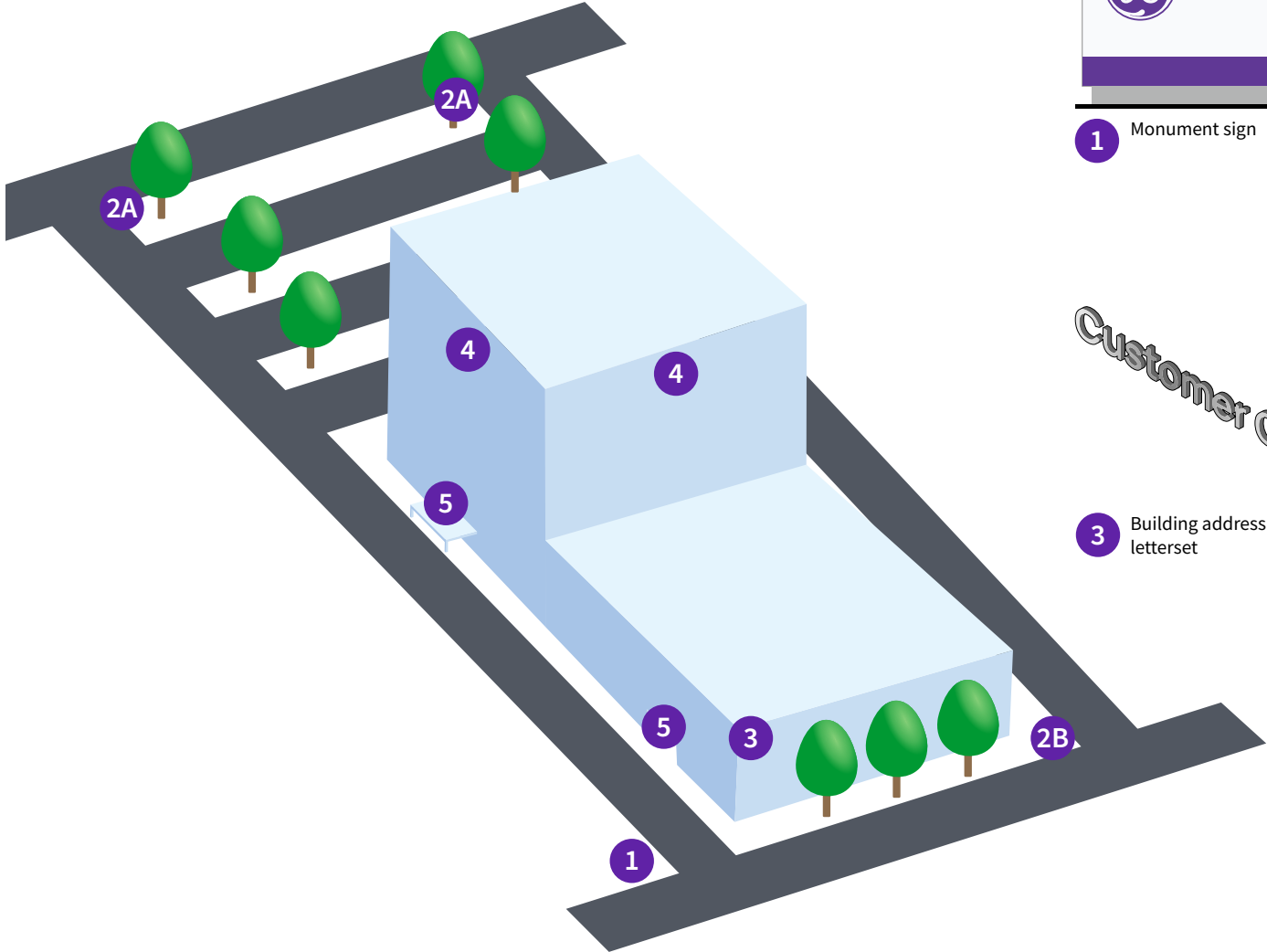
Like at a large facility, understanding site lines and visibility is crucial when planning wayfinding and signage at a smaller facility. The brand should be clearly visible and face approaching vehicles.

Pylons and monuments are excellent choices for identifying the primary entrance. Often times one of these sign types is sufficient at a smaller location, but two or more may be necessary. These signs should be positioned perpendicular to traffic.

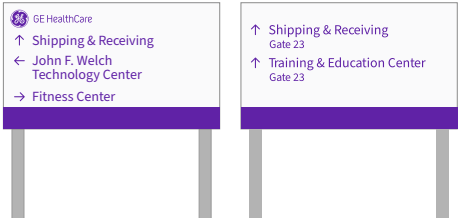
Consider installing GE HealthCare letters at the top of the building positioned in a clearly visible location that provides building identification from a distance.

Secondary entrances can be effectively identified with simpler branded directional signs. Like on larger campuses, use non-branded signs once it is established that a visitor is now at a GE HealthCare facility.

Building entrances, identified with wall-attached letters and branded doors, reassure visitors that they have successfully navigated to their destination. This branding and labeling contribute to a clear and reassuring experience for individuals arriving at the facility.



1 Monument sign



2A Branded directional sign

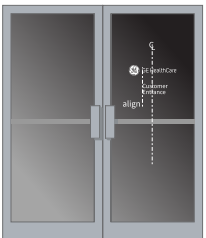
2B Non-branded directional sign



3 Building address letterset



4 Branded illuminated channel letters



5 Branded entrance signage with support copy

Using different sign types

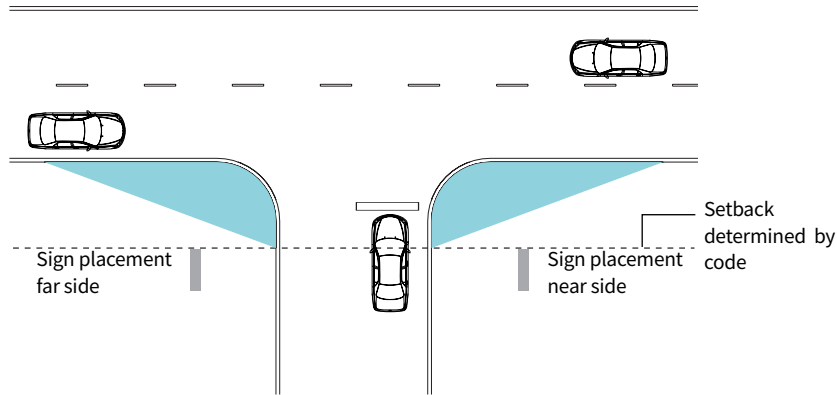
Our signs are part of a cohesive experience for branding, identification, and navigation and as such they must fit within the environment meet all national and local codes and ordinances. Follow the general usage tips for our various sign types detailed in this section to ensure our signs are used in a way that satisfies all of these requirements.

Using freestanding ground signs

Freestanding signs such as monuments, pylons, and freestanding directionals should be located to meet all setback requirements imposed by the local municipality and be installed within the property lines of the site. A setback line is the minimum distance a structure must be from a property line.

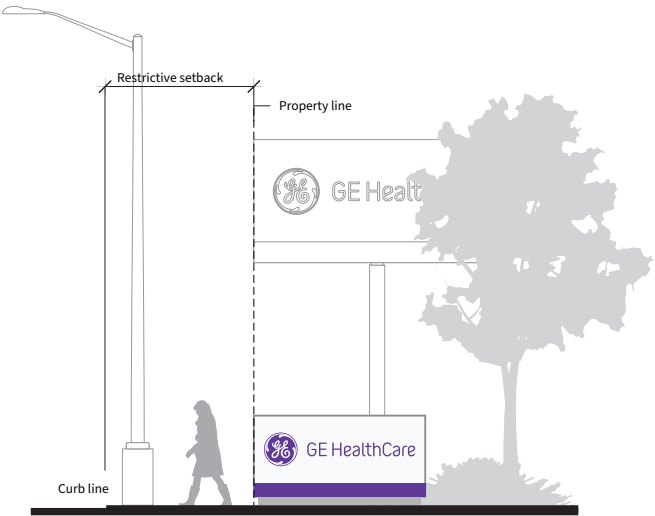
In addition to the setback, all signs that impact vehicular visibility need to be placed outside of the visibility triangle for safety. The concept of the visibility triangle is illustrated below, but more specific guidelines may be dictated by municipal requirements.

Understanding setbacks and visibility triangles:
Example of primary signs placed outside of the visibility triangle



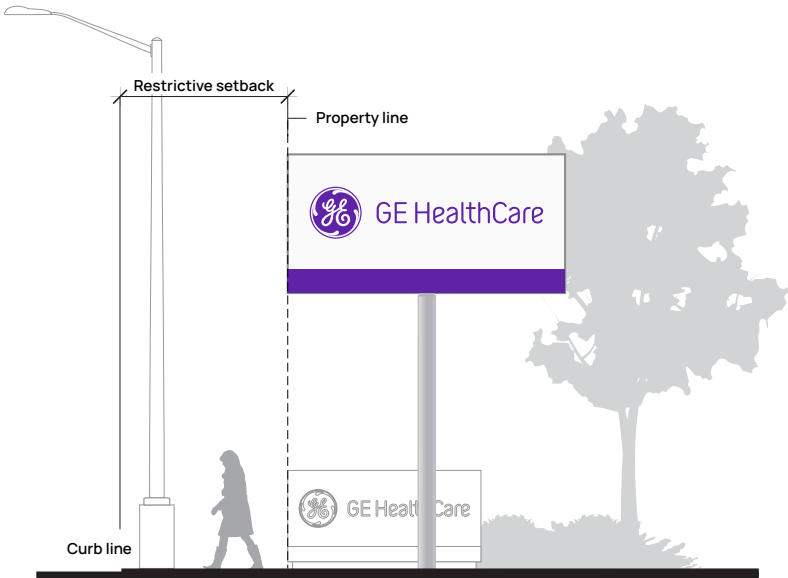
Proper use of monument

Nearest edge of sign is behind the setback line with no low lying visual obstructions.



Proper use of pylon

Nearest edge of sign is behind the setback line with no high visual obstructions



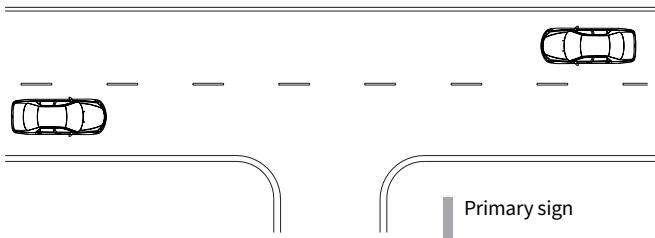
Sign placement

Place primary freestanding signage at the entrance drive to identify our facilities to visitors navigating our sites. If a municipality requires the display of an address on a sign, use a sign type with the address included in the design.

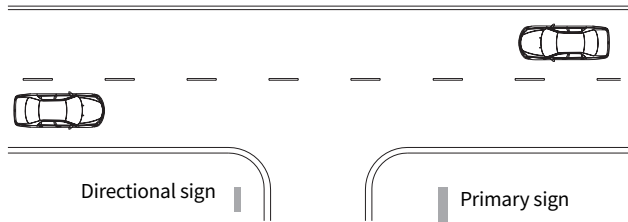
Placement of a primary sign can be near or far side of the driveway. Consideration should be given to property elevation, distance visibility, and safety issues.

Should an entrance require wayfinding support from secondary freestanding directionals, consider placing them adjacent to the entrance with the primary monument or pylon sign still placed in a prominent position.

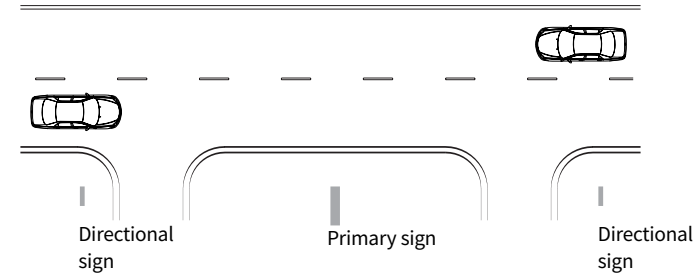
Example of primary monument or pylon placement



Example of primary monument or pylon placement with secondary directional signage



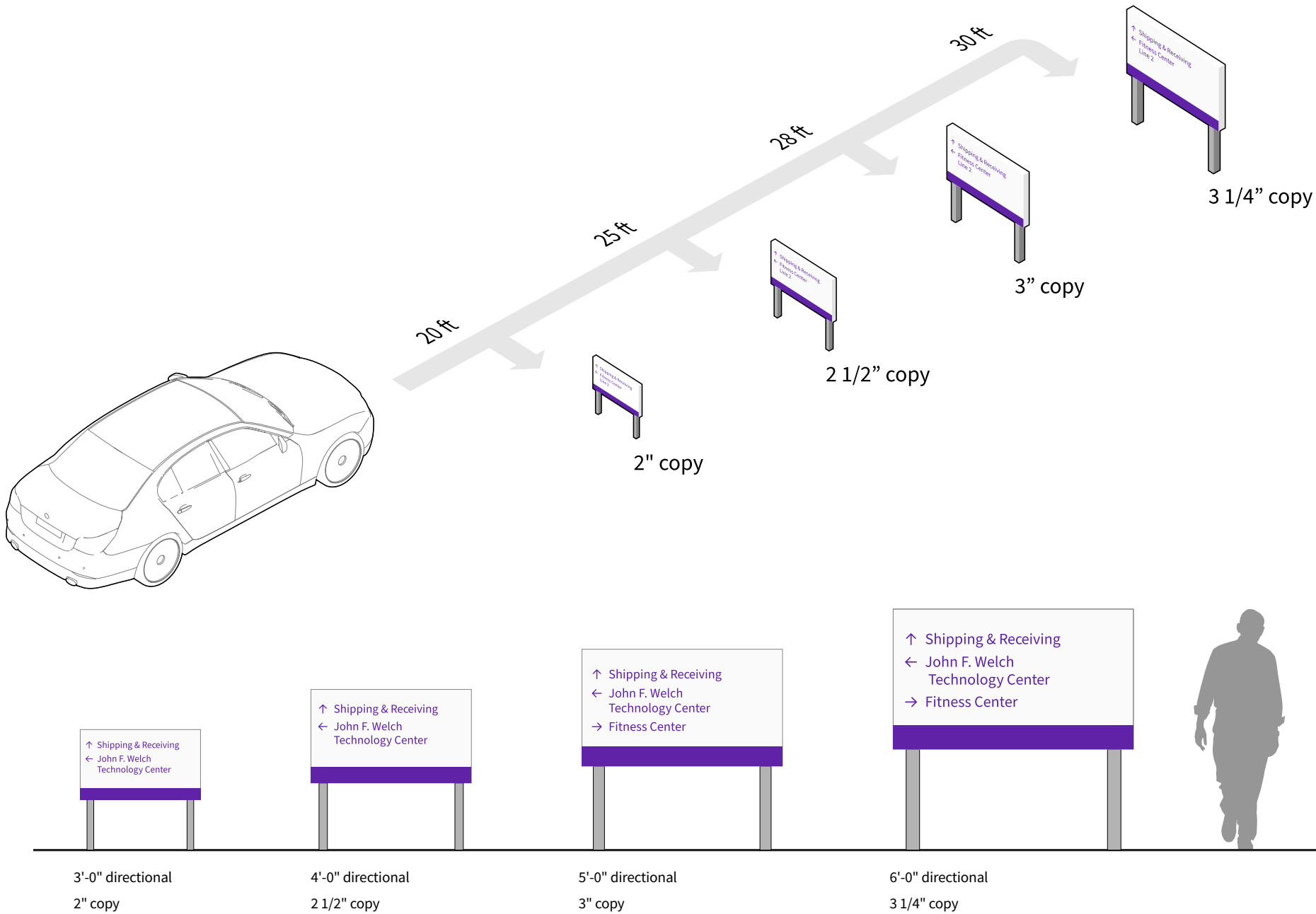
Example of primary monument or pylon placement with secondary directional signage at multiple entrances



Using freestanding ground signs: Freestanding directional visibility

The use of directional signs should be carefully planned and located to properly guide visitors to critical functions at our facilities. Care should be taken to size directional signs based on the speed of the viewer. A good rule of thumb is 1” copy height is visible from 33 feet away while standing still. The size of sign used should be increased as the speed of traffic viewing the signs increases. Various sizes of directional signs are available to compensate for readability, solve for property conditions, all while being code compliant.

The copy visibility chart shown here will assist in selecting the appropriate size of directional signs to be scheduled.



Using lettersets: Color and background visualization

The letter color and background visualizations shown here are intended to assist in selecting the appropriate letter for a variety of applications. All examples shown here are acceptable but these examples are not exhaustive of all possible backgrounds. Work with your signage implementation partners and the Central Brand Team to choose the letter color and background combination best suited for your location.

Keep in mind Compassion Purple or white is the preferred color of our branded lettersets in exterior settings. Brushed aluminum is only allowed in interior applications of our branded lettersets. Do not install branded brushed aluminum lettersets outside.

This page serves as a visualization for our non-branded lettersets as well, with one key difference: brushed aluminum non-branded lettersets are allowed to be used in exterior applications, even though the branded version is not.

White letters

Branded white letters are intended to be used on medium to dark backgrounds for better contrast. Avoid using them on lighter backgrounds. It is also best to also use white letters on patterns that may also compete with color, such as red brick.



White letters on dark background



White letters on color/patterned background



White letters on medium-dark tone background

Compassion Purple letters

Branded Compassion Purple letters should be used on light to medium backgrounds for better visual contrast. These letters are to be used on neutral backgrounds and not in areas where color will compete visually with them—allow our Compassion Purple to make a statement.



Compassion Purple letters on white background



Compassion Purple letters on soft pattern background



Compassion Purple letters on medium-light tone background

Brushed aluminum letters

Branded brushed aluminum letters are intended for interior use only in areas that require a higher finish level to complement the interior space or not compete with colors in the space. With a mid-value, neutral finish, these letters can be used in most applications.



Brushed aluminum letters on textured wood application



Brushed aluminum letters on warm stone



Brushed aluminum letters on dark stone

Using lettersets: Sizing branded interior lettersets

Selecting interior lettersets is a balance between available space, scale and proportion. The letters selected need to fit the space, have good readability and not be overbearing at a closer distance.

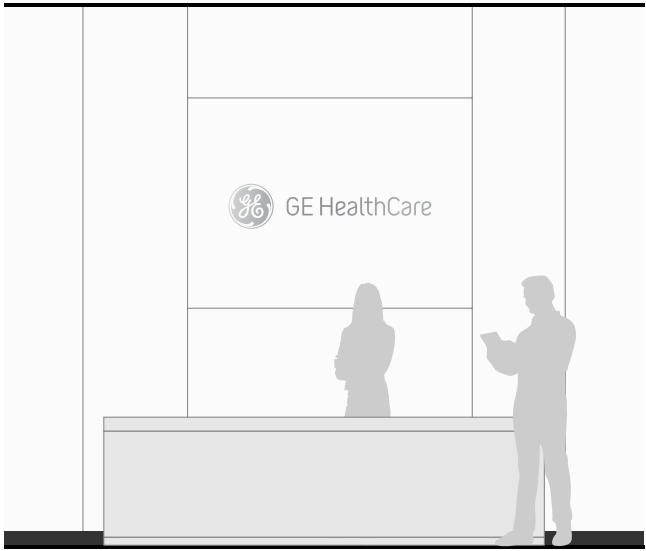
The sizes of letters are based on ceiling height, wall length, and if they are placed on an open reception wall or above a reception desk.

The guideline provides size ranges for each, but consideration needs to be given to the specific horizontal and vertical space and wall availability around potential visual obstructions. Typically letters should be mounted at just above eye level, around 5'-0" to 7'-0" above the floor to the bottom of the logotype. Never encroach on the logo signage clear space when choosing the letterset size for your space. Work with your signage implementation partners and the Central Brand Team to choose the letter size best suited for your location.

Interior letters are always non-illuminated plate or dimensional letters. Plate letters are ideal for smaller sizes and lower cost needs. Dimensional letters can be used for larger sizes where an elevated level of elegance and quality are needed.



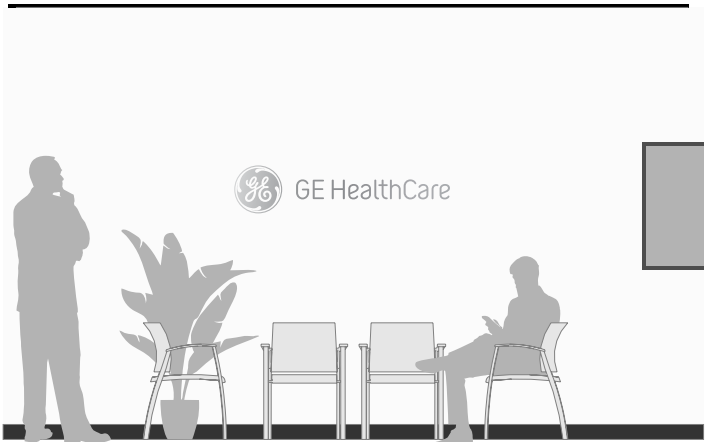
Example of a large letterset sized to fit on a wall behind a reception desk.



Example of a smaller letterset behind a reception desk restricted by architectural elements.



Example of a large letterset sized to fit on a wall in a reception area.



Example of a smaller letterset sized to fit on a wall above a sitting area in a reception area, creating a vignette appropriate for the smaller size letters.

Using branded lettersets and wall signs

Lettersets are the primary sign type for wall applications on buildings. When placing letters on buildings, the letters should be located where clear space violations can be avoided and architectural alignments are considered. Patterns should not extend behind the sign elements where possible.

Evaluate power and access requirements for these signs prior to ordering illuminated signs. Consider the use of a raceway, if necessary. Raceways provide a place to house power elements, minimize wall penetrations, and simplify installation. If power and access are limited, non-illuminated lettersets can be used as an alternate solution.

Compassion Purple lettersets should be used whenever possible to demonstrate GE HealthCare's brand presence. White is acceptable if a purple letterset is not possible.

Compassion Purple letterset on building.
If there is an issue with application of letterset on a wall, please contact the Central Brand Team for exceptions.



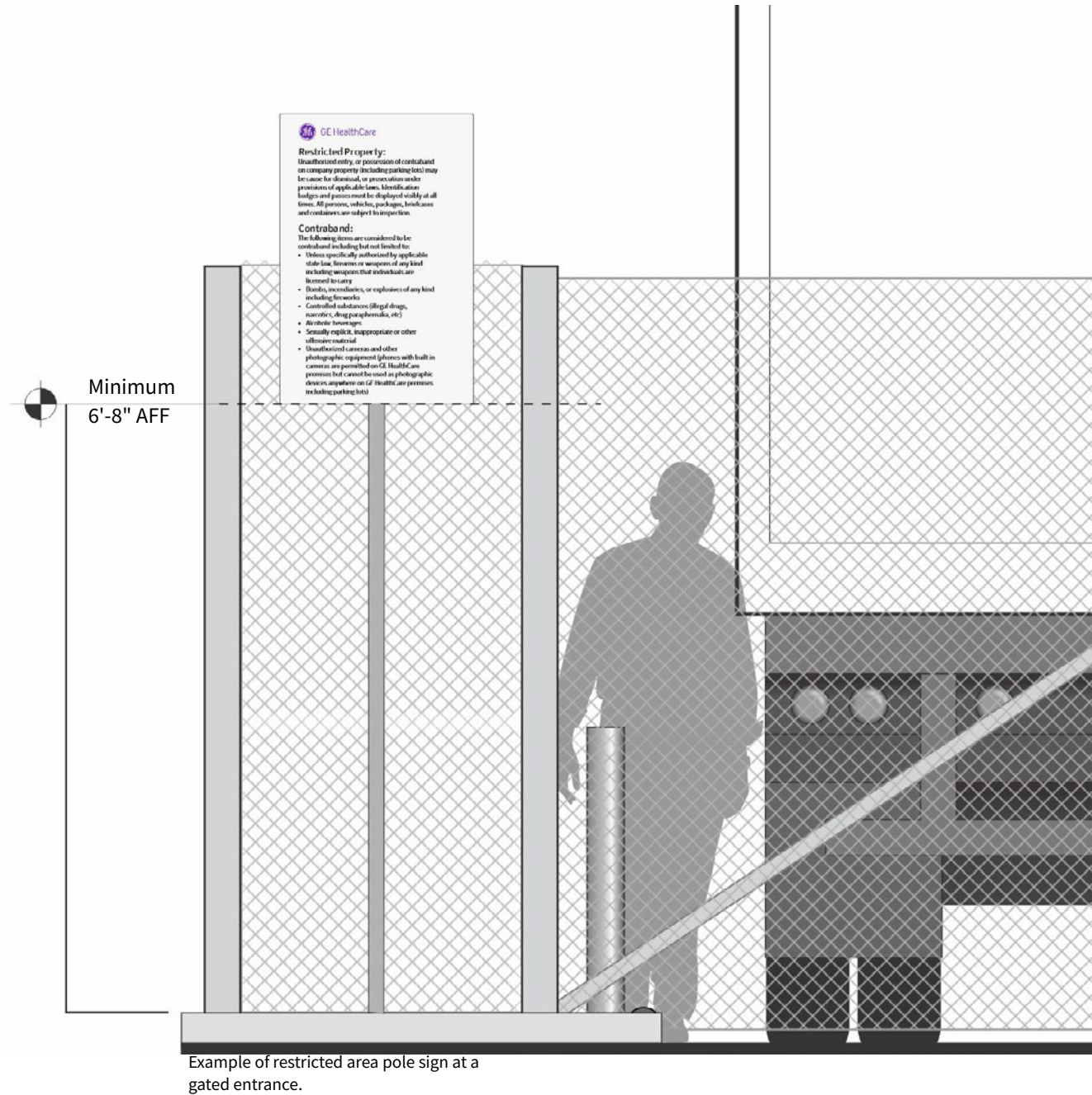
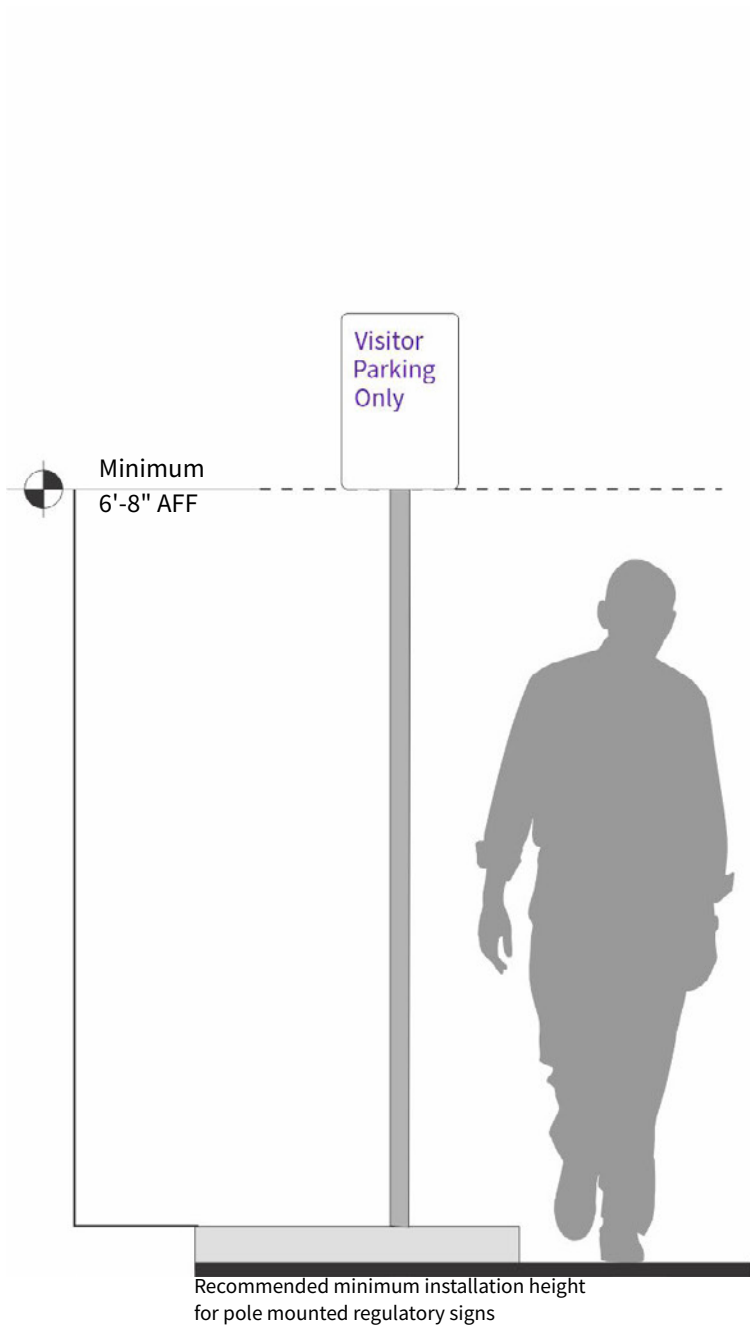
Using regulatory and regulation signs

Regulatory signs provide location specific information to our visitors, from gate access to parking information. Use of these sign is specific to the individual site needs. Copy requirements provide standard language while also allowing for custom messages.

Regulatory signs should be planned in areas that provide the best visibility for the user while communicating critical information where required. These signs should be used where necessary, but in limited quantities.

All copy is non-illuminated Compassion Purple on a white background unless dictated by local municipal codes or federal regulations. GE HealthCare regulation copy is presented in black copy on a white background, if a logo is present on the sign, it should be Compassion Purple.

Typography on regulatory signs should be set in title case as shown. Use only the approved Source Sans Pro typeface for messages unless required otherwise by code or landlord restriction.



Sign maintenance

Sign maintenance

Signs are an investment. Like any equipment, it is important to care for the new signs in our system to increase their life and performance. To perform regular maintenance, it is recommended that you contact the original manufacturer or our preferred sign vendors.

Signs are an expression of ourselves as an organization and the foundation that our brand is built upon. Well maintained facilities and facility signage create a sense of how we are making healthcare more accessible, useful, and human.

Facilities are responsible for the maintenance of signage at their specific locations.

Perform annual maintenance

Maintenance should be performed annually to keep signs looking fresh. Annual sign maintenance should include cleaning signs with a mild detergent as to not harm the finish. Do not allow the signs to be scrubbed with an abrasive material.

Address illumination issues

Any illumination issues should be addressed during annual maintenance. The maintenance crew should replace any lamp or LED outages and inspect wiring, ballasts and transformers for damage or corrosion.

Refresh landscaping

At the facility level, landscaping should be refreshed around the base of signs and planters. Any overgrown landscaping should be removed so that the sign functions as it was intended.

Contacts & Resources

General brand questions

For brand questions related to
site signage please reach out to
GE HealthCare's Central Brand Team
brand.health@gehealthcare.com

Brand guidelines & control documents

[Interior Site Branding Guidelines](#)

[Interior Creative Design Assets](#)

[Exterior Signage Design
Control Specification Drawings](#)