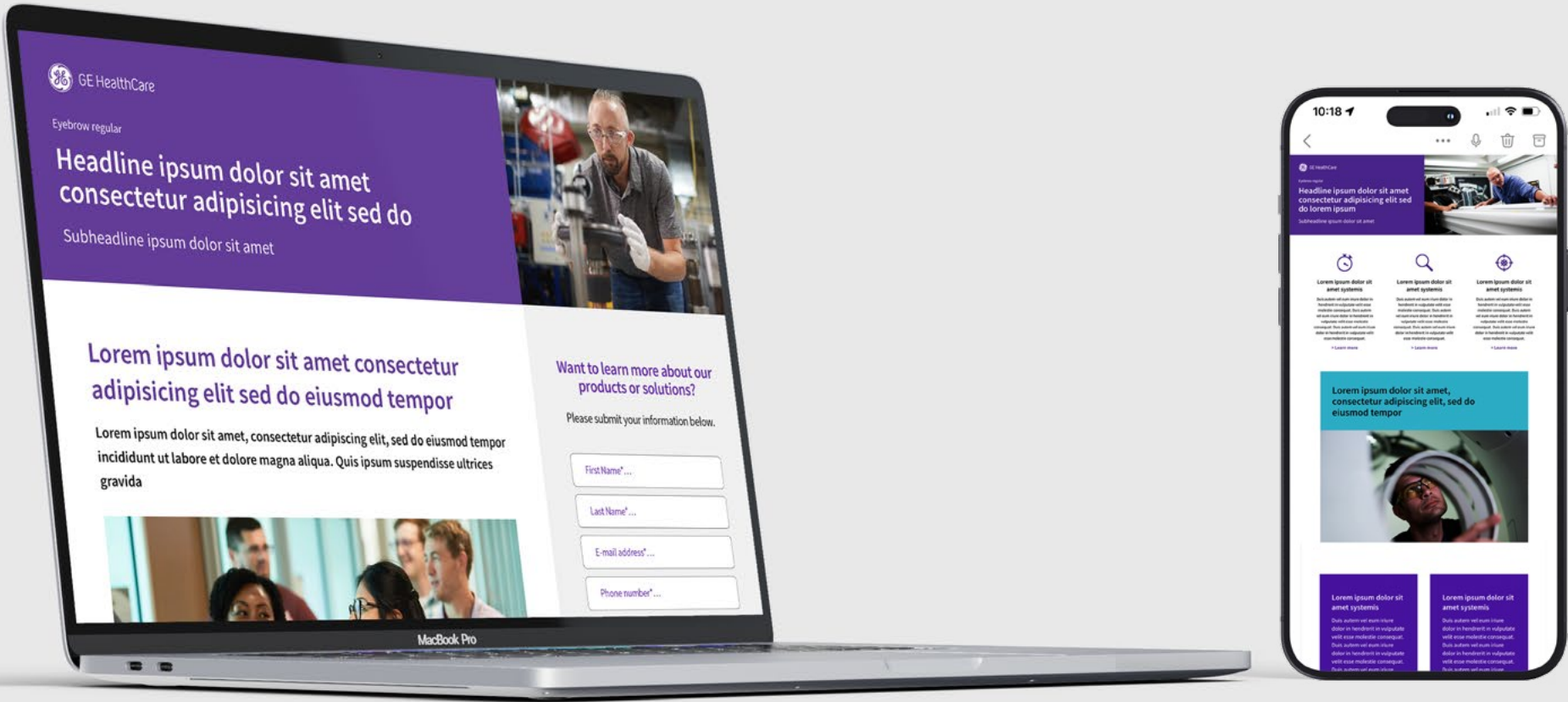


Marketo Guidelines

What is Marketo?

Marketo is a cloud-based SaaS (Software as a Service) enterprise platform managed by Adobe that combines customer relationship management (CRM) integration, email marketing, lead management, and revenue attribution functionality into a unified marketing automation system.



Marketo Guidelines

What is Marketo?	2	Sample layouts	10
Marketo overview	4	Marketing emails	11
Choosing the best platform	5	Landing pages	13
Marketo use cases	6	Contacts & resources	14
Components	7		
Accessibility	8		
Best practice	9		

Marketo overview

Create compelling, high-quality branded email content that captivates and engages your audiences.

Choosing the best platform

Marketo is a cloud-based SaaS (Software as a Service) enterprise platform managed by Adobe that combines customer relationship management (CRM) integration, email marketing, lead management, and revenue attribution functionality into a unified marketing automation system.

Where can users access Marketo, Knak and/or Sitecore?

GE HealthCare employees can request Marketo access for themselves or their agency partners by opening a ticket on Optimizely via this link -

<https://cmp.optimizely.com/cloud/work-request/request-form>.

What training is available?

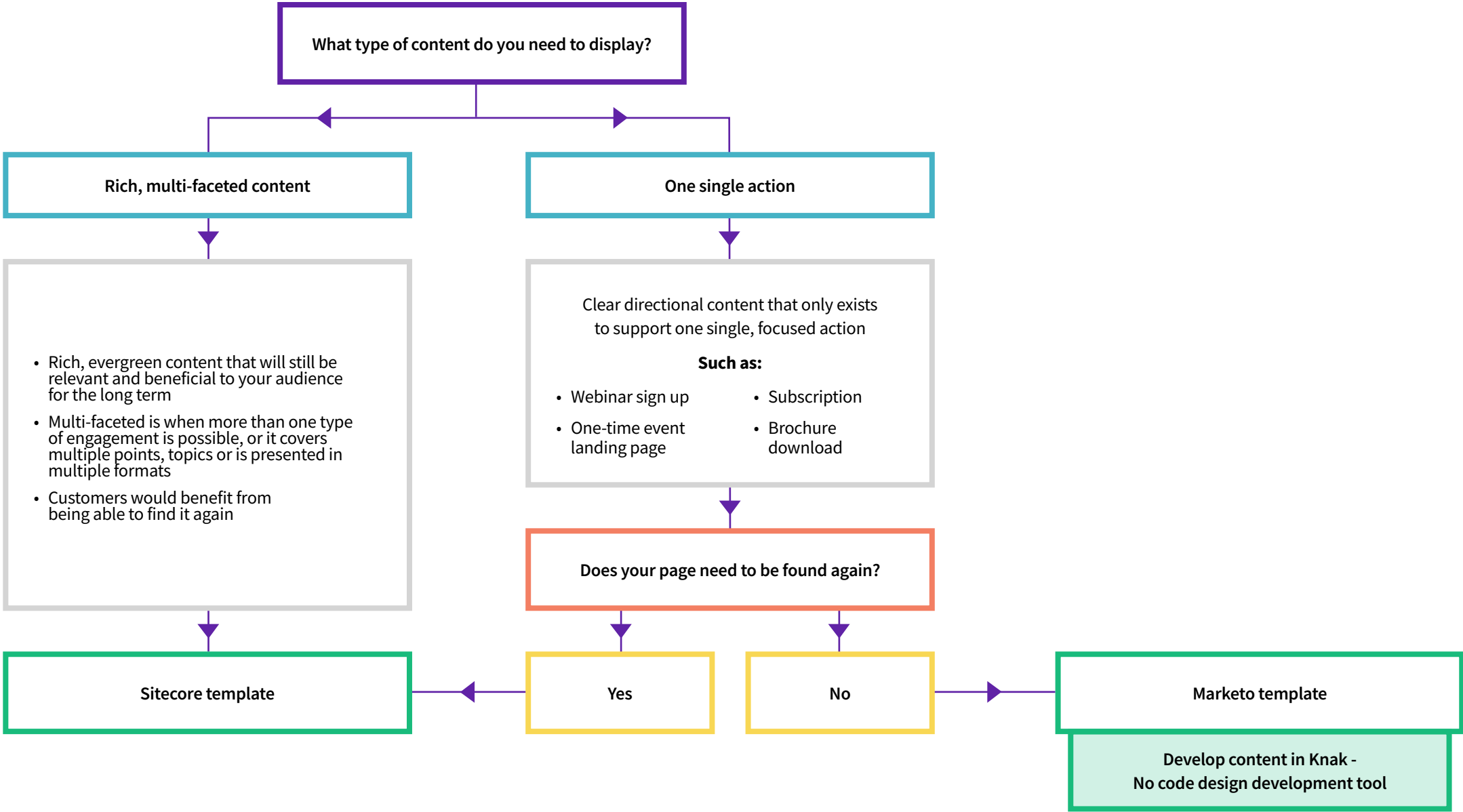
Training slide decks and recorded session available on The Beat -

<https://thebeat.gehealthcare.com/content/news/article/65422210769a343cbbc14709>

What help is available?

Support will be provided on a case-by-case basis, Marketo support contact:

CMC.Marketing.Automation@gehealthcare.com



Marketo use cases

Crafting an email and landing page duo can make your marketing efforts not just a message but an impactful journey for your audience.

Marketo can be used to create multi-faceted, on-brand communications strategy for lead gen that turns curious visitors into engaged prospects, setting the stage for conversions and long-term relationships.

Emails keep your brand on the audience's radar and encourage interaction. Effective marketing emails can convert potential customers into loyal advocates.

Landing pages can expand on the content of the email, providing more in-depth information or additional context. Tailoring the landing page to match the email's tone and visuals, creating a cohesive experience that resonates with recipients.

Both emails and landing pages are built from the same flexible content modules that adapt to fit all content needs. Landing page assets may contain forms and input fields to capture and tabulate information.

Marketing emails

Eyeflow regular

Headline ipsum dolor sit amet consectetur adipiscing elit sed do

Subheadline ipsum dolor sit amet

GE HealthCare

Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida

924 x 406

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat.

Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril, um irure dolor in hendrerit in vulputate velit esse molestie consequa vel illum dolore eu feugiat null.

[Learn more](#)

720 x 405

YouTube Video Marketo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

f + g + t h i n

Privacy Policy | Terms and Conditions | Communication Preferences | Contact Us | Unsubscribe

© 2023 GE Healthcare.
(Invent GEHC's trademarks – e.g. CARESCAPE) are trademarks of GE HealthCare.
 GE is a trademark of General Electric Company used under trademark license.

Landing pages

GE HealthCare

1200 x 395

924 x 406

Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida

Lorem ipsum dolor sit amet

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril. um iriure dolor in hendrerit in vulputate velit esse molestie consequat vel illum dolore eu feugiat null.

Lorem ipsum dolor sit amet

- Neque porro quisquam est, qui dolorem
- Ipsum quia dolor sit amet, consectetur adipisci velit numquam eius modi
- Sed quia non numquam eius modi tempora
- Incidunt ut labore et dolore magnam aliquam

Want to learn more about our products or solutions?

Please submit your information below.

**Required field*

☐ By clicking here, you are agreeing to receive marketing emails, newsletters and other promotional communications from GE HealthCare from time to time.

Components

The examples on this page illustrate the modules that make up our Marketo emails and landing pages. These modules are made up of individual elements like our logo, typeface, color, photography, grid and graphic device, which are used to create our visual identity and deliver our thoughtful brand expression. Together they are a visual expression of GE HealthCare's ethos.

Use them to create a variety of email and landing page layouts. Layouts can be tailored to content needs rather than being set templates. This flexibility allows communications to be shaped by the content rather than structure.

Header modules provide an on-brand introduction balancing Compassion Purple, the GE HealthCare logo and photography.

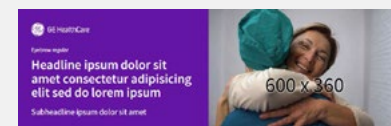
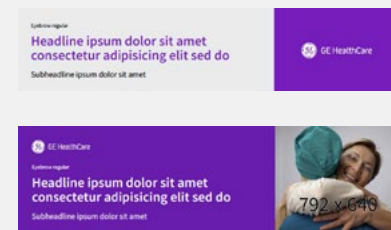
Featured content modules allow users to create multiple layouts that can contain body copy, photography, sidebars, icons, speaker cards, events and other important information.

Accent palette

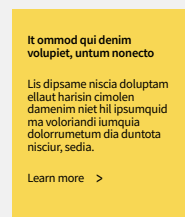
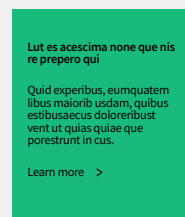
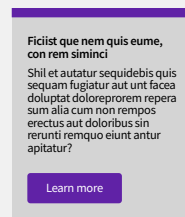
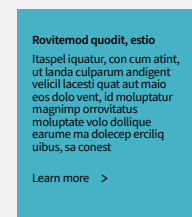
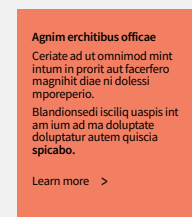
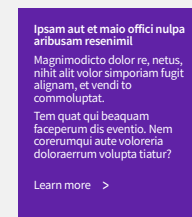
Our accent color palette highlights the diversity, empathy, and optimism of our brand. As a secondary design element, our accent palette should be used functionally to categorize and separate information, build hierarchy or signify an interactive element. The accent palette consists of Turquoise, Yellow, Green and Coral. Tints of our accent colors act as an addendum to the accent palette. They are used primarily to highlight or differentiate information in infographics, charts, and tables. Accent colors should never be used for decorative purposes only or at more than 30% of the overall asset.

To access all of our Brand Guidelines, please refer to [this article](#) on The Beat and the externally accessible [Agency Brand Portal](#).

Headers



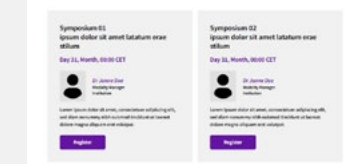
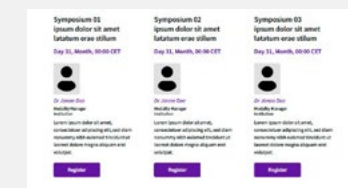
Feature content



Body



Speaker cards



CTAs

[Learn more](#)

[Learn more >](#)

[Learn more](#)

Accessibility

Successful Marketo communications balance our GE HealthCare brand standards with AA WCAG (Web Content Accessibility Guidelines) accessibility standards to ensure legibility for all.

Refer to the examples on this page for examples of color palette, typography and design elements in AA WCAG compliance.

For additional information on WCAG standards visit: <https://www.w3.org/WAI/standards-guidelines/wcag/>

Prioritizing accessibility for all

Contrast is the difference between two elements, background and foreground. To maintain brand consistency and minimum AA WCAG (Web Content Accessibility Guidelines) standards use only the following combinations.



Best practice

According to some of the latest research, the average time spent reading an email is 10 seconds.

We've provided a flexible set of tools and components that fosters the ability to achieve communications that are simple and scannable. This will aid our goal of making our communications more accessible to more audiences.

When creating any net new marketing material or refreshing any existing material, please ensure these up to date templates are used. Existing marketing assets do not need to be updated for branding purposes only. Please reach out to brand.health@gehealthcare.com for any further queries regarding brand migration.

Clean email design can help engage audiences and improve click-through rates

Create a strong hierarchy

Hierarchy—or creating visual differences that reinforce importance—helps readers quickly consume content in email.

Keep your content concise

Avoid overcomplicating your content. Keep copy short, calls-to-action (CTA) easy to spot, and use language that is easy to understand.

Use a simple layout

The layout of your email itself can affect accessibility. The more complex a layout, the easier it is to get lost in an email, so simpler layouts are often preferred.

Your primary CTA is the main action you want your subscriber to take. It should always be the most prominent in your email with sufficient whitespace padding.

Primary CTA

Any further actions you want your subscriber to take are secondary CTAs. These should be styled in a less dominant way.

>Secondary CTA

The majority of copy in your email should be included as live text inside of HTML elements. Avoid using text in an image unless necessary.

For subject lines, use urgency sparingly, be specific and try to make your reader curious

Subject: How AI is aiding in identifying the world's deadliest cancer

Sample layouts

The following pages provide guidance for creating emails and landing pages in Marketo.

Marketing emails

The examples on this page represent marketing emails built in Marketo. Refer to the numbered items below to see how different modules can be assembled.

- 1 Header
- 2 Feature content with photos
- 3 Color field
- 4 Primary CTA
- 5 Speaker cards
- 6 Photo
- 7 Body
- 8 Footer



To deles mo quias et lamus veliquodia et est et sanditate eossit quam



Lorem ipsum dolor sit amet systemis
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.
 > Learn more



Lorem ipsum dolor sit amet systemis
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.
 > Learn more

Lorem ipsum dolor sit amet systemis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
 > Learn more

Symposium 01 ipsum dolor sit amet latatum erae stilum

Day 31, Month, 00:00 CET



Dr. Janine Doe
Modality Manager
Institution

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 Register

Symposium 02 ipsum dolor sit amet latatum erae stilum

Day 31, Month, 00:00 CET



Dr. Janine Doe
Modality Manager
Institution

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 Register

Symposium 03 ipsum dolor sit amet latatum erae stilum

Day 31, Month, 00:00 CET



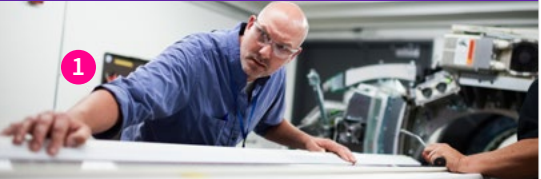
Dr. Janine Doe
Modality Manager
Institution

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 Register



Privacy Policy | Terms and Conditions | Communication Preferences | Contact Us | Unsubscribe

© 2025 GE Healthcare.
 [Insert GEHC's trademarks - e.g. CARESCAPE] are trademarks of GE Healthcare.
 GE is a trademark of General Electric Company used under trademark license.



Aquaturn? Aruptatem alignisque explaut vid et provid quis.



Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida
 Lorem ipsum dolor sit amet
 Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril, um iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.
 Odio dignissim qui blandit praesent luptatum zzril, um iriure dolor in hendrerit in vulputate velit esse molestie um iriure dolor in hendrerit in vulputate velit esse consequat vel illum dolore eu feugiat consequat vel illum.

Lorem ipsum dolor sit amet
 • Neque porro quisquam est, qui dolorem
 • Ipsum quia dolor sit amet, consectetur adipisci velit numquam eius modi
 • Sed quia non numquam eius modi tempora
 • Incident ut labore et dolore magnum aliquam
 • At vero eos et accusamus et iusto odio
 Sed ut perspiciatis unde omnis
 Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros.

Symposium 01 ipsum dolor sit amet latatum erae stilum

Day 31, Month, 00:00 CET



Dr. Janine Doe
Modality Manager
Institution

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 Register



Privacy Policy | Terms and Conditions | Communication Preferences | Contact Us | Unsubscribe

© 2025 GE Healthcare.
 [Insert GEHC's trademarks - e.g. CARESCAPE] are trademarks of GE Healthcare.
 GE is a trademark of General Electric Company used under trademark license.

Marketo Guidelines | January 2025

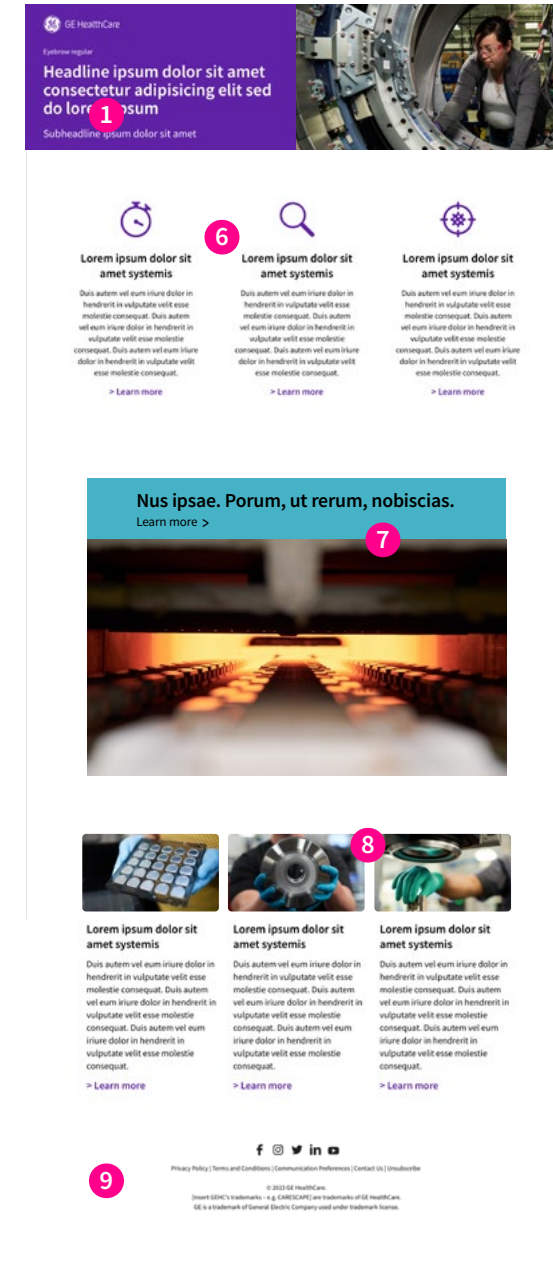
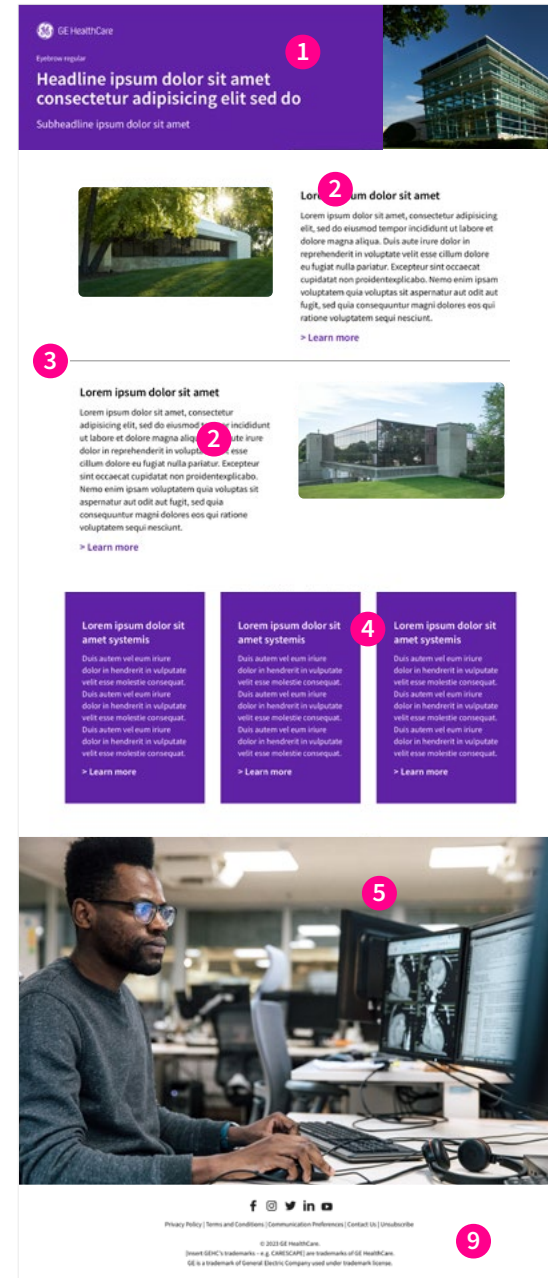
© 2025 GE Healthcare

11

Marketing emails

The examples on this page represent marketing emails built in Marketo. Refer to the numbered items below to see how different modules can be assembled.

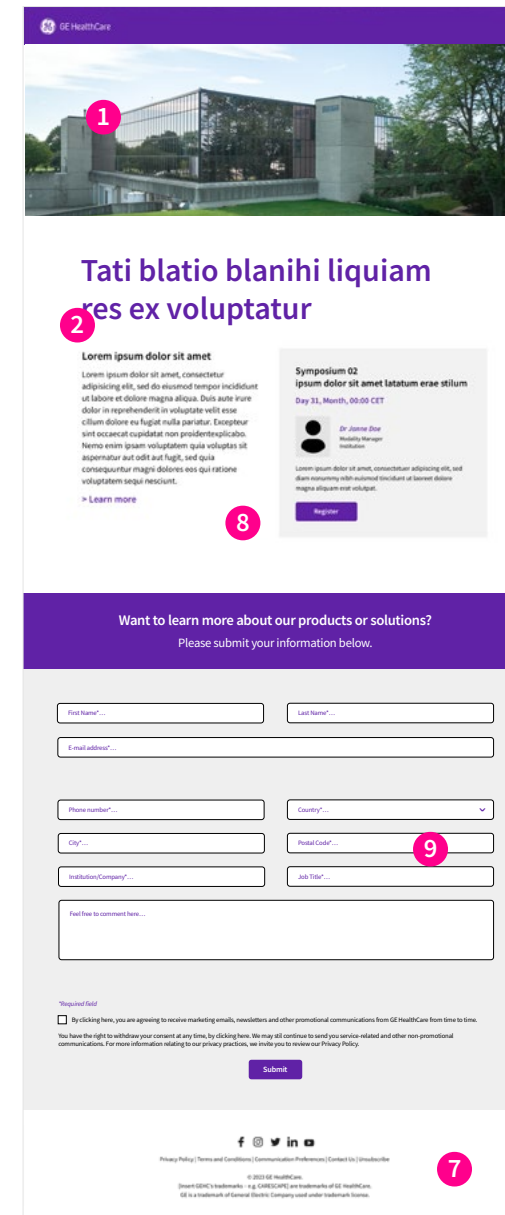
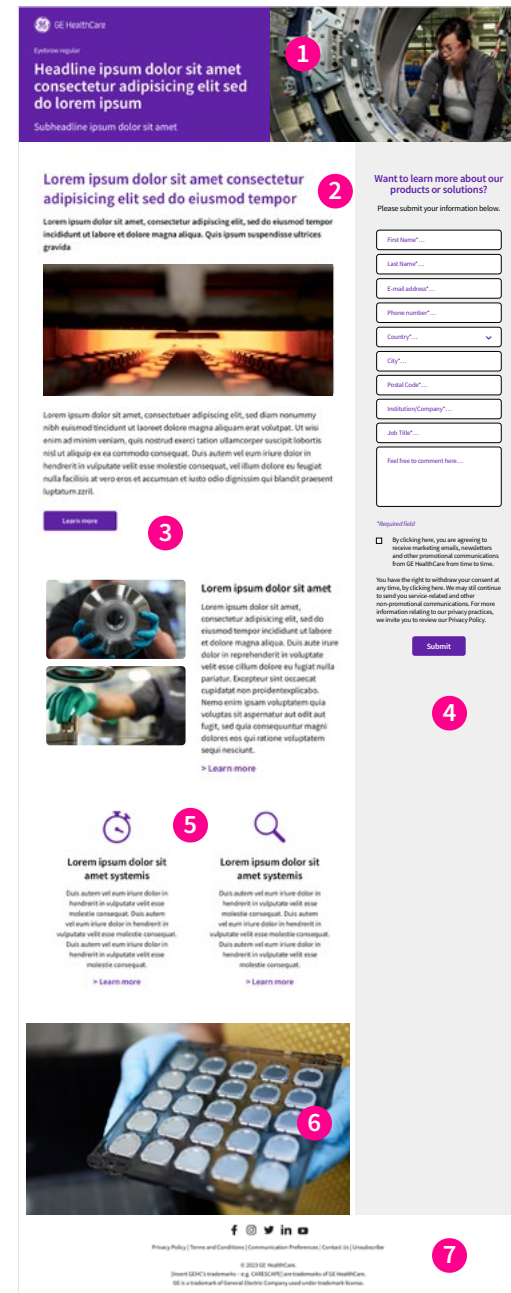
- 1 Header
- 2 Body
- 3 Divider
- 4 Feature content cards
- 5 Photo
- 6 Feature content with icons
- 7 Feature content photo headline
- 8 Feature content photos
- 9 Footer



Landing pages

The examples on this page represent landing pages built in Marketo. Refer to the numbered items below to see how different modules can be assembled.

- 1 Header
- 2 Body
- 3 Primary CTA
- 4 Vertical form
- 5 Feature content with icons
- 6 Photo
- 7 Footer
- 8 Speaker cards
- 9 Horizontal form



Contacts & resources

General brand questions

The Brand team
brand.health@gehealthcare.com

For feedback on this guideline,
please add your comments to
[this short survey](#).

Product & software design questions

Hardware
productdesign@gehealthcare.com

Software
eds@gehealthcare.com

Merchandise

Visit our [GE HealthCare Store](#)
(USCAN only) for online
merchandise.

Brand guidelines & templates

[Brand page on The Beat](#)
(GE HealthCare colleagues)

Externally accessible
[Agency Brand Portal](#)
(Contractors & agencies)

[Widen image DAM](#)
(To gain external access to our
image library, please contact
brand.health@gehealthcare.com)

For more information on our available
guidelines and training, please refer to
[this article on The Beat](#).

For more information on our branded
templates, refer to the [Brand page](#)
of The Beat.