

Welcome to Observance Guidelines training

We will begin shortly



GE HealthCare

Meet our trainer



Joanne Williams
Senior Brand Governance
Specialist



Tina Shields
Brand Program Manager

Observances ecosystem and dates 2026

NGRGs

Colleague Resource Groups (CRGs)

- Veterans Network
- Unidos
- Pride Alliance
- Disability Advocacy Network
- Asian Pacific Allies & Friends
- African Affinity Forum
- Women's Network

Special Interest Groups (SIGs)

(not aligned to observances)

- STEAM Girls
- Volunteers
- Green Team Network
- Faith Work Forum

Existing guidance

- NGRG Guidelines

Observances

Healthcare-related observances (2026)

- World Cancer Day – Feb 4
- World Theranostics Day – Mar 31
- World Lung Cancer Day – Aug 1
- Alzheimer's Disease Awareness Month – Sep
 - National Alzheimer's Day – Sep 21
- Prostate Cancer Awareness Month – Sep
- World Heart Day – Sep 29
- Breast Cancer Awareness Month – Oct
- Movember (Men's Health) – Nov

Existing guidance

- BCAM Guide (sunset)

Culture & Belonging observances (2026)

- Martin Luther King Jr. Day – Jan 19, 2026 (Third Mon in Jan)
- Black History Month – Feb 1
- Lunar New Year – Feb 17
- International Women's Day – Mar 8
- Asian American & Pacific Islander Heritage Month – May 1
- Africa Day – May 25
- Memorial Day – May 25, 2026 (Last Mon in May)
- Pride Month – Jun 1
- Juneteenth – Jun 19
- International Women in Engineering Day – Jun 23
- Latino and Hispanic Heritage Month – Sep 15
- Veterans Day – Nov 11
- International Day of Persons with Disabilities – Dec 3

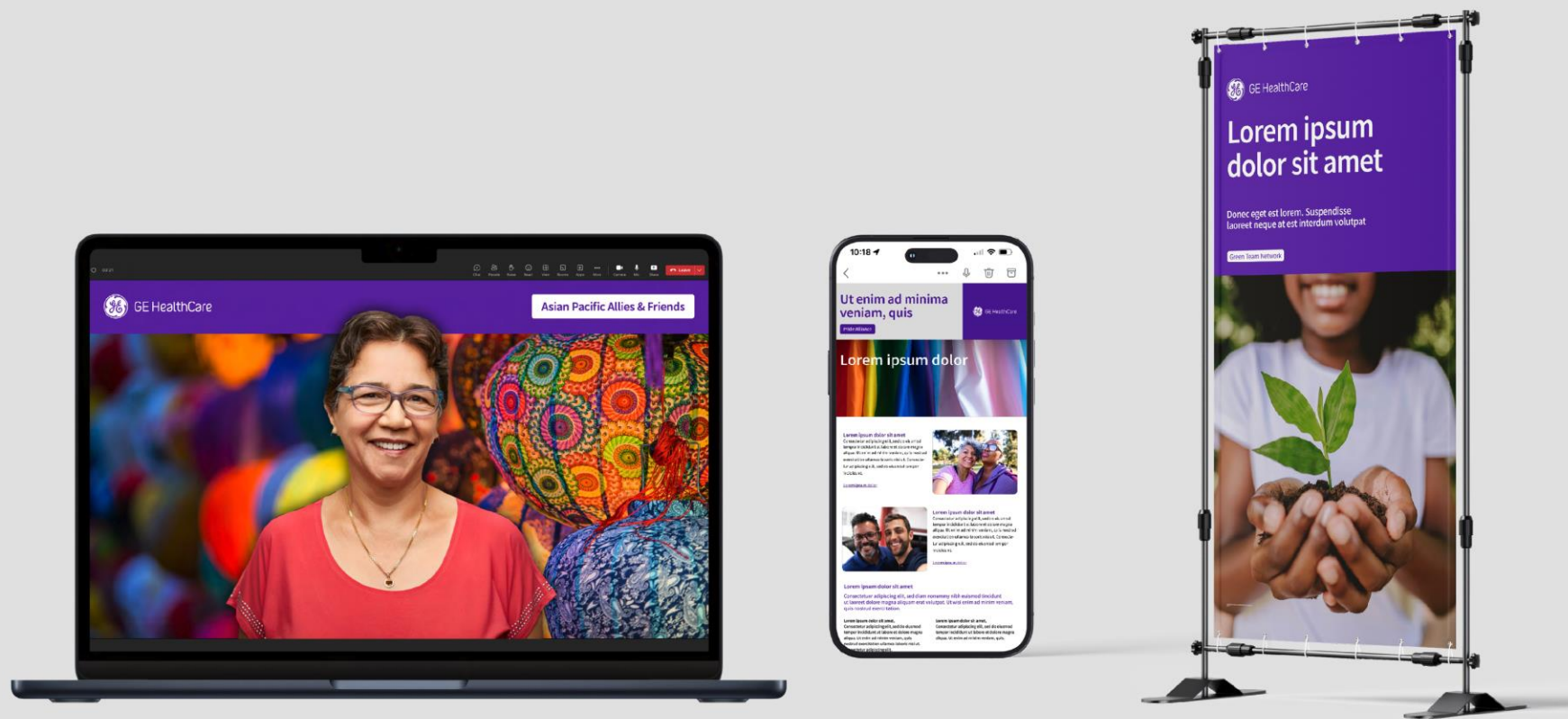
Next Generation Resource Groups

NGRG Guidelines

Next Generation Resource Group (NGRG) design system

Our opportunity to be a leader in healthcare and to help make the world a better place relies on our ability to build these diverse teams who drive and enable our global diversity, equity and inclusion strategy (DEI).

This system and set of templates are resource for group level communications.



NGRG templates

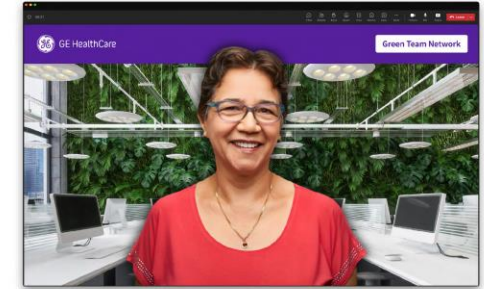
To increase brand compliancy and efficiency, we have supplied a suite of images for all our NGRG groups as well as created the following templates:

- MS Teams backgrounds
- Flyers
- Pull up banners
- Email headers

Email templates



Microsoft Teams backgrounds



Flyers



Banners



NGRG merchandise

- GE HealthCare logo left chest.
- NGRG name on right sleeve.
- **No group or team logos**
- No lock up with GE HealthCare logo
- Messaging on reverse

Halo's main hub email:

GEHCTeamHALO@halo.com

Halo's European team:

GEHCEMEA@halo.com

[GE HealthCare store](#)



Observances ecosystem and dates 2026

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- Pride Month – June
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Overview

Observances

Purpose

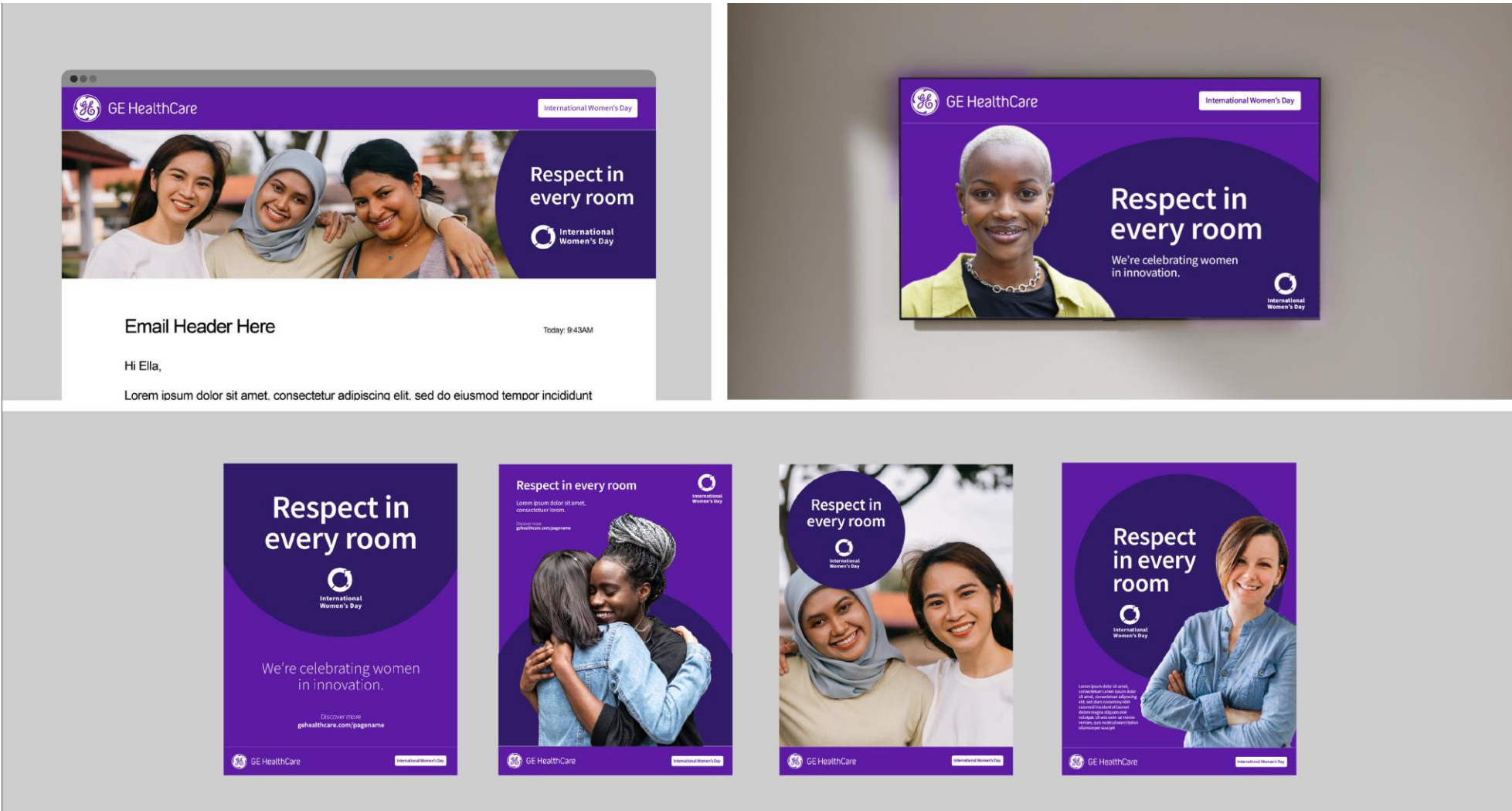
Introduction

These guidelines explain how to apply the observance design system for days, weeks and months that matter to our people, customers and communities.

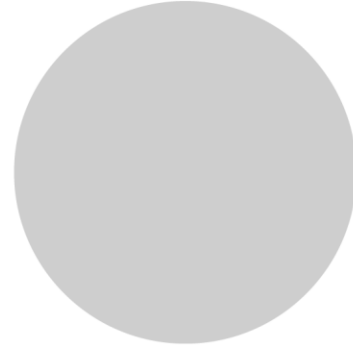
We created a single, but flexible, way to show support for observances within the GE HealthCare brand ecosystem to ensure consistent, respectful representation of our observances.

This unique expression of the GE HealthCare brand allows us to spotlight and support a specific observance while maintaining the integrity of our parent brand.

Observance design system overview



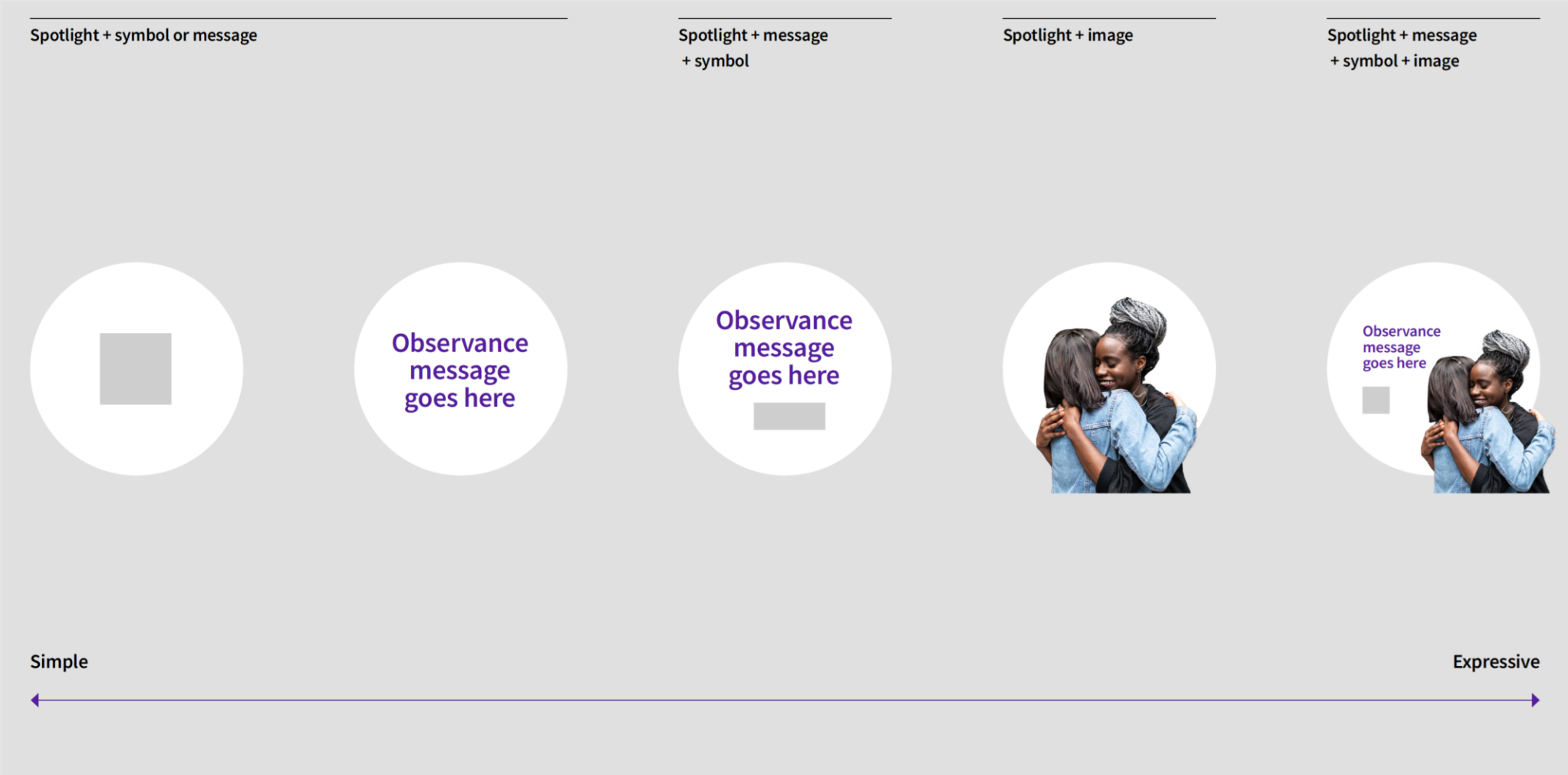
The Spotlight



GE HealthCare ‘Spotlight’

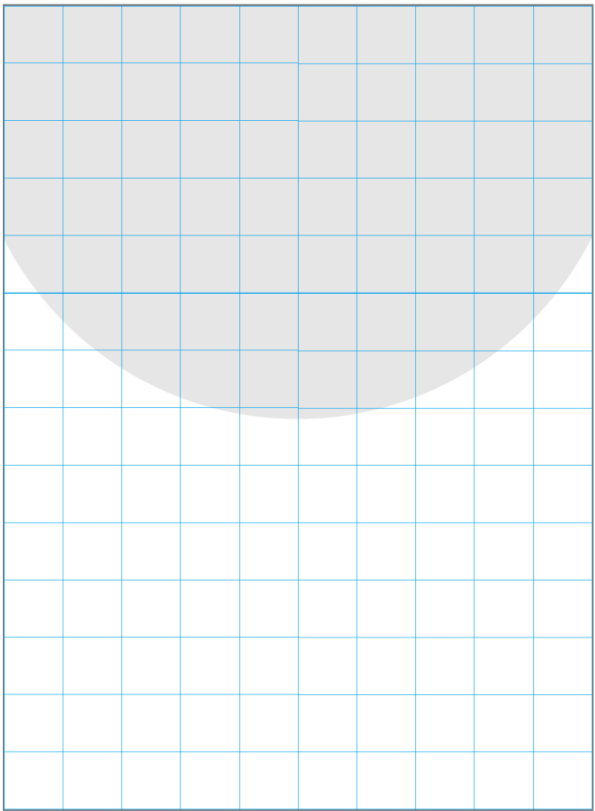
Highlighting the people and causes that are a part of or are supported by GE HealthCare.

Spotlight in use

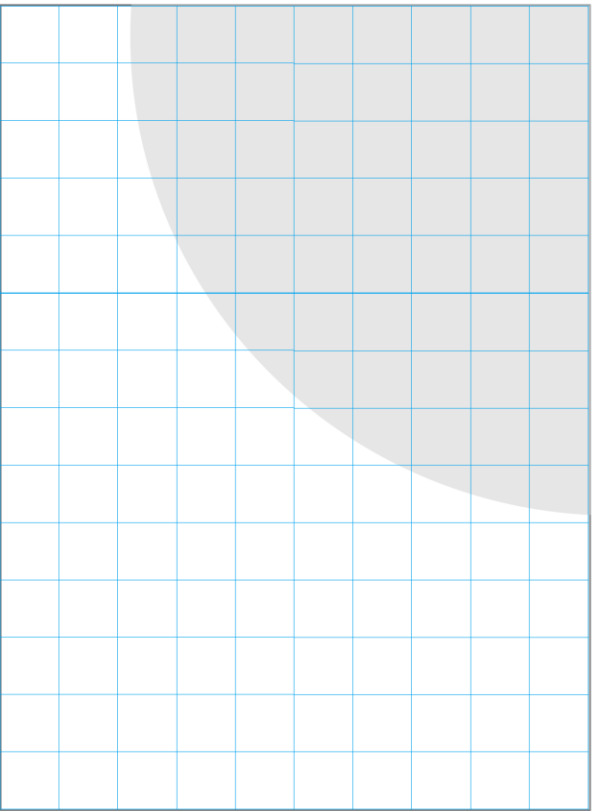


Spotlight ratio

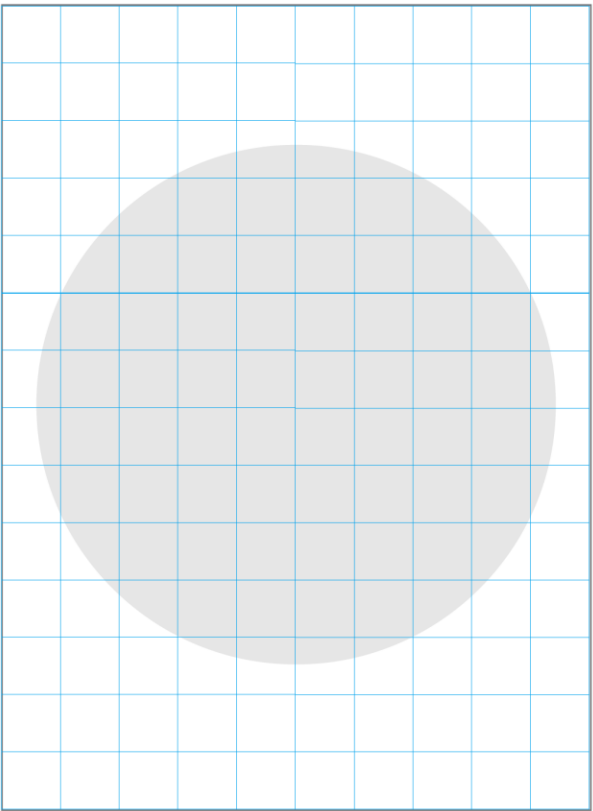
Less than 50% Spotlight coverage rule



Centered Spotlight within 50% coverage



Cropped Spotlight within 50% coverage



Contained Spotlight within 50% coverage

Spotlight use – solid or keyline

Solid color



Keyline



Spotlight and typography

Centered text



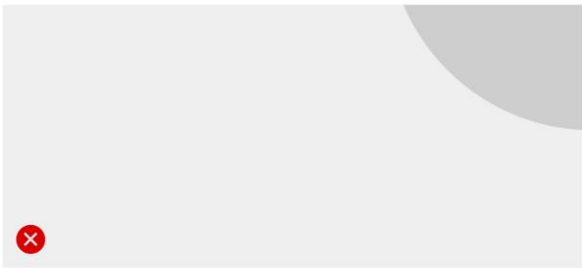
Left-aligned text



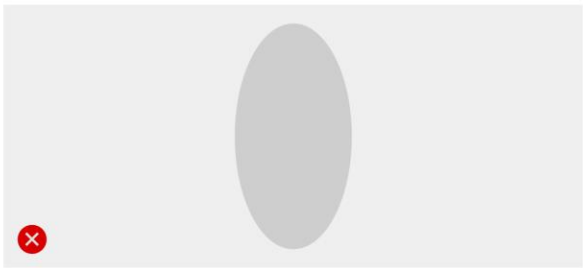
Spotlight don'ts



Don't enlarge the Spotlight beyond 50% of the layout area.



Don't make the Spotlight too small or it will read as decoration, not a focal point.



Don't stretch or distort the circle—it must always remain perfectly round.



Don't let text overlap the edge of the Spotlight or fall partly in and out.



Don't place images fully inside the Spotlight—use cut-outs that interact with, not fill, the circle.



Don't use more than one primary Spotlight per layout.



Don't use extra colors or tints in the Spotlight that aren't defined for the observance.



Don't place the GE HealthCare logo in the Spotlight—it belongs in the brand bar.

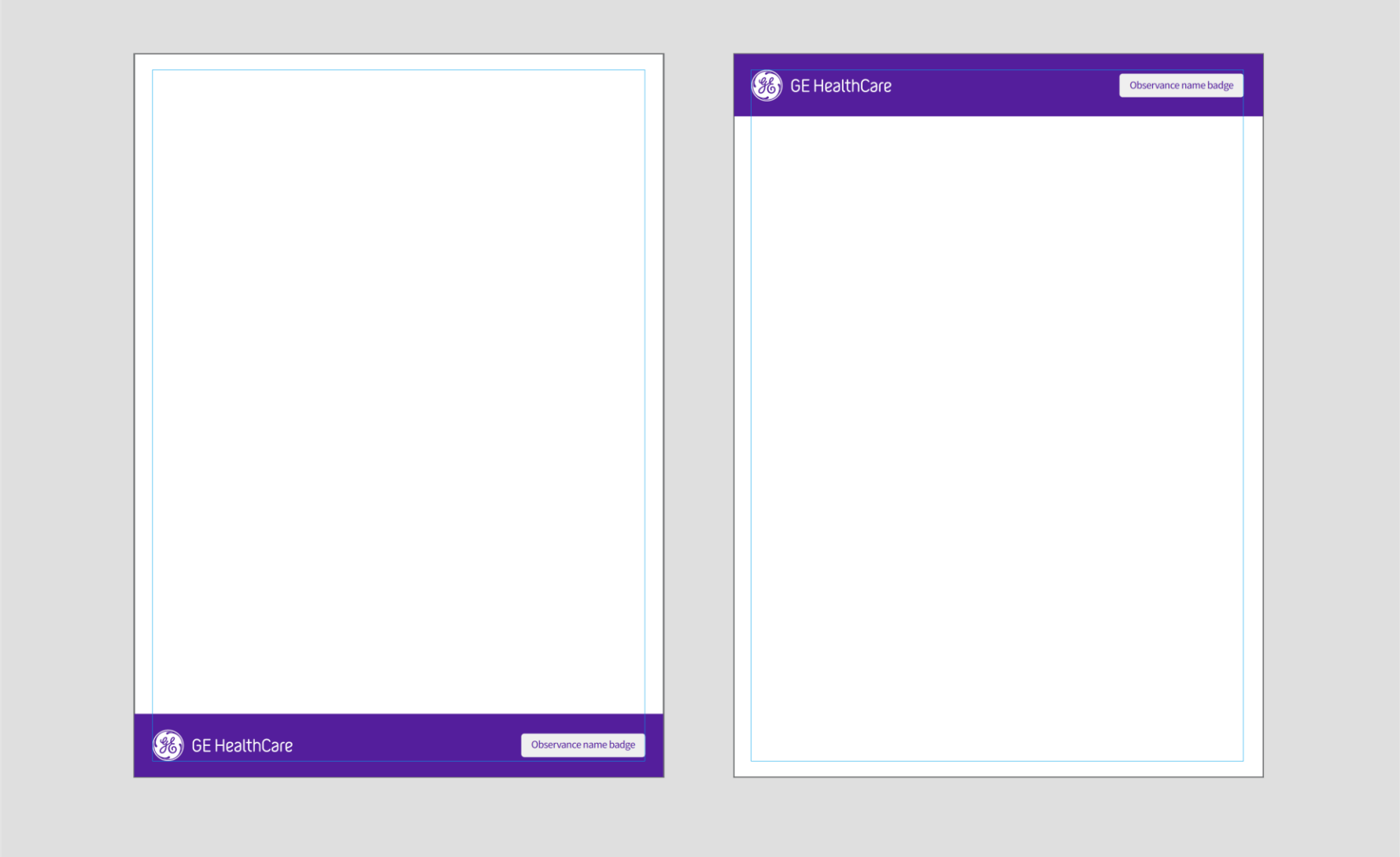


Don't use semi-transparent Spotlights.

Observance system overview

GE HealthCare brand bar 	Observance badge 	Spotlight 
Symbol (text only, ribbon or third-party logo) 	Observance color 	Imagery 

GE HealthCare brand bar



Color use

Primary application

On Compassion Purple, text should be white

On white, text should be black or Compassion Purple

Observance colors

Breast Cancer Awareness Month

RGB
238/158/219

CYMK
8/44/0/0

HEX
ee9edb

Associated with pink

Alzheimer’s Day and Month

RGB
221/197/250

CYMK
13/23/0/0

HEX
ddc5fa

Associated with lavender

International Women’s Day

RGB
54/29/115

CYMK
95/100/21/11

HEX
361d73

Associated with dark purple

Pride Alliance

Associated with rainbow of colors

Color use

International Day of Persons with Disabilities (IDPD) RGB: 248/151/40 HEX: f89728	World Cancer Day RGB: 193/88/210 HEX: c158d2	World Lung Cancer Day RGB: 228/220/201 HEX: e4dcc9	World Heart Day RGB: 166/17/3 HEX: a61103
Veterans Day RGB: 128/140/84 HEX: 808c54	November RGB: 64/102/224 HEX: 4066e0	National Hispanic Heritage Month RGB: 242/183/5 HEX: f2b705	International Women in Engineering Day (INWED) RGB: 153/194/66 HEX: 99c242
Juneteenth RGB: 36/111/53 HEX: 246f35	Memorial Day RGB: 246/240/201 HEX: f6f0c9	Africa Day RGB: 166/64/4 HEX: a64004	Asian American & Pacific Islander (AAPI) Heritage Month RGB: 111/191/83 HEX: 6fbfb7
Prostate Cancer Awareness Month RGB: 89/157/217 HEX: 599dd9	Black History Month RGB: 13/13/13 HEX: 0d0d0d	Lunar New Year RGB: 255/52/35 HEX: ff3423	Martin Luther King Jr. Day RGB: 140/134/128 HEX: 8c8680

Color study

International Day of
Persons with Disabilities (IDPD)



World
Cancer Day



World Lung
Cancer Day



World
Heart Day



Color study



Symbols introduction

Observance colors



Applying to symbols



Types of symbols



Observance ribbons

Designed to be consistent across observances. Ribbons should use the approved observance color, with adjustments made as needed for sufficient contrast against the background.



Third-party logos

Observance organization logos can be shown in their approved observance color. Organization logos should never be placed in the Compassion Purple brand bar.



Observance text

Internal typographic marks for observances that don't have a standard symbol. Wordmarks must be set in Source Sans Pro SemiBold.

Symbol placement

In Spotlight: Headline + symbol (centered)



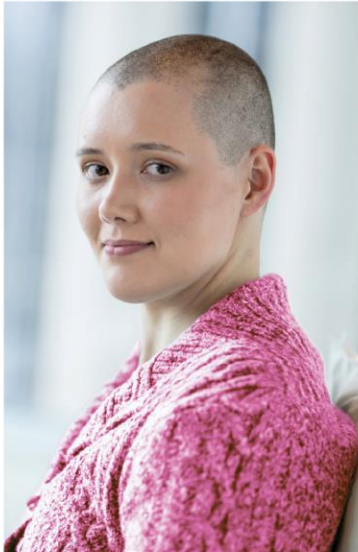
In Spotlight: Headline + symbol (left aligned) + image



Out of Spotlight: Symbol + image(corner)



Imagery



Imagery in use

Cut-out photography



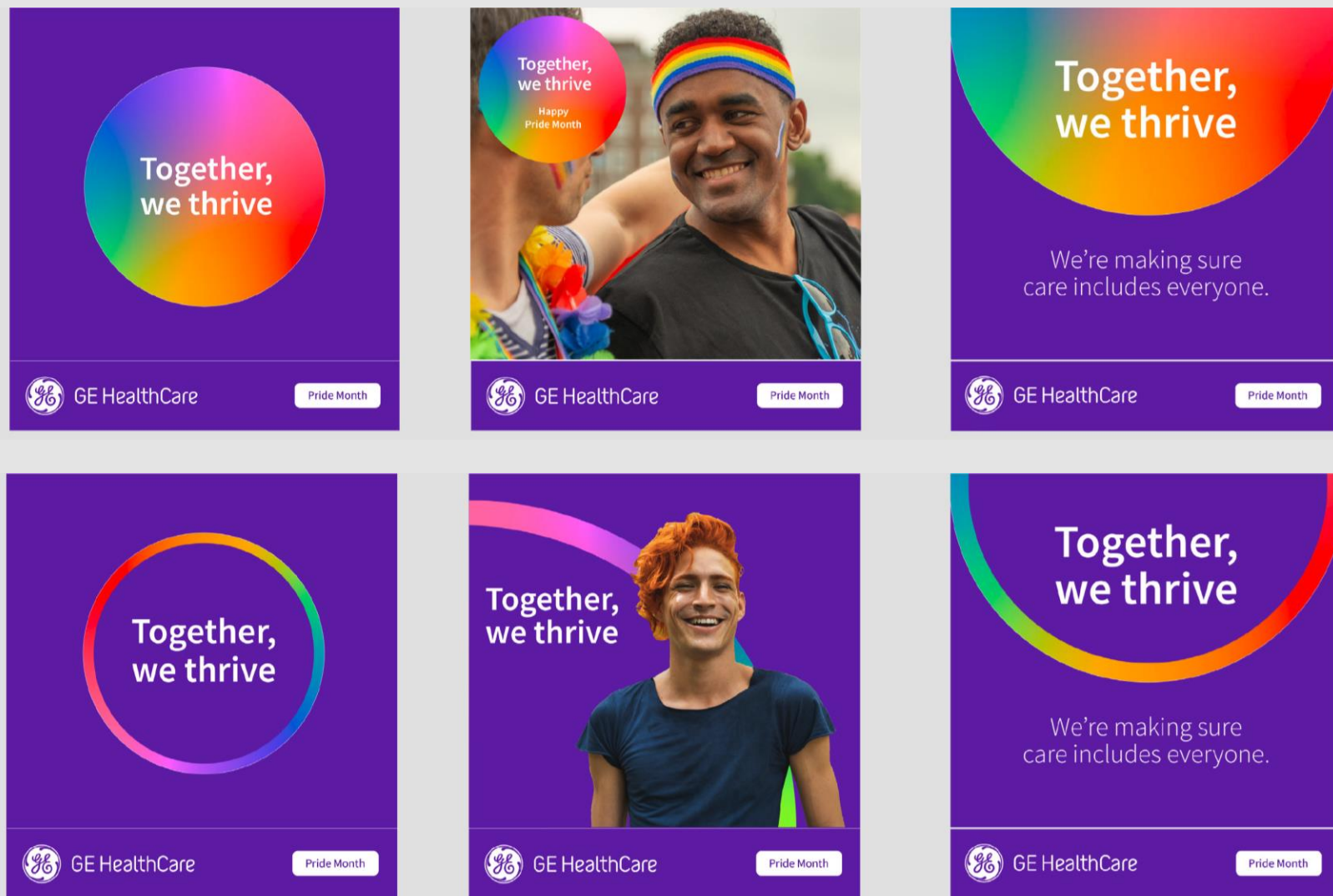
Full-bleed photography



Observance system

How it comes together

How it comes together - Spotlight



How it comes together - symbols

Symbols in use



Observance ribbons



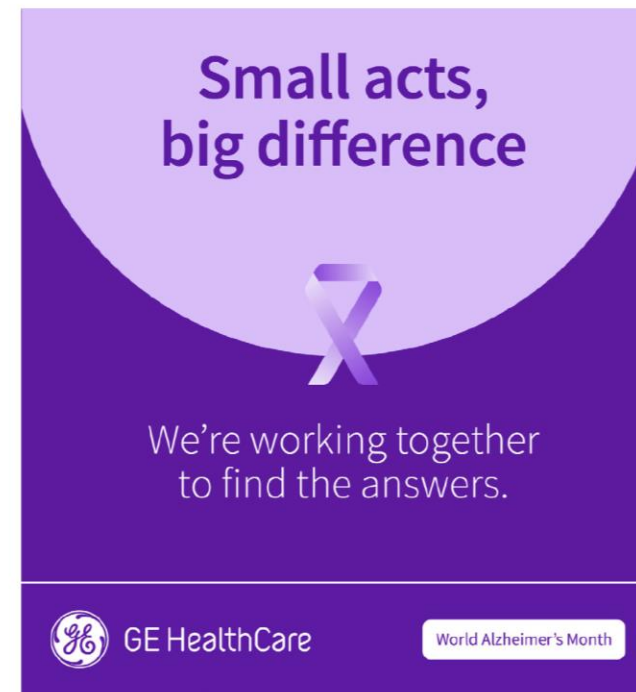
Third-party logos



Observance text

How it comes together – symbols in use

In application



How it comes together - symbols

Poster examples



Observance ribbon



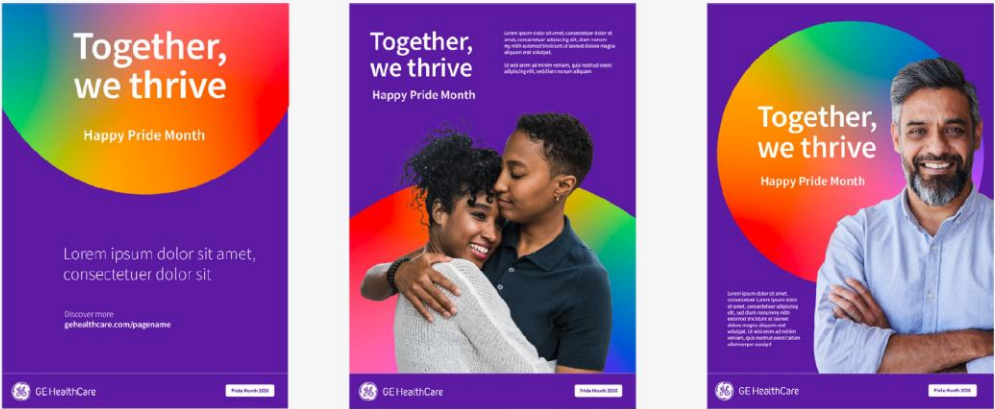
Third-party logo



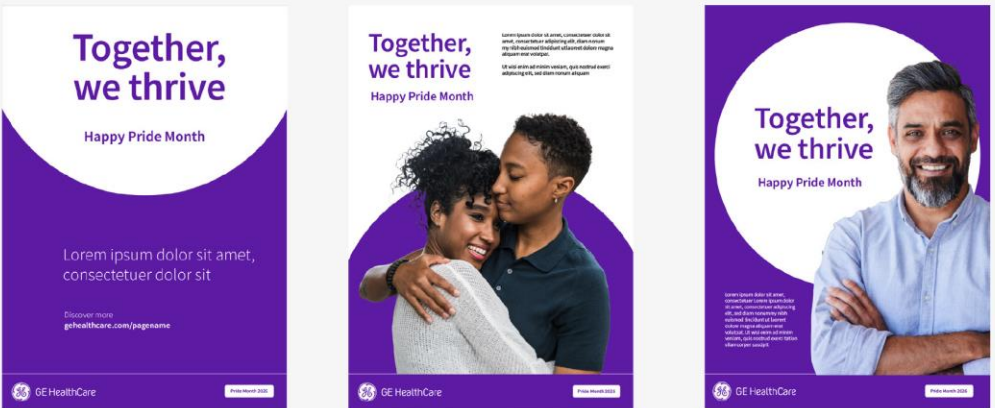
Type-set wordmark

How it comes together - color

GE HealthCare brand + observance color



GE HealthCare brand color only



Observance system - appropriate application

Parent brand headline communicates more broadly on GE HealthCare as a whole, a business unit, or care pathway

Parent brand

Don't let cancer go undetected in dense breasts

#BCAM 2024

Ribbon in secondary position and observance name as a highlight with hashtag

Parent brand treatment uses Compassion Purple more broadly within layout.

Product brand treatment for logo signified by placement in graphic bar

Product brand design system

Don't let cancer go undetected in dense breasts

Invenia™ ABUS 2.0

#BCAM 2024

Ribbon in secondary position and observance name as a highlight with hashtag

Product brand treatment applies more white space within layouts

Observance design system

GE HealthCare

Breast Cancer Awareness Month

Breast Cancer Solutions

Together. Advancing breast care for every patient, everywhere.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Observance design system - don't

GE HealthCare

Breast Cancer Awareness Month

Breast Cancer Solutions

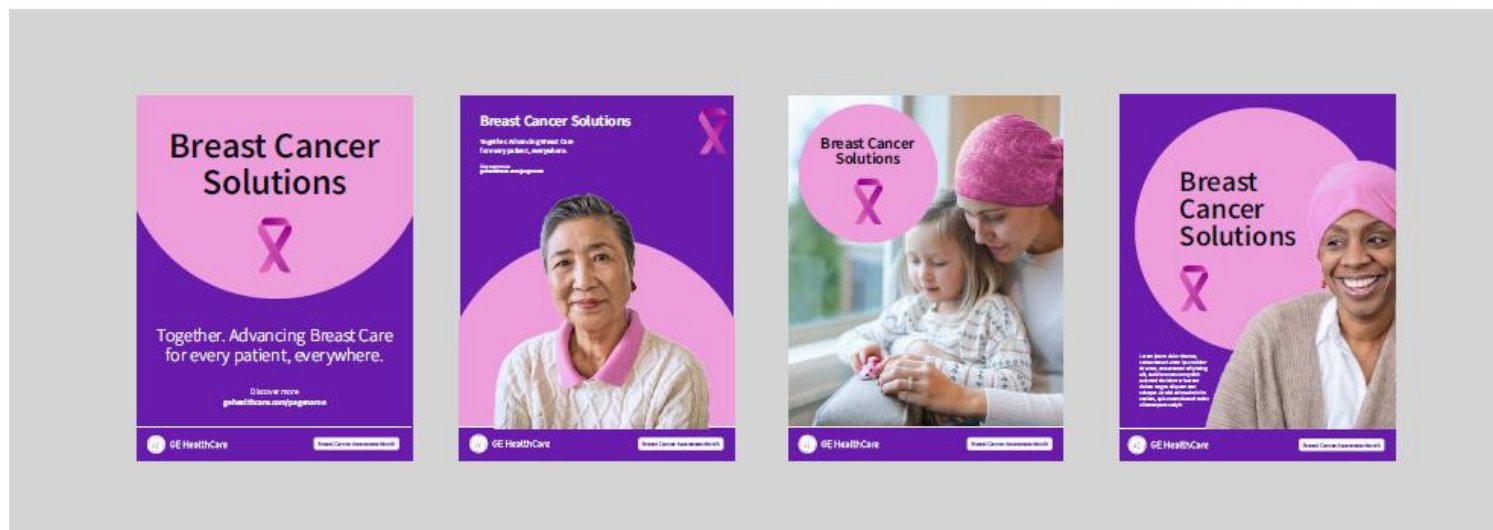
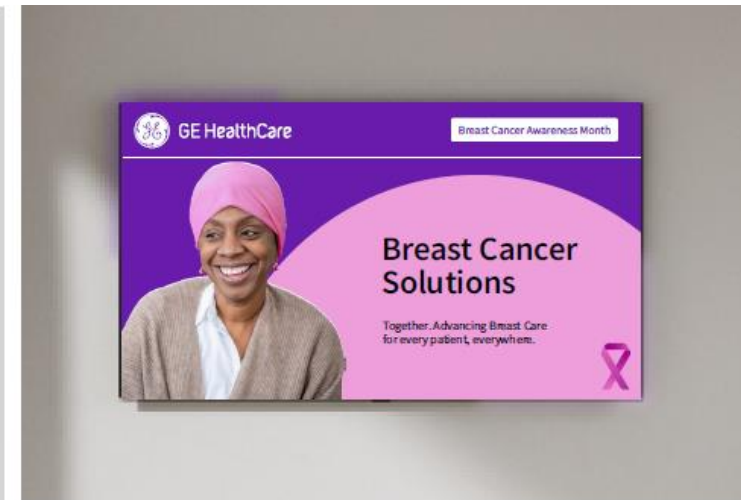
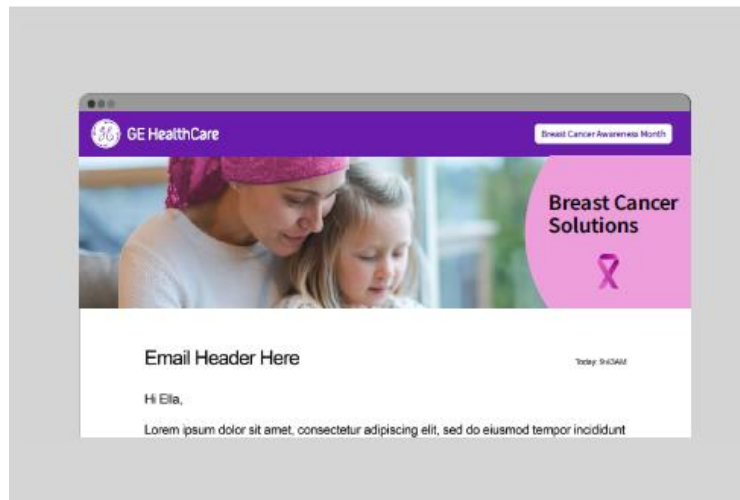
Together. Advancing breast care for every patient, everywhere.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Don't use observance design system for product level marketing.

Quick check-list

- ✓ GE HealthCare logo and Compassion Purple brand bar are present and leading
- ✓ Spotlight is used correctly (alignment matches its position)
- ✓ Observance color is within the less-than-50% rule
- ✓ Only one observance color is used (except controlled Pride Month treatments)
- ✓ Symbols are secondary and not in the brand bar
- ✓ Contrast and text sizes meet accessibility requirements



Observance merchandise

- GE HealthCare logo left chest.
- Observance name on right sleeve.
- Spotlight (solid or keyline) on reverse of t-shirt
 - using observance color
 - short message/headline
 - can contain symbol

Halo's main hub email:

GEHCTeamHALO@halo.com

Halo's European team:

GEHCEMEA@halo.com

Observance drop down in nav
coming soon:

[GE HealthCare store](#)



Observance system

Templates

Template overview - layouts

Email banners



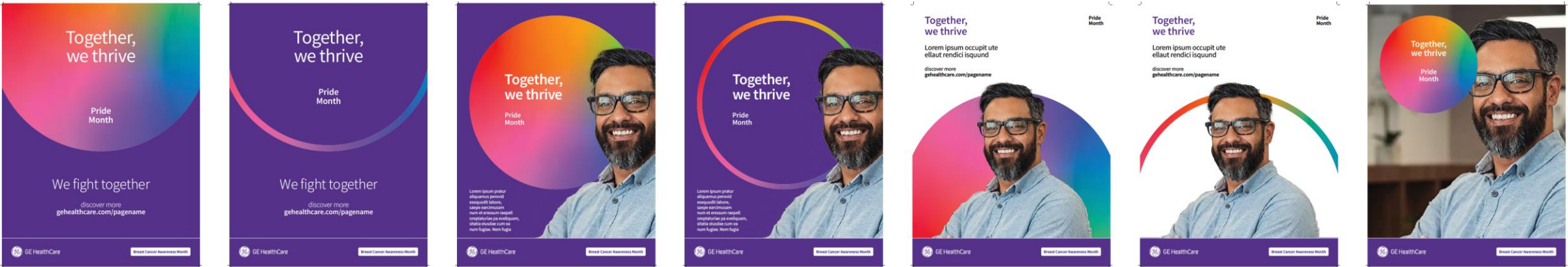
Teams backgrounds



Presentation covers



Posters



Template overview - assets

Photography



Templates overview chart – links from guideline

Observance	Date (2026)	CRG/SIG	Category	Templates				
				Email Banner	Poster	Presentation Cover	Social Media	Teams Background
Martin Luther King Jr. Day	Jan 19, 2026(Third Mon in Jan)	African Affinity Forum	Culture & Belonging	✓	Generic	Generic	N/A	Generic
Black History Month	Feb 1	N/A	Culture & Belonging	✓	Generic	Generic	N/A	Generic
World Cancer Day	Feb 4	N/A	Healthcare	✓	Generic	Generic	N/A	Generic
Lunar New Year	Feb 17	N/A	Culture & Belonging	✓	Generic	Generic	N/A	Generic
*International Women's Day (IWD)	Mar 8	N/A	Culture & Belonging	✓	✓	✓	N/A	✓
Asian American Native Hawaiian & Pacific Islander (AANHPI) Heritage Month	May 1	Asian Pacific Allies & Friends	Culture & Belonging	✓	Generic	Generic	N/A	Generic
Africa Day	May 25	Veterans Network	Culture & Belonging	✓	Generic	Generic	N/A	Generic
Memorial Day	May 25, 2026(Last Mon in May)	N/A	Culture & Belonging	✓	Generic	Generic	N/A	Generic
*Pride Month	Jun 1	Pride Alliance	Culture & Belonging	✓	✓	✓	N/A	✓
Juneteenth	Jun 19	N/A	Culture & Belonging	✓	Generic	Generic	N/A	Generic
International Women in Engineering Day (INWED)	Jun 23	N/A	Culture & Belonging	✓	Generic	Generic	N/A	Generic
World Lung Cancer Day	Aug 1	N/A	Healthcare	✓	Generic	Generic	N/A	Generic
*World Alzheimer's Day & Month	Sep 21, Sep	N/A	Healthcare	✓	✓	✓	N/A	✓
Prostate Cancer Awareness Month	Sep	N/A	Healthcare	✓	Generic	Generic	N/A	Generic
National Hispanic Heritage Month	Sep 15	Unidos	Culture & Belonging	✓	Generic	Generic	N/A	Generic
World Heart Day	Sept 29	N/A	Healthcare	✓	Generic	Generic	N/A	Generic
Veterans Day	Nov 11	Veterans Network	Healthcare	✓	Generic	Generic	N/A	Generic
*Breast Cancer Awareness Month (BCAN)	Oct	N/A	Healthcare	✓	✓	✓	N/A	✓
Movember (Men's Health)	Nov	N/A	Healthcare	✓	Generic	Generic	N/A	Generic
International Day of Persons with Disabilities (IDPD)	Dec 3	Disability Advocacy Network	Culture & Belonging	✓	Generic	Generic	N/A	Generic

Available resources

[Brand page of The Beat](#)

[Observance Guideline](#)

[Next Generation Resource Group \(NGRG\) Guideline](#)

[Observance calendar ecosystem](#)

[All templates](#)

[Teams backgrounds](#)

[Presentation covers](#)

[Email banners](#)

[Posters](#)

[Social](#)

[Ribbons](#)

[NGRG templates](#)

[Template inventory chart](#)

[Images](#)

[All observance images](#)

[Pride Month color gradient](#)

[NGRG images](#)

[Merchandise](#)

Halo's main hub email:
GEHCTeamHALO@halo.com

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GEHCEMEA@halo.com

[GE HealthCare store](#)

Q&A

For more questions reach out to

brand.health@gehealthcare.com