

Observances Guidelines

February 2026

Introduction

These Observance Guidelines explain how to apply the observance design system for days, weeks, and months that matter to our people, customers and communities (e.g., International Women’s Day, Pride Alliance, World Alzheimer’s Day and Month). All parent level guidance on logo, color, typography, grid, imagery and legal should be adhered in addition to this document.

Our goals

- Provide a single, recognizable way to show support for observances.
- Show how observances show up within the GE HealthCare ecosystem.
- Offer a flexible toolkit that works across channels and markets.
- Ensure consistent, respectful representation of our observances.

When to use this system

The observance design system is reserved for specific moments in the calendar, when we are recognizing an agreed observance. This unique expression of the GE HealthCare brand allows us to spotlight and support a specific observance and its symbols while maintaining the integrity of our parent brand.

This system should only be used on communications that are directly tied to that observance—never on everyday, always-on, or product-related marketing campaign activity.

Please refer to our [Next Generation Resource Group \(NGRG\) Guidelines](#) for further information and available templates for communication on a group level.

For all other needs, teams must use the core GE HealthCare brand system without observance colors, Spotlights, or symbols.

Please [refer to the inventory chart](#) of all available templates for each observance.

Please [refer to this overview calendar](#) for dates of observances recognized by GE HealthCare throughout the year.

Please note, all images and visuals, including messaging within visuals, used in this guideline are for visual purposes only. To access licensed images, assets and templates, [refer to this link](#).

For recognized observance moments only

Table of contents

Toolkit of assets

The Spotlight	6
Observance system	7
System flexibility	8
Brand bar components	10
Logo hierarchy	11
Brand bar positioning	12
Brand bar don'ts	13
The Spotlight: Usage variants	14
The Spotlight: Size ratio	15
The Spotlight: Adding text to layouts	16
The Spotlight: Keyline	17
The Spotlight: Keyline weight	18
Spotlight don'ts	19

Symbols

Types of symbols	21
Symbol placement	22
In application	23
Symbol don'ts	24

Color

Color for observances	26
Using color	27
Applying to the Spotlight	29
Applying to symbols	30
Colors rules	31
Color in layouts	32
Color don'ts	33

Typography

Alignment	35
Tone of voice	36
Typography don'ts	37

Imagery

Observance-specific imagery	39
Principles	40

Application guidance

Quick check-list	42
Merchandise	43

Contacts & Resources

Toolkit of assets

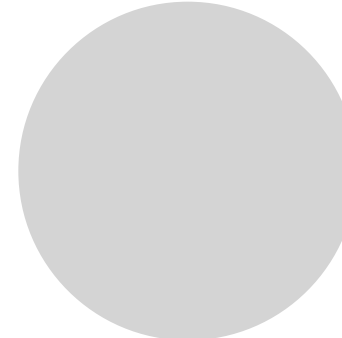
A flexible set of brand-led elements that can be combined in different ways to create observance communications across channels and formats.

The Spotlight

A circular device derived from the GE HealthCare Monogram that highlights the people, stories, and causes that are part of or supported by GE HealthCare.

We're introducing this new graphic element specifically for observances, so we can celebrate different causes while staying within our core visual toolkit.

- The Spotlight is a circular form inspired from the GE HealthCare Monogram.
- It acts as a focal point for messages, imagery, and symbols connected to an observance.
- It is always used in combination with core brand elements (logo, Compassion Purple, Source Sans Pro, grid).



GE HealthCare 'Spotlight'

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

Observance system

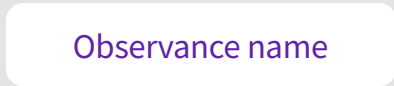
Observance layouts are built from a set of elements, used in a specific way:

- Compassion Purple GE HealthCare brand bar (no observance colors or imagery inside the bar)
- Observance badge
- Spotlight
- Symbol (text only, ribbon, or third-party logo)
- Observance color
- Imagery

GE HealthCare brand bar



Observance badge



Spotlight

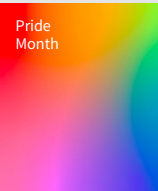
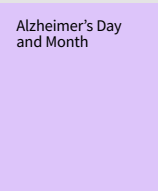
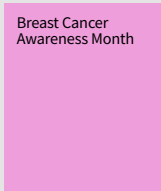


Symbol (text only, ribbon or third-party logo)



International Women's Day

Observance color

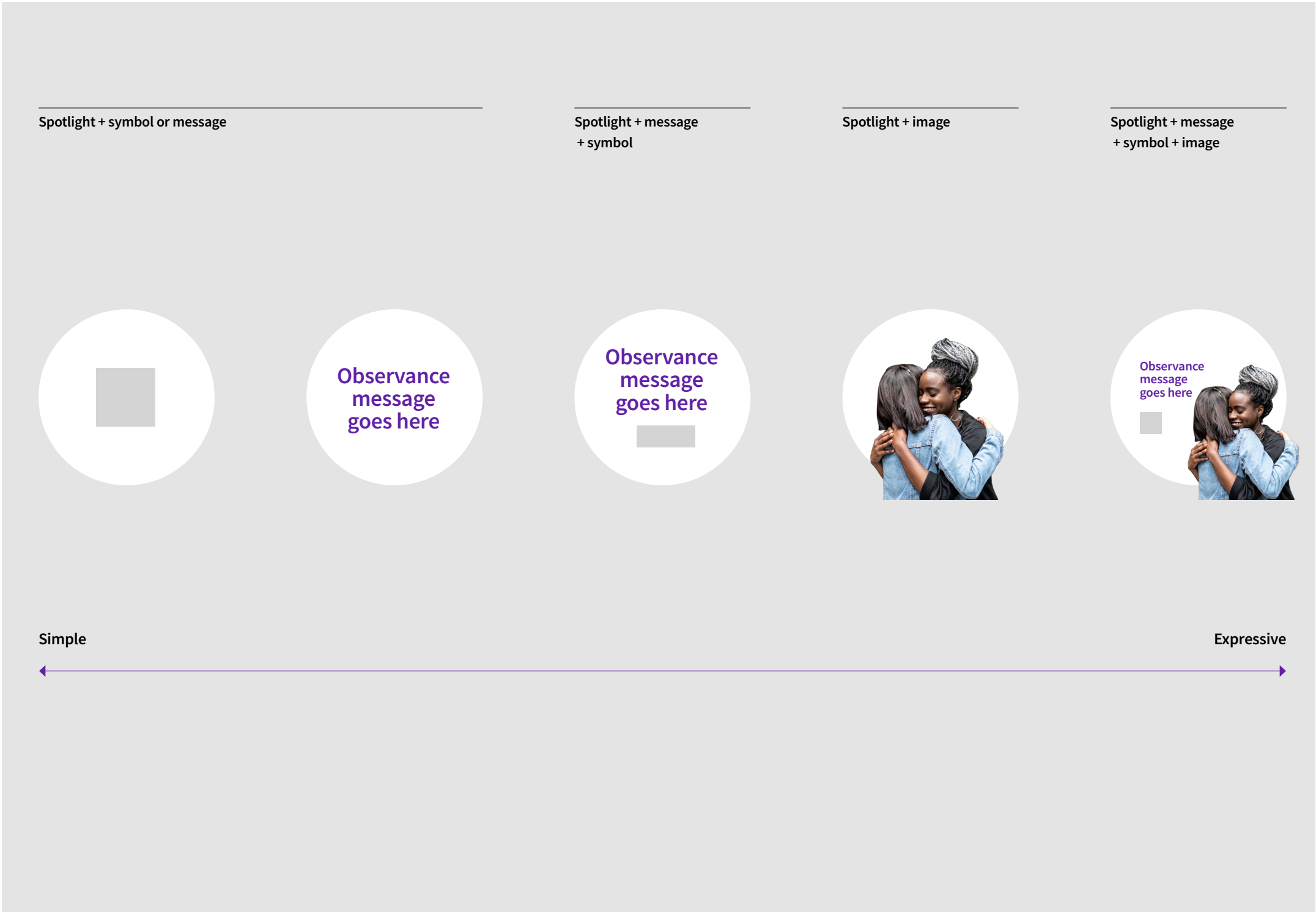


Imagery



System flexibility

The observance system flexes from a simple Spotlight to combinations of symbol, message, and imagery. This allows teams to dial brand expression up or down to tell clear, impactful stories across any channel or audience.



 GE HealthCare

International Women's Day



Respect in every room

 International Women's Day

Email Header Here

Today: 9:43AM

Hi Ella,

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

 GE HealthCare

International Women's Day



Respect in every room

We're celebrating women in innovation.

 International Women's Day

Respect in every room

 International Women's Day

We're celebrating women in innovation.

Discover more
[gehealthcare.com/pageName](#)

 GE HealthCare

International Women's Day

Respect in every room

Lorem ipsum dolor sit amet, consectetur lorem.

Discover more
[gehealthcare.com/pageName](#)

 International Women's Day



 GE HealthCare

International Women's Day

 International Women's Day

Respect in every room



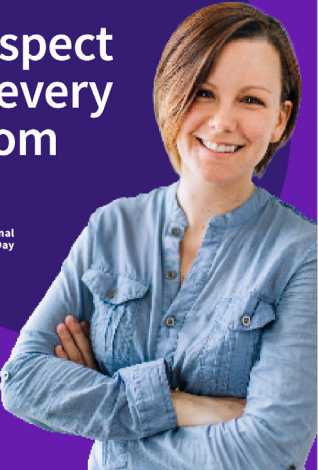
 GE HealthCare

International Women's Day

Respect in every room

 International Women's Day

Lorem ipsum dolor sit amet, consectetur Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. It wisi enim ad minim veniam, quis nostrud exercit tation ullamcorper suscipit



 GE HealthCare

International Women's Day

Brand bar components

Always start with our core GE HealthCare assets. Lead with the GE HealthCare logo as the primary element and build everything else around it.

Every observance communication should include the GE HealthCare brand bar as the main anchor and a clear observance identifier for each cause we're recognizing.

GE HealthCare logo



Observance badge



GE HealthCare brand bar



X = 3/4 width of Monogram



Logo hierarchy

In observance communications, the guidance below keeps a clear hierarchy between the GE HealthCare logo and the observance name badge.

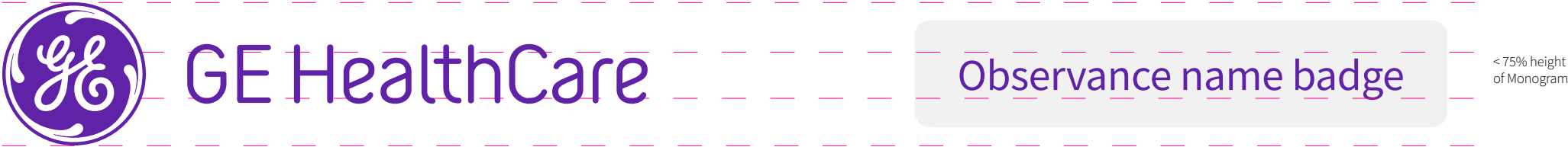
Make the GE HealthCare logo the primary mark, with the observance name badge acting as a supporting label rather than a second logo.

Logo scale
Keep the observance name badge height at or below 75% of the height of the GE HealthCare Monogram.

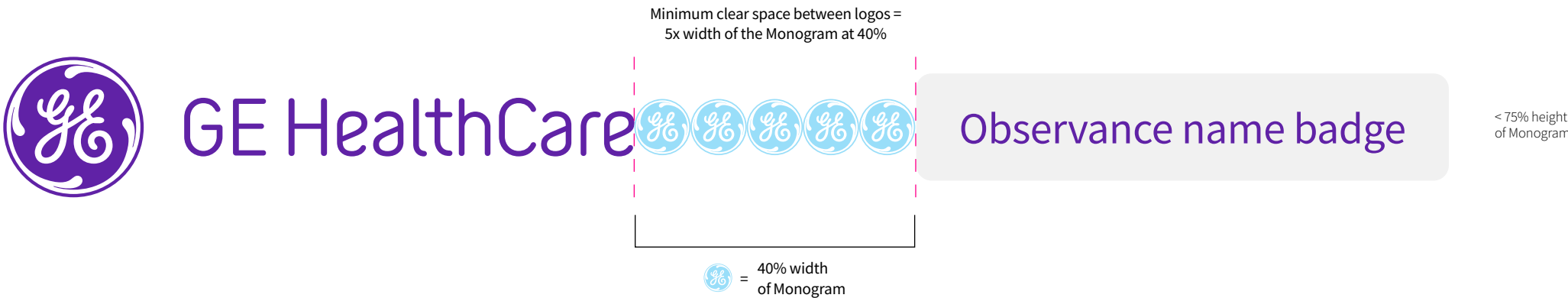
Logo spacing
The minimum clear space between the logo and the observance name badge is 5x the Monogram at 40%.

Logo placement
Place the observance name badge on the opposite side of the layout from the GE HealthCare logo within the brand bar, and never lock it up as a combined logo.

Logo scale



Logo spacing

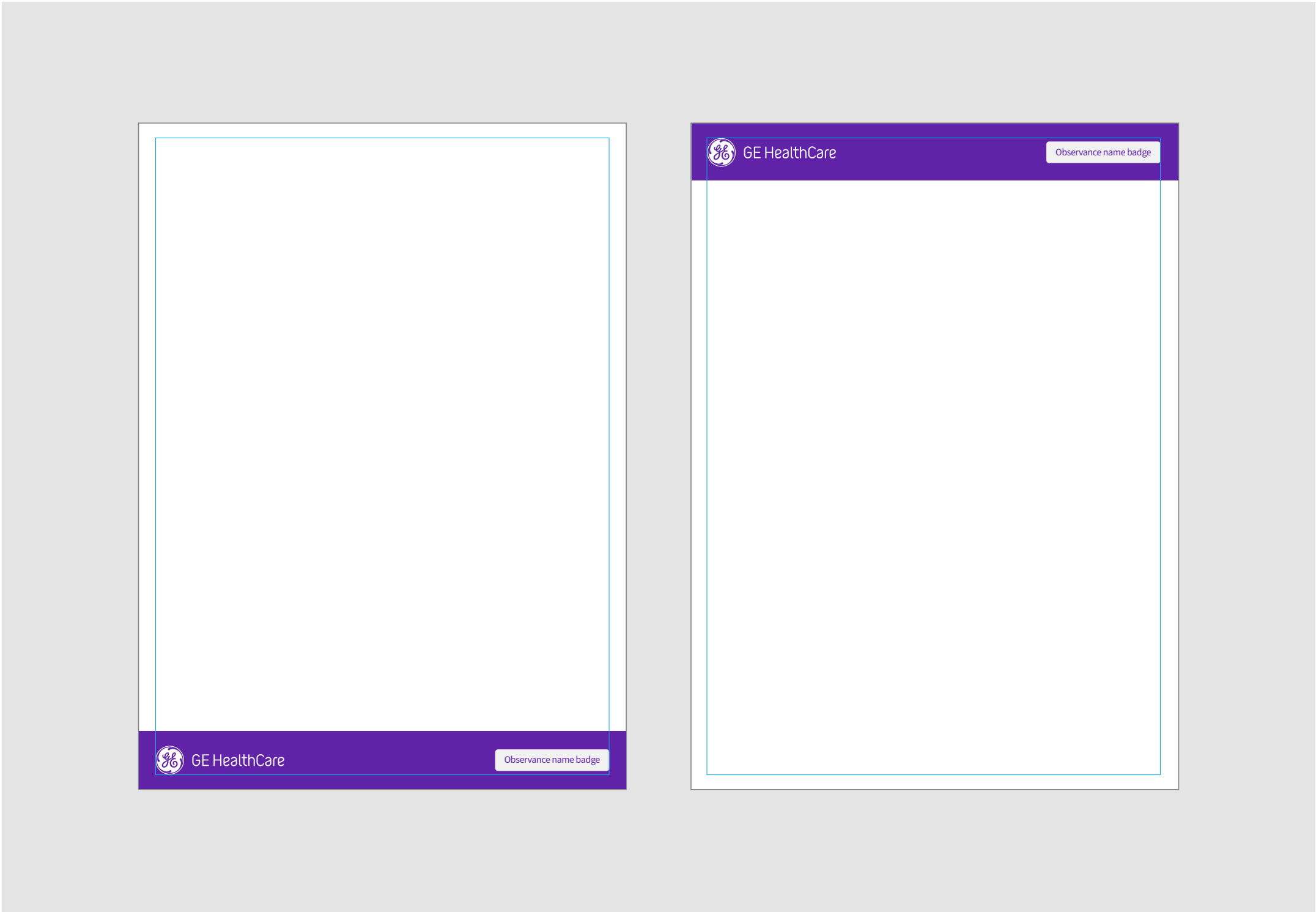


Logo placement



Brand bar positioning

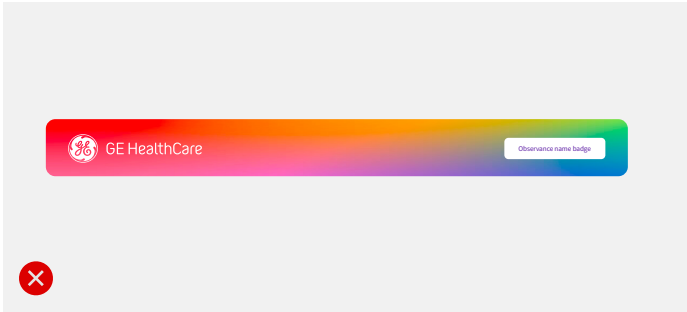
Always position the brand bar—which includes the GE HealthCare logo and the observance name badge—at the top or bottom of the layout, never centered.



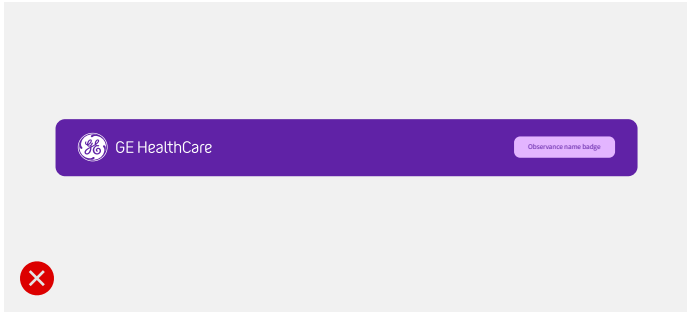
Brand bar don'ts

Use the Compassion Purple brand bar as a consistent anchor:
GE HealthCare logo on the left, white observance name badge on the right, with plenty of clear space.

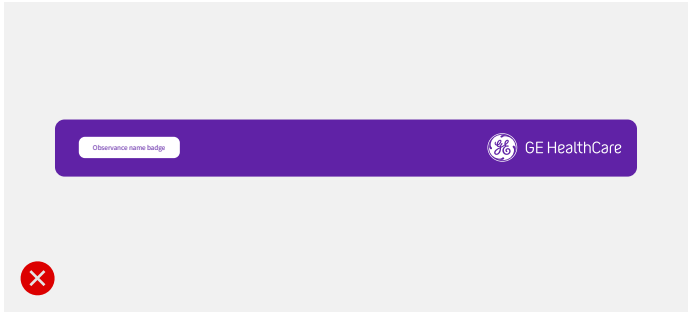
Do not recolor, re-order, stretch, stack, or overcrowd the brand bar, add extra messaging into it, or move the GE HealthCare logo outside the bar.



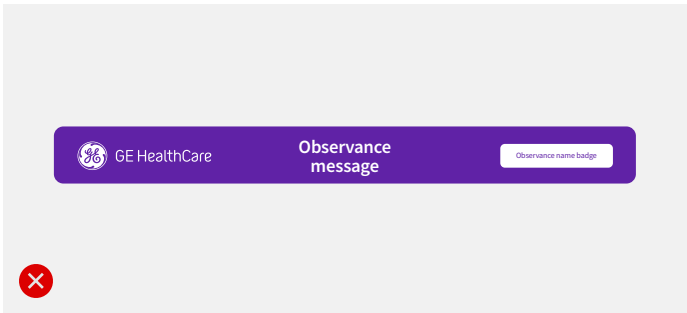
Don't use gradients or alternative colors for the brand bar.



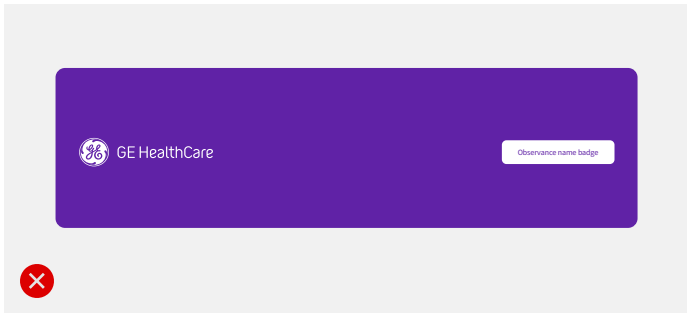
Don't color the observance name badge—it should always be white.



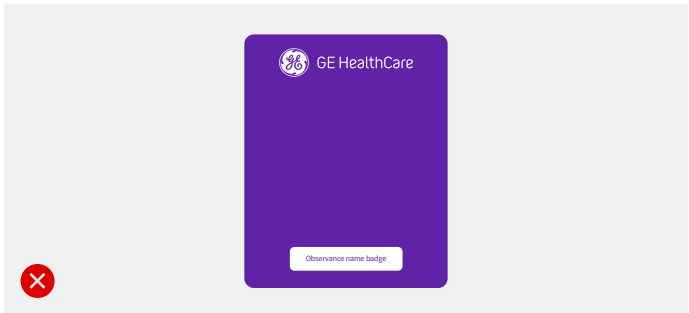
Don't swap the order of elements; the logo must stay on the left.



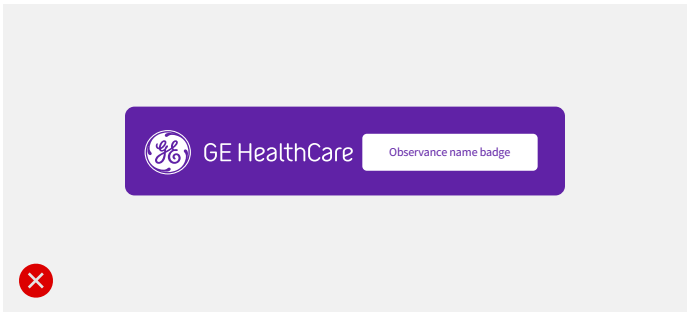
Don't place headlines or body copy inside the brand bar.



Don't stretch or change the proportions of the brand bar.



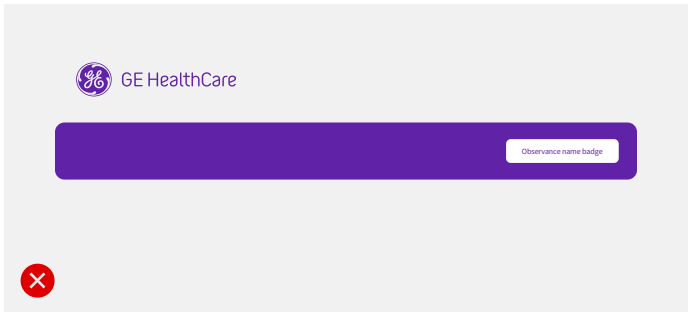
Don't stack the brand bar vertically—it must always be horizontal.



Don't crowd the logo and badge; always leave clear space between them.



Don't show a brand bar without the GE HealthCare logo.



Don't position the GE HealthCare logo outside the brand bar.

The Spotlight: Usage variants

Spotlight—headline only
Use for simple, direct messages where the headline is the main focus.

Spotlight—observance color
Use to dial up the observance color.

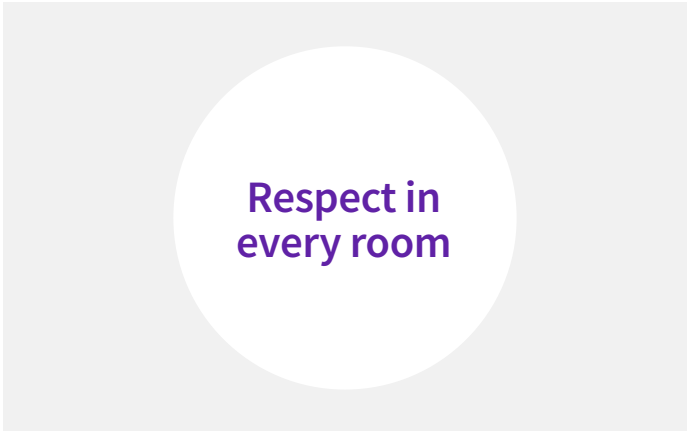
Spotlight—headline + symbol
Use to show an observance symbol alongside a short message.

Spotlight—cut-out image
Use to bring a person or group into the Spotlight.

Spotlight—placed over imagery
Use when photography fills the frame and the Spotlight sits on top to hold the message.

Note:
Keep Spotlight headlines short and direct, ideally 4–6 words, no more than three short lines, so the message stays clear and easy to read at any size.

Headline only



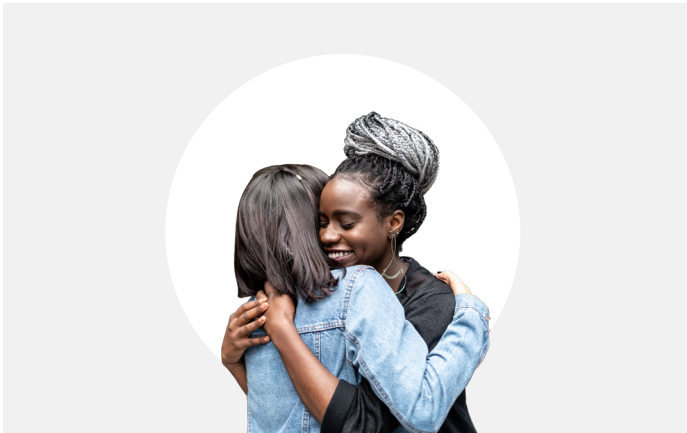
Observance color



Headline + observance symbol



Cut-out imagery



Placed over imagery



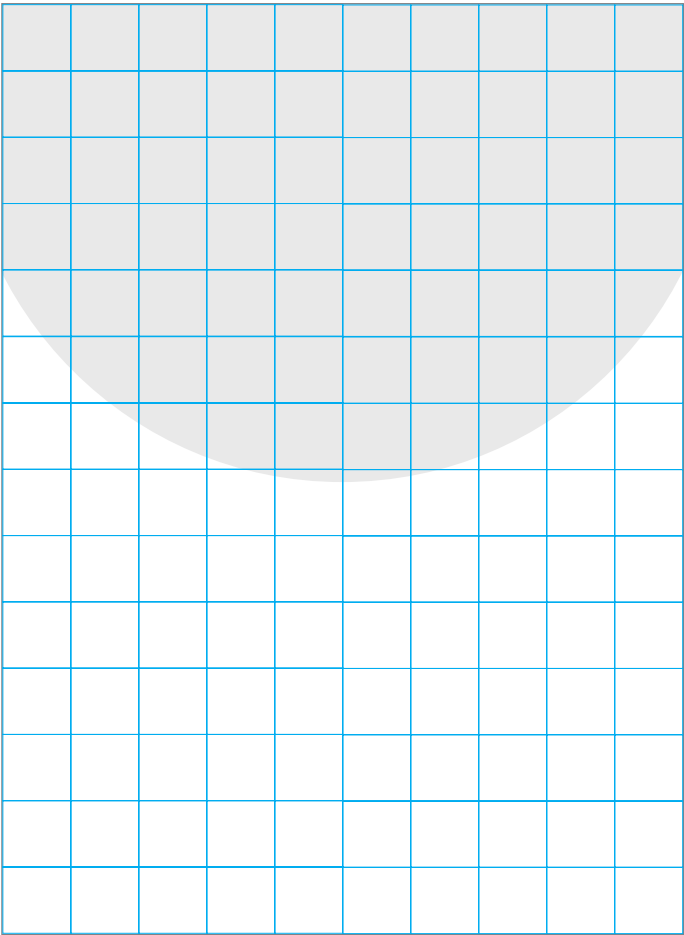
The Spotlight: Size ratio

The Spotlight should fill no more than 50% of the layout to ensure Compassion Purple remains the dominant color.

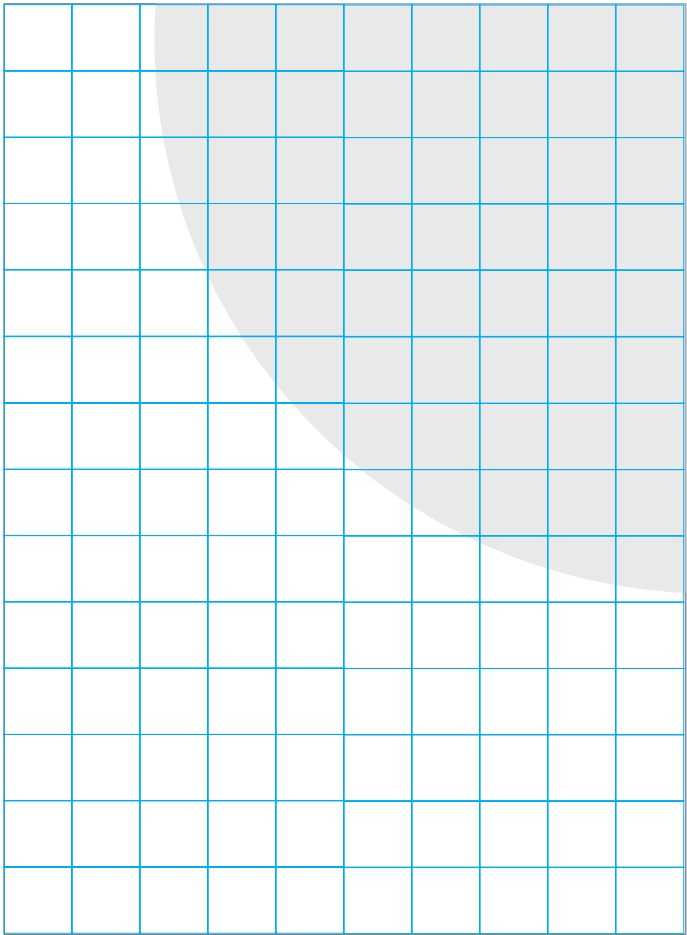
Compassion Purple must always account for at least 50% of the visible color.

Use these examples as a guide to keep the Spotlight within that 50% coverage rule, even when it's large or cropped.

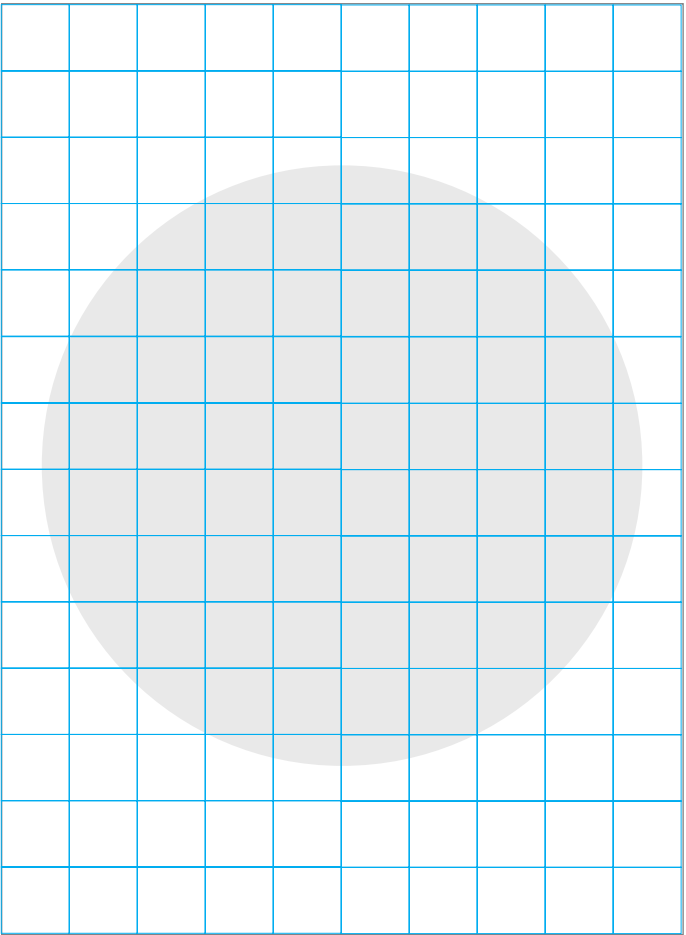
Less than 50% Spotlight coverage rule



Centered Spotlight within 50% coverage



Cropped Spotlight within 50% coverage



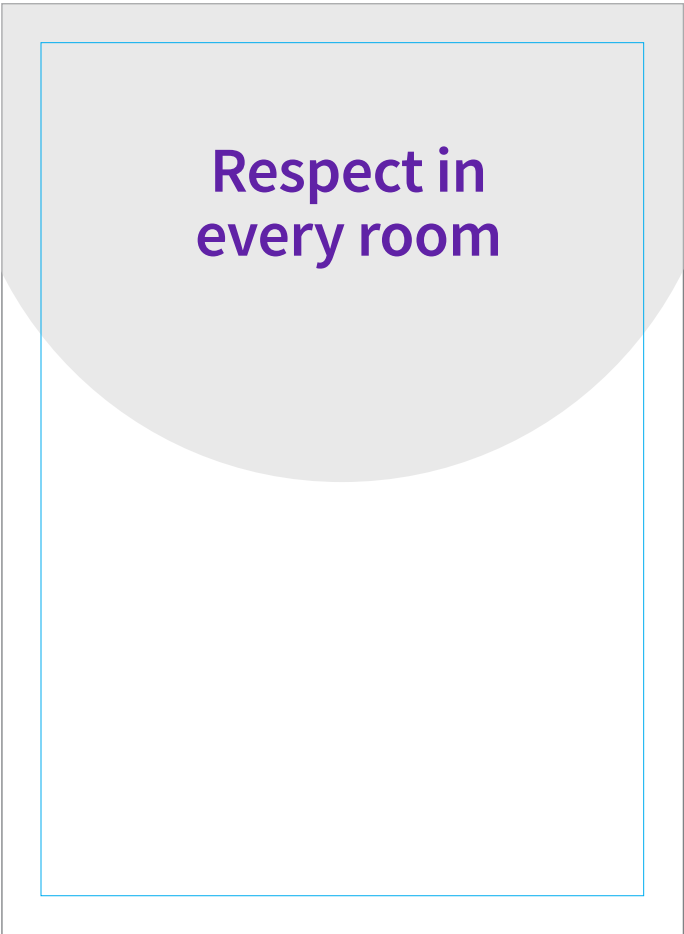
Contained Spotlight within 50% coverage

The Spotlight: Adding text to layouts

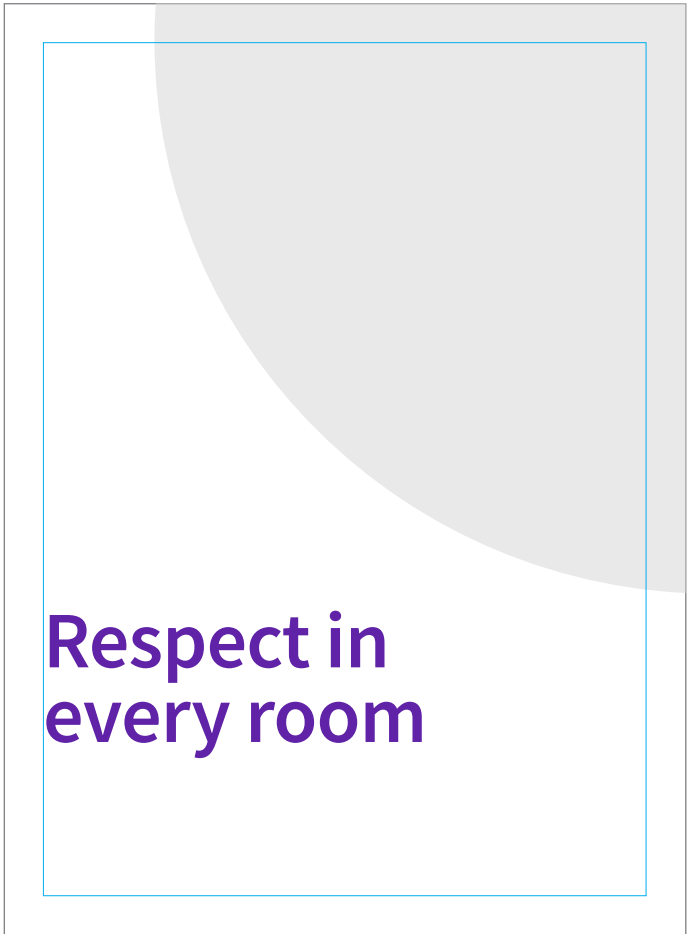
Use the less-than-50% Spotlight rule to leave enough room for everything else in the layout. Once the Spotlight is sized, keep generous amounts of clear space around it to allow space for headlines, body copy, imagery, and symbols.

Keep margins around the Spotlight and type so the message is easy to read and the layout feels calm and considered.

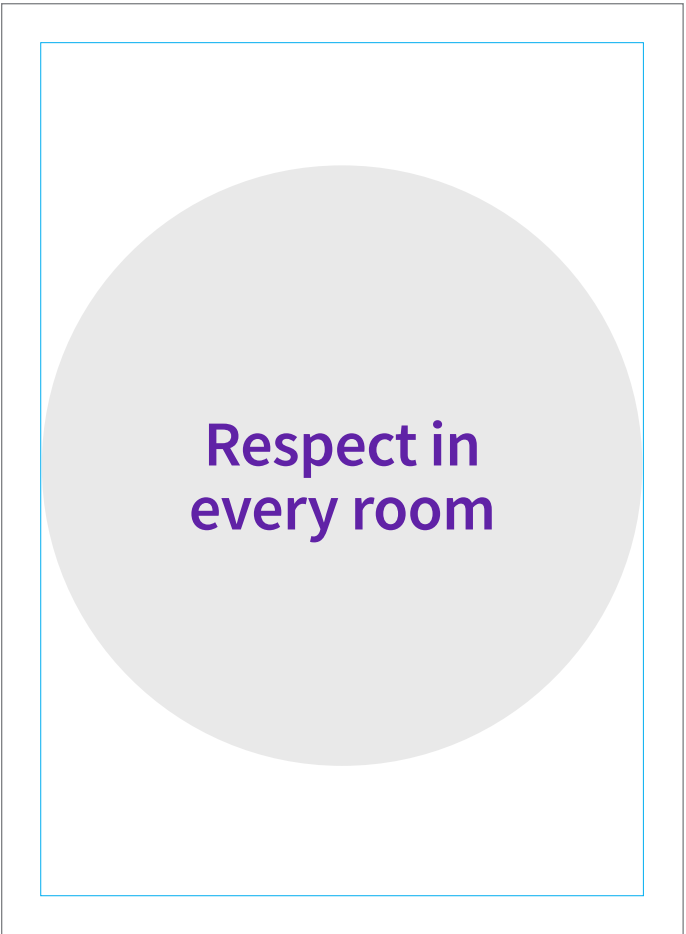
Leave plenty of clear space to allow for headlines, imagery, and symbols.



Headline centered in Spotlight crop



Headline aligned with negative space



Headline centered in Spotlight

The Spotlight: Keyline

An alternate to the solid-color Spotlight is the keyline version of the Spotlight. Use the keyline when the tone needs to feel softer, more reflective, or commemorative.

This treatment works well for internal messages, remembrance moments, and supporting assets where photography already carries most of the emotion.

Solid color



Keyline

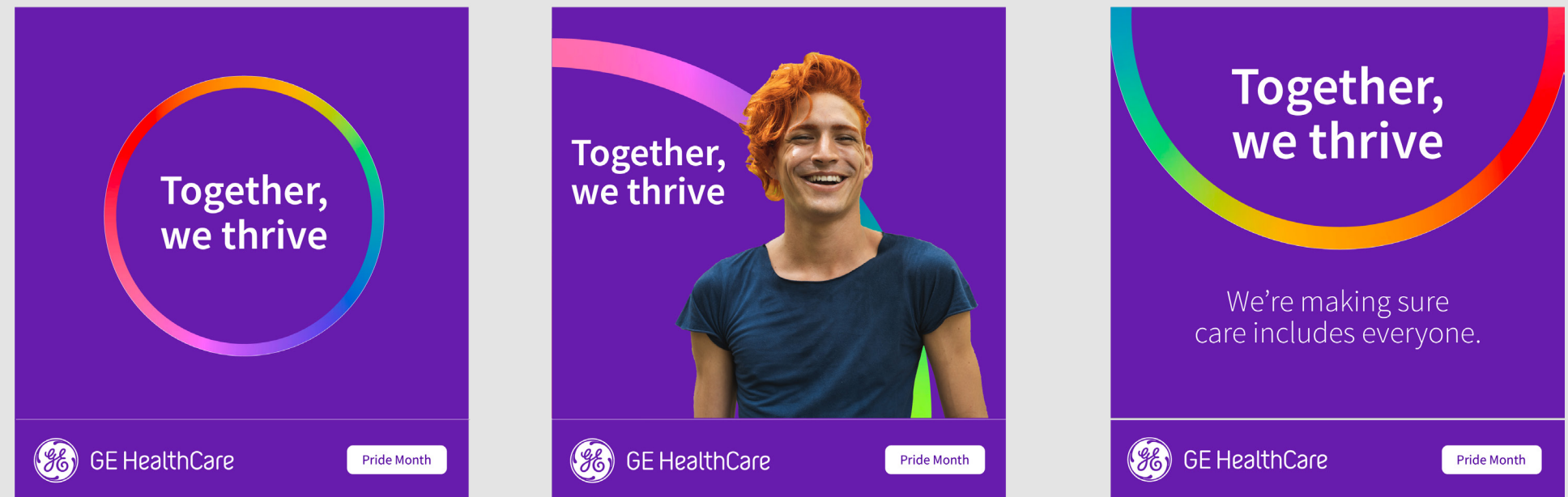


The Spotlight: Keyline weight

Any keyline Spotlight stroke should be 10% of the Spotlight diameter—for example, a 200 px circle uses a 20 px keyline, and a 40 mm circle uses a 4 mm keyline.

Never go thinner than 4 px / 0.5 pt in digital or print to avoid break-up at small sizes.

Keep the keyline thin enough that most of the circle remains open; the ring should frame the message, not compete with it, so the text still feels contained and easy to read.



Spotlight don'ts

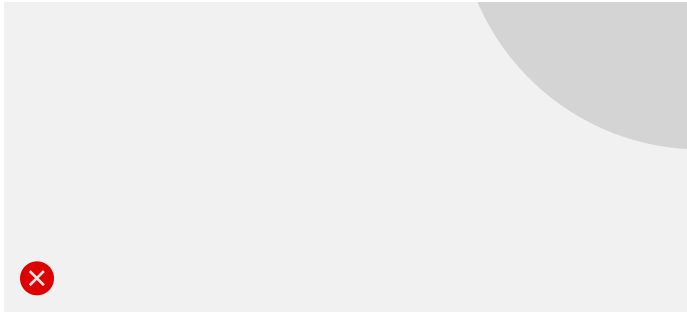
Using the Spotlight correctly is essential to keeping observance layouts clear and on-brand.

Do keep it as a single, perfectly round focal point that follows the less-than-50% rule and leaves room for copy and imagery.

Don't distort, over-size, multiply, recolor, or use it as a heavy overlay on people or photography, and never place the GE HealthCare logo inside it.



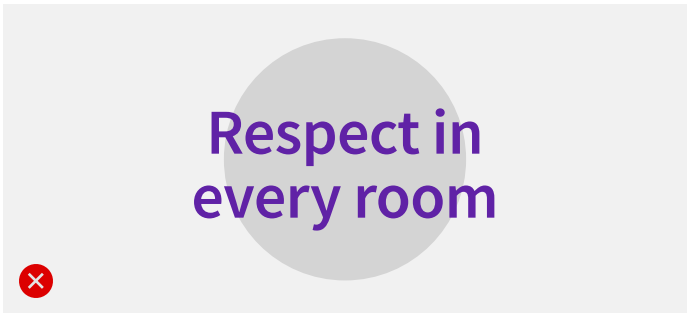
Don't enlarge the Spotlight beyond 50% of the layout area.



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.

Symbols

How to recognize organizations and
causes within the GE HealthCare system

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 place 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.

Symbols in use



Observance ribbons



Third-party logos



Observance text

Symbol placement

Choose symbol (ribbon, text, or third-party logo) placement based on the Spotlight type and the complexity of the layout.

Headline + symbol (centered)

- Place the symbol inside the Spotlight, under the headline.
- Keep the headline and symbol centered in the Spotlight.

Headline + symbol (left-aligned) + image

- Place the headline and symbol away from faces.
- Align the symbol to the left edge of the headline.

Symbol + image (corner)

- When the Spotlight and imagery fill the frame, move the symbol to a clean corner furthest from the Spotlight.
- Keep clear space around it so it reads as a neat, self-contained tag.

In Spotlight: Headline + symbol (centered)



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



Out of Spotlight: Symbol + image (corner)



In application

Symbols work with the Spotlight to clearly signal each observance, while the GE HealthCare logo and brand bar quietly anchor the piece.

Use one primary symbol per layout. Position it away from the headline so the message remains the main focus.

Note:
We recommend a fine rule above the brand bar to separate the GE HealthCare logo and observance name badge from the content.

Poster examples



Observance ribbon



Third-party logo



Type-set wordmark

Symbol don'ts

Using observance symbols correctly is essential for consistency.

Do keep symbols simple, legible, and secondary to the message, with clear space around them.

Don't rotate, skew, recolor, crop in awkward ways, or overlay them intrusively on text or faces—the symbol should support the story, not distract from it.



Do not rotate, skew, or distort the symbol.



Do not change the color of the symbol.



Do not overlay type in an intrusive manner on the symbol.



Do not use awkward or strange symbol crops.



Do not overlay the symbol in an intrusive manner on imagery.

Color

Using observance colors
within our palette

Color for observances

As there are not always defined industry-standard colors for every observance, we will assign a specific color to each observance to keep the system unified and consistent.

Each observance should have a dedicated color that feels true to the cause while remaining clearly distinct from our GE HealthCare color palette.

Using color

Relationship to parent level color palette

Compassion Purple remains the primary brand color and should dominate observance layouts, alongside white and gray.

Defining observance colors

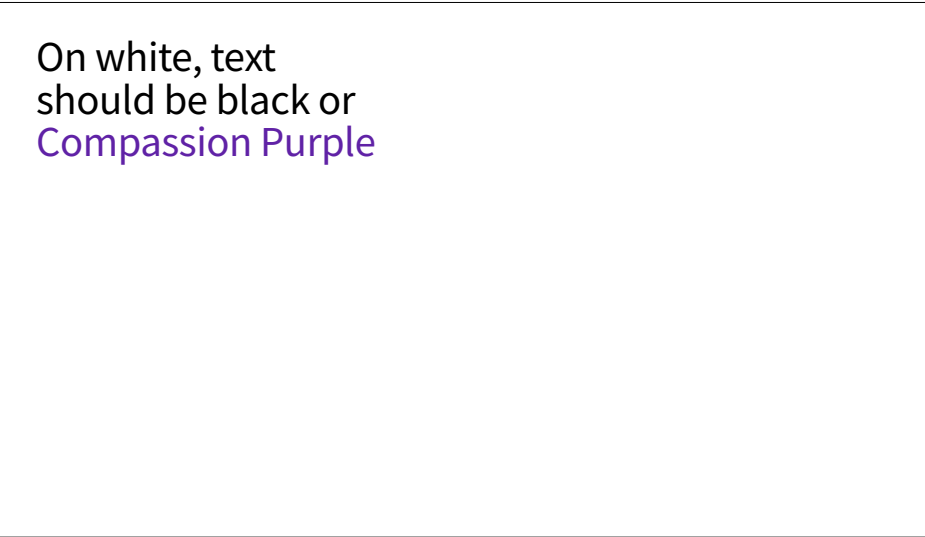
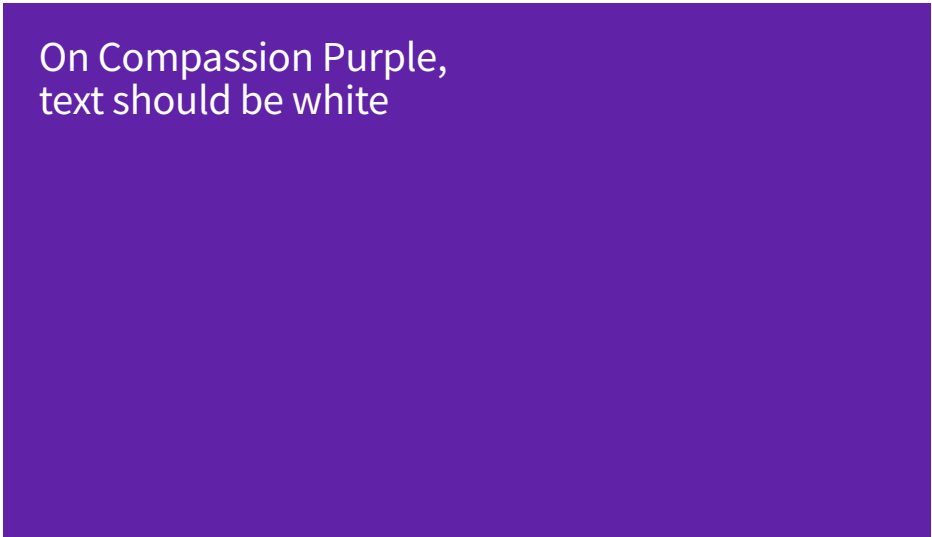
There are not always defined colors for every observance. To keep the system unified and consistent, we assign a specific observance color when one does not already exist.

Each observance should have a dedicated color that feels true to the cause while remaining clearly distinct from our GE HealthCare color palette.

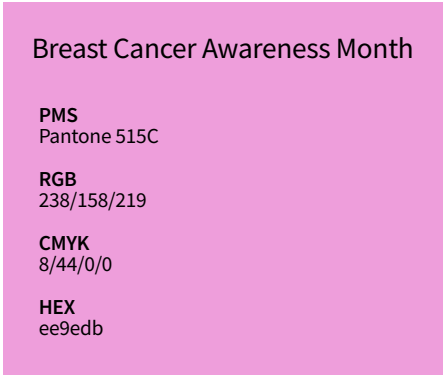
Note:

Use only one observance color per asset (Pride Month is the single exception with a controlled rainbow treatment). Do not create new gradients or duotones from observance colors.

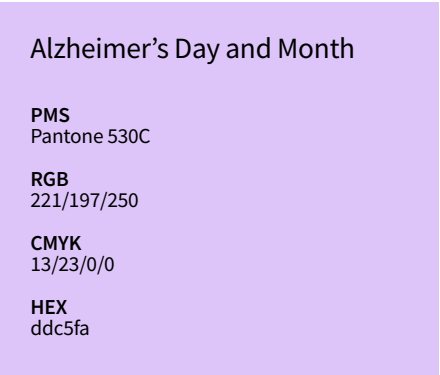
Primary application



Observance colors



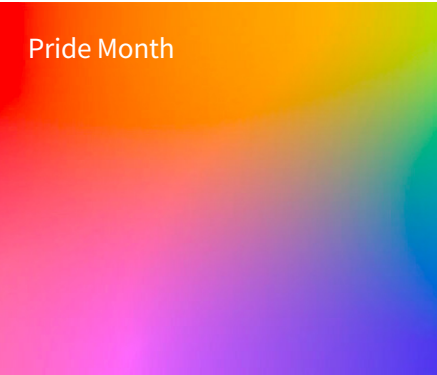
Associated with pink



Associated with lavender



Associated with dark purple



Associated with rainbow of colors

[Download Pride Alliance rainbow gradient](#)

Using color

Relationship to parent level color palette

Compassion Purple remains the primary brand color and should dominate observance layouts, alongside white and gray.

Defining observance colors

There are not always defined colors for every observance. To keep the system unified and consistent, we assign a specific observance color when one does not already exist.

Each observance should have a dedicated color that feels true to the cause while remaining clearly distinct from our GE HealthCare color palette.

Note:

Use only one observance color per asset (Pride Month is the single exception with a controlled rainbow treatment). Do not create new gradients or duotones from observance colors.

International Day of Persons with Disabilities (IDPD)

PMS:

Pantone 1375 C

RGB:

248/151/40

CMYK:

0/39/84/3

HEX:

f89728

World Cancer Day

PMS:

Pantone 252 C

RGB:

193/88/210

CMYK:

8/58/0/18

HEX:

c158d2

World Lung Cancer Day

PMS:

Pantone 7604 C

RGB:

228/220/201

CMYK:

0/4/12/11

HEX:

e4dcc9

World Heart Day

PMS:

Pantone 7621 C

RGB:

166/17/3

CMYK:

0/90/98/35

HEX:

a61103

Veterans Day

PMS:

Pantone 5767 C

RGB:

128/140/84

CMYK:

9/0/40/45

HEX:

808C54

Movember

PMS:

Pantone 2726 C

RGB:

64/102/224

CMYK:

71/54/0/12

HEX:

4066e0

National Hispanic Heritage Month

PMS:

Pantone 7408 C

RGB:

242/183/5

CMYK:

0/24/98/5

HEX:

f2b705

International Women in Engineering Day (INWED)

PMS:

Pantone 367 C

RGB:

153/194/66

CMYK:

21/0/66/24

HEX:

99c242

Juneteenth

PMS:

Pantone 7734 C

RGB:

36/111/53

CMYK:

68/0/52/56

HEX:

246f35

Memorial Day

PMS:

Pantone 7499 C

RGB:

246/240/201

CMYK:

0/18/4/0

HEX:

f6f0c9

Africa Day

PMS:

Pantone 1535 C

RGB:

166/64/4

CMYK:

0/61/98/35

HEX:

a64004

Asian American & Pacific Islander (AAPI) Heritage Month

PMS:

Pantone 563 C

RGB:

111/191/83

CMYK:

69/0/36/0

HEX:

6fbfb7

Prostate Cancer Awareness Month)

PMS:

Pantone 2718 C

RGB:

89/157/217

CMYK:

59/28/0/15

HEX:

599DD9

Black History Month

PMS:

Black 6 C

RGB:

13/13/13

CMYK:

0/0/0/95

HEX:

0d0d0d

Lunar New Year

PMS:

Warm Red C

RGB:

255/52/35

CMYK:

0/80/86/0

HEX:

ff3423

Martin Luther King Jr. Day

PMS:

Pantone 403 C

RGB:

140/134/128

CMYK:

0/4/9/45

HEX:

8c8680

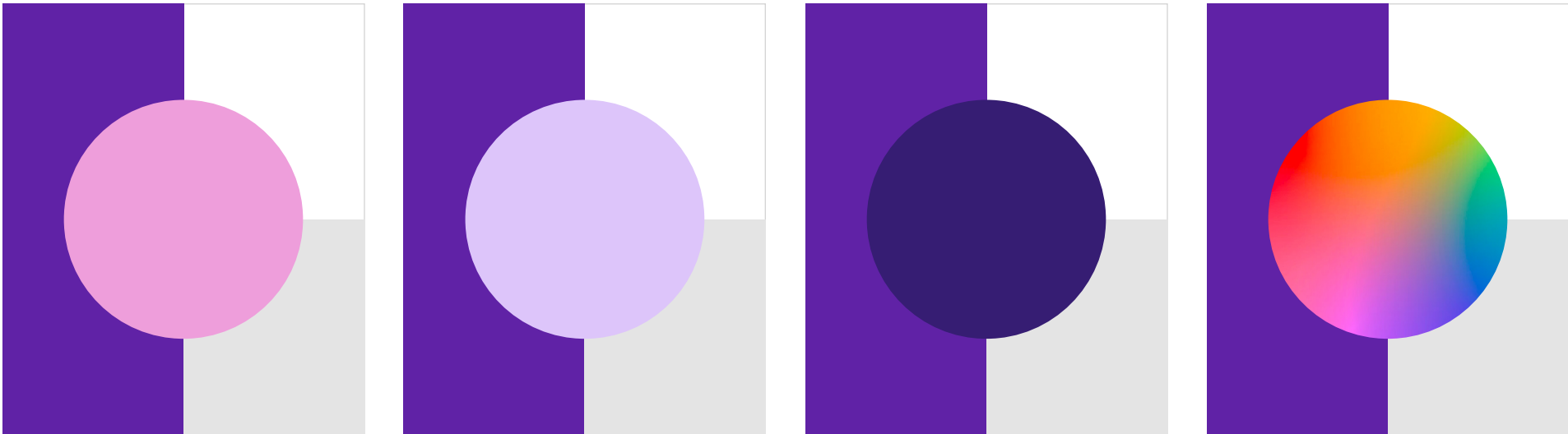
Applying to the Spotlight

Be mindful of contrast when applying observance color to the Spotlight. It must sit clearly against Compassion Purple, grays, or white, and still allow text to pass accessibility contrast standards.

Observance colors



Applying to the Spotlight



Applying to symbols

When adding a symbol (ribbon, third-party logo, or text only), apply a color that provides enough contrast to work with the background color. Be aware the background color could be the observance color, Compassion Purple, white, or gray.

Ribbons
Using our unique GE HealthCare ribbon template, originally created for Breast Cancer Awareness Month (BCAM), we can create additional unique options for observances that use a ribbon as their industry-standard symbol.

Observance colors



Applying to symbols



Colors rules

For each observance:

Each observance is assigned one main color (or a controlled set for Pride) and this is used consistently year to year.

If an observance color is purple, it must be a shade clearly different from Compassion Purple.

Observance colors are defined to match recognized awareness standards where they exist (e.g. Alzheimer’s Day and Month lavender).

Usage limits:

Observance color should be less than 50% of any layout.

If using imagery, keep observance color to approximately 30% or less of the visible area.

In application

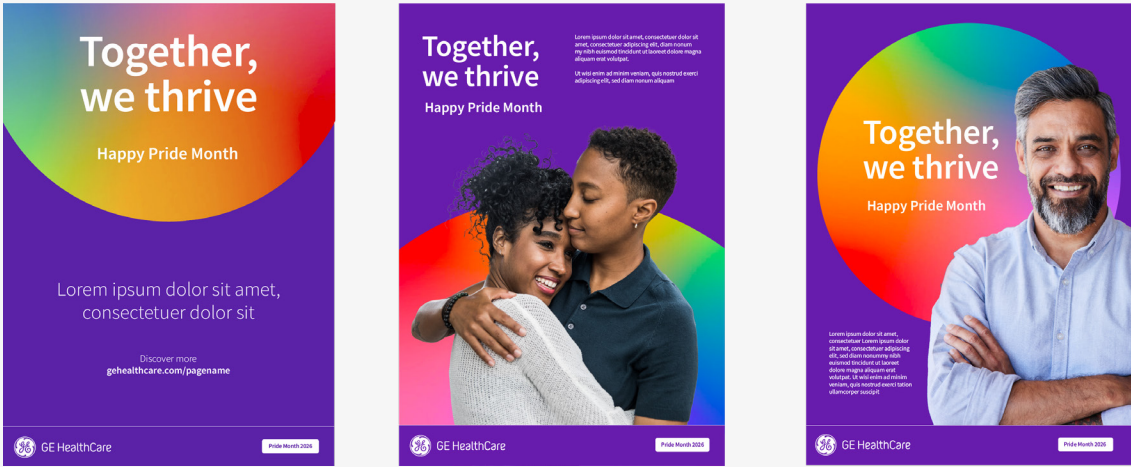


Color in layouts

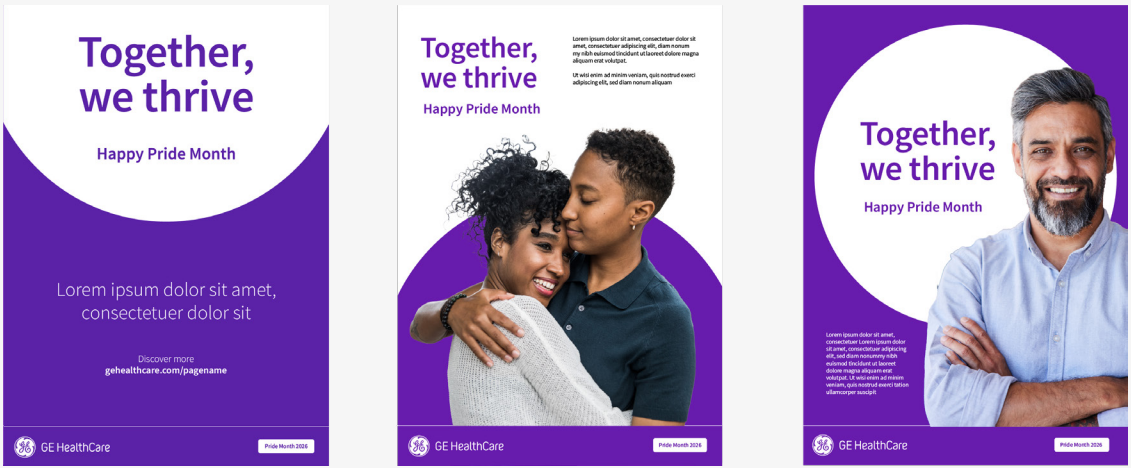
Not every layout needs to lead with observance color

Observance communications can also be created using just white and Compassion Purple to create a quieter expression or when it is more important to lead with the GE HealthCare brand.

GE HealthCare brand + observance color



GE HealthCare brand color only



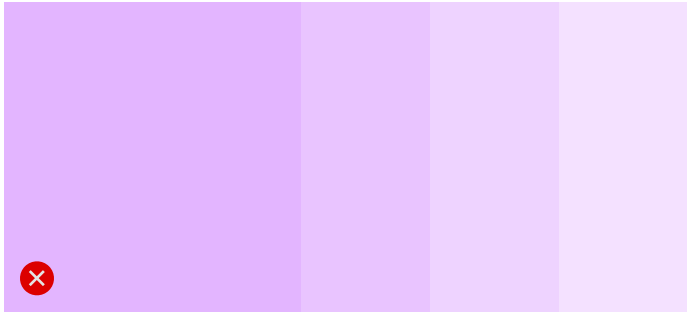
Color don'ts

Use observance color as an accent to highlight the cause, while Compassion Purple and white remain the primary brand colors. All text must meet contrast requirements and the 50% color rule, with only one observance color per asset (Pride is the single controlled exception).

Do not recolor the GE HealthCare logo or brand bar, introduce tints or extra shades, mix multiple observance colors in one layout, or let observance color behave like a new core brand color.



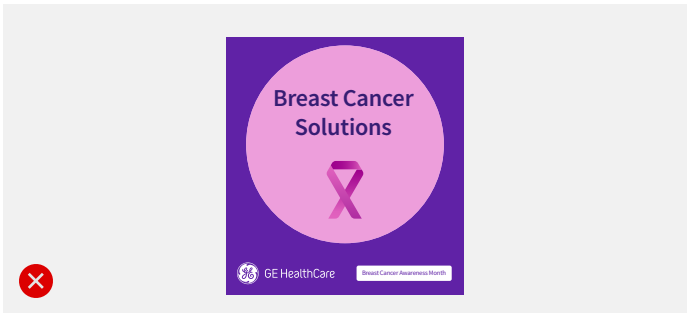
Don't recolor the GE HealthCare logo or brand bar in observance colors.



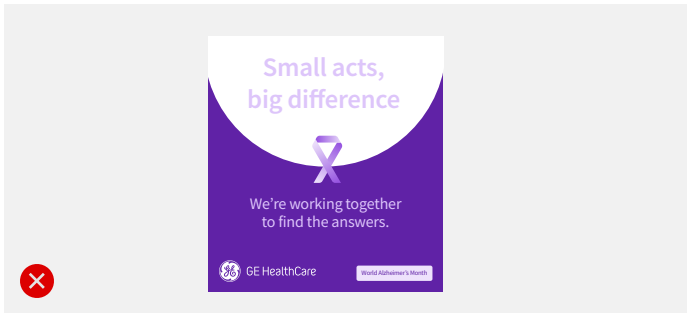
Don't create new tints, shades, or gradients of observance colors.



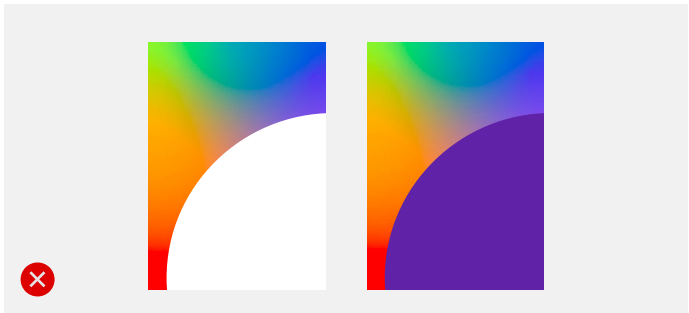
Don't use multiple observance colors in a single asset (Pride is the only exception).



Don't let observance colors take up more than half of the layout.



Don't set text or observance name badge in observance colors.



Don't use observance color as a background; it should be used only in the Spotlight.

Typography

Setting type in and
around the Spotlight

Alignment

A circle naturally creates a central focal point. When it's paired with left-aligned text, the eye is pulled in two directions—towards the center for the shape and to the left for the words.

To avoid this tension, match text alignment to the circle's position in the layout.

Mirror Spotlight rules:

Centered Spotlight → center-headline.

Cropped/side Spotlight → left-headline.

Centered text



Left-aligned text

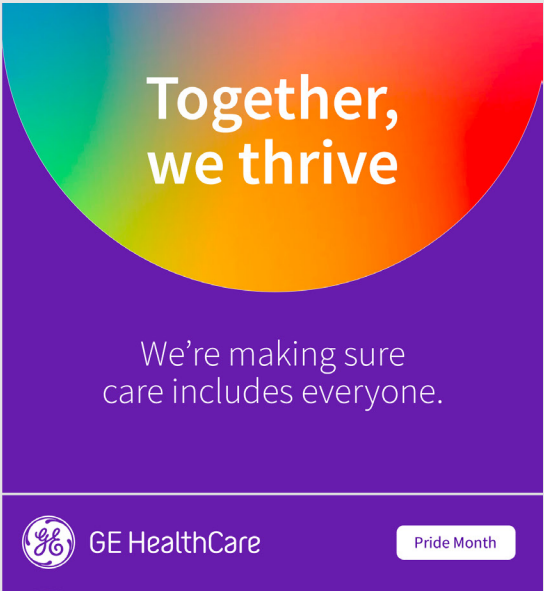
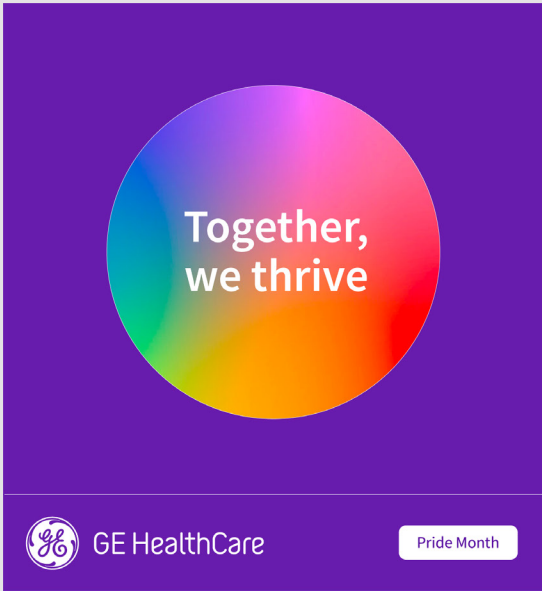


Tone of voice

Use the verbal identity as detailed in our Brand Guidelines: embody compassion, push the envelope, evoke possibility.

For observances specifically:

- Lead with empathy and listening.
- Acknowledge challenges honestly while focusing on action and progress.
- Avoid empty statements of support; connect to concrete actions (initiatives, commitments, partnerships).



Typography don'ts

Use GE HealthCare’s primary typefaces and keep the hierarchy simple and clear. Keep headlines short in or near the Spotlight.

Match text alignment to the Spotlight position (centered circle = centered type; side circle = left-aligned type).

Don’t introduce decorative or new fonts for observances, cram long paragraphs inside the Spotlight, or set type over busy imagery.



Don’t mix font sizes and weights in a single line or headline.



Don’t use extreme letter-spacing or tight tracking that harms legibility.



Don’t overuse ALL CAPS or heavy emphasis styles for observance messaging.



Don’t place type directly over imagery.



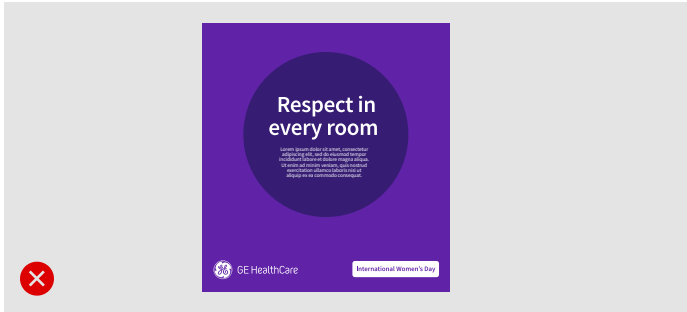
Don’t title case headlines or body copy—always use sentence case.



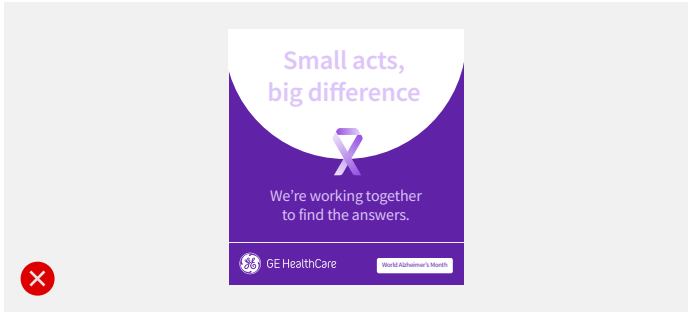
Don’t use additional fonts; only use Source Sans Pro.



Don’t center type when not placed in a center Spotlight.



Don’t set long paragraphs of copy inside the Spotlight.



Don’t set blocks of text in observance color.

Imagery

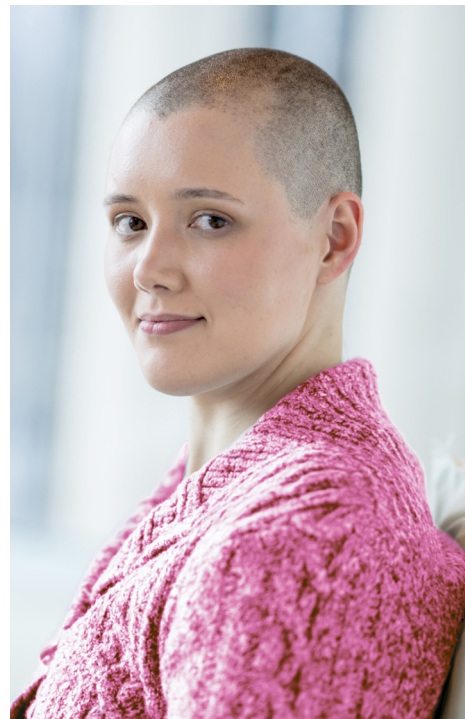
Bringing observances to
life through photography

Observance-specific imagery

Observance imagery should:

- Be human, authentic, spontaneous and diverse—the same four principles that guide all GE HealthCare photography.
- Focus on real people, real settings and genuine emotion, never staged or overly posed scenes.
- Reflect diversity and inclusion across age, race, gender identity, ability, and role.
- Show healthcare in context—clinical environments, communities, and workplaces.

Follow the core photography style and principles of authenticity, human, diverse and spontaneous. For further information, refer to our [Photography Guidelines](#).



Principles

Cut-outs work well with the Spotlight:

- Use cut-outs to create relationships between people and the spotlight.
- Subjects can overlap or lean into the circle's edge.
- Maintain natural proportions and avoid awkward crops.

Full-bleed photography:

- May sit behind the Spotlight and color fields.
- Should not be contained as a full-bleed image inside a centered Spotlight.

Note:
Avoid tokenism or clichés, such as rainbow backgrounds with no people for Pride Month.

Cut-out photography



Full-bleed photography

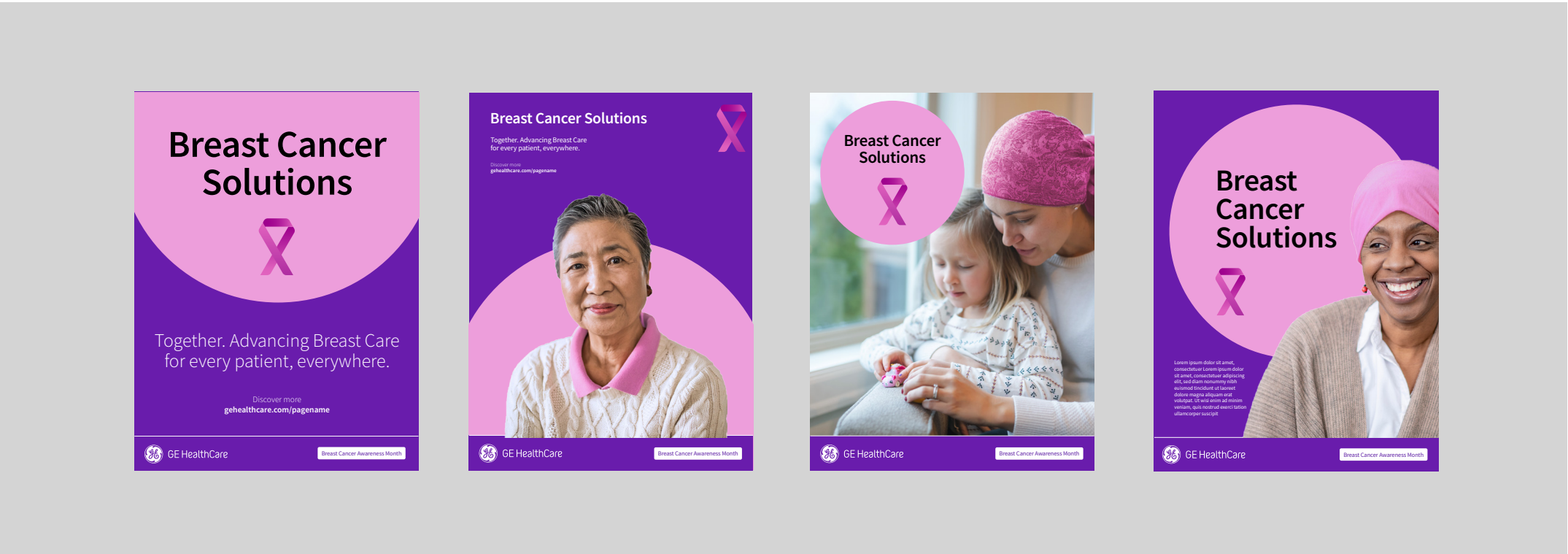
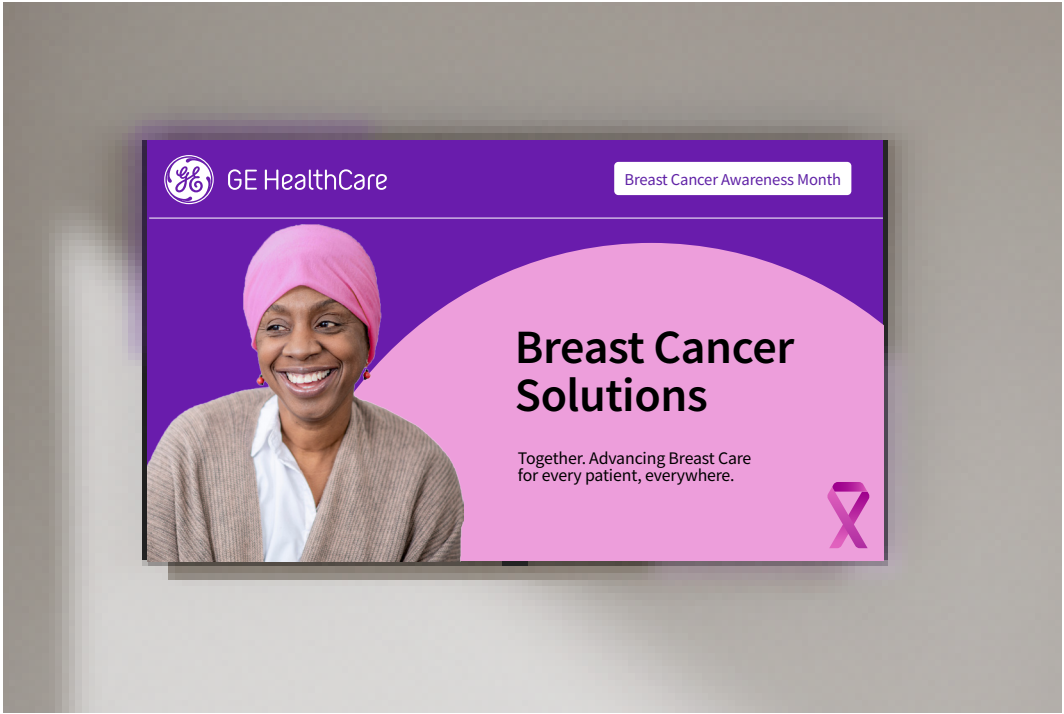
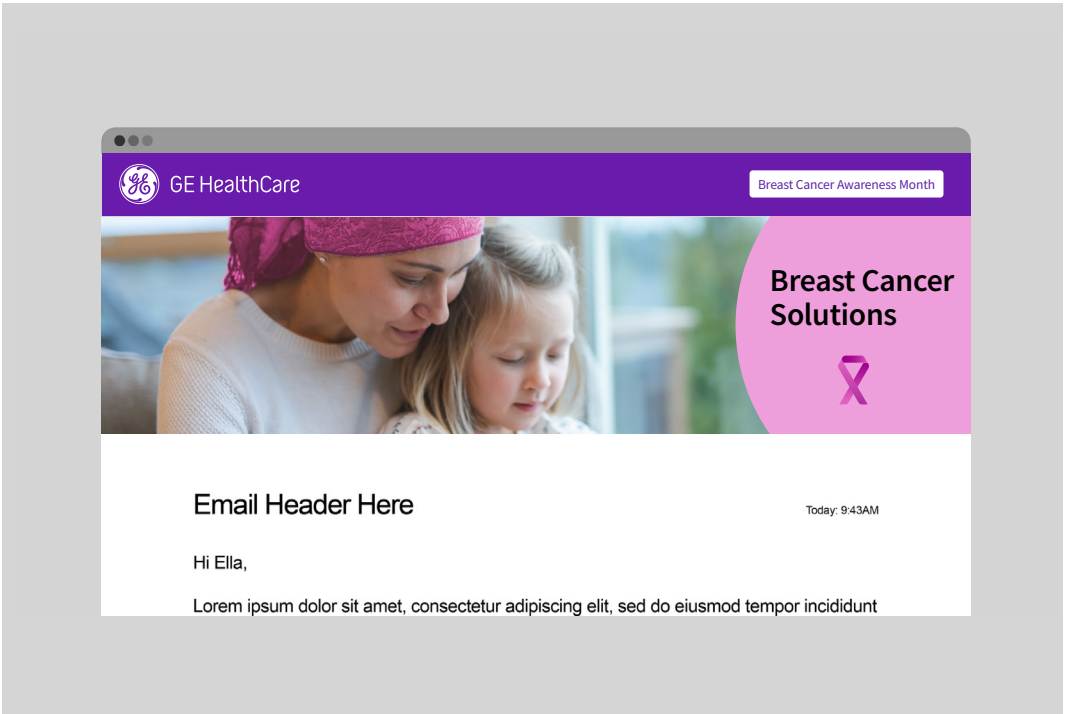


Application guidance

How to apply the observance system consistently across formats and channels.

Quick check-list

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



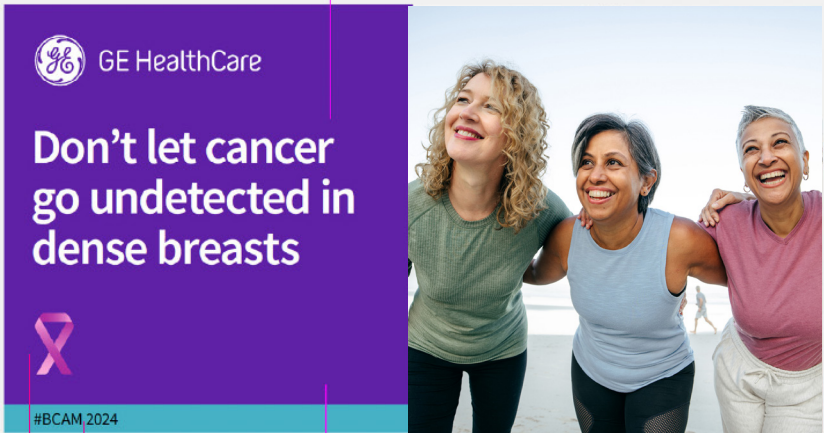
Observance system appropriate use

Individual use case and messaging will determine the appropriate structure used within the GE HealthCare design system.

For messaging that is broad and spans the whole of GE HealthCare, like a care pathway, the parent Brand Guidelines should be followed. For product specific marketing material, the Product Brand Guidelines should be adhered to. In both cases, the observance name and/or symbol should be secondary in size and placement.

The observance design system should only be used on communications that are directly tied to that observance—never on everyday, always-on, or product-related marketing campaign activity.

Parent brand

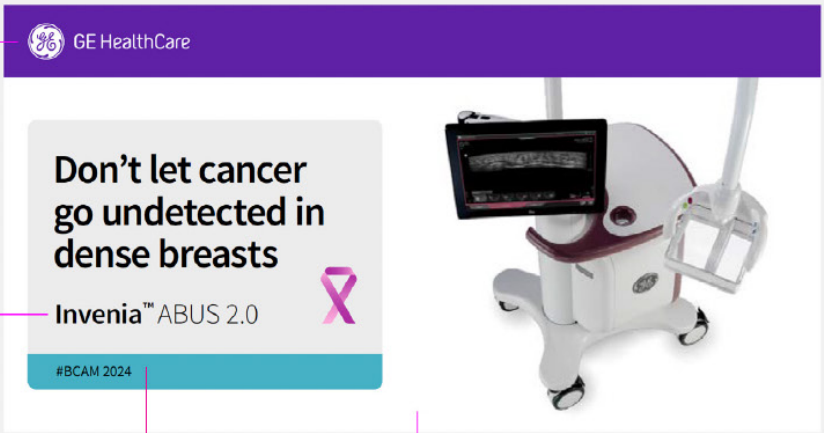


Parent brand headline communicates more broadly on GE HealthCare as a whole, a business unit, or care pathway

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

Parent brand treatment uses Compassion Purple more broadly within layout.

Product brand design system



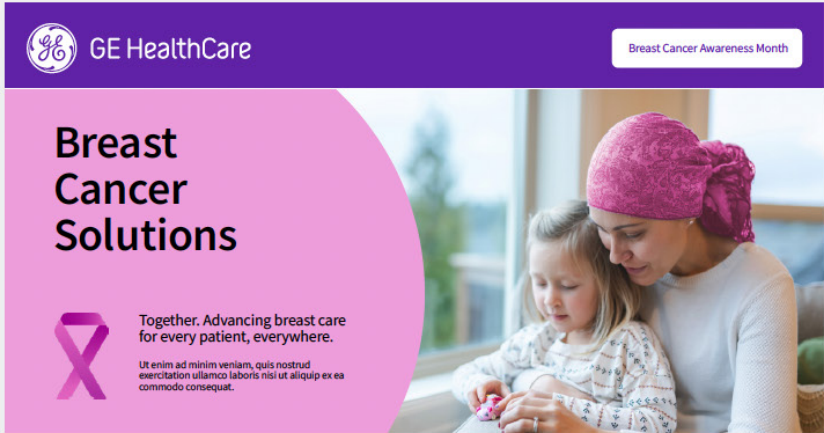
Product brand treatment for logo signified by placement in graphic bar

Product brand treatment with "Family" and "Offering"

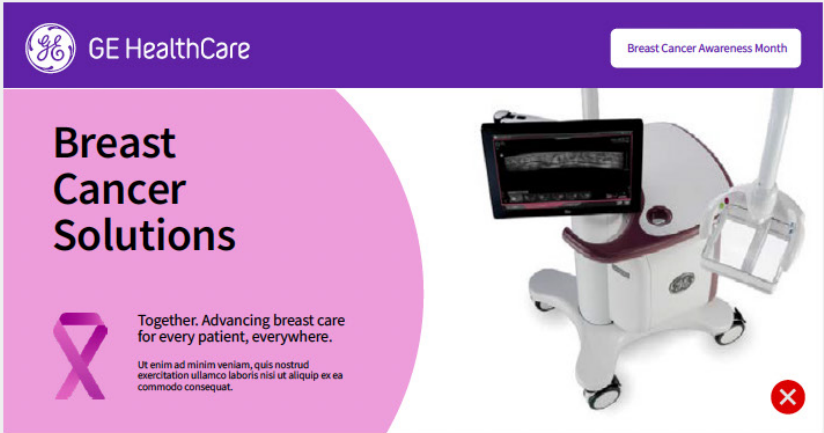
Ribbon in secondary position and observance name as a highlight with hashtag

Product brand treatment applies more white space within layouts

Observance design system



Observance design system - don't



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

Merchandise

Use merchandise to extend observance campaigns in a simple, brand-led way. Lead with Compassion Purple as the base, place the GE HealthCare logo in a clear, readable position, and use the Spotlight as the primary graphic on the main panel (back of shirt, front of tote, cap crown). Keep observance wording short and make sure all text remains legible at real-life sizes.



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](#).

Observance templates

For all available templates for
observances, [refer to this link](#)
on Box.

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](#).