

PDx Product Packaging Guidelines

Packaging guideline pharmaceutical diagnostics (PDx) exception

PDx requires an exception to GE HealthCare's brand standards due to the unique constraints of the PDx products and the pharmaceutical industry:

- The products are small in size and have to meet exacting regulatory labeling requirements, leaving limited opportunity to display the standard GE HealthCare branding.
- Pharmaceutical regulatory bodies place many constraints on what can / cannot be displayed alongside mandatory information that differs by market.

Pharma industry regulatory bodies* dictate the following:

- In general, company logos and pictograms can be used. However, two or more products from the same manufacturer in the same therapeutic area which have similar company branding present the possibility of medication dosing errors.
- Company logos cannot be placed immediately before or after the product name, and the manufacturer details should not compete in size and prominence with the essential product and safety information.
- Historic product identity cannot be easily changed without significant regulatory approvals and limitations.

- Products may feature a small logo of the master brand, or a written statement that says the logo is part of the master brand.
- The GE HealthCare logo will be used where space allows after the mandatory regulatory and manufacturing requirements have been met. Note: Patient Information Leaflets usually (but not in all cases) provide space to include the GE HealthCare logo.

*This is an assimilation of all the regulatory bodies and what is required.

Per regulatory filing, PDx has general color exceptions

Manufacturer name and logo can be placed on the side or back panel



Labels and pre-printed cartons

- New offerings will not adopt new logos or new visual styles. While different colors may be used, the fonts and visual style will be consistent where legal, regulatory and physical space constraints allow with GE HealthCare Brand Guidelines.
 - A regulatory exception dictates that all specific colors in the product wordmark do not need to match GE HealthCare brand colors.
 - Source Sans Pro or Source Han Sans is our primary typeface and should be used wherever possible. Where Source Sans Pro or Source Han Sans cannot be used, as an exception for PDx labelling, Calibri may be used as a secondary option.
 - Where the above primary and secondary options may not be possible, please note the following additional specific exceptions for compatibility reasons:
 - Hebrew: Arial
 - Arabic: Adobe Arabic
 - Thai: Adobe Thai
- For any additional questions, please reach out to brand.health@gehealthcare.com
- * Regulatory text may be condensed if space is limited, and upon Regulatory Affairs (RA) approval.

Vial Label

“GE HealthCare” as text
(Source Sans Pro Regular)

Font: Source Sans Pro
Regular/SemiBold

Concentration font: Source
Sans Pro Bold

1195775 GE

GE HealthCare

Clariscan™
gadoteric acid

0.5 mmol/mL

Solution for
injection

20 mL

Intravenous use

For single use. Keep out of the sight and reach of children. Record the name of the product, batch number and dose in the patient record. Read the package leaflet before use.

1 mL contains: gadoteric acid 279.3 mg (equiv. 0.5 mmol), meglumine, tetraxetan (DOTA), water for injection.

20 mL: 5586.4 mg gadoteric acid (as meglumine salt), equiv. to 10 mmol.

GE Healthcare AS
Oslo, Norway

EXP:
Lot:
Mid:

Lot:

Clariscan™ 0.5 mmol/mL
20 mL

Lot:

Clariscan™ 0.5 mmol/mL
20 mL

Vial labels: “GE HealthCare” on peel-offs and secondary display panel

Generic elements color: Black (K100)

Box Label

Clariscan™
gadoteric acid

0.5 mmol/mL

Solution for
injection

10 x 20 mL

Intravenous use

For single use. Keep out of the sight and reach of children. Record the name of the product, batch number and dose in the patient record. Read the package leaflet before use. Store below 30°C.

1 mL contains: gadoteric acid 279.3 mg (equiv. 0.5 mmol), meglumine, tetraxetan (DOTA), water for injection.

20 mL: 5586.4 mg gadoteric acid (as meglumine salt), equiv. to 10 mmol.

GE Healthcare AS
Oslo, Norway

EXP:
Lot:
Mid:

1202057 GE

GE HealthCare

Red lines represent overprint area

Legal entity name per regulatory registration would go here. “GE HealthCare AS” is an example of a legal entity name.

Box labels: “GE HealthCare” to follow country code after material number on overprint area

“GE” is a country code, being part of the numeric code per regulatory registration

Material number in Optical Character Recognition-Barcode (OCRB)

All specific colors in individual brand identity, concentration and volume elements refer to product style sheet (See guidelines, templates & tools). For example, green and orange colors are specific to PDx.

PDx Product Packaging Guidelines | July 2025

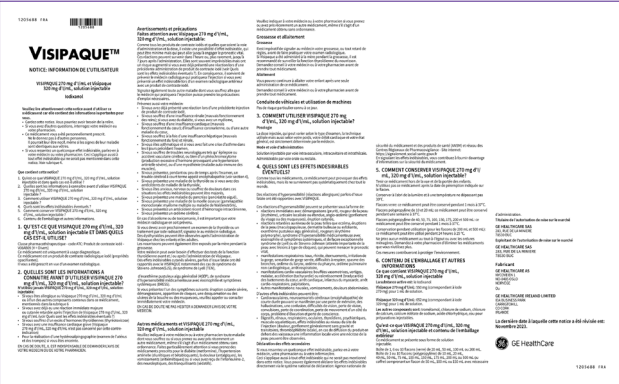
© 2025 GE HealthCare

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Leaflets

- Source Sans Pro or Source Han Sans is our primary typeface and should be used wherever possible. Where Source Sans Pro or Source Han Sans cannot be used, as an exception for PDx labelling, Calibri may be used as a secondary option.
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For any additional questions, please reach out to brand.health@gehealthcare.com



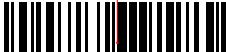
Material number in OCRB font

1205688 FRA

Black (K100) product wordmark as title on main panel

VISIPAQUE™

Barcode with human readable interpretation in OCRB font


1205688

Font: Source Sans Pro Regular/SemiBold

Avertissements et précautions
Faites attention avec Visipaque 320 mg d'I/mL, solution injectable
Comme tous les produits de contraste iodés, Visipaque 320 mg d'I/mL, solution injectable peut être minime mais qui peut entraîner des réactions indésirables. Ces réactions peuvent survenir dans les heures qui suivent l'administration. Elles peuvent être graves, voire mortelles, dans certains cas. Elles sont plus fréquentes chez les personnes âgées, les personnes souffrant de maladies rénales, de diabète, de maladies cardiovasculaires, de maladies du cœur, de maladies du foie, de maladies du système respiratoire, de maladies du système nerveux, de maladies du système circulatoire, de maladies du système digestif, de maladies du système urinaire, de maladies du système reproducteur, de maladies du système immunitaire, de maladies du système endocrinien, de maladies du système musculo-squelettique, de maladies du système cutané, de maladies du système ophtalmique, de maladies du système auditif, de maladies du système olfactif, de maladies du système gustatif, de maladies du système tactile, de maladies du système thermique, de maladies du système osmotique, de maladies du système électrolytique, de maladies du système acido-basique, de maladies du système métabolique, de maladies du système énergétique, de maladies du système de défense, de maladies du système de régulation, de maladies du système de croissance, de maladies du système de développement, de maladies du système de vieillissement, de maladies du système de mort.

NOTICE: INFORMATION DE L'UTILISATEUR

VISIPAQUE 270 mg d'I/mL et Visipaque 320 mg d'I/mL, solution injectable
Iodixanol

Veuillez lire attentivement cette notice avant d'utiliser ce médicament car elle contient des informations importantes pour vous.

- Gardez cette notice. Vous pourriez avoir besoin de la relire.
- Si vous avez d'autres questions, interrogez votre médecin ou votre pharmacien.
- Ce médicament vous a été personnellement prescrit. Ne le donnez pas à d'autres personnes. Il pourrait leur être nocif, même si les signes de leur maladie

100 mL ou 200 mL, 20 mL, 50 mL ou 500 mL ou 150 mL avec nécessaire

 **GE HealthCare**

1205688 FRA

notice a été révisée est:

“GE HealthCare” primary horizontal logo at the end of text in the color black

PDx portfolio

Forward production products

X-ray/CT/Interventional

OMNIPAQUE™
(IOHEXOL) INJECTION

Highest volume

VISIPAQUE™
(IODIXANOL) INJECTION

Highest volume

Echocardiology imaging

SONAZOID™

Ultrasound

OPTISON™
(Perflutren Protein-Type A Microspheres
Injectable Suspension, USP)

Used across a broad range of body imaging

DaTscan™
Ioflupane T123 Injection

Highest volume

AdreView™
Iobenguane T123
Injection

MYOVUE™
(Kit for the Preparation of
Technetium Tc99m Tetrofosmin
for Injection)

VIZAMYL™
Flutemetamol F18
Injection

CERETEC™
(Technetium Tc-99m Exametazime)
Injection

SeHCAT™
Tauroselcholic [⁷⁵Se] acid

FLYRCADO™
flurpiridaz F 18 injection

MR

Clariscan™
(gadoterate meglumine)
injection for intravenous use

Highest volume

macrocyclic
Pixxoscan™
gadobutrol

OMNISCAN™
(GADODIAMIDE) INJECTION

Liver and breast imaging

cERianna™
(FLUORIOESTRADIOL F 18) INJECTION

Rapiscan™
regadenoson

ESTRO™Tep
EstroTep 500 MBq/mL - solution injectable

Additional examples

USB* bottle label

GE HealthCare

CONTRAINDICACIONES Y ADVERTENCIAS:
Tirotoxicosis. Hipersensibilidad a los componentes .
En pacientes con antecedentes convulsivos o e n aquellos con evidencia de penetración intracranea l del medio de contraste, se debe considerar el tratamien to profiláctico anticonvulsivante con fenobarbita l.
Reg San No. INVIMA 2022M-007394-R3
Manténgase fuera del alcance de los niño s
INSTRUCCIONES DE USO: ver inse rto
POSOLOGÍA: según criterio médic o
Fabricado por: GE Healthcare Ireland Limited, Cork, Irlan da
Importado por: GE Healthcare Colombia S.A.S. Bogotá, Colombi a

OMNIPAQUE™

350 mg l/ml

(IOHEXOL)

SOLUCIÓN INYECTABLE

50 ml

COMPOSICIÓN: Contenido: 50 ml .
Cada ml de solución contiene:
755 mg de iohexol, equivalente a 350 mg de yodo, trometamina 1,21 mg, edetato cálcico de sodio 0,1 mg en solución acuosa estéril inyectable
Deséchese la porción no utilizada.
Almacenar a temperatura inferior a 30°C, protegido de la luz, en su envase y empaque originales.
Venta con fórmula médica.

1203400

COL

FAB:

EXP:

LOTE:

GE HealthCare

50 ml

OMNIPAQUE™

350 mg l/ml

LOTE:

GE HealthCare

50 ml

OMNIPAQUE™

350 mg l/ml

LOTE:

Box labels

GE Healthcare Australia Pty Limited
241 O'Riordan St,
Mascot, NSW 2020,
Australia
GE Healthcare Limited,
Auckland, New Zealand
Made in Norway

MYOVUE™

KIT FOR THE PREPARATION OF TECHNETIUM
[^{99m}Tc] TETROFOSMIN INJECTION

5 vial pack

See pack leaflets for instructions for use and advice on disposal of unused material
Myoview is a trademark of GE Healthcare
GE and the GE Monogram are trademarks of General Electric Company

MYOVUE™

KIT FOR THE PREPARATION OF TECHNETIUM
[^{99m}Tc] TETROFOSMIN INJECTION

5 vial pack
AUST R 60998
Powder for Injection
Tetrofosmin 0.23 mg per vial and stannous chloride dihydrate 0.03 mg per vial.
Radiopharmaceutical kit for reconstitution with Sodium Pertechnetate [^{99m}Tc] Injection as instructed in the pack leaflet

Contents:
5 vials each also containing:
disodium sulfosalicylate 0.32 mg;
sodium gluconate 1.0 mg; and
sodium bicarbonate 1.8 mg;
sealed under nitrogen.
5 labels
Swabs (70% isopropyl alcohol)
Pack leaflets

Contains no antimicrobial preservative.
Use within 12 hours of preparation.
KEEP OUT OF REACH OF CHILDREN
Storage:
Store at 2 - 8 °C. Refrigerate.
Do not freeze. Protect from light.
For reconstituted product -
Store below 25 °C. Do not freeze.

MYOVUE™

5 Vial pack

Exp.:
Lot.:
1205033 AU / NZ GE Healthcare

OMNIPAQUE™

350 mg l/ml

(IOHEXOL)

SOLUCIÓN INYECTABLE

10 x 50 ml

Fabricado por:
GE Healthcare Ireland Limited
Cork, Irlanda
Importado por:
GE Healthcare Colombia S.A.S.
Bogotá, Colombia
Reg San No. INVIMA 2022M-007394-R3

COMPOSICIÓN: Contenido: 50 ml.
Cada ml de solución contiene:
755 mg de iohexol, equivalente a 350 mg de yodo, trometamina 1,21 mg, edetato cálcico de sodio 0,1 mg en solución acuosa estéril inyectable
CONTRAINDICACIONES Y ADVERTENCIAS:
Tirotoxicosis.
Hipersensibilidad a los componentes.
En pacientes con antecedentes convulsivos o en aquellos con evidencia de penetración intracraneal del medio de contraste, se debe considerar el tratamiento profiláctico anticonvulsivante con fenobarbital.
Deséchese la porción no utilizada.
Almacenar a temperatura inferior a 30°C, protegido de la luz, en su envase y empaque originales.
Venta con fórmula médica.
Manténgase fuera del alcance de los niños.
INSTRUCCIONES DE USO: ver inserto
POSOLOGÍA: según criterio médico

OMNIPAQUE™

350 mg l/ml

(IOHEXOL)

SOLUCIÓN INYECTABLE

10 x 50 ml

7 037960 637864

FAB:

EXP:

LOTE:

1203401 COL GE Healthcare

Red lines signify die lines

*USB = plastic bottle

Contacts & Resources

General brand questions

The Brand Team

brand.health@gehealthcare.com

Trademarks

trademarks@gehealthcare.com

For additional guidance on applications not shown in our guidelines that require more bespoke use of our visual expression, please contact:
brand.health@gehealthcare.com

Product & software design questions

Hardware

productdesign@gehealthcare.com

Software

eds@gehealthcare.com

Experience Design Team

productdesign@gehealthcare.com

Brand guidelines & templates

Brand page on The Beat

(GE HealthCare colleagues)

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.