GE HealthCare

PDx Product Packaging Guidelines

August 2025

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

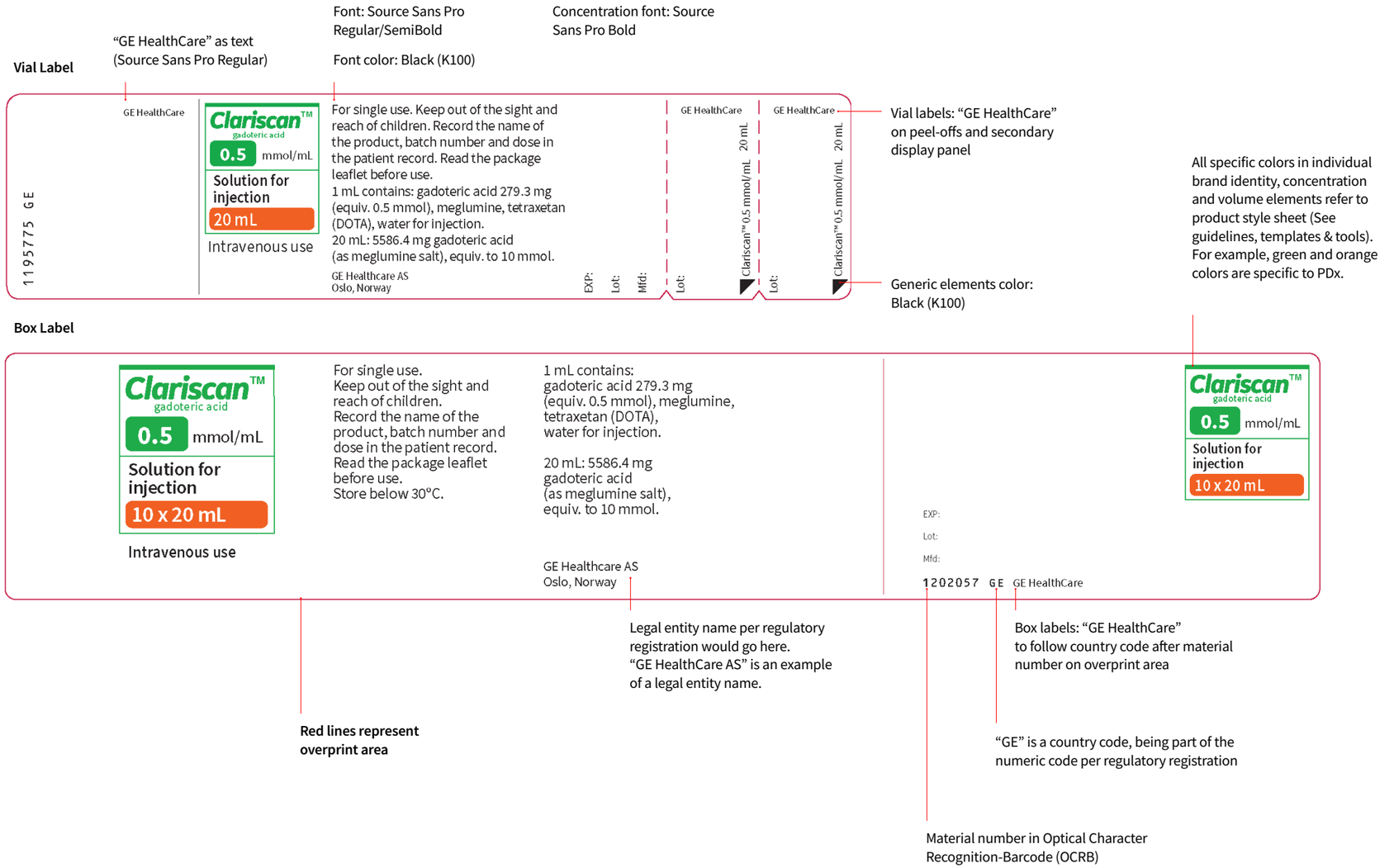
Manufacturer name and logo can be placed on the side or back panel

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.



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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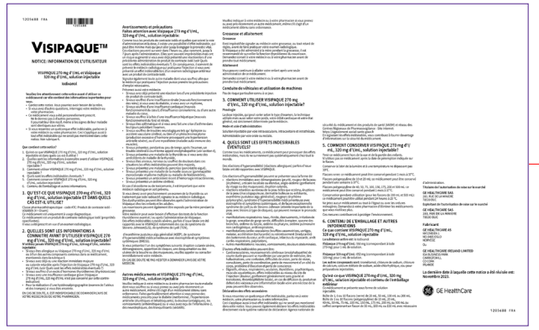


Material number in OCRB font

Black (K100) product wordmark as title on main panel

Barcode with human readable interpretation in OCRB font

Font: Source Sans Pro Regular/SemiBold

1205688 FRA

1205688

VISIPAQUE™

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

Avertissements et préca
Faites attention avec Vis
320 mg d'I/mL, solution

Comme tous les produits de co
d'administration et la dose, il e
peut être minime mais qui peut
Ces réactions peuvent survenir
7 jours après l administration. E
un risque augmenté si vous ave
précédente administration de p
sont les effets indésirables éver
prévenir le médecin radiologue
présenté un effet indésirable lo
avec un produit de contraste io

Signalez également toute autre
le médecin qui pratiquera l inj
d emploi nécessaires.

Prévenez aussi votre médecin:
- Si vous avez déjà présenté u
de produit de contraste iodé
- Si vous souffrez d'une insuffi
des reins); si vous avez du di
- Si vous souffrez d'une insuffi
fonctionnement du cœur); d
maladie du cœur,
- Si vous souffrez à la fois d'ur
fonctionnement du foie) et r

notice a été révisée est:

GE HealthCare

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

1205688 FRA

"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

MR

Clariscan™ (gadoterate meglumine) injection for intravenous use

Highest volume

macrocyclic PIXXOSCAN™ gadobutrol

OMNISCAN™ (GADODIAMIDE) INJECTION

Echocardiology imaging

SONAZOID™

Ultrasound

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

Liver and breast imaging

cERianna™ (FLUOROESTRADIOL F 18) INJECTION

Rapiscan™ regadenoson

ESTROTep™ EstroTep 500 MBq/mL - solution injectable

Used across a broad range of body imaging

DaTscan™ Ioflupane I 123 Injection

Highest volume

AdreView™ Iobenguane I 123 Injection

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

VIZAMYL™ Flutemetamol F18 Injection

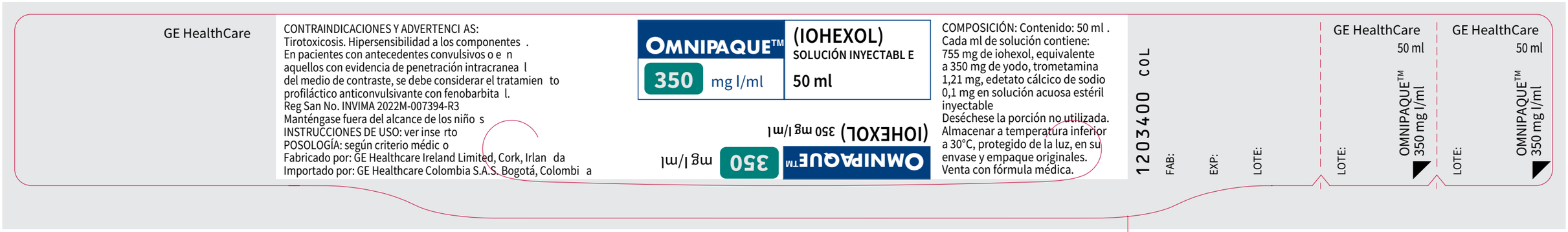
CERETEC™ (Technetium Tc-99m Exametazime) Injection

SeHCAT™ Tauroselcholic [^{75}Se] acid

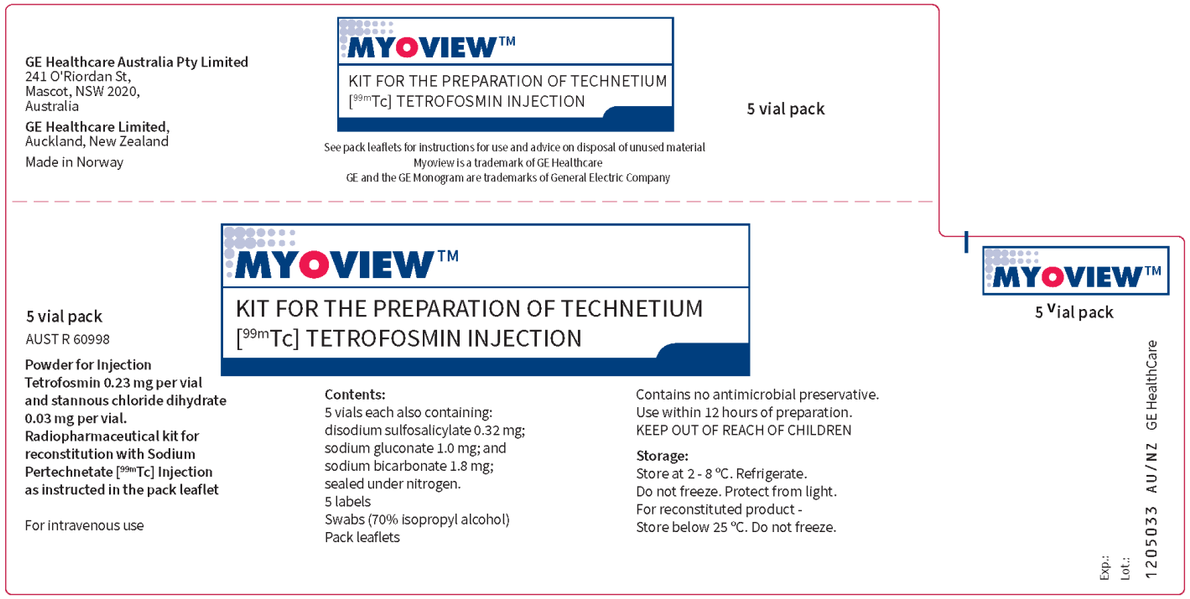
FLYRCADO™ flurpiridaz F 18 injection

Additional examples

USB* bottle label



Box labels



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.