

Packaging Brand Guidelines

Base packaging

The packaging meets the minimum requirements to satisfy Brand Guidelines while remaining cost effective.

Base guidelines:
all package sizes

Envelope



Small package



Crate



Medium package



Large package



Packaging guidelines on shipping envelopes

Image area and logo use

All shipping envelopes use uncoated kraft paper* (this paper may include recycled materials) with black ink.

We’ve chosen kraft paper as the only material for all base packaging to simplify and promote cost-effectiveness.

The logo is centered and aligned to the bottom in most instances. This allows us to adapt to the wide variety of shipping container sizes, and is an exception to the brand guidelines.

*Kraft paper is made using the Kraft process, which involves converting wood into wood pulp. The pulp produced by the Kraft process is stronger than other pulping processes because it removes most of the lignin from the wood. While at the very beginning of its life cycle kraft paper comes from wood, used pieces of kraft paper can be recycled, turned back into pulp and made into a new roll of kraft paper.



Black
Pantone
N/A

CMYK (Rich black)
50/50/50/100

RGB
0/0/0

HEX
#000000

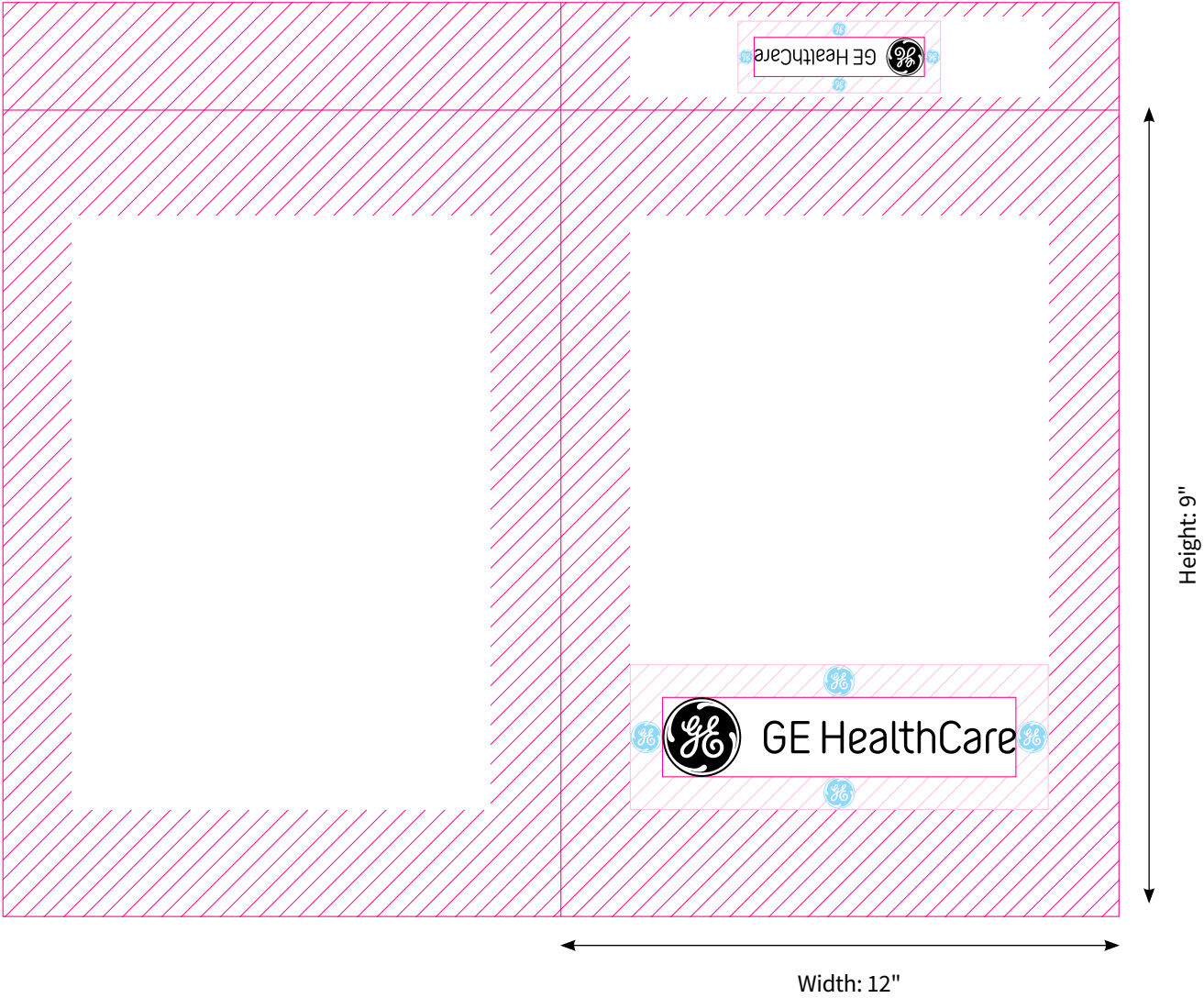


Shipping envelope:
9" x 12" or smaller.

The horizontal logo height is to be 9% of the height of the envelope. In the event that the logo extends past the image area, limit the logo size to the width of the image area, while taking into account the clear space required around the logo.

Horizontal logo on front panel and back flap.

Center align the horizontal logo to the bottom of the image area.



-  = 40% height of Monogram (Primary logo minimum clear space and size)
-  = no print field

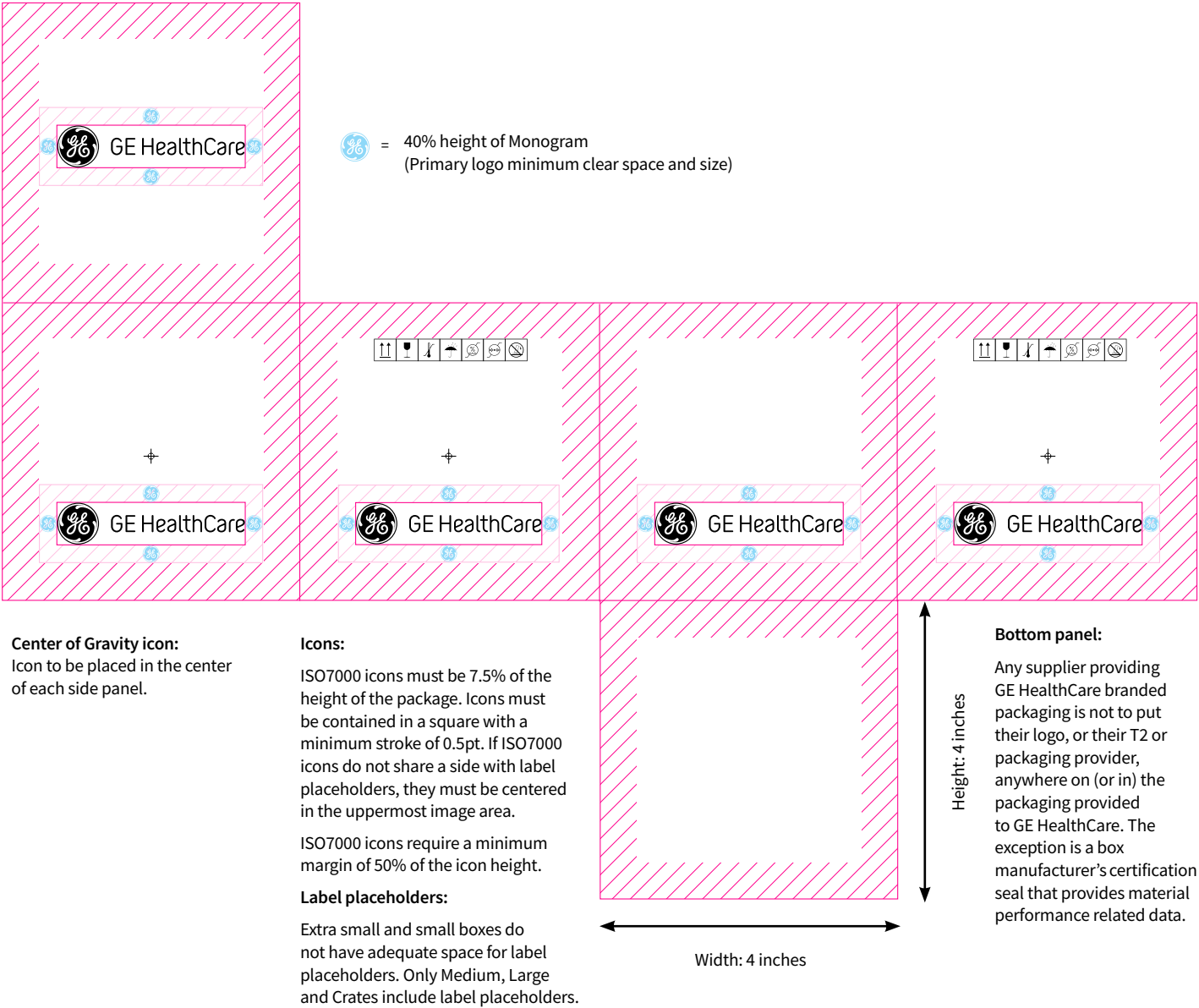
Packaging guidelines on extra small and small boxes

Image area and logo use
All extra small and small packaging can be either uncoated kraft paper or natural corrugated cardboard with black ink.




Black
Pantone
N/A
CMYK (Rich Black)
50/50/50/100
RGB
0/0/0
HEX
#000000

Extra small box:
Extra small box or smaller: 3" x 3" x 3".
Small box:
Measures between 3" x 3" x 3" and 6" x 6" x 6".
Graphics should fit into an image area that is equal to 75% of the box panel. Non-image area (or margins) are 25% of the box panel.
The horizontal logo is to be 14% of the height of the panel. In the event that the logo extends past the image area, limit the logo size to the width of the image area, while taking into account the clear space required around the logo.
Horizontal logo to be on every panel except bottom panel.
Center align the horizontal logo to the bottom of the image area.



Packaging guidelines on medium boxes

Image area and logo use
All medium packaging is natural corrugated cardboard with black ink.



Black
Pantone
N/A

CMYK (Rich Black)
50/50/50/100

RGB
0/0/0

HEX
#000000

Medium box:
Measures between 6" x 6" x 6" and 24" x 24" x 24".

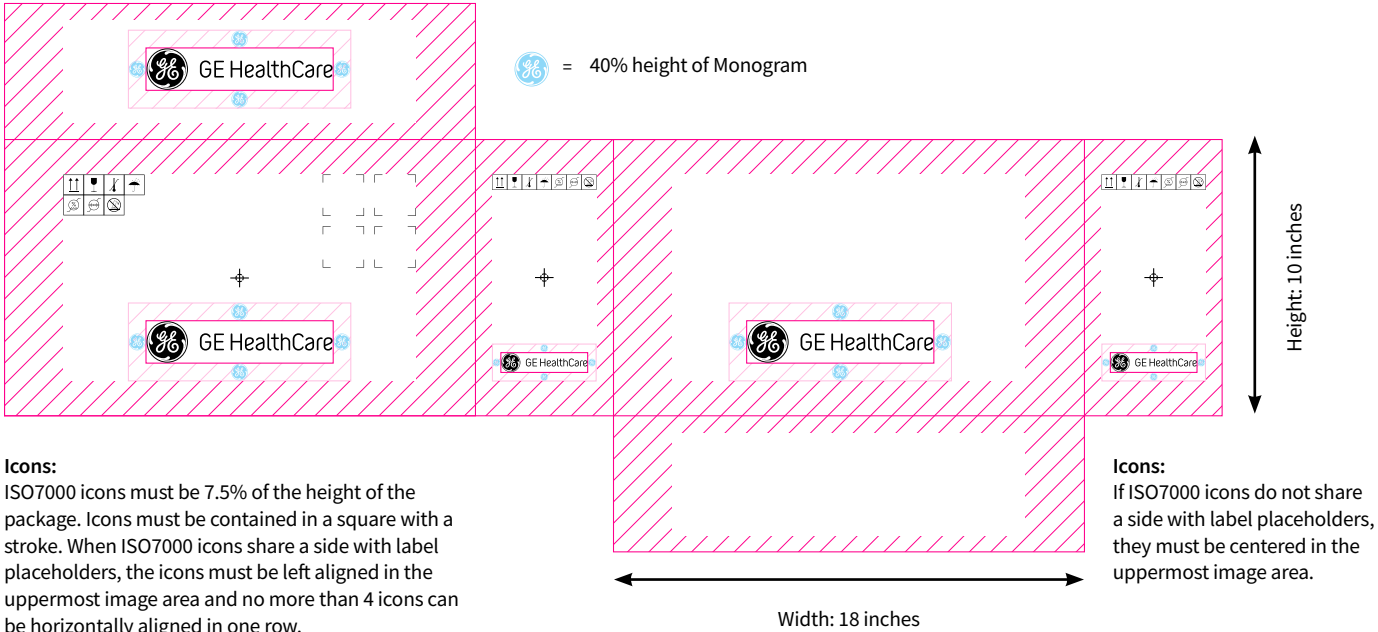
Graphics should fit into an image area that is equal to 75% of the box panel. Non-image area (or margins) are 25% of the box panel.

The horizontal logo is to be 15%* of the height of the panel. In the event that the logo extends past the image area, limit the logo size to the width of the image area, while taking into account the clear space required around the logo.

*Note: this percentage varies on different packaging sizes.

Horizontal logo to be on every panel except bottom panel.

Center align the horizontal logo to the bottom of the image area.



Packaging guidelines on large boxes

Image area and logo use
All large packaging is natural corrugated cardboard with black ink.



Black
Pantone
N/A

CMYK (Rich Black)
50/50/50/100

RGB
0/0/0

HEX
#000000

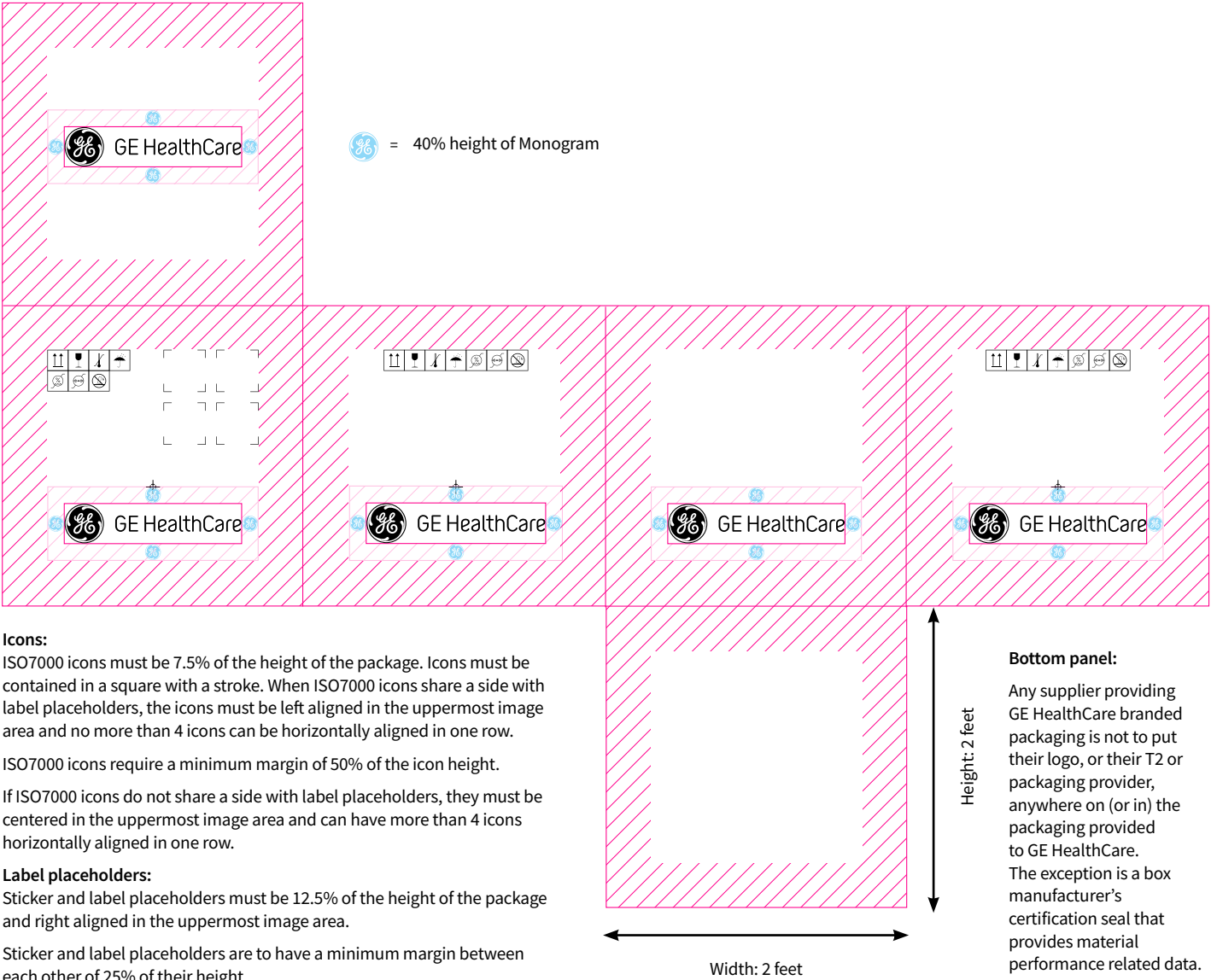
Large package:
Measures between 2' x 2' x 2' and 4' x 4' x 4'.

Graphics should fit into an image area that is equal to 75% of the box panel. Non-image area (or margins) are 25% of the box panel.

The horizontal logo is to be 13% of the height of the panel. In the event that the logo extends past the image area, limit the logo size to the width of the image area, while taking into account the clear space required around the logo.

Horizontal logo to be on every panel except bottom panel.

Center align the horizontal logo to the bottom of the image area.



Packaging guidelines on crates

Image area and logo use

The substrate for crates may include wood or kraft substrate. All should be printed with black ink.



Black
Pantone
N/A

CMYK (Rich Black)
50/50/50/100

RGB
0/0/0

HEX
#000000

Crates:

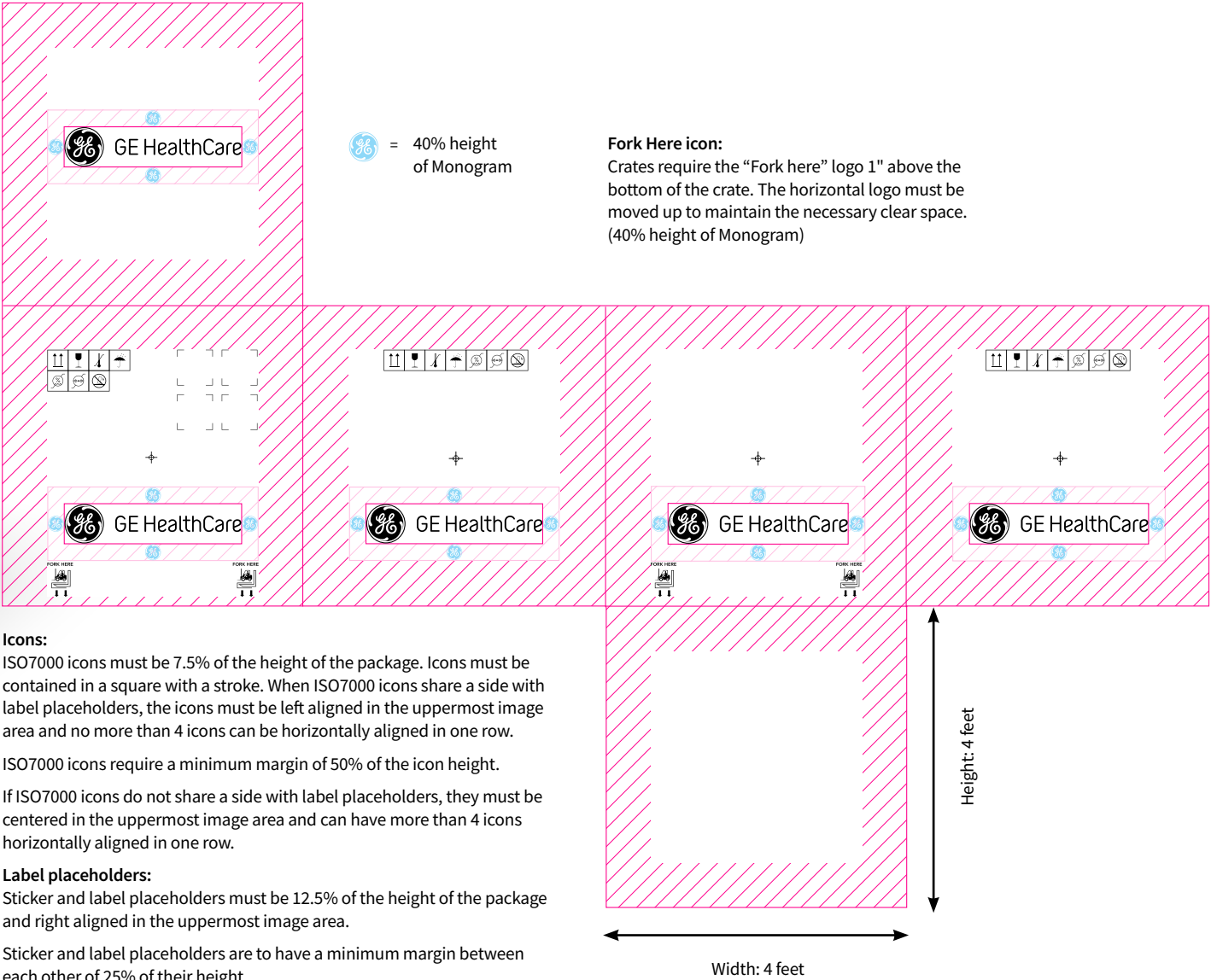
Measure between 4' x 4' x 4' and above.

Graphics should fit into an image area that is equal to 75% of the box panel. Non-image area (or margins) are 25% of the box panel.

The horizontal logo is to be 15% of the height of the panel. In the event that the logo extends past the image area, limit the logo size to the width of the image area, while taking into account the clear space required around the logo.

Center align the horizontal logo to the bottom of the image area.

Horizontal logo to be on every panel except bottom panel.

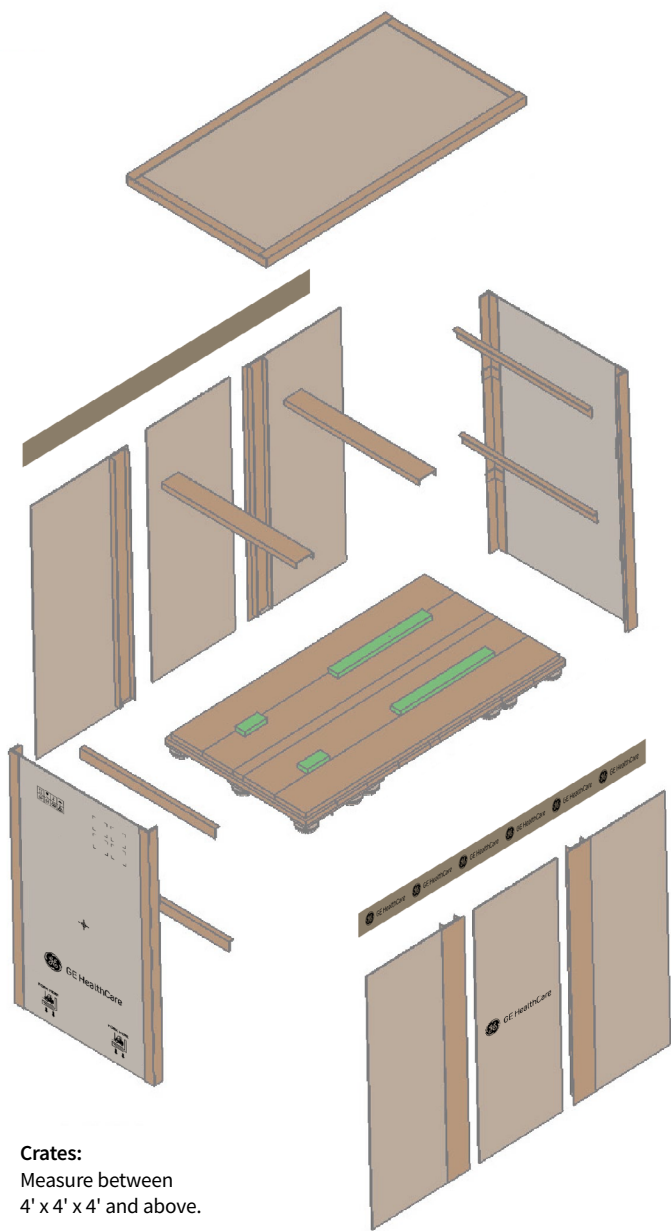


Packaging guidelines on crates (exception 1)

Natural corrugated cardboard with separate panels that limit the available image area should follow the Crate Guidelines (as shown on previous page) as close as possible.

Top cover edgeboard

Natural kraft structural edgeboard printed with repeat primary logo in black ink.



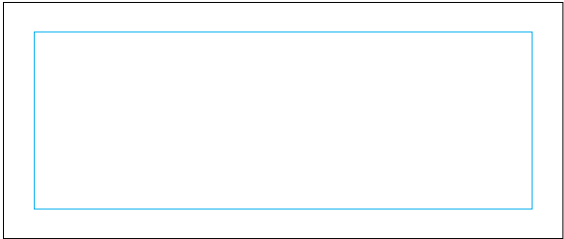
Black
Pantone
N/A

CMYK (Rich Black)
50/50/50/100

RGB
0/0/0

HEX
#000000

Crates:
Measure between
4' x 4' x 4' and above.



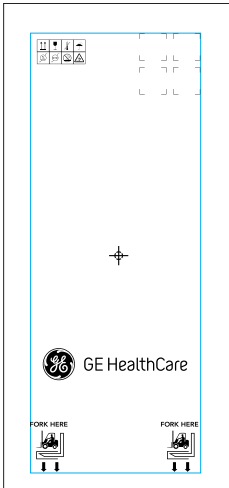
Example of a top panel



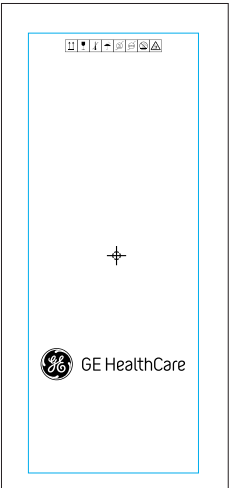
Top cover edgeboard



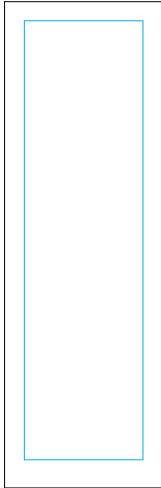
Top cover edgeboard



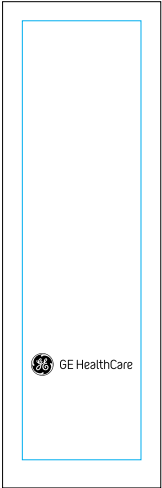
End panel (front)



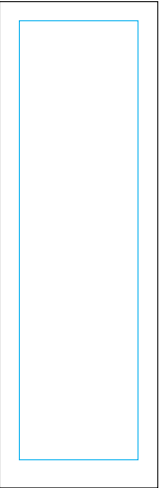
End panel (back)



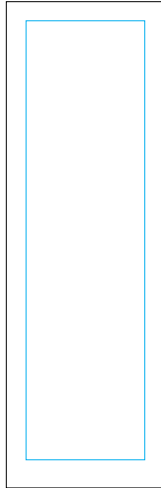
Side panel (right)



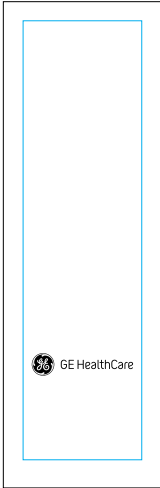
Side panel (left)



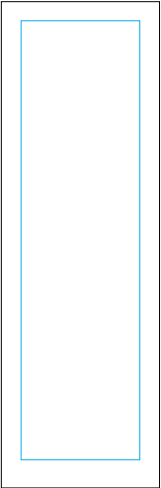
Side panel (right)



Side panel (left)



Side panel (right)



Side panel (left)

Icons:
ISO7000 icons must be 7.5% of the height of the package. Icons must be contained in a square with a stroke. When ISO7000 icons share a side with label placeholders, the icons must be left aligned in the uppermost image area and no more than 4 icons can be horizontally aligned in one row.

ISO7000 icons require a minimum margin of 50% of the icon height.

If ISO7000 icons do not share a side with label placeholders, they must be centered in the uppermost image area and can have more than 4 icons horizontally

aligned in one row.

Label placeholders:
Sticker and label placeholders must be 12.5% of the height of the package and right aligned in the uppermost image area.

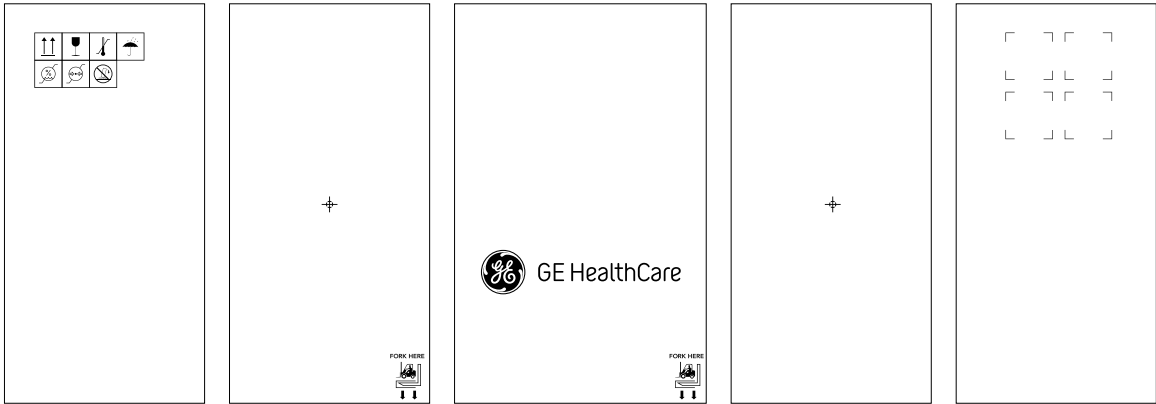
Sticker and label placeholders are to have a minimum margin between each other of 25% of their height.

Center of Gravity icon:
Icon to be placed in the center for each side panel.

Primary Logo:
Graphics should fit into an image area that is equal to 75% of the box panel. Non-image area (or margins) are 25% of the box panel.
The horizontal logo is to be 15% of the height of the panel. In the event that the logo extends past the image area, limit the logo size to the width of the image area, while taking into account the clear space required around the logo.
Center align the horizontal logo to the bottom of the image area. While considering appropriate margins above Center of Gravity icon. Adjust logos on all other panels to match the baseline of this logo.

Packaging guidelines on crates (exception 2)

Crates with wooden reinforcements that limit the available image area should follow the Crate Guidelines (as shown on previous page) as close as possible.



Example of a side panel with graphic placement



Black
Pantone
N/A
CMYK (Rich Black)
50/50/50/100
RGB
0/0/0
HEX
#000000

Exploratory premium packaging

These exploratory applications are not part of the formal guideline. This exploratory packaging applies more brand elements to present an elevated appearance. It is used in situations where the customer requires a stronger brand message and a more memorable unboxing experience. The following examples are directional. Please contact [the Experience Design team](#) to further explore how to apply the guidelines to premium packaging.

Exploratory premium packaging

This is a premium application that will need to be designed differently for each product. The intention is to utilize the same kraft exterior as the base packaging to create consistency, but add product name and line art to personalize the product. The interior has white or Compassion Purple ink to reinforce the brand and showcase the product line art. For premium packaging, use spot colors (as opposed to CMYK) for accurate color matching results.

Exterior (image A)

Our exterior option isolates the unique line art of the enclosed product on either the top or front panel, but not both. The exterior also includes the product name on the same side as the line art and additionally 2 side panels. Horizontal logo to be remaining 2 panels. Center align the horizontal logo to the center of the image area.

Interior option: White (image B)

The white interior option is preferred. The primary interior color is white. The accent graphics are Compassion Purple. The accent graphics include a brand message and icon on the lid, and an outline of the product silhouette on the base.

Interior option: Compassion Purple (image C)

This is an alternative interior color palette. The interior color is Compassion Purple. The accent graphics are white.

The accent graphics include a brand message and icon on the lid, and an outline of the product silhouette on the base.



Compassion Purple
Pantone
267C



White
Pantone
N/A



Black
Pantone
N/A

CMYK
0/0/0/0

CMYK (Rich Black)
50/50/50/100

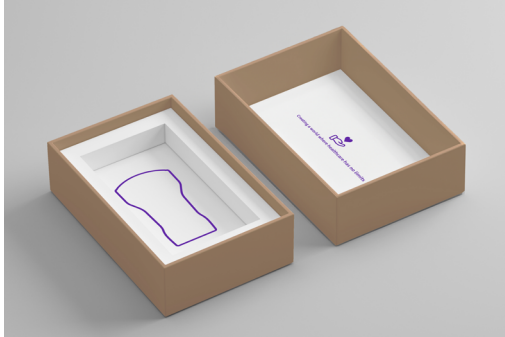
Note:

For premium packaging the Pantone color (as opposed to CMYK) must be used for accurate color matching and results.

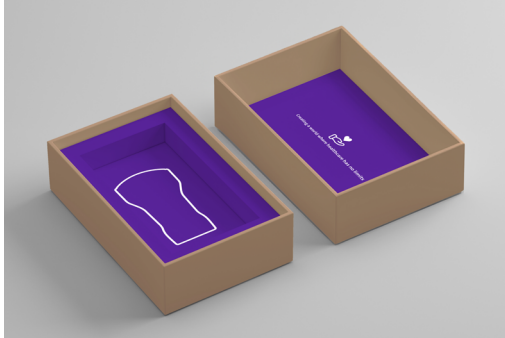
Vscan Air™ - Exterior (image A)



Interior white (image B)



Interior Compassion Purple (image C)



Clear inlays with graphics printed on interior base



NGB FlashPad Detector - Exterior front



Exterior back*



Exterior front - White



Exterior back - White



AMX Explorer - Exterior front



White exterior might be an appropriate application in some situations. Any premium application of packaging should be approved by the Experience Design team in coordination with the Product Engineering team and Packaging COE.

*Note: horizontal logo is center aligned to the bottom of the image area. The perforation shortens the height of the image area.

Special use cases

These are limited use
packaging applications.

Special use cases

Road case
Should follow the same base packaging guidelines but accommodate for different printing methods.

Cage coverings
Two material options for branding the metal cages to allow full visibility.

Ribbons
Compassion Purple celebration ribbon for special events.



Road case



Road case side



Ribbons



Packing tape



Cage covering clear:
Zippable clear vinyl material with black printed band with primary logo on all 4 sides.



Cage covering opaque:
Zippable vinyl material with Compassion Purple (on white background) or white (on black background) primary logo on front and back sides. If a third side has space for a logo, it can be added.

The white background version with Compassion Purple is preferred, but if color matching is unattainable, use black background version with white logo.



Cage hanging sign:
Waterproof substrate with ties that attach to cage. One or two sided option with primary logo.



Special use cases

PDX

Please note, as an exception to these guidelines, our approach to labelling and packaging specifically for PDx products differ for regulatory reasons. Please refer to the PDx Product Packaging Guidelines for more information.



Contacts & Resources

General brand questions

The Brand Team

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Trademarks

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For additional guidance on applications not shown in our guidelines that require more bespoke use of our visual expression, please contact:
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Product & software design questions

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Software

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Experience Design Team

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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.