

Welcome to photography training

We will begin shortly



GE HealthCare

Meet our trainers



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1 Introduction

2 Photography style

3 Experience principles

4 Photography Guidelines update

5 Photo DAM

6 Photo release forms

7 Do's and don'ts

8 Q&A

Creating a connection

Photography plays an integral role in **communicating our brand personality, core values, and messaging.**

Our guidelines are designed to help maintain a consistent photographic style across all our assets, ensuring a unified brand experience for existing and potential customers.

This consistency reinforces a sense of trust and reliability, and helps customers connect with the brand on a more personal level.



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Style

We strive to show real people in real environments. Our approach to photography therefore focuses on a more intimate and realistic representation of products, the people behind our innovation, and the professionals and patients that use them.

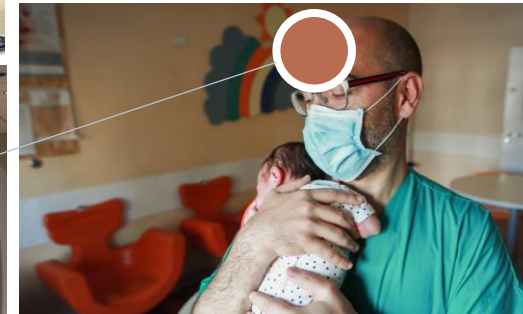
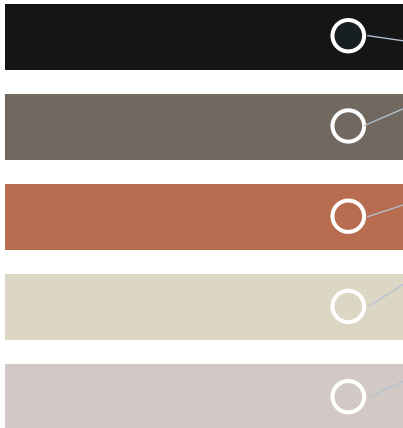
While our products are powerful and innovative, it is equally important that they are reliable, safe and easy to use. We illustrate this by showing authentic moments in time that accurately depict the experience and impact of our products.

Our style is warm, genuine and authentic.



Image tonality

Our “human-first” brand personality informs the tonality of all our images. We embrace a warm and slightly desaturated look in our photography. Warmth is how we show people we care—it evokes a sense of comfort and encouragement. While warm tones give our photos a natural and inviting look, slightly desaturating them gives them authenticity. Our photography is never highly stylized and color graded. Instead, they are raw, almost untreated, moments in time that always feel authentic.



Overall tone

Warm grey, light tan, copper and pebble tones.

Whites

White areas (highlights) should be warm rather than neutral and cold.

Blacks

Dark areas (shadows) are a deeper dark grey, rather than a high contrast pitch black.

Photography style

Light

Our world is authentic, accessible and true to life. The use of light should always be realistic and natural. We never focus on perfect clear skies and sterile backgrounds. Aim for a well-rounded balance between light and shadow to create contrast throughout the imagery.

Rooms with no natural light should simulate the lighting conditions of a real-world environment, not a studio. Increasing the ISO¹ to 1250+ can help achieve this editorial style.



What is ISO?

ISO refers to the sensitivity of your camera's **sensor to light**. A **lower ISO** value means **less sensitivity** to light, while a **higher ISO** means **more sensitivity**.



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Experience principles

The bigger picture

Experience principles are high-level aspirational themes that help create consistent and differentiated use of our photography. They help guide what we want our audiences to feel while supporting consistency and continuity throughout the brand.

Use them as a lens to help make the right choices when sourcing new photography for a variety of assets.

A photo should live up to at least three of four of the principles, otherwise consider not using it.

Authentic

Our photography is genuine and real. Capturing an authentic moment is more important than capturing a perfectly framed image. Photography feels genuine when it is not perfect. We avoid staged environments with perfect lighting and overacting by the subjects in the scene. Our photography should feel more like photojournalism, where the subject and story exist in a real-life environment. Overall, scenes should appear as realistic and authentic as possible, never contrived or staged.

Human

We are a “human-first” brand. We are dedicated to developing innovative solutions that empower healthcare providers so they can provide better solutions for patients. All people care, worry and hope. It’s what makes us human. Our photography reflects these aspects of the human condition, first and foremost, by showing real people with real emotions and reactions. We always strive to portray people as they are in the moment and never ask them to act or perform in front of the camera.

Spontaneous

To further emphasize the authentic feel of our photography, we embrace unplanned shots. Candid moments where the subjects are unaware or do not pay attention to the camera. This ensures realistic emotions and interactions while providing a greater range of the types of photos we can use. However, our photos of people should always be captured from a natural perspective of the photographer, avoiding extreme angles like a bird’s eye view or top-down perspective as it would not be a natural point of view.

For wider scenes like nature, landscapes and site photography where the focus is not on people interacting, we allow more freedom in the framing and camera angles.

Diverse

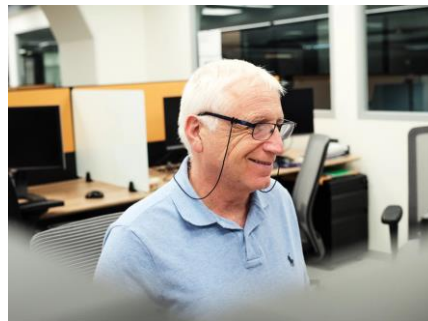
Our photography reflects the diversity of our company and the world we serve. We proudly represent people of all ages, body types, physical states and abilities, ethnicities and cultural backgrounds. Always keep this in mind when sourcing photography, as it is important to reflect an accurate view of humanity across our collateral.

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Human

We are a “human-first” brand. We are dedicated to developing innovative solutions that empower healthcare providers so they can provide better solutions for patients.

We all care, worry and hope in similar and unique ways. It’s what makes us human. Our photography reflects these aspects of the human condition, first and foremost, by showing real people with real emotions and reactions.

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However, when photographing people, our photos should always be captured from a natural perspective of the photographer. Avoid extreme angles like a bird's eye view or very high top-down perspectives as it would not be a realistic point of view of a neutral observer.

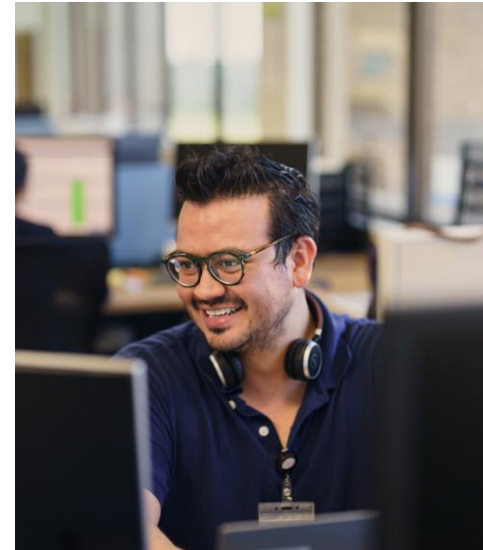


Experience principles

Diverse

Our photography reflects the diversity of our company and the world we serve. We proudly represent people of all ages, genders, body types, physical states and abilities, ethnicities and cultural backgrounds.

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Introduction

- Our Photography Guidelines play a pivotal role in creating a unified, easily identifiable and globally consistent image for GE HealthCare.
- Our guidelines are designed to help maintain a consistent photo style across all our assets, ensuring a unified experience and a more personal connection to our brand. This consistency reinforces a sense of trust and reliability, and helps customers and colleagues connect with our brand on a more personal level.
- Through our visual storytelling, we've embraced a style that embodies the authenticity of photojournalism, departing from conventional, polished and staged healthcare visuals.
- Our newly updated/refreshed Photography Guideline is now available on the [Brand Page](#) of the Beat and our [Agency Portal](#).



Changes since last year

- Focused on Authenticity as our key principle. It's important we capture “real moments” that convey a story, connecting the audience to the content.
- Simplified document and focused on clear direction which should inspire and inform teams when sourcing new imagery or directing a photoshoot to create assets that are brand compliant.
- Clarified our themes and subcategories within these themes.
- Added lots of recommendations and information on photographing products and buildings with old branding, sourcing stock imagery, composing imagery and links to Widen, our image DAM.
- Included a governance section which has practical information on planning a photoshoot and the necessary steps involved including file naming convention, tips on casting, necessary reviews and checkpoints depending on your setting and links to download consent forms and contact sheet templates.

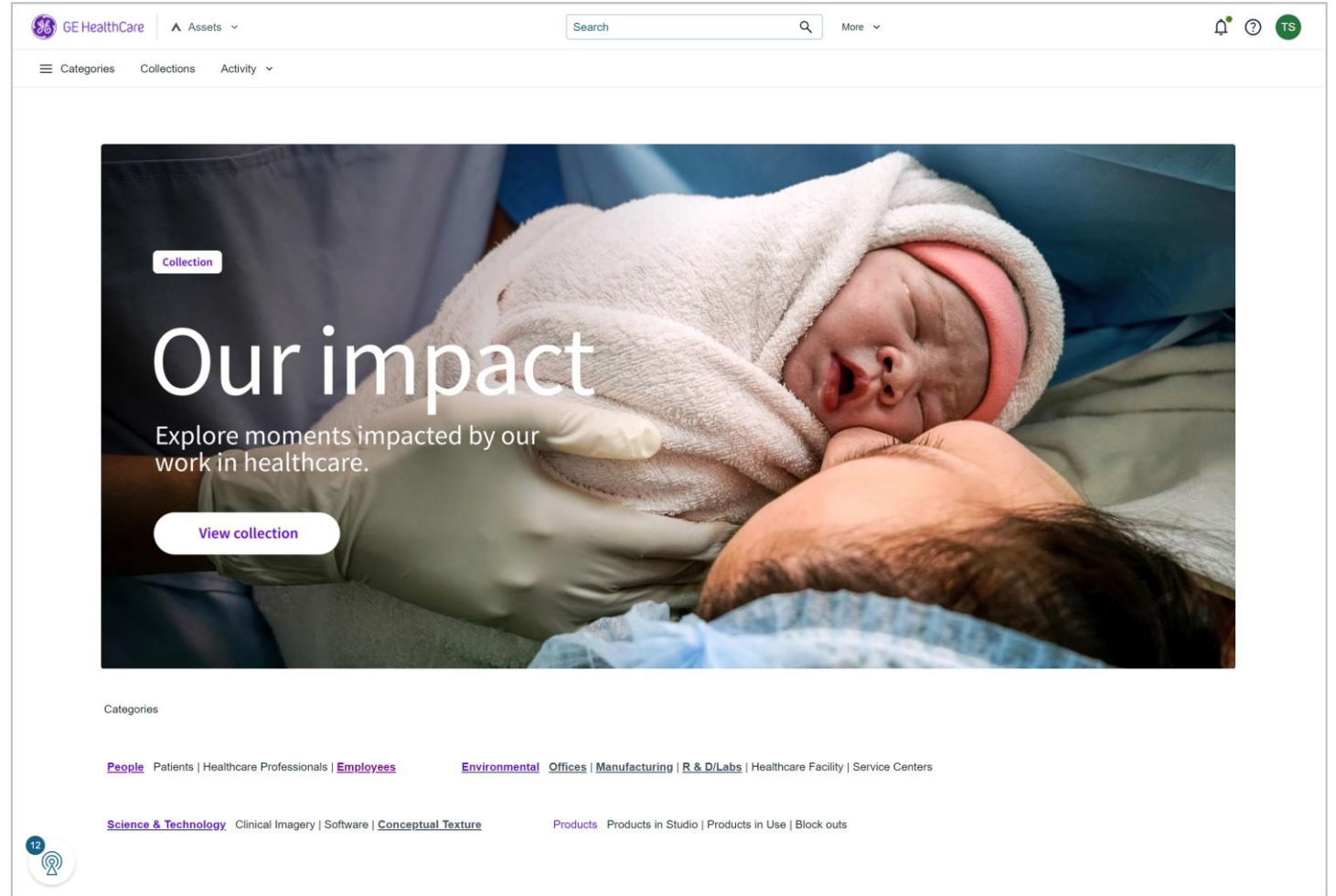


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Current total DAM images

1,459

- Launched in early January 2023 by the Central Brand Team as a new brand governance tool and resource for designers/content builders across the company.
- Leveraged imagery from past photojournalist global photoshoots completed pre, during and post pandemic.
- Developed a process that includes photo reviews by key stakeholders, proper documentation of legal forms needed for individual release of personal images, meta tagging, retouching and color correction.
- Uploaded more than 1,459 images into the Widen photo DAM



Navigation (themes)

People



Patients



GE HealthCare colleagues



Healthcare professionals



Portraits & headshots

Environmental



Healthcare facilities



R&D labs



Manufacturing



Service centers

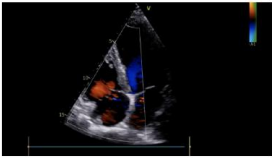
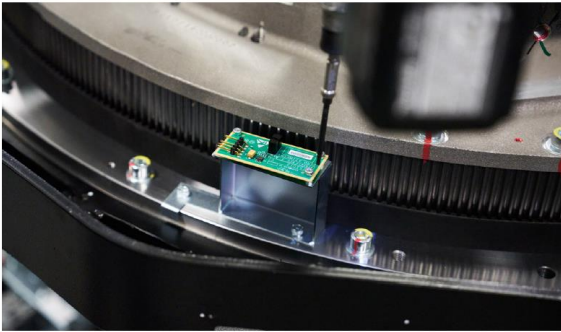


Buildings

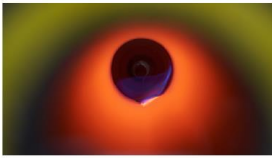


Offices

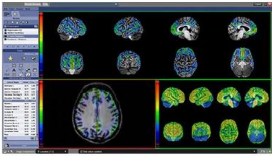
Technology



Clinical imagery

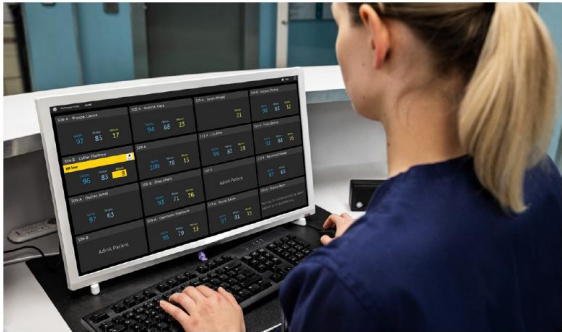


Conceptual imagery



Software

Products



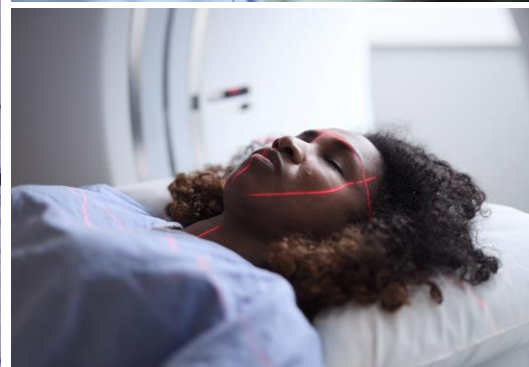
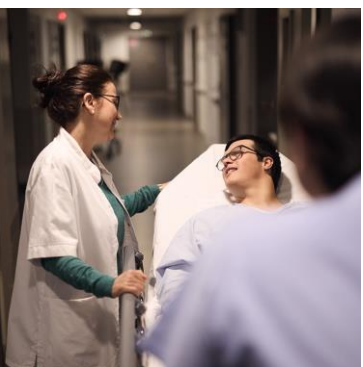
Products in use



Block outs

New images

- In the the 3rd quarter, the Central Brand Team completed a new photoshoot to help fill gaps in our Photo DAM.
- These gaps were identified through a survey sent to the BUs, regions and functions.
- 4 categories came out on top:
 - *Patient/clinician interaction*
 - *Patient in healthcare setting*
 - *Clinician in healthcare setting*
 - *Colleagues at work*
- We expect these images, totaling ~600, to be available Dec. 1, 2024.



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New consent forms

It is mandatory to have consent forms filled out and signed by each person in each image — otherwise we cannot use the image. This applies for any recognizable person in the shot, including patient, healthcare professionals and GE HealthCare colleagues in each image.

Each signed consent form needs to be matched with a photograph of each person. This information will be added as meta data in the Photo DAM. All final photos with corresponding consent forms should be supplied to the Central Brand Team for upload to our DAM.

Photographing GE HealthCare colleagues

In addition to organizing [consent forms](#), before your photoshoot, send a list of GE HealthCare colleagues who will be photographed to the local HR Manager to ensure everyone involved in the photoshoot is in good standing. If you photograph colleagues who were not part of your initial plan, contact the HR Manager following your photoshoot to confirm everyone is in good standing.

Contact sheet

The template for the [contact sheet](#) should be given to the photographer prior to the photoshoot and is used to proof the images from the photoshoot. It is recommended that there should be 9-12 photos per page clearly labeled with the file name. This document is used by the owner of the photoshoot, Central Brand Team, EHS Team and the Clinical Reviewer to select the appropriate images.



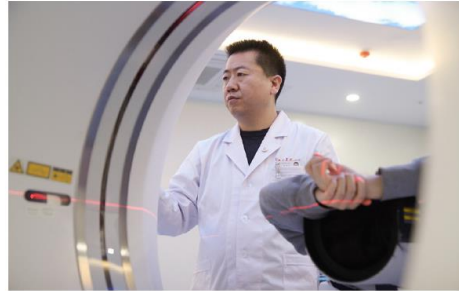
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Do's and don'ts

Things to embrace



Show genuine moments of connection and relationships with people who are part of the journey.



Let people be themselves—comfortable and relaxed. Use everyday examples of how and where they use the technology.



Show impromptu work scenarios, which are more realistic and captivating than posed interactions.



Show behaviors and gestures that clearly and realistically demonstrate how to interact with the product.



Products should be shown in their natural environment.



Choose images of products in action. Avoid closely cropped product images.



Use natural, warm light sources.



When using a shallow depth of field, consider the angle and shoot straight ahead, not from below or above.

Do's and don'ts

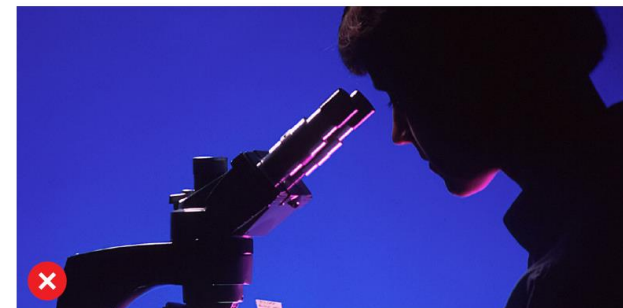
Things to avoid



Don't use constructed or blended photos.



Don't use staged or contrived scenes. Don't use photos featuring exaggerated emotions.



Don't use processed effects or heavily colorized photos.



Don't use highly produced images that are busy or too abstract, and avoid use of graphic overlays.



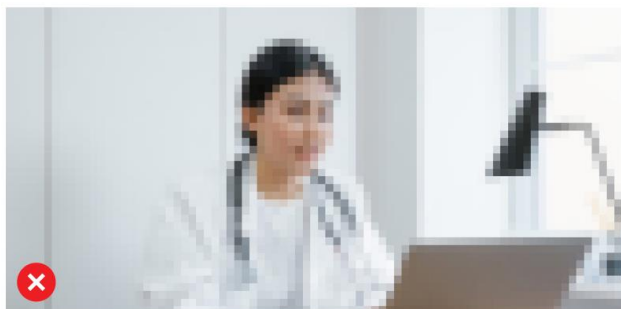
Don't use AI generated imagery.



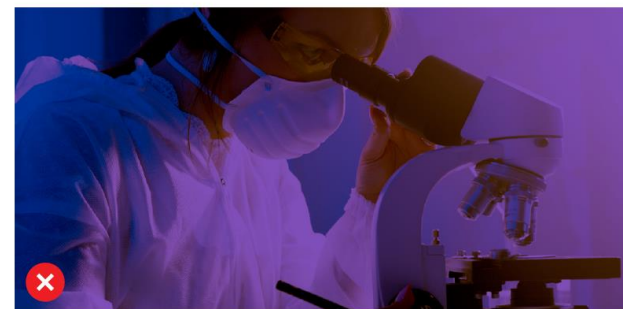
Don't use studio shots of patients and machines together.



Don't use science or healthcare clichés.



Don't use poor or low image resolution.



Don't overlay Compassion Purple onto photos.

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Q&A

For more questions reach out to

brand.health@gehealthcare.com



Thank you.