

Photography Guidelines

Overview

These Photography Guidelines play a pivotal role in creating a unified, easily identifiable and globally consistent image for GE HealthCare.

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

Our photography approach is designed to offer versatility, diversity and a sharp focus on amplifying GE HealthCare's narrative and visionary leadership.

Through our visual storytelling, we're embracing a style that embodies the authenticity of photojournalism, departing from conventional, polished and staged healthcare visuals.

If you need access to photo resources, head to our Photo Digital Asset Management (DAM). Photos there have been cleared of any unintended display of proprietary tools, technology or processes.



Photography guidelines

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Our photography

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Our photography

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.



Experience principles

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

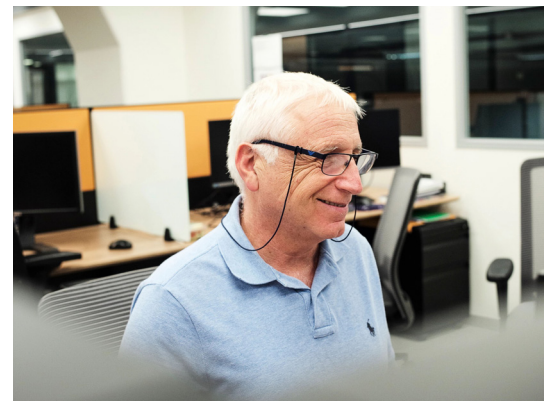
Our photography reflects the diversity of our company and the world we serve. We proudly represent people of all ages, body types, physical states and abilities, ethnicities and cultural backgrounds. Always keep this in mind when sourcing photography, as it is important to reflect an accurate view of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

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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.

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.

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.



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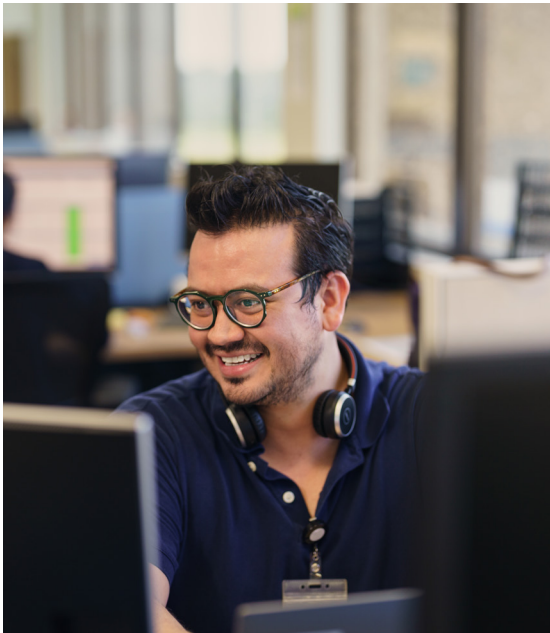
However, when photographing people, our photos should always be captured from a natural perspective of the photographer. Avoid extreme angles like a bird’s eye view or very high top-down perspectives as it would not be a realistic point of view of a neutral observer.



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.

Always keep this in mind when sourcing photography, as it is important to reflect an accurate view of humanity across our collateral.

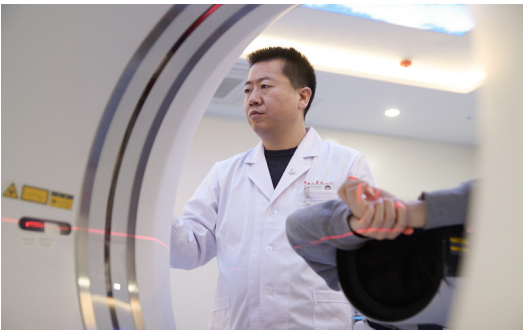


Photography principles to embrace

These images offer guidance for choosing the right photographic style and themes to promote brand consistency.



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.



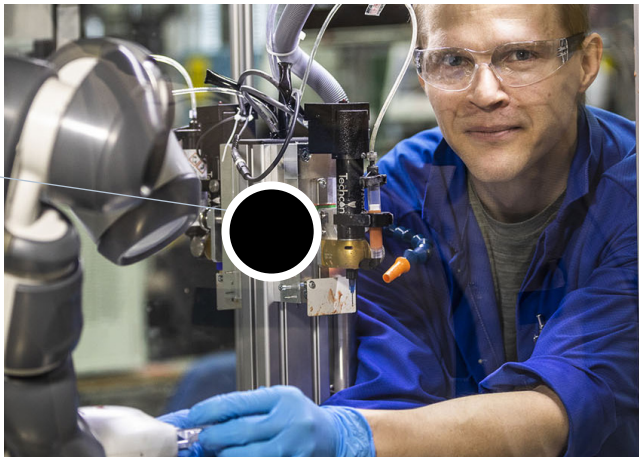
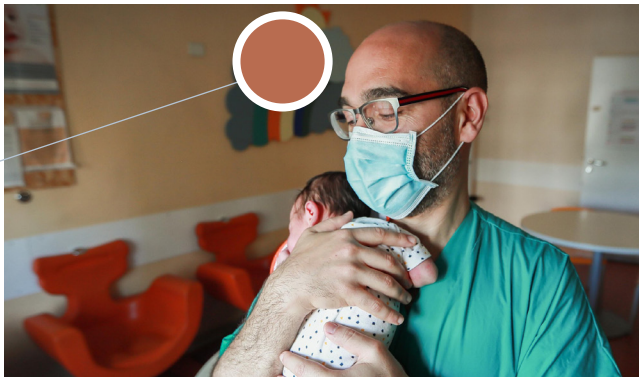
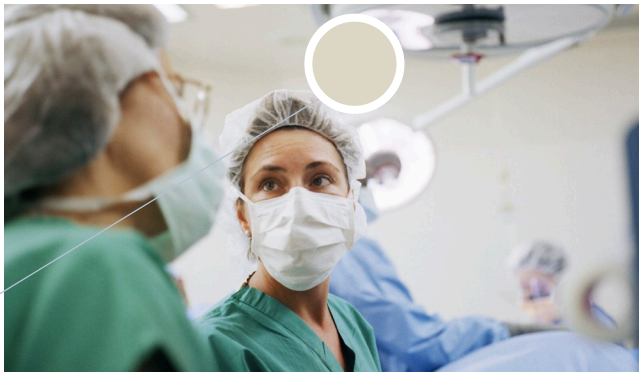
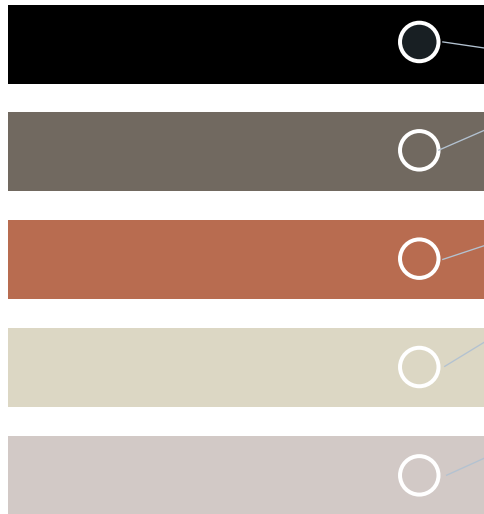
Use natural, warm light sources.



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

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.

Composition

To reinforce a look that is authentic and dynamic, we create realistic and tangible photo compositions that are rich in texture, light and shadow with an eye for the subject.

As we move closer to our subject (wide shots to macro shots) and start using a more shallow depth of field, always keep the subject in focus. However, this does not mean we always have to keep the subject in the center of the frame. More variation means more visual diversity, which will help on photo-heavy pages and collateral.

It is often worth bearing in mind the intended use for the final image, how it may be cropped or whether space for overlaying text needs to be considered.

Product in environment



People



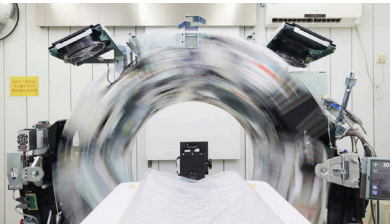
Environment



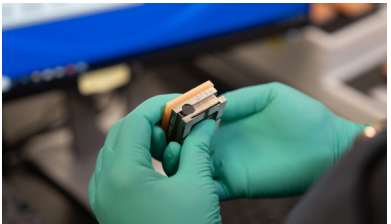
Wide-angle lens



Standard lens



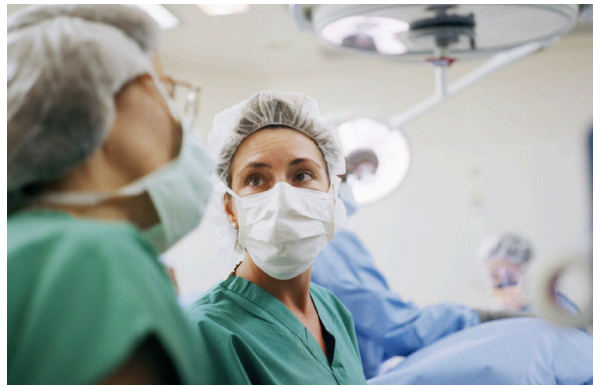
Macro lens



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.



¹ISO refers to the sensitivity of the camera’s sensor to light. A lower ISO value means less sensitivity to light, while a higher ISO means more sensitivity.

Themes

Themes

People



Patients



GE HealthCare colleagues



Healthcare professionals



Portraits & headshots

Environmental



Healthcare facilities



R&D labs



Manufacturing



Service centers

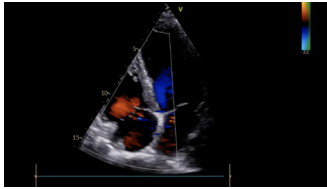
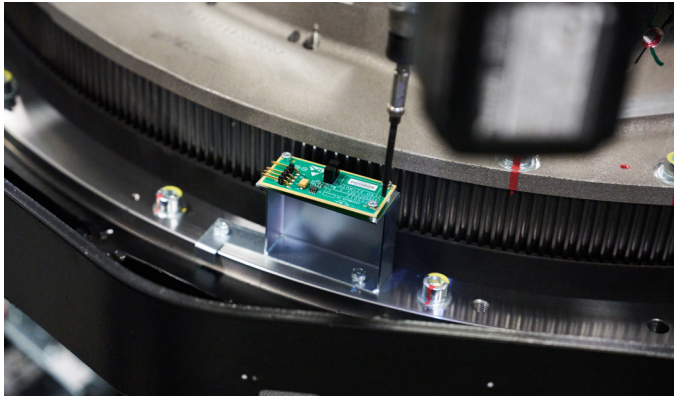


Buildings

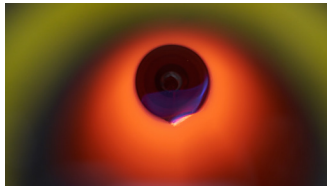


Offices

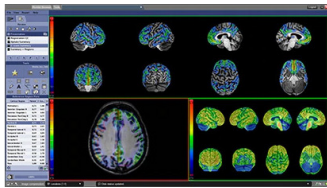
Technology



Clinical imagery



Conceptual imagery



Software

Products



Products in use



Block outs

People

We feature real people with real names and stories. When we show people looking directly into the camera, we keep it natural and spontaneous.

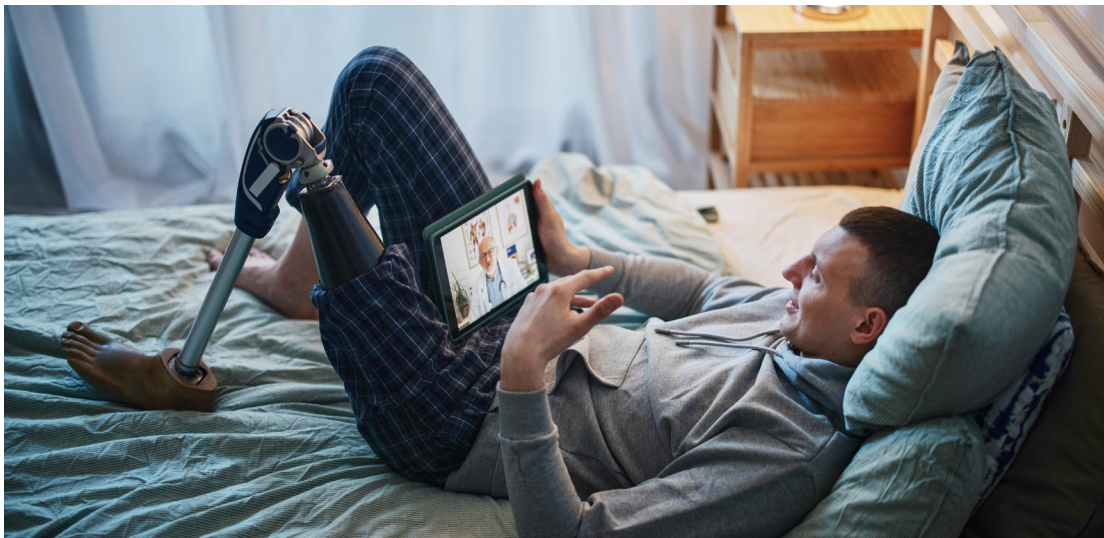
We strive to capture a “moment in time” that depicts people’s natural body language and gestures, as well as a range of candid emotions and expressions. When people are focused on devices or tasks, their postures should be comfortable, imperfect and genuine.



People / Patients

Helping patients is why we exist. It is important to show their lives and the impact of our products in an honest and authentic way.

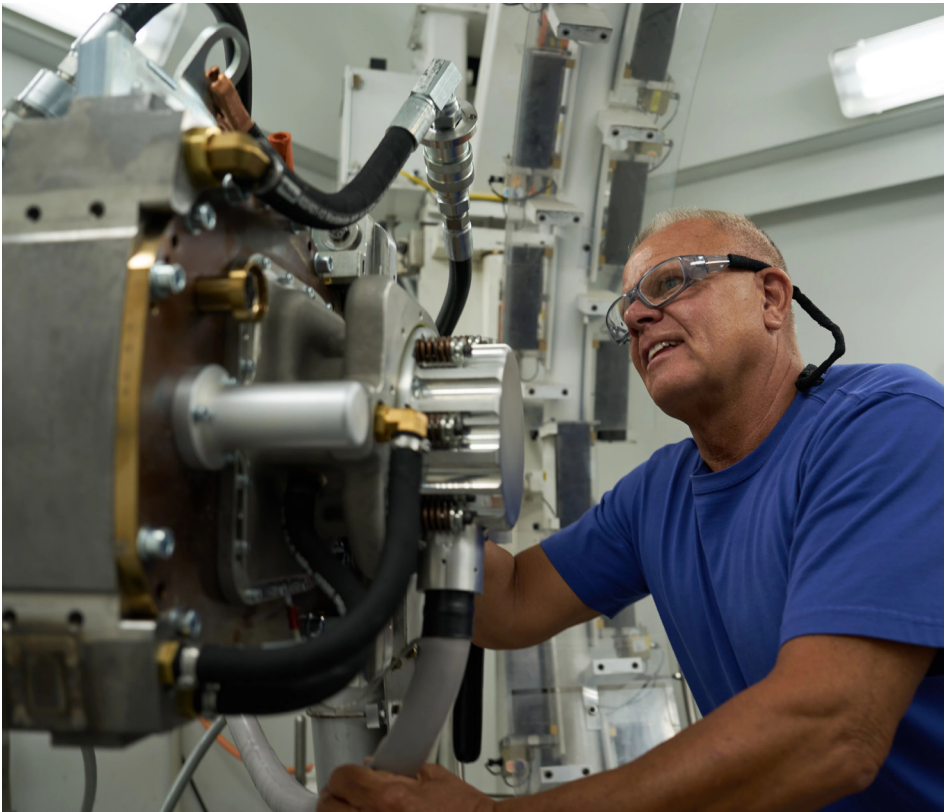
Our patients come in all stages of life and exhibit a full spectrum of emotions. We show them all: concern, anxiety, hope, joy, etc. However, we stay away from melodrama or exaggerated emotions and focus on moments where clinicians and patients demonstrate trust and comfort in the experience.



People / Colleagues

Our colleagues are the backbone of our business and the key to our success. It takes all kinds of roles and people to run a global company. We strive to represent the diversity of our workforce, from the people assembling our products to the software developers, scientists, researchers, customer support, logistics administrators and everything in between.

When photographing colleagues at work, please use uniforms with new branding wherever possible. If uniforms have old branding or third-party branding, please plan to have this retouched in post-production.



People / Healthcare professionals

Healthcare professionals are one of our core audiences. Their work lives can be stressful, chaotic and emotional, yet they conduct themselves with empathy and expertise. We strive to represent them respectfully and realistically.

Focus on showing moments that matter, where healthcare professionals interact naturally with patients, our products and other professionals.



People / Portraits & headshots

We use headshots for formal communications like leadership bio pages, author profiles, etc. Headshots should place the subject’s face in the center of the frame.

Formal
Posed portrait of subject in professional attire, with a friendly, knowledgeable and trustworthy feel against a clean background.

Wide framing capturing the subject’s upper body allows for more freedom in zooming and cropping. Formal headshots should include shoulders and part of their wardrobe.

Semi-formal
Posed portrait of subject in professional casual attire, with a friendly, knowledgeable and trustworthy feel in a natural environment. Wide framing capturing the subject’s upper body allows for more freedom in zooming and cropping.

Social media
Candid moments showing the subject engaging in conversations, meetings, presentations, etc.

Formal



Semi-formal



Social media



Environmental

Environmental images are an effective way to set up a scene and provide context to a story. They are typically wider shots that capture a location, whether an exterior shot of one of our facilities, our office spaces, assembly lines, R&D labs, warehouses, healthcare facilities, etc.

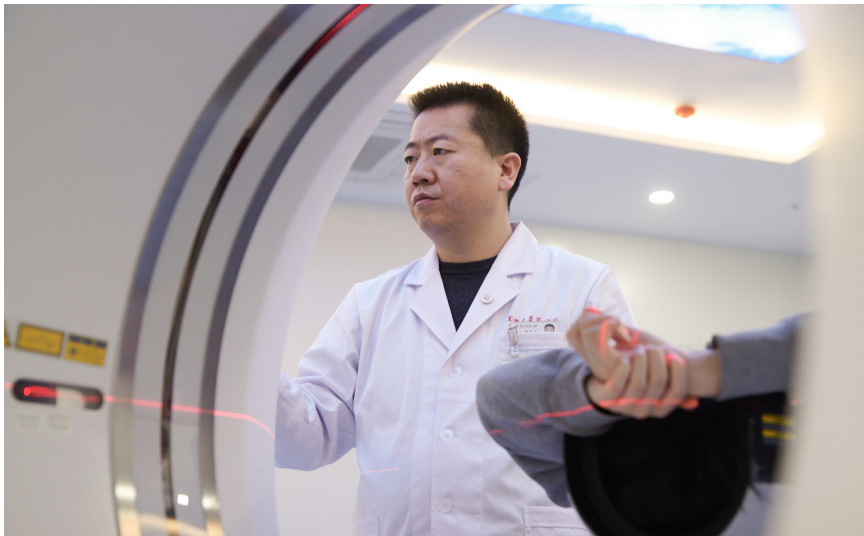
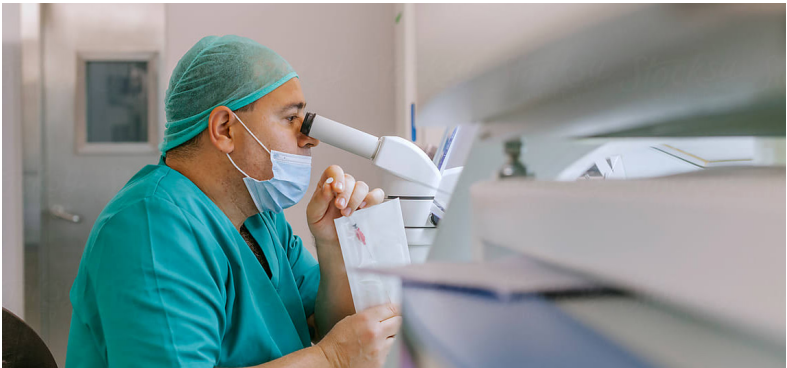
When photographing GE HealthCare products within an environment, we strongly advise pursuing any available opportunities to feature rebranded products. Otherwise, product within environmental images should be swapped at the first available opportunity after products are updated with the new GE HealthCare branding.



Environmental / Healthcare facilities

Hospitals and clinics are where our products become a critical part of the lives of our patients and healthcare professionals. We show our products being used in realistic environments while ensuring a clear focus on the story that is taking place.

If access to a healthcare facility is not an option, simulated environments in studio may be considered. Construct and dress sets with as much attention to authentic detail as possible, such as naturally occurring props and typical lighting for the setting.



Environmental / R&D labs

A lot of our innovation happens right in our laboratories. When photographing our labs, we focus on the skilled engineers, researchers and scientists who are in the process of creating our technology and products.



Environmental / Manufacturing

As a leading healthcare equipment manufacturer, we have complex assembly lines with many moving parts. When capturing images with multiple workers, there should be a clear emphasis on one individual. For broader shots, the focus shifts to the scene or space, not a particular person.

For more information on planning a photoshoot in this environment, please refer to Photoshoot Governance on page 35.



Environmental / Service centers

Our skilled technicians and support staff work in service centers like our manufacturing facilities. We capture moments of action when they are fully focused on their tasks and getting things done.

For more information on planning a photoshoot in this environment, please refer to Photoshoot Governance on page 35.



Environmental / Buildings

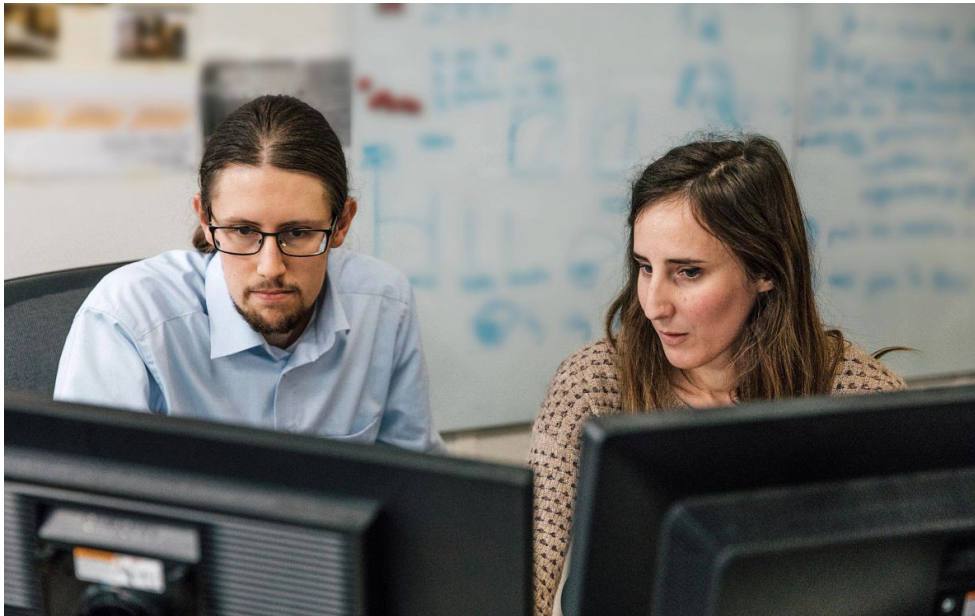
As a global company, our facilities range from big office campuses and manufacturing plants to local sales and support offices. When using images of our buildings to establish a scene and location, try to include our branding if possible. Exterior shots look better in natural sunlight, so avoid cloudy or rainy day photos where possible.

While photography of existing buildings is permitted, images should be swapped at the first available opportunity after sites have been updated with the new GE HealthCare branding.



Environmental / Offices

We have a wide array of office spaces across our facilities which play an important part in attracting and enabling a productive and healthy workforce. Our office photos should never feel empty or crowded with people. They should illustrate how we work and how we have spaces that inspire collaboration and focus.

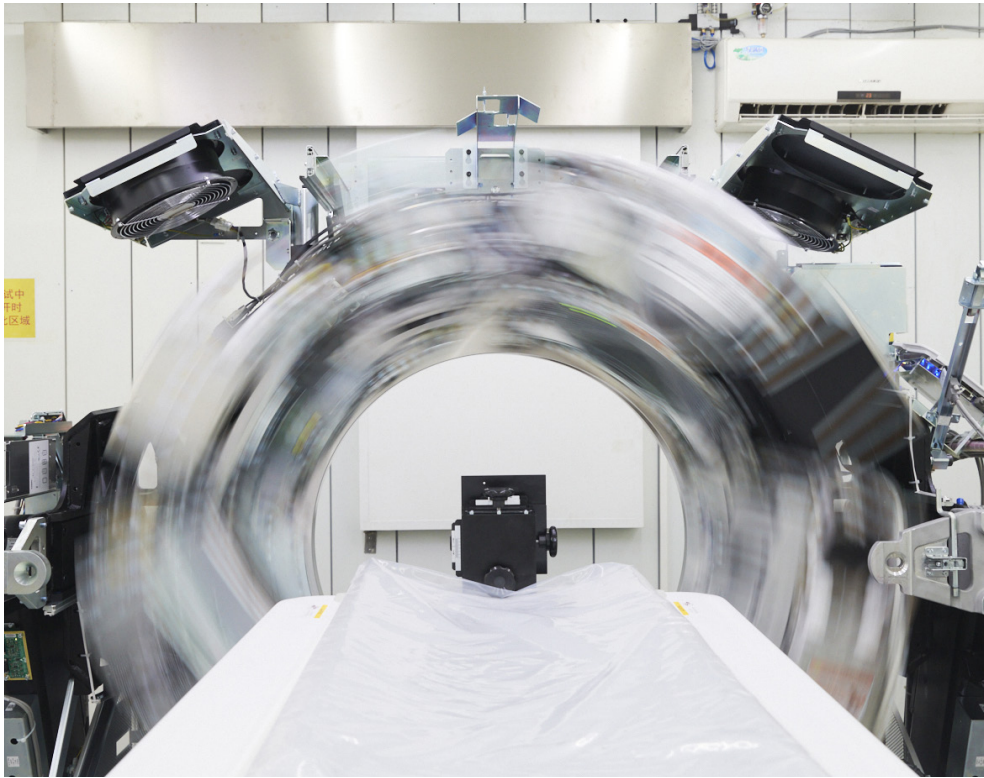


Technology

When showcasing our tools, hardware, software and products, we zoom in on interesting details or features to illustrate how advanced and well-engineered our technology is. In wider shots, our raw exposed products look almost like sculptures, blending heavy mechanical engineering with intricate wiring and digital components. We always show our technology without additional visual effects to make it look even more advanced or futuristic.

Our digital solutions are just as important as our physical ones. Screenshots of user interfaces on screens and devices must be high-quality and crisp.

Further guidance on clinical, conceptual and software related imagery will be provided in future updates to these guidelines.



Products

Images of product details and features should always have a modern and premium look and feel. They capture the beauty of our products and make even the most complex technologies attractive, exciting and coherent.

While photography of existing products is permitted, we strongly advise pursuing any available opportunities to feature rebranded product. Otherwise, product photography should be swapped at the first available opportunity after products are updated with the new GE HealthCare branding.

Products in use



Products block outs



Products / In use

When showing products in use, focus on patients or operators interacting with them. Keep in mind to always be respectful to the patient. While we want to show realistic scenarios of our products in use, avoid photos or angles that are intrusive or unflattering to the patient.



Products / Blockouts

Product blockouts are designed to focus solely on the physical product. They are shot on a clean white background and can either feature the entire product or part of the product.



Stock photography

Using stock photos across marketing and communications assets outside of GE HealthCare's traditional domains and scope is permissible and often advantageous. Those initiatives may demand specific imagery including a diverse range of environmental scenes and themes.

Licensing permission

When purchasing new stock imagery or video, ensure that you get the necessary permissions and licensing rights from the platform and / or copyright owner to cover the intended usage, distribution and duration of the selected asset(s). All stock photography and videos should be royalty-free and allow for usage and sharing (to include external agencies) across all channels and international regions in perpetuity.

EHS and clinical approval

Environment, Health and Safety (EHS) and a clinical expert review is a key consideration when using any photography. Photographs that feature people and any products must abide by EHS and clinical standards relevant to the environment being captured.

We recommend including an EHS and / or clinical review (depending on the environment) on any new stock photography (not already available within the photo DAM) in order to avoid inadvertently selecting images that cannot be used due to EHS or clinical violations.

Purchased stock photography or video including the licensing documentation should be shared with the Brand team to be uploaded onto our DAM. Please contact the Brand team at: brand.health@gehealthcare.com.



Photography don'ts

Using photography correctly is an important way to maintain brand consistency. Here are use cases 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.



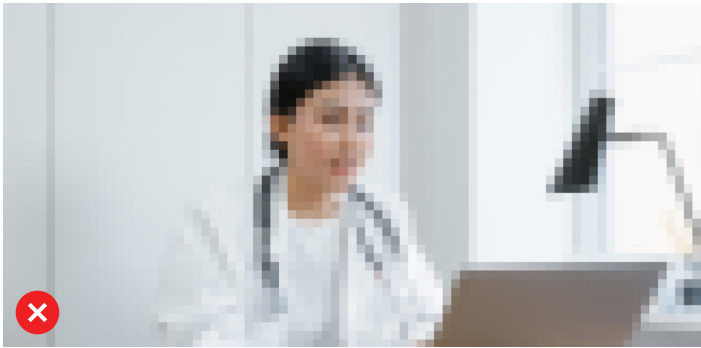
Don't use AI generated imagery.



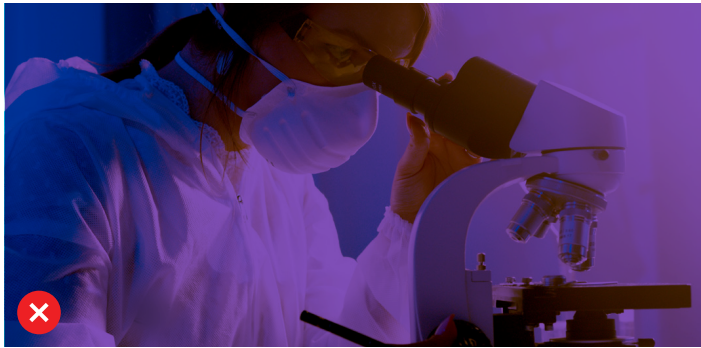
Don't use studio shots of patients and machines together.



Don't use science or healthcare clichés.



Don't use poor or low image resolution.



Don't overlay Compassion Purple onto photos.

Photoshoot governance

File handling

During a photoshoot / videoshoot, all assets must be secured on the photographer or digital technician's computer with a backup of the entire shoot on an external hard drive. Ensure all images / footage are properly downloaded, adjusted and secured. In addition, a [contact sheet](#) should be created for the selection process. It is recommended to keep the file names the same throughout the selection process and supply stage.

In order to optimize searchability of each image on our image DAM, please ensure the photographer is briefed on required file naming conventions:

Content Type–**Product name/care area**–**Four Digit Counter**–**Year**.File Format
Example:
Photography–**Signa**–**Artist**–**0001**–**2022**.iiq

File names should be adapted throughout the day of the photoshoot to reflect the subject or product being photographed.

Casting

We proudly employ colleagues, and serve patients, of all ages, body types, physical abilities, races, ethnicities, genders, religions and cultural backgrounds. It is crucial to keep this in mind when casting models so we reflect an authentic and realistic view of these populations across our collateral. When negotiating 'buy-out' fees, consider limiting the use of the image to five years to manage financial implications.

Delivery of final assets

Depending on the need, images can be supplied from the photographer in JPG, TIFF or PSD format. The final formats and quantities should be agreed on before the photoshoot takes place.

Once ready, files should be uploaded by the photographer / agency to a BOX folder on GE HealthCare's platform, including the contact sheet and consent forms. If grouping consent forms into one multi-page file, ensure they are in alphabetical order by last name. Files can be shared by supplying a link to a folder within Box to the photographer which they can upload to.

Regulatory

Local regulatory checkpoints are required to ensure details are compliant and correct for location. When planning a photoshoot, please check with your local regulatory and compliance team for information on local restrictions that may apply.

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 metadata in the 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, Brand team, EHS team and the clinical reviewer to select appropriate images.

Included in the [contact sheet](#) file, there is a [summary sheet](#) which should be filled out for meta tagging. The information entered into this sheet will ensure the image is searchable when uploaded to the DAM.



Roles and responsibilities on photoshoot

It is recommended that there are clear roles and responsibilities during photoshoots, whether it is conducted at a GE HealthCare facility with colleagues, or at a healthcare facility with GE HealthCare products being captured in use.

Beyond the conventional roles needed for conducting photoshoots, the following roles can help streamline processes and avoid rework or accidentally capturing non-compliant scenes.

Production assistant

A production assistant, usually from an agency or a photographer, should be present to capture and log information about the products and match to the images. This person could also be in charge of printing and handing out consent forms to all people being captured. After the consent form is signed, a clear system of visually matching to the person must be established. This is for meta tagging purposes in order to upload to our DAM correctly.

Marketing manager / clinical expert

Typical to a photoshoot in a healthcare setting, a marketing manager or clinical expert should be present to oversee all the details of product usage and human interactions to ensure they are clinically accurate, authentic and realistic, otherwise there is a risk of the images not being usable.

HR manager

A HR manager should be on site to oversee colleagues' needs during the photoshoot.

Plant manager

When planning a photoshoot in a manufacturing environment, a plant or site manager should be on hand to accurately identify the names of our products, machines and processes being captured. This information needs to be logged for meta tagging purposes.

EHS representative

It is recommended to have an EHS representative present at each photoshoot to ensure correct health and safety measures are taken so the images are usable. This is more typically associated with manufacturing or industrial photoshoots. When planning your photoshoot, please reach out to your EHS representative.

Contacts & resources

If you have any questions or feedback about this document, please contact the Brand team:

brand.health@gehealthcare.com

For feedback on this guideline, please add your comments to this [short survey](#).

General brand questions

The Brand team
brand.health@gehealthcare.com

Product & software design questions

Hardware
productdesign@gehealthcare.com

Software
eds@gehealthcare.com

Brand guidelines & templates

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 available resources and training, please refer to [this article](#) on The Beat.