

Product Brand Guidelines

Purpose of this document

Our ambition for the GE HealthCare brand identity is to signal our unity in realizing our common purpose across our entire portfolio and drive business growth by strengthening the GE HealthCare parent brand.

Products across the entire GE HealthCare portfolio should utilize a brand identity and design system that is directly derived from the parent brand while allowing for some flexibility to enable product-specific expression. Consistency and coherence in this approach are essential for reinforcing our brand message and to be seen as one GE HealthCare.

This document will provide guidance on how to bring product brands to life in a consistent and engaging way.

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Parent brand vs. product brand

When to use parent brand identity

The GE HealthCare parent brand should be used in any communications that do not refer to a specific product or service. This includes communications on GE HealthCare as a whole, a business unit (e.g., Imaging), or a care pathway (e.g., oncology).

Please refer to the GE HealthCare [Brand Guidelines](#) for more information on the parent brand identity.

When to use product brand identity

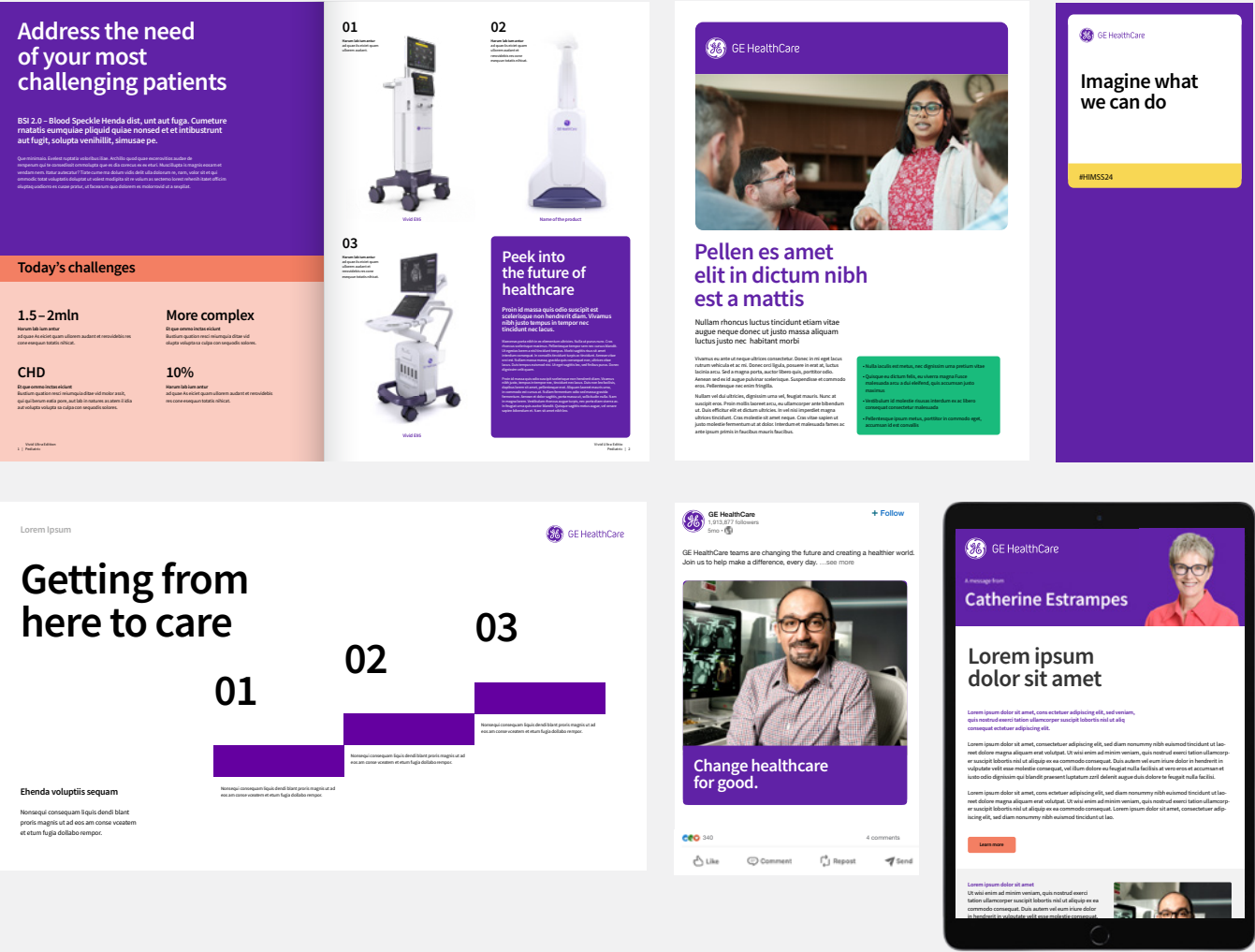
All of our products and services are component parts of our whole business. The product brand identity should be used in any communication around a specific product or service within GE HealthCare.

Please note: when referring to a feature of a product that may relate to a single Offering or a Family, as well as span across the portfolio, such as AI, this should be represented through messaging (headline, product description or body copy) and not through naming. If messaging about AI in relation to a particular product, the product brand design system should be used. When messaging about AI and different product portfolios are featured, it should be treated in the parent brand look and feel.

Parent brand vs. product brand visual comparison

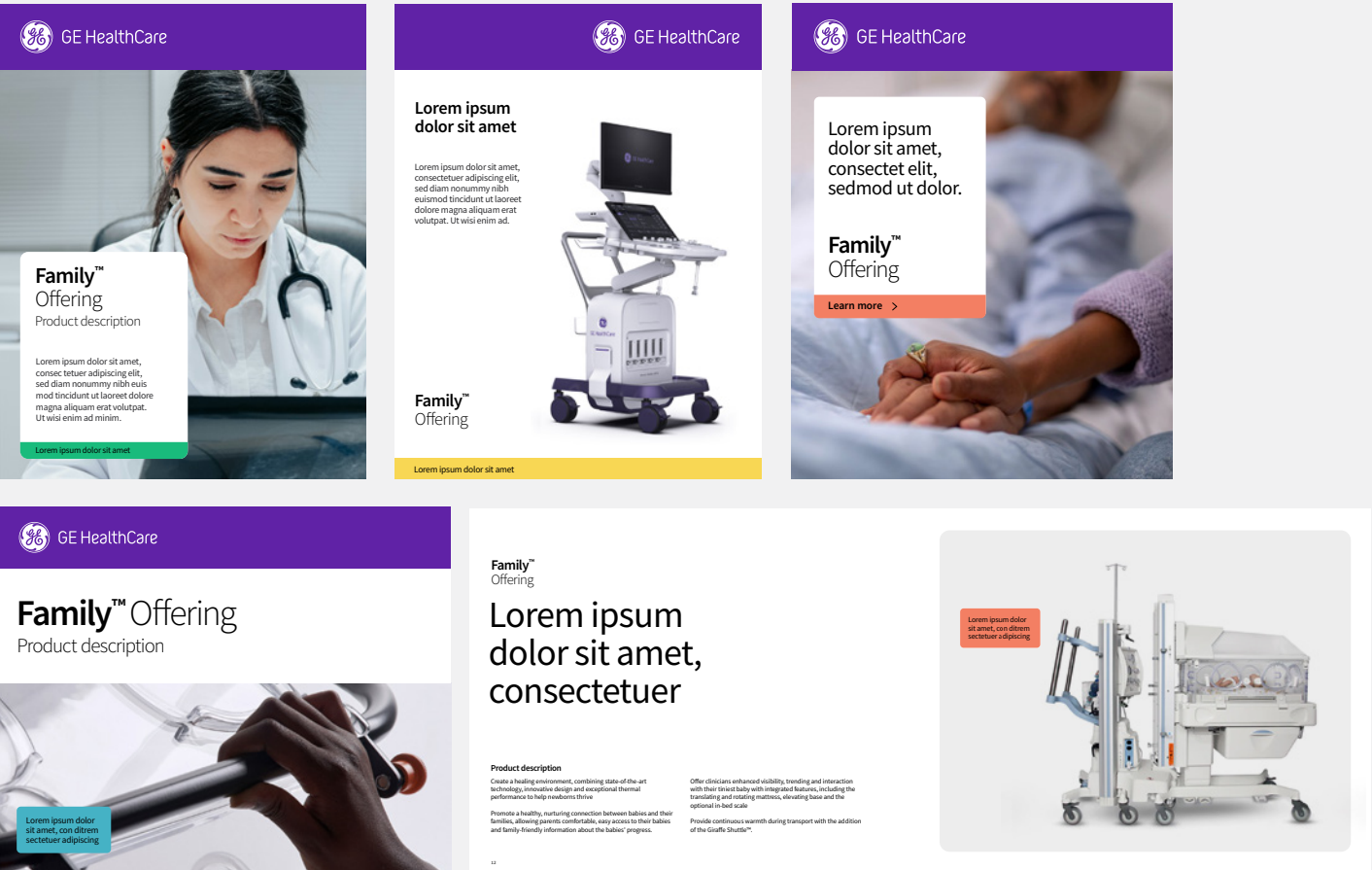
Parent brand: For overarching brand vision and messages

For parent brand, Compassion Purple should be the most dominant color in layouts to reinforce the brand. Please refer to the GE HealthCare [Brand Guidelines](#) for more information on the parent brand identity.



Product brand: For GE HealthCare product and services

The product brand design system consist of the Compassion Purple bar that anchors our logo with accent color and white space to emphasize focus and clarity of information.



Brand assets

Product branding assets will draw from the same elements outlined in our parent brand guidelines, but will employ a systematic approach to clearly differentiate between the two.

Element overview

For additional details on our visual elements, please refer to GE HealthCare's [Brand Guidelines](#).

These are available to download from the [Brand page of The Beat](#) and the [Agency Brand Portal](#).

Logo



Typography

Source
Sans Pro
AaBbCc

Color

PRIMARY

Compassion Purple

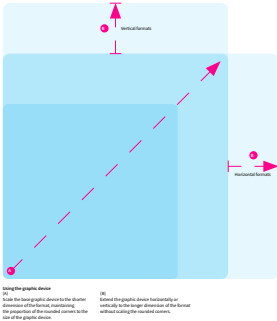
White

Gray

ACCENT

Teal	Orange	Yellow	Green	Red
HEALTHCARE	HEALTHCARE	HEALTHCARE	HEALTHCARE	HEALTHCARE

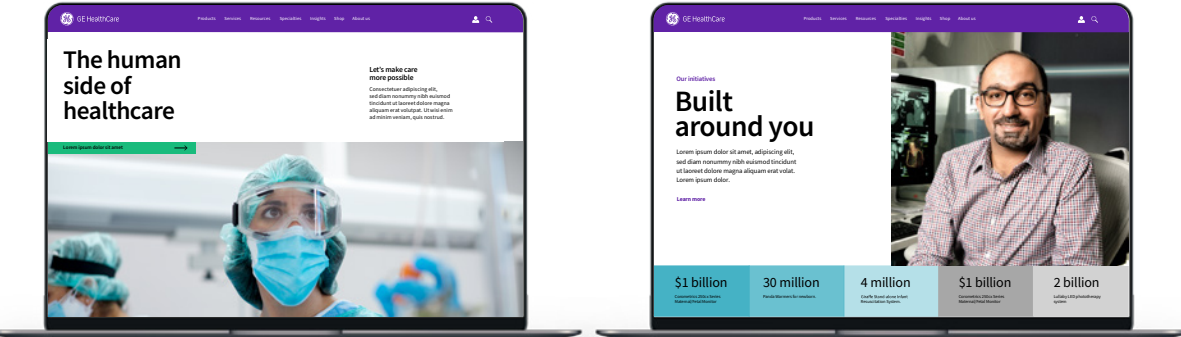
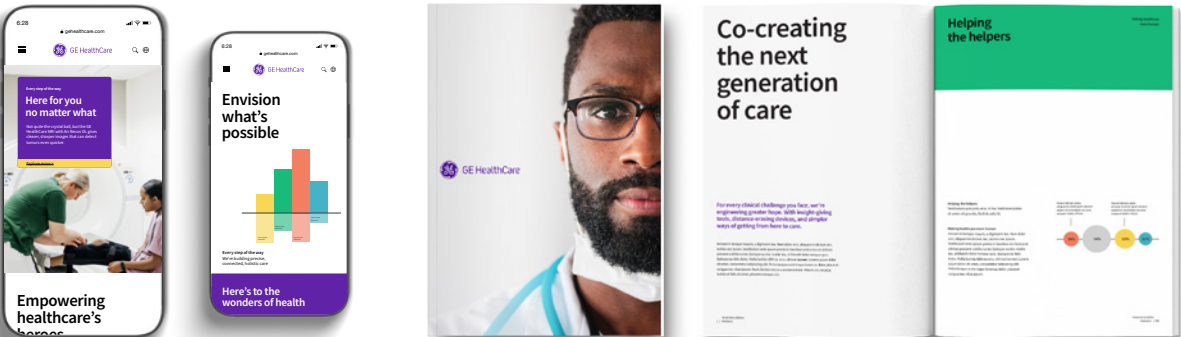
Graphic device



Photography



Iconography



Color overview

Informed by our brand strategy, the GE HealthCare color palette embodies our identity, grounded in compassion, innovation, and humanity.

Use color strategically, not decoratively. Our palette should support content and establish information hierarchy to communicate succinctly and effectively.

We should not assign specific colors to a particular product, product family, group, or team.

Primary palette

Compassion Purple is our primary color. It should be the dominant color used in our branded communications combined with white space and gray, if needed. Black should be used for typography only.

Within a composition, gray helps highlight secondary information and balances the contrast of an overly white layout. Three additional grays are used solely for infographics and are specified in the [Infographic Guidelines](#).

Accent palette

Our accent color palette highlights the diversity, empathy, and optimism of our brand. As a secondary design element, our accent palette should be used to categorize and separate information, build hierarchy or signify an interactive element. The accent palette consists of Turquoise, Yellow, Green, and Coral. Tints of our accent colors act as an addendum to the accent palette. They are used primarily to highlight or differentiate information in infographics, charts, and tables. **Accent colors should never be used for decorative purposes only.**

For further information, please refer to our [Accent Colors Guidelines](#).

PRIMARY

Compassion Purple

Pantone
267 C

CMYK
81/99/0/0

RGB
96/34/166

HEX
#6022A6

White

CMYK
0/0/0/0

RGB
255/255/255

HEX
#FFFFFF

Gray

Pantone
Cool Gray 1 C

CMYK
0/0/0/10

RGB
228/228/228

HEX
#E4E4E4

ACCENT

Turquoise				Yellow				Green				Coral			
Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX
7703 C	80/12/9/3	69/178/197	#45B2C5	129 C	0/14/90/0	248/215/84	#F8D754	2416 C	80/0/61/0	25/187/124	#19BB7C	4057 C	0/67/56/0	243/127/99	#F37F63
20%	40%	60%	80%	20%	40%	60%	80%	20%	40%	60%	80%	20%	40%	60%	80%

Product brand design system

Our product brand assets and design system are derived from the GE HealthCare parent brand. The design system is comprised of key elements that drive visual consistency and clarity of information in product brand assets.

Product brand design system overview

The product brand design system is built on a systematic approach that allows for flexibility to be utilized across multiple businesses and applications.

Advertisement/one-pager

Family™ Offering

Product description

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Lorem ipsum dolor sit amet

One-pager

Family™ Offering

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\$1.6M

Vestibulum tempor augue a dui cursus accumsan vel non ex.

>5%

Prasent lobortis quis ante non laoreet.

Brochure cover

Family™ Offering

Product description

Lorem ipsum dolor sit amet, con diamem sectetur adipiscing

Inside

Family™ Offering

Lorem ipsum dolor sit amet, consectetur adipiscing

Product description

Create a healing environment, combining state-of-the-art technology, innovative design and exceptional thermal performance to help newborn thrive. Promote a healthy, nurturing connection between babies and their families, allowing parents comfortable, easy access to their babies and family-friendly information about the baby's progress. Provide continuous warmth during transport with the addition of the Grady Quattro™.

Digital banners

Lorem ipsum dolor sit amet, consectetur elit

Family™ Offering

Learn more >

Lorem ipsum dolor sit amet, consectetur elit, sedmod dolor

Family™ Offering

Learn more >

LinkedIn banners

GE HealthCare

2,288,969 followers

Unpredictable disease trends. Changing patient needs. Flexibility is the answer.

Family™ Offering

Lorem ipsum dolor sit amet, con diamem sectetur adipiscing

2,007

55 comments · 132 reposts

Like Comment Repost Send

GE HealthCare

2,288,969 followers

Unpredictable disease trends. Changing patient needs. Flexibility is the answer.

Family™ Offering

Lorem ipsum dolor sit amet, con diamem sectetur adipiscing

2,007

55 comments · 132 reposts

Like Comment Repost Send

Social media posts

GE HealthCare

Morbi acerenti suscipit dit ve vestibulum ut orna sapien.

Family™ Offering

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed mod tincidunt ut dolor.

Learn more >

Presentation

Lorem ipsum dolor sit amet

Family™ Offering

April 2024

Family™ Offering

Product description

Ehenda volapitis sequam

Udaperiorum eodis

Harum labium ante

Family™ Offering

Nonsequi consequam liquis dendi blant proris magnis ut ad eos am conse vceatem et etum fugia dollabo rempor.

Udaperiorum eodis

1.3

Harum labium ante

9

Ehenda volapitis sequam

35.000

Harum labium ante

1900

Suspendisse

Integer imperdiet nam placerat lacinia tristique am in lacus a turpis laoreet volutpat. Cras finibus eros non odio molestie, a vestibulum purus euismod praesent volutpat est eu ultricies interdum. Maecenas ultricies metus sit amet semper frugati in orci ultricies, commodo nulla in tempus. Nam pellentesque ante in pulvinar fermentum etiam ac tellus sit arcu molestie pellentesque. Nulla convallis turpis tincidunt, gravida ipsum ut fringilla magna.

Sample bar chart

Product Brand Guidelines | April 2025

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Product brand design system elements

To distinguish from the parent brand, we've outlined the key elements that contribute to the visual consistency of product brand:

- Layout and grid
- Logo and placement
- Family and Offering lock-ups and product description
- Primary and accent colors
- Imagery
- Graphic shape
- White space

The following pages break down the foundational elements for product brand.

Please note that we have added the new weight of Source Sans Pro Light into the product brand design system. This is to create visual delineation between Family and Offering for this use case only.



GE HealthCare

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

Family™
Offering

gehealthcare.com

Logo and placement
Logos placed in a Compassion Purple bar

Layout and grid
We've established a grid system to help set consistent compositions

Imagery
Focused on product or product in use

Family and Offering and product description
Family and Offering lock-ups should be visually separated from the headline and body copy to give prominence to the product or service name

White space
The layouts should always feature more white space than brand-led designs within a composition

Graphic device
Used as a holding shape; to highlight copy; or frame an image

Accent color
Accent colors must be used only for functional elements

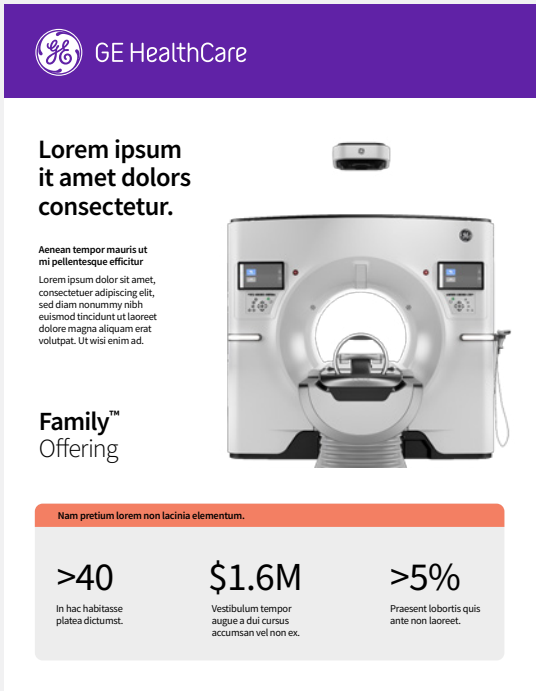
Other layout examples



GE HealthCare

Family™ Offering
Product description

Lorem ipsum dolor sit amet, con ditrem sectetuer adipiscing



GE HealthCare

Lorem ipsum it amet dolors consectetur.

Family™
Offering

Nam pretium lorem non lacinia elementum.

>40

In hac habitasse platea dictumst.

\$1.6M

Vestibulum tempor augue a dui cursus accumsan vel non ex.

>5%

Praesent lobortis quis ante non laoreet.

Layout and grid

Using a grid, we outline the foundational elements and placement of the graphic bar and logo, white space/imagery, and accent color.

Format:
Start with your base layout as a vertical or horizontal orientation.

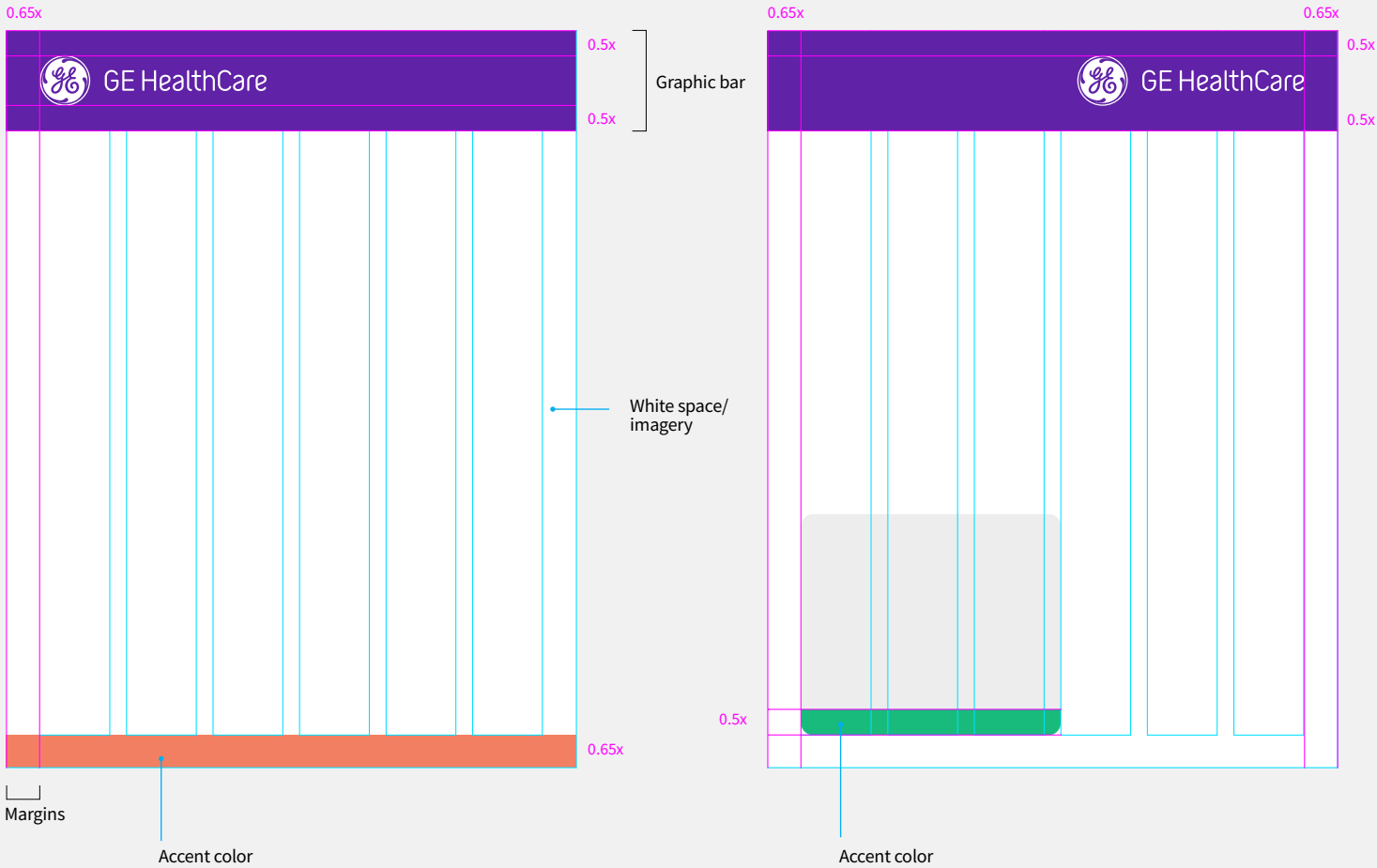
Margins:
Create margins that are based on 0.65x of the x-height of the GE HealthCare Monogram.

When creating the area of the Compassion Purple bar—the container for our logo—the distance at the top and bottom of the logo should be 0.5x of the x-height of the Monogram.

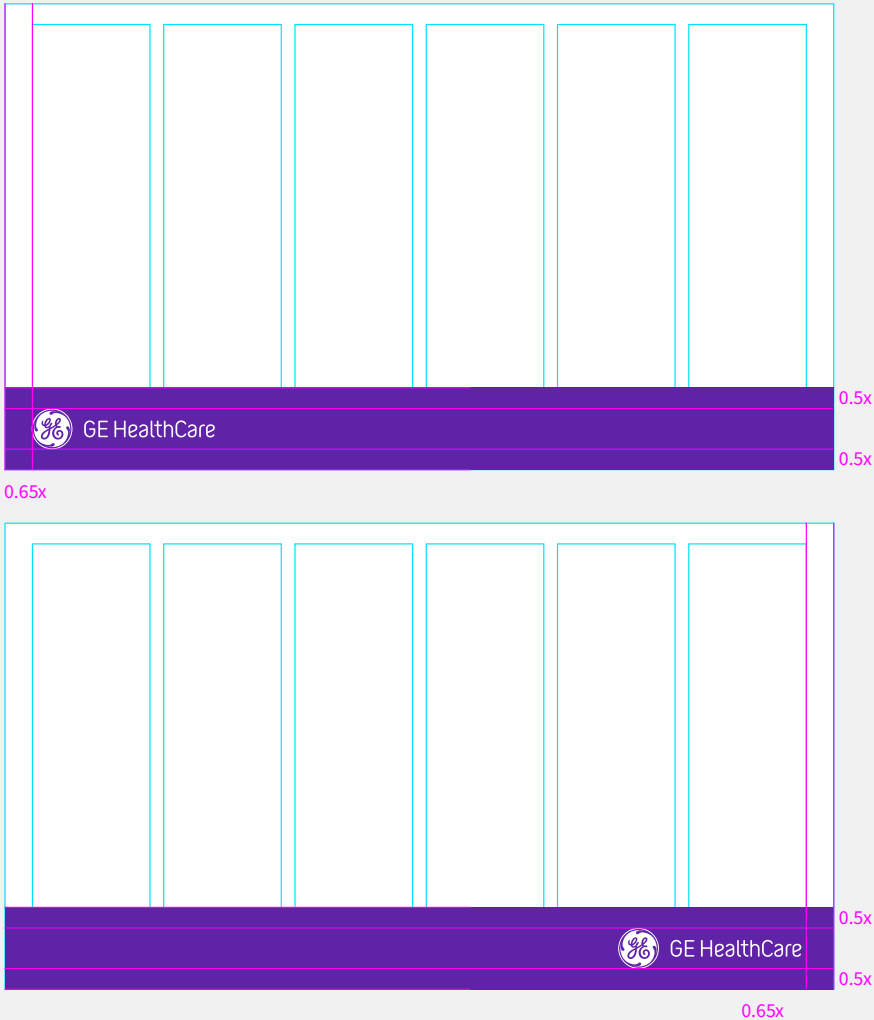
Accent color:
Accent colors can fit within the 0.65x margin or 0.5x of the x-height of the Monogram when not anchored to the margin.

White space/imagery:
Layouts should always feature white space within a composition for clarity of information. Additionally, we can replace the white space with full-bleed imagery when we want to create a stronger visual impact.

Vertical layout



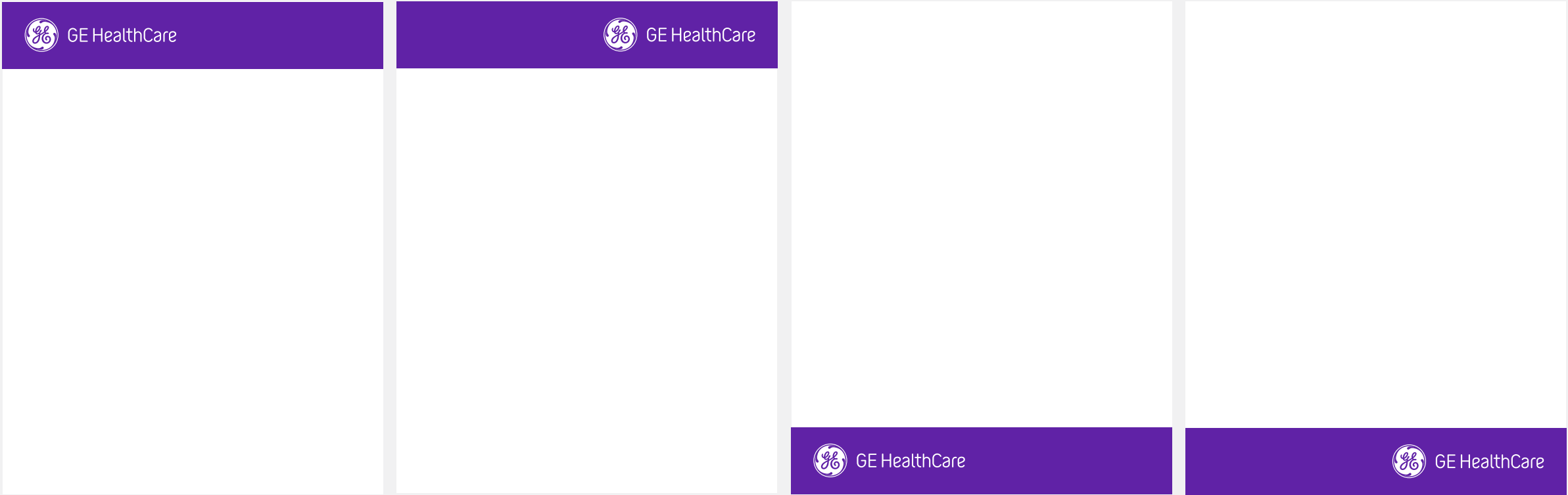
Horizontal layout



Logo placement

A key identifier and anchor for the product brand is the use of the GE HealthCare logo within a Compassion Purple bar. This bar can be positioned at the top or bottom of the composition. The logo can be left- or right-aligned based on the needs of the application. In multi-format applications, the Compassion Purple bar is required only on the first (cover) page.

In accordance to our Brand Guideline, neither our logo or GE HealthCare in text can be combined or locked up with a product name or PDx product logo.



×

Logo
don'ts

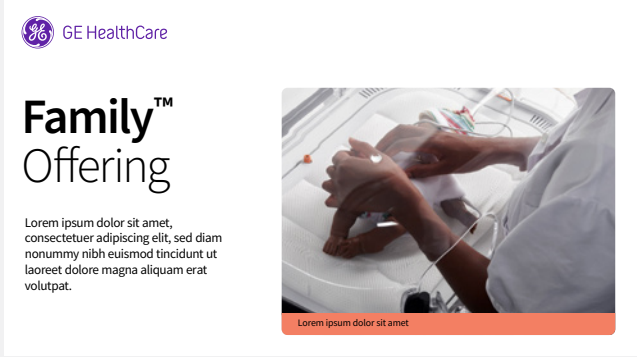
To maintain brand consistency, here are few use cases to avoid.



Don't put the logo in a graphic device holding shape. The Compassion Purple bar with logo should be anchored at the top or bottom to reinforce the equity in the GE HealthCare brand.



Don't change the ratio of the Compassion Purple bar and the accent color bar. The logo size relationship should not be changed or be too small.



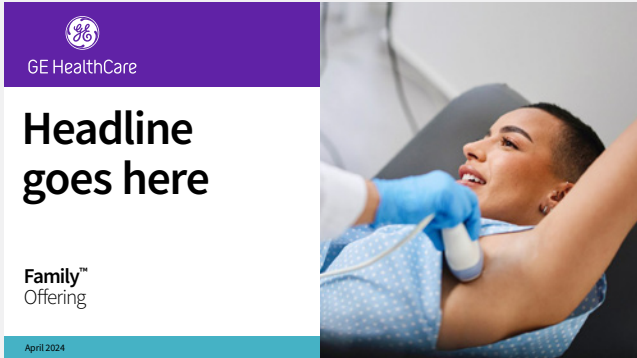
Don't use GE HealthCare logo without the Compassion Purple bar. The execution without the bar is reserved for parent brand.



Don't center the logo. It should be left- or right-justified within the layout.



Don't put an accent color as a decorative element with the Compassion Purple bar. Accent colors should only be used for functional reasons.



Don't use the stacked logo. Instead use our primary horizontal logo. The stacked logo is for when an application has limited space.

Naming application

Family names are reserved for signature, flagship suites of related products or solutions sharing a distinctive, customer-relevant commonality based on a distinct technology or customer application. The Family name should be locked up along with the product Offering, with visual emphasis placed on the Family name to establish the brand. For example, Voluson and SIGNA are Family names.

Offering names are individually marketed products or solutions addressing a specific customer need. They may be part of a Family, but not necessarily. For example, SWIFT and Patient Manager are Offering names. Offering names can be either generic or suggestive, as per naming recommendation. Generic descriptive Offering names may not require the product description underneath. If used, **Tier** names should be attached to the Offering names.

Product descriptions could be placed with **Family** and **Offering** but should have less prominence within the layout, and should instead appear as a smaller third tier in the lockup or in subhead copy.

The product description provides valuable clarity as the customer navigates our vast product portfolio. We would therefore recommend using a succinct description to support the Family and Offering name to establish the elemental function of the product or service. There are instances however, when using a description is not necessary, such as when the function of the product is abundantly clear through imagery or headline.

Branded Ingredients & Features can be marketed independently, in which case they should be treated as Product brands. If used in conjunction with the **Family** and **Offering**, Ingredients & Features should be mentioned in the product description line.

For product naming details please reference the Naming Strategy Playbook, due to be released Q2 2025.

 GE HealthCare

Family™

Offering

Product description

Lorem ipsum dolor sit amet,
consec tetuer adipiscing elit,
sed diam nonummy nibh euismod
tincidunt ut laoreet dolore
magna aliquam erat volutpat.
Ut wisi enim ad minim.

gehealthcare.com

 GE HealthCare

Definium™

Pace

Digital X-ray system

Lorem ipsum dolor sit amet,
consec tetuer adipiscing elit,
sed diam nonummy nibh euismod
tincidunt ut laoreet dolore
magna aliquam erat volutpat.
Ut wisi enim ad minim.

gehealthcare.com

Illustrative example of Family and Offering name

Product Brand Guidelines | April 2025

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Type treatment

This page offers guidance on how to set our Family and Offering lock-up with size relationship of product descriptions, headlines, and body copy. Use of Source Sans Pro Light is specific to the typographic treatment for product Offerings.

Type setting
Please follow this guidance for Family and Offering (product name or services) that are unique to product brand. You can choose between the stacked version or the single-line version based on the available space in the layout.

Family and Offering are set in the same font size.

Stacked version

Family
Set in Source Sans Pro SemiBold

Offering
Set in Source Sans Pro Light

Family™
Offering

One-line version

Family™ Offering

Size relationship
While there's a wide range of applications with varying levels of information, this can help you establish coherence using a consistent size relationship of information.

Bold Family and Offering with product description

As a general rule of thumb, in order to drive inherent equity in the GE HealthCare brand, the height of the Family Offering text should not exceed the height of the Monogram in the same application.

Family™ Offering

Product description

Lorem ipsum dolor sit amet



GE HealthCare

Product description
Set at 65% smaller than Family and Offering.

It's not always locked up with Family and Offering but can be in close proximity to it.

Messaging-led

GE HealthCare

Nostrud exercim
setation ullam
corper suscipies

Family™ Offering



Learn more >

Family and Offering
Set at 65% smaller than headline

Family and Offering, product description with body copy

GE HealthCare



Family™
Offering

Product description

Lorem ipsum dolor sit amet, conset tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

Learn more >

Product description
Set at 65% smaller than Family and Offering

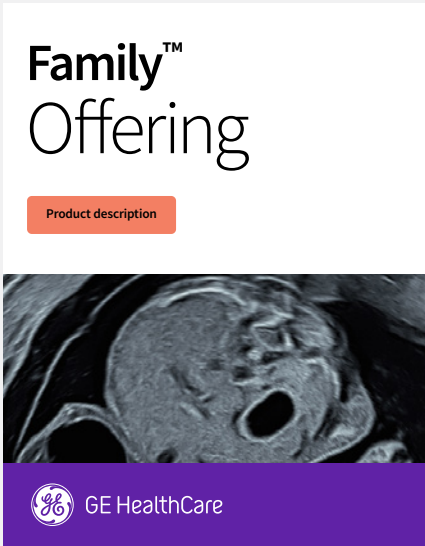
Body copy
Set at 65% smaller than product description

✗ Type treatment don'ts

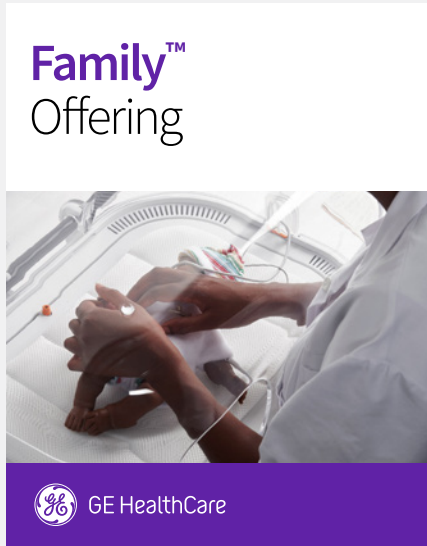
Avoid using these type treatments on our design applications.



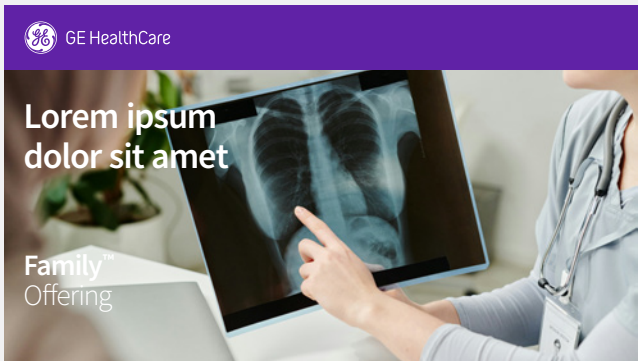
Don't put Family and Offering in the same font weight. Family and Offering should be in Source Sans Pro SemiBold and Offering should be in Source Sans Pro Light.



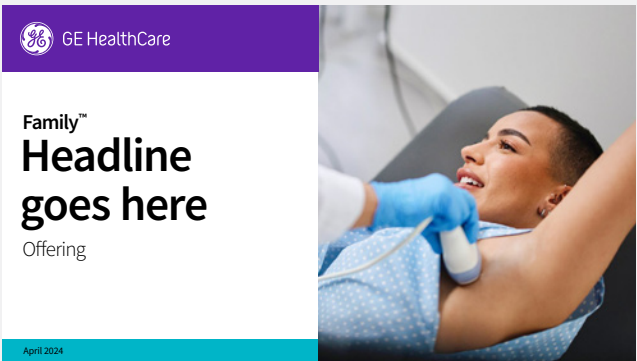
Don't change the Family and Offering type hierarchy. It should be set at the same font size.



Don't highlight Family or Offering in Compassion Purple. Both Family and Offering should always be in black.



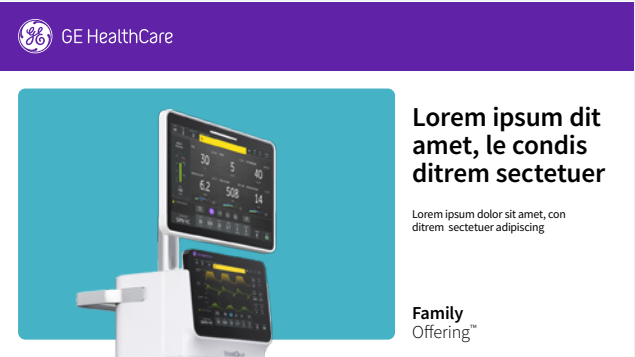
Don't put typography on top of a busy photo. Instead use the graphic device as a holding shape on a white background.



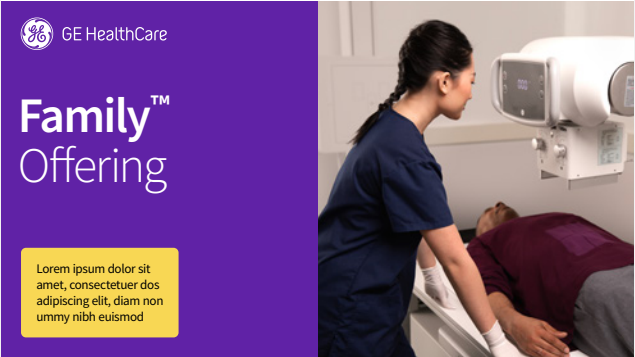
Don't separate Family and Offering. They should be locked up together.

Accent color don'ts

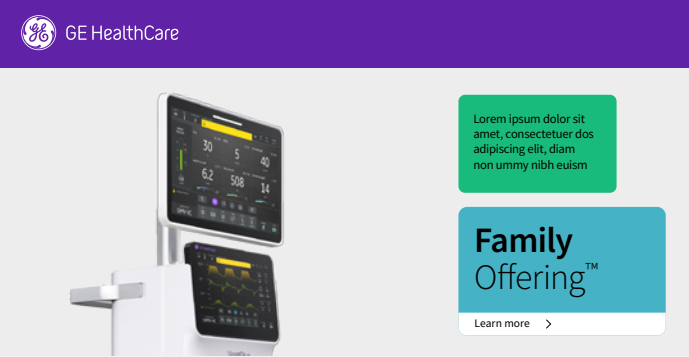
To maintain brand consistency, here are few use cases to avoid.



Don't use accent colors or Compassion Purple behind a product image. A neutral background can be the best way to showcase our products.



Don't use Compassion Purple as a dominant color. When communicating about a particular product, this system leverages a larger amount of white space to add consistency across all our product marketing as well as giving space to the greater amount of technical information often associated with product marketing.



Don't use multiple colors in a single-format application. Keep only one highlighted section. Refer to our accent color ratios section on page 21 for more details.



Don't use too many accent colors in a multi-format application. Instead you can use harmonizing colors like its tints or grays as a way to create hierarchy of information.

Family and Offering and product description Hierarchy

For product brand, **Family and Offering** lock-ups should be visually separated from the headline and body copy to give prominence to the product or service name.

The examples on the right illustrate various size relationships, treatments, and hierarchies between **Family**, **Offering**, description, and headline/body copy.

Family should be locked up along with product **Offering** with visual emphasis on the family name. It can be stacked (two lines) or on one line but should be visually separated from the headline and body copy. **Product descriptions** could be placed with **Family** and **Offering** but should appear smaller within the layout.



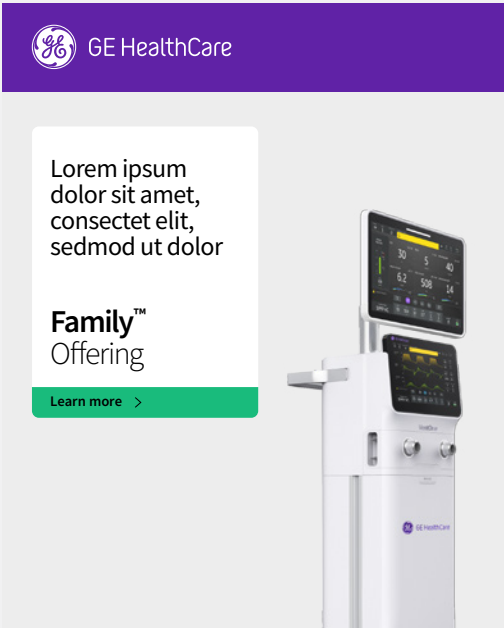
Family and Offering

Product and messaging-led

As a way to offer flexibility around different communication needs, references on this page illustrate various treatments of the **Family** and **Offering** lock-ups to showcase product or messaging-led applications.

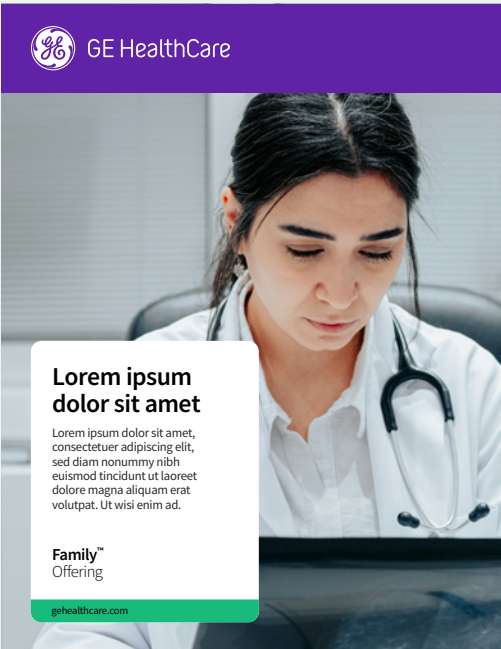
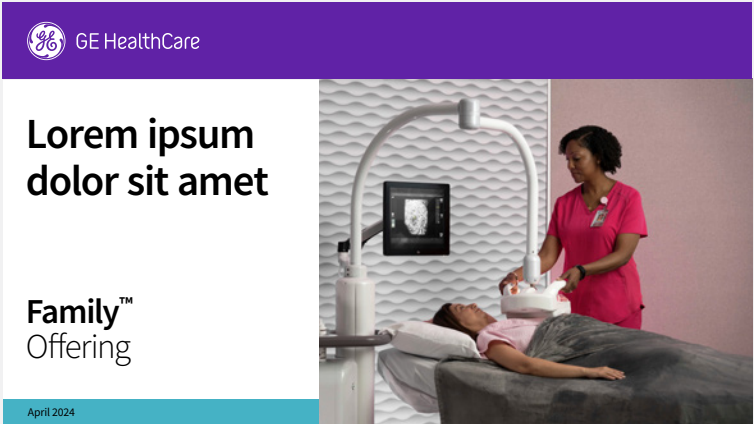
Product-led typography hierarchy

The Family and Offering lock-up should be prominently displayed as the highest element in the type hierarchy and visually separated from the body copy.



Messaging-led typography hierarchy

The headline should be larger than the Family and Offering. Depending on the space and amount of content, the Family and Offering can be smaller, but they should never be smaller than the body copy.



Color use accent color ratios for product brand

Overview

In the product brand design system, primary and accent color usage differs from the parent brand. Compassion Purple should be used to contain our logo in the bar as an anchor to the design. Accent colors should follow the functional uses outlined in our [Accent Color Guidelines](#) The product brand design system strategically utilizes fields of white space in compositions to enhance focus and clarity of information. These examples demonstrate approximate color palette ratios in our product brand design system. Due to our varying application sizes, the ratio of accent colors usage may vary.

Product brand color ratio with bar and graphic device

Accent colors should be used as a secondary element for functionality only. They can either appear in a bar or contain small text within a graphic device.

Product brand color ratio with highlighted text

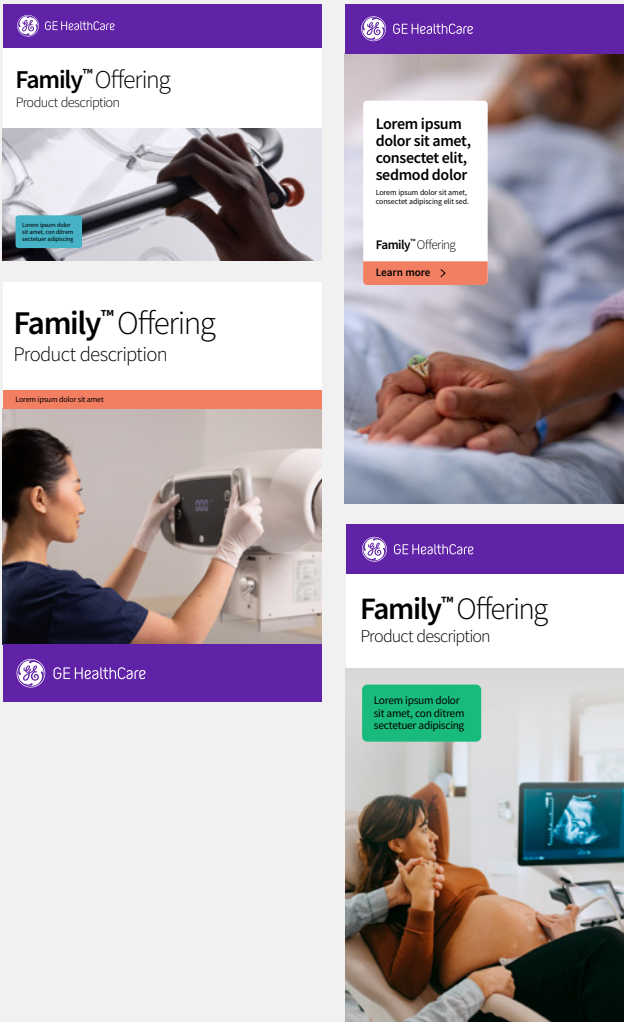
When there is no image and/or the message needs to play a bigger role within the layout, text can be highlighted using an accent-colored graphic device. This should only be used in a multi-format execution like a presentation, brochure, or in social media.

Primary ratio without accent color

The use of accent colors is recommended but not required. In certain cases, when there’s no functional content or there’s a need to simplify the layout, the accent color can be omitted and the graphic device bar may be replaced with light grays.

Product brand color ratio with accent color in bar and graphic device

20% Compassion Purple
75% White/imagery/gray
5% Accent colors



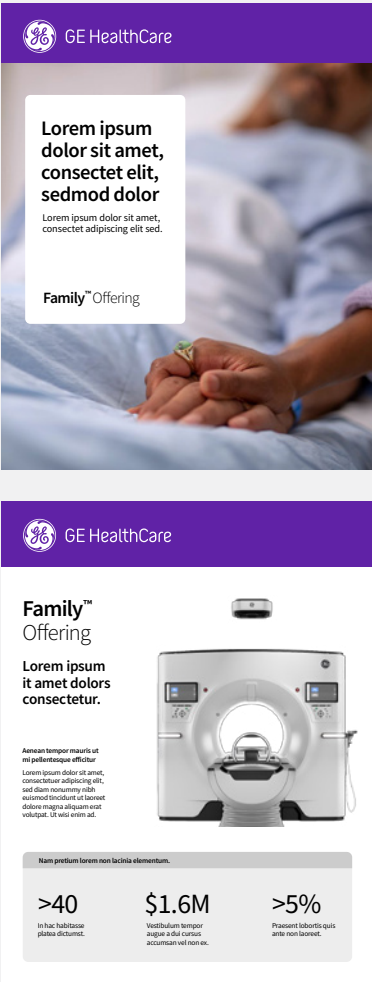
Product brand color ratio with highlighted text or headlines

20% Compassion Purple
40% White
40% Accent colors



Product brand ratio without accent color

20% Compassion Purple
80% White/gray



Product brand accent color ratios

Single and multi-format applications

Single-format applications

Accent colors on single-format mediums follow our color ratio of 20% Compassion Purple, 75% white/imagery, and 5% accent color within the individual asset.

Advertisement

Banner ads

Multi-format applications

Once our product brand rules are established, accent colors in multi-format media should follow a macro approach to color ratios across the entire asset. It’s important not to overwhelm the space with too many accent colors. Limit the use to 1-2 accent colors per page, and use gray to neutralize and divide the space. For the inside spread, the use of accent colors should follow the same guidance set in our [Accent Color Guidelines](#).

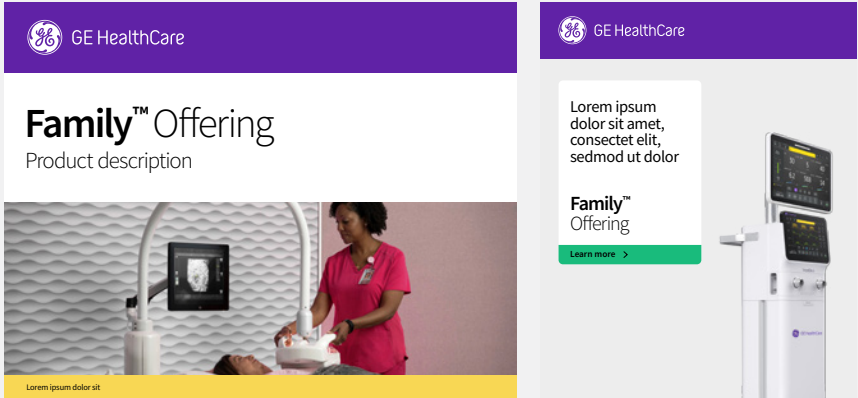
Brochure cover and inside

Presentations

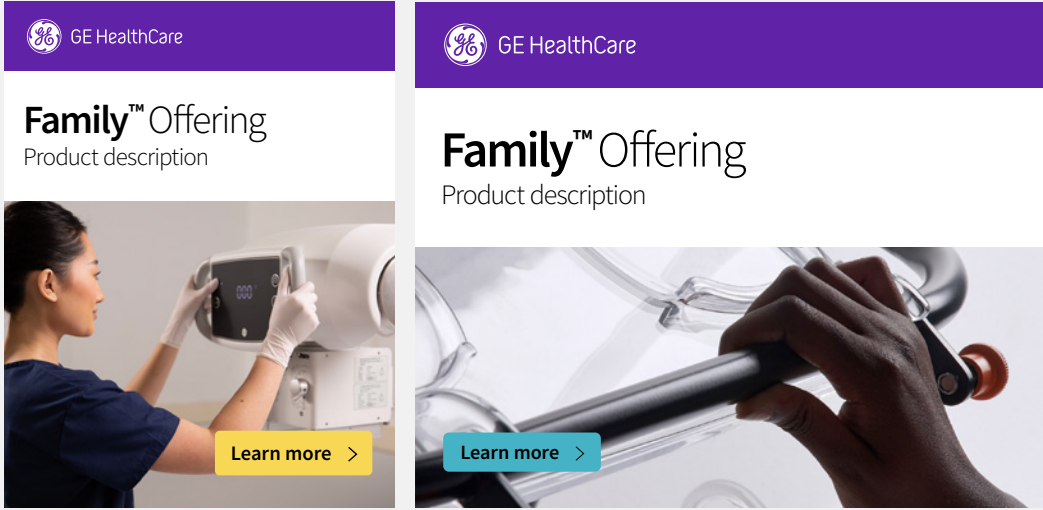
Social media carousels

Accent color usage

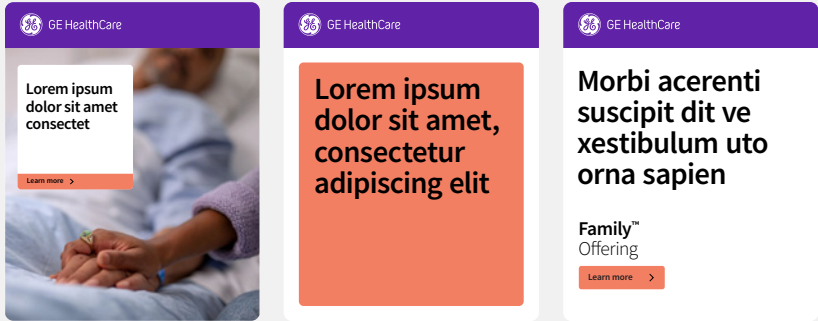
As in our parent brand, accent colors must be used as functional elements. They can be used as a **CTA, for links, and to highlight text.**



Our graphic device can be used with an accent color to highlight **short descriptions or body copy** and can extend to highlight a **product descriptor or call out.**



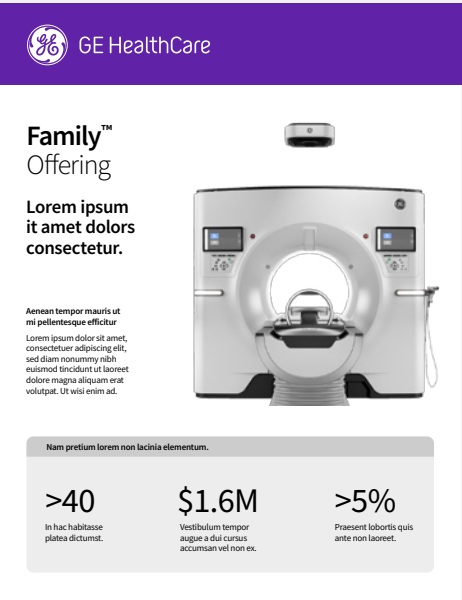
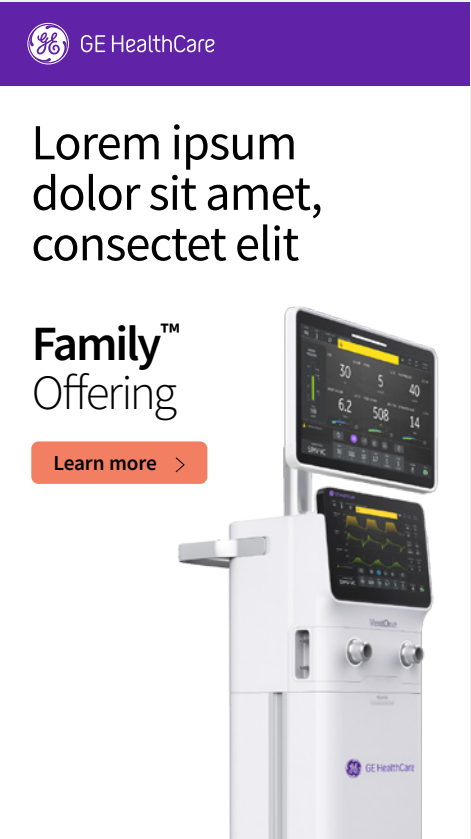
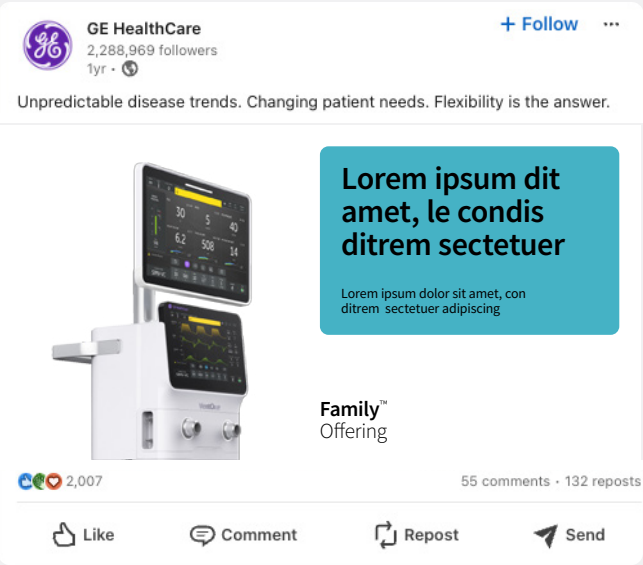
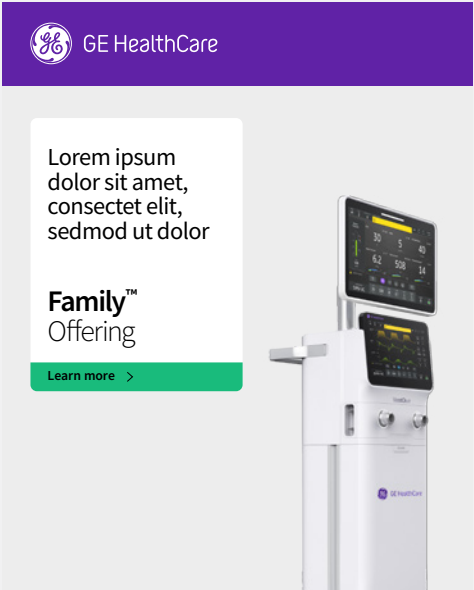
In social posts, an accent color can be used to **highlight headlines** or as part of a **section of information.**



Accent color usage

A single accent color should not be assigned to a specific business unit and should be alternated periodically to provide balance and harmony in color usage.

Using product brand applications without accent colors is also acceptable. The examples on the right demonstrate how layouts can preserve the look and feel of the design system without use of accent colors.



Imagery overview

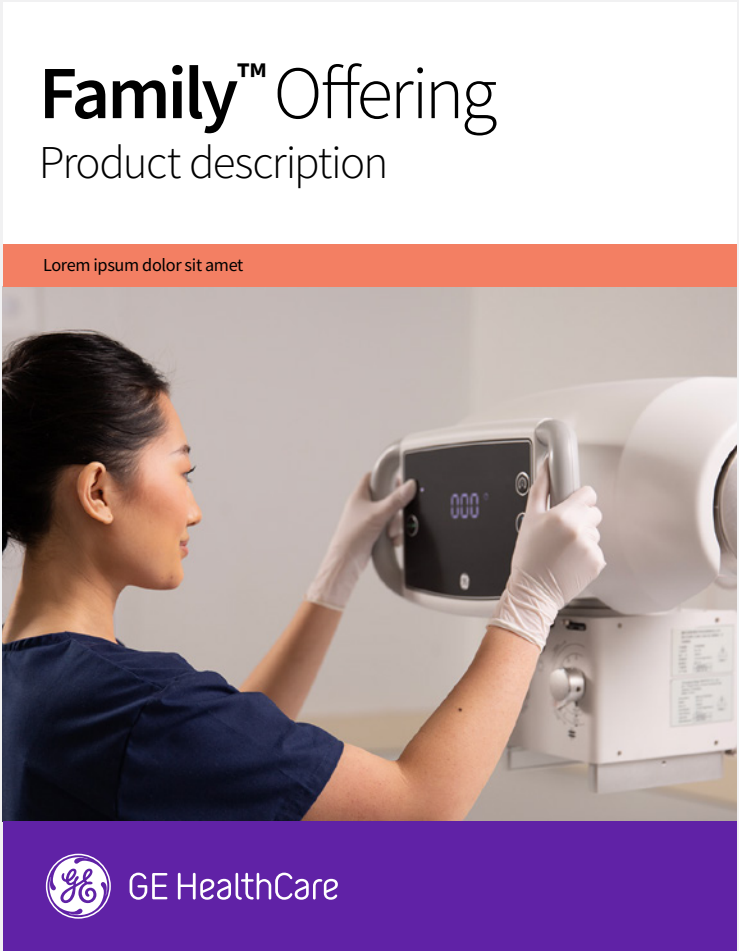
While our primary focus is on product visuals, we also want to highlight the human element of our brand by showcasing the product in use.

We utilize full-bleed photography and clean product imagery against a white or gray background.

The following pages expand on imagery categories.



Graphic device can be used to contain the information when used on top of photography.



People using product imagery

We utilize people-focused imagery with patients or providers/technicians interacting with the products to create a visual thread with our parent brand visual approach.



GE HealthCare

Family™
Offering

April 2024

Lorem ipsum dolor sit amet





GE HealthCare

Family™
Offering

Product description
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gehealthcare.com



Family™
Offering

Product description

Lorem ipsum dolor sit amet



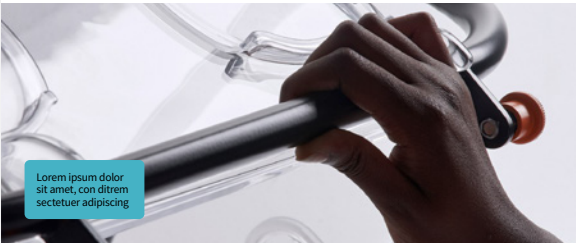


GE HealthCare

Family™
Offering

Product description

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GE HealthCare

Family™
Offering

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Learn more >

Product imagery

Products should be featured front and center in a clean and uncluttered way, either masked on a white background or against a light gray background to give it depth in a layout. Products show in full view should include a natural, top-down drop shadow beneath them.



GE HealthCare

Lorem ipsum
dolor sit amet,
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Family™
Offering

Learn more >



The image shows a tall, white medical device, likely a patient warming system. It features two large, color touchscreen displays. The top display shows a large digital readout of '30' and '5', along with a bar graph and various status icons. The bottom display shows a similar interface with a large digital readout of '62' and '500', along with a bar graph and status icons. The device has a sleek, modern design with a white finish and a small GE HealthCare logo near the bottom.

A GE HealthCare ultrasound machine is shown on a mobile cart. The machine has a large monitor displaying a GE HealthCare logo, a control panel with a touch screen, and a probe. The cart has four wheels and a handle. The background is a solid light blue.



GE HealthCare

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GE HealthCare

FamilyTM Offering

Product description

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Lorem ipsum dolor sit amet, consectetur

Family™ Offering

Product description

Create a healing environment, combining state-of-the-art technology, innovative design and exceptional thermal performance to help newborns thrive

Promote a healthy, nurturing connection between babies and their families, allowing parents comfortable, easy access to their babies and family-friendly information about the babies' progress.

Offer clinicians enhanced visibility, trending and interaction with their tiniest baby with integrated features, including the translating and rotating mattress, elevating base and the optional in-bed scale

Provide continuous warmth during transport with the addition of the Graife Shuttle™.

A modern, white, motorized medical incubator on wheels. It features a transparent front panel revealing two newborns inside. The incubator has a control panel on the side and a blue handle on the left. It is mounted on four casters.

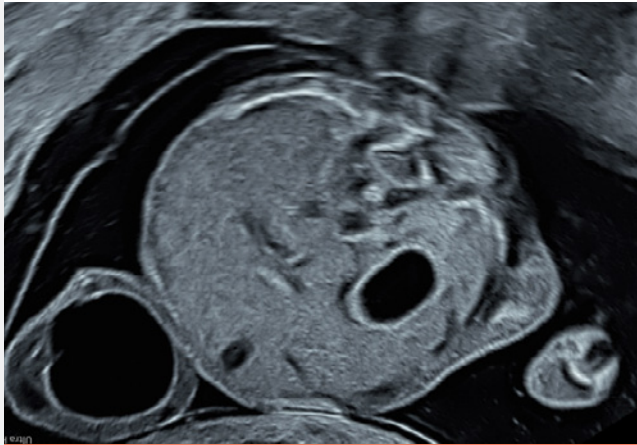
Clinical imagery

Clinical imagery should feature true representations of our innovative technology.

 GE HealthCare

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Product description



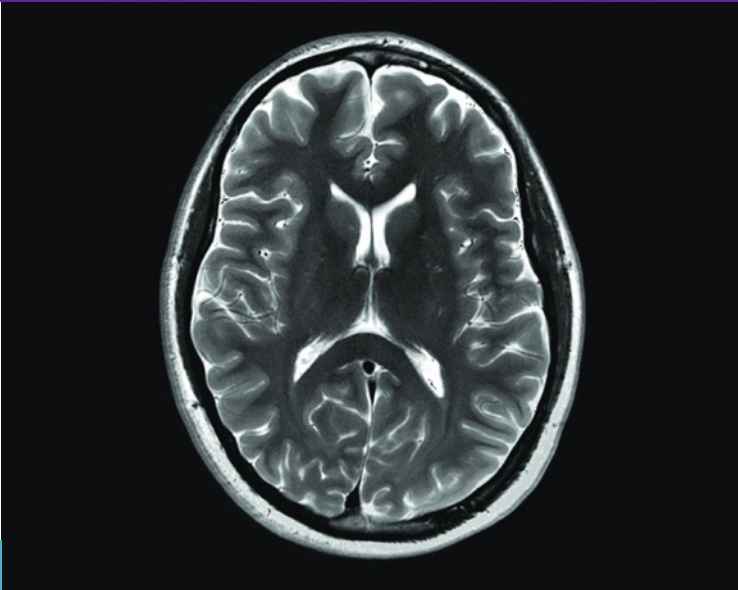
gehealthcare.com

 GE HealthCare

Lorem ipsum dolor sit amet

Family™ Offering

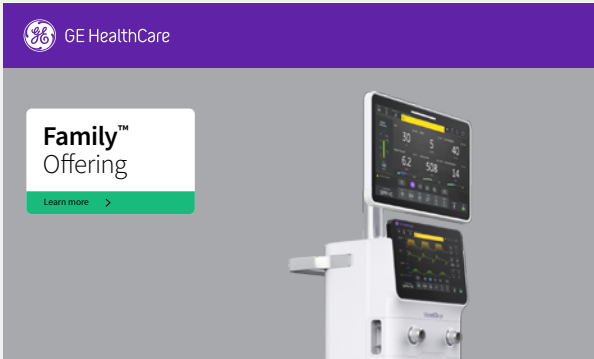
April 2025



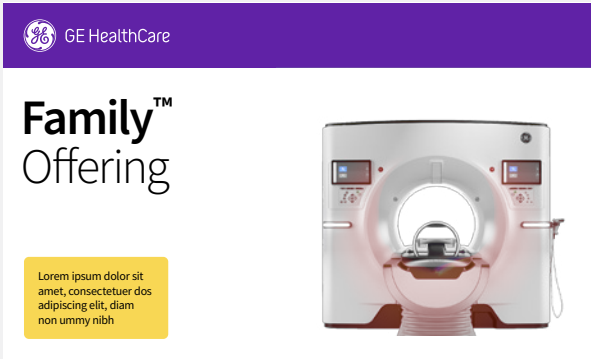
X

Photography don'ts

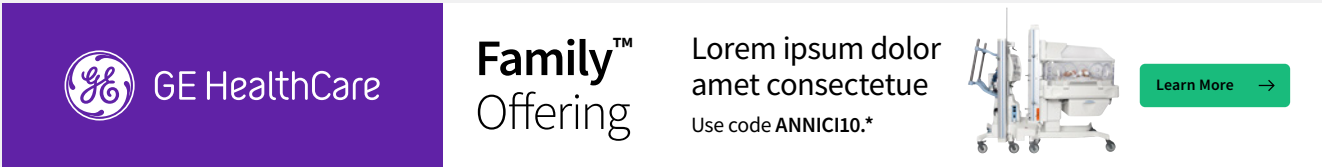
To maintain brand consistency, here are few use cases to avoid.



Avoid using dark backgrounds behind product images. Instead, a light gray background can be used to provide contrast against white backgrounds and help highlight the product.



Don't use color overlays on our products. We should feature our product's innovation without adding embellishments that don't support the product's true design and functionality.

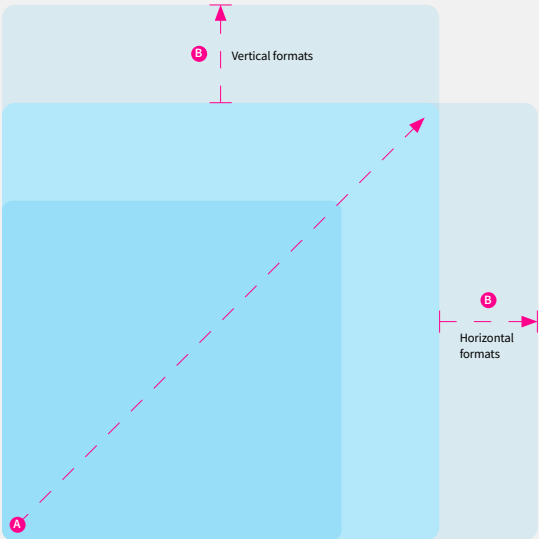
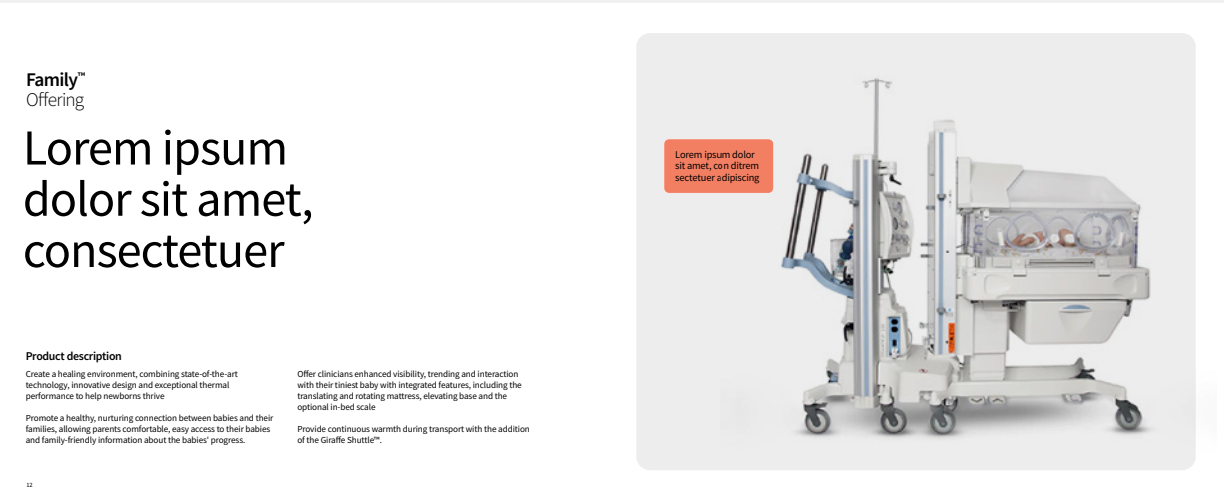
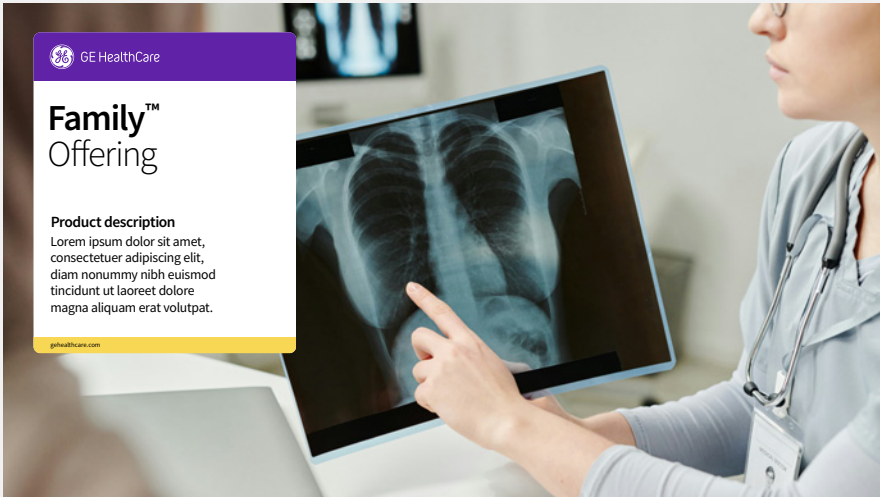


Don't use full-size product imagery that is difficult to see. Instead, choose images that can be cropped while still maintaining enough detail of the product for applications with limited space.

Graphic device

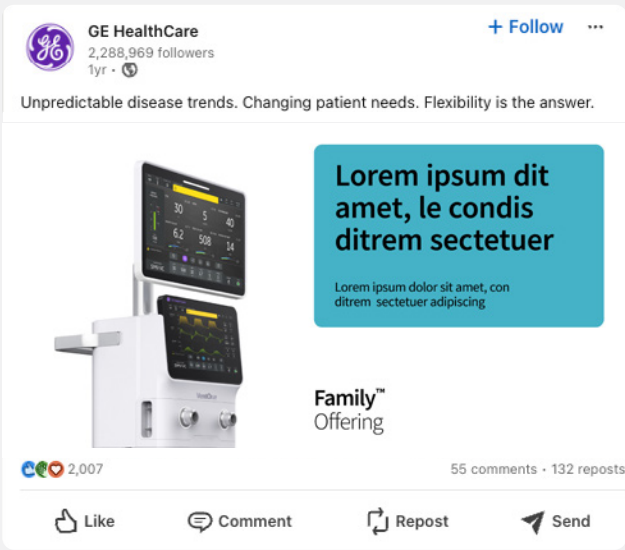
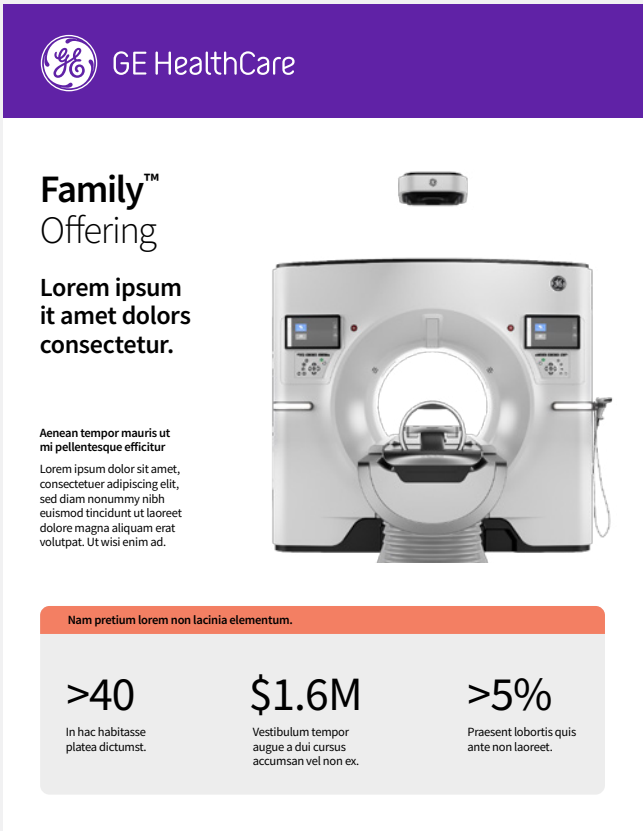
Similar to the usage in parent brand guidelines, our graphic device is a dynamic element that has numerous functional uses. It can highlight content and provide clarity of information especially when used on top of imagery.

Please refer to our [Parent Brand Guidelines](#) for specific construction and use cases of our graphic device.



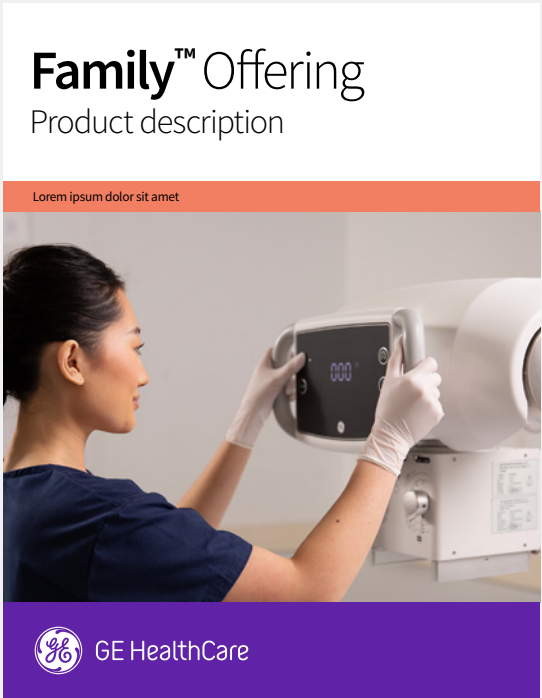
Using the graphic device
(A) Scale the base graphic device to the shorter dimension of the format, maintaining the proportion of the rounded corners to the size of the graphic device.

(B) Extend the graphic device horizontally or vertically to the longer dimension of the format without scaling the rounded corners.

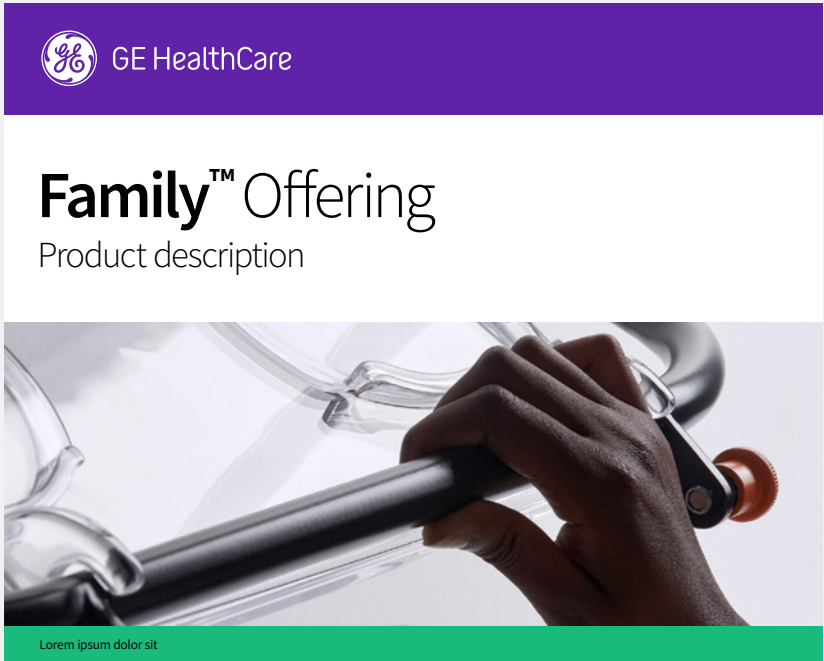


Examples

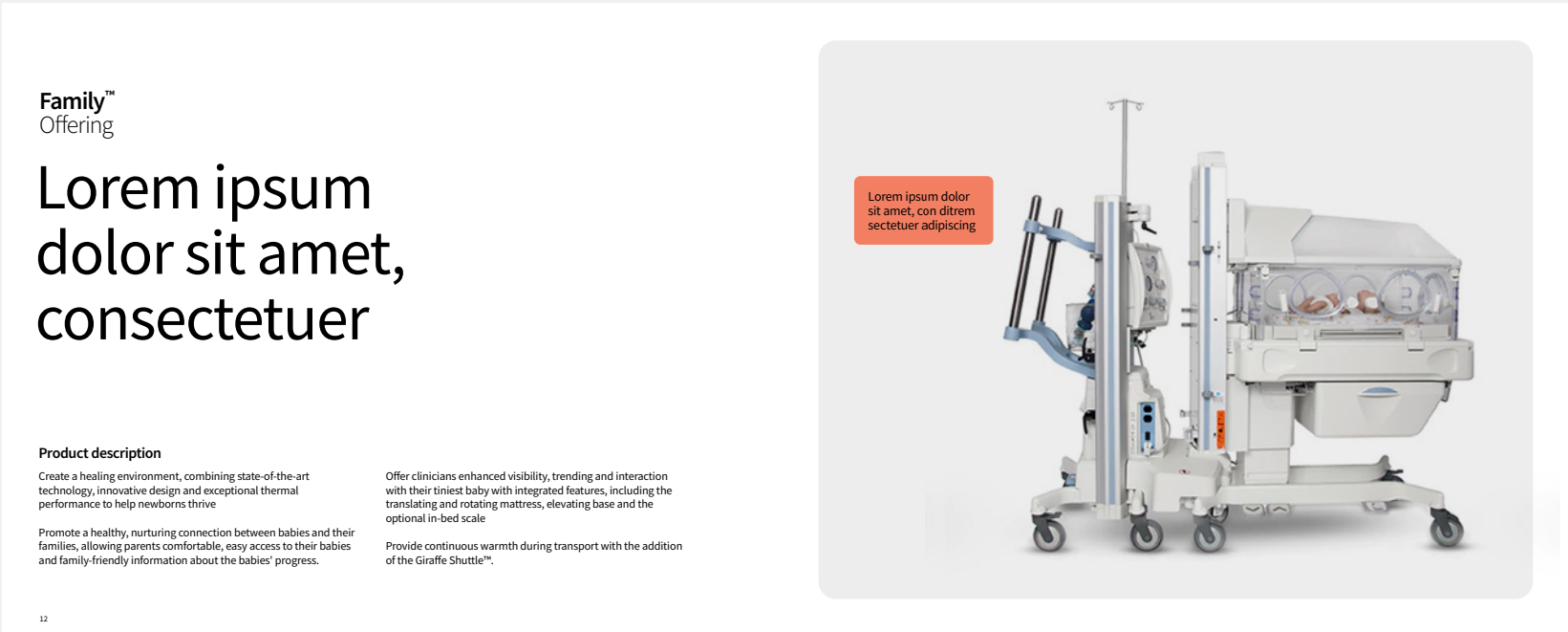
Brochure covers



Cover



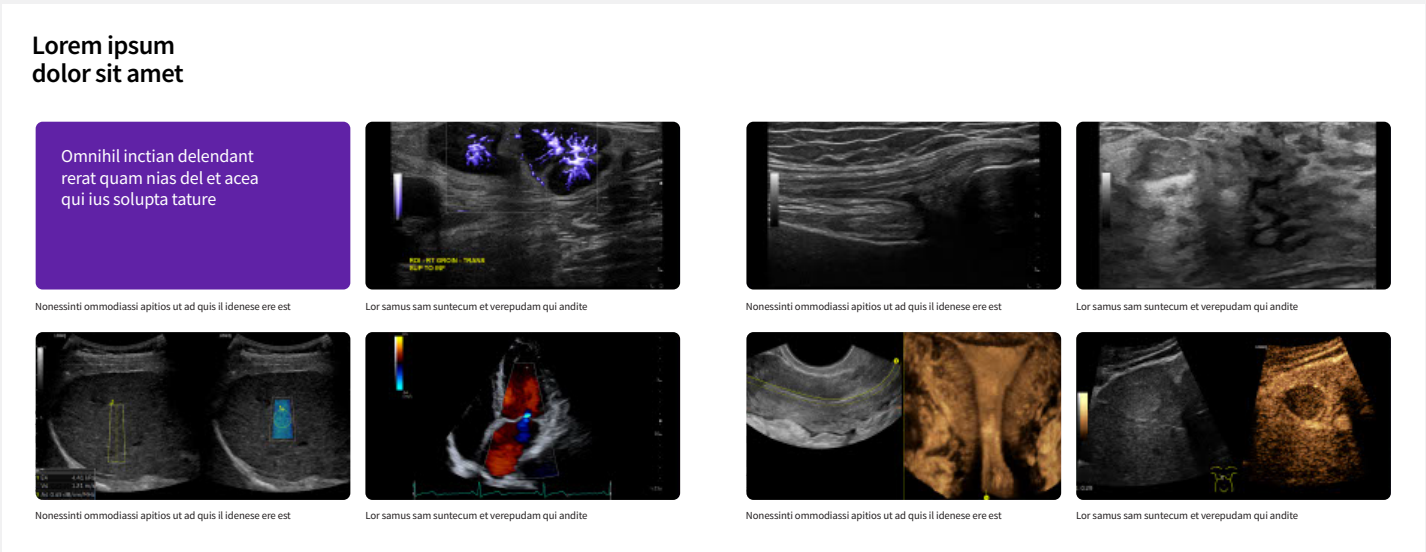
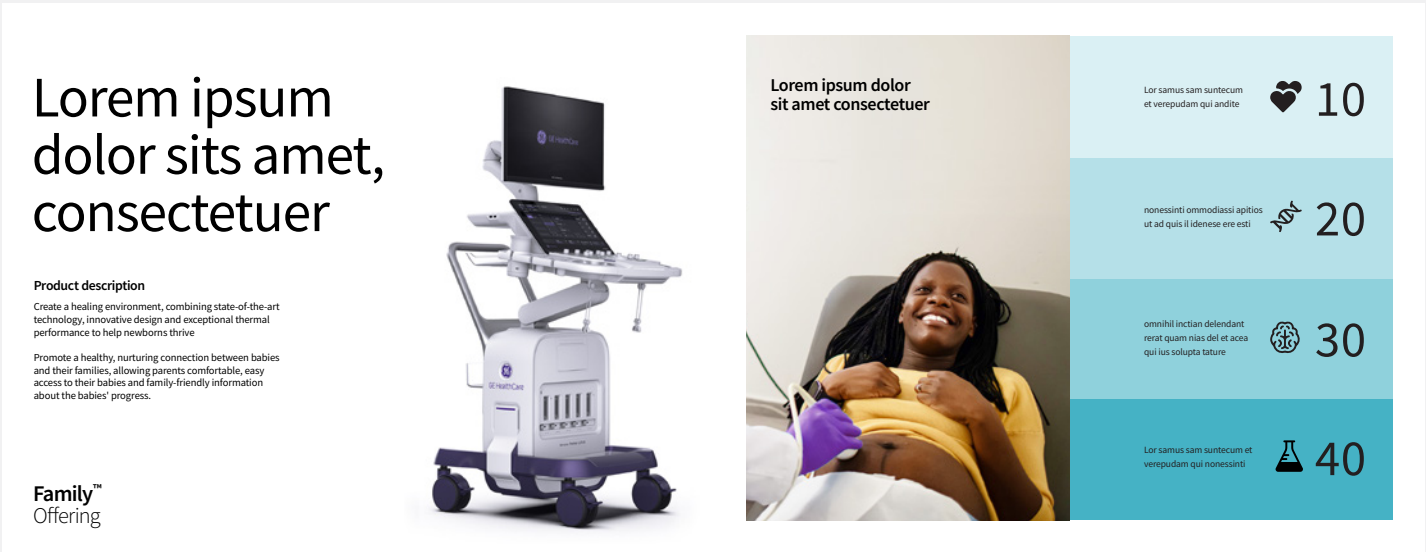
Inside spread



Cover



Inside spread



Cover



Inside spread



Use a gray background to separate information and prevent the layout from being overwhelmed by too many accent colors.

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 GE HealthCare

Family™ Offering

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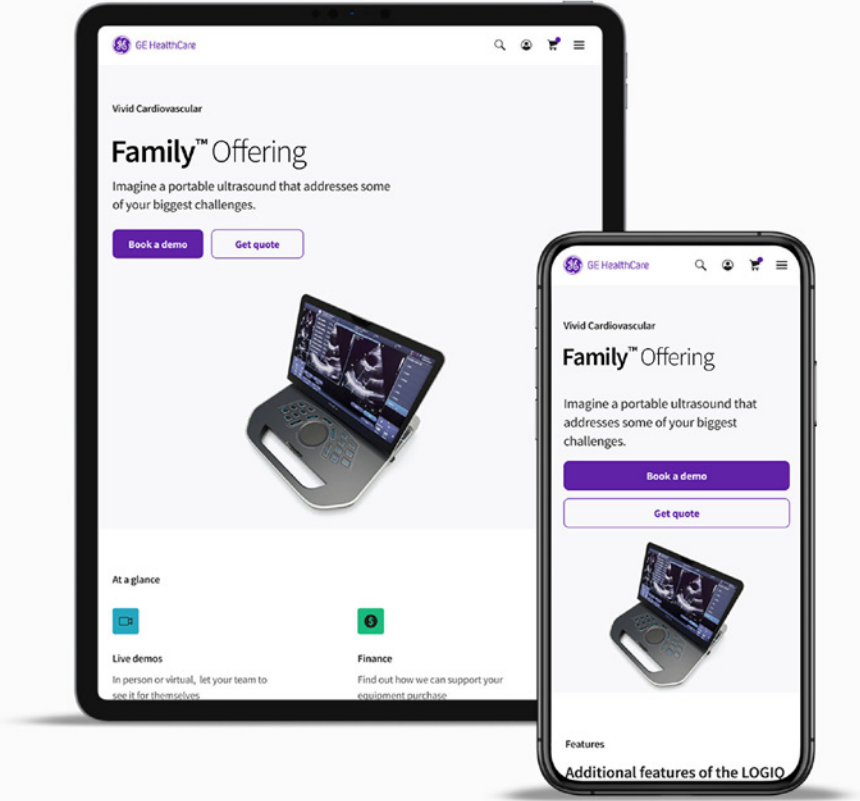
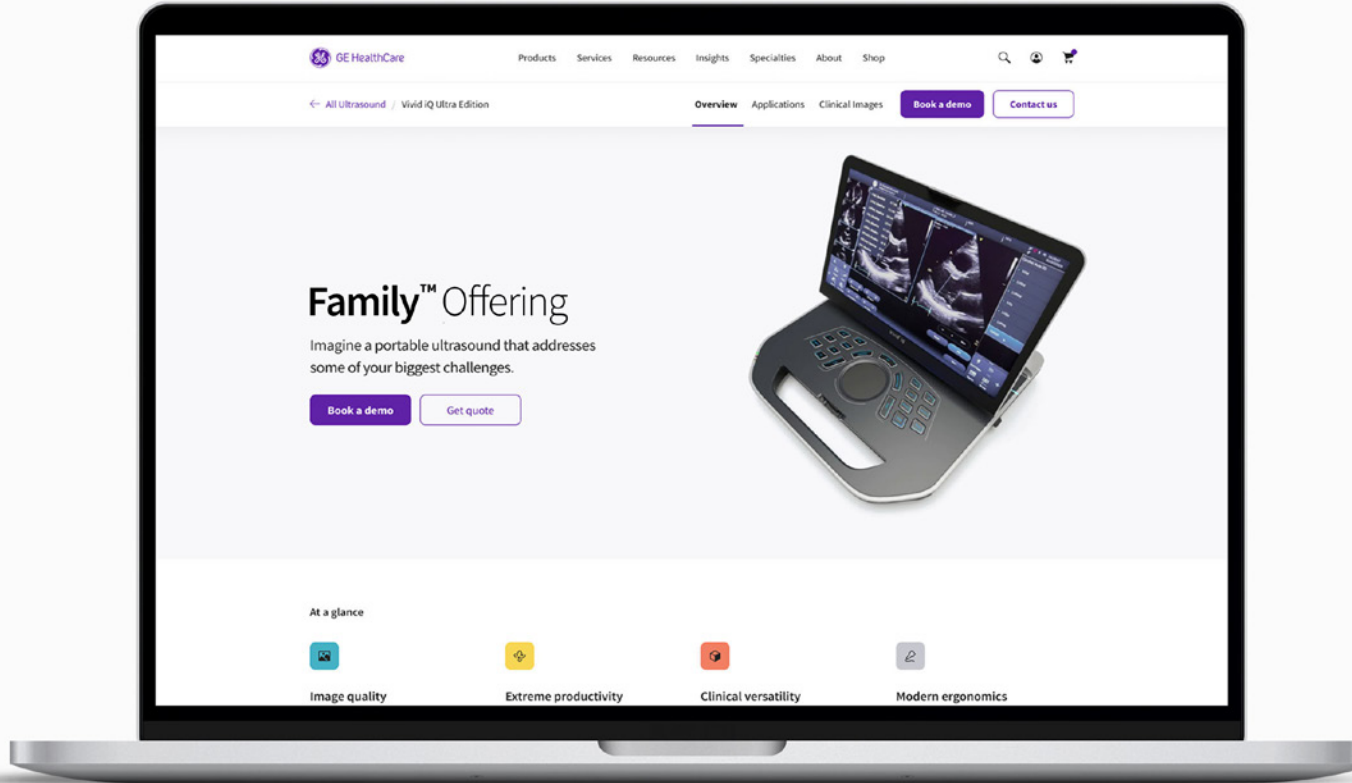
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Product brand applications without accent color is also permitted.

Website



Presentation layout

In multi-format presentations, it’s important to balance the ratio of Compassion Purple with accent colors, ensuring that the accents don’t overwhelm the layout. For the product brand, incorporating white space and shades of gray to highlight information is an effective way to establish the desired look and feel.

GE Healthcare

Lorem ipsum dolor sit amet

Family™ Offering

April 2024

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Section slide

Divider slide

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Sample bar chart

Category	Series 1	Series 2	Series 3	Series 4	Series 5
Category 1	4.2	2.5	2.0	2.5	1.5
Category 2	2.5	4.5	2.0	2.5	1.5
Category 3	3.5	1.8	2.8	2.5	1.5

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Family™ Offering

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Product description

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Quisque felis

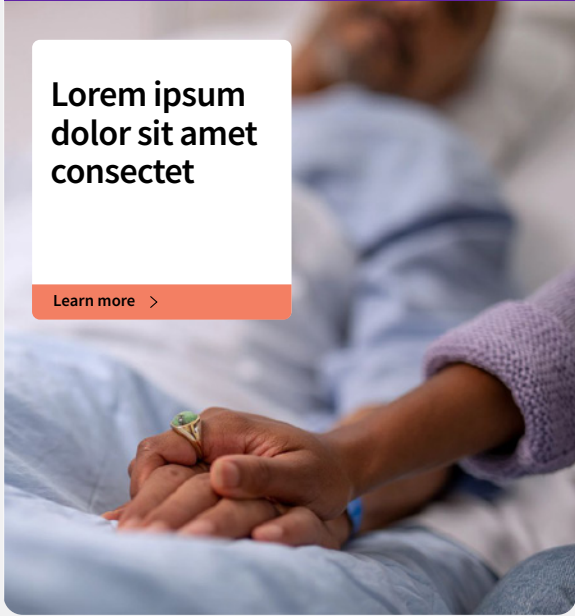
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Social media carousels

 GE HealthCare



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Learn more >

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 GE HealthCare

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Offering

Learn more >

Banner ads

 GE HealthCare

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Family™
Offering

Learn more >



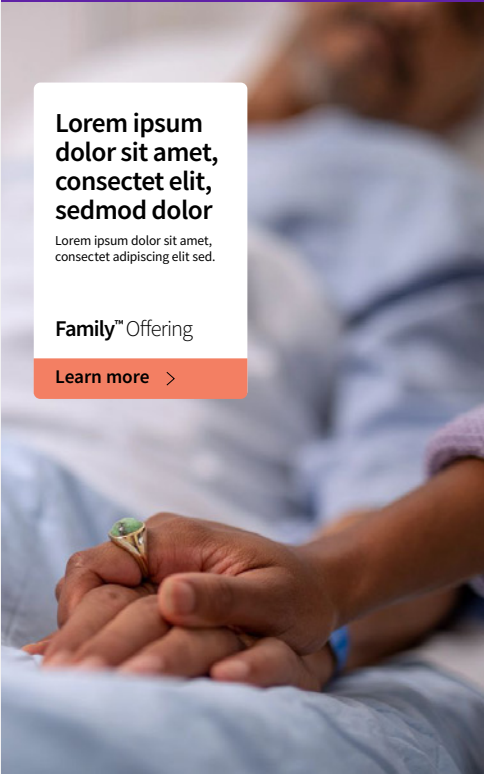
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Family™
Offering

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Use code ANNIC10.*

Learn More →



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Use code ANNIC10.*

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 GE HealthCare

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Use code ANNIC10.*

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 GE HealthCare

Family™
Offering

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Use code ANNIC10.*

Learn More →

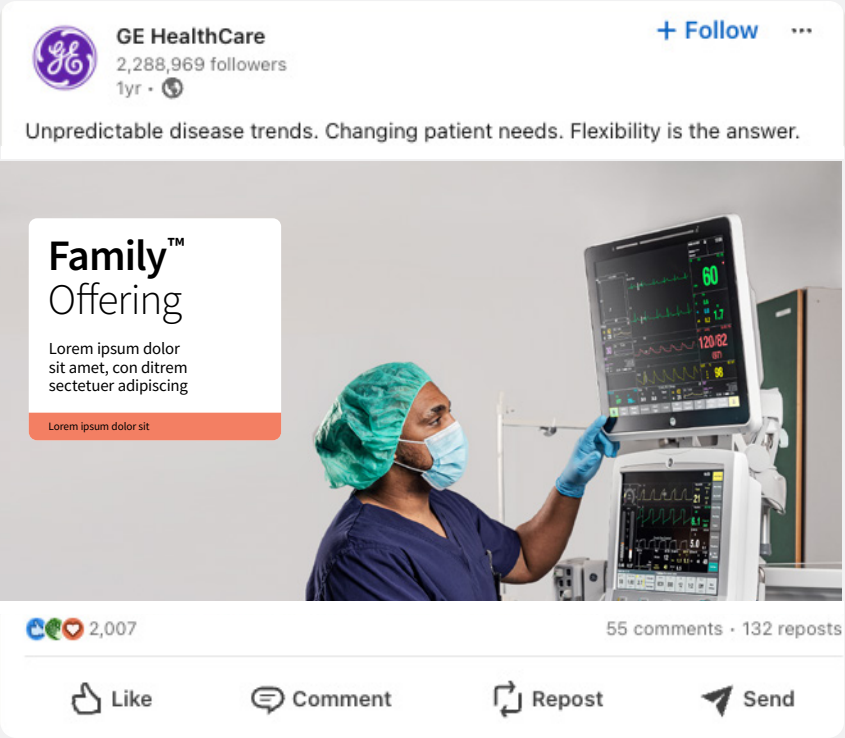


LinkedIn banners

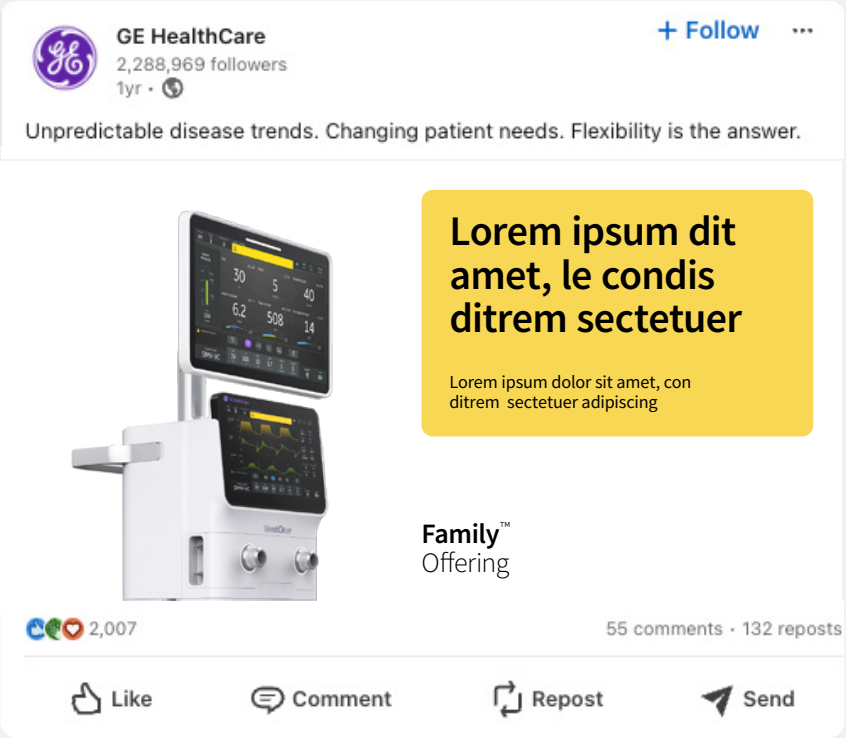
The Compassion Purple bar is omitted in LinkedIn to avoid redundancy with the GE HealthCare Monogram. This is only the case because the ad is published from the GE HealthCare account. If posts come from individual accounts, then the Compassion Purple bar should be applied.



Use of the accent color graphic device with short description.



Full-bleed image and use of graphic device to maximize legibility of the copy.



Accent color graphic device highlighting headline.

Trade show and events

Product brand assets may appear at trade shows in touchpoints such as pull-up banners or video kiosks. These elements are designed to be read while walking through the booth, so ensure that the fonts are a legible size.

Please note that the trade show product brand differs slightly from the regular product brand due to considerations of scale and readability. For example, the Compassion Purple bar must always remain at the top, and the accent bar and information should not be positioned too low to the ground.



An accent color can be used prominently to highlight information **only if** the content within the sequence follows the multiple-format color ratio as noted in our [accent color guidelines](#).



Special use case exceptions

PDx product branding considerations

PDx will still follow the product brand design system. However, due to the nature of the regulatory, legal, and commercial constraints of the PDx business, products within the portfolio have some specific branding needs and exceptions to the product brand design system:

Product logos

PDx products will retain their existing logo marks and distinct colors in order to comply with regulatory requirements.

Color usage

While PDx product logos will retain their individual colors, these colors will be used in the logo mark only and not as accent colors within the communication. Additionally, PDx communications will not utilize the GE HealthCare accent color palette in order to avoid conflicting colors on communications and retain a unified brand identity.

PDx product brand design expression

This reference illustrates the design expression specific to PDx that also shares some similarities with product brand design.

The only exception where accent colors can be used in the PDx system is for charts.



- We still utilize the Compassion Purple bar as specified in the product brand design system.

- The product logo mark can be used in communications, and retain its specified color.

- The graphic device is still used to highlight content and provide clarity of information, however we only utilize our primary palette for PDx product branding.

PDx product brand
example touchpoints

Placeholder text: Lorem ipsum dolor amet consectetur elit

macrocyclic

Pixxoscan™

gadobutrol

Heritage

Choice

Quality

Value

Versatility

Reassurance

Practicality

Commitment

Placeholder text: Lorem ipsum dolor amet consectetur elit

Clariscan™

gadoterična kiselina

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Bar chart 1: Contrast agent A (100%), Contrast agent B (10%)

Bar chart 2: Contrast agent A (70%), Contrast agent B (170%)

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Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Ut wisi enim ad minim.

Macrocylic, iionic GBCCA

Cage-like structure encloses the Gd³⁺ ion¹

Strong chemical bond

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Clariscan™

gadoterična kiselina

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Clariscan™

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Learn

Dolore magna

Important Safety Information

WARNING: CONTRAST AGENTS CAN INCREASE THE RISK OF KIDNEY DAMAGE

Placeholder text: Contrast agents can increase the risk of kidney damage in patients with impaired kidney function. Use of contrast agents in these patients should be avoided unless the potential benefits outweigh the risks. Patients should be monitored for signs of kidney damage, such as changes in urine output, swelling, or changes in blood pressure.

Benefits

Quality

Over 20 million patients

Highly purified

Placeholder text: Lorem ipsum dolor amet dit consectetur elit id vulputate

Clariscan™

gadoterična kiselina

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Bar chart 1: Contrast agent A (100%), Contrast agent B (10%)

Bar chart 2: Contrast agent A (70%), Contrast agent B (170%)

Guidelines, templates & tools

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
product.design@gehealthcare.com

Software
eds@gehealthcare.com

Merchandise

Visit our [GE HealthCare Store](#) (USCAN only) for online merchandise.

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.