

Logo guidelines for Canadian province of Quebec

Quebec logo versions

This GE Santé logo should be used in place of the primary English logo in Quebec, including in all Canada-wide materials/communications that may also cover Quebec, due to upcoming changes in Quebec law that will go into effect on June 1, 2025. If materials/communications will not cover Quebec, the primary English logo should be used. These guidelines are now in force to ensure that the required lead times to achieving full compliance with Quebec language laws by June 1, 2025 are met. If you have any questions, please consult with Legal.

Use of this logo is an exception to our Brand Guidelines, and must be pre-approved by the GE HealthCare Brand Governance team, GE Corporate Brand Governance team, GE HealthCare Trademark & Licensing team, and the GE HealthCare Compliance team.

The English brand name uses the GE HealthCare brand typeface, Source Sans Pro, and appears below the Quebec French wordmark.

Note: The "GE Santé" wordmark is created with a custom font and should not be recreated in Source Sans Pro.

For additional guidance on logo usage, please visit the Logo section within the GE HealthCare Brand Guidelines linked [here](#).

Quebec logo - Horizontal (primary)



Quebec logo - Stacked (limited space applications only)



Quebec logo minimum clear space and size

The horizontal version should be used across our applications for consistency and maximum impact.

The stacked logo is to be used only when space constraints prevent the use of the primary horizontal logo. Usage of the vertically stacked logo configuration requires approval by GE HealthCare's Brand Team.

Minimum clear space

The clear space must always be kept free of all text and graphic elements. The minimum area of clear space is 40% the height of the Monogram.

Minimum size

The minimum sizes for our logo, measured to the height of the Monogram, are .35" / 9 mm tall for print applications and 25px tall for digital applications. These are the minimum sizes; in most cases the logo will be shown larger. It should never be shown smaller than the minimum sizes, as this will compromise quality and legibility.

Logo minimum
clear space

Quebec logo - Horizontal (primary)



 = 40% height
of Monogram

Quebec logo - Stacked (limited space applications only)



Logo
minimum size

Print
.35" / 9mm tall

Digital
24px tall



Logo
color

To make sure our logo retains its impact, we keep it prominent and clearly visible by placing it within an area of clear space.

Color variations
Our full-color logo can be used on areas of white background, or over photography with ample clear space.

Reverse logo
The reverse logo can be used on Compassion Purple or, in some scenarios, on areas of black background or dark photography.

Black logo
The black logo is for special use only, in applications that are not in color and ideally on a white or light background.

Full-color (preferred)



Reverse



Black (special use)



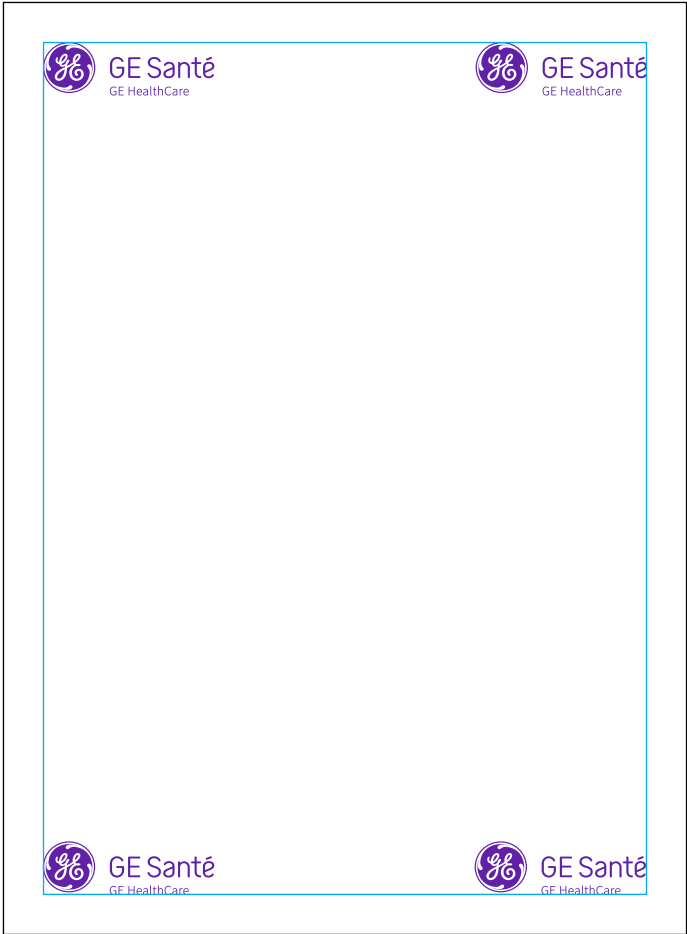
Logo sizing and placement

Logo sizing and placement are key to maintaining harmony and consistency across all of our applications.

The logo should always be placed inside the application’s live area. Keep the logo’s designated clear space free from other elements, such as text and graphic components. Appropriate logo placement options are shown here; refer to the captions for specific guidance.

To ensure that the logo is sized appropriately, remember that the height of the Monogram is always 125% of the margins of the application.

In extreme cases where the margin is too small or too large the logo will need to be adjusted visually.



Logo may be placed in any of the four corners, inside the margins.



Logo may be centered vertically inside the margins, aligned left or right.



Logo may be placed in the center of the layout.

Logo sizing flexibility

In certain instances, we need to create applications where we feature the logo at large scale. Use the exhibits on the right for further logo sizing guidance. In all cases, the standard logo clear space of 40% the height of the Monogram must be maintained.



The logo may be sized to maximum width within a horizontal format, as long as it doesn't violate the standard clear space.



The logo may be sized to maximum width within a vertical format, as long as it doesn't violate the standard clear space.



 = 40% height of Monogram

Logo don'ts

Using the logo correctly is an important way to maintain brand consistency. Here are use cases to avoid.



Don't remove the english translation from the logo.



Don't apply full-color (Compassion Purple) logo on black background.



Don't place the logo in another shape.



Don't remove the “GE” letters from the logo.



Don't change the opacity of the logo when placed on top of imagery.



Don't use the Monogram in isolation (except for preapproved digital/social icons or with express approval from GE HealthCare's Brand Team).



Don't apply the accent color palette to the logo.



Always follow proper established hierarchy for the translated logo



Don't apply drop shadows or other effects to the logo.



GE Santé
GE HealthCare

Contacts & Resources

For further information related to brand governance, please contact brand.health@gehealthcare.com.

For further information related to legal trademark, please contact trademarks@gehealthcare.com.