

Site Branding Guideline Training

November 12, 2025



GE HealthCare

Agenda

- 1 Introduction**
- 2 Understanding the TMLA
- 3 Exterior signage overview
- 4 Interior site branding overview
- 5 Interior creative graphics overview
- 6 Q&A

Introduction



Amanda Cardy
Senior Manager, Workplace
& Integrated Facilities
Transformation



Cynthia Mahoney White
Global Brand Governance
Senior Director



Tina Shields
Program Brand Manager

Business priority

Business Priority

GE HealthCare leadership has accessed the rebranding of our global facilities and has made the decision to take a “minimalistic approach” to meet the expectations in our TMLA Agreement.

Legal Requirement

As of January 4, 2023, GE HealthCare is now a licensee of the GE brand. “GE” and “GE HealthCare” are trademarks of the General Electric Company. As a result of this change, we are required to convert/migrate/change/update old branding across multiple brand touchpoints.

Minimalistic
Approach

“less is more”

De-brand = Step 1

Visual identity

- **Singular GE monogram/logo** by itself in old GE blue
- **Old GE Healthcare logo** without uppercase “C” and incorrect font
- **GE Inspira font** – GE Inspira was GE’s custom proprietary font that has now been sunset – we no longer have rights to use it.
- **Blue color palette**
- **Secondary colors** in red, green, purple, and light blue
- **Brand in motion** – circular motion of design
- **Red laser line** – goes back years ago – was used with black fonts
- **Old photography** – we don’t own these photos, and they may not meet our new photography style.

Verbal identity

- **GE taglines**
 - Building a world that works
 - Imagination at work
 - We bring good things to life
- **Old culture operating messaging**
- **Old messaging in general** – if you haven’t received new creative from the brand team – assume its outdated

TMLA Requirement
remove all old GE and
GE HealthCare branding
at our sites

Samples old GE branding & improper monogram use

GE monogram by itself



GE Logo



The GE monogram should never be used separately from the wordmark, except for preapproved cases such as digital favicon or social media avatar.



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

Samples old GE branding

Old GE taglines



Building a world that works



imagination at work



We bring good things to life.

Red laser line

Samples old GE branding

Old GE custom font GE Inspira

Inspira Sans Regular + *Inspira Sans Regular Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Inspira Sans Bold + *Inspira Sans Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GE Inspira

GE's custom licensed font

Font has been sunset and is prohibited for use.

Samples old GE branding

Photography



Old photos – we don't own the photo release forms for these people, and we don't own the stock image licensees.

Samples old GE branding

Old GE programs, sponsorships

ecomaginationSM



Samples old GE branding

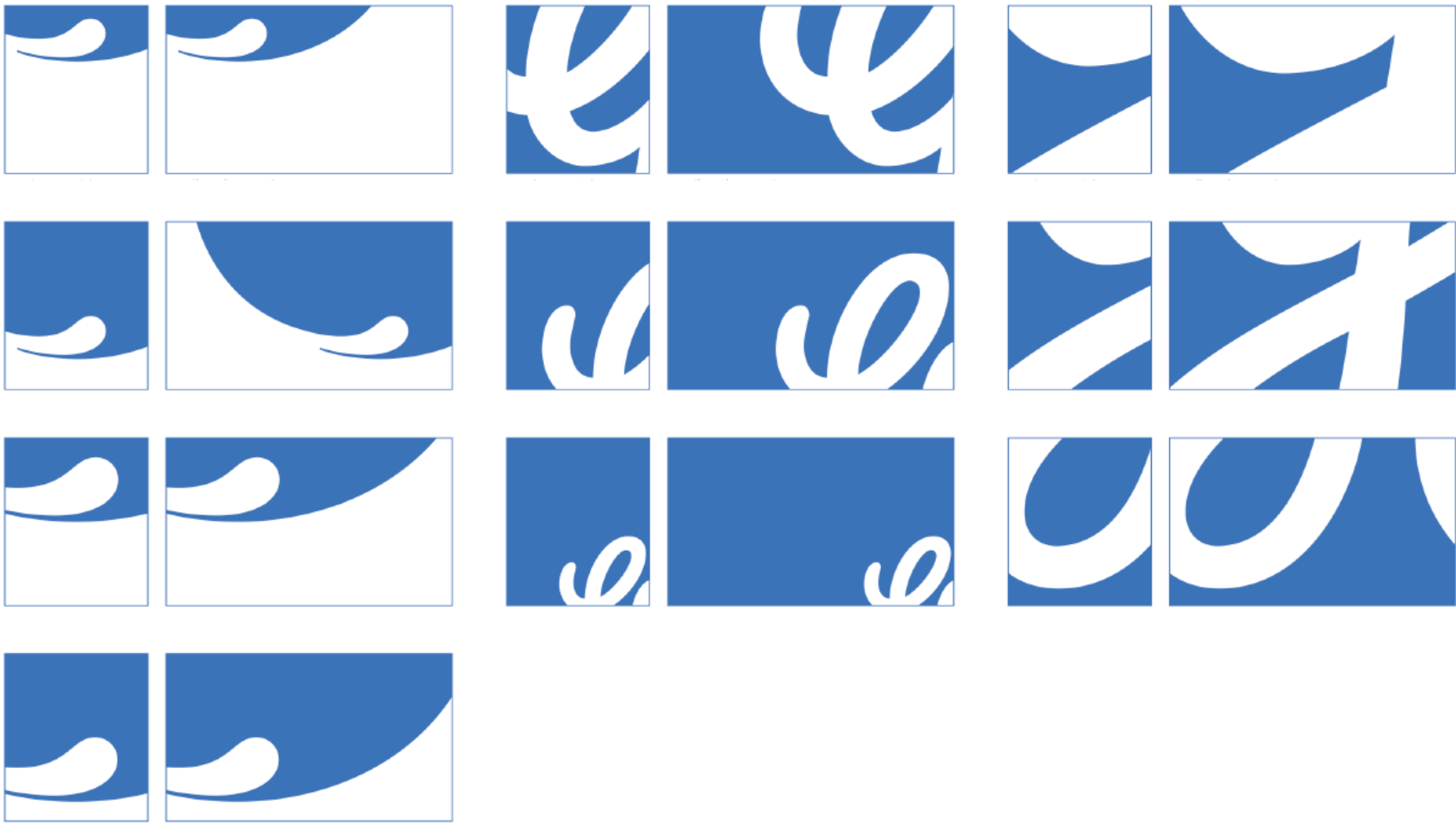
Use of secondary colors



Rainbow of logo colors

Samples old GE branding

GE works graphics



Samples old GE branding

Brand in motion visual system

GE
Industrial Solutions

Trends in EV charging stands and infrastructure.



gebusiness.com

Say hello to style and function.

With its modern, sleek design, GE's award-winning WattStation will fit into any commercial, public or retail location. In only 4-8 hours it delivers a full-cycle charge to a 24 kWh battery. Compare that to the 12-18 hours it would take with an ordinary outlet.

A smart, timeless design from GE's Industrial Solutions business - the perfect complement to any EV.

Imagination at work



Innovation in design.



At GE Healthcare, form and function increasingly go hand in hand. Our newest Discovery MR750w scanner was designed with one thing in mind: the human element. This focus created a new direction for us and should influence the next generation of our products for years to come.

Imagination at work



gehealthcare.com

Samples of old GE HealthCare branding

Incorrect logo use



GE Healthcare

Old GE Healthcare logo – no capital “C” for Care – wrong font

GE Healthcare

life



Babies have a unique way of looking at things. Fresh, open and infinitely curious. Caring for a baby requires the same perspective. Our Bioscience's Prenatal care offer provides you with the best tools for prenatal monitoring and treatment. That way, babies can do what they do best.



imagination at work

Innovation
in design.



At GE Healthcare, form and function increasingly go hand in hand. Our newest Discovery MR750w scanner was designed with one thing in mind: the human element. This focus created a new direction for us and should influence the next generation of our products for years to come.

imagination at work



gehealthcare.com

Exterior signage

Exterior signage

Signage Needs

Identify the opportunity or purpose of your signage project.

Consider the appropriate time required to fully understand all conditions of the site and make the correct sign type and quantity selections.

Project Deadlines

It is recommended to plan your project six months from the conversion or opening date. Signs are not inventoried products, and timing will vary based on factors ranging from correct sign selection, manufacturing lead times, permit application, landlord and municipal approvals, weather during installation, and budget adjustments.

Budget Requirements

Budget requirements should include fees for design and manufacturing with approval need for implementation partners and timing for when the budget must be spent.

Specifics

Each sign is specific to the facility—determine the quantity of each sign type needed, and consider the placement, sizing, content, and color of each sign requested.

Our sign system design



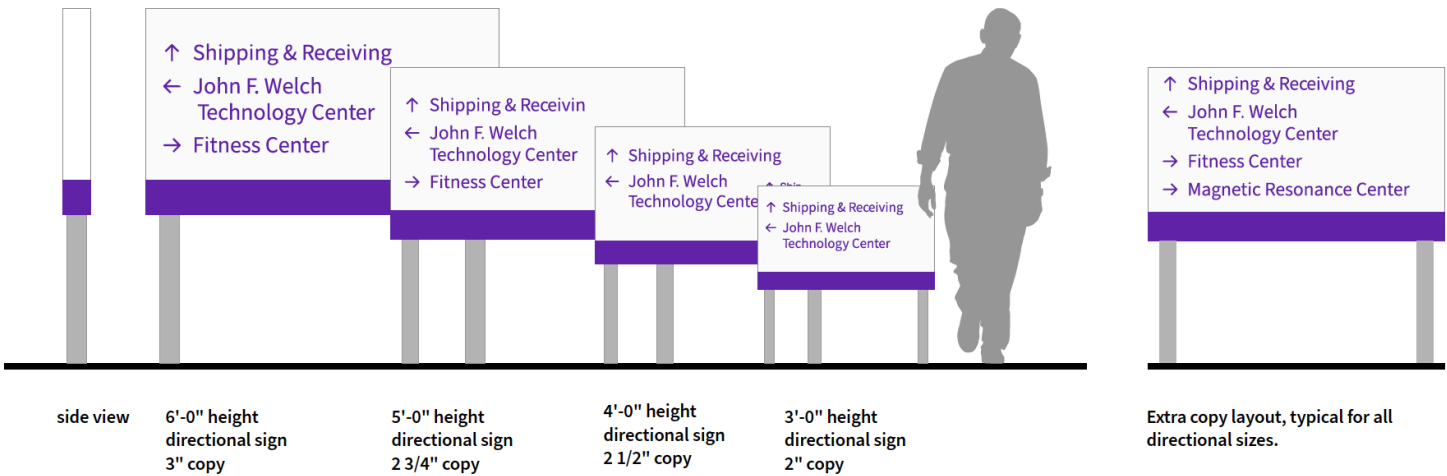
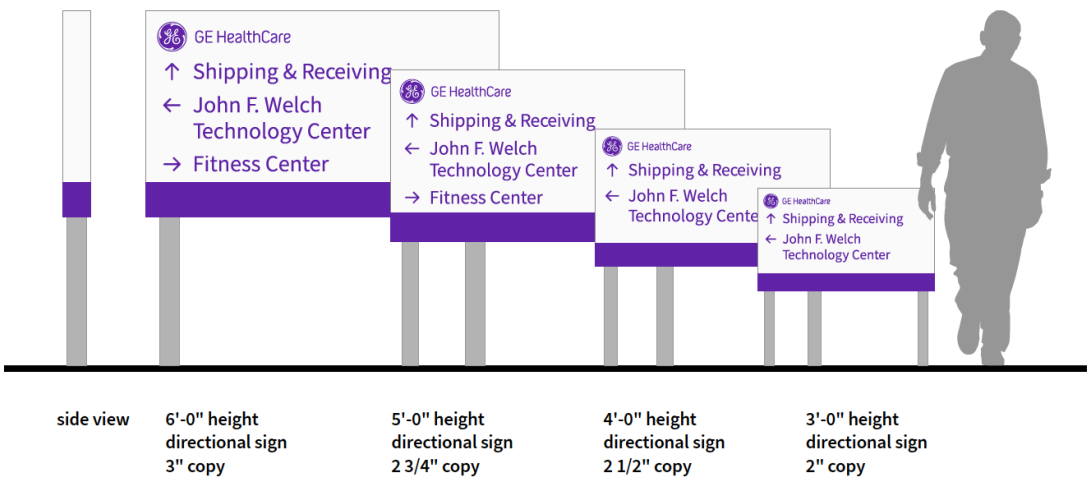
Stacked logo exception



Freestanding directionals

Key concept for freestanding directionals:

- When to use the logo
- Replace vs repair
- Content to the point



Using lettersets: Color and backgrounds



White letters on dark background



Compassion Purple letters on white background



Brushed aluminum letters on textured wood application



White letters on color/patterned background



Compassion Purple letters on soft pattern background



Brushed aluminum letters on warm stone



White letters on medium-dark tone background



Compassion Purple letters on medium-light tone background



Brushed aluminum letters on dark stone

Interior site branding

Experience principles

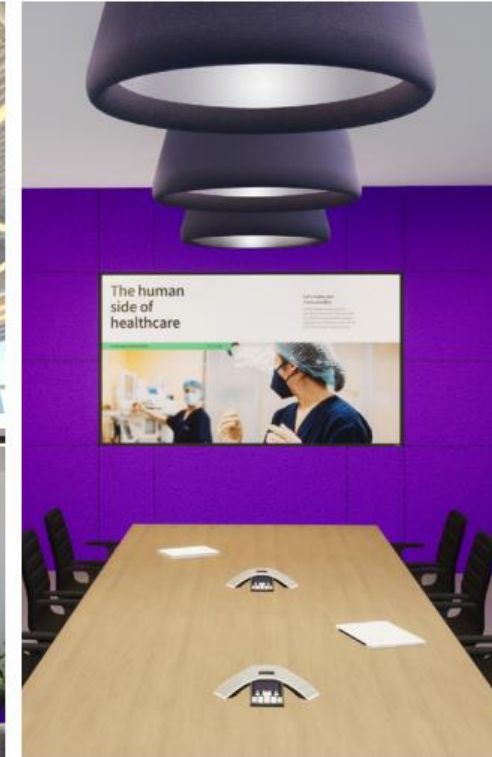
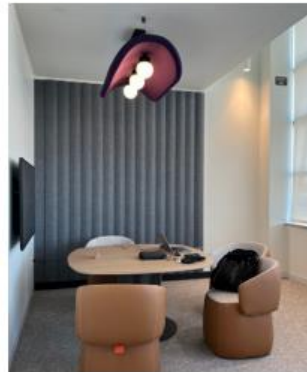
Our experience principles are high-level aspirational emotions that help create consistent and differentiated customer experiences within our spaces. They help guide what we want our audiences to feel while supporting consistency and continuity throughout the brand.

Approachable	By listening closely to the people we serve, we work shoulder-to-shoulder as a true healthcare partner.
Compassionate	Helping people is the reason we work in healthcare and why we feel so deeply about making it work better for all.
Courageous	Only big ideas can change an entire industry, and we deliver breakthrough ideas that can alter its course.
Optimistic	We believe there is always a better way, so we're always looking for the best right answer.
Visionary	Because the healthcare world is in need of positive change, we see the possibilities to evolve it for the better.

Site design principles

Our design principles bring our experience principles and visuals to life within our spaces. When designing our spaces, these design principles should be used as an overarching guide for creating consistent and brand-led spaces across our facilities.

- Use **linear and curved forms** inspired by our logo to provide balance and reflect the reciprocal relationships between our people, patients and providers.
- Use **streamlined, curved shapes in architecture and décor** (lighting, furniture, rugs) to define spaces.
- Use a **welcoming and neutral color palette** with organic elements and materials that support the brand palette and provide visual warmth and intrigue.
- Use **strategically placed brand-inspired design elements** that connect the spaces to our brand, including the use of Compassion Purple and accent colors.
- Use **bold, clean and purposeful brand storytelling** to inspire our people and providers to collaborate and invent new ways of making healthcare work better for all.
- Use **natural lighting or lighting that mimics natural light** to ensure our environments are realistic and natural, not sterile or studio-like.
- Use **open furniture arrangements** and unique configurations to foster genuine moments of connection.



Facility brand touchpoints

1

Exterior Signage

(i.e., roadway monuments, highway signage, building logos, wayfinding, and flags)

2

Building Entryway

(i.e., doors, windows walking into the building)

3

Reception Area

(i.e., main reception desk, security area for badging)

4

Waiting Areas

(i.e., sitting areas near entrances)

5

Corridors

(i.e., main spaces colleagues or guests walk past leading to other large brand spaces)

6

Product Showroom

(i.e., customer display areas where we showcase our product/software and narrative)

7

Café/Cafeterias

(i.e., employee beverage station, kitchenette, area for food and beverage)

8

Collaboration/Meeting Spaces

(i.e., huddle areas, employee team meeting rooms, customer executive meeting spaces)

9

Manufacturing Floor

(i.e., area where we manufacture our products/software, parts and repair spaces)

10

Interior Signage

(i.e., meeting room, manufacturing wayfinding, colleague office spaces)

Building Entryway

The following are the key elements to use when designing building entryways for GE HealthCare facilities.

Key elements:

- 1 Intuitive logo placement and door vinyls. (Required: GE HealthCare logo door vinyl - follow [Exterior Signage Guideline](#) for proper placement.)
- 2 Brand message wall in a prominent location visible from the entrance. (Required for visitor entryways and optional for employee-only entryways, if space allows. See next page for branding options.)
- 3 Unobstructed natural light when possible or curved, streamlined lighting to brighten space. (Required, if space allows.)

Notes:

Keep the space clear of clutter and unnecessary signage.

Not all sites or buildings have entryways. When no entryway is present, branding should be easily visible in the corridor, transition space or reception area.

Only use preapproved artwork from the [Interior Site Branding Library](#) for all interior graphics and branding.



Reception area

The following are the key elements to use when designing reception areas for GE HealthCare facilities.

Key elements:

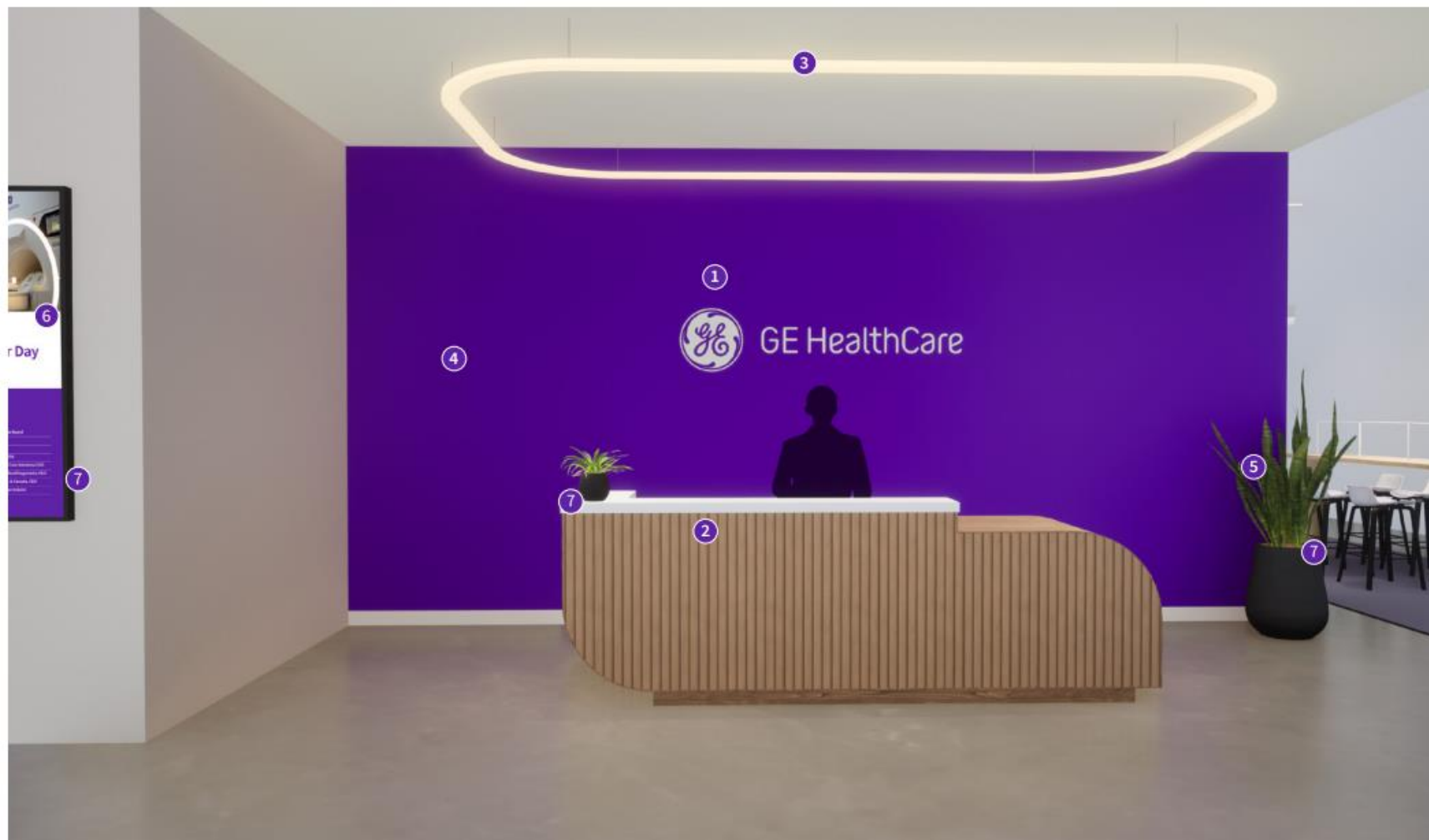
- 1 Prominent logo placement on brand wall, behind desk if applicable. (Reference [Exterior Signage Guidelines](#) for proper sizing and application.)
- 2 Warm, inviting, curved desk that offers clear visibility to person/people sitting there. Custom desk optional.
- 3 Curved, rounded, streamlined lighting to define the space. *Natural lighting is optimal when possible.*
- 4 Impactful Compassion Purple wall to bring our brand into introductory spaces. (See next page to determine application guidelines.)
- 5 Organic accents such as wood architectural detailing or plants. *Optional if space allows.*
- 6 Functional signage as needed to create placemaking and help people find key info (e.g., event details) quickly and easily. *Optional*
- 7 Use black décor as an accent for contrast.

Notes:

When no desk is present, branding should be on a prominent location clearly visible from entry.

Sites must allocate budget for regular maintenance for live plants or use fake plants.

Only use preapproved artwork from the [Interior Site Branding Library](#) for all interior graphics and branding.



Waiting area

The following are the key elements to use when designing waiting areas for GE HealthCare facilities.

Key elements:

- 1 Place impactful and human-centered imagery on a prominent wall visible from the seating area. It will enhance emotional appeal and immerse visitors in our brand while demonstrating our key vision. Always accompany imagery with brand messaging.
- 2 Create layouts that encourage collaboration and interaction, such as seating areas for group discussions or shared experiences. Can use existing or new furniture.
- 3 Lighting elements can create a warm and inviting atmosphere.
- 4 Use wood, plants and textured fabrics to add warmth and a tactile feel to the space.
- 5 Use black décor as an accent for contrast.
- 6 Integrate curved architectural details (walls or alcoves) or curved decor (light fixtures, tables, area rugs) to soften the environment and foster a sense of flow and balance (applies to new builds and renovations only). When architectural elements cannot be curved, use applied and decorative elements to add curved forms.

Notes:

Keep space clear of clutter and unnecessary signage.

At a minimum, add branding elements to existing spaces and rearrange furniture for collaboration.



Corridors

The following are the key elements to use when designing corridors for GE HealthCare facilities.

Key elements:

- 1 Use a warm neutral palette, including tones like warm white and light gray, to create a welcoming and human-centered atmosphere with black hardware to create contrast.
- 2 Wood should be incorporated where it naturally fits, such as in furniture or trim accents, to add warmth and tactility.
- 3 Use artwork and installations to present stories of people behind the innovations and those impacted by GE HealthCare's work, creating a window into our brand.
- 4 Add streamlined, curved décor lighting and furnishings where appropriate to enhance connection and collaboration.

Note:

Only use preapproved artwork from the [Interior Site Branding Library](#) for all interior graphics and branding.

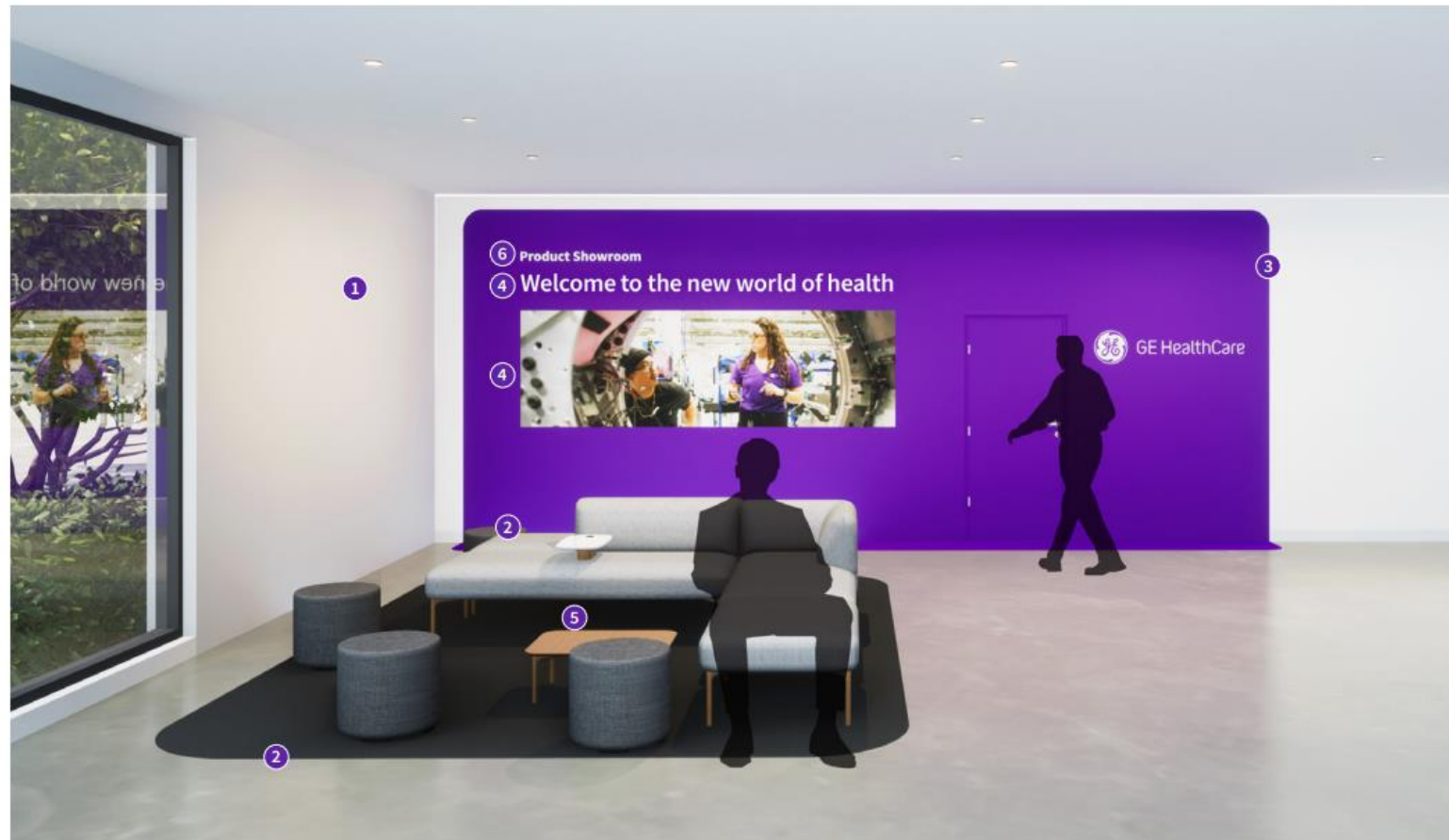


Product Showroom

The following are the key elements to use when designing showroom lobby entrances for GE HealthCare facilities.

Key elements:

- 1 Use warm, neutral tones to brighten the space and create an inviting atmosphere.
- 2 Incorporate rounded architectural elements, such as curved furnishings or soft-edged rugs, to promote a sense of flow and balance.
- 3 Strategically use Compassion Purple to define the entrance into the showroom and create a sense of entering a unique environment.
- 4 Feature dynamic and forward-thinking brand messaging in a prominent location. Messaging should embody the spirit of technology and innovation. If a digital screen is possible, display product-related content to introduce guests into the product showroom and showcase innovation.
- 5 Position soft seating with wood accents and textured fabrics near the entrance to create a welcoming, human-centric experience.
- 6 Clearly define the entrance to the showroom space with appropriate labeling to enhance navigation and visibility.



Café/Cafeteria

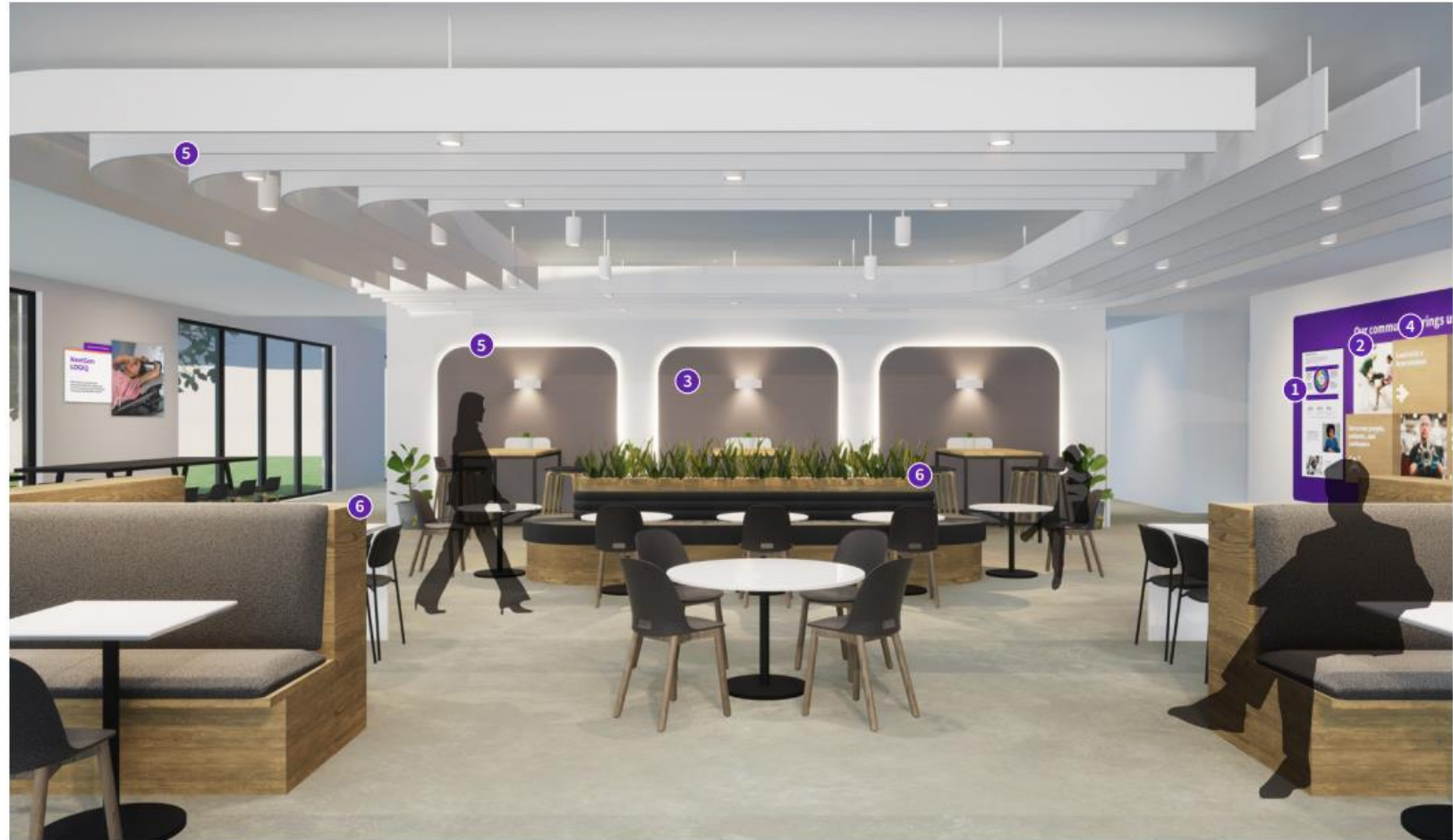
The following are the key elements to use when designing cafeteria for GE HealthCare facilities.

Key elements:

- 1 Ensure the stories focus specifically on employee-centered narratives and Cultural Operating Principles. Digital screens should display dynamic content such as employee highlights and team achievements.
- 2 Include a vibrant and engaging community wall that reflects GE HealthCare's unique cultural values.
- 3 Use a neutral, warm color palette complemented by dark neutral accents on wall panels and alcoves to create a balanced and harmonious space.
- 4 Use Compassion Purple in graphic elements to bring brand and color into the space in an impactful way.
- 5 Use curved elements such as architectural details, lighting fixtures and décor to ground and define the space.
- 6 Incorporate wood into built-in furniture elements and accents to bring warmth into the space.

Note:

Only use preapproved artwork from the [Interior Site Branding Library](#) for all interior graphics and branding.



Collaboration/Meeting Spaces

Key elements:

- 1 Use Compassion Purple to signal our brand, incorporate a custom branded wall installation that seamlessly combines a digital screen, a whiteboard and an organized space for displaying important documents.
- 2 Incorporate curved architectural details, lighting fixtures and décor inspired by the brand's logo.
- 3 Add warmth and texture with wood finishes, live plants and soft, textured fabrics to enhance the sensory appeal and comfort of the environment.
- 4 Use black décor as an accent for contrast.
- 5 Design layouts that promote collaboration and engagement, incorporating seating arrangements and spatial configurations conducive to group discussions or shared experiences. Existing or new furniture may be used to achieve this goal.
- 6 Digital displays can feature employee-related content and rotating content featuring our culture operating principles. (Allows for screen mirroring when collaborating.)

Notes:

Do not use the GE HealthCare logo on the wall installation to avoid overbranding our spaces.



Interior creative graphics

Manufacturing Floors

Usage notes:

Use as customizable graphics. Swap in the relevant technology to suit context and audience

Use with staff-facing messaging where a sense of collective mission can be reinforced.

Placement reference for wide-format walls. Align image, text block, and fact labels for visual harmony.

Leverage when possible connection between message and Culture Operating Principle.

Only use preapproved artwork from the [Interior Site Branding Library](#) for all interior graphics and branding.



Sample creative assets for interior spaces

Welcome to
the future of
healthcare

Improving care everywhere

Each year, GE HealthCare is
trusted to serve over 1 billion
patients and enable 2 billion
medical procedures around
the world.



Sample creative assets for interior spaces



Sample creative assets for interior spaces



Sample creative assets for interior spaces

Exceed
your
imagination



Delivering the
future of healthcare



Pioneers of imaging technology

After developing the first wireless handheld ultrasound, we made it pocket-sized, then added AI capabilities for greater access to care, and improved efficiency.

Sample creative assets for interior spaces

Who inspired you today?

Delivering the future of healthcare



Serve our people, patients, & customers



Lead with a lean mindset



Empower entrepreneurial spirit



Win together and have fun



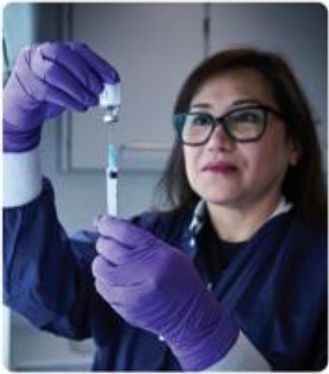


Sample creative assets for interior spaces

The way we work together

Our organizational and cultural behaviors shaping how we act with one another and make decisions day-to-day.

Serve our people, patients, & customers





Lead with a lean mindset

Empower entrepreneurial spirit



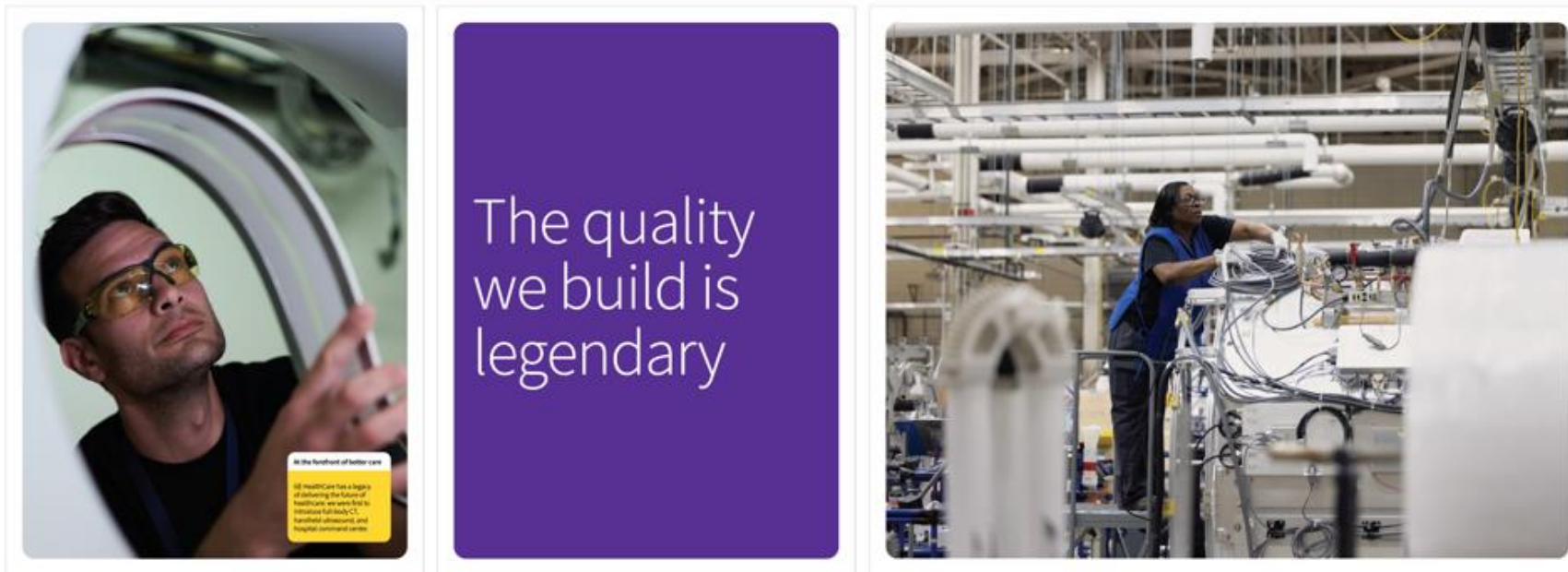


Win together and have fun

Deliver the future of healthcare



Sample creative assets for interior spaces



Sample creative assets for interior spaces



Image Library

Image Library
**Clinicians and
colleagues**

Capturing moments of collaboration, expertise, and connection among healthcare professionals—highlighting teamwork, innovation, and shared purpose.



photography-HRH-0186-CC-
MEETING-2024



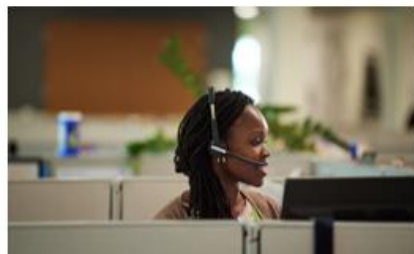
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photography-waukesha-GE-18387-2022



photography_mobile_product_0
029_2024



photography-ZS-GE-PARIS-345-2023



photography-ZS-GE-PARIS-257-2023



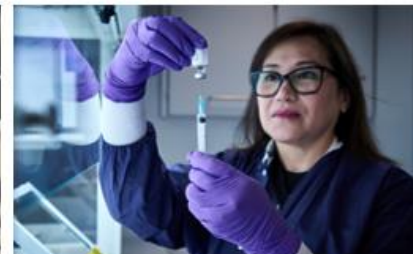
13. Fellow, Up. Breast Cancer 02549, EM oncology



Photography_Employees_Tech_0020_2024



photography-Wuxi-105-China-2023



photography-DOB_5816

Copy bank

Manufacturing example

Primary Messages (standalone or for use with secondary messages)

- A. Creating the future of [specialty]
- B. Proudly made right here in [China, the USA]
- C. Precision is the mission
- D. Building products, systems and solutions for better care
- E. Make every decision a lean one
- F. The quality we build is legendary
- G. Believe in a better way
- H. Safety. Quality. Integrity.
- I. Our teams are built to win
- J. Shape the future in this space

Secondary Messages and usage recommendations

Sustainability for our future

We are a world leader in innovative product design for healthcare solutions. Our aim is to constantly minimize our environmental impact everywhere we do business.

Can be used with primary messages A, B, C, D, E, F, G, H, I, J

At the forefront of better care

GE HealthCare has a legacy of delivering the future of healthcare: we were first to introduce full-body CT, handheld ultrasound, and hospital command center.

Can be used with primary messages A, B, C, D, E, F, G, H, I, J

Safety. Quality. Delivery. Cost. Innovation.

These are the principles that help GE HealthCare deliver the products, services, and solutions that our customers have come to expect.

Can be used with primary messages A, B, C, D, E, F, G, I, J

Lives depend on us

And we won't compromise on something so important. Safety is first – for you, and for the patients that depend on the quality we deliver.

Can be used with primary messages A, B, C, D, E, F, G, H, I, J

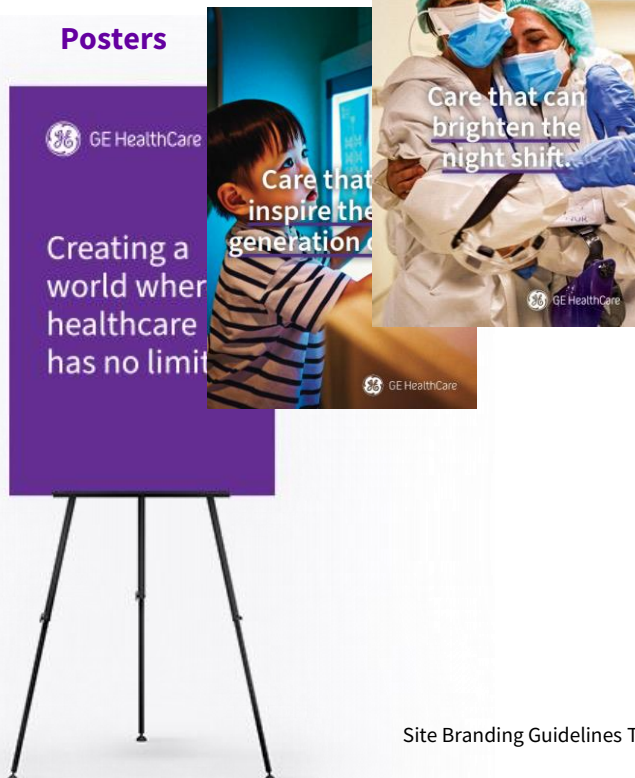
Temporary Site Branding Kit

Ready made files for our global teams to showcase our brand

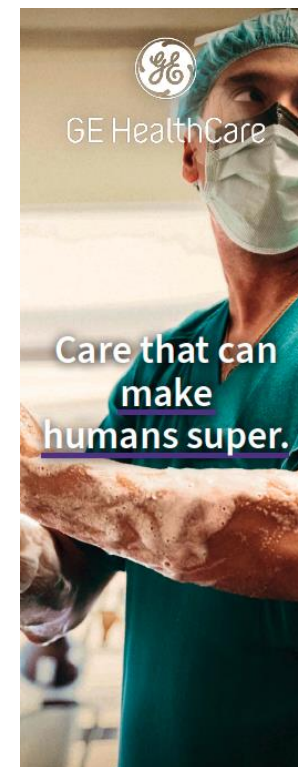
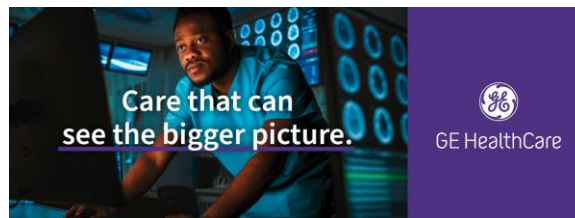


Flags

Posters



Vinyl Banners



Pull-up Banners

Brand Resources

Guidelines

Exterior Signage Guidelines
Interior Site Branding Guidelines

Badging Guidelines
Promotional Item Guidelines
Stationary Guidelines
Uniform Guidelines

Creative

Digital Monitor Content

Site Branding
Creative Asset Library

Temporary Site Branding Toolkit

Templates

Badge Templates
Stationary Templates
including Business Cards

Tools

Photo DAM
USCAN Store – for branded promotional
items & wearables

For brand questions

brand.health@gehealthcare.com

Site Branding Overview

Q&A



GE HealthCare