

Welcome to Stationery Guideline training

We will begin shortly



GE HealthCare

Meet our trainers



Cynthia Mahoney White
Brand Operations Manager



Christine Jamison
Regional Indirect Sourcing
Leader

System overview

Overview

Stationery has long been a traditional communication method that conveys a sense of professionalism, credibility, and permanence that other communication methods may lack. Our brand is reinforced through stationery whether a business card, press release, or a notecard.

Our stationery system incorporates legibility, usability, and functionality. It's available worldwide in US and ISO measurements. US standard uses imperial measurements (inches), while ISO uses metric measurements (cm/mm).



What’s available

Common stationery templates have been created in Microsoft Word for electronic use and in Adobe InDesign for professional printing.

	US sizes								ISO sizes					
	3.5 × 2	Letter 8.5" × 11"	Half letter 5.5" × 8.5"	US A2 5.5" × 8.5"	US A6 6.25" × 4.5"	US A7 7" × 5"	US No. 10 9.5" × 4.125"	9 × 12	ID 1 85mm × 55mm	A4 210mm × 297mm	A5 148mm × 210mm	A6 148mm × 105mm	C6 162mm × 114mm	DL 220mm × 110mm
Business card	●								●					
CD/DVD labels	Guidelines only													
Envelope				●	●	●	●						●	●
Fax cover sheet		●								●				
Folder								●						
Letterhead - general use		● ●								● ●				
Letterhead - personalized		● ●								● ●				
Letterhead - logo only		● ●								● ●				
Mailing label	Guidelines only													
Memo		●								●				
Policy Template		●								●				
Press release		●								●				
Notepads - lined		●	●							●	●			
Notepads - personalized			●								●			
Notepads - unlined		●	●							●	●			
Notecard - flat					●	●						●		
Notecard - foldover				●								●		

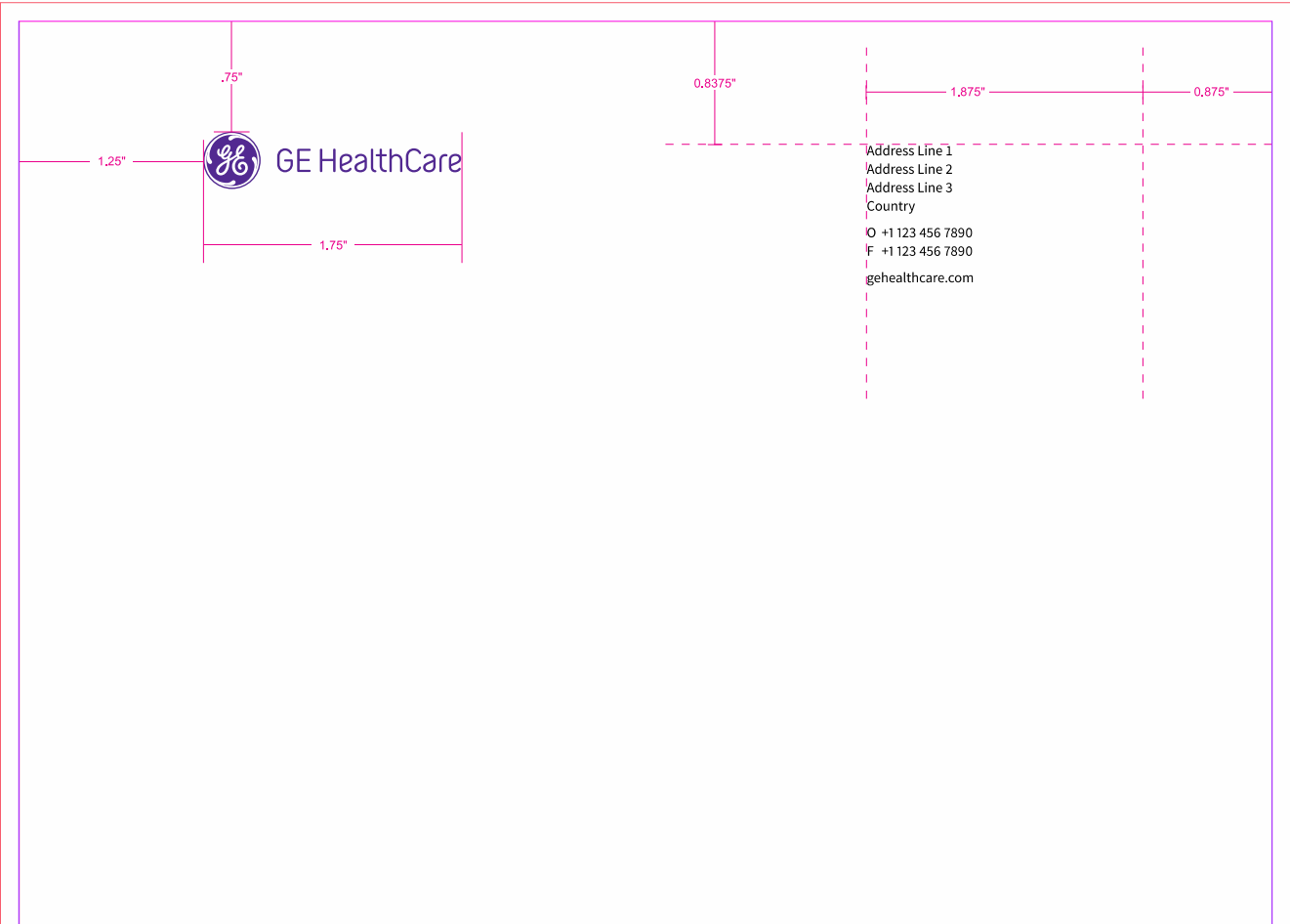
● Adobe InDesign ● Microsoft Word

InDesign templates

Adobe InDesign templates have been created for professional printing. They are available in both US and ISO sizes.

Each template contains detailed measurements and specifications.

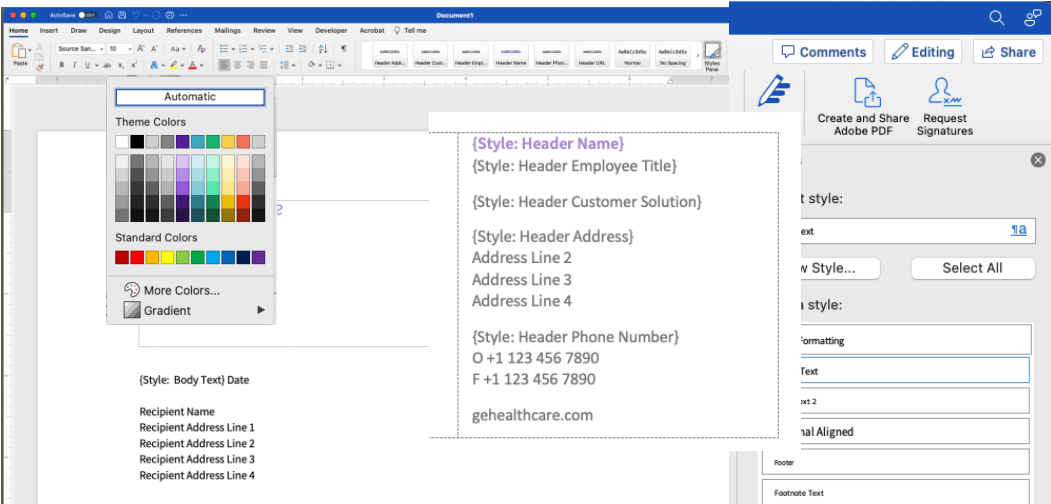
LETTERHEAD - US LTR, STANDARD	
ELEMENT / STYLE NAME	SPECIFICATION
Address	Source Sans Pro Regular 7pt/9pt, 100%K, 4pt space before block
Phone	Source Sans Pro Regular 7pt/9pt, 100%K 4pt space before block
URL	Source Sans Pro Regular 7pt/9pt, 100%K 4pt space before block
GE HealthCare Logo	1.75" wide 100% Pantone 267 C



MS Word templates

Microsoft Word templates are available in both US and ISO sizes.

Each template comes with pre-defined styles and formatting instructions with details on how to use them included in each file.



{Style: Heading 1}, Headline goes here
{Style: Heading 2}, Subhead goes here

{Style: Heading 3} Sed ut perspiciatis unde omnis

- {Style: List Bullet} Sed ut perspiciatis unde omnis iste natus error sit voluptatem
 - {Style: List Bullet 2} Beatae vitae dicta sunt explicabo
 - {Style: List Bullet 3} ipsam voluptatem quia voluptas aspernatur aut odit

{Style: Body Text} Labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis



Target paper specs

While paper may be different in each region, we rely on certain standards to maintain consistency.

Item	Weight	Brightness	Recyclable (PCW) Content	Recommended Paper
				North America
Business card	130# Cover	96	100%	Mohawk 130# DTC Options Smooth I-Tone100% PC White FSC Recycled 100%
Envelopes	70# Text 24# Writing	94 / 95	80%	
Letterhead	24# Writing	94 / 95	80%	
Notecards Flat	130# Cover	96	100%	Mohawk 130# DTC Options Smooth I-Tone100% PC White FSC Recycled 100%
Notecards Folding	80# Cover	94	30%	80# CG Cover (From Taylor Printing)
Notepads	60# Text	97	30%	

Stationery examples

Printed business cards

Available in US and ISO sizes

Front options

First Lastname (Pronoun/Pronoun/Pronoun - Optional)

Title is placed here

first.lastname@gehealthcare.com

Legal Entity Name, if required

Address Line 2

Address Line 3

Country

M +1 123 456 7890

D +1 123 456 7890

O +1 123 456 7890

F +1 123 456 7890

 GE HealthCare

First Lastname (Pronoun/Pronoun/Pronoun - Optional)

Title is placed here

first.lastname@gehealthcare.com

D +1 123 456 7890

Legal Entity Name, if required

Address Line 2

Country

 GE HealthCare

Back options

 GE HealthCare

 GE HealthCare

Digital business cards

In an effort to increase efficiency and improve sustainability, we have added digital business cards into our stationery portfolio. Ordered through Agora, this alternative to its printed counterpart allows you share your contact details via a QR code embedded into the digital business card on your phone.

Once logged in with your SSO to Agora, navigate to the CGI store, select digital business card, enter name, contact details and title into the form fields and a QR code is generated which is presented in the framework of the digital business card which is emailed to you and saved to your phone. For full details on ordering and billing, please refer to our step-by-step guide to ordering stationery on Agora.

Please note that this offering is only available in the US currently.



Letterhead

Available in US and ISO sizes



Legal Entity Name, if required
Address Line 1
Address Line 2
Address Line 3
Country
O +1 23 456 7890
F +1 23 456 7890
gehealthcare.com

[Style: Body Text] Date

Recipient Name
Recipient Address Line 1
Recipient Address Line 2
Recipient Address Line 3
Recipient Address Line 4

Salutation,

Labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

{Style: Heading 1}, Headline goes here
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{Style: Heading 3} Sed ut perspiciatis unde omnis

- {Style: List Bullet} Sed ut perspiciatis unde omnis iste natus error sit voluptatem
 - {Style: List Bullet 2} Beatae vitae dicta sunt explicabo
 - {Style: List Bullet 3} ipsam voluptatem quia voluptas aspernatur aut odit

{Style: Body Text} Labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

Sincerely,

Firstname Lastname

Style: Footer, Set as "Document Title" to populate all subsequent pages

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General use



Legal Entity Name, if required
Address Line 1
Address Line 2
Address Line 3
Country
O +1 23 456 7890
F +1 23 456 7890
gehealthcare.com

Personalized



Firstname Lastname (Pronoun/Pronoun/Pronoun - Optional)
Title is placed here
Legal Entity Name, if required
Address Line 1
Address Line 2
Address Line 3
Country
O +1 23 456 7890
F +1 23 456 7890
gehealthcare.com

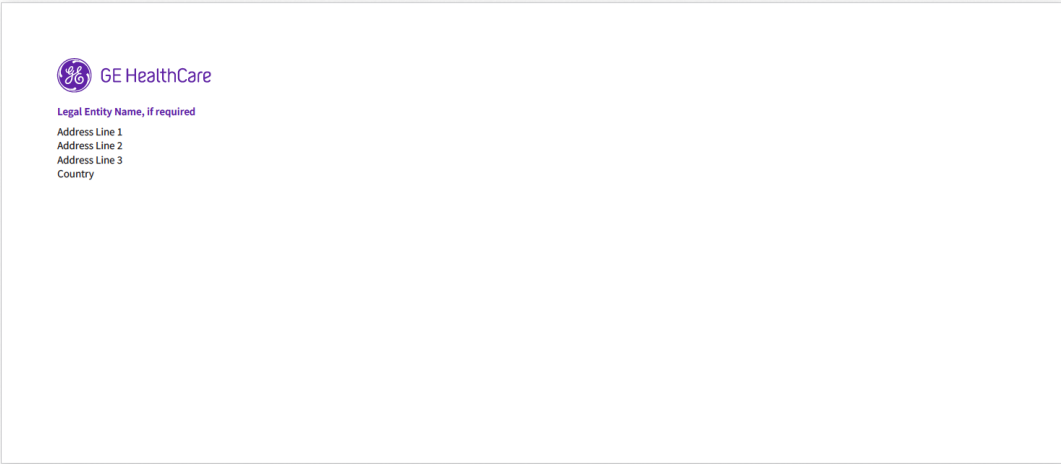
Logo only



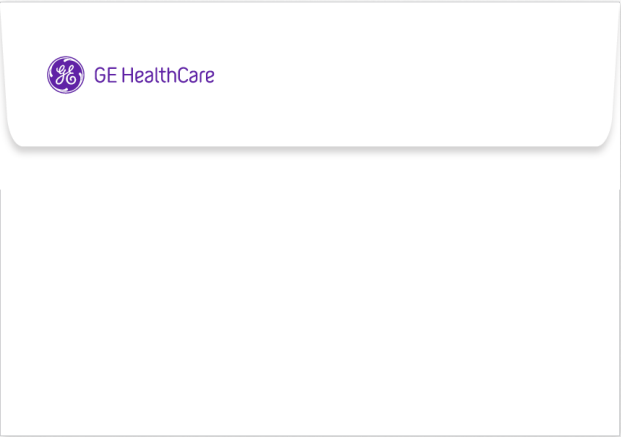
Envelopes

Available in US and ISO sizes

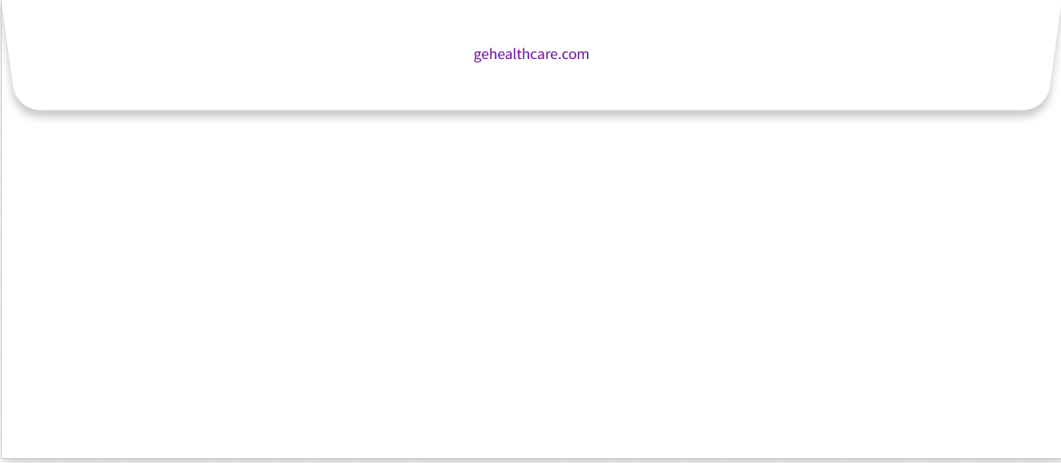
Business envelope front



Notecard envelope back



Business envelope back



Fax cover page

Available in US and ISO sizes



Legal Entity Name, if required

Address Line 1

Address Line 2

Address Line 3

Country

O +1 123 456 7890

F +1 123 456 7890

gehealthcare.com

Facsimile

To:

From:

Phone:

Pages:

Comments:

To:

From:

Phone:

Pages:

{Style: Body Text} Date

Recipient Name

Recipient Address Line 1

Recipient Address Line 2

Recipient Address Line 3

Recipient Address Line 4

Salutation,

Labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

{Style: Heading 1}, Headline goes here

{Style: Heading 2}, Subhead goes here

{Style: Heading 3} Sed ut perspiciatis unde omnis

- {Style: List Bullet} Sed ut perspiciatis unde omnis iste natus error sit voluptatem
 - {Style: List Bullet 2} Beatae vitae dicta sunt explicabo
 - {Style: List Bullet 3} ipsam voluptatem quia voluptas aspernatur aut odit

Style: Footer, Set as "Document Title" to populate all subsequent pages

Page 1 of 1

Memo

Available in US and ISO sizes



Firstname Lastname (Pronoun/Pronoun/Pronoun - Optional)
Title is placed here
Legal Entity Name, if required
Address Line 1
Address Line 2
Address Line 3
Country
O +1 123 456 7890
F +1 123 456 7890
gehealthcare.com

Memo

To: _____
From: _____
Date: _____
CC: _____
Re: _____

{Style: Body Text} Date

Recipient Name
Recipient Address Line 1
Recipient Address Line 2
Recipient Address Line 3
Recipient Address Line 4

Salutation,

Labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

{Style: Heading 1}, Headline goes here
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Style: Footer, Set as "Document Title" to populate all subsequent pages

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Policies

Available in US and ISO sizes



Function
{Enter Policy Name Here}
Supporting information

{Enter Policy Name Here}	Document No. {Enter Doc # Here}
{Enter Additional Document Information Here}	Revision No. : {Enter Rev # Here}
	Revision Date: mmm dd, yyyy
Issued By: Department / Group	Effective Date: mmm dd, yyyy

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Notepads

large and small

Available in US and ISO sizes

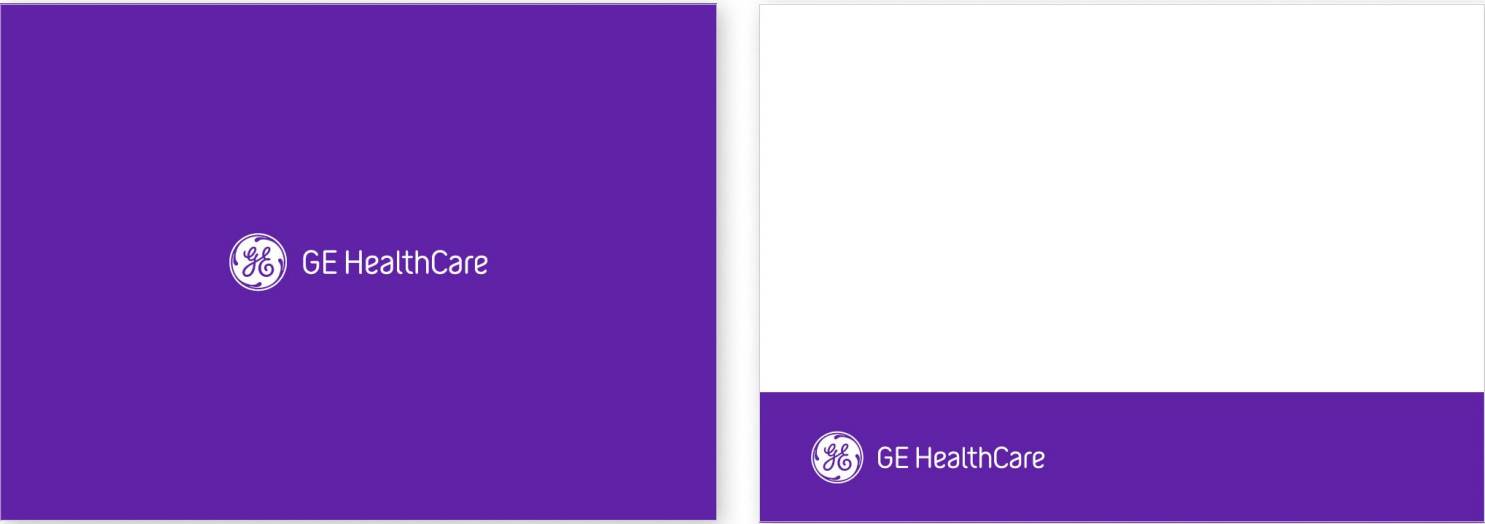
Notecards

Available in US and ISO sizes

Folding notecards



Flat notecards



Ordering on Agora

Q&A

For more information or questions reach out to:

brand.health@gehealthcare.com

Agora Training Guide:

<https://gehealthcare.box.com/s/v4yqwqni8weyoxuk7q54ticmcwkrny9w>



GE HealthCare